

# Oregon Resident Outdoor Recreation Demand Analysis – Washington County Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting  
Documentation

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## **Background**

In preparation for the 2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Oregon Parks and Recreation Department (OPRD) contracted with Oregon State University (OSU) to conduct a statewide survey of Oregon residents regarding their 2011 outdoor recreation participation in Oregon, as well as their opinions about parks and recreation management. This report summarizes key findings of the survey for Washington County. For review of statewide survey results, please see the full survey report, Oregon Resident Outdoor Recreation Demand Analysis, online at: [http://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018\\_SCORP/Demand\\_Analysis.pdf](http://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/Demand_Analysis.pdf)

## **Survey Methodology**

The survey was conducted using a random sample of Oregon households. In order to generate sufficient responses for each county, the sample was stratified by county. Separate random samples were drawn from each county. Surveying Oregonians consisted of 50,150 mail outs, with 46,348 of the surveys deliverable (92%). Of those delivered, 8,860 completed surveys were obtained, for an overall response rate of 19%. This response rate is typical of statewide, general population surveys that are long and do not include token financial incentives. Sample data were weighted to represent county-level population proportions and statewide age-related proportions. For a detailed description of the survey methodology, please see the full survey report at the web link provided above.

## Outdoor Recreation Activities

Based on previous SCORP outdoor recreation activity lists and input from the SCORP steering committee comprised of parks and recreation managers across Oregon, seventy (70) recreation activities were identified as important recreation activity types. These activities were grouped into eight (8) categories, including Non-motorized Trail Activities, Motorized Activities, Non-motorized Snow Activities, Outdoor Leisure / Sporting Activities, Nature Study Activities, Vehicle-based Camping Activities, Fishing / Hunting / Shooting Activities, and Non-motorized Water-based and Beach Activities.

## User Occasions and Participation in Outdoor Recreation

User occasions (number of times people engage in an activity) and percent of the population that participates in an activity are presented for Washington County in the following tables. The top activities for Washington County both user occasions (based on where the activity occurred) and proportion of Washington County residents are included in Table 1. County totals for all seventy recreation activities are included in Table 2.

**Table 1. Top Ten Activities in Washington County, 2011**

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	50,015,549	Walking on local streets / sidewalks	66.9
Walking on local trails / paths	13,636,046	Walking on local trails / paths	59.9
Dog walking / going to dog parks / off-leash areas	12,741,817	Sightseeing / driving or motorcycling for pleasure	57.8
General play at a neighborhood park / playground	10,737,234	Relaxing, hanging out, escaping heat / noise, etc.	53.9
Jogging / running on streets / sidewalks	9,166,337	Beach activities – ocean	51.1
Bicycling on roads, streets /sidewalks	6,982,282	Picnicking	49.1
Relaxing, hanging out, escaping heat / noise, etc.	5,914,454	Attending outdoor concerts, fairs, festivals	48.9
Jogging / running on trails / paths	4,830,263	General play at a neighborhood park / playground	48.3
Sightseeing / driving or motorcycling for pleasure	4,495,794	Visiting historic sites / history-themed parks	43.6
Football, soccer, lacrosse, rugby, ultimate frisbee	3,756,317	Walking / day hiking on non-local trails / paths	42.7

**Table 2. User Occasions and Participation in Outdoor Recreation Activities, Washington County Residents, 2011**

Activity	User Occasions	% Population Participating
<b>Non-motorized Trail Activities</b>		
Walking on local streets / sidewalks	50,015,549	66.9
Walking on local trails / paths	13,636,046	59.9
Walking / day hiking on non-local trails / paths	2,613,927	42.7
Long-distance hiking (back packing)	277,433	15.7
Jogging / running on streets / sidewalks	9,166,337	25.3
Jogging / running on trails / paths	4,830,263	19.3
Horseback riding	323,439	8.7
Bicycling on unpaved trails	1,351,680	14.8
Bicycling on paved trails	3,484,027	30.6
Bicycling on roads, streets / sidewalks	6,982,282	35.6
Bicycle touring on paved roads / paths (long day / multi-day rides)*		21.2
<b>Motorized Activities</b>		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	206,541	4.3
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	102,697	6.8
Class III – Off-road motorcycling	<1,000	1.9
Class IV – Riding UTVs / side-by-side ATVs (non-straddle seat, driver and passenger sit side-by-side in the vehicle, steering wheel for steering control)	<1,000	<1.0
Snowmobiling	<1,000	1.7
Personal water craft – jet ski	25,079	3.6
Power boating (cruising / water skiing)	130,481	12.0
<b>Non-motorized Snow Activities</b>		
Downhill (alpine) skiing / snowboarding	<1,000	23.8
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	3.9
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	2.9
Snowshoeing	<1,000	6.5
Sledding, tubing, or general snow play	120,619	17.9
<b>Outdoor Leisure / Sporting Activities</b>		
Sightseeing / driving or motorcycling for pleasure	4,495,794	57.8
Picnicking	1,488,280	49.1
General play at a neighborhood park / playground	10,737,234	48.3
Dog walking / going to dog parks / off-leash areas	12,741,817	27.6
Relaxing, hanging out, escaping heat / noise, etc.	5,914,454	53.9
Attending outdoor concerts, fairs, festivals	543,565	48.9
Tennis (played outdoors)	623,468	10.2
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	1,246,258	14.4
Baseball / softball	1,780,678	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	3,756,317	12.4

<b>Activity</b>	<b>User Occasions</b>	<b>% Population Participating</b>
Golf	1,457,892	18.9
Disc golf	644,543	8.1
Skateboarding, inline skating, roller skating, roller skiing	604,077	4.4
Rock climbing, bouldering, mountaineering	39,518	5.9
Orienteering, geocaching	216,426	4.9
Hang gliding, sky diving, paragliding	<1,000	2.2
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	419,511	43.6
<b>Nature Study Activities</b>		
Bird watching	2,586,628	10.2
Whale watching	-	11.2
Exploring tidepools	-	27.6
Other nature / wildlife / forest / wildflower observation	2,055,107	26.6
Visiting botanical gardens	40,585	13.5
Visiting nature centers	313,723	18.3
Outdoor photography, painting, drawing	378,713	13.5
Collecting (rocks, plants, mushrooms, berries)	191,467	9.7
<b>Vehicle-based Camping Activities</b>		
RV / motorhome / trailer camping	5,126	8.7
Car camping with a tent	84,439	31.7
Motorcycle camping with a tent	<1,000	1.8
Yurts / camper cabins	2,274	5.4
<b>Fishing, Hunting, Shooting Activities</b>		
Fly fishing	23,375	3.5
Fishing from a boat (other than fly fishing)	180,820	11.3
Fishing from a bank or shore (other than fly fishing)	549,872	12.5
Crabbing	-	6.7
Shellfishing / clamming	-	7.3
Big game hunting with a gun	147,954	5.8
Big game hunting with a bow	<1,000	<1.0
Waterfowl hunting	3,956	2.1
Upland bird or small game hunting	<1,000	2.3
Target / skeet shooting / archery	1,339,440	11.5
<b>Non-motorized Water-based and Beach Activities</b>		
White-water canoeing, kayaking, rafting	3,715	14.2
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	23,010	7.6
Surfing / ocean stand-up paddling	-	1.9
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	67,233	2.1
Beach activities – ocean	-	51.5
Beach activities – lakes, reservoirs, rivers	187,610	26.1
Swimming / playing in outdoor pools / spray parks	2,309,893	25.9
Snorkeling / SCUBA diving	<1,000	1.7

\*Bicycle touring was asked as a separate question regarding participation only.

### Camping Likelihood and Priority Needs

This set of questions asked people to rate various camping types using 5-point Likert scales according to the likelihood of using a type of camping when or if the individual went camping at an Oregon State Park campground (1 = Not at all likely to 5 = Very likely), and to rate their perceived need for more of each type of camping near the individual's community (1 = Lowest priority need to 5 = Highest priority need).

For Washington County residents, drive-in tent sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Drive-in tent sites had the highest priority need, while RV sites had the lowest priority need.

**Table 3. Likelihood and Priority Need for Camping Type, Washington County**

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.1	1.9
Cabins or yurts w/ heat, lights	3.1	2.8
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.1	2.6
Drive-in tent sites	4.0	3.2
Hike-in tent sites	2.7	2.8
Hiker-biker sites	2.1	2.4
Other type	2.8	2.6

\* Means scores for 5-point Likert Scale (1 = "Not at all likely" or "Lowest priority need" to 5 = "Very likely" or "Highest priority need")

### Priorities for the Future

Survey participants were asked about their opinions on priorities for the future in and near their community. Respondents were asked to rate several items for investment by park and forest agencies using a 5-point Likert scale (1 = Lowest priority need to 5 = Highest priority need). Items were developed by the steering committee, representing several municipal-type areas and beyond.

Table 4 reports Washington County results, with items listed in descending order by mean priority ratings. The top priority needs for Washington County residents are soft surface walking trails, nature and wildlife viewing areas, off-street bicycle trails and access to waterways. Playgrounds with natural materials (Natural Play Areas), picnic areas for small groups and paved walking trails rated high as well. Tennis and basketball courts, off-highway vehicle trail / areas, and baseball / softball fields rated the lowest on priority investments.

**Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Washington County—Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)**

<b>Item</b>	<b>Mean</b>
Dirt / other soft surface walking trails and paths	4.0
Nature and wildlife viewing areas	3.6
Off-street bicycle trails and pathways	3.5
Public access sites to waterways	3.5
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.4
Picnic areas and shelters for <u>small</u> visitor groups	3.4
Paved / hard surface walking trails and paths	3.3
Community gardens	3.1
Off-leash dog areas	3.1
Picnic areas and shelters for <u>large</u> visitor groups	3.0
Multi-use fields for soccer, football, lacrosse, etc.	2.9
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.9
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.9
Baseball / softball fields	2.5
Basketball courts	2.5
Off-highway vehicle trails / areas	2.4
Outdoor tennis courts	2.2

### **Value and Delivery for Benefits of Parks and Recreation Services**

Washington County residents that participated in outdoor recreation activities were also asked their opinions related to the benefits provided by park and recreation agencies. First, respondents were asked to rate each benefit type based on how valued it is using a 5-point Likert scale (1 = Least valued to 5 = Most valued). Next, they were asked to rate how well park and recreation agencies are currently delivering each benefit type using a similar scale (1 = Currently does not deliver at all to 5 = Currently delivers extremely well).

Ranging from a mean score of 2.9 to 4.4 on the 5-point scale, improving physical health, preserve open space and community desirability rated the highest valued in Washington County. Lowest valued benefits in Washington County included promote tourism, help attract new residents / businesses and provide opportunities for social interaction. Delivery of benefits ranged from a mean score of 2.9 to 3.6, with improving physical health, community desirability and preserve open space rated the highest delivered in Washington County. Lowest delivered benefits in Washington County included promote tourism, help attract new residents / businesses, increase property values and help reduce crime.

**Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Washington County**

<b>Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")</b>		<b>Delivery of Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Currently does not deliver at all" to 5 = "Currently delivers extremely well")</b>	
<b>Benefit</b>	<b>Value Mean</b>	<b>Benefit</b>	<b>Delivery Mean</b>
Improve physical health and fitness	4.4	Improve physical health and fitness	3.6
Preserve open space and the environment	4.4	Make your community a more desirable place to live	3.6
Make your community a more desirable place to live	4.3	Preserve open space and the environment	3.5
Improve mental health and reduce stress	4.0	Improve mental health and reduce stress	3.3
Enhance a sense of place and community	4.0	Enhance a sense of place and community	3.3
Help reduce crime	3.9	Provide opportunities for social interaction	3.2
Increase property values in your community	3.7	Preserve historical features in your community	3.2
Preserve historical features in your community	3.7	Help reduce crime	3.0
Provide opportunities for social interaction	3.5	Increase property values in your community	3.0
Help attract new residents and businesses	3.1	Help attract new residents and businesses	3.0
Promote tourism	2.9	Promote tourism	2.9