

Oregon Resident Outdoor Recreation Demand Analysis – Wheeler 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 Wheeler 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

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 Wheeler County in the following tables. The top activities for Wheeler County both user occasions (based on where the activity occurred) and proportion of Wheeler 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 Wheeler County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	124,547	Walking on local streets / sidewalks	56.4
Fishing from a bank or shore	97,851	Fishing from a bank or shore	46.5
Visiting historic sites / history-themed parks	87,021	Sightseeing / driving or motorcycling for pleasure	39.1
Dog walking / going to dog parks / off-leash areas	82,194	Picnicking	37.2
Relaxing, hanging out, escaping heat / noise, etc.	46,149	Attending outdoor concerts, fairs, festivals	35.5
Car camping with a tent	40,582	Big game hunting with a gun	32.2
RV / motorhome / trailer camping	31,226	Dog walking / going to dog parks / off-leash areas	32.0
Walking / day hiking on non-local trails / paths	28,873	RV / motorhome / trailer camping	32.0
Big game hunting with a gun	26,463	Walking / day hiking on non-local trails / paths	31.9
Outdoor photography, painting, drawing	26,457	Fishing from a boat	31.9

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	124,547	56.4
Walking on local trails / paths	<1,000	28.3
Walking / day hiking on non-local trails / paths	28,873	31.9
Long-distance hiking (back packing)	<1,000	8.2
Jogging / running on streets / sidewalks	<1,000	15.6
Jogging / running on trails / paths	<1,000	10.0
Horseback riding	<1,000	4.9
Bicycling on unpaved trails	<1,000	2.9
Bicycling on paved trails	<1,000	1.5
Bicycling on roads, streets / sidewalks	3,858	15.9
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.3
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	23,130	19.1
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	6,931	3.9
Class III – Off-road motorcycling	<1,000	3.0
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	<1.0
Personal water craft – jet ski	<1,000	<1.0
Power boating (cruising / water skiing)	<1,000	6.4
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	19.6
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	2.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	5.4
Snowshoeing	<1,000	6.3
Sledding, tubing, or general snow play	<1,000	27.7
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	10,856	39.1
Picnicking	9,171	37.2
General play at a neighborhood park / playground	<1,000	23.4
Dog walking / going to dog parks / off-leash areas	82,194	32.0
Relaxing, hanging out, escaping heat / noise, etc.	46,149	30.7
Attending outdoor concerts, fairs, festivals	<1,000	35.5
Tennis (played outdoors)	<1,000	12.0
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	<1,000	5.9
Baseball / softball	<1,000	9.8
Football, soccer, lacrosse, rugby, ultimate frisbee	<1,000	6.3

Activity	User Occasions	% Population Participating
Golf	<1,000	5.2
Disc golf	<1,000	6.3
Skateboarding, inline skating, roller skating, roller skiing	<1,000	<1.0
Rock climbing, bouldering, mountaineering	<1,000	6.3
Orienteering, geocaching	<1,000	12.7
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	87,021	28.3
Nature Study Activities		
Bird watching	<1,000	15.0
Whale watching	-	<1.0
Exploring tidepools	-	14.7
Other nature / wildlife / forest / wildflower observation	18,525	21.7
Visiting botanical gardens	<1,000	2.0
Visiting nature centers	<1,000	4.7
Outdoor photography, painting, drawing	26,457	18.2
Collecting (rocks, plants, mushrooms, berries)	22,733	27.6
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	31,226	32.0
Car camping with a tent	40,582	30.3
Motorcycle camping with a tent	<1,000	<1.0
Yurts / camper cabins	<1,000	2.0
Fishing, Hunting, Shooting Activities		
Fly fishing	<1,000	4.0
Fishing from a boat (other than fly fishing)	2,288	31.9
Fishing from a bank or shore (other than fly fishing)	97,851	46.5
Crabbing	-	2.0
Shellfishing / clamming	-	-
Big game hunting with a gun	26,463	32.2
Big game hunting with a bow	5,383	3.0
Waterfowl hunting	<1,000	11.5
Upland bird or small game hunting	10,435	14.2
Target / skeet shooting / archery	<1,000	8.9
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	2,071	12.3
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	<1,000	6.6
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	12.9
Beach activities – lakes, reservoirs, rivers	13,286	22.1
Swimming / playing in outdoor pools / spray parks	<1,000	4.7
Snorkeling / SCUBA diving	<1,000	<1.0

*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 Wheeler County residents, drive-in tent sites had the highest likelihood of use, while cabins or yurts with heat, lights, bathroom and kitchen had the lowest likelihood of use (Table 3). Drive-in tent sites had the highest priority need, while cabins or yurts with heat, lights, bathroom and kitchen had the lowest priority need.

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

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.8	3.0
Cabins or yurts w/ heat, lights	2.3	2.8
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.2	2.4
Drive-in tent sites	3.4	3.1
Hike-in tent sites	3.0	2.5
Hiker-biker sites	2.3	2.8
Other type	--	--

* 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 Wheeler County results, with items listed in descending order by mean priority ratings. The top priority needs for Wheeler County residents are access to waterways, picnic areas for small visitor groups and nature and wildlife viewing areas. Soft surface walking trails, picnic areas for large visitor groups, playgrounds with natural materials (Natural Play Areas) and community gardens rated high as well. Outdoor basketball and tennis courts and multi-use fields rated the lowest on priority investments.

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

Item	Mean
Public access sites to waterways	3.7
Picnic areas and shelters for <u>small</u> visitor groups	3.6
Nature and wildlife viewing areas	3.4
Dirt / other soft surface walking trails and paths	3.3
Picnic areas and shelters for <u>large</u> visitor groups	3.2
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.1
Community gardens	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Paved / hard surface walking trails and paths	2.8
Off-highway vehicle trails / areas	2.8
Off-leash dog areas	2.7
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.7
Off-street bicycle trails and pathways	2.5
Baseball / softball fields	2.5
Multi-use fields for soccer, football, lacrosse, etc.	2.4
Outdoor tennis courts	2.1
Basketball courts	2.1

Value and Delivery for Benefits of Parks and Recreation Services

Wheeler 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 4.0 on the 5-point scale, preserve historical features, improve physical health and enhance a sense of place and community rated the highest valued in Wheeler County. Lowest valued benefits in Wheeler County included increase property values, provide opportunities for social interaction and help reduce crime. Delivery of benefits ranged from a mean score of 2.0 to 2.9, with help reduce crime, improve physical health, preserve open space and the environment, preserve historical features and enhance a sense of place and community rated the highest delivered in Wheeler County. Lowest delivered benefits in Wheeler County included attract new residents / businesses, increase property values and community desirability.

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

Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")		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")	
Benefit	Value Mean	Benefit	Delivery Mean
Preserve historical features in your community	4.0	Help reduce crime	2.9
Improve physical health and fitness	3.9	Improve physical health and fitness	2.8
Enhance a sense of place and community	3.9	Preserve open space and the environment	2.8
Make your community a more desirable place to live	3.7	Preserve historical features in your community	2.8
Preserve open space and the environment	3.7	Enhance a sense of place and community	2.8
Improve mental health and reduce stress	3.7	Improve mental health and reduce stress	2.6
Promote tourism	3.7	Promote tourism	2.6
Help attract new residents and businesses	3.5	Provide opportunities for social interaction	2.5
Help reduce crime	3.4	Make your community a more desirable place to live	2.4
Provide opportunities for social interaction	3.4	Increase property values in your community	2.4
Increase property values in your community	2.9	Help attract new residents and businesses	2.0