

Oregon Resident Outdoor Recreation Demand Analysis – Linn 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 Linn 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 Linn County in the following tables. The top activities for Linn County both user occasions (based on where the activity occurred) and proportion of Linn 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 Linn County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	10,732,980	Sightseeing / driving or motorcycling for pleasure	62.1
Relaxing, hanging out, escaping heat / noise, etc	3,467,504	Walking on local streets / sidewalks	60.6
Bicycling on roads, streets /sidewalks	2,989,932	Relaxing, hanging out, escaping heat / noise, etc.	56.7
Dog walking / going to dog parks / off-leash areas	2,985,967	Beach activities – ocean	55.9
Walking on local trails / paths	2,798,795	Walking on local trails / paths	54.8
General play at a neighborhood park / playground	1,926,261	Picnicking	50.8
Bird watching	1,312,036	General play at a neighborhood park / playground	45.6
Sightseeing / driving or motorcycling for pleasure	1,306,301	Attending outdoor concerts, fairs, festivals	42.5
Other nature / wildlife / forest / wildflower observation	868,364	Visiting historic sites / history-themed parks	41.0
Skateboarding, inline skating, roller skating, roller skiing	720,081	Walking / day hiking on non-local trails / paths	39.2

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	10,732,980	60.6
Walking on local trails / paths	2,798,795	54.8
Walking / day hiking on non-local trails / paths	646,819	39.2
Long-distance hiking (back packing)	30,669	7.4
Jogging / running on streets / sidewalks	616,764	10.4
Jogging / running on trails / paths	337,653	7.9
Horseback riding	54,482	3.5
Bicycling on unpaved trails	207,015	14.3
Bicycling on paved trails	845,259	20.9
Bicycling on roads, streets / sidewalks	2,989,932	30.7
Bicycle touring on paved roads / paths (long day / multi-day rides)*		6.0
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	273,979	16.8
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	158,472	14.2
Class III – Off-road motorcycling	31,278	4.2
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)	55,166	2.4
Snowmobiling	17,361	3.7
Personal water craft – jet ski	140,591	6.9
Power boating (cruising / water skiing)	140,591	24.8
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	55,358	13.7
Cross-country / Nordic skiing / skijoring on groomed trails	8,985	<1.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	14,741	<1.0
Snowshoeing	3,902	4.3
Sledding, tubing, or general snow play	121,997	31.2
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	1,306,301	62.1
Picnicking	478,495	50.8
General play at a neighborhood park / playground	1,926,261	45.6
Dog walking / going to dog parks / off-leash areas	2,985,967	29.8
Relaxing, hanging out, escaping heat / noise, etc.	3,467,504	56.7
Attending outdoor concerts, fairs, festivals	298,257	42.5
Tennis (played outdoors)	70,906	3.4
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	251,100	8.7
Baseball / softball	338,140	5.5
Football, soccer, lacrosse, rugby, ultimate frisbee	164,906	6.7

Activity	User Occasions	% Population Participating
Golf	45,033	8.7
Disc golf	155,255	6.1
Skateboarding, inline skating, roller skating, roller skiing	720,081	3.9
Rock climbing, bouldering, mountaineering	27,077	2.8
Orienteering, geocaching	205,886	4.7
Hang gliding, sky diving, paragliding	2,215	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	138,026	41.0
Nature Study Activities		
Bird watching	1,312,036	13.2
Whale watching	-	12.2
Exploring tidepools	-	27.8
Other nature / wildlife / forest / wildflower observation	868,364	28.9
Visiting botanical gardens	18,065	8.9
Visiting nature centers	13,508	10.3
Outdoor photography, painting, drawing	552,797	20.3
Collecting (rocks, plants, mushrooms, berries)	499,401	25.5
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	254,788	31.0
Car camping with a tent	241,373	32.5
Motorcycle camping with a tent	<1,000	2.3
Yurts / camper cabins	10,895	10.8
Fishing, Hunting, Shooting Activities		
Fly fishing	29,056	5.3
Fishing from a boat (other than fly fishing)	249,914	22.8
Fishing from a bank or shore (other than fly fishing)	605,025	25.3
Crabbing	-	17.5
Shellfishing / clamming	-	5.7
Big game hunting with a gun	198,700	15.9
Big game hunting with a bow	56,778	3.3
Waterfowl hunting	25,060	2.8
Upland bird or small game hunting	92,151	5.4
Target / skeet shooting / archery	312,312	13.6
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	273,963	9.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	48,192	10.5
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	6,585	<1.0
Beach activities – ocean	-	55.9
Beach activities – lakes, reservoirs, rivers	524,650	33.7
Swimming / playing in outdoor pools / spray parks	503,173	23.7
Snorkeling / SCUBA diving	78,131	1.2

*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 Linn County residents, drive-in tent sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest priority need, while hiker-biker sites had the lowest priority need.

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

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.7	2.5
Cabins or yurts w/ heat, lights	2.8	2.9
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.8	2.7
Drive-in tent sites	3.5	3.1
Hike-in tent sites	2.3	2.4
Hiker-biker sites	1.8	2.0
Other type	2.5	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 Linn County results, with items listed in descending order by mean priority ratings. The top priority needs for Linn County residents are soft surface walking trails, access to waterways and playgrounds with natural materials (Natural Play Areas). Picnic areas for small groups, nature and wildlife viewing areas and off-street bicycle trails rated high as well. Outdoor tennis and basketball courts and baseball / softball fields rated the lowest on priority investments.

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

Item	Mean
Dirt / other soft surface walking trails and paths	3.8
Public access sites to waterways	3.7
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
Nature and wildlife viewing areas	3.4
Off-street bicycle trails and pathways	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Paved / hard surface walking trails and paths	3.1
Off-leash dog areas	3.0
Community gardens	2.9
Off-highway vehicle trails / areas	2.9
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Basketball courts	2.6
Baseball / softball fields	2.5
Outdoor tennis courts	2.2

Value and Delivery for Benefits of Parks and Recreation Services

Linn 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 3.1 to 4.3 on the 5-point scale, improve physical health, community desirability and preserve open space and the environment rated the highest valued in Linn County. Lowest valued benefits in Linn County included promote tourism, help attract new residents / businesses, promote tourism, provide opportunities for social interaction and increase property values. Delivery of benefits ranged from a mean score of 2.7 to 3.3, with preserving historical features, improving physical health community desirability and preserve open space rated the highest delivered in Linn County. Lowest delivered benefits in Linn County included help reduce crime, promote tourism and help attract new residents / businesses.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Linn 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
Improve physical health and fitness	4.3	Preserve historical features in your community	3.3
Make your community a more desirable place to live	4.3	Improve physical health and fitness	3.2
Preserve open space and the environment	4.3	Make your community a more desirable place to live	3.2
Improve mental health and reduce stress	4.2	Preserve open space and the environment	3.2
Help reduce crime	4.1	Provide opportunities for social interaction	3.1
Preserve historical features in your community	3.8	Improve mental health and reduce stress	3.0
Enhance a sense of place and community	3.7	Enhance a sense of place and community	3.0
Increase property values in your community	3.4	Increase property values in your community	2.8
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.8
Help attract new residents and businesses	3.3	Promote tourism	2.8
Promote tourism	3.1	Help reduce crime	2.7