

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	7,884,409	Beach activities – ocean	65.6
Walking on local trails / paths	2,095,836	Walking on local streets / sidewalks	57.3
Bicycling on roads, streets /sidewalks	1,914,359	Sightseeing / driving or motorcycling for pleasure	53.5
General play at a neighborhood park / playground	1,791,955	General play at a neighborhood park / playground	53.5
Dog walking / going to dog parks / off-leash areas	1,623,736	Picnicking	52.0
Relaxing, hanging out, escaping heat / noise, etc	1,351,149	Relaxing, hanging out, escaping heat / noise, etc	52.0
Jogging / running on streets / sidewalks	950,707	Walking on local trails / paths	48.5
Sightseeing / driving or motorcycling for pleasure	820,197	Walking / day hiking on non-local trails / paths	45.8
Bird watching	720,446	Attending outdoor concerts, fairs, festivals	44.3
Bicycling on paved trails	443,579	Visiting historic sites / history-themed parks	44.3

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	7,884,409	57.3
Walking on local trails / paths	2,095,836	48.5
Walking / day hiking on non-local trails / paths	156,353	45.8
Long-distance hiking (back packing)	1,224	9.3
Jogging / running on streets / sidewalks	950,707	15.5
Jogging / running on trails / paths	185,171	9.6
Horseback riding	97,311	7.9
Bicycling on unpaved trails	122,342	9.4
Bicycling on paved trails	443,579	24.6
Bicycling on roads, streets / sidewalks	1,914,359	31.5
Bicycle touring on paved roads / paths (long day / multi-day rides)*		12.9
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	104,617	10.8
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	71,669	9.5
Class III – Off-road motorcycling	9,934	2.8
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)	84,553	2.0
Snowmobiling	<1,000	1.4
Personal water craft – jet ski	76,939	4.3
Power boating (cruising / water skiing)	54,889	13.3
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	12.1
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	4.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.1
Snowshoeing	<1,000	4.8
Sledding, tubing, or general snow play	34,757	27.4
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	820,197	53.5
Picnicking	300,697	52.0
General play at a neighborhood park / playground	1,791,955	53.5
Dog walking / going to dog parks / off-leash areas	1,623,736	27.1
Relaxing, hanging out, escaping heat / noise, etc.	1,351,149	52.0
Attending outdoor concerts, fairs, festivals	151,825	44.3
Tennis (played outdoors)	42,759	6.2
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	68,963	6.3
Baseball / softball	301,638	8.7
Football, soccer, lacrosse, rugby, ultimate frisbee	282,202	12.5

Activity	User Occasions	% Population Participating
Golf	142,898	10.1
Disc golf	57,843	8.5
Skateboarding, inline skating, roller skating, roller skiing	239,023	4.0
Rock climbing, bouldering, mountaineering	<1,000	2.9
Orienteering, geocaching	56,301	3.8
Hang gliding, sky diving, paragliding	<1,000	1.4
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	196,321	44.3
Nature Study Activities		
Bird watching	720,446	14.9
Whale watching	-	23.5
Exploring tidepools	-	37.3
Other nature / wildlife / forest / wildflower observation	227,896	29.3
Visiting botanical gardens	1,906	10.7
Visiting nature centers	9,877	18.4
Outdoor photography, painting, drawing	324,385	14.6
Collecting (rocks, plants, mushrooms, berries)	223,603	22.2
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	14,863	27.6
Car camping with a tent	45,699	34.7
Motorcycle camping with a tent	<1,000	1.6
Yurts / camper cabins	15,219	10.8
Fishing, Hunting, Shooting Activities		
Fly fishing	<1,000	2.6
Fishing from a boat (other than fly fishing)	31,484	18.5
Fishing from a bank or shore (other than fly fishing)	95,550	22.2
Crabbing	-	15.9
Shellfishing / clamming	-	10.2
Big game hunting with a gun	24,812	10.9
Big game hunting with a bow	5,483	2.9
Waterfowl hunting	14,502	1.4
Upland bird or small game hunting	624	1.7
Target / skeet shooting / archery	125,054	12.0
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	<1,000	7.7
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	15,962	11.0
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	1.5
Beach activities – ocean	-	65.6
Beach activities – lakes, reservoirs, rivers	71,566	35.7
Swimming / playing in outdoor pools / spray parks	345,174	21.7
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 Yamhill 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, Yamhill County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.5	2.4
Cabins or yurts w/ heat, lights	3.3	3.0
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.1	2.8
Drive-in tent sites	3.8	3.4
Hike-in tent sites	2.4	2.5
Hiker-biker sites	2.0	2.3
Other type	2.5	2.5

* 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 Yamhill County results, with items listed in descending order by mean priority ratings. The top priority needs for Yamhill County residents are soft surface walking trails, playgrounds with natural materials (Natural Play Areas) and access to waterways. Picnic areas for small groups and nature and wildlife viewing areas rated high as well. Outdoor tennis and basketball courts, off-highway vehicle trails/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, Yamhill 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
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.7
Public access sites to waterways	3.7
Picnic areas and shelters for <u>small</u> visitor groups	3.4
Nature and wildlife viewing areas	3.4
Paved / hard surface walking trails and paths	3.2
Off-street bicycle trails and pathways	3.2
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.1
Picnic areas and shelters for <u>large</u> visitor groups	3.0
Community gardens	3.0
Designated paddling routes for canoes, kayaks, rafts, driftboats	3.0
Multi-use fields for soccer, football, lacrosse, etc	2.8
Off-leash dog areas	2.8
Baseball / softball fields	2.6
Off-highway vehicle trails / areas	2.6
Basketball courts	2.3
Outdoor tennis courts	2.2

Value and Delivery for Benefits of Parks and Recreation Services

Yamhill 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, community desirability, improving physical health and preserve open space rated the highest valued in Yamhill County. Lowest valued benefits in Yamhill County included help promote tourism and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.8 to 3.4, with enhance a sense of place and community, improve physical health, community desirability and preserve historical features rated the highest delivered in Yamhill County. Lowest delivered benefits in Yamhill County included increase property values, help attract new residents / businesses and help reduce crime.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Yamhill 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
Make your community a more desirable place to live	4.3	Enhance a sense of place and community	3.4
Improve physical health and fitness	4.2	Improve physical health and fitness	3.3
Preserve open space and the environment	4.1	Make your community a more desirable place to live	3.3
Help reduce crime	4.0	Preserve historical features in your community	3.3
Improve mental health and reduce stress	4.0	Preserve open space and the environment	3.2
Enhance a sense of place and community	3.9	Provide opportunities for social interaction	3.2
Preserve historical features in your community	3.7	Promote tourism	3.2
Increase property values in your community	3.3	Improve mental health and reduce stress	3.1
Provide opportunities for social interaction	3.3	Help reduce crime	3.0
Help attract new residents and businesses	3.1	Help attract new residents and businesses	2.9
Promote tourism	3.1	Increase property values in your community	2.8