



# 2013-2017 North Dakota State Comprehensive Outdoor Recreation Plan

## RESEARCH

This is an excerpt from the  
Final Report for the  
North Dakota Parks and Recreation Department (NDPRD)

### **“SCORP Household Survey”**

conducted in spring 2012.

This survey was completed by  
Mark Winkelman of Winkelman Consulting  
as part of the development of the  
*2013-2017 North Dakota  
State Comprehensive Outdoor Recreation Plan (SCORP)*.

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# Section 3

## FINDINGS SUMMARY & GENERAL CONCLUSIONS

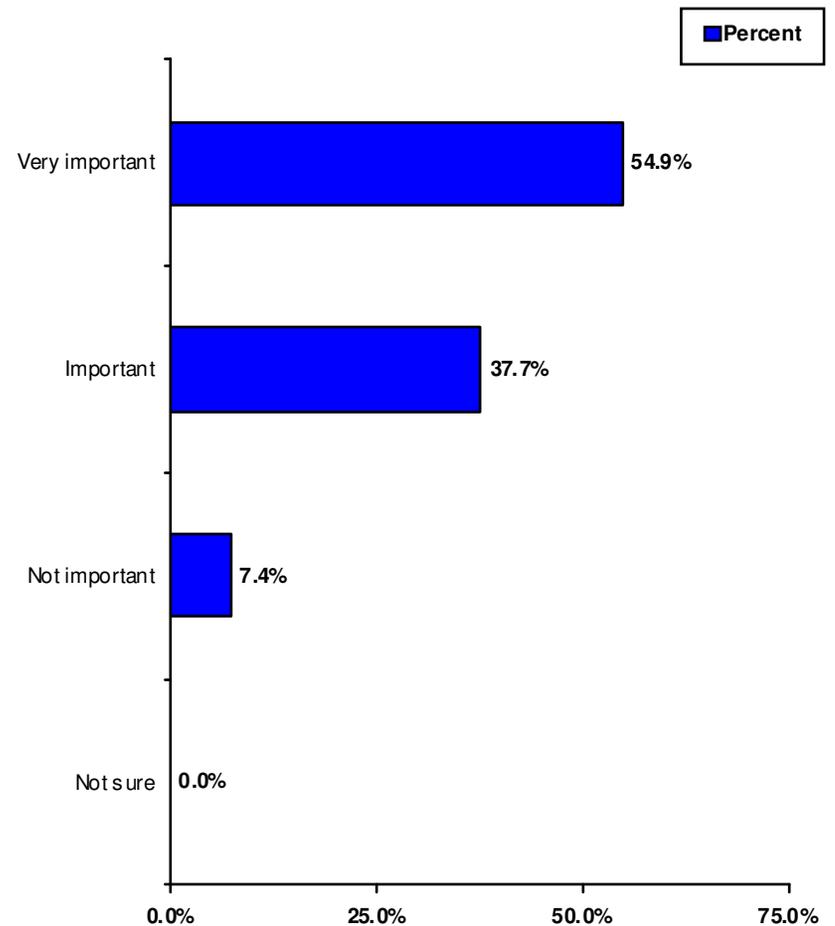
### Assess interest in general outdoor activities

- Respondents were asked how important outdoor recreation is to them and other members of their household. **Figure 1A** shows that more than one of every two respondents (54.9%) said they feel outdoor recreation is “very important” and 92.6% of the respondents feel it is “at least important” (“very important” or “important”).

As can be seen in the contingency table (see Section Five), a slightly higher proportion of those from the oil regions (especially Regions 1 & 2) indicated they feel outdoor recreation is “very important”. When looking at other sample segments, we also see that a slightly higher proportion of those under 55 years of age and from towns with 1,000 people or more reported they feel outdoor recreation is “very important”. Also, it appears that the proportion of respondents who feel outdoor recreation is “very important” increases as both education and income increase.

**Figure 1A. How important is outdoor recreation to you and other members of your household?**

(Includes all respondents)



- Respondents were then asked how interested they or others in their household would be in doing various broad categories of outdoor recreation activities that may be offered at some parks, sports complexes, or recreation areas. As can be seen in **Figures 1Ba-1Bb** (see the next page), the activity categories for which the largest proportion of respondents said they are “at least interested” include:

Going to a park, natural area, or green space just to play, have fun, use a playground, enjoy nature, or relax (62.7%)

Using designated trails for walking, running, bicycling, or horse riding (57.5%)

Going to or having a picnic at a park or recreation area (56.8%)

Going camping (54.9%)

Exercising or playing a sport outdoors at a park or sports complex – other than for a school team (48.0%)

Swimming outdoors (47.9%)

Skiing, ice skating, sledding, or doing similar outdoor winter activities (44.8%)

Please note that the results in the figures focus on the “very interested” and “interested” response choices when analyzing the five-point scale used for these questions. In short, previous research has shown that those only “somewhat interested” are not likely to participate in an activity.

The detail in the contingency table shows differences between various sample segments. For example, a slightly larger proportion of...

...women said they are “very interested” in going to or having a picnic and swimming outdoors.

...women and those from a town of 5,000 or more said they are “very interested” in going to park, natural area, or green space.

...men said they are “very interested” in ATV or dirt bike trails and shooting/archery ranges.

...those from regions 2, 3, 4 & 5, women and those from a town of 5,000 or more said they are “very interested” in designated trails for walking, running, biking and horse riding.

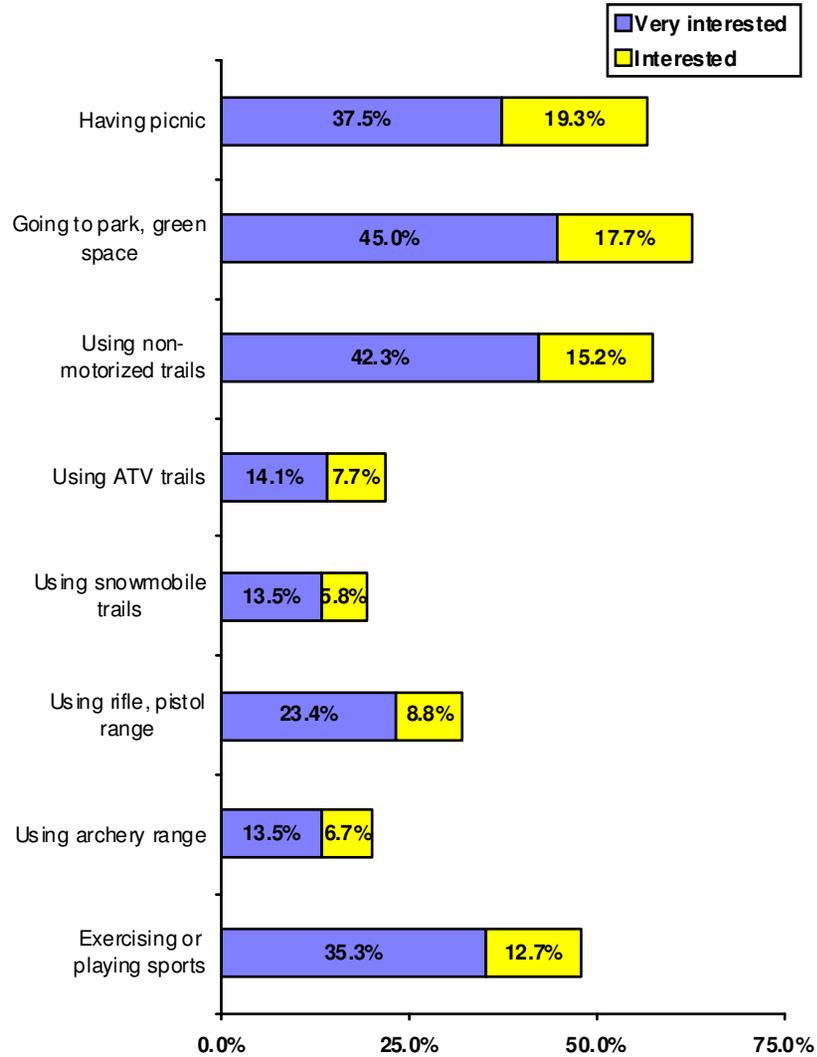
...those from the western half of the state (especially regions 1 & 2) and men indicated they are “very interested” in camping.

...those from the northern part of the state (regions 1, 2 & 3) indicated they are “very interested” in canoeing or kayaking.

Also, interest in many activity categories seems to decrease as age increases.

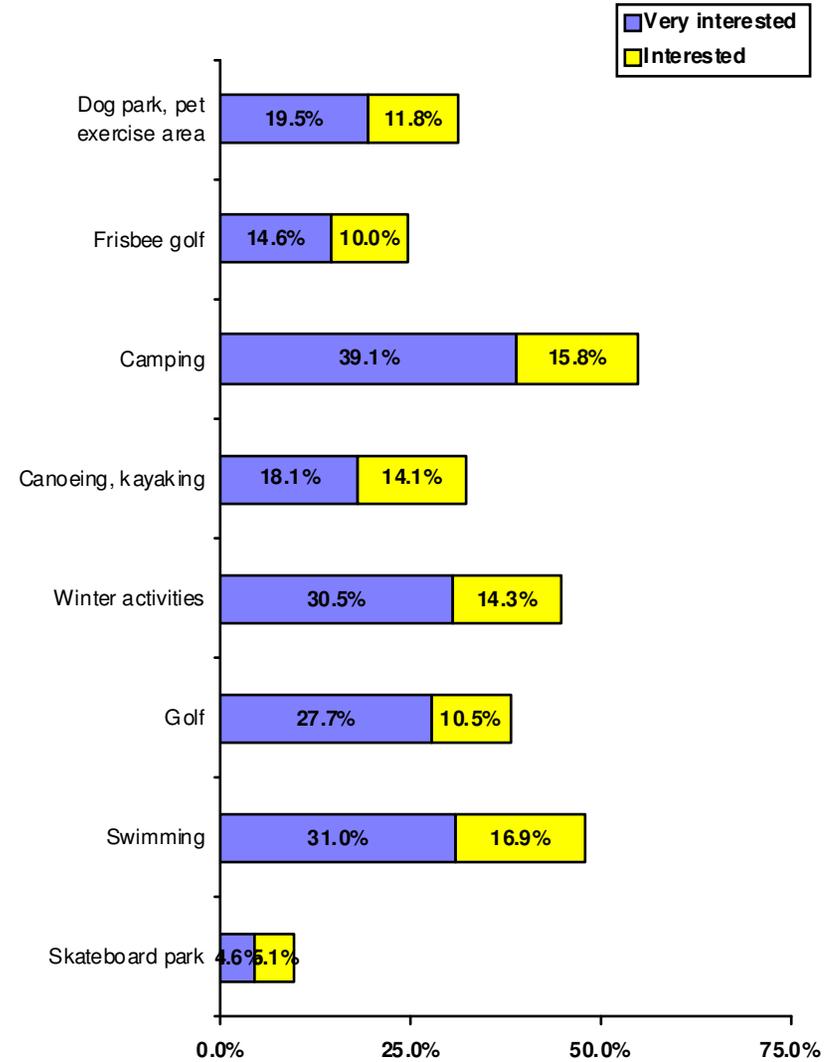
**Figure 1Ba. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued in the next column)*



**Figure 1Bb. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued from the previous column)*



## Determine the distances residents are willing to travel to participate in general outdoor activities

- Respondents who indicated they or a member of their household was “at least interested” (“very interested” or “interested”) in each broad category of outdoor recreation activities were asked what is the farthest they are willing to travel to do that activity. **Figures 2Aa-2Ab** show that the largest proportion of these respondents said they are willing to travel 51 miles or more to:

- Go camping (72.0%)
- Canoe or kayak (59.5%)
- Use designated trails for riding snowmobiles (49.7%)
- Golf (34.9%)

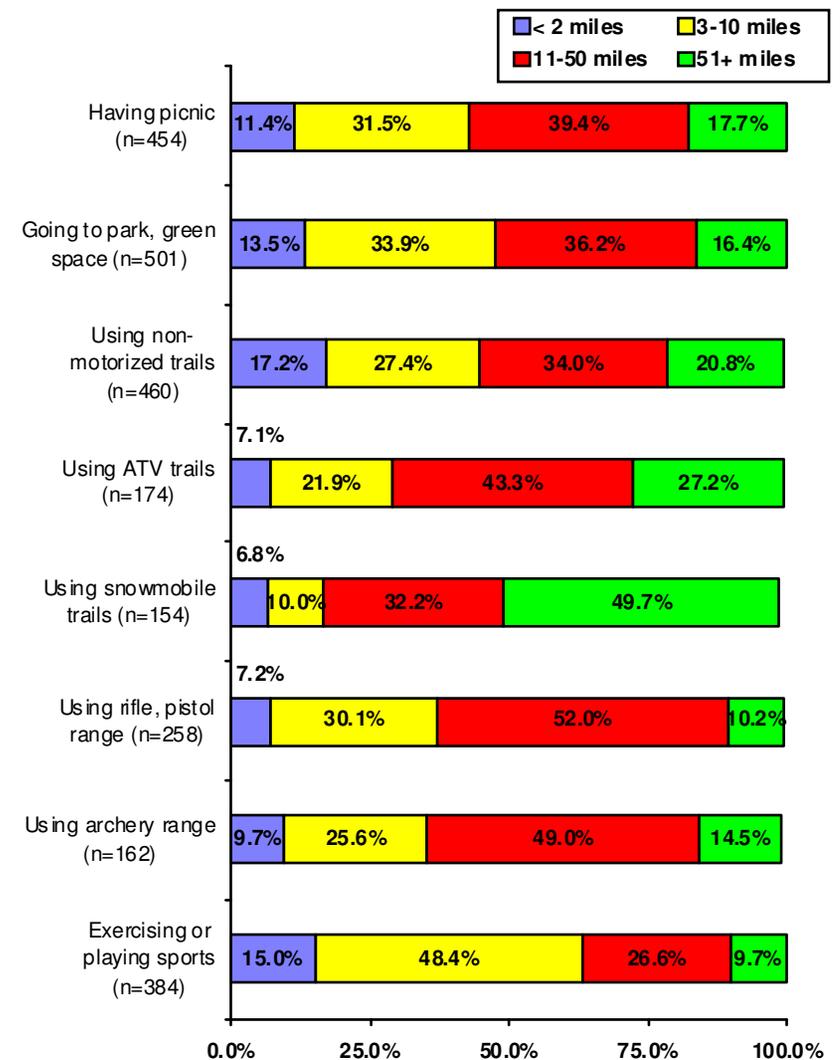
On the other hand, the largest proportion of these respondents said they are willing to travel only two miles or less to:

- Use a dog park or a pet exercise area at a park (30.6%)
- Use an outdoor skateboard park (21.5%)
- Use an outdoor disc or Frisbee golf course (17.7%)
- Using designated “non-motorized” trails for walking, running, bicycling, or horse riding (17.2%)
- Exercise or play a sport outdoors at a park or sports complex – other than for a school team (15.0%)
- Swim outdoors (14.3%)

As can be seen in the contingency table (see Section Five), there are again many differences between various sample segments. For example, a slightly higher proportion of women, younger respondents, and those from larger towns indicated they are only willing to drive “shorter” distances to do many of these activities.

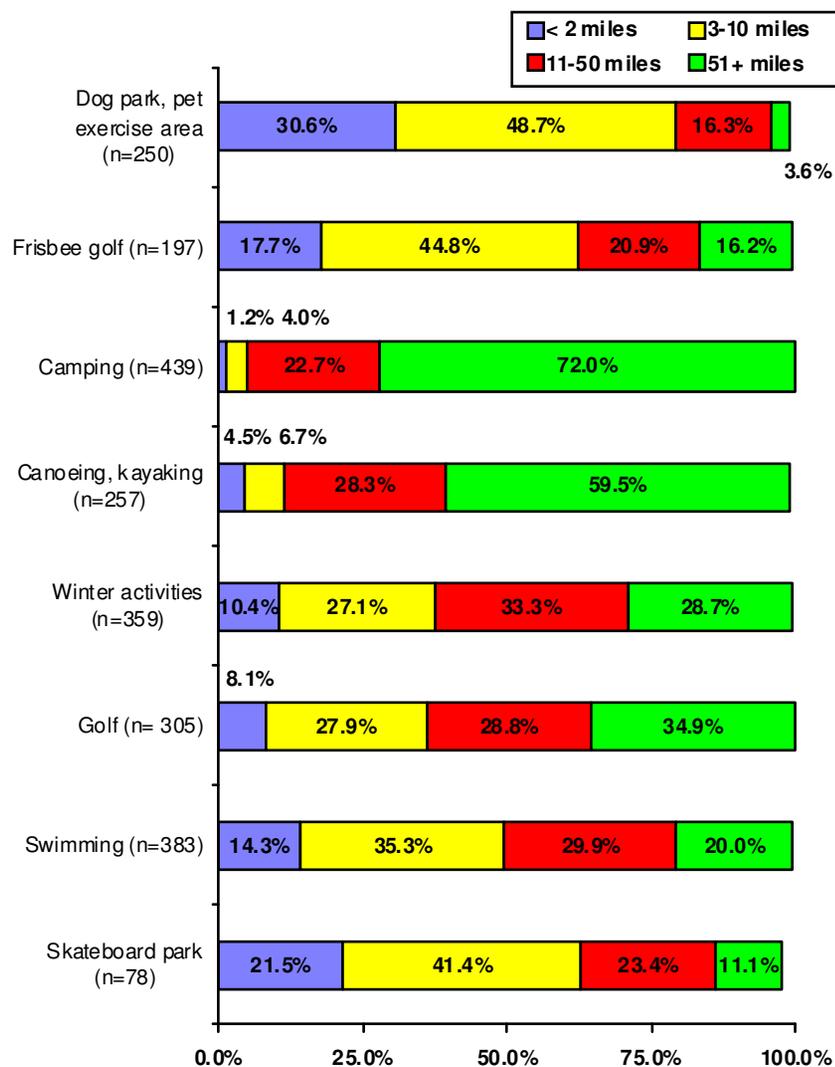
**Figure 2Aa. What is the farthest that you or others in your household are willing to travel to...**

(Includes only respondents who were “at least interested” in that category) (Continued on the next page)



**Figure 2Ab. What is the farthest that you or others in your household are willing to travel to...**

(Includes only respondents who were "at least interested" in that category) (Continued from the previous page)



## Measure interest in specific outdoor activities

■ Respondents who indicated they or a member of their household was "at least interested" ("very interested" or "interested") in each broad category of outdoor recreation activities were asked how interested they would be in doing various specific outdoor activities within that category. To assure that we provide an "apples to apples" comparison as to the level of interest for each specific outdoor activity, however, the results are shown as a proportion of all respondents. **Figures 3Aa-3Ae** (see the following pages) show that the activities for which the largest proportion of respondents said they are "at least interested" include:

Visiting a modern park or natural area (52.6%)

Going to a park area or green space to play games, toss Frisbee, or just relax (49.5%)

Having a picnic at a smaller family site (49.3%)

Camping in a modern campground (47.5%)

Using a designated paved walking, jogging, or bicycling trail (46.9%)

Using a modern trail (44.8%)

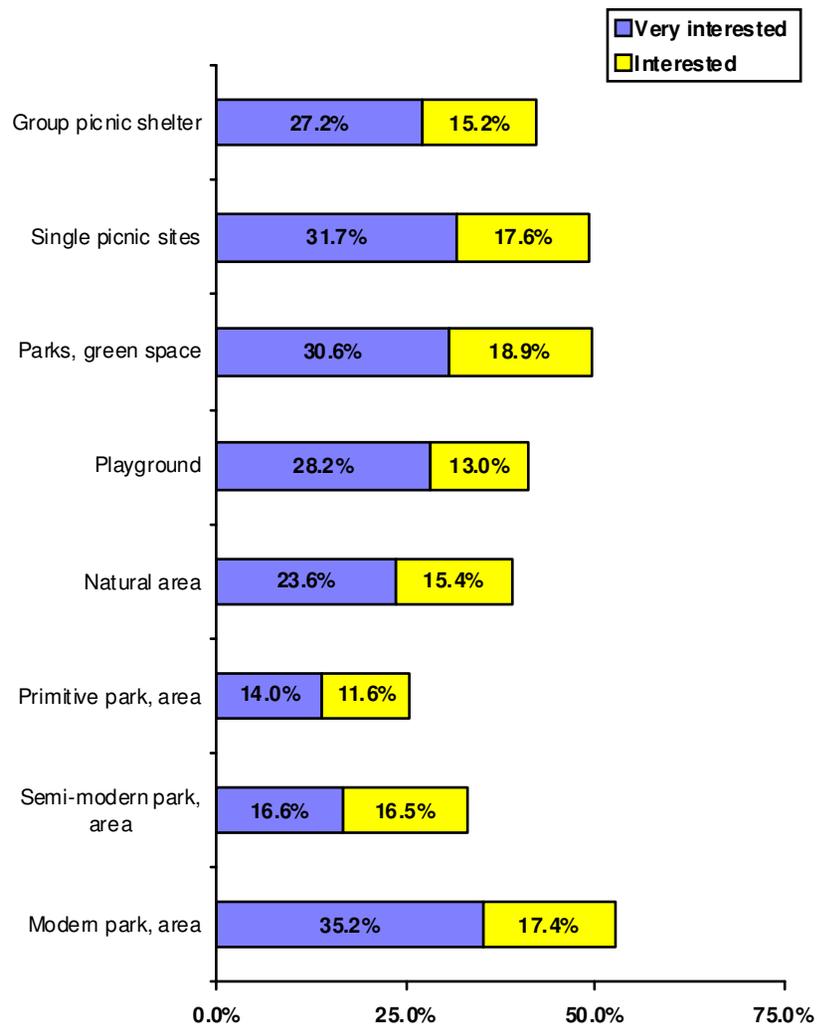
Having a picnic in a group shelter (42.4%)

Playing at an outdoor playground (41.2%)

Please refer to the contingency table (see Section Five) for differences between various sample segments.

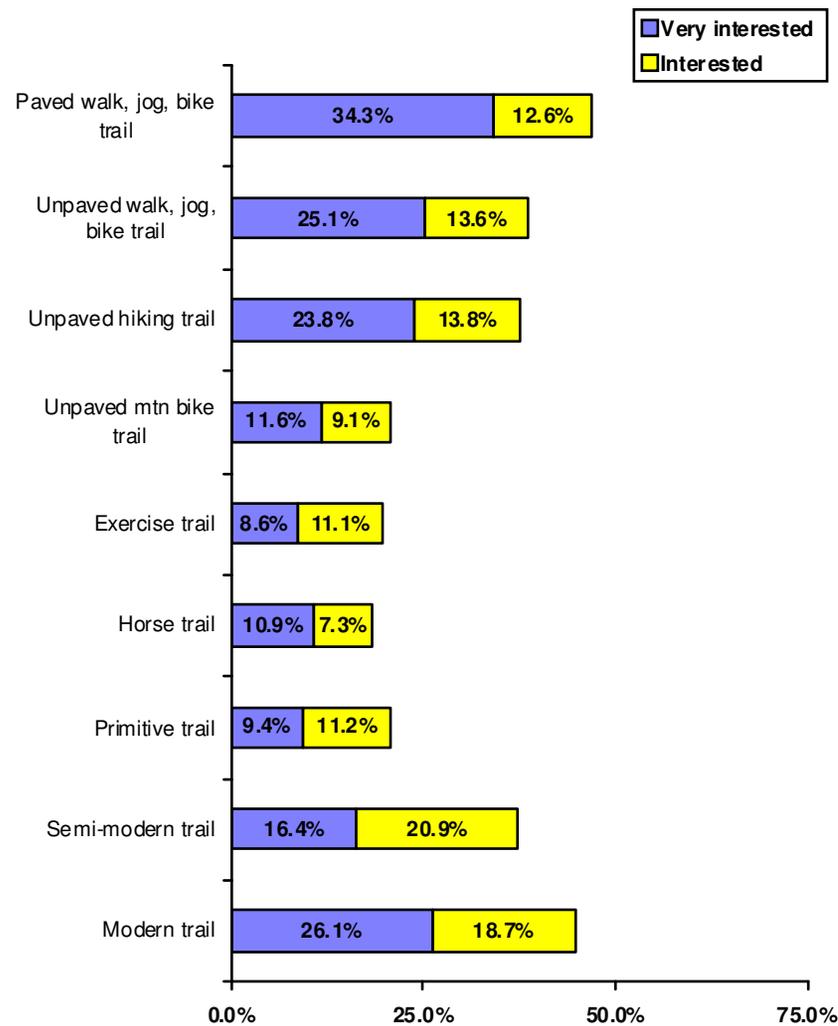
**Figure 3Aa. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued in the next column)*



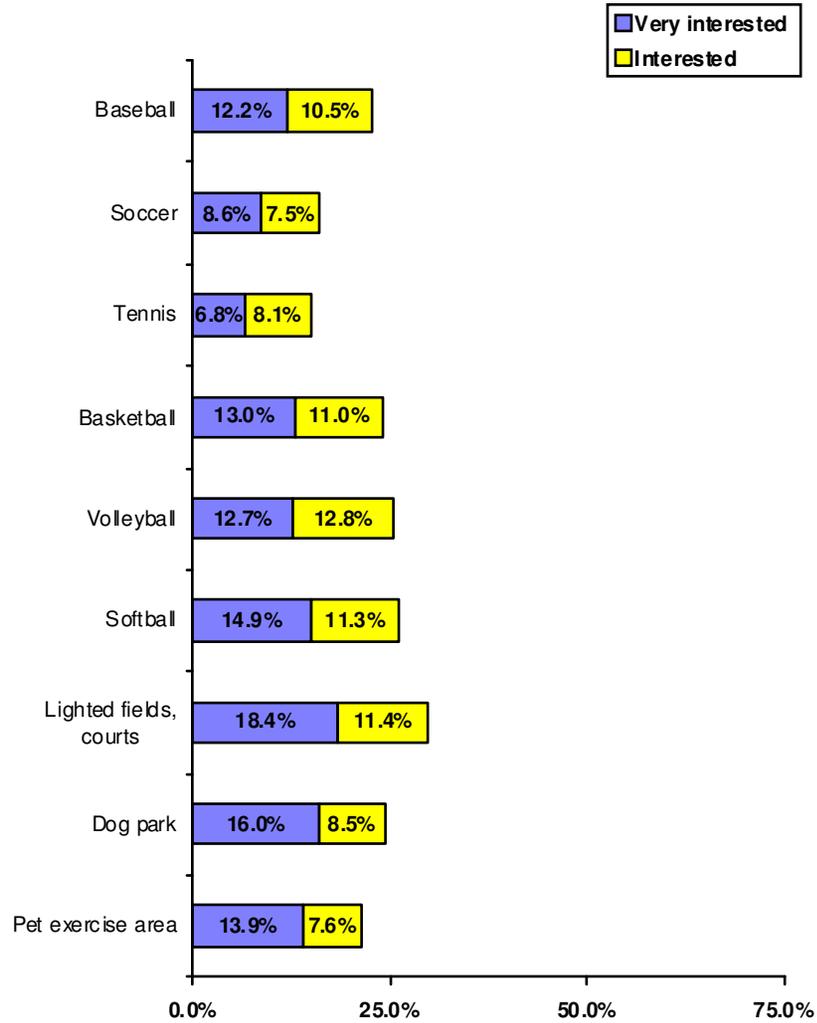
**Figure 3Ab. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued on the next page)*



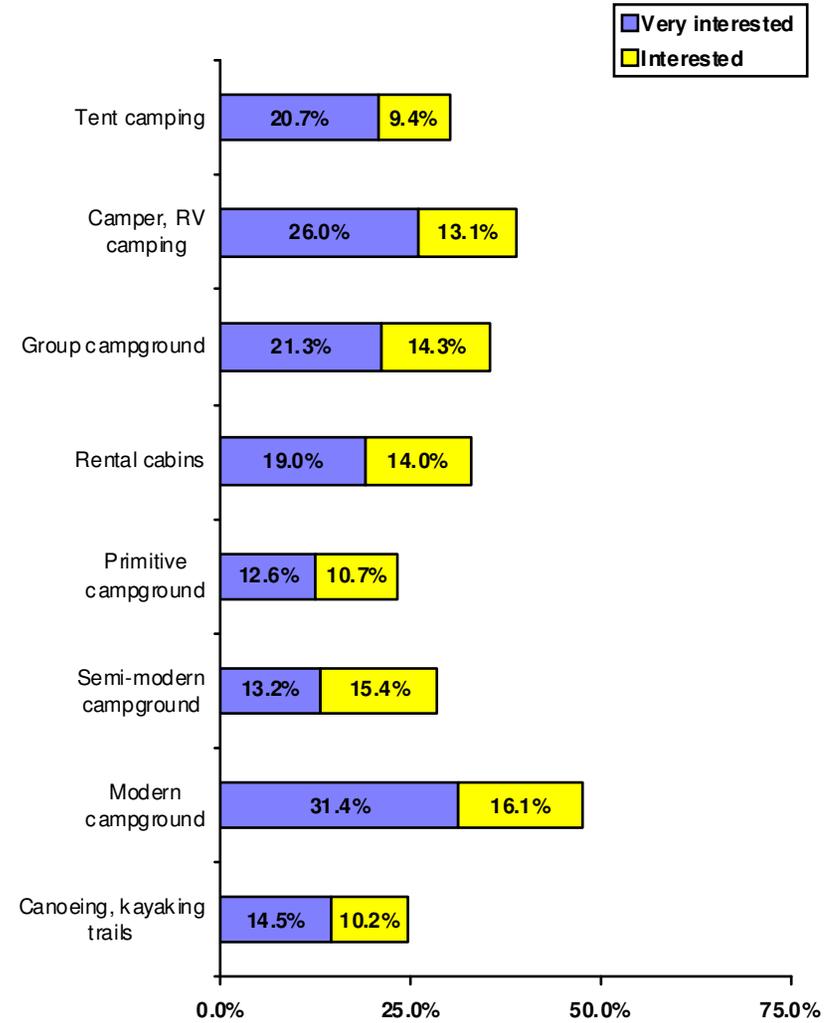
**Figure 3Ac. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued in the next column)*



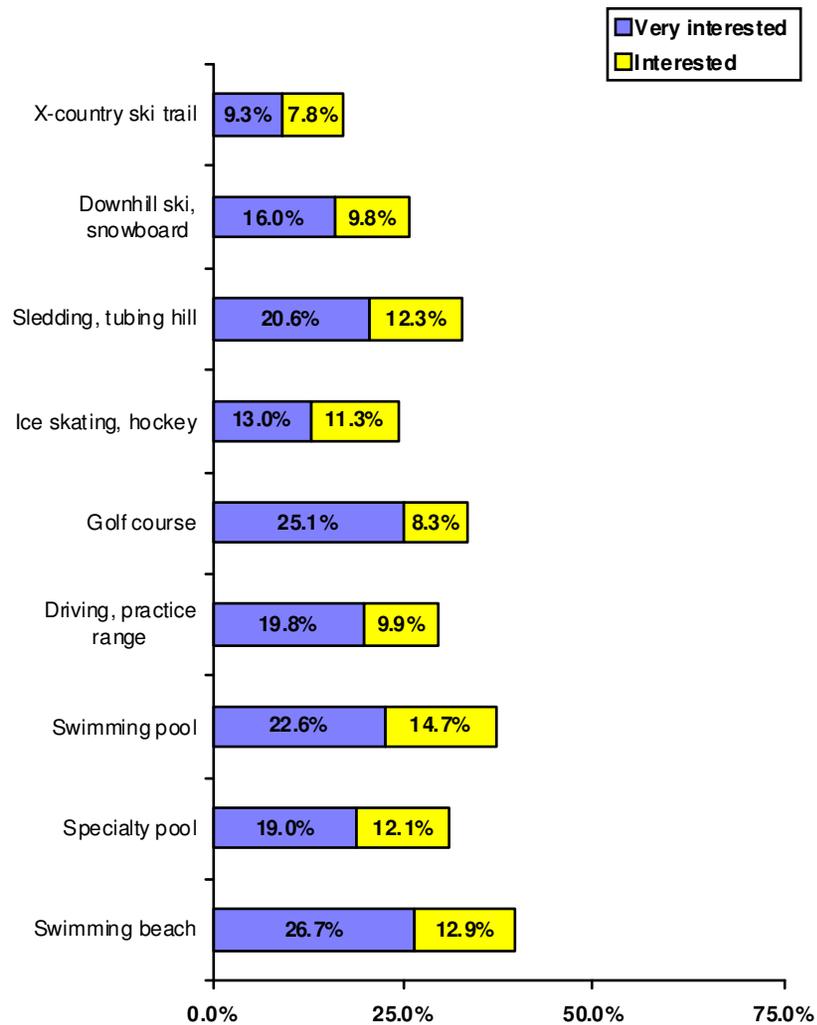
**Figure 3Ad. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued on the next page)*



**Figure 3Ae. If it was available, how interested would you or others in your household be in...**

*(Includes all respondents) (Continued from the previous page)*



### Identify the perceived quantity and quality of specific outdoor activities

■ Respondents who indicated they or a member of their household was “at least interested” (“very interested” or “interested”) in each specific outdoor recreation activity were asked how they would rate the parks, sports complexes, or recreation areas in their area in having an adequate number and quality of facilities for that activity. **Figures 4Aa-4Ae** (continued on the following pages) show that the activities for which the largest proportion of these respondents who feel the number and quality of facilities for that activity is either “excellent” or “very good” include the following:

Golf courses (56.0%)

Baseball fields (50.6%)

Park areas or green spaces to play games, toss Frisbee, or just relax (49.6%)

Softball fields (47.1%)

Outdoor playgrounds (46.2%)

Group picnic shelters (44.4%)

Natural areas to bird watch or simply enjoy nature and the outdoors (39.7%)

Paved walking, jogging, or bicycling trails (39.4%)

Outdoor golf driving or practice ranges (38.2%)

Outdoor soccer fields (38.0%)

Smaller family picnic sites (37.9%)

Modern parks or natural areas with electricity, running water, and restrooms (35.6%)

In contrast, the activities for which the largest proportion of these respondents who feel the number and quality of facilities for that activity is either “fair” or “poor” include the following:

Designated downhill skiing or snowboarding areas (60.6%)

Designated paddling trails for canoeing or kayaking (59.1%)

Outdoor spray pools, wave pools, or other types of specialty pools (59.1%)

Pet exercise areas within a park (58.8%)

Exercise trails with exercise machines or equipment at stations (56.2%)

Designated swimming beaches on a lake or river (52.8%)

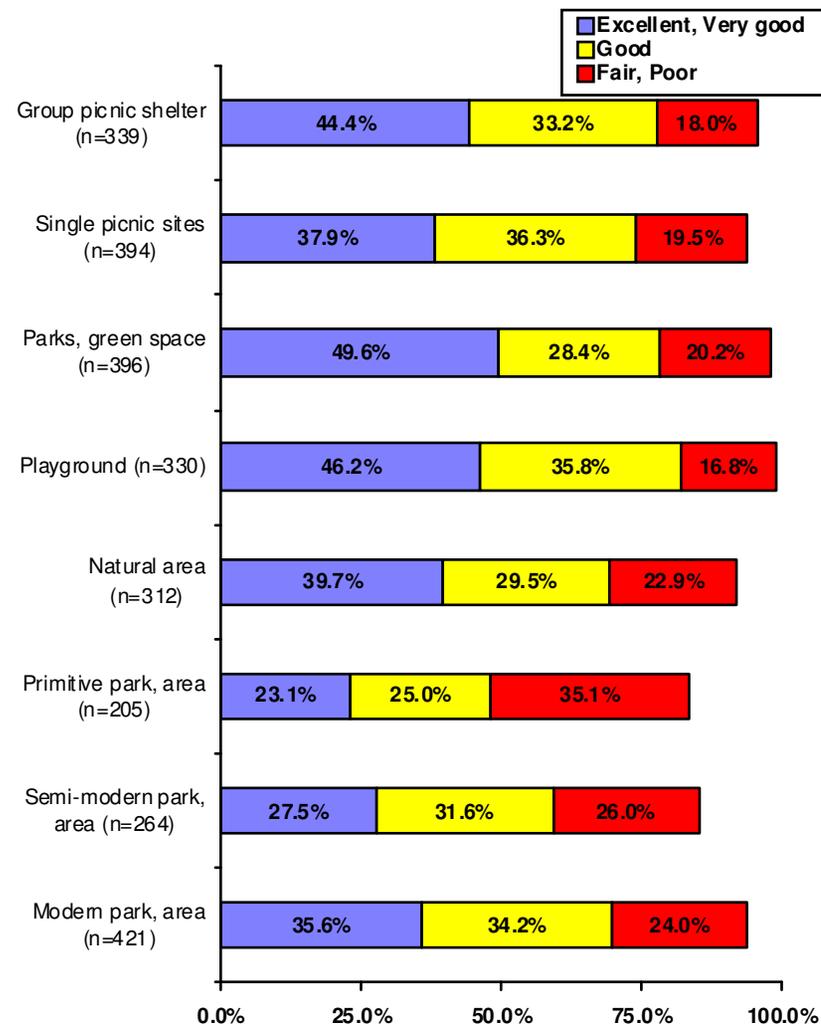
Designated sledding or tubing areas (51.5%)

Rental cabins at a campground or park (51.4%)

Please refer to the contingency table (see Section Five) for differences between various sample segments.

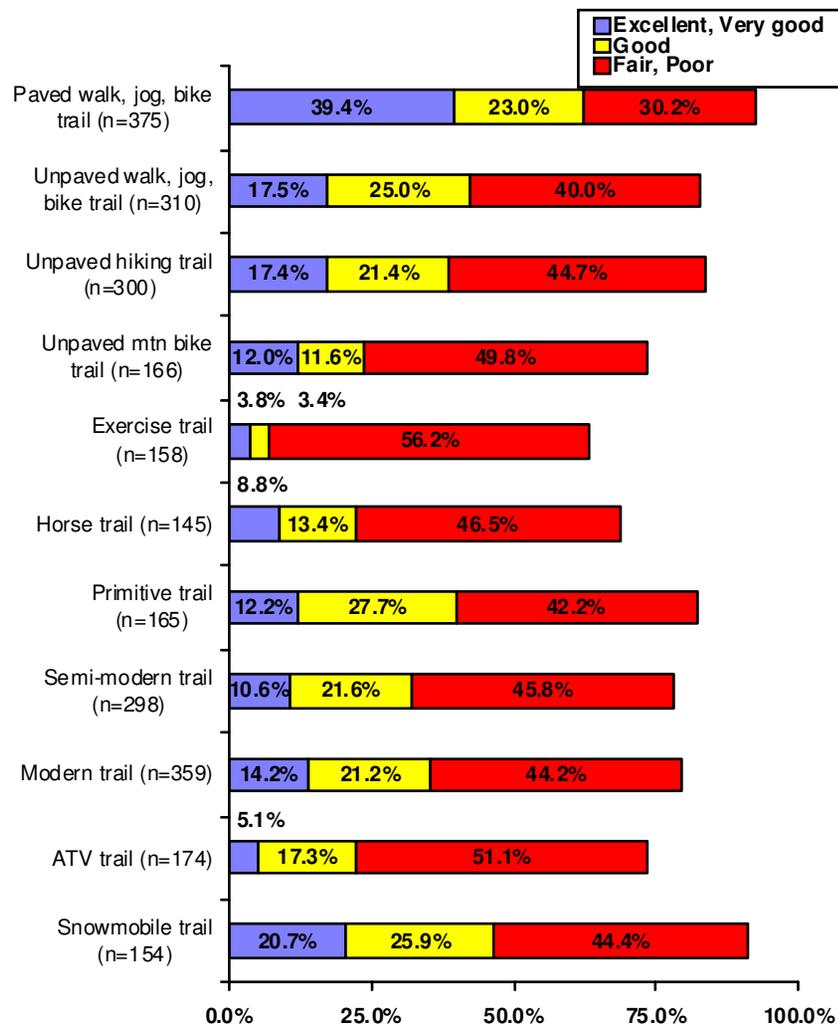
**Figure 4Aa. How would you rate the parks, sports complexes, or recreation areas in your area in having an adequate number and quality of...**

(Includes only respondents who were “at least interested” in that activity)  
(Continued in the next column)



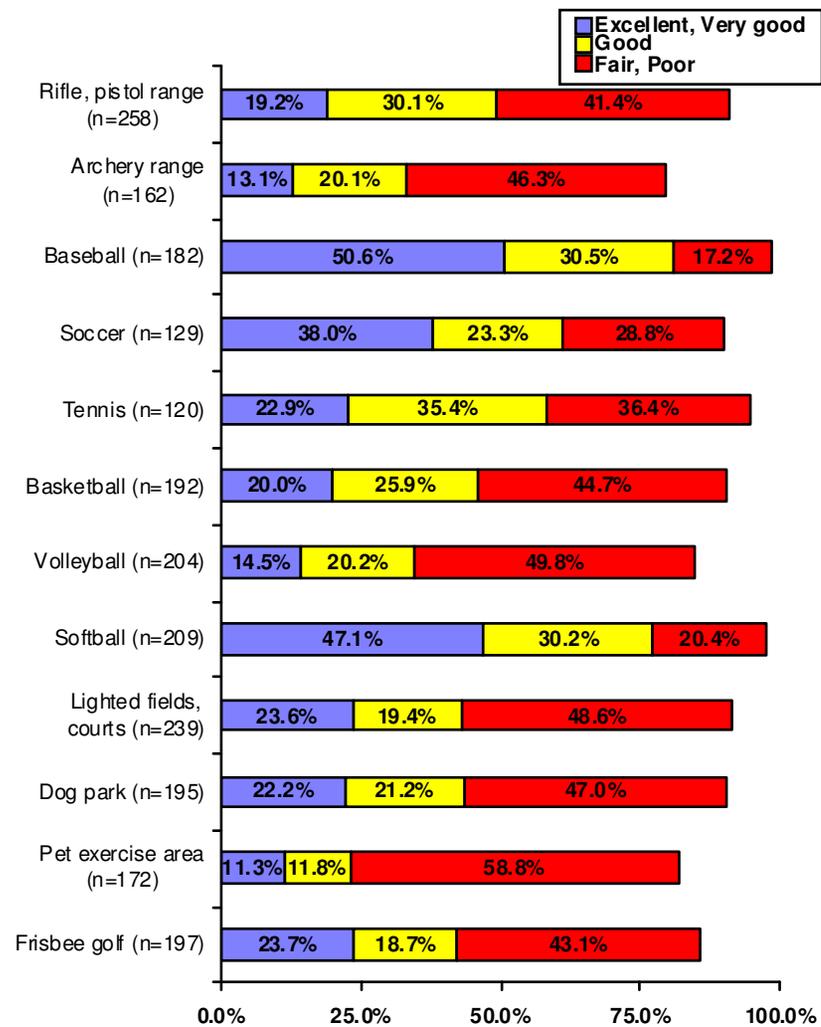
**Figure 4Ab. How would you rate the parks, sports complexes, or recreation areas in your area in having an adequate number and quality of...**

(Includes only respondents who were "at least interested" in that activity)  
(Continued on the next page)



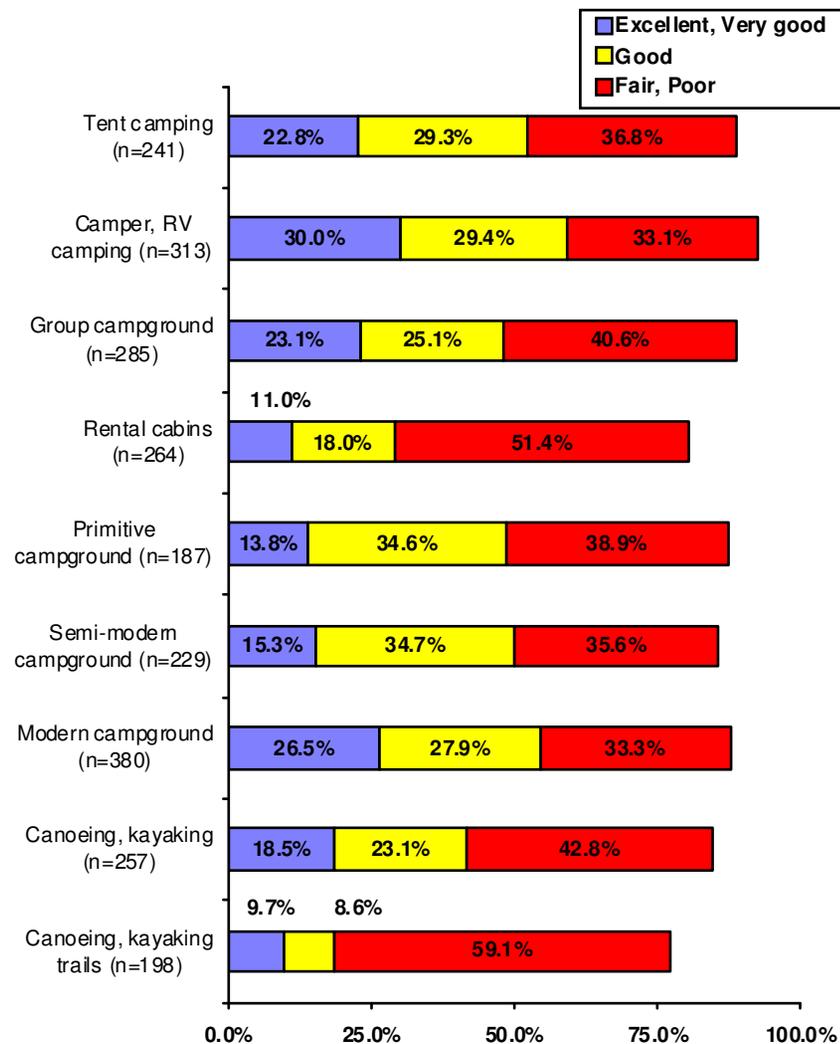
**Figure 4Ac. How would you rate the parks, sports complexes, or recreation areas in your area in having an adequate number and quality of...**

(Includes only respondents who were "at least interested" in that activity)  
(Continued in the next column)



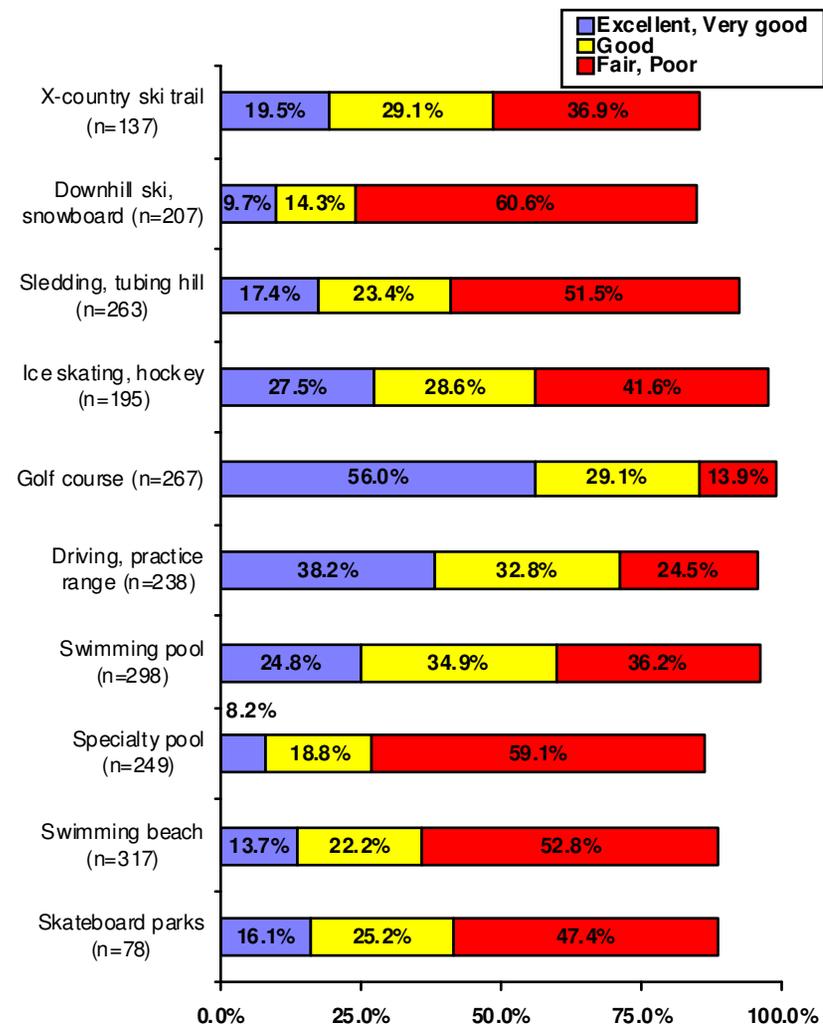
**Figure 4Ad. How would you rate the parks, sports complexes, or recreation areas in your area in having an adequate number and quality of...**

(Includes only respondents who were "at least interested" in that activity)  
(Continued on the next page)



**Figure 4Ae. How would you rate the parks, sports complexes, or recreation areas in your area in having an adequate number and quality of...**

(Includes only respondents who were "at least interested" in that activity)  
(Continued from the previous page)



## Solicit comments as to outdoor activities or facilities that should be offered or expanded

■ All respondents were asked what outdoor activities or facilities they would like to see offered or expanded at parks, recreational areas, and outdoor sports complexes in North Dakota. **Chart 5** shows that the largest number of comments related to:

- Trails for non-motorized use (*paved/unpaved trails for walking, jogging, and biking, hiking trails, horse riding trails, etc.*)
- Camping (*more/better campgrounds, modern campgrounds, tent sites, etc.*)
- Miscellaneous others (*docks/piers or other fishing access, boat ramps/canoe launches, hunting access, etc.*)
- Parks and green space (*playgrounds, natural areas, etc.*)
- Outdoor swimming (*pools, specialty pools, beaches, etc.*)
- Outdoor sports (*basketball/tennis/volleyball courts, soccer fields, etc.*)

This question was an open-ended question. In other words, respondents were asked to express their opinions rather than simply choose from a fixed set of response choices. The actual comments made by each respondent were then recorded. The “qualitative” data collected through this type of question is excellent for collecting top-of-mind thoughts and opinions. Therefore, the results are an excellent barometer of the thoughts or opinions that were at the top of respondents’ minds at the time the interview was completed. Given the qualitative nature of an open-ended question, however, the results cannot be used to estimate, with a known level of statistical accuracy, the

number or proportion of the population who share the specific thought or opinion expressed by the respondents.

For this open-ended question, each respondent was allowed to give up to three responses. Therefore, the results will exceed 100% when the percentages are added together.

### Chart 5. What outdoor activities or facilities would you like to see offered or expanded at parks, recreational areas, and outdoor sports complexes in North Dakota?

(Includes all respondents)

Comments by Broad Activity Category	Percent
Trails for non-motorized use in general	27.0%
Camping in general	17.6%
Parks and green space in general	14.0%
Outdoor swimming in general	13.6%
Outdoor sports in general	10.1%
Outdoor winter activities in general	7.8%
Shooting sports in general	7.2%
Trails for motorized use in general	6.9%
Pet areas in general	5.9%
Golf in general	3.1%
Canoeing and kayaking in general	2.9%
Outdoor disc or Frisbee golf courses	2.6%
Picnic areas in general	2.0%
Outdoor skateboard parks	1.8%
Misc. others	14.6%
Not sure, no response	31.7%
No 2 <sup>nd</sup> response	55.5%
No 3 <sup>rd</sup> response	75.8%

Please refer to the contingency table (see Section Five) and the accompanying Excel file for more detail related to the comments made by respondents.