

City of Corvallis Prepares for the Aging Community



Corvallis Senior Center 2007 Study Results



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I. ACKNOWLEDGEMENTS

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II. INTRODUCTION

This study was developed to assist the City of Corvallis Parks and Recreation Department, along with other interested local partners, to understand and plan for the impacts of the recreational needs of retiring Corvallis Baby Boomers (people currently age 42 to 60). This demographic are currently the largest majority of workers nationally. It is estimated that this group will make up 20% of the U.S. population by 2030. The forecast for individuals over 60 years old living in Oregon is predicted to grow by 79.2% by the year 2025 and it is reasonable to assume that the Corvallis and Benton County population will reflect these trends. These trends will undoubtedly have effects on the policies, programs and services provided to the Corvallis community.

This analysis was initiated by the Corvallis Senior Center, a facility owned and operated by the City of Corvallis Parks and Recreation Department. The Corvallis Senior Center provides recreation, cultural and support services to older adults in the Corvallis community, and to the region at large.

The purpose of the study was to explore the current Corvallis Baby Boomers recreation needs and identify what they anticipate doing for recreation after they retire. The study was conducted in two phases. Phase I consisted of one-on-one interviews with a small group of twenty people. Information gained from phase 1 was used to develop a more comprehensive, community-wide mailed survey completed in November 2006 as part of Phase II.

The Parks and Recreation Department plans to utilize this information, in addition to other planning documents such as the Recreation Services Plan (completed in 2004), and the SCORP Outdoor Recreation Survey (completed in November of 2007) to assist in the preparation and planning for the recreational needs of Corvallis residents who are part of this large demographic group which is estimated to retire beginning this year.

This report summarizes the study information and attempts to make initial recommendations in an Action Plan (located at the end of the document) which will be used by Senior Center staff and the Parks and Recreation Department over the next five years. It is anticipated that additional surveys and focus group meetings will need to be developed in order to continue to both listen to and adjust to changing demographic needs and demands.

III. BACKGROUND

There are a number of reasons why it is important for the Parks and Recreation Department, in particular, the Corvallis Senior Center to understand the demographic and recreation trends of the Baby Boomers. Understanding the views of our community members who are 50 and over will help lay the program foundation needed for the future.

Corvallis has already begun to experience the increase in numbers of residents who are 50 plus. This attractive college town, committed to livability with its 1,686 acres of parks and natural areas and outstanding senior center, make it a retirement destination. In addition, medical advancement and healthier lifestyles have increased longevity. According to William Novelli, Executive Director of the American Association of Retired Persons (AARP), by 2030, baby boomers will make up 20% of the US population and will live 20 to 30 years after retirement and hence, will change the way retirement is done. This report details the influence boomers may have on the community and on planning for recreational services and volunteerism.

According to a study done by Carnevale in 2005, the large number of retirees between 2007 and 2026 will burden social service institutions that already will be experiencing the effects of a shortage of trained workers due to baby boomer retirement. In looking at population statistics by age, it appears to shape a triangle, with the oldest citizens making up the smallest portion of the U.S. population and shows how this is slowly changing. By 2050, the pyramid will become top heavy with people 85 years and older representing the largest age group in population. Nearly one third of Americans at that time will be age 65 or older. With such a significant portion of older adults, the need for care will outgrow the size of the population available to provide social and personal care services (Census, 2000). This will undoubtedly strain federal, state and local government budgets and create deficiencies in resources and personnel required to serve the ever-growing needs of this group.

Planning for this overwhelming shift in demographics means the City must assess the future impacts on its service delivery system. Knowing what the boomers want for recreation and leisure services will be vital to the Parks and Recreation Department for future program planning.

Over the past eight years, the City has undertaken a renovation planning project for the Senior Center resulting in an adopted master plan that adds 8,500 square feet to the existing facility and remodels the original space. This new space is designed to reflect the values of a thriving 50 plus community.

Recognizing the approaching demographic changes, Senior Center Supervisor, Theresa Brand, Senior Center Supervisor, initiated the “Baby Boomer” study with the Department of Human Development and Family Sciences, Gerontology Program at Oregon State University.

Dr. Karen Hooker, Director of the Gerontology Program, assembled a team of graduate student researchers, led by doctoral student, Michelle J. Cox, to design and implement a strategy for assessing the current and perceived recreation needs for baby boomers in retirement.

The purpose of this study was to investigate Corvallis baby boomers’ perception of retirement in order to develop future city-sponsored recreation and leisure programs. The City of Corvallis, in partnership with the Senior Citizens Foundation of Benton County, funded the project. The project included a collection of qualitative and quantitative data from people ages 41-59, regarding current and future programs aimed at their age group. The initial, exploratory study compared the current types and quantity of baby boomer activities with anticipated, post-retirement activities in order to gain insight as to their future behaviors. This pilot study included 20 interviews with Corvallis baby boomers and offered a significant contribution to the main survey instrument. In addition, a parallel study completed by the State of Oregon Parks and Recreation Department regarding outdoor recreation, coupled with volunteerism trends in Oregon, were utilized to develop the final phase II survey instrument.

This project has significance for the baby boomer cohort living in Corvallis, along with others in this age bracket across the nation as it adds research information useful for future planning. Additionally, it provides useful information for the field of Human Development studies as it informs scholars of the unique needs and perceptions of aging baby boomers.

IV. SURVEY METHODOLOGY

This cross sectional study recruited participants by using a random sample of the targeted age group drawn from voter registration records by city ward. It was designed to assess the recreation and leisure interests of baby boomers in order to plan future city-sponsored recreation and leisure activities. The survey asked the participants to predict their recreation and leisure interests and motivations 10 years into the future.

Additionally, the survey asked questions related to the location of participants' current recreation activities and leisure behaviors as well as socio-demographic questions. It also included pre-existing instruments to measure volunteer behaviors and motivations. Based on research using government-sponsored surveys such as this one, a 25% response rate was predicted (Krosnick, 1999). This 12-page survey, along with the addressed and stamped return envelopes, was mailed to 2,000 Corvallis home addresses. Questionnaires and their matching return envelopes were stamped with unique numbers to maintain confidentiality.

An informed consent document was included in the initial mailing as well. Potential participants were informed about the purpose of the study, the importance of the informed consent, the reason they were invited to take part in the study, and the risks and benefits of participating. They were also assured that researchers would maintain their confidentiality by referring to participant responses by number only. Additionally, potential participants were provided with contact information for both the principal and the student researcher. Original completed questionnaires were kept in a locked area.

Following Dillman's (2007) recommended strategies to increase response rates in mailed surveys, a reminder letter was sent within one month of the original mailing. Envelope numbers from returned surveys were matched with household addresses to ensure that participants who had returned their surveys were not sent reminder letters. Due to the random nature of sampling, it was possible for more than one resident of a household to receive a survey. This was a highly unusual occurrence and thus, did not require control.

V. EXECUTIVE SUMMARY

The City of Corvallis Senior Center identified the importance of better understanding the current recreational needs and expectations of residents who are ages 42 to 60, commonly referred to as “baby boomers” in order to develop a strategic recreational plan for the next five to ten years. After conducting phone and internet research with other recreation agencies across the United States, it was clear that there was very little research or best practice models available. Consequently, the study became an important project to pursue.

It is estimated that by 2050, Oregon will have the fourth highest population of older adults in the nation, with this group representing 24% of the state population (U.S. Census, 2000). It is anticipated that these trends will hold true in Corvallis.

The baby boomer survey had 487 returned surveys of the 2,000 distributed which is a 24% return which statistically results in a viable sampling of the information gathered.

Key findings of the survey results include:

- Many of the respondents felt 10 years younger than their chronological age.
- The average length of time for respondents living in Corvallis was 20.7 years.
- Over 11% reports having a disability.
- Currently, the top reported activities for participation in were walking, hiking, visiting historic sites, exploring tide pools, and outdoor gardening. Other activities such as using the computer and internet, going to the beach, sightseeing, plane travel and going to the cinema are also rated high.
- Sub-samples of ethnic groups who responded to the survey participated in observing wildlife, backpacking, camping, fly fishing, snowshoeing, cross-country skiing, bird watching, whale watching and exploring tide pools. It is important to note that there were differences between ethnic groups and that the groups were very small in relationship to the overall population.
- The respondents expect that their interests and activity levels will change over the next ten years, but not by much. The top eleven activities listed by number of participants remained the same as reported on the current activity list.
- Walking remained the most reported anticipated activity, however spending a social evening with friends moved up on the list.
- The survey respondents listed keeping fit, having fun, enjoyment of the outdoors, relaxation and family as the most common current and anticipated motivators. An important note was that keeping fit rated very high in motivation once retired.
- When asked about motivation for volunteering, it is noted that most people volunteer based on their values. It will be important for the Senior Center to develop a value-based marketing strategy when recruiting volunteers.

- There were 64% of the survey respondents that anticipated working for pay in retirement. This could affect both their availability to attend day time activities and their interest in participating in planned activities in their leisure time.

These key findings, integrated with related information from the State of Oregon's 2007 Outdoor Recreation Survey and the City's Recreation Services Plan 2004, provide direction for program planning for the baby boom generation. It is clear that many of those surveyed are participating in a number of self-directed recreational pursuits. Staff will need to monitor:

- Will baby boomers continue self-directed recreation or will they desire the ease of planned recreation in retirement?
- Should the Parks & Recreation Department integrate its current adult recreation program with the Senior Center's program through cross-marketing?
- With baby boomers feeling 10 years younger, will this delay participation in the Senior Center as it is structured today?
- 11% of the survey respondents listed that they had a disability. What accommodations will need to be made in the future?

This report will attempt to address strategies to meet these needs as outlined in this latest compliment of research findings. A listing of some of these initial strategies is available in the last chapter of this report. It is clear that ongoing surveys, focus groups and targeted research will need to continue in order to fine tune necessary services and to direct city dollars and resources where they meet the highest needs in a cost effective manner.

VI. OVERVIEW OF CORVALLIS BABY BOOMERS

The phase II sample consisted of 487 people. Of these, 191 reported being male, 282 being female, with 14 declining to specify. They ranged in age from 41 to 60, with the mean age of 52.2 years. Interestingly, participants reported feeling an average of 11 years younger than their actual age. Men reported feeling closer to their actual age than women in the study did. This sample matches the 2000 United States Census data which reports that Corvallis baby boomers are quite young, with 84 percent between the ages of 40 and 54.

The survey sample represented some variation in earnings, though the majority (59%) of participants reported household incomes in the upper one-third of the categories listed, from \$64,000 to over \$135,000. The lowest reported household income level was below \$9,999. This suggests an overrepresentation of higher income households.

Participants reported residing in Corvallis for an average of 20.7 years. Ninety-seven percent reported living in the suburbs rather than in a rural area. As the Census data suggests, Corvallis residents tend to report high levels of education, 17 years on average.

Ethnically and racially, just fewer than 92 percent of the participants reported themselves to be White, or non-Hispanic. The only other ethnicity represented in the sample is Hispanic. However, the sample is quite diverse, including 15 respondents who reported that they are Asian, 13 reporting that they are American Indian or Alaskan natives, three Hawaiian Islanders, and one black participant. Comparing these results to the 2000 census data on Corvallis suggested that our sample under-represents Whites.

Just fewer than 75 percent of participants reported that they are married, which also matches the 2000 US Census data for Corvallis. The next most represented group was those who reported as currently divorced, at just over ten percent. Of the remainder, 35 respondents reported that they were never married, 27 reported living with a partner, eight were widowed and two were separated. The majority indicated they live in a household with two adults and no children. Of those who live with children, the greatest majority reported only one child in the household, followed closely by participants living with two children.

Of those who reported their retirement status in the survey, 90 indicated that they are currently retired. Of this number, 43% reported that they currently are working in some type of paid position. The average age expected to retire of this reporting group was 64. Of the non-retired group, 64% anticipated working for pay during retirement. In addition, 28% of the participants anticipate serving as a caregiver for a parent.

A significant number of the participants (11%) reported having a disability, which is an overrepresentation of the baby boomer population of Corvallis according to the 2000 Census.

Data Analysis

The majority of the data collected for this study was quantitative. The information in this report provides a general look. Statistically, no inferences have been made from this data.

From the survey analysis it is clear that Corvallis baby boomers are quite active. Based on numbers reported by survey participants, activities including walking, hiking, picnicking, visiting historic sites, exploring tide pools and outdoor gardening are the top current recreational activities, regardless of ethnicity, race or gender. Other activities such as using the computer/internet, going to the beach, sightseeing, plane travel and going to the cinema were also high on the list with more than 300 participants reporting each as an activity which they engage in. Excluded are those activities that naturally require a significant number of hours per day like camping, international vacations, hunting, fishing, skiing, painting and golfing. Noteworthy, however, is that when factored by number of hours per year spent engaging in an activity, that walking, dining out, and hiking remain the most popular activities.

In Table 2A through 2H, the most frequently reported current recreation activities participated in by male and female baby boomers are broken down in 5 year age increments. In all the tables, walking was listed at the top in each category. Of the group, male baby boomers in the youngest age category listed more variety in their choices of activities, suggesting that they may be more likely to choose activities that they have tried before as the top ten list of this age group incorporated just fewer than 50% of the activities listed on the survey. In anticipated results, the 46-50 age range depicted the most variety of rankings with walking, hiking, visiting historic sites, watching movies, dining out, outdoor gardening and using the computer/internet making the top ten lists in each age range.

Of those surveyed, female baby boomers showed consistency in their most-often reported anticipated recreation interests, both in all the age ranges and also with men. This group reported that walking, dining out, hiking, going to the beach, plane travel, visiting historic sites, outdoor gardening, shopping, going to the movies, using the library and picnicking rated high. The youngest group of women (as was the case with the youngest men as identified above) reported the widest variety of activities with the oldest close behind.

There were few significant differences that were reported when assessing activity participation by ethnicity and race. Male American natives reported walking more than any other activity.

However, the four who responded in this group also reported current participation in ATV riding, cooking, learning languages and scuba diving, which were less often reported by other races. Their current reported activities also seemed somewhat consistent regardless of age range. Six of the 23 total activities listed were repeated in three age ranges, including walking, hiking, picnicking, cooking, golfing and visiting historic sites. More American Indian or Alaskan native women were part of the survey than men. Women in this small subsample seemed as consistent in the types of activities across age ranges as their male counterparts, with nine of 23 reported current activities repeating. However, like the men, they also reported some current activities as unique from most of the other races in the sample, listing kayaking, whale watching, and billiards.

A subsample of three native Hawaiian boomers responding to the survey listed walking in the top three of current activities. Similarly, the responses of just one Black female respondent do not allow inferences about the recreation interests of the race, however, walking was at the top of this respondents' list as well. The same is true for all seven respondents of Hispanic or Latino descent. Activities involving the outdoors and nature seemed of current interest in this sub sample including observing wildlife, tent camping, backpacking, fly fishing, snowshoeing, cross-country skiing, bird watching, whale watching and exploring tide pools. Though there was some variation in activities among the women's reports, there seemed to be more continuity across age ranges than in men's reports. Interestingly, mountain biking also showed some consistency among women of Hispanic or Latino descent but did not show up on the men's list of most popular activities. Note, however, that cycling had regrettably been omitted from the survey, perhaps prompting some to choose mountain biking instead.

There were 15 Asian American baby boomers that responded to the activity section of the survey, indicating perhaps the most inconsistent gender-related results of all races and ethnicities sampled. Though walking tops all lists of almost all age ranges, Asian men reported more interaction with nature and the outdoors than Asian women. Asian men also reported more unique activities including skeet shooting, windsurfing, and weight lifting and focusing on hobbies. The women did report some outdoor activities as well, including tent camping, kayaking and exploring tide pools. It is also noteworthy that volunteering is among the most consistently reported activity across all age ranges for Asian women, and makes it highest for all races and ethnicities. Noteworthy also is that the youngest female Asian boomer reported the smallest variety of activities.

Finally, White baby boomers represented the largest subsample ($n = 426$). Among this group, the men ($n = 169$) reported that walking, hiking, dining out, and using the computer/internet were consistently reported across the four age ranges, though they were not given the same priority or ranking in each group. Also noteworthy was that going to the beach and attending sporting events, made the top ten lists in three of the four age ranges. Unlike the men, all age ranges of White female baby boomers included socializing.

In addition, hiking and visiting historic sites also made the list of this age range. This group was also the most consistent in terms of similarities in current activities among age ranges. Of fifteen different activities listed for this age group, only four were not repeated.

ANTICIPATED ACTIVITIES IN RETIREMENT

From survey results, Corvallis baby boomers reported that they expect their interests and activity levels to change some over the next ten years, but not much. The top eleven activities by number of participants reporting remained the same as reported on the current list. Of the group, walking, the most often reported current activity, remains the most reported anticipated activity. However, spending a social evening with friends overtook hiking, and visiting historic sites overtook going to the beach and computer use on the anticipated list. Cumulative number of participant's anticipation in these eleven activities dropped by 10 percent (See Table 1H).

When looking at motivation for participation in an activity the respondents listed keeping fit, having fun, enjoyment of the outdoors, relaxation and family as the most common current and anticipated motivators. It is important to note that keeping fit rated very high in motivation for anticipated activities once retired. Only a small percentage of people reported feeling motivated by the opportunity to meet people either currently or in the future as a motivator. Unexpectedly, an average of 17 percent of participants reported feeling motivated to engage in recreation activities to ensure their safety. When retired persons' responses were analyzed separately, however, some different motivators surfaced (See Table 3A). Only one person in the 41-45 age range reported being retired and indicated being equally motivated by the desire to learn, escape crowds and being in the outdoors. As demonstrated in the cumulative results, retired people in the 46-50, 51-55 and 56-60 age ranges reported that having fun and keeping fit were the most motivating reasons for participating in recreational activities. A review of retired persons' anticipated motivations revealed little anticipated shifts in thinking.

Older male boomers in the 56-60 age range identified family as the most often reported motivation for current recreation participation. The results for current female baby boomer motivations were consistent with the majority. The youngest three age ranges identified having fun as the primary motivator, Results from the oldest group, however, indicated a current focus on keeping fit. The strongest anticipated motivation was the same across all age ranges- keeping fit. The female anticipated results equally split with the youngest and oldest groups focusing on fitness and the middle two age groups focusing on fun. The least motivating factors identified for both genders and in both time frames were meeting people, increasing spirituality and ensuring safety.

Felt Age Concept

Felt age is a concept in which a person sees themselves as younger than they actually are chronologically. A study done by Fernandez-Lopez (1994) suggests that the lowering of felt age as compared to real chronological age correlates with improved health. With this in mind, the assessment and awareness of baby boomer respondents felt ages may be useful for predicting how and when boomers participate in recreational activities. In the Corvallis study, male and female boomers in all age groups reported feeling younger than their chronological ages. On average, the baby boomers in this sample reported feeling 10.3 years younger than they were at the time of the survey. Of the group, women in the 41-45 age group and men in the 51-55 age range reported feeling closest to their actual age.

A statewide mail survey of Oregonians between 42 and 80 reported that walking, bird watching, jogging, sightseeing and bicycling was listed as their top five outdoor recreation activities. In looking at age group preferences, walking was preferred by 40-79 year olds, bird watching, 55 – 79 year olds, sightseeing by 45 – 74 year olds, jogging by 40 - 59 and 60 - 70 year olds and finally, bicycling by 60 – 64 year olds. This information can be useful in assessing how to plan for these trends along with what facilities should be made available to meet these trends.

Volunteerism Findings

There was a self-report Volunteer Functions Inventory (Clary and Snyder, 1999) included in this baby boomer survey and it helped identify and categorize the reasons an individual might have for engaging in and sustaining their volunteer activities. The participants were asked to rate 30 statements using a Likert scale which were listed in six categories. Of the respondents, 85% of the women and 86% of the men scored highest on the values function, only one male indicated being motivated to volunteer by career and a few others were sparsely split between the social, protective and understanding functions. This suggests that either baby boomers are keenly aware of and motivated by their personal values, or that the majority view their volunteer behaviors through the lens of value orientation regardless of the reason for their action.

VII. CITY OF CORVALLIS RECREATION SERVICES PLAN

The City of Corvallis contracted Satre Associates in 2002 to prepare a plan for recreation services in the Corvallis community. The primary goals behind the Recreation Services Plan were to (1) reevaluate the community's recreation needs, (2) identify the resources available to meet those needs and (3) to provide direction for current and future focus of Corvallis Parks and Recreation Department (CPRD) recreation service delivery.

Background of Public Recreation in Corvallis

The City's role in recreation service provision was founded on the community's desire to have recreation available for all residents and was built largely on the community's recognition that recreation opportunities enhance community livability. From its earliest years in the 1940's, the City's role through the Recreation Division had support from citizens, the School District, Oregon State University, service clubs and others. Since 1990, financing of recreation programs has relied on the City's Budget Commission and City Council to allocate a portion of available general fund revenues. This, along with various grants, fees, and charges has supported the Divisions' services, including staffing, materials, equipment, and supplies.

Since the mid-1990's, the City has been challenged by increasing costs and declining revenues in those areas supported by property taxes, such as Parks & Recreation. In FY 2002-2003, the Department experienced reductions in areas of aquatics, volunteer services and in funding cooperative efforts with other organizations. Despite the reduction in funding, the Department continues to provide a broad spectrum of programming for people of all ages by maintaining numerous alliances and cooperative partnerships with other organizations in the community. These alliances continue, and help reduce the reliance on property tax funds. However, service gaps have become evident due to the lack of funding for services.

Senior Center History

The Division has been responsible for the operation of the Corvallis Senior Center since the mid 1970's taking over the building responsibility from the Corvallis Fire Department which had operated the facility as the former Chintimini Fire Station. Prior to that time, the program operated from the basement of City Hall and St. Mary's Church and was primarily operated by volunteers and the volunteer based Corvallis Senior Citizen Club. The Corvallis Senior Center opened under City supervision in 1978 when additional operational funds from the Cascade Council of Governments became available.

The current facility was enlarged on three separate occasions, the first when the Parks and Recreation Department took over the facility in 1976 and the last in 1989 when the current size building was completed with the addition of two conference rooms, the kitchen and two additional restrooms.

During the 1990's, the Senior Center program offerings expanded by 400% and available program space became more competitive. At the same time, the number of services and support groups that the Center offered expanded, increasing space demands. These demands also included a growing Parks and Recreation instructional class program which holds many of the recreation classes at the Senior Center in the evenings.

With this in mind, the 'New Building Committee' was formed, facility use surveys and focus groups were initiated, and information was gathered that identified additional space needs, which included more parking, the need for a separate dining area outside of the multipurpose room, and an art classroom in addition to more classroom spaces. After significant public, senior and other user input, a master plan was approved by the City Council in 2004. This plan included an expanded building which would increase the facility to a total of 19,700 square feet, including additional parking and major improvements to the park. The proposed project, which includes both the building renovation project and park improvements, has been estimated to cost between nine and ten million dollars. The City Council voted in November of 2007 to send the project out for a bond measure in the fall 2008 election to ask the voters to pay for the project. It is scheduled for completion in 2011 (Senior Center Marketing Plan, 2007).

This enlarged space will aid in the availability of recreation programming space which, as the population of the baby boomers soars, will allow for the meeting of these new service demands.

RECREATION SERVICES PLAN GOALS, FINDINGS AND OBJECTIVES

Corvallis is a recreating community. Corvallis is also a changing community. The population is aging, growing and diversifying. Economic realities of decreasing funding levels increasingly challenge service provision standards. Lifestyles are changing too, resulting in a greater need for less structured recreation opportunities. The Corvallis Parks and Recreation Department is challenged with having to do more with fewer resources. Regardless, the department is committed to providing for the recreation needs of all members of the Corvallis community, contingent upon available funding levels.

The Recreation Services Plan contains goals, findings and objectives directed at providing recreation in Corvallis. The goals represent broad areas of importance to the provision of recreation in the community. The findings represent key information gleaned from the Recreation Assessment Demand analysis of 1998.

Finally, the objectives were generated by project stakeholders as a means to identify measurable milestones to meet in addressing goals.

General Recreation

Goal 1: Provide for Changing Recreational Needs

Findings:

- Community perception is that Corvallis is changing: aging, growing and diversifying in terms of race and ethnicity.
- Population growth in Corvallis is occurring at a rate equal to or less than that of the state. The population is forecast to increase between 8,200 and 11,200 persons by the year 2020.
- The Corvallis population aged between 1990 and 2000 with the 45 to 54 year age grouping experiencing the highest total percent increase at four percent.
- With regard to race, the population is relatively homogenous; with regard to ethnicity, there was a significant increase in persons identifying themselves as being of Hispanic or Latino origin between 1990 and 2000.
- CPRD should have a role in providing services to all, including residents with specific cultural or ethnic recreation needs.
- Respondents indicate that having fun is the number one reason they use CPRD facilities and services.
- Social interaction is the number one community benefit reported by survey respondents.

Objectives

- Review demographic trends every five to seven years.
- Evaluate and adjust recreation services based on the demographic review.
- Review recreational trends and needs every three years.

Service Location and Access

Goal 2: Provide Accessible Recreation Services

Findings:

- Individuals with disabilities need more access to more recreation opportunities.
- Desire for non-programmed (drop-in) recreational participation is rising.
- Facilities are a primary reason cited for positive parks and recreation experiences.
- Additional indoor facility space is needed for programs.
- Parks, open space and trails are seen as a community asset and source of pride.

Objectives:

- Provide access to recreational services to serve people with disabilities.
- Recreational facilities will be designed to accommodate people with disabilities.
- Consider multiple transportation modes when designing programs and facilities.
- Investigate the need for new facilities and/or use of additional existing facilities to ensure that adequate space is provided for all recreation services.
- Continue to have a process that optimizes opportunities for low income families and individuals to participate in recreation services.
- Maintain affordable programs and services.
- Consider that facilities and services are equally offered throughout the community.

Safety and Security

Goal 3: Ensure Safe and Secure Recreational Experiences

Findings:

- Additional facility space is needed for programs.
- Provide sustainable maintenance for recreation facilities, sites, and program equipment.
- Provide well-trained staff at adequate levels.

Service Provision Role

Goal 4: Assess Our Role in Recreation Services

Findings:

- CPRD provides high quality programs and facilities.
- CPRD offers a comprehensive suite of recreation services and a wide variety of sites for recreational opportunities.
- CPRD services are offered through CPRD facilities as well as through facilities provided by others.
- Additional recreation services are provided by nonprofit and for-profit providers throughout the City of Corvallis and Benton County.
- Additional research is needed to identify opportunities for additional cooperation with external recreation providers.

Objectives:

- Build and maintain partnerships
- Help facilitate communication between providers in the community.
- Refine our role as a provider, facilitator and broker of recreational services.

Public Outreach

Goal 5: Inform Patrons about Recreational Choices

Findings:

- Activity guide is the number one source of park and recreation information.

- General familiarity with Park and Recreation Services is high.
- Familiarity with specific CPRD involvement in annual community recreation activities is mixed.

Objectives:

- Utilize and promote recreational services through the Parks and Recreation Activity Guide.
- Develop and implement a Department-wide marketing plan.
- Use technology in the collection and dissemination of information.
- Develop and implement a dynamic strategy for customer retention.
- Formalize our brokerage of recreational service information for the community.
- Develop a strategy to communicate the benefits of recreation to the citizens of Corvallis.

Operations and Funding

Goal 6: Offer High Quality & Diverse Recreational Services and Facilities

Findings:

- Recreation Department provides high quality programs and facilities.
- Facilities are a primary reason cited for positive parks and recreation experience.
- General agreement that City fiscal resources are low.
- Maintenance and care for existing parks and programs should be number one priority.
- Preference towards not cutting programs.
- The present balance of property taxes and fees are not sufficient to maintain current service levels.
- General support for balancing the use of fees and taxes to fund programs.
- Support for increasing fees is greater than support for increasing taxes.
- Additional coordination and cooperation with other providers may be one way to address funding shortages.
- Medium income increased and the poverty rate fell slightly between 1990 and 2000. The cost of living continues to increase.

Objectives:

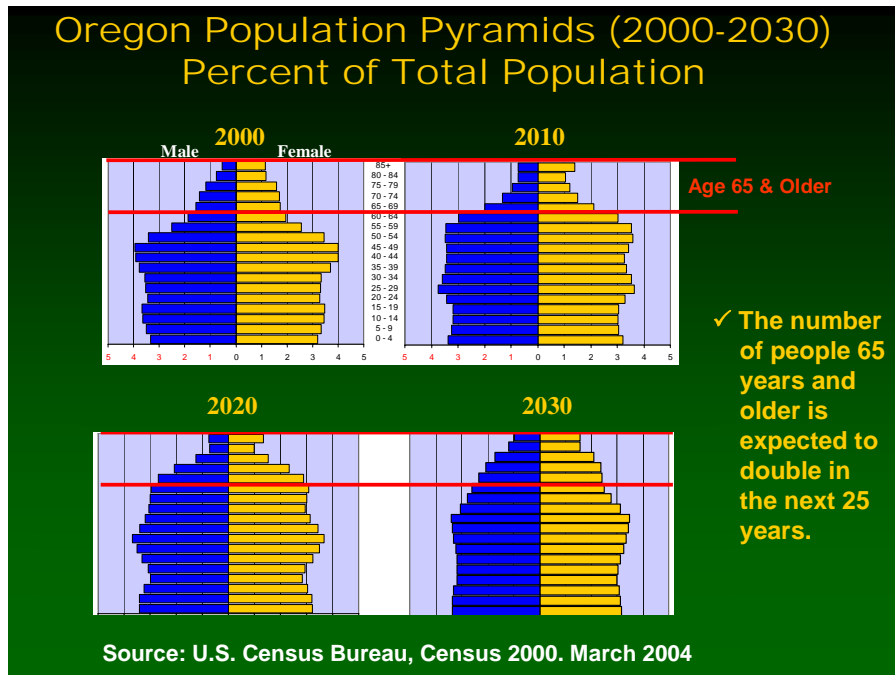
- Develop a strategy to integrate the benefits of recreation services.
- Identify funding strategies to provide recreation services.
- Continue to provide a wide variety of recreation services for all ages.
- Integrate open spaces, natural areas, and trails in recreation program planning.

VIII. SCORP SURVEY

The SCORP (Statewide Comprehensive Outdoor Recreation Plan) survey is a plan that is updated every 5 years by the State of Oregon Parks and Recreation Department. This information is used to track trends and plan for the outdoor recreation needs of Oregonians. The latest survey findings were completed in the fall of 2007 and some of the information identified here is useful in assisting Corvallis recreation planners with identifying state trends. Some of the critical demographic and social changes addressed in the plan include: a rapidly aging population, an increasingly diverse population and increasing levels of physical inactivity.

Rapidly Aging Population

The number of people in Oregon age 65 and older is expected to double in the next twenty five years (2030). Oregon ranks as the 11th fastest growing state in the country. Oregon's population is aging and Oregon places 25th among all 50 states in percentage of population age 65 and over with the baby boom generation expected to be the major factor continually pushing up Oregon's median age. Cities and counties will face different social and economic challenges because of differences in age composition. Counties with a large, increasingly aging population will likely face higher demand for special services such as transportation and support services along with health services and accessible and affordable housing (Oregon State Plan on Aging, 2007).




(State of Oregon, SCORP Survey, 2007)

The population of older adults in Oregon is anticipated to go from 438,177 in 2000 to 881,957 in 2030. This represents a 101.3% change according to the 2005 Census.

2000 and 2030 Oregon Population Change

Age Group	Census 2000		Projection 2030		2000-2030 Change	
	Number	Percent Total	Number	Percent Total	Number	Percent Total
65-69	112,614	3.3	230,556	4.8	117,942	104.7
70-74	106,728	3.1	213,599	4.4	106,871	100.1
75-79	95,059	2.8	184,075	3.8	89,016	93.6
80-84	66,345	1.9	131,986	2.7	65,641	98.9
85+	57,431	1.7	121,741	2.5	64,310	112
65+	438,177	12.8	881,957	18.2	443,780	101.3

Source: U.S. Census Bureau, Interim State Population Projections, 2005



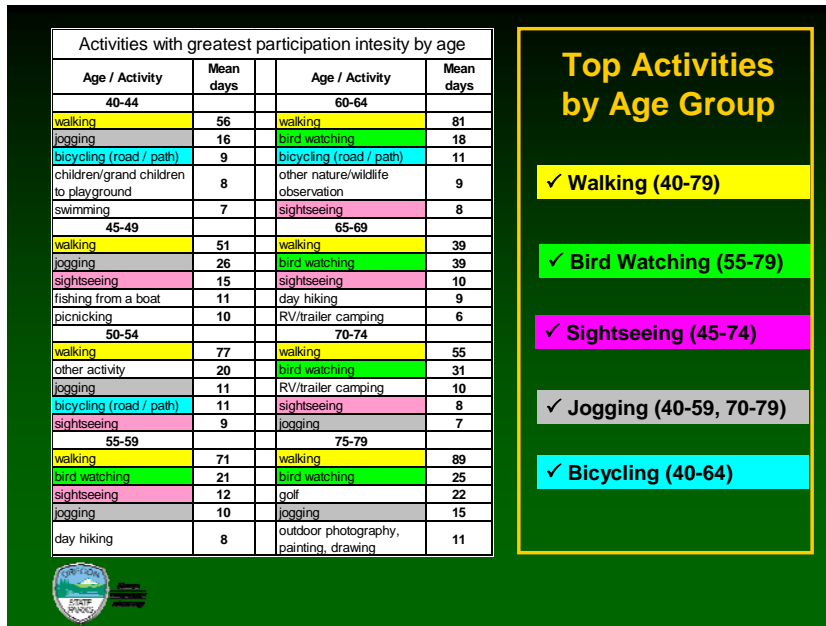
(State of Oregon, SCORP Survey, 2007)

- ### Top recreation activities for Oregonians between 42 & 80:
1. Walking 
 2. Bird Watching
 3. Jogging
 4. Sightseeing 
 5. Bicycling
- 

(State of Oregon, SCORP Survey, 2007)

When asked if boomers think they will reduce their participation as they age like the generation before them, on average across all activities, respondents expect to spend 28% more days recreating 10 years from now than they currently do, in other words, boomers may “break the trend” of decreasing recreation with age (SCORP, 2007).

The top 5 activities with expected average increases in the number of recreation days over the next ten years include: Taking children or grandchildren to the playground, bicycling on roads or paths, picnicking, ocean beach activities and hiking.



(State of Oregon, SCORP Survey, 2007)

When asked if they would start new activities or do one more often, 55 % said they would not and 14% said they would. Of the group that said they would, non-motorized boating, hiking, cross country skiing, tent camping and walking were listed as the activities they would most likely do. When further asked what would help them start a new activity, the respondents listed someone to do the activity with, more facilities and more information (in that order) as what would influence that behavior.

When asked about motivations to participate in outdoor recreation, having fun, being in the outdoors, relaxing, being with family and friends, fitness, reducing tension and escaping daily routines were all listed as high motivators.

SCORP OUTDOOR SURVEY FINDINGS ON VOLUNTEERISM

According to the SCORP 2007 survey, over one third or 38% of the respondents reported volunteering in the community. Of that number, they averaged 5.3 hours per week of volunteer time. When listing the type of agencies that they tended to spend the most time volunteering with, recreation/natural resource organizations were listed at 10%. Of the group, 28% listed church or religious organizations and 21% schools or youth organizations. For those that did serve as a volunteer, 43% expected that they would have more time to volunteer as they age.

When asked what recreation and natural resource agencies could do to increase the rate of volunteers, overwhelming responses listed getting ‘more information’ to these volunteers.



(State of Oregon, SCORP Survey, 2007)

SCORP OUTDOOR SURVEY ON MIGRATION TRENDS

According to the 2007 SCORP survey findings, over 32% have reported having moved in the past ten years and 14% plan on moving in the next ten years. When looking at migration patterns in Oregon as identified in the study, 40% who moved in the state moved to other locations within Oregon. According to Benton County Census figures, the population of baby boomers in Corvallis has increased over the past ten years and it is anticipated to continue in the future.

IX. MANAGEMENT STRATEGIES & ACTION PLAN

In reviewing the findings from the 2007 Baby Boomer study combined with the City of Corvallis Recreation Master plan, the State of Oregon Parks and Recreation Department 2007 SCORP Outdoor Survey along with census trends the City of Corvallis Senior Center staff recommend the following strategies and actions in order to meet the opportunities and challenges outlined in this study:

1. Provide a plan for expanding access to information in the community about older adult life-long learning, fitness and support service opportunities offered through the Corvallis Senior Center.
2. Actively promote the use of and expansion of alternative transportation options.
3. Provide clean, well maintained indoor and outdoor facilities.
4. Work with the Parks Department in coordination with the State of Oregon, Parks and Recreation Department to develop more outdoor trails close to Corvallis residents. In addition, suggest that the Parks staff work with federal and state land managers in assisting in the development of trails in close proximity to Corvallis.
5. Incorporate the top ten listed preference activities into the Senior Center 3-year program plan and market these activities or programs to baby boomers.
6. Work in coordination with local volunteer provider agencies such as RSVP along with the State of Oregon Parks and Recreation Department to coordinate a statewide interagency volunteer information clearinghouse to match boomer volunteers with local and statewide recreation opportunities.
7. Outline efforts in the Senior Center Marketing Plan in coordination with staff, on strategies to target market services to the baby boomer population. One example could be an annual Baby Boomer focused newsletter that is both mailed and placed on the Center's website. Additional examples include marketing to existing customers in the adult softball and adult education class areas. Continue to use all opportunities to cross-market to other Parks and Recreation Department programs.
8. Form a Strategic Program Planning Committee made of baby boomers to assist in the development of baby boomers targeted programs at convenient times for those who are still working.
9. Assess the interest in changing the minimum age requirement for Senior Center program use to 50 years old.
10. Work with other volunteer providers to develop more marketing pieces targeted to baby boomer volunteers and develop a distribution plan in the community.
11. Plan programs that attract current baby boomers at convenient times for those who are still working to allow them to become familiar with the Corvallis Senior Center Facility.

12. Work with community partners in serving as a 'broker' of recreation services for baby boomers activities in the community. Examples could include working with local hiking, bicycling, etc, clubs in coordinating meeting locations for events.

X. SUMMARY & CONCLUSIONS

The 2007 Baby Boomer Study was conducted by the City of Corvallis, Parks and Recreation Department in partnership with Oregon State University as a means to explore the current and future recreational participation activities of individuals classified as 'Baby Boomers' to assist in future program planning and the channeling of limited resources by the City of Corvallis Parks and Recreation Department. The information will be used as a tool to guide future efforts in the Senior Services Program area and overall planning for adult services offered by the Parks and Recreation Department. In addition, the research information may be useful to other local and regional agencies involved in planning services for this population.

The Action Plan identified in the Management Strategy section of this document, will be used as a guide to direct the Recreation staff on actions recommended to help address some of the report findings. It is anticipated that continual efforts will be needed to survey Corvallis Baby Boomers in a variety of forms in order to fine tune and modify program planning and resources allocation as new information is obtained. Additionally, other current state and national research information will continue to be reviewed to assist in these planning efforts.

Some key initial efforts will include the presentation of the survey findings to the Corvallis City Council along with other local, regional and state providers interested in programming and resource allocation for the Baby Boomer population. Currently, there is a very small amount of written material that addresses planning of recreational services for this population. It is anticipated that there will be a bi - annual review of the status of the action items listed in the Action Plan section of this document with a status report given to the Director of Parks and Recreation and forwarded to the Parks, Natural Areas and Recreation Board and the Corvallis City Council.

XI. APPENDICES A

Baby Boomers, Recreation, and the Senior Center:

How Aging Will Impact the City of Corvallis

Michelle J. Cox

Oregon State University

2007

Introduction

As the baby boomer generation reaches the age of retirement in the United States, the character of our nation will likely reflect the attitudes and beliefs of its largest portion of citizens. During the 19 years between 1946 and 1964, 76 million Americans were born. As a cohort, they represent the majority of current workers; in 2008, baby boomers will represent 40 percent of the labor force. That will mean that 17 percent of American workers will be age 45 or older. The median age of people in the labor force will rise to 40.7 years (Dohm, 2000; Fullerton, Jr., 1999). “By 2018, all but the youngest baby boomers will be of retirement age,” potentially reducing the availability of workers in the labor force by great numbers (Dohm, 2000, pp. 24 - 25). By 2030, when baby boomers will be over the age of 65, members of this cohort will make up 1/5th of the US population. William Novelli, Executive Director of the American Association of Retired Persons (AARP) noted in a 2001 speech that retirement for baby boomers will become the longest life stage. Baby boomers will live 20 to 30 years after retirement and hence, will change the way retirement is done (Collins, 2003). This means that American’s perceptions about work, family, money, politics, products, purchasing power, retirement, and service will be mediated by the activities of this large group of influential people.

Although not all baby boomers will leave the work force voluntarily, some evidence exists suggesting a trend toward early retirement (Morris & Caro, 1995). Factors including the development of pension programs, improved morbidity rates, increase of life expectancy rates, declines in disability rates, and incentives for early retirement contribute to this trend (Morris & Caro, 1995). Carnevale addressed some negative consequences of this flight from the workplace.

“That depletion is expected to be especially strong among the most educated and highly trained workers because those boomers have the greatest access to retirement income that supplements social security” (2005, p. 37). Carnevale further reported that postsecondary education of the youngest workforce participants will remain flat just as the need for skilled and educated workers is highest, leading to an ever-increasing shortage of capable workers (2005). The author noted that the differential between the growth of the labor force and job growth will continue to increase through 2020 when a projected shortage of 14 million postsecondary workers and seven million non-college workers will restrict the economic development (Carnevale, 2005).

Additionally, globalization of the economy demands the restructuring of work, the workforce, and retirement. Carnevale asserted that since the increase of productivity by large numbers of skilled laborers is necessary for global competitiveness, employers must focus on education and training of its current work force. “Increasing the education level of workers by one year increases productivity by 8.5 percent in manufacturing and 12.7 percent in non-manufacturing industries” (Carnevale, 2005, p. 39). Moen (1998) likewise reported that concerns about productivity, the service-oriented economic shift, and technological changes further alter the concept of career for this cohort as compared to the previous. “The career paths of earlier generations are increasingly irrelevant as templates for contemporary workers. In fact, as they move through midlife, baby boomers find themselves without models, with only themselves for reference groups” (Moen, 1998, p. 41). These changes often leave baby boomers with little security and require them to invent new strategies for work and retirement.

Employers motivated to retain their skilled elder workers will offer, “such flexible work arrangements as part-time work, shared jobs, consulting contracts, telecommuting, flexible hours, weeks, and work years, bridge jobs, and phased retirement plans” (Collins, 2003, p. 155). Additionally, Gardyn (2002) discussed the importance of employers restructuring retirement schedules to negotiate the postponing of retirement with their workers.

According to Moen, baby boomers are expecting a “more blurred transition” into retirement as well (1998, p. 44). First, they don’t see themselves as aging. “Their ‘forever young’ attitude is coupled with a view that the baby boom generation is once again changing society’s expectations of their age group and challenging society’s provision of resources” (Simon-Rusinowitz, Marks, Krach, & Welch, 1998, p. 1). This denial about aging often causes boomers to avoid saving as much as they need for retirement, and causes them to consider working part-time or delaying retirement altogether. Second, they have been socialized to accept that success and career are synonymous. As expressed in life course theory, individual experience can be socially structured; the “primacy of work as the path to success” remains a fundamental belief of baby boomers (Moen, 1998, p. 42). Retirement then may represent a difficult life transition if viewed as an absence of work.

Similarly, a third issue relating to gendered perceptions of work trajectories uniquely impact boomer’s views of retirement. The concept of career has traditionally used men’s experiences as the standard. Men have been allowed more variety in their career paths, including organizational (within a corporation) and occupational (within a profession). Men seeking to add variety of work strategies in retirement do not seem that odd. What is odd is how retirement options might resolve work related gender stereotypes for women.

Regardless of the fact that this cohort experienced a larger proportion of women in the work force than any before, women are still held to a male standard of career design, with narrower choices to boot (Moen, 1998). In retirement, however, women, who make up the majority of volunteers, may be able to escape the male template and create paths for productivity that are broader in terms of how successful aging is defined.

Fourth, baby boomers have been challenged to manage simultaneous obligations to family of origin and family of choice. Often called the *sandwich generation* for their roles as caregivers to children and parents, baby boomers are experts at dividing time between work and family (Moen, 1998). These tenuous responsibilities press the boomers financial limits and acclimate them to the possibilities of continued work – even if unpaid – at retirement.

Fifth, boomers are more keenly aware of their health needs and healthy aging strategies than previous generations and have aggressively demand “high quality, medically sophisticated care. As patients, boomers demand information about a range of issues, from choices in care to wellness strategies to billing options” (Blanchette & Valcour, 1998, p. 78). Not only does this lead to longevity, and hence, to the ability to work longer, but boomers also understand the physical and mental health benefits of productive work (Davis & Friedrich, 2004).

Fortunately, current literature suggests that the majority of baby boomers may be more financially able to negotiate retirement strategies than originally estimated. Though they have more debt, the United States General Accounting Office (2003) reported that this cohort owns more assets than current retirees, even after adjustment for inflation. Keister and Deeb-Sossa (2001) hypothesized that a number of historical and economic events increased the likelihood of wealth for boomers.

The postponing of marriage and childbirth, women entering the workforce, higher levels of education, real wage growth, real estate booms, and stock market trends afforded a majority of baby-boomers opportunities for unprecedented accumulation of wealth.

In a comparison of the wealth of both young and old baby boomers to that of their same sex parent at the same age, the authors found that, “baby boomers had, and will continue to have, considerably more wealth than their parents did at all stages of the life cycle” (Keister & Deeb-Sossa, 2001, p. 2443). Their wealth may provide them more options in retirement than previously discussed in the research (Brown, 1997; Levy & Michel, 1991).

Why does this all matter as the city of Corvallis strategically plans for future development of recreation and leisure services in this unique community? In the next few sections, this report details the influence boomers may have on the community as they age.

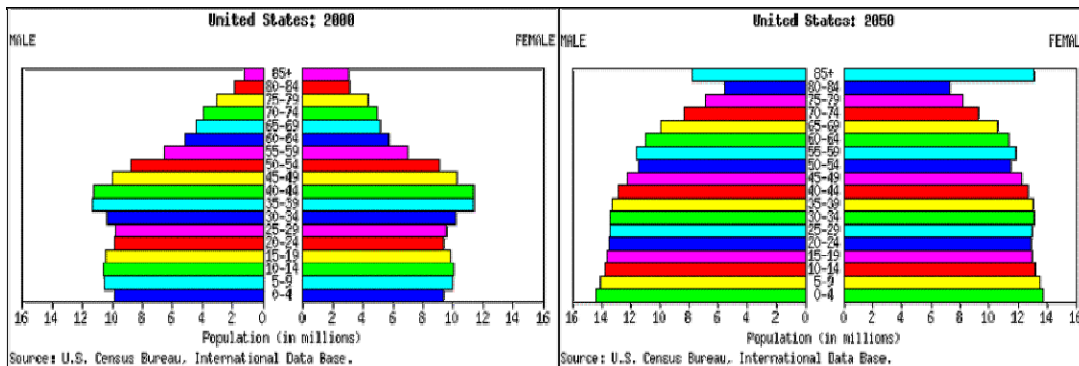
Need for the Study

The United States (U.S.) will be impacted in two significant ways when baby boomers begin to retire. First, a shortage of workers in all areas will make the provision of services very difficult. Although manufacturers continually automate to mitigate the impact of fewer workers, human service providers cannot be replaced by machines en mass (Carnevale, 2005). Second, the large numbers of retirees between 2008 and 2026 will further burden the same social service institutions that will be without workers (Simon-Rusinowitz, Marks, Krach, & Welch, 1998). In fact, using the Bureau of Labor and Statistics (BLS) Current Population Survey (CPS), Dohm (2000) studied the effects of baby boomer retirement on the labor force, identifying the occupations most likely to feel the impact of boomers’ retirement.

Using data on turnover rates by industry during the period 1993 - 1998, Dohm, an economist in the BLS Office of Employment, estimated the overall turnover rate during the period 2003 - 2008 will be about 25% greater than the earlier time period. Among the hardest hit occupations, Dohm estimated an 85% increase in turnover of social welfare clerks, an 80% increase in turnover of police and detective supervisors, a 73% increase in turnover of psychologists, 72% in social workers, and a 60% increase in turnover of public administration officials. Also included in the top 20 occupations estimated to be most effected by baby boomer retirement were education administrators, teachers, and nurses.

Indeed, population statistics by age used to appear similar to the shape of a triangle, with the oldest citizens making up the smallest portion of the U.S. population (see Figure 3). Slowly, this is changing. By 2050, the pyramid will become top-heavy, with people 85 years and older representing the largest age group in the population. Nearly one-third of Americans will be age 65 or older. With such a significant portion of older adults, the need for care will outgrow the size of the population available to provide social and personal care services (Census, 2000). Strains on federal, state, and local government budgets will create deficiencies of resources and personnel who can serve the ever-growing needs of Americans.

Figure 3. Population Comparison: 2000 and 2050.



Planning for this overwhelming shift in demographics necessarily means that the city must assess the future impacts on and expectations of its citizens. The wellbeing of the city rests with the wellbeing of the citizens who populate it. Resource assessment is invaluable. So too, is knowing what this large cohort expects in terms of recreation and leisure activities.

SAMPLE:

The Phase II sample consisted of 487 people. Though 14 participants declined to indicate their genders, of those who reported, 191 are men and 282 are women. They ranged in age from 41 to 60, with the mean age of participants being 52.2 years. There is only a slight difference between the mean age of men in the sample compared to the mean age of women, 52.7 and 51.8 respectively. Interestingly, participants also reported feeling an average 11 years younger than their actual age. Men reported feeling closer to their actual age than do women. Age-wise, this sample matches the 2000 United States Census data which reports that Corvallis baby boomers are quite young, with 84 percent between the ages of 40 and 54.

The sample represented some variation in earnings, though the majority (59 percent) of participants reported household incomes in the upper one-third of the categories listed, from \$64,000 to over \$135,000. The lowest reported household income level was below \$9,999. The most common household income level reported in our sample was \$64,000 to \$135,999, suggesting an overrepresentation of higher income households.

Participants reported residing in Corvallis for an average 20.7 years. Ninety-seven percent reported living in the suburbs rather than in a rural area. As the Census data suggests, Corvallis residence tend to report high levels of education, 17 years on average.

Ethnically and racially, just fewer than 92 percent of the participants reported themselves to be White and non-Hispanic. The only other ethnicity represented in the sample is

Hispanic. However, the sample is quite diverse, including 15 who reported that they are Asian, 13 reporting that they are American Indian or Alaskan natives, three Hawaiian Islanders, and one Black participant. Comparing these results to the 2000 census data on Corvallis suggested that our sample under-represents Whites.

Just fewer than 75 percent of participants reported that they are married, which also matches the 2000 US Census data for Corvallis. The next most represented group was those who reported currently being divorced, at just over ten percent. Of the remainder, 35 reported they were never married, 27 reported living with a partner, eight were widowed, and two were separated. The majority of participants indicated that they live in a household with two adults and no children. Of those who live with children, they greatest majority reported only one child in the household, followed closely by participants living with two children.

Of those who reported their retirement status, 90 indicated that they are currently retired. Forty-three percent of the retired participants reported that they currently engage in some type of work for pay. The average expected age for retirement, among remaining participants, was 64. Sixty-four percent of this non-retired group anticipated working for pay during retirement. In addition to working for pay during retirement, care giving may take some of the participants' time as well. Whereas as fewer than four percent reported concern about being the primary caregiver for a grandchild, over 28% reported that they are currently, or are planning to be the main caregiver for their parents.

A significant number of participants (11 %) also reported a disability, an over-representation of the population of baby boomers in Corvallis. Of those indicating which type of disability, an overwhelming majority reported physical disabilities that interfere in their ability to pursue their recreational interests.

Finally, eight participants reported living in a two-adult household with no children. With the exception of one household, all remaining participants reported having less than two children.

ACTIVITY SUMMARY FROM DATA:

Corvallis baby boomers are quite active. Walking, dining out, watching movies, engaging in a social evening with friends, and hiking were the top five activities by number of participants who reported. Outdoor gardening, computer/internet, beach, visiting historic sites, plane travel, and going to the cinema were also high on the list, with more than 300 participants reporting each as an activity in which they engage.

Excluding those activities that naturally require a significant number of hours per day, like camping, and international vacations, activities like hunting, fishing, skiing, painting, and golfing take up large portions of time on days when participants engage in these activities. Noteworthy, however, is that when factored by number of hours per year spent engaging in the activity, walking, dining out, and hiking remain the most popular activities.

Corvallis baby boomers expect their interests and activity level to change some over the next ten years, but not much. The top eleven activities by number of participants reporting remained the same as the current list. Spending a social evening with friends overtook hiking, visiting historic sites overtook going to the beach and computer/internet use on the anticipated list. Cumulative number of participants anticipating participation in these eleven activities dropped by 10 percent, however.

MOTIVATION FOR ACTIVITY PARTICIPATION:

Participant reported a wide variety of motivations for participating in recreation and leisure activities (see Table 1). Of them, keeping fit, having fun, enjoyment of the outdoors, relaxation, and family are the most common current and anticipated motivations.

Though little change exists between current and anticipated motivation at the *very* level, it may be important to note that the desire to keep fit is that only type that increased from current to anticipated in number of participants reporting that it is very important.

TABLE I

Corvallis Baby Boomers’ Current and Anticipated Activity Motivations

Motivation Type	Motivation Level					Total
	Not at All	Little	Some	A Lot	Very	
Keep Fit	7	11	70	118	271	477
Keep Fit 10	3	9	31	109	297	449
Fun	1	11	52	157	253	474
Fun 10	1	6	45	144	249	445
Outdoors	18	22	90	145	199	474
Outdoors 10	14	17	76	153	186	446
Relax	8	24	90	149	199	470
Relax 10	5	43	103	114	180	445
Family	18	38	89	150	175	470
Family 10	11	26	82	134	190	443
Harmony	55	68	94	95	152	464
Harmony 10	49	65	85	93	145	437
Tension	30	50	104	134	148	466
Tension 10	37	72	118	92	120	439
Child	107	27	62	98	130	425
Child 10	82	20	74	89	137	403
Challenge	30	57	106	156	117	466
Challenge 10	24	48	101	138	129	440
Learn - Self	23	53	119	159	113	476
Learn - Self 10	19	36	109	149	128	441
Crowds	84	63	105	109	102	463
Crowds 10	83	59	106	95	94	437
Escape	47	66	122	131	101	467
Escape 10	41	71	123	109	98	442
Spirit	120	67	92	89	95	463
Spirit 10	104	63	93	79	97	436
Learn - Child	124	40	81	89	85	419
Learn - Child 10	87	37	72	109	94	399
Safety	156	81	101	49	73	460
Safety 10	138	79	82	59	79	437
Meet People	88	124	157	65	31	465
Meet People 10	59	83	151	98	50	441

Only a small percentage of people report feeling motivated by the opportunity to meet people either currently or in the future, six and 11 percent respectively. Unexpectedly, an average 17 percent of participants reported feeling motivated to engage in recreation activities to ensure their safety.

VOLUNTEER PROBABILITY:

Baby boomers, with a 19-year age spread and such a large population may be the best solution to resolve or supplement the care needs of their oldest members as they age. Unfortunately, as Putnam noted:

Americans born in the first third of the twentieth century and (to a lesser extent) their grandchildren in the so-called millennium generation demonstrated *higher* levels of volunteerism in 1998 than people their age had shown in the 1970s, but volunteerism among late baby boomers (in their thirties and forties in the 1990s) is actually *lower* now than among people of that age in 1975.

(p. 129)

Research from the Corporation for National and Community Service (CNCS) supported Putnam’s findings: “Volunteering rates tend to peak for adults in their mid 30’s to mid 50’s and decline for adults 60 and over” (CNCS, 2007, p. 5). Indeed, in a meta-analysis of existing, published literature, Wheeler, Gorey, and Grennblatt (1998) found that although baby boomers were volunteering a great deal, they tend to peak in their service work between ages 40 – 44 and to maintain those levels only until age 64 (Hendricks & Cutler, 2004). For social service agencies to keep up with the eldest baby boomers’ demands for care, they will have to rely on nonprofit organizations for support.

Yet, as Morris and Caro noted about the resource deficiencies in human service fields, “The public/private distinction matters little, since both rely heavily upon public funding” (1995, p. 3).

Thus, finding a way to predict volunteer commitment from the population of younger boomers and retain commitment from the older boomers seems essential. Even though research on volunteerism has grown in recent decades, evidence for predictability of volunteer behavior is lacking (Keyes & Haidt, 2003, Omoto & Snyder, 1990; Van Manen, 1990). Yet, communities must efficiently tap baby boomers financial and social capital to ensure the health and welfare of this cohort.

XII. APPENDICES B

ETHNICITY SAMPLE FROM DATA

Table 1A
Top Ten Activities of American Indian of Alaskan Boomers Living in Corvallis
Males (N = 4)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Walk	-	Walk	Walk
2	Hike	-	Jog	Golf
3	Ride ATV's	-	Hike	Cook
4	Picnic	-	Picnic	-
5	Visit Historic Sites	-	Visit Historic Sites	-
6	Explore Tide pools	-	Golf	-
7	Dance	-	Scuba Dive	-
8	Cook	-	Bowl	-
9	Learn Languages	-	Cook	-
10	Dine Out	-	Outdoor Garden	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

Table 1B
Top Ten Activities of American Indian of Alaskan Boomers Living in Corvallis
Female (N = 9)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Walk	Walk	Walk	Walk
2	Jog	Hike	Hike	Sightsee
3	Picnic	Picnic	Sightsee	Outdoor Garden
4	Visit Historic Sites	Visit Historic Sites	Visit Historic Sites	Go to Cinema
5	Outdoor Court Games	Whale Watch	Listen to Music	Billiards
6	Tennis	Kayak	Attend Parties	-
7	Go to Playground	Go to the Beach	Socialize	-
8	Explore Tide pools	Socialize	Bike	-
9	Flat-water Kayak	Jog	Picnic	-
10	Go to Beach	Bike	Volunteer	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1C
Top Ten Activities of Hawaiian Baby Boomers Living in Corvallis - Male (N = 1)**

Age Range	41 - 45	46 – 50	51 - 55	56 - 60
Rank	Activities:			
1	-	-	Walk	-
2	-	-	Hike	-
3	-	-	Bike	-
4	-	-	Picnic	-
5	-	-	Sightsee	-
6	-	-	Observe Wildlife	-
7	-	-	Tent Camp	-
8	-	-	Go to Beach	-
9	-	-	Volunteer	-
10	-	-	Dine Out	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

Table 1D
Top Ten Activities of Hawaiian Baby Boomers Living in Corvallis - Female (N = 2)

Age Range	41 – 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Walk	-	-	Walk
2	Hike	-	-	Cook
3	Picnic	-	-	Outdoor Garden
4	Sightsee	-	-	Listen to Music
5	Go to Playground	-	-	Go to Cinema
6	Tent Camp	-	-	Billiards
7	Go to Beach	-	-	-
8	Swim	-	-	-
9	Outdoor Garden	-	-	-
10	Play Cards	-	-	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1E
Top Ten Activities of Asian Baby Boomers Living in Corvallis - Male (N = 6)**

Age Range	41 - 45	46 – 50	51 - 55	56 - 60
Rank	Activities:			
1	-	Walk	Use the Internet	Walk
2	-	Visit Historic Sites	Socialize	Jog
3	-	Use the Internet	Volunteer	Hike
4	-	Listen to Music	Dine Out	Fly Fish
5	-	Ski	Walk	Boat Fish
6	-	Golf	Hike	Skeet Shoot
7	-	Outdoor Garden	Bike	Windsurf
8	-	Photography	Picnic	Lift Weights
9	-	Attend Parties	Outdoor Garden	Hobbies
10	-	Shop	Photography	Shop

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1F
Top Ten Activities of Asian Baby Boomers Living in Corvallis - Female (N = 9)**

Age Range	41 - 45	46 – 50	51 - 55	56 - 60
Rank	Activities:			
1	Walk	Walk	Walk	Walk
2	Picnic	Aerobics	Hike	Jog
3	Dine Out	Yoga	Sightsee	Hike
4	-	Art	Outdoor Garden	Sightsee
5	-	Cook	Use the Internet	Explore Tide pools
6	-	Outdoor Garden	Volunteer	Tent Camp
7	-	Listen to Music	Dine Out	Flat-water Kayak
8	-	Attend Parties	Photography	Socialize
9	-	Volunteer	Use the Library	Volunteer
10	-	Use the Library	Shop	Dine Out

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1G
Top Ten Activities of White Baby Boomers Living in Corvallis - Male (N = 169)**

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Hike	Walk	Walk	Socialize
2	Ride ATV's	Hike	Use the Internet	Dine Out
3	Learn Languages	Dine Out	Outdoor Garden	Walk
4	Walk	Go to Cinema	Go to Cinema	Hike
5	Golf	Picnic	Socialize	Sightsee
6	Go to Beach	Use the Internet	Hike	Go to Beach
7	Visit Historic Sites	Sporting Events	Dine Out	Outdoor Garden
8	Use the Internet	Go to Beach	Sightsee	Picnic
9	Sporting Events	Attend Parties	Sporting Events	Golf
10	Dine Out	Explore Tide pools	Plane Travel	Use the Internet

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1H
Top Ten Activities of White Baby Boomers Living in Corvallis - Female (N = 257)**

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Hike	Walk	Walk	Walk
2	Go to Beach	Dine Out	Dine Out	Go to Cinema
3	Socialize	Hike	Hike	Socialize
4	Dine Out	Use the Internet	Visit Historic Sites	Cook
5	Outdoor Garden	Socialize	Go to Cinema	Use the Internet
6	Visit Historic Sites	Visit Historic Sites	Go to Beach	Hike
7	Sightsee	Go to Beach	Shop	Outdoor Garden
8	Use the Internet	Outdoor Garden	Socialize	Sightsee
9	Plane Travel	Shop	Sporting Events	Visit Historic Sites
10	Go to Cinema	Picnic	Plane Travel	Shop

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1J
Top Ten Activities of Other Baby Boomer Races Living in Corvallis - Male (N = 4)**

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Rank	Activity			
1	-	Walk	-	Hike
2	-	Jog	-	Bike
3	-	Hike	-	Cross-Country Ski
4	-	Bike	-	Snowshoe
5	-	Picnic	-	Visit Historic Sites
6	-	Sightsee	-	Collect Things
7	-	Tent Camp	-	Cook
8	-	Socialize	-	Use the Internet
9	-	Volunteer	-	Go to Cinema
10	-	Dine Out	-	Listen to Music

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1L
Top Ten Activities of Black Baby Boomers Living in Corvallis - Female (N = 1)**

Age Range	41 – 45	46 - 50	51 - 55	56 - 60
Rank	Activities:			
1	Walk	-	-	-
2	Go to Playground	-	-	-
3	Visit Nature Centers	-	-	-
4	RV Camp	-	-	-
5	Boat	-	-	-
6	Go to Beach	-	-	-
7	Volunteer	-	-	-
8	Dine Out	-	-	-
9	-	-	-	-
10	-	-	-	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

Table 1L
Top Ten Activities Hispanic of Latino Baby Boomers Living in Corvallis
Male (N=2)

Age Range	41 - 45	46 – 50	51 - 55	56 - 60
Rank	Activities:			
1	-	Walk	Walk	-
2	-	Jog	Hike	-
3	-	Hike	Backpack	-
4	-	Bike	Cross-Country Ski	-
5	-	Picnic	Snowshoe	-
6	-	Sightsee	Picnic	-
7	-	Go to Playground	Visit Historic Sites	-
8	-	Observe Wildlife	Bird Watch	-
9	-	Tent Camp	Whale Watch	-
10	-	Fly Fish	Explore Tide pools	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1M
Top Ten Activities of Latino Baby Boomers Living in Corvallis
Female (N=5)**

Age Range	41 – 45	46 - 50	51 - 55	56 - 60
Rank	Activity			
1	Walk	Walk	Walk	-
2	Hike	Hike	Jog	-
3	Bike	Cross-Country Ski	Hike	-
4	Picnic	Picnic	Bike	-
5	Sightsee	Sightsee	Picnic	-
6	Observe Wildlife	Visit Historic Sites	Sightsee	-
7	Collecting Things	Tennis	Go to Playground	-
8	Cook	Bird Watch	Explore Tide pools	-
9	Outdoor Garden	Whale Watch	Cook	-
10	Socialize	Explore Tide pools	Socialize	-

Notes: Dashes indicate that there were no respondents in that age range or that fewer than 10 choices were made.

**Table 1AA
Top Five Anticipated Recreation Activities for Male Boomers 41-45 (N=21)**

Rank	Activity	Number Reporting
1	Walking	17
2	Hiking	16
3	Jogging	11
	Visiting Historic Sites	11
	Watching Movies	11
	Dining Out	11
4	Going to the Beach	10
	Outdoor Gardening	10
	Using the Internet	10
	Going to the Cinema	10
	Socializing	10
5	Picnicking	9
	Sightseeing	9

**Table 1AB
Top Ten Anticipated Recreation Activities for Male Boomers 46-50 (N=42)**

Rank	Activity	Number Reporting
1	Walking	36
2	Dining Out	31
3	Socializing	27
4	Hiking	26
	Watching Movies	26
5	Visiting Historic Sites	23
	Going to the Cinema	23
6	Picnicking	22
	Going to the Beach	22
	Using the Internet	22
	Listening to Music	22
	Sporting Events	22
7	Attending Parties	21
	Using the Library	21
8	Exploring Tide pools	19
	Cooking	19
9	Tent Camping	18
	Outdoor Gardening	18
	Taking a Plane Trip	18
10	Volunteering	17
	Shopping	17

**Table 1AC
Top Ten Anticipated Recreation Activities for Male Boomers 51-55 (N=44)**

Rank	Activity	Number Reporting
1	Walking	33
2	Using the Internet	32
3	Watching Movies	30
4	Outdoor Gardening	28
	Socializing	28
5	Dining Out	25
	Hiking	25
6	Sightseeing	22
	Visiting Historic Sites	22
	Going to the Cinema	22
7	Sporting Event	20
8	Volunteering	19
9	Tent Camping	17
	Cooking	17
	Listening to Music	17
10	Golfing	16
	Going to the Beach	16
	Attending Parties	16

**Table 1AD
Top Ten Anticipated Recreation Activities for Male Boomers 56-60 (N=64)**

Rank	Activity	Number Reporting
1	Walking	51
2	Socializing	40
3	Dining Out	39
4	Hiking	34
	Outdoor Gardening	34
5	Watching Movies	33
6	Listening to Music	32
7	Going to the Beach	31
	Using the Internet	31
	Volunteering	31
8	Picnicking	30
9	Sightseeing	29
	Visiting Historic Sites	29
10	Taking a Plane Trip	28

Table 1AE
Top Ten Anticipated Recreation Activities for Female Boomers 41-45 (N=39)

Rank	Activity	Number Reporting
1	Walking	35
2	Dining Out	28
3	Watching Movies	27
4	Hiking	25
	Socializing	25
5	Going to the Beach	24
	Taking a Plane Trip	24
6	Visiting Historic Sites	21
	Exploring Tide pools	21
	Outdoor Gardening	21
	Shopping	21
7	Going to the Cinema	20
	Attending Parties	20
8	Volunteering	18
	Using the Library	18
9	Picnicing	17
	Using the Internet	17
	Sporting Events	17
10	Cooking	16

Table 1AF
Top Ten Anticipated Recreation Activities for Female Boomers 46-50 (N=68)

Rank	Activity	Number Reporting
1	Walking	58
2	Dining Out	55
3	Hiking	48
	Outdoor Gardening	48
4	Watching Movies	47
5	Going to the Beach	46
6	Picnicking	45
	Historic	45
	Socializing	45
7	Shopping	43
8	Volunteering	40
	Taking a Plane Trip	40
9	Using the Internet	39
10	Going to the Cinema	38

**Table 1AG
Top Ten Anticipated Recreation Activities for Female Boomers 51-55 (N=81)**

Rank	Activity	Number Reporting
1	Walking	75
2	Dining Out	61
3	Outdoor Gardening	58
4	Visiting Historic Sites	56
5	Hiking	54
6	Going to the Beach	53
7	Using the Internet	52
	Going to the Cinema	52
8	Socializing	50
	Taking a Plane Trip	50
9	Shopping	49
10	Picnicking	48

Table 1AH
Top Ten Anticipated Recreation Activities for Female Boomers 56-60 (N=73)

Rank	Activity	Number Reporting
1	Walking	58
2	Dining Out	54
3	Socializing	48
4	Sightseeing	46
5	Hiking	45
	Cooking	45
	Outdoor Gardening	45
	Using the Internet	45
	Taking a Plane Trip	45
6	Visiting Historic Sites	44
	Going to the Beach	44
	Watching Movies	44
	Going to the Cinema	44
7	Shopping	40
8	International Travel	37
	Using the Library	37
9	Picnicking	36
10	Attending Parties	34

**Table 2A
Ten Most Popular Recreation Activities for Male Boomers 41-45 (N=21)**

Rank	Activity	Number Reporting
1	Walking	18
2	Hiking	17
3	Visiting Historic Sites	13
	Going to the Beach	13
	Using the Internet	13
	Dining Out	13
4	Picnicking	12
	Sightseeing	12
	Golfing	12
5	Sporting Events	11
6	Jogging	10
	Outdoor Gardening	10
	Using the Library	10
7	Biking	9
	Outdoor Court Games	9
	Bowling	9
	Going to the Cinema	9
	Socializing	9
8	Cooking	8
9	Exploring Tide pools	7
	Tent Camping	7
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Appendix B – Baby Boomers, Recreation & the Senior Center

	Billiards	7
	Playing Cards	7
	Attending Parties	7
	Volunteering	7
	Shopping	7
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	Playing at Playground	6
	Crabbing	6
	Flat-water Kayaking	6
	Boating	6
	Writing	6
	Listening to Music	6
	Hobbies	6

**Table 2B
Ten Most Popular Recreation Activities for Male Boomers 46-50 (n=42)**

Rank	Activity	Number Reporting
1	Walking	37
2	Hiking	28
	Dining Out	28
3	Socializing	27
4	Using the Internet	24
5	Going to the Cinema	23
6	Picnicking	22
7	Visiting Historic Sites	21
8	Going to the Beach	20
	Listening to Music	20
	Attending Parties	20
	Exploring Tide pools	19
	Cooking	19
	Outdoor Gardening	19
10	Jogging	16
	Taking a Plane Trip	16

Table 2C
Ten Most Popular Recreation Activities for Male Boomers 51-55 (N=44)

Rank	Activity	Number Reporting
1	Walking	38
2	Using the Internet	34
3	Outdoor Gardening	28
4	Socializing	26
5	Going to the Cinema	25
	Dining Out	25
6	Hiking	24
7	Sightseeing	19
	Sporting Events	19
	Taking a Plane Trip	19
8	Visiting Historic Sites	18
9	Cooking	17
	Listening to Music	17
10	Picnicking	16
	Going to the Beach	16
	Attending Parties	16
	Volunteering	16

Table 2D
Ten Most Popular Recreation Activities for Male Boomers 56-60 (N-64)

Rank	Activity	Number Reporting
1	Walking	52
2	Socializing	40
3	Dining Out	39
4	Hiking	36
5	Sightseeing	34
6	Outdoor Gardening	33
7	Going to the Beach	31
8	Using the Internet	30
9	Picnicking	29
	Visiting Historic Sites	29
	Going to the Cinema	29
	Shopping	29
10	Cooking	27
	Sporting Events	27
	Taking a Plane Trip	27

**Table 2E
Top Ten Recreation Activities for Female Boomers 41-45**

Rank	Activity	Number Reporting
1	Walking	37
2	Hiking	27
3	Dining Out	26
4	Going to the Beach	25
5	Socializing	23
6	Visiting Historic Sites	22
	Exploring Tide pools	22
	Outdoor Gardening	22
7	Picnicking	20
8	Taking a Plane Trip	19
9	Using the Internet	18
	Going to the Cinema	18
	Shopping	18
10	Sporting Events	17
	Attending Parties	17
	Using the Library	17

Table 2F
Top Ten Recreation Activities for Female Boomers 46-50 (N=68)

Rank	Activity	Number Reporting
1	Walking	60
2	Dining Out	47
3	Hiking	44
4	Socializing	42
5	Using the Internet	41
6	Outdoor Gardening	40
7	Visiting Historic Sites	39
	Going to the Beach	39
8	Picnicking	37
9	Shopping	36
10	Volunteering	35
	Using the Library	35

Table 2G
Top Ten Recreation Activities for Female Boomers 51-55 (N=81)

Rank	Activity	Number Reporting
1	Walking	75
2	Outdoor Gardening	60
3	Dining Out	56
4	Hiking	53
5	Visiting Historic Sites	51
	Using the Internet	51
6	Going to the Cinema	49
7	Going to the Beach	48
8	Socializing	47
	Shopping	47
9	Cooking	45
10	Sightseeing	42
	Sporting Events	42
	Taking a Plane Trip	42

Table 2H
Top Ten Recreation Activities for Female Boomers 56-60 (N=73)

Rank	Activity	Number Reporting
1	Walking	61
2	Dining Out	57
3	Going to the Cinema	48
4	Cooking	47
	Outdoor Gardening	47
	Socializing	47
5	Hiking	45
6	Using the Internet	44
7	Sightseeing	43
8	Visiting Historic Sites	42
9	Volunteering	37
10	Listening to Music	36

Table 3A
Current Motivations for Activity Participation in Retired Baby Boomers (N=78)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	N = 1	N = 7	N = 25	N = 45
Motivation Types:				
Relax	3.00	3.67	3.64	3.91
Keep Fit	1.00	4.50	4.12	4.44
Challenged	3.00	2.83	3.33	3.43
Fun	3.00	4.50	4.52	4.18
People	2.00	2.17	2.66	2.80
Family	3.00	4.33	4.25	3.80
Child	1.00	3.83	3.45	3.07
Tension	4.00	3.50	3.50	3.56
Learn	5.00	2.83	3.29	3.73
Child Learn	1.00	3.67	3.27	2.97
Escape	5.00	2.33	3.60	3.18
Crowd	1.00	1.83	2.83	3.11
Outdoors	5.00	3.50	3.75	4.00
Harmony	2.00	2.50	3.21	3.52
Spirit	2.00	2.83	2.58	3.07
Safety	1.00	2.33	2.92	2.55

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. N=number of respondents overall and by age range. Numbers represent the mean of Likert scale responses ranging from 1-7. The highest means per age range are in bold.

Table 3B
Anticipated Motivations for Activity participation in Retired Baby Boomers (N=78)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	N = 1	N = 7	N = 25	N = 45
Motivation Types:				
Relax	3.00	3.67	3.60	3.95
Keep Fit	1.00	4.50	4.40	4.56
Challenged	3.00	3.17	3.25	3.48
Fun	3.00	4.50	4.48	4.23
People	3.00	2.33	2.88	3.02
Family	3.00	4.50	4.08	3.95
Child	1.00	4.00	3.32	3.43
Tension	5.00	3.33	3.52	3.41
Learn	5.00	3.00	3.29	3.80
Child Learn	1.00	4.00	3.18	3.31
Escape	5.00	2.33	3.84	3.33
Crowd	1.00	2.50	2.86	3.11
Outdoors	5.00	3.67	3.88	3.98
Harmony	3.00	2.50	3.21	3.62
Spirit	3.00	2.83	2.75	3.17
Safety	3.00	2.33	3.13	2.93

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. N=number of respondents overall and by age range. Numbers represent the mean of Likert scale responses ranging from 1-7. The highest means per age range are in bold.

**Table 4A
Male Baby Boomers’ Motivations for Volunteering**

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Enhancement	2			4
Protection				
Values	11	24	22	32
Social		3	1	1
Understanding			1	1
Career		1		

**Table 4B
Female Baby Boomers’ Motivations for Volunteering**

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
Enhancement	1	4	2	3
Protection	1		2	
Values	25	43	40	46
Social		3	4	1
Understanding		3	3	1
Career				

Table 5AA
Male Baby Boomers’ Current Motivations for Activity Participation (N=171)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	N = 21	N = 42	N = 44	N = 64
Motivation Types:				
Relax	12	29	26	43
Keep Fit	17	37	33	50
Challenge	14	19	25	34
Fun	17	37	35	54
Meet People	2	4	6	13
Family	10	26	21	66
Child	12	16	15	28
Tension	11	21	21	36
Learn	11	17	19	32
Child Learn	12	13	3	21
Escape	8	19	19	34
Crowd	13	15	15	33
Outdoors	16	29	28	51
Harmony	10	17	16	16
Spirit	6	9	13	24
Safety	4	2	5	11

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. The most popular motivations by age range are in bold. N=number of respondents overall and by age range.

Table 5AB
Female Baby Boomers' Current Motivations for Activity Participation (N = 261)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	N = 39	N = 68	N = 81	N = 73
Motivation Types:				
Relax	29	48	60	57
Keep Fit	28	49	69	63
Challenge	22	33	53	37
Fun	36	58	74	53
Meet People	8	14	18	19
Family	31	49	38	53
Child	25	34	47	31
Tension	25	41	53	39
Learn	19	35	51	50
Child Learn	17	22	24	25
Escape	21	31	48	28
Crowd	20	33	37	29
Outdoors	28	46	57	52
Harmony	21	31	48	27
Spirit	13	22	36	33
Safety	12	21	36	17

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. The most popular motivations by age range are in bold. N=number of respondents overall and by age range.

Table 5BA
Male Baby Boomers’ Anticipated Motivations for Activity Participation (N=171)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	<i>N</i> = 21	<i>N</i> = 42	<i>N</i> = 44	<i>N</i> = 64
Motivation Types:				
Relax	11	28	24	36
Keep Fit	15	38	37	53
Challenge	11	18	23	35
Fun	13	37	37	51
Meet People	5	9	8	18
Family	5	9	8	18
Child	7	18	17	28
Tension	10	15	16	28
Learn	10	18	21	33
Child Learn	10	16	16	25
Escape	7	12	20	25
Crowd	10	10	16	27
Outdoors	13	28	34	49
Harmony	7	17	17	16
Spirit	5	9	12	23
Safety	3	4	7	16

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. The most popular motivations by age range are in bold. N=number of respondents overall and by age range.

Table 5BB
Female Baby Boomers’ Anticipated Motivations for Activity Participation (N=261)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	<i>N</i> = 39	<i>N</i> = 68	<i>N</i> = 81	<i>N</i> = 73
Motivation Types:				
Relax	26	44	49	41
Keep Fit	32	52	74	61
Challenge	21	40	53	31
Fun	33	56	75	50
Meet People	11	18	38	22
Family	28	49	61	52
Child	21	34	45	37
Tension	17	33	41	28
Learn	18	35	55	50
Child Learn	16	28	39	31
Escape	19	32	47	26
Crowd	17	25	35	24
Outdoors	26	46	60	50
Harmony	20	30	49	24
Spirit	13	23	35	29
Safety	12	25	37	18

Notes: Age ranges are used in place of individual ages in order to most efficiently organize the data. The most popular motivations by age range are in bold. N=number of respondents overall and by age range.

Table 6A
Male Baby Boomers’ “Felt Age” by Age Range (N=140)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	<i>N</i> = 18	<i>N</i> = 37	<i>N</i> = 40	<i>N</i> = 55
<i>x</i> Actual Age	43.86	48.4	52.73	58.45
<i>x</i> Felt Age	35.11	37.65	44.28	49.10
<i>SD</i>	7.68	10.98	9.10	18.40

Notes: Felt Age refers to the participant’s subjective experience of age. Ranged are used in place of individual ages in order to most efficiently organize Datum. X=mean. N=number of respondents. SD=standard deviations.

Table 6B
Female Baby Boomers’ “Felt Age” by Age Range (N=229)

Age Range	41 - 45	46 - 50	51 - 55	56 - 60
	<i>N</i> = 34	<i>N</i> = 60	<i>N</i> = 73	<i>N</i> = 62
<i>x</i> Actual Age	43.13	48.53	53.17	58.00
<i>x</i> Felt Age	35.29	36.52	42.45	43.50
<i>SD</i>	8.35	7.82	9.10	10.64

Notes: Felt Age refers to the participant’s subjective experience of age. Ranged are used in place of individual ages in order to most efficiently organize Datum. X=mean. N=number of respondents. SD=standard deviations.

XIII. REFERENCES

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XIV. GRAPHS

- Graph 1 - State of Oregon, *Oregon Population Pyramids*, State of Oregon Outdoor Recreation Survey, 2007.
- Graph 2 - State of Oregon, *2002 and 2003 Population Change*, State of Oregon Outdoor Recreation Survey, 2007.
- Graph 3 - State of Oregon, *Top Recreation Activities for Oregonians between 42 & 80*, State of Oregon Outdoor Recreation Survey, 2007.
- Graph 4 - State of Oregon, *Top Activities by Age Group*, State of Oregon Outdoor Recreation Survey, 2007.
- Graph 5 - State of Oregon, *Aging and Volunteerism*, State of Oregon Outdoor Recreation Survey, 2007.

XV. TABLES

1a	Top Ten Activities of American Indian or Alaskan Boomer Males
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1ae	Top Ten Anticipated Recreation Activities for Female Boomers 41-45
1af	Top Ten Anticipated Recreation Activities for Female Boomers 46-50
1ag	Top Ten Anticipated Recreation Activities for Female Boomers 51-55
1ah	Top Ten Anticipated Recreation Activities for Female Boomers 56-60
2A	Ten Most Popular Recreation Activities for Male Boomers 41-45
2B	Ten Most Popular Recreation Activities for Male Boomers 46-50
2C	Ten Most Popular Recreation Activities for Male Boomers 51-55
2D	Ten Most Popular Recreation Activities for Male Boomers 56-60
2E	Top Ten Recreation Activities for Female Boomers 41-45
2F	Top Ten Recreation Activities for Female Boomers 46-50
2G	Top Ten Recreation Activities for Female Boomers 51-55
2H	Top Ten Recreation Activities for Female Boomers 56-60
3A	Current Motivations for Activity Participation Retired Boomers
3B	Anticipated Motivation for Activity Participation Retired Boomers
4A	Male Boomers Motivation for Volunteering
4B	Female Boomers Motivation for Volunteering
5AA	Male Boomers Current Motivation for Activity Participation
5AB	Female Boomers Current Motivation for Activity Participation
5BA	Male Boomers Anticipated Motivations for Activity Participation
5BB	Female Boomers Anticipated Motivations for Activity Participation
6A	Male Boomers “Felt Age” by Age Range
6B	Female Boomers “Felt Age” by Age Range