

2021 COOK COUNTY MOUNTAIN BIKING VISITOR SURVEY

June 25 – September 19, 2021

Note: Unless specified otherwise, all numbers are percentages. Percentages less than 0.5% are replaced by an asterisk (*). Zeros are replaced by dashes (--). Rows/columns may not total 100% due to rounding. Data is weighted to reflect weekly and daily visitation patterns. Survey conducted by Parks & Trails Council of Minnesota.

	Sample size	Margin of error at 95% confidence level
Cook County Mountain Biking System Visitors	219	+/- 6.6% points

1. Which trail activities are you and your group doing during your visit today?

Mountain Biking	96
Hiking or walking	12
Birdwatching / wildlife viewing	2
Running or jogging	2
Nature Photography	2
Dog Walking	1

2. Which one of these activities was your main reason for visiting this trail?

Mountain Biking	96
Hiking or walking	3
Running or jogging	1
Nature Photography	*

3. Do you have a favorite place in Minnesota to go mountain biking?

Asked if Q1 = Mountain Biking

Yes	67
No	33

Favorite place to mountain bike in Minnesota [Open Responses, Grouped]

Cook County	34
Duluth	23
Cuyuna	14
Twin Cities Metro	8
Redhead	7
North Shore	6
Bertram	4
Giant's Ridge	3
Walker	1
Maplelag	1

4. What is your mountain biking skill level?

Asked if Q1 = Mountain Biking

Beginner	9
Intermediate	44
Advanced	35
Expert	12

5. Are you riding a fat-tire bike today?

Asked if Q1 = Mountain Biking

Yes	12
No	89

6. Are you riding your own bike today?

Asked if Q1 = Mountain Biking

Yes	94
No, I'm using a rental bike	5
No, I'm borrowing a bike from a friend or family member	2

7. What are your most important reasons for visiting the trail today?

Experience nature	74
Do something exciting and adventurous	72
Improve my physical health	63
Relaxation and/or stress relief	58
Spend time with family or friends	52
Learn/practice tricks and skills	29
Getting my children outdoors	20
Meet new people	13
Training for event or competition	13

8. Approximately how much time did you spend at the trail on this visit?

Mean = 2 hours, 51 minutes

Median = 2 hours, 30 minutes

Less than an hour	3
1 to 2 hours	23
2 to 3 hours	27
3 to 4 hours	27
4 to 6 hours	19
6 or more hours	2

9. Approximately how often do you visit this trail during spring, summer and fall?

First time visiting	44
Daily	3
Weekly	7
Monthly	18
Once a year	25
Less than once a year	3

10. Overall, how would you rate your trail experience today?

Very Poor	---
Poor	---
Fair	3
Good	15
Very Good	82

11. How many people are in the group you're recreating with today?

	Mean	Median
Total	2.5	2
Adults	2.0	2
Children	0.5	---

Total number of people in group:

1 person	31
2 people	37
3 people	13
4 people	9
5 people	4
6 people	1
7 people	3
8 people	*
9 people	*
10 or more people	1

Groups with children:

Visiting in group <u>with</u> children	22
Visiting in group <u>without</u> children	78

12. What information sources have you used to learn about this trail?

Trail app	61
Friends and Family	45
Internet search (e.g. Google)	42
Known about trail for years	26
Superior Cycling Association website	23
Social Media (e.g., Facebook, Instagram, Twitter)	22
From a club or group ride	12
Visit Cook County website	11
Recommendation from a business/visitor center	10
Print Publication (e.g., magazine, newspaper)	5
"Minnesota Great Outdoors" park and trail finder	5
TV or radio	4

Amongst visitors who use a trail app, most frequently used app:

TrailForks	68
MTB Project	35
Strava	27
Singletracks	8
All Trails	8
MapMyRide	2

13. To prepare for your visit today, did you or your group look for information about this trail before you came?

Yes	63
No	37

14. What information did you search for before your visit today?

Asked if Q13 = Yes

Trail maps and mileage	86
Trail difficulty	51
Travel directions	46
Trail reviews / photos	39
Parking information	29
Trail rules / Allowed activities	14
Nearby lodging options	11
Nearby restaurants	11
Park/trail hours	8
Trail conditions / weather*	4
Equipment rentals	3
Cost / fees	2

* Open ended response to "other". Frequency likely would have been higher if provided as an answer.

15. Do you live more than 50 miles from this trail?

Yes	82
No	18

16. Are you on a trip where you have or plan to stay at least one night away from home?

Yes	71
No	29

Visitor type classification:

Day Visitor	13
Overnight Visitor	72
Local Visitor	15

17. How important was the trail in deciding to visit this area?

Asked if Q15 and/or Q16 = Yes

The trail was the <u>primary reason</u> why I visited the area	35
The trail was a <u>significant reason</u> why I visited the area	22
The trail was <u>part of the reason</u> why I visited the area	24
I would have visited this area even without the trail	19

18. How many total nights do you plan to spend in this area during your trip?

Asked if Q16 = Yes

1-2 nights	37
3-4 nights	35
5-6 nights	12
7-13 nights	15
>13 nights	2

19. What type of overnight accommodations are you staying in during your trip?

Asked if Q16 = Yes

Campground	34
Resort/lodge/commercial cabin	20
Vacation rental by owner (Airbnb, VRBO)	20
Hotel/motel	13
Home/cabin of friend or relative	12
My own vacation home	10
Bed & Breakfast	*

20. How far in advance did you plan this trip?

Asked if Q15 and/or Q16 = Yes

Less than 1 week	25
1 to 2 weeks	18
2 to 4 weeks (1 month)	13
1-2 months	9
2-3 months	15
3+ months	20

21. What is the zip code of your home address, or what is your country of residence?

State of Residence:

Minnesota	85
Wisconsin	4
Illinois	3
Arkansas	1
Iowa	1
California	1
Georgia	1
Michigan	1
Alaska	*
Arizona	*
Missouri	*
Montana	*
Oregon	*
Texas	*
Washington	*
Florida	*
North Dakota	*
South Carolina	*
South Dakota	*

Most Frequent Core-Based Statistical Areas:

Minneapolis-St. Paul-Bloomington, MN-WI	47
Duluth, MN-WI	19
Cook County, MN	12
St. Cloud, MN	3
Chicago-Naperville-Elgin, IL-IN-WI	2

22. What year were you born?

Age Brackets:

Under 30	11
30-39	20
40-49	27
50-59	27
60-69	12
70-79	3

Generation:

Baby Boomer (Age 57-75)	24
Gen X (Age 41-56)	43
Millennial (Age 25-40)	31
Gen Z (Age 9-24)	2

23. What is your gender identity?

Female	24
Male	75
Non-binary / third gender	*

24. Do you identify as transgender?

Yes	*
No	98
Prefer not to answer	1

25. How do you describe yourself?

White or Caucasian	95
Some other race, ethnicity or origin	5
Hispanic or Latinx	3
Native American, First Nation or Alaska Native	*
Middle Eastern or North African	*
Pacific Islander	*
Asian	---
Black or African American	---

27. What language do you speak most often at home?

English	100
Spanish	*

29. What is the highest level of education you have completed?

Less than high school	1
High school graduate or GED	4
Some college, but no degree	8
Associate, vocational or technical degree	9
Bachelor's degree	42
Graduate or professional degree	36

30. Do you, or does someone in your group, have a physical, mental or sensory disability or condition?

Yes	2
No	98

31. Please indicate your total household income before taxes last year

Less than \$20,000	2
\$20,000 - \$29,999	2
\$30,000 - \$39,999	3
\$40,000 - \$49,999	5
\$50,000 - \$59,999	5
\$60,000 - \$69,999	4
\$70,000 - \$79,999	3
\$80,000 - \$89,999	8
\$90,000 - \$99,999	7
\$100,000 - \$149,999	24
\$150,000 - \$199,999	12
\$200,000 or more	25