

2021 DETROIT MOUNTAIN RECREATION AREA VISITOR SURVEY

June 28 – September 18, 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
Detroit Mountain Recreation Area Visitors	116	+/- 9.1% points

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

Mountain Biking	93
Hiking or walking	11
Dog Walking	5
Nature Photography	4
Birdwatching / wildlife viewing	3
Running or jogging	2
Other	1

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

Mountain Biking	92
Hiking or walking	4
Dog walking	1
Nature Photography	1
Birdwatching / Wildlife viewing	1

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

Asked if Q1 = Mountain Biking

Yes	62
No	39

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

Detroit Mountain	47
Cuyuna	36
Redhead	7
Twin Cities Metro	3
Maplelag	3
Duluth	2
Giants Ridge	1
Movil Maze	1

4. What is your mountain biking skill level?

Asked if Q1 = Mountain Biking

Beginner	7
Intermediate	50
Advanced	35
Expert	8

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

Asked if Q1 = Mountain Biking

Yes	11
No	89

6. Are you riding your own bike today?

Asked if Q1 = Mountain Biking

Yes	88
No, I'm using a rental bike	11
No, I'm borrowing a bike from a friend or family member	1

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

Improve my physical health	68
Experience Nature	61
Do something exciting and adventurous	59
Learn/practice tricks and skills	54
Spend time with family or friends	49
Relaxation and/or stress relief	48
Getting my children outdoors	27
Meet new people	16
Training for event or competition	16
Other	1

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

Mean = 2 hours, 32 minutes

Median = 2 hours, 10 minutes

Less than an hour	3
1 to 2 hours	33
2 to 3 hours	30
3 to 4 hours	14
4 to 6 hours	16
6 or more hours	4

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

First time visiting	26
Daily	4
Weekly	33
Monthly	20
Once a year	18

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

Very Poor	---
Poor	---
Fair	---
Good	20
Very Good	80

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

	Mean	Median
Total	3.6	2
Adults	2.4	2
Children	1.2	---

Total number of people in group:

1 person	29
2 people	28
3 people	16
4 people	12
5 people	2
6 people	2
7 people	2
8 people	---
9 people	2
10 or more people	8

Groups with children:

Visiting in group <i>with</i> children	40
Visiting in group <i>without</i> children	60

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

Detroit Mountain website	63
Trail app	52
Known about trail for years	45
Friends and Family	40
Internet search (e.g. Google)	29
Social Media (e.g., Facebook, Instagram, Twitter)	25
From a club or group ride	16
Visit Detroit Lakes website	4
Recommendation from a business/visitor center	4
Print Publication (e.g., magazine, newspaper)	4
"Minnesota Great Outdoors" park and trail finder	3
TV or radio	1

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

TrailForks	46
Strava	45
MTB Project	35
Singletracks	25
All Trails	12
MapMyRide	6

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

Yes	39
No	61

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

Asked if Q13 = Yes

Trail maps and mileage	51
Park/trail hours	40
Trail difficulty	33
Cost / fees	32
Trail reviews / photos	20
Trail rules / Allowed activities	14
Travel directions	12
Trail conditions / weather*	11
Equipment rentals	7
Nearby restaurants	6
Nearby lodging options	5
Parking information	1

* 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	64
No	36

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

Yes	42
No	58

Visitor type classification:

Day Visitor	25
Overnight Visitor	42
Local Visitor	33

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	39
The trail was a <u>significant reason</u> why I visited the area	19
The trail was <u>part of the reason</u> why I visited the area	20
I would have visited this area even without the trail	22

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

Asked if Q16 = Yes

1-2 nights	44
3-4 nights	18
5-6 nights	4
7-13 nights	16
>13 nights	18

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

Asked if Q16 = Yes

Home/cabin of friend or relative	41
My own vacation home	27
Hotel/motel	19
Campground	11
Resort/lodge/commercial cabin	11
Bed & Breakfast	2
Vacation rental by owner (Airbnb, VRBO)	1

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

Asked if Q15 and/or Q16 = Yes

Less than 1 week	45
1 to 2 weeks	12
2 to 4 weeks (1 month)	17
1-2 months	9
2-3 months	3
3+ months	14

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

State of Residence:

Minnesota	51
North Dakota	33
Colorado	3
Connecticut	2
Missouri	2
New Mexico	2
Utah	2
Vermont	2
California	*
Iowa	*
New York	*
South Dakota	*
U.S. Virgin Islands	*
Virginia	*
Wisconsin	*

Most Frequent Core-Based Statistical Areas:

Fargo-Moorhead, ND-MN	34
Detroit Lakes-Frazee, MN	18
Minneapolis-St. Paul-Bloomington, MN-WI	12

22. What year were you born?

Age Brackets:

Under 30	21
30-39	15
40-49	35
50-59	20
60-69	7
70-79	2

Generation:

Baby Boomer (Age 57-75)	10
Gen X (Age 41-56)	54
Millennial (Age 25-40)	27
Gen Z (Age 9-24)	9

23. What is your gender identity?

Female	20
Male	80
Non-binary / third gender	*

24. Do you identify as transgender?

Yes	1
No	96
Prefer not to answer	3

25. How do you describe yourself?

White or Caucasian	90
Native American, First Nation or Alaska Native	3
Some other race, ethnicity or origin	2
Middle Eastern or North African	2
Hispanic or Latinx	2
Asian	1
Black or African American	1

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

English	100
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29. What is the highest level of education you have completed?

Less than high school	2
High school graduate or GED	9
Some college, but no degree	15
Associate, vocational or technical degree	13
Bachelor's degree	33
Graduate or professional degree	29

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

Yes	7
No	93

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

Less than \$20,000	1
\$20,000 - \$29,999	2
\$30,000 - \$39,999	5
\$40,000 - \$49,999	5
\$50,000 - \$59,999	1
\$60,000 - \$69,999	6
\$70,000 - \$79,999	6
\$80,000 - \$89,999	8
\$90,000 - \$99,999	5
\$100,000 - \$149,999	16
\$150,000 - \$199,999	14
\$200,000 or more	31