

**2021 DULUTH TRAVERSE VISITOR SURVEY**

June 26 – September 16, 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 by survey location and day-of-week to reflect trail use patterns. Survey conducted by Parks & Trails Council of Minnesota.

Duluth Traverse Trail Adult Visitors	<b>Sample size</b> 278	<b>Margin of error at 95% confidence level</b> +/- 5.9% points
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**1. Which trail activities are you and your group doing during your visit today?**

Mountain Biking	66
Hiking or walking	43
Dog Walking	23
Running or jogging	12
Birdwatching / wildlife viewing	7
Nature Photography	6
Geocaching	2
Horseback riding	1

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

Mountain Biking	61
Hiking or walking	24
Dog walking	9
Running or jogging	4
Geocaching	1
Nature Photography	1
Birdwatching / Wildlife viewing	*

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

*Asked if Q1 = Mountain Biking*

Yes	69
No	31

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

Duluth	75
<i>Duluth - Unspecified</i>	52
<i>Mission Creek</i>	8
<i>Spirit Mountain</i>	5
<i>Lester Park</i>	4
<i>Hartley Nature Center</i>	2
<i>Piedmont</i>	2
<i>Hawk Ridge</i>	2
Cuyuna	13
Tioga	3
North Shore	2
Redhead	2
Twin Cities Metro	2
Giant's Ridge	1
Iron Range	1
Red Rock	1

**4. What is your mountain biking skill level?**

*Asked if Q1 = Mountain Biking*

Beginner	11
Intermediate	47
Advanced	32
Expert	10

**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	99
No, I'm using a rental bike	1
No, I'm borrowing a bike from a friend or family member	---

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

Improve my physical health	72
Experience Nature	66
Relaxation and/or stress relief	62
Do something exciting and adventurous	55
Spend time with family or friends	43
Getting my children outdoors	23
Learn/practice tricks and skills	21
Training for event or competition	12
Meet new people	9

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

Mean = 2 hours, 11 minutes  
Median = 1 hour, 30 minutes

Less than an hour	8
1 to 2 hours	46
2 to 3 hours	26
3 to 4 hours	7
4 to 6 hours	8
6 or more hours	5

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

First time visiting	17
Daily	12
Weekly	38
Monthly	24
Once a year	7
Less than once a year	2

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

Very Poor	---
Poor	---
Fair	*
Good	28
Very Good	72

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

	Mean	Median
Total	2.4	2
Adults	1.8	2
Children	0.6	---

**Total number of people in group:**

1 person	38
2 people	35
3 people	10
4 people	11
5 people	2
6 people	1
7 people	1
8 people	*
9 people	---
10 or more people	2

**Groups with children:**

Visiting in group <u>with</u> children	26
Visiting in group <u>without</u> children	74

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

Known about trail for years	54
Trail app (Any)	53
COGGS website	42
Friends and Family	36
Internet search (e.g. Google)	33
Social Media (e.g., Facebook, Instagram, Twitter)	21
Duluth Parks Website	13
From a club or group ride	12
Print Publication (e.g., magazine, newspaper)	5
Recommendation from a business/visitor center	5
Visit Duluth Website	3
"Minnesota Great Outdoors" park and trail finder	1
TV or radio	1

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

<i>TrailForks</i>	68
<i>Strava</i>	39
<i>MTB Project</i>	36
<i>All Trails</i>	16
<i>Singletracks</i>	10
<i>MapMyRide</i>	4

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

Yes	32
No	68

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

*Asked if Q13 = Yes*

Trail maps and mileage	73
Trail difficulty	49
Travel directions	30
Trail reviews / photos	24
Trail rules / Allowed activities	19
Parking information	15
Cost / fees	11
Nearby lodging options	11
Park/trail hours	10
Nearby restaurants	9
Trail conditions / weather*	7
Equipment rentals	3

\* 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	30
No	70

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

Yes	23
No	77

**Visitor type classification:**

Day Visitor	7
Overnight Visitor	23
Local Visitor	70

**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	42
The trail was a <u>significant reason</u> why I visited the area	21
The trail was <u>part of the reason</u> why I visited the area	23
I would have visited this area even without the trail	14

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

*Asked if Q16 = Yes*

1-2 nights	59
3-4 nights	25
5-6 nights	5
7-13 nights	9
>13 nights	3

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

*Asked if Q16 = Yes*

Campground	39
Hotel/motel	21
Home/cabin of friend or relative	16
Vacation rental by owner (Airbnb, VRBO)	10
Resort/lodge/commercial cabin	6
My own vacation home	2
Bed & Breakfast	---

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

*Asked if Q15 and/or Q16 = Yes*

Less than 1 week	36
1 to 2 weeks	8
2 to 4 weeks (1 month)	20
1-2 months	17
2-3 months	9
3+ months	11

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

**State of Residence:**

Minnesota	89
Wisconsin	6
Michigan	1
Florida	1
Iowa	1
North Dakota	1
South Dakota	1
Arkansas	*
Colorado	*
Montana	*
Nebraska	*
New Mexico	*
New York	*
Pennsylvania	*
Washington	*

**Most Frequent Core-Based Statistical Areas:**

Duluth, MN-WI	73
Minneapolis-St. Paul-Bloomington, MN-WI	15
Rochester, MN	2
Madison, WI	1

**22. What year were you born?**

**Age Brackets:**

Under 30	16
30-39	26
40-49	20
50-59	19
60-69	11
70-79	6
80+	2

**Generation:**

Gen Z (Age 9-24)	4
Millennial (Age 25-40)	40
Gen X (Age 41-56)	33
Baby Boomer (Age 57-75)	21
Silent (Age 76-93)	3

**23. What is your gender identity?**

Female	40
Male	60
Non-binary / third gender	*

**24. Do you identify as transgender?**

Yes	*
No	98
Prefer not to answer	2

**25. How do you describe yourself?**

White or Caucasian	96
Asian	2
Native American, First Nation or Alaska Native	2
Some other race, ethnicity or origin	1
Middle Eastern or North African	1
Hispanic or Latinx	1
Pacific Islander	*
Black or African American	---

**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	---
High school graduate or GED	7
Some college, but no degree	8
Associate, vocational or technical degree	11
Bachelor's degree	40
Graduate or professional degree	36

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

Yes	5
No	95



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

Less than \$20,000	3
\$20,000 - \$29,999	2
\$30,000 - \$39,999	6
\$40,000 - \$49,999	4
\$50,000 - \$59,999	8
\$60,000 - \$69,999	10
\$70,000 - \$79,999	7
\$80,000 - \$89,999	9
\$90,000 - \$99,999	4
\$100,000 - \$149,999	23
\$150,000 - \$199,999	11
\$200,000 or more	15