2022 SPLIT ROCK WILDS VISITOR SURVEY
July 15 – September 5, 2022

Note: Unless otherwise noted, results are representative of adult visitors using the trail system. 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 visitation patterns. Survey conducted by Parks & Trails Council of Minnesota.

	Sample size	Margin of error at 95% confidence level
Split Rock Wilds Adult Visitors	116	+/- 9.1% points

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

Mountain Biking	95%
Hiking or walking	16%
Dog Walking	4%
Running / Jogging	4%
Nature Photography	4%
Birdwatching / Wildlife viewing	2%

2. Which one of these activities was your <u>main reason</u> for visiting this trail? *
* Results for all visitors. Includes non-respondents and groups with no adults (n = 136)

Mountain biking	94%
Hiking or walking	4%
Running or jogging	2%
Nature photography	1%

3. What is your mountain biking skill level?
Asked if Q1 = Mountain Biking

Beginner	13%
Intermediate	38%
Advanced	40%
Expert	9%

4. 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]

Cuyuna	35%
Duluth	32%
Split Rock Wilds	11%
Twin Cities Metro	10%
Cook County	6%
Redhead	3%
Ely	2%
Pine Valley	2%
Northern Minnesota	1%

5. Are you riding a fat-tire bike today?
Asked if Q1 = Mountain Biking

Yes	13%
No	87%

6. Are you riding your own bike today?
Asked if Q1 = Mountain Biking

Yes	100%
No, I'm using a rental bike	--
No, I'm borrowing a bike from a friend or family member	--

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

Do something exciting and adventurous	70%
Experience Nature	61%
Improve my physical health	60%
Relaxation and/or stress relief	51%
Spend time with family or friends	37%
Learn/practice tricks and skills	26%
Getting my children outdoors	16%
Training for event or competition	8%
Meet new people	4%

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

Mean = 2 hours, 36 minutes
Median = 2 hours

Less than an hour	4%
1 to 2 hours	18%
2 to 3 hours	38%
3 to 4 hours	28%
4 to 6 hours	9%
6 or more hours	4%

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

First time visiting	59%
Daily	2%
Weekly	4%
Monthly	20%
Once a year	15%
Less than once a year	1%

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

Very good	67%
Good	22%
Fair	6%
Poor	3%
Very poor	2%

11. How many people are in the group you're recreating with today? *
* Results for all visitor groups. Includes non-respondents and groups with no adults (n = 134)

	Mean	Median
Total	2.1	2
Adults	1.7	2
Children	0.4	---

Total number of people in group:

1	39%
2	38%
3	12%
4	6%
5	2%
6	2%
7 or more people	1%

Groups with children:

Visiting in group <u>with</u> children	19%
Visiting in group <u>without</u> children	81%

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

Trail App	71%
Internet search (e.g. Google)	47%
Friends and Family	36%
Social Media (e.g., Facebook, Instagram, Twitter)	28%
Known about trail for years	13%
LCMTB Facebook Page	11%
Minnesota DNR website	9%
Recommendation from a business/visitor center	8%
Print Publication (e.g., magazine, newspaper)	8%
From a club or group ride	2%
TV or radio	2%
Lovin' Lake County website	1%
"Minnesota Great Outdoors" park and trail finder	1%

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

TrailForks	70%
MTB Project	33%
Strava	22%
Singletracks	20%
TrailBot	9%
All Trails	2%
MapMyRide	1%

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

Yes	76%
No	24%

14. What information did you search for before your visit today?
Asked if Q13 = Yes

Trail maps and mileage	78%
Trail difficulty	47%
Trail Conditions	43%
Trail reviews / photos	38%
Travel directions	15%
Trail rules / Allowed activities	13%
Parking information	11%
Park/trail hours	11%
Nearby lodging options	8%
Cost / fees	7%
Nearby restaurants	3%
Equipment rentals	--

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

Yes	77%
No	23%

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

Yes	76%
No	24%

Visitor type classification:

Day Visitor	6%
Overnight Visitor	76%
Local Visitor	18%

17. How many total nights do you plan to spend in this area during your trip?
Asked if Q16 = Yes

Just passing through	--
1 night	16%
2 nights	26%
3 nights	35%
4 nights	11%
5-6 nights	9%
7-13 nights	1%
> 13 nights	1%

18. What type of overnight accommodations are you staying in during your trip?
Asked if Q16 = Yes

Campground	52%
Home/cabin of friend or relative	19%
Hotel/motel	16%
Resort/lodge/commercial cabin	8%
Vacation rental by owner (Airbnb, VRBO)	5%
My own vacation home	5%
Bed & Breakfast	--

19. 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	36%
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	30%
I would have visited this area even without the trail	14%

20. How far in advance did you plan this trip?
Asked if Q15 and/or Q16 = Yes

Less than 1 week	22%
1 to 2 weeks	24%
2 to 4 weeks (1 month)	12%
1-2 months	16%
2-3 months	12%
3+ months	13%

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

State of Residence:

Minnesota	86%
Wisconsin	5%
Colorado	3%
Ontario, Canada	3%
Indiana	1%
North Carolina	1%

Most Frequent Core-Based Statistical Areas:

Minneapolis-St. Paul-Bloomington, MN-WI	55%
Duluth, MN-WI	20%
Lake County, MN	6%
Mankato-North Mankato, MN	3%
Thunder Bay, ON	3%

22. What year were you born? *
* Ages were only asked of adult visitors. Percentage under 18 is calculated based upon group composition (Q11). Includes non-respondents who provided birth year and groups with no adults (n = 120).

Age Brackets:

Under 18	17%
18-29	7%
30-39	18%
40-49	30%
50-59	17%
60-69	11%
70-79	2%

Generation:

Baby Boomer (Age 58-76)	14%
Gen X (Age 42-57)	40%
Millennial (Age 26-41)	30%
Gen Z and younger (Age 25 and younger)	17%

23. What is your gender identity?

Female	22%
Male	79%
Non-binary / third gender	--

24. Do you identify as transgender?

Yes	--
No	100%

25. How do you describe yourself?

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

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

English	98%
Somali	1%
Spanish	1%

28. How well do you speak English?
Asked if Q27≠ English (n=2)

Very well	38%
Well	63%
Not well	--
Not at all	--

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

Less than high school	--
High school graduate or GED	3%
Some college, but no degree	3%
Associate, vocational or technical degree	10%
Bachelor's degree	52%
Graduate or professional degree	33%

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

Yes	4%
No	96%

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

Less than $20,000	--
$20,000 - $29,999	1%
$30,000 - $39,999	1%
$40,000 - $49,999	5%
$50,000 - $59,999	8%
$60,000 - $69,999	5%
$70,000 - $79,999	6%
$80,000 - $89,999	7%
$90,000 - $99,999	6%
$100,000 - $149,999	23%
$150,000 - $199,999	17%
$200,000 or more	21%