

2022 TIOGA RECREATION AREA VISITOR SURVEY

May 27 – September 5, 2022

Note: Only visitors using the Tioga Recreation Area trail system were surveyed. 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.

Tioga Recreation Area Adult Visitors	Sample size 382	Margin of error at 95% confidence level +/- 5% points
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1. Which trail activities are you and your group doing during your visit today?

Mountain Biking	92%
Hiking or walking	11%
Dog Walking	6%
Other	4%
Running / Jogging	3%
Birdwatching / Wildlife viewing	2%
Geocaching	1%
Nature Photography	1%

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

** Results for all visitors. Includes non-respondents and groups with no adults (n = 455)*

Mountain biking	91%
Hiking or walking	6%
Running or jogging	2%
Dog walking	1%
Other	1%
Nature photography	*

3. What is your mountain biking skill level?

Asked if Q1 = Mountain Biking

Beginner	10%
Intermediate	50%
Advanced	32%
Expert	8%

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

Asked if Q1 = Mountain Biking

Yes	71%
No	29%

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

Tioga	53%
Cuyuna	24%
Redhead	7%
Duluth	5%
Giant's Ridge	3%
North Shore	3%
Twin Cities Metro	3%
Iron Range	2%
Chippewa National Forest	1%
Maplelag	1%
Mesabi Trail	*
Redwing	*

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

Asked if Q1 = Mountain Biking

Yes	9%
No	91%

6. Are you riding your own bike today?

Asked if Q1 = Mountain Biking

Yes	94%
No, I'm using a rental bike	3%
No, I'm borrowing a bike from a friend or family member	3%

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

Improve my physical health	73%
Experience Nature	63%
Do something exciting and adventurous	61%
Relaxation and/or stress relief	59%
Spend time with family or friends	50%
Learn/practice tricks and skills	42%
Getting my children outdoors	20%
Training for event or competition	13%
Meet new people	12%

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

Mean = 2 hours, 13 minutes

Median = 2 hours

Less than an hour	4%
1 to 2 hours	34%
2 to 3 hours	33%
3 to 4 hours	19%
4 to 6 hours	10%
6 or more hours	1%

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

First time visiting	24%
Daily	4%
Weekly	30%
Monthly	25%
Once a year	16%
Less than once a year	1%

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

Very good	84%
Good	15%
Fair	1%
Poor	--
Very poor	--

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 = 454)*

	Mean	Median
Total	2.5	2
Adults	1.7	1
Children	0.8	---

Total number of people in group:

1	34%
2	36%
3	12%
4	10%
5	3%
6	1%
7 or more people	4%

Groups with children:

Visiting in group <u>with</u> children	36%
Visiting in group <u>without</u> children	64%

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

Trail App	56%
Tioga Recreation Area website	44%
Friends and Family	42%
Social Media (e.g., Facebook, Instagram, Twitter)	36%
Known about trail for years	34%
Internet search (e.g. Google)	32%
GRIMBA website	25%
Ride the Range website	11%
From a club or group ride	8%
Recommendation from a business/visitor center	7%
Visit Grand Rapids website	6%
Print Publication (e.g., magazine, newspaper)	4%
IronRange.org	3%
TV or radio	1%
"Minnesota Great Outdoors" park and trail finder	1%

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

TrailForks	63%
Strava	27%
TrailBot	26%
MTB Project	23%
All Trails	10%
Singletracks	7%
MapMyRide	3%

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

Yes	45%
No	55%

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

Asked if Q13 = Yes

Trail maps and mileage	65%
Trail conditions	60%
Trail difficulty	33%
Trail reviews / photos	33%
Travel directions	27%
Park/trail hours	17%
Trail rules / Allowed activities	16%
Nearby lodging options	15%
Nearby restaurants	13%
Parking information	11%
Cost / fees	7%
Equipment rentals	4%

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

Yes	61%
No	39%

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

Yes	53%
No	47%

Visitor type classification:

Day Visitor	11%
Overnight Visitor	53%
Local Visitor	36%

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

Asked if Q16 = Yes

Just passing through	2%
1 night	16%
2 nights	27%
3 nights	20%
4 nights	10%
5-6 nights	11%
7-13 nights	12%
> 13 nights	2%

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

Asked if Q16 = Yes

Campground	29%
Home/cabin of friend or relative	28%
Hotel/motel	16%
My own vacation home	12%
Vacation rental by owner (Airbnb, VRBO)	11%
Resort/lodge/commercial cabin	8%
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	52%
The trail was a <u>significant reason</u> why I visited the area	12%
The trail was <u>part of the reason</u> why I visited the area	22%
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	35%
1 to 2 weeks	13%
2 to 4 weeks (1 month)	15%
1-2 months	16%
2-3 months	7%
3+ months	15%

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

State of Residence:

Minnesota	84%
Wisconsin	2%
California	1%
Colorado	1%
Iowa	1%
New York	1%
South Dakota	1%
North Dakota	1%
Manitoba, Canada	1%
Florida	1%
Michigan	1%
Texas	1%
Arizona	1%
Idaho	1%
International (Mexico, Chili)	1%
Missouri	1%
Montana	1%
Alaska	*
Illinois	*
Washington	*
Alberta, Alberta	*
Arkansas	*
Indiana	*
Utah	*
Virginia	*

Most Frequent Core-Based Statistical Areas:

Grand Rapids, MN	34%
Minneapolis-St. Paul-Bloomington, MN-WI	28%
Duluth, MN-WI	9%
Brainerd, MN	4%
Bemidji, MN	2%

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 = 378).

Age Brackets:

Under 18	30%
18-29	7%
30-39	16%
40-49	22%
50-59	15%
60-69	9%
70-79	1%

Generation:

Baby Boomer (Age 58-76)	13%
Gen X (Age 42-57)	31%
Millennial (Age 26-41)	23%
Gen Z and younger (Age 25 and younger)	34%

23. What is your gender identity?

Female	28%
Male	72%
Non-binary / third gender	--

24. Do you identify as transgender?

Yes	*
No	98%
Prefer not to answer	1%
Don't know	*

25. How do you describe yourself?

White or Caucasian	97%
Native American, First Nation or Alaska Native	2%
Some other race, ethnicity or origin	1%
Asian	1%
Hispanic or Latinx	1%
Black or African American	*
Middle Eastern or North African	--
Pacific Islander	--

26. Which tribe do you affiliate with?

Asked if Q16 = Native American, First Nation or Alaska Native (n=5)

Leech Lake Band of Ojibwe	39%
Don't know	22%
White Earth Nation	18%
Rainy River Band of Ojibwe	18%

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

English	99%
Spanish	1%
Other	*

28. How well do you speak English?

Asked if Q27 ≠ English (n=5)

Very well	42%
Well	17%
Not well	21%
Not at all	--
Prefer not to answer	21%

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

Less than high school	2%
High school graduate or GED	5%
Some college, but no degree	8%
Associate, vocational or technical degree	12%
Bachelor's degree	39%
Graduate or professional degree	34%

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	2%
\$20,000 - \$29,999	2%
\$30,000 - \$39,999	3%
\$40,000 - \$49,999	3%
\$50,000 - \$59,999	6%
\$60,000 - \$69,999	5%
\$70,000 - \$79,999	5%
\$80,000 - \$89,999	8%
\$90,000 - \$99,999	6%
\$100,000 - \$149,999	22%
\$150,000 - \$199,999	17%
\$200,000 or more	20%