

2022 WINONA BLUFFS TRAVERSE VISITOR SURVEY

May 28 – October 3, 2022

Note: Unless otherwise noted, results are representative of adult visitors using the trails at Bluffs Park, Garvin Heights Park and Sugar Loaf Park. 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 park use and weekly visitation patterns. Survey conducted by Parks & Trails Council of Minnesota.

Winona Bluffs Traverse Adult Visitors	Sample size 323	Margin of error at 95% confidence level +/- 5.5% points
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1. Which trail activities are you and your group doing during your visit today?

Hiking or walking	85%
Nature Photography	12%
Dog Walking	11%
Birdwatching / Wildlife Viewing	9%
Running / Jogging	8%
Mountain Biking	7%
Rock Climbing	7%
Other	3%
Geocaching	2%

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 = 461)*

Hiking or walking	78%
Mountain biking	5%
Dog walking	5%
Running or jogging	4%
Rock Climbing	3%
Nature photography	2%
Other	2%
Geocaching	1%
Birdwatching / wildlife viewing	1%

3. What is your mountain biking skill level?

Asked if Q1 = Mountain Biking

Beginner	15%
Intermediate	41%
Advanced	26%
Expert	19%

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

Asked if Q1 = Mountain Biking

Yes	70%
No	30%

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

Cuyuna	32%
Winona	32%
Duluth	21%
Lebanon Hills	11%
Giant's Ridge	5%

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	93%
No, I'm using a rental bike	--
No, I'm borrowing a bike from a friend or family member	7%

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

Experience nature / scenic views	70%
Relaxation and/or stress relief	45%
Spend time with family or friends	42%
Improve my physical health	40%
Do something exciting and adventurous	30%
Learn/practice tricks and skills	8%
Getting my children outdoors	8%
Training for event or competition	5%
Meet new people	3%

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

Mean = 58 minutes

Median = 1 hour

Less than an hour	46%
1 to 2 hours	40%
2 to 3 hours	11%
3 to 4 hours	1%
4 to 6 hours	1%
6 or more hours	1%

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

First time visiting	35%
Daily	5%
Weekly	21%
Monthly	17%
Once a year	12%
Less than once a year	10%

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

Very good	69%
Good	23%
Fair	6%
Poor	1%
Very poor	1%

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 = 483)*

	Mean	Median
Total	2.5	2
Adults	2.1	2
Children	0.4	---

Total number of people in group:

1	26%
2	41%
3	17%
4	9%
5	4%
6	1%
7 or more people	3%

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?

Known about trail for years	46%
Friends and family	41%
Internet search (e.g. Google)	18%
Trail app (Any)	10%
<i>All Trails</i>	8%
<i>Strava</i>	4%
<i>MTB Project</i>	2%
<i>TrailForks</i>	2%
<i>TrailBot</i>	1%
<i>Singletracks</i>	1%
<i>MapMyRide</i>	1%
Visit Winona	8%
Social media (e.g., Facebook, Instagram, Twitter)	7%
Winona Parks & Recreation website	7%
Recommendation from a business/visitor center	5%
From a club or group ride	3%
Winona Area Mountain Bikers (WAMB) Facebook page	3%
Print publication (e.g., magazine, newspaper)	2%
TV or radio	*
"Minnesota Great Outdoors" park and trail finder	*

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

Yes	26%
No	74%

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

Asked if Q13 = Yes

Travel directions	57%
Trail maps and mileage	41%
Parking information	28%
Park/trail hours	28%
Trail reviews / photos	21%
Trail conditions	15%
Trail difficulty	12%
Trail rules / Allowed activities	7%
Cost / fees	2%
Nearby lodging options	2%
Nearby restaurants	1%
Equipment rentals	--

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

Yes	46%
No	54%

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

Yes	36%
No	64%

Visitor type classification:

Day Visitor	13%
Overnight Visitor	36%
Local Visitor	51%

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

Asked if Q16 = Yes

Just passing through	7%
1 night	32%
2 nights	30%
3 nights	9%
4 nights	8%
5 nights	5%
6 nights	4%
7 or more nights	6%

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

Asked if Q16 = Yes

Hotel/motel	42%
Home/cabin of friend or relative	28%
Vacation rental by owner (Airbnb, VRBO)	13%
Campground	13%
My own vacation home	3%
Resort/lodge/commercial cabin	2%
Bed & Breakfast	1%

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	14%
The trail was a <u>significant reason</u> why I visited the area	9%
The trail was <u>part of the reason</u> why I visited the area	25%
I would have visited this area even without the trail	52%

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	7%
2 to 4 weeks (1 month)	16%
1-2 months	13%
2-3 months	6%
3+ months	13%

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

State of Residence:

Minnesota	74%
Wisconsin	12%
Illinois	4%
Iowa	1%
Florida	1%
International (South Korea, Bangladesh)	1%
Colorado	1%
California	1%
New Mexico	1%
Texas	1%
Washington	1%
Alabama	*
Arkansas	*
Montana	*
Nebraska	*
North Dakota	*
Oregon	*
South Carolina	*
South Dakota	*
Tennessee	*
Indiana	*
Ohio	*

Most Frequent Core-Based Statistical Areas:

Winona, MN	43%
Minneapolis-St. Paul-Bloomington, MN-WI	17%
Rochester, MN	7%
Chicago-Naperville-Elgin, IL-IN-WI	5%
La Crosse-Onalaska, WI-MN	2%
Madison, WI	1%
Menomonie, WI	1%

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 = 363).

Age Brackets:

Under 18	17%
18-24	19%
25-29	7%
30-39	11%
40-49	14%
50-59	15%
60-69	13%
70+	4%

Generation:

Silent Generation (Age 77-94)	1%
Baby Boomer (Age 58-76)	18%
Gen X (Age 42-57)	26%
Millennial (Age 26-41)	18%
Gen Z and younger (Age 25 and younger)	37%

23. What is your gender identity?

Female	51%
Male	48%
Non-binary / third gender	1%

24. Do you identify as transgender?

Yes	1%
No	98%
Prefer not to answer	1%

25. How do you describe yourself?

White or Caucasian	90%
Asian	5%
Hispanic or Latinx	4%
Black or African American	2%
Some other race, ethnicity, or origin	1%
Middle Eastern or North African	1%
Pacific Islander	0%
Native American, First Nation or Alaska Native	--

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

English	99%
Spanish	1%
Other	1%

28. How well do you speak English?

Asked if Q27 ≠ English (n=6)

Very well	50%
Well	50%
Not well	0%
Not at all	0%

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

Less than high school	1%
High school graduate or GED	11%
Some college, but no degree	19%
Associate, vocational or technical degree	10%
Bachelor's degree	38%
Graduate or professional degree	22%

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

Yes	6%
No	95%

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

Less than \$20,000	14%
\$20,000 - \$29,999	4%
\$30,000 - \$39,999	6%
\$40,000 - \$49,999	6%
\$50,000 - \$59,999	7%
\$60,000 - \$69,999	10%
\$70,000 - \$79,999	6%
\$80,000 - \$89,999	7%
\$90,000 - \$99,999	7%
\$100,000 - \$149,999	18%
\$150,000 - \$199,999	9%
\$200,000 or more	7%