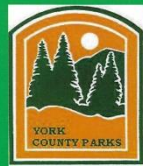# How to Conduct a Trail User Survey

Overview

- Trail User Surveys
- Establishing Goals
- Sample Selection

Trail User Surveys

Heritage Rail Trail County Park 2017 User Survey And Economic Impact Analysis

- Steps Involved
  - Establish Goals
  - Determine who you want to interview
  - Choose a data collection methodology
  - Create a questionnaire
  - Collect the data
  - Analyze the data
  - Produce a report

Establishing Goals

- Trail usage characteristics
- Demographics
- Trail user perceptions
- Trail related spending

Selecting a Sample

- Who to survey
- How many to survey
- When to survey

Methods of Collecting Data

- Drop box
- Mail back
- Personal intercepts
- Online survey tool

Self-Selecting - Drop Box

- Survey holder
- Collection box

Self-Selecting – Mail Back

- Survey holder
- Stamped return envelope
- Business reply self-mailer

Your first-class stamp will save us much needed funds.

BUSINESS REPLY MAIL
FIRST-CLASS MAIL   PERMIT NO 1118   BOULDER, CO
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
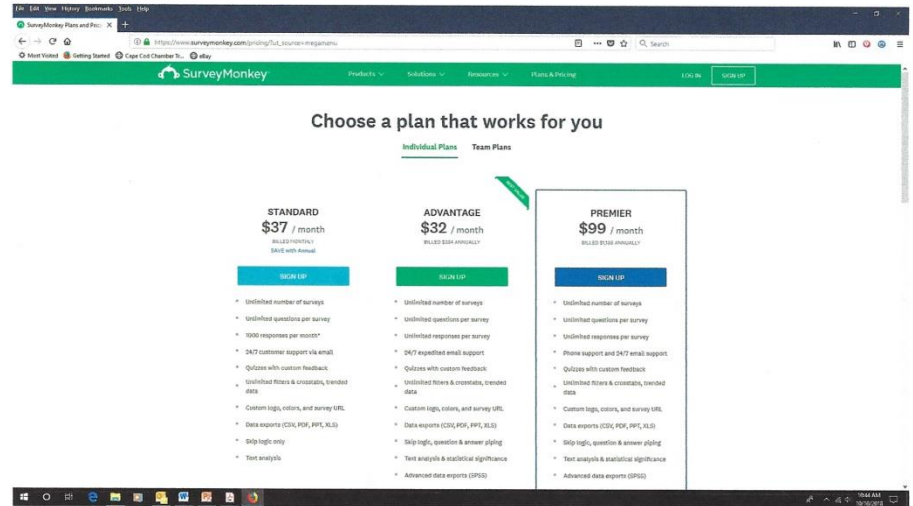IF MAILED
IN THE
UNITED STATES

Personal Intercepts

- Greatest degree of control
- Conducted randomly over all daylight hours and days of the week
- Interviewer training to minimize bias

Other Methodologies

- On-line survey tool
- Direct Mail
- E-mail

2017
HERITAGE RAIL TRAIL
USER SURVEY

COMPLETE A PAPER SURVEY OR

TAKE THE SURVEY ONLINE

https://www.surveymonkey.com/r/HRT2017

OR USE THE QR CODE BELOW

Designing a Survey Form

- Question must fit your goal
- What will I do with this information?
- Use closed-end questions
- Group questions together in a logical sequence
- Place difficult or sensitive questions at the end

Recording Your Data

- Data input
  - Microsoft Excel
  - Statistical software programs – SPSS
  - Enter exactly what is on the form
  - Outliers
- Calculating Percentages
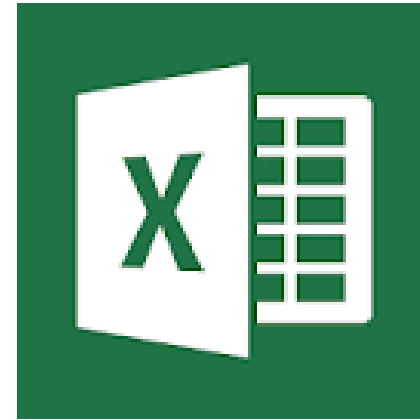
On-Line Survey Tool

- Handles all of the data input

- Does all of the calculations

- Provides ready to use graphs

Answer Choices –	Responses –
–15 and younger	0.00% 0
–16 to 25	2.35% 4
–26 to 35	7.06% 12
–36 to 45	15.88% 27
–46 to 55	22.35% 38
–56 to 65	31.18% 53
–66 and older	21.18% 36
TOTAL	170

Q3 Please identify your age group (check one response)
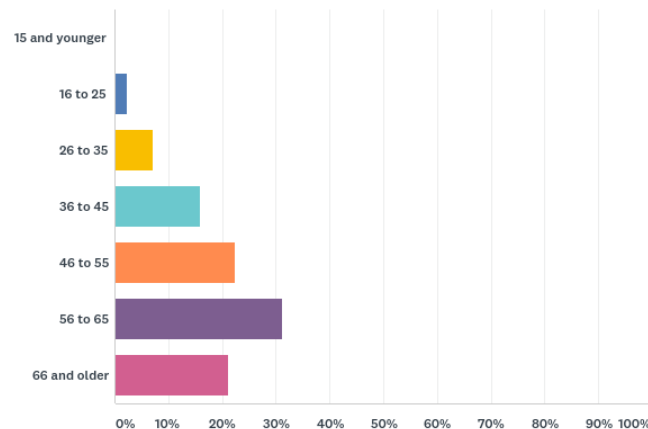
Reporting and Analysis

Question 1.
What is your ZIP Code?

75.6%	York County
11.7%	Maryland
3.2%	Lancaster County
4.9%	Harrisburg Metro
2.4%	Philadelphia Metro
2.2%	All other areas

- Executive summary
- Tables of the data
- Graphic representation of the data
- Analysis of the data

Economic Impact Analysis

- Hard good purchases
  - Durable goods
- Soft goods purchases
  - Non-durable goods
  - Consumables
- Overnight Accommodations
  - Type
  - Number of nights
  - Average overnight rate

Heritage Rail Trail County Park
# 2017 User Study and Economic Impact Analysis

Trail User Surveys

Heritage Rail Trail County Park Users Surveys

- Surveys conducted in 1999
- 2001, 2004, 2007, 2012 and
- 2017
- Sample is self-selecting
- Survey forms were available at trailheads and online hosted by Survey Monkey
- Purpose: To determine trail user characteristics, economic impact and user perceptions of maintenance, security and cleanliness
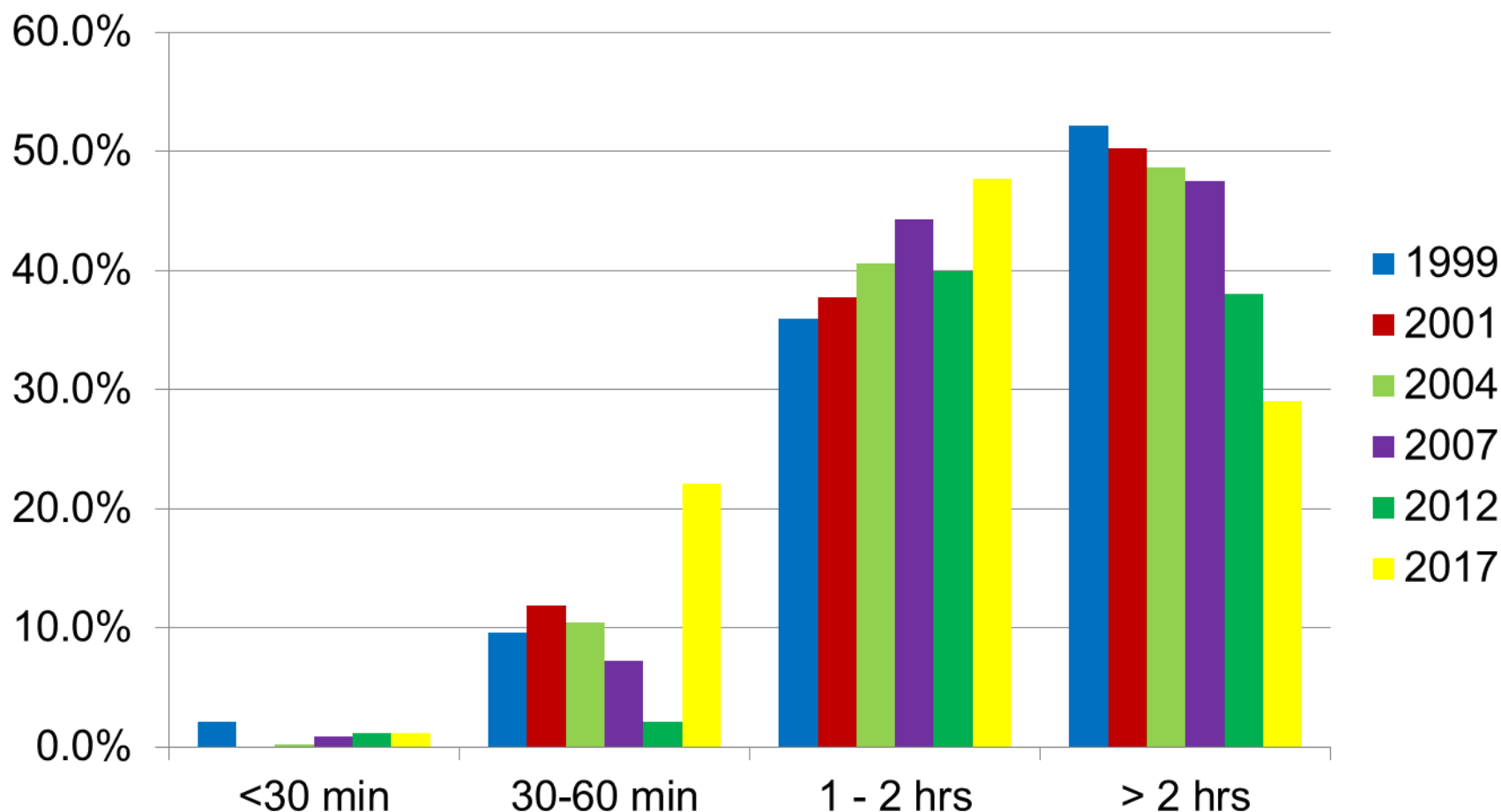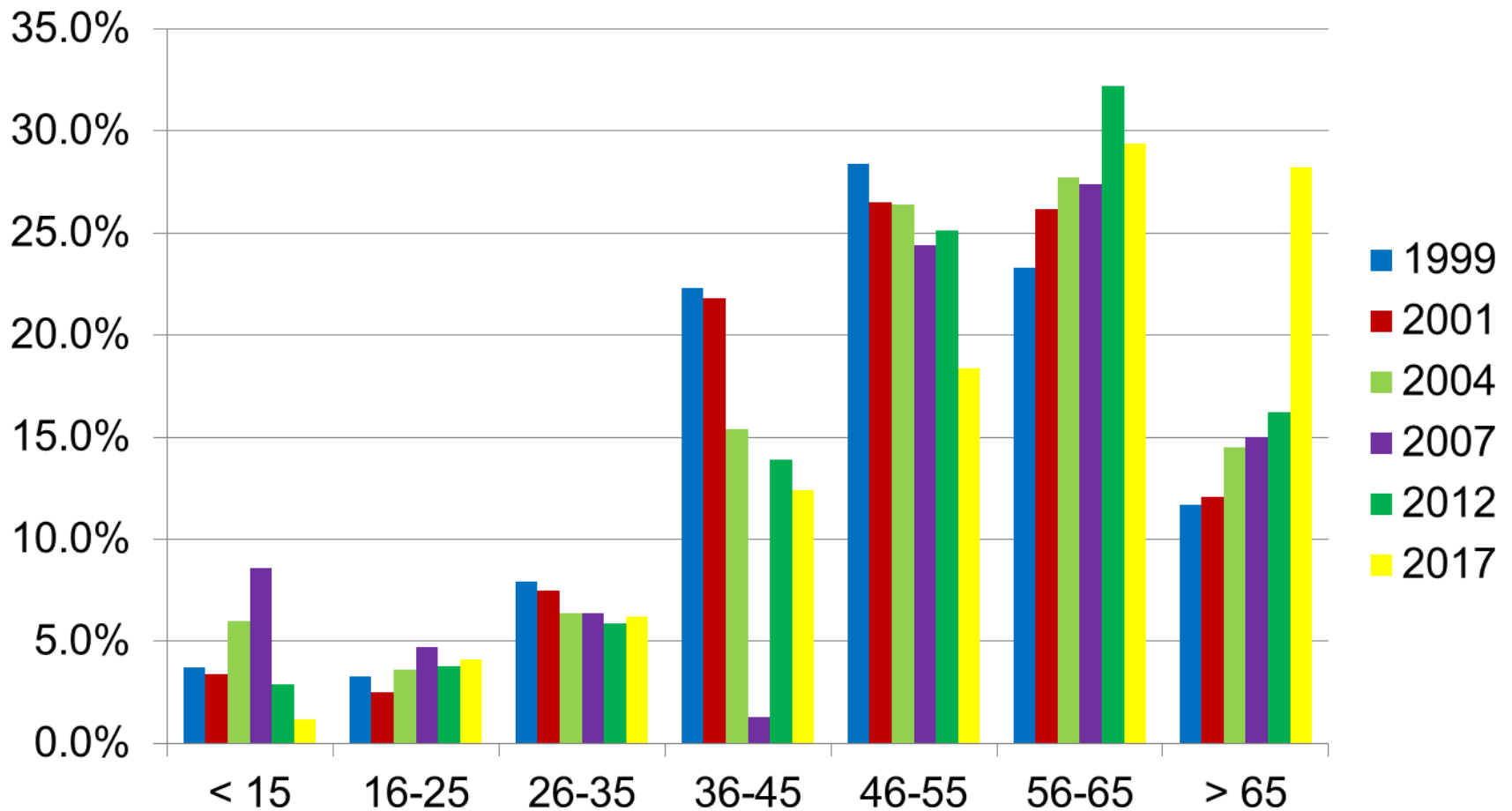
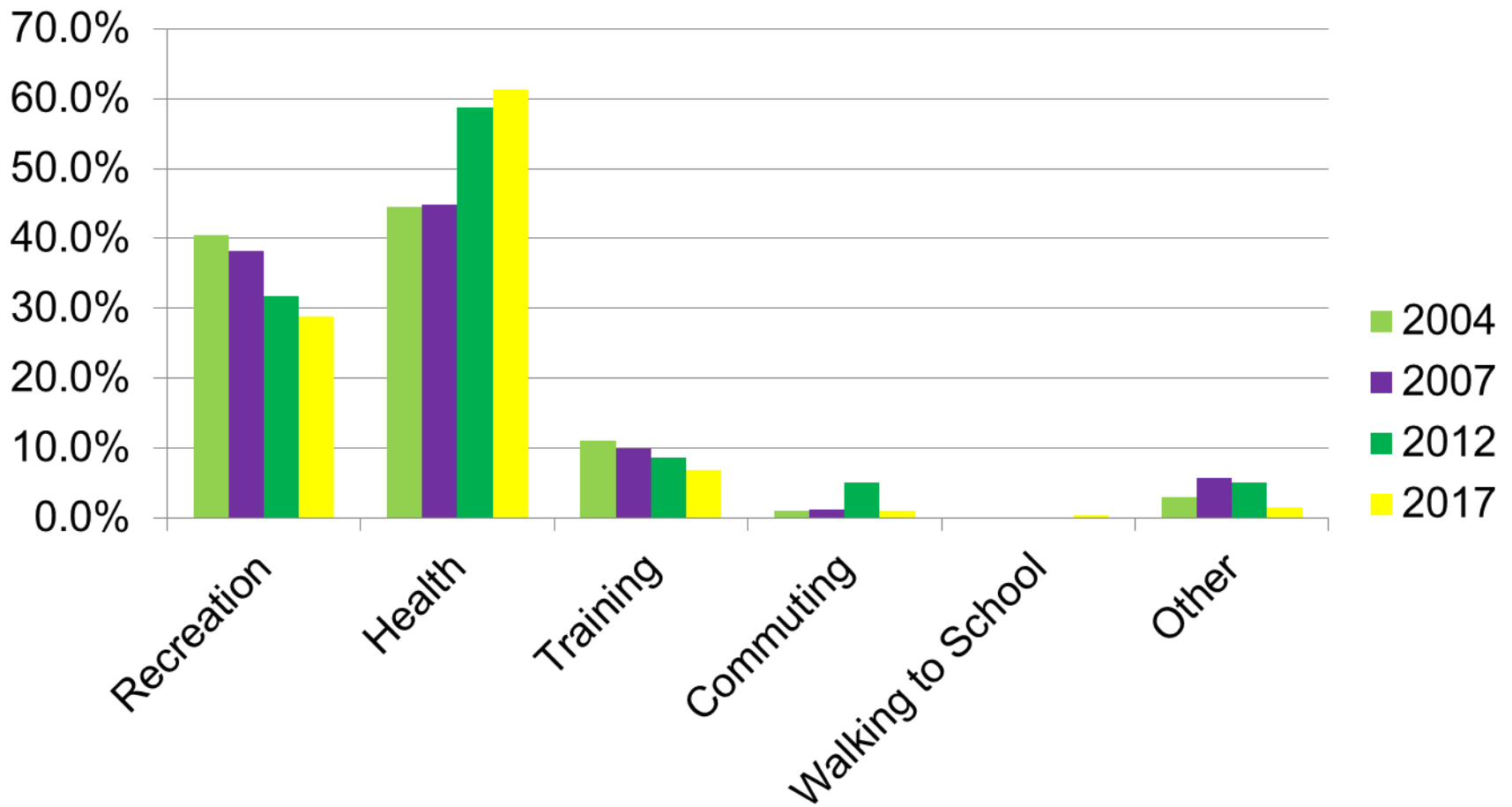# Where do trail users come from
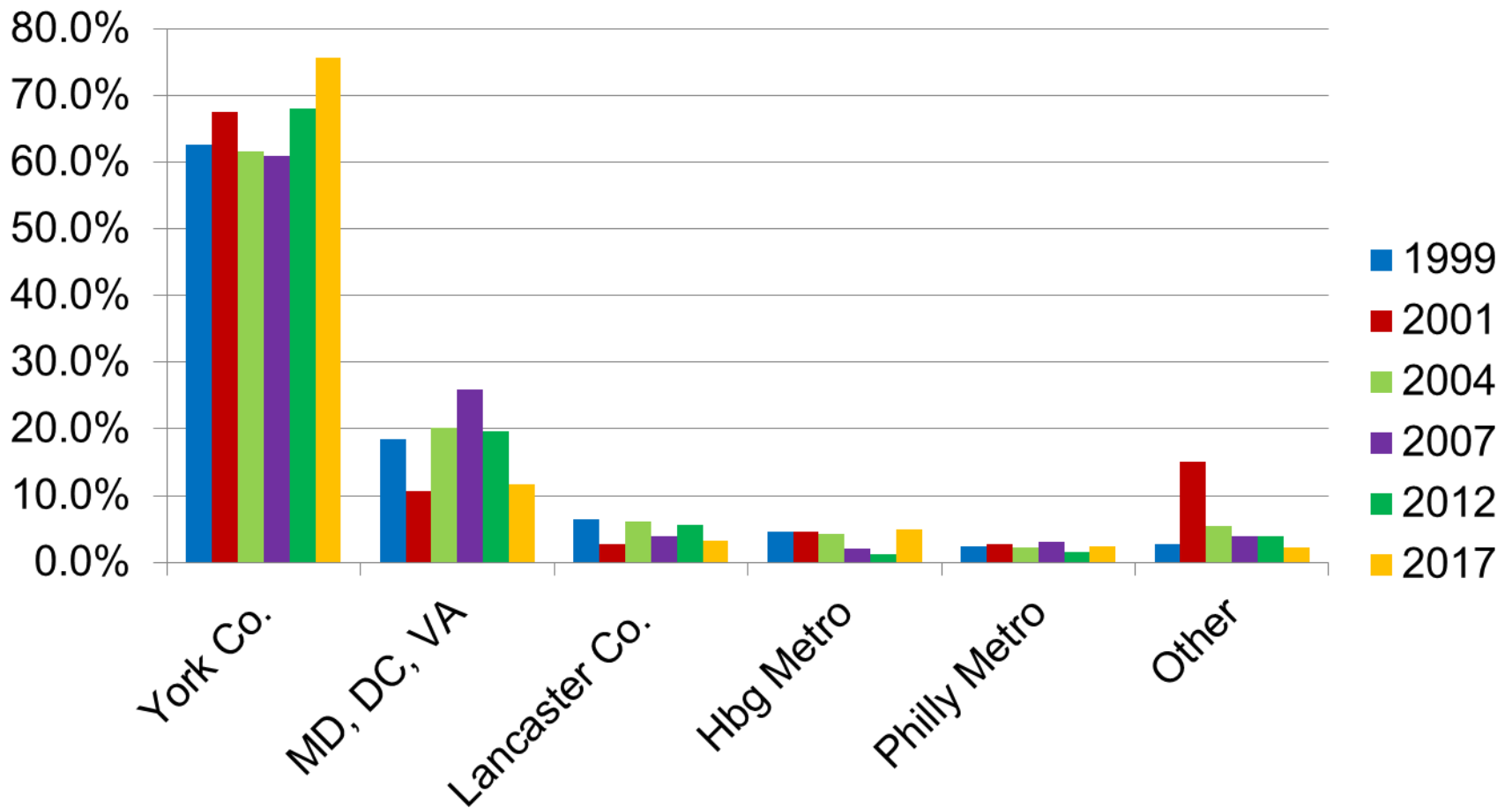
What do they like to do
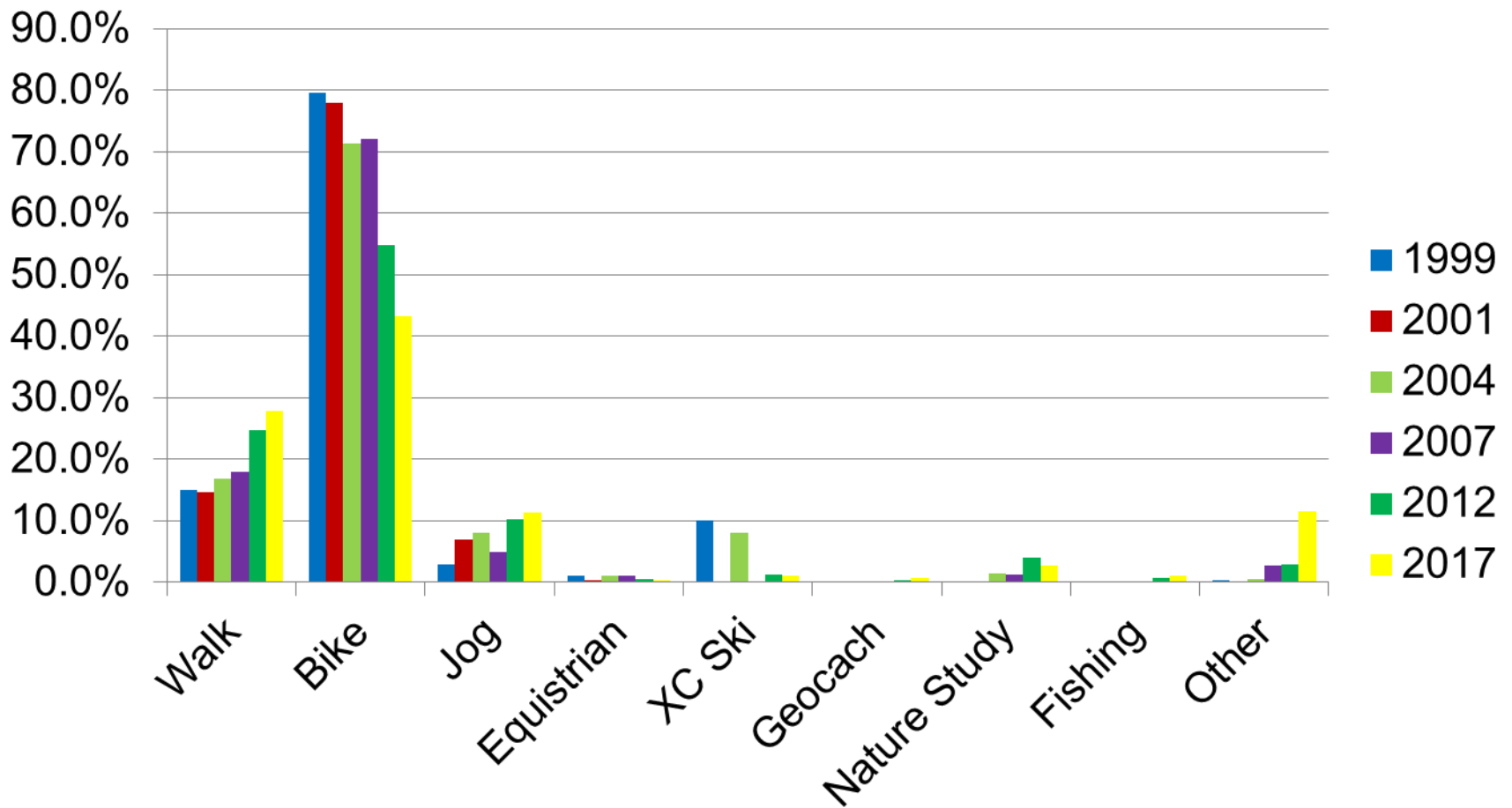
How Much Time
Do You Spend on the Trail

Please Identify Your Age Group

# Would You Consider Your Use of The Trail To Be For…

Economic Impact

- Trail users purchase "hard goods" (bicycles, running shoes, cross country skies)
- Trail users purchase "soft goods" (water, ice cream, sandwiches) in conjunction with each trail visit
- Trail users from distant locations stay overnight in local accommodations
- New business formations or revitalization of existing businesses can be directly correlated with the trail usage
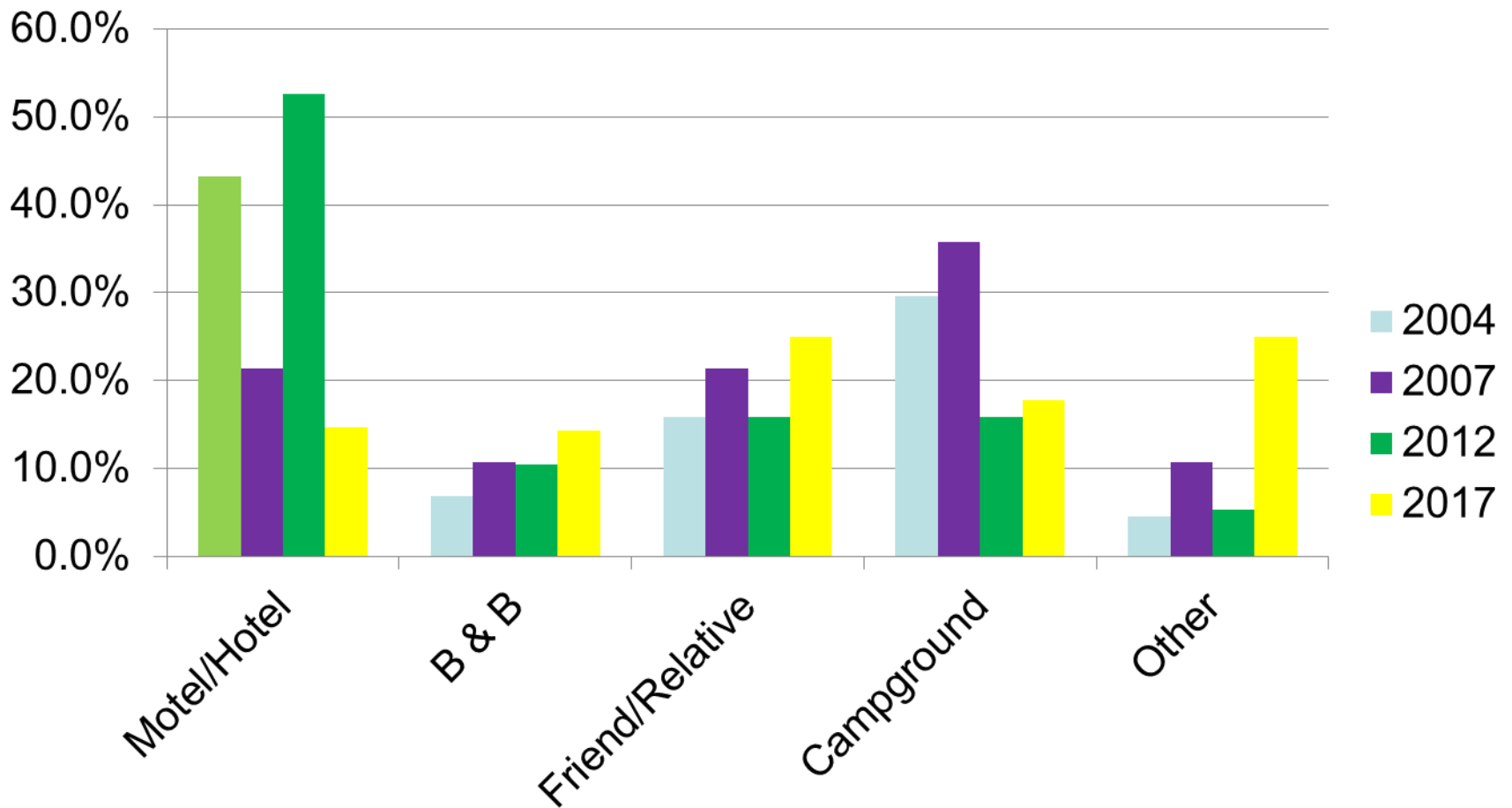
Average Consumable Purchases Per Person Per Trip
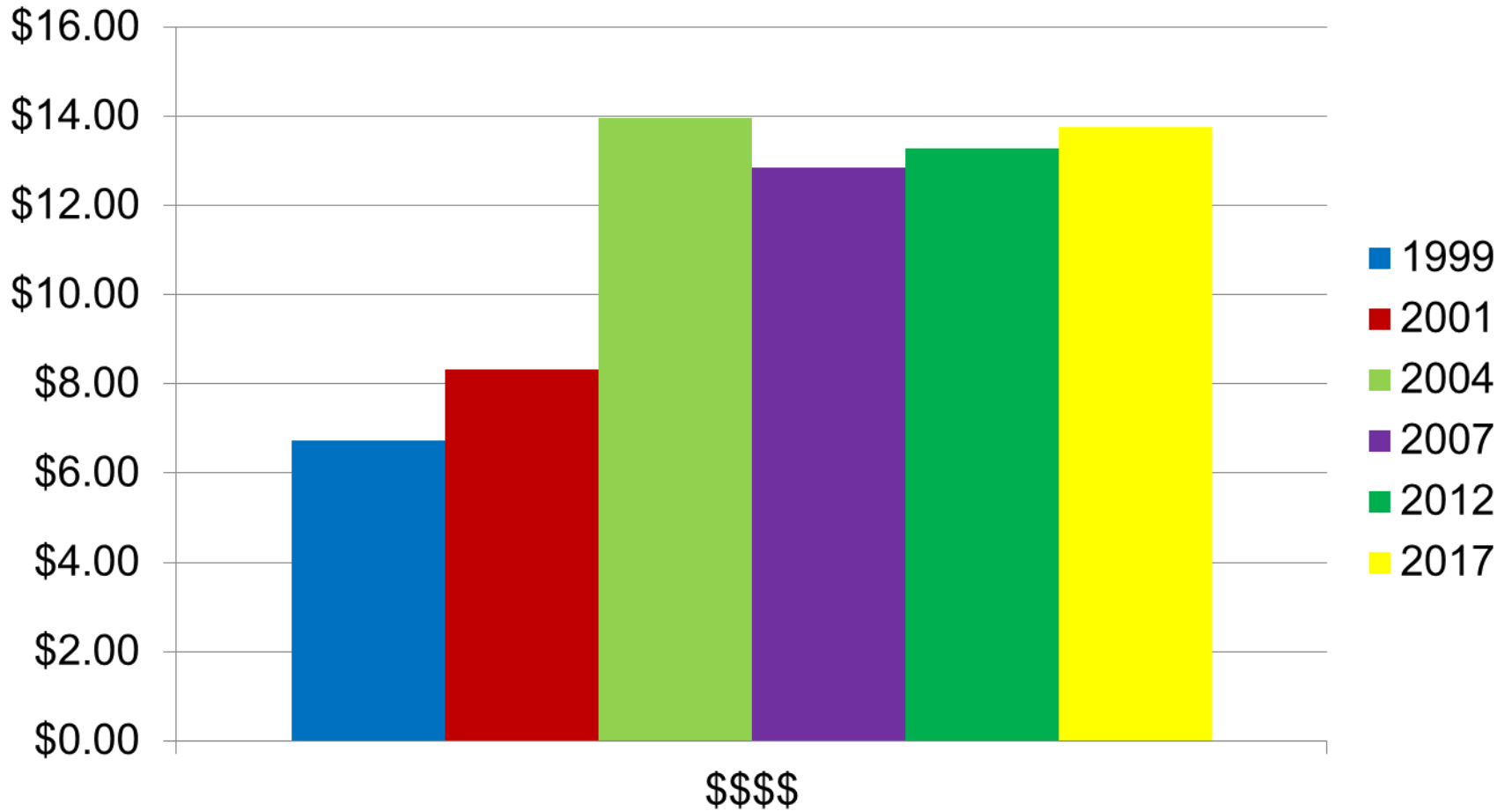
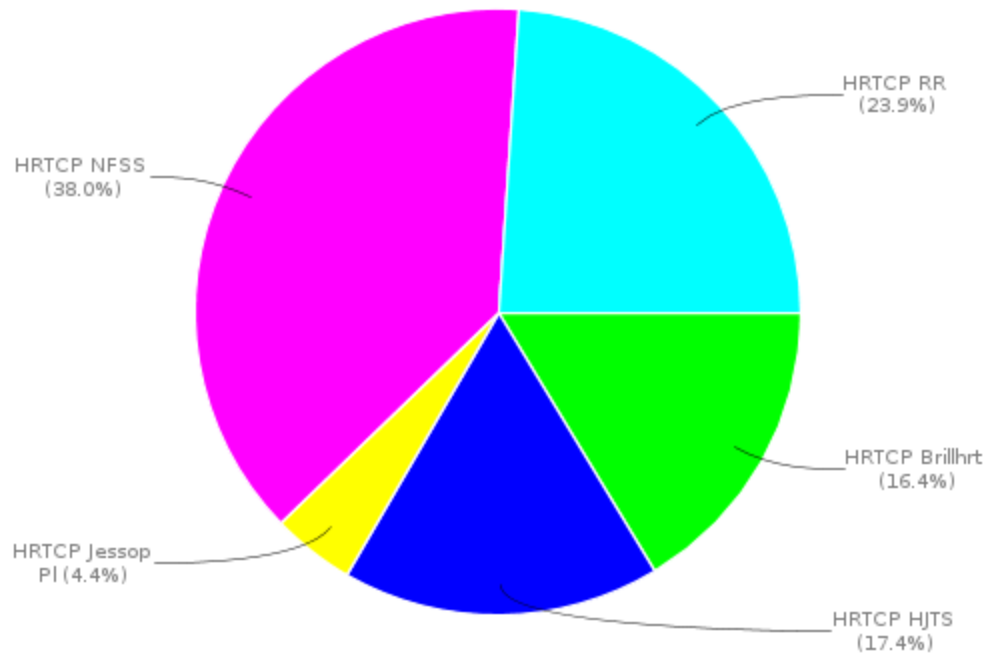Did Your Visit to the Trail Involve an Overnight Stay
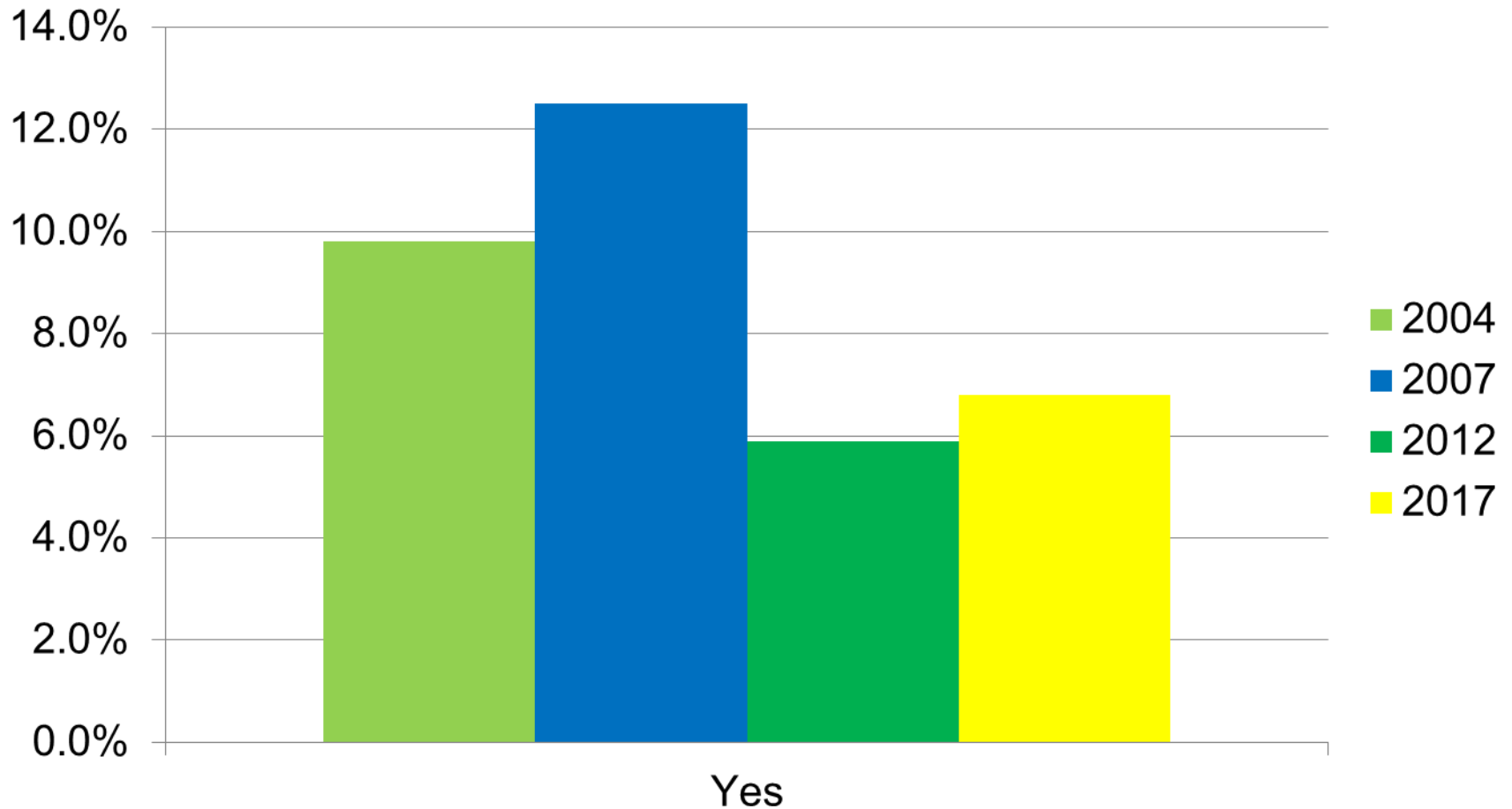
Types of Accommodations

Trail User Counts

Distribution of Counts

Jessop Place Trail Usage Distribution