

Connecticut Trail Census

A statewide multi-use trail user study and volunteer data collection program

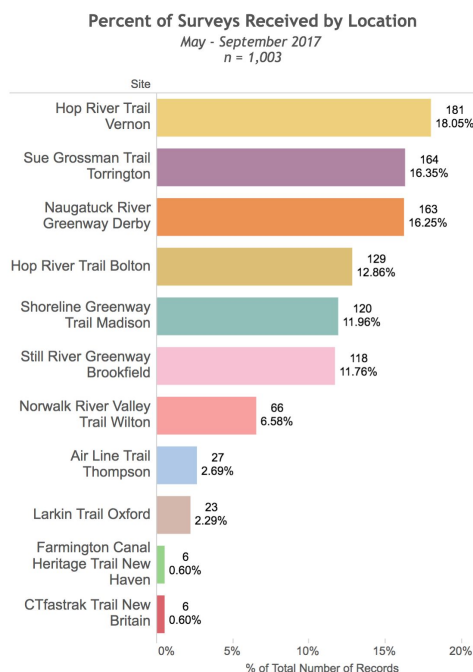
2017 Intercept Survey Data Report

February 12, 2018

This is a summary of intercept survey data collected from May to September, 2017 on multi-use trails participating in the Connecticut Trail Census.

Understanding the Data

This data may not be a representative sample of all multi-use trails in the state or of all multi-use trail users as a whole. This is because only a limited number of trails were able to participate for various reasons and trails were not selected to accurately represent particular typologies (for instance, urban rural, total trail length, permitted uses, surrounding population density, etc).responses for each question. The fact that relatively few trails are represented by very large samples should be considered carefully in interpreting this data.



The users intercepted may not be representative because data collection times were limited for practical reasons like volunteer availability, weather, and likely use times. To receive the final survey report with additional discussion about methods, sources of error, or data for each trail site please contact the Trail Census Statewide Coordinator. Individual trail analysis may not be possible for some sites due to low sample sizes. The analysis provided was conducted based on received responses per question. The text "n=X" indicates the total number of responses for each question.

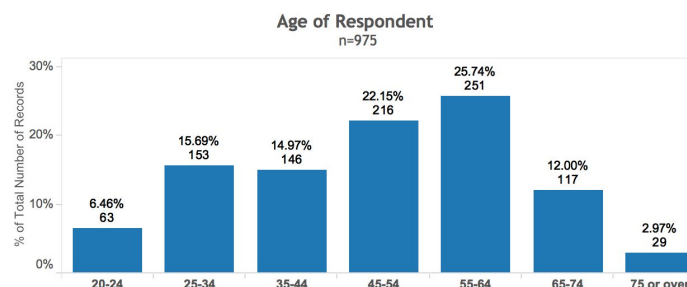
<http://cttrailcensus.uconn.edu>

Demographics of Trail Users

- ✓ **More respondents were female than male.**
Surveyors observed that 43.5% (359) of respondents were male and 56.4% (466) were female (n=825). There is a greater proportion of female users than the population of the state of Connecticut as a whole which is 48.80% male and 51.20% female



- ✓ **Trail users tended to be older than the general population of Connecticut** with 62.9% of trail users being over the age of 45 and only 44.3% of the general population. 37.0% of trail users were between the ages of 20 and 45 compared to 46.4% of the general population¹ (n=975). Young people under the age of 19 were not asked to participate in the trail Census but interceptors did estimate the number of people under the age of 16.

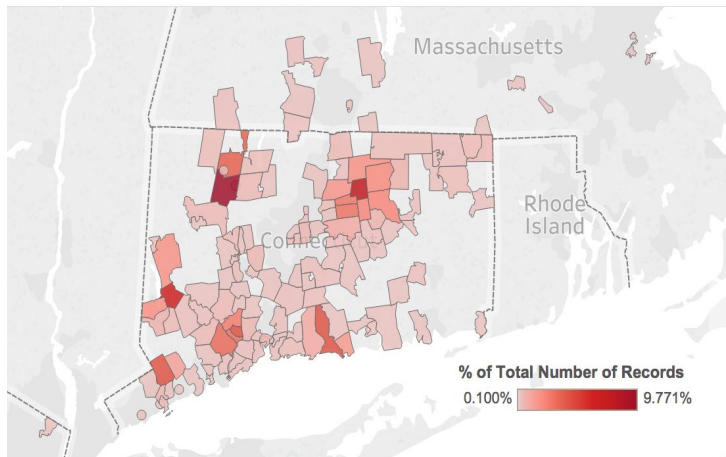


- ✓ **More trail users identified as *White* than the general population of Connecticut** 88.0% of trail users self identified as *White* (or white and other) compared to 79.5% of the general population of Connecticut. People identifying as racial minorities (or more than one of the following) comprised a much smaller percentage of trail users than the general population. 3.56% of trail users identified as *Black or African American* compared to 11.9% of the general population, 0.52% of trail users identified as *American Indian* compared to 1.0% of the general population, 3.77% of trail users identified as *Asian* compared to 5.0% of the general population¹ (n=956).
- ✓ **Trail users were also less likely to identify as *Hispanic or Latino* than the general state population.** 7.4% of trail users identified as Hispanic/Latino compared to 15% of the Connecticut general population¹.
- ✓ **The majority of trail users had household incomes between \$50,000 and \$200,000** with 34.6% between \$50,000 and \$99,000

Zip Code and Transportation Data

- ✓ **The majority of users got the trail by car or motorcycle alone** (48.5%) but an encouraging 30.5% traveled in a car with someone else. 7.2% of users biked to the trail and 12.6% walked or jogged (n=983).
- ✓ **Respondents represented 165 unique zip codes.** While most users were from the state of Connecticut, there were multiple users from Massachusetts, New Jersey, New York, and Vermont.

Respondent Home Zip Codes




Purpose and Activities

- ✓ The average group size was 2.3 people (n=1003).
- ✓ The primary activity on these trails is **Walking** (68.7%) followed by *Bicycling* (16.1%), *Running/Jogging* (14.0%), *Horseback Riding* (0.6%) and *Other* (0.6%) (n=973).
- ✓ Respondents' primary purpose on the trail was overwhelmingly **Exercise** (89.5%), followed by *Relaxation* (40.9%), *Recreation* (39.3%), and *Dog Walking* 18.6%. 3.6% of respondents said their primary purpose was *Tourism* and 1.1% had a primary purpose of *Commuting to work*. Less than 1% indicated a primary purpose of trail use for *Travel to school* or *Travel to shopping* (n=999)

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Frequency of Use

- ✓ **Trail users use these trails often! 73.3% of all users use the trails at least once per week.** 38.7% of respondents use the trail 3 or more times per week, including daily users which account for 9% (n=983).
 - ✓ **Summer and Spring are the seasons of highest use.** 93% of respondents indicated they use the trail in the Summer followed closely by Spring, 88.6%, and Fall, 89%. A surprising 33.6% of respondents indicated they use the trails in the Winter but this may vary significantly by trail due to differences in Winter maintenance (n=990).
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Spending

- ✓ A surprising **61.5% of all respondents (617)** reported **annual spending related to the trail** with an average of \$277 per year (outliers not excluded).
- ✓ However only **21% (212) respondents indicated spending on that particular visit to the trail**. 192 respondents provided additional detail about their spending on that particular visit in various categories averaging \$5.64.

Qualitative Data

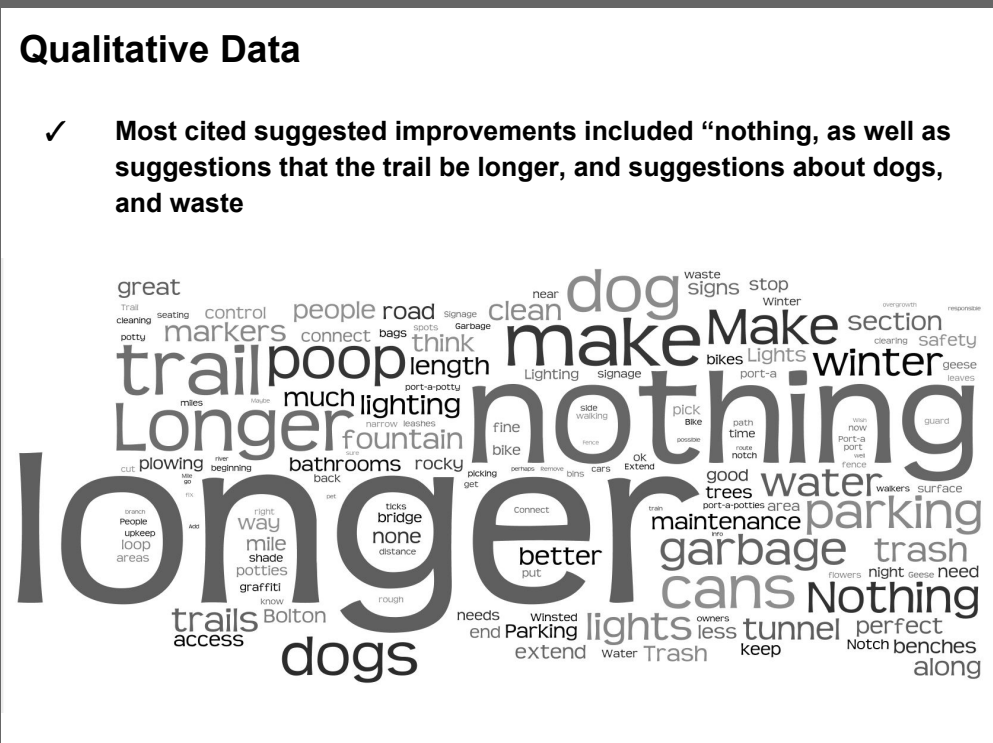
- ✓ Most cited favorite things about the trails included scenery, surface characteristics, and cleanliness



[illegible]


Qualitative Data

✓ Most cited suggested improvements included “nothing, as well as suggestions that the trail be longer, and suggestions about dogs, and waste

[illegible]

About the Data

Of the fifteen multi-use trails included in this study, eleven trails provided intercept survey data. The actual site of the data collection was chosen to accurately represent normal trail use along the trail segment. These sites varied slightly from the locations chosen for infrared counts (not included in this summary). The survey tool was developed by the University of Connecticut Extension and Naugatuck Valley Council of Governments based on questions identified from similar surveys around the country and the National Bicycle and Pedestrian Data Collection Project. Data was collected by local volunteers and “trail site coordinators” who received supplies and training from the Connecticut Trail Census. 1,042 surveys were collected in May-June 2017 from the eleven trail sites. The total number of surveys collected at each site ranged from a low of 6 surveys (New Britain CT FastTrack Trail and New Haven Farmington Canal Heritage Trail) to a high of 181 surveys (Vernon Hop River Trail). Thirty-nine surveys were not analyzed because they were completed by minors under the age of 18 leaving a total of 1,003 for analysis. The data was also reviewed prior to analysis to identify errors. Additional information about how errors were handled for each specific data point can be found in the file Trail Census Survey Issues and Errors. For more information about this data or the Connecticut TRail Census visit <http://cttrailcensus.uconn.edu>. This report was prepared by Laura Brown, Community & Economic Development Educator, University of Connecticut Extension, Aaron Budris, Naugatuck Valley Council of Governments and Kristina Kelly, Connecticut Trail Census, Coordinator, February, 2018.



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