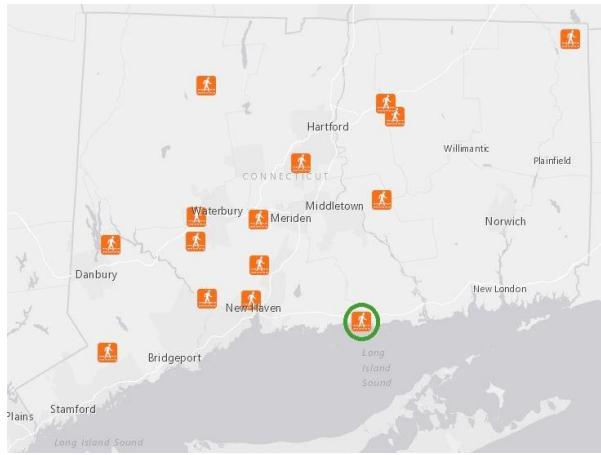


# Connecticut Trail Census

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

## Shoreline Greenway Trail - Madison 2017 Survey Data Report - May, 2018

This is a summary of the 120 intercept surveys administered by volunteers at the **Shoreline Greenway Trail in Madison**. This represents 11.9% of the surveys collected at all locations. Intercept survey data was collected from May to September, 2017 and this report includes a comparison of this site's data to the survey data collected at the other multi-use trails participating in the program.



## 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). 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 view other survey reports with additional discussion about methods, sources of error, or to obtain the full dataset for all trail sites please visit our website

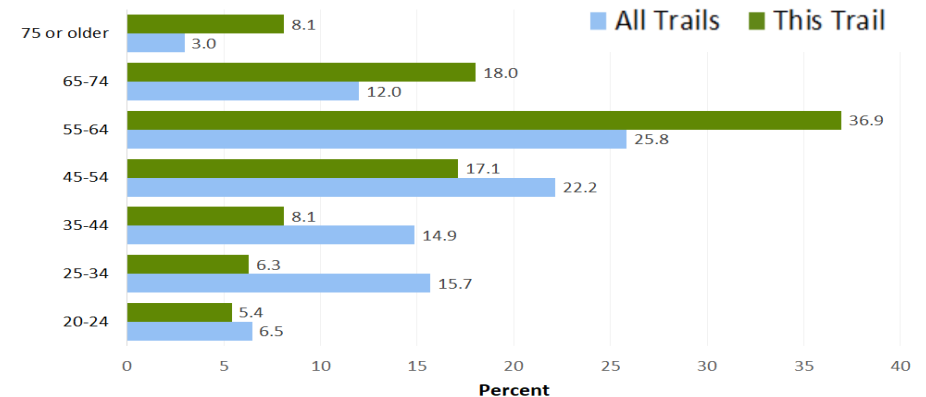
<https://cttrailcensus.uconn.edu> or email [cttrailcensus@gmail.com](mailto:cttrailcensus@gmail.com).

<http://cttrailcensus.uconn.edu>

## Demographics of Trail Users

- ✓ **Users on the Shoreline Greenway Trail were older than users across trails in the Census.** The age range with the highest use on the trail was ages 55-64 which was same across all trails (n=111).

**Age- Percent of Total**  
All Trails n=975 This Trail n = 111



- ✓ **Surveyors observed that more respondents were female (61.3%) than male (38.6%)** (n=75).
- ✓ **The majority of trail users on this trail identified as White (97.3%)** followed by Hispanic (3.8%), Black (.9%) and other (1.8%.) Note: Respondents could select more than one race/ethnicity.

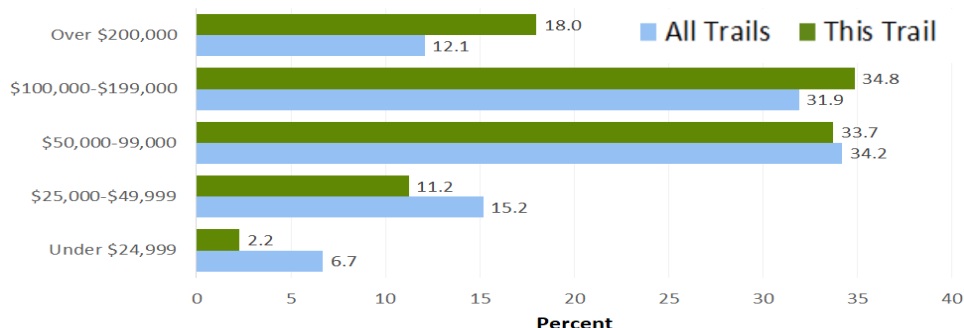


## Demographics of Trail Users

- ✓ **The majority, (68.5%) of household incomes** were reported as between \$50,000 and \$200,000.

### Household Income - Percent of Total

All Trails n=837 This Trail n = 89

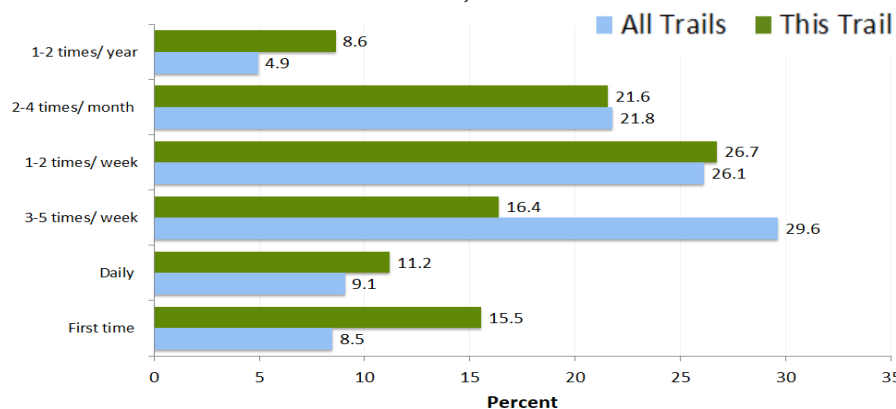


## Frequency of Use

- ✓ **Trail users use this trail often!** 54.3% of all users reported using the trail at this location at least once per week. 27.6% of respondents use the trail 3 or more times per week, including daily users which account for 11.2% (n=116).
- ✓ **Summer and Fall are the seasons of highest use.** 91.2% of respondents indicated they use the trail in the Summer followed by Fall, (84.2%) then Spring, (78.1%). A surprising 39.5% of respondents indicated they use the trails in the Winter (n=115). Note: respondents could select more than one season.

### How often, on average do you use this trail?

All Trails n=992, This Trail n = 116



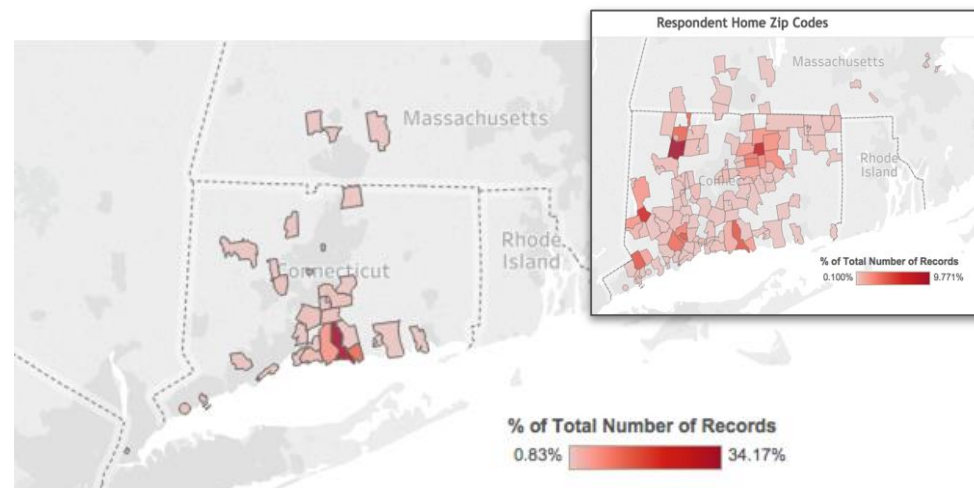
## Zip Code and Transportation Data

- ✓ **The majority of users (27%) traveled in a car or motorcycle with someone else.** While 25% of respondents traveled in a car or motorcycle alone (n=116).
- ✓ **The percentage of respondents who walked or jogged to the trail was higher than values across trails in the Census.** Of the respondents who reported not using a motorized vehicle to get to the trail, 26.7% walked or jogged and 19.8% biked to the trail (n=116).
- ✓ **Respondents reported travelling to the trail from 42 unique zip codes** mostly in the south central part of the state. Respondents who travelled the furthest to use the trail came from Litchfield, New York and Massachusetts.

### Respondent Home Zip Codes

(n = 112)

Map of zip codes from all trails below





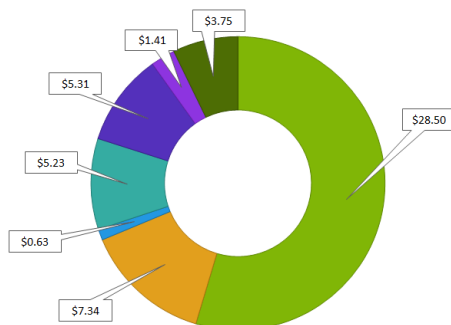
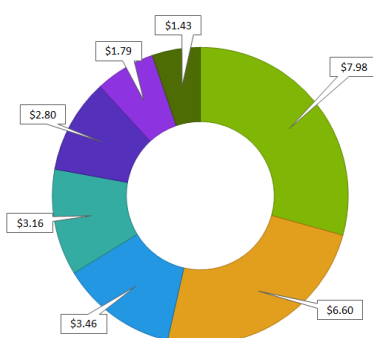
## Spending

- ✓ A surprising 79.3% of all respondents reported annual spending related to this trail with an average of \$285 per year (outliers not excluded).
- ✓ 28.8% of respondents indicated spending on that particular visit to the trail. This was greater than the 21% who reported any spending overall.
- ✓ Respondents provided additional detail about their spending on that particular visit in various categories below averaging a total of \$14.27 which was much higher than the average of \$5.64 for trails across the Census.

How much will you spend on the following categories on this visit to the trail?

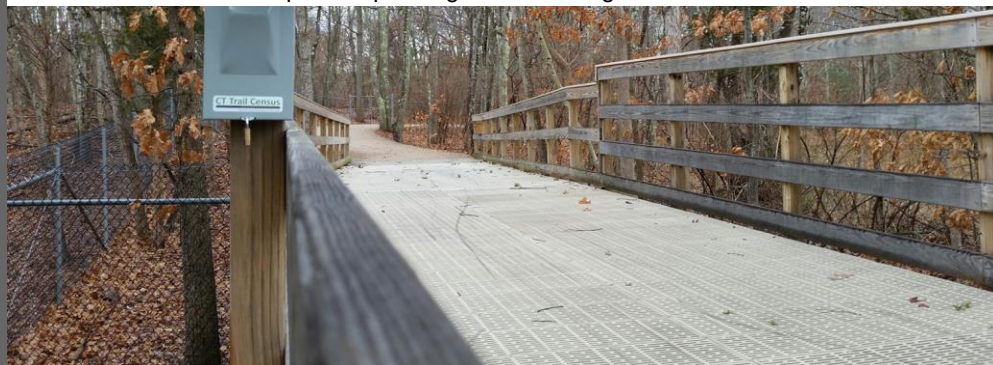
All Trails n = 971

This Trail n = 111



Meals Gas Other Beverages Retail Snacks Nearby activities

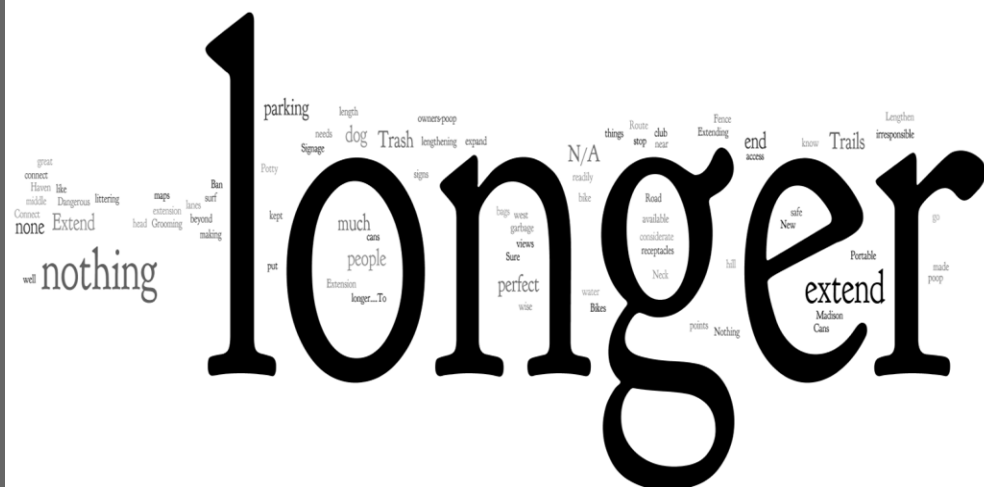
Note: Respondents Were asked if they spent any money on logging or rentals but no one in census reported spending in these categories.



<http://cttrailcensus.uconn.edu>

## Suggested Improvements

- ✓ By far the most often suggested improvement was that this trail be made longer (25), followed by extend it (7), nothing (6) and parking (2).



## Favorite Thing About the Trail

- ✓ The most cited favorite things about this trail included its beauty (23), scenery (14), and views (12) of nature (8).

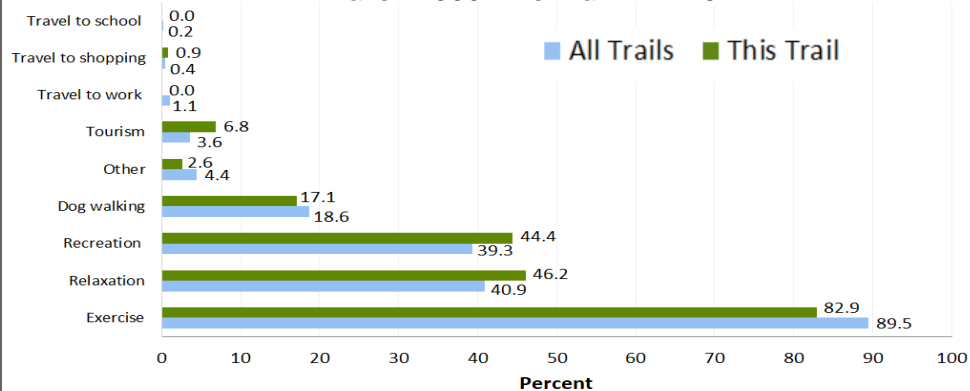


## Purpose and Activities

- ✓ The average group size was **1.43 people** (n=167), lower than than average group size of 2.3 people across all trails.
- ✓ The primary activity on this trail is **Walking** (65.8%) followed by Running/Jogging (9.7%), Bicycling (24.6%). (n=114).
- ✓ Respondents' primary purpose on the trail was **exercise** (82.8%) followed by relaxation (46.6%) and recreation (44.8%).

### What is your primary purpose on the trail today?

All Trails n=999 This Trail n = 116



Note: Respondents could choose more than one primary purpose, so answers do not total to 100%



<http://cttrailcensus.uconn.edu>

## 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 Fastrak 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, April 2018.

