


# Background on Intercept Surveys

For Internal Use Only  
 Date \_\_\_\_\_ Time \_\_\_\_\_ Initials \_\_\_\_\_ Notes \_\_\_\_\_  
 Site Code \_\_\_EHAMP\_\_\_THOMP\_NBRIT\_CHESH\_EHART\_NHVN\_HAMD\_HART\_BOLT\_VERN\_OXF\_MIDDLEB\_DERBY\_WILTON\_MADISON\_BROOK\_TORR 1 2 3 4

**Trail Census User Survey**  
 None of the information gathered will be used to identify you individually. All data will be kept confidential and will be aggregated for analysis.

- What is your home ZIP code? \_\_\_\_\_
- How are you traveling on the trail today?  
 Walk  Wheelchair or mobility aid  
 Run/Jog  Other \_\_\_\_\_  
 Bike
- Approximately how many minutes do you plan to spend on the trail today? \_\_\_\_\_ minutes
- During your visit to the trail today do you anticipate crossing this point on the trail again?  
 \_\_\_Yes \_\_\_No
- What is your purpose? (select all that apply)  
 Recreation  Exercise - Prescribed  
 Relaxation  Family time  
 Dog walking  Socializing  
 Travel to school  Group activity  
 Travel to shopping  Event  
 Travel to work  Tourism  
 Exercise  Other \_\_\_\_\_
- How did you get to the trail today?  
 Car or Motorcycle (alone)  
 Car or Motorcycle (with others)  
 Public Transit (bus/train)  
 Bicycle  Run/Jog  
 Walk  Other \_\_\_\_\_
- How often do you use the trail at this location?  
 First time  Once a week  
 5 or more times/week  Once a month  
 2-4 times/week  Every few months
- During which seasons do you generally use the trail? (Select all that apply)  
 Summer  Winter  
 Fall  Spring
- On this trip to the trail only, how much have you spent or do you plan to spend on each of the following? (if nothing write "0"):  
 Beverages \$ \_\_\_\_\_  
 Snack foods \$ \_\_\_\_\_  
 Full meals at a restaurant \$ \_\_\_\_\_  
 Gas \$ \_\_\_\_\_  
 Retail (gifts, clothing, etc.) \$ \_\_\_\_\_  
 Equipment rental \$ \_\_\_\_\_  
 Lodging \$ \_\_\_\_\_  
 Nearby activities for recreation or amusements \$ \_\_\_\_\_  
 Other \$ \_\_\_\_\_
- Did your use of this trail influence your purchase of gear, supplies, equipment, clothing or rentals in the past year? \_\_\_Yes \_\_\_No
- If you answered yes above, approximately how much did you spend in the past year on gear, supplies, equipment, clothing or rentals related to your use of this trail: \$ \_\_\_\_\_
- What are your favorite things about this trail?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- What would improve your experience on this trail?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- During an average week, how many days do you complete at least 30 minutes of physical activity? \_\_\_\_\_ # days/week
- How many of these days include activity that causes an increase in breathing or heart rate? \_\_\_\_\_ # days/week
- During an average week, what percent of your physical activity do you complete using this trail? \_\_\_\_\_ %
- What is your age range?  
 Under 18  45-54  
 18-24  55-64  
 25-34  65-74  
 35-44  75 or over
- What best represents your household income?  
 Under \$24,999  \$100,000 – \$199,999  
 \$25,000 – \$49,999  Over \$200,000  
 \$50,000 – \$99,999
- What is your race or ethnicity? (Select all that apply)  
 White  Asian  
 Black or African American  Pacific Islander  
 American Indian  Spanish, Hispanic or Latino  
 Other \_\_\_\_\_
- What is your sex?  
 Female  Male  
 Prefer to self-describe

**Connecticut Trail Census**   
 Statewide multi-use trail user study

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 Statewide multi-use trail user study



# What is the survey?

- A one-page survey with 20 questions
- The survey is geared at understanding who trail users are:
  - Where they come from?
  - When they use the trail, how often and how long?
  - Do they spend money on the trail?
  - Demographics
  - Trail users favorite things or what could be improved

# Survey

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
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\_\_\_\_\_  
\_\_\_\_\_
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# Background and Goals of Surveying

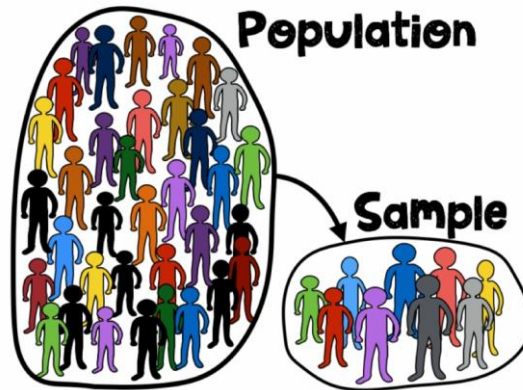
- Developed based on the needs identified by local trail advocacy groups and recommendations from the National Bicycle and Pedestrian Documentation Project
- Survey has been updated through several pilots since 2015
- Main goal is to understand trail users at a particular location on a trail

# Background and Goals of Surveying II

- Data is collected by local volunteers and belongs to the local partner organizations
- Partner organizations provide their data to the Trail Census for inclusion in analysis which is reported on yearly

# Why do we survey?

- We can't collect information from every single trail user, so we take a sample of users from the whole population



- Sampling schedule recommendations allow trail users groups to gain a better understanding of local trail users.

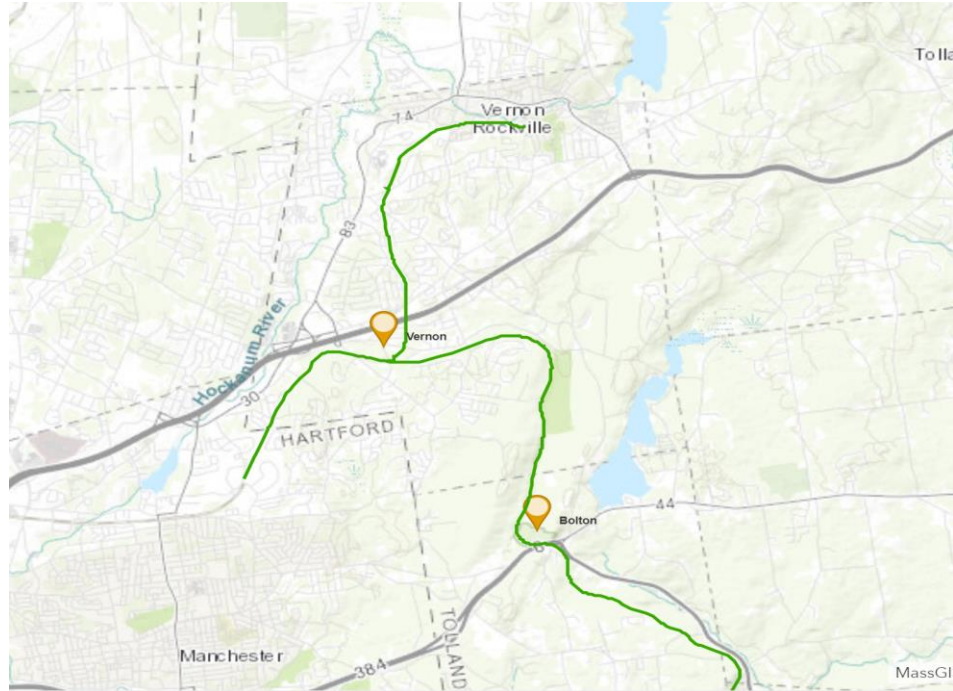
# What Surveying Isn't

- A way to generalize about all trail users in Connecticut



# What Surveying Isn't II

- A way to understand the users on the full length of a given trail





# What Trail Census Isn't

- *The Trail Census is not university research project*
- UConn staff and volunteers work in partnership
- Program is foremost designed to produce information and insights for our communities. Research interests at UConn are secondary

# Methods

- Read more about background of survey and methods used to design the survey on our website.

# Thank you!



Any questions or comments email  
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