Background on Intercept Surveys

Trail Census User Survey

Items of the information gathered will be used to identify
the trail user. All data will be kept confidential and will
be aggregated for analysis.

1. What is your home ZIP code? ______________________

2. How are you traveling on the trail today?
   ☐ Walk ☐ Run/Jog ☐ Bike ☐ Other ______________________

3. Approximately how many minutes do you plan to spend on the trail today? _______ minutes

4. During your visit to the trail today do you anticipate crossing this point on the trail again?
   ☐ Yes ☐ No ______________________

5. What is your purpose? (Select all that apply)
   ☐ Recreation ☐ Relaxation ☐ Dog walking ☐ Travel to school 
   ☐ Travel to shopping ☐ Travel to work ☐ Exercise ______________________

6. How did you get to the trail today?
   ☐ Car or Motorcycle (alone) ☐ Car or Motorcycle (shared) 
   ☐ Walking (it is raining) ☐ Public Transit (bus/train) 
   ☐ Bicycle ☐ Walk ☐ Run/Jog ☐ Other ______________________

7. How often do you use the trail at this location?
   ☐ First time ☐ 1 or more times/week ☐ 2-3 times/week 
   ☐ Once a week ☐ Once a month ☐ Every few months ______________________

8. During which seasons do you generally use the trail?
   Select all that apply: ☐ Summer ☐ Fall ☐ Winter ☐ Spring ______________________

9. 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”):
   ☐ Souvenirs ☐ Full meals at a restaurant ☐ Gas 
   ☐ Retail gifts, clothing, etc. ☐ Equipment rental ☐ Lodging 
   ☐ Nearby activities for recreation or amusement ______________________

10. Did your use of this trail influence your purchase of gear, supplies, equipment, clothing or rentals in the past year? ☐ Yes ☐ No ______________________

11. 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? ______________________

12. What are your favorite things about this trail? ______________________

13. What would improve your experience on this trail? ______________________

14. During an average week, how many days do you complete at least 30 minutes of physical activity? _______ days/week

15. How many of these days include activity that causes an increase in breathing or heart rate? _______ days/week

16. During an average week, what percent of your physical activity do you complete using this trail? __________% ______________________

17. What is your age range?
   ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65-74 ☐ 75 or over ______________________

18. What best represents your household income?
   ☐ Under $14,999 ☐ $15,000 - $24,999 ☐ $25,000 - $39,999
   ☐ $40,000 - $59,999 ☐ $60,000 - $79,999 ☐ $80,000 - $99,999 
   ☐ Over $100,000 ______________________

19. What is your race or ethnicity? (Select all that apply)
   ☐ Asian ☐ Pacific Islander ☐ Spanish, Hispanic or Latino 
   ☐ White ☐ Black or African American ☐ American Indian or Other ______________________

20. What is your sex?
   ☐ Female ☐ Prefer to self-describe ☐ Male ______________________
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

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.

1. What is your home ZIP code? ____________

2. How are you traveling on the trail today?
   - Walk
   - Wheelchair or mobility aid
   - Run/Jog
   - Bike
   - Other ____________

3. Approximately how many minutes do you plan to spend on the trail today? ______ minutes

4. During your visit to the trail today do you anticipate crossing this point on the trail again?
   - Yes ___ No ____________

5. What is your purpose? (select all that apply)
   - Recreation
   - Relaxation
   - Dog walking
   - Travel to school
   - Travel to shopping
   - Travel to work
   - Exercise
   - Other ____________

6. How did you get to the trail today?
   - Car or Motorcycle (alone)
   - Car or Motorcycle (with others)
   - Public Transit (bus/Train)
   - Bicycle
   - Walk
   - Other ____________

7. How often do you use the trail at this location?
   - First time
   - Once a week
   - Once a month
   - Every few months
   - 2-4 times/week
   - 5 or more times/week

8. During which seasons do you generally use the trail? (Select all that apply)
   - Summer
   - Fall
   - Winter
   - Spring

9. 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 $ ____________

10. Did your use of this trail influence your purchase of gear, supplies, equipment, clothing or rentals in the past year?
    - Yes ___ No ____________

11. 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: $ ____________

12. What are your favorite things about this trail?
    ____________________________
    ____________________________
    ____________________________

13. What would improve your experience on this trail?
    ____________________________
    ____________________________
    ____________________________

14. During an average week, how many days do you complete at least 30 minutes of physical activity? ________ # days/week

15. How many of these days include activity that causes an increase in breathing or heart rate? ________ # days/week

16. During an average week, what percent of your physical activity do you complete using this trail? ________ %

17. What is your age range?
    - Under 18
    - 18-24
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - 65-74
    - 75 or over

18. What best represents your household income?
    - Under $24,999
    - $25,000 - $49,999
    - $50,000 - $99,999
    - $100,000 - $199,999
    - $200,000 - $299,999
    - $300,000 - $499,999
    - $500,000 - $999,999
    - Over $1,000,000

19. What is your race or ethnicity? (Select all that apply)
    - White
    - Black or African American
    - American Indian
    - Pacific Islander
    - Asian
    - Spanish, Hispanic or Latino
    - Other ____________

20. What is your sex?
    - Female ___
    - Male ___
    - Prefer to self-describe ___

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Connecticut Trail Census
Statewide multi-use trail user study
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 cttrailcensus@gmail.com