Background on Intercept Surveys

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.			8. During which seasons do you generally use the trail? (Select all that apply) Summer Winter Fall Spring			14. During an average week, how many days do you complete at least 30 minutes of physical activity? # days/week		
1. V	. What is your home ZIP code?			On this trip to the trail only, how much have you		How many of these days causes an increase in bre		
		Э.	spent or do you plan to spend on each of the		causes all ilicrease ili bre	# days/week		
	How are you traveling on the trail today? □ Walk □ Wheelchair or mobility aid □ Run/Jog □ Other □ Bike			following? (If nothing write "0"):			# ddy3, #*cck	
				Beverages \$	16.	During an average week	k, what percent of your	
				Snack foods \$		physical activity do you	complete using this	
				Full meals at a restaurant \$		trail?	%	
		ny minutes do you plan		Gas \$				
t	to spend on the trail today?minutes			Retail (gifts, clothing, etc.) \$	17.	What is your age range	?	
г	During your visit to the trail today do you anticipate crossing this point on the trail again?			Equipment rental \$		☐ Under 18	□ 45-54	
a				Lodging \$		□ 18-24	□ 55-64	
		-		Nearby activities for		25-34	□ 65-74	
		YesNo		recreation or amusements \$		□ 35-44	☐ 75 or over	
. v	What is your purpose? (select all that apply)			Other \$	10	What best represents v	bbald i	
	Recreation		10	Did your use of this trail influence your purchase	10.	Under \$24.999	our nousenoid income?	
	Relaxation	☐ Family time		of gear, supplies, equipment, clothing or rentals		S25,000 - \$49,999	☐ \$100.000 - \$199.99	
	Dog walking	□ Socializing		in the past year? YesNo		S50,000 - \$99,999	☐ Over \$200,000	
	Travel to school	☐ Group activity				_ +,		
	☐ Travel to shopping ☐ Event ☐ Travel to work ☐ Tourism	11.	If you answered yes above, approximately how	19.	What is your race or eth	nicity?		
			much did you spend in the past year on gear,		(Select all that apply)	· · · · · · · · · · · · · · · · · · ·		
	☐ Exercise	□ Other		supplies, equipment, clothing or rentals related		☐ White	☐ Asian	
				to your use of this trail: \$		□ Black or African Am	erican Pacific Islande	
	low did you get to the					☐ American Indian	☐ Spanish, Hispa	
☐ Car or Motorcycle (alone)			12.	What are your favorite things about this trail?		☐ Other	or Latino	
	☐ Car or Motorcycle (with others) ☐ Public Transit (bus/train)							
	J Public Transit (bus/t J Bicvcle	rain) Run/Jog			20.	What is your sex?		
	J Bicycle J Walk	Other				☐ Female	■ Male	
-	J VVaik	Li Otner	_			☐ Prefer to self-describ	e	
	How often do you use the trail at this location? ☐ First time ☐ Once a week			What would improve your experience on this				
				trail?		Connecticut Trail Census		
	5 or more times/we	· □ Once a month			Sta	tewide multi-use trail u	ser study	

Connecticut Trail Census
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?
 - O Do they spend money on the trail?
 - Demographics
 - Trail users favorite things or what could be improved

Survey

	Internal Use Only	Initials Notes					
			NHV	N_HAMD _HART_ BOLT_VERN_OXF_MIDDLEB_	DERB	WILTONMADISONB	ROOK_TORR 1 2 3 4
Noi	rail Census Use ne of the information gathe i individually. All data will be aggregated for analysis.	r Survey red will be used to identify be kept confidential and will	8.	During which seasons do you generally use the trail? (Select all that apply) Summer Winter Fall Spring	14.		nutes of physical activity?# days/week
1.	1. What is your home ZIP code?			On this trip to the trail only, how much have you		How many of these days causes an increase in bro	
2.	How are you traveling	and the same and t		spent or do you plan to spend on each of the following? (If nothing write "0"):			# days/week
	☐ Run/Jog ☐ Ot ☐ Bike	heelchair or mobility aid her		Beverages \$Snack foods \$Snack foods \$	16.	During an average wee physical activity do you trail?	
3.		any minutes do you plan day?minutes		Gas \$ Retail (gifts, clothing, etc.) \$	17.	What is your age range	?
4.	During your visit to the anticipate crossing this	trail today do you point on the trail again?		Equipment rental \$ Lodging \$ Nearby activities for		☐ Under 18 ☐ 18-24 ☐ 25-34	☐ 45-54 ☐ 55-64 ☐ 65-74
		YesNo		recreation or amusements \$ Other \$		□ 35-44	☐ 75 or over
5.	. What is your purpose? (select all that apply)				18.	What best represents y	our household income?
	☐ Recreation ☐ Relaxation ☐ Dog walking ☐ Travel to school	☐ Exercise - Prescribed ☐ Family time ☐ Socializing ☐ Group activity	10.	Did your use of this trail influence your purchase of gear, supplies, equipment, clothing or rentals in the past year? YesNo		☐ Under \$24,999 ☐ \$25,000 - \$49,999 ☐ \$50,000 - \$99,999	□ \$100,000 – \$199,999 □ Over \$200,000
	☐ Travel to shopping☐ Travel to work☐ Exercise	Event Tourism Other	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: \$	19.	What is your race or et (Select all that apply) White Black or African Am	☐ Asian
6.	6. How did you get to the trail today?□ Car or Motorcycle (alone)			What are your favorite things about this trail?		☐ American Indian ☐ Other	☐ Spanish, Hispani
	☐ Car or Motorcycle (☐ Public Transit (bus/☐ Bicycle				20.	What is your sex? ☐ Female	□ Male
	□ Walk	Other	13.	What would improve your experience on this		☐ Prefer to self-describ	pe
7.	How often do you use to □ First time □ 5 or more times/wee □ 2-4 times/week	the trail at this location? Once a week Once a month Every few month		trail?		onnecticut Trail (atewide multi-use trail (

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

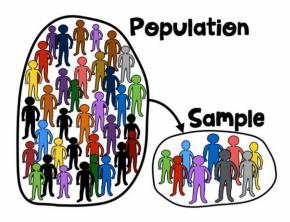
Background and Goals of Surveying II

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?

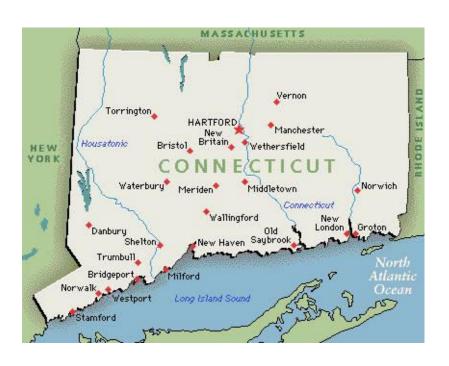
• We can't collect information from every single trail user, so we take a sample of users from the whole population



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

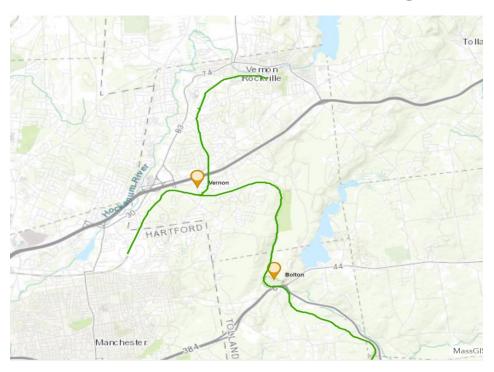
What Surveying Isn't

• 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