

PART V. In this section we are interested in VISITOR INFORMATION that will help us to better understand the characteristics of the users of the CAMBA trails and to make predictions about future trail use. All answers will be reported only as averages.

1. What is the highest educational level you have attained? Check one.
 Grade or elementary school Graduate of college
 Some high school Some graduate work
 High school diploma Master's degree
 Some business or technical Doctoral or professional degree
 Some college
2. What is your present or most recent occupation? Include retired or homemaker if applicable. _____
3. What was your approximate household income from all sources, before taxes, in 2008? Check one box.
 under \$30,000 \$75,000 to \$99,999 \$200,000 to \$249,999
 \$30,000 to \$49,999 \$100,000 to \$149,999 \$250,000 or above
 \$50,000 to \$74,999 \$150,000 to \$199,999
4. What is your age? _____ years
5. What is your gender? Male Female

Is there anything else you would like to tell us about the CAMBA trails? If so, please use this space for that purpose. Also, any comments you wish to make to help us better understand the needs of mountain bikers will be appreciated here or in a separate letter.



2009 Mountain Bike Survey

Thank you for agreeing to participate in this follow-up survey relating to the Chequamegon Area Mountain Bike Association (CAMBA) trails. Information gathered from this survey will be useful to trail managers and planners in the provision of improved services and in determining the economic impact of the trails on the local economy. Your input regarding CAMBA trails will be valuable in assessing future trail development needs.

Please answer all of the questions. If you wish to comment on any questions or qualify your answers, please feel free to use the space in the margins. Return this questionnaire in the enclosed postage paid return envelope.

Since this is a follow-up to the short survey you completed concerning the CAMBA trails, several questions refer to that particular visit. Other questions relate to your trail use in general and your trail and activity preferences. Please read the instructions at the beginning of each section

PLEASE NOTE: It is very important that the person who is listed on the address label fill out this survey.

Thank you for helping us with our Trail User and Economic Impact Study.
Results will be published in our Fall or Winter newsletter and posted to our website.

CHEQUAMEGON AREA MOUNTAIN BIKE ASSOCIATION

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PART I. In this section we would like to learn more about YOUR CAMBA TRAIL VISIT on the day that you filled in the short form of the survey.

Please answer questions in terms of that trip only.

1. Approximately how long were you on the trail that day?
2. What was the total length of your trip? _____ # of days.
 - a. How many days did you stay in this area (30 mile radius of Cable-Hayward, Wis.)? _____ # of days.
 - b. Of this, how many days did you bike on the CAMBA trails? _____ # of days
 - c. On an average, how many hours did you bike each day? _____ hours
3. Was this your first visit to that trail? ___ Yes ___ No
4. Please describe what influenced your decision to bike the CAMBA trails.

5. How did you find out about the CAMBA trails? Please check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Word-of-Mouth | <input type="checkbox"/> Visitor Information Center |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Cable Area Chamber of Commerce |
| <input type="checkbox"/> Information centers | <input type="checkbox"/> Hayward Lakes Visitor & Convention Bureau |
| <input type="checkbox"/> Trade show | <input type="checkbox"/> other _____ |
| <input type="checkbox"/> Bike shops | <input type="checkbox"/> Advertisement |
| <input type="checkbox"/> I just happened to see it | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Magazine |
| <input type="checkbox"/> www.cambatrails.org | <input type="checkbox"/> web |
| <input type="checkbox"/> www. _____ | <input type="checkbox"/> Article |
| <input type="checkbox"/> www. _____ | <input type="checkbox"/> newspaper |
| <input type="checkbox"/> www. _____ | <input type="checkbox"/> magazine |

THE FOLLOWING SECTION PERTAINS TO YOUR OVERALL PARTICIPATION IN MOUNTAIN BIKING ACTIVITIES (NOT JUST CAMBA TRAILS).

PART IV. The following questions relate to your mountain biking activities in general.

1. On about how many different days during the last 12 months did you ride your mountain bike for recreation? _____ # of days
2. At what level of ability would you rate yourself? Circle one.

NOVICE				EXPERT
1	2	3	4	5
3. How important is mountain biking to you? Circle one.

NOT AT ALL				EXTREMELY
IMPORTANT	1	2	3	4
				IMPORTANT
	1	2	3	4
				5
4. During the last 12 months, which of the following activities did you also participate in? Please check the box.

<input type="checkbox"/> Walking	<input type="checkbox"/> Canoeing/Kayaking	<input type="checkbox"/> Cross country skiing
<input type="checkbox"/> Running	<input type="checkbox"/> Horseback riding	<input type="checkbox"/> Snowshoeing
<input type="checkbox"/> Road Bicycling	<input type="checkbox"/> Snowmobiling	<input type="checkbox"/> Downhill skiing
<input type="checkbox"/> Hunting/Fishing	<input type="checkbox"/> ATV riding	<input type="checkbox"/> Boating (power)
<input type="checkbox"/> Water Sports	<input type="checkbox"/> Other _____	

(specify)
5. Please list any expenditures you made related to mountain biking during the last 12 months.

ESTIMATE AMOUNT SPENT FOR:	AMOUNTS YOU SPENT IN:	
	Approx. 30 mile radius of Cable-Hayward area	Outside the Cable-Hayward area
a. Clothing (clothing, shoes, boots, hats, etc.)	_____	_____
b. Equipment (bikes)	_____	_____
c. Accessories (bike racks, water bottles, helmets, spare parts, cameras, etc.)	_____	_____
d. Books, guides, maps, etc.	_____	_____
e. Memberships/subscriptions	_____	_____
f. Mountain biking related trips & travel (food, hotel, transportation, etc.)	_____	_____
g. Other expenditures (please specify):	_____	_____
	_____	_____
	_____	_____
	_____	_____

PART III. In this section we are interested in YOUR TRAIL PREFERENCES.

Listed below are some of the characteristics that many people consider desirable for trails. Please consider each characteristic and: **A. Circle the number that best indicates how important it is to you;** and **B. Circle the number that best indicates how satisfied you are with these aspects of the CAMBA trails.**

Characteristic:	A. LEVEL OF IMPORTANCE					B. LEVEL OF SATISFACTION				
1. Single track trails	1	2	3	4	5	1	2	3	4	5
2. Technical trails	1	2	3	4	5	1	2	3	4	5
3. Level of grades	1	2	3	4	5	1	2	3	4	5
4. Natural surroundings	1	2	3	4	5	1	2	3	4	5
5. Quiet settings	1	2	3	4	5	1	2	3	4	5
6. Trees for shade	1	2	3	4	5	1	2	3	4	5
7. Wildlife and birds	1	2	3	4	5	1	2	3	4	5
8. Points of interest	1	2	3	4	5	1	2	3	4	5
9. Safe crossings at roads, streams, etc.	1	2	3	4	5	1	2	3	4	5
10. No motorized vehicles	1	2	3	4	5	1	2	3	4	5
11. Smooth trail surfaces	1	2	3	4	5	1	2	3	4	5
12. Good maintenance	1	2	3	4	5	1	2	3	4	5
13. Places to buy food and drink	1	2	3	4	5	1	2	3	4	5
14. Parking facilities	1	2	3	4	5	1	2	3	4	5
15. No crowds	1	2	3	4	5	1	2	3	4	5
16. Wide enough to travel beside others	1	2	3	4	5	1	2	3	4	5
17. Maps, directional signs and trail info	1	2	3	4	5	1	2	3	4	5
18. Conveniently located	1	2	3	4	5	1	2	3	4	5
19. Varied surroundings	1	2	3	4	5	1	2	3	4	5
20. Drinking water and toilet facilities	1	2	3	4	5	1	2	3	4	5
21. Signs and information on historic and natural features	1	2	3	4	5	1	2	3	4	5
22. Easy trails	1	2	3	4	5	1	2	3	4	5
Moderate trails	1	2	3	4	5	1	2	3	4	5
Difficult trails	1	2	3	4	5	1	2	3	4	5
23. Availability of a number of trails	1	2	3	4	5	1	2	3	4	5
24. Variety of trail types	1	2	3	4	5	1	2	3	4	5
25. Other (please specify) _____	1	2	3	4	5	1	2	3	4	5

Which three items listed above are the most important things you consider when you are deciding which trail to visit?

- a. Most important # _____
- b. Second most important # _____
- c. Third most important # _____

6. Please estimate the amount of expenditures made during your entire trip to the CAMBA trails (pertains to the trip during which you filled out your initial survey). If you paid all of your own expenses and no one else's, report only the amounts you actually spent in each category. If your group shared some or all expenses (members made some purchases for one another), please report your estimates of the amounts spent by the entire group in each category.

	Approx. 30 mile radius of Cable- Hayward area	Outside the Cable-Hayward area
ESTIMATE AMOUNT SPENT FOR:		
a. Restaurants (including fast food, sit down, etc.)	_____	_____
b. Food and beverage retail stores	_____	_____
c. Lodging expenses:		
Hotel/motel/bed & breakfast	_____	_____
Camping	_____	_____
Resorts	_____	_____
Other (please specify) _____	_____	_____
d. Retail purchases during trip (personal items, souvenirs, etc.) excluding durable purchases such as equipment	_____	_____
e. Auto expenses:		
Gas and oil	_____	_____
Repairs and service	_____	_____
f. Other transportation costs:		
Airfare and bus fare	_____	_____
g. Fees for other attractions/entertainment	_____	_____
h. All other expenses for this trip (program fees, licenses, rental fees for bikes, etc.) Please specify.	_____	_____
	_____	_____
	_____	_____

PART II. In this section we would like to know about your opinions of the CAMBA trails and its management.

1. Please estimate when you first visited the CAMBA trails. _____Month _____Year

2. Overall, how satisfied are you with the CAMBA trails? Please circle one number

VERY UNSATISFIED					VERY SATISFIED
1	2	3	4	5	

3. What things do you like best about the CAMBA Trails?

4. What things do you like least about he CAMBA trails?

5. What other trail systems have you ridden?

6. The following attributes have been identified as problems with some trail systems. To what extent have you observed these problems on the CAMBA trails? Circle one number for each item.

	NOT A PROBLEM				MAJOR PROBLEM
a. Too crowded	1	2	3	4	5
b. Conflicts with other activities _____	1	2	3	4	5
(specify)					
c. Reckless behavior of trail users	1	2	3	4	5
d. Litter and glass	1	2	3	4	5
e. Dangerous road intersections	1	2	3	4	5
f. Vandalism (signage, trail heads)	1	2	3	4	5
g. Personal safety	1	2	3	4	5
h. Lack of restrooms	1	2	3	4	5
i. Lack of drinking water	1	2	3	4	5
j. Lack of trail direction signs	1	2	3	4	5
k. Confusing trail markings	1	2	3	4	5
l. Not enough access points	1	2	3	4	5
m. Not enough parking at access points	1	2	3	4	5
n. Lack of information to plan visits	1	2	3	4	5
o. Lack of services (food and drink, bike repair, etc.)	1	2	3	4	5
p. Trail maps	1	2	3	4	5
q. Adequate trail maintenance	1	2	3	4	5
r. Logging activity	1	2	3	4	5
s. Other? _____	1	2	3	4	5
(specify)					

7. Which one item listed above do you feel is the most important problem on the CAMBA trails? Please indicate the appropriate letter in the blank. _____