

Algoma Trail Users Survey
DRAFT QUESTIONNAIRE: TO BE EDITED AS NECESSARY BY
INDIVIDUAL TRAIL GROUPS

Algoma Trail Survey

Interviewer Name: _____

Trail Name: _____

Location of Interview: _____

Date and Time: _____

Survey #: _____

Introduction

Hello, my name is _____ and I am conducting a survey on behalf of _____ to help with the ongoing development of trails in the Algoma Region. Would you be able to help us by answering a few questions. It should only take about 5 minutes and all of the information you provide me will be kept confidential.

If person/group says No, say thank you and have a good day.

If person/group says Yes, select person to do the interview and proceed.

First, identify the Type of User/Trail Activity by checking the appropriate box below:

Spring/Summer/Fall Trail Activities

Winter Trail Activities

Hiking/Walking

Snowmobiling

Cycling

Cross Country Skiing

ATV/Off Road Vehicle

ATV/Off Road Vehicle

Mountain Bike

Snowshoeing

Equestrian

Dogsledding

Canoeing

Walking/Hiking

Kayaking

Other _____

Other _____

1. **Where do you live?** (*Interviewer select most appropriate box based on response*)

Local Area (within 30 minutes)

Other Parts of Algoma

Other Northern Ontario

Southern Ontario

(incl. West, North & Sudbury, North Bay area) Eastern Ontario (Ottawa area)

Quebec

Other Canada

Mid-West US (incl. Michigan, Wisconsin, Minnesota, Illinois, Iowa, Ohio)
Overseas

Other US

IF RESPONDENT IS FROM THE LOCAL AREA (within about 30 minutes drive of the trail), ASK QUESTIONS 2 to 5 ONLY AND THEN END THE INTERVIEW

IF RESPONDENT LIVES ANYWHERE ELSE, START WITH QUESTION #6

2. How many people are in your party of trail users on this trip? *(Party means the immediate group of people that they are visiting the trail with on this trip)*

_____ people

3. How long has your party spent on the trail on this trip? *(Interviewer select most appropriate box based on response)*

½ day or less	<input type="checkbox"/>	½ to 1 day	<input type="checkbox"/>
1 overnight	<input type="checkbox"/>	2 overnights	<input type="checkbox"/>
3 overnights	<input type="checkbox"/>	4 overnights	<input type="checkbox"/>
Longer – Note number of nights		_____	

4. How much money, in total, has or will your party spend on this trip to and from the trail, (or along the way if the trip has been longer than 1 day) on each of the following? *(Ask them to estimate if they are planning to spend money on the way home; Put in amounts to nearest dollar)*

Gas & Auto Expenses	_____
Food & Beverage (in restaurant or at stores)	_____
Other Retail Purchases	_____
Accommodation (for those away overnight)	_____
Other	_____
Total <i>(Interviewer to add)</i>	_____

5. Are there any improvements or changes that you would like to see made to this trail that would help increase your use or provide a better trail experience?

Thank you very much for your help and have a good day.

FOR RESPONDENTS FROM OUTSIDE THE LOCAL AREA, CONTINUE WITH QUESTION #6 BELOW

6. a) Was visiting this trail, or any other trails in Algoma, a main reason for your trip to the region (or this part of the region if person is from other parts of Algoma)?

Yes, Main Reason for Trip
 No, Not Main Reason for Trip

If answer is Yes, proceed to Question #7. If answer is No, ask 6b.

- b) Was visiting this trail, or any other trails in Algoma, part of the reason for your trip to the region (or this part of the region if person is from other parts of Algoma)?

Yes, Part of Reason for Trip
 No, Not Part of Reason for Trip

If answer is Yes, proceed to Question #7. If answer is No, ask 6c.

- c) Did you stay longer in the area than you were planning to, so that you could visit this trail, or any other trails in Algoma (or this part of the region if person is from other parts of Algoma)?

Yes, Stayed Longer How much longer? _____
 No, did not stay longer (no. of days or part days)

7. How many people are in your party of trail users on this trip? *(Party means the immediate group of people that they are visiting the trail with on this trip)*

_____ people

8. How many days are you spending in Algoma (show map of region) on this trip? *(Interviewer select most appropriate box based on response)*

Less than one day	<input type="checkbox"/>	1 Night	<input type="checkbox"/>
2 Nights	<input type="checkbox"/>	3 Nights	<input type="checkbox"/>
4 Nights	<input type="checkbox"/>	5 Nights	<input type="checkbox"/>
6 Nights	<input type="checkbox"/>	7 Nights	<input type="checkbox"/>
Other (write in number) _____			

9. And how long has your party spent/will you spend on the trail on this trip? *(Interviewer select most appropriate box based on response)*

½ day or less	<input type="checkbox"/>	½ to 1 day	<input type="checkbox"/>
1 overnight	<input type="checkbox"/>	2 overnights	<input type="checkbox"/>
3 overnights	<input type="checkbox"/>	4 overnights	<input type="checkbox"/>
Longer – Note number of nights _____			

10. We'd like to ask a couple of questions about your expenditures, both today near the trail and on your trip to Algoma. This is to help us determine the economic impacts of the trail which will help us access funding to continue development and maintenance work.

- a) First, could you estimate how much, if anything, your party (that's everyone in your immediate party) have spent or will spend within approximately a 30 minute drive of this trail, today or on this trip to the trail? Please estimate how much you have/will spend on: *(Note: For American visitors make sure amounts are in Canadian dollars)*

Category of Spending	Amount
Restaurant Meals	
Groceries and Liquor (purchased in stores)	
Gas and other Auto Related Expenses	
Accommodation and Campgrounds	
Other shopping	
Recreation and Entertainment	
Other	
Total (to be added by interviewer)	
Nothing Spent	

- b) Secondly, could you estimate how much your party (that's everyone in your immediate party) have spent or will spend on this trip to the Algoma Region. (Do not include monies spent to get to Algoma, such as on air fares). Please estimate how much you have/will spend on: *(Note: For American visitors make sure amounts are in Canadian dollars)*

Category of Spending	Amount
Restaurant Meals	
Groceries and Liquor (purchased in stores)	
Gas and other Auto Related Expenses, including car rentals)	
Accommodation and Campgrounds	
Other shopping	
Recreation and Entertainment	
Other	
Total (to be added by interviewer)	

11. How did you find out about this trail? *(Interviewer: Write # in box in order of mention. E.g. if Family/Friends mentioned first, put a 1 in the box; if Internet mentioned third, put a 3 in the box)*

- | | | | |
|---------------------------------|--------------------------|----------------------------|--------------------------|
| Word of Mouth (family, friends) | <input type="checkbox"/> | Internet/Web Site | <input type="checkbox"/> |
| Visitor Information Centre | <input type="checkbox"/> | Signage | <input type="checkbox"/> |
| Brochure on trail(s) | <input type="checkbox"/> | Tourism Guide | <input type="checkbox"/> |
| Article or Ad in magazine/paper | <input type="checkbox"/> | Trail Book | <input type="checkbox"/> |
| Club or Association | <input type="checkbox"/> | Just Knew (e.g. live here) | <input type="checkbox"/> |
| Other _____ | | | |

12. When planning your vacation or pleasure trip, what role does the availability of trails play in your decision about a destination? *(Read each of the answers and ask respondent to select one that fits the best)*

- a. I/we always look for destinations that have good trail experiences
- b. I/we sometimes look for destinations that have good trail experiences
- c. The availability of trail experiences is never a factor in selecting a vacation or pleasure trip destination

13. Which of the following categories best describes your highest level of education?

- High School not completed
- Completed High School
- Some College/University
- Completed College/University
- Post Graduate Degree

14. In which of the following categories is your total household income?

- Under \$20,000
- \$21,000 - \$40,000
- \$41,000 - \$60,000
- \$61,000 - \$80,000
- Over \$80,000

15. Are there any improvements or changes that you would like to see made to this trail that would help increase your use or provide a better trail experience?

Thank you very much for your help and have a great day.

OPTIONAL QUESTIONS

These other questions could be considered optional and could be asked depending on the interests of the trail group. There may be others that trail groups might be interested in adding.

1 Are you planning to visit any other trails while you are travelling on this trip?

Yes

No

If yes, which ones?

2. For local area residents, how many times have you used this trail in the past 12 months?

Once only

2- 3 times

4 – 6 times

7 – 10 times

11 – 20 times

21 – 30 times

Every week or so

More than 1x a week