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2012

Appleton Area Recreation Park Survey

Kelly Asche

Center for Small Towns (UMM)

Jessica Beyer

Center for Small Towns (UMM)

Alex Thompson

University of Minnesota - Morris

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UNIVERSITY OF MINNESOTA MORRIS



*"Believing in a bright,
prosperous future
for small communities."*

Appleton Area Recreation Park Visitor Survey 2012

Conducted by:

**Alex Thompson
University of Minnesota-Morris**

Advised by:

**Kelly Asche
Center for Small Towns,
University of Minnesota-Morris**

**Jessica Beyer
Center for Small Towns,
University of Minnesota-Morris**

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Overview

In the spring of 2012, citizens associated with the Appleton Area Recreation Park contacted the Center for Small Towns at the University of Minnesota, Morris to develop and implement a survey. The purpose of the survey was to collect data from park users relating to the amount of money being spent in Appleton, riders who are staying overnight in the area, and overall satisfaction with the park.

Since the purpose of the survey was to collect general information about the users of the Appleton Area Recreation Park, the design did not include any advanced sampling or analysis. Questions were developed in collaboration with the group of citizens. There was no sampling in a true sense, since the strategy was to just get as many responses as possible from unique park users during nine trips to the park. The mode used to implement the survey was through an in-person, paper survey. This involved traveling to the park and approaching park users who were unloading or loading their vehicles, or by approaching riders who were coming through the slower passing stops on the course. On many occasions, the survey was administered orally. The survey responses were then manually entered into an excel spreadsheet and analyzed using the same computer software.

Ten trips were made to the park. The first trip was to get familiar with the park; the other nine were to conduct the survey. A log was made that counted the number of park users that were surveyed and total number of riders. The total number of riders is not unique individuals; it is the accumulation of every person that entered the park. This amount consists of riders that previously had been surveyed or already declined to participate and young riders who did not participate in the survey. Below are the dates that the survey was conducted along with the number of users in the park and the number surveyed.

6/9: Users Counted: 40 Surveyed: 26

6/23: Users Counted: 30 Surveyed: 20

6/24: Users Counted: 25 Surveyed: 20

6/30: Users Counted: 35 Surveyed: 19

7/1: Users Counted: 10 Surveyed: 7

7/7: Users Counted: 20 Surveyed: 14

7/8: Users Counted: 11 Surveyed: 10

7/18: Users Counted: 9 Surveyed: 4

7/21: Users Counted: 25 Surveyed: 20

In some cases, only one person within a group would be willing to participate in the survey. For example, if it was a family, the head of the family would represent the entire group.

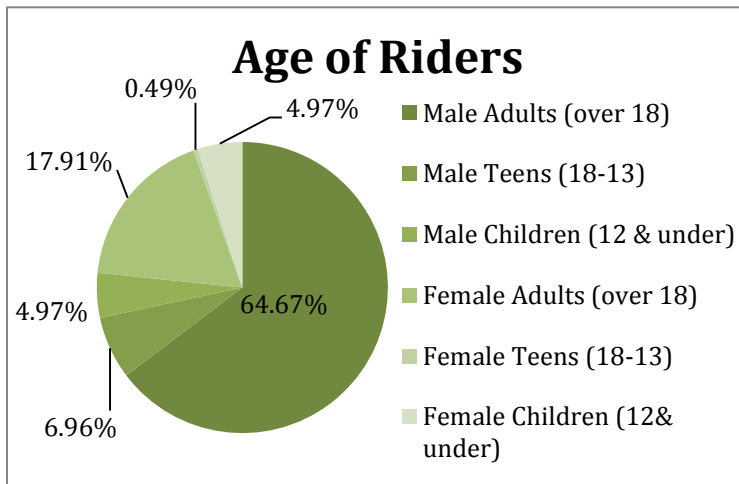
No one under the age of 18 was surveyed. The best times for surveying were 10am-11am and 2pm-3pm. In certain situations the survey was administered orally while users loaded or unloaded their vehicles. The biggest variable of this entire project was the weather. The first 2 trips the weather was mid-80s. The rest of the trips the weather was in the 90s. Users commented on the heat and how many will not ride in these conditions; it is too hot for them and too hot for their vehicles. This helps explain the lower number of users in July.

Rider and Vehicle Data

Total Population: 140 Surveys.

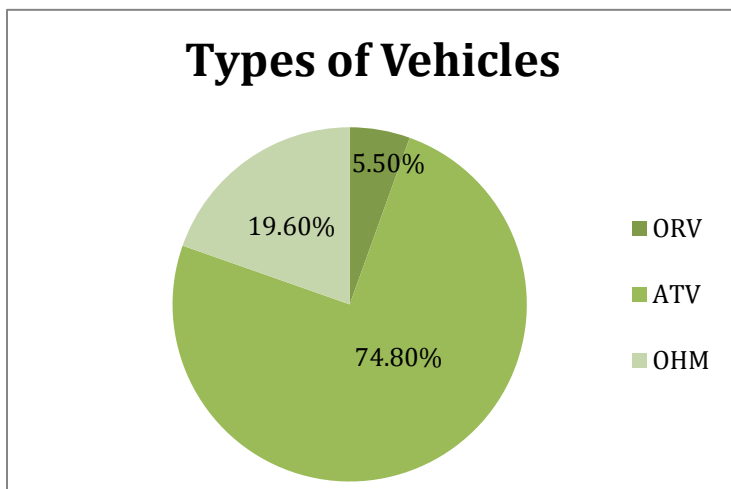
- There were a total of 201 park users documented.
- There were a total of 62 total groups.¹ The average group size was 3.24 riders per group.
- There were a total of 163 off-road vehicles documented.

Below are the percentages of total riders broken down by gender, age, and vehicle.



Gender, Age Cohort	% Total Surveys
Male Adult	64.68%
Male Teen	6.97%
Male Child	4.98%
Female Adult	17.90%
Female Teen	0.49%
Female Child	4.98%

As shown, adult males are using the park most, followed by adult females.

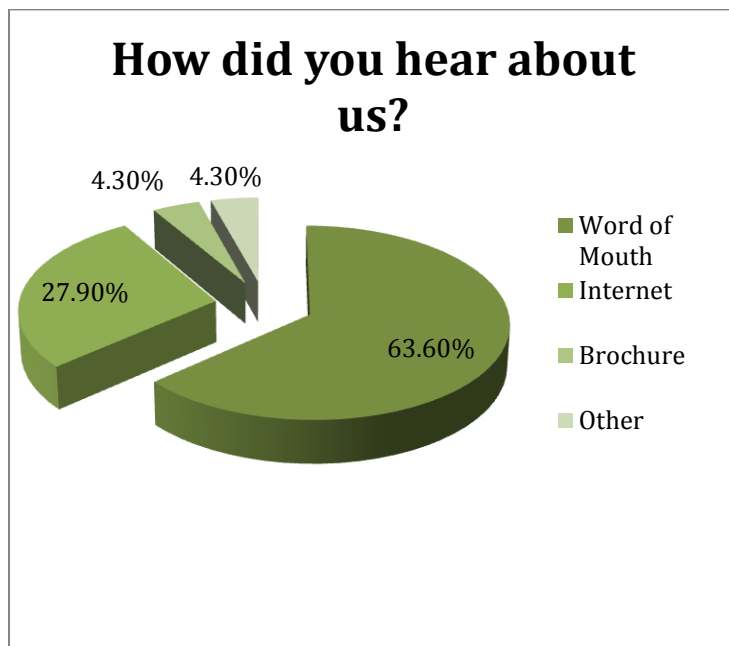


Type of Vehicle	% Total Surveys
Off Road Vehicle	5.5%
All-Terrain Vehicle	74.9%
Off-Highway Motorcycle	19.6%

¹ Groups are defined as users that traveled to the park as one unit of riders

Advertising and Information Accessibility

Total Population: 140 Surveys



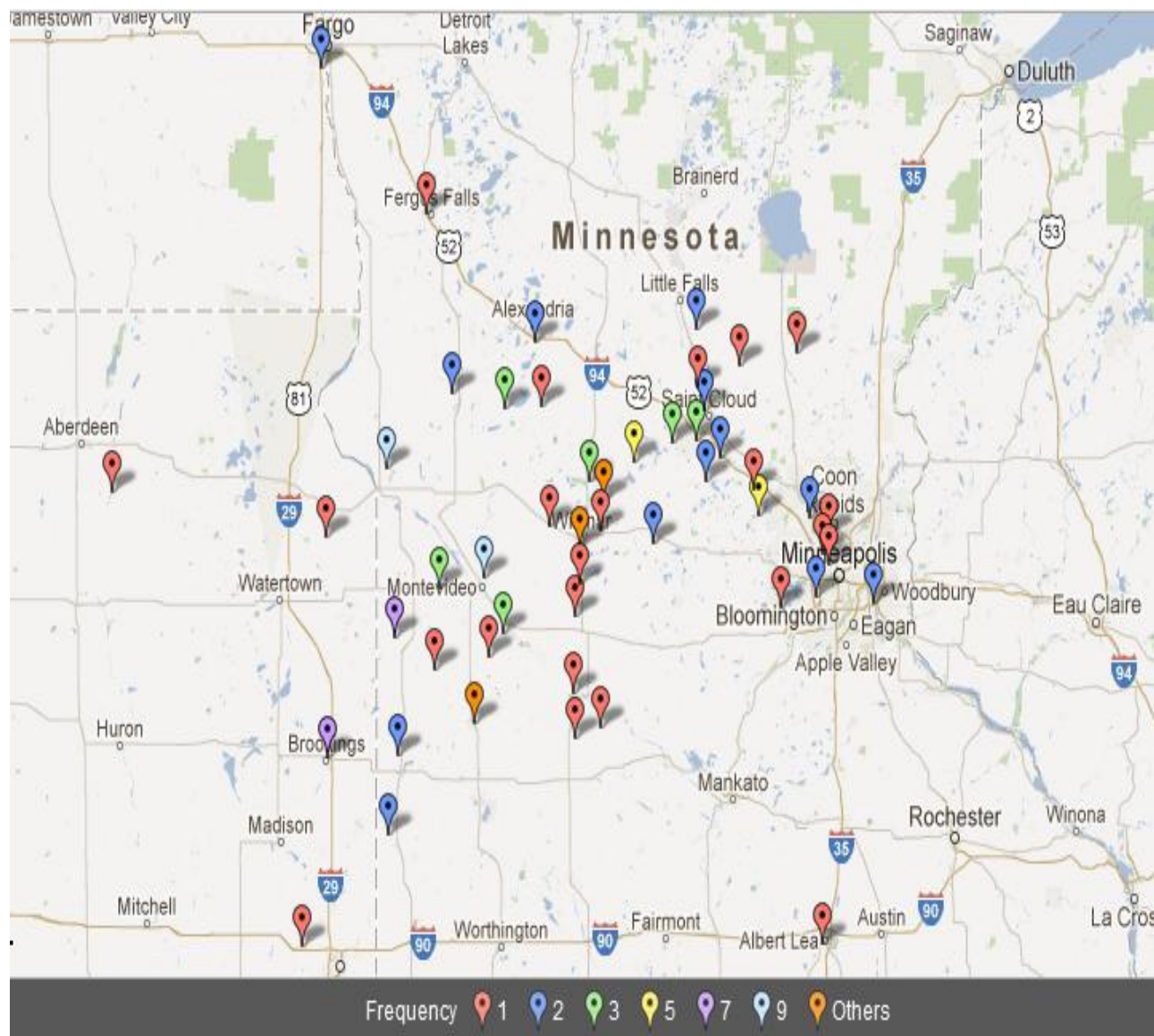
Sources	% Total Surveys
Word of Mouth	63.60%
Internet	27.90%
Brochure	4.30%
Other	4.30%
<ul style="list-style-type: none"> • Lives in Area • Driving By • ATV Mag. • ATV Dealer 	1 (# of Responses) 1 (# of Responses) 2 (# of Responses) 1 (# of Responses)

The findings clearly show word of mouth is the most frequent way people are hearing about the park. They also show opportunities for online expansion to promote the park.

Was the information about this park easily accessible?

- 131 - Yes (93.57%)
- 9 - No (6.43%)

Where users are coming from



This map shows the locations from which park users traveled. The color of the pins represents the number of users from that particular area/zip code. The map shows a nice array of towns throughout Minnesota and extending into South Dakota. A majority of park users come from within a 100 mile radius. In particular, a line stretching from Montevideo, Willmar to St. Cloud represents many of the park users.

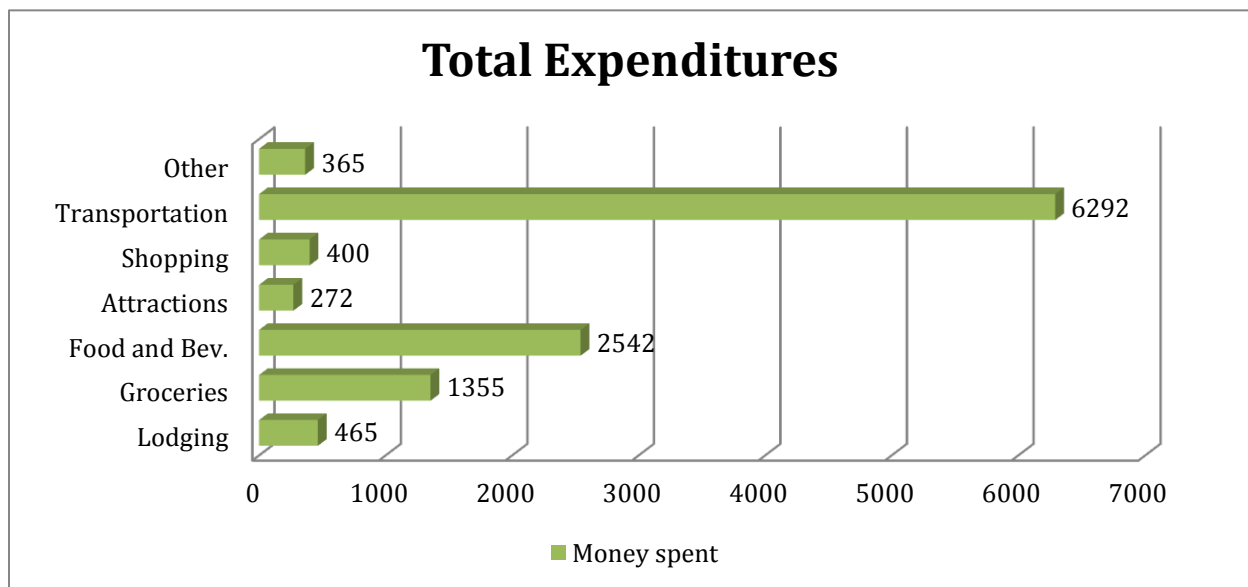
Expenditures Data

Total Population: 140 Surveys

The table below shows the average dollar amounts spent per trip to the park. The “per group” column represents the amount of money spent by a group of users traveling together. Each member of the group filled out a survey and during the analysis they were lumped together to provide another way of looking at the data.

Expenditure	Per Survey	Per Group
Lodging	\$3.32	\$7.50
Groceries	\$9.68	\$21.85
Food and Beverages	\$18.16	\$41.00
Attractions / Entertainment	\$1.94	\$4.39
Shopping	\$2.86	\$6.45
Transportation / Fuel	\$44.94	\$101.48
Other	\$2.61	\$5.89
Total:	\$83.51	\$188.56

The graph below shows the total money spent in each of the categories listed.



The estimated total of money spent by the 140 survey individuals was **\$11,691**.

Overnight Data

Total Population: 140 Surveys

- Day Time Visits.....116 Users
- Stayed One Night.....6 Users
- Stayed Two Nights.....15 Users
- Stayed Three Nights.....3 Users

No user stayed overnight by him or herself. For example, the three users that stayed three nights all traveled together.

The table below shows the average amount spent according to how many nights they stayed.

Expenditures per Survey

Expenditure	Day time visits	One Night	Two Nights	Three Nights
Lodging	\$0.00	\$1.67	\$19.67	\$53.33
Groceries	\$5.17	\$24.17	\$34.00	\$33.33
Food and Beverages	\$14.97	\$20.00	\$39.67	\$35.00
Attract/Entertainment	\$0.97	\$0.00	\$6.67	\$20.00
Shopping	\$0.86	\$0.00	\$20.00	\$0.00
Transportation/Fuel	\$39.11	\$85.00	\$62.33	\$103.33
Other	\$1.77	\$0.00	\$6.67	\$20.00
Total	\$63.27	\$130.83	\$189.00	\$265.00

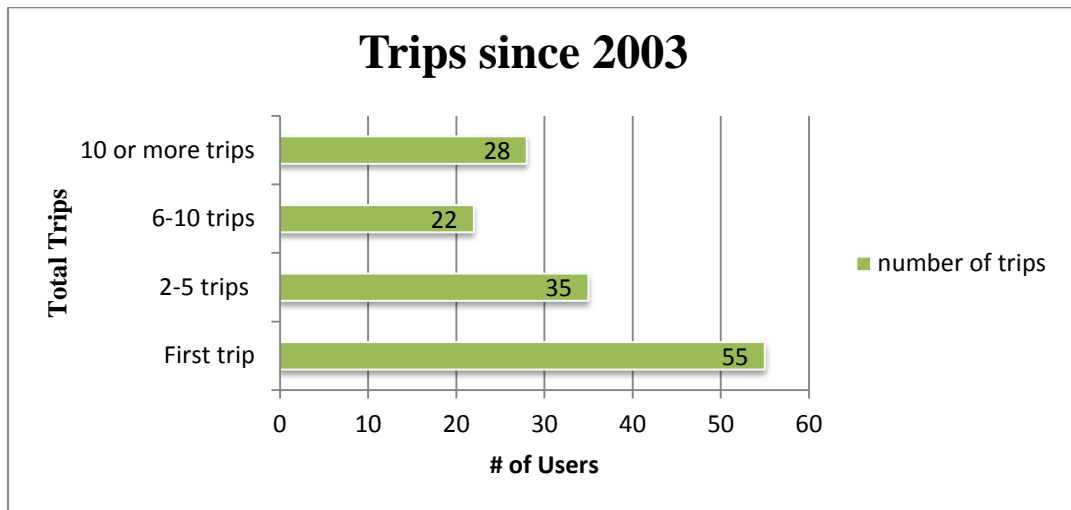
NOTE: These numbers are slightly skewed because of the lack of users staying one night or more. These numbers should not be looked at as an accurate representation of expenditures relation to users staying longer than one day. The overall conclusion is that most users are only coming for the day. Expenditures increase substantially when users stay overnight.

The following is where the overnight users are staying:

- 15 campers
- 6 at relatives or a friend's house.
- 3 RV users

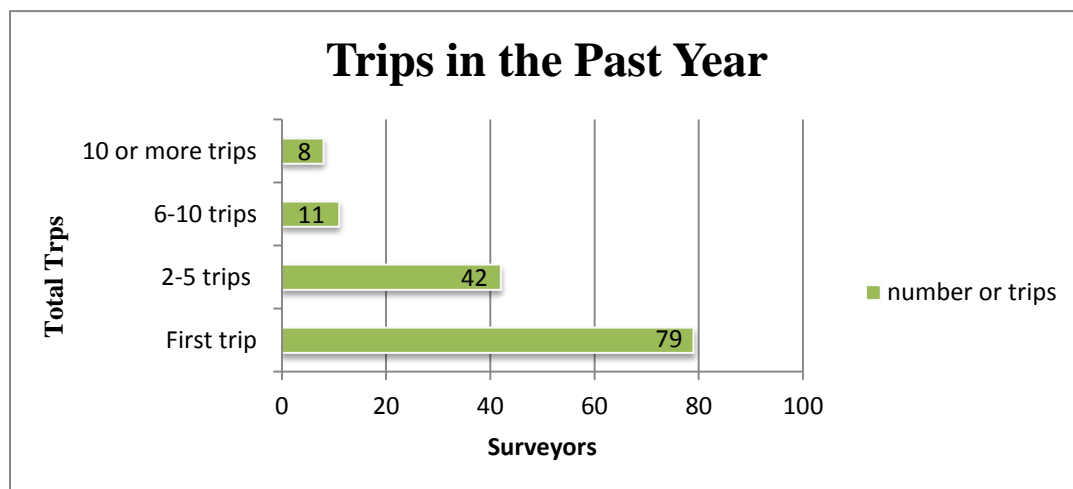
User Frequency

Total Population: 140 Surveys



Amount of trips since 2003 in relation to distances traveled to park. These distances are one-way, not round trip.

Total Trips	First Trip	2-5 Trips	6-10 Trips	10 or more
Avg. Miles Traveled	104.18	78.71	80.90	55.71



Amount of trips in the past year in relation to distances traveled (one-way).

Total Trips	First Trip	2-5 Trips	6-10 Trips	10 or more
Avg. Miles Traveled	91.11	75.95	83.63	35.00

Riders' Satisfaction

Total Population: 140 Surveys

Riders were asked to rate their overall experience at the park:

- Excellent (5), Good (4), Fair (3), Poor (2), Very Poor (1).



The overall conclusion is that park users are very content with the park. Users sounded very optimistic about the park and would like to see it flourish.

Suggestions for next Survey

Here are a few ideas that could be beneficial if there is ever another survey done on this park:

- Conducting the survey in the fall when the weather is more appropriate.
- In the section of expenditures, clarify how much money was spent in the town itself.
- Have a sign indicating a survey is being conducted.

What did you like best about the Park?

“Trails!”

“[The park] is a legal place to play in a Jeep!”

“All the different terrain and trails.”

“The trail variety and access to multi vehicle types.”

“The hills and mud!”

“The openness.”

“Variety of landscapes.”

“Everything!”

“Sand Pits.”

“The motor track / quad track.”

“All the different types of riding.”

“The trails in the woods.”

“Mix between mud holes and easy trails.”

“The sand bowl!”

“So many places to ride, [I] never get bored when I’m here!”

“Family trails and trails to get wild on.”

“Glad you made it bigger.”

“Weather was good- nice trails for family riding.”

“Nice sand, not too much dust.”

“Challenging terrain.”

“The options for all recreations.”

“No charge.” (No fee)

“The Shelter and the multiple trails!”

“ORV only area.”

Areas for Improvement

- Grooming/ Maintenance (14x)
- Better Mapping Coordinates (8x)
- Removing fallen trees over trails (8x)
- More Trails (7x)
- More “Jumps” (7x)
- Sign system easier to understand (6x)
- Adding on if possible (6x)
- Smooth out BMX track (5x)
- Clean Bathrooms (Toilet paper, hand sanitizer, etc.) (2x)
- Adding more Rock Climbs
- More challenging Trails
- Warning signs about clay/ deep water holes
- Adding caution signs
- More one ways
- Have a advanced BMX track and a Novice track
- Better Entrance Signs

Additional Comments

"Thank you!"

"The game warden out of Benson needs to 'bug off'!"

"Try to get out there after storms to check for fallen trees."

"I love coming out and riding never a dull moment!"

"Please do not ever close."

"Great place to ride. I love it."

"Always a blast!"

"Add a donation box."

"Awesome that it is here [in Appleton]. Cannot ride my 4-wheeler in town, and I get a variety of options for riding here."

"Talked to locals in town and they said more one ways would help."

"I love this facility. Really appreciate that someone went through the effort to plan and build the trails and track. Excellent! I wish it was closer to Alexandria!"

Appleton Area Recreation Park Visitor Survey

Including yourself, how many adults, teens, and children were in your party on this visit?

Males: Adults (over 18) ____ Teens (13-18 years) ____ Children (12 or under) ____

Females: Adults (over 18) ____ Teens (13-18 years) ____ Children (12 or under) ____

Number of vehicles with your party:

ORV
(off-road vehicle)



ATV
(all-terrain vehicle)



OHM
(off-highway motorcycle)



SECTION ONE – This section asks questions about your trip to Appleton Area Recreation Park.

1. How did you first hear about the park? (Check one)

Word of mouth ____ Internet ____ Brochure ____ Other (please list) _____

2. Was information on this park easily accessible?

Yes ____ No ____

3. About how many miles is the park from your permanent home?

Miles: _____ Zip Code: _____

4. Please *estimate* how much money you spent **total** during this trip to the OHV park.

\$ _____ Lodging

\$ _____ Shopping

\$ _____ Groceries

\$ _____ Transportation, fuel airfare, etc.

\$ _____ Food and beverages

\$ _____ Other

\$ _____ Attractions/recreation/entertainment

5. Are you planning to stay overnight on this trip?

Yes ____ (if so, how many nights?)

Nights ____

Hotel ____ RV ____ Camping ____ Other (please list) _____

No ____

6. How many visits have you made to the park over the past year?
Only 1 ____ 2-5 ____ 6-10 ____ 10 or more ____

7. How many visits have you made to the park since it opened in 2003?
Only 1 ____ 2-5 ____ 6-10 ____ 10 or more ____

SECTION TWO—This section asks questions about your overall experience at the park.

8. Please rate your overall experience at Appleton Area Recreation Park: (Check one)
Excellent ____ Good ____ Fair ____ Poor ____ Very Poor ____

****Optional****What did you like most about the park?

9. Is it likely you will visit the OHV Park in the future? Yes ____ No ____

Please help us improve our park

10. Do you see any room for improvement throughout the course?

Additional comments:

Map Frequency Locations

<u>Zip Code</u>	<u>Frequency</u>	<u>City</u>	<u>State</u>
47905	1	"Lafayette"	"Indiana"
55362	1	"Monticello"	"Minnesota"
55386	1	"Victoria"	"Minnesota"
55422	1	"Robbinsdale"	"Minnesota"
55428	1	"Crystal"	"Minnesota"
55443	1	"Brooklyn Center"	"Minnesota"
56007	1	"Albert Lea"	"Minnesota"
56126	1	"Graham Lakes"	"Minnesota"
56216	1	"Svea"	"Minnesota"
56224	1	"Clements"	"Minnesota"
56230	1	"Danube"	"Minnesota"
56245	1	"Hanley Falls"	"Minnesota"
56251	1	"Kandiyohi"	"Minnesota"
56252	1	"Kerkhoven"	"Minnesota"
56266	1	"Morgan"	"Minnesota"
56283	1	"Delhi"	"Minnesota"
56291	1	"Taunton"	"Minnesota"
56313	1	"Bock"	"Minnesota"
56333	1	"Gilman"	"Minnesota"
56334	1	"Glenwood"	"Minnesota"
56377	1	"Sartell"	"Minnesota"
56537	1	"Carlisle"	"Minnesota"
57033	1	"Hartford"	"South Dakota"
57264	1	"Stockholm"	"South Dakota"
57474	1	"Stratford"	"South Dakota"
55075	2	"South Saint Paul"	"Minnesota"
55320	2	"Clearwater"	"Minnesota"
55327	2	"Dayton"	"Minnesota"
55343	2	"Eden Prairie"	"Minnesota"
55355	2	"Litchfield"	"Minnesota"
55382	2	"South Haven"	"Minnesota"
56149	2	"Lake Benton"	"Minnesota"
56164	2	"Hatfield"	"Minnesota"
56267	2	"Morris"	"Minnesota"
56303	2	"Saint Cloud"	"Minnesota"
56308	2	"Alexandria"	"Minnesota"
56373	2	"Royalton"	"Minnesota"
58104	2	"Fargo"	"North Dakota"
56232	3	"Dawson"	"Minnesota"
56241	3	"Granite Falls"	"Minnesota"
56273	3	"New London"	"Minnesota"
56301	3	"Saint Cloud"	"Minnesota"
56320	3	"Cold Spring"	"Minnesota"
56381	3	"Starbuck"	"Minnesota"
56258	4	"Marshall"	"Minnesota"
55313	5	"Buffalo"	"Minnesota"
56362	5	"Paynesville"	"Minnesota"
56220	7	"Canby"	"Minnesota"
57006	7	"Brookings"	"South Dakota"
56288	8	"Spicer"	"Minnesota"
56265	9	"Montevideo"	"Minnesota"
56278	9	"Ortonville"	"Minnesota"
56201	12	"Willmar"	"Minnesota"

University of Minnesota, Morris Center for Small Towns

The mission of the Center for Small towns is to focus the University's attention and marshal it's resources toward assisting Minnesota's small towns with locally identified issues by creating applied learning opportunities for faculty and students. For more information about the Center for Small towns and its other programs, please give us a call or visit our Web page.

Center for Small Towns
University of Minnesota, Morris
600 East Fourth Street
Morris, MN 56267
320-589-6451
ummcast@morris.umn.edu
centerforsmalltowns.org



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