



# **Jackson County ATV Trail Users Survey Report, 2015**

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**Survey Research Center Report 2016/2  
January 2016**

Staff and students working for the Survey Research Center (SRC) at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Shelly Hadley, Katrina Barrett, David Jacobsen, Kaylin Spaeth, and Emily Johnson. We gratefully acknowledge their hard work and dedication.

The SRC would also like to thank the Jackson County client team for their valuable guidance and input throughout the project. Team members include Jon Schweitzer (Jackson County Forestry and Parks Department), Chris Hardie (Black River Area Chamber of Commerce), Ashley Stetzer (Jackson County Forestry and Parks Department), and Luane Meyer (Jackson County UW-Extension).

Special thanks to UW-Extension Specialist David Marcouiller for conducting the economic impact analysis.

Finally, we would like to thank the volunteers who administered the survey and the trail users who took the time to complete it.

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## Executive Summary

The purpose of this study was to assess the economic impact of users of the Jackson County trail network and to solicit feedback from riders about their experience. Survey data were collected by intercept interviews with trail users during the 2015 trail season (May 16 to October 15). At the end of the season, the completed surveys were shipped to the SRC for processing and analysis. The shipment contained 155 completed questionnaires. The SRC had hoped that 400 surveys would be collected over the season. Further, while reviewing the data, the SRC observed multiple instances where members of the same group were interviewed at the same time, which raises concerns about the degree of randomness in the sample and, hence, about the representativeness of the results. Given this uncertainty about the data collection process, the SRC randomly selected one respondent from each group trail users who were interviewed at the same time. This process resulted in a final sample of 129 observations in the data set. Based on this number of observations, the confidence interval (“margin of error”) of the results is plus/minus 8.6%, which is larger than had been planned. Within this sample of 129 observations, 110 respondents from outside Jackson County provided information about their expenditures in Jackson County businesses. The margin of error for the expenditure data is plus/minus 9.2%.

The Survey Research Center estimates that the trail hosted 23,750 visitors during the season, including 21,600 visitors from other counties whose expenditures infuse money into the Jackson County economy.

The largest portion of respondents were middle-age adults, 45 to 54 years old. Compared to the state average, a larger percentage of respondents have some college/tech or an Associate degree or vocational certificate.

Seven in ten respondents said riding trails was the primary reason they were in the Black River Falls area and 91% were visiting from other counties in Wisconsin, Minnesota, Illinois, Iowa, and Missouri. The largest number of non-county respondents were from La Crosse County.

The primary source of information about the trail system is from family and friends (64%).

The trail system attracts a high percentage of return visitors (81%), who most frequently use the trails two or three times per year.

Most trail users enter the network at one of three locations: East Arbutus parking lot, Arrowhead Lodge/Orange Moose, or Highway 54 parking lot.

The most frequently used trail segment is between Black River Falls and Lake Arbutus (72%).

Respondents tend to travel in pairs. The most common group size is two (24%) or four (23%), but larger groups are not uncommon.

Large majorities of respondents are satisfied or very satisfied with trail access and parking, camping facilities, trail signage, trail safety, and grooming of the Jackson County portion of the network. A smaller majority are satisfied or very satisfied with the grooming on the State portion of the trail network.

60% of respondents are overnight visitors. Most respondents traveling overnight stay at a hotel/motel (44%) or campground (42%). The Arrowhead Lodge Best Western and Parkland Village were the most frequently used overnight accommodations. Most visitors stay 2 (36%) or 3 nights (38%).

Half of respondents making a lodging reservation used the telephone, and 28% used the Internet.

Expenditures by non-county trail users represent infusions of money into the Jackson County economy. Trail users from outside Jackson County were asked how many dollars they have spent or plan to spend in Jackson County during their trip. 110 non-local respondents provided expenditure data. Due to this relatively low number of observations, the confidence interval (“margin of error”) for the economic impact analysis is plus/minus 9.2%, and the results are reported as a range using the lower and upper limits of the confidence interval.

Non-local respondents reported spending between \$355 and \$427 on average in Jackson County. The largest expenditures were for lodging and food and drink. Total expenditures at Jackson County businesses by non-county trail users are estimated to be between \$7.6 million and \$9.2 million annually. Some of these expenditures remain in the Jackson County economy as businesses make purchases from other local businesses and employees and owners spend their wages and profits on local purchases.

To measure overall economic impact of trail visitors on the Jackson County economy, we need to account for the direct, indirect, and induced effects of non-county trail users. Direct impacts focus on the spending by non-county trail users. Indirect economic impacts are business-to-business transactions generated by trail users. For example, increased purchases of meals by visiting trail users would cause a restaurant to increase purchases of various foods for their menus. Induced impacts are the additional economic activity generated by the way workers and owners spend the incomes they earned from trail-related expenditures. For instance a worker in restaurant frequented by non-county trail users will spend some of his/her wages and tips on rent, and the landlord, in turn will spend some of this rent money at the local grocery store. The total (direct + indirect + induced) impact measures the net increase in economic activity (labor income plus profits) generated by non-locals who use Jackson County trails. The estimated annual economic impact of expenditures by non-county trail users are as follows:

- Between 118 and 142 jobs created/sustained
- Between \$2.0 million and \$2.4 million in labor income
- Between \$4.0 million and \$4.6 million added to the Jackson County economy.
- Between \$7.8 million and \$9.34 million of total economic activity (mostly labor income and profits)

## Survey Purpose

The purpose of this study was to assess the economic impact of users of the Jackson County trail network and to solicit feedback from riders about their experience. Jackson County officials chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

## Survey Methods

The survey data were collected by intercept interviews of trail users during the 2015 season between May 16 and October 15. Interviews were conducted by staff from the Jackson County Forestry and Parks Department and by volunteers from local ATV clubs. Interviewers were provided with a set of instructions for implementing the survey process. At the end of the season, the completed surveys were shipped to the SRC for processing and analysis. The shipment contained 155 completed questionnaires. The SRC had hoped that 400 surveys would be collected over the season. Further, while reviewing the data, the SRC observed multiple instances where members of the same group were interviewed at the same time, which raises concerns about the degree of randomness in the sample and, hence, about the representativeness of the results. Given this uncertainty about the data collection process, the SRC randomly selected one respondent from each group of trail users who were interviewed at the same time. This process resulted in a final sample of 129 observations in the data set. Among the 129 observations were 110 non-local respondents who provided data on their purchases at Jackson County businesses. Their expenditure information was used to assess the economic impact of non-county trail users on the Jackson County economy.

The Jackson County Forestry and Parks Department uses mechanical counters at four locations on the trail network to measure usage. The counters recorded a total of 51,026 hits in 2015. But a single trail user may be counted between one and four times on a single day. Thus, the exact number of riders is not known. The SRC developed an estimate of total annual trail use based on the data from the mechanical trail counters in combination with the responses to trail usage reported in Question 2 (*On which trail segments did you ride?*). The estimate was calculated by determining the average number of trail segments ridden per rider as reported in Question 2 (2.15) and dividing the result into the total number recorded by the counters (51,026). The resulting estimate is approximately 23,750 visitors in 2015. With the exception of the expenditures at local businesses, the results provided in this report are expected to be accurate to within plus or minus 8.6% with 95% confidence. Expenditure data from the subset sample of 110 non-local respondents is expected to be accurate to within plus/minus 9.2% based on 21,600 non-local trail users.

In addition to numeric data, respondents provided additional written answers in an “other, specify” category. **Appendix A** contains the written responses

**Appendix B** contains copies of survey questionnaire with a complete quantitative summary of responses by question.

## Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Comparable data from the American Community Survey 1-year estimates for the State of Wisconsin are provided as a point of comparison to the overall state population.

There were more men (69%) among respondents than women (31%). Compared to the state population profile, the sample of trail users had fewer young adults (age 18-24) and senior citizens (age 65+). The largest single age group among respondents was middle-age adults age 45 to 54, which comprised a third of the total.

There were relatively few respondents who have not completed high school and relatively few with graduate or professional degrees. Respondents are more likely to have some college/tech or to have an Associate degree or vocational certificate than the state average. Survey respondents tend to have higher than average incomes; the percentage of respondents with incomes in the categories between \$75,000 and \$149,999 is larger than the state as a whole.

**Table 1. Profile of Respondents – Jackson County ATV Trail Users**

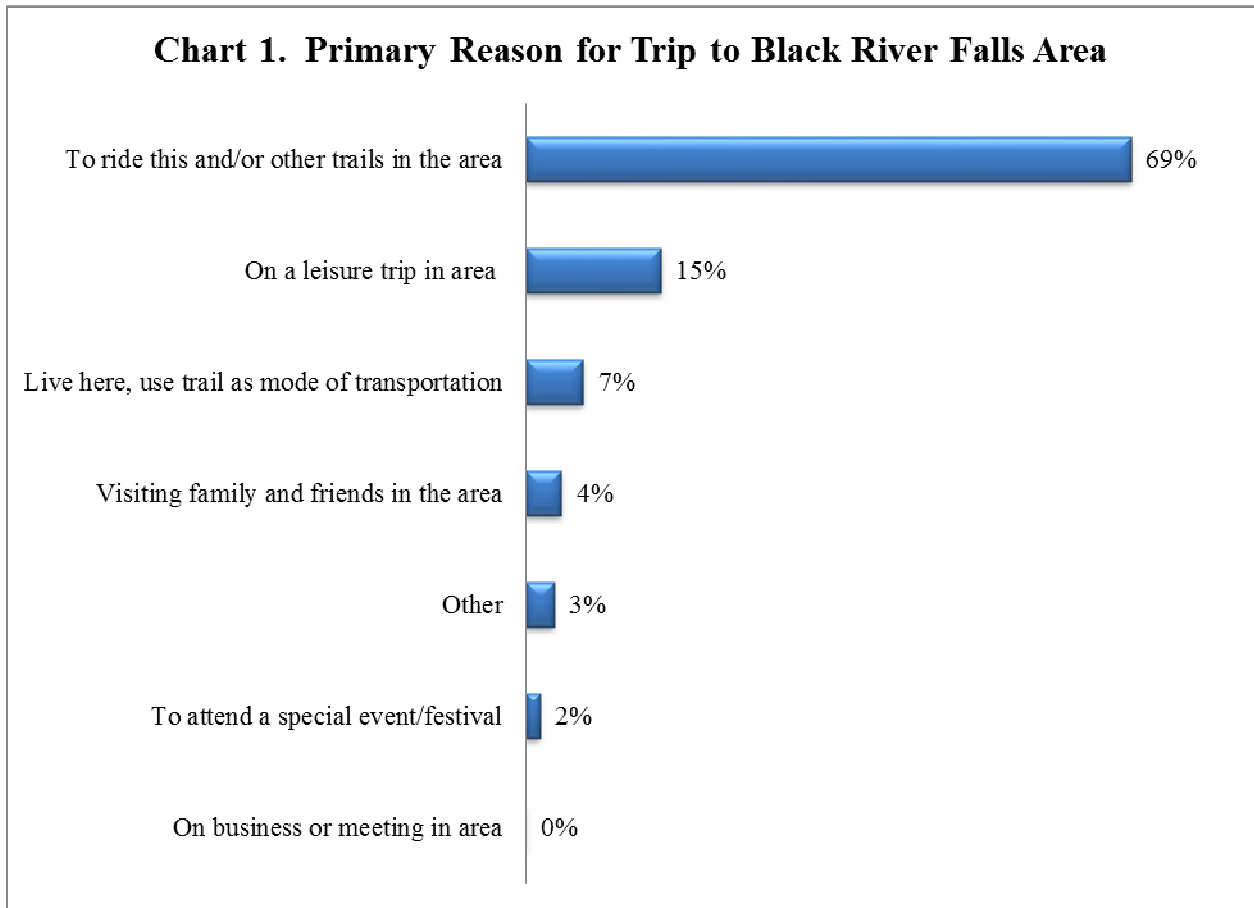
<b>Gender (Age 18+)</b>	<b>Count</b>	<b>Male</b>	<b>Female</b>				
Sample	122	69%	31%				
WI population –ACS	4.46M	49%	51%				
<b>Age Group (Age 18+)</b>	<b>Count</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Sample	123	7%	15%	20%	33%	17%	8%
WI population – ACS	4.46M	13%	16%	16%	18%	17%	20%
<b>Educational Attainment (age 25+)</b>	<b>Count</b>	<b>&lt; High School</b>	<b>High School Grad.</b>	<b>Some College/ Tech</b>	<b>Associate Degree/ Certificate</b>	<b>Bachelor’s Degree</b>	<b>Graduate/ Profess. Degree</b>
Sample	125	0%	33%	26%	19%	18%	5%
WI population –ACS	3.89M	9%	32%	21%	10%	19%	10%
<b>Household income range</b>	<b>Count</b>	<b>&lt;\$25K</b>	<b>\$25K- \$44.9K</b>	<b>\$50K- \$74.9K</b>	<b>\$75K- \$99.9K</b>	<b>\$100K- 144.9K</b>	<b>\$150K+</b>
Sample	112 <sup>1</sup>	2%	18%	27%	21%	25%	7%
WI population –ACS	2.29M	22%	25%	20%	13%	13%	7%

The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics. In statistics, a result is called statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. In this survey, there were relatively few differences in the answers based on demographic groups. These instances will be noted in the report.

<sup>1</sup> Excludes respondents who chose the “Prefer Not to Answer” option

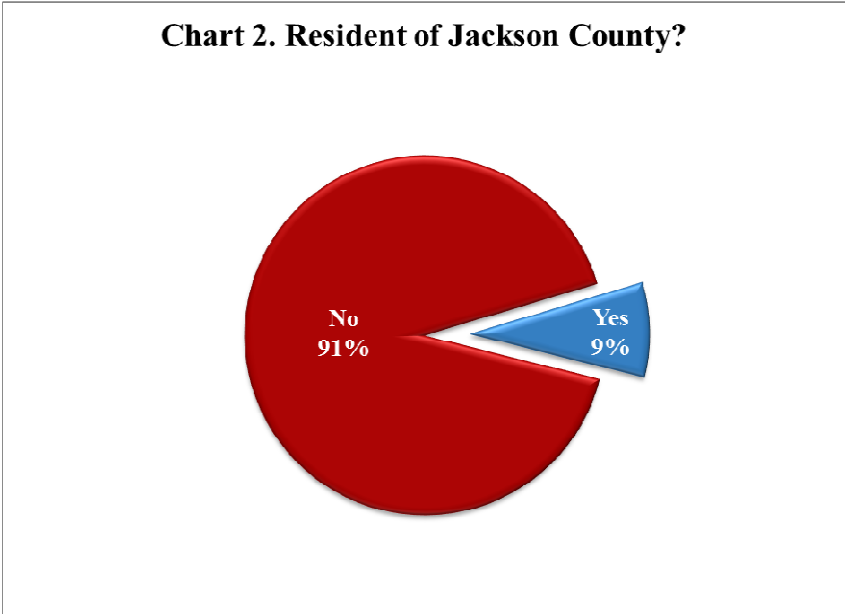
## Primary Purpose of Trip and Home Location

As shown in Chart 1, seven in ten respondents said riding trails was the primary reason they were in the Black River Falls area. Relatively few respondents said that a leisure trip to the area was their primary reason (15%), while 7% said they are local residents who use the trail system as a mode of transportation. Very few respondents were in the area primarily to visit family and friends (4%), to attend an event or festival (2%), or on a business trip (0%).



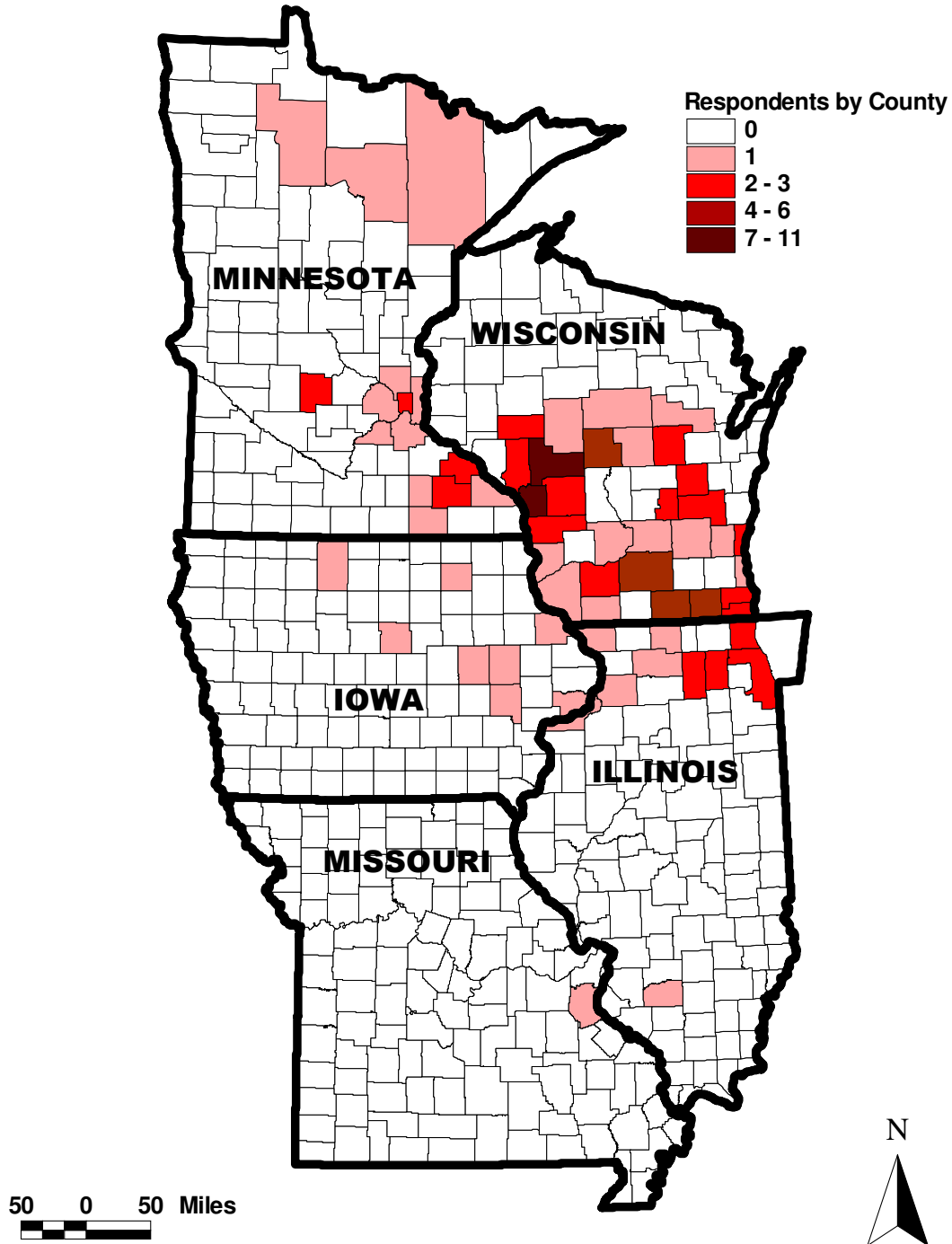


Respondents were asked if they are a resident of Jackson County. The results are shown in Chart 2, which indicates that 91% of respondents were non-residents of Jackson County. Economists assume that expenditures by local residents on, in this instance, riding ATV trails in Jackson County don't add to the local economy because if locals hadn't spent this money on ATV riding, they would have spent it on some other activity in the county. In contrast, the purchases of goods and services in Jackson County by non-resident trail users represent infusions of money into the Jackson County economy. The economic impact of these expenditures will be examined later in this report.



Respondents were also asked for the ZIP code of their home address. A total of 125 respondents provided a ZIP code. The SRC determined the state and county for each of the ZIP codes. Among the responses, 65% were from Wisconsin, 16% from Minnesota, 11% from Illinois, 7% from Iowa, and 1% from Missouri. As shown in Chart 2, 9% of the respondents were from Jackson County. The largest number of non-local respondents were from La Crosse County, with 8% of the total. Wood and Dane County tied for third place with 4% each. Map 1 (next page) shows the distribution of visitors among the counties in the five states. The Jackson County trail network attracts visitors who travel hundreds of miles to use the trails.

# Map 1. Jackson County ATV Trail Users Survey Respondents by County

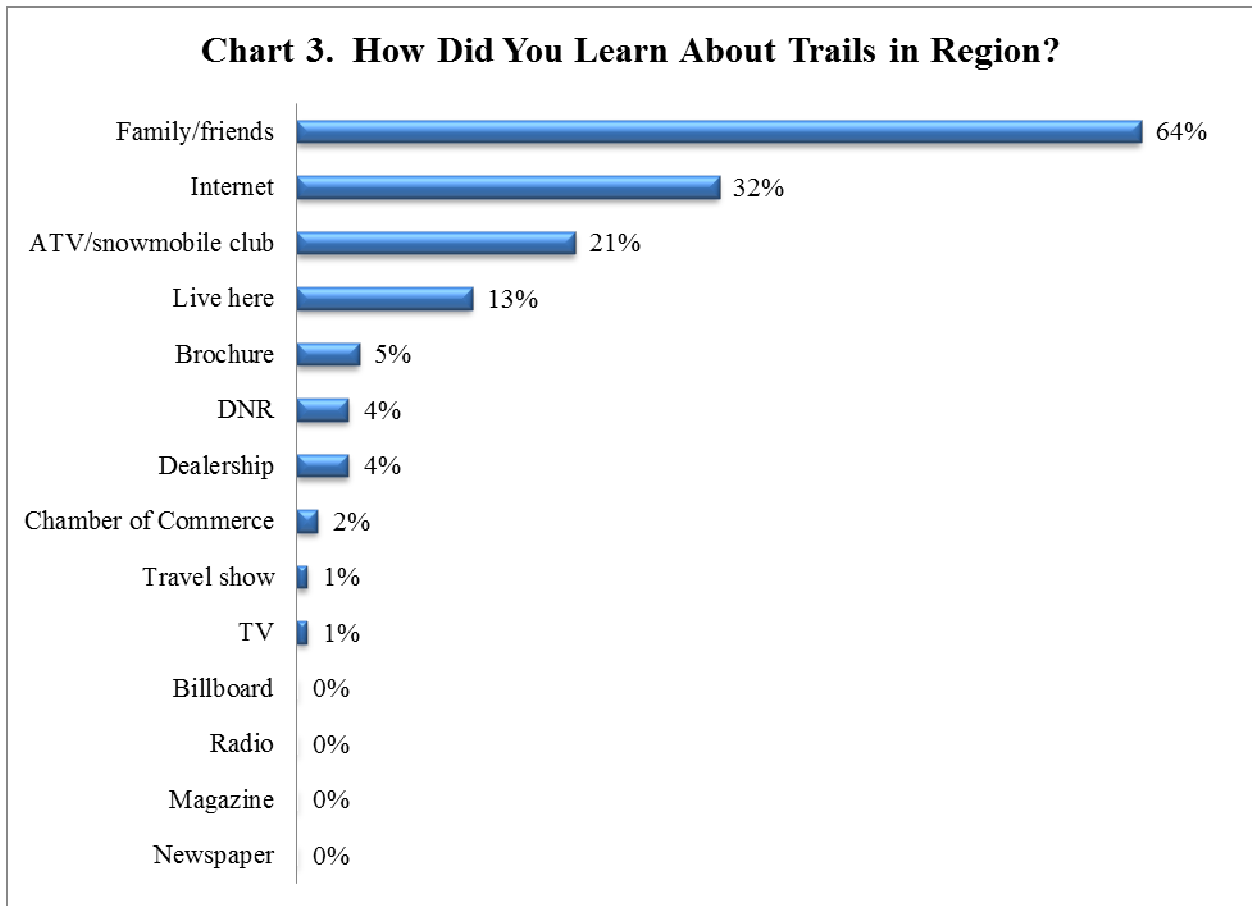


## Source of Information

When asked to indicate their primary source of information about the Black River Falls region, Chart 3 shows that about two-thirds of respondents said family and friends was their primary source, outdistancing the second most frequent primary source, the Internet, by a two-to-one margin (32%).

ATV/snowmobile clubs were identified as a primary information source by about one in five respondents.

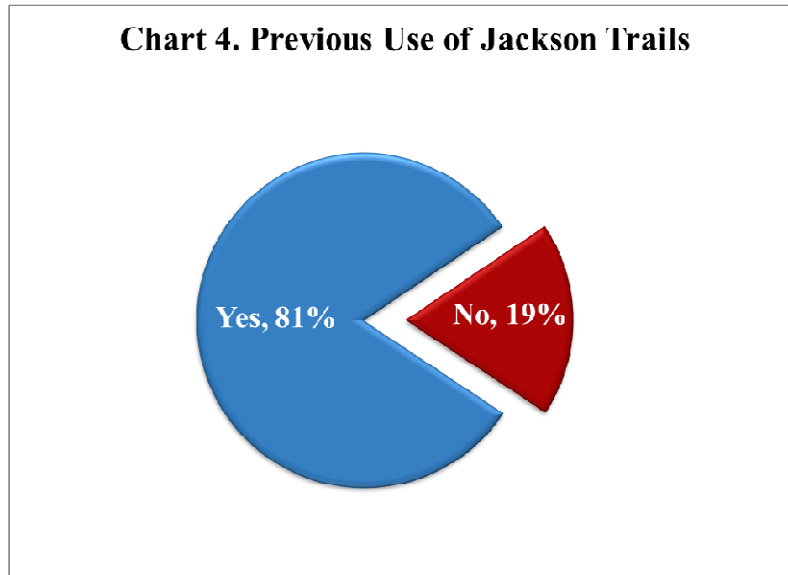
About one in eight respondents said they know about the area because they live in the region. No more than 5% indicated that their primary source of information came from any of the other listed choices, including brochures (5%), the DNR (4%), dealerships (4%), Chamber of Commerce (2%), travel shows (1%), or TV (1%). No respondents listed billboards, radio, magazines, and newspapers as their primary information source about the trails.



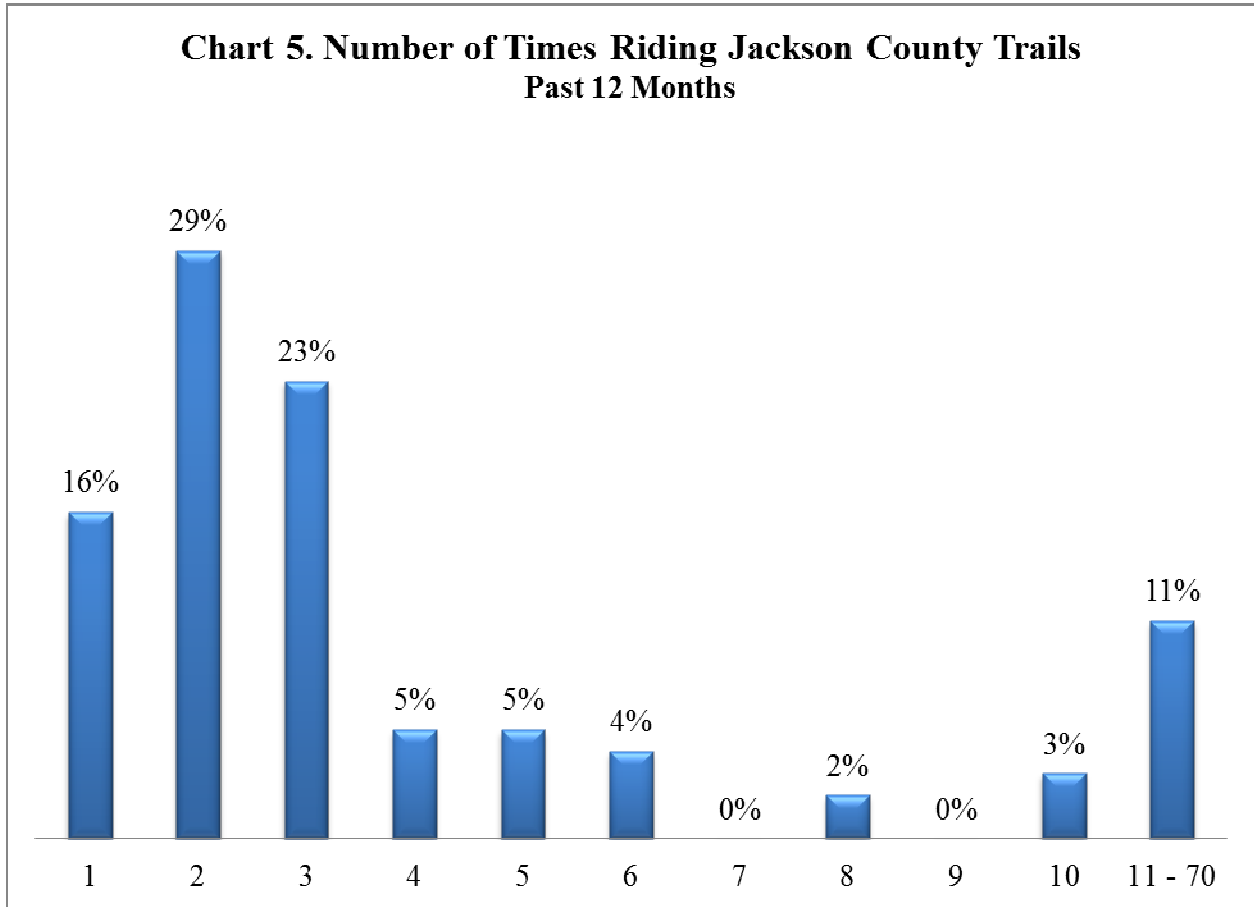
Demographic comparisons. Respondents age 45 and older were more likely to have included the Internet as a source of information for the trails (38%) compared to respondents under age 45 (24%). Respondents who have completed a post-secondary educational program were more likely to have included the Internet among their sources (44%) compared to respondents who have not completed a post-secondary educational program (25%).

## Trails Use and Satisfaction

As shown in Chart 4, the Jackson County trail network attracts a high proportion of return visitors. Eight in ten respondents had ridden these trails previously.



Previous riders were asked how many times they had ridden the trail network in the past 12 months. Chart 5 summarizes the results. The most common annual ridership is two times (29%) and three times (23%). One in five respondents have visited the trails between four and ten times in the previous 12 months, and 11% have ridden the Jackson County trails over 10 times in the past year. The maximum number of visits reported by one trail user was 70.

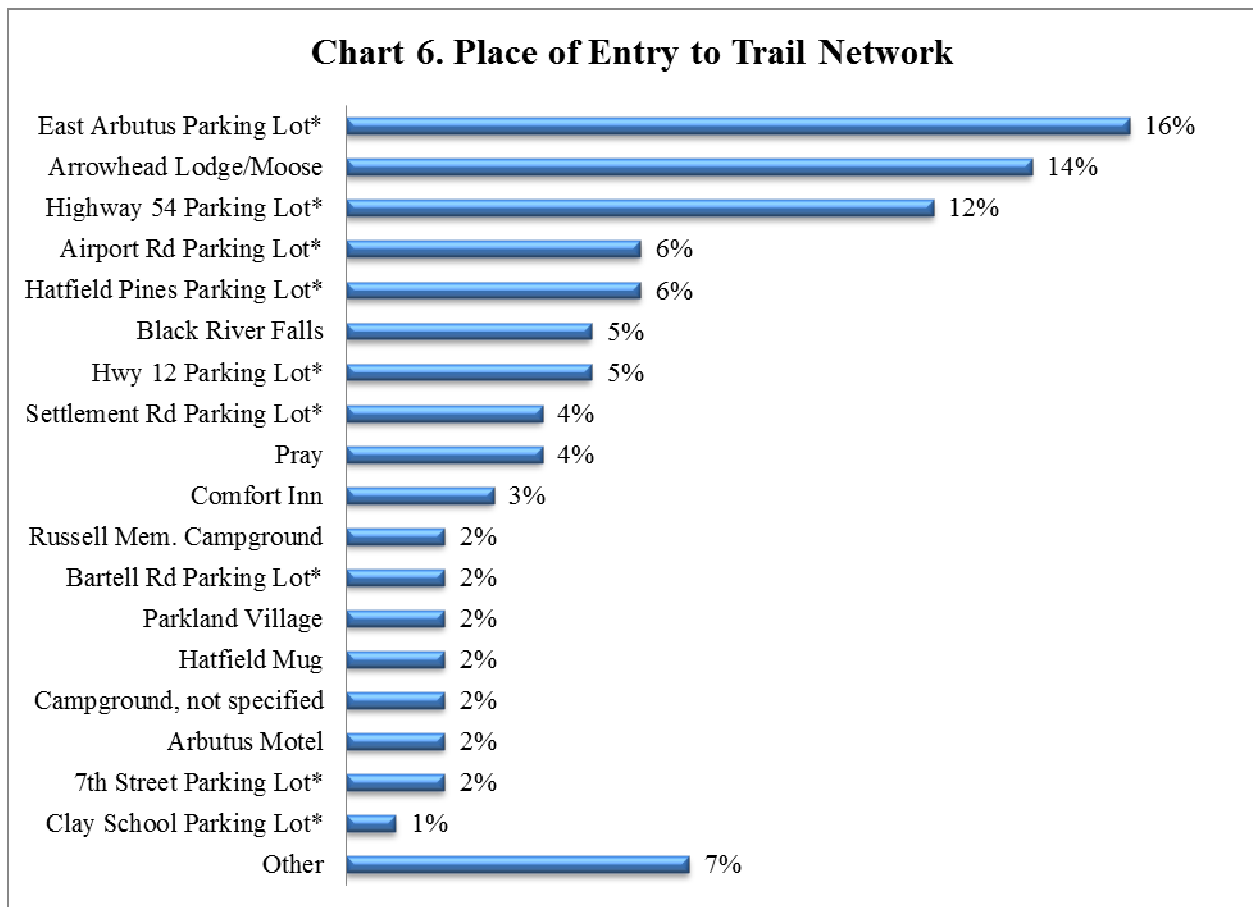


Respondents were asked to indicate the location of their entry into the trail network. The survey questionnaire included nine locations plus an option to enter a location not included in the list (“other”). The “other” option proved to be quite popular. In the raw data over 40% of the respondents chose a site not included on the provided list. The SRC analyzed these “other” responses and identified several that were the same place. These were grouped and added to the list of trail entry places. The results are shown in Chart 6 (\* indicates an entry location included in the original list).

Three locations stand out at the top of the entry points to the trail network: East Arbutus Parking Lot (16%), Arrowhead Lodge Best Western/Orange Moose (14%), and Highway 54 Parking Lot (12%). The Airport Road Parking Lot and at the Hatfield Pines Parking Lot were used by 6% each. The Highway 12 Parking Lot was the entry point for 5% of respondents, and an additional 5% used undefined locations within Black River Falls

All additional entry points were used by no more than 4% of respondents.

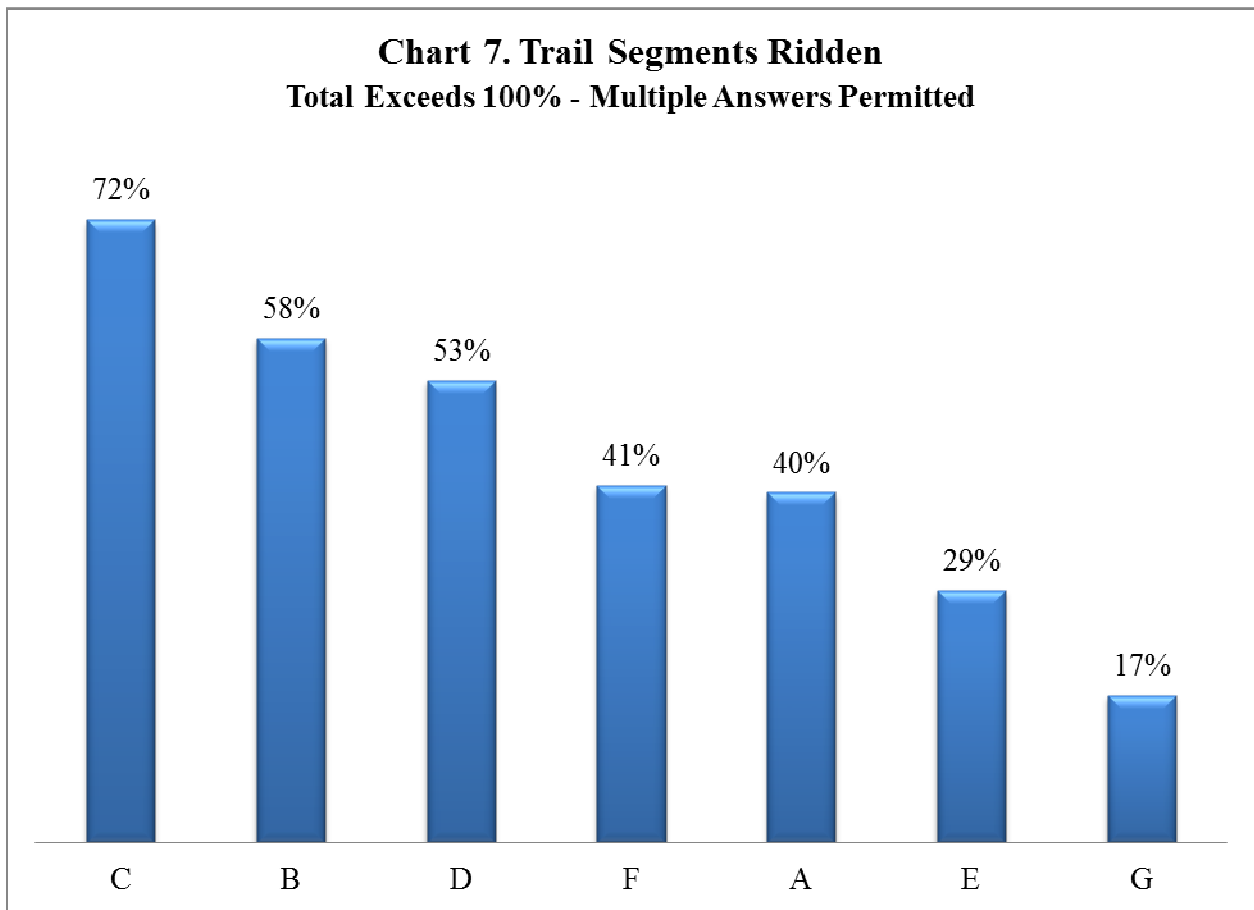
After re-grouping, 7% of the responses remained in the “other” category. These responses can be found in Appendix A.



Respondents were asked to identify the trail segments they had ridden the day of the interview. The segments have no formal names, so the Jackson County Forestry and Parks Department labeled seven segments with letter identifiers from A to G and produced a map showing the location of each segment. The map (see Figure 1) was shown to respondents, who were asked to identify the segments ridden.

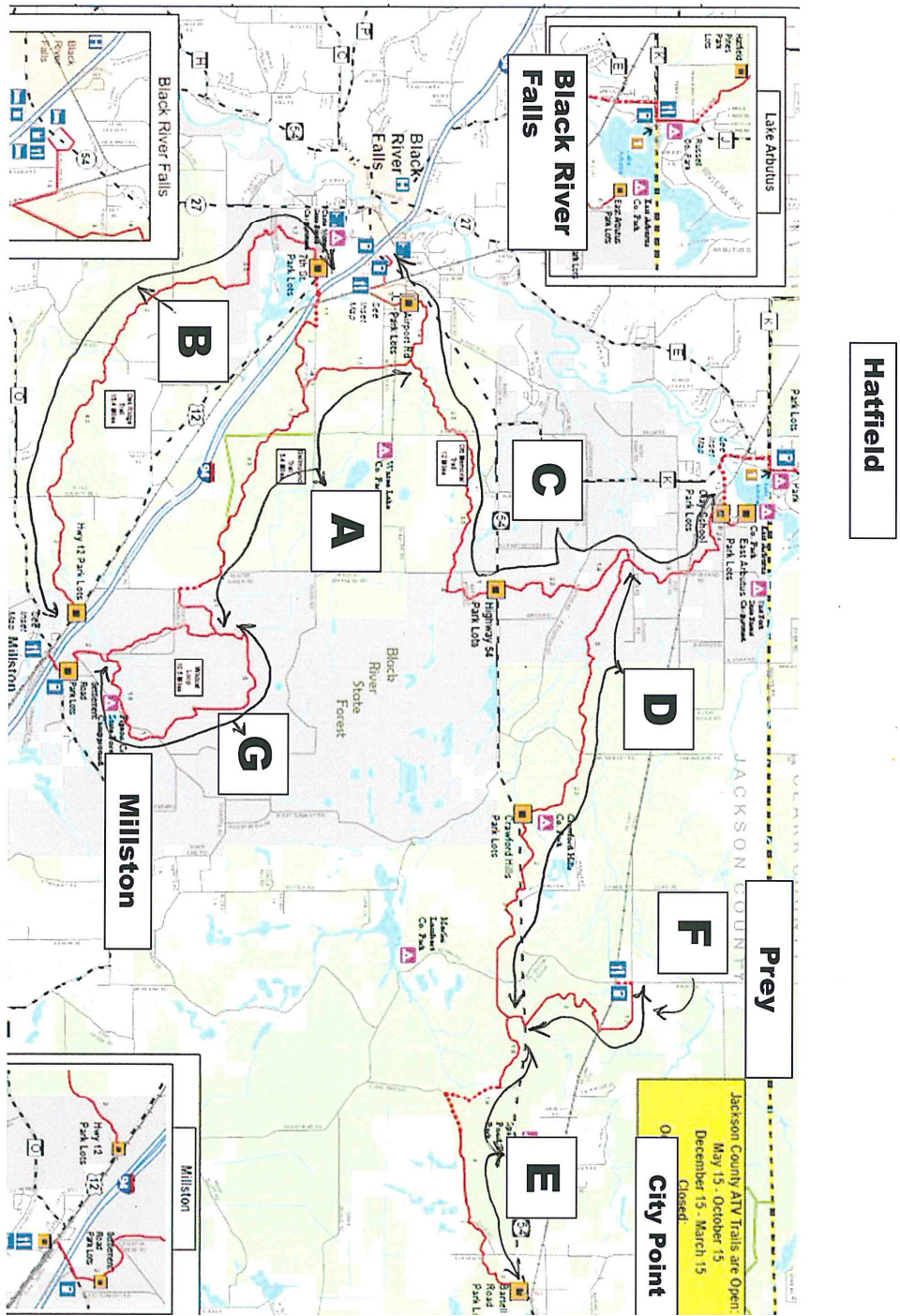
As shown in Chart 7, the most frequently used segment was C, which runs between Black River Falls and Lake Arbutus, which was ridden by 72% of respondents.

Trail segment B was ridden by 58% and segment D by 53%. There is a somewhat sharp break in the rankings going from segment D to segments F (41%) and A (40%). Trail usage was lowest on segments E (29%) and G (17%).



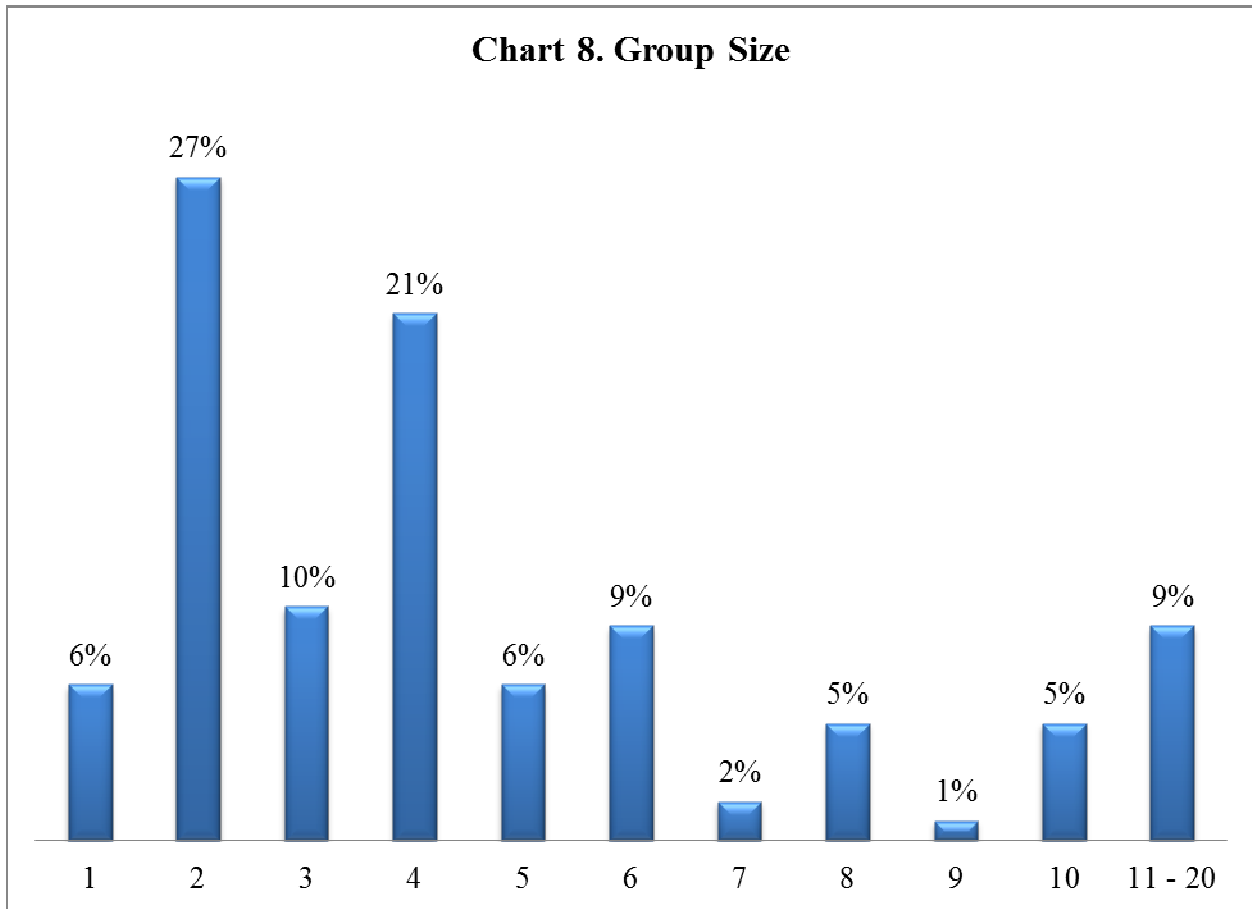
Demographic comparisons. Respondents under age 45 were more likely to have ridden on Segment B (67%) compared to 49% of respondents age 45 plus. A larger percentage of respondents age 45 plus said they rode on Segments E (38%) and F (50%) than younger respondents (16% rode Segment E and 28% rode Segment F).

**Figure 1. Jackson County Trail Network Segment Identification**





Respondents were asked to indicate how many people were in their group (including self). As shown in Chart 8, about half of the groups were 2 people (27%) or 4 people (21%). Two-thirds of the groups had five or less individuals and a third of the groups had 6 to 20 participants. A few groups mentioned that they were an organized club that came to ride the Jackson County trails. The mean (average) group size was 5.0 participants.

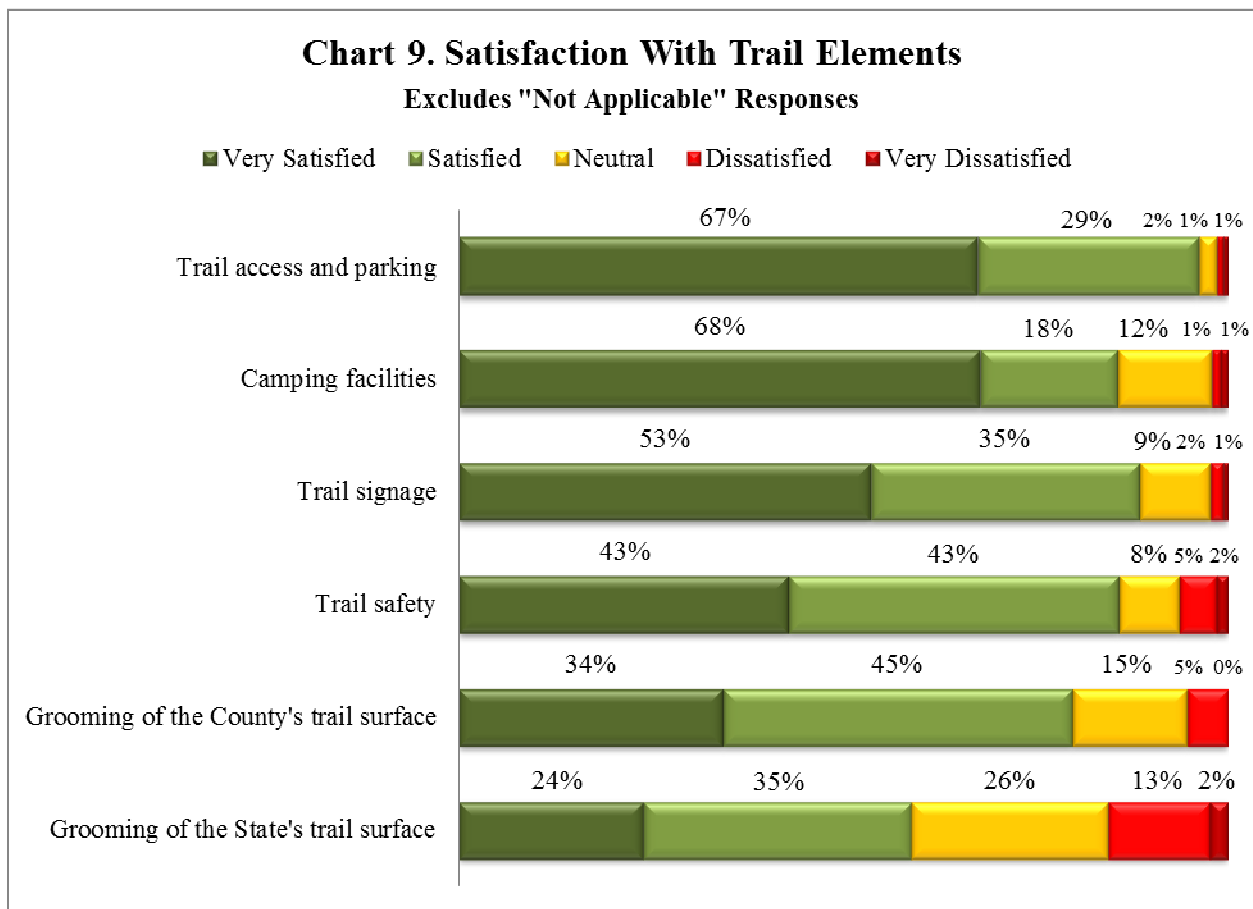


Demographic comparisons. There were no statistically significant differences within any of the demographic groups.

Respondents were asked to rate their satisfaction on six elements of the trail system. Answer choices were as follows: very satisfied, satisfied, neutral, dissatisfied, very dissatisfied, and not applicable. The results are shown in Chart 9. The calculated percentages in Chart 9 exclude the count of respondents who chose the “not applicable” answer.

At least eight in ten respondents were satisfied or very satisfied with access and parking, camping facilities, signage, safety, and grooming of the County’s trail surface. The highest satisfaction ratings went to trail access and parking for which 96% of respondents were very satisfied (66%) or satisfied (30%). Camping facilities among users received similarly high ratings, with 68% saying they were very satisfied and 18% were satisfied.

Grooming of the State’s trail surface received the lowest satisfaction ratings. Although a majority (59%) of respondents were satisfied or very satisfied with the State’s trail surface, it received the highest percentage of neutral (26%), dissatisfied (13%) and very dissatisfied ratings (2%).

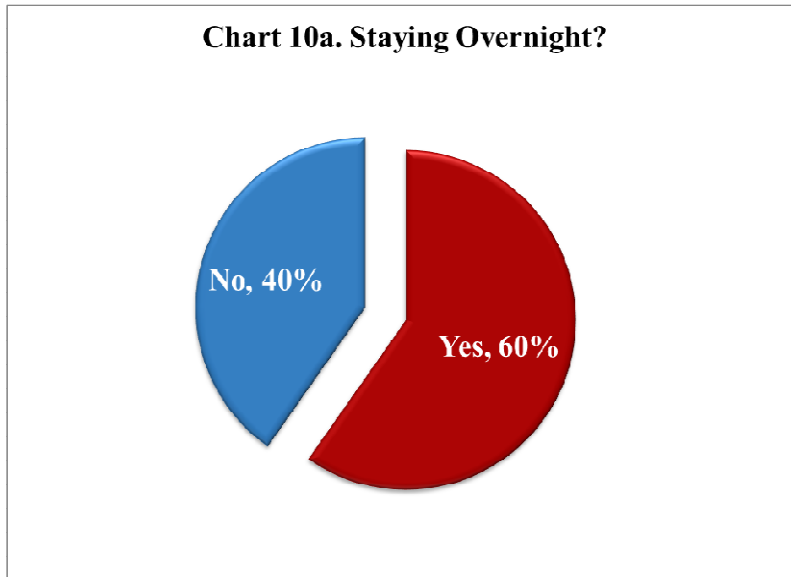


Demographic comparisons. Female respondents said they were more satisfied with the grooming of the County’s portion of the trail and with trail safety than did male respondents. Specifically, 58% of women were very satisfied with the grooming of the County’s trail surface compared to men (25% very satisfied). Similarly, 64% of women respondents were very satisfied with trail safety compared to 36% of men. In both instances, men tended to have said they were satisfied rather than very satisfied.

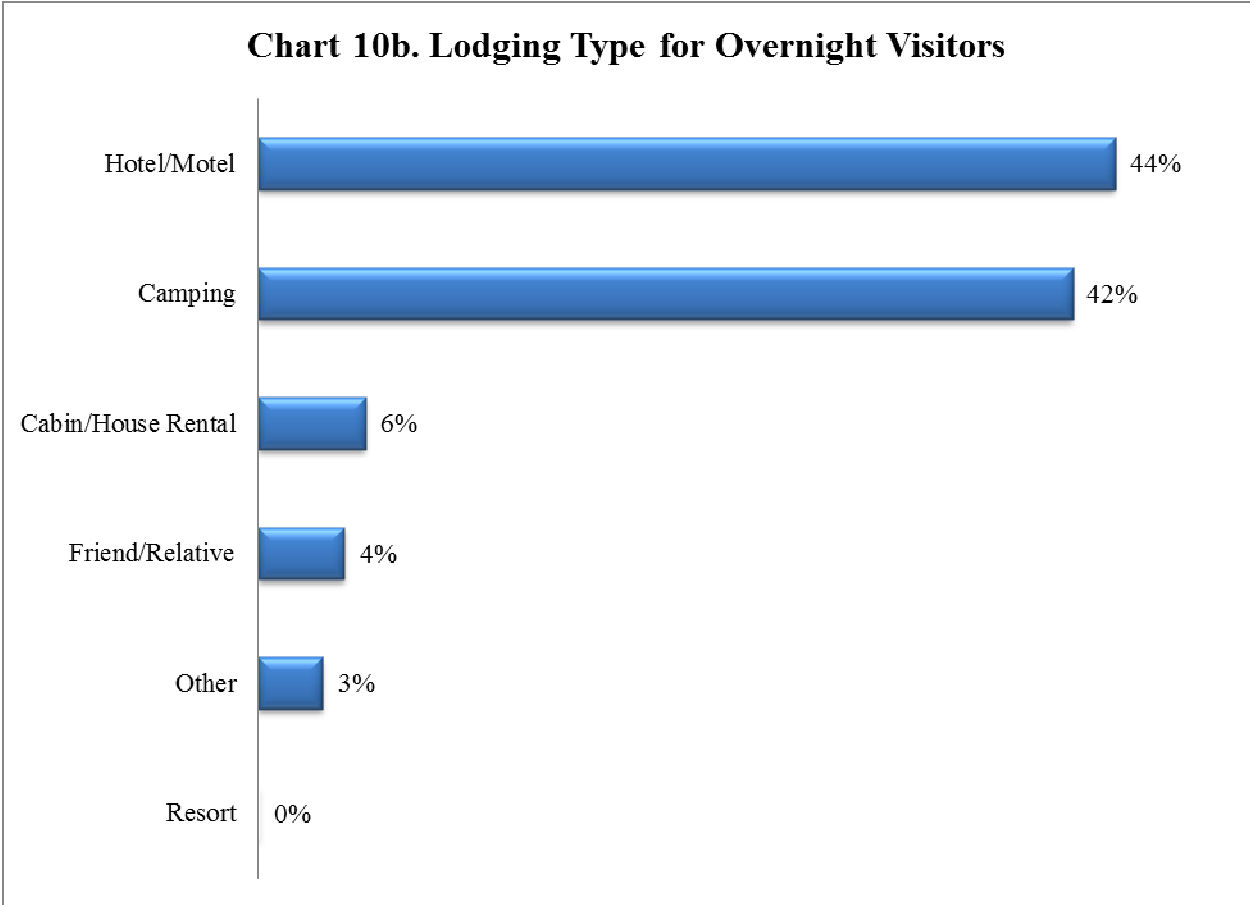
## Lodging

Respondents were asked if they were staying overnight and, if so, to indicate the type of facility they had chosen.

Chart 10a indicates that 60% of respondents said they are overnight visitors.



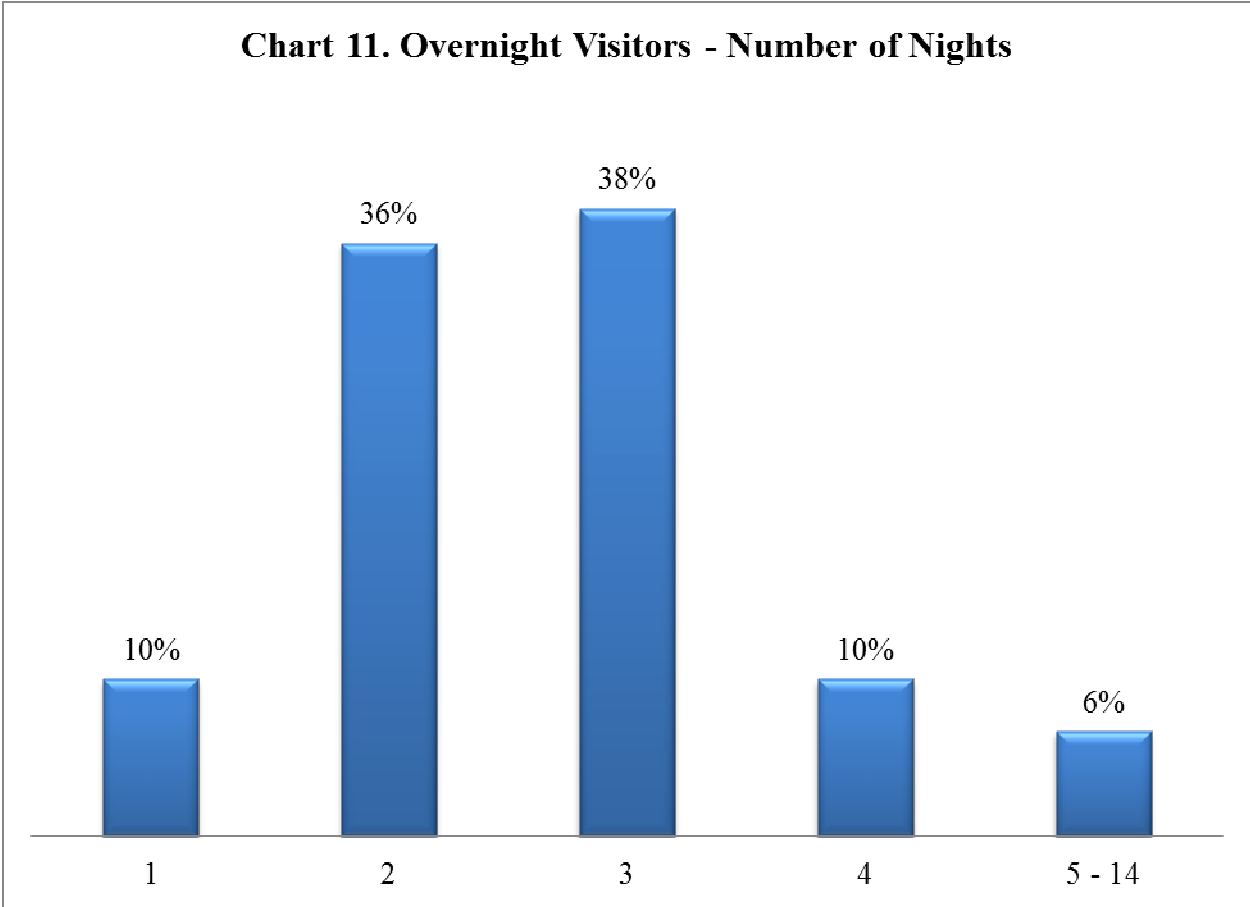
As shown in Chart 10b, overnight visitors were about evenly split between using hotels/motels (44%) and campgrounds (42%). Relatively few respondents said they were staying at the rental cabin/house (6%) or with a friend/relative (4%).



Respondents staying overnight in a lodging facility were asked to provide the name of the establishment. The results are shown in Table 2. The Arrowhead Lodge Best Western Motel was chosen by 25% percent of the respondents, and the Parkland Village campground was chosen by 19% of respondents. Fourteen percent of the respondents stayed at the Comfort Inn, followed by 11% at the East Arbutus Campground and 11% at the Russell Memorial Campground. All of the remaining lodging establishments were below 10%.

<b>Table 2. Commercial Lodging Facility</b>		
<b>Facility Name</b>	<b>Count</b>	<b>Percent</b>
Arrowhead Lodge Best Western	18	25%
Parkland Village	14	19%
Comfort Inn	10	14%
East Arbutus Campground	8	11%
Russell Memorial Campground	8	11%
Arbutus Motel	6	8%
Homestead/Millston Motel	2	3%
Super 8 Neillsville	2	2%
Cranberry Lodge	1	1%
Crawford Hills	1	1%
Depot	1	1%
Doc's Bunkhouse	1	2%
Wildcat Mound	1	1%
<b>Total</b>	<b>73</b>	<b>100%</b>

As shown in Chart 11, trips to Jackson County ATV trails are likely to involve multi-night stays. The majority of respondents said they are staying two (36%) nights or three (38%) nights on their trip. Ten percent stay only a single night, and 10% stay four nights. Only 6% of respondents stay longer than four nights. The overall average number of nights is 2.9.



As shown in Chart 12, 48% of respondents said they made their lodging reservation by telephone. Twenty-eight percent of respondents went online to make their reservations, and 23% used other methods for making their reservations, including through the County Parks and Forestry Department.

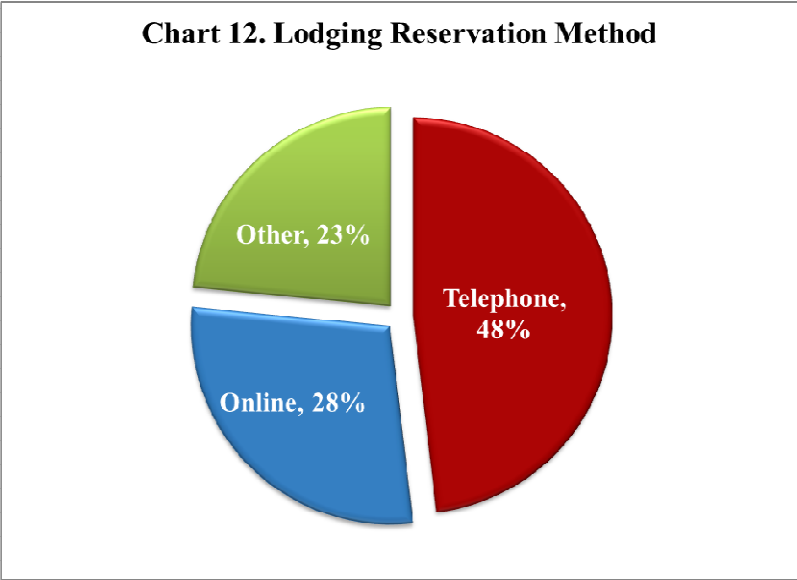
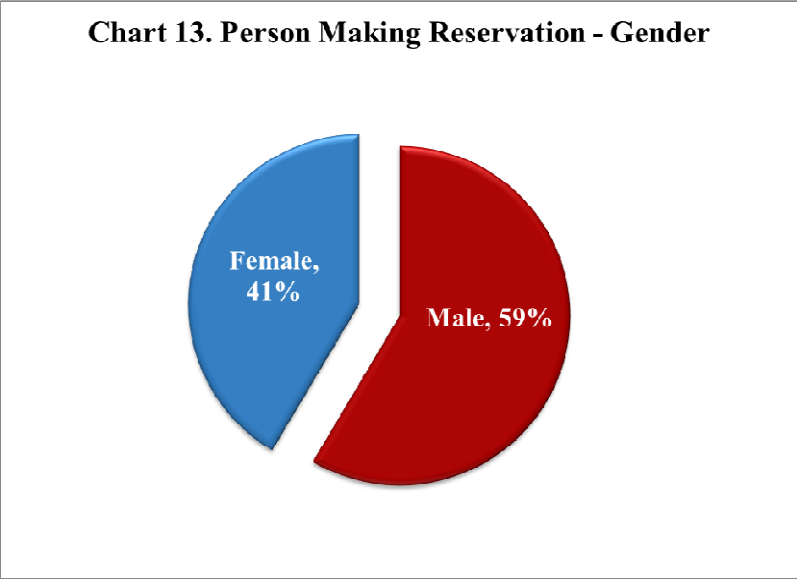


Chart 13 shows that men were slightly more likely to make the lodging reservations for the stay.



## Economic Impact on Jackson County

Another primary purpose of this study was to estimate the economic impact of trail users on the Jackson County economy. For economic impact assessment, we use only non-county trail user spending as the externally driven annual stimulus to the Jackson County economy. Expenditures by residents from other counties create local economic activity that, for the most part, would not have occurred in Jackson County if those visitors hadn't come into the county to ride the trails.

As described earlier in this report, the SRC estimates that there were approximately 23,750 trail users in the 2015 season, of which an estimated 21,600 were not residents of Jackson County. In order to gather data about their spending patterns, non-county visitors were asked how many dollars they spent or plan to spend individually in Jackson County by business type. If the respondent reported sector expenditures as a total for his/her group, the total was divided by the number of individuals in the group. A total of 110 respondents provided answers to this question. The SRC calculated the average expenditure for each business sector. Based on the population of approximately 21,600 non-county trail users, the confidence interval ("margin of error") is plus/minus 9.2%. The SRC then calculated a maximum and minimum range of the average categorical expenditures using the lower and upper limits of the confidence interval. The results are shown in Table 3. Given the relatively low number of observations, these results should be viewed as a fairly gross approximation of actual spending based on responses of trail users intercepted while recreating.

The top expenditure categories were in lodging (\$102 to \$123 per trip) and food and drink (\$80 to \$96 per trip). The total of the average expenditures ranges from \$355 to \$427. The rightmost columns of Table 3 show the minimum and maximum "expanded" totals which were derived by multiplying the average minimum and maximum categorical expenditures by the estimated total number of non-county visitors in 2015 (21,600). Given the size of our sample and the estimated population of non-county trail users, total expenditures at Jackson County businesses are estimated to be between \$7.6 million and \$9.2 million annually. To reiterate, this represents a stimulus of outside money into the Jackson County economy.

**Table 3. Expenditures Per Capita - Jackson County Trail Users (in 2015 USD)**

<b>Business Sector of Spending</b>	<b>Average Individual Minimum*</b>	<b>Average Individual Maximum*</b>	<b>Expanded Minimum*</b>	<b>Expanded Maximum*</b>
Lodging	\$102.04	\$122.72	\$2,204,086	\$2,650,730
Food & Drink	\$79.89	\$96.07	\$1,725,534	\$2,075,202
Entertainment	\$12.08	\$14.52	\$260,850	\$313,710
Shopping	\$17.10	\$20.56	\$369,309	\$444,147
Gas & Repairs	\$61.16	\$73.56	\$1,321,118	\$1,588,834
Convenience	\$23.87	\$28.71	\$515,621	\$620,107
ATV Rental	\$8.79	\$10.57	\$189,852	\$228,324
Gaming	\$34.64	\$41.66	\$748,228	\$899,852
Other	<u>\$15.58</u>	<u>\$18.74</u>	<u>\$336,556</u>	<u>\$404,756</u>
<b>Total</b>	<b>\$355.15</b>	<b>\$427.11</b>	<b>\$7,671,154</b>	<b>\$9,225,662</b>

Total observations = 110. \* Minimum, maximum, expanded minimum, and expanded maximum based on range of 9.2% confidence interval



The total economic impact of non-county trail users in Jackson County includes “direct” “indirect” and “induced” economic impacts.

Direct impacts measure income from direct spending associated with the visits by non-county trail users. Indirect and induced economic impacts measure the additional economic activities that occur because the visitors came into Jackson County to ride the trails.

Indirect economic impacts are business-to-business transactions. For example, purchases of meals by trail users causes those restaurants to increase their purchases of meat, fish, poultry, vegetables, etc. from their suppliers. This increased production creates additional economic activity in the form of more hired labor, more transportation services, and so on. Some of these economic activities stimulate the local economy (e.g. the wages paid to the local person who delivers the supplies) and some leaks out into the national or international economy (e.g. the purchase of the diesel fuel used in the delivery). Indirect impacts measure the total additional local economic activity generated by these types of business-to-business transactions.

Induced impacts are the additional economic activity generated by the way workers and owners spend the incomes they earned from trail users’ expenditures. To illustrate, consider the server at the restaurant. When he/she receives a paycheck and tips, some of which comes from trail users, the money is likely to be used to pay for rent/mortgage, groceries, utilities, fuel for a car, and so on. As the paycheck is spent, some of it “leaks” out of the local economy (e.g. to pay for food shipped to the local grocery store from an out-of-state wholesaler), but some of it remains in the local economy (e.g. to pay the wages for the cashier at the grocery store). Likewise, some of the cashier’s wages remain in the local economy and some of it pays for products coming from outside the local economy. Induced impacts measure the total local economic value of these expenditures.

The total economic impact (direct + indirect + induced effects) was estimated using an input-output model constructed for Jackson County. Dr. David Marcouiller (UW-Madison/Extension) applied the data from Table 3 to this input-output model constructed using IMPLAN software and data. The results of the IMPLAN model are summarized in Table 4. The model estimates that expenditures by non-county trail users generate between 118 and 142 jobs for the Jackson County economy and between \$2.01 million and \$2.39 million in labor income. The total value added to the Jackson County economy, roughly equal to net business income, is between \$3.97 million and \$4.60 million. Output, in the following table, measures total economic activity in Jackson County, in terms of income and profits, across all sectors of the economy and is analogous to gross regional product or gross domestic product. Output includes income from intermediate purchased inputs, labor, land and capital plus business taxes, and net exports. In effect, output measures the amount of additional money (mainly wages and profits) that stays in the Jackson County economy from spending by non-county trail users. In sum, the economic impact of non-resident trail users is estimated to create between \$7.76 million and \$9.34 million of total economic activity each year.

**Table 4. Economic Impacts to Jackson County, Wisconsin of Nonlocal Trail Users\*  
(IMPLAN v 3.1 with 2012 regional data using Expanded Local  
Expenditures in 2015 USD as defined in Table 3).**

<b>Impact Type</b>	<b>Employment (in jobs)</b>	<b>Labor Income (in 2016 USD)</b>	<b>Total Value Added (in 2016 USD)</b>	<b>Output (in 2016 USD)</b>
<b>MINIMUM:</b>				
Direct Effect	104	\$1,534,000	\$2,911,000	\$6,083,000
Indirect Effect	8	\$278,000	\$525,000	\$959,000
Induced Effect	6	\$199,000	\$430,000	\$714,000
Total Effect**	118	\$2,011,000	\$3,866,000	\$7,755,000
<b>MAXIMUM:</b>				
Direct Effect	125	\$1,810,000	\$3,448,000	\$7,315,000
Indirect Effect	10	\$342,000	\$642,000	\$1,175,000
Induced Effect	7	\$236,000	\$511,000	\$848,000
Total Effect**	142	\$2,389,000	\$4,600,000	\$9,338,000

\* All dollar-based impacts reflect results inflated to 2016 USD; based on stimulus as defined in Table 3.

## Open Ended Comments About Jackson County ATV Trail Experience

Respondents were asked if they had any additional comments about their ATV experience in Jackson County. As noted in the Survey Methods section, some quantitative responses from some respondents were deleted. However all qualitative comments were retained and included in the analysis. A total of 66 individuals provided comments. The SRC analyzed the comments and placed them into five topical categories plus a miscellaneous category. Table 3 summarizes the results.

<b>Topic</b>	<b>Count</b>	<b>Percent</b>
Positive Sentiment - General	19	29%
Trail Width/Safety	15	23%
Trail Conditions	14	21%
Trail Preferences	10	15%
Trail Signage/Maps	4	6%
Miscellaneous	4	6%
<b>Total</b>	<b>66</b>	<b>100%</b>

The most common comments were general positive statements about their experience. This group comprised 29% of the total.

The following quotes are representative of this theme:

*“Great time. Keep up the good work.”*

*“Love this trail system”*

In second place were comments about the width of the trails and safety issues. A theme within this group of comments was about trail width with respect to the safety of multi-rider UTV machines on the trail system as illustrated by the following quotes.

*“UTV's seemed to hog the trail instead of moving over.”*

*“Need some trails just for single rider ATVs 50" or less-less gravel on trails.”*

Comments about trail conditions were in third place, accounting for 21% of the total. A few respondents liked the trail conditions.

Positive comments included the following:

*“Trails in good condition”*

But the majority of these 14 comments were suggestions for improvement and complaints about rough conditions. Trail 9 in particular was criticized by four respondents.

Typical of these comments, one rider said,

*“Trail 9 surface extremely rough”*

## **Conclusions**

The Jackson County ATV trail network attracts a significant portion of trail users from other areas of Wisconsin, Minnesota, and northern Illinois who are likely to be overnight visitors.

Respondents report high levels of satisfaction with their experience using the trail network and a high proportion are repeat visitors. Significantly, many trail users spend multiple days in the County, racking up lodging, meal, and other expenses.

Respondents from outside the county reported average spending between \$355 and \$427 per trip in Jackson County, which represents an infusion of new money into the county's economy. As these new monies are spent by business owners and employees, some remains in the county to support additional economic activity. Expenditures by trail users from outside Jackson County have a positive effect on the Jackson County economy.

## Appendix A – “Other” Written Responses

### Q1. Where did you get on the trail? “Other” (9 responses)

- Oakridge Road (x2)
- Bauer Rd
- Clark County
- Doc's Bunkhouse
- Hole 1
- Home
- Motel, not specified
- Private property

### Q3. What is the primary reason for your trip to this area? Other (6 responses)

- 4
- Club Ride
- Drink beer
- Live here
- See colors
- Vacation

### Q7. Home ZIP code.

ZIP	Count	ZIP	Count	ZIP	Count	ZIP	Count	ZIP	Count
50126	1	53511	1	54494	1	54940	1	56630	1
50559	1	53532	1	54495	2	54947	1	57961	1
50658	1	53533	1	54499	1	54963	1	60089	1
52040	1	53546	2	54601	3	54983	1	60099	1
52065	1	53548	1	54603	2	55016	1	60107	1
52122	1	53561	1	54615	7	55020	1	60115	1
52206	1	53571	1	54621	1	55076	1	60120	1
52243	1	53582	1	54628	1	55107	1	60151	1
52401	1	53585	1	54630	2	55130	1	60178	1
53024	2	53586	1	54636	1	55355	1	60464	1
53040	1	53597	1	54642	1	55389	2	61036	1
53065	1	53598	1	54650	2	55414	1	61068	1
53080	1	53719	1	54656	2	55494	1	61071	1
53105	1	53807	1	54660	1	55744	1	61111	1
53115	1	53916	1	54667	2	55802	1	61244	1
53126	1	53949	1	54669	2	55903	1	62263	1
53148	1	53954	1	54703	2	55912	1	63028	1
53168	1	54411	1	54741	1	55920	1		
53181	1	54456	1	54754	3	55932	1		
53182	1	54457	1	54773	1	55955	1		
53190	1	54466	1	54923	1	55956	1		
53228	1	54481	1	54935	1	55969	1		

**Q12. Do you have any additional comments about your ATV experience in Jackson County? (76 responses)**

***Positive Sentiments – General (19 responses)***

- Great/nice trails! (x5)
- Always fun.
- Awesome
- Excellent, we come every week.
- Glad we have trails in our county.
- Good time.
- Great time. Keep up the good work
- Had a great day.
- Love it all.
- Love it!
- Really enjoy coming here.
- Thanks for the trails.
- Love the trails.
- Love this trail system.
- Nice facilities, great bars.

***Trail Width/Safety (15 responses)***

- Too much [unreadable], leave the mud puddles and holes. It slows the idiots on the trails down, especially the ones that fly around the corner on the wrong side. (x2)
- Allowing side by side UTV was a mistake. Continued gravel and widening the trails into roads is causing high speed and dangerous trails. If they are to be allowed so only trails must be added as loops off the main trails. These should be one way trails. We used to ride here more often but now go elsewhere.
- By allowing UTV's side by side and widening of trails has turned it into a speedway which has people traveling faster. We are now going to Wyoming and the trails are better.
- Concerns with width or machines. Trails not wide enough.
- Don't like side by sides too wide
- Get rid of blind corners with UTV's on trail accident waiting to happen
- More tickets to careless drivers
- More trails. Widen corners
- Need 50" trails off main trails. More sand. Gravel is ok in washout areas. Not a fan of side-by-sides-that's why we need 50" trails. Take a look at the Matt Lowry trails, MN. They are great.
- Need loops for 50" ATV off main trails. Less gravel.
- Need some trails just for single rider ATVs 50" or less-less gravel on trails.
- Priority should be to add 50" trails for ATVs to hop off main trails- stop! Smooth out and widen trails for UTVs. The trails are becoming roads not trails.
- Raisers and rangers almost always never have lights on. Some places are not wide enough for these and an ATV to pass.
- UTV's seemed to hog the trail instead of moving over.

- Your trails are too small for UTVs. We were almost hit 5 times today. If you meet one on a corner you're done! ATVs will fit side by side not with a UTV. Please consider other options for these.

#### ***Trail Conditions (14 Responses)***

- A little wet in areas
- Dusty. Water the trails.
- Great condition of trails.
- Like the area, however trails are always rough. Rode in Florence county this summer and like how trailed were always groomed. Saw a post on Facebook that trails were groomed but trail we were on did not seem like it was.
- Nice grooming
- More grooming
- Rough trails near BRF
- State trails are rough.
- Trail 9 inadequate. Worse trail surface - washboard
- Trail 9 inadequate. Worse trail surface. too bumpy
- Trail 9 surface extremely rough
- Trail surface #9 sucked
- Trails in good condition.
- UTV's (side by sides) make the trails very wash-boardy.

#### ***Trail Preferences (10 responses)***

- Be nice if all trails were open. Trail A and G are closed.
- Like to ride when it's muddy and rainy.
- More mud holes. Playground "water."
- More trails
- Off-trail areas for racing
- Side by side makes it difficult to enjoy. We miss the challenge of the trail and how it used to be not a Hwy.
- To have more challenging areas to experience.
- Video trails for UTV.
- We prefer trails going through forest/woods, like the winding trails.
- We realize a pipeline needed to be put in but that hugely impacted our own experience to Millston. It feels more like a route now instead of a trail.

#### ***Trail Signage/Maps (4 responses)***

- Better signage for where you are located and where bathrooms are located
- Map for trail at railroad in Millston-day trip.
- More or better maps. I am new to this recreation.
- Need to improve signage at intersections and on maps.

#### ***Miscellaneous (4 Responses)***

- Busy weekend
- Clarify this trail pass issue
- Rules about being out of state?

- We have camped at East Arbutus in the past. Good campsites but always full. Need more ATV sites.

**Q15. If this is an “overnight” trip, what type of lodging are you using? Other (3 responses)**

- Not specified (2x)
- Trail E

**Q17. How did you reserve your lodging?**

***Online. Name of website: (13 responses)***

- Jackson County Forestry and Parks (4x)
- Choice Hotels (x2)
- 3 Bears Lodge
- Best Western
- Camping site Jackson
- Comfort Inn
- Hotel website
- Russellmemorial.com
- Their website

***Other (specify) (28 responses)***

- Walk in (x6)
- Call (x3)
- Friend (x3)
- Brother
- Called Choice Hotels
- Drive here
- Drove to campground. Been going for years.
- Family/friends
- Have permanent site
- In person
- None
- Our last visit
- Own a cabin in Hixton
- Parkland Village
- Permanent site
- Phone
- Prior stay
- Repeat stays
- Stopped for verbal reservation



## Appendix B – Quantitative Summary of Responses by Question Jackson County Trail Study Survey Sheet

**Time:** \_\_\_\_\_ **Respondent** **Equipment Type:**  ATV #vehicles: Avg: 2.3  
**Date:** \_\_\_\_\_ 69% Male  UTV #vehicles: Avg: 1.6  
**Location:** \_\_\_\_\_ 31% Female  Motorcycle #vehicles: Avg: 0

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### 1. Where did you get on the trail?

<u>6%</u> Hatfield Pines Parking Lot	<u>2%</u> 7 <sup>th</sup> Street Parking Lot
<u>16%</u> East Arbutus Parking Lot	<u>5%</u> Hwy 12 Parking Lot
<u>1%</u> Clay School Parking Lot	<u>4%</u> Settlement Rd Parking Lot
<u>12%</u> Highway 54 Parking Lot	<u>2%</u> Bartell Rd Parking Lot
<u>6%</u> Airport Rd. Parking Lot	<u>14%</u> Arrowhead/Moose
<u>5%</u> Black River Falls	<u>2%</u> Russell Campground
<u>4%</u> Pray	<u>2%</u> Parkland Village
<u>2%</u> Hatfield Mug	<u>3%</u> Comfort Inn
<u>2%</u> Campground, not specified	<u>2%</u> Arbutus Motel
<u>7%</u> Other (See Appendix A)	

### 2. On which trail segments did you ride? (refer to map)

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>
40%	58%	72%	53%	29%	41%	17%

### 3. What is the primary reason for your trip to this area? (Mark • one)

69% To ride this and/or other trails in the area  
2% To attend a special event/festival  
15% On a leisure trip in area  
4% Visiting family and friends in the area  
0% On business or meeting in area  
7% Live here, use trail as mode of transportation  
3% Other (See Appendix A)

### 3. How did you find out about the trails in this region? (Mark • all that apply)

<u>64%</u> Family/friends	<u>0%</u> Radio
<u>32%</u> Internet	<u>2%</u> Chamber of commerce
<u>0%</u> Newspaper	<u>0%</u> Billboard
<u>1%</u> TV	<u>21%</u> ATV/snowmobile club
<u>0%</u> Magazine	<u>5%</u> Brochure
<u>1%</u> Travel show	<u>4%</u> DNR
<u>4%</u> Dealership	<u>13%</u> Live here

**4. How satisfied are you with ...**

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	NA-Excluded from tabulation
Trail signage?	<u>1%</u>	<u>2%</u>	<u>9%</u>	<u>35%</u>	<u>53%</u>	----
Grooming of the State's trail surface?	<u>2%</u>	<u>13%</u>	<u>26%</u>	<u>35%</u>	<u>24%</u>	----
Grooming of the County's trail surface?	<u>0%</u>	<u>5%</u>	<u>15%</u>	<u>45%</u>	<u>34%</u>	----
Trail safety?	<u>2%</u>	<u>5%</u>	<u>8%</u>	<u>43%</u>	<u>43%</u>	----
Camping facilities?	<u>1%</u>	<u>1%</u>	<u>12%</u>	<u>18%</u>	<u>68%</u>	----
Trail access & parking	<u>1%</u>	<u>1%</u>	<u>2%</u>	<u>29%</u>	<u>67%</u>	----

**5. Have you ridden on Jackson County trails before?**

19% No

81% Yes - How many times during the past 12 months? Avg: 5.2

**6. Including yourself, how many people are in your immediate travel group? Avg: 5.0**

**7. What is your home zip code? (See Appendix A)**

**8. What is your age?**

18-24	25-34	35-44	45-54	55-64	65+
<u>7%</u>	<u>15%</u>	<u>20%</u>	<u>33%</u>	<u>17%</u>	<u>8%</u>

**9. What is the highest level of schooling you've completed?**

<u>0%</u> Some high school	<u>19%</u> Associate degree/certificate
<u>33%</u> High school graduate	<u>18%</u> Bachelor's degree
<u>26%</u> Some college/tech school	<u>5%</u> Graduate or professional degree

**10. Which of these categories best describes your annual household income?**

<u>2%</u> Less than \$25,000	<u>25%</u> \$100,000-\$149,999
<u>18%</u> \$25,000-\$49,999	<u>7%</u> Over \$150,000
<u>27%</u> \$50,000-\$74,999	---- Prefer not to answer - <b>Excluded from tabulation</b>
<u>21%</u> \$75,000-\$99,999	

**11. Follow-up Information**

	Yes	No
a. Would you like to receive future emails on recreational opportunities in Jackson County?	<u>34%</u>	<u>66%</u>
b. When the study is finished, would you like results emailed to you?	<u>29%</u>	<u>71%</u>

If yes to either a or b, email addr: \_\_\_\_\_

**12. Do you have any additional comments about your ATV experience in Jackson County? (See Appendix A)**

**13. Are you a resident of Jackson County?**

Yes ( <b>stop here</b> )	No
<u>9%</u>	<u>91%</u>

**14. Please estimate how much you (individually) have spent or plan to spend on this trip in the following categories?**

Average: \$112 \_\_\_\_\_ lodging/overnight accommodations

Average: \$88 \_\_\_\_\_ food & drink at area restaurants/bars

Average: \$13 \_\_\_\_\_ area entertainment

Average: \$19 \_\_\_\_\_ shopping (souvenirs, gifts, clothing)

Average: \$67 \_\_\_\_\_ gas, repairs (auto and ATV/UTV equipment)

Average: \$26 \_\_\_\_\_ convenience stores

Average: \$10 \_\_\_\_\_ ATV/UTV rental

Average: \$38 \_\_\_\_\_ gaming (casinos)

Average: \$18 \_\_\_\_\_ other leisure spending

**15. If this is an "overnight" trip, what type of lodging are you using?**

44% Hotel/motel                      6% Cabin/house rental

42% Camping                              0% Resort

4% Friend/relative                      3% Other (See Appendix A)

Name of facility (if lodging business) Most frequent: Arrowhead – 25%; Parkland Village – 19% (See Appendix A for full list)

**16. How many nights will you be away from home? Avg: 2.9**

**17. How did you reserve your lodging?**

48% Telephone

28% Online. Name of website: (See Appendix A)

24% Other (specify) (See Appendix A)

**18. Gender of person making the lodging reservation?**

Male              Female

54%              46%