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Year-Long Cheese Country Trail Study to Begin November 1

On November 1, the University of Wisconsin Extension and dozens of volunteers will begin collecting information regarding people who use the Cheese Country Trail. Information will be collected using 1,000 randomly selected 2-hour time slots during the 12 month survey period. Eight intercept locations have been chosen along the trail in Monroe, Browntown, South Wayne, Gratiot, Darlington, Calamine, Belmont and Mineral Point.

“The goal of the survey is to collect a representative sample of users and use pressure of the Cheese Country Trail along the more than 48 mile route from Monroe to Belmont and Mineral Point,” said UW Extension Recreation Planning Specialist Dave Marcouiller. “We will do this through observation and intercept surveys.”

“Because we will be surveying hundreds of trail users between now and October 2011, local users should be aware they may be chosen to fill out a survey,” added Tri-County Trails Committee member Jerry Guth. “Two trail users in each randomly selected two-hour slot will be asked a series of fourteen questions. Answering the questions should take five to ten minutes.”

Survey questions include information about trail usage; other activities in which the individual will participate on the trip; amount of money spent while on the trip; satisfaction with the trail; and demographic information such as age, schooling, household income and zip code.

The Tri-County Trails Committee plans to use the results of the study to improve trail experiences for future users. The committee will also provide the resulting information to local

communities, businesses and counties to help create economic development related to the trail and its users.

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