

Black Diamond Trail - Mountain Top Trailhead

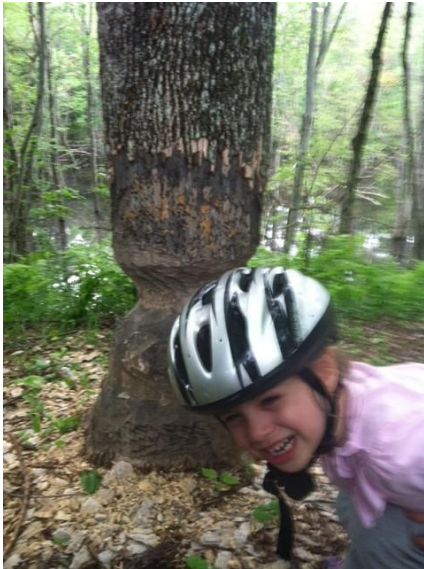
May 10-May 30<sup>th</sup> User Intercept Survey

June 14, 2015

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Work completed by HSP: Human Services by Polgar



*Beaver tree on the Black Diamond trail*

## Narrative: Results of D&L Trail Survey of Black Diamond segment users

May 2015

by Michael Polgar, and Joshua Miller

Our research team developed, distributed, and collected survey data on the Black Diamond segment of the D&L Trail. We adapted and printed a 30-item, 2-page questionnaire that was previously used in surveying other parts of the Trail (from a 2012 RTC report). Some of us worked as volunteers with community organizations and with help from Penn State University's nearby Hazleton PA campus.

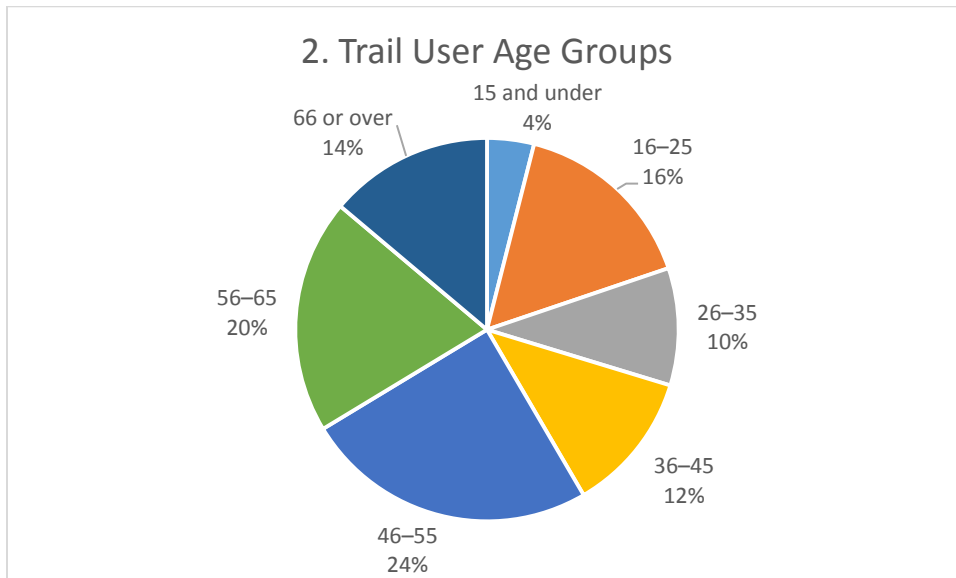
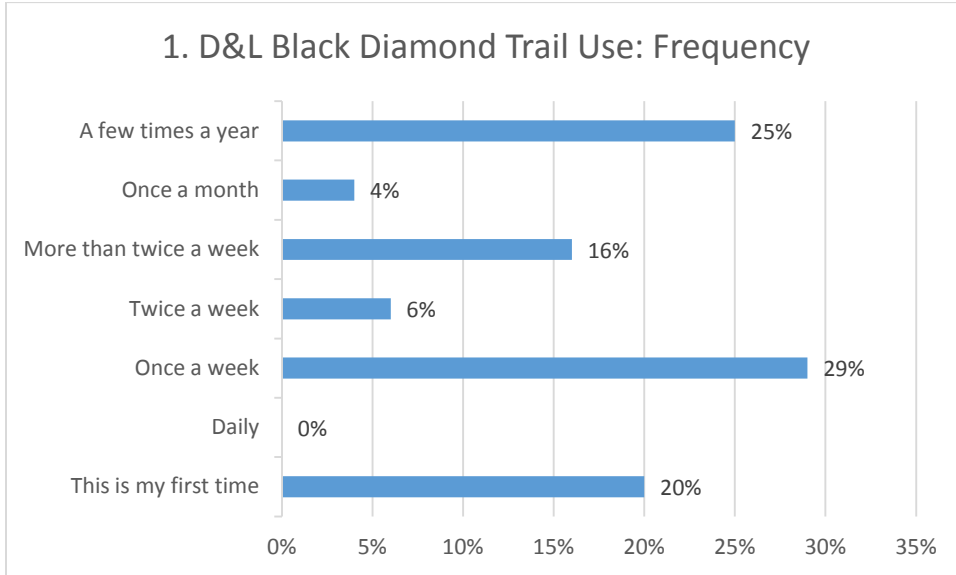
We distributed the surveys at the northern-most trail head that offers access to the D&L Trail. This trail head allows use of the Mountain-Top-to-White Haven segment, along Route 437 (Woodlawn Ave). Between May 10 and May 30, windshield and personal survey distribution were combined with a distribution/collection box attached to an information kiosk in the parking area. This project was completed in partnership with the Leigh Valley Greenways Conversation Landscape. Funding was provided in part by a grant from the Pennsylvania Department of Conversation and Natural Resources, Bureau of Recreation and Conservation, Environmental Stewardship Fund, administered by Delaware & Lehigh National Heritage Corridor, Inc.

Summary of data from 51 voluntary respondents find that some people use this trail segment frequently while others use it less frequently (Figure 1, below). People of all age groups used the trail during May of 2015 (Figure 2). A majority of user respondents (88%) didn't have any children under the age of 15 on their use of the trail. A majority of trail users (65%) were male. The *primary activities* performed on the trail were biking (52%) and walking/hiking (25%). Most of trail users (86%) spent at least an hour or more on their visit. The modal zip code for responding trail users (38%) were from the 18707 zip code (Mountain Top, PA), but users responding to the survey came from 22 different zip codes in Pennsylvania.

The trail itself had an influence on the type or frequency of activity for the majority (80%) of the trail users. The main uses of the trail were either for recreation (44%) or health and exercise (42%). During their visit to the trail, some users watched birds (33%), watched wildlife (38%), and studied wildflowers (18%). The majority (94%) of the trail users used an automobile to get to the trail.

The two main sources of how trail users found out about the trail were through word of mouth (47%) and newspaper (20%). The trail has influenced trail users' purchases of items for bikes (24%), bike supplies (17%) auto accessories (11%), footwear (14%), clothing (11%), and nothing (23%). The trail user respondents spent an average of \$372 on trail-related items in the past year. Trail users purchased these "hard goods" at a locally-owned store (50%), online national retail (14%), or online specialty (14%). In conjunction with the trail user's most recent trip of the trail, they purchased beverages (39%), candy/snack foods (14%), sandwiches (8%), ice

cream (24%), meals at a restaurant along the trail (29%), bike rentals (29%), other items (4%). A small percentage (4%) did not make any related purchases.



Please complete and return this survey on the Black Diamond Trail segment of the D&L trail. You may place it in a designated 'survey return' box or mail it to the address below.

These descriptive statistics are based on 51 responses from May, 2015. Thank you!

1. What is your ZIP code?

\_\_\_\_\_[see Table 1]\*tba?

2. How often do you use the trail, on average?

20%	This is my first time
0%	Daily
29%	Once a week
6%	Twice a week
16%	More than twice a week
4%	Once a month
25%	A few times a year

3. Age group

4%	15 and under
16%	16–25
10%	26–35
12%	36–45
25%	46–55
20%	56–65
14%	66 or over

4. Were any children 15 years of age or younger with you on the trail today?

12%	Yes
88%	No

5. What is your gender?

65%	Male
35%	Female

6. What is your *primary* activity on the trail?

25%	Walking/hiking
52%	Biking
9%	Jogging/running
0%	Horseback riding
3%	Skiing/snowshoeing
2%	Fishing
9%	Dog walking

7. Has the trail had an influence on the type or

frequency of activity you participate in?

80%	Yes
20%	No

8. How much time do you generally spend on the trail during each visit?

0%	Less than 30 minutes
14%	30 minutes to 1 hour
39%	1 to 2 hours
47%	More than 2 hours

9. Would you consider your main use of the trail to be for...

44%	Recreation
42%	Health and exercise
4%	Training
1%	Commuting
1%	Walking to school
4%	Fishing
0%	Boating
3%	Other

10. During your visit to the trail did you...

0%	Fish
0%	Go boating
33%	Watch birds
38%	Watch wildlife
18%	Study wildflowers
4%	Geocache
4%	Visit a historic site
2%	Shop
2%	Attend an event

11. How did you get to the trail?

2%	Walk
4%	Bicycle
94%	Automobile
0%	Mass transit

12. How did you find out about the trail?

47%	Word of mouth
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9%	Roadside signage
7%	Driving past
20%	Newspaper
0%	Bike shop
0%	Tourist bureau
11%	D & L brochure
2%	www.explorePAtrails.com
4%	www.Trailink.com
0%	Other

13. Has your use of the trail influenced your purchase of...

24%	Bike
17%	Bike supplies
11%	Auto accessories
14%	Footwear
11%	Clothing
23%	Nothing

14. Approximately how much did you spend on the items above in the past year?

\$ 372 expense (average)

15. Where do you typically purchase most of your trail-related "hard goods"?

14%	Local national chain
5%	Local regional chain
50%	Locally-owned store
14%	Online national retail
3%	Online regional retail
14%	Online specialty

16. In conjunction with your most recent trip to the trail, did you purchase any of the following?

39%	Beverages
14%	Candy/snack foods
8%	Sandwiches
24%	Ice cream
29%	Meals at a restaurant along the trail
29%	Bike rental
4%	Other
4%	None of these

17. Approximately how much per person did you spend on the items above?

\$ 17 expense (average)

18. Did your visit to the trail involve an overnight stay in one of the following types of accommodations?

Only 8% (4 people) reported an overnight stay at any type of accommodation. Thus there is little information to use to describe responses to items below, #19 and #20

19. How many nights did you stay in conjunction with your visit to the trail?

20. Approximately how much did you spend on overnight accommodations per night?

21. In your opinion, the maintenance of the trail is...

61%	Excellent
39%	Good
0%	Fair
0%	Poor

22. In your opinion, the safety and security along the trail is...

64%	Excellent
34%	Good
2%	Fair
0%	Poor

23. In your opinion, the cleanliness of the trail is...

74%	Excellent
26%	Good
0%	Fair
0%	Poor

24. Would you suggest or participate in a volunteer service to help use of the trail?

63%	Yes
37%	No

25. Does the canal being watered determine when you visit the towpath?

98%	Yes
2%	No

26. Which portion of the trail do you use most often?

78%	Mountain Top to White Haven
22%	White Haven to Jim Thorpe
0%	Jim Thorpe to Allentown
0%	Allentown to Easton
0%	Easton to Tincum
0%	Tincum to Bristol

27. Which is your usual trail access point when you visit?

77%	Summit of Rt. 437
8%	White Haven (North)
14%	White Haven (South)

28. What type of trip do you most often take on the D & L Trail?

86%	Loop (out and back)
16%	Through trip (one way)

29. Are you familiar with the Delaware and Lehigh National Heritage Corridor?

65%	Yes
35%	No

Thanks for your participation! If you have any questions about this survey, or the Tally the Trails project, please call Michael Polgar: 570-450-3103.

Distribution of survey: at trail head access to [Mountain-Top-to-White Haven](#) segment, along Route 437 (Woodlawn Ave). Windshield and personal distribution were combined with a distribution/collection box attached to an informational kiosk in parking area.

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