Characteristics of trail users

Motorized trail use is an enjoyable form of outdoor recreation for all ages, particularly for older adults. Trails that connect communities provide a unique way for these recreationists to enjoy Wisconsin's beautiful outdoor landscape.

These trials also help develop tourism in rural communities. Communities throughout Wisconsin host non-local trail riders, and in return, these trail riders spend money in local restaurants, taverns, gas stations, and hotels. Finding out more about Cheese Country Trail users and their spending helps trails communities make the most of the trail.

User demographics

- Two-thirds of all trail users were from outside the local three-county region (figure 1).
- The average age of trail users was in the mid-40s. Non-local trail users were generally older than local trail users (figure 2).
- Non-local trail users were more apt to be college educated and had significantly higher household incomes than local trail users (figure 3).

Figure 1. Community of origin

Figure 2. Age profile

This is one of three “Results at a Glance” fact sheets that highlight key information from the full report.
Trail usage

- During the 12-month study period, 98,000 people used the trail. Most people used the trail between Memorial Day and Labor Day, and almost 75% of visits occurred on weekends or holidays (figure 4).
- ATV, UTV, and snowmobile use are the primary activities on the trail.
- There was some snowmobile activity during the winter of 2010-2011, but it was hampered by lack of snow and trail closures.
- The Cheese Country Trail was the primary reason most non-local users visited Green, Lafayette, or Iowa Counties (figure 5).

For more information
To learn more about the Cheese Country Trail, visit the Tri-County Trails website: www.tricountytrails.com.

For more "Results at a Glance," see Economic Impacts and Future Directions.
The full report is available on the Green County UW-Extension website: http://green.uwex.edu.