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# Chequamegon Area Mountain Bike Association Economic Impact and User Experience Survey Summary, 2020



Chequamegon Area Mountain Bike Association

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Survey Research Center Report 2020/9  
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## Executive Summary

The Chequamegon Area Mountain Bike Association (CAMBA) project consisted of two surveys and this report is split into the following parts:

- Part I summarizes the findings of an intercept survey that gathered demographic information about CAMBA trail users, their biking practices and, if they were not from Bayfield or Sawyer Counties, the amount of money they expected to spend during their trip to the CAMBA trails.
- Part II summarizes the findings of an online survey that also gathered some basic demographic information about the respondents, more detailed information about their biking habits, their experiences and assessment of the CAMBA trails, their trail preferences and their comments about the CAMBA trails.

### Part I Summary

#### Chequamegon Area Mountain Bike Association Survey Respondents' Demographic Profile

- More men (66% of the sample) were interviewed than women (33%) (**Figure 1-1**)
- A majority (56%) were 45 or older (**Figure 1-2**)
- Approximately eight in ten respondents had at least a bachelor's degree (**Figure 1-3**)
- 61% of respondents had six-figure household incomes (**Figure 1-4**).
- Nearly three-quarters (73%) of respondents reside outside of Sawyer and Bayfield Counties (**Map 1**).

*In this summary, the SRC will report the median values, but the full report provides the average, median and range.*

#### Riding Experiences

- Median number of days/year that CAMBA riders travel away from their home to bike is 15 (**Figure 1-5**).
- Median spending on cycling by CAMBA riders is \$1,000 (**Figure 1-6**).

#### CAMBA Experiences

- Most respondents (89%) have ridden on CAMBA trails before, and four in ten have ridden CAMBA trails in the winter (**Table 1-2**).
- The median number of times respondents had ridden on the CAMBA trails was nine (**Figure 1-7**).
- The median number of times respondents had ridden CAMBA trails in winter was one (**Figure 1-8**).
- A majority of survey respondents were either riding alone or with one other person (**Figure 1-9**).

### Accommodations When Visiting CAMBA Area

- About one-in five CAMBA users who live outside the area stay in a rented cabin or house (23%) or a vacation or second home they own (20%) (**Figure 1-10**).
- The typical non-local CAMBA user stays two nights during their visit (**Figure 1-11**).

### Other Activities

- Two-thirds of CAMBA users expected to engage in at least one other activity during their visit.
- Approximately one-third of respondents expect to hike or swim during their visit to the trails (**Figure 1-12**).

### Spending by CAMBA Visitors

- On average, each non-local visitor of CAMBA trails expects to spend \$200 per day during their visit to the area (**Table 1-3**).

### Total Economic Impact

The spending of CAMBA users is estimated to have boosted the 2019 Bayfield and Sawyer County economies by:

- Creating the need for 118 jobs
- Generating \$2.3 million in labor income
- Generating \$3.2 million in total value
- Having a total impact of \$7.8 million to Bayfield and Sawyer Counties during 2019 (**Table 1-4**).

Spending by CAMBA users added approximately \$1.8 million to the total value of both full-service restaurants and hotels and motels in the two counties (**Table 1-5**).

### Winter CAMBA Users

- Only about 10% of CAMBA trail riders use the trails during winter.

Comparing 18 winter responses to the 298 interviews conducted in the summer/fall found that:

- Winter riders included a higher proportion of women and those 55 and older.
- Winter riders appear to bike in larger groups.
- A higher proportion of winter riders come from outside the two-county region.
- Winter visitors tend to spend fewer nights in the area.
- Winter visitors expect to cross-country ski and go snowshoeing.
- On a per day basis, winter visitors appear to spend slightly less.

## Open-Ended Comments

- A large majority of the 276 comments (82%) were complementary
- Roughly equal numbers of respondents would like more toilet facilities, more easier trails, more technical trails, improved signage, better maintenance, and the construction of even more trails.

## Part II Summary

### CAMBA User Experience Survey Respondents' Demographic Profile

- Substantially more men (72% of the sample) responded than women (27%) (**Figure 2-1**).
- Almost three-fourths (74%) were 45 or older (**Figure 2-2**).
- Two-thirds of respondents had six-figure household incomes (**Figure 2-3**).

### CAMBA User Characteristics

- A majority of survey respondents (62%) classify themselves as having above average or expert biking ability (**Figure 2-4**).
- Two-thirds said they ride more than 10 miles daily (**Figure 2-5**).
- Approximately nine of ten respondents said that singletrack trails, trail variety, and quiet, natural surroundings were important or very important trail characteristics (**Figure 2-6**).
- Singletrack trails is the “most important” trail characteristic respondents consider when deciding which trail to ride (**Figure 2-7**).
- 87% of respondents have ridden on other trail systems in Wisconsin, the Midwest, or elsewhere in the U.S. (**Figure 2-12**).
- Respondents were most likely to have ridden on trails in the Twin Cities metro area.
- More than half (58%) of the 796 non-Wisconsin trails identified were located in the Midwest (**Table 2-7**).

### CAMBA Trail Information

- 95% of respondents have ridden on CAMBA trails in the past three years (**Figure 2-12**).
- Nearly half of the respondents said that the deep woods/wilderness-like environment and quality of trails most influenced them to ride CAMBA trails (**Figure 2-13**).
- Over the last three years, the Seeley Cluster was the most frequently ridden (**Table 2-3**). However, the Cable Cluster seems to be the cornerstone cluster in the CAMBA trail system in that riding it significantly increases the likelihood of riding other clusters
- About 40% of respondents rated Seeley Pass as their favorite CAMBA trail. About one-third said that either Flow Mama or Makwa is their favorite CAMBA trail (**Figure 2-14**).
- More than half the respondents (58%) would like to see more easy riding trails in the CAMBA trail system (**Figure 2-15**).

- 30% of respondents oppose/strongly oppose allowing electric mountain bikes (eMTBs) on CAMBA trails, 45% are neutral/no opinion, and 25% favor/strongly favor them (**Figure 2-16**).

#### Overall Rating of CAMBA Trail System

- Most respondents are very satisfied (69%) or satisfied (28%) with CAMBA trails (**Figure 2-17**).
- Trail attributes identified as problems with other trail systems are not considered serious problems on the CAMBA trails (**Figure 2-17**).
- Strong majorities of respondents believe that the CAMBA trail system is better than other trails in Wisconsin and elsewhere in the Midwest. Compared to trails elsewhere in the United States, similar proportions rate CAMBA trails as average (51%) or better than elsewhere (46%) (**Figure 2-20**).
- Most said CAMBA trails have average difficulty compared to other trails in Wisconsin (72%) and other Midwestern trails (74%). Compared to trails elsewhere in the U.S., CAMBA trails are seen as average (50%) or easier (45%) (**Figure 2-21**).

#### CAMBA Membership and Sources of Information

- Less than one-half (45%) of the respondents were CAMBA members (**Figure 2-10**).
- Many are not members because they live too far away/not local (**Figure 2-11**).
- Most found out about the CAMBA trails via CAMBA's website or from word from mouth by friends or family (**Figure 2-9**).

#### Additional Comments

- About 2/3 of the respondents provided additional written-in comments.
- More than one-half of the 239 comments were positive (**Table 2-8**).

## Overview of Project

The Chequamegon Area Mountain Bike Association (CAMBA) project consisted of two surveys, one focused on measuring the economic impact of the trails and the second on users' experiences with and feedback about the trails.

The first CAMBA survey (Part I) started in mid-July 2019, data was collected until late October 2019, data collection resumed in mid-February 2020, and data collection finished in mid-March 2020. This was an intercept survey in which volunteers interviewed CAMBA trail users at one of twelve trailheads.

The second CAMBA survey (Part II) was an online survey whose participants were drawn from participants in Part I who agreed to participate in a follow-up survey and people for whom CAMBA had email addresses because they are members, receive the Association's newsletter, or have some other connection to CAMBA. This survey started on April 7, 2020 and data collection was completed on April 18, 2020.

## Testing Methodology

*The SRC used statistical tests to identify questions with statistically significant differences across demographic groups. In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages 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 average values for the two groups are actually equal. Such a result does not mean the difference is necessarily 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. **Response patterns that vary at statistically significant levels ( $p < .05$ ) are noted in the report.***

## Part I – Economic Impact Survey Summary

As noted, Part I of the CAMBA project was an intercept survey that collected a limited amount of demographic data, the respondent's biking experience in general and with CAMBA trails, and, if they were not residents of CAMBA's home counties of Sawyer and Bayfield, how much they expected to spend during their trip to bike on the CAMBA trails. The survey also included an open-ended question so that the respondent could add anything else they'd like regarding their CAMBA trail experience.

### Survey Purpose Part I

The primary purpose of Part I of the CAMBA project was to estimate the economic impact that the trails have on the economies of Bayfield and Sawyer Counties. The spending of trail users from outside those two counties is an economic infusion to the regional economy.<sup>1</sup> Other outcomes sought in this portion of the project were to identify the demographic profile of CAMBA trail users, understand something about their trips to the CAMBA trails, and to identify "cross-marketing" opportunities in terms of common activities these bikers engage in when visiting the CAMBA trails.

### Survey Methods Part I

CAMBA volunteers met trail users at a trailhead and collected the information either using a paper form or entering it on a tablet connected to an online version of the survey.<sup>2</sup> Interviewers were given a number of instructions:

- approach every third, every fifth, etc., person to reduce any unintentional sampling bias.
- fill out the survey with the respondent (i.e., no self-administering).
- only one survey by a member of a group.
- the survey should be completed by adults 18 years of age or older.
- the respondent should be told participation is voluntary and responses would be anonymous.

A total of 413 intercept surveys were completed. All but 18 of the 413 surveys were completed between July and October 2019. The 18 collected during February 2020 were an attempt to discern differences between summer and winter riders. There will be a brief section devoted to the results from the winter interviews. There were an estimated 38,160 CAMBA trail riders during 2019, 90% of whom visited between May and November. Based on this number of total riders,

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<sup>1</sup> Spending by trail users who are residents of Sawyer and Bayfield Counties is not an economic infusion to the local economy. It is assumed that those residents would have spent the money they did while using CAMBA on some other activity within the two counties if they hadn't ridden the trails. In contrast, expenditures by those who live outside the two-county region, it is assumed, would have been spent in their home counties if they'd not been biking on the CAMBA trails.

<sup>2</sup> Two versions of the survey were used. There was a minor difference between the two versions in a question about the type of accommodations non-permanent residents of Sawyer or Bayfield Counties expected to use during their visit to CAMBA. One version included a "not applicable" option and the other did not. However, both versions included an "other, please specify" option and several respondents used that option to say that overnight accommodation was "not applicable." The SRC aligned the coding of responses in the two versions.

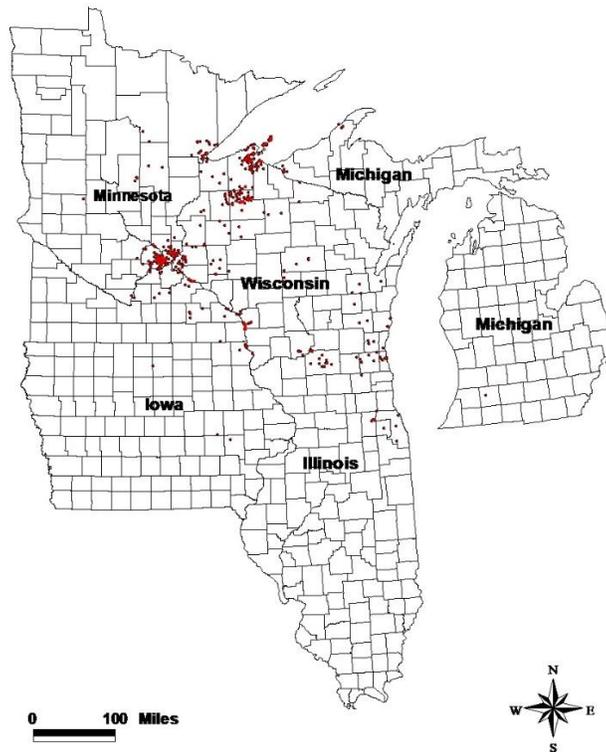
the 413 completed surveys are expected to provide estimates accurate to within +/- 4.8% with 95% confidence. This means that if this survey was repeated 20 times, only once would the estimates be expected to be 4.8% greater or smaller than reported in Part I of this study.

Table 1-1 shows where the CAMBA Part I intercept interviews were conducted. Nearly 80% were conducted at County Highway OO, Whiting Road, or Hospital Trail.

Table 1-1: Location of Intercepts, CAMBA Part I, 2019 – 2020					
Location	Number (% Total)	Location	Number (% Total)	Location	Number (% Total)
Namakagon	1 (0.2%)	North End	28 (7%)	Hospital Trail	80 (20%)
Rock Lake	8 (2%)	County Hwy OO	149 (37%)	Ski Hill Road	8 (2%)
Wilson Lake	0 (0%)	Mosquito Brook	11 (3%)	Whiting Road	91 (23%)
Camp 38	3 (1%)	Hatchery Creek	22 (5%)	Other	2 (0.5%)

**Map 1. Chequamegon Trails Survey Respondents**

1 Dot = 1 Respondent



The riders interviewed hailed from 14 states and two foreign countries.<sup>3</sup> As Map 1 indicates, there were notable clusters of riders from the Twin Cities metro area, in addition to the Hayward-Ashland-Bayfield area. Clearly, the CAMBA “rider watershed” is quite large. Nearly three-quarters of the 403 respondents (73%) who answered the question, said they reside outside of the Sawyer and Bayfield County region in which CAMBA trails are located.

<sup>3</sup> In addition to the states shown in Map 1, respondents came from Massachusetts, Pennsylvania, Florida, North Dakota, Montana, Texas, Colorado, Arizona and California. One rider each from Belgium and Switzerland were also interviewed. These 12 riders were excluded from Map 1 to improve its viewability.

## Survey Design Part I

The intercept survey was developed jointly by the Survey Research Center (SRC) and Ron Bergin, Executive Director of CAMBA, with input from Dr. Dave Marcouiller, Professor of Resource Economics and Rural Development, UW-Madison and State Extension Specialist.

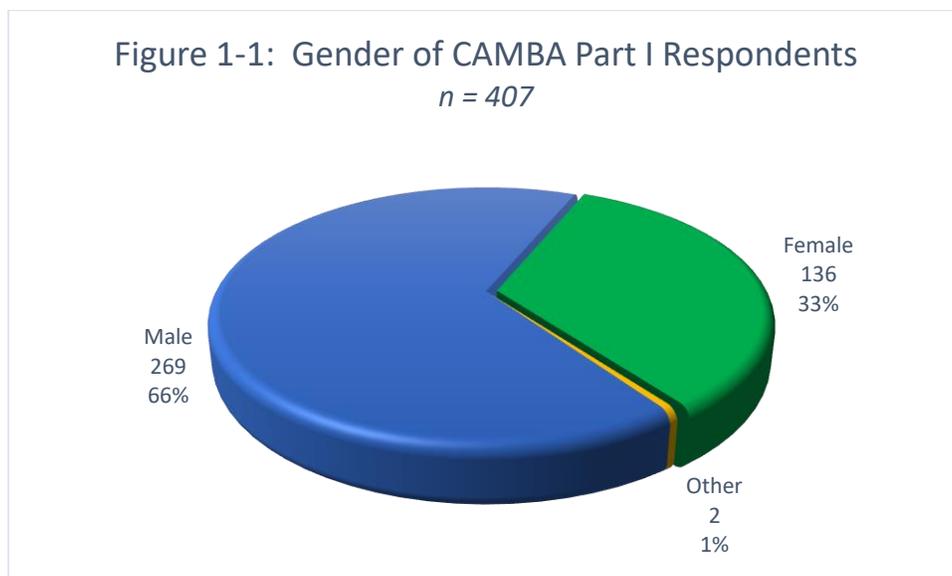
An economic impact study of CAMBA trails was also done in 1997<sup>4</sup>. The 1997 questionnaire included some elements similar to both Parts I and II of this project. Therefore, comparisons between the current data and the 1997 study will be made, as appropriate, throughout this report.

## Appendices Part I

In addition to numeric data, respondents provided a number of comments. **Appendix B1** contains respondents' written comments. **Appendix C1** contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

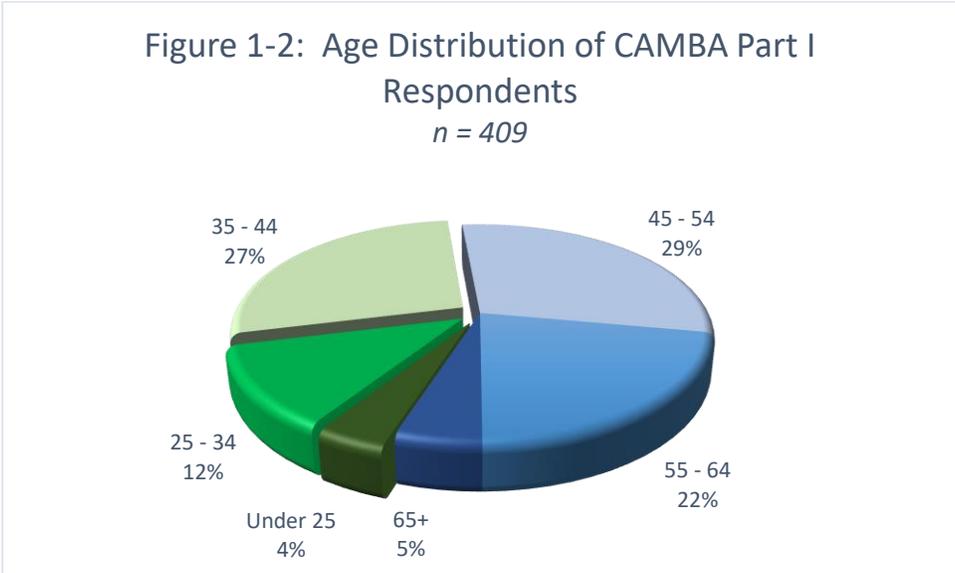
## Profile of Respondents Part I

Of the 407 people who identified the gender with which they identify, 269 (66%) were male, 136 (33%) were female, and two (<1%) identified as "other." (Figure 1-1)



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<sup>4</sup> "Mountain Biking in the Chequamegon Area of Northern Wisconsin and Implications for Regional Development," N.R. Sumathi and David Berard, Center for Community Economic Development, UW-Madison Extension, 1997.



Interestingly, Figure 1-2 indicates that a majority of CAMBA Part I respondents were 45 or older (55%). There were actually slightly more CAMBA trail riders over 65 interviewed than those under 25 years of age. In the 1997 study, the authors reported that 60% of the respondents were between 25 and 40 years of age. Thus, the trail users in 2019-20 were, on average, older than in the earlier study.

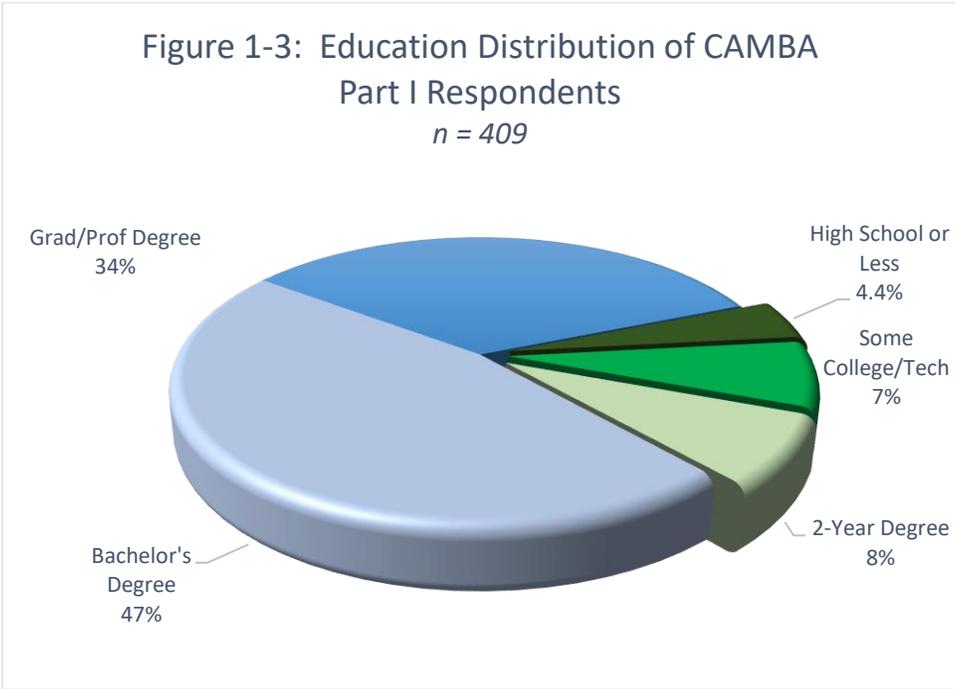
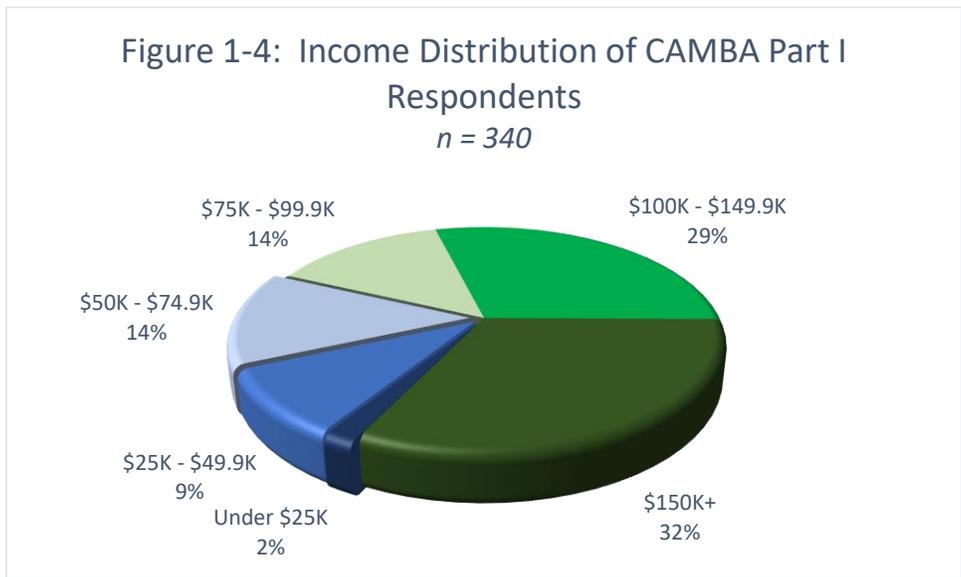


Figure 1-3 shows that CAMBA trail riders have an above average amount of formal education. Roughly 80% have at least a bachelor's degree; for comparison, 30% of Wisconsin residents 25 and

older have a four-year degree or more.<sup>5</sup> The 95% of respondents with some post-secondary education is similar to the 92% with this level of education reported in the 1997 survey.

Of the 402 people who responded to the question asking them to indicate their approximate household income level, 15% (62 respondents) opted for the “prefer not to say” option. Excluding those respondents, three-quarters of the CAMBA trail riders interviewed reported household incomes of at least \$75,000 per year (Figure 1-4, next page). The U.S. Census estimates that the median household income in Wisconsin was 59,209.<sup>6</sup> So, CAMBA trail riders tend to come from households with annual incomes above the Wisconsin median.



The 1997 report indicated that only 54% of respondents had incomes of \$50,000 or more, but adjusting for inflation using the Consumer Price Index, roughly 77% had incomes equal to or more than \$50,000.<sup>7</sup> Still, that is substantially lower than the 89% of respondents in the 2019-2020 study.

<sup>5</sup> U.S. Census, 2018 American Community Survey, 1-Year Estimate, Wisconsin, <https://data.census.gov/>

<sup>6</sup> U.S. Census, 2014 – 2018 average, <https://www.census.gov/quickfacts/fact/table/WI/PST045218>

<sup>7</sup> Bureau of Labor Statistics, CPI for All Urban Consumers (CPI-U), <https://data.bls.gov/>

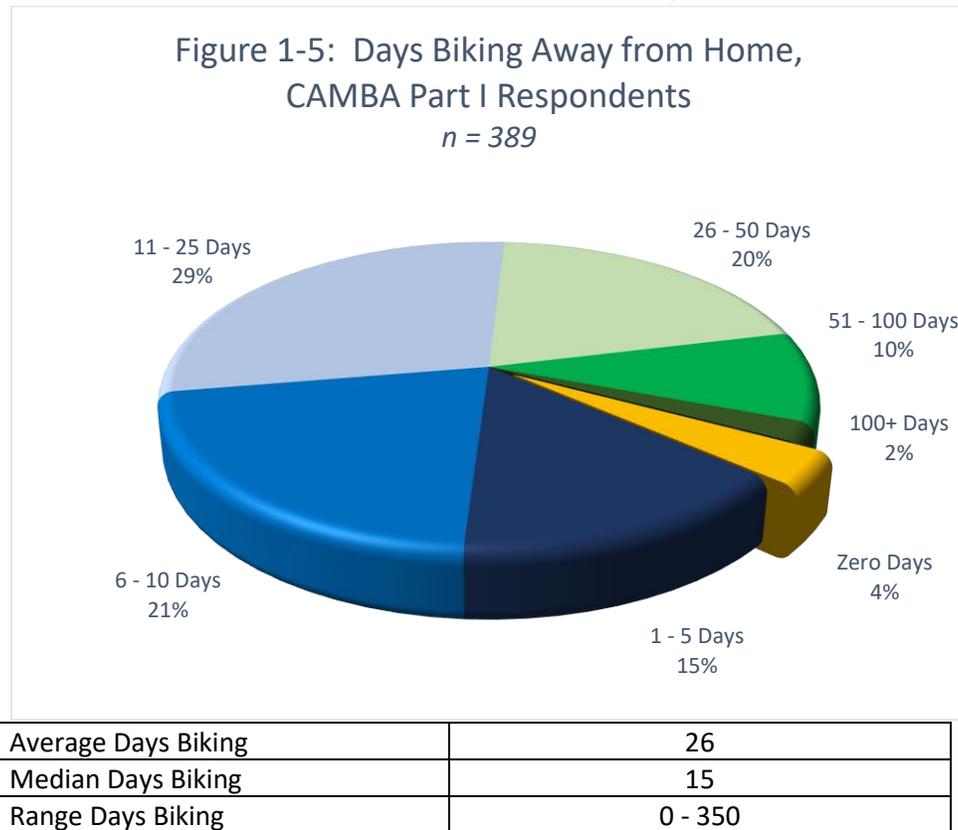
## Statistical Analysis Part I

In this segment of the report, the SRC will describe the results of the intercept surveys, question by question. In addition, the SRC will test for statistically significant differences between:

- males vs. females
- Those under 45 vs. those 45 and older
- Those with a two-year degree or less vs. those with a four-year degree or higher
- Those with household incomes of under \$75,000 vs. those with household incomes of \$75,000 or more

### *Riding Experiences*

CAMBA trail riders were asked approximately how many days per year, in total, that they travel away from home to bike. The 386 riders who answered this question spent an average of 26 days away from home to go biking with a range of zero days to 350. Because the distribution is skewed toward more days, the median (half the observations are above and half below this level) number of days biking away from home is a better indicator of the typical rider and that was 15 days.

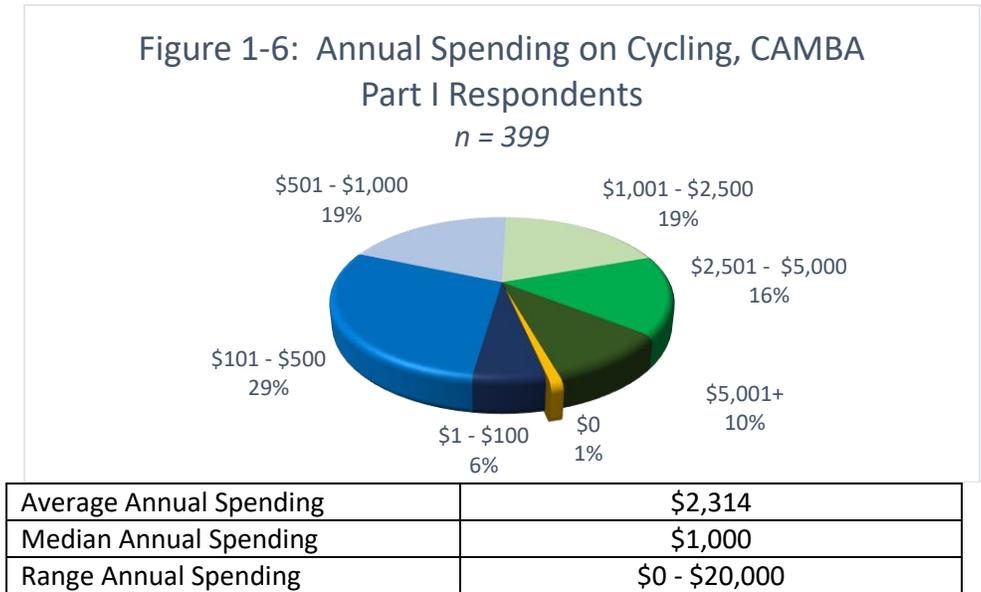


As Figure 1-5 indicates, only 4% (13 riders) said they spend no days and nearly one-third spend at least 26 days away from home to bike. Males and those 45 and older spent, on average 28 days biking while away from home compared to 22 days for females and those younger than 45. Both

results are statistically significant at the 10% level (meaning there is at least a 10% chance there is no difference in the average days spent biking away from home for these groups).

The 1997 CAMBA survey included a question that asked respondents “how many days they had spent biking during the previous twelve months.” This construction of the question is different than was used in 2019-20, which asked about the number of days they travel away from home to bike. Because the question in the 2019-20 survey is more constrained, it is not surprising that the average number of days 1997 respondents said they had spent biking (65 days) is more than twice the number of days during which 2019-20 participants said they travel away from their home to go biking (26 days). Still, for both groups, biking is clearly an important part of the lifestyle of many CAMBA trail users.

Respondents were also asked approximately how much they spend annually on cycling-related equipment, repairs, clothing and travel. As with the number of days in a year the respondents traveled from home to bike, annual spending was highly variable and skewed to the up-side. The average spent was \$2,314, the median \$1,000 and the range was from zero to \$20,000.



Only four of the 395 people who answered this question said they spend nothing on bicycling-related items in a typical year (Figure 1-6). Slightly less than half the respondents (45%) said they spend at least \$1,000 per year on bicycling items.

In terms of statistically significant demographic differences:

- Those 45 and older spend more per year than younger riders (\$2,600 vs. \$1,942)
- Those with incomes of \$75,000 or more spend more per year than those with lower incomes (\$2,700 vs. \$1,528)<sup>8</sup>

<sup>8</sup> Income and age are positively correlated, meaning that older respondents were likely to have higher incomes and younger ones, lower incomes.

*CAMBA Trail Experiences*

As Table 1-2 indicates, a large majority of the participants in Part I of the CAMBA study had previously ridden on these trails (89%). More than four-in-ten had even been on the CAMBA trails during winter. There were no statistically significant differences across demographic groups with respect to having ridden on CAMBA trails prior to the intercept interview. Those 45 and older

**Table 1-2: Riders' Past Experiences with CAMBA**

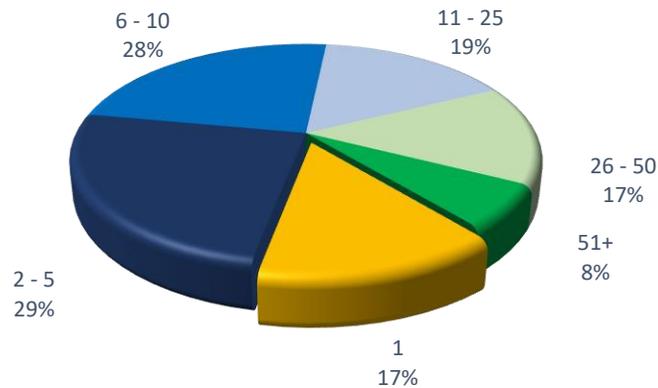
	Yes	No
Ridden CAMBA Trails Before	89%	11%
Ridden CAMBA Trails in Winter	44%	56%

(48% vs. 37% of younger riders) and those with at least a four-year degree (46% vs. 35% of those with less formal education) were significantly more likely to have ridden CAMBA trails in the winter.

In the 1997 CAMBA survey, more than one-third of the respondents (37.3%) were first-time users of the trails. Thus, the 2019-20 participants, with only 11% being first-time CAMBA trail users, were much more experienced with the trails than was the case in the earlier study.

**Figure 1-7: Times Ridden Trails Past 12-Months, CAMBA Part I Respondents**

*n* = 410



Average Times Riding CAMBA Trails	17.8
Median Times Riding CAMBA Trails	9.0
Range Times Riding CAMBA Trails	1 – 200

Respondents were asked how many times, including the day they were interviewed, they had ridden on the CAMBA trails in the past year. For a substantial proportion of riders, the interview date was the first time in the past year they'd been on the trails (17%) (Figure 1-7). At the other end of the spectrum, one quarter of the respondents said they'd ridden on the CAMBA trails more than 25 times in the previous 12-months. On average, the 387 respondents who answered this question had ridden on the CAMBA trails nearly 18 times in the last year, and the median number was 9 times with a range of 1 to 200.

The only statistically significant difference, and that only at the 10% level, was with respect to the age of the respondent. Those 45 and older had ridden on CAMBA trails a bit more frequently in the past year than was the case for younger riders (19.0 vs. 12.6 for younger riders). In both cases, however, the frequency with which respondents have used the CAMBA trails over the previous year is relatively high – more than an average of once per month.

Not surprisingly, the frequency with which respondents reported riding the CAMBA trails in winter was much lower. The average number of times the 326 people who answered this question said they’d ridden CAMBA trails in winter was just under 6 with a median of only 1. Again, the distribution is skewed very much to the right (up-side) in part because one rider claimed to have ridden the CAMBA trails 100 times during winter in the past twelve months.

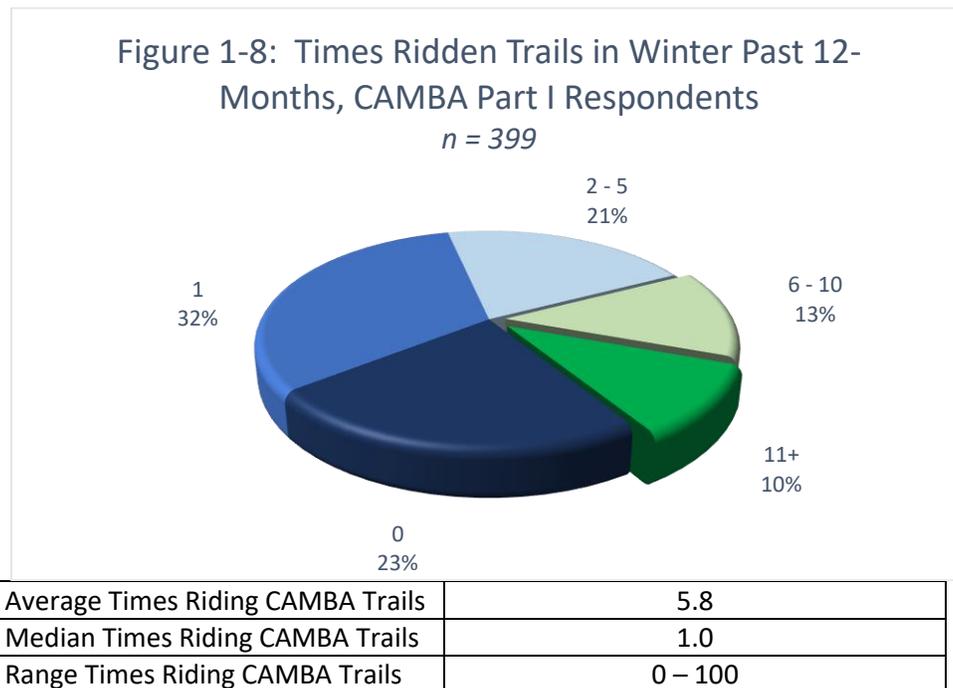
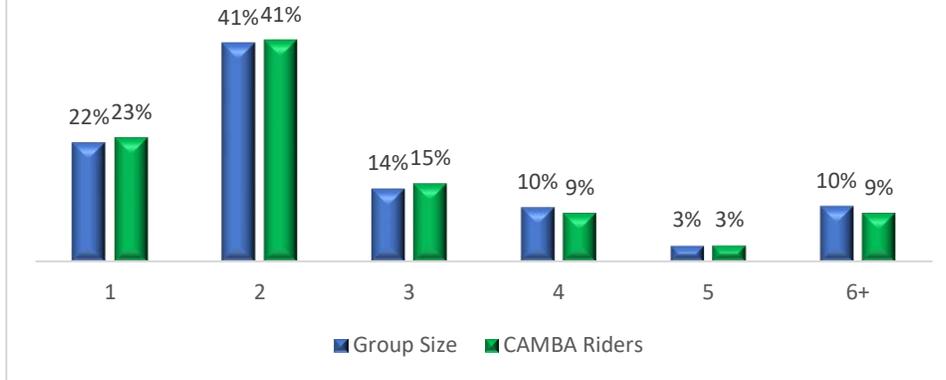


Figure 1-8 indicates that only about one-quarter of the respondents said they’d never ridden CAMBA trails in winter. This may be under-estimated as about 50 people did not provide an answer to this question and it is possible that many of those skipped it as not relevant to them because they don’t bike in winter. About one-quarter also said they’d ridden the CAMBA trails six times or more in the past year.

Figure 1-9: Size of Group and Number of Riders, CAMBA Part I Respondents

*n* = 387



Average Group	2.7	Average Riders	2.6
Median Group	2.0	Median Riders	2.0
Range Group	1 - 12	Range Riders	1 - 12

The survey asked respondents to indicate how many people, including themselves, were in their group overall and how many of their group were actually riding on the CAMBA trails. In 94% of the cases, all of the people in the respondent’s group were riding the CAMBA trails. Figure 1-9 indicates that a majority of the groups and a majority of the riders were either riding alone or with one other person. The average group included 2.7 people, with a median of 2.0. The average number of riders was 2.6 with a median of 2.0.

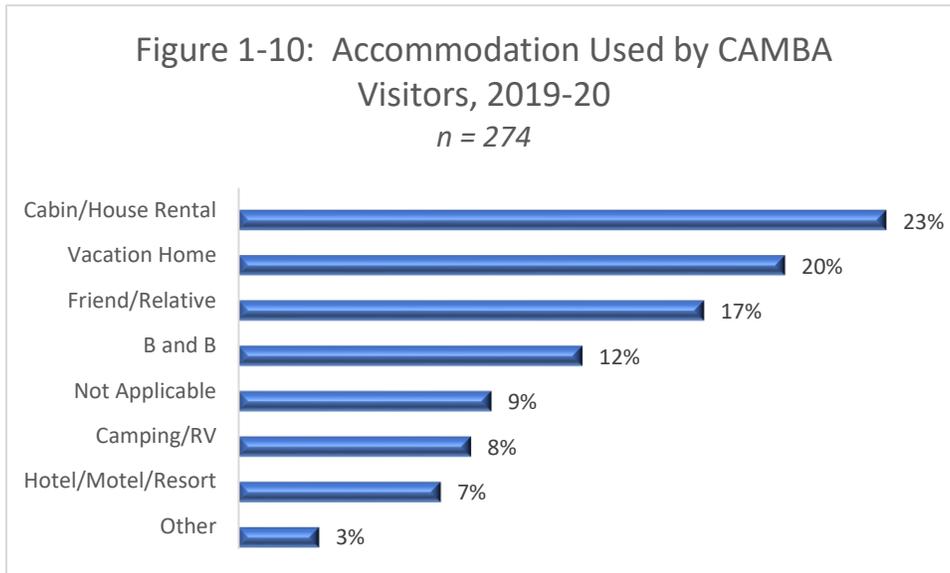
Demographically, there were weakly significant differences (at the 10% level) based on:

- Income: respondents from households with incomes \$75,000+ per year were in slightly larger groups (2.8 people vs. 2.4 for lower income respondents) and had slightly more CAMBA trail riders (2.7 riders vs. 2.4).
- Gender: women were in larger groups (2.9 people vs. 2.6 for men) and had more riders (2.9 riders vs. 2.5).

### *Impact of CAMBA Trails*

One of the key goals of Part I of the CAMBA survey was to estimate the economic impact of the trails on the Bayfield and Sawyer County economies. We noted that 73% of the users interviewed in Part I resided outside of Bayfield and Sawyer Counties. CAMBA’s current estimates are that 38,160 riders used the trails in 2019-20 season. Based on the intercept results, this means that the trails brought an estimated 27,666 visitors into Sawyer and Bayfield Counties from outside the area. That is an average of over 75 visitors per day, though, clearly, the number of visitors is concentrated in the prime mountain biking months of May to November.

CAMBA trail users whose permanent residence is not in Bayfield or Sawyer County were asked in what sort of accommodation they were staying. Their answers are summarized in Figure 1-10.



Similar proportions of out-of-area CAMBA trail users reported staying in a cabin or house they were renting or in a vacation or second home they own in the area. Between one-in-ten and one-in-twenty were staying with friends or relatives or in a bed and breakfast. Fewer than 10% were not staying overnight, were camping or in a recreational vehicle, or were in a hotel, motel, or resort.

There were no statistically significant differences based on the demographic features of respondents with respect to the type of accommodation CAMBA trail visitors were using. But there were differences based on the size of the group visiting the trails. Those riding alone or with one other person were more likely to not plan to spend a night in the area (13% vs. 2% of larger groups) or to have a vacation/second home in the area to which they would return after their ride (23% vs. 15% of larger groups). Groups of three or more were more likely to say they had rented a house or cabin (32% vs. 19% of smaller groups) or would be staying in a B and B (17% vs. 10% of smaller groups).

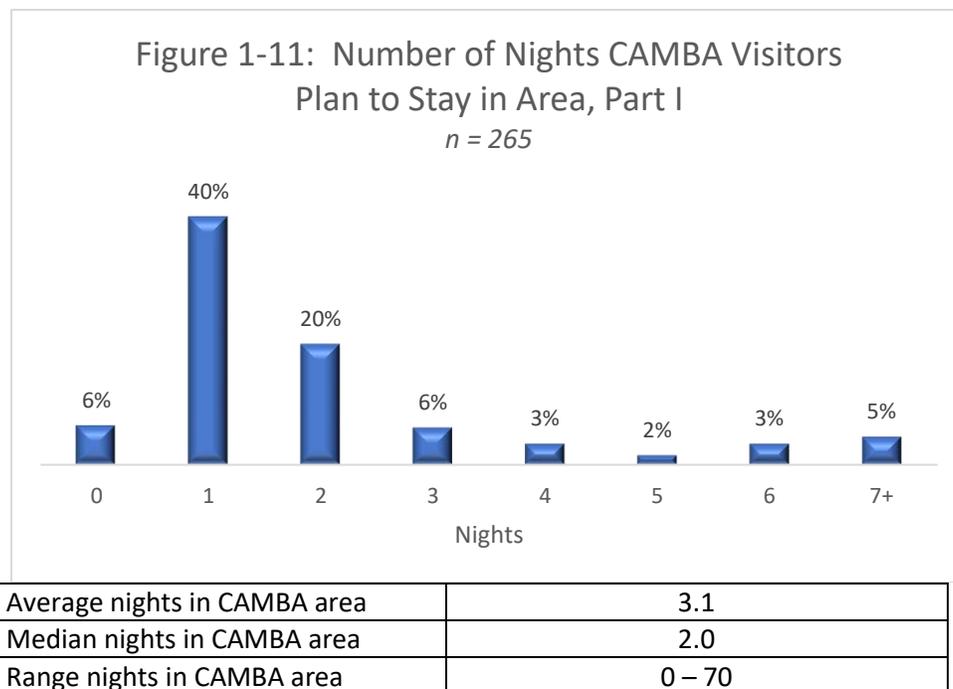
In a 2012 study of the economic impact of silent sports on Bayfield, Sawyer and Ashland Counties, it was noted that 10% of the visitors stayed in a second or vacation home.<sup>9</sup> It is interesting and important that the current study found a much higher percentage of CAMBA trail users staying in their vacation home and that some said they chose the area for that home because of the CAMBA trails. The 2012 study was focused on specific events such as the American Birkebeiner cross country ski race. Such events draw participants from across the United States and beyond and,

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<sup>9</sup> “The Economic Impacts of Active Silent Sports Enthusiasts: A Case Study from Northern Wisconsin,” Dave Berard, Scott Chapin, Alan Hoogasian, Tim Kane, Dave Marcouiller and Tom Wojciechowski, Extension Report 14.1, January 2014

therefore, they are less likely to own a second home in the area. The proportion of CAMBA trail users who own second homes in the area is, however, an important factor in terms of the economic impact of the trail on the local economy. The construction of those vacation homes creates a number of skilled trade jobs (carpenters, plumbers, electricians, etc.), the local purchases by the owners (groceries, utilities, recreational equipment, etc.) add significantly to the local economy, and the property taxes they pay are important to the financial health of local units of government and school districts.<sup>10</sup> Quantifying the magnitude of this subset of CAMBA trail users is beyond the scope of this study, but the abundance of these part-time residents suggests that the estimates provided below may somewhat understate the economic impact of the trails.

In addition to the type of accommodation, non-residents of Bayfield and Sawyer Counties were asked how many nights they plan to stay in the area. Of the 290 people interviewed who live outside the two-county region, 265 reported how many nights they expect to stay in the area and their responses are summarized in Figure 1-11. As has typically been the case, there is great variation in the length of visitors' expected stays, ranging from day-trips with no overnight stay to a 70-day stay. On average, visitors said they expected to stay 3.1 nights with a median stay of 2.0 nights. About two-thirds of the respondents stay two or fewer nights, so generally CAMBA trail riders are in Sawyer-Bayfield Counties for a relatively short time.

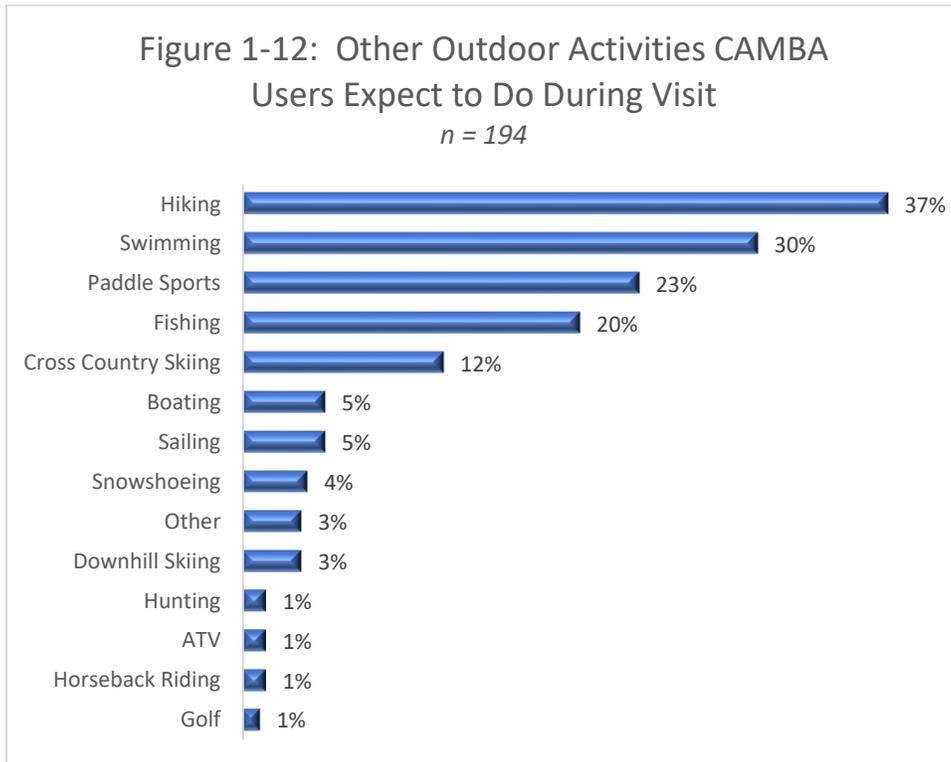


There were no differences in the number of nights spent in the area based on the demographic profile of the respondent. However, groups of three or more stayed significantly longer than CAMBA trail users riding alone or with one other person (4.2 nights vs. 3.1 nights).

<sup>10</sup> See Berard, D. and D. Trechter. 2007. *Non-resident Property Owners and their Impact on Sawyer County Businesses*. Sawyer County Development Corporation, Hayward, WI: UWEX Sawyer County.

## Other Activities CAMBA Trail Users Expect to Do

Respondents in Part I of the CAMBA study who didn't live in Bayfield or Sawyer Counties were asked what other outdoor activities in which they expect to engage during their visit to the trails. They were given a list of 11 specific activities plus an "other, please specify" option. Based on the other activities noted in that option, the SRC added boating-related activities (boating, jet skiing, water skiing) and golf as additional categories. Of the 290 non-local resident respondents, 194 reported that they expected to engage in at least one other activity. On average, these visitors expected to participate in 1.5 activities with a range from zero to eight.



As Figure 1-12 illustrates, more than one-third of the 194 non-local CAMBA trail riders expect to go hiking and nearly one-third expect to swim during their visit to the trails. At least one-in-ten CAMBA trail riders said they expected to engage in paddle sports (canoeing, kayaking, paddle boarding), fishing, and cross country skiing. Earlier, we noted that an estimated 38,160 riders used the CAMBA trails in 2019 and 27,666 are estimated to be from outside Sawyer and Bayfield Counties. If 37% of those 27,666 non-resident visitors also went hiking, that would mean the trails bring more than 10,000 hikers into the area. The percentages in Figure 1-12 would mean that the trail brings more than 8,000 swimmers, more than 6,000 paddlers, nearly 5,500 fishermen, and more than 3,000 cross country skiers into Bayfield and Sawyer Counties from elsewhere. The spending of these visitors is an economic stimulus for the two Counties.

There were too few respondents who expected to participate in sailing, boating, snowshoeing, downhill skiing, hunting, riding ATVs, golf or horseback riding to do statistical tests related to demographic variables. But there were significant differences with respect to:

- Hiking: those with more formal education (41% vs. 21% of those with less than a four-year college degree) were more likely to plan to go hiking.
- Swimming: those with more formal education (33% vs 17% of those with less than a four-year college degree) and those in groups of three or more (40% vs. 23% of smaller groups) were more likely to plan to go swimming.
- Paddle Sports: those 45 and older (28% vs. 17% of younger respondents), with more formal education (27% vs. 7% of those with less than a four-year college degree) and those households with at least \$75,000 in annual income (30% vs. 11% of those from households with income less than that) expected to engage in a paddle sport.
- Cross Country Skiing: those from groups of three or more (18% vs. 8% of those from smaller groups) planned to go cross country skiing.

Another way to use the information about activities in which CAMBA trail users expect to participate, in addition to their biking experience, is to look for “packages” of activities that could be cross-marketed. Though the number of observations for several activities are small, and hence less reliable, there are a number of relatively strong correlations between some activities. The SRC focused on activities with correlations of at least 20%. For example, 35% of non-resident visitors to CAMBA trails who said they planned to go hiking also said they planned to engage in a paddle sport. There were “families” of activities appropriate for both summer and winter CAMBA trail visitors.

- Summer: at least 20% of CAMBA trail visitors who expected to go swimming were also planning to go fishing, sailing, paddling, or boating.
- Winter: at least 20% of CAMBA trail visitors who expected to go cross country skiing also planned to go hunting, downhill skiing, or snowshoeing.

CAMBA could consider working with partners involved in these other activities to offer packages or discounts to CAMBA trail riders as a means of retaining visitors in the area for more days and increasing their spending in the local economy.

### Spending by CAMBA Trail Visitors

People who live outside Sawyer and Bayfield Counties and came to ride CAMBA trails spend money at local businesses. This spending is an economic stimulus for the region. These are dollars that probably would not have been spent in those two counties were it not for the fact that CAMBA trails drew them there.

Table 1-3: Spending by CAMBA Trail Riders Visiting from Outside Sawyer and Bayfield Counties, 2019-2020 (n = 152)				
	N	Max	Ave	Ave/Day
Lodging	140	\$2,500	\$176	\$46
Food	220	\$2,000	\$151	\$41
Groceries	200	\$4,000	\$124	\$34
Entertainment	87	\$400	\$38	\$10
Shopping	108	\$450	\$51	\$13
Gas	209	\$500	\$64	\$19
Biking Expenses	117	\$2,000	\$82	\$18
Outdoor Rec	83	\$1,000	\$41	\$13
Gaming	66	\$100	\$3	\$1
Other	13	\$1,000	\$100	\$6
Total			\$829	\$200

Table 1-3 summarizes the average amount spent by those who live outside Sawyer and Bayfield Counties during their visit to the CAMBA trails. On average, each visitor expects to spend a bit more than \$800 during their trip to CAMBA trails. Because the duration of these visits varied, the SRC calculated the average daily expenditure of CAMBA trail riders.<sup>11</sup> On average, CAMBA trail visitors said they expect to spend \$200/day.

Interestingly, the inflation-adjusted estimated daily expenditure of

CAMBA trail riders in the 1997 study was only about \$45 in 2020 dollars. Further, the 1997 study estimated that there were 22,630 out-of-area users of the CAMBA trails compared to the 27,666 estimated in the current study. So, not only were 22% more people using the CAMBA trails in 2019 than in 1997, but current riders appear to be spending much more liberally than those in 1997. The 2012 study of the economic impact of silent sports referenced above found a similar level of spending per day (\$195).<sup>12</sup>

### Total Economic Impact

The total economic impact of CAMBA trail includes “direct,” “indirect,” and “induced” economic impacts. Direct impacts measure effects on the economies of Sawyer and Bayfield Counties caused by the increase in demand from expenditures by CAMBA trail riders’ who reside outside the area. Indirect and induced economic impacts measure the additional economic stimulus that results from inter-industry and consumption effects respectively. These economy-wide effects represent the round-by-round multiplier effects of the spending by out-of-area CAMBA trail riders.

Indirect economic impacts are business-to-business transactions. For example, when CAMBA trail riders eat at a local brew pub, their additional demand might cause the pub to need to purchase more brewing supplies from the businesses from which they buy barley, hops and other ingredients. This creates additional economic activity in the form of more transportation services, utility purchases, and so on. Some of these economic activities stimulate the local economy (e.g.

<sup>11</sup> To calculate the average daily expenditure, the SRC assumed that the number of days each visitor was in the area was one day more than the number of nights they indicated they expected to be in Sawyer and Bayfield County. Thus, if they were planning to stay one night, the SRC assumed they would be in the area during the day of their overnight stay plus the next day and would drive home that afternoon/evening.

<sup>12</sup> See Table 1, page 27, “The Economic Impacts of Active Silent Sports Enthusiasts: A Case Study from Northern Wisconsin.” The total expenditure (\$468) reported in that table divided by the average number of days in the area (2.4) is \$195/day.

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. “Local” in this case is Bayfield and Sawyer County.

Induced impacts are the additional economic activity generated by the way workers and owners spend the incomes they earned from CAMBA trail riders’ purchases of their goods and services. To illustrate, consider a waitress at the brew pub. When she receives a paycheck, 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 dollars “leak” 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 circulation 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.

In addition to the dollar impacts, the direct, indirect and induced effects described above also create new jobs in Sawyer and Bayfield Counties. For example, the brew pub that saw an increase in their customer flow because of CAMBA trail riders, might need to hire additional waitstaff and the local bike shop an additional mechanic.

Dave Marcouiller, professor of Resource Economics and Rural Development, UW-Madison and State Extension Specialist, used the IMPLAN regional economic model to estimate the impact of CAMBA trail riders on the economies of Sawyer and Bayfield Counties. This input-output modeling estimates changes in overall economic activity based upon the average daily spending by out-of-area CAMBA trail riders.

<b>Table 1-4: Impact Summary of CAMBA Trail Riders on Bayfield and Sawyer County Economies, 2019-2020</b>				
<b>Impact Type</b>	<b>Employment* (2019 jobs)</b>	<b>Labor Income** (\$1,000s)</b>	<b>Total Value Added*** (\$1,000s)</b>	<b>Output (\$1,000s)</b>
Direct Effect	98	\$1,820	\$2,679	\$5,534
Indirect Effect	12	\$286	\$569	\$1,332
Induced Effect	8	\$222	\$478	\$939
<b>Total Effect****</b>	<b>118</b>	<b>\$2,328</b>	<b>\$3,726</b>	<b>\$7,804</b>

Note: IMPLAN results for 2019 calendar year based on expenditures by non-local CAMBA trail riders

\* In total jobs rounded to whole numbers.

\*\* In 2019, USD of employee compensation rounded to nearest thousand.

\*\*\* In 2019, USD of total income including employee compensation, proprietor’s income, other property income, and indirect business taxes rounded to nearest thousand.

\*\*\*\* May not sum to total due to rounding.

The total estimated economic impact (direct + indirect + induced effects) of the IMPLAN model are summarized in Table 1-4. The expenditures by out-of-area CAMBA trail riders created an

estimated 118 jobs, \$2.3 million in labor income and \$3.2 million in total value added to Bayfield and Sawyer Counties during 2019.

Output measures total economic activity in Sawyer and Bayfield Counties resulting from non-resident CAMBA trail users' expenditures and is similar to the gross domestic product for the two counties. 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 Bayfield's and Sawyer's economy from spending by CAMBA trail users. The economic impact of CAMBA trails on the economies of this two-county region was estimated to be \$7.8 million in 2019.

<b>Table 1-5: Top Ten Sectors for Employment - Total Impacts (\$1,000)</b>				
Description	Employment	Labor Income	Total Value Added	Total Output
Full-service restaurants	42	\$646	\$746	\$1,765
Hotels and motels, including casino hotels	20	\$444	\$948	\$1,811
Retail - Sporting goods, hobby, musical instrument and bookstores	17	\$312	\$438	\$775
Museums, historical sites, zoos, and parks	9	\$137	\$139	\$517
Retail - Food and beverage stores	7	\$171	\$249	\$411
Retail - General merchandise stores	3	\$97	\$140	\$213
Real estate	3	\$15	\$214	\$392
Retail - Gasoline stores	2	\$53	\$67	\$118
All other food and drinking places	1	\$21	\$17	\$42
Services to buildings	1	\$8	\$9	\$24
<b>Total, Top Ten Sectors</b>	<b>105</b>	<b>\$1,902</b>	<b>\$2,966</b>	<b>\$6,066</b>
<b>Percent of Total Impact</b>	<b>89%</b>	<b>82%</b>	<b>80%</b>	<b>78%</b>

The figures in Table 1-4 assume that the expenditures by out-of-area visitors summarized in Table 1-3 all occur in either Bayfield or Sawyer Counties. It is likely that some of those expenditures happen outside these two counties. For example, a CAMBA trail rider might fill up with gas and grab a quick meal in a Twin Cities suburb on their drive north. But, even if only half of these expenditures actually are made in Bayfield and Sawyer counties, CAMBA trails are estimated to have created nearly 60 jobs, more than \$1.5 million in labor income, more than \$1.8 in total value added and about \$3.9 million in total output. In sum, the CAMBA trails have a significant economic footprint in the two-county region.

An analysis of the economic impact of the CAMBA trails was also done in the 1997 study. The terms of analysis were, however, substantially different. The economic impact area considered was a 30-mile area centered on Cable, Wisconsin. That would take in a substantial part of Sawyer County but little, if any of Bayfield. This was appropriate because, at the time, there were no CAMBA trails in Bayfield County. The upshot is that a comparison between the results of the 1997 study and the current one is not feasible.

Dr. Marcouiller also identified the ten sectors of the Sawyer-Bayfield economy in terms of the impact of CAMBA trails and his results are summarized in Table 1-5 (next page). For full-service restaurants, spending by CAMBA trail users is estimated to have added 42 jobs, \$646,000 in additional labor income, \$746,000 in total value added, and nearly \$1.8 million in total output. Hotels and motels also benefited from about \$1.8 million in total output from the trails. As noted, these ten sectors accounted for nearly 90% of the 118 jobs that the CAMBA trail system created in total (Table 1-4), about 80% of the labor income and total value added and slightly less than 80% of the increase in total output.

## Winter CAMBA Trail Users

As noted earlier, there were only 18 CAMBA trail riders interviewed during the winter riding season, February 2020. So, the degree to which these few observations represent the estimated 3,810 riders who used CAMBA trails in the winter of 2019-2020 is unclear. Indeed, the SRC estimates that the confidence interval is +/- 23% for these data. So, this section of the report is speculative at best. However, comparing the 18 winter responses to the 298 interviews conducted during the summer/fall suggests that there are some interesting and potentially important differences in CAMBA trail riders in these two seasons.

Demographically, winter riders included a higher proportion of women (56% in the winter vs. 44% in the summer) and those 55 and older (61% in winter vs. 25% in summer).

Winter riders appear to bike in larger groups (4.3 in the group in winter vs. 2.6 in the summer) with more riders (again 4.3 vs. 2.6).

A higher proportion of winter riders come from outside the two-county region (89% vs. 72% in summer). Winter visitors tend to spend fewer nights in the area (2.3 vs. 4.1 in the summer) and are more likely to spend those nights in a rented house or cabin (63% vs. 21% in summer).

Not surprisingly, the other outdoor activities winter visitors expect to do are different, mostly in expected ways. While summer visitors are more likely to say they will also hike, paddle, and swim, winter visitors expect to cross-country ski (44% vs. 9%) and go snowshoeing (11% vs. 3%). Surprisingly, a higher percentage of summer visitors expected to go downhill skiing (3% vs. 0% in winter).

While there were some differences in the spending patterns of winter and summer visitors, most were because of the longer expected stays in summer. On a per day basis, winter visitors appear to spend slightly less, mainly because they expect to spend less on groceries and biking expenses.

Only about 10% of CAMBA trail riders use the trails during winter. If CAMBA wanted to increase winter usage of the trails, one thing that might be considered is the creation of a "Winter Sport Triple Crown" that could build on other well-established winter events in the area. The triple crown might, on successive week-ends, challenge winter athletes to complete the Book Across the Bay on snowshoes, the American Birkebeiner on skis and a CAMBA trail route on fat tire bikes.

## Additional Comments Part I

Near the end of the intercept survey, participants were asked if they had any additional comments

Category	Number
General Positive Comments	82
Love CAMBA Trails	58
Suggestions for CAMBA Trails/Area	39
Specific Positive Comments	24
Thanks/Appreciation	19
Trails are Reason We Come/Moved Here	10
Best Trails	9
Fun	9
Enjoy/Favorite Trails	8
Return/Frequent Trail User	6
First Time/New Trail User	5
Miscellaneous	9

about their CAMBA Trail experience? A total of 276 comments were recorded; Appendix B1 includes the complete set of comments. Table 1-6 show the number of comments received in the 12 categories the SRC created.

A high percentage of comments (82%) were positive in nature. Examples of the positive comments include:

*“The trail rocks!!”*

*“We love coming up here to ride every summer. One of our favorite places.”*

*“Awesome. Love the point to point options.”*

*“Wonderful. So grateful.”*

Perhaps the most interesting comment category includes users suggestions for CAMBA trail and the surrounding area. In this set of comments, there were four or five requests for each of the following:

- More toilet facilities
- Easier options for novice riders
- More trails with technical features (jumps, banked curves, etc.)
- Improved signage
- Building more trails
- Improved maintenance

Some of the same themes will appear in Part II of this report.

In sum, the comments by users interviewed in Part I of this study were generally very positive about their CAMBA trail experience. Even the suggestions for improvements to CAMBA trails tended to be requests to give them more of the same experience with modest improvements in certain areas.

## Conclusions Part I

Biking is clearly a lifestyle for many CAMBA trail users based on 2019-2020 trail interviews. A “typical” CAMBA trail rider spent 15 days away from home to go biking and had annual cycling-related expenditures of \$1,000.

Survey respondents were quite familiar with the CAMBA trails - approximately nine in ten respondents have ridden on CAMBA trails before they were interviewed, and, on average, respondents had ridden on the CAMBA trails nearly 18 times in the preceding 12 months, and the median number was 9 times with a range of 1 time to 200 times.

A majority of the groups and a majority of the riders were either riding alone or with one other person. The average group included 2.7 people, with a median of 2.0. The average number of riders was 2.6 with a median of 2.0.

Seventy-three percent of the users interviewed in Part I resided outside of Bayfield and Sawyer Counties. A typical non-local visitor to the CAMBA trails expected to stay in the area for two nights. Approximately two-thirds of respondents expected to engage in at least one other activity in addition to biking. More than one-third of the non-local CAMBA trail riders expect to go hiking and nearly one-third expect to swim during their visit to the trails. The proclivity of CAMBA trail users to engage in other summer and winter-time activities raises the possibility of joint marketing efforts. On average, each visitor expects to spend \$200 per day during their trip to CAMBA trails.

A standard regional economic model indicates that expenditures by non-resident users of the CAMBA trails results in about 118 jobs and a total economic impact of \$7.8 million in 2019. Not surprisingly, full-service restaurants and lodging businesses reaped the most benefit in both jobs and increases in total economic activity.

When comparing a small number of winter responses to interviews conducted in the summer/fall, winter respondents appear to bike in larger groups, are more likely to come from outside the two-county and tend to spend fewer nights in the. On a per day basis, winter visitors appear to spend slightly less, mainly because they expect to spend less on groceries and biking expenses.

## Part II – CAMBA Trails User Experience Survey Summary

### Survey Purpose Part II

The primary purpose of Part II of the CAMBA project was to determine the opinions of CAMBA trail users by asking their opinions about a variety of topics that would assist CAMBA with strategic planning, such as trail user satisfaction, trail design preferences, etc.

### Survey Methods Part II

The second CAMBA survey (Part II) was conducted online and included a random selection of 1,412 email addresses of CAMBA members, CAMBA newsletter recipients, or people who had some other connection to CAMBA. The survey was also sent to 206 CAMBA trail users who completed the intercept survey (Part I) and said that they would be willing to complete a more detailed survey about mountain biking in the Chequamegon area. The survey was launched on April 7, 2020 and data collection was completed on April 18, 2020. Two reminders were sent to non-respondents during the data collection period. **Out of 1,311 surveys delivered online, the SRC received 384 usable surveys.**<sup>13</sup> The response rate was 29%. Based on CAMBA trail usage data, it was estimated that 38,160 bikers rode Chequamegon Area Mountain Bike Association (CAMBA) trails during the May 2019 - April 2020 season. With 384 completed questionnaires, the results provided in this report are expected to be accurate to within plus/minus 4.98 percent with 95 percent confidence.

### Survey Design Part II

In early 2020, the SRC worked with Ron Bergin, Executive Director of CAMBA to construct the 2020 CAMBA User Experience Survey with the goal of gathering input from trail users. We also wanted to maintain some similarity to the study of CAMBA trails conducted in 1997 in the areas of trail attributes and characteristics to allow for meaningful comparisons of survey results over time. Comparisons between the current data and the 1997 study will be made, as appropriate, throughout this report.<sup>14</sup>

### Appendices Part II

Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center concludes that there is little evidence that non-response bias is a significant concern for this survey. In addition to numeric data, respondents provided additional written answers. **Appendix B2** contains respondents' written comments. **Appendix C2** contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

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<sup>13</sup> 307 email addresses were undeliverable.

<sup>14</sup> Survey modes were different for the 1997 and 2020 CAMBA User Experience surveys. The 1997 survey first used a short form survey, self-administered at trailheads with an "opt in" to do a longer more detailed survey that was mailed to those who said they were willing to fill it out. A total of 319 short surveys and 280 long surveys were completed. Also, differences between the survey results could be due to any changes made to the CAMBA trail system over the nearly 25 years since the last survey was conducted.

## Profile of Respondents Part II

Of the 383 people who reported the gender with which they identify, 275 (72%) were male, 105 (27%) were female, and two (1%) preferred to self-describe.<sup>15</sup>

Figure 2-1: Gender of CAMBA  
Part II Respondents  
*n* = 383

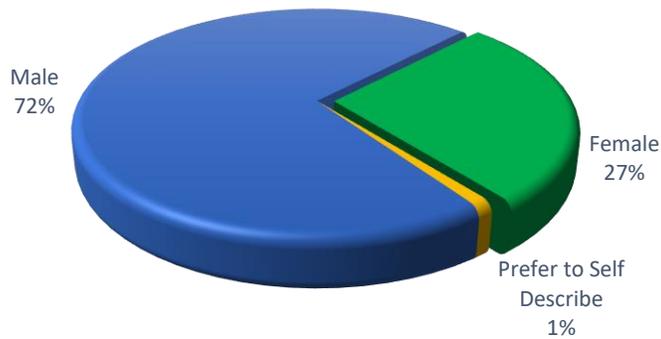
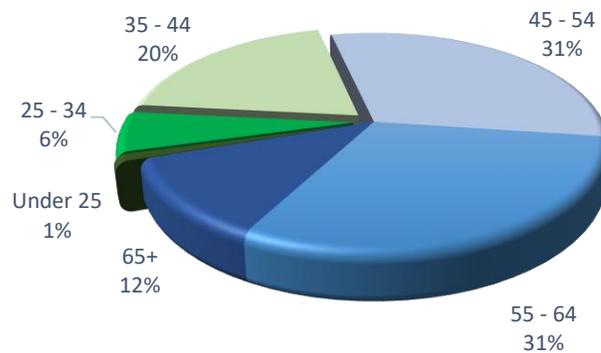


Figure 2-2 indicates that a majority of CAMBA Part II respondents were 45 or older (74%). CAMBA Part II respondents were significantly older than CAMBA Part I respondents.

Figure 2-2: Age Distribution of CAMBA  
Part II Respondents  
*n* = 381



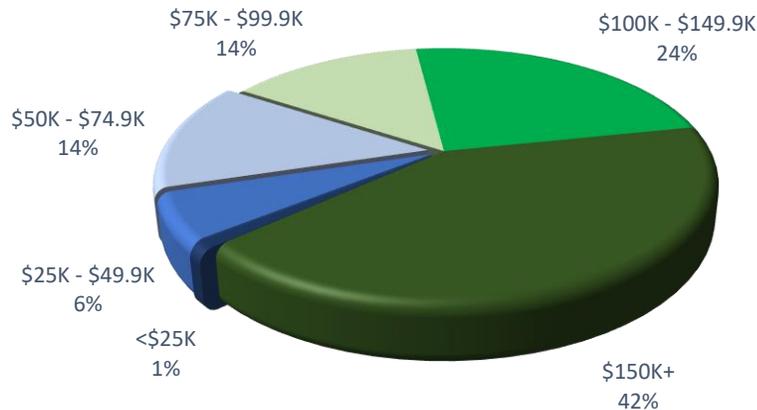
1997/2020 Comparisons. Exact comparisons between 1997 and 2020 results are not possible for this question. However, based on the Executive Summary provided in the 1997 report, approximately 60% of 1997 respondents were between the ages of 25 and 40 (only 26% of 2020 respondents were between the ages of 25 and 44).<sup>16</sup>

<sup>15</sup> Non-binary/third gender was included as an option in the survey and no respondents identified as such. One respondent said that they prefer to not say.

<sup>16</sup> Sumathi and Berard, 1997.

Of the 383 people who responded to a question asking them to indicate their approximate annual household income level, 10% (39 respondents) opted for the “prefer not to say” option. Excluding those respondents, four in five of the respondents reported household incomes of at least \$75,000 per year.

Figure 2-3: Income Distribution of CAMBA Part II Respondents  
*n = 344*



The household incomes of respondents to Part II were slightly higher than participants in the Part I intercept survey, but the difference is not statistically significant.

Summary of the Demographic Information from 2020 CAMBA User Experience Survey Respondents

- Most were male (72%).
- Most were middle-age or older. Seventy-four percent were 45 and older. Only 7% were under the age of 35.
- Two-thirds have six figure household incomes

Analysis by Demographic Subgroups. In the analysis to follow, the SRC will test for statistically significant differences between:

- males vs. females
- Those under 45 vs. those 45 and older
- Those with household incomes of under \$75,000 vs. those with household incomes of \$75,000 or more

## Statistical Analysis Part II

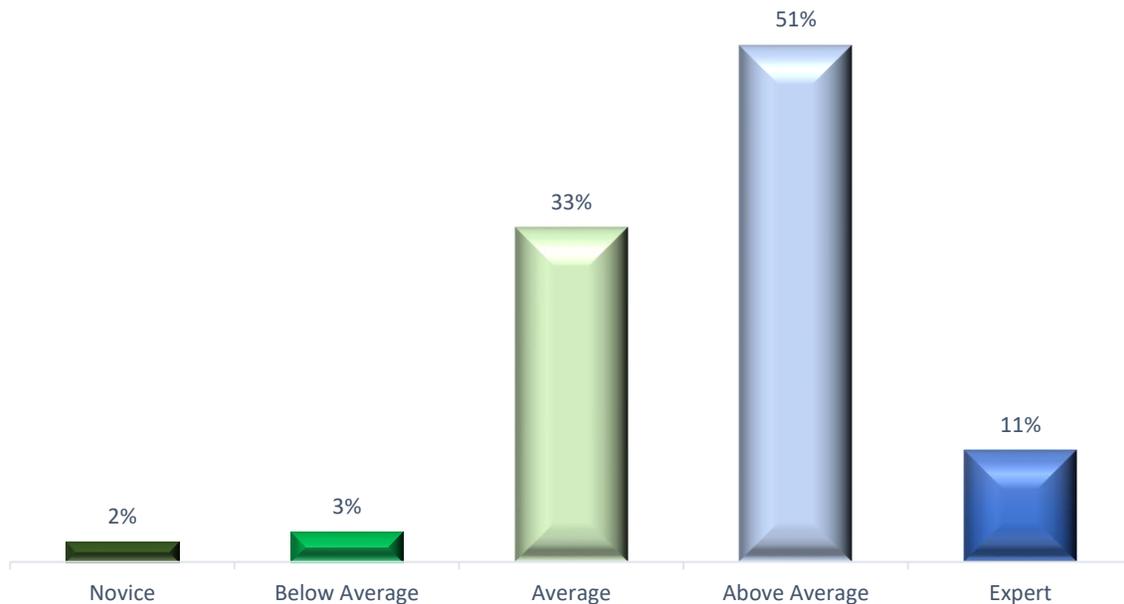
### CAMBA Trail User Characteristics

#### *Biking Ability*

Respondents were asked to rate their current biking ability using the following scale: novice, below average, average, above average, and expert. The results are shown in Figure 2-4. Most respondents rate their biking level better than average with 51% above average and 11% reporting expert level biking ability. One-third rate their biking ability as average.

Figure 2-4: Biking Ability

*n* = 383



#### Demographic Comparison:

- Males rated their biking ability higher (males = 71% above avg. + expert vs. females = 41%).

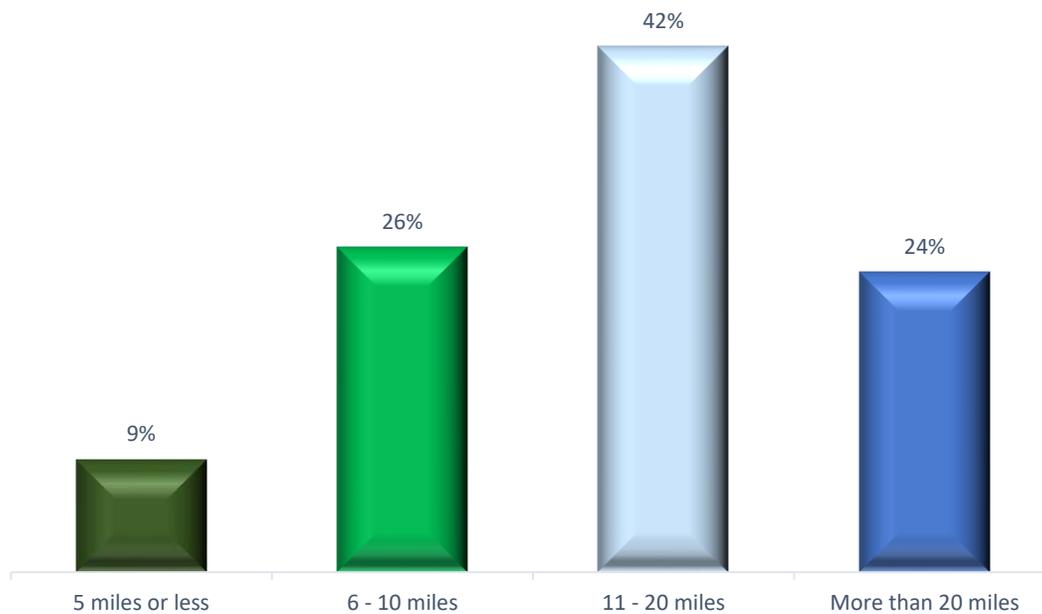
1997/2020 Comparisons. Exact comparisons between 1997 and 2020 results were not possible for this question. However, based on the Executive Summary provided in the 1997 report, approximately 45% of 1997 respondents said that their biking ability was advanced or expert (vs. 62% above average/expert in 2020), and 44% in 1997 said had average skills (vs. 33% in 2020). Thus, it appears that the 2020 riders rated their abilities somewhat higher than those in 1997.

## Average Daily Mileage

Respondents were asked how far they typically ride in an average day using the following scale: 5 miles or less, 6 – 10 miles, 11 – 20 miles, or more than 20 miles. The results are shown in Figure 2-5. About one-third of respondents ride 10 miles or less in a typical day. About four-in-ten ride 11 – 20 miles and approximately one-quarter ride more than 20 miles in a typical day. Respondents who rated their biking ability at the expert level (Figure 2-4) were significantly more likely to say they ride more than 20 miles daily (65%) vs. above average (27%), and average (8%) level bikers.

Figure 2-5: Typically Ride on Average Day

*n* = 383



### Demographic Comparison:

- Males reported riding further per day (69% of males ride 10 miles+ per day vs. 56% of females).

## Trail Characteristics

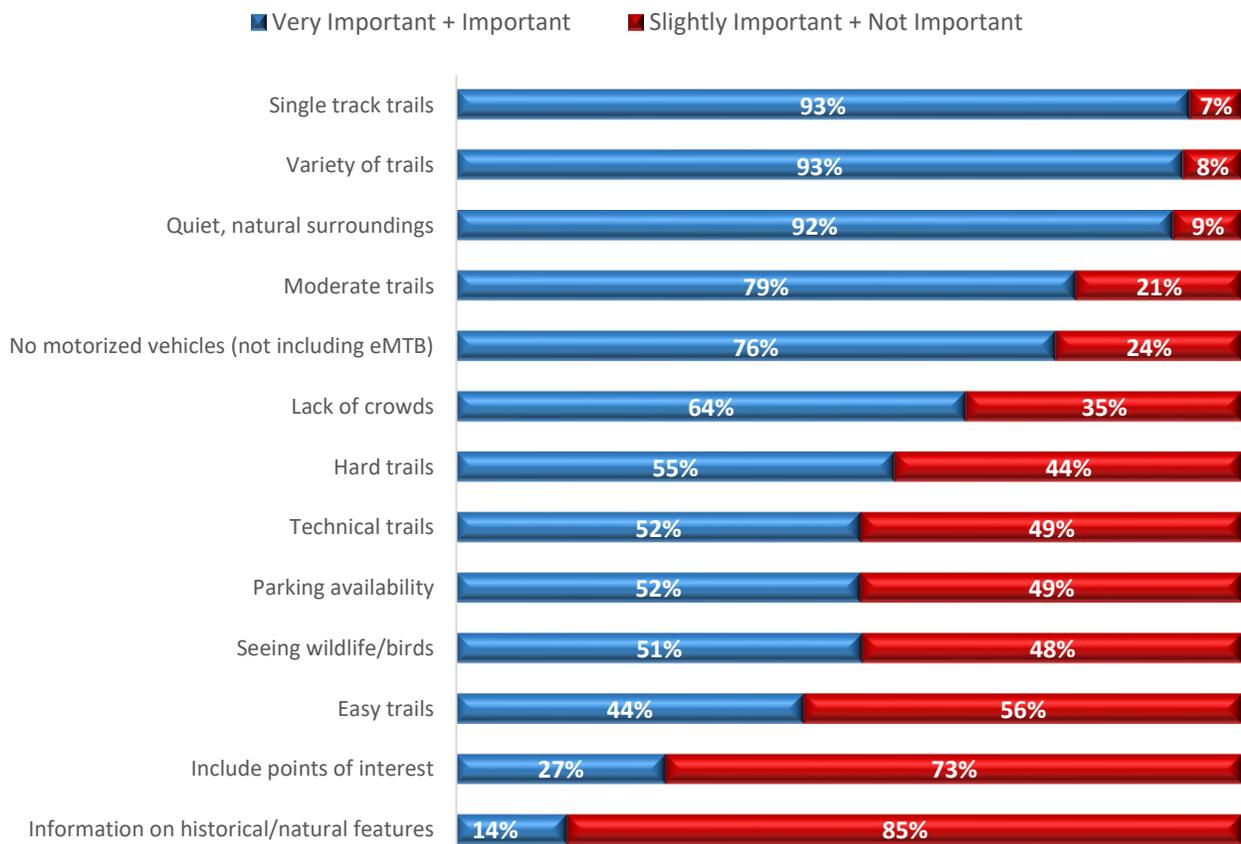
### Importance of Trail Characteristics

Respondents were asked to indicate how important 13 trail characteristics were to them using the following scale: not important, slightly important, important, very important, and no opinion. The no opinion responses were dropped from the analysis and the percentages were recalculated for the remaining response categories. Figure 2-6 (next page) summarizes the results. To facilitate data display and discussion, “very important” and “important” were combined into a single category (*left/blue bar in each grouping*) and responses of “slightly important” and “not important” into another category (*right/red bar in each grouping*).

Three characteristics, singletrack trails, trail variety, and quiet, natural surroundings were the highest rated characteristics. With few exceptions, most of the other characteristics were rated important or very important by at least one-half of the survey respondents. Easy trails were important to slightly less than half the respondents. Points of interest and information regarding historical or natural features were the least important trail characteristics to these survey respondents.

Figure 2-6: Importance Placed on Trail Characteristics

*n range = 306 - 381*



Demographic Comparisons:

For ease of presentation, Table 2-1 highlights the statistically significant differences among demographic groups and the level of importance they place on specific trail characteristics.

<b>Table 2-1: Statistically Significant Differences Among Demographic Groups re: Importance Placed on Trail Characteristics</b>	
<b>Trail Characteristic</b>	<b>More Likely to Say Characteristic is "Very Important"</b>
Singletrack trails	<ul style="list-style-type: none"><li>• Males</li></ul>
Technical trails	<ul style="list-style-type: none"><li>• Respondents &lt;45</li></ul>
Quiet, natural surroundings	<ul style="list-style-type: none"><li>• Respondents 45+</li></ul>
No motorized vehicles	<ul style="list-style-type: none"><li>• Respondents 45+</li></ul>
Lack of crowds	<ul style="list-style-type: none"><li>• Respondents 45+</li></ul>
Easy Trails	<ul style="list-style-type: none"><li>• Females</li></ul>
Hard Trails	<ul style="list-style-type: none"><li>• Respondents with household incomes of \$75,000+</li></ul>
Seeing wildlife/birds	<ul style="list-style-type: none"><li>• Females and Respondents 45+</li></ul>

1997/2020 Comparisons. Due to survey modifications made in 2020, comparisons made with 1997 results should be used cautiously. Survey modifications are provided at the bottom of Table 2-2. The percentage of respondents saying easy trails, moderate trails, parking availability, and singletrack trails are important or very important trail characteristics increased significantly since 1997. Four characteristics declined significantly from 1997 to 2020 based on the proportion rating the characteristic as important or very important: hard trails, seeing wildlife/birds, including points of interest, and no motorized vehicles.

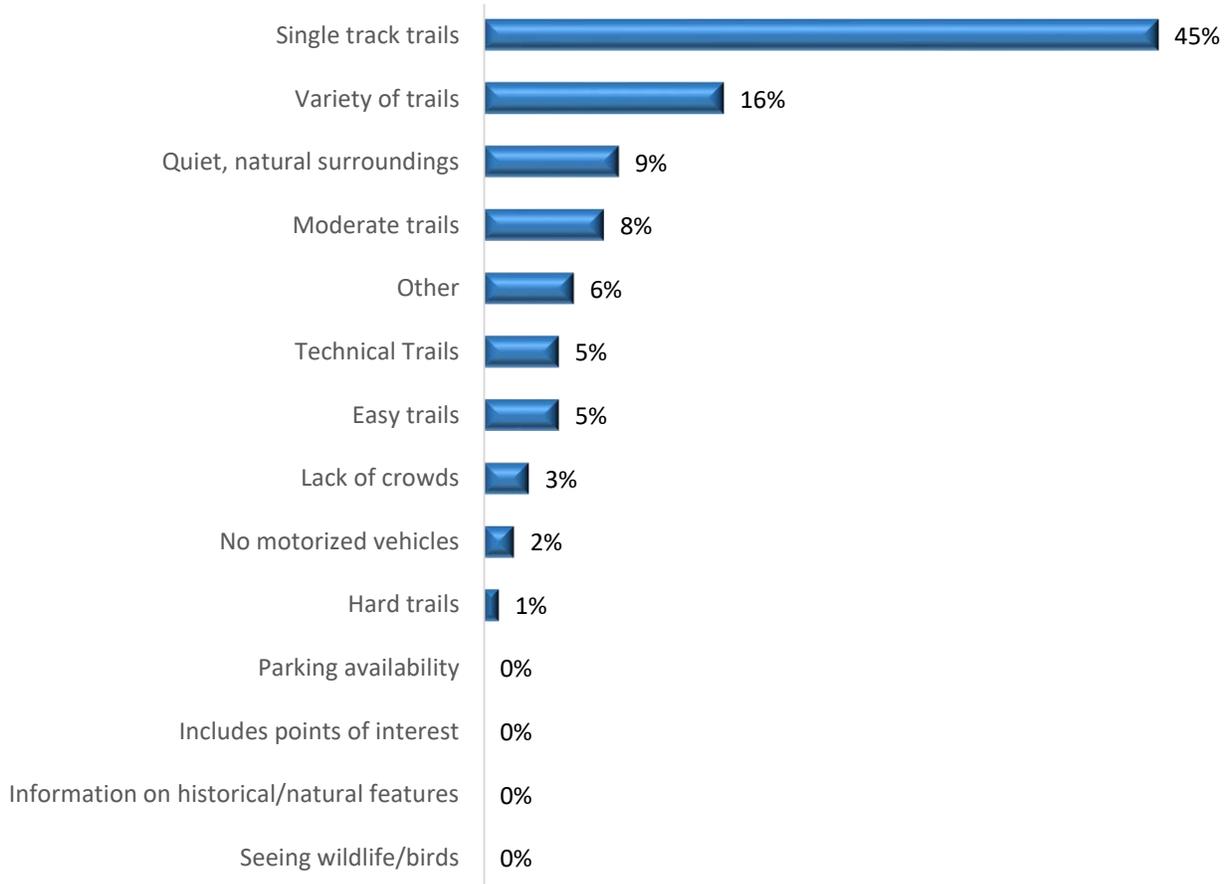
<b>Table 2-2: “Very Important + Important” Trail Characteristics: Comparison of 1997-2020 Survey Results</b>		
<b>Trail Characteristic</b>	<b>2020</b>	<b>1997</b>
Singletrack trails	93%	83%
Variety of trails	93%	90%
Quiet, natural surroundings	92%	94%
Moderate trails	79%	62%
No motorized vehicles (not including eMTB)	76%	85%
Lack of crowds	64%	67%
Hard trails	55%	81%
Parking availability	52%	33%
Seeing wildlife/birds	51%	70%
Easy trails	44%	23%
Include points of interest	27%	43%
Information on historical/natural features	14%	20%
<p><b>Modifications.</b> In 2020,</p> <ul style="list-style-type: none"> <li>• Natural surroundings was changed to quiet, natural surroundings</li> <li>• Wildlife and birds was changed to seeing wildlife/birds</li> <li>• Points of interest was changed to include points of interest</li> <li>• No motorized vehicles was changed to no motorized vehicles (not including eMTB)</li> <li>• Parking facilities was changed to parking availability</li> <li>• No crowds was changed to lack of crowds</li> <li>• Signs and information on historic and natural features was changed to information on historical/natural features</li> <li>• Difficult trails was changed to hard trails</li> <li>• Variety of trail types was changed to variety of trails</li> <li>• Technical trails was added</li> <li>• The following options from 1997 were removed: level of grades; quiet settings; trees for shade; safe crossings at roads, streams, etc.; smooth surfaces; good maintenance; places to buy food and drink; wide enough to travel beside others; maps, directional signs and trail information; conveniently located; varied surroundings; drinking water and toilet facilities; availability of a number of trails</li> </ul>		

### Most Important Trail Characteristics

Respondents were asked to indicate the most important thing they consider when deciding which trail they will ride.<sup>17</sup> Figure 2-7 indicates that, by far, the most important thing to this group of respondents is for the trail to be singletrack. Variety of trails comes in a distant second and the other characteristics are relatively minor and dispersed.

Figure 2-7: Most Important Thing Considered when Deciding Which Trail to Ride

*n* = 374



#### Demographic Comparisons:

- Respondents younger than 45 were more likely to say that trail variety is the most important thing they consider when deciding the trail on which they will ride.
- Males were more likely to say that a trail being singletrack is the most important thing they consider when deciding which trail to ride.

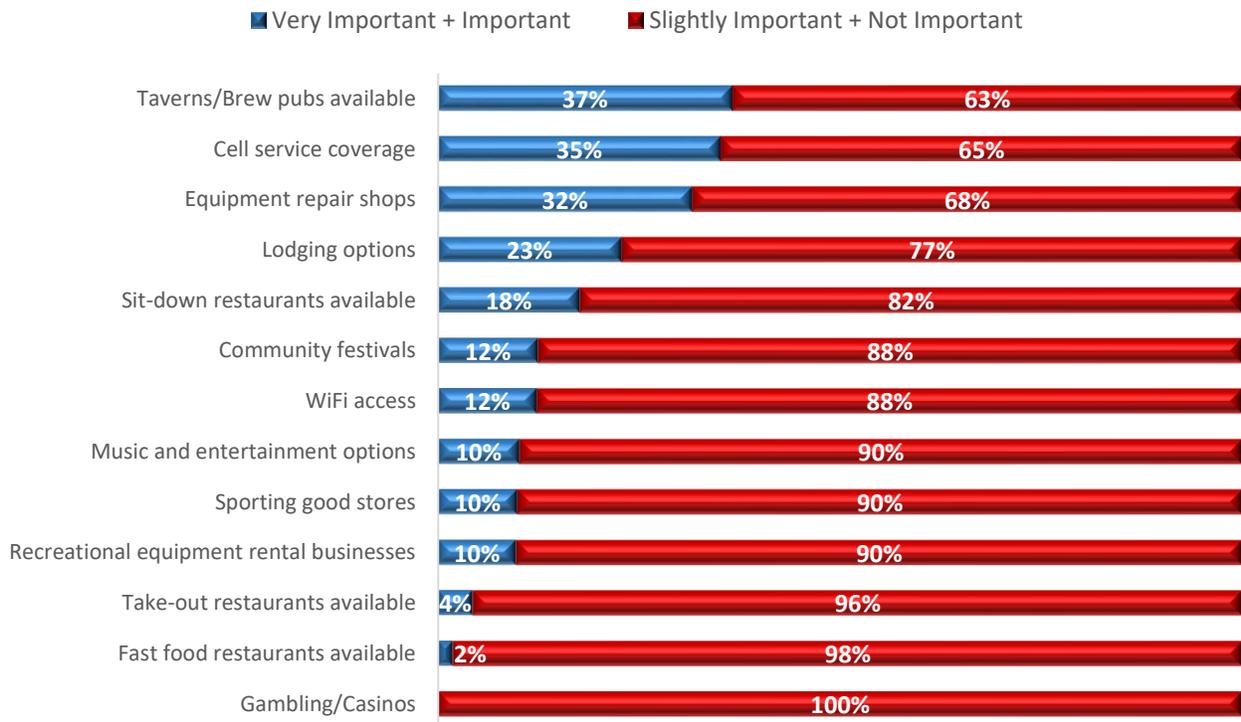
<sup>17</sup> This question consisted of a drop-down list that included all the trail characteristics asked about in the previous question (see Figure 2-6).

## Trail Amenities

Respondents were asked to indicate how important 13 trail amenities were to them using the following scale: not important, slightly important, important, very important, and no opinion. The no opinion responses were dropped from the analysis and the percentages were recalculated for the remaining response categories. Figure 2-8 summarizes the results. To facilitate data display and discussion, “very important” and “important” were combined into a single category (*left/blue bar in each grouping*) and responses of “slightly important” and “not important” into another category (*right/red bar in each grouping*).

A majority of all the amenities listed on the survey were rated not important or slightly important by survey respondents. Only three amenities were rated important or very important by approximately one-third of respondents: having taverns/brew pubs, cell service coverage, and equipment repair shops.

Figure 2-8: Importance of Amenities When Deciding Where to Ride  
*n range = 382 - 384*



### Demographic Comparisons:

- Females were more likely to say that take-out restaurants and community festivals were “not important” when choosing where to ride.
- Respondents with less than \$75,000 annual household incomes were more likely to say that recreational equipment rental businesses were “not important” to them when they are deciding where to ride.

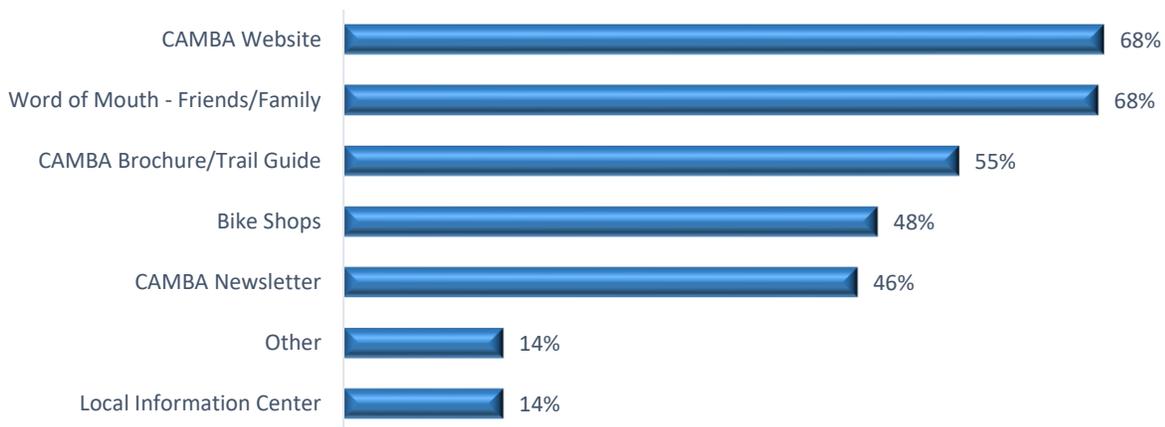
## CAMBA Trail Information Sources and Membership

### *Sources of Information*

Respondents were provided with a list of six information sources and were asked which of them they had used to find out about the CAMBA trails.<sup>18</sup> On average, riders said they use three sources for information about the CAMBA trails.

Figure 2-9 indicates that the primary sources of CAMBA trail information for this group of respondents are the CAMBA website and word of mouth from friends and family. Approximately one-half of respondents also use CAMBA brochure/trail guide, bike shops, and the CAMBA newsletter for information about the trails. Respondents could also write in other sources they used to obtain CAMBA trails information and social media was the most frequently mentioned. “Other” written responses can be found in Appendix B2, Question 4.

Figure 2-9: Information Sources about CAMBA Trails  
Total Exceeds 100% - Multiple Choices Allowed  
*n* = 382



### Demographic Comparisons:

- Respondents 45 and older were more likely to say that they have used the CAMBA newsletter, CAMBA brochure/trail guide, and bike shops to find out about CAMBA trails.

1997/2020 Comparisons. The information sources used in the 1997 and 2020 survey were quite different, so exact comparisons are not possible for this question. However, 58% of 1997 respondents obtained information about the CAMBA trail system via word of mouth (vs. 68% of 2020 respondents) and 36% of 1997 respondents obtained CAMBA trail information via brochures (vs. 55% in 2020).

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<sup>18</sup> This question allowed respondents to select multiple responses since the various information sources presented as choices are not exclusive of each other.

## CAMBA Membership

As shown in Table 2-10, nearly equal percentages of respondents were CAMBA members and non-members; 8% reported that they didn't know if they were members or not.

Figure 2-10: CAMBA MEMBER

*n* = 382



### Demographic Comparison:

- Respondents 45 and older were more likely than respondents <45 to be CAMBA members (50% vs. 31%).

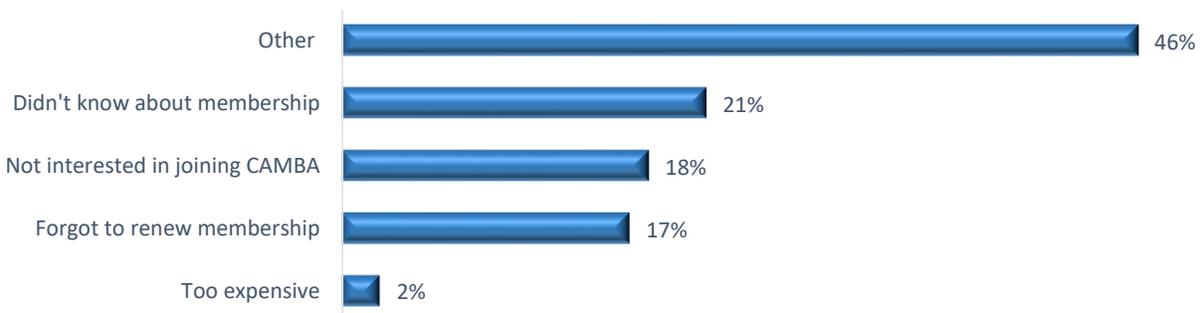
### *Non-members*

In a follow-up question, respondents who were not CAMBA members were asked why they hadn't joined.<sup>19</sup> Figure 2-11 summarizes their responses. A substantial percentage of responses in the "other" category centered on distance from the CAMBA trails (live too far away/not local, etc.). All of the "Other" reasons for not being a CAMBA member are listed in Appendix B2, Question 6. Approximately one-fifth of respondents did not know about CAMBA membership, are not interested in joining, or forgot to renew.

Figure 2-11: Reasons for Not Becoming a CAMBA Member

Total Exceeds 100% - Multiple Choices Allowed

*n* = 179



<sup>19</sup> This question allowed respondents to select multiple responses since the various reasons presented as choices are not exclusive of each other.

Demographic Comparison:

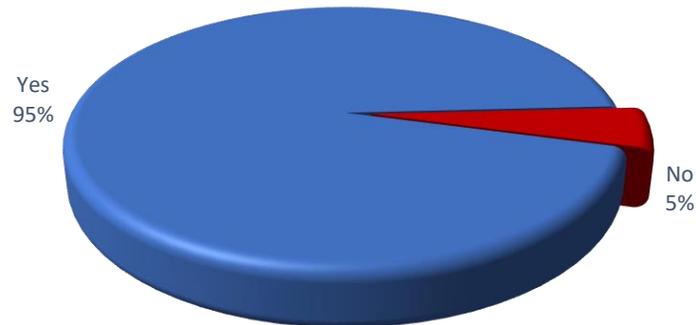
- Respondents younger than 45 were more likely than respondents 45+ to say they didn't know about membership (16% vs. 8%).

## CAMBA Trail Usage and Experiences

### *Ridden on CAMBA Trails*

Nearly all respondents (95%) reported that they have ridden on CAMBA trails in the past three years.

Figure 2-12: Have Ridden on CAMBA Trails in Past Three Years  
*n = 381*



Demographic Comparison:

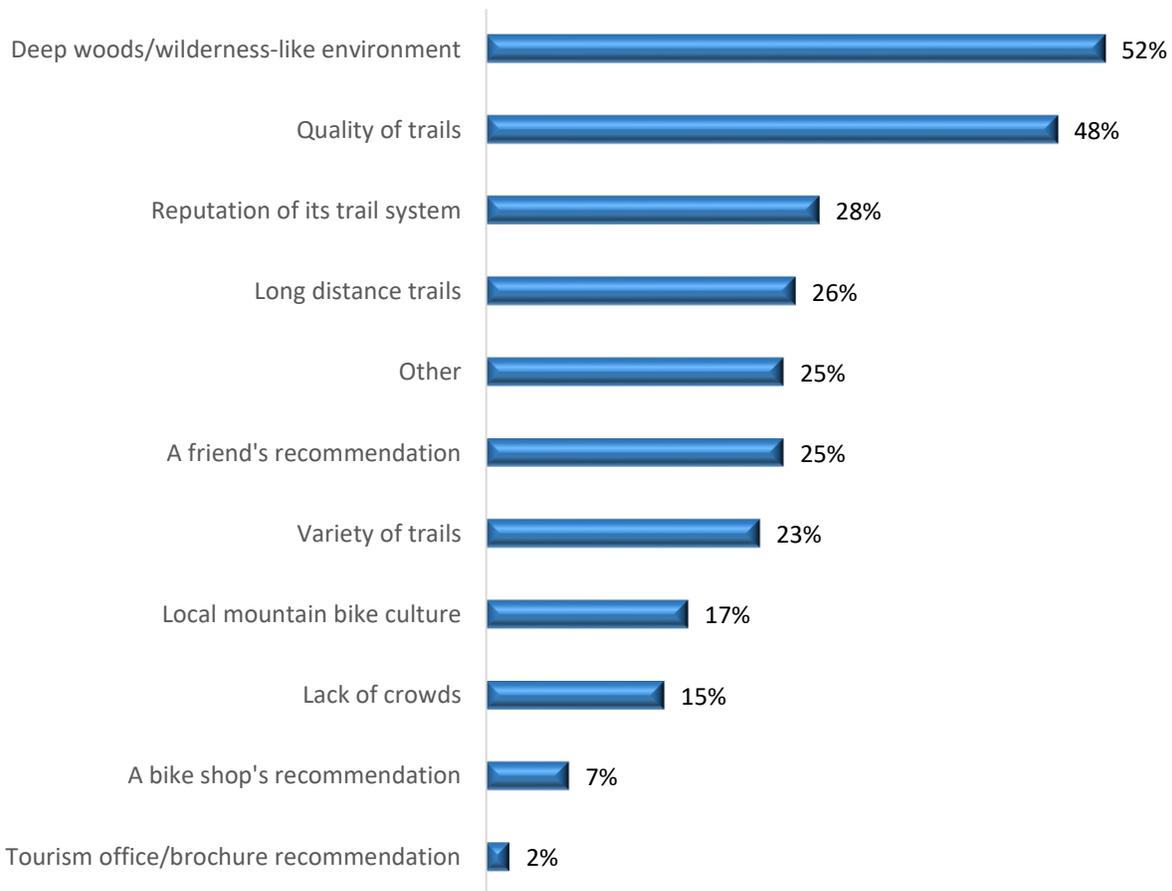
- Respondents with annual household incomes of \$75,000+ were more likely than respondents with <\$75,000 annual household income to have ridden on CAMBA trails in the past three years (96% vs. 88%).

### *Influenced Decision to Bike CAMBA the Trails for First Time*

From a list of 10 items, respondents were asked which three influenced their decision to bike the CAMBA trails for the first time. As shown in Figure 2-13, approximately one-half said that the deep woods/wilderness-like environment and trail quality influenced their decision to ride CAMBA trails for the first time. Approximately one-fourth of respondents said that trail reputation, long distance trails, recommendation from a friend, trail variety, or “other” reasons influenced their decision to ride CAMBA trails for the first time. Very few respondents were influenced by a recommendation from a bike shop or tourism office/brochure. “Other” written responses can be found in Appendix B2, Question 19.

Figure 2-13: Influenced Decision to Bike CAMBA Trails for the First Time

Total Exceeds 100% - Multiple Choices Allowed  
*n* = 382



### Demographic Comparisons:

- Males were more influenced than females by long distance trails when choosing to ride CAMBA trails for the first time.
- Males and respondents 45 and older were more influenced by the deep woods/wilderness-like environment.
- Respondents 45 and older were more influenced by trail quality.

## CAMBA Trail Clusters

Respondents were asked in the past three years approximately how many times they have ridden seven CAMBA trail clusters (Cable, Delta, Drummond, Hayward, Mt. Ashwabay, Namakagon, and Seeley). The SRC calculated the total number of times respondents reported riding each cluster, the average or mean number of times riders had ridden a cluster and the median. The final row in Table 2-3 shows the number of respondents who said they'd ridden each cluster.

Respondents reported riding the Seeley Cluster more times than the other clusters listed on the survey. The Hayward and Cable Clusters were similar in terms of the number of times ridden and the average number of times ridden based on the number of respondents that said they have ridden the two clusters in the past three years. The Mt. Ashwabay and Namakagon Clusters were also similar in the number of times ridden. The Delta and Drummond Clusters were ridden significantly less frequently than the other clusters.

Table 2-3: Trail Clusters: Approximate Number of Times Ridden in Past Three Years							
	Seeley	Hayward	Cable	Mt. Ashwabay	Namakagon	Delta	Drummond
<b># of Times Ridden</b>	4,519	4,057	3,797	3,025	2,863	159	155
<b>Avg/Mean</b>	15	14	13	18	13	3	4
<b>Median</b>	8	7	5	3	5	2	2
<b>Count (n =)</b>	297	284	293	165	225	49	42

Those who rated their riding ability as above average or expert tended to ride all of the clusters more frequently than those who said they were average or worse riders. Above average and expert riders rode the Seeley and Cable clusters significantly more often than less experienced riders.

The SRC ran two Pearson's correlation tests to find if any correlations exist in the frequency with respondents ride sets of clusters. For example, the frequency with which a respondent rode the Cable Cluster is 45% correlated with how frequently they rode the Delta Cluster. So, if you frequently rode on the Cable Cluster, there is a statistically significant probability that you also frequently rode on the Delta Cluster, and if you rarely rode on Cable Cluster, you rarely rode on the Delta Cluster.

- **Cable Cluster** was significantly related to the frequency of having ridden on the Delta, Hayward, Namakagon, and Seeley Clusters. There are no statistically significant relationships between riding on the Cable, and Drummond, and Mt. Ashwabay Clusters.
- The frequency with which those who rode on the **Delta Cluster**, in addition to the Cable Cluster, were almost certainly related to the frequency of having ridden on the Drummond Cluster (97% correlation) and is likely correlated with the frequency of having ridden on the Hayward and Namakagon Clusters.

In the second test, the SRC transformed the data from the number of times respondents had ridden a given cluster to a yes/no variable. This reduced the influence of those who report having ridden the clusters a large number of times. So, if a respondent said they'd ridden on a

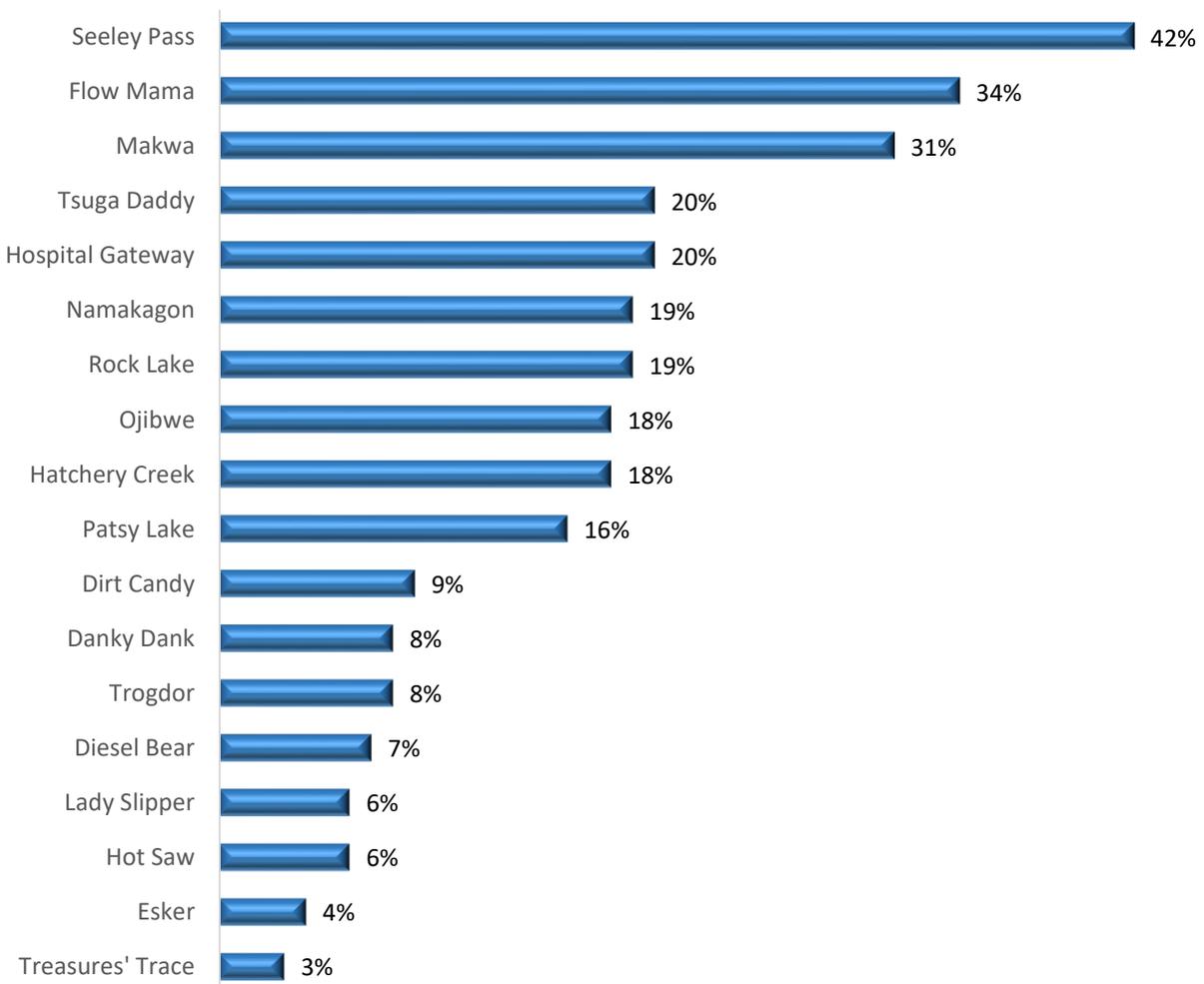
given cluster, whether once or 100 times, they were coded as a 1 and if the cell was blank (they had not ridden a given cluster), they were coded as a zero. Results suggest that the Cable Cluster is the cornerstone CAMBA trail system as riding it is correlated with all the other clusters and that is not true for any of the other clusters.

1997/2020 Comparisons. There were modifications to this question in the 2020 survey, so comparisons to 1997 are not possible.

*Favorite CAMBA Trails*

From a list of 18 CAMBA trails, respondents who had indicated that they have ridden on CAMBA trails in the past three years, were asked to indicate their three favorite trails. As shown in Figure 2-14, at least two in five of the respondents chose Seeley Pass in their top three trails, while Flow Mama and Makwa are in the top three for approximately one-third of the respondents. At the other end of the spectrum, fewer than five percent indicated that Esker or Treasures' Trace were among their most favorite trails.

Figure 2-14: Favorite CAMBA Trails  
 Total Exceeds 100% - Multiple Choices Allowed  
 n = 347



Demographic Comparisons:

For ease of presentation, Table 2-4 highlights the statistically significant differences among demographic groups and their favorite CAMBA trails.

Table 2-4: Statistically Significant Differences Among Demographic Groups and Fave CAMBA Trails	
CAMBA Trail	More Likely to Include in their Top Three CAMBA Trails
Hatchery Creek	• Respondents with household incomes of \$75,000+
Hospital Gateway	• Females
Makwa	• Respondents 45+
Seeley Pass	• Males
Flow Mama	• Respondents with household incomes of \$75,000+
Rock Lake	• Males
Patsy Lake	• Females and Respondents 45+
Tsuga Daddy	• Respondents <45

Those who rated their biking ability as average or less were significantly more likely to say that Hospital Gateway, Patsy Lake, and Hot Saw were among their favorites. Above average and expert riders were significantly more likely to rate Ojibwe, Dirt Candy, and Rock Lake among their favorites.

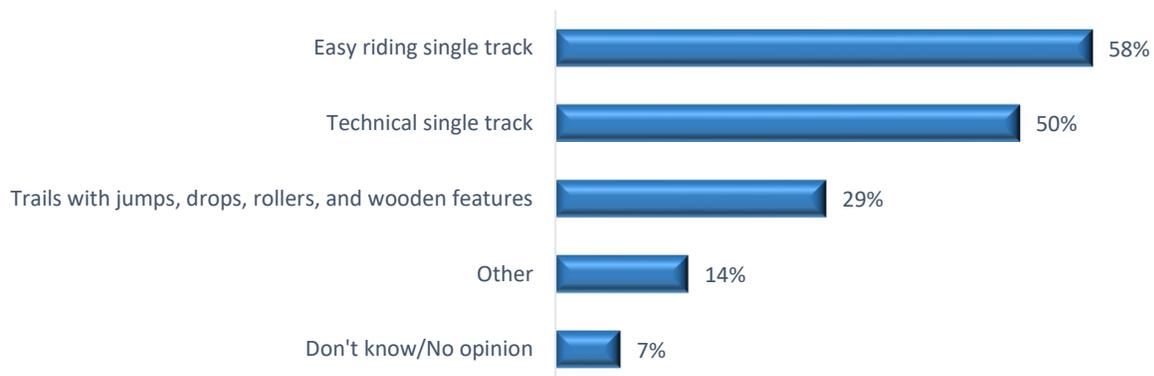
*Types of Trails in the CAMBA Trail System*

Respondents were asked which types of trails they would like to see more of in the CAMBA trail system with answer options of easy riding singletrack, technical singletrack, trails with jumps, drops, rollers, and wooden features, don't know/no opinion, or other. As shown in Figure 2-15, easy riding singletrack was the most frequent trail type chosen followed by technical singletrack and trails with jumps, drops, rollers, and wooden features. "Other" written responses can be found in Appendix B2, Question 9.

Figure 2-15: Would Like to See More of These Trail Types in the CAMBA Trail System

Total Exceeds 100% - Multiple Choices Allowed

*n* = 384



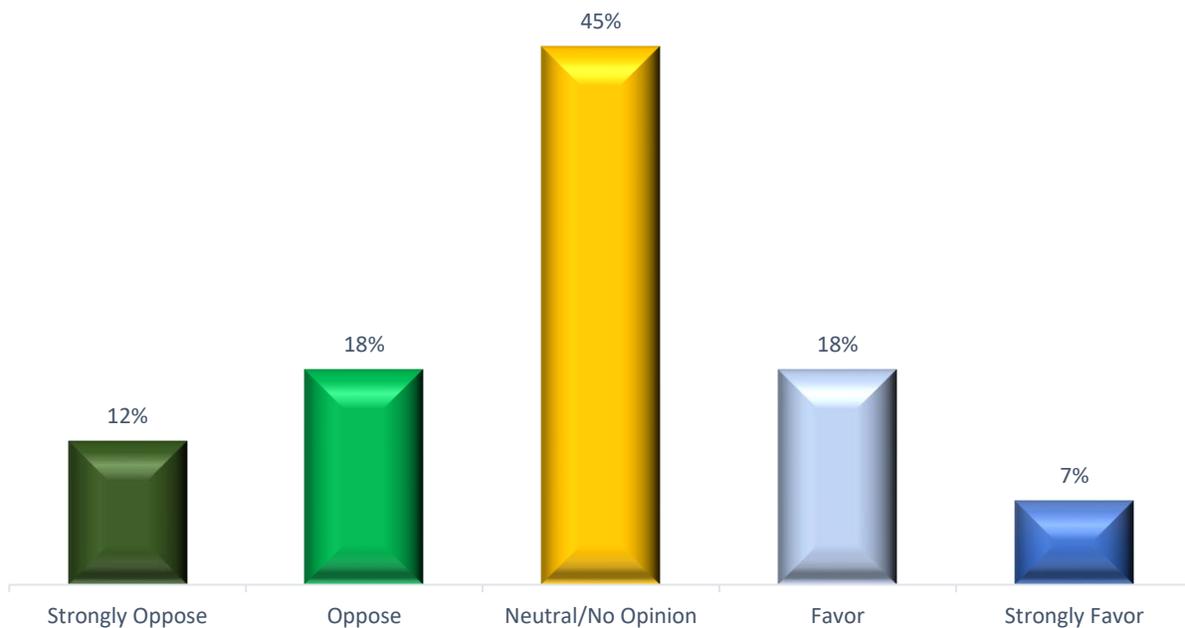
### Demographic Comparisons.

- Respondents 45 and older were more likely to say that they would like to see more easy riding singletrack trails in the CAMBA trail system.
- Males were more likely to say that more technical singletrack trails are needed.
- Males and respondents under the age of 45 were more likely to say that more trails with jumps, drops, rollers, and wooden features were needed in the CAMBA trail system.
- Those who rated their biking ability as average or below were significantly more interested in additional easy riding singletrack trails and those rating themselves as above average or expert were more interested in technical singletrack trails and those with jumps, rollers, and wooden features.

### *Permitting Electric Mountain Bikes on CAMBA Trails*

Respondents were asked how they feel about permitting electric mountain bikes (eMTB) on the CAMBA trails. The results are shown in Figure 2-16 and indicate that nearly one-half of respondents were neutral or had no opinion on this topic. One in four respondents favor or strongly favor permitting eMTBs on CAMBA trails while three in ten oppose or strongly oppose them.

Figure 2-16: Permitting Electric Mountain Bikes (eMTB)  
on CAMBA Trails  
*n* = 384



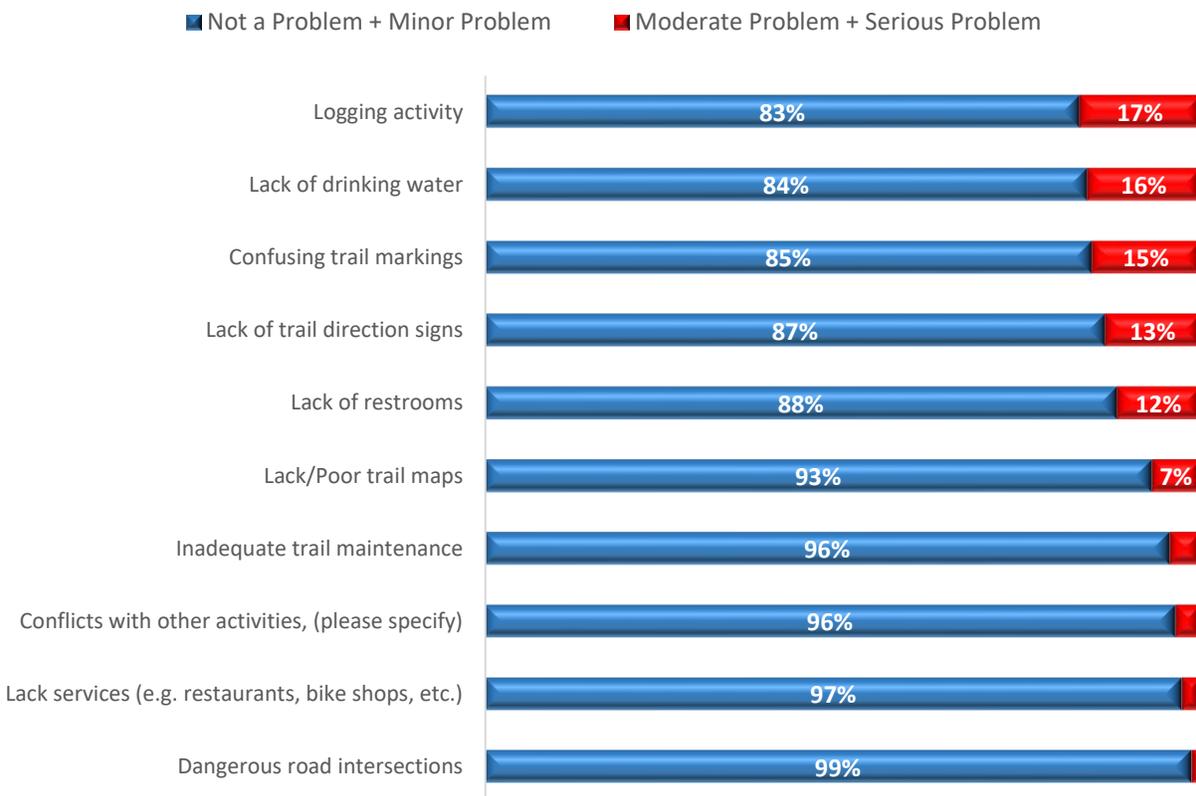
There were no statistically significant differences among demographic groups and their opinions about permitting eMTBs on CAMBA trails.

## Problems on CAMBA Trails

Respondents were given a list of 10 attributes that have been identified as problems on some trail systems and were asked how much of a problem they are on the CAMBA trails using a scale of not a problem, minor problem, moderate problem, serious problem, or no opinion (Figure 2-17). The no opinion responses were dropped from the analysis and the percentages were recalculated for the remaining response categories. For ease of exposition, the not a problem and minor problem responses were combined into one category (blue segment) and the moderate and serious problems into a second (red segment). According to respondents, most of the attributes listed on the survey are not a problem or minor problem; more than 90% said poor maps, poor maintenance, conflicts with other activities, lack of services or dangerous intersections were at most a minor problem.

Figure 2-17: Level of Problem on the CAMBA Trails

*n range = 306 - 381*



Between one-in-ten and one-in-five respondents said that logging activities, lack of drinking water, confusing trail markings a lack of trail direction signs, and a lack of restrooms were a moderate or serious problem. Fewer than 3% of respondents rated any of the items in Figure 2-17 as a serious problem on the CAMBA trails. Clearly, most riders do not see any of these issues as major concerns.

Demographic Comparisons:

- Females were more likely than males to say the lack of water is a moderate problem on the CAMBA trails (21% vs. 12%).
- Females were also more likely than males to say the lack of restrooms is a moderate problem on CAMBA trails (16% vs. 8%).
- A higher proportion of above average and expert riders said a lack of services was a minor or moderate (29% vs. 17% of average or worse riders).

1997/2020 Comparisons. There were many modifications to the trail attributes in the 2020 survey, and the scale used was also slightly different. Survey modifications are summarized at the bottom of Table 2-5. In 2020, confusing trail markings, logging activity, lack of restrooms, lack of services, lack of drinking water, and conflicts with other activities were rated significantly less serious than in 1997. Again, due to modifications made to the 2020 survey, comparisons made with 1997 results should be used cautiously. With that caveat, there appears to be much less concern in 2020 than in 1997 about trail markings, logging activity, lack of restrooms, and lack of services such as food and drinking establishments, bike shops and etc.

<b>Table 2-5: “Serious Problem/Major Problem” Trail Preferences: Comparison of 1997-2020 Survey Results</b>		
<b>Trail Attribute</b>	<b>2020</b>	<b>1997</b>
Lack of trail direction signs	2%	7%
Confusing trail markings	2%	85%
Lack/Poor trail maps	2%	5%
Logging activity	2%	22%
Lack of restrooms	1%	14%
Lack of services (e.g. food and drinking establishments, bike shops, etc.)	1%	67%
Inadequate trail maintenance	1%	3%
Dangerous road intersections	0%	0.5%
Lack of drinking water	0%	18%
Conflicts with other activities	0%	7%
<p><b>Modifications.</b> In 2020,</p> <ul style="list-style-type: none"> <li>• Question scale was changed to no opinion, not a problem, minor problem, moderate problem, serious problem</li> <li>• Lack of trail directional signs was changed to lack of trail direction signs</li> <li>• Lack of services (food, drink, bike repair, etc.) was changed to lack of services (e.g. food and drinking establishments, bike shops, etc.)</li> <li>• Inadequate trail maps was changed to lack/poor trail maps</li> <li>• Adequate trail maintenance was changed to inadequate trail maintenance</li> <li>• Confusing trail markings was added</li> <li>• The following 1997 options were removed: Too crowded; Reckless behavior of trail users; Litter and glass; Vandalism; Personal safety; Not enough access points; Not enough parking at access points; Lack of information to plan visits</li> </ul>		

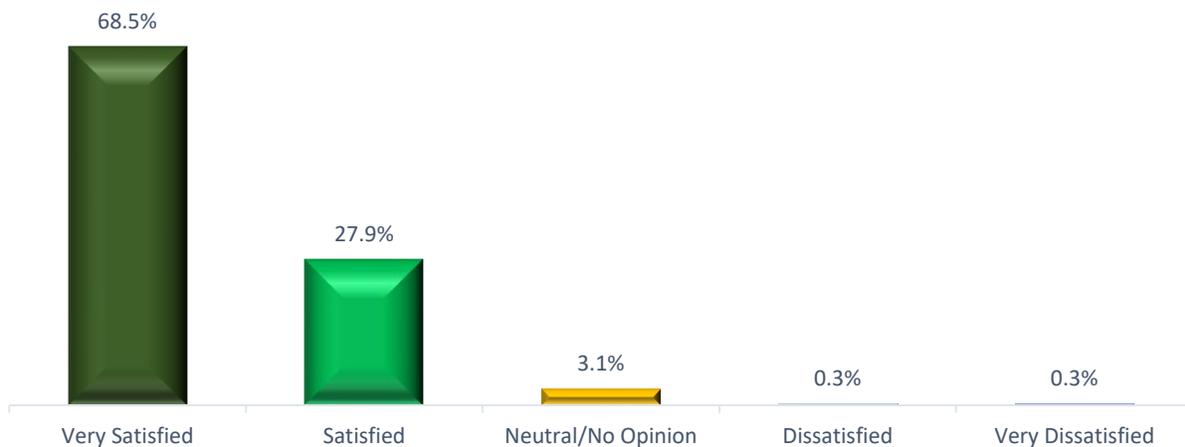
In a separate question, 1997 respondents were asked to prioritize the problems faced on the CAMBA trails by indicating the most severe problems. Logging activity and lack of drinking water were the two attributes respondents determined to be the most problematic. Although logging activity and lack of drinking water were not determined to be “serious” problems in

2020, they were the two attributes with the highest percentage of respondents saying they are “minor” or “moderate” problems. Differences between the survey results could be due to any significant changes made to CAMBA trail amenities listed on the survey since 1997 or less contention over time regarding logging issues.

*Overall Satisfaction*

Overall, respondents were satisfied with the CAMBA trail system (Figure 2-18). Nearly all respondents said they are either satisfied or very satisfied with the CAMBA trails, 3% were neutral or had no opinion; only one respondent (0.3%) said they were dissatisfied with CAMBA trails and one respondent (0.3%) said they were very dissatisfied with CAMBA trails.

Figure 2-18: Overall Level of Satisfaction with CAMBA Trails  
n = 384



There were no statistically significant differences regarding overall satisfaction with CAMBA trails among demographic groups.

1997/2020 Comparisons. Overall satisfaction levels with the CAMBA trails in 2020 are very similar to 1997; the differences are not statistically significant (Table 2-6).

Table 2-6: Overall Satisfaction with CAMBA Trails: Comparison of 1997-2020 Survey Results		
	2020	1997
Very Satisfied	68%	67%
Satisfied	28%	28%
Neutral/No Opinion	3%	2%
Dissatisfied	<1%	<1%
Very Dissatisfied*	<1%	2%
<b>Modifications.</b> *In 1997, the lowest rating was “very unsatisfied.”		

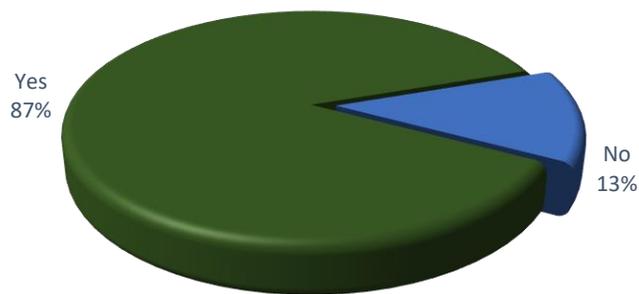
## Other Trail Systems

### *Ridden Other Trail Systems*

Respondents were asked if they have ridden other trail systems in Wisconsin, the Midwest or elsewhere in the U.S. Most respondents have ridden other trails systems (Figure 2-19).

Figure 2-19: Have Ridden on Other Trail Systems in Wisconsin, the Midwest or Elsewhere in the U.S.

*n* = 383



There were no statistically significant differences regarding other trail usage among demographic groups, though probably not surprisingly those who rated their riding abilities as above average or better were significantly more likely to have ridden on other trail systems.

### *Trail Systems Ridden Most Frequently*

If respondents said that they had ridden other trail systems in Wisconsin, the Midwest or elsewhere in the U.S., they were asked in a follow-up question to provide the name of the three trails that they have ridden most frequently. All 796 responses were compiled and can be found in Appendix B2, Question 16.

Table 2-7: Trail Systems Ridden Most Frequently as Determined by the Number of Times Mentioned by 2020 CAMBA User Experience Survey Respondents <i>n</i> = 796				
Midwest Trails (excl. Wisconsin)	Wisconsin Trails	Trails in the Rest of the U.S.	Canada	Undetermined
465	210	111	2	8

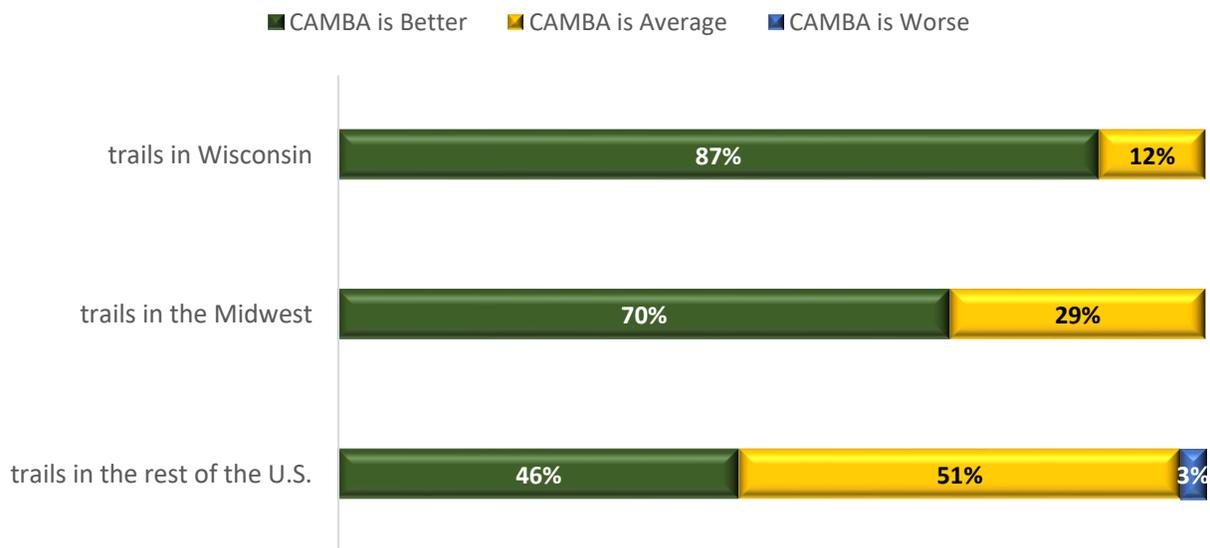
By far, the most commonly mentioned trails were those found in the Twin Cities metro area (144 mentions). Recalling the distribution of riders interviewed in Part I of this study (Map 1), this is not a surprising result. Table 2-7 indicates the number of times a trail was mentioned by respondents for trails in the Midwest (excluding Wisconsin), trails in Wisconsin, trails in the rest of the U.S., trails in Canada, or trails in which a location could not be determined. For the

purposes of this compilation, Midwest trails are those found in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, and South Dakota.

### Overall Comparison of CAMBA Trails and Other Trails

Respondents were asked to compare CAMBA trails to other trails they have ridden in Wisconsin, the Midwest, and the rest of the U.S using a scale of CAMBA trails are better (first/green segment of Figure 2-20), CAMBA trails are average (yellow/middle segment), and CAMBA trails are worse (last/blue segment). Not applicable responses were excluded from analysis. As shown in Figure 2-20, most rated CAMBA trails as better than other Wisconsin trails and other trails in the Midwest. When compared to trails in the rest of the U.S., approximately one-half of the respondents rated CAMBA trails as average (51%) and a slightly lower percentage (46%) rate CAMBA trails better.

Figure 2-20: Comparing CAMBA to Other Trails  
n range = 240 - 286



### Demographic Comparisons.

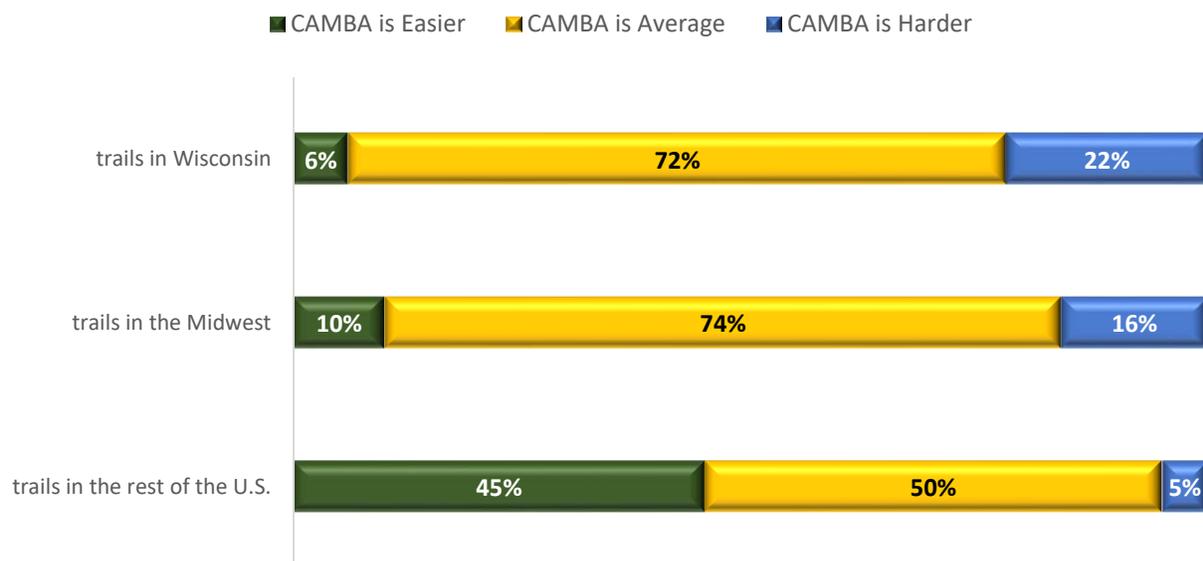
- Respondents 45 and above and respondents with annual household incomes of \$75,000+ were more likely to say that CAMBA trails are better than other trails in the Midwest.
- Respondents with annual household incomes of \$75,000+ were more likely to say CAMBA trails are better than other trails in Wisconsin.

### Comparison of the Level of Difficulty of CAMBA Trails to Other Trails

Respondents were asked to compare CAMBA trails in terms of the degree of difficulty to other trails they have ridden in Wisconsin, the Midwest, and the rest of the U.S using a scale of CAMBA trails are easier (green segment), CAMBA trails are average (yellow segment), and CAMBA trails are harder (blue segment). Not applicable responses were excluded from analysis.

As shown in Figure 2-21, most respondents rate CAMBA trails average in terms of their level of difficulty when compared to other Wisconsin trails (72% say CAMBA trails average), and to other Midwest trails (74% say CAMBA trails are average). Approximately one-fifth of respondents rated CAMBA trails harder than other trails in Wisconsin or the Midwest. When compared to trails in the rest of the U.S., 50% of respondents rate CAMBA trails average and 45% rate CAMBA trails easier.

Figure 2-21: Comparing CAMBA to Other Trails  
in Terms of the Degree of Difficulty  
*n range = 237 - 276*



The only significant difference in assessing the degree of difficulty of CAMBA trails with other trail systems was that riders who rated their abilities as average or less were twice as likely to say CAMBA trails are harder than other trails in Wisconsin.

## Additional Comments Part II

In addition to numerous places in the survey where respondents could volunteer (write-in) an option not in a survey question's list of answer choices, respondents were asked the following question: ***“Do you have anything else you would like to say about CAMBA Trails?”*** Response to the open-ended question in the survey was relatively high when compared to the overall survey response (approximately 2/3 of respondents provided comments to the open-ended question). The 239 written comments were grouped into specific topics and are summarized in Table 2-8.

<b>Topic</b>	<b>Count</b>	<b>%</b>
Positive Sentiments	127	53%
Trail Types/Trail Suggestions	39	16%
Trail Heads/Signage/Info/Mapping	15	6%
Trail Maintenance	10	4%
Trail Amenities	6	3%
Electric Mountain Bikes	6	3%
Multiple Topics	6	3%
Events	5	2%
CAMBA Website/Marketing	4	2%
Local Area	4	2%
CAMBA Trails versus Other Trail Areas	3	1%
Haven't Ridden/Don't Ride Trails	3	1%
Trail Pass/Membership/Donations	2	<1%
Miscellaneous	9	4%
<b>Total</b>	<b>239</b>	<b>100%</b>

Positive sentiments about the CAMBA trail system were the most frequently offered comments (53%). Many comments in this area were of a general “keep up the good work” type nature, while others were very specific about the value they believe the trail system brings to the area. The second most frequently mentioned topic regarded the types of trails currently in the CAMBA trail system and the types of trails most wanted by respondents. Respondents also wrote about the need for updated information regarding trail conditions.

The following quotes illustrate the written comments to the 2020 CAMBA Trail User survey:

*“CAMBA as an organization and the trails they steward are some of my favorite parts of living in this area. I wasn't familiar with the trails when I moved here, but now I can't imagine living here without them. It's definitely a point of pride as a resident and business owner.”*

*“I wish I lived closer. You're doing an amazing job and I point to CAMBA as a model for the mountain biking organizations I work with in the Northeast! Keep it up. You're a credit to my home state.”*

*“A little more variety, especially a few more technical trails options, would help round out all that CAMBA has to offer.”*

*“Main suggestion is a place to go for updated trail construction/condition information that is more current than printed maps.”*

The complete list of responses is included in Appendix B2, Question 24.

## Conclusions Part II

Survey respondents report very high levels of satisfaction with the CAMBA trail system. Most survey respondents are experienced mountain bikers and ride extensively, often on a daily basis.

The deep woods, wilderness-like environment and the quality of the trails were what most influenced respondents to bike the CAMBA trails for the first time. Nearly all respondents (95%) have ridden CAMBA trails in the past three years.

A significant proportion of respondents have ridden trails, other than CAMBA's, throughout Wisconsin, the Midwest, and the rest of the United States. When comparing CAMBA's trails to other trail systems, CAMBA's are rated better than others in Wisconsin and the Midwest by strong majorities of respondents. Compared to trails in the rest of the U.S., CAMBA trails were rated average (51%) or better than other U.S. trails (46%). Also, trail attributes that have been identified as problems on some trail systems (dangerous road intersections, inadequate trail maintenance, etc.) do not seem to be considered serious problems on CAMBA trails.

Opinions about permitting electric mountain bikes on the CAMBA trails were decidedly mixed. One in four respondents favor or strongly favor eMTBs on the trails, one in three oppose or strongly oppose, and nearly one-half are neutral or have no opinion.

The Seeley Pass trail was the favorite trail for approximately two in five respondents and the Seeley Cluster was the most frequently ridden. However, the Cable Cluster appears to be the cornerstone cluster because riding it was significantly associated with riding many other CAMBA's clusters.

The SRC determined, when possible, if response patterns varied at statistically significant levels when comparing the 2020 CAMBA Trail User Experience survey results to the results from the 1997 Chequamegon Area Mountain Biking economic impact study. Due to survey modifications over time, many questions were not directly comparable. Further, differences in how data were obtained in 2020 compared to 1997, make comparisons less exact. Given this qualifier:

*When compared to 1997, survey results from 2020 show substantial increases in the percentage of respondents who place importance on the trail characteristics of easy and/or moderate trails, parking availability, and singletrack trails. The level of importance placed on four trail characteristics declined considerably in 2020 when compared to 1997: hard trails, seeing wildlife/birds, including points of interest, and no motorized vehicles.*

*Compared to 1997, the proportion of survey respondents in 2020 who believe certain trail attributes pose problems on the CAMBA trail system decreased significantly. In particular, confusing trail markings, logging activity, lack of restrooms, lack of services, lack of drinking water, and conflicts with other activities were rated significantly less serious by 2020 respondents than in 1997.*

The percentage of 2020 respondents who are very satisfied or satisfied with CAMBA trails (96%) is similar to the satisfaction levels of 1997 respondents (95% very satisfied + satisfied).

In terms of overall conclusions, these two surveys indicate that:

- CAMBA trail users are very satisfied with this system of trails and the 2020-21 results tend to compare favorably with the results of a similar study conducted in 1997.
- Changes suggested are of the “more of the same” variety – there doesn’t seem to be anything specific missing for most CAMBA trail users, they would just like more options similar to the current array of trails.
- The system tends to attract a somewhat older group of users with above-average levels of household incomes, the majority of whom do not live in either Sawyer or Bayfield Counties.
- The spending that CAMBA trail riders from outside the area have a substantial economic impact on the region, especially for the hospitality sector of the local economy.
- CAMBA trail users appear to be very active and engage in many outdoor activities in addition to biking. There appear to be sets of activities in both summer and winter that offer opportunities for cross marketing.

## Appendix A – Non-Response Bias Test

Comparing initial and late respondents. A standard way to test for non-response bias is to compare the responses of those who responded to the first invitation to take the questionnaire (initial responders) to those who responded to subsequent invitations (late responders). Those who respond to subsequent invitations are, in effect, samples of non-respondents (to the first invitation), and we assume that they are representative of that group. In the Part II portion of this study, the CAMBA Trail User Experience Survey, 179 people responded to a first invitation sent on April 7 and 205 responded after reminders were sent on April 9 and April 14. Any differences between these groups could be evidence of non-response bias. We tested 99 variables and found seven with statistically significant differences between the mean responses of these two groups of respondents. These differences are summarized in Table A-2.

- Initial responders were more likely to use the **CAMBA website** to find out about the CAMBA trails.
- Late responders (who were also not CAMBA members) were more likely to say that a reason they are not is that **they are not interested in joining CAMBA.**
- Initial responders were more likely to say that they have **ridden on other trail systems** in Wisconsin, the Midwest or elsewhere in the U.S.
- In terms of trail characteristics, initial responders place slightly higher importance on **not having motorized vehicles**, on **parking availability**, and having **trail variety.**
- In terms of amenities when deciding where to ride, initial responders place higher importance on having **equipment repair shops.**

Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small and did not impact the overall pattern of answers and the interpretation of the results. **The Survey Research Center (SRC) concludes that there is little evidence that non-response bias is a concern for this sample.**

Table A1 – Statistically Significant Difference Between Responses of First Invitation and After Reminder				
Variable	Mean First Invitation	Mean After Reminder	Statistical Significance	Meaning
Q4c CAMBA Info Source: CAMBA Website	.79	.59	.000	Initial responders use more
Q6d Why not CAMBA member: Not interested	.04	.12	.010	Late responders more likely to say they are not interested
Q15 Ridden on other trail systems in WI, the Midwest or elsewhere in U.S.	1.09	1.16	.047	Initial responders more likely to agree
Q21f Importance of Trail Characteristics: No motorized vehicles	4.20	3.96	.030	Initial responders place higher importance
Q21g Importance of Trail Characteristics: Parking availability	3.51	3.33	.042	Initial responders place higher importance
Q21m Importance of Trail Characteristics: Variety of trails	4.47	4.28	.024	Initial responders place higher importance
Q23f Importance of Amenities: Equipment repair shops	3.17	2.99	.037	Initial responders place higher importance

Appendix B1 – Part I: Chequamegon Area Mountain Bike Association Intercept Survey, 2020 Comments

**Q1. Survey Location, Other**

- M + ?
- Mt. Ashwabay

**Q2. What I your home zip code**

- |              |              |              |              |
|--------------|--------------|--------------|--------------|
| • 02119      | • 53417      | • 54814      | • 55033      |
| • 05852      | • 53527      | (12x)        | • 55038 (2x) |
| • 15228      | • 53562      | • 54819      | • 55042 (3x) |
| • 33458      | • 53572      | • 54821 (4x) | • 55057 (2x) |
| • 33957 (2x) | • 53583 (4x) | • 54822      | • 55066 (2x) |
| • 34772      | • 53597      | • 54829      | • 55082 (7x) |
| • 49008      | • 53711 (3x) | • 54838      | • 55101      |
| • 49911 (2x) | • 53714      | • 54841 (2x) | • 55102      |
| • 49930 (2x) | • 53716 (2x) | • 54843      | • 55104 (6x) |
| • 49931      | • 54005 (2x) | (48x)        | • 55105 (2x) |
| • 49938 (3x) | • 54007      | • 54844      | • 55109      |
| • 49938      | • 54014      | • 54845      | • 55110 (8x) |
| • 50023      | • 54016      | • 54849      | • 55113      |
| • 50482      | • 54016 (7x) | • 54850      | • 55114      |
| • 52101      | • 54017 (2x) | • 54867      | • 55115 (6x) |
| • 52151      | • 54022 (2x) | • 54868      | • 55118 (2x) |
| • 52301      | • 54311      | • 54873 (2x) | • 55120      |
| • 52317      | • 54426      | • 54875      | • 55124      |
| • 53029      | • 54449      | • 54880      | • 55125      |
| • 53051      | • 54449 (2x) | • 54891      | • 55126      |
| • 53066      | • 54474 (2x) | (27x)        | • 55127 (3x) |
| • 53070 (2x) | • 54482 (2x) | • 54893      | • 55305      |
| • 53081      | • 54548      | • 54901      | • 55306      |
| • 53086      | • 54555      | • 54913      | • 55316 (2x) |
| • 53092      | • 54557      | • 54914      | • 55317      |
| • 53095 (2x) | • 54598      | • 54915      | • 55331      |
| • 53120      | • 54601 (3x) | • 54935      | • 55337      |
| • 53186      | • 54636      | • 55001 (4x) | • 55341      |
| • 53211      | • 54701      | • 55013      | • 55345 (2x) |
| • 53212 (2x) | • 54751 (2x) | • 55016      | • 55347      |
| • 53213 (2x) | • 54801      | • 55021      | • 55369      |
| • 53222      | (21x)        | • 55025      | • 55379      |

- 55388
- 55401
- 55405 (3x)
- 55406 (9x)
- 55407 (2x)
- 55410
- 55411
- 55412
- 55413 (3x)
- 55414 (2x)
- 55416 (3x)
- 55417 (2x)
- 55418 (2x)
- 55419 (4x)
- 55420
- 55422 (4x)
- 55423 (2x)
- 55423
- 55424 (3x)
- 55427
- 55428
- 55429
- 55431 (3x)
- 55436
- 55441
- 55449
- 55609
- 55720
- 55721
- 55744
- 55803 (4x)
- 55804 (3x)
- 55806 (2x)
- 55806
- 55808
- 55811 (4x)
- 55812 (4x)
- 55843
- 55902 (3x)
- 55934
- 55987
- 56082
- 56354
- 56431
- 56444
- 58704
- 59715
- 60010
- 60137
- 60177 (2x)
- 60201
- 60304
- 60477
- 77449
- 80033
- 85250
- 95448
- 6315
- Switzer-land
- Belgium

**Q15. During this CAMBA trail trip, in which of the following outdoor activities have you or do you expect to participate? Other (13 Comments)**

- Jet ski (2x)
- Roller skiing (2x)
- Tubing (2x)
- Water skiing (2x)
- Drinking beer
- Eating
- Hiking
- Shop
- Wakeboard

**Q16. Please estimate how much you (individually) have spent or plan to spend on this trip in Bayfield/Sawyer County in the following categories? Other (7 Comments)**

- Forgot money
- Golf
- Kid stuff
- Live here
- Taxes, cabin maintenance
- USFS Pass
- WI Beer Please

**Q17. Do you have any additional comments about your CAMBA Trail experience?  
(276 Responses)**

**General Positive Comments (Great, Awesome, Fantastic, Etc.) (82 Responses)**

- Great trails (12x)
- Awesome (9x)
- Amazing (3x)
- Great! (3x)
- It's awesome (3x)
- Trails are awesome (3x)
- Great trail (2x)
- Excellent trails (2x)
- Keep up the good work! (2x)
- All Good
- Always great
- Amazing trail system
- Amazing volunteer efforts - options for all level
- Awesome as always
- Awesome outdoor resources
- Awesome trails, welcoming community, good folks
- Beautiful area
- CAMBA is doing a great job
- CAMBA trails rock
- Excellent! I have nothing else to say
- Fantastic trails!!!
- Fantastic!
- Fantastic! Nice work.
- 1st rate. Lucky to have them.
- Frikking awesome
- Good
- Good system
- Great
- Great bike trails
- Great job CAMBA
- Great keep up the awesome work
- Great trails here
- Great trails. Keep it up
- Great diversity. Enough trail - maintain what you have
- Happy to be out here, options
- Happy trails
- It's great
- I was pleasantly surprised
- Keep up the great work
- Look good
- Nice trails
- Nope. The trails are great!
- The trail rocks!!
- The trails are amazing
- They are great
- They're awesome
- This place is awesome!
- Trails are great!
- Trails are great! Keep up the work
- Trails great
- Very nice!
- Wonderful

### **Love CAMBA Trails (58 Responses)**

- Love the trails (10x)
- Love it (6x)
- Love them! (3x)
- Love CAMBA (2x)
- Love em (2x)
- Loved it (2x)
- We love them (2x)
- CAMBA is "illegible"- love the trails
- Great love new OO building
- I LOVE CAMBA!
- I love the trails-great fun
- I love them
- I love them, like the easier trails, especially when alone and riding
- I loved every one of the CAMBA trails
- Love
- Love CAMBA great. Trails got better
- Love CAMBA trails. Constantly improving and adding and just awesome!
- Love flowy trails like Tsuga baddy
- Love it! Esp. all the hard work put into to
- Love the addition of more accessible trails for beginner level
- Love the CAMBA trails
- Love the gateway trails. great for the kids
- Love the recent trails being built and expanded
- Love the trail improvements that have been made recently
- Love the trails! Thanks!
- Love them and I love the cameras.
- Love them options double OO building
- Love them variety all levels
- Love them well drained trails
- Love these trails!
- Loved it! It's amazing
- We <3 the Camba trails
- We love coming up here to ride every summer. One of our favorite places
- We love it every time we come
- We love the trails.
- We love them. They drain really well. Trails could be opened earlier in year.
- We love these trails; they are amazing & well maintained. Thank you!
- We love you!! Thanks for volunteering
- Wonderful, love it here

### **Suggestions for CAMBA Trails/Area (39 Responses)**

- 1) human waste terrible at trailhead  
2) dogs should not be allowed on all trails
- Add Bank Turns
- Awesome. More trails pls
- Better signage
- Bike cleaning stations to prevent invasive species. (tire brushes)
- Cable business hours are short and variable in winter
- Don't make too technical
- Easier trails in the area. Less rocks
- Fabulous, Need maps out on the trail
- Grass needs to be cut
- Great trails, love the trail head maps, please look in to building a bike park in Ashland. Also, some trails in Ashland
- Great work on rehabbing trails. Need to work on rock & roots
- Keep Birkie trail Cot to Carle
- Keep building awesome trails!
- Keep building trials and winter fat biking
- Keep expanding and looking forward!
- Keep it safe
- Keep the trails narrow and resist the temptation to blow them really wide. Just because a machine is used doesn't mean they have to lose their natural feeling
- Keep them maintained
- Keep up good work changing shed construction
- Keep up maintenance
- Love the trails, more signage spots
- Maintain the trails. Better trails for beginners
- Modernize old sections, i.e. tree clearance, flow improvement, additional stump lines
- More and larger jump lines and technical features would be great.
- More beginner trails and rentals nearby to help get more people into the sport.
- More flow trails
- More trails please :)
- NA, Jumps
- Need bathrooms at trailheads (Ashwabay)
- Out house at trail head
- Rad excellent build more
- That dirt section just north of Martoll's pothole is super dangerous. Not safe.
- Too Muddy
- Trail description and trail map in brochure should be side by side
- Trails have been great! Bathrooms/Outhouse at Whiting and/or Sky hill trailhead
- Try to make a big loop
- Use same wordage for same trail systems from sign to sign. Make it easier to navigate trail maps to GPS devices
- We <3 these trails! More kid friendly ones would be great!
- Well-kept trails. Work to smooth out some of them
- Would be great to get rid of some of the 2 ways.

### **Specific Positive Comments (24 Responses)**

- Ashwasuy is awesome
- Awesome trails. Tom should get a raise
- Awesome. Love the point to point options
- Excellent trails! Barnes needs help!
- Fantastic place. Can't believe how few people are here!
- Fantastic system. Tsuga Daddy is the best,
- Fantastic! Love the trails! Do the races! Great organization
- Fantastic trails! Such great addition to the community.
- Good like easy
- Greats trails and volunteers
- Like the tread to the beginner and intermediate trails.
- New trail is great
- New trails are great!
- Nice job. Well built and maintained
- Nice signage
- Nice, fast trails
- Really awesome growing and friendly riders
- Really nice and well maintained. would definitely recommend them
- ROAM is fantastic
- So thankful for these great trails so close to home!!
- The new ride arounds are great
- The trails are well-maintained and feasible for newer fat bikers.
- Trails are nice- a little harder for my level- but maybe that is a good confidence builder
- Well maintained, great trails keep us coming back

### **Thanks/Appreciation (19 Responses)**

- Thank you! (4x)
- Awesome trails. Thank you, volunteers,
- Excellent trails. Thank you CAMBA volunteers
- Grateful
- Great! And thank you!
- It's wonderful! Thank you!
- So thankful!
- Thank you for all the trail work!
- Thank you! These trails are an asset to NW Wisconsin
- Thanks for a great system!
- Thanks for adding on at the hospital
- Thanks for the amazing trails!
- Thanks for the awesome trails
- Thanks for the trail
- Thanks!!!
- Wonderful. So grateful

### **Trails are Reason We Come/Moved Here (10 Responses)**

- CAMBA trails caused us to move to Hayward
- Great trails persuaded us to buy a condo as a 2nd home (from Marshfield)
- I come here for these trails
- Moved here permanently because of CAMBA trails.
- One of the reasons why we bought our 2nd home
- The CAMBA trails are the reason I come to N. WI. What a terrific vacation!
- They are the reason for the trip.
- We decided to relocate our vacation home/cabin because of the CAMBA and ski trails- were in Barnes and this area has way more to offer. Spent \$270k on a cabin/property largely because of the trails.
- WE purchased a 2nd home because of the CAMBA trails
- We purchased a 2nd home in this area specifically because of the biking trail system.

### **Best Trails (9 Responses)**

- Best in US
- Best P to P in the woods
- Best trails in the country- Ashwabay
- Best trails I've ridden
- Best Trails!!
- Greatest trail system anywhere
- Ridden all over country, best
- The best in the Midwest
- The best!!

### **Fun (9 Responses)**

- Fun (2x)
- Fun place to be
- Had a great time on Rock Lake trail! really beat me up!!
- So fun!
- Some of the funnest trails I have ever ridden
- Stupid fun!!
- Super fun
- Trails are fun

### **Enjoy/Favorite Trails (8 Responses)**

- Always enjoyable!
- Ashabay is our favorite
- I enjoyed the pump track with my kids
- Like very much
- The CAMBA trails are some of my favorite in the Midwest.
- The trails are amazing and the additional grooming has been very appreciated! Some of our favorite trails to visit. :)
- They were enjoyable
- We like riding them

### **Return/Frequent Trail User (6 Responses)**

- Amazing trails. 7 year returning
- Awesome trails! I will be back!
- Fabulous, can't wait to come back
- Great trails will definitely be coming back
- I have trail run at CAMBA for 4 years and just started mt biking the CAMBA trails
- Wants to ride all CAMBA trails this year

### **First Time/New Trail User (5 Responses)**

- First time
- Love the trails: new for us
- New
- New experience
- New to trails

### **Miscellaneous (9 Responses)**

- AWESOME JOB! Have spoken with multiple people who come here for the biking
- Brought friends with
- Even if I didn't love family, I would still travel
- Impressed with the investment
- Like the idea of family riding
- We're fans and \$ contributors each year
- Wonderful! Well-engineered. I used to think of Hayward as just the Birkie town. Not anymore!
- Always amazed at how the trails evolve. I have been using Camba trails for years
- I ride on Whiting Rd *illegible* to show *illegible* on Whiting.

## Appendix B2 – Part II: CAMBA Trails User Experience Online Survey, 2020 Comments

### **Q1. With which gender do you identify? “Prefer to Self-Describe, please specify” (1 Response)**

- Mostly female

### **Q4. Which of the following have you used to find out about the CAMBA trails? “Other” (53 Responses)**

- Facebook (9x)
- Social media (8x)
- MTB Project/MTB Project app/MTB Project website (3x)
- Trail Forks (2x)
- Trail Forks & MTB Project (2x)
- Been riding and racing on them for many years
- Built trails
- CAMBA country podcast
- CAMBA Facebook page
- CAMBA gravel meeting
- CFTF/Chequamegon Fat Tire Festival/race (2x)
- Club
- Events/races
- Forest service website and social media
- Friends who live up there
- I am a part time resident of the area
- I am a sponsor
- I have been riding CAMBA since before there as singletrack
- I was on the first Board of Directors when it all started
- Live near them for years
- Live nearby
- LSGS
- Mike Weispenning emails
- My bike
- My family lives in the area
- Never heard of them
- Personal experience
- Podcast
- ROAM Adventures
- Salsa Ride Camp event 2015
- Stumbled into it years ago on a camping excursion
- Trail apps and Facebook
- Trail builder
- Trail maps

## **Q6. Why have you not become a CAMBA member? "Other" (79 Responses)**

### **Distance (28 responses)**

- Not local (3x)
- Don't live in the area (2x)
- Too far away (2x)
- Distance to trails
- Do not live in the area. I have a local membership.
- Don't live in Wisconsin
- Don't live in Midwest
- From Twin Cities
- I live far away
- I live out of state and support my local advocacy groups
- I live out of town and am not in the area often
- I moved to Santa Fe, NM
- If I was in the area more often, I would join.
- 
- Live 8 hours away
- Live in different region...I belong to our local chapter of IMBA
- Live out of state
- Location
- Moved further away from CAMBA trails
- Not even close to local - member of all of our local trail organizations
- Not my local trail center. Haven't ridden CAMBA yet.
- Out of area. Only ride there a couple times a year. Belong to two other groups closer to my riding area.
- Out of town
- Proximity
- Very active in 2 other bike clubs and we are 60 miles away.

### **Forget to Do So/Been Meaning To (11 Responses)**

- Lazy/Lazy about joining/Laziness, Apathy (3x)
- Donate typically yearly but just haven't become a member. Always think of it after I donate.
- Got busy and never remember to join
- Have been meaning to join
- Have not gotten around to it
- Just haven't done it but should
- Just haven't ever been
- Just haven't taken the time to join
- Let membership lapse but will renew soon.

### **Use Other Trails/Member of Other Organizations (9 Responses)**

- I spend most of my time on our local trails.
- IMBA Member
- Joined other local trail organization
- Lots of memberships out there. Have to pick and choose.
- Member of a local club
- Member of another regional club; former CAMBA member
- Member of local club; prefer to just donate periodically.
- My IMBA membership goes to the Woolly Trail, my local trail.
- Prioritization of existing memberships with other outdoor groups.

**Do Not Have Time/Would Not/Do Not Use Enough (8 Responses)**

- Do not feel I would get to the trails enough
- Don't get there very often to ride.
- Don't have time
- Don't visit often enough
- Don't visit the area much
- Frequency of mtn biking limited per year to justify
- I don't plan to ride there this year
- Irregular user of trails

**Used to Be Member (6 Responses)**

- I have been for year in the past, I just let it lapse in the last few.
- I have been in the past and try to spread my donation around to multiple trail systems
- I was for a couple of years
- Neglected to renew membership
- Used to be
- Used to be but due to health my riding is limited.

**Website Issues/Process to Join (5 Responses)**

- Have tried to sign up to become a member twice in last two weeks the sign up page is down.
- Oh wait, I might be? A PayPal option is always easier than getting up to get my wallet also.
- Process wasn't user friendly or easy. It is now. Becoming a member today.
- Struggled with the website
- Web site was not working

**Support in Other Ways (4 Responses)**

- I support CAMBA through quarterly cash donations
- No other real benefits besides donation to support the trails
- Typically donate funds without membership
- Use CAMA trails infrequently but pay daily trail fees and make donations

**Miscellaneous (10 Responses)**

- No great reason/No specific reason (2x)
- Business sponsor
- I really have no excuse.
- I'm a college student.
- Out of cash
- When is it due? Am I on the list? Is it a family membership? Has anyone asked?
- You didn't respond to emails about raffles and it made me mad.

**Q9. What types of trails would you like to see more of in the CAMBA trail system? “Other” (54 Responses)**

**Flow (15 Responses)**

- Flow trails (3x)
- Easy flowy trails
- Fast flowy downhill sections would be sweet
- Flow and snow
- Flow trails, jump lines
- Flow Trails, like Makwa
- Flows singletrack, not too technical or rocky
- Flowy with features that you could ride or go around or ride
- Good flow with some features
- Love flow trails of cross country variety!
- More flow trails like Seeley Pass
- More flow trails with optional features.
- Trails with good flow

**Variety (11 Responses)**

- All of the above (3x)
- A mix of trails for all riders
- All of it
- All of the above, but would love some more kid friendly trails near the Ashwabay Cluster
- I think a healthy mix of all types is essential. I'm a fan of technical but beginner friendly trails are vital to welcome new riders and make them feel comfortable
- It's nice to be able to mix it up, both single and double track
- Maintain a variety with none overly dominant. Sustainability and low environmental impact are key.
- Variety is great, but I really like the wooden features like the Tidy Bowl
- Variety is what sets CAMBA apart from other trail systems in the region

**Gravel (7 Responses)**

- Gravel (4x)
- Gravel forest roads
- OK to incorporate gravel and two-track too
- Paved/gravel routes for road and gravel riders who don't want to ride on the shoulders of roads.

### **Easy Yet Technical (5 Responses)**

- Groomed winter, middle (between easy & technical), loops
- I feel we need more flatter sections and easier sections for our easier days and for kids and aging adults...not to mention newer riders. Have a & b lines progressive loops maybe near Cable town or around OO by cookie cutter. If I bring friends or our kids don't always enjoy the main stuff. ( they do love hospital trails) I'd just like to see more easier loops off trail heads that make sense or areas like Cable town. Even near Birkie start would be great. That area doesn't have as many routes out as I'd like a loop to OO cabling and back other than Ojibwa.
- Mostly blue/easy riding with some technical features.
- Nice easy/technical with a break off parallel sections of really technical stuff to allow riders of varying abilities ride together
- Trails that don't require a fully suspended 29er with a drop seat and a willingness to get hurt to get through but have interesting flow and require some technical ability

### **Like Current Selection (5 Responses)**

- Good balance now
- I think that there is a good variety already
- It's a really nice mix right now
- Seeley Pass and Flow Mama are near perfect IMO
- Take care of what is there in the system, keep intermediate singletrack from turning into difficult singletrack

### **Miscellaneous (11 Responses)**

- Double track/lumber roads
- Hill climbs
- I don't ride on trails. 1-2 times/year on the roads.
- More loop trails
- Non-singletrack bike trails in nature, easy stuff for families and low-adrenaline riders. Hospital Loop is ok but short, there could be more of that, maybe see if some Birkie trails can be used?
- Old school singletrack
- Pump track in urban parks – Ashland
- Rolling, burms, fast trail. Not easy though.
- Walking
- Would like to see a Danky Dank experience closer to Hayward.
- Would love some paved trails off of roads so we can use our road bikes more. At Germain Wisconsin has great paved trails for miles. Love them!

**Q16. What are the three trail systems, other than CAMBA, that you have ridden most frequently? (796 Responses)**

**The Midwest (excluding Wisconsin) (465 Responses)**

- Twin Cities/Metro/Minneapolis/ Minneapolis area trails/Minneapolis metro all/Minneapolis Trail System/St. Paul/MORC/MORC Lebanon Hills/Murphy-Hanrehan/River Bottoms/Theo Wirth/Loppet/Elm Creek Park Reserve/Three River Park Trails/9 Mile Creek/Battle Creek Park Trail (144x)
- Cuyuna MTB, Crosby, Ironton, Cuyuna, and Rivertown, MN (70x)
- COGGS/Duluth/Duluth area/Duluth Mission Trail/Duluth ski trails/Duluth trail system/Lester Park/Lester Trails, Duluth MN Lester Trails Duluth, MN (65x)
- Copper Harbor, MI (41x)
- Marquette/NTN/NTN RAMBA/NTN Trails/NTN-Marquette/Ishpeming, MI (31x)
- Carver Lake Park, Woodbury (10x)
- Rochester, MN/Rochester city bike paths/Rochester trail system/Gamehaven, Rochester (7x)
- Brown County, IN, Brown County State Park, Nashville, IN (6x)
- Pincushion, Grand Marais/Grand Marais (5x)
- Spirit Mountain, Duluth, MN (5x)
- Blue Mound State Park, MN (4x)
- Michigan Tech Trails (4x)
- Copper Peak, MI (3x)
- Ironwood, MI (3x)
- MN North Shore (3x)
- Red Wing/Memorial Park trails (3x)
- Winona, MN (3x)
- Decorah, IA (2x)
- Grand Rapids, MN (2x)
- Lutsen, MN (2x)
- Mt. Kato, Mankato MN (2x)
- Piedmont, Duluth (2x)
- Spear Fish, SD (2x)
- Trek trails/Trek's private trails, IA (2x)
- UP: Swedetown Trails, Calumet, MI/Copper Harbor, Houghton (2x)
- Bertram Trails, Monticello, MN
- Big M in Michigan
- Bruno's Run Mountain Bike Trail, Wetmore MI
- Central Iowa Trails
- Chaska, MN
- Chippewa National Forest, MN
- Crosby, MN
- CVASt trails in Cedar Falls, IA
- Dakota Five-O in Spearfish, SD
- Deerfield Lake, SD
- Fort Benjamin Harris, Indianapolis, IN
- Fort Custer, MI
- Gateway Trail, MN
- Glacial Hills, Bellaire Michigan
- Hillside, MN
- Hoosier National Forest, IN
- Houghton, MI
- Isanti County (MN) Parks
- Jubilee State Park, IL
- Keweenaw, UP MI
- Lake Elmo, MN
- Local trails in Rochester, MN
- Love Creek, MI
- Luce Line Trail, MN
- Metro Mountain Bikers
- Michigan
- Minnetonka, MN
- Northern MN Iron Range: Duluth, Crosby, Grand Rapids
- Potawatomi, MI
- Raceway Woods, IL
- South Dakota
- Sugar Bottom - Coralville, IA
- Sugar Bottom Recreation Area, North Liberty, IA
- Superior Municipal Forest, MN
- SW Michigan

- Tioga, MN
- Town Run Trail Park - Indianapolis, IN
- Traverse City, MI - VASA
- Valley Spur, MI

- Welch Village, MN
- Wolverine Trails, MI
- Yankee Springs, MI

**Wisconsin (210 Responses)**

- Kettle Moraine State Forest/Kettle Moraine State Park/John Muir/Kettle Moraine North/Kettle Moraine Southern Unit/Emma Carlin/Greenbush Northern Kettle (44x)
- Levis/Levis Mound/Levis Trow, WI (30x)
- CORBA/CORBA Hickory Ridge/CORBA Lowe's Creek/CORBA Menomin Park/Eau Claire (15x)
- WinMan, Winchester, WI (13x)
- Cambridge/CamRock, Dane County, WI (10x)
- Whitetail Ridge, River Falls/River Falls (9x)
- Hickory Ridge, WI (7x)
- La Crosse/La Crosse HPT (7x)
- Woolly Trails, St Croix Falls (5x)
- Quarry Ridge - Fitchburg City Park near Madison, WI (4x)
- Hartman Creek, Waupaca (3x)
- Hixon Forest, La Crosse WI (3x)
- Reforestation Camp (Green Bay Area) (3x)
- Ringle Trails, WI (3x)
- Spooner/Spooner city trail/Spooner, WI area trails (3x)
- Blackhawk, Middleton, WI (2x)
- CWOCC, WI (2x)
- Glacial Blue Hills/Glacial Blue Ridge, WI (2x)
- KORC/Kinnikinnic Off Road (2x)
- Madison area/Madison, WI area trails (2x)
- Minooka Park, Waukesha (2x)
- Pleasantview/Blackhawk Middleton, WI (2x)
- 
- RASTA/Rhineland (2x)
- Wildcat, WI (2x)
- WORS Race Trails/WORS Series Venues, WI (2x)
- 400 Trail, WI
- Alpine Valley, WI
- Black River Falls State Forest, WI
- Blue Hills, WI
- Boulder Junction, WI
- Duncan Creek Trail, WI
- Evergreen, Sheboygan, WI
- Farm Rd. Trails, WI
- Hayward, WI
- Hiawatha CORBA, WI
- Hickory Creek CORBA, WI
- High Cliff State Park, WI
- Hospital Gateway, WI
- Jack Lake, WI
- Kewaunee County, WI
- Marshfield School Forest, WI
- Minocqua trails, WI
- New Fane, WI
- Pipestone Quarry CORBA, WI
- Quarry Ridge, Madison/Fitchburg, WI
- Raven Trail Minocqua, WI
- Seeley Hills, WI
- Sheboygan County, WI
- Snowkraft, WI
- South Central Wisconsin
- Sparta, WI
- St Germain, WI
- Vernon Trails, Viroqua, WI
- WAMBA, Wautoma, WI
- Wausau, WI
- Wildwood Trail, St. Croix County, WI

**Rest of the U.S. (111 Responses)**

- Moab, UT (10x)
- Bentonville, AR (9x)
- Fruita, CO (6x)
- Sedona, AZ (6x)
- Crested Butte, CO (3x)
- Breckenridge, CO (2x)
- Colorado (2x)
- DuPont State Forest, NC (2x)
- Maah Daah Hey in ND (2x)
- McDowell Mountain Trail System Arizona (2x)
- Patapsco Baltimore, MD (2x)
- Pisgah National Forest - North Mills River/Pisgah National Forest - Ranger Station, NC (2x)
- Scottsdale, AZ (2x)
- Amasa Back Trail area, Moab, UT
- Arches, UT
- Arizona
- Arkansas
- Austin, TX
- Bar M, Moab, UT
- Bear Brook State Park, Allenstown, New Hampshire
- Bend, OR
- Blankets Creek + Rope Mill Park, GA
- Boulder, CO
- Brewer, AZ
- Browns Ranch, AZ
- Bull-Jake Mtn, GA
- California trails
- Canaan Valley, WV
- Central Oregon Trail Association (Bend, OR)
- Coos Trails, Gorham, NH
- Denver, CO
- Dixie Mountain Bike Trails Association - DMBTA - St George, UT
- Durango, CO
- Duthie Hill (Seattle, WA area)
- FATS (Georgia)
- Galbraith Mountain (Bellingham WA area)
- Gold Canyon, AZ
- Grand Ridge (Seattle, WA area)
- Hurricane, UT
- Joaquin Miller Park, CA
- Kingdom Trails, East Burke, VT
- Kurt Gowdy, WY
- Loch Raven Baltimore
- Lunch Loops Grand Junction, CO
- Magnolia Nederland, CO
- Monarch Crest, CO
- N Idaho
- North Georgia, Chattahoochee National Forest
- Oklahoma
- Other COTA trails, Bend, OR
- OZ trails NW AR
- Park City Area, UT
- Phil's Trails, Bend, OR
- Powderhorn, CO
- Reno, NV
- Rosaryville, MD
- Rothrock State Forest, PA
- Round Valley, CA
- S CO
- S Utah
- Salt Lake City, UT
- Santa Cruz, CA
- Slaughter Pen Trail, AR
- Snowmass Aspen trails, CO
- Sonoma, AZ
- Sope Creek, GA
- Steamboat Springs, CO
- TAMBA trails in South Lake Tahoe, CA
- Texas
- Thumb Butte, Prescott, AZ
- Tucson, AZ
- Usery Mountain, AZ
- Whitefish, MT Trails
- Winter Park, CO

**Canada (2 Responses)**

- Mt. Revelstoke, BC
- Whistler, BC

**Undetermined (8 Responses)**

- Silver Lake/Silver Lake Park (undetermined – didn't say Wisconsin or Minnesota (2x)
- Home trails
- Human Powered Trails
- Lake Geneva Canopy Tours
- Private trails
- Sylvan (undetermined location – Sylvan trails in Maine, California, South Dakota)
- Zip Trails

*Q19: Which three of the following influenced your decision to bike the CAMBA trails for the first time?  
"Other" (92 Responses)*

**Proximity (56 Responses)**

- Live here/Live near them/Close to my home/Close by/Proximity to Home/Next to my home (16x)
- Family cabin nearby/Have cabin nearby/Cabin in area (4x)
- Ashwabay is my local trail.
- Bought 2nd home in Hayward
- Bought a cabin in Hayward
- Close to vacation rental cabin
- Convenient
- Family in region
- Found them by accident while exploring from our cabin
- I have a cabin nearby, also Chequamegon
- I live in Hayward
- I'm from Colorado and I visit my family which is from Mason, WI
- In my backyard
- Lake home in Cable, WI
- Local
- Local Event
- Location to Hayward
- Location, my parents bought a cabin near OO trailhead, had skied the Birkie trail so was excited to bike on that terrain.
- Location; close to our cabin
- Nearby
- Only option in the area!
- Only so many trails in Wisconsin/The UP
- Own a cabin in area
- Own a cabin in Cable and love the trails
- Own a cabin in Seeley
- Own cabin in Cable, WI
- Own property in the area
- Proximity to cabin
- Proximity to family cabin
- Proximity, had just recently moved to Hayward area
- Second home in area
- The only local trail systems
- These are my local trails
- Trails closest to home

**Chequamegon MTB Festival/Other Events/Clinics (23 Responses)**

- Chequamegon 40/Fat Tire Race/Festival (6x)
- Borah Epic Race
- CFTF way back in the 90's
- Clinic
- Event
- Fat Tracks came to my bike shop - I learned about the trails from the race, CFTF40
- Festival of Trails
- I participated in a skills weekend.
- Ladies weekend
- Love the Fat Tire, have ridden bits of the system over the years
- Mt. Bike clinic
- Participated in a clinic
- Proximity to Chequamegon 40
- Race
- Race venue
- Races
- Signed up for a women's MTB workshop
- Taste of the Trails Festival
- Was here for work
- Was vacationing in the area
- We hike the trails daily
- When I started biking; the trails are close to home.

**Conditions/Signage/Mapping (3 Responses)**

- Trail conditions
- Usually excellent signage
- Well-mapped

**Not Ridden (3 Responses)**

- Have not ridden CAMBA
- I have never ridden on the CAMBA trails, I am not a biker.
- Never been

**Miscellaneous (7 Responses)**

- Again, this was in the mid 90's and there was almost zero single
- Founding member
- Great opportunity to ride with family and friends
- I helped build them
- Physical conditioning
- Riding before CAMBA, so area excellent.
- Volunteer opportunity

**Q20. The following attributes have been identified as problems with some trail systems. How much of a problem are they on the CAMBA trails? "Conflicts with other activities, please specify" (35 Responses)**

**ATV/UTV/Snowmobile (20 Responses)**

- ATV/ATV users/Noise from ATV/"expletive" ATVs (14x)
- ATV, UTV (2x)
- ATV use is a minor problem
- Intersecting with 4 wheelers
- ATV, snowmobile
- Snowmobiles (just near OO/Janet Road)

**Hiking/Running (7 Responses)**

- Hikers (3x)
- Hikers in winter on groomed trail sections
- Hikers using trails when wet, or getting mad when they encounter riders
- Runners on snow bike trails
- We want to continue to hike on the trails

**Miscellaneous (8 Responses)**

- Hunting (3x)
- Event closures
- Horses, 4 wheelers
- Logging
- Other sporting trails
- Riders blocking trail.

**Q20. The following attributes have been identified as problems with some trail systems. How much of a problem are they on the CAMBA trails? "Other problems, please specify" (32 Responses)**

**Rider Practices/Behavior (5 Responses)**

- Need to promote education of invasive species and consider bike wash stations at major trailheads.
- People riding when trails are wet
- Riders head down going fast forgetting it's a 2 way trail and riders not yielding to the uphill rider
- Sanctioned rides during rain
- Two way trails with people yelling STRAVA and not yielding to uphill riders

**Trail Types (5 Responses)**

- Ability to ride a loop rather than out and back
- Not enough jumps
- Not many loops
- One way trails only
- Shorter beginner loops

### **Signage (4 Responses)**

- Clear road signage to trailheads
- Confusing parking/trail heads
- Signage at gravel road intersections would be nice i.e., what road you're crossing
- The trail signs in the past were impeccable but we have found in the past couple of years signs sometimes scarce and getting a bit lost a problem

### **Cell Service (3 Responses)**

- Cell service
- Cellular service on trail
- Lack of cell coverage

### **Maintenance (3 Responses)**

- Frequent, numerous & unreported downed trees blocking trails
- General wear and tear, erosion
- Some trails clusters have not been maintained and therefore not ridden

### **Mosquitoes (3 Responses)**

- Mosquitos (2x)
- Mosquitoes & tick borne diseases

### **Conditions (2 Responses)**

- Increasing difficulty of newer trails require much more expensive bikes and geared more towards hard core riders
- Sight lines on the southern - Makwa Trails

### **Facilities (2 Responses)**

- Bathroom at the trail head(s) would be amazing!
- Not enough camping options with toilets and showers

### **Miscellaneous (5 Responses)**

- Any
- ATV's
- Hunting season
- Never ridden CAMBA
- Trail running

**Q21. Please tell us how important the following trail characteristics are to you. "Other" (36 Responses)**

**Trail Types (19 Responses)**

- Flow/Flow Trails/Flowing Trail (3x)
- Cluster south of Hayward (2x)
- Ability to link various trails together
- Features
- Flow trails that can be ridden on a variety of types of mountain and fat bikes - exciting to ride and well laid out without requiring super technical skills, tons of boulder hopping, or wall plants
- Jumps and flow trails
- Loop trails
- Old school singletrack please
- One way trails
- Out west, we are building technical features plus easier ways around them
- Pump/flow trails are fun
- Smooth trails (less rocky)
- Stoked to see some jumps and drops being made. Some fast straighter downhill sections would be awesome too
- Technical feature options on moderate trails (like Wall Street) that are great for some, but not required to ride
- Trails for all forms of riders
- Would love to see a singletrack from Cable to Ashwabay.

**Maintenance/Trail Services/Amenities (7 Responses)**

- Well maintained trails (2x)
- Camping on trails would be nice
- Easy to go around large or more dangerous obstacles
- Invasive species tire wash or brush stations, especially with increased interest from non-local riders.
- Reporting and clearing numerous downed trees blocking trails
- Safety/cell phone coverage

**Electric Mountain Bikes (4 Responses)**

- I don't consider e-bikes as motorized vehicle
- Unclear on no motorized vehicles question above. If no, the question is no motorized vehicles around the trails, and not on them
- Would definitely not prefer dirt bikes be allowed but I have no opinion of e bikes.
- You need to look at eMTB; the rest of the world is embracing them. I saw a number of

them in BC this fall and MOAB last spring. I am hoping to ride into my 80's with use of them. I hear the banter, but I look towards them as a way for me to ride into my 80's and allow access to places I may no longer have the physical ability but still have the dream.

**Signage/Mapping (2 Responses)**

- 911 signage
- Decipherable trail maps

**Miscellaneous (4 Responses)**

- Ability to hike
- Fewer mosquitos July/Aug
- MTB culture
- Where CAMBA is catching up with other areas our family has rode in the US is not a very centralized location for family level riding.
- Galena Nordic center in Idaho is a good example that has variety of trails for all members of family with a good spot to eat/drink/lounge after. I see family MTB experiences as the fastest growing areas and many areas have adapted to capture that. Moab is a good example.

**Q23. Please tell us how important the following amenities are to you when deciding where to ride. "Other" (24 Responses)**

**Camping (7 Responses)**

- Camping/Camping opportunities/Campsites (5x)
- Awesome camping
- Camping for both tents and RVs

**Stores/Shops (5 Responses)**

- Grocery/Convenient stores (2x)
- Coffee shop
- Healthy food market
- Bike Rental/Repair Shops

**Friendliness (2 Responses)**

- Community friendliness
- Friendliness and acceptance towards cyclists/MTBers

**Proximity (2 Responses)**

- Close to home
- Proximity to my cabin

**Miscellaneous (8 Responses)**

- Medical facilities (2x)
- I liked it better when there was no cell phone reception
- Races
- Restroom availability
- Swimming beach!
- Trails themselves are most important
- You say important - not for riding, but we do enjoy a good microbrew and a

good bike shop. Wi-Fi is needed if we stay a while and cell is also important for maps and safety. We'll ride but not as regular without cell. Also, if they have lots of big jumps and little room for error - stuff I can't ride with most of my friends. Last, I love climbing and being able to push. Slow technical stuff doesn't nothing for my cardio junky self!

**Q23. Do you have anything else you would like to say about CAMBA? (239 Responses)**

**Positive Sentiments (127 Responses)**

- Keep up the good work (15x)
- Thanks for all you do/Thanks for everything you do (6x)
- A huge thank you to CAMBA for creating and maintaining top notch singletrack trails.
- Appreciate the hard work that CAMBA puts into the trails, thank you!
- As a whole, I truly appreciate all the hard work and dedication that goes into the trail system, those establishments and people that make it a great place to visit, the friendly and inviting culture (for the most part), etc.
- Ashwabay is our local trail cluster, and thanks for putting work into these trails. It is a big reason I enjoy living here.
- Best trail system in the Country! Love the new Gateway Trail, I have taken many beginners there already!
- Best variety of trails within short distance from Twin Cities. Love the extended point to point riding potential. Keep it up.
- CAMBA as an organization and the trails they steward are some of my favorite parts of living in this area. I wasn't familiar with the trails when I moved here, but now I can't imagine living here without them. It's definitely a point of pride as a resident and business owner.
- CAMBA has done an excellent job of creating a lot of miles of trail with a variety of skill and terrain.
- CAMBA has done an exceptional job building and maintaining a great system of trails - love the variety of trails, and also the focus in recent years of great flow trails accessible to intermediate riders but still very fun for all. Hospital trails a great addition. Been riding Rock Lake and other trails since before CAMBA existed and it just gets better.
- CAMBA is a very important organization that provides quality biking opportunities in the area!
- CAMBA is a wonderful organization and they have done an amazing job creating and maintaining the trail system.
- CAMBA is awesome! As valuable as the Birkie to the area.
- CAMBA is kind of the pioneer of the singletrack trail network in the Midwest and has gained preeminence for good reasons. Constantly expanding the variety of trails available for all users and maintaining and improving those trails that are already built will only continue to improve the system. CAMBA trail area is a gem in that it has tons of variety, covers a large area, and is close enough to some of the larger metros to be a nice getaway, but not too close that it's overrun with a million hooligans every weekend. Most of the other big pilgrimage areas get far too many people and that ruins a lot of what can make a place amazing. I really like what CAMBA has been and continues to do, so thank you!!!
- CAMBA is starting to head in the right direction. Keep it up.
- CAMBA is the best in the country.
- Exceptional trail system; keep up the good work.
- Fantastic trail system that is well maintained for all levels of riders! Love the trails and wish I lived closer.
- For my paltry two-week vacation every year I travel from Indiana to CAMBA country to camp and ride the trails, and I've been doing this ever since we discovered CAMBA almost 20 years ago(?). I am impressed by the growth of the trail system and great trail maintenance. It just keeps getting better!!
- Great asset to our outdoor enjoyment, Volunteers are amazing

- Great first experience with CAMBA on the Hayward Hospital trails - great system!
- Great job and thank you.
- Great job on the trails CAMBA.
- Great organization - doing a lot of things right
- Great organization with a dedicated board, staff, and crew. Thank you!
- Great organization, trails get better every year
- Great system will continue to make occasional trips to the Northwoods from western North Carolina.
- Great trail system supported by great volunteers, volunteer organizations and the local shops. The variety of trails is definitely a plus, as are the lack of traffic and natural surroundings. It is nice to have lakes and rivers nearby to cool off in and rinse the dirt off after an afternoon of riding.
- Great trail system. Wish I could bike there more often, but it is a 4 1/2 hour drive.
- Great trails, great people and a beautiful part of the world.
- Great trial system
- Great work CAMBA! Your contribution to the health of so many is greatly appreciated
- I appreciate all the hard work that goes into the trails. My kids are getting more into biking and we have a place in Minong, WI. The hospital trail has been great because it is close for them and we can get ice cream when we're done. We have made trips to find specific features like Flow Mama and 38 Special. Those were a little harder to find but we enjoyed the adventure.
- I appreciate you taking the time to find out what is working and what could be improved. Thanks!
- I bought a second home in the Hayward area in part based on all of the trails systems in the area, Birkie, CAMBA.
- I enjoy your trails very much. There's something for everyone and people are courteous on the trails. Trail maintenance has been very good, and I love the newest one, Tsuga Daddy!
- I first visited in 1995, and we've been back most every year since. We love the signs, singletrack trails, and ongoing maintenance and trail construction. Great job!
- I have always liked how CAMBA has grown and changed over the year.
- I live in Seattle and for the past four years in Vermont and despite the variety of trails I have ridden Mt Ashwabay is my all-time favorite, I am so impressed by this trail system and the diversity of trails offered. Definitely some of the best riding in the US!
- I love CAMBA and everything about northern Wisconsin, that's why I live here!
- I LOVE CAMBA TRAILS!
- I love CAMBA. I have been trying to get back up to Chequamegon for years but haven't been able to.
- I love it. I want to retire there so I can volunteer with you all. And ride all the time. Thank you for everything you have ever done and will do to make CAMBA the best.
- I love the Ashwabay trail system. I am forever grateful to be able to ride it during my time spent in the area a few weeks a summer. I ride 4 times a week in Colorado and I enjoy Ashwabay as much as anything else.
- I love the system! I started riding there many years ago but find it more difficult to find the time. Much going on the CAMBA land as well as other points of interest.
- I love their natural beauty and flow of the trails.
- I love traveling up there to ride. Great trails, tons of trails. Thank you for all you do!
- I started riding CAMBA Trails 12 years ago with my son. The start of each adventure was first to spend a morning building trails the in Rock Lake area with Jim L. I am an old school rider and

prefer the hand-built trails. I have embraced the change to flow trails, but rocks and roots are my things. You all have provided a wonderful MTB area with something for everyone. Good job to the CAMBA organization.

- I think CAMBA is doing an amazing job, even though I've only biked at Ashwabay.
- I think you are doing a great job. Thank you for your efforts
- I truly appreciate all the work done by CAMBA volunteers to keep the trails in great shape through all the challenging weather events that we have experienced in the last several years!!
- I wish I lived closer. You're doing an amazing job and I point to CAMBA as a model for the Mountain Bike organizations I work with in the Northeast! Keep it up. You're a credit to my home state. :-)
- Impressive what this organization has been able to accomplish with mostly volunteers. It really is significant accomplishment to have the variety of trails spread out around NW WI.
- It's been a while since I've ridden there. Really enjoyed the old logging road trails system before all of the singletrack was developed.
- Keep doing what you are doing.
- Keep up the good work, love the trails. Thank you for providing the opportunities to ride.
- Keep up the good work. I will renew my membership
- Keep up the great work! I have only ridden on the Mt. Ashwabay trail system because of my proximity to it. I do look forward to riding the other CAMBA trails, but Ashwabay has everything I look for in a trail system. I really have no negative things to say about the CAMBA trails or their location. I am looking to get away from everyone and beat myself up when I go singletrack riding. Anything less and I might as well get on my road bike.
- Keep up the great work! Love your trails! In need of more Brewery!
- Kick Ass trails!!!
- Love CAMBA. It's a destination several times each year!
- Love it!
- Love the area!
- Love the trails, grateful for the opportunity, and appreciate you all
- Love the trails, thanks CAMBA!
- Love the trails.
- Love them. The trails were one of the major reasons I bought a home in the area.
- Love these trails!
- Moved here for the trails, it was a great decision. There may be better trails elsewhere, but there's no place, as a whole, like CAMBALand.
- My best friend has a cabin on Nelson Lake, and I abuse his hospitality to ride up there 3-4 weekend trips per year. We like to drop a car and do a long ride on 2-3 trails one day, then more moderate loops on the follow-up rides after we're worn out. Not fast but competent on everything you've got. Tried Ashwabay once and loved it, need to get back there. Also enjoy hitting Ammo's or The Sawmill for a post-ride beer. Love New Moon and often rent dual suspension bike there. Hoping to finally get our wives riding now that we've discovered the Hospital Trail.
- Proud to be a member!!
- Really appreciate the great work of CAMBA and the CAMBA staff.
- Really enjoy area and people. Really like the events that support CAMBA. Ron and Jerry are great guys!
- So appreciate the trails and the CAMBA community - it's a pretty special place.
- So grateful to have CAMBA trails in my area. My favorite activity summer, fall, winter, spring!

- Thank you for all of your great work to create such amazing trails. We are impressed with all of your offerings and are proud to be part of CAMBA!
- Thank you for all the hard work. The CAMBA trails are amazing!
- Thank you to all who build and maintain the CAMBA trail system!!!!!!!!!!!!!!!!!!!!
- Thank you to all who build and maintain the trails!!!!!!!!!!!!
- Thank you! Love the trail system and the improvements over the past decade!
- Thanks for all the hard work maintaining the trail system.
- Thanks for all you do! Love the trails and being able to do an activity with our family of varying ability levels.
- Thanks for all your efforts over the years.
- Thanks for all your work. Appreciate the trails.
- Thanks for the great trails. I never knew that where I grew up would be a mountain bike hub!!!
- Thanks for the trail system. I have been riding them for many years.
- Thanks for the trails!
- Thanks to all of the volunteers, keep up the good work!
- Thanks to all the volunteers who maintain the trails
- Thanks!
- Thanks! Nice job on the trails everyone!
- The ability to ride for so long in such a remote environment is one of the most unique things about the CAMBA trails. Great job on building & maintaining such a world class resource.
- The big woods of old growth are what do it for me. Not many places in our region can match it!
- The CAMBA trails are so great and so well maintained and there are so many awesome miles. Thank you!
- The proximity to CAMBA trails was one of the reasons we bought a cabin in Bayfield County in November 2017.
- These trails are an important regional recreational resource, as are the builders/maintainers of the system. I'm lucky to have this so nearby.
- They rock!
- Trails are fantastic.
- Very appreciative of what CAMBA has created."
- We are fortunate to have CAMBA!
- We do not get to use the trails as much as we would like, due to time constraints (stemming from our jobs and parenting). However, CAMBA is valuable to us.
- We like it so much that we bought a cabin in Seeley. See you soon.
- Wonderful core group of people who volunteer a lot of time. The diversity and background of leadership and volunteers has been and continues to be a great strength to the success of the organization. I believe it is a great organization, but one which can continue to get better. This survey is a good example to show how CAMBA desires to get better by staying current and relevant with their connections with riders, supporters, and the community and their needs and priorities. The Hayward Cable Washburn/Bayfield area is fortunate to have CAMBA and the trail system. I am thankful to CAMBA and all who are a part of it.
- You are awesome!
- You guys are doing a great job. Keep it up.
- You may want to discard my survey as I don't get up to CAMBA country but once every couple of years, but I do love what you are doing, and I do love to mountain bike.
- You're doing a great job! Thank you for continuing to make great trails!

### **Trail Types/Trail Suggestions (39 Responses)**

- A few things: I love climbing and when you say hard to me there isn't anything hard on CAMBA trails everything is ride-able, and I link most of the systems together to ride 20-40 miles at a crack, so I don't have a favorite. I ride from Cable a lot and Ojibwa need more loops and flow (it's getting better) maybe more loops from the Birkie start. We ride Boedecker and 00 because two of us can loop back easily for different distances. My wife needs less climbing ( I love climbing). Our kids and my friends need easier stuff that flows without hills to get better. My aging friends aren't feeling as safe on main trails anymore. They go to hospital but need more options. I love what CAMBA does. I've been riding them since 2000 and mobbing since early 90s box before (I'm turning 50 this year). Thanks for all you do. I don't ride Drummond nor northern clusters because they haven't been as kept up or advertised and I'd need better signs to know them or maps.
- A little more variety, especially a few more technical trails options, would help round out all that CAMBA has to offer
- Also, you asked about favorite trails. That was hard to answer because if I am riding Seeley Pass, I will ride at least to Camp 38 (or further) that ride, which encompasses other mentioned trails. The same goes for the Namakagon trail - I will park at Town Hall and ride Namakagon and Rock Lake as a single ride.
- As a long-time rider who is advancing in years and declining in abilities, I welcome the addition of easy trails like the Gateway. I am now an e-bike owner, and I assure you I am far less likely to cause damage than those who frequent technical trails.
- Building more two-way trails to create loops like Hatchery/Mosquito Brooke would be nice and safer!
- CAMBA organization and trails are great. I'd like to see CAMBA focus on maintaining the trails they have built for environmental sustainability while adding a few features (e.g., banked turns, small drops, etc.) each year that the average to advanced rider could enjoy. However, I would prefer that CAMBA not go too far in the direction of expensive, highly engineered machine built trails. For me, I prefer a more natural looking, narrow trail to one that has lots of structures added and lots of disturbance to the forest/natural setting of the trail.
- Doing a great job! Only improvement would be to make a parallel trail in some spots to make one trail uphill only, like at Highpoint. Some more challenging stuff too would be great. I get bored riding at CAMBA sometimes. Not too many challenging trails, just nice long trails. I love going out west to ride where there's more challenges, more rocks, mandatory hike a bike (unless you have great trials skills).
- Excellent system. Would like to see more jumps, drops, and features available.
- Great job! Your excellent trail systems at Ashwabay led me to rediscover my love for mtn biking, I am excited to explore your other great trails once this pandemic is over/controlled. As a resident of Ashland (and a father of a young child) I would like to see a pump track built in Ashland and possibly some trails closer to Ashland. I also think designing and building pump tracks at communities across Wisconsin would be a great way to introduce young riders and help grow the sport. These would potentially be the best bang for your buck at this point. Additionally, it would be great to have some jump lines built in the Ashwabay system. I really like how the Ashwabay system was designed so that riders of all ability levels can ride one area and pick the trail that suits their skill levels.
- Great work guys! I started Mountain Bike at 37 after moving to this area because such great trails exist. Please keep us informed of activities in which we can help.

- Having been with CAMBA since day one I've enjoyed watching the organization grow and become known throughout the Midwest. The funding CAMBA has put toward the recreational infrastructure of the area has an immense long lasting impact on the economic, social and health of our communities. CAMBA Dirt. Dig It.
- Hayward/CAMBA is great place to ride. Plan to get there at least once per year in the future. ROAM is great. Would love a place to stay like that further north.
- I admire the dedication of your people and the community to build and maintain such a large system.
- I love CAMBA trails! My one complaint is they put a skinny on the very easy Patsy Lake trail. Easy trails don't need skinnies! Keep the difficulty consistent.
- I love having this resource available. My ideal ride: quiet, beautiful woods, not singletrack so that I don't need to keep all my attention on the trail, but with hills and some rocks for challenge and fun.
- I would like to see them keep a variety of trails.
- If you could work out more one-ways like Hatchery that would be great.
- Keep building more loop trails to provide more options instead of out and backs. The Mt. Ashwabab system is an amazing example and the shining star of the bunch. Gravity flow trails will bring masses to the sport. Make it easy but engaging to get up, and fun to get down.
- Keep developing those fast, flowing singletracks! Flow Mama and Tsuga Daddy are two of my favorites!
- Keep the trails smooth & flowing.
- Love CAMBA. I have a place south of Hayward (Lac Courte Oreilles) would love to see more trails in that direction.
- Love the CAMBA trails. For me, it's all about the ride. Love singletrack through quiet, remote country. I have never been on most of the more populated, easier, double-track trails. Namakagon and Rock Lake trailheads are mostly my go-to rides, though I like Ojibwa and now Danky Dank, etc. too.
- Love the Gateway Trail in Hayward. You need more entry level trails. Some of us will never be hard core, but we still love to be out there. Some of us need a training ground for our kids and grandkids, before they move on the more technical trails. Please consider building more trails like Gateway.
- Love the old school trails like Ojibwa - most new trail development seems to lean more towards flowy trails.
- Love the remote, long distance, uninterrupted nature of CAMBA. I'm a bit spoiled by Duluth Flow, so parts of CAMBA now seem more difficult, but that's more about me than the trails. Logging activities is a MAJOR buzz kill for me on CAMBA trails.
- Make a trail that goes to a beach/lake to swim. Put in a dock.
- Make more trail, over to Lake Helene
- Make the area near the trail centers welcoming to kids and people new to Mountain Bike. Keep the rest natural, with the occasional expert loop.
- Miles of hand-built naturally technical singletrack is what made CAMBA great. Please don't get caught up in the make everything a flow trail trend.
- More easy trail options, please!
- More singletrack trails out of the 00 trailhead that allows for loops would be great!
- More singletrack!

- Need more technical/jumps/drops. Younger riders are gravitating towards this type of riding. Myself included...(I'm 37). XC is slowing down, Enduro is going up, Downhill going up. Need bigger features built on trails.
- PS: would love to see singletrack for Cable to Ashwabay!
- Some days I do want the technical and other days I like the roll and flow trails.
- Stop sculpting bermed wide trails like roller coasters. We have enough of those! I enjoy them but narrow, technical singletrack is the true nectar.
- Thanks for the trails. Please build more with Dirt Candy trail builders.
- There are many easy to intermediate trails which are important, but it would be nice to have some more difficult and technical trails to challenge our riding skills.
- Would love to see some more "park like" rides with shorter loops with "practice features" i.e. logs, jumps etc., where skills could be easily repeated and honed for application on trails.

### **Trail Heads/Signage/Information/Mapping (15 Responses)**

- At the trail heads, it's not very clear if one should pay/donate
- Beautiful, scenic trails with a variety skill levels. Some trails are challenging to know where to park legally if you are not a local.
- Better trail markings
- From a safety perspective, CAMBA should consider adding location descriptions on YAH postings or trail/road intersections for emergency contact purposes and share that information with emergency services in Bayfield and Sawyer Counties."
- Great organization - keep it up! Main suggestion is a place to go for updated trail construction/condition information that is more current than printed maps. I recall a time last summer when we came off Esker (near Telemark/Spider Lake Road) and our map said there was an ongoing trail, but none could be found.
- I appreciate the backwoods backcountry experience and raw nature of the trails. I see bears on rides frequently. That said, the trail signage could be improved especially in the winter. Hard to not get lost on winter fat bike rides especially with active logging going on.
- I haven't had a chance to ride your trails yet. Still having fun in Duluth. Usually when we are traveling regionally, it's to find better trail conditions than we have here. Up to date condition information (with a posted date, so we know if it's current) is really important to us. Don't want to drive if we don't know if trails are open. Also important are good trail maps and descriptions available online.
- I love the CAMBA trails. I do find it challenging to find trail heads & parking on the trail maps and websites sometimes.
- I really enjoy the trails. The addition of the Hospital Gateway trails have been great. I've had a chance to take a lot of beginner riders there to get them hooked. I would like to see more of that and also some clear trail difficulty ratings so that as the beginners know where to go as they progress.
- I urge CAMBA to consider working with local weed cooperatives and natural resources staff to increase awareness of invasive species. Seek grants or support to fund informational kiosks/signs/brochures and get self-serve bike wash/cleaning stations and boot brushes at major trailheads - especially ones frequented by people traveling long distances. Trailheads, like boat landings with aquatic invasive species, can serve as significant vectors for the spread of invasive species, which can significantly alter the ecological integrity of the natural environment.
- Love the atmosphere, the winter grooming, the quantity, quality and variety of the trails. I love arriving in Hayward and relaxing. My only suggestion is to improve the on-trail signage. I often

find myself wondering where I am, especially riding from the Town Hall trailhead. I am biased in favor of more signs and making the system idiot-proof. I want to be reassured that I am on the correct trail in the correct direction every hundred yards or so. And take more care signing trail crossings and junctions.

- Love the trails. Maps do not seem to clearly mark You Are Here. So easy to get confused with signage.
- Overall, doing a great job, thank you! Some of the trails could be marked better.
- The fundamental problem with CAMBA is that it's extremely difficult to decipher the cryptic route maps. They're all broken into named areas that seem to require you to be a local to understand what/where they are. You need a good overview map that shows the sections (preferably with enough resolution to zoom in on individual sections/clusters and scroll between them to see what is where and how they are (or aren't) connected. If that's not possible on one document then have an overview map and additional detail maps of each section, in pdf or some other format that you can zoom in on to see detail like road names, features, distances, etc. With a bunch of image files, it's nearly impossible to do that. As a result, I just never know where to go ride, it's too confusing to figure out where trails are or how they relate to each other. The cluster names are just hard to figure out where they are. Maybe consider a map with quadrants on it named by direction or something like Central, North, Northeast, etc., so that it's easy to understand how they relate to each other. You have so many trails that doing something that makes it easy to understand the big and detail pictures is paramount. Cuyuna has that problem to some degree, though they have a smaller area to cover, but at least they have a pdf that shows the whole system that you can drill into to scroll around and see the big picture along with enough detail to understand how things fit together and the detail you need to find individual trails and their connections to each other.
- You also asked about my three other trail systems that I ride most often. If I had the chance to name four, I would have added Duluth and will often take a long weekend and ride Duluth on a Friday and CAMBA the rest of the weekend. Finally, I rode Mt. Ashwabay for the first time last summer and loved the trail. I think as this trail gets more popular the trail head parking by the ski area will be too small. Thankfully, you have the ski nearby so that should help. It would be cool to add some bike park/downhill features on the ski hill.

#### **Trail Maintenance (10 Responses)**

- An excellent and extensive system, would prefer maintenance and improvement of existing trails over building of more trails
- CAMBA has very nice trails it does get spread out and some gets out of shape. Also, a better trail maintenance volunteer network would be great, tried to get in the loop for trail maintenance times and groups but only been contacted once, do not use social media so miss the updates there.
- Don't build more trails. Spend more time on maintenance.
- I love the system of trails that has been built in this area; they are one of the main features that I include when I tell people why I like living here. I like the variety of trails available, although at my age I tend to gravitate more to the easy/moderate trails, while still appreciating a challenge. Personally, I think there is an adequate number of trails now; I would like to see maintenance of the trail beds kept up. I don't think there is any problem with brushing, removal of downed wood, etc. but many trails are starting to suffer from heavy use, with soil compaction and erosion leading to exposed roots, more numerous rocks, gullying, and other hazards.

- I would increase my rating of CAMBA from Satisfied to Very Satisfied earlier in the survey if there was a higher occurrence of reporting and clearing downed trees blocking CAMBA trails. Of all the trails I have ridden in North and South America and Europe, CAMBA trails require a significant number of rider stops for downed trees compared to the occasional occurrences on other trails I have ridden elsewhere. Is there a solution in which riders could be incentivized to hand clear and/or report downed trees as my experience is once I report the downed trees they get cleared by volunteers? However, as it seems very few riders are hand clearing and/or reporting the downed trees the trail volunteers do not know about the situation to clear the trail. My CAMBA riding experience is based hand clearing and/or reporting several to up to 20+ downed trees on each ride. To attract more repeat visitors to CAMBA trails, you need to provide a clearer trail-riding experience to avoid the impression of too many rider stops to drag your bike over/around downed trees.
- Last year, I got quite a few ticks, so I appreciate it when the brush is kept to a minimum along the trail.
- Maintenance has always been an issue and I've made this point many times. If you cannot keep up with maintenance on the mileage you have, do not create more trail. Two way trails need more maintenance than they are given as sight lines are important.
- The trail crew has done a remarkable job at reworking and repairing problematic areas to enhance the quality of the singletrack.
- The trail maintenance is fantastic!
- Trail maintenance of Hatchery/Mosquito brook loop. Rehab Esker east of Telemark road to DD, before more gravity lines in Martels. A few sections of Seeley Pass that are showing erosion damage.

#### **Trail Amenities (6 Responses)**

- I am part of a women's bike night that meets once a week on the CAMBA trails and it'd be great to have more of a gathering space at the trail head; it wouldn't have to be big, but picnic tables, bathrooms, etc. would be a favorable improvement.
- I would like to see more amenities at the major trailheads/parking lots (e.g., bathroom, warming hut(?), picnic tables) so that small/med. sized group could gather at the trail heads and eat, build community, and hold events. I think the warming huts at Mt. Valhalla and the new venue at the Birkie O.O. trail head would be something to aspire to.
- I've never checked into whether it already exists, but a drop-off or pick-up shuttle service offered by a shop might facilitate more point to point riding. Specifically, between Hayward, Seeley, and Cable. Many times, I've dropped my wife off in Hayward, drove the car to Cable, rode my bike down to Hayward, and then rode the trails back to Cable. Not a problem, but maybe an opportunity.
- Lastly, some of these amenities (tables, water, bathrooms) would make it easier for me to bring my young kids biking with me- we gotta get them hooked early!
- Love it! More sleeping accommodation choices that are reasonably priced! Cuyuna has state park yurts for \$60/night. Very comfortable and clean right off the trails in nature.
- Points of interest would be nice. Scenic overviews, etc. Destination points.

#### **Electric Mountain Bikes (6 Responses)**

- CAMBA is wonderful but please keep the motorized e bikes out.
- E-MTB is a tough topic. I realize that they wear/damage the trails at an accelerated rate, but after using an e-bike for a long commute daily, it's really allowed me to extend the locations I

ride to. The big benefit is allowing me to ride with friends that are in much better physical health while keeping the group together and moving at a common pace. I think the overall benefit to the sport and bringing in those who aren't ready for a 20-mile MTB ride outweighs the negatives. That said, I would gladly purchase an e-bike trail pass to balance the extra maintenance.

- I am not sure what you are asking for on eMTBs. If they are just e-assist bikes, like are on the market today, I am not opposed to them at all. As a 60 year old rider, I am seeing e-assist bikes as a way that some older riders to keep active in advancing ages. If you are referring to where the e-bike market may be going, in that they will be a full electric drivetrain that wouldn't even require any pedaling - that I am strongly opposed to.
- I do not like e-bikes unless the rider has a physical condition (like Multiple Sclerosis) that makes accessing the trails difficult or impossible without electric assist. The torque from some of the more powerful e-bikes will chew-up trails in areas that a traditional rider won't.
- Keep up the great work, and PLEASE, NO MOTORIZED OR ELECTRIC TRAFFIC!!!
- NO E-Bikes!!!!!!!!!!!!!!

### **Multiple Topics (6 Responses)**

- CAMBA doing fine. Strong proponent easier trails (Hospital), negative E-Bikes. Calm yourself over winter-grooming. Real winter bikers can find a way! How about some trails similar Cable Community Trails my kids love summer and winter! Keep up the fantastic work.
- CAMBA is good, but it could be great. Keep up the building of modern flow trails. Try to get open vistas like at Ashwabay - and even that one hasn't been integrated into a singletrack trail yet. The mosquitos are a huge issue in the summer, so anything to help that would be helpful - maybe screened porch rest areas along the routes? There should also be more amenities like bathrooms and drinking water at the trail heads.
- I love the Cheq forest in all seasons. It is our favorite place to bike. I think the trail crews and bosses do an exceptional job. I mentioned this in the survey, the mosquitos at Rock Lake and that area are out of control in July/Aug. There are natural pesticides that can be used. Rainbow Pest Control in Minneapolis recommends/uses a Chamomile process. I don't just love 2-way trails. If I were queen, I would say the trails have to be ridden in a specific direction as I think it is dangerous.
- Keep up the good work! CAMBA has kept improving their trails over the years. I like fast flow trails like Tsuga Daddy. Please invest in changing facilities/bathrooms at more trailheads. Maintain some old technical trails in the system. Keep funding maintenance of trails. We need to find a way to incorporate e-bikes. I do not personally ride them, but they are coming and there is simply not enough room to tell them to go build their own trails. If the damage is minimal, we need to bring them into the tent.
- Keep up the good work...stay away from wetlands, control erosion, don't fill the forest with man-made structures, and don't screw up streams.
- We bought our cabin in Cable for the MTB trails and to offer it as an Airbnb purely to offer people an affordable lodging option, that isn't camping. We love CAMBA and are always impressed with winter and summer conditions. I love the longer more technical trails, but my wife wishes there were more shorter loop options for her and the dog. We love the Cable and Namakagon clusters and avoid Seeley because we like the peacefulness the trails but enjoy the post ride activities in Cable.

### **Events (5 Responses)**

- Have events mark planned trails all year.
- I rode the single Fat Tire trails out of ROAM Adventures and had a blast this Winter
- Keep up the great work. I would like to see a CAMBA race event put on by CAMBA that maybe highlights some of the newer trails, all singletrack kinda like a mini Borah Epic.
- More events!
- You guys are awesome, and I'm stoked to see you building features like jumps and drops now. Also stoked to see some Enduro events as well. I know most people in the CAMBA area focus on cross country/gravel style riding, but I think the number of more freeride/Enduro focused riders is steadily growing.

### **CAMBA Website/Marketing (4 Responses)**

- CAMBA does an awesome job! Please fix your membership website. I'm probably not the only person that was spurred to join due to this questionnaire only to find out the membership website is down. You may want to consider sending out an email to your list when it's back up. I know I would join then if you did that.
- Keep up the good work You should do more marketing in Milwaukee area and YouTube on mountain bike channels . Maybe even pay YouTube to come film and put on channel and your webpage. Someone BKXC is traveling the states this year. Of course, more camping. Maybe city of Hayward could do campground.
- Let me know when membership web site is up and running
- Thank you, I love the CAMBA trails and I promise to renew my membership. Please don't advertise them too much or it won't be as good. The crowds here in Minneapolis are not getting any better over the last 3 - 5 years and it'd be a shame if the CAMBA trails become overused with angry city people (even though I'm from Mpls., I go there to escape the crowds). Thanks!

### **Local Area (4 Responses)**

- Hayward /Cable area tends to be more expensive in general due to tourism.
- I love the trails and the vibe that is felt in all the local shops and restaurants\bars while in the area.
- I pay per use as I unfortunately don't get up there as much as I prefer due to busy schedules, but when I do ride up there, I love to support the local establishments as much as possible as they make a great time, even better.
- Thank you for all the fun trails CAMBA has built and maintained over the years. It makes the Hayward area both a great place to visit, as well as a great place to live. It would be hard to overestimate what a positive impact that CAMBA has on the 'quality of life' for local residents that take advantage of such a great trail system. Local residents, in turn, benefit from the many visitors that come to and enjoy the area because of the great trail system. THANK YOU!

### **CAMBA Versus Other Trail Areas (3 Responses)**

- For WI, CAMBA is the best hands down. I don't think that CAMBA is average when compared to Marquette, MI's trail systems. Marquette has more elevation to work with, so that's not fair. If I want to make a longer trip/weekend getaway Marquette, MI has more to offer the family members who don't have the drive/passion to ride all day. It's also hard to beat the serenity of Lake Superior. I live in Wausau, WI so it's almost 3 hours to get to CAMBA trails and 4 hours to get to Marquette, MI trails. I believe CAMBA has done a phenomenal job at promoting

mountain bike riding and the trails to support it. Thank you for providing such great trails and memories!! Keep it up :)

- Great improvements in trail varieties, Gateway was a major addition. I think the market capture should now be focused on family riding. Especially with rapid growth in HS riders. Our last 7 family vacations have been to destination areas in US and I always return and compare to CAMBA and ask myself if I'd travel here if I didn't live here??
- I have ridden in other places in the US including North Carolina, Arkansas, out West and Florida. The trails in the Midwest including CAMBA are hard to beat. Love the variety and culture.

#### **Haven't Ridden/Don't Ride Trails (3 Responses)**

- I haven't ridden CAMBA yet (have plans this summer), so my "no opinions" come from lack of first-hand knowledge.
- I ride gravel roads with some asphalt. I don't ride trails.
- I'm not a biker but live in the Northwoods so I feel that the trails are important for the tourism industry here.

#### **Trail Pass/Membership/Donations (2 Responses)**

- I hope to be back there next year for a week or two and will buy a membership or donate when I go.
- I think an annual trail pass should be mandatory. I seem to never get around to joining CAMBA, as I only visit 2-3 times per year. I support the local economy every time I visit and partake in some of the races. But an annual trail pass would ensure the trails get some additional money from people like me every year.

#### **Miscellaneous (9 Responses)**

- I do not think the detail of the gender question is necessary or appropriate.
- I don't own a fat bike but have 3 friends with them. I believe they get people out riding that normally would not be out riding. I think they should be allowed on all trails till evidence suggests otherwise.
- I live in the UP but try to make one or two trips to CAMBA each year. I camp when I come down.
- It makes me sad and anxious to think I may not be able to come ride this spring & summer due to COVID-19. When I realized this, it truly made me sad.
- It would be great to see more programming for kids.
- Joe V is awesome.
- Regardless of skill level, building a welcoming environment is vital. Those that have unreasonably rigid views on issues that ultimately alienate people from responsibly enjoying the amazing biking resource created by CAMBA and their partners, is unacceptable. I hope that CAMBA can continue to build the fantastic resource created so far, long into the future for riders of all skill levels and interests. Thank you all again!
- The logging has been really disruptive the past few years damaging the trails and the overall environment. It is horrible and unattractive to see the destruction and it totally impacts the core reason to come bike the CAMBA Trail system. There should be a buffer zone so the areas by trails are not disturbed. There seems to be no appreciation by Sawyer County for preserving the natural forest versus open large areas for logging.
- We live in Hayward over the summer months and hiking daily on the trails is important to us. We go when we hope others are not there so that we do not disrupt folks biking. We run into 1 or 2 each hike. I hope that we can continue to use the trails.

Appendix C1 – Quantitative Summary of Responses by Question, Part I:  
Chequamegon Area Mountain Bike Association (CAMBA) Intercept Survey, 2020

<b>Q1. Survey Location/Trailhead? (n=403)</b>					
0.2%	Namakagon	7%	North End	20%	Hospital Trail
2%	Rock Lake	37%	County Hwy OO	2%	Ski Hill Road
0%	Wilson Lake	3%	Mosquito Brook	23%	Whiting Road
1%	Camp 38	5%	Hatchery Creek	0.5%	Other <b>See Appendix B1</b>

**Q2. What is your home zip code? See Appendix B1**

**Q3. With which gender do you identify? (n=407)**

Male	Female	Other
66%	33%	0%

**Q4. What is your age range? (n=409)**

Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65+
4%	12%	27%	29%	22%	5%

**Q5. What is your highest level of education? (n=409)**

Some high school	High school/ GED	Some college/ tech school	Associate/2 year degree	Bachelor's degree	Grad/ Professional Degree
0.5%	4%	7%	8%	47%	34%

**Q6. What is your approximate annual household income? (n=402)**

<\$25,000	\$25,000- \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000+	Prefer not to say
1%	8%	11%	12%	25%	27%	15%

**Q7. Approximately how many days a year, in total, do you travel away from home to bike? (n=389)**

0	1	2 - 5	6 - 10	11 - 25	26 - 50	51 -100	101+
3%	4%	15%	21%	29%	20%	10%	2%

**Q8. Approximately how much do you spend each year on cycling related equipment, repairs, clothing and travel? (n=399)**

\$0	\$1 - \$100	\$101 - \$500	\$501 - \$1,000	\$1,001 - \$2,500	\$2,501 - \$5,000	\$5,001+
1%	8%	11%	12%	25%	27%	15%

<b>Q9. Have you ridden</b>	<b>Yes</b>	<b>No</b>
<b>a. on CAMBA trails before? (n=410)</b>	89%	11%
<b>b. on CAMBA trails in the winter? (n=399)</b>	44%	56%

<b>Q10. Including today, how many days have you ridden CAMBA trails in the past 12 months:</b>							
	1	2 - 5	6 - 10	11 - 25	26 - 50	51 - 100	101+
<b>In total? (n=387)</b>	14%	25%	24%	16%	15%	5%	1%
	0	1	2 - 5	6 - 10	11 - 25	26 - 50	51+
<b>In winter? (n=326)</b>	23%	32%	21%	13%	8%	2%	2%

**Q11. Including yourself, how many people are in your group:**

	1	2	3	4	5	6	7	8	9	10	11	12
<b>In total? (n=405)</b>	22%	41%	14%	10%	3%	6%	1%	1%	1%	0.2%	0.0%	0.2%
<b>Riding the CAMBA trails? (n=364)</b>	23%	41%	15%	9%	3%	5%	1%	1%	1%	0.0%	0.0%	0.3%

<b>Q12. Are you a resident of Bayfield or Sawyer County? (if yes, skip to question 17) (n=400)</b>	Yes	No
	28%	73%

**Q13. If your permanent residence is NOT in Bayfield or Sawyer Counties and this is an overnight trip, which of the following describes your accommodations? (n=274)**

9%	Not applicable	8%	Camping/RV
17%	Friend/Relative	23%	Cabin/House rental
7%	Hotel/Motel/Resort	12%	B and B
20%	My second/Vacation home	3%	Other: <b>See Appendix B1</b>

**Q14. For this CAMBA trail trip, how many nights do you plan to stay in the area? (n=265)**

<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11+</b>
15%	6%	40%	20%	6%	3%	2%	3%	1%	0.4%	0.4%	3%

**Q15. During this CAMBA trail trip, in which of the following outdoor activities have you or do you expect to participate? (n=194)**

60%	Hiking/Trail Running	2%	Hunting
31%	Fishing	21%	Cross country skiing
8%	Sailing	5%	Downhill skiing
38%	Paddle sports	6%	Snowshoeing
46%	Swimming	7%	Boating
2%	Horseback riding	2%	Golf
2%	ATV/UTV/Snowmobile	5%	Other <b>See Appendix B1</b>

**Q16. Please estimate how much you (individually) have spent or plan to spend on this trip in Bayfield/Sawyer County in the following categories? (n=152)**

<b>Average Spent</b>	<b>Category</b>
\$176.07	Lodging/overnight accommodations
\$168.35	Food & drink at area restaurants/bars
\$136.45	Groceries/beer/wine/liquor
\$50.27	Entertainment
\$68.26	Shopping (souvenirs, gifts, clothing)
\$71.20	Gas, auto service
\$129.52	Biking expenses (purchase, rental, clothing, etc.)
\$50.67	Outdoor recreation (rentals, equipment, guides)
\$3.19	Gaming (casinos)
\$18.18	Other <b>See Appendix B1</b>

**Q17. Do you have any additional comments about your CAMBA Trail experience?**

**See Appendix B1**

<b>Q18. Would you be willing to complete a more detailed online survey about mountain biking in the Chequamegon Area? (<u>this info will be removed from the dataset prior to doing analysis</u>)</b>	<b>Yes</b>	<b>No</b>
	61%	39%

(emails not published to ensure anonymity)

Appendix C2 – Quantitative Summary of Responses by Question, Part II: CAMBA User Experience Online Survey, 2020

*n* = 384

**Q1 With which gender do you identify?**

Male	Female	Non-binary/ Third gender	Prefer not to say	Prefer to self-describe (please specify) <b>See Appendix B2</b>
72%	27%	0%	0%	1%

**Q2 What is your age range?**

Under 25	25 – 34	35 – 44	45 - 54	55 - 64	65+
1%	6%	20%	31%	31%	12%

**Q3 What is your approximate annual household income?**

Under \$25,000	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000+	Prefer not to say
1%	5%	13%	12%	21%	37%	10%

**Q4 Which of the following have you used to find out about the CAMBA trails? (Select all that apply) *n* = 382**

68%	Word of Mouth - Friends/Family
46%	CAMBA Newsletter
68%	CAMBA Website
55%	CAMBA Brochure/Trail Guide
14%	Local Information Center
48%	Bike Shops
14%	Other (please specify) <b>See Appendix B2</b>

**Q5 Are you a CAMBA member?**

Yes	No	Don't Know
45%	47%	8%

**Display This Question: If Are you a CAMBA member? = No**

**Q6 Why have you not become a CAMBA member? (Select all that apply) *n* = 179**

Didn't know about membership	Too expensive	Forgot to renew my membership	Not interested in joining CAMBA	Other, please specify, <b>See Appendix B2</b>
21%	2%	17%	18%	46%

**Q7 How would you rate your current biking ability?**

Novice	Below Average	Average	Above Average	Expert
2%	3%	33%	51%	11%

**Q8 How far do you typically ride on an average day?**

5 miles or less	6 – 10 miles	11 – 20 miles	More than 20 miles
9%	26%	42%	24%

**Q9 What types of trails would you like to see more of in the CAMBA trail system? (Select all that apply) n = 384**

Easy riding singletrack	Technical singletrack	Trails with jumps, drops, rollers and wooden features	Don't know/No opinion	Other (please specify) <b>See Appendix B2</b>
58%	50%	29%	7%	14%

**Q10 Have you ridden on CAMBA trails in the past three years?**

Yes	No	Don't Know
95%	5%	0%

*Display This Question: If have you ridden on CAMBA trails in the past three years? = Yes*

**Q11 In the past three years, approximately how many times have you ridden the following CAMBA clusters? (If you have not ridden a given cluster, please enter a 0).**

	Seeley	Hayward	Cable	Mt. Ashwabay	Namakagon	Delta	Drummond
# of Times Ridden	4,519	4,057	3,797	3,025	2,863	159	155
Avg/Mean	15	14	13	18	13	3	4
Median	8	7	5	3	5	2	2
Count (n =)	297	284	293	165	225	49	42

*Display This Question: If Have you ridden on CAMBA trails in the past three years? = Yes*

**Q12 What are your three favorite CAMBA trails? (Select up to three trails) n = 347**

18%	Hatchery Creek	3%	Treasures' Trace
20%	Hospital Gateway	19%	Rock Lake
31%	Makwa	19%	Namakagon
42%	Seeley Pass	16%	Patsy Lake
34%	Flow Mama	6%	Hot Saw
18%	Ojibwe	7%	Diesel Bear
9%	Dirt Candy	8%	Trogdor
4%	Esker	6%	Lady Slipper
8%	Danky Dank	20%	Tsuga Daddy

**Q13 How do you feel about permitting electric mountain bikes (eMTB) on the CAMBA trails?**

Strongly oppose	Oppose	Neutral/No opinion	Favor	Strongly favor
12%	18%	45%	18%	7%

**Q14 Overall, how satisfied are you with the CAMBA trails?**

Very satisfied	Satisfied	Neutral/No opinion	Dissatisfied	Very Dissatisfied
68%	28%	3%	0%	0%

**Q15 Have you ridden on any other trail systems in Wisconsin, the Midwest or elsewhere in the U.S.?**

Yes	No
87%	13%

*Display This Question: If Have you ridden on any other trail systems in Wisconsin, the Midwest or elsewhere in the U.S.? = Yes*

**Q16 What are the three trail systems, other than CAMBA, that you have ridden most frequently? See Appendix B2**

*Display This Question: If Have you ridden on any other trail systems in Wisconsin, the Midwest or elsewhere in the U.S.? = Yes*

**Q17 Overall, how do CAMBA trails compare to other trails you have ridden in:**

	Not Applicable	CAMBA is Better	CAMBA is Average	CAMBA is Worse
Wisconsin	0%	87%	12%	0%
the Midwest	0%	70%	29%	0%
the Rest of the US	0%	46%	51%	3%

*Display This Question: If Have you ridden on any other trail systems in Wisconsin, the Midwest or elsewhere in the U.S.? = Yes*

**Q18 In terms of degree of difficulty, how do CAMBA trails compare to other trails you have ridden in:**

	Not Applicable	CAMBA is Easier	CAMBA is Average	CAMBA is Harder
Wisconsin	0%	6%	72%	22%
the Midwest	0%	10%	74%	16%
the Rest of the US	0%	45%	50%	5%

**Q19 Which three of the following influenced your decision to bike the CAMBA trails for the first time? (Select up three) *n* = 382**

- 26% Long distance trails
- 52% Deep woods/wilderness-like environment
- 15% Lack of crowds
- 17% Local mountain bike culture
- 48% Quality of trails
- 23% Variety of trails
- 28% Reputation of its trail system
- 25% A friend's recommendation
- 7% A bike shop's recommendation
- 2% Tourism office/brochure recommendation
- 25% Other (please specify) **See Appendix B2**

**Q20 The following attributes have been identified as problems with some trail systems. How much of a problem are they on the CAMBA trails?**

	No Opinion	Not a Problem	Minor Problem	Moderate Problem	Serious Problem
Dangerous road intersections	6%	77%	16%	1%	0%
Lack of restrooms	6%	48%	35%	10%	1%
Lack of drinking water	4%	43%	38%	15%	0%
Lack of trail direction signs	3%	52%	31%	11%	2%
Confusing trail markings	4%	50%	31%	13%	2%
Lack of services (e.g. food and drinking establishments, bike shops, etc.)	3%	73%	21%	2%	1%
Lack/Poor trail maps	5%	68%	20%	5%	2%
Inadequate trail maintenance	4%	77%	15%	4%	1%
Logging activity	8%	37%	39%	13%	2%
Conflicts with other activities <b>see Appendix B2</b>	28%	58%	11%	3%	0%
Other problem <b>see Appendix B2</b>	59%	32%	3%	4%	2%

**Q21 Please tell us how important the following trail characteristics are to you.**

	No Opinion	Not Important	Slightly Important	Important	Very Important
Singletrack trails	1%	2%	5%	23%	69%
Technical trails	1%	20%	28%	31%	19%
Quiet, natural surroundings	1%	1%	8%	33%	58%
Seeing wildlife/birds	2%	14%	34%	31%	20%
Include points of interest	3%	26%	45%	22%	4%
No motorized vehicles (not including eMTB)	3%	9%	14%	27%	47%
Parking availability	1%	14%	34%	44%	7%
Lack of crowds	1%	4%	31%	46%	18%
Information on historical/natural features	1%	38%	47%	13%	1%
Easy trails	2%	17%	37%	33%	11%
Moderate trails	1%	2%	19%	58%	20%
Hard trails	2%	19%	25%	42%	13%
Variety of trails	1%	2%	6%	41%	50%
Other see Appendix B2	77%	6%	2%	6%	9%

**Q22 From the following drop down list, which is the most important thing you consider when deciding which trail you will ride?**

45%	Singletrack trails	0%	Information on historical/natural features
5%	Technical trails	5%	Easy trails
9%	Quiet, natural surroundings	8%	Moderate trails
0%	Seeing wildlife/birds	1%	Hard trails
0%	Includes points of interest	16%	Variety of trails
2%	No motorized vehicles	6%	Other
0%	Parking availability		
3%	Lack of crowds		

**Q23 Please tell us how important the following amenities are to you when deciding where to ride.**

	No Opinion	Not Important	Slightly Important	Important	Very Important
Fast food restaurants available	2%	83%	13%	2%	0%
Sit-down restaurants available	2%	45%	36%	16%	1%
Take-out restaurants available	3%	70%	23%	4%	0%
Taverns/Brew pubs available	2%	33%	30%	27%	9%
Recreational equipment rental businesses	3%	63%	25%	8%	1%
Equipment repair shops	2%	26%	42%	26%	5%
Music and entertainment options	2%	59%	29%	8%	2%
Lodging options (hotels, motels, B and B places)	4%	48%	26%	19%	3%
Cell service coverage	1%	28%	36%	26%	9%
Wi-Fi access	2%	65%	21%	10%	2%
Sporting goods stores	2%	61%	27%	8%	1%
Gambling/Casinos	3%	96%	1%	0%	0%
Community festivals	3%	51%	34%	11%	1%
Other <b>see Appendix B2</b>	78%	9%	3%	3%	7%