



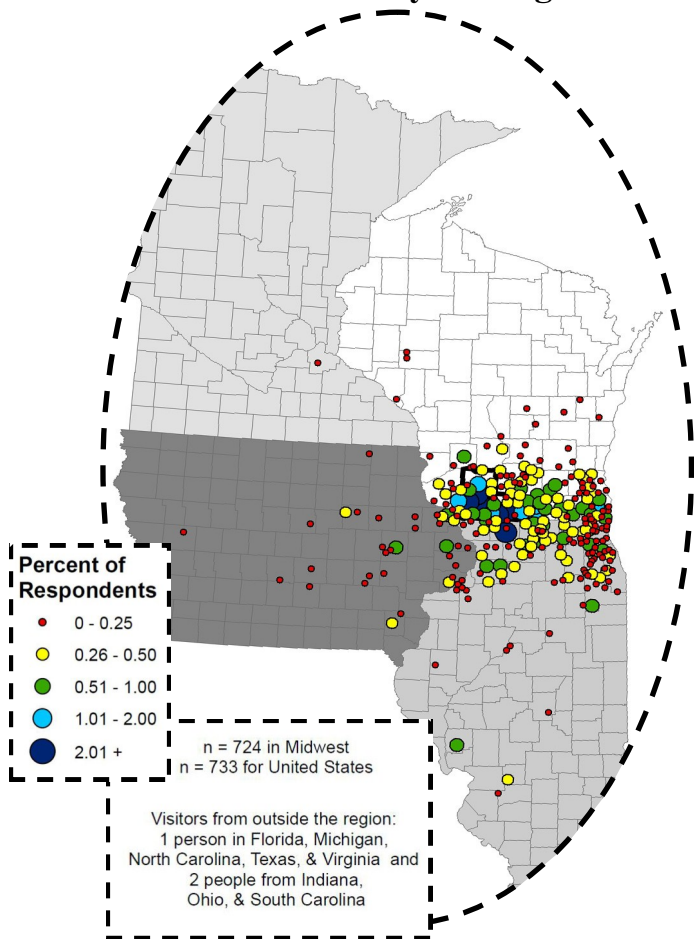
Cheese Country Trail Study Results



This is one in a series of three fact sheets regarding the year-long study of the Cheese Country Trail (Nov. 2010-Oct. 2011).

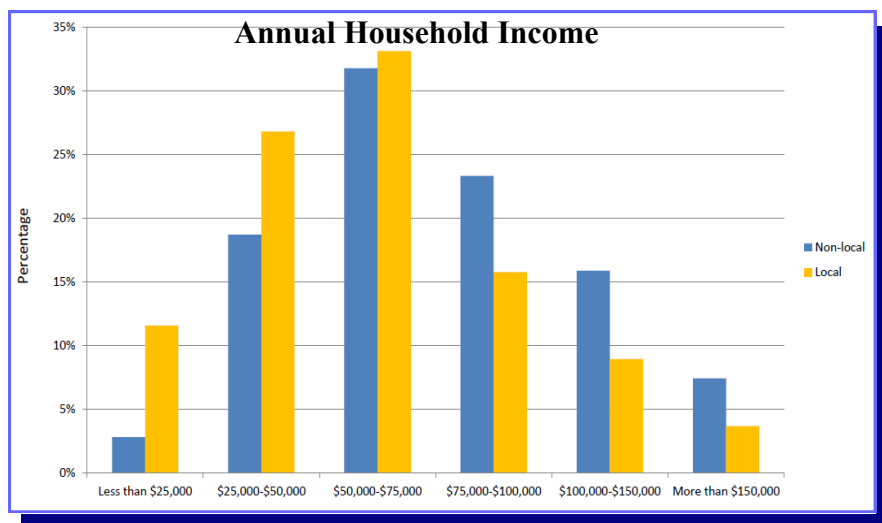
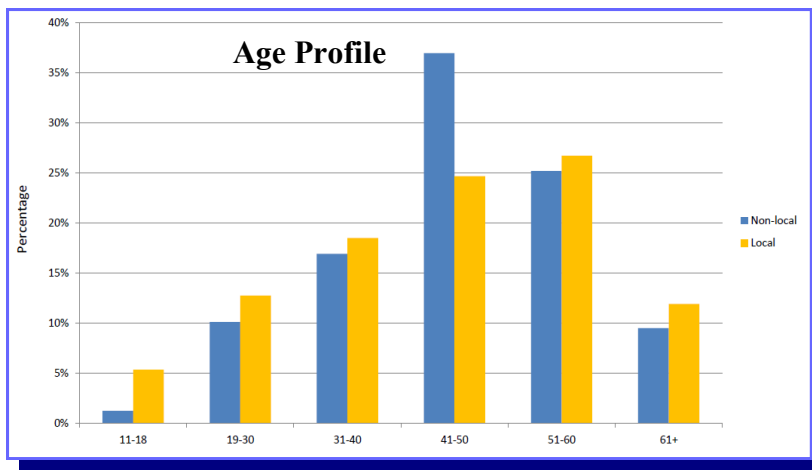
Characteristics of Users

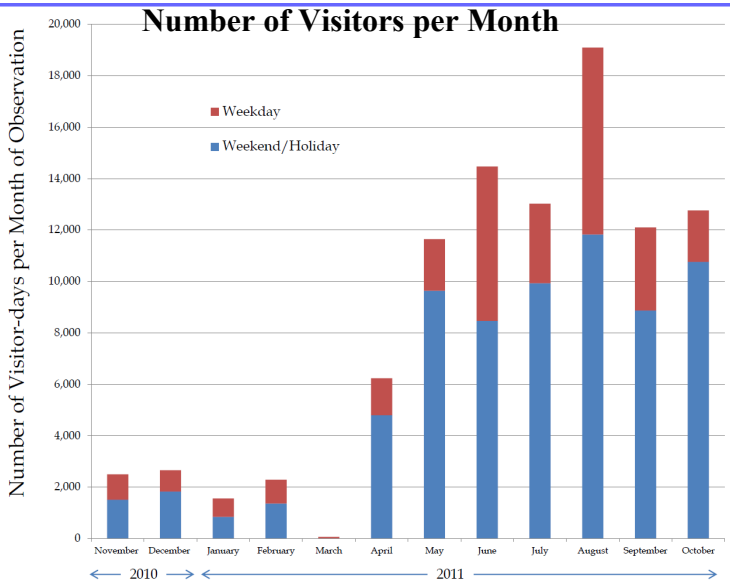
Community of Origin



At a Glance:

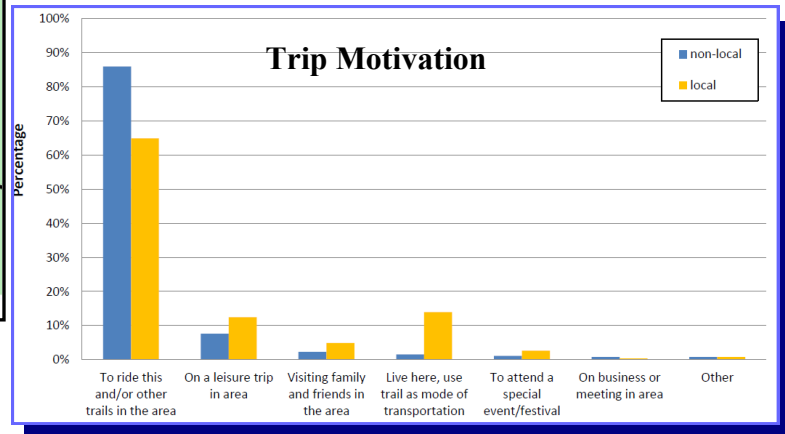
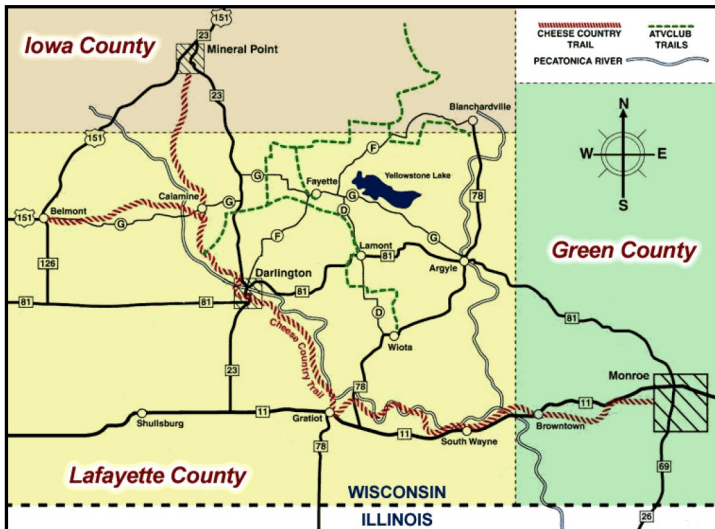
- Two-thirds of all trail users were not from Green, Iowa or Lafayette counties.
- The average age of users was in the mid-40s with non-local trail users tending to be older than local trail users.
- Non-local trail users were more apt to be college educated and had significantly higher household incomes when compared to local Cheese Country Trail users.





At a Glance:

- During the 12 month study period, 98,000 people used the trail. Almost 75 percent of all visits occurred on weekends or holidays.
- The majority of Cheese Country Trail usage occurred between Memorial Day and Labor Day.
- A modest amount of snowmobile usage occurred during the winter of 2010-2011 but was hampered by lack of snow and trail closures.
- Those who drive ATVs, UTVs and snowmobiles are the main users of the trail.
- The Cheese Country Trail was the primary reason why most non-local users visited Green, Lafayette, or Iowa Counties.



This fact sheet provides a brief summary of the final report of the year-long study of the Cheese Country Trail. This collaborative effort of local groups and Cooperative Extension was designed to assess how many people are using the trail, the user characteristics and the user perceptions of trail conditions. Results of the study are intended to be used to improve recreational experiences for future trail users and to assist local businesses and units of government in creating economic development strategies related to tourism. The final report, an overall evaluation of local economic impacts of this important recreational asset, is available online at the Green County UW Extension website <http://green.uwex.edu/>. Two additional fact sheets, *Economic Impact* and *Future Directions* are also available.

During the 12 month study period (November 2010-October 2011) seventy four local volunteers spent more than 1,400 hours collecting data summarized in the report. They conducted 683 randomly allocated two hour trail observations and a total of 730 face-to-face interviews. Results of their work highlight several important implications for outdoor recreation planning and local economic development.

The Cheese Country Trail is a multiple-use trail system meandering through 48 miles of rural countryside from Monroe to Belmont and Mineral Point. It is open to all-terrain vehicles (ATVs), utility terrain vehicles (UTVs), snowmobiles, off-road dirt bikes, mopeds, motorcycles, and non-motorized uses (horses and horse-drawn conveyances, bicycles and hikers). For more information regarding the trail, go to the Tri-County Trails websites at www.tricountytrails.com