

# Michigander Bike Event Survey

Sponsored by Michigan State University and the Michigan Dept. of Transportation

Thank you for agreeing to complete this survey about your Michigander bike experience. Please read each question carefully before responding. Answer to the best of your ability and save any additional comments for the end. Your responses will help the organizers of the event the destinations involved and the organizations which build and maintain trails in Michigan.

**This first section asks about your experience with the Michigander.**

1. Was this your first ride in the Michigander bike event? (✓ one)

YES, CONTINUE TO QUESTION 2

NO A. HOW MANY PREVIOUS TIMES HAVE YOU RODE IN THE EVENT? \_\_\_\_\_ TIMES

B. IN WHAT YEAR DID YOU LAST RIDE IN THE EVENT? \_\_\_\_\_ YEAR

2. Have many times in the last 5 years have you participated in similar sport tourist events?

\_\_\_\_\_ (number of times)

\_\_\_\_\_ (type of event, e.g. running, swimming)

3. How many times have you participated in bicycling events in 2004?

\_\_\_\_\_ (number of times)

2. Was the Michigander the primary purpose of your trip? (✓ one)  YES  NO

3. Who accompanied you on this bike event and trip? (Fill in a number for those that apply)

**In your travel party:**

**How many?**

FAMILY MEMBERS WHO RODE IN THE EVENT \_\_\_\_\_

OTHERS BESIDE FAMILY WHO RODE IN THE EVENT \_\_\_\_\_

FAMILY OR FRIENDS WHO DID NOT RIDE IN THE EVENT \_\_\_\_\_

4. How much influence did the location of the trails had on your decision to ride in the 2005 Michigander? (✓ one)

NO INFLUENCE  
WHATSOEVER

NOT MUCH  
INFLUENCE

SOME  
INFLUENCE

MODERATE  
INFLUENCE

A LOT OF  
INFLUENCE

5. How many days did you ride in the Michigander and how many nights were you away from home? (fill in a number) \_\_\_\_\_ NUMBER OF DAYS RODE IN EVENT

\_\_\_\_\_ NUMBER OF NIGHTS AWAY FROM HOME

6. How satisfied were you with the Michigander on the following items? (circle a response)

	Very Poor	Poor	OK	Good	Very Good
CONDITION OF THE KAL HAVEN TRAIL	1	2	3	4	5
OVERALL MICHIGANDER EXPERIENCE	1	2	3	4	5

**7. In the following two years, how likely are you to? (✓ one for each)**

	Extremely unlikely	Quite unlikely	Quite likely	Extremely likely
RIDE THE KAL HAVEN TRAIL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VISIT SOUTH HAVEN FOR VACATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VISIT VAN BUREN COUNTY TO PARTICIPATE IN A SPORT TOURIST EVENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VISIT SOUTH HAVEN TO PARTICIPATE IN ANY TYPE OF SPORT ACTIVITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**This second section includes questions about your emotions and beliefs on the Michigander event and the destination of South Haven**

**8. The following statements are about how much the Michigander offered you as a sport tourist event. Please indicate your opinion on a seven-point scale where 1=offers very little, 7=offers very much. (Circle a response on each line)**

<i>Please circle one answer on each line</i>	Offers very little	Offers little	Offers somewhat little	Neither little nor much	Offers somewhat much	Offers much	Offers very much
	1	2	3	4	5	6	7
Quality of infrastructure (trails)	1	2	3	4	5	6	7
Personal safety	1	2	3	4	5	6	7
Suitable accommodations	1	2	3	4	5	6	7
Friendly participants	1	2	3	4	5	6	7
Interesting attractions along the trail	1	2	3	4	5	6	7
Beautiful scenery/natural attractions	1	2	3	4	5	6	7
Unpolluted/unspoiled environment	1	2	3	4	5	6	7
Good food	1	2	3	4	5	6	7
Good service during meals	1	2	3	4	5	6	7
Trained staff	1	2	3	4	5	6	7
Appealing recreational activities during the event	1	2	3	4	5	6	7
Opportunities for tourism activities at overnight destinations (e.g. sight seeing, museums)	1	2	3	4	5	6	7
Hygiene and cleanliness	1	2	3	4	5	6	7
Good organization	1	2	3	4	5	6	7

**9. How do you feel about the Michigander as a sport tourist event? (Circle a response on each line)**

	FOR ME, THE MICHIGANDER SPORT TOURIST EVENT WAS...							
Boring	1	2	3	4	5	6	7	Interesting
Unpleasant	1	2	3	4	5	6	7	Pleasant
Unenjoyable	1	2	3	4	5	6	7	Enjoyable
Bad	1	2	3	4	5	6	7	Good
Undesirable	1	2	3	4	5	6	7	Desirable
Unattractive	1	2	3	4	5	6	7	Attractive
Sleepy	1	2	3	4	5	6	7	Arousing
Gloomy	1	2	3	4	5	6	7	Exciting
Distressing	1	2	3	4	5	6	7	Relaxing

**10. How much do you agree or disagree with the following statements about participation in the Michigander?**

*Please circle one answer on each line*

	Totally disagree	Moderately disagree	Somewhat disagree	Neutral	Somewhat agree	Moderately Agree	Totally agree
My family disapproves of my participation in the Michigander	1	2	3	4	5	6	7
My friends support of my participation in the Michigander	1	2	3	4	5	6	7
My family disapproves of me visiting South Haven as a tourist	1	2	3	4	5	6	7
My friends approve of my bike trip to South Haven	1	2	3	4	5	6	7
I have the financial resources to participate in the Michigander	1	2	3	4	5	6	7
I have the physical resources to participate in the Michigander	1	2	3	4	5	6	7

**11. In the past 5 years:**

**A. how many times have you visited South Haven as a tourist?**

\_\_\_\_\_ NO. OF TIMES

**B. How many times have you taken a trip to Van Buren county to participate in a sport tourist event?**

\_\_\_\_\_ NO. OF TIMES

**12. The following statements are about how much South Haven offered you during your stay there.**

**Please indicate your opinion on a seven-point scale where 1=offers very little, 7=offers very much.**

*(Circle a response on each line)*

*Please circle one answer for each line*

	Offers very little	Offers little	Offers somewhat little	Neither little nor much	Offers somewhat much	Offers much	Offers very much
Good nightlife and entertainment	1	2	3	4	5	6	7
Quality of infrastructure	1	2	3	4	5	6	7
Personal safety	1	2	3	4	5	6	7
Standard hygiene and cleanliness	1	2	3	4	5	6	7
Suitable accommodations	1	2	3	4	5	6	7
Good quality restaurants	1	2	3	4	5	6	7
Great beaches	1	2	3	4	5	6	7
Friendly people	1	2	3	4	5	6	7
Great museums	1	2	3	4	5	6	7
Interesting historical attractions	1	2	3	4	5	6	7
Beautiful scenery/natural attractions	1	2	3	4	5	6	7
Good value for money	1	2	3	4	5	6	7
Unpolluted/unspoiled environment	1	2	3	4	5	6	7
Good climate	1	2	3	4	5	6	7
Opportunities for sport activities	1	2	3	4	5	6	7
Shopping facilities	1	2	3	4	5	6	7

**13. How do you feel about South Haven as a vacation destination? (Circle a response on each line)**

	FOR ME, SOUTH HAVEN AS A VACATION DESTINATION WAS...							
Gloomy	1	2	3	4	5	6	7	Exciting
Unpleasant	1	2	3	4	5	6	7	Pleasant
Sleepy	1	2	3	4	5	6	7	Arousing
Distressing	1	2	3	4	5	6	7	Relaxing
Unfriendly	1	2	3	4	5	6	7	Friendly

**This third section includes questions about your general biking interest**

**14. How long have you rode bikes on roads and trails for recreation? (fill in a number) \_\_\_\_\_ NO. OF YRS**

**15. How often do you bike ride on trails as a recreational activity? (✓ one)**

- EVERY DAY (AS WEATHER PERMITS)     
  ONCE A WEEK     
  ONCE A MONTH  
 SEVERAL TIMES A WEEK     
  SEVERAL TIMES A MONTH     
  FEW TIMES A YEAR

**16. How many bikes are in your household? (fill in a number) \_\_\_\_\_**  
 \_\_\_\_\_ NUMBER OF MOUNTAIN BIKES  
 \_\_\_\_\_ NUMBER OF ROAD BIKES

**17. How many bike events like the Michigander have you participated in the past five years?(fill in a no.)**  
 \_\_\_\_\_ NUMBER OF BIKE EVENTS IN PAST FIVE YEARS

**18. How many bike vacations other than the Michigander have you taken in the past five years?(fill in a no.)**  
 \_\_\_\_\_ NUMBER OF BIKE VACATIONS IN PAST FIVE YEARS

**19. What groups are you a member of this year? (✓ all that apply)**

- LEAGUE OF AMERICAN BICYCLISTS     
  LEAGUE OF MI BICYCLISTS  
 RAILS TO TRAILS CONSERVANCY     
  MICHIGAN MOUNTAIN BIKE ASSOCIATION  
 INTERNATIONAL MOUNTAIN BIKE ASSOCIATION     
  LOCAL BICYCLE ORGANIZATION  
 NATIONAL OFF ROAD BICYCLE ASSOCIATION

**20. Had you previously rode on the KAL HAVEN Trail before this year's Michigander event?**

- NO     
  YES, HOW MANY TIMES IN THE PAST 12 MONTHS? \_\_\_\_\_ NUMBER OF TIMES

**The final section of the survey asks for descriptive information on your household. This information will be kept in the strictest confidence and used for statistical purposes only.**

**21. How many adults and children live in your household? (fill in a number)**

\_\_\_\_\_ NUMBER OF ADULTS INCLUDING YOURSELF      \_\_\_\_\_ NUMBER OF CHILDREN (UNDER 19)

**22. What is your present employment status? (✓one)**

- EMPLOYED, FULL-TIME     
  RETIRED     
  UNEMPLOYED     
  STUDENT  
 EMPLOYED, PART-TIME     
  SELF-EMPLOYED     
 HOMEMAKER     
 OTHER

**23. Which statement best describes your total 1998 annual household income (from all sources and before taxes)? (✓ one)**

- LESS THAN \$20,000     
  \$40,000 - \$59,999     
  \$80,000 OR MORE  
 \$20,000 - \$39,999     
  \$60,000 - \$79,999

Thank you for completing this survey. Please return it in the envelope or to C. Vogt, Michigan State Univ., 131 Natural Resources Bldg., East Lansing, MI. 48824-1222. If there is anything else to add, please include it on an additional sheet.