

Visitor Demographic Information for Regional Parks and Trails

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Metropolitan Parks and Open Space Commission



2016 Regional Parks System Visitor Study

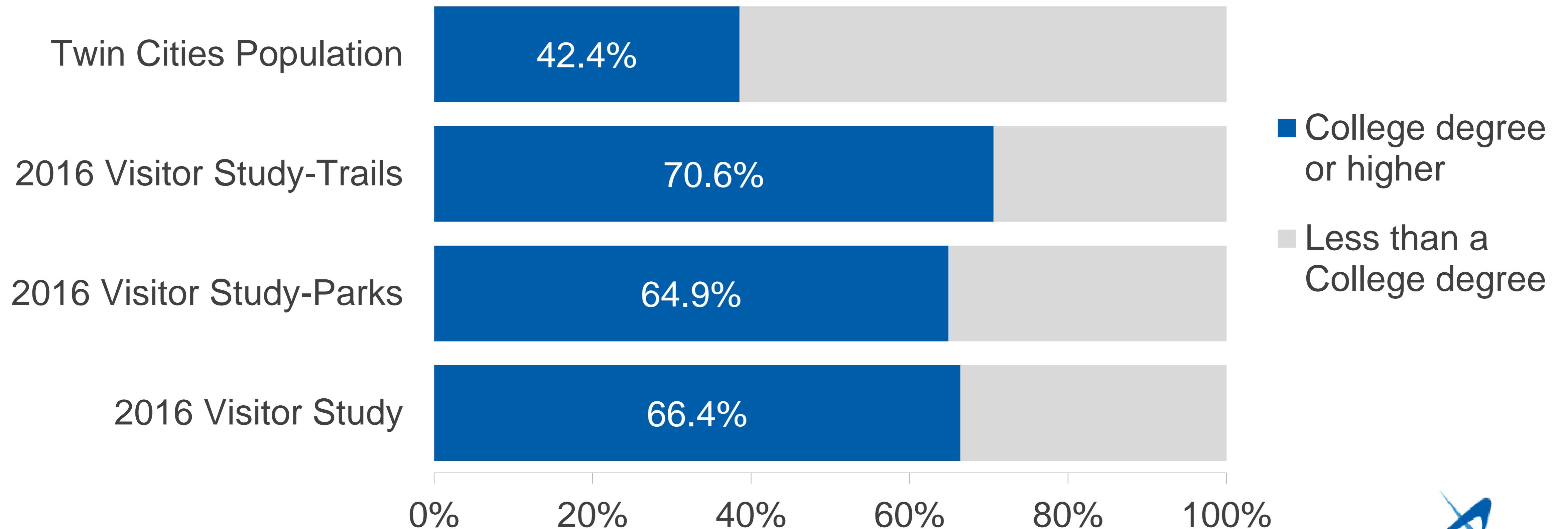
- Data collected from Regional Park System visitors in all 117 regional park and trail units open to the public
 - Memorial Day-Labor Day
 - Council and agencies provided survey intercept locations
 - Data collection was randomized—day, time, park/trail, intercept location within park/trail
- Study designed to provide representative data for the 10 regional park implementing agencies and the region
 - Proportional to annual number of visits to each unit
 - Parks and trails with higher # of visits had higher survey quotas, proportional
 - Not representative of individual regional parks and trails
- 5,459 regional park and trail visitors participated in study

Additional Analysis in 2018

- Explore sociodemographic differences between regional park and trail visitors and the population
 - Regional-level
 - Agency-level
 - Socioeconomic and demographic variables explored:
 - Race and Ethnicity*
 - Annual Household Income*
 - Disability Status*
 - Age*
 - Educational Attainment
 - Gender
- * Subpopulations identified in *2040 Regional Parks Policy Plan*

Educational Attainment

Visitors skew **college-educated**



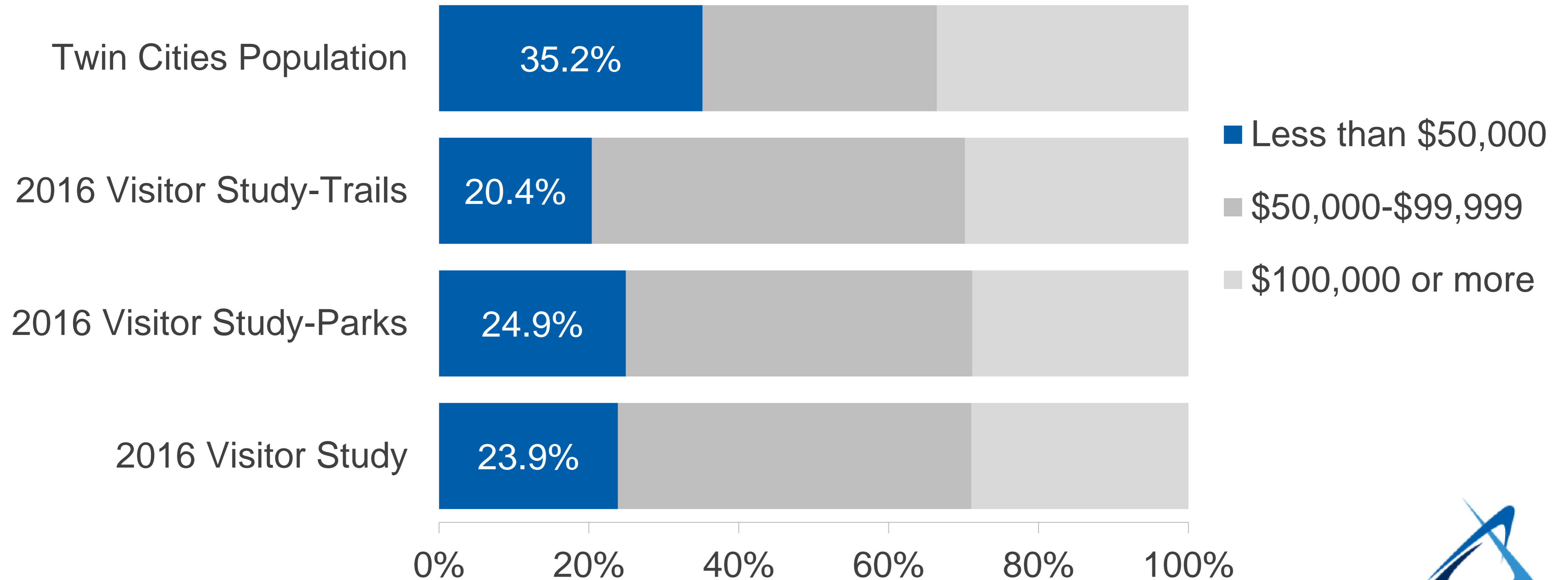
Sources:

Twin Cities Population—U.S. Census Bureau, *American Community Survey*, 2012-2016
Regional Park System—2016 *Regional Park System Visitor Study*



Household Income

Fewer **lower-income** visitors than the region

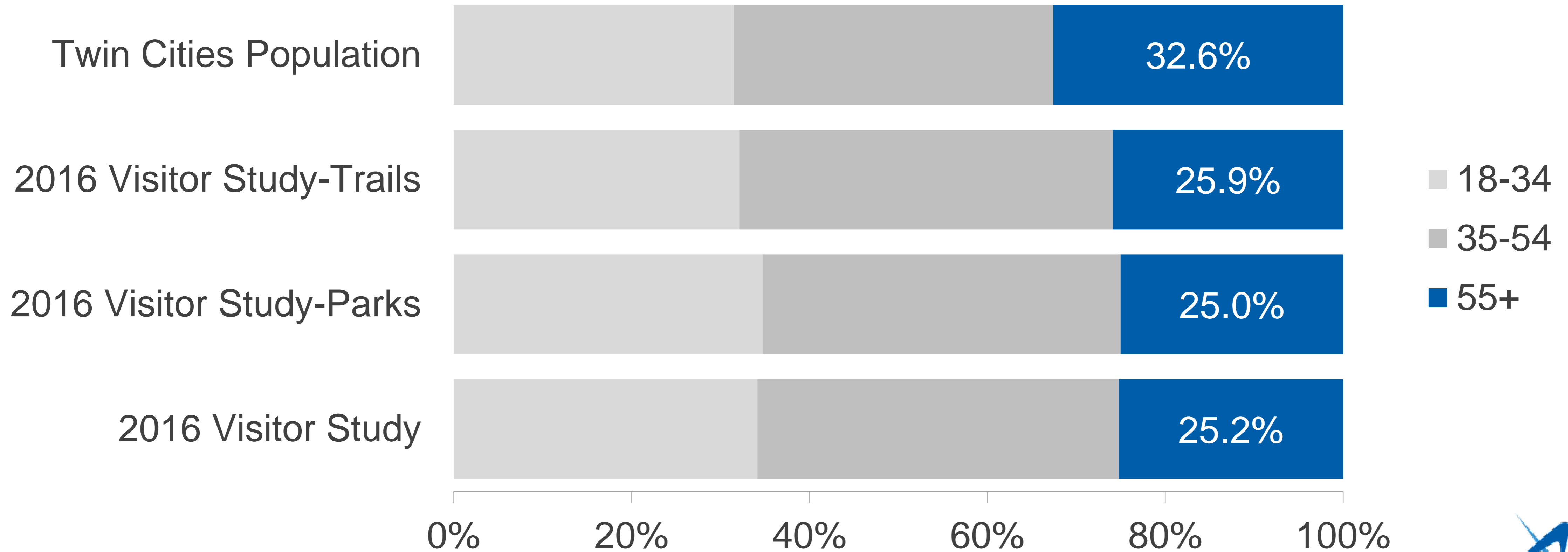


Sources:
Twin Cities Population—U.S. Census Bureau, *American Community Survey, 2012-2016*
Regional Park System—*2016 Regional Park System Visitor Study*



Age Group

Visitors skew **younger**

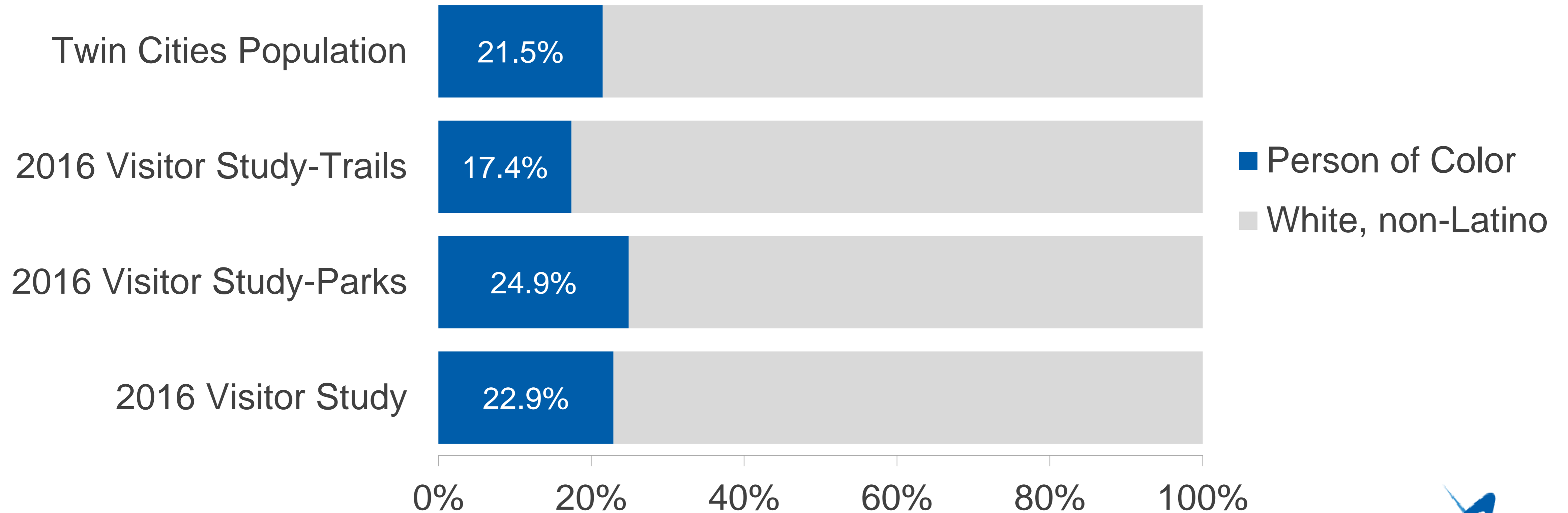


Sources:
Twin Cities Population—U.S. Census Bureau, *American Community Survey*, 2012-2016
Regional Park System—2016 *Regional Park System Visitor Study*



Race and Ethnicity

Fewer **people of color** visit trails

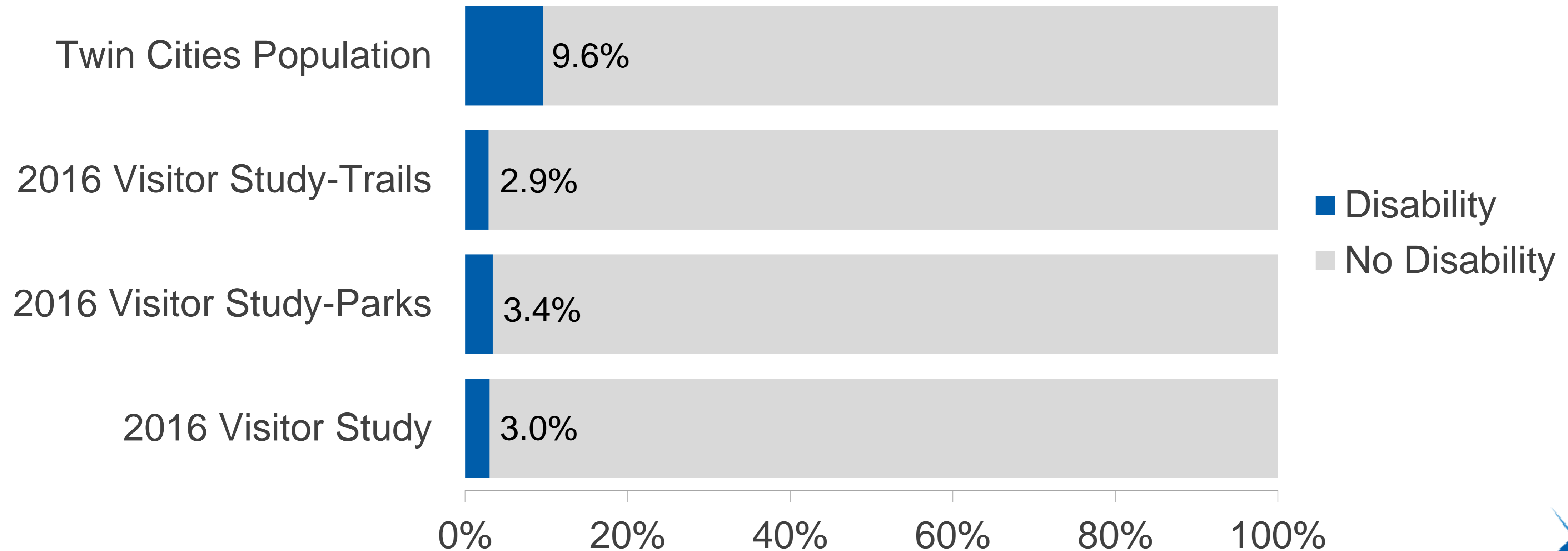


Sources:
Twin Cities Population—U.S. Census Bureau, *American Community Survey*, 2012-2016
Regional Park System—*2016 Regional Park System Visitor Study*



Disability Status

Fewer **people with disabilities** visit the system

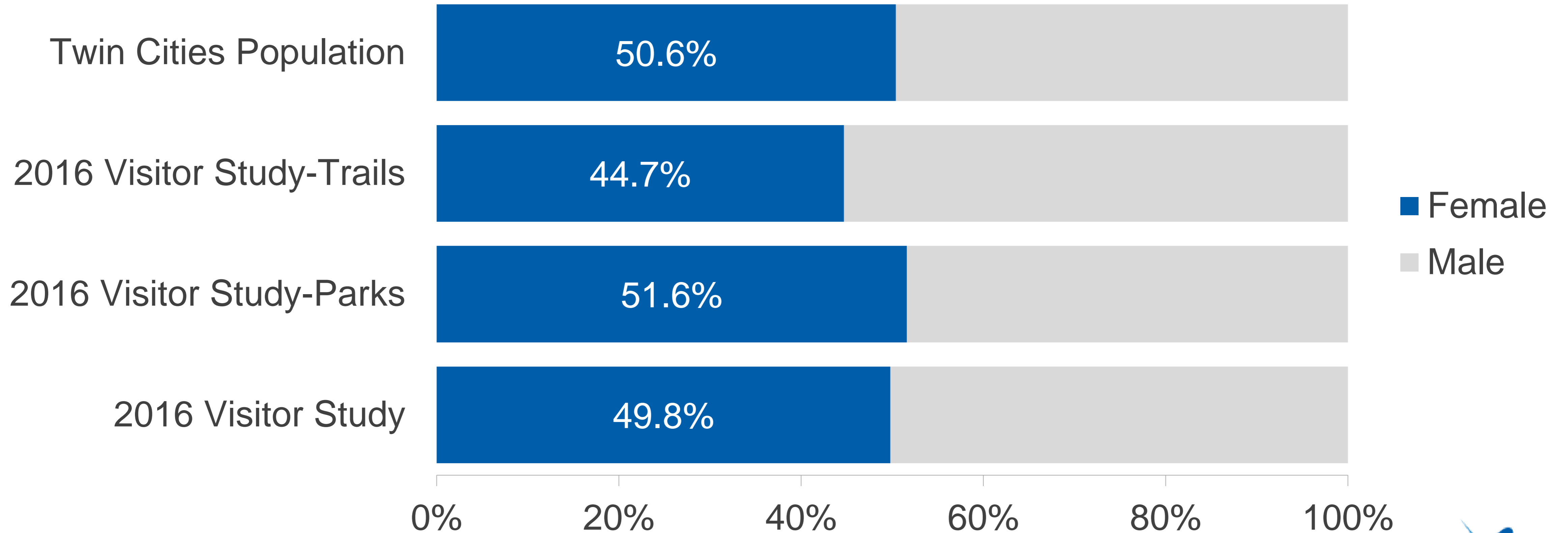


Sources:
Twin Cities Population—U.S. Census Bureau, *American Community Survey*, 2012-2016
Regional Park System—*2016 Regional Park System Visitor Study*



Gender

Fewer **women** visit trails



Sources:

Twin Cities Population—U.S. Census Bureau, *American Community Survey*, 2012-2016

Regional Park System—*2016 Regional Park System Visitor Study*



Agency Specific Analysis

- Calculated breakdown of sociodemographic variables by:
 - Population of agency jurisdiction
 - 2016 Visitor Study—Visitors to an agency’s REGIONAL PARKS AND TRAILS
 - 2016 Visitor Study—Visitors to an agency’s REGIONAL PARKS
 - 2016 Visitor Study—Visitors to an agency’s REGIONAL TRAILS
- For each agency, **calculated the difference in percent** between:
 - REGIONAL PARKS AND TRAILS and Population of jurisdiction
 - REGIONAL PARKS and Population of jurisdiction
 - REGIONAL TRAILS and Population of jurisdiction
- Created a matrix table to highlight degree of difference across variables of interest
 - *Handout*

Summary

- The current *2040 Regional Parks Policy Plan* directs us to:

“Strengthen equitable usage of regional parks and trails by all our region’s residents, such as across age, race, ethnicity, income, national origin and ability”

- Results reveal existing disparities
 - Regional and Agency-level
- Other potential focal areas include: educational attainment and gender