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Motorcycle Tourism Campaign Survey Summary Report, 2014

**James Janke
Denise Parks**

**Survey Research Center Report 2014/20
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The SRC would like to thank both Laura Brown, UW-Extension Community Development Specialist and Bill Ryan, UW-Extension Community Business Development Specialist, of the Center for Community and Economic Development, for their guidance and input throughout this survey project.

Also, we would like to thank the Sparta Chamber of Commerce for their support.

Finally, we would like to thank residents from Illinois, Iowa, Minnesota, and Wisconsin who took the time to complete their questionnaires.

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Survey Purpose

The purpose of this study was to gather information from motorcycle enthusiasts in targeted states (Iowa, Illinois, Minnesota, and Wisconsin) to see if the Department of Tourism's 2013 marketing campaign increased motorcycling in western Wisconsin's Driftless region.

Laura Brown, UW-Extension Community Development Specialist and Bill Ryan, UW-Extension Community Business Development Specialist, of the Center for Community and Economic Development, chose to work with the Survey Research Center (SRC) at the University of Wisconsin–River Falls to collect these data and analyze the results.

Survey Methods

In May 2014, the Survey Research Center (SRC) at the University of Wisconsin-River Falls emailed surveys to 2,588 randomly selected motorcycle owners in Illinois, Iowa, Minnesota, and Wisconsin. The email contained a message describing the purpose of the survey, including an incentive of an overnight stay and dinner coupon in the Wisconsin Driftless region to a randomly selected participant, and a link to the online survey. The survey was launched May 19th and reminder emails to non-respondents were sent May 27th, June 2nd, and June 10th.

Based on motorcycle dealer records it is estimated that there are 17,138 motorcycle owners in the four targeted states.

Based on a total population of 17,138 motorcycle owners, a sample size of 376 is required to produce results with a confidence interval (“margin of error”) of plus/minus 5%. Unfortunately, the SRC received only 82 completed surveys. The response was too low to provide reliable statistical analysis. Therefore, this report is a basic summary of the data by question.

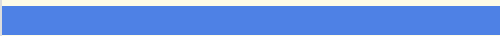

Summary of Data

- 90% of respondents own or ride a motorcycle
- Over half have not heard of the Wisconsin Driftless Region
- Of the motorcycle routes in the Driftless Region, LaCrosse (76%) had the majority of visits
- Impressions of the relatively small number who have visited the region are good to excellent
- All of the respondents who have been in the region would recommend it to others
- A majority of respondents who have heard about the motorcycle routes in the Driftless region discovered them by word of mouth
- In total (in and outside of the Driftless region), over half of respondents have taken 6 or more rides of more than 100 miles from home. However, nearly 70% have never ridden in the Driftless region
- Respondents average 88 days riding in total. In the Driftless region the average number of days is 4
- On average, people spend the most money during motorcycle trips on lodging, followed by other purchases, food, and fuel
- The typical respondent is an educated, working, financially well-to-do, middle aged male

Responses by Question

1. Do you own or ride a motorcycle?

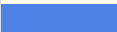




Most respondents to the survey owned their own motorcycle.

Answer		Count	%
Yes		74	90%
No		8	10%

2. Are you familiar with motorcycle routes in western Wisconsin's Driftless region?

Over half of the respondents have not heard about western Wisconsin's Driftless region. With an additional 12% not sure if they were familiar with it.





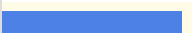
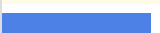


Of those that are familiar with the region, the largest number of them have ridden there in the past year.

Answer		Count	%
No. I have not heard about it		42	58%
Yes. I've ridden there in the past year		11	15%
Not sure		9	12%
Yes. I've ridden there over a year ago		6	8%
Yes. I haven't ridden there but plan to		5	7%
Yes. But don't plan to ride there		0	0%

Respondents that have ridden in the region were asked seven questions (Question 3 through Question 9) specific to the region. Those that were not sure or had not heard of the region were skipped to Question 10.

3. If you have ridden these routes, which communities have you visited? (select all that apply)

Of the respondents that have ridden in the region, La Crosse is the most frequently-visited community.

Answer		Count	%
La Crosse		13	76%
Black River Falls		9	53%
Tomah		9	53%
Onalaska		8	47%
Sparta		6	35%
Hillsboro		5	29%
Trempealeau		4	24%
Other, specify:		4	24%

Some respondents reported that they had also visited the following areas:

- Alma
- Chippewa Falls
- Great River Road
- Prairie du Chien
- Richland Center
- Tomahawk

4. What specific attraction in the Driftless region of Wisconsin was the most memorable to you?

Nine respondents submitted comments to this question and most mentioned scenic landscapes and natural beauty.

- The beautiful hills and valleys. The wonderful small towns. Crossing the Blackhawk Bridge into Lansing, Iowa.
- The Hills, turns best black top roads, the clean towns, good food ,the farms the ferry at Cassville, all good
- Mindoro rock cut is an incredible sight to see and the twisty roads are an extreme bonus. The bluffs along the Mississippi are some of the most stunning views this side of the state.
- The Dells
- Mindoro cut, Hanson's Hold-up near Arcadia
- Have visited most of the bluffs. Love to ride the river.
- Tomahawk
- The neat small towns, with shops etc.
- Every bit

5. What is your impression of motorcycle routes in western Wisconsin’s Driftless region in terms of the following?

16 respondents replied to this question. They had an excellent impression of the scenery and mostly good or excellent impressions of gas, food, lodging, safety, and the challenge/thrill. The only category with at least 10% rating it only “fair” was gas.

Answer	Excellent	Good	Fair	Poor	Not Sure
Scenery	94%	6%	0%	0%	0%
Food	44%	50%	6%	0%	0%
Challenge/Thrill	44%	56%	0%	0%	0%
Gas	38%	50%	13%	0%	0%
Safety	38%	63%	0%	0%	0%
Lodging	27%	60%	0%	0%	13%

6. Please provide additional comments regarding your impressions of motorcycle riding in western Wisconsin's Driftless region.

Five comments were received from respondents to this question.

- Best place in Wisconsin to motorcycle, especially when on top of a ridge and can see for miles (e.g. The Hwy 27 ridge in Crawford County)
- Very fun to ride in these parts of Wisconsin.
- I don't ride just for fun. I ride for transportation. I have attended some functions in the general area, and was able to enjoy the beautiful scenery as a bonus.
- We make one ride a year from Green Bay area.
- Open, winding roads, lots of pleasant scenery

7. Would you recommend motorcycle riding in western Wisconsin's Driftless region to others?

Everyone that responded to this question indicated that they would recommend riding in this region.

Answer	Count	%
Yes	16	100%
Maybe	0	0%
No	0	0%

8. Please share any suggestions you have for improving the motorcycle riding experience in western Wisconsin's Driftless region.

- Advertise to people coming to the H-D museum in Milwaukee with pictures of bikers looking up at some Mississippi river bluffs.
- More tracks to ride on that got huge jumps.
- Get more info out there for riders via the media.
- More motorcycle friendly stopping points that have ability to wash/clean bike, paved and easy access to camping

9. How did you hear about motorcycle routes in western Wisconsin's Driftless region? (select all that apply)

A majority of respondents indicated that they heard about the motorcycle routes in the region by word of mouth.

Answer	Count	%
Word of mouth	14	67%
Events	5	24%
Other, please explain:	5	24%
Don't know	3	14%
Printed tour guide/brochure	2	10%
Billboards	1	5%
Radio	1	5%
Magazines or newspapers	1	5%
Internet search engine (e.g. Google)	1	5%
www.driftlessdestinations.com	0	0%
Other website, specify:	0	0%
Driftlessdestinations on Facebook	0	0%

Other responses that were submitted are listed below.

- Discover WI
- I live in southwest WI
- exploration
- Been coming for years

Respondents who selected the “not sure” or “had not heard of the Driftless region, in Question 2 were skipped to Question 10. At this point in the survey all respondents to the survey had the opportunity to answer the remaining questions.

10. On average, how many recreational rides of more than 100 miles from your home do you take each year?

Nearly all respondents (96%) said they take at least one recreational ride of more than 100 miles from home each year. In total, respondents most often took 5 or fewer rides of more than 100 miles from home each year, followed by 6 to 10 rides, then more than 10 rides.

A large majority of respondents never took a ride in the Driftless region.

Question	Never	5 or fewer	6 to 10	More than 10
In total	4%	41%	30%	24%
In the Driftless region of WI	68%	25%	3%	3%

11. How many days on average do you ride your motorcycle each year?

Respondents said they ride an average of 88 days a year in total but only 4 days in the Driftless region.

	Responses
In total	
Count	65
Average	88 days
In the Driftless region of WI	
Count	61
Average	4 days

12. On average, how much money do you spend daily in the following categories while on recreational motorcycle rides?

Over half the respondents spend less than \$50 daily on food and fuel. Whereas lodging expenses were fairly equally between the answer options of Less than \$50 (36%), \$51 - \$100 (29%), and \$101 - \$200 (32%). Very few respondents spend \$201 or more daily in any category.

Category	Less than \$50	\$51 - \$100	\$101 - \$200	\$201 or more
Food	57%	40%	1%	1%
Fuel	65%	25%	6%	4%
Lodging	36%	29%	32%	3%
Other purchases	48%	40%	10%	1%

13. Home zip code:

23 respondents indicated their zip codes. Respondents live in WI, MN, IA, IL, FL and AZ.

ZIP code	Count	City	ZIP code	Count	City
53813	2	Lancaster, WI	54650	1	Onalaska, WI
54451	2	Medford, WI	54929	1	Clintonville, WI
60506	2	Aurora, IL	55046	1	Lonsdale, MN
33415	1	West Palm Beach, FL	56353	1	Milaca, MN
52247	1	Kalona, IA	56464	1	Menahga, MN
52722	1	Bettendorf, IA	56470	1	Park Rapids, MN
52803	1	Davenport, IA	60071	1	Richmond, IL
53534	1	Edgerton, WI	60490	1	Bolingbrook, IL
54629	1	Fountain City, WI	60525	1	La Grange, IL
54648	1	Norwalk, WI	85086	1	Phoenix, AZ

Table 1 summarizes the demographic profile of the respondents.

Most respondents were male, 45 and older, well educated, working full-time, and financially well-to-do.

Table 1. Demographic Profile of Respondents								
Gender	Count	Male	Female					
	66	92%	8%					
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+	
	69	1%	7%	13%	33%	30%	14%	
Highest Level of Education	Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree	
	69	0%	12%	26%	20%	28%	14%	
Employment Status	Count	Self-emp	Full-Time	Part-Time	Homemaker	Un-employed	Retired	Other
	69	7%	68%	1%	0%	3%	19%	1%
Household Income	Count	Less than \$25,000	\$25,000 - \$34,999	\$35,000- \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+	
	67	3%	7%	13%	24%	16%	36%	

Conclusions

As noted, the overall response to the survey is too low to provide reliable statistical analysis for an assessment of the campaign to attract motorcyclists to Wisconsin's Driftless region. The data indicate that over half of respondents have not heard of the motorcycle routes in the Driftless region and that respondents who have toured the Driftless region on their motorcycles were most likely to have heard about the region via word of mouth. Among those respondents who have toured the Driftless region on their motorcycles, most had a favorable opinion about their experience, gave high ratings to the scenery, and would recommend touring the region to others. However, these results are impressionistic and should be used with caution and for general informational purposes only.