

MOTIVATIONAL DIFFERENCES BETWEEN SELF-REPORTED USER
GROUPS OF THE MKT NATURE AND FITNESS TRAIL

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ABSTRACT

The purpose of this study was to determine if there are any significant differences between the walkers, runners, and cyclists using the MKT Nature and Fitness Trail in Columbia, Missouri. This study helps describe the users' demographics, frequency of use of the trail, and their motivations to use the trail.

The data was collected during the first week of October 2006 at the MKT trailheads on Stadium Boulevard and Scott Boulevard. During the survey period, 360 surveys were administered resulting in 354 useable questionnaires. This was a response rate of 87%. Analysis of Variance in the Statistical Packages for the Social Sciences (SPSS) was used in the data analysis. Significant differences at the .05 level were identified. Frequencies and percentages of the variables were computed and reported.