

January 13, 2011

### THRU HIKER SURVEY RESULTS SPRING 2010

1. The Hiker Survey was developed by the Nantahala Hiking Club (NHC) with input from the Franklin Appalachian Trail Community Committee (ATCC) and the Appalachian Trail Conservancy (ATC).
2. Surveys were located at local motels, outfitter store, and the 1st Baptist Church hiker breakfast. 80% of the surveys came from the hiker breakfast (a captured audience).
3. 251 surveys were collected between March 1 and May 31.
4. ATC estimates there were 1,460 north bound thru hikers last year. An estimated 747 reached Harpers Ferry, VA and 349 (26%) reach Mt. Katahdin, MA. Historical completion percentage from 2003-2010 has averaged 26%.
5. Every survey indicated that Franklin was a hiker friendly town.

6. Age of hikers:

15-25	29%
26-35	29%
36-45	12%
46-55	13%
Over 55	18%

7. Education level:

High School	21%
Technical School	5%
Associate's Degree	11%
Bachelor's Degree	48%
Master's Degree	12%
Doctorate Degree	4%

64% Bachelor's Degree or higher

8. Annual Income (16% elected not to answer) of those that answered:

0-\$20,000	37%
\$20-\$40,000	24%
\$40-\$60,000	19%
Over \$60,000	19%

9. Nights spent in town:

0	6%
1	67%
2	19%
3	5%
4	2%

10. Total spent in town: \$38,339.00  
\$153.00 per hiker

11. 60 general comments were submitted:
- 20 Need for local transportation options
  - 10 Positive comment about hiker shuttle
  - 8 Need for more sidewalks/pedestrian friendly crossings
  - 4 Positive comment about being able to get a hitch
  - 3 Need for laundry capability at hotel
  - 3 More selection at outfitter store
  - 2 Need a town map/list of hiker services
  - 2 Town too spread out
  - 2 Need a hiker hostel
  - 1 Need more vegan/vegetarian food options
  - 1 Need for bike rental option
  - 1 Need an internet café

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