

2025 Wood County Parks and Trails Survey Results Summary

In late winter 2024-2025, this survey was sent out for customer feedback. Wood County Parks and Forestry advertised the survey on Facebook, sent a press release to CVB's, chambers, news outlets – print, radio, TV; schools; volunteer clubs; and adjoining county park and recreation departments. An email was also sent to all Wood County staff and Board members. NCWRPC mailed or emailed survey notices to every local government in Wood County.

All local governments in Wood County were mailed or emailed survey notices by NCWRPC. Marshfield added the survey link to their homepage, Facebook, and in the weekly City newsletter. Wisconsin Rapids also added the survey link to their Facebook page.

The survey was open initially for 3 weeks to get the public's sentiment on what CERA Park should be called. The survey remained open for another week and an additional 13 responses came in that final week.

We received **584 responses** to the survey. Although not statistically significant of the whole population, this survey does provide a much deeper understanding of the wants and needs for outdoor recreation than a public hearing, so the results are very valuable. Respondents were allowed to skip questions, so several questions had smaller amounts of responses. 75% of respondents who began the survey also finished the survey. This is a good completion rate.

Answered: 438 Skipped: 146

About 75% of respondents live in Wood County, and 25% do not or did not answer. Most municipalities (31 of 34) were represented with about 26% coming from Wisconsin Rapids, about 14% from Town of Grand Rapids, 10% from Marshfield, and 8% not living in Wood County.

Answered: 437 Skipped: 147

About 37% of respondents were male, and about 60% were female, with 3% preferring not to answer.

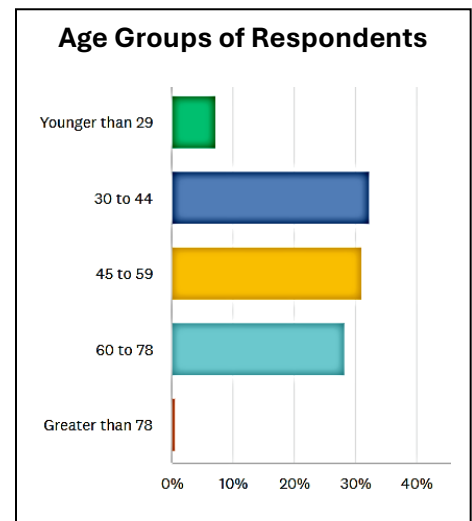
Answered: 437 Skipped: 147

Respondents came from all age groups, with a strong showing of at least 25% in the 30 to 44 (Millennials), 45 to 59 (Gen X), and 60 to 78 (Baby Boomers) groups.

Through an IP address analysis of those who took the survey it appears that 36 IP addresses are duplicated, which could mean that a husband and wife both took the survey. 3 IP addresses had 3 responses, 1 IP had 4 responses, 1 IP had 5 responses, and 1 IP had 6 responses.

1 IP address had 103 responses, which may be people possibly taking the survey from their Wood County computer after they got an email.

All of those duplicate IP addresses did not have the same answers, so it appears that nobody “stuffed the ballot box.”

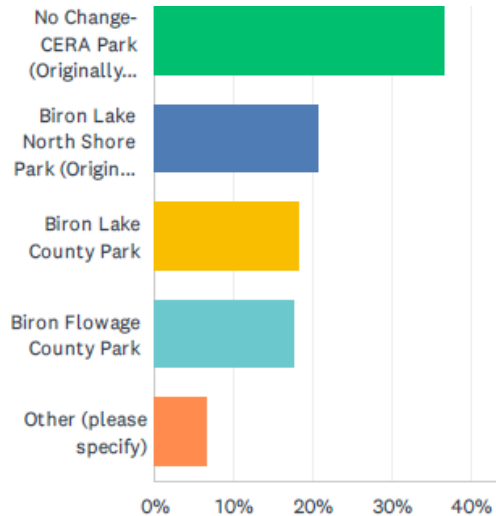


For the full survey results (153 pages) and written comments go online here:
ncwrpc.org/wood-county-parks-recreation-and-open-spaces-plan-2026-2030/

Key Findings of the Parks & Trails Survey

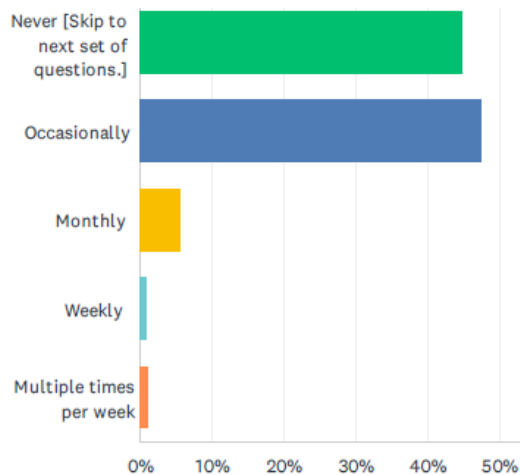
Q1. Wood County is considering renaming CERA Park. Please select one of the following options:

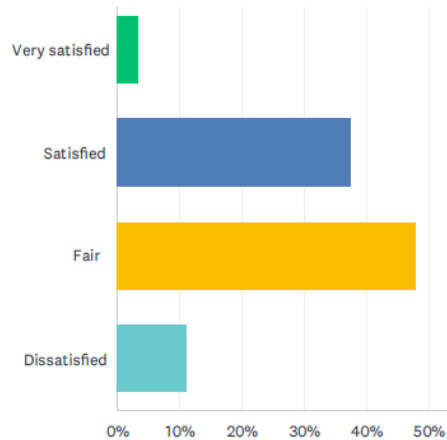
Answered: 550 Skipped: 34



Q2. How often do you use CERA Park or Campground?

Answered: 584 Skipped: 0

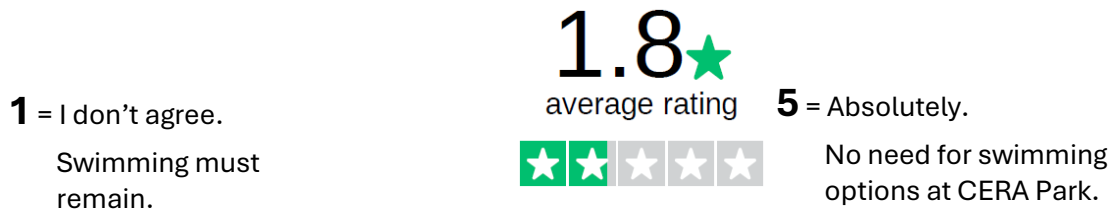


Campground questions follow these general questions...**Q3. Rate your overall satisfaction with CERA Park:***Answered: 296 Skipped: 288***Q4. Rate how strongly you would like to keep or improve the following amenities at CERA Park: (Not the campground area.):***Answered: 294 Skipped: 290*

	1 (LOW PRIORITY)	2	3	4	5 (HIGH PRIORITY)	TOTAL
Boat docks (Boat launch will remain.)	9.22% 27	10.24% 30	19.45% 57	22.53% 66	38.57% 113	293
Shelterhouses (small & large)	3.08% 9	6.16% 18	26.37% 77	24.66% 72	39.73% 116	292
Mini Golf course	10.62% 31	7.19% 21	23.97% 70	26.71% 78	31.51% 92	292
Volleyball courts	18.56% 54	18.90% 55	30.24% 88	21.99% 64	10.31% 30	291
Basketball courts	18.97% 55	16.90% 49	33.45% 97	18.97% 55	11.72% 34	290
Ball Diamond	19.31% 56	17.59% 51	33.10% 96	17.93% 52	12.07% 35	290

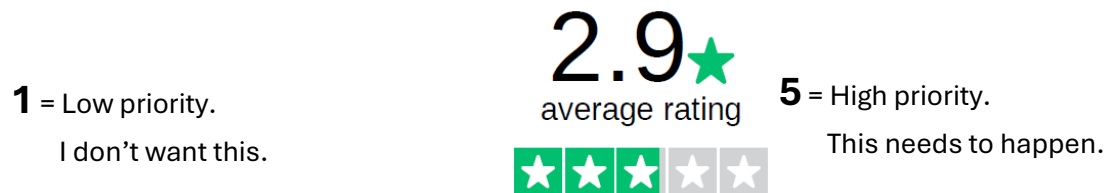
Q5. No need for swimming option at CERA Park.

Answered: 290 Skipped: 294



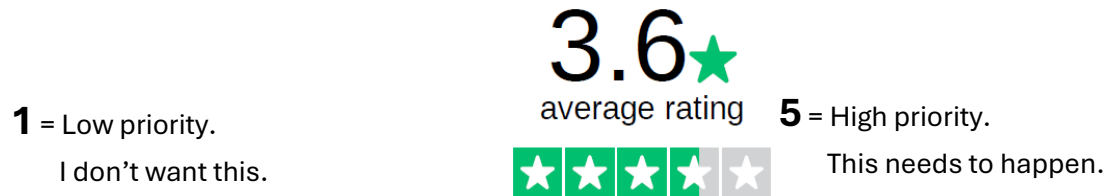
Q6. Develop a Splash Pad at CERA Park

Answered: 283 Skipped: 301



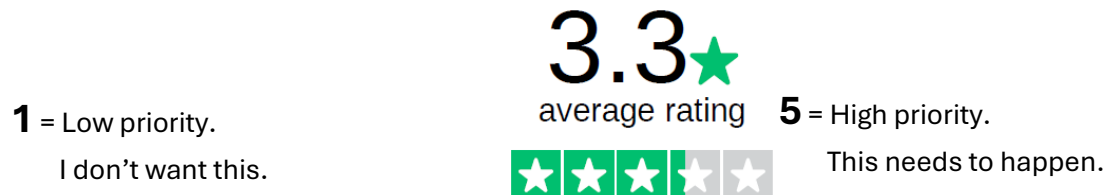
Q7. Create a beach on Wisconsin River at CERA Park. (Area is not in main river channel.)

Answered: 290 Skipped: 294



Q8. Build a swimming pond (not concrete) at CERA Park that looks more natural with a sand beach. (NOT on the Wisconsin River.)

Answered: 293 Skipped: 291

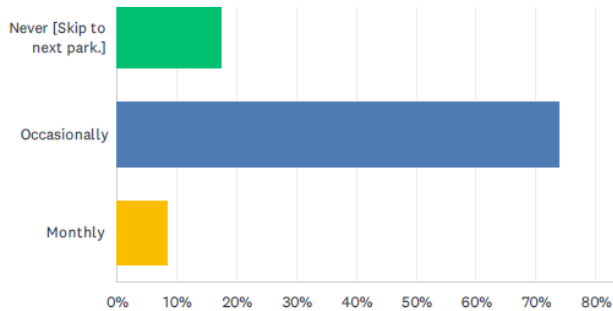


Q9 (Optional) Any other comments about CERA Park?

Note: 66 respondents made comments.

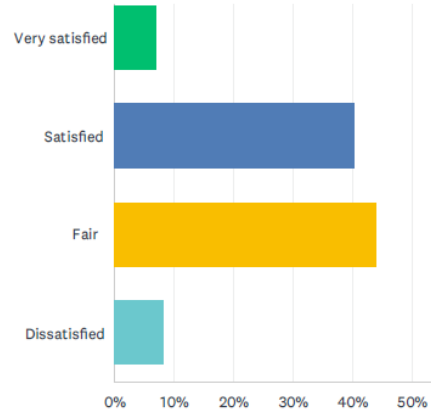
Q10. How often do you use CERA Park Campground?

Answered: 296 Skipped: 288



Q11. Rate your overall satisfaction with CERA Park Campground:

Answered: 229 Skipped: 355



Q12. For your most recent visit to CERA Park Campground, how many nights did you camp?

Answered: 213 Skipped: 371

- 1 night 12 responses
- 2 nights 97 responses
- 3 nights 57 responses
- 4 nights 13 responses
- 5-6 nights 10 responses
- 7 or more nights 14 responses

Q13. How many times a year do you camp at CERA Park Campground?

Answered: 200 Skipped: 371

- Once (81 responses)
- Twice (49 responses)
- 3 times (40 responses)
- 4 times (11 responses)
- 5 times (8 responses)
- More than 5 times (6 response)

Q14. Rate your satisfaction with the following amenities at CERA Park Campground:*Answered: 218 Skipped: 366*

	NOT APPLICABLE / UNSURE.	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Picnic Tables & Fire Rings at campsites	2.30% 5	7.83% 17	40.09% 87	42.40% 92	7.37% 16	217
Wilderness Camping Area	40.28% 87	7.41% 16	25.93% 56	23.61% 51	2.78% 6	216
Restrooms & Showers	5.56% 12	40.74% 88	38.89% 84	14.35% 31	0.46% 1	216
Dump Station	20.19% 43	6.57% 14	43.66% 93	27.70% 59	1.88% 4	213
Playground	8.80% 19	16.67% 36	41.67% 90	28.70% 62	4.17% 9	216
Firewood availability	21.86% 47	13.02% 28	39.53% 85	21.40% 46	4.19% 9	215
Reservation Process	9.86% 21	14.08% 30	36.62% 78	34.27% 73	5.16% 11	213
Campsite fees	6.51% 14	18.14% 39	48.37% 104	22.79% 49	4.19% 9	215
Customer Service	14.69% 31	22.75% 48	39.81% 84	18.96% 40	3.79% 8	211

Q15. (Optional) Any other comments about CERA Park Campground?**Note: 52 respondents made comments.****Q16. Which recreational activities did you participate in during 2024?***Answered: 492 Skipped: 92*

1. Walking / Hiking 80% of responses
2. Swimming 54% of responses
3. Events / Festivals / Fairs 54% of responses
4. Fishing 53% of responses
5. Camping (RV) 46% of responses
6. Boating 45% of responses

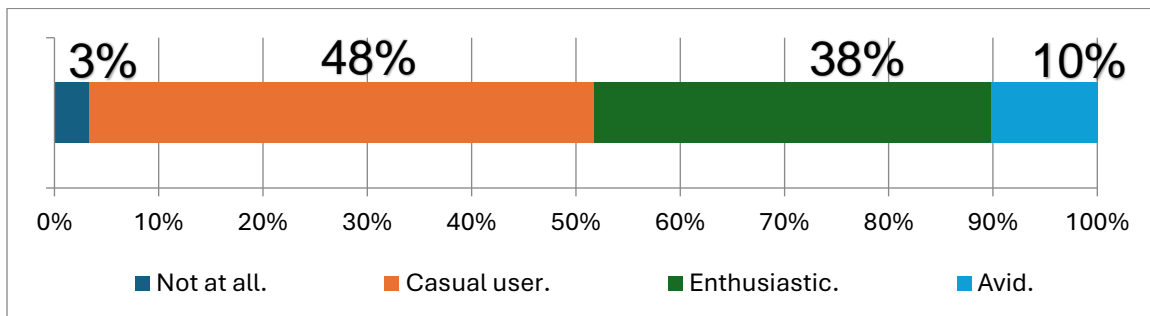
Q17. What potential outdoor recreational opportunities should be developed in Wood County?

Answered: 152 Skipped: 432

- | | |
|-----------------------------------|---------------------------|
| 1. Walking / Hiking trails | 42 responses |
| 2. Bicycling trails | 26 total responses |
| 3. Pickleball | 16 responses |
| 4. ATV/UTV routes/trails | 16 responses |
| 5. Swimming / beach access | 16 responses |

Q18. What type of water enthusiast are you?

Answered: 481 Skipped: 103



Not at all. (I'm not interested in water recreation at all, not even with friends.)

Casual user. (I like to use the water, but only do so occasionally.)

Enthusiastic. (I access or go on the water regularly in summer, and I might occasionally access the ice in winter.)

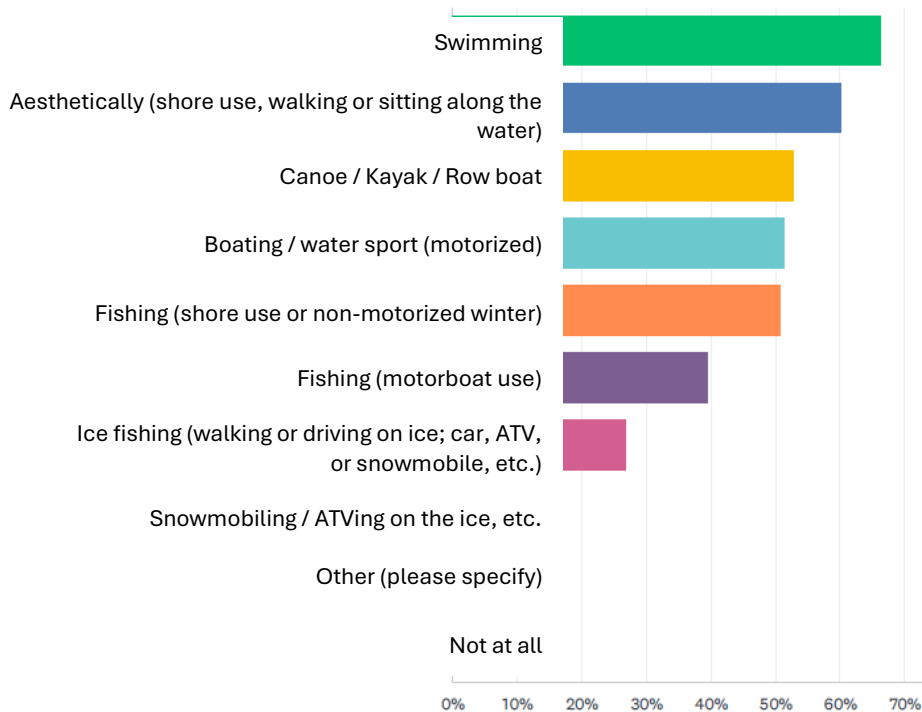
Avid. (I am always on the water or ice every chance I get.)

Q19. How do you use the water?

(Choose all that apply.)

Answered: 479

Skipped: 105



Q20. What improvements may be needed to public boat landings or water access points in Wood County?

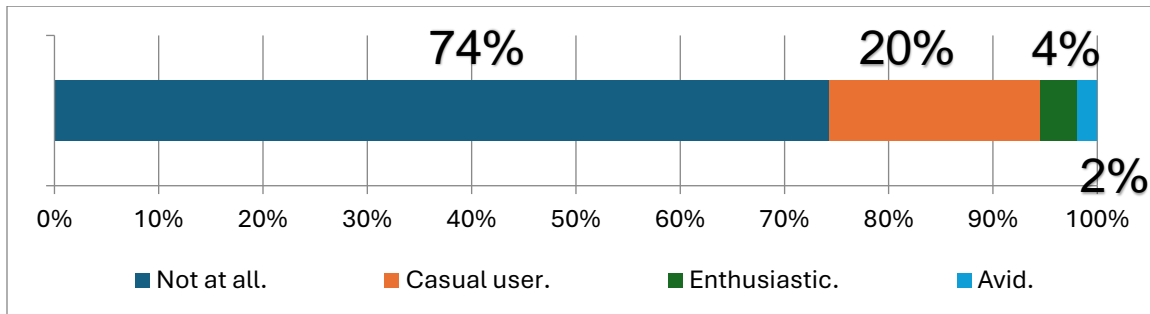
Answered: 80

Skipped: 504

Note: 80 respondents made comments.



(Word Cloud – The larger the word the more mentions)

Q21. What type of snowmobile enthusiast are you? Answered: 475 Skipped: 109

Not at all. (I'm not interested in snowmobiling at all, not even with friends.)

Casual user. (I like snowmobiling for fun, but **only** do so occasionally, **OR only** on my own land.)

Enthusiastic. (I access or go on snowmobile routes and trails regularly.)

Avid. (I am always on a snowmobile every chance I get – all season long.)

Q22. How often do you use snowmobile trails in Wood County?

Answered: 451 Skipped: 133

	NEVER	OCCASIONALLY	MONTHLY	WEEKLY	MULTIPLE TIMES PER WEEK	TOTAL
Wood County Snowmobile Trails	80.71% 364	15.30% 69	0.67% 3	1.33% 6	2.00% 9	451

Q23. Rate your overall satisfaction with the snowmobile trails in Wood County:

Answered: 445 Skipped: 139

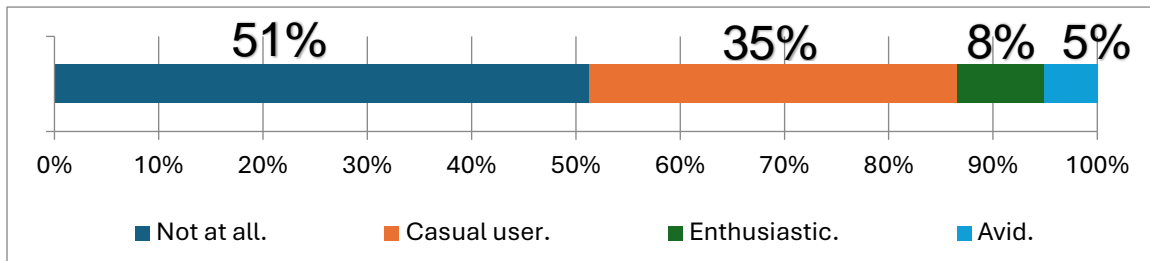
	NOT APPLICABLE (I DO NOT USE THIS.)	VERY SATISFIED	GOOD	FAIR	DISSATISFIED	TOTAL
Wood County Snowmobile Trails	81.35% 362	4.27% 19	8.99% 40	4.49% 20	0.90% 4	445

Q24. Any comments about snowmobile trails in Wood County?

Note: 36 respondents commented about snowmobile trails.

Q25. What type of motorized vehicle (ATV/UTV/Off-Highway Motorcycle) enthusiast are you?

Answered: 468 Skipped: 116



Not at all. (I'm not interested in motorized recreation at all, not even for recreation.)

Casual user. (I like using motorized vehicles for fun, but **only** do so occasionally, **OR only** on my own land.)

Enthusiastic. (I access or go on motorized routes and trails regularly in summer, and I might occasionally access the ice in winter.)

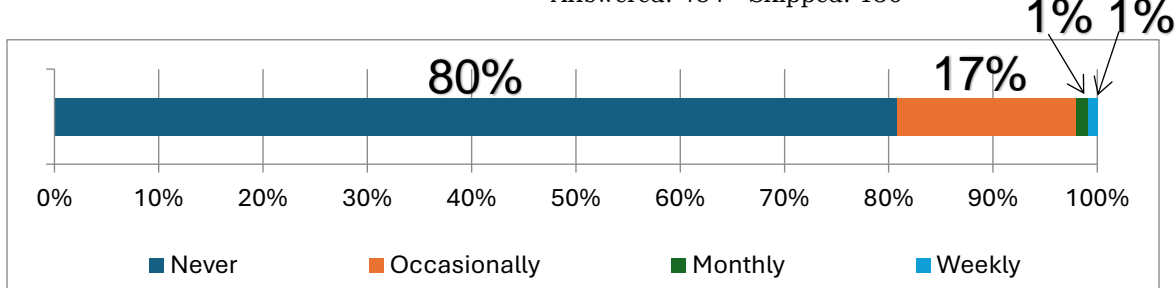
Avid. (I am always on a motorized vehicle every chance I get – all year long.)

Q26. Any comments about motorized sport trails in Wood County?

Note: 54 respondents commented about motorized sport trails.

Q27. How often do you use the Wood County ATV Intensive Use Area?

Answered: 454 Skipped: 130



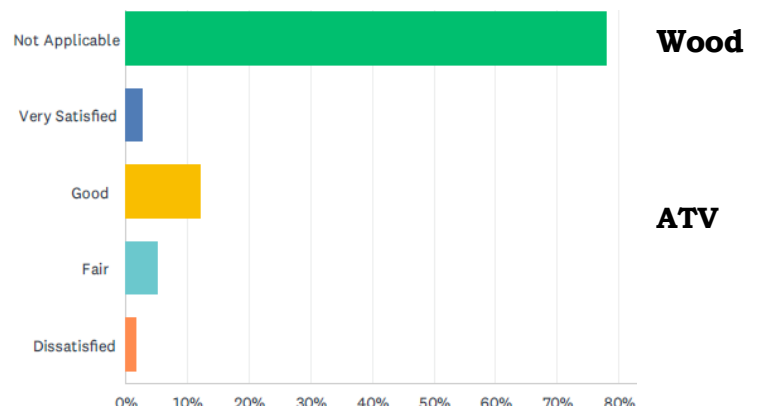
Q28. Rate your overall satisfaction with County ATV Intensive Use Area:

Answered: 446 Skipped: 138



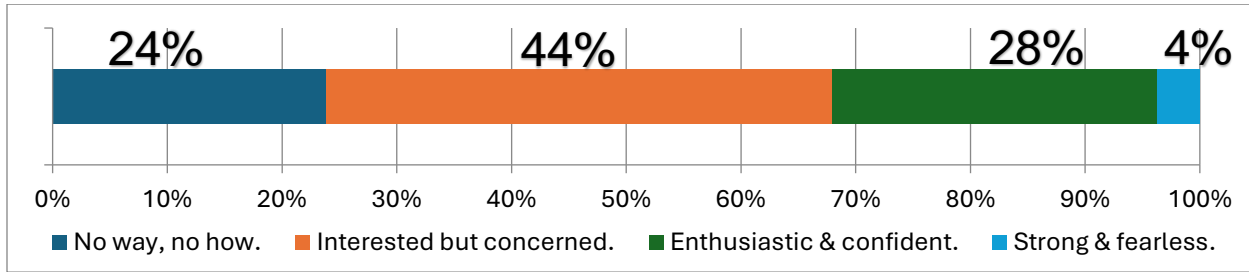
Q29. Any comments about Wood County Intensive Use Area?

Note: 26 respondents commented about snowmobile trails.



Q30. What type of bicyclist are you?

Answered: 462 Skipped: 122



No way, no how. (I'm not interested in biking at all, not even for recreation.)

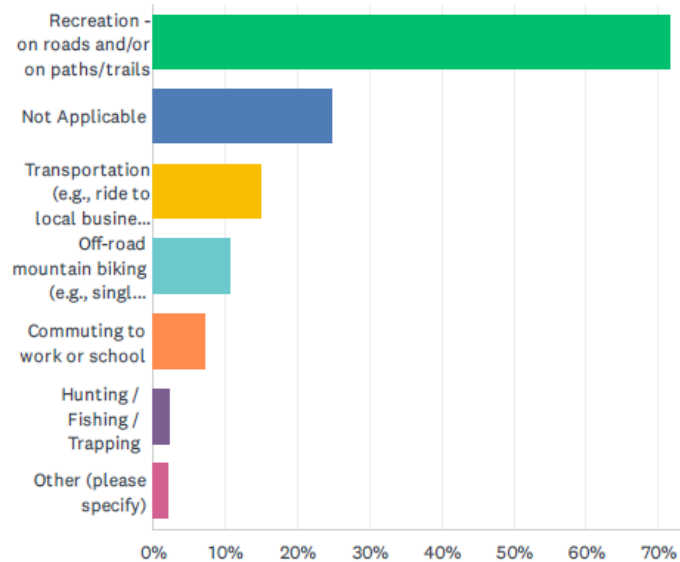
Interested but concerned. (I like riding, but don't do it regularly. I'm generally concerned that my route is not safe to ride, so I don't ride often. I definitely do not ride when the weather is bad.)

Enthusiastic and confident. (I feel comfortable sharing the road with motor vehicles, but I prefer to ride on separate facilities like bike lanes. I may or may not ride in inclement weather.)

Strong and fearless. (I am confident in my abilities and will ride regardless of roadway conditions, amount of traffic, or inclement weather.)

Q31. What are you using your bicycle for?

Answered: 453 Skipped: 131

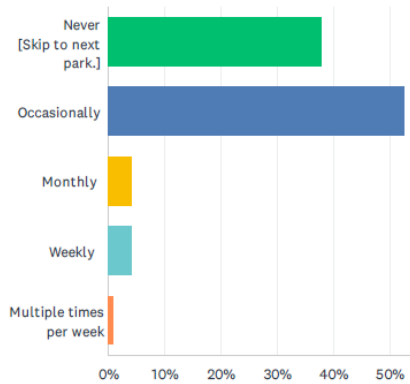


Q32. Any comments about bicycling in Wood County?

Note: 92 respondents commented about bicycling in Wood County.

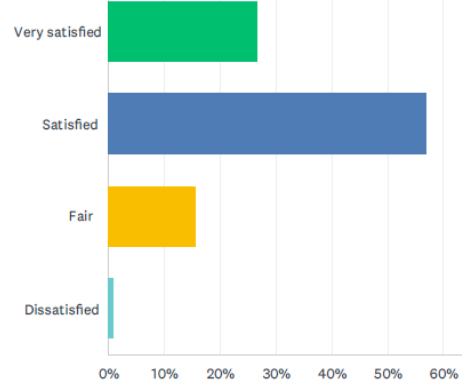
Q33. How often do you use Powers Bluff Park?

Answered: 213 Skipped: 371



Q34. Rate your overall satisfaction with Powers Bluff Park:

Answered: 128 Skipped: 456



Q35. For your most recent visit, please rate the following amenities at Powers Bluff Park:

Answered: 123 Skipped: 461

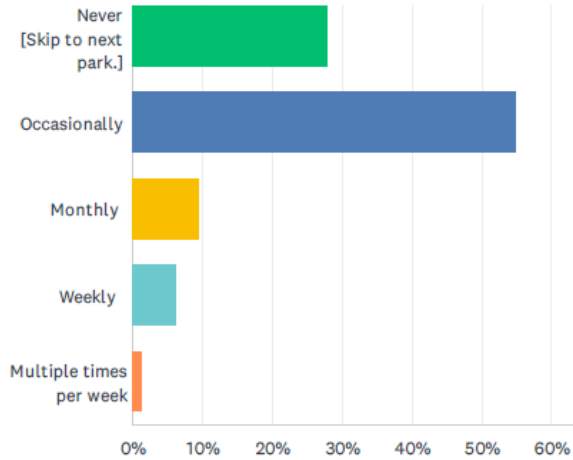
	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Snow tubing hill	38.60% 44	0.00% 0	14.04% 16	30.70% 35	16.67% 19	114
Downhill skiing	72.32% 81	4.46% 5	15.18% 17	6.25% 7	1.79% 2	112
Cross-country skiing trail	73.21% 82	2.68% 3	6.25% 7	13.39% 15	4.46% 5	112
Multi-Use Trail	33.33% 39	1.71% 2	17.09% 20	31.62% 37	16.24% 19	117
Single Track Bike Trail	64.86% 72	1.80% 2	11.71% 13	9.91% 11	11.71% 13	111
Shelter Building	23.28% 27	0.00% 0	27.59% 32	32.76% 38	16.38% 19	116

Q36. Any other comments about Powers Bluff Park?

Note: 37 respondents commented about Powers Bluff Park.

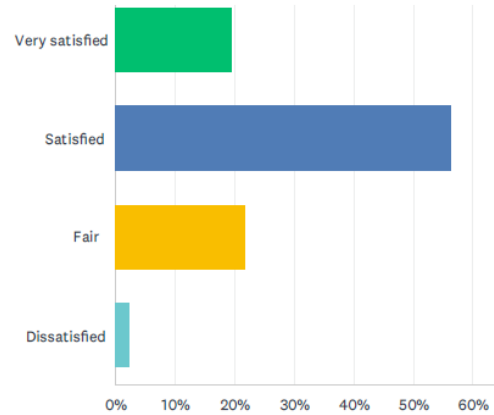
Q37. How often do you use Nepco Lake Park?

Answered: 240 Skipped: 344



Q38. Rate your overall satisfaction with Nepco Lake Park:

Answered: 174 Skipped: 410



Q39. For your most recent visit, please rate the following amenities at Nepco Lake Park:

Answered: 170 Skipped: 414

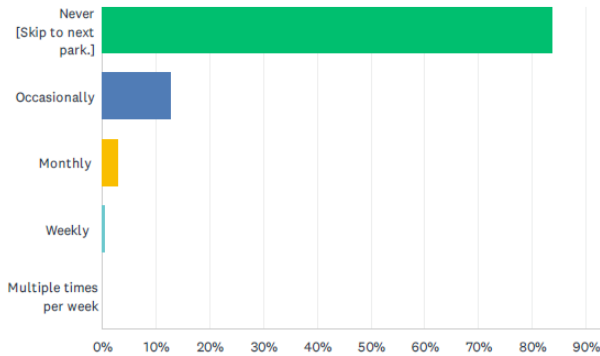
	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Boat Launch	38.99% 62	5.03% 8	22.01% 35	26.42% 42	7.55% 12	159
Beach, Restroom, & Changing Facilities	22.01% 35	10.69% 17	31.45% 50	28.30% 45	7.55% 12	159
Playground Equipment	30.32% 47	8.39% 13	34.19% 53	21.29% 33	5.81% 9	155
Multi-Use Trail	33.97% 53	5.13% 8	14.74% 23	36.54% 57	9.62% 15	156
Single Track Trail	47.02% 71	5.30% 8	15.23% 23	28.48% 43	3.97% 6	151
Enclosed Shelter	14.72% 24	1.23% 2	15.34% 25	27.61% 45	41.10% 67	163

Q40. Any other comments about Nepco Lake Park?

Note: 37 respondents commented about Jordan Park.

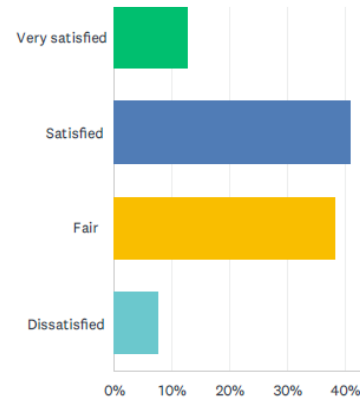
Q41. How often do you use Richfield 360 County Forest?

Answered: 241 Skipped: 343



Q42. Rate your overall satisfaction with Richfield 360 County Forest:

Answered: 39 Skipped: 545



Q43. Rate the following amenities at Richfield 360 County Forest:

Answered: 38 Skipped: 546

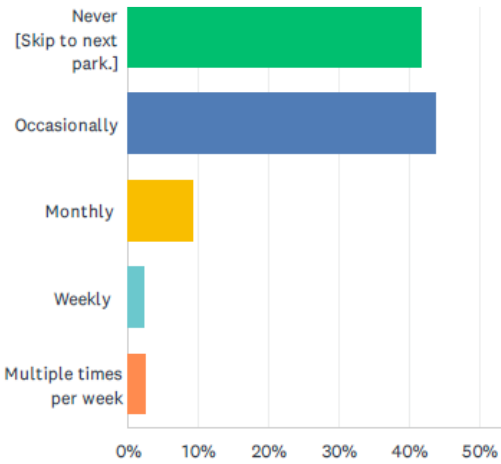
	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Primitive Camping	45.95% 17	13.51% 5	16.22% 6	16.22% 6	8.11% 3	37
Trailhead & Multi-Use Trail	11.11% 4	11.11% 4	33.33% 12	33.33% 12	11.11% 4	36
Cross-Country Skiing	55.26% 21	5.26% 2	7.89% 3	23.68% 9	7.89% 3	38
Grounds maintenance	5.41% 2	16.22% 6	35.14% 13	32.43% 12	10.81% 4	37
Signage and maps on/for the property	5.41% 2	27.03% 10	27.03% 10	29.73% 11	10.81% 4	37
County employee customer service	47.22% 17	8.33% 3	11.11% 4	13.89% 5	19.44% 7	36

Q44. Any other comments about Richfield 360 County Forest?

Note: 10 respondents commented about Richfield 360 County Forest.

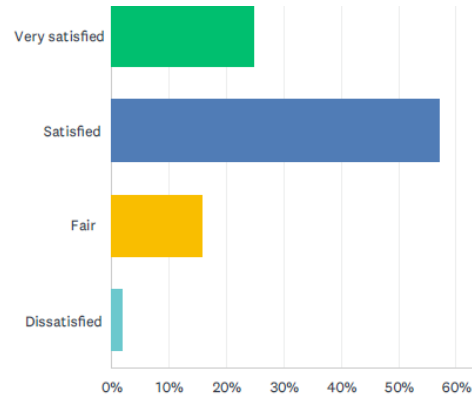
Q45. How often do you use North Park or Campground?

Answered: 266 Skipped: 318



Q46. Rate your overall satisfaction with North Park:

Answered: 152 Skipped: 432



Q47. For your most recent visit, please rate the following amenities at North Park:

Answered: 147 Skipped: 437

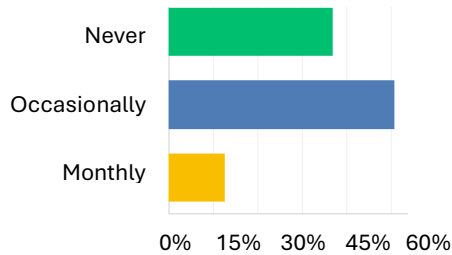
	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Beach	33.10% 48	18.62% 27	26.21% 38	16.55% 24	5.52% 8	145
Enclosed Shelter	32.41% 47	2.07% 3	15.86% 23	35.86% 52	13.79% 20	145
Playgrounds and Restrooms	8.90% 13	6.16% 9	26.03% 38	39.04% 57	19.86% 29	146
Disk Golf Course	53.74% 79	1.36% 2	8.16% 12	24.49% 36	12.24% 18	147
Signage and maps on/for the property	16.44% 24	2.74% 4	18.49% 27	42.47% 62	19.86% 29	146

Q48. Any other comments about North Park?

Note: 37 respondents commented about North Park.

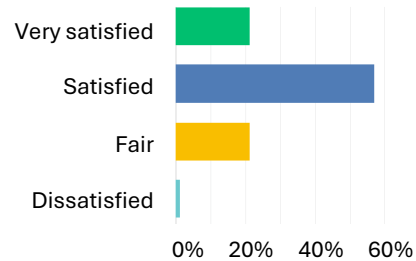
Q49. How often do you use North Park Campground?

Answered: 152 Skipped: 432



Q50. Rate your overall satisfaction with North Park Campground:

Answered: 95 Skipped: 489



Q51. For your most recent visit to North Park Campground, how many nights did you camp?

Answered: 79 Skipped: 505

- 1 night (7 responses)
- 2 nights (35 responses)
- 4 or more nights (17 responses)

Q52. How many times a year do you camp at North Park Campground?

Answered: 81 Skipped: 503

- Once (43 responses)
- 2-4 times (26 responses)
- 5 or more times (6 responses)

Q53. Rate your satisfaction with the following amenities at North Park Campground:

Answered: 91 Skipped: 493

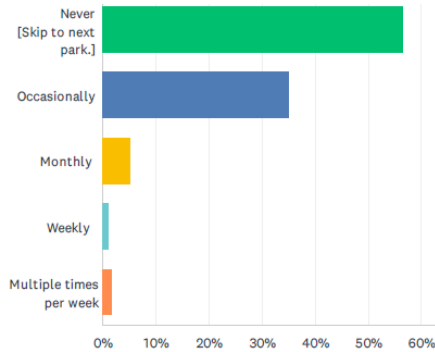
	NOT APPLICABLE / UNSURE.	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Campsites	5.49% 5	3.30% 3	25.27% 23	45.05% 41	20.88% 19	91
Group Campsite	51.65% 47	1.10% 1	16.48% 15	21.98% 20	8.79% 8	91
Dump Station	24.44% 22	2.22% 2	16.67% 15	40.00% 36	16.67% 15	90
Picnic tables & fire rings at campsites	4.44% 4	3.33% 3	24.44% 22	50.00% 45	17.78% 16	90
Firewood availability	12.22% 11	3.33% 3	15.56% 14	44.44% 40	24.44% 22	90
Playground	18.89% 17	2.22% 2	18.89% 17	41.11% 37	18.89% 17	90
Reservation process	5.68% 5	4.55% 4	27.27% 24	38.64% 34	23.86% 21	88
Campsite fees	4.49% 4	5.62% 5	23.60% 21	51.69% 46	14.61% 13	89
Customer Service	7.87% 7	5.62% 5	22.47% 20	41.57% 37	22.47% 20	89

Q54. Any other comments about North Park Campground?

Note: 19 respondents commented about North Park Campground.

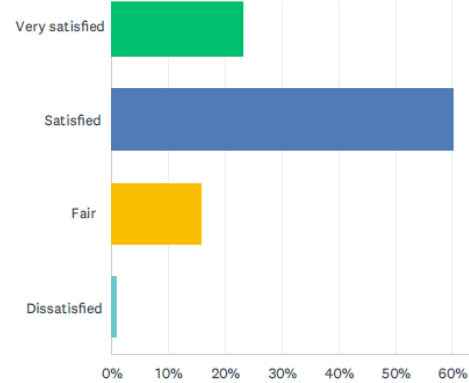
Q55. How often do you use Dexter Park or Campground?

Answered: 281 Skipped: 303



Q56. Rate your overall satisfaction with Dexter Park:

Answered: 121 Skipped: 463



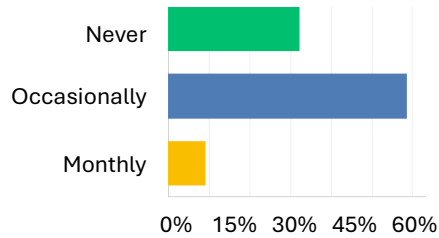
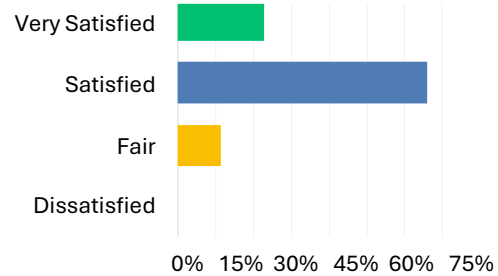
Q57. For your most recent visit, please rate the following amenities at Dexter Park:

Answered: 118 Skipped: 466

	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Beach	22.41% 26	5.17% 6	25.86% 30	39.66% 46	6.90% 8	116
Enclosed Shelter	53.85% 63	1.71% 2	12.82% 15	22.22% 26	9.40% 11	117
Boat Landings	46.61% 55	0.85% 1	15.25% 18	32.20% 38	5.08% 6	118
Playground	36.21% 42	2.59% 3	18.97% 22	29.31% 34	12.93% 15	116
Restrooms	13.79% 16	3.45% 4	23.28% 27	40.52% 47	18.97% 22	116
Signage and maps on/for the property	9.65% 11	3.51% 4	19.30% 22	51.75% 59	15.79% 18	114

Q58. Any other comments about Dexter Park?

Note: 21 respondents commented about Dexter Park.

Q59. How often do you use Dexter Park Campground?*Answered: 121 Skipped: 463***Q60. Rate your overall satisfaction with Dexter Park Campground:***Answered: 79 Skipped: 505***Q61. For your most recent visit to Dexter Park Campground, how many nights did you camp?***Answered: 69 Skipped: 515*

- 1 night (3 responses)
- 2 nights (26 responses)
- 3 nights (20 responses)
- 4 or more nights (16 responses)

Q62. How many times a year do you camp at Dexter Park Campground?*Answered: 68 Skipped: 516*

- Once (38 responses)
- Twice (15 responses)
- 3 or more times (12 responses)

Q63. Rate your satisfaction with the following amenities at Dexter Park Campground:*Answered: 75 Skipped: 509*

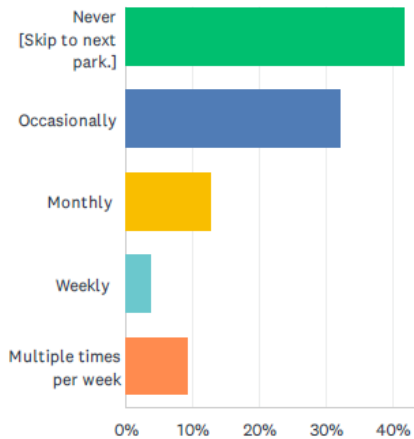
	NOT APPLICABLE / UNSURE.	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Campsites	2.67% 2	2.67% 2	21.33% 16	46.67% 35	26.67% 20	75
Group Campsites	64.86% 48	1.35% 1	8.11% 6	17.57% 13	8.11% 6	74
ATV Camping Area	75.68% 56	1.35% 1	6.76% 5	9.46% 7	6.76% 5	74
Dump Station	24.66% 18	0.00% 0	15.07% 11	46.58% 34	13.70% 10	73
Picnic Tables & Fire Rings at campsites	2.78% 2	1.39% 1	23.61% 17	50.00% 36	22.22% 16	72
Restroom & Shower Facilities	1.37% 1	4.11% 3	21.92% 16	43.84% 32	28.77% 21	73
Playground	26.03% 19	1.37% 1	16.44% 12	39.73% 29	16.44% 12	73
Firewood Availability	6.85% 5	2.74% 2	10.96% 8	54.79% 40	24.66% 18	73
Reservation Process	2.74% 2	5.48% 4	13.70% 10	53.42% 39	24.66% 18	73
Campsite Fees	2.74% 2	5.48% 4	24.66% 18	47.95% 35	19.18% 14	73
Customer Service	18.06% 13	2.78% 2	11.11% 8	44.44% 32	23.61% 17	72

Q64. Any other comments about Dexter Park Campground?

Note: 12 respondents commented about Dexter Park Campground.

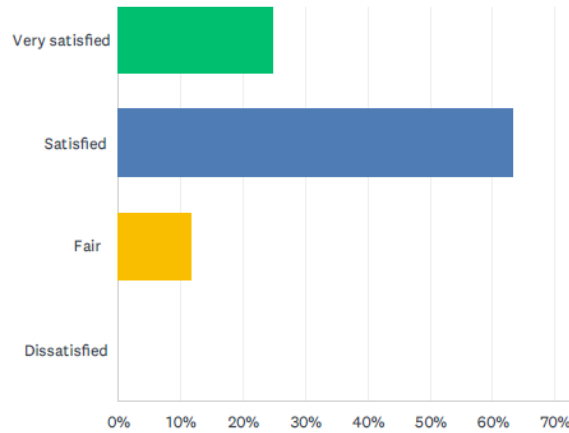
Q65. How often do you use South Park or Campground?

Answered: 311 Skipped: 273



Q66. Rate your overall satisfaction with South Park:

Answered: 180 Skipped: 404



Q67. For your most recent visit to South Park, please rate the following amenities:

Answered: 179 Skipped: 405

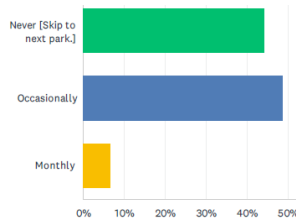
	NOT APPLICABLE / UNSURE	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Beaches	9.71% 17	3.43% 6	21.71% 38	50.86% 89	14.29% 25	175
Boat Launch	34.66% 61	1.14% 2	11.93% 21	39.77% 70	12.50% 22	176
Playground	23.98% 41	6.43% 11	31.58% 54	31.58% 54	6.43% 11	171
Disk Golf course	59.41% 101	0.00% 0	8.24% 14	24.71% 42	7.65% 13	170
Shelters and Restroom maintenance	8.47% 15	4.52% 8	22.60% 40	42.94% 76	21.47% 38	177
Customer Service	48.52% 82	2.37% 4	12.43% 21	26.04% 44	10.65% 18	169

Q68. Any other comments about South Park?

Note: 50 respondents commented about South Park.

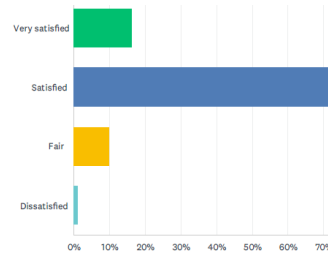
Q69. How often do you use South Park Campground?

Answered: 180 Skipped: 404



Q70. Rate your overall satisfaction with South Park Campground:

Answered: 99 Skipped: 485



Q71. For your most recent visit to South Park Campground, how many nights did you camp?

Answered: 83 Skipped: 501

- 1 night (6 responses)
- 2 nights (29 responses)
- 3 nights (23 responses)
- 4 or more nights (11 responses)

Q72. How many times a year do you camp at South Park Campground?

Answered: 83 Skipped: 501

- Once (41 responses)
- Twice (15 responses)
- 3 or more times (11 responses)

Q73. Rate your satisfaction with the following amenities at South Park Campground:

Answered: 92 Skipped: 492

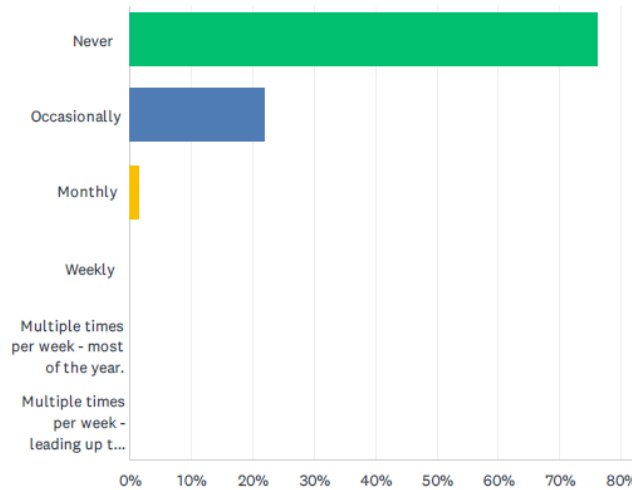
	NOT APPLICABLE / UNSURE.	POOR	FAIR	GOOD	VERY GOOD	TOTAL
Picnic Tables & Fire Rings at campsites	3.26% 3	3.26% 3	25.00% 23	54.35% 50	14.13% 13	92
Restrooms & Showers	3.26% 3	5.43% 5	32.61% 30	45.65% 42	13.04% 12	92
Playground	20.22% 18	6.74% 6	30.34% 27	38.20% 34	4.49% 4	89
Firewood availability	5.56% 5	5.56% 5	11.11% 10	53.33% 48	24.44% 22	90
Reservation Process	7.69% 7	3.30% 3	16.48% 15	52.75% 48	19.78% 18	91
Campsite fees	5.49% 5	2.20% 2	29.67% 27	48.35% 44	14.29% 13	91
Customer Service	15.73% 14	4.49% 4	21.35% 19	42.70% 38	15.73% 14	89

Q74. Any other comments about South Park Campground?

Note: 14 respondents commented about South Park Campground.

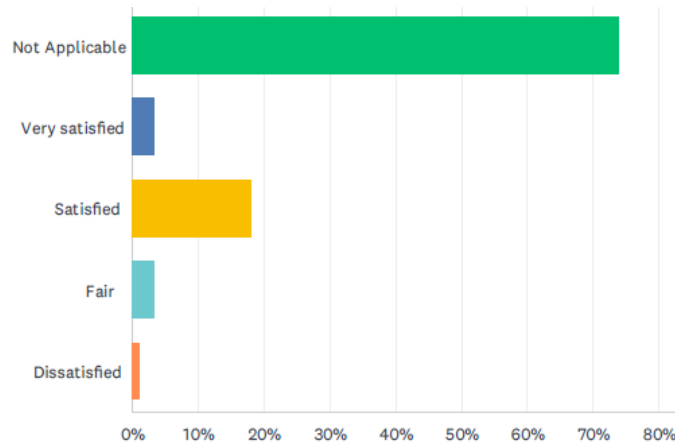
Q75. How often do you use Wood County Rifle Range?

Answered: 315 Skipped: 269



Q76. Rate your overall satisfaction with Wood County Rifle Range:

Answered: 293 Skipped: 291



Q77. Any other comments about Wood County Rifle Range?

Note: 12 respondents commented about Wood County Rifle Range.

For the full survey results (153 pages) and written comments go online here:
ncwrpc.org/wood-county-parks-recreation-and-open-spaces-plan-2026-2030/