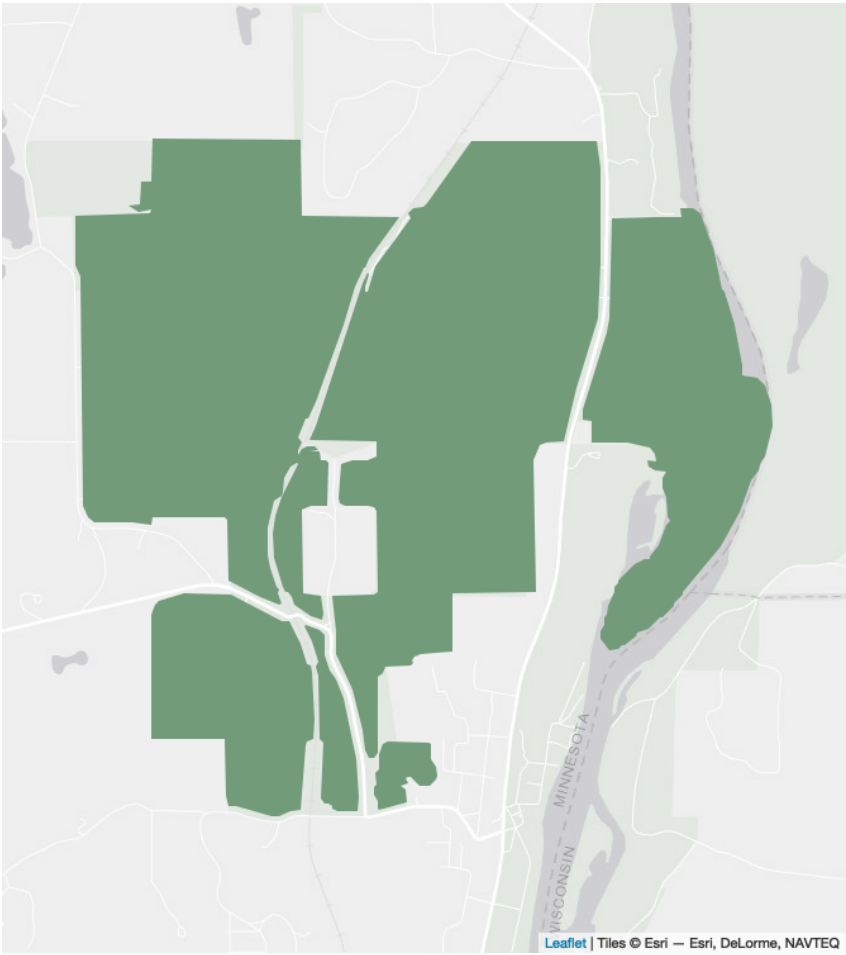


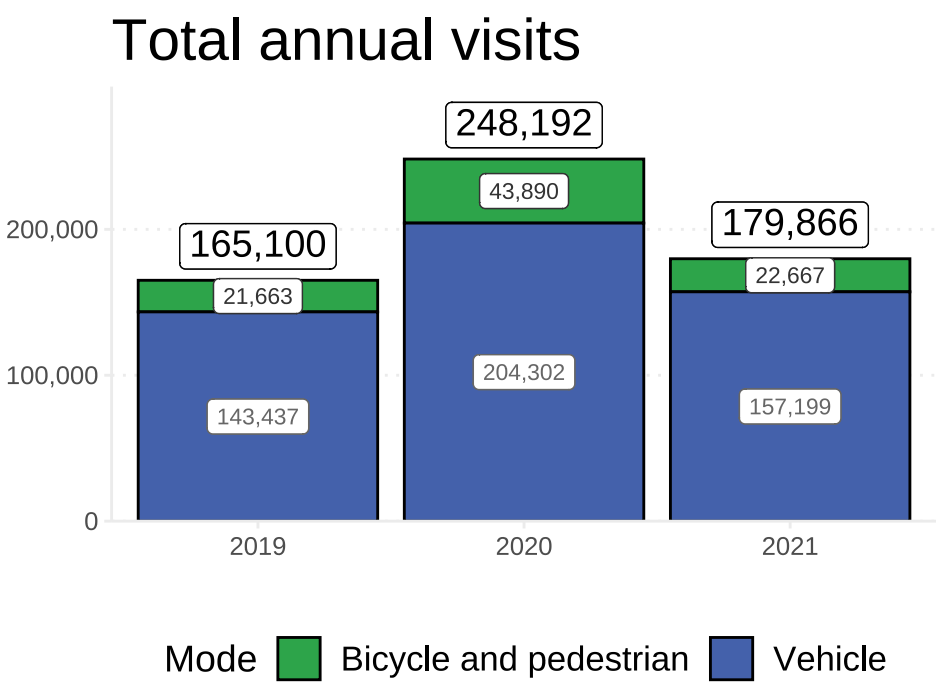
William O'Brien State Park

This factsheet summarizes park-level data for William O'Brien State Park. Use estimates were derived using location-based services (LBS) data and represent the number of visitors arriving to the park by vehicle, bike, or foot. A vehicle multiplier of 3.2 was used to convert vehicle counts to visitor counts for all DNR State parks.

This research project was funded with Legacy Partnership Research Funds from the State of Minnesota Parks and Trails Legacy Fund. LBS data was obtained from StreetLight Data, Inc. and was accessed in July 2023.



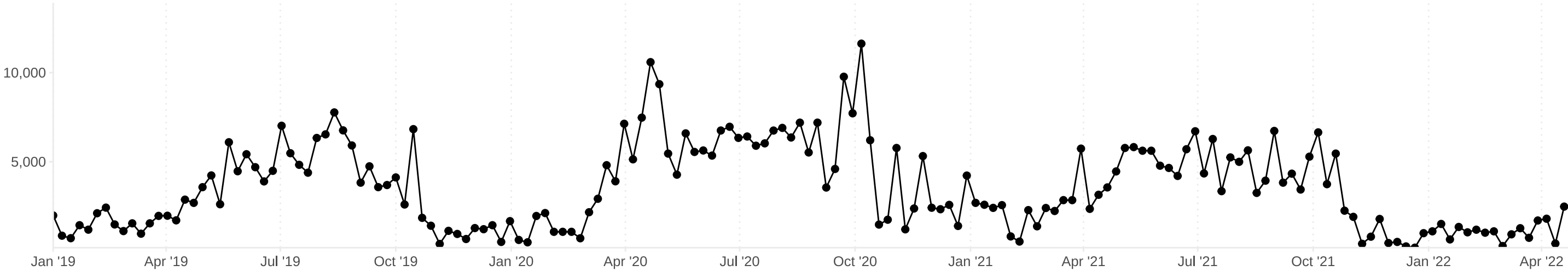
William O'Brien is part of the DNR State Park system. The park is in Washington County (DNR Area 3B). Park boundaries were accessed via the Minnesota Geospatial Commons in July 2023 and may have been edited to improve LBS data performance.



Year	Total visits	Vehicle visitors	Bicyclists	Pedestrians
2019	165,100	143,437	2,160	19,503
2020	248,192	204,302	3,184	40,706
2021	179,866	157,199	2,863	19,804

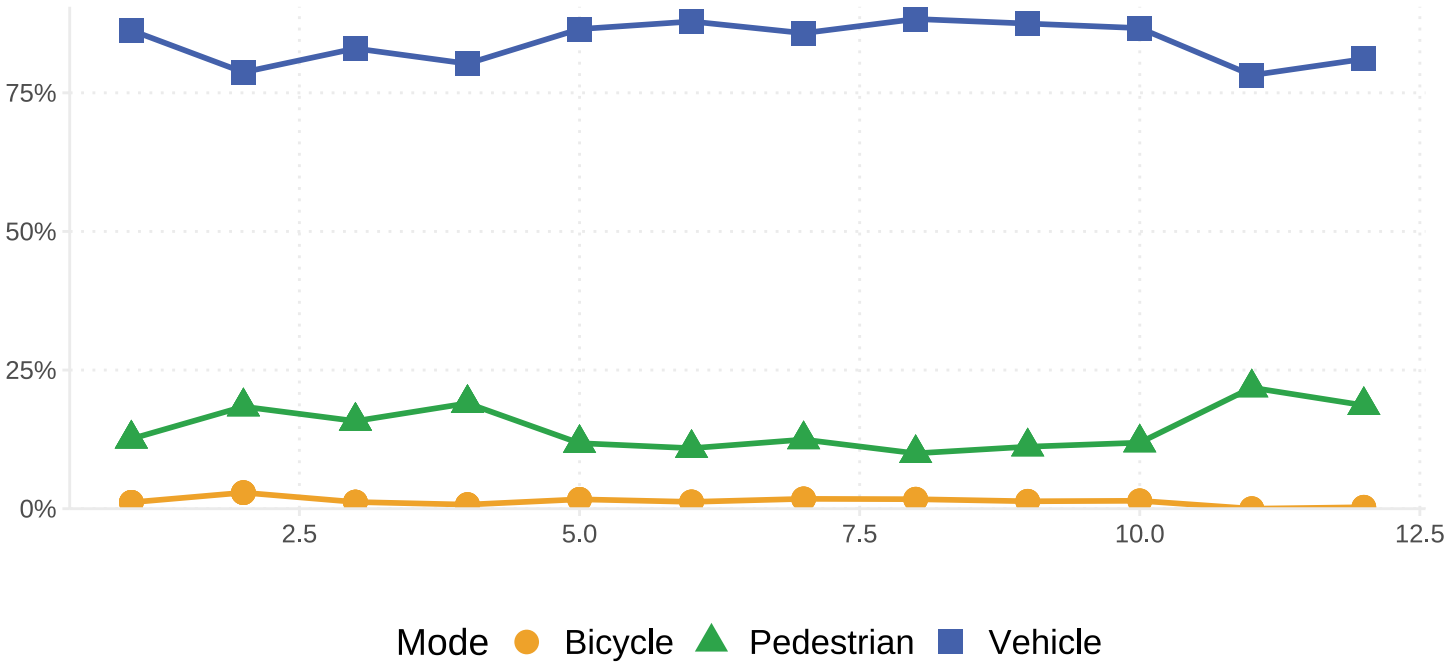
Weekly visits

Each point in this time series indicates estimated weekly visits to William O'Brien.



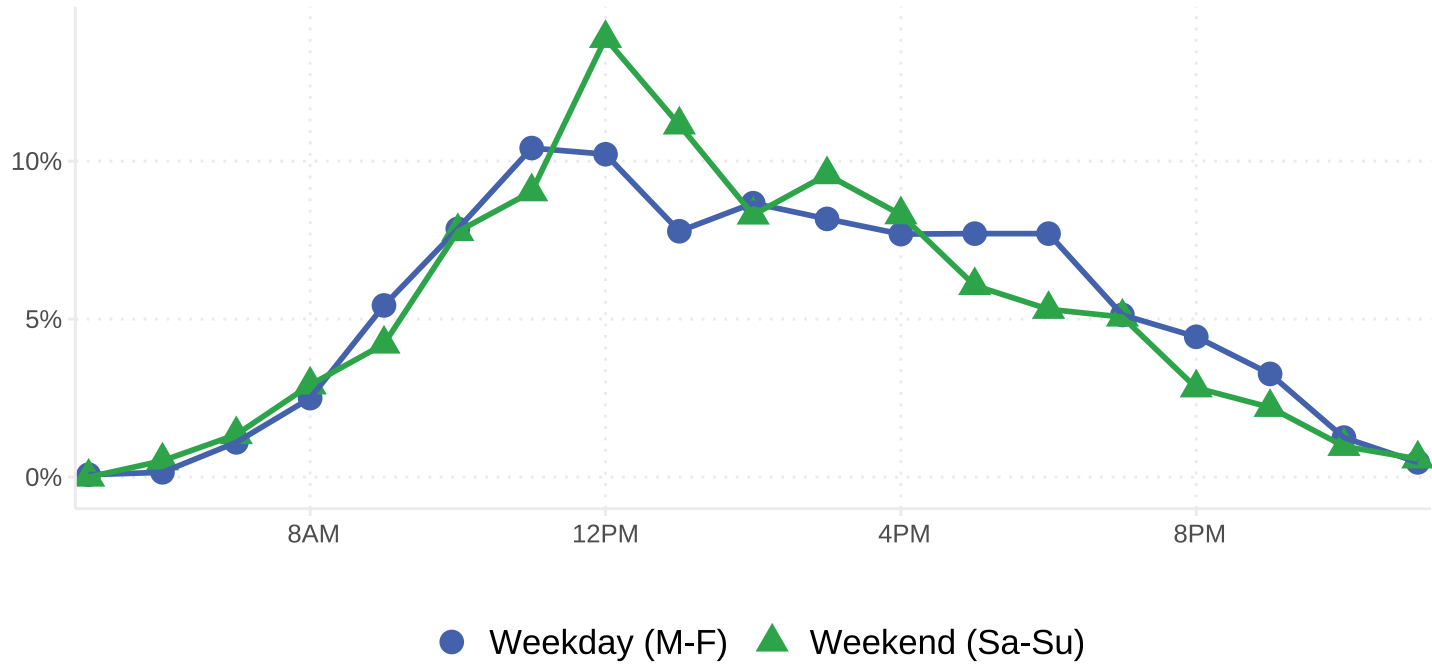
Mode share

Mode share shows the percent of visitors arriving by vehicle, bicycle, or on foot (pedestrian). Points show the monthly averages across the study period.



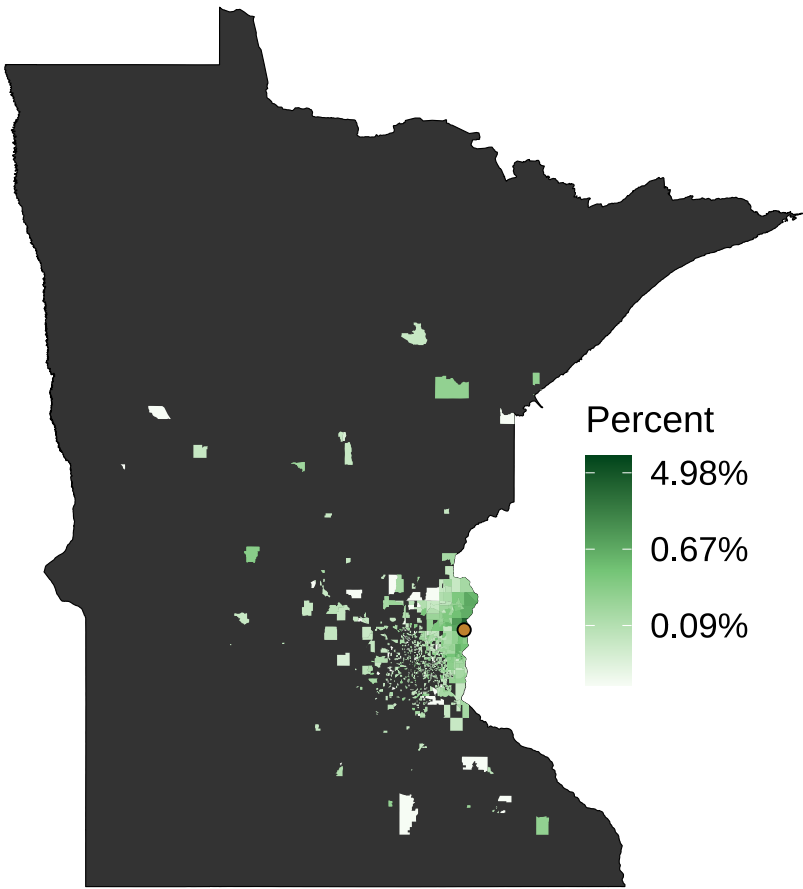
Hourly use

Hourly use during summer 2021 shows patterns of when visitors use trails on weekdays and weekends.



Visitor home locations

Inferred visitor home locations are reported at the block group level. Darker colors indicate more visitors from a given block group. During 2021, approximately 100% of visitors to William O'Brien lived inside of Minnesota while 0% of visitors lived outside of Minnesota.



Visitor Demographics

Visitor demographics are inferred based on home locations and data from the 2020 US Census. The table summarizes inferred demographic attributes of visitors to William O'Brien during 2021 (LBS data). 2020 US Census data for the state is provided for context. Please note that local and/or historical context is crucial when interpreting park-level demographic data.

Category	Census Group	Park Estimate (entire 2021)	State Average
Race/ethnicity	American Indian	0.6%	1.0%
	Asian	4.8%	5.2%
	Black	3.8%	6.9%
	Hispanic or Latinx	4.8%	6.1%
	More than one race	5.6%	4.1%
	Native Hawaiian and other Pacific Islander	0.1%	0.0%
	Some other race	2.0%	0.4%
	White	78.3%	76.3%
Income	Less than \$25,000	11.8%	10.4%
	\$25,000 - 39,999	8.7%	11.2%
	\$40,000 - 59,999	13.9%	15.1%
	\$60,000 - 74,999	9.7%	10.0%
	\$75,000 - 99,999	14.4%	14.1%
	\$100,000 - 149,999	20.5%	18.3%
	\$150,000 or higher	20.9%	20.8%
Education	High school	28.0%	30.9%
	Associate degree or some college	31.6%	32.4%
	4-year degree	25.9%	24.2%
	Graduate or professional degree	14.4%	12.6%