

Doodle Trail User Survey Report 2016

Submitted to:



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EXECUTIVE SUMMARY

This report provides information from 214 visitors to the Doodle Trail, during October and November of 2016. The 28-question survey was designed to examine visitors' average trail use, number of visits, trail related expenditures, information sources, and satisfaction with the trail.

Some highlights include:

Demographics

- Over half of the respondents (58.3%) were male.
- The majority of respondents (73.71%) were between 46 and 80-year old.
- The majority of respondents (62.9%) were from Pickens or Easley. Only six respondents reported being from outside South Carolina.
- A majority (95.3%) of respondents were white.
- One-third of the respondents (35.13%) reported a household income of \$40,000 - \$79,999.

Trail Information

- Almost 1 in 5 respondents (17.1%) reported using the trail less than once a week.
- Nearly half (49.3%) of respondents use the trail 1 to 2 hours per visit.
- More than 9 out of 10 respondents (92.6%) use the trail for either biking or walking.
- Over half (63.7%) of all respondents reported they would participate less or not at all in their preferred trail activity if the trail was not available.

Trail Spending Patterns

- Over half (53.9%) of respondents had increased their annual spending on health, recreation, or exercise items due to the trail.
- Of those who increased their spending, the average increase for apparel was \$156.44.
- Over one tenth of all responders (14.4%) reported spending over \$100 on large scale non-annually purchased items (bikes, strollers, roller blades) for use on the trail.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
Demographics	i
Trail Information	i
Trail Spending Patterns.....	i
TABLE OF CONTENTS	ii
INTRODUCTION.....	1
Table 1. Dates of Collection	2
PROFILE OF RESPONDENTS	3
Table 2. Profile of Respondents.....	3
Figure 1. Yearly Household Income.....	4
Table 3. Respondents' Home Zip Code.....	5
Figure 2. South Carolina Trail Users Home of Origin.....	5
TRAIL INFORMATION.....	6
Table 4. How Did You Hear About the Trail?.....	6
Table 5. Trail Visits	6
Table 6. Trail Companions.....	7
Table 7. Group Size	7
Table 8. Average Time of Visit.....	7
Table 9. Trail Activities	8
Table 10. Participation Rate Without Trail	8
Table 11. Method of Reaching Trail	8
Table 12. Time Spent Traveling to Trail.....	9
Table 13. Purpose for Using Trail.....	9
Table 14. Suggestions for Trail Improvement.....	10
TRAIL SPENDING PATTERNS	10
Table 15. Increase in Spending Due to the Trail.....	10
Table 16. Increased Spending on Apparel	11
Table 17. Increased Spending on Equipment	11
Table 18. Increased Spending on Food.....	11

INTRODUCTION

Visitors to the Doodle Trail were asked to participate in a short survey regarding trail use. The majority of respondents (70%) participated during the month of October, while the remaining respondents were intercepted during November. All surveys were collected at the Pickens' trailhead and participants had to be 18 or over, and could only take the survey once (survey collectors encountered 18 visitors who had already taken the survey). In addition to the 214 survey responses collected, 20 people declined to participate, for a 91% response rate. Surveys were administered by trained members of The Bicycle Research Team at Clemson University including undergraduate, master's, and doctoral students.

Data collection days and times were dispersed to get a sense of trail use throughout the week. While data collection was rarely hampered by rain or cold, we believe the poor air quality due to the wildfires in the Upstate did have an effect on trail use, particularly days when health officials suggested that people only exercise indoors. Saturday morning, October 15 was the busiest collection day at the trail, and trail use was typically higher on weekends. Over forty percent of surveys (91, 42.5%) were collected on the weekends during five collection periods. The remaining surveys (123, 57.5%) were collected on weekdays during twelve collection periods. Table 1 shows interview dates and times and how many responses were collected per period.

Table 1. Dates of Collection

Date	Time of Day	Number of Responses
Thursday, October 13	Evening	12
Friday, October 14	Afternoon	18
Saturday, October 15	Morning	28
Sunday, October 16	Afternoon	18
Tuesday, October 18	Morning	16
Wednesday, October 19	Afternoon	21
Thursday, October 20	Mid-morning to early afternoon	10
Tuesday, October 25	Morning	6
Wednesday, October 26	Morning	21
Thursday, November 3	Morning	12
Saturday, November 12	Morning	21
Thursday, November 17	Morning	2
Saturday, November 19	Afternoon	17
Sunday, November 20	Afternoon	7
Monday, November 21	Afternoon	1
Tuesday, November 22	Morning	0
Tuesday, November 22	Evening	4
	Total	214

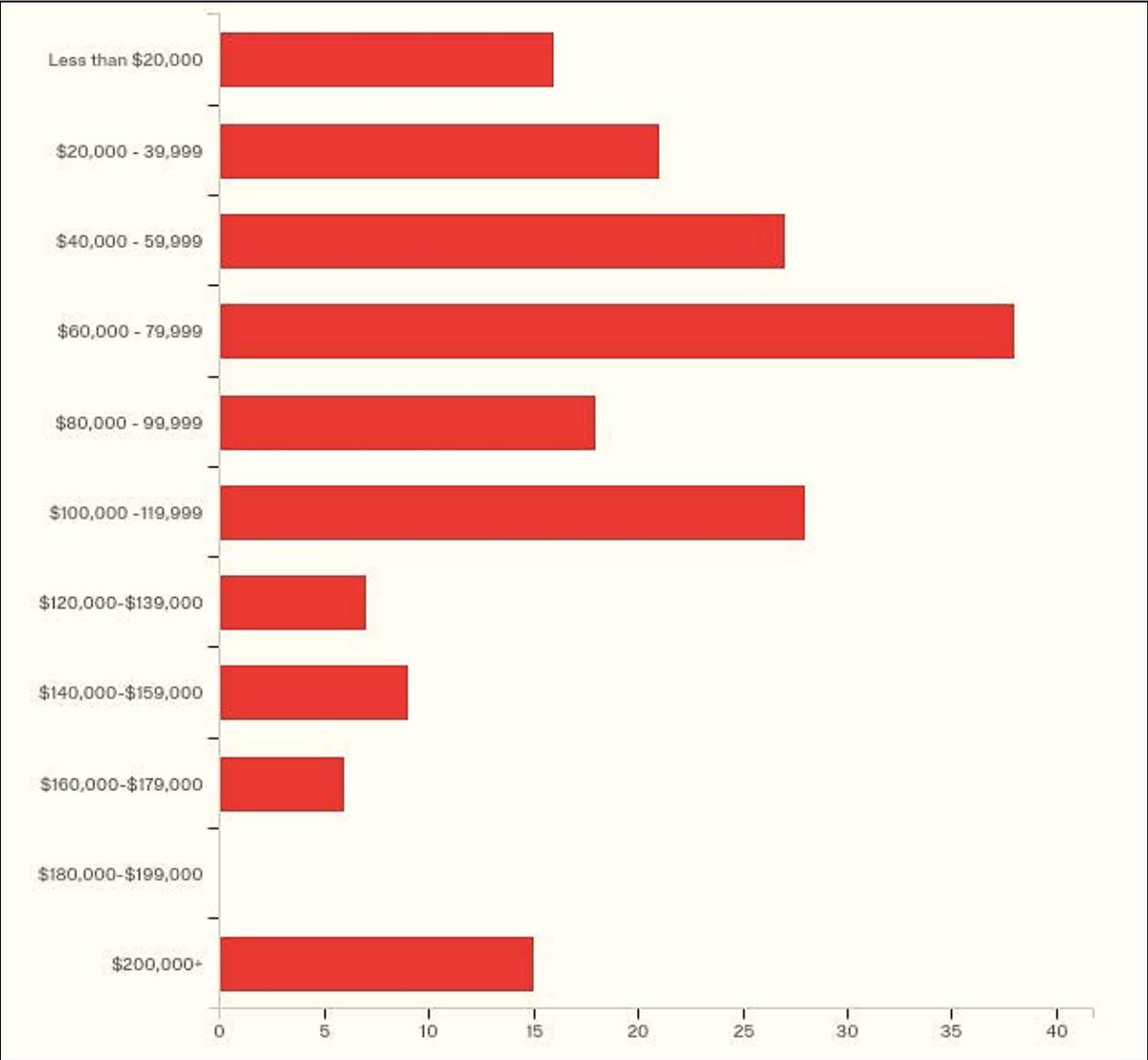
PROFILE OF RESPONDENTS

As Table 2 illustrates, there were slightly more male respondents (123, 58.3%), and the majority of respondents (57.8%) were 46 to 67 years old. Just over one-third of the respondents (65, 35.1%) indicated household incomes between \$40,000-\$79,000. Figure 1 displays household income data in a bar graph for a visual representation.

Table 2. Profile of Respondents

Response	Frequency	Percent (%)
Gender		
Female	88	58.29%
Male	123	41.7%
Total	211	100%
Age		
18-25	12	5.6%
26-35	17	8.0%
36-45	26	12.2%
46-55	61	28.6%
56-67	62	29.1%
68-80	34	16.0%
Over 80	1	0.5%
Total	213	100%
Yearly household income		
Less than 20,000	16	8.7%
20,000-39,999	21	11.4%
40,000-59,999	27	14.6%
60,000-79,999	38	20.5%
80,000-99,999	18	9.7%
100,000-119,999	28	15.1%
120,000-139,000	7	3.8%
140,000-159,999	9	4.9%
160,000-179,999	6	3.2%
180,000-199,999	0	0.0%
200,000 and up	15	8.1%
Total	185	100%

Figure 1. Yearly Household Income

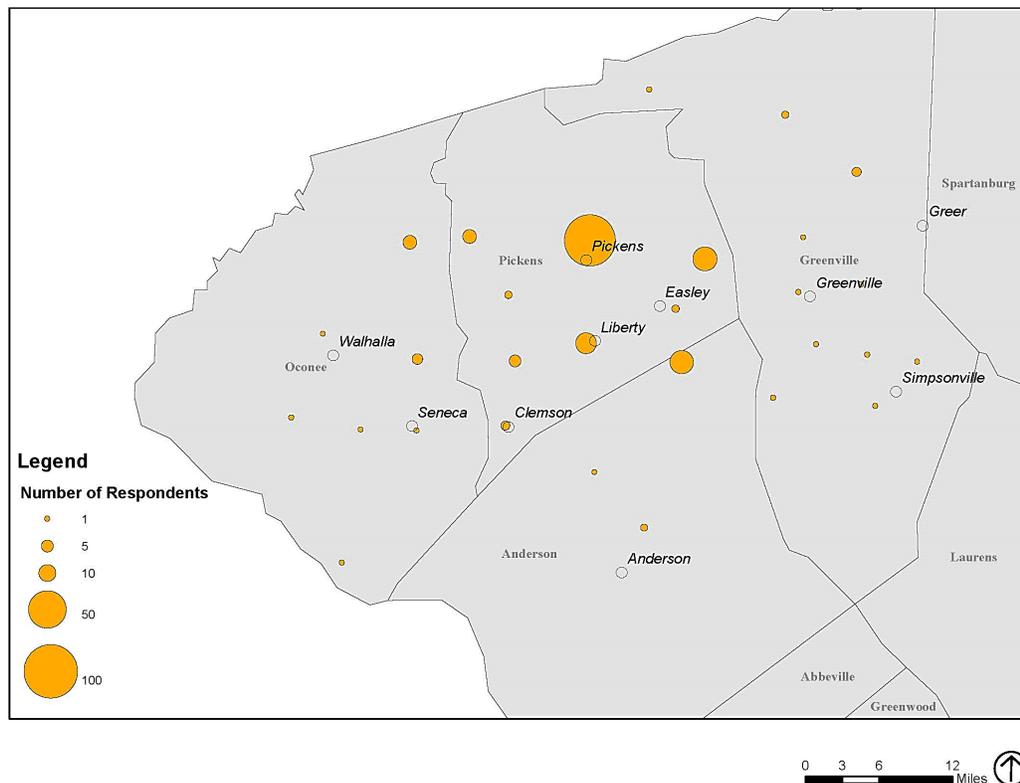


Almost half of the visitors (92, 44.2%) were from Pickens, while over 70% of all visitors (148, 71.1%) were from Pickens, Easley, or Liberty. Visitors reported 37 different home zip codes as indicated in Table 3. Figure 2 provides a visual representation of Upstate SC trail users' home locations. Although not on the map, there were visitors from Columbia, SC and six other states.

Table 3. Respondents' Home Zip Code

Zip Code	Frequency	Percent (%)
29671 Pickens	92	44.2%
29640 Easley	20	9.6%
29642 Easley	19	9.1%
29657 Liberty	15	7.2%
29676 Salem	7	3.4%
29685 Sunset	7	3.4%
29630 Central	5	2.4%
29672 Seneca	4	1.9%
29631 Clemson	3	1.4%
29687 Taylors	3	1.4%
Others	33	16.0%
Total	208	100%

Figure 2. South Carolina Trail Users Home of Origin



TRAIL INFORMATION

As Table 4 shows a large amount of respondents (103, 47.9%) heard about the trail from friends and family, and over a third (74, 34.4%) heard about the trail from local advertising.

Table 4. How Did You Hear About the Trail?

Response	Frequency	Percent (%)*
Friends or family	103	47.9%
Local advertising	74	34.4%
Promotion through local TV/newspaper	8	3.7%
Live here	8	3.7%
Swamp Rabbit Trail	2	1.0%
Club or program	1	0.5%
Pickens County website	1	0.5%
Google	1	0.5%
Rails to Trails website	1	0.5%
Bike shop	1	0.5%
Other	27	19.0%

* Percentage does not total 100% due to multiple responses.

Table 5 conveys that most respondents (171, 83%) visited the trail at least once a week, and more than half of respondents (121, 59.1%) visited the trail more than once a week.

Table 5. Trail Visits

Number Trail Visits Per Week	Frequency	Percent (%)
1	49	23.8%
2	32	15.5%
3	34	16.5%
4	18	8.7%
5	18	8.7%
6	9	4.4%
7	11	5.3%
Do not use trail every week	35	17.1%
Total	206	100%

As Table 6 indicates, 54.2% of the respondents normally use the trail with others.

Table 6. Trail Companions

Trail Companion	Frequency	Percent (%)
Alone	97	45.8%
With others	115	54.2%
Total	212	100%

Of the respondents that use the trail with others, most (59, 51.75%) use the trail with one other person (see Table 7).

Table 7. Group Size

Other People in Group	Frequency	Percent (%)
1	59	51.8%
2	32	28.0%
3	13	11.4%
4	5	4.4%
5	5	4.4%
6 or more	0	0.0%
Total	114	100%

Table 8 shows the length of time respondents use the trail per visit. Nearly half (106, 49.3%) use the trail one to two hours. Almost all respondents (212, 98.6%) use the trail for over twenty minutes per visit.

Table 8. Average Time of Visit

Average Time of Visit	Frequency	Percent (%)*
10 to 20 minutes	3	1.4%
20 to 30 minutes	16	7.4%
30 to 40 minutes	10	4.7%
40 to 50 minutes	18	8.4%
50 to 60 minutes	30	13.9%
1 to 2 hours	106	49.3%
Over 2 hours	32	14.9%
Total	215	100%

According to the statistics shown in Table 9, the majority of the respondents (132, 61.4%) bicycled on the trail. Other major activities included walking and running.

Table 9. Trail Activities

Activities	Frequency	Percent (%)*
Bicycle	132	61.4%
Walk	67	31.2%
Run	43	20.0%
Walk/run with stroller	2	0.9%
Skateboard	1	0.5%
Rollerblade	0	0.0%
Birding	0	0.0%
Other	2	0.9%

*Percentage does not total 100% due to multiple responses.

Table 10 shows that over forty percent of the respondents (95, 44.2%) would participate in this activity less if the trail was not here. Nearly twenty percent of respondents (42, 19.5%) would not participate in this activity at all if the trail was not here.

Table 10. Participation Rate Without Trail

Response	Frequency	Percent (%)*
I would not participate as often	95	44.2%
I would participate the same amount	54	25.1%
I would not participate at all	42	19.5%
I would participate at a different location	35	16.3%

*Percentage does not total 100% due to multiple responses.

As indicated in Table 11, a majority of the respondents reach the trail by car (189, 87.9%). A small amount biked or walked to the trail.

Table 11. Method of Reaching Trail

Response	Frequency	Percent (%)*
Automobile	189	87.9%
Bicycle	19	8.8%
Walk	6	2.8%
Run	1	0.5%
Total	215	100%

Table 12 shows that nearly half (105, 48.8%) of the respondents indicated they could reach the trail within 10 minutes using their preferred method of transportation. Almost fifteen percent of (32, 14.9%) respondents traveled over thirty minutes to reach the trail.

Table 12. Time Spent Traveling to Trail

Time	Frequency	Percent (%)*
1-5 minutes	57	26.5%
5-10 minutes	48	22.3%
11-15 minutes	42	19.5%
16-20 minutes	20	9.3%
20-30 minutes	16	7.5%
30 or more minutes	32	14.9%
Total	215	100%

Respondents were asked their purpose for using the trail. Table 13 shows that 192 (89.7%) respondents used the trail for physical health. However, over a third used (82, 38.3%) the trail for recreation.

Table 13. Purpose for Using Trail

Purpose	Frequency	Percent (%)*
Physical Health	192	89.7%
Recreation	82	38.3%
Mental Health	22	10.3%
Transportation	4	1.9%

* Percentage does not total 100% due to multiple responses.

Respondents were asked to provide suggestions for improving the trail. Table 14 reveals that almost a third of the respondents (61, 31.3%) suggested additional water fountains. Over thirty percent of respondents (57, 30.2%) suggested more connectivity to downtown. Other suggestions for improvement included more trail maintenance, bike tool maintenance, removal of invasive species, less dog poop on trail, additional picnic areas and covered benches.

Table 14. Suggestions for Trail Improvement

Suggestions	Frequency	Percent (%)*
Additional water fountains	61	31.3%
More connectivity - downtown	57	30.2%
Longer trail	48	26.4%
Permanent restrooms	38	20.9%
More connectivity – parks, recreation	35	19.2%
Additional restrooms	38	18.7%
More connectivity - schools	27	14.8%
More restaurants on trail	13	7.1%
Better lighting / security on trail	11	6.0%
Additional benches	7	3.9%
Divided lanes	7	3.9%
Additional parking	3	1.7%
Other	51	28.0%

* Percentage does not total 100% due to multiple responses.

TRAIL SPENDING PATTERNS

Over half of the respondents (111, 53.9%) reported that use of the trail has increased their spending for health, exercise, or recreation oriented items (Table 15).

Table 15. Increase in Spending Due to the Trail

Increase	Frequency	Percent (%)
Yes	111	53.9%
No	95	46.1%
Total	206	100%

We asked respondents who answered yes to increasing spending due to the trail, to estimate their yearly increased spending on certain items. As indicated in Table 16, a little over a third of the respondents (34, 39.5%) increased their yearly spending on apparel such as shoes, hats, pants, and jerseys due to the trail.

Table 16. Increased Spending on Apparel

Increase	Frequency	Percent (%)
\$0	16	18.4%
\$1 - 25	5	5.8%
\$26 - 50	10	11.5%
\$51 - 100	19	21.8%
\$101 - 500	35	40.2%
Over \$500	2	2.3%
Total	87	100%

Table 17 shows respondents yearly increase in spending on equipment such as bicycles, roller blades, strollers, or other equipment used on the trail. Nearly a third of respondents (26, 28.9%) increased their spending on equipment yearly by \$101- \$500.

Table 17. Increased Spending on Equipment

Increase	Frequency	Percent (%)
\$0	23	25.5%
\$1 - 50	11	12.2%
\$51 - 100	14	15.6%
\$101 - 500	26	28.9%
\$501 - 1000	8	8.9%
Over \$1000	8	8.9%
Total	90	100%

Table 18 shows respondents yearly increase in spending on specific food for trail activities. This includes energy bars, sports drinks, bottled water, etc. Over a third of respondents (30, 35.2%) increased their spending on food yearly at least by \$51.

Table 18. Increased Spending on Food

Increase	Frequency	Percent (%)
\$0	36	42.4%
\$1 - 25	4	4.7%
\$26 - 50	14	16.5%
\$51 - 100	15	17.6%
\$101 - 500	15	17.6%
Over \$500	1	1.2%
Total	85	100%