

# Doodle Trail User Report Fall 2016

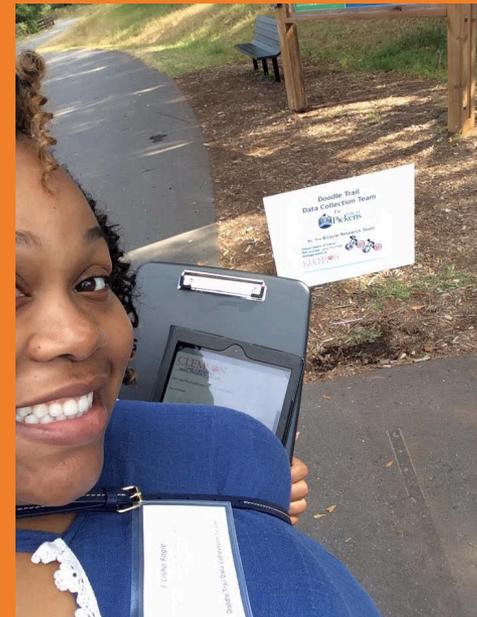
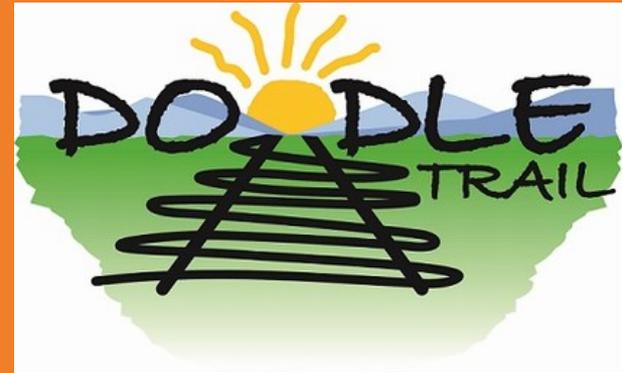
Presentation to City of Pickens City Council  
Monday, April 17, 2015

Research Conducted by:  
The Bicycle Research Team

Paul Gremillion, Project Manager  
Dr. Charles Chancellor, Director



- Data Collection
  - 5 Clemson University graduate students
  - October 13 - November 22, 2016
  - Weekends and weekdays
  - Various times during the day
  - 18 and older
  - 28 questions
  - 214 useable questionnaires
  - 91% response rate



# Respondent Demographics

- 58% - male
- 74% - 46 – 80 years old
- 63% - Pickens or Easley





# Trail User Information

- 82% - trail knowledge from friends and family or local media
- 83% - used at least once a week
- 54% - normally used the trail with others
- Average duration of trail visit was 1-2 hours
- 13.5% - reported normally using the trail for less than 40 minutes per visit



# Trail Activities

- 61% biking
- 31% Walking
- 20% running
- One skateboarder



# Impact of Trail on Recreational Activity Rates

- 20% - would not participate at all
- 44% - would participate less



## Purpose for Using the Trail

- 90% - physical health
- 38% - recreation
- 10% - mental health
- 2% - transportation



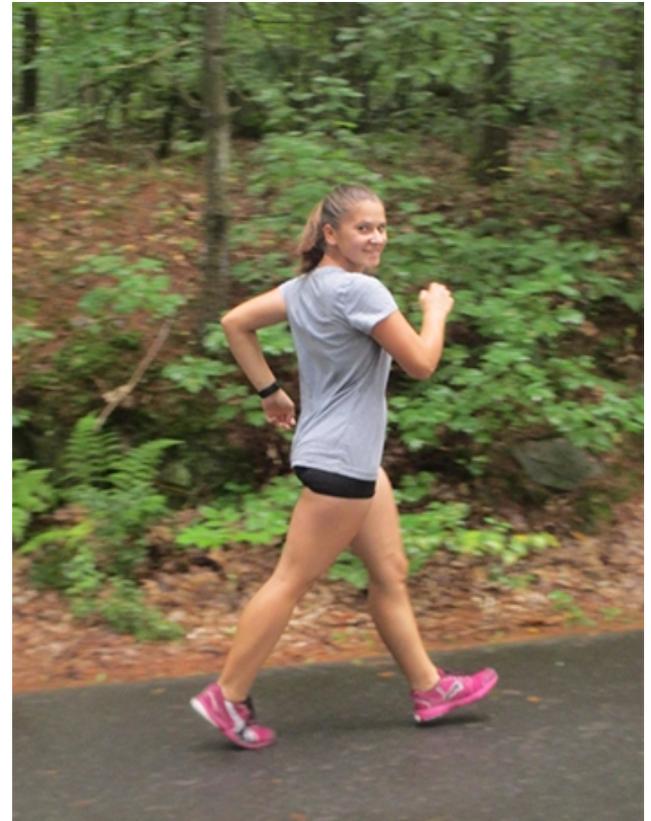
# Annual Spending Patterns

- 54% increased
  - 40% - \$101- \$500 on apparel
  - 29% - \$101- \$500 on recreation equipment



# Suggestions for Trail Improvement

- Water fountains
- Connectivity to:
  - downtown
  - parks and recreation facilities
  - schools
- Extending the trail
- Permanent & more restrooms
- Additional restaurants near the trail



# Summary

- 91% - response rate
- 20% - would not recreate without the trail
- 54% - increased spending



# Thank You!

## Questions?

