

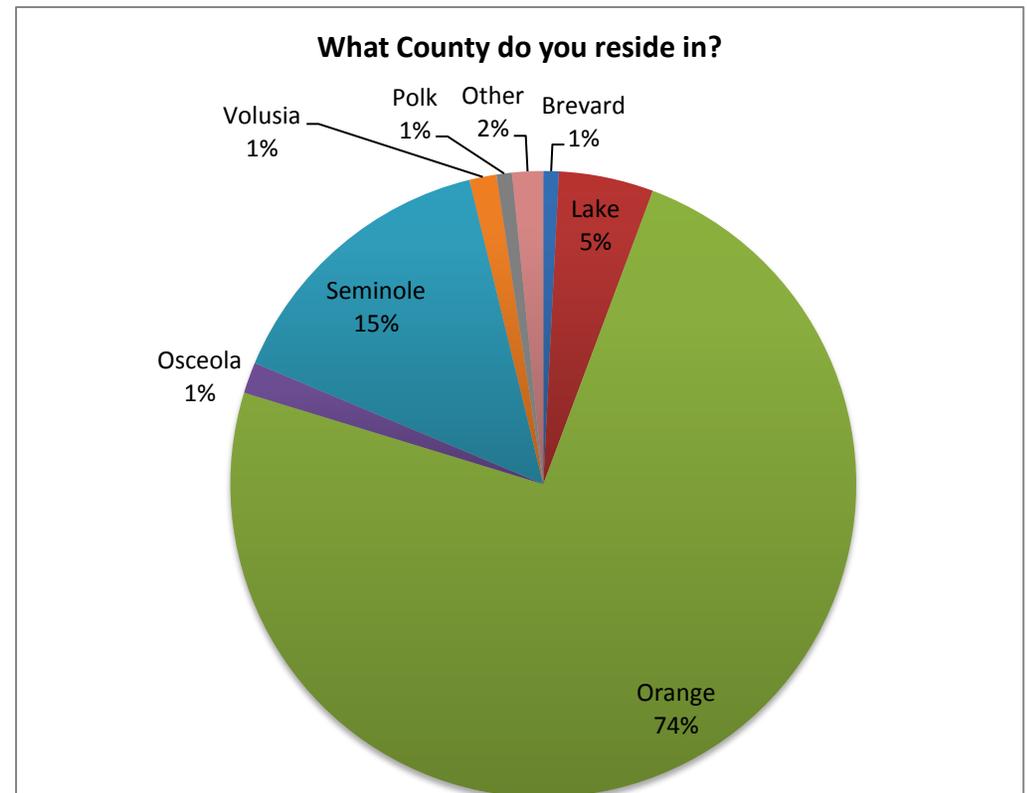
APPENDIX

Orange County Trail System Online Survey

The online survey was open for responses from October 2, 2010 through November 30, 2010. The following pages show the results of each question, including a brief analysis.

Question 1: What County do you reside in?		
Answer Options	Response Percent	Response Count
Brevard	0.8%	3
Lake	4.9%	18
Orange	74.1%	274
Osceola	1.6%	6
Seminole	14.9%	55
Volusia	1.4%	5
Polk	0.8%	3
Other	1.6%	6
<i>answered question</i>		370
<i>skipped question</i>		0

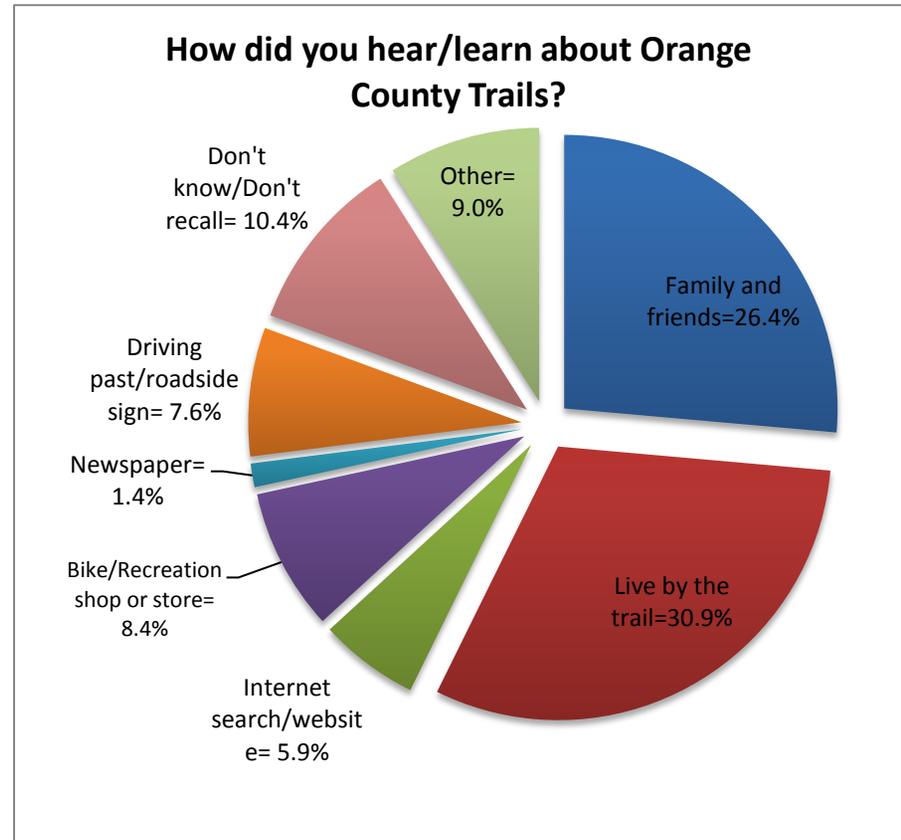
As a result of the online survey, Orange County had the highest number of respondents at 74%, followed by Seminole County (15%). Out of region responders represented 1.6% of the total and were from areas such as Leon County, Marion County, Wakulla County, Albany, NY and Kalamazoo, MI.



Question 2: Enter your zip code of your residence. Zip codes were analyzed to determine trail proximity to user residents. See maps on pages 19- 20.

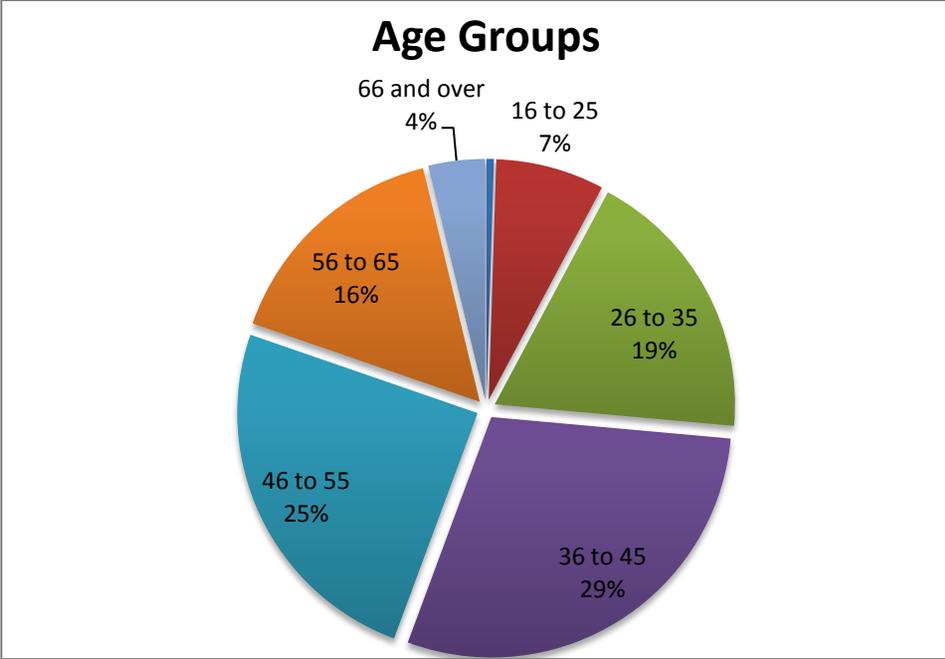
Question 3: How did you hear/learn about Orange County Trails (West Orange, Cady Way and Little Econ)?

Answer Options	Response Percent	Response Count
Family and friends	26.4%	94
Live by the trail	30.9%	110
Internet search/website	5.9%	21
Bike/Recreation shop or store	8.4%	30
Newspaper	1.4%	5
Driving past/roadside sign	7.6%	27
Magazine	0.0%	0
Don't know/Don't recall	10.4%	37
Other	9.0%	32
<i>answered question</i>		356
<i>skipped question</i>		14



Approximately 31% of respondents noted they learned about the Orange County Trail system because they live near a trail. 27% indicated they learned about the trails through family and friends. Other responses include employer or school, U.S. Postal Service, running or biking groups and being an actual part of the trail development process.

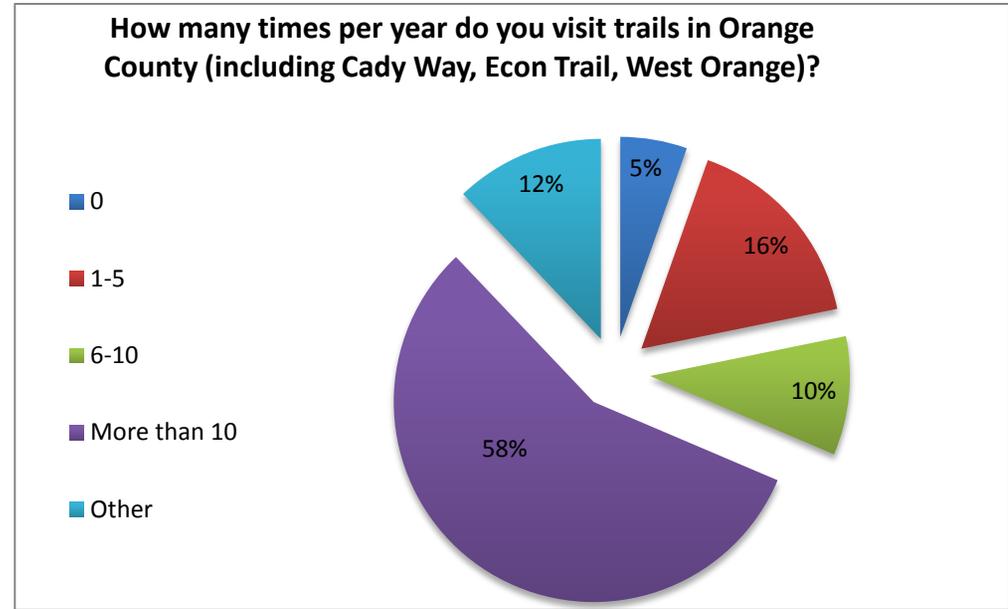
Question 4: Please check your age group.		
Answer Options	Response Percent	Response Count
15 years old and under	0.5%	2
16 to 25	7.3%	27
26 to 35	18.6%	69
36 to 45	29.2%	108
46 to 55	24.6%	91
56 to 65	15.9%	59
66 and over	3.8%	14
<i>answered question</i>		370
<i>skipped question</i>		0



The largest group of respondents were within the 36 to 45 age group (29%), followed by the 46 to 55 age group (25%). This is representative of an established demographic of those who are able to travel and create consumer spending along the trail system. This is not necessarily representative of families if only the adult(s) in the group took the survey, as responses are the views of the individual survey taker.

Question 5: How many times per year do you visit trails in Orange County (including Cady Way, Econ Trail, West Orange)?

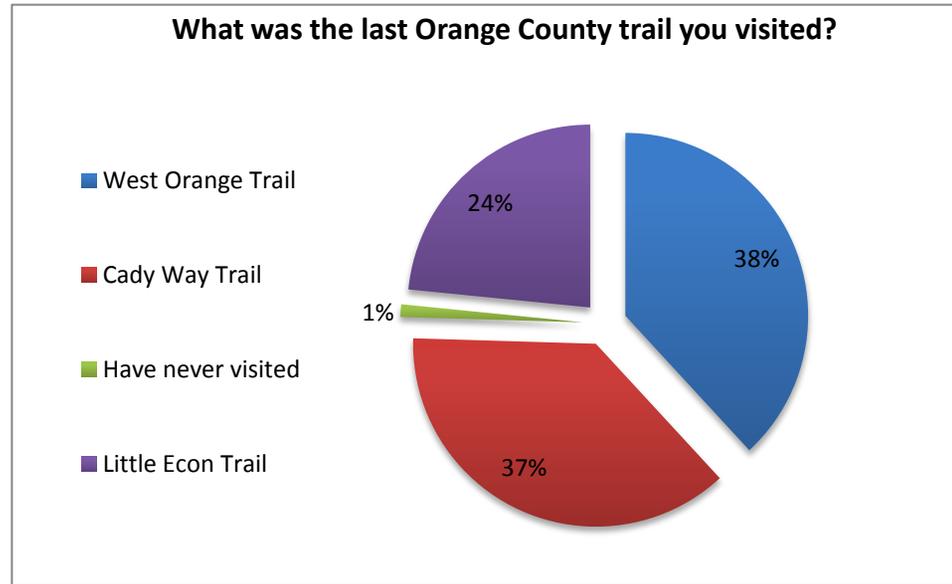
Answer Options	Response Percent	Response Count
0	5.4%	19
1-5	16.4%	58
6-10	9.6%	34
More than 10	56.5%	200
Other	12.1%	43
<i>answered question</i>		354
<i>skipped question</i>		16



Over 68% of respondents (243 of the 354) indicated they use the Trail more than 10 times per year. Many of those who specified “Other” specified that they use the Trail as follows: daily for commuting purposes; 3-5 times per week; every weekend; over 200 times per year. It can be assumed due to survey responses and comments made, that the 12% of those who responded “other” typically use the Trail about 5 times per week.

Question 6: What was the last Orange County trail you visited?

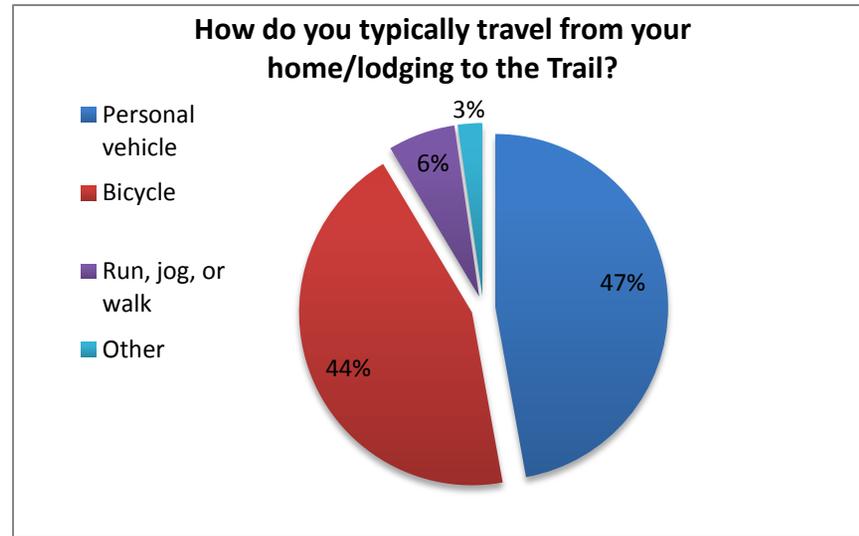
Answer Options	Response Percent	Response Count
West Orange Trail	38.1%	135
Cady Way Trail	37.3%	132
Have never visited	1.1%	4
Little Econ Trail	23.4%	83
Other	0.0%	0
<i>answered question</i>		354
<i>skipped question</i>		16



The Cady Way and the West Orange Trails received approximately the same number of responses as to which was the last Orange County trail visited, although they offer very different experiences in terms of trail type and facilities available along the Trails.

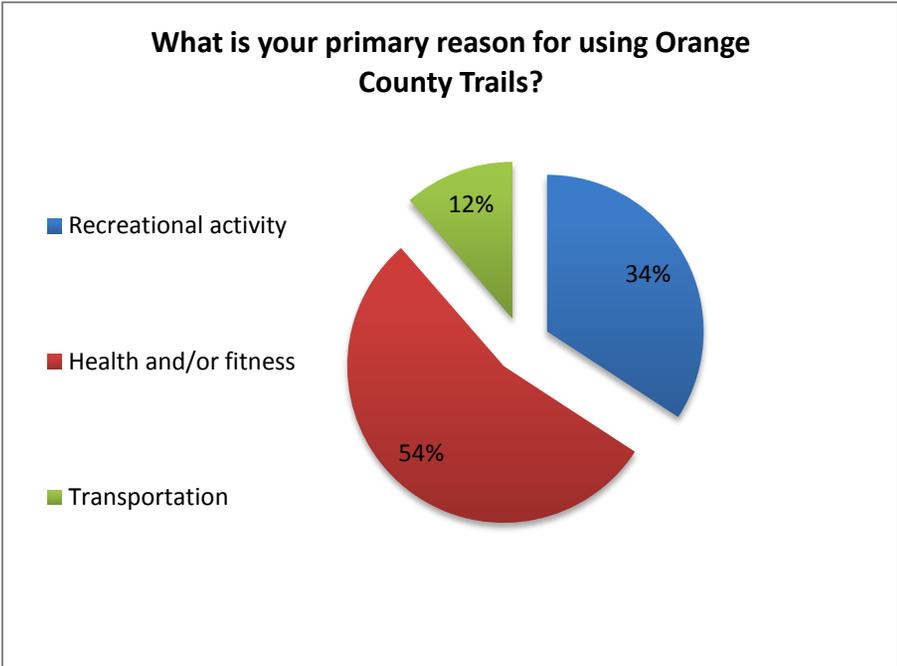
Question 7: How do you typically travel from your home/lodging to the Trail?

Answer Options	Response Percent	Response Count
Personal vehicle	47.2%	166
Bicycle	44.3%	156
Transit (LYNX, carpool)	0.0%	0
Run, jog or walk	6.3%	22
Other	2.3%	8
<i>answered question</i>		352
<i>skipped question</i>		18



Personal vehicle, as might be expected, was noted as the primary mode of transportation to the Trails (47%). However, an overwhelming 44% responded that the bicycle was their usual mode of transportation. This would indicate that the respective trails are within a comfortable biking distance from the respondent’s home or lodging and that appropriate biking conditions are seen to exist. These numbers indicate that, given appropriate land uses surrounding trails such as the presence of major residential and employment centers, and with greater connectivity between trails, trails could increasingly serve as transportation routes. It is of some concern that no respondents indicated using public transportation to access the Trail. Further investigation into transit routes and stops and improved efforts to link public transportation to trails is warranted.

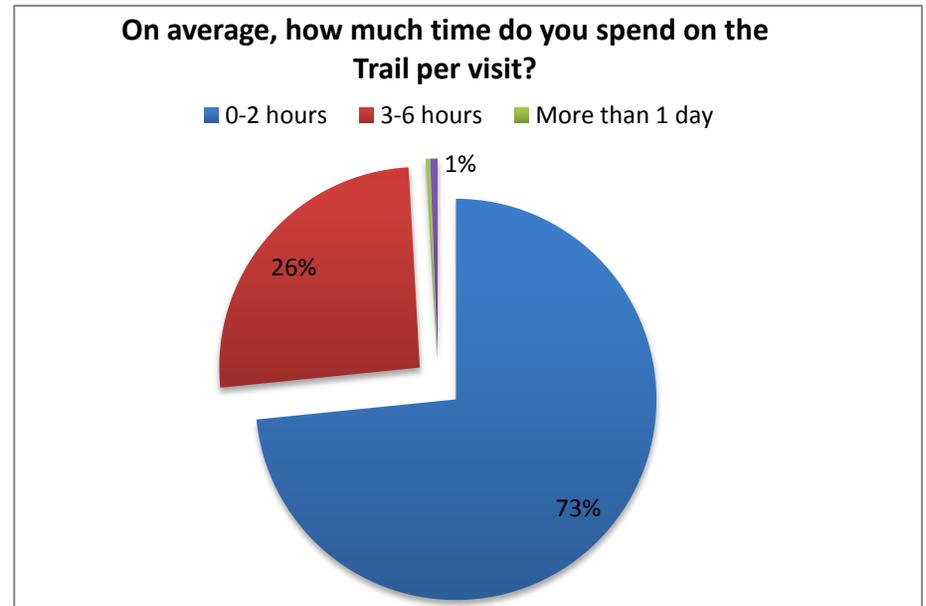
Question 8: What is your primary reason for using Orange County Trails?		
Answer Options	Response Percent	Response Count
Recreational activity	34.2%	120
Health and/or fitness	54.4%	191
Transportation	11.4%	40
<i>answered question</i>		351
<i>skipped question</i>		19



Health and/or fitness were the primary reason for using Orange County Trails for over 54% of respondents. Recreational activity was noted by 34%, while transportation was listed by 11.4%. An increase in employment opportunities adjacent to the Trail corridor and safe access to these job sites, plus the incorporation of public transportation options such as LYNX, may result in a greater use of the Trails for transportation purposes.

Question 9: On average, how much time do you spend on the Trail per visit?

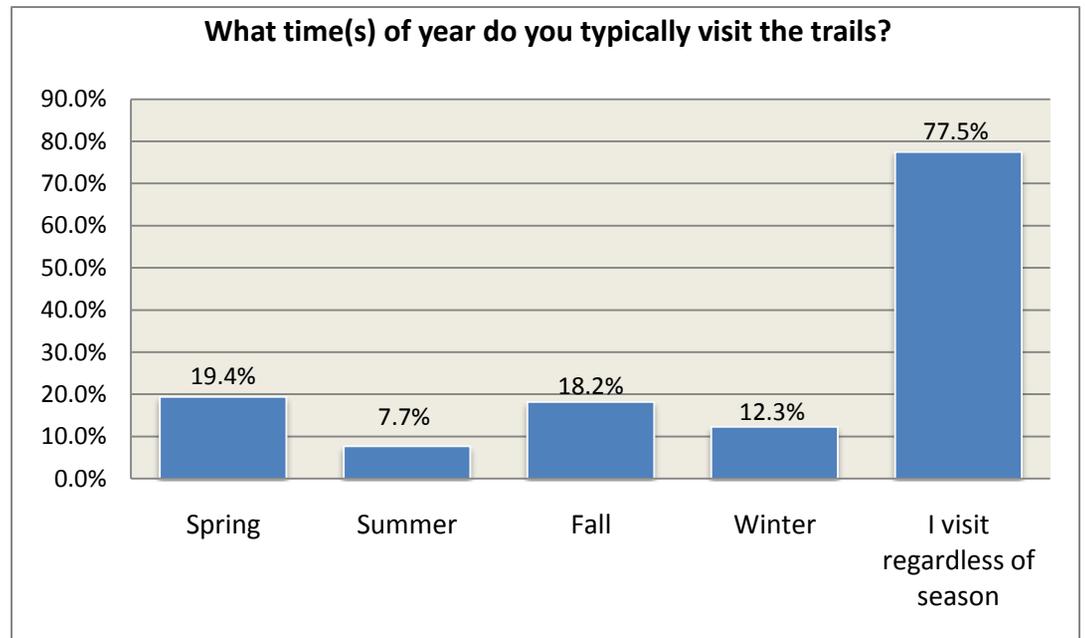
Answer Options	Response Percent	Response Count
0-2 hours	73.4%	260
3-6 hours	25.7%	91
More than 1 day	0.3%	1
Everyday	0.6%	2
<i>answered question</i>		354
<i>skipped question</i>		16



Three-quarters of respondents indicated that they spend, on average, approximately 0-2 hours on the Trail per visit, while 25% spend 3-6 hours. By linking the trails and creating ecotourism opportunities, the number of visitors—including local users—who spend one or more days on the trails could increase.

Question 10: What time(s) of year do you typically visit the trails?

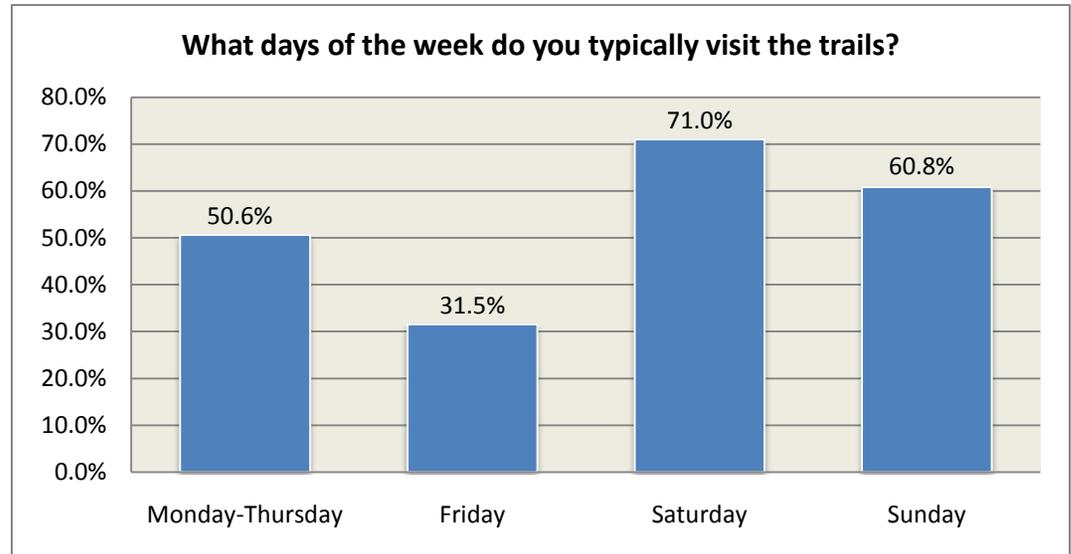
Answer Options	Response Percent	Response Count
Spring	19.4%	68
Summer	7.7%	27
Fall	18.2%	64
Winter	12.3%	43
I visit regardless of season	77.5%	272
answered question		351
skipped question		19



While not quite 8% of the respondents listed summer as their typical season for trail use, more than 77% of trail users said they visited the trails regardless of season—dispelling the belief that, while Florida’s summer heat may slow trail visitation, it clearly does not prohibit outdoor activities. Capturing 18-19% of the responses, spring and fall were seen to be the favored seasons for trail use, with winter claiming priority timing for just over 12%.

Question 11: What days of the week do you typically visit the trails? Please select all that apply.

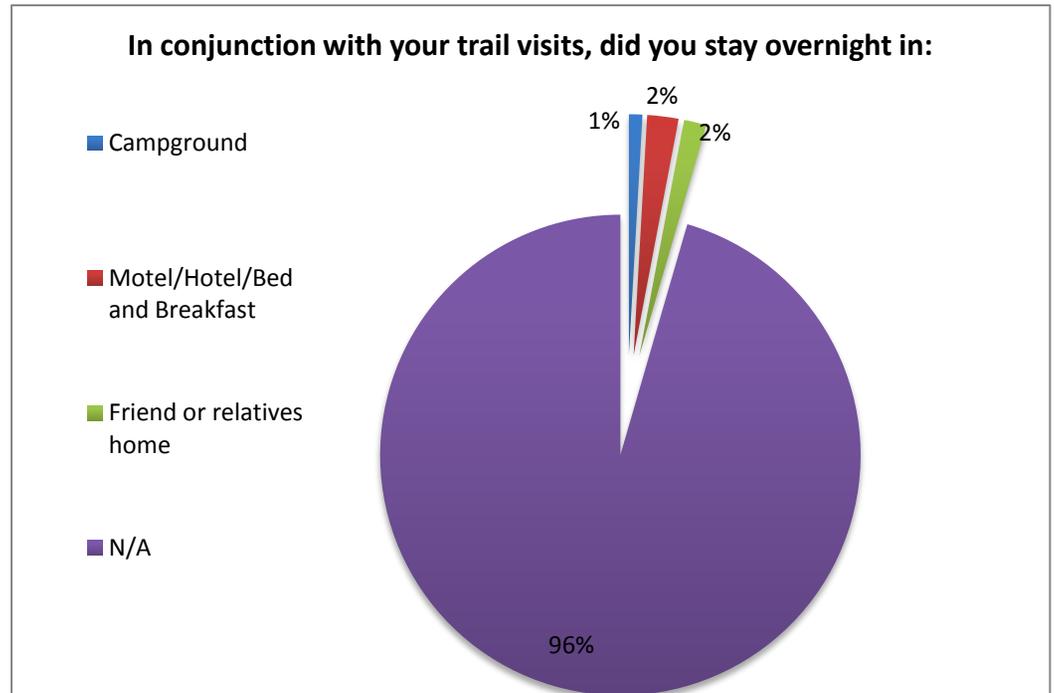
Answer Options	Response Percent	Response Count
Monday-Thursday	50.6%	178
Friday	31.5%	111
Saturday	71.0%	250
Sunday	60.8%	214
<i>answered question</i>		352
<i>skipped question</i>		18



Saturday appears to be the most typical day for trail use, although more than half of the respondents indicated that both Sunday and the Monday-Thursday time period were popular days for visiting the trails. (Note that the percentages total more than 100% due to multiple answers by respondents.)

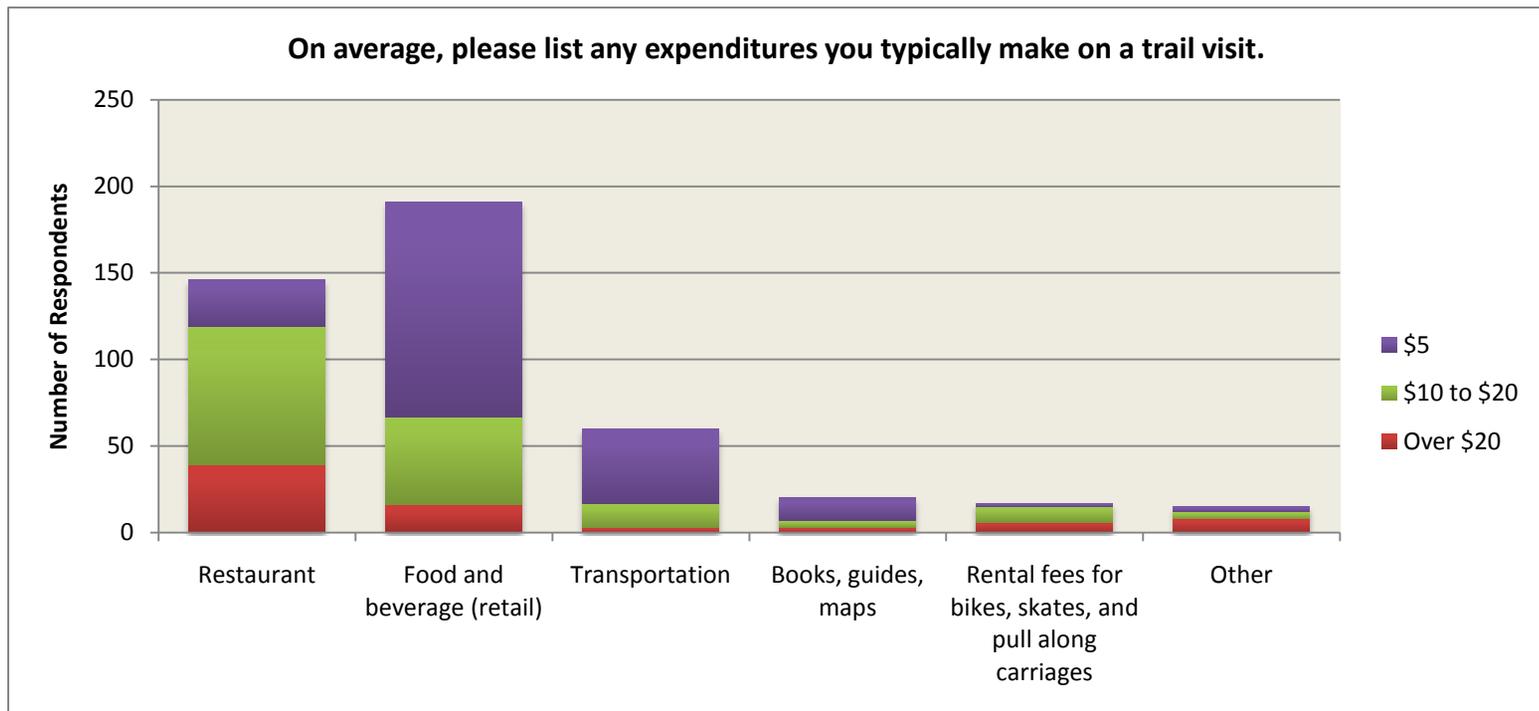
Question 12: In conjunction with your trail visits, did you stay overnight in?

Answer Options	Response Percent	Response Count
Campground	0.9%	3
Motel/Hotel/Bed and Breakfast	2.1%	7
Friend or relative's home	1.5%	5
N/A	95.5%	321
<i>answered question</i>		336
<i>skipped question</i>		34



Over 4% of those responding made an overnight stay in conjunction with their trail visit, half of which stayed in a motel/hotel/bed and breakfast. This is a higher response than was received in the face-to-face surveys on the three trails. Emphasis on marketing the Trails to tourists and advertising of overnight facilities may have a greater impact on non-resident, overnight trips to Orange County Trails.

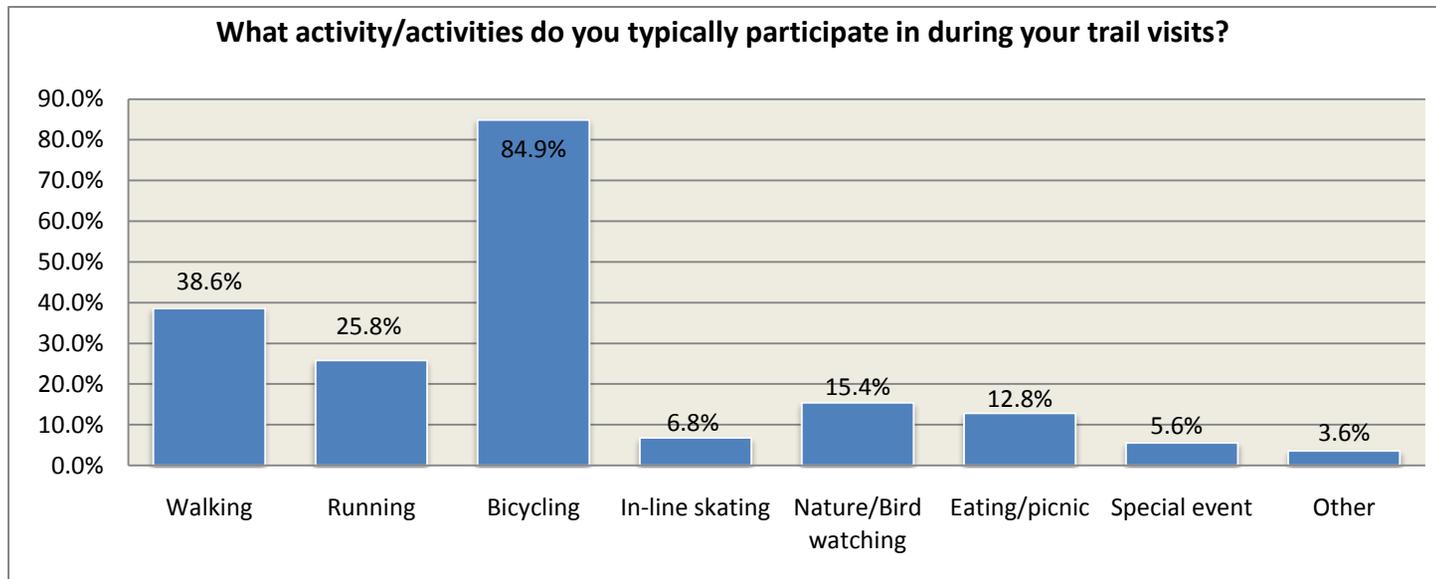
Question 13: On average, please list any expenditures you typically make on a trail visit.							
Answer Options	\$0	\$5	\$10 to \$20	Over \$20		Response Count	This was spent in Orange County
Restaurant	145	27	80	39		291	61
Food and beverage (retail)	122	124	51	16		313	73
Transportation	181	43	14	3		241	26
Books, guides, maps	203	13	4	3		223	11
Rental fees for bikes skates, and pull-along carriages	203	2	9	6		220	5
Other	122	3	4	8		137	9
<i>answered question</i>						337	
<i>skipped question</i>						33	



Question 14: What activity/activities do you typically participate in during your trail visits?

Answer Options	Response Percent	Response Count
Walking	38.6%	130
Running	25.8%	87
Bicycling	84.9%	286
Inline skating	6.8%	23
Nature/bird watching	15.4%	52
Eating/picnic	12.8%	43
Special event	5.6%	19
Other	3.6%	12
<i>answered question</i>		337
<i>skipped question</i>		33

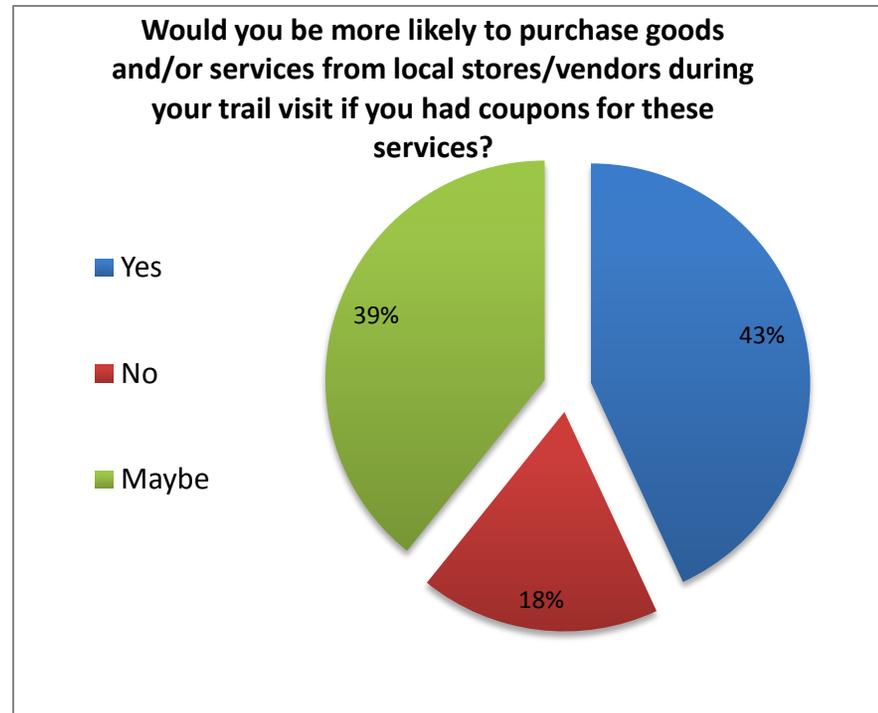
The number one activity on the Trail was bicycling, followed by walking and running. Reflective of a new trend in Central Florida, 84% of respondents use the trails for bicycling activities. Noting the popularity of bicycling, Orange County can take advantage of its central location and employment opportunities by using trails to connect residential areas with job sites and/or transit stops. Bicycling events offer an ideal target audience for marketing of trails and increasing their economic impact in the county.



Question 15: Would you be more likely to purchase goods and/or services from local stores/vendors during your trail visit if you had coupons for these services?

Answer Options	Response Percent	Response Count
Yes	43.1%	144
No	17.7%	59
Maybe	39.2%	131
<i>answered question</i>		334
<i>skipped question</i>		36

82% indicated they would be more likely to purchase goods or services from local businesses during trail visits if they had coupons. Businesses that choose to advertise and market their products to trail users potentially attract customers who will return to their establishments on other occasions.



Question 16: Would you like to see additional trail events?

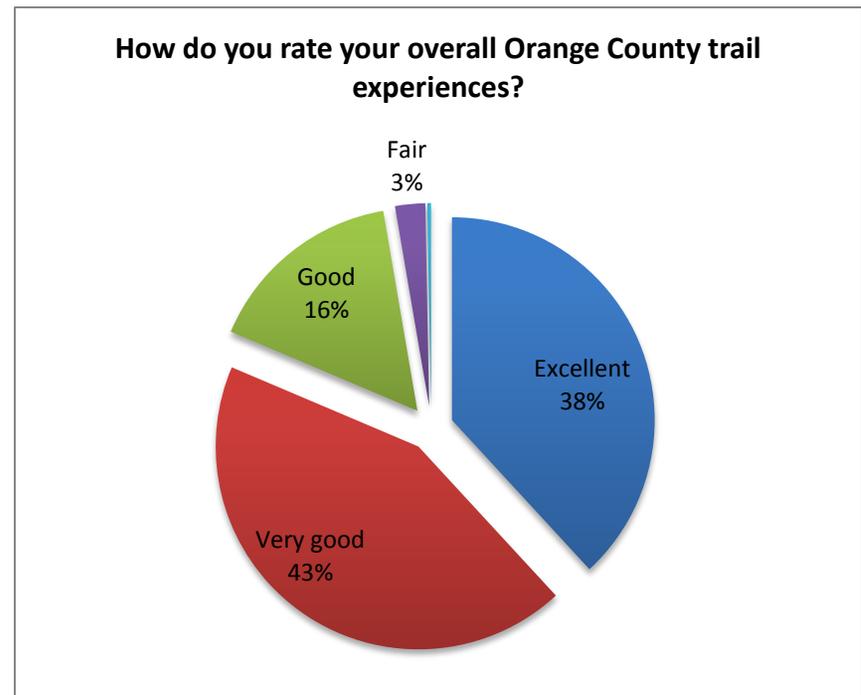
Answer Options	Response Percent	Response Count
Yes	75.3%	253
No	24.7%	83
<i>answered question</i>		336
<i>skipped question</i>		34

Trail events are clearly welcomed---over 75% of respondents indicated they would like to see more events along the trails and at trailheads.

Question 17: How do you rate your overall Orange County Trail experiences?

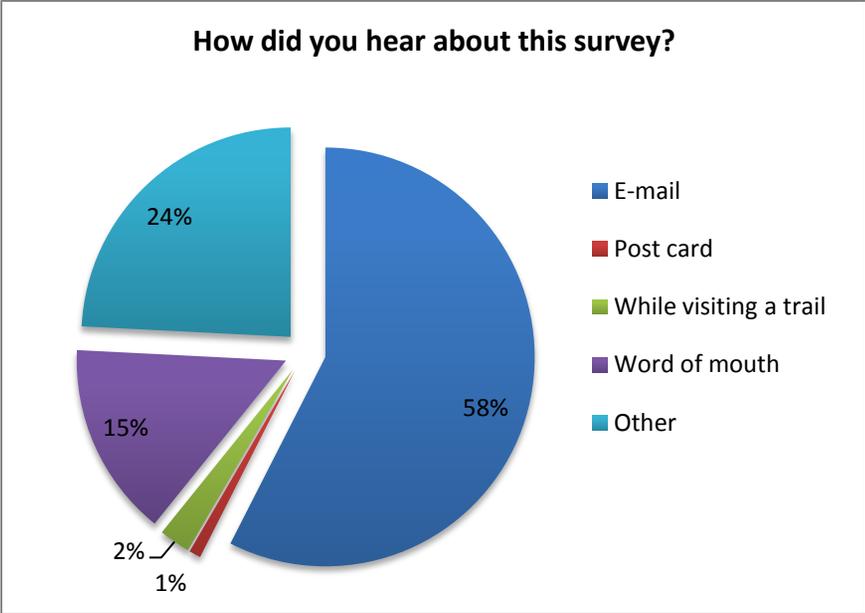
Answer Options	Response Percent	Response Count
Excellent	38.1%	127
Very good	43.2%	144
Good	15.9%	53
Fair	2.4%	8
Poor	0.3%	1
<i>answered question</i>		333
<i>skipped question</i>		37

Over 80% rated their trail experience as excellent or very good.



Question 18: How did you hear about this survey?

Answer Options	Response Percent	Response Count
Email	57.5%	188
Post card	0.9%	3
While visiting a trail	2.4%	8
Word of mouth	15.0%	49
Other	24.2%	79
<i>answered question</i>		327
<i>skipped question</i>		43



Social media is a great way to target large groups of people with similar interests. As noted in the “Other” comments, respondents were notified about the survey through contact lists associated with trail and biking groups, as well as *Facebook* and blogs.