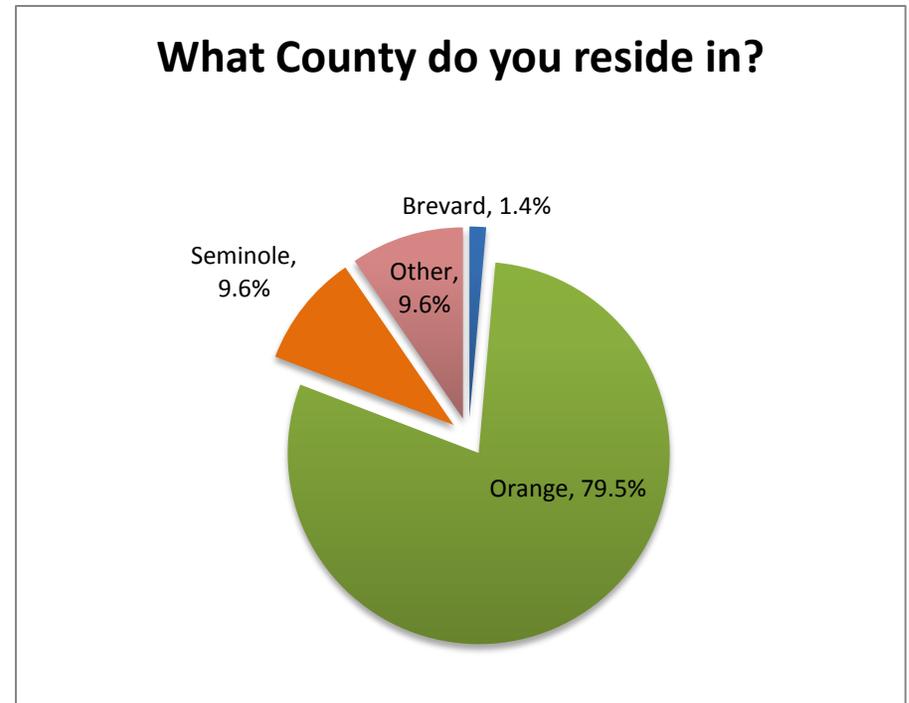


Little Econ Greenway

From October through November, 73 physical, face-to-face surveys were conducted along the Little Econ Greenway. The following section addresses each question on the survey and analyzes the results.

Question 1: What County do you reside in?		
Answer Options	Response Percent	Response Count
Brevard	1.4%	1
Lake	0.0%	0
Orange	79.5%	58
Osceola	0.0%	0
Seminole	9.6%	7
Volusia	0.0%	0
Polk	0.0%	0
Other	9.6%	7
<i>answered question</i>		73
<i>skipped question</i>		0

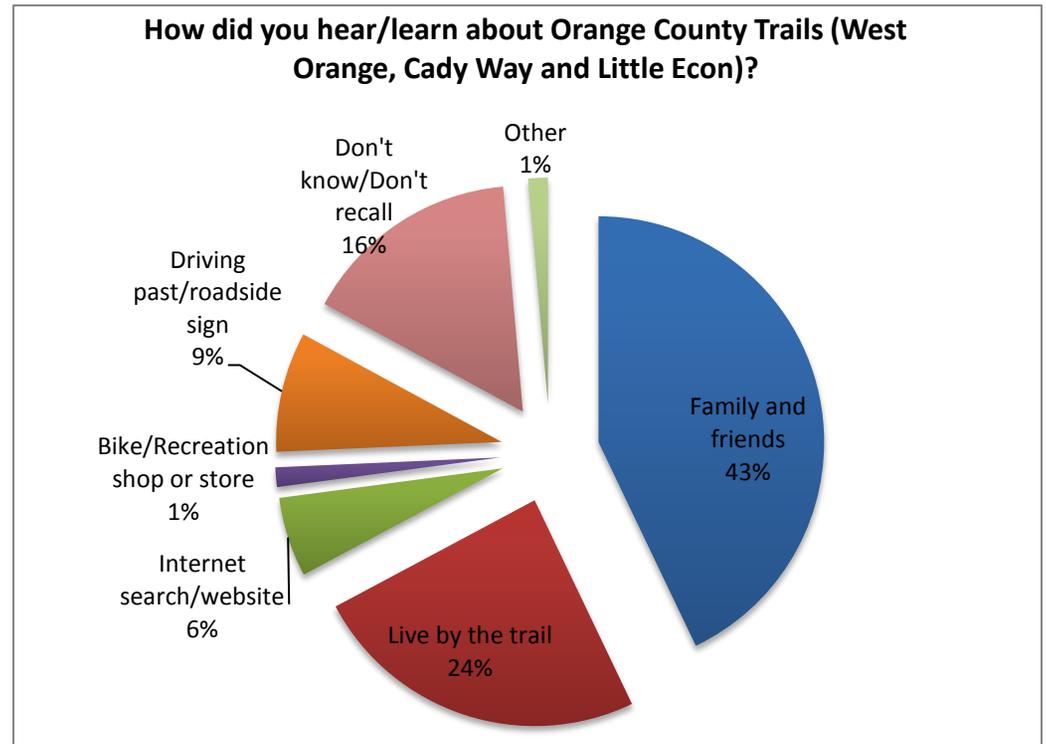


Almost 80% of those surveyed reside in Orange County, however, 20% indicated they reside in Seminole County or outside the region, including Cooke County, IL; Atlanta, GA; Arizona; Flagler County, FL. Two of those interviewed traveled to the Little Econ from Brevard County.

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	42.9%	30
Live by the trail	24.3%	17
Internet search/website	5.7%	4
Bike/Recreation shop or store	1.4%	1
Newspaper	0.0%	0
Driving past/roadside sign	8.6%	6
Magazine	0.0%	0
Don't know/Don't recall	15.7%	11
Other	1.4%	1
<i>answered question</i>		70
<i>skipped question</i>		3

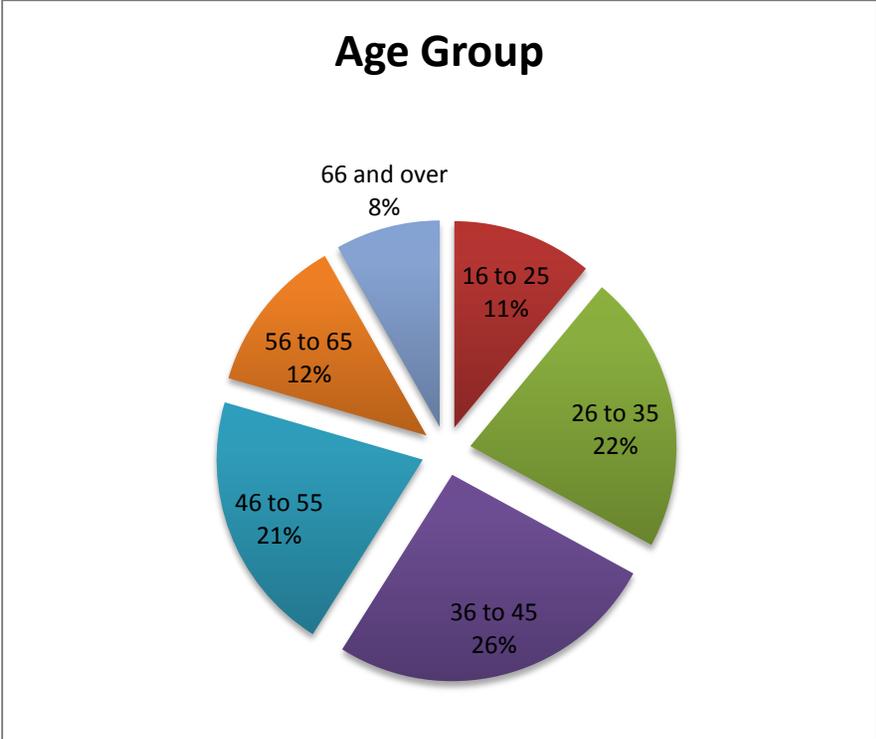


The majority of respondents (43%) learned about the Orange County Trail system by word-of-mouth, while 24% utilize the trail because they live nearby. One respondent indicated they learned about the Little Econ from the YMCA located in Blanchard Park. Only 6% learned about the Trail system through internet searches and 8.6% by way of driving in the area.

Question 4: Please check your age group.

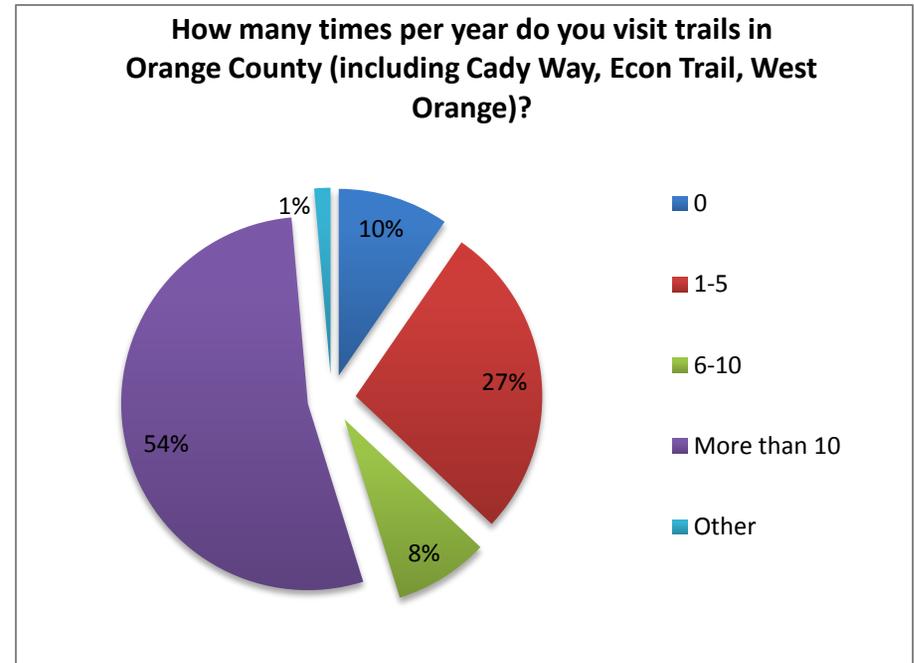
Answer Options	Response Percent	Response Count
15 years old and under	0.0%	0
16 to 25	11.0%	8
26 to 35	21.9%	16
36 to 45	26.0%	19
46 to 55	20.5%	15
56 to 65	12.3%	9
66 and over	8.2%	6
<i>answered question</i>		73
<i>skipped question</i>		0

The largest age group surveyed on the Little Econ Greenway were ages 36 to 45 (26%), followed by ages 26 to 35 (21%). No respondents indicated an age of 15 years or under.



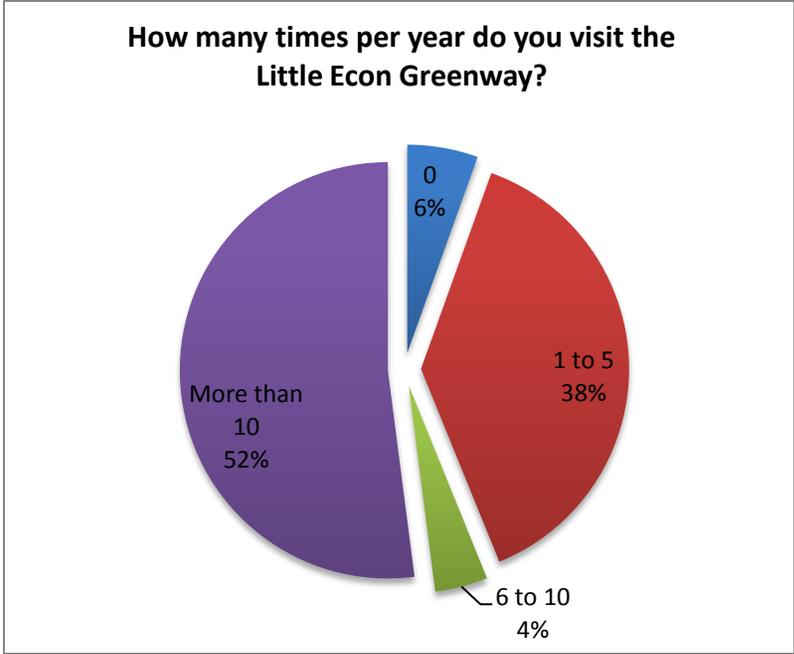
Question 5: How many times per year do you visit trails in Orange County (including Cady Way, Econ Trail, West Orange)?

Answer Options	Response Percent	Response Count
0	9.6%	7
1-5	27.4%	20
6-10	8.2%	6
More than 10	53.4%	39
Other	1.4%	1
<i>answered question</i>		73
<i>skipped question</i>		0



Over 53% of those surveyed use the Orange County Trail system more than 10 times per year, followed by 27% visiting the trails 1-5 times per year. Some respondents indicated they visit the trails “every day” and some noted “5-6 times per week.”

Question 6: How many times per year do you visit the Little Econ Greenway?		
Answer Options	Response Percent	Response Count
0	5.5%	4
1 to 5	38.4%	28
6 to 10	4.1%	3
More than 10	52.1%	38
<i>answered question</i>		73
<i>skipped question</i>		0



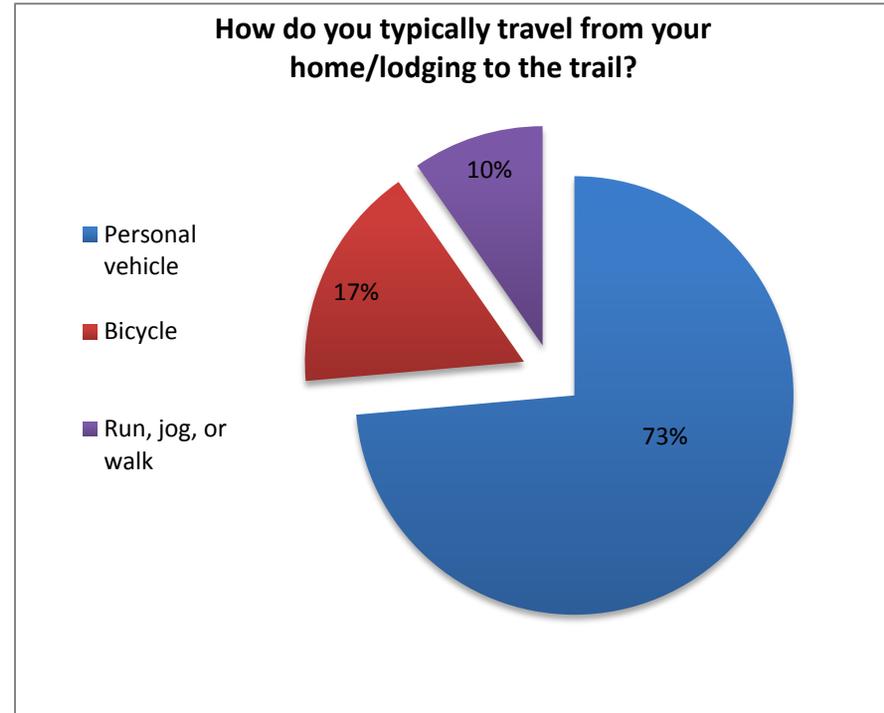
When asked the number of trail visits per year, specifically for the Little Econ Greenway, the response of “more than 10” was almost the same as for the Orange County Trail system in question 5 (52%). The number visiting the Little Econ Greenway as many as 1-5 times per year jumped to 38%, while those visiting 6 to 10 times per year decreased to 4%.

Question 7: Where did you get on the Trail today?

Blanchard Park was noted as the trail visitor’s place of entry to the trail by 45 out of 73 respondents. Other points of entry included Dean Road, Goldenrod and places of residence.

Question 8: How do you typically travel from your home/lodging to the trail?

Answer Options	Response Percent	Response Count
Personal vehicle	73.6%	53
Bicycle	16.7%	12
Transit (LYNX, carpool)	0.0%	0
Run, jog, or walk	9.7%	7
Other	0.0%	0
<i>answered question</i>		72
<i>skipped question</i>		1



Approximately 74% of those surveyed used a personal vehicle to get to the Little Econ Greenway, while 17% used their bicycles, reflecting the lowest number for bicycling of all three trails.

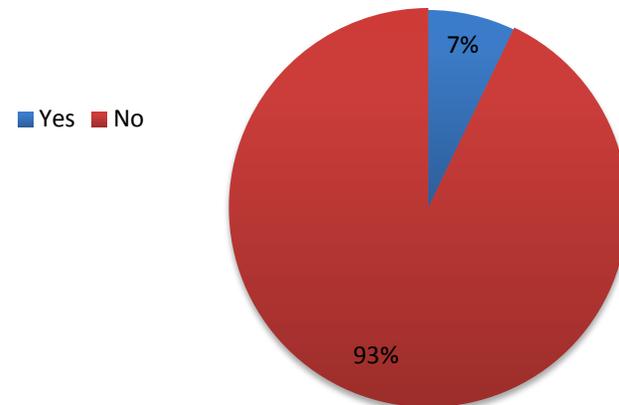
Question 9: In conjunction with your trip to the trail today, will you/did you stay overnight?

Answer Options	Response Percent	Response Count
Yes	7.1%	5
No	92.9%	65
<i>answered question</i>		70
<i>skipped question</i>		3

Question 10: If you answered yes to the previous question, what type of accommodation did you / will you use?

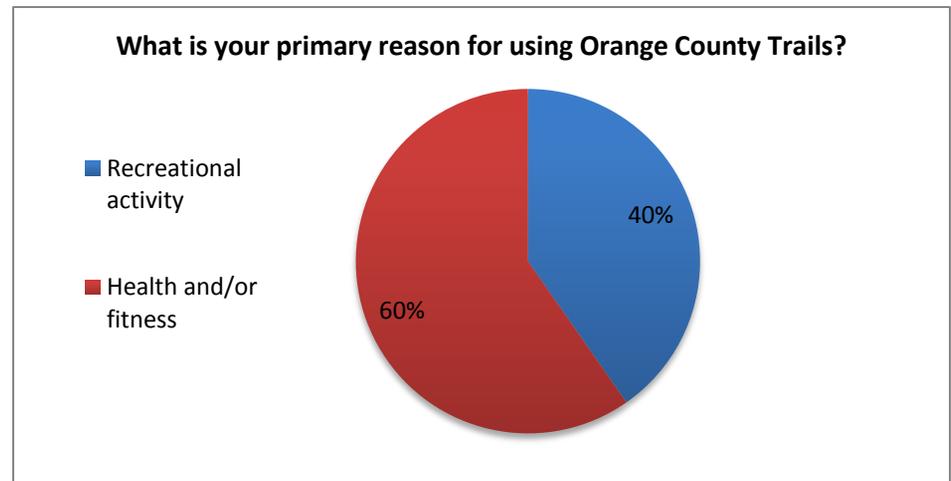
Answer Options	Response Percent	Response Count
Campground	0.0%	0
Motel/Hotel/Bed and Breakfast	0.0%	0
Friend or relatives home	100.0%	5
Not Specified	0.0%	0
<i>answered question</i>		5
<i>skipped question</i>		68

In conjunction with your trip to the trail today, will you/did you stay overnight?



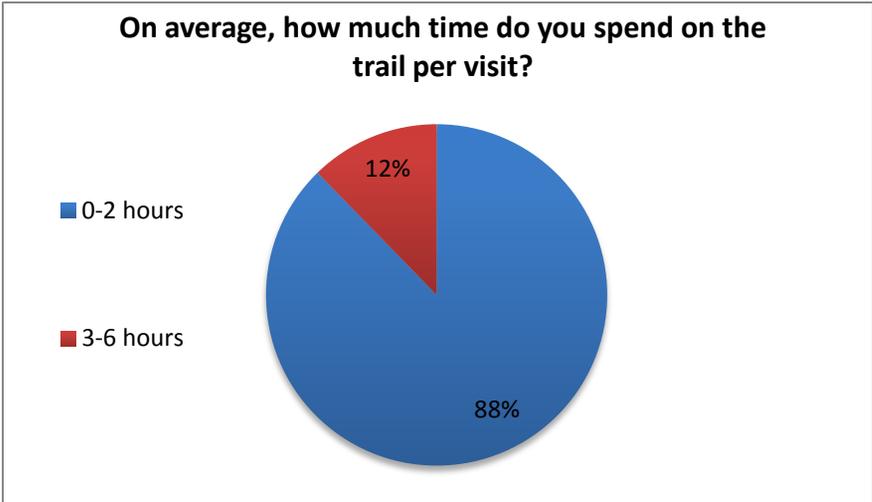
7% noted that they stayed at a friend's or relative's home in conjunction with their trip to the trail. No other lodging facilities were indicated.

Question 11: What is your primary reason for using Orange County trails?		
Answer Options	Response Percent	Response Count
Recreational activity	40.3%	29
Health and/or fitness	59.7%	43
Transportation	0.0%	0
<i>answered question</i>		72
<i>skipped question</i>		1



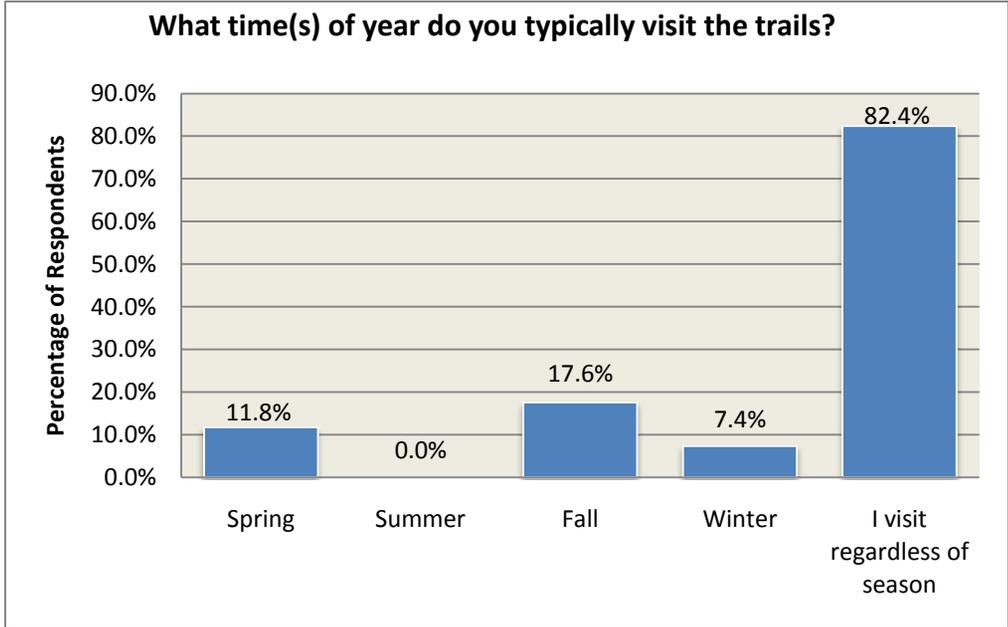
Health and/or fitness were chosen by 60% of respondents as their primary purpose for using the trail. Recreation was chosen by the remaining respondents, with no respondents indicating transportation. However, it was noted during interviews that students at the University of Central Florida use the trail for transportation purposes during the week.

Question 12: On average, how much time do you spend on the trail per visit?		
Answer Options	Response Percent	Response Count
0-2 hours	87.7%	64
3-6 hours	12.3%	9
More than 1 day	0.0%	0
<i>answered question</i>		73
<i>skipped question</i>		0



The majority of respondents (87.7%) spend, on average, 0-2 hours on the Trail per visit, while 12% indicated they spend more than 6 hours on the Trail.

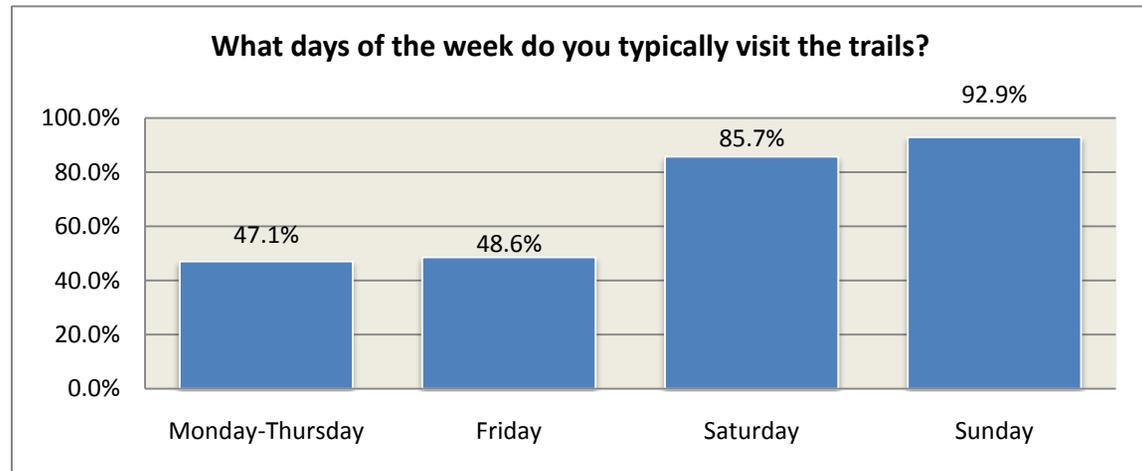
Question 13: What time(s) of year do you typically visit the trails?		
Answer Options	Response Percent	Response Count
Spring	11.8%	8
Summer	0.0%	0
Fall	17.6%	12
Winter	7.4%	5
I visit regardless of season	82.4%	56
<i>answered question</i>		68
<i>skipped question</i>		5



Unlike the survey responses from the Cady Way and West Orange Trails, no respondents indicated summer as time when they typically visit the trail. However, 82% noted that they visit regardless of season, which would include summer. Fall was the next most popular season, with almost 18% typically using the trail during this time.

Question 14: What days of the week do you typically visit the trails?

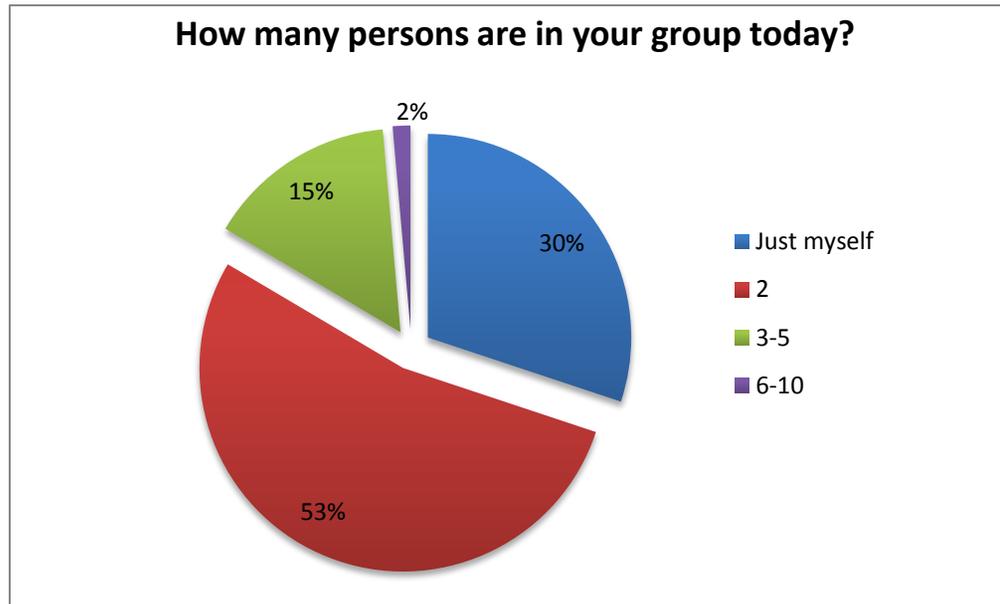
Answer Options	Response Percent	Response Count
Monday-Thursday	47.1%	33
Friday	48.6%	34
Saturday	85.7%	60
Sunday	92.9%	65
<i>answered question</i>		70
<i>skipped question</i>		3



Saturday and Sunday were ranked as the days of highest use. However, since the total number of responses exceeds the number of individuals surveyed, it is evident that many trail users submitted multiple responses to indicate that they may visit the trail on almost any given day. Percentages total over 100% due to some respondents noting each choice as a typical day to visit the trail due to their everyday use of the Little Econ Greenway.

Question 15: How many persons are in your group today?

Answer Options	Response Percent	Response Count
Just myself	30.1%	22
2	53.4%	39
3-5	15.1%	11
6-10	1.4%	1
More than 10	0.0%	0
<i>answered question</i>		73
<i>skipped question</i>		0



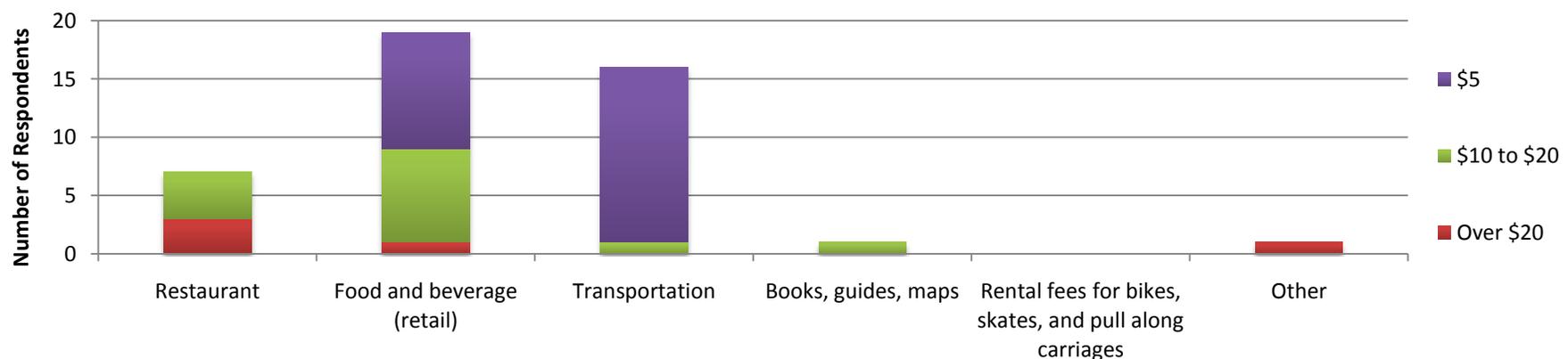
53% of those surveyed indicated that they had visited the Little Econ Trail that day in groups of two. 30% indicated they were visiting the Trail alone, while small groups of 3-5 were noted in only 15% of those surveyed.

Question 16: 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	54	0	4	3	61	6
Food and beverage (retail)	43	10	8	1	62	7
Transportation	46	15	1	0	62	9
Books, guides, maps	53	0	1	0	54	1
Rental fees for bikes, skates, and pull along carriages	54	0	0	0	54	0
Other	9	0	0	1	10	1
<i>answered question</i>					73	
<i>skipped question</i>					0	

The largest number of respondents (15) indicated that they spent approximately \$5 on transportation to/from the Trail. This would include gas and tolls, taxi or transit. The retail food and beverage expenditures made up the largest response category of expenditures by trail users, as 19 respondents said they typically spend money on these goods during a visit to the trail. However, visits to restaurants are typically more costly than retail food and beverage purchases, which may account for the fact that the greatest number of respondents (3) who indicated spending over \$20 are in the restaurant category. Survey comments included suggestions that mobile vendors be located along the Trail for the convenient purchase of beverages or snacks. In order to access stores, restaurants and retail areas along the Little Econ Greenway, trail users must exit the Trail, which for some, is undesirable when distance, accessibility and safety are issues.

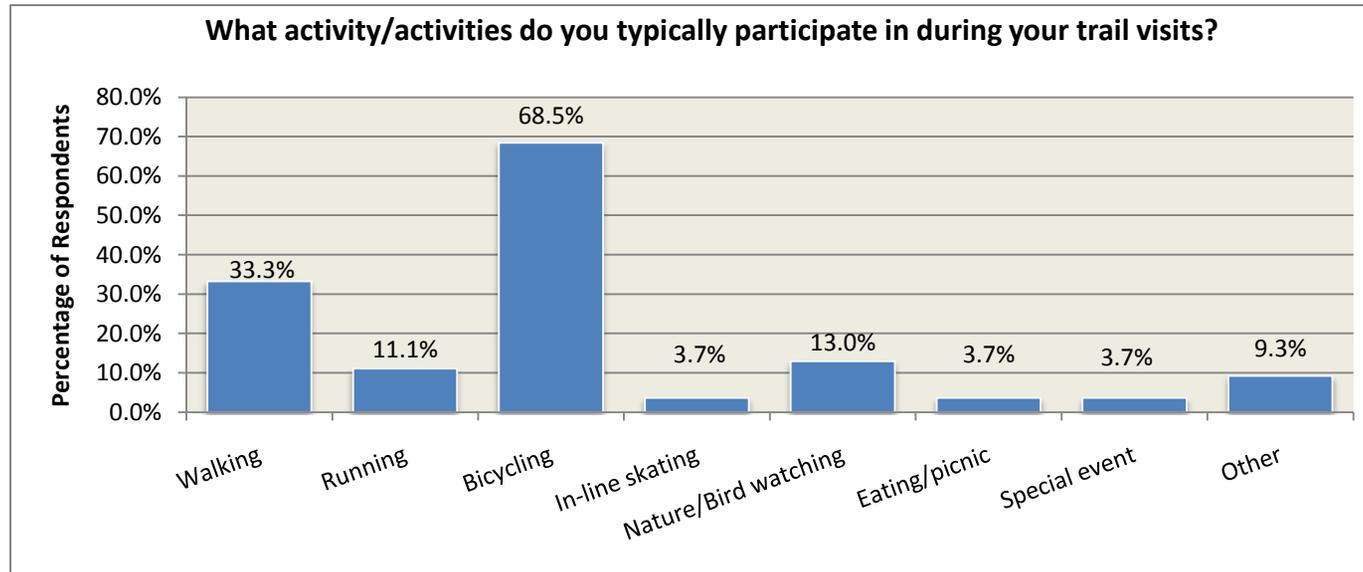
On average, please list any expenditures you typically make on a trail visit.



Question 17: What activity/activities do you typically participate in during your trail visits.

Answer Options	Response Percent	Response Count
Walking	47.9%	35
Running	21.9%	16
Bicycling	49.3%	36
In-line skating	1.4%	1
Nature/Bird watching	15.1%	11
Eating/picnic	2.7%	2
Special event	2.7%	2
Other	8.2%	6
<i>answered question</i>		73
<i>skipped question</i>		0

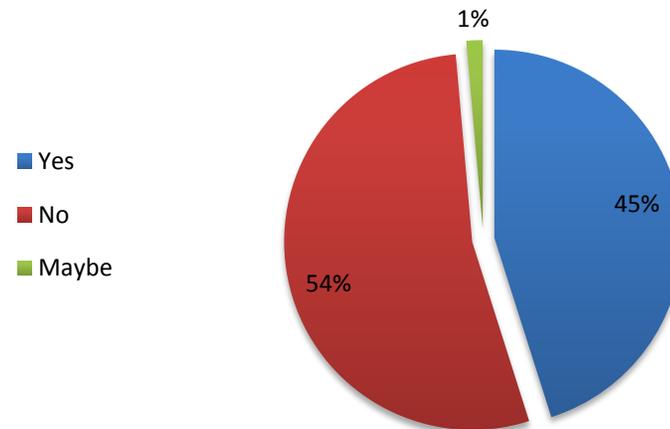
Bicycling and walking were rated as the most popular activities on the Trail, followed by running at 21%. Percentages total over 100% since some respondents noted participating in multiple activities during a single trail visit. Other activities mentioned included fishing, park, playground, tennis and basketball.



Question 18: 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	45.1%	32
No	53.5%	38
Maybe	1.4%	1
<i>answered question</i>		71
<i>skipped question</i>		2

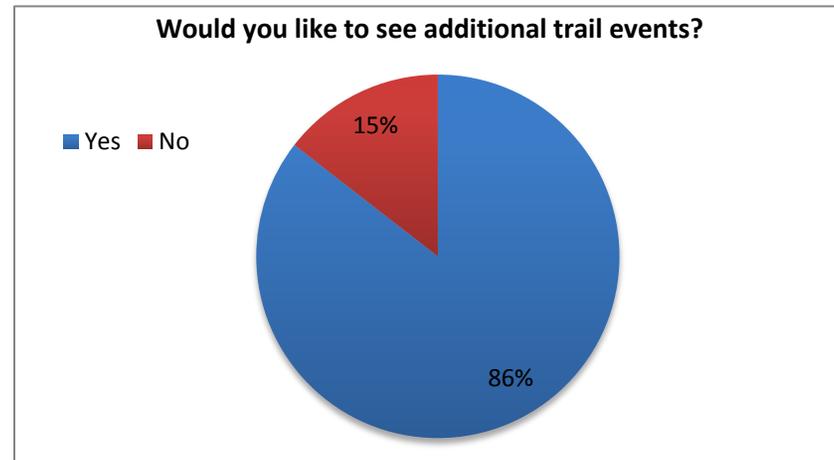
Would you be more likely to purchase goods and/or services from local stores/vendors during your trail visit if you had coupons for these services?



Over 53% of survey respondents from along the Little Econ Trail noted that coupons would not encourage them to purchase goods and services from local vendors during their visit. This is not surprising since almost 25% of those using this Trail live nearby and would not likely have need of vendor services. Also, since the Little Econ is a very nature-oriented trail, many users may not want to see vendors directly on the Trail.

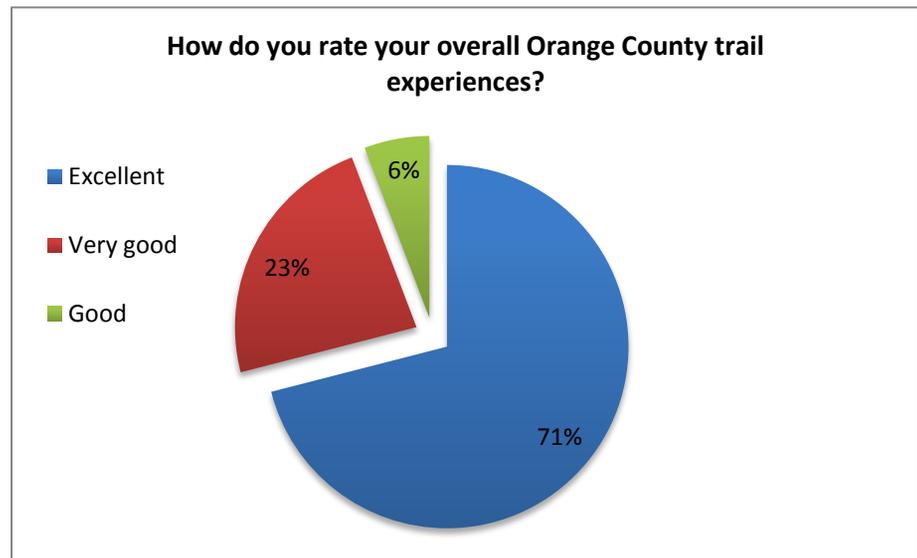
Question 19: Would you like to see additional trail events?

Answer Options	Response Percent	Response Count
Yes	85.5%	59
No	14.5%	10
<i>answered question</i>		69
<i>skipped question</i>		4



The majority of survey respondents (85%) indicated they would like to see some sort of trail event along the Little Econ Greenway. Survey comments recommended that trail events be in keeping with the environment, nature based orientation of the trail.

Question 20: How do you rate your overall Orange County trail experiences?		
Answer Options	Response Percent	Response Count
Excellent	71.0%	49
Very good	23.2%	16
Good	5.8%	4
Fair	0.0%	0
Poor	0.0%	0
<i>answered question</i>		69
<i>skipped question</i>		4



All respondents rated their overall Orange County Trail experience as either “Excellent,” “Very good,” or “Good,” with over 70% rating the experience as “Excellent.”

Additional comments from the surveys:

- Like Bulletin Board/Kiosk. Very informative. (Would) like port-a-potty throughout park and trail.
- Cady Way Trail. Construction on SR 50 is a deterrent. Live in Baldwin Park so frequent Cady Way.
- More benches.
- Little Econ is my favorite trail.
- Would like lights for security and emergency numbers along the trail. Beautiful trail.
- Sand piles up/ need more than blowers.
- Would like canoe / boat rentals.
- Add canoe rentals
- More bathrooms.
- Connect trail to Cady Way.