

**The Economic Impact of the Ohio River Greenway Project:
Visitor Spending**

Prepared by

**Trent Baker
Stephen Boenig
Matthew Campbell
Hannah Duncan
Julie Graham
Robert Hicks
Frejdyn Jarrett
Thanh Phuong Lam
Melissa Potts
Toni Shaw**

Under the guidance of Dr. Kathleen Arano

Urban Economics, E323

Indiana University Southeast

Spring, 2014

The Economic Impact of the Ohio River Greenway Project: Visitor Spending

Executive Summary

This report provides an examination and evaluation of the current economic impact of the Ohio River Greenway Project in Clarksville, Jeffersonville, and New Albany, Indiana. Information was gathered through intercept surveys administered by students from Indiana University Southeast to individuals using the Ohio Valley Greenway between April 5 and April 13, 2014. Survey data statistics were compiled, a comparison of means test was performed, and average spending was calculated based on the data collected. All calculations can be found in Appendix I. The results of the data analysis showed that individuals visiting the Greenway were very satisfied overall, with the largest number visiting during weekends and special events. Additionally, 64% of individuals surveyed spent money during their time at the Greenway. The largest category of spending was on restaurants, trailed by the other food vendors, shopping, and miscellaneous categories, respectively. The average amount of spending was \$31.64 across all individuals and categories, with a median of \$15. Clarksville experienced the highest total amount of spending, the highest average spending and the highest median spending of any of the three cities.

The report finds that the vast majority of survey respondents plan to return to the park, and nearly half (49%) of respondents were very likely to recommend the Greenway to a visiting friend or family member. However, not every survey respondent reported a positive experience.

Based on survey data and survey administrator observation, this report recommends:

- Better trashcan placement (nearer to picnic and barbeque areas)
- More responsive service for those who pay to use Greenway facilities
- Better sanitation, including litter pickup

- Greater police presence

This report also details limitations of the information gathered. Limitations largely relate to the time period during which surveys were administered which included Spring Break for Southern Indiana schools and Thunder Over Louisville. Thunder festivities are likely to have increased the number of out of town visitors surveyed, increased the amount of money spent, and shifted the location of spending, while Spring Break is expected to have decreased the amount of spending as individuals with high levels of disposable income may have travelled out of town for vacation; however, these assertions cannot be proven without additional surveys being administered in other time periods.

I. Introduction

The Ohio River Greenway is a recreational area along the banks of the Ohio River running from Jeffersonville to New Albany. Individuals surveyed reported visiting the Greenway in order to exercise, walk pets, bring children to playground areas, fish, and ride bicycles. The New Albany and Jeffersonville areas have riverfront amphitheaters for special events. The purpose of this project is to determine the visitor spending component of the economic impact of the Greenway Project on the local areas of Clarksville, Jeffersonville, and New Albany.

In order to determine the visitor spending component of the economic impact, we administered anonymous, intercept surveys to random visitors of the Greenway. Slightly over half of the surveys administered were taken in Clarksville, with the remainder being administered in New Albany and Jeffersonville. The survey instrument included six questions, and was purposefully limited to one page in order to maximize the number of visitors who would be willing to respond. A copy of the survey instrument can be found in Appendix II.

The first question we developed was intended to capture whether visitors were locals or were visiting from out of town. This is important because spending by out of town visitors is almost certain to be spending that was brought to the local area, while spending by locals is more likely to be spending that was shifted from other areas within the local community. The second question attempted to separate which spending would have occurred in the local area, regardless of the presence of the Greenway, and which spending would have occurred elsewhere, were it not for the presence of the Greenway. The third question was the most important – this is where the actual value of the spending was captured so that spending levels and economic impact could be measured.

Question number four was asked in order to capture the multiplier effect, or the likelihood that each visit which was captured by a survey would be repeated, and in what frequency. This question also helped to indicate visitor satisfaction in conjunction with question five. Question six was included in an attempt to determine which areas of the Greenway were being utilized the most; however, the large number of categories left the answers to this question largely unhelpful, and survey respondents who filled out the survey themselves tended to select several answers which further confused the data. We would suggest omitting this question during future survey collection.

It should be noted that most of our surveys were completed during Thunder over Louisville and Spring Break. While events like this will provide data that is significantly different from what would be seen during the rest of the year, as recurring events, they should be included in our analysis. Out of the 138 people surveyed, 92 surveys were completed by individuals who were visiting the Greenway specifically for Thunder, with an average of \$36.22 being spent per respondent. No data is available about the spending habits of individuals on Spring Break.

It should also be noted that the administration of the surveys did not go as planned for many administrators. During the development of the survey instrument, it was expected that individuals would likely want to keep their responses private; however, during administration it was found that many visitors chose not to participate in the survey when asked to fill out the survey on their own. This is largely because most of the individuals encountered on the Greenway literally had their hands full, with many holding children, dog leashes, or bicycles. In order to increase the number of respondents, administrators chose to offer the option of administering the survey orally. This approach had a much better response rate given that this

allowed visitors to continue their chosen activity, lessening the opportunity cost of their time. Based on the feedback of survey administrators who gave the survey by interview, we also believe that surveys performed in this manner were more accurate. Given this experience, we recommend that future surveys be administered by interview.

II. Results

During the period of April 5th through 13th, we were able to obtain 138 completed surveys. We compiled the data, categorized the data by various locational and time criteria, and performed statistical analysis to determine patterns in expenditure based on the criteria.

We first separated respondents by their answer to Question 1 to determine the ZIP code of origin, and separate local spending from out of town spending. For our spending analysis, we considered the ZIP codes for Floyd's Knobs (47119), Clarksville (47129), Jeffersonville (47130), and New Albany (47150) as the local area, and all other ZIP codes were considered out of town. We summarized our findings in Table 1: Visitor Count by Origin, and created Map 1: Survey Count by Home ZIP to graphically depict the origin location of regional survey respondents.

Table 1

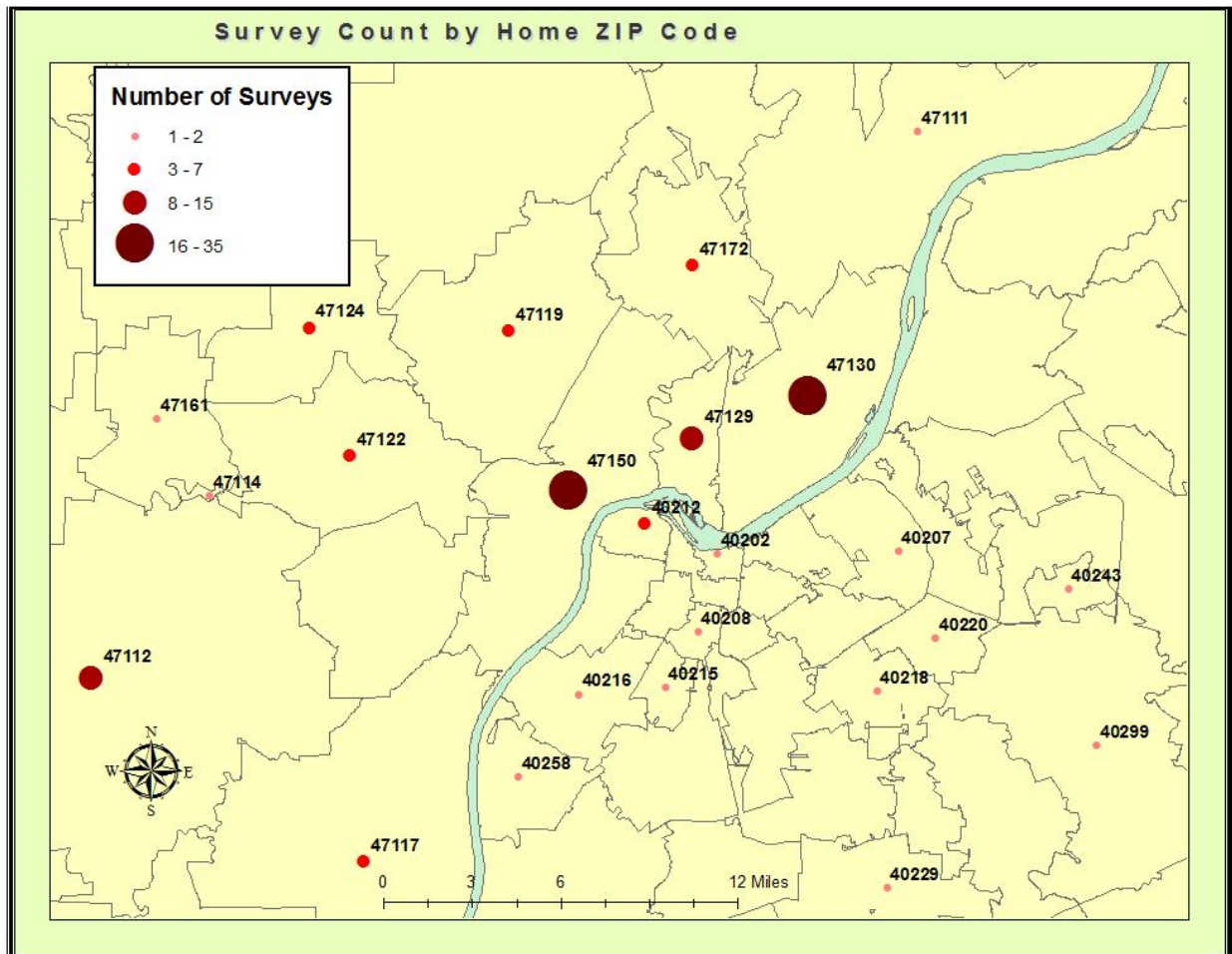
Visitor Count by Origin	
Clarksville, IN	15
Floyd's Knobs, IN	3
Jeffersonville, IN	25
New Albany, IN	35
Total, Southern Indiana	78
Other Indiana*	38
Louisville, KY	17
Other, Out of State	5
Total	70

*2 visitors from Other Indiana work in Jeffersonville, and were counted as local surveys in all other data analysis

As noted in Table 1, we found that two of our survey respondents lived outside of the boundaries for the local area, but worked in Jeffersonville, and indicated that they visited the Greenway because they worked nearby. For all other statistical analysis performed in this

project, we grouped these two surveys among the local surveys. In all, 58% of our survey respondents were considered local, and the remaining 42% were considered out of town.

Map 1



i. All Surveys, Local Surveys, and Out of Town Surveys Results and Comparison

For our first statistical analysis, we calculated the average and median expenditures and recommend scores for all surveys, local surveys, and out of town surveys. In our analysis of recommend score, we calculated the percentage of survey participants who indicated their likelihood of recommending the Greenway as a 9 or 10, as we believe those respondents would be the most likely to actively promote the Greenway. We also summarized spending by

category: Restaurant, Other Food and Concessions, Shopping, and Other. Based on feedback from survey administrators that interviewed respondents, we believe that there may have been some confusion by visitors between the categories of Restaurant and Other Food, so we also tabulated the totals for these two subcategories of spending. Our results are summarized on the following page in Table 2.

We used our calculations of average spending for All Surveys and Local Surveys as benchmarks for comparison for all other subcategories of surveys. We used these spending averages, \$31.64 for All Surveys, and \$19.59 for Local Surveys, to perform a one sided t-test for difference in means. The resulting p-values are included in the table, and represent the likelihood that the difference in means among the categories is statistically significant; the lower the p-value, the higher the likelihood that average spending was above or below the tested mean.

As shown in Table 2, we found that local visitors spent much less money, 38% less, than the average visitor, and out of town visitors spent much more money, 53% more, than all visitors, and that those results were statistically significant. In our comparison of out of town spenders relative to local spenders, we found that out of town visitors spent 146% more, on average, than local visitors, and that this difference was statically meaningful.

We also tabulated the percentage of visitors who spent money, and the average total expenditure of those who spent, and found a similar pattern: out of town visitors were more likely to spend, and the amount spent was higher than average, while local visitors were less likely to spend, and, on average, spent less. We found, across all categories of spending, that Restaurants and Other Food comprised the bulk of spending, averaging a combined 68% of all spending.

In our analysis of likelihood of return visits and recommend score, asked to obtain a measure of visitor satisfaction and to estimate a multiplier effect for spending, we found consistent results across categories: visitors were extremely likely to return to the Greenway, at an average of 96%, and very likely to recommend the Greenway to visiting friends or family members, with 49% of respondents giving a recommend score of 9 or 10.

Table 2

Results Summary for All Surveys, Local Surveys, and Out of Town Surveys			
Survey Category	All Surveys	Local Surveys	Out of Town
Count of Surveys	138	80	58
Total Spending	\$ 4,366.00	\$ 1,567.00	\$ 2,799.00
Average Spending	\$ 31.64	\$ 19.59	\$ 48.26
Median Spending	\$ 15.00	\$ 8.00	\$ 22.00
Spending Above Average (\$)	\$ -	\$ (12.05)	\$ 16.62
Spending Above Average (%)	0	-38%	53%
P-value for Diff from All Surveys		0.024	0.074
Spending Above Local (\$)	\$ 12.05	\$ -	\$ 28.67
Spending Above Local (%)	62%	0%	146%
P-value for Diff from Local	0.024		0.005
Count of Spenders	88	44	44
% Spenders	64%	55%	76%
Avg. Spending for Spenders	\$ 49.61	\$ 35.61	\$ 63.61
Restaurant	\$ 2,103.00	\$ 743.00	\$ 1,360.00
% Restaurant	48%	47%	49%
Food	\$ 881.00	\$ 399.00	\$ 482.00
% Food	20%	25%	17%
Total, Restaurant & Food	\$ 2,984.00	\$ 1,142.00	\$ 1,842.00
% Restaurant & Food	68%	72%	66%
Shopping	\$ 740.00	\$ 340.00	\$ 400.00
% Shopping	17%	22%	14%
Other	\$ 642.00	\$ 85.00	\$ 557.00
% Other	15%	5%	20%
Will Return	132	76	56
% Will Return	96%	95%	97%
Average Recommend Score	8.32	8.45	8.14
Median Recommend Score	8	9	8
Count of 9s & 10s	68	42	26
% 9s & 10s	49%	53%	45%

ii. Retained and Incremental Spending Results and Comparison

After comparing local and out of town spending as a whole, we next more closely examined the results based on the answer to Question 2, in which respondents indicated where they would have gone had they not visited the Greenway on the day of the survey. The options given were:

1. Another location in Clarksville, Jeffersonville, or New Albany,
2. A similar location in Louisville,
3. Not gone anywhere today (stayed home), or
4. Other, with the option to specify city and state.

We focused our analysis on respondents that did not select option 1, another location in Clarksville, Jeffersonville, or New Albany, so that we could calculate retained and incremental spending; this question captures the incremental revenue for the local area that would have either not occurred, or gone elsewhere. Our results are summarized below in Table 3.

Table 3

Question 2 Detail: Incremental & Retained Spending by Alternative Destination Option			
Local Survey Responders, Based on Question 1:	Survey Count	Spending	
Would have gone to a similar location in Louisville	11	\$	273
Would have stayed home	26	\$	445
Would have gone to another out of town location	4	\$	260
Totals	41	\$	978
Out of Town Survey Responders, Based on Question 1:			
Would have gone to a similar location in Louisville	20	\$	1,497
Would have stayed home	19	\$	622
Would have gone to another out of town location	3	\$	176
Totals	42	\$	2,295
Total, Local and Out of Town Survey Responders			
Would have gone to a similar location in Louisville	31	\$	1,770
Would have stayed home	45	\$	1,067
Would have gone to another out of town location	7	\$	436
Grand Totals	83	\$	3,273

Of our 138 surveys, we found that 83, or 60%, of them, represented visitors that would not have been in the local area on the day of the survey had it not been for the Greenway. 51% of local and 72% of out of town visitors would have stayed home, or visited elsewhere. For local visitors, the most frequently cited alternative destination was option 3, stayed home, while for out of town visitors, option 2, a similar destination in Louisville, was the next best alternative.

Based on these results from question 2, we calculated that, of the \$4366 in total spending, \$3273, or 75% of all spending during the survey period, could be directly attributed to the presence of the Greenway. Of the \$3273, \$978 came from local area residents who would have stayed home or gone elsewhere, and \$2295 came from out of town visitors who would not have been in the local area had it not been for the Greenway. In total, the Greenway generated \$1770 in revenue for Clarksville, Jeffersonville, and New Albany that would have gone to Louisville, \$436 in revenue that would have gone to a destination outside of the Louisville Metro area, and \$1067 in incremental revenue from people who would have stayed home.

iii. Survey Results and Comparison Based on Survey Location

For our next analysis, we subdivided survey results based on whether the visitor was surveyed during a visit to the Clarksville, Jeffersonville, or New Albany portions of the Greenway. A detail of this comparison can be found on the next page in Table 4. Of the 138 total surveys, 75 (54%) were conducted in Clarksville, 34 (25%) in New Albany, and 25 (18%) in Jeffersonville.

Upon analysis of spending patterns, we found that visitors to the New Albany portion of the Greenway spent significantly less money than the average for all surveys, and averaged the lowest among the three survey locations. In contrast, we found that Clarksville visitors spent more money on average, particularly when compared to the average of local spenders. We found that spending by visitors to the Jeffersonville portion of the Greenway was in line with average

spending, but slightly above local. They were, however, the visitors most likely to spend of these three categories, with 76% of responders indicating that they had spent or would spend money that day during their visit.

Table 4

Results Summary for Surveys by Survey Location

Survey Category	CLSsurveys	JFSurveys	NASurveys
Count of Surveys	75	25	34
Total Spending	\$ 2,905.00	\$ 772.00	\$ 526.00
Average Spending	\$ 38.73	\$ 30.88	\$ 15.47
Median Spending	\$ 20.00	\$ 15.00	\$ 10.00
Spending Above Average (\$)	\$ 7.09	\$ (0.76)	\$ (16.17)
Spending Above Average (%)	22%	-2%	-51%
P-value for Diff from All Surveys	0.226	0.473	0.003
Spending Above Local (\$)	\$ 19.14	\$ 11.29	\$ (4.12)
Spending Above Local (%)	98%	58%	-21%
P-value for Diff from Local	0.015	0.145	0.195
Count of Spenders	46	19	21
% Spenders	61%	76%	62%
Avg. Spending for Spenders	\$ 63.15	\$ 40.63	\$ 25.05
Restaurant	\$ 1,380.00	\$ 252.00	\$ 311.00
% Restaurant	48%	33%	59%
Food	\$ 433.00	\$ 340.00	\$ 105.00
% Food	15%	44%	20%
Total, Restaurant & Food	\$ 1,813.00	\$ 592.00	\$ 416.00
% Restaurant & Food	63%	77%	79%
Shopping	\$ 570.00	\$ 160.00	\$ 10.00
% Shopping	20%	21%	2%
Other	\$ 522.00	\$ 20.00	\$ 100.00
% Other	18%	3%	19%
Will Return	71	25	32
% Will Return	95%	100%	94%
Average Recommend Score	8.48	7.68	8.29
Median Recommend Score	9	8	9
Count of 9s & 10s	39	7	18
% 9s & 10s	52%	28%	53%

Despite being the group most likely to spend, we found that, among all subcategories of survey responders in this project, Jeffersonville visitors were the least likely to recommend the Greenway to a visiting friend or family member, and gave the lowest average recommend score. They were, however, the group most likely to return to the Greenway, with 100% of survey respondents indicating that they would return.

iv. Thunder Surveys and Non-Thunder Surveys Results and Comparison

Our surveys were conducted April 5th through April 13th. Thunder Over Louisville, which occurred on April 12th, coincided with the last weekend of the timeframe, and, we believe, may have skewed our results. In order to capture the potential bias in our results because of this annual event, we analyzed the results of our surveys based on the date administered. Based on visitor feedback, we grouped surveys given on Friday, April 11th, and Saturday, April 12th, as Thunder Surveys, and all others as Non-Thunder Surveys. We also created the category Thunder and Out of Town to separately analyze spending by out of town survey respondents during Thunder weekend. A table of the results can be found on the following page in Table 5. Overall, 67% of our surveys were administered during the Friday and Saturday of Thunder Over Louisville weekend.

Based on our analysis, we found that, as we predicted, visitors during Thunder weekend did spend more than visitors surveyed on other dates of our survey period: average spending for Thunder Surveys was \$36.22, compared to \$21.39 for Non-Thunder Surveys. The p-value for this difference in means is 0.051, indicating that the overall average spending during the survey period is most likely biased by the event.

In general, we found the presence of the Greenway to be a boon to the local economic area during Thunder Weekend. Of the 92 surveys collected that weekend, 57 responders indicated

that they would not have been in Clarksville, Jeffersonville or New Albany were it not for the Greenway. In total, of the \$3332 spent by survey participants during Thunder Weekend, \$2516 was spent by visitors who indicated that they would have stayed home, or would have gone to Louisville or elsewhere.

Table 5

Results Summary for Surveys Conducted Thunder Weekend or Other Dates

Survey Category	NonThunder Surveys	Thunder Surveys	Thunder&OutOfTown
Count of Surveys	36	92	41
Total Spending	\$ 770.00	\$ 3,332.00	\$ 2,369.00
Average Spending	\$ 21.39	\$ 36.22	\$ 57.78
Median Spending	\$ 10.00	\$ 15.00	\$ 30.00
Spending Above Average (\$)	\$ (10.25)	\$ 4.58	\$ 26.14
Spending Above Average (%)	-32%	14%	83%
P-value for Diff from All Surveys	0.088	0.295	0.042
Spending Above Local (\$)	\$ 1.80	\$ 16.63	\$ 38.19
Spending Above Local (%)	9%	85%	195%
P-value for Diff from Local	0.394	0.017	0.005
Count of Spenders	23	58	32
% Spenders	64%	63%	78%
Avg. Spending for Spenders	\$ 33.48	\$ 57.45	\$ 74.03
Restaurant	\$ 461.00	\$ 1,572.00	\$ 1,210.00
% Restaurant	60%	47%	51%
Food	\$ 99.00	\$ 657.00	\$ 362.00
% Food	13%	20%	15%
Total, Restaurant & Food	\$ 560.00	\$ 2,229.00	\$ 1,572.00
% Restaurant & Food	73%	67%	66%
Shopping	\$ 15.00	\$ 681.00	\$ 395.00
% Shopping	2%	20%	17%
Other	\$ 195.00	\$ 442.00	\$ 402.00
% Other	25%	13%	17%
Will Return	34	88	39
% Will Return	94%	96%	95%
Average Recommend Score	8.42	8.26	4.05
Median Recommend Score	9	8	8
Count of 9s & 10s	20	43	17
% 9s & 10s	56%	47%	41%

Overall, we found that Thunder visitors were no more likely to spend than other visitors, unless they were from out of town, but, if they did spend money, they were likely to spend more, particularly out of town Thunder visitors, who spent 83% more than the survey average and 195% more than the local average. Out of all survey participants, out of town visitors to the Greenway during Thunder Over Louisville weekend represented the highest category of average and median spending across all categories of visitors.

v. Visitor Feedback

As shown by the high and consistent values for the recommend score, as well as 96% of respondents indicating that they planned to return, most of our survey participants expressed a high level of satisfaction with the Ohio River Greenway. We encountered visitors of all ages, from families with small children to senior citizens, and while many reasons were given for visiting, most were related to the natural beauty and amenities of the area.

We were given some suggestions and opportunities for improvement by the Greenway guests. Chief among the concerns was safety. Several visitors expressed concerns in light of the recent wave of violence in downtown Louisville, while others expressed concern about the possible illegal actions of other Greenway visitors. The overall feedback of many guests was that better policing of the area would be appreciated.

Trash was another major concern of Greenway guests. While many of our survey administrators reported that the Greenway was clean and free from litter during their visit, others observed otherwise, with one survey administrator encountering a dead dog in a bag on one of the main walkways. The feedback from both survey administrators and visitors indicates that more trash receptacles are desired.

III. Summary and Conclusion

The purpose of our project was to determine the economic impact of the Ohio River Greenway. We developed a survey instrument of six questions, with the intent of capturing visitor origin to assess local versus out of town spending, alternative destinations to capture retained and incremental spending, actual spending by category, and visitor satisfaction based on the likelihood of return and recommendation.

Our class surveyed 138 people between April 5, 2014 and April 13, 2014 to determine the economic impact of the Greenway on the local area, defined for our project as Clarksville, New Albany, and Jeffersonville. We compiled our results, and calculated average spending, median spending, and total spending for all surveys. We also divided spending into four categories, and found that the combined categories of Restaurants and Food & Concessions accounted for 68% of spending for all surveys. We separated our surveys into the categories of Local and Out of Town, and used All Surveys and Local Surveys as benchmarks against which to measure all other categories of spending.

In total, our survey captured \$4366 in spending for the local area. Of that total, \$1567 came from local visitors, from Floyd's Knobs, Clarksville, Jeffersonville, and New Albany, and \$2799 came from out of town visitors. Average spending was calculated to be \$31.64 across all surveys, \$19.59 for surveys of local visitors, and \$48.26 for out of town visitors. Of the out of town survey participants, the majority came from surrounding areas in Indiana or Louisville. Our analysis found that local visitors spent, on average, 38% less than the average for all visitors, and that out of town visitors spent 146% more, on average, than local visitors. Our analysis showed that both of these differences were statistically significant.

We also grouped surveys based on participants' responses to question 2, regarding alternative destinations. In doing so, we found that the presence of the Greenway generated

\$3273 in revenue, 75% of the total survey revenue, for the local area from survey responders who would have stayed home, gone to Louisville, or gone to another location outside of Clarksville, Jeffersonville, or New Albany. Based on this data, we would conclude that the presence of the Ohio River Greenway has a positive economic impact on the area.

In evaluating the surveys for spending patterns based on survey location, we found that visitors to the New Albany portion of the Greenway spent significantly less money than average, and Clarksville visitors spent more money on average. Although visitors to the Jeffersonville portion were the most likely to return to the Greenway, they were the least likely to recommend it to a visiting friend or family member.

Because the timing of our survey administration coincided with the weekend of Thunder Over Louisville, we separated our surveys by date, with surveys conducted during April 11th and 12th evaluated as Thunder surveys. Our analysis found evidence of bias, with visitors during Thunder weekend spending more money on average than visitors otherwise: surveys conducted during Thunder weekend had average spending of \$36.22, compared to \$21.39 for all other surveys. Of all subcategories of surveys analyzed in our project, we found that the highest group of spenders was out of town visitors surveyed during Thunder weekend, who averaged \$57.78 in total spending.

Overall, our survey participants expressed a high level of satisfaction in the Ohio River Greenway, with 96% responding that they plan to return. Recommend scores were also high, with an average of 8.32, and 49% of respondents answering 9 or 10, indicating a high likelihood of recommending the Greenway to a visiting friend or family member.

For an overview of our survey statistics, please see Appendix 1.

We received feedback about the Greenway from visitors and survey responders. Most were satisfied with the amenities, but some voiced concerns, chiefly related to safety and

cleanliness. Based on the feedback, we would recommend better policing of the area, and better access to trash receptacles.

Based on our survey analysis and feedback, we would conclude that the Ohio River Greenway is a benefit to the local area, and has created a positive economic impact for Southern Indiana. Visitors surveyed are very likely to return, and likely to recommend the Greenway to visiting friends and family. Our survey results show that it gets people out of the house, and brings money to and keeps money in the surrounding communities of Clarksville, Jeffersonville, and New Albany.

Appendix I: Summary Data Table for All Spending Categories

\$ 15.00	\$ 8.00	\$ 22.00	\$ 20.00	\$ 15.00	\$ 10.00	\$ 10.00	\$ 15.00	\$ 30.00
\$ -	\$(12.05)	\$ 16.62	\$ 7.09	\$(0.76)	\$(16.17)	\$(10.25)	\$ 4.58	\$ 26.14
0	-38%	53%	22%	-2%	-51%	-32%	14%	83%
	0.024	0.074	0.226	0.473	0.003	0.088	0.295	0.042
\$ 12.05	\$ -	\$ 28.67	\$ 19.14	\$ 11.29	\$(4.12)	\$ 1.80	\$ 16.63	\$ 38.19
62%	0%	146%	98%	58%	-21%	9%	85%	195%
0.024		0.005	0.015	0.145	0.195	0.394	0.017	0.005
88	44	44	46	19	21	23	58	32
64%	55%	76%	61%	76%	62%	64%	63%	78%
\$ 49.61	\$ 35.61	\$ 63.61	\$ 63.15	\$ 40.63	\$ 25.05	\$ 33.48	\$ 57.45	\$ 74.03
\$ 2,103.00	\$ 743.00	\$ 1,360.00	\$ 1,380.00	\$ 252.00	\$ 311.00	\$ 461.00	\$ 1,572.00	\$ 1,210.00
48%	47%	49%	48%	33%	59%	60%	47%	51%
\$ 881.00	\$ 399.00	\$ 482.00	\$ 433.00	\$ 340.00	\$ 105.00	\$ 99.00	\$ 657.00	\$ 362.00
20%	25%	17%	15%	44%	20%	13%	20%	15%
\$ 2,984.00	\$ 1,142.00	\$ 1,842.00	\$ 1,813.00	\$ 592.00	\$ 416.00	\$ 560.00	\$ 2,229.00	\$ 1,572.00
68%	72%	66%	63%	77%	79%	73%	67%	66%
\$ 740.00	\$ 340.00	\$ 400.00	\$ 570.00	\$ 160.00	\$ 10.00	\$ 15.00	\$ 681.00	\$ 395.00
17%	22%	14%	20%	21%	2%	2%	20%	17%
\$ 642.00	\$ 85.00	\$ 557.00	\$ 522.00	\$ 20.00	\$ 100.00	\$ 195.00	\$ 442.00	\$ 402.00
15%	5%	20%	18%	3%	19%	25%	13%	17%
132	76	56	71	25	32	34	88	39
96%	95%	97%	95%	100%	94%	94%	96%	95%
8.32	8.45	8.14	8.48	7.68	8.29	8.42	8.26	4.05
8	9	8	9	8	9	9	8	8
68	42	26	39	7	18	20	43	17
49%	53%	45%	52%	28%	53%	56%	47%	41%

Appendix II: Survey Instrument

The Economic Impact of the Ohio River Greenway Project: Visitor Survey

1. What brought you to the Greenway **today**? (*Please check ALL applicable boxes, and FILL IN the zip code for your answer. If zip code is unknown, please indicate city and state*)
 - I live nearby: Zip Code _____
 - I work nearby: Zip Code _____
 - I am visiting here from out of town: Zip Code _____
 - For work
 - For leisure

2. If you had **not** visited the Ohio River Greenway, then where would you have gone **today**? (**Please check a box**)
 - An alternative destination in New Albany, Clarksville, or Jeffersonville (e.g. park, mall, etc.)
 - A similar destination in Louisville
 - Not have gone anywhere today (i.e., stayed home)
 - Other (please specify city and state): _____

3. During your visit to the Ohio River Greenway **today**, approximately how much have you spent or do you plan to spend on: [**if \$0, please write \$0**]
 - Restaurants \$ _____
 - Food & drinks concession \$ _____
 - Shopping \$ _____
 - Other/s _____ (please specify) \$ _____

4. Do you plan to return to the Ohio River Greenway? *Please check a box:*
 - Yes** If yes, how often? _____ times per [**week, month, year**] (**please encircle one**)
 - No**

5. On a scale of 1 to 10, how likely are you to recommend the Ohio River Greenway to a visiting friend or family member? (**Please circle a number**)

1	2	3	4	5	6	7	8	9	10
Not likely				Somewhat likely				Very likely	

6. What was your **primary** reason for visiting the Ohio River Greenway **today**? (**Please choose one option**)
 - Bicycling
 - Pedestrian trail/walking/running/jogging
 - Playground
 - Restaurants / Shopping
 - Fishing
 - Boating
 - View/Sightseeing
 - Amphitheater Activities/Event participation: _____
 - Other(please specify): _____