



LIMESTONE CYCLING
TOUR

Supplemental Experience Report for the 2019 Limestone Cycling Tour.

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Appendix List:

Appendix A: Zip Codes of Participants

Appendix B: List of Sponsors Respondents Recalled

Appendix C: Comment Summary



Meet Your Research Team



Spencer Mize is a senior at Eastern Kentucky University majoring in sociology. She is particularly interested in sociology of the family and international relations. She is also passionate about conserving the environment and spending time outdoors. She spends her free time traveling as much as possible.

Dr. James N. Maples is an associate professor of sociology at Eastern Kentucky University, where he examines the political economy of renewable tourism. He is affiliated with the Center for Economic Development, Entrepreneurship, and Technology. His research interests include the economic impact of outdoor recreation and social change in rural areas. In his free time, he is conducting an oral history of rock climbing in Kentucky's Red River Gorge. He is also an Eagle Scout, Girl Scout dad, hiker, and metal detectorist



Dr. Michael J. Bradley is an associate professor and director of graduate studies in the Department of Recreation and Park Administration at Eastern Kentucky University. His professional and academic interests include human dimensions of natural resource and wildlife management as well as sustainable recreation practices as it relates to outdoor recreation.

Methodological Summary

Purpose

The purpose of this supplemental report is to summarize participant experiences for the 2019 Limestone Cycling Tour, establish a demographic profile of participants, and provide participant reflections via open comments about the event. The 2019 Limestone Cycling Tour took place on September 12th, 2019 in Maysville, Kentucky. In all, 601 persons participated in the event.

Data Collection

Data for this study were collected via an online survey of Limestone Cycling Tour participants. In all, an estimated 601 persons participated in the event. Of those 601, 192 persons attempted the survey, with 169 respondents completing the survey. Responses are included up to the point each respondent stopped taking the survey.



Participant Experiences

Table One summarizes the experiences of participants in the Limestone Cycling Tour at all distances. For each item, mean responses closer to ten indicate a better experience. Overall, all measures fell in the desirable end of the measure. For example, rest stops, registration, route marking, overall pricing, staff/volunteer friendliness, and the overall event experience all fell in the 9.1-9.8 range. Means are also listed for the four separate mileages, which similarly reflect the overall success of the event across all measures.

Table One. Evaluation of Participant Experiences

	Overall Mean	100 Mile	64 Mile	40 Mile	24 Mile
Road conditions	7.94	8.15	7.81	7.52	8.00
Rest stops	9.19	9.35	8.91	9.45	8.50
Food selection at rest stops	8.50	8.56	8.21	8.90	9.50
Registration	9.40	9.45	9.21	9.68	9.50
Route marking	9.04	9.00	8.98	9.50	8.25
Overall pricing of event	9.15	9.31	8.83	9.36	9.50
Staff/volunteer friendliness	9.83	9.87	9.78	9.90	9.50
Overall experience at event	9.56	9.61	9.47	9.68	9.25
Climb difficulty	7.41	7.21	7.78	7.17	7.25



Sample Demographics

Table Two summarizes categorical demographic variables in the study. In all, 34.3% of the sample identified as being female. Although not included in the table, the majority of the sample identified as being white. The majority of the respondents held college degrees, with 42.6% holding a four-year degree and 32.6% holding a graduate degree. Correspondingly, personal annual incomes are also most concentrated in the \$50,000+ range, with the largest group being persons making six figure incomes at 32.9%. Around 4.7% percent of respondents indicated having jobs in outdoor recreation. 16.0% owned their own business, with around 3.7% percent of those persons owning a business in outdoor recreation.

Table Two. Sample Demographics, Categorical

	Obs	%
Sex		
Female	58	34.3%
Male	110	65.1%
Prefer not to answer	1	.6%
Education Summary		
Less than BA/BS or equivalent degree	41	23.7%
Has BA/BS or equivalent degree	72	42.6%
Greater than BA/BS or equivalent degree	55	32.6%
Prefer not to answer	1	.6
Personal Annual Income Summary		
\$0-\$19,999	4	2.4%
\$20,000-\$29,000	5	2.9%
\$30,000-\$49,999	17	10.0%
\$50,000-\$74,999	26	15.3%
\$75,000-\$99,999	36	21.2%
Greater than \$99,999	56%	32.9%
Prefer not to answer	26	15.3%
Is your job is directly related to outdoor recreation?		
Yes, it is.	8	4.7%
No, it is not.	155	91.7%
I'm not sure.	3	1.8%
Do you own your own business?		
Yes, I do.	27	16.0%
No, I do not.	139	82.2%
Prefer not to answer	2	1.2%
Do you own a business that is directly related to outdoor recreation? (only asked to persons responding yes to previous question)		
Yes, I do.	1	3.7%%
No, I do not.	26	96.3%

Table Three summarizes continuous demographic variables in the study. Respondents were asked approximately when they first began cycling. Responses ranged from 1950 to 2019, with a central measure of around 2003. Respondent ages ranged from 25 to 76 with a mean age of approximately 53. Respondents were asked how many hours per week they spent cycling during the season. The mean was approximately 13 hours, with a minimum of zero and a maximum of 76 hours. 83 of the respondents stayed overnight and reported staying, on average, one night. The longest stay was three nights.

Table Three. Sample Demographics, Continuous

Variable	Obs	Mean	StDev	Min	Max
Year first began cycling	170	2003	14.40	1950	2019
Age	169	53.33	10.01	25	76
Hours spent cycling in a typical week	170	13.88	15.58	.00	76.00
Average nights spent (responses only from persons who stayed at least one night)	83	1.27	.47	1	3

Zip Codes

Respondents reported coming to this event from 111 different zip codes, including several in the region and surrounding area. Participant zip codes are included in Appendix A.

Sponsors

Respondents were asked which (if any) sponsors from the event they recalled. The most common response for this event was Ale-8. Other unedited responses are listed in Appendix B.

Overall Comments

Respondents were asked to share their overall comments about the event. Their unedited responses are included in Appendix C.

Contact Information for Future Studies

Our research team regularly conducts economic impact studies and outdoor recreation research across the nation. If you or your organization is interested in conducting a study, please contact lead researchers **Dr. James Maples** at james.maples@eku.edu or **Dr. Michael Bradley** at michael.bradley@eku.edu for further information.