



# 2016 Bike to Work Day Survey Highlights

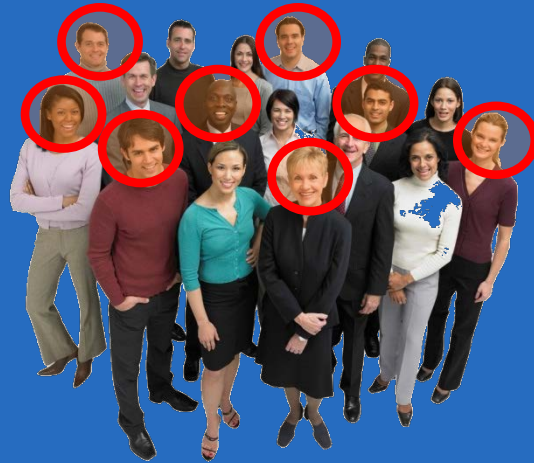
Commuter Connections Subcommittee

January 17, 2017

LDA Consulting  
with CIC Research

# Survey Methodology

- Internet survey of May 2016 BTW Day participants
  - Survey conducted in November 2016
  - Emailed 17,045 invitations, 3,537 responses, 21% response rate
- Collect data for analysis of Mass Marketing TERM
  - Define new and increased bike commute use
    - Bike commuting before BTW
    - Bike commuting in summer after BTW
    - Bike commuting in fall after BTW
  - Estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days
- Added new event satisfaction questions in 2016



## Demographics – BTW Participant vs Regional Worker

- **Overwhelmingly White** – 90% vs 45% regionally
- **Predominantly male** - 64% vs 51% regionally
- **Older** – 52% were 45 years or older vs 43% regionally
- **Work for large org** – 53% 250+ employees vs 39% regionally
- **Similar HH income** – 55% \$120,000+ vs 52% regionally

Regional data from 2016 SOC

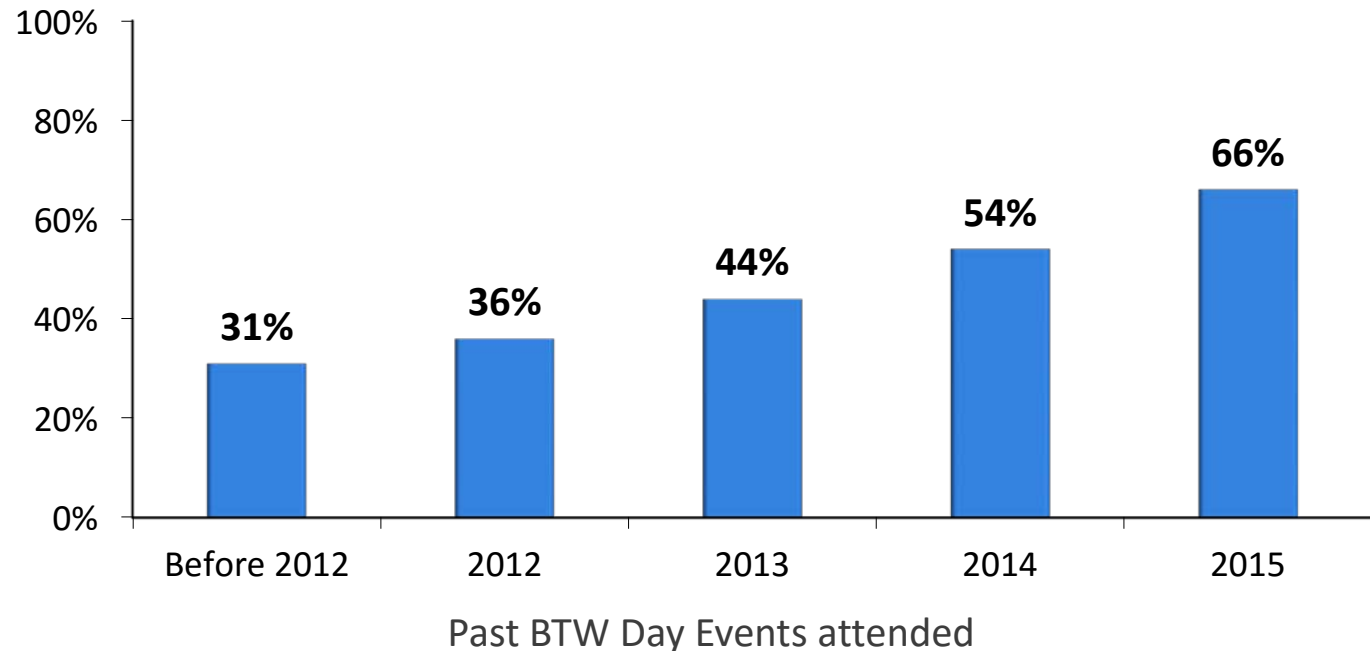
# Event Information and Participation



Joan M. Mas 2/2007

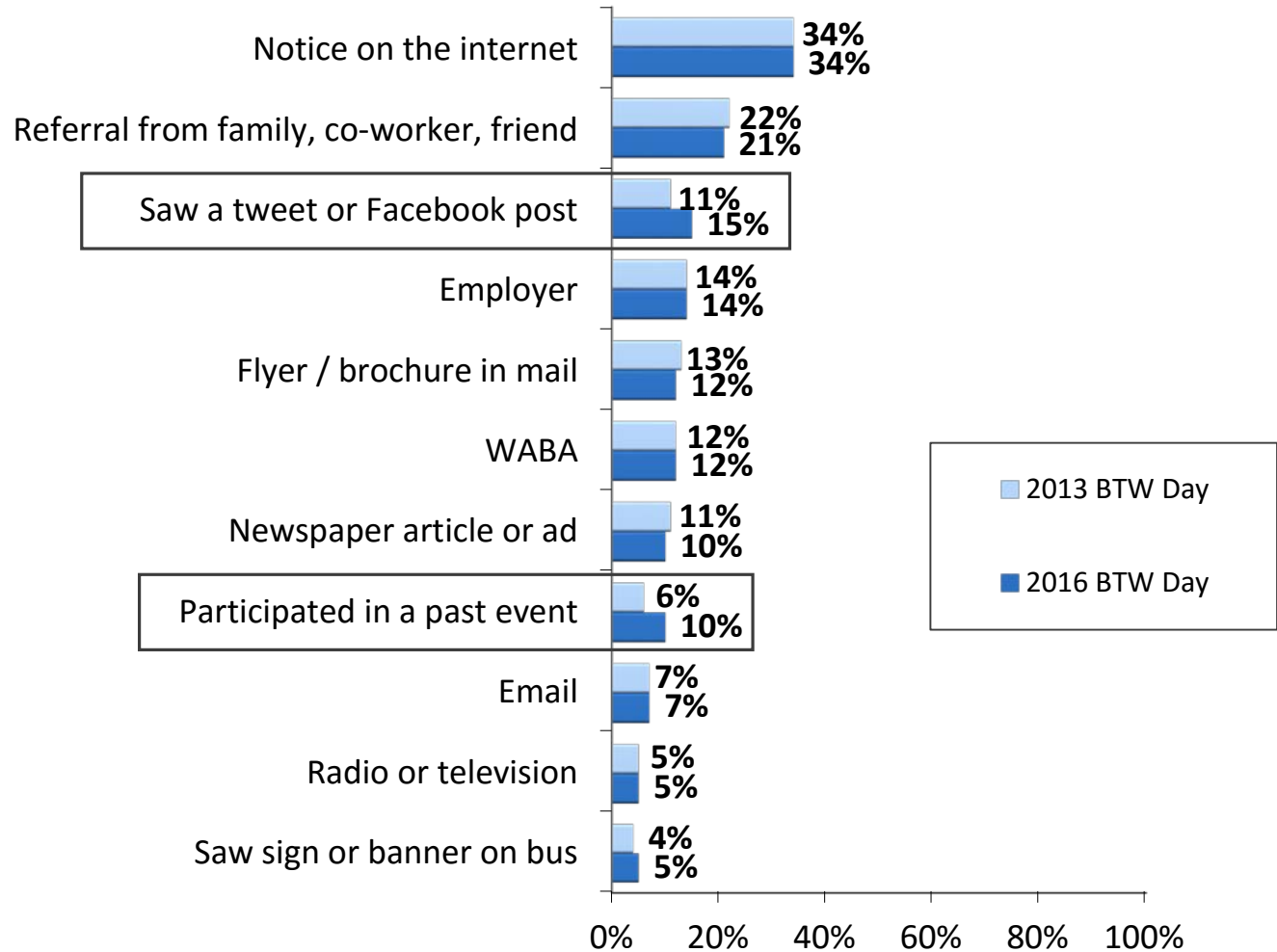
# 2016 was First BTW Day for 23% of Respondents; 77% Had Participated in an Earlier Event

Two-thirds of 2016 riders also participated in BTW 2015; 54% participated in 2014; 31% participated in an event before 2012



# 34% Heard about BTW Day through Internet and 21% from a Personal Referral – Similar to 2013

But social media and past participation grew slightly as info sources



Age differences noted for:

### Social media

**Under 35 – 23%**

35+ – 12%

### Referrals

**Under 35 – 27%**

35+ – 18%

### WABA

Under 35 – 8%

**35+ – 14%**

### Past Participant

Under 35 – 7%

**35+ – 11%**

2013 BTW  
n = 4,253

2016 BTW  
n = 3,537

Q1 How did you hear about the 2016 Bike-to-Work Day?

# Three in Ten Said the Best Part of BTWD Was Sharing the Ride with Other Bicyclists; 16% Said it Was Having More Bicyclists on the Road

Respondents also mentioned pit stops, free items, t-shirts, and other tangible rewards of their participation

Were respondents...

Likely to participate in another BTWD event?

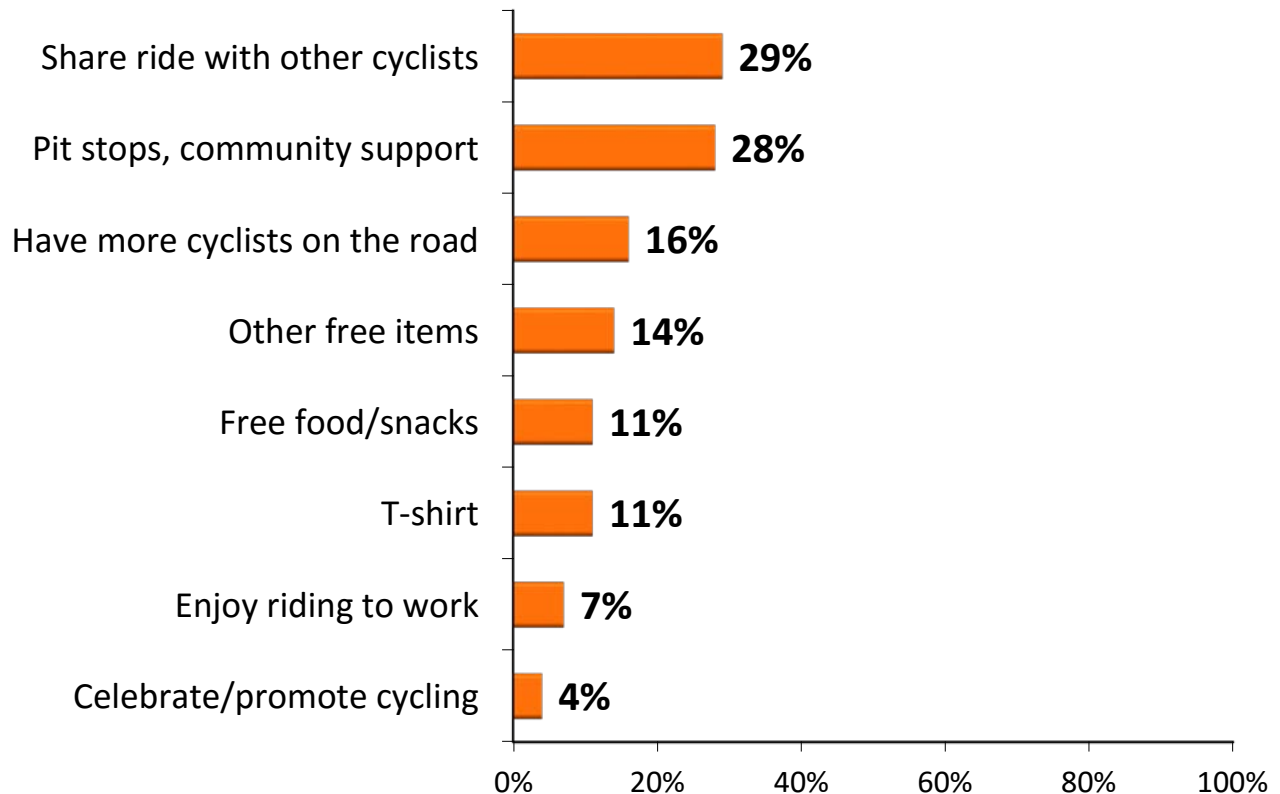
**Very likely – 95%**

Somewhat likely – 5%

Likely to recommend BTWD to others?

**Very likely – 89%**

Somewhat likely – 10%

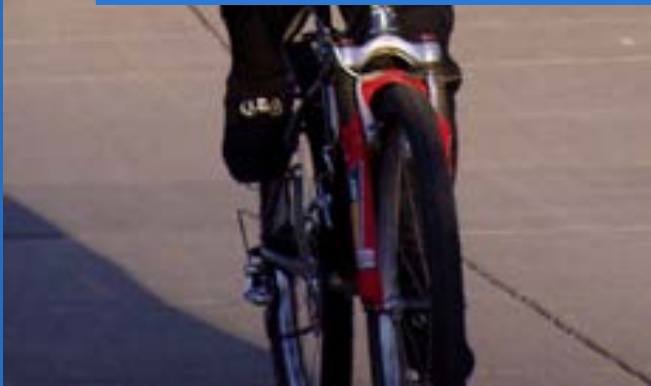


n = 2,996

Q1a What was your favorite part of the 2016 Bike-to-Work Day event experience?



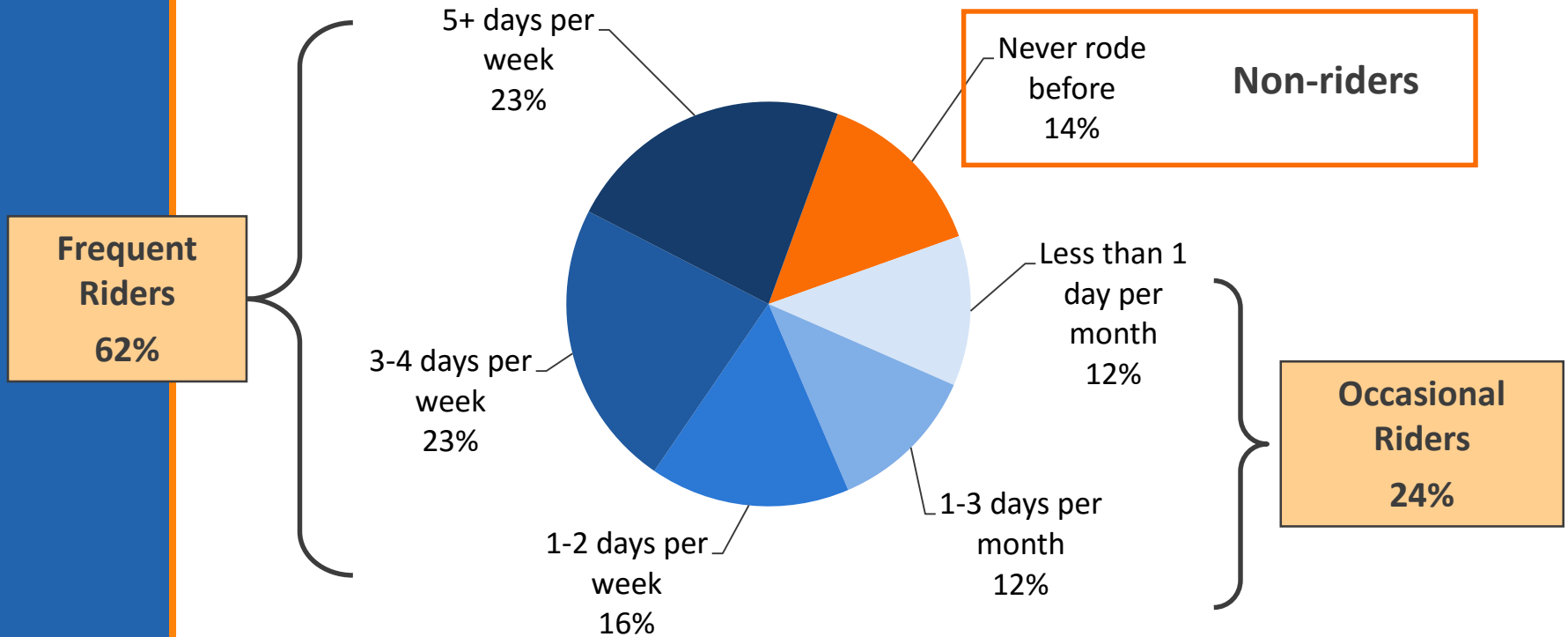
Travel Before / After  
BTW Day





# Before their First BTW Day - 86% of Respondents Biked to Work at Least 1 Day/Month

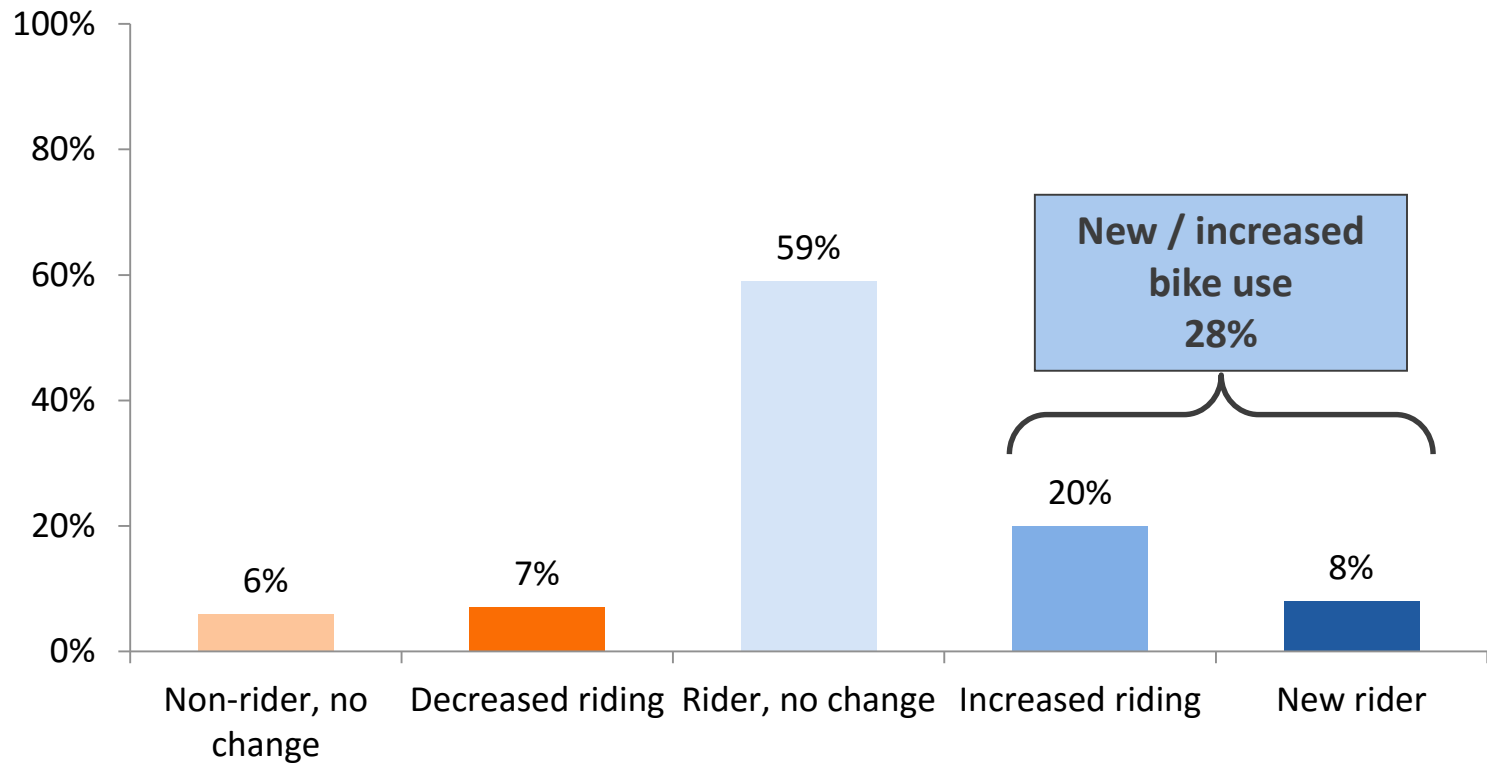
62% were frequent riders (1+ days per week); 24% rode less than 1 day per week; 14% never rode before BTW Day



**Bike to work frequency before BTW Day**

# After BTW Day, 8% Started Biking to Work and 20% Increased Bike Frequency

About six in ten respondents rode before and didn't change riding frequency, 7% decreased biking frequency; 6% didn't ride before and didn't start riding

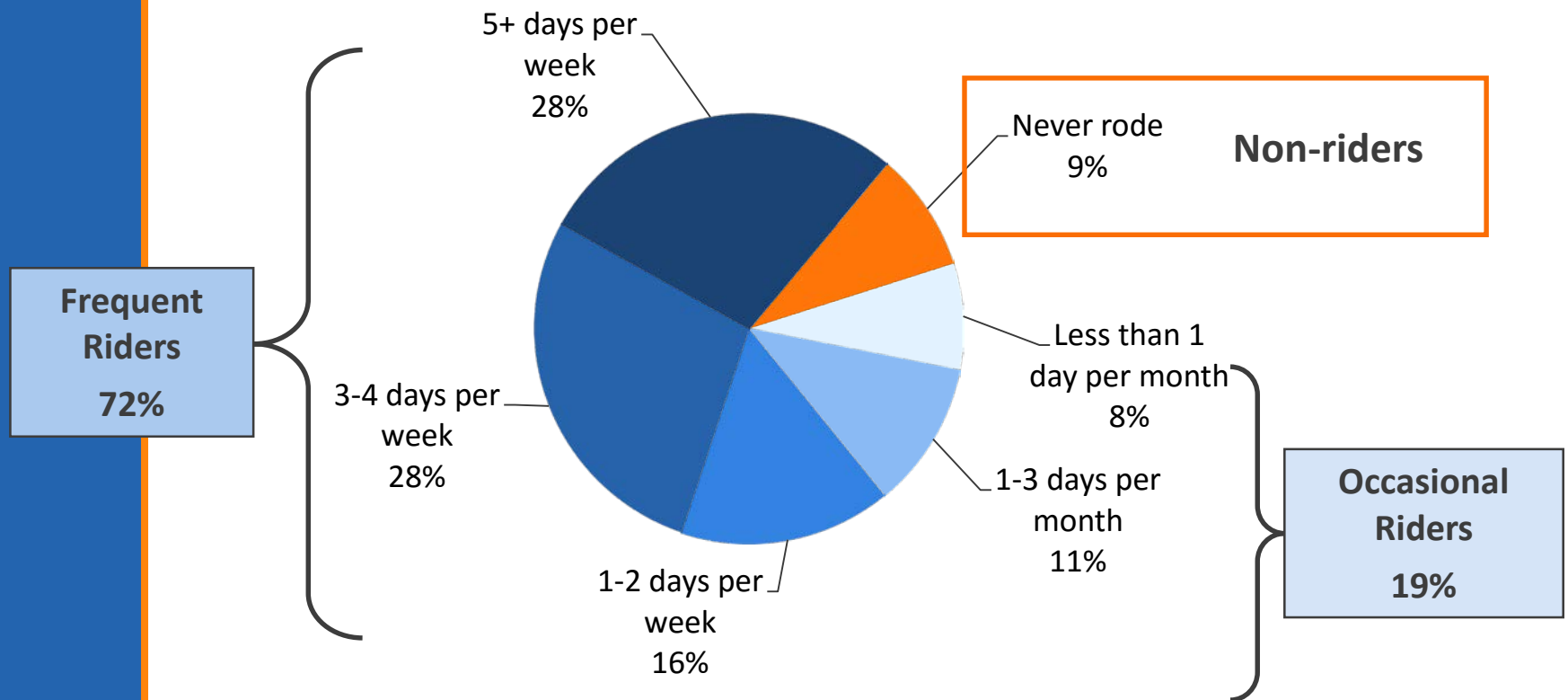


Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2016, **after** the 2016 Bike-to-Work Day event?

# In Summer, after BTW 2016 - 91% of Respondents Biked to Work at Least 1 Day/Month

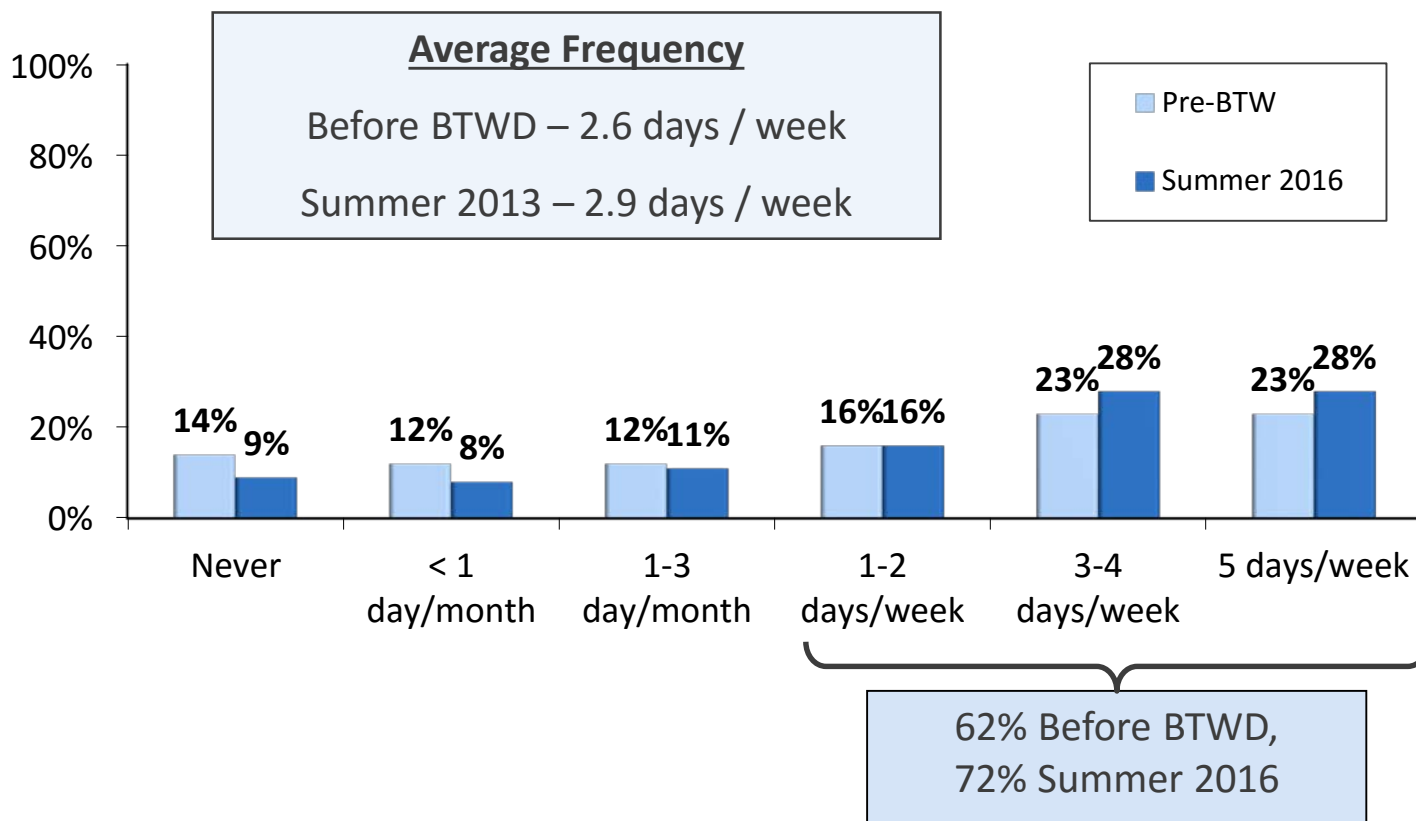
The share of riders grew from 86% before BTW Day to 91% after BTW Day. Frequent riders grew by 10% to 72%.



**Bike to work frequency summer 2016, after BTW Day**

# Average Bike Frequency Rose 0.3 Days per Week From Before BTW Day to Summer 2016

Respondents who biked before BTWD rode an average of **2.6** days then. Respondents who biked during summer 2016 rode **2.9** days per week. Bike use rose most in frequent ride categories (3-4 d/wk and 5 d/wk).



Pre BTWD  
n = 3,491

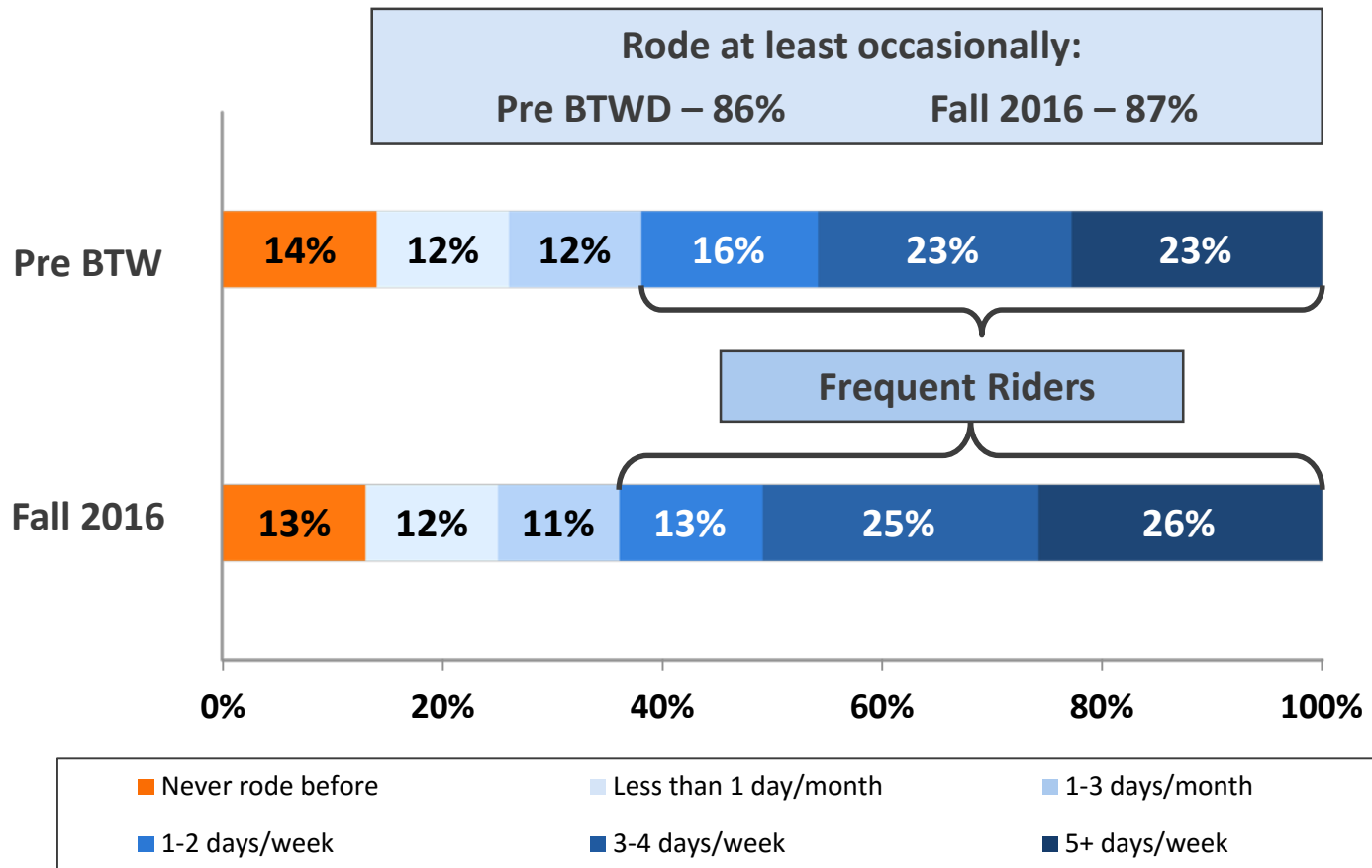
Summer 2016  
n = 3,486

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q4 On average, how often did you ride your bicycle to work during May – September, 2016, after the 2016 Bike-to-Work Day event?

# In Fall 2016, Riding Declined Approximately Back to the Pre BTWD Level

87% rode at least occasionally and 64% rode 1+ days per week



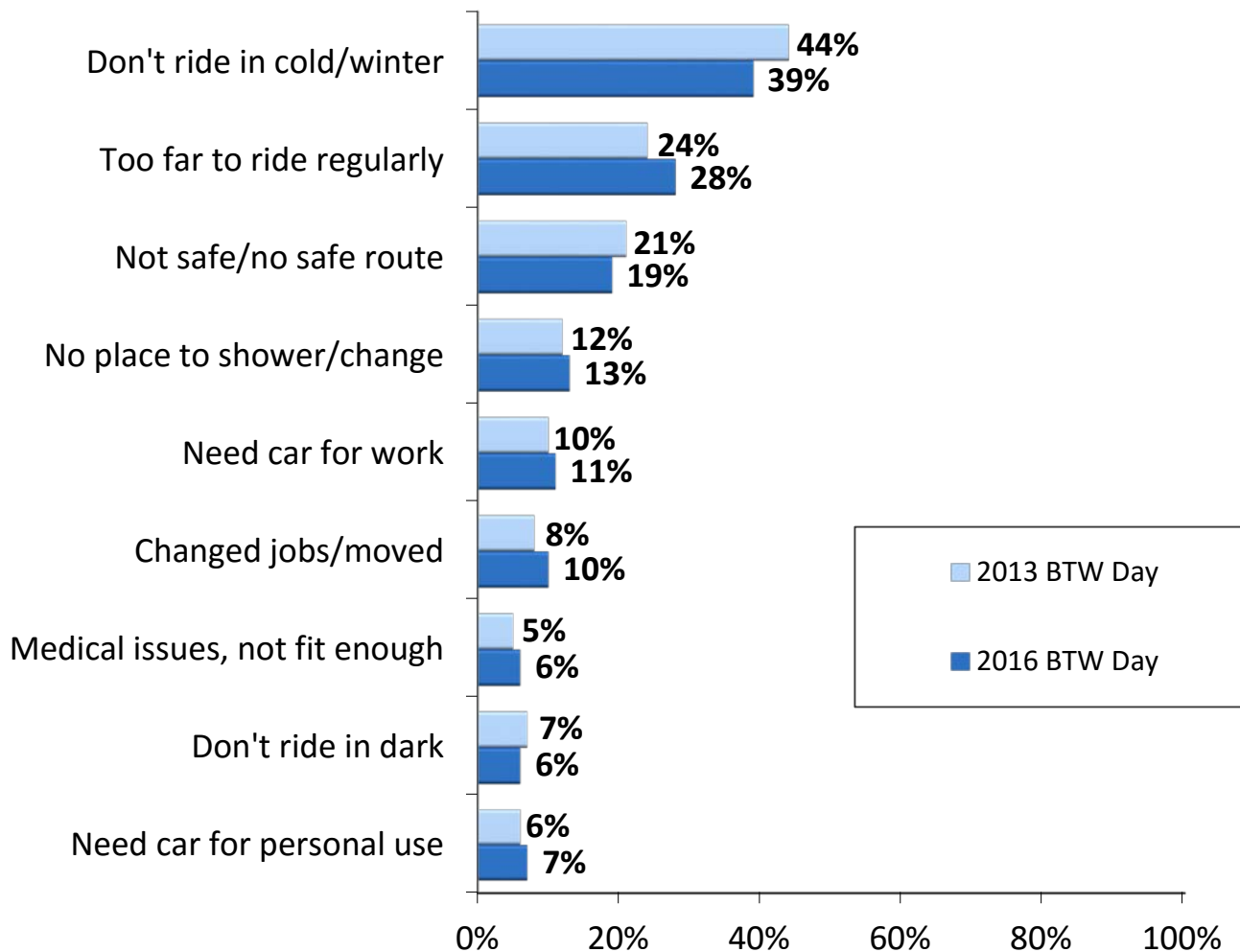
Pre BTWD  
n = 3,491

Fall 2016  
n = 3,413

Q3 On average, how often did you ride your bicycle to work **before** your first Bike-to-Work Day event?

Q5 On average, how often do you bicycle to work now (November 2016)?

# Primary Barriers to Continued Bike Use During Fall 2016 Were Cold Weather, Long Distance to Work, and Riding Safety Concerns



2013 BTWD  
n = 2,444

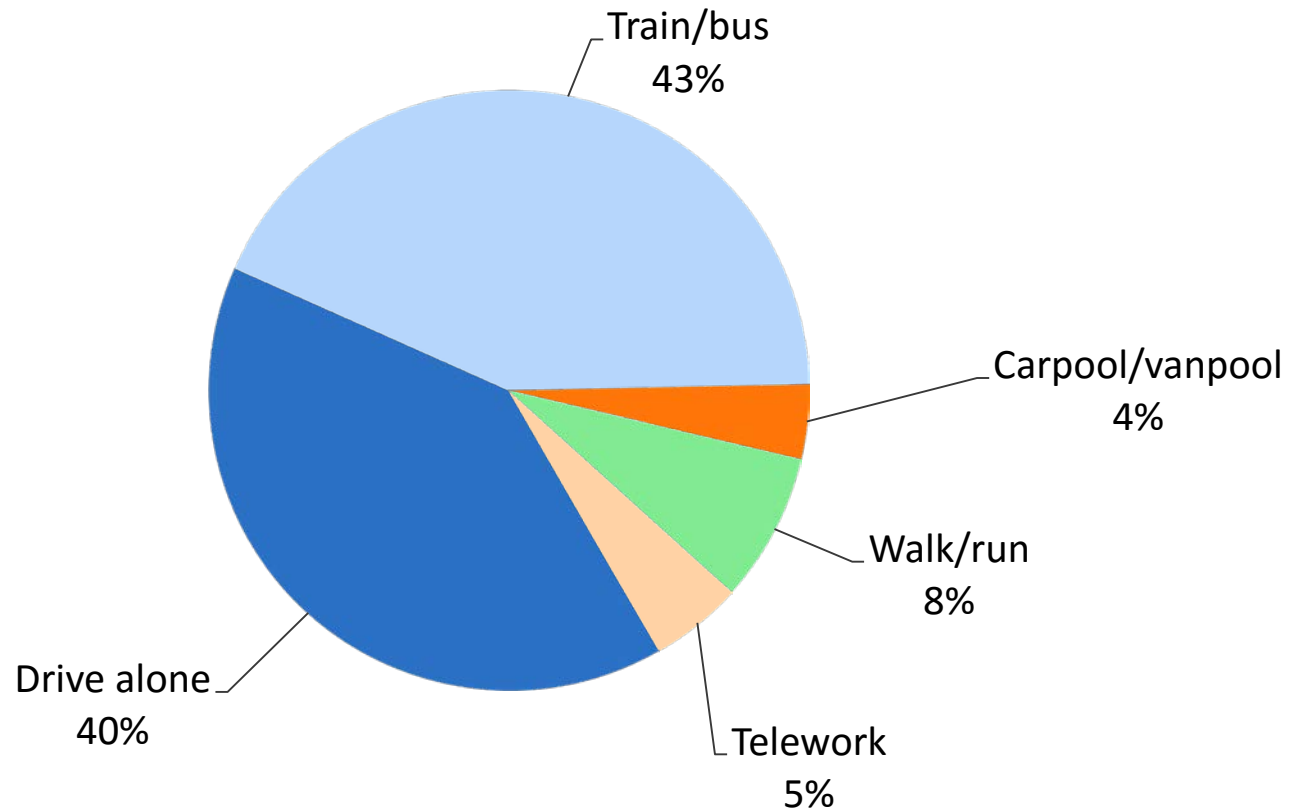
2016 BTWD  
n = 1,807

Multiple  
responses  
permitted

Q6 Why do you not ride your bicycle to work or not ride more often now?

# On Days they Didn't Bike to Work, 40% of Respondents Drove Alone; 43% Rode Transit

The 2016 mode shares were approximately the same as measured in the 2013 BTWD Survey



**21%**  
Used  
Capital  
Bikeshare  
to commute  
to or from  
work during  
the past year

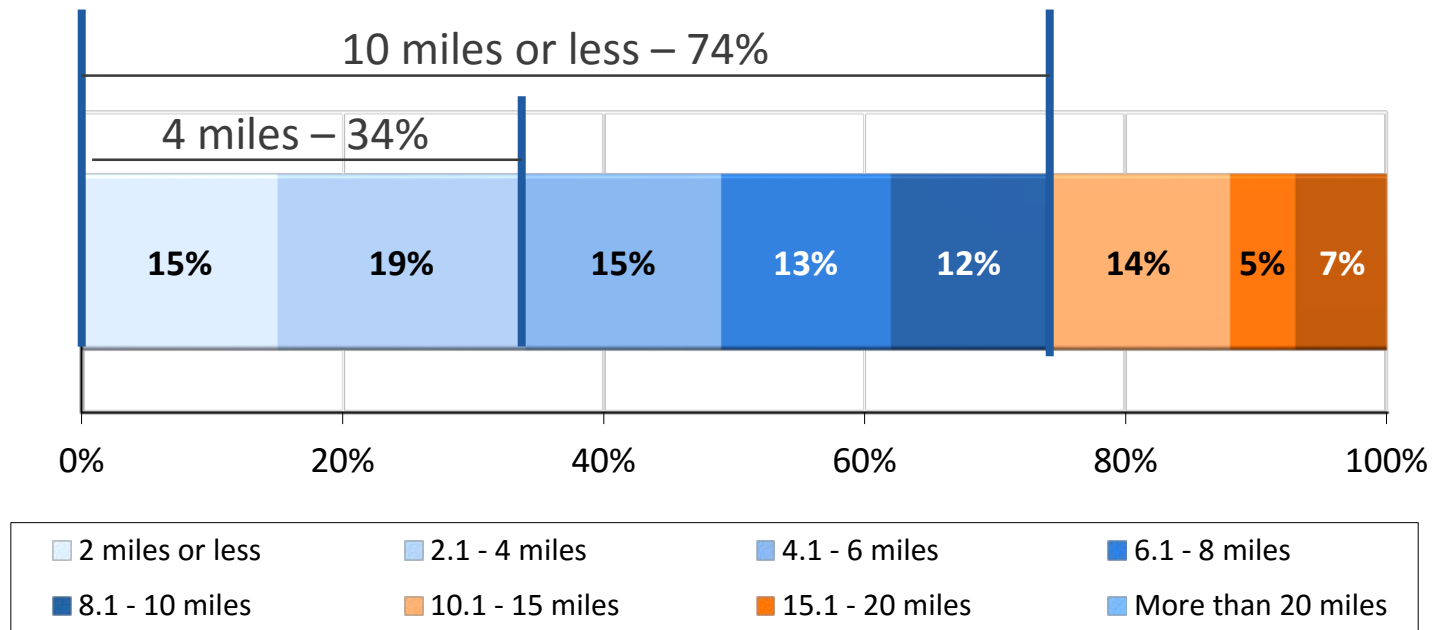
Q7 On days you do not ride your bicycle, how do you usually commute to work? (If you use more than one method, check the one you use MOST OFTEN)

Q11 Have you used Capital Bikeshare to commute to or from work within the past 12 months?

n = 3,455

# Respondents Traveled an Average of **8.6 Miles** One-way to Work

34% lived within 4 miles of work and 74% lived within 10 miles.  
Only 12% commuted more than 15 miles to work.



**Average regional distance**

**All commuters:**  
**17.3 miles**

**Bike commuters:**  
**4.4 miles**

2016 SOC

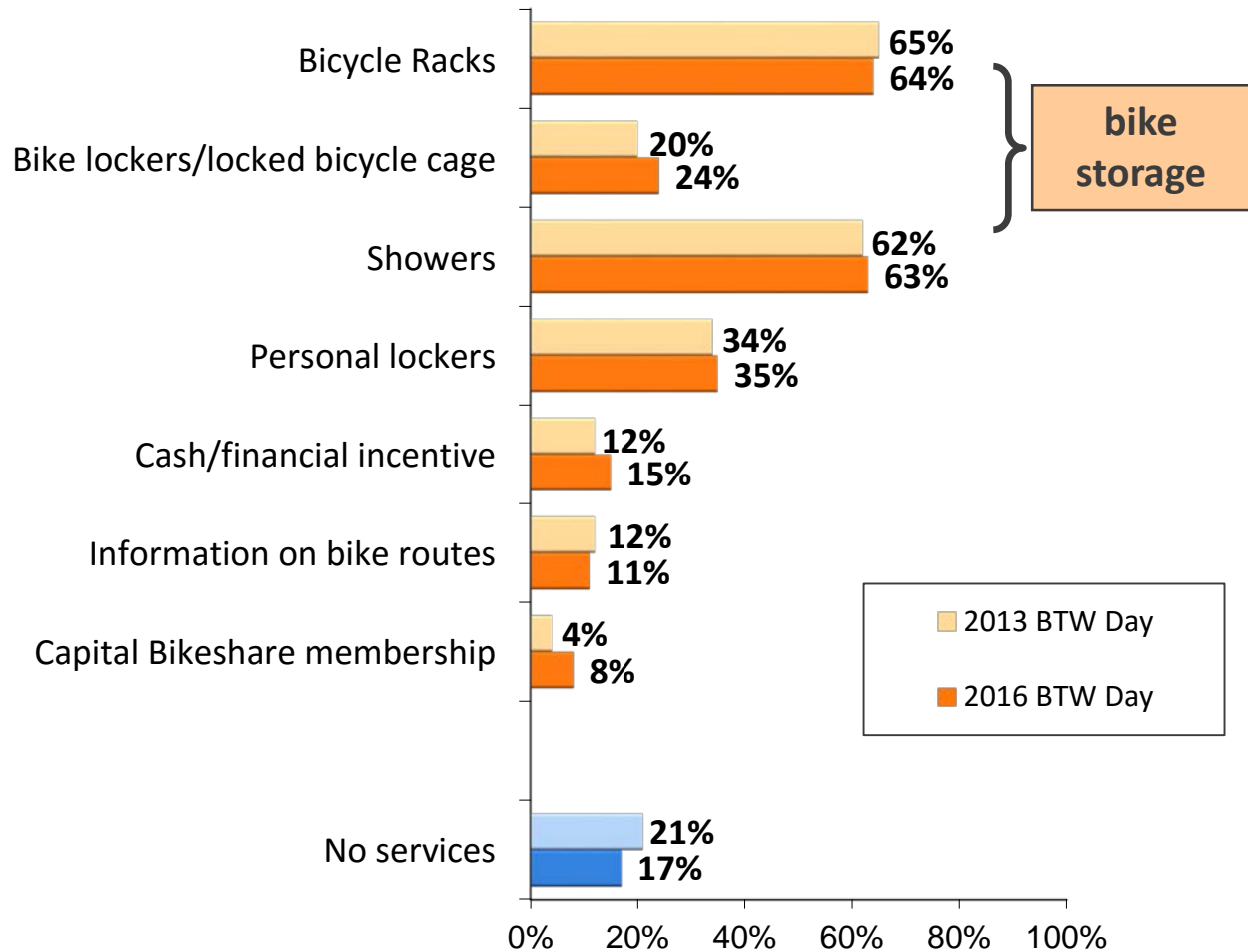
n = 3,277

Q8 How many miles do you travel from your home to work (one-way)?



# 83% of Respondents said Employer Offered Bike-Commute Assistance – Similar to 2013

Bicycle racks – 64%, Showers – 63%, Personal lockers – 35%



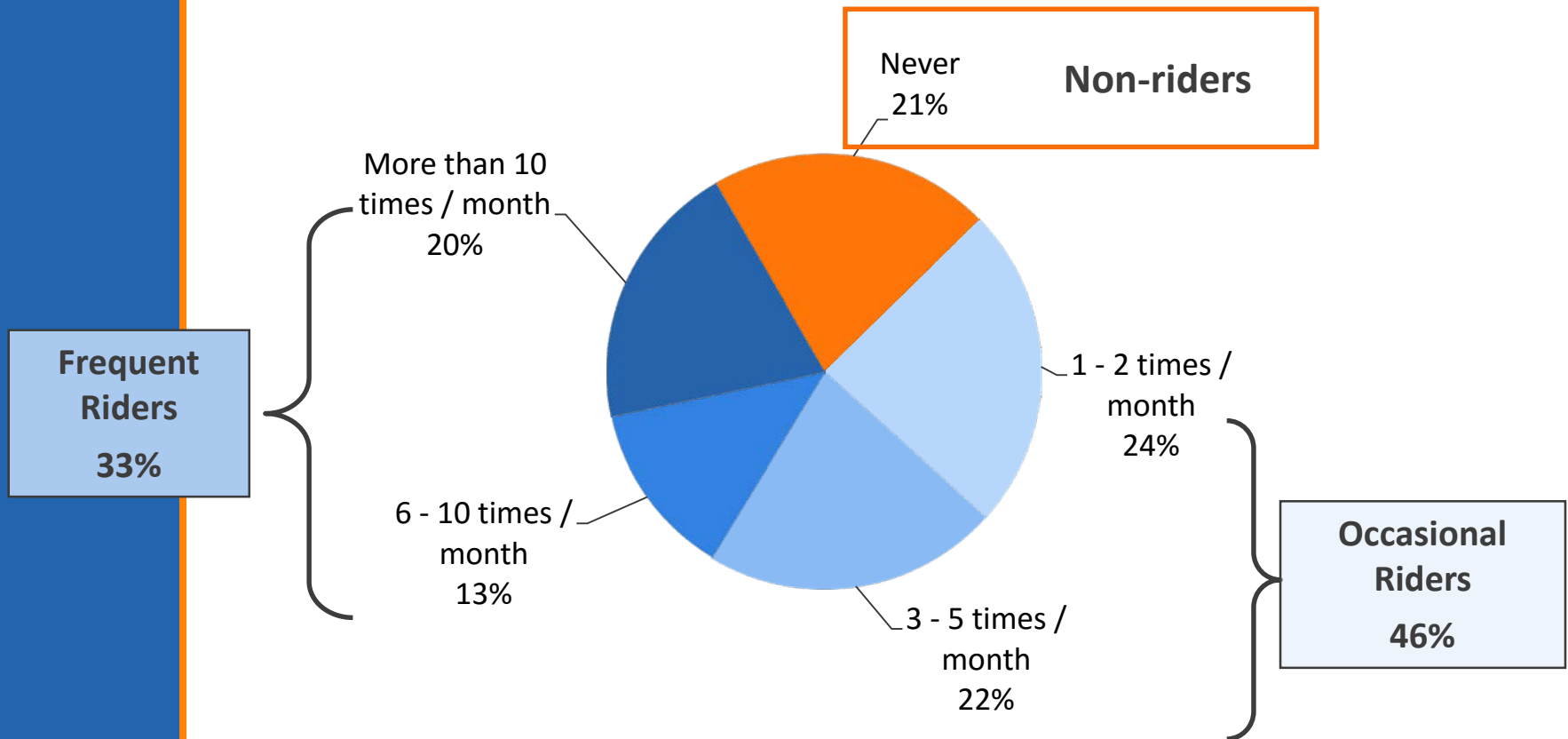
2016 BTW  
n = 3,537

2013 BTW  
n = 4,149

Q12 Does your employer offer any of the following commute assistance information or services to employees who bike to work?

# Nearly Eight in Ten Respondents Rode a Bike for a Non-Commute Trip Last Month

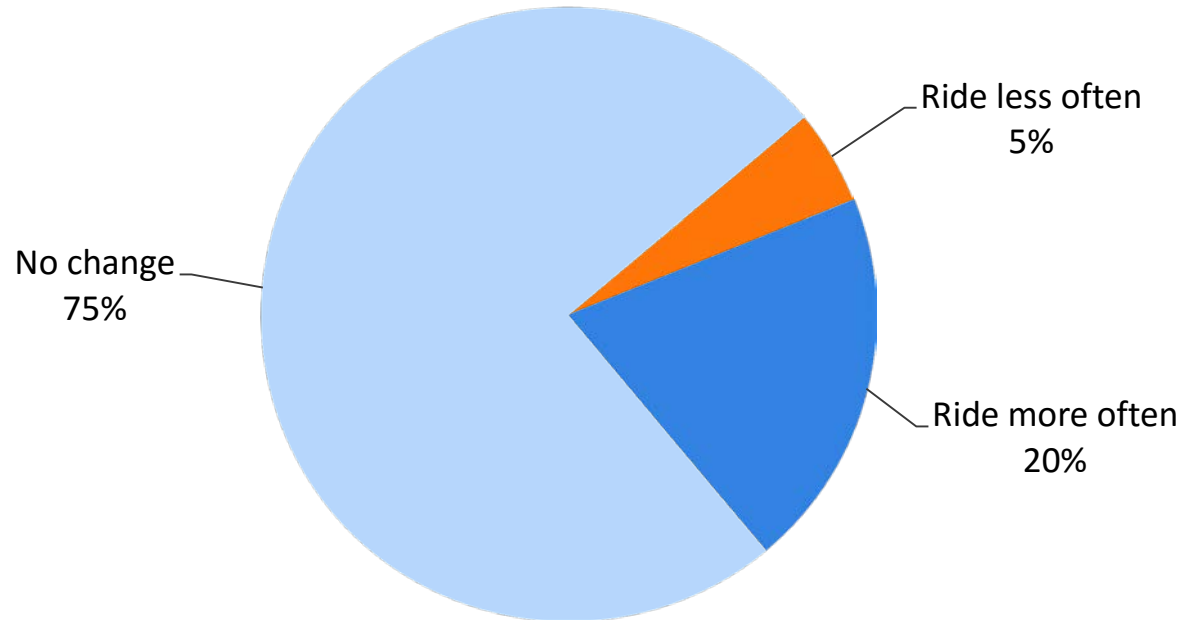
33% were frequent riders (6 or more times per month); 46% rode 1 to 5 times; 21% didn't ride any days.



Q9 In the past month, how many times did you ride your bicycle for a trip other than getting to or from work, such as trips for errands, shopping, social visits, meetings, or personal appointments? (Please also exclude trips you made SOLELY for exercise or recreation)

# 20% Increased Use of Bicycle for Non-Commute Trips Since their First BTW Day

20% of respondents said they rode more often for non-work trips than before they first participated in BTW; 5% rode less often; and 75% made no change in non-commute riding



Q11 Do you ride your bicycle for non-commute trips more often, less often, or about same as before you first participated in a Bike-to-Work Day event?



## Questions?

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