

Commuter Connections 2010 Bike to Work Day Survey Highlights



**Commuter Connections
Subcommittee**

January 18, 2011

**LDA Consulting
with**

CIC Research





Methodology



Survey Methodology

- Internet survey of BTW Day participants
 - November 2010
 - Emailed 8,956 invitations, 3,308 responses, 37% 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
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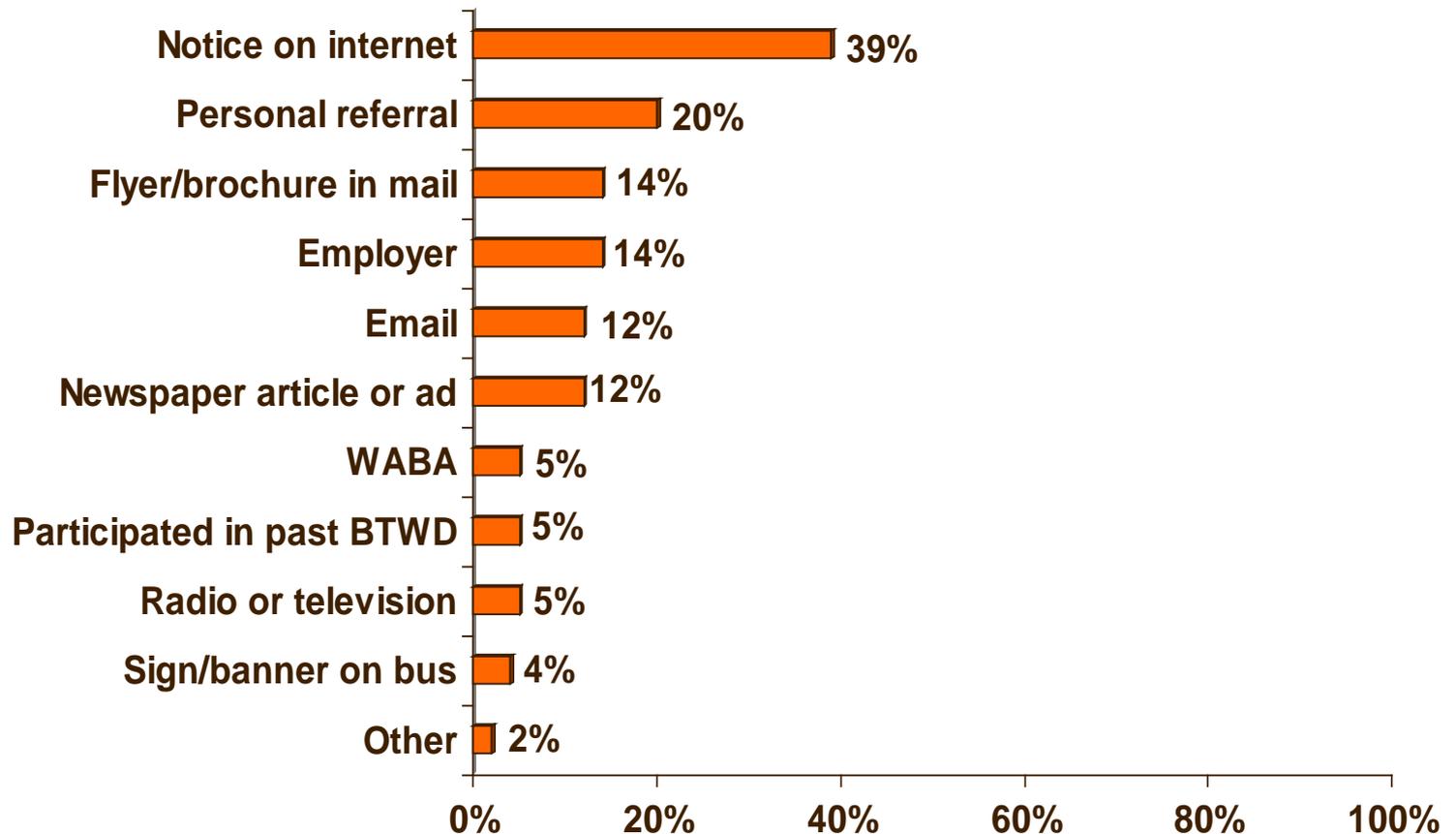


Event Information
and Participation



39% heard about BTW Day through Internet and 20% from referral

About 1 in 10 reported mailed flyer, employer, email, or newspaper article

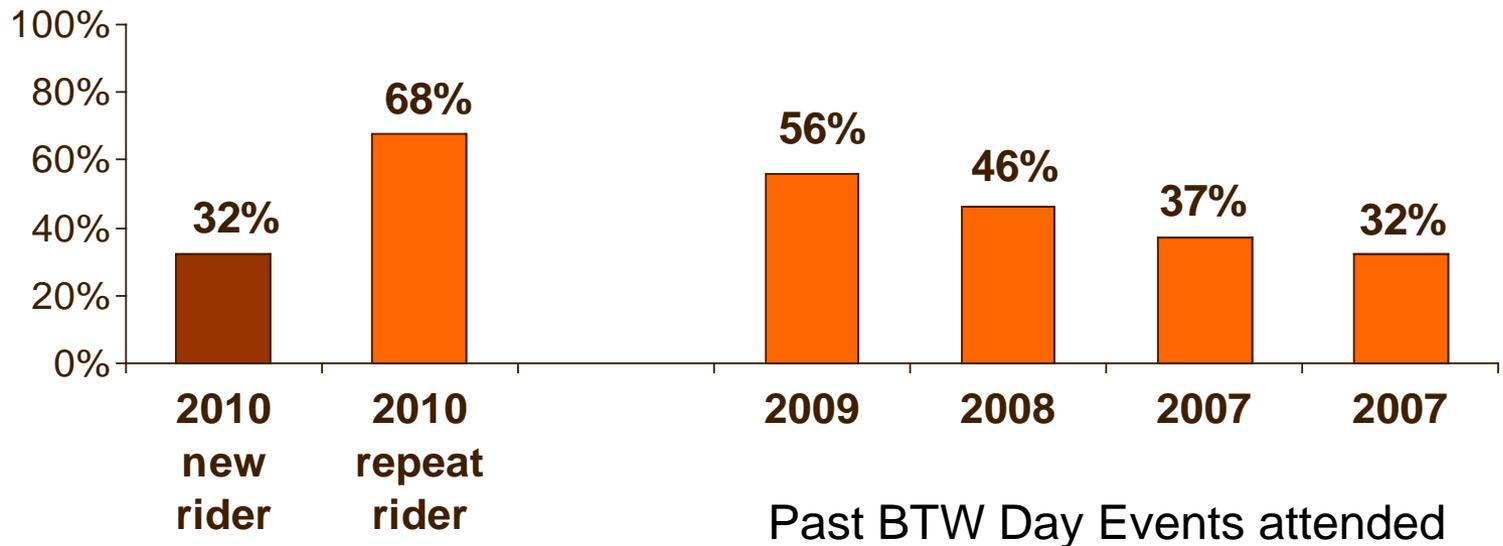


n = 3,015

Q1 - How did you hear about the 2010 Bike-to-Work Day?

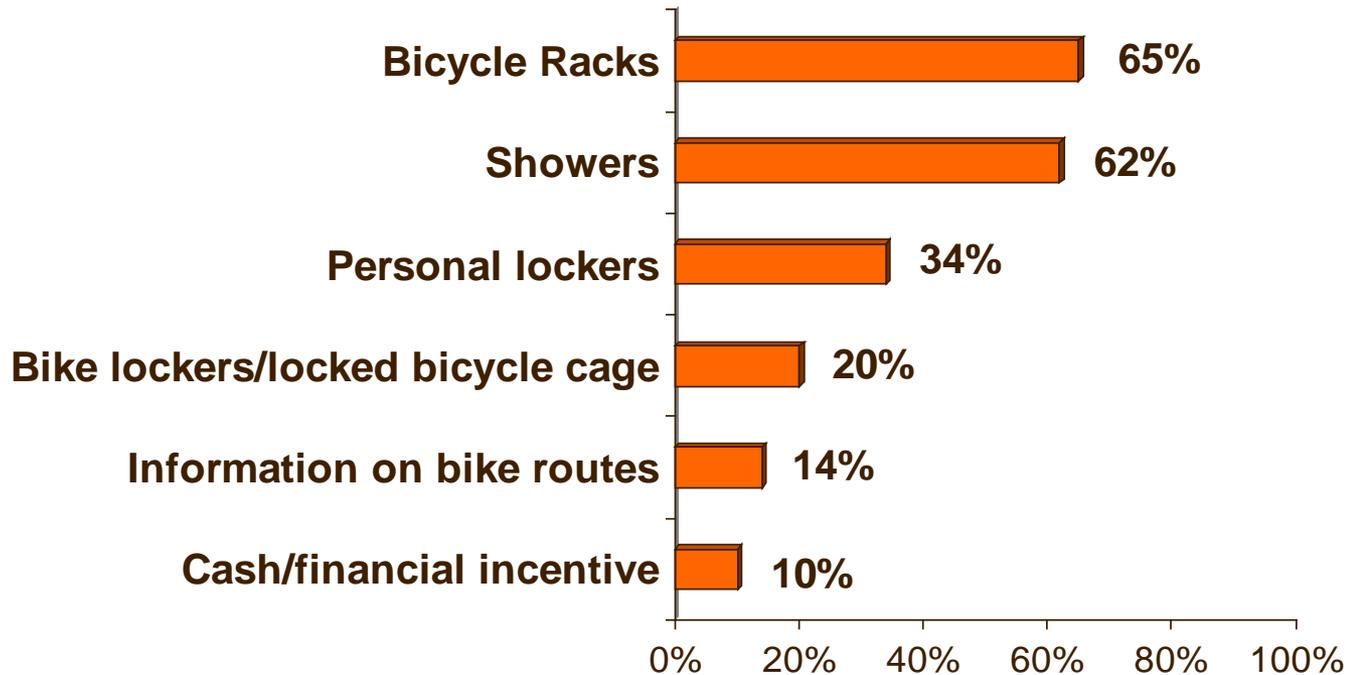
2010 was First BTW for 32% of Respondents

More than half of 2010 riders also participated in BTW 2009 and 46% participated in 2008. About a third participated in a BTW event before 2007.



79% of respondents said Employers Offered Bike-Commute Assistance

Most common services were bike racks (65%), showers (62%), and personal lockers (34%).



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

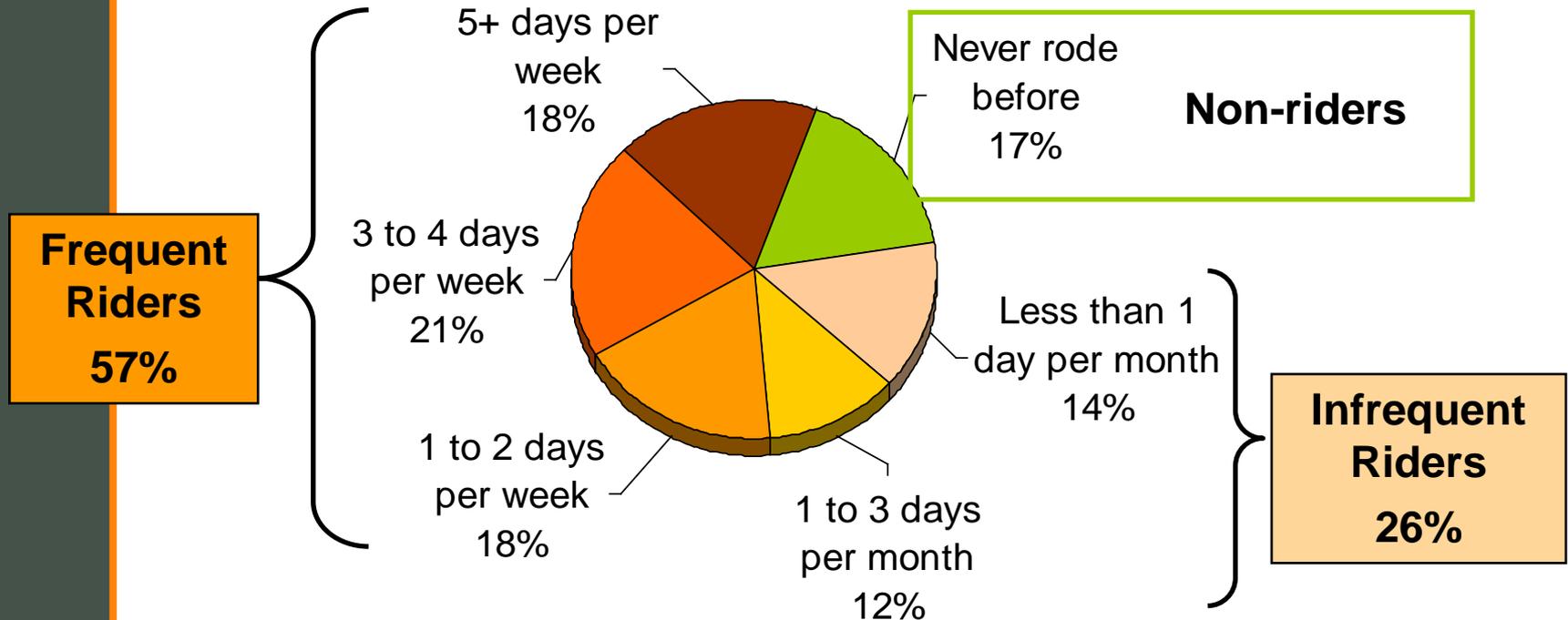


Travel Before / After BTW Day



83% of Respondents Biked to Work at Least Occasionally Before their First BTW Day

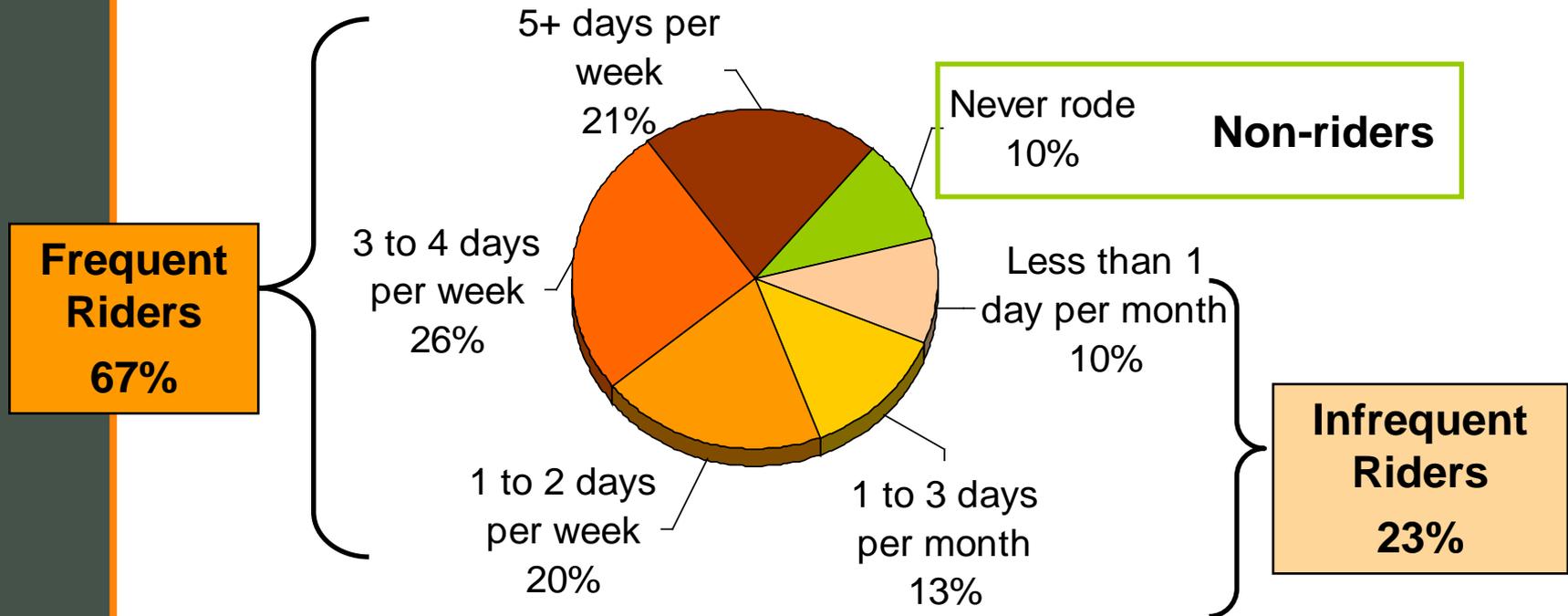
57% were frequent riders (1 + days per week), 26% rode less than 1 day per week. 17% never rode before BTW Day.



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

90% of Respondents Biked to Work at Least 1 Day / Month in Summer, after BTW 2010

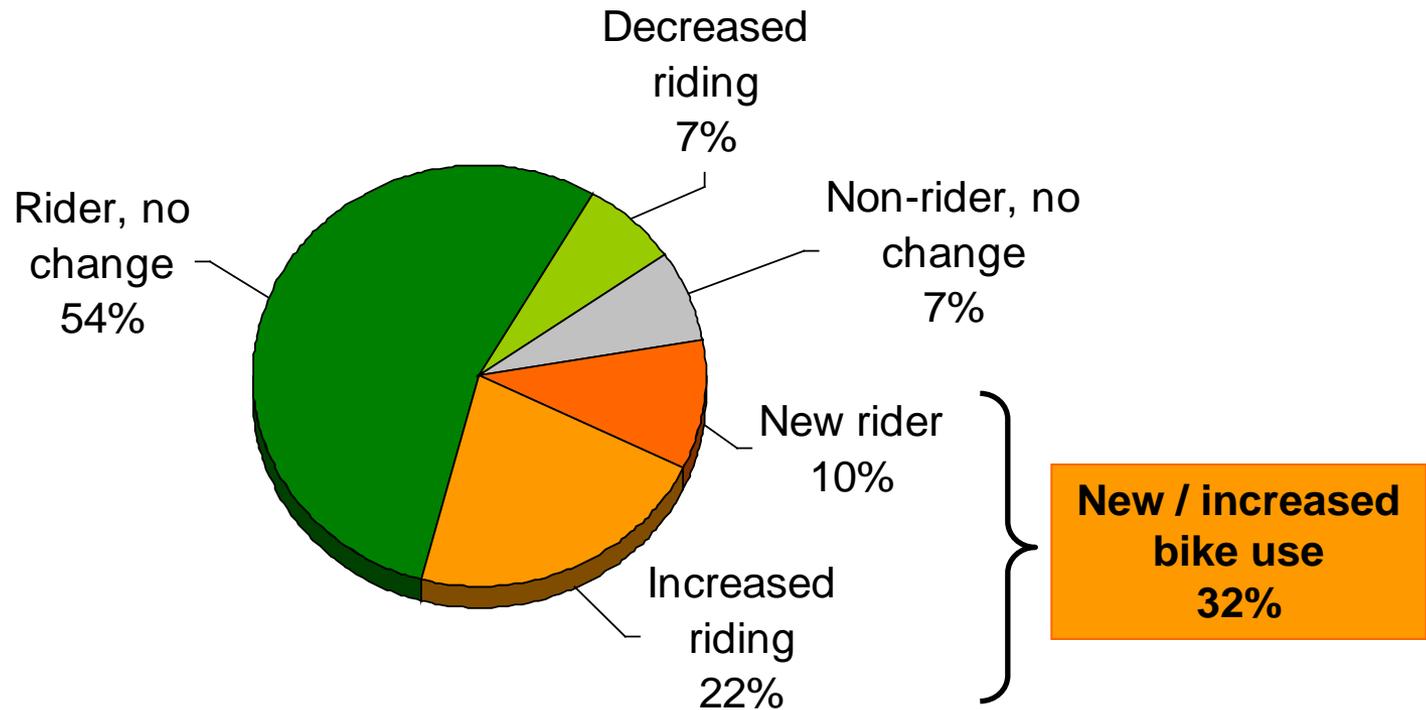
The share of “non-riders” fell from 17% before BTW Day to 10% after BTW Day. Frequent riders grew by 10% to 67%.



Q6 On average, how often did you ride your bicycle to work during May-September 2010, after the 2010 t Bike-to-Work Day event?

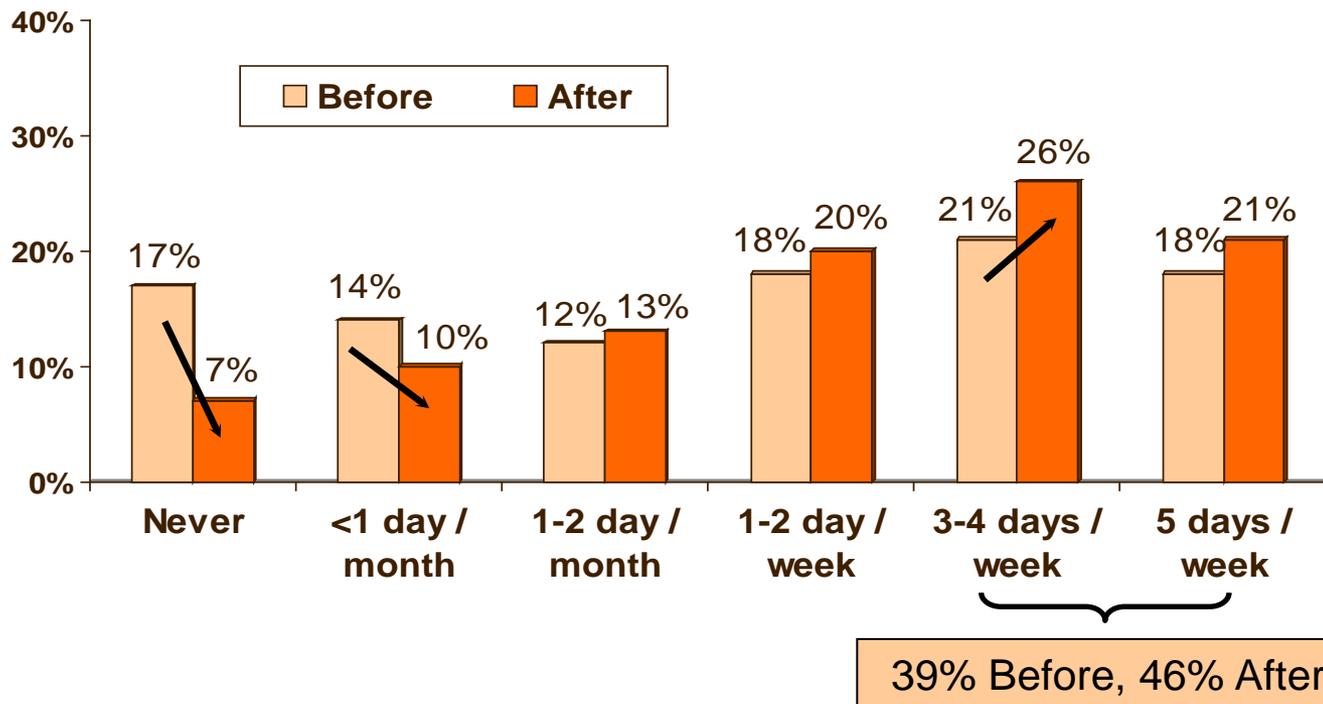
10% Started Biking to Work and 22% Increased Bike Frequency after 2010 BTW Day

About half of respondents rode before and didn't change how often they rode. Seven percent decreased their biking frequency and 7% didn't ride before and didn't start riding.

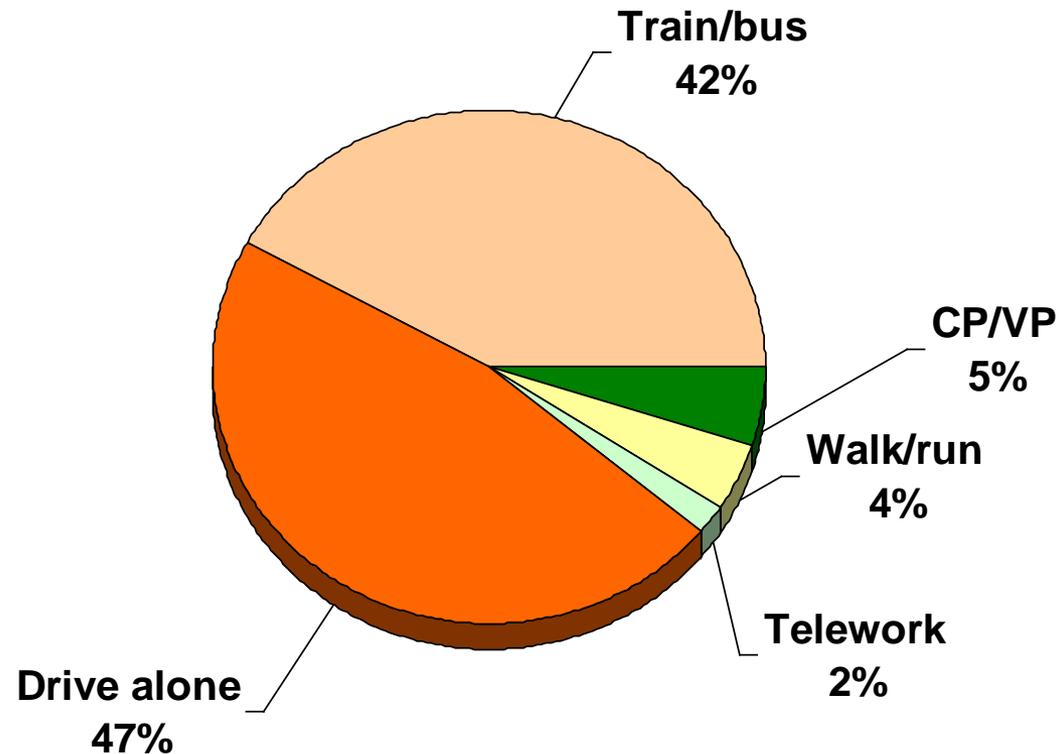


Average Bike Frequency Rose 0.4 Days / Week After BTW Day

Respondents rode an average of 2.4 days per week before BTW Day and 2.8 days per week after. Bike use rose most in frequent rider categories.



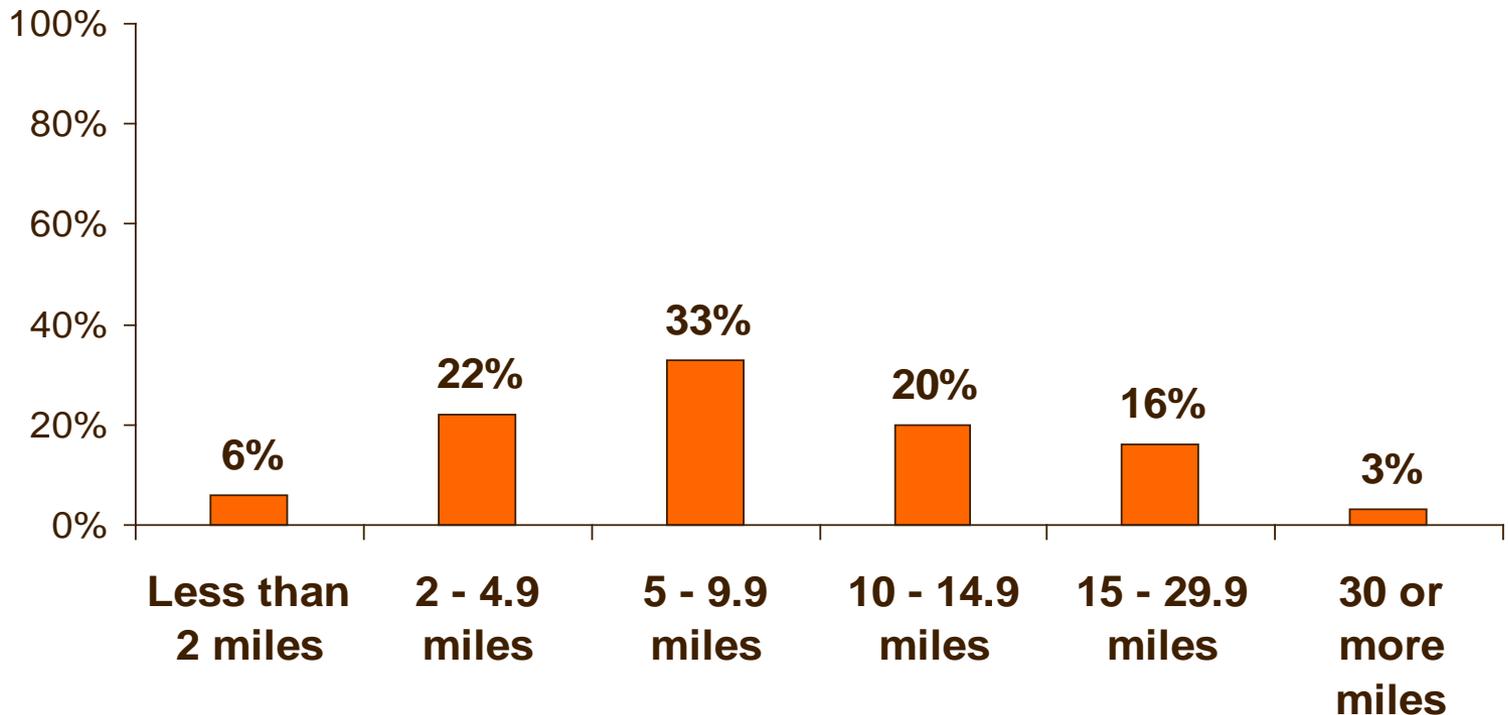
About Half of Respondents Drive Alone to Work on Days they Didn't Bike and 42% Rode a Train or Bus



Q19 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)

Respondents Traveled an Average of 9.6 Miles One-way to Work

More than a quarter (28%) traveled fewer than five miles to work and 61% traveled fewer than 10 miles one-way. Almost two in ten respondents commuted 15 or more miles to work.

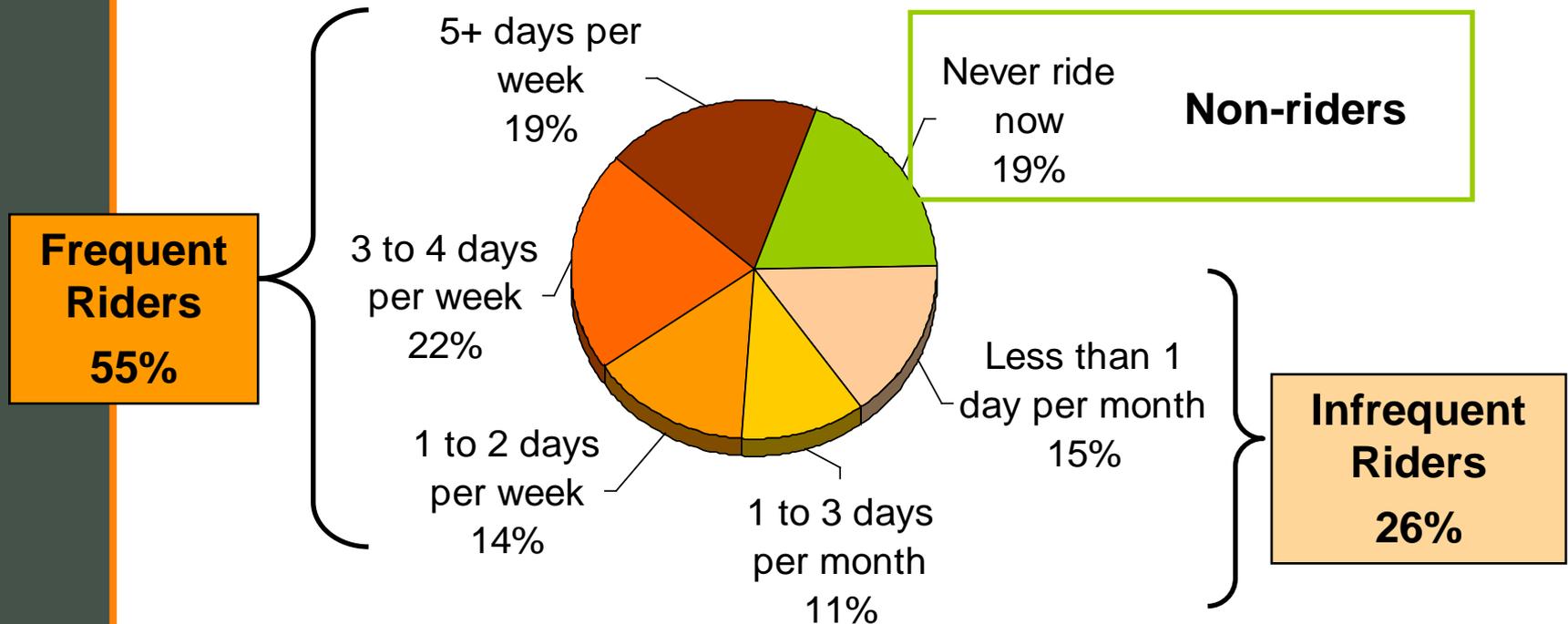


n = 2,966

Q10 How many miles do you travel from your home to work (one-way)?

Riding Declined in Fall 2010, but 81% of Respondents Still Biked at Least Occasionally

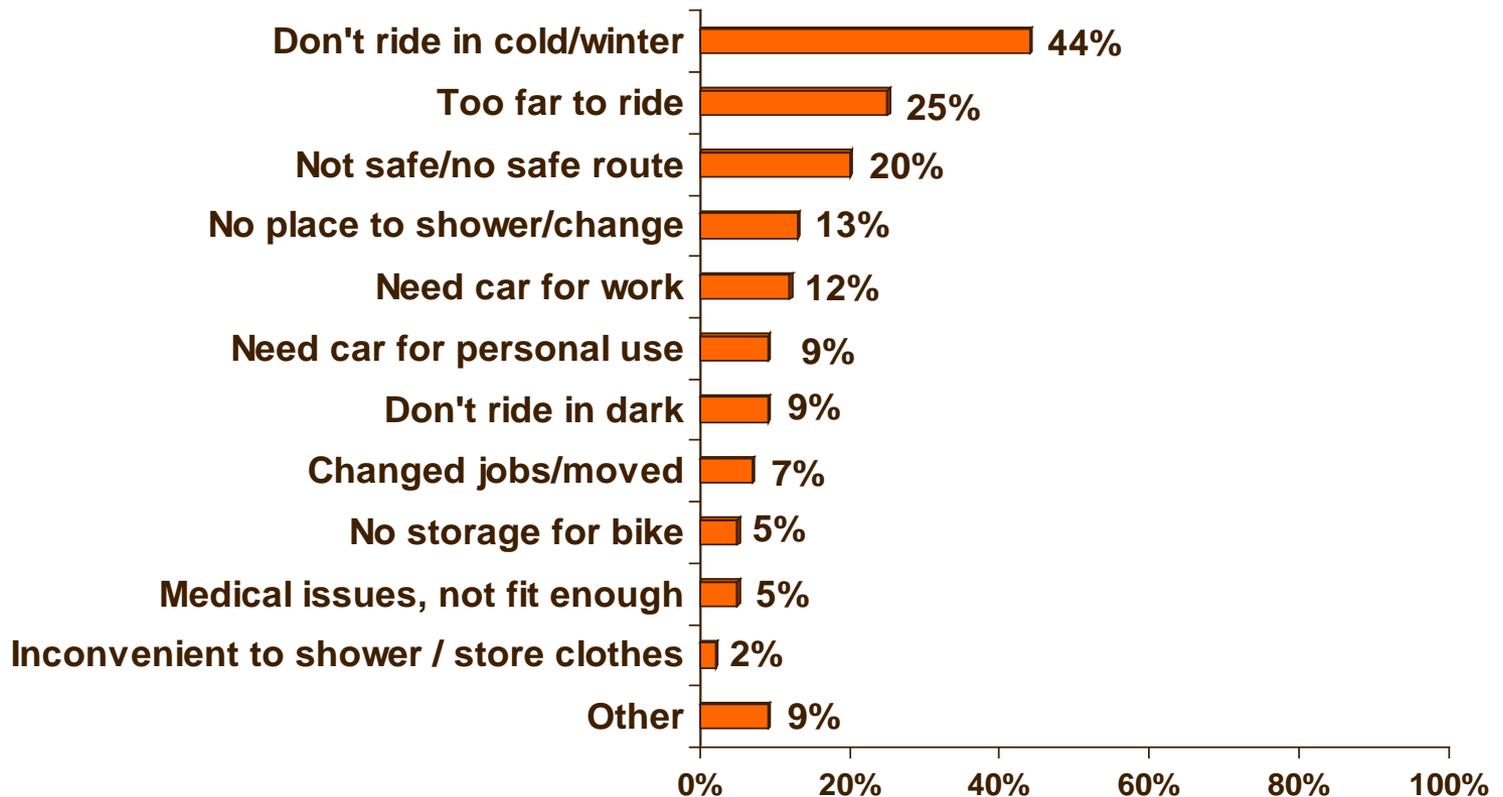
55% rode 1+ days per week, 26% rode less than 1 day per week. 19% never rode in fall 2010.



Q7 On average, how often do you ride your bicycle to work now (November 2010)?

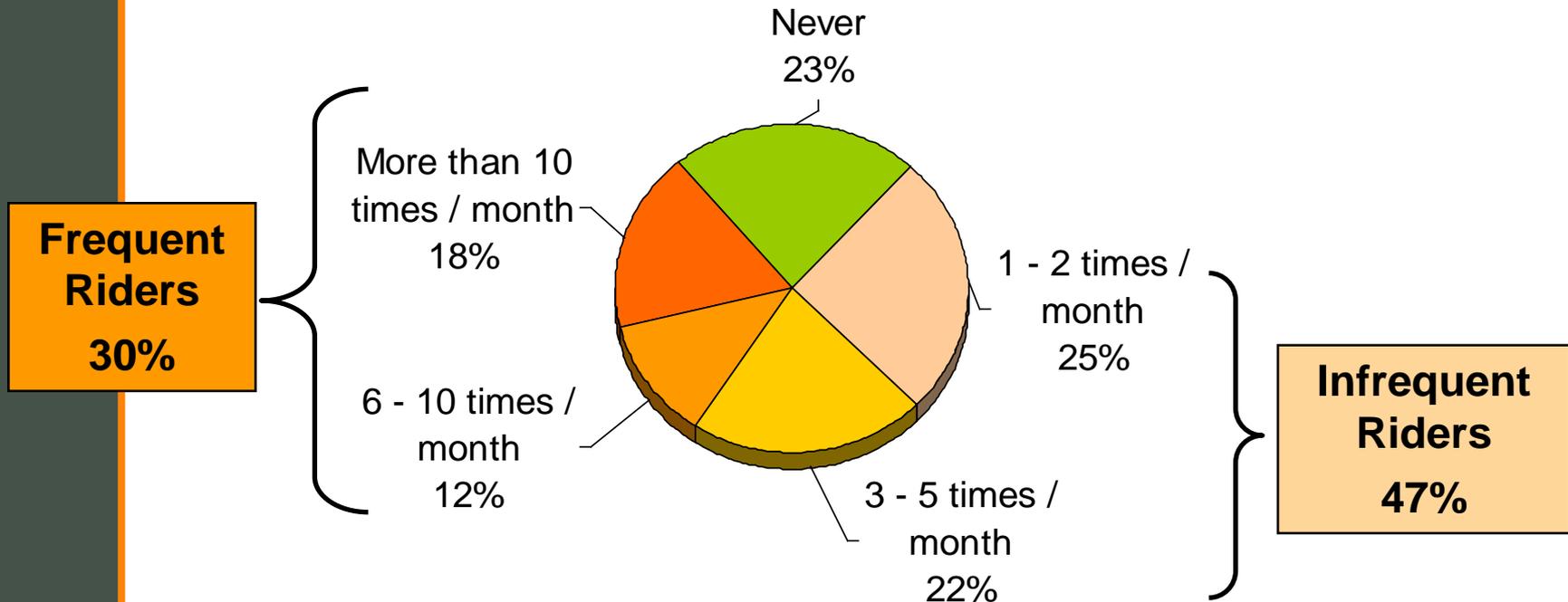
Primary Barriers to Bike Use were Cold Weather, Distance, and Safety Concerns

Almost half of respondents who didn't ride to work during fall 2010 said they didn't like to ride in cold weather. A quarter said they lived too far from work to ride to work regularly.



More than Three-quarters of Respondents Rode a Bike for a Non-Work Trip Last Month

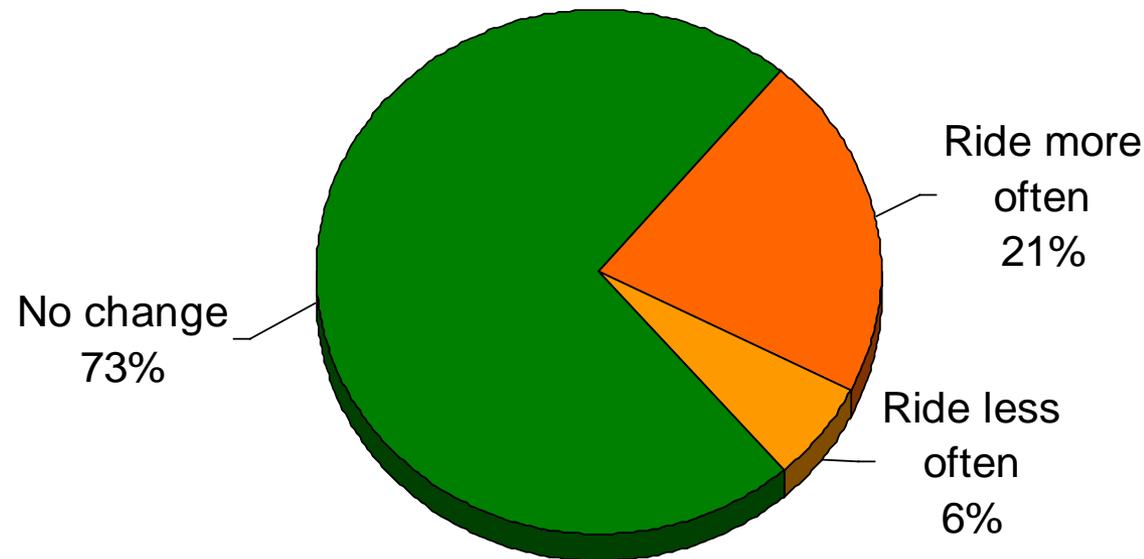
30% were frequent riders (6 or more times), 47% rode 1 to 5 times. 23% didn't ride any days.



Q10a In the past month, how many times did you ride your bicycle for a NON-WORK trip, such as for errands or shopping?

21% Increased Use of Bicycle for Non-Work Trips Since their First BTW Day

21% of respondents said they ride more often now for non-work trips than before they first participated in BTW. Six percent ride less often and 73% made no change in riding.



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