

**2013 Bike to Work Day
Mass Marketing TERM Survey
Preliminary Highlights**

**TDM Evaluation Group
December 17, 2013**

Survey was conducted via email in November 2013. An initial alert was sent out with the survey link and a follow-up reminder message was sent a week later.

The response rate is **29.6%**. A total of 14,643 requests for interviews were sent out with 279 bounce backs. This leaves a total of 14,364 potential respondents who completed 4,255 interviews.

1. How participants heard about the 2013 event

Notice on the Web	34%
Word of Mouth (Family, Co-worker, Friend)	22%
Employer	14%
Flyer/Brochure	13%
WABA/Bike Club	12%
Newspaper Ad	11%
Twitter/Facebook	11%
Always have participated	6%
Radio/TV	5%
Sign/Banner on Bus	4%

2. 26% of respondents stated that this was their 1st year participating in the event.

36% have participated in the event since before 2009
84% stated they participated in 2012
66% stated they participated in 2011
52% stated they participated in 2010
40% stated they participated in 2009

3. On average, how often did you ride your bicycle to work before your first BTWD event?

17% - Never
12% less than 1 day per month
12% 1 to 3 days per month
16% 1 to days per week
22% 3 to 4 days per week
18% 5 days per week

4. On average, how often did you ride your bicycle to work during May – Sept 2013 after BTWD event?

- 9% - Never
- 8% - Less than 1 day per month
- 13% - 1 to 3 days per month
- 17% - 1 to 2 days per week
- 27% - 3 – 4 days per week
- 22% 5 days per week

5. How often do you ride your bicycle to work now?

- 15% - Never
- 14% - Less than 1 day per month
- 11% - 1 to 3 days per month
- 13% - 1 to 2 days per week
- 22% - 3 to 4 days per week
- 21% - 5 days per week
- 2% - Seasonal (weather and daylight savings)

6. Why don't you ride your bicycle to work or not ride more often now?

- 44% - Don't like to ride in winter/cold weather
- 24% - Too far to ride on a regular basis/takes too long
- 21% - Don't feel safe/safe route
- 12% - No place to shower or change after riding
- 10% - Need my car for work
- 8% - Don't like riding in the dark/path is not lit after dark
- 6% - Need car for personal circumstances/family demands
- 4% - No place to store my bicycle
- 2% - Work Schedule
- 2% - Inconvenient to shower/change clothes/store clothes and/or bike/difficult logistics

7. On days you do not ride your bicycle, how do you usually commute to work?

- 40% - Drive alone
- 4% - Carpool/Vanpool
- 7% - Walk
- 30% - Metrorail
- 13% - Bus
- 1% - Commuter Rail
- 3% - Telework

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

Average was: 9 miles

9. 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?

- 22% - Never
- 24% - 1 to 2 times
- 20% - 3 to 5 times
- 12% - 6 to 10 times
- 18% - More than 10 times

10. Do you ride your bicycle for non-commute trips more often, less often or about the same as before you first participated in a BTWD event.

- 22% - Ride more often for non-commute trips
- 6% - Ride less often for non-commute trips
- 67% - Ride about the same – did not change how often I ride for non-commute trips

11. Have you used Capital Bikeshare to commute to and from work within the past 12 months?

- 15% - Yes
- 83% - No

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

- 64% - Bicycle Racks
- 60% - Showers
- 33% - Lockers/Locker Room
- 20% - No services offered
- 19% - Bicycle Lockers/Bike Cage
- 12% - Cash or other financial benefits for employees biking to work
- 12% - Information on Bicycle Routes
- 4% - Capital Bikeshare Membership

13. Have you ever requested a copy of the Commuter Connections pamphlet “Biking to Work in the Washington Area” from MWCOG?

- 7% - Yes

14. Number of employees at work site

- 34% - Less than 100
- 13% - Between 101 and 250
- 21% - between 251 and 999
- 32% - Over 1,000

15. What type of employer do you work for?

- 34% - Federal agency
- 9% - State/local government
- 21% - Non-profit
- 33% - Private sector
- 2% - Self-employed

16. Top work zip codes:

- 20001
- 20002
- 20003
- 20004
- 20005
- 20006
- 20007
- 20009
- 20024
- 20036
- 20037
- 20166
- 20171
- 20190
- 20191
- 20814
- 20850
- 20852
- 20892
- 20910
- 22030
- 22102
- 22201
- 22202
- 22203
- 22314

17. Top home zip codes

- 20001
- 20002
- 20003
- 20008
- 20009
- 20010
- 20011

20016
20024
20147
20170
20171
20814
20815
20817
20852
20902
20910
20912
22046
22180
22201
22202
22203
22204
22205
22207
22301
22314

18. Age

3% - 18 to 24
26% - 25 to 34
22% - 35 to 44
27% - 45 – 54
18% - 55 to 64
4% - 65 or older

19. Racial Background

4% - Hispanic/Latino
89% - White
3% - Black/African American
4% - Asian

20. Household Income

1% - Less than \$20,000
4% - \$20,000 - \$39,999
21% - \$40,000 - \$79,999
24% - \$80,000 - \$119,999
20% - \$120,000 - \$159,999
30% - \$160,000 or more

21. Sex

32% - Female

63% - Male