



# 2022 Bike to Work Day Survey Highlights

Commuter Connections Subcommittee

January 17, 2023

LDA Consulting  
with WBA Research



# Survey Methodology

- Internet survey of May 2022 Bike to Work Day participants
    - Survey conducted in November 2022
    - Delivered 12,550 invitations, received 2,659 responses, 21.2% response rate
  - Collect data for analysis of BTWD component of Mass Marketing TDM analysis
    - Define new and increased bike commute use
      - Bike commuting before BTWD
      - Bike commuting in summer after BTWD
      - Bike commuting in fall after BTWD
    - Estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days
  - No new questions since 2019 but some question/response updates to clarify pandemic role on BTWD action
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# Event Information and Participation



Joan M. Mas 2/2007



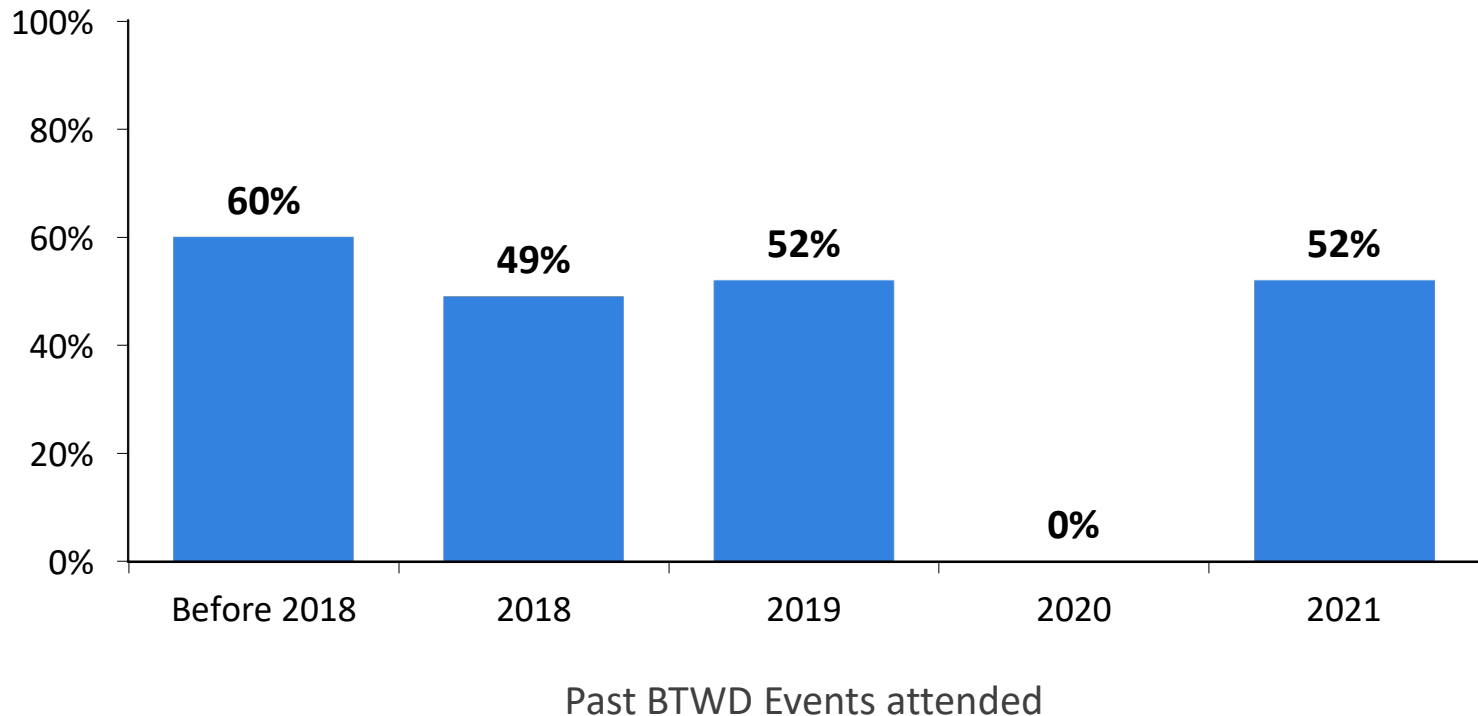
## Demographics – BTWD Participant vs Regional Worker

- **Overwhelmingly White** – 86% vs 43% regionally
- **Predominantly male** – 67% vs 49% regionally
- **Older** – 60% were 45+ years vs 44% regionally
- **Higher HH income** – 79% \$100,000+ vs 63% regionally
- **Work for large org** – 49% 251+ employees vs 45% regionally

Regional data from 2022 SOC

# 2022 was First BTWD for 18% of Respondents; 82% Had Participated in an Earlier Event

52% of 2022 riders also participated in 2021; 52% participated in 2019; 60% participated in an event before 2018. No 2020 event.



# 29% Heard about BTWD through Internet, 18% from a Personal Referral, and 18% from Social Media

2022 sources were generally similar to 2019 except that email notices grew and WABA referrals fell slightly as info sources

## Age differences noted for:

### Social media

**Under 35 – 25%**

35+ – 17%

### Referrals

**Under 35 – 28%**

35+ – 16%

### Employer

**Under 35 – 19%**

35+ – 11%

### WABA

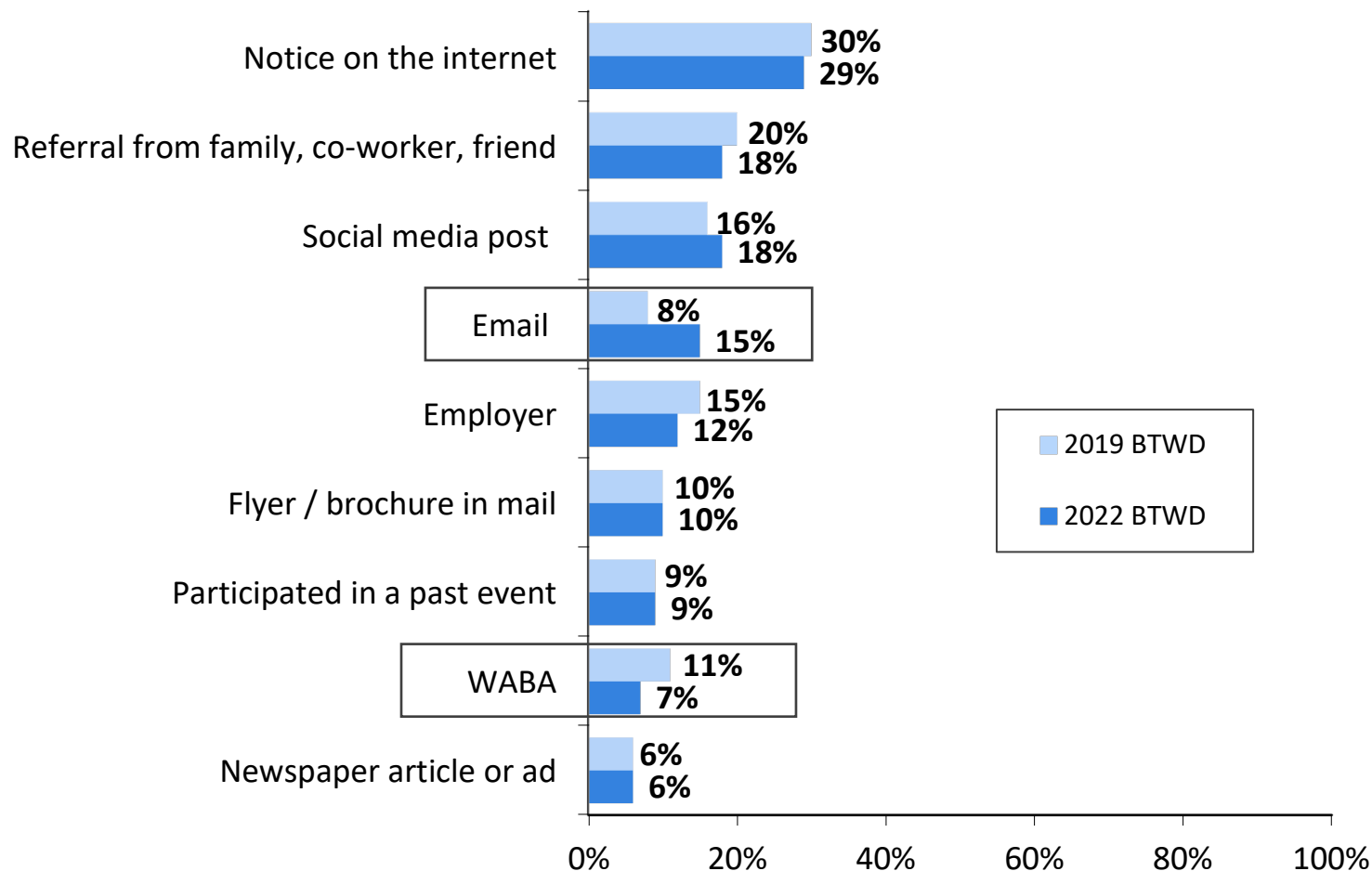
Under 35 – 3%

**35+ – 8%**

### Internet

Under 35 – 24%

**35+ – 30%**



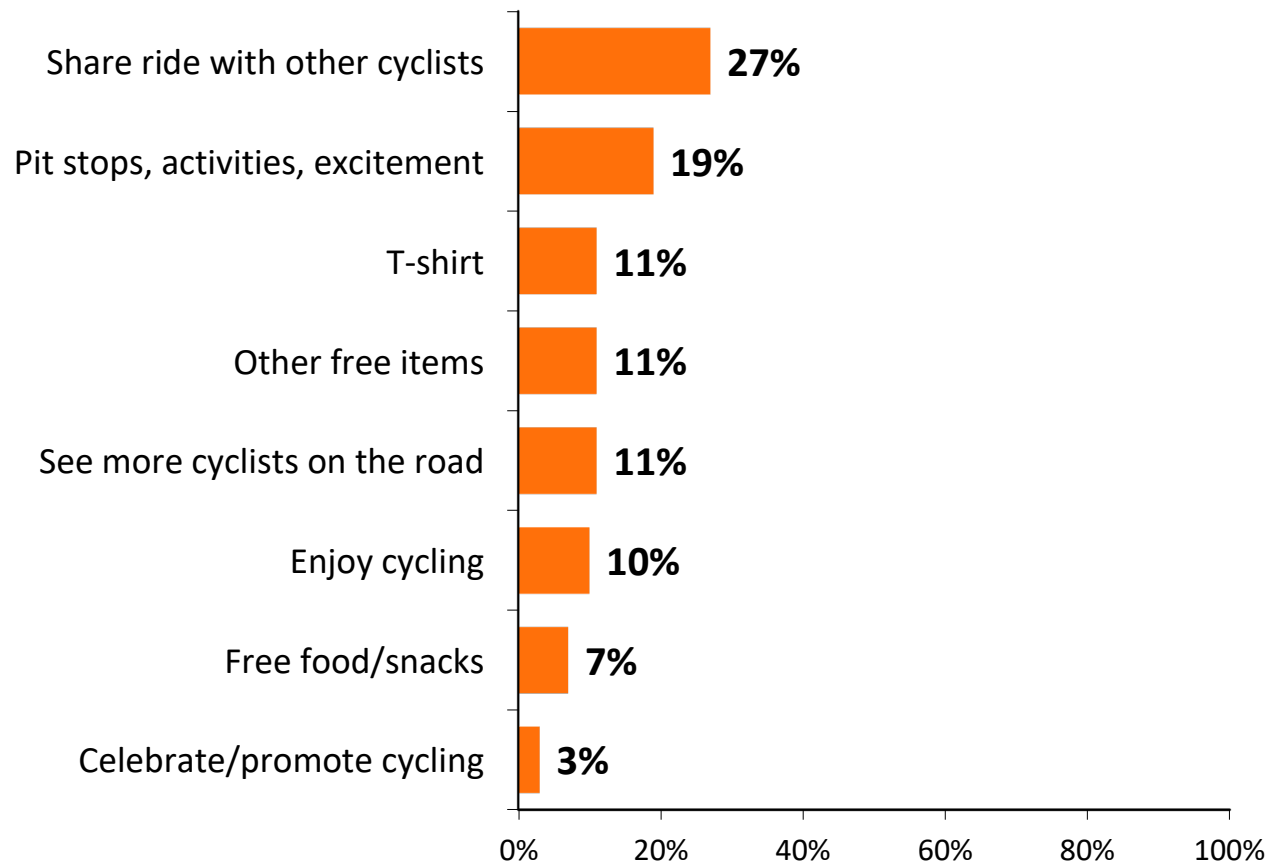
2019 BTWD  
n = 2,273

2022 BTWD  
n = 2,659

Q1 How did you hear about the 2022 Bike to Work Day?

# One-quarter Said the Best Part of BTWD Was Sharing the Ride with Others; 19% Said it Was Pit Stops

Respondents also mentioned t-shirts, free food, and other tangible rewards of participation, as well as enjoyment of cycling



## Were respondents...

Likely to participate in another BTWD event?

**Very likely – 92%**

Somewhat likely – 6%

Likely to recommend BTWD to friend?

**Very likely – 87%**

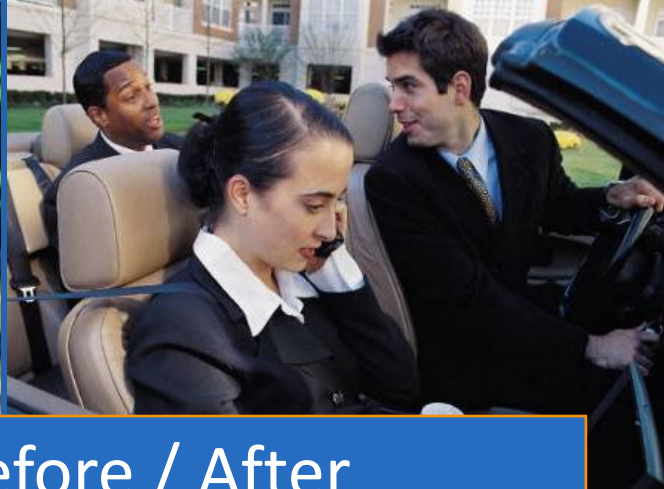
Somewhat likely – 11%



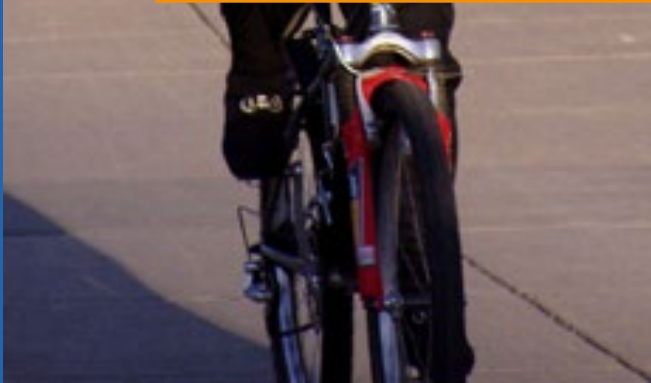
## Type of Bike and Portion of Commute Ridden on BTWD

- **94% used personal bike**; 5% CaBi, 1% other
- **91% used traditional (rider-powered) bike**; 9% e-bike
- **74% rode entire trip from home to work**; **18% biked to pit stop then rode home**; 4% drove to transit station then took bus/train; 3% drove to P&R and rode from there; 1% other
- **46% who combined bike with transit left bike at station**; 42% took bike on train, 12% took bike on bus





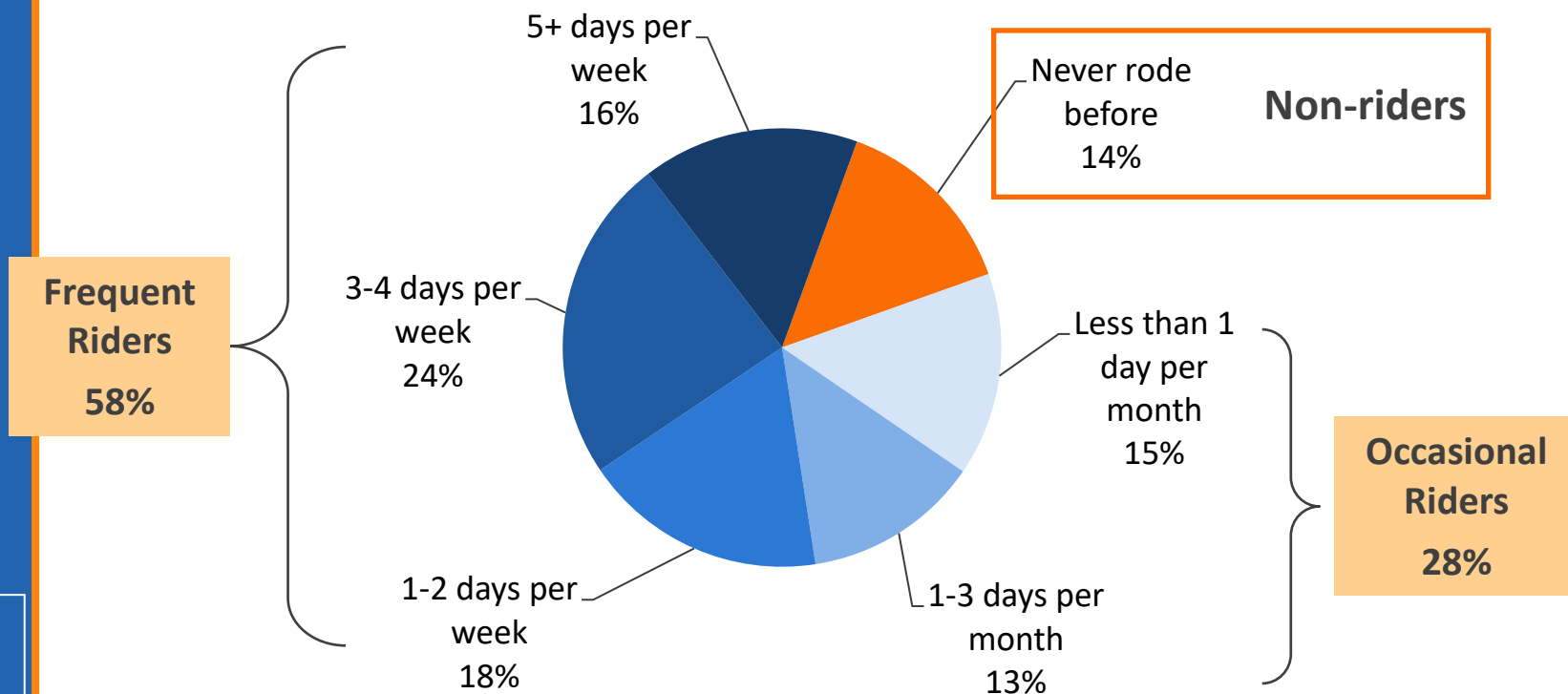
Travel Before / After  
BTW Day



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

58% were frequent riders (1+ days per week); 28% rode less than 1 day per week; 14% never rode before BTW Day

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**Bike to work frequency before BTW Day**

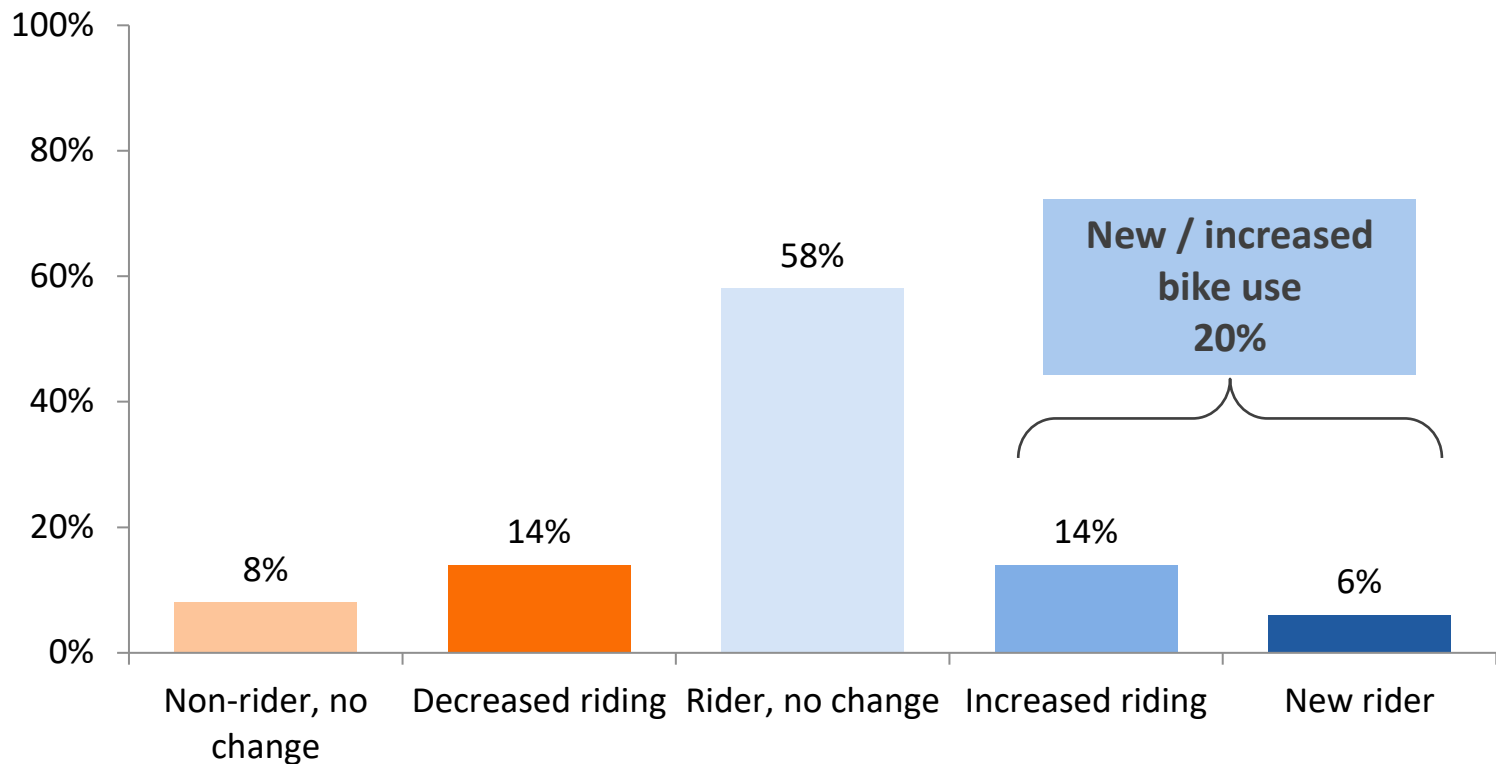
Q3 On average, how often did you ride your bicycle to work before your first Bike-to-Work Day event?

n = 2,569

NOTE:  
3% of resp. were retired or teleworked before their first BTWD

# After 2022 BTWD, 20% Started Biking to Work or Increased Biking, a Slight Drop from 2019 (23%)

About six in ten rode before and did not change riding frequency, 8% did not ride before and did not start; 14% decreased frequency



## 2019 BTWD

7% new rider  
16% increased rider  
(2019 n = 2,237)

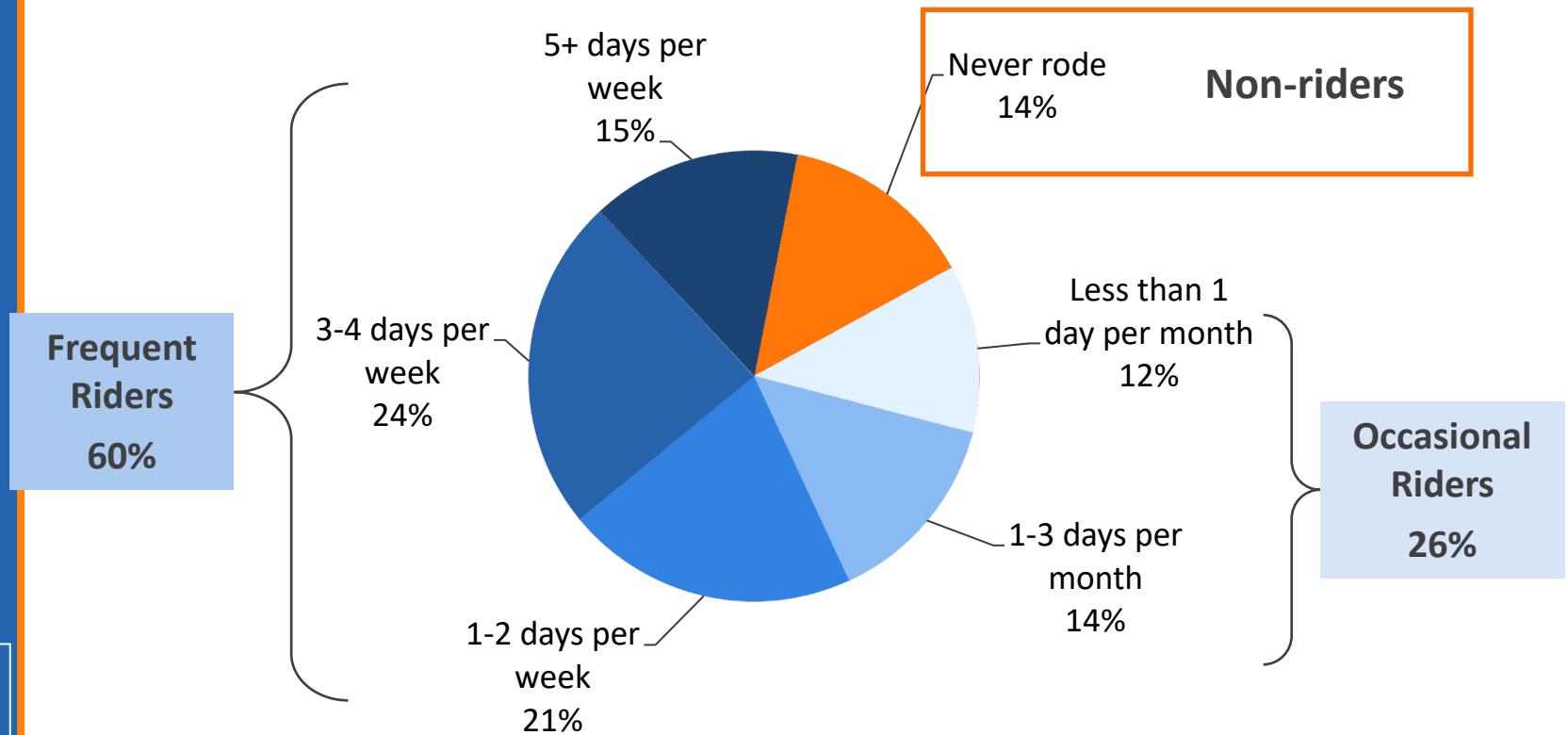
2022 BTWD  
n = 2,427

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, 2022, after the 2022 Bike-to-Work Day event?

# In Summer 2022 after BTWD 2022, 86% of Respondents Biked to Work at Least 1 Day/Month

The share of riders was the same 86% before BTWD and after BTWD. But some previous riders had retired or shifted to remote work/TW.



**Bike to work frequency summer 2022, after BTW Day**

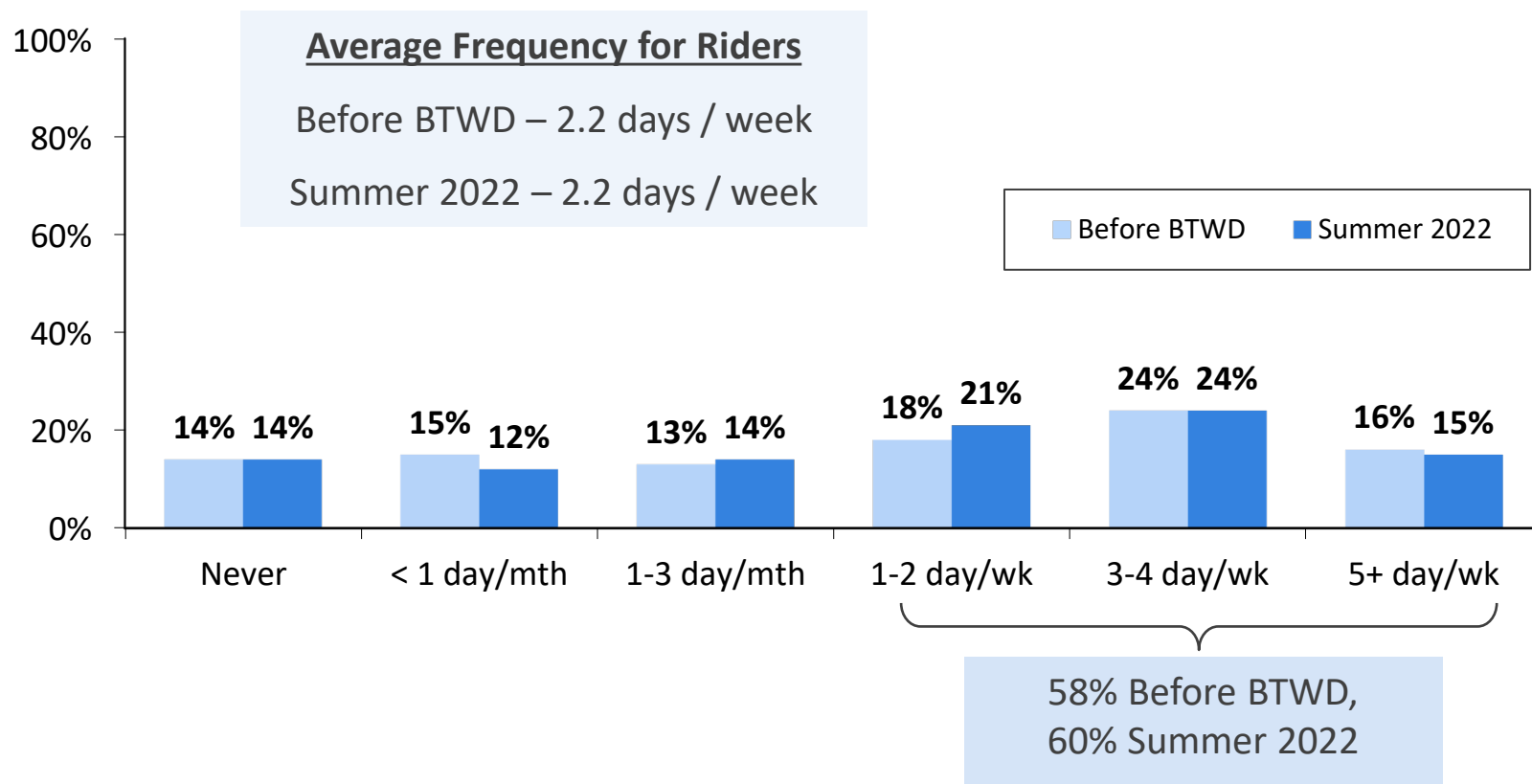
Q4 On average, how often did you ride your bicycle to work during May – September, 2022, after the 2022 Bike-to-Work Day event?

n = 2,477

NOTE:  
5% of resp.  
were  
retired or  
teleworked  
in summer  
2022

# Average Rider Frequency Remained Constant at 2.2 days/week From Before BTWD to Summer 2022

No statistical change in individual ride frequency categories



Before  
BTWD  
n = 2,569

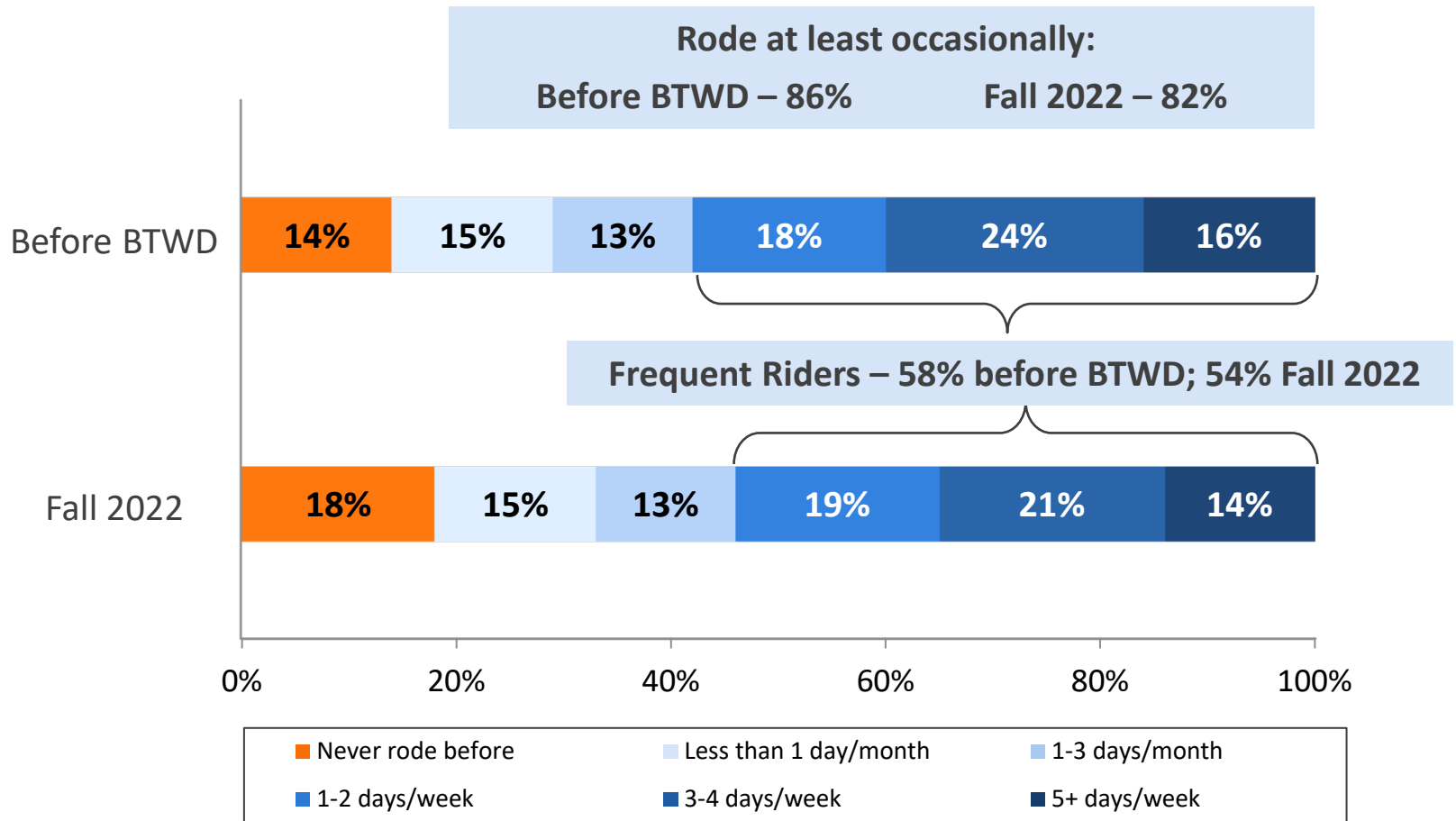
Summer  
2022  
n = 2,477

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, 2022, **after** the 2022 Bike-to-Work Day event?

# In Fall 2022, Riding Declined Slightly From Pre-BTWD

82% rode at least occasionally and 54% rode 1+ days per week



Before  
BTWD  
n = 2,569

Fall 2022  
n = 2,411

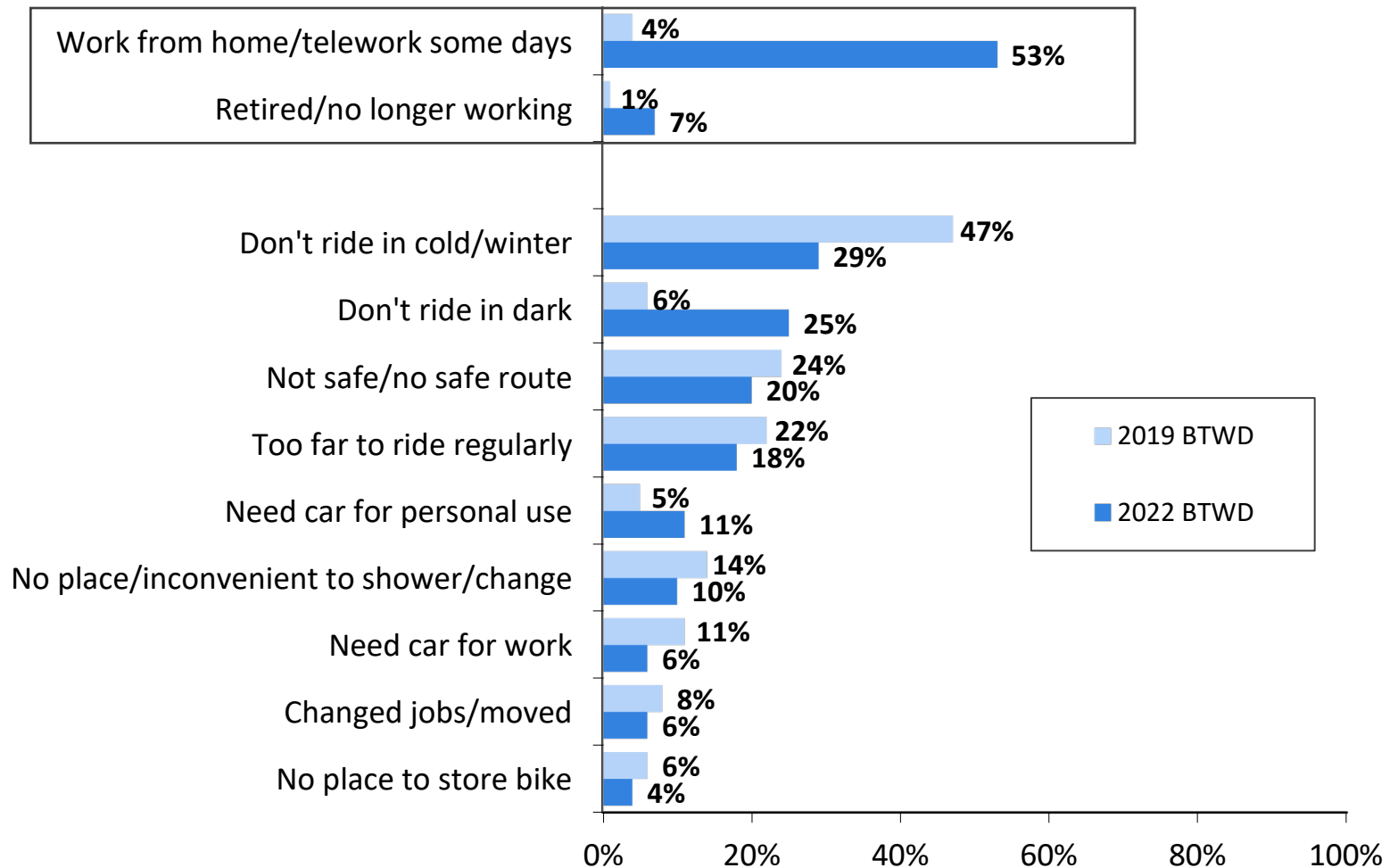
NOTE:  
8% of resp.  
were  
retired or  
teleworked  
in fall 2022

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 2022)?

# Primary Barrier to Continued Bike Use During Fall 2022 Was Telework/Remote Work (53%)

Other issues were weather, riding safety, and long distance to work



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

2019 BTWD  
n = 1,222

2022 BTWD  
n = 1,785

Multiple responses permitted

# On Days Respondents Do Not Bike to Work, 37%

## Drive Alone; 28% Ride Transit and 26% Telework

The 2022 DA percentage was about the same as for 2019 but transit use was much lower (28% vs 45%) and TW was much higher (26% vs 6%)

### 2019 Modes

DA – 38%

Transit – 45%

CP/VP – 4%

Walk – 7%

TW – 6%

**19%**

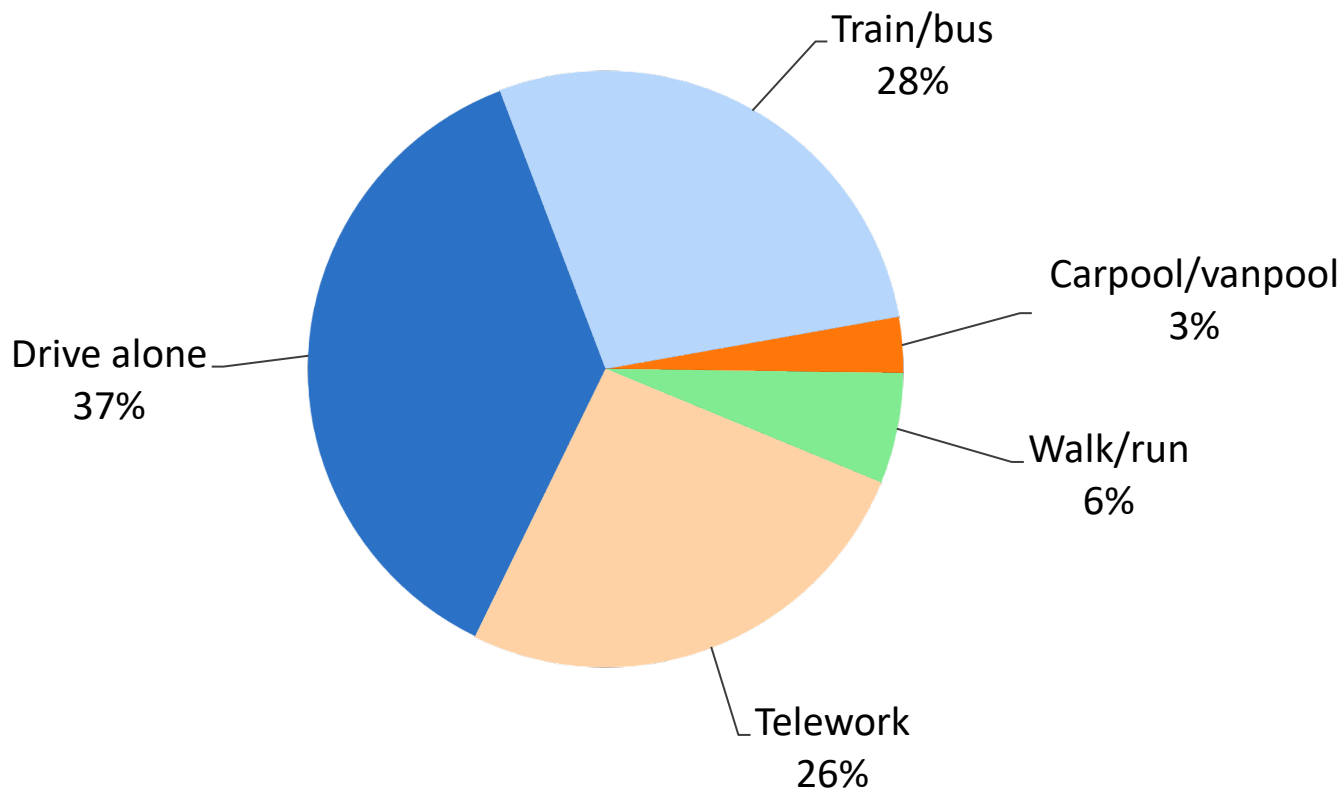
Used

Capital

Bikeshare

to commute in  
the past year

(n = 2,532)



Q7 On days you do not ride your bicycle, how do you usually get to work?

Q7a Have you ever used Capital Bikeshare to commute to or from work within the past 12 months?



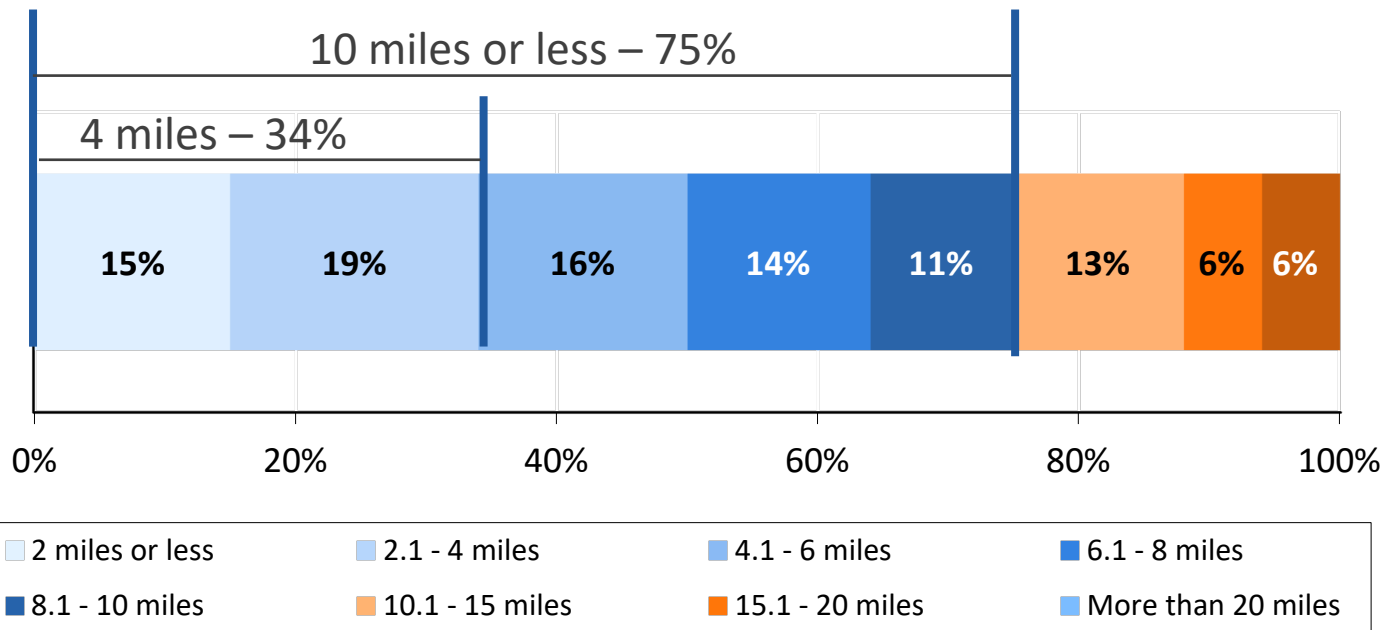
# Respondents Traveled an Average of **8.5 Miles** One-way to Work, About the Same as in 2019 (8.4 miles)

In 2022, 34% lived within 4 miles of work and 75% lived within 10 miles.  
Only 12% commuted more than 15 miles to work.

**Average regional distance**

**Bike commuters: 4.5 miles**

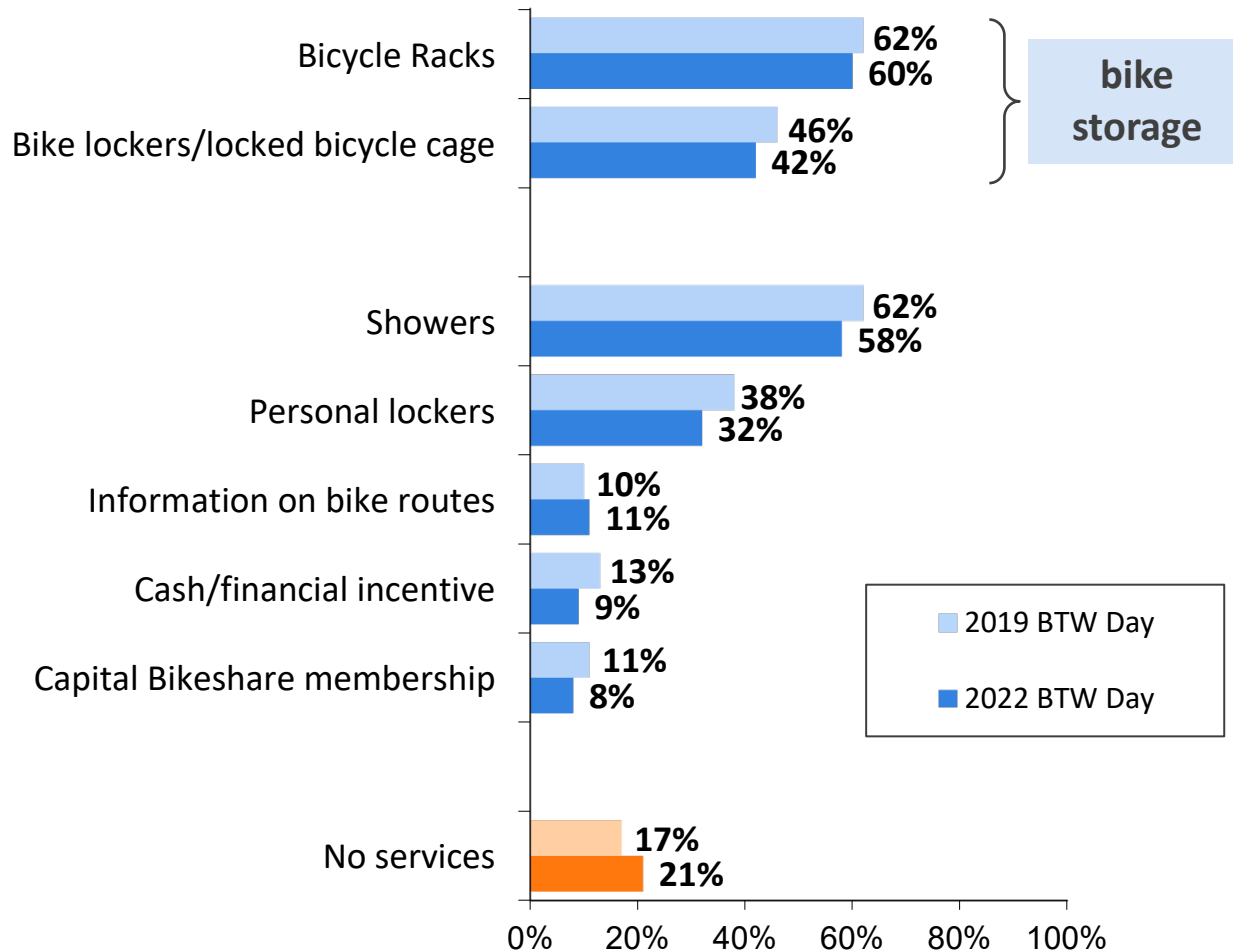
2022 SOC



Q8 How many miles do you travel from your home to work (one-way)? If you are working from home full-time, please report the distance to the location where you would work if you were not working from home.

# 79% of Respondents said their Employers Offered Bike-Commute Assistance – Slight Drop From 2019 (83%)

Most common: bicycle racks – 60%, Showers – 58%, Personal lockers – 32%



2019 BTWD  
n = 2,213

2022 BTWD  
n = 2,462

Q8A Does your employer offer any of the following commute assistance information or services to employees who bike to work?

# 82% of Respondents Rode a Bike for a Non-Commute Trip in the Past Month

36% rode 6+ times per month; 46% rode 1 to 5 times; 18% didn't ride

## Current Frequency vs Pre-BTWD

More - 27%

Less - 6%

No change - 67%

**Frequent Riders**  
36%

> 10 times/mth  
23%

6-10  
times/mth  
13%

Never  
18%

**Non-riders**

1-2 times/mth  
24%

3-5 times/mth  
22%

**Occasional Riders**  
46%

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

Q10 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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