

2012 Bicycle Participation Survey

Methodology

- Interactive Voice Response Random Digit Dial Telephone survey
- 2012 Survey
 - 600 total interviews; Margin of Error ± 4.0 points
 - Conducted April 17th – 19th, 2012
- 2011 Survey
 - 823 total interviews, Margin of Error ± 3.4 points
 - Conducted April 17th – 18th, 2011
- Weighted to accurately reflect adult population based on key city of Seattle Census demographics

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

Four-in-ten (40%) Seattle residents say they do have access to a working bicycle. This is down from 49% in 2011, but it is not yet clear if this is a trend or a result of sample variance.

Residents who have access to a working bicycle are more likely to be white, male, and under 45 years of age. Older residents and non-white residents are the least likely to have access to a working bicycle.

Among residents with access to a working bicycle, 13% are regular riders, about half (46%) are occasional riders, and 40% rarely ride. These numbers are essentially unchanged from 2011.

Among those who ride a few times a year or more, two-thirds (66%) primarily ride for recreation and one third primarily ride as a way to get to a destination (34%). These results are the same as in 2011.

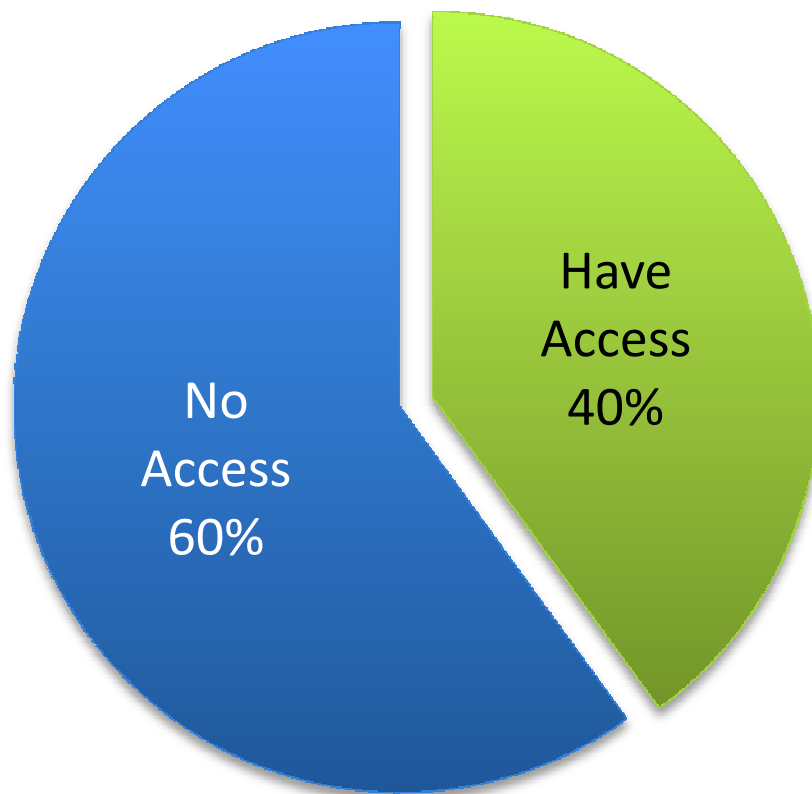
Three-fourths (72%) of destination riders are riding 5 miles or less and a majority (54%) are using bike lanes for most of their riding. A majority (54%) of recreational rides also tend to ride 5 miles or less, but one-fourth (26%) ride 10 or more miles on average. Recreational riders are more likely to use neighborhood streets (43%) or off-street trails (31%).

Weather (28%), safety (25%), lack of interest (23%) and hilly terrain (18%) all contribute to not riding more often. Not feeling safe riding is as much of a reason for not riding more often as the weather. Destination riders are more likely to mention safety (31%) and recreational riders are more likely to mention weather (39%).

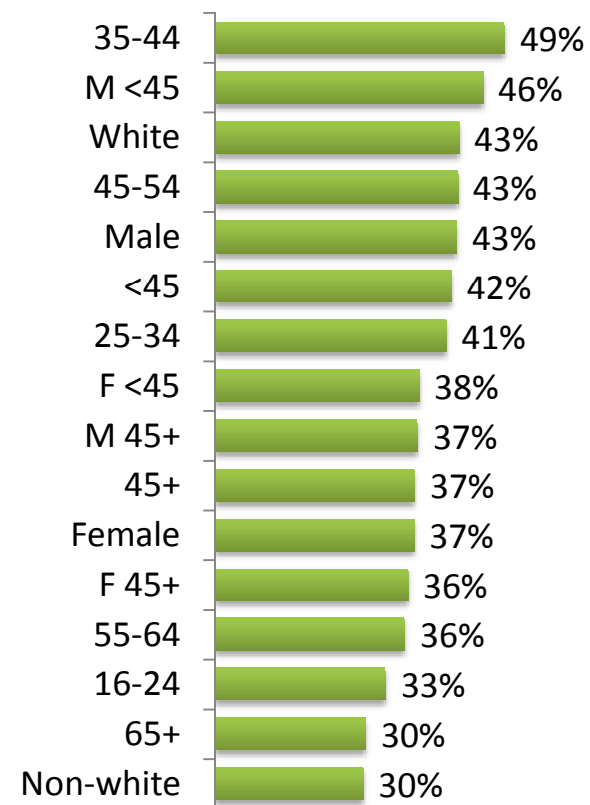
2012 Access to Bicycle

Do you currently own or have access to a working bicycle?

All Respondents



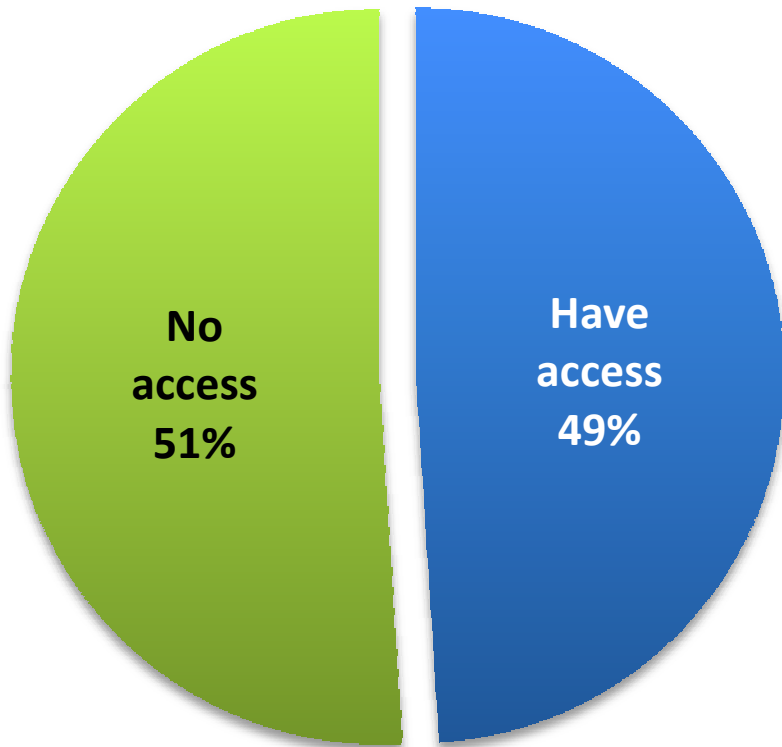
Percent who 'Have Access' by specific demographic



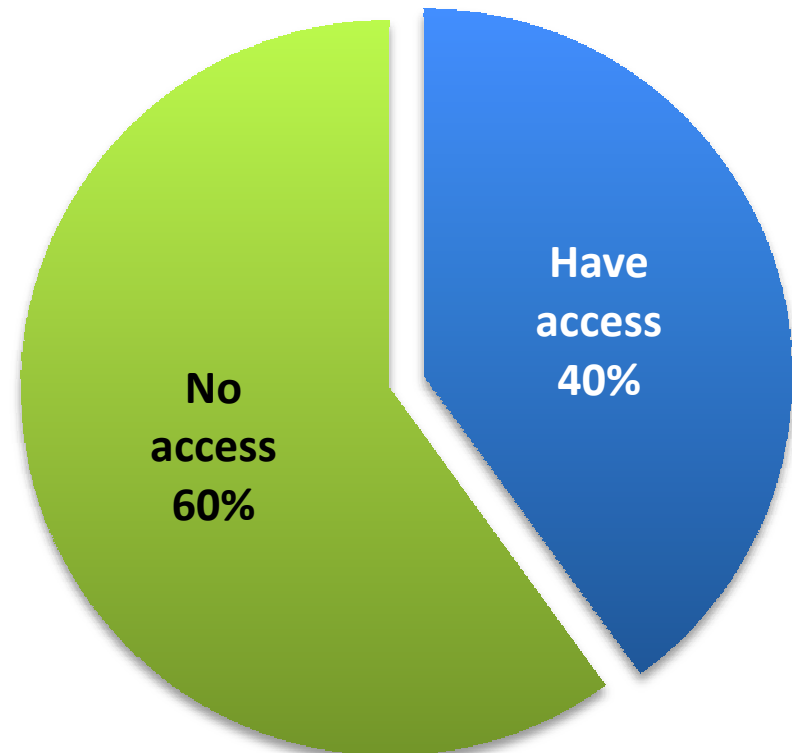
Access to bicycle by Year

Q5. Do you currently own or have access to a working bicycle?

2011



2012



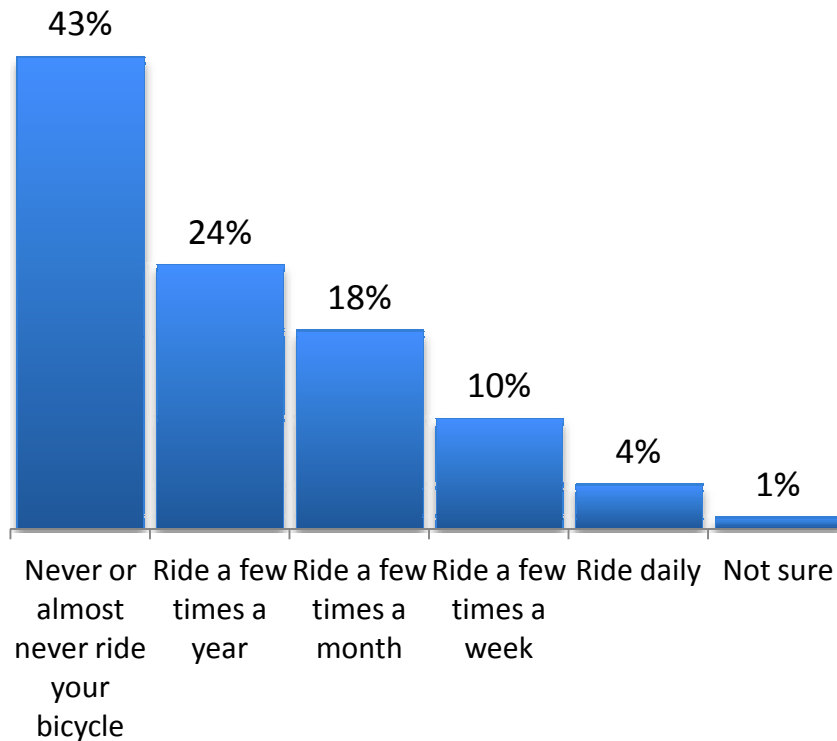
Riding Frequency

Q6. On average, how often do you ride your bicycle?

2011

Among those who have access to a bicycle

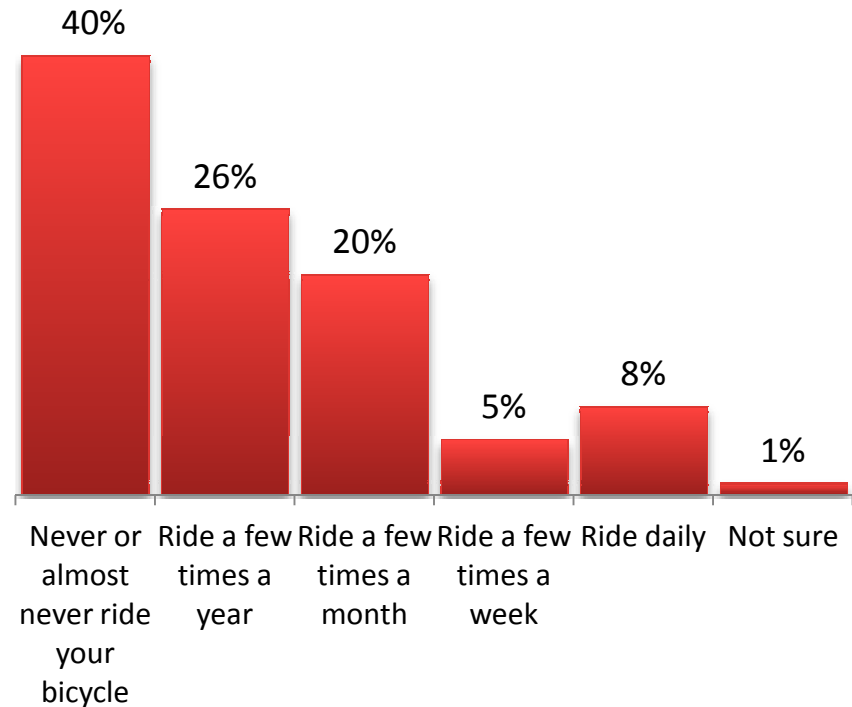
n=405; Margin of Error = ± 4.8 points



2012

Among those who have access to a bicycle

n=239; Margin of Error = ± 6.3 points

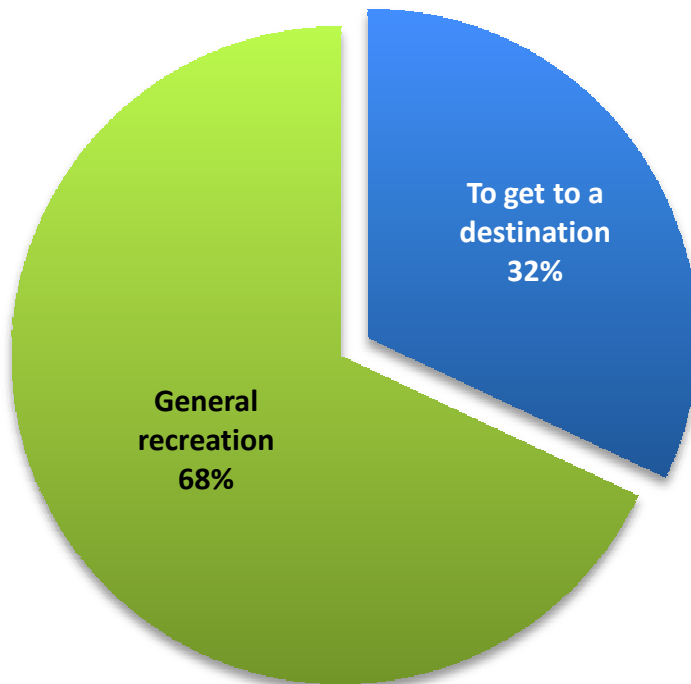


Destination vs. Recreation

Q7. Would you say you primarily ride your bicycle as a way to get to a destination or do you ride more for general recreation?

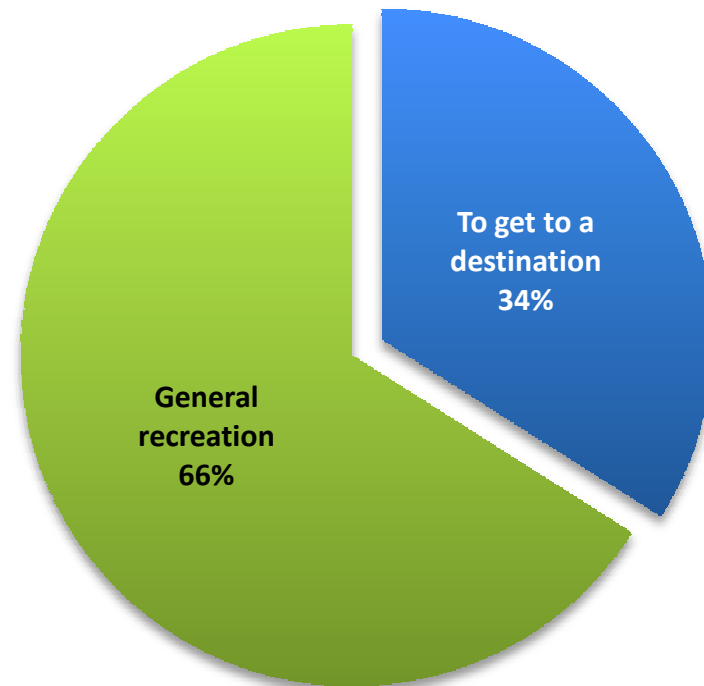
2011

Ride a few times a year or more
n=232; Margin of Error = ± 6.4 points



2012

Ride a few times a year or more
n=143; Margin of Error = ± 8.2 points



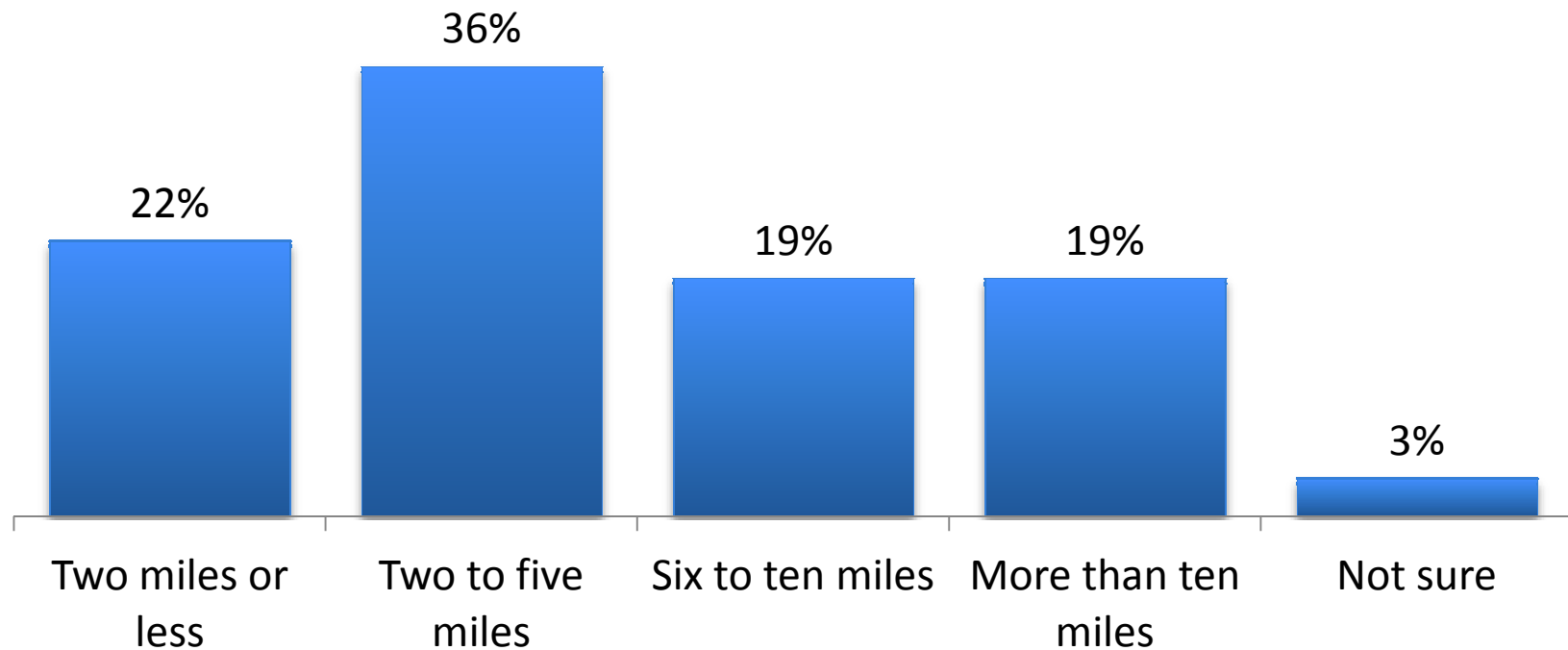
Average Distance

Q8. What is the average distance in miles of a typical bicycle trip for you? (not asked in 2011)

2012

Ride a few times a year or more

n=143; Margin of Error = ± 8.2 points



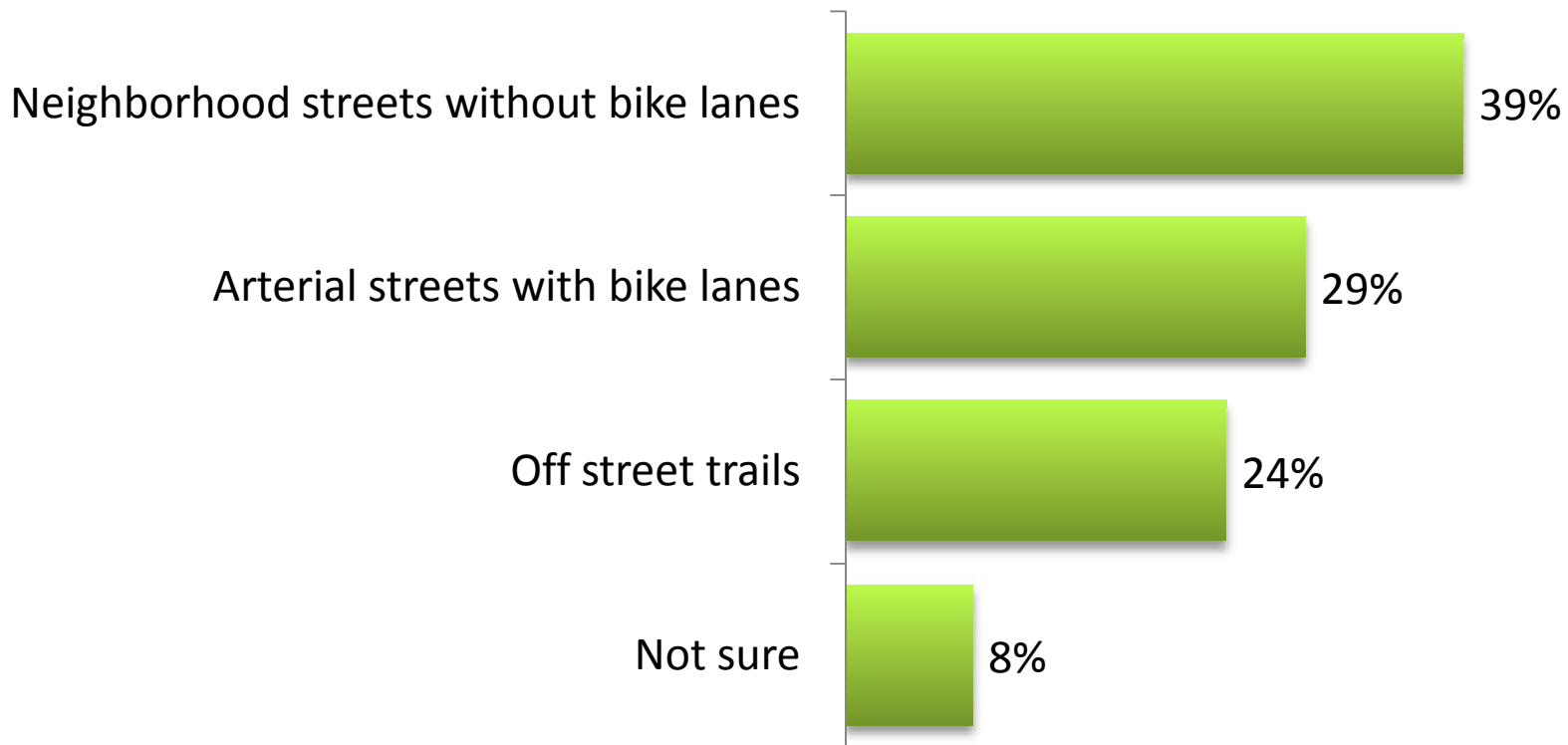
Bicycle Routes

Q9. When riding in Seattle, do you mostly use routes on neighborhood streets without bike lanes, arterial streets with bike lanes, or use off street trails? **(not asked in 2011)**

2012

Ride a few times a year or more

n=143; Margin of Error = ± 8.2 points



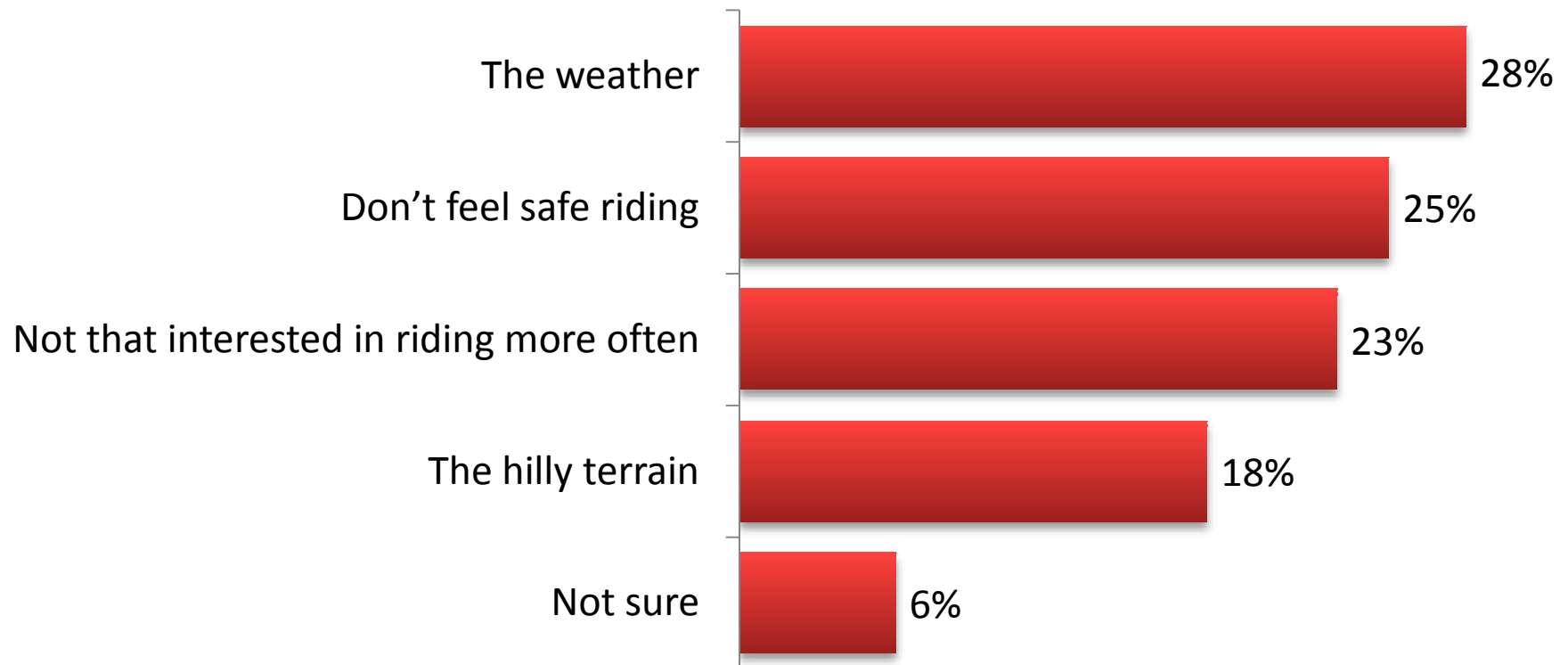
Barriers to Riding

Q10. What would you say is the biggest reason you do not ride more often, the weather, the hilly terrain, you don't feel safe riding, or you're just not that interested in riding more often? **(not asked in 2011)**

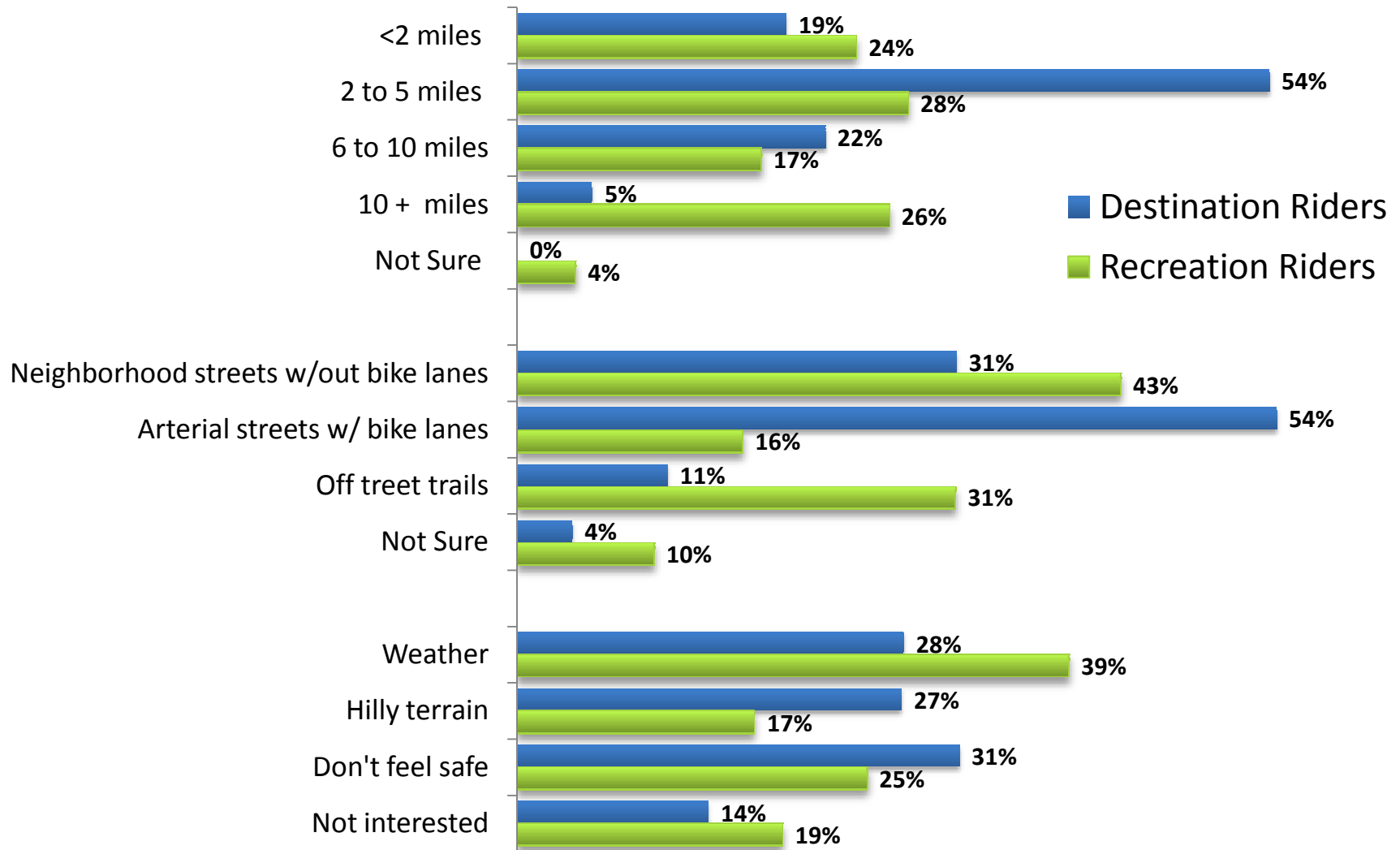
2012

Ride a few times a year or more

n=239; Margin of Error = ± 6.3 points



Recreation vs. Destination Riders



Demographics of Respondents

