

Research Appendix



Grand Rapids Bicycle Safety

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June 2015



MARKETING
THAT
MATTERS.



BACKGROUND

The long-term goal for the Grand Rapids Bicycle Safety Education Project is to reduce both the total number of bicycle crashes and fatalities and the severity of injuries. The project is intended to create a foundation for a long-term safety program that will not only impact these statistics, but also will:

- Provide education and training on the operation of a bicycle in traffic
- Increase knowledge of the responsibilities of bicyclists and motorists
- Promote a share-the-road culture

To achieve these goals, two secondary data reviews were conducted: first, a review of crash data to identify crash patterns and contributing factors in order to prioritize educational messaging; second, a review of bicycle safety education programs and communications campaigns that outline best practices used, effectiveness and lessons learned. The secondary research provided a great depth of knowledge about cyclists and motorists and the attitudes and behaviors of each, as well as messaging strategies used across the United States and throughout the world.

What was unknown was how that learning could be applied in Grand Rapids, which currently suffers the second-highest ratio of fatal bike crashes among Michigan's largest cities. Primary research was conducted to uncover message preferences of Grand Rapids audiences, to gain an understanding of their current and desired beliefs, and to identify the gaps and intersections of motorist and bicyclist beliefs and direction for messaging success.

METHODOLOGY

An online survey was used to gather information from residents of the Greater Grand Rapids area. Links were deployed via Bicycle Safety Education Steering Committee members, social media, and traditional media coverage to reach the greatest possible number of community members. Respondents could complete the survey in English or Spanish.

- Survey was fielded April 14–May 6, 2015
- 2,247 responses
 - Overall respondent profile provides a representative sample of ages, genders and number of children.
 - Survey respondents were significantly more educated than is typical of Kent County. Seventy-eight percent of respondents had a college or graduate degree, compared to only 32 percent of the county's population achieving that level of educational attainment.
 - Respondents also skewed toward higher income brackets. Only 13 percent of respondents indicated incomes below \$35,000; within the Kent County population as a whole, approximately 33 percent have incomes below that amount.
 - Only 39 respondents chose to take the survey in Spanish.

Survey respondents were sorted into two distinct groups when taking the survey based on their answer to the following question:

How often do you typically ride a bicycle in the spring, summer or fall?

1. Cyclists – anyone who indicated they typically ride a bicycle on a daily, weekly or monthly basis.
2. Motorists – anyone who indicated they typically ride a bicycle quarterly, annually or never.

Cyclists constituted 80 percent of all responses, with motorists accounting for the remaining 20 percent. In addition to the broader questions that were answered by both groups, cyclists and motorists were each given a unique set of questions about their behavior and interactions with the other group of respondents. Throughout this report, data will be reported in reference to the four self-reported cycling frequencies: daily cyclists, weekly cyclists, monthly cyclists and motorists.



KEY FINDINGS

- A small number of respondents (39) completed the Spanish-language survey. Given the small sample size, that data was evaluated for directional guidance rather than as representative of the Greater Grand Rapids Spanish-speaking community.
 - Spanish-speaking respondents were demographically quite different from the others – younger, more likely to have children at home, less likely to have completed college and reporting lower income than the overall survey respondent profile.
 - Spanish-speaking respondents showed a marked preference for messaging encouraging respect and sharing but did not otherwise differ significantly from English-speaking respondents.
 - Overall, Spanish-speaking responses did not vary significantly from English-speaking respondents. As a group they reported rates of rule-following, negative encounters with motorists or cyclists, distances traveled and roadways used similar to those of the 2,000+ English respondents.
- Demographically and in terms of behavior there is significant variance according to the frequency of cycling.
 - Daily riders are men who ride on all roadways and in all seasons. Daily riders are more likely and in many cases significantly more likely than less frequent riders to always wear a helmet, signal turns, and ride with traffic. But they are also significantly less likely to obey traffic signals and signs.
 - Weekly riders are men and women riding mostly on neighborhood streets and trails for fitness and health reasons. Weekly riders frequently, if not always, wear a helmet, obey traffic signals and signs, signal turns, and ride with traffic.
 - Monthly riders are women with children still at home, riding short distances on neighborhood streets or on sidewalks. Monthly riders are least likely to wear a helmet, signal turns, or ride with traffic. Monthly riders tend to align with motorists in beliefs about cause of accidents and about responsibilities being a cyclist's duty.
- Crash data identified young men as most likely to be involved as the cyclist in a bicycle/motor vehicle crash. Responses by both men and women age 18–29 show significant differences in cycling behavior compared to older riders as well as difference in message/ad preference compared to older audiences.
 - Young men are significantly less likely to obey traffic signals and stops than are older riders or female riders their own age.
 - Young adult riders, both males and females, are significantly less likely to observe safety measures like wearing a helmet, riding with traffic or signaling turns.
- There were limited differences among people living in the city, suburbs and rural areas of the Greater Grand Rapids area. Messaging and ads were appealing across locations, leaving the differences limited to behavior.
 - City dwellers tend to make shorter cycling trips and use a bicycle as transport around town or to work, and they ride city streets most often.
 - Suburban and rural riders are more likely to bike for a family activity and slightly more likely to obey all rules than are their city counterparts.
- Men and women have a few significant differences when it comes to cycling behavior, problems on the road and message preferences.
 - Men are much more likely to ride more often and to ride greater distances than women.
 - Women are more likely than men to always wear a helmet and to obey traffic signals and signs.
 - Data would indicate that motorists treat men and women cyclists differently on the road; for example, choosing to follow female cyclists rather than passing too closely to them, which is a motorist behavior reported much more frequently by male riders.



- Most cyclists frequently or sometimes feel safe while riding. There is no significant difference in the feeling of safety indicated by different ages, genders, residence location or cycling frequency.
 - Cyclists who indicated they never wear a helmet were significantly more likely to indicate they always or frequently feel safe while riding, than reported by all other cyclists, including those who always follow all safety rules.
- None of the tested messages or ads were chosen as a clear-cut, top message for all types of cyclists or for motorists.
 - Messages and ads that spoke to both cyclists and motorists were generally better received because neither audience felt blamed or singled out as being required to make all of the changes necessary to reduce crashes. However, most respondents – whether cyclists or motorists – felt their behavior and the behavior of the group they identified with was not the problem, so the messages and ads were interpreted as speaking only to the other audience.
- Certain messages appealed to respondents, or respondents liked them, but that does not mean the messages are likely to change behavior of the respondents. In fact, several messages were selected as being good for reducing bicycle/motor vehicle crashes, but respondents nevertheless said they would not personally change their riding or driving habit as a result of seeing the message.
 - Both cyclists and motorists identified “Share the Road” as a message they believed would reduce the number of bicycle/motor vehicle crashes; however, when asked which message would change their driving or riding habits, the “Share the Road” message fell to the bottom of the list.
 - Motorists’ top response was to say that none of the messages would get them to change their driving behavior, indicating an uphill battle with drivers to encourage any behavior change among them.



AWARENESS: BICYCLE CAMPAIGNS

The majority of cyclists and motorists are unaware of any ongoing bicycle safety campaigns.

- Only 12 percent of motorists and 16 percent of cyclists were familiar with a bicycle safety campaign.
- Cyclists who were familiar identified Greater Grand Rapids Bicycle Coalition, Spoke Folks, Share the Road, People for Bikes, miscellaneous free helmet events, Safe Streets, 3FT campaigns and this project from the City.
- “Share the Road” and this City project were identified most often by motorists who were aware of a bicycle safety campaign.

Additionally, 22 percent of cyclists identified themselves as a member of a cycling advocacy group. Rapids Wheelmen, West Michigan Mountain Biking Association, International Mountain Bicycling Association and a variety of cycling/triathlon teams were the top groups listed by respondents.

Are you aware of any bicycle safety campaigns? (Cyclists Responses Only)





CYCLISTS: TYPE OF RIDING

Cycling respondents averaged a wide range of distances per trip. Typically, daily riders tended to report the longest trips, while those riding monthly did not ride as far.

- Suburbanites tended to ride significantly farther than city dwellers.
- Riders aged 21–29 tend to travel short distances, while riders 30+ years old were more diverse in their riding distances.
- Women also tend to ride significantly shorter distances than men.

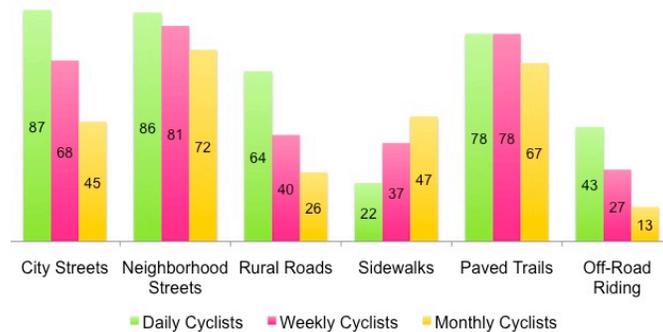
On average, how far do you bike per trip?



Daily and weekly riders were more likely than monthly riders to ride on all types of roads and paths, except for sidewalks. Daily cyclists were almost twice as likely as monthly riders to ride on city streets, and more than twice as likely to ride on rural roads and to do off-road riding.

- Men were significantly more likely than women to ride on city streets and rural roads.
- Riders in their 20s were most likely to say they typically ride on sidewalks.
- Not surprisingly, city dwellers were most likely to ride on city streets, and rural residents most likely to ride on rural roads.

Where do you typically ride?

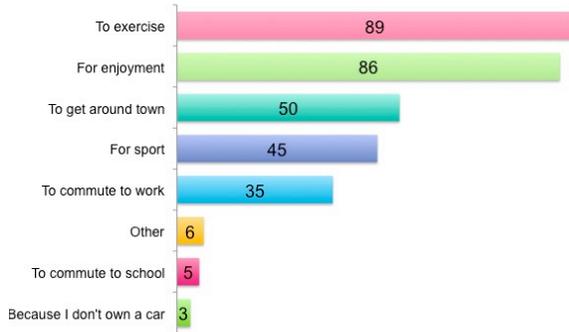




Health and fitness dominate the reasons that respondents ride, followed by fun. Daily riders are most likely to use their bike to commute to work or to get around town, but enjoyment and fitness motivate the decision to ride, rather than economics.

I ride a bicycle...

Check all that apply



I enjoy riding a bicycle for the following reason(s):

Check all that apply

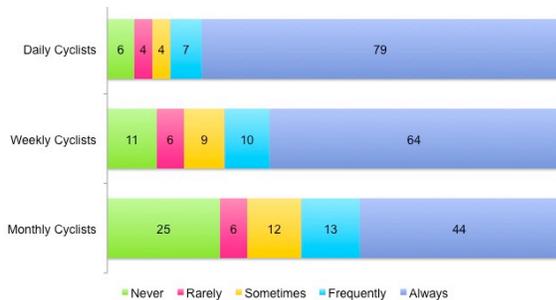


CYCLISTS: RULE ADHERENCE

Respondents who indicated they rode a bike on a monthly basis were significantly more likely to say they did not always ride with traffic or wear a helmet while riding than were respondents who ride more frequently. A reason for both behaviors could be the type of riding monthly riders are engaging in – short distances on sidewalks, paved trails and neighborhood streets.

- More than half – 56 percent – of monthly riders said they did not always wear a helmet, and 25 percent of that group never wear a helmet.
- All cyclists – daily, weekly and monthly riders – aged 21–29 were significantly less likely to always ride with traffic and to wear a helmet than were respondents aged 30+.
- Among monthly riders, women were significantly more likely than men to always wear a helmet.
- Men who ride monthly were significantly more likely to ride with traffic than women who ride monthly.

Helmet Use



Ride with Traffic

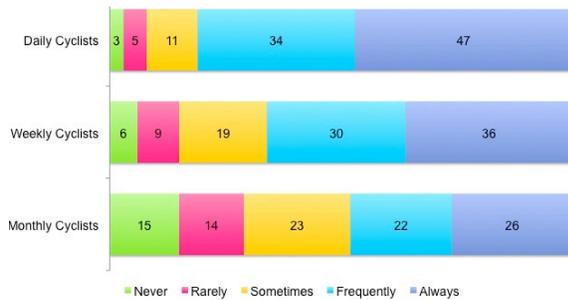




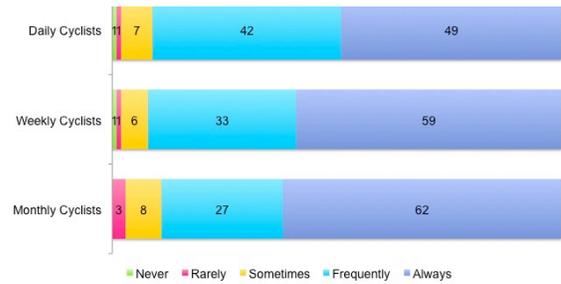
Those who ride more frequently are more likely to signal their turns but less likely to obey traffic signals and stops. They also were most likely to dress in bright clothing while riding.

- Daily riders are most likely to ride on city streets but least likely to obey traffic signals and stop signs.
- Riders in their 20s are less likely than older riders to signal turns and obey traffic signals. This is true for daily, weekly and monthly riders in their 20s compared to older riders.
- Women are significantly more likely than men to always obey traffic signals and stop signs.
- The percentage of respondents who always wear bright clothing while riding corresponds to age – those in their 60s are most likely, while those in their 20s are least likely.

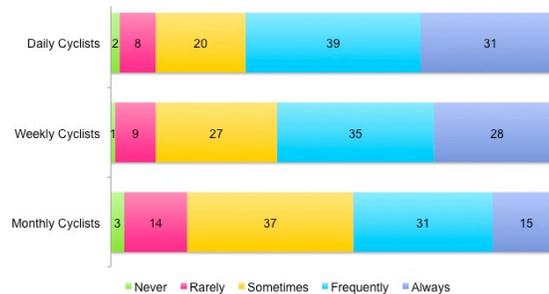
Signal Turns



Obey Traffic Signals/Stop Signs



Wear Bright Clothing While Riding



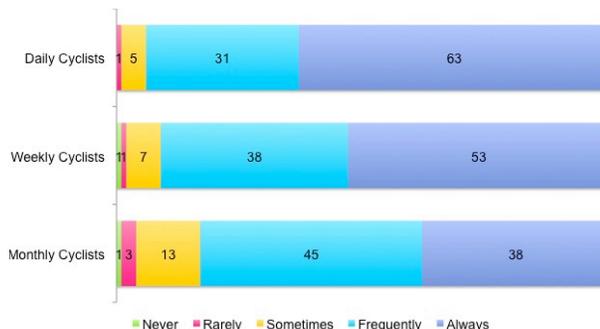


CYCLISTS: EXPERIENCE ON THE ROAD

Frequent riders are more likely to anticipate driver behavior and to wear bright clothing while they ride.

- Men are significantly more likely to say they anticipate driver behavior while they ride than women.

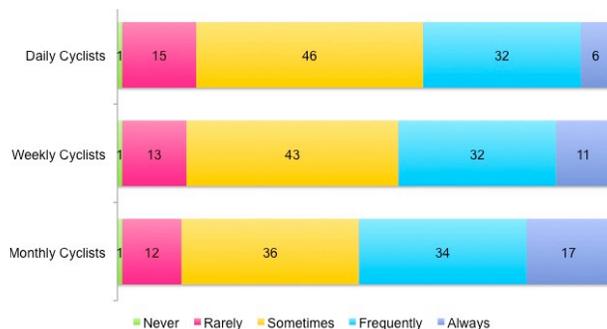
Anticipate Driver Behavior



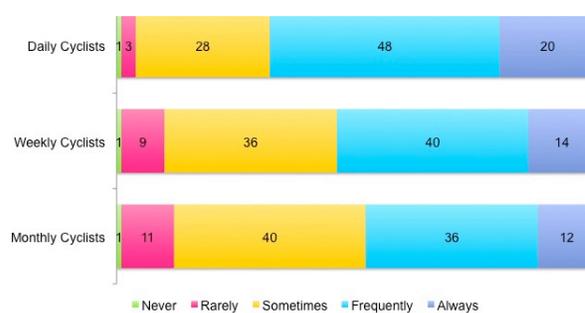
Daily cyclists are most likely to say they see drivers engaging in dangerous behavior, while monthly cyclists are most likely to say they see other bicyclists breaking traffic rules. These differences are likely due to the frequency of these two groups' rides and the fact that monthly cyclists spend significantly more time driving than riding.

- The youngest and oldest cyclists – those in their 20s and those 60+ – were significantly more likely to say they always see drivers engaged in dangerous behavior.
- Men and women are equally likely to report that bicyclists and drivers break rules or engage in dangerous behavior.

See Other Bicyclists Breaking Traffic Rules



See Drivers Engaging in Dangerous Behavior



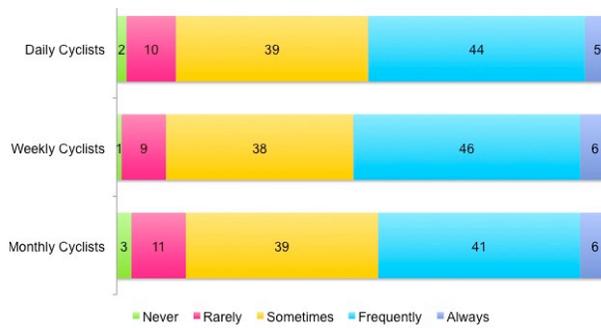


CYCLISTS: SAFETY

Somewhat surprisingly, there is very little difference between daily, weekly and monthly cyclists in terms of how often they feel safe while riding a bike.

- Only a very small percentage of riders always or never feel safe while riding; most feel safe frequently or sometimes.
- There are no significant differences in the feeling of safety by gender, age or city/suburban/rural or by cycling frequency despite some significant difference in riding behavior and rule-following by different segments.
- Cyclists who indicated they never wear a helmet were significantly more likely to indicate they always or frequently feel safe while riding, than reported by all other cyclists, including those who always follow all safety rules.

Feel Safe While Riding





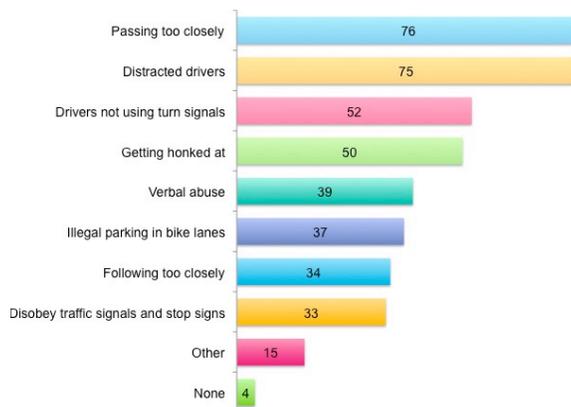
CYCLISTS: MOTORIST ENCOUNTERS

Perhaps unsurprisingly, daily and weekly riders are significantly more likely to report encountering problems while riding than are monthly riders. Similarly, daily riders are significantly more likely to report these problems than are weekly riders.

- Distracted drivers, illegal parking and following too closely are all significantly more likely to impact those living in the city and suburbs than those in rural areas. All the other problems are reported almost evenly across those locations.
- Women riders were significantly less likely than men to report encountering verbal abuse and to have drivers pass too closely.
- Additionally, women were significantly more likely than men to report drivers following too closely.

What problems, if any, do you encounter with people driving a motor vehicle while you are riding?

Check all that apply



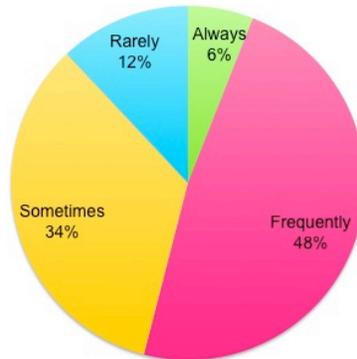


MOTORISTS: CYCLIST ENCOUNTERS

Grand Rapids motorists encounter cyclists on a regular basis. More than half of respondents – 54 percent – say they encounter a bicyclist always or frequently while driving. None of the respondents said they never encounter a cyclist while driving.

- Women are more likely to say they frequently encounter bicyclists, while men were more likely to say they rarely encounter them while driving.
- Motorists over the age of 50 were more likely to say they encountered cyclists while they were driving than were other age groups.

How often do you encounter a person bicycling while you are driving?

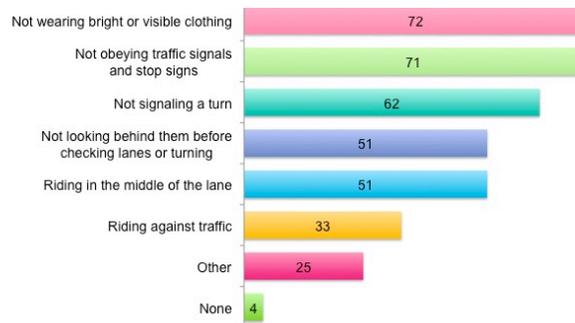


Among possible problems they may encounter with bicyclists, motorists are most likely to indicate cyclists not wearing bright or visible clothing or not obeying traffic signals and stop signs.

- Drivers living in the city are significantly more likely to encounter cyclists riding against traffic than are those living in the suburbs or rural areas.
- Women are significantly more likely to say they encounter cyclists not wearing bright clothing, while men are significantly more likely than women to say they encounter riders not obeying traffic signals and stop signs and riding against traffic.

What problems, if any, do you encounter with people bicycling?

(Check all that apply)





MESSAGE TESTING

The second half of the survey presented respondents with a variety of messages – both written and visual – to gauge clarity, believability, interest, appeal and likelihood to change behavior. Understanding which messages are likely to prompt behavior change, rather than just determining which ones are popular, is key to building a messaging campaign that achieves the goals of reduced bicycle/motor vehicle crashes and fatalities and builds mutual respect among road users.

MINDSET

Understanding how different people view the root of the problem is key to explaining why different audiences favor different message approaches. Frequent cyclists believe that motorists' behavior or lack of knowledge is most likely to contribute to a bicycle/motor vehicle crash. Motorists believe the opposite; that poor behavior and lack of knowledge of the rules among cyclists is most likely to contribute to a crash.

Please rank the following as most likely to least likely to contribute to bicycle/motor vehicle crashes					
		Daily Cyclists	Weekly Cyclists	Monthly Cyclists	Motorists
Rank	1	Motorist demonstrating bad driving behavior	Motorist demonstrating bad driving behavior	Motorist not aware of bicyclist rights	Bicyclists breaking the rules, demonstrating bad riding behavior
	2	Motorist not aware of bicyclist rights	Motorist not aware of bicyclist rights	Bicyclists breaking the rules, demonstrating bad riding behavior	Bicyclist knowledge of proper riding rules
	3	Lack of mutual respect for one another	Bicyclists breaking the rules, demonstrating bad riding behavior	Motorist demonstrating bad driving behavior	Motorist not aware of bicyclist rights
	4	Bicyclists breaking the rules, demonstrating bad riding behavior	Lack of mutual respect for one another	Lack of mutual respect for one another	Lack of mutual respect for one another
	5	Bicyclist knowledge of proper riding rules	Bicyclist knowledge of proper riding rules	Bicyclist knowledge of proper riding rules	Motorist demonstrating bad driving behavior

MESSAGING

Both cyclists and motorists were asked to rank a set of written messages from most likely to least likely to reduce bicycle/motor vehicle crashes. Respondents then were asked which message from the previous list was most likely to get them to change their riding or driving behavior. There were a few very significant differences between messages that respondents viewed as most likely to reduce crashes and those that would change their own behavior.

- “Share the road” ranked in the top three for both motorists and cyclists in reducing crashes but came in last and second to last in messages that would motivate change in current respondent behavior.
- Cyclists did not think the message of “80% of cyclists are killed by their own behavior” would reduce crashes, likely because cyclists tend to view crashes as resulting from driver poor behavior, but it was the top message in motivating change in respondents' behavior even if they did not believe the figure to be accurate.
- Somewhat similarly, motorists ranked “Respect everyone's journey” last in reducing crashes but third in motivating respondents to change their driving behavior. Respondents like the reminder to be respectful and the



inclusiveness of “everyone,” which many viewed as including other drivers as well as cyclists/pedestrian interactions.

- The top response for motorists was “None” – that no message was going to change their behavior – while “None” was ranked fourth for behavior change for cyclists. Answers imply that it will be more difficult to change behavior of drivers than of cyclists.
- One message did rank well for both groups on both questions: “Drive or ride. Same rights. Same rules.”

Cyclists	
Which message is most likely (1) to least likely (8) to reduce bicycle/motor vehicle crashes?	Which statement is most likely to get you to change your riding behavior?
<ol style="list-style-type: none"> 1. Drive or ride. Same rights. Same rules. 2. Share the road 3. Expect the unexpected 4. Watch out for specific driver behavior (i.e. turning and opening doors) 5. Respect everyone’s journey 6. Specific tips for bicycle safety (i.e. ride with traffic not against it, use lights at night) 7. We are enforcing bicycle laws to keep our streets safe 8. 80% of cyclists are killed by their own behavior* 	<ol style="list-style-type: none"> 1. 80% of cyclists are killed by their own behavior* 2. Drive or ride. Same rights. Same rules. 3. Expect the unexpected 4. None 5. Respect everyone’s journey 6. Watch out for specific driver behavior (i.e. turning and opening doors) 7. Specific tips for bicycle safety (i.e. ride with traffic not against it, use lights at night) 8. Share the road 9. We are enforcing bicycle laws to keep our streets safe
Motorists	
Which message is most likely (1) to least likely (9) to reduce bicycle/motor vehicle crashes?	Which statement is most likely to get you to change your driving behavior?
<ol style="list-style-type: none"> 1. Specific tips for bicycle safety (i.e. ride with traffic not against it, use lights at night) 2. Drive or ride. Same rights. Same rules. 3. Share the road 4. Look out for cyclists 5. Bike lanes will reduce bicycle crashes and fatalities 6. Stay wider of the rider 7. Respect everyone’s journey 8. Cars and bicycles have equal rights to the road 9. Don’t kill a cyclist, bicyclists are vulnerable 	<ol style="list-style-type: none"> 1. None 2. Drive or ride. Same rights. Same rules. 3. Respect everyone’s journey 4. Specific tips for bicycle safety (i.e. ride with traffic not against it, use lights at night) 5. Bike lanes will reduce bicycle crashes and fatalities 6. Look out for cyclists 7. Cars and bicycles have equal rights to the road 8. Don’t kill a cyclist, bicyclists are vulnerable 9. Stay wider of the rider 10. Share the road

*Specifically refers to children 14 years old and younger. About 50 percent of adult cyclists are found to be at fault for a crash involving a motor vehicle. The higher statistic was included to test reaction and preferences of cyclists.



CREATIVE TESTING

Messages from around the United States and from other countries were used to test responses to existing types of ads. Messages were categorized into three thematic areas observed through best practice research – Instructional, Mutual Respect and Humanizing messages.

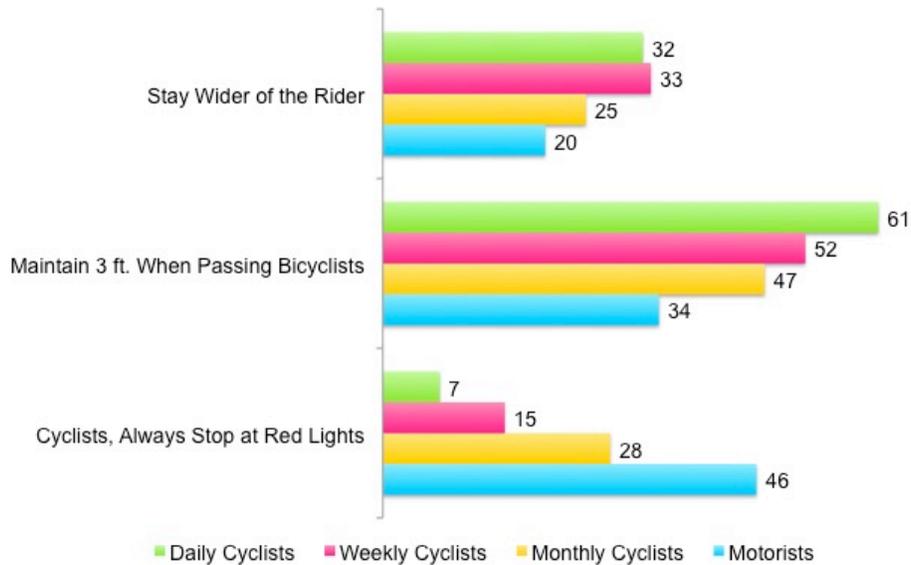
INSTRUCTIONAL CREATIVE

Three instructional ads were tested – two focusing on distance that motorists should give cyclists while passing them on the roadway and a third image instructing cyclists to stopping at red lights.

- Cyclists overwhelmingly selected the messages about drivers staying farther away while passing: 86 percent of cyclists chose either “Stay wider of the rider.” or “Maintain 3FT When Passing Bicyclists.”
- Motorists favored the “Cyclists. Always Stop at Red Lights.” message most often; 46 percent of those respondents selected it as most appealing.
- Motorists under the age of 30 favored the “Maintain 3FT” message over the “Red Lights” message; this was the only age group of motorists to do so.



Which of the messages above is most appealing to you?





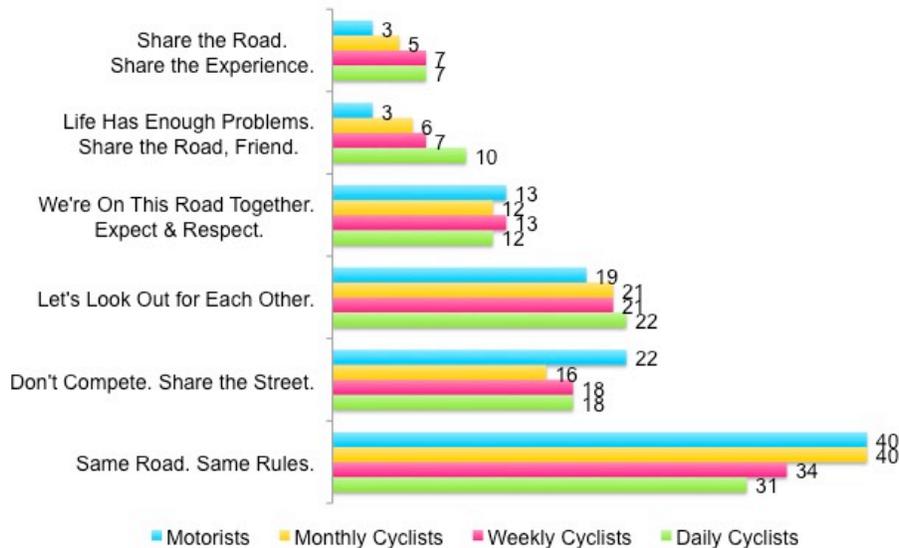
MUTUAL RESPECT CREATIVE

Six mutual respect ads, with a variety of approaches, were tested. The direct “Share the Road” messages were not appealing to respondents, with the exception of “Don’t Compete. Share the Street.” The latter was more roundly supported because it included pedestrians and rhymed.

- The message “Same Road. Same Rules.” was the most appealing to all respondents regardless of cycling frequency, age, gender or location of residence.
- Respondents favored the “Same Road. Same Rules.” message largely because they felt it speaks to both motorists and cyclists – reminding cyclists to follow the rules and motorists that cyclists are allowed on the road.
- Women were significantly more likely than men to find “Don’t Compete. Share the Street.” appealing.
- “Don’t Compete. Share the Street.” was significantly more appealing to those 50+ years of age than to respondents younger than 50. “Life Has Enough Problems” had the opposite effect, appealing more to respondents 20–49 years old than to respondents over 50 years old.



Which of the messages above is most appealing to you?





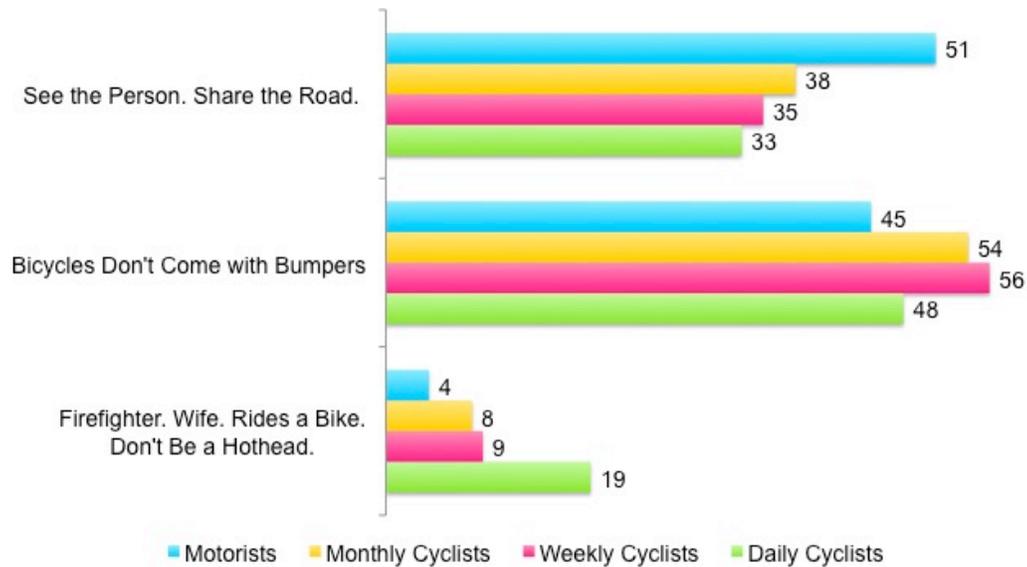
HUMANIZING CREATIVE

Three humanizing messages were presented – ads intended to emphasize that cyclists are people, perhaps people that you know, in order to combat the animosity that appears between cyclists and motorists. Two of the three ads split respondents, while the third option came in a very distant third place.

- A majority of weekly and monthly cyclists found “Bicycles don’t come with bumpers.” most appealing. None of the ads gathered a majority of daily cyclists, but this one did lead, with 48 percent of daily cycling respondents finding it most appealing.
- A slim majority of motorists responded best to “See the Person. Share the Road.”
- Motorists were more apt to find the “Bicycles don’t come with bumpers.” message overly dramatic and often felt that they were being blamed for all accidents.
- Women preferred the “Bicycles don’t come with bumpers.” message more than men did – 56 percent to 47 percent.
- Preferences among respondents over the age of 50 differed significantly from those of younger respondents. Forty-eight percent of the older group found the “See the Person. Share the Road.” message most appealing, while only 32 percent of those under 50 did.
- Respondents in their 20s were significantly more likely than all other age groups to find “Bicycles don’t come with bumpers.” most appealing, with 63 percent doing so.



Which of the messages above is most appealing to you?





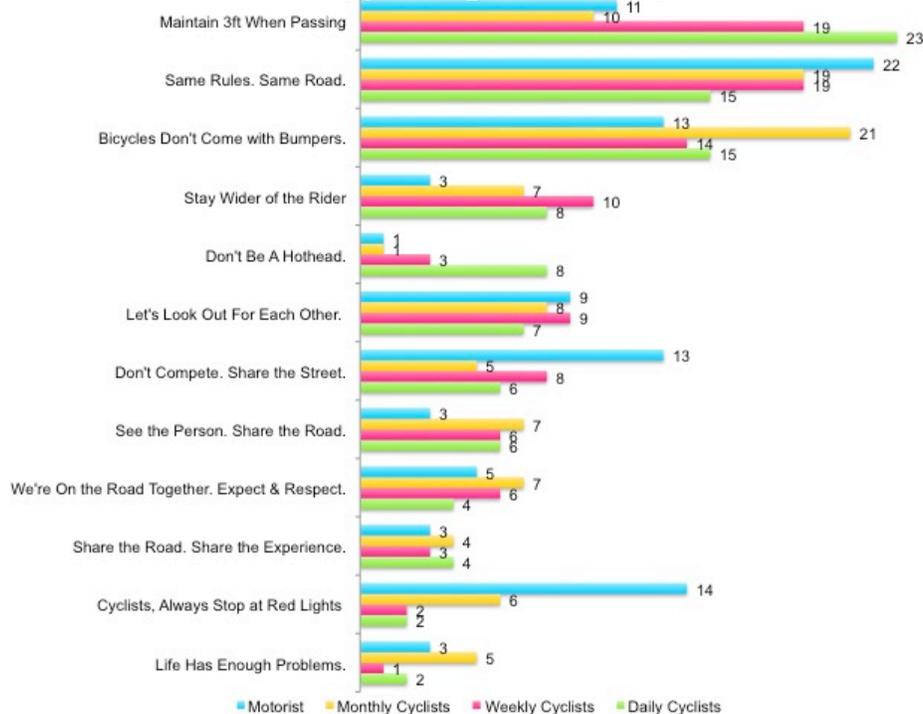
OVERALL CREATIVE

Last, we asked respondents to review all of the ads they had viewed and select which one was most appealing overall. Two messages rose to the top for all groups: “Same Road. Same Rules.” and “Bicycles don’t come with bumpers.” Additionally, two of the instructional messages ranked in the top three. Cyclists preferred the “Maintain 3FT When Passing Bicyclists” message, and motorists preferred “Cyclists. Always Stop At Red Lights.” Motorists prefer the message telling cyclists what action to take, while cyclists like the message telling motorists what action to take. Both groups say that the behavior addressed in their chosen ad – cyclists not stopping at red lights; motorists passing too closely – is one of the biggest problems they encounter as motorists or cyclists, respectively.

	Daily Cyclists	Weekly Cyclists	Monthly Cyclists	Motorists
1	Maintain 3FT When Passing Bicyclists	Maintain 3FT When Passing Bicyclists	Bicycles don't come with bumpers.	Same Road. Same Rules.
2	Bicycles don't come with bumpers.	Same Road. Same Rules.	Same Road. Same Rules.	Cyclists. Always Stop At Red Lights.
3	Same Road. Same Rules.	Bicycles don't come with bumpers.	Maintain 3FT When Passing Bicyclists	Bicycles don't come with bumpers.

A complete finding of overall ad preference by cycling frequency appears below. A few outliers, which did not fall in the top three ads, are readily visible; motorists' preference for “Don't Compete. Share the Street.” and daily cyclists' preference for “Don't Be a Hothead.” are clearly seen.

Of all of the ads you have viewed, which one is the most appealing overall to you?





Overall Sample	
Gender	N=2,192 (%)
Men	55
Women	45
Age	N=2,200 (%)
18–20	1
21–29	17
30–39	26
40–49	22
50–59	19
60–69	12
70+	3
Number of Children at Home	N=1,698 (%)
0	64
1	12
2	15
3	6
4	2
5+	1
Area Type	N= 1,714(%)
Rural	9
Suburban	34
City	57
Education	N=1,708 (%)
Some High School	0
High School Graduate	3
Vocational or Technical School	3
Some College	16
College Graduate	47
Post College Graduate	31
Household Income	N=1,706 (%)
Less than \$20,000	6
\$20,000–\$34,999	7
\$35,000–\$49,999	10
\$50,000–\$74,999	21
\$75,000–\$99,999	18
\$100,000–\$149,000	17
\$150,00 or more	9
Prefer not to answer	12

Motorists	
Gender	N=422 (%)
Men	39
Women	61
Age	N=426 (%)
18–20	2
21–29	14
30–39	24
40–49	18
50–59	17
60–69	17
70+	8
Number of Children at Home	N=299 (%)
0	71
1	10
2	12
3	4
4	2
5+	1
Area Type	N= 306(%)
Rural	9
Suburban	30
City	61
Education	N=305 (%)
Some High School	1
High School Graduate	4
Vocational or Technical School	4
Some College	20
College Graduate	42
Post College Graduate	29
Household Income	N=303 (%)
Less than \$20,000	8
\$20,000–\$34,999	9
\$35,000–\$49,999	11
\$50,000–\$74,999	23
\$75,000–\$99,999	15
\$100,000–\$149,000	12
\$150,00 or more	4
Prefer not to answer	18



Daily Cyclists	
Gender	N=566 (%)
Men	72
Women	28
Age	N=568 (%)
18–20	2
21–29	19
30–39	24
40–49	24
50–59	18
60–69	11
70+	2
Number of Children at Home	N=474 (%)
0	70
1	12
2	12
3	4
4	2
5+	0
Area Type	N= 476(%)
Rural	8
Suburban	34
City	58
Education	N=472 (%)
Some High School	0
High School Graduate	3
Vocational or Technical School	3
Some College	19
College Graduate	45
Post College Graduate	30
Household Income	N=476 (%)
Less than \$20,000	9
\$20,000–\$34,999	8
\$35,000–\$49,999	10
\$50,000–\$74,999	19
\$75,000–\$99,999	18
\$100,000–\$149,000	17
\$150,00 or more	11
Prefer not to answer	8

Weekly Cyclists	
Gender	N=943 (%)
Men	55
Women	45
Age	N=947 (%)
18–20	1
21–29	16
30–39	28
40–49	22
50–59	20
60–69	11
70+	2
Number of Children at Home	N=744(%)
0	60
1	13
2	18
3	6
4	2
5+	1
Area Type	N= 751(%)
Rural	9
Suburban	35
City	56
Education	N=748 (%)
Some High School	0
High School Graduate	3
Vocational or Technical School	3
Some College	13
College Graduate	49
Post College Graduate	32
Household Income	N=744(%)
Less than \$20,000	3
\$20,000–\$34,999	6
\$35,000–\$49,999	11
\$50,000–\$74,999	21
\$75,000–\$99,999	18
\$100,000–\$149,000	18
\$150,00 or more	10
Prefer not to answer	13



Monthly Cyclists	
Gender	N=249(%)
Men	40
Women	60
Age	N=247 (%)
18–20	2
21–29	15
30–39	30
40–49	22
50–59	19
60–69	10
70+	2
Number of Children at Home	N=181 (%)
0	55
1	14
2	19
3	11
4	1
5+	0
Area Type	N= 181 (%)
Rural	10
Suburban	38
City	52
Education	N=183(%)
Some High School	1
High School Graduate	3
Vocational or Technical School	3
Some College	12
College Graduate	50
Post College Graduate	31
Household Income	N=183 (%)
Less than \$20,000	3
\$20,000–\$34,999	6
\$35,000–\$49,999	8
\$50,000–\$74,999	21
\$75,000–\$99,999	21
\$100,000–\$149,000	20
\$150,00 or more	8
Prefer not to answer	13

City	
Gender	N=972 (%)
Men	54
Women	46
Age	N=977 (%)
18–20	1
21–29	19
30–39	27
40–49	20
50–59	17
60–69	13
70+	3
Number of Children at Home	N=967 (%)
0	71
1	12
2	12
3	4
4	1
5+	0
Area Type	N= 980 (%)
Rural	0
Suburban	0
City	100
Education	N=974(%)
Some High School	1
High School Graduate	2
Vocational or Technical School	3
Some College	15
College Graduate	46
Post College Graduate	33
Household Income	N=971(%)
Less than \$20,000	7
\$20,000–\$34,999	9
\$35,000–\$49,999	13
\$50,000–\$74,999	24
\$75,000–\$99,999	17
\$100,000–\$149,000	13
\$150,00 or more	7
Prefer not to answer	10



Suburban	
Gender	N=586(%)
Men	56
Women	44
Age	N=587 (%)
18–20	1
21–29	9
30–39	25
40–49	28
50–59	23
60–69	12
70+	2
Number of Children at Home	N=585(%)
0	54
1	14
2	21
3	8
4	2
5+	1
Area Type	N= 587(%)
Rural	0
Suburban	100
City	0
Education	N=584(%)
Some High School	0
High School Graduate	4
Vocational or Technical School	3
Some College	16
College Graduate	48
Post College Graduate	29
Household Income	N=585(%)
Less than \$20,000	3
\$20,000–\$34,999	4
\$35,000–\$49,999	8
\$50,000–\$74,999	18
\$75,000–\$99,999	20
\$100,000–\$149,000	20
\$150,00 or more	12
Prefer not to answer	15

Rural	
Gender	N=147(%)
Men	57
Women	43
Age	N=146(%)
18–20	0
21–29	11
30–39	22
40–49	21
50–59	30
60–69	12
70+	4
Number of Children at Home	N=142(%)
0	63
1	10
2	17
3	6
4	3
5+	1
Area Type	N= 147(%)
Rural	100
Suburban	0
City	0
Education	N=146(%)
Some High School	0
High School Graduate	5
Vocational or Technical School	6
Some College	18
College Graduate	45
Post College Graduate	26
Household Income	N=146(%)
Less than \$20,000	3
\$20,000–\$34,999	3
\$35,000–\$49,999	5
\$50,000–\$74,999	16
\$75,000–\$99,999	18
\$100,000–\$149,000	27
\$150,00 or more	12
Prefer not to answer	16