

U.S. Bicycling Participation Study

Report of findings from the
2018 survey



peopleforbikes

Conducted by Corona Insights
Commissioned by PeopleForBikes
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INSIGHTS LOADING...



Executive Summary

Research Overview

PeopleForBikes works to get more people riding bikes more often. Accurate information on bicycling participation is essential in evaluating progress toward that mission and effectiveness of key programs.

Prior to the 2014 implementation of this survey, research on bicycling participation was hampered by a variety of methodological limitations (e.g., types of bicycling measured, context of participation questions, etc.). This research is designed to address these limitations and standardize how participation in bicycling is measured and tracked over time.

Key project objectives are as follows:

- > Provide a reliable statistical metric for bicycling participation among those ages 3 and older in the U.S.
- > Track bicycling participation rates over time

Research Overview

This report represents step three of four in measuring how bicycle riding has evolved over time

- > We will have an interpretable trend line in 2020 when we have four waves of data

Between November 8-22, 2018 a total of 14,467 responses were collected from adults ages 18 and over in the U.S.

- > Parents reported on the bicycling participation of their children, so the total number of individuals represented by these responses was 21,896
- > This sample provides an overall margin of error of less than $\pm 1\%$ at a 95% confidence level

Weighting

- > The sample was weighted to represent the U.S. population ages 3+ for gender, age, region, ethnicity, and income
- > This process was replicated from the previous studies in order to ensure comparability of the results

Bicycling Participation Dashboard: Overall

32% of Americans (98.3 million) ages 3 and older rode a bicycle in the past year.

	Participating 1+ Days		Participating 6+ Days	
	%	# (in millions)	%	# (in millions)
All Bicycling (2018)	32%	98.3	21%	65.2

Of those who rode, roughly three in five rode twice a month or less often.

	All Bicycling (2018)
Occasional (1-24 days)	59%
Moderate (25-103 days)	29%
Committed (104+ days)	12%
Mean	48
Median	15

Bicycling Participation Dashboard: Recreation

29% of Americans (89.5 million) ages 3 and older rode a bicycle for recreation in the past year.

	Participating 1+ Days		Participating 6+ Days	
	%	# (in millions)	%	# (in millions)
Recreation (2018)	29%	89.5	18%	56.1

Of those who rode for recreation, roughly two-thirds rode twice a month or less often.

	Recreation (2018)
Occasional (1-24 days)	64%
Moderate (25-103 days)	27%
Committed (104+ days)	9%
Mean	37
Median	10

Bicycling Participation Dashboard: Transportation

14% of Americans (44.7 million) ages 3 and older rode a bicycle for transportation in the past year.

	Participating 1+ Days		Participating 6+ Days	
	%	# (in millions)	%	# (in millions)
Transportation (2018)	14%	44.7	8%	25.3

Of those who rode for transportation, 69% rode twice a month or less often.

	Transportation (2018)
Occasional (1-24 days)	69%
Moderate (25-103 days)	22%
Committed (104+ days)	9%
Mean	37
Median	10

Key Findings: Overall Bicycling

- ➔ This study represents step three of four in the process of building a trend line for bike riding (which we will have in 2020)
 - > Overall, 32% of the U.S. population (98.3 million) rode a bike at least one day in 2018
 - > Just over half (53%) of kids (ages 3-17) rode at least one day compared to 26% of adults

- ➔ Riding rates declined across age groups and the biggest drop happened around driving age

- ➔ Among Americans ages 3 and up, those most likely to ride at least one day a year include:
 - > Men
 - > Kids
 - > Those with incomes of \$60,000 or more
 - > Hispanic/Latino and Asian American populations
 - > Those who live in urban areas

Key Findings: Overall Bicycling

- ➔ Of those who rode, 34% did so fewer than six days
 - > Forty-one percent of adults rode fewer than six days compared to only 20% of kids

- ➔ Among people who rode, those who ride the most often include:
 - > Men
 - > Kids
 - > Those with incomes under \$20,000
 - > Black/African American and White populations
 - > People who live in the South
 - > Those in small towns

Key Findings: Recreation Bicycling

- > Most of those who ride (91%) do so for recreation at least some of the time and about half (55%) ride exclusively for recreation
 - Thirty-seven percent of those who ride for recreation ride six days or fewer per year
- > Those most likely to ride exclusively for recreation include
 - Women
 - Those ages 55+
 - Those with incomes of \$40,000 and higher
 - White populations
 - People who live in the South
- > Among those who ride for recreation, frequency is highest for:
 - Men
 - Kids
 - People with incomes of \$100,000 or more
 - Black/African American populations
 - Those who live in the South

Key Findings: Transportation Bicycling

- > Only 9% of those who ride do so exclusively for transportation
 - Forty-three percent of those who ride for transportation ride six days or fewer
- > Those most likely to ride exclusively for transportation include:
 - Those ages 18-24
 - Those with incomes under \$20,000
 - Those in urban areas
- > Among those who ride for transportation, frequency is highest among:
 - Men
 - Those ages 10-17
 - Those with incomes under \$20,000
 - White populations
 - Those who live in small towns
- > Traveling to and from social activities is the most common type of transportation riding

Key Findings: Psychographic Results

- ➔ Among those who had *not* ridden a bicycle in the past 12 months, most have ridden a bike at some point in their lives (87%)
 - > Those most likely to have ever ridden include:
 - People ages 55+
 - Those with incomes of \$60,000 or more
 - White populations
 - People who live in the Midwest
- ➔ Twenty-six percent of those who did not ride intend to do so in the future
- ➔ Those most likely to intend to ride in the future include:
 - > Men
 - > Those 18 to 44
 - > Those with incomes of \$100,000 or more
 - > People of color

Key Findings: Psychographic Results

- ➔ Only half of adult Americans have access to a functional bicycle

- ➔ Access to a functional bicycle is a particular barrier among:
 - > Women
 - > People age 55+
 - > Those with incomes under \$40,000
 - > Black/African American and White populations
 - > People who live in the South
 - > Those in urban and rural areas

Key Findings: Psychographic Results

- ➔ Nearly half of Americans want to ride more often (47%) and 43% would be more likely to ride if bikes were physically separated from motor vehicles
 - > Women, those ages 55+, and people who live in rural areas are least likely to want to ride more often
 - > Those with higher incomes and Hispanic/Latino populations are most likely to want to ride more

- ➔ But, half are concerned about safety around motor vehicles and only 17% feel safer on the bike than they did five years ago
 - > Those 55+, people with higher incomes, Asian American populations, and those who live in urban or suburban areas are especially concerned about safety around motor vehicles

- ➔ Thirty-six percent are concerned about personal safety
 - > Personal safety is a particular concern for women, people of color, and those who live in urban areas

Taking Action: Strategies to Grow Bike Riding

Key Take-Away: More than one-third of Americans who rode did so fewer than five days last year

Strategy #1 Help infrequent riders find great places to ride

Strategy #2 Help infrequent riders find people to ride with

Strategy #3 Connect infrequent riders with mentors

Taking Action: Strategies to Grow Bike Riding

Key Take-Aways:

- Only 56% of kids ages 3 to 9 rode in the past year
- Ridership rates drop throughout childhood with the steepest decline near driving age
- Only 18% of adults ages 55+ rode in the past year

Strategy #1	Balance bikes are a great option for younger kids
Strategy #2	School bike programs have proven effective in some places
Strategy #3	Bike parks offer a place for kids and their families to experience bike riding without concerns about safety around motor vehicles
Strategy #4	Efforts targeted at college students could help to keep teens connected with bikes as they enter early adulthood
Strategy #5	Technologies like e-bikes can extend the riding lifecycle

Taking Action: Strategies to Grow Bike Riding

Key Take-Aways:

- Nearly half of adults want to ride more often
- Fifty percent of adults are concerned about safety around motor vehicles
- Over 40% of adults would be more likely to ride if bikes were physically separated from cars
- Thirty-six percent of adults are concerned about personal safety – women, people of color, and those in urban areas are particularly concerned about personal safety

Strategy #1	Better places to ride are the <u>key long-term solution</u> (including mountain bike trails, bike parks, separated paths/lanes, etc.)
Strategy #2	Develop better places to ride where there are populations that want to ride more often (e.g., among Hispanic/Latino populations)
Strategy #3	Addressing personal safety is key to diversifying the participant base

Taking Action: Strategies to Grow Bike Riding

Key Take-Aways:

- Only about half of adults have access to a functional bicycle

Strategy #1	Bikeshare and bike libraries can help to close the gap
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Strategy #2	Focus efforts where access to a functional bicycle is a particular barrier and there is a concentration of people who want to ride more often (e.g., women, those in urban areas)
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Taking Action: Strategies to Grow Bike Riding

Key Take-Aways:

- Only 9% of Americans who ride, do so solely for transportation
- More than 70% of those who ride for transportation do so to get to/from social or leisure events
- Only about half of those who ride for transportation commute to/from work

Strategy #1	Encourage those who ride for recreation to try short transportation trips
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Strategy #2	Focus on non-work transportation trips (e.g., to the movies, restaurants, etc.)
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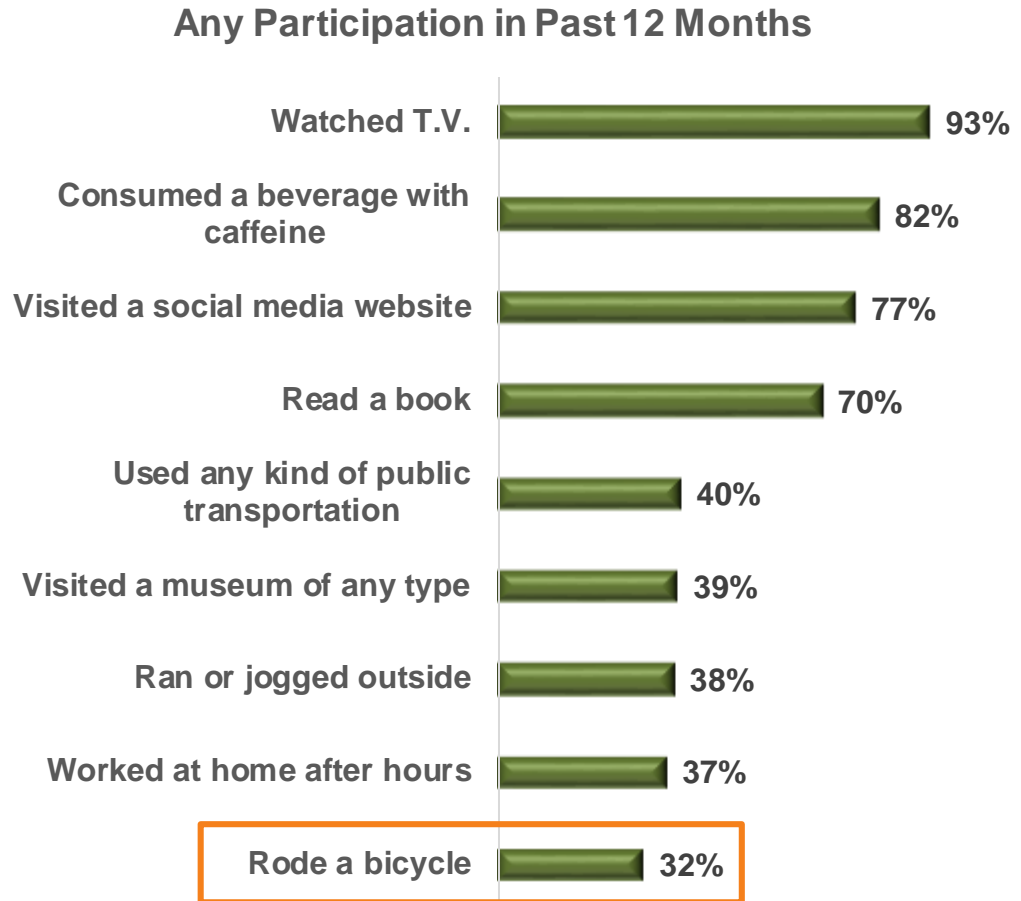
Detailed Results



Bicycle Participation: Overall

Thirty-two percent of Americans ages 3 and older rode a bike at least one day in the past year

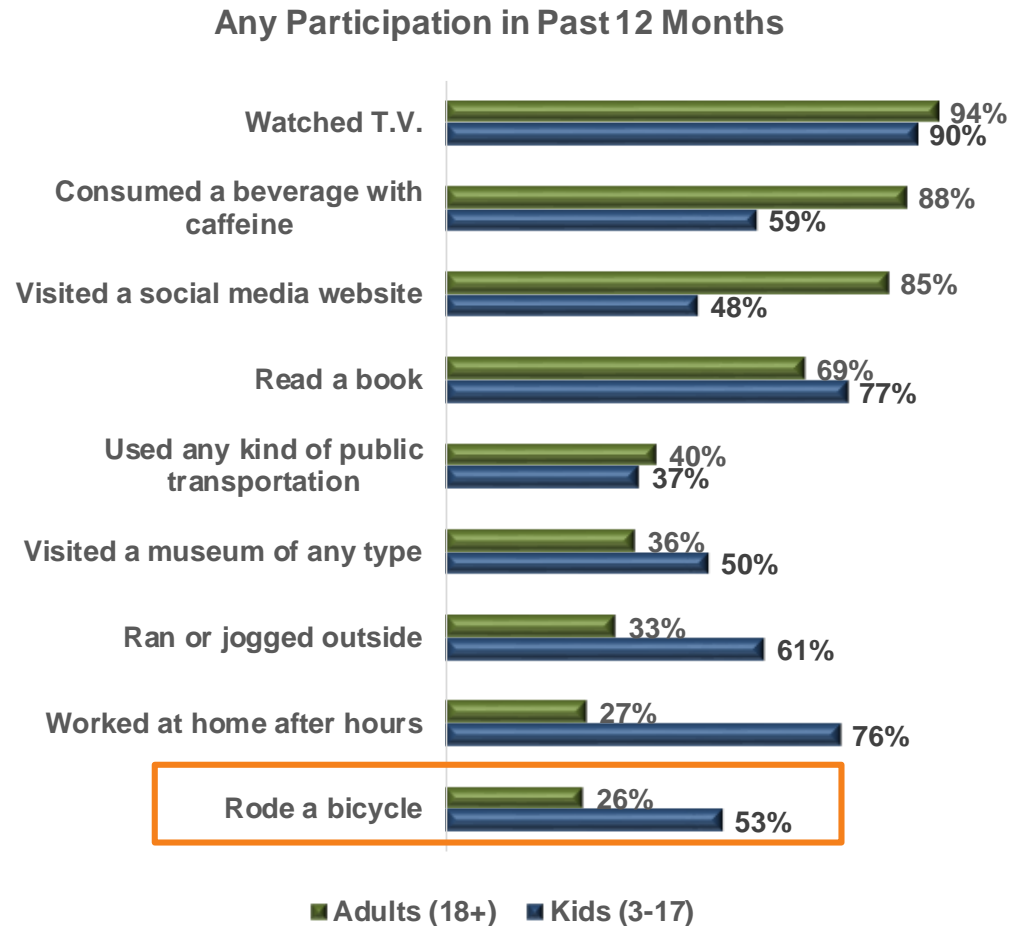
➔ 21% rode six or more days in the past year



Q1. In the past 12 months, how many days have you participated in the following activities?

Base: All (21,896)

More than half of kids and one-quarter of adults rode a bike at least one day in the past year

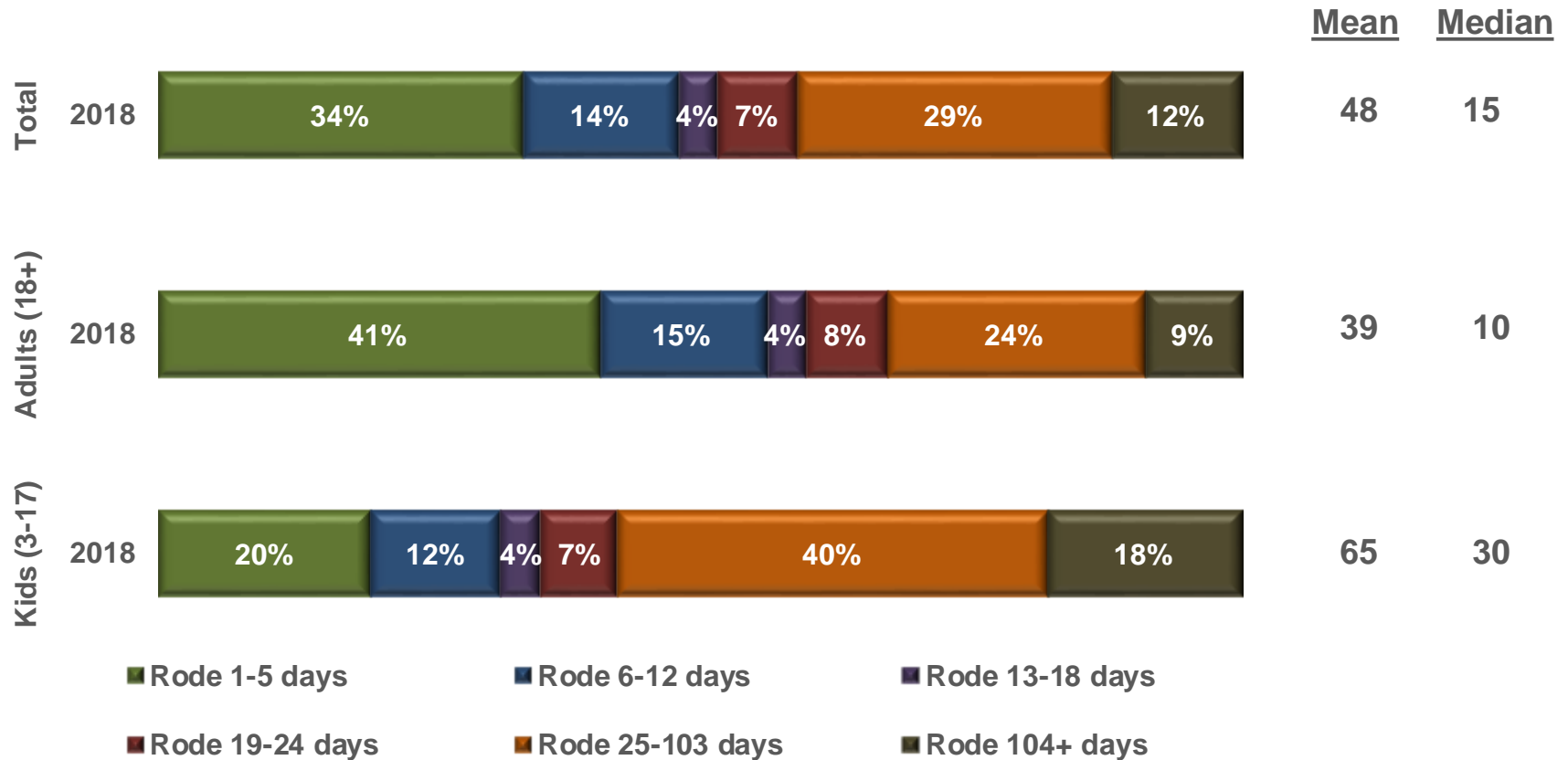


Q1. In the past 12 months, how many days have you participated in the following activities?

Base: All (Adults: 14,467; Kids: 7,429)

Of those who rode, 34% rode fewer than six days in the past year

Bicycling Frequency



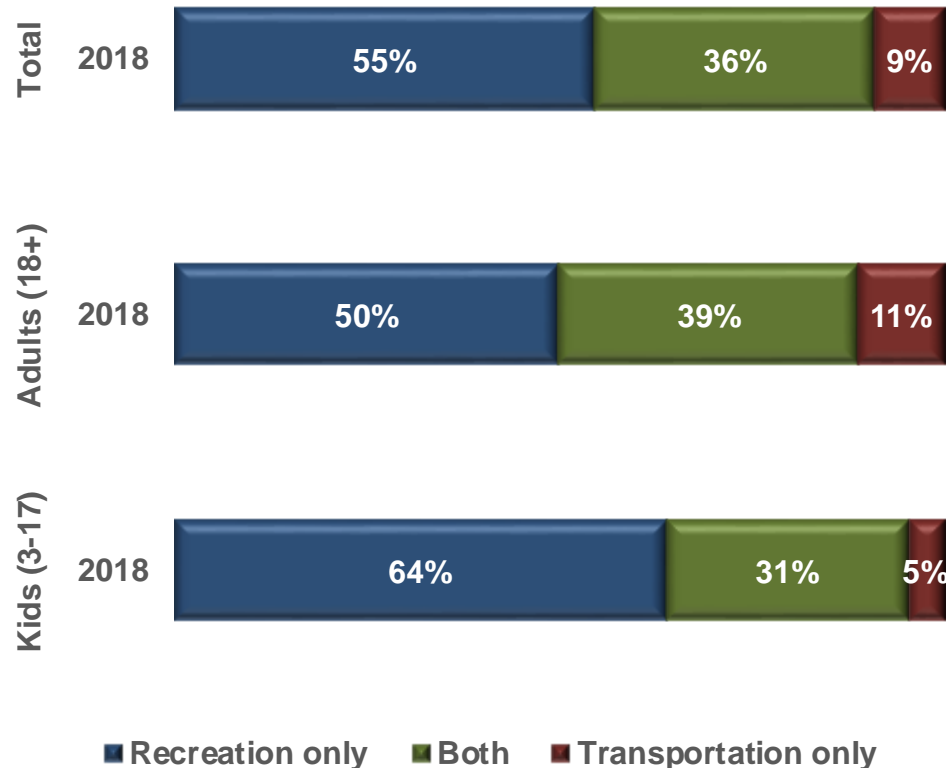
Q1. In the past 12 months, how many days have you participated in the following activities?

Base: Those who rode a bike at least one day in the past 12 months (Adults: 4,711; Kids: 4,361)

2018 Participation Study

Most of those who ride do so for recreation at least some of the time

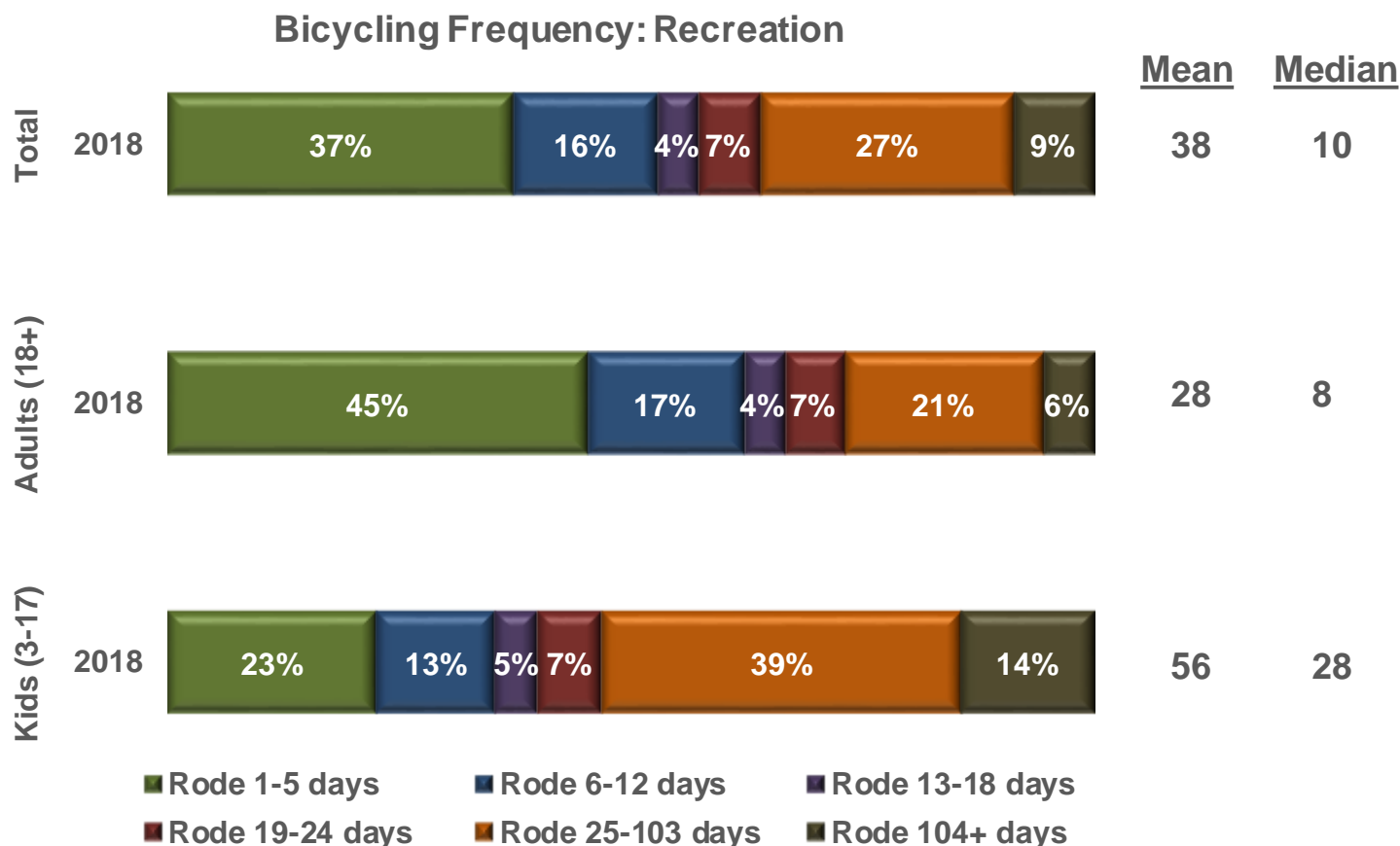
Types of Bicycle Riding



Q4. How many of those days did you participate in each of the following types of bicycling?

Base: Those who rode a bike at least one day in the past 12 months (Adults: 4,711; Kids: 4,361)

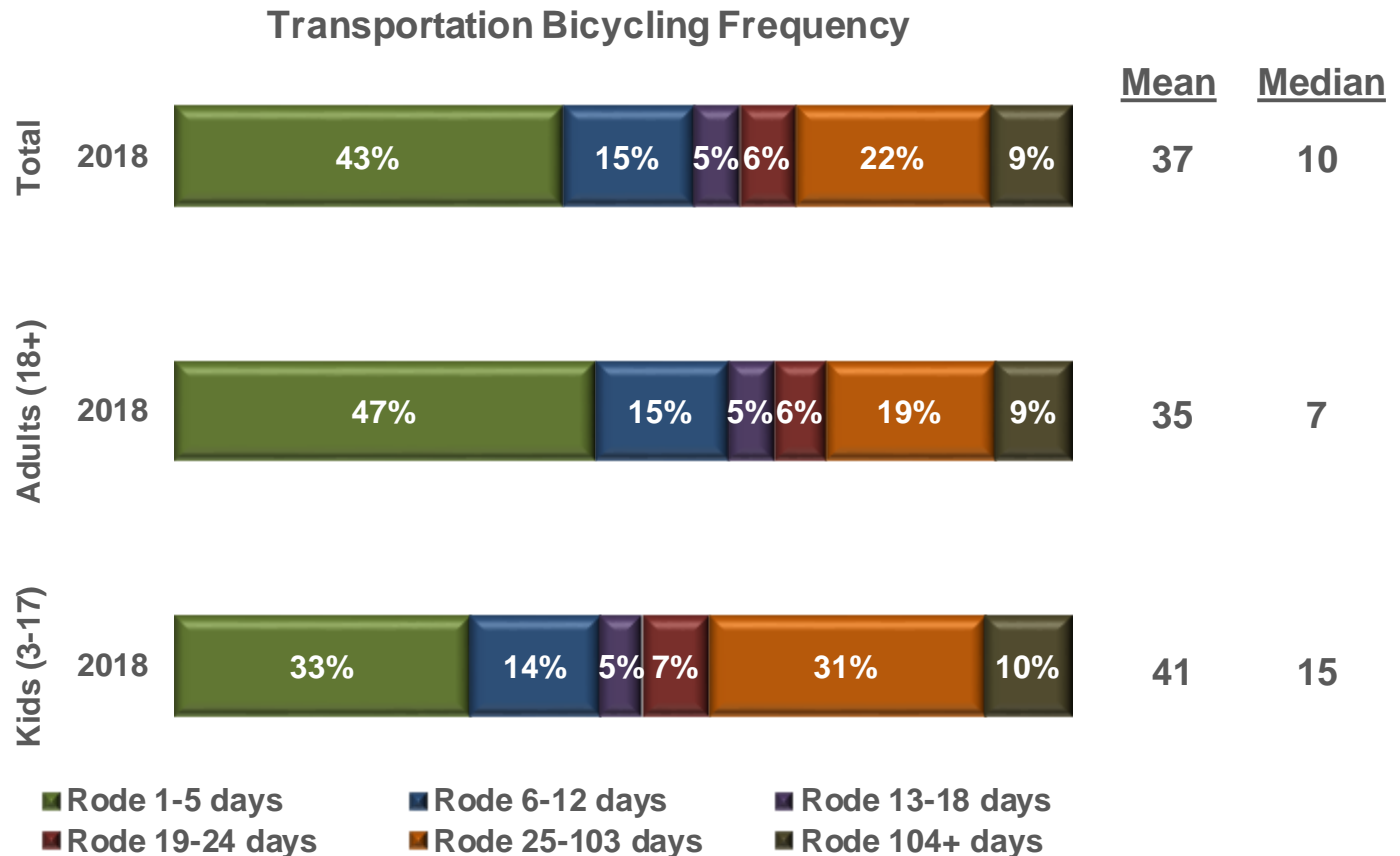
Kids ride for recreation more frequently than adults



Q4. How many of those days did you participate in each of the following types of bicycling?

Base: Those who rode for recreation at least one day in the past 12 months(Adults: 4,253; Kids: 4,170)

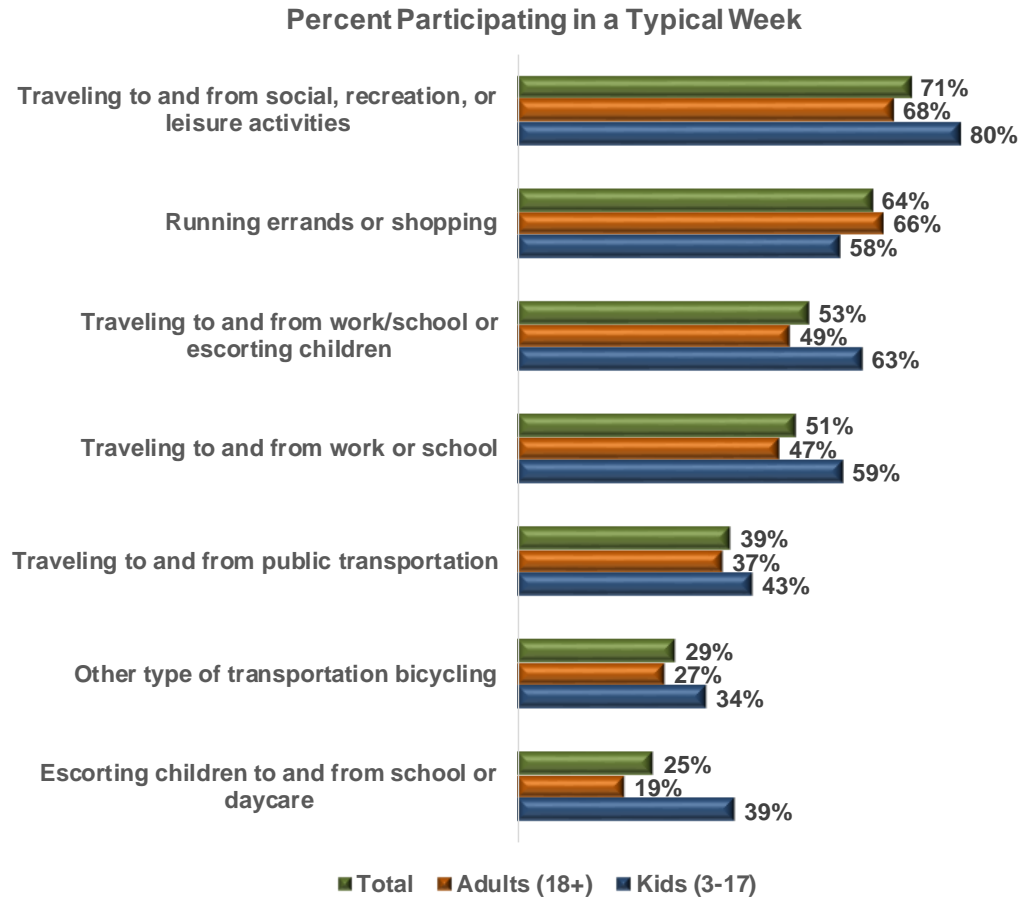
Kids also ride to get from one place to another more frequently than adults



Q4. How many of those days did you participate in each of the following types of bicycling?

Base: Those who rode for transportation at least one day in the past 12 months(Adults: 2,234; Kids: 1,391)

Social/leisure activities are the most common bike destinations, particularly among kids

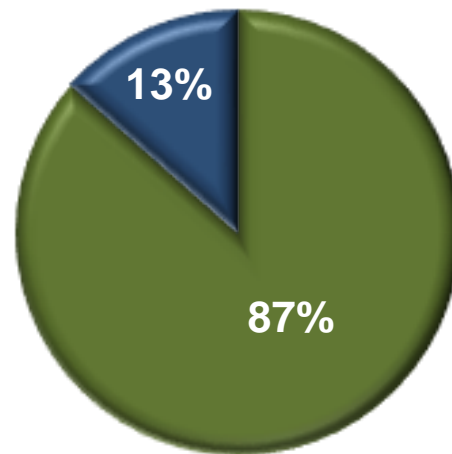


Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take?

Base: Those who rode for transportation at least one day in the past 12 months(Adults: 2,234; Kids: 1,391)

Among those who did not ride in the past 12 months, most have ridden at some point in their lives

Ever Ridden a Bicycle



■ Yes ■ No

Q12. Have you ever ridden a bicycle?

Base: Adults who have not ridden a bicycle within the past 12 months (9,742)

More than one-quarter of those who didn't ride in the past 12 months intend to ride in the future

Intent to Ride a Bicycle in the Future



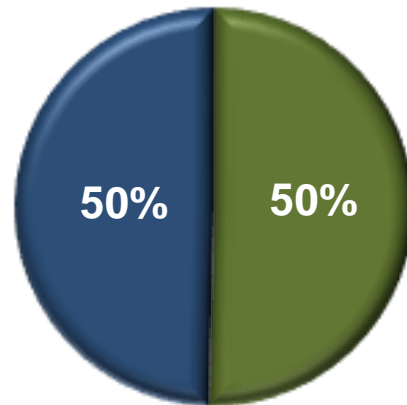
■ Extremely Unlikely ■ Unlikely ■ Neutral ■ Likely ■ Extremely Likely

Q13. How likely are you to ride a bicycle in the future?

Base: Adults who have not ridden a bicycle within the past 12 months (9,742)

Only half of adults have access to an operational bicycle

Access to an Operational Bicycle (one or more in household)

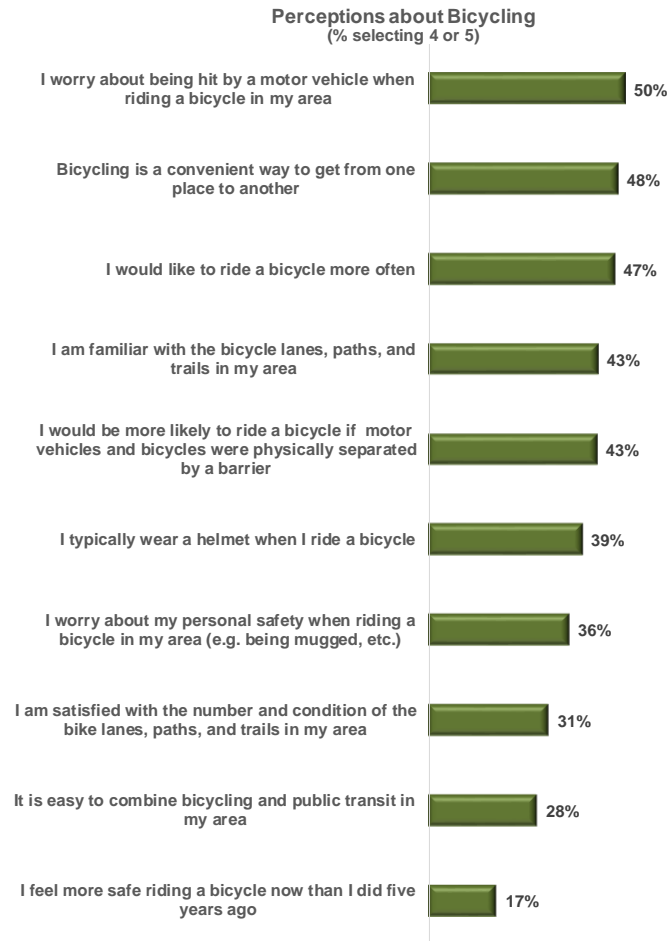


■ No ■ Yes

Q15. How many operational adult bicycles does your household own?

Base: Adults (14,467)

About half of adults want to ride more often but are concerned about safety around motor vehicles



Q16. Please indicate how much you agree with the following statements.

Base: Adults (14,467)



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level



Bicycle Participation: Gender

Women are less likely to ride than men

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary

	Total	Male	Female
<i>Unweighted Base</i>	21896	11042	10854
Rode a bicycle	32%	38%	25%
Watched T.V.	93%	93%	94%
Worked at home after hours	37%	41%	32%
Visited a social media website	77%	74%	81%
Read a book	70%	68%	73%
Ran or jogged outside	38%	44%	33%
Used any kind of public transportation	40%	44%	36%
Visited a museum of any type	39%	41%	37%
Consumed a beverage with caffeine	82%	81%	84%

Among those who ride, women ride less often than men

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)			
	Total	Male	Female
<i>Unweighted Base</i>	9072	5171	3901
Rode 1-5 days	34%	31%	37%
Rode 6-12 days	14%	14%	15%
Rode 13-18 days	4%	4%	4%
Rode 19-24 days	7%	8%	6%
Rode 25-103 days	29%	30%	27%
Rode 104+ days	12%	13%	10%
Mean	47.57	50.95	42.69
Median	15.00	20.00	10.00

Among those who ride, women are more likely than men to ride exclusively for recreation

Overlap between recreational and transportation riding (base bicyclists)

	Total	Male	Female
<i>Unweighted Base</i>	9072	5171	3901
Recreation only	55%	51%	60%
Transportation only	9%	10%	8%
Both	36%	39%	32%

Among those who ride for recreation, women ride less often than men

Q4. How many of those days did you participate in each of the following types of bicycling? Recreation Riding (base recreational bicyclists)

	Total	Male	Female
<i>Unweighted Base</i>	8423	4750	3673
Rode 1-5 days	37%	35%	40%
Rode 6-12 days	16%	15%	17%
Rode 13-18 days	4%	5%	4%
Rode 19-24 days	7%	7%	6%
Rode 25-103 days	27%	29%	26%
Rode 104+ days	9%	9%	8%
Mean	37.50	39.67	34.42
Median	10.00	13.00	10.00

Among those who ride for transportation, women ride less often than men

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation bicyclists)

	Total	Male	Female
<i>Unweighted Base</i>	3625	2301	1324
Rode 1-5 days	43%	41%	47%
Rode 6-12 days	15%	14%	15%
Rode 13-18 days	5%	5%	4%
Rode 19-24 days	6%	7%	4%
Rode 25-103 days	22%	22%	21%
Rode 104+ days	9%	9%	8%
Mean	36.58	38.07	33.92
Median	10.00	10.00	7.00

Social/leisure trips and errands are the most common types of transportation trips for women and men

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary

	Total	Male	Female
<i>Unweighted Base</i>	3625	2301	1324
Traveling to and from work or school	51%	51%	49%
Traveling to and from public transportation	39%	39%	38%
Escorting children to and from school or daycare	25%	24%	26%
Running errands or shopping	64%	64%	65%
Traveling to and from social, recreation, or leisure activities	71%	70%	74%
Other type of transportation bicycling	29%	29%	28%
Traveling to and from work/school or escorting children	53%	54%	52%

Among those who did not ride in the past 12 months, women are less likely than men to have ever ridden

Q12. Have you ever ridden a bicycle?			
	Total	Male	Female
<i>Unweighted Base</i>	9742	4321	5421
Yes	87%	88%	85%
No	13%	12%	15%

Women who did not ride in the past 12 months are less likely than men to intend to do so in the future

Q13. How likely are you to ride a bicycle in the future?

	Total	Male	Female
<i>Unweighted Base</i>	9742	4321	5421
Extremely Unlikely	30%	25%	33%
Unlikely	18%	18%	18%
Neutral	25%	26%	25%
Likely	18%	21%	17%
Extremely Likely	8%	10%	7%
Topbox	27%	31%	24%
Mean	2.58	2.72	2.48

Women are less likely than men to have access to a functional bike

Q15. How many operational adult bicycles does your household own?

	Total	Male	Female
<i>Unweighted Base</i>	14467	7165	7302
None	50%	45%	56%
One or more	50%	55%	44%

Women are more concerned than men about safety – both personal and around motor vehicles

Q16. Please indicate how much you agree with the following statements. Topbox Summary			
	Total	Male	Female
<i>Unweighted Base</i>	14467	7165	7302
Bicycling is a convenient way to get from one place to another	48%	50%	46%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%	49%	51%
I am familiar with the bicycle lanes, paths, and trails in my area	43%	50%	37%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%	34%	27%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%	33%	38%
It is easy to combine bicycling and public transit in my area	28%	31%	24%
I would like to ride a bicycle more often	47%	50%	44%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%	44%	42%
I feel more safe riding a bicycle now than I did five years ago	17%	21%	13%
I typically wear a helmet when I ride a bicycle	39%	39%	40%



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level



Bicycle Participation: Age

As age increases, bike riding declines with the steepest drop at driving age

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	21896	3821	3608	2863	2820	2829	2928	3027
Rode a bicycle	32%	56%	50%	38%	33%	30%	25%	18%
Watched T.V.	93%	89%	91%	90%	94%	93%	95%	97%
Worked at home after hours	37%	60%	88%	32%	35%	33%	29%	17%
Visited a social media website	77%	21%	71%	92%	91%	88%	87%	77%
Read a book	70%	71%	82%	74%	71%	65%	62%	70%
Ran or jogged outside	38%	63%	60%	61%	51%	39%	25%	14%
Used any kind of public transportation	40%	32%	42%	54%	45%	40%	38%	34%
Visited a museum of any type	39%	50%	50%	37%	42%	35%	31%	36%
Consumed a beverage with caffeine	82%	46%	71%	82%	88%	87%	89%	91%

Among those who ride, frequency also drops off around driving age

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	9072	2375	1986	1230	1041	995	847	598
Rode 1-5 days	34%	23%	17%	44%	47%	40%	38%	34%
Rode 6-12 days	14%	12%	12%	15%	14%	14%	15%	18%
Rode 13-18 days	4%	4%	4%	4%	3%	3%	3%	4%
Rode 19-24 days	7%	6%	8%	7%	7%	8%	7%	8%
Rode 25-103 days	29%	40%	39%	22%	22%	24%	25%	25%
Rode 104+ days	12%	16%	20%	7%	6%	10%	12%	11%
Mean	47.57	60.79	69.37	34.28	30.84	39.41	45.02	44.76
Median	15.00	30.00	35.00	8.00	7.00	10.00	10.00	12.00

Kids under 10 and those over 55 are most likely to ride only for recreation

Overlap between recreational and transportation riding (base bicyclists)								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	9072	2375	1986	1230	1041	995	847	598
Recreation only	55%	76%	52%	37%	46%	47%	52%	64%
Transportation only	9%	2%	7%	15%	11%	12%	12%	7%
Both	36%	22%	40%	48%	43%	41%	36%	28%

Kids who ride for recreation ride more frequently than adults

Q4. How many of those days did you participate in each of the following types of bicycling? Recreation Riding (base recreational bicyclists)								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
Unweighted Base	8423	2328	1842	1073	944	908	773	555
Rode 1-5 days	37%	24%	21%	53%	52%	45%	41%	36%
Rode 6-12 days	16%	11%	14%	16%	15%	16%	18%	19%
Rode 13-18 days	4%	4%	5%	4%	4%	4%	3%	5%
Rode 19-24 days	7%	6%	8%	7%	6%	7%	5%	8%
Rode 25-103 days	27%	39%	38%	17%	19%	23%	24%	25%
Rode 104+ days	9%	15%	14%	3%	3%	5%	8%	8%
Mean	37.50	57.33	54.54	20.59	21.36	25.60	34.74	35.08
Median	10.00	30.00	25.00	5.00	5.00	10.00	10.00	10.00

Kids ages 10 to 17 who ride to get from one place to another ride most often

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation)								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	3625	474	917	716	517	450	347	204
Rode 1-5 days	43%	50%	25%	50%	52%	45%	45%	40%
Rode 6-12 days	15%	13%	15%	13%	14%	12%	16%	19%
Rode 13-18 days	5%	4%	5%	6%	5%	5%	6%	4%
Rode 19-24 days	6%	7%	8%	5%	6%	7%	7%	5%
Rode 25-103 days	22%	21%	35%	17%	18%	23%	15%	22%
Rode 104+ days	9%	5%	12%	8%	6%	10%	10%	10%
Mean	36.58	26.87	47.71	33.11	27.48	37.15	38.22	42.30
Median	10.00	5.80	20.00	5.00	5.00	10.00	10.00	10.00

Across all ages groups, bike trips to social/leisure destinations are the most common

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	3625	474	917	716	517	450	347	204
Traveling to and from work or school	51%	65%	56%	66%	55%	47%	36%	23%
Traveling to and from public transportation	39%	52%	38%	47%	44%	34%	38%	18%
Escorting children to and from school or daycare	25%	56%	32%	25%	25%	18%	16%	8%
Running errands or shopping	64%	62%	57%	64%	65%	71%	68%	66%
Traveling to and from social, recreation, or leisure activities	71%	84%	79%	68%	70%	70%	67%	65%
Other type of transportation bicycling	29%	46%	29%	27%	24%	27%	26%	28%
Traveling to and from work/school or escorting children	53%	71%	59%	68%	58%	49%	39%	23%

Among those who did not ride in the past 12 months, people ages 18 to 24 are the least likely to have ever ridden a bike

Q12. Have you ever ridden a bicycle?								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	9742			1632	1777	1832	2079	2422
Yes	87%			82%	85%	84%	87%	89%
No	13%			18%	15%	16%	13%	11%

Among those who didn't ride in the last 12 months, those under 45 are mostly likely to intend to ride in the future

Q13. How likely are you to ride a bicycle in the future?								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	9742			1632	1777	1832	2079	2422
Extremely Unlikely	30%			18%	18%	24%	27%	40%
Unlikely	18%			19%	13%	15%	18%	21%
Neutral	25%			29%	31%	29%	27%	20%
Likely	18%			23%	23%	21%	20%	14%
Extremely Likely	8%			11%	14%	10%	8%	5%
Topbox	27%			34%	37%	31%	28%	19%
Mean	2.58			2.90	3.03	2.77	2.63	2.23

Those 55 and over are least likely to have access to a functional bicycle

Q15. How many operational adult bicycles does your household own?								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	14467			2863	2820	2829	2928	3027
None	50%			43%	43%	45%	49%	59%
One or more	50%			57%	57%	55%	51%	41%

Those 55 and over express the least desire to ride and are most concerned about safety around motor vehicles

Q16. Please indicate how much you agree with the following statements. Topbox Summary								
	Total	3 to 9	10 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55+
<i>Unweighted Base</i>	14467			2863	2820	2829	2928	3027
Bicycling is a convenient way to get from one place to another	48%			49%	47%	47%	50%	48%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%			44%	49%	47%	51%	54%
I am familiar with the bicycle lanes, paths, and trails in my area	43%			41%	44%	41%	44%	43%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%			29%	32%	29%	31%	31%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%			38%	39%	35%	37%	33%
It is easy to combine bicycling and public transit in my area	28%			31%	32%	28%	30%	23%
I would like to ride a bicycle more often	47%			49%	55%	50%	48%	42%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%			43%	48%	43%	41%	41%
I feel more safe riding a bicycle now than I did five years ago	17%			28%	25%	19%	16%	10%
I typically wear a helmet when I ride a bicycle	39%			31%	42%	38%	41%	43%



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level
Base only includes adults ages 18+



Bicycle Participation: Income

Those with incomes of \$60,000 or more are most likely to ride

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	14467	2815	3343	2756	3157	2396
Rode a bicycle	26%	24%	23%	26%	31%	37%
Watched T.V.	94%	91%	95%	96%	98%	97%
Worked at home after hours	27%	22%	23%	28%	34%	43%
Visited a social media website	85%	84%	88%	86%	84%	79%
Read a book	69%	61%	69%	74%	76%	79%
Ran or jogged outside	33%	30%	31%	34%	35%	39%
Used any kind of public transportation	40%	41%	34%	35%	43%	55%
Visited a museum of any type	36%	25%	32%	40%	48%	62%
Consumed a beverage with caffeine	88%	83%	90%	91%	92%	92%

Among those that do ride, frequency is highest among those with incomes under \$20,000

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)

	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	4711	736	931	853	1177	1014
Rode 1-5 days	41%	41%	41%	39%	44%	36%
Rode 6-12 days	15%	15%	15%	17%	15%	16%
Rode 13-18 days	4%	4%	4%	2%	4%	3%
Rode 19-24 days	8%	7%	8%	9%	7%	9%
Rode 25-103 days	24%	22%	23%	25%	23%	28%
Rode 104+ days	9%	11%	9%	8%	8%	8%
Mean	38.77	43.74	38.40	34.69	34.53	37.04
Median	10.00	10.00	10.00	10.00	10.00	12.00

Among those that ride, people with incomes under \$20,000 are particularly likely to ride for transportation

Overlap between recreational and transportation riding (base bicyclists)						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	4711	736	931	853	1177	1014
Recreation only	50%	36%	48%	56%	62%	64%
Transportation only	11%	16%	12%	10%	7%	7%
Both	39%	49%	40%	34%	31%	30%

Among those that ride for recreation, frequency is stable across income groups

Q4. How many of those days did you participate in each of the following types of bicycling? Recreation Riding (base recreational bicyclists)

	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	4253	622	814	771	1095	951
Rode 1-5 days	45%	49%	45%	42%	47%	39%
Rode 6-12 days	17%	18%	16%	17%	15%	17%
Rode 13-18 days	4%	3%	4%	6%	6%	4%
Rode 19-24 days	7%	6%	7%	8%	5%	8%
Rode 25-103 days	21%	19%	23%	22%	21%	25%
Rode 104+ days	6%	6%	5%	5%	6%	6%
Mean	27.66	26.28	26.69	28.03	28.00	31.04
Median	8.00	6.00	8.00	10.00	8.00	10.00

Among those that ride for transportation, frequency is highest among those with incomes under \$20,000

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation bicyclists)						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	2234	470	496	392	477	399
Rode 1-5 days	47%	44%	46%	54%	55%	43%
Rode 6-12 days	15%	14%	14%	14%	12%	22%
Rode 13-18 days	5%	6%	6%	3%	5%	2%
Rode 19-24 days	6%	6%	6%	6%	6%	7%
Rode 25-103 days	19%	19%	18%	18%	17%	24%
Rode 104+ days	9%	12%	10%	5%	6%	3%
Mean	34.96	42.65	37.33	24.01	25.67	23.69
Median	7.00	10.00	8.00	5.00	5.00	10.00

Among people who ride for transportation, those with incomes under \$20,000 are particularly likely to ride to and from public transportation and to run errands

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	2234	470	496	392	477	399
Traveling to and from work or school	47%	52%	45%	50%	43%	36%
Traveling to and from public transportation	37%	43%	35%	38%	29%	24%
Escorting children to and from school or daycare	19%	21%	17%	21%	17%	15%
Running errands or shopping	66%	73%	64%	66%	59%	57%
Traveling to and from social, recreation, or leisure activities	68%	68%	68%	67%	71%	66%
Other type of transportation bicycling	27%	29%	22%	25%	28%	27%
Traveling to and from work/school or escorting children	49%	54%	47%	52%	46%	38%

Most of those who didn't ride in the last 12 months have ridden at some point in their lives

Q12. Have you ever ridden a bicycle?						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	9742	2076	2408	1901	1978	1379
Yes	87%	82%	88%	88%	92%	92%
No	13%	18%	12%	12%	8%	8%

Those with incomes of \$100,000 or more are particularly likely to intend to ride in the future

Q13. How likely are you to ride a bicycle in the future?						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	9742	2076	2408	1901	1978	1379
Extremely Unlikely	30%	31%	30%	28%	28%	27%
Unlikely	18%	17%	18%	21%	19%	18%
Neutral	25%	27%	25%	25%	24%	25%
Likely	18%	17%	19%	17%	20%	23%
Extremely Likely	8%	9%	8%	9%	8%	8%
Topbox	27%	25%	28%	27%	29%	30%
Mean	2.58	2.55	2.58	2.58	2.62	2.67

Those with incomes under \$40,000 are least likely to have access to a functional bicycle

Q15. How many operational adult bicycles does your household own?						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	14467	2815	3343	2756	3157	2396
None	50%	56%	54%	48%	42%	35%
One or more	50%	44%	46%	52%	58%	65%

Those with incomes over \$60,000 are less concerned about personal safety when bike riding

Q16. Please indicate how much you agree with the following statements. Topbox Summary						
	Total	Under \$20K	\$20K to < \$40K	\$40K to < \$60K	\$60K to < \$100K	\$100K+
<i>Unweighted Base</i>	14467	2815	3343	2756	3157	2396
Bicycling is a convenient way to get from one place to another	48%	49%	48%	48%	48%	46%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%	46%	51%	52%	52%	56%
I am familiar with the bicycle lanes, paths, and trails in my area	43%	39%	42%	44%	48%	52%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%	28%	29%	34%	33%	36%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%	37%	37%	35%	33%	32%
It is easy to combine bicycling and public transit in my area	28%	29%	28%	27%	26%	25%
I would like to ride a bicycle more often	47%	43%	46%	49%	53%	55%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%	39%	43%	43%	48%	48%
I feel more safe riding a bicycle now than I did five years ago	17%	19%	16%	17%	17%	16%
I typically wear a helmet when I ride a bicycle	39%	33%	34%	41%	47%	50%



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level
Respondents may identify with more than one ethnic/racial group

Bicycling rates are highest among Hispanic/Latino and Asian American populations

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	21896	16398	1822	2100	1249	1080
Rode a bicycle	32%	30%	31%	38%	38%	33%
Watched T.V.	93%	95%	91%	91%	89%	91%
Worked at home after hours	37%	31%	41%	49%	46%	42%
Visited a social media website	77%	79%	76%	73%	80%	80%
Read a book	70%	72%	66%	69%	69%	72%
Ran or jogged outside	38%	31%	44%	55%	54%	46%
Used any kind of public transportation	40%	35%	49%	45%	51%	50%
Visited a museum of any type	39%	39%	33%	41%	46%	40%
Consumed a beverage with caffeine	82%	88%	71%	74%	78%	82%

Among those who ride, Black/African American and White populations ride most often

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)

	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	9072	6907	655	869	554	429
Rode 1-5 days	34%	32%	34%	37%	38%	35%
Rode 6-12 days	14%	14%	16%	12%	19%	14%
Rode 13-18 days	4%	4%	4%	4%	2%	2%
Rode 19-24 days	7%	8%	6%	8%	7%	5%
Rode 25-103 days	29%	30%	29%	28%	28%	33%
Rode 104+ days	12%	12%	13%	12%	7%	12%
Mean	47.57	49.43	49.24	44.68	33.54	48.45
Median	15.00	18.00	15.00	15.00	10.00	15.00

White populations are particularly likely to ride only for recreation

Overlap between recreational and transportation riding (base bicyclists)						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	9072	6907	655	869	554	429
Recreation only	55%	59%	44%	51%	47%	47%
Transportation only	9%	9%	11%	8%	8%	11%
Both	36%	32%	45%	41%	45%	42%

Among those who ride for recreation, Black/African American populations ride most often

Q4. How many of those days did you participate in each of the following types of bicycling? Recreation Riding (base recreational bicyclists)						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	8423	6449	587	808	510	386
Rode 1-5 days	37%	36%	37%	40%	43%	39%
Rode 6-12 days	16%	15%	17%	15%	18%	15%
Rode 13-18 days	4%	5%	5%	4%	3%	2%
Rode 19-24 days	7%	7%	5%	7%	6%	7%
Rode 25-103 days	27%	28%	25%	27%	25%	30%
Rode 104+ days	9%	9%	11%	7%	5%	7%
Mean	37.50	38.75	40.65	34.94	28.06	32.85
Median	10.00	12.00	10.00	10.00	10.00	10.00

Among those who ride for transportation, Asian American populations ride the least often

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation bicyclists)						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	3625	2538	352	403	279	206
Rode 1-5 days	43%	38%	47%	51%	49%	39%
Rode 6-12 days	15%	16%	15%	11%	17%	11%
Rode 13-18 days	5%	5%	4%	5%	6%	7%
Rode 19-24 days	6%	7%	6%	4%	10%	6%
Rode 25-103 days	22%	25%	19%	21%	15%	25%
Rode 104+ days	9%	10%	9%	7%	3%	12%
Mean	36.58	41.70	33.81	29.74	20.00	45.87
Median	10.00	10.00	6.67	5.00	6.00	10.00

Across ethnic/racial groups, social/leisure trips and errands are most common

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	3625	2538	352	403	279	206
Traveling to and from work or school	51%	42%	59%	62%	59%	53%
Traveling to and from public transportation	39%	28%	56%	47%	50%	41%
Escorting children to and from school or daycare	25%	16%	39%	32%	33%	29%
Running errands or shopping	64%	61%	75%	65%	66%	66%
Traveling to and from social, recreation, or leisure activities	71%	68%	73%	74%	81%	71%
Other type of transportation bicycling	29%	24%	38%	30%	32%	38%
Traveling to and from work/school or escorting children	53%	44%	62%	64%	61%	54%

Among those who didn't ride in the past 12 months, Asian American populations are least likely to have ever ridden

Q12. Have you ever ridden a bicycle?						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	9742	7470	828	773	494	457
Yes	87%	90%	80%	81%	74%	82%
No	13%	10%	20%	19%	26%	18%

Among those who didn't ride in the last 12 months, people of color are most likely to intend to ride in the future

Q13. How likely are you to ride a bicycle in the future?						
		Ethnicity				
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	9742	7470	828	773	494	457
Extremely Unlikely	30%	33%	24%	21%	21%	23%
Unlikely	18%	18%	17%	16%	20%	18%
Neutral	25%	24%	25%	29%	29%	26%
Likely	18%	17%	22%	22%	22%	19%
Extremely Likely	8%	7%	12%	11%	9%	13%
Topbox	27%	25%	34%	33%	30%	33%
Mean	2.58	2.48	2.81	2.85	2.77	2.82

Black/African American and White populations are least likely to have access to a functional bicycle

Q15. How many operational adult bicycles does your household own?						
		Ethnicity				
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	14467	11016	1156	1205	838	705
None	50%	52%	54%	44%	44%	45%
One or more	50%	48%	46%	56%	56%	55%

Personal safety is a particular concern among people of color

Q16. Please indicate how much you agree with the following statements. Topbox Summary						
	Total	White	Black/ African American	Hispanic/ Latino	Asian American	Other
<i>Unweighted Base</i>	14467	11016	1156	1205	838	705
Bicycling is a convenient way to get from one place to another	48%	46%	56%	49%	51%	47%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%	51%	47%	50%	58%	45%
I am familiar with the bicycle lanes, paths, and trails in my area	43%	42%	44%	46%	44%	45%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%	29%	35%	33%	33%	28%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%	34%	39%	40%	49%	33%
It is easy to combine bicycling and public transit in my area	28%	24%	38%	35%	31%	29%
I would like to ride a bicycle more often	47%	46%	47%	52%	48%	49%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%	42%	43%	45%	51%	42%
I feel more safe riding a bicycle now than I did five years ago	17%	14%	23%	27%	25%	17%
I typically wear a helmet when I ride a bicycle	39%	39%	39%	36%	53%	35%



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level



Bicycle Participation: Region

Bicycling rates are lowest in the Northeast

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	21896	5219	5664	5626	5387
Rode a bicycle	32%	29%	33%	31%	33%
Watched T.V.	93%	94%	94%	93%	93%
Worked at home after hours	37%	32%	32%	40%	38%
Visited a social media website	77%	79%	79%	76%	78%
Read a book	70%	69%	69%	71%	71%
Ran or jogged outside	38%	34%	33%	41%	41%
Used any kind of public transportation	40%	54%	35%	33%	44%
Visited a museum of any type	39%	38%	39%	39%	40%
Consumed a beverage with caffeine	82%	83%	84%	81%	82%

Among those who ride, frequency is also lowest in the Northeast

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)

	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	9072	2155	2550	2127	2240
Rode 1-5 days	34%	35%	31%	34%	35%
Rode 6-12 days	14%	17%	15%	12%	16%
Rode 13-18 days	4%	3%	4%	3%	4%
Rode 19-24 days	7%	8%	9%	7%	7%
Rode 25-103 days	29%	27%	29%	31%	27%
Rode 104+ days	12%	10%	12%	14%	11%
Mean	47.57	40.94	46.65	52.81	44.90
Median	15.00	12.00	17.00	20.00	12.00

People who live in South are most likely to ride exclusively for recreation

Overlap between recreational and transportation riding (base bicyclists)					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	9072	2155	2550	2127	2240
Recreation only	55%	53%	54%	58%	51%
Transportation only	9%	7%	10%	8%	10%
Both	36%	39%	37%	33%	39%

Among those who ride for recreation, people in the South ride most frequently

Q4. How many of those days did you participate in each of the following types of bicycling? Recreation Riding (base recreational bicyclists)

	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	8423	2024	2380	1980	2039
Rode 1-5 days	37%	40%	34%	36%	41%
Rode 6-12 days	16%	17%	17%	14%	16%
Rode 13-18 days	4%	5%	4%	4%	4%
Rode 19-24 days	7%	5%	9%	6%	7%
Rode 25-103 days	27%	25%	28%	30%	24%
Rode 104+ days	9%	7%	8%	11%	7%
Mean	37.50	30.94	36.71	44.76	31.50
Median	10.00	10.00	12.00	15.00	10.00

The frequency of riding for transportation is stable across regions

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation bicyclists)

	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	3625	828	992	806	999
Rode 1-5 days	43%	44%	40%	44%	44%
Rode 6-12 days	15%	18%	16%	14%	13%
Rode 13-18 days	5%	4%	3%	5%	7%
Rode 19-24 days	6%	5%	8%	6%	5%
Rode 25-103 days	22%	20%	24%	22%	22%
Rode 104+ days	9%	9%	8%	8%	11%
Mean	36.58	34.11	35.74	35.56	40.11
Median	10.00	8.00	10.00	10.00	10.00

Bike trips to and from social/leisure activities are the most common across geographic region

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	3625	828	992	806	999
Traveling to and from work or school	51%	52%	47%	52%	50%
Traveling to and from public transportation	39%	47%	30%	42%	37%
Escorting children to and from school or daycare	25%	27%	18%	30%	21%
Running errands or shopping	64%	68%	63%	64%	64%
Traveling to and from social, recreation, or leisure activities	71%	77%	70%	71%	70%
Other type of transportation bicycling	29%	26%	26%	34%	25%
Traveling to and from work/school or escorting children	53%	54%	49%	54%	54%

Among those who didn't ride in the last 12 months, people who live in the Northeast are least likely to have ever ridden a bicycle

Q12. Have you ever ridden a bicycle?					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	9742	2394	2382	2581	2385
Yes	87%	84%	90%	86%	87%
No	13%	16%	10%	14%	13%

Among those who did not ride in the last 12 months, people in the Northeast are least likely to intend to ride in the future

Q13. How likely are you to ride a bicycle in the future?					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	9742	2394	2382	2581	2385
Extremely Unlikely	30%	31%	30%	30%	28%
Unlikely	18%	20%	17%	18%	18%
Neutral	25%	26%	25%	25%	26%
Likely	18%	16%	18%	19%	20%
Extremely Likely	8%	7%	10%	8%	8%
Topbox	27%	23%	28%	27%	28%
Mean	2.58	2.49	2.62	2.58	2.62

People who live in the Midwest and West are most likely to have access to a functional bicycle

Q15. How many operational adult bicycles does your household own?					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	14467	3527	3672	3623	3645
None	50%	52%	47%	54%	47%
One or more	50%	48%	53%	46%	53%

Those in the West are most likely to want to ride more often and most likely to be concerned about safety

Q16. Please indicate how much you agree with the following statements. Topbox Summary					
	Total	Northeast	Midwest	South	West
<i>Unweighted Base</i>	14467	3527	3672	3623	3645
Bicycling is a convenient way to get from one place to another	48%	50%	50%	44%	51%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%	49%	47%	51%	52%
I am familiar with the bicycle lanes, paths, and trails in my area	43%	42%	45%	39%	48%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%	31%	32%	27%	34%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%	33%	33%	38%	38%
It is easy to combine bicycling and public transit in my area	28%	26%	27%	24%	34%
I would like to ride a bicycle more often	47%	45%	49%	47%	48%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%	43%	42%	43%	43%
I feel more safe riding a bicycle now than I did five years ago	17%	17%	17%	17%	18%
I typically wear a helmet when I ride a bicycle	39%	42%	34%	38%	43%



Note. Green/red highlighting indicates values that are higher/lower than total values at a 95% confidence level



Bicycle Participation: Area

Bicycling rates are highest in urban areas and lowest in rural areas

Q1. In the past 12 months, how many days have you participated in the following activities? Percent Summary					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	21896	5522	9403	3490	3481
Rode a bicycle	32%	34%	32%	32%	26%
Watched T.V.	93%	92%	95%	93%	93%
Worked at home after hours	37%	38%	36%	36%	34%
Visited a social media website	77%	79%	77%	77%	78%
Read a book	70%	69%	72%	69%	68%
Ran or jogged outside	38%	42%	37%	39%	34%
Used any kind of public transportation	40%	52%	40%	33%	24%
Visited a museum of any type	39%	40%	42%	36%	32%
Consumed a beverage with caffeine	82%	80%	82%	84%	86%

Among those who ride, people who live in small towns ride most frequently

Q1. In the past 12 months, how many days have you participated in the following activities? Bicycling (base bicyclists)					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	9072	2304	3975	1493	1300
Rode 1-5 days	34%	34%	33%	32%	36%
Rode 6-12 days	14%	15%	14%	15%	12%
Rode 13-18 days	4%	3%	4%	3%	3%
Rode 19-24 days	7%	8%	8%	6%	7%
Rode 25-103 days	29%	27%	31%	29%	30%
Rode 104+ days	12%	13%	10%	14%	12%
Mean	47.57	48.37	44.78	54.02	46.74
Median	15.00	15.00	15.00	15.00	15.00

Those in urban areas are most likely to ride for transportation

Overlap between recreational and transportation riding (base bicyclists)					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	9072	2304	3975	1493	1300
Recreation only	55%	44%	60%	54%	63%
Transportation only	9%	12%	7%	9%	8%
Both	36%	44%	33%	37%	29%

Among those who ride for recreation, frequency is stable across areas

Q4. How many of those days did you participate in each of the following types of bicycling?					
Recreation Riding (base recreational bicyclists)					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	8423	2073	3729	1399	1222
Rode 1-5 days	37%	39%	36%	37%	37%
Rode 6-12 days	16%	15%	16%	16%	15%
Rode 13-18 days	4%	4%	5%	4%	4%
Rode 19-24 days	7%	8%	6%	7%	5%
Rode 25-103 days	27%	26%	29%	26%	29%
Rode 104+ days	9%	8%	8%	10%	10%
Mean	37.50	34.85	36.74	41.99	40.23
Median	10.00	10.00	11.00	10.00	10.00

Among those who ride for transportation, frequency is highest for those who live in small towns

Q4. How many of those days did you participate in each of the following types of bicycling? Transportation Riding (base transportation bicyclists)					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	3625	1211	1450	577	387
Rode 1-5 days	43%	43%	43%	42%	44%
Rode 6-12 days	15%	16%	15%	11%	15%
Rode 13-18 days	5%	5%	6%	3%	5%
Rode 19-24 days	6%	4%	7%	7%	9%
Rode 25-103 days	22%	22%	22%	26%	18%
Rode 104+ days	9%	10%	7%	11%	9%
Mean	36.58	37.69	33.36	44.01	32.79
Median	10.00	10.00	10.00	10.00	10.00

Transportation riders in urban areas are most likely to take nearly every type of trip

Q5. During a typical week, how many of the following types of transportation-related bicycle trips/rides do you take? Percent Summary					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	3625	1211	1450	577	387
Traveling to and from work or school	51%	58%	46%	50%	43%
Traveling to and from public transportation	39%	48%	33%	34%	33%
Escorting children to and from school or daycare	25%	31%	19%	25%	21%
Running errands or shopping	64%	69%	59%	66%	64%
Traveling to and from social, recreation, or leisure activities	71%	74%	71%	69%	67%
Other type of transportation bicycling	29%	32%	26%	30%	24%
Traveling to and from work/school or escorting children	53%	60%	48%	53%	45%

Among those who didn't ride in the past 12 months,
most have ridden at some point in their lives

Q12. Have you ever ridden a bicycle?					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	9742	2421	4156	1484	1681
Yes	87%	84%	86%	89%	89%
No	13%	16%	14%	11%	11%

Among those that didn't ride in the past 12 months, those who live in urban areas are most likely to intend to ride in the future

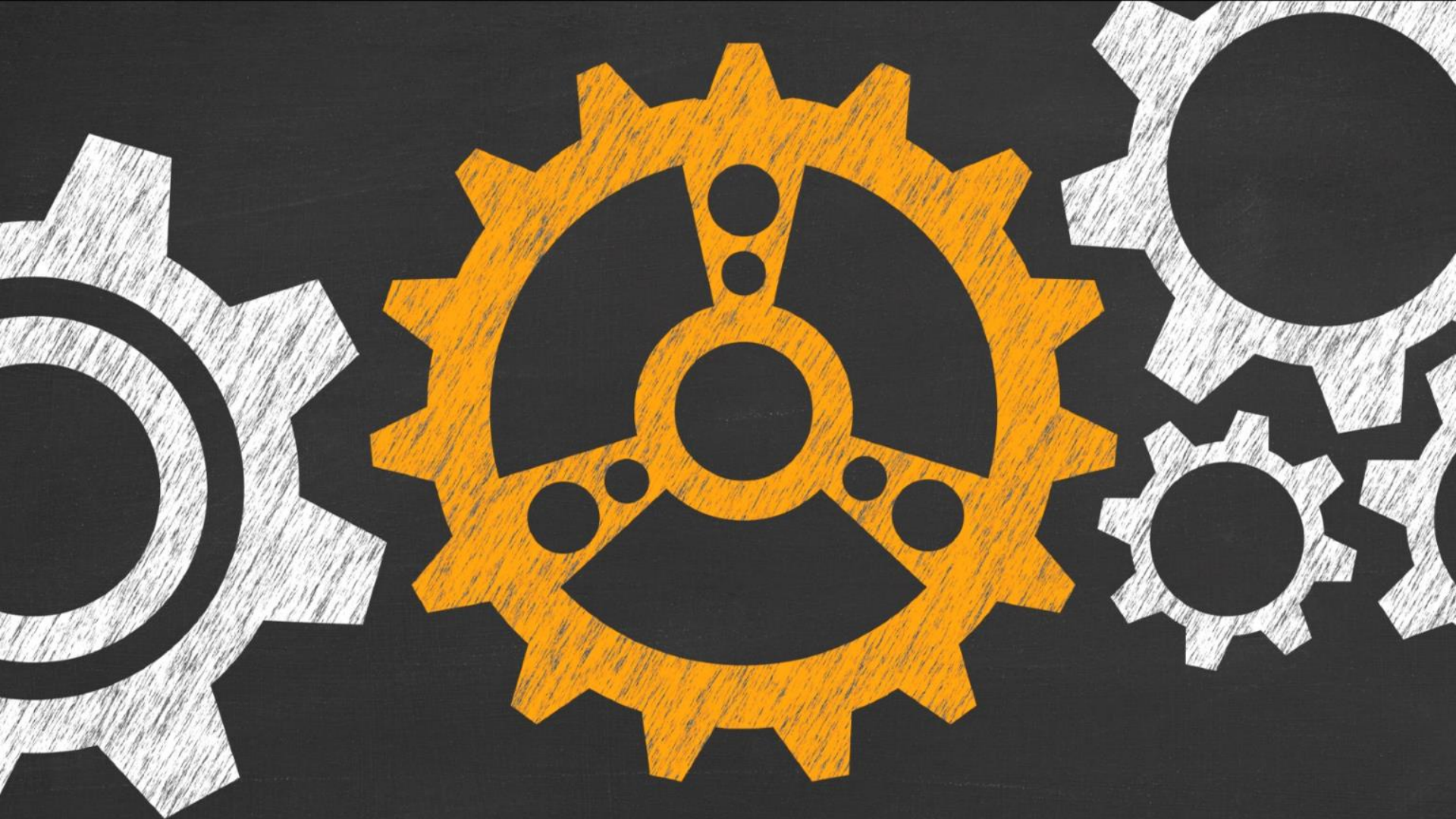
Q13. How likely are you to ride a bicycle in the future?					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	9742	2421	4156	1484	1681
Extremely Unlikely	30%	27%	30%	30%	32%
Unlikely	18%	17%	19%	18%	18%
Neutral	25%	26%	24%	27%	25%
Likely	18%	19%	19%	16%	18%
Extremely Likely	8%	10%	8%	9%	7%
Topbox	27%	29%	27%	25%	25%
Mean	2.58	2.68	2.55	2.57	2.51

Those who live in suburban areas and small towns are most likely to have access to a functional bicycle

Q15. How many operational adult bicycles does your household own?					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	14467	3733	6273	2217	2244
None	50%	53%	48%	49%	53%
One or more	50%	47%	52%	51%	47%

Those in urban areas are most likely to want to ride more often and are most concerned about safety

Q16. Please indicate how much you agree with the following statements. Topbox Summary					
	Total	Urban	Suburban	Small Town	Rural
<i>Unweighted Base</i>	14467	3733	6273	2217	2244
Bicycling is a convenient way to get from one place to another	48%	54%	47%	47%	43%
I worry about being hit by a motor vehicle when riding a bicycle in my area	50%	53%	52%	44%	47%
I am familiar with the bicycle lanes, paths, and trails in my area	43%	46%	45%	41%	36%
I am satisfied with the number and condition of the bike lanes, paths, and trails in my area	31%	33%	33%	29%	24%
I worry about my personal safety when riding a bicycle in my area (e.g. being mugged, etc.)	36%	41%	36%	28%	34%
It is easy to combine bicycling and public transit in my area	28%	38%	28%	21%	16%
I would like to ride a bicycle more often	47%	48%	49%	47%	43%
I would be more likely to ride a bicycle if motor vehicles and bicycles were physically separated by a barrier	43%	45%	45%	40%	38%
I feel more safe riding a bicycle now than I did five years ago	17%	21%	17%	17%	12%
I typically wear a helmet when I ride a bicycle	39%	41%	43%	34%	29%



Appendix

Research Methodology

(1 of 2)

This study was primarily designed to track changes in bicycling participation and perceptions over time so the methodology was largely replicated from the methodology designed by Breakaway Research Group in 2014 and used by Corona Insights in 2016. The following are the key components of that methodology.

➔ Survey Instrument

- > The survey instrument used was identical to that used in 2016 with the exception that two questions regarding riding barriers were removed.
- > The median time required to complete the survey was approximately 7 minutes.
- > Bicycling participation was measured in the context of 10 activities including leisure activities, chores, and sports.

➔ Research Mode and Sampling

- > Respondents for this research came from Corona's partner, Dynata (formerly ResearchNow SSI), a national online panel provider. Dynata invited a representative sample of its panel to participate the survey.
- > To control for response bias, those who reported having visited a fictional website were terminated from the survey (as was done in 2014). In 2018, we also added an additional check on respondent quality by removing respondents whose time per question was less than 60% of the overall median time per question.
- > Quotas were set to ensure that a sufficient number of responses were available in each of 48 combinations of demographic profiles in terms of age, gender, and geographic region to allow for robust analysis.

Research Methodology

(2 of 2)

➔ Execution

- > All responses were collected between November 8-22, 2018.
- > In total, 14,467 responses were collected from adults ages 18 and over in the U.S. (after removing respondents flagged for possible data quality issues).
 - Parents reported on the bicycling participation of their children, so the total number of individuals represented by these responses was 21,896.
 - This sample provides an overall margin of error of less than $\pm 1\%$ at a 95% confidence level.

➔ Weighting

- > The sample was weighted to represent the U.S. population ages 3+ for gender, age, region, ethnicity, and income
- > This process was replicated from the previous studies in order to ensure comparability of the results

Methodological differentiators between this and other bicycling participation studies

- Bicycling participation is defined very broadly to include any type of riding that takes place outside, including recreational riding and riding for transportation.
- Bicycling participation is measured in the context of 10 activities.
 - > Research suggests that measuring bicycling participation within the context of a single activity inflates estimates of participation and asking in the context of more than 25 activities artificially reduces estimates.
- The list of activities sets a broad cognitive framework that includes leisure activities, sports, transportation, and chores.
- Positive response bias is controlled through reports of visits to a fictional website. In addition, respondents who had particularly fast response times were disqualified as an additional quality control measure.
- Historically, this study has tracked well with the [Pew Research Center's estimates for book reading](#) as an external validation measure. However, while Pew estimates that 74% of adults read a book in the past year as of January 2018, our estimate of book reading from this survey is 69%. While some of this difference may be explained by differences in the way the two studies treated audiobook listening, future iterations of this study will implement additional weighting measures and respondent quality checks in an effort to further improve the reliability of the results.



About Corona Insights

Our founder named the company Corona because the word means “light.” It’s the knowledge that surrounds and illuminates an issue; exactly what we provide. Our firm’s mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

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