

**SAMPLE**

# 2022 U.S. Bicycling Participation Study

A SURVEY OF U.S. RESIDENTS



**peopleforbikes**

CORONA INSIGHTS



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# Executive Summary

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- > More Americans rode a bicycle in 2022 than has ever been measured before. During 2022, 108 million Americans over the age of 2 rode a bicycle outdoors at least once, either for recreation or transportation purposes. While the participation rate of 34% is equal to the rate measured in the 2014 iteration of this study, the absolute number of riders has grown.
- > Some demographic groups have seen greater growth than others. There has been a steady increase in ridership among Americans with a household income greater than \$60,000, Americans in the Northeast and West, and Americans ages 25 to 54 years old. While ridership grew among some demographic groups, other types of riders saw decreases in participation. The 2022 iteration of this study estimates that ridership among youth ages 3 to 17 is continuing the downward trend which began in 2016. Still, about half of the youth in America (53% of kids 3 to 9 and 47% of kids ages 10 to 17) rode a bicycle in 2022.
- > As cities across America are working to create better infrastructure for bicycles, more riders were using their bicycles to ride for transportation (54%) than ever before. Still, safety is a concern for riders and non-riders alike, with 2022 reversing a longtime trend of Americans feeling safer riding their bicycle. In 2022, 53% of Americans were worried about being hit by a motor vehicle; this is up from 47% in 2020, a time when over 200 American cities changed the functionality of their streets to accommodate increased outdoor activity. Additionally, this research details an increase in concerns about personal safety while riding a bicycle, with 44% of Americans concerned about being mugged, harassed, or assaulted while riding.
- > While this iteration of the PeopleForBikes U.S. Bicycling Participation Study highlighted areas for improvement, including the necessary growth of youth ridership and creating safe places for bicycles, the influx of new riders can help usher in these changes. With more Americans riding than ever before, there is more power to create the bicycling world we want.

PeopleForBikes mission is to get more people riding bikes more often. To make bike riding better for everyone.

Accurate information on bicycling participation is essential in evaluating PeopleForBikes overall work and the effectiveness of its key projects.

This report summarizes findings from a bicycling participation survey commissioned by PeopleForBikes and conducted by Corona Insights. The study was designed to measure participation in bicycling and track it over time.

Key project objectives:

- Provide a reliable statistical metric for bicycling participation among U.S. residents aged three or older.
- Implement a methodological approach that can be applied in specific locations to quantify participation and the impact of investments in infrastructure.
- Track bicycling participation rates over time to measure the return-on-investment of programs designed to increase participation.

Learn more about PeopleForBikes: <https://www.peopleforbikes.org>



Learn more about Corona Insights: <https://www.coronainsights.com>



## Bike Riding Participation

The percentage of Americans who ride bikes was slightly, yet statistically significantly, higher in 2022 (XX%) compared to 2018 and 2016 (both at XX%).

- Bike ridership increased from XX% in 2020 to XX% in 2022, though that difference was not statistically significant.
- Adult participation increased from XX% in 2020 to XX% in 2022, a statically significant difference. Adult participation has slowly but steadily increased since 2016, with the greatest participation growth in the XX to XX age range.
- Youth (ages 3-17) participation, however, continued a slow but steady decline, decreasing from XX% in 2020 to XX% in 2022, a statistically significant drop.
- Compared to 2020, slight bicycle participation rate increases were seen by people with higher incomes, White Americans, and residents in the Northeast and Western Census regions.
- But overall, participation rates in 2022 were similar to rates in 2020. This is surprising considering other information suggested bike riding increased notably during and since the COVID pandemic.

## Bike Riding Frequency

While the *average* number of days ridden (bicycle riding frequency) XXXXXX in 2022 compared to 2020, the median number of days XXXXXX over a broader time period (2014 to 2022). The median cyclist rode for XX days in 2022, compared to XX days in 2014 and 2016.

The share of riders spending 6 or more days a year riding continued to slowly, but steadily, XXXXXX.

- This trend held true for both recreation and transportation riding.
- This trend has been more consistent among youth riders than adult riders.

# Key Findings: Contextual and Psychographic Trends

- > Worry about safety on a bike increased since 2020.
  - Being worried about getting hit by a motor vehicle increased from XX% in 2020 to XX% in 2022.
  - Being worried about personal safety when riding a bike (e.g., being mugged) increased from XX% in 2020 to XX% in 2022.
- > Among non-riders, (XX%) had ridden a bike in the past.
  - However, only XX% intend to in the future.
- > A greater proportion of bike riders transported their bike by motor vehicle in 2022 than 2014, 2016, or 2018.
  - XX% of riders transported by car/truck in 2022.
- > Half of Americans had an adult bike at their household, and most of those were reported to be operational. Most youth bikes were reported to be operational too.
  - Tires were the most common reasons for bikes being non-operational.

# Key Metrics: Overall

XX%

of Americans\* (XXXX million)  
rode a bicycle in the past year.

All Bicycling	Participating 1+ Days		Participating 6+ Days	
	%	# (millions)	%	# (millions)
2014	XX%	XX	XX%	XX
2016	XX%	XX	XX%	XX
2018	XX%	XX	XX%	XX
2020	XX%	XX	XX%	XX
2022	XX%	XX	XX%	XX

XX%

of those who rode did so twice a  
month or less often.

	All Bicycling				
	2014	2016	2018	2020	2022
Occasional (1-24 days)	XX	XX	XX	XX	XX
Moderate (25-103 days)	XX	XX	XX	XX	XX
Committed (104+ days)	XX	XX	XX	XX	XX
Mean	XX	XX	XX	XX	XX
Median	XX	XX	XX	XX	XX
Person-days ridden (billions)	XX	XX	XX	XX	XX

\*of Americans ages 3 or older



XX%

of Americans\* (XXXXX million)  
rode a bicycle for recreation in  
the past year.

Recreation	Participating 1+ Days		Participating 6+ Days	
	%	# (millions)	%	# (millions)
2014	XX	XX	XX	XX
2016	XX	XX	XX	XX
2018	XX	XX	XX	XX
2020	XX	XX	XX	XX
2022	XX	XX	XX	XX

XX%

of those who rode for  
recreation did so twice a month  
or less often.

	Recreation				
	2014	2016	2018	2020	2022
Occasional (1-24 days)	XX	XX	XX	XX	XX
Moderate (25-103 days)	XX	XX	XX	XX	XX
Committed (104+ days)	XX	XX	XX	XX	XX
Mean	XX	XX	XX	XX	XX
Median	XX	XX	XX	XX	XX
Person-days ridden (billions)	XX	XX	XX	XX	XX

\*of Americans ages 3 or older

XX%

of Americans\* (XXXX million)  
rode a bicycle for transportation  
in the past year.

Transportation	Participating 1+ Days		Participating 6+ Days	
	%	# (millions)	%	# (millions)
2014	XX	XX	XX	XX
2016	XX	XX	XX	XX
2018	XX	XX	XX	XX
2020	XX	XX	XX	XX
2022	XX	XX	XX	XX

XX%

of those who rode for  
transportation did so twice a  
month or less often.

	Transportation				
	2014	2016	2018	2020	2022
Occasional (1-24 days)	XX	XX	XX	XX	XX
Moderate (25-103 days)	XX	XX	XX	XX	XX
Committed (104+ days)	XX	XX	XX	XX	XX
Mean	XX	XX	XX	XX	XX
Median	XX	XX	XX	XX	XX
Person-days ridden (billions)	XX	XX	XX	XX	XX

\*of Americans ages 3 or older

## Detailed Results

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*Throughout this report, up facing (green) and downfacing (orange) arrows indicate 2022 increases and decreases (respectively) from 2020 that were statistically significant when the likelihood of a false positive rate was less than 5%. That is, out of 100 statistically significant results, we could expect 5 of those results to be due to random chance rather than actual differences between years or differences within the population.*

*Also, note that statistically significant results do not necessarily indicate the importance of the result. Small or trivial differences between large groups may be statistically significant. Conversely noteworthy trends, especially between or within smaller populations, may be important, even if not statistically significant.*

Detailed Findings

# **Bicycling Participation Trends**

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Detailed Findings

## **Psychographic Trends**

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# Appendix

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- > **Weighting:** Post-survey corrective weights were calculated and applied to the data using a marginal weighting technique.
- Weights were based on the demographic categories employed in the survey quotas.
  - Weighting targets were informed by 2021 population estimates derived from the U.S. Census Bureau’s American Community Survey. The sample was weighted (using a Rim weighting technique) to reflect U.S. Census estimates of the distribution of Americans by age, gender, region, income, and race/ethnicity.
  - For children between the ages of 3 and 17
    - Age and gender were reported by adults with children in their homes
    - Region and race/ethnicity were assumed to be the same as the reporting adult
    - Personal earnings were assumed to be \$0
  - The resultant weights ranged from 0.122 to 22.09.
  - The table to the right presents the weighting targets, unweighted sample distributions, and weighted sample distributions for all weighting strata.

	Targets	Unweighted Sample	Weighted Sample
Gender			
Male	49%	51%	49%
Female	51%	49%	51%
Age			
Ages 3 to 9	9%	17%	9%
Ages 10 to 17	11%	18%	11%
Ages 18 to 24	9%	13%	9%
Ages 25 to 34	14%	13%	14%
Ages 35 to 44	14%	13%	14%
Ages 45 to 54	13%	13%	13%
Ages 55 to 64	13%	7%	13%
Ages 65+	17%	7%	17%
Region			
Northeast	17%	25%	17%
Midwest	21%	26%	21%
South	38%	25%	38%
West	24%	25%	24%
Income			
Under \$20k	49%	47%	49%
\$20,000-\$39,999	18%	14%	18%
\$40,000-\$59,999	12%	12%	12%
\$60,000-\$99,999	12%	14%	12%
More than \$100k	9%	13%	9%
Ethnicity			
White alone (Caucasian)	58%	67%	58%
Black alone (African-American)	12%	11%	12%
Hispanic	19%	12%	19%
Other race or Multiple races	11%	10%	11%

- > **Survey instrument:** The survey instrument was provided as a separate Word file.
- > **Analysis tables:** Top level tabulations and segmented cross-tabulations were provided in a separate Excel file.
- > **Data:** Clean survey response data, including derived variables and weights, were provided in a separate SAV file.

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