



British Columbia Cycling Coalition: Cycling Poll, 2013

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Background and Objectives

Background

In March 2013, NRG Research Group provided in-kind services to members of the BC Cycling Coalition, to conduct a survey among the general population of British Columbia. The primary purpose of the survey was to understand attitudes towards cycling, and cycling-related infrastructure.

Surveys were distributed to respondents on-line. Survey programming, hosting and data collection was undertaken by NRG Research Group, utilizing Research Now's on-line panel. The survey was available between April 11th and April 15th, 2013. In total, n=463 interviews were completed and the survey took on average, 7 minutes to complete.

Results were weighted (by gender, age and location), to reflect the general population of British Columbia.

Objectives

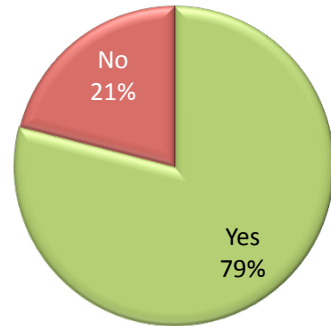
The primary objectives of this research were to:

- ✓ Gauge level of public support for increased BC Government investment in cycling infrastructure,
- ✓ Understand incidence of cycling, and barriers to cycling more often and likelihood of considering cycling in the future (among non-cyclists);
- ✓ Understand the impact various types of cycling-related infrastructure would have on how often BC residents cycle; and,
- ✓ Evaluate the relative importance of funding various cycling-related infrastructure initiatives.

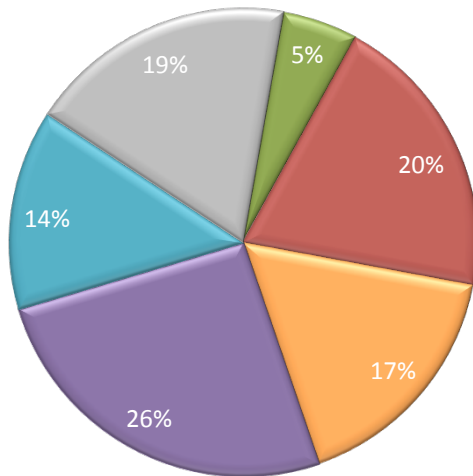
Results

Access to Bicycles, Frequency of Use and Reasons for Cycling

Q2. Do you own a bicycle or have access to a bicycle?



Q3. Which statement best describes you? I ride my bicycle...



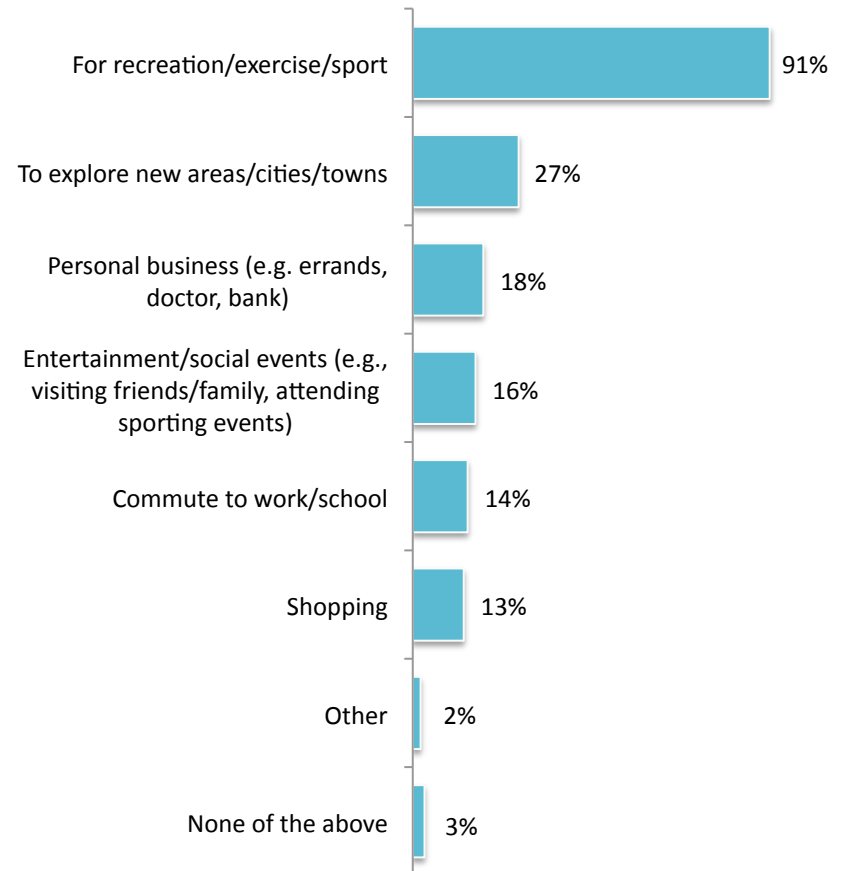
- Daily (5 or more times/week)
- Weekly but not daily (2-4 times/week)
- Less than once a week but more than once a month (12-51 times/year)
- Less than once a month but at least once a year (1-11 times/year)
- Less than once a year
- Never / I don't ride a bicycle for any purpose

Base: All respondents. n=463.



Of those who cycle at all

Q5. Which of the following reasons or purposes do you use your bicycle/a bicycle for? [Multiple Mention]

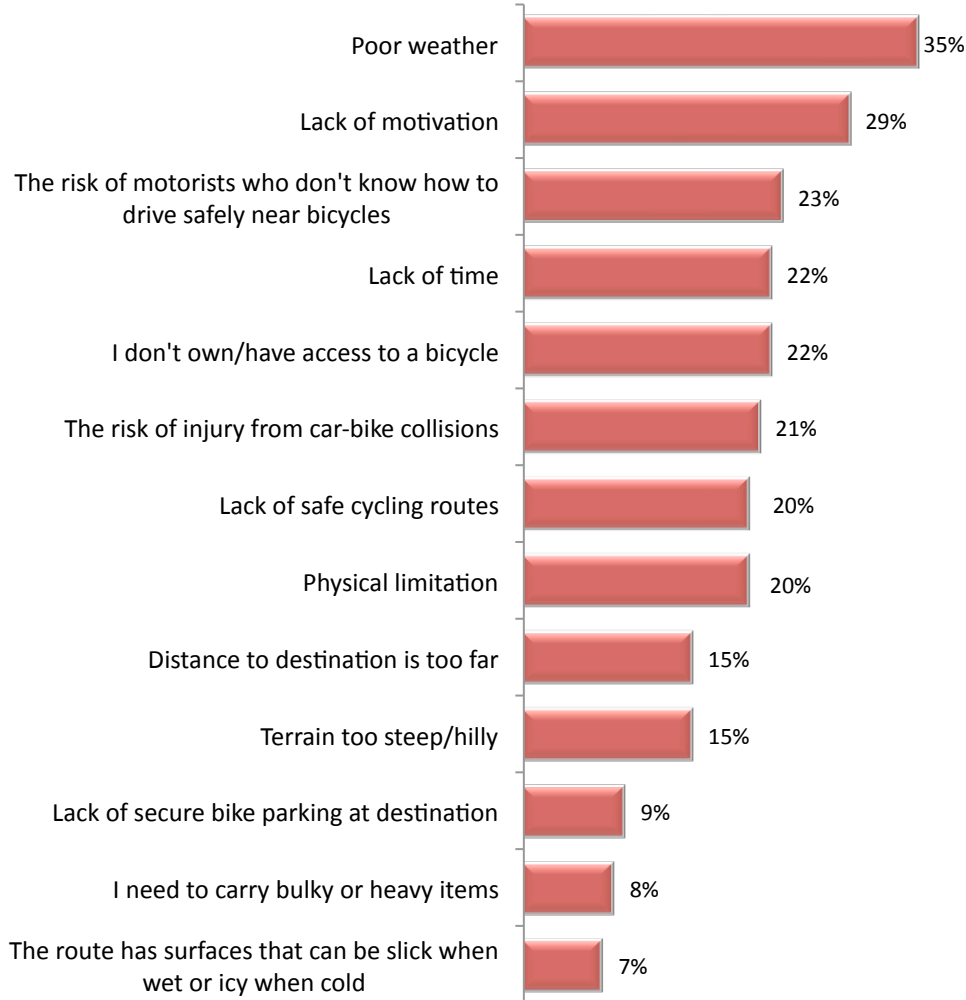


Base: Cyclists. n=381.

Reasons for not Cycling More Often and Likelihood to Consider in the Future

Those who cycle less than once per month....

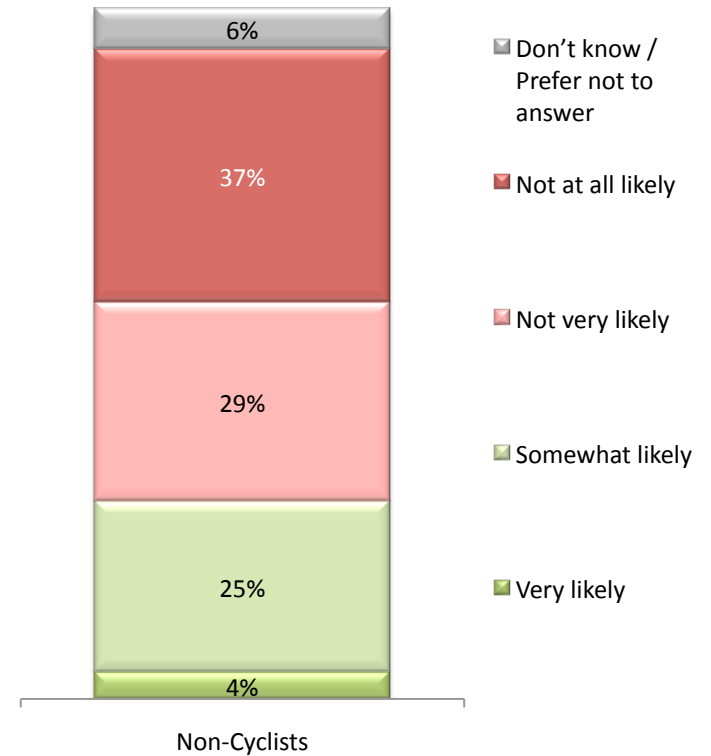
Q4. Why do you not cycle more often? [Multiple Mention]



Base: Those who ride a bicycle less than once a month but at least once a year. n=257.

Non-Cyclists....

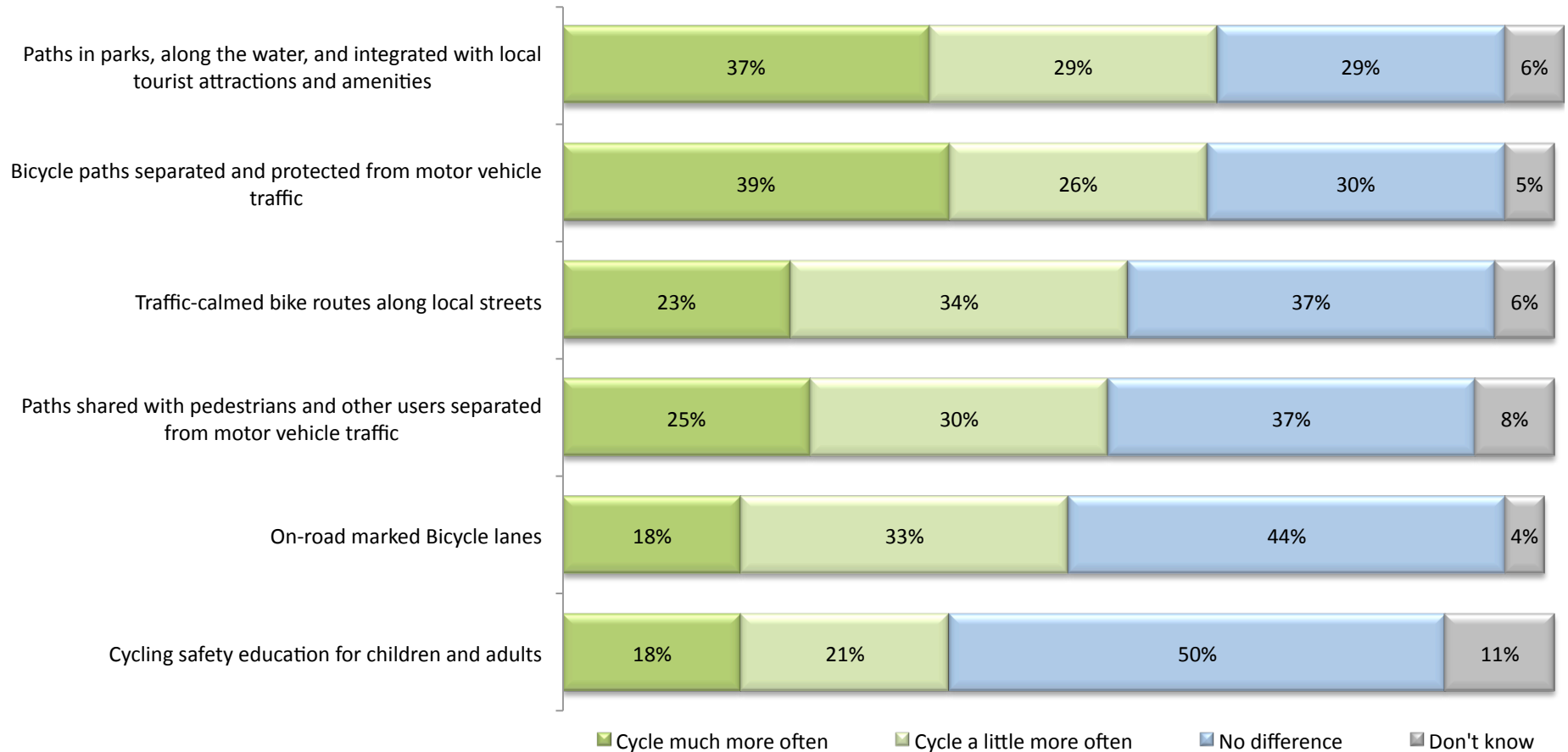
Q6. How likely are you to consider cycling for any purpose at some point in the future?



Base: Those who never cycle. n=79.

Impact of Cycling Infrastructure on Frequency of Bicycle Use

**Q7. What impact, if any, would each of the following types of cycling infrastructure have on how often you ride a bicycle?
I would cycle.....**



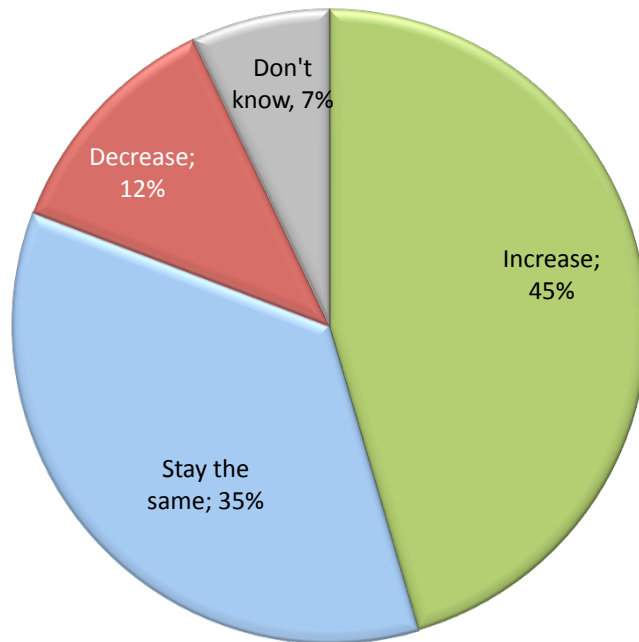
Base: All respondents. n=463.

Opinions of Government Spending on Cycling Infrastructure

The BC government spends around \$2 billion per year on transportation, primarily on highway expansion, road maintenance and transit. Of this total, around \$12 million (less than 1%) per year is invested in cycling infrastructure.

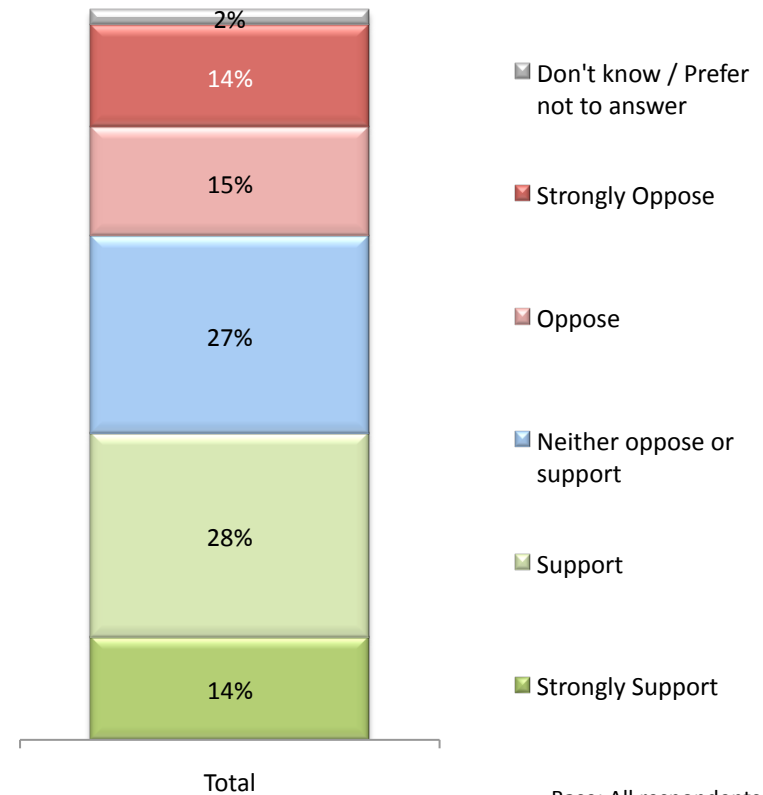
- Q8.** The BC Cycling Coalition is recommending that BC Government increases its investment in cycling infrastructure. The increase in funds would be used to build and/or complete cycling routes and networks and provide cycling skills education; and would be targeted at people of all ages and abilities.
- Q9.** The BC Cycling Coalition is specifically recommending that the provincial government increases their cycling budget to \$75 Million (less than 4%) per year.

Q8. Do you think the budget for cycling infrastructure should increase, stay the same or decrease?



Base: All respondents. n=463.

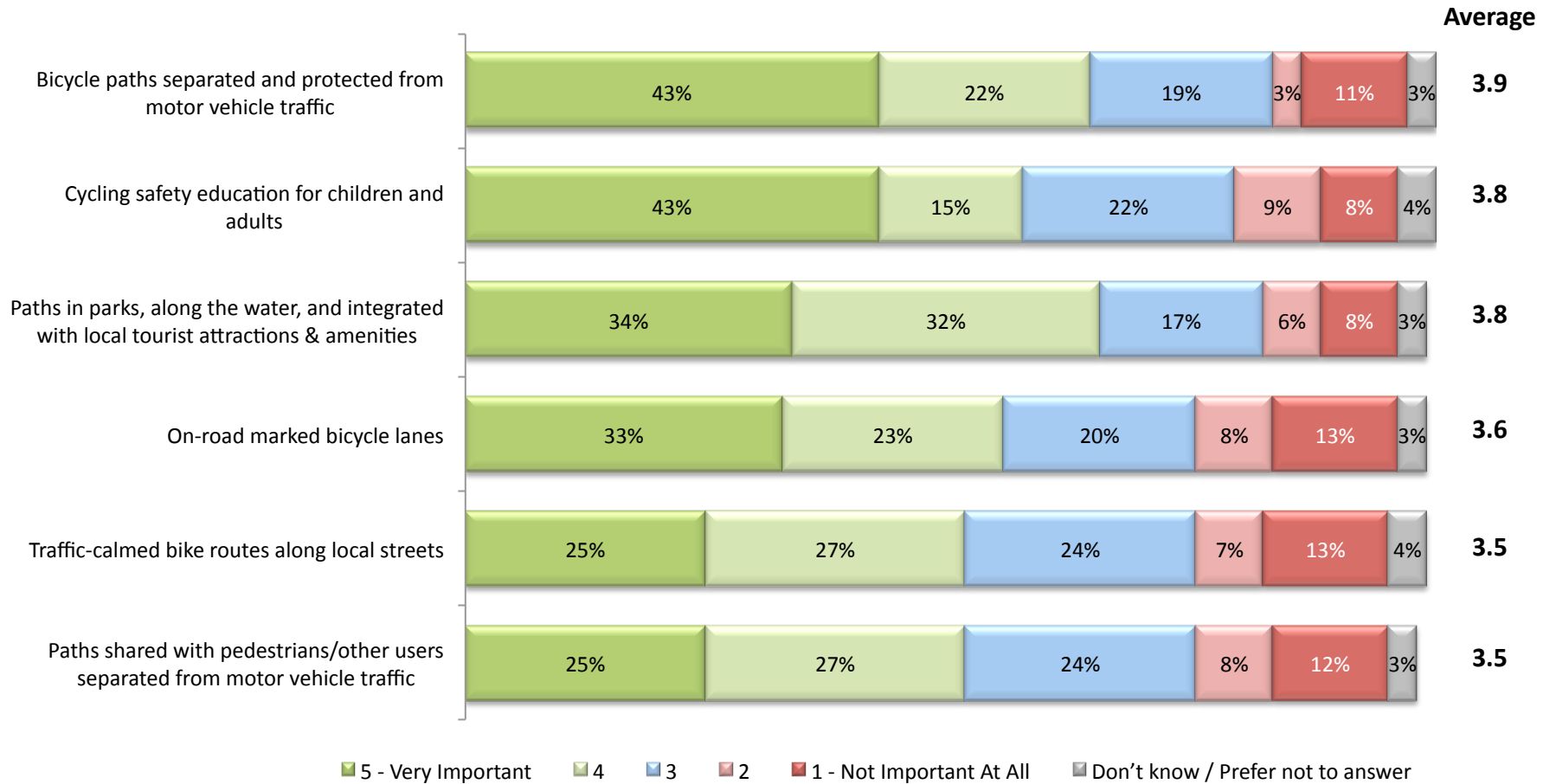
Q9. Please rate how strongly you support or oppose this increase.



Base: All respondents. n=463.

Importance of Funding Cycling-related Infrastructure and Education

Q10. Thinking about how the cycling budget could be allocated, how important is funding each of the following types of cycling-related infrastructure and education?



Base: All respondents. n=463.

Ranked order of Cycling Infrastructure behaviour vs. perceived importance

The following table illustrates the ranked order of the impact various types of cycling infrastructure would have on cycling behaviour (The total of 'I would cycle much more often' and 'I would cycle a little more often'), compared to the ranked order of importance in allocating funding towards that same infrastructure (The proportion rating 4 or 5 out of 5 in importance). The 1st ranking represents the most impactful/important type of infrastructure.

	Impact on Cycling Behaviour	Importance of Allocation Funding
Paths in parks, along the water, and integrated with local tourist attractions and amenities	1	3
Bicycle paths separated and protected from motor vehicle traffic	2	1
Traffic-calmed bike routes along local streets	3	5
Paths shared with pedestrians and other users separated from motor vehicle traffic	4	6
On-road marked Bicycle lanes	5	4
Cycling safety education for children and adults	6	2

Respondent Demographics

Area of residence	TOTAL (n=463)
Vancouver/Lower Mainland	68%
Vancouver, Coast and Mountains region (outside Vancouver/ Lower Mainland)	4%
Victoria	7%
Nanaimo	3%
Vancouver Island region (outside of Victoria and Nanaimo)	3%
Kelowna	4%
Kamloops	2%
Thompson Okanagan region (Outside Kelowna and Kamloops)	3%
Cariboo Chilcotin Coast region	1%
Kootenay region	3%
Price George	1%

Gender	TOTAL (n=463)
Male	48%
Female	52%

Age	TOTAL (n=463)
18 – 24	10%
25 – 34	17%
35 – 44	17%
45 – 54	19%
55 – 64	22%
65+	14%

Respondent Demographics

Mode of transportation used most often to travel to work or school	TOTAL (n=463)
Drive alone (Single occupant vehicle)	47%
Travel in a private vehicle with at least one other person	22%
Walk	8%
Motorcycle	<1%
Bicycle	6%
Take public transit	15%
Other	2%
Prefer not to answer	1%

Annual household income before taxes	TOTAL (n=463)
Under \$25,000	9%
\$25,000 to under \$50,000	17%
\$50,000 to under \$75,000	20%
\$75,000 to under \$100,000	17%
\$100,000 to under \$125,000	11%
\$125,000 to under \$150,000	5%
\$150,000 or more	5%
Prefer not to answer	15%

Education	TOTAL (n=463)
Grade school or less	<1%
High school incomplete	3%
High school complete	18%
Some college/university	38%
University (Bachelor's degree)	25%
Graduate Degree or higher	12%
Prefer not to answer	2%

Key Findings

Key Findings

- Eight-in-ten (79%) BC residents either own or have access to a bicycle.
- One-in-four (25%) residents cycle weekly or more often, 17% cycle monthly and 40% less often. Just one-in-five (19%) never ride a bike for any purpose.
- The most common reason for riding a bicycle is for 'recreation, sport and exercise', as mentioned by 91% of cyclists. This is followed by 'exploring new areas, cities, towns' at 27% and for 'personal business (e.g. errands)' at 18%.
- Key barriers to cycling for those who never cycle or cycle infrequently (less than once a month) include 'poor weather' - 35%, a 'lack of motivation' - 29%, 'risk of motorists who don't know how to drive safely near bicycles' - 23%, 'lack of time' - 22%, and 'not owning/having access to a bicycle' - 22%.
- Despite the perceived barriers, some 29% of non-cyclists say they are very or somewhat likely to consider cycling in the future.
- Respondents were asked to rate what impact, if any, various types of cycling infrastructure would have on how often they rode a bicycle. The top three most influential forms of cycling infrastructure (total of 'I would cycle much more often' and 'I would cycle a little more often') include:
 - Paths in parks, along the water, and integrated with local tourist attractions and amenities, at 66%;
 - Bicycle paths separated and protected from motor vehicle traffic, at 56%; and,
 - Traffic-calmed bike routes along local streets, at 57%.

In contrast, on-road marked bicycle lanes and cycling safety education for children and adults would have a relatively smaller impact on increased cycling behaviour.

- After a description of the types of initiatives it would be used for, respondents were asked whether they thought the BC Government should increase, decrease or keep its investment in cycling infrastructure the same. Overall,
 - 45% think the budget should increase
 - 35% believe it should stay the same
 - 12% believe it should decrease, and
 - 7% were unsure

Key Findings

- After providing their general sentiment towards Government spending on cycling infrastructure, respondents were given a more specific target figure for government spending (\$75 million, or less than 4% of transportation spend), and asked how strongly they support or oppose this specific increase.
- Under these parameters, 42% of respondents say they support or strongly support increased spending on cycling infrastructure, 27% neither support nor oppose, and some 29% oppose or strongly oppose the increase.
- Finally, respondents were asked to evaluate how important they think allocating funding towards various types of cycling-related infrastructure and education is. The top three important forms of cycling infrastructure are considered to be:
 - Bicycle paths separated and protected from motor vehicle traffic
 - Cycling safety education for children and adults
 - Paths in parks, along the water, and integrated with local tourist attractions & amenities.

Allocating funding towards creating traffic-calmed bike routes along local streets and paths shared with pedestrians/other users separated from motor vehicle traffic is considered to be relatively less important.

- Interestingly, the types of infrastructure that would compel the highest proportion of respondents to cycle a little or a lot more often are not necessarily the types of infrastructure they believe it is most important to allocate funding towards. For example, cycling safety education for children and adults is the second-most important area respondents believe funding should be allocated towards, yet if this was (more) available, it is the least likely (ranked 6 out of 6) to have an impact on how often people actually cycle.