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Telephone Survey of Seattle Residents

September 2013

- ❑ ***Interactive Voice Response & Live Interviewing Random Digit Dial Telephone survey***

- ❑ ***2013 Survey***
 - 600 total interviews; Margin of Error ± 4.0 points
 - IVR n=510 w/live Interviewing n=90
 - Conducted September 24th-26th, 2013

- ❑ ***2012 Survey***
 - 600 total interviews; Margin of Error ± 4.0 points
 - Conducted April 17th – 19th, 2012

- ❑ ***2011 Survey***
 - 823 total interviews, Margin of Error ± 3.4 points
 - Conducted April 17th – 18th, 2011

- ❑ ***Weighted to accurately reflect adult population based on key city of Seattle Census demographics***

- ❑ ***Trained, professional interviewers***

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

Half (50%) of Seattle residents say they do have access to a working bicycle. This is up from 40% in 2012, but it is not yet clear if this is a trend or a result of sample variance.

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

Among residents with access to a working bicycle, one-fifth (19%) are regular riders, an increase of 6 points since 2012. 40% are occasional riders, and 40% rarely ride.

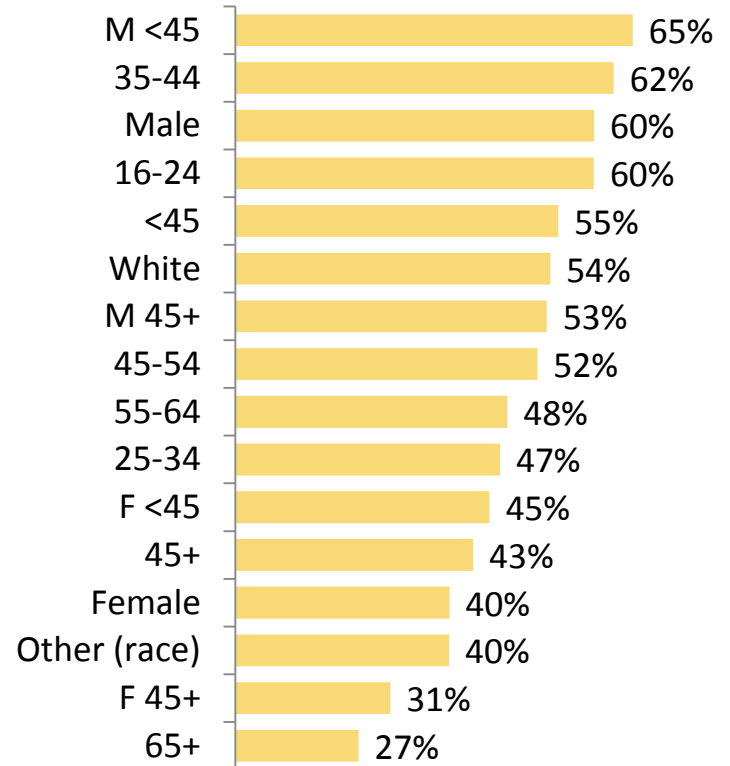
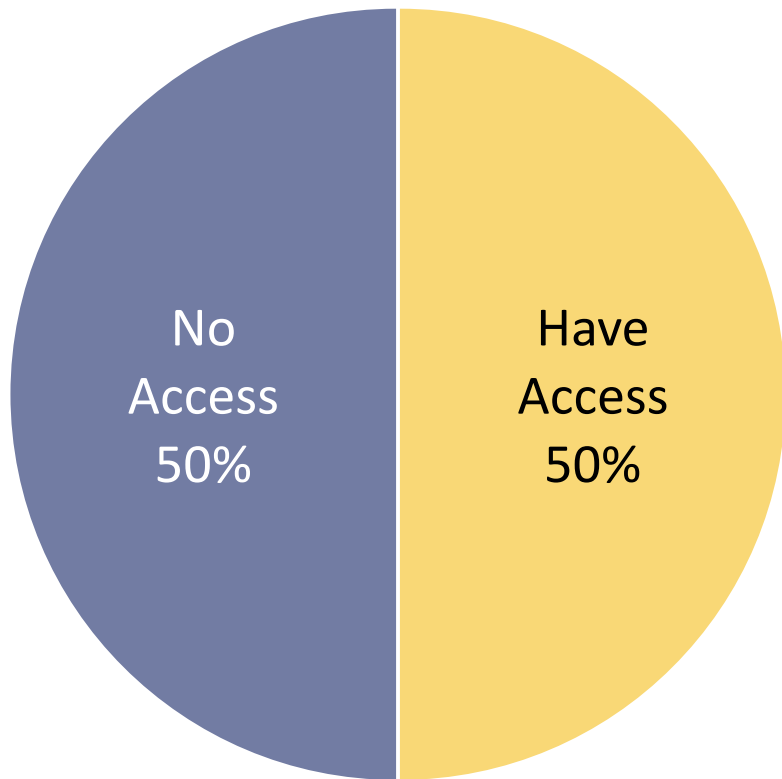
Among those who ride a few times a year or more, two-thirds (66%) primarily ride for recreation or exercise and one third primarily ride as a way to get to a destination (34%). These results are the same as 2012.

Two thirds (65%) of destination riders are riding 5 miles or less and (43%) are using arterial streets with bike lanes for most of their riding. A majority (51%) of recreational riders also tend to ride 5 miles or less, but less than one-fourth (21%) ride 10 or more miles on average. Recreational riders are more likely to use neighborhood streets (37%) or off-street trails (35%).

Safety (28%), lack of interest (26%), Weather (23%), and hilly terrain (18%) all contribute to not riding more often among those with access to a bicycle. Not feeling safe riding is the top reason for not riding more often overall and among destination riders. Recreational riders mention feeling unsafe (28%) as much as the weather (28%) and being uninterested (26%).

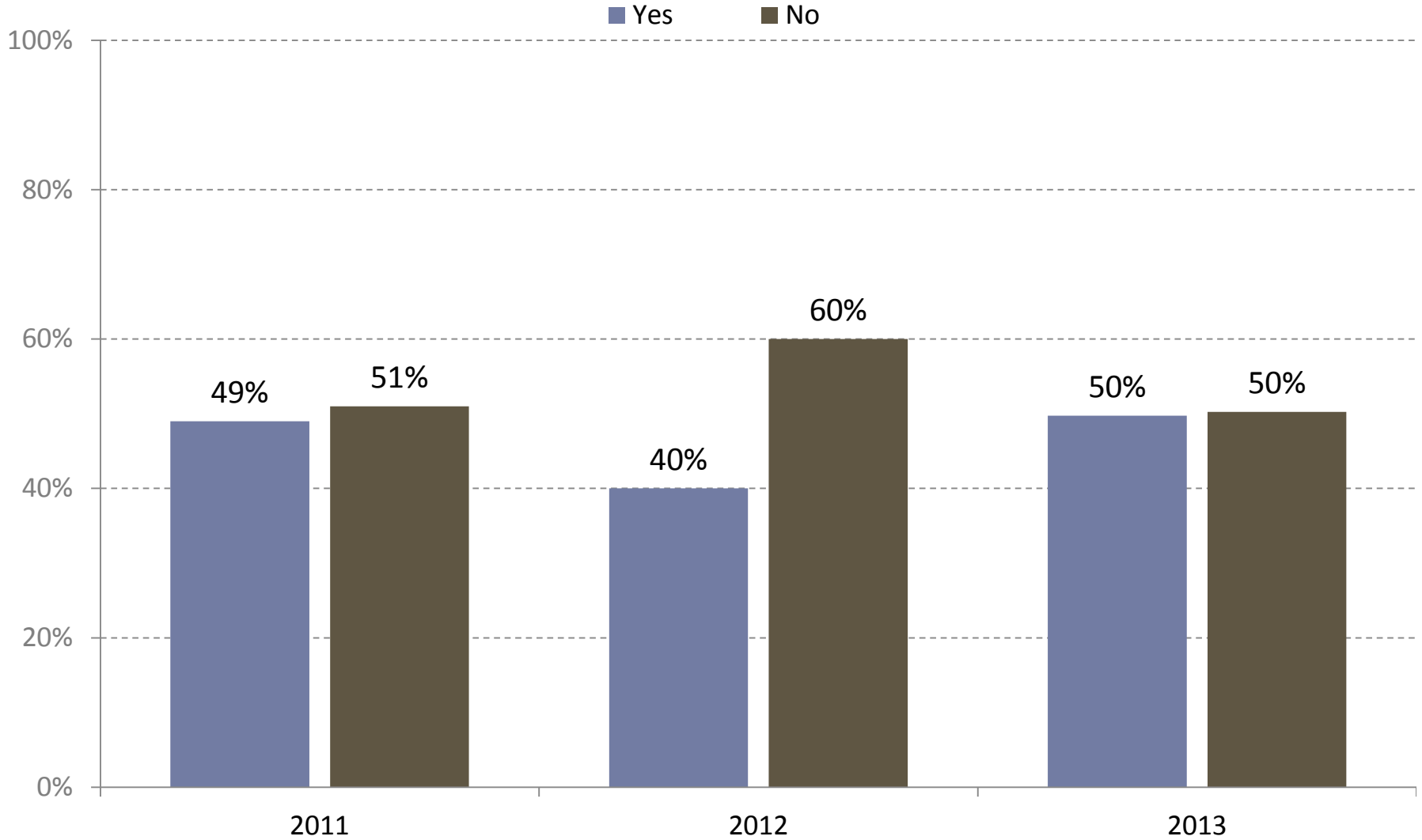
Traffic/cars, few bike lanes/narrow streets, and bad drivers were the top mentions among respondents who do not ride more often because of safety.

Q7. Do you currently own or have access to a working bicycle?



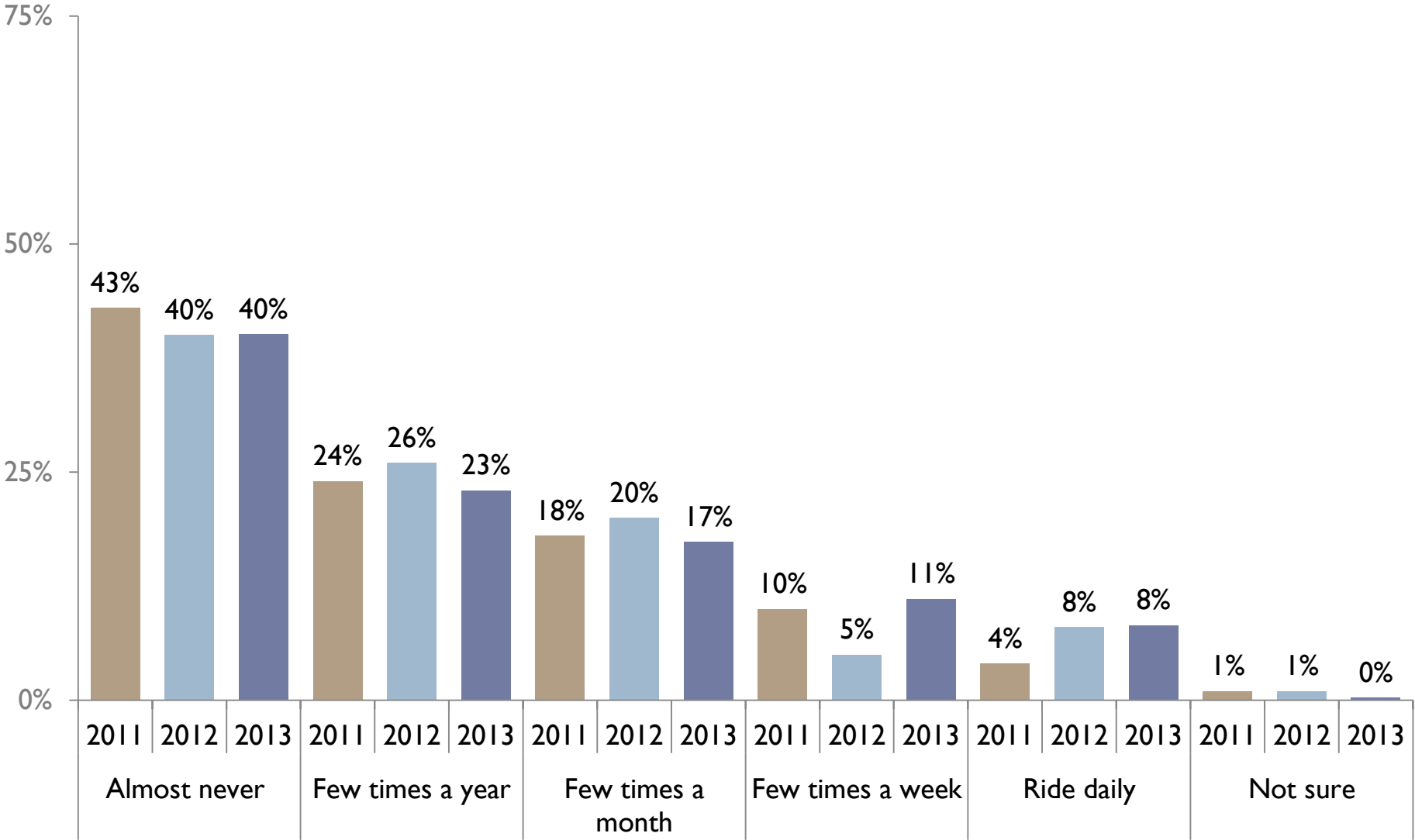
Access to bicycle by Year

Q7. Do you currently own or have access to a working bicycle?



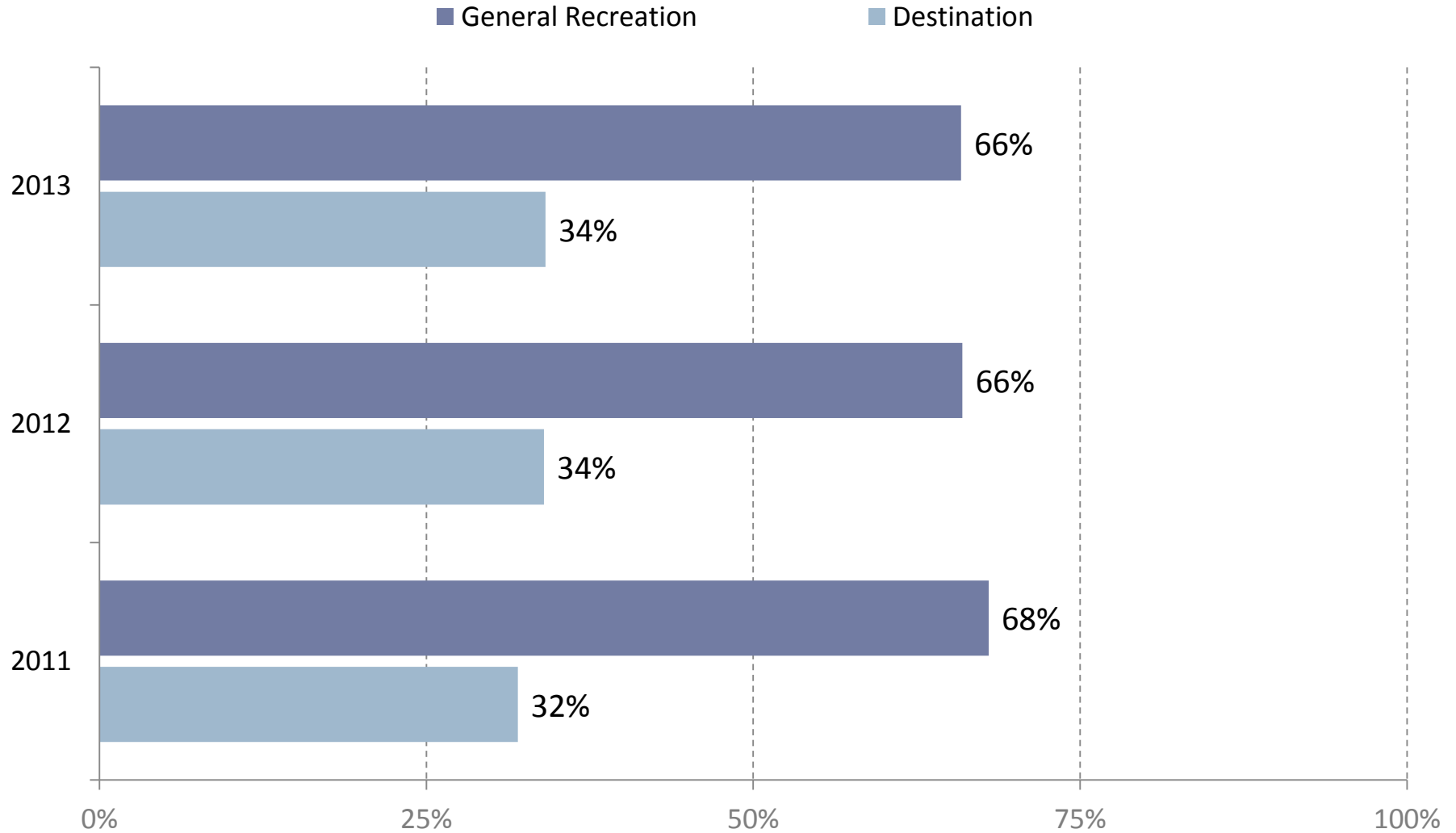
Ride frequency

Q9. On average, how often do you ride your bicycle? (n=298; MoE ±5.7)



Access to bicycle by Year

Q10. Would you say you primarily ride your bicycle as a way to get to a destination or do you ride more for general recreation? (n=179 MoE ±7.3)

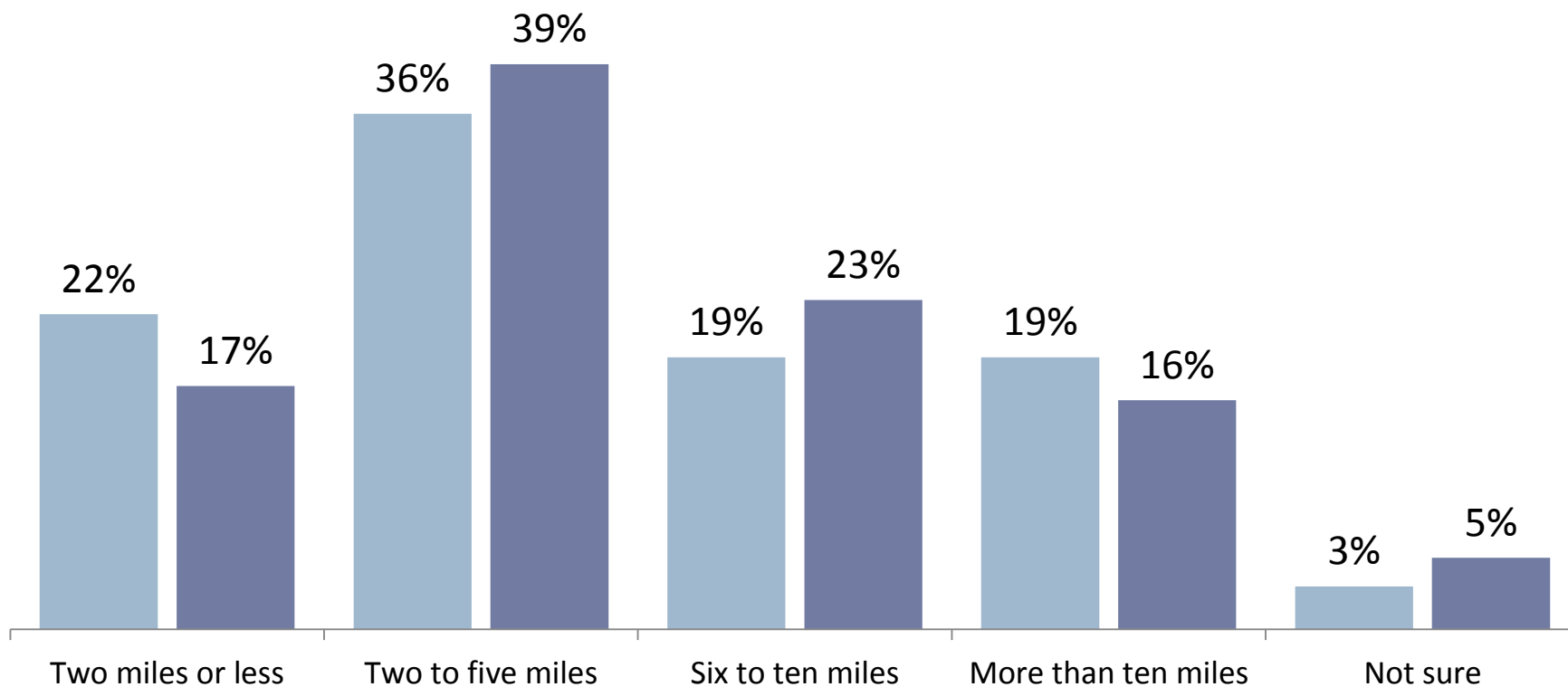


Q11. What is the average distance in miles of a typical bicycle trip for you? (not asked in 2011)

Ride a few times a year or more

n=179; Margin of Error = ± 7.3 points

2012 2013

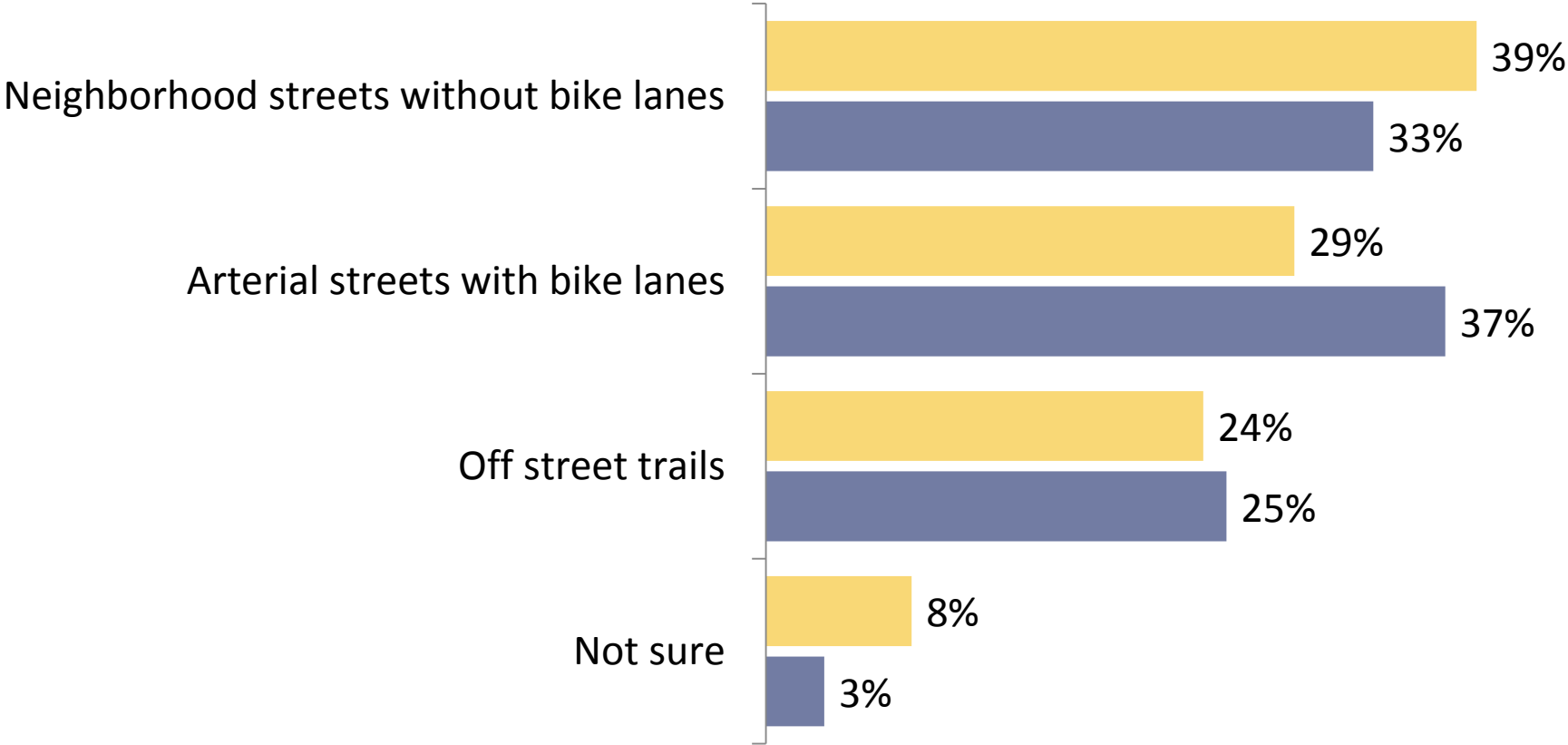


Q12. When riding in Seattle, do you mostly use routes on neighborhood streets without bike lanes, arterial streets with bike lanes, or use off street trails? **(not asked in 2011)**

Ride a few times a year or more

n=179; Margin of Error = ± 7.3 points

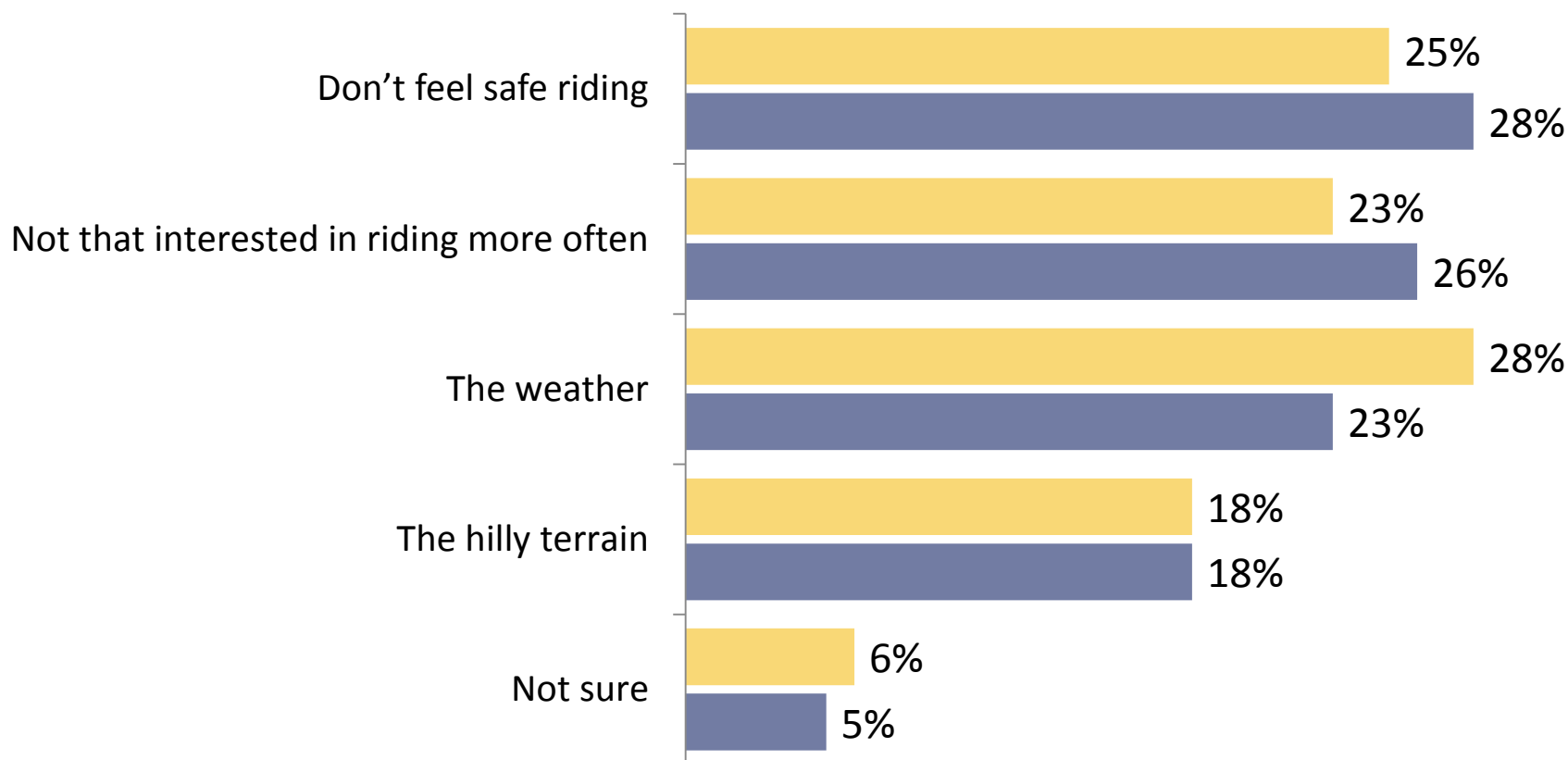
2012 2013



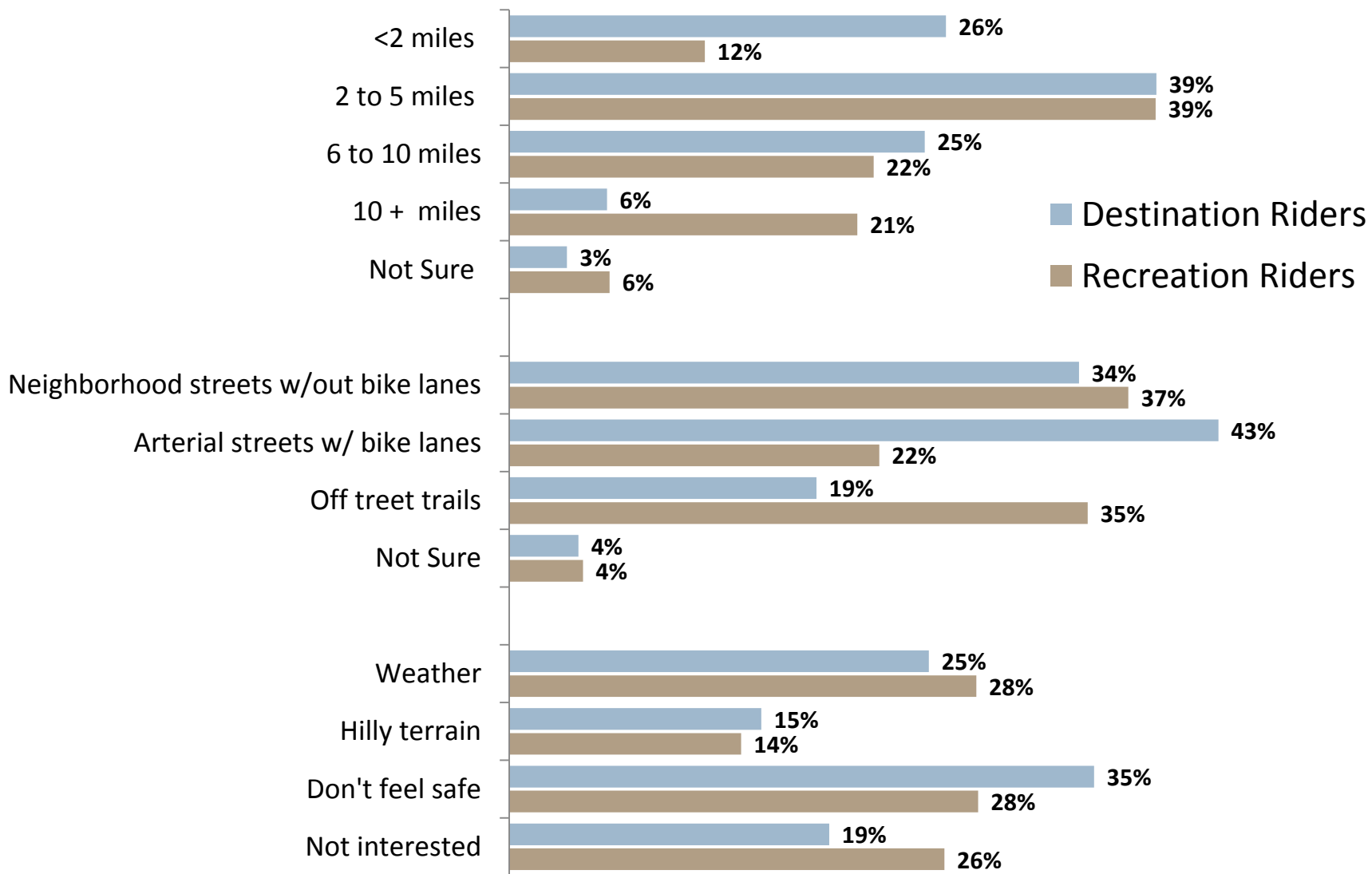
Q13. What would you say is the biggest reason you do not ride more often, the weather, the hilly terrain, you don't feel safe riding, or you're just not that interested in riding more often? **(not asked in 2011)**

Have Access to Working Bicycle
n=298; Margin of Error = ± 5.7 points

2012 2013



Recreation vs. Destination Riders



Demographics

