

# Bicycling Perceptions and Experiences in Oregon and Southwest Washington

Presented to:  
The Bicycle Transportation Alliance  
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# BICYCLING IN OREGON AND SW WASHINGTON

## KEY FINDINGS:

- Eighty-nine percent of cyclists also own at least one automobile. (Page 6)
- Automobile ownership does not differ by cycling experience level, but usage drops significantly as cyclists become more comfortable riding. (Page 8)
  - Advanced cyclists use their automobile for roughly 25 percent of trips taken throughout the week, compared to 63 percent for noncyclists. (Page 8)
- As bicyclists become more comfortable, the number and percentage of weekly trips taken by bike increase significantly. (Page 9)
- There is a direct correlation between feelings of personal safety and the number and percentage of weekly trips that are taken by bike. (Page 10)
- Eugene riders take the highest percentage of their weekly trips by bicycle. (Page 11)
- North, Northeast and Southeast Portland travel more by bike than other Portland Metro areas. (Page 11)
- Commuting is the most common purpose of bicycle trips made by intermediate and advanced cyclists. (Page 12)

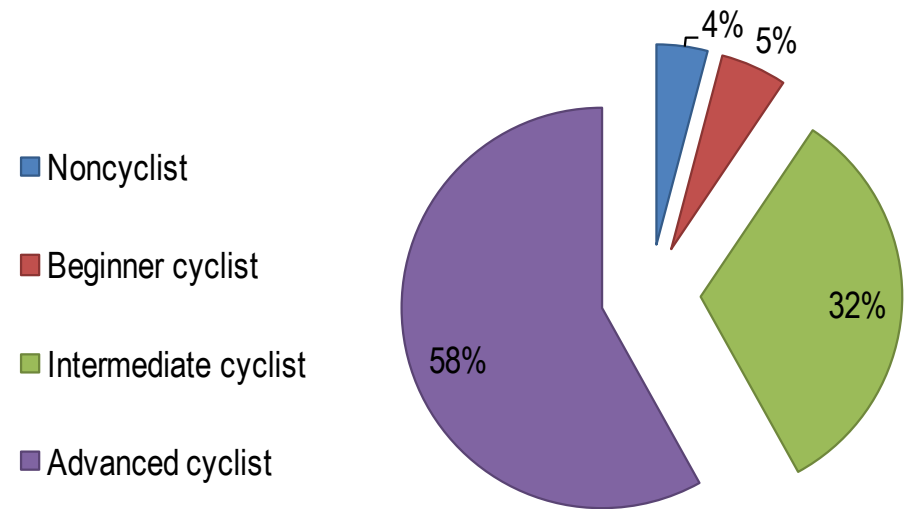
# A BTA PERSPECTIVE

## KEY FINDINGS:

- The BTA currently serves affluent intermediate and advanced cyclists, 35 years or older. (Page 15)
- Although former BTA members and those who aren't members rate the BTA slightly lower, overall the ratings of the BTA are reasonably strong. (Page 16)
- The BTA is currently viewed as a strong and effective advocate, but some would like the organization to be even more effective, inclusive and focused. (Page 17)
- Advocacy and safe bicycle routes dominate the reasons current BTA members joined the organization (Page 18)
- Pedestrian safety is not a “hot-button” issue for most of the BTA audience. (Page 18 & 21)
- The majority of members who leave the BTA do so for financial or “value” related reasons. (Page 19)

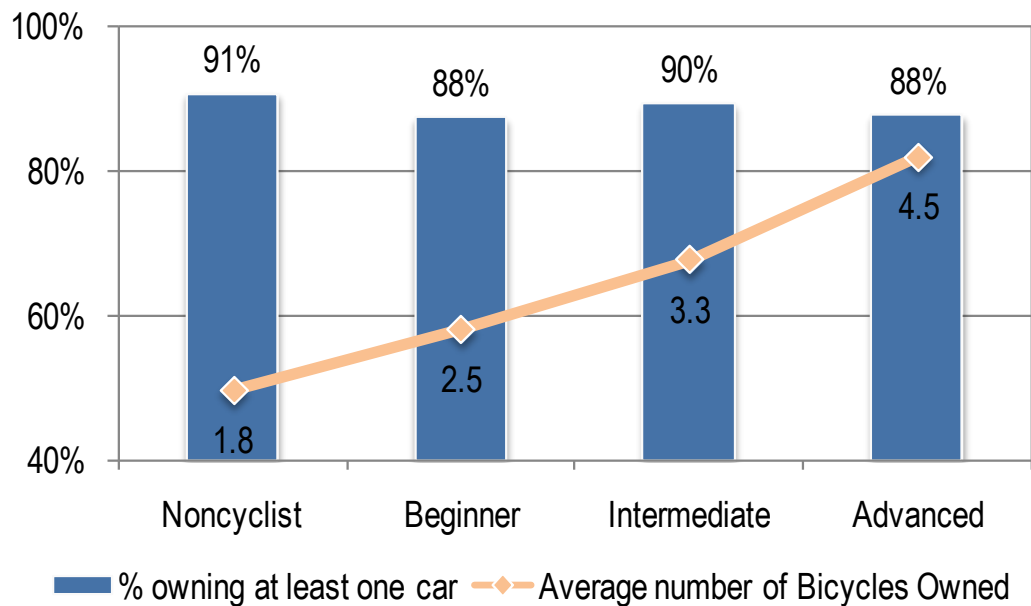
# MORE THAN 2,000 PEOPLE TOOK PART IN THE SURVEY

- Fifty-eight percent rate themselves as an “experienced” or “advanced” cyclist.
- Nearly half (49 percent) are current BTA members.
- Thirty-seven percent are female and 60 percent are married.
- The majority (57 percent) are younger than 45, though 21 percent are 55+.
- Nearly 9 out of 10 (85 percent) have a 4-year college degree or higher.
- Many survey participants are affluent, with more than one-third reporting income above \$90,000.



# NEARLY 9 OUT OF 10 CYCLISTS ALSO OWN AT LEAST ONE AUTOMOBILE

**Automobile and bicycle ownership by cycling skill level**



- The average number of bicycles owned increases as skill level improves.
- The skill level of the cyclist does not have a direct impact on whether someone owns an automobile, but
- Noncyclists are nearly twice as likely to own 3 or more cars than any other group (17 percent compared to 9 percent of cyclists)
- More than 14 percent of participants from Southeast, Northeast and North Portland report not owning a single automobile, significantly higher than other neighborhoods or regions.

# AUTOMOBILE OWNERSHIP DIFFERS SIGNIFICANTLY BY REGION

- Survey participants from Eugene were most likely to report not owning an automobile at 20 percent.
- All of the people participating from the Bend/Sisters area reported owning at least one automobile.
- Within the Portland Metro area, residents of Southeast, Northeast and North Portland report the lowest car ownership.

## The Region's Least Car-Centric Areas

|                                    | % Who Don't Own a Car | Avg Number of Cars Owned |
|------------------------------------|-----------------------|--------------------------|
| Eugene                             | 20%                   | 1.2                      |
| Portland Metro                     | 13%                   | 1.4                      |
| Other areas in OR and Southwest WA | 3%                    | 2.0                      |
| Bend/Sisters                       | 0%                    | 1.9                      |

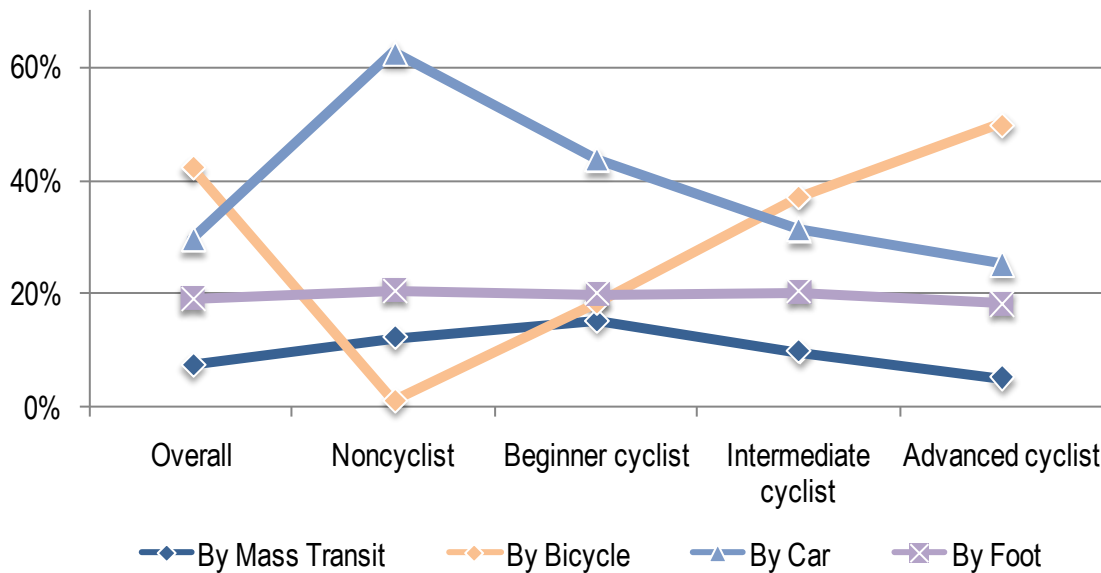
## Portland Metro's Least Car-Centric Neighborhoods

|                     | % Who Don't Own a Car | Avg Number of Cars Owned |
|---------------------|-----------------------|--------------------------|
| Southeast Portland  | 15%                   | 1.3                      |
| Northeast Portland  | 15%                   | 1.3                      |
| North Portland      | 14%                   | 1.2                      |
| Northwest Portland  | 12%                   | 1.4                      |
| Vancouver           | 10%                   | 1.9                      |
| Beaverton/Hillsboro | 9%                    | 1.7                      |
| Southwest Portland  | 7%                    | 1.6                      |



# AS BICYCLING INCREASES, CAR AND MASS TRANSIT USAGE DECLINE

Percentage of Weekly Trips Taken By....

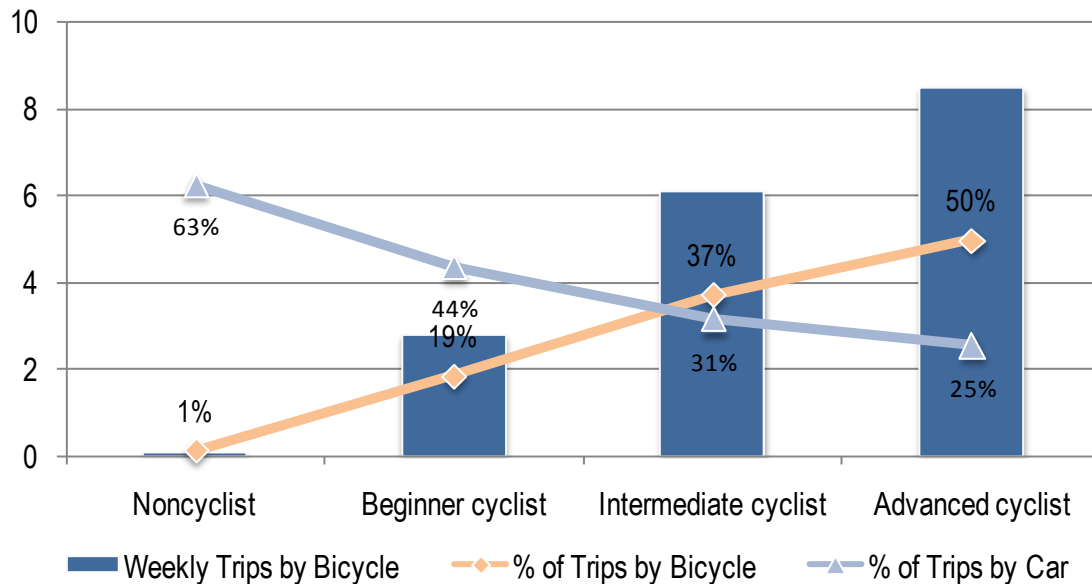


- Noncyclists rely on travel by automobile for nearly two-thirds of their weekly trips.
- Advanced cyclists take roughly half of their trips by bike.
- The percentage of trips taken on mass transit drops as the level of cyclist increases.
- Roughly 20 percent of trips are taken by foot each week – regardless of propensity to ride a bicycle.



# ADVANCED CYCLISTS TAKE 3 TIMES AS MANY TRIPS BY BICYCLE AS BEGINNERS

## Weekly Trips Taken by Bicycle and Car



- As cycling experience levels increase, so do the number and percentage of trips that occur by bicycle.
  - Advanced cyclists take 9 trips per week by bike, on average, compared to only 3 trips by beginners.
- Automobile usage decreases significantly as the experience level of the cyclist increases.
  - Experienced cyclists use their cars roughly half as often as noncyclists (4.2 trips per week, compared to 8, on average).
- Use of mass transit and walking do not change significantly based on experience level of the cyclist.

# EUGENE LEADS IN PERCENTAGE OF WEEKLY TRIPS TAKEN BY BICYCLE

- More than half of all weekly trips by study participants from Eugene were by bike, higher than any other area.
- North and Southeast Portland have the highest percentage of weekly trips that occur by bicycle (47 percent).
- Southwest Portland has the lowest percentage of weekly trips conducted by bicycle, followed by the Beaverton/Hillsboro area.

## The Region's Most Bike-Centric Areas

|                | % of Trips that are by Bicycle | Avg Weekly Trips by Bicycle |
|----------------|--------------------------------|-----------------------------|
| Eugene         | 55%                            | 8.3                         |
| Bend/Sisters   | 46%                            | 6.9                         |
| Portland Metro | 43%                            | 7.4                         |
| Other areas    | 37%                            | 5.6                         |

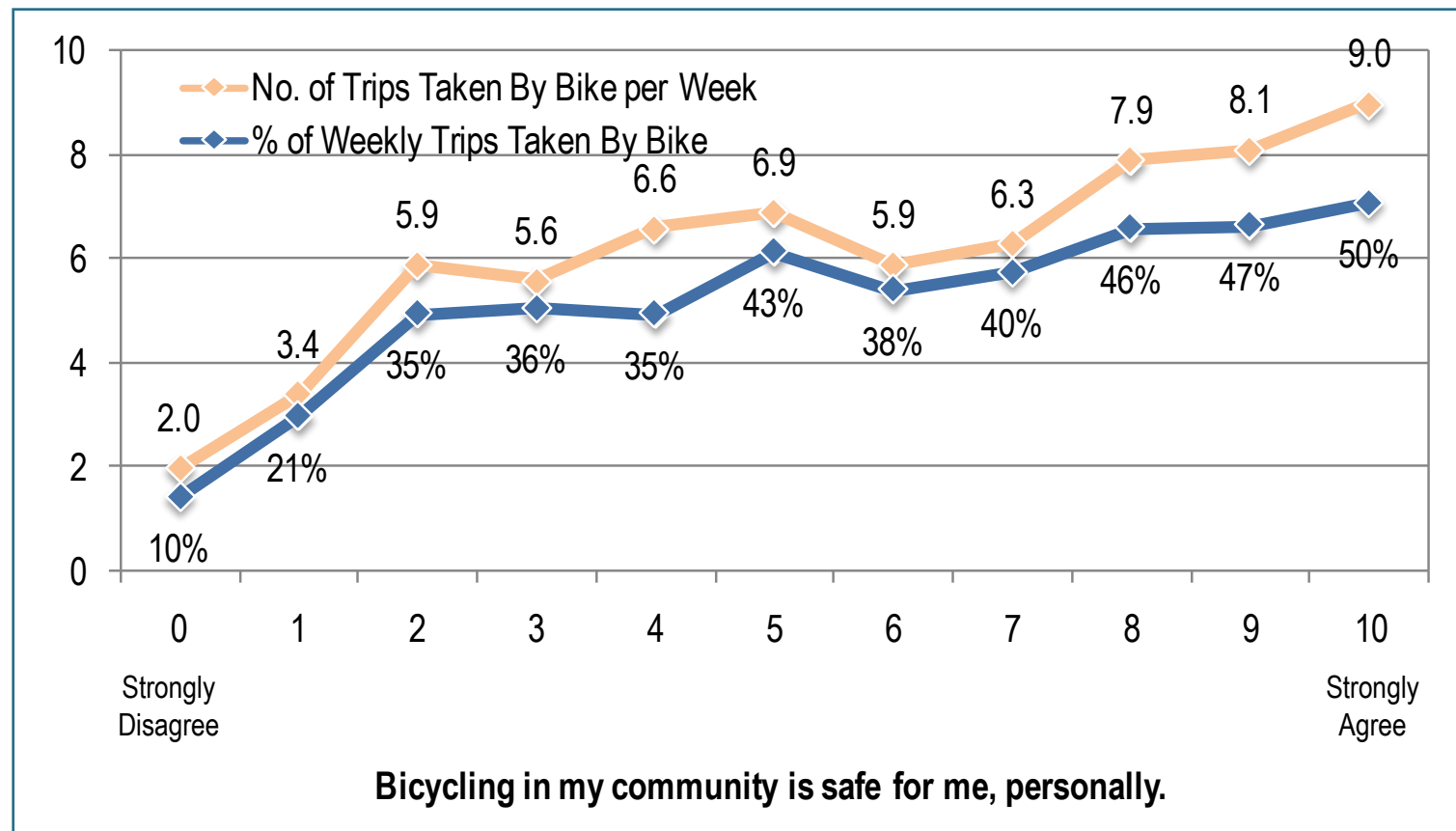
## Portland Metro's Most Bike-Centric Neighborhoods

|                     | % of Trips that are by Bicycle | Avg Weekly Trips by Bicycle |
|---------------------|--------------------------------|-----------------------------|
| North Portland      | 47%                            | 8.2                         |
| Southeast Portland  | 47%                            | 8.0                         |
| Northeast Portland  | 45%                            | 8.3                         |
| Vancouver           | 42%                            | 6.7                         |
| Northwest Portland  | 37%                            | 6.6                         |
| Beaverton/Hillsboro | 35%                            | 5.1                         |
| Southwest Portland  | 32%                            | 4.7                         |

# PERCEIVED SAFETY DIRECTLY IMPACTS PERCENTAGE OF TRIPS TAKEN BY BIKE

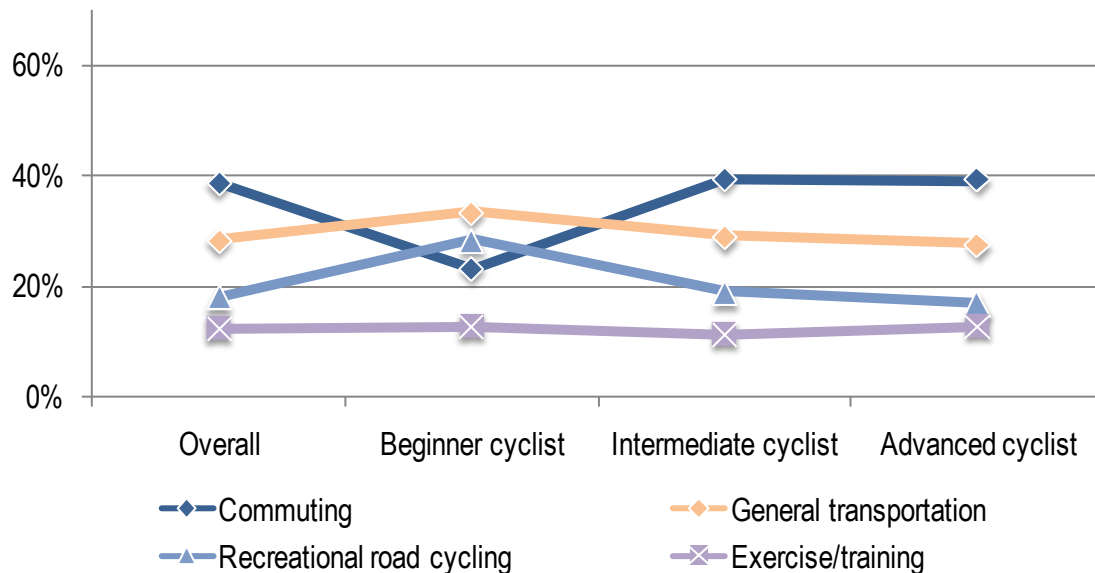
- Those who rate bicycling safety in their community a 10 (out of 10) ride their bike more than twice as often in an average week compared to those who rate safety a 0 or 1.

**The Impact Perceived Safety has on Bicycle Ridership**



# BIKE COMMUTING IS THE MOST COMMON TYPE OF BICYCLE TRIP TAKEN

## Purpose of Weekly Bicycling Trips

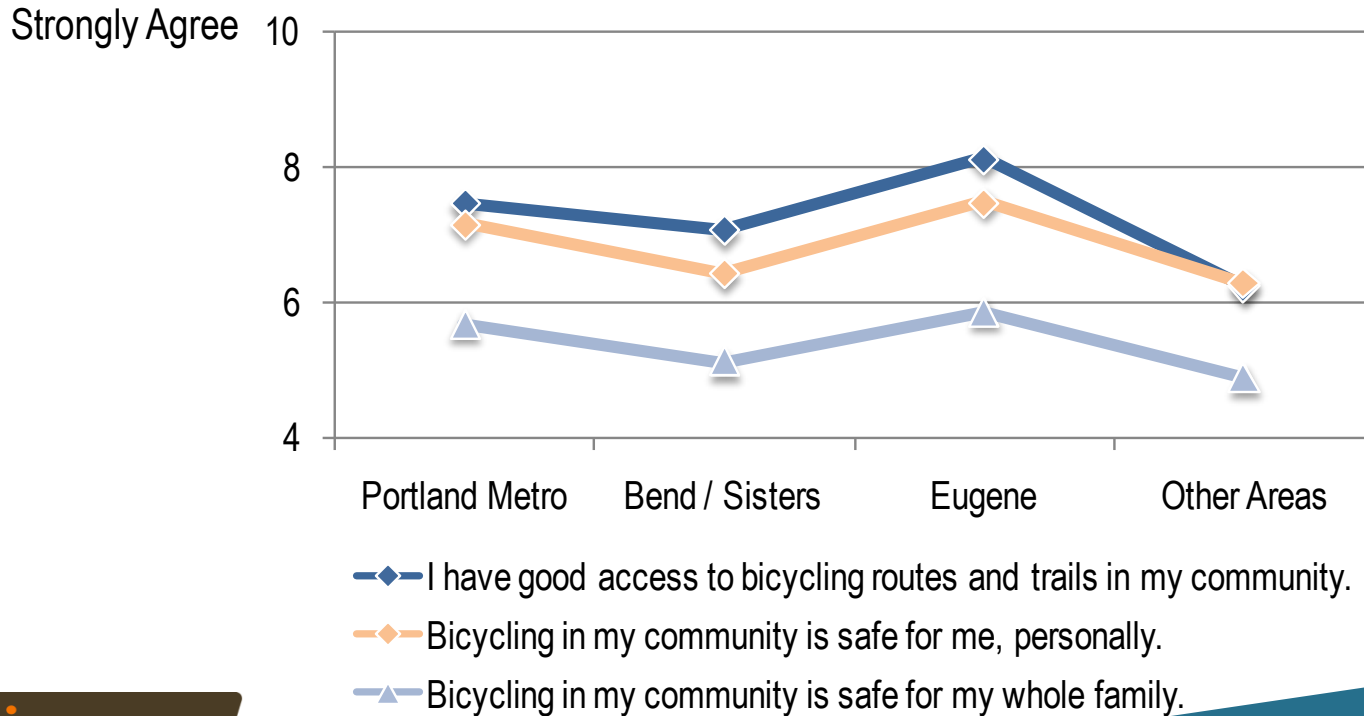


- Nearly 40 percent of all bicycling trips are for commuting purposes.
- Beginning cyclists bike commute roughly half as often as more advanced cyclists.
- Those who rate themselves as intermediate or advanced, use their bicycles in very similar fashion.
- A higher percentage of beginning cyclists rides are for recreational purposes.

# EUGENE RATES THEIR ACCESS TO ROUTES AND SAFETY HIGHEST IN AREA

- Eugene residents rate their access to routes and overall safety higher than other regions included in the study.
- Access to routes is rated consistently higher than overall safety.

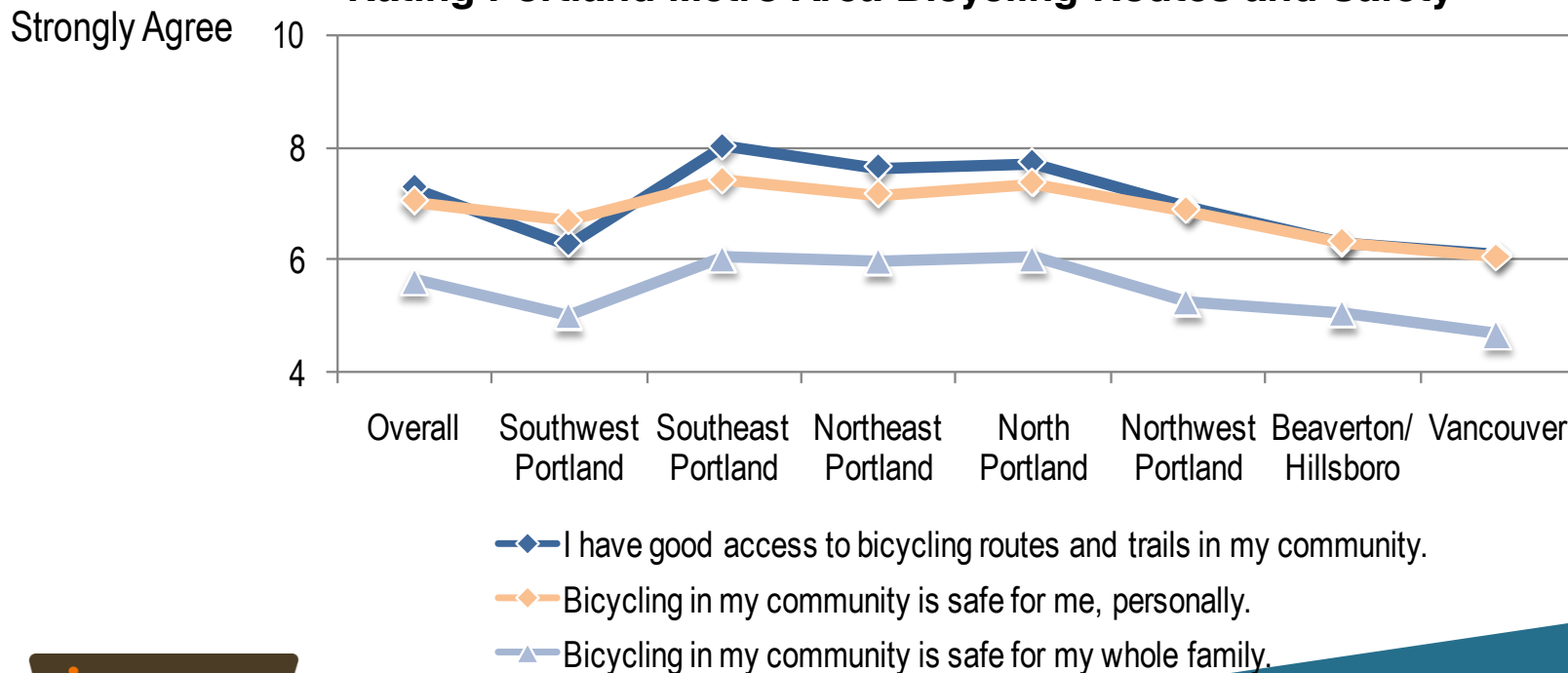
**Rating the Regions Bicycling Routes and Safety**



# ACCESS TO ROUTES AND SAFETY RATED HIGHEST IN EAST AND NORTH PORTLAND

- Residents of Southeast, Northeast and North Portland rate access to bicycling routes and safety higher than in other neighborhoods.
- Family bicycling safety is rated significantly lower than personal safety in each neighborhood included in the study.

**Rating Portland Metro Area Bicycling Routes and Safety**



# A PROFILE OF BTA MEMBERS

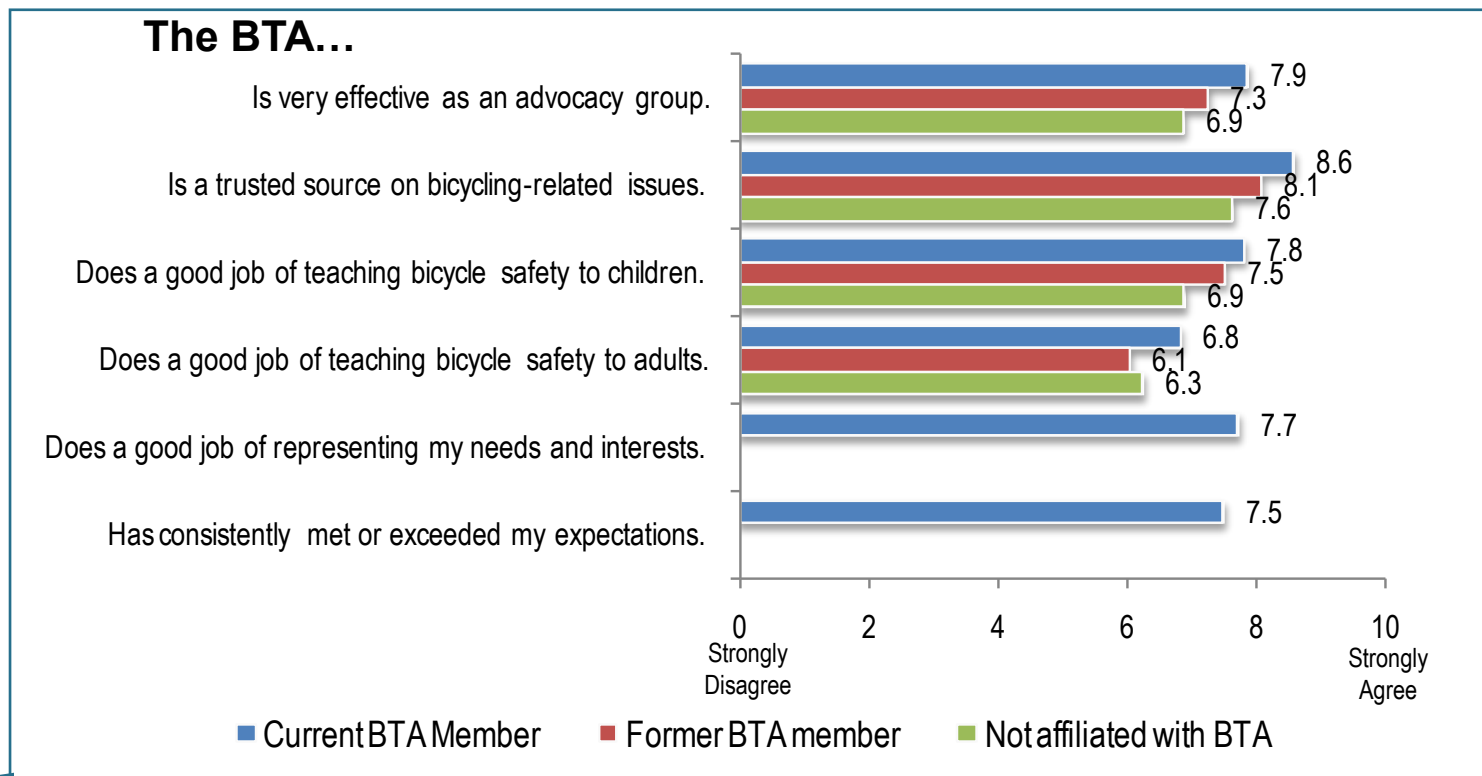
- Current and former BTA members rate their skill levels higher than nonmembers.
- Females responding to the survey were more likely to be former members.
- BTA Members are significantly older and more likely to have incomes greater than \$50,000.

| % Who....                                    | BTA Membership |        |            |
|--|----------------|--------|------------|
|  | Current        | Former | Nonmembers |
| Rate Their Skill as Intermediate or Advanced | 96%            | 92%    | 83%        |
| Are Considering Joining the BTA              | N/A            | N/A    | 53%        |
| Are Female                                   | 36%            | 42%    | 36%        |
| Are Less than 35 Years Old                   | 16%            | 22%    | 43%        |
| Have a 4-Year College Degree or Higher       | 89%            | 83%    | 80%        |
| Are Married                                  | 65%            | 56%    | 56%        |
| Have Children in Household                   | 21%            | 22%    | 27%        |
| Have a Household Income Above \$50,000       | 81%            | 73%    | 66%        |
| <b>% Of....</b>                              |                |        |            |
| Weekly Trips Taken by Bicycle                | 45%            | 43%    | 39%        |
| Bicycle Trips Taken While Commuting          | 40%            | 36%    | 38%        |



# PERCEPTIONS OF THE BTA ARE LOWER FOR NONMEMBERS IN ALL AREAS

- Nonmembers rate the BTA significantly lower in each of the areas listed, compared to current members.
- The BTA is much higher rated for advocacy than for its education of children and adults.
- The minor drop in rating from current to former members indicates limited loss of membership due to satisfaction-related issues.





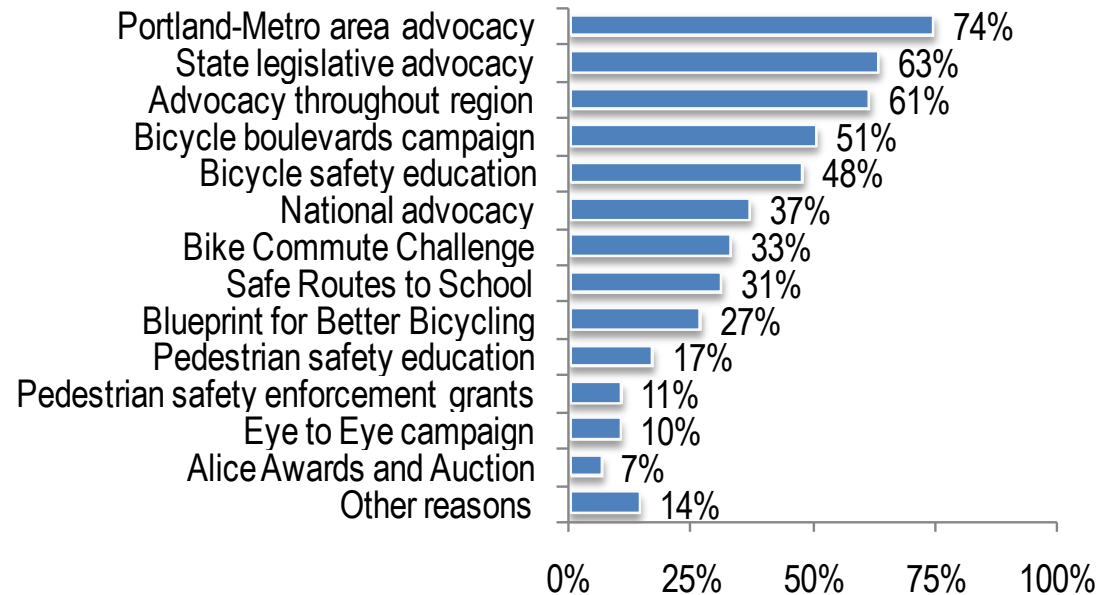
# PEOPLE VIEW BTA AS AN EFFECTIVE AND EDUCATIONAL BICYCLE ADVOCATE

- Advocacy is the most common word used to describe both the current BTA, as well as the ideal version of the organization.
- Although “effective” was used by a large percentage to describe the BTA, almost twice as many listed it as their ideal version of the organization.
- A much higher percentage of people described their ideal BTA as “inclusive” and “focused” compared to those who described the current BTA with those terms.

# ADVOCACY DRIVES BTA MEMBERSHIP FOR MAJORITY OF CURRENT MEMBERS

- Local and regional advocacy are the most common reasons current members joined BTA
- Roughly half of current members joined because of interest in the Bicycle Boulevards campaign, or bicycle safety education.
- Pedestrian safety issues are important to a much smaller percentage of BTA members than other campaigns.
- The Bike Commute Challenge (ran annually) is a good campaign to create interest in the BTA among nonmembers.

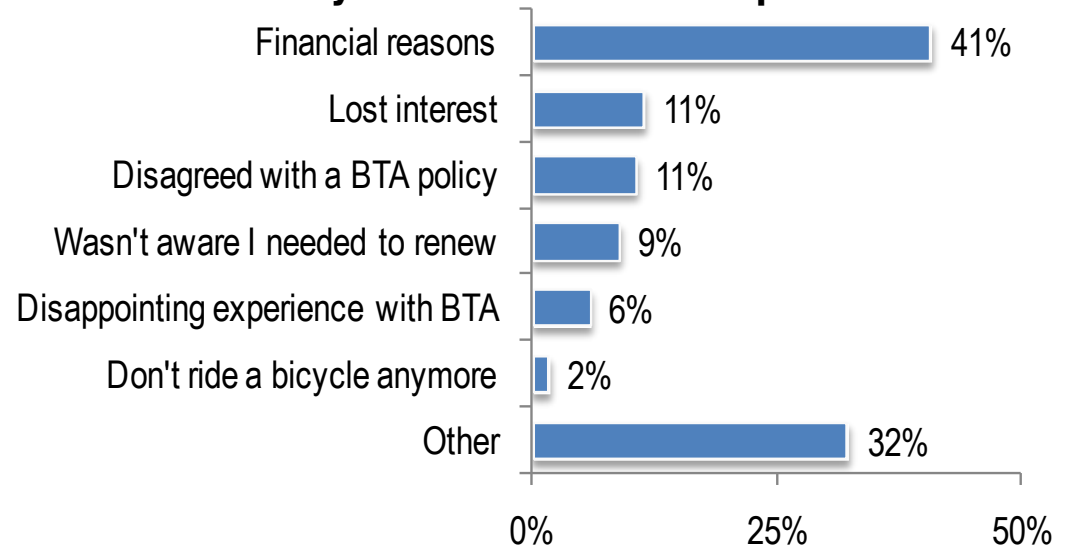
## I joined the BTA because I am interested in:



# FINANCIAL CONCERNS ARE PRIMARY REASON PEOPLE DROP MEMBERSHIP

- Financial reasons was mentioned nearly four times as often as any other reason for people dropping their BTA membership
- Nearly 1 in 10 reported that they weren't aware they needed to renew.
- Very few (2 percent) indicate they no longer ride their bicycle.
- The "Other" category contains a variety of reasons, such as:
  - Moved out of area
  - Fail to see the ongoing benefit
  - Feel it is only focused on Portland area
  - Procrastinated and plan on renewing

## Why did you decide not to renew your BTA membership?

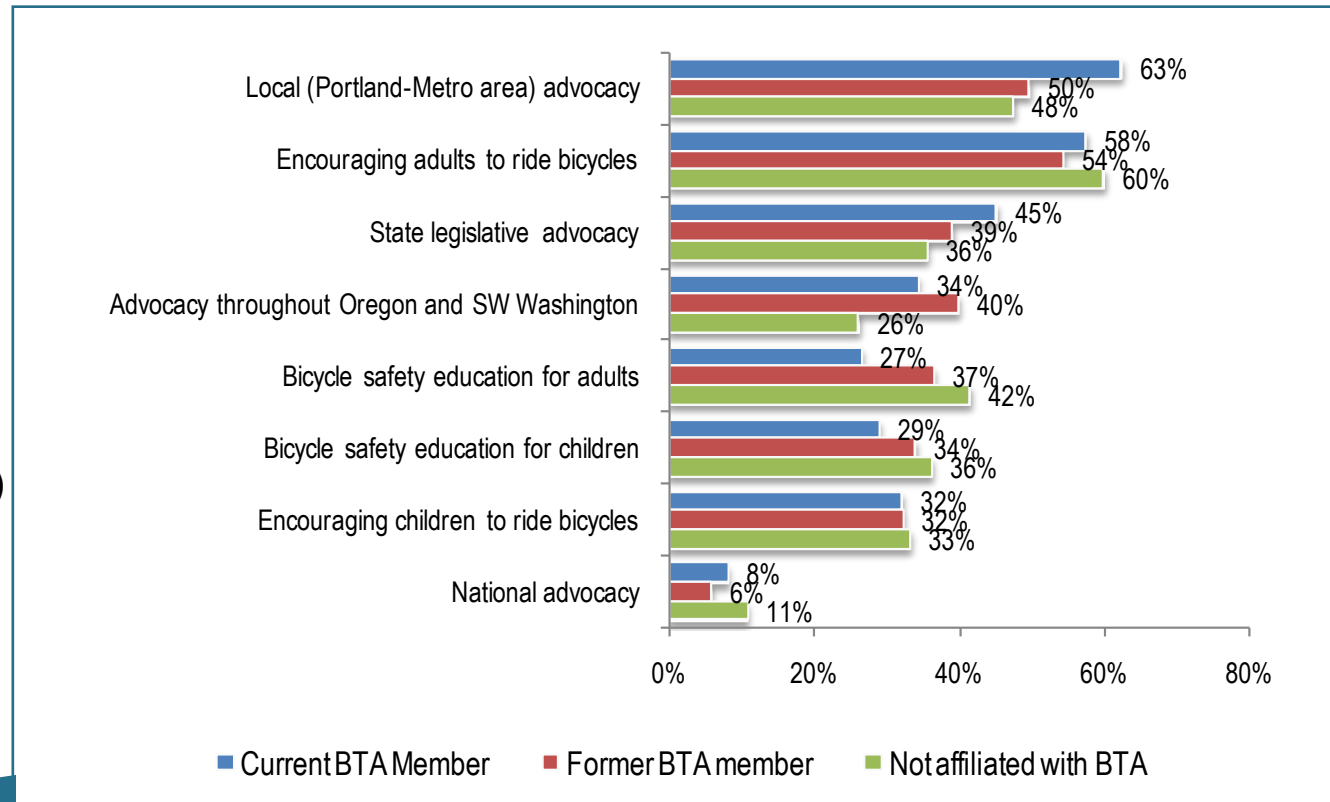


# ADVOCACY AND ENCOURAGING ADULT RIDERS ARE TOP MEMBER PRIORITIES

- Members clearly want BTA to focus on local and regional advocacy and encouraging adults to ride bicycles.
- Bicycle safety education is more of a priority for former BTA members and nonmembers.
- Advocacy throughout Oregon and SW Washington is significantly more important to former BTA members.

**Please rank the following items in terms of the priority you would like the BTA to give them.**

**(% Ranking Item in Top 3)**



# LOCAL AND STATE-LEVEL ADVOCACY ARE MOST IMPORTANT TO MEMBERSHIP

- The Bicycle Boulevards campaign is significantly more important to nonmembers, while state advocacy is more important to current members.
- Safety related issues are more important to former BTA members and nonmembers.

**Please rank the 3 activities that you believe are most important for supporting bicycling in your community.**

**(% Ranking Item in Top 3)**

