

Bicycling Perceptions and Experiences in Oregon and Southwest Washington

Presented By:
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September 8, 2009



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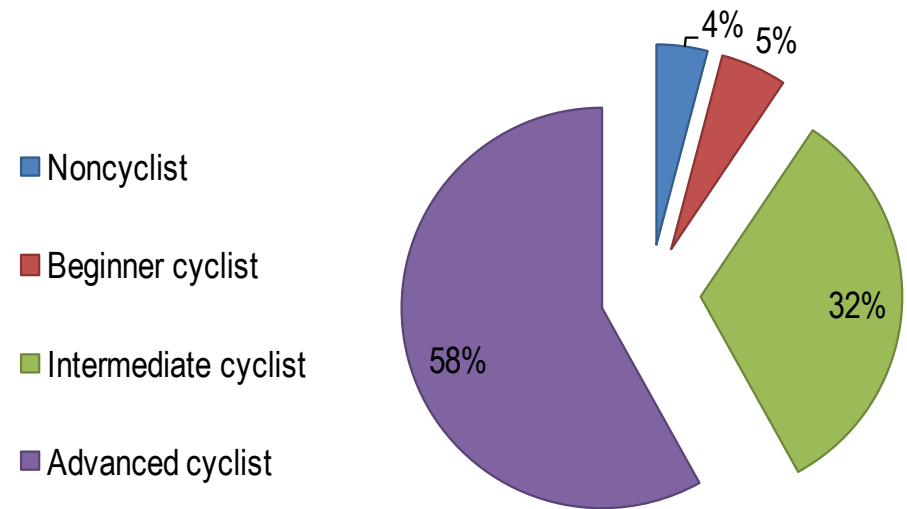
BICYCLING IN OREGON AND SW WASHINGTON

KEY FINDINGS:

- Eighty-nine percent of cyclists also own at least one automobile. (Page 5)
- Automobile ownership does not differ by cycling experience level, but usage drops significantly as cyclists become more comfortable riding. (Page 7)
 - Advanced cyclists use their automobile for roughly 25 percent of trips taken throughout the week, compared to 63 percent for noncyclists. (Page 7)
- As bicyclists become more comfortable, the number and percentage of weekly trips taken by bike increase significantly. (Page 8)
- There is a direct correlation between feelings of personal safety and the number and percentage of weekly trips that are taken by bike. (Page 9)
- Eugene riders take the highest percentage of their weekly trips by bicycle. (Page 10)
- North, Northeast and Southeast Portland travel more by bike than other Portland Metro areas. (Page 10)
- Commuting is the most common purpose of bicycle trips made by intermediate and advanced cyclists. (Page 11)

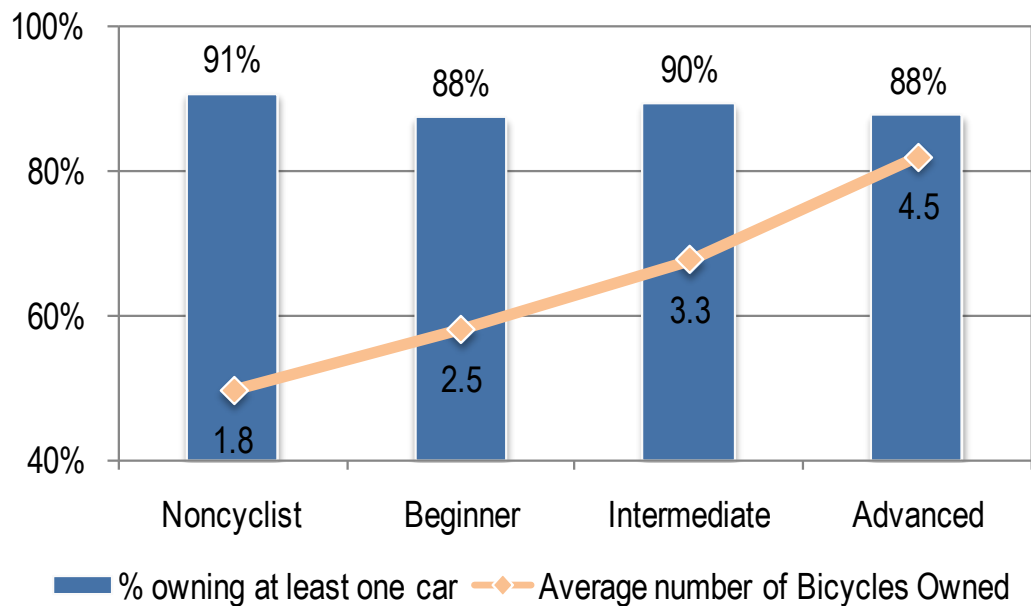
MORE THAN 2,000 PEOPLE TOOK PART IN THE SURVEY

- 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

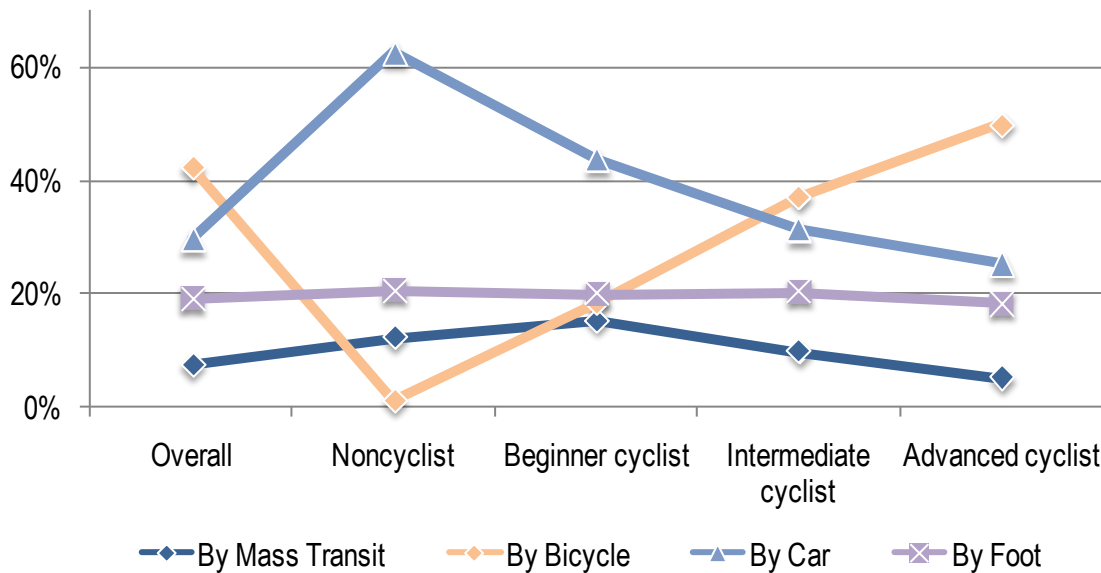
Portland Metro's Least Car-Centric Neighborhoods

	% 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

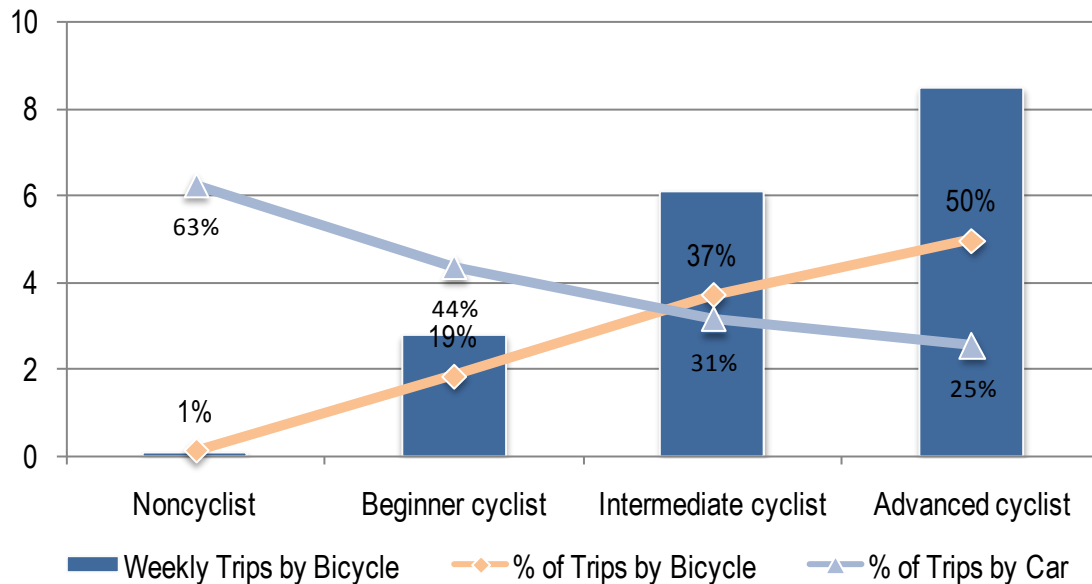
Percentage of Weekly Trips Taken By....



- 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

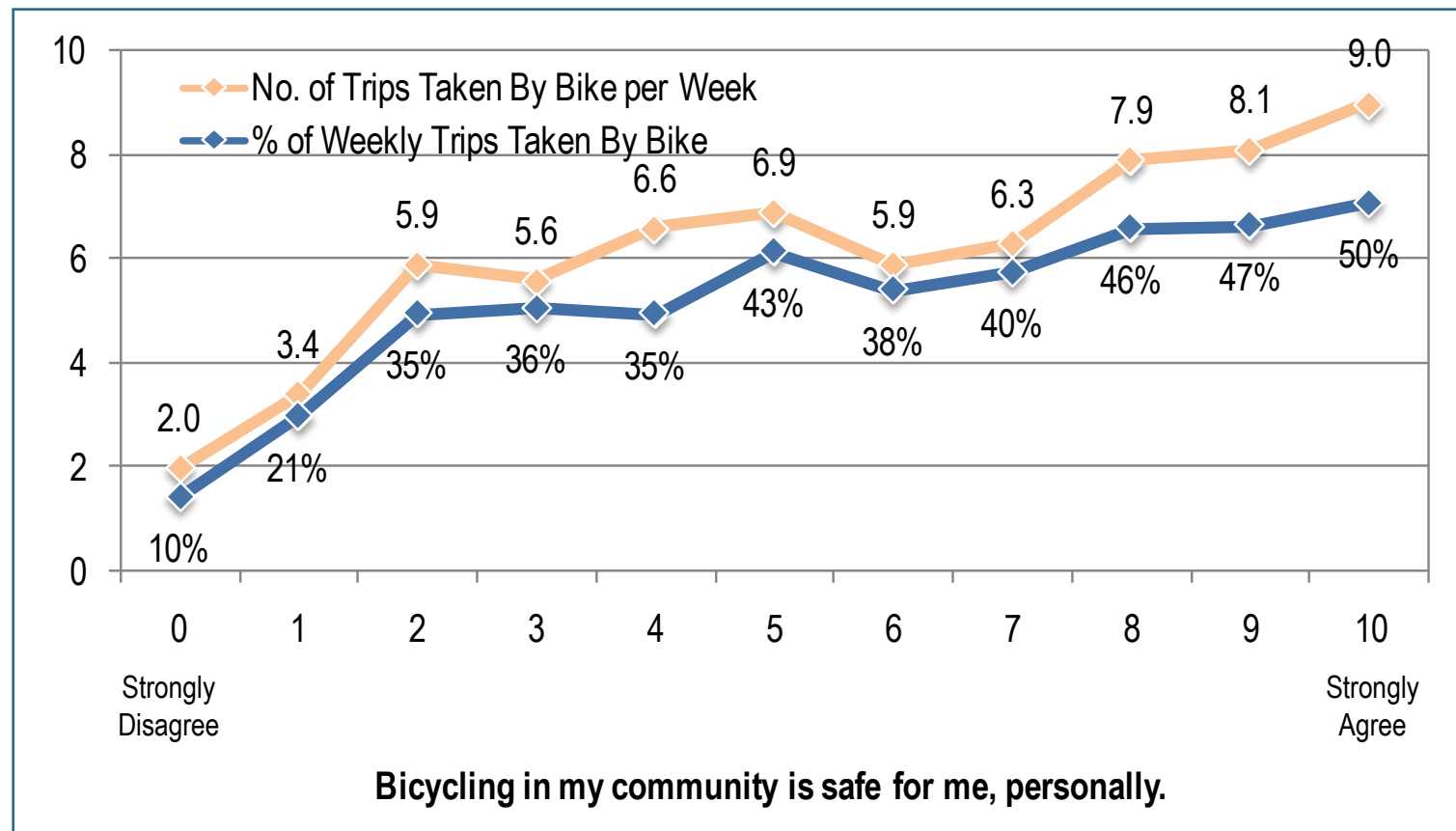
Portland Metro's Most Bike-Centric Neighborhoods

	% 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

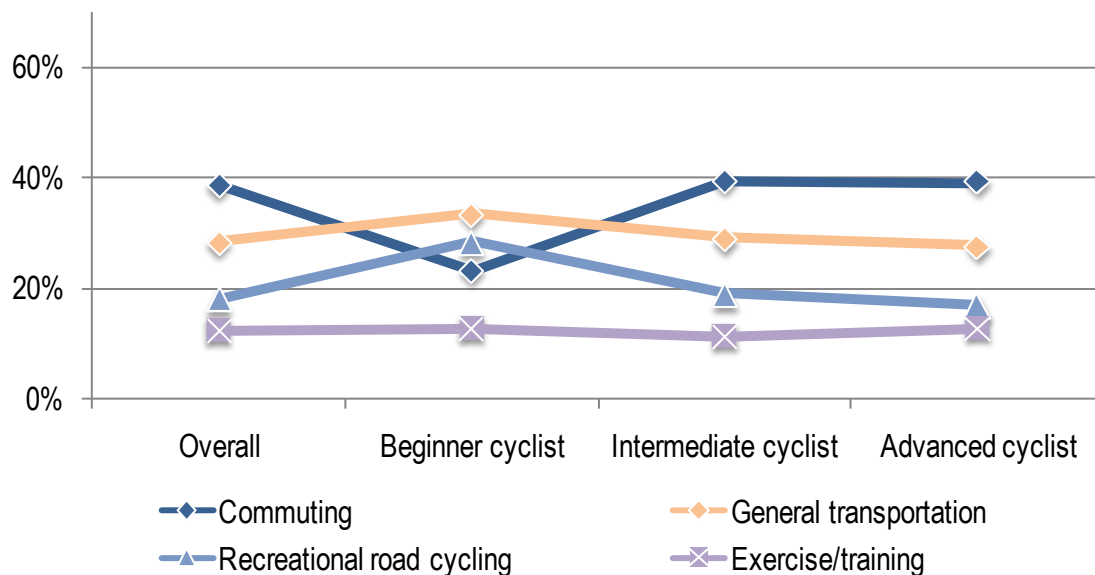
- Those who rate bicycling safety in their community a 10 (out of 10) ride their bike more than twice as often in an average week compared to those who rate safety a 0 or 1.

The Impact Perceived Safety has on Bicycle Ridership



BIKE COMMUTING IS THE MOST COMMON TYPE OF BICYCLE TRIP TAKEN

Purpose of Weekly Bicycling Trips

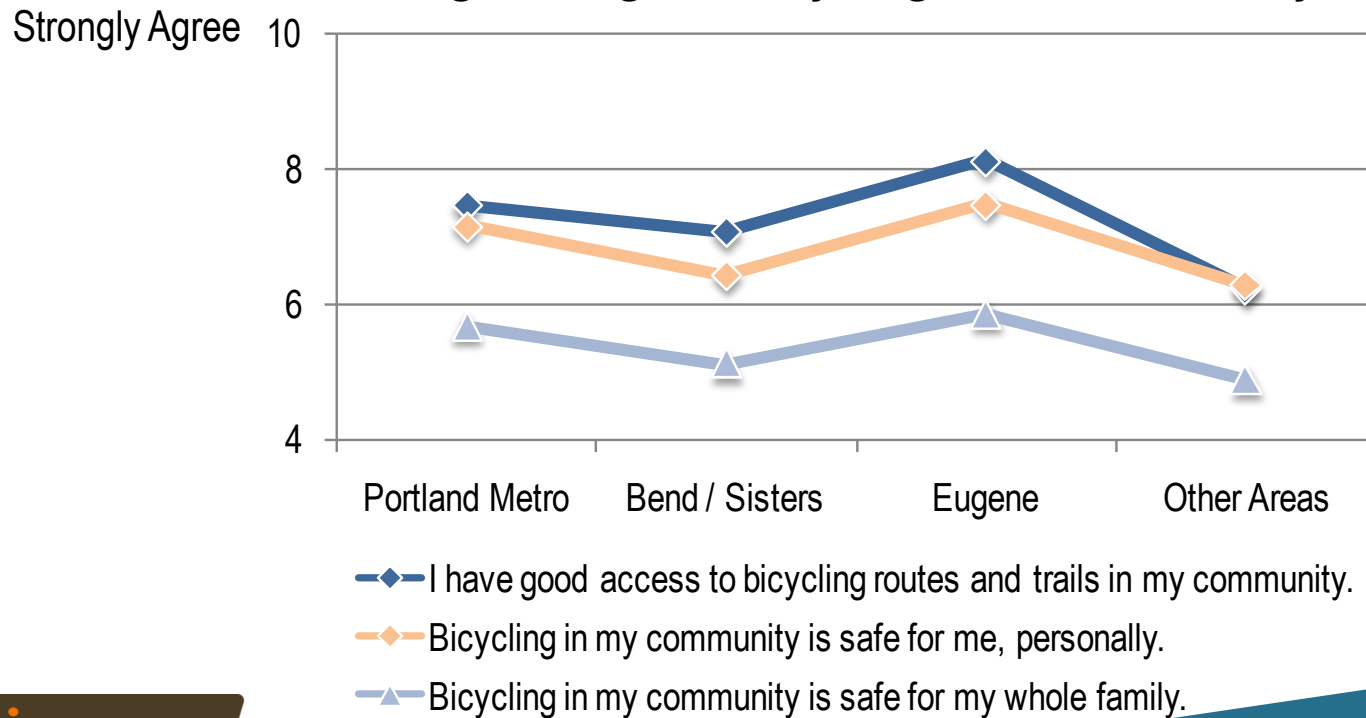


- Nearly 40 percent of all bicycling trips are for commuting purposes.
- Beginning cyclists bike commute roughly half as often as more advanced cyclists.
- Those who rate themselves as intermediate or advanced, use their bicycles in very similar fashion.
- A higher percentage of beginning cyclists rides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

