



MARKET
& OPINION
RESEARCH
SERVICES

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**Telephone Survey of Alameda County Residents
Conducted For: Alameda County Transportation Commission (ACTC)
November 30 – December 5, 2010
Total n=400; Overall MOE ± 4.9%
EMC #10-4333**

***All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.***

Hello, my name is _____. May I please speak to the youngest adult male in the household age 18 years or older that's at home now? (IF MALE NOT AVAILABLE) May I please speak to the youngest adult Female age 18 years or older that's at home right now?

Hello, my name is _____, and I'm conducting a survey for EMC Research to talk about transportation. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

Geography

Region (Alameda Co.)	# of interviews (set by quota)	Weighted %	Margin of Error (± percentage points)
Central	102	28%	9.3
East	76	12%	14.1
North	147	43%	7.5
South	75	17%	11.9

Regional Definitions (Zip Codes)

Central	East	North	South
94541, 94542, 94543, 94544, 94545, 94546, 94552, 94557, 94577, 94578, 94579, 94580, 94587	94550, 94551, 94566, 94568, 94586, 94588	94501, 94502, 94601, 94602, 94603, 94604, 94605, 94606, 94607, 94608, 94609, 94610, 94611, 94612, 94613, 94614, 94615, 94617, 94618, 94619, 94620, 94621, 94622, 94623, 94624, 94649, 94659, 94660, 94661, 94662, 94666, 94701, 94702, 94703, 94704, 94705, 94706, 94707, 94708, 94709, 94710, 94712, 94720,	94536, 94537, 94538, 94539, 94540, 94555, 94560

1.	Just to make sure I'm calling the right place, do you live in Alameda County?	
	1. Yes -> CONTINUE	100%
	2. No -> TERMINATE	
2.	Region	
	Central	28%
	East	12%
	North	43%
	South	17%
3.	Age	
	18-29	18%
	30-39	21%
	40-49	19%
	50-64	28%
	65+	14%
5.	Gender (Record from observation)	
	Male	49
	Female	51
6.	In the past year, do you recall seeing or hearing any advertising with the text "Get Rolling"?	
	Yes	3
	No	91
	(Don't Know)	5
	(ASK Q7-Q8 IF Q6=1)	(N=13)
7.	As far as you can recall, what was the Get Rolling advertising about? (OPEN-ENDED)	
	Using a bike instead of driving a car	15
	Related to cars	21
	Don't remember	64
8.	And where do you recall hearing or seeing the Get Rolling advertisement? (OPEN-ENDED, ACCEPT UP TO 3 RESPONSES)	
	Newspaper	9
	Sign on a street pole	6
	Back/side of a bus	14
	Bus Shelter	8
	Billboard	9
	Flyer/handout	8
	TV	45
	Other/ Don't know	19

(RESUME ASKING EVERYONE)

9. As you may know, the Get Rolling advertising campaign was designed to encourage people to ride their bicycles more often. Now that you have heard that information, do you recall seeing or hearing any advertising with the text "Get Rolling"?

Yes	14
No	83
(Don't Know)	4

10. Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**OPEN-ENDED, ACCEPT UP TO THREE RESPONSES**)

Safety issues - Biking is unsafe/dangerous	32
Too far of a distance to travel	28
Being protected from the weather	25
Time consuming	20
Difficult/Takes too much energy/Lazy	19
Inconvenient/Prefer the convenience of a car	16
Do not like biking through traffic/Dangerous drivers	11
Health restrictions/Not in shape	9
Being able to carry/transport more belongings	7
No bike lanes	7
Do not own a bike	7
Just do not want to/Lack of interest	4
Do not know how to ride a bike	4
Too many hills to bike through	3
Do not want to get sweaty	2
Nowhere to park/store bike	2
Prefer comfort of a car	1
Cannot bike in work clothes	1
Transport more than one passenger	1
Other	2
Nothing	0
Don't know	2

I'm going to read you a list of reasons some people give for not riding their bicycles to work, school and the other places they go regularly. Whether or not you regularly ride your bicycle to get where you are going, please tell me for each one how important of a factor it is for you **personally** when considering riding a bicycle. Please use a scale from 1 to 7, where 1 means it's not at all important, and 7 means it's extremely important. (RANDOMIZE LIST)

SCALE:	Not at all important	1	2	3	4	5	6	Extremely important	7	(Don't know)	Mean
11.	Don't want to arrive at your destination sweaty	14	9	9	10	17	11	30	-	4.57	
12.	Don't want to arrive at your destination with messy hair or flat hair	31	12	11	8	7	6	24	2	3.62	
13.	Don't want to carry a change of clothes	20	11	12	14	13	5	24	0	4.06	
14.	No place to shower at your destination	26	8	12	10	10	6	27	1	3.97	
15.	No safe place to park a bike at your destination	21	7	6	6	14	13	30	1	4.48	
16.	Not confident in your bike riding ability	36	12	8	5	14	5	18	2	3.37	
17.	Not in good enough shape	26	10	10	8	14	9	21	0	3.85	
18.	Worried about cars on the road	11	4	6	7	12	15	45	0	5.33	
19.	Need to have access to a car at some point during the day	17	5	7	11	16	9	35	0	4.72	
20.	You have to carry a lot of stuff	12	8	9	9	14	14	33	-	4.80	
21.	The places you regularly go are too far away to ride	14	6	5	10	13	13	39	0	5.01	
22.	Don't want to ride your bike alone	36	12	12	8	11	6	14	1	3.22	
23.	Poor road and pavement conditions	12	9	13	9	15	13	29	0	4.61	
24.	Don't know the best way to get where you are going by bike	34	11	8	7	15	8	16	0	3.47	
25.	Not enough bike lanes or bike-safe streets on your route	12	6	7	8	14	11	40	1	5.01	
26.	Biking takes too much time	20	8	11	12	18	9	20	2	4.09	
27.	Fear of a flat tire or other equipment failure	19	15	12	9	13	5	26	1	4.03	
28.	Fear of bad weather	8	5	9	11	15	14	38	0	5.12	
29.	Inability to take a bike on BART during commute hours	25	5	10	10	11	9	27	3	4.18	
30.	Worried about getting home quickly in an emergency	15	7	8	6	11	8	45	1	4.94	
31.	Worried about my personal safety	13	5	7	10	13	12	40	0	5.00	

Now I'm going to read you a list of things that might make it easier for people to ride their bicycles as transportation. For each one, please tell me if you believe it would make you much more likely to ride your bicycle more often for transportation, somewhat more likely to ride your bicycle more often for transportation, or if it would not make a difference in your decision. **(RANDOMIZE LIST)**

(Prompt, if necessary: Would this make you much more likely or somewhat more likely to ride your bicycle, or would it make no difference?)

SCALE:	Much more likely	Somewhat more likely	No Difference	(Don't know)
32. More dedicated bike lanes	49	26	26	-
33. Wider bike lanes	45	26	29	0
34. More places to ride away from cars, like on bike paths	56	20	23	0
35. More secure bike parking at the places you go	51	22	26	1
36. More secure bike parking at transit stations	47	24	29	1
37. A shower and changing area at your destination	28	29	42	2
38. Access to a shared car at your destination for use while you are there	37	26	35	2
39. Organized bicycling groups from near where you live to your destination	26	21	53	1
40. Incentives from your work or school, like contests or cash giveaways	29	25	45	1
41. Slower moving cars on the streets	32	27	40	1
42. Allowing bicycles on all forms of public transit all the time	42	28	30	1
43. Access to bicycle safety and maintenance classes	27	25	48	0
44. Access to information about bicycle commuting equipment	24	28	46	1
45. An easy way to find the best bike route to the places you go	37	27	34	1
46. Safety improvements at large intersections	54	25	21	0

47.	Have you ever participated in Bike to Work Day?	
	Yes	17
	No	81
	(Don't Know)	2
	(ASK Q48 IF Q47=1)	(n=69)
48.	Did you participate in the most recent Bike to Work Day, in May of 2010?	
	Yes	32
	No	68
	(Don't Know)	-
	(ASK Q49-Q52 IF Q48=1)	(n=22)
49.	What would you say was the <u>primary reason</u> you participated in Bike to Work Day 2010? (ONE RESPONSE, OPEN-ENDED)	
	I commonly ride my bike	39
	For my kids	9
	It was fun	8
	Helps traffic	7
	Office pressure	7
	Health reasons	6
	To save gas	6
	Solidarity	6
	For the free stuff I got	6
	To support bike day	4
	Better for the environment	2
50.	And are there any other reasons you participated in Bike to Work Day 2010? (UP TO TWO RESPONSES, OPEN-ENDED)	
	No reason given	33
	To support bike day	15
	Office pressure	12
	Better for the environment	11
	For the free stuff I got	11
	I commonly ride my bike	8
	Health reasons	6
	For my kids	4
51.	If it had not been Bike to Work Day, what mode or modes of transportation would you likely have taken to get where you were going that day? Please tell me all of the modes you would have used. (READ LIST IF NECESSARY, ACCEPT MULTIPLE RESPONSES)	
	Drive alone	32
	Drive or ride in a carpool or vanpool	12
	Bicycle	65
	Walk	9
	Public Bus	20
	BART	14
	Something else	3

(n=22)

52.	Since participating in Bike to Work Day 2010, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before Bike to Work Day?	
	A lot more often	11
	A little more often	4
	Same as before	86
	Less often	-
	(Don't Know)	-

(RESUME ASKING EVERYONE)53. How likely are you to participate in Bike to Work Day in May 2011? **(READ SCALE)**

Very likely	13
Somewhat likely	18
Somewhat unlikely	12
Very unlikely	56
(Neither likely nor unlikely)	1
(Don't Know)	1

54. Have you ever participated in Alameda County's Team Bike Challenge?

Yes	3
No	97
(Don't Know)	0

(ASK Q55 IF Q54=1)**(n=11)**

55. Did you participate in the 2010 Team Bike Challenge?

Yes	45
No	55
(Don't Know)	-

(ASK Q56 IF Q55=1)**(n=5)**

56. Since participating in the 2010 Team Bike Challenge, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before?

A lot more often	-
A little more often	39
Same as before	61
Less often	-
(Don't Know)	-

(RESUME ASKING EVERYONE)

57. And have you ever participated in Walk and Roll to School day?

Yes	14
No	85
(Don't Know)	1

In a typical week, how many days would you say you do each of the following: **(RECORD ACTUAL NUMBER 1-7)**
 (IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

SCALE:	Days per week							<i>(Total weekly or more)</i>	1-4 days/month	1-11 days/year	Never	(Don't know)	MEAN DAYS/WK	
	1	2	3	4	5	6	7							
58.	Go to work outside of your home													
	3	2	7	6	42	7	5	71	-	0	28	0	3.34	
	<u>TOTAL Who Work: 71%</u>													
59.	Go to school													
	4	4	3	3	9	1	1	24	0	-	74	1	0.87	
	<u>TOTAL Who Go to School: 24%</u>													
60.	Go shopping for food or other household items													
	21	33	19	8	4	1	5	91	1	1	5	2	2.37	
61.	Take your children to school													
	3	2	2	2	21	1	1	33	0	-	69	1	2.29	
62.	Drive a car alone													
	4	7	8	7	26	7	24	84	1	-	15	0	4.13	
63.	Travel in a car with someone else, whether you are the driver or a passenger													
	11	19	18	9	13	4	13	88	2	1	9	0	3.21	
64.	Ride a bus													
	3	4	1	3	3	1	1	17	2	4	77	0	0.59	
65.	Ride BART													
	11	3	3	2	5	0	-	24	11	12	51	1	0.65	
66.	Take a train other than BART													
	1	1	0	0	0	0	0	4	3	8	84	1	0.15	
67.	Take a ferry													
	1	0	0	-	1	0	-	3	1	8	86	2	0.12	
68.	Ride a bicycle for health or recreation													
	13	8	6	3	2	1	1	34	5	1	56	1	0.83	
69.	Ride a bicycle as a way to get to a destination													
	6	2	3	3	2	1	3	19	3	4	72	1	0.66	
70.	Ride a stationary bicycle or take a spinning class													
	7	5	6	1	2	1	1	23	2	1	72	1	0.63	

(ASK Q71 – Q77 IF Q58=1-9 (Go to work))**(n=285)**71. In what city is your main work destination? **(OPEN-ENDED, ONE RESPONSE)**

Alameda	10
Alamo	0
Albany	0
Berkeley	7
Castro Valley	1
Concord	-
Danville	-
Dublin	0
El Cerrito	-
Emeryville	1
Fremont	7
Hayward	8
Kensington	1
Lafayette	0
Livermore	3
Martinez	-
Milpitas	0
Moraga	-
Newark	1
Oakland	18
Orinda	-
Piedmont	-
Pleasant Hill	-
Pleasanton	6
Richmond	1
Sacramento	0
San Francisco	13
San Jose	7
San Leandro	3
San Lorenzo	0
San Pablo	0
San Ramon	1
Sunol	0
Tracy	-
Union City	3
Walnut Creek	1
Other	7
(Total Alameda County)	68)

72. Approximately how many miles from home is your main work destination? **(RECORD ACTUAL NUMBER)**

0-2 miles	17
3-5 miles	21
6-10 miles	22
11-20 miles	19
21+ miles	21

MEAN: 13.49 mi.

(n=285)

73. And what mode or modes of transportation do you usually use to get to work? If you usually use more than one please list them all. **(TAKE MULTIPLE RESPONSES; READ LIST IF NEEDED)**

Drive alone	73
Drive or ride in a carpool or vanpool	12
Motorcycle or scooter	2
Bicycle	8
Walk	6
Public Bus	7
Company shuttle	-
BART	12
Train, like Capitol Corridor or ACE Train	1
Ferry or boat	1
Something else	4
(Don't know)	3

At work, do you have access to:

74. Bike racks	
Yes	41
No	53
(Don't Know)	6
75. A secure bike room or bike locker	
Yes	30
No	65
(Don't Know)	5
76. A shower	
Yes	30
No	67
(Don't Know)	4
77. A changing area	
Yes	56
No	41
(Don't Know)	2

(RESUME ASKING EVERYONE)

(ASK Q78 – Q84 IF Q59=1-9 (Go to school))**(n=98)**78. In what city do you go to school? **(OPEN-ENDED, ONE RESPONSE)**

Alameda	11
Alamo	-
Albany	-
Berkeley	12
Castro Valley	-
Concord	1
Danville	-
Dublin	-
El Cerrito	-
Emeryville	-
Fremont	11
Hayward	13
Kensington	-
Lafayette	-
Livermore	3
Martinez	-
Milpitas	-
Moraga	-
Newark	-
Oakland	22
Orinda	-
Piedmont	1
Pleasant Hill	-
Pleasanton	2
Richmond	1
Sacramento	-
San Francisco	3
San Jose	2
San Leandro	2
San Lorenzo	-
San Pablo	-
San Ramon	-
Sunol	-
Tracy	-
Union City	4
Walnut Creek	-
Other	13
(Total Alameda County	81)

79. Approximately how many miles from home is your school? **(RECORD ACTUAL NUMBER)**

0-2 miles	29
3-5 miles	31
6-10 miles	18
11-20 miles	8
21+ miles	14

MEAN: 11.95 mi.

(n=98)

80. And what mode or modes of transportation do you usually use to get to school? If you usually use more than one please list them all. **(TAKE MULTIPLE RESPONSES; READ LIST IF NEEDED)**

Drive alone	65
Drive or ride in a carpool or vanpool	6
Motorcycle or scooter	1
Bicycle	13
Walk	16
Public Bus	12
BART	9
Train, like Capitol Corridor or ACE Train	-
Something else	2
(Don't know)	3

At school, do you have access to:

81. Bike racks	
Yes	67
No	22
(Don't Know)	10
82. A secure bike room or bike locker	
Yes	23
No	66
(Don't Know)	11
83. A shower	
Yes	31
No	64
(Don't Know)	6
84. A changing area	
Yes	49
No	45
(Don't Know)	6

(RESUME ASKING EVERYONE)

85. Do you currently own or have access to a working bicycle?	
Yes	59
No	41
(Don't Know)	-

(ASK Q86 IF Q58=1-9 (Go to work))

(n=285)

86. In a typical week, how many days would you say you ride your bicycle for all or part of your trip to work, if at all? (IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never	(Don't know)	MEAN DAYS/WK
	1	2	3	4	5	6	7						
	3	1	2	3	4	1	2	17	0	0	82	1	0.66

(ASK Q87 IF Q59=1-8 (Go to school))

(n=98)

87. In a typical week, how many days would you say you ride your bicycle for all or part of your trip to school, if at all? (IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never	(Don't know)	MEAN DAYS/WK
	1	2	3	4	5	6	7						
	4	4	1	1	4	3	1	19	-	-	78	3	0.69

(RESUME ASKING EVERYONE)

Now I'd like to ask you a few questions for statistical purposes only.

- 88. Do you have access to a car for your usual trips to work, school, and other places, or not?
 - Yes 87
 - No 13
 - (Don't Know) 0

- 88a. Do any children under the age of 18 live in your household?
 - Yes 40
 - No 60
 - (Don't know/Refused) 1

- 89. Do you rent or own your home or apartment?
 - Rent/other 42
 - Own/buying 55
 - (Don't know/Refused) 3

- 90. Do you identify yourself as African-American, white, Hispanic, Asian, bi-racial, multi-racial or something else:
 - Afr-Amer/Black 11
 - White 41
 - Hispanic/Latino 17
 - Asian 19
 - Bi-racial/multi-racial 4
 - Other 6
 - (Refused) 2

AGE

18-24	13
25-29	5
30-34	9
35-39	13
40-44	10
45-49	9
50-54	9
55-59	9
60-64	11
65-69	5
70-74	4
75+	5

THANK YOU!



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Web Survey of East Bay, CA Bicyclists
Conducted for: Alameda County Transportation Commission (ACTC)
December 7, 2010 – January 17 2011
Total n=656
EMC #10-4354

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100%.

We are looking to gather the opinions of people who bike in Alameda County. The results of this survey will be used in planning future bicycling events, including Bike to Work Day, and generally making bicycling easier in Alameda County. Your participation is very important. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

Geography

Region	# of interviews
Central Alameda Co.	35
East Alameda Co.	14
North Alameda Co.	508
South Alameda Co.	24
Non-Alameda Co.	75

Regional Definitions (Zip Codes)

Central	East	North	South
94541, 94542, 94543, 94544, 94545, 94546, 94552, 94557, 94577, 94578, 94579, 94580, 94587	94550, 94551, 94566, 94568, 94586, 94588	94501, 94502, 94601, 94602, 94603, 94604, 94605, 94606, 94607, 94608, 94609, 94610, 94611, 94612, 94613, 94614, 94615, 94617, 94618, 94619, 94620, 94621, 94622, 94623, 94624, 94649, 94659, 94660, 94661, 94662, 94666, 94701, 94702, 94703, 94704, 94705, 94706, 94707, 94708, 94709, 94710, 94712, 94720,	94536, 94537, 94538, 94539, 94540, 94555, 94560

Age

18-29	18
30-39	23
40-49	27
50-64	29
65+	2

Gender

Male	46
Female	54

1. In general, how many days per week do you ride a bicycle?

7 days/wk	16
6 days/wk	11
5 days/wk	19
4 days/wk	13
3 days/wk	11
2 days/wk	8
1 days/wk	3

WEEKLY → 81

1 to 4 days a month, but less than once a week	9
1 to 11 days a year, but less than once a month	9
I never ride a bicycle	-

Mean: 2.73 days/wk

(IF Q1 = never --> TERMINATE)

2. From the list below, please select the main reasons you ride your bicycle: (select up to 3)

For transportation/to get places	75
Personal health	62
For fun	46
Good for the environment	41
Save money on gas/parking	19
Stress reduction	12
To avoid traffic	8
Don't like driving/taking transit	8
Set a good example for others	5
Incentives from employer or school	1
Other	6

3. In the past year, do you recall seeing or hearing any advertising with the text "Get Rolling"?

Yes	14
No	86

(ASK Q4-Q5 IF Q3=1)

4. As far as you can recall, what was the *Get Rolling* advertising about? **(OPEN-ENDED)**
- | | |
|---|--------|
| | (n=89) |
| Bike to Work Day/Month/Biking to work | 32 |
| Biking | 28 |
| Using bike as everyday transportation/multiple purposes | 21 |
| Using bikes on public transit | 6 |
| Recreational biking | 3 |
| Other | 8 |
| Don't know | 11 |
5. And where do you recall hearing or seeing the *Get Rolling* advertisement? (please check all that apply)
- | | |
|-----------------------|--------|
| | (n=89) |
| Back/side of a bus | 45 |
| Bus shelter | 36 |
| BART station | 25 |
| Sign on a street pole | 15 |
| Billboard | 15 |
| Flyer/handout | 12 |
| Newspaper | 11 |
| Other | 10 |
| Don't remember | 15 |

(RESUME ASKING EVERYONE)

6. As you may know, the *Get Rolling* advertising campaign was designed to encourage people to ride their bicycles more often. Now that you have heard that information, do you recall seeing or hearing any advertising with the text "*Get Rolling*"?
- | | |
|-----|----|
| Yes | 17 |
| No | 83 |
7. Here are some of the images used in the *Get Rolling* campaign. Do you recall seeing any advertisements similar to the ones shown here? (show several *Get Rolling* poster images)
- | | |
|-----|----|
| Yes | 27 |
| No | 73 |
8. Thinking about the advertisements shown here, how effective do you believe they are in motivating people to ride their bicycles more often?
- | | |
|----------------------|----|
| Very effective | 4 |
| Somewhat effective | 54 |
| Not very effective | 36 |
| Not at all effective | 5 |

9. What is it about these advertisements that you find MOST effective in motivating people to ride their bicycles more often? **(OPEN-ENDED)**
- | | |
|--|----|
| Images of gas prices/suggestions of saving money | 22 |
| Images of happy looking people/having fun | 18 |
| Images of people using bikes for everyday/biking as alternative to driving | 17 |
| Variety of biking activities | 10 |
| Images of using bikes with public transit | 9 |
| Images of bikes/people biking | 8 |
| Images of average-looking people/regular clothing/no bike gear | 7 |
| Diversity of bikers (age, gender, race) | 6 |
| Layout/colors/font | 6 |
| Images of healthy looking people | 2 |
| Images of children riding bikes | 2 |
| Slogans/logos | 1 |
| None | 10 |
| Other | 4 |
| Don't know | 2 |
10. What is it about these advertisements that you find LEAST effective in motivating people to ride their bicycles more often? **(OPEN-ENDED)**
- | | |
|--|----|
| Not direct enough/too subtle/unclear message/not enough focus on bikes | 15 |
| Uninspiring/not enough motivation/unrelatable | 11 |
| Unrealistic/Impractical/Cheesy | 10 |
| Doesn't address actual reasons people don't bike | 10 |
| Bad layout/formatting/colors | 10 |
| Logos/slogans | 8 |
| Not informative enough | 6 |
| Uninteresting/boring/generic/doesn't stand out | 5 |
| Riders seem too advanced/sporty/makes biking look difficult | 4 |
| Not diverse enough/excludes certain groups like seniors, un-athletic | 3 |
| Gas prices too low | 3 |
| Not 'cool' | 2 |
| Doesn't address health/fitness aspect of biking | 2 |
| No references/web addresses | 1 |
| Repetitive/no new info/preaching to the choir | 1 |
| Doesn't address environmental aspects of biking | 1 |
| Only in English | 0 |
| None | 7 |
| Other | 12 |
| Don't know | 5 |
11. Have you ever participated in Bike to Work Day in Alameda County? (please check all that apply)
- | | |
|-------------------------|----|
| Yes, in 2010 | 62 |
| Yes, in 2009 | 55 |
| Yes, in 2008 | 46 |
| Yes, in 2007 or earlier | 39 |
| No | 25 |

(ASK BTWD SECTION IF EVER PARTICIPATED IN BTWD)

These next questions are about the last time you participated in Bike to Work Day, whether that was 2010 or some other year.

12. How did you learn about Bike to Work Day? (please check all that apply) (n=490)
- | | |
|---|----|
| East Bay Bicycle Coalition website | 32 |
| Employer | 28 |
| Local bicycle organization email newsletter | 23 |
| Poster or billboard | 23 |
| Friend or family member (other than on Facebook or Twitter) | 22 |
| Coworker (other than on Facebook or Twitter) | 21 |
| 511.org | 15 |
| Other bicycle organization website | 14 |
| Radio advertisement or announcement | 12 |
| Local bicycle organization paper newsletter | 8 |
| Facebook | 7 |
| www.youcanbikethere.com | 4 |
| Twitter | 1 |
| Other | 18 |
| Don't remember | 7 |
13. What was your primary reason for participating in Bike to Work Day? (check one) (n=490)
- | | |
|---|----|
| I almost always bike to work anyway | 42 |
| Set a good example for others | 14 |
| For fun | 11 |
| Incentives, food, and prizes from Bike to Work Day organizers | 8 |
| To try out biking and see if it works for me | 5 |
| Good for the environment | 5 |
| Personal health | 3 |
| Incentives from employer or school | 1 |
| Save money on gas/parking | 1 |
| To avoid traffic | 0 |
| Stress reduction | 0 |
| Other | 10 |
14. On Bike to Work Day, did you... (select one) (n=490)
- | | |
|---|----|
| Ride your bike all the way from home to your destination | 75 |
| Ride your bike some of the way and take transit some of the way from home to your destination | 18 |
| Ride your bike some of the way and drive some of the way from home to your destination | 2 |
| Something else | 4 |
| Don't remember | 0 |

15. What was your primary destination on Bike to Work Day? (n=490)
- | | |
|----------------|----|
| Work | 87 |
| School | 5 |
| Somewhere else | 8 |
| Don't remember | 0 |
16. Approximately how many miles was your total round-trip commute on Bike to Work Day (including miles traveled by bicycle, car, public transit, and walking)? (numeric text box) (n=490)
- | | |
|-------------|----|
| 0-2 miles | 8 |
| 3-5 miles | 20 |
| 6-10 miles | 29 |
| 11-20 miles | 23 |
| 21+ miles | 20 |
- Mean: 15.45 mi.**
17. And approximately how many miles did you travel by bicycle on Bike to Work Day (please include only miles ridden by bike)? (numeric text box) (n=490)
- | | |
|-------------|----|
| 0-2 miles | 9 |
| 3-5 miles | 26 |
| 6-10 miles | 35 |
| 11-20 miles | 22 |
| 21+ miles | 9 |
- Mean: 10.28 mi.**
18. If it had not been Bike to Work Day, how would you have most likely traveled to your destination that day? If you would have used more than one mode of transportation for the trip, please check all of those you would have used. (check all that apply) (n=490)
- | | |
|---|----|
| Bicycle | 66 |
| Drive alone | 25 |
| BART | 18 |
| Walk | 10 |
| Public Bus | 9 |
| Drive or ride in a carpool or vanpool | 4 |
| Motorcycle or scooter | 1 |
| Company shuttle | 1 |
| Train, like Capitol Corridor or ACE Train | 1 |
| Ferry or boat | 1 |
| Other | 1 |
| I would have not gone to my destination | 2 |

19. For Bike to Work Day, did you... (check all that apply)

(n=490)

Stop at an energizer station on the way to your destination	62
Get a Bike to Work Day canvas bag	58
Post on Facebook about Bike to Work Day	16
Stop at the bike away from work party on Telegraph Avenue in Oakland	14
Leave your bike at a free Bike to Work Day bike check	10
Compete in the Team Bike Challenge	10
Attend a Bike to Work Month event other than Bike to Work Day	10
Compete in the Company Bike Challenge	6
Watch a Bike to Work Day video	4
Tweet about Bike to Work Day	2
Download iBike Challenge	0
None of these	23

20. Which of the following is true for you about your participation in Bike to Work Day? (check all that apply)

(n=490)

I enjoyed being outside on my bike that day	71
I enjoyed getting the exercise from biking that day	63
I told my coworkers/classmates that I rode my bicycle that day	48
It was easy to find a place to store my bike that day	34
I felt better at work that day	27
I found a good route to take	19
I rode to work/school with people I know	11
The ride was easier than I thought it would be	8
I fixed my bicycle so I could ride it that day	3
None of these	13

21. Before you participated in your first Bike to Work Day, how many days per week did you ride your bicycle, if at all?

(n=490)

7 days/wk	15
6 days/wk	11
5 days/wk	19
4 days/wk	11
3 days/wk	11
2 days/wk	9
1 days/wk	2

WEEKLY → 79

1 to 4 days a month, but less than once a week	7
1 to 11 days a year, but less than once a month	9
I never rode a bicycle before I participated in Bike to Work Day	4

Mean: 2.71 days/wk

22.	Since participating in Bike to Work Day, would you say you ride your bicycle...	(n=490)
	A lot more often	10
	A little more often	10
	About the same as before	76
	Less often	4

(RESUME ASKING EVERYONE)

23.	How likely are you to participate in Bike to Work Day in May 2011?	
	Very likely	70
	Somewhat likely	16
	Somewhat unlikely	5
	Very unlikely	9
24.	Have you ever participated in the Team Bike Challenge in Alameda County? (please check all that apply)	
	Yes, in 2010	7
	Yes, in 2009	7
	Yes, in 2008	4
	Yes, in 2007 or earlier	3
	No	89

(ASK Q25 IF Q24 = 1-4)

25.	Since participating in the Team Bike Challenge, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before?	(n=74)
	A lot more often	9
	A little more often	15
	Same as before	70
	Less often	4
	(Don't Know)	1

(RESUME ASKING EVERYONE)

26. Did you attend or participate in any of the following events in 2010? (check all that apply)
- | | |
|--|----|
| Oaklavia in Oakland (June 27) | 17 |
| Bike to School Days (May 2010) | 6 |
| Bicycle safety class (April, May, June) | 5 |
| Bike-In Movie Double Feature at Whole Foods Oakland (April 23) | 4 |
| Berkeley Earth Day (April 24) | 4 |
| Bike-In Movie at Trumer Pils Brewery (May 21) | 4 |
| Bike to Market Day (May 22) | 4 |
| Bike Day at the Berkeley Farmer's Market (May 1) | 3 |
| Albany Arts & Green Festival (May 2) | 3 |
| Urban Assault Ride Scavenger Hunt in Berkeley (May 2) | 2 |
| Bike Day at the San Leandro Farmer's Market (May 5) | 2 |
| Kids Bike Rodeo in Berkeley (May 8) | 2 |
| Bike-In Movie at Rialto Cinemas in El Cerrito (May 12) | 2 |
| Oakland Indie Awards in Oakland (May 14) | 2 |
| Bike-In Movie in Alameda (May 16) | 1 |
| Bike Safety Rodeo in El Cerrito (May 22) | 1 |
| The Hidden Gems of Berkeley Bicycle Ride (May 15) | 0 |
| None of these | 65 |
27. And have you ever participated in Walk and Roll to School day?
- | | |
|----------------|----|
| Yes | 16 |
| No | 82 |
| Don't remember | 3 |
28. Have you or your children ever taken any of the following bicycle safety classes? (Please check all that apply)
- | | |
|--|----|
| Traffic Skills 101 Classroom Workshop (Also called "Street Skills for Cyclists") | 11 |
| Traffic Skills 101 Road Class (Also called "Road 1 – Day 2") | 7 |
| Kids Bike Rodeo | 5 |
| Family Cycling Workshop by the East Bay Bicycle Coalition | 1 |
| Other bicycle safety class or workshop | 19 |
| Never taken a bicycle safety class or workshop | 69 |

Q28a. Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**OPEN-ENDED, ACCEPT UP TO THREE RESPONSES**)

Safety issues - Biking is unsafe/dangerous	37
Do not like biking through traffic/Dangerous drivers	34
Difficult/Takes too much energy/Lazy	25
Time consuming	22
Inconvenient/Prefer the convenience of a car	21
Nowhere to park/store bike	19
Too far of a distance to travel	19
Being protected from the weather	17
Do not want to get sweaty	15
Health restrictions/Not in shape	10
Being able to carry/transport more belongings	12
No bike lanes	12
Do not own a bike	9
Cannot bike in work clothes	5
Do not know how to ride a bike	4
Too many hills to bike through	4
Prefer comfort of a car	3
Transport more than one passenger	3
Just do not want to/Lack of interest	2
Other	26
Nothing	2
Don't know	0

Now we have some more general questions about bicycling. Following is a list of reasons some people give for not riding their bicycles to work, school and the other places they go regularly. Whether or not you regularly ride your bicycle to get where you are going, please indicate how important of a factor each one is for you **personally** when considering riding a bicycle.

**SCALE for Q29-Q49:
(RANDOMIZE LIST)**

	Not at all important					Extremely important		
SCALE:	1	2	3	4	5	6	7	Mean
29.	Don't want to arrive at your destination sweaty							
	22	20	12	13	14	11	8	3.41
30.	Don't want to arrive at your destination with messy hair or flat hair							
	41	20	11	11	10	5	4	2.57
31.	Don't want to carry a change of clothes							
	30	20	10	12	12	8	6	3.04
32.	No place to shower at your destination							
	35	20	10	11	9	8	7	2.92

SCALE:	Not at all important				Extremely important			Mean
	1	2	3	4	5	6	7	
33.	No safe place to park a bike at your destination							
	21	12	9	12	11	14	23	4.13
34.	Not confident in your bike riding ability							
	67	14	6	6	3	2	3	1.84
35.	Not in good enough shape							
	56	18	9	8	5	2	2	2.01
36.	Worried about cars on the road							
	11	14	15	12	15	10	23	4.30
37.	Need to have access to a car at some point during the day							
	35	16	11	12	11	8	7	3.00
38.	You have to carry a lot of stuff							
	15	13	12	12	18	16	13	4.08
39.	The places you regularly go are too far away to ride							
	23	19	11	14	13	10	11	3.47
40.	Don't want to ride your bike alone							
	66	15	7	6	3	2	1	1.75
41.	Poor road and pavement conditions							
	10	14	15	15	18	14	15	4.17
42.	Don't know the best way to get where you are going by bike							
	44	21	10	8	9	5	3	2.41
43.	Not enough bike lanes or bike-safe streets on your route							
	11	12	12	11	15	14	25	4.45
44.	Biking takes too much time							
	24	21	14	15	12	9	5	3.14
45.	Fear of a flat tire or other equipment failure							
	37	25	15	11	6	3	3	2.46
46.	Fear of bad weather							
	12	16	15	16	17	14	10	3.91
47.	Worried about getting home quickly in an emergency							
	47	23	9	8	6	4	3	2.26
48.	Worried about my personal safety							
	16	19	15	11	14	8	17	3.81
49.	Inability to take a bike on BART during commute hours							
	20	11	9	12	10	15	23	4.17

Following is a list of things that might make it easier for people to ride their bicycles as transportation. For each, please indicate if it would make you more likely to ride your bicycle more often for transportation.

**SCALE for Q50-Q64:
(RANDOMIZE LIST)**

	SCALE:	Much more likely	Somewhat more likely	No Difference
50.	More dedicated bike lanes	65	26	10
51.	Wider bike lanes	51	31	18
52.	More places to ride away from cars, like on bike paths	62	25	13
53.	More secure bike parking at the places you go	55	32	12
54.	More secure bike parking at transit stations	53	33	15
55.	A shower and changing area at your destination	27	39	34
56.	Access to a shared car at your destination for use while you are there	20	37	44
57.	Organized bicycling groups from near where you live to your destination	12	23	66
58.	Incentives from your work or school, like contests or cash giveaways	27	36	37
59.	Slower moving cars on the streets	42	36	22
60.	Allowing bicycles on all forms of public transit all the time	59	30	11
61.	Access to bicycle safety and maintenance classes	9	33	57
62.	Access to information about bicycle commuting equipment	9	37	54
63.	An easy way to find the best bike route to the places you go	28	45	28
64.	Safety improvements at large intersections	59	31	10

In a typical week, how many days would you say you do each of the following:

SCALE:	Days per week							<i>(Total weekly or more)</i>	1-4 days/month	1-11 days/year	Never	Mean Days/wk	
	1	2	3	4	5	6	7						
65.	Go to work outside of your home												
	2	4	5	11	61	4	5	92	2	1	5	3.06	
	<i>TOTAL Who Work: 95%</i>												
66.	Go to school												
	4	2	3	3	8	1	2	23	2	4	71	0.98	
	<i>TOTAL Who Go to School: 29%</i>												
67.	Go to a grocery or drug store												
	20	31	24	9	2	1	2	88	10	1	1	4.92	
68.	Take your children to school												
	3	2	3	1	10	0	1	20	2	2	76	0.81	
69.	Drive a car alone												
	9	11	13	9	11	5	11	69	11	8	12	2.86	
70.	Travel in a car with someone else, whether you are the driver or a passenger												
	17	19	17	8	5	3	4	74	17	5	4	3.83	
71.	Ride a bus												
	6	4	5	2	3	0	0	21	18	29	32	1.22	
72.	Ride BART												
	12	11	5	6	6	2	1	41	31	22	6	2.28	
73.	Take a train												
	2	0	0	0	1	0	0	5	5	41	49	0.29	
74.	Take a ferry												
	0	0	-	0	-	-	0	1	2	41	56	0.09	
75.	Ride a bicycle for health or recreation												
	14	14	11	8	6	5	4	61	18	15	6	3.04	
76.	Ride a bicycle as a way to get somewhere												
	6	10	8	12	18	9	16	80	8	9	3	2.83	
77.	Ride a stationary bicycle or take a spinning class												
	5	3	4	1	1	0	0	15	7	10	68	0.88	

(IF Q65=go to work ASK Q78 – Q80)

78. Approximately how many miles from home is your main work destination? **(NUMERIC TEXT BOX)**

(n=626)

0-2 miles	26
3-5 miles	28
6-10 miles	18
11-20 miles	17
21+ miles	10
Don't Know	1

Mean: 8.99 mi.

79. And what mode or modes of transportation do you usually use to get to work? If you usually use more than one please list them all. (Please select all that apply)

	(n=626)
Bicycle	70
Drive alone	41
BART	28
Public Bus	20
Walk	19
Drive or ride in a carpool or vanpool	9
Motorcycle or scooter	2
Company shuttle	2
Train, like Capitol Corridor or ACE Train	2
Ferry or boat	1
Other	3

80. In general, how many days per week do you ride your bicycle to work?

	(n=626)
7 days/wk	2
6 days/wk	2
5 days/wk	27
4 days/wk	14
3 days/wk	12
2 days/wk	8
1 days/wk	3
	<u>WEEKLY</u> → 68
1 to 4 days a month, but less than once a week	5
1 to 11 days a year, but less than once a month	11
Never	15

Mean: 2.76 days/wk

(RESUME ASKING EVERYONE)

(IF Q66=go to school ASK Q81 – Q83)

81. Approximately how many miles from home is your school? **(NUMERIC TEXT BOX)**

	(n=192)
0-2 miles	42
3-5 miles	33
6-10 miles	13
11-20 miles	7
21+ miles	4
Don't Know	1

Mean: 5.41 mi.

82. And what mode or modes of transportation do you usually use to get to school? If you usually use more than one please list them all. (Please select all that apply)

	(n=192)
Bicycle	61
Drive alone	28
Public Bus	21
Walk	20
BART	16
Drive or ride in a carpool or vanpool	9
Motorcycle or scooter	3
Company shuttle	1
Other	8

83. In general, how many days per week do you ride your bicycle to school?

	(n=192)
7 days/wk	3
6 days/wk	5
5 days/wk	15
4 days/wk	9
3 days/wk	8
2 days/wk	6
1 days/wk	9
	<u>WEEKLY</u> → 56
1 to 4 days a month, but less than once a week	4
1 to 11 days a year, but less than once a month	13
Never	27

Mean: 2.04 days/wk

(RESUME ASKING EVERYONE)

84. How would you classify your cycling abilities?

Novice	5
Intermediate	33
Experienced	62

85. When you are riding your bike to get to a destination, where do you most often ride? (select one)

In traffic lane	57
In bike lane	35
On separate paved bike path	8
On unpaved trails	0

86. In what city do you live?

Alameda County	91
Oakland	41
Berkeley	18
Alameda	8
Albany	6
San Leandro	4
Emeryville	2
Fremont	2
Piedmont	2
Castro Valley	1
Dublin	1
Hayward	1
Pleasanton	1
Union City	1
Livermore	0
San Lorenzo	0
Other Alameda County	-
Other counties:	9
Richmond	2
San Francisco	2
Concord	1
El Cerrito	1
Kensington	1
Lafayette	1
Walnut Creek	1
Alamo	0
Danville	0
Pleasant Hill	0
San Jose	0
San Pablo	0
San Ramon	0
Other outside Alameda County	1

(IF Q65=go to work ASK Q87 – Q91)

87. In what city do you work?

	(n=626)
Alameda County	84
Oakland	34
Berkeley	25
Alameda	5
San Leandro	5
Emeryville	4
Albany	3
Fremont	2
Hayward	2
Pleasanton	1
Union City	1
Castro Valley	0
Dublin	0
Livermore	0
Newark	0
Piedmont	0
Other Alameda County	-
Other counties:	16
San Francisco	9
Concord	1
El Cerrito	1
Richmond	1
San Jose	1
Walnut Creek	1
Alamo	0
Danville	0
Lafayette	0
Milpitas	0
Pleasant Hill	0
Sacramento	0
San Ramon	0
Other outside Alameda County	4

At work, do you have access to:

88. Bike racks	(n=626)
Yes	71
No	29

89.	A secure bike room or bike locker	(n=626)
	Yes	50
	No	50
90.	A shower	(n=626)
	Yes	38
	No	62
91.	A changing area	(n=626)
	Yes	62
	No	38

(IF Q66="Student" ASK Q92-Q96)

92.	In what city do you go to school?	(n=192)
	Alameda County	82
	Berkeley	47
	Oakland	21
	Livermore	4
	Albany	3
	Hayward	3
	Alameda	2
	Castro Valley	2
	Emeryville	1
	Fremont	1
	Piedmont	1
	San Leandro	1
	Other Alameda County	-
	Other counties:	18
	San Francisco	6
	Concord	1
	El Cerrito	1
	Orinda	1
	Pleasant Hill	1
	San Jose	1
	Other	9

At school, do you have access to:

93.	Bike racks	(n=192)
	Yes	82
	No	18
94.	A secure bike room or bike locker	(n=192)
	Yes	16
	No	84
95.	A shower	(n=192)
	Yes	23
	No	77
96.	A changing area	(n=192)
	Yes	41
	No	59

(RESUME ASKING EVERYONE)

These last questions are for statistical purposes only.

97.	Do you have access to a car for your usual trips to work, school, and other places, or not?	
	Yes	79
	No	21
97a.	Do any children under the age of 18 live in your household?	
	Yes	27
	No	72
	Prefer not to answer	1
98.	Do you primarily identify as...	
	White/Caucasian	76
	Asian/Pacific Islander	9
	Hispanic/Latin-American	6
	African-American/Black	3
	Other	6

99.	What is your age?	
	Under 18	0
	18-24	4
	25-29	15
	30-34	11
	35-39	11
	40-44	14
	45-49	13
	50-54	11
	55-59	11
	60-64	7
	65-69	2
	70-74	0
	75+	0

THANK YOU!



MARKET
& OPINION
RESEARCH
SERVICES

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Seattle, WA 98104
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436 14th Street
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Oakland, CA 94612
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(510) 844-0690 FAX

3857 N. High Street
Suite 302
Columbus, OH 43214
(614) 268-1660 TEL

EMCresearch.com

Telephone Survey of Alameda County Residents
Conducted For: Alameda County Transportation Commission (Alameda CTC)
June 20 – 26, 2011
Total n=402; Overall MOE ± 4.9%
EMC #11-4436

Where applicable, results are compared with:
Telephone Survey of Alameda County Residents
Conducted For: Alameda County Transportation Commission (Alameda CTC)
November 30 – December 5, 2010
Total n=400; Overall MOE ± 4.9%
EMC #10-4333

All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.

Hello, my name is _____. May I please speak to the youngest adult male in the household age 18 years or older that's at home now? (IF MALE NOT AVAILABLE) May I please speak to the youngest adult Female age 18 years or older that's at home right now? Hello, my name is _____, and I'm conducting a survey for EMC Research to talk about transportation. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

Geography

Region (Alameda Co.)	# of interviews (set by quota)	Weighted %	Margin of Error (± percentage points)
Central	101	29%	9.8
East	75	11%	11.3
North	151	44%	8.0
South	75	16%	11.3

Regional Definitions (Zip Codes)

Central	East	North	South
94541, 94542, 94543, 94544, 94545, 94546, 94552, 94557, 94577, 94578, 94579, 94580, 94587	94550, 94551, 94566, 94568, 94586, 94588	94501, 94502, 94601, 94602, 94603, 94604, 94605, 94606, 94607, 94608, 94609, 94610, 94611, 94612, 94613, 94614, 94615, 94617, 94618, 94619, 94620, 94621, 94622, 94623, 94624, 94649, 94659, 94660, 94661, 94662, 94666, 94701, 94702, 94703, 94704, 94705, 94706, 94707, 94708, 94709, 94710, 94712, 94720	94536, 94537, 94538, 94539, 94540, 94555, 94560

		<u>12/10</u>	<u>6/11</u>
1.	Just to make sure I'm calling the right place, do you live in Alameda County?		
	Yes -> CONTINUE	100%	100%
	No -> TERMINATE	-	-
2.	Region		
	Central	28%	29%
	East	12%	11%
	North	43%	44%
	South	17%	16%
3.	Age		
	18-29	18%	19%
	30-39	21%	21%
	40-49	19%	19%
	50-64	28%	26%
	65+	14%	14%
5.	Gender (Record from observation)		
	Male	49	48
	Female	51	52
6.	In the past year, do you recall seeing or hearing any advertising with the text "Ride into Life" or "Get Rolling"?**		
	Yes	3	4
	No → SKIP TO Q9	91	95
	(Don't Know) → SKIP TO Q9	5	1

**2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

(ASK Q7-Q8 IF Q6=1)	<u>(n=13)</u>	<u>(n=18)</u>
7. As far as you can recall, what was the Ride into Life or Get Rolling advertising about? (OPEN-ENDED)		
Bike to Work	-	16
Using public transportation	-	11
Insurance	-	5
Using a bike instead of driving a car	15	-
Related to cars	21	-
Other	-	3
Don't remember / Don't Know	64	65

12/10

6/11

8. And where do you recall hearing or seeing the Ride into Life or Get Rolling advertisement?
(OPEN-ENDED, ACCEPT UP TO 3 RESPONSES)

TV	45	34
Billboard	9	10
Back/side of a bus	14	10
Newspaper	9	4
Flyer/handout	8	4
Sign on a street pole	6	-
Bus Shelter	8	-
Other*	19	8
Don't Know	-	38

*2010 % includes "Other" & "Don't Know"

(RESUME ASKING EVERYONE)

9. As you may know, the Ride into Life and Get Rolling advertising campaign was designed to encourage people to ride their bicycles more often. Now that you have heard that information, do you recall seeing or hearing any advertising with the text "Ride into Life" or "Get Rolling"?

Yes	14	12
No	83	85
(Don't Know)	4	3

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never	(Don't Know/N/A)
	1	2	3	4	5	6	7					

10.	In general, how many days per week would you say you ride a bicycle?											
	9	2	2	1	1	1	3	20	8	7	60	5
11.	And, in general, how many days per week would you say you drive a car?											
	4	6	9	4	11	7	39	79	4	-	14	3

(IF Q11=1-8, ASK Q12)

12. Thinking about all of the trips you take in a car each week, how difficult would it be to instead ride a bicycle for at least one of those trips? Would it be... **(READ SCALE)** **(n=334)**

Very difficult	55
Somewhat difficult	19
Not very difficult	11
Not at all difficult	14
(Don't Know)	0
(Don't take car trips/Don't have a car)	-
(Don't have a bicycle)	1

(RESUME ASKING EVERYONE)

13. Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**OPEN-ENDED, ACCEPT UP TO THREE RESPONSES**)

	<u>12/10</u>	<u>6/11</u>
Too far of a distance to travel	28	30
Safety issues - Biking is unsafe/dangerous	32	21
Difficult/Takes too much energy/Lazy	19	19
Time consuming	20	15
Inconvenient/Prefer the convenience of a car	16	11
Do not like biking through traffic/Dangerous drivers	11	11
Do not own a bike	7	11
Health restrictions/Not in shape	9	10
Being able to carry/transport more belongings	7	10
No bike lanes	7	8
Being protected from the weather	25	7
Nowhere to park/store bike	2	5
Do not know how to ride a bike	4	3
Too many hills to bike through	3	3
Do not want to get sweaty	2	3
Transport more than one passenger	1	2
Prefer comfort of a car	1	0
Just do not want to/Lack of interest	4	0
Cannot bike in work clothes	1	-
Other	2	6
Nothing	0	0
Don't know	2	5

I'm going to read you a list of reasons some people ride their bicycles as a form of transportation. After each one, on a scale of 1 to 7 please rate how convincing that reason is to ride a bicycle as a form of transportation, where 1 means not at all convincing, and 7 means very convincing.

(RANDOMIZE Q14-Q26)

SCALE:	Not at all convincing					Very convincing		(Don't know)	Mean
	1	2	3	4	5	6	7		
14.	Saves money.								
	6	2	4	6	14	15	52	0	5.73
15.	Saves time by avoiding traffic.								
	18	11	13	16	16	6	19	2	3.94
16.	Reduces your stress level.								
	9	6	8	10	21	14	30	3	4.91
17.	Is better for the environment.								
	5	2	2	6	13	12	59	1	5.95

SCALE:	Not at all convincing				Very convincing		(Don't know)	Mean	
	1	2	3	4	5	6			7
18.	Is good for your health.								
	4	0	2	4	14	14	61	1	6.08
19.	Sets a good example for others.								
	11	7	8	13	18	10	32	2	4.79
20.	Reduces dependence on foreign oil.								
	9	5	6	8	10	11	50	2	5.39
21.	Reduces gas and energy usage.								
	4	3	5	8	12	9	59	1	5.83
22.	Helps manage your weight.								
	4	3	7	7	17	13	49	1	5.67
23.	Reduces traffic congestion.								
	8	5	10	11	18	9	36	3	4.99
24.	Allows you to be outdoors.								
	5	2	6	10	15	11	50	1	5.60
25.	Reduces greenhouse gas emissions.								
	7	2	4	8	12	12	53	3	5.65
26.	Improves air quality.								
	6	2	4	5	12	12	57	1	5.81
27.	Have you ever heard of Bike to Work Day?								
	Yes							72	
	No → SKIP TO Q37							27	
	(Don't Know) → SKIP TO Q37							1	

(CONTINUE IF Q27=1) Have heard of BTWD; ELSE SKIP TO Q37

As you may know, Bike to Work Day usually takes place in May each year. This year it was on Thursday, May 12th.

28.	Have you ever participated in Bike to Work Day, in any year?	
	Yes	9
	No → SKIP TO Q37	63
	(Don't Know) → SKIP TO Q37	0
	(Not asked)	28
29.	In which of the following Bike to Work Days have you participated? (READ LIST, MULTIPLE RESPONSE)	
	2011	2
	2010	4
	2009	3
	2008	2
	2007 or earlier	4
	(Not asked)	91

ASK Q30 IF Q28 = 1 AND Q29 ~ = 1 (did not participate in 2011)

30. Why did you choose not to participate in Bike to Work Day 2011? (**Open-ended, Multiple Response**)

	<u>(n=26)</u>
Do not have a bike	17
Retired / Out of work	15
Different work schedule	14
Health reasons	11
Road conditions	8
Need my car to drive to work	6
Did not know about event	3
Was working	3
Had to take the bus	3
Had to take care of my children	3
Too far	2
It was raining	2
Other	3
No Detailed Response	15

ASK Q31-Q36 IF Q29=1 (participated in 2011)**12/10****6/11**

31. What would you say was the primary reason you participated in Bike to Work Day 2011? (**ONE**

RESPONSE, OPEN-ENDED)

	<u>(n=22)</u>	<u>(n=11)</u>
I commonly ride my bike	39	57
Better for the environment	2	9
To support bike day	4	8
It was fun	8	5
Helps traffic	7	-
Office pressure	7	-
Health reasons	6	-
To save gas	6	-
Solidarity	6	-
For the free stuff I got	6	-
For my kids	9	-
Other	-	4
Nothing	-	16

12/106/11

32. And are there any other reasons you participated in Bike to Work Day 2011? **(UP TO TWO RESPONSES, OPEN-ENDED)**

	<u>(n=22)</u>	<u>(n=11)</u>
Right thing to do	-	16
I commonly ride my bike	8	9
It was fun	-	9
School Programs	-	9
To save gas	-	6
To support bike day	15	6
Office pressure	12	-
Health reasons	6	-
For my kids	4	-
For the free stuff I got	11	-
Better for the environment	11	-
No Reason Given / Nothing	33	45

33. Approximately how many miles was your total round-trip on Bike to Work Day (including miles traveled by bicycle, car, public transit, and walking)? **RECORD ACTUAL NUMBER** (n=11)

0-2 miles	18
3-5 miles	46
6-10 miles	24
11-20 miles	7
21+ miles	6
Don't Know	-

34. And approximately how many miles total did you travel by bicycle on Bike to Work Day? **RECORD ACTUAL NUMBER**

0-2 miles	17
3-5 miles	43
6-10 miles	22
11-20 miles	6
21+ miles	11
Don't Know	-

35. If it had not been Bike to Work Day, what mode or modes of transportation would you likely have taken to get where you were going that day? Please tell me all of the modes you would have used. **(READ LIST IF NECESSARY, ACCEPT MULTIPLE RESPONSES)**

Drive alone	32	39
Drive or ride in a carpool or vanpool	12	-
Bicycle	65	42
Walk	9	17
Public Bus	20	21
BART	14	43
Train, like Capitol Corridor, ACE Train, or Cal Train	-	17
Something else	3	-

	<u>12/10</u> <u>(n=22)</u>	<u>6/11</u> <u>(n=11)</u>
36. Since participating in Bike to Work Day 2011, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before Bike to Work Day?		
A lot more often	11	21
A little more often	4	17
Same as before	86	62

(RESUME ASKING EVERYONE)

I'm going to read you a few statements about Bike to Work Day, which took place this year on Thursday May 12th. For each one, please say if you agree or disagree with that statement.

(RANDOMIZE Q37-Q40)

SCALE:	Agree	Disagree	(Don't Know)	(Not Applicable)
37. I noticed there were more bicycles on the road that day.	38	45	13	4
38. I noticed there was less traffic that day.	24	55	18	4
39. I noticed there were more bicycles on public transportation that day.	31	44	19	6
40. I changed how I drove my car that day because it was Bike to Work Day.	20	67	7	7

41. How likely are you to participate in Bike to Work Day in May 2012? (READ SCALE)		<u>12/10 (2011)</u>	<u>6/11</u>
Very likely		13	14
Somewhat likely		18	16
Somewhat unlikely		12	16
Very unlikely		56	53
(Neither likely nor unlikely)		1	0
(Don't Know)		1	0

42. Have you ever heard of the Team Bike Challenge that is part of Bike to Work Day?		
Yes		9
No → SKIP TO Q49		91
(Don't Know) → SKIP TO Q49		0

(ASK Q43 IF Q42=1)

43. Have you ever participated in the Team Bike Challenge?		
Yes		-
No		9
(Don't Know)		-
(Not asked)		91

(ASK Q44 IF Q43=1)

44. Did you participate in the 2011 Team Bike Challenge?
(Not asked) 100

(ASK Q45-Q46 IF Q44=1)

45. Was this your first time participating in the Team Bike Challenge?
(Not asked) 100

46. What would you say is the main reason you decided to participate in the 2011 Team Bike Challenge?
(Open-ended)
(Not asked) 100

(ASK Q47 IF Q42=1) (Respondent has heard of TBC) & Q44=2 OR 3 (did not participate in 2011)

47. Why did you choose not to participate in the 2011 Team Bike Challenge? **(Open-ended)**
(Not asked) 100

(ASK Q48 IF Q44=1)

	<u>12/10</u>	<u>6/11</u>
	<u>(n=5)</u>	<u>(n=0)</u>
48. Since participating in the 2011 Team Bike Challenge, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before?		
A little more often	39	-
Same as before	61	-

(RESUME ASKING EVERYONE)

49. Have you ever heard of Walk and Roll to School day?
Yes 21
No → **SKIP to Intro of Q51** 78
(Don't Know) **SKIP to Intro of Q51** 1

(ASK Q50 IF Q49=1)

50. And have you or your children ever participated in Walk and Roll to School day?
Yes 9
No 11
(Don't Know) 0
(Don't have children) 1
(Not asked) 79

In a typical week, how many days would you say you do each of the following: **(RECORD ACTUAL NUMBER 1-7)**
(IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never	(Don't Know/N/A)
	1	2	3	4	5	6	7					
51. Go to work outside of your home												
2010	3	2	7	6	42	7	5	71	-	0	28	0
	TOTAL Who Work: 71%											
2011	3	2	7	5	36	5	7	64	2	-	34	1
	TOTAL Who Work: 66%											
52. Go to school												
2010	4	4	3	3	9	1	1	24	0	-	74	1
	TOTAL Who Go to School: 24%											
2011	1	3	3	4	7	-	1	18	1	-	79	2
	TOTAL Who Go to School: 19%											
53. Take your children to school												
2010	3	2	2	2	21	1	1	33	0	-	69	1
2011	1	2	1	0	17	0	0	22	2	0	68	8
54. Drive a car alone												
2010	4	7	8	7	26	7	24	84	1	-	15	0
2011	5	6	10	8	24	3	20	77	2	0	20	0
55. Travel in a car with someone else, whether you are the driver or a passenger												
2010	11	19	18	9	13	4	13	88	2	1	9	0
2011	15	22	14	11	7	2	12	83	4	1	11	1
56. Ride a bus												
2010	3	4	1	3	3	1	1	17	2	4	77	0
2011	3	4	2	2	3	0	0	15	5	2	78	1
57. Ride BART												
2010	11	3	3	2	5	0	-	24	11	12	51	1
2011	10	3	4	2	4	-	2	25	8	13	54	0
58. Take a train other than BART												
2010	1	1	0	0	0	0	0	4	3	8	84	1
2011	2	-	0	-	0	0	1	4	3	2	91	1
59. Take a ferry												
2010	1	0	0	-	1	0	-	3	1	8	86	2
2011	2	1	0	0	-	-	-	3	2	6	89	0

		<u>12/10</u> <u>(n=285)</u>	<u>6/11</u> <u>(n=262)</u>
62.	In what city is your main work destination? (continued)		
	San Ramon	1	0
	Santa Clara	-	2
	Sunnyvale	-	1
	Sunol	0	-
	Union City	3	1
	Vallejo	-	0
	Walnut Creek	1	0
	Other / Refused	7	6
	Total Alameda County	68	66

63.	Approximately how many miles from home is your main work destination? (RECORD ACTUAL NUMBER)		
	0-2 miles	17	14
	3-5 miles	21	17
	6-10 miles	22	14
	11-20 miles	19	23
	21+ miles	21	25
	Don't Know	-	7
		MEAN: 13.49 mi.	15.47 mi.

64. In a typical week, how many days would you say you ride your bicycle for all or part of your trip to work, if at all? (IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

SCALE:	Days per week							<i>(Total weekly or more)</i>	1-4 days/month	1-11 days/year	Never	(Don't Know/N/A)
	1	2	3	4	5	6	7					
<u>2010</u>	3	1	2	3	4	1	2	17	0	0	82	1
<u>2011</u>	2	2	1	1	3	-	2	11	0	-	89	0

		<u>(n=285)</u>	<u>(n=262)</u>
65.	And what mode or modes of transportation do you usually use to get to work? If you usually use more than one please list them all. (TAKE MULTIPLE RESPONSES; READ LIST IF NEEDED)		
	Drive alone	73	74
	BART (ASK Q66)	12	13
	Drive or ride in a carpool or vanpool	12	12
	Walk	6	11
	Bicycle (ASK Q67)	8	9
	Public Bus (ASK Q66)	7	9
	Motorcycle or scooter	2	1
	Train, like Capitol Corridor, ACE Train, or Cal Train (ASK Q66)	1	1
	Ferry or boat (ASK Q66)	1	1
	Something else	4	1
	(Don't know)	3	1

(Ask Q66 IF Q65=Bus, BART, Train, or Ferry)**(n=54)**

66.	And do you take that form of transportation the entire way to work, or do you do something else for part of the way, like drive alone, carpool, walk, or bike? (ACCEPT MULTIPLE RESPONSES)	
	Entire way	52
	Drives alone for part of the trip	20
	Carpools for part of the trip	4
	Walks for part of the trip	21
	Bicycles for part of the trip	5
	Other	8
	(Don't Know)	-

(Ask Q67 IF Q65=Bicycles)**(n=17)**

67.	And do you bike the entire way to work, or do you do something else for part of the way, like take a public bus, BART, train, or ferry? (ACCEPT MULTIPLE RESPONSES)	
	Bikes the entire way	70
	Takes a public bus for part of the trip (ASK Q68)	18
	Takes BART for part of the trip (ASK Q69)	27
	Takes a train for part of the trip (ASK Q70)	-
	Takes the ferry for part of the trip (ASK Q71)	-
	Other	-
	(Don't Know)	-

(Ask Q68 IF Q67= 2)**(n=2)**

68.	Do you usually take your bike on the bus or do you park your bike before you get on the bus?	
	Takes bike on	100
	Parks bike	-
	(Don't Know)	-

(Ask Q69 IF Q67= 3)**(n=3)**

69.	Do you usually take your bike on BART or do you park your bike before you get on BART?	
	Takes bike on	100
	Parks bike	-
	(Don't Know)	-

(Ask Q70 IF Q67= 4)

70.	Do you usually take your bike on the train or do you park your bike before you get on the train?	
	(Not asked)	100

(Ask Q71 IF Q67= 5)

71.	Do you usually take your bike on the ferry or do you park your bike before you get on the ferry?	
	(Not asked)	100

I'm going to read you some statement regarding your employer's involvement in Bike to Work Day. For each one, please say if you agree or disagree with that statement. If the statement does not apply to you, please say so and we will move on

(RANDOMIZE Q72-Q75)

SCALE:	Agree	Disagree	Does Not Apply	(Don't Know)
72. My employer generally supports biking to work.	48	29	15	8
73. My employer gave me information regarding Bike to Work Day.	20	68	10	2
74. Company executives or management biked to work on Bike to Work Day.	21	56	10	14
75. There were posters promoting Bike to Work Day at my work.	23	65	8	4

(RESUME ASKING EVERYONE)

12/10 **6/11**

(ASK Q76 – Q84 IF Q59=1-9 (Go to school))

(n=98) **(n=74)**

76. In what city do you go to school? **(OPEN-ENDED, ONE RESPONSE)**

Alameda	11	10
Albany	-	1
Berkeley	12	11
Castro Valley	-	1
Concord	1	2
Davis	-	1
Fremont	11	8
Hayward	13	19
Livermore	3	1
Newark	-	1
Oakland	22	11
Piedmont	1	-
Pleasanton	2	4
Richmond	1	-
San Francisco	3	10
San Jose	2	-
San Leandro	2	-
San Ramon	-	1
Santa Clara	-	1
Union City	4	3
Out of State	-	2
Other /Refused	13	16
Total Alameda County	81	68

		<u>12/10</u>	<u>6/11</u>
		<u>(n=98)</u>	<u>(n=74)</u>
77.	Approximately how many miles from home is your school? (RECORD ACTUAL NUMBER)		
	0-2 miles	29	19
	3-5 miles	31	17
	6-10 miles	18	13
	11-20 miles	8	17
	21+ miles	14	18
	Don't Know	-	16
		<u>MEAN: 11.95 mi.</u>	<u>12.52mi.</u>

78. In a typical week, how many days would you say you ride your bicycle for all or part of your trip to school, if at all? (IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")

	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never	(Don't Know/N/A)
SCALE:	1	2	3	4	5	6	7					
<u>2010</u>	4	4	1	1	4	3	1	19	-	-	78	3
<u>2011</u>	-	3	2	8	6	-	2	21	-	-	76	1
											<u>(n=98)</u>	<u>(n=74)</u>

79. And what mode or modes of transportation do you usually use to get to school? If you usually use more than one please list them all. **(TAKE MULTIPLE RESPONSES; READ LIST IF NEEDED)**

Drive alone	65	39
Walk	16	22
Bicycle (ASK Q81)	13	19
Public Bus (ASK Q80)	12	15
BART (ASK Q80)	9	14
Drive or ride in a carpool or vanpool	6	14
Train, like Capitol Corridor, ACE Train, or Cal Train (ASK Q80)	-	2
Motorcycle or scooter	1	1
Ferry or boat (ASK Q80)	-	-
Something else	2	7
(Don't know)	3	7

(Ask Q80 IF Q65=Bus, BART, Train, or Ferry)

(n=18)

80. And do you take that form of transportation the entire way to school, or do you do something else for part of the way, like drive alone, carpool, walk, or bike? **(ACCEPT MULTIPLE RESPONSES)**

Entire way	52
Drives alone for part of the trip	-
Carpools for part of the trip	-
Walks for part of the trip	52
Bicycles for part of the trip	3
Other	4
(Don't Know)	-

(Ask Q81 IF Q79= Bicycles)**(n=10)**

81.	And do you bike the entire way to school, or do you do something else for part of the way, like take a public bus, BART, train, or ferry? (ACCEPT MULTIPLE RESPONSES)	
	Bikes the entire way	73
	Takes a public bus for part of the trip (ASK Q82)	27
	Takes BART for part of the trip (ASK Q83)	24
	Takes a train for part of the trip (ASK Q84)	-
	Takes the ferry for part of the trip (ASK Q85)	-
	Other	-
	(Don't Know)	-

(Ask Q82 IF Q81=2)**(n=2)**

82.	Do you usually take your bike on the bus or do you park your bike before you get on the bus?	
	Takes bike on	100
	Parks bike	-
	(Don't Know)	-

(Ask Q83 IF Q81=3)**(n=1)**

83.	Do you usually take your bike on BART or do you park your bike before you get on BART?	
	Takes bike on	100
	Parks bike	-
	(Don't Know)	-

(Ask Q84 IF Q81=4)

84.	Do you usually take your bike on the train or do you park your bike before you get on the train?	
	(Not asked)	100

(Ask Q85 IF Q81=5)

85.	Do you usually take your bike on the ferry or do you park your bike before you get on the ferry?	
	(Not asked)	100

(ASK Q86 IF Q10=1 thru 9)

86.	Where do you typically get information about bicycling events or bicycling routes in your area? (Open-ended)	
	Internet / Website	23
	News / Newspaper	15
	Word of mouth	10
	Posters / Billboards	6
	Work	6
	TV	3
	Radio	3
	Bike Stores	3
	School / Students	2
	BART station	2
	Publications	1
	Other	7
	Don't Know	6
	Nowhere/Nothing/No response	21

(RESUME ASKING EVERYONE)

Now I'd like to ask you a few questions for statistical purposes only.

	<u>12/10</u>	<u>6/11</u>
87. Do you currently own or have access to a working bicycle?		
Yes	59	48
No	41	51
(Don't Know)	-	1
88. Do you have access to a car for your usual trips to work, school, and other places, or not?		
Yes	87	83
No	13	16
(Don't Know)	0	1
89. Do any children under the age of 18 live in your household?		
Yes	40	35
No	60	63
(Don't know/Refused)	1	2
90. Do you rent or own your home or apartment?		
Rent/other	42	39
Own/buying	55	56
(Don't know/Refused)	3	5
91. Do you identify yourself as African-American, white, Hispanic, Asian, bi-racial, multi-racial or something else:		
Afr-Amer/Black	11	11
White	41	41
Hispanic/Latino	17	17
Asian	19	19
Bi-racial/multi-racial	4	5
Other	6	5
(Refused)	2	2
<u>AGE</u>		
18-24	13	14
25-29	5	5
30-34	9	10
35-39	13	11
40-44	10	10
45-49	9	9
50-54	9	11
55-59	9	9
60-64	11	6
65-69	5	5
70-74	4	3
75+	5	7

THANK YOU!



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EMCresearch.com

Web Survey of Bicyclists
Conducted For: Alameda County Transportation Commission (Alameda CTC)
July 26 – August 26, 2011
Total n=679; EMC #11-4437

Where applicable, results are compared with:
Web Survey Bicyclists
Conducted For: Alameda County Transportation Commission (Alameda CTC)
December 7, 2010 – January 17 2011
Total n=656; EMC #10-4354

*All numbers in this document represent percentage (%) values, unless otherwise noted.
Please note that due to rounding, percentages may not add up to exactly 100%.*

The Alameda County Transportation Commission (ACTC) is looking to gather the opinions of people who bike in Alameda County. The results of this survey will be used in planning future bicycling events, including Bike to Work Day, and generally making bicycling easier in Alameda County. Your participation is very important. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

Regional Definitions (Zip Codes)

Central	East	North	South
94541, 94542, 94543, 94544, 94545, 94546, 94552, 94557, 94577, 94578, 94579, 94580, 94587	94550, 94551, 94566, 94568, 94586, 94588	94501, 94502, 94601, 94602, 94603, 94604, 94605, 94606, 94607, 94608, 94609, 94610, 94611, 94612, 94613, 94614, 94615, 94617, 94618, 94619, 94620, 94621, 94622, 94623, 94624, 94649, 94659, 94660, 94661, 94662, 94666, 94701, 94702, 94703, 94704, 94705, 94706, 94707, 94708, 94709, 94710, 94712, 94720,	94536, 94537, 94538, 94539, 94540, 94555, 94560

Geography

Region	% (2010)	% (2011)
Central Alameda Co.	5%	3%
East Alameda Co.	2%	7%
North Alameda Co.	77%	73%
South Alameda Co.	4%	8%
Non-Alameda Co.	11%	9%

	<u>12/10</u>	<u>8/11</u>
1. In general, how many days per week do you ride a bicycle?		
7 days/wk	16	14
6 days/wk	11	18
5 days/wk	19	20
4 days/wk	13	14
3 days/wk	11	14
2 days/wk	8	7
1 day/wk	3	3
	<u>WEEKLY</u> → 81%	89%
1 to 4 days a month, but less than once a week	9	6
1 to 11 days a year, but less than once a month	9	4
Never/ I do not have a bicycle	-	
	Mean days/wk: 2.73	4.18

(IF Q1 = never --> TERMINATE)

2. And, in general, how many days per week do you drive a car?	
7 days/wk	11
6 days/wk	8
5 days/wk	8
4 days/wk	10
3 days/wk	13
2 days/wk	16
1 day/wk	13
	<u>WEEKLY</u> → 79%
1 to 4 days a month, but less than once a week	8
1 to 11 days a year, but less than once a month	6
Never/ I do not have a car	8
	Mean: 2.91 days/wk

(ASK IF Q2 ~Never/Don't have a car)

3. Thinking about all of the trips you take in a car each week, how difficult would it be to instead ride a bicycle for at least one of those trips?	
Very difficult	23
Somewhat difficult	41
Not very difficult	24
Not at all difficult	13

4.	From the list below, please select the main reason(s) you ride your bicycle: (select up to 3 responses)	12/10	8/11
	For transportation/to get places	75	72
	Personal health	41	67
	For fun	62	43
	Good for the environment	19	39
	Save money on gas/parking	12	24
	Stress reduction	5	15
	To avoid traffic	8	9
	Don't like driving/taking transit	1	8
	Set a good example for others	8	4
	Incentives from employer or school	46	3
	Other	6	5
5.	In the past year, do you recall seeing or hearing any advertising with the text "Get Rolling" or "Ride into Life"***?		
	Yes	14	13
	No	86	87

**2010 Survey only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

(ASK Q6-Q7 IF Q5=1)

6.	As far as you can recall, what was the <i>Get Rolling or Ride into Life</i> advertising about? (OPEN-ENDED Multiple Response)	(n=89)	(n=85)
	Bike to Work Day/Month/Biking to work	32	20
	Biking	28	27
	Using bike as everyday transportation/multiple purposes	21	33
	Using bikes on public transit	6	4
	Recreational biking	3	-
	Other	8	8
	Don't know	11	8
7.	And where do you recall hearing or seeing the <i>Get Rolling/ Ride into Life</i> ** advertisement? (please check all that apply)		
	Flyer/handout	12	31
	BART station	25	21
	Bus shelter	36	19
	Billboard	15	17
	Back/side of a bus	45	13
	Sign on a street pole	15	8
	Newspaper	11	6
	Other	10	2
	Don't remember	15	2

**2010 Survey only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

(RESUME ASKING EVERYONE)

	<u>12/10</u>	<u>8/11</u>
8. As you may know, the <i>Get Rolling/Ride into Life</i> advertising campaign was designed to encourage people to ride their bicycles more often. Now that you have heard that information, do you recall seeing or hearing any advertising with the text “ <i>Get Rolling</i> ” or “ <i>Ride into Life</i> ”?		
Yes	17	16
No	83	84
9. Here are some of the images used in the <i>Get Rolling/Ride into Life</i> campaign. Do you recall seeing any advertisements similar to the ones shown here? (show several <i>Get Rolling/Ride into Life</i> poster images)		
Yes	27	30
No	73	70
10. Thinking about the advertisements shown here, how effective do you believe they are in motivating people to ride their bicycles more often?		
Very effective	4	4
Somewhat effective	54	56
Not very effective	36	34
Not at all effective	5	5
11. What is it about these advertisements that you find MOST effective in motivating people to ride their bicycles more often? (OPEN-ENDED)		
Images of gas prices/suggestions of saving money	22	37
Images of happy looking people/having fun	18	9
Images of using bikes with public transit	9	9
Images of average-looking people/regular clothing/no bike gear	7	8
Commuters biking to work / biking in work clothes	-	7
Looks easy/normal/fun	-	5
Images of people using bikes for everyday/ biking as alternative to driving	17	3
Layout/colors/font	6	3
Images of bikes/people biking	8	2
Images of healthy looking people	2	2
Slogans/logos	1	1
Diversity of bikers (age, gender, race)	6	1
Good Weather	-	1
Organization sponsorships	-	1
Bicycles in urban setting	-	0
Makes biking look hip/cool	-	0
Variety of biking activities	10	0
Inclusion of Women	-	0
Images of children riding bikes	2	-
None	10	6
Other	4	3
Don't know	2	1

	<u>12/10</u>	<u>8/11</u>
12. What is it about these advertisements that you find LEAST effective in motivating people to ride their bicycles more often? (OPEN-ENDED)		
Bus ad/ lifting bike on bus rack	-	12
Not diverse enough/excludes certain groups like seniors, unathletic	3	10
Uninspiring/not enough motivation/unrelatable	11	9
Not direct enough/too subtle/unclear message/ not enough focus on bikes	15	7
Logos/slogans	8	6
Doesn't address actual reasons people don't bike	10	6
Unrealistic/Impractical/Cheesy	10	5
Bad layout/formatting/colors	10	5
Not informative enough	6	5
Riders seem too advanced/sporty/makes biking look difficult	4	5
Gas prices/ gas prices	3	2
Did not see the ads	-	2
Not 'cool'	2	1
No references/web addresses	1	1
Repetitive/no new info/preaching to the choir	1	1
Not enough ads	-	1
Biking on sidewalk is illegal/ biking on sidewalk	-	1
No celebrities/ no interesting people	-	1
None shows a commuter successfully arriving at a destination	-	1
Uninteresting/boring/generic/doesn't stand out	5	1
People do not seem happy or having fun/ biking looks unpleasant	-	1
Blurry bicyclist photo	-	1
People wearing helmets	-	1
People in work clothes	-	1
Doesn't address environmental aspects of biking	1	0
Doesn't address health/fitness aspect of biking	2	0
Casual attire	-	0
Only in English	0	-
None	7	6
Other	12	8
Don't know	5	2
13. Have you ever participated in Bike to Work Day in Alameda County? (please check all that apply)		
Yes, in 2011	-	74
Yes, in 2010	62	68
Yes, in 2009	55	52
Yes, in 2008	46	39
Yes, in 2007 or earlier	39	31
No	25	11

12/10 8/11

ASK Q14 IF Q13 ~ = 1 & Q13=2 thru 5 (Participated before, but did not participate in 2011)

14. Why did you choose not to participate in Bike to Work Day 2011? (Open-ended)

Out of town / vacation	21
Health problems / sick	11
Had to drive that day	11
Too difficult/Too far	7
Did not work that day	6
Running late / busy / not enough time to ride	6
Worked from home that day	5
Moved / No longer within biking distance to work	4
No contact was made by organization / not aware	3
Too dangerous / not safe	3
Forgot	3
Retired	2
Unemployed	1
Lazy	1
Bike broken	1
Took bus that day	1
Walked to work that day	1
Other	6
Don't Know	3

(ASK BTWD SECTION IF EVER PARTICIPATED IN BTWD)

These next questions are about the last time you participated in Bike to Work Day, whether that was 2011 or some other year.

15. How did you learn about Bike to Work Day?

(please check all that apply)

	(n=490)	(n=606)
East Bay Bicycle Coalition website	32	33
Employer	28	32
Coworker (other than on Facebook or Twitter)	21	32
Poster or billboard	23	18
511.org	15	16
www.youcanbikethere.com	4	15
Local bicycle organization email newsletter	23	16
Friend or family member (other than on Facebook or Twitter)	22	15
Other bicycle organization website	14	12
Facebook	7	8
Radio advertisement or announcement	12	7
Local bicycle organization paper newsletter	8	5
Twitter	1	1
Other	18	13
Don't remember	7	6

	<u>12/10</u> (n=490)	<u>8/11</u> (n=606)
16. What was your primary reason for participating in Bike to Work Day? (select one)		
I almost always bike to work anyway	42	41
Set a good example for others	14	13
For fun	11	15
Incentives, food, and prizes from Bike to Work Day organizers	8	8
To try out biking and see if it works for me	5	5
Good for the environment	5	4
Personal health	3	4
Save money on gas/parking	1	2
Incentives from employer or school	1	1
To avoid traffic	0	0
Stress reduction	0	0
Other	10	8
17. On Bike to Work Day, did you... (select one)		
Ride your bike all the way from home to your destination	75	74
Ride your bike some of the way and drive some of the way from home to your destination	2	2
Ride your bike some of the way and take transit some of the way from home to your destination	18	20
Something else	4	3
Don't remember	0	0
18. What was your primary destination on Bike to Work Day?		
Work	87	92
School	5	2
Somewhere else	8	6
Don't remember	0	0
19. Approximately how many miles was your <u>total</u> round-trip commute on Bike to Work Day (including miles traveled by bicycle, car, public transit, and walking)?		
	(n=490)	(n=597)
0-2 miles	8	4
3-5 miles	20	17
6-10 miles	29	26
11-20 miles	23	25
21+ miles	20	28
	<u>Mean: 15.45 mi.</u>	<u>18.87 mi.</u>

20. And approximately how many miles did you travel by bicycle on Bike to Work Day (please include only miles ridden by bike)?
- | | (n=490) | (n=596) |
|-------------|-------------------------------|------------------|
| 0-2 miles | 9 | 6 |
| 3-5 miles | 26 | 21 |
| 6-10 miles | 35 | 31 |
| 11-20 miles | 22 | 29 |
| 21+ miles | 9 | 15 |
| | <u>Mean: 10.28 mi.</u> | 13.17 mi. |
21. If it had not been Bike to Work Day, what mode or modes of transportation would you likely have taken to get where you were going that day? Please select all of the modes you would have used.
- | | | |
|---|----|----|
| Bicycle | 66 | 62 |
| Drive alone | 25 | 30 |
| BART | 18 | 18 |
| Public Bus | 9 | 12 |
| Walk | 10 | 10 |
| Drive or ride in a carpool or vanpool | 4 | 4 |
| Motorcycle or scooter | 1 | 2 |
| Train, like Capitol Corridor or ACE Train | 1 | 2 |
| Company shuttle | 1 | 1 |
| Ferry or boat | 1 | 1 |
| Other | 1 | 1 |
| I would have not gone to my destination | 2 | 1 |
22. For Bike to Work Day, did you... **(check all that apply)**
- | | (n=490) | (n=606) |
|---|---------|---------|
| Stop at an energizer station on the way to your destination | 62 | 71 |
| Get a Bike to Work Day canvas bag | 58 | 63 |
| Compete in the Team Bike Challenge | 10 | 31 |
| Compete in the Company Bike Challenge | 6 | 22 |
| Post on Facebook about Bike to Work Day | 16 | 20 |
| Stop at the bike away from work party
on Telegraph Avenue in Oakland | 14 | 17 |
| Leave your bike at a free Bike to Work Day bike check | 10 | 12 |
| Attend a Bike to Work Month event other than Bike to Work Day | 10 | 9 |
| Watch a Bike to Work Day video | 4 | 7 |
| Tweet about Bike to Work Day | 2 | 4 |
| Download iBike Challenge | 0 | 2 |
| None of these | 23 | 11 |

	<u>12/10</u>	<u>8/11</u>
23. Which of the following is true for you about your participation in Bike to Work Day? (check all that apply)		
I enjoyed being outside on my bike that day	71	73
I enjoyed getting the exercise from biking that day	63	70
I told my coworkers/classmates that I rode my bicycle that day	48	55
It was easy to find a place to store my bike that day	34	39
I felt better at work that day	27	30
I found a good route to take	19	26
I rode to work/school with people I know	11	17
The ride was easier than I thought it would be	8	10
I fixed my bicycle so I could ride it that day	3	5
None of these	13	10
24. <u>Before you participated in your first Bike to Work Day</u> , how many days per week did you ride your bicycle, if at all?		
7 days/wk	15	10
6 days/wk	11	15
5 days/wk	19	20
4 days/wk	11	12
3 days/wk	11	14
2 days/wk	9	8
1 days/wk	2	5
	WEEKLY → 79%	83%
1 to 4 days a month, but less than once a week	7	6
1 to 11 days a year, but less than once a month	9	7
I never rode a bicycle before I participated in Bike to Work Day	4	4
	Mean days/wk: 2.71	3.72
	<u>12/10</u>	<u>8/11</u>
	(n=490)	(n=606)
25. Since participating in Bike to Work Day, would you say you ride your bicycle...		
A lot more often	10	11
A little more often	10	16
About the same as before	76	70
Less often	4	2
(RESUME ASKING EVERYONE)		

The following are a few statements about Bike to Work Day, which took place this year on Thursday, May 12th. For each one, please check whether you agree or disagree with the statement.

(RANDOMIZE Q26-Q29)

SCALE:	Agree	Disagree	Don't Know/ Not Applicable
26. I noticed there were more bicycles on the road that day.	78	6	15
27. I noticed there was less traffic that day.	8	36	56
28. I noticed there were more bicycles on public transportation that day.	27	7	66
29. I changed how I drove my car that day because it was Bike to Work Day.	13	31	56

(END RANDOMIZE)

	12/10	8/11
	*BTWD 2011	
30. How likely are you to participate in Bike to Work Day in May 2012?		
Very likely	70	80
Somewhat likely	16	11
Somewhat unlikely	5	4
Very unlikely	9	5
31. Have you ever heard of the Team Bike Challenge that is part of Bike to Work Day?		
Yes		73
No → SKIP TO Q36		27

(ASK Q32 IF Q31=1)

32. Have you ever participated in the Team Bike Challenge? (please check all that apply)	(n=493)
Yes, in 2011	41
Yes, in 2010	33
Yes, in 2009	18
Yes, in 2008	8
Yes, 2007 or earlier	5
No	44

(ASK Q33 IF Q31=1) (Respondent has heard of TBC) & Q32=2-6 (did not participate in 2011)

33.	Why did you choose not to participate in the 2011 Team Bike Challenge? (Open-ended) (n=67)	
	Did not have time to organize a team / busy	22
	Could not find teammates / not in a team	15
	Out of town/ vacation	9
	Do not like event	6
	Health Reasons/ injured"	6
	Telecommuter/works from home	6
	Team Forgot	5
	Lack of involvement with a local organization	5
	Company did not put a team together	3
	Too much effort	3
	Changed rules/ could not participate	3
	BART not allowing bikes during rush hour	3
	Unemployed	3
	Unaware	3
	Website too difficult to use/log info	3
	Other	3
	Don't Know	3

(ASK Q34 IF Q32=1)

34.	What would you say is the main reason you decided to participate in the 2011 Team Bike Challenge? (Open-ended) (n=192)	
	Work-sponsored/ Build coworker relationships/ Peer pressure	46
	For fun/ love to ride	15
	To encourage/motivate coworkers to ride more regularly	11
	Competition aspect/ Teamwork	7
	To start biking more often	3
	Join with friends	3
	I would have biked anyway	2
	To be an example to others	2
	Raffle/ prizes	2
	A challenge	2
	Previous TBC were great	1
	None	0
	Other	2

(ASK Q35 IF Q32 = 1)

35. Since participating in the Team Bike Challenge 2011, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before? (n=202)
- | | |
|---------------------|----|
| A lot more often | 9 |
| A little more often | 25 |
| Same as before | 65 |
| Less often | 0 |

(RESUME ASKING EVERYONE)

- | | <u>12/10</u> | <u>8/11</u> |
|--|--------------------|-------------|
| | *2010 Event | |
| 36. Did you attend or participate in any of the following events in 2011? (check all that apply) | | |
| Bike to School Days, May 5-15, 2011 | 6 | 6 |
| Berkeley Summer Kick-Off and Bike Rodeo, May 7, 2011 | - | 1 |
| Oakland Pancake Breakfast, May 12, 2011 | - | 13 |
| Bike Away from Work Party, May 12, 2011 | - | 12 |
| Bike-In Movie at Trumer Pils, May 13, 2011 | 4 | 2 |
| Major Taylor "Fastest Bike Racer in the World" event, May 13, 2011 | - | 0 |
| Bike to Market Day, May 21, 2011 | 4 | 5 |
| None of these | 65 | 72 |
| 37. Have you ever heard of Walk and Roll to School day? | | |
| Yes | | 30 |
| No → SKIP to Q39 | | 70 |

(ASK Q38 IF Q37=1)

- | | |
|--|----------------|
| 38. And have you ever participated in Walk and Roll to School day? | (n=205) |
| Yes | 32 |
| No | 67 |
| Don't remember | 0 |

(RESUME ASKING EVERYONE)

- | | | |
|---|--------------|-------------|
| 39. Have you or your children ever taken any of the following bicycle safety classes? (Please check all that apply) | <u>12/10</u> | <u>8/11</u> |
| Traffic Skills 101 Classroom Workshop
(Also called "Street Skills for Cyclists") | 11 | 13 |
| Traffic Skills 101 Road Class (Also called "Road 1 – Day 2") | 7 | 6 |
| Family Cycling Workshop by the East Bay Bicycle Coalition | 1 | 2 |
| Kids Bike Rodeo | 5 | 6 |
| Other bicycle safety class or workshop | 19 | 19 |
| Never taken a bicycle safety class or workshop | 69 | 68 |

40. Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**OPEN-ENDED**)

	<u>12/10</u>	<u>8/11</u>
Safety issues - Biking is unsafe/dangerous	37	32
Do not like biking through traffic/Dangerous drivers	34	31
Difficult/Takes too much energy/Lazy	25	30
Time consuming	22	26
Too far of a distance to travel	19	25
Inconvenient/Prefer the convenience of a car	21	16
Being able to carry/transport more belongings	12	15
Do not want to get sweaty	15	14
Nowhere to park/store bike	19	11
No safe routes/bad roads	-	9
Do not own a bike	9	8
Weather/ protection from the weather	17	8
Health restrictions/Not in shape	10	8
No bike lanes	12	6
Just do not want to/Lack of interest	2	5
Lack of confidence/ Unskilled/Inexperienced	-	5
Bicycle theft concerns	-	3
Transport more than one passenger	3	3
No shower/place to change at destination	-	3
Cannot bike in work clothes	5	2
Too many hills to bike through	4	2
Do not know how to ride a bike	4	1
Prefer comfort of a car	3	1
Don't want to wear helmets/ helmet hair	-	1
Don't want to change clothes	-	1
Other	26	31
Nothing	2	-
Don't know	0	-

For each of the following statements, please rate how convincing that reason is to ride a bicycle as a form of transportation.

(RANDOMIZE Q41-Q53)

	Not at all					Very		MEAN
	Convincing					Convincing		
	1	2	3	4	5	6	7	
41. Saves money	2	3	4	9	16	22	44	5.78
42. Saves time by avoiding traffic	11	11	12	17	17	13	19	4.34
43. Reduces your stress level	3	4	8	15	22	24	25	5.22

	Not at all Convincing					Very Convincing		MEAN
	1	2	3	4	5	6	7	
44. Is better for the environment	2	2	6	10	20	20	40	5.64
45. Is good for your health	1	0	2	4	16	25	52	6.17
46. Sets a good example for others	11	12	12	21	15	13	17	4.22
47. Reduces dependence on foreign oil	5	8	7	15	19	16	29	5.01
48. Reduces gas and energy usage	1	4	5	10	18	22	40	5.68
49. Helps manage your weight	1	1	5	10	18	22	42	5.78
50. Reduces traffic congestion	6	10	11	19	20	13	20	4.58
51. Allows you to be outdoors	2	3	5	13	22	22	34	5.50
52. Reduces greenhouse gas emissions	3	4	8	13	21	18	33	5.32
53. Improves air quality	2	5	8	14	22	16	34	5.32

In a typical week, how many days would you say you do each of the following:

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never N/A
	1	2	3	4	5	6	7				
54. Go to work outside of your home											
<u>12/10</u>	2	4	5	11	61	4	5	92	2	1	5
<u>8/11</u>	1	2	5	8	72	2	3	93	1	1	5
	<u>TOTAL Who Work: 95% (2010); 99% (2011)</u>										
55. Go to school											
<u>12/10</u>	4	2	3	3	8	1	2	23	2	4	71
<u>8/11</u>	2	1	2	0	3	0	-	8	1	3	88
	<u>TOTAL Who Go To School: 29% (2010); 12% 2011)</u>										
56. Take your children to school											
<u>12/10</u>	3	2	3	1	10	0	1	20	2	2	76
<u>8/11</u>	2	2	3	1	9	-	0	17	1	4	77
57. Drive a car alone											
<u>12/10</u>	9	11	13	9	11	5	11	69	11	8	12
<u>8/11</u>	15	13	11	8	11	5	6	70	13	9	9

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never N/A
	1	2	3	4	5	6	7				
58. Travel in a car with someone else, whether you are the driver or a passenger											
<u>12/10</u>	17	19	17	8	5	3	4	74	17	5	4
<u>8/11</u>	19	26	12	7	5	2	3	73	18	5	4
59. Ride a bus											
<u>12/10</u>	6	4	5	2	3	0	0	21	18	29	32
<u>8/11</u>	6	4	3	2	3	1	-	18	16	33	33
60. Ride BART											
<u>12/10</u>	12	11	5	6	6	2	1	41	31	22	6
<u>8/11</u>	12	6	5	5	9	1	0	38	31	23	8
61. Take a train											
<u>12/10</u>	2	0	0	0	1	0	0	5	5	41	49
<u>8/11</u>	1	1	1	1	1	-	-	4	5	37	55
62. Take a ferry											
<u>12/10</u>	0	0	-	0	-	-	0	1	2	41	56
<u>8/11</u>	-	-	-	1	0	0	-	1	1	38	59
63. Ride a bicycle for health or recreation											
<u>12/10</u>	14	14	11	8	6	5	4	61	18	15	6
<u>8/11</u>	16	13	10	8	8	6	5	66	14	14	6
64. Ride a bicycle as a way to get somewhere											
<u>12/10</u>	6	10	8	12	18	9	16	80	8	9	3
<u>8/11</u>	8	8	11	9	19	16	12	83	9	5	3

***WORK SECTION**

(IF Q54=go to work (Q54=~Never or ~=Not Applicable) ASK Q65-Q73

	<u>12/10</u>	<u>8/11</u>
65. Approximately how many miles from home is your main work destination?		
	(n=626)	(n=609)
0-2 miles	26	16
3-5 miles	28	28
6-10 miles	18	22
11-20 miles	17	20
21+ miles	10	14
Don't Know	1	-
	<u>Mean: 8.99 mi.</u>	<u>10.55 mi.</u>

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never
	1	2	3	4	5	6	7				
66. In general, how many days per week do you ride your bicycle for all or part of your trip to work?											
12/10	2	2	27	14	12	8	3	68	5	11	15
8/11	5	6	13	13	35	1	1	75	7	8	9

67. And what mode or modes of transportation do you usually use to get to work? If you usually use more than one please select them all.

	12/10	8/11
Drive alone	41	41
Drive or ride in a carpool or vanpool	9	9
Motorcycle or scooter	2	2
Bicycle (ASK Q69)	70	66
Walk	19	12
Public Bus (ASK Q68)	20	14
Company shuttle	2	3
BART (ASK Q68)	28	27
Train, like Capitol Corridor, ACE Train, or CalTrain (ASK Q68)	2	3
Ferry or boat (ASK Q68)	1	1
Other	3	2

(Ask Q68 IF Q67=6, 8, 9 or 10)

68a. **[BUS]** And do you take that the entire way to school, or do you do something else for part of the way? **(Select All that apply)** **(n=89)**

I take it the entire way	36
I drive alone for part of the trip	1
I carpool for part of the trip	1
I walk for part of the trip	34
I bike for part of the trip	38
Other	12

68b. **[BART]** And do you take that the entire way to school, or do you do something else for part of the way? **(Select All that apply)** **(n=173)**

I take it the entire way	13
I drive alone for part of the trip	10
I carpool for part of the trip	6
I walk for part of the trip	29
I bike for part of the trip	64
Other	11

	<u>12/10</u>	<u>8/11</u>
68c. [Train] And do you take that the entire way to school, or do you do something else for part of the way? (Select All that apply)		(n=21)
I take it the entire way		-
I drive alone for part of the trip		5
I carpool for part of the trip		-
I walk for part of the trip		10
I bike for part of the trip		90
Other		24

68d. [Ferry] And do you take that the entire way to school, or do you do something else for part of the way? (Select All that apply)		(n=8)
I take it the entire way		-
I drive alone for part of the trip		-
I carpool for part of the trip		-
I walk for part of the trip		-
I bike for part of the trip		100
Other		-

(Ask Q69 IF Q67=4)

69. And do you bike the entire way to work, or do you do something else for part of the way? (Select All that apply)	(n=421)
I bike the entire way	71
I take a public bus for part of the trip (ASK Q70)	5
I take BART for part of the trip (ASK Q71)	24
I take a train for part of the trip (ASK Q72)	4
I take the ferry for part of the trip (ASK Q73)	2
Other	4

(Ask Q70 IF Q69=2 OR Q68a=5) Takes the bus

70. Do you usually take your bike on the bus or do you park your bike before you get on the bus?	(n=36)
Take bike on	81
Park bike	19

(Ask Q71 IF Q69=3 OR Q68b=5) Takes BART

71. Do you usually take your bike on BART or do you park your bike before you get on BART?	(n=117)
Take bike on	71
Park bike	29

12/10 8/11

(Ask Q72 IF Q69=4 OR Q68c=5) Takes the train

72. Do you usually take your bike on the **train** or do you park your bike before you get on the train?

	(n=20)
Take bike on	90
Park bike	10

(Ask Q73 IF Q69=5 OR Q68d=5) Takes the ferry

73. Do you usually take your bike on the **ferry** or do you park your bike before you get on the ferry?

	(n=8)
Take bike on	100
Park bike	-

(RESUME ASKING EVERYONE Who Goes to work)

For each one of the following statements about your employer’s involvement in Bike to Work Day, please select if you agree or disagree with that statement.

(RANDOMIZE Q74-Q77)

SCALE:	Agree	Disagree	Don’t Know/ Not Applicable
74. My employer generally supports biking to work.	78	12	10
75. My employer gave me information regarding Bike to Work Day.	46	42	12
76. Company executives or management biked to work on Bike to Work Day.	41	34	25
77. There were posters promoting Bike to Work Day at my work.	44	42	14

(END RANDOMIZE)

***SCHOOL SECTION**

(IF Q55=go to school (Q55 ~= Never or ~=Not Applicable) ASK Q78-Q86)

12/10 8/11

78. Approximately how many miles from home is your school?

	(n=192)	(n=76)
0-2 miles	42	30
3-5 miles	33	32
6-10 miles	13	12
11-20 miles	7	17
21+ miles	4	9
Don’t Know	1	-
	Mean: 5.41 mi.	8.13 mi.

SCALE:	Days per week							(Total weekly or more)	1-4 days/month	1-11 days/year	Never
	1	2	3	4	5	6	7				
79. In general, how many days per week do you ride your bicycle to school?											
<u>12/10</u>	3	5	15	9	8	6	9	56	4	13	27
<u>8/11</u>	9	7	7	5	17	2	-	48	9	12	31
										<u>12/10</u>	<u>8/11</u>

80. And what mode or modes of transportation do you usually use to get to school? If you usually use more than one please select them all.

	(n=102)	(n=76)
Drive alone	28	40
Drive or ride in a carpool or vanpool	9	11
Motorcycle or scooter	3	2
Bicycle (ASK Q82)	61	64
Walk	20	14
Public Bus (ASK Q81)	21	16
Company shuttle	1	1
BART (ASK Q81)	16	28
Train, like Capitol Corridor, ACE Train, or CalTrain (ASK Q81)	-	1
Ferry or boat (ASK Q81)	-	-
Other	8	-

(Ask Q81 IF Q80=6, 8, 9 or 10) Takes public transportation

81a. [BUS] And do you take that the entire way to school, or do you do something else for part of the way? (Select All that apply) (n=13)

I take it the entire way	31
I drive alone for part of the trip	8
I carpool for part of the trip	8
I walk for part of the trip	38
I bike for part of the trip	23
Other	23

81b. [BART] And do you take that the entire way to school, or do you do something else for part of the way? (Select All that apply) (n=23)

I take it the entire way	5
I drive alone for part of the trip	14
I carpool for part of the trip	-
I walk for part of the trip	43
I bike for part of the trip	43
Other	24

	<u>12/10</u>	<u>8/11</u>
81c. [Train] And do you take that the entire way to school, or do you do something else for part of the way? (Select All that apply)		(n=1)
I take it the entire way		-
I drive alone for part of the trip		-
I carpool for part of the trip		-
I walk for part of the trip		-
I bike for part of the trip		100
Other		

81d. **[Ferry]** And do you take that the entire way to school, or do you do something else for part of the way? **(Select All that apply)**
No Responses

(Ask Q82 IF Q80=4) Bicycles

82. And do you bike the entire way to school, or do you do something else for part of the way, like take a public bus, BART, train, or ferry? (Select All that apply)	(n=52)
I bike the entire way	69
I take a public bus for part of the trip (ASK Q83)	-
I take BART for part of the trip (ASK Q84)	23
I take a train for part of the trip (ASK Q85)	2
I take the ferry for part of the trip (ASK Q86)	-
Other	12

(Ask Q83 IF Q82=2 OR 81a=5)

83. Do you usually take your bike on the bus or do you park your bike before you get on the bus?	(n=3)
Take bike on	67
Park bike	33

(Ask Q84 IF Q82=3 OR 81b=5)

84. Do you usually take your bike on BART or do you park your bike before you get on BART?	(n=13)
Take bike on	85
Park bike	15

(Ask Q85 IF Q82=4 OR 81c=5)

85. Do you usually take your bike on the train or do you park your bike before you get on the train?	(n=1)
Take bike on	-
Park bike	100

12/108/11**(Ask Q86 IF Q82=5 OR 81d=5)**

- 86 Do you usually take your bike on the **ferry** or do you park your bike before you get on the ferry?
No Responses

(RESUME ASKING EVERYONE)

87. Where do you typically get information about bicycling events or bicycling routes in your area?
(Open-ended)

EBBC/ EBBC Newsletter	22
Internet/Web (General)	11
Google/Google Maps	8
Work/ coworkers	8
Email/ Email lists/ newsletters (Unspecified)	7
Friends	6
511.org	4
Bicycle coalitions/clubs (Unspecified)	3
Bike shops	3
Bike Alameda	2
SFBC	2
Map my ride	1
Facebook	1
youcanbikethere.com	1
Walk Oakland Bike Oakland	1
Posters/billboards	1
Word of mouth	1
Bike Maps (General)	1
Newspaper	1
Radio	1
Personal Knowledge/Experience	1
Other	6
Various sources	1
Don't Know	1
Nowhere/ Don't seek information	3

88. How would you classify your cycling abilities?

Novice	5	5
Intermediate	33	33
Experienced	62	62

	<u>12/10</u>	<u>8/11</u>
89. When you are riding your bike to get to a destination, where do you <u>most often</u> ride? (select one)		
In traffic lanes	57	51
In bike lanes	35	45
On separate paved bike paths	8	4
On unpaved trails	0	0
90. In what city do you live?		
Alameda County	91	94
Oakland	41	36
Berkeley	18	22
Alameda	8	8
Fremont	2	7
Albany	6	4
Pleasanton	1	4
San Leandro	4	2
Piedmont	2	2
Dublin	1	2
Livermore	0	2
Hayward	1	1
Emeryville	2	1
Castro Valley	1	1
Union City	1	0
San Lorenzo	0	0
Other counties:	9	6
San Francisco	2	2
El Cerrito	1	1
Richmond	2	1
Kensington	1	0
Lafayette	1	0
Walnut Creek	1	0
Danville	0	0
Pleasant Hill	0	0
San Jose	0	0
San Ramon	0	0
San Pablo	0	-
Concord	1	-
Alamo	0	-
Other outside Alameda County	1	2

(IF 54=go to work ASK Q91)

	<u>12/10</u>	<u>8/11</u>
91. In what city do you work?	(n=626)	(n=639)
Alameda County	84	78
Oakland	34	34
Berkeley	25	20
Emeryville	4	6
Fremont	2	3
Pleasanton	1	3
Alameda	5	3
Dublin	0	2
Livermore	0	1
Newark	0	1
San Leandro	5	1
Hayward	2	1
Albany	3	1
Union City	1	0
Castro Valley	0	-
Piedmont	0	-
Other counties:	16	22
San Francisco	9	9
Richmond	1	2
San Jose	1	3
Walnut Creek	1	1
Milpitas	0	1
San Ramon	0	1
Danville	0	0
Lafayette	0	0
Concord	1	0
El Cerrito	1	0
Pleasant Hill	0	-
Sacramento	0	-
Alamo	0	-
Other outside Alameda County	4	7

	<u>12/10</u>	<u>8/11</u>
(ASK Q90- IF Q55=go to school)		
92. In what city do you go to school?		
	(n=192)	(n=80)
Alameda County	82	74
Berkeley	47	42
Oakland	21	16
Fremont	1	4
Piedmont	1	2
Hayward	3	1
Alameda	2	1
Emeryville	1	1
San Leandro	1	1
Livermore	4	-
Albany	3	-
Castro Valley	2	-
Other counties:	18	26
San Francisco	6	14
Pleasant Hill	1	1
San Jose	1	2
Concord	1	-
El Cerrito	1	-
Orinda	1	-
Other	9	9

(RESUME ASKING EVERYONE)

These last questions are for statistical purposes only.

93. Do you have access to a car for your usual trips to work, school, and other places, or not?		
Yes	79	85
No	21	15

	<u>12/10</u>	<u>8/11</u>
94. Where do you typically get news and information about local issues? (Select all that apply)		
Contra Costa Times – in print		4
Oakland Tribune – in print		9
San Francisco Chronicle/The Chronicle – in print		22
East Bay Express (in print)		18
Newspapers (general – in print)		8
Other newspaper		8
Contra Costa Times/Hot Co Co – online		3
San Francisco Chronicle/The Chronicle – online		35
Oakland Tribune – online		8
East Bay Express (online)		7
Newspapers (general – online)		22
Television/TV news		28
Friends/Family		38
Blogs/web sites (general)		33
Facebook		24
Twitter		9
Other blog/web site		8
Radio		41
Other/ Don't Know		17
95. Are you...		
Male	46	56
Female	54	44
96. Do any children under the age of 18 live in your household?		
Yes	46	30
No	54	69
Prefer not to answer	-	1
97. Do you primarily identify as...		
African-American/Black	3	2
White/Caucasian	76	75
Hispanic/Latin-American	6	4
Asian/Pacific Islander	9	12
Other	6	3
Prefer not to answer	-	5

98.	What is your age?		
	Under 18	0	0
	18-24	4	2
	25-29	15	13
	30-34	11	15
	35-39	11	16
	40-44	14	11
	45-49	13	12
	50-54	11	10
	55-59	11	12
	60-64	7	6
	65-69	2	2
	70-74	0	1
	75+	0	0
	Prefer not to answer	-	1

Age

18-29	18	16
30-39	23	31
40-49	27	22
50-64	29	27
65+	2	3
Under 18 / Prefer not to answer	-	1

Thank you very much for your time! This concludes the survey. If you have any questions or comments about this survey, please contact Diane Stark at the Alameda County Transportation Commission (ACTC) by phone at (510) 208-7410 or email dstark@alamedactc.org
If you have any additional comments please use the text box below.

THANK YOU!