



2014 Bike to Work Day: Survey Report

Denver Regional Council of Governments

CONTENTS

- Introduction 3**
 - Summary of Findings..... 4
 - Bike to Work Day Participation 4
 - Bicycling to Work 4
 - Barriers to Bicycling 5
 - Non-Work Bicycling 5
 - Year to Year Comparisons 6
- Detailed Research Findings..... 7**
 - Demographics 7
 - Bike to Work Day Participation..... 8
 - Bicycling to Work..... 14
 - Barriers to Bicycling..... 21
 - Non-work Bicycling..... 25
- Appendix A: Methodology..... 27**
- Appendix B: Survey Instrument..... 28**

INTRODUCTION

Background Each year, the Denver Regional Council of Governments (DRCOG), in partnership with local governments and community organizations, facilitates Bike to Work Day (BTWD) as a way to raise awareness of bicycle commuting. In 2014, more than 20,000 individuals registered for this event.

DRCOG retained Corona Insights, a Denver-based market research and strategic consulting firm, to survey Bike to Work Day participants to understand their reasons for participating, their typical bicycling behaviors, barriers to bicycling more often, non-work bicycling behavior, and general demographics. The research also analyzed changes in opinions and behaviors from year to year.

This study's results can readily inform event planners, marketers, transportation planners, government officials, and others involved in planning and implementing Bike to Work Day events.

Methodology DRCOG provided Corona Insights with the full database of 2014 Bike to Work Day registrants and their email addresses to use as a sampling frame. Corona randomly selected 3,200 registrants and emailed them an online survey invitation. Corona sent two follow-up email reminders before closing the survey. Analysis includes mostly descriptive statistics including means and percentages, but also includes testing for statistically significant differences among years. A detailed methodology is found in [Appendix A](#).

Margin of Error We gathered 1,190 valid responses between October 3 and October 16, 2014, resulting in an overall adjusted margin of error of ± 2.8 percent within a 95 percent confidence interval. Margins of error by segment are shown in the table below. All reported margins of error are corrected for the weighting effect, which will increase the margin of error in proportion to the size of the applied weights.

	Completed Surveys	95% MoE
Overall 2013	1,015	3.1%
Overall 2014	1,190	2.8%
First year to register for BTWD (2014 only)	306	5.5%
Registered for BTWD in previous years (2014 only)	856	3.3%

SUMMARY OF FINDINGS

The following key findings are specific to the 2014 survey unless otherwise noted.

BIKE TO WORK DAY PARTICIPATION

- ➔ **Reasons for registering strongly depend on frequency of bike commuting.** More than half of all respondents indicated their primary reason for registering for BTWD was to “support bicycle commuting” or because it was “a fun thing to do;” however, these responses varied depending on self-reported frequency of biking to work. Frequent riders were likely to want to “raise awareness for bicycle commuting,” and respondents who only ride on BTWD were likely to register because it was a “fun thing to do.” BTWD only riders were twice as likely as frequent riders to perceive bike commuting as a way to “get some exercise.” Occasional riders are most likely to see BTWD as a “chance to commute more often by bicycle.” Way to Go should recognize that reasons for registering depend on the participants previous bike commuting behavior. [Question 2](#)
- ➔ **BTWD motivated occasional riders to bicycle more.** Although BTWD had no influence on about one-half of respondents, those who self-identified as an occasional rider were more likely than frequent riders or BTWD only riders to feel that BTWD motivated them to commute by bicycle more often. The same effect does not appear regarding motivation to bicycle for all types of trips (i.e., commuting and non-commuting). [Question 3](#)
- ➔ **Participants are generally not well aware of Way to Go.** Among all respondents, about one-quarter were aware Way to Go sponsors BTWD, and about the same proportion were aware that Way to Go is part of DRCOG. However, it does appear that those who registered for more than one year were more likely than new registrants to know about Way to Go and that BTWD is part of DRCOG. [Questions 6 and 7](#)

BICYCLING TO WORK

- ➔ **Participants commute by bicycle more frequently after BTWD than before BTWD.** Participants reported bike commuting about one half-day extra per month, on average, in the three months after BTWD than they did in the months before BTWD. First time registrants, those who transport children to/from school, and frequent riders all increased their bike commuting by about one day per month. [Questions 8 and 9](#)
- ➔ **Participants younger than 35 bike to work more often than participants 35 or older.** Respondents from the Millennial generation appear to bike to work more often than Gen Xers or Baby Boomers. [Questions 8 and 9](#)
- ➔ **Males bike to work more often than females.** On average, males bike to work eight to nine days per month, and females bike to work about seven days per month. [Questions 8 and 9](#)
- ➔ **Participants who transport children to/from school bike to work less often than participants who do not.** About one-fifth of participants are responsible for dropping-off or picking-up children from school or daycare. On average, these participants bike to work five to six days per month compared to eight to nine days per month for those who do not transport children. [Questions 8 and 9](#)

- ➔ **Commuters bike to work for health and exercise.** A majority of participants who bike to work on days besides BTWD say they do so for health and exercise (about 60 percent). Occasional riders are much more likely to bike to work for this reason than frequent riders; promoting the health benefits of biking to work will likely resonate with occasional riders. Additionally, participants who bike to work for health and exercise tend to be older, have registered for BTWD in prior years, and live at least five miles from work. [Question 11](#)
- ➔ **When not biking to work, participants are likely to drive alone.** About two-thirds of participants say they primarily drive to work alone if they do not bike to work. About half of frequent bike commuters are likely to drive alone when not biking, but about 25 percent primarily take transit instead. This percentage is much higher than the 10 to 15 percent of occasional riders or BTWD only riders who would otherwise take transit. Thus, increasing the number of days occasional or BTWD only riders bike to work will produce the greatest decrease in the proportion of commuters who drive alone. [Question 12](#)

BARRIERS TO BICYCLING

- ➔ **Weather, the convenience of driving, and traffic safety issues are barriers to commuting more often by bike.** Almost eighty percent of participants agreed that weather was a barrier to biking to work more often, and 62 percent agreed that the convenience of driving was a barrier. Conversely, some potential barriers were generally inconsequential to bike commuting: too hilly, no bike storage, can't afford a bike, and lack of bike share. Interestingly, only one percent of those who registered for BTWD but did not ride that day cited the weather as the reason for their lack of participation. [Question 14](#)
- ➔ **Participants perceive barriers differently based on their frequency of biking to work.** While most riders recognized weather as a barrier to biking to work more often, other barriers differ by frequency of riding to work. The greatest difference was between frequent riders' and BTWD only riders' perceptions of the amount of time it takes to bike to work. Nineteen percent of frequent riders agreed that biking to work took too long, compared to 40 percent of occasional riders and 70 percent who bike to work on BTWD only. [Question 14](#)

NON-WORK BICYCLING

- ➔ **Participants rode their bikes for non-work trips more frequently after BTWD than before BTWD.** After BTWD, respondents rode bikes for about eight non-work trips per month, which was about an extra half trip per month more than before BTWD. [Questions 16 and 17](#)
- ➔ **Participants who live close to work use their bike for non-work trips more often than those who live far from work.** Interestingly, participants who live less than five miles from work use their bikes for non-work trips almost twice as often as those who live five miles or further away from work. [Questions 16 and 17](#)
- ➔ **Non-work trip frequency did not differ by age, gender, or responsibilities to transport children.** Unlike bike commuting frequency before and after BTWD (Questions 8 and 9), we found no differences in frequency of using a bike for non-work trips before and after BTWD across these three characteristics. [Questions 16 and 17](#)

YEAR TO YEAR COMPARISONS

- **There was no change in attrition.** In 2014, six percent of registrants did not ride to work, which was the same attrition in 2013. [*Question 4*](#)
- **Barriers to bicycling generally decreased.** Compared to 2013, there were decreases in the strength of many potential barriers to bicycling more often to work, including decreases in traffic safety issues, too few bike lanes, not enough lights on bike facilities, street conditions, the relative convenience of transit, and problems with taking bikes on transit. However, there was an increase in the strength of too much cargo to carry as a barrier to biking to work. [*Question 14*](#)

DETAILED RESEARCH FINDINGS

The following exhibits represent results from all respondents and key segments where specified. Some exhibits compare results between this year and 2013. We rounded figures in all graphs and tables for reporting purposes. To improve readability, we occasionally removed value labels on graphs, typically for values smaller than four percent. Analysis tables and open-ended responses to all questions can be found in the accompanying Excel Workbook.

DEMOGRAPHICS

The following tables and charts summarize the general profile of survey respondents. These characteristics provide context to the report findings.

Age	
18 -24	4%
25-34	27%
35-44	24%
45-54	22%
55-64	19%
65 years or older	3%

Gender	
Male	60%
Female	37%
Prefer to not answer this question	1%

Occupation	
Professional/Managerial/ Administrative	83%
Sales/Clerical/Service	5%
Laborer/Craftsman/Foreman	3%
Other	6%
Prefer to not answer this question	1%

Educational Attainment	
0-11 years, no diploma	0%
High school graduate or GED	2%
Some college, no degree	7%
Associate's degree	5%
Bachelor's degree	44%
Graduate degree	40%
I prefer to not answer this question	1%

Household Income	
Less than \$25,000	1%
\$25,000 - \$49,999	12%
\$50,000 - \$99,999	31%
\$100,000 - \$149,999	23%
\$150,000 or more	17%
Don't know	0%
Prefer to not answer this question	14%

Responsible for Transporting Children	
Yes	21%
No	79%

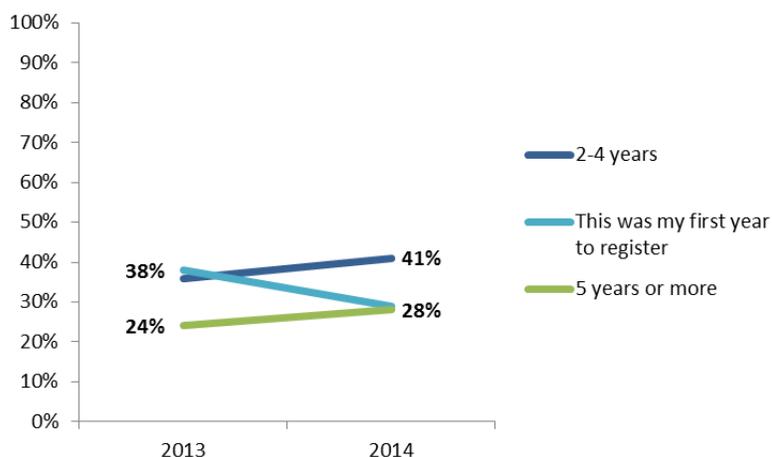
Car Available for Commuting	
Yes	90%
No	4%
Sometimes	5%

BIKE TO WORK DAY PARTICIPATION

Q1: “Including this year (2014), how many years have you registered as a Bike to Work Day participant?”

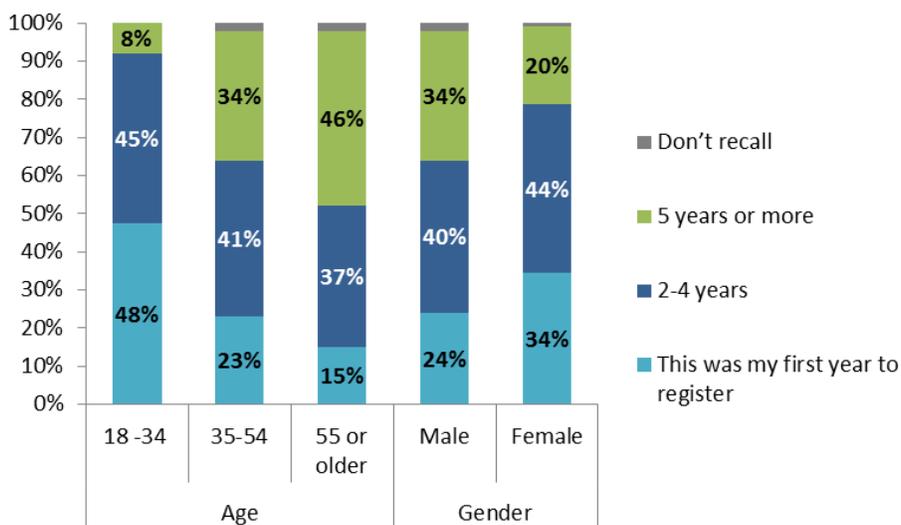
The 2014 Bike to Work Day event included 29 percent first-year registrants. This proportion was statistically less than the proportion of first-year registrants in 2013 (38 percent). With the decrease in proportion of new registrants, we found increases since 2013 for 2-4 year registrants as well as those who registered for five years or more.

Exhibit 1.A: History of registering for BTWD



Not surprisingly, older participants are much more likely than younger participants to have registered for BTWD for five years or more, and few participants 55 or older registered for the first time this year. Males were more likely than females to have registered for five years or more.

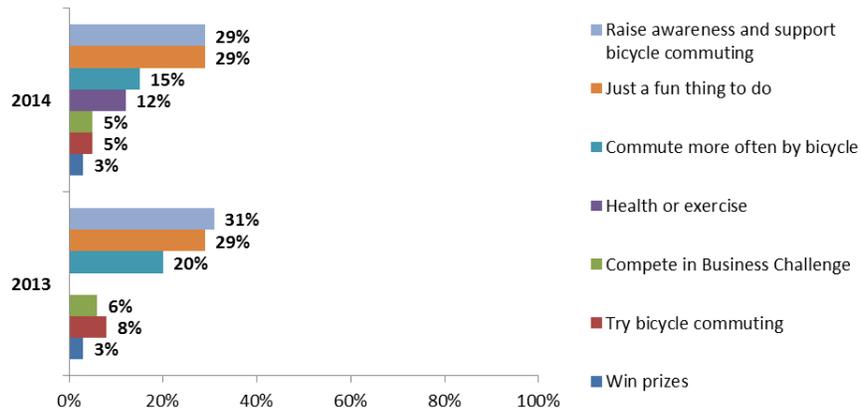
Exhibit 1.B: History of registering for BTWD by gender and age (2014 only)



Q2: “Which ONE of the statements below best describes why you decided to register for Bike to Work Day this year.”

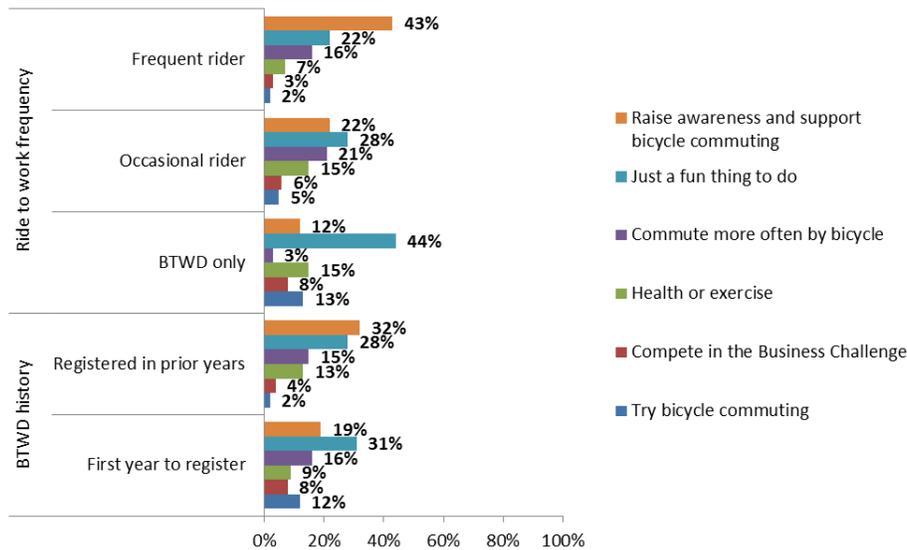
To support bicycle commuting and because it was a “fun thing to do” remain the top reasons why people registered for Bike to Work Day in 2014. About 12 percent of respondents indicated they registered for health or exercise (data not shown), which was a response option that we did not ask in 2013. Because we added a response option to this question in 2014, it is not appropriate to directly compare percentages between years.

Exhibit 2.A: Reason for registering



Reasons for registering for BTWD differ significantly based upon frequency of biking to work, and, to a lesser extent, on history of registering for BTWD. Frequent riders were more likely than others to register to support bicycle commuting. Repeat participants were also more likely than first time participants to register to support bicycle commuting. Conversely, BTWD only riders were more likely than frequent riders to register because it was a “fun thing to do.” We found no difference between the percentage of repeat or first-year participants regarding registering because it was a “fun thing to do.” Compared to occasional riders, very few BTWD only riders chose “commute more often by bicycle” as a reason for registering this year.

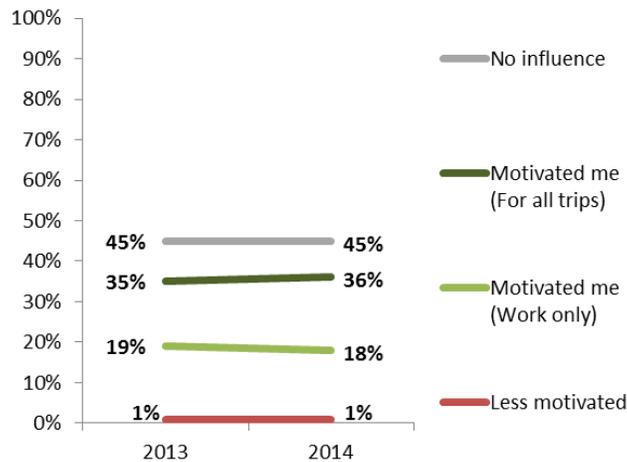
Exhibit 2.B: Reason for registering by frequency and registration history (2014 only)



Q3: “Which ONE of these statements best describes how Bike to Work Day has influenced your attitude toward bicycle commuting to work or for other types of trips?”

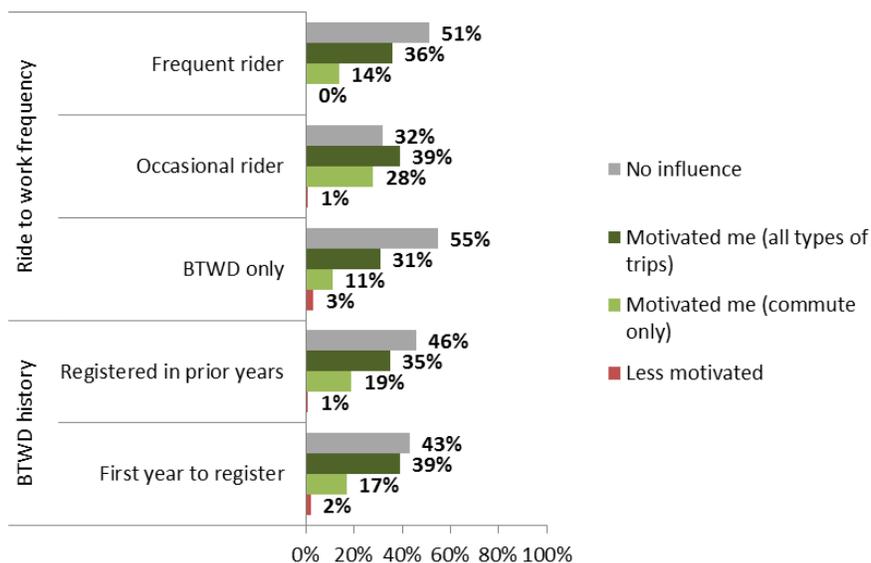
Post-event attitudes about bicycle commuting to work or for other types of trips were the same in 2013 and 2014. Forty-five percent of respondents indicated Bike to Work Day had no influence on their attitude toward bicycle commuting, 36 percent indicated their participation motivated them to bicycle for all types of trips, 18 percent indicated being motivated specifically for work commuting, and 1 percent indicated being motivated specifically for work commuting.

Exhibit 3.A: Influence of BTWD



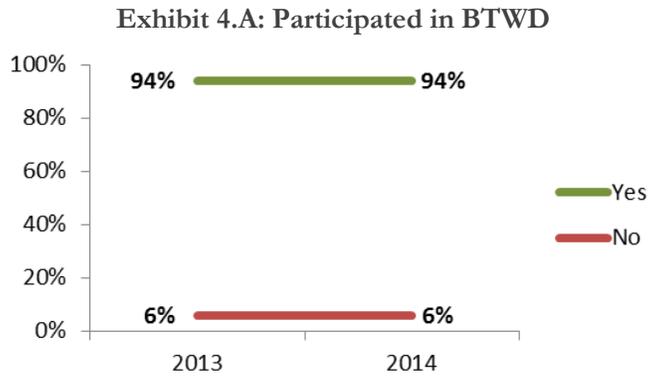
Participants that ride a bike to work occasionally were statistically more likely than frequent riders and BTWD only riders to state that participating in BTWD increased their motivation to commute more often by bicycle. They were also less likely to state BTWD had no influence on their bicycle commuting behavior. Although the percentages were small, occasional riders were statistically more likely than other respondents to state that after BTWD, they were less motivated to commute by bicycle. We found no statistical differences in self-reported influence of BTWD based on history of BTWD registration.

Exhibit 3.B: Influence of BTWD by frequency and registration history (2014 only)



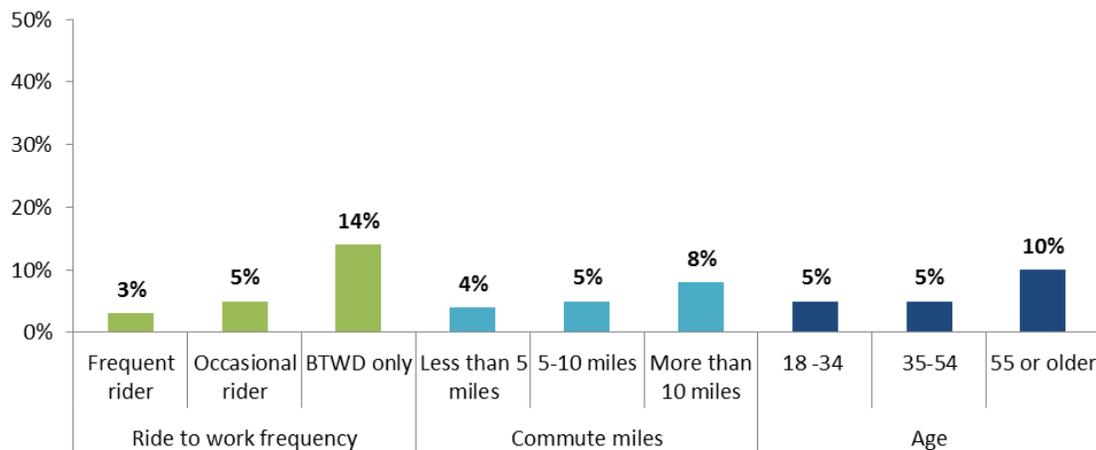
Q4: “Did you ride a bicycle for any part of your trip to work on Bike to Work Day (June 25th) this year?”

In 2014, 94 percent of registrants rode a bicycle for at least part of their trip to work, which was the same percentage in 2013.



Among all registrants, six percent did not fulfill their intention to bike to work on June 25 this year. Registrants who only commute by bike on BTWD were more likely than others to not commute by bike that day. Distance from home to work also appeared to influence behavior on BTWD; registrants with longer commutes and older registrants were most likely to not commute by bike on BTWD.

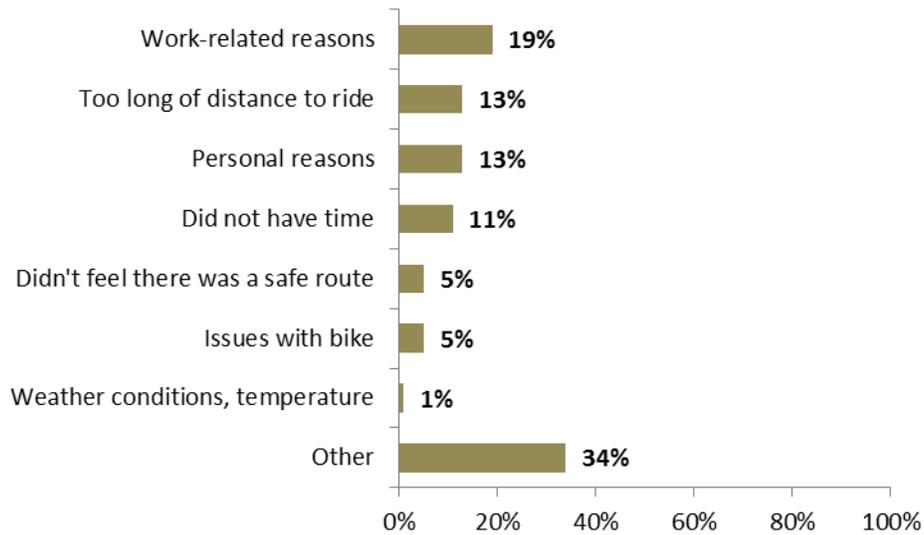
Exhibit 4.B: Registered but did not participate in BTWD (2014 only)



Q5: [IF Q4=NO] “What prevented you from riding to work on Bike to Work Day?” (Select all that apply)

Among the 85 registrants who did not ride their bicycle on Bike to Work Day in 2014, about one-third cited a reason not provided, and about 20 percent cited work-related reasons. Weather, issues with bike, and not feeling there was a safe route were the least common barriers to riding on Bike to Work Day.

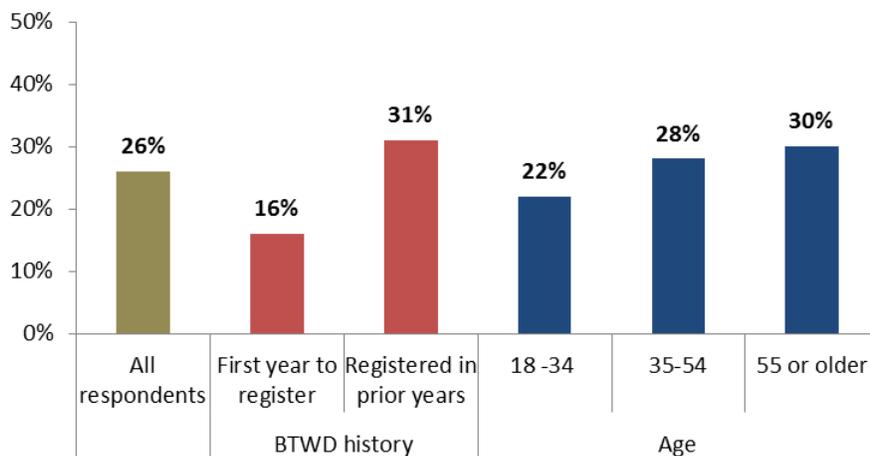
Exhibit 5: Reasons for not participating in BTWD (2014 only)



Q6: “Before participating in this survey, were you aware that the Way to Go program organizes and promotes Bike to Work Day?”

Among all respondents, about one-quarter were aware that Way to Go organizes and promotes BTWD. Not surprisingly, new participants were less likely to know this than repeat participants. Participants younger than 35 were less likely than participants who were 35 or older to know Way to Go sponsors BTWD.

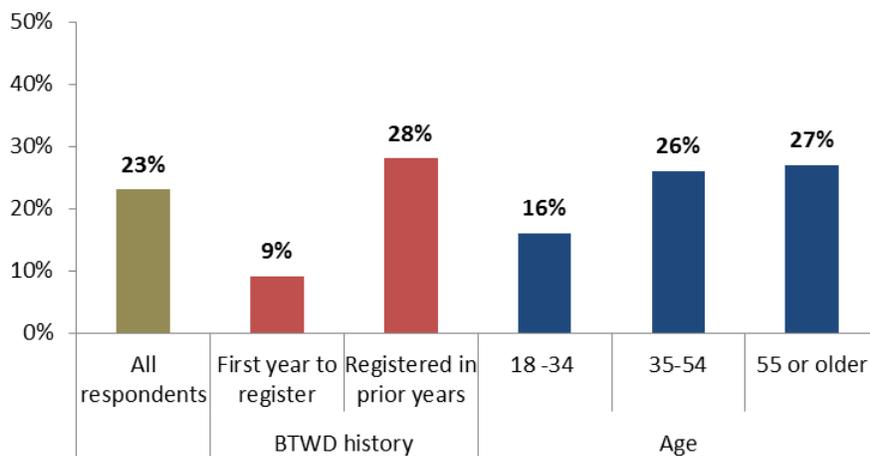
Exhibit 6.A: Aware Way to Go sponsors BTWD (2014 only)



Q7: “Before participating in this survey, were you aware that the Way to Go program is part of the Denver Regional Council of Governments (DRCOG)?”

Among all respondents, slightly less than one-quarter were aware that Way to Go is part of DRCOG. Similar to findings in Question 6, new participants were less likely to know this than repeat participants. Participants younger than 35 were less likely than participants who were 35 or older to know Way to Go was part of DRCOG.

Exhibit 7.A: Aware Way to Go is part of DRCOG (2014 only)

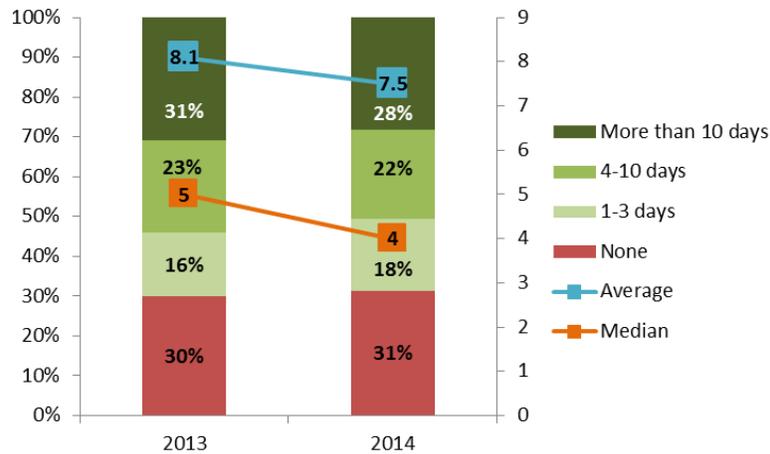


BICYCLING TO WORK

Q8: “Thinking about the three months leading up to Bike to Work Day (April, May and June), how many days per month, on average, did you bicycle to work?” (Please enter 0 if you did not ride to work on any days during this time period)

Pre-event bicycling behavior among participants was similar in 2013 and 2014. The average and the median number of days per month bicycling to work in April, May, and June did not differ statistically between years.

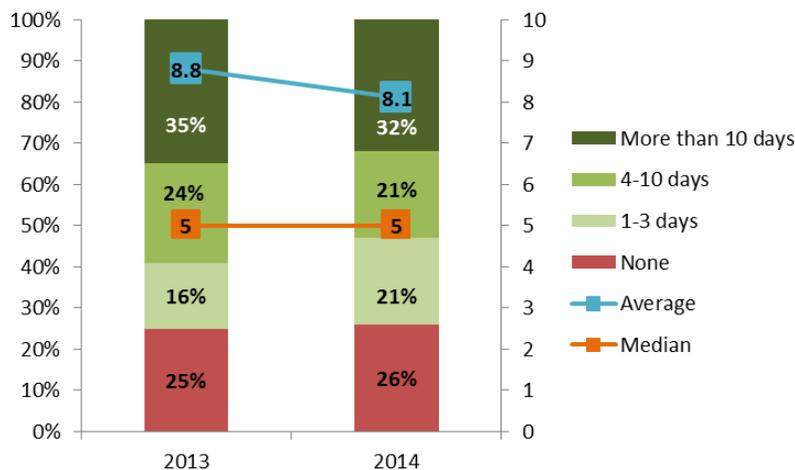
Exhibit 8.A: Average number of days per month biked to work before BTWD



Q9: “Thinking about the three months following Bike to Work Day (July, August and September), how many days per month, on average, did you bicycle to work?” (Please enter 0 if you did not ride to work on any days during this time period)

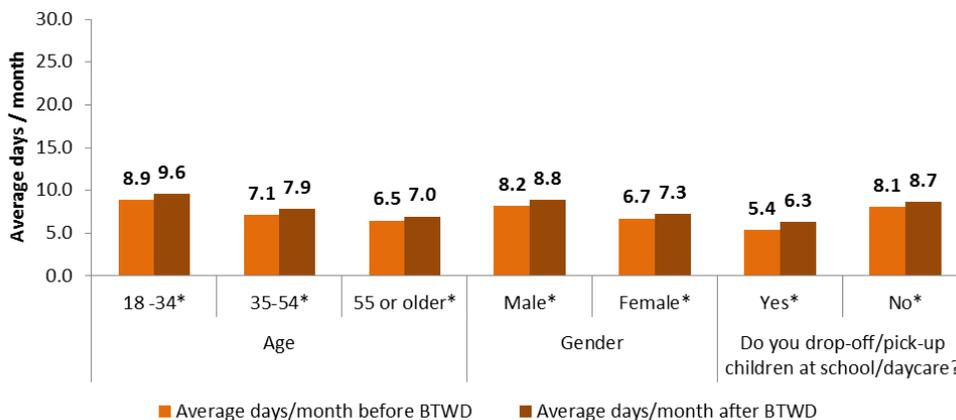
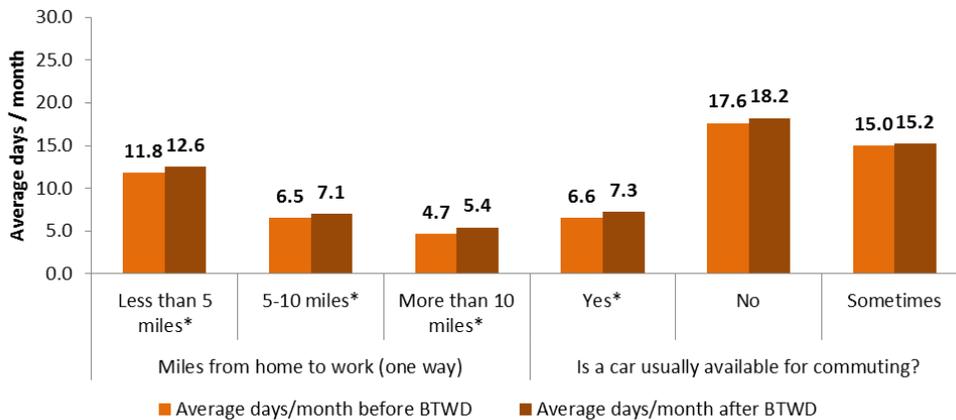
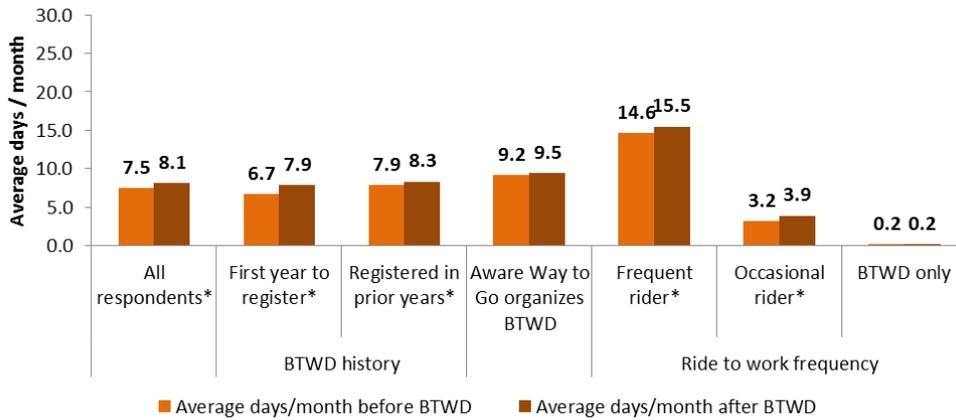
Post-event bicycling to work behavior did not differ statistically between years. In 2014, the average participant biked to work eight days per month. Half of all participants biked to work at least five days per month.

Exhibit 9.A: Average number of days per month biked to work after BTWD



Among all respondents in 2014, the average number of days per month participants biked to work statistically increased between the three months prior to BTWD and the three months following BTWD. We also found statistically significant increases across many segments; the largest increases were of respondents who registered for the first time, those who transported children to or from school, and frequent riders.

Exhibit 9.B: Avg. number of days per month biked to work before and after BTWD (2014 only)

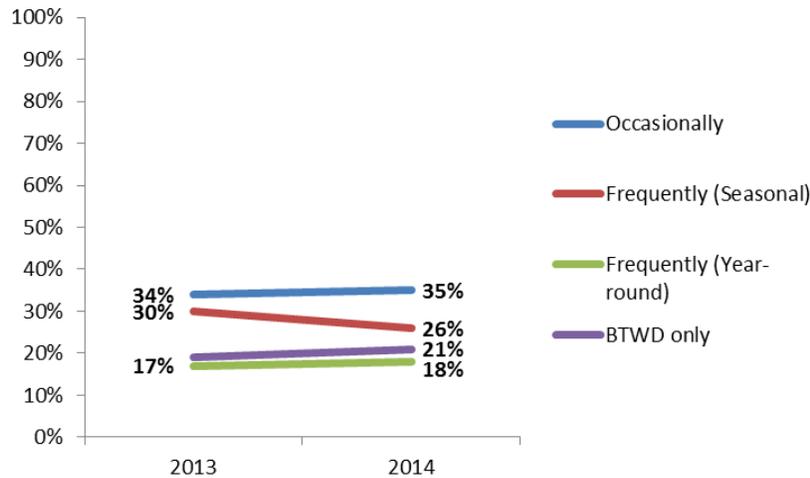


Asterisks () represent statistically significant differences before and after BTWD*

Q10: “Please take a moment to think about how often you bicycle to work, and then choose the category that best describes you.”

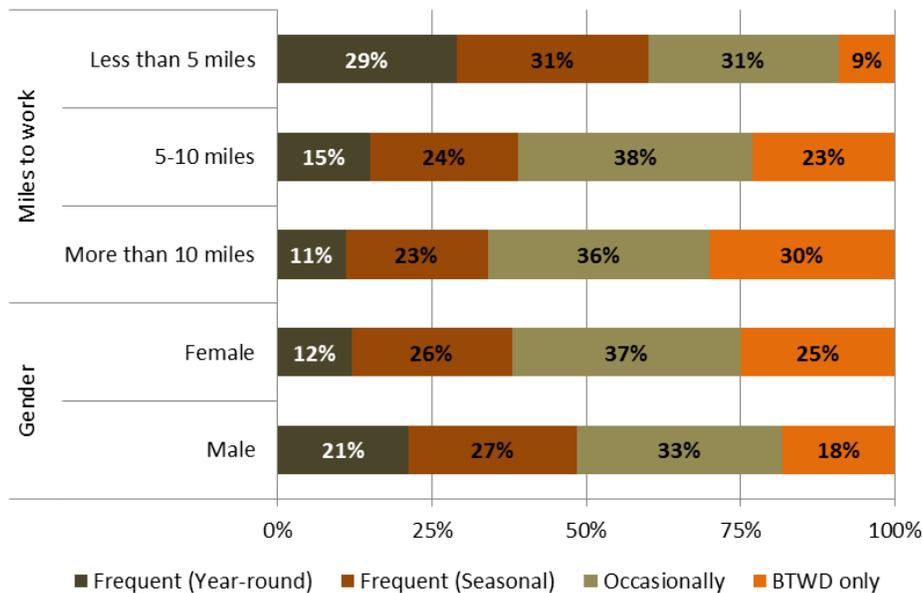
Frequency of bicycling to work behavior among event participants was generally similar in 2013 and 2014. However, there was a slight, yet statistically significant, decrease in participants who commute by bike frequently but seasonally (i.e., not in winter).

Exhibit 10.A: Frequency of biking to work



Not surprisingly, distance from home to work appears to influence frequency of biking to work; the shorter the distance, the more likely participants commute frequently. More than half of respondents who live less than five miles to work commute by bike frequently, compared to one third of respondents who live more than 10 miles away and commute by bike frequently. Males were more likely than females to ride to work year-round and less likely to ride only on BTWD.

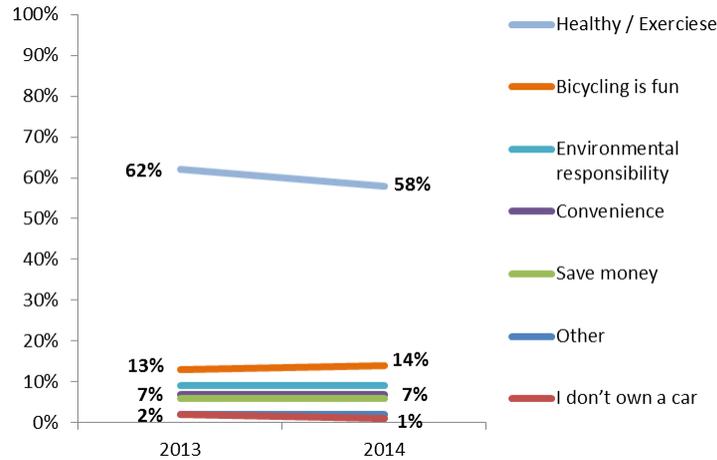
Exhibit 10.B: Frequency of biking to work by miles to work and by gender (2014 only)



Q11: [IF Q10=A, B, or C] “Which ONE of these statements best describes why you bicycle to work on days OTHER THAN Bike to Work Day?”

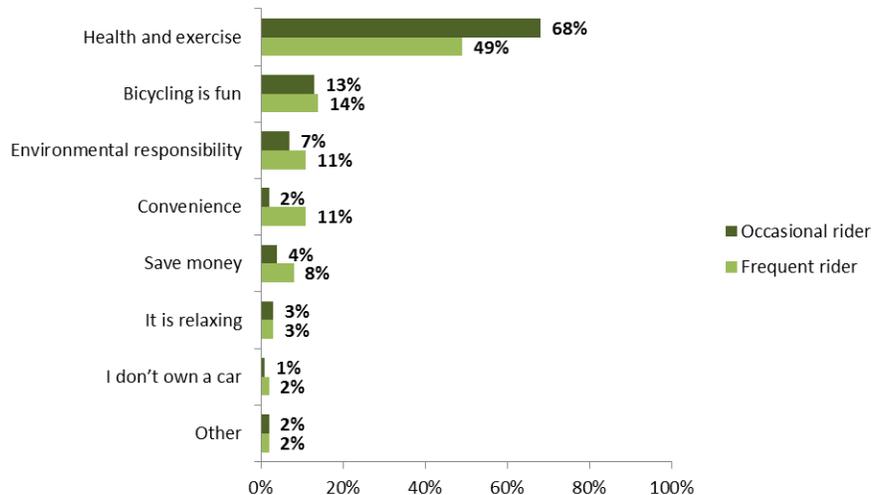
Reasons why commuters bicycle to work on days other than Bike to Work Day are predominantly related to health and getting exercise. These reasons did not differ between 2013 and 2014. Three percent of participants cited that they bike to work because it is relaxing, which was not a response category in 2013.

Exhibit 11.A: Reason for biking to work on days other than BTWD



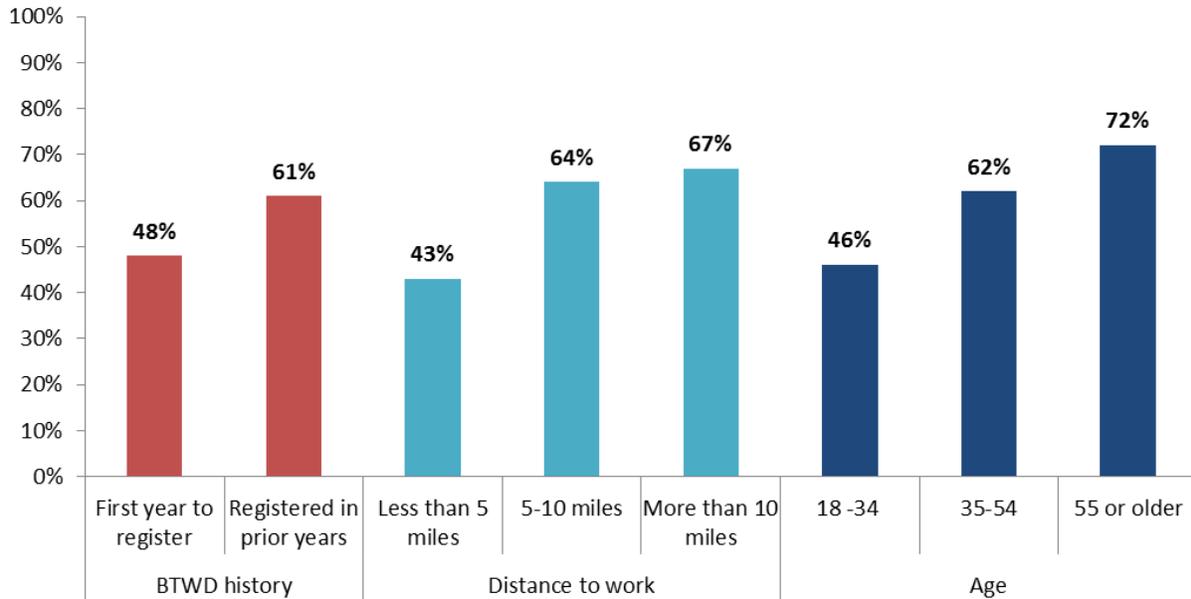
Occasional bike commuters were much more likely than frequent bike commuters to indicate health and exercise as the reason they bike to work on days other than BTWD. Conversely, frequent bike commuters were statistically more likely to bike to work because it is convenient and because it saves money.

Exhibit 11.B: Reason for biking to work on days other than BTWD by frequency of biking to work (2014 only)



Because health and exercise was clearly the main reason why most participants bike to work, we looked more closely at segments for those who chose this reason. We found that biking to work for health/exercise differed based on BTWD history, frequency of riding to work, distance to work, and age. Most strikingly, participants who were 55 or older were much more likely to choose health/exercise than participants who were younger than 35.

Exhibit 11.C: Bike to work on days other than BTWD for health/exercise (2014 only)

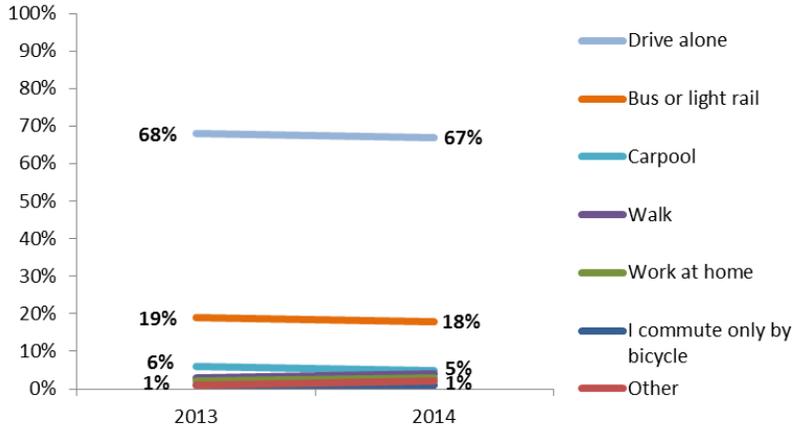


Additionally, females were more likely than males to bike to work because it was the environmentally responsible thing to do; new participants were more likely than repeat participants to bike to work to save money; participants younger than 35 were more likely than older participants to bike to work to save money. Although biking to work because “bicycling is fun” was the second most common reason for biking to work on days other than BTWD, we found no differences among segments regarding this reason.

Q12: “On days when you do not ride a bicycle to work, which ONE mode of transportation are you most likely to use for your commute to work?”

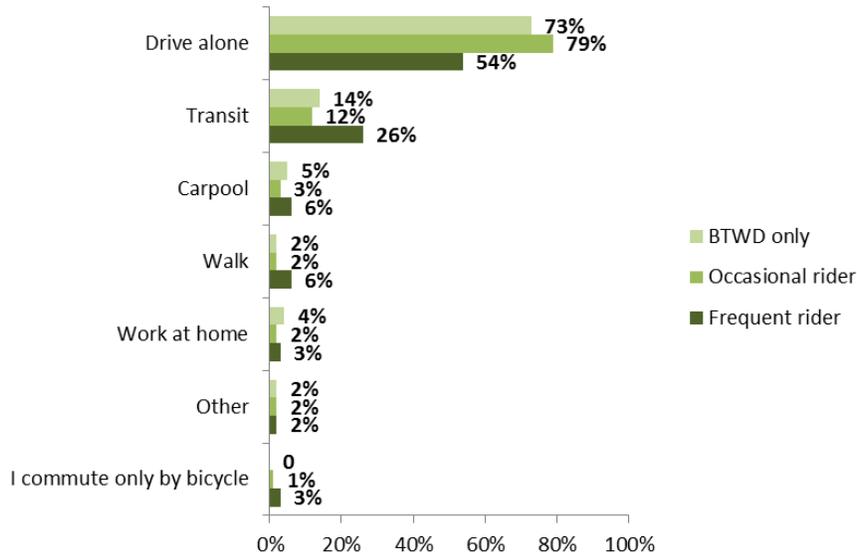
There was no change between 2013 and 2014 in commute mode used when not biking to work. About two-thirds were most likely to drive alone when not riding a bicycle to work and another 18 percent were most likely to take public transit such as the bus or light rail.

Exhibit 12.A: Primary commute mode when not biking to work



Among all respondents, frequent riders were more likely than other respondents to take transit or walk and less likely to drive alone when not commuting by bike.

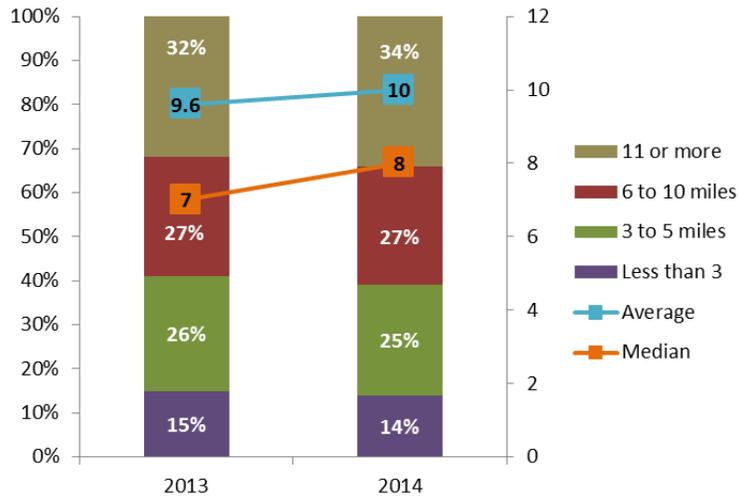
Exhibit 12.B: Primary commute mode when not biking to work by frequency of biking (2014 only)



Q13: “How many miles do you travel (one way) from your home to work?” (If you are unsure about the exact mileage, please provide your best estimate.)

In 2014, participants indicated that they traveled an average of 10 miles (one-way) to work, which was not statistically different from 2013. Half of all participants traveled at least eight miles to work.

Exhibit 11.A: Distance from home to work (one-way miles)



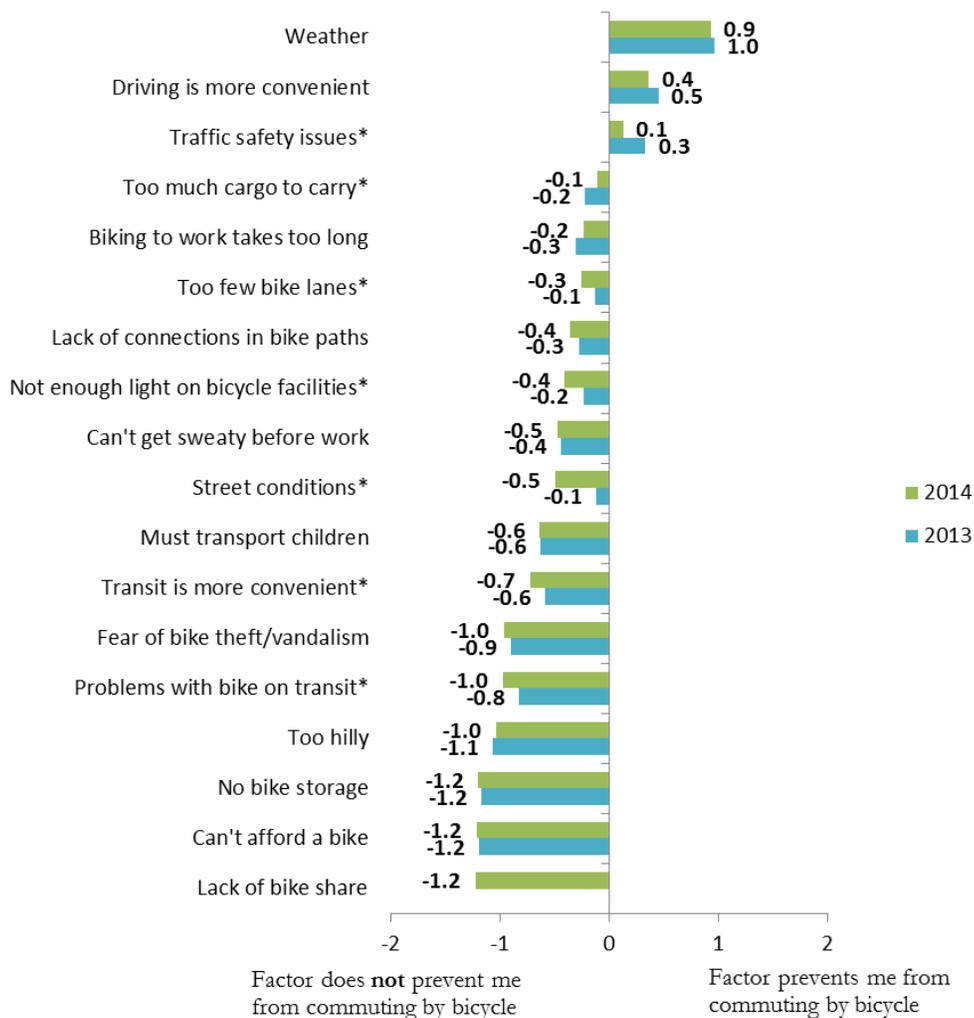
BARRIERS TO BICYCLING

Q14: “Please tell us how strongly you agree or disagree that each of the conditions or factors listed below prevents you from commuting more often by bicycle.”

Note: Survey response options to this question were strongly disagree, disagree, agree, and strongly agree. Participants were asked to choose one response for each factor. We assigned values of -2, -1, 1, and 2 to these response options, respectively. We present the average rating for each factor in the graphs below.

Seventy-nine percent of BTWD participants agreed that weather was the most likely factor to prevent commuting more often by bicycle, followed by the conveniences of driving (62% agreed) and traffic safety issues (53%). Factors that differed the most between years were street conditions, traffic safety issues, and not enough lights on bike facilities at night. The strength of these factors at preventing bike commuting declined compared to 2013. The only significant increase in the strength of a factor preventing bike commuting in 2014 was too much cargo to carry. Lastly, “Lack of bike share” was not asked in 2013.

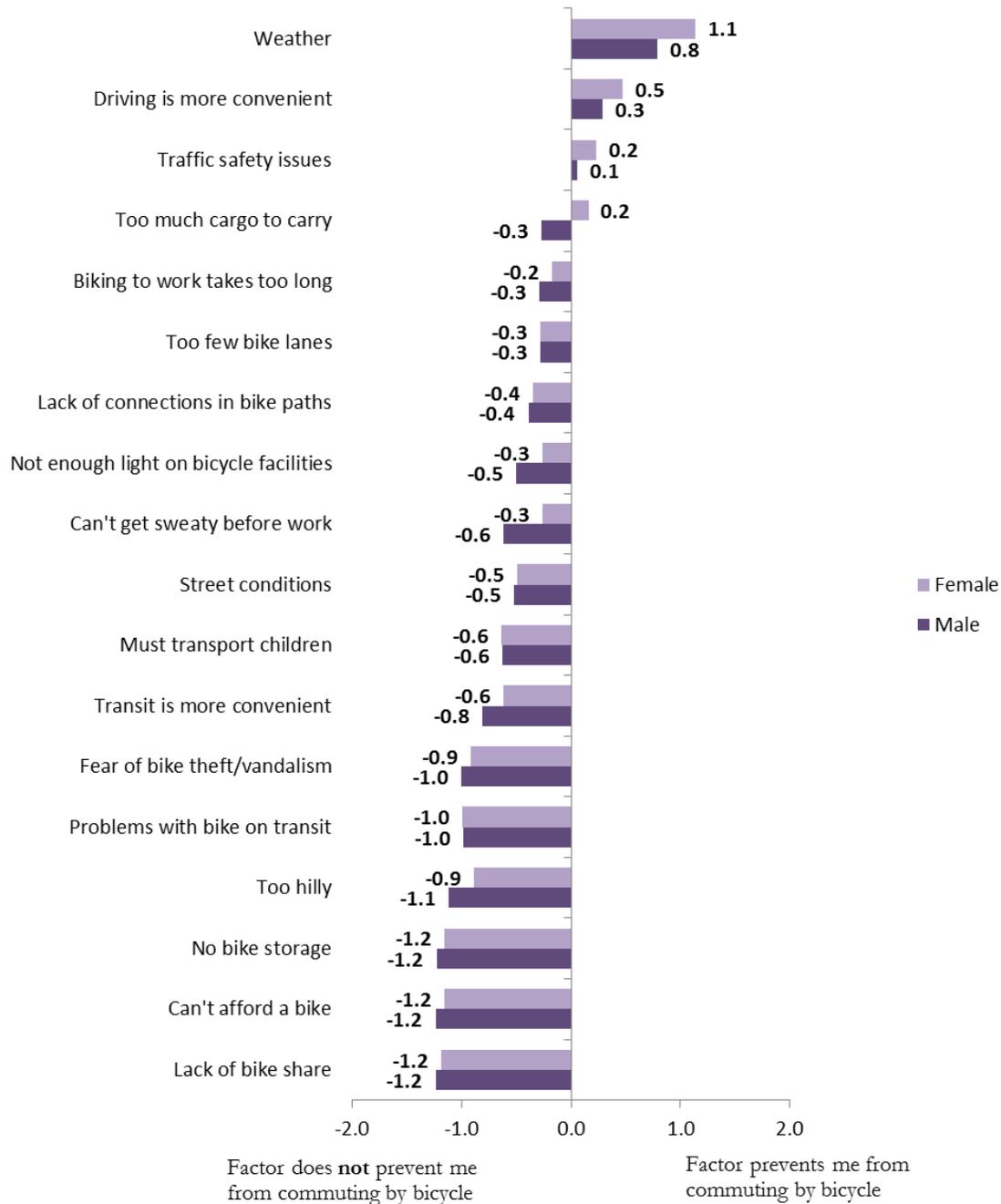
Exhibit 14.A: Barriers to biking to work



Asterisks () represent statistically significant differences between years.*

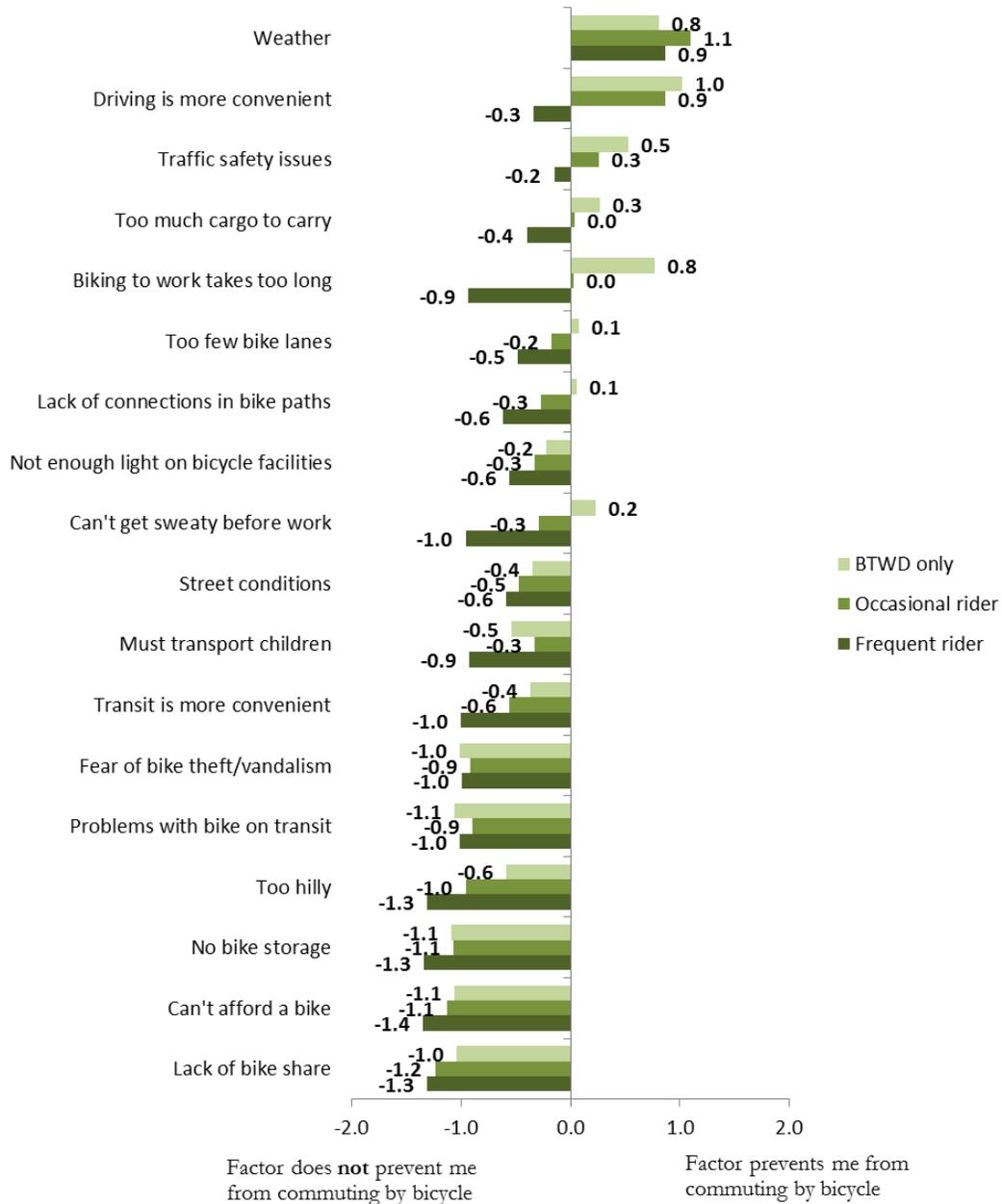
Among several potential barriers to commuting by bicycle more often (e.g., weather, convenience, traffic safety, and carrying cargo), females were generally more likely than males to indicate each was a barrier. The largest differences in barrier strength between males and females were “too much cargo to carry,” “can’t get sweaty before work,” and “weather.”

Exhibit 14.B: C: Barriers to biking to work by gender (2014 only)



We found major differences in perceived barriers to biking to work based on frequency, specifically regarding convenience and time. Seventy percent of participants who bike only on BTWD agreed that biking to work takes too long, compared to 40 percent of occasional riders and 19 percent of frequent riders who agreed. Those who bike to work only on BTWD or bike occasionally were much more likely than frequent riders to believe driving was more convenient. Frequent riders were less likely than BTWD only riders to indicate that “can’t get sweaty before work” was a barrier to biking to work more frequently. Regardless of frequency of biking, all segments tended to perceive weather as a barrier to biking to work more often.

Exhibit 14.C: Barriers to biking to work by frequency of biking to work (2014 only)

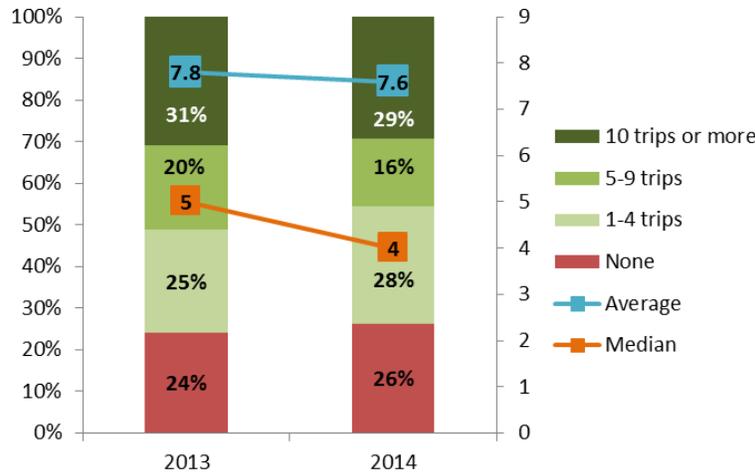


NON-WORK BICYCLING

Q16: “During the months of APRIL THROUGH JUNE, how many non-work trips per month, on average, did you make by bicycle instead of driving?” (Please give us your best estimate, and do not include recreational bicycle rides. Enter 0 if none).

In the three months before Bike to Work Day, participants indicated making an average of 7.6 non-work trips by bicycle per month, which was not significantly different from in 2013.

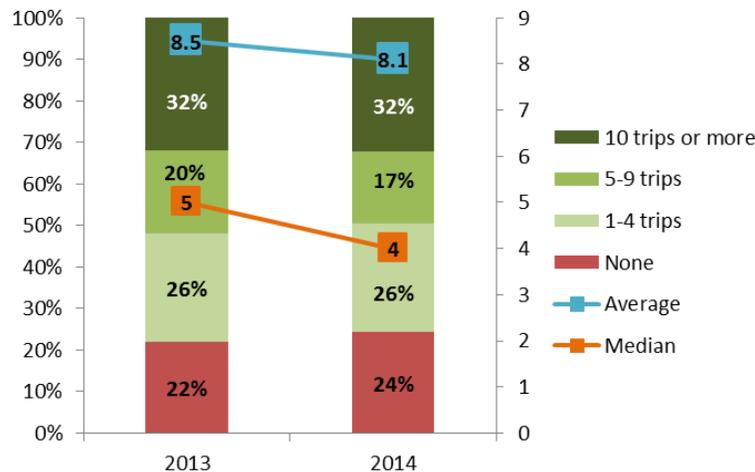
Exhibit 16.A: Average number of non-work bike trips per month before BTWD



Q17: “During the months of JULY THROUGH SEPTEMBER, how many non-work trips per month, on average, did you make by bicycle instead of driving?” (Please give us your best estimate, and do not include recreational bicycle rides. Enter 0 if none).

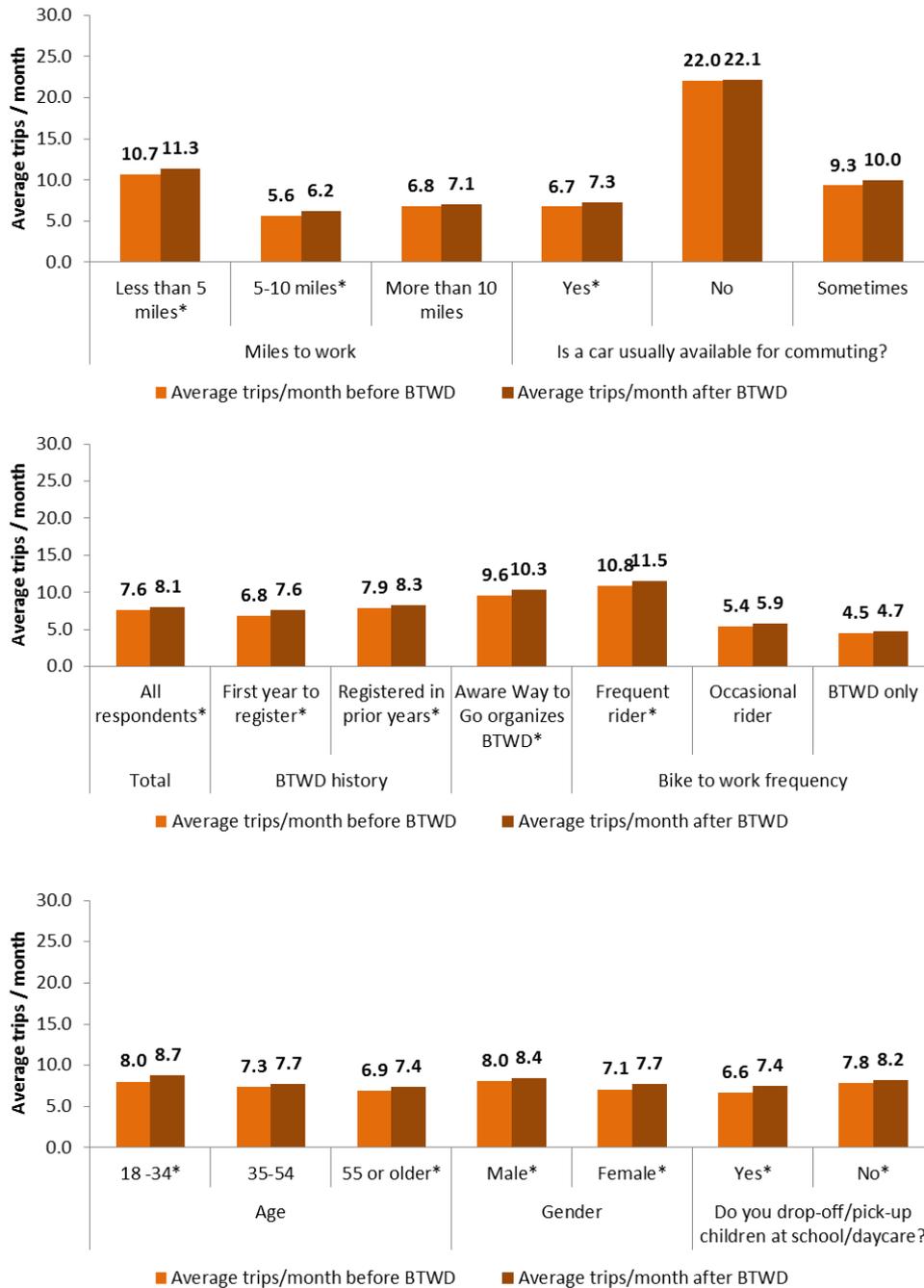
In the three months after Bike to Work Day, participants averaged 8.1 non-work trips by bicycle per month, which was not statistically different than 2013. Half of all participants biked for at least 4 non-work trips per month.

Exhibit 17.A: Average number of non-work bike trips per month after BTWD



Among all respondents in 2014, the average number of non-work bike trips per month statistically increased between the three months prior to BTWD and the three months following BTWD. We also found statistically significant increases across most segments; the largest increases were of respondents who transported children to/from school, respondents who were 18 to 34 years old, respondents who were aware Way to Go organized BTWD, and those who registered for the first time this year.

Exhibit 17.B: Average number of non-work bike trips per month before and after BTWD (2014 only)



Asterisks () represent statistically significant differences before and after BTWD*

APPENDIX A: METHODOLOGY

SURVEY INSTRUMENT

Key staff from DRCOG and Corona Insights designed the survey instrument in 2012. To facilitate response comparison between years, we included most of the same questions in the 2014 survey, with some modifications to make the survey more relevant. The survey instrument is found in [Appendix B](#).

SAMPLE AND SURVEY MODE

DRCOG provided Corona Insights with the full database of 2014 Bike to Work Day registrants and their email addresses to use as a sampling frame. To avoid sampling the same individuals that we sampled in 2013, but not change the proportion of repeat participants invited to take the survey, we calculated the percent of individuals who registered in 2013 and 2014. We removed all cases that received a survey in 2013 and registered in 2014. Then, we selected a sample of registrants that represented the proportion of new and repeat registrants.

SAMPLE SIZE AND RESPONSE RATE

We sent 3,200 email invitations, and we sent two reminder emails to non-responders. Fifty-two emails were invalid, and 1,205 people opened the survey. Fifteen people did not answer any questions, and we excluded these cases from the analysis. In total, we collected 1,190 valid responses, representing 38 percent of the population sampled.

ANALYSIS

Because repeat Bike to Work Day participants are more likely to respond to the survey than first-time participants, first-time participants tend to be under-represented in the results. To correct for this, we calculated weights based on registration data provided by DRCOG, and we applied these weights to the survey data so that the survey results more closely reflect the entire population of Bike to Work Day participants. All graphs and tables, including demographics tables, display these weighted results.

Data analysis included determining the proportion of responses by year and segments of interest, as well as calculating the averages and medians of numeric questions. For some questions, we assigned numeric codes to response categories, and we used these codes to calculate averages. We used z-tests and t-tests to test for statistically significant differences between the 2013 and 2014 data where appropriate. A statistically significant difference indicates that we are highly confident that the pattern in the data is reliable and that we would expect to find the same result if we repeated the survey. We are not confident in patterns that are not statistically significant. All statistical tests were deemed statistically significant when the chance of a false-positive result was less than 5 percent.

APPENDIX B: SURVEY INSTRUMENT

A copy of the survey instrument is provided on the following pages.

BTWD SURVEY DESIGN 2014

EMAIL INVITES

INITIAL INVITE

{Salutation},

Thank you for participating in Bike to Work Day 2014! To evaluate the impact of Bike to Work Day, the Denver Regional Council of Governments (DRCOG) and its research partner, Corona Insights, would greatly appreciate it if you could take a few minutes to complete a short questionnaire about your experience. It will help us understand your reasons for participating and help us improve Bike to Work Day in the future.

Please click here to begin the survey. [\[SURVEYLINKAUTO\]](#)

The survey will only take a few minutes to complete, and your answers are entirely confidential. Please respond as soon as possible. If you have any trouble accessing the survey, please copy and paste the following address into your web browser, then enter the provided Username and PIN to access the survey.

Survey: [{Survey Location}](#)

Username: [{Email}](#)

PIN: [{PIN}](#)

Thank you in advance for your time and feedback!

Sincerely,

~ Jim Eshelman, Researcher, Denver Regional Council of Governments

~ Matt Bruce, Associate, Corona Insights

If you have any difficulty in accessing this survey, please contact Matt at (303)894-8246 or Matt@CoronaInsights.com.

The Denver Regional Council of Governments (DRCOG) retained Corona Insights, a Denver-based market research firm, to conduct this survey. Your responses will be sent securely to Corona Insights. Corona Insights received your contact information from DRCOG for the specific purpose of this survey. Your contact information will not be used for any other purpose by Corona Insights, nor will be sold or otherwise distributed. DRCOG and Corona Insights respect your privacy. To view our privacy policy please visit: <http://coronainsights.com/research-privacy-policy/>.

If you have additional questions or concerns about this survey or would like to verify its authenticity, please contact Jim Eshelman with the DRCOG at (303) 480-5645.

To unsubscribe from future reminders for this survey, please click here [\[LINK\]](#).

FOLLOW UP REMINDER

{Salutation},

We recently asked if you had a few minutes to provide feedback about Bike to Work Day 2014. We know you are busy, but we really hope you complete the survey, which will help improve Bike to Work Day in the future. Even if you do not regularly bike to work, we would still like to hear from you.

Please click here to begin the survey. [\[SURVEYLINKAUTO\]](#)

This confidential survey will only take a few minutes to complete; please respond as soon as possible. If you have any trouble accessing the survey, please copy and paste the following address into your web browser, then enter the provided Username and PIN to access the survey.

Survey: [{Survey Location}](#)

Username: [{Email}](#)

PIN: [{PIN}](#)

Thank you in advance for your time and feedback!

Sincerely,

~ Jim Eshelman, Researcher, Denver Regional Council of Governments

~ Matt Bruce, Associate, Corona Insights

If you have any difficulty in accessing this survey, please contact Matt at (303)894-8246 or Matt@CoronaInsights.com.

The Denver Regional Council of Governments (DRCOG) retained Corona Insights, a Denver-based market research firm, to conduct this survey. Your responses will be sent securely to Corona Insights. Corona Insights received your contact information from DRCOG for the specific purpose of this survey. Your contact information will not be used for any other purpose by Corona Insights, nor will be sold or otherwise distributed. DRCOG and Corona Insights respect your privacy. To view our privacy policy please visit: <http://coronainsights.com/research-privacy-policy/>.

If you have additional questions or concerns about this survey or would like to verify its authenticity, please contact Jim Eshelman with the DRCOG at (303) 480-5645.

To unsubscribe from future reminders for this survey, please click here [\[LINK\]](#).

SURVEY INSTRUMENT

INTRO

Thank you for participating in this brief survey. Please use the buttons below to move through the survey and DO NOT use the "back" button in your web browser.

If you have any technical issues with this survey, please contact Matt Bruce at 303-894-8246 or Matt@coronainsights.com.

Press the "next" button below to begin.

BIKE TO WORK DAY PARTICIPATION

1. **Including this year (2014), how many years have you registered as a Bike to Work Day participant?**
 - a. This was my first year to register.
 - b. 2-4 years
 - c. 5 years or more
 - d. Don't recall

2. **Which ONE of the statements below best describes why you decided to register for Bike to Work Day this year. [RANDOM ORDER]**
 - a. Try bicycle commuting
 - b. Commute more often by bicycle
 - c. Just a fun thing to do
 - d. Compete in the Business Challenge
 - e. Raise awareness and support bicycle commuting
 - f. Win prizes
 - g. Health/exercise
 - h. Other (please describe) _____

3. **Which ONE of these statements best describes how Bike to Work Day has influenced your attitude toward bicycle commuting to work or for other types of trips?**
 - a. Bike to Work Day motivated me to commute more often by bicycle TO AND FROM WORK ONLY.
 - b. Bike to Work Day motivated me to travel more often by bicycle FOR ALL TYPES OF TRIPS.
 - c. Bike to Work Day had no influence on how I use my bicycle.
 - d. After Bike to Work Day, I am less motivated to commute by bicycle than before.

4. **Did you ride a bicycle for any part of your trip to work on Bike to Work Day (June 25th) this year?**
 - a. Yes
 - b. No

5. **[IF Q4=NO] What prevented you from riding to work on Bike to Work Day?** *(Select all that apply)* **[RANDOM ORDER]**
- Poor air quality
 - Weather conditions, temperature
 - Personal reasons
 - Work-related reasons
 - Did not have time
 - Too long of distance to ride
 - Issues with bike
 - Didn't feel there was a safe route from home to work
 - Other (Please specify: _____)
6. **Before participating in this survey, were you aware that the Way to Go program organizes and promotes Bike to Work Day?**
- Yes
 - No
7. **Before participating in this survey, were you aware that the Way to Go program is part of the Denver Regional Council of Governments (DRCOG)?**
- Yes
 - No

BICYCLING TO WORK

8. **Thinking about the three months leading up to Bike to Work Day (April, May and June), how many days per month, on average, did you bicycle to work?** *Please enter 0 if you did not ride to work on any days during this time period.*
- Enter a number from 0 up to 30 _____
9. **Thinking about the three months following Bike to Work Day (July, August and September), how many days per month, on average, did you bicycle to work?** *Please enter 0 if you did not ride to work on any days during this time period.*
- Enter a number from 0 up to 30 _____
10. **Please take a moment to think about how often you bicycle to work, and then choose the category that best describes you:**
- I ride to work frequently, all year-round.
 - I ride to work frequently in the spring /summer/ early fall months, but less often or not at all in the winter.
 - I ride to work occasionally, when it's convenient or the weather is nice.
 - I ride to work only when there is an event like Bike to Work Day.
11. **[IF Q10=A, B, or C] Which ONE of these statements best describes why you bicycle to work on days OTHER THAN Bike to Work Day?** **[RANDOM ORDER]**
- It is an environmentally-responsible thing to do
 - Bicycling is fun

- c. It is a healthy activity and a chance for me to get some exercise
- d. It is relaxing
- e. It saves money
- f. It is the most convenient way for me to get to work
- g. I don't own a car
- h. Other (please describe) _____

12. On days when you do not ride a bicycle to work, which ONE mode of transportation are you most likely to use for your commute to work? [RANDOM ORDER]

- a. Drive alone in a motor vehicle for the entire trip. (This would also include riding a motorcycle or scooter to work.)
- b. Carpool with another adult or have someone drop you off at work.
- c. Ride a bus or light rail for all or part of the trip.
- d. Walk the entire way to work.
- e. Work at home instead of commuting to work.
- f. I commute only by bicycle and never use any other mode of transportation.
- g. Other (please specify) _____

13. How many miles do you travel (one way) from your home to work? *If you are unsure about the exact mileage, please provide your best estimate.*

Enter the number of one-way miles _____

BARRIERS TO BICYCLING

14. Please tell us how strongly you agree or disagree that each of the factors listed below prevent you from commuting more often by bicycle. [RANDOM ORDER]

	Strongly Disagree	Disagree	Agree	Strongly Agree	Not Applicable
a. The convenience of driving to work	<input type="checkbox"/>				
b. The convenience of taking transit to work	<input type="checkbox"/>				
c. Worries about road safety (with regard to traffic).	<input type="checkbox"/>				
d. Street conditions (potholes, cracks, debris, etc.)	<input type="checkbox"/>				
e. Not enough light on existing bicycle facilities at night	<input type="checkbox"/>				
f. Too few bike lanes.	<input type="checkbox"/>				
g. Lack of connections between bike lanes and paths.	<input type="checkbox"/>				
h. Too much cargo to carry.	<input type="checkbox"/>				
i. Fear of bike theft or vandalism.	<input type="checkbox"/>				

j. Weather (rain, snow, heat, wind, etc.)	<input type="checkbox"/>				
k. Too hilly.	<input type="checkbox"/>				
l. Problems taking bike on transit.	<input type="checkbox"/>				
m. Must transport children to school or daycare.	<input type="checkbox"/>				
n. Biking to work takes too long.	<input type="checkbox"/>				
o. Can't get sweaty before work.	<input type="checkbox"/>				
p. Can't afford a good bike.	<input type="checkbox"/>				
q. No available storage for a bicycle at work.	<input type="checkbox"/>				
r. Lack of bike share (such as B-Cycle) services in my area.	<input type="checkbox"/>				

15. What other factors prevent you from commuting more often by bicycle?

NON-WORK BICYCLING

Please think for a moment about the types of non-work trips that you make for things such as shopping, running errands, dining, entertainment, or going to school. (Note: this does not include any bike trips for recreation purposes).

16. During the months of **APRIL THROUGH JUNE**, how many non-work trips per month, on average, did you make by bicycle instead of driving? *Please give us your best estimate, and do not include recreational bicycle rides (enter 0 if none).*

17. During the months of **JULY THROUGH SEPTEMBER**, how many non-work trips per month, on average, did you make by bicycle instead of driving? *Please give us your best estimate, and do not include recreational bicycle rides (enter 0 if none).*

DEMOGRAPHICS

These last few questions are about you and your household. This information will help us understand the characteristics of people who participate in Bike to Work Day and to classify responses. All of your responses to this survey are confidential and will be reported in group form only.

18. Is a car or other motor vehicle usually available to you for commuting to work?

- a. Yes
- b. No
- c. Sometimes

19. Are you responsible for dropping off or picking up children at school or daycare?

- a. Yes
- b. No

20. Which category best describes your occupation? [RANDOM ORDER]

- a. Professional/Managerial/Administrative
- b. Sales/Clerical/Service
- c. Laborer/Craftsman/Foreman
- d. Other (please specify) _____
- e. I prefer to not answer this question

21. What is the highest level of education you have completed?

- a. 0-11 years, no diploma
- b. High school graduate or GED
- c. Some college, no degree
- d. Associate's degree
- e. Bachelor's degree
- f. Graduate degree
- g. I prefer to not answer this question

22. Which of these age categories best describes you?

- a. 18 -24
- b. 25-34
- c. 35-44
- d. 45-54
- e. 55-64
- f. 65 years or older

23. Which of the categories below best reflects your household's total annual income from all sources?

- a. Less than \$25,000
- b. \$25,000 - \$49,999
- c. \$50,000 - \$99,999
- d. \$100,000 - \$149,999
- e. \$150,000 or more
- f. Don't know
- g. I prefer to not answer this question.

24. What is your gender?

- a. Male
- b. Female
- c. I prefer to not answer this question

25. Is there anything else you would like to tell DRCOG about Bike to Work Day?
