

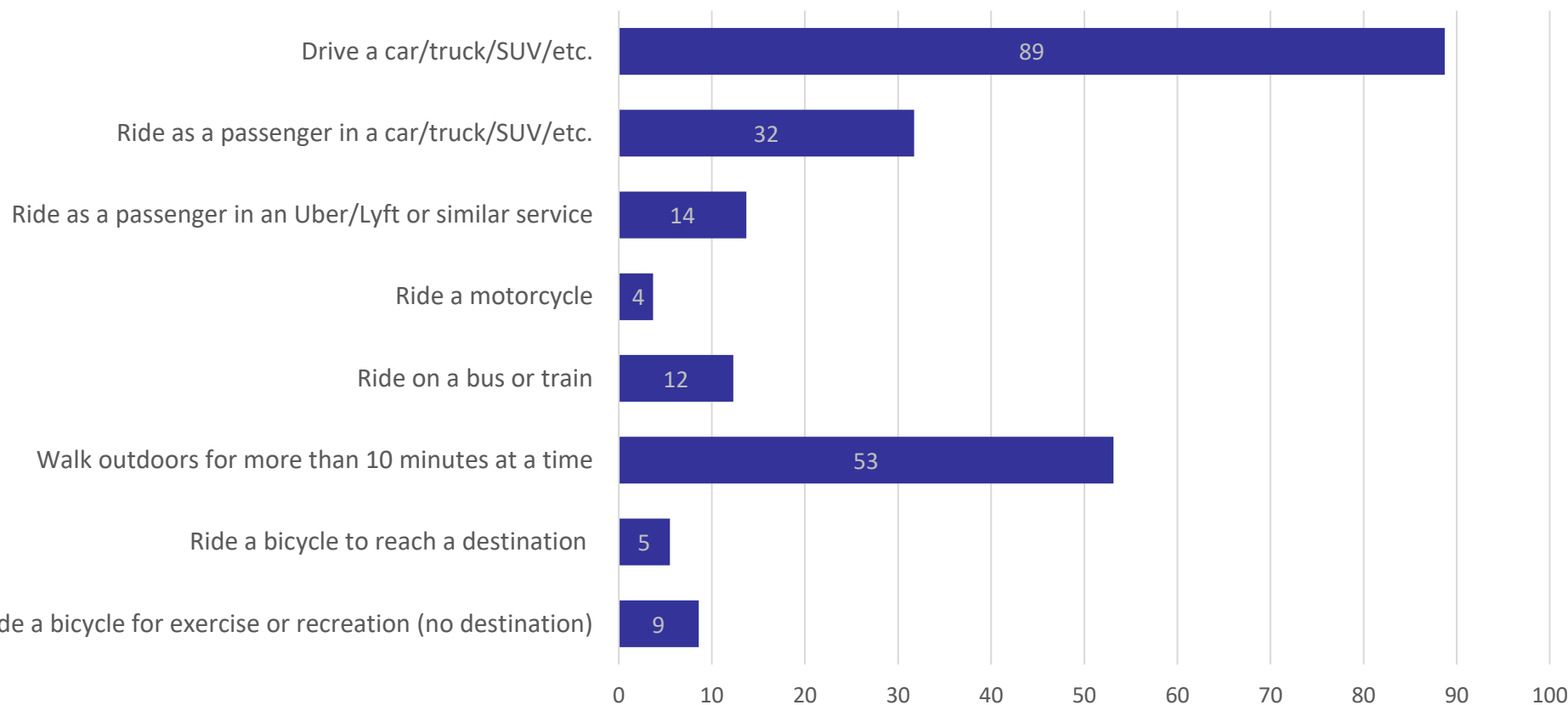
# Individuals travel in more than one way over the course of a week

Nearly nine in 10 respondents drive in a car in an average week

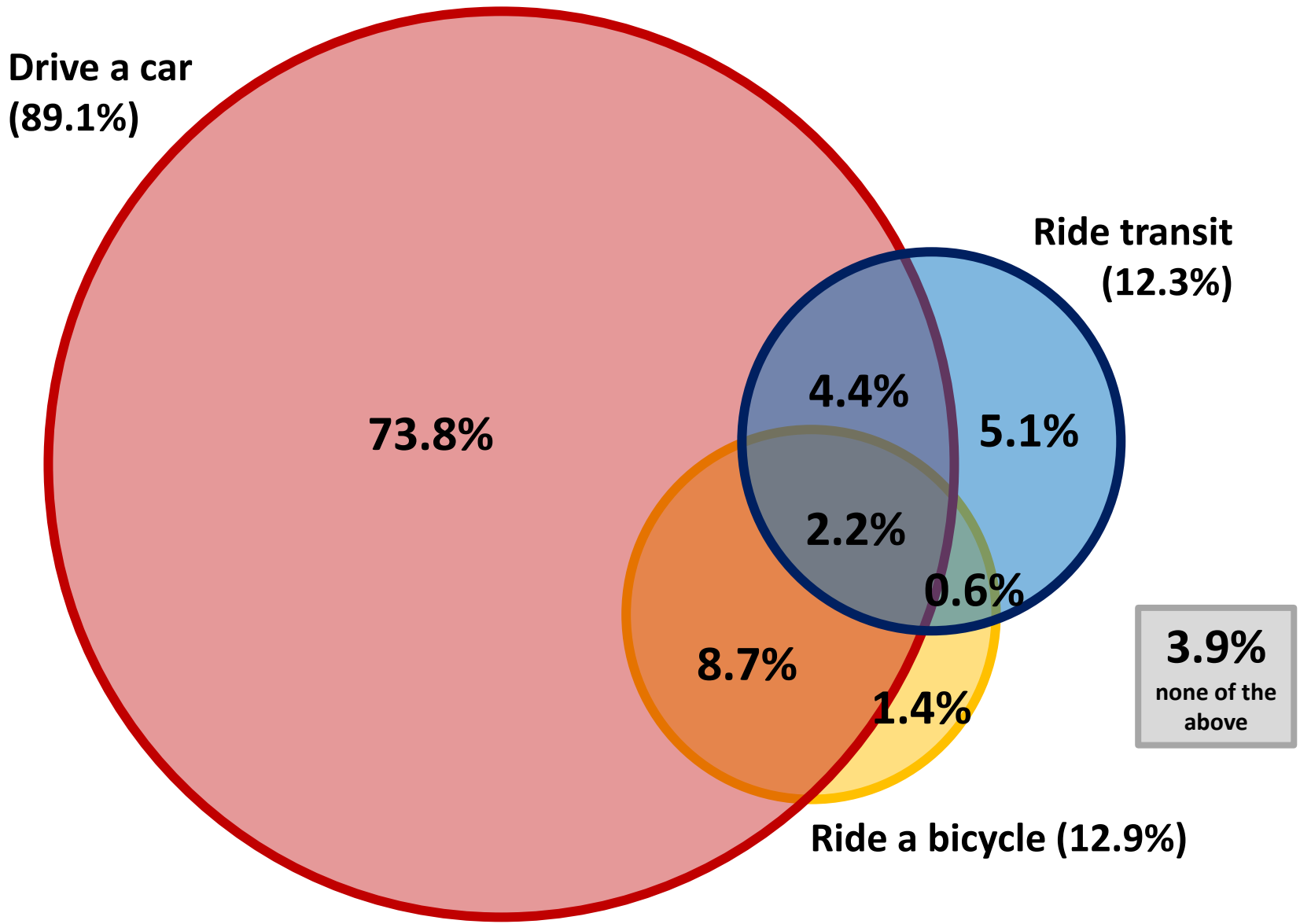
A majority take 10+ minute-long walking trips

5% ride a bicycle to a destination, 9% ride a bicycle for exercise/recreation, in an average week

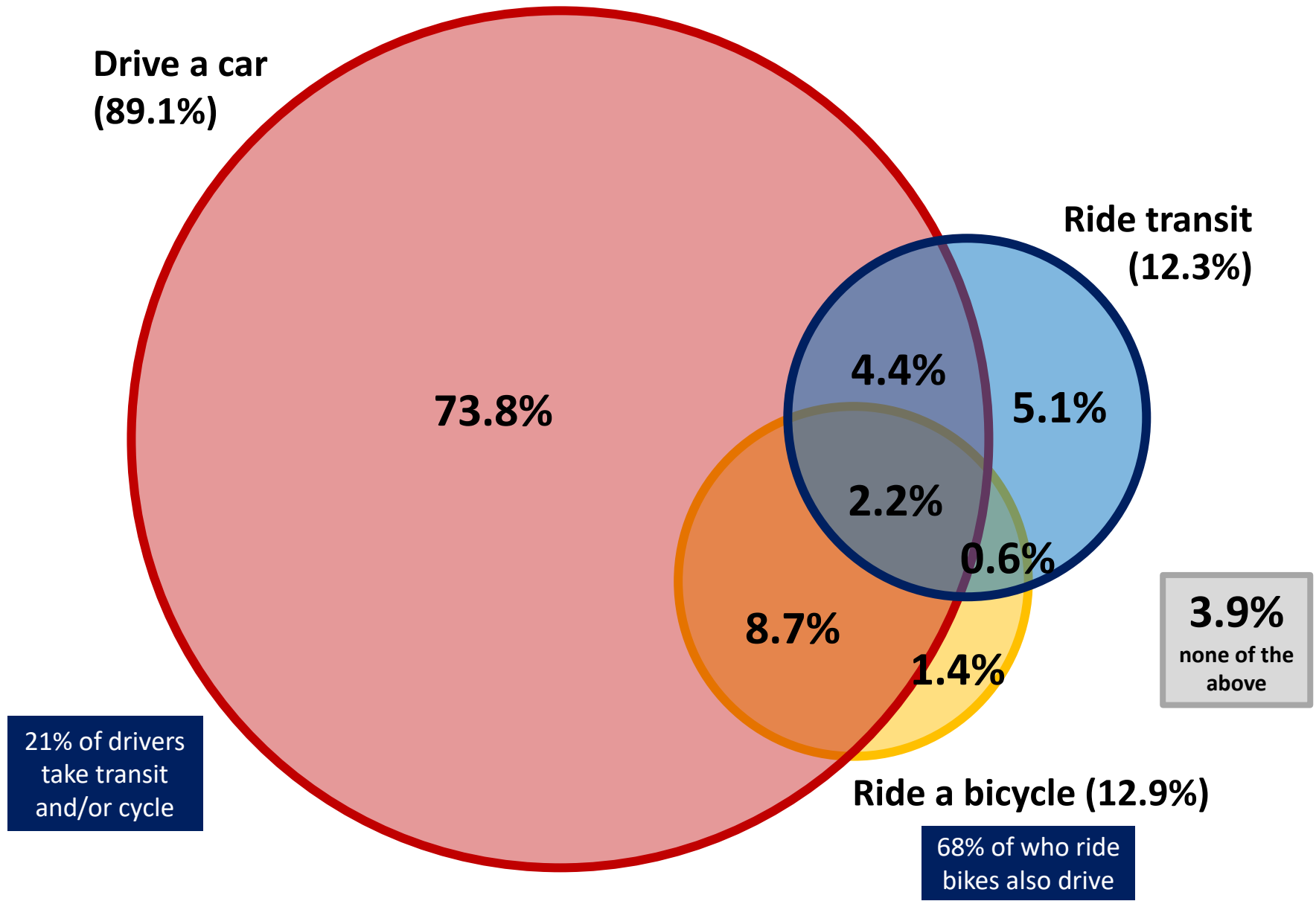
In an average week, do you do any of the following? [select all that apply]



In an average week, one in six say they do some combination of driving, riding transit, and riding a bike



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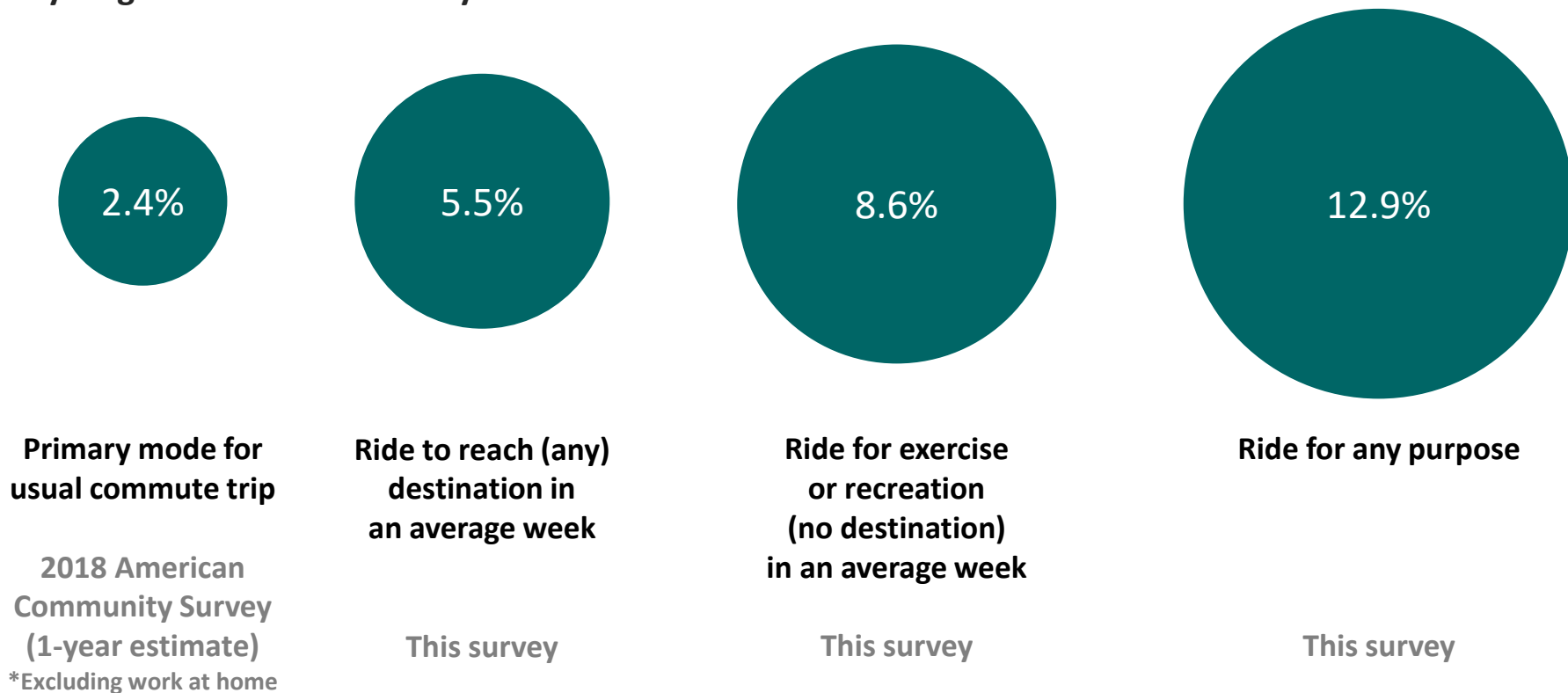
# Survey illuminates bicycling trips not captured by census data

US Census Bureau data (American Community Survey) only captures commute trips

Census/ACS data also does not capture first-mile/last-mile cycling use as respondents only asked to report “primary mode” (mode used for longest distance of commute trips)

This survey captures all trip purposes (including non-utilitarian trips and first-mile/last-mile trips)

## Cycling in Santa Clara County...



# Cycling by group

	n	Ride a bicycle to reach a destination	Ride a bicycle for exercise or recreation (no destination)
Respondents	1009	5.5	8.6
Men	497	6.9	10.7
Women	496	4.1	6.3
18 to 34	311	6.0	7.4
35 to 49	281	7.5	9.2
50 to 64	241	5.2	8.1
65 or Older	160	2.1	9.8
Asian	330	4.7	7.4
Hispanic	237	4.0	7.0
White	309	4.8	12.4
Bachelor's degree or higher	566	7.4	9.2
Some college or less	434	3.0	7.9
2016: Clinton voter	551	5.9	8.6
2016: Trump voter	155	4.5	11.3
2016: Non-voter	193	4.2	4.5
Grew up in California	586	2.3	8.0
Grew up in other US state/territory	219	11.0	12.2
Grew up in another country	200	9.0	6.5

About 70% more men cycle than women

Younger groups cycle more for travel than older groups; seniors cycle most for exercise/recreation

More than double the cycling to destinations among those with college degrees

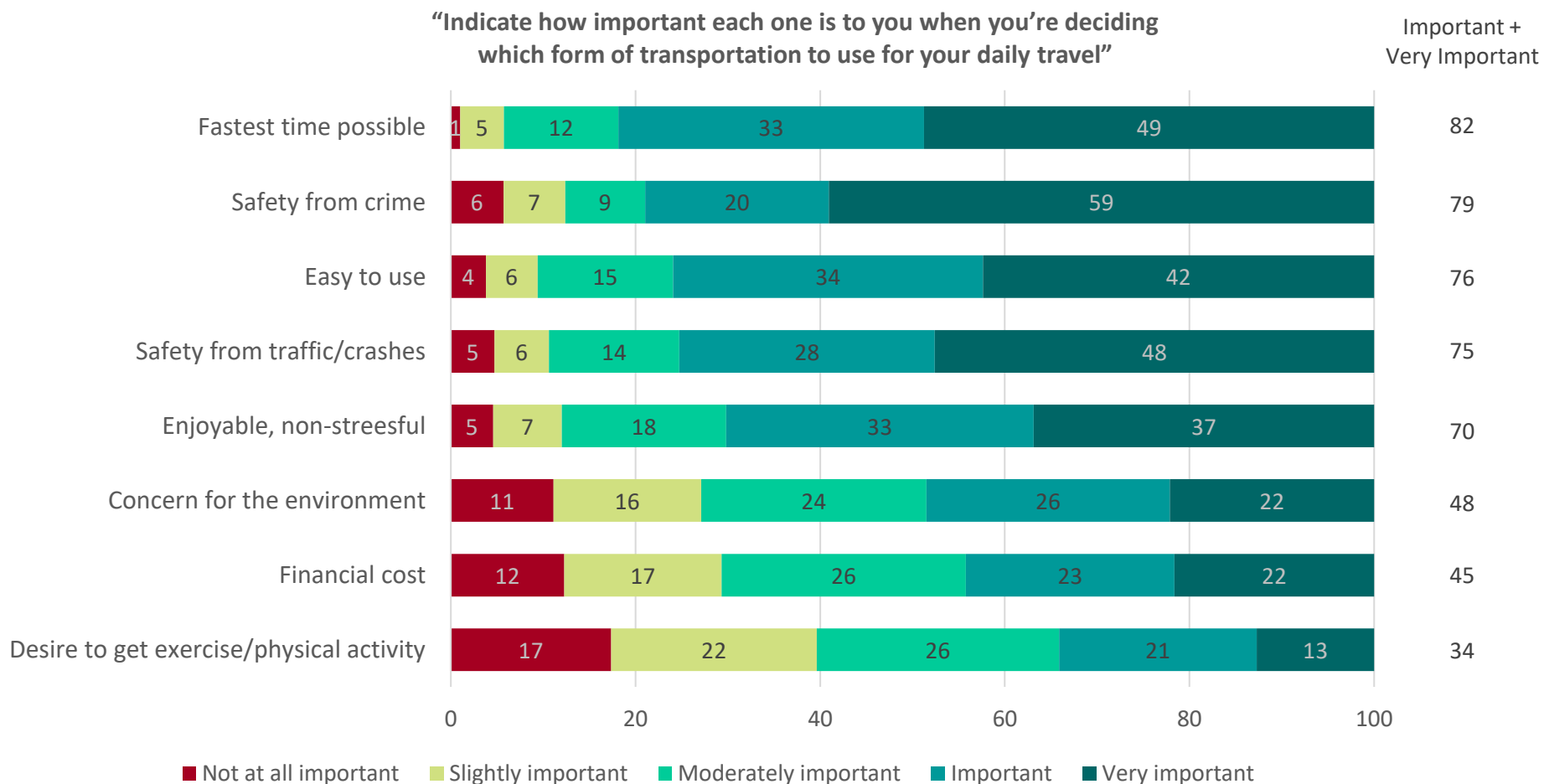
Much more cycling by those born outside of California

# Majority find all asked about factors at least moderately important when selecting what mode of transportation they will use

Two tiers of factors: Supermajority find speed, safety, ease, enjoyment/non-stress as important or very important. Less than 50% say the same about concern for environment, financial cost, desire for exercise.

Interestingly, financial cost rates second least important.

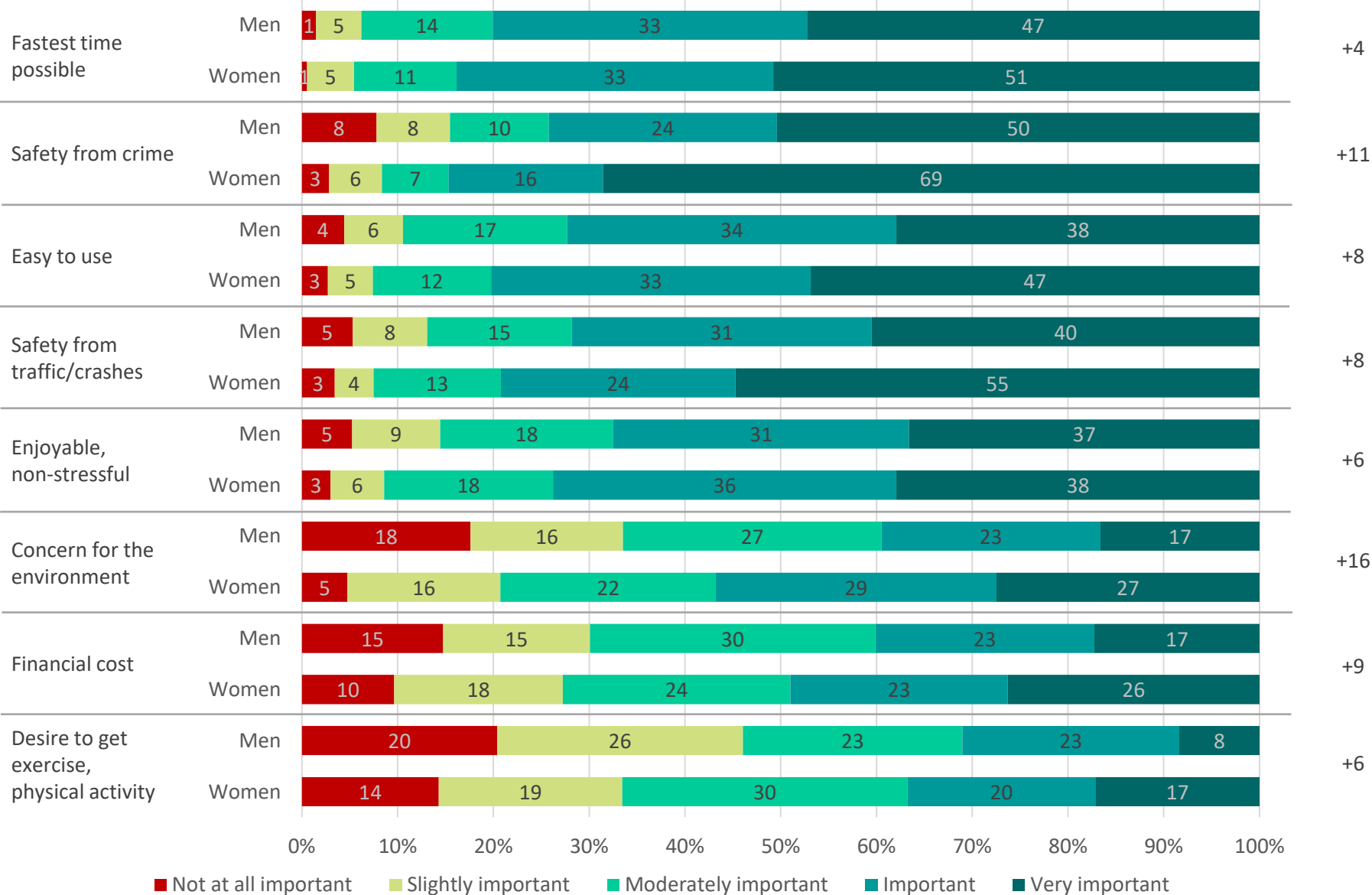
This perhaps indicates people are willing to pay for quality transportation.



# Women find every factor more important than men

In particular, women relatively more concerned about the environment and safety from crime.

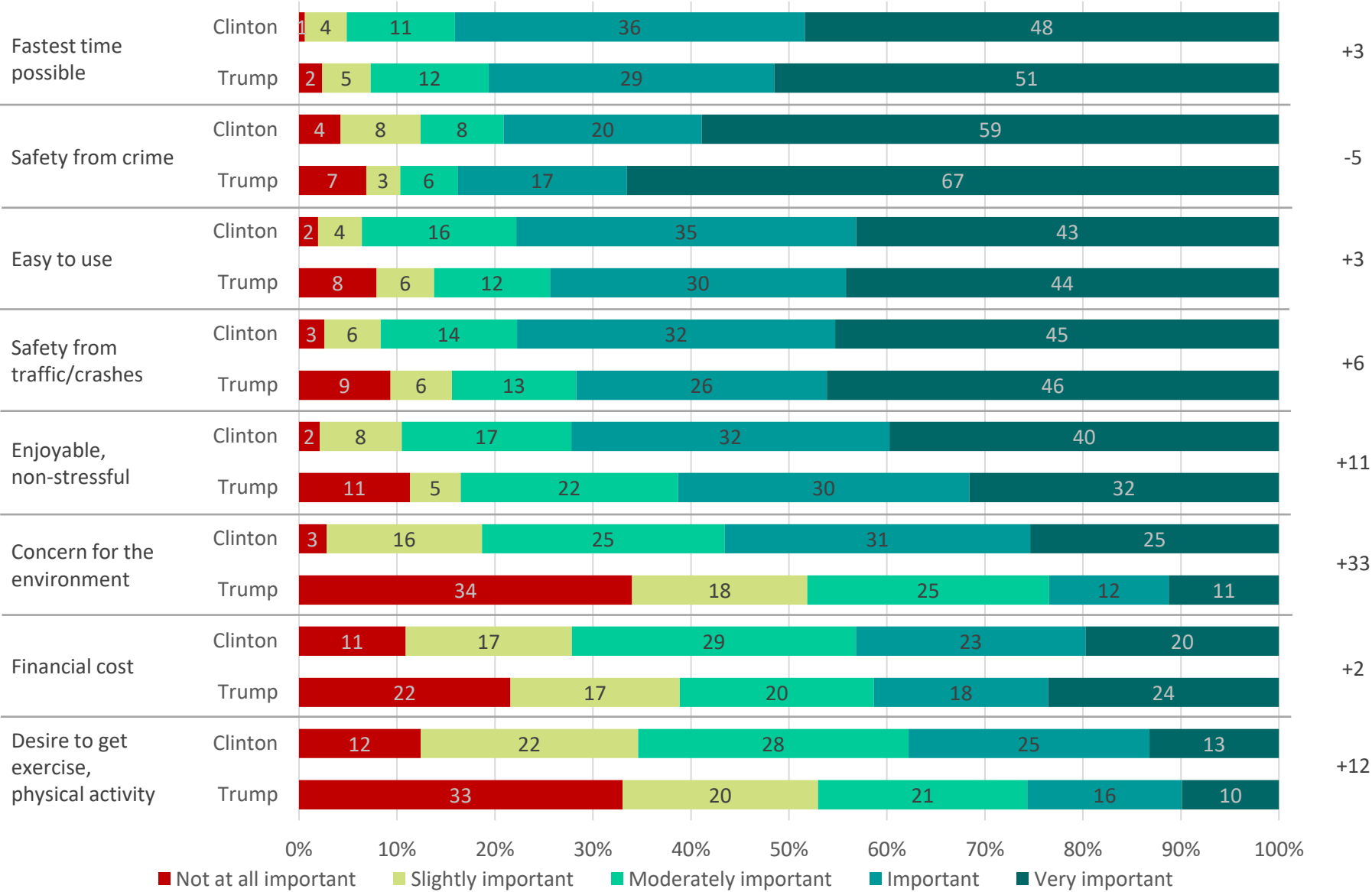
Difference, Important/very important, women v. men



# Almost all factors more important to Clinton 2016 voters

Clinton voters less worried about crime; Trump voters more often say speed, crime, cost is 'very important'  
 One-third of Trump voters say environment, exercise not at all important

Difference, Important/very important, Clinton v. Trump

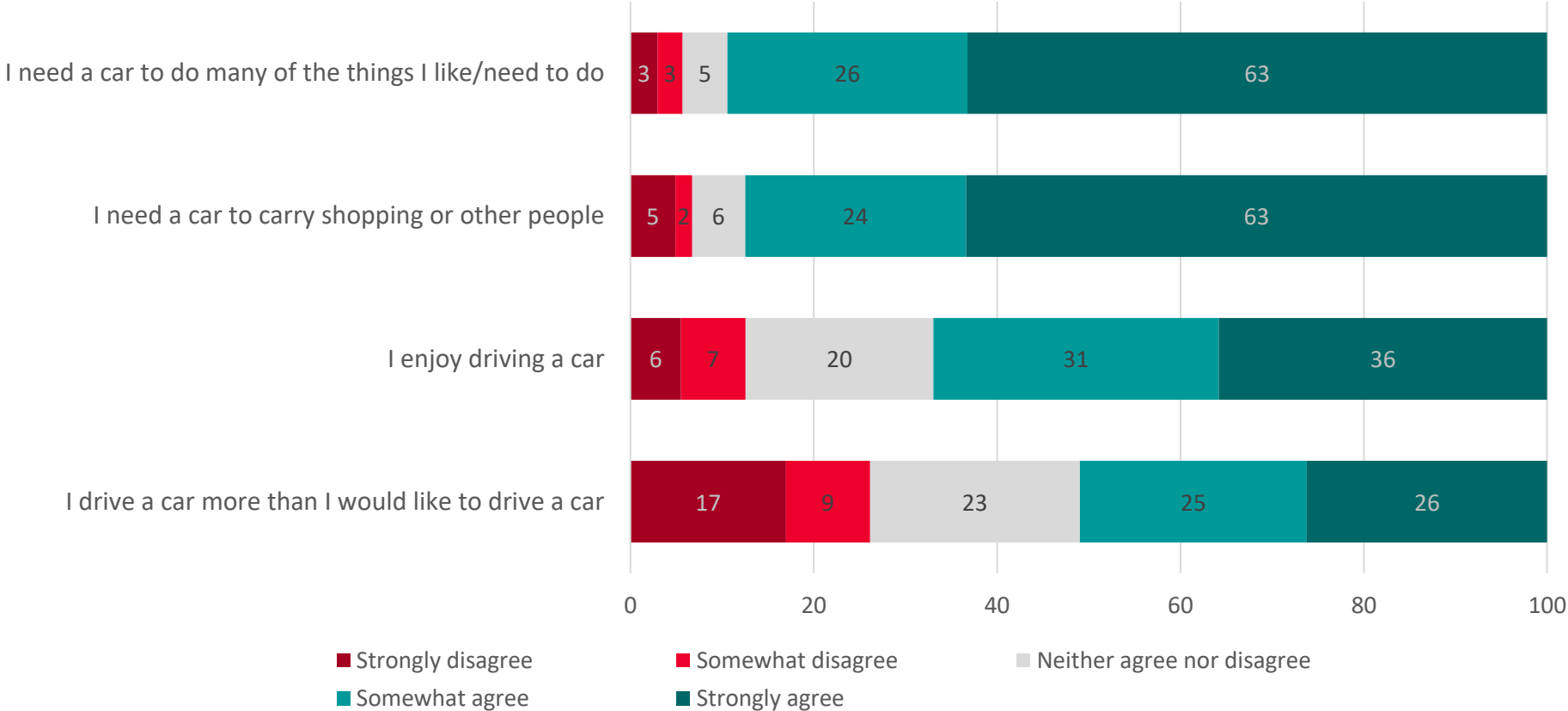




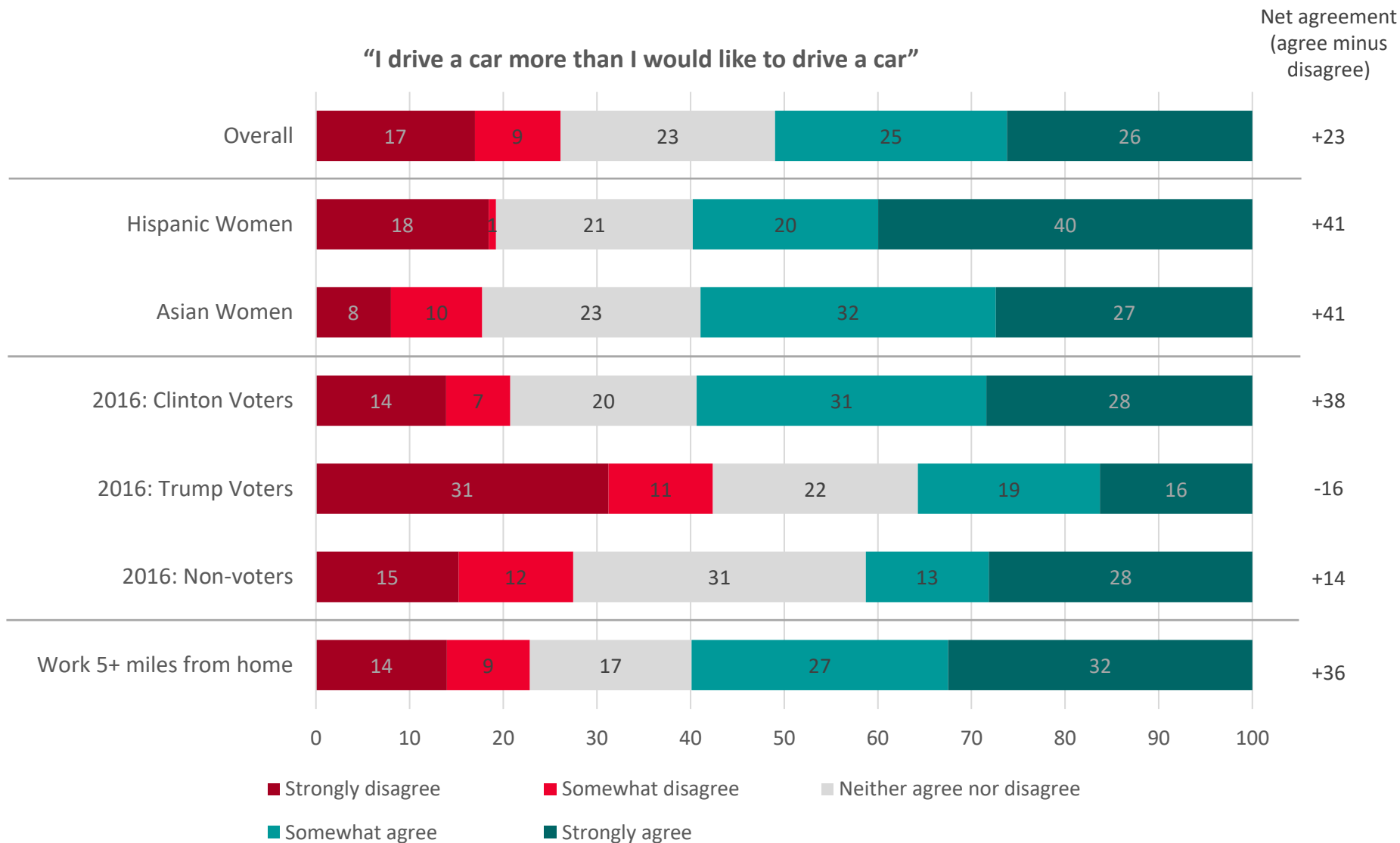
# Respondents feel like they need cars and enjoy driving cars... but majority also say they drive more than they would like to



## Agreement with the following statements:



# Minority women, Clinton voters, workers who live 5+ miles from their job relatively more likely to say they drive more than they would like

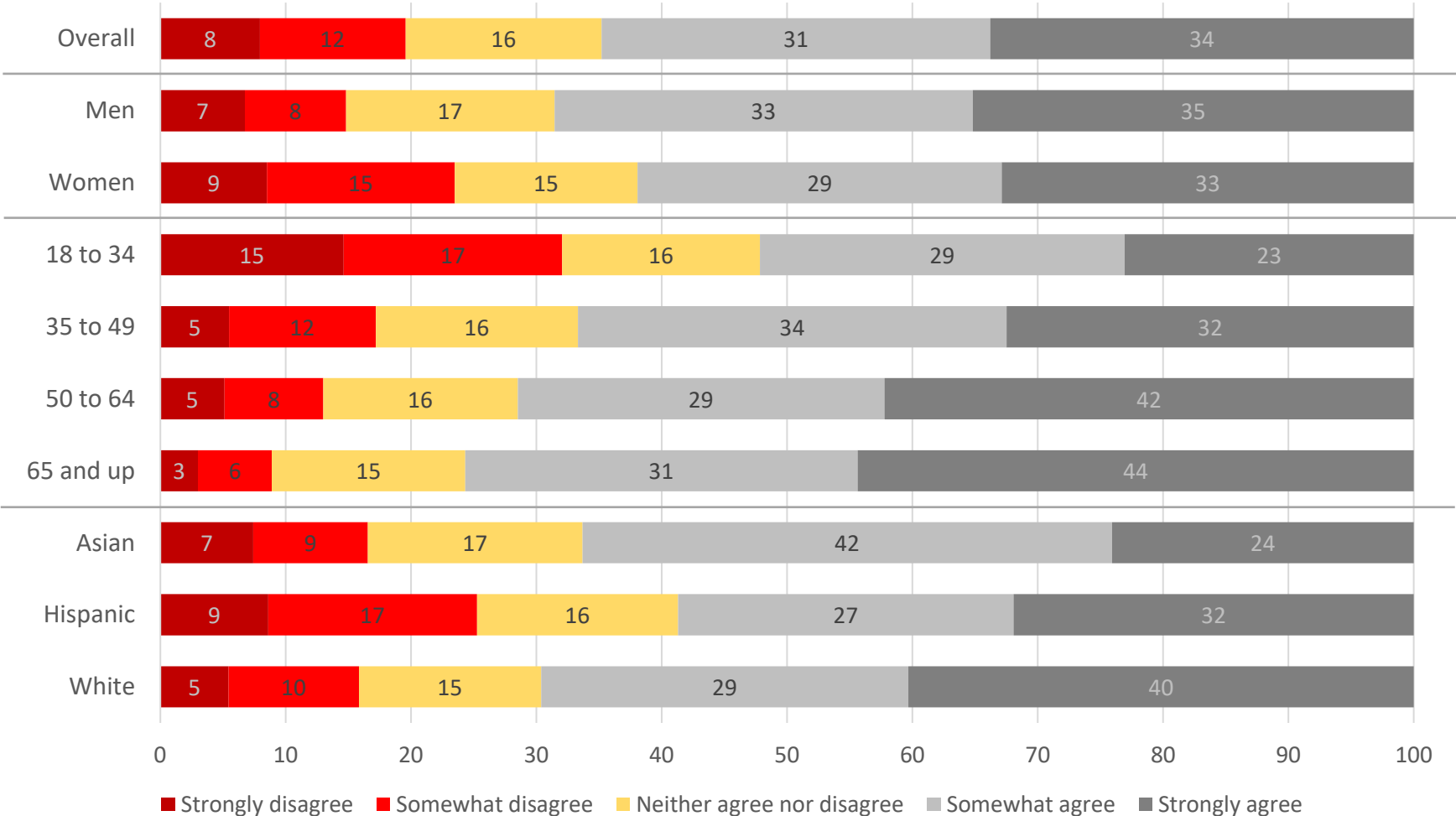


# 20% of respondents say they can't afford to drive a car



Women (24%), younger people (32% of ages 18-34), and Hispanics (26%) more likely to indicate that car ownership is unaffordable to them

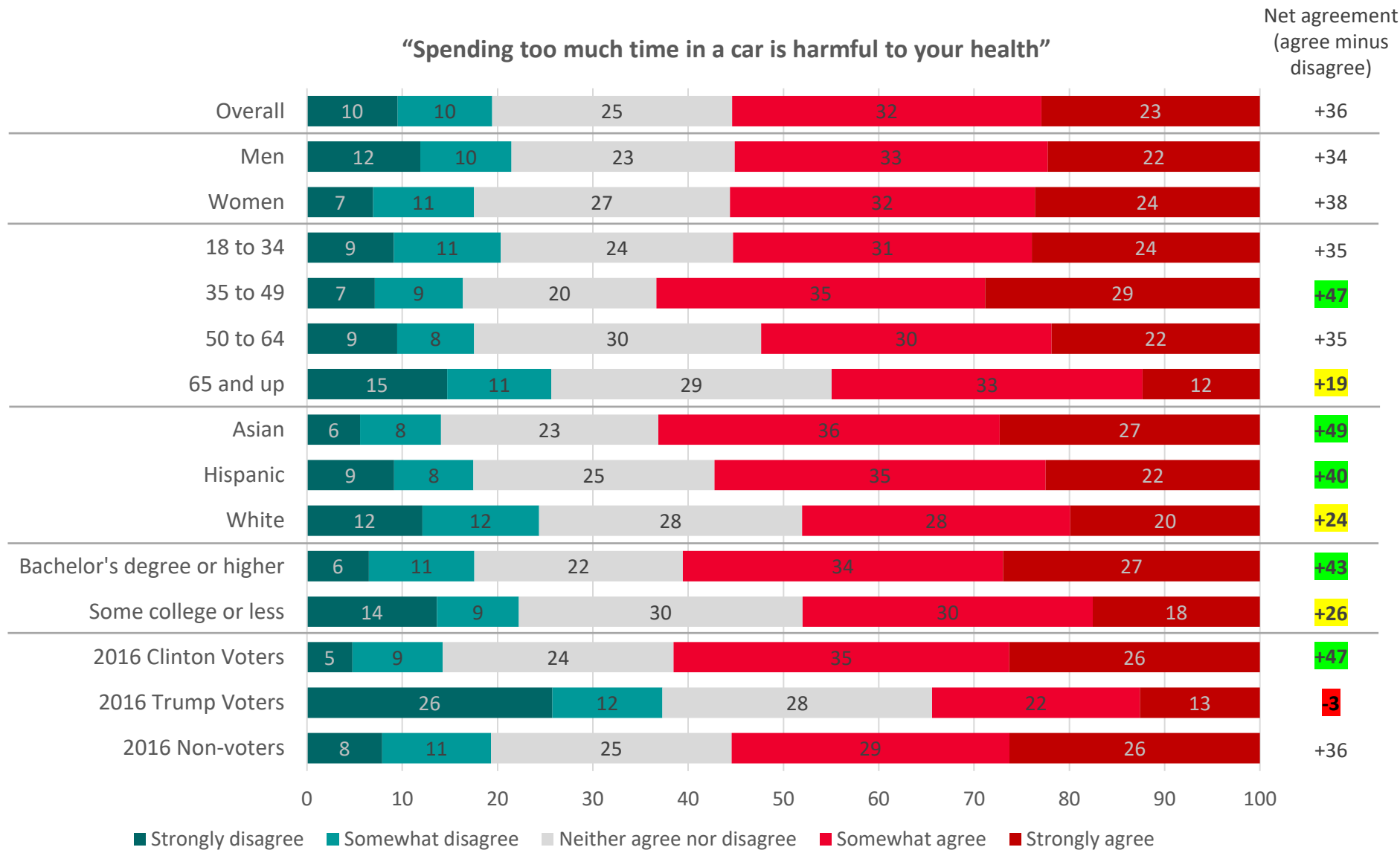
“Owning a car is affordable for me”



# Most groups think too much driving is bad for their health

Notably lower agreement for senior citizens, whites, non-college graduates

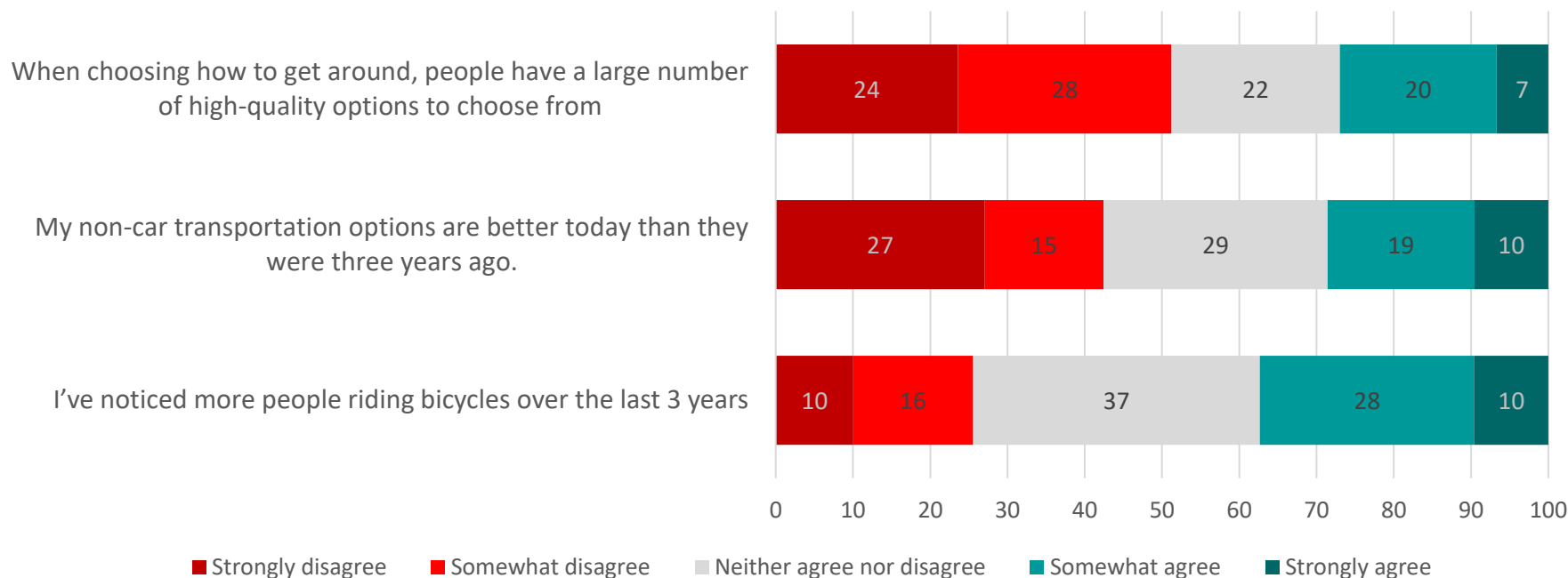
Negative agreement among Trump voters



# Most respondents feel they don't have many high-quality options, non-car options have not been becoming more attractive

Although most have seen more bicyclists in recent years

## Agreement with the following statements:

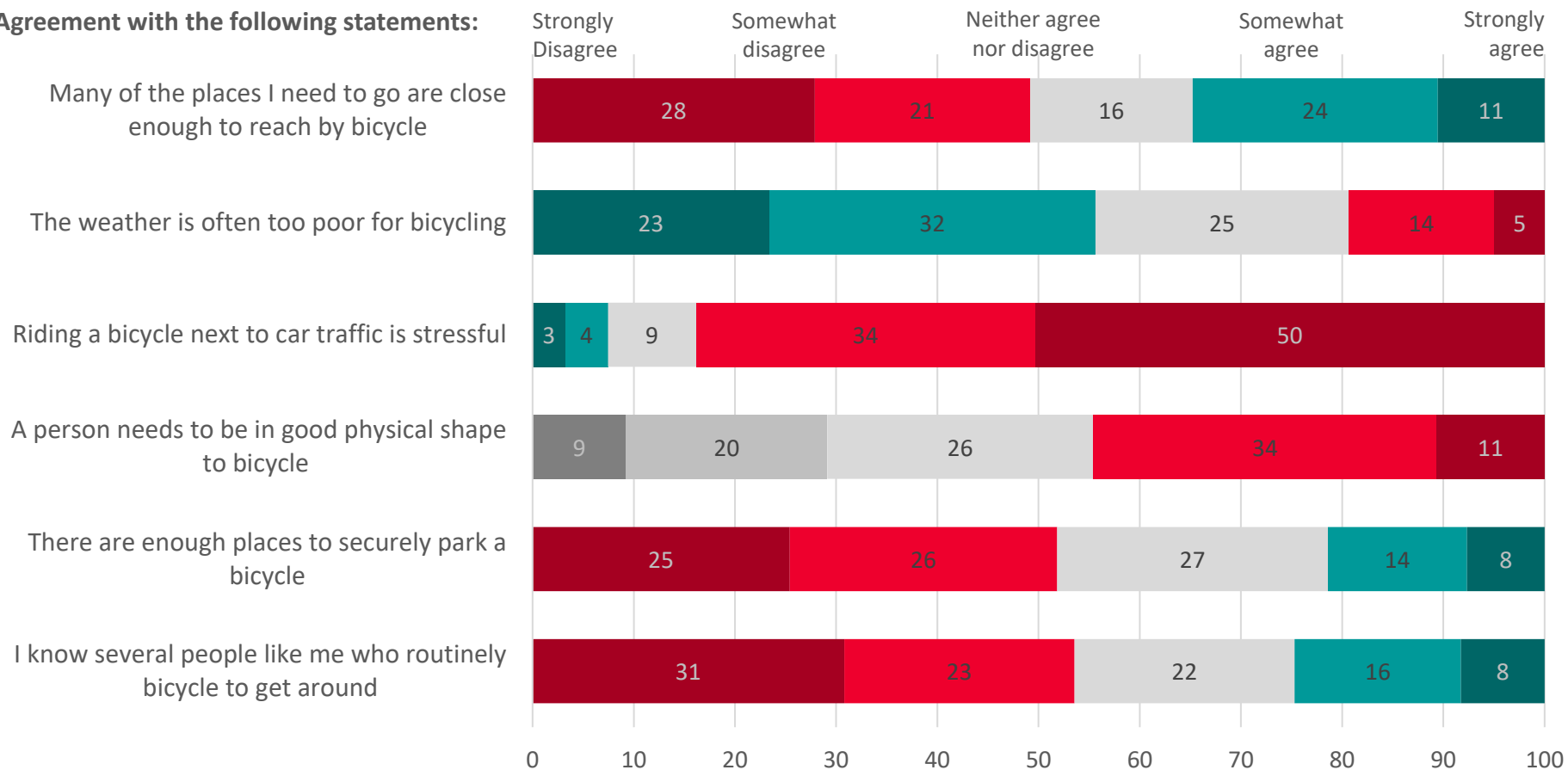


# Lack of places within biking distance, stress of riding near cars, lack of bike parking potential barriers to cycling

Also, more agree than disagree that one needs to be in good physical shape to bicycle

In Santa Clara County, weather not perceived to be a barrier

## Agreement with the following statements:

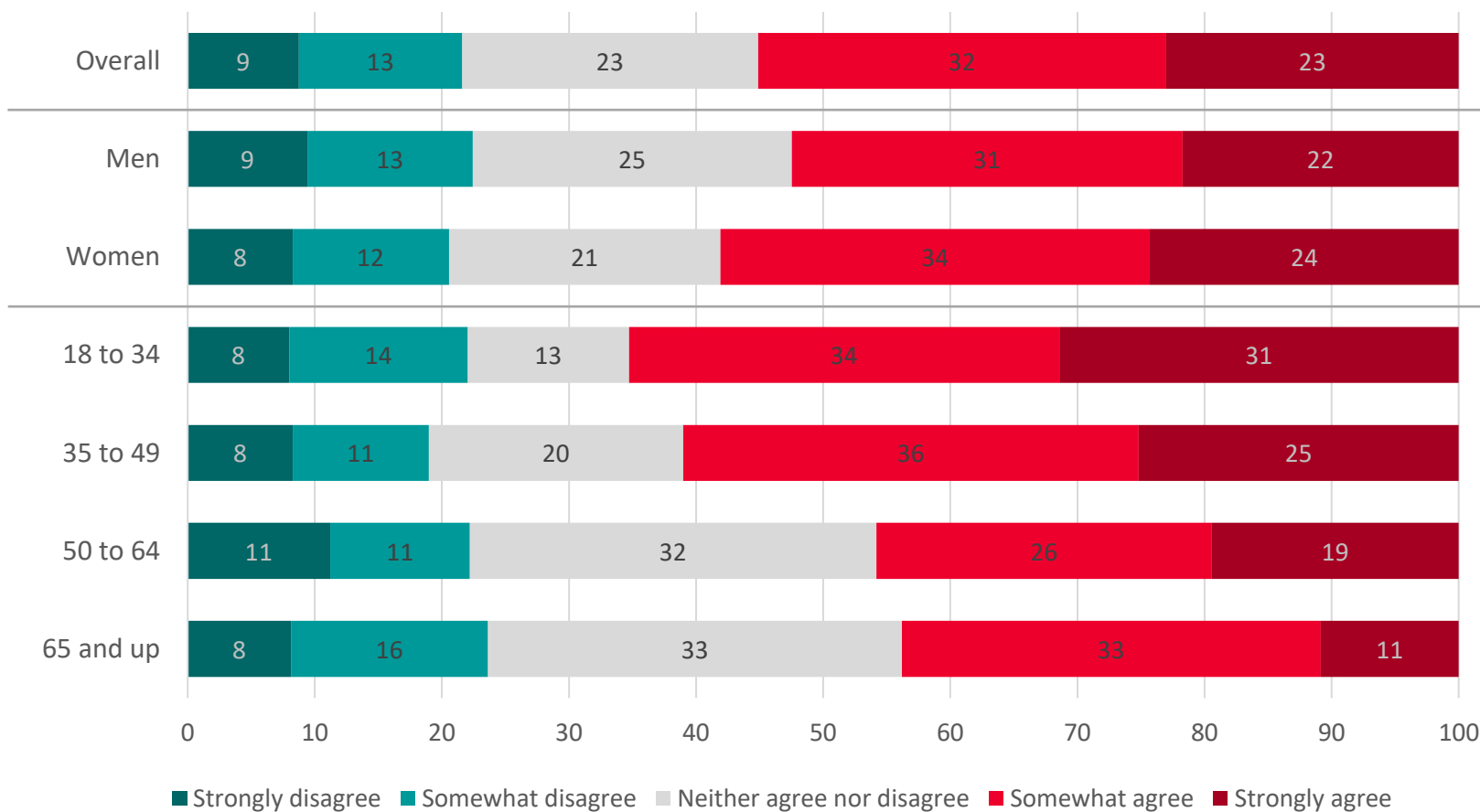


# Cycling and concern with work clothing

Slight majority of respondents agreed with statement:  
 “Bicycling is incompatible with clothing people need to wear to work”

Women slightly more concerned about this issue than men

Younger groups more concerned about this than older groups.  
 Less than half of respondents age 50 and over agreed with this statement.

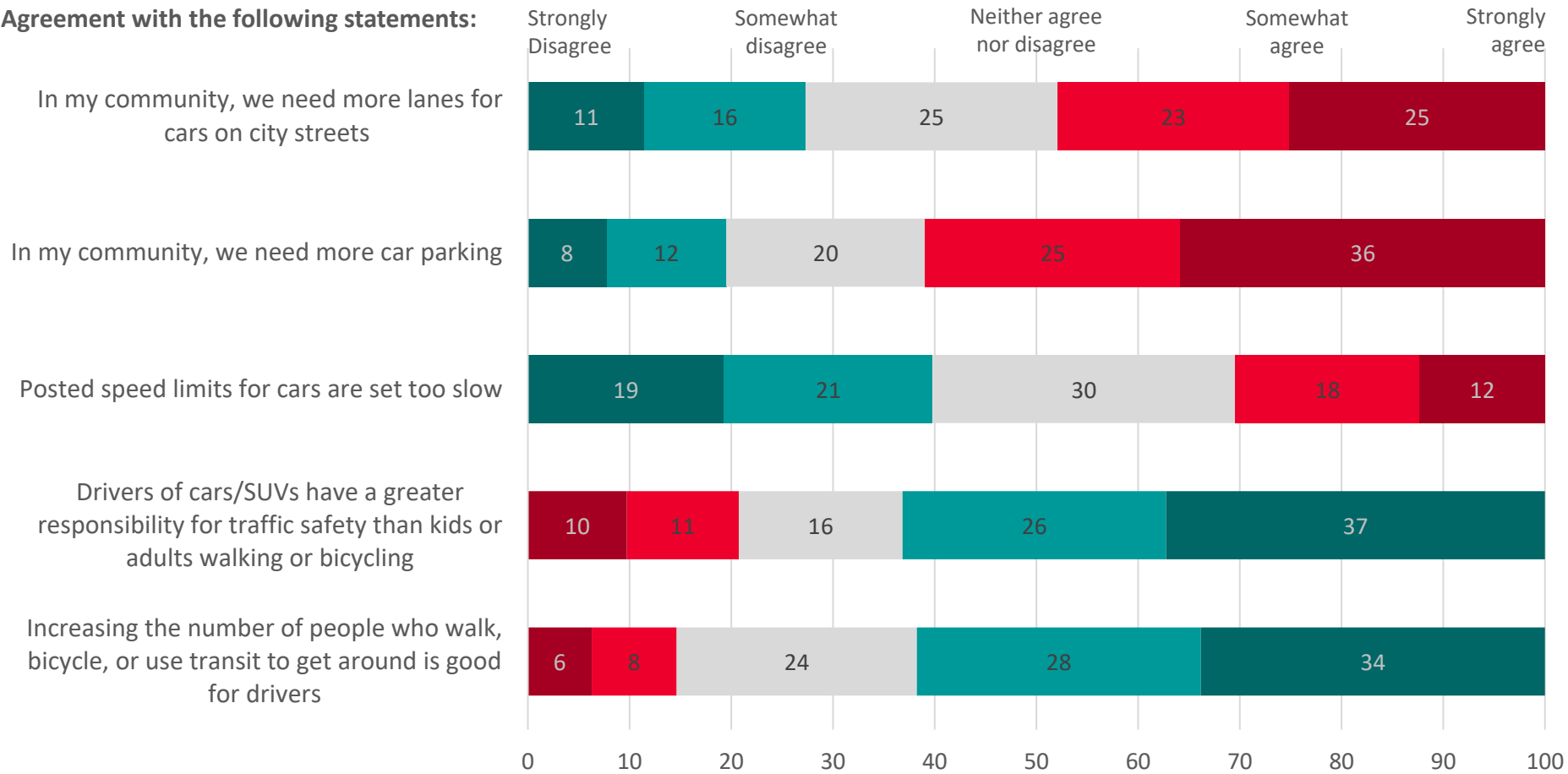


# Conflicting and cooperative interests between car and bike planning

More respondents think their communities need more car infrastructure, which can be problematic for proposals on the reallocation of road space for alternatives.

That said, most think increasing the use of alternatives is good for drivers. Also, more respondents think speed limits are fast rather than slow.

## Agreement with the following statements:





# Somewhat bi-partisan agreement that greater use of alternative modes benefits drivers

Net agreement across all groups with the statement

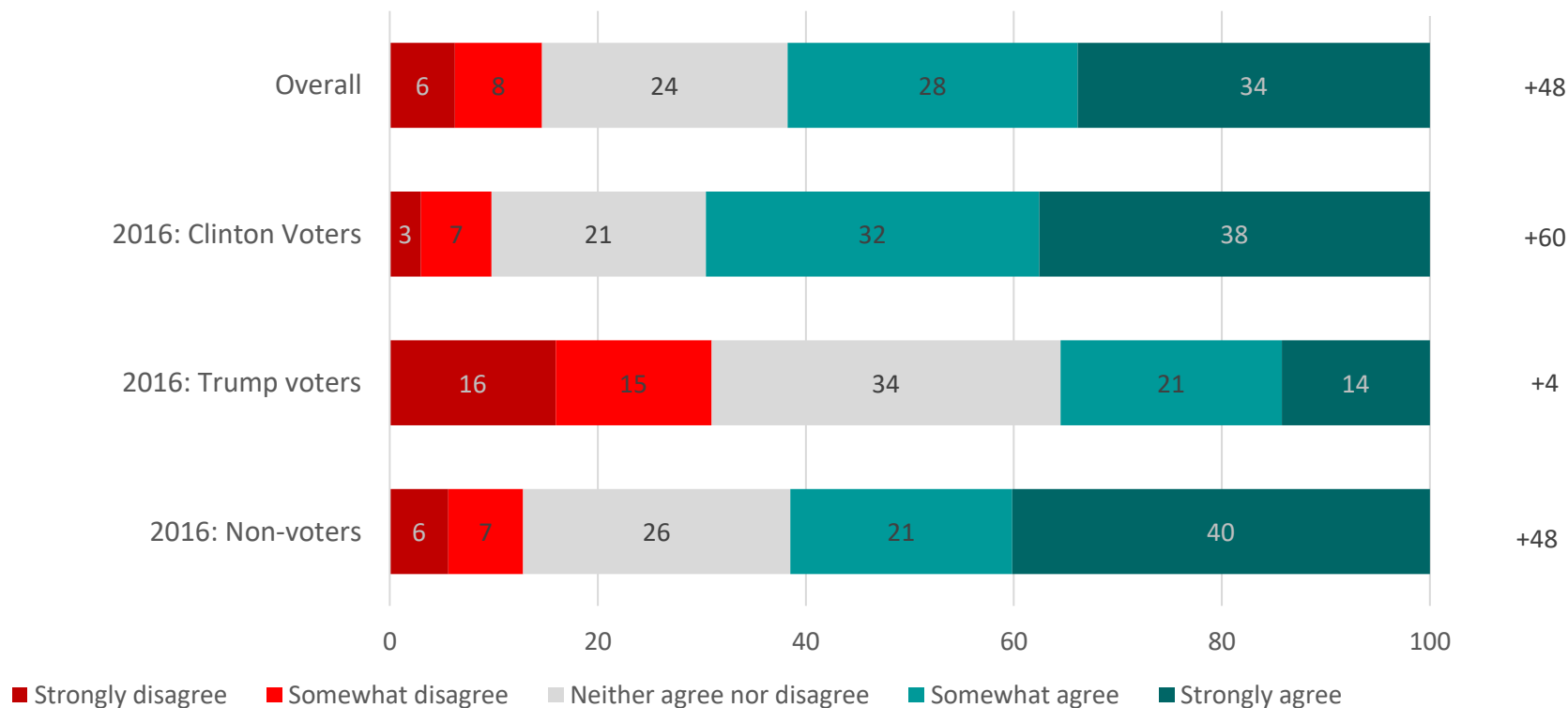
“Increasing the number of people who walk, bicycle, or use transit to get around is good for drivers”

70% of Clinton voters and 60% of non-voters think more use of alternatives benefits drivers

35% of Trump voters, compared to 31% that disagree (34% neutral)

“Increasing the number of people who walk, bicycle, or use transit to get around is good for drivers”

Net agreement  
(agree minus disagree)

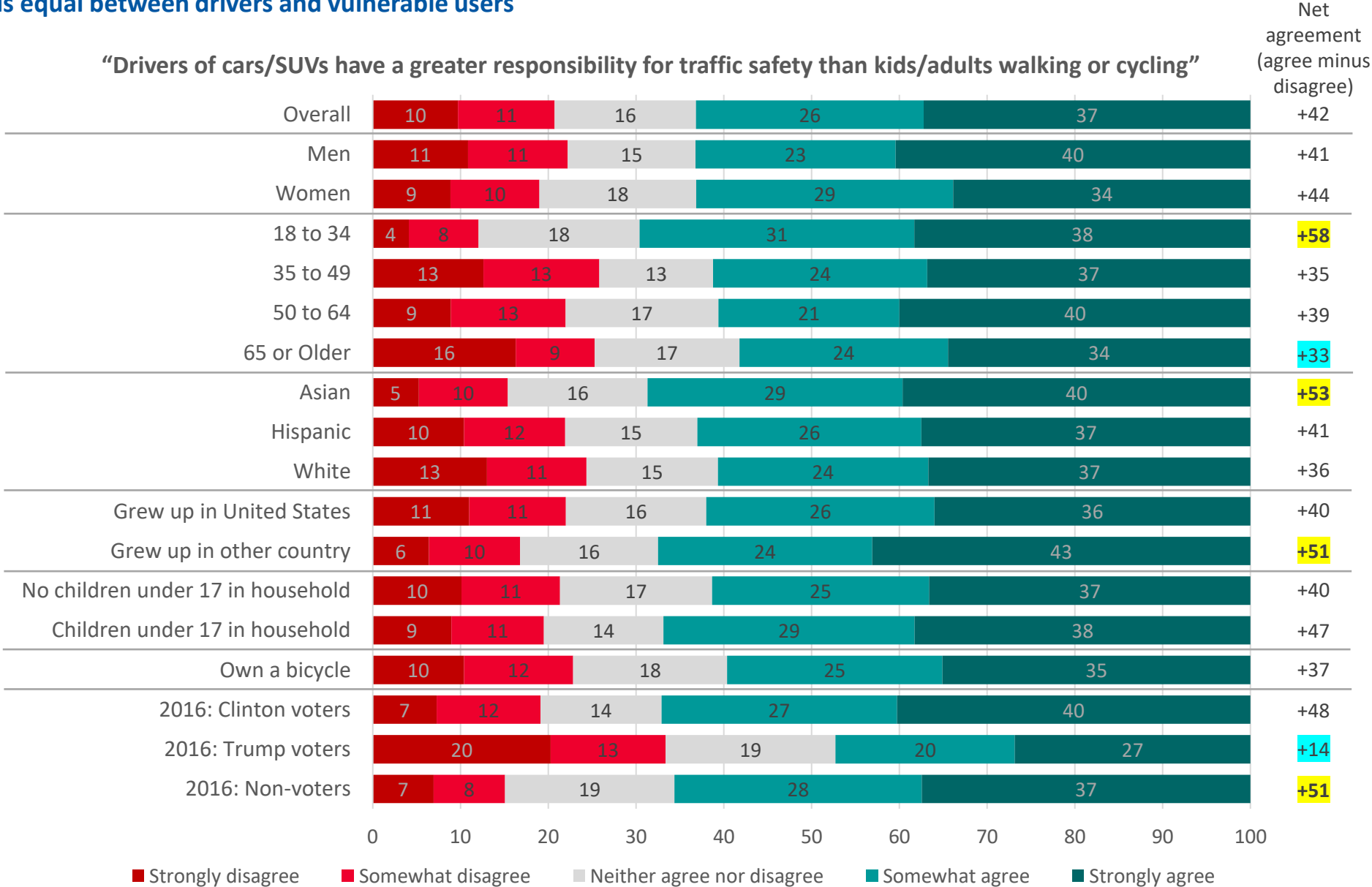


# Every group thinks drivers have a greater responsibility for traffic safety



In contrast to safety campaigns arguing responsibility for safety is equal between drivers and vulnerable users

“Drivers of cars/SUVs have a greater responsibility for traffic safety than kids/adults walking or cycling”



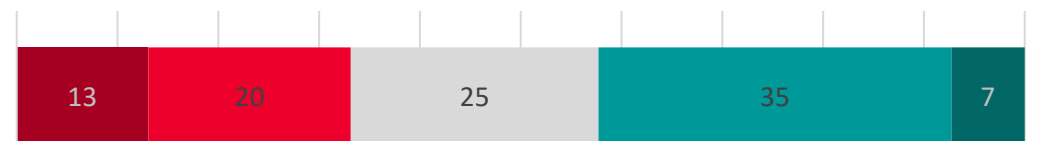
# Most do not think their communities are safe for cycling

42% of all respondents, 48% of those who own a bicycle, say their communities are safe for adult cyclists

28% of all respondents, 32% of those who own a bicycle, say their communities are safe for kids to cycle

All respondents:

It is safe for adults to bicycle in my community



It is safe for kids to bicycle in my community



■ Strongly disagree      ■ Somewhat disagree      ■ Neither agree nor disagree  
■ Somewhat agree      ■ Strongly agree

Bicycle owners:

It is safe for adults to bicycle in my community



It is safe for kids to bicycle in my community



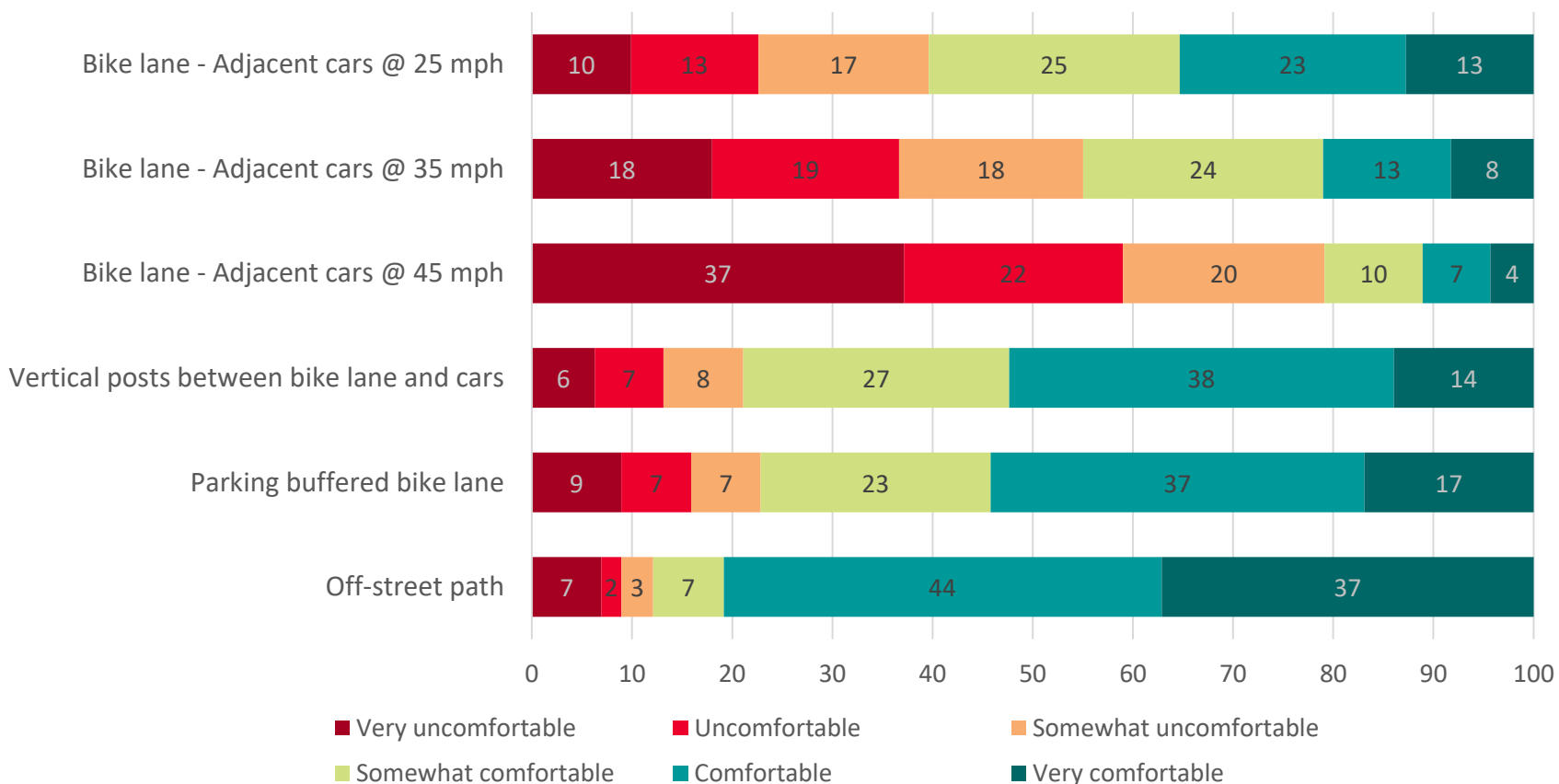
0 10 20 30 40 50 60 70 80 90 100

# Most would be uncomfortable cycling next to moderate-high speed traffic, much more comfortable on protected facilities

40% of respondents would be comfortable cycling next to 25 mph traffic, drops to 11% with 45 mph traffic

Supermajority would be comfortable riding on an off-street bike path

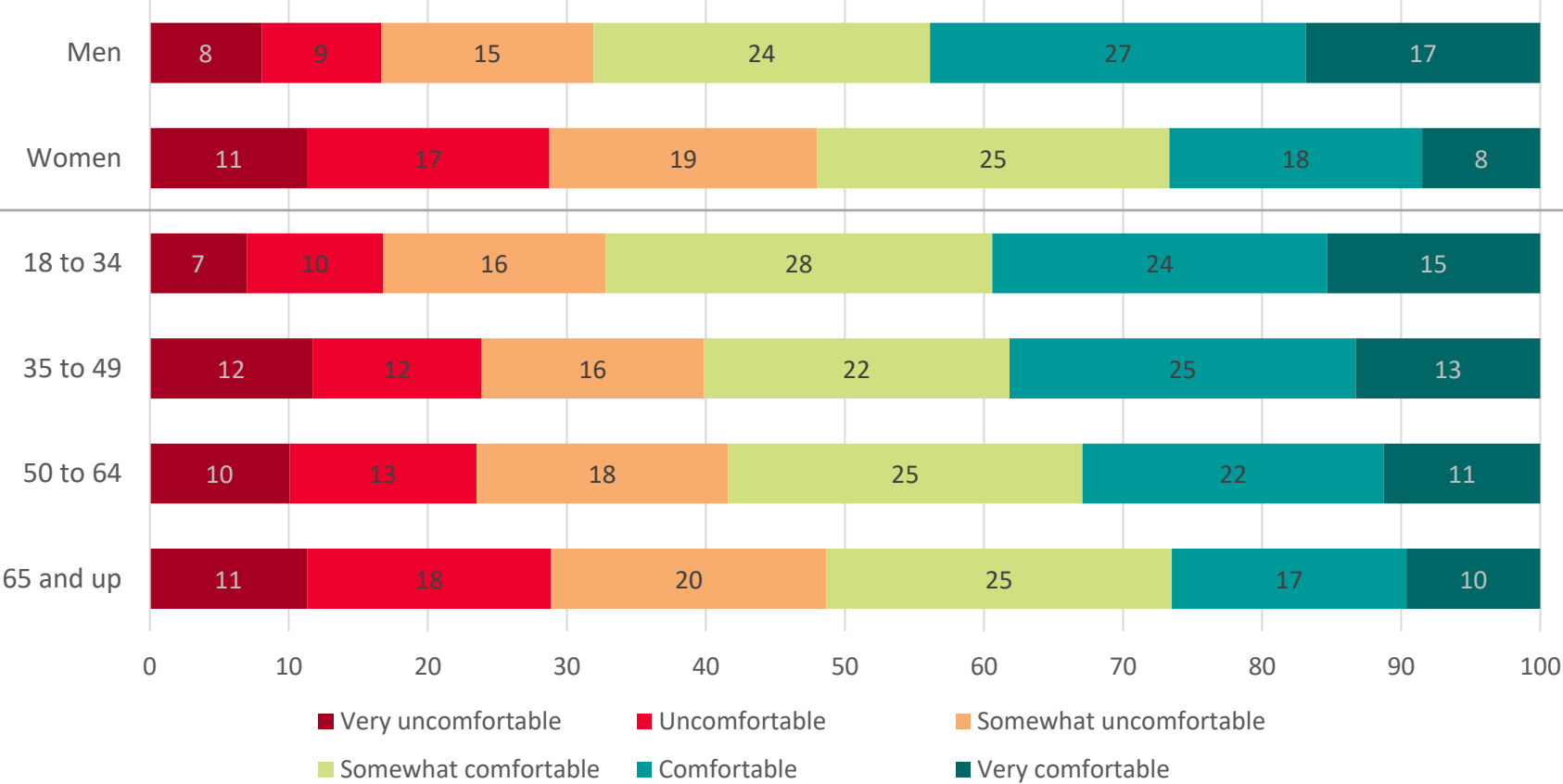
Comfort riding on various types of bike facilities



# On a given type of path, men and younger riders relatively more comfortable



Comfort riding on bike lane next to 25mph car traffic



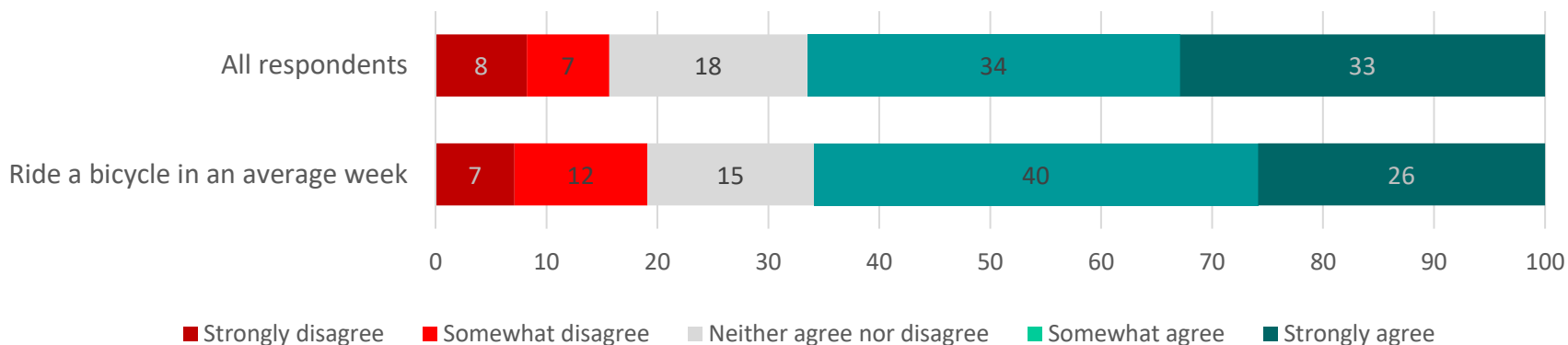
# Change in cycling conditions over time

Respondents generally agree that they have noticed new bicycle facilities over time, however active bike riders agree, but less strongly, about presence of new facilities

Plurality of active bike riders agree conditions have gotten safer over the last 3 years

“I have noticed new bicycle lanes and paths in my community over the last 3 years”

Net agreement  
(agree minus disagree)



“Bicycling conditions have become safer over the last 3 years”

Net agreement  
(agree minus disagree)

