City of Guelph Cycling Survey

Prepared for the City of Guelph

Prepared by Environics Research Group

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Environics Research Group Limited

33 Bloor Street East, Suite 900
Toronto, Ontario
Canada M4W 3H1

tel: 416.920.9010
fax: 416.920.3299
www.environicsresearch.ca

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Introduction

Transportation Demand Management (TDM) is an essential component of Guelph's Transportation Strategy. The purpose of TDM is to encourage walking, transit and cycling as alternatives to the single-occupant vehicle. It is also a part of Guelph's Growth Strategy to deal with the transportation requirements of the City's projected growth to 2031. The short- and long-term benefits of TDM measures include: reducing road traffic congestion and greenhouse gas emissions, and increasing use of sustainable transportation through infrastructure improvements, planning and transportation policies, and public education programs.

Walking and cycling are two active modes of transportation that contribute to a healthy, physically active community. Walking accounts for 6.3 percent (or 15,000 trips) of all daily trips in Guelph at the present time, but cycling comprises only one percent (2,500) of them.

In May 2008, Guelph council adopted the Bicycle-Friendly Guelph Initiative as part of the TDM program, with the objective to triple the number of bicycle trips from 2,500 at present (or 1%) to about 8,000 (or 3%) by 2018. The Bicycle-Friendly Guelph Initiative will be guided by a comprehensive Bicycle Transportation Plan.

The proposal to develop a Bicycle Transportation Plan is based on a review of best practices in bicycle-friendly cities across North America and Europe. The review found that a high modal share of cycling and the perception of safety and convenience of cycling is the direct result of integrating the practices of the "5Es."

These include:

- Engineering (e.g., infrastructure, facilities, route connectivity)
- Encouragement (e.g., promotion, communication, events)
- Education (e.g., workshops, programs, communication materials, courses)
- Enforcement (e.g., laws, bylaws, regulations)
- Evaluation (e.g., modal share, collision rates, awareness, investment dollars).

The Bicycle Transportation Plan will provide the framework for future projects within the initiative and will be updated regularly to reflect changing community needs and values. The Plan will focus on utilitarian trips, and will only indirectly address recreational trips.

Part of the development of the bicycle plan includes a survey of cyclists' perceptions of cycling in Guelph. The goal of this research is to provide the City with a better understanding and knowledge of general travel patterns and behaviour, factors that affect cycling behaviour, and communication regarding cycling. The results will be used as a baseline for future studies to evaluate the effectiveness of programming and infrastructure projects within the Bicycle Transportation Plan.

The results of the survey are based on questions asked of 400 residents of the City of Guelph, aged 16 years or older, who ride bicycles. The survey was conducted by telephone from April 15 to 27, 2009.

A total of 4,441 households were called, and nine percent (N=400) of these were included in the survey. The survey breakdown by gender, age and education is outlined in the chart below. (See Table 1)

The margin of error for a sample of 400 is +/- 4.9 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample. Throughout the written analysis of the Report, subgroup analysis is described where it is statistically significant, that is, within the margin of error for those specific groups.

Table 1

Demographic groups	% of Total Sample
Men	49
Women	51
16-18 years	8
19-24 years	13
25-34 years	24
35-44 years	22
45-54 years	19
55-64 years	9
65 years and over	6
High school or less	16
Vocational/college/technical	21
University	61

1 The actual response rate is higher than nine percent. Please see Methodology section, appended to the Report, for actual response rate calculation.

Executive Summary

- More than half of respondents (56%) report cycling once a week or more; 20 percent reported cycling every day.

- Among respondents who cycle at least once a week (N=224), trip, more than half (56%) report using a combination of an on-road and off-road route. Four in ten (38%) use only an on-road route, while only three percent use an off-road route exclusively.

- When all respondents were asked their specific purposes of cycling, a net total of 89 percent of the total responses are for recreational purposes, including recreation (84%) and fitness (59%). A net total of 45 percent of the total responses are for utilitarian purposes, including shopping or running errands (32%), travelling to/from work (24%), and travelling to/from school (14%).

- Driving a car (80%) is the most often mentioned response as another mode of transportation used in a typical week. Walking (62%) also receives frequent mention as another mode of transportation used in a typical week.

- Cycling network facilities such as bike lanes on major roads, extra wide curb/shared lanes and off-road alternatives were indicated as the strongest factors for respondents to use a bicycle for utilitarian purposes

- Respondents indicated that they would be more inclined to cycle if cycling was the fastest form of transportation, if their distance was less than 5 km, and if the route was flat.

- The most prevalent barriers to using a bicycle for utilitarian purposes are inconsiderate motorists breaking the rules of the road and poor road conditions.

- The Internet is the most mentioned source of information from the City of Guelph about cycling (72%).

- Family members or friends, followed by school courses are the main ways in which respondents have learned about cycling safety.

- The demographics of the current target audience of utilitarian cyclists (respondents who currently cycle for utilitarian purposes) tend to be younger (under the age of 25), students and have lower household incomes (under $60,000).

- The demographics of the potential target audience of utilitarian cyclists (respondents who currently cycle for recreational purposes only) tend to be between the ages of 35 and 64 and to have higher household incomes ($90,000 or above).

- Within the potential market is a smaller target group who are more frequent cyclists (respondents who currently cycle at least once a week or more for recreational purposes only). The demographics of this current target audience of utilitarian cyclists tend to be between the ages of 25 and 54, have vocational/college education and have middle to higher household incomes ($60,000 and above).

- This segment of the potential market should be the main focus for increasing the share of utilitarian cycling in Guelph. This subgroup currently cycles frequently so all that is required is encouraging a shift from recreational to utilitarian riding.
- The results indicate that current and potential market segments differ demographically, however they are motivated by the same cycling infrastructure and program enhancements.

Frequency of Cycling

At the beginning of the survey, Guelph residents were asked about how frequently they cycled. Only those who reported cycling at least once a year or that they are seasonal cyclists (respondents who did not choose any of the read responses, but volunteered that they were seasonal cyclists) were included in the survey.

More than half of respondents (56%) reported cycling once a week or more often, including 20 percent who say they cycle every day. Nineteen percent cycle at least once a month and 23 percent cycle at least once a year. One percent are seasonal cyclists (respondents who did not choose any of the read responses, but volunteered that they were seasonal cyclists). (See Figure 1)

A comparison of respondents in the highest and lowest income groups finds that those with the lowest household incomes of below $30,000 are more likely than those with the highest household incomes of $90,000 or above to be frequent cyclists (28% report cycling every day vs. 12%). (See Figure 2)

Transit users are more likely than average to cycle more frequently (40% report cycling every day vs. 20% among total sample).

Figure 1

Frequency of cycling

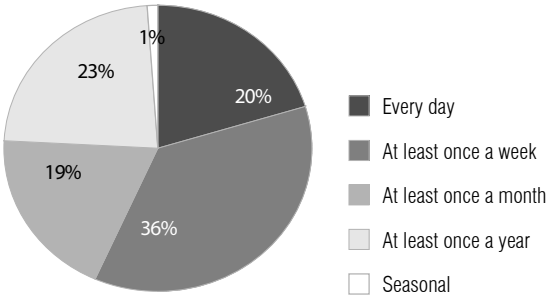
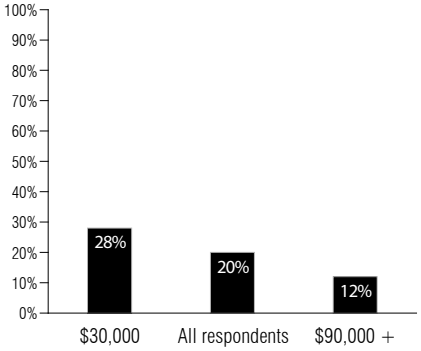


Figure 2

Cycle every day

By income



Q.A
Which statement best describes how often you cycle …?

Route Preference

Respondents who cycle at least once a week (N=224) were asked about the kind of route that they use for their daily/weekly trip.

More than half (56%) report using a combination of an on-road and off-road route. Thirty-eight percent use only an on-road route, while only three percent use an off-road route exclusively. (See Figure 3)

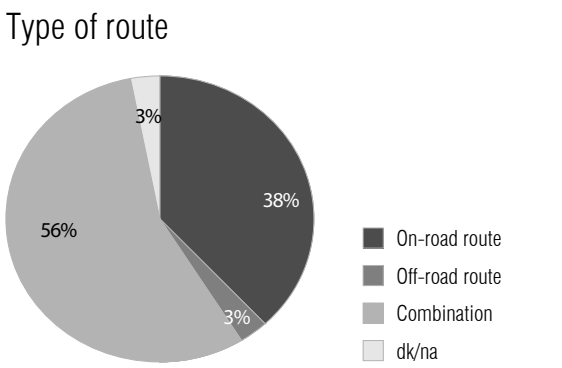
Those who cycle every day (51%) are more inclined than those who cycle at least once a week (31%) to use only an on-road route.

Those who use an on-road route (N=211)[2] were asked what two main roads they use for their daily/weekly trip. The most common mentioned responses are Gordon Street (15%), Edinburgh Road (10%), Victoria Road (8%), Stone Road (6%), Speedvale Avenue (5%), College Avenue (5%), Woolwich Street (5%) and Woodlawn Road (5%).

Those who use an off-road route (N=131)[3] were asked what main park or trail they use for their daily/weekly trip. The most common mentioned responses are Riverside Park/Royal City Park (13%), Speed River Trail (8%) and Hanlon Preservation Park (5%).

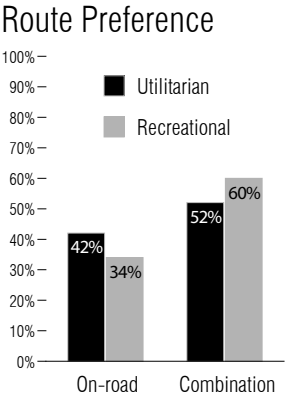
Those who cycle for utilitarian purposes are less discerning with respect to route preference (42% say on-road, 52% say combination) than are those who use it for recreational purposes (34% say on-road, 60% say combination). The latter group clearly prefers to have an off-road alternative. (See Figure 4).

Figure 3



Q.1a
What kind of route do you use for your daily/weekly trip …?
Subsample: Those who cycle at least once a week

Figure 4



Q.1a
What kind of route do you use for your daily/weekly trip …?
Subsample: Those who cycle at least once a week

2 This group includes those who said they use an on-road route exclusively or use a combination of an on-road and off-road route.
3 This group includes those who said they use an off-road route exclusively or use a combination of an on-road and off-road route.

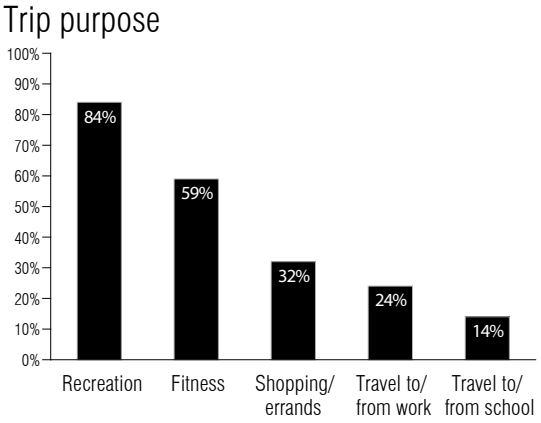
Trip Purpose

All respondents to the survey were asked if they use their bicycle for specific purposes (multiple responses were accepted), such as travelling to/from work or to/from school, shopping or running errands, recreation and fitness.

A net total of 89 percent of respondents reported using the bicycle for non-utilitarian purposes, including fitness (59%) and recreational (84%). (See Table 2)

A net total of 45 percent of the total responses are for utilitarian purposes, including shopping or running errands (32%), travelling to/from work (24%), and travelling to/from school (14%). (See Table 2)

Figure 5



Q.2
Do you do the following by bicycle …?
**Multiple responses accepted from respondents*

Table 2

Trip purpose
By purpose of riding bicycle

		TRIP PURPOSE				
	Total % of responses* %	School %	Work %	Shopping, running errands %	Recreation %	Fitness %
Net recreational	**89**	**84**	**81**	**88**	**100**	**100**
Recreation	84	82	77	83	100	93
Fitness	59	71	68	73	65	100
Net utilitarian	**45**	**100**	**100**	**100**	**42**	**51**
Shopping/running errands	32	58	60	100	32	40
Travel to/from work	24	58	100	43	21	27
Travel to/from school	14	100	34	25	13	17

Q.2
Do you do the following by bicycle …?
**Multiple responses accepted from respondents*

The use of a bicycle for utilitarian purposes tends to decrease with increasing age. Those under the age of 25 are more inclined than older respondents to cycle for utilitarian purposes. (See Figure 6)

Students are more inclined than average to use a bicycle for utilitarian purposes (79% compared to 45% among total sample), including travelling to/from school (62% compared to 14% among total sample), and shopping or running errands (54% compared to 32% among total sample). (See Figure 7)

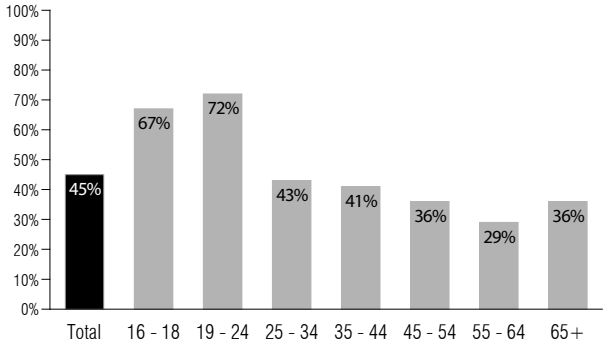
Those with household incomes of $90,000 or above are less inclined than average to use a bicycle for utilitarian purposes (29% vs. 45% among total sample).

Those who cycle at least once a week or more (58%) are more likely than those who cycle at least once a month (38%) or at least once a year (20%) to cycle for utilitarian purposes.

FIGURE 6

Net utilitarian

By age

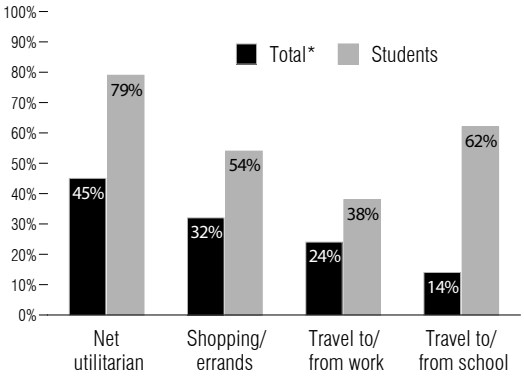


Q.2
Do you do the following by bicycle …?
**Multiple responses accepted from respondents*

FIGURE 7

Trip purpose

By student status



Q.2
Do you do the following by bicycle …?
**Multiple responses accepted from respondents*

Utilitarian Travel Destinations

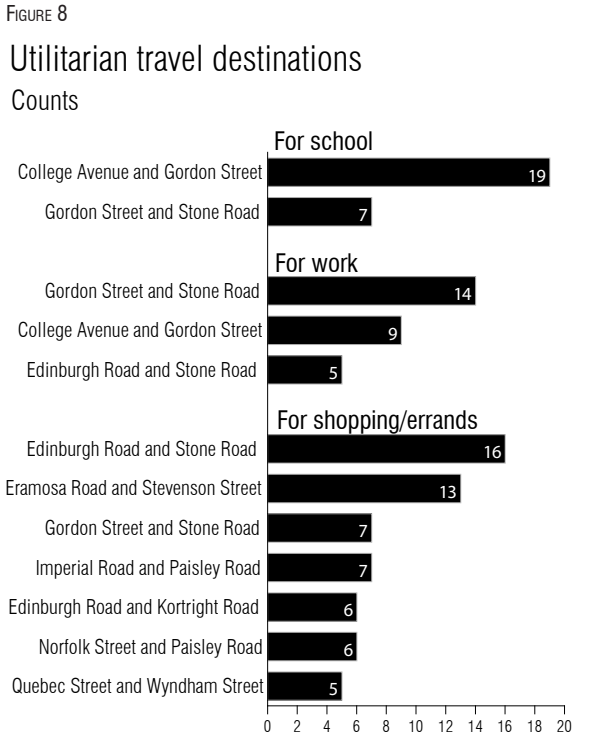
Those who said they use a bicycle to travel to work, school or for shopping/running errands were asked what is the main intersection they travel to.

Those who travel to school using a bicycle (N=55) most often mentioned: College Avenue & Gordon Street and Gordon Street & Stone Road. (See Figure 8)

Those who travel to work using a bicycle (N=94) most often mentioned: Gordon Street & Stone Road, College Avenue & Gordon Street and Edinburgh Road & Stone Road. (See Figure 8)

Those who shop or run errands using a bicycle (N=129) most often mentioned: Eramosa Road & Stevenson Street, Edinburgh Road & Stone Road, Gordon Street & Stone Road, Imperial Road & Paisley Road, Edinburgh Road & Kortright Road, Norfolk Street & Paisley Road and Quebec Street & Wyndham Street. (See Figure 8)

Figure 8



Q.3a1
Thinking of the cycling trips you make to school, what is the main intersection you travel to?
Subsample: Those who cycle to school
Q.3a2
Thinking of the cycling trips you make to work, what is the main intersection you travel to?
Subsample: Those who cycle to work
Q.3b
Thinking of the cycling trips you make for shopping/running errands, what is the main intersection you travel to most frequently?
Subsample: Those who cycle for shopping/running errands

Other Types of Transportation

All respondents were asked if they used any other modes of transportation (other than a bicycle) in a typical week. Multiple responses were accepted.

Driving a car (80%) is the most often mentioned response as another mode of transportation used in a typical week; being a passenger in a car (39%) is a less cited response. Walking (62%) also receives frequent mention as another mode of transportation used in a typical week. Transit (18%) is the least cited response, but still receives significant mention. (See Table 3)

Those under the age of 35, particularly those under 25 years of age, are less inclined than older respondents to mention driving a car as a mode of transportation they use in a typical week. In contrast, those under the age of 35, particularly those under 25 years of age, are more likely than older respondents to mention using transit. (See Table 3)

Students are more likely than average to mention both walking (85% vs. 62% among total sample) and transit (59% vs. 18% among total sample) as modes of transportation used in a typical week.

Use of transit generally declines with increasing household income. Those with household incomes below $30,000 are more likely than those with the highest household incomes to use transit (41% compared to only 4% among those with household incomes of $90,000 and above).

Those who use a bicycle for utilitarian purposes are more likely to report walking (72% vs. 63%) and using transit (29% vs. 15%) than are those who use it for recreational purposes. In contrast, those who use a bicycle for recreational purposes are more inclined to report driving a car (81% vs. 69%) than are those who use it for utilitarian purposes.

Table 3

Other types of transportation used during typical week
By age

		AGE						
	Total	16-18	19-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%	%
Net car	**91**	**97**	**66**	**95**	**93**	**92**	**97**	**96**
Car as driver	80	52	52	84	88	92	86	80
Car as passenger	39	85	40	41	33	22	34	44
Walking	62	67	78	56	57	61	57	68
Transit	18	39	56	13	2	11	9	16

Q.4
In a typical week, which of the following types of transportation other than a bicycle do you

Factors Affecting Utilitarian Cycling

All respondents were asked to rate on a scale from 1 to 5, where 1 means much less likely, 5 means much more likely, and 3 means no influence on their decision, how various infrastructure changes would motivate them to use a bicycle to travel to work/school or for shopping/running errands.

Infrastructure factors

A majority of respondents say they would be much more likely to be motivated to use a bicycle for utilitarian purposes if there were bike lanes on the major roads to their destination (54%). About four in ten would be much more likely to be motivated to do this if there were extra-wide curb/shared lanes for all or part of their trip (45%) and off-road alternatives for all or part of their trip (42%). (See Table 4)

Table 4

Infrastructure factors that increase utilitarian cycling

Factors	Much more likely %	Total much more/ more likely %	No influence %
Bike lanes on the major roads to your destination	54	**73**	15
Extra-wide curb/shared lanes for all or part of your trip	45	**68**	20
Off-road alternatives for all or part of your trip	42	**62**	26

The bolded numbers in the "Total Much More/More Likely" column indicate that the number is statistically significantly higher or lower than the "No Influence" column.

Q.5 Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands …

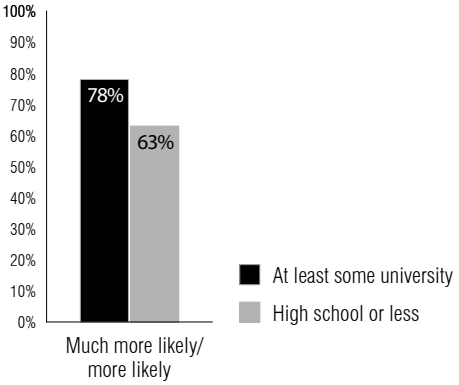
Those with more education (78%) are more likely than those with less education (63%) to be motivated to use a bicycle for utilitarian purposes if there were bike lanes on the major roads to their destination. (See Figure 9)

Utilitarian cyclists are much more likely than recreational cyclists to use a bicycle for utilitarian purposes if there were an off-road alternative for all or part of their trip (53% vs 43%). (See Figure 10)

FIGURE 9

Bike lanes as a factor for encouraging utilitarian cycling

By education



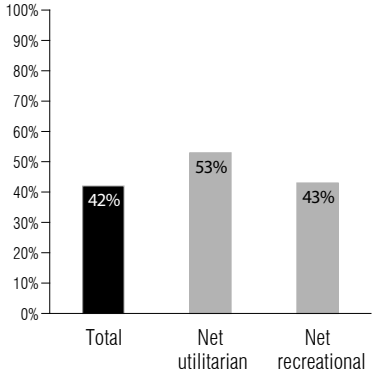
Q.5a

Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands … Bike lanes on the major roads to your destination.

FIGURE 10

Off-road alternative as a factor

By purpose of using a bicycle – much more likely



Q.5b

Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands … Off-road alternatives for all or part of your trip.

End-of-trip amenities

Three in ten would be much more likely to be motivated to use a bicycle for utilitarian purposes if there were outdoor bike racks (29%). About two in ten say they would be much more likely to be motivated to do this if there were bike lockers/indoor/covered bike racks (22%), shower facilities at work/school (20%), bike racks/lockers at bus and train stations/stops/terminals (20%), and a place to change and store their clothes (18%). Fewer than two in ten would be much more likely to be motivated to use a bicycle for utilitarian purposes if there were racks on the buses to carry bikes (16%). (See Table 5)

TABLE 5

End of trip amenities as factors for using a bicycle for utilitarian purposes

FACTORS	MUCH MORE LIKELY %	TOTAL MUCH MORE/ MORE LIKELY %	NO INFLUENCE %
Outdoor bike racks	29	**53**	33
Bike lockers/indoor/covered bike racks	22	41	38
Shower facilities at work/school	20	35	36
Bike racks/lockers at bus and train stations/stops/terminals	20	36	36
A place to change and store your clothes	18	**31**	40
Racks on the buses to carry bikes	16	31	34

The bolded numbers in the "Total Much More/More Likely" column indicate that the number is statistically significantly higher or lower than the "No Influence" column.

Q.5
Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands …

Students are more likely than average to be motivated to use a bicycle for utilitarian purposes by the presence of end-of-trip amenities, such as outdoor bike racks, shower facilities at work or school, bike lockers or indoor or covered bike racks, a place to change and store their clothes, and racks on the buses to carry bikes. (See Figure 11)

Those with more education are more likely than those with less education to be motivated to use a bicycle for utilitarian purposes if there were shower facilities at work or school (39% vs. 23%).

Women are more likely than men to be motivated to use a bicycle for utilitarian purposes if there were outdoor bike racks (58% vs. 47%).

Those who use transit as another mode of transportation in a typical week are more likely than average to be motivated to use a bicycle for utilitarian purposes if there were racks on the buses to carry bikes (51% vs. 31%).

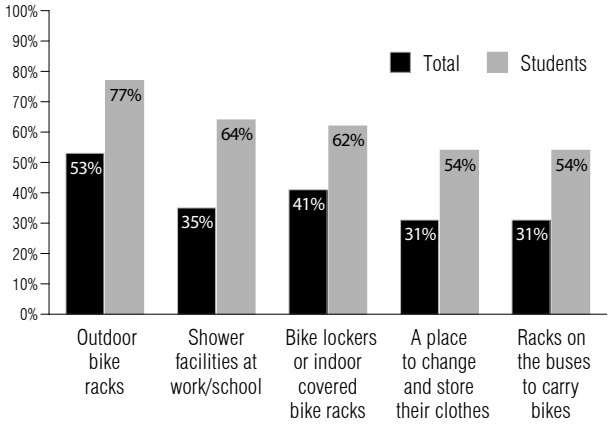
Those who use a bicycle to go to work are more inclined than recreational cyclists to use a bicycle for utilitarian purposes if there was a place to change or store clothes (44% vs. 31%).

Those who use a bicycle for utilitarian purposes are more inclined than recreational cyclists to be motivated to use a bicycle for utilitarian purposes if there were racks on buses to carry bikes (44% vs. 31%).

FIGURE 11

End-of-trip amenities as factors

By student status



Q.5d-g,i

Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands … Outdoor bike racks … Bike lockers or indoor or covered bike racks … Shower facilities at work or school … A place to change and store your clothes … Racks on the buses to carry bikes.

Other factors

All respondents were asked to rate on a scale from 1 to 5, where 1 means much less likely, 5 means much more likely, and 3 means no influence on their decision, how various aspects would motivate them to use a bicycle to travel to work/school or for shopping/running errands.

About two-thirds say that a destination of less than five kilometres (64%) and cycling is the fastest way to get there (64%) are much more or more likely to motivate them to use a bicycle for utilitarian purposes. A smaller majority say the same about the route being flat (54%). About a third say that a destination of between five and 10 kilometres (34%) and the route having a few small hills (30%) would be much more or more likely to motivate them to use a bicycle for utilitarian purposes.

About two in ten say the same about the route having long steep sections (18%) and a destination of over 10 kilometres (16%). (See Table 6)

Alternatively, about six out of ten say a distance of 10 km or more (61%) and a trip that involves cargo (65%) would be much less or less likely to motivate them to use a bicycle for utilitarian purposes. Almost half feel the same if the route has long steep sections (46%). (See Table 6)

Those who use a bicycle for utilitarian purposes are more likely than those who use it for recreation purposes to be strongly motivated (much more likely) to use a bicycle if cycling is the fastest way to get there (60% vs. 47%) and if their destination is less than five kilometres (54% vs. 43%).

TABLE 6

Motivations for using a bicycle for utilitarian purposes

MOTIVATIONS	MUCH MORE LIKELY %	TOTAL MUCH MORE/ MORE LIKELY %	NO INFLUENCE %
Cycling is the fastest way to get there	47	**64**	20
The distance of your destination is less than 5 km	43	**64**	26
The route is flat	37	**54**	33
The distance of your destination is 5 km to 10 km	17	34	36
The route has a few small hills	14	**30**	52
The distance of your destination is over 10 km	10	**16**	22
The route has long steep sections	9	**18**	36
A trip that involves cargo or a passenger	9	**13**	20
	MUCH LESS LIKELY %	TOTAL MUCH LESS/ LESS LIKELY %	NO INFLUENCE %
The distance of your destination is over 10 km	39	61	22
The route has long steep sections	26	46	36
A trip that involves cargo or a passenger	48	65	20

The bolded numbers in the "Total Much More/More Likely" column indicate that the number is statistically significantly higher or lower than the "No Influence" column.

Q.7
Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school or for shopping/running errands …

Those under the age of 55 are more likely than older respondents to be motivated (much more likely) to use a bicycle for utilitarian purposes if cycling is the fastest way to get there. (See Figure 12)

Students are more likely than average to be motivated (much more/more likely) to use a bicycle for utilitarian purposes if cycling is the fastest way to get there (87% vs. 64%).

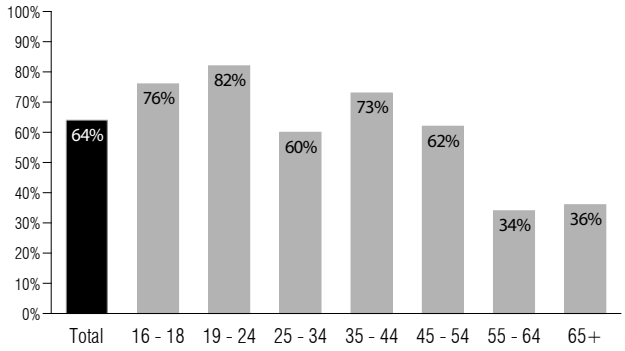
Those with more education are more inclined than those with less education to be motivated (much more/more likely) to use a bicycle for utilitarian purposes if cycling is the fastest way to get there (72% among those with some university education vs. 57% among those with a high school education or less).

Women are more likely than men to be motivated (much more/more likely) to use a bicycle for utilitarian purposes if the route is flat. (See Figure 13)

FIGURE 12

Cycling is the fastest way to get there

Much more/more likely to use a bicycle for utilitarian purposes By age



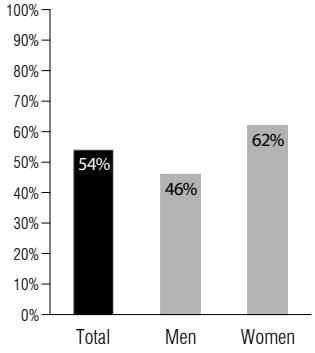
Q.7d

Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely, and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school or for shopping/running errands … Cycling is the fastest way to get there.

FIGURE 13

Flat route as a factor for using a bike for utilitarian purposes

Much more/more likely By gender



Q.7e

Would each of the following make you much less likely or less likely to use a bicycle to go to work/school, or for doing shopping/running errands or have no influence on your decision … The route is flat?

Barriers to Using a Bicycle for Utilitarian Purposes

All respondents were asked if various things would make them much less likely or less likely to use a bicycle to go to work/school or for doing shopping/running errands, or would have no influence on their decision.

Large majorities of about three-quarters or more say that vehicles passing too closely to cyclists (82%), vehicles speeding and careless driving habits (80%), being cut-off by vehicles (80%) and poor road conditions such as potholes, debris or un-cleared snow (76%) would make them much less or less likely to use a bicycle for utilitarian purposes. Smaller majorities say the same about on-street parking that creates a risk of being hit by a car door (66%) and being harassed/yelled at by drivers (62%). Four in ten or fewer say that the presence of off-leash dogs on trails (39%) and sewer grates (33%) would make them much less or less likely to use a bicycle for utilitarian purposes. (See Table 7)

Table 7

Barriers to using a bicycle for utilitarian purposes

Barriers	Much less likely %	Total much less/ less likely %	No influence %
Vehicles passing too closely to cyclists	39	**82**	17
Vehicles speeding and careless driving habits	39	**80**	19
Being cut-off by vehicles	39	**80**	19
Poor road conditions, such as potholes, debris, or un-cleared snow	33	**76**	23
On-street parking that creates a risk of being hit by a car door	26	**66**	34
Being harassed/yelled at by drivers	26	**62**	37
The presence of off-leash dogs on trails	14	**39**	60
Sewer grates	11	**33**	65

The bolded numbers in the "Total Much Less/Less Likely" column indicate that the number is statisically significantly higher or lower than the "No Influence" column.

Q.6
Would each of the following make you much less likely or less likely to use a bicycle to go to work/school, or for doing shopping/running errands or have no influence on your decision …?

Women are more inclined than men to say that most of these things would make them much less or less likely to use a bicycle for utilitarian purposes. The exceptions are poor road conditions, the presence of off-leash dogs on trails and sewer grates, where there are no significant differences between women and men, with respect to these being barriers to using a bicycle for utilitarian purposes. (See Table 8)

TABLE 8

Barriers to using a bicycle for utilitarian purposes

Much less/less likely to use a bicycle for utilitarian purposes

BARRIERS	TOTAL %	MEN %	WOMEN %
Vehicles passing too closely to cyclists	82	77	**86**
Vehicles speeding and careless driving habits	80	75	**85**
Being cut-off by vehicles	80	75	**83**
Poor road conditions, such as potholes, debris, or un-cleared snow	76	72	79
On-street parking that creates a risk of being hit by a car door	66	59	**74**
Being harassed/yelled at by drivers	62	51	**72**
The presence of off-leash dogs on trails	39	35	42
Sewer grates	33	29	35

The bolded numbers in the "women" column indicate that women are statisically significantly more likely than men to see this item as a barrier.

Q.6
Would each of the following make you much less likely or less likely to use a bicycle to go to work/school, or for doing shopping/running errands or have no influence on your decision …?

Sources Used to get Information from the City of Guelph about Cycling

All respondents were asked which ways they would use to get information from the City of Guelph about cycling, such as trip planning, facilities and services.

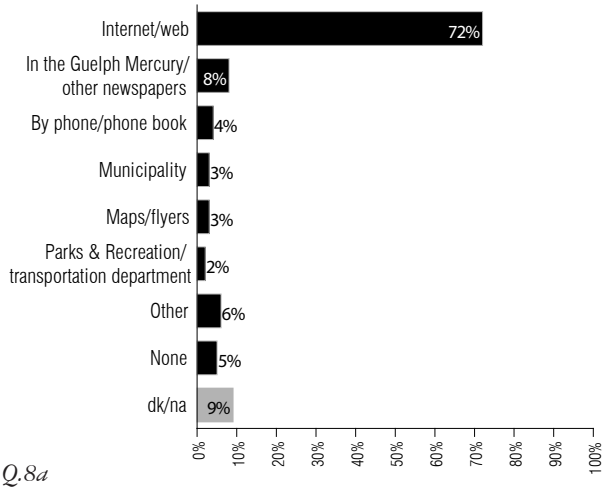
The Internet is the most mentioned source used to get information from the City of Guelph about cycling (72%). Few cite the *Guelph Mercury* or other newspapers (8%), phone or phone book (4%), their municipality (3%), maps or flyers (3%), and the Parks & Recreation/ Transportation department (2%). Other sources are mentioned but represent fewer than two percent (each) of responses. (See Figure 14)

Those under the age of 55 are more likely than older respondents to cite the Internet as the way they get information from the City of Guelph about cycling. (See Table 9)

Students are more likely than average to cite the Internet as the way they get information from the City of Guelph about cycling (85% vs. 72%).

Figure 14

Sources used to get information from the City of Guelph about cycling*



Q.8a
Which ways would you use to get information from the City of Guelph about cycling, such as trip planning, facilities and services?
**Multiple responses accepted from respondents*

Table 9

Sources used to get information from the City of Guelph about cycling
By age

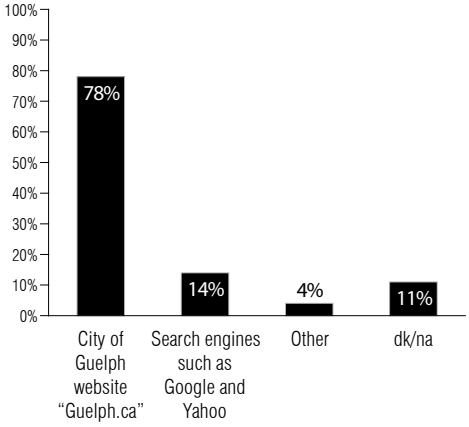
Information source	Total % of responses %	Age: Under 55 years %	Age: 55+ years %
Internet/web	72	76	38
In the *Guelph Mercury*/other newspapers	8	7	17
By phone/phone book	4	2	10
Municipality	3	3	7
Maps/flyers	3	2	5
Parks & Recreation/transportation department	2	1	7
Other	6	6	11
Nothing	5	4	8
dk/na	9	7	20

Q.8a
Which ways would you use to get information from the City of Guelph about cycling, such as trip planning, facilities and services?
** Multiple responses accepted from respondents*

Among respondents who use the Internet/web to get information from the City of Guelph about cycling (N=286), the most often mentioned website used to get this information is the City of Guelph website – guelph.ca (78%). Search engines, such as Google, Yahoo represent 14 percent of responses. Other websites are mentioned but represent one percent or fewer (each) of responses. Eleven percent offer no response. (See Figure 15)

FIGURE 15

Websites used to get information from the City of Guelph about cycling



Q.8b
What websites do you use to get this information?
Subsample: Those who said they get cycling information from the City of Guelph via the Internet/web

Cycling Safety Education

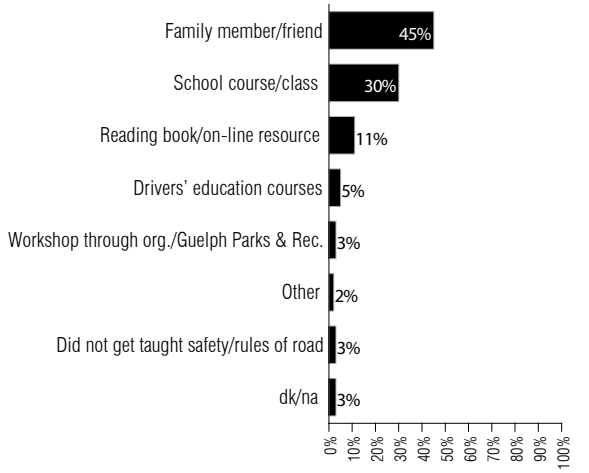
All respondents were asked to identify the main way they learned cycling safety.

When asked to identify the main way they learned cycling safety, more than four in ten say they were taught by a family member or a friend (45%). Three in ten cite school courses or class (30%). Smaller proportions mention reading (a book or on-line resource) (11%), drivers' education courses (5%), and a workshop offered through an organization or through Guelph Parks and Recreation (3%). Two percent mention other ways in which they learned about cycling safety. Three percent volunteer that they did not get taught safety and rules of the road, and three percent offer no response. (See Figure 16)

Those aged 16 to 18 are more likely than average to say they learned cycling safety through school courses or class (48% vs. 30% among total sample).

Figure 16

Main way learned about cycling safety



Q.9
What is the main way you learned cycling safety … Drivers' education courses … School courses or class … Workshop offered through an organization or through Guelph Parks and Recreation … Reading (a book or on-line resource) … Taught by family member/friend?

Current and Potential Market for use of Bicycles for Utilitarian Purposes

The following table compares the characteristics of the current target audience and the suggested potential target audience. The current target audience is identified as the group who currently cycles for utilitarian purposes. The potential target audience includes those who cycle for recreational purposes, especially those who cycle recreationally at least once a week or more.

Table 10

Current market of respondents using bicycles for utilitarian purposes (N=180)

Demographics

- Higher than average proportion is under 25 years of age (32% vs. 21% among total sample)
- Slightly higher than average proportion are students (17% vs. 10%)
- Higher than average proportion have household incomes under $60,000 (42% vs. 33%)

Other transportation used in typical week

- Higher than average number of respondents walk (72% vs. 62%)
- Higher than average number of respondents use transit (29% vs. 18%)

Infrastructure factors (half or more are much more/more likely to cycle more often)

- Bike lanes on the major roads to your destination
- Extra-wide curb/shared lanes for all or part of trip
- Off-road alternatives for all or part of your trip

End-of-trip amenities as factors (about half or more are much more/more likely to cycle more often)

- Outdoor bike racks
- Bike lockers/indoor/covered bike racks

Other factors (majorities are much more/more likely to cycle more often)

- Cycling is the fastest way to get there
- The distance of your destination is less than 5km
- The route is flat

Barriers (majorities are much less/less likely to cycle more often)

- Being cut-off by vehicles
- Vehicles passing too closely to cyclists
- Vehicles speeding and careless driving habits
- Poor road conditions, such as potholes, debris, or un-cleared snow
- On-street parking that creates a risk of being hit by a car door
- Being harassed/yelled at by drivers

Information sources

- The Internet, specifically the City of Guelph website (Guelph.ca) is the best way to get information about cycling.

Potential market (N=204) – Respondents who currently cycle for recreational purposes only

Demographics

- Higher than average proportion is between the ages of 35 and 64 years (60% vs. 50% among total sample)
- Higher than average proportion have household incomes of $90,000 or more (43% vs. 32%)

Other transportation used in typical week

- Higher than average number of respondents drive a car (89% vs. 80% among total sample)

Infrastructure factors (about half or more are much more/more likely to cycle more often)

- Bike lanes on the major roads to your destination
- Extra-wide curb/shared lanes for all or part of your trip
- Off-road alternatives for all or part of your trip

End-of-trip amenities as factors (about half are much more/more likely to cycle more often)

- Outdoor bike racks

Other factors (half or more are much more/more likely to cycle more often)

- The distance of your destination is less than 5km
- Cycling is the fastest way to get there
- The route is flat

Barriers (majorities are much less/less likely to cycle more often)

- Vehicles passing too closely to cyclists
- Vehicles speeding and careless driving habits
- Being cut-off by vehicles
- Poor road conditions, such as potholes, debris, or un-cleared snow
- On-street parking that creates a risk of being hit by a car door
- Being harassed/yelled at by drivers

Information sources

- The Internet, specifically the City of Guelph website (Guelph.ca) is the best way to get information about cycling.

Potential market (N=82) – Respondents who currently cycle at least once a week or more for recreational purposes only

Demographics

- Higher than average proportion is between the ages of 25 and 54 years (79% vs. 65% among total sample)
- Higher than average proportion have vocational/technical or college education (38% vs. 21% among total sample)
- Higher than average proportion have household incomes of $60,000 or more (64% vs. 50%)

Other transportation used in typical week

- Higher than average number of respondents drive a car (89% vs. 80% among total sample)

Infrastructure factors (half or more are much more/more likely to cycle more often)

- Bike lanes on the major roads to your destination
- Extra-wide curb/shared lanes for all or part of your trip
- Off-road alternatives for all or part of your trip

Other factors (half or more are much more/more likely to cycle more often)

- The distance of your destination is less than 5km
- Cycling is the fastest way to get there

Barriers (majorities are much less/less likely to cycle more often)

- Vehicles passing too closely to cyclists
- Vehicles speeding and careless driving habits
- Being cut-off by vehicles
- Poor road conditions, such as potholes, debris, or un-cleared snow
- On-street parking that creates a risk of being hit by a car door
- Being harassed/yelled at by drivers

Information sources

- The Internet, specifically the City of Guelph website (Guelph.ca) is the best way to get information about cycling.

The main differences between the current market (those currently cycling for utilitarian purposes) and the potential market (those who currently cycle for recreation purposes only) are found in their demographics.

The current market tends to be younger, with a higher representation of students, and with lower household incomes (under $60,000).

The overall potential market tends to be between the ages of 35 to 64 and with higher household incomes ($90,000 or above).

Within the overall potential market, there is a smaller subset of those who cycle at least once a week or more. This segment tends to be between the ages of 25 to 54, with a higher representation of individuals with vocational/technical or college education, and with middle to higher household incomes ($60,000 or above).

Conclusions

Cycling behaviour

The respondents who are the most inclined to be frequent cyclists tend to have lower household incomes (below $30,000) and use transit as another mode of transportation in a typical week.

Current and potential users of bicycles for utilitarian purposes

Almost all of the potential market of respondents has access to a car, including nine in ten who drive a car. Half walk and few are transit users.

Those cycling for utilitarian purposes tend to be younger (under the age of 25), students, and with household incomes below $60,000.

More than eight in ten of the target market of respondents have access to a car, including seven in ten who drive a car.

The overall potential market represented by those who currently cycle for recreational purposes only, but not for utilitarian purposes, tends to be between the ages of 35 and 64 and have household incomes of $90,000 or above.

Within this larger potential market is a subgroup who cycle more frequently (at least once a week or more for recreational purposes only). This group should be the main focus, as they are already frequent cyclists. This segment already shows an openness to cycling, and only needs to be persuaded to cycle for utilitarian purposes.

Not only do the characteristics of this segment differ from the current market, but it also differs from the overall potential market. This potential market segment tends to fall in an age group between the current and potential markets (between the ages of 25 and 54), it has a higher representation of individuals with vocational/technical or college education, and tends to fall between the current and overall potential market with respect to household income (middle to higher household incomes of $60,000 or above).

Factors for potential users to cycle for utilitarian purposes

Bike lanes on the major roads to their destination, extra-wide curb/shared lanes for all or part of their trip, off-road alternatives for all or part of their trip, and outdoor bike racks are the major infrastructure factors to get the potential market to use their bicycle for utilitarian purposes.

Although younger and older cyclists do not differ with respect to demand for specific on- or off-road facilities, students are more likely to be motivated by end-of-trip amenities, such as outdoor bike racks, shower facilities at school, bike lockers or indoor or covered bike racks, a place to change and store their clothes, and racks on the buses to carry bikes.

Distance (destination of less than 5km and cycling is the fastest way to get there) and flatness of route are factors influencing the potential market to use their bicycle for utilitarian purposes.

Barriers for potential users to cycle for utilitarian purposes

Negative behaviours by motorists, such as vehicles passing too closely to cyclists, vehicles speeding and careless driving habits, being cut-off by vehicles, and being harassed/yelled at by drivers, are main barriers for the potential market to use their bicycle for utilitarian purposes.

Safety issues such as on-street parking that creates a risk of being hit by a car door and poor road conditions are other main barriers for the potential market.

Communications

The best method of communication with the public about cycling (both current or potential market), is the Internet, specifically through the City of Guelph website (Guelph.ca).

Appendices

Methodology

The results of the survey are based on questions asked to 400 residents of the City of Guelph, aged 16 years of age or older, who ride bicycles. The survey was conducted by telephone from April 15 to 27, 2009.

Sample selection

Random digit dialling (RDD) sampling was utilized to generate sample in proportion to the population for the Guelph CMA. In order to target residents of the City of Guelph, the Forward Sortation Areas (FSAs) lying within the boundaries of the City were identified, and the base sample was drawn only from households situated within these FSAs. Quotas were used to assign interviews based on age categories and to limit interviews in the more populous FSAs to the proportions found in the overall population. No weighting was applied to the final sample.

The final sample is distributed as follows.

	Quota	Unweighted N	Margin of Error
By Age	**400**	**400**	**4.9**
16-18	35	33	17.1
19-24	50	50	13.9
25-34	95	95	10.1
35-44	85	86	10.6
45-54	75	76	11.2
55-64	35	35	16.6
65+	25	25	19.6
By FSA and Ward	**400**	**400**	**4.9**
N1C (Ward 6)	–	7	37.0
N1E (Wards 1&2)	–	105	9.6
N1G (Wards 5&6)	–	93	10.2
N1H (Wards 3&4)	–	147	8.1
N1K (Ward 4)	–	17	23.8
N1L (Wards 1&6)	–	31	17.6

Demographic groups	% based on 2006 Census	% of Total Sample
Men	49	49
Women	51	51
16-18 years	7*	8
19-24 years	8**	13
25-34 years	15	24
35-44 years	16	22
45-54 years	14	19
55-64 years	10	9
65 years and over	12	6
High school or less	48	16
Vocational/college/technical	24	21
University	28	61

* based on 15-19 years

** based on 20-24 years

Please note that the sample for the survey will not match the general demographic profile of the City of Guelph, as the survey sample was based on those who cycle and not the general population. The higher proportion of university-educated respondents in the sample is typical for telephone, as well as online, surveys, as those with higher education have higher literacy levels and also show a greater interest in participating in surveys.

Telephone interviewing

Interviewing in English was conducted at Environics' central telephone interviewing facilities in Toronto using a CATI system. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. During fieldwork, 10 percent of each

1 This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association. A minimum of five calls were made to a household before classifying it as a "no answer." The mean time per completed interview was 13.3 minutes.

Completion results

The sample for this survey consisted of 400 interviews. The margin of error for a sample of 400 is +/- 4.9 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate for the survey is 17 percent.[1] This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 673), divided by unresolved numbers (busy, no answer – 972) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 2,226) plus responding participants (673) [R/(U+IS+R)]. The disposition of all dialled sample is presented in the following table.

Completion results

Total sample dialled	4,441
UNRESOLVED NUMBERS **(U)**	**972**
Busy	17
No answer	337
Answering machine/voicemail	618
RESOLVED NUMBERS (Total minus Unresolved)	**3,469**
OUT OF SCOPE (Invalid/non-eligible)	570
Non-residential	73
Not-in-service	444
Fax/modem	53
IN SCOPE NON-RESPONDING **(IS)**	**2,226**
Refusals – household	1,576
Refusals – respondent	43
Language barrier	81
Callback missed/respondent not available	515
Break-offs (interview not completed)	11
IN SCOPE RESPONDING **(R)**	**673**
Disqualified	155
Quota filled	118
Completed	400
RESPONSE RATE [R / (U + IS + R)]	**17%**

Questionnaire

Environics Research Group.
ERG PN 6462

April 17, 2009

City of Guelph

Cycling Survey
FINAL
Project# 5661

Introduction

Good afternoon/evening. My name is _____ and I am calling on behalf of the City of Guelph, from Environics Research Group, a public opinion research company. We are conducting a survey of residents of Guelph about cycling.

Please be assured that we are not selling or soliciting anything. This survey is registered with the national survey registration system.

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

Your responses to this survey will be confidential. Your individual responses will not be provided to the City of Guelph, but will be grouped with the responses of others and cannot be traced back to you.

The survey will take about 10 minutes to complete.

May I continue?

Could we speak to the person in the household 16 years of age or older.

IF NO ONE IN HOUSEHOLD AGEG 16 OR OLDER AVAILABLE, ARRANGE FOR CALL-BACK

A. Which statement best describes how often you cycle? **READ – CODE ONE ONLY**

01 – Everyday
02 – At least once a week
03 – At least once a month
04 – At least once a year
05 – Never [Is there anyone else in your household aged 16 years and older who rides a bicycle? IF YES: ASK TO SPEAK TO THAT PERSON AND ASK QA (IF NOT AVAILABLE ARRANGE CALLBACK) IF NO: **THANK AND TERMINATE**
VOLUNTEERED
98 – Other (**NOTE TO INTERVIEWER: PLEASE QUALIFY ANYONE WHO SAYS HE/SHE HAS NOT BIKED IN THE PAST YEAR, BUT DOES CYCLE OR WHO SAYS HE/SHE IS A SEASONAL CYCLIST, OR MENTIONS ANY OTHER TIMEFRAME)**
99 – DK/NA

D1. In which of the following age categories do you belong? **READ – CODE ONE ONLY**

01 – 16-18 [Quota 35]
02 – 19-24 [Quota 50]
03 – 25-34 [Quota 95]
04 – 35-44 [Quota 85]
05 – 45-54 [Quota 75]
06 – 55-64 [Quota 35]]
07 – 65 and older [Quota 25]

CYCLING BEHAVIOUR

ASK THOSE WHO SAID CYCLE "EVERYDAY" OR "AT LEAST ONCE A WEEK" AT QA

Q1a. What kind of route do you use for your daily/weekly trip? **READ**

01 – On-road route [**INTERVIEWER: IF ASKED: ON-ROAD ROUTE IS A REGULAR PAVED ROAD**, **AND MAY INCLUDE A BIKE LANE**
02 – Off-road route [**INTERVIEWER: IF ASKED: OFF-ROAD ROUTE IS A ROUTE THROUGH A PARK OR A TRAIL (GENERALLY UNPAVED)**
03 – A combination of on-road and off-road [**INTERVIEWER: IF ASKED: ON-ROAD ROUTE IS A REGULAR PAVED ROAD**, **AND MAY INCLUDE A BIKE LANE AND AN OFF-ROAD ROUTE IS A ROUTE THROUGH A PARK OR A TRAIL (GENERALLY UNPAVED)**
99 – DK/NA

ASK THOSE WHO SAID ON-ROAD ROUTE IN Q1a:

Q1b. What TWO main roads do you use for your daily/weekly trip?

01 – Specify _____

_____

99 – DK/NA

ASK THOSE WHO SAID OFF-ROAD ROUTE IN Q1a:
Q1c. What MAIN park or trail do you use for your daily/weekly trip?

01 – Specify _____

99 – DK/NA

ASK THOSE WHO SAID A COMBINATION IN Q1a:
Q1d. What MAIN road and what MAIN park/trail do you use for your daily/weekly trip? **RECORD BOTH ROAD AND PARK/TRAIL**

01 – Specify ROAD _____
02 – Specify PARK/TRAIL_____
99 – DK/NA

Q2. Do you do the following by bicycle? **READ - CHECK ALL THAT APPLY**

01 – Travel to/from school
02 – Travel to/from work
03 – Shopping/running errands
04 – Recreation
05 – Fitness

FOR THOSE WHO TRAVEL TO SCHOOL OR WORK BY BICYCLE IN Q2 ASK Q3a FOR EACH RESPONSE IN Q2
Q3a. Thinking of the cycling trips you make to [INSERT RESPONSE FROM Q.2], what is the main intersection you travel to? [**IF DO NOT KNOW MAIN INTERSECTION, ASK FOR ADDRESS. IF NECESSARY ASK FOR MAJOR BUILDING OR LANDMARK NEARBY**]

01 – Record (main intersection, address, or major building/landmark)

_____

99 – DK/NA

FOR THOSE WHO USE A BICYCLE FOR SHOPPING/RUNNING ERRANDS IN Q2. ASK Q3b
Q3b. Thinking of the cycling trips you make for [INSERT RESPONSE FROM Q.2], what is the main intersection you travel to most frequently? [**IF DO NOT KNOW MAIN**

INTERSECTION, ASK FOR ADDRESS. IF NECESSARY ASK FOR MAJOR BUILDING OR LANDMARK NEARBY]

01 – Record (main intersection, address, or major building/landmark)

_____

99 – DK/NA

Q4. In a typical week, which of the following types of transportation other than a bicycle do you use? **READ – CODE ALL THAT APPLY**

01– Car as driver
02 – Car as passenger
03 – Transit
04 – Walking
VOLUNTEERED
98 – Other (Please Specify)
99 – DK/NA

BARRIERS/MOTIVATIONS

ASK ALL

Q5 Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands?

READ AND ROTATE

a) Bike lanes on the major roads to your destination.
b) Off-road alternatives for all or part of your trip.
c) Extra-wide curb lanes (or shared lanes) for all or part of your trip.
d) Outdoor bike racks
e) Bike lockers or indoor or covered bike racks
f) Shower facilities at work or school
g) A place to change and store your clothes
h) Bike racks or bike lockers at bus and train stations/stops/terminals
i) Racks on the buses to carry bikes

Much less likely		No influence on decision		Much more likely	DK/NA
1	2	3	4	5	99

Q6 Would each of the following make you much less likely or less likely to use a bicycle to go to work/school, or for doing shopping/running errands or have no influence on your decision?

READ AND ROTATE

a) Vehicles speeding and careless driving habits
b) Vehicles passing too closely to cyclists
c) Being harassed/yelled at by drivers
d) Being cut-off by vehicles
e) On-street parking that creates a risk of being hit by a car door
f) The presence of off-leash dogs on trails
g) Sewer grates
h) Poor road conditions, such as potholes, debris, or un-cleared snow

01 – Much less likely
02 – Less likely
03 – No influence on your decision
99 – DK/NA

Q7 Please rate on a scale of 1 to 5, where 1 means much less likely and 5 means much more likely and 3 means no influence on your decision, how each of the following would motivate you to use a bicycle to go to work/school, or for shopping/running errands?

READ AND ROTATE [ALWAYS ASK A TO D TOGETHER (BUT ROTATE THE FOUR ITEMS) AND ALWAYS ASK E TO G TOGETHER (BUT ROTATE THE THREE ITEMS)

a) The distance of your destination is less than 5 km
b) The distance of your destination is 5 km to 10 km
c) The distance of your destination is over 10 km
d) Cycling is the fastest way to get there
e) The route is flat
f) The route has a few small hills
g) The route has long steep sections
h) A trip that involves cargo or a passenger

Much less likely		No influence on decision		Much more likely	DK/NA
1	2	3	4	5	99

COMMUNICATIONS

ASK ALL

Q8a Which ways would you use to get information from the City of Guelph about cycling, such as trip planning, facilities and services? **DO NOT READ - CODE ALL THAT APPLY**

01 – Internet/web
02 – Radio ads
03 – Ads inside and outside of buses or bus shelters
04 – Brochure in the mail
05 – Brochure at community centres or other public places
06 – In the Guelph Mercury or other newspapers
97 – None of the above
98 – Other (Please Specify)
99 – DK/NA

ASK THOSE WHO SAID INTERNET/WEB IN Q8a

Q8b What websites do you use to get this information? **DO NOT READ - CODE ALL THAT APPLY**

01 – City of Guelph website – guelph.ca
02 – Social networking sites, such as Facebook, MySpace and Twitter
03 – Search engines, such as Google, Yahoo
04 – Websites of bicycle organizations
98 – Other (Please Specify)
99 – DK/NA

Q9 What is the MAIN way you learned cycling safety? **READ – CODE ONE ONLY**

01– Drivers' education courses
02 – School courses or class
03 – Workshop offered through an organization or through Guelph Parks and Recreation
04 – Reading (a book or online resource)
05 – Taught by family member/friend
VOLUNTEERED
06 – Did not get taught safety and rules of the road
98 – Other (Please Specify)
99 – DK/NA

DEMOGRAPHICS

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

D2 What is the highest level of education that you have completed?

DO NOT READ – CODE ONE ONLY
01 – Some high school or less
02 – Graduated high school
03 – Vocational/college/technical
04 – Some university
05 – Graduated university
06 – Other/depends/dk/na/refused

D3. What is your current employment status? **READ – CODE ONE ONLY**

01 – Working for pay full-time (30 hours+)
02 – Working for pay part-time (less than 30 hours)
03 – Student
04 – Retired
05 – Homemaker
06 – Unemployed or looking for a job
07 – Self-employed
98 – Other (Please Specify)
99 – DK/NA/refused

ASK THOSE WHO WORK FULL-TIME OR PART-TIME IN QD3

D4. How would you describe your principal type of occupation? (**SPECIFY THE TYPE OF OCCUPATION**) **DO NOT READ**

01 - Professionals
02 - Administrators and owners of big business
03 - Technicians, semi-professionals
04 - Administrators and owners of small business
05 - Office workers (white collar), services, sales
06 - Tradesmen, skilled, semi-skilled, workers
07 - Unskilled workers
08 - Farmers and fishermen
98 - Other (Please Specify**)**
09 – Refused
99 – DK/NA

ASK ALL

D5. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes for 2008.

READ – CODE ONE ONLY
01 – Less than $30,000
02 – $30,000 to $59,999
03 – $60,000 to $89,999
04 – $90,000 or more
05 – Other/depends/dk/na/refused

D6. May I have your 6-digit postal code?
IF RESPONDENT REFUSES, ASK FOR FIRST THREE DIGITS ONLY

___ ___ ___ ___ ___ ___
99 - DK/NA

RECORD

D7. Gender

01 – Male
02 – Female

RECORD WARD

And to verify that I have dialed correctly is this:

01 – Yes
02 – No If incorrect, please input correct phone number

If we have any further questions, may we call you back?

01 – Yes
02 – No

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: _____

Would you be willing to participate in future research, such as focus groups or surveys?

01 – Yes
02 - No

Do you give us your consent to provide your name and phone number to the City of Guelph to contact you for follow-up research? **PLEASE BE ASSURED THAT YOUR INDIVIDUAL RESPONSES TO THE SURVEY REMAIN CONFIDENTIAL.**

01 – Yes
Record Name and telephone number [INTERVIEWER NOTE: READ BACK NAME AND TELEPHONE NUMBER TO VERIFY]
02 - No

Is there another non-family member in your household age 16 and older who rides a bicycle?

01 – Record the name & verify telephone number so we can ARRANGE FOR A CALLBACK [Programming to create sample record for new contact]
02 – NO – SKIP TO CLOSING STATEMENT

On behalf of City of Guelph, thank you very much for your time and assistance.