



Ride to Work Day 2009 Follow-up survey report

*Ride to Work Day registrants – 14th October 2009
Follow-up survey conducted 15th – 19th March 2010*

Executive summary report



1. Overview

The aim of the Ride to Work Day (RTWD) program is to get more people riding more often. The purpose of the follow-up survey (conducted five months after the Ride to Work Day event) is to gauge if there have been medium-term changes in the registrant's behaviour. For full methodology please refer to the RTWD 2009 Follow-up Survey Methodology Report.

This report provides the findings from two linked surveys (registration data and follow-up survey) which requested data about:

- Commuting method
- Frequency of riding to work
- Opinions about the RTWD event
- Barriers to and benefits of riding to work
- Specific health benefits of riding to work

Based on their registration data the 6,875¹ matched follow-up survey respondents were divided into the following rider habits for analysis:

- **First timers** – respondents who would be riding for the first time on (or in the lead up to) RTWD 2009. These were 6% of respondents.
- **Infrequent riders** – based on annual reported riding frequency of 0-2 times a week. These were 35% of respondents.
- **Frequent riders** – based on annual reported riding frequency of 2.1-3.5 times a week. These were 28% of respondents.
- **Very frequent riders** – based on annual reported riding frequency of 3.6-5 times a week. These were 31% of respondents.

The national findings include:

27% of first timers at RTWD 2009 rode during survey week 5 months later

36% of first timers reported that they are now riding to work at least once a month

19% of those who were riding to work one year ago are now riding more often.

52% of respondents who were not riding one year ago are now riding to work at least once a month.

Reduced body weight and greater cardiovascular capacity were the most often cited achieved health benefit of riding to work.

The most valued aspect of RTWD 2009 was being part of a big event that promotes cycling.

The two most common motivations for riding to work were physical activity and health.

The most common barriers to riding to work were commitments before/after work and weather.

¹ 7,375 surveys completed, 24% total response rate 315 did not provide an email address and 185 could not be matched to a registrant's data by email or name. 7375-315-185= 6,875 matched responses.

2. Follow-up survey characteristics of different rider habits

	First timer	Infrequent rider	Frequent rider	Very frequent rider
Male	48%	59%	68%	72%
Female	52%	41%	32%	28%

Figure 1: Age by rider habit

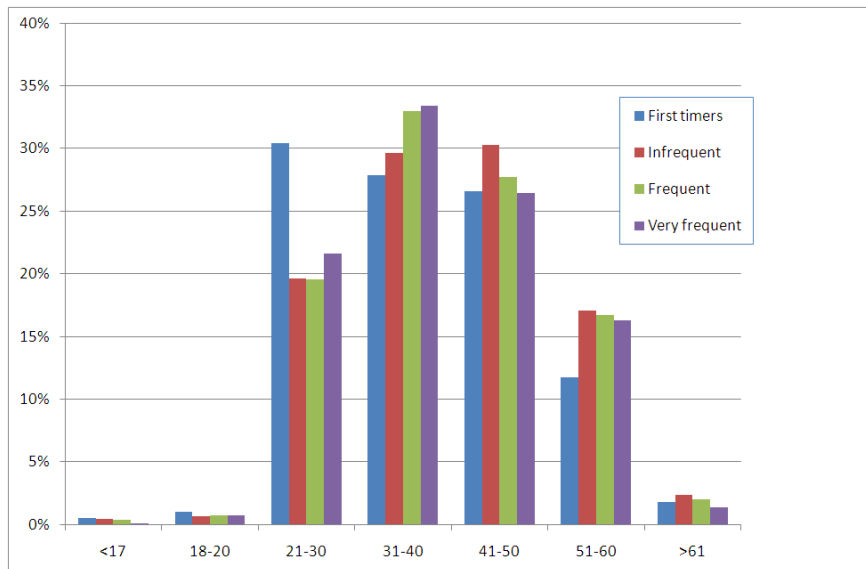
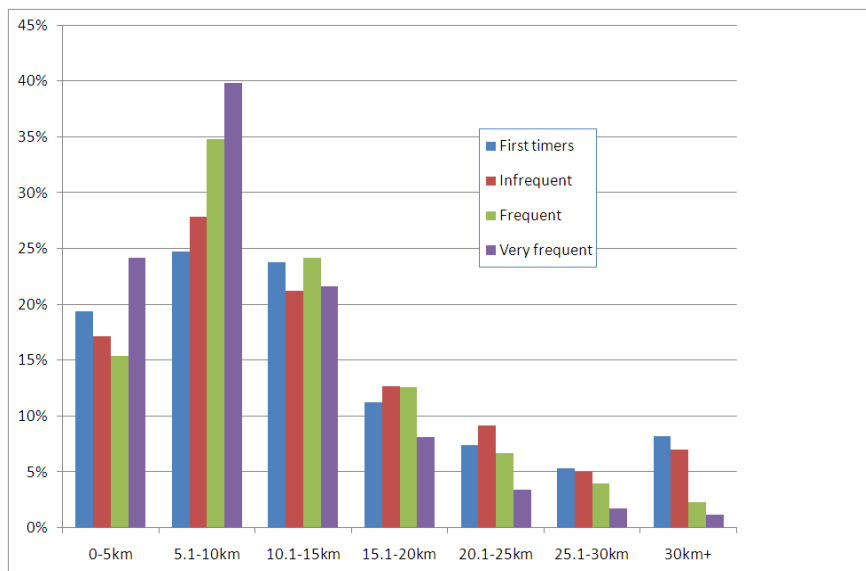


Figure 2: Distance to work (one way) by rider habit





3. Riding in survey week by riding habit:

Respondents were asked as to travel behaviour in the survey week 15th – 19th March 2010.

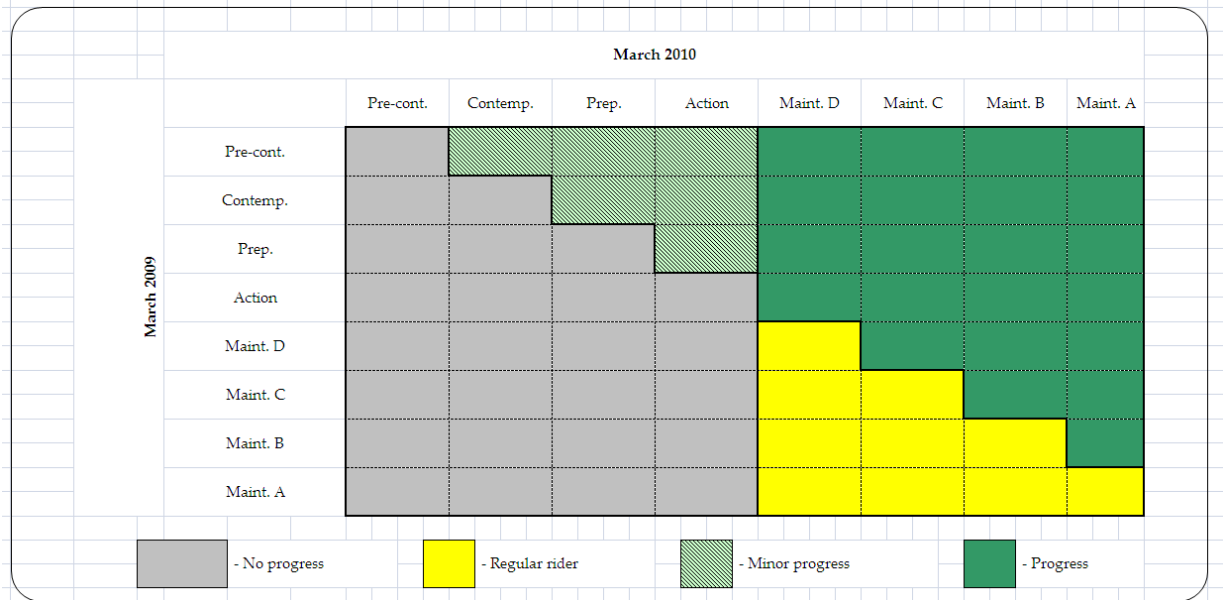
Rider habit	% riding at least once in survey week March 2010
First timer	27%
Infrequent rider	50%
Frequent rider	86%
Very frequent rider	93%

27% of first timers at RTWD 2009 rode during survey week 5 months later.



4. Respondents that progressed their riding behaviour from March 2009 to March 2010

Respondents were asked to classify their riding behaviour in March 2009 and March 2010. This was measured against a behaviour change model:



Where

Non riding behaviour covers Pre-cont to Action

Riding behaviour covers from Maintenance A to D. Where Maintenance A is I ride to work most days, Maintenance B is I am riding to work more than once a week, Maintenance C I am riding to work about once a week and Maintenance D I am riding to work about once a month.

Changes in behaviour from March 2009 and March 2010 were classified as:

No progress is defined as same behaviour not riding or from riding to not riding

Minor progress: behaviour improving towards riding but not to the point of riding.

Progress is defined as reported behaviour changing from not riding to riding at least once a month or an increase in riding frequency.

Regular riders are those that were riding in both March 2009 and March 2010.



36% of first timers reported that they are now riding to work at least once a month.

Considering the progress of all riders:

Rider habit	Progress	That is
First timer	36%	Percentage of first timers that are riding at least once a month in March 2010
Infrequent rider	38%	Percentage of infrequent riders that were not riding in March 2009 and are riding at least once a month in March 2010.
Frequent rider	29%	Percentage of frequent riders that are riding more often in March 2010 than they were in March 2009.
Very frequent rider	10%	Percentage of very frequent riders that are riding more often in March 2010 than they were in March 2009.

Progress split by gender

Considering only those not riding in March 2009 and gender:

Riding history and gender	March 2010	March 2010
	Minor progress	Progress*
Not riding March 2009 and male	20%	55%
Not riding March 2009 and female	25%	49%

* Since they didn't ride in March 2009 these participants changed from not riding to riding at least once a month.

This includes all non riders in March 2009, not just first-timers.

52% of respondents who were not riding one year ago are now riding to work at least once a month.

Reviewing the changed riding behaviour

Considering those not riding (first timers and others) in March 2009 and those who were riding in March 2010, the riding frequency split in March 2010 is:

	Once a month	Once a week	More than once a week	Most days
Male	23%	20%	24%	33%
Female	31%	21%	24%	24%



Considering only those riding in March 2009 and gender:

Riding history and gender	March 2010	March 2010
	Regular riders	Progress#
Riding March 2009 and male	78%	18%
Riding March 2009 and female	69%	22%

19% of those who were riding to work one year ago are now riding more often.

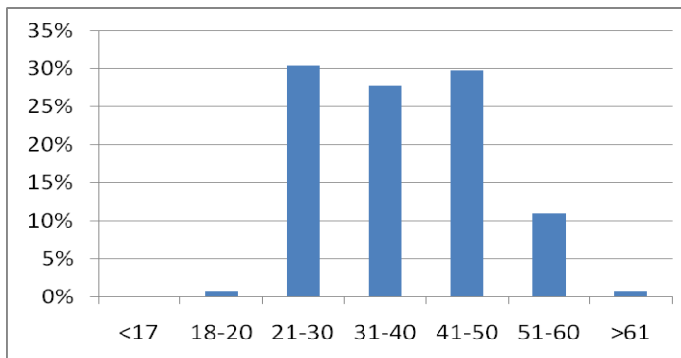
Since they did ride in March 2009 these participants increased their riding frequency.



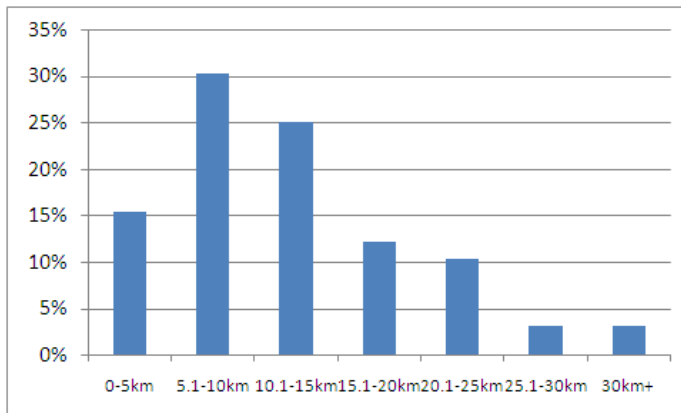
5. Characteristics of first time riders riding at least once a month in March 2010

Gender: 47% male, 53% female

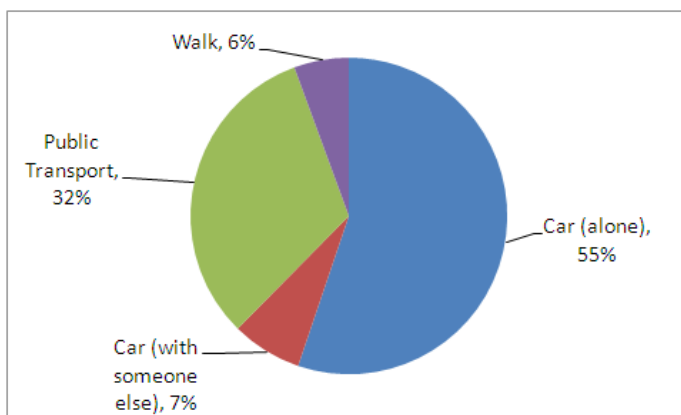
Age range:



Riding distance:



Normal transport mode (reported in registration, pre October 2009)



6. Impact of the RTWD event by rider habits:

First timers	Infrequent riders	Frequent riders	Very frequent riders
<p>1. It got me thinking about riding to work (31%)</p> <p>2. It motivated me to ride but not for commuting (22%)</p> <p>3. It motivated me to begin riding to work (19%)</p> <p style="text-align: center;">72%</p>	<p>1. Event didn't impact my riding habits (28%)</p> <p>2. It motivated me to continue riding to work (24%)</p> <p>3. It got me thinking about riding to work (15%)</p> <p style="text-align: center;">67%</p>	<p>1. Event didn't impact my riding habits (43%)</p> <p>2. It motivated me to continue riding to work (36%)</p> <p>3. It motivated me to ride to work more frequently (13%)</p> <p style="text-align: center;">92%</p>	<p>1. Event didn't impact my riding habits (58%)</p> <p>2. It motivated me to continue riding to work (34%)</p> <p>3. It motivated me to ride to work more frequently (4%)</p> <p style="text-align: center;">96%</p>

One answer allowed only.

Other options: It motivated me to resume riding to work.



7. Valued aspect of event by rider habit:

The most valued aspect of RTWD 2009 was being part of a big event that promotes cycling.

First timers	Infrequent riders	Frequent riders	Very frequent riders
1. The achievement of having ridden to work (59%)	1. Being part of a big event that promotes cycling (63%)	1. Being part of a big event that promotes cycling (60%)	1. Being part of a big event that promotes cycling (59%)
2. Being part of a big event that promotes cycling (54%)	2. The publicity that the event generates about riding to work (37%)	2. The publicity that the event generates about riding to work (51%)	2. The publicity that the event generates about riding to work (55%)
3. Seeing lots of people riding to work (30%)	3. Seeing lots of people riding to work (36%)	3. Seeing lots of people riding to work (39%)	3. Allowed me to encourage new riders (43%)
4. Free breakfasts (29%)	4. The achievement of having ridden to work (29%)	4. Allowed me to encourage new riders (38%)	4. Seeing lots of people riding to work (43%)
5. The publicity that the event generates about riding to work (24%)	5. Free breakfasts (28%)	5. Free breakfasts (32%)	5. Free breakfasts (31%)

Respondents were asked to pick up to three responses.

% of all respondents in that category.

Other options: other



8. Motivations for riding by rider habit:

The two most common motivations for riding to work were physical activity and health.

First timers	Infrequent riders	Frequent riders	Very frequent riders
1. Physical activity (83%)	1. Physical activity (76%)	1. Physical activity (68%)	1. Physical activity (61%)
2. Health (75%)	2. Health (63%)	2. Health (55%)	2. Health (50%)
3. It's better for the environment (45%)	3. It's better for the environment (41%)	3. It's better for the environment (42%)	3. It's better for the environment (44%)
4. Reduced costs (36%)	4. Fun enjoyment (34%)	4. Reduced costs (40%)	4. Reduced costs (43%)
5. Fun/enjoyment (33%)	5. Reduced costs (32%)	5. Fun/enjoyment (34%)	5. Fun/enjoyment (32%)

Respondents were allowed to pick up to three responses.

% is of all respondents in that category.

Other options: I don't currently ride to work, not relying on public transport, less affected by traffic congestion, Other.



9. **Riding barriers by rider habit:**

The most common barrier to riding to work was commitments before/after work and weather.

First timers	Infrequent riders	Frequent riders	Very frequent riders
1. Weather (43%)	1. Commitments before/after work (48%)	1. Commitments before/after work (47%)	1. Nothing prevents me riding more often (51%)
2. Commitments before/after work (42%)	2. Weather (46%)	2. Weather (45%)	2. Weather (25%)
3. Lack of safe on road routes (30%)	3. Lack of safe ON road routes (24%)	3. Nothing prevents me riding more often (17%)	3. Commitments before/after work (18%)
4. Too far (28%)	4. Too far (21%)	4. Lack of safe on road routes (17%)	4. Lack of safe on road routes (15%)

Respondents were asked to pick up to three responses.

% is of all respondents in that category.

Other options: I have no desire to ride to work, Car driver's attitudes and behaviours, Inadequate lockers/showers at work, I need my car for work.



Reduced body weight and greater cardiovascular capacity were the most often cited health benefit of riding to work.

10. Health benefits by rider habit:

First timers	Infrequent riders	Frequent riders	Very frequent riders
1. Reduced body weight (51%)	1. Reduced body weight (53%)	1. Reduced body weight (53%)	1. Reduced body weight (50%)
2. Greater cardiovascular (45%)	2. Greater cardiovascular (48%)	2. Greater cardiovascular (52%)	2. Greater cardiovascular (49%)
3. Increased strength (40%)	3. Increased alertness (41%)	3. Increased alertness (45%)	3. Increased alertness (48%)
4. Increased alertness (39%)	4. Increased strength (40%)	4. Increased strength (42%)	4. Increased strength (40%)

Respondents were asked to pick up to three responses.

This question was optional. 89% of respondents answered.

Other options: Improved sleeping, Improved flexibility, Reduced sick days, Other % is of all respondents that answered in that category.





11. Greenhouse gas emissions

On RTWD 2009 event day alone, a total of 61 tonnes of CO₂ equivalent was avoided.

From the follow-up survey responses the amount of CO₂ equivalent saved over a full year by RTWD 2009 registrants is calculated. The calculation is based on data including distance to work, frequency of riding, increase in rider frequency, and conversion from car use to cycling. The full methodology is presented in the RTWD 2009 Follow-up Survey Methodology Report.

It is estimated that 2,361 tonnes of CO₂ equivalent will be saved between October 2009 and October 2010 due to changes in registrants' behaviour.

This reduction in greenhouse gases is equivalent to the annual production of 220 Victorian households. It is assumed that the average Victorian household produces around 10.7 tonnes (213,000 black balloons²) of greenhouse gas emissions each year from energy used in the home³.

² Where a balloon can hold about 50 grams of greenhouse gas

³ <http://www.saveenergy.vic.gov.au/blackballoons.aspx>, Accessed 11 April 2010