



Report on follow-up survey of  
Ride to Work Day 2006 registered participants  
26<sup>th</sup> February – 2<sup>nd</sup> March 2007

## Report on follow-up survey of Ride to Work Day 2006 registered participants 26 February – 2 March 2007

Project funded by the  
Australian Government Department of Environment and Water Resources and the  
Australian Government Department of Health and Ageing



**Australian Government**  

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**Department of the Environment  
and Water Resources**  

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**Department of Health  
and Ageing**



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**Source:**

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**Contact:**

Heidi Marfurt  
Bicycle Victoria  
Level 10, 446 Collins Street  
GPO Box 426 Collins St West, Vic 8007  
bicyclevic@bv.com.au  
Phone: 03 8636 8888 Fax: 03 8636 8800

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### Glossary

#### *First-timers on the day*

Those that indicated when registering for Ride to Work Day 2006 that they were riding to work for the first time

#### *First-timers in lead-up*

Those who indicated when registering for Ride to Work Day 2006 that they were planning to ride to work for the first time in the lead up to Ride to Work Day

#### *New riders*

Includes both those who are first timers on the day and first timers in lead up.

#### *Others*

Those 'I've ridden to work before' when registering for Ride to Work Day 2006

## **1. Executive summary**

### **1.1. Survey aims**

This survey is part of the evaluation of Ride to Work Day 2006. The aim of the event is to increase the number and frequency of trips to work by bicycle in the medium to long term. In 2006, funding from the Australian Government Department of Environment and Water Resources and the Australian Government Department of Health and Ageing made it possible to trial the event outside Victoria and to develop and test new branding and support materials in preparation for National Ride to Work Day 2007.

### **1.2. Survey methodology**

The survey methodology was identical to that used in the Ride to Work Day 2005 follow-up survey with some options for questions expanded and additional analysis of state/territory results.

### **1.3. Survey results**

The results confirmed the ongoing behaviour change impact of the event and the potential of the event as a tool for travel behaviour change. Some key results were:

- 34% of new riders (those riding to work for the first time in the lead-up or on Ride to Work Day 2006) rode to work in the survey week five months later
- 54% of those who rode for the first time in the lead-up to the event rode to work in the survey week five months later.
- 30% of those who rode to work for the first time on the event day rode to work in the survey week five months later.
- 88% of new riders reported that the event had a positive impact on their readiness to ride to work with 43% of new riders indicating that the event had influenced their decision to ride to work.
- 77% of other riders reported that the event had a positive impact with 52% indicating that the event had motivated them (to resume, continue or ride more frequently).
- 88% of respondents had either progressed in their readiness to ride to work or had maintained the riding to work habit established prior to the event
- Generally, daily circumstances such as out-of-work commitments and weather were amongst the top three most commonly cited as reasons for not doing so more often. However, the rankings do vary between states and between new riders and others.

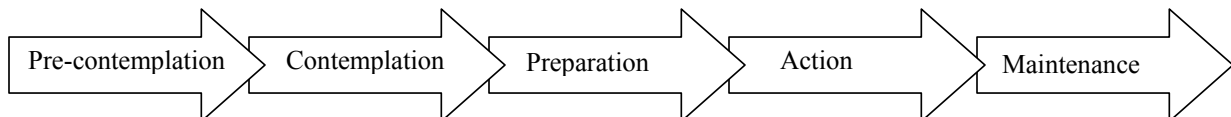
## 2. Background

### 2.1. Ride to Work Day

- Annual Bicycle Victoria event in its 13th year on 4<sup>th</sup> October 2006 in Victoria
- National involvement trialled in 2006 with participation from all states and territories.
- Hundreds of workplace breakfasts around Australia
- Community breakfasts at Federation Square in Melbourne and in regional centres for Victoria
- Community breakfasts at other state capitals and regional centers for the first time in 2006
- Extensive media coverage including print (major and local), radio and television
- Attracts thousands of participants, many riding to work for the first time
- Valuable role to play in stimulating travel behaviour change

### 2.2. Ride to Work and Beyond!

- Three-year project completed in 2006. Managed by the Victorian Department of Infrastructure and Bicycle Victoria with the Institute of Transport Studies at Monash University. Funded by the Department of Infrastructure, Victoria, TravelSmart program and the Australian Greenhouse Office
- Aim was to maximise the behaviour change impacts of the Ride to Work Day event
- As part of the project, Bicycle Victoria and the project team developed template for annual follow-up survey to measure medium-term behaviour change impact of the Ride to Work Day event
- Key reference was the Stages of Change model of behaviour change (Prochaska 1992)
- Target audience segmented on basis of engagement with the behaviour change process
- The five stages of engagement in this model are:



## 3. Survey methodology

### 3.1. Aims

- Establish whether those who registered for Ride to Work Day 2006, particularly those who were riding to work for the first time or in the lead up to the event (new riders), continued to ride to work in the medium term (five months after the event)
- Measure more subtle behaviour change impacts through questions relating to the event itself and to stages of engagement with riding to work

### 3.2. Design and implementation

- Travel mode survey of actual transport used in journey to work over five week days in the week of 26<sup>th</sup> February – 2<sup>nd</sup> March 2007
- Survey was sent via email on Thursday 1<sup>st</sup> March 2007 with an advised closing date of Wednesday 7<sup>th</sup> March.
- As an incentive to complete the survey, recipients were offered a “\$150 restaurant voucher at the restaurant of your choice”

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- Respondents received the survey at the end of the week and were asked to recall their travel over that week.
- No advance warning – to avoid bias
- See Appendix II for survey design and Appendix I for email introduction
- The survey could only be completed on line.
- Survey respondents were matched to the data they provided in their Ride to Work Day registration by name and birth date. Those that could not be matched were not analysed.
- There were only minor changes (increases in response options) and no changes in the delivery in this survey compared with the follow-up survey undertaken in 2006

### 3.3. Response rate

- Response rate of 42% (n.3692), compared with 49% (n.2762) in the March 2006 survey
- New riders comprised 20% of total respondents, the proportion of new riders in the sample population was 25%, known from registrations completed for the Ride to Work 2006 event.
- All surveys were completed on line.
- Note that more registrants supplied email addresses than in previous years (October 2003: 65%, October 2004: 62%, October 2005: 89%, October 2006:92%)

### 3.4. Response breakdown

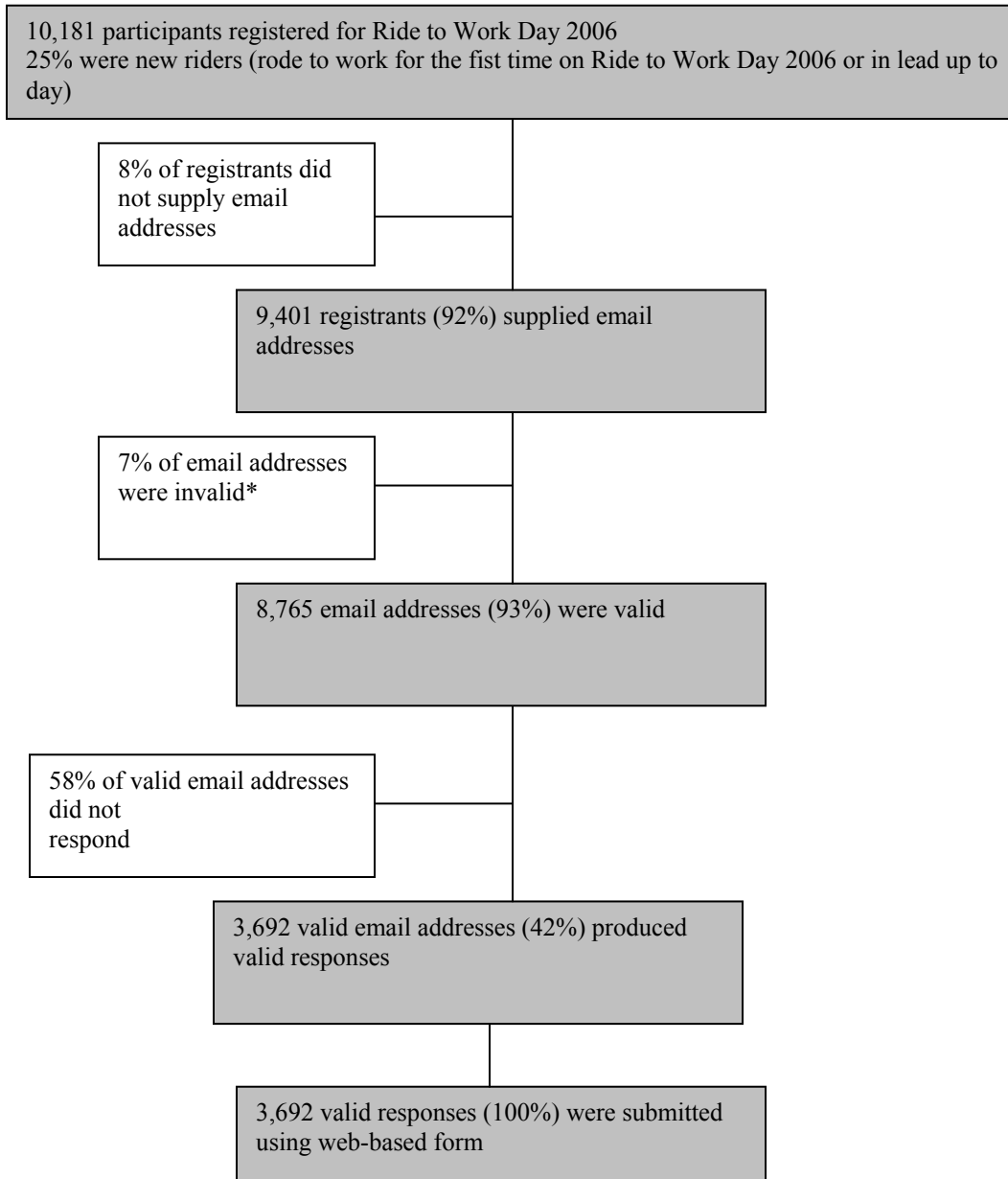
The 2007 Ride to Work Day event was a pilot for a national event.

The matched responses for this survey were predominantly from Victoria as illustrated in the table below. Where there were sufficiently large sample sizes data was generated on a state by state basis.

**Table: Number of matched survey respondents, by location**

State or territory	First-timers in lead-up	First-timers on day	Other	Grand Total
Victoria	90	516	2301	2907
New South Wales	5	53	247	305
ACT	5	27	203	235
Queensland		18	79	97
South Australia	1	13	77	91
Tasmania	1		18	19
Western Australia	1	2	16	19
Northern Territory		1	10	11
Outside Australia	1	1	4	6
<b>Grand Total</b>	<b>104</b>	<b>631</b>	<b>2955</b>	<b>3690</b>

**Registrants and respondents**  
**Ride to Work Day 2006 follow-up survey, 26<sup>th</sup> Feb – 2<sup>nd</sup> Mar 2007**

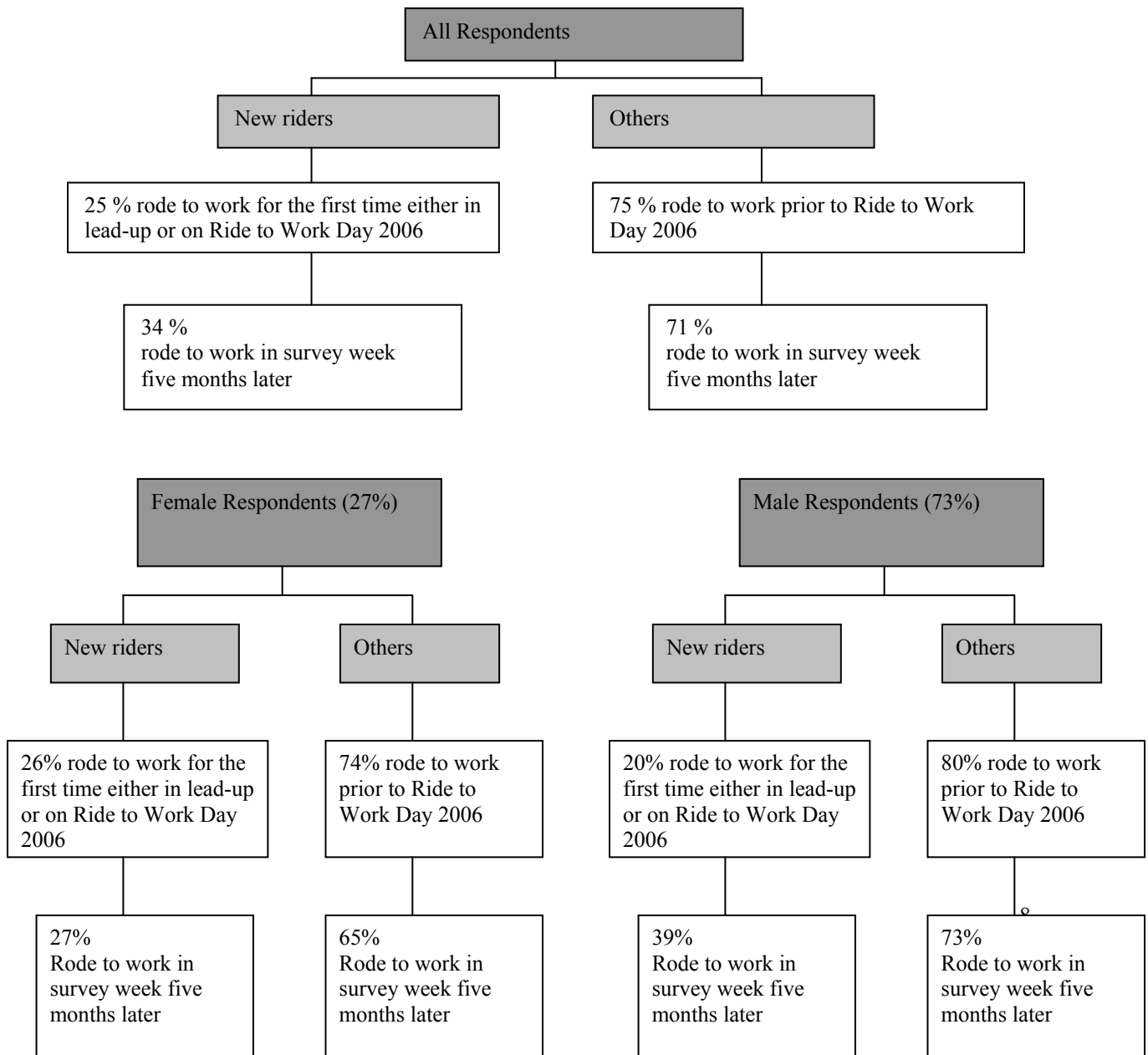


\* Reasons that email addresses were invalid include: typographical errors, changes in respondents email account, Spam filters

## 4. Travel behaviour

### 4.1. Rode to work in survey week

- 34% of new riders (those riding to work for the first time in the lead-up or on Ride to Work Day 2006) rode to work in the survey week five months later
- 54% of those who rode for the first time in the lead-up to the event rode to work in the survey week five months later.
- 30% of those who rode to work for the first time on the event day rode to work in the survey week five months later.
- 27% of female new riders were still riding in the survey week and an impressive 39% of male new riders were still riding
- 71% of those who rode prior to the event rode to work in the survey week

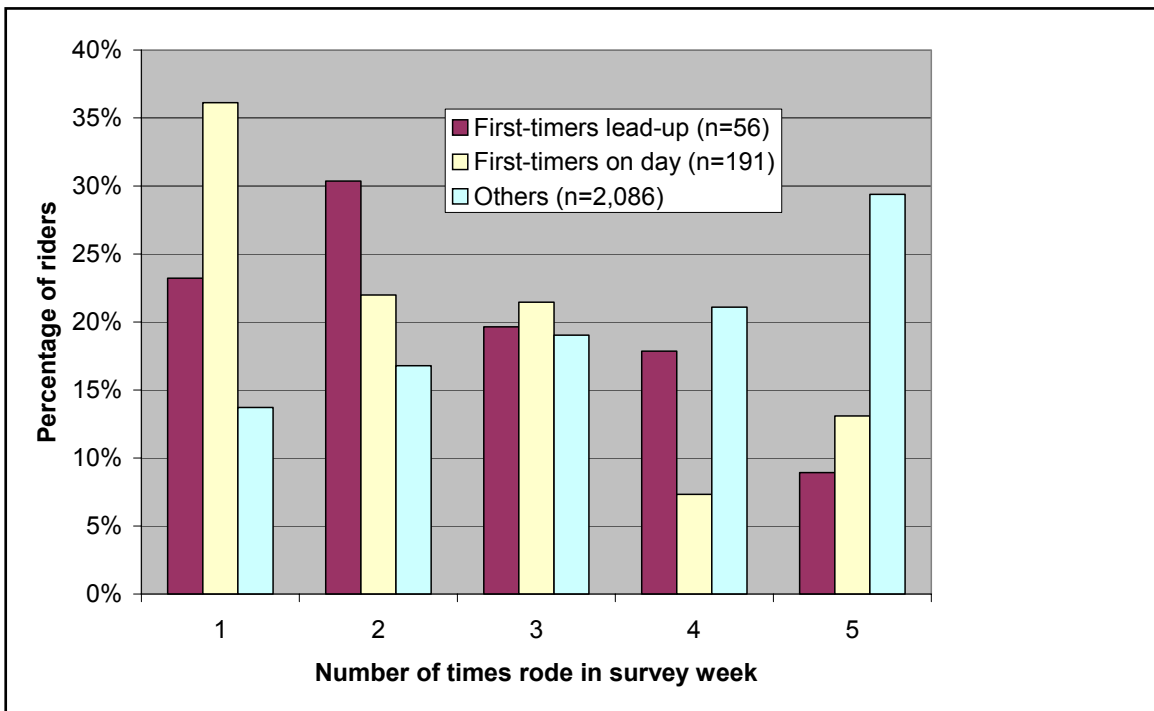


#### 4.2. Frequency of riding in survey week

Average frequency of riding to work in the survey week was 1.4 days for first-timers in lead-up and 0.7 for first-timers on the day and 2.4 days for others.

Of those who reported riding in the survey week, the average frequency was 2.6 days for first-timers in lead-up and 2.4 for first-timers on the day and 3.4 days for others.

**Graph: Frequency of riding in survey week (does not include non riders)**



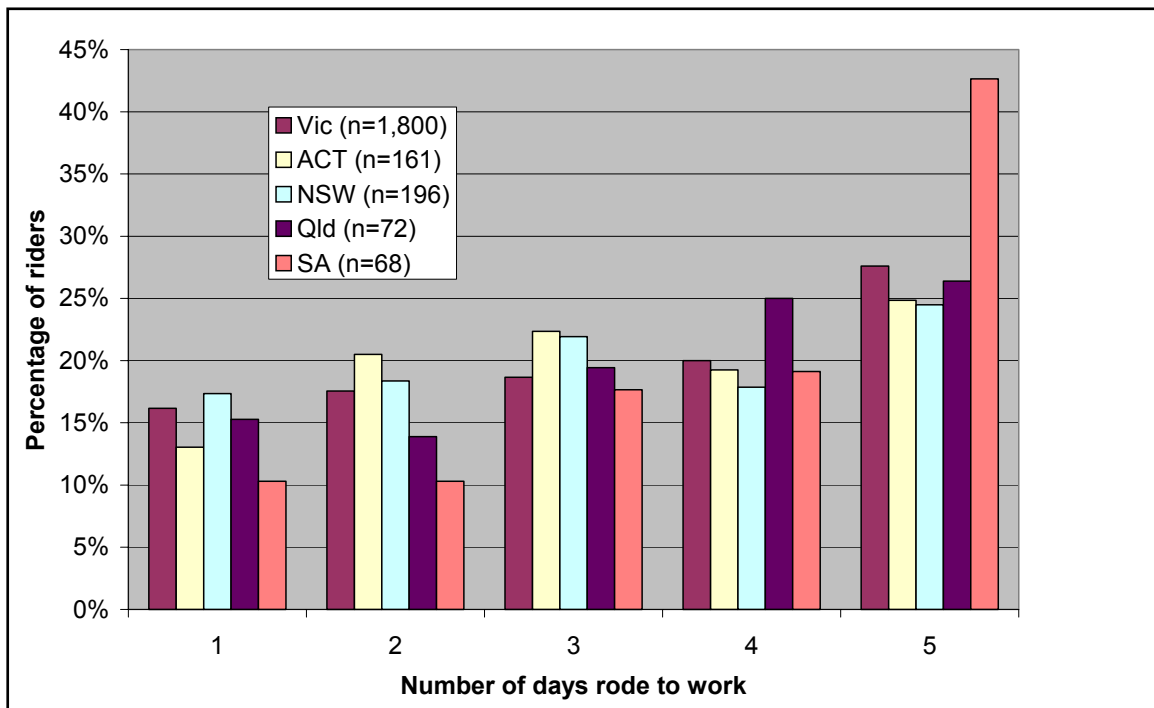
### 4.3. Riding behaviour and state

Of those who rode to work, the weekly average riding by state is:

State	Vic	ACT	NSW	Qld	SA
Sample size	1,800	161	196	72	68
Average times ridden per week	3.3	3.2	3.1	3.3	3.7

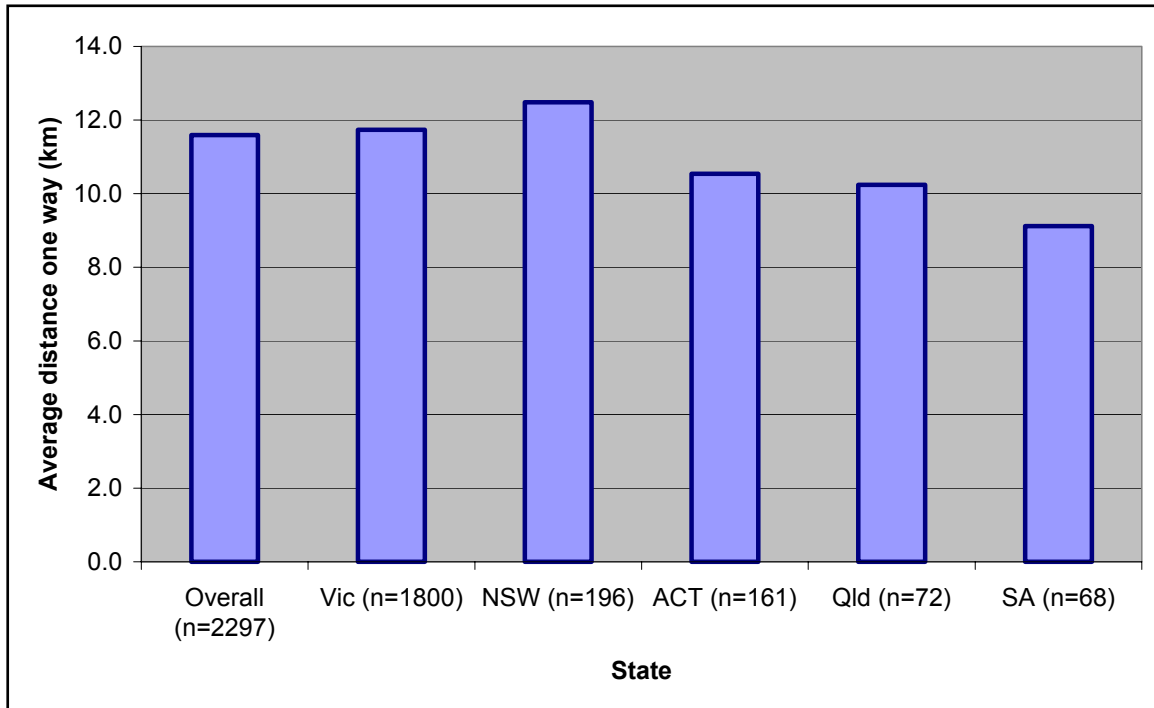
Other states were not included as their sample size was not significant enough to provide data.

**Graph: Frequency of riding in survey week (does not include non riders)**



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The average distance ridden to work (one way) across the whole sample was 11.6 km. The maximum and minimum distances show a wide variation in distances riders are prepared to travel by bike. This suggests that distance is not the main factor determining whether regular riders ride to work, however it still may be a deterrent for new riders; this is reinforced by the survey question relating to perceived barriers (see Section 8).



**Graph of average distance from home to work (one way)**

#### 4.4. Engagement with the behaviour change process

Participants were asked to select a statement which best described the extent of their readiness to ride to work. They were asked to do this for the time of the survey (March 2007) and also retrospectively for March 2006.

These responses were then matched to a corresponding stage in behaviour change as follows:

Statements shown to respondents	Behaviour change stage
I am not even considering riding to work	Pre-contemplation
I am thinking about riding to work but am not ready to give it a go	Contemplation
I am doing things to get myself ready for riding to work	Preparation
I have tried riding to work once or twice	Action
I am riding to work infrequently (less than once a week)	Maintenance B
I am riding to work fairly regularly (at least once a week)	Maintenance A

Comparing results for March 2006 and March 2007, responses were classified as:

Progression	e.g. from Preparation to Maintenance A
No progression – riding maintained	e.g. from Maintenance B to Maintenance B
No progression – not riding	e.g. from Contemplation to Contemplation

#### MARCH 2007

MARCH 2006

	Pre-contemplation	Contemplation	Preparation	Action	Maintenance B	Maintenance A
Pre-contemplation						
Contemplation					PROGRESSION	
Preparation	NO PROGRESSION – NOT RIDING					
Action						
Maintenance B						
Maintenance A						

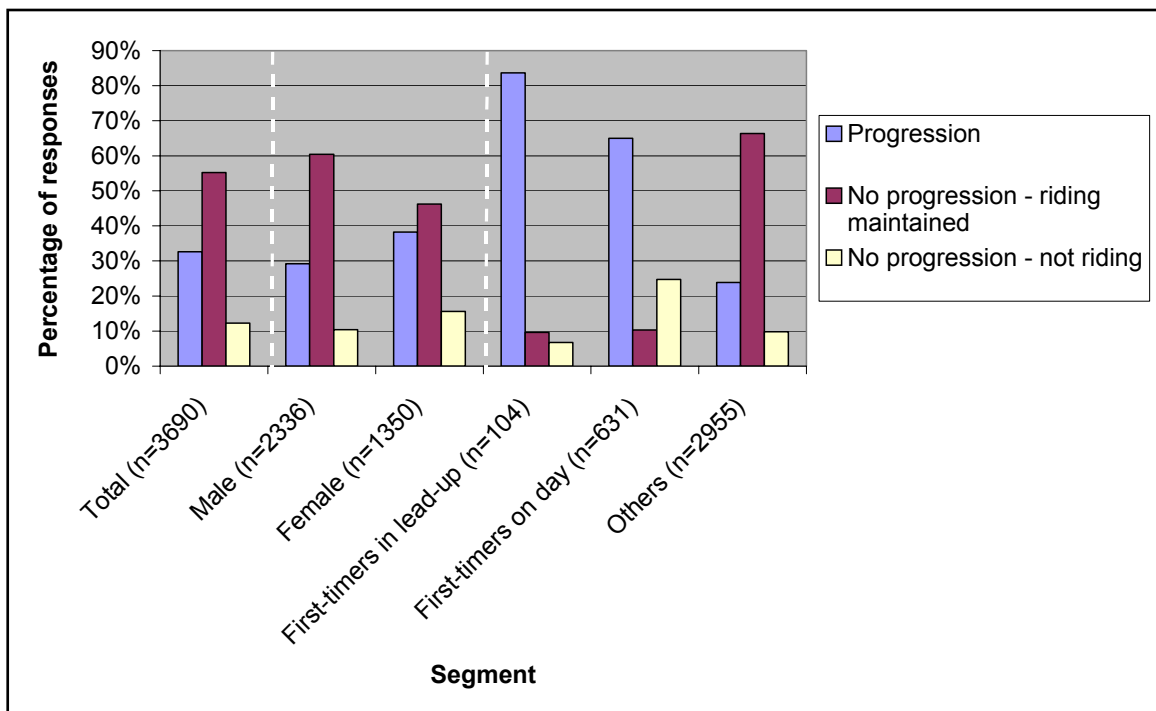
NO PROGRESSION – RIDING  
MAINTAINED

88% of respondents had either progressed over the year or had maintained the riding to work habit  
33% of respondents had progressed in their engagement with riding to work; 68% of new riders indicated that they had progressed.

The 'no progression- riding maintained' category represents those who rode before the event, hence the higher percentage of males (see page 10).

A higher proportion of females than males progressed.

**Graph: extent of change: March 2006 to March 2007**



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The following table indicates the breakdown of the actual results (removing those that had no progression-riding maintained):

March 2007 →	Pre contemplation	Contemplation	Preparation	Action	Maintenance B	Maintenance A
March 2006 ↓						
Pre-contemplation	7%	4%	3%	4%	5%	8%
Contemplation	1%	3%	3%	4%	4%	9%
preparation	0%	0%	0%	2%	2%	5%
Action	1%	0%	1%	5%	3%	4%
Maintenance B	1%	0%	1%	1%		14%
Maintenance A	2%	1%	2%	1%		

Where sample size = 1654

	<b>Progression</b>	e.g. from Preparation to Maintenance A
	<b>No progression – riding maintained</b>	e.g. from Maintenance B to Maintenance B
	<b>No progression – not riding</b>	e.g. from Contemplation to Contemplation

## 5. Self reported impact of the event

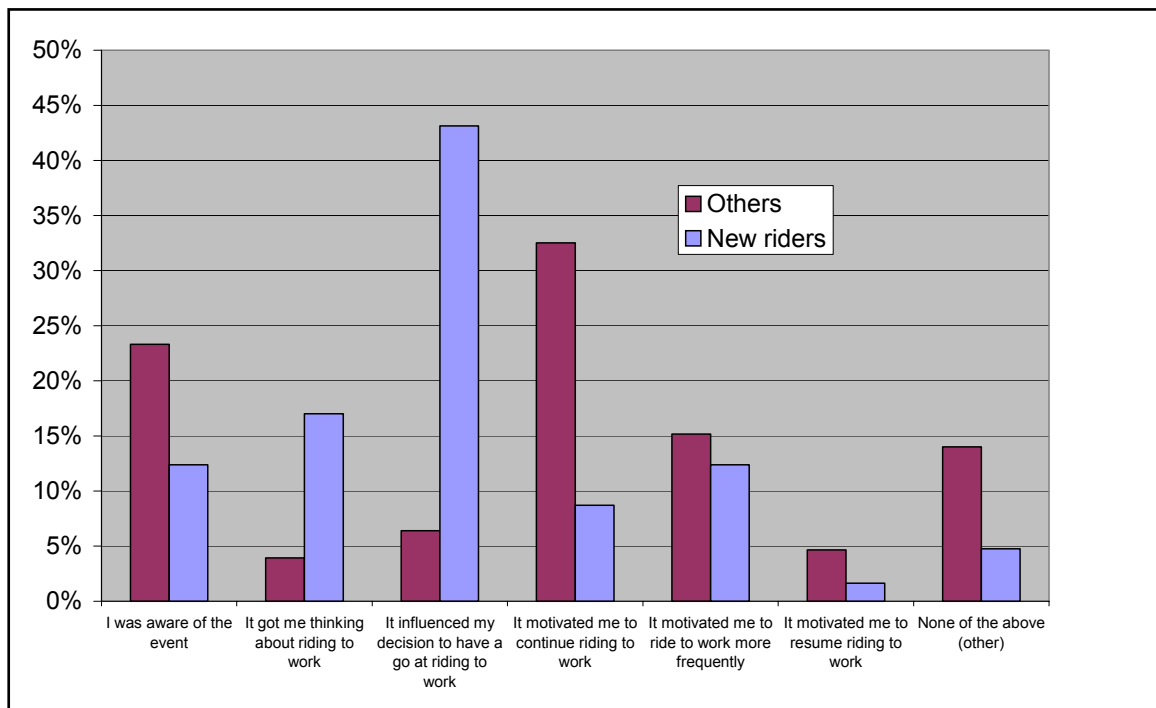
88% of new riders reported that the event had a positive impact on their readiness to ride to work with 43% of new riders indicated that the event had influenced their decision to ride to work.

77% of other riders reported that the event had a positive impact with 52% indicating that the event had motivated them (to resume, continue or ride more frequently).

The options and coded responses were:

- I was aware of the event (aware of event)
- It got me thinking about riding to work (it got me thinking about riding to work)
- It influenced me decision to have a go at riding to work (either on the day of the event or soon after) (it influenced my decision to ride to work)
- It motivated me to continue riding to work (It motivated me)
- It motivated me to ride to work more frequently (It motivated me)
- It motivated me to resume riding to work (It motivated me)
- None of the above (other)

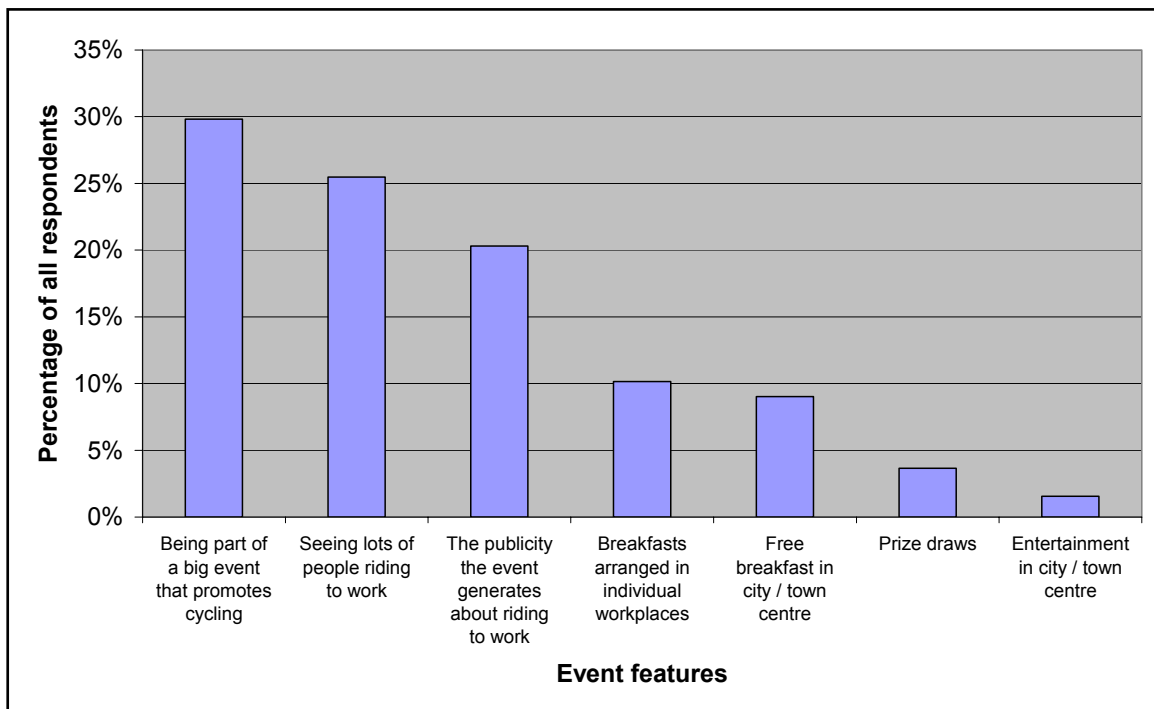
**Graph: Self reported impact of the event**



### 5.1. Value of event features

The motivation to be 'part of a large event', in particular one that 'promotes cycling' was a substantial motivator according to respondents. Prize draws and entertainment were less common reasons for participation.

**Graph Reported value of event features (ranked)**

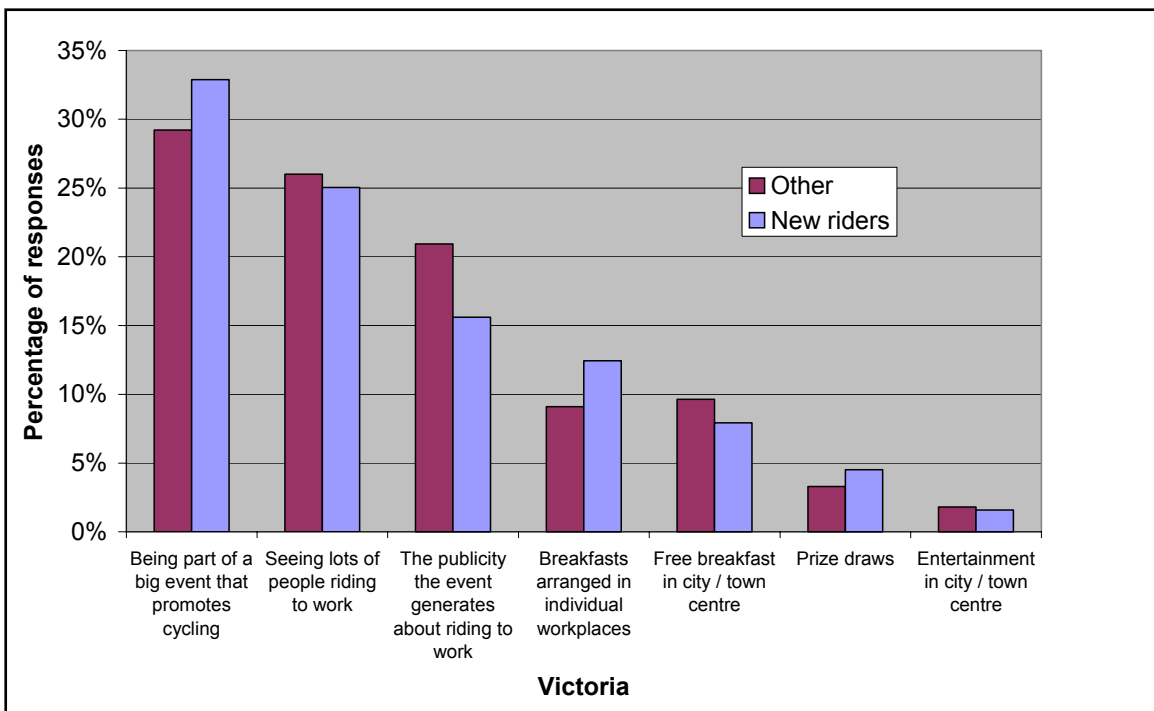


## 5.2. Value of event features by segment

The importance of ‘being part of a big event...’ and ‘seeing lots of people riding to work’ were rated highly regardless of location.

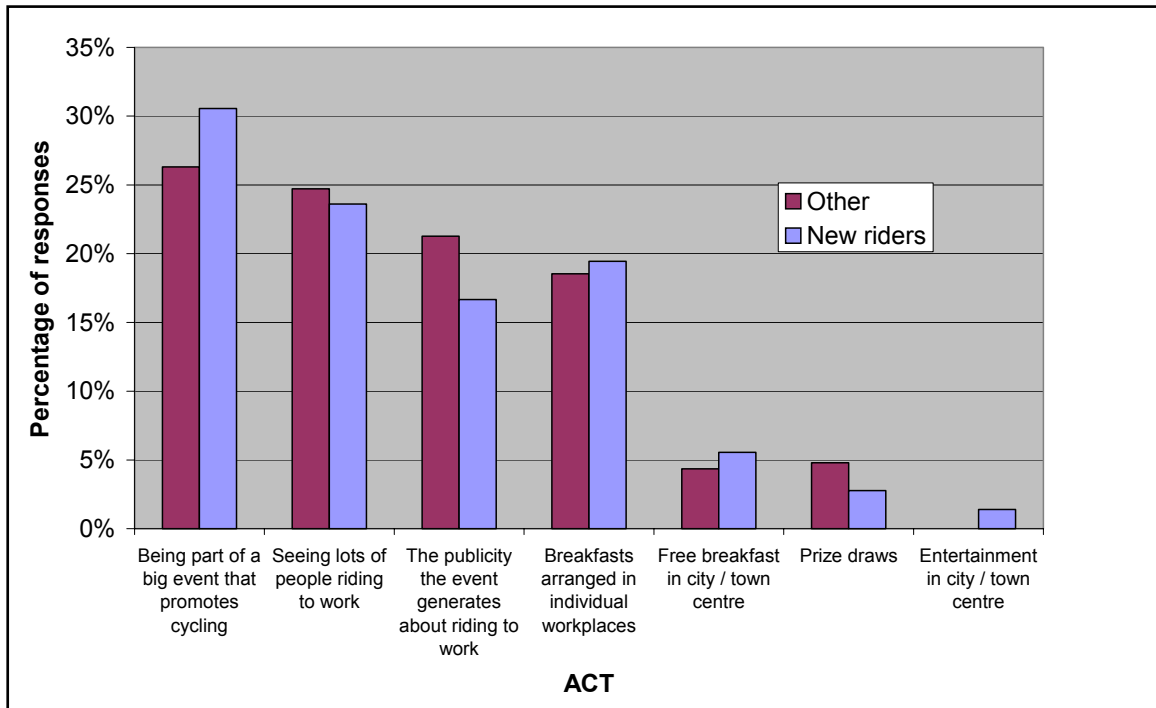
Across the states the importance of event elements was similar for new riders and others, although new riders were more strongly motivated by being part of a big event and others were comparatively more interested in the event publicity. Seeing lots of people riding to work was ranked second by both others and new riders. The states/territories featured in the graphs below (ACT, NSW and Queensland) are those with higher participation levels.

**Graph: Reported values of event features (Victoria: others and new riders)**



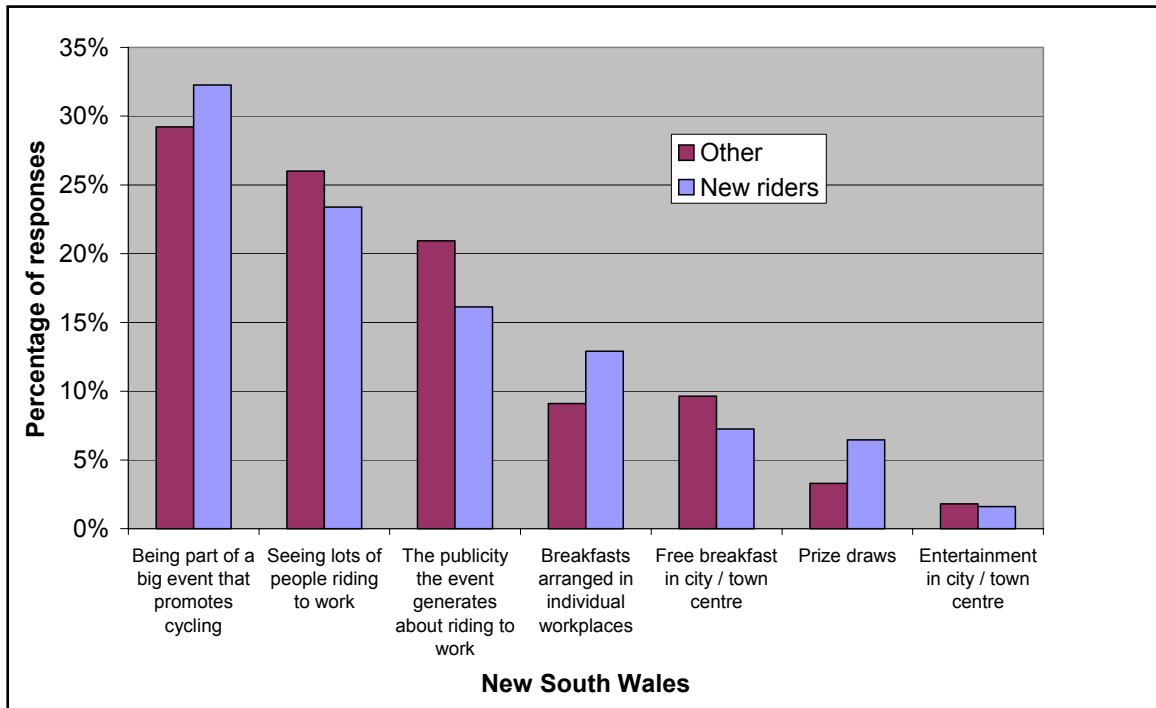
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**Graph: Reported values of event features (ACT: others and new riders)**

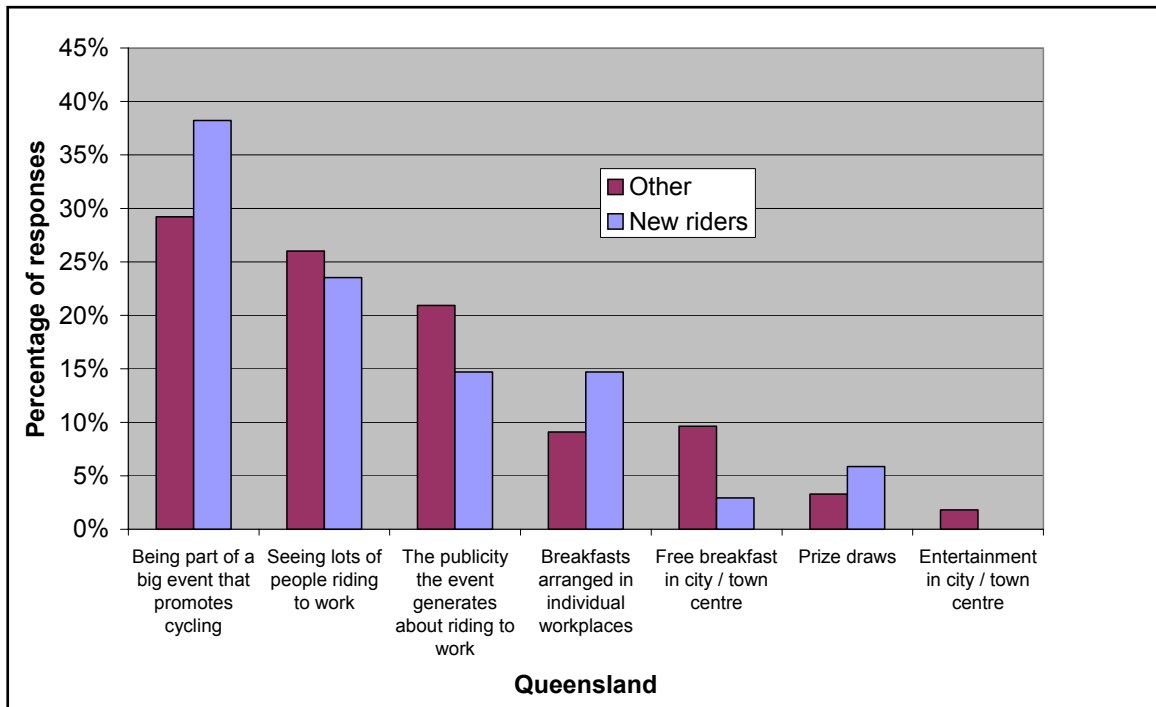


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**Graph: Reported values of event features (NSW: others and new riders)**



**Graph: Reported values of event features (Queensland: others and new riders)**



## 6. Perceived barriers

Generally daily circumstances such as out-of-work commitments and weather were in the top three most commonly cited as reasons for not riding to work or not riding to work more often. However the rankings do vary between states and between new riders and others.

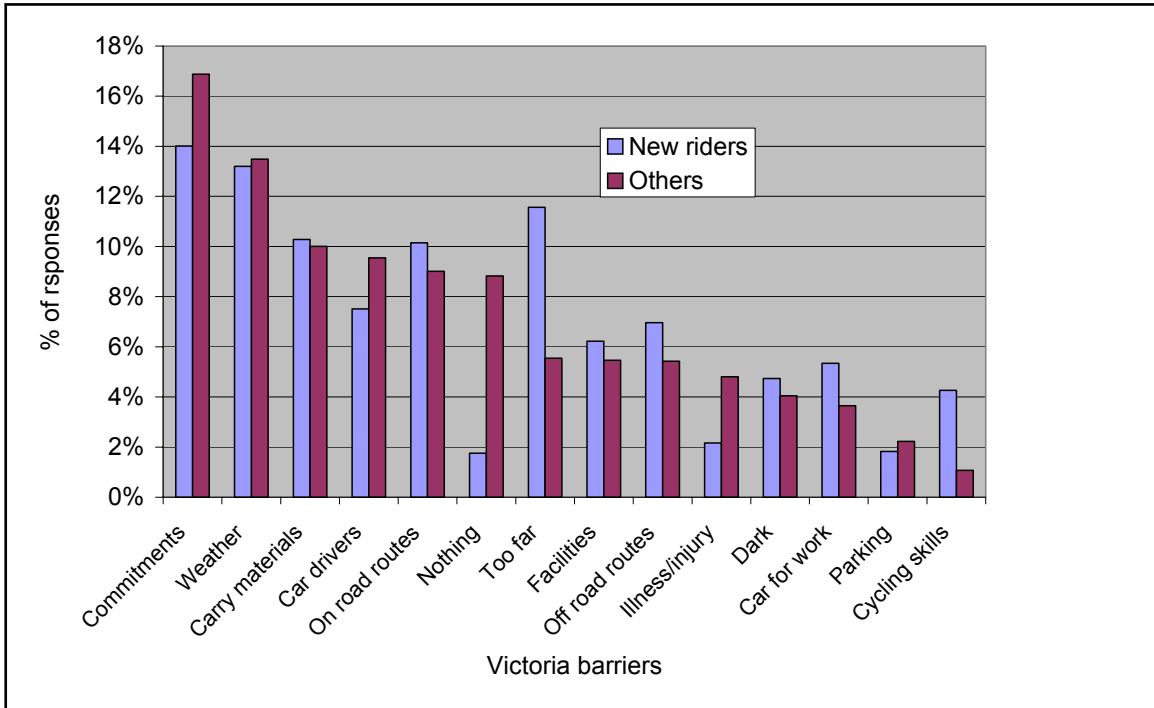
There were a few differences between new riders and other responses around the issues of distance and cycling skills, with new riders generally finding these a greater barrier than others.

Where the full answers were:

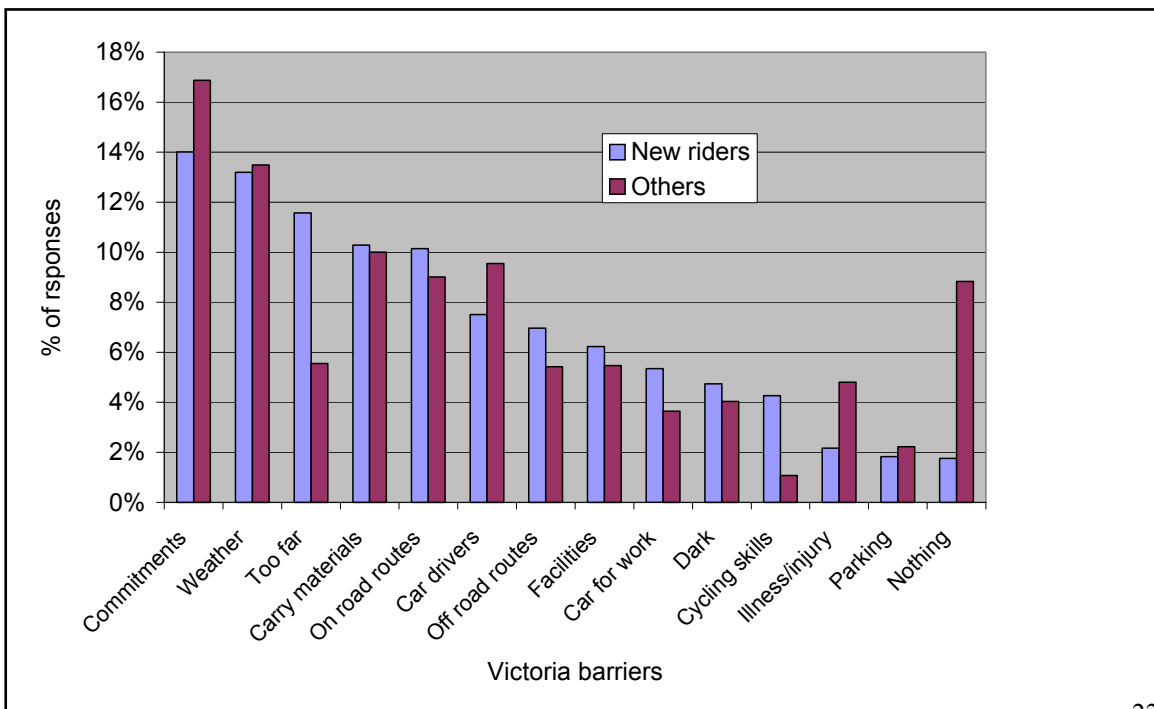
- Commitments: Commitments before or after work
- Weather: Weather (heat/cold/rain)
- Carry materials: need to carry materials for work
- Car drivers: car drivers attitudes and behaviour
- On road route: Lack of safe on-road routes to ride to work
- Facilities: Inadequate locker and shower facilities at work
- Too far: Too far to ride regularly
- Dark: don't like to ride in the dark
- Off road route: Lack of safe off-road routes to ride to work
- Parking: Inadequate bike parking facilities at work
- Cycling skills: Don't feel confident about my cycling skills in traffic
- Car for work: need my car for work
- Illness/injury
- Nothing: nothing prevents me
- Other: user specified response

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**Graph: Reported barriers to riding to work more often: Victoria (ranked others)**

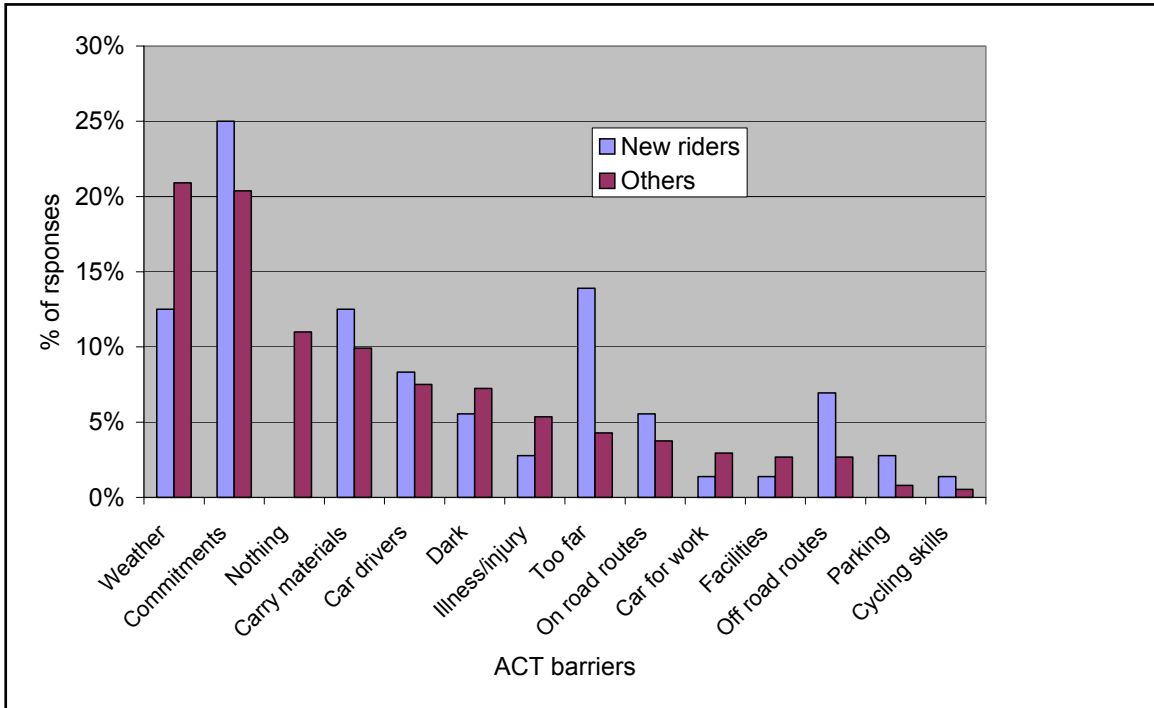


**Graph: Reported barriers to riding to work more often: Vic: (ranked new riders)**

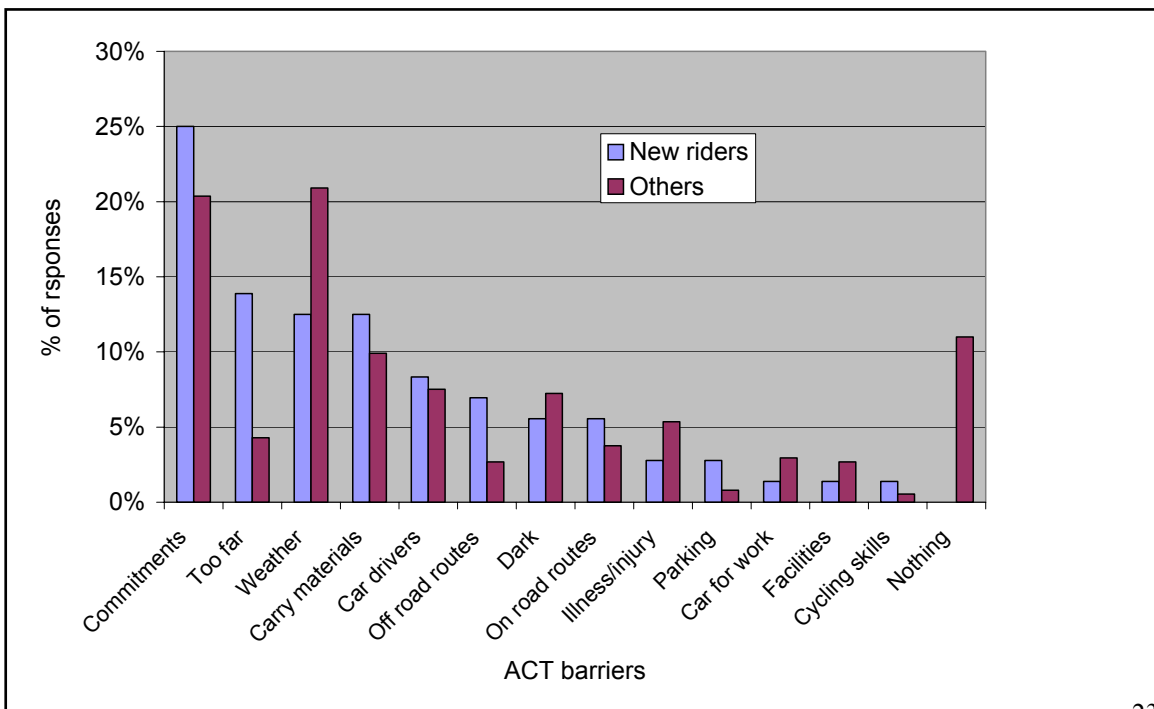


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**Graph: Reported barriers to riding to work more often: ACT (ranked others)**

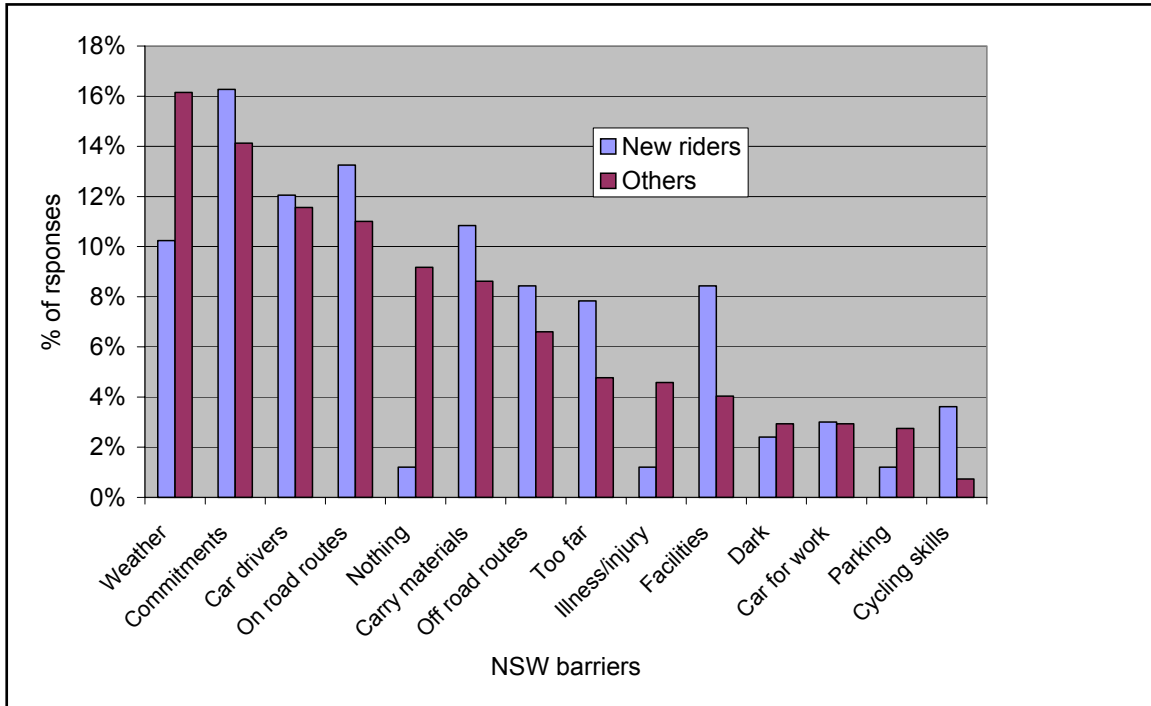


**Graph: Reported barriers to riding to work more often: ACT (ranked new riders)**

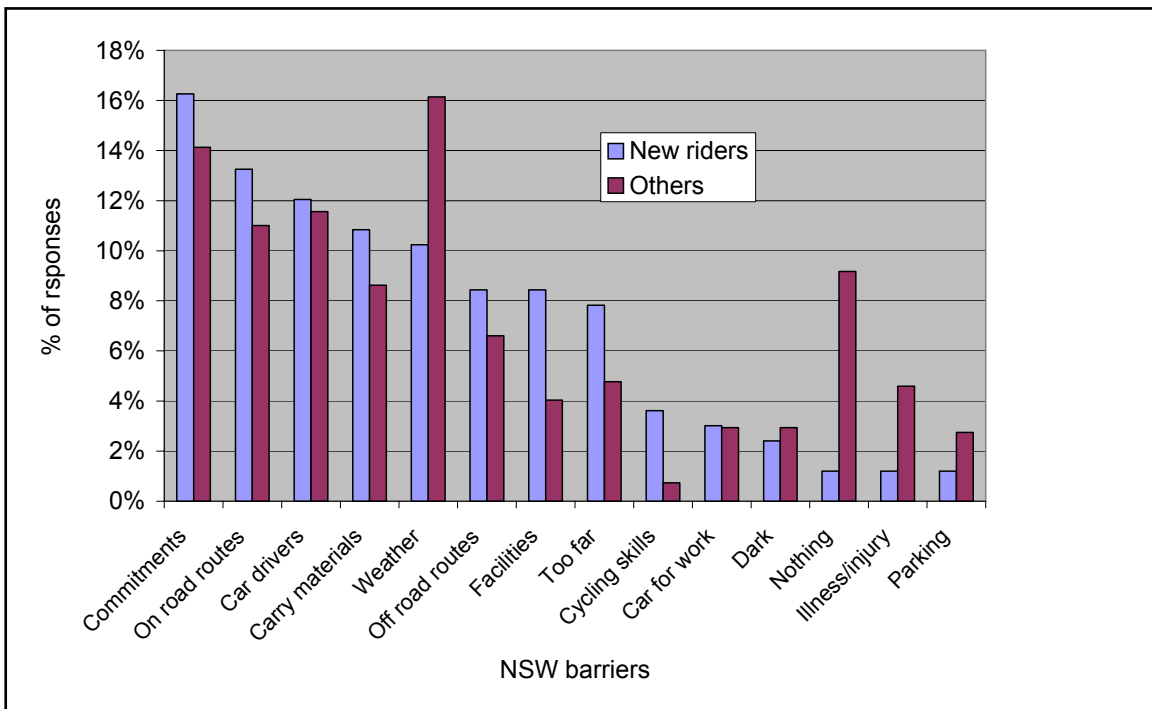


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**Graph: Reported barriers to riding to work more often: NSW (ranked others)**

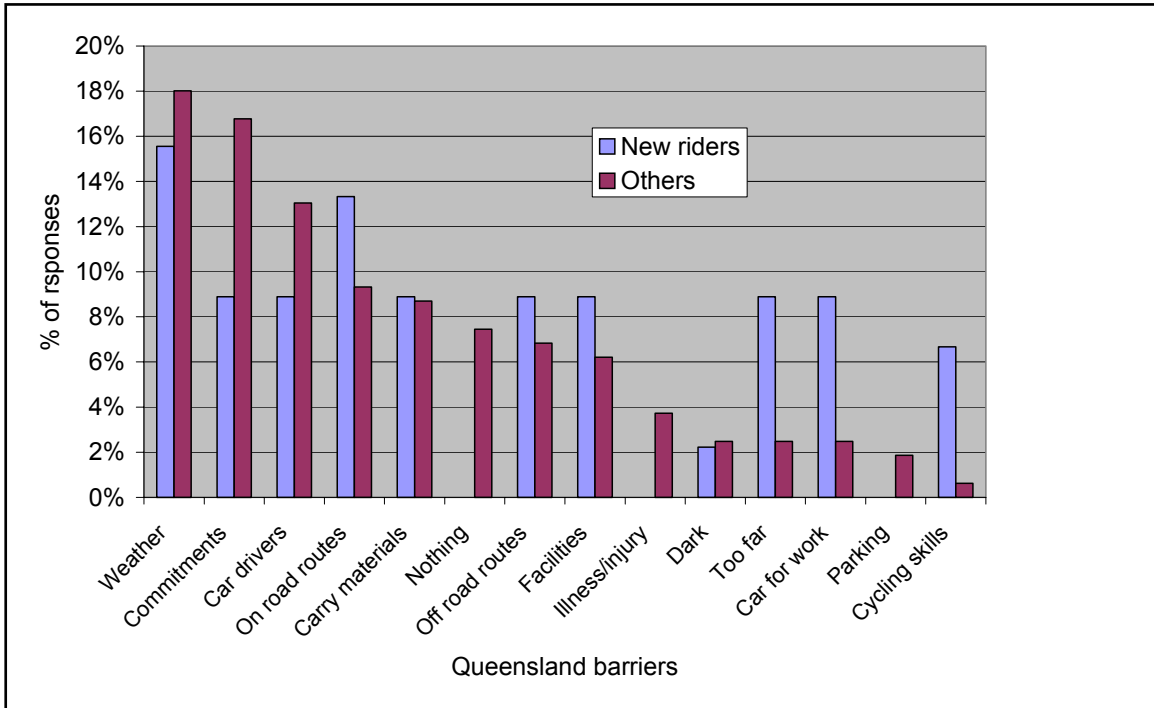


**Graph: Reported barriers to riding to work more often: NSW (ranked new riders)**

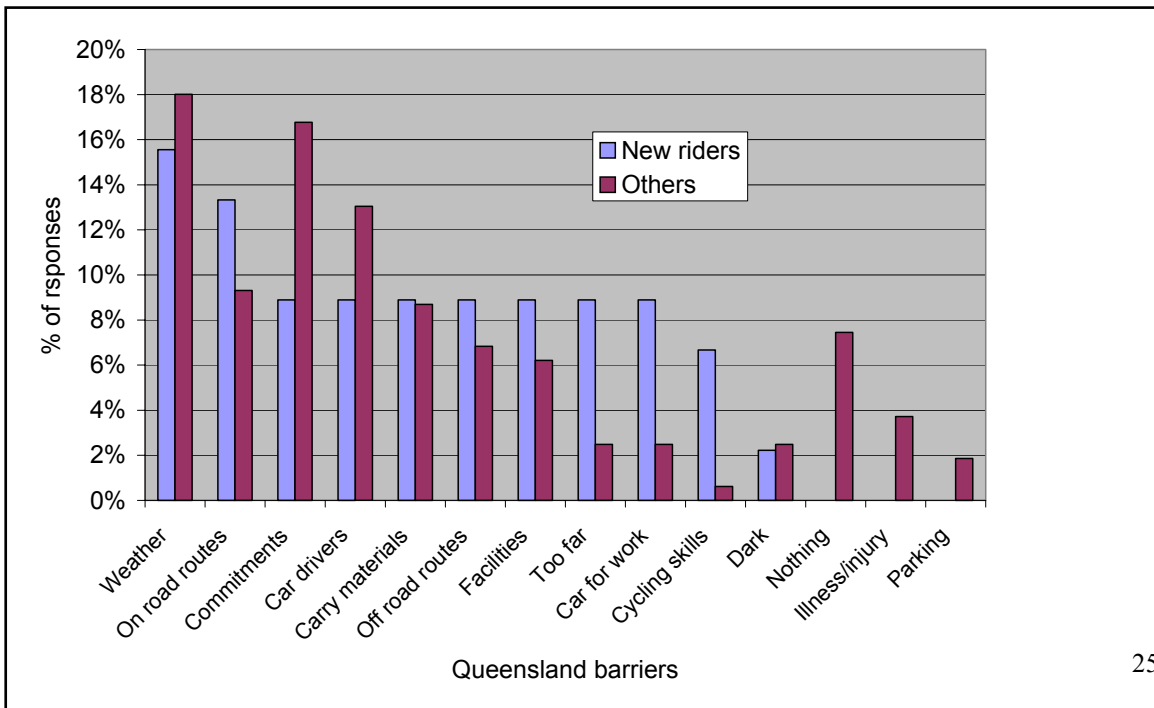


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**Graph: Reported barriers to riding to work more often: Qld (ranked others)**



**Graph: Reported barriers to riding to work more often: Qld (ranked new riders)**



## 7. Conclusions

### 7.1. Behaviour change impact

- The survey showed that 34% of those who rode to work for the first time on Ride to Work Day 2006 or in the lead up to the event were still riding to work five months later. This is an encouraging result which highlights the potential of the event as a tool for travel behaviour change.
- 88% of new riders reported that the event had a positive impact on their readiness to ride to work with 43% of new riders indicated that the event had influenced their decision to ride to work.
- 77% of other riders reported that the event had a positive impact with 52% indicating that the event had motivated them (to resume, continue or ride more frequently).
- Questions designed to measure engagement with behaviour change indicated that 88% of respondents had either progressed over the year or had maintained the riding to work habit.

### 7.2. Event components

The motivation to be ‘part of a large event that promotes cycling’ and ‘seeing lots of people riding to work’ were a substantial motivators according to respondents. ‘Prize draws’ and ‘entertainment in the city/town centre’ were less important.

### 7.3. Barriers to ongoing behaviour change

Generally, daily circumstances such as out-of-work commitments and weather were in the top three most commonly cited as reasons for not riding to work or not riding to work more often. Concerns about on-road routes and drivers also featured in responses to this question. Follow-up qualitative research about tolerance levels and relationship between actual and perceived barriers would help to draw more meaning out of these results. Also, further studies could be carried out to further determine the differences in barriers between the states.

## 8. References and related reports

Bicycle Victoria, December 2006, Ride to Work Day 4 October 2006 Post-event Report:  
<http://www.bv.com.au/file/file/RTWD%202006%20final%20Report.pdf>

Bicycle Victoria, Follow-up survey of registrants from Ride to Work Day 2005 (pdf)  
<http://www.bv.com.au/file/file/RTW/RTWD%202005%20March%20Survey%20report%20final.pdf>

Prochaska, J.O. and Di Clemente, C.C. (1992) Stages of Change and the modification of problem behaviors. In M. Hersen, R.M. Eisler and P.M. Miller (Eds) Progress in behaviour modification. Sycamore: Sycamore Press

*Note: all Ride to Work Day reports are published on [www.ride2work.com.au](http://www.ride2work.com.au)*

## 9. List of appendices

- I Survey introduction
- II Survey