



# City of Toronto Cycling Study

Tracking Report (1999 and 2009)





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## Background and Purpose

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- In 1999, as part of its Cycling Master Plan, the City of Toronto conducted research to measure public opinion on issues related to cycling. At the time the research was conducted the City had just recently been amalgamated and the survey provided helpful information about the state of cycling in the City's four transportation districts.
- The 2009 survey is primarily a repeat of the 1999 survey. The overall purpose of the survey is to understand changes in the prevalence and attitudes toward cycling in the City over the past 10 years.



## Research Objectives

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**Specifically, this survey was administered to achieve the following key objectives:**

- Track the incidence of bicycle ownership among households;
- Establish the prevalence of utilitarian and recreational cyclists in Toronto in 2009 and compare to 1999 results;
- Determine shifts in attitudes towards, and concerns about, cycling facilities and infrastructure in the City;
- Identify barriers to cycling and improvements to encourage more cycling;
- Track the prevalence and willingness of cyclists to combine biking and public transit; and
- Assess the awareness of City of Toronto cycling programs/initiatives.



## Research Methodology

- As in 1999, a 15-minute survey was administered by telephone to a random and representative sample of 1,000 Toronto residents, 15 years of age or older.
- The sample was divided equally between the city's four districts. The breakdown by district and associated margins of error are listed below:

		Sample Size (N)	Margin of Error
District 1	Central Toronto	250	+/-6.2%
District 2	Etobicoke	250	+/-6.2%
District 3	North York	250	+/-6.2%
District 4	Scarborough	250	+/-6.2%
<b>Total</b>		<b>1000</b>	<b>+/-3.1%</b>

- The overall data has been weighted to reflect the population of the City of Toronto by age, gender and region.
- The survey was conducted between June 16-26 and August 19-25, 2009. The survey was suspended during the labour union strike by City workers (July 2009) in order to avoid any potential bias of the results. It is also important to note that the survey was completed prior to a high-profile cycling fatality that occurred on August 31, 2009 in Toronto.



## Reporting Conventions

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The following terms and symbols have been used to assist in the interpretation of findings. The classification of utilitarian, recreational and non-cyclists was taken from the 1999 study:

- **Cyclists** - those who ride a bike for utilitarian and/or recreational purposes
- **Utilitarian cyclists** - those who ride a bike for utilitarian purposes such as commuting to work or school, running errands, going shopping or visiting friends. Utilitarian cyclists may also ride their bicycle for recreation or fitness purposes
- **Recreational cyclists** - those who ride a bicycle for recreation or fitness purposes only
- **Non-cyclists** - those who do not own or ride a bicycle.
- **City of Toronto** - this includes North York, Scarborough, Etobicoke, Toronto, York and East York.
- **District** - there are four districts in Toronto, comprising of North York, Scarborough, Etobicoke and Central Toronto. Central Toronto is made up of Toronto, York and East York.

### Reporting Significant Differences

- When comparing data between 1999 and 2009 the following symbols have been used:

 Indicates a result that is significantly higher than reported in 1999

 Indicates a result that is significantly lower than reported in 1999

- When comparing data between sub-groups (e.g. districts) in the 2009 survey:

 Indicates a results that is significantly higher than the average

 Indicates a results that is significantly lower than the average



## Executive Summary







# Executive Summary

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## Incidence of Cycling in Toronto

- Toronto has seen a small, but significant increase in cycling over the past 10 years. The number of cyclists in Toronto increased 6% between 1999 and 2009 (from 48% to 54%).
- Moreover, the increase can be attributed to more people cycling for practical day-to-day purposes. The number of cyclists that can be classified as “utilitarian” meaning they either commute to work or school by bike or they bike for the majority of their errands or visits to friends increased 9% between 1999 and 2009 (from 20% to 29%).
- While the increase in utilitarian cycling occurred principally outside of the downtown core, Central (or downtown) Toronto still houses the highest numbers of utilitarian cyclists (36%).
- One in four (25%) Toronto residents classify themselves as recreational cyclists; that is they cycle purely for leisure or fitness. This is down marginally from 1999 (28%) because more cyclists have expanded their cycling to include utilitarian cycling.

### Perceptions of Cycling in Toronto

- The perception among both cyclists and non-cyclists is that the quality of cycling (including routes and facilities) in Toronto is better than it was 10 years ago. However, when asked to rate the quality of cycling routes and facilities in the city today, scores are the same, or in some cases, directionally lower than there were reported 10 years ago. Cyclists in particular are marginally more critical of cycling infrastructure.
- It is likely that this disconnect is being driven by the growth of cycling in the City. There is greater access to cycling than there was 10 years ago and thus people are cycling more. With this comes a new set of expectations for the city to do even more to ensure that cyclists and motorists alike are safe.
- Safety on roads remains the public's principal concern about cycling. While significantly more cyclists are comfortable biking on major roads with and without bike lanes than 10 years ago, still only one-third of cyclists say they are comfortable biking on major roads without bike lanes.
- Cyclists and non-cyclists agree that having more bike lanes on streets and separating bike lanes from car traffic would have the greatest impact on improving cycling in the city.



## Executive Summary Cont'd

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- Improvements in safety-related infrastructure such as more bike lanes, paths and safer road conditions hold the greatest potential to move people from recreational cycling to cycling as their primary mode of transportation.
- The data suggests that up to 40% of recreational cyclists could be motivated to cycle to work or school regularly, half of whom would do so if biking to work/school were safer than it is now.

### Cycling Behaviour and Facilities

- While there has been little change in seasonal cycling since 1999, there is potential to boost winter cycling by a small percentage by making sure bike lanes and paths are cleared more frequently so they are safer to use.
- One third of cyclists report combining biking and public transportation at some point in time. Secure bike parking at subway stations and bike rental stations close to transit terminals appear to be a means of encouraging this. Bike rentals are also likely to motivate three in ten non-cyclists to cycle somewhat/more often.



## Detailed Results

Note: Due to rounding, some total values may not equal 100%





## Incidence of Cycling in Toronto

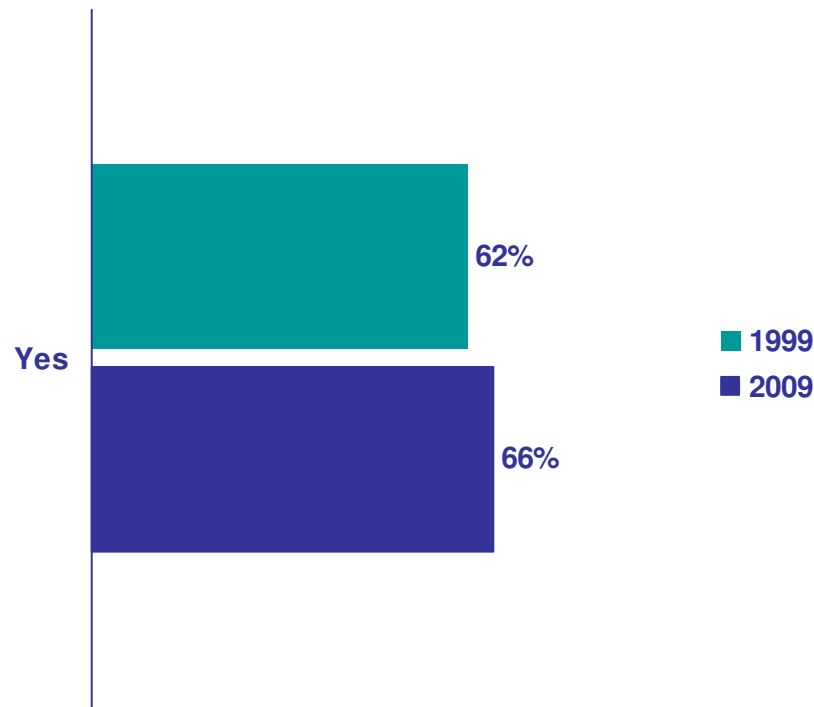




# Household Bicycle Ownership

There has been no increase in the number of households with bicycles since 1999.

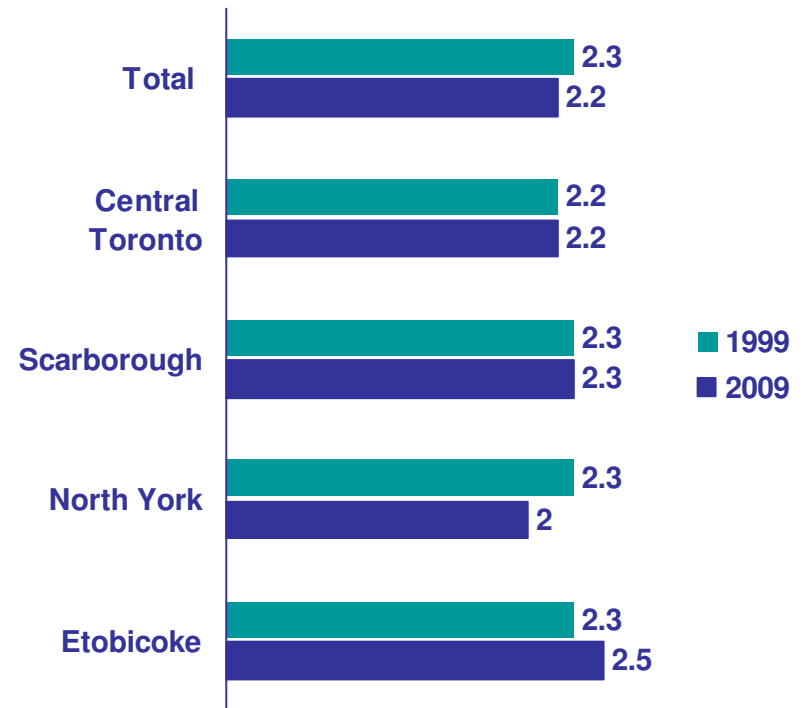
### Household with Bicycles



Q.2. Do you or does anyone in your household own a bicycle?

Base: 1999 – All respondents n = 1001  
2009 – All respondents n=1000

### Average # of Bikes per HHL D



Q.3. How many bikes are there in your household?

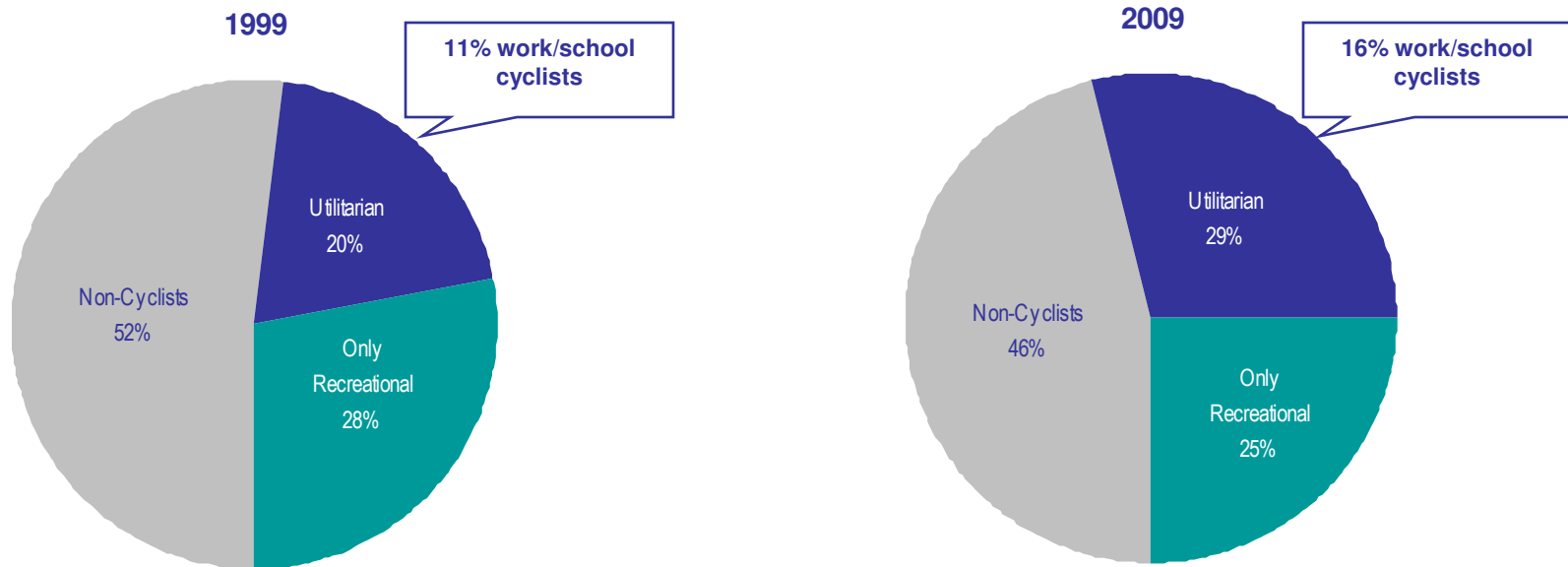
Base: 1999 – HHLDs that own bikes n = 618

2009 – HHLDs that own bikes n =657; HHLDs that own bikes in...Central Toronto n= 169, Scarborough n= 161, North York n= 169, Etobicoke n= 158



# Toronto Cyclist Classification

However, there are more cyclists in Toronto than ten years ago (48% in 1999 to 54% in 2009) and a significantly higher number of utilitarian cyclists (20% in 1999 to 29% in 2009). More residents report commuting to work or school by bike, than in 1999 (11% in 1999 to 16% in 2009).



Q.9. Do you personally ride a bike in good weather for any of the following reasons?  
(READ LIST, ACCEPT ALL THAT APPLY) (IF MENTION 'to go to work', 'to go to school' or 'to go shopping' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST)

Base: 1999 – All respondents n= 1001  
2009 – All respondents n= 1000

NOTE: Percentages shown in chart are the result of a hierarchical categorizing procedure – those who cycle for recreational purposes only, were categorized as recreational cyclists. Those who cycle for recreational and utilitarian purposes were categorized as utilitarian cyclists.



# Toronto Cyclist Classification – by District

Between 1999 and 2009 there has been a significant increase in the number of cyclists in all districts except for Central Toronto in 2009. Despite this, Central Toronto continues to have the highest proportion of utilitarian cyclists in the City.

	Total		Etobicoke		North York		Scarborough		Central Toronto	
	1999	2009	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001	n=1000	n=250	n=250	n=250	n=250	n=250	n=250	n=250	n=250
	%	%	%	%	%	%	%	%	%	%
<b>Utilitarian Cyclists</b>	20	29	15	26	11	25	14	22	30	36
<b>Recreational Cyclists</b>	28	25	32	29	33	26	32	28	21	22
<b>Non-Cyclists</b>	52	46	53	45	56	49	54	49	49	42

Q.9. Do you personally ride a bike in good weather for any of the following reasons? To go to work, to go to school, to go shopping, run errands, or go visiting, or for recreation or fitness?

Base: 1999 – All respondents n = 1001, each region n=250  
 2009 – All respondents n = 1000, each region n=250





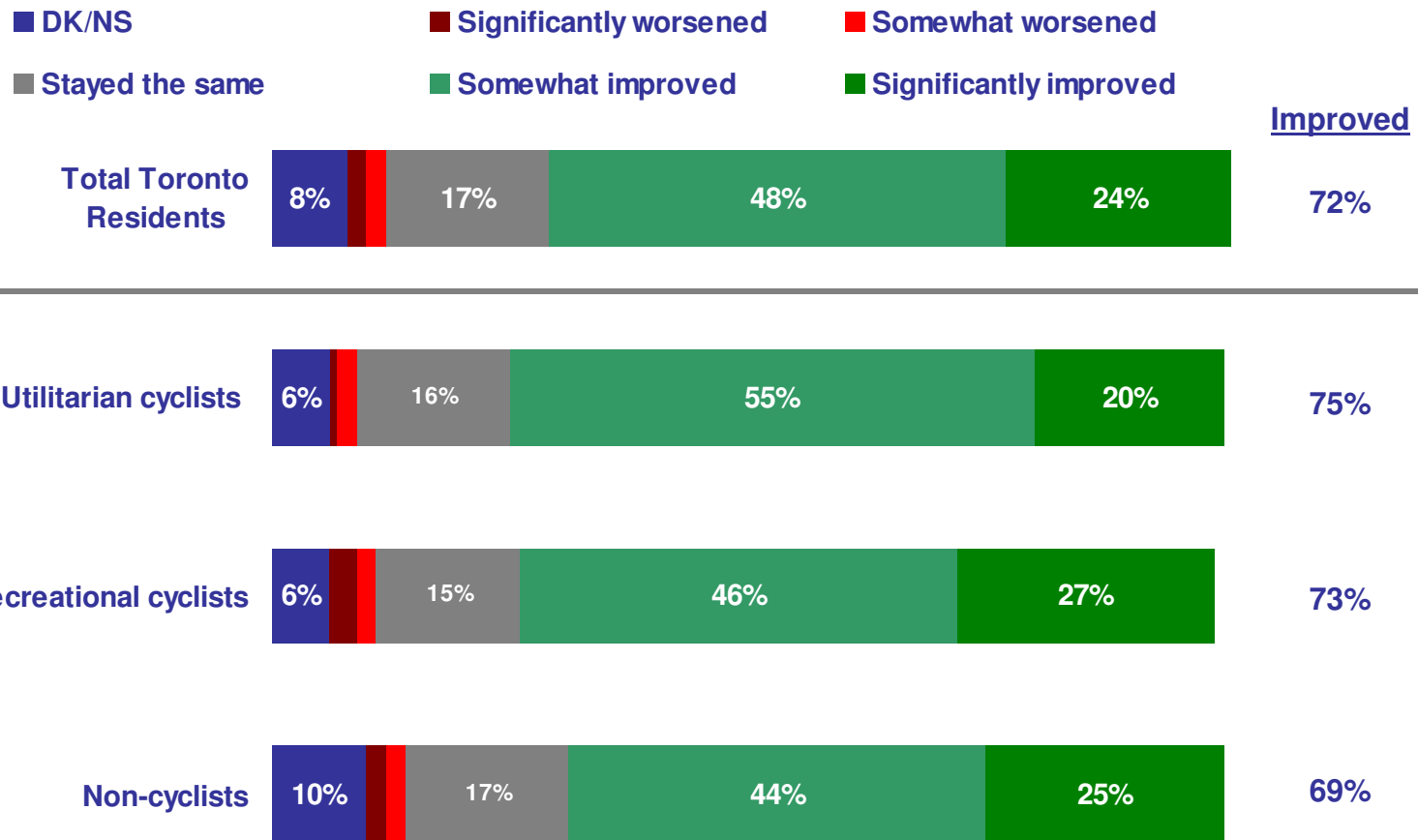
## Perceptions and Ratings of Cycling in Toronto





# Perception of Overall Quality of Cycling in Toronto

Seventy-two percent of Torontonians perceive that the overall quality of cycling routes and facilities has improved compared to 1999.



<3% not shown

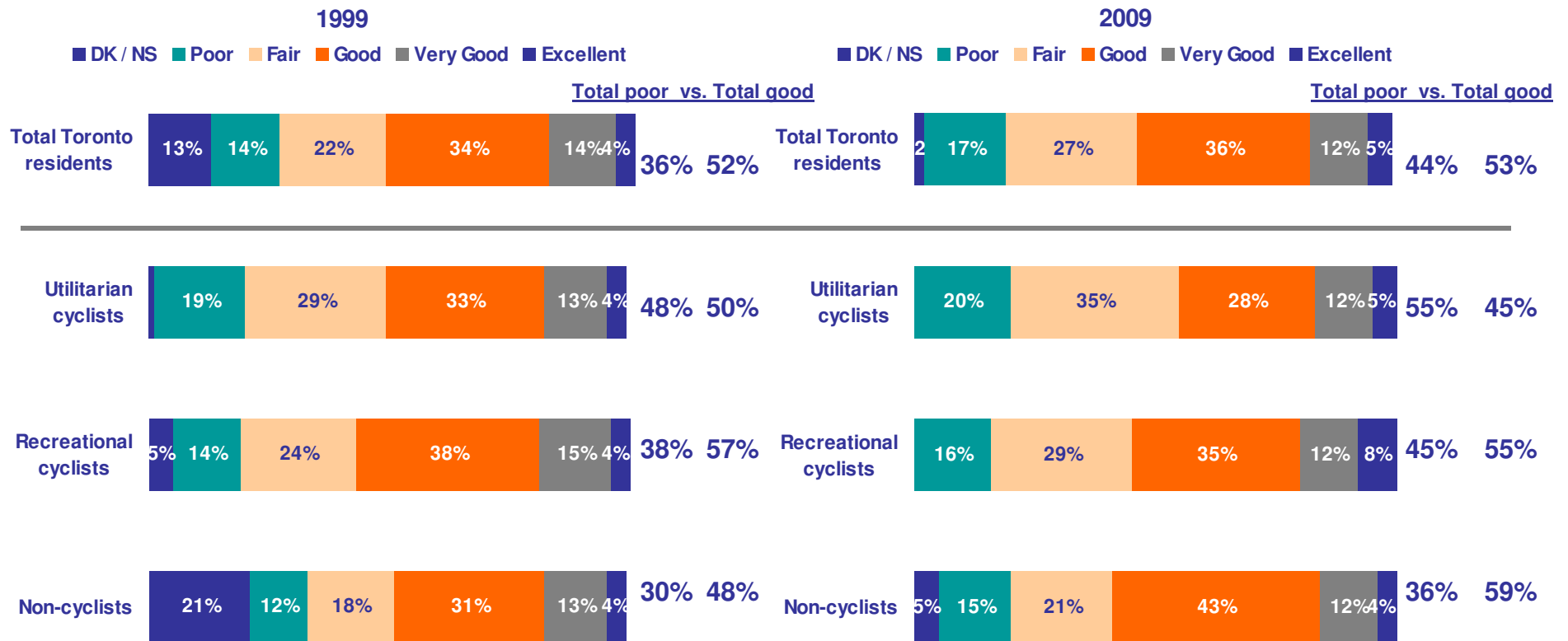
1b. And, compared to 10 years ago, would you say that the overall quality of cycling routes and facilities available to residents of the City of Toronto has...(READ LIST)

Base: All Respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



# Rating of Overall Quality of Cycling in TO

While non-cyclists rate the overall quality of cycling routes and facilities in Toronto better than they did in 1999, cyclists remain on the fence, unchanged from 1999.



<3% not shown

Q1. Thinking about the overall quality of cycling routes and facilities available to residents of the City of Toronto, would you say they are...

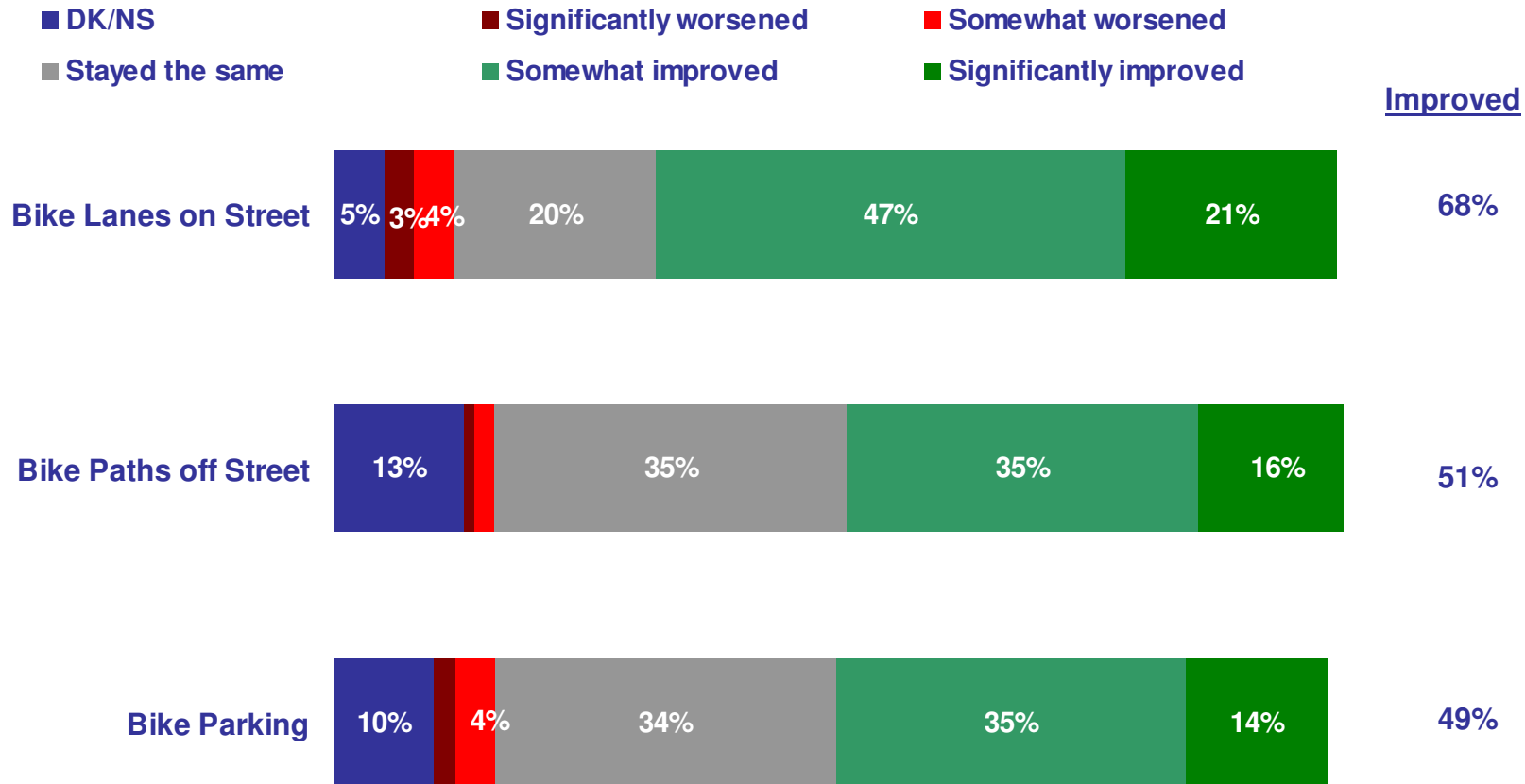
Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
 2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



# Quality of Cycling Infrastructure in Toronto

City of Toronto residents feel that the quality of bike lanes on the street has improved more than that of bike paths off the street and bike parking since 1999 .

2009



<3% not shown

Q.1c. And, compared to 10 years ago, would you say that the quality of [INSERT ITEM] available to the residents of Toronto has ... (READ LIST UNTIL INTERRUPTED)? How about...?

Base: All respondents n=1000



# Quality of Cycling Infrastructure in Toronto – by Cyclist Classification

Similar proportions of cyclists and non-cyclists believe the quality of bike lanes, bike paths off the street and bike parking has improved compared to ten years ago.

	Bike Lanes				Bike Paths				Bike Parking			
	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %
<b>Improved</b>	68	70	69	65	50	49	53	50	49	50	52	47

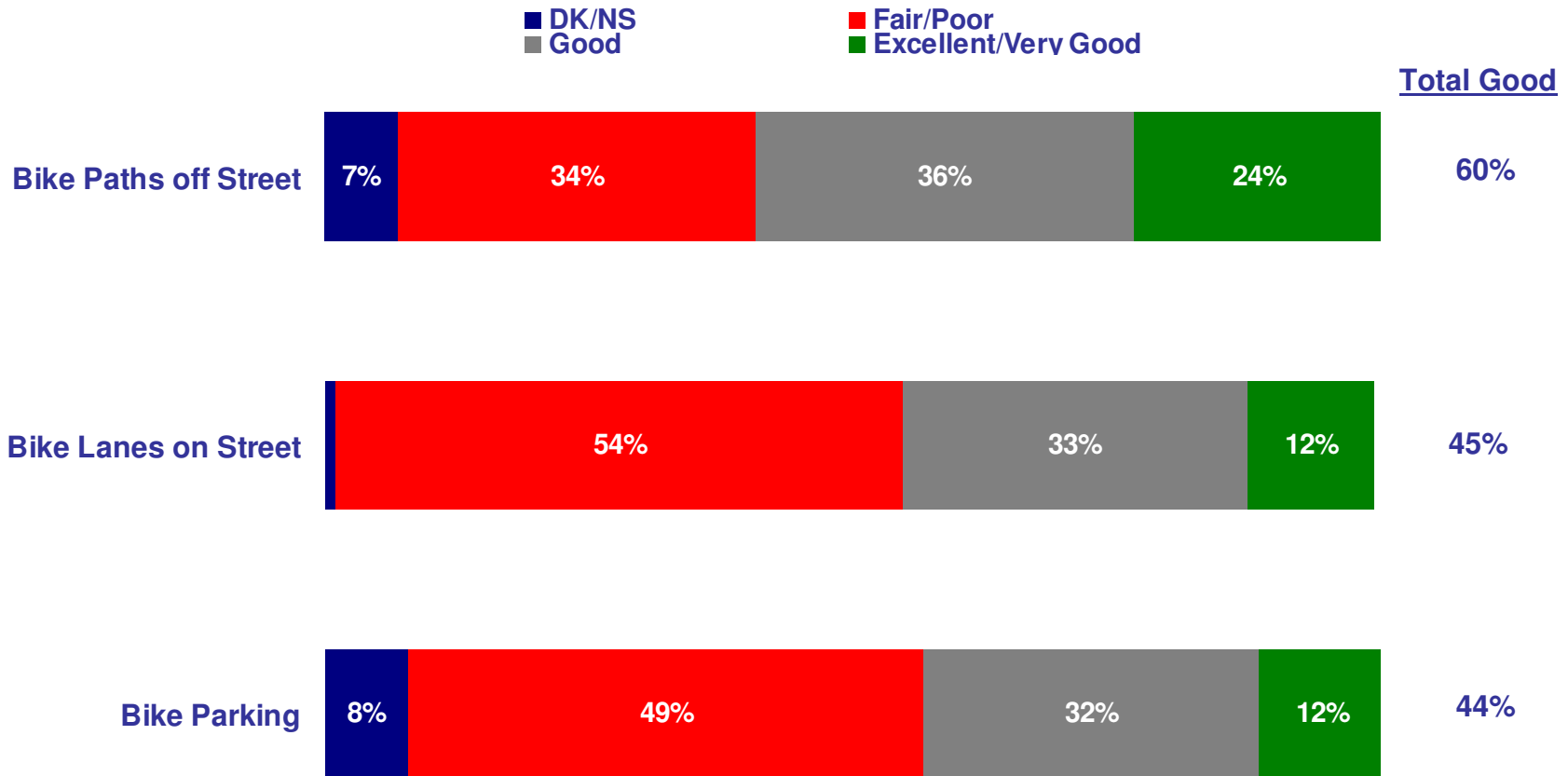
Q.1c. And, compared to 10 years ago, would you say that the quality of [INSERT ITEM] available to the residents of Toronto has ...(READ LIST UNTIL INTERRUPTED)? How about...?

Base: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



# Rating Quality of Cycling Infrastructure in Toronto

Toronto residents tend to rate bike paths higher than bike lanes on the street and bike parking.



<3% not shown

1a. Thinking specifically about the quality of [INSERT ITEM] available to the residents of Toronto, would you say they are...(READ LIST UNTIL INTERRUPTED)? How about...?

Base: All respondents n=1000



# Rating Quality of Cycling Infrastructure in Toronto – by Cyclist Classification

Utilitarian cyclists are significantly more critical of bike lanes than the average resident.

	Bike Paths				Bike Lanes				Bike Parking			
	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %	Total Toronto Resident %	Utilitarian cyclist %	Rec-cyclist %	Non-cyclist %
<b>Good</b>	61	59	63	57	45	36	44	51	43	43	41	46
<b>Poor</b>	33	39	34	31	54	64	59	46	49	55	55	42

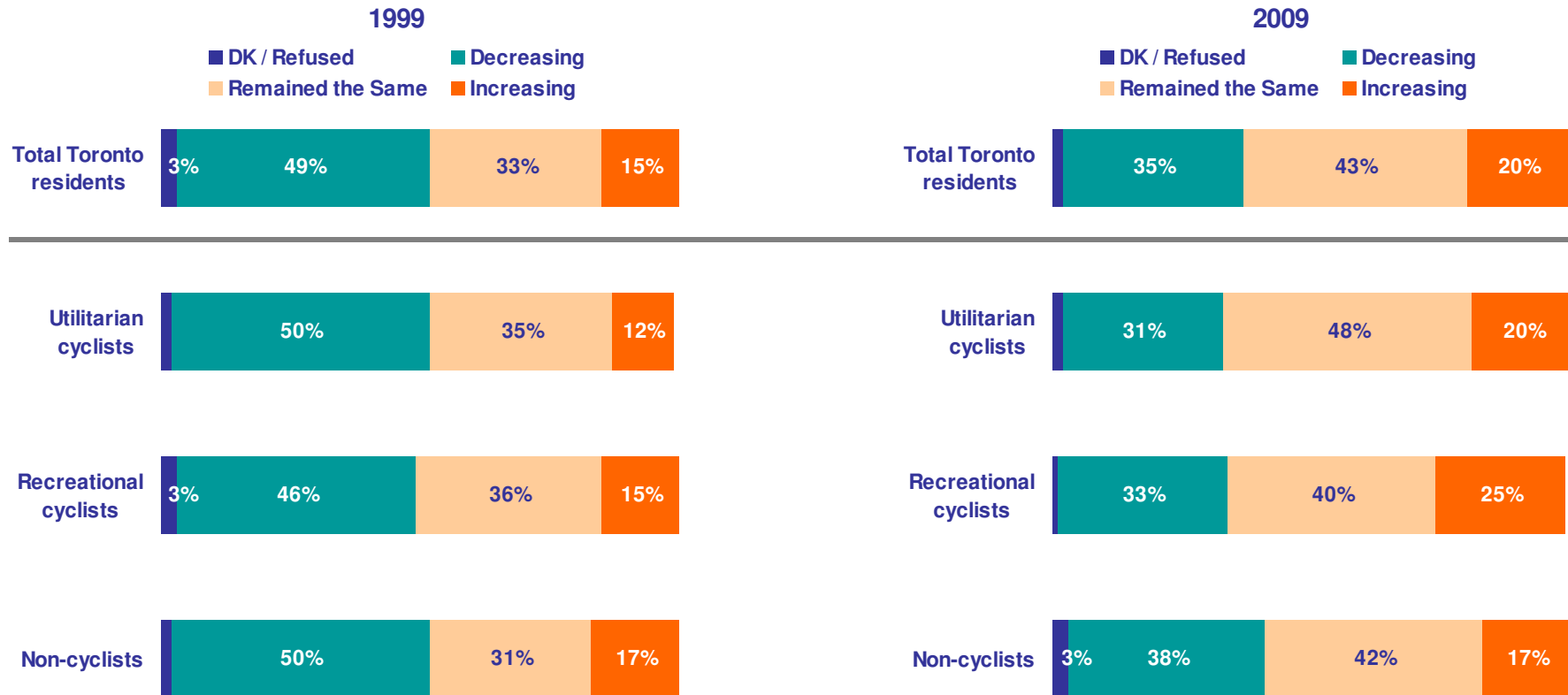
1a. Thinking specifically about the quality of [INSERT ITEM] available to the residents of Toronto, would you say they are...(READ LIST UNTIL INTERRUPTED)? How about...?

Base: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



# Motorists' Respect for Other Road Users

City residents feel that drivers are more respectful of people on the road than they were in 1999.



<3% not shown

Q.26. In the past five years, do you feel motorists' respect for other road users has increased, decreased, or remained the same?

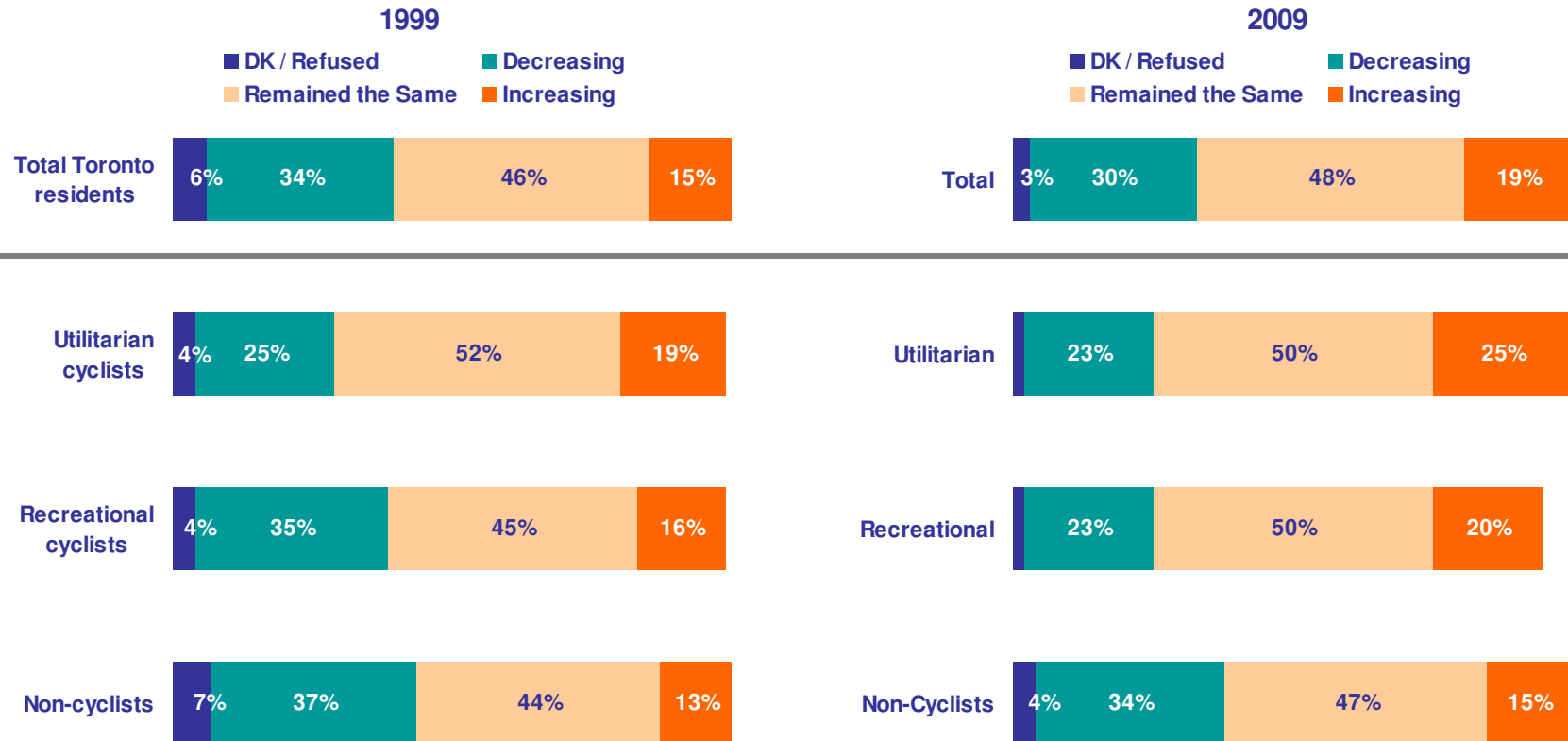
Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
 2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469





# Cyclists' Respect for Other Road Users

Similarly, Torontonians feel that cyclists are also more respectful of other road users.



<3% not shown

Q.27. In the past five years, do you feel cyclists' respect for other road users has increased, decreased, or remained the same?

Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
 2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



## Concerns About Toronto Cycling

There has been a significant decline in the level of concern over careless cyclists since 1999. Today's Torontonians are equally worried about drivers as they are about cyclists. What was once attributed to concern about cyclists is now being articulated in terms of safety.

	Total		Non-Cyclists		Recreational		Utilitarian	
	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001 %	n=1000 %	n=522 %	n=469 %	n=281 %	n=260 %	n=199 %	n=271 %
Careless Cyclists	33	15	32	14	37	18	30	13
Careless Drivers	18	15	9	11	24	17	35	19
Lack Of Bike Lanes	13	10	11	6	14	9	19	17
Worried About Collisions	12	7	12	8	11	7	11	7
Traffic Conditions	10	9	9	10	13	7	8	9
Lack Of Paths And Trails	8	4	6	5	6	4	13	4
Bikes On Sidewalks	7	3	10	4	4	1	3	2
Safety Gear	7	4	7	3	6	2	7	6
Safety (General)	7	18	7	22	7	15	4	15
Road Conditions	4	3	3	2	2	3	10	6
Car Doors Opening	3	2	1	1	1	0	11	4
Disregard for law/rules by cyclists	-	5	-	5	-	4	-	5
Theft of Bike	-	3	-	2	-	4	-	4
Laws Not Clear	-	3	-	4	-	2	-	2
Lack of Secure Parking Facilities	-	3	-	2	-	2	-	6
Nothing / No Concerns	16	17	19	15	12	21	14	15
DK / NS	2	1	2	2	2	0	1	1

Q.20. What concerns if any do you have about cycling or cyclists in Toronto?

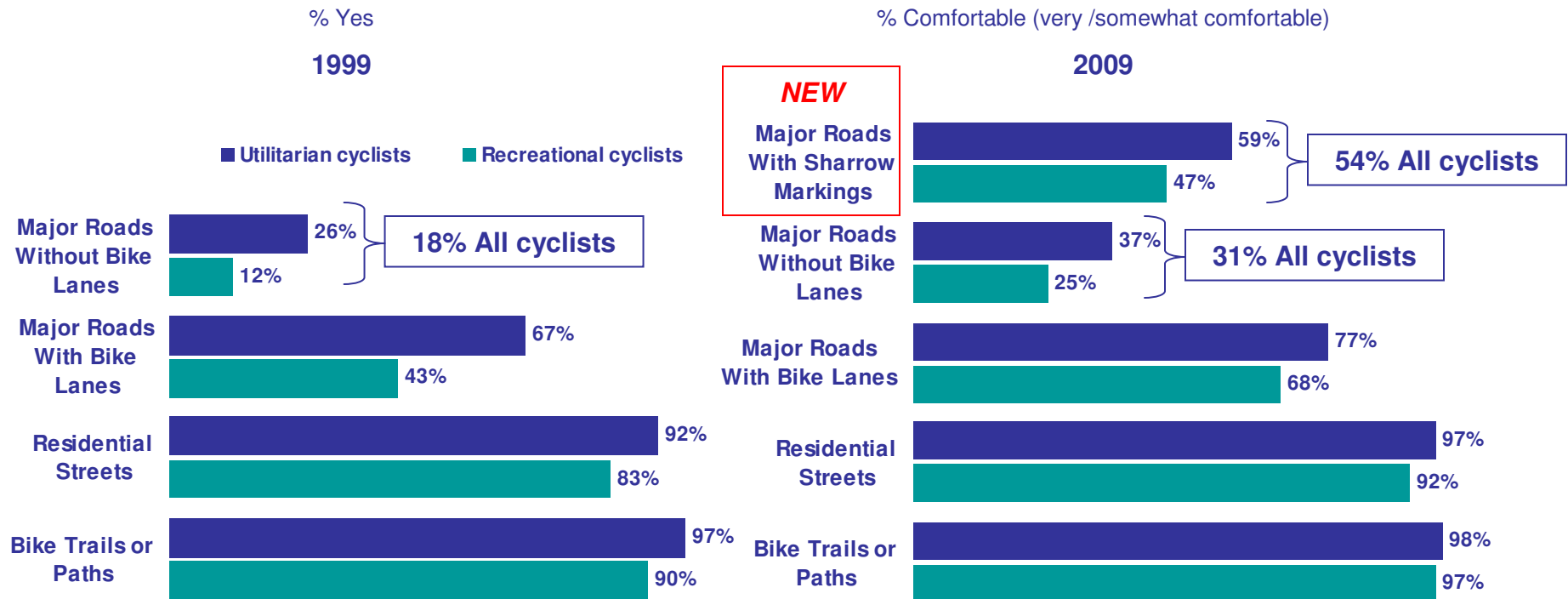
Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469

Note: Only reasons named 3% or more of the time in total are shown.



# Cycling Comfort Level

While cyclists are more comfortable cycling on major roads compared to 10 years ago, still only three in ten cyclists are comfortable on roads without lanes. Cyclists are much more comfortable on roads with sharrow markings or bike lanes.



Q.16. 1999: For each of the following statement please answer yes or no. Would you say you are comfortable cycling on...(READ EACH ITEM)?

Q.16. 2009: Would you say you are very comfortable, somewhat comfortable, not very comfortable, or not comfortable at all with the following?... (READ EACH ITEM. ACCEPT ONLY ONE RESPONSE). And what about... are you? [RANDOMIZE]

Base: 1999: All cyclists n=480, Utilitarian cyclists n=199, Recreational cyclists n=281  
 2009: All cyclists n=531, Utilitarian cyclists n=271, Recreational cyclists n=260



# Changes to Improve Toronto Cycling

More bike lanes on the street remains the top priority to improve Toronto cycling. This was, however, mentioned significantly fewer times than in 1999. Of note, utilitarian cyclists, more than before, and more than anyone else, feel that more bicycle parking should be available.

	Total		Non-Cyclists		Recreational		Utilitarian	
	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001 %	n=1000 %	n=522 %	n=469 %	n=281 %	n=260 %	n=199 %	n=271 %
More Bike Lanes (On-Street)	33	23	28	19	35	26	42	28
More Bike Paths And Trails (Off-Street)	13	7	12	8	17	7	11	5
Better Education For Cyclists	7	4	10	6	2	4	5	2
Enforce Rules / Regulations More	4	4	5	4	3	4	5	3
More Bicycle Parking	3	7	1	4	4	6	5	12
Better Education For Motorists	3	2	2	1	4	3	2	2
Separate Bike Lanes From Car Traffic		5		6		4		4
Repair Potholes and Bad Pavement		2		-		2		3
More Secure Indoor Bike Parking		4		4		4		5
Other	8	9	8	12	6	6	9	10
DK/NS	2	13	2	15	2	15	1	4

Q.21. What ONE thing do you feel the city or your employer or school could do to improve cycling in Toronto? (Volunteered)

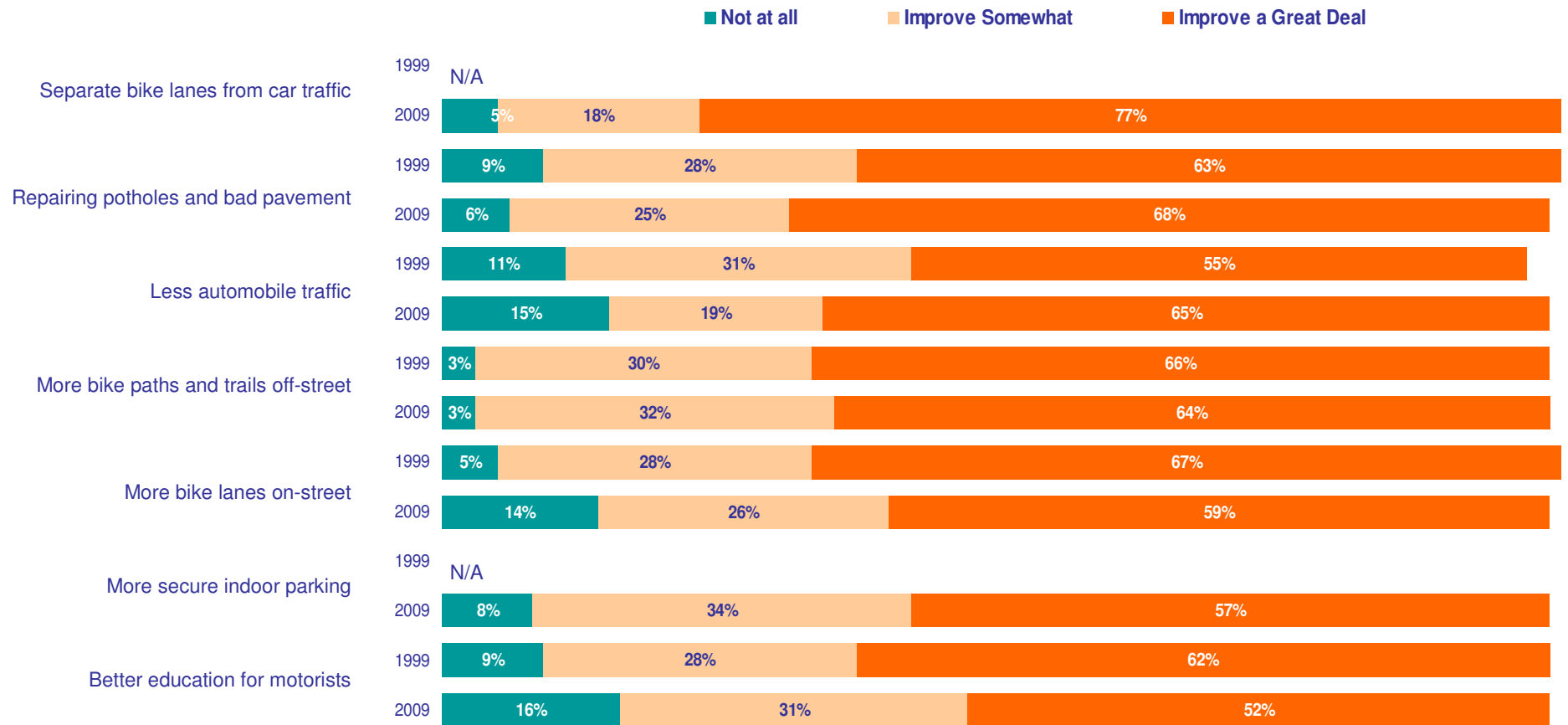
Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
 2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469

Note: Only reasons named 3% or more of the time in total are shown.



# Toronto Cycling Improvements – Utilitarian Cyclists

Separating bike lanes from car traffic tops utilitarian cyclists' wish list, followed by repairing potholes and bad pavement and less automobile traffic.

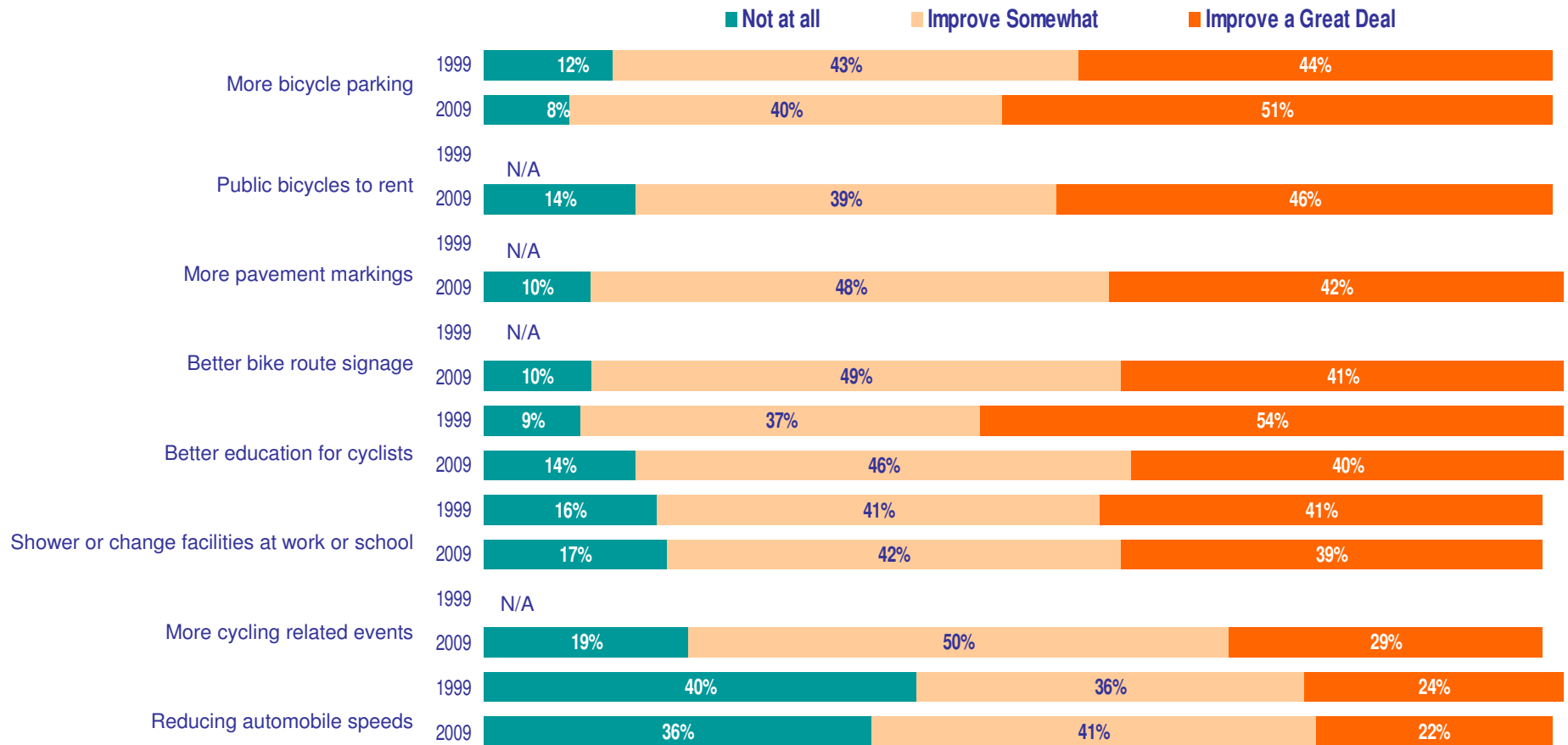


Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Utilitarian cyclists n=199  
2009: Utilitarian cyclists n=271



# Toronto Cycling Improvements – Utilitarian Cyclists Cont'd



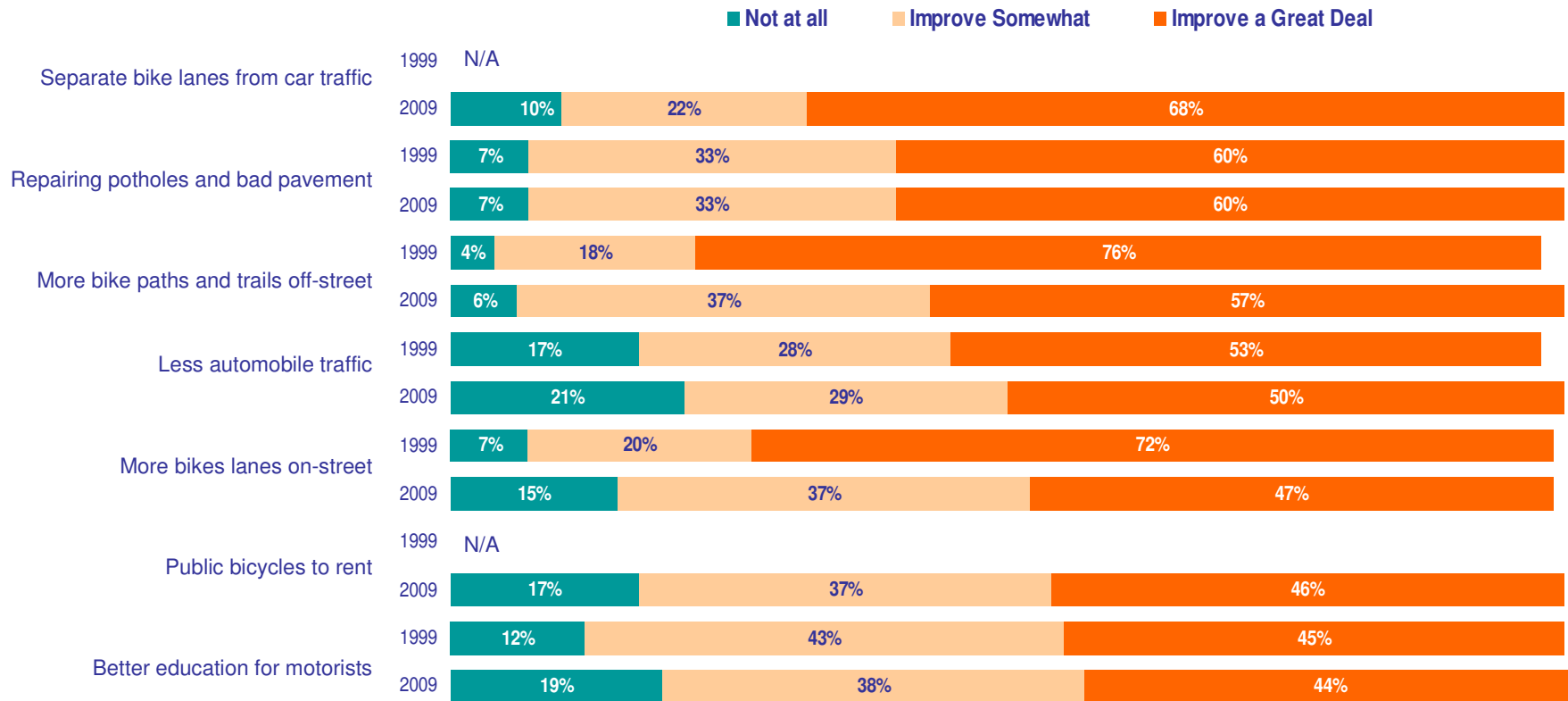
Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Utilitarian cyclists n=199  
2009: Utilitarian cyclists n=271



# Toronto Cycling Improvements – Recreational Cyclists

Recreational cyclists also feel that separating bike lanes from car traffic would improve cycling in the city a great deal. Repairing potholes and bad pavement and more bike paths and trails off street are also perceived to be key to improving biking.



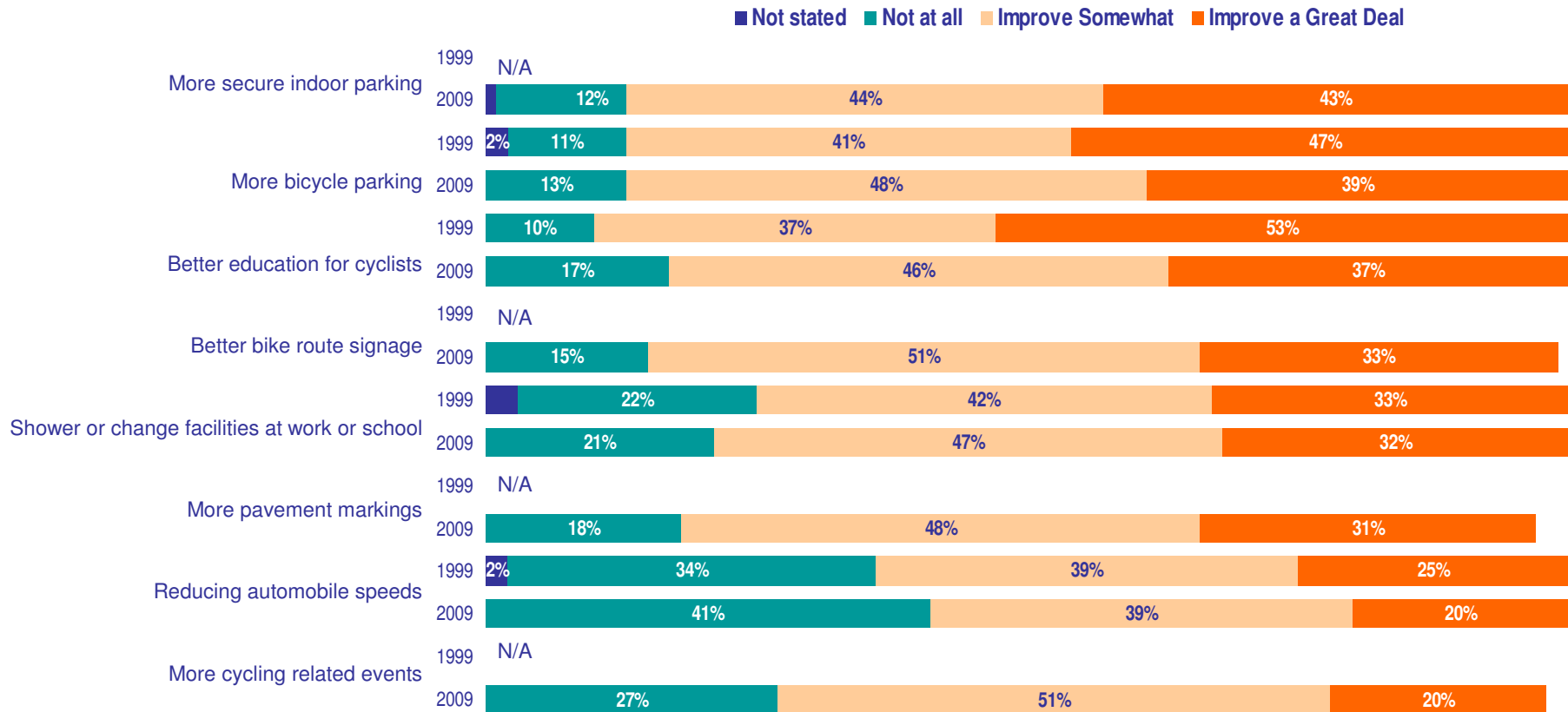
Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Recreational Cyclists n=281

2009: Recreational Cyclists n=260



# Toronto Cycling Improvements – Recreational Cyclists Cont'd



Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Recreational Cyclists n=281

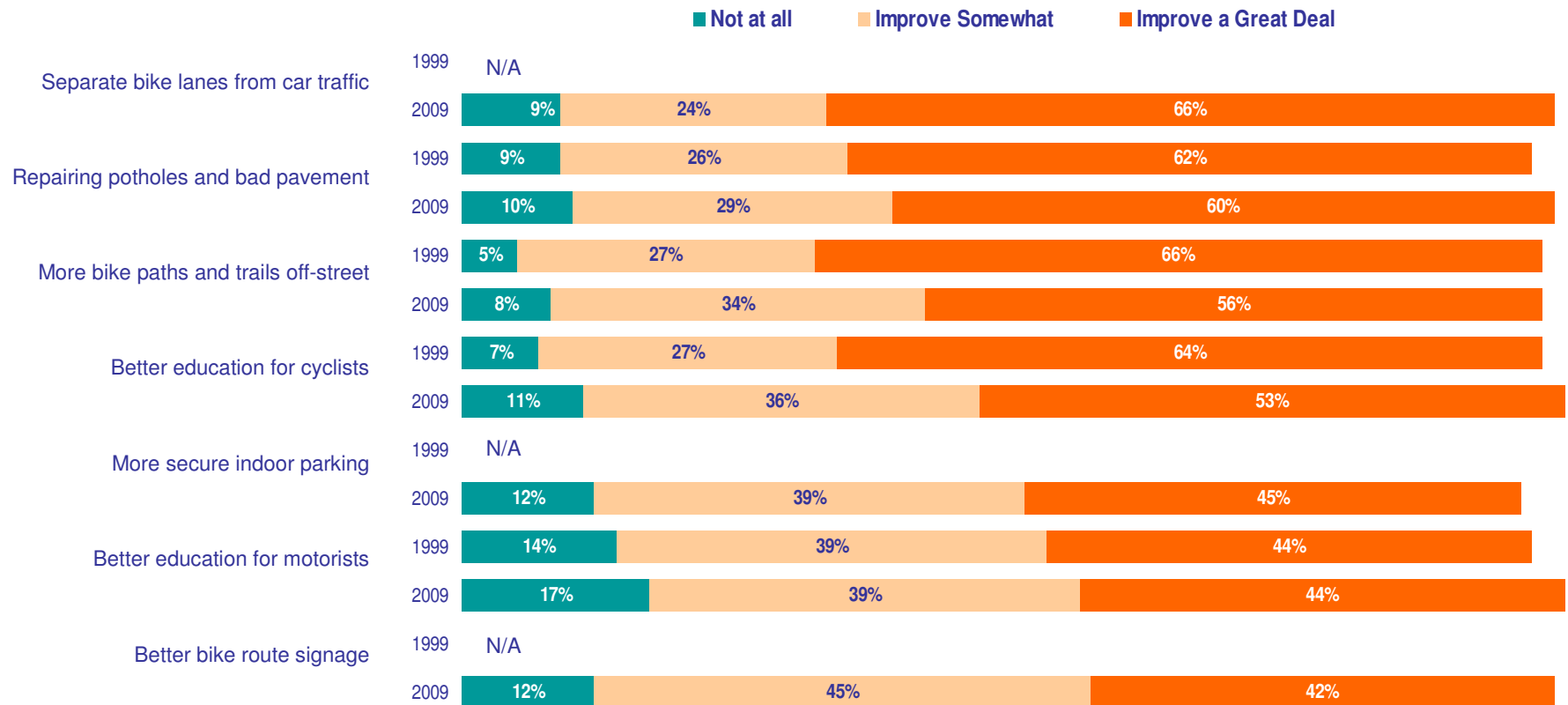
2009: Recreational Cyclists n=260





# Toronto Cycling Improvements – Non-Cyclists

As per cyclists, non-cyclists think that separating bike lanes from car traffic would vastly improve cycling, followed by repairing potholes and creating more bike paths and trails off the street.

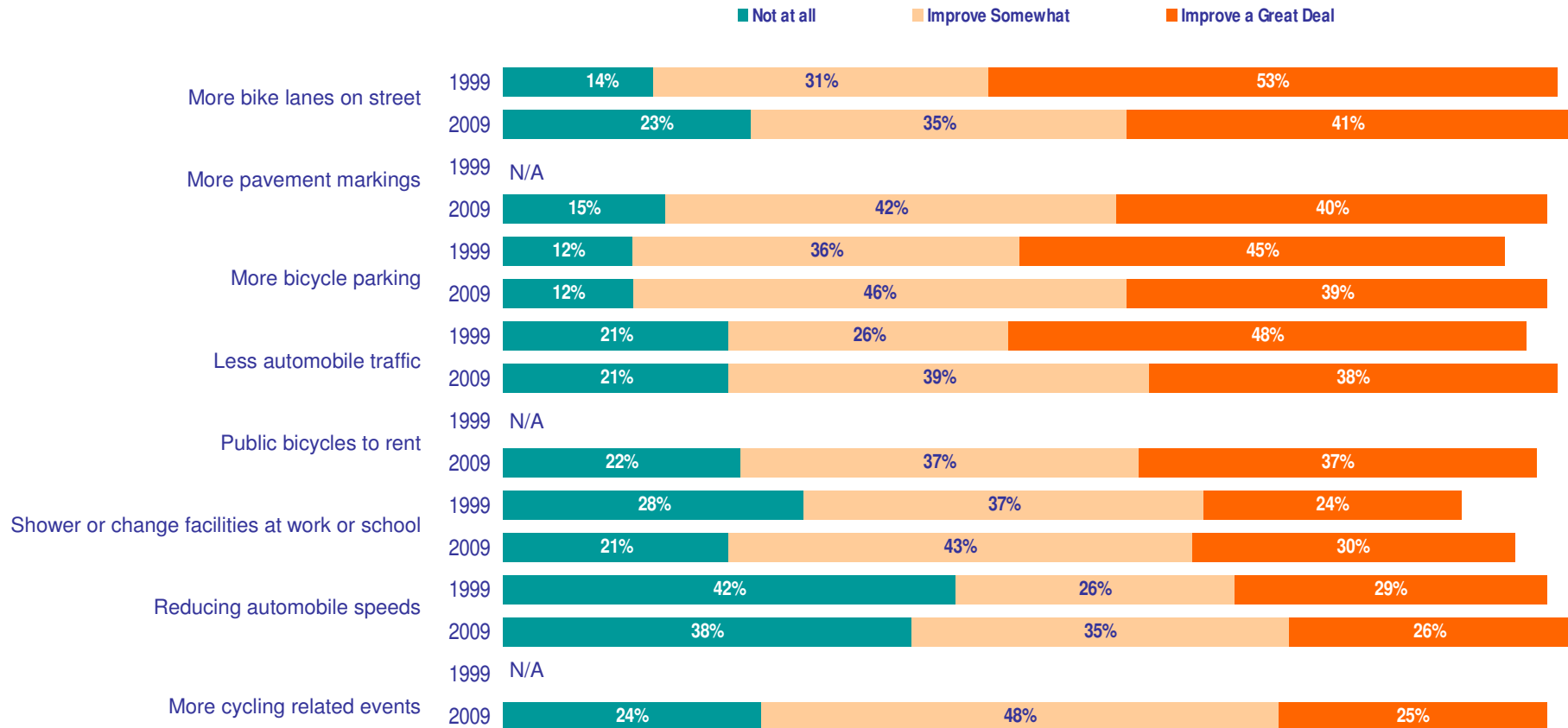


Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Non-Cyclists n=522  
2009: Non-Cyclists n=469



# Toronto Cycling Improvements – Non-Cyclists Cont'd



Q.22. For each of the following, please tell me if you believe it would improve cycling in Toronto a great deal, improve cycling somewhat or not at all? How about...

Base: 1999: Non-Cyclists n=522  
2009: Non-Cyclists n=469



# Barriers to Biking for Practical Purposes – Recreational Cyclists

Distance remains the number one reason that recreational cyclists do not bike for practical purposes. Another barrier is the general inconvenience involved.

	RECREATIONAL	
	1999 n=281 %	2009 n=260 %
Distance	48	42
Unsafe Traffic Conditions	15	11
Can't Carry Things on Bike	9	7
Incompatible with Work Clothes	7	3
Need Car for Work	6	4
Inconvenient (General)	6	18
Time Consuming	5	5
Too Tiring / I'm Lazy	3	1
I'm Retired	3	-
Cannot take other passengers	-	3
Lack of Bike Lanes / Path	-	6
Other	-	7

Q.18. Why don't you use your bike to get to work, school, or for shopping, running errands or visiting friends?

Base: 1999: Recreational Cyclists n=281  
2009: Recreational Cyclists n=260

Note: Only reasons named 3% or more of the time are shown.



# Required Changes to Encourage Recreational Cyclists to Use Bike for Practical Purposes

The results suggest that there is potential to move 44% of recreational cyclists to cycle for practical purposes by improving the safety of cycling in the city through creating more bike lanes, more bike paths and safer road conditions.

	RECREATIONAL	
	1999 n=281 %	2009 n=260 %
Nothing	49	50
Any mention other than “nothing” NET	-	44
Safety Measures NET	-	19
More Bike Lanes (On-Street)	15	11
More Bike Paths (Off-Street)	6	5
Enforce the Regulations / Ensure Safer Conditions	6	4
Secure Bicycle Parking	9	8
Shower / Change Facilities at Work / School	6	6
Distance is the Problem	5	5
Monetary Compensation / Buy Me A Bike Etc.	3	3
Other	-	7
Don't Know/Not Stated	6	5

Q.19. What, if anything, could the city or your employer or school do to encourage you to bike to work or school?

Base: 1999: Recreational Cyclists n=281  
2009: Recreational Cyclists n=260

Note: Only reasons named 3% or more of the time are shown.



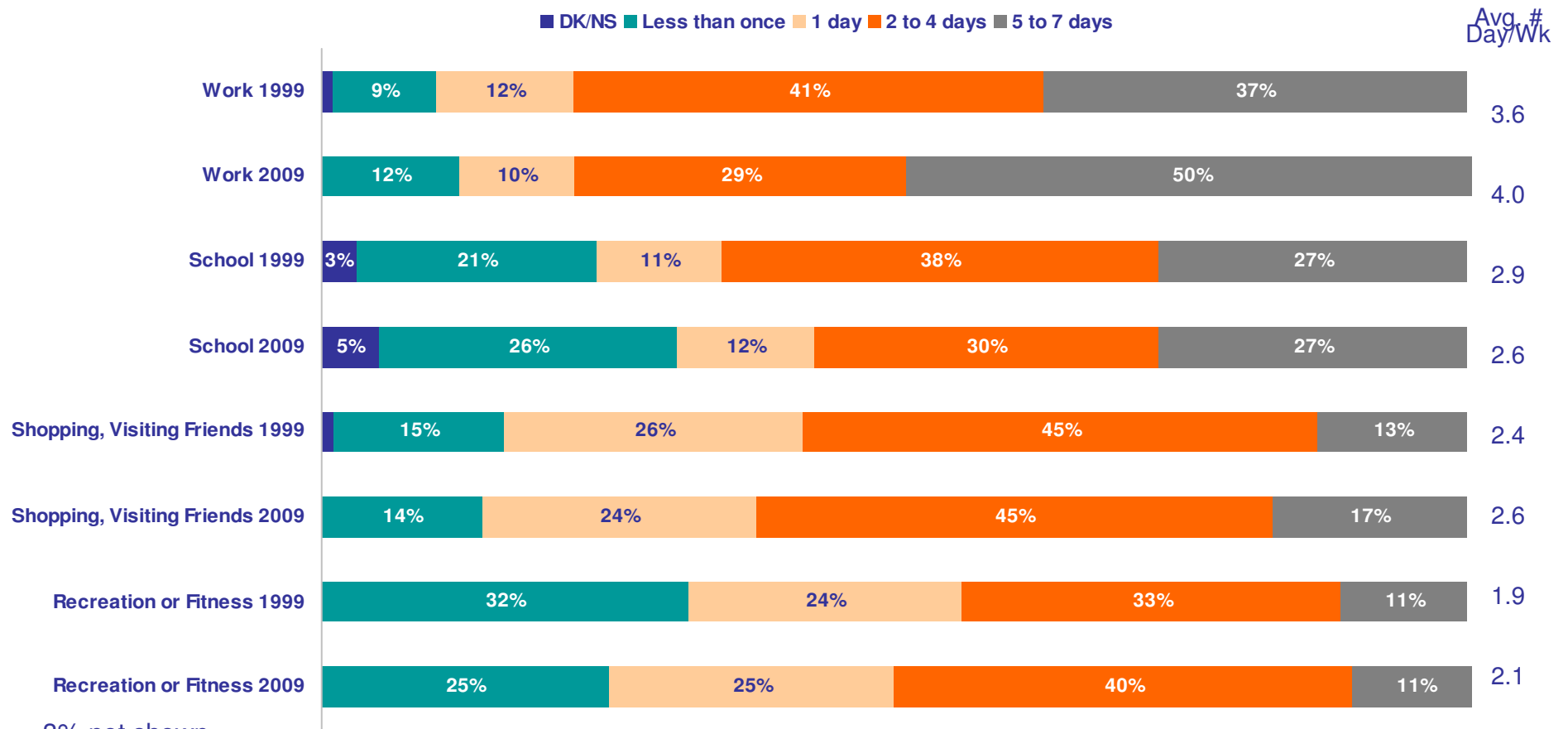
## Cycling Behaviour and Facilities





# Cycling Trip Frequency

Cyclists appear to be riding their bikes more often and more frequently to work than they were in 1999.



<3% not shown

Q.10. During good weather, how many days per week do you ride a bike... to get to work, to go to school, to go shopping, run errands or visit friends, or for recreation or fitness?

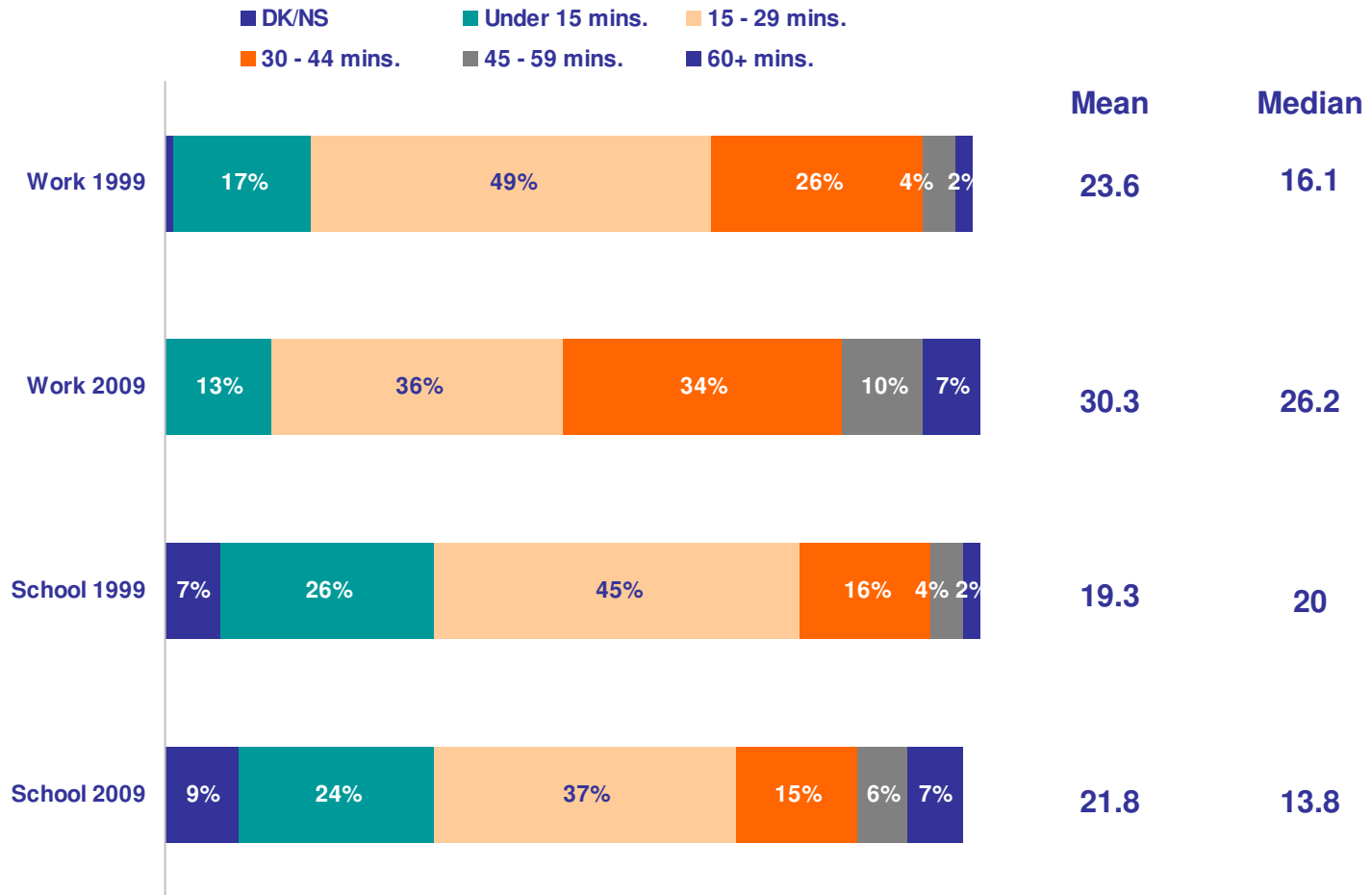
Base: 1999 - All cyclists n=480 (work n=81, school n=32, shopping, visiting friends n=174, recreation or fitness n=441)  
2009 - All cyclists n=531 (work n=99, school n=60, shopping, visiting friends n=252, recreation or fitness n=502)

NOTE: Base for mean only includes those with valid responses



# Travel Time to Work/School

There is a directional increase in the length of cycling commutes to work in 2009 compared to 1999.



<3% not shown

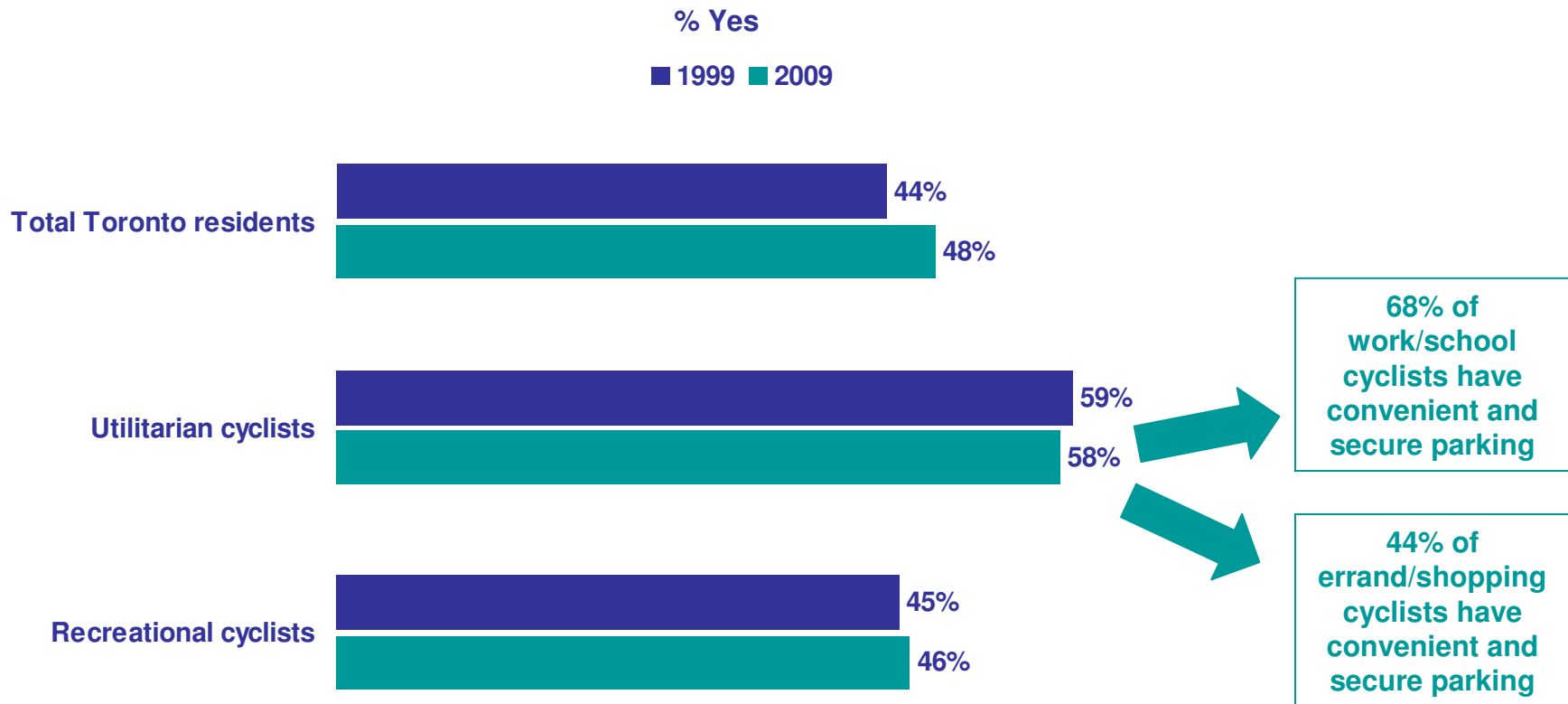
Q.11 On average, how long does your bike trip to work or school take, one way?

Base: 1999 – ride to work n=81 or ride to school n=32 only  
 2009 – ride to work n=99 or ride to school n=60



# Convenient and Secure Bike Parking Facilities at Work / School

Overall, six in ten utilitarian cyclists report having convenient and secure parking. Utilitarian cyclists who do not cycle to work or school are slightly less likely to say their work or school has secure parking (44%).



Q.34. Do you have a convenient and secure bicycle parking facilities at your workplace/school?

Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281  
2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260

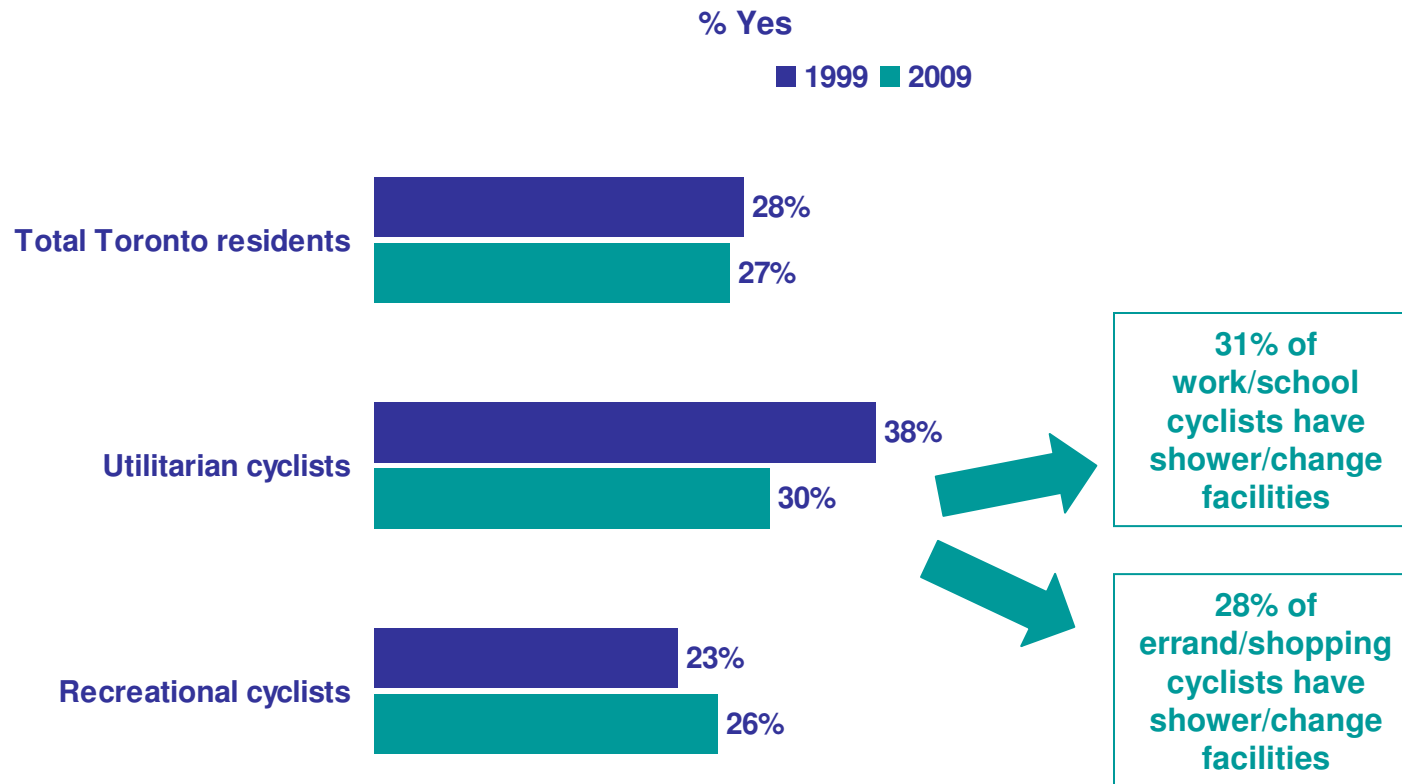
Note: Graph shows percentages that were recalculated after excluding those who answered "I do not go to work or school"





# Convenient Shower / Change Facilities at Work / School

Only three in ten utilitarian cyclists report having convenient shower and change facilities at work. Seven in ten cyclists who ride to work or school do not have access to such amenities.



Q.35. Do you have convenient shower / change facilities at your workplace / school?

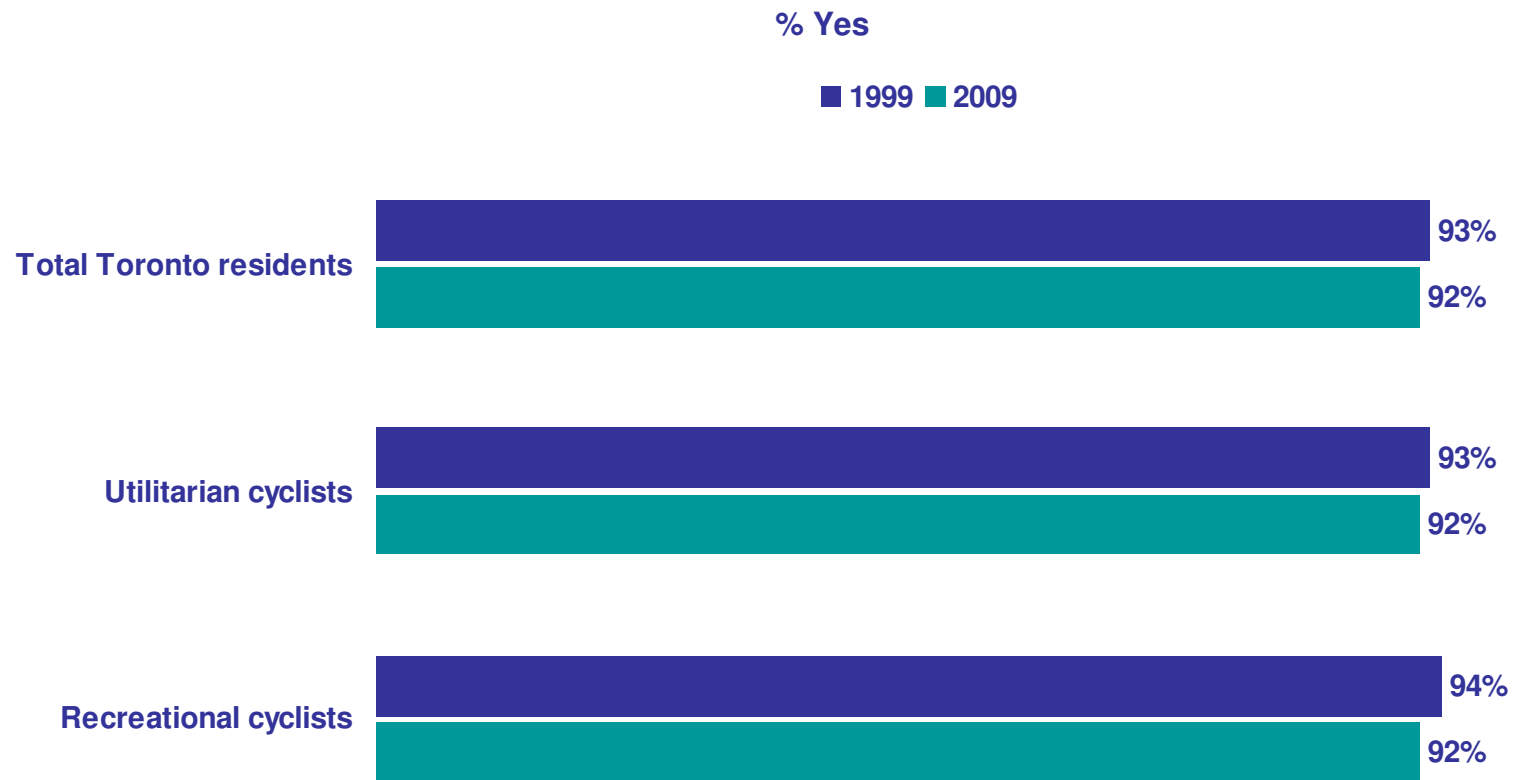
Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281  
2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260

Note: Graph shows percentages that were recalculated after excluding those who answered "I do not go to work or school".



# Convenient and Secure Bike Parking at Home

Secure bike parking at home is nearly universal among Toronto residents.



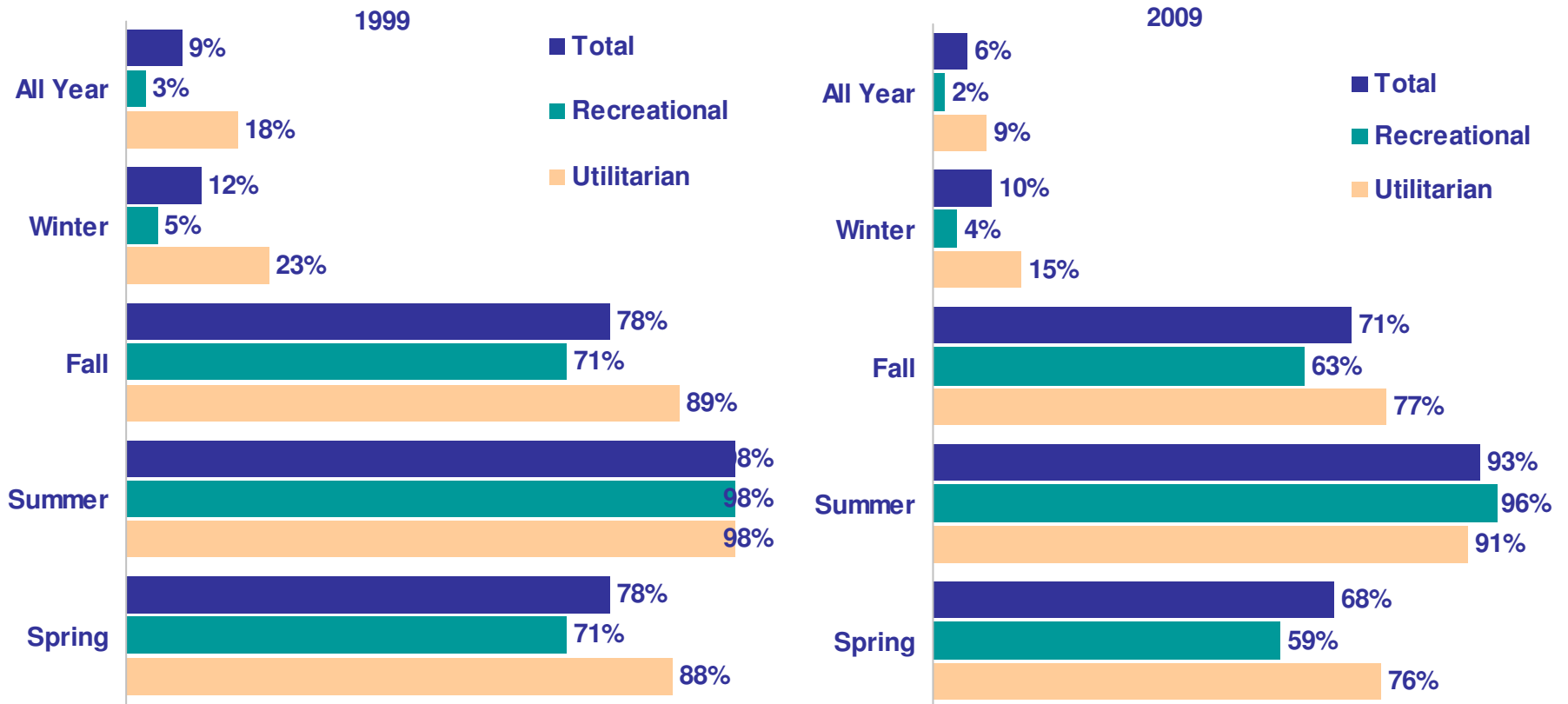
Q14. Do you have a convenient and secure place to store your bike at home?

Base: 1999: All cyclists n=480, Utilitarian cyclists n=199, Recreational cyclists n=281  
2009: All cyclists n=531, Utilitarian cyclists n=271, Recreational cyclists n=260



# Seasonal Cycling Incidence

While there has not been a great degree of change in terms of the time of year that Toronto cyclists ride their bikes, slightly fewer report riding in the spring in 2009 than in 1999.



Q.15 In what months of the year do you cycle? Would you say...

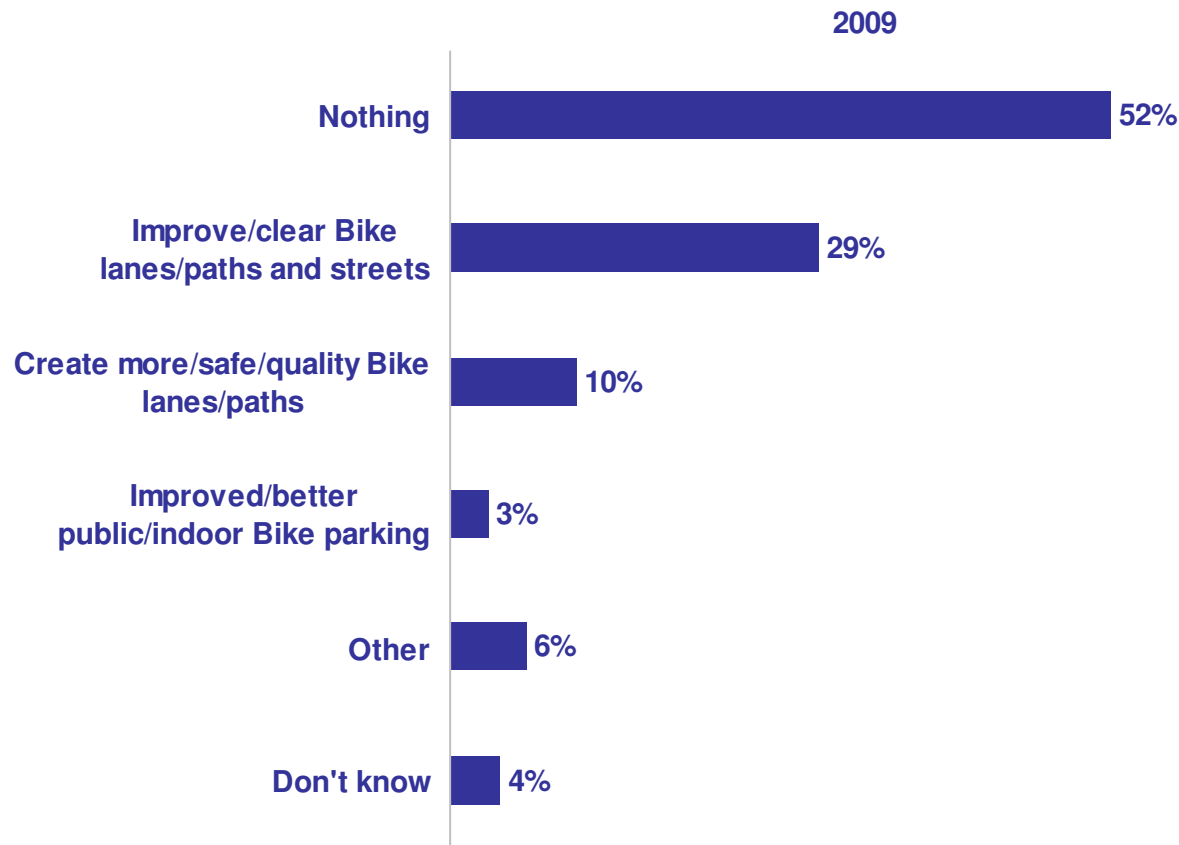
Base: 1999: All cyclists n=480, Utilitarian cyclists n=199, Recreational cyclists n=281  
 2009: All cyclists n=531, Utilitarian cyclists n=271, Recreational cyclists n=260

NOTE: Seasonal percentages reflect the fact that cyclists who indicated they cycled all year were also counted once for each seasonal.



## Ways to Encourage More Biking in Winter

While there is some potential to encourage winter cycling by making sure bike lanes and bike paths are cleared more quickly/frequently, only a small number of cyclists would consider cycling during this season.



15a. What if anything could the City do to encourage you to ride more often in winter? (DO NOT READ LIST) (ACCEPT ALL THAT APPLY)

Base: Do not ride bike in Winter n=451



# Impact of Clearing Martin Goodman Trail in Winter

Three in ten of those who currently do not ride during winter would be likely to ride if paths were cleared.



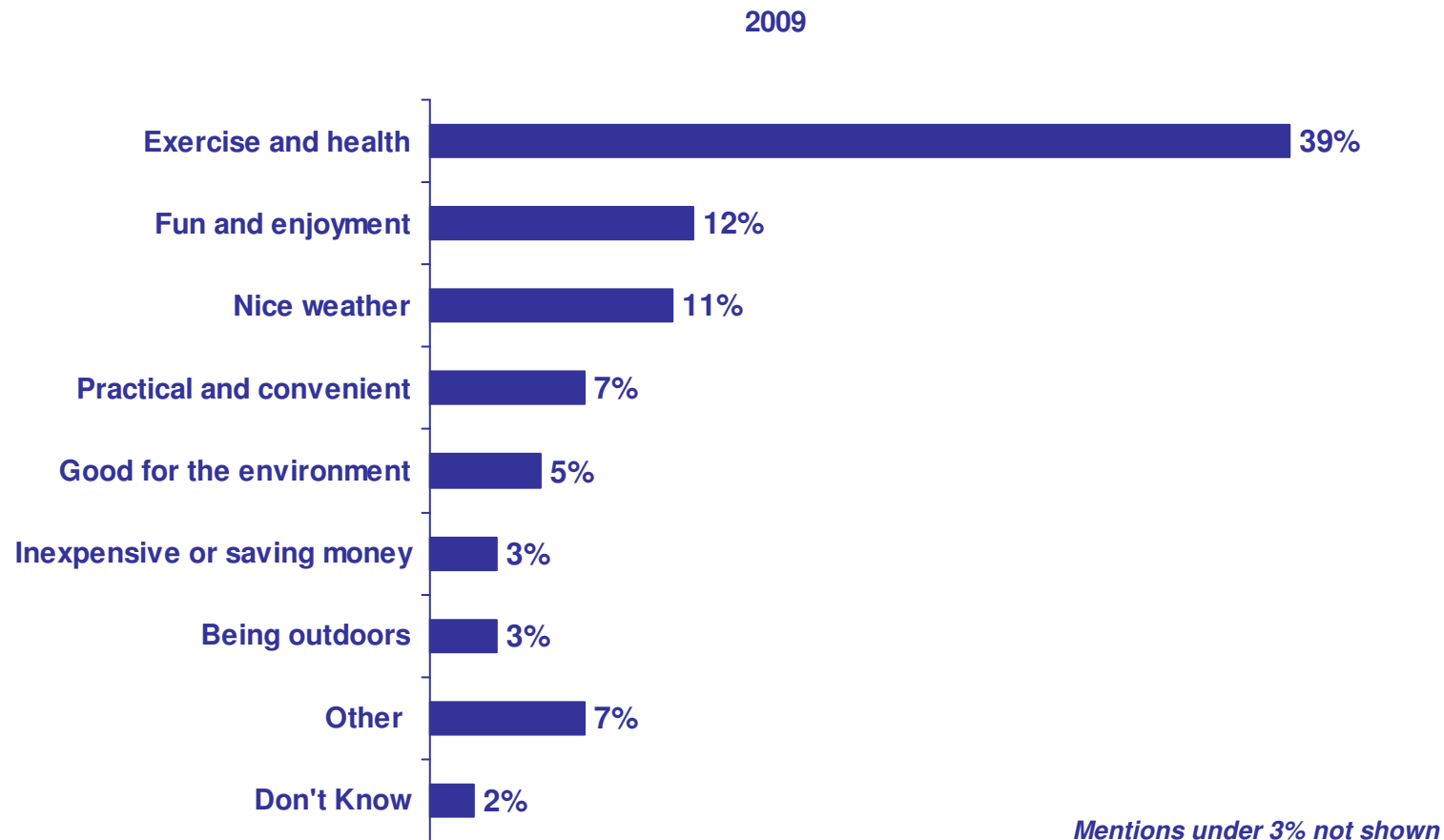
15aa. What impact would clearing paths, like the Martin Goodman trail, during the winter have on your likelihood to cycle during this time of the year? (READ LIST)

Base: Do not bike in Winter n=451



## Motivating Factors for Cyclists in General

Two in five Torontonians get out biking for exercise and health reasons. Other motivational factors include fun, good weather, practicality, environmental friendliness, easy on the wallet and good excuse to get outside.



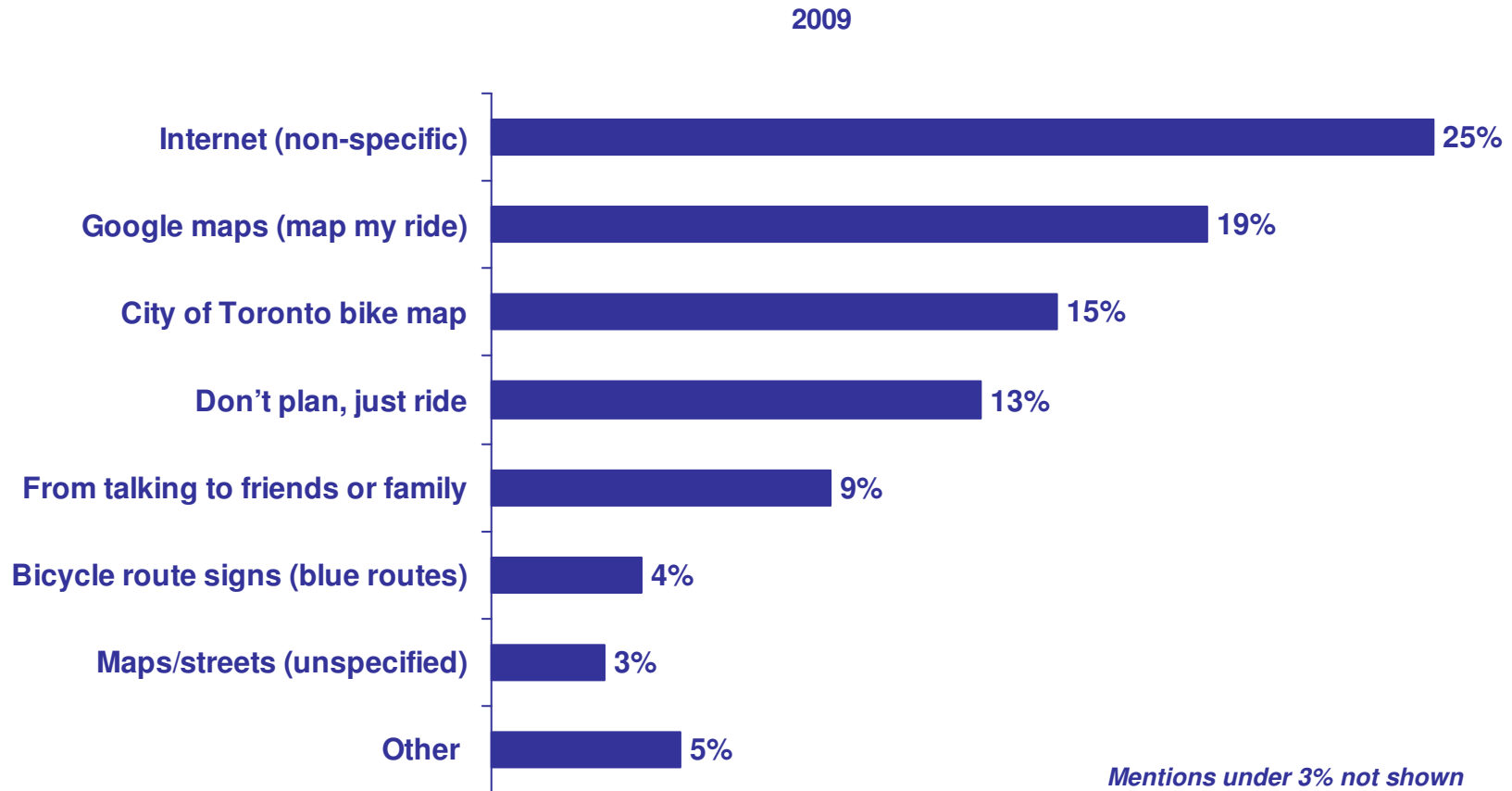
15b. When thinking about riding your bike, what ONE thing most motivates you to cycle somewhere? (DO NOT READ LIST). (ACCEPT ONLY ONE RESPONSE).

Base: All cyclists n=531



## Info Source for Bike Route Planning

Cyclists use the internet in general to plot bike routes. Other mentions include specific websites such as google maps and the City of Toronto bike map. Of course, some ride by the seat of their pants or take the advice of friends and family.



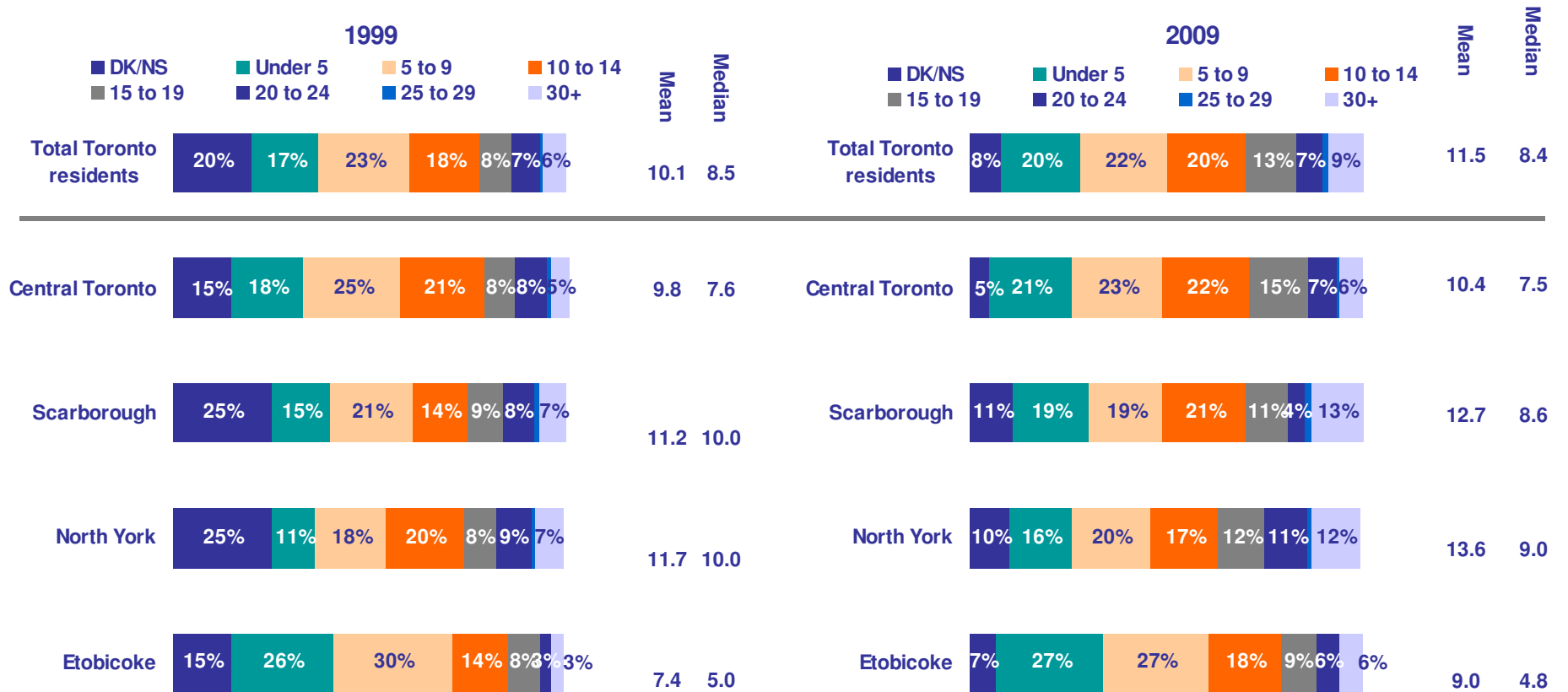
15c. If you were cycling somewhere new, what is your source of information for planning your route? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

Base: All cyclists n=531



# Distance to Nearest Bike Trail or Path

On average, Toronto residents live 11 minutes from a bike path or trail. This is unchanged from 1999 and does not vary substantially by district. Interestingly, a significantly higher proportion of residents know how far they live from the nearest bike path/trail than they did in 1999.



Q.32. How far in minutes do you live from the nearest major bicycle path or trail?

Base: 1999: All respondents n=1001, each region n=250

2009: All respondents n=1000, each region n=250

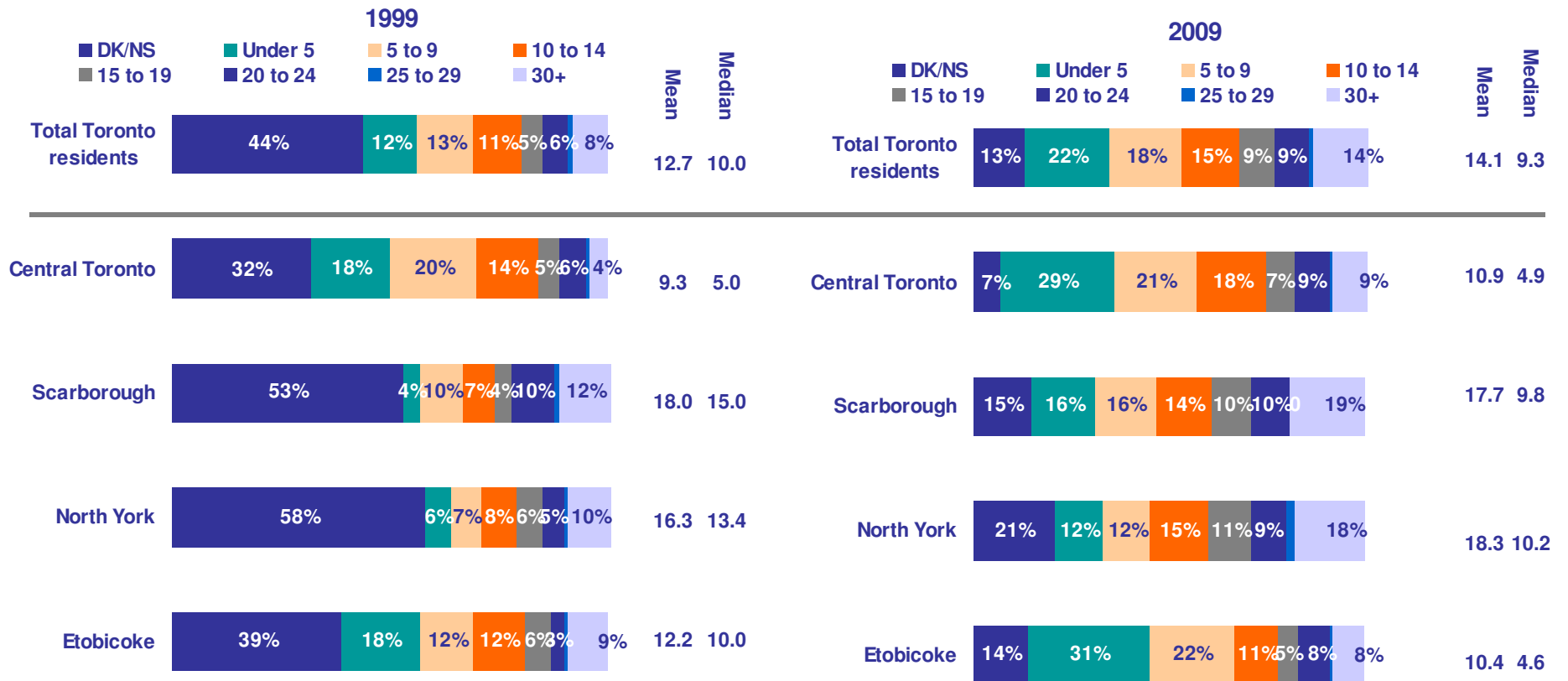
Note: Base for mean only includes those with valid responses.





# Distance to Nearest Bike Lane

Although Toronto residents live on average 14 minutes from a bike lane, those living in Scarborough and North York report living further away than this. Of note however, a significantly higher proportion of residents know how far they live from the nearest bike lane than they did in 1999.



Q.33. How far in minutes do you live from the nearest major bicycle lane?

Base: 1999: All respondents n=1001, each region n=250

2009: All respondents n=1000, each region n=250

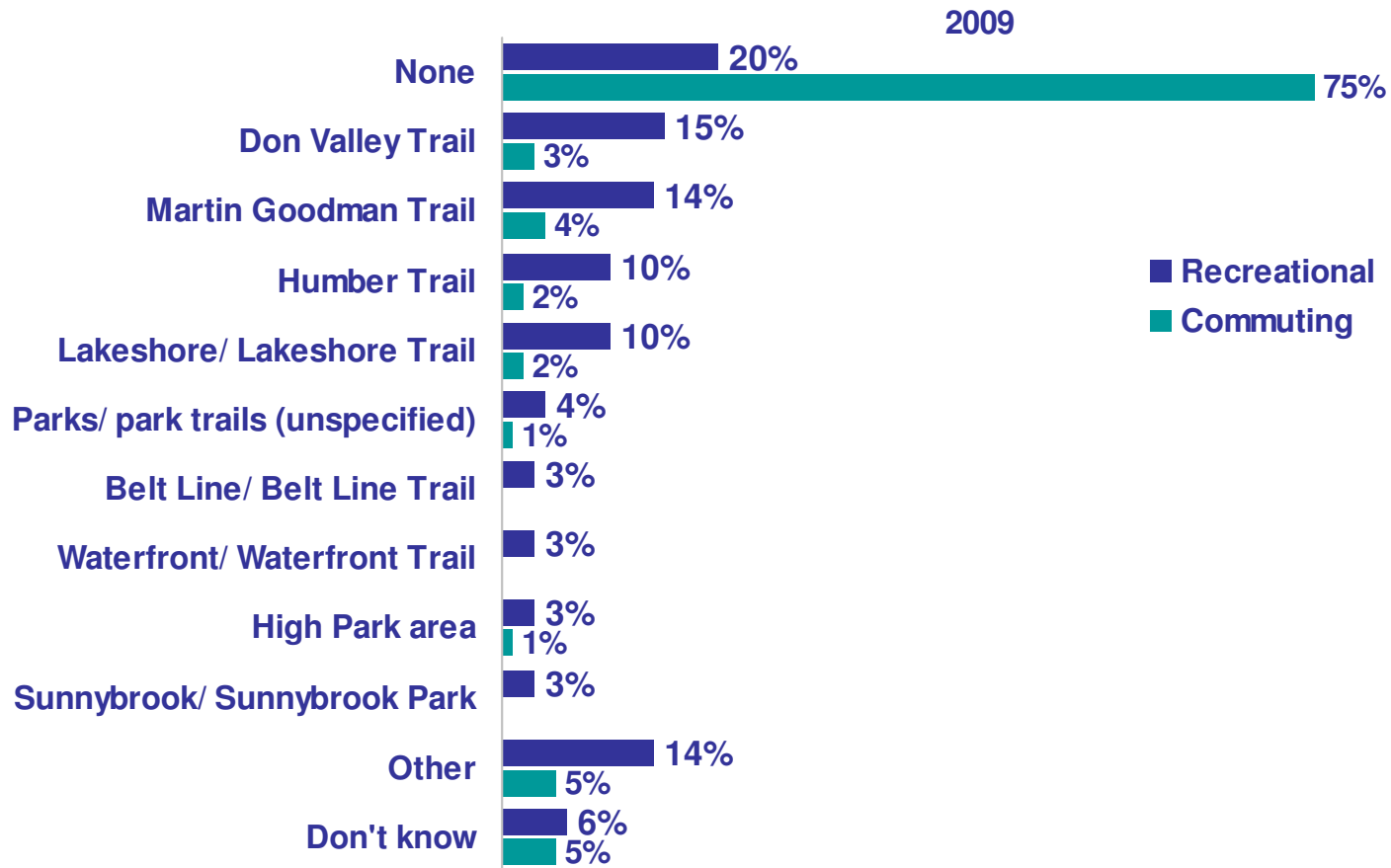
Note: Base for mean only includes those with valid responses.

<3% not shown



# Trails used for Recreational vs. Commuting Purposes

Trails are used significantly more for recreational than for commuting purposes – one quarter (25%) of cyclists use trails when they commute.



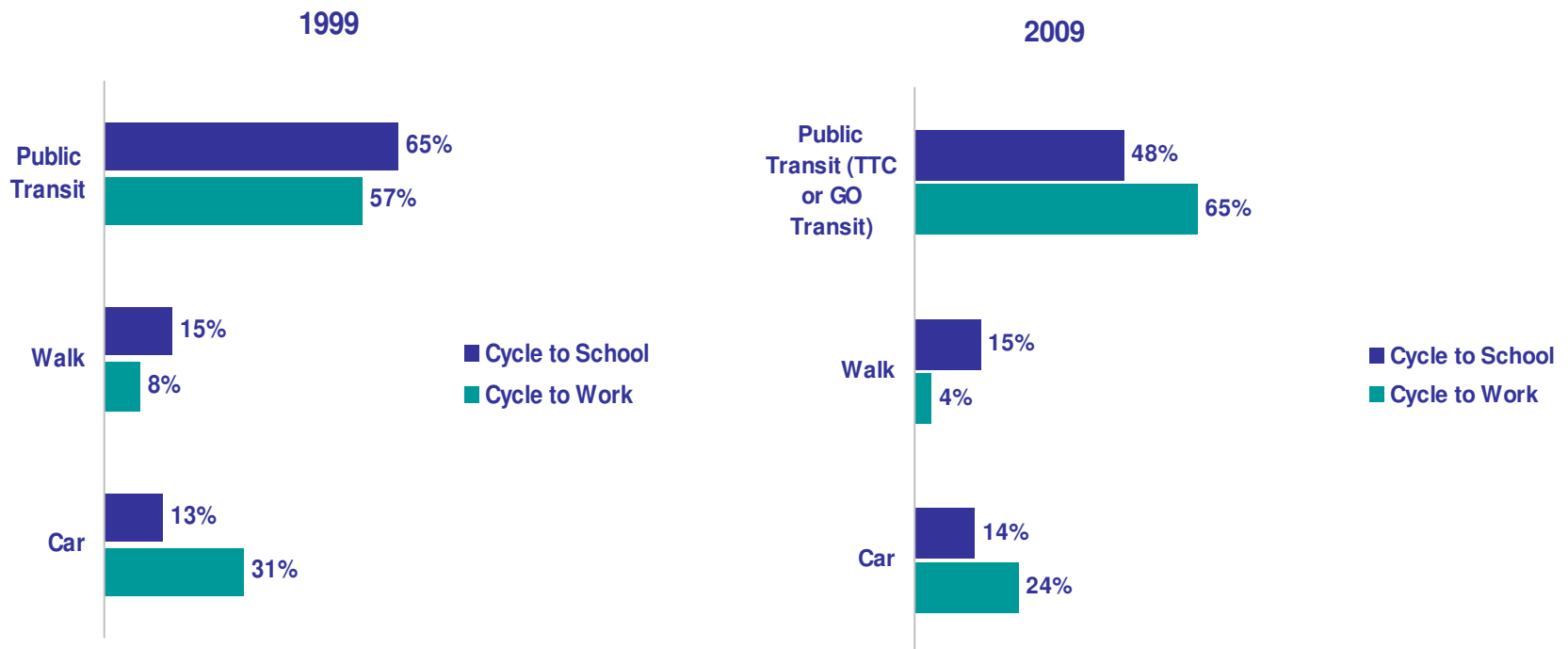
Q.16b. What, if any, trails do you use for [INSERT ITEM: recreational/commuting] purposes? (DO NOT READ LIST) (ACCEPT ALL THAT APPLY)

Base: All cyclists n=531



# Alternative Means of Transportation to Cycling

Regardless of the end point, when not biking, most cyclists turn to public transportation as an alternative way to get to work or school. This remains unchanged from 1999.



Q.12. How do you most often commute to work or school when not cycling? By...

Base: 1999 – work cyclists n=81, or school cyclists n=32 only

2009 – work cyclists n=99, or school cyclists n=60

*Mentions under 3% not shown*



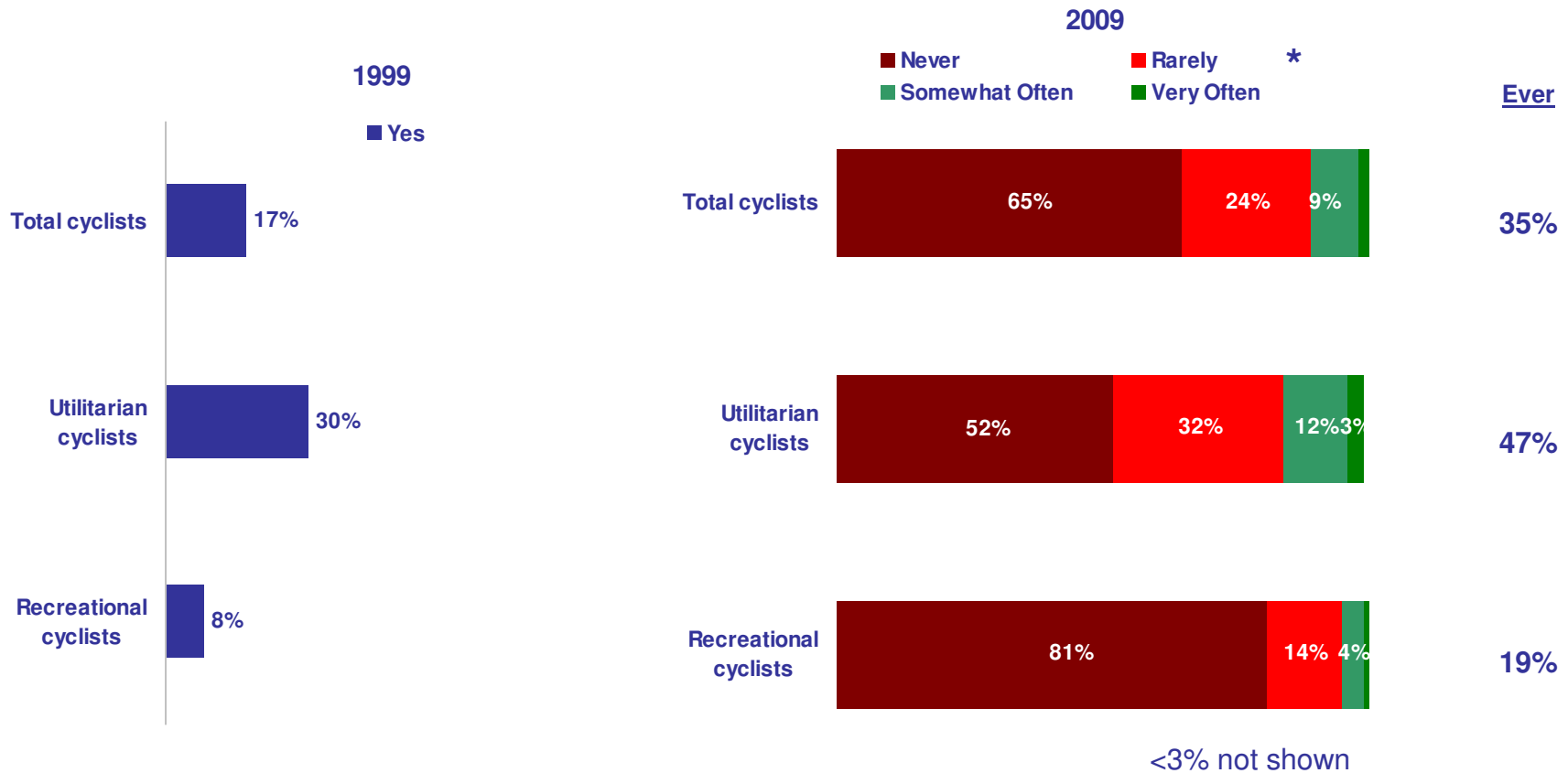
## Cycling and Public Transit





# Prevalence of Combining Cycling and Public Transit

One third of cyclists combine biking and public transportation at some point in time. While this looks significantly higher than in 1999, it should be noted that there was a change to the question wording.



\* The change to Q23 wording in 2009 was made to better gauge the degree to which cyclists combine cycling and public transit.

Q.23. Do you ever combine cycling and public transit in the same trip?

Base: 1999: All Cyclists n=480, Utilitarian n=199, Recreational n=281

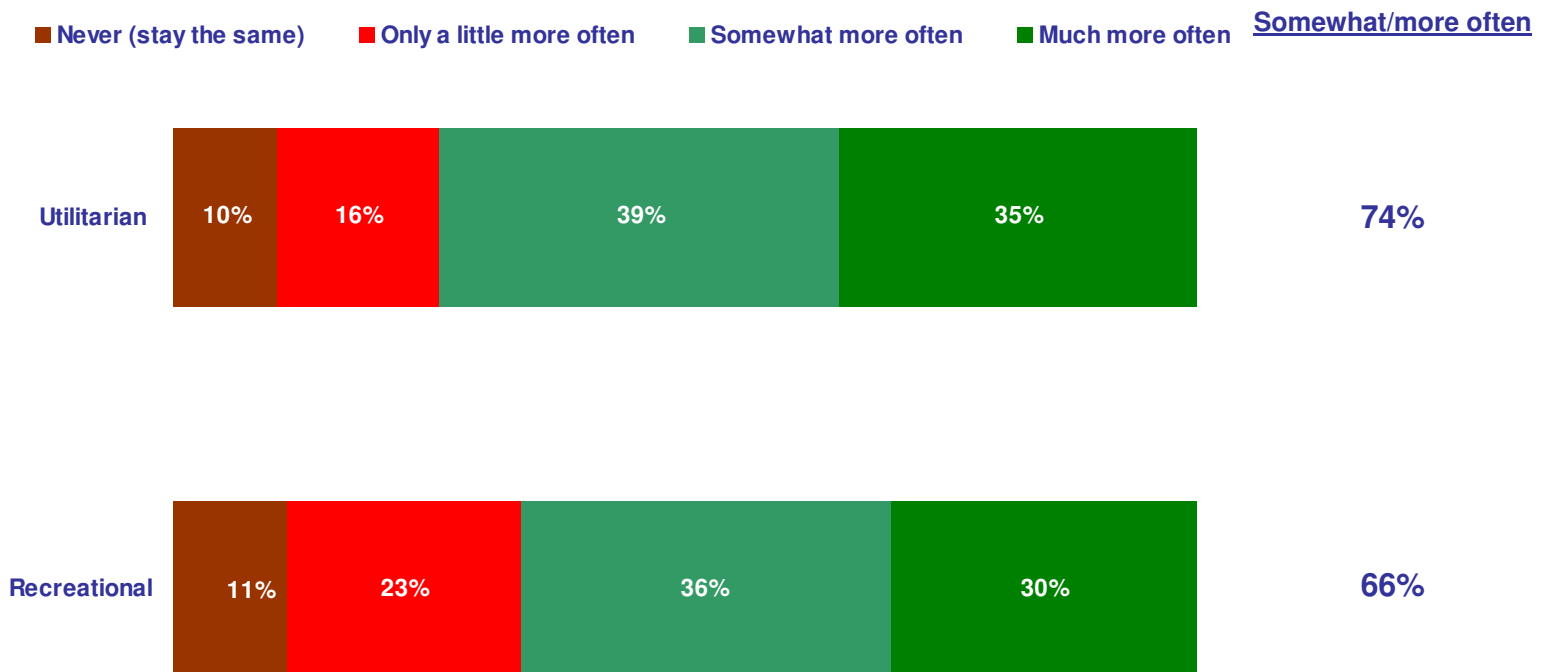
Q.23. How often do you ever combine cycling and public transit in the same trip?

Base: All cyclists n=531, Utilitarian n=271, Recreational n=260



# Impact of Secure Bike Parking on Combining Cycling and Public Transit Trips – Utilitarian vs. Recreational

Secure bike parking at subway stations would encourage cyclists who already combine biking and taking public transit in the same trip to do so more often. This makes sense seeing as parking is a concern for cyclists.



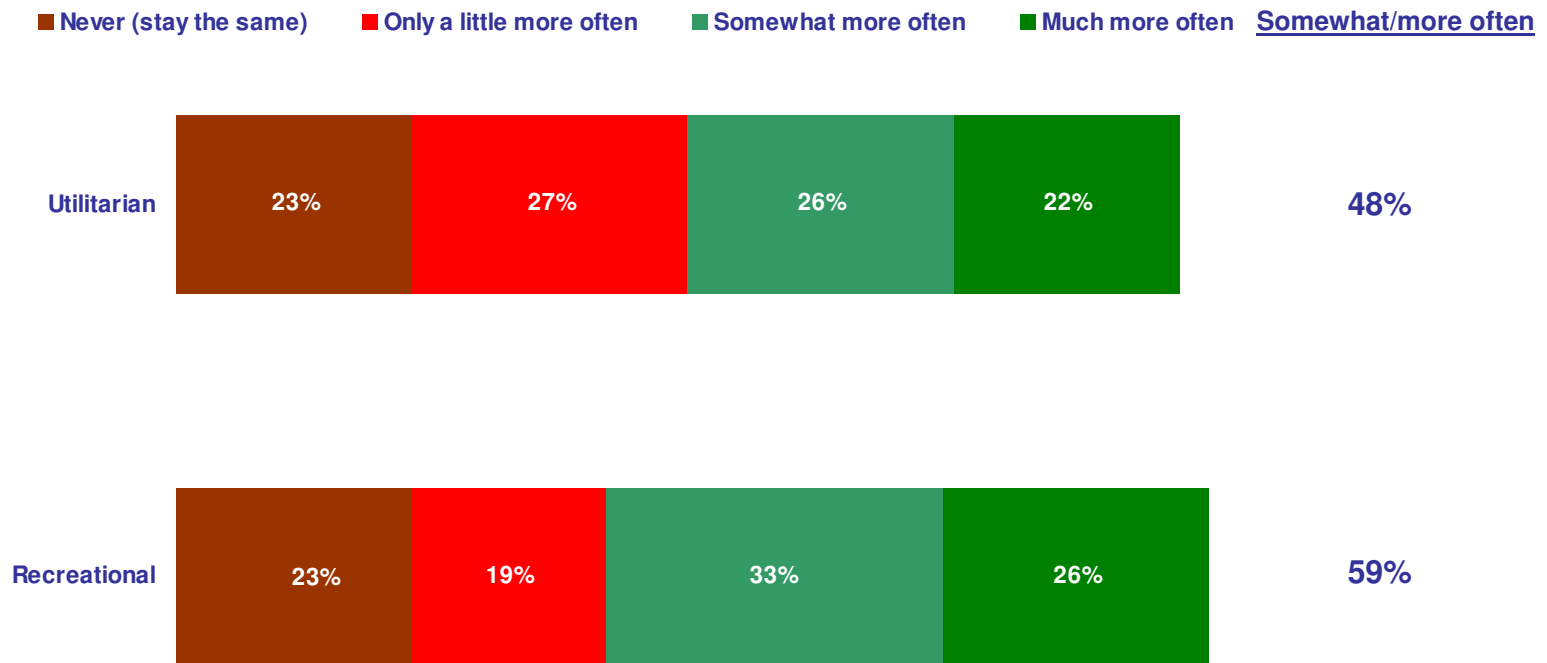
Q.24. Would you combine cycling and public transit in the same trip much more often, somewhat more often, only a little more often, or never if the following were provided? How about... READ AND ROTATE. ACCEPT ONE RESPONSE FOR EACH

Base: Utilitarian cyclists ever combine cycling and public transit in same trip n=131, Recreational cyclists ever combine cycling and public transit in same trip n=52



# Impact of Bike Rentals on Combining Cycling and Public Transit Trips – Utilitarian vs. Recreational

Approximately half of cyclists who already combine biking and public transit would do so more often if they could rent bikes at convenient locations across the city.



Q.24. Would you combine cycling and public transit in the same trip much more often, somewhat more often, only a little more often, or never if the following were provided? How about... READ AND ROTATE. ACCEPT ONE RESPONSE FOR EACH

Base: Utilitarian cyclists ever combine cycling and public transit in same trip n=131, Recreational cyclists ever combine cycling and public transit in same trip n=52



# Impact of Bike Rental on Likelihood of Cycling - Non-Cyclists

Bike rentals are likely to motivate three in ten non-cyclists to cycle somewhat/much more often.



19b. How much more often would you cycle if you could rent a bike for a couple of hours or for a full day at convenient locations (close to transit) across the city?

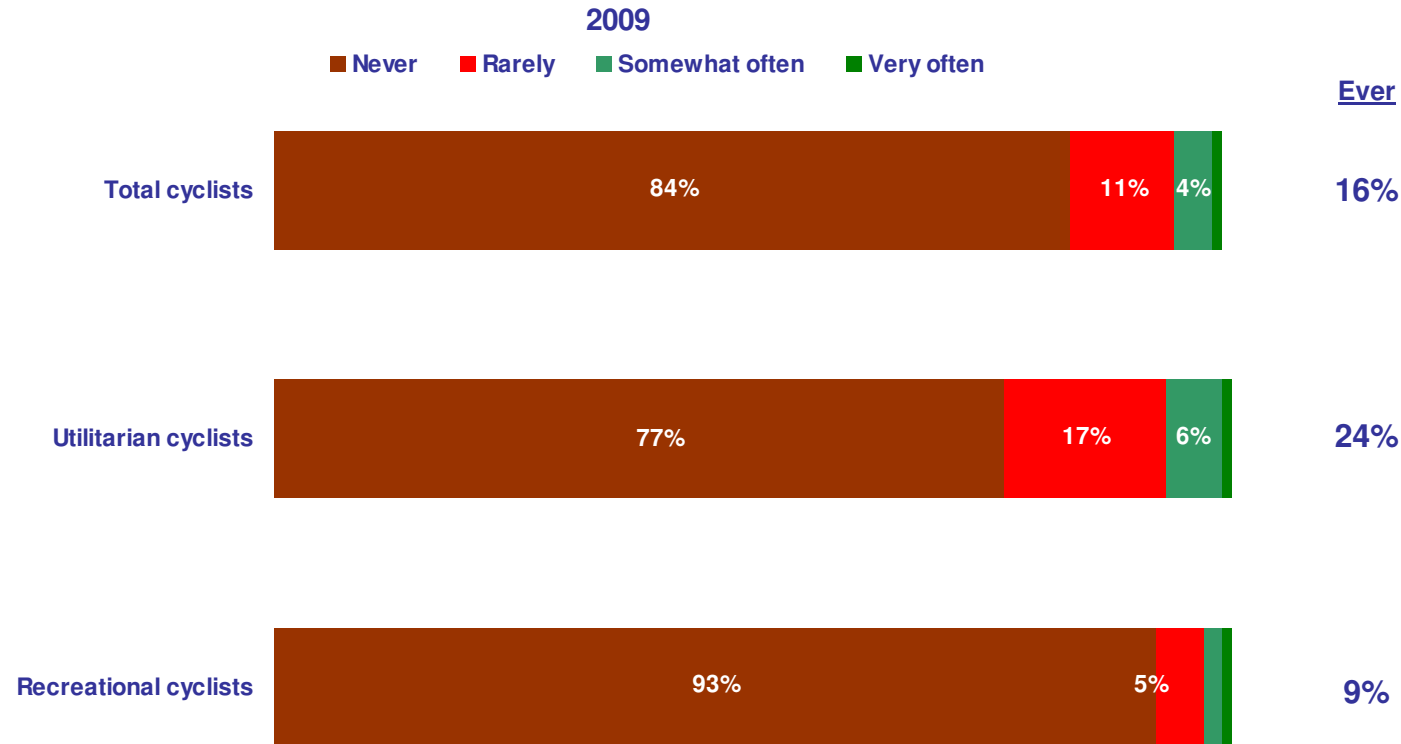
Base: Non-cyclists n=456





## Use of Bike Rack Bus

Two in ten cyclists have used a bike rack on a bus. Not surprisingly, utilitarian cyclists are three times more likely to use a bus bike rack than recreational bikers. It should be noted that this program is currently being rolled out across the city and is not yet operating in every district.



<3% not shown

Q.25. All buses in Toronto are being equipped with bike racks that will hold two bicycles. How often, if ever, have you used a bike rack on a bus? (READ LIST)  
Base: All cyclists n=531, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469



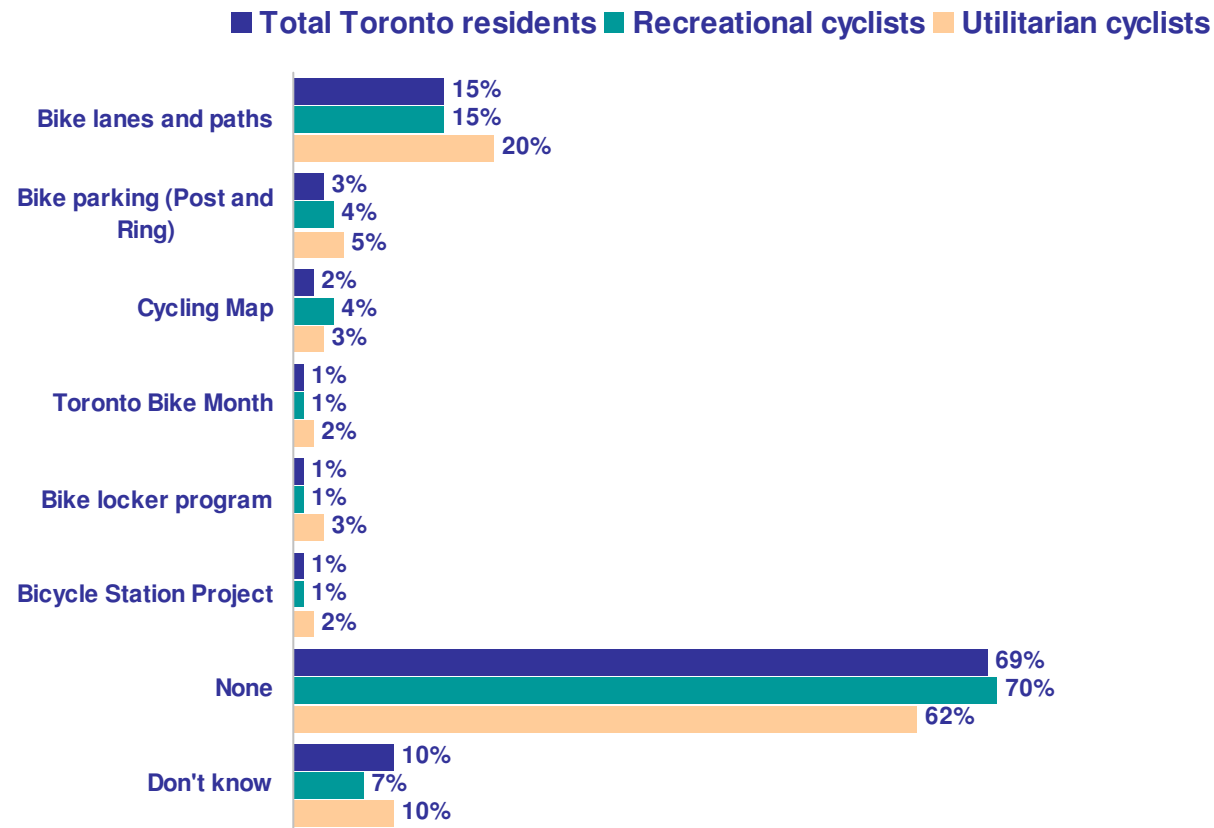
## Awareness of Cycling Initiatives



# Awareness of City of Toronto Programs/Initiatives

Although awareness of the City's bike initiatives is low, utilitarian cyclists are more likely to be in the know regarding City cycling programs.

2009



36. What, if any, City of Toronto programs and initiatives were you aware of before today? (DO NOT READ LIST)  
 (ACCEPT ALL THAT APPLY, UNLESS 'NONE' CHOSEN)  
 Base: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260



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## Demographics



1/12/2010



# Profile of Respondents

	Total Toronto residents		Non-Cyclists		Recreational		Utilitarian	
	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001 %	n=1000 %	n=522 %	n=469 %	n=281 %	n=260 %	n=199 %	n=271 %
<b>GENDER</b>								
Male	47	52	40	45	52	60	61	57
Female	53	48	60	55	48	40	39	43
<b>AGE</b>								
15 to 17	4	2	1	2	6	2	7	2
18 to 34	32	32	28	27	32	29	41	41
35 to 49	29	27	22	22	37	33	35	32
50 to 64	19	24	22	24	17	27	13	19
65+	14	15	23	24	5	9	4	6
DK / Refused	4	2	4	1	4	0	1	0
<b>EDUCATION</b>								
High School	33	22	37	30	31	13	25	15
College	21	27	20	27	21	30	23	23
University	31	28	31	23	30	33	34	31
Post Graduate	14	23	12	19	16	23	18	30
DK / Refused	1	0	1	0	1	-	-	-



# Profile of Respondents

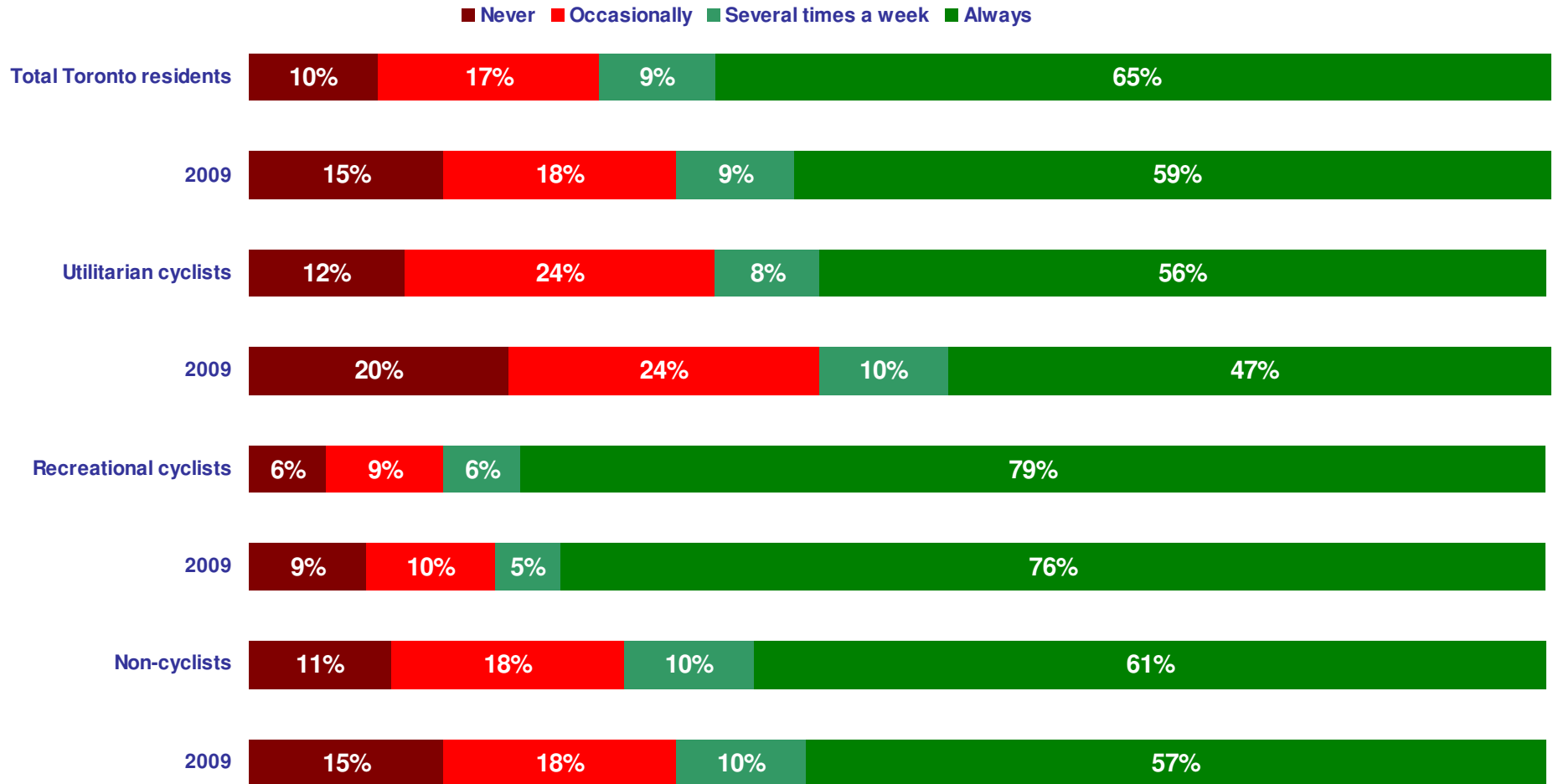
	Total Toronto residents		Non-Cyclists		Recreational		Utilitarian	
	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001 %	n=1000 %	n=522 %	n=469 %	n=281 %	n=260 %	n=199 %	n=271 %
<b>HOUSEHOLD INCOME</b>								
Under 20K	8	8	10	10	6	3	8	9
\$20 to \$39 K	19	16	24	21	11	10	16	12
\$40 to \$59 K	21	18	23	21	19	17	21	14
\$60 to \$79 K	13	14	11	14	17	14	14	12
\$80 to \$99 K	6	11	3	6	10	16	7	13
\$100 K+	10	22	6	14	14	29	13	30
DK / Refused	23	11	24	14	24	11	20	10
<b>EMPLOYMENT</b>								
Full Time	47	46	41	38	56	58	52	47
Part Time	11	8	9	7	14	9	13	9
Self Employed	9	11	9	8	8	10	12	16
Retired	17	16	27	25	8	9	4	8
Home Maker	3	3	3	4	3	3	2	3
Unemployed	3	7	3	11	3	4	2	5
Student	9	8	7	7	8	7	14	13
Refused	-	0	0	-	1	0	0	-



# Profile of Respondents

	Total Toronto residents		Non-Cyclists		Recreational		Utilitarian	
	1999	2009	1999	2009	1999	2009	1999	2009
	n=1001 %	n=1000 %	n=522 %	n=469 %	n=281 %	n=260 %	n=199 %	n=271 %
<b>How long have you lived in the neighborhood you are in now?</b>								
Less than a year	n/a	8	n/a	8	n/a	8	n/a	6
More than a year but less than 3 years	n/a	17	n/a	16	n/a	17	n/a	19
More than 3 years but less than 5 years	n/a	14	n/a	12	n/a	15	n/a	18
More than 5 years but less than 10 years	n/a	18	n/a	19	n/a	19	n/a	17
More than 10 years	n/a	43	n/a	45	n/a	43	n/a	40
<b>Do you rent or own your home?</b>								
Rent	n/a	39	n/a	44	n/a	31	n/a	39
Own	n/a	61	n/a	56	n/a	69	n/a	61
<b>What type of home do you live in?</b>								
Single family detached or semi-detached house	n/a	46	n/a	36	n/a	57	n/a	51
Townhouse or row house	n/a	8	n/a	7	n/a	10	n/a	10
Duplex, triplex, or fourplex	n/a	3	n/a	2	n/a	2	n/a	6
Condominium/apartment/co-op	n/a	41	n/a	51	n/a	31	n/a	33
Other	n/a	2	n/a	3	n/a	1	n/a	1
<b>Do you have children under the age of 15 living with you at home?</b>								
Yes	n/a	27	n/a	24	n/a	31	n/a	29
No	n/a	73	n/a	76	n/a	69	n/a	71

# Access to a Motor Vehicle



Q.31. How often do you have access to a motor vehicle?

Base: 1999: All respondents n=1001, Utilitarian cyclists n=199, Recreational cyclists n=281, Non-cyclists n=522  
 2009: All respondents n=1000, Utilitarian cyclists n=271, Recreational cyclists n=260, Non-cyclists n=469





Ipsos Reid



THANK YOU



1/12/2010