City of Toronto Cycling Study

Toronto Cycling | Summary

Conducted by Nanos for the City of Toronto, July 2019

SUMMARY

{ The percentage of Toronto residents who report cycling continues to increase

Incidence of Cycling in Toronto

- **The percentage of Toronto residents who report cycling continues to increase** – The percentage of reported cyclists in the City of Toronto continues to increase over the past 20 years, with seven in ten Toronto residents (70%) who reported cycling compare to 54 per cent in 2009 and 48 per cent in 1999. While the percentage of Toronto residents that reported being recreational cyclist (meaning the cycle for recreation or fitness) has remained steady (26% in 2019, 25% in 2009 and 28% in 1999) Toronto residents who reported being utilitarian cyclists (meaning they either cycle to work, school, to go shopping or visit friends) has increase from 29 per cent in 2009 to 44 per cent in 2019.

- **The proportion of households that own at least one bicycle has slightly increased –** Asked how many bikes they have in their household, nearly three in four respondents (74%) said their household owned at least one bicycle, which is slightly higher than 66 per cent or respondents in 2009 and 62 per cent of respondents in 1999 who said that they or someone in their household owned a bicycle.

- **Residents of all four districts report cycling at similar rates** – A majority of Toronto residents report cycling for utilitarian or recreational reasons, with similar rates across all four districts (75% of residents from Toronto/East York, 71% of residents of Etobicoke/York, 63% of residents of North York and 68% of residents of Scarborough). Residents of Toronto/East York were marginally more likely to report being utilitarian cyclists (49%, compared to 41% of residents of Etobicoke/York, 40% of residents of North York and 43% of residents of Scarborough) and Toronto/East York saw a marginal increase in the reported percentage of recreational cyclists (26%, up from 22% in 2009 and 21% in 1999).

SUMMARY

Perception of cycling in Toronto

Nearly seven in ten utilitarian cyclists say separating bike lanes from car traffic would improve cycling in Toronto in terms of safety

- **Toronto residents are twice as likely to say they feel comfortable or somewhat comfortable with major roads with bike lanes/cycle tracks than without bike lanes/cycle tracks** – Asked about their comfort levels on certain types of streets/paths, Toronto residents are twice as likely to say they feel comfortable or somewhat comfortable with major roads with bike lanes/cycle tracks (31% comfortable, 32% somewhat comfortable) than without bike lanes/cycle track (15% comfortable, 20% somewhat comfortable). A majority report feeling comfortable or somewhat comfortable on residential streets (41% comfortable, 36% somewhat comfortable) and on bike trails and multi-use paths (58% comfortable, 25% somewhat comfortable). Those classified as interested but concerned/bike curious were nearly four times more likely to report being comfortable with major roads with bike lanes/cycle tracks (22% comfortable, 33% somewhat comfortable) than major roads without bike lanes (four per cent comfortable, 10% somewhat comfortable).

- **Respondents were more likely to say they would like to travel by bike if the street felt safer and there was dedicated bike infrastructure to protect them from traffic** – Asked which statement best describes their overall level of comfort cycling, over one in three (35%) said they would like to travel more by bike if the streets felt safer and there was dedicated bike infrastructure (classified as interested but concerned), while less than three in ten (27%) say they are comfortable sharing streets with cars but prefer to do so using dedicated bike infrastructure (classified as enthused and confident) and two in ten (21%) say they are not comfortable riding a bicycle even on path or trails or are just not interested in cycling (classified as no way, no how). Less than two in ten (17%) say they are willing to ride a bicycle on the street regardless of traffic and without dedicated bike lanes (classified as strong and fearless).

Safety on roads continues to be the top concern about cycling or cyclists in Toronto

- **Safety on roads continues to be the top concern about cycling or cyclists in Toronto** – Asked what concerns, if any, they have about cycling or cyclists in Toronto, close to one in four mentioned safety (general) (24%, up from 18% in 2009, seven per cent in 1999), followed by nothing/no concerns (15%), and careless drivers (11%, 15% in 2009, 18% in 1999). Those who are classified as interested but concerned/bike curious were most likely to mention safety as one of the concerns they have about cycling or cyclists in Toronto (31%), followed by those classified as no way, no how/Bike Humbug (22% mentioned safety) and those classified as enthused and confident/bike lover (21% mentioned safety).

- **Separating bike lanes from car traffic and repairing potholes and bad pavement received highest intensity of improvement on cycling in Toronto in terms of safety** – Asked what affect a series of statements would have on cycling in Toronto in terms of safety, separating bike lanes from car traffic (64% of recreational cyclists and 69% of utilitarian cyclists said it would improve cycling) and repairing potholes and bad pavement (61% of recreational cyclists and 67% of utilitarian cyclists said it would improve cycling) received the highest intensity of improvement from Toronto cyclists.

- **More bike paths and trails off-street and more bicycle parking received highest intensity of improvement on cycling in Toronto in terms of convenience** – Asked what affect a series of statements would have on cycling in Toronto in terms of convenience, more bike paths and trails off-street (60% of recreational cyclists and 65% of utilitarian cyclists said it would improve cycling) and more bicycle parking (46% of recreational cyclists and 54% of utilitarian cyclists said it would improve cycling) received the highest intensity of improvement from Toronto cyclists.

- **Distance is less frequently mentioned as a reason not to bike for utilitarian reasons** – Asked why they don't choose to ride a bike to get to work, school, or for shopping, running errands or visiting friends in good weather, recreational cyclists were less likely to mention distance than previous years (36% compared to 42 in 2009 and 48% in 1999). Mentions of unsafe traffic conditions have remained steady (15%, 11% in 2009) while inconvenience has gone down (10%, down from 18%in 2009).

SUMMARY

Cyclists are more likely to report combining biking and public transportation than they did 10 years ago

Cycling behavior and facilities

- **While seasonal cycling incidence has stayed relatively steady since 1999, cyclists most frequently mention improving/clearing bike lanes as something the City could do to encourage them to cycle more often in Winter** – Asked what the City could do to encourage them to ride more often in winter, Toronto cyclists more frequently mentioned improving/clearing bike lanes/paths and streets (35%), followed by nothing (35%), creating more/safe/quality bike lanes/paths (16%) and having heated/sheltered bike lanes (three per cent).

- **Cyclists are more likely to report combining biking and public transportation than they did 10 years ago** – Asked how often they combine cycling and public transit in the same trip, 45 per cent of cyclists said they combined it at least occasionally (32%) or regularly (13%), compared to 35 per cent who said they had combined cycling in 2009. Similarly to 1999 and 2009, utilitarian cyclists were more likely to report combining cycling and public transit than recreational cyclists (58% of utilitarian cyclists report at least occasionally combining cycling and public transit compared to 23% of recreational cyclists).

Nanos conducted an online survey of 1,516 Toronto residents, 18 years of age or older, between May 13th to 29th, 2019. The sample is geographically stratified to be representative of Toronto.

The research was commissioned by the City of Toronto and was conducted by Nanos Research.

*Note: Please note that the four city districts : Toronto/East York, Etobicoke/York, North York and Scarborough were previously called Central Toronto, Etobicoke, North York, and Scarborough, respectively.

REPORTING CONVENTIONS

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 ride a bicycle.
- **Strong and fearless/Bike Fearless** - Those who selected that they are willing to ride a bicycle on the street regardless of traffic without dedicated bike infrastructure like bike lanes and that do not consider themselves to be a person with a disability that prevents them from cycling.
- **Enthused and confident/Bike Lover -** Those who selected that they are comfortable sharing streets with cars, but prefer to do so using dedicated bike infrastructure like bike lanes and that do not consider themselves to be a person with a disability that prevents them from cycling.
- **Interested but concerned/Bike Curious** - Those who selected that they would like to travel by bike if the streets felt safer and there was dedicated bike infrastructure that protected me from traffic and that do not consider themselves to be a person with a disability that prevents them from cycling.
- **No way, no how/Bike Humbug -** Those who selected that they are not comfortable riding a bicycle even on paths or trails separate from the street; and/or just not interested in cycling and that do not consider themselves to be a person with a disability that prevents them from cycling.

REPORTING CONVENTIONS

- **City of Toronto** - This includes North York, Scarborough, Etobicoke, York, Toronto and East York.
- **District** - There are four districts in Toronto, comprising of North York, Scarborough, Etobicoke/York and Toronto/East York. These correspond with the Community Council geographies, and have shifted over time.
- **Net scores** - The net score indicates whether the intensity of views on a statement/question are positive, negative or divided. The net score is calculated by adding the positive (for example, agree + somewhat agree) and subtracting the negative (for example, somewhat disagree + disagree), (P+P)-(N+N). The resulting net score will either be a positive or negative number. A positive number (for example, +56.0) indicates a higher intensity of positive views, while a negative number (for example, -56.0) indicates a higher intensity of negative views. The larger the number in either direction, the greater intensity of views in that direction. Net scores close to zero signal a divide in the survey population.
- NIA : NIA refers to Neighbourhood Improvement Areas which were identified in March 2014 by the City of Toronto under the Toronto Strong Neighbourhoods Strategy 2020 (TSNS2020). For more information please visit the city's website : https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/nia-profiles/.

*The use of the word "Toronto" in this reports refers to all four districts combined.

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Average personal bicycle ownership
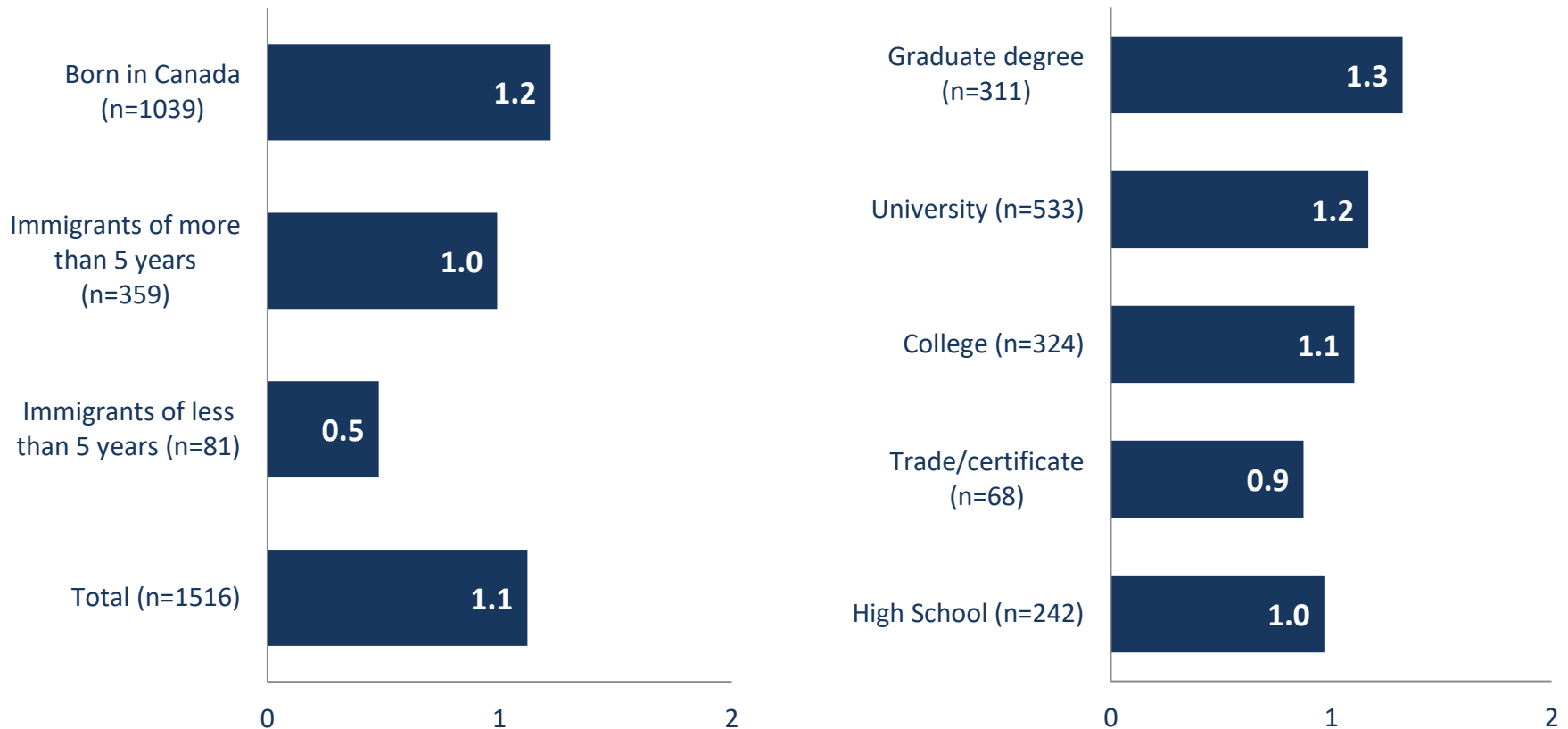
QUESTION – How many bikes do you personally own (do not include electric bikes)? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1516 Toronto residents.

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Average number of transportation devices in household
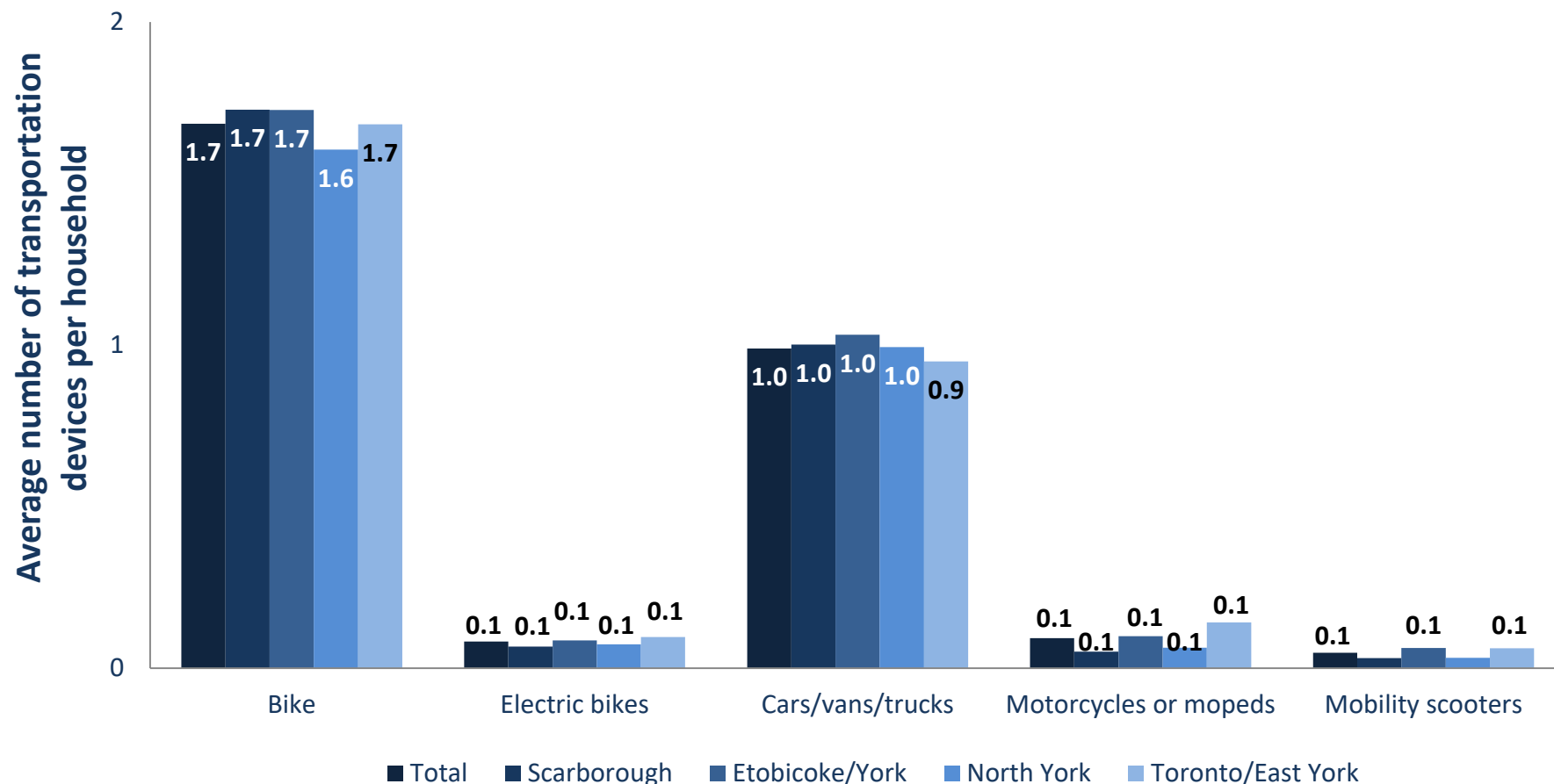
QUESTION – How many of the following do you have in your household? [OPEN]

Household bicycle ownership
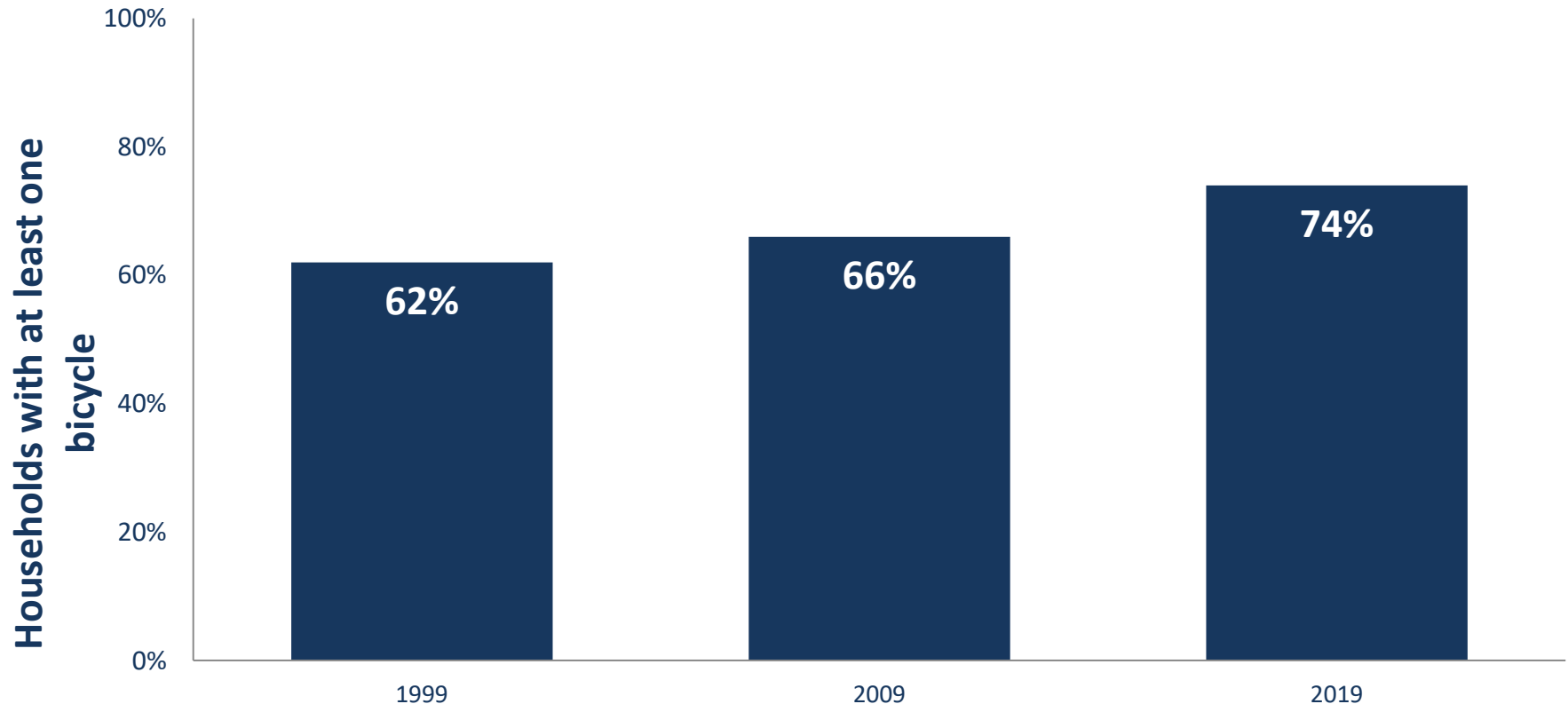
QUESTION – How many of the following do you have in your household?

Bike (do not include electric bikes)

Previous wave – Do you or anyone in your household own a bicycle?

Household bicycle ownership *
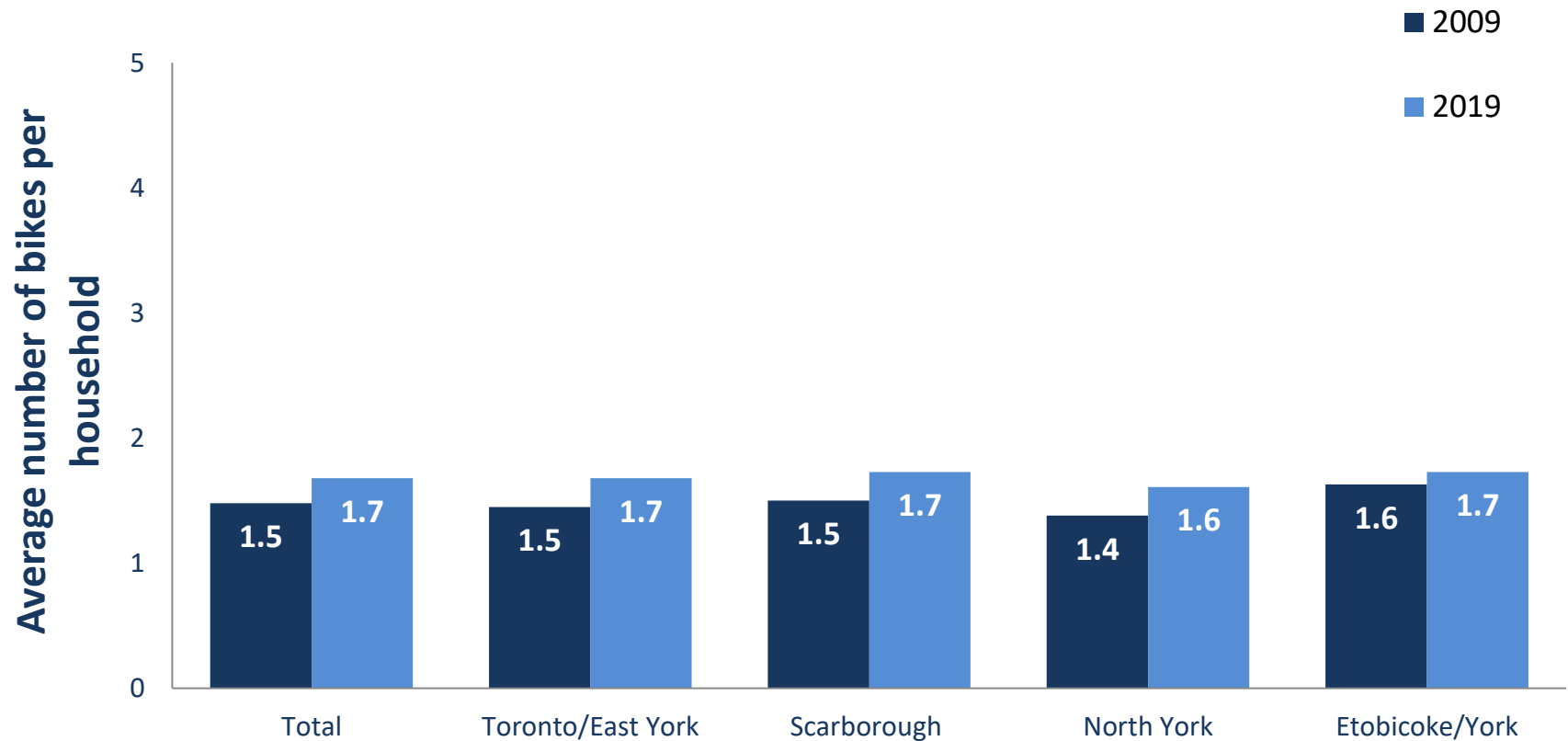
TORONTO **NANOS**

Legend: ■ 2009 ■ 2019

Y-axis: Average number of bikes per household (0 to 5)

Region	2009	2019
Total	1.5	1.7
Toronto/East York	1.5	1.7
Scarborough	1.5	1.7
North York	1.4	1.6
Etobicoke/York	1.6	1.7

QUESTION – How many of the following do you have in your household?

Bike (do not include electric bikes)   *Please see slide 100 for note on methodological differences in previous waves.*

Average household bicycle ownership – By type of home
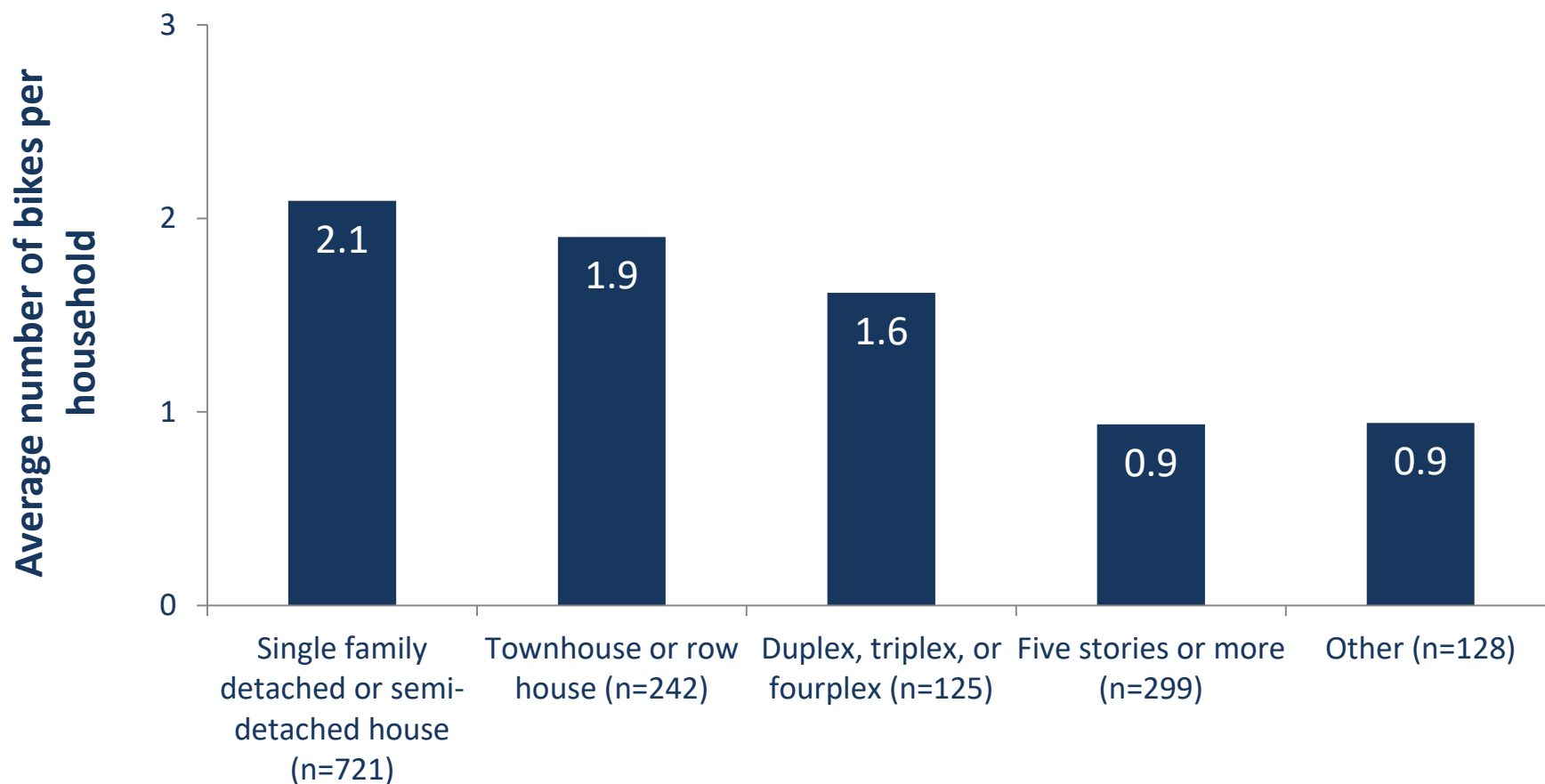
Average number of bikes per household

Single family detached or semi-detached house (n=721)	2.1
Townhouse or row house (n=242)	1.9
Duplex, triplex, or fourplex (n=125)	1.6
Five stories or more (n=299)	0.9
Other (n=128)	0.9

QUESTION – How many of the following do you have in your household?

Bike (do not include electric bikes)

Average household bicycle ownership – By household income
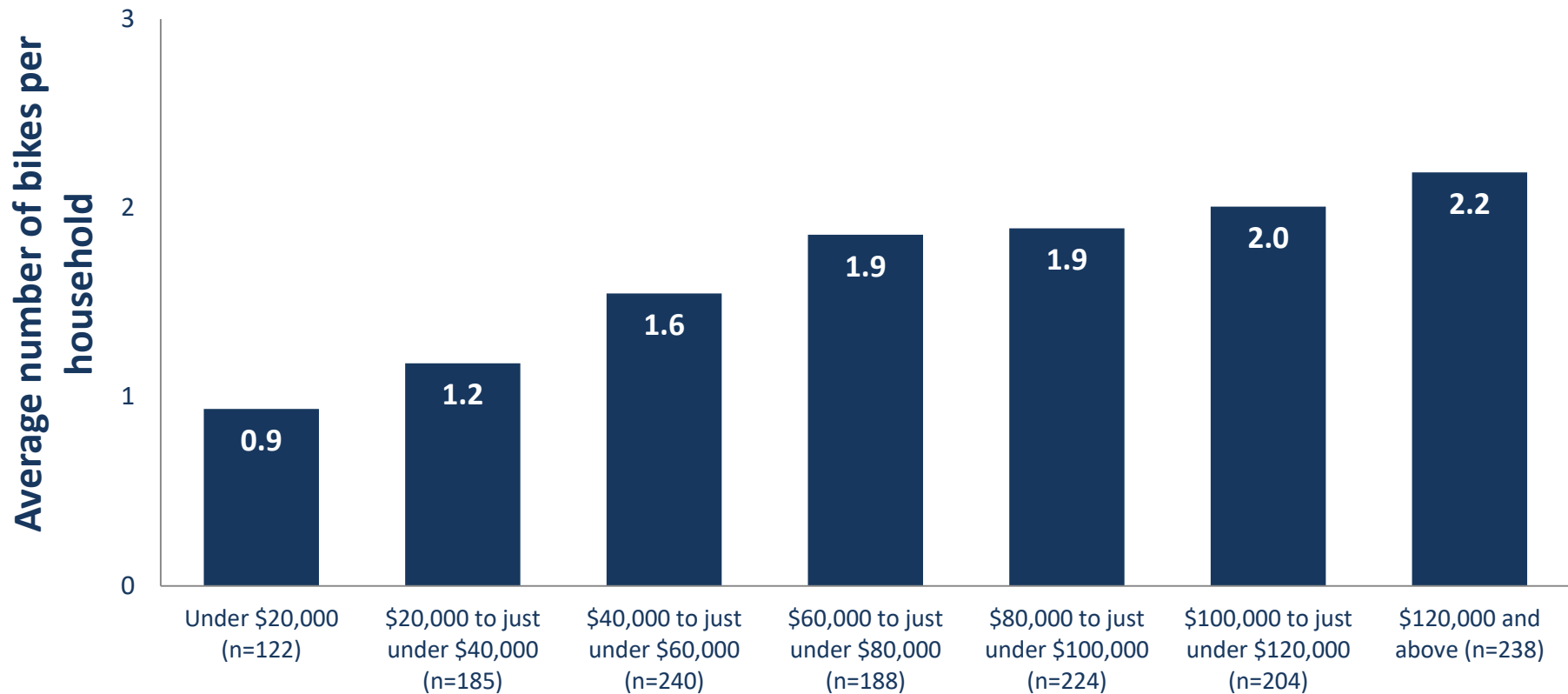
Average number of bikes per household

Income group	Value
Under $20,000 (n=122)	0.9
$20,000 to just under $40,000 (n=185)	1.2
$40,000 to just under $60,000 (n=240)	1.6
$60,000 to just under $80,000 (n=188)	1.9
$80,000 to just under $100,000 (n=224)	1.9
$100,000 to just under $120,000 (n=204)	2.0
$120,000 and above (n=238)	2.2

QUESTION – How many of the following do you have in your household?

Bike (do not include electric bikes)

Average household bicycle ownership – By NIA status
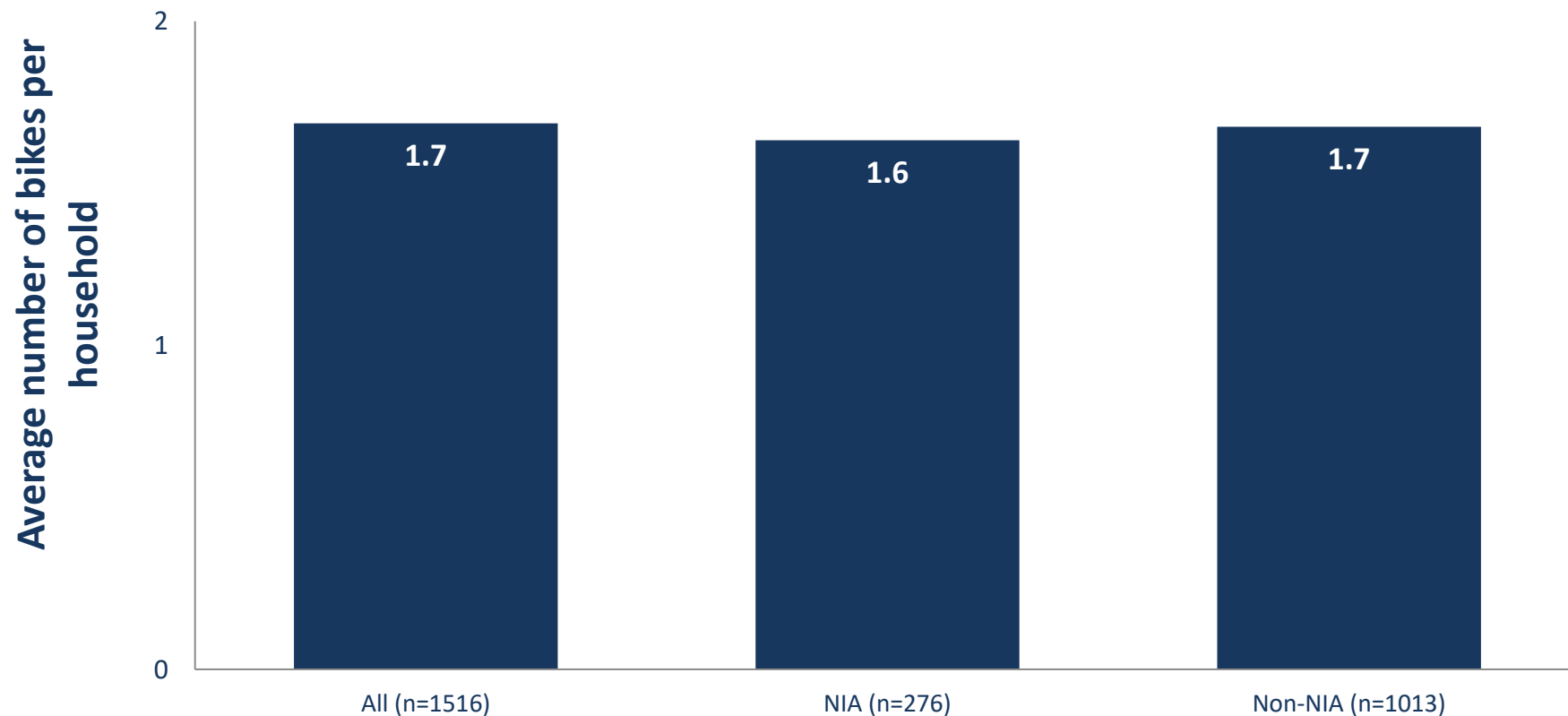
QUESTION – How many of the following do you have in your household?

Bike (do not include electric bikes)

Household bike usage
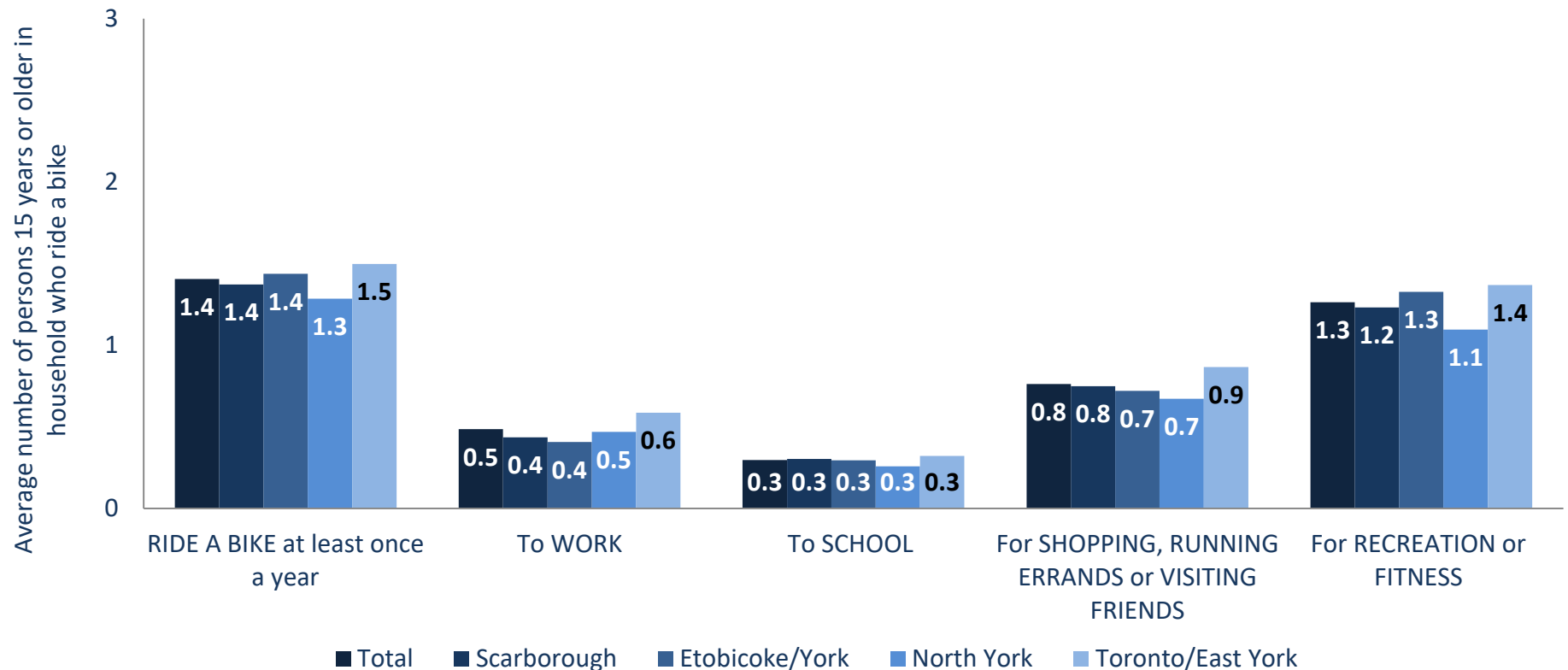
QUESTION – Including yourself, how many persons 15 years of age and over in your household RIDE A BIKE at least once a year?
QUESTION – Including yourself, how many persons 15 years and older in your household ride a bike to WORK, in good weather?
QUESTION – How many persons 15 years and older in your household ride a bike to SCHOOL in good weather?
QUESTION – How many persons 15 years and older in your household ride a bike for SHOPPING, RUNNING ERRANDS or VISITING FRIENDS, in good weather?
QUESTION – How many persons 15 years and older in your household ride a bike for RECREATION or FITNESS in good weather?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1516 Toronto residents.

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Number of persons in household who ride a bike

Mean	Median
1.4	1.0

None   One   Two   Three or more

27% **26%** **33%** **14%**

*Charts may not add up to 100 due to rounding
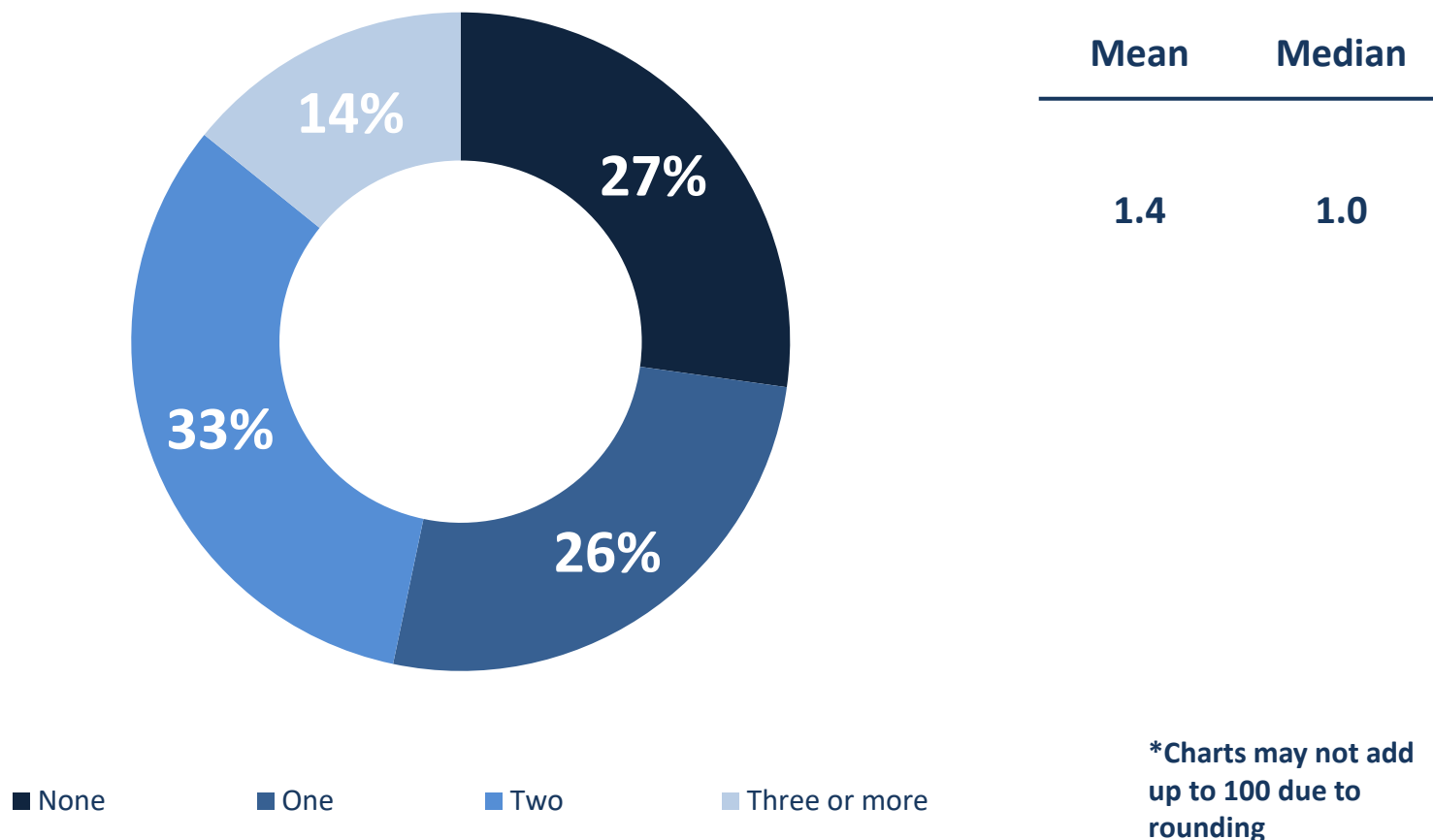
QUESTION – Including yourself, how many persons 15 years of age and over in your household RIDE A BIKE at least once a year?

Number of persons in household who ride a bike to work
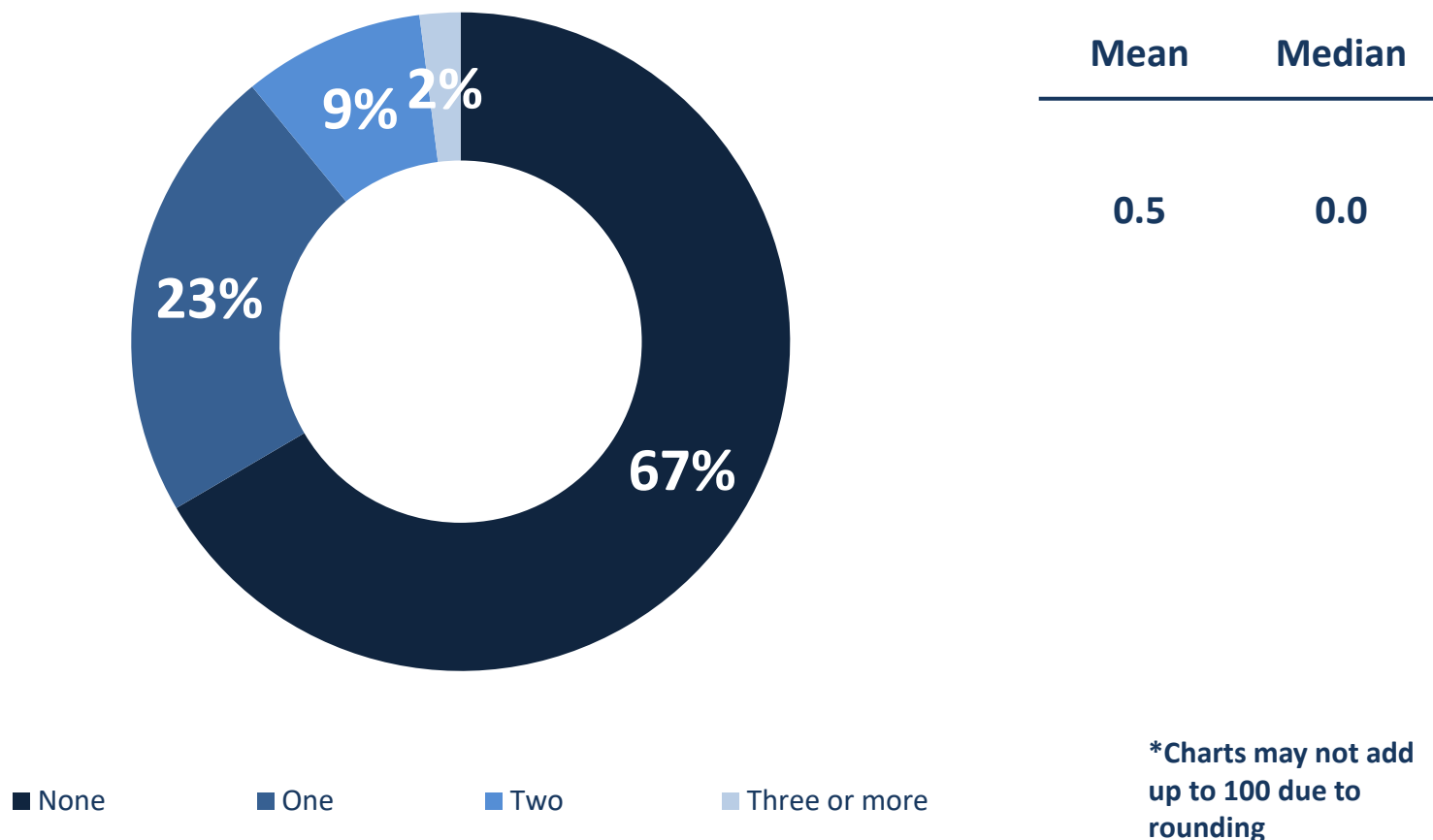
	Mean	Median
	0.5	0.0

None ▪ **One** ▪ **Two** ▪ **Three or more**

67%
23%
9%
2%

*Charts may not add up to 100 due to rounding

QUESTION – Including yourself, how many persons 15 years and older in your household ride a bike to WORK, in good weather?

Number of persons in household who ride a bike to school
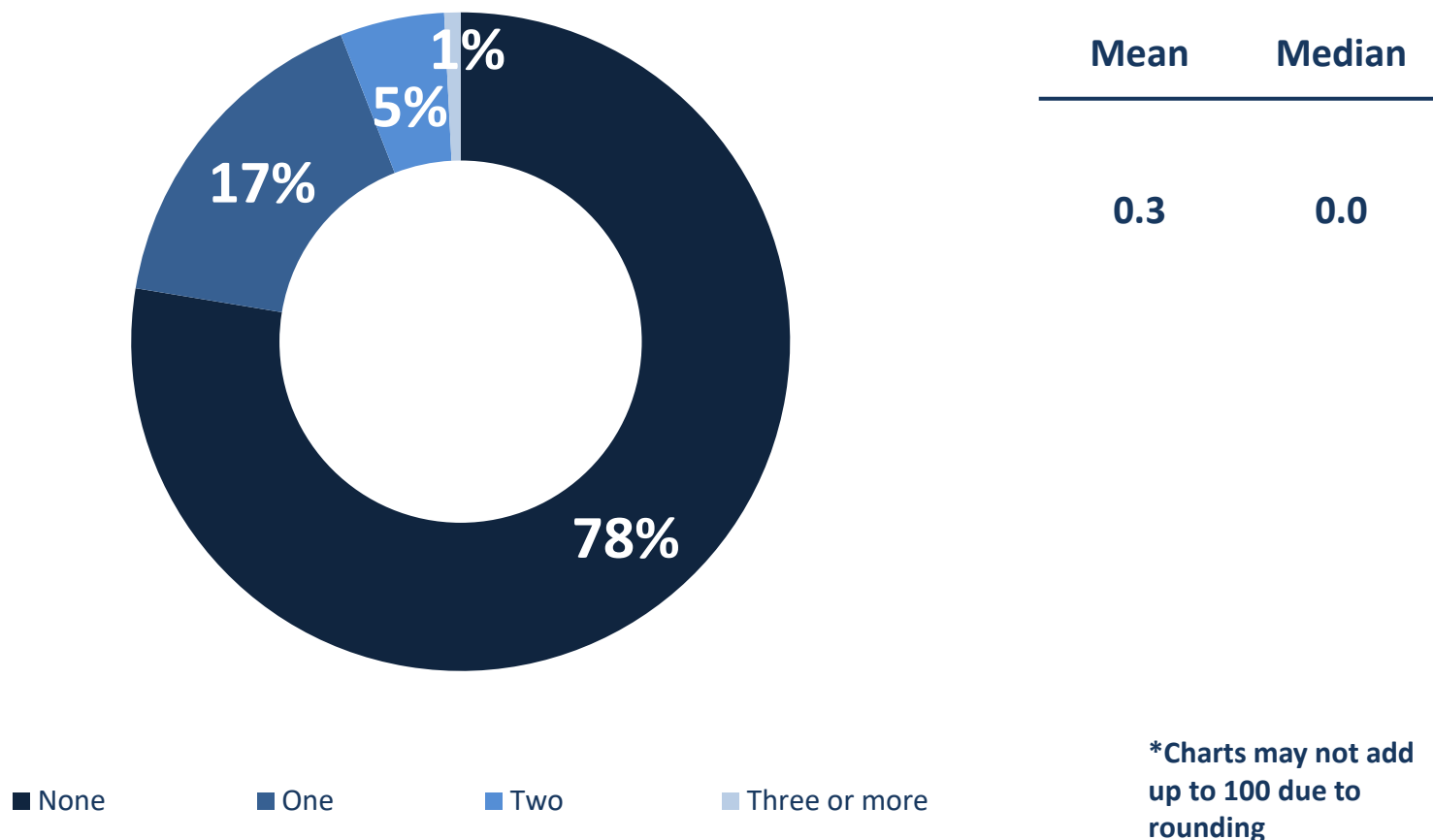
	Mean	Median
	0.3	0.0

Legend: ■ None ■ One ■ Two ■ Three or more

*Charts may not add up to 100 due to rounding

QUESTION – How many persons 15 years and older in your household ride a bike to SCHOOL in good weather?

Number of persons in household who ride a bike for shopping

	Mean	Median
	0.8	0.0

■ None ■ One ■ Two ■ Three or more

*Charts may not add up to 100 due to rounding

QUESTION – How many persons 15 years and older in your household ride a bike for SHOPPING, RUNNING ERRANDS or VISITING FRIENDS, in good weather?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1448 Toronto residents.

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Number of persons in household who ride a bike for recreation or fitness

Donut chart:
- None: 29%
- One: 32%
- Two: 30%
- Three or more: 10%

Legend: ■ None   ■ One   ■ Two   ■ Three or more

Mean	Median
1.3	1.0

*Charts may not add up to 100 due to rounding

QUESTION – How many persons 15 years and older in your household ride a bike for RECREATION or FITNESS in good weather?

Cyclists in Toronto
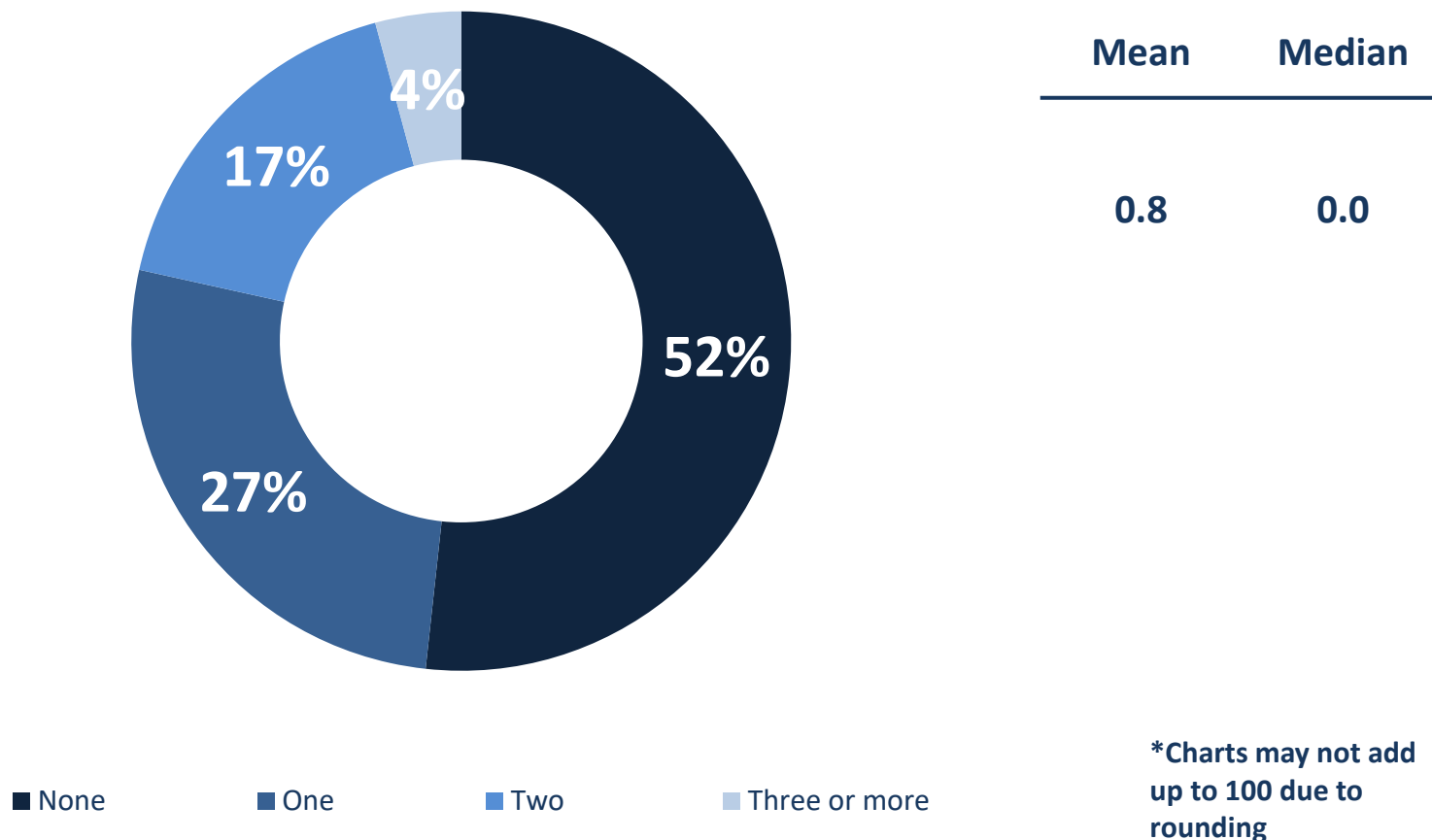
	Total (n=3510)*
For recreation	25.4%
For fitness	22.0%
For shopping or running errands	13.2%
For visiting friends	12.5%
To go to work	9.8%
To go to school	3.4%
I do not ride my/a bike	13.8%

*Based on multiple mentions

QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [SELECT ALL THAT APPLY]

Cyclist classification
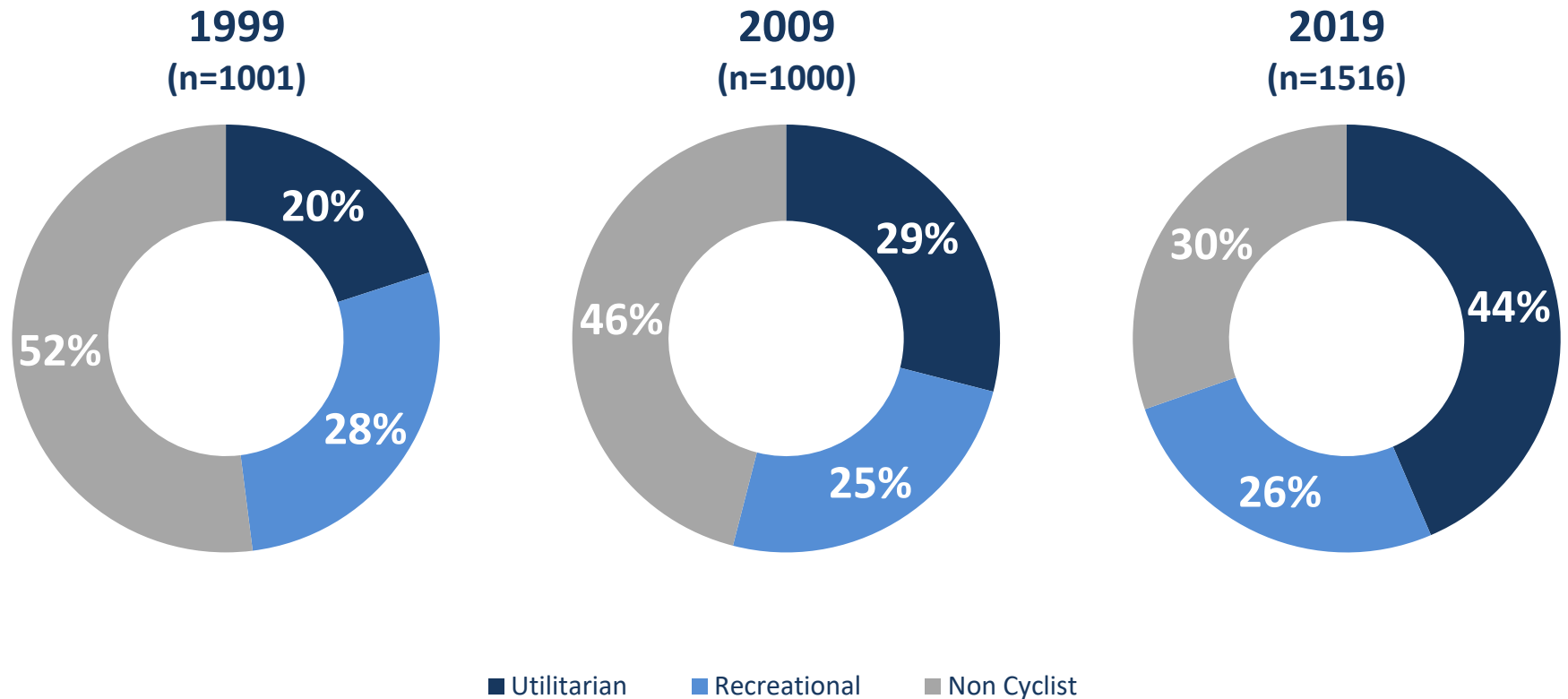
1999
(n=1001)

2009
(n=1000)

2019
(n=1516)

■ Utilitarian   ■ Recreational   ■ Non Cyclist

QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [REVISED SINCE LAST WAVE] [SELECT ALL THAT APPLY]
[IF 'to go to work', 'to go to school',`to go shopping' or 'visiting friends' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST]

Cyclist classification – Etobicoke/York
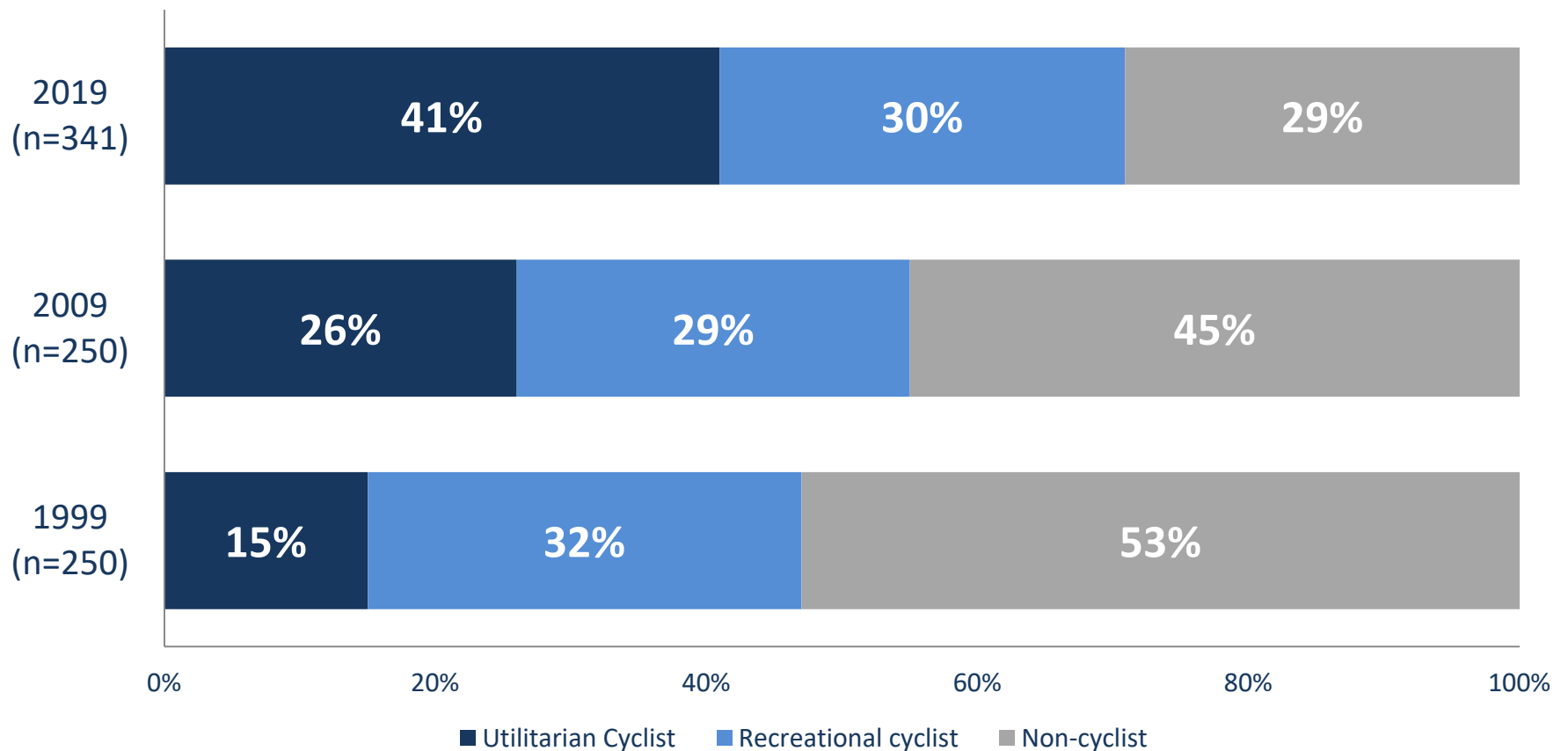
QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [REVISED SINCE LAST WAVE] [SELECT ALL THAT APPLY]
[IF 'to go to work', 'to go to school','to go shopping' or 'visiting friends' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=341 Toronto residents.

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Cyclist classification – North York
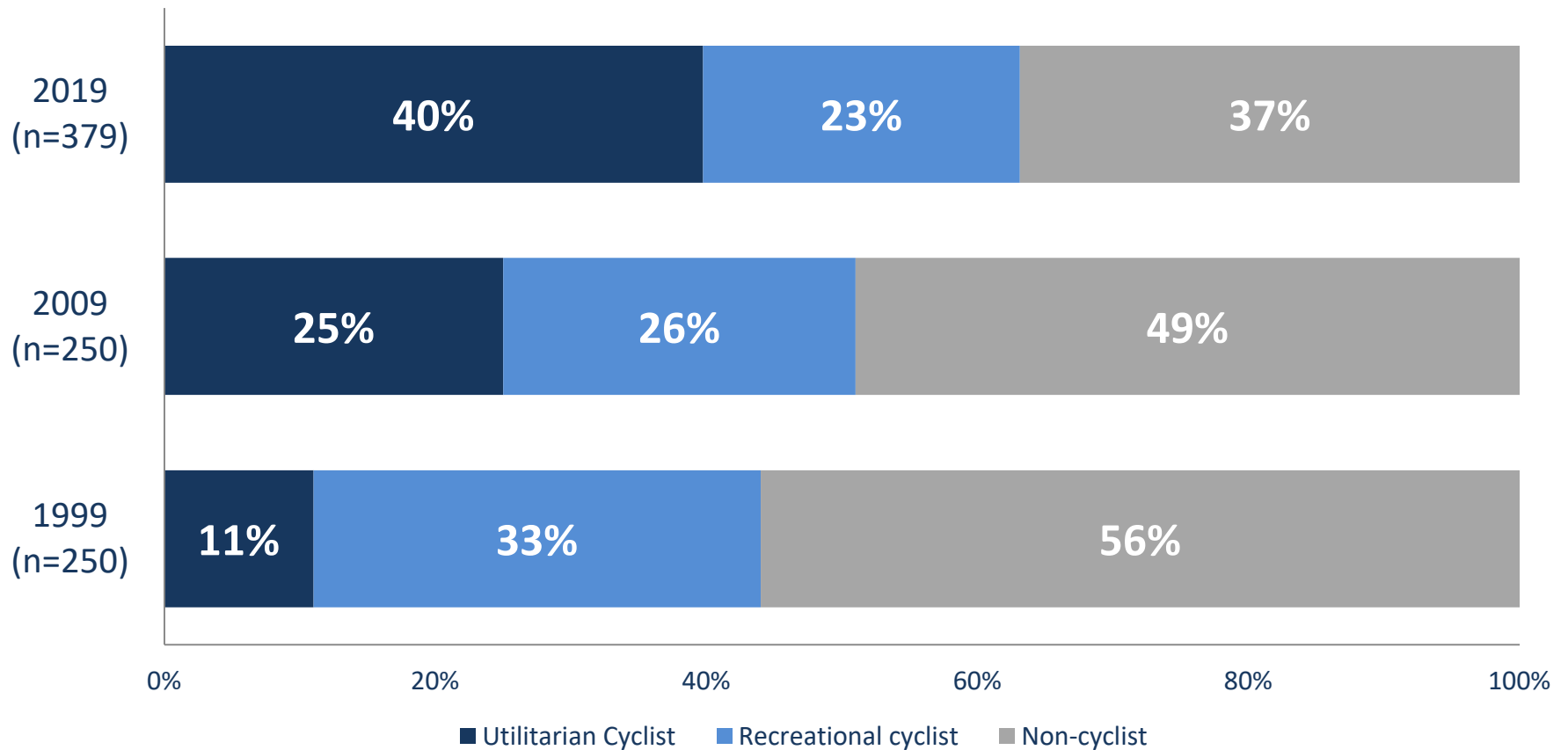
QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [REVISED SINCE LAST WAVE]
[SELECT ALL THAT APPLY]
[IF 'to go to work', 'to go to school','to go shopping' or 'visiting friends' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=379 Toronto residents.

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Cyclist classification – Scarborough
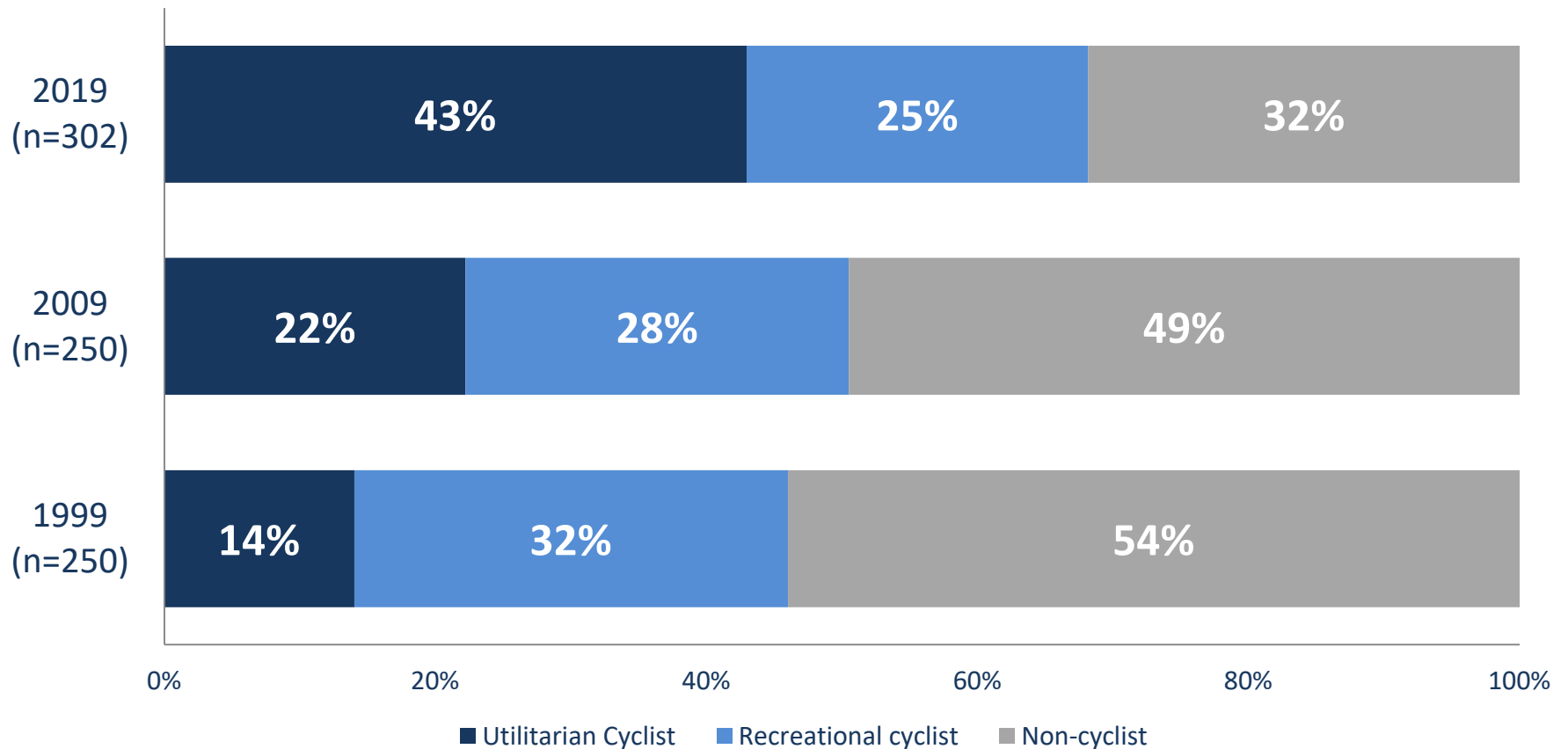
QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [REVISED SINCE LAST WAVE] [SELECT ALL THAT APPLY]
[IF 'to go to work', 'to go to school',`to go shopping' or 'visiting friends' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST]

Cyclist classification – Toronto/East York

Legend: ■ Utilitarian Cyclist ■ Recreational cyclist ■ Non-cyclist

- 2019 (n=494): Utilitarian Cyclist 49%, Recreational cyclist 26%, Non-cyclist 25%
- 2009 (n=250): Utilitarian Cyclist 36%, Recreational cyclist 22%, Non-cyclist 42%
- 1999 (n=250): Utilitarian Cyclist 30%, Recreational cyclist 21%, Non-cyclist 49%

QUESTION – Do you personally ride a bike in good weather for any of the following reasons? [REVISED SINCE LAST WAVE] [SELECT ALL THAT APPLY]
[IF 'to go to work', 'to go to school',`to go shopping' or 'visiting friends' CLASS AS UTILITARIAN CYCLIST, 'recreation and fitness ONLY' CLASS AS RECREATIONAL CYCLIST, IF 'I do not ride my bike' CLASS AS NON-CYCLIST]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=494 Toronto residents.

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Concerns about Toronto cycling

Top mentions	Total 2019 (n=1116)	Total 2009 (n=1000)	Total 1999 (n=1001)	Non-cyclist 2019 (n=339)	Non-cyclist 2009 (n=469)	Non-cyclist 1999 (n=522)	Recreational 2019 (n=270)	Recreational 2009 (n=260)	Recreational 1999 (n=281)	Utilitarian 2019 (n=507)	Utilitarian 2009 (n=271)	Utilitarian 1999 (n=199)
Safety (general)	24%	18%	7%	25%	22%	7%	29%	15%	7%	21%	15%	4%
Nothing/no concerns	15%	17%	16%	17%	15%	19%	14%	21%	12%	15%	15%	14%
Careless drivers	11%	15%	18%	8%	11%	9%	10%	17%	24%	13%	19%	35%
Disregard for law/rules by cyclists	10%	5%	-	14%	5%	-	12%	4%	-	7%	5%	-
Traffic conditions	8%	9%	10%	7%	10%	9%	7%	7%	13%	8%	9%	8%
Worried about collisions	7%	7%	12%	5%	8%	12%	8%	7%	11%	8%	7%	11%
Careless cyclists	3%	15%	33%	3%	14%	32%	4%	18%	37%	2%	13%	30%
Lack of bike lanes	3%	10%	13%	2%	6%	11%	3%	9%	14%	4%	17%	19%
Road conditions	2%	3%	4%	2%	2%	3%	1%	3%	2%	2%	6%	10%
Theft of bike	2%	3%	-	2%	2%	-	1%	4%	-	2%	4%	-
Bikes on sidewalks	1%	3%	7%	1%	4%	10%	-	1%	4%	-	2%	3%
Safety gear	1%	4%	7%	-	3%	7%	-	2%	6%	1%	6%	7%
Lack of paths and trails	1%	4%	8%	1%	5%	6%	1%	4%	6%	1%	4%	13%

QUESTION – What concerns, if any, do you have about cycling or cyclists in Toronto? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1116 Toronto residents.

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Concerns about Toronto cycling

Top mentions	Strong and fearless/ Bike Fearless (n=123)	Enthused and confident/ Bike Lover (n=319)	Interested but concerned/Bike Curious (n=393)	No way, no how/ Bike Humbug (n=186)
Safety (general)	13.9%	20.6%	30.6%	22.2%
Nothing/no concerns	31.8%	15.9%	9.4%	17.6%
Disregard for law/rules by cyclists .	4.9%	12.2%	7.9%	16.1%
Careless drivers	7.0%	10.7%	10.6%	9.7%
Traffic Conditions	9.9%	6.8%	6.9%	9.4%
Worried about collisions	2.8%	9.2%	9.6%	3.7%
Lack of education	5.3%	2.6%	4.6%	3.3%
Lack of bike lanes	2.7%	4.1%	3.7%	2.7%
careless cyclists	2.4%	2.1%	3.6%	2.0%
Cyclists and drivers should both be more careful/respectful	6.4%	1.5%	1.4%	3.5%

QUESTION – What concerns, if any, do you have about cycling or cyclists in Toronto? [OPEN]

Level of comfort cycling

Total (n=1512): 17% | 27% | 35% | 21%

Toronto/East York (n=494): 20% | 30% | 32% | 18%

North York (n=376): 15% | 24% | 37% | 25%

Etobicoke/York (n=341): 10% | 27% | 41% | 22%

Scarborough (n=301): 21% | 24% | 33% | 22%

Legend:
- ■ I am willing to ride a bicycle on the street regardless of traffic without dedicated bike infrastructure like bike lanes
- ■ I am comfortable sharing streets with cars, but prefer to do so using dedicated bike infrastructure like bike lanes
- ■ I would like to travel by bike if the streets felt safer and there was dedicated bike infrastructure that protected me from traffic
- ■ I am not comfortable riding a bicycle even on paths or trails separate from the street; and/or just not interested in cycling

QUESTION – Which one statement best describes your overall level of comfort cycling?

Level of comfort cycling

	I am willing to ride a bicycle on the street regardless of traffic without dedicated bike infrastructure like bike lanes	I am comfortable sharing streets with cars, but prefer to do so using dedicated bike infrastructure like bike lanes	I would like to travel by bike if the streets felt safer and there was dedicated bike infrastructure that protected me from traffic	I am not comfortable riding a bicycle even on paths or trails separate from the street; and/or just not interested in cycling
All (n=1512)	17%	27%	35%	21%
Non-NIA (n=1012)	17%	25%	35%	22%
Neighbourhood impovement area (NIA) (n=274)	19%	28%	31%	23%

■ I am willing to ride a bicycle on the street regardless of traffic without dedicated bike infrastructure like bike lanes

■ I am comfortable sharing streets with cars, but prefer to do so using dedicated bike infrastructure like bike lanes

■ I would like to travel by bike if the streets felt safer and there was dedicated bike infrastructure that protected me from traffic

■ I am not comfortable riding a bicycle even on paths or trails separate from the street; and/or just not interested in cycling

QUESTION – Which one statement best describes your overall level of comfort cycling?

Comfort level cycling on various roads

TORONTO **NANOS**

1999

% Yes

Road type	Utilitarian	Recreational
Major Roads Without Bike Lanes	26%	12%
Major Roads With Bike Lanes	67%	43%
Residential Streets	92%	83%
Bike Trails or Paths	97%	90%

2009

**% Comfortable
(very/somewhat comfortable)**

Road type	Utilitarian	Recreational
Major roads with sharrow markings	59%	47%
Major Roads Without Bike Lanes	37%	25%
Major Roads With Bike Lanes	77%	68%
Residential Streets	97%	92%
Bike Trails or Paths	98%	97%

2019

% Comfortable /somewhat comfortable

Road type	Utilitarian	Recreational
Major Roads Without Bike Lanes/Cycle Tracks	51%	29%
Major Roads With Bike Lanes/Cycle track	84%	63%
Residential Streets	92%	82%
Bike Trails or Multi-Use Paths through parks and green space	94%	92%

■ Utilitarian cyclists ■ Recreational cyclists

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following? [RANDOMIZE]

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]

1999: For each of the following statement please answer yes or no. Would you say you are comfortable cycling on... (Read each item)?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1510 Toronto residents.

34

Cycling comfort level

Net score
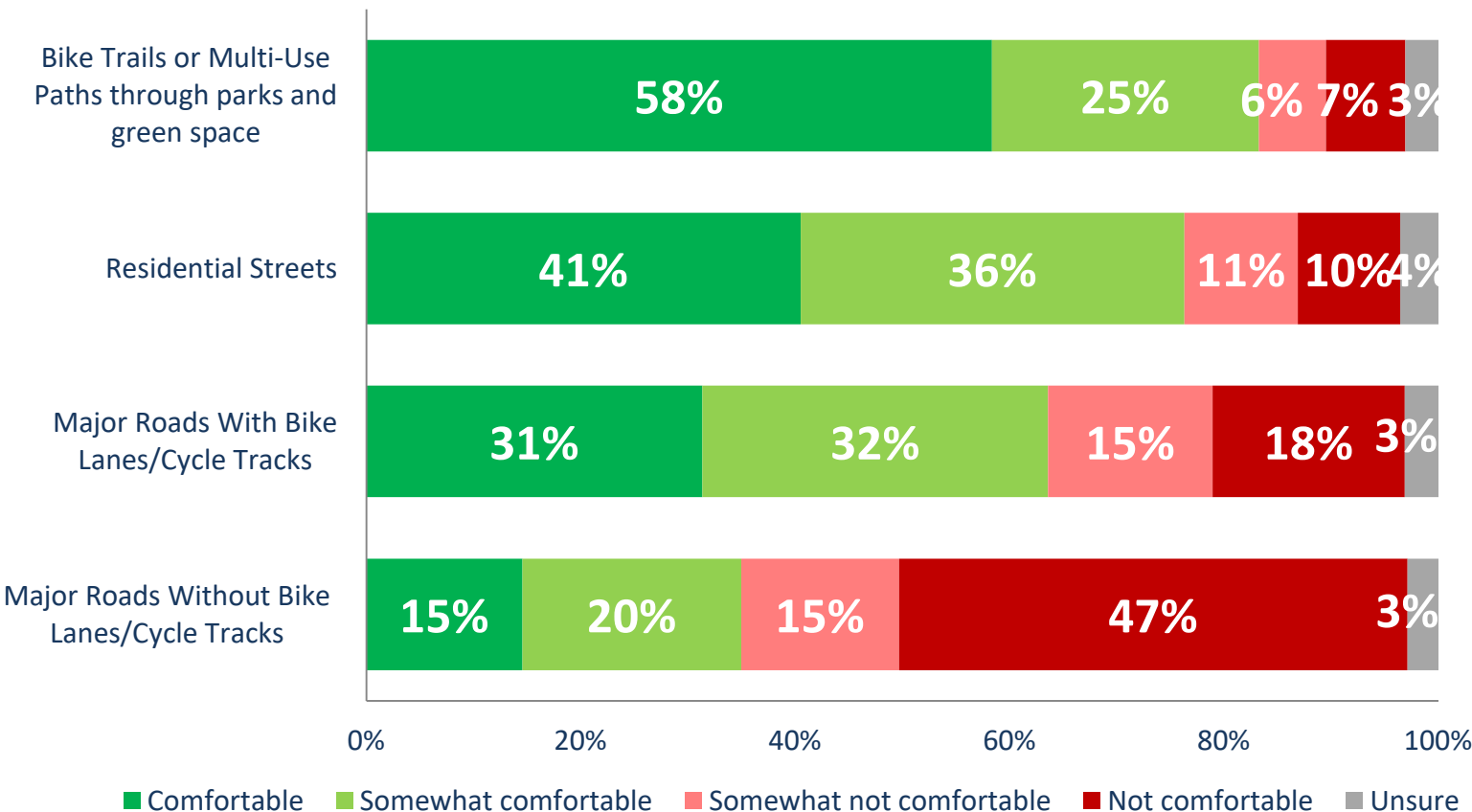
Category	Net score
Bike Trails or Multi-Use Paths through parks and green space	+69.5
Residential Streets	+56.2
Major Roads With Bike Lanes/Cycle Tracks	+30.3
Major Roads Without Bike Lanes/Cycle Tracks	-27.1

Bike Trails or Multi-Use Paths through parks and green space: 58% 25% 6% 7% 3%

Residential Streets: 41% 36% 11% 10% 4%

Major Roads With Bike Lanes/Cycle Tracks: 31% 32% 15% 18% 3%

Major Roads Without Bike Lanes/Cycle Tracks: 15% 20% 15% 47% 3%

■ Comfortable ■ Somewhat comfortable ■ Somewhat not comfortable ■ Not comfortable ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following? [REVISED SINCE LAST WAVE] [RANDOMIZE]

Cycling comfort level on major roads without bike lanes
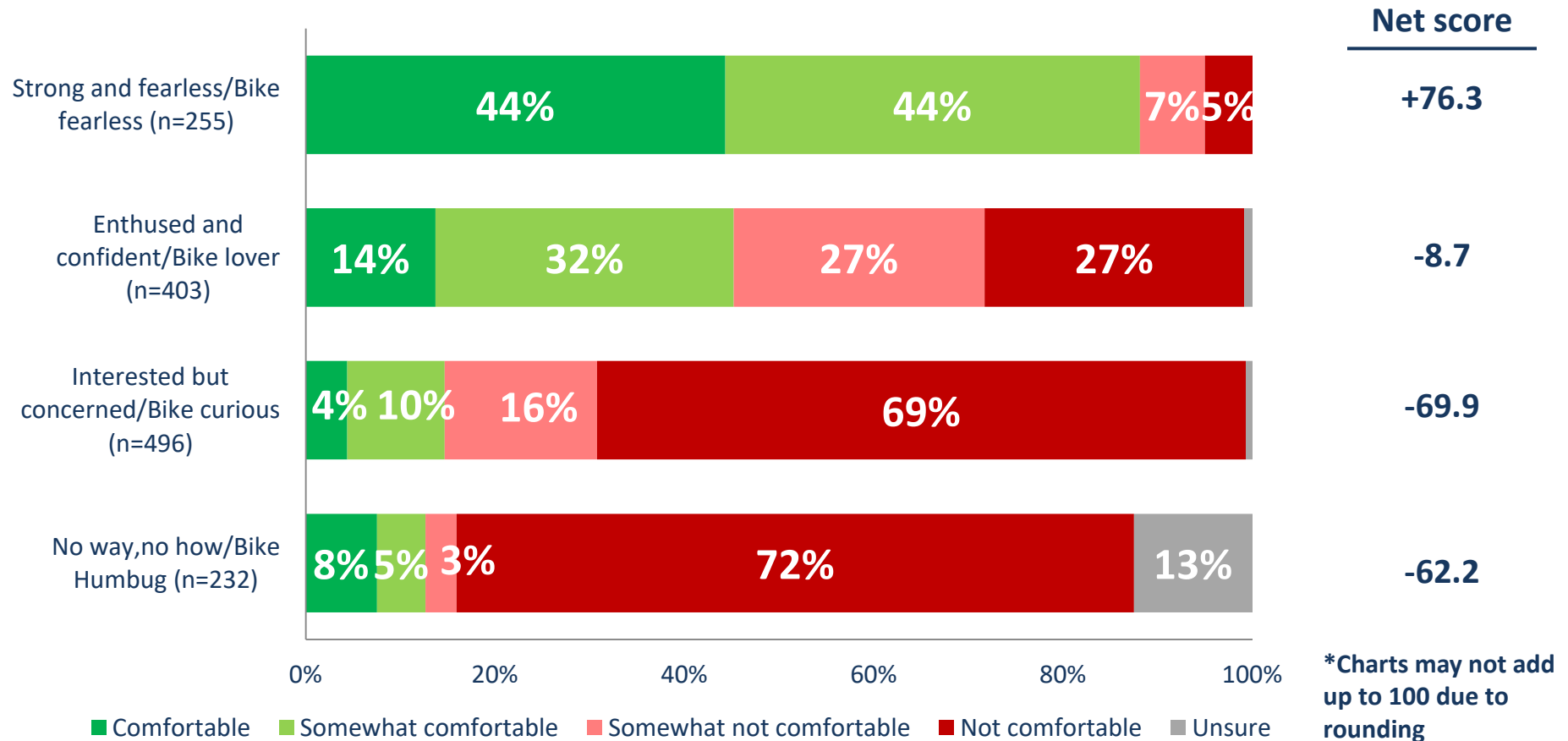
TORONTO **NANOS**

Net score

Strong and fearless/Bike fearless (n=255)	44% 44% 7% 5%	**+76.3**
Enthused and confident/Bike lover (n=403)	14% 32% 27% 27%	**-8.7**
Interested but concerned/Bike curious (n=496)	4% 10% 16% 69%	**-69.9**
No way, no how/Bike Humbug (n=232)	8% 5% 3% 72% 13%	**-62.2**

0%   20%   40%   60%   80%   100%

*Charts may not add up to 100 due to rounding

■ Comfortable ■ Somewhat comfortable ■ Somewhat not comfortable ■ Not comfortable ■ Unsure

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following?

Major Roads Without Bike Lanes/Cycle Tracks

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1386* Toronto residents.
*Please note that the sample excluded respondents who answered Yes to question 77.

36

Cycling comfort level on major roads with bike lanes

TORONTO · **NANOS**

Net score

Category	Comfortable	Somewhat comfortable	Somewhat not comfortable	Not comfortable	Unsure	Net score
Strong and fearless/Bike fearless (n=256)	55%	35%	6%			+81.5
Enthused and confident/Bike lover (n=405)	48%	42%	8%			+79.7
Interested but concerned/Bike curious (n=496)	22%	33%	29%	15%		+11.2
No way, no how/Bike Humbug (n=231)	8%	14%	12%	54%	12%	-43.5

■ Comfortable ■ Somewhat comfortable ■ Somewhat not comfortable ■ Not comfortable ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following?

Major Roads With Bike Lanes/Cycle Tracks

Cycling comfort level on residential streets

TORONTO **NANOS**

Net score

Category	Comfortable	Somewhat comfortable	Somewhat not comfortable	Not comfortable	Unsure	Net score
Strong and fearless/Bike fearless (n=255)	58%	35%	7%			**+86.0**
Enthused and confident/Bike lover (n=404)	57%	33%	7%			**+81.2**
Interested but concerned/Bike curious (n=497)	34%	48%	13%	3%		**+65.7**
No way,no how/Bike Humbug (n=230)	13%	24%	13%	35%	15%	**-10.8**

0%   20%   40%   60%   80%   100%

■ Comfortable ■ Somewhat comfortable ■ Somewhat not comfortable ■ Not comfortable ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following?

Residential Streets

Cycling comfort level on bike trails

TORONTO **NANOS**

Net score

Category	Chart	Net score
Enthused and confident/Bike lover (n=405)	77% / 18% / 3%	+90.6
Interested but concerned/Bike curious (n=498)	65% / 27% / 6%	+85.1
Strong and fearless/Bike fearless (n=255)	61% / 33% / 6%	+86.5
No way, no how/Bike Humbug (n=230)	23% / 24% / 10% / 31% / 12%	+5.8

0%   20%   40%   60%   80%   100%

*Charts may not add up to 100 due to rounding

■ Comfortable ■ Somewhat comfortable ■ Somewhat not comfortable ■ Not comfortable ■ Unsure

QUESTION – Would you say you are comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable at all with the following?

Bike Trails or Multi-Use Paths through parks and green space

Ways for employer or school to improve cycling in Toronto

TORONTO **NANOS**

Top mentions	Total			Non-cyclists			Recreational			Utilitarian		
	2019 (n=1336)	2009 (n=1000)	1999 (n=1001)	2019 (n=377)	2009 (n=469)	1999 (n=522)	2019 (n=329)	2009 (n=260)	1999 (n=281)	2019 (n=630)	2009 (n=271)	1999 (n=199)
Safety/safer bike lanes/clear signs	21%	-	-	18%	-	-	27%	-	-	19%	-	-
More bike lanes (On-street)	16%	23%	33%	12%	19%	28%	16%	26%	35%	18%	28%	42%
Nothing	8%	-	-	8%	-	-	14%	-	-	4%	-	-
Separate bike lanes from car traffic	6%	5%	-	10%	6%	-	5%	4%	-	5%	4%	-
More bicycle parking	5%	7%	3%	2%	4%	1%	2%	6%	4%	7%	12%	5%
Incentives/rebates	5%	-	-	3%	-	-	5%	-	-	5%	-	-
More secure indoor bike parking	4%	4%	-	4%	4%	-	3%	4%	-	4%	5%	-
Enforce rules/regulations more	4%	4%	4%	6%	4%	5%	2%	4%	3%	3%	3%	5%

QUESTION – What ONE thing do you feel the city or your employer or school could do to improve cycling in Toronto? [OPEN]

Improving cycling in Toronto in terms of safety – Non-cyclists

TORONTO **NANOS**

Net score

Category	Improve cycling	Somewhat improve cycling	Would make cycling somewhat worse	Would make cycling worse	Unsure	Net score
Repairing potholes and bad pavement	54%	28%	1%		16%	+79.0
Better education for cyclists	53%	27%	1%		17%	+78.5
Better enforcement of laws	52%	26%	1%		19%	+74.8
Separated bike lanes from car traffic	50%	30%	3%		16%	+75.1
Better education for motorists	38%	34%	4%		23%	+67.1
Reduce automobile speeds	28%	30%	5%	4%	33%	+48.9
More cycle routes on-street	27%	37%	5%	8%	23%	+50.5

0% 20% 40% 60% 80% 100%

■ Improve cycling ■ Somewhat improve cycling
■ Would make cycling somewhat worse ■ Would make cycling worse
■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of safety? [RANDOMIZE]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=407 Toronto residents that are non-cyclists.

41

Improving cycling in Toronto in terms of safety – Utilitarian cyclists

TORONTO **NANOS**

Net score

Category	Improve cycling	Somewhat improve cycling	Would make cycling somewhat worse	Would make cycling worse	Unsure	Net score
Separated bike lanes from car traffic	69%	24%	4%			+87.9
Repairing potholes and bad pavement	67%	26%	4%			+88.7
Better enforcement of laws	55%	35%	6%	3%		+82.0
More cycle routes on-street	52%	36%	6%	3%		+80.1
Better education for cyclists	49%	42%	4%	4%		+85.9
Better education for motorists	48%	41%	5%	5%		+83.4
Reduce automobile speeds	34%	41%	9%	5%	12%	+61.5

0% 20% 40% 60% 80% 100%

■ Improve cycling ■ Somewhat improve cycling
■ Would make cycling somewhat worse ■ Would make cycling worse
■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of safety? [RANDOMIZE]

42

Improving cycling in Toronto in terms of safety – Recreational cyclists

TORONTO **NANOS**

Net score

Category	Net score
Separated bike lanes from car traffic	+83.6
Repairing potholes and bad pavement	+89.0
Better enforcement of laws	+77.8
Better education for cyclists	+79.9
Better education for motorists	+73.2
More cycle routes on-street	+63.8
Reduce automobile speeds	+49.5

Separated bike lanes from car traffic: 64% | 26% | 5% | 4%
Repairing potholes and bad pavement: 61% | 32% | 2% | 5%
Better enforcement of laws: 50% | 36% | 5% | 7%
Better education for cyclists: 49% | 37% | 5% | 8%
Better education for motorists: 40% | 40% | 5% | 13%
More cycle routes on-street: 36% | 41% | 8% | 5% | 10%
Reduce automobile speeds: 27% | 39% | 9% | 7% | 18%

0%   20%   40%   60%   80%   100%

■ Improve cycling
■ Somewhat improve cycling
■ Would make cycling somewhat worse
■ Would make cycling worse
■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of safety? [RANDOMIZE]

Improving cycling in Toronto in terms of convenience – Non-cyclists

TORONTO | **NANOS**

Net score

	Improve cycling	Somewhat improve cycling	Would make cycling somewhat worse	Would make cycling worse	Unsure	Net score
More bike paths and trails off-street	49%	29%			18%	+73.8
Better bike route signage	42%	34%			22%	+72.1
More bicycle parking	40%	33%			23%	+68.0
More secure indoor bike parking	38%	33%			26%	+66.8
More Bike Share	30%	38%	4%		26%	+61.6
More cycling related events	23%	30%	5%	3%	38%	+45.0
Shower/change facilities at work/school	23%	37%	3%		35%	+55.6

0% 20% 40% 60% 80% 100%

■ Improve cycling
■ Somewhat improve cycling
■ Would make cycling somewhat worse
■ Would make cycling worse
■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of convenience? [RANDOMIZE]

Improving cycling in Toronto in terms of convenience – Utilitarian cyclists

TORONTO   **NANOS**

Net score

					Net score
More bike paths and trails off-street	65%	29%	3%		+90.1
More bicycle parking	54%	37%	4% 3%		+86.4
More secure indoor bike parking	53%	37%	5% 4%		+84.0
Better bike route signage	51%	38%	6% 4%		+82.8
More Bike Share	39%	42%	7% 10%		+72.1
More cycling related events	37%	42%	6% 13%		+72.3
Shower/change facilities at work/school	33%	42%	6% 17%		+68.4

0%   20%   40%   60%   80%   100%

■ Improve cycling   ■ Somewhat improve cycling
■ Would make cycling somewhat worse   ■ Would make cycling worse
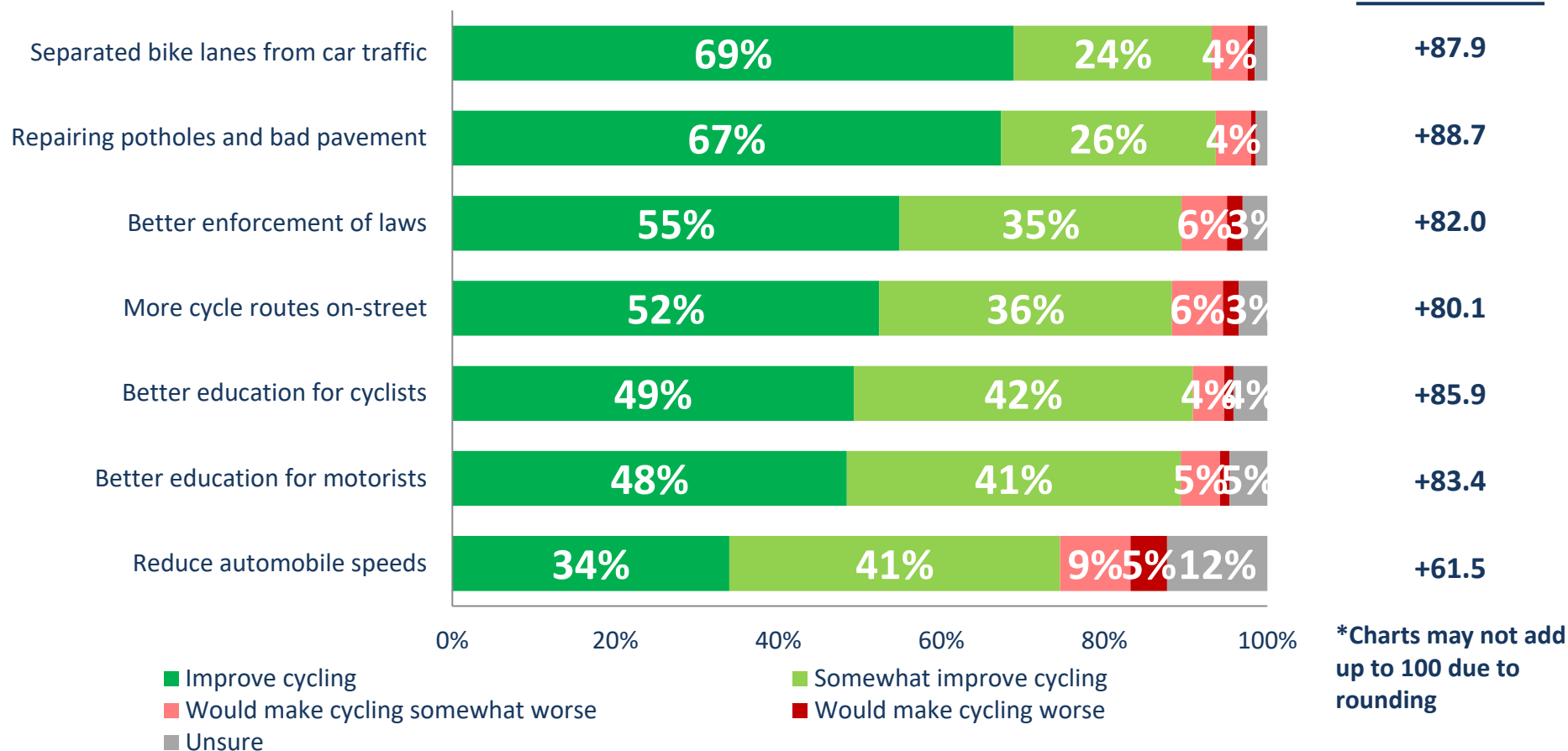■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of convenience? [RANDOMIZE]

Improving cycling in Toronto in terms of convenience – Recreational cyclists

TORONTO · **NANOS**

Net score

Category	Improve cycling	Somewhat improve cycling	Would make cycling somewhat worse	Would make cycling worse	Unsure	Net score
More bike paths and trails off-street	60%	29%	3%		6%	+84.4
More bicycle parking	46%	40%	5%		8%	+78.3
Better bike route signage	43%	42%	5%		9%	+79.3
More secure indoor bike parking	41%	46%	5%		8%	+80.5
More Bike Share	30%	47%	4%		17%	+72.2
Shower/change facilities at work/school	26%	45%	7%		21%	+63.4
More cycling related events	22%	45%	7%		24%	+58.3

0% 20% 40% 60% 80% 100%

■ Improve cycling ■ Somewhat improve cycling
■ Would make cycling somewhat worse ■ Would make cycling worse
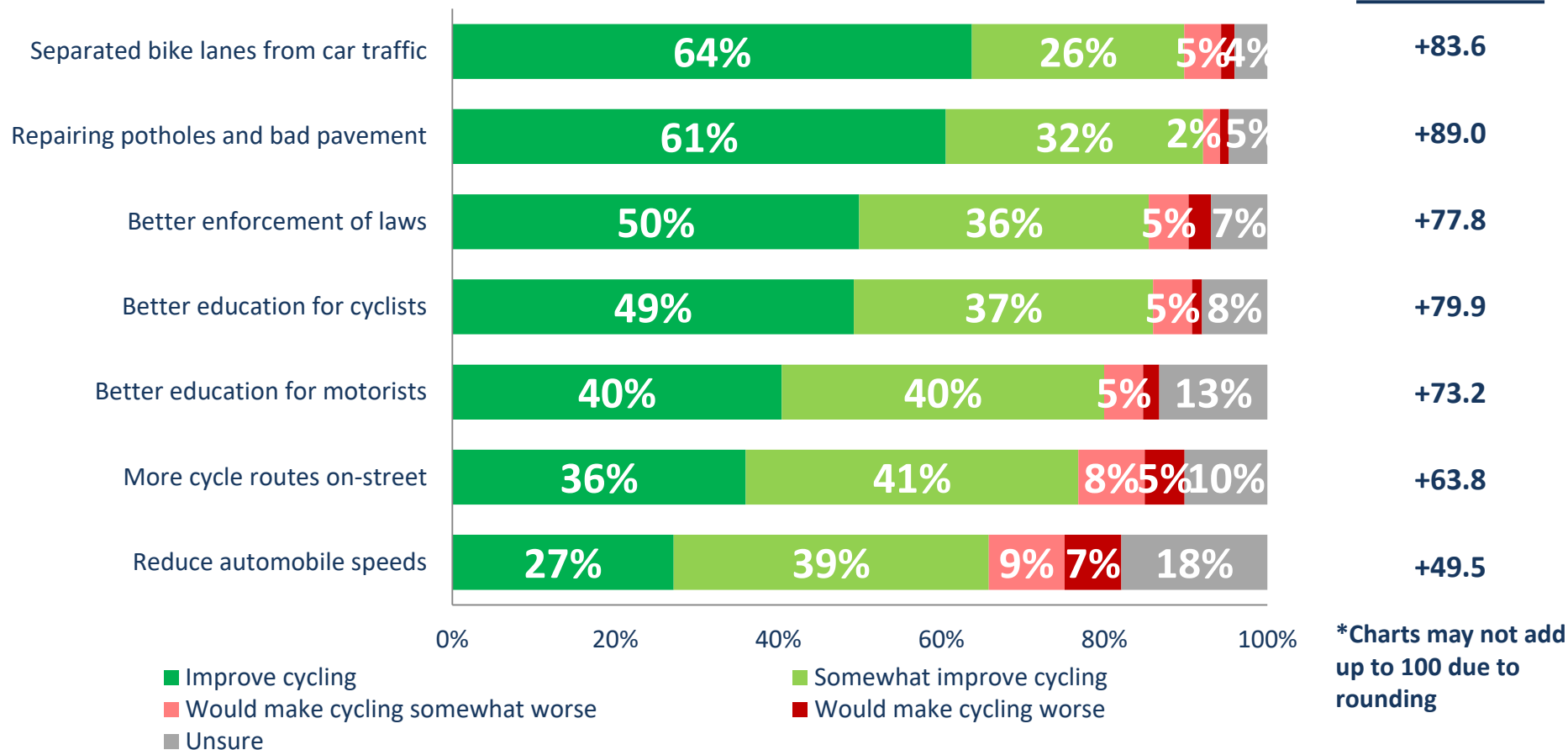■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – For each of the following, please say what affect you believe it would have on cycling in Toronto in terms of convenience? [RANDOMIZE]
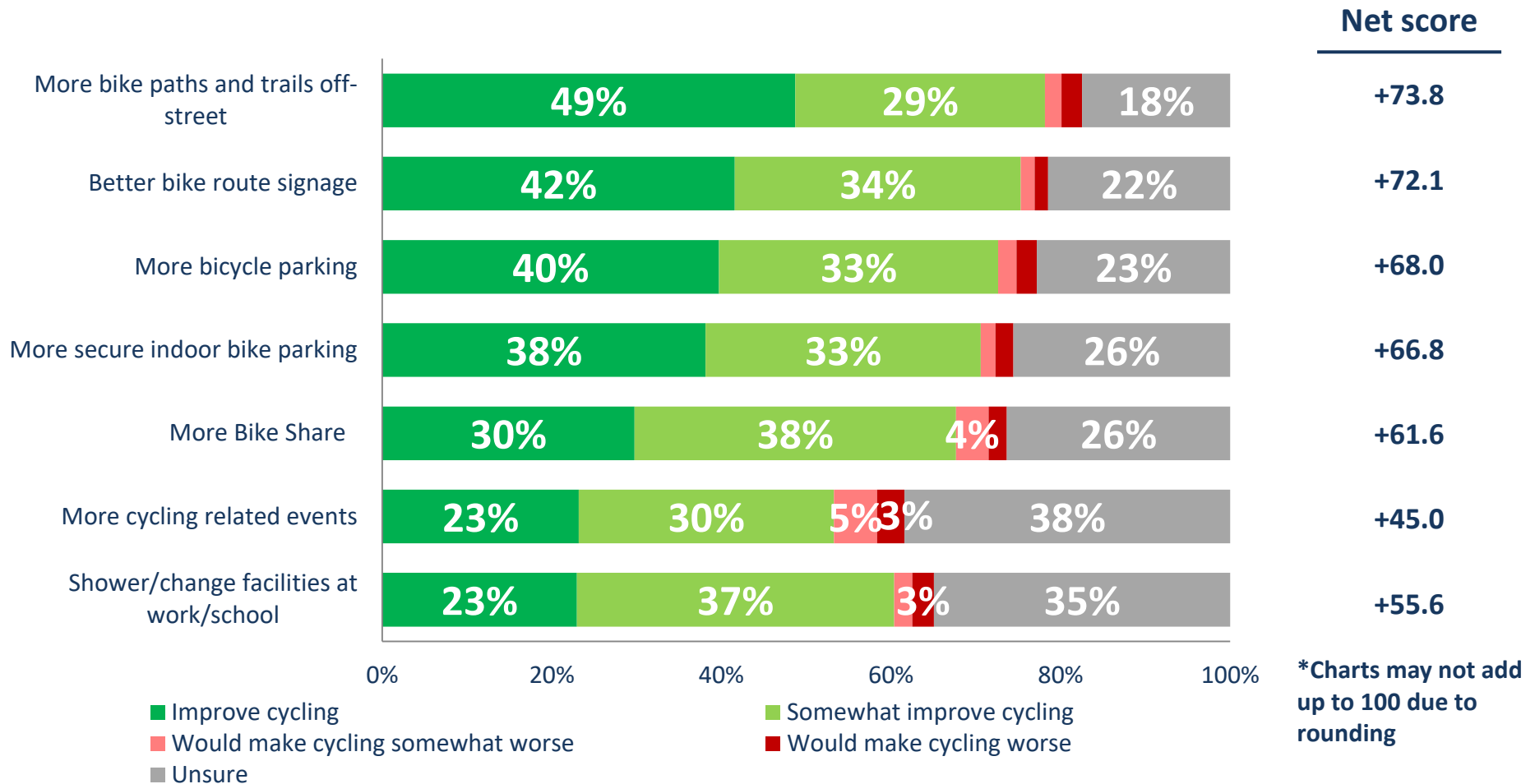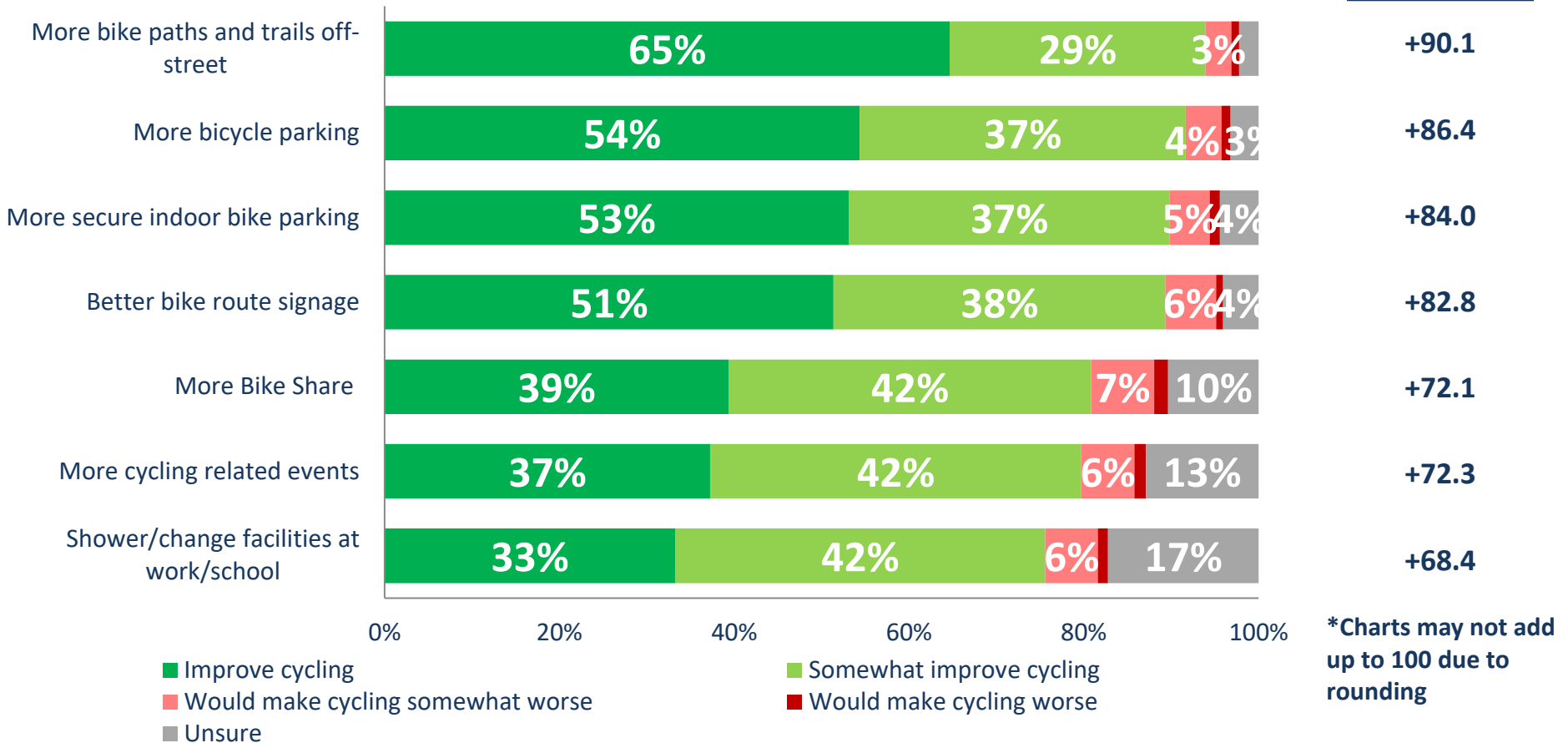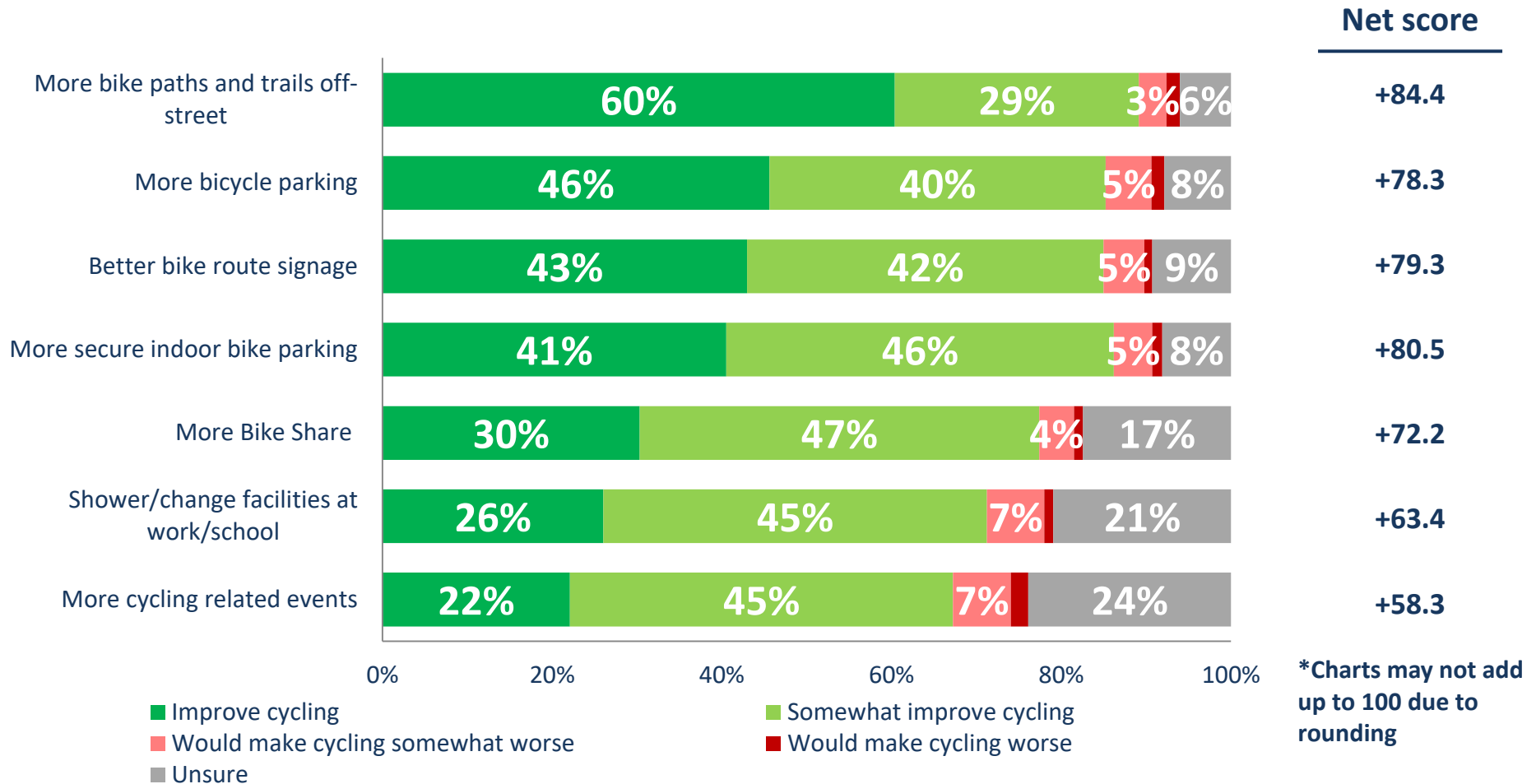
Reasons for not biking to work, school, shopping, running errands or visiting friends – recreational cyclists

Top mentions	Recreational cyclists 2019 (n=336)	Recreational cyclists 2009 (n=260)	Recreational cyclists 1999 (n=281)
Distance	36%	42%	48%
Unsafe traffic conditions	15%	11%	15%
Inconvenient (general)	10%	18%	6%
Time consuming	5%	5%	5%
Incompatible with work clothes	4%	3%	7%
Too tiring/I'm lazy	4%	1%	3%
I'm retired/don't work/work from home	3%	-	3%
Prefer to walk/take TTC	3%	-	-
Health limitations	3%	-	-
Lack of bike lanes/path	2%	6%	-
Need car for work	1%	4%	6%

QUESTION – [ASK NON-CYCLISTS AND RECREATIONAL CYCLISTS ("For recreation" OR "For fitness" ONLY IN Q13)] Why don't you choose to ride a bike to get to work, school, or for shopping, running errands or visiting friends in good weather? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=336 Toronto residents that are recreational cyclists.

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Reasons for not biking to work, school, shopping, running errands or visiting friends – non-cyclists

	Non-cyclists 2019 (n=389)
Unsafe travel conditions	18%
Don't own bike/bike is broken	13%
Don't know how to bike/not confident	10%
Distance	9%
Health limitations	9%
Prefer to walk/take TTC	9%
Not interested/don't like to bike	8%
Inconvenient	4%
Too tiring/ I'm lazy	4%
Work from home/don't work/retired	2%
Time consuming	2%
Lack of bike lanes/paths	2%

QUESTION – [ASK NON-CYCLISTS AND RECREATIONAL CYCLISTS ("For recreation" OR "For fitness" ONLY IN Q13)] Why don't you choose to ride a bike to get to work, school, or for shopping, running errands or visiting friends in good weather?

Preferred separation type
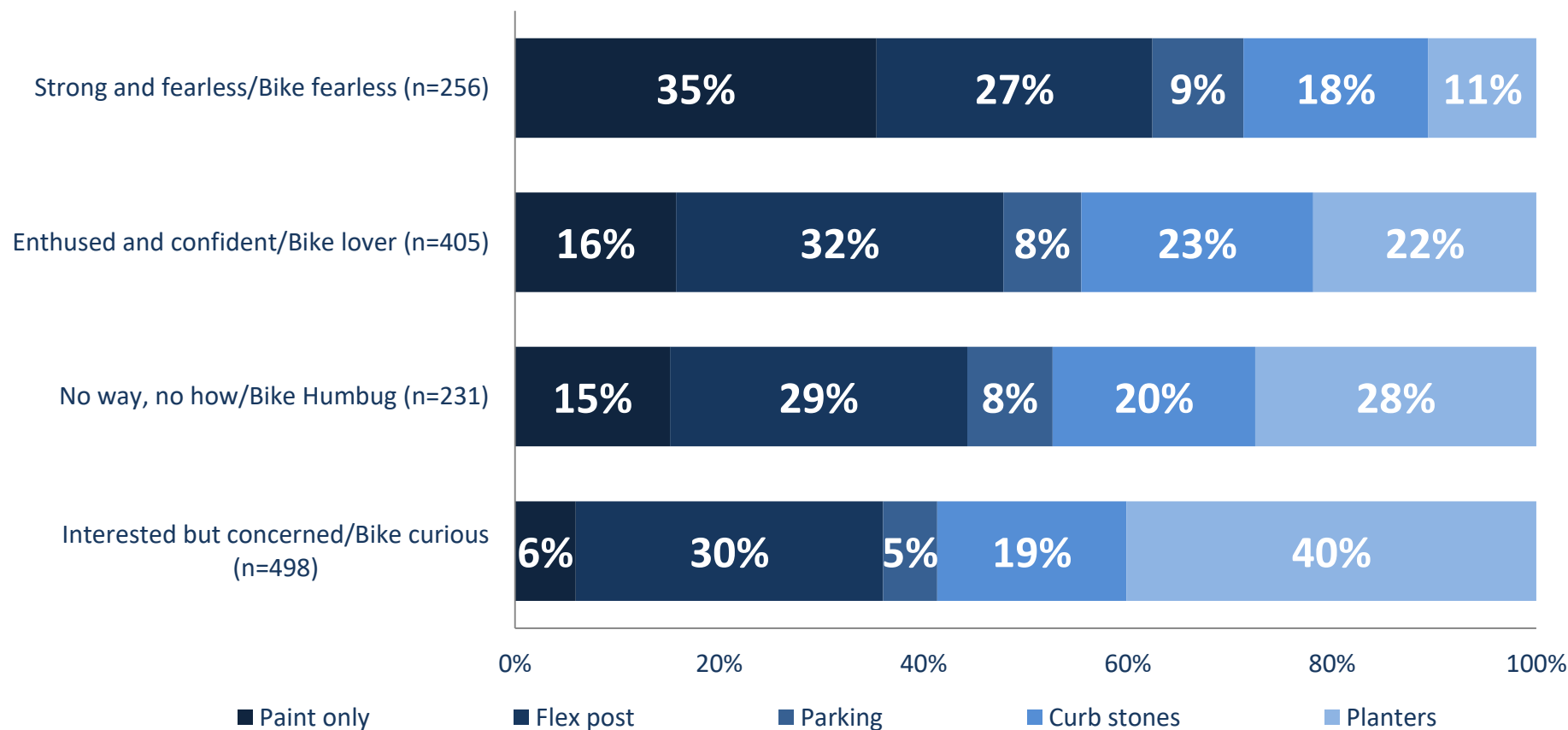
TORONTO **NANOS**

	Paint only	Flex post	Parking	Curb stones	Planters
Strong and fearless/Bike fearless (n=256)	35%	27%	9%	18%	11%
Enthused and confident/Bike lover (n=405)	16%	32%	8%	23%	22%
No way, no how/Bike Humbug (n=231)	15%	29%	8%	20%	28%
Interested but concerned/Bike curious (n=498)	6%	30%	5%	19%	40%

0%   20%   40%   60%   80%   100%

■ Paint only   ■ Flex post   ■ Parking   ■ Curb stones   ■ Planters

*Charts may not add up to 100 due to rounding

QUESTION – Which separation types do you prefer between general vehicle lanes and bicycle lanes? [RANDOMIZE]

Preferred separation type

All (n=1507)
| 16% | 29% | 8% | 20% | 28% |

Comfortable riding on major roads with bike lanes/Cycle tracks (n=496)
| 23% | 35% | 6% | 18% | 19% |

Somewhat comfortable riding on major roads with bike lanes/Cycle tracks (n=504)
| 13% | 28% | 8% | 22% | 29% |

Not comfortable riding on major roads with bike lanes/cycle tracks (n=230)
| 12% | 22% | 10% | 19% | 37% |

Somewhat not comfortable riding on major roads with bike lanes/cycle tracks (n=237)
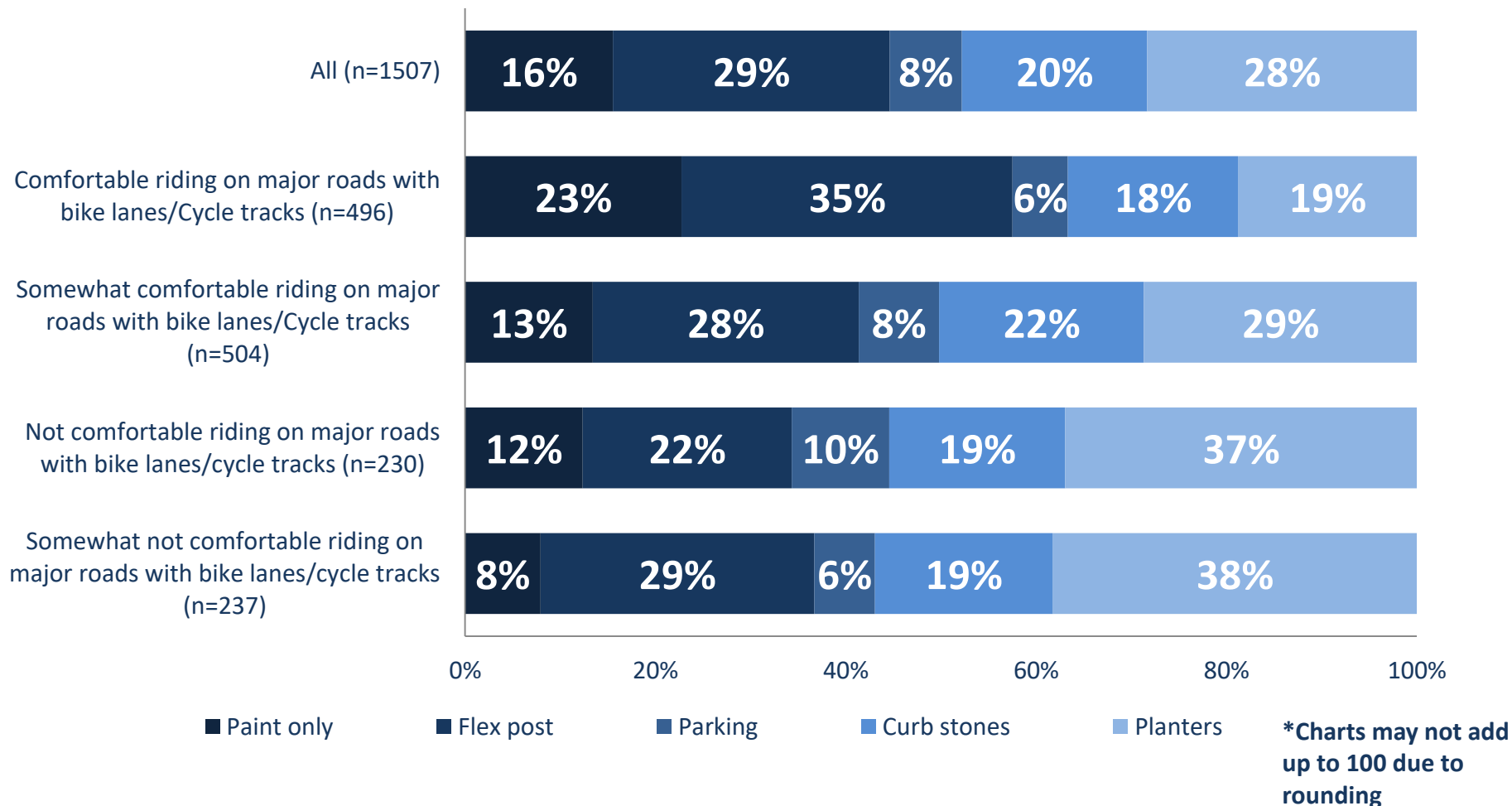| 8% | 29% | 6% | 19% | 38% |

■ Paint only   ■ Flex post   ■ Parking   ■ Curb stones   ■ Planters

*Charts may not add up to 100 due to rounding

QUESTION – Which separation types do you prefer between general vehicle lanes and bicycle lanes? [RANDOMIZE]

Wanting to bike more

Net score

Total (n=1513)	29% / 38% / 10% / 16% / 7%	**+42.0**
Etobicoke/York (n=339)	33% / 37% / 10% / 16% / 5%	**+44.1**
Toronto/East York (n=494)	30% / 40% / 9% / 14% / 7%	**+47.2**
North York (n=379)	29% / 31% / 12% / 19% / 9%	**+28.2**
Scarborough (n=301)	26% / 44% / 9% / 14% / 6%	**+46.7**

0%   20%   40%   60%   80%   100%

*Charts may not add up to 100 due to rounding

■ Agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Disagree   ■ Unsure

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with this phrase: "I would like to travel by bike more than I do now"?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1513 Toronto residents.

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Wanting to bike more

Net score

	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure	Net score
Total (n=1513)	29%	38%	10%	16%	7%	+42.0
Non-NIA (n=1012)	30%	37%	10%	17%	6%	+39.9
Neighbourhood improvement areas (NIA) (n=275)	29%	35%	13%	16%	8%	+33.8

■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with this phrase: "I would like to travel by bike more than I do now"?

Wanting to bike more

Net score

Category	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure	Net score
Strong and fearless/Bike fearless (n=256)	35%	46%	8%	6%	5%	+67.2
Enthused and confident/Bike lover (n=404)	35%	51%	10%	3%		+73.7
Interested but concerned/Bike curious (n=498)	32%	43%	11%	10%	5%	+54.7
No way, no how/Bike Humbug (n=232)	8%	11%	12%	51%	18%	-43.8

Legend: ■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure
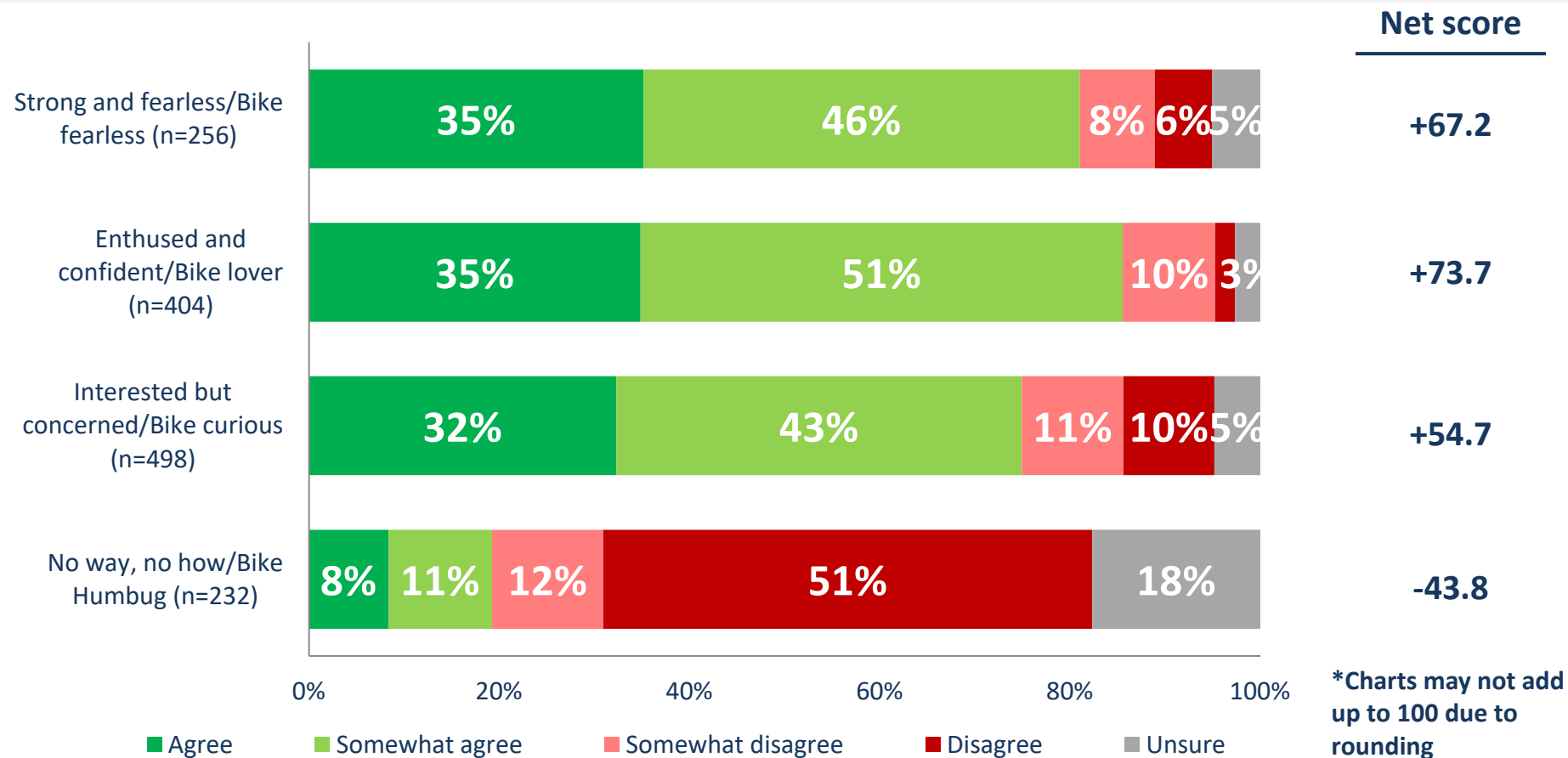
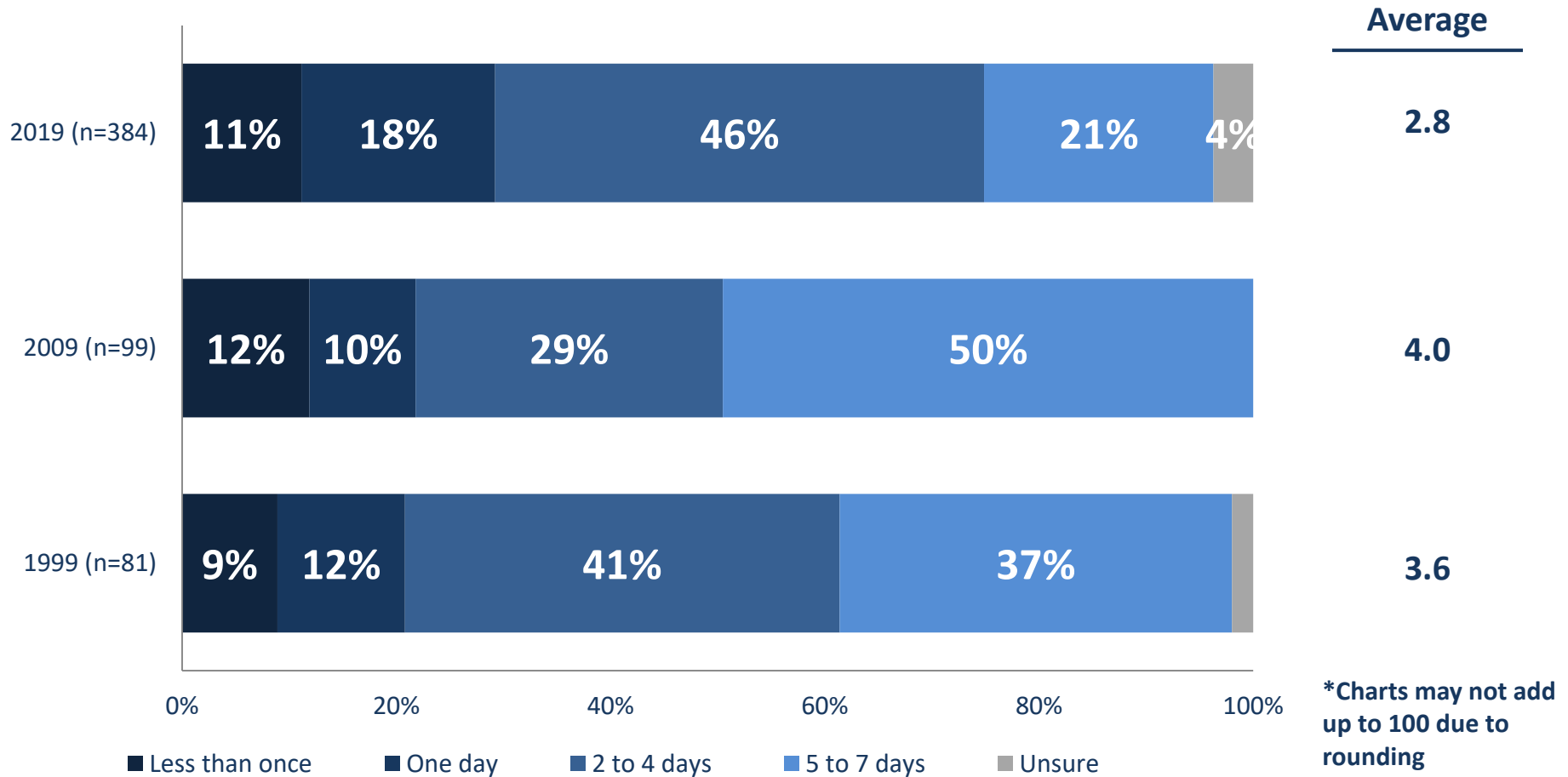*Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with this phrase: "I would like to travel by bike more than I do now"?

Cycling trip frequency - Work

TORONTO | **NANOS**

Average

							Average
2019 (n=384)	11%	18%	46%	21%		4%	**2.8**
2009 (n=99)	12%	10%	29%	50%			**4.0**
1999 (n=81)	9%	12%	41%	37%			**3.6**

0%   20%   40%   60%   80%   100%

■ Less than once   ■ One day   ■ 2 to 4 days   ■ 5 to 7 days   ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – [Ask cyclist only] During good weather, how many days per week do you ride a bike… [RANDOMIZE]

To get to work

Cycling trip frequency - School
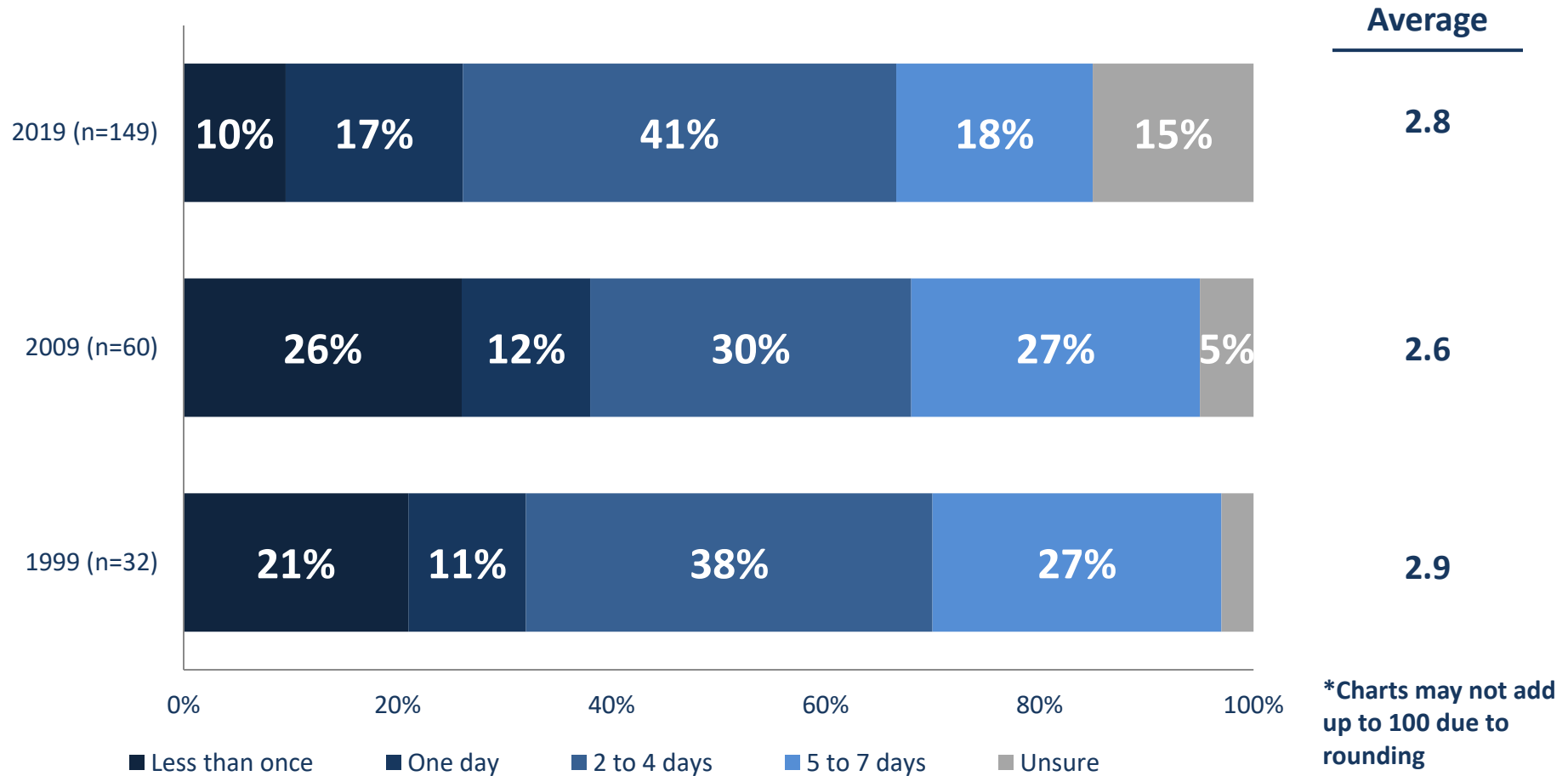
Average

Year	Less than once	One day	2 to 4 days	5 to 7 days	Unsure	Average
2019 (n=149)	10%	17%	41%	18%	15%	2.8
2009 (n=60)	26%	12%	30%	27%	5%	2.6
1999 (n=32)	21%	11%	38%	27%		2.9

0%   20%   40%   60%   80%   100%

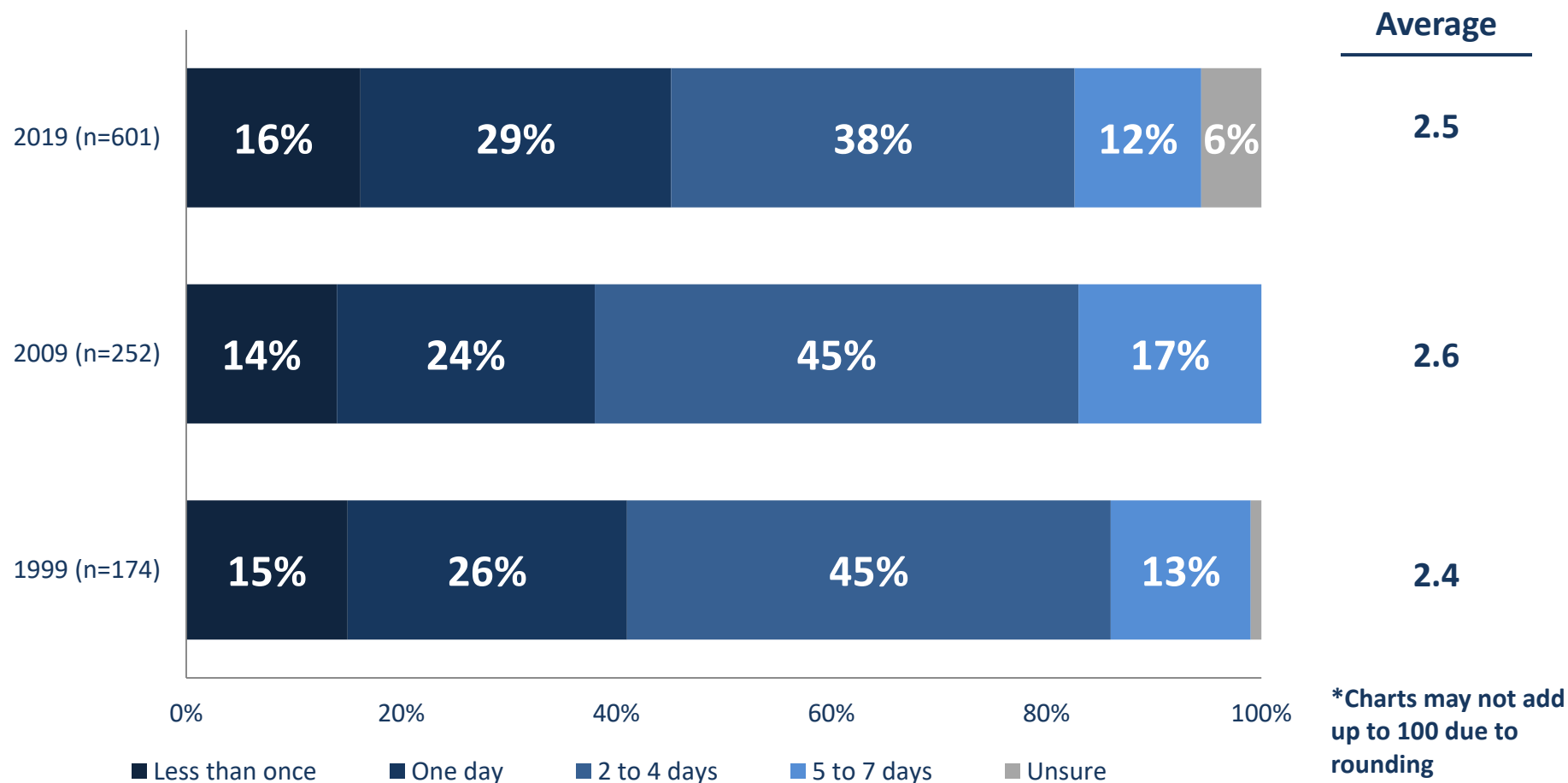■ Less than once   ■ One day   ■ 2 to 4 days   ■ 5 to 7 days   ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – [Ask cyclist only] During good weather, how many days per week do you ride a bike… [RANDOMIZE]

To go to school

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=149 Toronto cyclists.

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Cycling trip frequency – Shopping, run errands or visit friends

Average

Year	Less than once	One day	2 to 4 days	5 to 7 days	Unsure	Average
2019 (n=601)	16%	29%	38%	12%	6%	2.5
2009 (n=252)	14%	24%	45%	17%		2.6
1999 (n=174)	15%	26%	45%	13%		2.4

0%   20%   40%   60%   80%   100%

■ Less than once ■ One day ■ 2 to 4 days ■ 5 to 7 days ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – [Ask cyclist only] During good weather, how many days per week do you ride a bike… [RANDOMIZE]
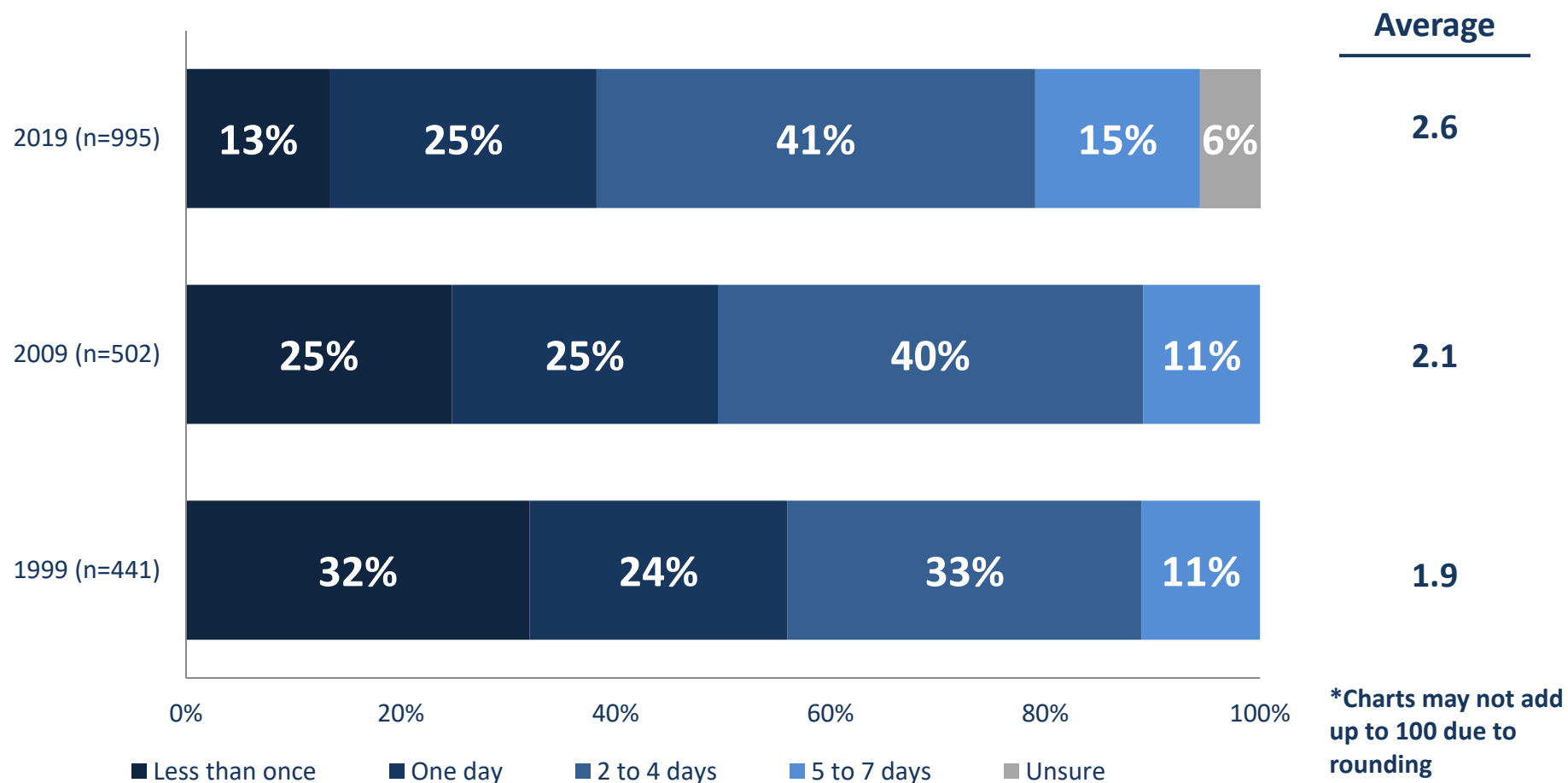
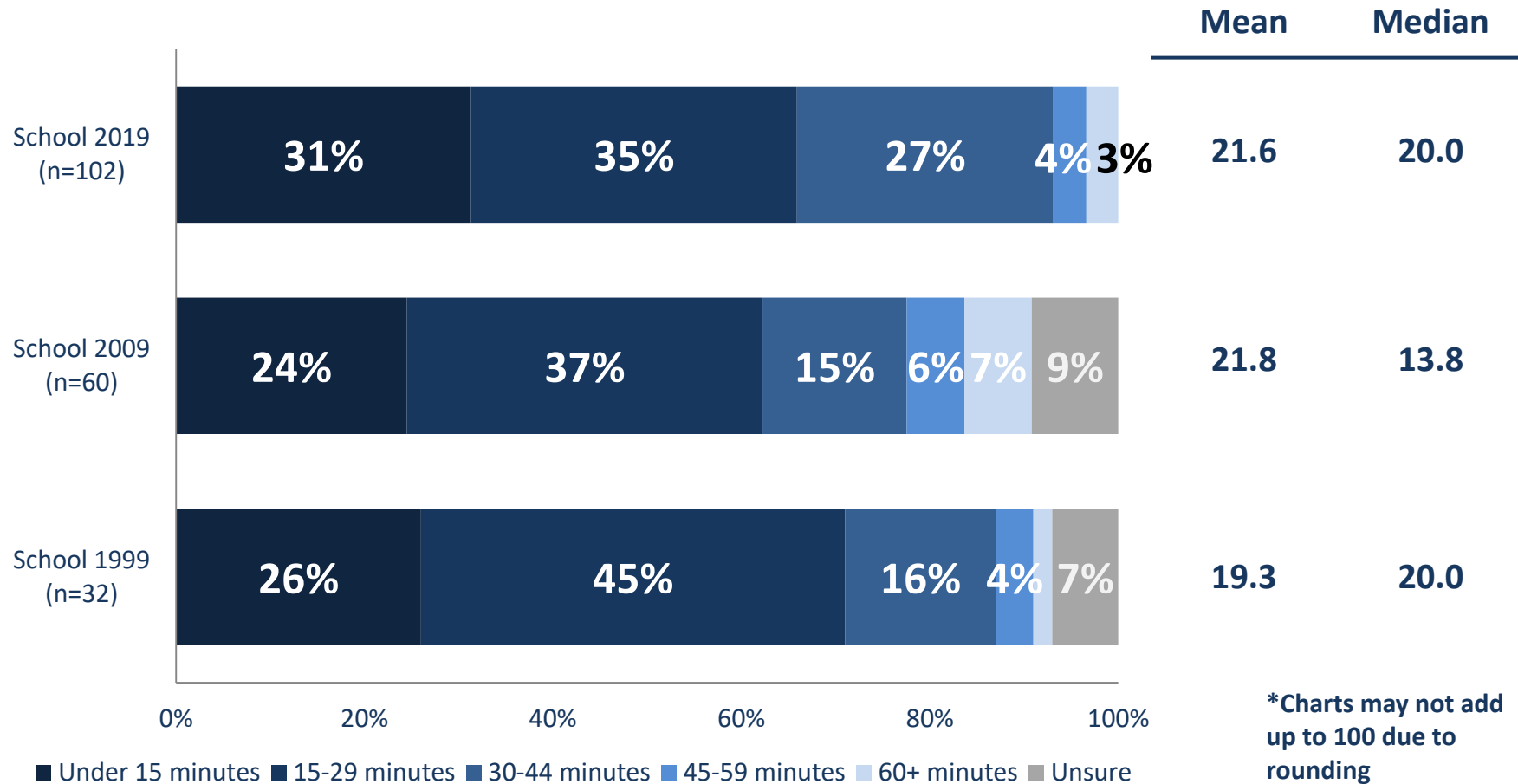**To go shopping, run errands or visit friends**

Cycling trip frequency – For recreation or fitness

TORONTO · **NANOS**

	Average

2019 (n=995): 13% | 25% | 41% | 15% | 6% — Average **2.6**

2009 (n=502): 25% | 25% | 40% | 11% — Average **2.1**

1999 (n=441): 32% | 24% | 33% | 11% — Average **1.9**

0% 20% 40% 60% 80% 100%

*Charts may not add up to 100 due to rounding

■ Less than once ■ One day ■ 2 to 4 days ■ 5 to 7 days ■ Unsure

QUESTION – [Ask cyclist only] During good weather, how many days per week do you ride a bike… [RANDOMIZE]

For recreation or fitness

Length of trip to school

	Mean	Median
School 2019 (n=102): Under 15 minutes 31%, 15-29 minutes 35%, 30-44 minutes 27%, 45-59 minutes 4%, 60+ minutes 3%	21.6	20.0
School 2009 (n=60): Under 15 minutes 24%, 15-29 minutes 37%, 30-44 minutes 15%, 45-59 minutes 6%, 60+ minutes 7%, Unsure 9%	21.8	13.8
School 1999 (n=32): Under 15 minutes 26%, 15-29 minutes 45%, 30-44 minutes 16%, 45-59 minutes 4%, Unsure 7%	19.3	20.0

Legend: ■ Under 15 minutes ■ 15-29 minutes ■ 30-44 minutes ■ 45-59 minutes ■ 60+ minutes ■ Unsure
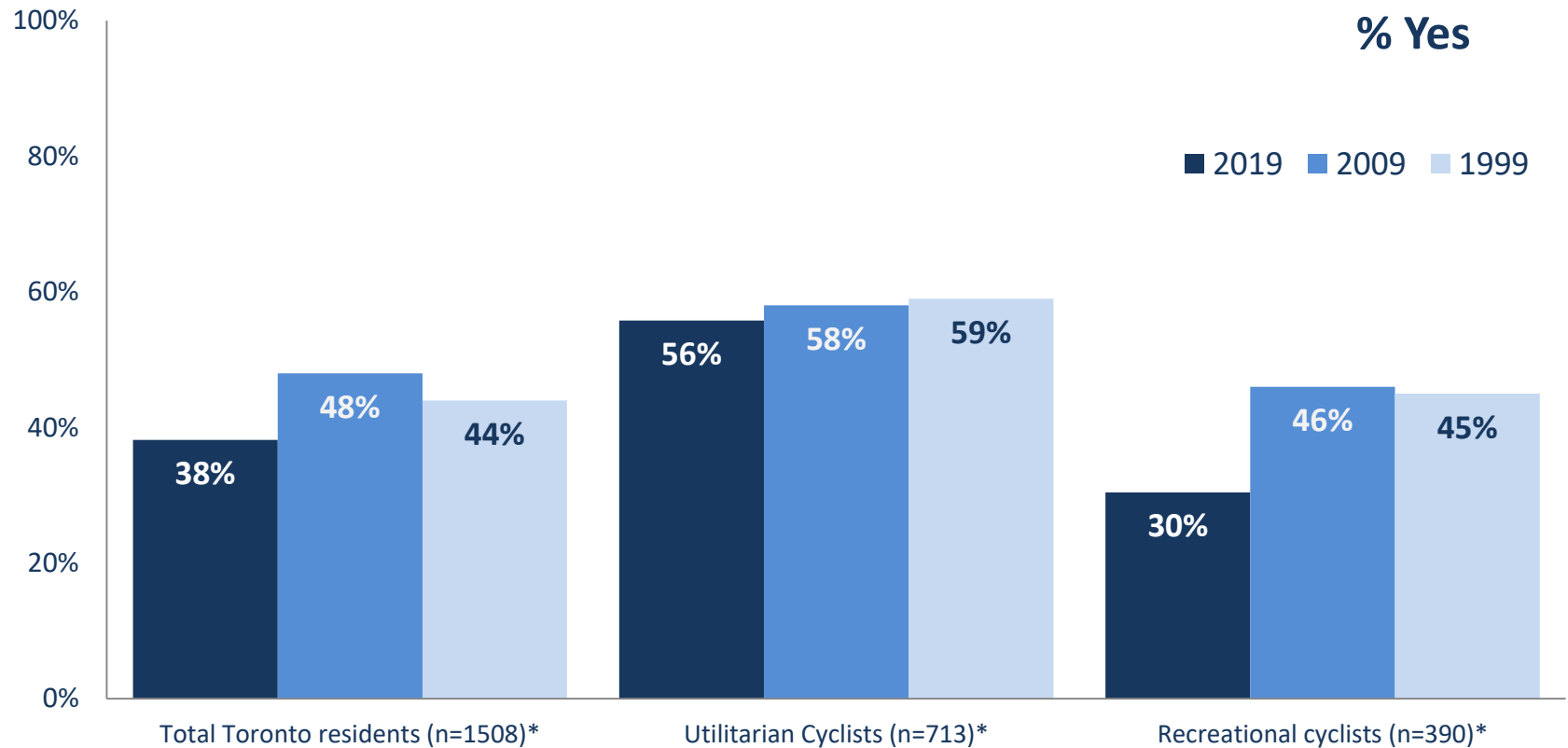
*Charts may not add up to 100 due to rounding

QUESTION – [ASK IF "To get to school" IN Q13] On average, how long in minutes does your bike trip to school take, one way? [REVISED SINCE LAST WAVE] [OPEN]

Length of trip to work
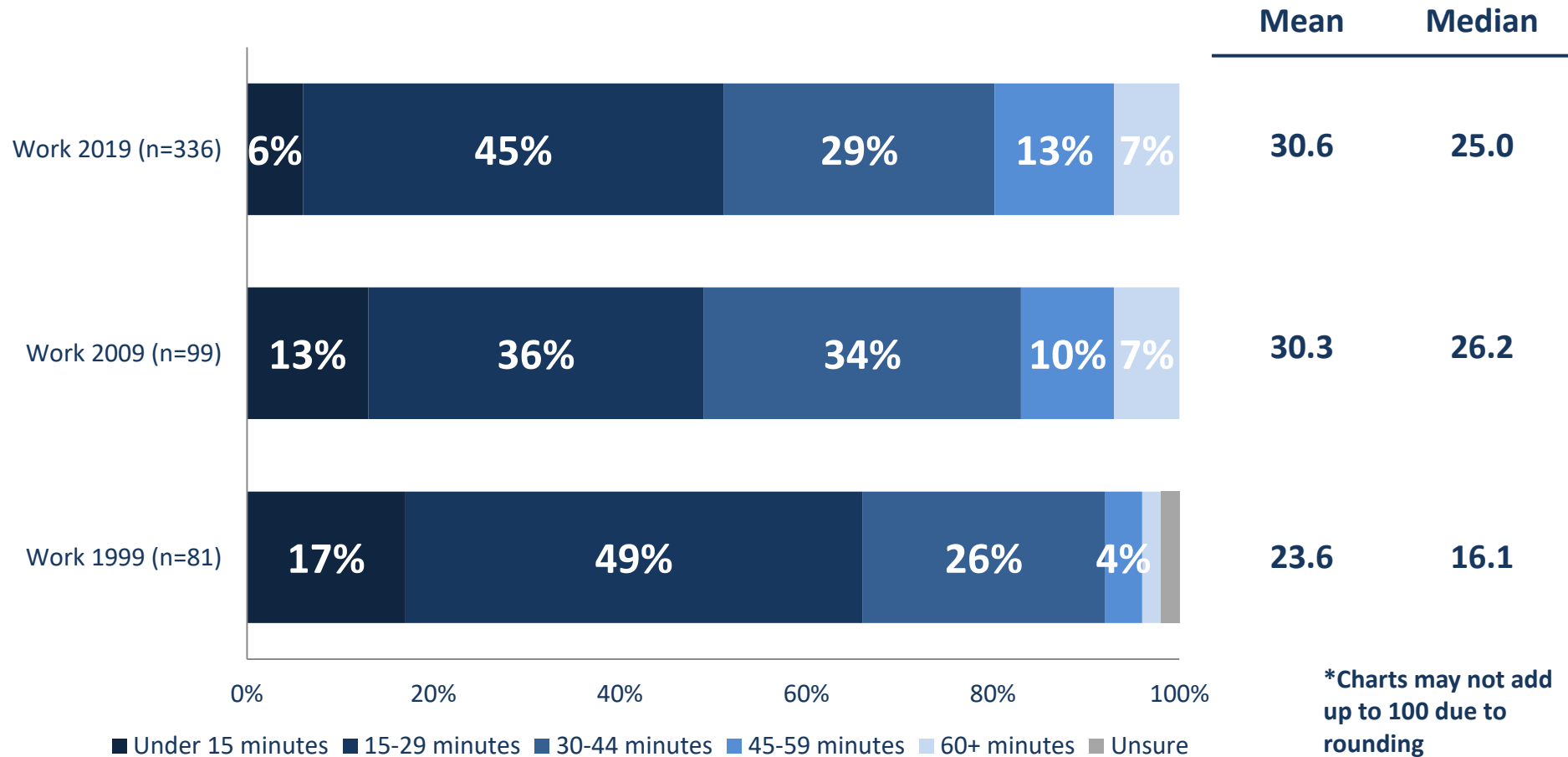
	Mean	Median
Work 2019 (n=336)	30.6	25.0
Work 2009 (n=99)	30.3	26.2
Work 1999 (n=81)	23.6	16.1

Work 2019 (n=336): 6% | 45% | 29% | 13% | 7%

Work 2009 (n=99): 13% | 36% | 34% | 10% | 7%

Work 1999 (n=81): 17% | 49% | 26% | 4%

0%   20%   40%   60%   80%   100%

■ Under 15 minutes ■ 15-29 minutes ■ 30-44 minutes ■ 45-59 minutes ■ 60+ minutes ■ Unsure

***Charts may not add up to 100 due to rounding**

QUESTION – [ASK IF "To get to work" IN Q13] On average, how long in minutes does your bike trip to work take, one way? [REVISED SINCE LAST WAVE] [OPEN]
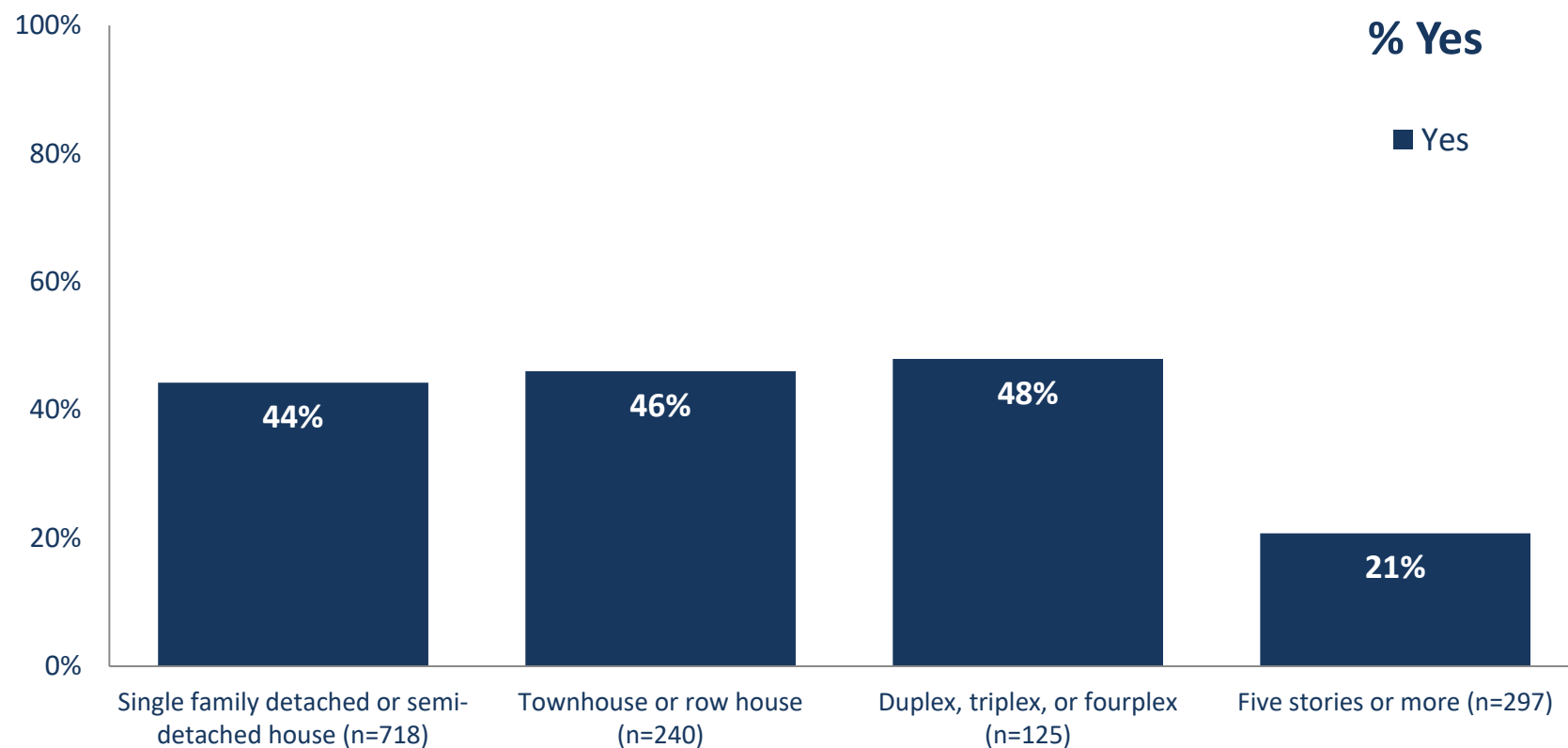
Convenient and secure bike parking at workplace/school

% Yes

Legend: ■ 2019 ■ 2009 ▪ 1999

Chart data:

Total Toronto residents (n=1508)*
- 2019: 38%
- 2009: 48%
- 1999: 44%

Utilitarian Cyclists (n=713)*
- 2019: 56%
- 2009: 58%
- 1999: 59%

Recreational cyclists (n=390)*
- 2019: 30%
- 2009: 46%
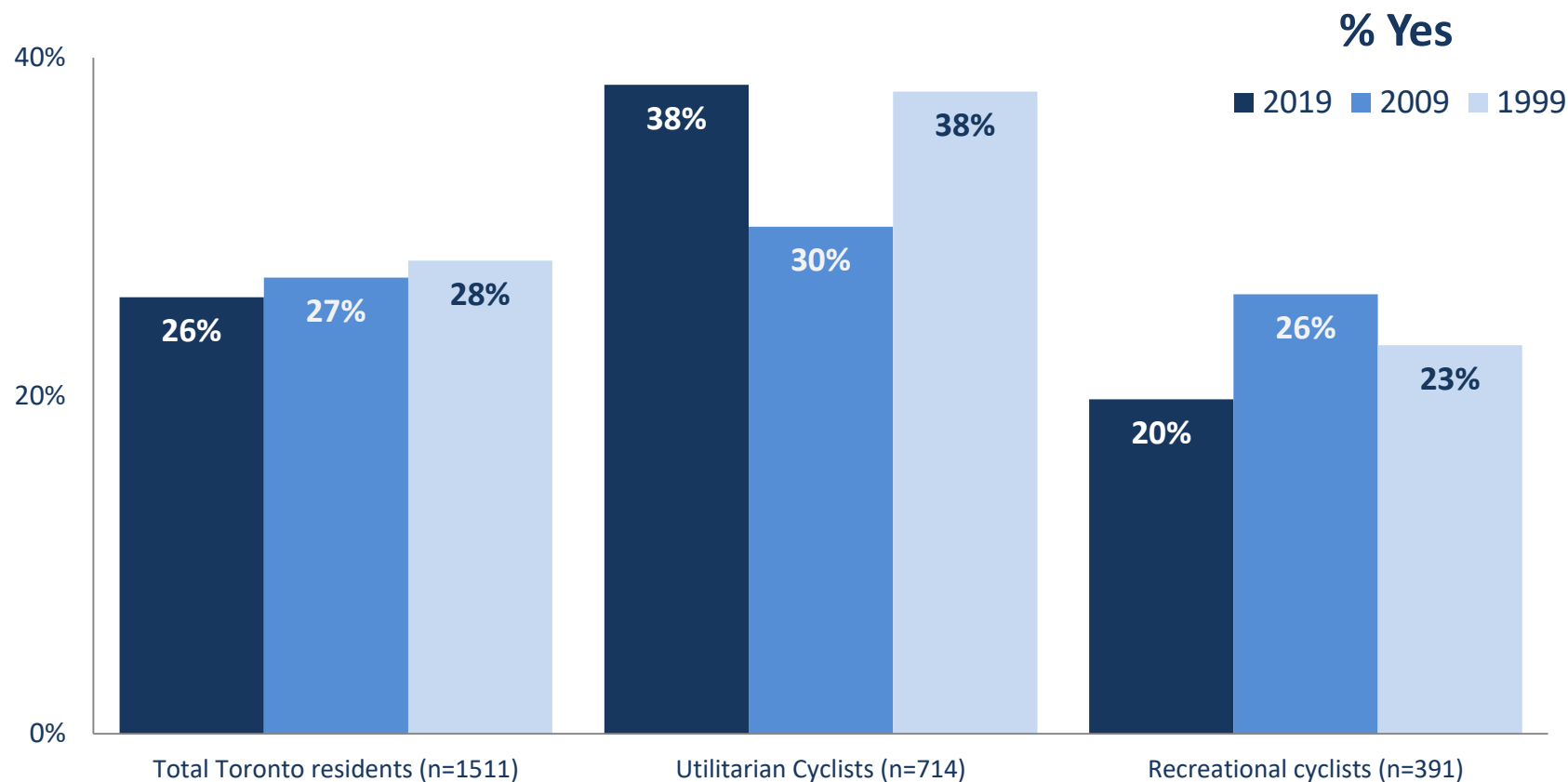- 1999: 45%

* n-value shown is for 2019 data

QUESTION – Do you have convenient and secure bicycle parking facilities at your workplace/school?

Convenient and secure bike parking at workplace/school

% Yes

■ Yes

Bar chart showing:
- Single family detached or semi-detached house (n=718): 44%
- Townhouse or row house (n=240): 46%
- Duplex, triplex, or fourplex (n=125): 48%
- Five stories or more (n=297): 21%

QUESTION – Do you have convenient and secure bicycle parking facilities at your workplace/school?

Convenient shower/change facility at workplace/school

TORONTO **NANOS**

% Yes
■ 2019 ■ 2009 □ 1999

Total Toronto residents (n=1511): 26% (2019), 27% (2009), 28% (1999)
Utilitarian Cyclists (n=714): 38% (2019), 30% (2009), 38% (1999)
Recreational cyclists (n=391): 20% (2019), 26% (2009), 23% (1999)

* n-value shown is for 2019 data

QUESTION – Do you have convenient shower/change facilities at your workplace/school?

Storing bicycle when not in use

	All (n=1078)	Scarborough (n=208)	Etobicoke/York (n=244)	North York (n=255)	Toronto/East York (n=371)
Your own garage	48.8%	55.6%	49.8%	45.1%	45.9%
Inside home	17.0%	10.9%	18.0%	19.3%	18.9%
Balcony	8.8%	10.8%	4.1%	11.7%	8.7%
Shared garage (apartment/condo)	6.7%	4.0%	7.6%	7.2%	7.8%
Personal bike locker	4.4%	2.8%	5.4%	4.7%	4.6%
Shared room or cage (apartment/condo)	3.5%	2.0%	4.6%	3.2%	4.1%
Porch	3.9%	6.8%	2.2%	3.3%	3.4%
Courtyard (shared)	2.1%	2.7%	2.3%	0.6%	2.5%
Sidewalk rack	2.1%	2.1%	2.3%	2.4%	1.8%
Other	2.7%	2.3%	3.9%	2.6%	2.3%

QUESTION – [ASK BIKE OWNERS ONLY] Where do you most often store your bike when it is not in use (i.e. overnight)? [RANDOMIZE] [SELECT ONE]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1078.

64

Storing bicycle when not in use

	All (n=1078)	Single family house (n=595)	Townhouse (n=189)	Duplex, triplex, or fourplex (n=84)	Five stories or more (n=147)
Your own garage	48.8%	66.3%	42.4%	32.1%	6.6%
Inside home	17.0%	13.1%	16.8%	16.4%	27.2%
Balcony	8.8%	2.2%	6.3%	11.6%	31.9%
Shared garage (apartment/condo)	6.7%	3.4%	12.1%	5.2%	11.9%
Personal bike locker	4.4%	3.0%	5.8%	10.6%	6.3%
Porch	3.9%	4.1%	4.8%	6.8%	0.9%
Shared room or cage (apartment/condo)	3.5%	1.1%	3.4%	1.2%	13.1%
Courtyard (shared)	2.1%	1.5%	2.3%	11.5%	-
Sidewalk rack	2.1%	1.5%	3.9%	4.6%	1.6%
Other	2.7%	3.8%	2.3%	-	0.4%

QUESTION – [ASK BIKE OWNERS ONLY] Where do you most often store your bike when it is not in use (i.e. overnight)? [RANDOMIZE] [SELECT ONE]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1078 Toronto bike owners.

65

Improving bicycle parking experience

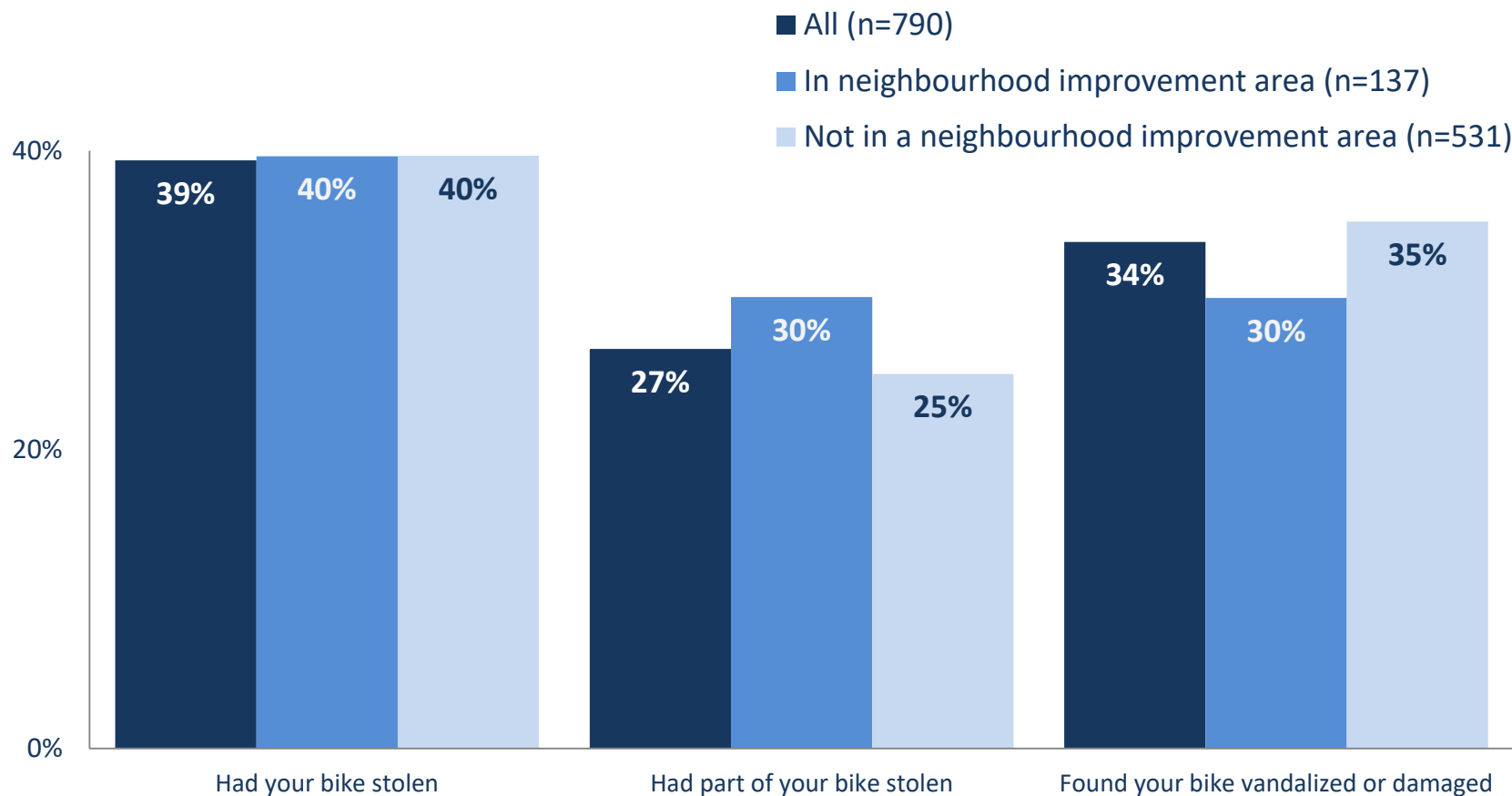| Top mentions	All (n=860)	Has a convenient and secure bicycle parking facility at workplace/school (n=412)	Does not have a convenient and secure bicycle parking facility at workplace/school (n=325)
Secure parking/increased security (cameras, provide locks)	31.5%	27.4%	36.8%
Have storage available/more parking spots and/or bike racks	23.4%	26.2%	21.7%
Nothing	8.6%	10.4%	6.5%
More bike lanes/ better and safer roads	7.3%	9.0%	5.1%
Indoor/covered/weather protected parking	5.6%	5.4%	6.8%
Make them accessible/convenient	2.3%	1.3%	2.6%
Better storage/designated bicycle parking	1.6%	1.6%	1.8%
Incentives/benefits	1.5%	2.2%	0.8%

QUESTION – [ASK BIKE OWNERS ONLY] What is ONE thing the City or your employer or school could do to improve your bicycle parking experience? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=860 Toronto bike owners.

66

Improving bicycle parking experience

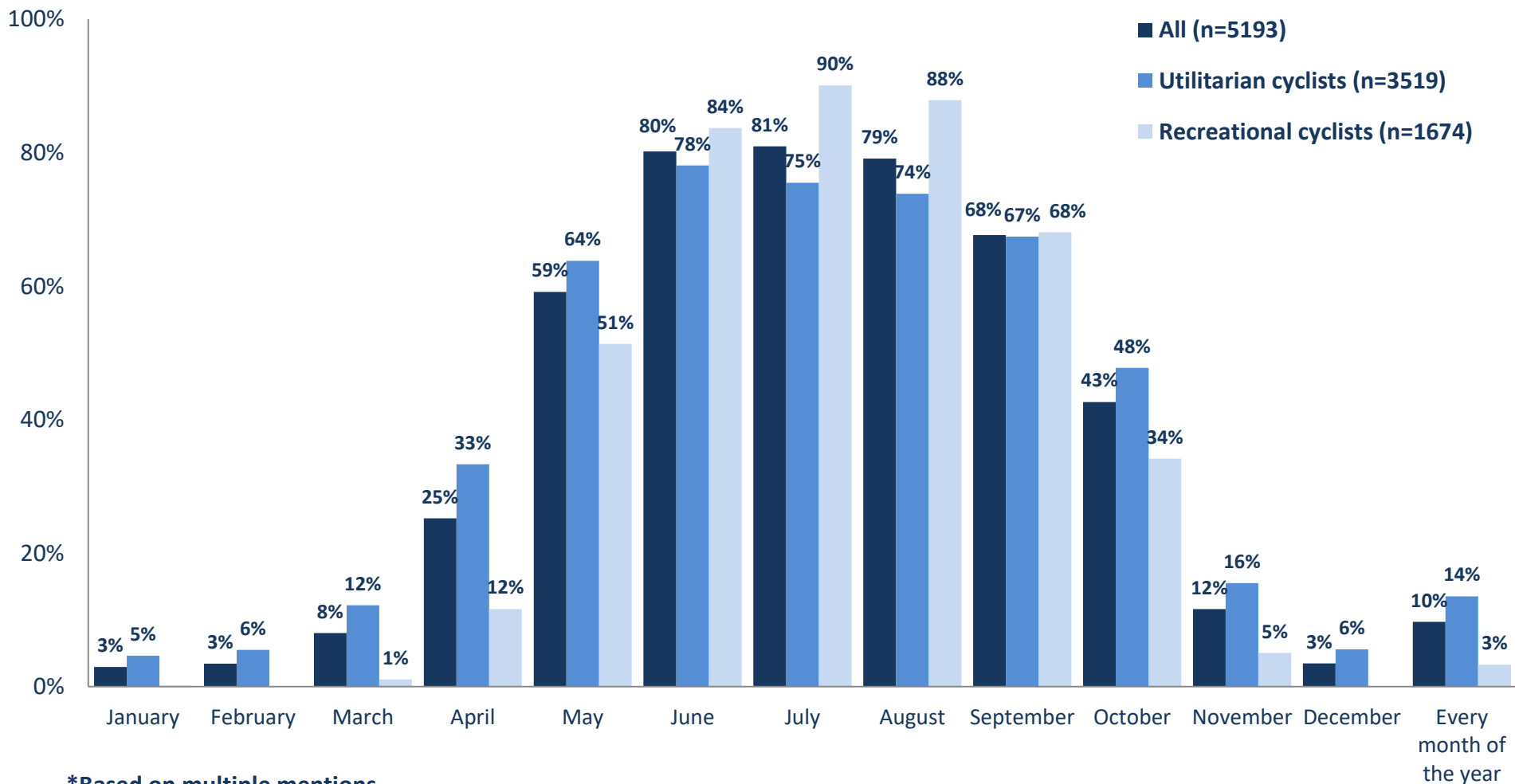| Top mentions	All (n=860)	Single family house (n=465)	Townhouse (n=147)	Duplex, triplex, or fourplex (n=66)	Five stories or more (n=124)
Secure parking/increased security (cameras, provide locks,	31.5%	33.0%	25.5%	36.4%	28.8%
Have storage available/more parking spots and/or bike racks	23.4%	25.3%	20.8%	20.5%	23.1%
Nothing	8.6%	8.8%	10.2%	7.0%	8.0%
More bike lanes/ better and safer roads	7.3%	5.7%	10.8%	8.2%	7.8%
Indoor/covered/weather protected parking	5.6%	5.5%	8.0%	3.7%	4.3%
Make them accessible/convenient	2.3%	2.1%	3.3%	1.0%	2.7%
Better storage/designated bicycle parking	1.6%	1.8%	1.1%	-	2.4%
Incentives/benefits	1.5%	0.8%	-	6.6%	1.9%

QUESTION – [ASK BIKE OWNERS ONLY] What is ONE thing the City or your employer or school could do to improve your bicycle parking experience? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=860 Toronto bike owners.

67

Experience storing and locking bicycle

Legend:
- All (n=790)
- In neighbourhood improvement area (n=137)
- Not in a neighbourhood improvement area (n=531)

Had your bike stolen: 39% / 40% / 40%

Had part of your bike stolen: 27% / 30% / 25%

**Found your bike vandalized or damaged:** 34% / 30% / 35%

QUESTION – [ASK BIKE OWNERS ONLY] Thinking about your experiences storing and locking your bike in the City of Toronto, have the following ever occurred? [SELECT ALL THAT APPLY]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=790 Toronto Bike owners.

68

Monthly cycling incidence

Legend:
- ■ All (n=5193)
- ■ Utilitarian cyclists (n=3519)
- ■ Recreational cyclists (n=1674)

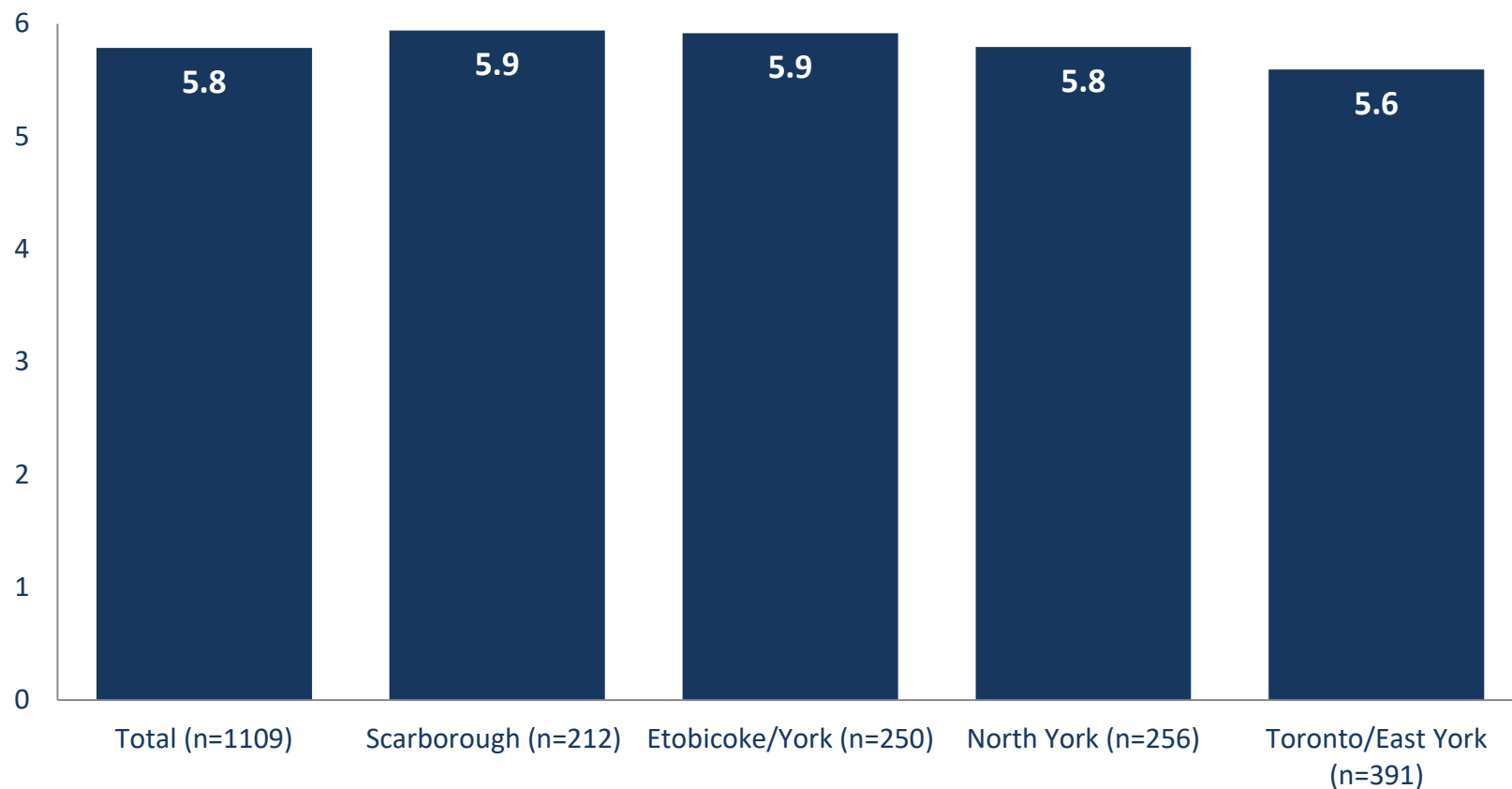| Month	All	Utilitarian	Recreational
January	3%	5%	
February	3%	6%	
March	8%	12%	1%
April	25%	33%	12%
May	59%	64%	51%
June	80%	78%	84%
July	81%	75%	90%
August	79%	74%	88%
September	68%	67%	68%
October	43%	48%	34%
November	12%	16%	5%
December	3%	6%	
Every month of the year	10%	14%	3%

*Based on multiple mentions

QUESTION – [ASK CYCLISTS ONLY] In what months of the year do you cycle? [SELECT ALL THAT APPLY]

Monthly cycling incidence by season
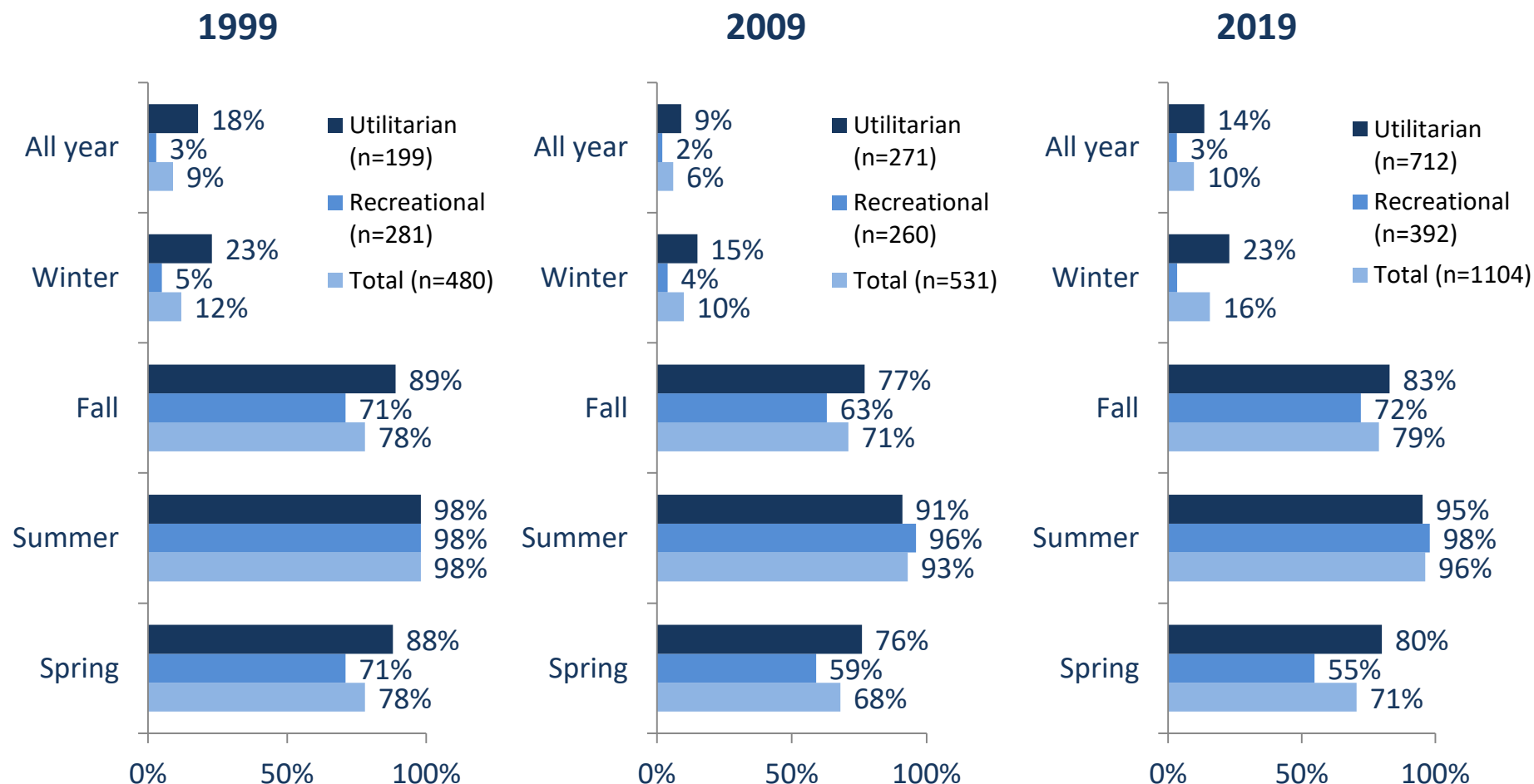
QUESTION – [ASK CYCLISTS ONLY] In what months of the year do you cycle? [SELECT ALL THAT APPLY]
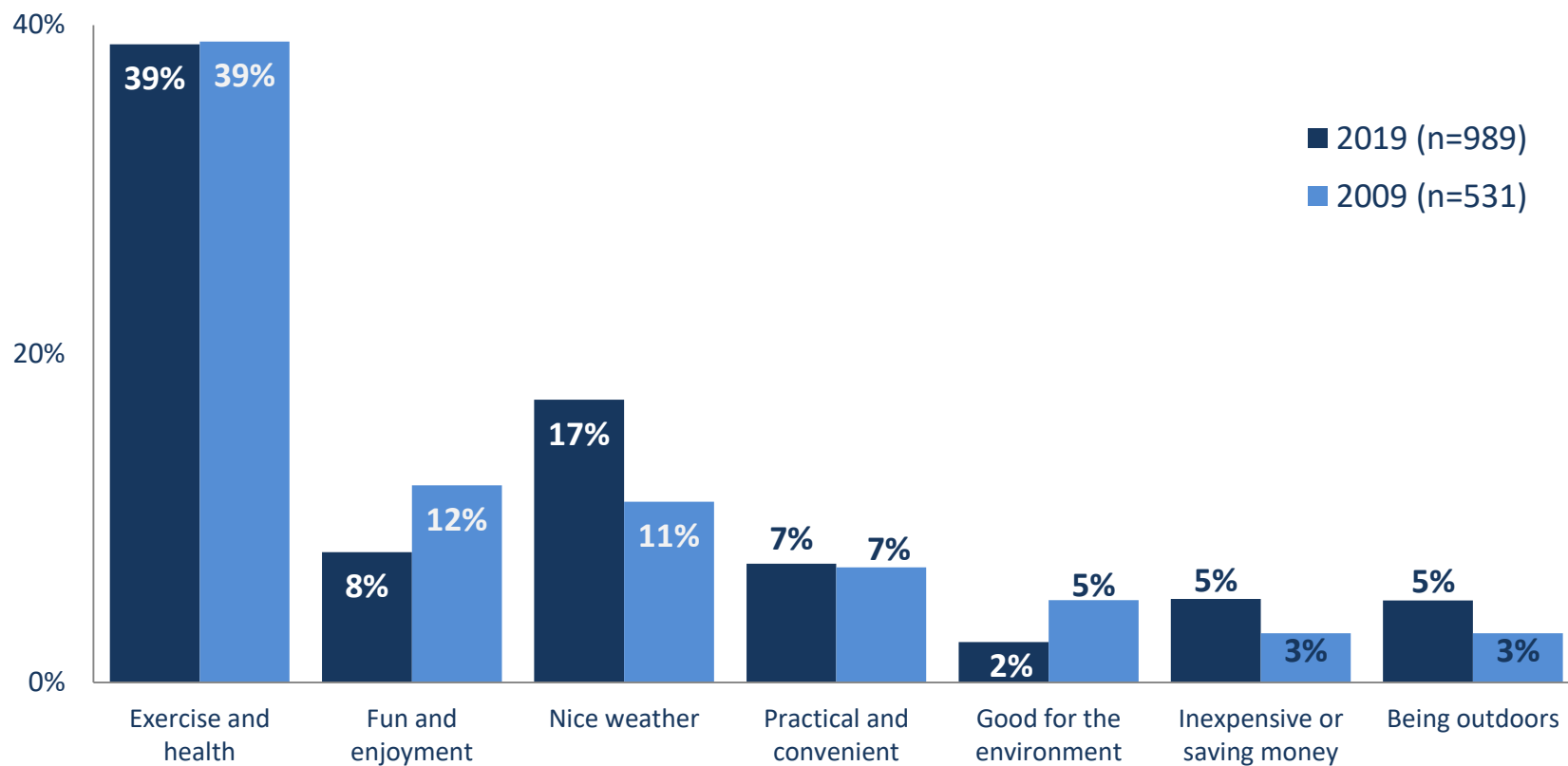
Average monthly cycling incidence by regions

Total (n=1109)	Scarborough (n=212)	Etobicoke/York (n=250)	North York (n=256)	Toronto/East York (n=391)
5.8	5.9	5.9	5.8	5.6

QUESTION – [ASK CYCLIST ONLY] In what months of the year do you cycle? [SELECT ALL THAT APPLY]

Encouragement to bike more in winter

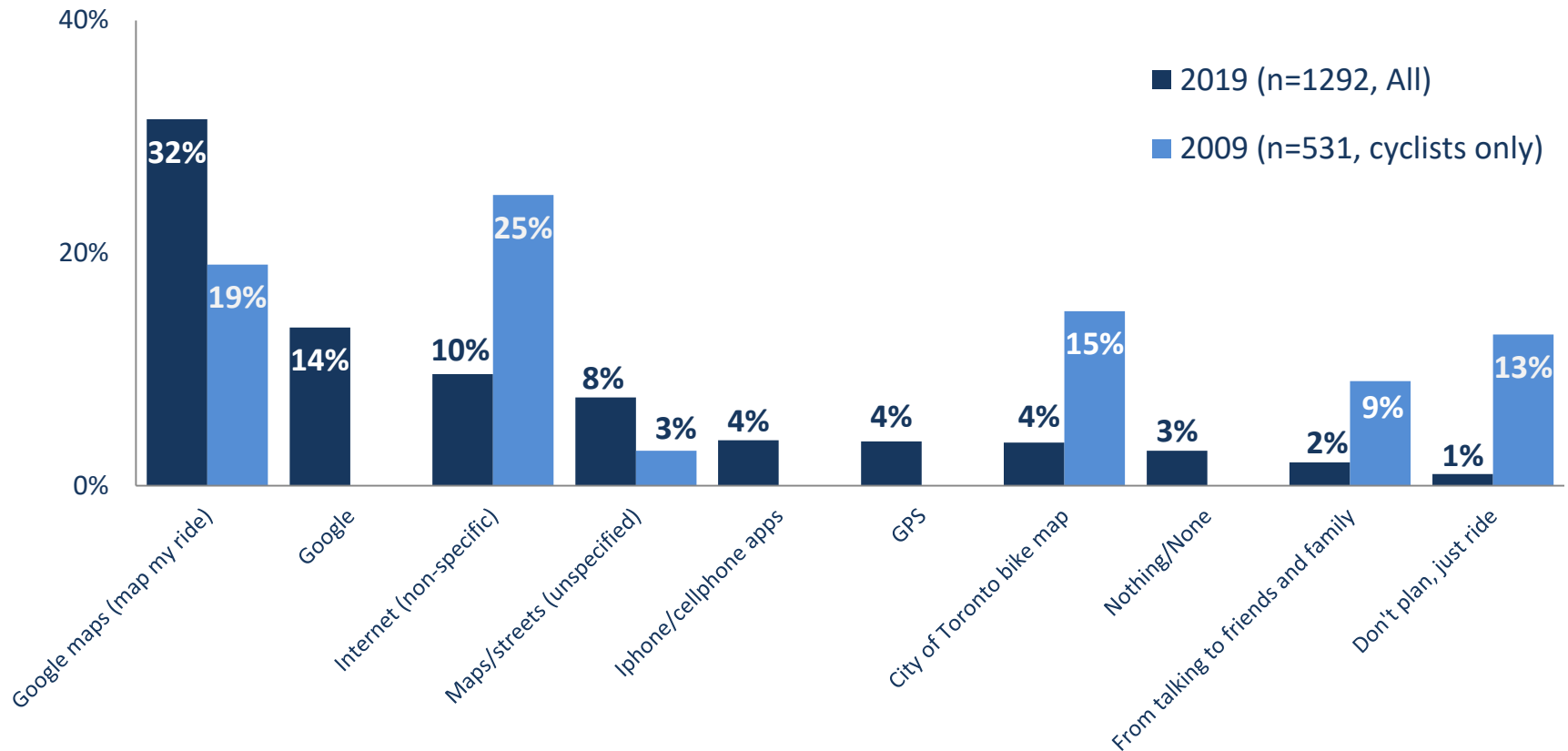|	All	Those that do not bike in winter	
	2019 (n=895)	2019 (n=832)	2009 (n=451)
Nothing	35%	37%	52%
Improve/clear bike lanes/paths and streets	35%	36%	29%
Create more/safe/quality bike lanes/paths	16%	15%	10%
Have heated/sheltered bike lanes	3%	3%	-
Better enforcement of safety regulations/laws	1%	1%	-
Offer incentives/tax breaks	1%	1%	-
Improved/better public/indoor bike parking	1%	1%	3%
Other	4%	4%	6%
Unsure	4%	3%	4%

QUESTION – [ASK CYCLIST ONLY] What, if anything, could the City do to encourage you to ride more often in winter? [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=895 Toronto cyclists.

72

Motivating factors for cyclists – Top mentions

2019 (n=989)
2009 (n=531)

Category	2019	2009
Exercise and health	39%	39%
Fun and enjoyment	8%	12%
Nice weather	17%	11%
Practical and convenient	7%	7%
Good for the environment	2%	5%
Inexpensive or saving money	5%	3%
Being outdoors	5%	3%

QUESTION – [ASK CYCLISTS ONLY] When thinking about riding a bike, what ONE thing most motivates you to cycle somewhere? [OPEN]

Info source for bike route planning

TORONTO · **NANOS**

Legend:
- 2019 (n=1292, All)
- 2009 (n=531, cyclists only)

Source	2019	2009
Google maps (map my ride)	32%	19%
Google	14%	
Internet (non-specific)	10%	25%
Maps/streets (unspecified)	8%	3%
Iphone/cellphone apps	4%	
GPS	4%	
City of Toronto bike map	4%	15%
Nothing/None	3%	
From talking to friends and family	2%	9%
Don't plan, just ride	1%	13%

QUESTION – If you were cycling somewhere new, what would be your source of information for planning your route? [OPEN]

2009 QUESTION - If you were cycling somewhere new, what is your source of information for planning your route?

Way of commuting when not cycling

	2019 (n=1107)
Driving alone	43.9%
Public transit (TTC/GO)	33.8%
Driving with others as a passenger (carpooling)	9.7%
Walk the whole way	4.5%
Taxi or ride-sharing (e.g. Uber or Lyft)	3.4%
Motorcycle/scooter	2.0%
Other	2.8%

QUESTION – [ASK CYCLIST ONLY] How do you most often commute to work or school when not cycling?

Length of commute to work

Length of commute by most common mode of transportation	Non-cyclists (n=222)
Mean	35.6 minutes
Median	30.0 minutes
Under 15 minutes	13.2%
15-29 minutes	26.5%
30-44 minutes	27.2%
45-59 minutes	14.4%
60+ minutes	18.6%

Length of bike trip to work	Cyclists (n=336)
Mean	30.6 minutes
Median	25.0 minutes
Under 15 minutes	6.0%
15-29 minutes	45.1%
30-44 minutes	29.0%
45-59 minutes	12.8%
60+ minutes	7.0%

QUESTION – [ASK NON-CYCLIST ONLY] On average, how long in minutes is your commute by your most common mode of transportation to work, one way? [OPEN]

QUESTION - [ASK IF "To get to work" IN Q13] On average, how long in minutes does your bike trip to work take, one way? [REVISED SINCE LAST WAVE] [OPEN]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=336 cyclist and 222 non-cyclists.

76

Length of commute to school

Length of commute to school by most common mode of transportation	Non-cyclists (n=88)
Mean	28.8 minutes
Median	23.0 minutes
Under 15 minutes	29.3%
15-29 minutes	25.4%
30-44 minutes	18.5%
45-59 minutes	15.3%
60+ minutes	11.6%

Length of bike trip to school	Cyclists (n=102)
Mean	21.6 minutes
Median	20.0 minutes
Under 15 minutes	31.3%
15-29 minutes	34.6%
30-44 minutes	27.2%
45-59 minutes	3.5%
60+ minutes	3.4%

QUESTION – [ASK NON-CYCLIST ONLY] On average, how long in minutes is your commute by your most common mode of transportation to school, one way? [OPEN]

QUESTION - [ASK IF "To get to school" IN Q13] On average, how long in minutes does your bike trip to school take, one way? [OPEN]

Riding bike in the past

Net score

+12.2

44%

56%

■ Yes   ■ No
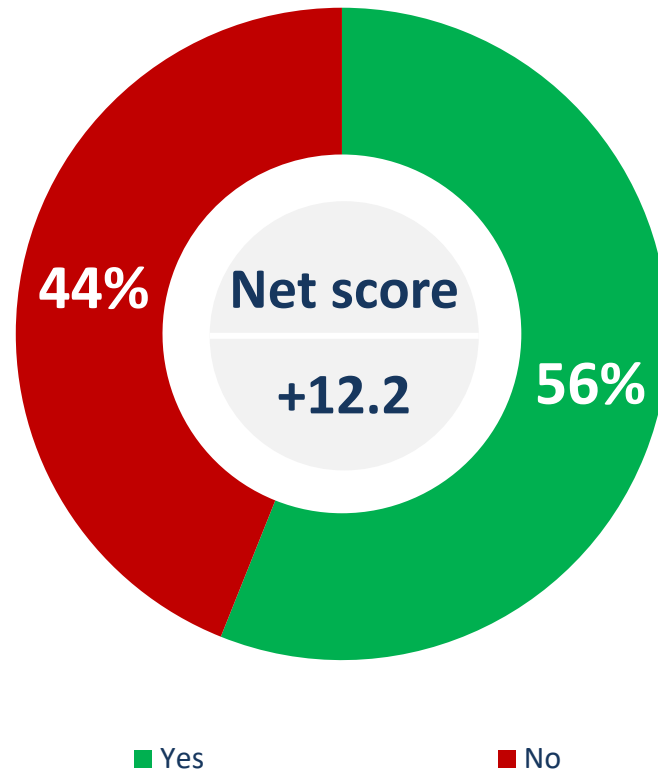
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – [Asked only of non-cyclists] Did you used to ride a bike in the past?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=406 non-cyclists.

78

Reasons for stopping to bike

Top mentions	Frequency (n=229)
Uncomfortable/feel unsafe	20.0%
Bike wore out/broke down and I didn't replace it/ I do not own a bike	14.7%
Medical reasons (knee, hips problems)	14.5%
I do not have time/ Not interested	11.8%
I drive now/ I prefer my car	10.1%
I used to when I was younger/I got older	9.2%
Lifestyle change (my kids grew up, I moved and didn't bring my bike with me)	6.7%

QUESTION – [Asked only of non-cyclists who used to ride a bike in the past] Why did you stop? [OPEN]
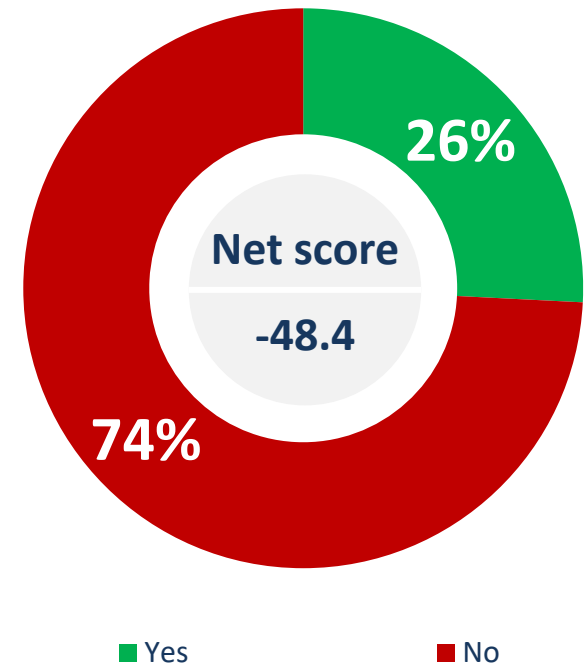
Collisions on bicycle

	Cyclists (n=1416)*
Dooring (vehicle opening door into your cycling path)	11.0%
Collision with a pedestrian	9.2%
With streetcar tracks	8.2%
Collision with a vehicle at an intersection	6.9%
Collision with a parked vehicle	6.6%
Collision with a vehicle mid-block	5.7%
Other	2.3%
No/None of the above	50.1%

Making a police report

26%

Net score

-48.4

74%

■ Yes   ■ No

*Based on multiple mentions

QUESTION – [ASK CYCLISTS ONLY] Have you ever experienced any of the following collisions on your bicycle? [RANDOMIZE] [SELECT ALL THAT APPLY]
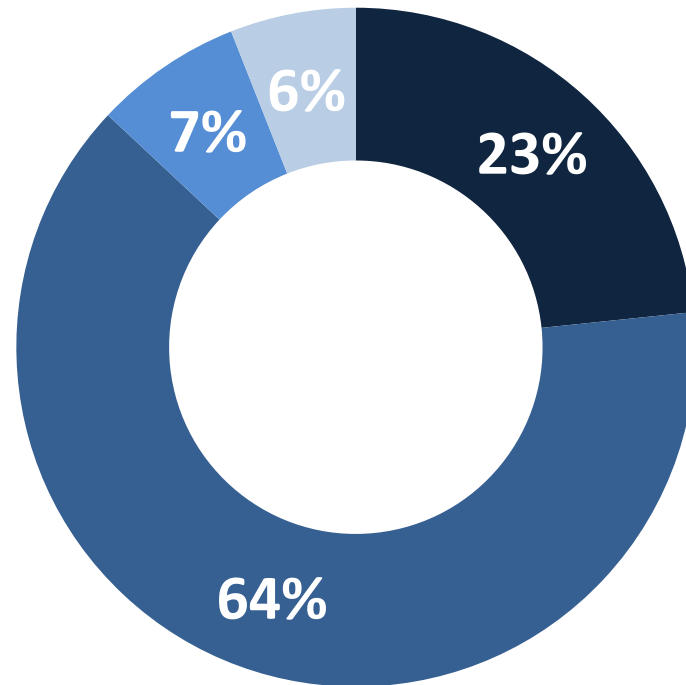
QUESTION - [IF ANY IN PREVIOUS QUESTION] Did you make a police report?

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=1416* Toronto cyclists.

80

Relationship with BikeShare systems

- Not aware of it — 23%
- Aware of it but haven't used it — 64%
- I am a member and use it sometimes — 7%
- It is one of my main ways of getting around — 6%

QUESTION – What best describes your relationship with Toronto's BikeShare systems? [SELECT ONE]

Relationship with BikeShare

Does not own a bike (n=409)
- 41% — Not aware of it
- 58% — Aware of it but haven't used it

Owns one bike (n=657)
- 19% — Not aware of it
- 69% — Aware of it but haven't used it
- 7% — I am a member and use it sometimes
- 4% — It is one of my main ways of getting around

Owns three bikes or more (n=138)
- 12% — Not aware of it
- 56% — Aware of it but haven't used it
- 12% — I am a member and use it sometimes
- 20% — It is one of my main ways of getting around

Owns two bikes (n=311)
- 10% — Not aware of it
- 63% — Aware of it but haven't used it
- 15% — I am a member and use it sometimes
- 12% — It is one of my main ways of getting around

Charts may not add up to 100 due to rounding

Legend:
- Not aware of it
- Aware of it but haven't used it
- I am a member and use it sometimes
- It is one of my main ways of getting around

QUESTION – What best describes your relationship with Toronto's BikeShare systems? [SELECT ONE]

Awareness of City of Toronto programs and initiatives

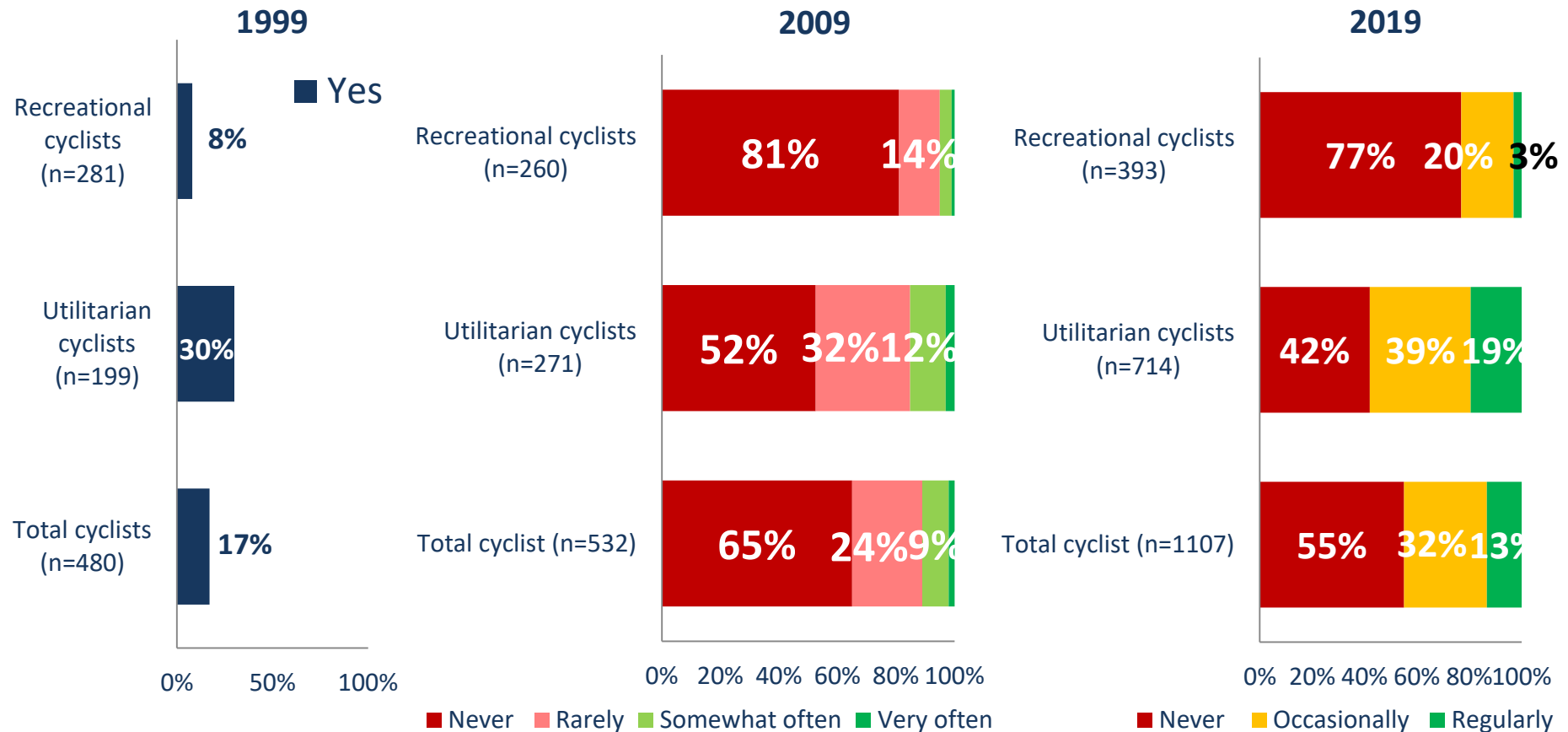|	All		Recreational cyclists		Utilitarian cyclists	
	2019 (n=3346)*	2009 (n=1000)	2019 (n=794)*	2009 (n=260)	2019 (n=1803)*	2009 (n=271)
Bike lanes and paths	30%	15%	32%	15%	28%	20%
Bike Share	22%	N/A	23%	N/A	21%	N/A
Bike parking (Post and Ring/ bike corrals/ multi-use racks)	18%	3%	16%	4%	20%	5%
Cycling map	10%	2%	9%	4%	12%	3%
Bicycle stations	7%	1%	6%	1%	9%	2%
Bike Locker Program	5%	1%	3%	1%	7%	3%
None	5%	69%	6%	70%	2%	62%
Unsure	4%	10%	5%	7%	2%	10%

*Based on multiple mentions

QUESTION – What, if any, City of Toronto programs and initiatives were you aware of before today? [SELECT ALL THAT APPLY]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=3346* Toronto residents.

84

Prevalence of combining cycling and public transit

TORONTO · **NANOS**

1999

	Yes
Recreational cyclists (n=281)	8%
Utilitarian cyclists (n=199)	30%
Total cyclists (n=480)	17%

0%   50%   100%

2009

	Never	Rarely	Somewhat often	Very often
Recreational cyclists (n=260)	81%	14%		
Utilitarian cyclists (n=271)	52%	32%	12%	
Total cyclist (n=532)	65%	24%	9%	

0% 20% 40% 60% 80% 100%

■ Never ■ Rarely ■ Somewhat often ■ Very often

2019

	Never	Occasionally	Regularly
Recreational cyclists (n=393)	77%	20%	3%
Utilitarian cyclists (n=714)	42%	39%	19%
Total cyclist (n=1107)	55%	32%	13%

0% 20% 40% 60% 80%100%

■ Never ■ Occasionally ■ Regularly

QUESTION – [ASK CYCLISTS ONLY] Do you regularly, occasionally or never combine cycling and public transit in the same trip? (If needed: "either by bike share or personal bike")

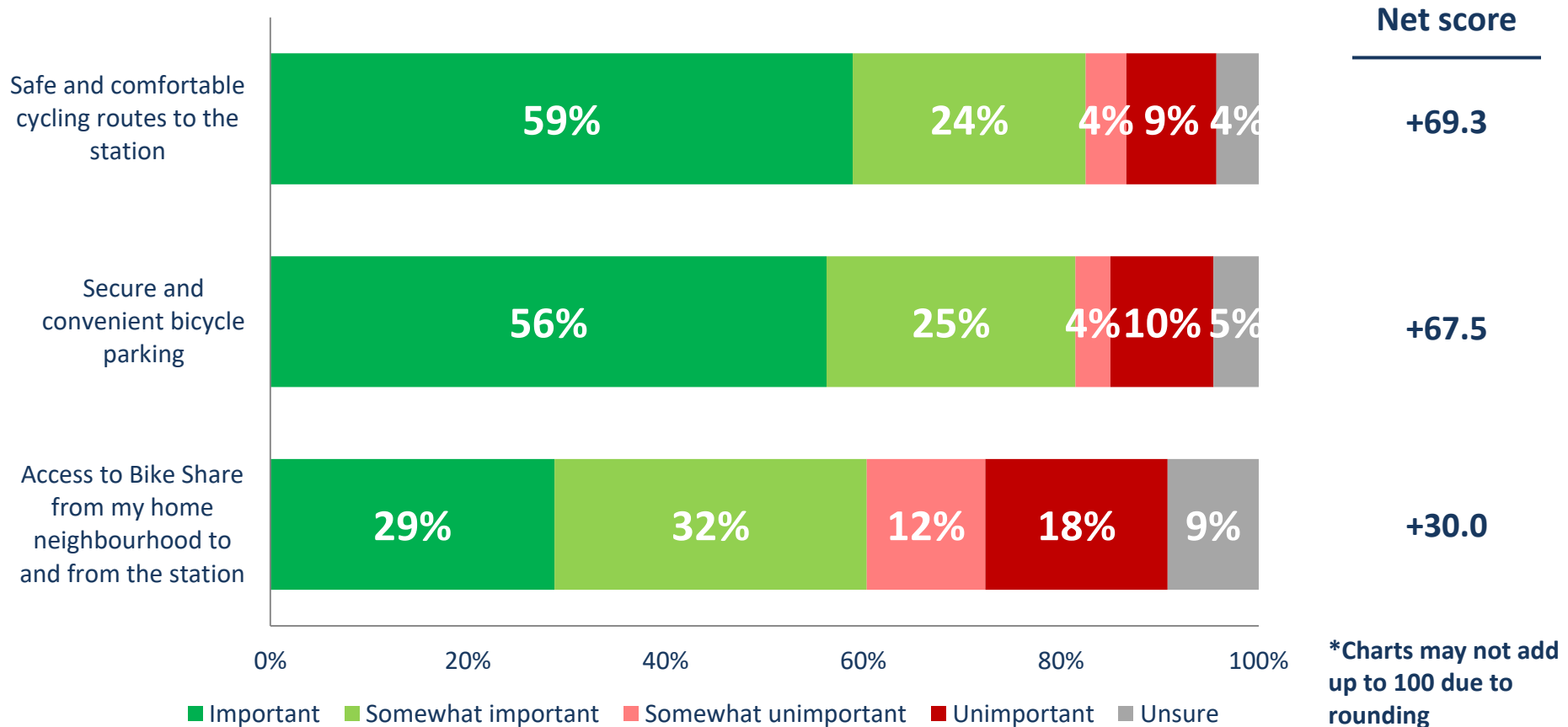**2009:** How often do you ever combine cycling and public transit in the same trip?

1999: Do you ever combine cycling and public transit in the same trip?

Main mode of transportation to access public transit

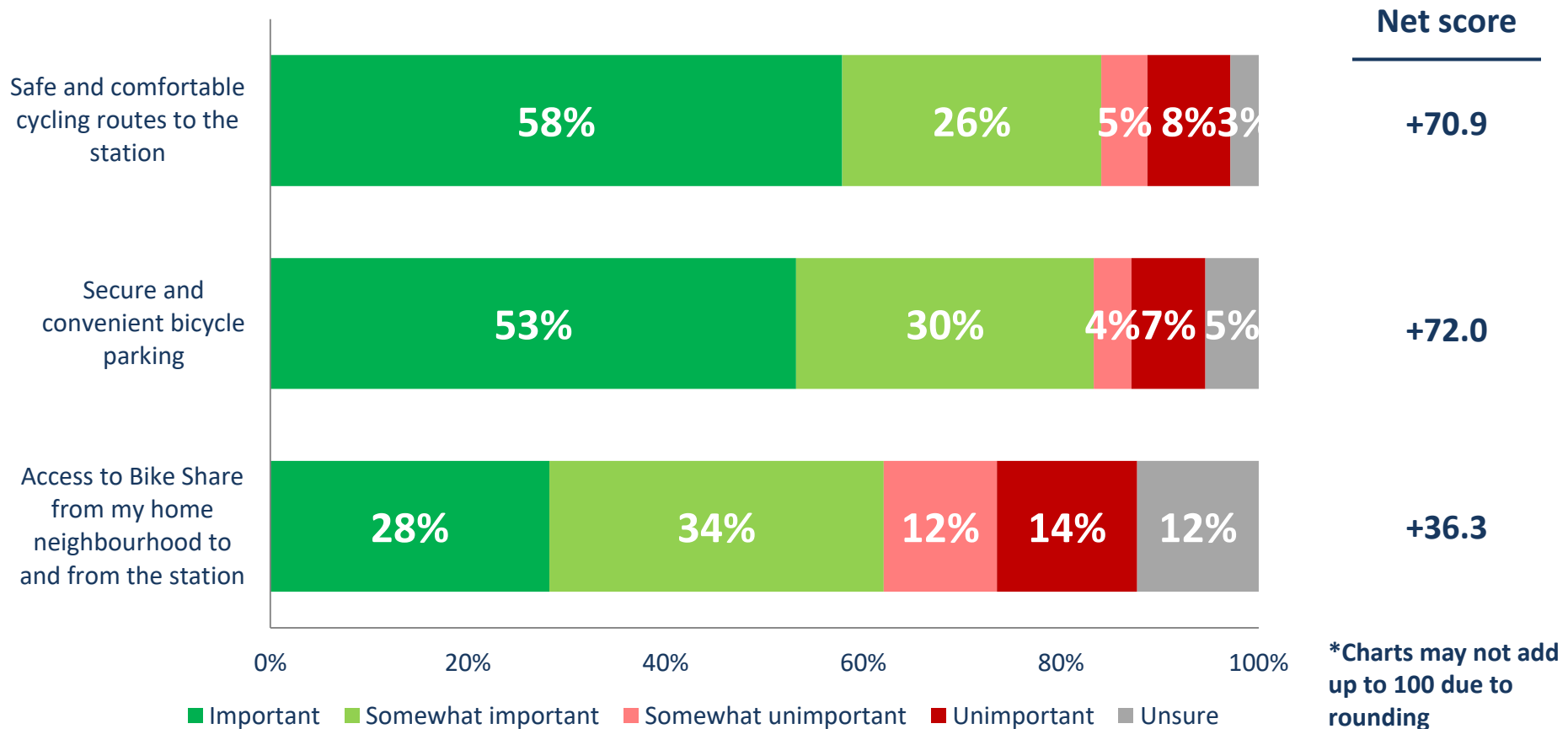|	Frequency (n=1510)
Public transit (TTC/GO)	30.6%
Walk the whole way	29.0%
Driving alone	24.7%
Driving with others as a passenger (carpooling)	6.6%
Taxi or ride-sharing (e.g. Uber or Lyft)	2.9%
Bike	2.9%
Motorcycle/scooter	1.1%
Other	2.1%

QUESTION – What mode of transport do you use most often to access the public transit station closest to your home?

Importance of encouragement to cycle to public transit - All

TORONTO | **NANOS**

Net score

Safe and comfortable cycling routes to the station
- Important: 59%
- Somewhat important: 24%
- Somewhat unimportant: 4%
- Unimportant: 9%
- Unsure: 4%

+69.3

Secure and convenient bicycle parking
- Important: 56%
- Somewhat important: 25%
- Somewhat unimportant: 4%
- Unimportant: 10%
- Unsure: 5%

+67.5

Access to Bike Share from my home neighbourhood to and from the station
- Important: 29%
- Somewhat important: 32%
- Somewhat unimportant: 12%
- Unimportant: 18%
- Unsure: 9%

+30.0

Scale: 0% — 20% — 40% — 60% — 80% — 100%

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure
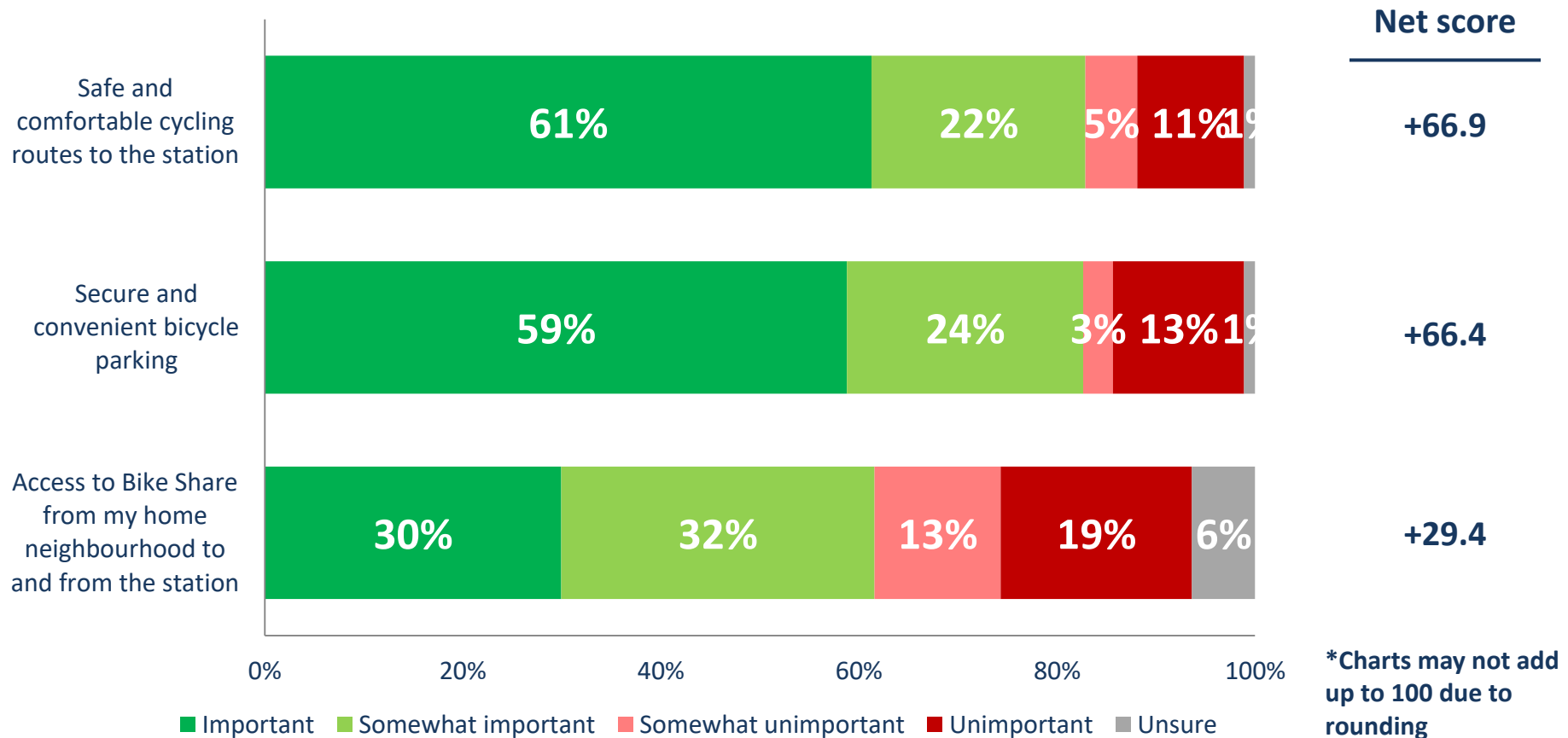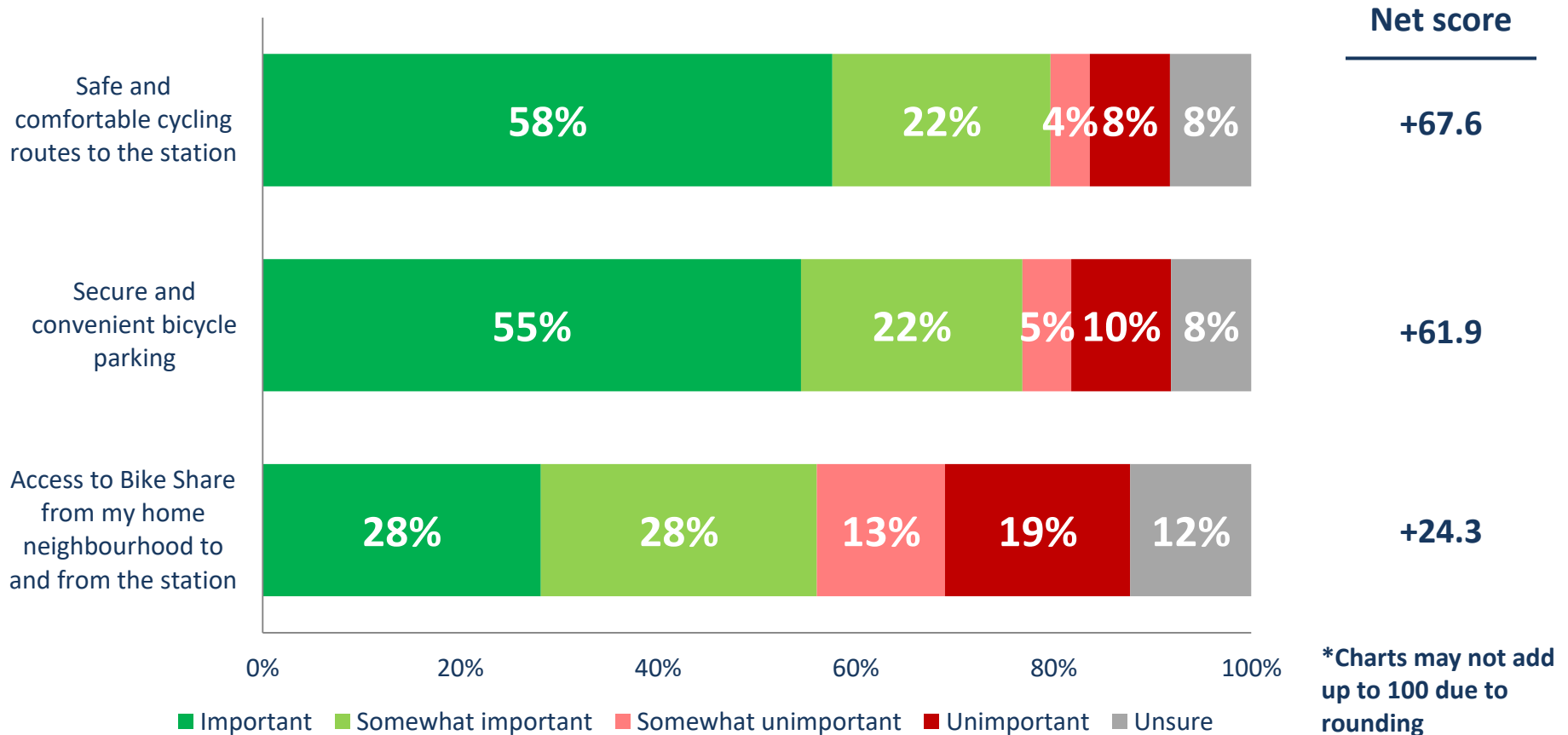
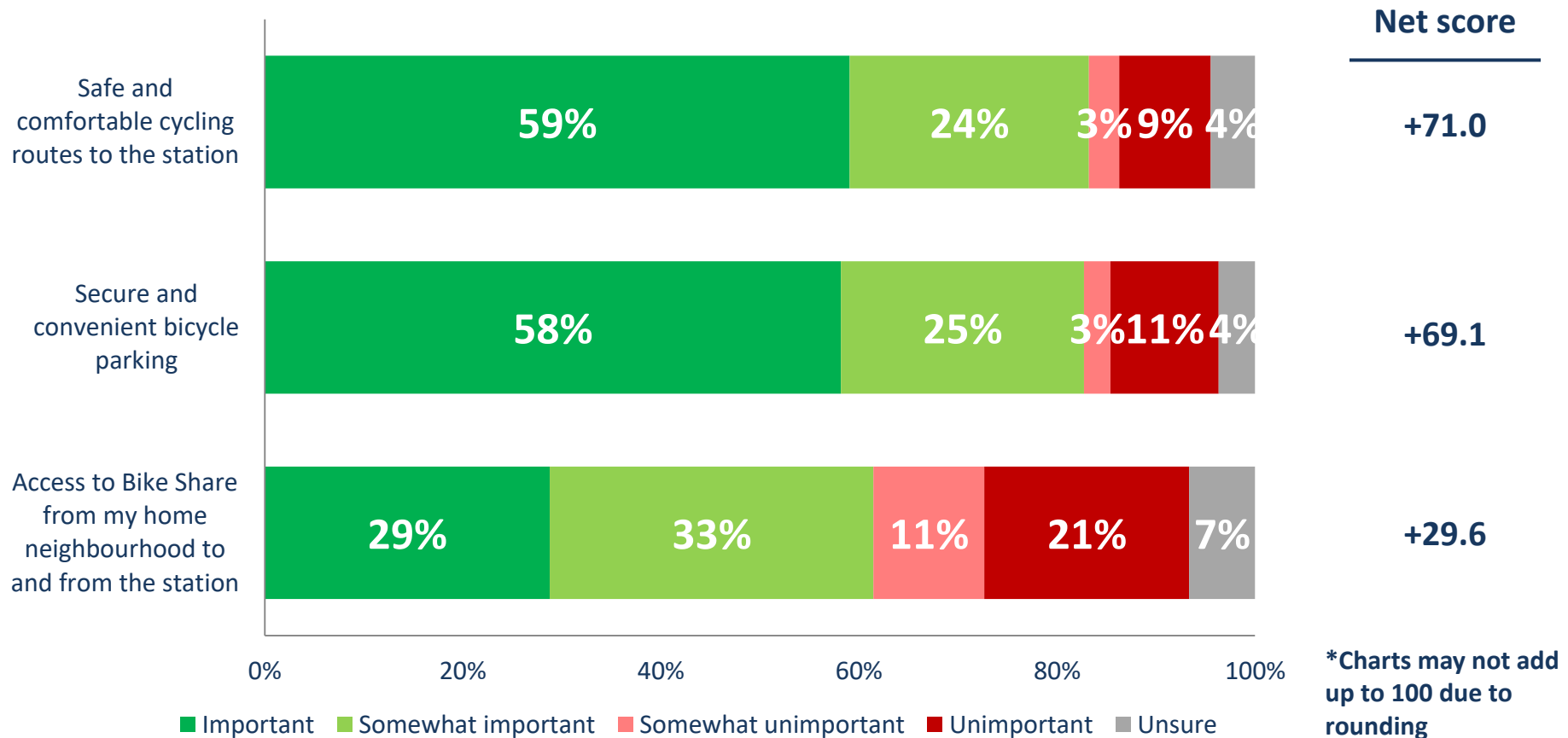*Charts may not add up to 100 due to rounding

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Importance of encouragement to cycle to public transit - Scarborough

Net score

		Net score
Safe and comfortable cycling routes to the station	58% Important, 26% Somewhat important, 5% Somewhat unimportant, 8% Unimportant, 3% Unsure	**+70.9**
Secure and convenient bicycle parking	53% Important, 30% Somewhat important, 4% Somewhat unimportant, 7% Unimportant, 5% Unsure	**+72.0**
Access to Bike Share from my home neighbourhood to and from the station	28% Important, 34% Somewhat important, 12% Somewhat unimportant, 14% Unimportant, 12% Unsure	**+36.3**

Legend: ■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

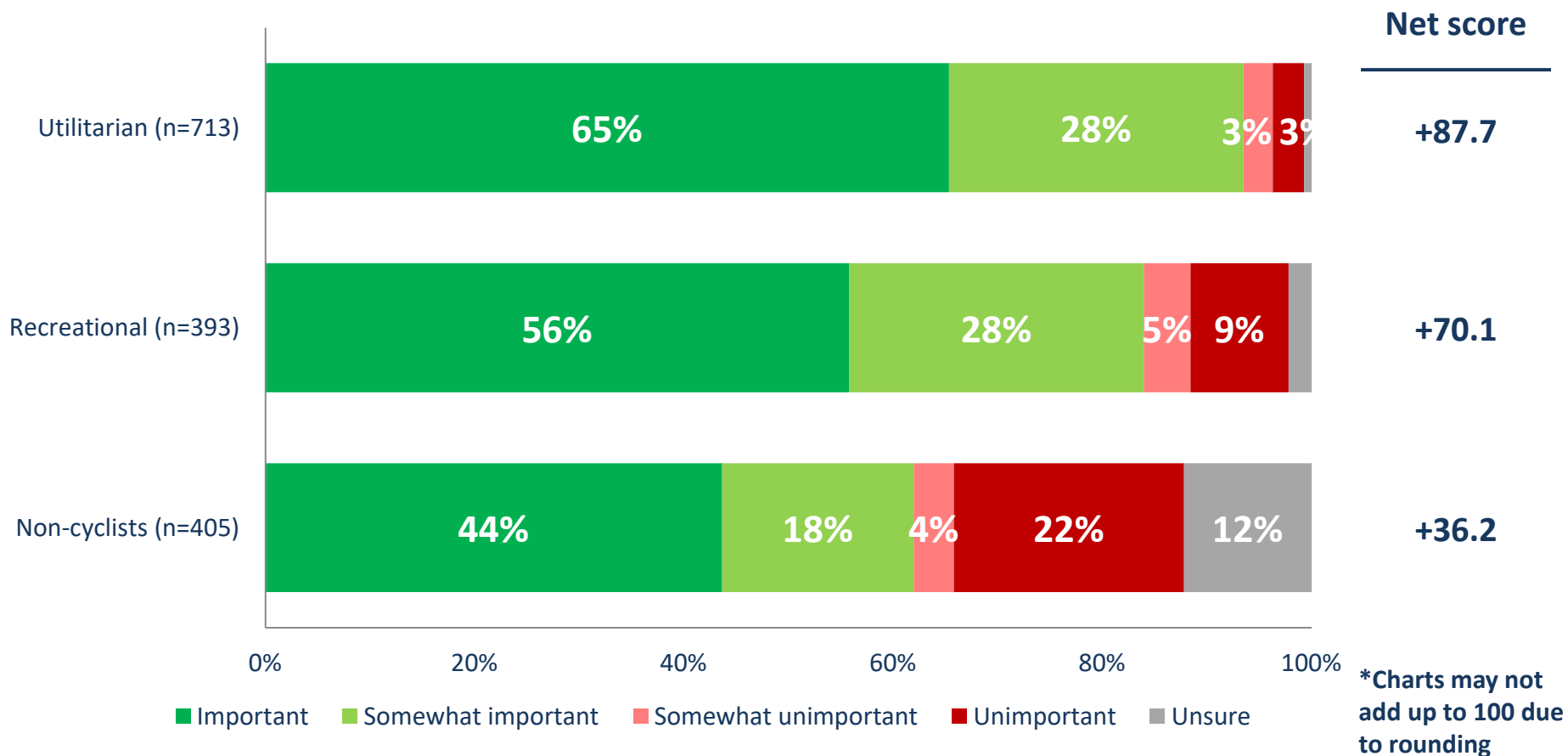*Charts may not add up to 100 due to rounding

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=300 Scarborough residents.

89

Importance of encouragement to cycle to public transit – Etobicoke/York

TORONTO **NANOS**

Net score

Safe and comfortable cycling routes to the station
61% | 22% | 5% | 11% | 1%
+66.9

Secure and convenient bicycle parking
59% | 24% | 3% | 13% | 1%
+66.4

Access to Bike Share from my home neighbourhood to and from the station
30% | 32% | 13% | 19% | 6%
+29.4

0%   20%   40%   60%   80%   100%

*Charts may not add up to 100 due to rounding

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]
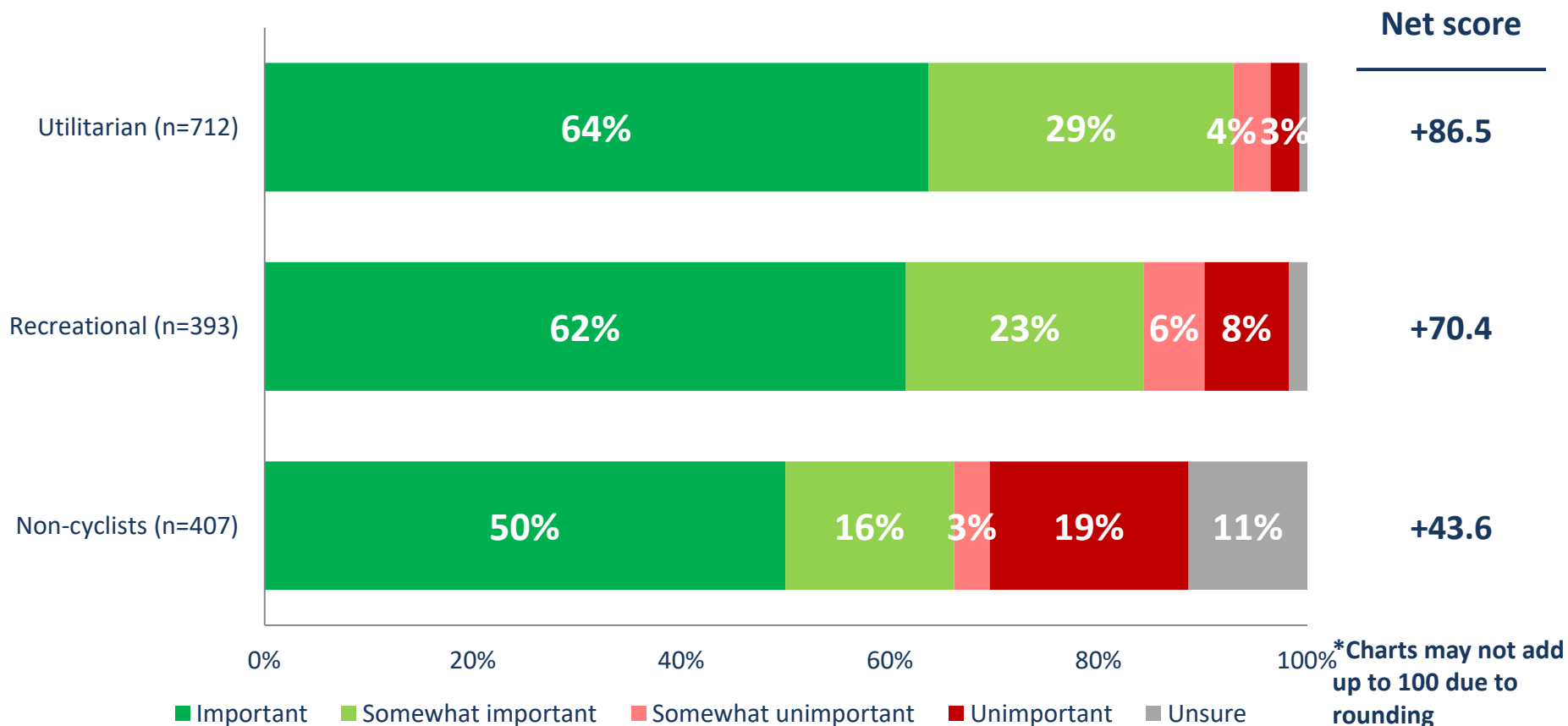
Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=339 Etobicoke/York residents.

90

Importance of encouragement to cycle to public transit – North York

TORONTO **NANOS**

Net score

Safe and comfortable cycling routes to the station
58% | 22% | 4% | 8% | 8%
+67.6

Secure and convenient bicycle parking
55% | 22% | 5% | 10% | 8%
+61.9

Access to Bike Share from my home neighbourhood to and from the station
28% | 28% | 13% | 19% | 12%
+24.3

0% 20% 40% 60% 80% 100%

*Charts may not add up to 100 due to rounding

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]
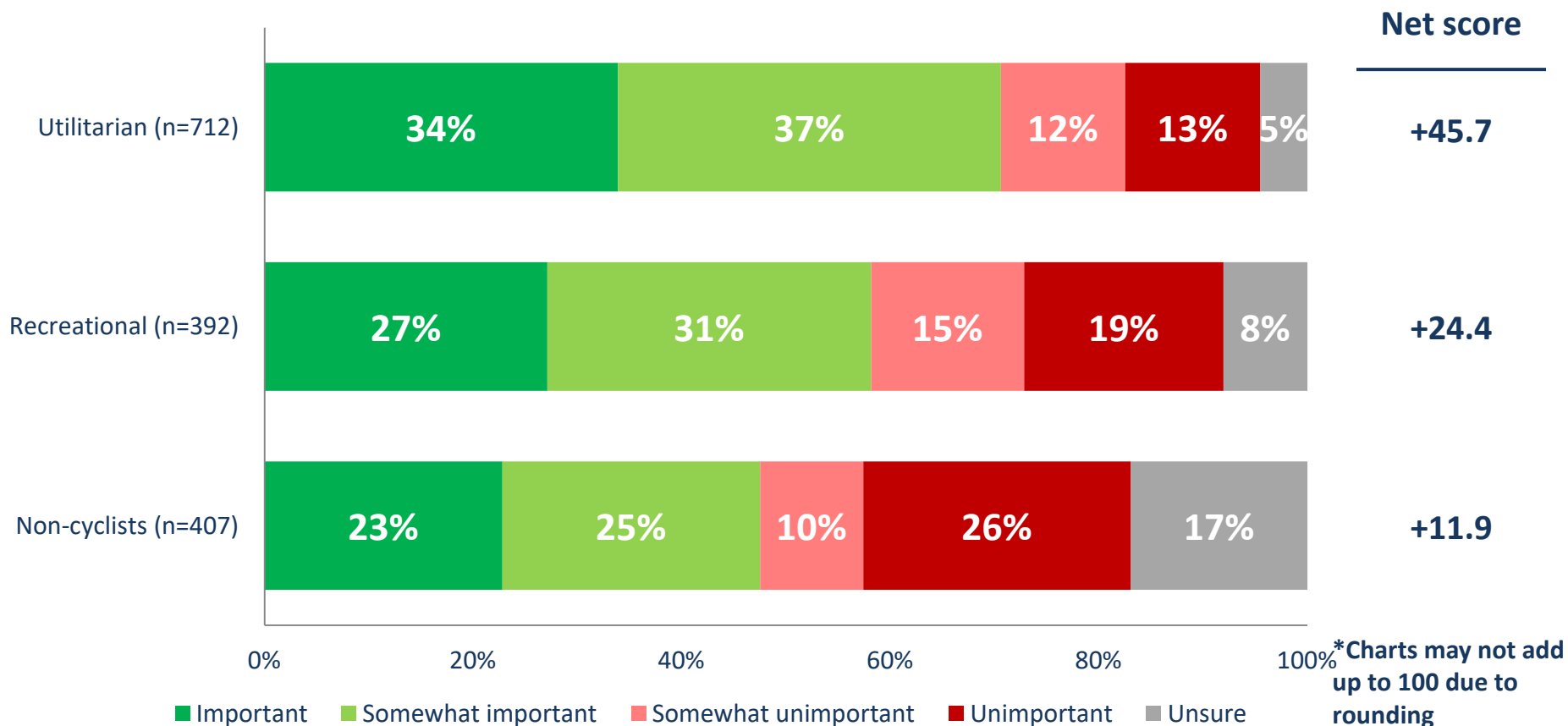
Importance of encouragement to cycle to public transit – Toronto/East York

	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure	Net score
Safe and comfortable cycling routes to the station	59%	24%	3%	9%	4%	+71.0
Secure and convenient bicycle parking	58%	25%	3%	11%	4%	+69.1
Access to Bike Share from my home neighbourhood to and from the station	29%	33%	11%	21%	7%	+29.6

*Charts may not add up to 100 due to rounding

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Importance of secure/convenient bicycle parking

Net score

Category	Net score
Utilitarian (n=713)	+87.7
Recreational (n=393)	+70.1
Non-cyclists (n=405)	+36.2

Utilitarian (n=713): Important 65%, Somewhat important 28%, Somewhat unimportant 3%, Unimportant 3%

Recreational (n=393): Important 56%, Somewhat important 28%, Somewhat unimportant 5%, Unimportant 9%

Non-cyclists (n=405): Important 44%, Somewhat important 18%, Somewhat unimportant 4%, Unimportant 22%, Unsure 12%

Legend: ■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Secure and convenient bicycle parking

Encouraging to cycle to public transit with safe cycling routes

Net score

		Net score
Utilitarian (n=712)	64% · 29% · 4% · 3%	**+86.5**
Recreational (n=393)	62% · 23% · 6% · 8%	**+70.4**
Non-cyclists (n=407)	50% · 16% · 3% · 19% · 11%	**+43.6**

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Safe and comfortable cycling routes to the station

Encouraging to cycle to public transit with access to Bike Share

TORONTO | **NANOS**

Net score

Utilitarian (n=712)
| 34% | 37% | 12% | 13% | 5% |

+45.7

Recreational (n=392)
| 27% | 31% | 15% | 19% | 8% |

+24.4

Non-cyclists (n=407)
| 23% | 25% | 10% | 26% | 17% |

+11.9

0% 20% 40% 60% 80% 100%

*Charts may not add up to 100 due to rounding

■ Important ■ Somewhat important ■ Somewhat unimportant ■ Unimportant ■ Unsure

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Access to Bike Share from my home neighbourhood to and from the station

Importance of secure bike parking to cycle to public transit

Length of commute to work by most common mode of transportation	Important/ somewhat important
Under 15 minutes (n=30)	55.4%
15-29 minutes (n=59)	64.7%
30-44 minutes (n=56)	69.1%
45-59 minutes (n=34)	57.8%
60+ minutes (n=43)	63.5%

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Secure and convenient bicycle parking

Source: Nanos Research, online non-probability panel survey, May 13 to 29, 2019, n=222 Toronto residents.

Importance of safe cycling routes to cycle to public transit

Length of commute by most common mode of transportation	Important/ somewhat important
Under 15 minutes (n=30)	65.8%
15-29 minutes (n=59)	63.6%
30-44 minutes (n=56)	79.4%
45-59 minutes (n=34)	74.2%
60+ minutes (n=43)	62.7%

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Safe and comfortable cycling routes to the station

Importance of access to Bike Share to cycle to public transit

Length of commute by most common mode of transportation	Important/ somewhat important
Under 15 minutes (n=30)	44.1%
15-29 minutes (n=59)	55.5%
30-44 minutes (n=56)	50.1%
45-59 minutes (n=34)	52.7%
60+ minutes (n=43)	47.8%

QUESTION – Are the following important, somewhat important, somewhat unimportant or unimportant in encouraging you to cycle to public transit? [RANDOMIZE]

Access to Bike Share from my home neighbourhood to and from the station

METHODOLOGICAL NOTE

Methodological note on previous surveys

Based on our review of the dataset provided, it would appear that data on household bike ownership calculated in 2009 was based on a data set where the values selected by respondents were recoded (zero bikes was coded as 1, 1 bike was coded as 2, 2 bikes was coded as 3, etc.) and then households with no bicycles were filtered out so that household bike ownership excluded households with no bicycles. Therefore the mean score previously calculated was based on households with bicycle only and not the number of bicycles in the households of the population as a whole. This data is not present in this report but can be found in the 2009 report.

For this wave of research, data on household bike ownership includes households with no bicycles in the sample as they were not filtered out. To be comparable to this wave of research, data from 2009 was recalculated to also include households with no bicycles in the sample and is presented on slide 13.

METHODOLOGY

Nanos conducted an online survey of 1,516 Toronto residents, 18 years of age or older, between May 13th to 29th, 2019. The sample is geographically stratified to be representative of Toronto.

The research was commissioned by the City of Toronto and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

		Unweighted N value	Weighted N value
District 1	Toronto/East York	494	475
District 2	Etobicoke/York	341	324
District 3	North York	379	354
District 4	Scarborough	302	347
Total		1516	1500

METHODOLOGY

TORONTO NANOS

1999

Results are based on 1001 Computer Assisted Telephone Interviews (CATI) with individuals aged 15 years or older who reside in the City of Toronto. The sample excludes persons employed in marketing research, advertising, public relations or news media industries. The sample was divided equally among the City's four transportation Districts. The map below defines the boundaries for each of the four Districts in 1999. All interviews were completed between October 12th and 21st, 1999.
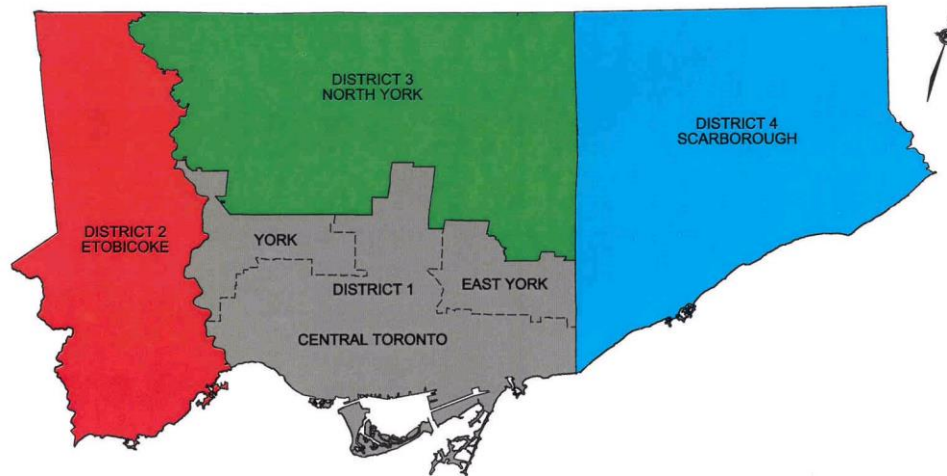
		N value	Margin of error
District 1	Central Toronto	251	6.2%
District 2	Etobicoke	250	6.2%
District 3	North York	250	6.2%
District 4	Scarborough	250	6.2%
Total		1001	3.1%

2009

Results are based on a 15 minute survey administered by telephone to a random and representative sample of 1,000 Toronto residents, 15 years or older who reside in the City of Toronto. All interviews were completed between June 16th and 26, and August 19th to 25th, 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 31st, 2009.

		N value	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%
Total		1000	3.1%

TECHNICAL NOTE

TORONTO · **NANOS**

Element	Description
Organization who commissioned the research	City of Toronto
Final Sample Size	1516 City of Toronto residents
Margin of Error	Not applicable
Mode of Survey	Online survey
Sampling Method Base	Not applicable
Demographics (Captured)	Residents of the City of Toronto, men and women, 18 years of age and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Online survey
Number of Calls	Participants were not called
Time of Calls	Not applicable.
Field Dates	May 13 to 29, 2019.
Language of Survey	The survey was conducted in English.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Toronto. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Toronto.
Estimated Response Rate	Not applicable.
Question Order	Question order in the preceding report reflects the order in which they appeared in the 2009 tracking report and were organized by theme. Please see the appended questionnaire for the original order of the questions.
Question Content	All questions asked are included in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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