

Background & Methodology

Conducted 200 surveys per state of residents who ride a bicycle at least a few times a month

- Fielding took place January 29, 2016 – February 21, 2016
- Utilized a proprietary online research panel

Key Measures

- Bicycle Riding Locations
- Bicycle Safety Equipment Used

1. On average, how often do you ride a bicycle when the weather is nice enough in your area?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Several times a week	28%	29%	33%	36%	32%	29%	32%	36%	30%	29%
Once or twice a week	32%	31%	37%	34%	32%	41%	34%	28%	32%	33%
A few times a month	40%	40%	30%	30%	36%	30%	34%	36%	38%	38%

2. When riding your bicycle in traffic, do you ride with or against traffic?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Ride with traffic	60%	53%	64%	62%	60%	67%	53%	58%	65%	79%
Ride against traffic	12%	23%	20%	16%	20%	18%	15%	18%	15%	13%
Neither, do not ride bicycle in the road/street	28%	24%	16%	22%	20%	15%	32%	24%	20%	8%

3. Where do you ride your bicycle most often? (Select one answer)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Sidewalk	32%	15%	12%	11%	23%	16%	16%	19%	6%	10%
The Road/Street	30%	25%	39%	31%	37%	37%	21%	32%	39%	56%
Parks (with bicycle trails)	20%	32%	20%	10%	16%	15%	18%	18%	31%	8%
Bicycle Trails (not in parks)	16%	26%	28%	48%	21%	32%	44%	28%	20%	25%
Other	2%	2%	1%	-	3%	-	1%	3%	4%	1%

4. When riding your bicycle, do you.... (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Bring cell phone	77%	81%	82%	83%	83%	82%	84%	82%	83%	82%
Bring water	71%	78%	66%	76%	75%	73%	76%	63%	78%	72%
Wear a helmet	45%	66%	47%	58%	45%	43%	59%	34%	63%	50%
Bring a bicycle lock	44%	35%	42%	44%	45%	42%	32%	39%	28%	47%
Use a bicycle light	35%	28%	32%	36%	25%	24%	30%	18%	30%	38%
Wear reflective gear	29%	35%	25%	28%	27%	21%	33%	24%	39%	26%
Carry personal safety equipment (i.e. pepper spray)	17%	25%	14%	12%	17%	9%	18%	10%	23%	11%
None of the above	4%	4%	5%	2%	6%	4%	4%	5%	2%	3%

5. Do you ever ride your bicycle at night?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Yes	30%	22%	40%	32%	28%	20%	29%	32%	30%	32%
No	70%	78%	60%	68%	72%	80%	71%	68%	70%	68%

6. Please rate your level of agreement with the following statements: *It is important to me that I wear a bicycle helmet each time I ride.*

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Agree	45%	74%	53%	60%	47%	46%	60%	38%	64%	53%
Neither agree nor disagree	37%	18%	30%	27%	34%	36%	26%	36%	22%	35%
Disagree	18%	8%	17%	13%	19%	18%	14%	26%	14%	12%

7. Please rate your level of agreement with the following statements: *I know the bicycle laws in my state.*

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	200	200	200	200	200	200	200	200	200	200
Agree	54%	66%	57%	61%	54%	53%	61%	51%	61%	61%
Neither agree nor disagree	35%	28%	31%	27%	32%	38%	25%	31%	27%	30%
Disagree	11%	6%	12%	12%	14%	9%	14%	18%	12%	9%

8. What concerns, if any, do you have when riding your bicycle in traffic? (Select all that apply)

[Asked of residents who ride a bicycle in the road/street]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	172	162	189	168	179	184	149	165	171	192
Being hit by a vehicle	78%	71%	73%	83%	77%	74%	82%	72%	75%	74%
Distracted drivers	75%	70%	70%	82%	75%	76%	70%	73%	75%	78%
Drivers not seeing me	72%	68%	74%	80%	69%	74%	69%	76%	74%	77%
Being cut off by a driver	64%	49%	53%	58%	52%	52%	52%	50%	56%	55%
Not having bicycle lanes	44%	52%	35%	48%	41%	41%	36%	36%	52%	43%
Riding bicycle on poor road conditions	37%	37%	42%	43%	38%	36%	34%	31%	37%	48%
Other	3%	1%	3%	1%	4%	1%	1%	1%	5%	2%
None, I am not concerned about riding my bicycle in traffic	5%	6%	4%	-	2%	3%	5%	5%	2%	3%

9. What concerns, if any, do you have driving next to a bicycle rider in the road?

[Asked of residents in the General Population]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	375	375	376	383	384	390	391	389	387	382
Bicycle riders swerving/falling into traffic	69%	67%	68%	69%	72%	69%	66%	66%	68%	70%
Not having enough room to drive around bicycle riders	67%	69%	66%	70%	65%	66%	64%	55%	71%	67%
Not seeing the bicycle rider	57%	54%	54%	62%	55%	55%	60%	58%	55%	54%
Bicycle riders being in the middle of traffic lanes	53%	48%	55%	59%	54%	61%	55%	48%	50%	54%
Other	2%	2%	2%	2%	3%	5%	1%	2%	1%	3%
None, I am not concerned about driving next to bicycle riders	5%	5%	6%	5%	8%	4%	8%	10%	6%	5%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from January 29, 2016 – February 21, 2016. A total of 200 frequent bicycle riders in each state completed the survey. State results have a margin of error of ± 6.9 percentage points.