



Report on follow-up survey of  
Ride to Work Day 2007 registered participants  
25<sup>th</sup> – 29<sup>th</sup> February 2008

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



**Australian Government**  

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**Department of the Environment  
and Water Resources**  

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Report of follow-up survey of National Ride to Work Day 2007 registered participants (25<sup>th</sup> – 29<sup>th</sup> February 2008)

**Source:**

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

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**Acknowledgement:**

This report was based on a template developed as part of the three-year Ride to Work and Beyond! Project funded by the Australian Government Department of Environment and Water Resources and the Department of Infrastructure, Victoria (TravelSmart). The Ride to Work and Beyond! Project was undertaken by Bicycle Victoria and the Department of Infrastructure, Victoria, in conjunction with the Institute of Transport Studies at Monash University. Input from members of the team, especially Associate Professor Geoff Rose from the Institute of Transport Studies and Phil Harbutt and David Meiklejohn from the Department of Infrastructure, is gratefully acknowledged.

This report has been prepared for Bicycle Victoria by Sabina Wills of Sassafras Solutions.

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## GLOSSARY

### First-timers on the day

Those that indicated when registering for National Ride to Work Day 2007 that they were riding to work for the first time

### First-timers in lead-up

Those that indicated when registering for National Ride to Work Day 2007 that they were planning to ride to work for the first time in the lead up to Ride to Work Day

### New riders

Includes both those that are first-timers on the day and first-timers in lead-up. Counts all that indicated when registering that they were first time riders

### Others

Those that indicated when registering for National Ride to Work Day 2007 that 'I've ridden to work before'

## **1. Executive summary**

### **1.1. Survey aims**

This survey is part of the evaluation of National Ride to Work Day 2007. The aim of the event is to increase the number and frequency of trips to work by bicycle in the medium to long term. In 2006, funding from the Australian Government Department of Environment and Water Resources and the Australian Government Department of Health and Ageing made it possible to develop and support the event as a national event in 2007. This report provides national data unless otherwise stated. Individual state and territory data (where sufficient sample sizes for analysis were available) was provided to the state/territory cycling organisation.

### **1.2. Survey methodology**

The survey methodology was based on that used in the March 2007 follow up survey. Additional questions were asked to determine if respondents used multiple modes of transport in the survey week and two open-ended questions asked for event and survey feedback. Some questions had increased options for response. Refer to Appendix II for the full survey.

### **1.3. Survey results**

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

- 29% of new riders (those riding to work for the first time in the lead-up or on National Ride to Work Day 2007) were still riding to work five months later
- 41% of those who rode for the first time in the lead-up to the event rode to work in the survey week five months later
- 27% of those who rode to work for the first time on the event day rode to work in the survey week five months later
- 87% of new riders reported that the event had a positive impact on their readiness to ride to work with 42% of new riders indicating that the event had influenced their decision to ride to work
- 74% of other riders reported that the event had a positive impact with 49% indicating that the event had motivated them (to resume, continue or ride more frequently)
- 88% of respondents had either progressed in their readiness to ride to work or had maintained the riding to work habit established prior to the event
- Generally daily circumstances such as out-of-work commitments and weather were in the top three most commonly cited as reasons for not riding to work or not riding to work more often. However the rankings do vary between states and between new riders and others.

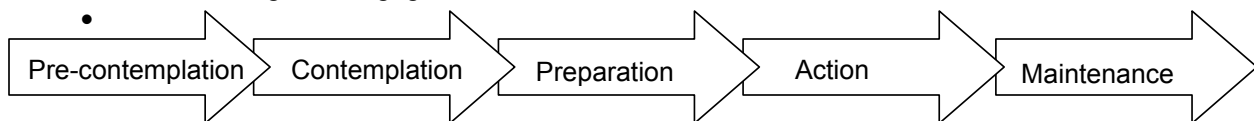
## 2. Background

### 2.1. Ride to Work Day

- Annual Bicycle Victoria event in its 14<sup>th</sup> year on 17<sup>th</sup> October 2007 in Victoria
- National event in 2007 with participation from all states and territories. There were also some registered riders outside Australia. There was a trial National event in 2006
- Actively promotes riding to and from work
- Regular riders participate as workplace coordinators to encourage new riders in their workplace
- Hundreds of workplace breakfasts around Australia
- Community breakfasts at state capitals and regional centres
- Extensive media coverage including print (major and local), radio and television
- Attracts thousands of participants, many riding to work for the first time
- Valuable role to play in stimulating travel behaviour change

### 2.2. Ride to Work and Beyond!

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



### 3. Survey methodology

#### 3.1. Aims

- Establish whether those who registered for National Ride to Work Day 2007, particularly those who were riding to work for the first time (new riders), continued to ride to work in the medium term (five months after the event)
- Measure more subtle behaviour change impacts through questions relating to the event itself and relating to stages of engagement with riding to work

#### 3.2. Design and implementation

- Travel mode survey of actual transport used in journey to work over five week days in the week of 25<sup>th</sup> – 29<sup>th</sup> February 2008
- Survey was sent via email on Thursday 28<sup>th</sup> February 2008 with an advised closing date of Wednesday 5<sup>th</sup> March.
- As an incentive to complete the survey, recipients were given an entry in a draw to win a “\$150 restaurant voucher at the restaurant of your choice”
- Respondents received the survey towards the end of the week and were asked to recall their travel over that week.
- No advance warning – to avoid bias
- See Appendix II for survey design and Appendix I for email introduction
- The survey could only be completed on line.
- Survey respondents were matched to the data they provided in their National Ride to Work Day registration by email and name. Some email addresses were linked to more than one participant’s name. Those that could not be matched were not analysed.
- There were additional questions regarding multi-transport modes and two open-ended questions asking for event and survey feedback. These were in addition to the survey questions that were used in the follow-up survey conducted in 2007.

#### 3.3. Response rate

- Response rate of 37% (n.10,413), compared with 42% (n.3692) in the March 2007 survey.
- Note that where sample sizes are provided in this report, they are the sample size of the registrants that answered that series of questions. Although there were questions requiring compulsory answers not all respondents replied to all questions resulting in variations in sample sizes.
- New riders comprised 21% of total respondents. The proportion of new riders in the sample population was 25%, known from registrations completed for the National Ride to Work 2007 event.
- All surveys were done on line.
- Note that all registrants supplied email addresses, comparing this to previous years’ % of email addresses supplied (October 2003: 65%, October 2004: 62%, October 2005: 89%, October 2006:92%, October 2007: 100%)

### 3.4. Response breakdown

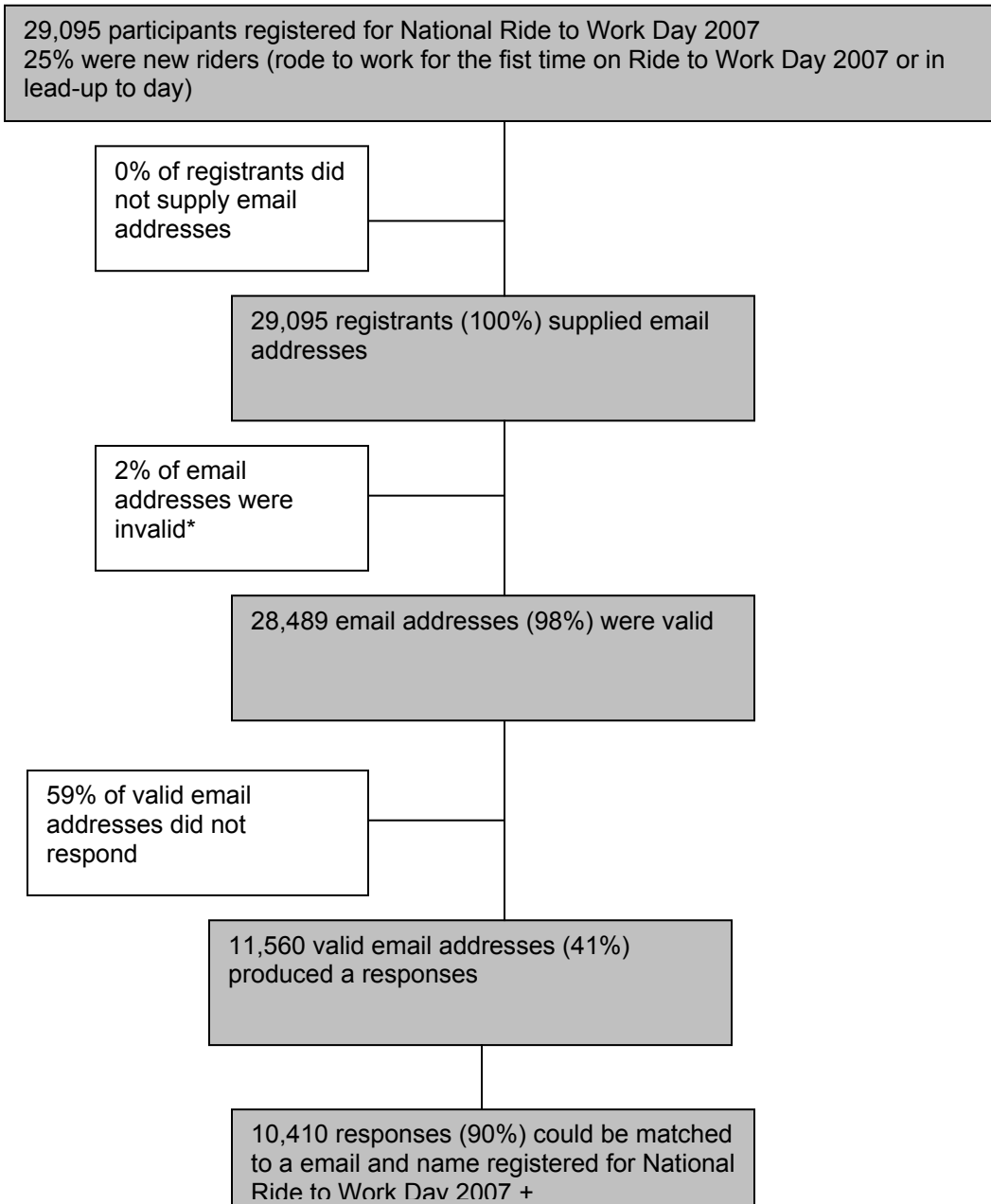
- 2007 was a National Ride to Work Day event following a pilot in 2006. The state breakdown of the matched survey respondents was:

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

State or territory	First-timers in lead-up	First-timers on day	Other	Grand Total
Victoria	178	872	3679	4729
New South Wales	58	405	1359	1822
South Australia	23	172	741	936
ACT	29	83	697	809
Western Australia	32	125	620	777
Queensland	21	119	631	771
Tasmania	9	50	220	279
Northern Territory	3	32	136	171
Outside Australia	4	13	99	116
Grand Total	357	1871	8182	10410

- Where there were sufficiently large sample sizes data was generated on a state by state basis.

**Registrants and respondents**  
**National Ride to Work Day 2007 follow-up survey, 25<sup>th</sup> – 29<sup>th</sup> Feb 2008**



\* Reasons that email addresses were invalid include: typographical errors, changes in respondent's email accounts, spam filters

+ Possible reasons for not matching: typographical errors, change in respondent's email account, survey replied by non registrants

## 4. Travel behaviour

### 4.1. Rode to work in survey week

Total matched data:

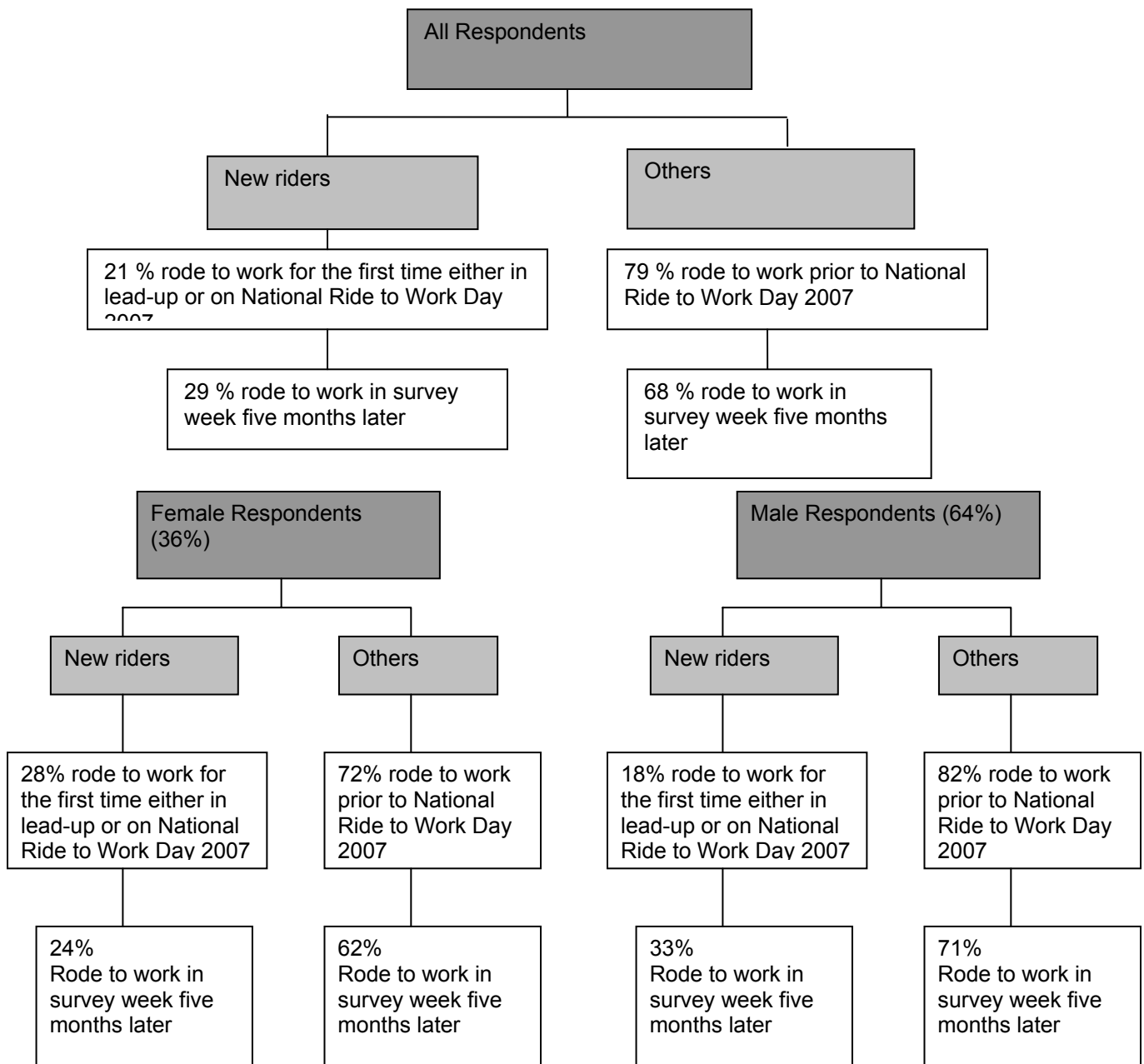
29% of new riders (those riding to work for the first time in the lead-up or on National Ride to Work Day 2007) rode to work in the survey week five months later.

41% of those who rode for the first time in the lead-up to the event rode to work in the survey week five months later.

27% of those who rode to work for the first time on the event day rode to work in the survey week five months later.

24% of female new riders and 33% of male new riders were still riding in the survey week five months later.

68% of those who rode prior to the event rode to work in the survey week

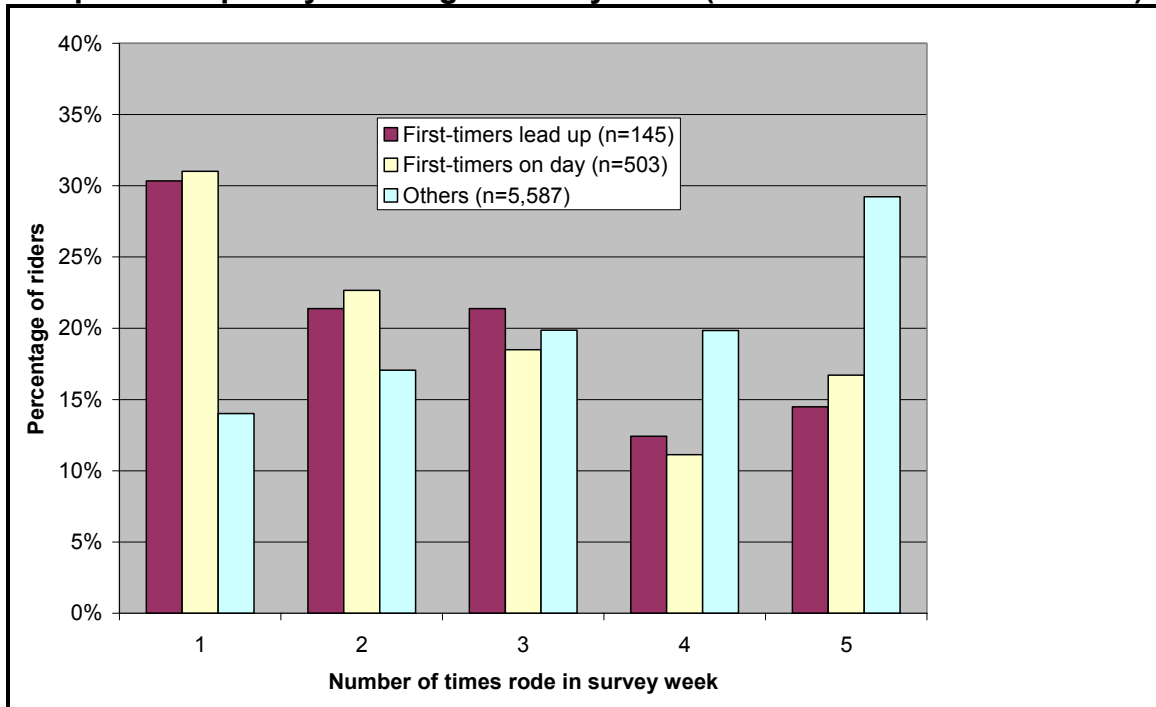


#### 4.2. Frequency of riding in survey week

Average frequency of riding to work in the survey week was 1.1 days for first-timers in lead-up and 0.7 for first-timers on the day and 2.3 days for others.

Of those who reported riding in the survey week, the average frequency was 2.6 days for first-timers in lead-up and 2.6 for first-timers on the day and 3.3 days for others.

**Graph 1: Frequency of riding in survey week (does not include non riders)**



### 4.3. Riding behaviour and state/territory

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

State	Vic	NSW	SA	ACT	WA	Qld	Tas	NT
Sample size	2,765	999	603	558	503	478	157	95
Average times ridden in survey week	3.2	3.1	3.5	3.4	3.2	3.4	3.3	3.4

The average distance ridden to work (one way) across the whole sample was 11.2 km. The maximum and minimum distances show a wide variation in distances riders are prepared to travel by bike. This suggests that distance is not the main factor determining whether regular riders ride to work, however it still may be a deterrent for new riders; this is reinforced by the survey question relating to perceived barriers (see Section 6).

Of those who rode to work, the average distance (one way) by state/territory is:

State	Vic	NSW	SA	ACT	WA	Qld	Tas	NT
Sample size	2,765	999	603	558	503	478	157	95
Average distance (km) one way	11.4	11.4	10.7	10.2	12.6	10.5	9.1	8.2

#### 4.4. Multimode transport

This is the first year that multimode transport has been considered in the follow-up survey. It follows on from a question asked in the National Ride to Work Day 2007 registration which asked if respondents regularly combine bike transport with other forms of transport to work, 37% indicated yes.

In the follow-up survey the first question asked respondents to indicate the longest (distance) part of their journey to work. Then respondents were asked if they used other transport modes on shorter sections. If the respondents answered yes they were asked to indicate all modes used for each for the survey week.

Considering those that traveled in multiple modes:  
National Break down:

Criteria	Number	%
Travelled with other modes in shorter sections	2,464	24%
Travelled in single mode	7,946	76%
Total	10,410	100%

For those that travelled in multiple modes a further linked breakdown of the results are:

	Major trip	Minor trip	No.	% of multimode respondents	Descriptor
Bicycle	Yes	No	1,101	45%	Those that used bicycle for at least one whole journey in survey week. Eg Monday – bike, Tuesday – bus, etc.
Bicycle	Yes	Yes	120	5%	Those that use bicycle for both at least one whole journey and at least one part journey in survey week. Eg Monday – bike, Tuesday – train and bike
Bicycle	No	Yes	220	9%	Those who used bicycle for at least one part journey in survey week. Eg Monday - car, Tuesday – car and bike.
Bicycle	No	No	1,023	42%	Those who did not use bicycle for any journey in survey week
Total			2,464	100%	

Considering both the registration data and the follow-up survey week snapshot there are part bicycle journeys to work which have previously not been measured or factored into the event benefits. Further surveying and analysis is required to determine if a factor could be used to quantify these journeys.

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

Participants were asked to select a statement which best described the extent of their readiness to ride to work. They were asked to do this for the time of the survey (February 2008) and also retrospectively for February 2007.

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

Statements shown to respondents	Behaviour change stage
I am not even considering riding to work	Precontemplation
I am thinking about riding to work but am not ready to give it a go	Contemplation
I am doing things to get myself ready for riding to work	Preparation
I have tried riding to work once or twice	Action
I am riding to work infrequently (less than once a week)	Maintenance D
I am riding to work frequently (about once a week)	Maintenance C
I am riding to work very frequently (more than once a week)	Maintenance B
I always ride to work (every day of the week)	Maintenance A

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

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

#### FEBRUARY 2008

	Pre-contemplation	Contemplation	Preparation	Action	Maintenance D	Maintenance C	Maintenance B	Maintenance A
Pre-contemplation								
Contemplation								
Preparation								
Action								
Maintenance D								
Maintenance C								
Maintenance B								
Maintenance A								

FEB 2007



NO PROGRESSION – RIDING  
MAINTAINED

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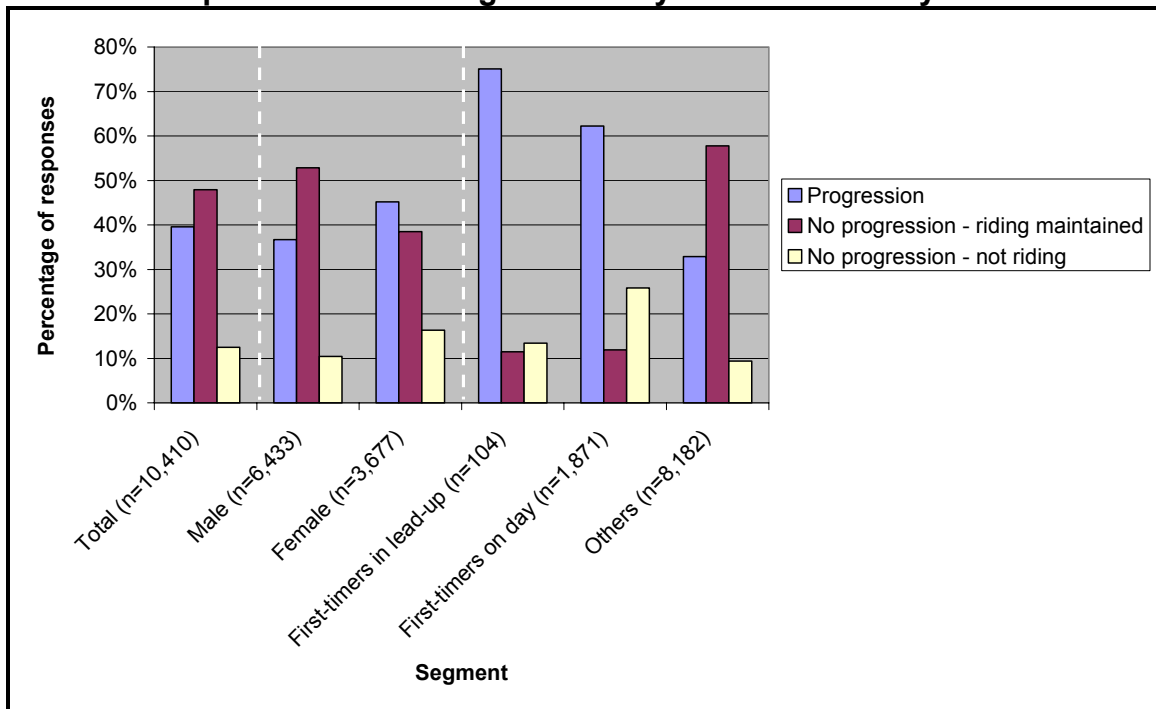
88% of respondents had either progressed over the year or had maintained the riding to work habit

40% of respondents had progressed in their engagement with riding to work; 64% of new riders indicated that they had progressed.

The 'no progression- riding maintained' category represents those who rode before the event, hence the higher percentage of males (see page 9).

A higher proportion of females than males progressed.

**Graph: extent of change: February 2007 to February 2008**



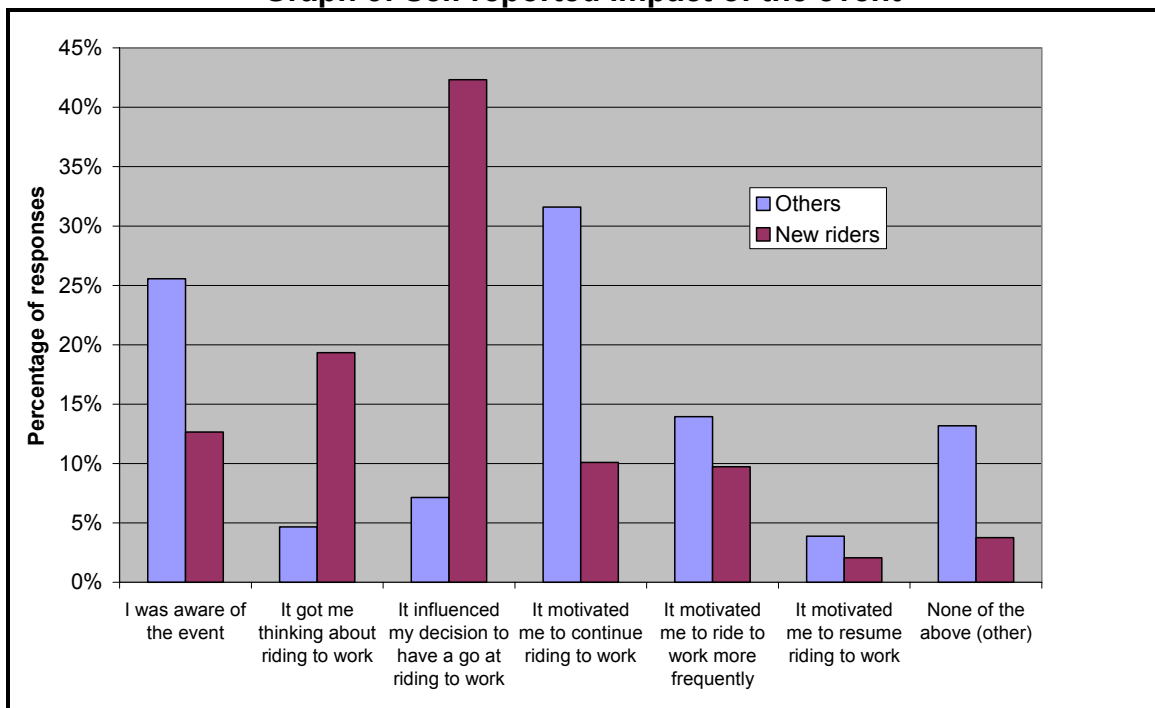
## 5. Self reported impact of the event

87% of new riders reported that the event had a positive impact on their readiness to ride to work with 42% of new riders indicating that the event had influenced their decision to ride to work. 74% of other riders reported that the event had a positive impact with 49% indicating that the event had motivated them (to resume, continue or ride more frequently).

The options and coded responses were:

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

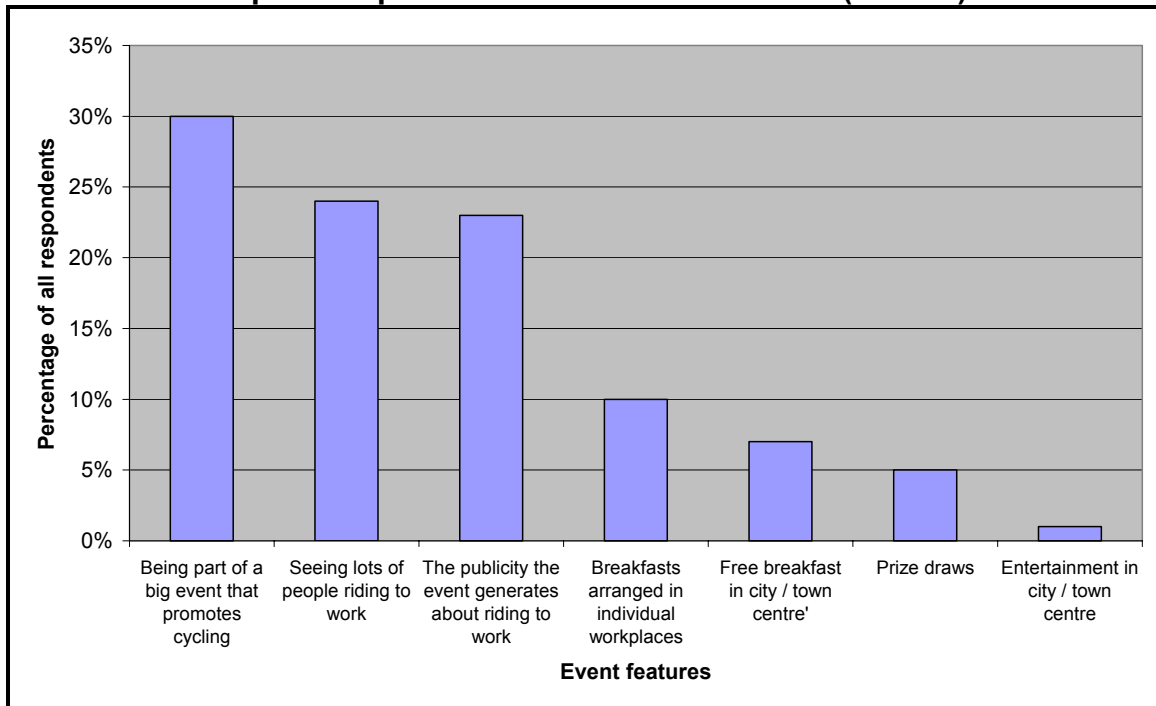
**Graph 3: Self reported impact of the event**



### 5.1. Value of event features

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

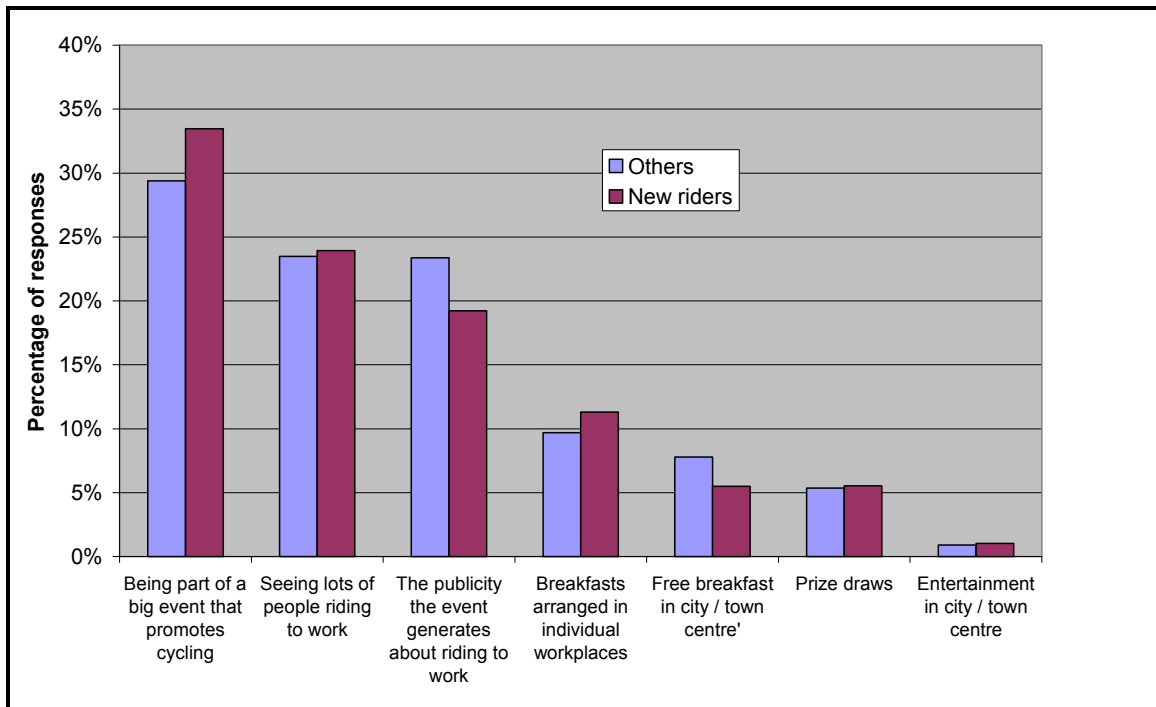
**Graph 4: Reported value of event features (ranked)**



## 5.2. Value of event features by segment

The importance of 'being part of a big event...' and 'seeing lots of people riding to work' were rated highly.

**Graph 5: Reported values of event features (National: others and new riders)**



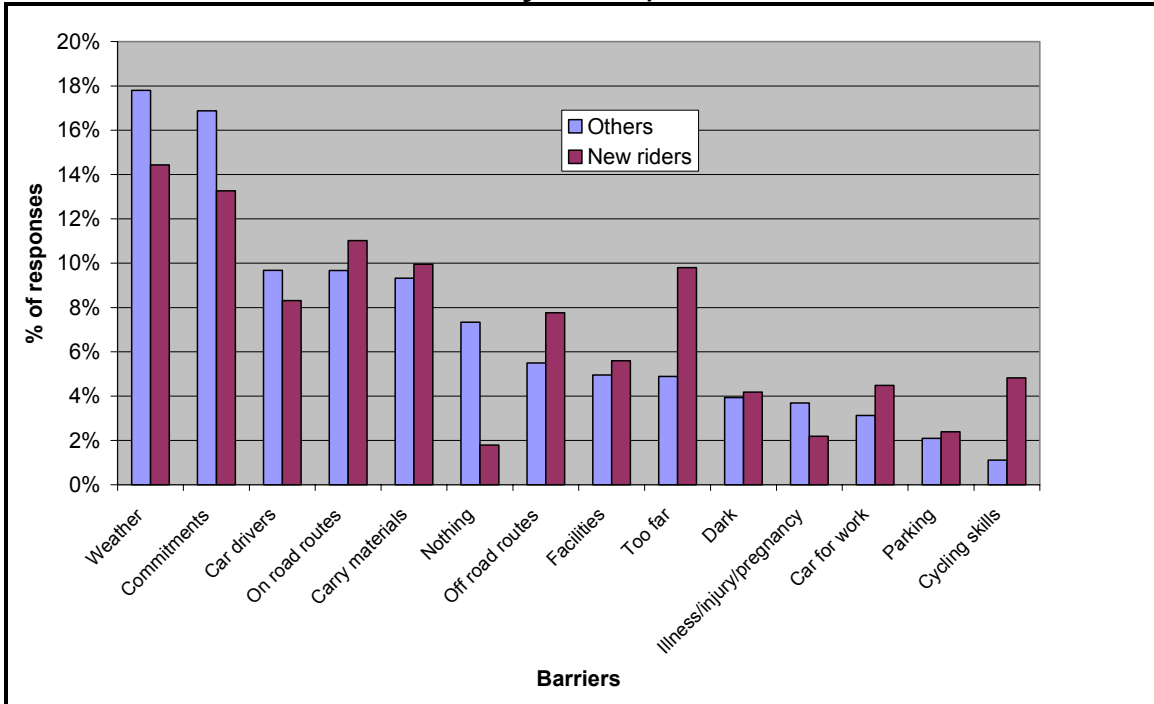
## 6. Perceived barriers

Generally daily circumstances such as out-of-work commitments and weather were in the top three most commonly cited as reasons for not riding to work or not riding to work more often. However the rankings do vary between states/territories and between new riders and others. There were a few differences between new riders and other responses around the issues of distance and cycling skills, with new riders generally finding these a greater barrier than others. In the following two graphs the full responses were:

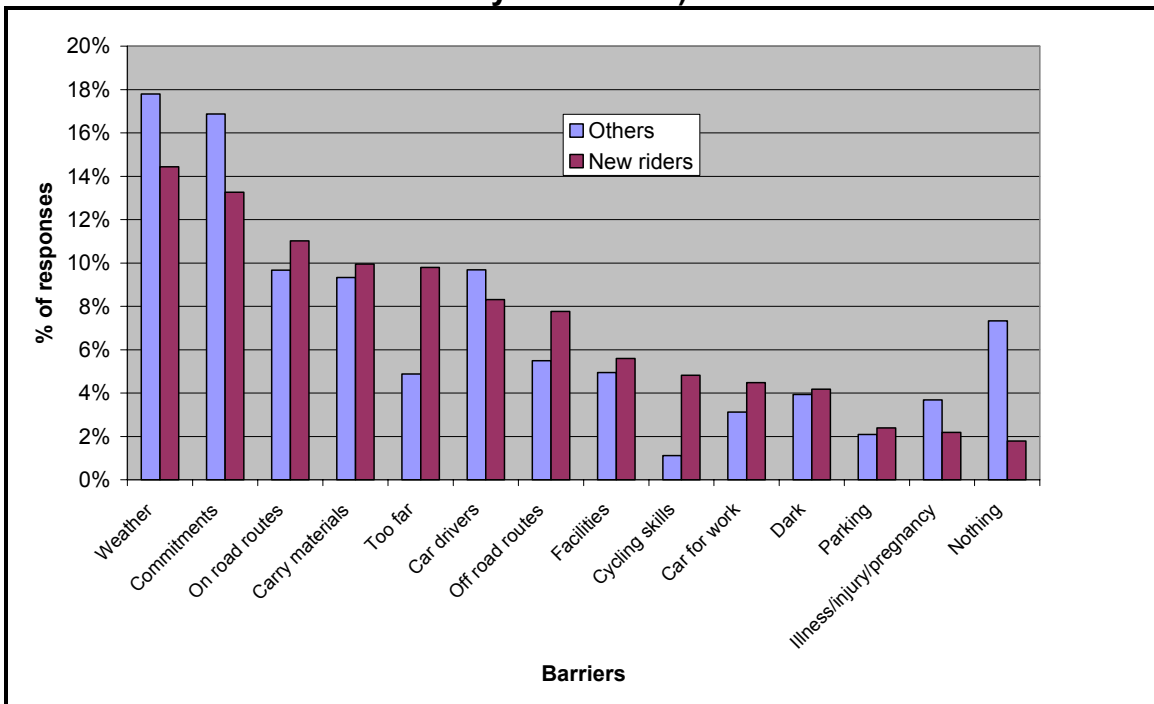
- Commitments: Commitments before or after work
- Weather: Weather (heat/cold/rain)
- Carry materials: Need to carry materials for work
- Car drivers: Car drivers' attitudes and behaviour
- On-road route: Lack of safe on-road routes to ride to work
- Facilities: Inadequate locker and shower facilities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

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**Graph 6: Reported barriers to riding to work more often: National (ranked by others)**



**Graph 7: Reported barriers to riding to work more often: National: (ranked by new riders)**



## **7. Open-ended questions**

Two open-ended questions were asked. One asked for feedback about the event. These responses were matched to the state of the respondent and provided to the state cycling organisation for information.

The responses related to the survey were reviewed by the survey designer for input into future survey design.

## **8. Conclusions**

### **8.1. Behaviour change impact**

The survey showed that 29% of those riding to work either in the lead-up or for the first time on National Ride to Work Day 2007 were still riding to work five months later. This is an encouraging result which highlights the potential of the event as a tool for travel behaviour change.

- 88% of new riders reported that the event had a positive impact on their readiness to ride to work with 42% of new riders indicating that the event had influenced their decision to ride to work.
- 74% of other riders reported that the event had a positive impact with 49% indicating that the event had motivated them (to resume, continue or ride more frequently).

Questions designed to measure engagement with behaviour change indicated that 88% of respondents had either progressed over the year or had maintained the riding to work habit.

### **8.2. Event components**

The motivation to be 'part of a large event that promotes cycling' and 'seeing lots of people riding to work' were a substantial motivator according to respondents. 'Prize draws' and 'entertainment in the city/town centre' were relatively unimportant.

### **8.3. Barriers to ongoing behaviour change**

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

## 9. References and related reports

Bicycle Victoria, December 2007, National Ride to Work Day 17 October 2007 Post-event Report:  
<http://www.bv.com.au/file/file/RTW/NRTWD07/NRTWD%202007%20Final%20Report2.pdf>

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

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

## 10. List of appendices

- I Survey email introduction
- II Survey



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## I Survey email introduction

Hello <insert name>,

Thank you for registering for National Ride to Work Day 2007. We are conducting a follow-up survey to evaluate the event and plan for National Ride to Work Day 2008 (15 October).

We encourage you to complete this survey regardless of whether you are a regular rider or not.

**By completing this 3-minute survey by *Wednesday 5 March 2008* you will go in the draw to win a gift voucher valued at \$150 at the restaurant of your choice. All registered participants are eligible to enter.**

The winner will be notified by email and published on [www.ride2work.com.au](http://www.ride2work.com.au) on Monday 31 March 2008.

Please complete the survey by Wednesday 5 March 2008 by following this link:  
[http://www.surveymonkey.com/s.aspx?sm=qJc9lN9Ha2189q5FuXBzqg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=qJc9lN9Ha2189q5FuXBzqg_3d_3d)

**Many thanks. Your contribution will help us to evaluate and build the event in 2008 and beyond.**

National Ride to Work Day Team  
Bicycle Victoria  
Ph (03) 8636 8888