



Ride to Work and Beyond! Report on follow-up survey of
Ride to Work Day 2005 registered participants
27th February – 3 March 2006

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Project funded by Australian Greenhouse Office (Mobility
Management Program) and the Victorian Department of
Infrastructure (TravelSmart)

Project managed by Bicycle Victoria in conjunction with the
Institute of Transport Studies at Monash University and the
Victorian Department of Infrastructure





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Title:

Report of follow-up survey of Ride to Work Day 2005 registered participants (28 Feb-3 March 2006)

Source:

Project funded by the Australian Greenhouse Office, Mobility Management Program, and the Victorian Department of Infrastructure (TravelSmart)

Contact:

Heidi Marfurt
Bicycle Victoria
Level 10, 446 Collins Street
PO Box 1961R Melbourne Vic 3001
bicyclevic@bv.com.au
Phone: 03 8636 8888 Fax: 03 8636 8800

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1. Executive summary

1.1. Ride to Work and Beyond!

The three-year Ride to Work and Beyond! project aims to maximise the behaviour change impacts of Bicycle Victoria's annual Ride to Work Day. One of the components of Year Three of the project was a survey to measure the medium-term impact of the 2005 event.

1.2. Survey methodology

The survey methodology was identical to that used in March 2005 follow up survey with some options for questions expanded.

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:

- 27% of those riding to work for the first time on Ride to Work Day 2005 were still riding to work five months later
- 85% of first-timers reported that the event had a positive impact on their readiness to ride to work with 46% indicating that it had influenced their decision to ride to work
- 67% of 'other' riders reported that the event had a positive impact with 55% indicating that it had motivated them (to resume, continue or ride more frequently).
- 86% 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

2. Background

2.1. Ride to Work Day

- Annual Bicycle Victoria event in its 12th year on 5th October 2005
- Actively promotes riding to and from work
- Regular riders participate as workplace coordinators
- Hundreds of workplace breakfasts throughout the state
- Community breakfasts at Federation Square in Melbourne and in 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 which is now complete
- 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



3. Introduction

3.1. Project aims

- Maximise the behaviour change impacts of the Ride to Work Day event
- Facilitate the embedment of those behaviours into habits
- Apply the methodology in different contexts – specifically in urban and regional locations.

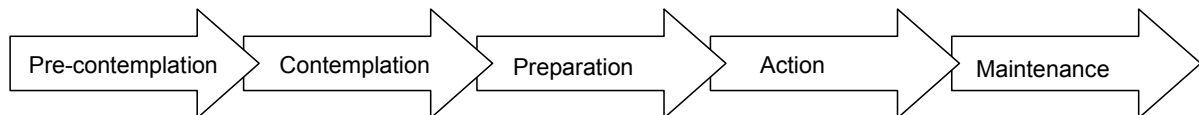
3.1.1. Year Three (2005)

- Plan, implement and evaluate a pilot program to maximise behaviour change impact of Ride to Work Day in outer Melbourne (Moonee Ponds) and regional Victoria (Warrnambool)

Follow-up survey with participants who registered for Ride to Work Day 2005 (this report focuses on the results of that survey). This report follows on from a survey carried out in November 2005 which considered the physical activity of first-time riders following Ride to Work Day 2005 (*Ride to Work Day™ 2005 first-time riders: Physical activity survey, November 2005*)

3.2. Behaviour change theory

- Key reference is the Stages of Change model of behaviour change (Prochaska 1992)
- Target audience segmented on basis of engagement with the behaviour change process
- The five stages of engagement in this model are:



4. Survey methodology

4.1. Aims

- Establish whether those who registered for Ride to Work Day 2005, particularly those who were riding to work for the first time (first-timers), continued to ride to work in the medium term (five months after the event)
- Measure more subtle behaviour change impacts through questions relating to the event itself and to stages of engagement with riding to work

4.2. Design and implementation

- Travel mode survey of actual transport used in journey to work over five week days in the week of 27th February – 3rd March 2006
- Survey was sent via email on Thursday 2nd March 2006 with an advised closing date of Wednesday 8th March.
- As an incentive to complete the survey a first prize of one full-dozen cases of quality Shadowfax Wines and a second prize of a Ventou custom-printed cycling jersey.
- Respondents received 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 either be completed on line or with a Word attachment, however there were some problems as the Word attachment was corrupted.

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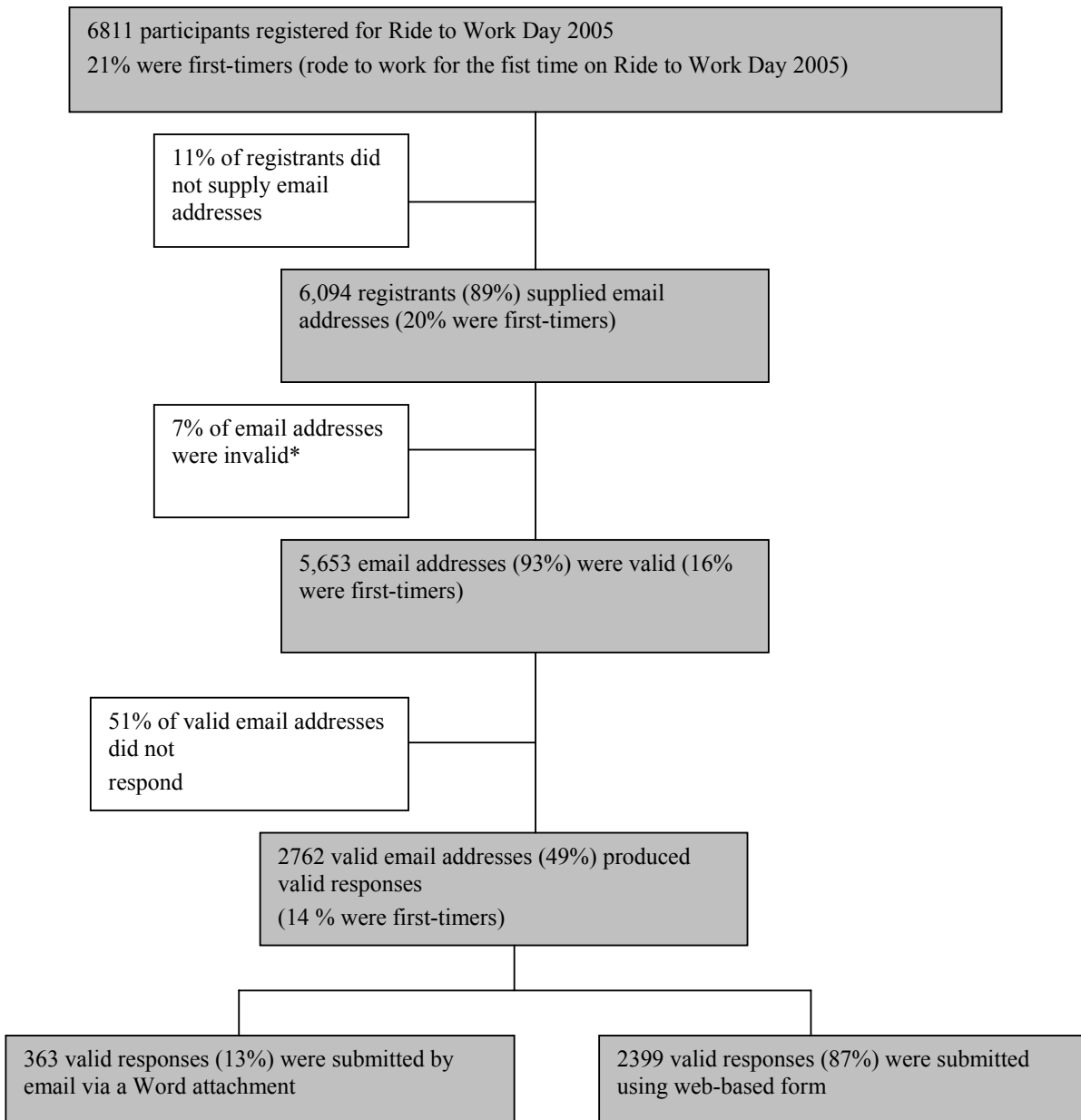
4.3. Survey methodology

- There were only minor changes (increases in response options) and no changes in the delivery in this survey compared with the follow-up survey undertaken in 2005
- Following Ride to Work Day 2005, first-time riders only were surveyed in November to measure activity levels and extent of riding. This is reported in ‘November 2005 Survey of activity of Ride to Work Day™ 2005 first-time riders’

4.4. Response rate

- Response rate of 49% (n.2762), compared with 66% (n.1952) in the March 2005 survey
- First-timer response rate was 42% (n.384)
- First-timers comprised 14% of total respondents, the proportion of first-timers in the sample population was 21%, known from registrations completed for the Ride to Work 2005 event.
- 363 (13% of all responses) respondents did not have web access and completed a word version of the survey. The proportion requiring a Word document for this option is decreasing (March 2004: 22%, March 2005: 10%, March 2006: 13%)
- Note that more registrants supplied email addresses than in previous years (October 2003: 65%, October 2004: 62%, October 2005: 89%)

Registrants and respondents
Ride to Work Day 2005 follow-up survey, 27th Feb – 3rd Mar 2006



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

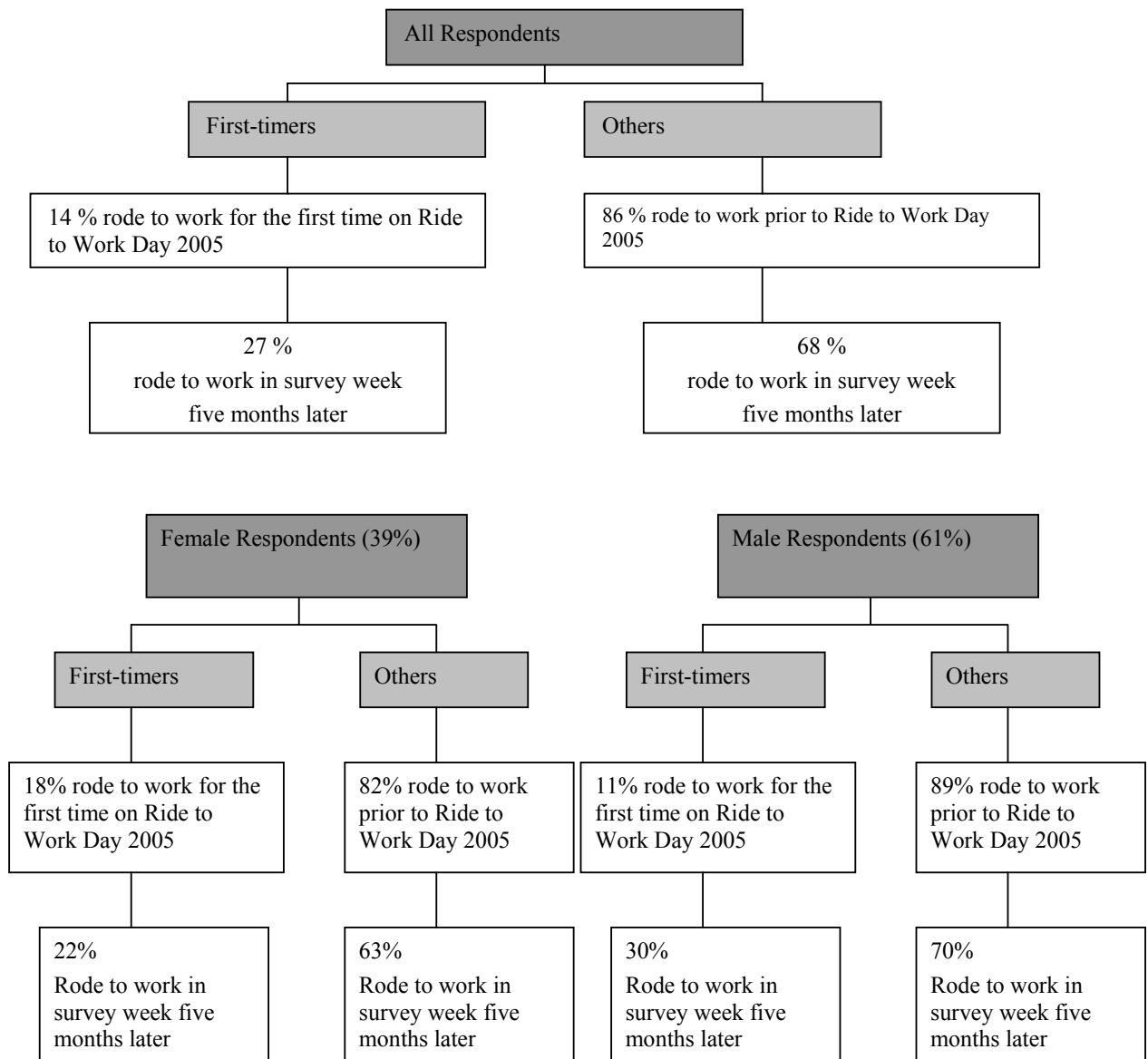
5. Travel behaviour

5.1. Rode to work in survey week

27% of first-time riders were still riding (i.e. rode at least once) in the survey week

While 22% of female first-timers were still riding in the survey week, 30% of male first-timers were still riding

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



5.2. Frequency of riding in survey week

Average frequency of riding to work in the survey week was 0.6 days for first-timers and 2.3 days for others.

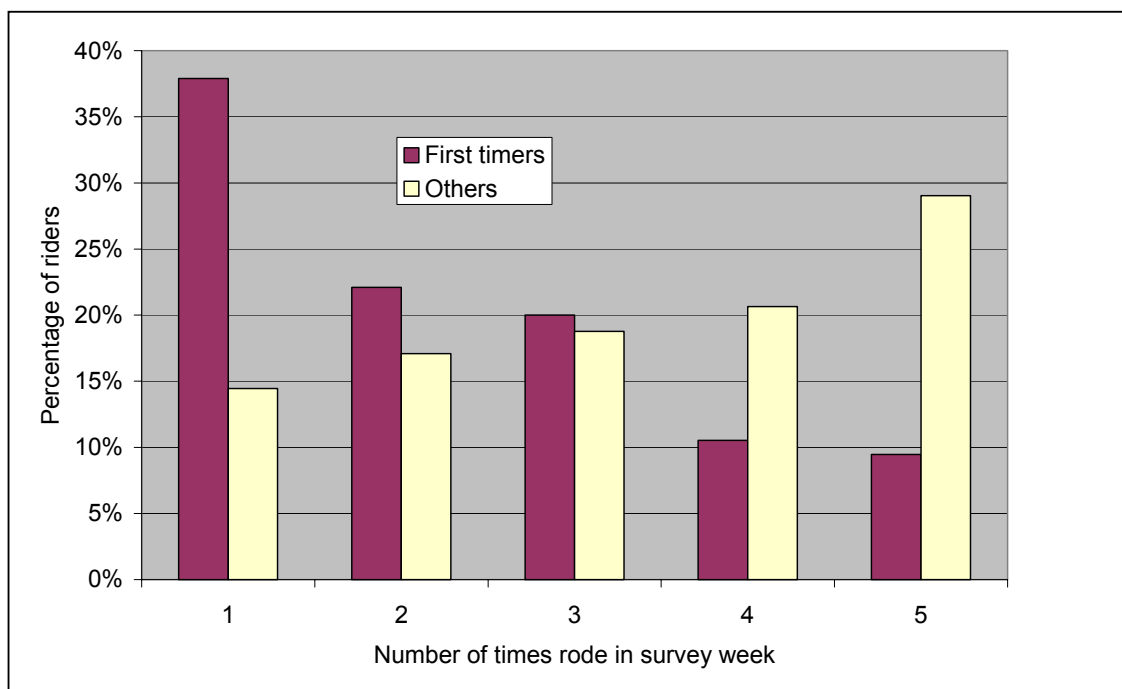
Of those who reported riding in the survey week, the average frequency was 2.3 days for first-timers and 3.3 days for others.

Comparing cycling trips for survey population against Melbourne weather reports¹ for that week:

	Date	Cycling trips	Minimum temperature (°C)	Maximum temperature (°C)	Rainfall (mm)
Monday	27 th Feb	1,085	15.3	23.6	0
Tuesday	28 th Feb	1,154	13.4	23.9	0
Wednesday	1 st March	1,147	14.8	24.6	0
Thursday	2 nd March	1,100	14.3	34.1	0
Friday	3 rd March	891	17.4	35.4	0

There is no apparent weather correlation. The day of the week seems to have a greater impact on the number of cycling trips.

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



¹ Source: Bureau of Meteorology website, accessed 9th April 2006, Melbourne, February and March 2006, observations are from Melbourne Regional Office {station 086071};

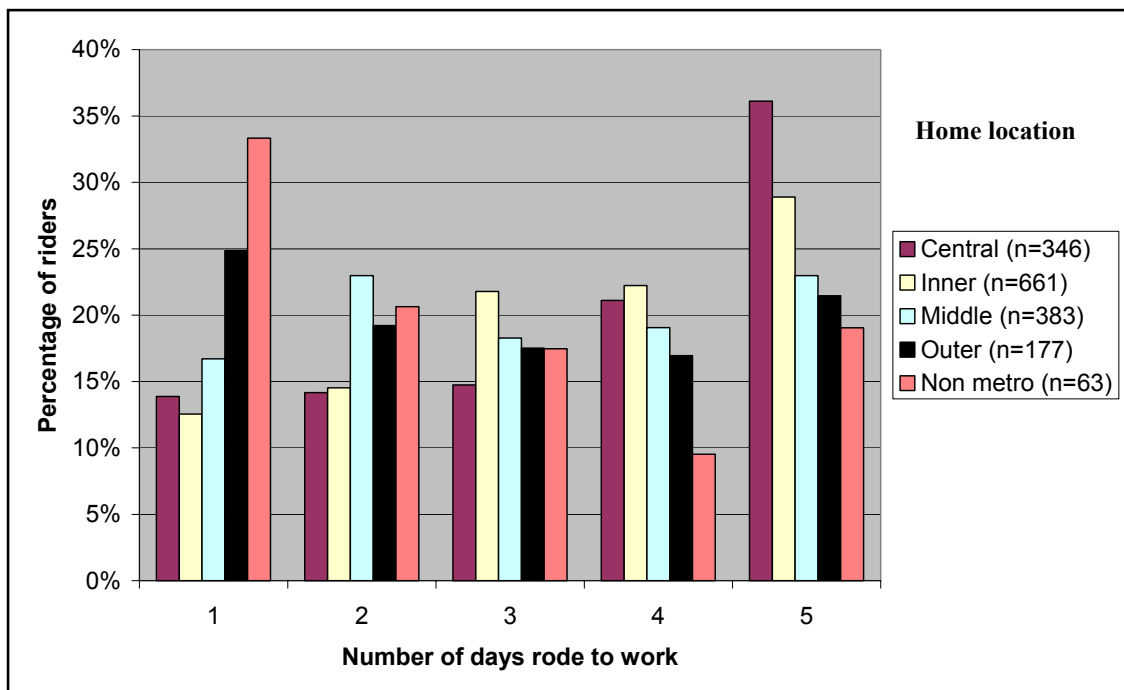
<http://www.bom.gov.au/climate/dwo/200603/html/IDCJDW3050.200603.shtml>

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5.3. Riding behaviour and home location

Of those who rode to work, those who lived in central and inner Melbourne made an average of 3.5 bike trips to work in the survey week.

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

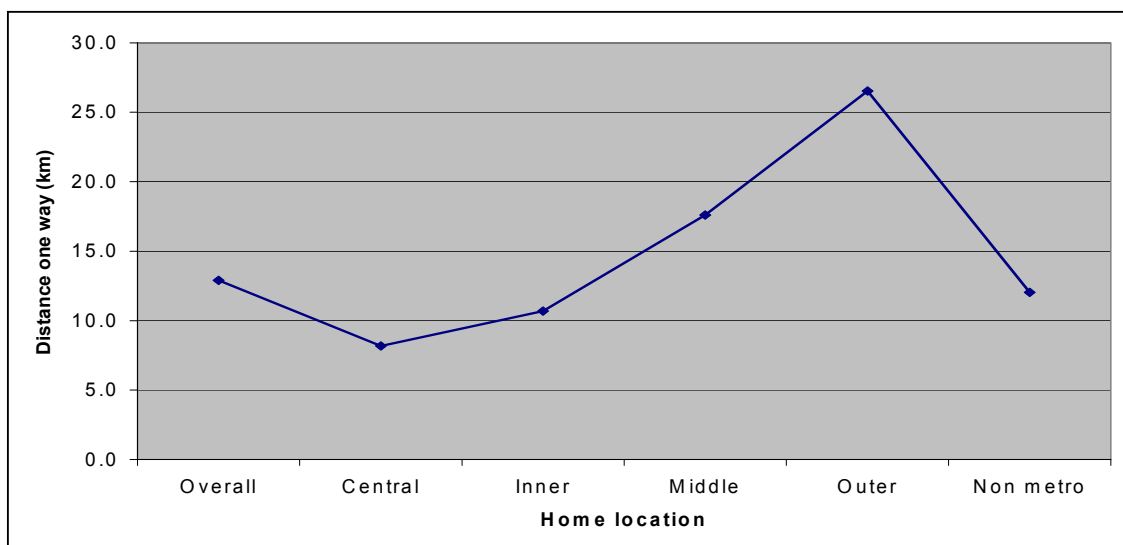


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The average distance ridden to work (one way) was 12.9 km. Average distances were lower for the central metropolitan area (8.2 km) and higher for the outer metropolitan area (26.5km).

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 first-time riders; this is reinforced by the survey question relating to perceived barriers (see p. 19).

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



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5.4. Engagement with the behaviour change process

Participants were asked to select a statement which best described the extent of their readiness to ride to work. They were asked to do this for the time of the survey (March 2006) and also retrospectively for March 2005.

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

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

Comparing results for March 2005 and March 2006, responses were classified as:

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

MARCH 2006

MARCH 2005

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

NO PROGRESSION – RIDING
MAINTAINED

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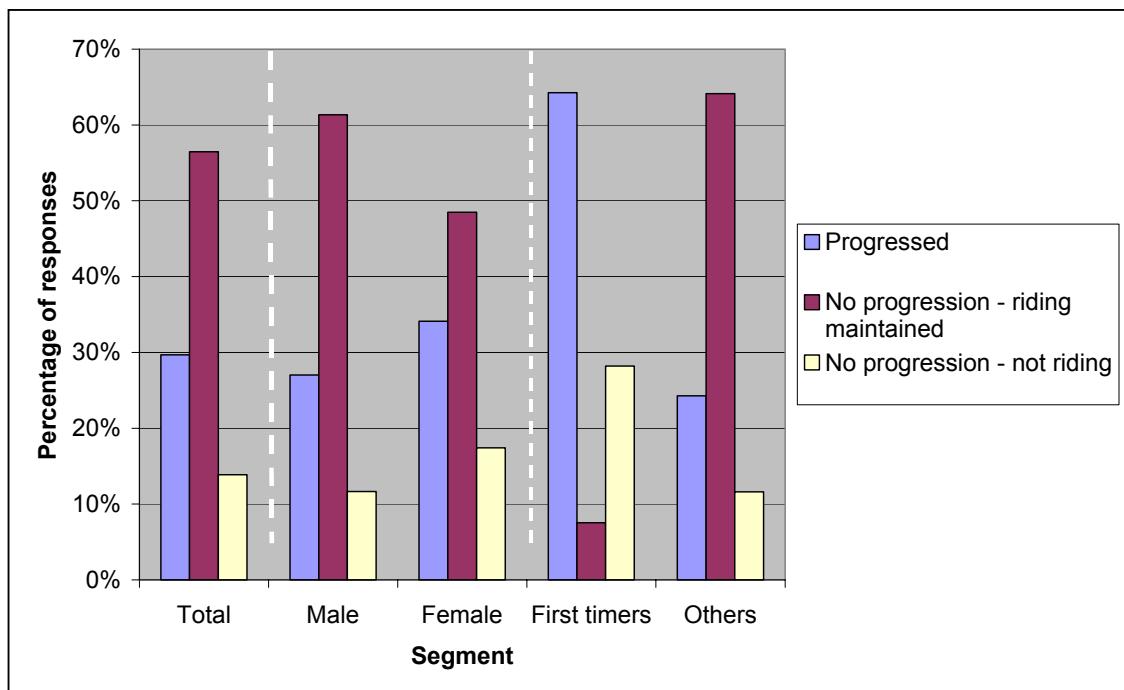
86% of respondents had either progressed over the year or had maintained the riding to work habit
30% of respondents had progressed in their engagement with riding to work; 64% of first-timers indicated that they had progressed.

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

A higher proportion of females than males progressed.

Inexplicably, 8% of those who registered as riding to work for the first time on Ride to Work Day claimed to have ridden prior to ride to work day when surveyed in March 2006.

Graph: extent of change: March 2005 to March 2006



6. Self reported impact of the event

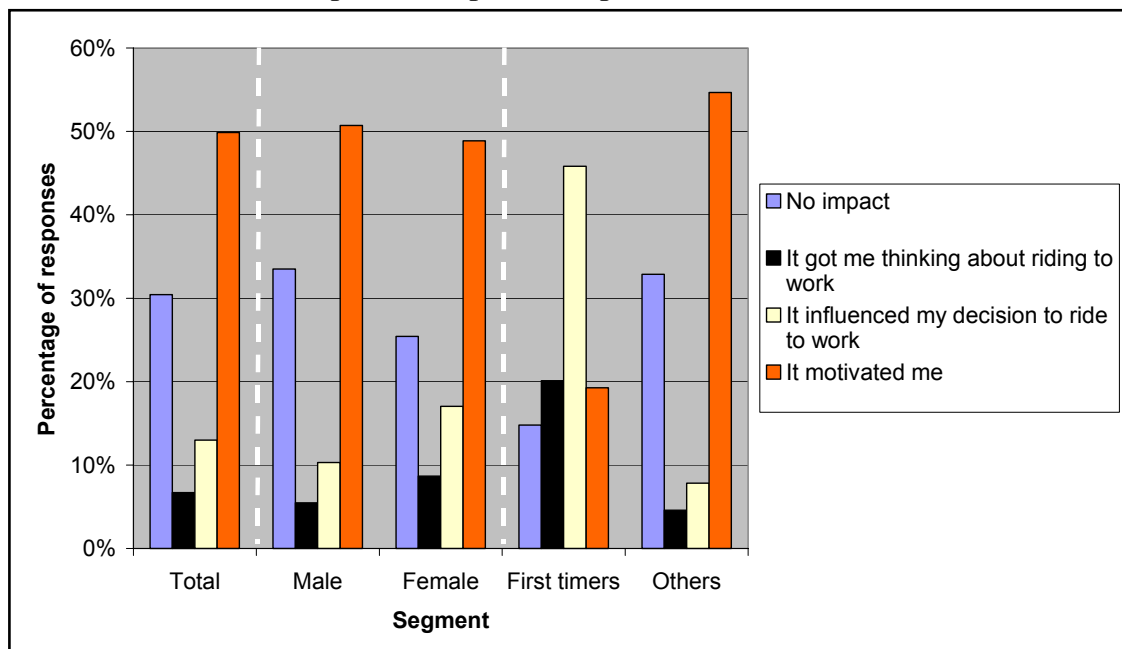
85% of first-timers reported that the event had a positive impact on their readiness to ride to work with 46% indicating that it had influenced their decision to ride to work.

67% of other riders reported that the event had a positive impact with 55% indicating that it had motivated them (to resume, continue or ride more frequently).

In this survey there were additional options compared to previous surveys. They were (coded responses in brackets below)

- I was aware of the event (no impact)
- It got me thinking about riding to work (it got me thinking about riding to work)
- If influenced me decision to have a go at riding to work (either on the day of the event or soon after) (it influenced my decision to ride to work)
- It motivated me to continue riding to work (It motivated me)
- It motivated me to ride to work more frequently (It motivated me)
- It motivated me to resume riding to work (It motivated me)
- None of the above (no impact)

Graph: Self reported impact of the event

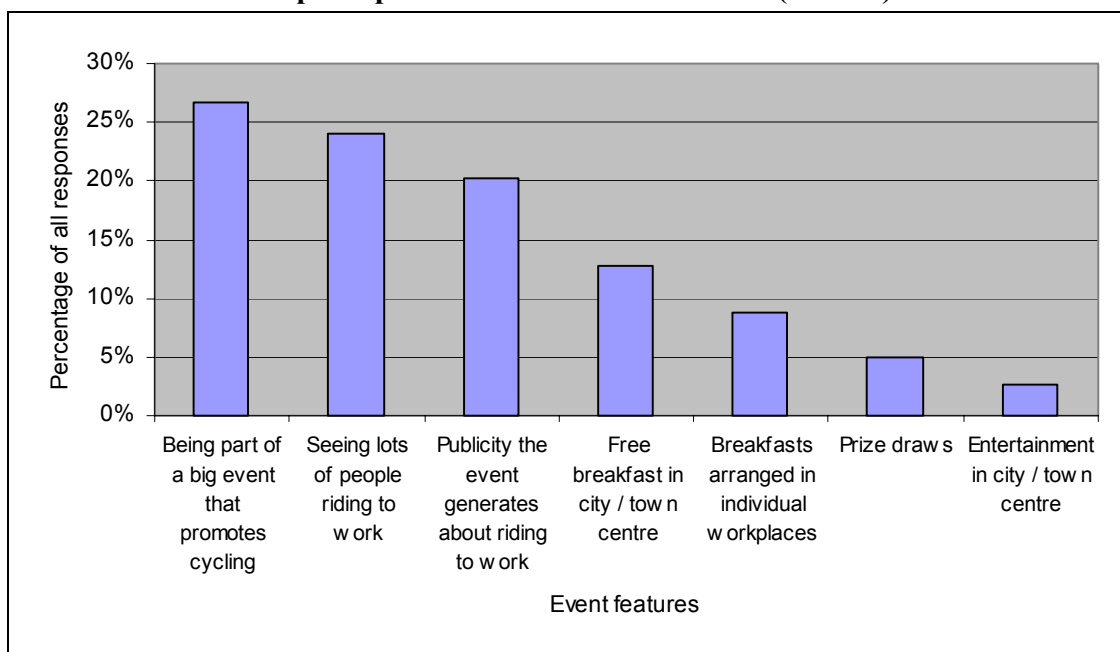


7. Value of event features

7.1. General

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. Note that this was a question with options and unlimited number of responses allowed.

Graph Reported value of event features (ranked)

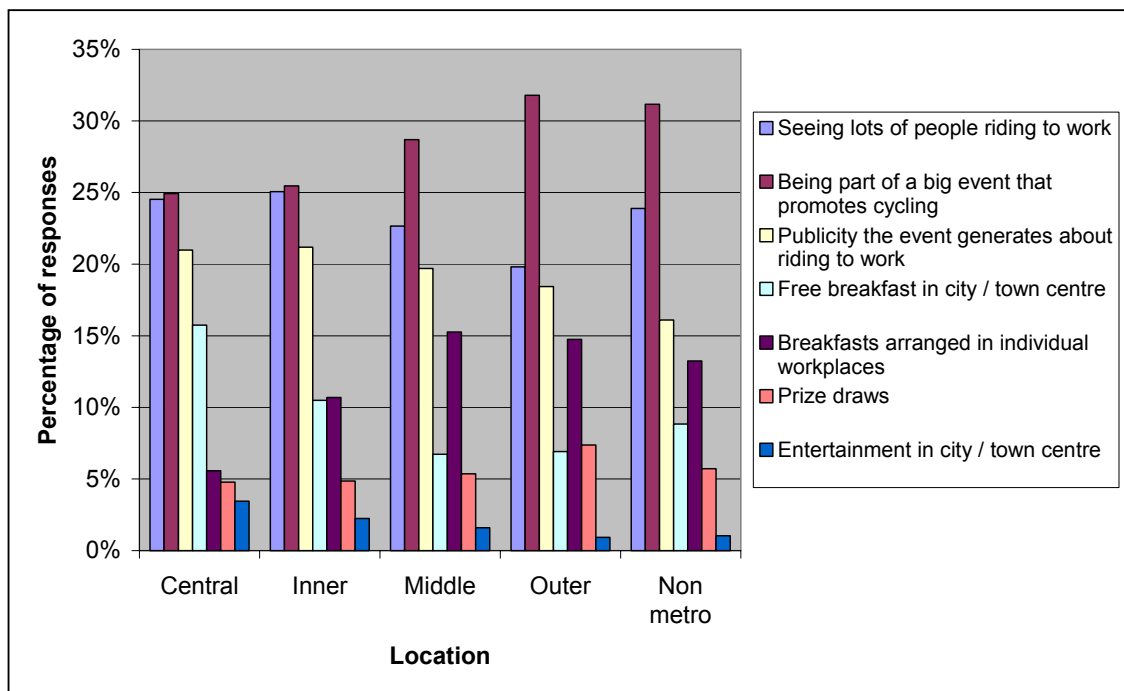


7.2. By workplace location

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

In the Central Metropolitan Melbourne, workplace breakfasts are less of a focus that the traditional free breakfast in the city centre. In all other locations the breakfast organised by the workplaces was clearly a high motivator for participation.

Graph: Reported value of event features by workplace location

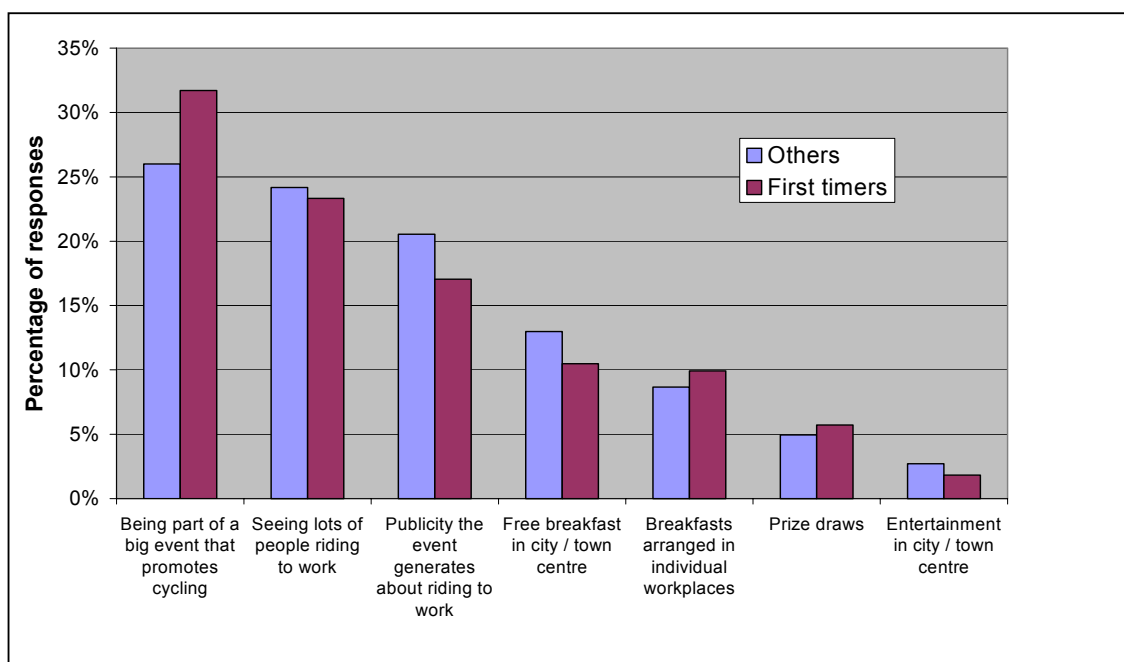


7.3. By segment

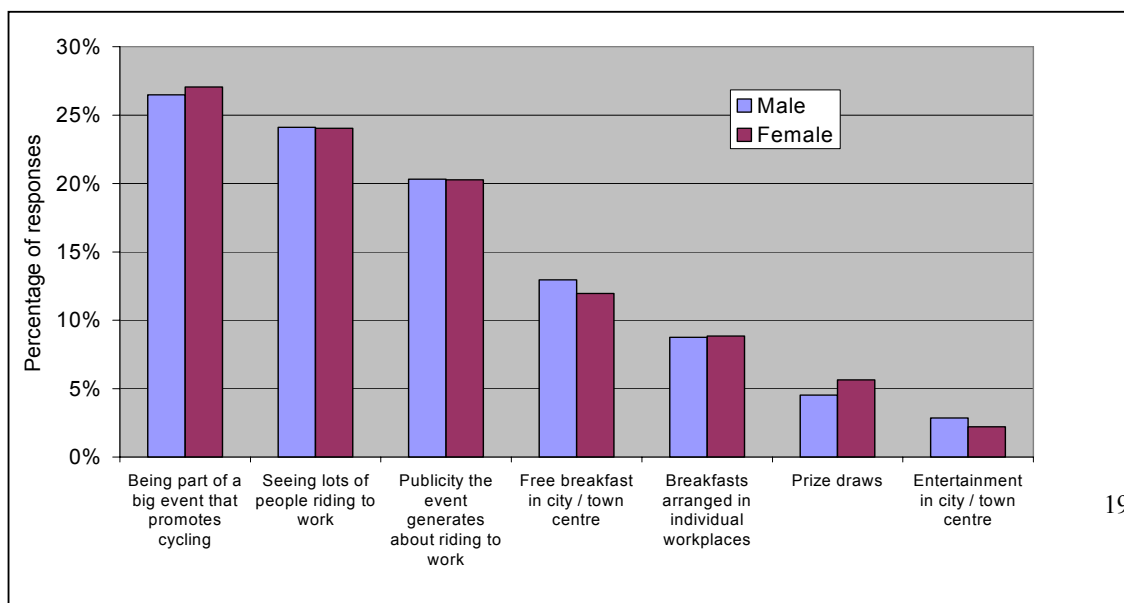
The importance of event elements was similar for first-timers and others, although first-timers were more strongly motivated by being part of a big event and others were comparatively more interested in the event publicity. Seeing lots of people riding to work was ranked second by both others and first-time riders.

There were only slight differences between perceptions of male and female riders and between male and female first-time riders.

Graph: Reported value of event features (First-timers v others)

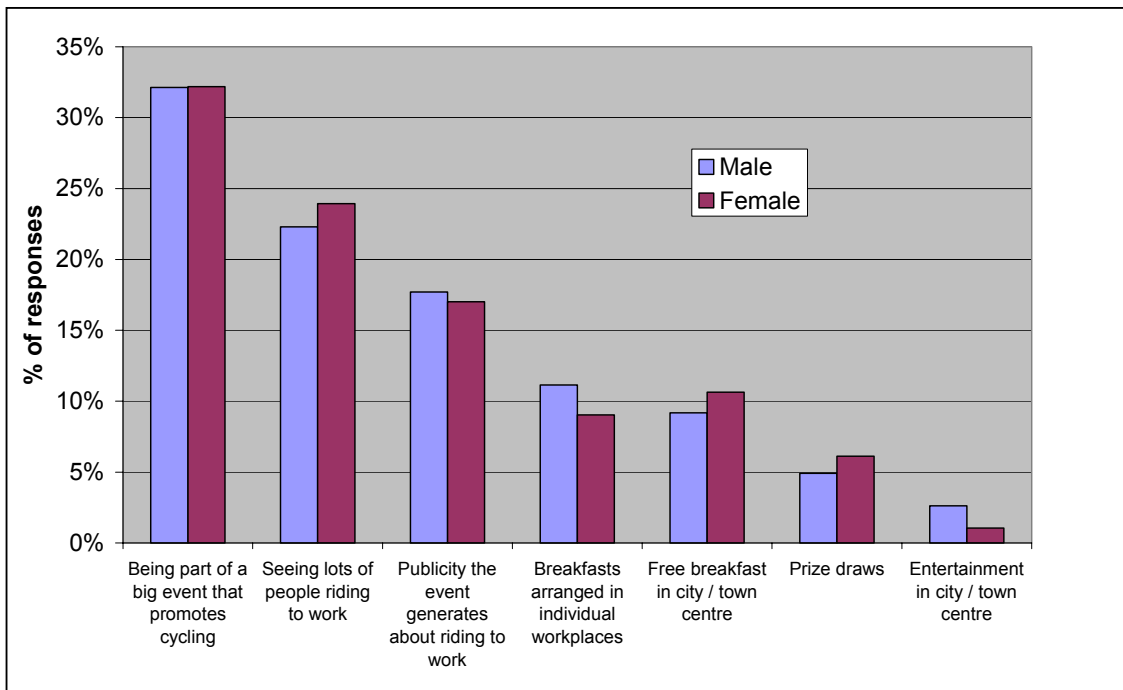


Graph: Reported values of event features (by gender)



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Graph: Reported values of event features (first time by gender)



8. Perceived barriers

Daily circumstances such as out-of-work commitments and weather were most commonly cited as reasons for not riding to work or not riding to work more often.

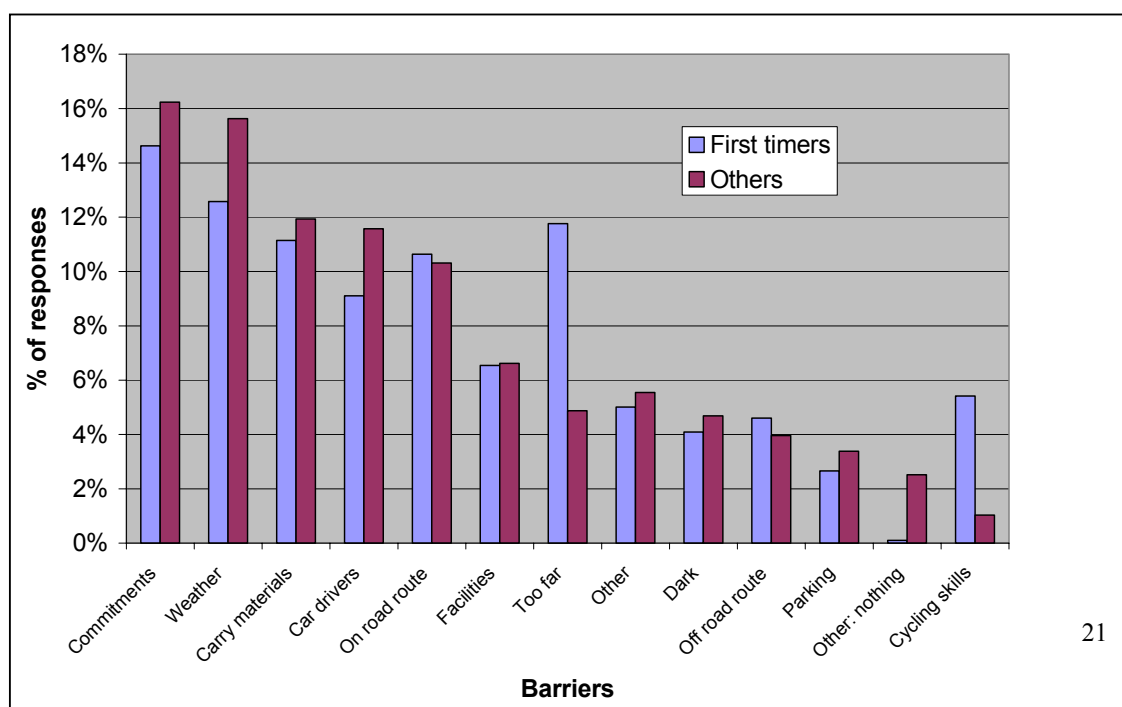
Inadequate locker and shower facilities appeared to be a greater deterrent than inadequate bike parking facilities, perhaps reflecting increased access to the latter in recent years.

There were a few differences between first time and other responses around the issues of distance and cycling skills, with first-timers finding these a greater barrier than others.

Where the full answers were:

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

Graph: Reported barriers to riding to work more often



9. Conclusions

9.1. Behaviour change impact

The survey showed that 27% of those riding to work for the first time on Ride to Work Day 2005 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.

85% of first-timers reported that the event had a positive impact on their readiness to ride to work with 46% indicating that it had influenced their decision to ride to work.

67% of 'other' riders reported that the event had a positive impact with 55% indicating that it had motivated them (to resume, continue or ride more frequently).

Questions designed to measure engagement with behaviour change indicated that 86% of respondents had either progressed over the year or had maintained the riding to work habit.

9.2. 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.

9.3. Barriers to ongoing behaviour change

Daily circumstance such as weather and out-of-work commitments were most commonly cited as reasons for not riding to work or not riding to work more often. Concerns about safe conditions on the road 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.

9.4. Survey methodology

A total response rate of 49% (n. 2762) and a first timer response rate of 42% (n. 384) is a good response rate.



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10. References and related reports

Bicycle Victoria, December 2005, Ride to Work DayTM 5 October 2005 Post Event Report:
[http://www.bv.com.au/file/Ride to Work Day%202005%20Post-event%20Report_6.pdf](http://www.bv.com.au/file/Ride%20to%20Work%20Day%202005%20Post-event%20Report_6.pdf)

Bicycle Victoria, March 2006, *Ride to Work DayTM 2005 first-time riders: Physical activity survey, November 2005*

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

11. List of appendices

- I Survey introduction
- II Survey
- III Victorian regions