

Results of the 2017 National Cycling
Participation Survey

Australian Cycling Participation

Reporting for the National Cycling Strategy 2011-2016



**AUSTRALIAN
BICYCLE COUNCIL**



Austroads

National Cycling Participation Survey 2017

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Abstract

The National Cycling Participation Survey (NCPS) is a standardised survey that has been repeated biennially since March/April 2011, with minor changes to the survey structure between 2011 and 2013. The NCPS provides data on cycling participation at a national level and allows for estimates of participation for each state and territory, and the capital cities and non-capital areas within each state and territory.

The survey suggests that 15.5% (95% CI: 14.4% - 16.6%) of Australians ride a bicycle in a typical week. More than a third (34.1%, 95% CI: 32.8% - 35.4%) had done so in the past year. This equates to around 3.74 million Australians riding in a typical week, and 8.23 million doing so over a year.

Keywords

Australian, national, cycling, strategy, participation, survey, active, transport.

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Contents

1	Introduction	1
1.1	Background.....	1
1.2	Weighting.....	1
1.3	Statistical significance	1
1.4	Survey sample	2
2	Results	3
2.1	Cycling participation.....	3
2.2	Age and gender	9
2.3	Purpose of travel.....	13
2.4	Time ridden over past week	15
2.5	Bicycle ownership	17
3	Discussion	19
3.1	Progress towards the NCS target.....	19
3.2	Comparability	19
	Appendix A: Data tables.....	21
	Appendix B: Survey script	24

1 Introduction

1.1 Background

The National Cycling Participation Survey (NCPS) is a standardised survey that has been repeated biennially since March/April 2011, with minor changes to the survey structure between 2011 and 2013. The NCPS provides data on cycling participation at a national level and allows for estimates of participation for each state and territory, and the capital cities and non-capital areas within each state and territory.

The primary survey objective is to obtain accurate data on cycling participation to monitor performance towards the National Cycling Strategy 2011-16 target of doubling cycling participation. The objective is to measure *participation* rather than *travel*. Participation is defined as the number of individuals who have cycled for any journey or purpose and in any location over a specified time period. By comparison, travel is the number of cycling trips that occurred over that time period, and may include the distance travelled, purpose and so on. Participation is much easier to define, and for individuals to recall, than travel. It is reasonable to expect an individual would remember whether they had ridden a bicycle over the past week, month or year, but far less likely they would be able to accurately recall the number of trips they have made over that period. Further details on the method and results used in NCPS are reported in detail elsewhere¹.

The survey is a telephone-based survey of residents of the study area, and includes coverage of mobile-only households². Previous cycling participation surveys have indicated that cycling participation is greatest among children, it is critical that the survey have coverage of this group. Data on cycling participation of those aged under 15 is obtained by asking an adult in the household to report on behalf of other household members, including children. The survey fieldwork is undertaken by Market Solutions Pty Ltd and the data analysis and reporting is provided by CDM Research.

1.2 Weighting

The person-level data are weighted at the gender and age level (2 – 9, 10 – 24, 25 – 49, 50+) to the ABS census 2011 population. The household-level data are weighted to ABS census 2011 household size (1, 2, 3, 4, 5, 6+ usual residents). The number of persons cycling is estimated by expanding the 2011 weights to the estimated resident population for 30 June 2016 provided by the ABS.

1.3 Statistical significance

The estimates presented in this report are based on a sample of residents from Australia. These estimates are subject to sampling variability as only a proportion of residents (approximately 0.09% of the resident population) were interviewed. The approach adopted in this report to expressly this variability is to present the 95% confidence interval. This represents the range within which we would expect the true population estimate to reside 95% of the time. Significant differences between parameters are present where the point estimate falls outside the confidence interval.

¹ Munro, C. (2011) *Australian Cycling Participation: Results of the 2011 National Cycling Participation Survey*, Austroads Publication No. AP-C91-11.

² In the 2015 survey around 30% of the sample was drawn from mobile phones.

1.4 Survey sample

The sample consisted of 4,434 households containing 9,984 persons (Table 1.1). The sample sizes in Queensland were much larger than other locations as additional sampling was conducted in the Brisbane City Council area at the request of the council, which covers a large part of metropolitan Brisbane. The sample sizes for most states and territories have remained fairly consistent over the four survey periods aside from (a) the additional Queensland sampling in 2017, and (b) much higher sample sizes from metropolitan Sydney between 2011 and 2015. The higher Sydney samples in previous years was due to the use of data from Transport for NSW's Sydney Cycling Survey in lieu of the Cycling Participation Survey instrument. That survey different in a number of respects from the Cycling Participation Survey, including that it sampled around 4,000 households in Sydney.

■ Table 1.1: Sample sizes

State	Households	Persons
New South Wales	502	1,120
Victoria	557	1,350
Queensland	996	2,240
South Australia	530	1,113
Western Australia	475	1,085
Northern Territory	332	751
Tasmania	599	1,281
Australian Capital Territory	443	1,004
Total	4,434	9,984

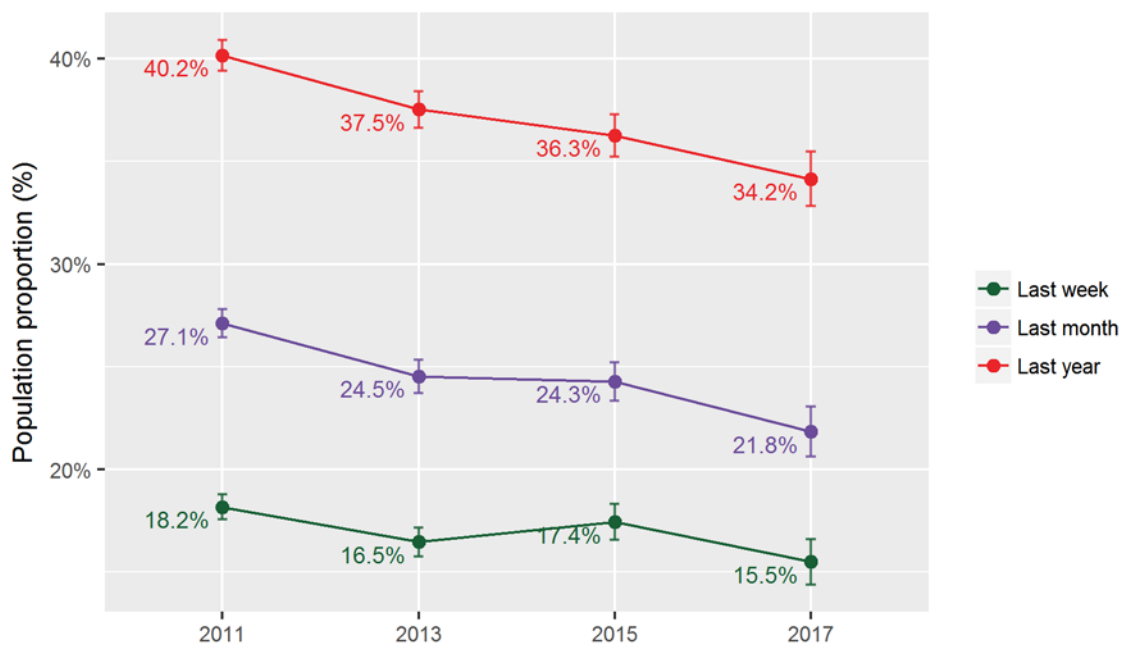
2 Results

2.1 Cycling participation

The cycling participation rate across Australia measured over the previous week, month and year is shown in Figure 2.1. Measured over the previous week the cycling participation rate has declined from 18.2% in 2011 (95% CI: 17.6% – 18.8%), to 15.5% (95% CI: 14.4% - 16.6%) in 2017. The decline measured over the previous week is mirrored when measured over the past month and year:

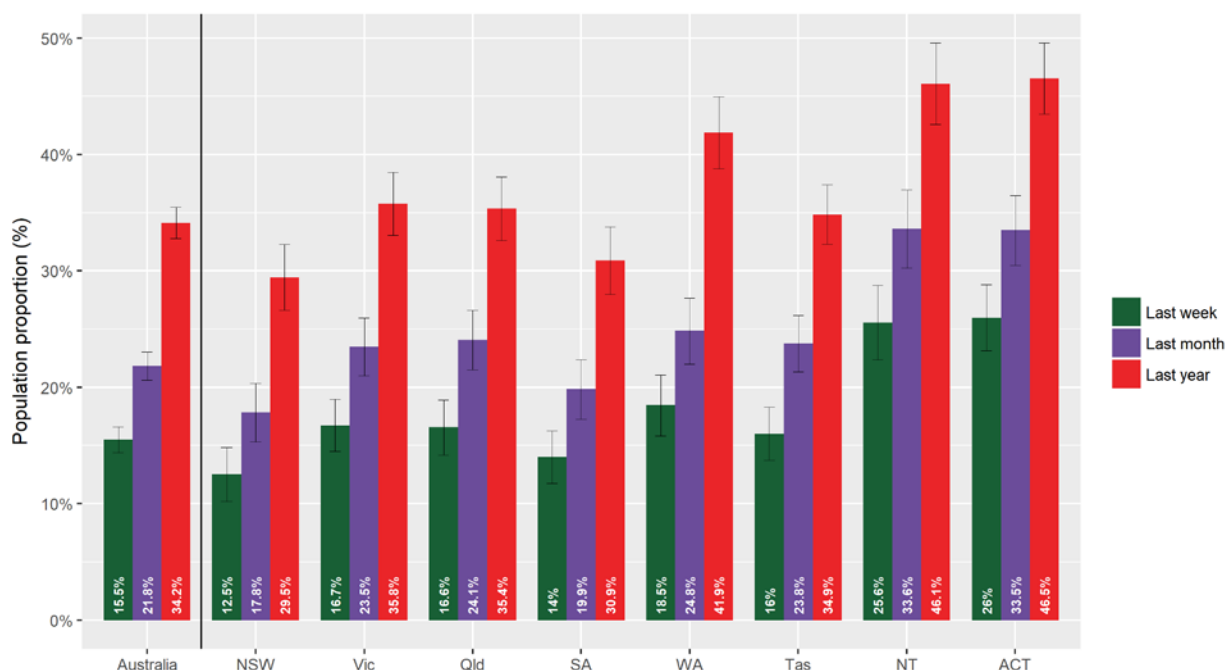
- Cycling participation over the past month has declined from 27.1% (95% CI: 26.4% - 27.8%) in 2011 to 21.8% (95% CI: 20.6% - 23.0%) in 2017.
- Cycling participation over the past year has declined from 40.2% (95% CI: 39.4% - 40.9%) in 2011 to 34.2% (95% CI: 32.8% - 35.4%) in 2017.

These changes are statistically significant at the 5% level. Moreover, the general downward trend appears to be supported by the survey results from 2013 and 2015.



■ Figure 2.1: National cycling participation

The cycling participation rates in 2017 are highest in Western Australia, the Northern Territory and Australian Capital Territory (Figure 2.2).



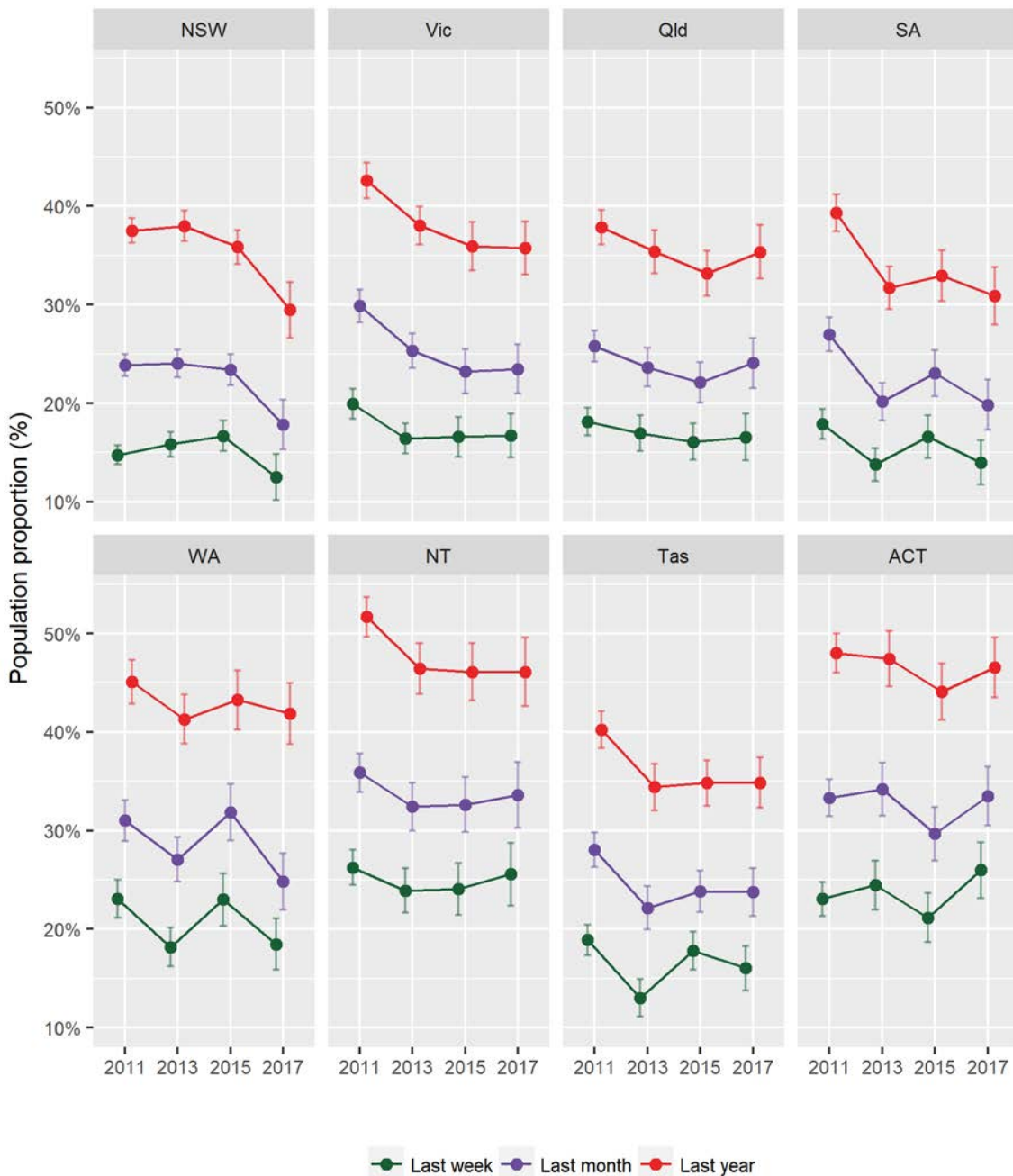
■ Figure 2.2: Cycling participation by state

The trends in cycling participation by state and territory are provided in Figure 2.3. Comparing the participation rates as measured over the past week between 2011 and the most recent survey in 2017 we conclude that:

- New South Wales experienced a statistically significant decrease in cycling participation between 2015 and 2017 and is significantly below the 2011 baseline. However, we would caution that in past years Sydney’s result was derived from the Sydney Cycling Survey which included additional questions and was performed at a different time of year. In 2017 however, Sydney was surveyed using the same approach as all other states and territories, thus ensuring that all regions are now directly comparable.
- Victoria and South Australia experienced a statistically significant decrease in cycling participation over the six-year period, much of which occurred between 2011 and 2013 and stabilised thereafter.
- Queensland experienced a small decline in participation between 2011 and 2015, with some improvement in 2017 such that participation has returned to levels similar to 2011.
- The Northern Territory has not experienced a significant change in participation over the period.
- Western Australia experienced a slight decline in participation over the six-year period, with the jump in 2015 appearing to be an outlier.
- Tasmanian participation decreased somewhat over the six-year period, much of which may have occurred between 2011 and 2013.

- The Australian Capital Territory may have experienced an increase in cycling participation, although this is only evident from the 2017 data and does not reflect a trend observed over the survey period.

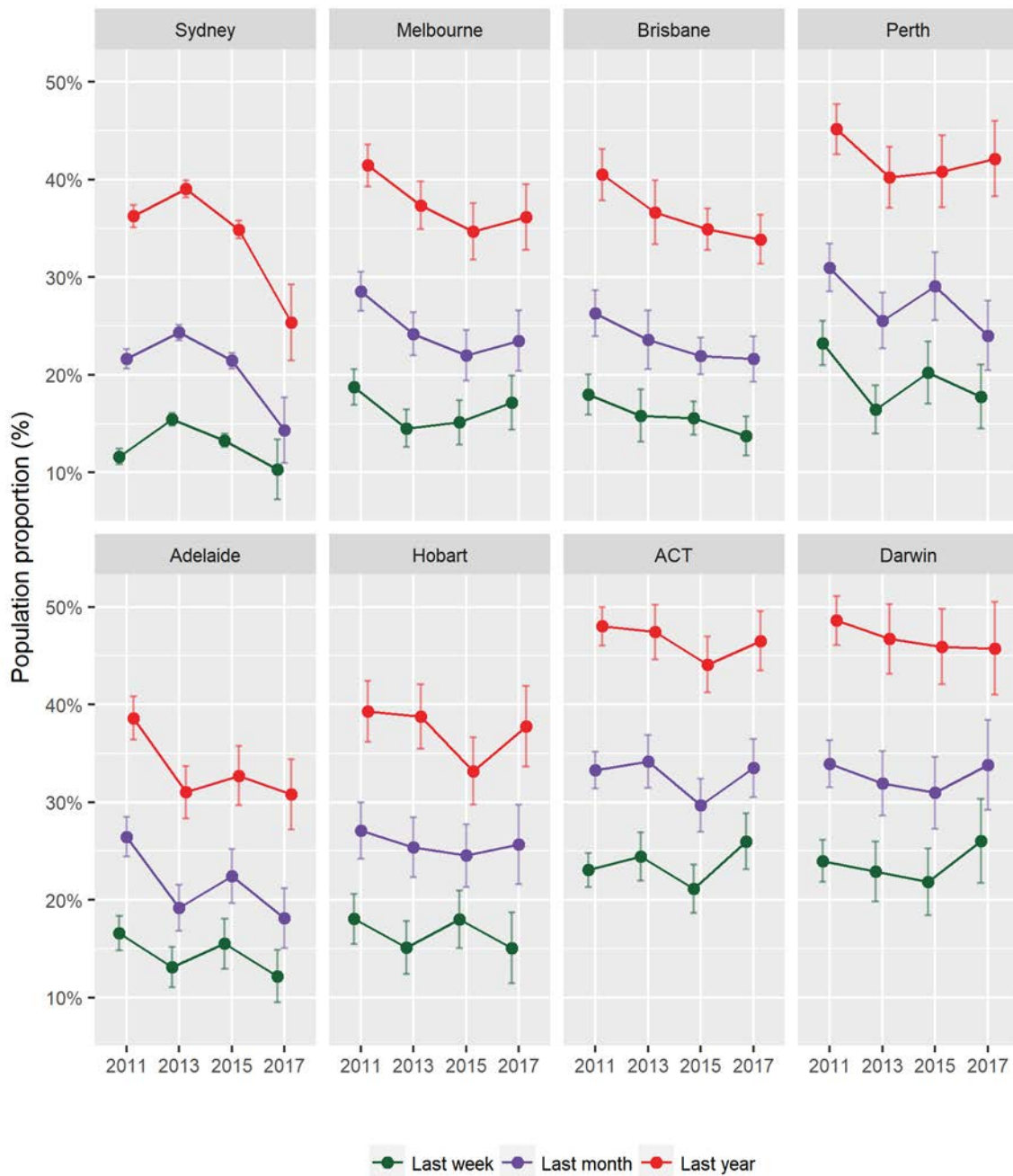
Overall, five jurisdictions have reported a decline in cycling participation over the six-year period (New South Wales, Victoria, South Australia, Western Australia and Tasmania). Two experienced no change (Queensland, Northern Territory) and one may have experienced an increase in participation (Australian Capital Territory).



Note: Sydney data was derived from Sydney Cycling Survey prior to 2017

■ Figure 2.3: Cycling participation by state and territory (see Appendix A.1 for tabulated data)

The capital city areas in each state and territory were defined using the Greater Capital City Statistical Area (GCCSA) defined by the Australia Bureau of Statistics except in the case of Sydney, where the Greater Metropolitan Area was used. In most cases the trends in cycling participation in the capital cities reflect the state-wide trends, except that there appears to have been declines in Brisbane greater than the state average, and no change in Hobart or Darwin, while the broader state areas may have declined (Figure 2.4).

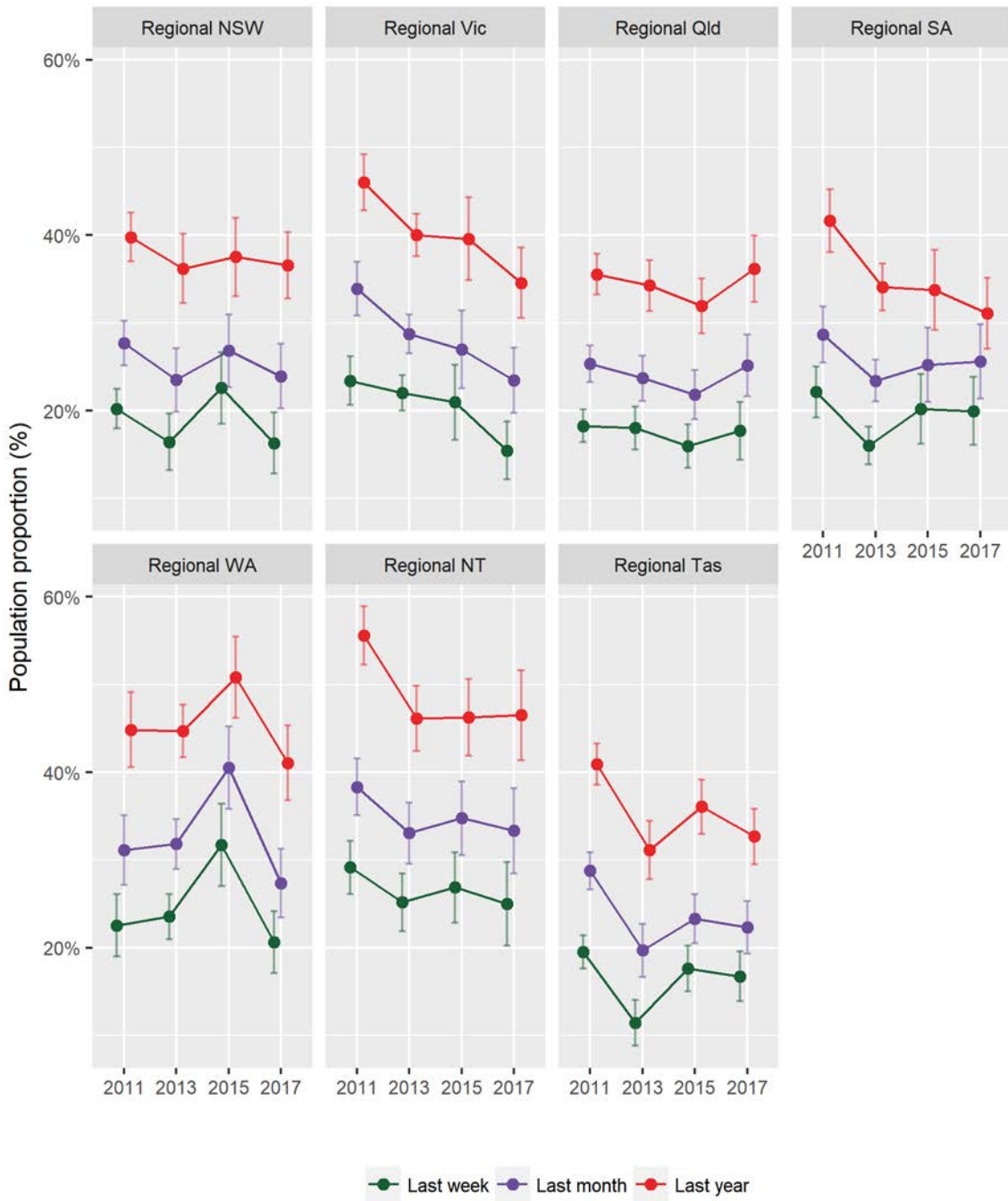


Sydney data was derived from the Sydney Cycling Survey prior to 2017

■ Figure 2.4: Cycling participation by capital city (see Appendix A.2 for tabulated data)

The cycling participation rates in the non-capital city areas of each of the seven states and territories where this distinction applies (excluding the Australian Capital Territory) is shown in Figure 2.5. When considered in conjunction with the previous graphs, this analysis suggests that:

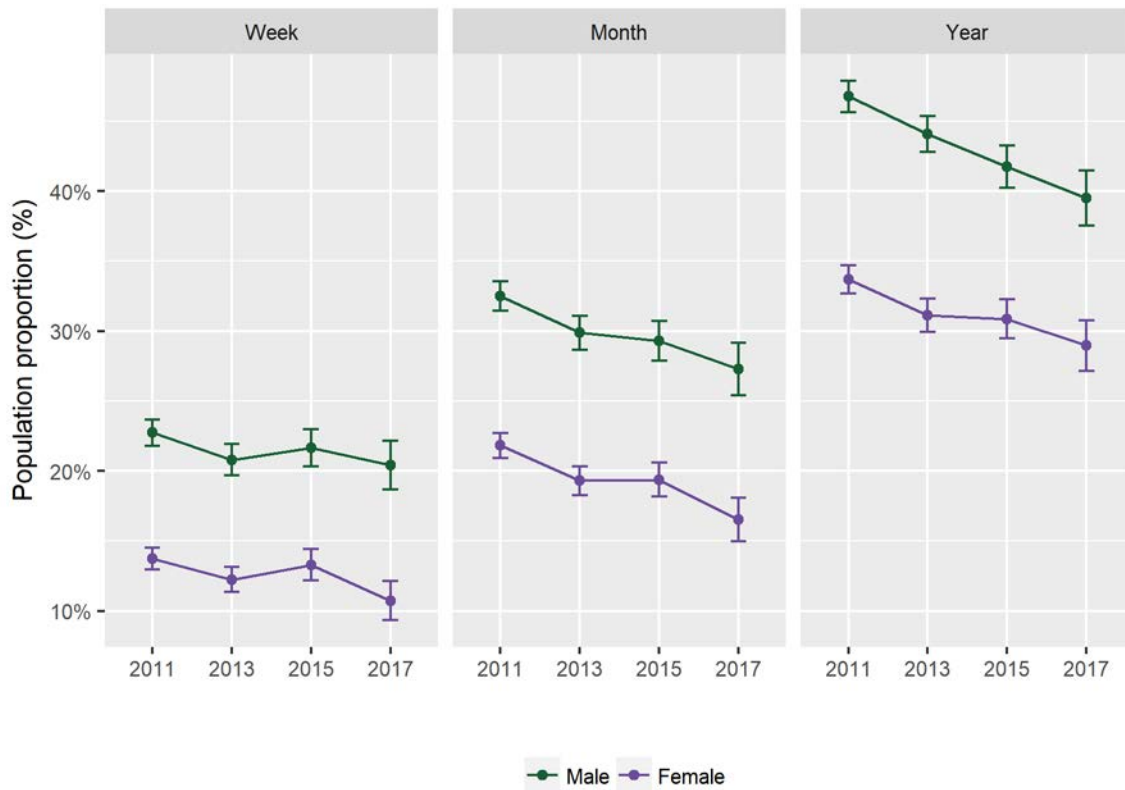
- Almost all of the decline in participation in NSW between 2015 and 2017 is attributable to a decline in Sydney.
- Regional Queensland has experienced stable cycling participation rates over the six year period, with a possible increase in 2017. This trend differs from the gradual decline exhibited in Brisbane.
- Much of the anomalous growth in participation between 2013 and 2015 experienced in Western Australia can be attributed to an implausibly large spike in regional areas.
- The decline in participation in the Northern Territory is largely due to a decline in participation outside Darwin.



■ Figure 2.5: Cycling participation by non-capital city areas (see Appendix A.3 for tabulated data)

2.2 Age and gender

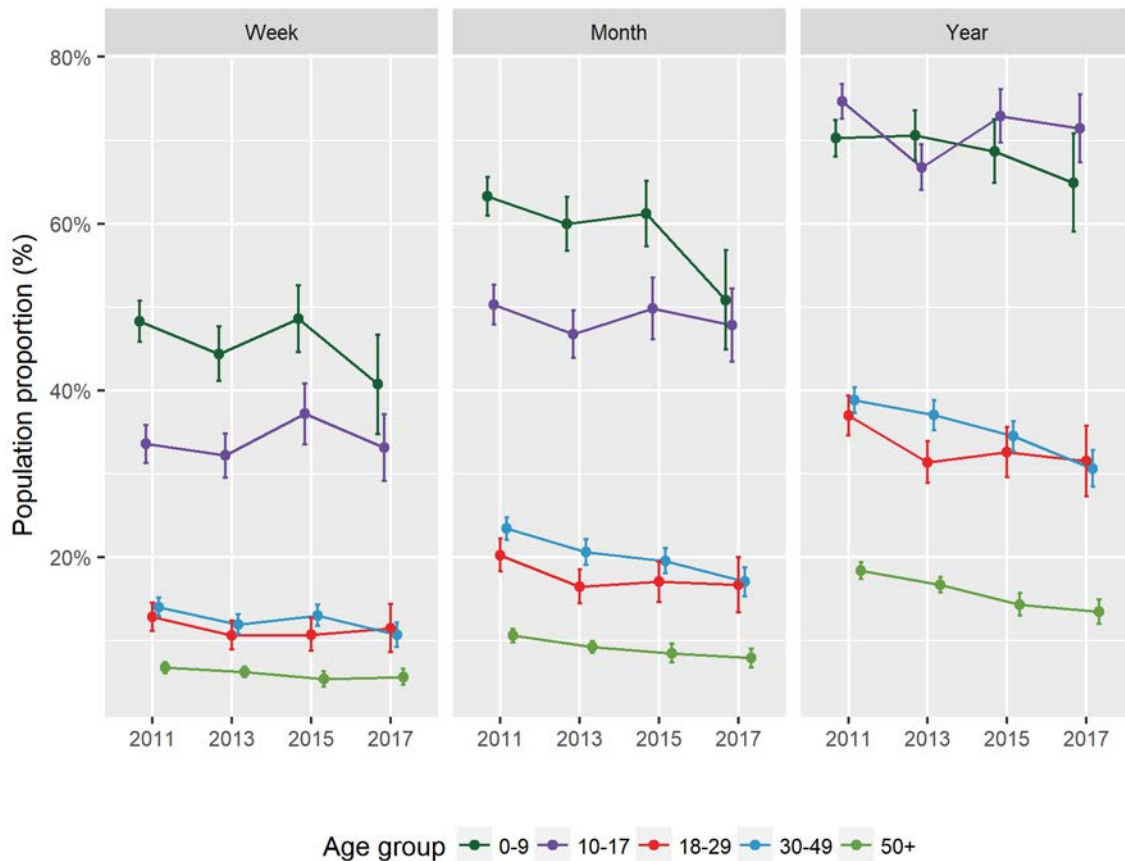
The trend in cycling participation rate by gender across the four survey years is shown in Figure 2.6. When measured over the past week, participation has decreased from 22.7% to 20.4% for males and from 13.7% to 10.7% for females. The declines over the past year are more substantial; from 46.8% of males in 2011 to 39.5% in 2017, and from 33.7% to 29.0% for females.



■ Figure 2.6: Cycling participation by gender (see Appendix A.4 for tabulated data)

The trend in cycling participation rate by age is shown in Figure 2.7. While only those aged 15 or older were eligible to respond to the survey, they were asked to provide responses for all household members aged over two. Children aged two or younger were assumed to not have cycled, but are included within the statistics for the youngest age group.

While the confidence intervals are wide for children (who also represent the groups with by far the highest participation rates), the data would suggest modest declines in participation among children under 10 in particular, although this has only been observed between 2015 and 2017. The clearest trend appears to have been a steady decline in participation among adults aged 30 to 49; this trend has been fairly consistent over the four years and is statistically significant.

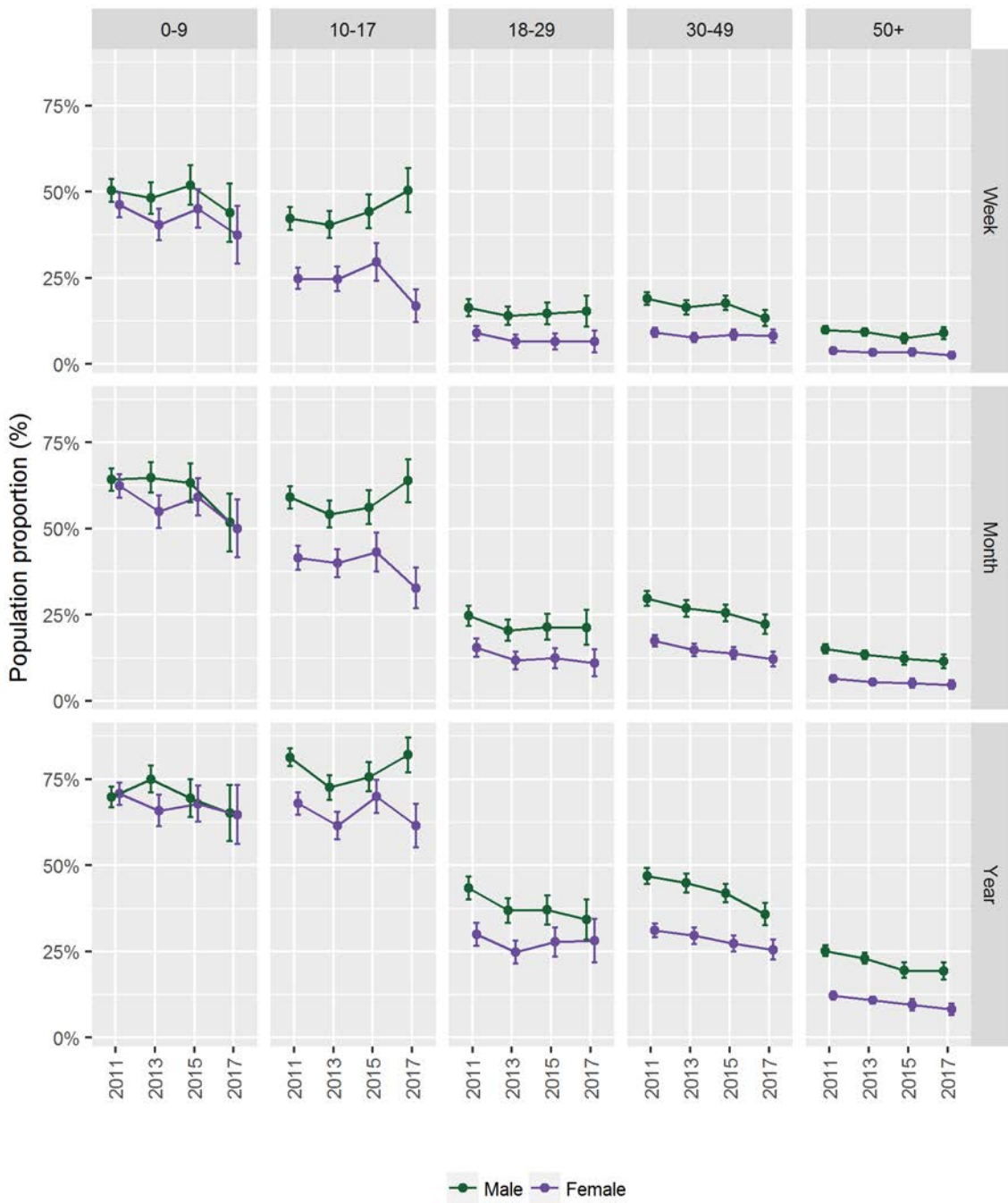


■ Figure 2.7: Cycling participation by age group (see Appendix A.5 for tabulated data)

The change in cycling participation by gender and age group together is presented in Figure 2.8. We note the wide error bands in some groups, particularly children, that limit the robustness of conclusions drawn from this data. Nonetheless, we would suggest the main conclusions from this analysis are that:

- males have higher levels of cycling participation than females across all age groups, and that this gender gap is lowest among children aged under 10,
- teenage male cycling participation has increased since 2013,
- participation among young adults aged 18 to 29 of both genders has been stable over the six-year period, and
- participation among adults aged over 30 of both genders has declined since 2011 when measured over longer periods (past month and year).

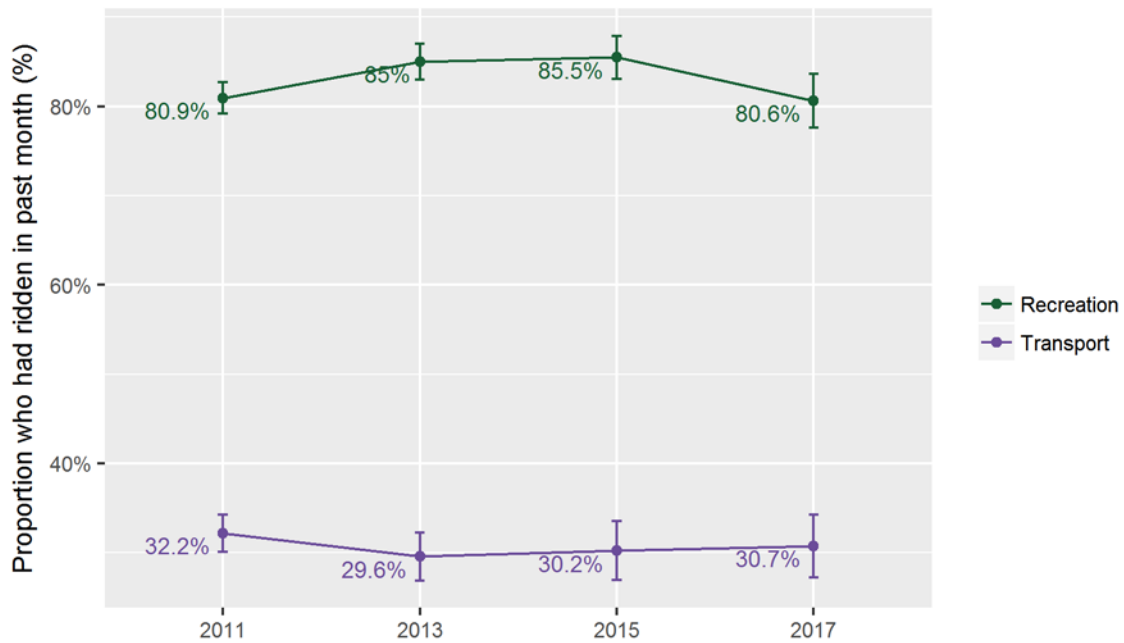
We conclude that the decline in cycling participation observed at a national level appears to be driven primarily by declines among adults aged over 30, and this has not been fully compensated by an apparent increase in teenage male cycling.



■ Figure 2.8: Cycling participation by gender and age group (see Appendix A.6 for tabulated data)

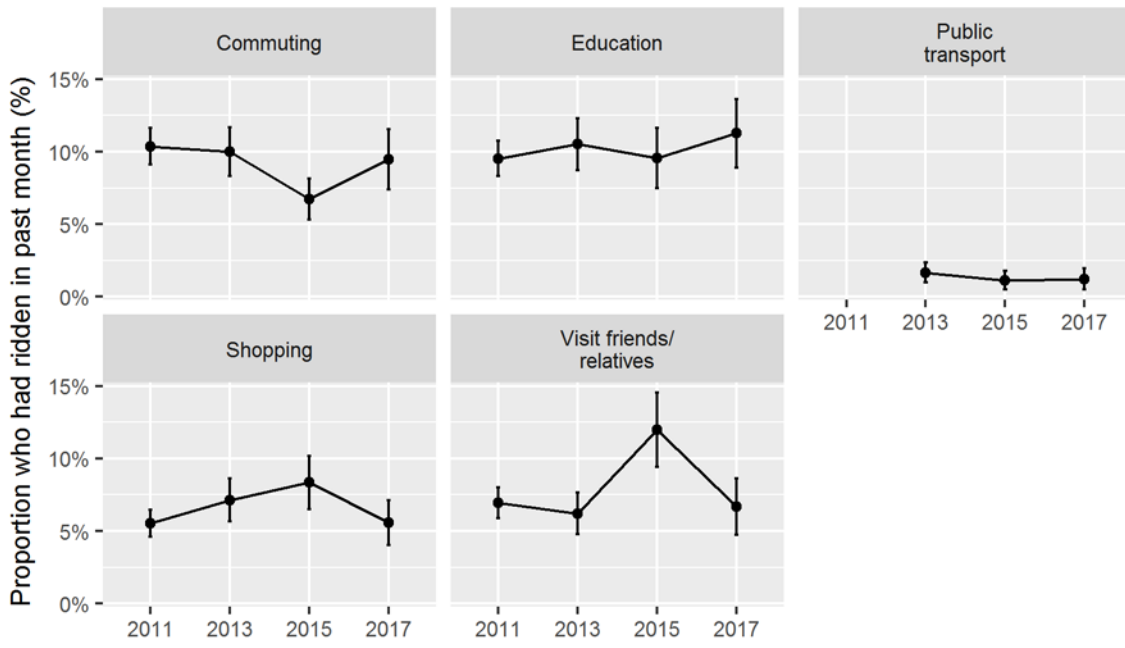
2.3 Purpose of travel

Survey respondents who had ridden in the past month for transport were asked for which purpose(s) they had ridden. These purposes were then classified into transport or recreation groups; the change over time in these proportions is shown in Figure 2.9. It is noted that these purposes are not mutually exclusive; some bicycle riders will have travelled solely for recreation or transport and others will have done both. The data would suggest no significant change over time, and that the majority of cycling participations are doing so for recreation, with slightly under one third riding at least once for a transport purpose.



■ Figure 2.9: Main purpose of cycling participation

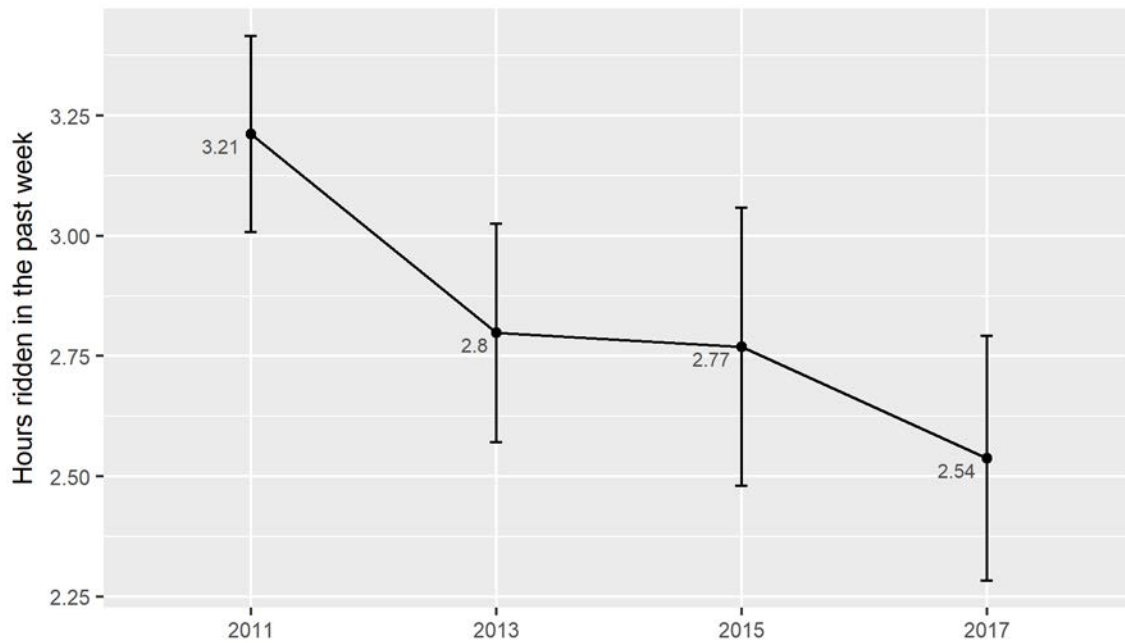
Within transport purposes the most commonly cited purposes were for commuting, education, shopping or to visit friends (Figure 2.10). There does not appear to have been a statistically significant change in the proportion of riders travelling for these purposes over the six-year period. However, there may have been an increase in commuting and education riding between 2015 and 2017.



■ Figure 2.10: Transport purpose

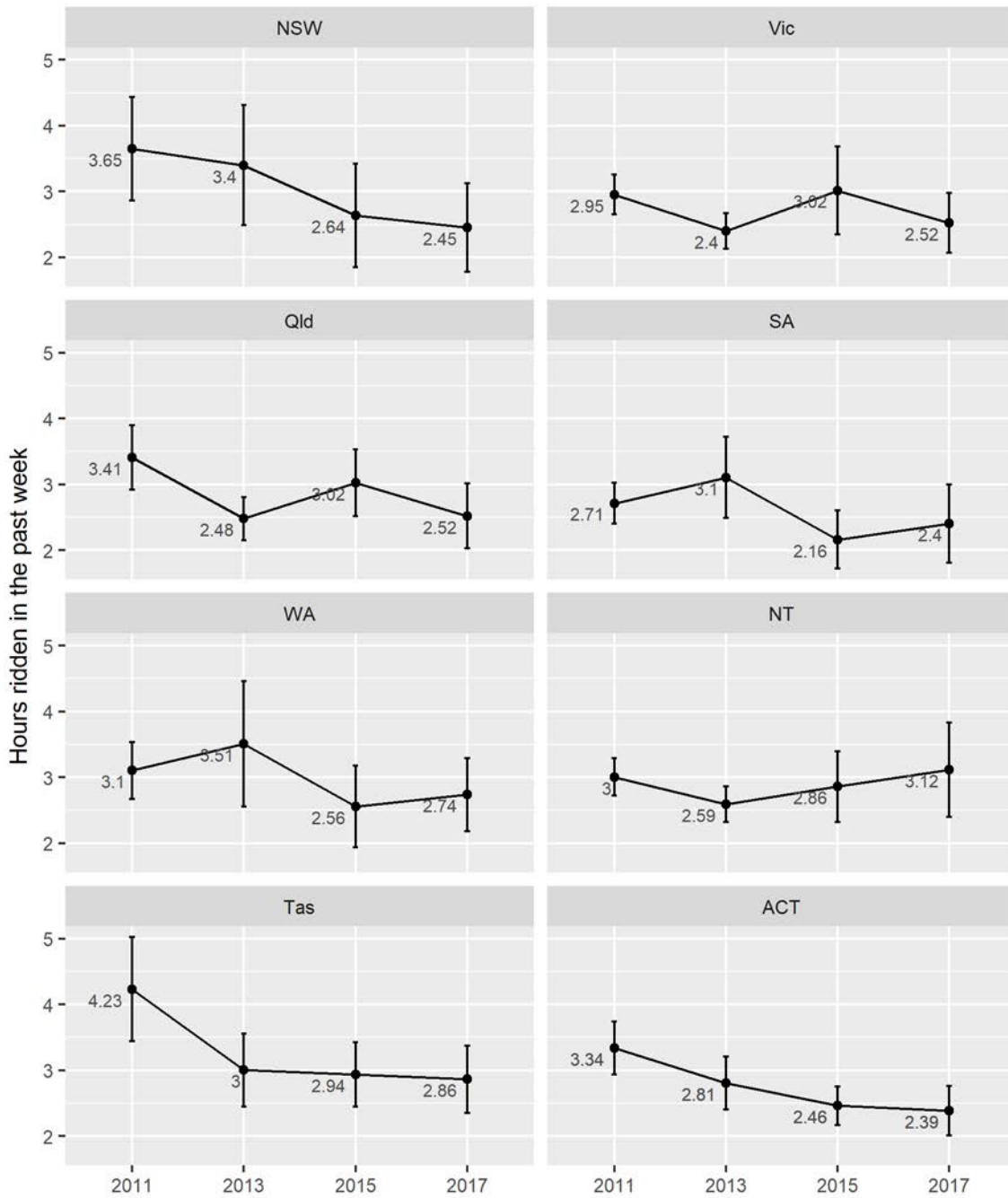
2.4 Time ridden over past week

Respondents who had ridden over the past week were asked for an estimate of how much time they had spent riding. We note that this measure is based on respondent recall over the previous week and is likely to be at best a rough estimate. The number of hours ridden in 2017 averaged 2.54 hours per week (95% CI: 2.28 – 2.79); this is a statistically significant decline on 2011 (Figure 2.11).



■ Figure 2.11: Hours ridden in the past week

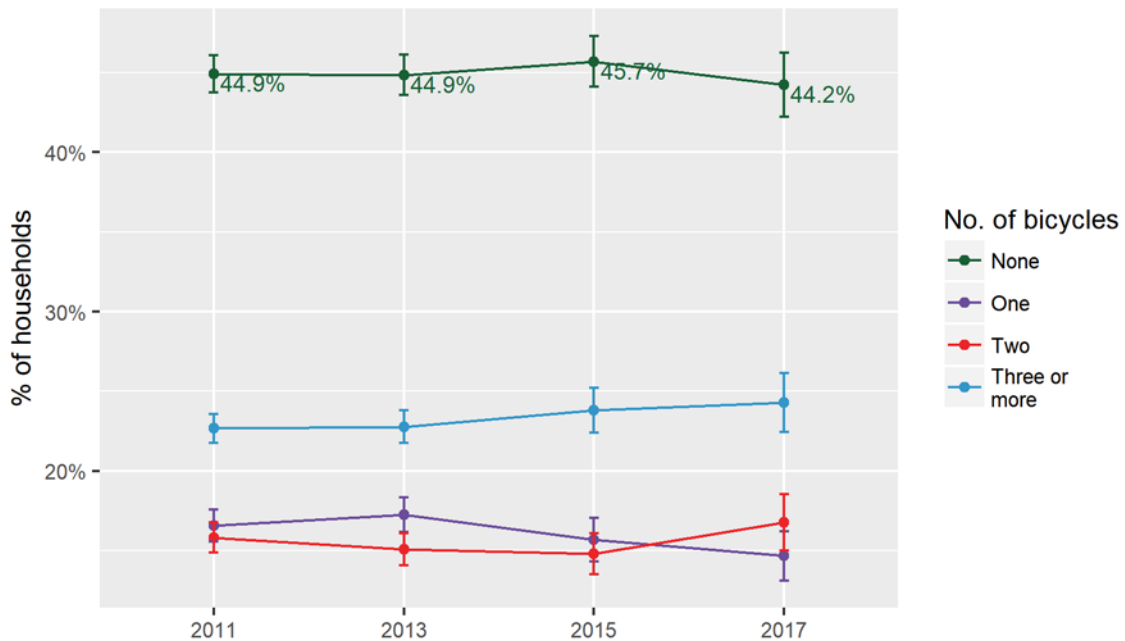
The number of hours ridden has declined to a statistically significant extent between 2011 and 2017 in NSW, Queensland, Tasmania and the Australian Capital Territory (Figure 2.12).



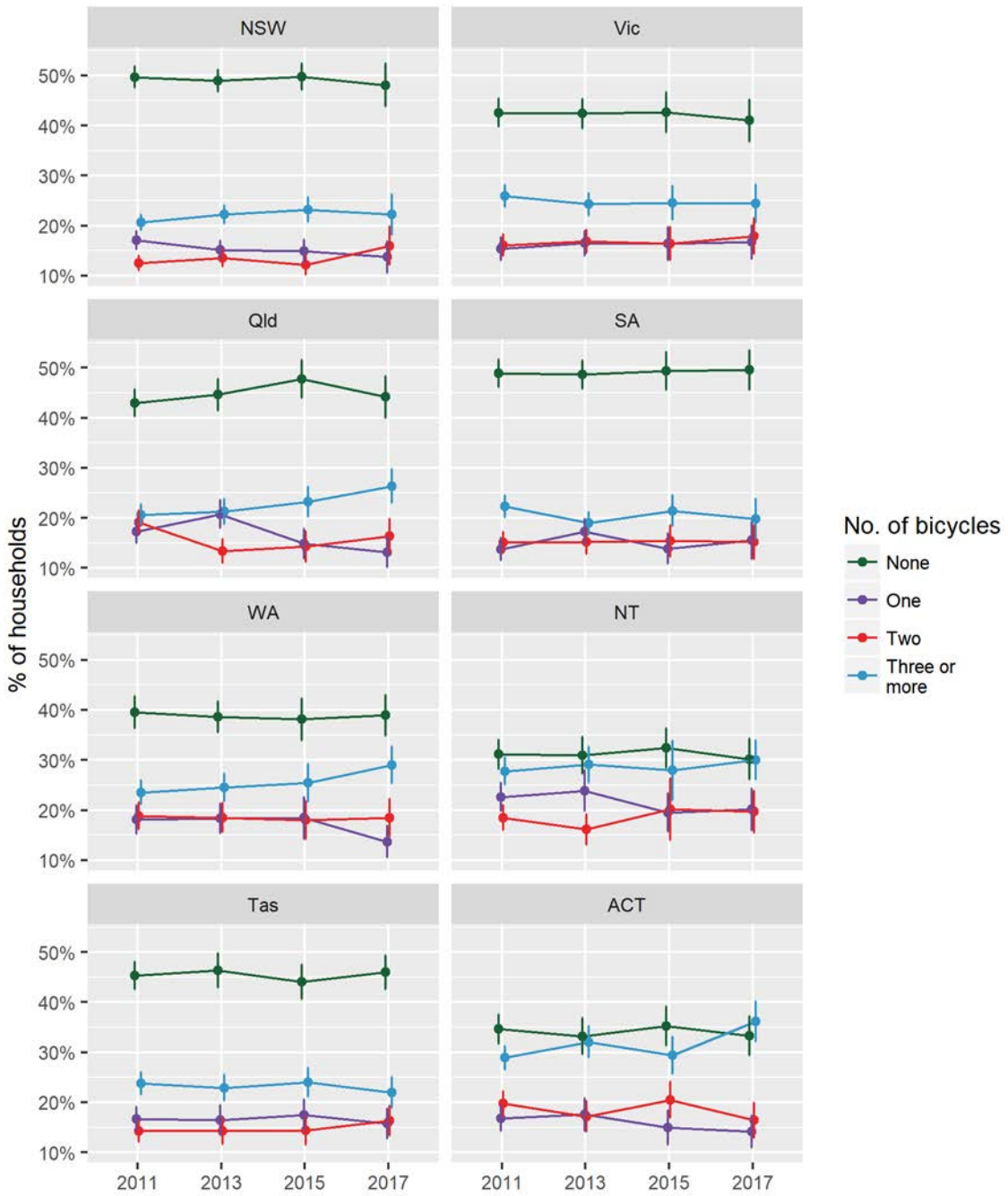
■ Figure 2.12: Hours ridden in past week by state/territory

2.5 Bicycle ownership

The number of households in Australia without a working bicycle has remained fairly stable at around 44 -45% of households since 2011 (Figure 2.13). There appears to have been an increase in the proportion of households with three or more working bicycles in Queensland, Western Australia and the Australian Capital Territory (Figure 2.14).



■ Figure 2.13: Bicycle ownership by year



■ Figure 2.14: Bicycle ownership by state

3 Discussion

3.1 Progress towards the NCS target

The NCS target of doubling the number of people cycling between 2011 and 2016 has not been achieved. This conclusion holds irrespective of whether the target is defined as those cycling over a typical week, month or year. Instead, it appears cycling participation has at best remained stable and at worst declined since 2011 at both a national level and among many, but not all, states and territories.

Notwithstanding the absence of growth in cycling participation, the cycling participation rate is very high for physical activity participation, and in absolute numbers the survey estimates there are around 3.74 million Australians riding in a typical week. Moreover, the high participation rate makes it all the more challenging to double participation – as the absolute change required would be very large. Indeed, we would note that doubling participation when measured over the previous year from 40.2% in 2011 would have required a cycling participation rate of 80.4% in 2016. This would be highly improbable given that 6.6% of the population are aged under 3 or 80 or older (in September 2014), and a proportion of the remainder will have varying levels of disability that will preclude bicycle riding. Moreover, there would need to be a fundamental shift in the provision of cycling infrastructure, urban form and cultural shift for such a change to occur. While there has undoubtedly been modest investment over the past six-years that has provided real benefits to bicycle riders, these investments do not appear to have been sufficient to achieve the widespread increase in cycling that would be required to meet the target.

Moreover, it is likely that the gradual ageing of the Australian population has contributed to the participation trend, and this demographic shift is likely to exacerbate the challenge of increasing cycling participation in future as the population continues to age. The strong correlation between age and cycling participation means that over time we would expect cycling participation to decline without significant policy intervention or natural cultural shifts.

3.2 Comparability

In comparing this participation data with other data sources, such as automatic counts, we note the following:

- This data corresponds to cyclist participation *not* travel; it is plausible that participation could remain unchanged while travel changes, or participation remains unchanged but those who ride do so for more or fewer trips.
- Counts at discrete locations will not necessarily reflect population level changes. This is particularly true for automatic counts, as these sites will almost invariably be busy, high quality routes (e.g. shared paths or bridges). Such locations are inherently biased, and may not be broadly representative of changes in travel across a larger area.
- A great deal of cycling participation occurs among children, for whom much of this riding occurs off public roads in parks and backyards. Such trips are unlikely to be measured by any automatic or manual counting program. A change in childhood cycling participation will have significant effects on overall cycling participation, but may not be detected as part of counting programs.
- By asking about the week/month immediately preceding the survey there is likely to be variation related to weather. This is particularly true for riding over the past week, where participation is likely to be highly sensitive to prevalent weather conditions in the local area.

By rolling the survey fieldwork over a period of around four weeks these short term weather effects are reduced. Furthermore, weather conditions are unlikely to track in the same direction over the entire country; it may be raining in one area while sunny in another. Such effects *may* balance out when pooling the data at a national level. Irrespective, such effects are not (and cannot) be reflected in the variance estimates represented by the confidence intervals.

Appendix A: Data tables

All values in the tables herein are population proportions represented as percentages.

A.1 Cycling participation by state and territory (Figure 2.3)

Year	Period	Region								
		Aus	NSW	Vic	Qld	SA	WA	NT	Tas	ACT
2011	Week	18.2	14.8	19.9	18.1	17.9	23.1	26.3	18.9	23.1
	Month	27.1	23.9	29.9	25.8	27.0	31.0	35.9	28.0	33.3
	Year	40.2	37.5	42.6	37.9	39.3	45.1	51.7	40.2	48.0
2013	Week	16.5	15.8	16.4	17.0	13.8	18.2	23.9	13.0	24.5
	Month	24.5	24.0	25.3	23.6	20.2	27.1	32.4	22.2	34.2
	Year	37.5	38.0	38.0	35.4	31.7	41.3	46.5	34.4	47.4
2015	Week	17.4	16.7	16.6	16.1	16.6	23.0	24.1	17.8	21.2
	Month	24.3	23.4	23.2	22.1	23.1	31.8	32.6	23.8	29.7
	Year	36.3	35.8	35.9	33.2	33.0	43.3	46.1	34.8	44.1
2017	Week	15.5	12.5	16.7	16.6	14.0	18.5	25.6	16.0	26.0
	Month	21.8	17.8	23.5	24.1	19.9	24.8	33.6	23.8	33.5
	Year		29.5	35.8	35.4	30.9	41.9	46.1	34.9	46.5

A.2 Cycling participation by capital city (Figure 2.4)

Year	Period	Capital City						
		Sydney	Melbourne	Brisbane	Adelaide	Perth	Darwin	Hobart
2011	Week	11.6	18.8	18.0	16.6	23.3	24.0	18.1
	Month	21.7	28.5	26.3	26.5	31.0	33.9	27.1
	Year	36.2	41.4	40.5	38.6	45.2	48.6	39.3
2013	Week	15.5	14.5	15.8	13.1	16.5	22.9	15.1
	Month	24.3	24.2	23.6	19.2	25.6	31.9	25.4
	Year	39.0	37.4	36.6	31.0	40.2	46.7	38.8
2015	Week	13.3	15.1	15.5	15.5	20.2	21.9	18.0
	Month	21.4	22.0	21.9	22.4	29.1	31.0	24.5
	Year	34.9	34.7	34.9	32.7	40.8	45.9	33.2
2017	Week	10.3	17.2	13.7	12.2	17.8	26.0	15.1
	Month	14.3	23.5	21.6	18.1	24.0	33.8	25.7
	Year	25.4	36.2	33.9	30.8	42.1	45.8	37.8

A.3 Cycling participation by regional area (Figure 2.5)

Year	Period	Regional area						
		NSW	Vic	Qld	SA	WA	NT	Tas
2011	Week	20.2	23.4	18.3	22.1	22.6	29.1	19.5
	Month	27.7	33.9	25.3	28.7	31.1	38.3	28.8
	Year	39.	46.0	35.5	41.6	44.9	55.6	40.9
2013	Week	16.4	22.0	18.0	16.0	23.5	25.2	11.4
	Month	23.5	28.7	23.7	23.4	31.8	33.1	19.7
	Year	36.2	40.0	34.3	34.1	44.7	46.1	31.1
2015	Week	22.6	21.0	16.0	20.2	31.7	26.9	17.6
	Month	26.8	27.0	21.8	25.2	40.5	34.8	23.3
	Year	37.5	39.6	32.0	33.8	50.8	46.3	36.1
2017	Week	16.3	15.5	17.7	20.0	20.6	25.0	16.7
	Month	23.9	23.4	25.2	25.6	27.4	33.3	22.3
	Year	36.6	34.6	36.2	31.1	41.1	46.5	32.7

A.4 Cycling participation by gender (Figure 2.6)

Year	Period	Gender	
		Male	Female
2011	Week	22.7	13.7
	Month	32.5	21.8
	Year	46.8	33.7
2013	Week	20.8	12.2
	Month	29.9	19.3
	Year	44.1	31.1
2015	Week	21.7	13.3
	Month	29.3	19.4
	Year	41.8	30.9
2017	Week	20.4	10.7
	Month	27.3	16.5
	Year	39.5	29.0

A.5 Cycling participation by age (Figure 2.7)

Year	Period	Age group				
		0 -9	10 -17	18 - 29	30 - 49	50 +
2011	Week	48.3	33.6	12.8	14.0	6.7
	Month	63.3	50.3	20.3	23.4	10.6
	Year	70.3	74.7	37.0	38.8	18.4
2013	Week	44.4	32.2	10.6	12.0	6.2
	Month	60.0	46.7	16.5	20.6	9.2
	Year	70.5	66.8	31.4	37.0	16.7
2015	Week	48.6	37.2	10.7	13.0	5.4
	Month	61.2	49.8	17.0	19.6	8.5
	Year	68.7	72.9	32.6	34.5	14.3
2017	Week	40.7	33.1	11.5	10.7	5.6
	Month	50.9	47.8	16.7	17.0	7.9
	Year	64.9	71.4	31.5	30.6	13.5

A.6 Cycling participation by gender and age (Figure 2.8)

Year	Period	Age group									
		0 -9		10 -17		18 - 29		30 - 49		50 +	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
2011	Week	50.3	46.2	42.2	24.9	16.4	9.0	19.0	9.2	9.9	3.9
	Month	64.1	62.4	59.0	41.5	24.7	15.4	29.7	17.4	15.0	6.5
	Year	69.8	70.7	81.3	67.9	43.4	29.9	46.9	31.1	25.2	12.2
2013	Week	48.1	40.5	40.5	24.7	14.0	6.5	16.4	7.7	9.3	3.4
	Month	64.8	54.9	54.2	39.9	20.4	11.7	26.8	14.7	13.4	5.4
	Year	75.0	65.8	72.5	61.5	36.9	24.8	44.8	29.6	23.1	10.8
2015	Week	51.9	45.1	44.3	29.6	14.6	6.5	17.7	8.5	7.5	3.5
	Month	63.2	59.1	56.1	43.1	21.4	12.4	25.5	13.8	12.2	5.1
	Year	69.4	67.9	75.6	70.0	37.1	27.8	41.9	27.3	19.6	9.6
2017	Week	43.8	37.4	50.4	16.9	15.4	6.5	13.3	8.1	9.0	2.6
	Month	51.7	50.0	63.9	32.7	21.2	11.0	22.2	12.1	11.5	4.7
	Year	65.2	64.7	82.0	61.5	34.3	28.1	35.8	25.5	19.3	8.2

Appendix B: Survey script

INTRODUCTION

My name is (...) calling on behalf of [insert relevant state roads authority or Council] from Market Solutions, a social and market research company. Today we are conducting a quick survey about the travel habits of people across Australia. The survey will be used to track travel patterns over time. Would you be able to spend a few minutes describing a little about the way you get around?

RESPONDENTS MUST BE AGED 15 YEARS OR OVER. DO NOT MENTION CYCLING IN INTRO.

Your responses will be held strictly confidential. My supervisor may listen to parts of this interview to assist in quality control monitoring.

CONTINUE	1
Schedule Callback	2
Soft refusal	3
Hard refusal	4
Non qualifying	5
Not a residential number	6
Terminated early	7
Communication difficulty	8
Language other than English	9
No contact on final attempt	10
Over quota	11
Duplicate	12
Away for duration of study	13
Non working number	14
No answer	15
Answering machine – msg left	16
Answer mach. – other attempts	17
Engaged	18
Incorrect details	19

CONFIRM LOCATION (LGA, REGION)

Q.1. We are interested in speaking to people who live in [READ IN POSTCODE]. Can you confirm this is your postcode?

Yes	1
No (SPECIFY POSTCODE)	2

Q.2. Ask only Council samples – otherwise go to next question

And can you confirm that your council area is (READ IN COUNCIL AREA)?

INSERT COUNCIL AREA

CHECK QUOTAS AND CONTINUE OR TERMINATE AS REQUIRED

SECTION 1: MAIN RESPONDENT'S TRAVEL

Q.3. In the last 7 days, have you used any of the following? (READ OUT) (ACCEPT MULTIPLES)

Car as a driver	1
Car as a passenger	2
Motorcycle	3
Train	4
Bus	5
Tram	6
Bicycle, even just riding in your backyard	7
None of the above	8

INTERVIEWER NOTE: DEFINITIONS OF BICYCLES INCLUSIONS:

- ADULT AND CHILDREN'S BICYCLES WITH TWO OR MORE WHEELS
- CHILDRENS BICYCLES WITH TRAINING WHEELS

EXCLUSIONS:

- ANY REGISTERED VEHICLES (E.G. MOPEDS)
- CHILDREN RIDING TOYS SUCH AS TRICYCLES AND SCOOTERS
- CHILDREN WHO ARE IN A SEAT OR TRAILER ON A BICYCLE
- RIDING ON A STATIONARY EXERCISE BICYCLE

Q.4. Ask if did not ride in the last 7 days – otherwise go to next question

When did you last ride a bicycle? (READ OUT) (ONE ONLY)

In the last 2 weeks	1
In the last 3 weeks	2
In the last 4 weeks	3
More than a month ago	4
More than a year ago	5
Never	6

Q.5. Ask if last rode in the last 7 days – otherwise go to Q.7

In the last 7 days, on how many days did you ride a bicycle?

INSERT NO. DAYS

Q.6. What is your best estimate of the total time you have spent riding over the past 7 days?

INTERVIEWER NOTE: Record number of HOURS. e.g. 90 minutes should be recorded as 1.5 hours.

INSERT NO. OF HOURS

Q.7. Ask if rode in past 4 weeks – otherwise go to next question

For what purposes did you ride over the last 7 days/2 weeks/3 weeks/4 weeks? (READ OUT)
(ACCEPT MULTIPLES)

- | | |
|--|---|
| To or from work | 1 |
| To or from school, university or study | 2 |
| To or from shopping | 3 |
| For recreation or exercise | 4 |
| To get a train, bus or tram | 5 |
| To visit friends or relatives | 6 |
| Some other reason (Specify) | 7 |

Q.8. Ask if rode in past year – otherwise go to Q.10

Which of the following statements best describes you? Would you say you... (READ OUT)

- | | |
|--|---|
| Are new to cycling (started cycling in the last 12 months) | 1 |
| Have started to cycle again after a break of 12 months or more | 2 |
| Have been cycling for more than 12 months | 3 |

Q.9. Ask if rode in past year and have been cycling for more than 12 months – otherwise go to next question

And would you say that you... (READ OUT)

- | | |
|---------------------------------------|---|
| Cycle more frequently than a year ago | 1 |
| Cycle as frequently as a year ago | 2 |
| Cycle less frequently than a year ago | 3 |

SECTION 2: MAIN RESPONDENT'S DEMOGRAPHICS

We are interested in understanding a little about those who ride bikes and those who do not. This will help us understand how interest in cycling changes over time.

Q.10. Just a couple of questions now to help us analyse responses.

GENDER: (RECORD AUTOMATICALLY)

Male	1
Female	2

Q.11. AGE: What is your age? (INSERT 99 FOR DON'T KNOW – NONE SHOULD BE UNDER 15 YEARS OF AGE)

Under 2 years	1
2 to 4 years	2
5 to 9 years	3
10 to 14 years	4
15 to 17 years	5
18 to 24 years	6
25 to 29 years	7
30 to 39 years	8
40 to 49 years	9
50 to 59 years	10
60 to 69 years	11
70 to 79 years	12
80 years or over	13
(Refused)	14

Q.12. OCCUPATION: Which of the following categories apply to you at the moment? (READ OUT) (ACCEPT MULTIPLES)

Student – Full time	1
Student – Part time	2
Work – Full time (>35hrs/week)	3
Work – Part time (<35hrs/week)	4
Work – Casual	5
Work – Unpaid voluntary work	6
Unemployed and looking for work	7
Home duties	8
Pensioner – not retirement age	9
Retired – on pension	10
Retired – not on pension	11
Other (Specify)	12
(Refused)	13

Q.13. How many people usually live in your household? INCLUDE ALL AGES – A RESIDENT IS SOMEONE WHO HAS, OR WILL, LIVE AT THE HOUSEHOLD FOR A PERIOD OF AT LEAST 3 MONTHS

RECORD NUMBER.....

Ask next section if household has more than 1 member – otherwise go to close

SECTION 3: OTHER HOUSEHOLD MEMBERS TRAVEL

INTRO > 2 PEOPLE IN HOUSEHOLD:

We would now like to understand a little about the way the other people in your household use bikes and get a little detail about them. Starting with the oldest person in the household other than yourself and working down, could you tell me...?

INTRO = 2 PEOPLE IN HOUSEHOLD:

We would now like to understand a little about the way other people in your household use a bike and get a little detail about them, could you tell me...?

ASK Q.14 – Q.21 FOR EACH OTHER HOUSEHOLD MEMBER THEN GO TO CLOSE

Q.14. GENDER: What is their gender?

- Male 1
- Female 2

Q.15. AGE: What is their age? (INSERT 99 FOR DON'T KNOW)

- Under 2 years 1
- 2 to 4 years 2
- 5 to 9 years 3
- 10 to 14 years 4
- 15 to 17 years 5
- 18 to 24 years 6
- 25 to 29 years 7
- 30 to 39 years 8
- 40 to 49 years 9
- 50 to 59 years 10
- 60 to 69 years 11
- 70 to 79 years 12
- 80 years or over 13

(Refused)	14
(Don't know)	15

Q.16. Ask for each person aged five years or over – otherwise go to next section OCCUPATION: Which of the following categories apply to THIS PERSON at the moment? (READ OUT) (ACCEPT MULTIPLES)

Student – Full time	1
Student – Part time	2
Work – Full time (>35hrs/week)	3
Work – Part time (<35hrs/week)	4
Work – Casual	5
Work – Unpaid voluntary work	6
Unemployed and looking for work	7
Home duties	8
Pensioner – not retirement age	9
Retired – on pension	10
Retired – not on pension	11
Other (Specify)	12
(Refused)	13
Child – not school age	14

Q.17. In the last 7 days, has this person used any of the following methods of transport? (READ OUT) (ACCEPT MULTIPLES)

Car as a driver	1
Car as a passenger	2
Motorcycle	3
Train	4
Bus	5
Tram	6
Bicycle, even just riding in your backyard	7
None of the above	8
(Don't know)	7

INTERVIEWER NOTE: DEFINITIONS OF BICYCLES

INCLUSIONS:

- ADULT AND CHILDREN'S BICYCLES WITH TWO OR MORE WHEELS
- CHILDRENS BICYCLES WITH TRAINING WHEELS

EXCLUSIONS:

- ANY REGISTERED VEHICLES (E.G. MOPEDS)
- CHILDREN RIDING TOYS SUCH AS TRICYCLES AND SCOOTERS
- CHILDREN WHO ARE IN A SEAT OR TRAILER ON A BICYCLE
- RIDING ON A STATIONARY EXERCISE BICYCLE

Q.18. Ask if did not ride in the last 7 days – otherwise go to next question

When did THIS PERSON last ride a bicycle? (READ OUT) (ONE ONLY)

In the last 2 weeks	1
In the last 3 weeks	2
In the last 4 weeks	3
More than a month ago	4
More than a year ago	5
Never	6
(Don't know)	7

Q.19. Ask if last rode in the last 7 days – otherwise go to Q21

In the last 7 days, on how many days did they ride a bicycle? (RECORD 99 FOR DON'T KNOW)

INSERT NO. DAYS

Q.20. What is your best estimate of the total time they have spent riding over the past 7 days?

(RECORD 99 FOR DON'T KNOW)

INTERVIEWER NOTE: Record number of HOURS. E.g. 60 minutes should be recorded as 1 hour.

INSERT NO. OF HOURS

Q.21. Ask if rode in past 4 weeks, otherwise go to next question

For what purposes did they ride over the last 7 days/2 weeks/3 weeks/4 weeks? (READ OUT)

(ACCEPT MULTIPLES)

To or from work	1
To or from school, university or study	2
To or from shopping	3
For recreation or exercise	4
To get a train, bus or tram	5
To visit friends or relatives	6
Some other reason (Specify)	7

Q.22. How many bicycles in working order are in your household? INTERVIEWER NOTE:
DEFINITIONS OF BICYCLES

INCLUSIONS:

- ADULT AND CHILDREN'S BICYCLES WITH TWO OR MORE WHEELS
- CHILDRENS BICYCLES WITH TRAINING WHEELS

EXCLUSIONS:

- ANY REGISTERED VEHICLES (E.G. MOPEDS)
- CHILDREN RIDING TOYS SUCH AS TRICYCLES AND SCOOTERS
- CHILDREN WHO ARE IN A SEAT OR TRAILER ON A BICYCLE
- RIDING ON A STATIONARY EXERCISE BICYCLE

RECORD NUMBER.....

CLOSE

Q23. As part of quality control procedures, someone from our project team may wish to re-contact you to verify a couple of responses you provided today. For this reason, may I please have your first name?

RECORD FIRST NAME

Q24. As this is market research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purposes. Your answers will be combined with those of other participants, no individual responses will be identified.

We do re-contact people from time to time for related research projects. Would it be okay if we contacted you again in the future to invite you to participate in any similar research? We will only use this information to contact you to invite you to participate in research, your details will not be passed on to any third party.

IF AGREE, SAY: We will only keep your contact details on record for 12 months. You may ask to have your details removed at any time over the next 12 months.

- Agree to future research 1
- Do not agree to future research 2

CLOSE: That's the end of the interview. Thank you for your time and responses. My name is (...) from Market Solutions, if you have any queries about this survey feel free to call this office during

business hours – would you like the number? (Provide number if required – 03 9372 8400 and ask to speak to Anna Lethborg. If you have any general queries, you can call the Market Research Society's Survey Line on 1300 364 830.

RECORD INTERVIEWER'S ID

AUDITING (OFFICE ONLY)

Q25. Was the date and time of interview correct?

Yes 1
No 2

Q26. Was the interview recorded correctly?

Yes 1
No 2

Q27. Was the interviewer courteous?

Yes 1
No 2

Q28. AUDITOR'S ID

ENTER ID.....



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