



SHARE THE ROAD

Summary: Public Opinion Survey 2013

These results are from an Ontario-wide online survey of 1431 interviews fielded by Strategic Communications, Inc., from the 13th to 17th of May, 2013. The data are regionally weighted to match gender, age and regional composition to reflect that of actual Ontario population according to 2006 census.

Key findings

- Interest and support for cycling increased substantially during the past year
- There is an emerging consensus that government should promote active transportation, and growing support for a wide range of policy measures
- People "get it". We are at the 'tipping point' of broad public support for cycling
 - Most don't need to be persuaded about health, social, economic and environmental benefits of cycling
- Positive public opinion has created important new opportunities for cycling advocates

Ontario cyclists and drivers

- Among Ontarians, roughly three in ten (36%) report riding their bikes on a regular basis:
 - Monthly (14% up from 12% in 2012)
 - Weekly (17% up from 13% in 2012)
 - Every day or nearly every day (5% up from 4% in 2012)
- Among daily riders, the highest proportions are in Toronto (7%), followed closely by the rest of the province (6%) and the lowest are in the rest of the GTA (2%)
- Driving a car (at least weekly) is almost as common among cyclists (75%) as it is among the total population (83%) - underlining an important fact behind the so-called 'war' between drivers and cyclists – most avid cyclist are also regular drivers

More want to cycle

- A majority of Ontarians (69%) indicated that they would prefer to cycle more often, an increase from 58% in 2012 and 53% in 2011.
- Groups that expressed the strongest interest in cycling more included:
 - Individuals aged 18-34 (77%)
 - Individuals aged 35-49 (74%)
 - Regular cyclists (76%)
 - Those who drive their car every day (70%)



- If they had the opportunity to bicycle more often, the majority of Ontarians said they would do so for recreational pursuits (57%) while the remainder (43%) focused on more utilitarian cycling: commuting to work or school (10%) or a mix of needs such as shopping (30%).

Unlocking pent-up demand

- Measures that would make individuals *most likely* to cycle more often:
 - "More bicycle lanes and trails to places I want to go" (56% overall, highest in Toronto at 58%)
 - "If the places I want to get to were closer to where I live" (30% overall, highest in GTA outside Toronto at 36%)
 - "Laws requiring motorists to leave 1 metre of space when passing cyclists" (25% overall, highest in Toronto at 30%)
 - Respondents also mentioned shower and bicycle facilities at school/work (17%), ability to take bikes on public transit (13%) and a mandatory helmet law (4%)

Support for government action

- In terms of government response, support was highest for the Provincial Government to take action on:
 - Investing in infrastructure so more people can leave their cars at home and ride a bike more often (74% agree)
 - Investing in cycling and walking as part of a long-term transit plan (73% agree)
 - Earmarking a portion of road spending to meet the needs of cyclists who also use Ontario's roads (71% agree)
 - Investing in the development of active travel plans to promote walking and cycling to schools (89% support)
- Regarding the role of specific Provincial agencies and the various transportation plans they are proposing:
 - 73% of respondent felt that walking and cycling should play a role in the Province and GTA's discussion about the long-term investment of over \$30 billion to improve transportation in the GTA and Hamilton Area
 - 67% thought that Metrolinx should make cycling and walking a part of their "Big Move" plan
 - 61% thought that bike lanes and paths should be part of the planning and legacy of the Pan Am Games
- 76% of respondents thought that better cycling infrastructure and planning would address gridlock and transportation congestion



- 74% thought that cycling had a role to play in improving health and easing strain on the healthcare system
- 78% of respondents felt that more people would ride if there was better cycling infrastructure, such as bike lanes and paved shoulders
 - 7 in 10 say their own communities need these infrastructure improvements
- 65% of respondents would support new and increased tax streams if it supported better cycle infrastructure. This is lower than support for transit (70%), but similar to support for roads and pedestrian infrastructure (both 66% support) and higher than supports for highways (62%)

BIXI

- In Toronto, 73% agreed that bike-share programs are part of a public transport system that can reduce gridlock and contribute to the livability of our city
- 68% agreed that the City of Toronto should make a financial contribution so that BIXI is sustainable part of the transportation and transit network

Methods

This survey was fielded online using a proprietary panel from May 13th-17th, 2013, by research consultancy Strategic Communications, Inc. The total sample was 1,431 completed surveys with Ontarians aged 18 and older. This yields a weighted province-wide sample of 1,000n, with a Toronto oversample of 400, and a 'rest of GTA' oversample of 400. This data was statistically weighted to ensure that the sample's regional gender, age and education composition reflects that of the actual Ontario population according to the 2006 Census.