

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place February 7, 2018 – February 28, 2018
- Utilized a proprietary online research panel
- Responses are weighted by state

Key Measures

- Bicycle Riding Habits and Concerns

1. Has you bicycle ever become disabled/unrideable while you were riding it?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Yes	29%	26%	22%	23%	17%	20%	23%	15%	29%	23%	24%
No	71%	74%	78%	77%	83%	80%	77%	85%	71%	77%	76%

2. For what reason do you primarily ride your bicycle?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Recreational use	51%	47%	56%	63%	56%	61%	61%	55%	54%	65%	55%
Health/exercise	42%	42%	35%	31%	40%	35%	34%	37%	38%	27%	38%
Non-recreational use (i.e. going to work)	3%	7%	5%	3%	2%	2%	2%	4%	4%	4%	4%
Competitive bicycling	3%	3%	4%	1%	1%	1%	1%	1%	2%	2%	2%
Other	1%	1%	<1%	2%	1%	1%	2%	3%	2%	2%	1%

3A. Would having access to a bicycle roadside assistance service encourage you to ride your bicycle more: *In General?*

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Yes, I would ride my bicycle more often	42%	47%	39%	23%	29%	22%	19%	20%	38%	25%	35%
No, I would not change my riding habits	58%	53%	61%	77%	71%	78%	81%	80%	62%	75%	65%

3B. Would having access to a bicycle roadside assistance service encourage you to ride your bicycle more: *for non-recreational use (i.e. ride to work)?*

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Yes, I would ride my bicycle more often	27%	34%	26%	19%	23%	16%	15%	19%	32%	20%	25%
No, I would not change my riding habits	73%	66%	74%	81%	77%	84%	85%	81%	68%	80%	75%

4A. Where do you purchase most of your *bicycle purchases* ?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Local bike shop	40%	41%	50%	53%	50%	51%	48%	37%	42%	60%	47%
Big-box retailer (i.e. Walmart, Target, etc.)	40%	38%	37%	35%	37%	38%	41%	48%	44%	28%	38%
Online retailer	14%	18%	10%	6%	8%	5%	6%	8%	10%	7%	10%
Other	6%	3%	3%	6%	5%	6%	5%	7%	4%	5%	5%

4B. Where do you purchase most of your accessories/parts purchases ?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	235	213	260	297	278	306	229	296	213	274	2,601
5. What type of credit card rewards do you like the most? (Select one answer)	36%	35%	40%	45%	44%	41%	40%	35%	33%	51%	40%
Big-box retailer (i.e. Walmart, Target, etc.)	29%	31%	30%	27%	30%	28%	33%	34%	35%	21%	29%
Online retailer	22%	21%	16%	16%	11%	14%	11%	12%	22%	14%	17%
Other	<1%	1%	2%	1%	<1%	1%	1%	3%	1%	1%	1%
None, have not bought any bicycle accessory/parts	13%	12%	12%	11%	15%	16%	15%	16%	9%	13%	13%

5. When riding your bicycle in traffic, do you ride with or against traffic?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	235	213	260	297	278	306	229	296	213	274	2,601
Ride with traffic	60%	46%	59%	58%	53%	63%	51%	51%	54%	72%	58%
Ride against traffic	15%	23%	16%	15%	20%	16%	13%	17%	22%	11%	17%
Neither, do not ride bicycle in the road/street	25%	31%	25%	27%	27%	21%	36%	32%	24%	17%	25%

6. Where do you ride your bicycle most often?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	235	213	260	297	278	306	229	296	213	274	2,601
The road/street	28%	29%	35%	30%	31%	38%	30%	35%	35%	41%	32%
Bicycle trails (not in parks)	20%	17%	22%	40%	22%	27%	33%	19%	14%	32%	23%
Parks (with bicycle trails)	22%	32%	24%	16%	19%	18%	22%	18%	32%	16%	23%
Sidewalk	25%	20%	19%	12%	27%	15%	12%	23%	17%	11%	20%
Other	5%	2%	0%	2%	1%	2%	3%	5%	2%	0%	2%

7. When riding your bicycle, do you....(Select all that apply)											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	235	213	260	297	278	306	229	296	213	274	2,601
Bring cell phone	66%	76%	75%	82%	77%	84%	81%	83%	78%	79%	75%
Bring water	54%	69%	61%	66%	65%	66%	56%	58%	65%	66%	62%
Wear a helmet	41%	57%	37%	47%	42%	41%	45%	31%	59%	49%	44%
Bring a bicycle lock	35%	40%	40%	32%	36%	37%	32%	32%	38%	37%	37%
Use a bicycle light	34%	36%	27%	30%	19%	20%	24%	14%	32%	28%	29%
Wear reflective gear	23%	30%	24%	18%	22%	18%	21%	16%	37%	22%	24%
Carry personal safety equipment (i.e. pepper spray)	17%	27%	15%	13%	16%	9%	7%	11%	24%	9%	16%
None of the above	5%	1%	3%	6%	6%	2%	7%	9%	3%	6%	4%

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Agree	68%	55%	53%	49%	49%	51%	41%	42%	58%	58%	57%
Neither Agree nor Disagree	24%	31%	35%	37%	38%	33%	40%	39%	31%	34%	32%
Disagree	8%	14%	12%	14%	13%	16%	19%	19%	11%	8%	11%

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	235	213	260	297	278	306	229	296	213	274	2,601
Being hit by a vehicle	71%	64%	67%	72%	69%	68%	74%	64%	68%	70%	69%
Distracted drivers	60%	64%	60%	72%	64%	73%	67%	67%	67%	66%	64%
Drivers not seeing me	57%	61%	66%	67%	63%	65%	63%	61%	69%	62%	62%
Being cut off by a driver	45%	43%	52%	44%	44%	40%	34%	37%	44%	45%	45%
Not having bicycle lanes	35%	44%	30%	27%	39%	27%	27%	22%	37%	32%	34%
Riding bicycle on poor road conditions	33%	34%	36%	34%	33%	29%	28%	20%	34%	36%	33%
Other	2%	1%	1%	1%	1%	0%	2%	2%	2%	2%	1%
None, I am not concerned about riding my bicycle in traffic	8%	7%	7%	7%	9%	8%	8%	11%	6%	7%	8%

10. What concerns, if any, do you have driving next to a bicycle rider in the road? (Select all that apply) (Asked of all respondents)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	454	485	463	495	448	480	453	484	494	459	4,715
Bicycle riders swerving/falling into traffic	57%	56%	61%	60%	54%	57%	57%	63%	60%	61%	58%
Not having enough room to drive around bicycle riders	56%	56%	55%	61%	55%	54%	55%	51%	55%	56%	56%
Bicycle riders being in the middle of traffic lanes	44%	41%	46%	46%	43%	44%	43%	41%	39%	44%	43%
Not seeing the bicycle rider	39%	43%	49%	47%	45%	41%	51%	47%	42%	43%	43%
Other	1%	2%	3%	2%	2%	3%	3%	1%	2%	2%	2%
None, I am not concerned about driving next to bicycle riders	8%	11%	10%	8%	11%	11%	10%	10%	11%	9%	10%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from February 7, 2018 – February 28, 2018. A total of 4,715 residents completed the survey, with 2,601 owning a bicycle. Total results have a maximum margin of error of ± 1.9 percentage points. Responses are weighted by state to ensure reliable and accurate representation of the adult population (18+).