

2015

National Cycling Participation Survey

South Australia



**AUSTRALIAN
BICYCLE COUNCIL**



Austrroads

National Cycling Participation Survey 2015: South Australia

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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 16.6% (95% CI: 14.4% - 18.8%) of SA residents ride a bicycle in a typical week. One third (33%, 95% CI: 30.4% - 35.5%) had done so in the past year. In both Adelaide and regional South Australia there appears to have been an increase in cycling participation between 2013 and 2015, such that cycling participation measured over the past week are similar to 2011. Participation rates over the past year are however lower than in 2011.

Keywords

National Cycling Strategy, cycling participation, active transport

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Austrroads' purpose is to:

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- provide expert technical input to national policy development on road and road transport issues
- promote improved practice and capability by road agencies
- promote consistency in road and road agency operations.

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- Department of State Growth Tasmania
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1 Introduction

1.1 Background

The National Cycling Participation Survey (NCPS) is a standardised survey that has been repeated biennially since March/April 2011. 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 households. As 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 estimated resident population for 30 June 2014 provided by the ABS.

1.3 Statistical significance

The estimates presented in this report are based on a sample of residents from South Australia. These estimates are subject to sampling variability as only a proportion of residents (approximately 1.0% of the resident population) were interviewed. The approach adopted in this report to represent this variability is to identify estimates where the relative standard error (RSE) exceeds 25% (denoted by a *) and exceeds 50% (denoted by **). Larger RSEs imply lower accuracy. As such, estimates denoted with a * should be treated with caution and those denoted with ** should be considered unreliable.

In some instances, for example for participation rates, the 95% confidence interval is reported. 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 of a comparison parameter.

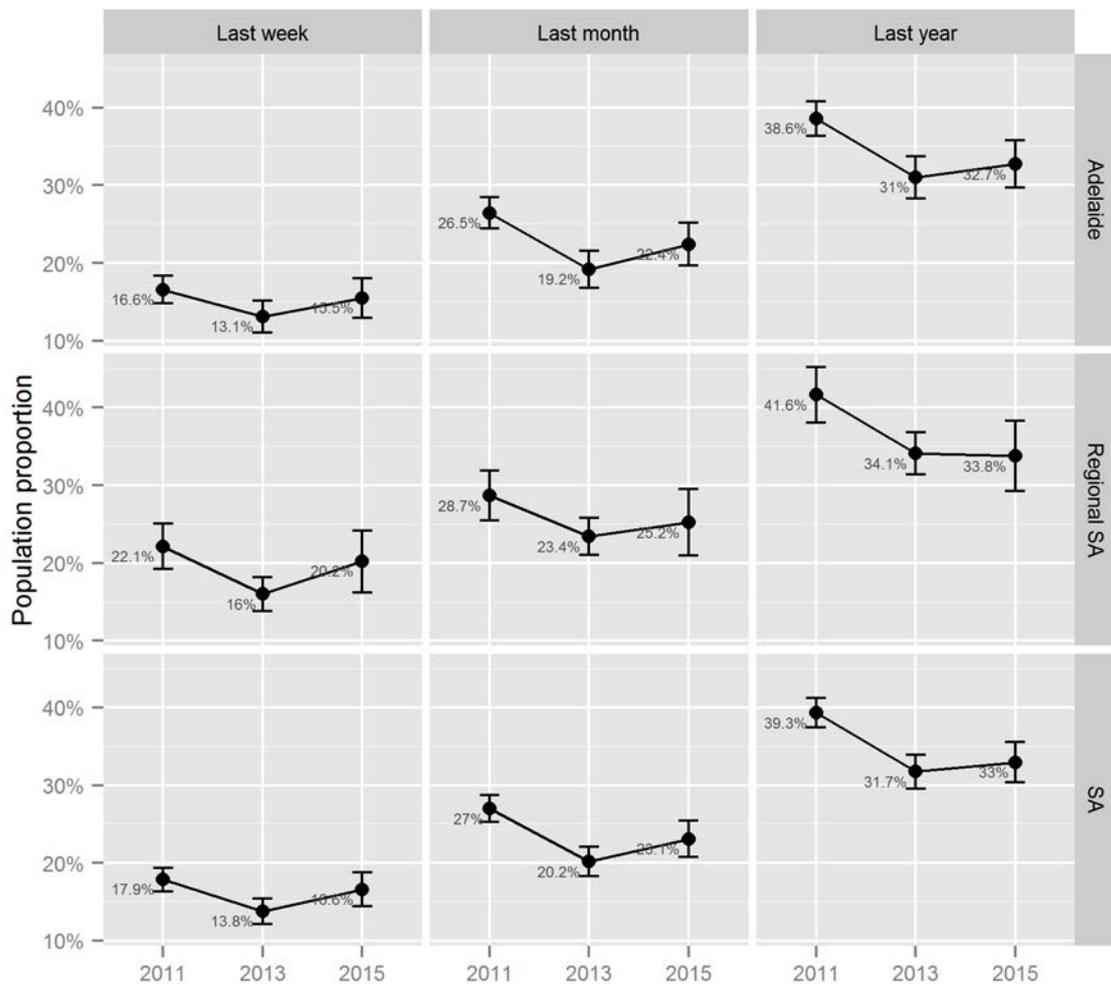
¹ Munro, C. (2011) *Australian Cycling Participation: Results of the 2011 National Cycling Participation Survey*, Austroads Publication No. AP-C91-11.

1.4 Survey sample

The sample consisted of 528 households containing 1,194 individuals.

2 Results

The survey suggests that 16.6% (95% CI: 14.4% - 18.8%) of SA residents ride a bicycle in a typical week. One third (33%, 95% CI: 30.4% - 35.5%) had done so in the past year (Figure 2.1). In both Adelaide and regional South Australia there appears to have been an increase in cycling participation between 2013 and 2015, such that cycling participation measured over the past week are similar to 2011. Participation rates over the past year are however lower than in 2011.

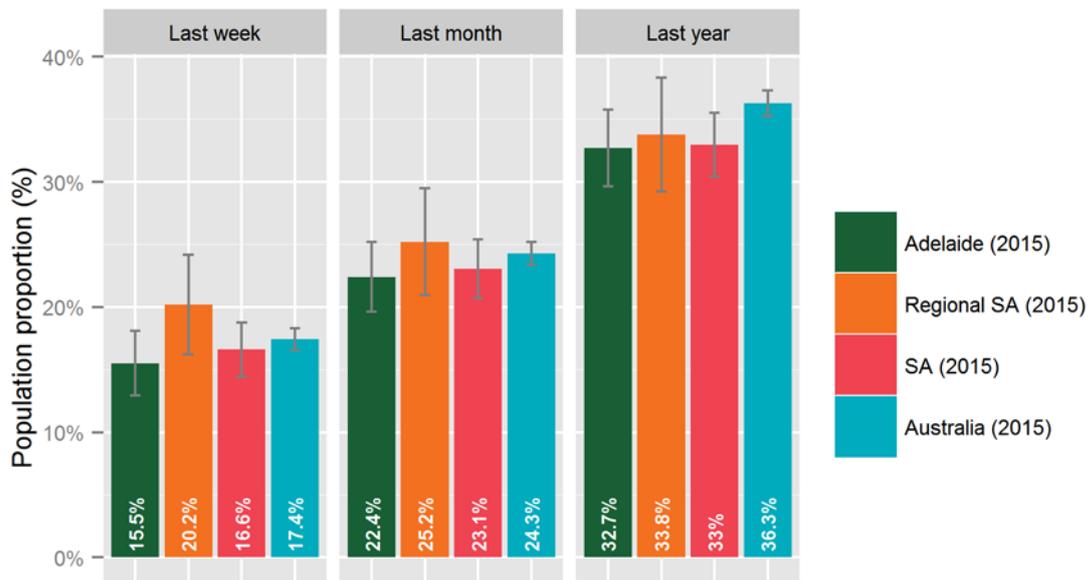


Sample: All persons.

■ Figure 2.1: Cycling participation of residents (error bars represent 95% confidence intervals)

These participation rates translate to approximately 279,900 residents riding in a typical week and 555,700 residents riding at least once in a typical year.

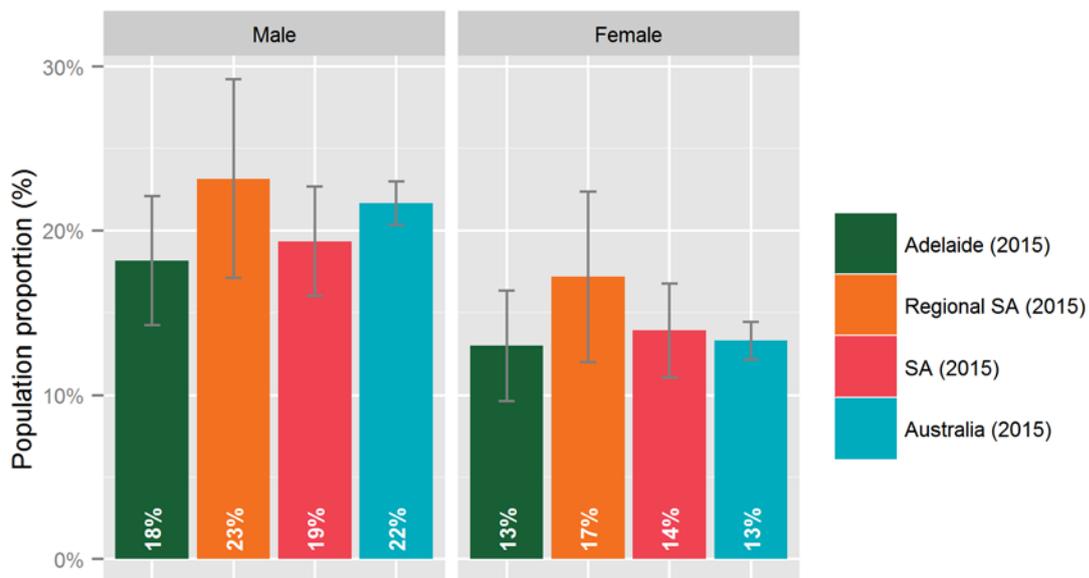
The cycling participation rate by residents of regional South Australia are higher than among Adelaide residents, particularly when measured over the past week or month (Figure 2.2).



Sample: All persons.

■ Figure 2.2: Cycling participation comparison by area

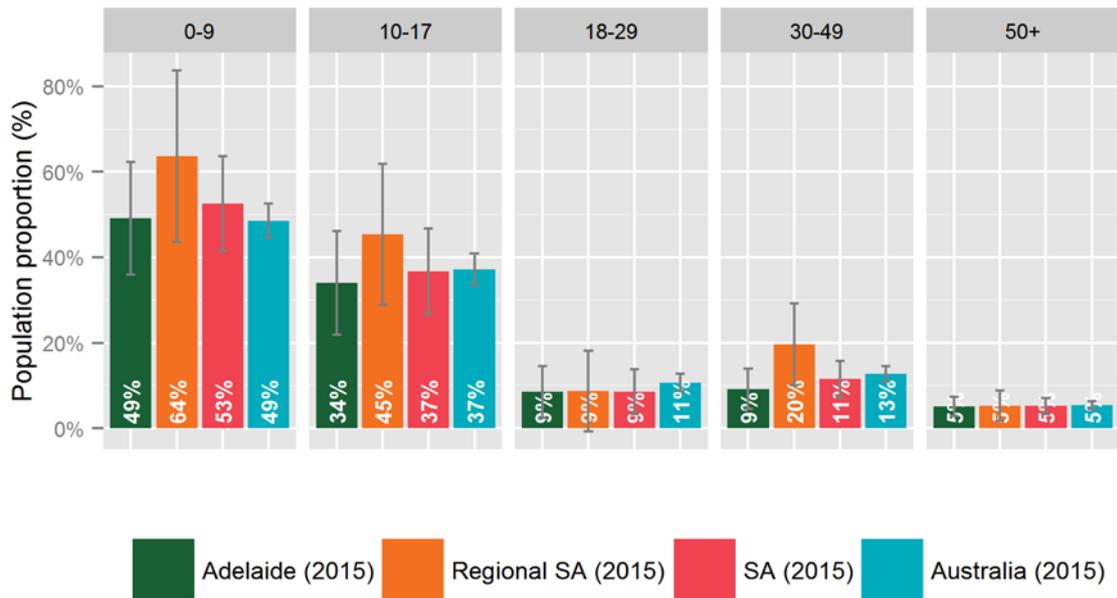
Males are significantly more likely to have ridden in the past week than females (Figure 2.3). The cycling participation rate is higher among both males and females in regional South Australia in comparison to Adelaide.



Sample: All persons, cycling participation in past week.

■ Figure 2.3: Cycling participation by gender

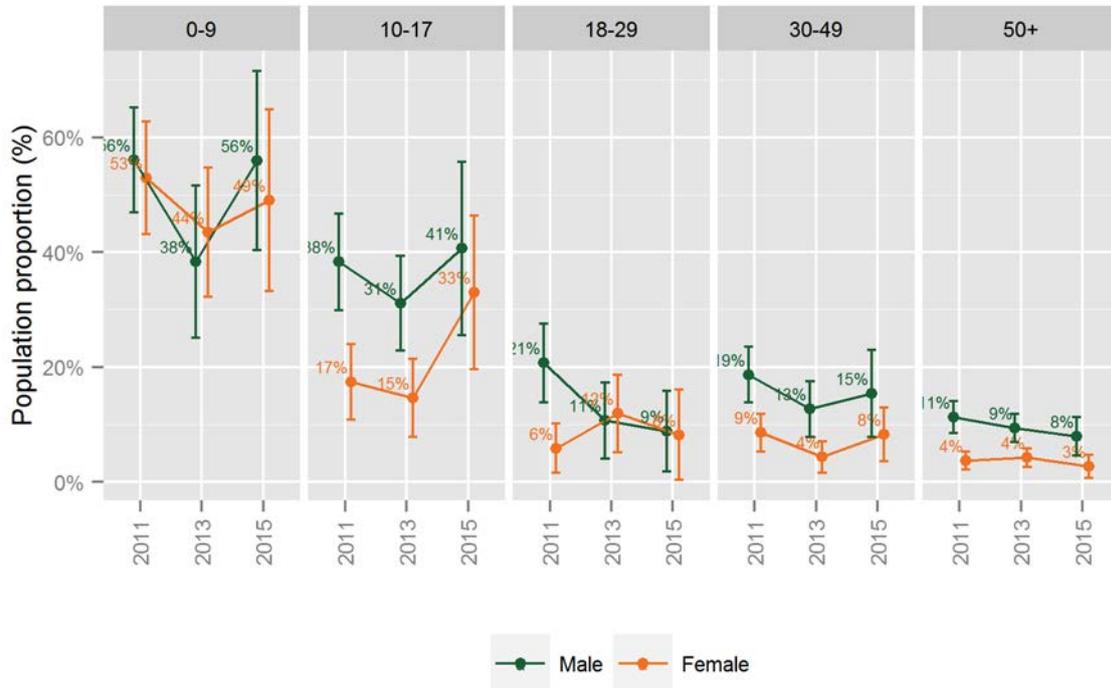
The highest cycling participation rate (measured as those who had ridden in the past week) was among children aged under 10 (Figure 2.4). The participation rate decreases significant among older children, and particularly into young adulthood. The cycling participation rate among adults aged 30 to 49 years is significantly greater in regional South Australia than in Adelaide.



Sample: All persons, cycling participation in past week.

■ Figure 2.4: Cycling participation by age

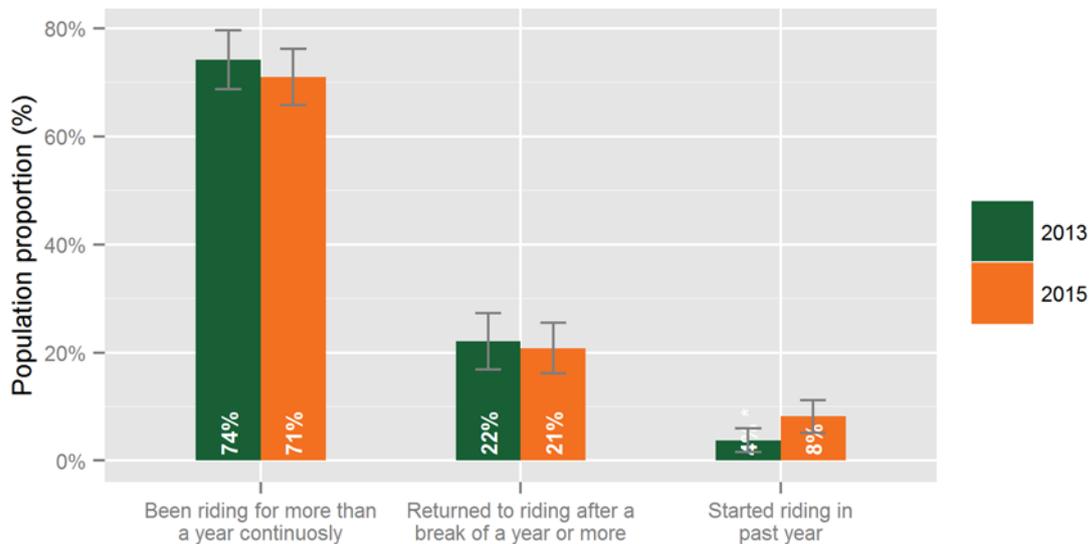
The recovery in the cycling participation rate between 2013 and 2015 appears to have been driven by an increase in cycling participation among children (Figure 2.5). Among adults cycling participation appears to have decreased among those aged 18 to 29 and over 50, while there may have been a marginal increase among those aged 30 to 49 years.



Sample: All persons, cycling participation in past week.

■ Figure 2.5: Cycling participation by age and gender

Those who indicated that they had ridden at least once over the past year were asked whether they had been cycling for a long period consistently, had recently started riding again or were altogether new to riding. This sample corresponds only to those aged 15 and over, which will contribute to the low proportion of those new to cycling. In both 2013 and 2015 just over 20% of riders have returned to riding after a break of a year or more. There is some indication that there are more new riders; in 2015 around 8% of those riding in the last year had only started riding in that period.



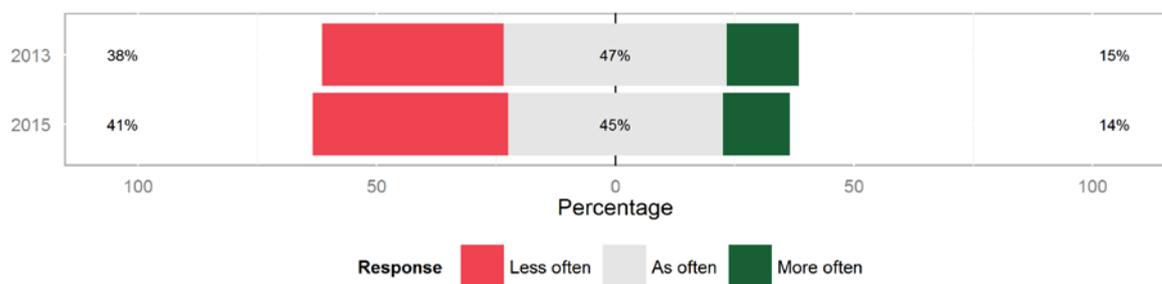
Sample: Persons aged 15+ who had ridden in the past year.

* Estimate should be treated with caution.

** Estimate should be considered unreliable.

■ Figure 2.6: Cycling history

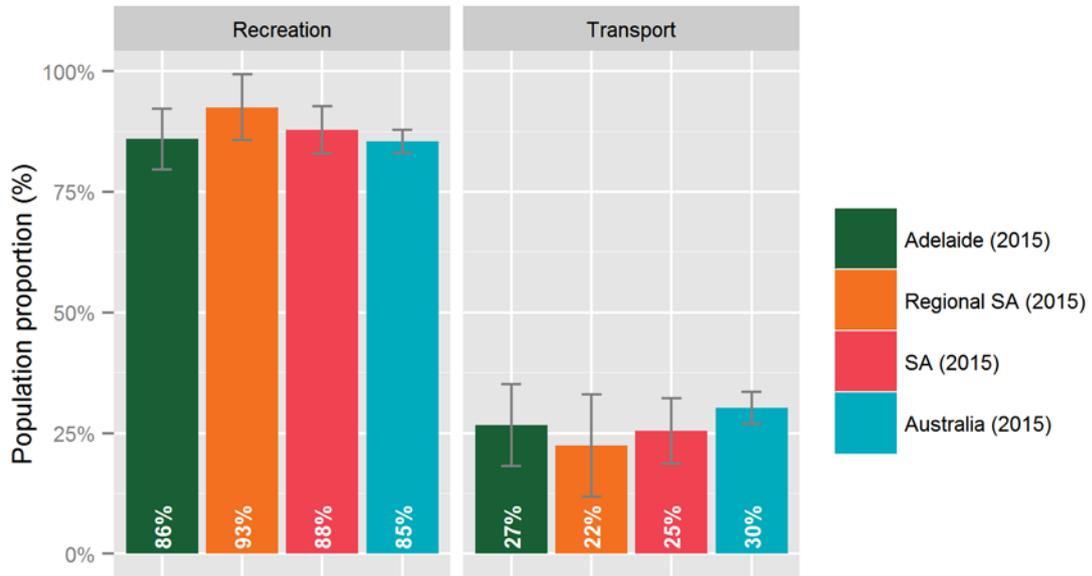
Among those who had ridden in the past year and were aged 15 or over who had indicated they had been riding continuously for more than a year, more (41%) indicated they were riding less often than more often (14%) (Figure 2.7). These proportions are little changed since 2013.



Sample: Persons aged 15+ who had ridden in the past year.

■ Figure 2.7: Cycling frequency

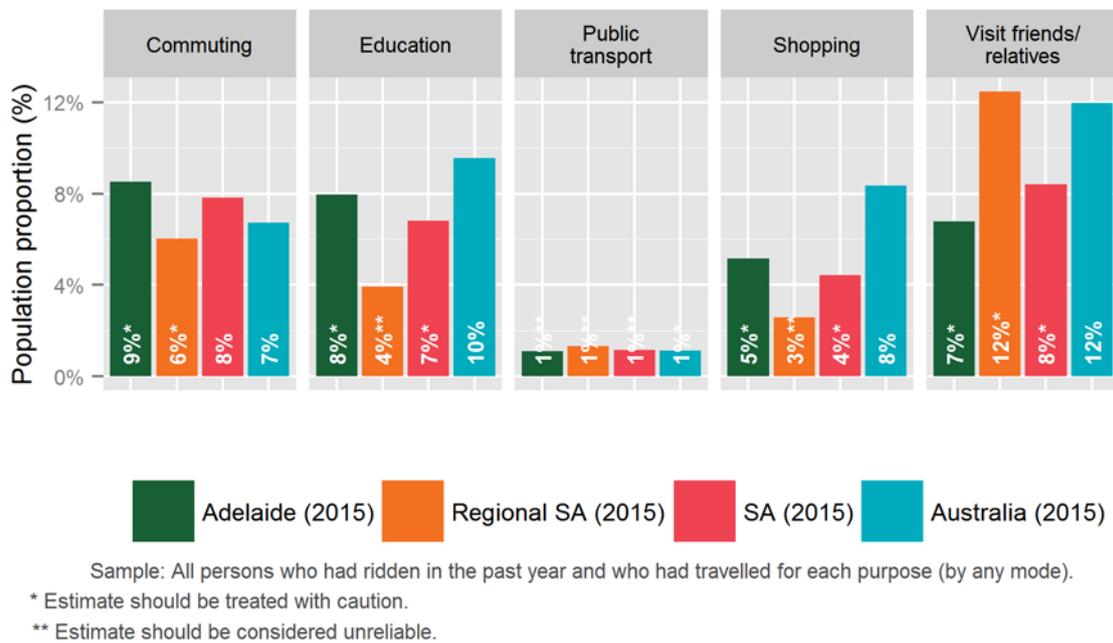
Of the people who cycled in the last month, 88% of South Australian residents cycled for recreation and 25% used a bicycle for transport (Figure 2.8).



Sample: All persons who had ridden in the past month.

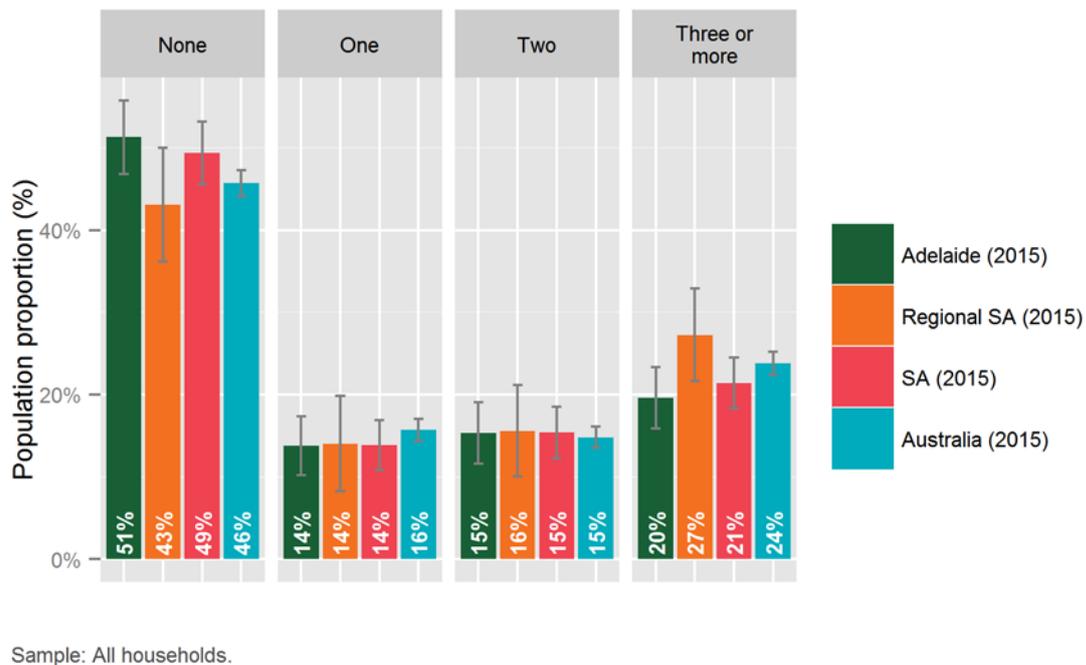
■ Figure 2.8: Cycling for recreation in comparison to cycling for transport

Among those who had ridden at least once in the past year, and had travelled at least once for each of the transport purposes (commuting, education, public transport, shopping and visiting friends or relatives) most had ridden to visit friends, for commuting or education (Figure 2.9). Very few had ridden to access public transport.



■ Figure 2.9: Purpose of cycling for transport

Around half of Adelaide households and 57% of regional South Australian households have access to at least one working bicycle (Figure 2.10).



■ Figure 2.10: Bicycle ownership by household

Appendix A: Data Tables

The following table summarises the survey results. Estimates are provided for each parameter, as well as the 95% confidence interval and a confidence rating. This confidence rating provides an indication of the sampling variability relative to the size of the estimate using relative standard errors. The lower the relative standard error the lower the sampling variability is relative to the size of the estimate. A relative standard error of less than 25% is indicated by three stars, between 25% and 50% by two stars and above 50% by one star. A score of three stars indicates a high level of confidence such that the estimate can be treated with a high degree of confidence. A confidence rating of two stars indicates a moderate level of confidence, such that the estimate should be treated with caution. One star represents a situation where there is very low confidence in the estimate, and it is unlikely to be reliable.

Table A.1: Participation statistics

Sample statistics			
No. of households:	528		
No. of individuals:	1,194		
Cycling participation	Estimate	95% confidence interval	Confidence rating
% who rode last week	16.6%	14.4-18.8%	***
% who rode last month	23.1%	20.7-25.4%	***
% who rode in past year	33%	30.4-35.5%	***
No. who rode last week	279,900	243,100-316,600	***
No. who rode last month	388,900	349,400-428,400	***
No. who rode in past year	555,700	512,400-599,000	***
Participation by demography			
Gender			
% of males who rode last week	19.4%	16-22.7%	***
% of females who rode last week	13.9%	11.1-16.8%	***
Age			
% of 0-9 yr olds who rode last week	52.6%	41.5-63.7%	***
% of 10-17 yr olds who rode last week	36.7%	26.6-46.7%	***
% of 18-29 yr olds who rode last week	8.6%	3.3-13.8%	**
% of 30 to 49 yr olds who rode last week	11.5%	7.2-15.8%	***
% of 50 yr+ olds who rode last week	5.2%	3.3-7.1%	***
Gender by Age			
Male: 0-9 yr	56%	40.4-71.6%	***
Male: 10-17 yr	40.7%	25.6-55.8%	***
Male: 18-29 yr	8.8%	1.8-15.9%	**
Male: 30-49 yr	15.4%	7.8-23%	**
Male: 50 yr+	7.9%	4.6-11.3%	***
Female: 0-9 yr	49%	33.2-64.8%	***
Female: 10-17 yr	33.1%	19.7-46.4%	***
Female: 18-29 yr	8.2%	0.4-16.1%	**
Female: 30-49 yr	8.3%	3.6-12.9%	**
Female: 50 yr+	2.7%	0.7-4.7%	**

Table A.1 (cont.): Participation statistics

Participation by purpose	Estimate	95% confidence interval	Confidence rating
Summary			
% of those who rode in past week for recreation/exercise	87.8%	82.9-92.7%	***
% of those who rode in past week for transport	25.5%	18.7-32.3%	***
Detail			
% of those who rode in past week for commuting	7.8%	4-11.6%	***
% of those who rode in past week for education	6.8%	2.7-10.9%	**
% of those who rode in past week for shopping	4.4%	1.5-7.3%	**
% of those who rode in past week to train/tram/bus	1.2%	0-2.8%	*
% of those who rode in past week to visit friends/relatives	8.4%	3.9-12.9%	**
Cycling travel			
Caution: cycling travel estimates are biased by self-reporting and recall limitations, and should be treated with a high level of caution.			
Average number of days ridden by those that had ridden in past week	2.7	2.4-3	***
Average time ridden (mins) in past week by those that had ridden	130	103-156	***
Household characteristics			
% of households without a working bicycle	49.4%	45.6-53.2%	***
% of households with one working bicycle	13.9%	10.8-16.9%	***
% of households with two working bicycles	15.4%	12.2-18.5%	***
% of households with three working bicycles	21.4%	18.2-24.5%	***

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
Don't know	8

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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