

Initial Report

Last Modified: 09/16/2013
Filter By: Report Subgroup

1. Please select your gender:

#	Answer	Bar	Response	%
1	Male		124	37%
2	Female		208	63%
	Total		332	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.63
Variance	0.23
Standard Deviation	0.48
Total Responses	332

2. Please select the greater metropolitan area in which you live.

#	Answer	Bar	Response	%
1	San Francisco		169	51%
2	Sacramento		0	0%
3	Portland		163	49%
4	Seattle		0	0%
5	Los Angeles		0	0%
6	Other		0	0%
	Total		332	

Other

Statistic	Value
Min Value	1
Max Value	3
Mean	1.98
Variance	1.00
Standard Deviation	1.00
Total Responses	332

3. What is your zip code?

Text Response
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94122
94123
94115
94122
97213
94127
94112
94103
97212

This table has more than 100 rows. [Click here to view all responses](#)

Statistic	Value
Total Responses	332

4. Into which of the following age groups do you fall:

#	Answer	Bar	Response	%
1	Under 22		0	0%
2	23 - 29		20	6%
3	30 - 39		79	24%
4	40 - 49		59	18%
5	50 - 59		89	27%
6	60 - 69		85	26%
7	70 or over		0	0%
	Total		332	

Statistic	Value
Min Value	2
Max Value	6
Mean	4.42
Variance	1.60
Standard Deviation	1.26
Total Responses	332

6. Which of the following best describes you:

#	Answer	Bar	Response	%
1	Married/partnered with children at home		67	20%
2	Unmarried with children at home		8	2%
3	Married/partnered without children, or children no longer at home		140	42%
4	Unmarried without children, or children no longer at home		117	35%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.92
Variance	1.18
Standard Deviation	1.09
Total Responses	332

7. Are you a registered voter?

#	Answer	Bar	Response	%
1	Yes		332	100%
2	No		0	0%
	Total		332	

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	332

8. How long have you been a resident of
 \${q://QID44/ChoiceGroup/SelectedChoices}?

#	Answer	Bar	Response	%
1	Less than 2 years		0	0%
2	2 to 5 years		31	9%
3	5+ years		301	91%
	Total		332	

Statistic	Value
Min Value	2
Max Value	3
Mean	2.91
Variance	0.08
Standard Deviation	0.29
Total Responses	332

9. In order to represent all groups equally, which of the following best describes your ethnic background?

#	Answer	Bar	Response	%
1	Caucasian/white		250	75%
2	African American/Black		5	2%
3	Asian		48	14%
4	Hispanic/Latino		13	4%
5	Native American		3	1%
6	Other		7	2%
7	Do not wish to answer		6	2%
	Total		332	

Statistic	Value
Min Value	1
Max Value	7
Mean	1.67
Variance	1.82
Standard Deviation	1.35
Total Responses	332

10. Which of the following best describes your experience with bike riding?

#	Answer	Bar	Response	%
1	I ride a bike every day/nearly every day for transportation		0	0%
2	I ride a bike weekly for pleasure		26	8%
3	I occasionally ride a bike for transportation or pleasure		100	30%
4	I have a bike but rarely use it		79	24%
5	I do not ride a bike currently but have owned/used one in the past		127	38%
6	I do not own a bike and have no interest in biking		0	0%
Total			332	

Statistic	Value
Min Value	2
Max Value	5
Mean	3.92
Variance	0.99
Standard Deviation	1.00
Total Responses	332

11. Please rate your agreement with the following statements using a scale of 1 to 5, where 1 means "strongly agree" and 5 means "strongly disagree".

#	Question	Strongly Agree 1	Somewhat Agree 2	Indifferent 3	Somewhat Disagree 4	Strongly Disagree 5	Total Responses	Mean
1	The installation of bike lanes on city streets is beneficial to my city.	151	111	21	31	18	332	1.96
2	Bicyclists and automobile drivers both belong on public roads.	128	124	24	39	17	332	2.08
3	Bicyclists who ride on the road deserve the same respect given to car drivers.	164	101	25	29	13	332	1.87
4	Bike lanes should be installed to protect the safety of bike riders, even on roads with heavy traffic.	134	93	28	46	31	332	2.24
5	Streets with bike lanes are better to drive a car on, because everyone has a space.	109	105	34	52	32	332	2.38
6	City government should work to make bicycling safe for everyone.	171	99	33	16	13	332	1.80

Statistic	The installation of bike lanes on city streets is beneficial to my city.	Bicyclists and automobile drivers both belong on public roads.	Bicyclists who ride on the road deserve the same respect given to car drivers.	Bike lanes should be installed to protect the safety of bike riders, even on roads with heavy traffic.	Streets with bike lanes are better to drive a car on, because everyone has a space.	City government should work to make bicycling safe for everyone.
Min Value	1	1	1	1	1	1
Max Value	5	5	5	5	5	5
Mean	1.96	2.08	1.87	2.24	2.38	1.80
Variance	1.38	1.39	1.26	1.83	1.79	1.12
Standard Deviation	1.18	1.18	1.12	1.35	1.34	1.06
Total Responses	332	332	332	332	332	332

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1199	1199			1199
1200	1200			1200

13. For all of the words you feel POSITIVELY about, what do they have in common that makes you feel positively about them?

Text Response
nothing really in common, just give positive feeling
Middle of the road approach
I like the idea of more bikes and less cars
dont know
They promote safety for drivers and bicyclists
A organized approach.
It's a move forward, even if not that much.
ease o use of a bike in SF
Save energy, thinking of environmental
For the environment, we need to reduce cars, and it is good to promote alternative ways to travel. Everyone has an equal right to the roads.
safety and fairness to all
less cars on the road.
They are meaningless.
Finding solutions in a crowded city
They are what the residents want: space for all kinds of transportation forms, fast or slow ones
Biking represents good exercise and efficient transportation, especially with dedicated lanes to keep cyclists and cars as separate as possible for safety's sake.
The reality of bikes and cars on the roads - bikes need to respect vehicles and traffic laws as much as the vehicles need to do the same.
They are tied to looking for solutions to over-crowding and congestion
Hopefully would suggest some real consideration to traffic as a whole and design and placement of bike lanes where appropriate, but still balances that with PROPORTIONAL consideration for car and pedestrian traffic. Would have liked to see the word RESPONSIBLE in your list as well, considering we as cyclist, drivers and pedestrians have responsibilities to each other and ourselves for our safety.
Unable to answer
They fit my vision of shared, safe road usage for both cars and bicycles, where EVERYONE OBEYS TRAFFIC LAWS (not just cars!).
Thought
Supporting bicycling as good for the whole society.
aaaaa
Healthy and cost effective
part of living in a big city
the rationale for better bicycle solutions for a big city
separate bikes from cars and pedestrians
no clue
All incourage bike lanes
They all relate to the fact that I am a recreational bike rider for pleasure and exercise.
I was not happy with this question as the words themselves have ambiguous meanings in reality. I chose the ones I did to suggest that we need to emphasize the need to develop an awareness on the part of both drivers and cyclists that both must share the roads, and drive/ride responsibly.
I think they represent either what is best about bicycling (better for environment) or how I'd like bike paths to be: well planned and engineered, safe.
Cars and bikes should be able to exist together in some areas
I feel that the newest generation of workers are more interested in being carless and finding alternative methods of transportation. Because of this we need to invest in infrastructure to support public and alternative transportation.
community
n/a
It's all in a great city like SF
Efficiency is the underlying precept.
friendly
safety for driver and cyclist
Working together for common good. We all want these same things - a quick commute, safety - and we want someone to organize it so we don't have to think about it.
Good for the environment, reducing automobile traffic.
Balancing needs of cyclists and drivers, though I tend to think cyclists are using the more environmentally positive means of transport.
Describe what it is like to bike in SF
I think bicycles have a place in city transportation and are good for the environment however, I am concerned about where they are being allowed to drive on the streets where vehicles are the norm. Safety issues are a concern for both vehicles and bicycles.
I feel there is more concern about where I am on the road as a cyclist.
its the city

cycle friendly city

I want there to be safe options for EVERYONE. Cyclists in San Francisco often ride aggressively and their safety and the safety of pedestrians and drivers is jeopardized as a result. In order for everyone to be accommodated, there needs to be appropriate infrastructure that prioritizes safety.

Bicycling is a good alternative to cars because it affords people a green and healthy way to get around town or to just exercise. Seeing bikers in neighborhoods gives a good sense of the safety of the area.

They are fair and measured

Nothing. The choices are silly. The survey is bent in favor of bikes. Where is the biker's responsibility?

Safe infrastructure that accommodates both cars and bikes.

nothing

Larger impact

bikes exist

practical, easy way to get around busy city

no comments

Bikeways and paths create an efficient and healthy way to get around town for those who don't drive for any reason, or those who like to bike for pleasure/transportation.

Cars don't belong in major cities unless you live there and are going somewhere outside the city. I actually believe that major cities should be surrounded by parking lots with public transportation bringing you in. (No public parking within the city, only residential). The thing is, MUNI is the worst public transportation that I have ever used in my life, so people aren't going to give up their cars completely.

Having cars and bikes separated is efficient and safe for both.

It's a way of a city life

They are about making things better for people in general.

The represent an ideal that city residents can strive for.

Biking is something I positively view as a cost-efficient means of transportation.

They're true

separated and sensible

Choices in transportation

They are about having the best possible biking system for a world class city

They all point to inclusive, mutually beneficial solutions and they put cyclists on more of a level plane with drivers (defining/naming helps create meaningfully distinctive definitions)

They describe an approach to supporting alternative transportation methods that include planning for public transit and car travel as well.

Separate bikes & cars. Don't take away all the parking because more people MIGHT bike more often.

they take a balanced and reasonable approach to finding a solution

They make San Francisco a very progressive city.

I feel that it is a sign of urban living and logic to have bike lanes.

Bicycles are good for the environment, sensible, cost-effective.

that they suggest safety and efficiency for everyone on the road.

Bicycling is awesome when the city makes it safe and possible.

sharing the road

They add to bicycle SAFETY.

It can, if properly initiated and followed by cyclists, improve congestion in densely populated areas

Environmentally conscious

sharing the road with safety for everyone

Biking is a popular mode of travel and transportation in San Francisco, especially given the city's small size and dense population. With more and more people, the automobile is not the main mode of transport. San Francisco needs to acknowledge that the bicycle is an alternative method of transport and should be supported, at least as to making roads safe for bicycles.

being safe and good for the environment

They indicate that biking is part of a sensible urban plan, and that biking is positive for the natural environment.

I am not sure if I really understand the question, however the words I chose stuck out to me from the list provided as being the most positive word relation to bikes in SF.

san francisco is a great city to ride a bike. riding a bike is far better for the environment than driving.

green etc

Biking is certainly a cheaper way to travel around the city and far healthier for our bodies and planet.

It is inevitable that bikes will have a place in transportation in the city. However, I feel it would be better to have designated bike paths for it to be safer.

Bikes are a good thing but must have appropriate controls and conform to the laws of the road as do cars.

alternative transportation

Environmentally conscious.

They need a path to bike on, but need to obey traffic laws or be ticketed!

Having a great infrastructure

City life.

Bicycles are good for the environment and exercise. The riders seem very dedicated.

Reduces traffic and is environmentally sound.

This table has more than 100 rows. [Click here to view all responses](#)

Statistic	Value
Total Responses	322

15. For all of the words you feel NEGATIVELY about, what do they have in common that makes you feel Negatively about them?

Text Response
they are all troublesome, i.e. causes inconvenience.
Preference for bikes over cars
Bike riders MUST be FORCED to obey traffic laws
dont know
Bicyclists should not feel as if they own the road and drive recklessly
Congestion
NOt sure.
Risk of sharing the road/street/ lane in some parts of the city
It might be hazardous to walkers
People need to be able to move about on our streets no matter what type of transportation they choose. Preferential treatment should not belong to drivers of cars.
exclusivately and a me first attitude
Many bikers don't obey the road rules.
Meaningless.
Bikeways do not make for educated drivers
It's hard to create spaceshi
Too many drivers are clueless or distracted, or even arrogant, while dealing with cyclists and other traffic.
Bicyclist need to have the same respect for the traffic laws and pedestrian right away as vehicles do.
They are terms which call to mind the friction between bicycle riders and car drivers.
Words that seperate one group from another when we are allusing the same roads. Removes personal responsibility from conversation.
Unable to reply
Too much marketing speak, too much in-your-face rationalization.
Busy
Sounds like empty buzz words.
sddd
It's dangerous because the bike riders cannot keep up with the flow of traffic.
things that bother me when i'm drivign
bicycling needs to be made even safer with more dedicated, separated lanes and spaces
as a pedestrian bicyclists are RUDE.
jargon
they reflect the expense to taxpayers for the safety of bikers
Many drivers do not respect cyclists on the road.
Again, most of the words offered are baffling with respect to this issue. I wanted to suggest that with increases in urban traffic, it will be difficult for any American city to be organized as efficiently for urban cycling, as cities are in Europe. In Denmark, for example, drivers have had the habit for many years of automatically checking the cycle paths before they make turns. In US cities, you don't see cycle paths, only markings on the street which are easy to ignore. Neither US cyclists nor US drivers have the good habits that European cyclists and drivers have.
I was trying to express how I feel driving sometimes, and also why I don't ride a bike in the city, that having bicyclists in the middle of traffic seems quite dangerous and sometimes slows down the flow of car traffic. Our streets are so crowded. I would like for cyclists to be separated from automobile traffic as much as possible. Especially the busiest thoroughfares of auto traffic. Of course, I don't like for the bikes to be on the sidewalk where I'm walking either! Unless it is a wide bike path meant for bikes and pedestrians as in the Panhandle, then it's fine.
Bikers should have to obey the same traffic laws as drivers
Although there are a lot of bike routes in my city (most of which are located right off of the main roads) there are still a lot of people who insist on riding on these main roads. These routes may be more "convenient" for the cyclist, but it is dangerous and these cyclists often do not obey the laws of the road.
against
n/a
I wouldn't use any of those words to describe how it feels to bike in this city.
This is a stupid questions as all the word are positive or neutral
lack of consideration and respect
cyclist take advantage
The could mean something I don't like, so I'd prefer a word which means EXACTLY the thing I do like.
Aggressiveness
Some of the cyclists in San Francisco don't obey traffic laws and make dangerous decisions such as cycling on the wrong side of the street or not stopping at lights or stop signs.
Cyclists should feel like they are included in the road, not separated from it.
Safety concerns when tangling with vehicles.

Cyclists often do not obey rules of the road, makes it difficult for the rest of us who do
no passions. it's about utility
no progress, regressive
The most negative aspects regarding bicycling and bicyclists are their penchant for being pushy and rude to drivers. For the most part, they exhibit a disregard for the rights of car owners and they show an attitude of privilege. The weekly "Critical Mass" demonstration, where hundreds of bicyclists clog the streets in busy downtown is an example of this negative image.
Unfair - I worry that bike lanes hurt business by replacing parking
nothing
the city is not even close to being biker-friendly like Portland, Seattle, Minneapolis, etc.
don't want bikers on streets
San Francisco has pretty poor bike lanes, not separated from traffic. There is a lot of contempt btwn drivers and bikers. Most drivers are neglectful of cyclists, and too many cyclists ignore the rules of the road.
bikes get in the way of cars; cyclists don't obey traffic lights & laws
it can be quite dangerous biking around in SF
no comments
Traffic in Portland can often negatively affect bicyclists, especially on busy urban roads. Safety is a major problem.
The Market Street lanes, in particular, zig-zag from the right lane to the middle lane depending on right turns. That's pretty dangerous. Many streets do not have bike lanes. If they can't all have bike lanes, then bikes should be banned from those particular streets, as long as an adjacent street has lanes. (Bike lanes on Mission Street would be a lot safer than the lanes on Market Street.)
On congested streets, there always should be a bike line by removing parked cars, not car lanes. On some streets bikes should not be allowed at all provided a safer alternate route. The main problem I encounter in Portland is some arrogant drivers while I am biking and some arrogant bikers while I am driving.
It doesn't always work when bicyclists don't obey traffic rules
They are self centered.
I feel that the city's biking infrastructure is inadequate at the moment and needs a lot more work for the safety of both motorists and bike riders.
I feel biking is difficult when sharing streets with drivers as it is very dangerous for bicyclists, drivers, and pedestrians.
Exclusive
the nonsense of thinking that mixing auto and bicycle traffic in the same space is inevitable or sensible. mixing bicycles with pedestrian traffic is safer, but still nonsense when bicycle traffic reaches a high density. At high densities bicycle traffic requires a separate infrastructure!
Bike Lanes are impeding the flow of car and MUNI traffic with their exclusive use. Bike riders frequently don't follow the rules of the road.
They feel soft. I think a strong POV is needed to make biking more integrated in SF, not something watered down
They are stodgy and indicate that nothing practical is likely to occur for a long time.
I'm not sure.
Most people drive cars and there's a fee assessed. Cyclists don't pay for the costs associated with creating & maintaining the benefits. The majority pay for an exclusive group.
n/a
There are many obstacles in the way of the progressive urban approach to a modern day city life.
It's not a modern idea, most of Europe and Asia has bike lanes- the US is behind on this.
Bicyclists should be held to the same traffic laws as drivers. MOST bicyclists seem to flout the law, running stop signs and red lights, weaving in and out of traffic, not wearing helmets. They endanger themselves and others. Their behavior is unacceptable and seems to be ignored by the police.
They suggest one mode of transportation receiving preference over another or imbalance.
N/A
sound like buzz words
In many ways, public monies being spent on bicycle facilities (bike lanes, green spaces, bike racks) denigrate infrastructure by taking monies away from infrastructure.
Cyclists have an elitist attitude that is infuriating; to set aside separate space on the road that is never adhered to is a waste of tax payers money.
General barriers to road sharing being successful
attitude that bikers don't belong on the streets
All five of these words sound contentious, especially in light of a bicycle vs. automobile discussion.
bike riders seem entitled
Some bicyclists in San Francisco have taken a superior attitude and seem to believe that they should be preferred and that traffic should always yield to them. They also frequently flout the rules of the road, even though they insist on being treated equally with other vehicles.
The words I picked were all things that I think are not working for this city. Bikes and cars do not get along well and both seem to think they have the right of way/upper hand.
san fran is still a city that favors the automobile
i don't know, bike culture is stupid
Bikes and Cars share the road on some very busy and dangerous streets, i think more dedicated bike paths are necessary perhaps with barriers between bikes and cars.
Both the driver and the biker need to be aware of each other and follow all traffic laws. For the biker it means STOP at stop signs and signal turns or lane changes.
Bikers because of their frequent blindness to the laws make streets more dangerous for everyone.
divided
Negative connotations
biclists disregarding rules and laws regarding bikes!

Exclusively for won or other

Having to watch out for bikers.

Bicyclists act like they own the roads and cars are a hinderance to them on PUBLIC streets. They are also protected more than auto owners are and I think they cause more accidents than anything else.

I don't know

They all relate as to the room for improvement that can be made for cycling safety.

This table has more than 100 rows. [Click here to view all responses](#)

Statistic	Value
Total Responses	322

Please identify how this image impacts your feelings.



Very Positive

Positive

Negative

Very Negative

16. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		2	1%
2	Positive		43	13%
3	Negative		185	56%
4	Very Negative		102	31%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	3.17
Variance	0.43
Standard Deviation	0.66
Total Responses	332



Please identify how this image impacts your feelings.



Very Positive

Positive

Negative

Very Negative

Please ide

17. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		71	21%
2	Positive		192	58%
3	Negative		57	17%
4	Very Negative		12	4%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.03
Variance	0.53
Standard Deviation	0.73
Total Responses	332

Please identify how this image impacts your feelings.



Very Positive

Positive

Negative

Very Negative

18. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		6	2%
2	Positive		88	27%
3	Negative		197	59%
4	Very Negative		41	12%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.82
Variance	0.43
Standard Deviation	0.66
Total Responses	332

Please identify how the image makes you feel.



Very Positive



Positive



Negative



Very Negative



19. Please identify how the image makes you feel.

#	Answer	Bar	Response	%
1	Very Positive		79	24%
2	Positive		178	54%
3	Negative		55	17%
4	Very Negative		20	6%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.05
Variance	0.64
Standard Deviation	0.80
Total Responses	332

Please identify how this image impacts your feelings.



20. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		135	41%
2	Positive		163	49%
3	Negative		24	7%
4	Very Negative		10	3%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.73
Variance	0.53
Standard Deviation	0.73
Total Responses	332

Please identify how this image impacts your feelings.



Please identify

Very Positive



Positive



Negative



Very Negative



21. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		148	45%
2	Positive		133	40%
3	Negative		37	11%
4	Very Negative		14	4%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.75
Variance	0.67
Standard Deviation	0.82
Total Responses	332

Please identify how this image impacts your feelings.



Very Positive

Positive

Negative

Very Negative

22. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		39	12%
2	Positive		147	44%
3	Negative		92	28%
4	Very Negative		54	16%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.48
Variance	0.81
Standard Deviation	0.90
Total Responses	332

Please identify how this image impacts your feelings.



Very Positive



Positive



Negative



Very Negative



23. Please identify how this image impacts your feelings.

#	Answer	Bar	Response	%
1	Very Positive		18	5%
2	Positive		112	34%
3	Negative		150	45%
4	Very Negative		52	16%
	Total		332	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.71
Variance	0.63
Standard Deviation	0.79
Total Responses	332

25. What do you call the different kinds of bike lanes in all the images you have just seen?

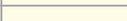
#	Answer	Bar	Response	%
1	Bike paths		98	30%
2	Green lanes		35	11%
3	Protected bike lanes		67	20%
4	Separated bike lanes		72	22%
5	Cycle tracks		2	1%
6	Trails		0	0%
7	Better bike lanes		13	4%
8	Other_____		45	14%
	Total		332	

Other_____
bike lanes
bike lane
Bike lanes
Problems
mostly dumb
bike lanes
how to get people hurt
Bike Lanes
Bike lanes
Over-reach
bike nazi's
Bike lanes
bike lanes
bike lanes
bicycle lanes
bike lanes
CONFUSED DESIGNS
Bike lanes
bike lanes
Green Bike Lanes
Bike lane
Designated Bike Lanes
bike lanes
BIKE LANES
Bike lanes
Bike lanes
bike lanes
bike lanes
B.S.
Bike Lanes
Bike lanes
Bike Lanes

Bike lanes
Bike lanes
bike lanes
bike lanes
bike lane

Statistic	Value
Min Value	1
Max Value	8
Mean	3.37
Variance	5.42
Standard Deviation	2.33
Total Responses	332

26. Using a scale of 1 to 5, where 1 means "not at all concerned" and 5 means "very concerned", how concerned are you about safety when it comes to bicycling in your city?:

#	Answer	Bar	Response	%
1	1 - Not at all concerned		6	2%
2	2 - Only a little concerned		44	13%
3	3 - Indifferent		33	10%
4	4 - Very concerned		137	41%
5	5 - Extremely concerned		112	34%
	Total		332	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.92
Variance	1.13
Standard Deviation	1.06
Total Responses	332



More Freedom and Independence



Go anywhere you want, anytime you want, without anything in your way. Most riders find it takes far less time than they thought. There are no traffic or parking hassles. Riders not only enjoy a different perspective (they see and experience more of where they ride which stimulates their senses), they report less stress and greater feelings of freedom, relaxation and excitement than car commuters. It's something that's a reasonable option that can add a measure of genuine fun to your day.

Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

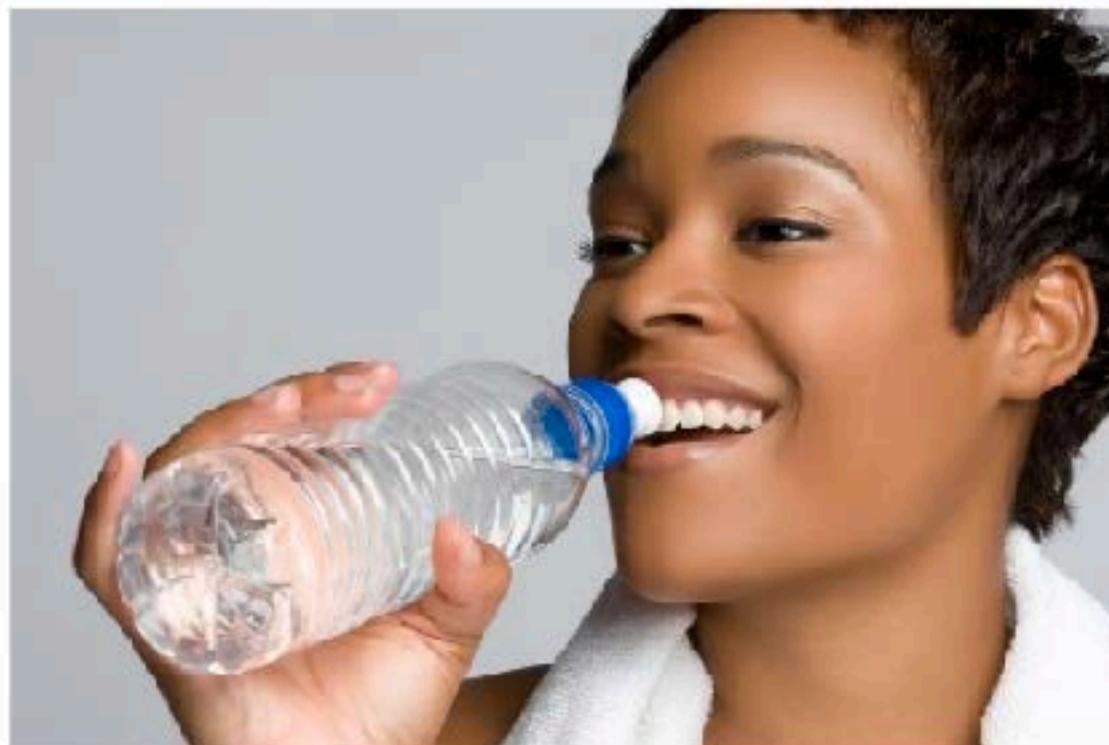
27. Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

#	Answer	Bar	Response	%
1	Fits Very Well		136	41%
2	Indifferent		128	39%
3	Doesn't Fit Well At All		68	20%
	Total		332	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.80
Variance	0.57
Standard Deviation	0.76
Total Responses	332



Healthier + Wealthier



Riders say they feel better physically and mentally even if they only ride instead of drive every now and then. The added exercise has a multitude of health benefits – better weight, blood pressure, and insulin levels; decreased risk of obesity and breast cancer. The stats bear out that the health benefits of cycling outweigh the risks by a factor of 20 to one. It's a social activity. All that, and it can save you and your family a lot of money. It's a simple way to transform your life.

Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

28. Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

#	Answer	Bar	Response	%
1	Fits Very Well		198	60%
2	Indifferent		101	30%
3	Doesn't Fit Well At All		33	10%
	Total		332	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.50
Variance	0.45
Standard Deviation	0.67
Total Responses	332



A Safe Option for Everyone



Cities with high bicycling rates tend to have lower crash rates for all road users.

When cities invest in bike lanes, everyone wins because there is a focus on making the roads safe for all who use the cities' streets. And the more cyclists we have, the safer it becomes because of the decrease in traffic.

Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

29. Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

#	Answer	Bar	Response	%
1	Fits Very Well		157	47%
2	Indifferent		90	27%
3	Doesn't Fit Well At All		85	26%
	Total		332	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.78
Variance	0.68
Standard Deviation	0.83
Total Responses	332



See More, Do More



Bicycling gives you a different perspective on your city. Riders say they enjoy seeing more, experiencing more, stopping more to 'smell the roses'. It shrinks the city while simultaneously expanding it (if you bike, you get a better understanding of how to maneuver the city, while seeing things you never would have in a car). It creates a more connected city which is an intangible benefit to biking around town that doesn't often get talked about, but is one of the key reasons bicyclists love it.

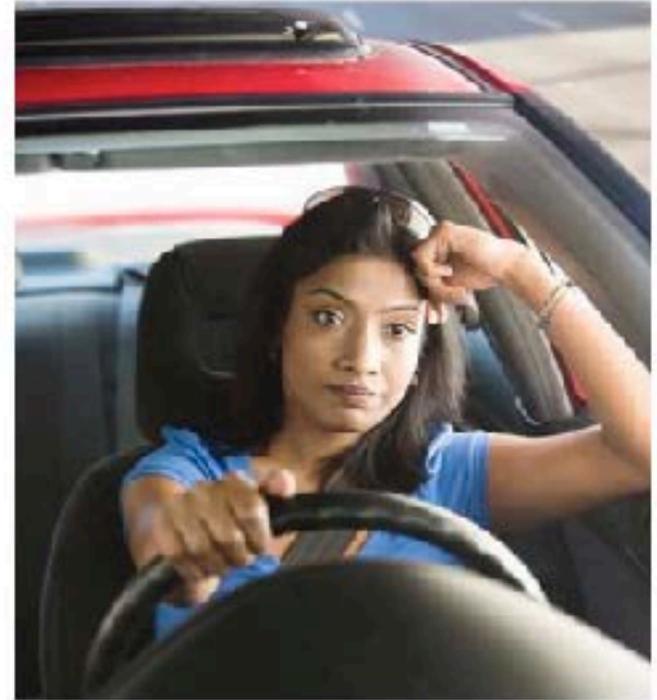
Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

30. Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

#	Answer	Bar	Response	%
1	Fits Very Well		186	56%
2	Indifferent		109	33%
3	Doesn't Fit Well At All		37	11%
	Total		332	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.55
Variance	0.47
Standard Deviation	0.69
Total Responses	332

Break Free From Congestion



The rate at which the number of cars on the road is increasing is not sustainable. If we do nothing, we'll have a million more cars in our city in the next 10 years – which will not only affect our roads and commute time, but parking within the city as well. Whether you ride or not, helping more people cycle is critical because it will affect us all sooner than later. Supporting bikes and bike infrastructure is simply better for us all.

Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

31. Please indicate how well this idea fits with your rationale for why biking in the city is a good idea.

#	Answer	Bar	Response	%
1	Fits Very Well		201	61%
2	Indifferent		78	23%
3	Doesn't Fit Well At All		53	16%
	Total		332	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.55
Variance	0.57
Standard Deviation	0.75
Total Responses	332

32. Now please rank these five ideas in order of preference, with 1 being most preferred and 5 being least preferred.

#	Question	Most preferred 1	2	3	4	Least preferred 5	Total Responses	Mean
1	<p>More Freedom and Independence</p>  <p>Go anywhere you want, anytime you want, without anything in your way. Most riders find it takes far less time than they thought. There are no traffic or parking hassles. Riders not only enjoy a different perspective (they see and experience more of where they ride which stimulates their senses), they report less stress and greater feelings of freedom, relaxation and excitement than car commuters. It's something that's a reasonable option that can add a measure of genuine fun to your day.</p> <p>More Freedom and Independence</p>	31	61	75	89	76	332	3.36
2	<p>Healthier + Wealthier</p>  <p>Riders say they feel better physically and mentally even if they only ride instead of drive every now and then. The added exercise has a multitude of health benefits – better weight, blood pressure, and insulin levels, decreased risk of obesity and breast cancer. The stats bear out that the health benefits of cycling outweigh the risks by a factor of 20 to one. It's a social activity. All that, and it can save you and your family a lot of money. It's a simple way to transform your life.</p> <p>Healthier and Wealthier</p>	96	75	64	57	40	332	2.61
3	<p>A Safe Option for Everyone</p>  <p>Cities with high bicycling rates tend to have lower crash rates for all road users. When cities invest in bike lanes, everyone wins because there is a focus on making the roads safe for all who use the cities' streets. And the more cyclists we have, the safer it becomes because of the decrease in traffic.</p> <p>A Safe Option for Everyone</p>	50	71	56	69	86	332	3.21
4	<p>See More, Do More</p>  <p>Bicycling gives you a different perspective on your city. Riders say they enjoy seeing more, experiencing more, stopping more to "honor the road". It attracts the city while simultaneously engaging it. If you bike, you get a better understanding of how to maneuver the city, while seeing things you never would have in a car. It creates a more connected city which is an intangible benefit to biking around town that doesn't often get talked about, but is one of the key reasons bikers love it.</p> <p>See More, Do More</p>	84	67	79	56	46	332	2.74
5	<p>Break Free From Congestion</p>  <p>The rate at which the number of cars on the road is increasing is not sustainable. If we do nothing, we'll have a million more cars in our city in the next 10 years – which will not only affect our roads and commute time, but parking within the city as well. Whether you ride or not, helping more people cycle is critical because it will affect us all sooner than later. Supporting bikes and bike infrastructure is simply better for us all.</p> <p>Break Free From Congestion</p>	71	58	58	61	84	332	3.09

Statistic	More Freedom and Independence	Healthier and Wealthier	A Safe Option for Everyone	See More, Do More	Break Free From Congestion
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	3.36	2.61	3.21	2.74	3.09
Variance	1.62	1.89	2.02	1.87	2.22
Standard Deviation	1.27	1.37	1.42	1.37	1.49
Total Responses	332	332	332	332	332

33. Please explain why "More Freedom and Independence" is your favorite?

Text Response
It is better for everyone
I believe it's important not to be tied down to a car.
like independent
n/a
They rider with his arms outstretched is a great image. Going anywhere, any time is appealing. Not having to park is appealing.
This concept is good because it relates to everyone's desire to be free in some way. Instead of using the very negative image of a traffic jam, which indirectly blames people who need to drive as villains, and is also the attitude of the more militant crowd of bicyclists, the message in the "freedom" photo is friendly on how biking can be fun, clean, and sociable, without the usual baggage of a political agenda or ranting against car users.
Biking with wind blowing at your face or your back is indescribable, it just gives you a sense of freedom. Biking allows you to feel the elements and your feet have the power to take you anywhere.
it looked the most appealing!
Bike riding can be invigorating as long as all vehicles & pedestrians are courteous, law-abiding & safe.
There are issues with the others. Easing congestion works for city streets, but not on Freeways for commuters. Also, the bicycle option is not an attractive one when the weather is bad.
Bikers should be able to move freely on the street without being in danger to cars
Makes you want to get out more.
freedom
It was the least offensive one. Your question was improper and assumes I find these likable.
as only a casual rider I'm more interested in the experience rather than a means of transportation
Getting places on a bike gives you a great deal of flexibility. You can easily choose an alternate route when you encounter traffic congestion. You can go right to your destination with little worry about available parking. You can decide to turn into a pedestrian by walking the bike when it suits you. No gasoline or bus pass required.
It speaks to me b/c I prefer experiences/independence over materialistic items that can bog you down with debt. I also love the freedom to roam, without polluting the environment with my car.
not sure
it might cause traffic congestion
On a safe bike lane you have the comfort of really appreciating the city sites because you don't have to worry as much about safety. You can lock up your bike most anywhere to explore but you are chained to parking meters with a car.
its personal choice--not forced govt strategy
If it is not fun, I will not choose a bike over a car. Easier parking, freedom to go more places is more fun than driving in traffic, no parking, etc.
live free or die
It covers the reason I bike, when I do. I can get on and go without worrying about traffic or route.
When i ride my bike anywhere I am reminded that it is important to get out of the house or office often and see the outside.
because not everyone has a car
I like the idea of riding past traffic and not needing to stop to refuel.

Statistic	Value
Total Responses	27

34. Please explain why "Healthier + Wealthier" is your favorite?

Text Response
thats what people strive for in life to be healthy and wealthy
dont know
JusJust hits home with mehits
Good for healthy
Safe and convenient biking options are likely to encourage less driving. The cyclists benefit (exercise), the drivers benefit (less congestion), and everyone benefits (cleaner air).
Deals with people living more positive lives.
I like ways for us all to get exercise and be more healthy
Exercise is important
we are such a sedentary society and getting people out and moving can only be good
Reflects my attitude towards importance of bike lanes in the city
Not sure but seems logical
Makes sense.
The only benefit to biking in SF
im very passionate about health and fitness, and every little thing we do physically speaking counts
don't know
Because I feel better when I exercise.
Being healthy means you save more on health care
It fits with my overall values.
As a person who struggles with both getting time for exercise and dealing with with frustration with gas prices, it hits home.
sensible
It simply reflects my own desire for greater opportunities to exercise and my frustration with commuting by car.
Biking is healthy & saves gas & maintenance.
The fact is cycling is healthier than sitting, but this is contradicted by the actions of cyclists who ride on the sidewalk mowing down pedestrians or fail to follow the rules of the road.
It is such a good all around option for the health of people and the environment.
I am a frequent rider for pleasure and exercise
biking for health and saving money are valid reasons to bike
I like the idea of promoting a healthier way of living.
It's the most aspect of riding that I see and not only fits the transportation portion of biking but the recreational, relaxation and money saving aspects as well
people are able to live healthier lives and save more money from transportation costs. it also eliminates the number of cars on the road which reduces pollution.
It's the only one I agree with.
Isn't it obvious? Benefits: exercise and less fuel expense.
Because with gas prices as they are, the savings realized from riding can be considerable.
important in life
Because it is practical. The safety one isn't a draw because biking is not that safe.
mental and physical benefits of exercise
good exercise and saves money and less pollution,,, only if bikers follow traffic laws and show proper courteousy to drivers. I have forced to stop for bikers flying through stop signed and signaled intersections to really think it is very healthy to ride a bike in this city...
It's the least stupid and the least tilted to the bike lobby
didn't really like any of them. But I would bike for health (and used to) rather than the other reasons, as taking the bus is a better answer to all of the rest of the suggestions.
With the obesity epidemic and general unhealthy lifestyles American citizens lead, bicycling should be presented as a viable option for people to still be productive and live healthier lives.
biking is exercise
If people are able to do the physical activity, of course it will be "healthier".
Particularly the "healthier" part appeals to me, as obesity has become a major affliction among Americans. "Wealthier" is a close second, knowing all too well how prohibitively expensive it is to part in downtown San Francisco.
I value good health & like the feeling exercise gives me.
because its true, too many fatties behind the wheels or eating on Public transportation
stay healthy, save on gas
Health and exercise are vital for us all
I strongly believe in the benefits of exercise and fitness.
...SIMPLE TO UNDERSTAND...PERCEIVED VALUE IN THE MESSAGE...NOT GEARED TO ARROGANT YOUTHFUL ATTITUDES...
Because I used to commute by train and bike for work and saved lots of money and had a better attitude when I got to work instead of bitchy and pissed off...and my weight

was easier to maintain.

A fitter populace chooses healthier options. As more people choose to hike or bike the infrastructure that supports these choices is improved for everyone. I may just be being selfish in this regard, but hooray for me anyway.

Health is popular nowadays

It has to do with the exercise component of cycling

no reason

A friend has begun biking to work and his health and attitude have gotten better since doing so.

bad survey

it's a good thing to be healthier

that's the best

it fits well with Portland

People think biking is hard, etc, but it can save you money in other areas of your life, while making you healthier. It's logical and concrete.

fit, biking is better.

Because selling health and saving money are two issues at the forefront of the american mind.

Resonates with me.

I have a long commute to work, so biking is not an option. I also live far from shopping areas. So for me, biking is appealing because it is a healthy activity and can be a part of a healthy lifestyle.

Cycling is healthier (exercise and less polluting versus driving) and costs less (unless your bike is stolen) than driving; because this survey does not address the issue of secure bike parking.

A healthy society is beneficial to everyone.

It's a rational explanation and encourages the activity without the passive-aggressive inference that it is something that Must be done. That is it encourages personal responsibility as opposed to obligating somebody to account for somebody else's actions.

because most people need to exercise more

it seems to be the best description. if you think bikers really visit small businesses you are wrong

i do not like bike riding in the city at all. it should be something that is done in the countryside.

It appeals to both my financial needs as well as my body needs.

riders with this kind of attitude will observe bike laws when riding in public streets. Many bike riders are irresponsible when they ride there bikes.

because its actually true

Very relevant to the whole nation

better than other choices

only one that makes sense

I'm careful with my money, and very health conscious

Those are the two reasons I would bike instead of drive

Biking is a healthy alternative - when rules and laws are obeyed!

It is true for everyone

Healthier + Wealthier is obvious choice

I'm an acupuncturist, when I do bike, it's to substitute other workouts to keep myself healthy!

health makes sense-good exercise.

Anything to add even a small amount of activity to your day is a good thing!

I believe that in a society that has gotten fat and lazy any options to get people out moving is great and it does reduce expenses at a time when the vast majority of people are losing ground economically. Also, more fat has a cost to health and wealth.

sounds more like the people I want to encounter, not the spandex racer crowd

It takes bike lanes out of it and promotes bicycling as a healthy lifestyle, which is far more powerful than trying to argue why bike lanes should be used.

Improved health and wealth are key values.

Biking is healthy and you pay less money on gas and produce less emissions.

had to choose it

These are strong practical reasons for supporting bikes and riders, as opposed to the more emotional, sensory reasons.

Driving is expensive and people are obese. This appeals to both problems.

Because its true that biking is healthy but it doesn't really save time

It speaks the most truth about choosing to ride a bike.

I am a fitness fanatic.

It is how I feel about biking in the city.

Statistic	Value
Total Responses	95

35. Please explain why "A Safe Option for Everyone" is your favorite?

Text Response
safety first
dont know
The big issue in SF.The
Safe is very important
Lots of people are hesitant to bicycle because it's dangerous.
City living is filled with pitfalls. Having something to do and someplace to do it that adds to the safety involves appeals to me.
I don't think bike lanes are as safe as they purport to be. Recently a biker killed in bike lane in San Francisco
Bike lanes will protect everyone
not my favorite:must have gotten it backwards let's be realistic---it is for many people but not everyone
dont share the opinion
Not a safe option because bikers rarely obey the traffic laws
I like the bicycle.
Not safe in SF
it makes a good argument
don't know
Well then I must have done it backwards. I don't think it's safe at all. Not now, anyway. I used to live in Fox Plaza and frequently saw ambulances on Market Street taking care of riders that were hit by cars.
Too many accidents between cyclists and motorists
With the right infrastructure, this city can do a lot more in terms of safety for bikes.
We can get our children to be healthier by biking early if it were safer.
it isn't a favorite. Making bike lanes an integral part of the auto infrastructure is dangerous for bicyclists and motorists
I am concerned about the safety of bicycling within the city and the differing expectations that drivers and bike riders have of one another.
Safety is important.
it really is an indifferent choice and not my favorite
Keeps us aware of each other
Everyone should share the road so it's safe for all to enjoy the city
because cyclists should be safe riders
A Safe Option was my least favorite because not enough is being done for the safety of bike riders. I see way too many people without helmets and weaving in and out of traffic.
Because I feel bikers are not as traffic aware as the should be in regards to cars, turns, pedestrians and traffic law adherence wqhich creates a more dangerous environment where there are numerous riders
everyone has the right to be safe on the road whether they are a cyclist or a driver.
It's not my favorite. I had to rank them somehow and I guess I disliked this one less than most of the others.
Again, isn't it obvious? What travels on our urban streets is varied, bikes to semi's, Everyone needs to feel safe in traffic.
This is my least favorite, e ause it is not safe out there with fhings as they are. Cyclists need to stop at stop signs and traffic lights, just as cars do.
safety is important for life
I thought I said this is not my favorite, but it does make sense that the more bikers there are, the safer biking will become.
safety first!
This is only true when bicyclers follow the rules of the road.
It really isn't----it's just the least repugnant of the choices
we need to make transit safe for both the drivers and the bikers. Right now, it's like a free-for-all, and everyone is in danger.
As a regular car driver, it is important to me that bicyclists are safe and I am as well.
not safe for inexperienced or people who do not wear helmets
It just makes sense from an overall safety point of view.
Safety is key.
Its not my favorite
safety is important
Biking is important not because of safety but important because of health and the environment
The less cars on the road, the less serious accidents.
...INCLUSIVE...INFORMATIVE...SENSIBLE
It's not my favorite. It' s my third favorite. healthier wealthier is my favorite...because that is what I experience when I ride
See the answer to the previous question. As long as it doesn't attract the selfish element of the public the self-powered movement is good for everyone.
I agree with the concept

I thought I put it as my least favorite! My 80+ year old mother cannot safely cycle and I cannot take her places on a bike. It was not a reasonable option for going anywhere with all my children. I prefer the safety of riding on bike paths with no vehicular traffic.

I think I made a mistake, cycling is not a safe option for everyone

worst survey ever

it really isn't

safe is good

it's great being safe

If I'm going to ride my bike I want to be safe.

it is a safe option but not always

The more awareness there is of bicyclists in a city. the better off everyone is. Bikes and cars need to have mutual respect for one another.

Safety is important for drivers and cyclists.

I like the idea that biking is a safe form of transportation. I don't always feel it is safe to bike next to automobile traffic. I would probably bike more if I felt safe doing so.

If we (drivers and cyclists) can accept a reasoned and balanced approach to sharing the road infrastructure and the (re)construction of improved urban infrastructure to address driver/cycling safety and auto/bike parking, then we can have a more pleasant and safer (vehicle/bike) environment. This survey does not address an important alternative which is the role and provision/funding of public transportation.

Danger.

(See previous comment)

it could be safe IF bicyclists would obey the bicycle laws. They continually run stop signs and stop lights They need to be licensed and fined for breaking the law

it is not. i don't like bike riders in the city

I don't agree with the argument

don't know

because bikers dont follow the laws or get held accountable, yet they want to be treated as a car.

I don't want to hit a biker!

it's not

not sure

Dk

It is only a safe option when everyone obeys the law!

It is not my favorite because it is not a safe option all of the time

Win-Win for everyone

Biking around cars is sometimes scary, and the more attention put on safe biking, the more people think about it and watch for bikers.

this is not my favorite, it's just one choice given me that is slightly less odious than some others

Bike lanes are a safe option for all on the road.

Bicycle lanes should be for all ages. As a child I cycled all ove the town and that was without bike lanes. Today, separation of lanes not by paint but by real buffering is critical and essential and will help with all ages enjoying the benefits of biking for pleasure, work, transportation, exercise.

makes sense in terms of options for more persons

It wasn't

I like it.

none

I don't believe this is true. Although I support bikes and riders I believe that it becomes progressively less safe for both bikers and drivers as two kinds of traffic increasingly mix on the same space.

If they can make it safe for everyone, more power to 'em. Right now it is dangerous for most everyone in my town.

Because we have a lot of cyclists and we want everyone to be safe and bike paths can help with that

A safe option is having cars and bike totally separate from each other and not share the road. Neither parties know how to share the road appropriately.

It pits drivers vs bikers.

Nothing specific

Statistic	Value
Total Responses	90

36. Please explain why indicate why "A Safe Option for Everyone" is your favorite?

Text Response

everyone share the road, the city, the environment, the planet

There have been a number of bike accidents on our streets, and I have to add that New York City, where I used to live, has adopted many bike lanes because of equality and safety issues. I used to ride a bike in SF many decades ago, and I wonder that I was not killed riding as I did in traffic. This is so much better an option to have bike lanes. I also feel that cars contribute so much to pollution and noise. Look also at what Europe has done--Amsterdam, France, etc. You do not have to fear riding a bike there.

It was listed first.

aaaaaa

It represents more of a balance between bikes and cars. Cars are too integral to our society to be banned. A balance of sharing the road for bikes and cars is needed.

Because it emphasizes the city's need to invest in good bike lanes--the protected kind, not just a line or a marking. I think in future many people will cycle to save money and out of necessity, or because they strongly prefer "green" transportation, and not for health reasons. I do not believe that the city I live in has been able to do enough to create real, protected bike lanes, but I like the few green lanes I've seen, and the way the bike lanes in our largest park are on the right of the parking lane, away from the moving traffic.

because it makes the most sense

I own a car and need it to commute to work. Unfortunately, cycling is not an option for me. Even if it were, cycling in the city feels very unsafe. Many of my friends have had collisions with car doors or cars themselves.

Safety is priority- folks won't take to the roads for all the other reasons cited if it is too dangerous. Many friends have been hit by cars. Messaging needs to be simplified and improved a bit, but it is most powerful. Safe, green and fast are top 3.

I think both bikers and drivers are concerned with safety. I'm most interested in seeing safe options communicated with all parties on the road rather than divisiveness between bikers & drivers.

No real favorites

It makes common sense

Safe bike lanes make it safer for all road users. Drivers know where to expect riders; riders can be less worried about cars.

It promotes new o

Because safety is everyone's issue. I drive and bike and I think both sides have forgotten how to be safe

because I hate seeing riders killed by cars

I think it's a practical approach that will resonate with a large demo - whether you ride a bike OR drive a car.

everyone indicates that infrastructure changes necessary will require that both bicyclists and motorists act responsibly with equal obligations to make things work

includes all age of rider

I want safety above all else

Safety comes first

Because when I see bikers on the roads all I can think of is how hard I have to maneuver not to run into them.

safety for everyone, biker and driver

Safety is the most important aspect of having bike lanes to me

I'm very concerned about safety

People won't be able to enjoy the other benefits of cycling if there isn't an investment in safety

emphasizes safety

As a mother, I'm concerned with the safety of our family.

Bikes are a valuable way to get through urban environments and need to be supported more, cars will never go away but bikes need to have a bigger place

It is important to me.

Closest to my thoughts on bikes sharing the road

Because it advances the notion that a safe cycling option is a win-win for everyone - even if you're not a regular cyclist.

its about right

wanted to be safe when I ride my bike.

safety is key

People can choose their mode of transportation. A healthier life style is the trend now days.

It addresses some of the core issues for everyone, not just bikers. I would bike much more if the roads were safer in SF.

I don't know, I just like the graphics

I'M ALWAYS WORRIED ABOUT GETTING HIT BY CARS WHEN RIDING MY BIKE.

We need to pay attention to safety for both cyclists AND drivers.

it is nice and safe

Safety should be top priority whenever dealing with such diverse means of transportation as cars and bikes

It speaks as to reasoning with real numbers.

Safety is number one.

My husband rides everyday and I ride often. I think this, the environment and health are the most important reasons for a city that cycles.

It's safe.

Encourages those who may not ride a bike due to risk of collision with cars.

Because that is what a bike friendly city needs to promote to everyone.

Statistic	Value
Total Responses	48

37. Please explain why "See More, Do More" is your favorite?

Text Response
It gives people a fuller sense of the world around them
Because it makes sense and is easy to do.
it's true.
Promotes experience city living on wheels / foot more neighborhood -y!
Touting benefits of riding. Positive overall message.
I've biked in the city, and enjoy seeing the small things along the way that you wouldn't see while driving. Also, it's the least smug ("healthier, wealthier" is smug). Also, "Go anywhere without anything in your way" is a dream that only works if there are no cars, and that won't happen when people need to commute to work, or buy \$300 worth of groceries at Costco, or take home furniture from IKEA.
i like bikes better than buses in SF
I like to do more
on your own pace
More human, can see the city neighborhoods much more readily, contact/interact with others
it's positive
Lesser of all evils. It assumes any justify city biking.
Riding a bike rather than being cooped up in a car lets you see and do more!
you can do that on a bike
This is a great incentive for people to get out and experience their city in a fun, healthy way - discovering new restaurants, cafes, shops, and neighborhoods builds community relationships in a positive way.
It is quaint, the picture, reminds me of Copenhagen where cars and bikes are separated with their own traffic signals and the ample streets where cars are not allowed.
"Slow" and enjoy- not "speed" and recklessness
I like seeing bikes parked in front of a business.
n/a
It really expresses what one can achieve with more bike lanes in a city..
It makes the most sense and it's true.
shows the excitement of bike riding
I totally understand the concept of that. It is how horseback riders feel. It is how motorcycle riders feel. They aren't just moving through an area, they are part of it.
Implies adventure
Can relate picture to myself
Getting out your car or off the bus lets you experience neighborhoods more efficiently.
It reinforces the notion that biking in the city allows you to feel more connected to it and to the people living there.
It improves local community environment.
makes most sense
Because it's very true!
It seems to fit well with my city & is a well rounded idea. It is general enough to capture broad appeal but specific enough to make you feel connected to it.
Because I had to choose something. Actually - in Portland - it is better/safer to use public transportation than to ride a bike. If bikes were licensed & required to follow the rules of the road it would be a wonderful dream.
Like the idea of different perspectives.
Done correctly you can plan the trip and see different areas of the city that are bicycle safe.
Experience- having owned motorcycle & bicycles . Enhanced perspective of place.
It's the least offensive of all the lies presented.
the best of the worst
SF is about getting out and going to and seeing all the cool stuff, places and people
You don't see all the different small businesses when you drive.
emphasizes the culture change that happens when more people bike in a city
true
Options in life.
You do see a lot that you don't see when driving--it's a bit of a treasure hunt & learning experience.
It is primary reason I ride
just like walking, there's more to see when you slow down.
there is no cars
It sounds like the most fun experience
casual approach and it's true
Expands our limited horizons in the everyday grind.

I like the connecteness with the city concept

It's appealing. Biking has rewards. The others are reasons that affect everyone, "shoulds." See More, Do More invites the rider to reap the benefits.

it is a wonderful concept. again my issues are not represented. on a weekly basis, bikers run lights and make walkers work around them. this is disturbing to me.

people request too much and more?

Emphasizes pleasure

makes life more interesting

Explains bikes in the city

its the most appealing argument to get me to ride more

I like the look of it for starters and the message makes sense for portlanders.

reminds me of Sunday Parkways, when you see other neighborhoods

It reasonates for both the everyday rider, visitors and casual riders.

fits SF well

dunno

fits into all the City has to offer

Cycling tends to make me, "slow down and enjoy the ride". This reflects that, well.

i believe it appeals to people who are not hardcore bicyclists or everyday bike commuters

Seems like a nice way to interact with one's city

its true

none of them

This survey does not address the key issue. Bike riding is great for health and community if cyclists actually obey the rules of the road. Lanes need to be separated, not integrated. Too many bicyclists are arrogant and thus creat dangerous conditions.

it fits in best with Portland -- it is a great place to see by bike. Very bike friendly

You can travel more see more

Stop and smell the roses.

I like the look of the ad

Encourages neighborhoods

all for more awareness of surroundings

See more, do more embodies freedom and hints at transforming one's lifestyle in a positive way.

it's a slower pace

i ride for pleasure

it's a nice concept.

It is easier to stop you bicycle to check out a new store than it is to stop and park a car.

I approve of the idea that seeing more of your neighborhood is a good idea. Local merchants can improve neighborhoods. Being an involved citizen is very positive.

It doesn't nag me to bike. It offers a reason instead. My commute is quite long; too long for a bike.

Statistic	Value
Total Responses	82

38. Please explain why "Break Free from Congestion" is your favorite?

Text Response
When it comes to issues of transportation, I'm most concerned with efficiency. I just don't want to sit in traffic and I want infrastructure to support that goal above all else.
auto pollution, road rage, wasted time commuting are very negative and harmful to all. Bikes would help alleviate that.
In a congested city, bikes are faster
It looks at congestion and doesn't 'glorify biking'.
So true
because I like it most
I think the green reasons for biking are most important, although it's just about tied for me with the health benefits. It is true that our roads are too congested and biking is a good solution--if it is integrated intelligently and safely into our city.
Traffic is getting worse in my city and if more people rode bikes to and from work it may help with this.
Cars are too big and over produced for city traffic.
because it would be nice to not have traffic in the city.
I hate sitting in traffic!
environmental issue
Traffic is not fun and more people who live close enough to work should bike there. Fewer cars on the road is better for the environment and more people biking is better for people's health.
traffic is a huge problem in urban areas.
Most practical
It deals with the most serious issue facing cities.
Traffic is insane.
Congestion is a concern and hassle for everyone, car drivers, bicyclists, transit users.
IF traffic laws were enforced equitably, more bike riders would mean less congested streets.
Traffic is going to be a big problem in the future and bicycles are one way to lessen that
Because it clearly shows the difference between driving and bicycling in a large city.
Future congestion is a fact, and it will affect everyone. Something has to be done, because the problem will not go away just by wishing it wasn't there. We need to consider alternative methods of transport, and bicycling is one of those methods that is here now and should be supported.
I think traffic congestion is the best reason to promote bicycling.
it clearly tells me that sitting in the car smelling exhaust fumes is ugly
The city is too congested with cars at certain times.
bicycles can take you to destination faster and easier when the city streets are so heavily congested
I can't, because I hate bicyclists in SF.
Less cars on the road
Focuses on the need to reduce use of cars.
The fewer cars on the road the better....cuts down on pollution.
None of these options are my favorite. Until people on bikes pay for the use of the roads they are unable to come to the table to discuss any options.
other ideas are more appealing
If more people would bike on other roads, my roads would be less congested.
eliminate traffic
congestion sucks
Environmental concern and global warming
Good reason to bike
This is obvious--it only makes sense to reduce congestion!
gut feeling
It speeds up autos while bicyclists can enjoy the ride
If you ride a bike, you don't have to be stuck in traffic.
When you ride your bike, you don't have to be stuck in traffic.
I believe in reducing congestion caused by car traffic since it will also lead to lower emissions and a cleaner city. It will also make it easier to navigate the city with fewer vehicles on the road.
There is increasing vehicular congestion on the roads and highways. If more people were to use bicycles and modes of public transportation there would be less congestion
biking is important option to reduce global warming impact of vehicles
There are way too many cars on the road!
Because putting more bikes on the road will decrease the amount of money spent maintaining the car culture; it's a good fit with public transportation
pollution
I hate traffic and driving in it is stressful. If there was a safer alternative, I would do it more often.

Congestion is a serious problem for commuters. It leads to frustration on the part of motorists and even road rage. The "Break Free From Congestion" ad offers a realistic alternative to congestion.

That is the only positive about bikes. More bikers means less cars. Less cars means less traffic.

traffic congestion is no fun for anyone. Carpooling and public transportation are key in offsetting this. Using bikes to increase the congestion is secondary.

it affects everyone who owns a car

Because avoiding traffic congestion is the only true reason I would choose to bike to and from work.

I wanted to like the one about riding more bikes makes for fewer accidents, but I don't know if I believe it. Break free from congestion seemed decent, but not very exciting. I think you could create another option that would speak to doing it for the environment, rather than focusing on congestion. I know what it means, but it comes off sounding like a cold.

It gives people who don't cycle and would never consider cycling a reason to support the development of infrastructure for cycling. "I may not be able or willing to cycle, but if I make it easier for others to do so, they are not adding to automobile congestion for me in my car."

More bikes literally equals less cars. A measurable fact.

This is a critical and growing concern for everyone with traffic congestion, fossil fuel issues, etc. Anything we can do to stop or reverse this trend is encouraged.

Bikes take up less room and cars r getting bigger

It makes the most sense to me as to why we should bike around the city. More cars leads to more congestion, where as less cars leads to no or little congestion.

It gets to the reason we need transportation alternatives. As they say, you're not "stuck in traffic", you "are traffic."

I hate traffic

I care about the environment.

An option to traffic congestion, less cars on the road.

Practical

Because sitting in traffic is annoying and expensive, and probably one of the biggest problems that we have that is easily solved by more people riding their bikes

If they are not in the way of the vast majority of vehicle drivers, getting some people out of their cars helps.

It resonates with being green. Portlanders love to make fun of LA and Seattle traffic (even though ours is getting worse).

Statistic	Value
Total Responses	68