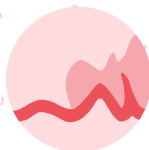


DRIVING CHANGE

GRAND RAPIDS BICYCLE SAFETY CAMPAIGN

Pre/Post-Campaign Research Report
November 2016



CITY OF
GRAND
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BACKGROUND

Grand Rapids has worked hard to implement a robust bicycling infrastructure, including adding more than 70 miles of new bike lanes since 2010. The improvements to infrastructure have increased the number of bicyclists throughout the area. The increase in bicycle ridership also correlated to an increase in bicycle-involved crashes and a fatal crash rate nearly three times higher than the statewide average between 2008 and 2012.

The Grand Rapids Bicycle Safety Education Project was initiated in 2013 with funding to the city of Grand Rapids from the Michigan Department of Transportation and the Federal Highway Administration to reduce the total number of bicycle crashes, fatalities and severity of injuries in Grand Rapids.

To bring down the number of bicycle-involved crashes, the Grand Rapids Bicycle Safety Education Project sought to increase the knowledge of the rules and responsibilities of bicyclists and motorists, and build a culture of respect between them. The first step of the project was a study phase, which included:

- A review of crash data to understand the main causes of bicycle crashes around Grand Rapids.
- A review of existing bicycle and motorist safety messages used locally and nationally.
- A review of the city of Grand Rapids ordinances related to bicycling and recommended changes to best practice.
- A community survey to gauge current knowledge and beliefs about rules of the road and bicyclists.
- A survey of local law enforcement to identify their concerns and gauge knowledge levels related to bicycling rules.
- Two focus groups – one with bicyclists and one with motorists – to hear a community discussion about bicyclists and road safety.

The results from the study phase are reported in the Grand Rapids Bicycle Safety Education Project Study Phase Report. The study phase highlighted the need for a strong public education effort. The Driving Change campaign was created and implemented for summer 2016. The campaign used study phase data to build an education campaign that would increase knowledge of the rules of the road, help build a more positive road use culture and appeal to a large variety of audiences in greater Grand Rapids.

Driving Change used humor and direct messaging about the rules of the road to improve knowledge and help build a more respectful road use culture. The campaign delivered its messages across many media channels – TV, radio, billboards, online video, social media, news coverage, bus ads, brochures and posters, event attendance, etc. – with most efforts happening simultaneously in two, two-week bursts in May and July to maximize the impact and likelihood that community members would see and remember the messages.

This report tracks the results of the first year of the Driving Change public education campaign using a pre- and post-campaign survey of greater Grand Rapids residents.

RESEARCH OBJECTIVES

The research was intended to track knowledge, behaviors and perceptions of a number of bicycle-related areas before the Driving Change campaign was launched and following the conclusion of the first year of the campaign. Those areas included:

- Awareness and familiarity with the rules of the road for bicyclists and motorists
- Self-reported behaviors for driving and riding
- Perceptions of the community's bicycle friendliness
- Awareness and familiarity with the Driving Change campaign



METHODOLOGY AND SAMPLE

An online survey was used to collect responses for both the pre- and post-campaign survey. A target of 400 responses was set to ensure a representative sample of the greater Grand Rapids community. Community members were invited to complete the pre-campaign survey in order to gain responses from harder to reach audiences and to provide an action step for community members to register their opinions and knowledge leading up to the launch of the Driving Change campaign.

Pre-Campaign Survey

- Fielded April 1-May 1, 2016.
- 1,371 completed surveys
 - 400 responses were collected via a panel sample
 - 971 responses were collected via links deployed by the city of Grand Rapids and community groups
- Data was weighted using U.S. Census data to accurately represent Grand Rapids' population for age, gender and ethnicity.

Post-Campaign Survey

- Fielded Aug. 8-22, 2016
- 589 completed surveys
 - 365 responses were collected via a panel sample
 - 224 response were collected via links deployed to community members who had completed the pre-campaign survey and opted-in to participating in future research.
 - *Note: The post-campaign survey was not promoted via the city of Grand Rapids or community groups in order to limit response bias, those who saw the campaign would be much more likely to seek out a survey than others, in the final data collection.*
- Data was weight using U.S. Census data to accurately represent Grand Rapids' population for age, gender and ethnicity.

NOTES

- Data is reported throughout this document by:
 - **Overall Sample** - all responses
 - **Driver Only** - individuals who drive at least once a month but do not bicycle at least monthly
 - **Driver & Bicyclists** - respondents who drive a vehicle **and** ride a bicycle at least once a month
 - *The sample of people who did not drive but do bicycle in greater Grand Rapids is too small to report representative data.*
- A full breakdown of answers by age, ethnicity and gender is located in the appendices of this document.
- Numbers throughout the report are highlighted in yellow to draw attention to some of the significant differences in a given table.
- Please also note that numbers were rounded to the nearest whole number; therefore, percentages may add to 99 percent or 101 percent.



EXECUTIVE SUMMARY

The Driving Change campaign had a tremendous impact on the greater Grand Rapids community over the course of summer 2016. The pre- and post-campaign surveys show significant increases in:

- Understanding of key bicyclist and motorist rules
- Frequency of safe bicycling and driving habits
- Mutual respect and understanding between bicyclists and drivers
- Awareness and understanding of the Driving Change campaign

The campaign's mix of paid media, on-the-ground community engagement and public relations successfully reached and educated a large and diverse number of people in greater Grand Rapids.

KEY FINDINGS

- **Familiarity with the rules for bicyclists increased significantly.** Almost all groups of people – men and women, all ethnicities, most age groups, drivers only and drivers who also bicycle – reported considerable increases in their familiarity with the rules bicyclists must follow on the road.

The people of greater Grand Rapids were largely familiar with the basic rules bicyclists must follow before the Driving Change campaign but did not have confidence in their knowledge. **Most people knew that bicyclists should ride on the road (71 percent), ride with traffic (89 percent) and are required to stop at red lights and stop signs (98 percent).** The campaign reinforced these known rules, leading to more confident drivers when sharing the road with bicyclists and reminding bicyclists of the rules they are expected, not just encouraged, to follow as road users.

- **Both awareness and reported compliance with the new 5-foot passing rule increased meaningfully over the summer.** Additionally, respondents were significantly more likely to view drivers passing too closely to a bicyclist as a dangerous action that could lead to a crash, indicating an increased recognition and acceptance that the 5-foot rule is important to bicyclists' safety on the road.

There was a 40 percent increase in respondents correctly identifying 5 feet as the minimum distance to be left between a vehicle and the bicyclist it is passing. Overall, 42 percent of respondents correctly identified 5 feet while another 10 percent picked a larger passing distance of 7 or 10 feet. There remains a significant number of people to reach with the new rule of a 5-foot passing lane.

Almost half of all respondents, 48 percent, report always giving bicyclists 5 feet of space when passing, while another 40 percent report that they give the required distance most of the time.

- **Greater Grand Rapids residents believe preventing bicycle-vehicle crashes is a shared responsibility and that both bicyclists and drivers occasionally do dangerous actions while on the road that could cause a crash.** Most respondents believe that drivers treat bicyclists with respect, that bicyclists typically follow the rules of the road and that both bicyclists and drivers are respectful of each other's rights on the road.
- **There is strong, nearly universal community support for issuing tickets to both drivers and bicyclists who violate the rules of the road.** Close to 95 percent of respondents indicated that both groups should receive tickets. Currently only two-thirds of respondents believe drivers will be ticketed for breaking rules meant to protect a bicyclist, and even fewer, only four in 10 people, believe that a bicyclist will receive a ticket for breaking the rules of the road.



- **The perception that riding a bicycle on the sidewalk is safer than riding on the road is still prevalent among drivers who do not ride a bicycle, less frequent bicyclists, younger people, minorities and women. Therefore, it's unsurprising that these groups are much more likely to ride on the sidewalk than the road.** Bicyclists entering or crossing roadways/driveways from the sidewalk are a leading cause of crashes in greater Grand Rapids, but only one-third of respondents believe sidewalk riding is likely to lead to a crash. The message "Bicyclists are safer on the road" was the least-recalled message delivered by Driving Change, likely because both bicyclists and drivers did not believe it to be true.
- **The Driving Change campaign was recalled most often from the billboards, TV commercials, social media ads and radio ads that ran in May and July 2016. More than one-third of a respondents recalled seeing the campaign in the previous three months.** More than 1 in 5 respondents remembered the Driving Change campaign without seeing any imagery or campaign advertisements, indicating a strong recognition of the overall effort, not just the individual advertisements in the community.
- **The main takeaway of the Driving Change campaign was explained by respondents in their own words as being: be aware and watch for bikes, drive safer, learn the rules of the road, and everyone needs to work together to change.** Additionally, most respondents who remembered the campaign recalled most of the messages delivered, including 5-foot passing, watching for bikes when turning right, bicyclists stopping at stop signs and red lights, and bicyclists being visible on the road.



OPPORTUNITIES

The second year of the Driving Change campaign will build on the success to continue to educate the public about the rules of the road for both bicyclists and motorists, continue community outreach and improve the perception of Grand Rapids' bicycle friendliness. Specifically, the Driving Change campaign has the opportunity to:

- **Target specific audience groups** who are more likely to be involved in bicycle crashes and still have a lower familiarity and knowledge of the rules of the road.
 - **Young Adults** – Individuals under age 25 are one of the most likely groups of people to be involved in a bicycle crash but are more likely to engage in risky behavior such as not always stopping at intersections or wearing a helmet. Additionally, young adults have a significantly lower understanding of the rules than older riders and drivers.
 - **African Americans and Hispanics** – Both major minority populations in greater Grand Rapids are more likely to regularly ride a bicycle on the sidewalk and without a helmet. They were also somewhat less likely to have seen or recalled bicycle safety messages, including the Driving Change campaign. Direct, on-the-ground outreach around basic rules and new rules could be more effective in improving understanding and knowledge of the rules of the road.
 - **People who do not bicycle** – People who only drive continue to have lower knowledge about rules for sharing the road with bicyclists, and some continue to have little empathy for bicyclists' right to ride on the road.
- **Deliver more complicated information and rules** with new tactics and partnerships. The established Driving Change campaign will serve as a foundation to dig deeper into more complicated road scenarios and rules.
 - The Driving Change website and Facebook page have proved to be successful and inexpensive ways to push out information widely to the community and can be used to deliver more messages than is possible via billboards or 30-second ads.
 - Complicated messages, not well-suited for a six-word billboard – such as how vehicles are supposed to interact with bike lanes at intersections or why bicyclists are safer on the road – could be delivered to the community in an interactive or illustrative way to help community members continue to learn the rules of the road.
- **Continue to raise awareness of the 5-foot passing rule.** There is still work to be done to increase knowledge of the new 5-foot passing rule. Close to half of respondents still believe that 3 feet or as much room as the road allows to be enough space to provide to bicyclists. The second year of the campaign provides an opportunity to continue to inform the unaware public of the new 5-foot rule. Additionally, the second year may offer an opportunity to deepen the understanding of the 5-foot passing rule by visually showing how much space 5 feet is from the right side of a vehicle to help drivers provide enough space every time they pass a bicyclist on the road.



OVERALL SAMPLE PROFILE

The following is an overview of the characteristics and profile of the pre-campaign and post-campaign respondents.

Pre-Campaign n=1,371		Post-Campaign n=589	
Sex		Sex	
Men	46%	Men	46%
Women	54%	Women	54%
Age		Age	
18–24 years old	13%	18–24 years old	13%
25–44 years old	37%	25–44 years old	37%
45–64 years old	34%	45–64 years old	34%
65+ years old	16%	65+ years old	16%
Ethnicity		Ethnicity	
White/Caucasian	81%	White/Caucasian	75%
Black/African American	10%	Black/African American	12%
Hispanic	5%	Hispanic	10%
Asian	2%	Asian	2%
American Indian or Alaska Native	1%	American Indian or Alaska Native	1%
Ridership Type		Ridership Type	
Bicyclist is anyone who reported riding a bicycle at least once a month during the spring, summer or fall.		Bicyclist is anyone who reported riding a bicycle at least once a month during the spring, summer or fall.	
Driver Only	67%	Driver Only	68%
Bicyclist Only	1%	Bicyclist Only	1%
Both Driver and Bicyclist	32%	Both Driver and Bicyclist	31%



RIDERSHIP SAMPLE

Pre-Campaign – DRIVERS ONLY		Post-Campaign – DRIVERS ONLY	
Sex		Sex	
Men	42%	Men	43%
Women	59%	Women	57%
Age		Age	
18–24 years old	11%	18–24 years old	10%
25–44 years old	36%	25–44 years old	32%
45–64 years old	34%	45–64 years old	37%
65+ years old	20%	65+ years old	20%
Ethnicity		Ethnicity	
White/Caucasian	83%	White/Caucasian	78%
Black/African-American	9%	Black/African-American	12%
Hispanic	4%	Hispanic	8%
Asian	3%	Asian	1%
American Indian or Alaska Native	2%	American Indian or Alaska Native	1%
Pre-Campaign – BICYCLISTS & DRIVERS		Post-Campaign – BICYCLISTS & DRIVERS	
Sex		Sex	
Men	55%	Men	52%
Women	45%	Women	48%
Age		Age	
18–24 years old	15%	18–24 years old	17%
25–44 years old	41%	25–44 years old	48%
45–64 years old	35%	45–64 years old	27%
65+ years old	9%	65+ years old	8%
Ethnicity		Ethnicity	
White/Caucasian	79%	White/Caucasian	71%
Black/African-American	11%	Black/African-American	10%
Hispanic	9%	Hispanic	13%
Asian	1%	Asian	4%
American Indian or Alaska Native	0	American Indian or Alaska Native	2%



DRIVING AND BICYCLING FREQUENCY

An overwhelming majority of people, almost 90 percent, in greater Grand Rapids drives a vehicle on a daily basis. About one-third of drivers also ride a bicycle at least once a month in seasonally appropriate weather, with the remaining two-thirds never or rarely bicycling. Only about 1 percent of respondents indicated they did not drive a vehicle regularly but did ride a bicycle frequently.

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Daily	87	84
Weekly	11	15
Biweekly	1	0
Monthly	0	1
Less than once a month	0	0
Never	1	1

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Daily	90	83	86	87
Weekly	10	16	12	13
Biweekly	1	0	1	0
Monthly	0	1	0	0
Less than once a month	0	0	0	0
Never	0	0	0	0

How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Daily	5	5
Weekly	12	11
Biweekly	3	5
Monthly	13	12
Less than once a month	30	29
Never	37	39



How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Daily	14	14
Weekly	37	34
Biweekly	8	15
Monthly	41	37
Less than once a month	0	0
Never	0	0

For most, bicycling is an enjoyable pastime and/or a form of exercise enjoyed occasionally. About one-third of bicyclists ride daily or weekly for more practical reasons such as commuting to work or school, or to get around town.

For which of the following reasons do you ride your bicycle: (Select all that apply.)	Pre-Campaign Total Bicycling Sample (%)	Post-Campaign Total Bicycling Sample (%)
For enjoyment	85	90
To exercise	70	79
To get around town	31	37
For sport	22	24
To commute to work	17	19
As a primary mode of transportation	6	5
To commute to school	4	6
Other	2	0



KNOWLEDGE OF RULES

The first set of questions captured all respondents' knowledge of rules related to drivers sharing a road with bicyclists, bicycle infrastructure and rules specific to bicycling. The section was intended to test knowledge related to recently implemented ordinances in Grand Rapids, such as a new 5-foot minimum passing distance that a vehicle must keep from a bicyclist and the legality of parking in a bicycle lane. The section also looks at knowledge of long-standing rules or guidance, such as bicyclists should ride with traffic to make sure those rules were as well understood as secondary and anecdotal data indicated.

A focus group of greater Grand Rapids drivers who did not bicycle indicated a lack of certainty at what rules of the road bicyclists must follow and what actions they, as drivers, must observe when encountering a bicyclist on the road. Self-reported familiarity with the rules that bicyclists and drivers must follow when riding on the road or encountering bicyclists on the road increased overall and for both groups, people who only drive and those who both drive and ride a bicycle.

- Following the campaign, nearly four in 10 respondents say they are very familiar with the rules bicyclists must follow, a statistically significant increase from the pre-campaign survey, when about three in 10 respondents felt very familiar with the rules for bicyclists.
- A majority of people, 55 percent, who both drive and ride a bicycle reported being very familiar with rules they must follow while riding, a significant increase from 42 percent before the campaign.
- Familiarity with what rules apply to drivers when encountering bicyclists increased to a majority, with 52 percent saying they were very familiar with the rules.

The increases in self-reported familiarity with the rules for both bicyclists and motorists were greatest for those who partook in both activities, indicating an opportunity to further educate people who do not ride a bicycle about their responsibilities as a driver and what rules bicyclists should be expected to follow. Respondents who both drive and bicycle likely reported greater increases in knowledge from the Driving Change campaign because all messaging – rules for bicyclists and for motorists – felt relevant and applicable to their lives.

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Very familiar	31	39
Somewhat familiar	55	55
Not very familiar	13	6

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Very familiar	27	32	42	55
Somewhat familiar	58	60	49	44
Not very familiar	15	8	9	1



How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Very familiar	47	52
Somewhat familiar	46	45
Not very familiar	6	3

How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Very familiar	45	47	53	59
Somewhat familiar	49	49	40	38
Not very familiar	7	3	7	3

Next, respondents were asked to answer specific question on the rules of the road. All audiences are almost universally aware of some basic rules even before the campaign. More than 90 percent of respondents were aware both in the pre- and post-campaign survey that:

- It is illegal to park in a bike lane.
- Bicyclists should ride with traffic.
- Bicyclists must stop at both red lights and stop signs.

Other rules were known but not quite as universally. Most respondents, 82 percent, believed there is a minimum amount of space a driver should leave between their vehicle and a bicyclist they are passing on the road before the campaign, but what that minimum distance is varied significantly. Similarly, most – 71 percent – were aware that bicyclists should ride on the road rather than the sidewalk.

Please indicate whether you believe the following statement is true or false:	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
"It is illegal to park in the bike lane."		
True	96	92
False	4	8
"Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."		
True	82	84
False	18	16



Please indicate whether you believe the following statement is true or false:	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
"It is illegal to park in the bike lane."				
True	96	92	97	91
False	5	8	3	9
"Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."				
True	81	83	85	87
False	19	17	15	13

Bicyclists should ride...	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
On the road	71	75
On the sidewalk	16	15
Wherever they feel most comfortable	12	10

Bicyclists should ride...	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
On the road	72	76	71	75
On the sidewalk	16	14	14	14
Wherever they feel most comfortable	12	10	15	11

The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
With traffic	89	90
Against traffic	8	7
Wherever there is the least amount of traffic	3	3



The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
With traffic	89	90	90	90
Against traffic	9	7	6	7
Wherever there is the least amount of traffic	2	3	5	3

Bicyclists must stop at...	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Both stop signs and red lights	97	98
Red lights only	1	1
Stop signs only	0	0
Neither stop signs nor red lights	1	1

Bicyclists must stop at...	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Both stop signs and red lights	98	98	98	97
Red lights only	1	0	1	2
Stop signs only	0	0	1	0
Neither stop signs nor red lights	2	1	0	0



Before the campaign, only three in 10 respondents correctly identified the recently implemented passing distance of 5 feet. Instead, a plurality of respondents, 35 percent, indicated that a driver should give as much room as the road allows. This is problematic, given focus group and community survey data indicating that many drivers will simply pass a bicycle at far less than 5 feet if there is oncoming traffic, a bike lane or simply a narrow road rather than waiting for an opportunity to pass, giving the bicyclist a full 5 feet because that is “how much space the road allows.”

Following the campaign, four in 10 respondents correctly identified 5 feet as the distance that should be left between a vehicle and bicyclist. A slight majority of all respondents, 52 percent, indicated 5 feet or a larger distance of 7 or 10 feet as the amount of space that should be left by a driver passing on the road.

Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
5 feet	30	42
3 feet	24	23
7 feet	6	6
10 feet	4	4
As much space as the road allows	35	25

Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
5 feet	31	39	30	46
3 feet	21	22	31	27
7 feet	6	6	7	6
10 feet	5	4	4	4
As much space as the road allows	38	30	28	17



COMMUNITY PERCEPTIONS OF CRASH RESPONSIBILITY

The next section of the pre- and post-campaign survey probed beliefs about responsibility for preventing a crash between a bicycle and vehicle, as well as the likelihood that certain behaviors exhibited by both motorists and bicyclists would lead to a crash.

Generally, most people, 75 percent, believe the driver and bicyclist are equally responsible for preventing a crash. About one in five people believes that the motorist carries more responsibility in preventing a crash than the bicyclist. This belief is significantly more supported by individuals who both drive and ride a bicycle.

In road crashes involving a bicyclist and driver, who do you believe is responsible for preventing the crash?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Driver responsible	16	20
Bicyclists and driver equally responsible	77	75
Bicyclist responsible	8	5

In road crashes involving a bicyclist and driver, who do you believe is responsible for preventing the crash?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Driver responsible	14	16	20	28
Bicyclists and driver equally responsible	77	78	74	71
Bicyclist responsible	9	7	6	2

When it comes to behaviors that could contribute to a crash, there is a shared belief that the actions of both bicyclists and motorists can lead to crashes. In both pre- and post-campaign surveys, close to nine out of 10 respondents believed that all of the following could contribute to a bicycle-vehicle crash:

- Distracted drivers
- Drivers not looking for bicycles at intersections
- Bicyclists weaving in and out of traffic
- Bicyclists not stopping at stop signs or red lights
- Bicyclists riding at night without lights or reflective clothing

One action by drivers saw a significant uptick in belief that it could lead to a crash – drivers passing too closely to bicyclists. The surge in overall agreement of the danger of passing too closely was driven primarily by drivers who do not bicycle recognizing the potential risk. It is likely that recognition is linked to increased discussion of why Grand Rapids had implemented a 5-foot passing distance.

One behavior was added to the post-campaign questionnaire – the likelihood that “Bicyclists riding on the sidewalk” could contribute to a crash. Only one-third, 33 percent, of respondents felt that sidewalk riding was likely to contribute to a bicycle crash.



So, while earlier 75 percent of respondents indicated that bicyclists are supposed to ride on the road, very few people believe riding on the sidewalk to be dangerous to a bicyclist. These findings indicate a lack of awareness as to why bicyclists are encouraged to ride on the road instead of the sidewalk where many people perceive bicyclists to be safer.

How likely do you believe the following behaviors are to contribute to bicycle crashes?	Pre-Campaign Overall Sample (% Likely)	Post-Campaign Overall Sample (% Likely)
Drivers not looking for bicyclists at intersections	88	90
Distracted drivers	91	94
Bicyclists going through red lights/stop signs without stopping	89	87
Bicyclists weaving in and out of traffic	88	89
Bicyclists riding at night in dark clothing and/or without lighting	93	91
Drivers passing too closely to bicyclists	81	87
Bicyclists riding on the sidewalk	N/A	33

How likely do you believe the following behaviors are to contribute to bicycle crashes?	Pre-Campaign Driver Only (% Likely)	Post-Campaign Driver Only (% Likely)	Pre-Campaign Driver & Bicyclist (% Likely)	Post-Campaign Driver & Bicyclist (% Likely)
Drivers not looking for bicyclists at intersections	87	88	90	94
Distracted drivers	89	93	95	96
Bicyclists going through red lights/stop signs without stopping	90	88	86	84
Bicyclists weaving in and out of traffic	90	89	84	87
Bicyclists riding at night in dark clothing and/or without lighting	93	92	94	88
Drivers passing too closely to bicyclists	79	87	86	87
Bicyclists riding on the sidewalk	N/A	28	N/A	40



PERCEPTIONS OF BICYCLE FRIENDLINESS

In general, people in greater Grand Rapids thought better of their community's bicycle friendliness and overall rule following from the pre- to the post-campaign survey. A majority of respondents believed the following to be true:

- Grand Rapids is a bicycle-friendly community.
- Bicyclists in greater Grand Rapids typically follow the rules of the road.
- Drivers in greater Grand Rapids typically treat bicyclists with respect.

Additionally, agreement with all three statements increased significantly between the pre-campaign survey and the post-campaign survey.

Seven in 10 people believe Grand Rapids to be a bicycle-friendly community, and the belief is shared by both those who only drive and people who both drive and bicycle. Only one in 10 people does not agree that the community is bicycle-friendly.

Grand Rapids is a bicycle-friendly community.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	62	70
Neutral	24	20
Disagree	14	10

Grand Rapids is a bicycle-friendly community.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	62	69	64	71
Neutral	26	21	18	18
Disagree	12	10	18	11



Prior to the Driving Change campaign, equal numbers – 40 percent – agreed and disagreed about whether bicyclists in greater Grand Rapids typically follow the rules of the road. Following one summer of bicycling and the campaign, the people of greater Grand Rapids are almost twice as likely to agree that bicyclists typically follow the rules than disagree (50 percent agree vs. 28 percent disagree).

The improved belief that bicyclists are following the rules is driven by agreement by motorists.

Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	41	50
Neutral	18	23
Disagree	40	28

Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	35	48	54	52
Neutral	20	22	15	24
Disagree	45	30	31	23

Respondents also believe that drivers typically treat bicyclists with respect in greater Grand Rapids.

Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	51	57
Neutral	27	25
Disagree	22	18



Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	54	59	48	54
Neutral	27	25	26	24
Disagree	19	16	27	21

Belief that drivers will receive a ticket for breaking laws meant to protect bicyclists' safety is significantly higher than agreement that bicyclists will receive a ticket for violating traffic laws even following the campaign (67 percent vs. 40 percent). Additionally, those who drive and bicycle continue to be significantly more skeptical than those who only drive that drivers will receive a ticket for breaking laws meant to protect bicyclists' safety (56 percent vs. 72 percent). When it comes to bicyclists receiving tickets, both motorists and motorists who also bicycle are equally skeptical that a bicyclist will be penalized for violating the rules of the road.

It's likely that only highly visible enforcement of bicycle-related laws for both drivers and bicyclists will cause significant increases in the belief that a ticket will be issued to either party.

I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	65	67
Neutral	17	18
Disagree	18	15

I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	68	72	59	56
Neutral	19	19	14	16
Disagree	13	9	28	28



I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	35	40
Neutral	14	14
Disagree	50	46

I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	36	39	34	41
Neutral	14	13	16	14
Disagree	51	47	51	45

Belief that it is dangerous or not dangerous to ride a bicycle in greater Grand Rapids remains unchanged over the course of the summer and the campaign. The Driving Change campaign has neither increased the communities belief that bicycling is dangerous as sometimes happens with a new safety message nor has the increased knowledge of rules and increasing confidence that there is respect between road users improved the perception of bicycling as a dangerous activity. It is possible that high-profile bicycle crashes over the campaign time frame, such as the crash in Kalamazoo resulting in five bicyclists' deaths, may have impacted perceptions of bicycling in nearby Grand Rapids.

It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	38	38
Neutral	31	30
Disagree	31	32



It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	38	37	40	39
Neutral	31	33	29	25
Disagree	31	30	31	36

Just under half of respondents, a significant increase from the pre-campaign survey, agree that bicyclists and drivers are respectful of each other's rights on the road. Reasons given for the community being respectful include:

- People, both bicyclists and drivers, are following the rules/laws
- More bike lanes have led to more bicyclists on the road
- Drivers are giving bicyclists more room to ride
- Do not hear about many accidents occurring

Reasons for saying each group does not respect the other include:

- People not following the rules/laws
- Perception by some drivers that bicyclists are annoying or a nuisance
- Drivers not giving enough room to bicyclists or not paying enough attention while driving

In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	40	47
Neutral	20	20
Disagree	41	32

In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	41	48	37	47
Neutral	18	19	21	23
Disagree	40	33	42	30



The pre-campaign survey also asked respondents their thoughts on the bicycling infrastructure of greater Grand Rapids. Unsurprisingly, respondents who bicycle were less likely to say the current bicycling infrastructure is adequate for the needs of the community. Close to half of bicyclists, 46 percent, said the infrastructure was not adequate, citing reasons such as:

- Not enough bike lanes
- Not enough bicyclists using the bike lanes
- Not enough signage related to the bicycling infrastructure
- Roads are dangerous or unsafe for bicyclists

Note: This question was not repeated on the post-campaign survey. There were limited bicycle-related infrastructure changes over the course of the campaign; therefore the question space was used to probe respondents on their reactions to the Driving Change campaign.

In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign Overall Sample (%)
Agree	39
Neutral	20
Disagree	41

In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign Driver Sample (%)	Pre-Campaign Driver & Bicyclist Sample (%)
Agree	40	39
Neutral	22	16
Disagree	39	46



SELF-REPORTED BICYCLING BEHAVIOR

Bicyclists were asked how often they observe different rules and best practices of bicycling. From the pre-campaign survey to the post-campaign survey, there was relatively small increases in bicyclists reporting that they engage in safer behavior more frequently, such as:

- Stopping at all stop signs and red lights
- Using lights when riding at night
- Wearing bright or reflective clothing
- Wearing a helmet

How often do you do the following when riding your bicycle?	Pre-Campaign Total Bicycling Sample (%)	Post-Campaign Total Bicycling Sample (%)
I stop at all stop signs and red lights.		
Always/Most of the time	90	93
Occasionally	7	5
Rarely/Never	3	2
I use light(s) when riding at night.		
Always/Most of the time	78	79
Occasionally	7	9
Rarely/Never	15	12
I wear bright-colored or reflective clothing.		
Always/Most of the time	64	66
Occasionally	22	23
Rarely/Never	14	12
I wear a helmet.		
Always/Most of the time	59	64
Occasionally	7	7
Rarely/Never	35	29



Most bicyclists – 60 percent – say they ride on the road at least most of the time. Similarly, 49 percent of bicyclists say they rarely or never ride on the sidewalk. But there is still significant opportunity to encourage more bicyclists to ride on the road rather than the sidewalk by better communicating the dangers and frequency of those perils to all bicyclists.

How often do you do the following when riding your bicycle?	Pre-Campaign Total Bicycling Sample (%)	Post-Campaign Total Bicycling Sample (%)
I ride on the road.		
Always/Most of the time	61	60
Occasionally	19	24
Rarely/Never	20	16
I ride on sidewalks.		
Always/Most of the time	24	29
Occasionally	31	22
Rarely/Never	45	49



SELF-REPORTED DRIVING BEHAVIOR

Drivers' self-reported behavior also shows small increases in reporting that they "always" or "most of the time":

- Notice bike lanes on the road
- Are confident they are following all the rules related to sharing the road with bicyclists
- Give 5 feet of space when passing a bicyclist
- Look out for bicyclists when leaving driveways and parking lots and opening car doors while parked on the street

How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Total Driving Sample (%)	Post-Campaign Total Driving Sample (%)
I notice bike lanes on the roads on which I drive.		
Always/Most of the time	88	90
Occasionally	9	9
Rarely/Never	3	2
I am confident that I am following all the rules related to sharing the road with a bicyclist.		
Always/Most of the time	87	89
Occasionally	11	8
Rarely/Never	2	2
I give bicyclists 5 feet of space when I pass them on the road.		
Always/Most of the time	86	88
Occasionally	9	10
Rarely/Never	5	2
I look out for bicyclists at intersections.		
Always/Most of the time	86	88
Occasionally	9	10
Rarely/Never	5	2
I look out for bicyclists when leaving a parking lot or driveway.		
Always/Most of the time	84	87
Occasionally	10	10
Rarely/Never	6	3
I look out for bicyclists when opening my car door while parked on the street.		
Always/Most of the time	69	71
Occasionally	14	12
Rarely/Never	17	17



REPORTED BEHAVIOR – BICYCLISTS AND MOTORISTS

Next, respondents were asked to think about their behavior on the road as either a bicyclist or a motorist. Overall, the people of greater Grand Rapids continue to report that they are conscientious road users. Approximately nine out of 10 respondents agree that they:

- Think about how their behavior affects others
- Change their habits to not pose a danger to others
- Use safety tips to improve their driving or riding

Surprisingly, there was a decrease in agreement, particularly among drivers, that they reported changing their driving or bicycling habits to ensure they do not pose a danger to others from the pre-campaign to the post-campaign survey. The small decrease in agreement could be related to the increased confidence that both drivers and riders feel that they are following all of the rules related to their road use. More confident road users may believe they are already driving or riding in a way to minimize the danger posed to others and therefore do not need to change their behavior further.

I think about how my behavior on the road might affect others.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	93	94
Neutral	6	5
Disagree	1	2

I think about how my behavior on the road might affect others.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	93	92	93	96
Neutral	6	5	6	3
Disagree	1	2	1	1

I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	92	88
Neutral	7	11
Disagree	1	1



I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	92	85	93	94
Neutral	8	14	5	4
Disagree	1	1	2	2

I use safety tips that I heard/learned to improve the way I drive or ride on the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	88	88
Neutral	10	9
Disagree	2	2

I use safety tips that I heard/learned to improve the way I drive or ride on the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	89	87	87	91
Neutral	10	10	11	7
Disagree	2	2	2	2

An overwhelming majority of greater Grand Rapids respondents agree that both bicyclists and motorists should receive a ticket for breaking the rules of the road. While more than 90 percent believe bicyclists should receive a ticket for breaking the rules of the road, only 40 percent of people actually believe bicyclists will be ticketed (Page 21). Similarly, more than 90 percent believe drivers should receive a ticket for breaking rules meant to protect bicyclists, but only 67 percent believe a driver would be ticketed (Page 20).



The first year of the Driving Change campaign did not recommend increased enforcement of new bicycle safety rules despite strong community support for enforcement. One of the main goals of the campaign was to encourage a culture of respect between road users, and penalties, even if applied equally to both road groups, do not promote respect and understanding between the groups. However, as residents of greater Grand Rapids become more familiar with the rules of the road, there will be an opportunity for highly visible enforcement of the rules.

Bicyclists should receive a ticket for breaking the rules of the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	92	93
Neutral	5	5
Disagree	3	2

Bicyclists should receive a ticket for breaking the rules of the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	95	93	86	92
Neutral	4	5	7	5
Disagree	1	1	7	3

Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Agree	89	94
Neutral	7	5
Disagree	4	1

Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Agree	90	94	89	96
Neutral	7	5	6	3
Disagree	4	1	5	1



DRIVING CHANGE CAMPAIGN AWARENESS

Nearly half, 45 percent, of all respondents remember seeing or hearing a bicycle and motorist safety campaign in August while taking the post-campaign survey. Respondents who rode bicycles at least monthly were significantly more likely (59 percent vs. 38 percent) to recall seeing a bicycle or motorist safety campaign at the end of the summer and the first year of the Driving Change campaign. This is likely because all messaging delivered by Driving Change was relevant to them as both drivers and bicyclists while individuals who only drive may have ignored bicyclist-specific messaging.

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Yes	17	45
No	83	55

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Yes	16	38	19	59
No	84	62	81	41

The pre-campaign survey asked respondents if they were familiar with the Driving Change campaign before the campaign launched publicly in May 2016.

One in five people in greater Grand Rapids recalled seeing Driving Change without any visual aids to remind them of the campaign. About half of the people who recalled seeing a bicycle and motorist safety campaign recalled the Driving Change campaign.


Nearly twice as many people who both drive and bicycle recalled the Driving Change campaign, indicating those who participate in both activities were significantly more likely to pay attention to the campaign messages than those who exclusively drive.

Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
Yes	4	21
No	83	60
I don't know	13	20




Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
Yes	3	16	6	30
No	84	64	82	51
I don't know	14	19	12	19

More people recalled seeing the campaign logo, 26 percent, than recalled the Driving Change message, 21 percent. It is expected that more people would recall the campaign with visual aids rather than just by name. The logo appeared on all campaign materials except radio ads – billboards, TV/video ads, printed materials, etc.

Do you recall seeing this logo?	Pre-Campaign Overall Sample (%)	Post-Campaign Overall Sample (%)
 Driving Change <small>GRDrivingchange.org • Grand Rapids, Michigan, USA</small>		
Yes	2	26
No	98	74

Again, respondents who drive and bicycle were almost twice as likely to express familiarity with elements of the Driving Change campaign.

Do you recall seeing this logo?	Pre-Campaign Driver Only (%)	Post-Campaign Driver Only (%)	Pre-Campaign Driver & Bicyclist (%)	Post-Campaign Driver & Bicyclist (%)
 Driving Change <small>GRDrivingchange.org • Grand Rapids, Michigan, USA</small>				
Yes	2	21	2	38
No	98	79	98	62



Respondents who were familiar with the Driving Change campaign were asked to describe in their own words what their main takeaways from the campaign were. The responses fell largely into the broad categories about being aware as a driver or bicyclist, knowing the rules of the road and everyone needing to work together.

Drivers were almost twice as likely to take away the message that they should learn the rules/laws of the road than bicyclists. Meanwhile, bicyclists were four times more likely than a driver only to say the campaign was about giving bicyclists more room to ride on the road.

What was your main takeaway from the "Driving Change" campaign? (Open-ended question, top responses)	Total respondents with unaided awareness of "Driving Change" campaign (%)
Be aware/Pay attention/Watch for bikes	26
Drive safer/Safety awareness	15
Learn the rules/laws of the road	12
Cyclists and drivers both need change/Need to work together	12
Good idea/program/ad campaign/Like it	9
Be respectful	8
Give more room to cyclists	7
Promoting bicycling	4

What was your main takeaway from the "Driving Change" campaign? ((Open-ended question, top responses)	Drivers with unaided awareness of "Driving Change" campaign (%)	Respondents who drive and bicycle with unaided awareness of "Driving Change" campaign (%)
Be aware/Pay attention/Watch for bikes	22	31
Drive safer/Safety awareness	15	15
Learn the rules/laws of the road	14	8
Cyclists and drivers both need change/Need to work together	11	12
Good idea/program/ad campaign/Like it	10	8
Be respectful	10	6
Give more room to cyclists	3	12
Promoting bicycling	5	3



Four out of five of the messages delivered by the Driving Change campaign were remembered by between a third and almost half of all people who were aware of the campaign. “Bicyclists are safer on the road” was a message generally not remembered by the greater Grand Rapids community.

In fact, the “safer on the road” message was less remembered than four messages that were not shared at all via the campaign. A few reasons that the “safer on the road” message was not remembered could be:

- It is less direct and action-orientated. The others messages delivered by Driving Change feature a clear and specific action for drivers and bicyclists to take on the road.
- Community members may not have believed the statement to be true.
 - Respondents have already expressed a lack of belief that riding on the sidewalk is a dangerous activity that may lead to a crash (Page 17.)
 - 51 percent of bicyclists say they at least occasionally ride on the sidewalk (Page 25)

About two-thirds of respondents remember seeing a “Share the road” message, which was not delivered via the campaign. The high recall is almost certainly due to the long use of “share the road” wording in bicycle-related messaging. Share the road was not used during the Driving Change campaign because it lacks a specific action for drivers or bicyclists to take. Additionally, it is used very broadly today in a variety of contexts, including motorcycle and semitrailer safety messages, which could dilute the Driving Change campaign and its impact.

Did you see any of the following messages from the "Driving Change" campaign? (Select all that apply.)	Total respondents with unaided awareness of “Driving Change” campaign that recalled message (%)
<i>*Messages that were delivered by the campaign</i>	
Share the road	65
*Leave 5 feet when passing bikes	45
*Bicyclists must obey stop signs and signals	42
*Bicyclists must be visible. Use lights and reflectors.	41
*Drivers, watch for bikes when turning right	35
Do not park or drive in bike lanes	25
Bicyclists should wear helmets	22
Bicyclists should ride with traffic	21
Don't drink and ride	17
*Bicyclists are safer on the road	16



Curiously, drivers were more likely to remember messages directed toward bicyclists than the messages intended to change driver behaviors. This could be because non-bicyclists are less likely to have previously known the rules bicyclists must follow on the road, and therefore were more likely to remember the “new” rules they learned. Or it could be that some drivers continue to place more emphasis on bicyclist improper behavior on the road rather than their own driving behavior.

Did you see any of the following messages from the "Driving Change" campaign? (Select all that apply.) *Messages that were delivered by the campaign	Drivers with unaided awareness of "Driving Change" campaign that recalled message (%)	Respondents who drive and bicycle with unaided awareness of "Driving Change" campaign that recalled message (%)
Share the road	60	72
*Leave 5 feet when passing bikes	30	63
*Bicyclists must obey stop signs and signals	43	41
*Bicyclists must be visible. Use lights and reflectors.	40	42
*Drivers, watch for bikes when turning right	32	39
Do not park or drive in bike lanes	21	30
Bicyclists should wear helmets	24	19
Bicyclists should ride with traffic	18	24
Don't drink and ride	19	14
*Bicyclists are safer on the road	12	21



Mass media vehicles – TV, radio, billboards, social media – were the most recalled by respondents. There were significant differences between where drivers and people who both drive and bicycle recall seeing the Driving Change campaign. Drivers were more likely to recall the TV ads, online ads and governmental website than those who also bicycle. Respondents who drive and bicycle were much more likely than drivers to recall the billboards, social media ads, fliers/brochures, bus ads and local newspaper coverage. Both groups recalled radio ads equally.

Where did you recall seeing or hearing the "Driving Change" message?	Total respondents with unaided awareness of "Driving Change" campaign (%)
Billboards	55
TV ad	36
Social media (Facebook, etc.)	28
Radio ad	21
On a flier or pamphlet	15
Local newscast	14
Newspaper ad	10
Bus ad	7
Local newspaper article	7
On the Michigan.gov website	7
Online ad	6
At an event	5



Where did you recall seeing or hearing the "Driving Change" message?	Drivers with unaided awareness of "Driving Change" campaign (%)	Respondents who drive and bicycle with unaided awareness of "Driving Change" campaign (%)
Billboards	45	67
TV ad	45	27
Social media (Facebook, etc.)	22	36
Radio ad	21	21
On a flier or pamphlet	14	28
Local newscast	11	19
Newspaper ad	24	19
Bus ad	5	10
Local newspaper article	2	13
On the Michigan.gov website	10	2
Online ad	11	1
At an event	2	8

APPENDIX



DRIVING AND BICYCLING FREQUENCY – SEX

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Daily	87	81	87	87
Weekly	11	17	10	12
Biweekly	1	0	1	0
Monthly	0	0	0	1
Less than once a month	0	0	1	0
Never	1	1	1	0

How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Daily	1	1	9	9
Weekly	12	8	12	13
Biweekly	2	5	4	4
Monthly	12	14	14	9
Less than once a month	33	29	26	30
Never	39	42	35	34

For which of the following reasons do you ride your bicycle: (Select all that apply.)	Pre-Campaign Cycling Sample Women (%)	Post-Campaign Cycling Sample Women (%)	Pre-Campaign Cycling Sample Men (%)	Post-Campaign Cycling Sample Men (%)
For enjoyment	88	88	83	91
To exercise	63	73	75	84
To get around town	24	34	36	40
For sport	12	14	30	33
To commute to work	10	10	23	27
As a primary mode of transportation	4	2	7	8
To commute to school	3	7	5	5
Other	1	0	3	4



DRIVING AND BICYCLING FREQUENCY – ETHNICITY

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Daily	88	83	80	83	84	89
Weekly	11	16	9	9	16	11
Biweekly	0	0	4	0	0	0
Monthly	0	0	0	4	0	0
Less than once a month	0	0	2	0	0	0
Never	0	0	4	4	0	0

How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Daily	4	4	9	9	8	5
Weekly	10	11	20	4	28	16
Biweekly	3	3	4	13	4	11
Monthly	14	12	9	4	12	11
Less than once a month	30	32	26	22	28	16
Never	38	38	33	48	20	42



For which of the following reasons do you ride your bicycle: (Select all that apply.) <i>*Sample of African American and Hispanic bicyclists too small to analyze</i>	Pre-Campaign Bicycling Sample White (%)	Post-Campaign Bicycling Sample White (%)
For enjoyment	85	86
To exercise	72	79
To get around town	30	37
For sport	25	25
To commute to work	18	20
As a primary mode of transportation	5	7
To commute to school	4	2
Other	1	1



DRIVING AND BICYCLING FREQUENCY – AGE

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Daily	79	87	91	88
Weekly	13	9	7	11
Biweekly	2	0	1	0
Monthly	0	0	0	0
Less than once a month	1	1	0	0
Never	6	4	0	0

How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Daily	88	78	84	83
Weekly	11	20	16	17
Biweekly	1	0	0	0
Monthly	0	1	0	0
Less than once a month	1	0	0	0
Never	0	1	0	0

How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Daily	9	6	5	6
Weekly	12	3	15	12
Biweekly	3	13	4	6
Monthly	19	23	12	17
Less than once a month	29	26	31	28
Never	28	28	34	32



How frequently do you ride a bicycle in the spring, summer or fall?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Daily	4	4	4	2
Weekly	12	14	6	7
Biweekly	3	3	1	0
Monthly	15	5	8	7
Less than once a month	34	31	20	31
Never	33	44	61	53

For which of the following reasons do you ride your bicycle: (Select all that apply.)	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
For enjoyment	89	95	90	90
To exercise	63	82	72	79
To get around town	33	47	38	32
For sport	25	19	27	23
To commute to work	15	15	25	22
As a primary mode of transportation	13	2	7	5
To commute to school	16	23	4	4
Other	1	9	3	0



For which of the following reasons do you ride your bicycle: (Select all that apply.) <i>*Sample of 65-plus-year-old bicyclists too small to analyze</i>	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
For enjoyment	79	93	76	*
To exercise	72	79	61	*
To get around town	16	46	10	*
For sport	15	31	16	*
To commute to work	12	20	4	*
As a primary mode of transportation	3	8	1	*
To commute to school	0	1	0	*
Other	3	2	7	*



KNOWLEDGE OF RULES – SEX

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very familiar	24	32	40	48
Somewhat familiar	58	58	51	51
Not very familiar	17	10	9	1

How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very familiar	39	46	57	59
Somewhat familiar	52	50	38	40
Not very familiar	9	5	5	1

Please indicate whether you believe the following statement is true or false: “It is illegal to park in the bike lane.”	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
True	97	95	95	89
False	3	5	5	11

Please indicate whether you believe the following statement is true or false: “Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road.”	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
True	83	84	82	84
False	17	16	18	16



Bicyclists should ride...	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
On the road	70	74	73	76
On the sidewalk	17	15	15	14
Wherever they feel most comfortable	13	10	12	10

The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
With traffic	80	89	91	91
Against traffic	9	7	7	6
Wherever there is the least amount of traffic	11	4	2	3

Bicyclists must stop at...	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Red lights only	1	1	2	1
Stop signs only	1	0	0	0
Both stop signs and red lights	98	97	97	99
Neither stop signs nor red lights	1	1	1	0

Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
3 feet	24	20	24	26
5 feet	29	41	32	42
7 feet	8	6	4	5
10 feet	5	7	4	1
As much space as the road allows	34	25	36	25



KNOWLEDGE OF RULES – ETHNICITY

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very familiar	35	43	11	30*	12*	26*
Somewhat familiar	54	52	63	65*	60*	63*
Not very familiar	11	5	26	4*	28*	11*

How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very familiar	50	55	39	43*	24*	42*
Somewhat familiar	45	42	50	52*	48*	53*
Not very familiar	5	3	11	4*	28*	5*

**Small sample size use data cautiously*



Please indicate whether you believe the following statement is true or false: "It is illegal to park in the bike lane."	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
True	95	93	100	87*	96*	89*
False	5	7	0	13*	4*	11*

Please indicate whether you believe the following statement is true or false: "Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
True	81	83	89	91*	84*	79*
False	19	17	11	9*	16*	21*



Bicyclists should ride...	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
On the road	75	78	65	70*	52*	63*
On the sidewalk	14	13	17	17*	24*	21*
Wherever they feel most comfortable	11	9	17	13*	24*	16*

The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
With traffic	92	91	83	70*	60*	100*
Against traffic	6	6	13	17*	16*	0*
Wherever there is the least amount of traffic	1	3	4	13*	24*	0*

Bicyclists must stop at...	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Red lights only	1	1	4	0*	0*	5*
Stop signs only	0	0*	2	0*	0*	0*
Both stop signs and red lights	99	99	87	96*	100*	95*
Neither stop signs nor red lights	1	0*	7	4*	0*	0*



Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
3 feet	26	20	17	39*	16*	37*
5 feet	32	46	28	17*	28*	37*
7 feet	4	6	15	4*	28*	5*
10 feet	3	2	7	13*	8*	5*
As much space as the road allows	36	26	33	26*	20*	16*



KNOWLEDGE OF RULES – AGE

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very familiar	14	13	25	43
Somewhat familiar	64	78	58	50
Not very familiar	23	9	17	7

How would you rate your level of familiarity with the rules that bicyclists must follow when riding?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very familiar	42	43	38	45
Somewhat familiar	50	51	54	52
Not very familiar	8	6	9	3

How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very familiar	31	29	41	51
Somewhat familiar	55	63	48	45
Not very familiar	14	8	11	4

How would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very familiar	55	57	58	60
Somewhat familiar	42	41	39	40
Not very familiar	3	2	3	0



Please indicate whether you believe the following statement is true or false: "It is illegal to park in the bike lane."	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
True	97	88	97	96
False	3	12	3	4

Please indicate whether you believe the following statement is true or false: "It is illegal to park in the bike lane."	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
True	96	90	94	91
False	4	10	6	9

Please indicate whether you believe the following statement is true or false: "Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
True	82	78	87	87
False	18	22	13	13

Please indicate whether you believe the following statement is true or false: "Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
True	81	86	75	81
False	19	14	25	19



Bicyclists should ride...	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
On the road	52	42	72	76
On the sidewalk	23	43	16	12
Wherever they feel most comfortable	20	14	13	12

Bicyclists should ride...	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
On the road	76	84	77	80
On the sidewalk	13	10	14	8
Wherever they feel most comfortable	11	5	9	12

The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
With traffic	80	74	87	90
Against traffic	9	9	9	7
Wherever there is the least amount of traffic	11	17	3	2

The proper way for bicyclists to ride in relation to traffic on the road is...	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
With traffic	93	92	90	95
Against traffic	7	6	8	5
Wherever there is the least amount of traffic	1	2	1	0



Bicyclists must stop at...	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Red lights only	4	0	2	1
Stop signs only	2	0	0	*
Both stop signs and red lights	93	96	96	99
Neither stop signs nor red lights	2	4	2	*

Bicyclists must stop at...	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Red lights only	0	2	0	0
Stop signs only	0	1	0	0
Both stop signs and red lights	99	97	100	100
Neither stop signs nor red lights	1	0	0	0

Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
3 feet	15	13	26	20
5 feet	31	35	29	44
7 feet	6	15	11	3
10 feet	5	5	6	7
As much space as the road allows	43	33	28	26



Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
3 feet	27	31	21	21
5 feet	28	42	38	41
7 feet	2	4	3	9
10 feet	4	2	1	2
As much space as the road allows	38	21	38	28



COMMUNITY PERCEPTION ON BICYCLE FRIENDLINESS – SEX

B1 In road crashes involving a bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Driver responsible	16	19	16	21
Bicyclist and driver equally responsible	79	78	73	71
Bicyclist responsible	5	3	11	8

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers not looking for bicyclists at intersections.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	89	88	86	92
Somewhat likely	6	5	5	4
Not likely	5	7	9	4

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Distracted drivers.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	92	92	89	96
Somewhat likely	4	5	6	2
Not likely	4	3	5	2



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists going through red lights/stop signs without stopping.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	88	83	89	91
Somewhat likely	5	7	4	4
Not likely	7	10	7	5

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists weaving in and out of traffic.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	89	88	86	89
Somewhat likely	4	5	4	6
Not likely	7	7	10	5

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists riding at night in dark clothing and/or without lighting.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	93	88	93	94
Somewhat likely	2	5	2	2
Not likely	5	7	5	4

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers passing too closely to bicyclists.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Very likely	83	88	78	86
Somewhat likely	8	7	11	8
Not likely	9	5	11	6



It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	39	38	39	38
Somewhat agree	23	32	31	28
Do not agree	38	30	30	34

Grand Rapids is a bicycle-friendly community.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	65	71	59	68
Somewhat agree	22	20	26	20
Do not agree	13	9	15	12

Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	45	52	37	47
Somewhat agree	21	25	16	20
Do not agree	34	23	47	33
Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	52	59	51	56
Somewhat agree	27	27	26	22
Do not agree	21	14	23	22



I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	39	46	31	33
Somewhat agree	15	13	13	14
Do not agree	46	41	56	53

I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	69	71	61	62
Somewhat agree	16	15	18	21
Do not agree	15	14	21	17

"In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road."	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Strongly agree	43	45	36	50
Somewhat agree	22	25	18	15
Do not agree	36	29	46	35

Why do you believe greater Grand Rapids bicyclists and drivers "are"/"are not" respectful to each other?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
They are respectful	12	13	14	8
People follow the rules/laws	9	12	9	11
Don't hear about many accidents	8	7	0	4
Drivers give enough room to bicyclists	9	8	9	6
More bike lanes/People use bike lanes	16	17	9	9



Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
People are nice/polite/friendly	5	4	3	4
People watch out for each other	3	4	3	4
People are cautious/pay attention	4	2	0	1
Haven’t seen any problems	3	2	6	4
Lots of people ride bicycles	4	6	1	5
Don’t want to have an accident/Trying to be safe	9	4	4	3
Other positive responses	6	4	6	5
Rude drivers/Honking horns	3	3	3	4
People don’t watch out for each other	2	3	2	2
People aren’t following the rules/laws	12	16	9	23
Drivers don’t give enough room to bicyclists	2	3	3	5
People aren’t paying attention/not being cautious	3	4	4	5
Rude/arrogant cyclists	2	4	2	1
Cyclists are seen as a nuisance/annoying	4	4	3	1
Not enough bike lanes/Riders not using bike lanes	4	3	2	4
Lack of education/People don’t know the rules/laws	3	4	2	0
Don’t want to share the road/Each thinks they have the right of way	4	5	8	4
Unsafe/Dangerous/Too many accidents	3	2	3	2
Other negative responses	6	8	4	6
Based on my observation	3	4	7	8



Note: Question only asked on the pre-campaign survey

In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign Women (%)	Pre-Campaign Men (%)
Strongly agree	37	43
Somewhat agree	22	17
Do not agree	41	40



Note: Question only asked on the pre-campaign survey

Why do you believe the bicycling infrastructure in greater Grand Rapids “is not”/“is” adequate for the needs of the community?	Pre-Campaign Women (%)	Pre-Campaign Men (%)
Good amount of bike lanes/trails	33	24
Good amount of signs	3	5
Good amount of bike racks	2	0
Good amount of sidewalks	2	1
Roads are wide/roomy	3	6
Safe for bikes	4	3
It meets our needs/It’s good/better	3	3
Biking is becoming more popular	2	2
Just believe it is adequate	1	3
Other adequate structure responses	5	3
Not enough bike lanes/trails/Riders not using bike lanes	23	22
Not enough signs	4	4
Bike lanes are confusing/hard to understand	2	4
Roads are too narrow for bike lanes	7	4
Not enough bike racks	1	0
Need more education for drivers/riders	4	3
Need more infrastructure/Do better	2	1
Dangerous/Unsafe for bikers	3	2
Bike lanes don’t connect well/inconsistent lanes	1	3
Other inadequate structure responses	8	7
Don’t need as many bike lanes/paths	2	1
Not many bike riders	6	6
Improving but still could be better	5	8
Other neutral responses	1	4



COMMUNITY PERCEPTION OF BICYCLE FRIENDLINESS – ETHNICITY

In road crashes involving a bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Driver responsible	14	18	22	30*	28*	21*
Bicyclist and driver equally responsible	77	76	78	70*	68*	74*
Bicyclist responsible	9	6	0	0*	4*	5*

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers not looking for bicyclists at intersections.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	88	93	87	78*	84*	74*
Somewhat likely	5	4	9	9*	4*	10*
Not likely	7	3	4	13*	12*	16*



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Distracted drivers.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	90	97	94	87*	92*	74*
Somewhat likely	5	2	4	4*	0*	15*
Not likely	5	1	2	9*	8*	11*

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists going through red lights/stop signs without stopping.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	91	92	80	83*	80*	58*
Somewhat likely	2	4	16	0*	0*	26*
Not likely	7	4	4	17*	20*	16*



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists weaving in and out of traffic.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	90	91	89	91*	56*	68*
Somewhat likely	2	4	4	5*	16*	16*
Not likely	8	5	7	4*	28*	16*

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists riding at night in dark clothing and/or without lighting.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	94	95	87	78*	88*	74*
Somewhat likely	1	2	9	9*	4*	10*
Not likely	5	3	4	13*	8*	16*



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers passing too closely to bicyclists.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Very likely	81	89	83	87*	84*	79*
Somewhat likely	8	8	8	0*	12*	10*
Not likely	11	3	9	13*	4*	11*

It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	41	39	24	22*	20*	47*
Somewhat agree	29	30	37	30*	40*	32*
Do not agree	30	31	39	48*	40*	21*

Grand Rapids is a bicycle-friendly community.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	62	69	78	83*	60*	58*
Somewhat agree	25	19	15	13*	8*	31*
Do not agree	13	12	7	4*	32*	11*



Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	38	48	58	61*	60*	47*
Somewhat agree	18	21	29	26*	12*	32*
Do not agree	44	31	13	13*	28*	21*

Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	50	56	67	61*	56*	63*
Somewhat agree	27	24	26	26*	16*	26*
Do not agree	23	20	7	13*	28*	11*

I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	33	35	50	57*	36*	47*
Somewhat agree	14	13	22	8*	16*	32*
Do not agree	53	52	28	35*	48*	21*



I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	66	65	72	83*	56*	58*
Somewhat agree	16	17	17	8*	28*	42*
Do not agree	18	18	11	9*	16*	0*

"In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road."	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Strongly agree	39	49	50	57*	44*	32*
Somewhat agree	18	18	22	21*	20*	32*
Do not agree	43	33	28	22*	36*	36*



Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
They are respectful	15	11	0*	13*	17*	9*
People follow the rules/laws	9	10	4*	27*	50*	9*
Don’t hear about many accidents	6	6	4*	0*	0*	0*
Drivers give enough room to bicyclists	10	6	4*	7*	0*	9*
More bike lanes/People use bike lanes	15	11	13*	27*	0*	18*
People are nice/polite/friendly	5	5	0*	0*	17*	0*
People watch out for each other	4	4	0*	0*	0*	9*
Haven’t seen any problems	3	3	13*	0*	0*	9*
Lots of people ride bicycles	4	6	0*	0*	0*	0*
There is increased awareness of rules	4	1	4*	7*	4*	0*
Don’t want to have an accident/Trying to be safe	7	4	4*	0*	4*	0*
We share the roads	1	3	0*	7*	0*	0*
The city promotes bike use/ awareness/ safety	3	1	4*	0*	0*	9*
Other positive responses	5	6	0*	0*	33*	0*



Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Rude drivers/ Honking horns	4	3	4*	7*	0*	0*
People aren’t following the rules/laws	13	19	0*	7*	0*	36*
Drivers don’t give enough room to bicyclists	3	5	0*	7*	0*	0*
Cyclists are seen as a nuisance/annoying	4	2	4*	7*	0*	0*
Not enough bike lanes/Riders not using bike lanes	4	4	4*	0*	0*	0*
Lack of education/People don’t know the rules/laws	4	2	0*	0*	0*	9*
Riders/Drivers get cut off	1	*	4*	13*	0*	0*
Don’t want to share the road/Each thinks they have the right of way	6	6	4*	0*	0*	0*
Unsafe/Dangerous/Too many accidents	3	3	4*	0*	0*	0*
Other negative responses	5	7	4*	0*	0*	18*
Based on my observation	6	5	0*	20*	0*	0*
Other neutral responses	2	3	0*	0*	17*	0*



Note: Question only asked on the pre-campaign survey

In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign White (%)	Pre-Campaign African American (%)	Pre-Campaign Hispanic (%)
Strongly agree	40	54	20*
Somewhat agree	18	20	28*
Do not agree	42	26	52*

Note: Question only asked on the pre-campaign survey

Why do you believe the bicycling infrastructure in greater Grand Rapids “is not”/“is” adequate for the needs of the community?	Pre-Campaign White (%)	Pre-Campaign African American (%)	Pre-Campaign Hispanic (%)
Good amount of bike lanes/trails	32	25*	6*
Good amount of signs	3	13*	0*
Roads are wide/roomy	4	4*	0*
Safe for bikes	2	8*	0*
It meets our needs/It’s good/better	2	4*	29*
Biking is becoming more popular	2	4*	0*
Other adequate structure responses	3	13*	0*
Not enough bike lanes/trails/Riders not using bike lanes	25	13*	29*
Bike lanes are confusing/hard to understand	3	4*	0*
Roads are too narrow for bike lanes	6	4*	0*
Need more education for drivers/riders	3	8*	0*
Other inadequate structure responses	7	8*	0*
Not many bike riders	7	0*	0*
Improving but still could be better	7	4*	0*



COMMUNITY PERCEPTION OF BICYCLE FRIENDLINESS – AGE

In road crashes involving bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Driver responsible	21	24	17	23
Bicyclist and driver equally responsible	74	69	78	74
Bicyclist responsible	5	7	5	3

In road crashes involving bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Driver responsible	14	15	15	17
Bicyclist and driver equally responsible	76	78	74	79
Bicyclist responsible	10	7	11	4

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers not looking for bicyclists at intersections.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	85	78	89	89
Somewhat likely	7	6	6	7
Not likely	8	16	5	4



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers not looking for bicyclists at intersections.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	87	92	87	96
Somewhat likely	6	5	5	0
Not likely	7	3	8	4

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Distracted drivers.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	92	85	95	95
Somewhat likely	2	7	3	3
Not likely	6	8	2	2

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Distracted drivers.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	89	94	85	100
Somewhat likely	8	3	6	0
Not likely	4	3	9	0

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists going through red lights/stop signs without stopping.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	87	81	87	85
Somewhat likely	4	7	5	6
Not likely	9	12	8	9



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists going through red lights/stop signs without stopping.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	91	88	91	94
Somewhat likely	4	5	1	4
Not likely	5	7	8	2

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists weaving in and out of traffic.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	78	88	88	82
Somewhat likely	5	2	4	9
Not likely	17	10	8	9

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists weaving in and out of traffic.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	89	91	94	99
Somewhat likely	4	4	0	1
Not likely	7	5	6	0

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists riding at night in dark clothing and/or without lighting.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	88	79	93	88
Somewhat likely	4	5	3	6
Not likely	8	16	4	6



How likely do you believe the following behaviors are to contribute to bicycle crashes? – Bicyclists riding at night in dark clothing and/or without lighting.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	95	94	93	97
Somewhat likely	2	4	1	0
Not likely	3	2	6	3

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers passing too closely to bicyclists.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Very likely	75	87	83	86
Somewhat likely	12	2	7	8
Not likely	13	11	10	6

How likely do you believe the following behaviors are to contribute to bicycle crashes? – Drivers passing too closely to bicyclists.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Very likely	80	84	83	94
Somewhat likely	11	10	6	5
Not likely	9	6	11	1

It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	31	33	36	36
Somewhat agree	31	21	31	31
Do not agree	38	46	33	33



It is dangerous to ride a bicycle in greater Grand Rapids.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	42	42	41	41
Somewhat agree	31	30	31	31
Do not agree	28	28	28	28

Grand Rapids is a bicycle-friendly community.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	60	71	64	70
Somewhat agree	22	22	21	18
Do not agree	18	7	15	12

Grand Rapids is a bicycle-friendly community.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	62	69	60	69
Somewhat agree	27	21	27	21
Do not agree	11	10	13	10

Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	51	53	42	55
Somewhat agree	19	28	20	20
Do not agree	30	19	38	25



Bicyclists in greater Grand Rapids typically follow the rules of the road.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	38	45	39	43
Somewhat agree	14	22	24	27
Do not agree	48	33	38	30

Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	46	54	48	53
Somewhat agree	28	32	24	24
Do not agree	26	14	28	23

Drivers in greater Grand Rapids typically treat bicyclists with respect.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	54	58	60	69
Somewhat agree	28	23	27	25
Do not agree	18	19	13	6

I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	34	44	31	36
Somewhat agree	15	12	16	17
Do not agree	51	44	53	47



I believe that bicyclists will receive a ticket for breaking the laws of the road.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	34	43	52	39
Somewhat agree	15	15	8	7
Do not agree	51	42	40	54

I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	55	64	62	63
Somewhat agree	20	19	16	15
Do not agree	25	17	22	22

I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	68	69	74	73
Somewhat agree	19	20	14	19
Do not agree	13	11	12	8

“In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road.”	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Strongly agree	46	50	39	49
Somewhat agree	14	25	21	20
Do not agree	40	25	40	31



“In greater Grand Rapids, bicyclists and drivers are respectful of each other’s rights on the road.”	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Strongly agree	35	40	47	58
Somewhat agree	21	22	18	13
Do not agree	44	38	35	29



Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
They are respectful	15	3	8	15
People follow the rules/laws	15	11	9	13
Don’t hear about many accidents	5	4	4	2
Drivers give enough room to bicyclists	11	17	9	8
More bike lanes/People use bike lanes	3	12	17	15
People are nice/polite/friendly	5	0	3	2
People watch out for each other	1	8	4	4
Lots of people ride bicycles	0	10	4	7
There is increased awareness of rules	0	0	4	3
Don’t want to have an accident/Trying to be safe	13	7	5	6
We share the roads	0	5	1	5
Other positive responses	12	3	3	5
People don’t watch out for each other	1	5	2	1
People aren’t following the rules/laws	8	4	9	17
Drivers don’t give enough room to bicyclists	0	9	4	4
People aren’t paying attention/not being cautious	1	3	6	5
Cyclists are seen as a nuisance/annoying	6	6	7	4
Not enough bike lanes/Riders not using bike lanes	3	3	3	2
Lack of education/People don’t know the rules/laws	3	1	4	4
Riders/Drivers get cut off	5	13	1	0



Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Don't want to share the road/Each thinks they have the right of way	4	3	6	5
Unsafe/Dangerous/Too many accidents	7	1	2	3
Other negative responses	3	3	7	7
Based on my observation	3	0	1	10
Other neutral responses	5	2	1	7

Why do you believe greater Grand Rapids bicyclists and drivers “are”/“are not” respectful to each other?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
They are respectful	8	8	27	10
People follow the rules/laws	6	11	12	9
Don't hear about many accidents	6	4	5	15
Drivers give enough room to bicyclists	6	2	11	6
More bike lanes/People use bike lanes	17	13	9	6
People are nice/polite/friendly	4	4	9	11
People watch out for each other	5	3	0	3
People are cautious/pay attention	3	0	5	6
Haven't seen any problems	4	4	0	3
Lots of people ride bicycles	4	1	1	6
There is increased awareness of rules	5	1	3	0
Don't want to have an accident/Trying to be safe	6	1	7	0
City is bike friendly	2	4	0	0



Why do you believe greater Grand Rapids bicyclists and drivers “are”/”are not” respectful to each other?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
The city promotes bike use/awareness/safety	4	1	3	1
Other positive responses	8	5	4	4
Rude drivers/Honking horns	4	3	3	6
People aren’t following the rules/laws	11	27	16	23
Drivers don’t give enough room to bicyclists	3	4	1	3
People aren’t paying attention/not being cautious	4	4	0	7
Rude/arrogant cyclists	3	4	3	2
Cyclists are seen as a nuisance/annoying	1	1	1	0
Not enough bike lanes/Riders not using bike lanes	5	4	3	6
Don’t want to share the road/Each thinks they have the right of way	4	6	7	2
Unsafe/Dangerous/Too many accidents	3	0	3	4
Other negative responses	7	7	3	10
Based on my observation	5	10	13	9
Some people are respectful/Others are not	1	4	13	0
Other neutral responses	1	7	5	0

Note: Question only asked on the pre-campaign survey

In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)
Strongly agree	41	40
Somewhat agree	18	20
Do not agree	41	40



In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.	Pre-Campaign 45–64 (%)	Pre-Campaign 65 (%)
Strongly agree	38	41
Somewhat agree	20	17
Do not agree	41	42

Note: Question only asked on the pre-campaign survey

Why do you believe the bicycling infrastructure in greater Grand Rapids “is not”/“is” adequate for the needs of the community?	Pre-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)
Good amount of bike lanes/trails	41	29
Good amount of signs	3	5
Good amount of bike racks	5	2
Good amount of sidewalks	6	1
Roads are wide/roomy	5	1
Safe for bikes	7	6
It meets our needs/It’s good/better	0	6
Biking is becoming more popular	3	3
Other adequate structure responses	3	10
Not enough bike lanes/trails/Riders not using bike lanes	23	21
Not enough signs	0	7
Roads are too narrow for bike lanes	3	4
Need more education for drivers/riders	0	4
Too much traffic/Too busy	5	2
Roads are in poor condition	3	1
Cars and bicycles need to share the road	5	1
Bicycles should use the sidewalks/More adequate sidewalks	5	1
Other inadequate structure responses	5	7
Don’t need as many bike lanes/paths	3	1
Not many bike riders	5	4



Why do you believe the bicycling infrastructure in greater Grand Rapids “is not”/“is” adequate for the needs of the community?	Pre-Campaign 45–64 (%)	Pre-Campaign 65+ (%)
Good amount of bike lanes/trails	29	26
Good amount of signs	7	0
Good amount of sidewalks	2	1
Roads are wide/roomy	3	9
Safe for bikes	3	0
It meets our needs/It’s good/better	3	0
Biking is becoming more popular	2	0
Just believe it is adequate	3	0
Other adequate structure responses	3	0
Not enough bike lanes/trails/Riders not using bike lanes	24	24
Not enough signs	4	3
Bike lanes are confusing/hard to understand	2	11
Roads are too narrow for bike lanes	9	6
Not enough bike racks	0	0
Need more education for drivers/riders	3	6
Need more infrastructure/Do better	3	0
Dangerous/Unsafe for bikers	7	0
Bike lanes don’t connect well/inconsistent lanes	3	1
Lack of enforcement of laws	2	1
Roads are in poor condition	2	0
People aren’t paying attention/not being cautious	1	3
Cars and bicycles need to share the road	3	0
Other inadequate structure responses	7	11
Don’t need as many bike lanes/paths	1	3
Not many bike riders	5	14
Improving but still could be better	8	12
Other neutral responses	4	3



SELF-REPORTED BICYCLING BEHAVIOR – SEX

How often do you do the following when riding your bicycle?	Pre-Campaign Bicycling Sample Women (%)	Post-Campaign Bicycling Sample Women (%)	Pre-Campaign Bicycling Sample Men (%)	Post-Campaign Bicycling Sample Men (%)
I stop at all stop signs and red lights.				
Always/Most of the time	91	88	89	88
Occasionally	5	8	8	8
Rarely/Never	4	3	3	3
I use light(s) when riding at night.				
Always/Most of the time	74	73	82	84
Occasionally	7	15	6	3
Rarely/Never	19	11	12	13
I wear bright-colored or reflective clothing.				
Always/Most of the time	69	67	61	65
Occasionally	19	22	24	23
Rarely/Never	12	12	15	12
I wear a helmet.				
Always/Most of the time	52	56	64	71
Occasionally	8	7	5	7
Rarely/Never	40	37	31	21
I ride on the road.				
Always/Most of the time	50	51	71	69
Occasionally	18	31	19	18
Rarely/Never	32	18	11	14
I ride on the sidewalk.				
Always/Most of the time	34	38	16	20
Occasionally	33	24	30	21
Rarely/Never	33	37	54	59



How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Driving Sample Women (%)	Post-Campaign Driving Sample Women (%)	Pre-Campaign Driving Sample Men (%)	Post-Campaign Driving Sample Men (%)
I notice bike lanes on the roads on which I drive.				
Always/Most of the time	86	90	89	89
Occasionally	10	7	9	10
Rarely/Never	4	2	1	1
I am confident that I am following all the rules related to sharing the road with a bicyclist.				
Always/Most of the time	84	90	90	88
Occasionally	13	6	8	11
Rarely/Never	3	3	1	1
I give bicyclists 5 feet of space when I pass them on the road.				
Always/Most of the time	86	88	86	89
Occasionally	10	11	8	9
Rarely/Never	4	1	6	2
I look out for bicyclists at intersections.				
Always/Most of the time	87	86	85	91
Occasionally	9	10	10	9
Rarely/Never	4	3	5	1
I look out for bicyclists when leaving a parking lot or driveway.				
Always/Most of the time	83	86	85	88
Occasionally	12	10	9	10
Rarely/Never	5	5	6	1
I look out for bicyclists when opening my car door while parked on the street.				
Always/Most of the time	65	68	73	76
Occasionally	15	13	14	11
Rarely/Never	20	20	13	13



I think about how my behavior on the road might affect others.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Agree	91	92	95	95
Neutral	7	5	4	4
Disagree	1	3	1	1

I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Agree	92	91	92	85
Neutral	6	8	7	14
Disagree	2	1	1	2

I use safety tips that I heard/learned to improve the way I drive or ride on the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Agree	89	92	88	85
Neutral	10	7	11	13
Disagree	2	2	2	3

Bicyclists should receive a ticket for breaking the rules of the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Agree	91	94	93	92
Neutral	5	5	5	6
Disagree	4	2	3	2



Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Agree	90	95	89	94
Neutral	6	5	7	4
Disagree	4	0	4	2



SELF-REPORTED BICYCLING BEHAVIOR – ETHNICITY

How often do you do the following when riding your bicycle?	Pre-Campaign Bicycling Sample White (%)	Post-Campaign Bicycling Sample White (%)	Pre-Campaign Bicycling Sample African American (%)	Post-Campaign Bicycling Sample African American (%)	Pre-Campaign Bicycling Sample Hispanic (%)	Post-Campaign Bicycling Sample Hispanic (%)
I stop at all stop signs and red lights.						
Always/Most of the time	92	92	84	100	85	100
Occasionally	7	5	5	0	8	0
Rarely/Never	2	3	11	0	8	0
I use light(s) when riding at night.						
Always/Most of the time	81	84	63	43	77	86
Occasionally	6	6	11	29	8	13
Rarely/Never	13	11	26	29	15	0
I wear bright-colored or reflective clothing.						
Always/Most of the time	66	63	63	71	54	75
Occasionally	20	25	26	14	31	13
Rarely/Never	15	11	11	14	15	13
I wear a helmet.						
Always/Most of the time	64	64	16	43	62	88
Occasionally	8	10	5	0	0	0
Rarely/Never	28	25	79	57	39	13
I ride on the road.						
Always/Most of the time	63	66	58	43	46	63
Occasionally	19	23	26	29	8	13
Rarely/Never	18	12	16	29	46	25



How often do you do the following when riding your bicycle?	Pre-Campaign Bicycling Sample White (%)	Post-Campaign Bicycling Sample White (%)	Pre-Campaign Bicycling Sample African American (%)	Post-Campaign Bicycling Sample African American (%)	Pre-Campaign Bicycling Sample Hispanic (%)	Post-Campaign Bicycling Sample Hispanic (%)
I ride on sidewalks.						
Always/Most of the time	22	19	21	57	46	50
Occasionally	30	24	42	29	23	13
Rarely/Never	48	57	37	14	31	38

How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Driving Sample White (%)	Post-Campaign Driving Sample White (%)	Pre-Campaign Driving Sample African American (%)	Post-Campaign Driving Sample African American (%)	Pre-Campaign Driving Sample Hispanic (%)	Post-Campaign Driving Sample Hispanic (%)
I notice bike lanes on the roads on which I drive.						
Always/Most of the time	90	90	72	91	88	89
Occasionally	8	8	23	9	8	11
Rarely/Never	3	2	5	0	4	0
I am confident that I am following all the rules related to sharing the road with a bicyclist.						
Always/Most of the time	88	90	79	86	76	95
Occasionally	10	8	21	9	16	5
Rarely/Never	2	2	0	5	8	0
I give bicyclists 5 feet of space when I pass them on the road.						
Always/Most of the time	86	90	84	77	80	89
Occasionally	9	8	14	23	12	11
Rarely/Never	5	2	2	0	8	0



How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Driving Sample White (%)	Post-Campaign Driving Sample White (%)	Pre-Campaign Driving Sample African American (%)	Post-Campaign Driving Sample African American (%)	Pre-Campaign Driving Sample Hispanic (%)	Post-Campaign Driving Sample Hispanic (%)
I look out for bicyclists at intersections.						
Always/Most of the time	87	88	86	91	80	84
Occasionally	10	11	9	5	4	11
Rarely/Never	4	1	5	5	16	5
I look out for bicyclists when leaving a parking lot or driveway.						
Always/Most of the time	86	89	72	82	72	84
Occasionally	10	9	19	14	4	5
Rarely/Never	4	2	9	5	24	11
I look out for bicyclists when opening my car door while parked on the street.						
Always/Most of the time	72	72	58	82	52	68
Occasionally	13	12	23	9	12	11
Rarely/Never	16	16	19	9	36	21

I think about how my behavior on the road might affect others.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Agree	95	94	87	96	84	84
Neutral	2	5	13	0	12	11
Disagree	4	1	0	4	4	5



I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Agree	93	87	91	87	88	89
Neutral	6	11	9	13	4	11
Disagree	1	2	0	0	8	0

I use safety tips that I heard/learned to improve the way I drive or ride on the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Agree	89	89	89	88	80	87
Neutral	9	7	9	10	12	9
Disagree	2	4	2	2	8	4

Bicyclists should receive a ticket for breaking the rules of the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Agree	95	94	76	87	76	89
Neutral	3	4	17	9	8	11
Disagree	2	2	7	4	16	0

Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Agree	92	95	78	96	84	89
Neutral	5	4	17	4	8	11
Disagree	4	1	4	0	8	0



SELF-REPORTED BICYCLING BEHAVIOR – AGE

How often do you do the following when riding your bicycle?	Pre-Campaign Bicycling Sample 18–24 (%)	Post-Campaign Bicycling Sample 18–24 (%)	Pre-Campaign Bicycling Sample 25–44 (%)	Post-Campaign Bicycling Sample 25–44 (%)
I stop at all stop signs and red lights.				
Always/Most of the time	72	88	91	95
Occasionally	13	4	8	4
Rarely/Never	15	8	2	1
I use light(s) when riding at night.				
Always/Most of the time	68	68	76	77
Occasionally	12	23	7	7
Rarely/Never	20	9	18	16
I wear bright-colored or reflective clothing.				
Always/Most of the time	36	64	65	60
Occasionally	27	8	23	29
Rarely/Never	37	28	13	11
I wear a helmet.				
Always/Most of the time	49	64	56	54
Occasionally	4	3	8	12
Rarely/Never	48	34	36	34
I ride on the road.				
Always/Most of the time	31	24	66	62
Occasionally	26	27	14	29
Rarely/Never	43	49	21	9
I ride on the sidewalk.				
Always/Most of the time	49	81	24	24
Occasionally	27	7	27	30
Rarely/Never	24	13	50	45



How often do you do the following when riding your bicycle?	Pre-Campaign Bicycling Sample 45–64 (%)	Post-Campaign Bicycling Sample 45–64 (%)	Pre-Campaign Bicycling Sample 65+(%)	Post-Campaign Bicycling Sample 65+ (%)
I stop at all stop signs and red lights.				
Always/Most of the time	99	91	88	100
Occasionally	1	9	12	0
Rarely/Never	0	0	0	0
I use light(s) when riding at night.				
Always/Most of the time	85	88	84	84
Occasionally	5	6	4	0
Rarely/Never	10	6	13	16
I wear bright-colored or reflective clothing.				
Always/Most of the time	74	78	80	63
Occasionally	21	17	11	37
Rarely/Never	6	5	9	0
I wear a helmet.				
Always/Most of the time	62	75	76	84
Occasionally	6	4	9	0
Rarely/Never	32	20	15	16
I ride on the road.				
Always/Most of the time	73	77	54	76
Occasionally	15	18	41	7
Rarely/Never	13	5	5	16
I ride on the sidewalk.				
Always/Most of the time	11	4	23	19
Occasionally	38	20	37	19
Rarely/Never	51	75	40	62



How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Driving Sample 18–24 (%)	Post-Campaign Driving Sample 18–24 (%)	Pre-Campaign Driving Sample 25–44 (%)	Post-Campaign Driving Sample 25–44 (%)
I notice bike lanes on the roads on which I drive.				
Always/Most of the time	83	90	87	86
Occasionally	14	9	11	12
Rarely/Never	4	1	2	2
I am confident that I am following all the rules related to sharing the road with a bicyclist.				
Always/Most of the time	75	84	84	84
Occasionally	20	5	14	14
Rarely/Never	5	11	2	1
I give bicyclists 5 feet of space when I pass them on the road.				
Always/Most of the time	81	77	89	88
Occasionally	14	17	7	10
Rarely/Never	5	5	4	2
I look out for bicyclists at intersections.				
Always/Most of the time	77	71	84	92
Occasionally	11	18	11	8
Rarely/Never	13	11	5	0
I look out for bicyclists when leaving a parking lot or driveway.				
Always/Most of the time	71	69	79	86
Occasionally	15	15	14	13
Rarely/Never	14	16	7	1
I look out for bicyclists when opening my car door while parked on the street.				
Always/Most of the time	52	52	65	72
Occasionally	17	12	17	14
Rarely/Never	31	36	18	15



How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?	Pre-Campaign Driving Sample 45–64 (%)	Post-Campaign Driving Sample 45–64 (%)	Pre-Campaign Driving Sample 65+ (%)	Post-Campaign Driving Sample 65+ (%)
I notice bike lanes on the roads on which I drive.				
Always/Most of the time	88	94	95	90
Occasionally	9	4	4	10
Rarely/Never	4	3	2	0
I am confident that I am following all the rules related to sharing the road with a bicyclist.				
Always/Most of the time	93	93	90	96
Occasionally	6	5	9	4
Rarely/Never	2	1	0	0
I give bicyclists 5 feet of space when I pass them on the road.				
Always/Most of the time	86	92	82	89
Occasionally	10	7	9	11
Rarely/Never	4	1	8	0
I look out for bicyclists at intersections.				
Always/Most of the time	91	89	90	92
Occasionally	7	9	8	8
Rarely/Never	2	2	2	0
I look out for bicyclists when leaving a parking lot or driveway.				
Always/Most of the time	90	92	91	91
Occasionally	7	5	6	9
Rarely/Never	4	3	3	0
I look out for bicyclists when opening my car door while parked on the street.				
Always/Most of the time	78	78	73	72
Occasionally	10	12	13	9
Rarely/Never	12	10	13	19



I think about how my behavior on the road might affect others.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Agree	93	83	92	96
Neutral	3	6	7	4
Disagree	4	10	1	1

I think about how my behavior on the road might affect others.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Agree	93	93	95	99
Neutral	7	7	4	1
Disagree	0	0	1	0

I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Agree	95	90	90	91
Neutral	3	6	8	7
Disagree	2	3	2	1

I change the way I ride or drive on the road to ensure I do not pose a danger to others.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Agree	92	85	93	84
Neutral	7	14	4	16
Disagree	0	1	2	0



I use safety tips that I heard/ learned to improve the way I drive or ride on the road.	Pre- Campaign 18–24 (%)	Post- Campaign 18–24 (%)	Pre- Campaign 25–44 (%)	Post- Campaign 25–44 (%)
Agree	87	92	89	87
Neutral	10	4	9	12
Disagree	3	4	2	1

I use safety tips that I heard/ learned to improve the way I drive or ride on the road.	Pre- Campaign 45–64 (%)	Post- Campaign 45–64 (%)	Pre- Campaign 65+ (%)	Post- Campaign 65+ (%)
Agree	86	88	93	89
Neutral	13	10	6	10
Disagree	1	1	1	2

Bicyclists should receive a ticket for breaking the rules of the road.	Pre- Campaign 18–24 (%)	Post- Campaign 18–24 (%)	Pre- Campaign 25–44 (%)	Post- Campaign 25–44 (%)
Agree	83	89	90	92
Neutral	4	8	7	6
Disagree	13	3	3	2

Bicyclists should receive a ticket for breaking the rules of the road.	Pre- Campaign 45–64 (%)	Post- Campaign 45–64 (%)	Pre- Campaign 65+ (%)	Post- Campaign 65+ (%)
Agree	95	93	96	97
Neutral	4	4	3	3
Disagree	2	2	2	0



Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Agree	89	91	90	96
Neutral	6	7	7	4
Disagree	5	2	3	1


Drivers should receive a ticket for breaking rules meant to protect bicyclists' safety on the road.	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Agree	87	92	92	99
Neutral	8	6	5	1
Disagree	5	2	3	0



CAMPAIGN AWARENESS – SEX

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Yes	16	39	18	50
No	84	61	82	50

Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
Yes	5	20	3	22
No	81	59	85	61
I don't know	14	22	12	17

Do you recall seeing this logo?	Pre-Campaign Women (%)	Post-Campaign Women (%)	Pre-Campaign Men (%)	Post-Campaign Men (%)
				
Yes	2	27	2	26
No	98	73	98	74



What was your main takeaway from the "Driving Change" campaign? (Open-ended question)	Women with unaided awareness of "Driving Change" campaign (%)	Men with unaided awareness of "Driving Change" campaign (%)
Be aware/Pay attention/Watch for bikes	31	19
Drive safer/Safety awareness	14	15
Learn the rules/laws of the road	14	9
Cyclists and drivers both need change/Need to work together	6	18
Good idea/program/ad campaign/Like it	14	4
Be respectful	10	6
Give more room to cyclists	8	7
Promoting bicycling	4	4

Did you see any of the following messages from the "Driving Change" campaign? <small>*Messages that were delivered by the campaign</small>	Women with unaided awareness of "Driving Change" campaign (%)	Men with unaided awareness of "Driving Change" campaign (%)
Share the road	73	57
*Leave 5 feet when passing bikes	52	38
*Bicyclists must obey stop signs and signals	37	47
*Bicyclists must be visible. Use lights and reflectors.	36	46
*Drivers, watch for bikes when turning right	38	32
Do not park or drive in bike lanes	28	21
Bicyclists should wear helmets	21	22
Bicyclists should ride with traffic	18	24
Don't drink and ride	19	14
*Bicyclists are safer on the road	18	14




Where did you recall seeing or hearing the "Driving Change" message?	Women with unaided awareness of "Driving Change" campaign (%)	Men with unaided awareness of "Driving Change" campaign (%)
Billboards	54	56
TV ad	38	34
Social media (Facebook, etc.)	26	31
Radio ad	27	15
On a flier or pamphlet	11	20
Local newscast	13	15
Newspaper ad	6	14
Bus ad	7	8
Local newspaper article	9	6
On the Michigan.gov website	12	1
Online ad	1	12
At an event	2	7



CAMPAIGN AWARENESS – ETHNICITY

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Yes	17	46	10	28	27	56
No	83	54	90	72	73	44

Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
Yes	3	21	7	26	4	16
No	84	63	76	43	76	58
I don't know	12	16	17	30	20	26

Do you recall seeing this logo?	Pre-Campaign White (%)	Post-Campaign White (%)	Pre-Campaign African American (%)	Post-Campaign African American (%)	Pre-Campaign Hispanic (%)	Post-Campaign Hispanic (%)
 Driving Change <small>GRDrivingChange.org • Grand Rapids, Michigan, USA</small>						
Yes	2	27	5	32	0	18
No	98	73	95	68	100	82

***Sample size of African Americans and Hispanics too small to analyze for remaining section questions*



CAMPAIGN AWARENESS – AGE

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Yes	19	33	17	51
No	81	67	84	49

Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Yes	17	40	16	50
No	84	60	84	50

Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign 18–24 (%)	Post-Campaign 18–24 (%)	Pre-Campaign 25–44 (%)	Post-Campaign 25–44 (%)
Yes	5	14	4	27
No	82	55	85	56
I don't know	13	31	11	17

Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?	Pre-Campaign 45–64 (%)	Post-Campaign 45–64 (%)	Pre-Campaign 65+ (%)	Post-Campaign 65+ (%)
Yes	3	20	4	14
No	83	63	79	66
I don't know	14	17	18	20

Grand Rapids Bicycle Education Campaign Pre-Ad Survey
3/30/16

QUALIFICATIONS:

- Age: 18 and over
- Michigan Residents, greater Grand Rapids residents
- Bicyclists or vehicle drivers

QUOTAS:

- Total Sample: n=400

OBJECTIVES:

Conduct a survey of greater Grand Rapids residents that will serve as a benchmark for awareness and perceptions about bicycling and driving behavior prior to launching an advertising campaign. The survey will contain a core set of questions that can be used to track changes in awareness, knowledge and support related to bicycling and driving in greater Grand Rapids at the end of the first campaign year and possibly on a reoccurring basis in the future.

INTRO.

Welcome to our survey! Thank you for your interest and willingness to participate in this study, which should take roughly 15 minutes to complete. This information is being collected for research purposes only and will be kept strictly confidential.

S1. Do you consider yourself...

- 1 Male
- 2 Female

S2. Are you a resident of Michigan?

- 1 Yes
- 2 No (**GO TO TERMINATION MESSAGE**)

(INSTRUCTION: ASK S3 IF S2=1.)

S3. Please enter your ZIP code

(INSERT BLANK BOX FOR ENTRY, RANGE 48001-49971. MUST BE VALID MICHIGAN 5-DIGIT ZIP CODE.)

(IF ZIPCODE ≠ ZIPCODE AS PROVIDED IN "M160134 MI Zip Codes.XLSX,"

1ST ATTEMPT: DISPLAY ERROR MESSAGE "Please re-enter your zip code to confirm"

2nd ATTEMPT: GO TO ZIP_TERMINATE)

ZIP_TERMINATE:

We have reached our quota for respondents in your area. Thank you for your participation!

[TEXT BOX]

S4. How old are you?

(TERMINATE IF S4 <18)

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S5. Are you or anyone in your household employed by any of the following organizations?
(Please select all that apply.)

- 1 A retail outlet that sells bicycles or cycling supplies (**GO TO TERMINATION MESSAGE**)
- 2 An enterprise or establishment whose primary business involves selling automobiles or motor vehicles (**GO TO TERMINATION MESSAGE**)
- 3 A law enforcement agency (**GO TO TERMINATION MESSAGE**)
- 4 An advertising agency or market research firm (**GO TO TERMINATION MESSAGE**)
- 5 None of the above

S6. Which of the following best describes you?

- 1 White, non-Hispanic
- 2 Asian
- 3 American Indian or Alaska Native
- 4 Black or African-American
- 5 Native Hawaiian or Pacific Islander
- 6 Hispanic, Latino or Spanish origin

S7. How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?

- 1 Daily
- 2 Weekly
- 3 Biweekly
- 4 Monthly
- 5 Less than once a month
- 6 Never

S8. How frequently do you ride a bicycle in the spring, summer or fall?

- 1 Daily
- 2 Weekly
- 3 Biweekly
- 4 Monthly
- 5 Less than once a month
- 6 Never

(TERMINATE IF S7=5 OR 6 AND S8=5 OR 6)

PROGRAMMER NOTE: CREATE VARIABLE FLAGTYPE

IF S7=1-4 AND S8=5 OR 6, FLAGTYPE= 1 'DRIVER'

IF S7=5 OR 6 AND S8=1-4; FLAGTYPE= 2 'BICYCLIST'

IF S7=1-4 AND S8=1-4; FLAGTYPE= 3 'BOTH'

ASK S9 IF S8=1 THRU 4

S9. For which of the following reasons do you ride your bicycle:

Please select all that apply.

- 1 To commute to work
- 2 To commute to school
- 3 To get around town
- 4 To exercise
- 5 For sport
- 6 For enjoyment
- 7 As a primary mode of transportation
- 96 Other (Specify) _____

[SHOW TEXT A ON SEPARATE PAGE]

TEXT A.

Thank you again for your participation. In this survey, we will be exploring your knowledge and opinions about bicycle and motor vehicle safety.

Throughout this survey we will refer to *bicyclists* as people who ride bicycles to commute, for leisure, or exercise. This does not include those who ride bicycles professionally or competitively for sport.

Additionally, any references to *drivers* will include people who drive automobiles such as cars, minivans, SUVs, etc., which are used as regular modes of transportation on public roads.

SECTION A: CYCLING LAWS AND REGULATIONS

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION]

A1. On a scale of 1 to 7, where 1 is not at all familiar and 7 is very familiar, how would you rate your level of familiarity with the rules that bicyclists must follow when riding?

- 1 Not at all familiar (**DISPLAY LABEL**)
- 2
- 3
- 4
- 5
- 6
- 7 Very familiar (**DISPLAY LABEL**)

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION]

A2. On a scale of 1 to 7, where 1 is not at all familiar and 7 is very familiar, how would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?

- 1 Not at all familiar (**DISPLAY LABEL**)
- 2
- 3
- 4
- 5
- 6
- 7 Very familiar (**DISPLAY LABEL**)

TEXT B.

For the next few questions, please choose the answers you believe most closely reflect the rules currently in place for bicyclists and/or drivers.

[PROGRAMMER NOTE: RANDOMIZE BLOCK: A3 THRU A7; SHOW ALL QUESTIONS ON SEPARATE SCREENS]

A3. Please indicate whether you believe the following statement is true or false:
"It is illegal to park in the bike lane."

- 1 True
- 2 False

A4. Please indicate whether you believe the following statement is true or false:
"Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."

- 1 True
- 2 False

A5. Bicyclists should ride...

[RANDOMIZE]

- 1 On the road
- 2 On the sidewalk
- 3 Wherever they feel most comfortable

A6. The proper way for bicyclists to ride in relation to traffic on the road is...

[RANDOMIZE]

- 1 With traffic
- 2 Against traffic
- 3 Wherever there is the least amount of traffic

A7. Bicyclists must stop at...

- 1 Red lights only
- 2 Stop signs only
- 3 Both stop signs and red lights
- 4 Neither stop signs nor red lights

[END RANDOMIZED BLOCK]

A8. Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?

- 1 3 feet
- 2 5 feet
- 3 7 feet
- 4 10 feet
- 5 As much space as the road allows

SECTION B: PERCEPTIONS OF BICYCLING AND BICYCLING INFRASTRUCTURE

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION, DISPLAY LABELS]

B1. In road crashes involving a bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.

- 1 Bicyclist responsible
- 2
- 3
- 4 Bicyclist and driver equally responsible
- 5
- 6
- 7 Driver responsible

B2. How likely do you believe the following behaviors are to contribute to bicycle crashes?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Neither likely nor unlikely
- 4 Somewhat likely

5 Extremely likely

[RANDOMIZE]

- A Drivers not looking for bicyclists at intersections
- B Distracted drivers
- C Bicyclists going through red lights/stop signs without stopping
- D Bicyclists weaving in and out of traffic
- E Bicyclists riding at night in dark clothing and/or without lighting
- F Drivers passing too closely to bicyclists

B3. Now, thinking specifically about your experience with bicyclists and drivers in greater Grand Rapids, please indicate your level of agreement with each of the following statements:

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree

[RANDOMIZE]

- A. It is dangerous to ride a bicycle in greater Grand Rapids.
- B. Grand Rapids is a bicycle-friendly community.
- C. Bicyclists in greater Grand Rapids typically follow the rules of the road.
- D. Drivers in greater Grand Rapids typically treat bicyclists with respect.
- E. I believe that bicyclists will receive a ticket for breaking the laws of the road.
- F. I believe that drivers will receive a ticket for breaking the laws meant to protect bicyclists' safety on the road.

B4. Now, thinking specifically about your experience with bicyclists and drivers in greater Grand Rapids, please indicate your level of agreement with the following statement:

"In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road."

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree (**GO TO B6**)
- 4 Somewhat agree

5 Strongly agree

(ASK B5 IF B4 ≠ 3)

[OPEN ENDED COMMENT BOX]

B5. Why do you believe greater Grand Rapids bicyclists and drivers **<IF B4=4,5, “are”> <IF B4=1,2, “are not”>** respectful to each other?

B6. In greater Grand Rapids, the bicycling infrastructure (bike lanes, signage, flow of traffic, etc.) is adequate for the needs of the community.

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree (**GO TO TEXT C**)
- 4 Somewhat agree
- 5 Strongly agree

ASK B7 IF B6=1,2,4,5

[OPEN ENDED COMMENT BOX]

B7. Why do you believe the bicycling infrastructure in greater Grand Rapids **<IF B6=1,2, “is not”> <IF B6=4,5, “is”>** adequate for the needs of the community?

SECTION C: BICYCLIST/DRIVER BEHAVIOR

SHOW TEXT C IF FLAGTYPE=2 OR 3

[TEXT BOX, SHOW ON A SEPARATE PAGE]

TEXT C.

Earlier, you indicated that you ride a bicycle on a regular basis. Please think about your personal experiences when riding your bicycle on the next question.

ASK C1 IF FLAGTYPE=2 OR 3

C1. How often do you do the following when riding your bicycle?

- 1 Never

- 2 Rarely
- 3 Occasionally
- 4 Most of the time
- 5 Always

When riding my bicycle...

[RANDOMIZE]

- A. I wear a helmet.
- B. I wear bright-colored or reflective clothing.
- C. I stop at all stop signs and red lights.
- D. I ride on the road.
- E. I ride on sidewalks.
- F. I use light(s) when riding at night.

[TEXT BOX, SHOW TEXT D ON A SEPARATE PAGE]

SHOW TEXT D IF FLAGTYPE=1 OR 3

TEXT D.

Earlier, you indicated that you drive a vehicle on a regular basis. Please think about your personal experiences when driving your vehicle for the next question.

ASK C2 IF FLAGTYPE=1 OR 3

C2. How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Most of the time
- 5 Always

When driving my vehicle...

[RANDOMIZE]

- A. I give bicyclists 5 feet of space when I pass them on the road.
- B. I look out for bicyclists at intersections.
- C. I look out for bicyclists when leaving a parking lot or driveway.

- D. I look out for bicyclists when opening my car door while parked on the street.
- E. I notice bike lanes on the roads on which I drive.
- F. I am confident that I am following all the rules related to sharing the road with a bicyclist.

ASK C3 OF ALL

C3. Now, thinking about your experience on the road, either as a bicyclist or as a driver, please indicate your level of agreement with the following statements:

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree

- A. I think about how my behavior on the road might affect others.
- B. I change the way I ride or drive on the road to ensure I do not pose a danger to others.
- C. I use safety tips that I heard/learned to improve the way I drive or ride on the road.
- D. Bicyclists **should** receive a ticket for breaking the rules of the road.
- E. Drivers **should** receive a ticket for breaking rules meant to protect bicyclists' safety on the road.

SECTION D: AWARENESS OF BICYCLE EDUCATION CAMPAIGNS

D1. Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?

- 1 Yes
- 2 No
- 9 I don't know

(ASK D2 IF D1=1, OTHERWISE GO TO D4)

D2. What campaign(s) about bicycle and motorist safety have you seen or heard of in the past three months?

Please select all that apply.

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- 1 Share the Road
- 2 Same Road. Same Rules.
- 3 Give 3 FT
- 4 She Rides Her Own Way
- 5 Share MI Roads
- 7 Travel with Care
- 8 Room to Ride
- 96 Other (specify) _____

D3. Where did you recall seeing or hearing the bicycle and motorist safety message(s)?

Please select all that apply.

- 1 Television ad
- 2 Radio ad
- 3 Newspaper ad
- 4 On the Michigan.gov website
- 5 On a flyer or pamphlet
- 6 Social media (Facebook, etc.)
- 7 Local newspaper
- 8 Local newscast
- 9 Online ad
- 96 Other (specify) _____
- 99 Do not recall (**EXCLUSIVE**)

D4. Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?

- 1 Yes
- 2 No
- 9 I don't know

ASK D5 THRU D7 IF D4=1

[SHOW D5 AND D6 ON THE SAME PAGE]

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D5. Where did you recall seeing or hearing the “Driving Change” message?

Please select all that apply.

- 1 Television ad
- 2 Radio ad
- 3 Newspaper ad
- 4 On the Michigan.gov website
- 5 On a flyer or pamphlet
- 6 Social media (Facebook, etc.)
- 7 Local newspaper
- 8 Local newscast
- 9 Online ad
- 96 Other (specify) _____
- 99 Do not recall (**EXCLUSIVE**)

(ASK D6 IF D4=1)

[OPEN END COMMENT BOX]

D6. What does “Driving Change” mean to you, in relation to this campaign?

(ASK D7 OF ALL)

D7. Do you recall seeing this logo?

[PROGRAMMER NOTE: DISPLAY GRTS Driving Change Logo.jpg/.svg]

- 1 Yes
- 2 No
- 9 I don't know

SECTION Z: DEMOGRAPHICS

[SHOW TEXT Z ON SEPARATE PAGE]

TEXT Z.

Thank you for your participation so far. There are only a few more questions left.

Grand Rapids Bicycle Education Campaign Pre-Ad Survey
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Z1. Which of the following best describes your employment status?

- 1 Employed, working full time
- 2 Employed, working part time
- 3 Not employed
- 4 Retired
- 5 Student
- 6 Homemaker

Z2. What was the last grade of school that you completed?

- 1 Some high school or less
- 2 Completed high school
- 3 Some college
- 4 Completed college
- 5 Post-graduate degree
- 6 Technical or vocational school

Z3. What is your current marital status?

- 1 Married
- 2 Not married, but living with someone
- 3 Single
- 4 Divorced/widowed/separated

Z4. Including yourself, how many people currently live in your household?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 or more

(ASK Z5 IF Z4=2 THRU 10)

Z5. How old are the children in your household? **(ALLOW MULTIPLE MENTIONS)**

- 1 No children **[EXCLUSIVE]**
- 2 Less than 5 yrs old
- 3 5–9 yrs
- 4 10–14 yrs
- 5 15–18 yrs
- 6 19 and older

Z6 Which of the following categories best represents your total annual family income?

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- 1 Less than \$25,000
- 2 \$25,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 to less than \$100,000
- 5 \$100,000 to less than \$125,000
- 6 \$125,000 or more
- 7 Prefer not to state income

HIDE SECTION R IF SAMPLE SOURCE =PANEL.

SECTION R: RECONTACT INFORMATION

R1. The City of Grand Rapids, through its marketing and research partners, GÜD Marketing and Morpace Inc., may like to contact you for additional research in relation to your experience with the Grand Rapids bicycle system. We may invite you to participate in another survey in the future or a focus group in the Grand Rapids area.

This project is being held for the purposes of research only. There will be absolutely no sales promotion of any kind as a result of your agreement to be re-contacted. We are interested in your opinions only.

Would it be okay to re-contact you for future additional research?

- 1 Yes
- 2 No (**GO TO QSWEET**)

SWEEP. Would you like to be entered into the sweepstakes drawing for a \$100 Visa gift card in appreciation for taking our survey today?

- 1 Yes
- 2 No (**GO TO QEND2**)

(ASK R2 IF QR1=1, OR IF QSWEET=1)

R2. Please enter your contact information below. All information you provide will be kept strictly confidential and used only for legitimate research or sweepstakes entry purposes, based on your permissions in the previous questions.

A. First Name:

B. Last Name:

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- C. Email Address:
- D. Zip Code:
- E. Next, please enter your phone number, beginning with the area code. Please do not include spaces, dashes, or parentheses (ex., 8885551234).

Extension: _____ (PROGRAMMER NOTE: TEN NUMERIC CHARACTERS)
(PROGRAMMER NOTE: OPTIONAL, FIVE NUMERIC CHARACTERS)

(SHOW IF QSWEET=1)

QEND1. This concludes our survey. Thank you for your participation! You have now been entered into the sweepstakes. Click [here](#) for sweepstakes rules and regulations. For our privacy policy, please click on the link at the bottom of your screen.

(SHOW IF QSWEET#1)

QEND2. This concludes our survey. Thank you for your participation!

TERMINATION MESSAGE:

Those are all the questions we have for you at this time. Thank you for your participation!

END.

Thank you for your time and participation.

Grand Rapids Bicycle Education Campaign Post-Ad Survey
7/27/16

QUALIFICATIONS:

- Age: 18 and over
- Michigan Residents, greater Grand Rapids residents
- Bicyclists or vehicle drivers

QUOTAS:

- Total Sample: n=400

OBJECTIVES:

Conduct a survey of greater Grand Rapids residents that will serve as a benchmark for awareness and perceptions about bicycling and driving behavior prior to launching an advertising campaign. The survey will contain a core set of questions that can be used to track changes in awareness, knowledge and support related to bicycling and driving in greater Grand Rapids at the end of the first campaign year and possibly on a reoccurring basis in the future.

INTRO.

Welcome to our survey! Thank you for your interest and willingness to participate in this study, which should take roughly 15 minutes to complete. This information is being collected for research purposes only and will be kept strictly confidential.

S1. Do you consider yourself...

- 1 Male
- 2 Female

S2. Are you a resident of Michigan?

- 1 Yes
- 2 No (**GO TO TERMINATION MESSAGE**)

(INSTRUCTION: ASK S3 IF S2=1.)

S3. Please enter your ZIP code

(INSERT BLANK BOX FOR ENTRY, RANGE 48001-49971. MUST BE VALID MICHIGAN 5-DIGIT ZIP CODE.)

(IF ZIPCODE ≠ ZIPCODE AS PROVIDED IN "M160134 MI Zip Codes.XLSX,"

1ST ATTEMPT: DISPLAY ERROR MESSAGE "Please re-enter your zip code to confirm"

2nd ATTEMPT: GO TO ZIP_TERMINATE)

ZIP_TERMINATE:

Thank you for your interest and participation. In order to qualify for this survey, you must be a resident of Kent County (as determined by your zip code), age 18 or older, drive a vehicle or ride a bike on a regular basis, and not work in law enforcement or bicycle/vehicle sales. If you are receiving this message, it is because you do not meet one of the listed criteria. Thank you again for your interest and have a great day.

Grand Rapids Bicycle Education Campaign Post-Ad Survey
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[TEXT BOX]

S4. How old are you?

(TERMINATE IF S4 <18)

S5. Are you or anyone in your household employed by any of the following organizations?
(Please select all that apply.)

- 1 A retail outlet that sells bicycles or cycling supplies (**GO TO TERMINATION MESSAGE**)
- 2 An enterprise or establishment whose primary business involves selling automobiles or motor vehicles (**GO TO TERMINATION MESSAGE**)
- 3 A law enforcement agency (**GO TO TERMINATION MESSAGE**)
- 4 An advertising agency or market research firm (**GO TO TERMINATION MESSAGE**)
- 5 None of the above

S6. Which of the following best describes you?

- 1 White, non-Hispanic
- 2 Asian
- 3 American Indian or Alaska Native
- 4 Black or African-American
- 5 Native Hawaiian or Pacific Islander
- 6 Hispanic, Latino or Spanish origin

S7. How frequently do you drive a motor vehicle (car, SUV, van, etc.) on the road?

- 1 Daily
- 2 Weekly
- 3 Biweekly
- 4 Monthly
- 5 Less than once a month
- 6 Never

S8. How frequently do you ride a bicycle in the spring, summer or fall?

- 1 Daily
- 2 Weekly
- 3 Biweekly
- 4 Monthly
- 5 Less than once a month
- 6 Never

(TERMINATE IF S7=5 OR 6 AND S8=5 OR 6)

PROGRAMMER NOTE: CREATE VARIABLE FLAGTYPE

IF S7=1-4 AND S8=5 OR 6, FLAGTYPE= 1 'DRIVER'

IF S7=5 OR 6 AND S8=1-4; FLAGTYPE= 2 'BICYCLIST'

IF S7=1-4 AND S8=1-4; FLAGTYPE= 3 'BOTH'

ASK S9 IF S8=1 THRU 4

S9. For which of the following reasons do you ride your bicycle:

Please select all that apply.

- 1 To commute to work
- 2 To commute to school
- 3 To get around town
- 4 To exercise
- 5 For sport
- 6 For enjoyment
- 7 As a primary mode of transportation
- 96 Other (Specify) _____

[SHOW TEXT A ON SEPARATE PAGE]

TEXT A.

Thank you again for your participation. In this survey, we will be exploring your knowledge and opinions about bicycle and motor vehicle safety.

Throughout this survey we will refer to *bicyclists* as people who ride bicycles to commute, for leisure, or exercise. This does not include those who ride bicycles professionally or competitively for sport.

Additionally, any references to *drivers* will include people who drive automobiles such as cars, minivans, SUVs, etc., which are used as regular modes of transportation on public roads.

SECTION A: CYCLING LAWS AND REGULATIONS

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION]

A1. On a scale of 1 to 7, where 1 is not at all familiar and 7 is very familiar, how would you rate your level of familiarity with the rules that bicyclists must follow when riding?

- 1 Not at all familiar (**DISPLAY LABEL**)
- 2
- 3
- 4
- 5
- 6
- 7 Very familiar (**DISPLAY LABEL**)

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION]

A2. On a scale of 1 to 7, where 1 is not at all familiar and 7 is very familiar, how would you rate your level of familiarity with the rules that drivers must follow when encountering a bicyclist on the road?

- 1 Not at all familiar **(DISPLAY LABEL)**
- 2
- 3
- 4
- 5
- 6
- 7 Very familiar **(DISPLAY LABEL)**

TEXT B.

For the next few questions, please choose the answers you believe most closely reflect the rules currently in place for bicyclists and/or drivers.

[PROGRAMMER NOTE: RANDOMIZE BLOCK: A3 THRU A7; SHOW ALL QUESTIONS ON SEPARATE SCREENS]

A3. Please indicate whether you believe the following statement is true or false:
"It is illegal to park in the bike lane."

- 1 True
- 2 False

A4. Please indicate whether you believe the following statement is true or false:
"Drivers are required to leave a minimum amount of space between their vehicle and a bicyclist they are passing on the road."

- 1 True
- 2 False

A5. Bicyclists should ride...

[RANDOMIZE]

- 1 On the road
- 2 On the sidewalk
- 3 Wherever they feel most comfortable

A6. The proper way for bicyclists to ride in relation to traffic on the road is...

[RANDOMIZE]

- 1 With traffic
- 2 Against traffic
- 3 Wherever there is the least amount of traffic

A7. Bicyclists must stop at...

- 1 Red lights only
- 2 Stop signs only
- 3 Both stop signs and red lights
- 4 Neither stop signs nor red lights

[END RANDOMIZED BLOCK]

A8. Drivers should leave how much space between the right side of their vehicle and a bicyclist they are passing?

- 1 3 feet
- 2 5 feet
- 3 7 feet
- 4 10 feet
- 5 As much space as the road allows

SECTION B: PERCEPTIONS OF BICYCLING AND BICYCLING INFRASTRUCTURE

[SINGLE CHOICE, BUTTONS FOR EACH ANSWER OPTION, DISPLAY LABELS]

B1. In road crashes involving a bicyclist and driver, please indicate on the scale below who you believe is responsible for preventing the crash.

- 1 Bicyclist responsible
- 2
- 3
- 4 Bicyclist and driver equally responsible
- 5
- 6
- 7 Driver responsible

B2. How likely do you believe the following behaviors are to contribute to bicycle crashes?

- 1 Extremely unlikely
- 2 Somewhat unlikely
- 3 Neither likely nor unlikely
- 4 Somewhat likely
- 5 Extremely likely

[RANDOMIZE]

- A Drivers not looking for bicyclists at intersections
- B Distracted drivers
- C Bicyclists going through red lights/stop signs without stopping
- D Bicyclists weaving in and out of traffic
- E Bicyclists riding at night in dark clothing and/or without lighting
- F Drivers passing too closely to bicyclists
- G Bicyclists riding on the sidewalk

B3. Now, thinking specifically about your experience with bicyclists and drivers in greater Grand Rapids, please indicate your level of agreement with each of the following statements:

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree

[RANDOMIZE]

- A. It is dangerous to ride a bicycle in greater Grand Rapids.
- B. Grand Rapids is a bicycle-friendly community.
- C. Bicyclists in greater Grand Rapids typically follow the rules of the road.
- D. Drivers in greater Grand Rapids typically treat bicyclists with respect.
- E. I believe that bicyclists will receive a ticket for breaking the ~~rules~~ laws of the road.
- F. I believe that drivers will receive a ticket for breaking the ~~rules~~ laws meant to protect bicyclists' safety on the road.

B4. Now, thinking specifically about your experience with bicyclists and drivers in greater Grand Rapids, please indicate your level of agreement with the following statement:

"In greater Grand Rapids, bicyclists and drivers are respectful of each other's rights on the road."

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree (**GO TO B6**)
- 4 Somewhat agree

5 Strongly agree

(ASK B5 IF B4 ≠ 3)

[OPEN ENDED COMMENT BOX]

B5. Why do you believe greater Grand Rapids bicyclists and drivers **<IF B4=4,5, “are”> <IF B4=1,2, “are not”>** respectful to each other?

SECTION C: BICYCLIST/DRIVER BEHAVIOR

SHOW TEXT C IF FLAGTYPE=2 OR 3

[TEXT BOX, SHOW ON A SEPARATE PAGE]

TEXT C.

Earlier, you indicated that you ride a bicycle on a regular basis. Please think about your personal experiences when riding your bicycle on the next question.

ASK C1 IF FLAGTYPE=2 OR 3

C1. How often do you do the following when riding your bicycle?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Most of the time
- 5 Always

When riding my bicycle...

[RANDOMIZE]

- A. I wear a helmet.
- B. I wear bright-colored or reflective clothing.
- C. I stop at all stop signs and red lights.
- D. I ride on the road.
- E. I ride on sidewalks.
- F. I use light(s) when riding at night.

[TEXT BOX, SHOW TEXT D ON A SEPARATE PAGE]

SHOW TEXT D IF FLAGTYPE=1 OR 3

TEXT D.

Earlier, you indicated that you drive a vehicle on a regular basis. Please think about your personal experiences when driving your vehicle for the next question.

ASK C2 IF FLAGTYPE=1 OR 3

C2. How often do the following statements apply to you in relation to your interaction with bicyclists while driving your vehicle?

- 1 Never
- 2 Rarely
- 3 Occasionally
- 4 Most of the time
- 5 Always

When driving my vehicle...

[RANDOMIZE]

- A. I give bicyclists 5 feet of space when I pass them on the road.
- B. I look out for bicyclists at intersections.
- C. I look out for bicyclists when leaving a parking lot or driveway.
- D. I look out for bicyclists when opening my car door while parked on the street.
- E. I notice bike lanes on the roads on which I drive.
- F. I am confident that I am following all the rules related to sharing the road with a bicyclist.

ASK C3 OF ALL

C3. Now, thinking about your experience on the road, either as a bicyclist or as a driver, please indicate your level of agreement with the following statements:

- 1 Strongly disagree
- 2 Somewhat disagree
- 3 Neither agree nor disagree
- 4 Somewhat agree
- 5 Strongly agree

I think about how my behavior on the road might affect others.

- A. I change the way I ride or drive on the road to ensure I do not pose a danger to others.
- B. I use safety tips that I heard/learned to improve the way I drive or ride on the road.
- C. Bicyclists **should** receive a ticket for breaking the rules of the road.
- D. Drivers **should** receive a ticket for breaking rules meant to protect bicyclists' safety on the road.

SECTION D: AWARENESS OF BICYCLE EDUCATION CAMPAIGNS

D1. Do you recall seeing or hearing a campaign about bicycle and motorist safety in the past three months?

- 1 Yes
- 2 No
- 9 I don't know

Ask ALL

D4. Do you recall seeing or hearing a campaign about bicycle and motorist safety with a "Driving Change" message?

- 1 Yes
- 2 No
- 9 I don't know

ASK D5 THRU D6C IF D4=1

D5. Where did you recall seeing or hearing the “Driving Change” message?

Please select all that apply.

- 1 Television ad
- 2 Radio ad
- 3 Newspaper ad
- 4 Billboard
- 5 On the Michigan.gov website
- 6 On a flyer or pamphlet
- 7 Social media (Facebook, etc.)
- 8 Local newspaper
- 9 Local newscast
- 10 Online ad
- 11 HULU
- 12 YouTube
- 13 Bus advertisement
- 14 At an event
- 96 Other (specify) _____
- 99 Do not recall (**EXCLUSIVE**)

OPEN END

D6C. What was your main takeaway from the “Driving Change” campaign?

ASK D6D IF D4=1

D6D. Did you see any of the following messages from the "Driving Change" campaign?

- 1 Leave 5 FT when passing bikes
- 2 Bicyclists should ride with traffic
- 3 Bicyclists must obey stop signs and signals
- 4 Drivers, watch for bikes when turning right
- 5 Do not park or drive in bike lanes
- 6 Bicyclists are safer on the road
- 7 Bicyclists must be visible. Use lights and reflectors.
- 8 Bicyclists should wear helmets
- 9 Share the road
- 10 Don't drink and ride
- 96 Other
- 99 Do not recall (Exclusive)

(ASK D7 OF ALL)

D7. Do you recall seeing this logo?

[PROGRAMMER NOTE: DISPLAY GRTS Driving Change Logo.jpg/.svg]

- 1 Yes
- 2 No
- 9 I don't know

D8. Were you aware of a free bike light giveaway from the City of Grand Rapids as part of the "Driving Change" bicycle safety campaign?

- 1 Yes
- 2 No
- 9 I don't know

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(ASK QD9 IF QD8=1)

D9. Did you receive one of the free bike lights that were given away during the promotional campaign?

- 1 Yes
- 2 No

(ASK QD10 IF QD9=1)

D10. From where did you receive your free bike light?

- 1 A local event in Grand Rapids
- 2 The Grand Rapids Development Center
- 3 From a friend or family member
- 4 From a community organization
- 5 Other (specify)_____

(ASK D12 IF D11=1)

D12. Please review the advertisements below. Do you recall seeing either of the following or similar ads within the past 3 months?

[FACEBOOK AD HERE – SHOW BOTH ADS SIDE BY SIDE]

- 1 Yes
- 2 No
- 9 I don't know

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- D13. Please watch the 30 second video below. Please be sure the volume is adjusted on your device prior to pressing play.

[30 SECOND TV SPOT IMBEDDED HERE]

Do you recall having seen this television ad within the past 3 months?

- 1 Yes
- 2 No
- 9 I don't know

[QD14 - WAITING FOR FINAL CLIENT DIRECTION/IMAGE FILE]

- D14. Have you seen either of the following or similar billboard ads in the greater Grand Rapids area within the past 3 months?

[BILLBOARD IMAGES HERE – SHOW BOTH ADS SIDE BY SIDE]

- 1 Yes
- 2 No
- 9 I don't know

ASK D15 IF D4=2 OR D4=9

- D15. Do you now recall seeing or hearing a campaign about bicycle and motorist safety with a “Driving Change” message in greater Grand Rapids?

- 1 Yes
- 2 No
- 9 I don't know

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ASK D16- IF D15=1

D16. Where did you recall seeing or hearing the “Driving Change” message?

Please select all that apply.

- 15 Television ad
- 16 Radio ad
- 17 Newspaper ad
- 18 Billboard
- 19 On the Michigan.gov website
- 20 On a flyer or pamphlet
- 21 Social media (Facebook, etc.)
- 22 Local newspaper
- 23 Local newscast
- 24 Online ad
- 25 HULU
- 26 YouTube
- 27 Bus advertisement
- 28 At an event
- 97 Other (specify) _____
- 100 Do not recall (**EXCLUSIVE**)

OPEN END

D17. What was your main takeaway from the “Driving Change” campaign?

SECTION Z: DEMOGRAPHICS

[SHOW TEXT Z ON SEPARATE PAGE]

TEXT Z.

Thank you for your participation so far. There are only a few more questions left.

Z1. Which of the following best describes your employment status?

- 1 Employed, working full time
- 2 Employed, working part time
- 3 Not employed
- 4 Retired
- 5 Student
- 6 Homemaker

Z2. What was the last grade of school that you completed?

- 1 Some high school or less
- 2 Completed high school
- 3 Some college
- 4 Completed college
- 5 Post-graduate degree
- 6 Technical or vocational school

Z3. What is your current marital status?

- 1 Married
- 2 Not married, but living with someone
- 3 Single
- 4 Divorced/widowed/separated

Z4. Including yourself, how many people currently live in your household?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 or more

(ASK Z5 IF Z4=2 THRU 10)

Z5. How old are the children in your household? **(ALLOW MULTIPLE MENTIONS)**

- 1 No children **[EXCLUSIVE]**
- 2 Less than 5 yrs old
- 3 5–9 yrs
- 4 10–14 yrs
- 5 15–18 yrs
- 6 19 and older

Z6 Which of the following categories best represents your total annual family income?

- 1 Less than \$25,000
- 2 \$25,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 to less than \$100,000
- 5 \$100,000 to less than \$125,000
- 6 \$125,000 or more
- 7 Prefer not to state income

HIDE SECTION R IF SAMPLE SOURCE =PANEL.

SECTION R: RECONTACT INFORMATION

R1. The City of Grand Rapids, through its marketing and research partners, GÜd Marketing and Morpace Inc., may like to contact you for additional research in relation to your experience with the Grand Rapids bicycle system. We may invite you to participate in another survey in the future or a focus group in the Grand Rapids area.

This project is being held for the purposes of research only. There will be absolutely no sales promotion of any kind as a result of your agreement to be re-contacted. We are interested in your opinions only.

Would it be okay to re-contact you for future additional research?

- 1 Yes
- 2 No **(GO TO QEND)**

Grand Rapids Bicycle Education Campaign Post-Ad Survey
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(ASK R2 IF QR1=1)

R2. Please enter your contact information below. All information you provide will be kept strictly confidential and used only for legitimate research purposes.

- A. First Name:
- B. Last Name:
- C. Email Address:
- D. Zip Code:
- E. Next, please enter your phone number, beginning with the area code. Please do not include spaces, dashes, or parentheses (ex., 8885551234).

Extension: _____
(PROGRAMMER NOTE: TEN NUMERIC CHARACTERS)
(PROGRAMMER NOTE: OPTIONAL, FIVE NUMERIC CHARACTERS)

TERMINATION MESSAGE:

Thank you for your interest and participation. In order to qualify for this survey, you must be a resident of Kent County (as determined by your zip code), age 18 or older, drive a vehicle or ride a bike on a regular basis, and not work in law enforcement or bicycle/vehicle sales. If you are receiving this message, it is because you do not meet one of the listed criteria. Thank you again for your interest and have a great day.

QEND.

Those are all the questions we have for you. Thank you for your time and participation. Have a great day.