



Regional Niagara Bikeways Master Plan Study On and Off Road Trail User Survey Results

REGIONAL NIAGARA BIKEWAYS MASTER PLAN

User Survey



Prepared by:



Prepared for: Regional Niagara
Date: October, 2002



Regional Niagara Bikeways Master Plan Study On and Off Road Trail User Survey Results

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2. Research Methodology
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NOTE: Due to the sample size obtained, the results of this survey should not be used as a precise indicator of all residents and tourists cycling within the Niagara Region.



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1. Introduction

- As part of the Region of Niagara Bikeways Master Plan, the Region of Niagara required research on issues related to cycling in the area.
- The User Survey was developed for residents and tourists cycling in the Niagara Region.



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- The purpose of the user survey was to collect information on the Public's attitude towards cycling issues within Niagara Region. Specifically to:
 - Determine user characteristics of both residents and tourists cycling on weekends and weekdays
 - Estimate the frequency and purpose of cycling trips
 - Identify popular cycling destinations within the Niagara Region
 - Determine the types of facilities and improvements desired for cycling



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2. Research Methodology

- Respondents were asked to complete the user survey questionnaire through solicited interviews at three locations.
 - The Town of Jordan (10:00am - 12:00noon)
 - Port Dalhousie (1:00pm - 3:30pm)
 - Niagara-on-the-lake (4:30pm - 7:00pm)
- Only cyclists were interviewed and asked to complete the survey. People who used the existing trails for other purposes (walking, jogging, skateboarding, etc.) were not interviewed.



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- Surveys were conducted on Saturday July 6th and Monday July 8th, 2002. These time periods were the same for both days.
- All trail users who passed the survey locations were recorded, whether they were cyclists or not. These were summarized into 30-minute counts.
- A copy of the user survey is located in Appendix A.



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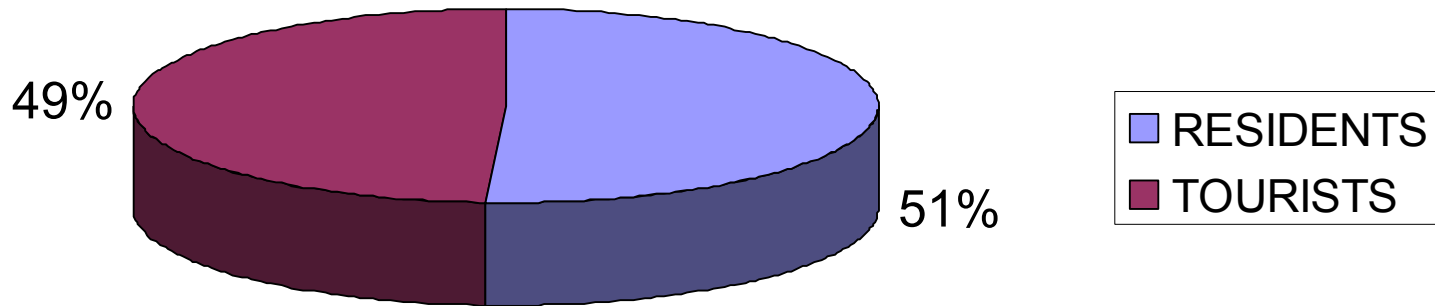
3. Detailed Results

- The results of the survey are shown in the following graphs and tables.
- Results are based on 71 completed questionnaires with individuals 15 years of age or older.
- The graphs and tables identify cycling characteristics among residents and tourists in the Niagara Region.
- The results for both residents and tourists are then compared to one another.



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Total Users

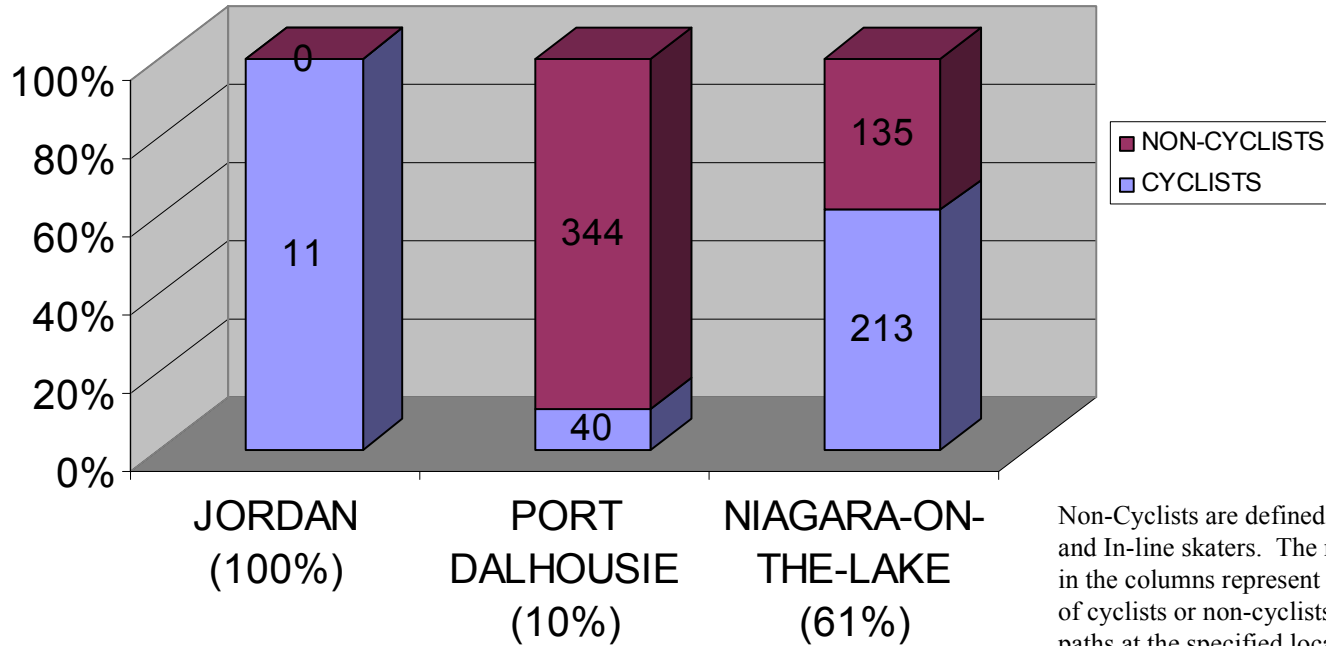




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Percentage of Cyclists

Saturday July 6th, 2002



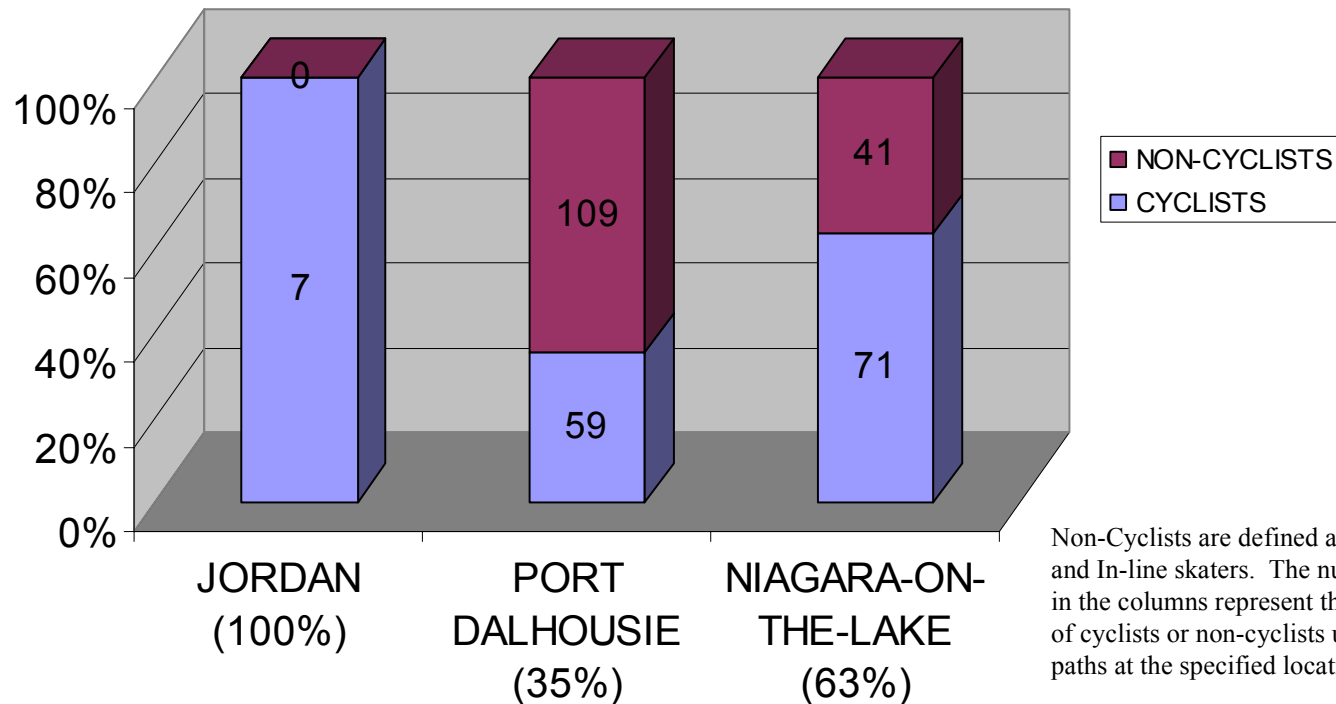
Non-Cyclists are defined as Pedestrians and In-line skaters. The numbers shown in the columns represent the total number of cyclists or non-cyclists using the bicycle paths at the specified location.



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Percentage of Cyclists

Monday July 8th, 2002

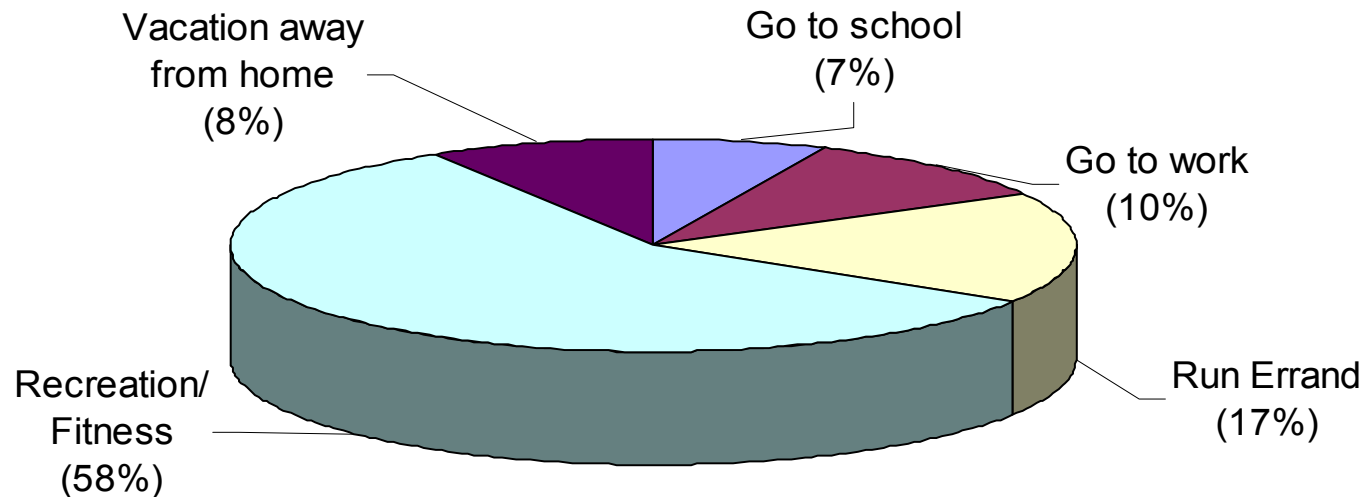


Non-Cyclists are defined as Pedestrians and In-line skaters. The numbers shown in the columns represent the total number of cyclists or non-cyclists using the bicycle paths at the specified location.



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Cycling Purpose (Residents)...

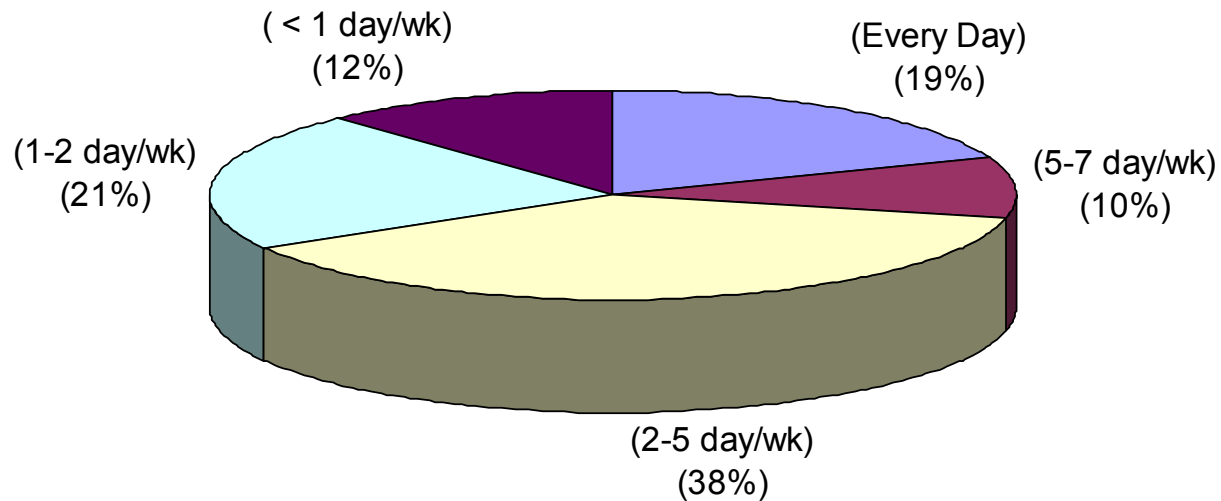


Q: Including today, how have you used your bicycle in the past year:



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Cycling Frequency (Residents)...

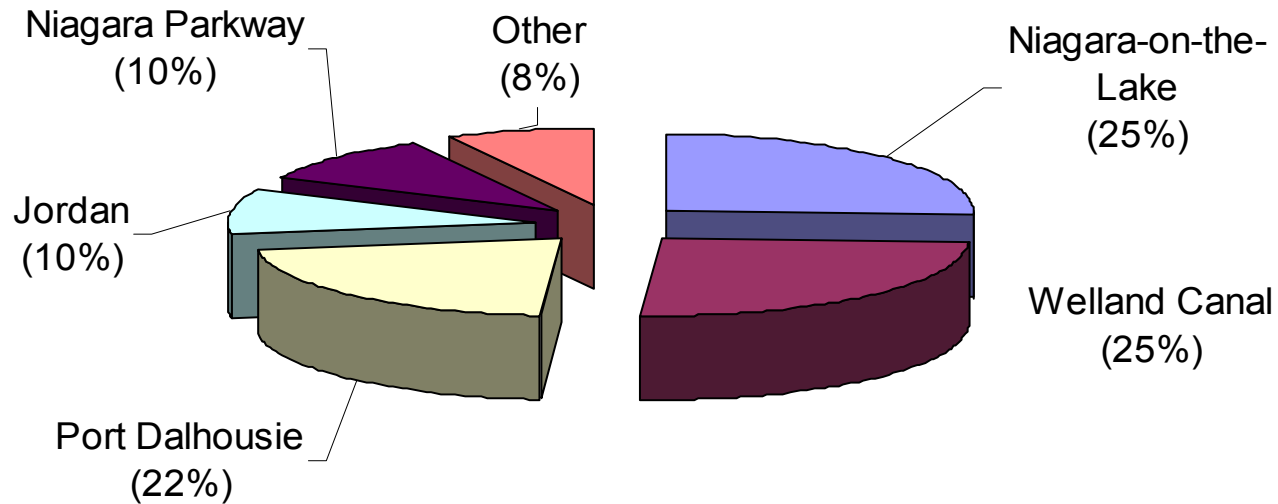


Q: Including today, how many times have you used your bicycle in the past year to ride to school/work/to run an errand/for recreation/while vacationing?



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Frequent Destinations (Residents)

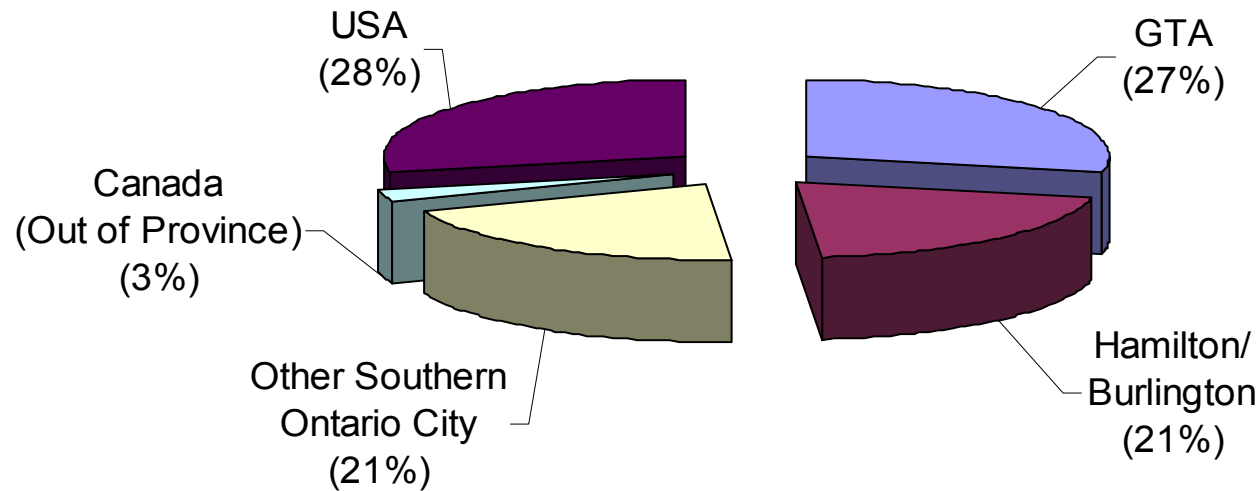


Q: What are your most frequent or popular cycling destinations within Niagara Region?



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Tourists Origins

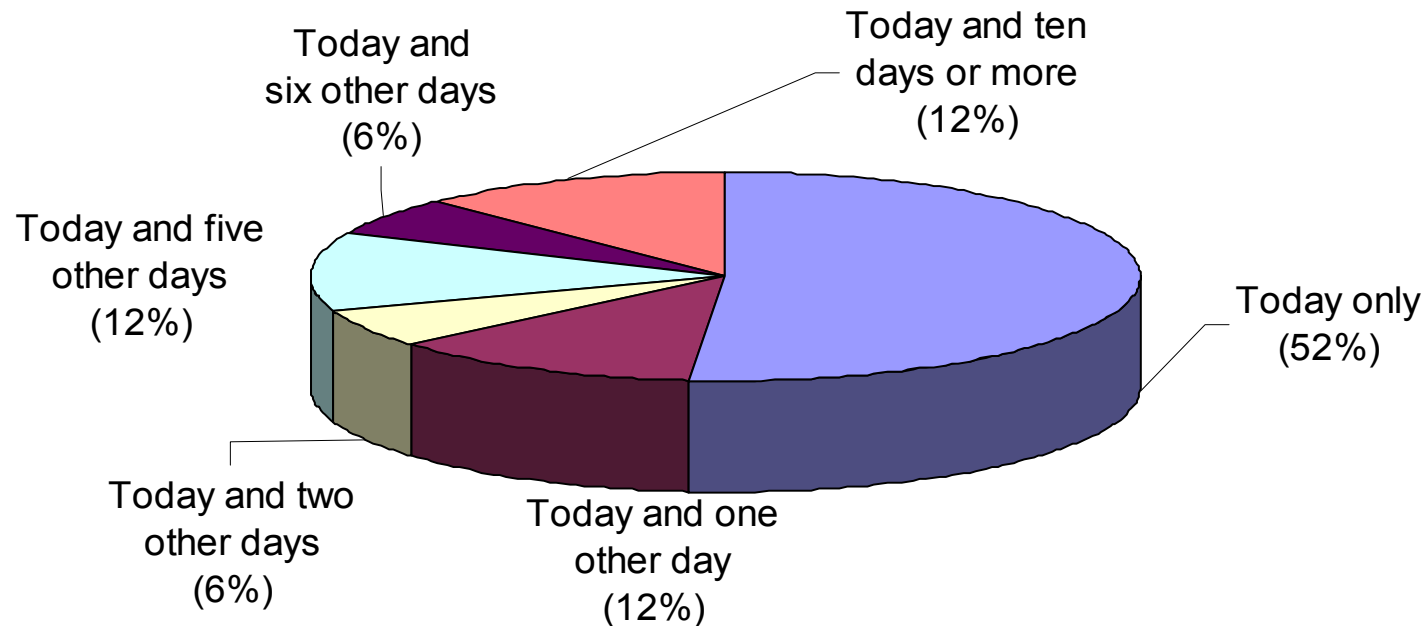


Q: Where is your current place of residence? (City, Province/State, Country)



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Cycling Frequency (Tourists)...

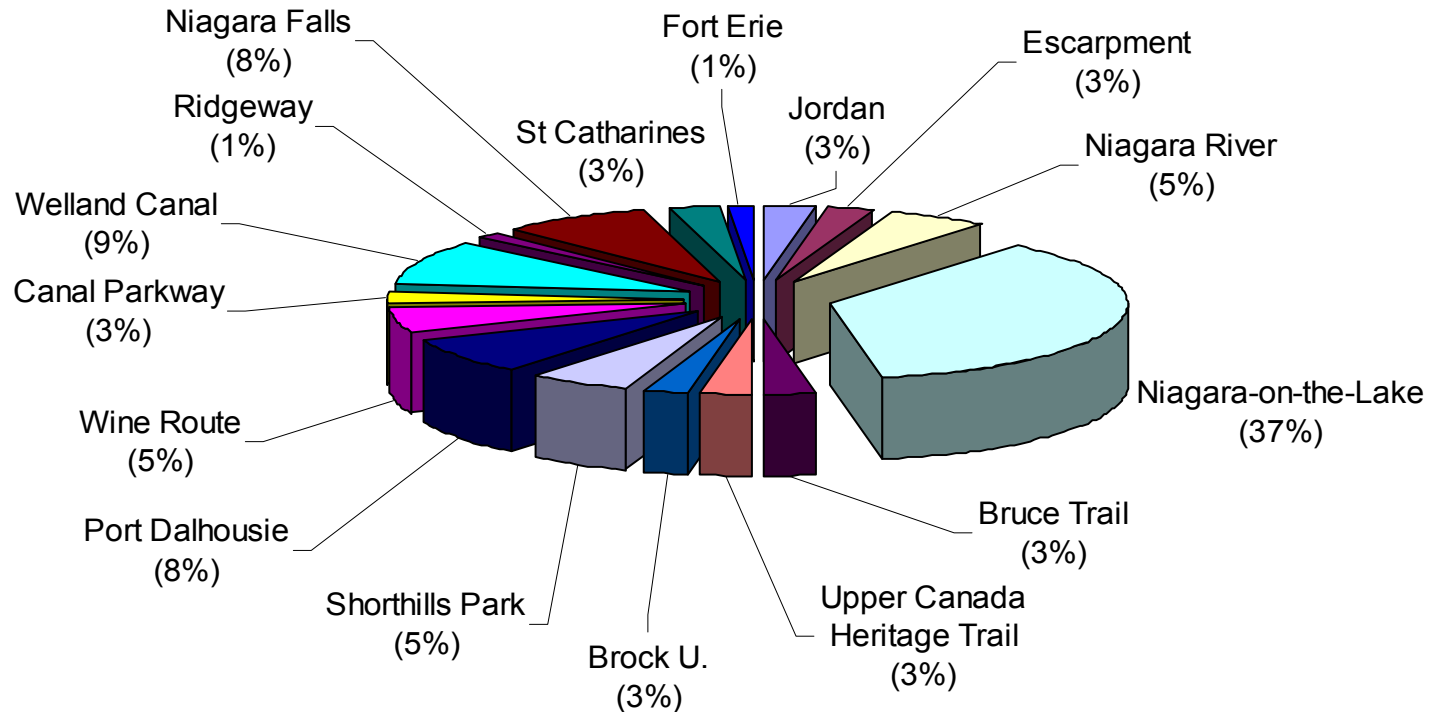


Q: Including today, how many times in the past year have you used a bicycle in Niagara Region?



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Frequent Destinations (Tourists)...

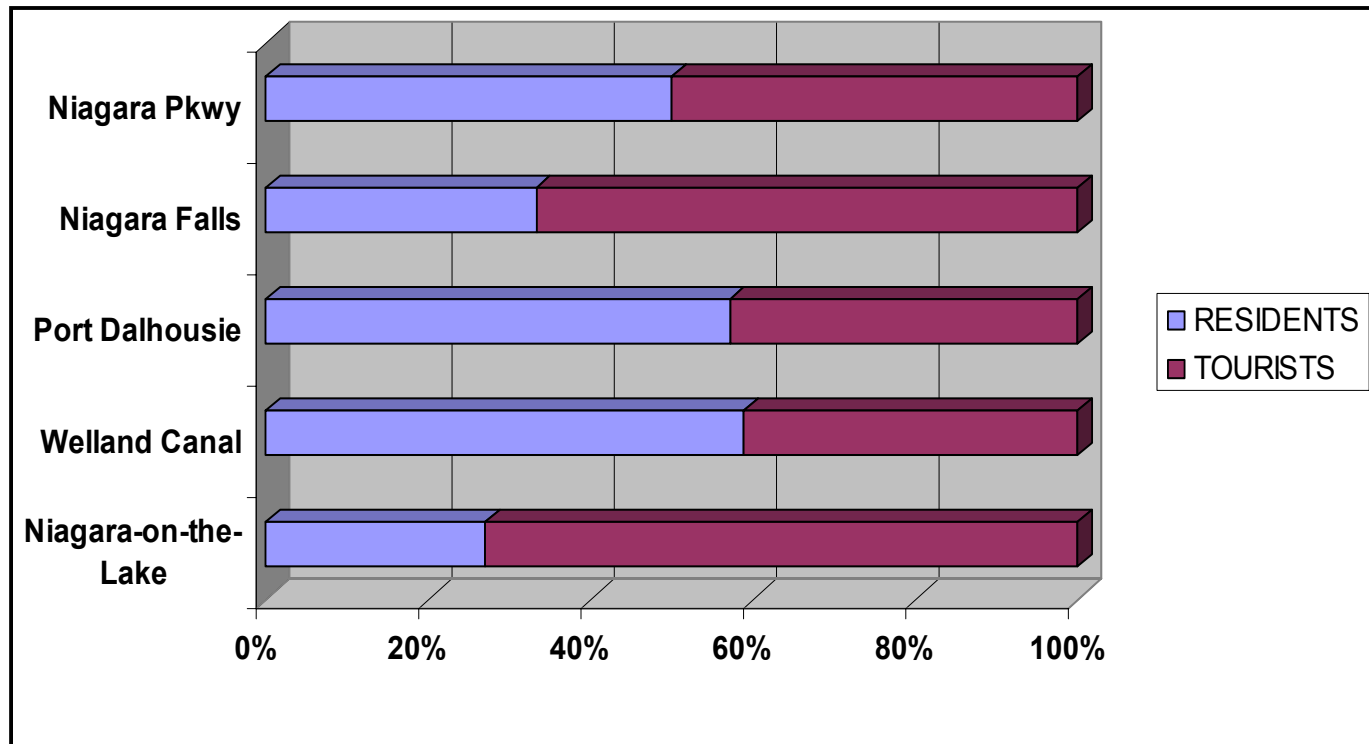


Q: What have been your most frequent or popular cycling destinations within Niagara Region??



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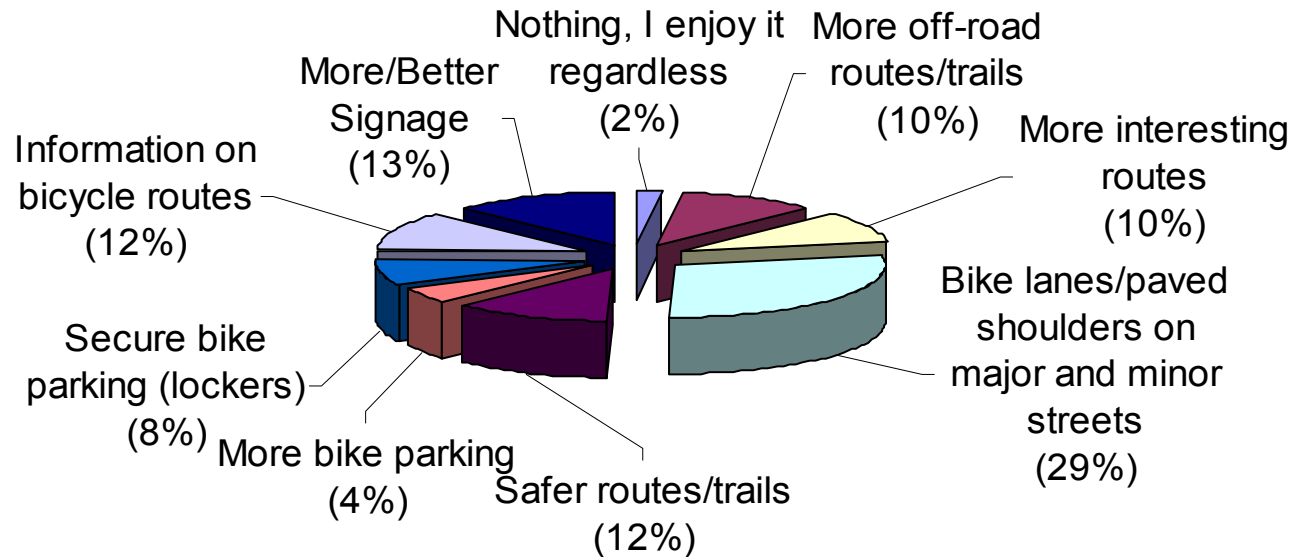
Top 5 Cycling Destinations





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Encourage more bicycle use (Residents)...

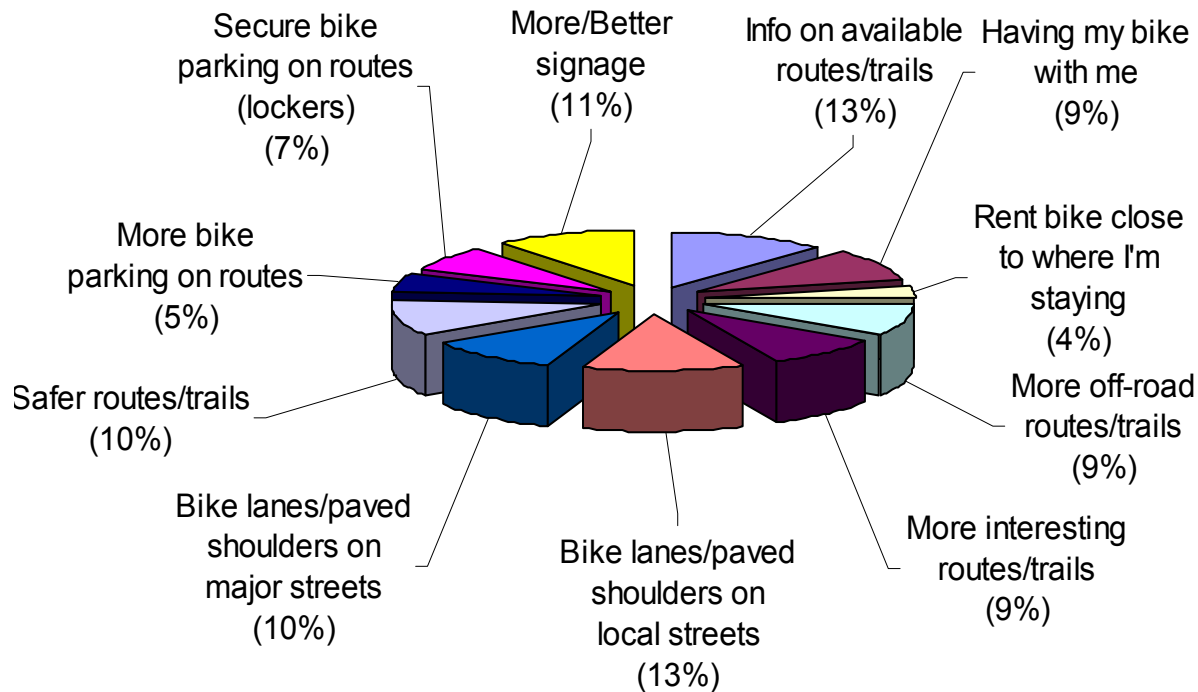


Q: What would encourage you to ride your bicycle more to school/work/to run an errand/for recreation/while on vacation? *Answer all that apply*



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Encourage more bicycle use (Tourists)...

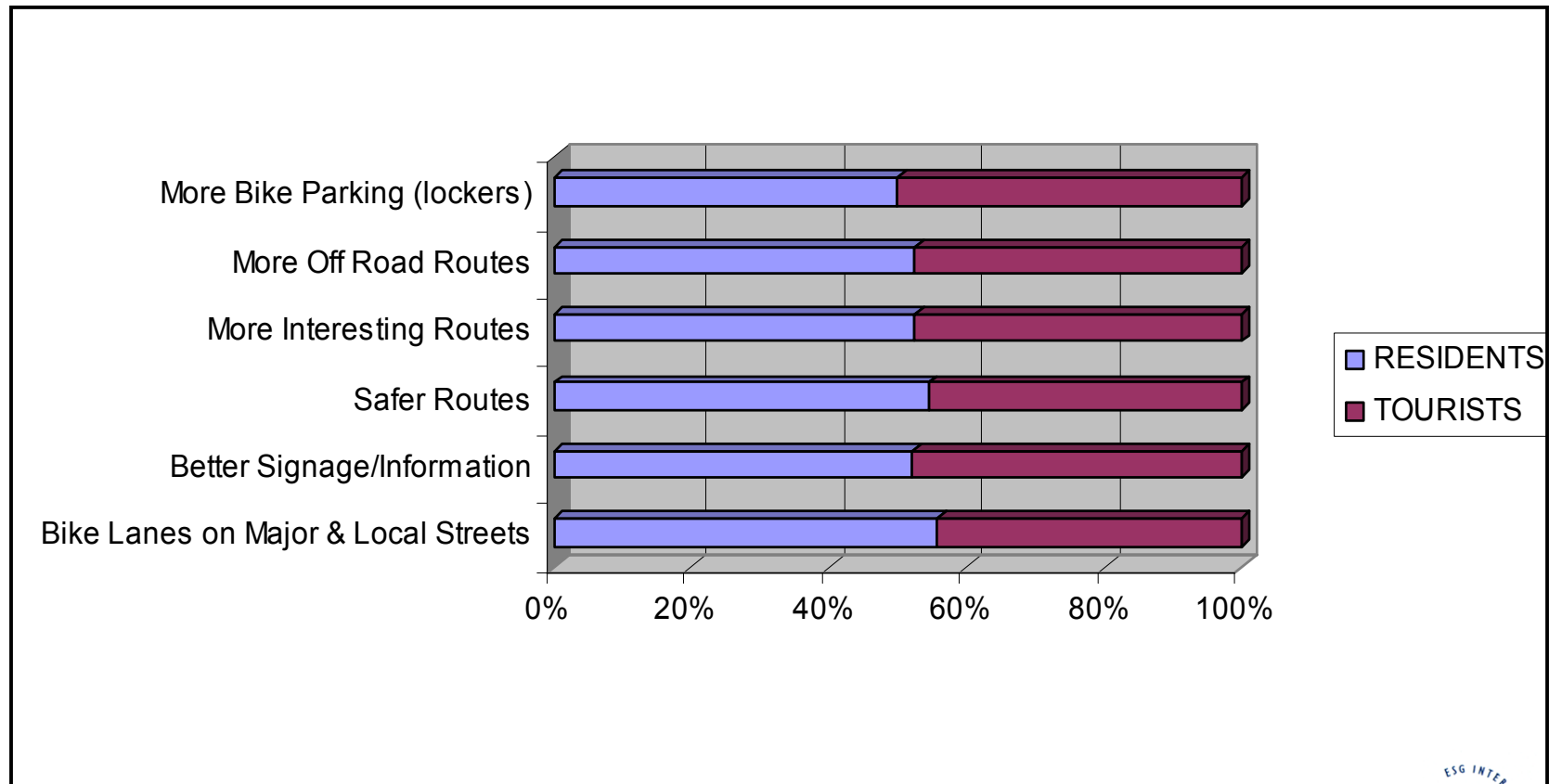


Q: What would encourage you to do more cycling on this or a future trip to Ontario's Niagara Region? *Answer as many as apply.*



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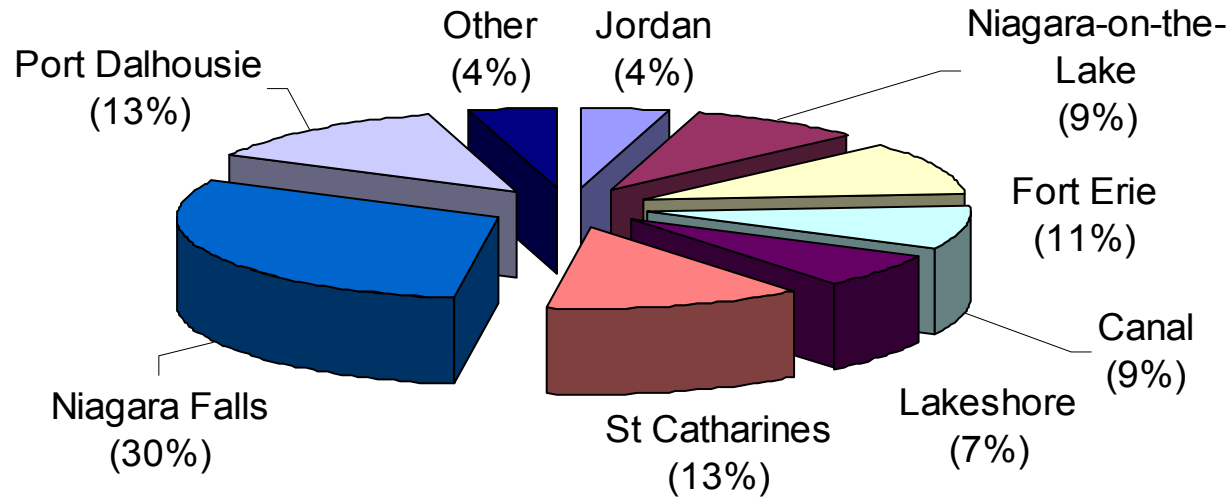
Encourage More Bicycle Use Comparison between Residents and Tourists (Top 6 Concerns)





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Future destinations for residents...

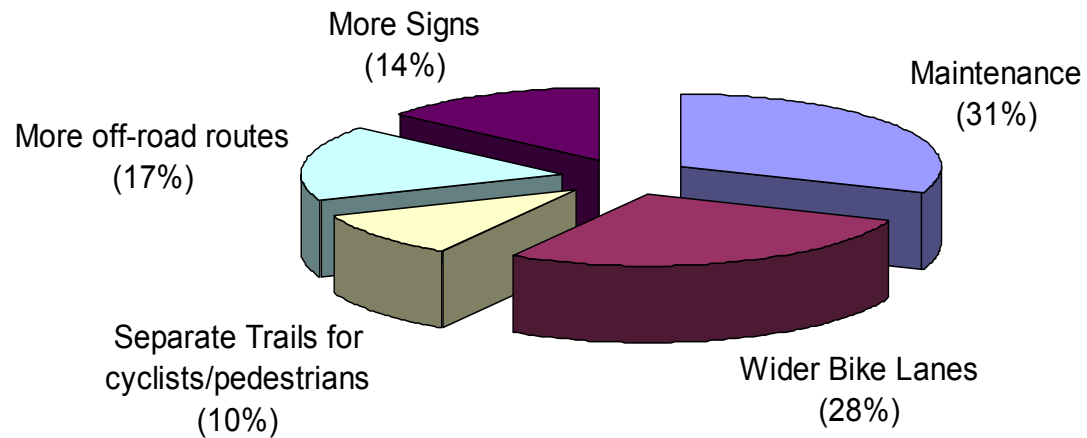


Q: What destinations within Niagara Region would you bike to more if you had a better route? *List your top three choices*



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Cycling Improvements requested from Residents...

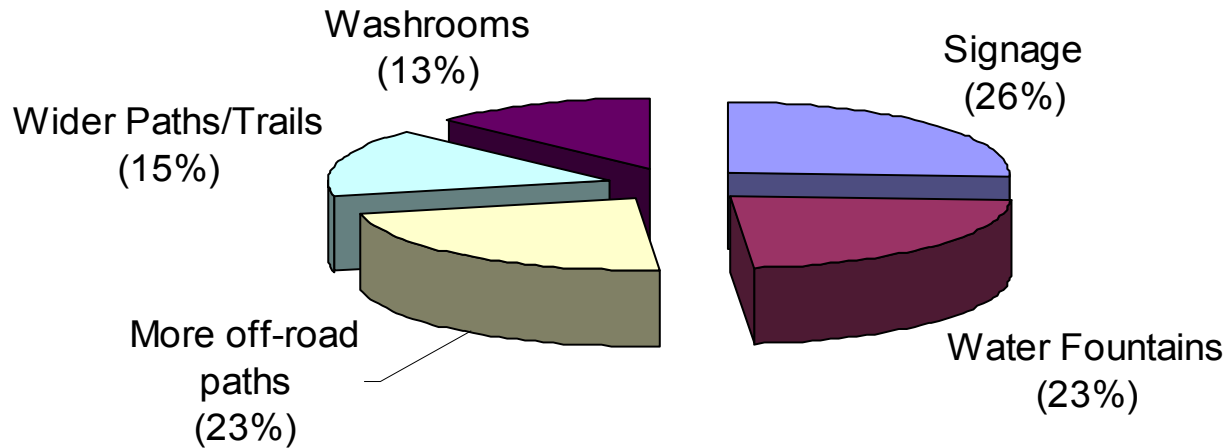


Q: What, if anything do you think should be done to improve cycling conditions in Niagara Region? *List top three*



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Cycling Improvements requested from Tourists...

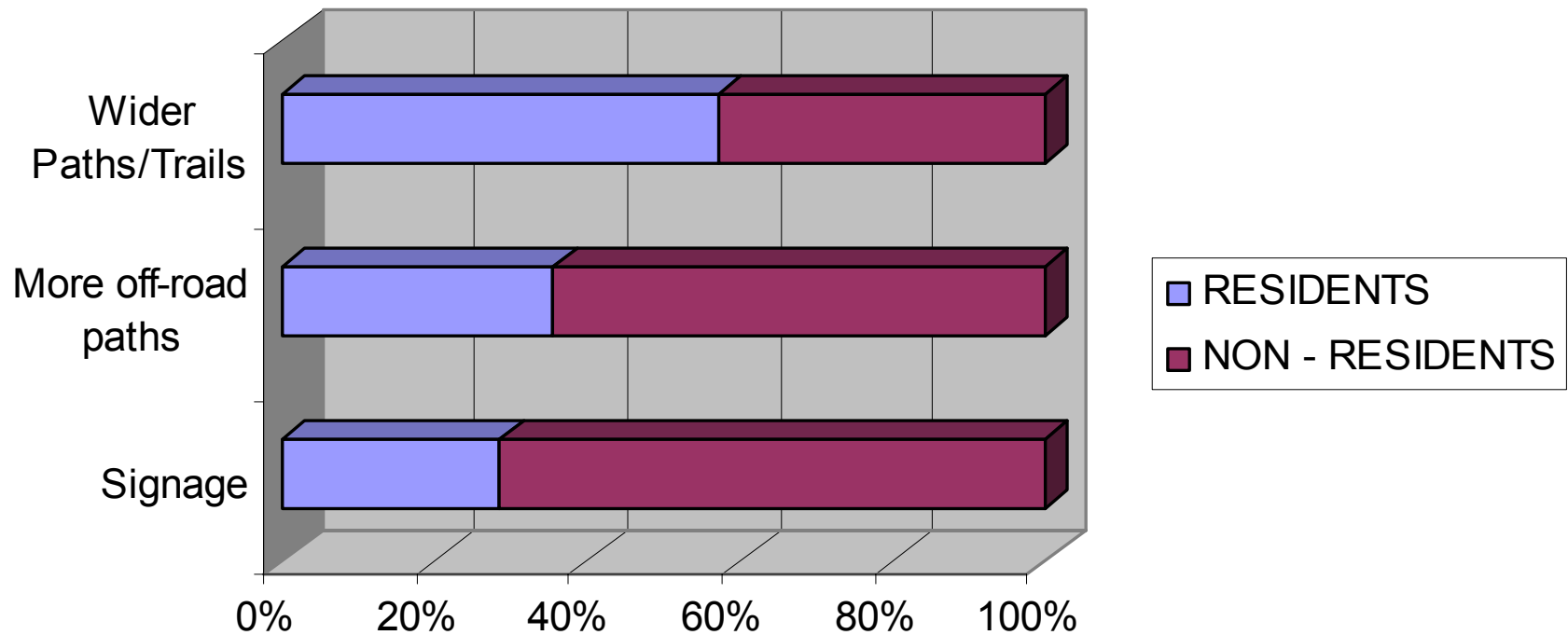


Q: What, if anything do you think should be done to improve cycling conditions in Niagara Region? *List top three*



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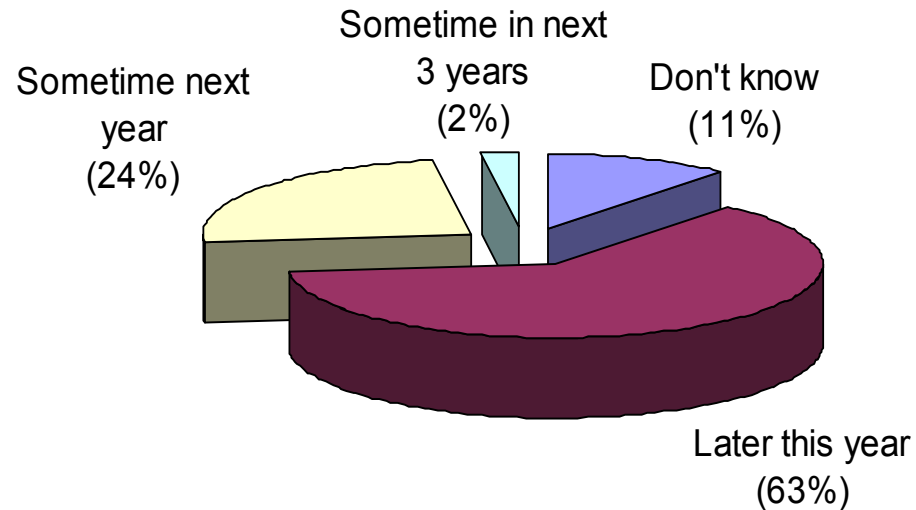
Top suggested Improvements to Cycling Conditions





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Tourists returning to cycle...



Possible answers also included:

- Residents returning to cycle sometime in the next 5 years
- Never

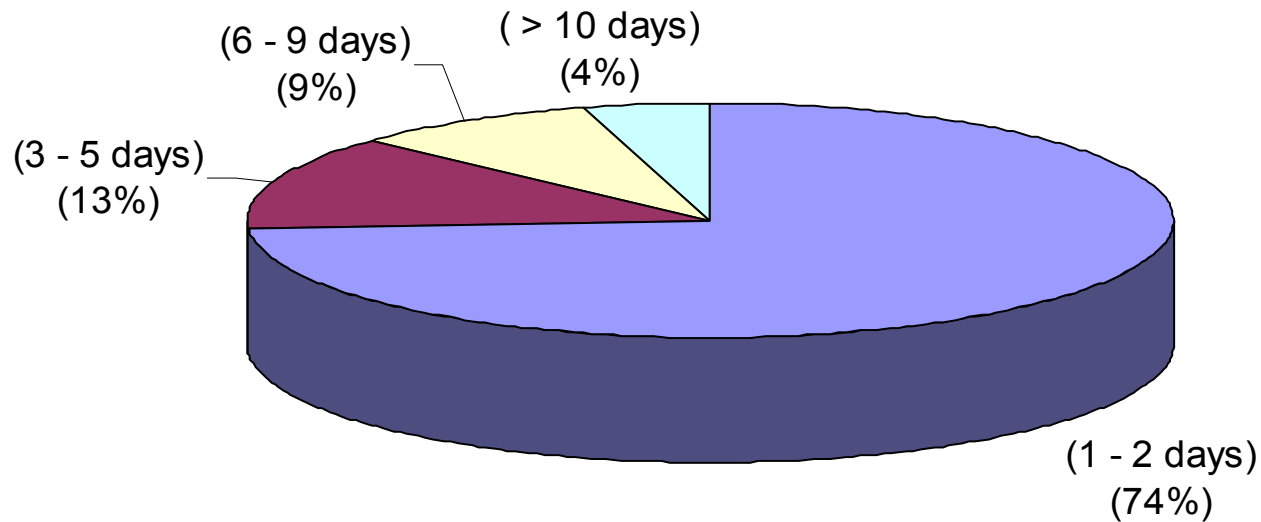
None of the respondents selected these answers.

Q: When would you anticipate returning to the Region of Niagara to do some cycling? *Answer only one*



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Tourists cycling frequency on next trip...

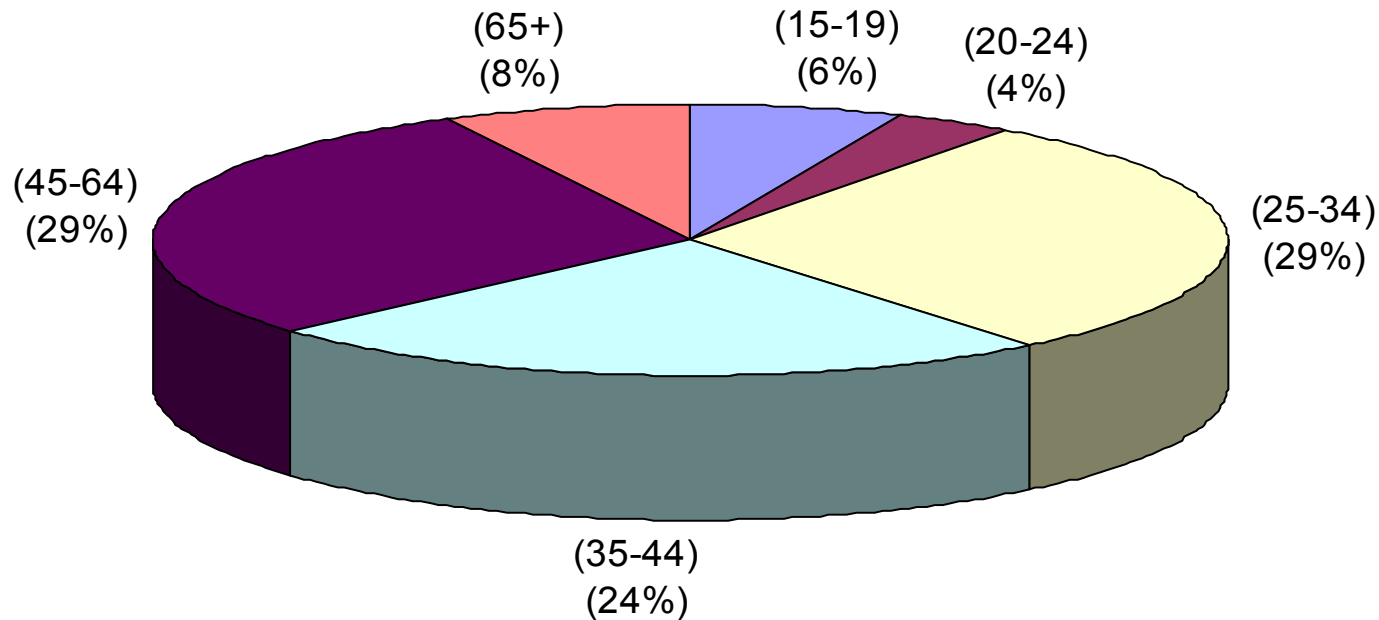


Q: On your next trip to the Region of Niagara, how much cycling will you likely do?



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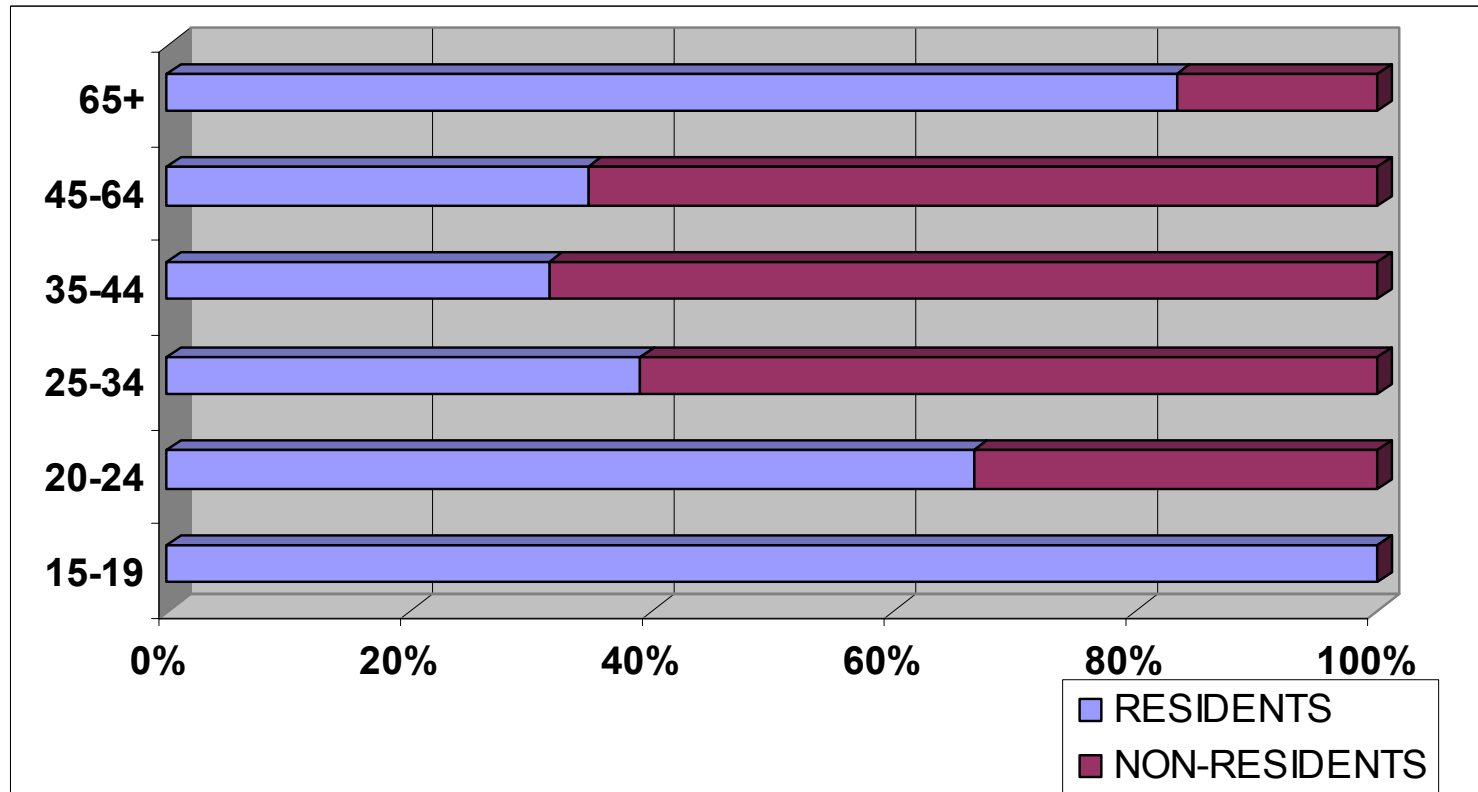
Age Division (All Users)





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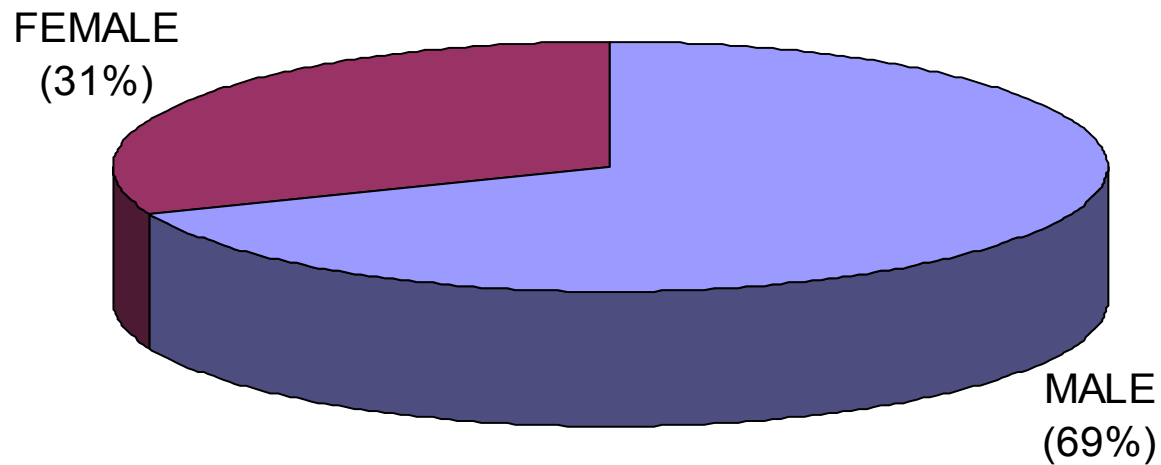
Age Division (Residents/Tourists)





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Gender Division (All Users)





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4. Conclusions

1. Based on all the survey respondents interviewed;
 - 51% were residents of Niagara Region
 - 49% were tourists visiting the Region to cycle
2. Approximately 58% of Niagara Region residents who cycle use their bicycle for fitness/recreation purposes between 2 and 5 days per week.
3. The following are the top three cycling destinations for residents of the Niagara Region.
 - Welland Canal (13%)
 - Niagara-on-the-Lake (12%)
 - Port Dalhousie (11%)



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4. For all the tourists visiting Niagara Region to cycle:

- 49% were tourists visiting the Region to cycle
- 48% came from the Greater Toronto Area (GTA) including Hamilton
- 28% came from the United States

Niagara-on-the-Lake was the most frequented destination among non-residents, accounting for 37% of all tourists trips.

63% of all tourists surveyed would return to Niagara Region to cycle later this year for 1-2 days.



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5. The most popular destinations among all cyclists surveyed were:
 - Niagara-on-the-Lake
 - Welland Canal
 - Port Dalhousie
 - Niagara Falls/Niagara Parkway
6. Residents who cycle in the Niagara Region would be encouraged to cycle more if the following changes were made.
 - 29% would ride more if there were more bike lanes on major and minor roads
 - 25% would ride more if there was better signage and information available on route



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7. Tourists would be encouraged to cycle more if the following changes were made:
- 23% would ride more if there was better signage and information available
 - Another 23% of tourists would be encouraged to use their bicycle if there were more bike lanes available on major and minor streets

These two concerns are the highest among all users.



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8. The following list identifies the 5 major changes that would encourage both residents and tourist to cycle more:

- More bike lanes on major and minor roads
- Better signage and more information available on routes
- Safer routes
- More off-road routes available
- More bicycle parking available



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9. Of all the residents surveyed, 38% would like to see more maintenance on cycling paths, including garbage pick-up and smoother paths with less potholes. An additional 28% of resident users would like to have wider bike lanes.

Of all the tourists surveyed, 26% would like to have better/more signage available on-route, 23% would prefer more off-road routes, and an additional 23% suggested installing more water fountains along cycling routes.



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10. The majority of cyclists were male accounting for 69% of all the respondents.

11. The highest proportion of cyclists were in the 25 - 34, and the 45-65 year age categories, accounting for 29% each, or 58% of the total cyclists.



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APPENDIX A

User Survey Questionnaire