

## SFBC 2006 Member Survey

SFBC Member Survey  
Response Status: Completes  
Nov 16, 2006 10:24 AM PST  
Resonses: 1234 (27% response rate)

### 1. How often do you ride a bicycle for transportation in San Francisco?

Every day	37%
Several times a week	35%
Once a week	4%
Several times a month	8%
Once a month	4%
Less than once a month	7%
Never	5%
Total	100%

### 2. If you take your bike on public transit, which of the following do you use the most?

Muni bus	14%
CalTrain	11%
BART	35%
Golden Gate Transit	0%
Ferry	2%
I don't tend to take my bike on public transit	37%
Total	100%

### 3. How often do you use your bike for recreational rides?

Every day	3%
Several times a week	27%
Once a week	22%
Several times a month	23%
Once a month	10%
Less than once a month	12%
Never	3%
Total	100%

### 4. Do you belong to a recreational riding group?

Yes	13%
No	87%
Total	100%

**5. If you have young children, how often do you ride in the city with them (either on their own bike, or using a bike seat, trailer or "trail-a-bike")?**

Every day	0%
Several times a week	2%
Once a week	2%
Several times a month	3%
Once a month	1%
Less than once a month	2%
Never	3%
I don't have young children	88%
Total	100%

**6. Approximately how long have you been an SFBC member?**

Less than one year	24%
One year	11%
Two years	17%
Three years	13%
Four years	8%
Five years	7%
More than five years	20%
Total	100%

7. Below are a number of reasons why people join the SFBC. Please rate how important each was to your decision to join.

Bottom % is percent of total respondents selecting the option.	Important	1	2	3
		Somewhat Important	Not Important	
Membership perks (such as map, discounts, free trailer, bike box rentals)	223 18%	591 48%	387 31%	146
Opportunity get involved in the SF bicycle movement	551 45%	518 42%	146 12%	727
My friends are members	79 6%	235 19%	727 59%	12
To be a part of the bicycle movement to promote and improve bicycling in SF	1100 89%	117 9%	12 1%	721
For social events and SFBC parties	73 6%	386 31%	721 58%	141
To get up-to-date information about bicycling in San Francisco	564 46%	515 42%	141 11%	

**8. If there were reasons, other than those above, why you joined the SFBC, please specify.**

259 Responses

9. For each of the following issues, please rate the importance to you for better bicycling in San Francisco. Bottom % is percent of total respondents selecting the option.

	1	2	3
	Extremely Important	Very Important	Somewhat Important

Completion of the Citywide Bike Network (increasing the number of bike lanes)	883 72%	278 23%	63 5%
More "Sharrows" (white, painted stencils on the street indicating a shared lane)	496 40%	413 33%	258 21%
Secure bike parking	565 46%	399 32%	216 18%
Bike route signage	277 22%	430 35%	368 30%
Creating car-free space to promote bicycling, particularly for children (such as JFK Dr. in Golden Gate Park)	533 43%	364 29%	235 19%
Bicycle education	279 23%	411 33%	379 31%
Motorist education	575 47%	424 34%	181 15%
Better quality of pavement	615 50%	397 32%	183 15%
Bike access on the Bay Bridge	377 31%	271 22%	302 24%
Bike access on Muni and light rail	396 32%	434 35%	301 24%
Connections to regional transit (BART, CalTrain, Golden Gate Transit, Ferry)	427 35%	444 36%	262 21%
More people cycling on city streets	764 62%	339 27%	114 9%

**10. If there are other cycling-related issues that are important to you but not listed above, please specify.**

236 Responses

11. Please rate your satisfaction with the SFBC's performance on the following issues.

Bottom % is percent of total respondents selecting the option.

	Satisfied	1 Very Satisfied	2 Somewhat Satisfied	3
Winning new bike lanes	477 39%	571 46%	107 9%	
Improving bicyclists' safety	215 17%	565 46%	297 24%	
Improving bike parking and helping address bike theft	154 12%	434 35%	358 29%	
Increasing awareness of bicyclists among drivers	151 12%	407 33%	370 30%	
Increasing awareness among SF decision makers and politicians	616 50%	456 37%	89 7%	
Improving cyclists' image among the public (via media and outreach)	227 18%	482 39%	299 24%	
Representing the bicycling community	692 56%	386 31%	95 8%	
Providing bicyclists with information on SFBC campaigns and progress	598 48%	505 41%	75 6%	
Providing bicyclists with safety information	318 26%	573 46%	204 17%	
Providing members with opportunities to participate in advocacy and be part of the process	566 46%	489 40%	96 8%	
Improving surface quality of roads and bike routes	100 8%	346 28%	407 33%	
	195	516	300	

Preserving and improving access on bridges and transit	16%	42%	24%
	271	542	216
Providing urban bicyclist education for the community	22%	44%	18%
Providing valuable membership perks (like discounts and trailer rentals)	330	558	205
Creating social opportunities to meet other like-minded people	27%	45%	17%
	275	481	179
	22%	39%	15%

## 12. In your opinion, how would you characterize the change in San Francisco biking conditions during the past 3-5 years?

Significant improvement	60%
Slight improvement	36%
No change	3%
Slight decline	0%
Significant decline	0%
Total	100%

## 13. How often do you read each of the following?

Bottom % is percent of total respondents selecting the option.	Always	1 Often	2 Sometimes	3
Biker Bulletin, SFBC's weekly email newsletter		467	398	238
		38%	32%	19%
Tube Times, SFBC's bimonthly printed newsletter		589	326	188
		48%	26%	15%
SFBC emails on specific topics		373	438	331
		30%	35%	27%
SFBC updates via snail mail		276	340	313
		22%	28%	25%
SFBC website <a href="http://sfbike.org">sfbike.org</a>		40	147	549
		3%	12%	44%

## 14. For each of the following, please indicate how interested you are in receiving information about biking in your community and the SFBC's progress via that method.

Bottom % is percent of total respondents selecting the option.	1 Very interested	2 Moderately interested	3 Not at all interested
U.S. mail	243	515	476
	20%	42%	39%
Email	861	347	26
	70%	28%	2%
Member meetings	162	665	407
	13%	54%	33%
Social events	258	660	316
	21%	53%	26%
Phone calls	16	145	1073
	1%	12%	87%

## 15. How often do you use your SFBC membership card for discounts?

Very often	6%
Fairly often	29%
Hardly ever	45%

Never	16%
I didn't know I can use my membership card for discounts	5%
Total	100%

**16. Which of the following discounts would you find most valuable as an SFBC member discount benefit? (Check all that apply.)**

Bike shops	89%
Cafes	45%
Book stores	42%
Grocery stores	52%
Nutrition bars	17%
Car-share organizations	29%
Fitness centers	26%
None	3%
Other, please specify	12%

**17. How often do you use valet bike parking provided by the SFBC at events or Giants games?**

Very often	9%
Fairly often	23%
Hardly ever	31%
Never	32%
I didn't know the SFBC provides valet bike parking	6%
Total	100%

**18. Which of the following SFBC events have you attended within the last year? (Check all that apply.)**

Winterfest	22%
Golden Wheel	6%
Tour de Fat	17%
Volunteer Nights	12%
Love on Wheels	6%
Bike Away from Work Party	9%
Public hearings	9%
Community meetings	6%
First-year member meetings	1%
Member party in the park	4%
None of the above	56%

**19. Would you be likely to attend general SFBC member meetings if they were held a few times a year?**

Yes	48%
No	52%
Total	100%

**20. Were you aware that the SFBC has a tax-deductible donation option through our SFBC Education Fund?**

Yes	43%
No	57%
Total	100%

**21. Please indicate which, if any, of the following ways you have contributed financially to the SFBC beyond your membership dues. (Check all that apply.)**

Workplace charitable giving	3%
A car donation	0%
Community Thrift donation	15%
Planned estate giving	0%
United Way	1%
Monthly giving through a credit or debit card	2%
Gift memberships to friends and family	9%
Stock donation	0%
Online special appeal	6%
End of year special appeal	11%
None	60%
Other, please specify	10%

**22. Do you plan on renewing your SFBC membership when it expires?**

Yes	97%
No	3%
Total	100%

**23. Do you have friends, family members, or co-workers in San Francisco who bike but are not SFBC members?**

Yes	65%
No	35%
Total	100%

**24. In your opinion, which are the reasons that bike-riders you know are not SFBC members? (Check all that apply.)**

They don't wish to pay membership dues	33%
They are not comfortable riding in San Francisco	19%
They are recreational riders only	34%
They don't know about the SFBC	37%
They don't feel that SFBC represents cyclists like them	13%
They don't agree with SFBC politics	9%
SFBC benefits aren't enough/don't suit them	7%
They just haven't gotten around to it	60%
Other, please specify	12%

### 25. Do you own a car?

Yes	61%
No	39%
Total	100%

### 26. Do you belong to a car-share organization?

Yes	17%
No	83%
Total	100%

### 27. Do you recycle through the City's blue cart curbside collection program?

Regularly	93%
Sometimes	1%
Never	4%
No, but I'd like to learn more about the program	2%
Total	100%

### 28. Do you collect food scraps and yard trimmings through the City's green cart curbside collection program?

Regularly	49%
Sometimes	11%
Never	29%
No, but I'd like to learn more about the program	11%
Total	100%

### 29. Do you own the home/flat/condo in which you live?

Yes	31%
No	69%
Total	100%

**Your responses to the last 8 questions will help the SFRC assess the diversity of our**  
**Responses are strictly confidential and anonymous and will not be used to identify you**

### 30. What is your gender?

Male	60%
Female	39%
Transgender	1%
Total	100%

### 31. With what ethnicity do you identify most strongly?

Black or African-American	1%
Hispanic or Latino	2%
Asian (including but not limited to Chinese, Filipino, Japanese, Korean, Vietnamese)	5%
American Indian or Alaskan Native	0%
Native Hawaiian or other Pacific Islander	0%
Indian Subcontinent	1%
Middle Eastern	1%
White/Caucasian/European	84%
Other, please specify	5%
Total	100%

### 32. Which of the following categories includes your age?

Under 18	0%
18-24	3%
25-34	35%
35-44	35%
45-54	17%
55 or over	10%
Total	100%

### 33. Which of the following best describes your marital status?

Married/Cohabiting	49%
Widowed	0%
Divorced	5%
Never married	38%
Mind your own business	8%
Total	100%

### 34. Do you have children under the age of 18 living in your household?

Yes	14%
No	86%

Total	100%
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**35. Which of the following best describes your current employment status?**

Employed full-time	78%
Employed part-time	11%
Full-time homemaker	0%
Student	6%
Retired	3%
Not currently working	3%
Total	100%

**36. What is the highest level of education you've completed?**

Some high school	1%
High school graduate	1%
Some college	8%
College graduate	49%
Graduate school	41%
Total	100%

**37. Please select the range below that best describes your annual household income? (Please do not include the incomes of non-family members who maybe part of your household.)**

Under \$25,000	9%
\$25,000 to \$49,999	18%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	19%
\$150,000 or more	10%
Prefer not to say	12%
Total	100%

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