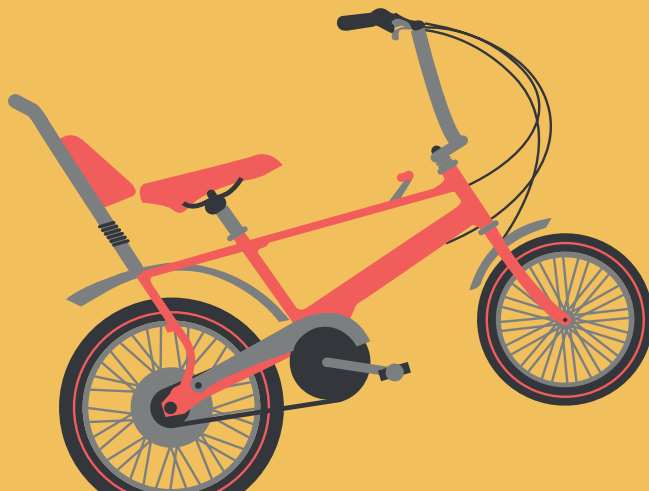


# Love to Ride: Drive Less, Bike More

A report for the League of American Bicyclists



## Introduction

This report summarizes the results of the Drive Less, Bike More campaign. It contains analysis of the baseline survey completed by participants at registration, alongside results from the five-month campaign from August 1 to December 31, 2021.

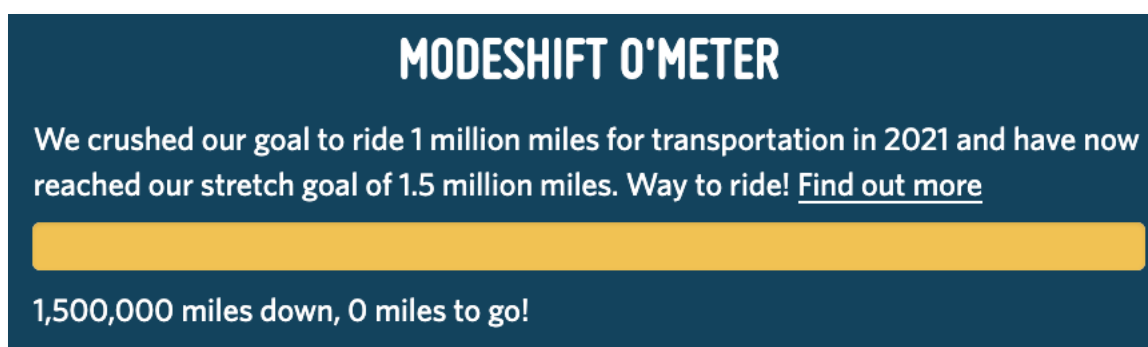
## About the Program

The Drive Less, Bike More campaign encouraged registrants on the Love to Ride community in the USA to swap car miles for bike miles. With most everyday journeys being three miles or less, the campaign aimed to motivate riders to collectively reach a goal to ride one million miles for transportation.

The 'Modeshift O'meter' was added to the homepage of the Love to Ride website and communicated to registrants through info pages and targeted emails.

In November 2021, the 1 million mile target was achieved and, as a result, the goal was extended to 1.5 million miles. In January 2022, the Love to Ride community reached the new, stretched goal, achieving 1,500,000 transportation miles by bike.

This summary report details the results achieved from August 1 to December 31, 2021.



## Headline Results

Headline Results	USA
Participating States	50
Participating Workplaces	8,340
Participants	31,056
New riders	2,246
Transport trips	243,252
Transport miles	1,320,214
Carbon saved (lbs)	167,337

## Headline Results continued:

Table 1: Headline results summary for Drive Less, Bike More

Headline Results	USA
Workplaces (Participated)	8,340
Participants	31,056
• New riders	2,246
• Occasional riders	6,644
• Regular riders	18,794
Distance (miles)	16,393,408
Total trips	968,253
% trips for recreation	74%
% trips for commuting	18%
% trips to other destinations	25%
CO <sub>2</sub> saved (lbs)	167,337
Energy burnt (million kJ)	1,783

The baseline survey individuals complete when signing up to the Love to Ride platform enables approximation of the number of new and additional transportation miles and trips which were completed during the 5-month campaign, above the individual's normal riding frequency. The results achieved were:

# 30%

of transportation trips were above baseline riding levels

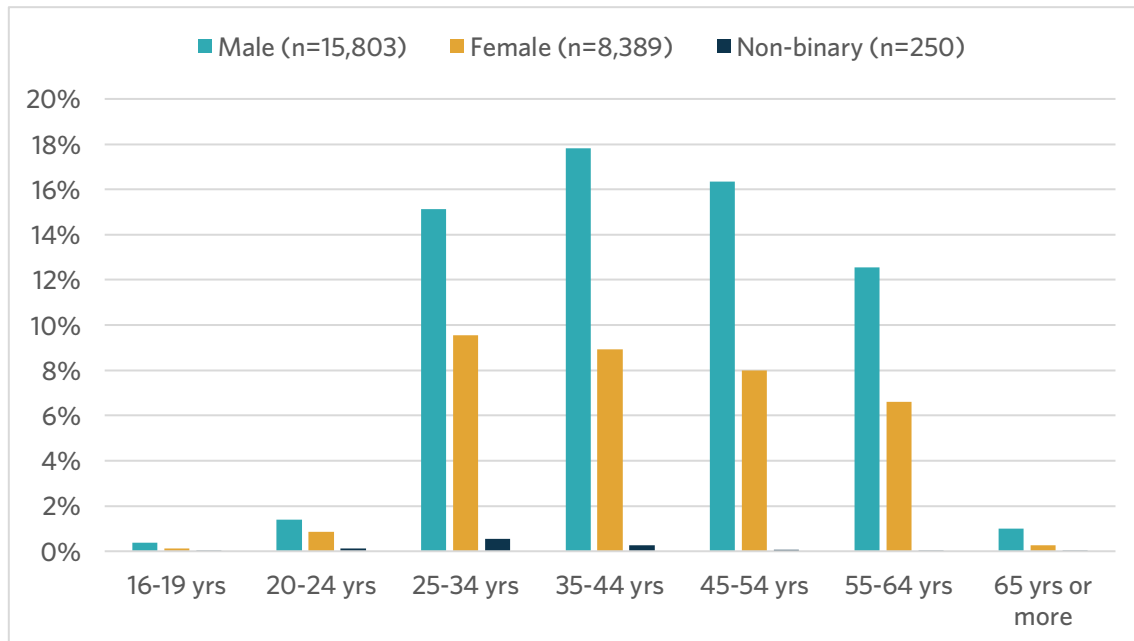
# 54%

of new and additional transportation trips replaced a car journey



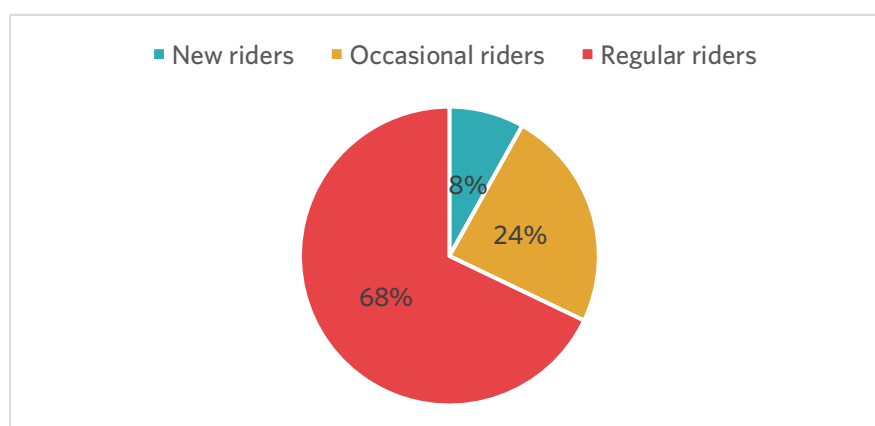
## Who took part in the campaign?

Figure 1: Age and gender of participants (N=24,442)



- The largest group of participants were aged 35-44 yrs (27%) followed by 25-34 yrs (25%) and 45-54 yrs (25%).
- 34% of participants were female.

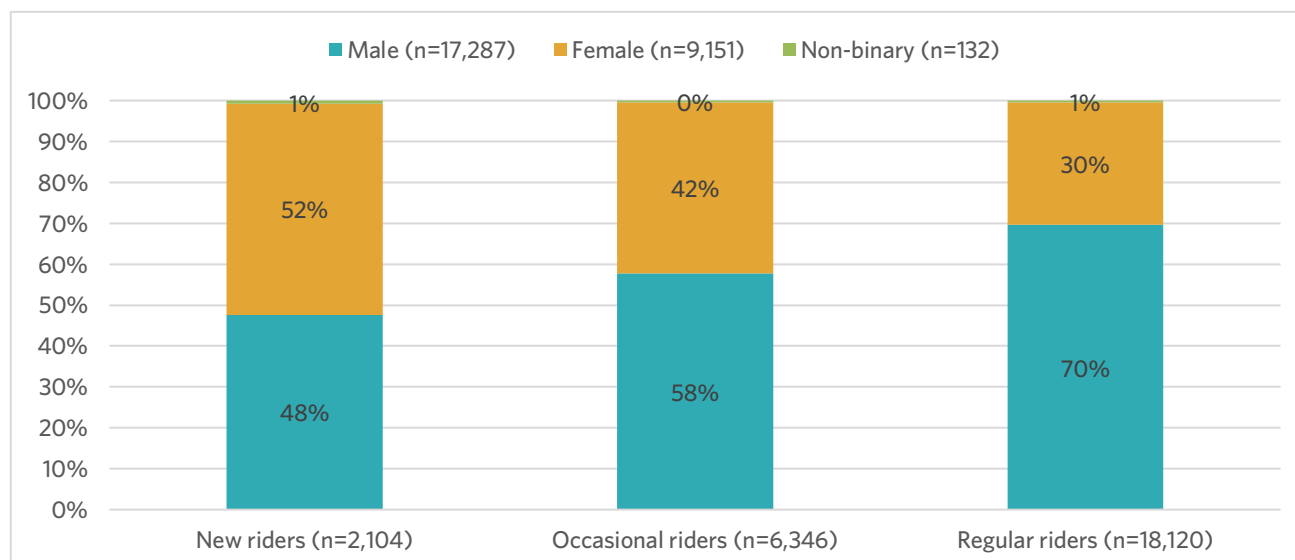
Figure 2: Before taking part in Drive Less, Bike More, registrants are asked, 'Approximately how often have you ridden a bike in the last 12 months?' All participants (N=27,684<sup>1</sup>)



- 8% of participants were classed as new riders, 24% as occasional riders and 68% as regular riders.

<sup>1</sup> This number is lower than the overall number of participants (n=31,056) as rider type data were missing for 3,372 individuals

Figure 3: Approximately how often have you ridden a bike in the last 12 months? All participants (N=26,570<sup>2</sup>)



- The differences in gender across the participating audience typically follow the expected pattern found amongst riders, with a higher proportion of males as regular riders.

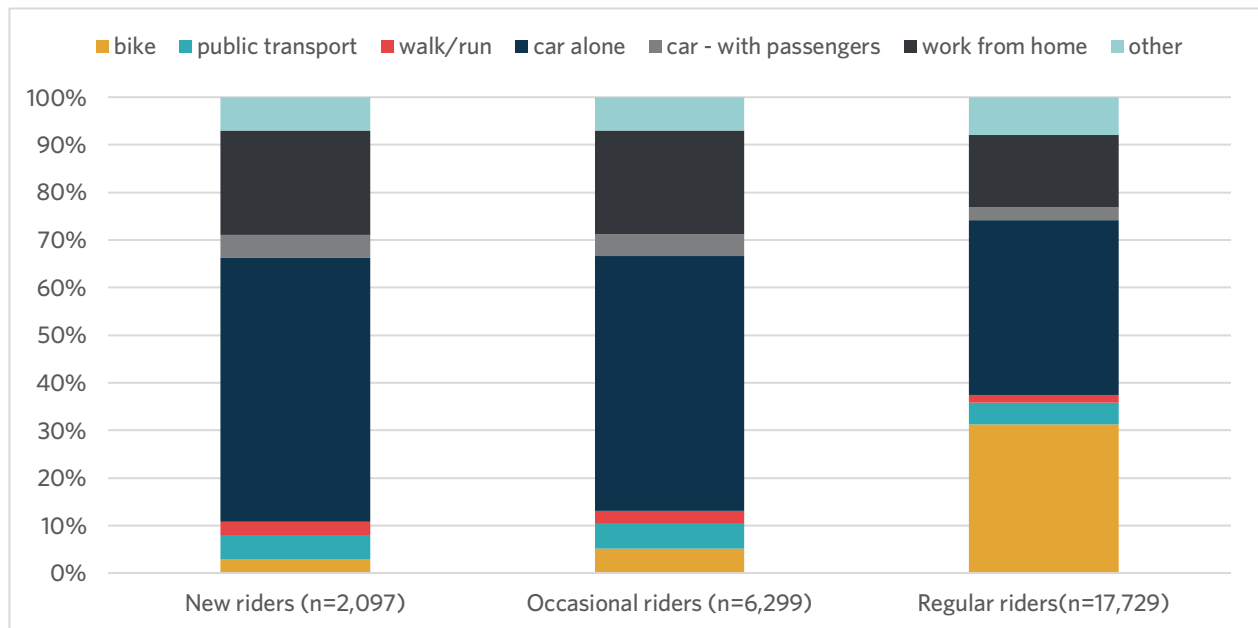
Table 3: How do you usually travel to work on most days? (N=26,125)

Mode of Transport	Audience
Bike	23%
Bus	2%
Train	1%
Train & Cycle	1%
Park & Ride	0%
Walk/Run	2%
Car alone	42%
Car - with passengers	3%
Work from home	17%
Do not work	4%
Other	3%

- Traveling by car alone was the most frequent method of commuting to work amongst participants (42%) followed by bike (23%).

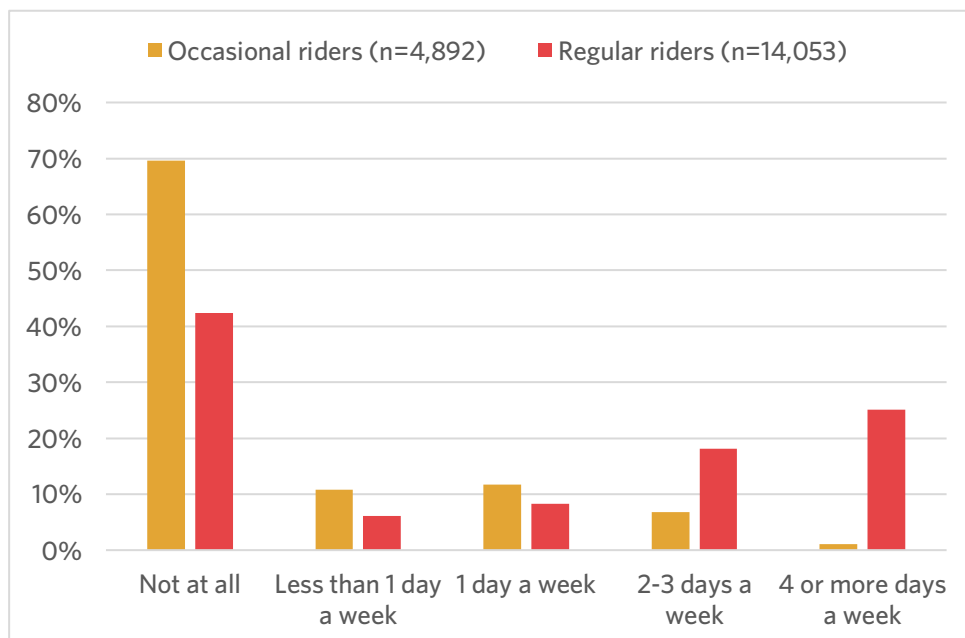
<sup>2</sup> The number is lower than the overall number of participants (n=31,056) as gender data were missing for 4,486 individuals.

Figure 4: Participation breakdown by frequency of riding a bike and main mode of travel (N=26,125)



- Commuting by car alone was the most commonly cited method of transport amongst new riders (55%) and occasional riders (54%).
- Amongst regular riders, commuting by car alone was most common (37%) followed by traveling by bike (31%).

Figure 5: In the last 4 weeks, how often have you cycled to work? (N=18,945)



- 8% of occasional riders reported riding to work 2 or more days a week, whilst 70% did not ride to work at all.
- 52% of regular riders reported riding to work at least 1 day a week, compared to 20% of occasional riders.