



Community Research Institute



## **Cleveland Resident Survey: Cycling Interest, Safety, Priorities**

Report of results of a survey of over 600 Cleveland residents conducted in November, 2023 by the Baldwin Wallace University Community Research Institute

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## Introduction & Methodology

The Baldwin Wallace University Community Research Institute worked with Bike Cleveland to develop a survey of Cleveland residents concerning use of alternative forms of transportation, primarily focused on use of bicycles. Questions were designed to determine respondent ownership and use of bicycles, safety concerns, and the possible effect of incentives to purchase or rent e-bikes and/or e-scooters. The survey also asked about the potential impact of increased safety measures and accessibility on the likelihood of respondents to ride a bicycle, scooter, walk, and/or use public transportation.

SurveyUSA interviewed 616 adults from the city of Cleveland in two separate windows of time: online 11/07/23 through 11/13/23, using sample provided by Lucid Holdings LLC of New Orleans, and then via SMS-to-web 12/15/23 through 12/19/23, where respondents were texted on their cell phones by live operators who secured the cooperation of each respondent before linking them to an online survey, using telephone sample of Cleveland adults purchased from Aristotle in Washington DC. The second round of data collection was conducted to replace respondents in the first round who were not residents of Cleveland. The full set of respondents is weighted to US Census targets for gender, age, ethnicity, education, and home ownership.

The overall margin of error for the survey range is +/- 3.1% (yes/no/not sure responses) to +/- 5.1% (multiple answer option), dependent on the number of question answer choices and response distribution.

Margins of error are computed using an adjustment of the classical Central Limit Theorem margin of error associated with random samples. Specifically, the margin of error (computed at a 95% confidence level) is inflated relative to the ordinary calculation by a factor of  $P1 + [cv(weights)]^2$ , where  $cv$  denotes the coefficient of variation. These margins of error assume that the weighted estimates are approximately unbiased. This assumption implicitly relies on the assertion that any differences between the survey sample and the target populations on key survey outcomes are corrected by cell weighting against demographic targets. No analysis was conducted to validate that assertion.

The margins of error printed on each question are applicable only to overall results, indicated by highlighted columns in the associated tables. Columns without highlighting refer to demographic subgroups; consequently, such columns necessarily have a higher margin of error. Total column percentages may not add to 100% due to rounding error.

## Principal Findings

Overwhelming majorities of Cleveland adults agree with the benefits of getting around by methods other than personal automobiles and would like to ride a bicycle more than they do today. 75% say Cleveland should invest to improve biking, walking, and public transit. Two-thirds want to ride a bicycle more often. 51% say they personally own or have access to a working bicycle, roughly one third fewer than the 70% who say they own or have access to a car.

There are strong correlations between income, age, and bike ownership, with 70% of those with the highest incomes, 62% of white Clevelanders, and 55% of those under age 50 all having access to bicycles. The least likely to have bicycles are senior citizens at 31%. Bicycle access is also relatively low among those with the least access to automobiles. Just two in five Cleveland adults who are Black, who have lower incomes, who have high school educations, or who rent their homes have automobiles. Bike ownership and access ranges from 43% to 47% in those same groups.

How do Cleveland adults get around most often now?

- 70% use their personal vehicle most often, including 91% of those with the highest incomes, 90% of homeowners, 88% of those with college degrees, 83% of white respondents, and 83% of senior citizens.
- 24% walk, including 58% of 18 to 34 year-olds.
- 20% use public transportation, with a high of 31% among those with lower household incomes and renters, and 27% among Black adults.
- 13% use rideshare services. Highest among parents (22%) and Black respondents (19%), women (18%, compared to 8% for men), and 18 to 49 year-olds (18%, compared to 9% among those 50 to 64 and 5% among those 65+).
- 8% use a bicycle. Highest (13%) among parents and 18 to 34 year-olds.
- 2% use an electric scooter. Higher (4%) among 18 to 34 year-olds.

How would Cleveland adults prefer to get around, if each option were safe, affordable, and convenient in their community?

- 62% would prefer to use their personal vehicle, an 8-point decline from the 70% who do so now.
- 19% would prefer to walk, a 5-point decrease from the 24% who say they now do.
- 24% would prefer to take public transportation, a 4 point increase from the 20% who now use it most frequently.
- 13% would prefer to use a bike. This is a 5-point increase over the percentage who currently use a bicycle to get around most often, the 2nd-largest increase for any transportation mode. Increases are in double-digits among those with college degrees, and those aged 35 to 49.
- 15% would prefer to use a rideshare service, up slightly from 13% who say they now do. Latinos (a 7-point increase) are the segment with the largest potential growth for this option.
- 8% would prefer to use an electric scooter, a 6-point increase from the 2% who say they currently do. The largest increase (9 points) is among those who have attended some college and middle income respondents, followed by an 8 point increase for 35 to 49-year olds. 14% say they currently ride a bicycle frequently (5% almost daily, 9% a few times a week); another 12% do so a few times a month; 27% ride just a few times a year, and 42% never do so. Parents, younger adults, and men are the most frequent bicyclists; seniors and lower-income respondents are the most likely to say they never ride.

Among those who say they do ride a bicycle, even infrequently, fully two-thirds say they are concerned (37% very concerned, 29% somewhat concerned) about getting hit by a motor vehicle. 23% are only a little concerned; 9% say they aren't concerned at all. Parents are 49% of the sample who are least concerned about being hit. It is possible that they may feel this way because their riding, if small children are involved, might primarily take place in protected locations with little or no traffic.

41% of respondents say a cash rebate for purchasing an e-bike would affect their decision to use a bike for transportation, with the largest impact seen among those with the highest incomes, those under age 50, and parents.

37% say that if shared bikes or scooters were available for rent near them, they'd be likely to use them to take one or more trips they currently take by car. Parents (52%), 35 to 49-year-olds (50%), and Latinos (47%) are the most likely to say they would replace a car trip with a rented bike or electric scooter.

Respondents were next asked how much they agreed or disagreed with each of the following eight statements:

- 75%: The City of Cleveland should invest more resources in improving biking, walking, and public transit. 43% strongly agree, 32% somewhat agree; 19% disagree (12% somewhat, 7% strongly).
- 74%: People driving and people riding bikes share responsibility for safety. Bike infrastructure promotes safety by making the rules of the road clear for all. 40% strongly agree, 34% somewhat agree. College grads and those with higher incomes are the most likely to agree.
- 65%: Developing alternatives to driving is the best way to address our city's traffic issues. 26% strongly agree, 39% somewhat agree. Disagreement, at 24% overall, is highest, at 31%, among homeowners.
- 62%: If there was a separated bike lane (a bike lane separated from traffic with concrete curb, bollards, or something else) running between my home and my workplace, school, favorite restaurant, or store – I would sometimes ride a bicycle, instead of driving. 28% strongly agree, 34% somewhat agree. Parents (72%) and Latinos (69%) are among the most likely to agree.
- 66%: I would like to ride a bicycle more often. 25% strongly agree, 41% somewhat agree. Agreement increases with income, from 55% among those with the lowest household incomes, to 76% in middle-income households, to 82% among those with the highest incomes.
- 57%: I would bicycle more in Cleveland if there were more dedicated bicycle lanes. 23% strongly agree, 34% somewhat agree. Agreement is most strong among parents (70%) and 35 to 49-year-olds (66%).
- 54%: Cleveland should have more separated bike lanes, even if it means reducing driving lanes. 23% strongly agree, 27% somewhat agree. Seniors are the least likely to agree, with 40% saying they agree, 39% saying they disagree. Parents (56%), those with college degrees (60%), middle-income and suburban respondents (55%), and Black respondents (54%) are the most likely to agree.

Last, respondents were asked if they agreed or disagreed with each of these six reasons people provide for encouraging more walking, bicycling, and mass transit use:

- 87%: Promoting healthy lifestyles. 51% strongly agree, 36% somewhat agree; just 7% disagree.
- 77%: Reducing pollution. 49% strongly agree, 28% somewhat agree. 14% disagree (9% somewhat, 3% strongly).
- 78%: Reducing transportation costs. 45% strongly agree, 33% somewhat agree. 14% disagree (9% somewhat, 5% strongly).
- 74%: Providing a safe alternative to car use. 39% strongly agree, 35% somewhat agree. 17% disagree (11% somewhat, 6% strongly).
- 72%: Reducing traffic. 34% strongly agree, 38% somewhat agree. 20% disagree (13% somewhat, 7% strongly).
- 66%: Improving social connections in the community. 34% strongly agree, 38% somewhat agree. 20% disagree (13% somewhat, 7% strongly).

## Survey Results

### Sample Demographics

Of the 616 Cleveland residents who completed the survey, 52% identified as female, and 48% as male. 28% of respondents are parents with at least one child under the age of 18 living at home. 60% of respondents live in rental housing, while 40% are homeowner. Tables 1-4 provide the sample demographics for respondent age range, race/ethnicity, education, and annual household income.

Table 1: Respondent Age

18-34	35-49	50-64	65+
<b>34%</b>	21%	31%	14%

Table 2: Respondent Race/Ethnicity

Black	White/non-Hispanic	White/Hispanic	Native American/Hawaiian	Asian American	Multiracial
<b>50%</b>	35%	5%	2%	2%	6%

Table 3: Educational Attainment

High school or less	Some college	Four year college degree
<b>47%</b>	29%	24%

Table 4: Annual Household Income

Less than \$40,000/year	\$40,000 - \$80,000/year	More than \$80,000/year
<b>50%</b>	32%	18%

Transportation choices and preferences

72% of respondents own or have access to a car, while 54% have access to a functioning bicycle. 21% of respondents ride a bicycle frequently, 15% occasionally, 23% rarely, and 39% do not ride a bicycle.

Table 5: Transportation options most often used

Type of Transportation	Percentage using	Preferred choice if all options were safe, affordable, and convenient in your community
Bicycle	8%	13%
Electric scooter	2%	8%
Rideshare (like Uber/Lyft/taxis)	13%	15%
Walking	24%	19%
Public transportation	20%	24%
Personal car or vehicle	70%	62%

Note: respondents were limited to two choices for these two questions.

Table 5A: Transportation use and preferences | crosstabs by gender, age

Response	Gender				Age							
	Male		Female		18-34		35-49		50-64		65+	
Bicycle	10%	20%	6%	14%	13%	19%	19%	23%	5%	15%	0%	7%
E-scooter	3%	10%	1%	9%	4%	10%	2%	15%	1%	8%	0%	2%
Rideshare	8%	12%	18%	17%	18%	17%	18%	15%	9%	16%	5%	6%
Walking	24%	23%	24%	19%	38%	21%	21%	21%	18%	21%	12%	17%
Public transportation	20%	19%	21%	18%	23%	19%	21%	17%	22%	21%	12%	14%
Personal car	71%	65%	70%	69%	61%	73%	67%	62%	70%	65%	83%	80%

Note: respondents were limited to two choices for these two questions.

Table 5B: Transportation use and preferences | crosstabs by race/ethnicity

Response	Race/ethnicity							
	Black		White/non-Hispanic		White/Hispanic		Multiracial	
Bicycle	7%	12%	9%	24%	8%	21%	4%	8%
E-scooter	3%	9%	2%	10%	1%	10%	0%	9%
Rideshare	19%	21%	8%	9%	17%	16%	0%	8%
Walking	21%	17%	27%	25%	33%	24%	32%	2%
Public transportation	27%	20%	10%	14%	9%	9%	31%	34%
Personal car	62%	65%	79%	68%	75%	74%	67%	88%

Note: respondents were limited to two choices for these two questions. For race/ethnicity, Asian-American, Native American and Pacific Island not included due to low percentage of sample.

Table 5C: Transportation use and preferences | crosstabs by education, annual household income

Response	Education						Annual Household Income					
	High school diploma		Some college		Bachelor's degree or higher		<\$40,000		\$40,000-\$80,000		Above \$80,000	
Bicycle	8%	14%	9%	18%	6%	20%	7%	10%	11%	23%	6%	24%
E-scooter	3%	10%	1%	11%	1%	6%	2%	7%	3%	12%	2%	11%
Rideshare	17%	16%	11%	17%	10%	8%	15%	18%	15%	12%	7%	10%
Walking	28%	16%	22%	19%	20%	31%	26%	20%	27%	21%	15%	22%
Public transportation	28%	21%	19%	15%	7%	19%	31%	25%	16%	13%	2%	12%
Personal car	58%	67%	75%	67%	88%	68%	61%	65%	71%	68%	91%	74%

Note: respondents were limited to two choices for these two questions.

Table 6: Frequency of bicycle use

Almost every day	A few times each week	A few times each month	A few times each year	Never/not at all	Not sure
6%	9%	12%	27%	42%	5%

Table 6A: Frequency of bicycle use | crosstabs by gender, age

Response	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Almost every day/few times each week	14%	9%	25%	13%	9%	3%
A few times each month	13%	10%	9%	16%	11%	11%
A few times each year	29%	25%	24%	32%	28%	26%
Never/not at all	49%	49%	34%	31%	50%	59%

Table 6B: Frequency of bicycle use | crosstabs by race/ethnicity

Response	Race/Ethnicity			
	Black	White/non-Hispanic	White/Hispanic	Multiracial
Almost every day/few times each week	18%	11%	10%	7%
A few times each month	10%	16%	20%	3%
A few times each year	24%	32%	23%	28%
Never/not at all	43%	37%	37%	55%

For race/ethnicity, Asian-American, Native American and Pacific Island not included due to low percentage of sample.



Table 6C: Frequency of bicycle use | crosstabs by education, annual household income

Response	Educational Attainment			Annual Household Income		
	H.S. degree	Some College	Four Year Degree	<\$40k	\$40K-\$80K	\$80K+
Almost every day/few times each week	15%	13%	14%	16%	15%	10%
A few times each month	13%	13%	7%	9%	15%	15%
A few times each year	21%	33%	34%	21%	27%	42%
Never/not at all	46%	40%	37%	50%	36%	31%

Table 7: Concern about being hit by a motor vehicle

When you ride a bicycle for transportation in Cleveland, how concerned are you about being hit by a motor vehicle?	Very concerned	Somewhat concerned	A little concerned	Not concerned at all
	37%	29%	23%	9%

Table 7A: Concern about being hit by a motor vehicle | crosstabs by gender, age

Response	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Very concerned	37%	37%	31%	27%	53%	45%
Somewhat concerned	25%	34%	39%	24%	24%	19%
A little concerned	27%	18%	22%	36%	14%	23%
Not concerned at all	10%	8%	7%	10%	8%	12%

Table 7B: Concern about being hit by a motor vehicle | crosstabs by race/ethnicity

Response	Race/Ethnicity			
	Black	White/non-Hispanic	White/Hispanic	Multiracial
Very concerned	40%	34%	47%	38%
Somewhat concerned	26%	34%	24%	20%
A little concerned	23%	21%	23%	38%
Not concerned at all	10%	9%	4%	0%

For race/ethnicity, Asian-American, Native American and Pacific Island not included due to low percentage of sample.

Table 7C: Concern about being hit by a motor vehicle | crosstabs by education, annual household income

Response	Educational Attainment			Annual Household Income		
	H.S. degree	Some College	Four Year Degree	<\$40k	\$40K-\$80K	\$80K+
Very concerned	35%	36%	43%	39%	38%	34%
Somewhat concerned	36%	24%	24%	24%	35%	30%
A little concerned	23%	25%	23%	26%	19%	25%
Not concerned at all	6%	14%	9%	11%	5%	10%

Table 8: E-bike and scooter availability

Question	Yes	No	Not sure
Cities across the country are creating programs to make electric bicycles (e-bikes) more affordable through local rebate programs for people who purchase an e-bike. Would a cash rebate for purchasing an e-bike affect your decision to use a bike for transportation?	41%	37%	21%
Shared electric scooters and bicycles have become a popular option for many people in just a short time. If shared electric scooters and bicycles were conveniently available for rent near you, would you be likely to use them to take one or more of the trips that you currently make by car?	37%	42%	21%

Table 8A: E-bike and scooter availability | crosstabs by gender, age

Response	Gender		Age			
	Male	Female	18-34	35-49	50-64	65+
Cash rebate affect decision to use a bike for transportation	44%	39%	47%	47%	37%	31%
If rental available, would use e-scooter or e-bicycle for one or more trips	33%	41%	44%	50%	27%	23%

Table 8B: E-bike and scooter availability | crosstabs by race/ethnicity

Response	Race/Ethnicity			
	Black	White/non-Hispanic	White/Hispanic	Multiracial
Cash rebate affect decision to use a bike for transportation	42%	42%	38%	39%
If rental available, would use e-scooter or e-bicycle for one or more trips	41%	35%	26%	35%

For race/ethnicity, Asian-American, Native American and Pacific Island not included due to low percentage of sample.

The survey asked respondents their level of agreement or disagreement with eight statements concerning accessibility and safety related to bicycling. Response totals to these statements are below in Table 9.

Table 9: Bicycling Access and Safety

Statement	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Sure
I would like to ride a bicycle more often.	26%	34%	16%	19%	7%
I would bicycle more in Cleveland if there were more dedicated bicycle lanes.	25%	29%	12%	24%	10%
Developing alternatives to driving is the best way to address our city’s traffic issues.	26%	39%	13%	11%	11%
If there was a separated bike lane (a bike lane separated from traffic with concrete curb, bollards, or something else) running between my home and my workplace, school, favorite restaurant or store, I would sometimes ride a bicycle instead of driving.	28%	34%	10%	19%	9%
Cleveland should have more separated bike lanes, even if it means reducing driving lanes.	23%	27%	21%	19%	10%
People driving and people riding bikes share responsibility for safety. Bike infrastructure promotes safety by making the rules of the road clear for all.	40%	34%	9%	9%	9%
The City of Cleveland should invest more resources in improving biking, walking, and public transit.	43%	32%	12%	7%	7%

Table 9A: I would like to ride a bike more often

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	55%	34%	11%
White/non-Hispanic	57%	35%	8%
White/Hispanic	62%	26%	11%
Multiracial	41%	42%	18%

Table 9B: I would bicycle more in Cleveland if there were more dedicated bicycle lanes

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	64%	23%	14%
White/non-Hispanic	68%	23%	9%
White/Hispanic	67%	27%	6%
Multiracial	50%	37%	12%

Table 9C: Developing alternatives to driving is the best way to address our city's traffic issues

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	64%	29%	8%
White/non-Hispanic	64%	27%	9%
White/Hispanic	69%	18%	13%
Multiracial	42%	36%	23%

Table 9D: If there was a separated bike lane running between my home and workplace, etc., I would sometimes ride a bicycle instead of driving

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	54%	35%	11%
White/non-Hispanic	47%	46%	7%
White/Hispanic	44%	40%	17%
Multiracial	30%	44%	25%

Table 9E: Cleveland should have more separated bike lanes, even if it means reducing driving lanes

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	39%	51%	10%
White/non-Hispanic	43%	50%	7%
White/Hispanic	40%	43%	17%
Multiracial	16%	64%	20%

Table 9F: People driving and people riding bikes share responsibility for safety...

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	76%	14%	11%
White/non-Hispanic	74%	20%	6%
White/Hispanic	63%	24%	14%
Multiracial	59%	30%	10%

Table 9G: Cleveland should invest more resources in improving biking, walking, and public transit

Race/ethnicity	Strongly/Somewhat Agree	Strongly/Somewhat Disagree	Not sure
Black	76%	16%	7%
White/non-Hispanic	77%	18%	5%
White/Hispanic	66%	23%	10%
Multiracial	52%	30%	18%

Table 10: Reasons to encourage bicycle riding, walking, use of public transit

Reason	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Reducing pollution	49%	28%	8%	6%	10%
Reducing traffic	34%	38%	13%	7%	8%
Promote healthy lifestyles	51%	36%	4%	3%	6%
Reducing transportation costs	45%	33%	9%	5%	9%
Provide a safe alternative to car use	39%	35%	11%	6%	8%
Improving social connections in the community	31%	35%	13%	7%	14%

## Appendix I: Bike Cleveland Survey Instrument

1. Which of these options do you most often use to get around? (select up to two choices)

Bicycle  
Electric Scooter  
Rideshare (like Uber/Lyft/Taxis)  
Walking  
Public Transportation  
Personal Car or Vehicle  
Not sure

2. If all these options were safe, affordable, and convenient in your community, how would you prefer to get around? (select up to two choices)

Bicycle  
Electric Scooter  
Rideshare (like Uber/Lyft/Taxis)  
Walking  
Public Transportation  
Personal Car or Vehicle  
Not sure

3. On average, how often do you ride a bicycle?

Almost every day  
A few times each week  
A few times each month  
A few times each year  
Never/Not at all  
Not sure

<IF ANSWER IS A, B, C, or D, THEN ASK QUESTION 5. IF ANSWER IS E, F, THEN SKIP TO QUESTION 6>

4. [asked of those who ride a bicycle]

When you ride a bicycle for transportation in Cleveland, how concerned are you about being hit by a motor vehicle - are you very concerned, somewhat concerned, a little concerned, or not at all concerned about being hit by a motor vehicle?

Very concerned  
Somewhat concerned  
A little concerned  
Not concerned at all  
Not sure

5. Cities across the country are creating programs to make electric bicycles (e-bikes) more affordable through local rebate programs for people who purchase an e-bike. Would a cash rebate for purchasing an e-bike affect your decision to use a bike for transportation?

Yes  
No  
Not sure

6. Shared electric scooters and bicycles have become a popular option for many people in just a short time. If shared electric scooters and bicycles were conveniently available for rent near you, would you be likely to use them to take one or more of the trips that you currently make by car?
- Yes
  - No
  - Not sure

[grid; choices strongly agree, somewhat agree, somewhat disagree, strongly disagree, not sure]

How much do you agree or disagree with each of the following statements?

- 7. I would like to ride a bicycle more often.
- 8. I would bicycle more in Cleveland if there were more dedicated bicycle lanes.
- 9. Developing alternatives to driving is the best way to address our city's traffic issues.
- 10. If there was a separated bike lane (a bike lane separated from traffic with concrete curb, bollards or something else) running between my home and my workplace, school, favorite restaurant or store – I would sometimes ride a bicycle, instead of driving.
- 11. Cleveland should have more separated bike lanes, even if it means reducing driving lanes.
- 12. People driving and people riding bikes share responsibility for safety. Bike infrastructure promotes safety by making the rules of the road clear for all.
- 13. The City of Cleveland should invest more resources in improving biking, walking, and public transit.

[grid; choices strongly agree, somewhat agree, somewhat disagree, strongly disagree, not sure]

How much do you agree or disagree with each of the following reasons people provide for encouraging more walking, bicycling and public transit use?

- 14. Reducing Pollution
- 15. Reducing Traffic
- 16. Promoting Healthy Lifestyles
- 17. Reducing Transportation Costs
- 18. Providing a Safe Alternative to Car Use
- 19. Improving social connections in the community

Demographics:

Gender

Age

Race/Ethnicity

Education (high school, some college, 4-year degree)

Income (<40k, \$40k - \$80k, >\$80k)

Homeowner / renter

Parent of one or more children under 18

Zip code