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IX. APPENDIX C: INTERCEPTED VISITOR CYCLISTS: CYCLING DEMOGRAPHICS BY SKILL LEVEL

An analysis of Intercepted Visitor Cyclists was undertaken to determine whether, and to what extent, skill level affected cyclists’ perceptions of area bicycle facilities and their preferences for visiting the area. Questions were rated on a one to five scale, one being “Not Important,” “Poor,” or “Not a Factor” and five being “Very Important,” “Excellent,” or “A Great Deal,” depending on the question asked. Of the 143 respondents that completed the questionnaire (see Appendix G, “Intercepted Visitor Cyclist Survey” on page 71), twelve respondents ranked themselves as Beginner/Novice cyclists; 105 as Intermediate cyclists; and 26 as Advanced cyclists.

Ratings by Question and Skill Level

Overall, the view of cycling in the northern Outer Banks by visitors was positive. Table 13 below compares the responses by skill level. Only three average rating scores by skill level were less than three on a five-point scale with five being the most positive ranking. One of those scores was 2.6 and the others were 2.9. The 2.9 ratings were Safety Value according to Advanced riders and Return Value according to Novice riders. Both are understandable when considering the skill level and the question. The 2.6 rating from Novice level riders was for the importance of bicycling in the decision to come to the area.

Table 13. Intercepted Visitor Cyclists: Comparison among skill level for ratings by question and demographic results. Scale: 1 = not important, poor, or not a factor; 5 = very important, excellent, or a great deal.

Question	Beginner/ Novice	Intermediate	Advanced	Overall
Decision to come to area related to cycling, average rating	2.6	3.1	3.2	3.1
Quality of cycling, average rating	3.7	3.8	3.4	3.7
Facilities quality, average rating	3.2	3.8	3.1	3.6
Safety value, average rating	3.7	4.1	2.9	3.8
Return value due to cycling, average rating	2.9	3.6	3.3	3.5
Trip Longer Responses, % within skill level	8%	10%	19%	11%
Average Days Longer	NA	3.5	2.0	3
Average Age	39.1	44.9	45.3	44.7
Male	50%	48%	69%	52%
Female	50%	52%	31%	48%

Cycling Importance: Intermediate and Advanced riders gave an average rating of 3.1 and 3.2 for the importance of bicycling in their decision to come to the area. Novice cyclists gave an average rating of 2.6, indicating that bicycling was a factor in deciding to come to the northern Outer Banks, but not an important one.

Facilities Quality: Intermediate riders rated the quality of bicycling facilities rather high at 3.8 out of five. The average rating of facilities quality by Beginner/Novice and Advanced riders is very close together, 3.2 and 3.1 respectively, indicating facilities were good.

Safety Value: Beginner/Novice and Intermediate level riders rated the feeling of safety they get from the bicycle facilities highly, at an average rating 3.7 and 4.1 out of five, respectively. Advanced riders ranked safety lower, with an average rating of 2.9. This may be due to Advanced riders being more likely than other riders to choose to ride on the road rather than bike paths, and that they do not like to use multi-use paths. They tend to view the multi-use paths as less safe due to potential conflicts with pedestrians and slower (beginner/novice) cyclists. It is also likely that they ride at higher speeds, thus putting them at more risk, especially in congested areas.

Return Value: Intermediate and Advanced level riders had a positive view of the value of returning to the area because of the quality of bicycling, with average ratings of 3.6 and 3.3 out of five. Novice riders gave an average rating of 2.9, meaning the quality of cycling would be a slightly less than moderate draw to return to the area, but it was still a factor. As these riders still consider themselves Novices, their commitment to cycling is likely to be lower than Intermediate and Advanced skill level riders. As was seen above, bicycling for new riders was not a very important factor in deciding to come to the area in the first place. While it is still not a very important part of the decision to return, the importance level did rise in comparison to the original decision. This can be seen in 42 percent of Novice riders rated Bicycling Importance as a one (not important to their decision to come to the area), and 27 percent gave a rating of one in Return value (not a factor in their decision to return to the area).

The following charts are included to help visualize the survey results by skill level for several demographically related data sets:

- Income
- Education
- Ratings of Cycling Importance
- Ratings of Facilities Quality
- Ratings of Safety Value
- Ratings of Return Value

Figure 28. Intercepted Visitor Cyclists, by skill level: household incomes. Interestingly, the higher skill levels also have the highest incomes.

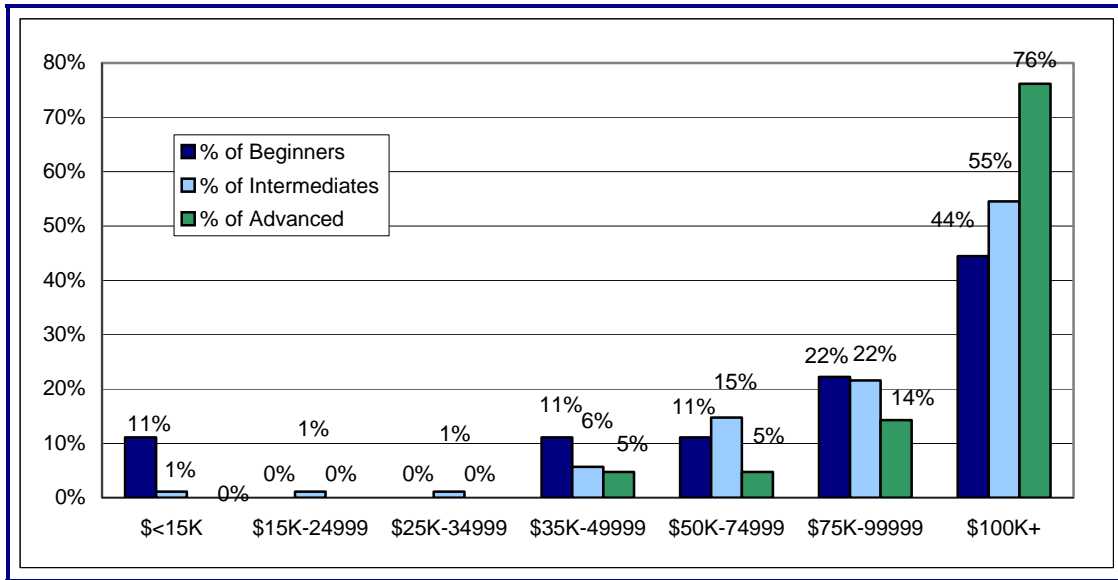


Figure 29. Intercepted Visitor Cyclists, by skill level: education level. Similarly, the Advanced cyclists have the highest level of education.

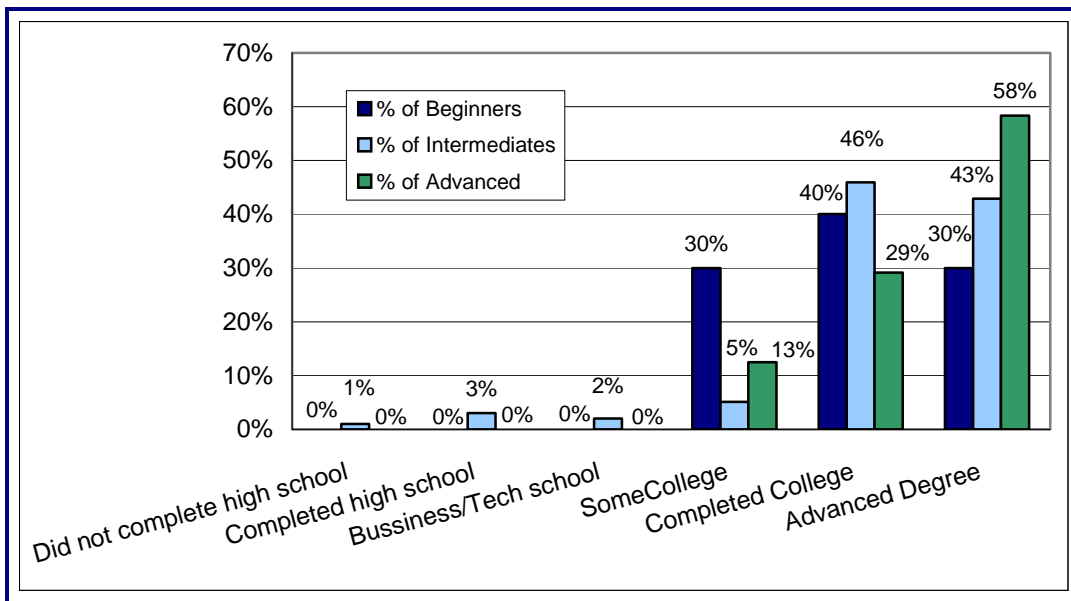


Figure 30. Intercepted Visitor Cyclists, by skill level: importance of bicycling in decision to come to northern Outer Banks. Bicycling is not as important a factor in deciding to come to the northern Outer Banks for Beginners/Novices.

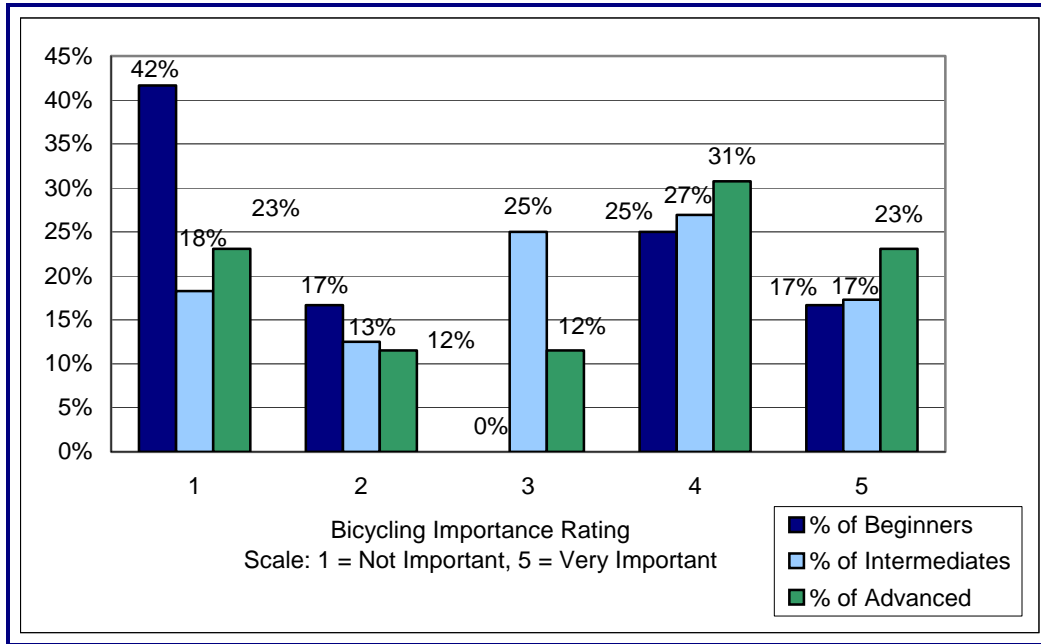


Figure 31. Intercepted Visitor Cyclists, by skill level: rating of quality of bicycle facilities. Intermediate riders seem to rate the quality of bicycle facilities the highest.

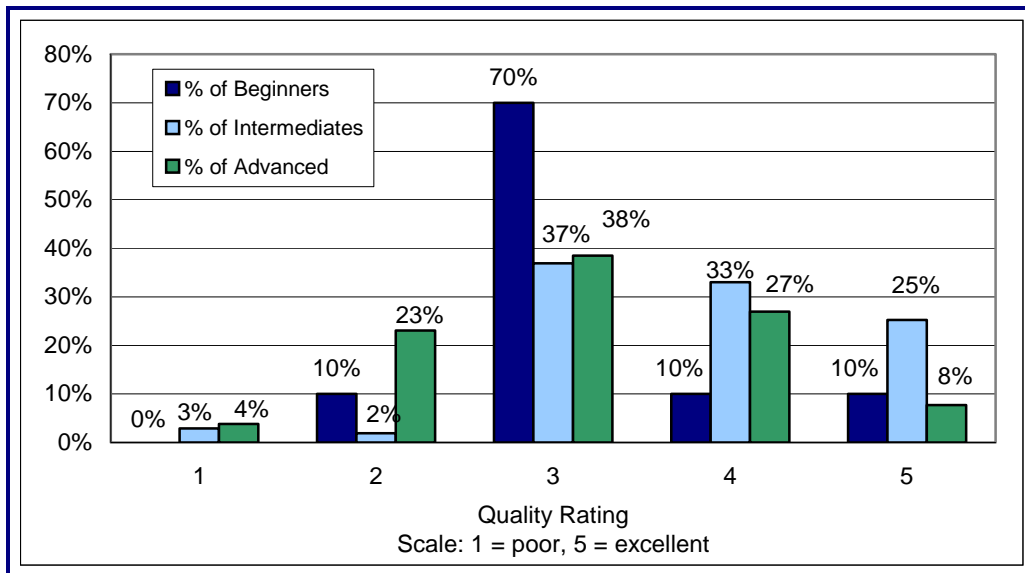


Figure 32. Intercepted Visitor Cyclists, by skill level: rating of feeling of safety on bicycle facilities in the area. The feeling of safety provided by the bicycle facilities is an important factor although not so much so for the Advanced cyclists.

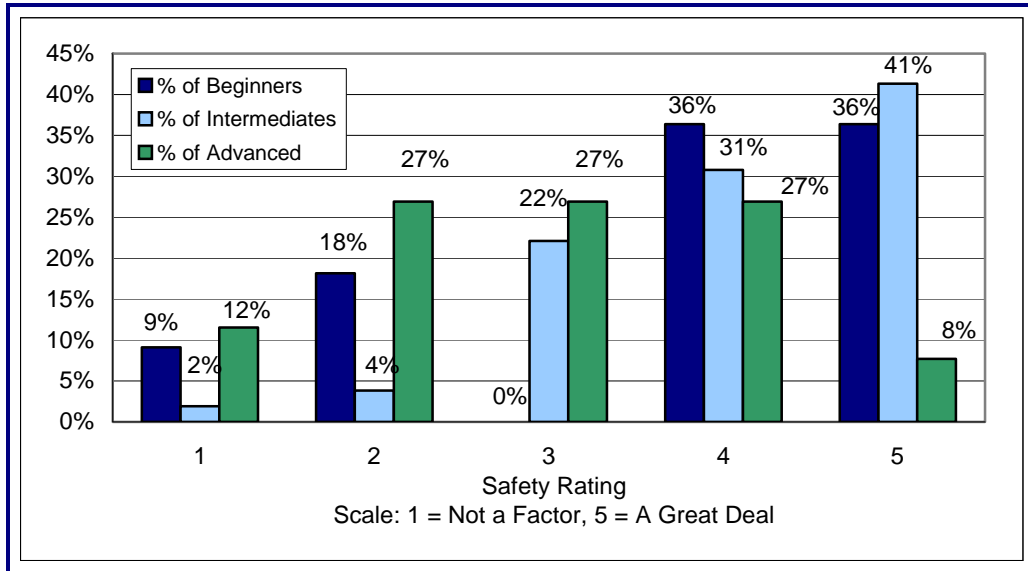
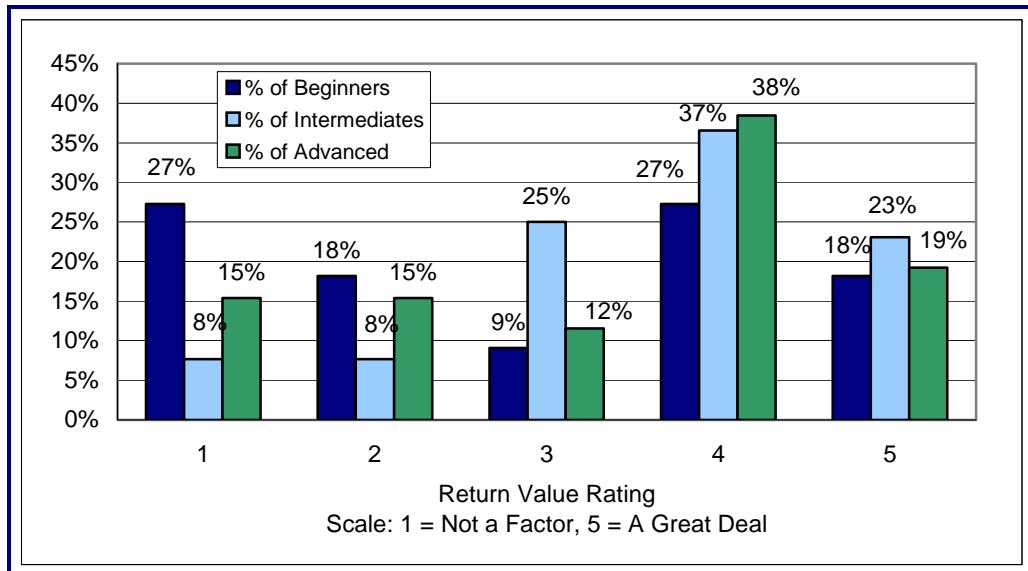


Figure 33. Intercepted Visitor Cyclists, by skill level: importance of bicycling in decision to return to the area. Bicycling is a relatively important factor in decisions about returning to the area. However, it is less so for Beginners/Novices.



Some additional highlights by skill level are listed below:

Beginner/Novice Skill Level: (12 respondents)

- Fifty percent ride less than ten miles/month. The other 50% ride 10-49 miles/month.
- Eight percent indicated that cycling made the duration of their trip longer, but the respondents did not indicate by how many days.
- The average age was 39.1, low of 18, high of 61.
- Fifty percent were male, 50% female.
- The top five priorities for facility improvements were More Bike Paths (26%), Wider Bike Paths (24%), Signs alerting drivers of cyclists (18%), Bike Paths to the Sound (13%), and Bike Paths to neighborhoods (11%).

Intermediate Skill Level: (105 respondents)

- Twenty-four percent ride less than ten miles/month, 37% ride 10-49 miles/month, 27% ride 50-99 miles/month, 8% ride 100-199 miles/month, and 5% ride 200 miles or more per month.
- Ten percent indicated that cycling made the duration of their trip longer, with an average of 3.5 days longer (range of 2 to 7 days).
- The average age was 44.9, low of 18, high of 70.
- Forty-eight percent were male, 52% female.
- The top five priorities for facility improvements were More Bike Paths (19%), Wider Bike Lanes (11%), More Bike Lanes (7%), Wider Bike Paths (7%), and Cross Walks (4%).

Advanced Skill Level: (26 respondents)

- Seventy-three percent ride 200 or more miles/month, 27% ride 100-199 miles/month.
- Nineteen percent indicated that cycling made the duration of their trip longer, with an average of two days longer.
- Average age was 45.25, low of 35, high of 61.
- Sixty-nine percent were male, 31% female.
- The top priorities for facility improvements were Wider Bike Lanes (32%), More Bike Paths (23%), Wider Bike Paths (4%) & Water Stations (4%), Cross Walks (4%) & Signs alerting drivers of cyclists (4%), and Educate motorists to “Share the Road” (3%).