

The Economic Significance of Bicycle-Related Travel in Oregon

Detailed State and Travel Region Estimates, 2012



April 2013

Prepared for

Travel Oregon

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Dean Runyan Associates
833 SW Eleventh Avenue, Suite 920
Portland, Oregon 97205
503/226-2973
www.deanrunyan.com

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Preface

This study, prepared by Dean Runyan Associates for Travel Oregon, documents the economic significance of bicycle-related travel throughout Oregon and each of the state's travel regions in 2012.

Dean Runyan Associates has specialized in research and planning services for the travel, tourism, and recreation industry since 1984. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research, and travel and recreation planning.

In preparing this report, we have received essential guidance and assistance from numerous Travel Oregon staff, whom we thankfully acknowledge: Scott West, *Chief Strategy Officer*, Michael Sturdevant, *Senior Manager, Global Marketing Services*, Kristin Dahl, *Senior Manager, Destination Development*, Harry Dalgaard, *Destination Development Specialist*, as well as many others who provided information and advice for this report.

With gratitude, we want to express our thanks for the cooperation to the many organizations participating in the study, cycling tour operators, bicycle organizations, and bicycle shops throughout the state, including Cycle Oregon, Oregon Bicycle Racing Association, International Mountain Bicycling Association, Oregon Parks and Recreation Department, US Forest Service, Bureau of Land Management, regional destination marketing organizations throughout the state, and many community leaders. Also, individually, as well, to the over 5,000 participants who voluntarily provided detailed information about their bicycle recreation and travel activity throughout Oregon.

Finally, special thanks are due to Todd Davidson, *Chief Executive Officer*, of Travel Oregon. Without his guidance and support, this project would not have been possible.

Dean Runyan Associates
833 SW 11th Ave., Suite 920
Portland, OR 97205

503.226.2397
www.deanrunyan.com

I. Introduction

Travel to and throughout Oregon represents is an important component of the state's economy and participation in bicycling activities plays a significant role in terms of trip motivation, destination choice, and the associated travel expenditures. This report describes the economic significance of bicycle-related travel throughout Oregon, documenting the magnitude and distribution of economic impacts to the state and its residents.

Based on results reported from a detailed questionnaire, our findings show that in 2012 travelers participated in a variety of bicycling activities while traveling throughout the state, including both overnight and day trips. Travelers who participated in bicycle-related activities while traveling in Oregon spent nearly \$400 million in 2012 – representing about 4.4 percent of the direct travel spending in the state (see Oregon Travel Impacts, 1991-2012p).

Detailed statewide information on trip characteristics and demographics for each bicycle activity type is also included, providing details such as the purpose and length of the trips, distance traveled, travel party size, as well as other demographic and associated trip-related characteristics are shown in Appendices.

Objectives

This study represents a comprehensive effort by Travel Oregon to document the economic significance of bicycle-related travel in Oregon. No other previous research provides economic impacts for bicycle-related travel in Oregon at the state or regional level.

This study provides a detailed description of the magnitude of bicycling from a recreation travel perspective, documenting the various ways that bicycles and bicycling provide economic benefits to the state and its residents. The findings describe the primary bicycle and cycling related economic aspects of travel for Oregon's economy, including:

- Travel and recreation, both by Oregon residents and out-of-state visitors, focusing on sales, employment, earnings, and tax receipts
- Distribution of impacts throughout the state (by travel region)

Survey Method

Two separate data sets were gathered in 2012 in order to accurately assess the incidence and economic significance of bicycle-related travel in Oregon.

1) An on-line questionnaire was distributed through sources identified with contact lists of bicycle/cyclist participants including, though not limited to, the following:

- Bicycle/cycling group rides and events around the state
- Oregon State Park campgrounds (campers at hiker/biker sites)
- Bicycling tour companies offering organized tours in Oregon
- Bicycle organizations and cycling clubs
- Bicycle shops in Oregon
- Travel Oregon visitor inquiry list

Due to the targeted outreach efforts and self-selecting nature of the on-line format, respondents were likely to be more orientated to organized group rides, sanctioned races, group tours, and independent bicycle touring; and thus would not fully represent all bicycle-related recreational activity while on trips in Oregon, although otherwise the data are very robust.

2) Through a household panel of Oregon visitors (conducted by TNS Global), we returned, with a mailed questionnaire, to a sample of those travelers who participated in bicycle activities while on a trip in Oregon. This national panel of randomly selected households is considered to be representative of all Oregon travelers, including Oregon residents who travel in-state. While the bicycle-related travel activity overall is a modest portion of all travel, this sample was used to establish the proper weighting (by type of bicycle activity) for the much larger on-line sample of bicycle/cyclist participants, as described above.

Overall, more than 5,000 bicycle activity participants provided information about their bicycle recreation and travel experience in Oregon.

Types of Bicycle Activities Included

Based on the self-identified selections made by the survey respondents, this study distinguishes among the following types of bicycling activities and events:

- Organized non-competitive group ride
- Sanctioned bicycle race
- Organized group tour
- Independent bicycle touring
- Day road ride
- Day mountain bike ride
- As a recreational activity while on a trip
- Other cycling event

Scope of Economic Impact Analysis

The scope of the economic impact analysis includes all of the travel expenditures for trips made in Oregon where bicycling activity occurred on these trips as planned – either as the primary reason, or one-of-several reasons for the trip. Expenditures include all lodging accommodations, campground fees, restaurant and bars, groceries, fuel and other transportation costs, bicycle repairs and related clothing and gear, event fees, recreation, other retail, and airfare (if applicable) for trips made in Oregon. Travel made by Oregon residents and nonresidents for both overnight and day trips (50 or more miles, one way) is included.

Travel expenditures, based on average expenditures per travel party per trip, are calculated for each of the bicycle activity types, as shown in Table I-1 below.

Table I-1. Average Party Expenditures Per Trip for Travel with Bicycle Activity in Oregon, 201

Type of Bicycle Activity	Average Per Day Trip \$/Trip	Average Per Overnight Trip				Length (Nights)
		Hotel (\$/Trip)	Camp. (\$/Trip)	Private (\$/Trip)	All Types (\$/Trip)	
Organized group tour	\$109	\$1,151	\$611	\$574	\$900	4.5
As a recreational activity	\$131	\$1,127	\$583	\$521	\$844	3.7
Sanctioned bicycle race	\$144	\$962	\$499	\$467	\$794	2.6
Independent bicycle touring	\$144	\$1,122	\$530	\$462	\$788	4.8
Day mountain bike ride	\$125	\$1,073	\$488	\$409	\$732	3.4
Organized non-competitive group ride	\$168	\$777	\$756	\$308	\$697	4.0
Day road ride	\$98	\$818	\$515	\$306	\$606	2.8
Other cycling event	\$158	\$574	\$642	\$305	\$552	2.7
Overall Bicycle Trip Average	\$116	\$992	\$556	\$400	\$744	3.6
All Oregon Travel*	NA	\$883	NA	\$401	\$620	3.3

* All Oregon Travel expenditures based on Oregon Travel Impacts, 1998-2012p (statewide preliminary estimates).

Notes: Hotel category includes all types of commercial lodging other than campgrounds (hotels, motels, cabins, vacational rentals). Campground category includes public and private campgrounds and other types of accommodations (some event accommodations and casual camping). Private category includes own accommodations or staying with friends or family. Day trips include travel with bicycle activity 50 miles or more from home (one way). Average expenditures are based on trips where bicycling activity was primary or one of the reasons for a trip. Expenditures information was collected for the most significant day or overnight trip.

Source: Dean Runyan Associates.

Economic Impact Categories

The specific categories of bicycle-related economic impacts included in this analysis are as follows:

Economic Impacts	Description
Travel Expenditures	All spending on goods & services by visitors at the destination.
Total Earnings	Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.
Employment	Industry employment (jobs) associated with travel-generated earnings. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for the year.
Local Tax Receipts	Lodging, sales and auto rental taxes imposed by cities, counties and other regional tax jurisdictions in Oregon. Property taxes are not included.
State Tax Receipts	Lodging, motor fuel, and business and personal income taxes imposed by the state of Oregon.

Report Contents

Following this introductory section, Section II provides a statewide summary of Oregon bicycle-related travel impacts. Section III provides detailed travel region impacts. Appendix A shows detailed expenditure distributions by type of trip and business activity. Appendices B and C show detailed trip characteristics by type, and demographics, including specific demographic breakouts for each bicycle activity type.

II. Oregon Bicycle-Related Travel: Statewide Summary



Bicycle-Related Travel and Party Trips in Oregon

In 2012, travelers took nearly 1.2 million travel party trips in Oregon on which some type of bicycle recreation activity occurred as a planned activity – *either* as the primary reason, or one-of-several reasons for the trip. Bicycle-related travel parties include all visitors (adults and children traveling together, and the number of travel party trips include both overnight and day trips. A travel party trip may include more than one day or night at a destination. The *length of stay* for the trip represents the number of nights (or days) at the destination (average for overnight party trips: 3.6 nights).

Various types of bicycle-related travel party trips occurred throughout every region of the state, which highlights the range and diversity of bicycle recreation that is important to Oregon's travelers. Bicycle-related travel generates economic impacts -- spending, earnings, employment, and tax receipts – all of which supports local communities throughout the state.

Table II-1 below shows the number of travel party trips by type of bicycle activity, and Table II-2 shows the destination area, by travel region, where the diversity of bicycle activity occurs within the state.

Direct Impacts of Bicycle-Related Travel in Oregon: A Summary

- Oregon travelers who participated in a planned bicycle-related activity while on the trip made travel expenditures of approximately \$400 million in the 2012 calendar year. Total travel expenditures are equivalent to approximately \$1.2 million per day in spending (total divided by number of calendar year days).
- More specifically, travelers who participated in bicycle-related activities spent \$174.6 million on accommodation and food services, \$53.5 million on groceries, \$71.5 million on motor fuel, \$31.9 million on bicycle/cycling event fees, and \$27.9 bicycle repairs, clothing, and gear.
- In addition, this bicycle-related travel spending directly supported about 4,600 jobs with earnings of approximately \$102 million.
- The bicycle-related travel spending also generated local and state tax receipts (lodging taxes, motor fuel, and travel-generated state income tax) of nearly \$18 million in 2012.

Detailed bicycle-related travel impacts for the state are provided in Table III-3 that concludes this section.

Table II-1. Oregon Bicycle-Related Travel: Party-Trips by Type of Bicycle Activity, 2012

Trips by type of activity	Total	Overnight	Day
Day road ride	422,000	77,000	346,000
As a recreational activity	351,000	148,000	202,000
Organized non-competitive group ride	106,000	36,000	70,000
Sanctioned bicycle race	91,000	39,000	52,000
Day mountain bike ride	80,000	29,000	51,000
Independent bicycle touring	51,000	43,000	7,000
Organized group tour	39,000	28,000	11,000
Other cycling event	10,000	2,000	8,000
Total	1,151,000	403,000	748,000

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Trips include only day and overnight trips where bicycling activity was primary or one of the reasons for a trip.

Source: Dean Runyan Associates.

Figure II-1. Bicycle-Related Party-Trips by Activity Type, 2012

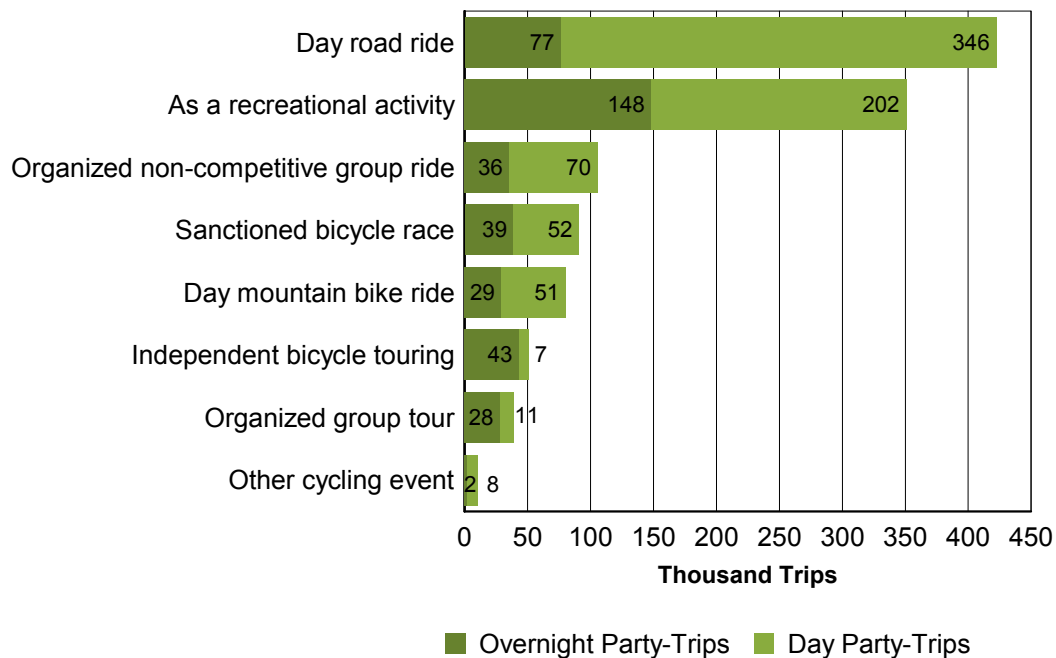


Table II-2. Oregon Bicycle-Related Travel: Party-Trips by Travel Region, 2012

Trips by region	Total	Overnight	Day
Portland Metro	287,000	60,000	227,000
Willamette Valley	279,000	78,000	201,000
Gorge/Mt.Hood	187,000	41,000	146,000
Central	147,000	93,000	54,000
Coast	131,000	66,000	65,000
Southern	95,000	44,000	51,000
Eastern	25,000	20,000	5,000
Total	1,151,000	403,000	748,000

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Trips include only day and overnight trips where bicycling activity was primary or one of the reasons for a trip.

Source: Dean Runyan Associates.

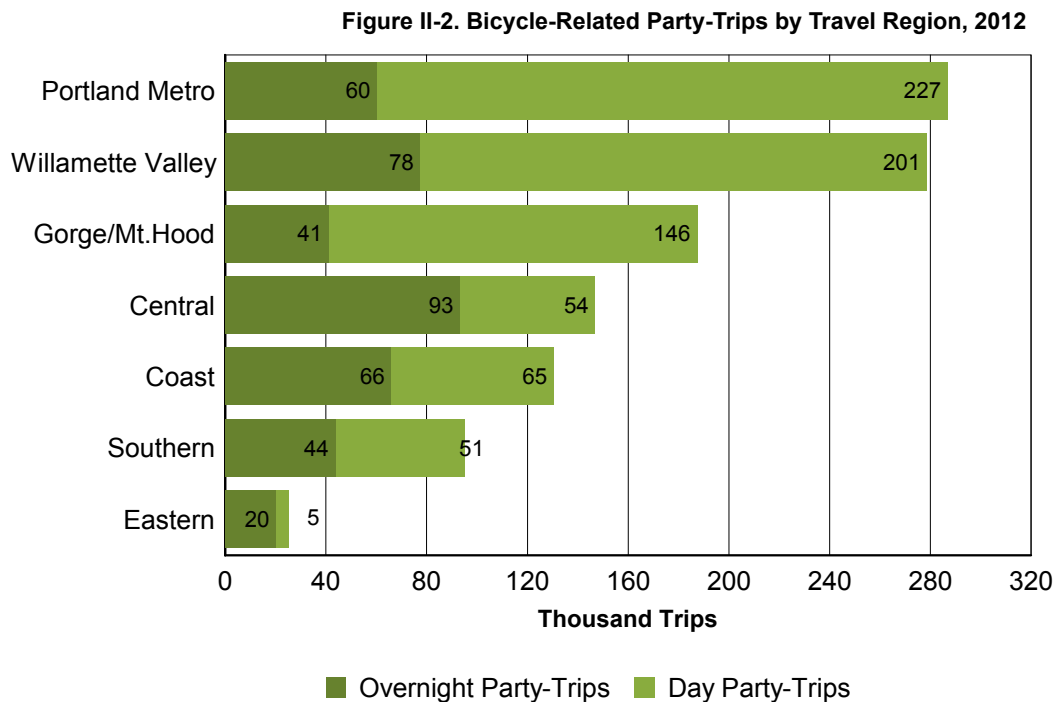


Table II-3. Oregon Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$309.7
Day	\$89.9
Total	\$399.6
Bicycle-Related Travel Expenditures By Type of Activity	\$Million
As a recreational activity	\$151.8
Day road ride	\$80.6
Sanctioned bicycle race	\$38.4
Organized non-competitive group ride	\$36.6
Independent bicycle touring	\$35.1
Day mountain bike ride	\$27.9
Organized group tour	\$26.7
Other cycling event	\$2.5
Total	\$399.6
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$81.0
Restaurants/Bars/Lounges	\$93.6
Groceries/snacks	\$53.5
Fuel/Gas/Transportation/Parking	\$71.5
Bicycle related repairs/clothing/gear	\$27.9
Bicycle Event Fees	\$31.9
Recreation and Entertainment	\$8.9
All other retail	\$18.3
Airfare (if applicable)	\$12.9
Total	\$399.6
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$71.5
Arts, Entertainment & Recreation	\$14.6
Retail	\$13.8
Visitor Air Transportation	\$2.1
Total	\$102.0
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	3,150
Arts, Entertainment & Recreation	860
Retail	580
Visitor Air Transportation	30
Total	4,630
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$5.7
State Tax Receipts	\$12.2
Total	\$17.9

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip. Recreation and entertainment expenditures include bicycle rentals.
Source: Dean Runyan Associates.

Figure II-3. Total Bicycle-Related Trip Expenditures by Type of Activity, 2012

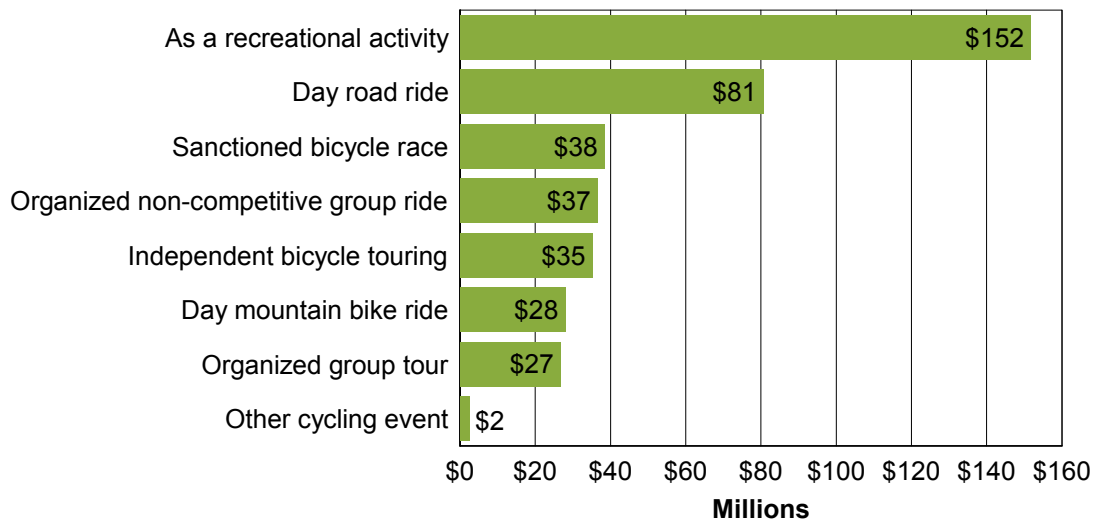
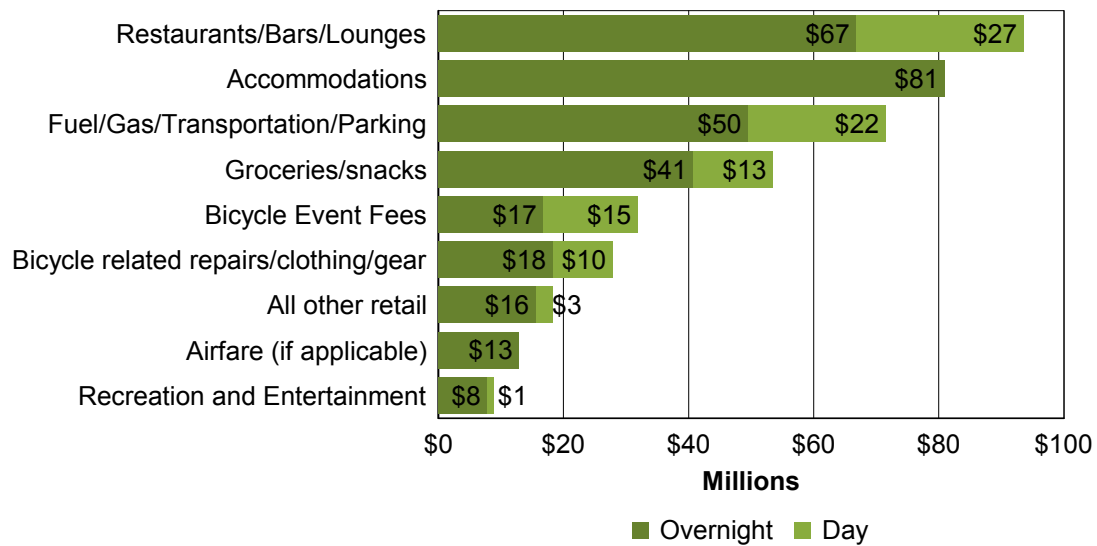


Figure II-4. Total Bicycle-Related Trip Expenditures by Commodity Purchased, 2012



III. Oregon Bicycle-Related Travel: Detailed Travel Region Impacts



Counties by Oregon Travel Region

Coast

Clatsop
Coos
Curry
Douglas (West)
Lane (West)
Lincoln
Tillamook

Central

Crook
Deschutes
Jefferson
Wasco (South)

Willamette Valley

Benton
Clackamas (South)
Lane (East)
Linn
Marion
Polk
Yamhill

Portland Metro

Clackamas (West)
Columbia
Multnomah (West)
Washington

Southern

Douglas (East)
Jackson
Josephine
Klamath
Lake

Mt. Hood/Gorge

Clackamas (East)
Multnomah (East)
Hood River
Wasco (North)

Eastern

Baker
Gilliam
Grant
Harney
Malheur
Morrow
Sherman
Umatilla
Union
Wallowa
Wheeler

Bicycle-Related Travel Expenditures by Region

Throughout Oregon's travel regions, travelers made expenditures for both overnight and day trips. Figure III-1 below shows the composition of overnight and day and expenditures within each travel region during 2012. Overall, the Portland Metro, Willamette Valley, and Central regions had the highest amount of spending. It is notable that travel spending for day trips made in the Portland Metro and the Willamette Valley regions expenditures is more significant as compared to the Central region, which was much more oriented to overnight trips. For the Coast, Southern, and Eastern regions, travel spending was largely driven by overnight trips, while the Gorge/Mt. Hood is somewhat more oriented to day travel activity.

Figure III-1. Total Bicycle-Related Trip Expenditures by Region and Type of Trip, 2012

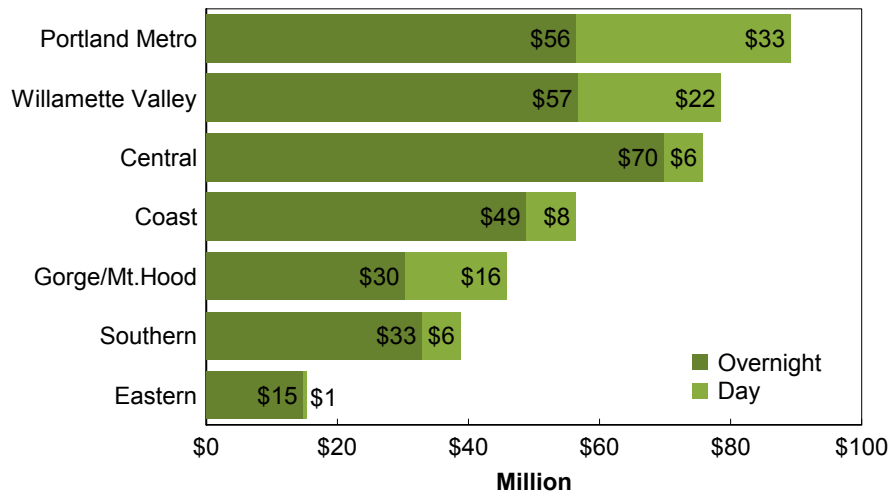


Figure III-2. Bicycle-Related Share of Total Travel Expenditures by Region In Oregon, 2012

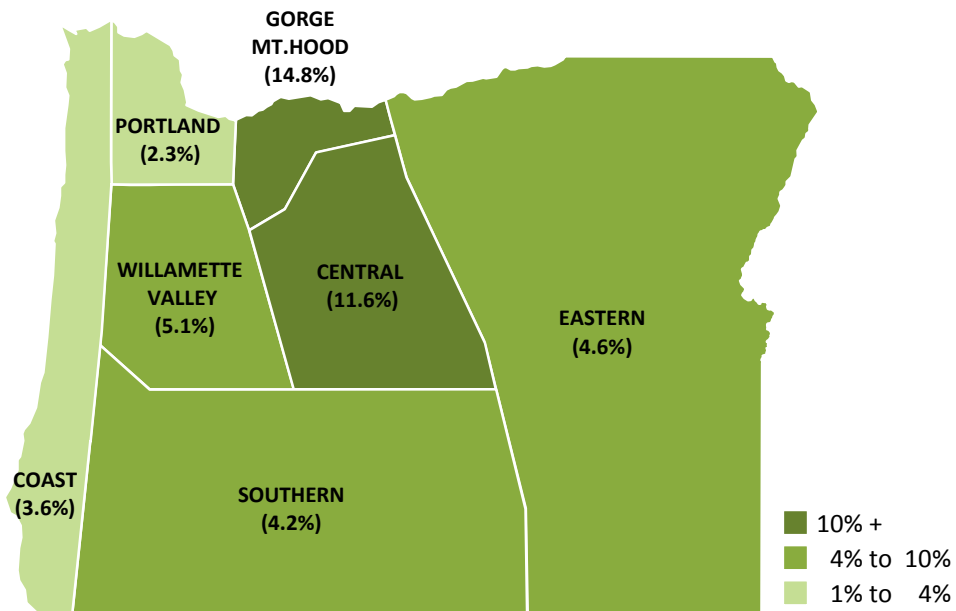


Table III-1. Oregon Bicycle-Related Travel Impacts by Travel Region, 2012

State Total Impacts		Southern	
Expenditures (\$Million)	\$400	Expenditures (\$Million)	\$39
Earnings (\$Million)	\$102.0	Earnings (\$Million)	\$10.6
Employment (Jobs)	4,630	Employment (Jobs)	490
State & Local Tax Receipts (\$Million)	\$17.9	State & Local Tax Receipts (\$Million)	\$1.8
Share of Total Travel Expenditures	4.4%	Share of Total Travel Expenditures	4.2%
Coast		Central	
Expenditures (\$Million)	\$56	Expenditures (\$Million)	\$76
Earnings (\$Million)	\$15.2	Earnings (\$Million)	\$20.2
Employment (Jobs)	670	Employment (Jobs)	920
State & Local Tax Receipts (\$Million)	\$2.3	State & Local Tax Receipts (\$Million)	\$3.4
Share of Total Travel Expenditures	3.6%	Share of Total Travel Expenditures	11.6%
Willamette Valley		Gorge/Mt.Hood	
Expenditures (\$Million)	\$78	Expenditures (\$Million)	\$46
Earnings (\$Million)	\$21.0	Earnings (\$Million)	\$12.0
Employment (Jobs)	1,040	Employment (Jobs)	570
State & Local Tax Receipts (\$Million)	\$3.7	State & Local Tax Receipts (\$Million)	\$1.9
Share of Total Travel Expenditures	5.1%	Share of Total Travel Expenditures	14.8%
Portland Metro		Eastern	
Expenditures (\$Million)	\$89	Expenditures (\$Million)	\$15
Earnings (\$Million)	\$18.7	Earnings (\$Million)	\$4.3
Employment (Jobs)	700	Employment (Jobs)	230
State & Local Tax Receipts (\$Million)	\$4.1	State & Local Tax Receipts (\$Million)	\$0.7
Share of Total Travel Expenditures	2.3%	Share of Total Travel Expenditures	4.6%

Note: Travel Impacts based on trips where bicycle activity was the primary or one-of-several reasons for the trip. Share of Total Travel Expenditures based on the Oregon Travel Impacts, 1998-2012p (statewide preliminary estimates).

Source: Dean Runyan Associates.

Table III-2. Coast Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$48.7
Day	\$7.6
Total	\$56.3
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$13.5
Restaurants/Bars/Lounges	\$13.7
Groceries/snacks	\$7.8
Fuel/Gas/Transportation/Parking	\$9.5
Bicycle related repairs/clothing/gear	\$4.1
Bicycle Event Fees	\$3.4
Recreation and Entertainment	\$1.4
All other retail	\$2.9
Airfare (if applicable)	\$0.1
Total	\$56.3
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$11.3
Arts, Entertainment & Recreation	\$1.7
Retail	\$2.2
Visitor Air Transportation	\$0.1
Total	\$15.2
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	470
Arts, Entertainment & Recreation	100
Retail	100
Visitor Air Transportation	0
Total	670
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$0.8
State Tax Receipts	\$1.5
Total	\$2.3

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-3. Willamette Valley Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$56.7
Day	\$21.8
Total	\$78.5
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$15.2
Restaurants/Bars/Lounges	\$19.7
Groceries/snacks	\$10.1
Fuel/Gas/Transportation/Parking	\$13.8
Bicycle related repairs/clothing/gear	\$5.9
Bicycle Event Fees	\$7.8
Recreation and Entertainment	\$1.7
All other retail	\$3.6
Airfare (if applicable)	\$0.7
Total	\$78.5
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$14.9
Arts, Entertainment & Recreation	\$3.5
Retail	\$2.6
Visitor Air Transportation	\$0.0
Total	\$21.0
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	710
Arts, Entertainment & Recreation	220
Retail	120
Visitor Air Transportation	0
Total	1,040
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$1.0
State Tax Receipts	\$2.7
Total	\$3.7

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-4. Portland Metro Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$56.4
Day	\$32.7
Total	\$89.1
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$12.3
Restaurants/Bars/Lounges	\$18.3
Groceries/snacks	\$12.5
Fuel/Gas/Transportation/Parking	\$17.7
Bicycle related repairs/clothing/gear	\$5.8
Bicycle Event Fees	\$6.3
Recreation and Entertainment	\$1.7
All other retail	\$3.4
Airfare (if applicable)	\$11.1
Total	\$89.1
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$11.2
Arts, Entertainment & Recreation	\$2.8
Retail	\$2.7
Visitor Air Transportation	\$2.0
Total	\$18.7
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	450
Arts, Entertainment & Recreation	120
Retail	100
Visitor Air Transportation	30
Total	700
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$1.4
State Tax Receipts	\$2.6
Total	\$4.1

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-5. Southern Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$32.9
Day	\$5.8
Total	\$38.7
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$8.6
Restaurants/Bars/Lounges	\$8.9
Groceries/snacks	\$5.1
Fuel/Gas/Transportation/Parking	\$6.8
Bicycle related repairs/clothing/gear	\$2.6
Bicycle Event Fees	\$3.3
Recreation and Entertainment	\$0.9
All other retail	\$1.9
Airfare (if applicable)	\$0.6
Total	\$38.7
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$7.6
Arts, Entertainment & Recreation	\$1.5
Retail	\$1.3
Visitor Air Transportation	\$0.0
Total	\$10.6
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	340
Arts, Entertainment & Recreation	90
Retail	60
Visitor Air Transportation	0
Total	490
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$0.6
State Tax Receipts	\$1.3
Total	\$1.8

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-6. Central Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures		\$Million
Overnight		\$69.8
Day		\$5.9
Total		\$75.7
Bicycle-Related Travel Expenditures By Commodity Purchased		\$Million
Accommodations		\$19.1
Restaurants/Bars/Lounges		\$17.4
Groceries/snacks		\$10.1
Fuel/Gas/Transportation/Parking		\$13.2
Bicycle related repairs/clothing/gear		\$4.8
Bicycle Event Fees		\$5.3
Recreation and Entertainment		\$1.8
All other retail		\$3.6
Airfare (if applicable)		\$0.4
Total		\$75.7
Earnings Generated by Bicycle-Related Travel Expenditures		\$Million
Accommodation & Food Services		\$14.9
Arts, Entertainment & Recreation		\$2.6
Retail		\$2.7
Visitor Air Transportation		\$0.0
Total		\$20.2
Employment Generated by Bicycle-Related Travel Expenditures		Number of Jobs
Accommodation & Food Services		340
Arts, Entertainment & Recreation		90
Retail		60
Visitor Air Transportation		0
Total		920
Tax Receipts Generated by Bicycle-Related Travel Expenditures		\$Million
Local Tax Receipts		\$1.1
State Tax Receipts		\$2.2
Total		\$3.4

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-7. Gorge/Mt.Hood Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$30.3
Day	\$15.5
Total	\$45.8
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$8.2
Restaurants/Bars/Lounges	\$12.1
Groceries/snacks	\$5.8
Fuel/Gas/Transportation/Parking	\$8.0
Bicycle related repairs/clothing/gear	\$3.8
Bicycle Event Fees	\$4.8
Recreation and Entertainment	\$1.0
All other retail	\$2.1
Airfare (if applicable)	\$0.0
Total	\$45.8
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$8.2
Arts, Entertainment & Recreation	\$2.1
Retail	\$1.7
Visitor Air Transportation	\$0.0
Total	\$12.0
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	380
Arts, Entertainment & Recreation	120
Retail	70
Visitor Air Transportation	0
Total	570
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$0.6
State Tax Receipts	\$1.3
Total	\$1.9

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

Table III-8. Eastern Travel Region Bicycle-Related Travel Impacts, 2012

Total Bicycle-Related Travel Expenditures	\$Million
Overnight	\$14.8
Day	\$0.5
Total	\$15.3
Bicycle-Related Travel Expenditures By Commodity Purchased	\$Million
Accommodations	\$4.1
Restaurants/Bars/Lounges	\$3.5
Groceries/snacks	\$2.1
Fuel/Gas/Transportation/Parking	\$2.5
Bicycle related repairs/clothing/gear	\$1.0
Bicycle Event Fees	\$1.0
Recreation and Entertainment	\$0.4
All other retail	\$0.8
Airfare (if applicable)	\$0.0
Total	\$15.3
Earnings Generated by Bicycle-Related Travel Expenditures	\$Million
Accommodation & Food Services	\$3.3
Arts, Entertainment & Recreation	\$0.4
Retail	\$0.6
Visitor Air Transportation	\$0.0
Total	\$4.3
Employment Generated by Bicycle-Related Travel Expenditures	Number of Jobs
Accommodation & Food Services	170
Arts, Entertainment & Recreation	40
Retail	30
Visitor Air Transportation	0
Total	230
Tax Receipts Generated by Bicycle-Related Travel Expenditures	\$Million
Local Tax Receipts	\$0.2
State Tax Receipts	\$0.5
Total	\$0.7

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way). Travel Impacts are based on trips where bicycling activity was primary or one of the reasons for a trip.
Source: Dean Runyan Associates.

APPENDIX A

Detailed Oregon Bicycle-Related Travel Expenditures

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Table A-1. Oregon Bicycle-Related Travel Expenditures by Type, 2012
(in thousands of dollars)

Organized non-competitive group ride	Total	Overnight	Day
Accommodations	\$5,481	\$5,481	-
Restaurants/Bars/Lounges	\$6,866	\$4,318	\$2,548
Groceries/snacks	\$3,449	\$2,414	\$1,035
Fuel/Gas/Transportation/Parking	\$6,548	\$3,987	\$2,561
Bicycle related repairs/clothing/gear	\$2,542	\$1,322	\$1,220
Bicycle Event Fees	\$9,515	\$5,563	\$3,952
Recreation and Entertainment	\$449	\$379	\$70
All other retail	\$1,466	\$1,061	\$405
Airfare (if applicable)	\$265	\$265	-
Total	\$36,581	\$24,790	\$11,790
Sanctioned bicycle race	Total	Overnight	Day
Accommodations	\$8,957	\$8,957	-
Restaurants/Bars/Lounges	\$8,271	\$6,425	\$1,846
Groceries/snacks	\$4,560	\$3,616	\$945
Fuel/Gas/Transportation/Parking	\$7,161	\$4,956	\$2,206
Bicycle related repairs/clothing/gear	\$1,907	\$1,411	\$496
Bicycle Event Fees	\$5,632	\$3,886	\$1,747
Recreation and Entertainment	\$644	\$493	\$152
All other retail	\$1,139	\$997	\$142
Airfare (if applicable)	\$153	\$153	-
Total	\$38,425	\$30,893	\$7,532
Organized group tour	Total	Overnight	Day
Accommodations	\$7,429	\$7,429	-
Restaurants/Bars/Lounges	\$5,583	\$5,243	\$340
Groceries/snacks	\$3,530	\$3,425	\$106
Fuel/Gas/Transportation/Parking	\$3,412	\$2,949	\$463
Bicycle related repairs/clothing/gear	\$1,464	\$1,396	\$68
Bicycle Event Fees	\$1,993	\$1,825	\$168
Recreation and Entertainment	\$522	\$497	\$25
All other retail	\$1,206	\$1,185	\$21
Airfare (if applicable)	\$1,548	\$1,548	-
Total	\$26,687	\$25,496	\$1,191
Independent bicycle touring	Total	Overnight	Day
Accommodations	\$9,647	\$9,647	-
Restaurants/Bars/Lounges	\$8,670	\$8,309	\$361
Groceries/snacks	\$5,175	\$5,039	\$136
Fuel/Gas/Transportation/Parking	\$4,999	\$4,701	\$299
Bicycle related repairs/clothing/gear	\$2,794	\$2,678	\$117
Bicycle Event Fees	\$395	\$359	\$36
Recreation and Entertainment	\$378	\$374	\$4
All other retail	\$1,516	\$1,421	\$95
Airfare (if applicable)	\$1,541	\$1,541	-
Total	\$35,115	\$34,068	\$1,048

Table A-1. Oregon Bicycle-Related Travel Expenditures by Type, 2012
(in thousands of dollars) (continued)

Day road ride	Total	Overnight	Day
Accommodations	\$12,048	\$12,048	-
Restaurants/Bars/Lounges	\$22,620	\$11,422	\$11,198
Groceries/snacks	\$10,838	\$5,780	\$5,058
Fuel/Gas/Transportation/Parking	\$16,523	\$7,584	\$8,938
Bicycle related repairs/clothing/gear	\$6,401	\$3,015	\$3,386
Bicycle Event Fees	\$6,344	\$2,374	\$3,970
Recreation and Entertainment	\$1,547	\$1,208	\$339
All other retail	\$3,366	\$2,230	\$1,137
Airfare (if applicable)	\$921	\$921	-
Total	\$80,608	\$46,582	\$34,026
Day mountain bike ride	Total	Overnight	Day
Accommodations	\$5,590	\$5,590	-
Restaurants/Bars/Lounges	\$6,996	\$4,761	\$2,235
Groceries/snacks	\$3,889	\$3,096	\$793
Fuel/Gas/Transportation/Parking	\$6,153	\$3,986	\$2,168
Bicycle related repairs/clothing/gear	\$2,167	\$1,727	\$440
Bicycle Event Fees	\$1,268	\$716	\$552
Recreation and Entertainment	\$510	\$462	\$48
All other retail	\$1,074	\$922	\$152
Airfare (if applicable)	\$289	\$289	-
Total	\$27,937	\$21,549	\$6,388
As a recreational activity	Total	Overnight	Day
Accommodations	\$31,524	\$31,524	-
Restaurants/Bars/Lounges	\$34,011	\$26,136	\$7,875
Groceries/snacks	\$21,751	\$17,374	\$4,377
Fuel/Gas/Transportation/Parking	\$26,311	\$21,180	\$5,130
Bicycle related repairs/clothing/gear	\$10,333	\$6,738	\$3,596
Bicycle Event Fees	\$6,428	\$1,855	\$4,574
Recreation and Entertainment	\$4,809	\$4,483	\$326
All other retail	\$8,421	\$7,728	\$692
Airfare (if applicable)	\$8,172	\$8,172	-
Total	\$151,760	\$125,190	\$26,570
Other cycling event	Total	Overnight	Day
Accommodations	\$338	\$338	-
Restaurants/Bars/Lounges	\$611	\$220	\$390
Groceries/snacks	\$327	\$70	\$258
Fuel/Gas/Transportation/Parking	\$416	\$181	\$235
Bicycle related repairs/clothing/gear	\$262	\$31	\$230
Bicycle Event Fees	\$343	\$207	\$136
Recreation and Entertainment	\$40	\$-	\$40
All other retail	\$69	\$16	\$54
Airfare (if applicable)	\$48	\$48	-
Total	\$2,453	\$1,111	\$1,342

Table A-1. Oregon Bicycle-Related Travel Expenditures by Type, 2012
(in thousands of dollars) (continued)

Total	Total	Overnight	Day
Accommodations	\$81,013	\$81,013	-
Restaurants/Bars/Lounges	\$93,628	\$66,836	\$26,792
Groceries/snacks	\$53,520	\$40,813	\$12,707
Fuel/Gas/Transportation/Parking	\$71,522	\$49,523	\$21,999
Bicycle related repairs/clothing/gear	\$27,870	\$18,317	\$9,553
Bicycle Event Fees	\$31,918	\$16,785	\$15,134
Recreation and Entertainment	\$8,899	\$7,896	\$1,003
All other retail	\$18,257	\$15,559	\$2,698
Airfare (if applicable)	\$12,938	\$12,938	-
Total	\$399,566	\$309,680	\$89,886

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way).
Expenditures are based on trips where bicycling activity was primary or one of the reasons for a trip. Source: Dean Runyan Associates.

Table A-2. Oregon Bicycle-Related Travel Expenditures by Travel Region, 2012
(in thousands of dollars)

Coast	Overnight	Day	Total
Accommodations	\$13,454	-	\$13,454
Restaurants/Bars/Lounges	\$11,280	\$2,385	\$13,665
Groceries/snacks	\$6,943	\$897	\$7,840
Fuel/Gas/Transportation/Parking	\$8,036	\$1,426	\$9,462
Bicycle related repairs/clothing/gear	\$3,119	\$969	\$4,087
Bicycle Event Fees	\$1,839	\$1,587	\$3,426
Recreation and Entertainment	\$1,331	\$90	\$1,420
All other retail	\$2,663	\$255	\$2,918
Airfare (if applicable)	\$69	-	\$69
Total	\$48,734	\$7,608	\$56,342
Willamette Valley	Overnight	Day	Total
Accommodations	\$15,197	-	\$15,197
Restaurants/Bars/Lounges	\$12,624	\$7,063	\$19,686
Groceries/snacks	\$7,547	\$2,544	\$10,091
Fuel/Gas/Transportation/Parking	\$9,121	\$4,716	\$13,837
Bicycle related repairs/clothing/gear	\$3,511	\$2,396	\$5,906
Bicycle Event Fees	\$3,729	\$4,050	\$7,779
Recreation and Entertainment	\$1,395	\$256	\$1,650
All other retail	\$2,861	\$742	\$3,603
Airfare (if applicable)	\$729	-	\$729
Total	\$56,713	\$21,766	\$78,480
Portland Metro	Overnight	Day	Total
Accommodations	\$12,323	-	\$12,323
Restaurants/Bars/Lounges	\$10,218	\$8,101	\$18,319
Groceries/snacks	\$6,425	\$6,026	\$12,451
Fuel/Gas/Transportation/Parking	\$7,762	\$9,966	\$17,728
Bicycle related repairs/clothing/gear	\$2,734	\$3,034	\$5,767
Bicycle Event Fees	\$1,818	\$4,450	\$6,268
Recreation and Entertainment	\$1,400	\$318	\$1,719
All other retail	\$2,616	\$802	\$3,417
Airfare (if applicable)	\$11,129	-	\$11,129
Total	\$56,424	\$32,697	\$89,121
Southern	Overnight	Day	Total
Accommodations	\$8,564	-	\$8,564
Restaurants/Bars/Lounges	\$7,086	\$1,773	\$8,859
Groceries/snacks	\$4,324	\$812	\$5,136
Fuel/Gas/Transportation/Parking	\$5,425	\$1,404	\$6,829
Bicycle related repairs/clothing/gear	\$1,967	\$618	\$2,586
Bicycle Event Fees	\$2,358	\$972	\$3,330
Recreation and Entertainment	\$864	\$66	\$930
All other retail	\$1,716	\$175	\$1,891
Airfare (if applicable)	\$619	-	\$619
Total	\$32,923	\$5,820	\$38,743

Table A-2. Oregon Bicycle-Related Travel Expenditures by Travel Region, 2012
(in thousands of dollars) (continued)

Central	Overnight	Day	Total
Accommodations	\$19,118	-	\$19,118
Restaurants/Bars/Lounges	\$15,447	\$1,975	\$17,422
Groceries/snacks	\$9,389	\$737	\$10,126
Fuel/Gas/Transportation/Parking	\$11,700	\$1,451	\$13,151
Bicycle related repairs/clothing/gear	\$4,174	\$597	\$4,771
Bicycle Event Fees	\$4,407	\$901	\$5,308
Recreation and Entertainment	\$1,753	\$77	\$1,830
All other retail	\$3,399	\$186	\$3,586
Airfare (if applicable)	\$392	-	\$392
Total	\$69,780	\$5,925	\$75,705
Gorge/Mt.Hood	Overnight	Day	Total
Accommodations	\$8,249	-	\$8,249
Restaurants/Bars/Lounges	\$6,797	\$5,333	\$12,129
Groceries/snacks	\$4,158	\$1,625	\$5,784
Fuel/Gas/Transportation/Parking	\$5,105	\$2,907	\$8,012
Bicycle related repairs/clothing/gear	\$1,889	\$1,882	\$3,771
Bicycle Event Fees	\$1,772	\$3,063	\$4,835
Recreation and Entertainment	\$795	\$191	\$986
All other retail	\$1,563	\$520	\$2,083
Airfare (if applicable)	\$0	-	\$0
Total	\$30,329	\$15,520	\$45,849
Eastern	Overnight	Day	Total
Accommodations	\$4,108	-	\$4,108
Restaurants/Bars/Lounges	\$3,384	\$163	\$3,547
Groceries/snacks	\$2,027	\$66	\$2,092
Fuel/Gas/Transportation/Parking	\$2,375	\$128	\$2,503
Bicycle related repairs/clothing/gear	\$924	\$57	\$981
Bicycle Event Fees	\$860	\$111	\$972
Recreation and Entertainment	\$358	\$5	\$363
All other retail	\$741	\$19	\$760
Airfare (if applicable)	\$0	-	\$0
Total	\$14,777	\$550	\$15,327

Table A-2. Oregon Bicycle-Related Travel Expenditures by Travel Region, 2012
(in thousands of dollars) (continued)

Total	Overnight	Day	Total
Accommodations	\$81,013	-	\$81,013
Restaurants/Bars/Lounges	\$66,836	\$26,792	\$93,628
Groceries/snacks	\$40,813	\$12,707	\$53,520
Fuel/Gas/Transportation/Parking	\$49,523	\$21,999	\$71,522
Bicycle related repairs/clothing/gear	\$18,317	\$9,553	\$27,870
Bicycle Event Fees	\$16,785	\$15,134	\$31,918
Recreation and Entertainment	\$7,896	\$1,003	\$8,899
All other retail	\$15,559	\$2,698	\$18,257
Airfare (if applicable)	\$12,938	-	\$12,938
Total	\$309,680	\$89,886	\$399,566

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way).
Expenditures are based on trips where bicycling activity was primary or one of the reasons for a trip. Source: Dean Runyan Associates, Inc.

APPENDIX B

Trip Characteristics by Type

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Table B-1. Oregon Bicycle-Related Travel Characteristics by Type of Trip, 2012
All Reasons for a Trip (n=3,270)

Purpose of Trip	Total	Overnight	Day
Primary reason for trip	51.7%	45.8%	72.9%
One of several reasons for this trip	26.5%	29.6%	15.3%
A casual activity while on this trip	21.8%	24.6%	11.8%
Total	100.0%	100.0%	100.0%

Type(s) of Accommodation	Total	Overnight	Day
Commercial Lodging	70.6%	70.6%	0.0%
Campgrounds/RV Park	43.0%	43.0%	0.0%
Friends/Relatives	18.9%	18.9%	0.0%
Second Home	3.4%	3.4%	0.0%
Other (event accommodations, etc)	7.4%	7.4%	0.0%
Total*	143.2%	143.2%	0.0%

Number of Nights	Total	Overnight	Day
1 Night	16.0%	16.0%	NA
2 Nights	24.3%	24.3%	NA
3-4 Nights	27.1%	27.1%	NA
5-6 Nights	12.2%	12.2%	NA
7+ Nights	20.4%	20.4%	NA
Total	100.0%	100.0%	NA

Prepaid Guided Tour	Total	Overnight	Day
Yes	6.2%	6.2%	0.0%
No	93.8%	93.8%	0.0%

Average Miles Traveled	Total	Overnight	Day
Under 100 miles	40.1%	27.6%	84.5%
100-199 miles	26.6%	30.2%	13.6%
200-299 miles	11.0%	13.9%	0.8%
300 miles or more	22.3%	28.3%	1.1%
Total	100.0%	100.0%	100.0%

Type of Bicycle(s)	Total	Overnight	Day
Road bike	50.3%	46.6%	64.8%
Mountain bike, cross-country	33.0%	34.7%	26.1%
Hybrid/cross bike	21.4%	21.8%	19.9%
Touring bike	15.5%	16.1%	13.1%
City bike	12.7%	13.2%	10.8%
Cruiser bike	6.9%	7.4%	4.7%
Mountain bike, downhill	6.6%	7.3%	3.8%
Tandem	4.3%	4.7%	2.5%
Recumbent	3.7%	3.9%	3.2%
Track bike	1.0%	0.9%	1.3%
Other	6.1%	6.3%	5.1%
Total*	161.5%	163.0%	155.3%

Table B-1. Oregon Bicycle-Related Travel Characteristics by Type of Trip, 2012
All Reasons for a Trip (n=3,270) (continued)

Average Party Size	Total	Overnight	Day
Number of Adults	2.8	2.9	2.5
Number of Children	0.5	0.5	0.3
Travel Companions	Total	Overnight	Day
Just Myself	13.5%	11.7%	20.1%
Significant Other	33.9%	36.2%	25.9%
Immediate Family Only	16.8%	18.4%	10.9%
Multiple Families	5.6%	6.7%	1.9%
Other Adult Friends	25.4%	22.4%	36.2%
Cycling support team/other	4.7%	4.6%	5.0%
Total	100.0%	100.0%	100.0%
All Bicycling Activities In Oregon (2011-2012)	Total	Overnight	Day
As a recreational activity	73.3%	75.0%	67.4%
Day road ride	69.6%	64.7%	87.2%
Organized non-competitive group ride	41.2%	37.7%	53.4%
Day mountain bike ride	33.6%	34.9%	29.0%
Independent bicycle touring	33.0%	35.0%	25.8%
Sanctioned bicycle race	32.3%	31.7%	34.4%
Organized group tour	23.2%	22.6%	25.1%
Other cycling event	17.6%	16.4%	21.8%
Total*	323.8%	318.0%	344.1%
Other Activities Besides Bicycling (during the year)	Total	Overnight	Day
Hiking	82.8%	82.7%	82.9%
Exploring the town	74.5%	75.3%	71.8%
Dining Out	71.1%	71.1%	71.0%
Visiting a farmers market	62.1%	60.8%	66.8%
Visiting microbrewery	58.2%	59.7%	53.0%
Visiting wineries	47.9%	48.0%	47.6%
Sightseeing by car	45.9%	47.7%	39.8%
Backpacking	37.9%	37.1%	40.8%
Wildlife watching	35.6%	37.7%	28.4%
Cross-country skiing	30.8%	31.6%	28.4%
Snowboarding/downhill skiing	27.3%	27.0%	28.1%
Flatwater kayaking	24.5%	25.4%	21.2%
Fishing/Crabbing	23.1%	24.0%	19.8%
Visiting a family	22.5%	20.8%	28.7%
Trail running	18.6%	18.2%	20.0%
Backcountry skiing	13.3%	13.5%	12.6%
Golfing	12.8%	12.3%	14.6%
Whitewater kayaking	7.0%	6.8%	7.8%
Other	20.4%	20.3%	20.6%
Total*	716.4%	720.1%	703.9%

Table B-1. Oregon Bicycle-Related Travel Characteristics by Type of Trip, 2012
All Reasons for a Trip (n=3,270) (continued)

How did you learn about bicycling?	Total	Overnight	Day
Internet search	83.5%	83.2%	84.8%
From friend/relative who lives in Oregon	40.9%	40.9%	40.6%
Other Cycling website	33.0%	32.6%	34.5%
Cycling Magazine Article	23.1%	24.2%	18.4%
TravelOregon.com	21.2%	21.8%	18.7%
RideOregonRide.com	19.2%	19.6%	17.4%
Social Media website	18.0%	17.7%	19.0%
Other Magazine/Newspaper Article	11.5%	10.9%	13.9%
From friend/relative who visited Oregon	11.3%	13.3%	2.9%
Travel Brochures/Guides	10.9%	11.8%	6.8%
Advertisement/Commercial	1.8%	2.0%	1.0%
Banner advertising	1.6%	1.5%	1.9%
Television Program	1.5%	1.4%	1.9%
Travel Agent	0.4%	0.5%	0.0%
Other Sources	14.5%	14.7%	13.5%
Total*	292.2%	296.1%	275.5%

*Detail may total more than 100% due to multiple responses.

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.

Table B-2. Oregon Bicycle-Related Travel Characteristics by Type and Purpose of Trip, 2012
Primary & One of Reasons (n=3,011); Casual Activity (n=259)

Purpose of Trip	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Primary reason for trip	66.2%	60.7%	82.7%	0.0%	0.0%	0.0%
One of several reasons for this trip	33.8%	39.3%	17.3%	0.0%	0.0%	0.0%
A casual activity while on this trip	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Type(s) of Accommodation	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Commercial Lodging	71.9%	71.9%	0.0%	66.4%	66.4%	0.0%
Campgrounds/RV Park	46.7%	46.7%	0.0%	31.2%	31.2%	0.0%
Friends/Relatives	19.5%	19.5%	0.0%	16.5%	16.5%	0.0%
Second Home	3.0%	3.0%	0.0%	4.8%	4.8%	0.0%
Other (event accommodations, etc)	7.8%	7.8%	0.0%	6.3%	6.3%	0.0%
Total*	148.9%	148.9%	0.0%	125.3%	125.3%	0.0%

Number of Nights	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
1 Night	17.3%	17.3%	NA	12.2%	12.2%	NA
2 Nights	25.2%	25.2%	NA	21.4%	21.4%	NA
3-4 Nights	25.3%	25.3%	NA	32.1%	32.1%	NA
5-6 Nights	10.7%	10.7%	NA	17.3%	17.3%	NA
7+ Nights	21.5%	21.5%	NA	17.0%	17.0%	NA
Total	100.0%	100.0%	NA	100.0%	100.0%	NA

Prepaid Guided Tour	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Yes	8.2%	8.2%	0.0%	0.0%	0.0%	0.0%
No	91.8%	91.8%	0.0%	0.0%	0.0%	0.0%

Average Party Size	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Number of Adults	2.8	2.9	2.5	2.7	2.7	2.5
Number of Children	0.4	0.5	0.2	0.7	0.7	0.9

Travel Companions	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Just Myself	14.0%	11.9%	20.2%	11.8%	10.9%	19.1%
Significant Other	33.1%	35.7%	25.1%	37.0%	37.7%	32.1%
Immediate Family Only	13.4%	14.5%	10.3%	28.7%	30.4%	15.4%
Multiple Families	4.8%	6.0%	1.3%	8.5%	8.9%	5.9%
Other Adult Friends	28.9%	26.1%	37.5%	13.0%	11.1%	27.0%
Cycling support team/other	5.7%	5.8%	5.6%	1.0%	1.1%	0.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table B-2. Oregon Bicycle-Related Travel Characteristics by Type and Purpose of Trip, 2012
Primary & One of Reasons (n=3,011); Casual Activity (n=259) (continued)

Average Miles Traveled	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Under 100 miles	39.4%	23.9%	85.9%	42.9%	38.6%	73.7%
100-199 miles	27.2%	32.2%	12.1%	23.8%	23.8%	24.8%
200-299 miles	11.0%	14.3%	0.9%	11.4%	12.9%	0.0%
300 miles or more	22.5%	29.6%	1.1%	21.9%	24.7%	1.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Type of Bicycle(s)	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Road bike	56.8%	54.6%	64.2%	31.5%	26.8%	75.0%
Mountain bike, cross-country	36.1%	39.0%	26.2%	24.9%	24.7%	26.9%
Hybrid/cross bike	18.6%	18.2%	20.1%	28.7%	29.9%	17.3%
Touring bike	17.8%	19.4%	12.5%	8.5%	7.1%	21.2%
City bike	10.6%	11.0%	9.3%	20.0%	19.9%	21.2%
Mountain bike, downhill	7.5%	8.5%	4.2%	4.0%	4.4%	0.0%
Tandem	5.2%	6.0%	2.7%	1.5%	1.5%	1.9%
Cruiser bike	4.9%	4.7%	5.4%	14.2%	15.7%	0.0%
Recumbent	4.0%	4.2%	3.2%	1.9%	2.1%	0.0%
Track bike	1.1%	0.9%	1.5%	0.4%	0.4%	0.0%
Other	5.9%	6.1%	5.1%	7.0%	7.1%	5.8%
Total*	168.4%	172.6%	154.4%	142.5%	139.5%	169.2%

Other Activities Besides Bicycling (during the year)	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Hiking	82.2%	81.8%	83.7%	84.5%	85.6%	76.8%
Exploring the town	73.1%	72.9%	73.9%	79.4%	82.7%	57.3%
Dining Out	71.8%	71.1%	73.7%	68.7%	71.1%	52.4%
Visiting a farmers market	61.7%	60.0%	66.8%	63.6%	63.1%	67.1%
Visiting microbrewery	59.8%	62.1%	53.1%	52.4%	52.4%	52.4%
Visiting wineries	46.7%	46.2%	48.1%	52.2%	53.5%	43.9%
Sightseeing by car	42.3%	43.6%	38.4%	58.5%	60.0%	48.8%
Backpacking	39.4%	38.9%	40.7%	32.9%	31.6%	41.5%
Cross-country skiing	33.4%	34.8%	29.3%	21.8%	21.6%	23.2%
Wildlife watching	32.8%	34.7%	27.0%	45.6%	46.9%	36.6%
Snowboarding/downhill skiing	28.2%	28.3%	27.9%	24.1%	23.3%	29.3%
Flatwater kayaking	24.1%	25.7%	19.5%	25.6%	24.5%	32.9%
Visiting a family	22.0%	20.0%	27.9%	24.4%	23.1%	32.9%
Fishing/Crabbing	20.8%	21.3%	19.4%	31.0%	32.2%	23.2%
Trail running	20.6%	21.2%	18.7%	11.6%	8.9%	29.3%
Backcountry skiing	14.6%	15.8%	11.0%	8.5%	6.5%	22.0%
Golfing	11.9%	11.0%	14.7%	16.1%	16.5%	13.4%
Whitewater kayaking	7.9%	7.9%	7.8%	4.0%	3.5%	7.3%
Other	20.2%	20.1%	20.6%	20.7%	20.5%	22.0%
Total*	713.5%	717.4%	702.1%	725.6%	727.6%	712.2%

Table B-2. Oregon Bicycle-Related Travel Characteristics by Type and Purpose of Trip, 2012
Primary & One of Reasons (n=3,011); Casual Activity (n=259) (continued)

Bicycling Activities In Oregon (2011-2012)	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Day road ride	74.7%	70.0%	88.7%	51.7%	48.3%	76.8%
As a recreational activity	69.1%	70.2%	65.9%	89.2%	90.6%	79.3%
Organized non-competitive group ride	48.9%	45.8%	58.3%	15.0%	13.6%	25.6%
Sanctioned bicycle race	39.7%	40.6%	36.9%	5.5%	4.0%	17.1%
Day mountain bike ride	38.6%	41.5%	29.8%	16.9%	15.7%	25.6%
Independent bicycle touring	38.2%	42.3%	25.7%	15.3%	13.9%	25.6%
Organized group tour	27.8%	28.2%	26.5%	4.7%	3.5%	13.4%
Other cycling event	21.0%	20.1%	23.5%	5.1%	4.5%	9.8%
Total*	357.8%	358.7%	355.2%	203.3%	193.9%	273.2%
How did you learn about bicycling?	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Internet search	84.2%	83.3%	87.6%	79.5%	82.4%	62.2%
From friend/relative who lives in Oregon	41.6%	41.9%	40.5%	37.2%	36.2%	43.2%
Other Cycling website	36.4%	36.2%	37.2%	14.7%	14.9%	13.5%
Cycling Magazine Article	24.1%	25.1%	20.1%	17.4%	19.5%	5.4%
RideOregonRide.com	19.1%	19.8%	16.4%	20.2%	19.0%	27.0%
Social Media website	18.7%	18.5%	19.3%	14.3%	14.0%	16.2%
TravelOregon.com	17.6%	17.8%	17.2%	40.3%	42.1%	29.7%
Other Magazine/Newspaper Article	11.2%	10.0%	15.7%	13.2%	15.4%	0.0%
From friend/relative who visited Oregon	11.0%	13.0%	2.9%	12.8%	14.5%	2.7%
Travel Brochures/Guides	9.7%	10.3%	7.3%	17.1%	19.5%	2.7%
Banner advertising	1.8%	1.7%	2.2%	0.4%	0.5%	0.0%
Television Program	1.7%	1.6%	2.2%	0.0%	0.0%	0.0%
Advertisement/Commercial	1.7%	1.9%	0.7%	1.9%	2.3%	0.0%
Travel Agent	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%
Other Sources	15.5%	16.2%	12.8%	9.3%	7.2%	21.6%
Total*	294.8%	297.9%	282.1%	278.3%	287.3%	224.3%

*Detail may total more than 100% due to multiple responses.

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.

**Table B-3. Oregon Bicycle-Related Travel Characteristics for Prepaid Guided Tours, 2012
(n=249)**

Number of Tour Days	All	Weekend	Weeklong
1	2.3%	0.0%	0.0%
2-3	31.1%	100.0%	0.0%
4-5	5.3%	0.0%	0.0%
6-7	50.0%	0.0%	100.0%
8+	11.4%	0.0%	0.0%
Total	100.0%	100.0%	100.0%

Purpose of Trip	All	Weekend	Weeklong
Primary reason for trip	88.8%	78.0%	89.4%
One of several reasons for this trip	11.2%	22.0%	10.6%
Total	100.0%	100.0%	100.0%

Type of Bicycle Activity while on Prepaid Guided Tour	All	Weekend	Weeklong
Organized group tour	32.9%	17.1%	24.2%
Organized non-competitive group ride	30.9%	14.6%	42.4%
As a recreational activity	15.8%	34.1%	15.2%
Day road ride	13.2%	19.5%	15.2%
All Other Types	7.2%	14.6%	3.0%
Total	100.0%	100.0%	100.0%

Type(s) of Accommodation	All	Weekend	Weeklong
Commercial Lodging	58.6%	41.5%	56.1%
Campgrounds/RV Park	69.7%	48.8%	72.7%
Friends/Relatives	11.2%	9.8%	12.1%
Second Home	1.3%	0.0%	0.0%
Other (event accommodations, etc)	25.0%	17.1%	34.8%
Total*	165.8%	117.1%	175.8%

What did Prepaid Guided Tour include?	All	Weekend	Weeklong
Lodging (of any type)	38.6%	24.4%	45.5%
Campground Fees	53.8%	56.1%	53.0%
Catered meals/indoor dining	64.4%	58.5%	72.7%
Tour guide/bike mechanic	59.8%	61.0%	62.1%
Bicycle transportation	14.4%	26.8%	6.1%
Other Expenses	12.1%	4.9%	18.2%
Total*	243.2%	231.7%	257.6%

Type of Bicycle(s)	All	Weekend	Weeklong
Road bike	72.1%	42.9%	82.8%
Mountain Bike	32.0%	57.1%	27.6%
Touring Bike	15.6%	14.3%	12.1%
All Other Types	22.1%	33.3%	20.7%
Total*	141.8%	147.6%	143.1%

**Table B-3. Oregon Bicycle-Related Travel Characteristics for Prepaid Guided Tours, 2012
(n=249) (continued)**

All Bicycling Activities In Oregon (2011-2012)	All	Weekend	Weeklong
Organized non-competitive group ride	72.4%	70.7%	81.8%
Organized group tour	65.1%	46.3%	66.7%
Day road ride	64.5%	73.2%	68.2%
As a recreational activity	47.4%	58.5%	45.5%
Independent bicycle touring	34.2%	31.7%	39.4%
Day mountain bike ride	27.0%	26.8%	27.3%
Other cycling event	19.1%	39.0%	13.6%
Sanctioned bicycle race	17.8%	26.8%	10.6%
Total*	347.4%	373.2%	353.0%

How did you learn about bicycling?	All	Weekend	Weeklong
Internet search	73.9%	81.3%	67.4%
From friend/relative who lives in Oregon	44.3%	46.9%	44.2%
Other Cycling website	43.2%	46.9%	41.9%
Cycling Magazine Article	40.9%	28.1%	51.2%
RideOregonRide.com	35.2%	53.1%	27.9%
TravelOregon.com	21.6%	31.3%	16.3%
Other Magazine/Newspaper Article	20.5%	15.6%	25.6%
Travel Brochures/Guides	14.8%	15.6%	16.3%
Advertisement/Commercial	12.5%	15.6%	14.0%
From friend/relative who visited Oregon	11.4%	3.1%	14.0%
Social Media website	9.1%	3.1%	11.6%
Banner advertising	8.0%	15.6%	4.7%
Television Program	1.1%	0.0%	2.3%
Travel Agent	1.1%	3.1%	0.0%
Other Sources	10.2%	6.3%	11.6%
Total*	347.7%	365.6%	348.8%

*Detail may total more than 100% due to multiple responses.

Note: All respondents who traveled on an overnight trip as part of a guided tour which included prepaid travel expenses.

Source: Dean Runyan Associates, Inc.

APPENDIX C

Demographics

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Table C-1. Demographic Characteristics of Oregon Bicycle-Related Travelers, 2012
All Reasons for a Trip (n=3,270)

Gender	Total	Overnight	Day
Male	64.8%	64.4%	66.1%
Female	35.2%	35.6%	33.9%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
21 or younger	0.5%	0.5%	0.5%
21-24	1.7%	1.5%	2.4%
25-34	14.0%	13.8%	14.4%
35-44	21.3%	19.7%	26.8%
45-54	24.8%	25.0%	24.1%
55-64	25.8%	27.3%	20.5%
65-74	11.4%	11.8%	10.0%
75+	0.5%	0.3%	1.3%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	2.1%	2.1%	2.1%
Some college or two-year degree	20.4%	21.3%	17.0%
Bachelors degree	39.7%	38.0%	45.8%
Graduate degree	37.8%	38.5%	35.2%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	6.8%	6.0%	9.4%
\$25,000 - \$49,999	14.5%	14.3%	15.5%
\$50,000 - \$74,999	20.5%	19.6%	23.4%
\$75,000 - \$99,999	21.7%	22.4%	19.0%
\$100,000 - \$199,999	28.0%	28.4%	26.4%
\$200,000 or more	8.6%	9.3%	6.3%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	72.9%	66.9%	93.1%
Washington	8.4%	9.4%	5.0%
California	6.3%	8.0%	0.5%
Idaho	1.1%	1.4%	0.2%
Other US States	11.3%	14.2%	1.3%
Total	100.0%	100.0%	100.0%

*Detail may total more than 100% due to multiple responses.

Notes: Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates, Inc.

Table C-2. Demographic Characteristics of Oregon Bicycle-Related Travelers by Trip Purpose, 2012
Primary & One of Reasons (n=3,011); Casual Activity (n=259)

Gender	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Male	68.7%	69.5%	66.4%	50.8%	48.9%	63.8%
Female	31.3%	30.5%	33.6%	49.2%	51.1%	36.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Age	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
21 or younger	0.6%	0.7%	0.5%	0.0%	0.0%	0.0%
21-24	1.6%	1.5%	2.0%	2.1%	1.7%	5.0%
25-34	14.1%	13.6%	15.7%	13.2%	14.2%	6.3%
35-44	22.7%	21.6%	26.2%	16.3%	14.0%	31.3%
45-54	23.0%	22.8%	23.5%	31.1%	31.6%	27.5%
55-64	25.7%	27.4%	20.6%	26.3%	27.3%	20.0%
65-74	11.5%	12.0%	10.0%	11.1%	11.2%	10.0%
75+	0.7%	0.4%	1.5%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Education	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Some high school or high school diploma	1.7%	1.6%	2.2%	3.5%	3.8%	1.3%
Some college or two-year degree	18.8%	19.2%	17.6%	25.8%	27.7%	12.5%
Bachelors degree	40.7%	39.5%	44.4%	36.1%	33.4%	55.0%
Graduate degree	38.7%	39.7%	35.8%	34.6%	35.0%	31.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Household Income	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Under \$25,000	5.9%	5.2%	8.0%	9.7%	8.5%	18.1%
\$25,000 - \$49,999	14.4%	13.9%	16.2%	15.0%	15.4%	12.5%
\$50,000 - \$74,999	19.9%	18.9%	23.0%	22.2%	21.7%	26.4%
\$75,000 - \$99,999	22.1%	22.9%	19.8%	20.0%	20.9%	13.9%
\$100,000 - \$199,999	28.4%	29.1%	26.1%	26.4%	26.4%	26.4%
\$200,000 or more	9.3%	10.0%	7.0%	6.7%	7.3%	2.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Origin of Residence	Primary & One of Reasons			Casual Activity		
	Total	Overnight	Day	Total	Overnight	Day
Oregon	75.2%	69.1%	92.7%	64.6%	60.0%	97.3%
Washington	8.1%	8.9%	5.6%	9.6%	11.0%	0.0%
California	5.9%	7.9%	0.2%	7.4%	8.3%	1.4%
Idaho	1.2%	1.5%	0.2%	0.8%	1.0%	0.0%
Other US States	9.6%	12.6%	1.3%	17.5%	19.8%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Detail may total more than 100% due to multiple responses.
Source: Dean Runyan Associates, Inc.

**Table C-3. Demographic Characteristics of Oregon Bicycle-Related Travelers:
ORGANIZED NON-COMPETITIVE GROUP RIDES, 2012 (n=496)**

Gender	Total	Overnight	Day
Male	67.5%	68.8%	64.2%
Female	32.5%	31.3%	35.8%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.0%	0.0%	0.0%
21-24	0.0%	0.0%	0.0%
25-34	8.8%	7.7%	11.8%
35-44	15.5%	15.4%	15.7%
45-54	28.9%	28.0%	31.4%
55-64	33.0%	34.3%	29.4%
65-74	13.4%	14.0%	11.8%
75+	0.5%	0.7%	0.0%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	1.0%	1.4%	0.0%
Some college or two-year degree	15.2%	17.2%	9.4%
Bachelors degree	43.4%	43.4%	43.4%
Graduate degree	40.4%	37.9%	47.2%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	2.8%	2.3%	4.2%
\$25,000 - \$49,999	8.9%	9.8%	6.3%
\$50,000 - \$74,999	17.2%	16.7%	18.8%
\$75,000 - \$99,999	20.0%	18.9%	22.9%
\$100,000 - \$199,999	37.2%	37.9%	35.4%
\$200,000 or more	13.9%	14.4%	12.5%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	79.4%	73.7%	94.2%
Washington	9.5%	10.9%	5.8%
California	6.9%	9.5%	0.0%
Idaho	1.6%	2.2%	0.0%
Other US States	2.6%	3.6%	0.0%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.

**Table C-4. Demographic Characteristics of Oregon Bicycle-Related Travelers:
SANCTIONED BICYCLE RACES, 2012 (n=449)**

Gender	Total	Overnight	Day
Male	79.6%	77.4%	89.2%
Female	20.4%	22.6%	10.8%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	1.5%	1.8%	2.6%
21-24	2.5%	2.4%	2.6%
25-34	23.2%	24.2%	18.4%
35-44	41.4%	42.4%	36.8%
45-54	21.2%	19.4%	28.9%
55-64	8.9%	8.5%	10.5%
65-74	1.0%	1.2%	0.0%
75+	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	3.9%	3.6%	5.3%
Some college or two-year degree	15.3%	14.5%	18.4%
Bachelors degree	47.8%	46.7%	52.6%
Graduate degree	33.0%	35.2%	23.7%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	4.6%	4.3%	5.7%
\$25,000 - \$49,999	10.7%	9.9%	14.3%
\$50,000 - \$74,999	19.4%	18.6%	22.9%
\$75,000 - \$99,999	21.9%	22.4%	20.0%
\$100,000 - \$199,999	35.2%	35.4%	34.3%
\$200,000 or more	8.2%	9.3%	2.9%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	88.9%	87.7%	94.6%
Washington	6.5%	6.8%	5.4%
California	3.0%	3.7%	0.0%
Idaho	1.0%	1.2%	0.0%
Other US States	0.5%	0.6%	0.0%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).
Source: Dean Runyan Associates.

**Table C-5. Demographic Characteristics of Oregon Bicycle-Related Travelers:
ORGANIZED GROUP TOURS, 2012 (n=255)**

Gender	Total	Overnight	Day
Male	69.2%	70.0%	57.1%
Female	30.8%	30.0%	42.9%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.8%	0.9%	0.0%
21-24	1.7%	1.8%	0.0%
25-34	7.5%	7.1%	12.5%
35-44	20.0%	20.5%	12.5%
45-54	19.2%	19.6%	12.5%
55-64	34.2%	34.8%	25.0%
65-74	15.0%	14.3%	25.0%
75+	1.7%	0.9%	12.5%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	3.4%	3.7%	0.0%
Some college or two-year degree	14.5%	14.7%	12.5%
Bachelors degree	40.2%	41.3%	25.0%
Graduate degree	41.9%	40.4%	62.5%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	4.5%	4.8%	0.0%
\$25,000 - \$49,999	11.6%	10.6%	25.0%
\$50,000 - \$74,999	19.6%	19.2%	25.0%
\$75,000 - \$99,999	20.5%	21.2%	12.5%
\$100,000 - \$199,999	34.8%	35.6%	25.0%
\$200,000 or more	8.9%	8.7%	12.5%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	58.0%	55.9%	87.5%
Washington	8.4%	8.1%	12.5%
California	14.3%	15.3%	0.0%
Idaho	1.7%	1.8%	0.0%
Other US States	17.6%	18.9%	0.0%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.

**Table C-6. Demographic Characteristics of Oregon Bicycle-Related Travelers:
INDEPENDENT BICYCLE TOURING, 2012 (n=699)**

Gender	Total	Overnight	Day
Male	71.6%	71.7%	66.7%
Female	28.4%	28.3%	33.3%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.5%	0.5%	0.0%
21-24	2.1%	2.2%	0.0%
25-34	17.5%	17.9%	0.0%
35-44	20.6%	17.4%	20.0%
45-54	20.6%	20.7%	20.0%
55-64	30.2%	29.9%	40.0%
65-74	11.1%	10.9%	20.0%
75+	0.5%	0.5%	0.0%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	1.6%	1.6%	0.0%
Some college or two-year degree	16.3%	16.3%	16.7%
Bachelors degree	43.7%	44.0%	33.3%
Graduate degree	38.4%	38.0%	50.0%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	9.1%	9.4%	0.0%
\$25,000 - \$49,999	16.0%	15.9%	20.0%
\$50,000 - \$74,999	21.7%	21.8%	20.0%
\$75,000 - \$99,999	20.6%	19.4%	60.0%
\$100,000 - \$199,999	26.3%	27.1%	0.0%
\$200,000 or more	6.3%	6.5%	0.0%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	53.5%	52.1%	100.0%
Washington	12.8%	13.2%	0.0%
California	12.2%	12.6%	0.0%
Idaho	2.3%	2.4%	0.0%
Other US States	19.2%	19.8%	0.0%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).
Source: Dean Runyan Associates.

**Table C-7. Demographic Characteristics of Oregon Bicycle-Related Travelers:
DAY ROAD RIDES, 2012 (n=500)**

Gender	Total	Overnight	Day
Male	64.6%	64.5%	64.6%
Female	35.4%	35.5%	35.4%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.4%	0.3%	0.4%
21-24	1.8%	1.3%	2.3%
25-34	13.2%	12.3%	14.2%
35-44	18.4%	17.5%	19.5%
45-54	22.8%	23.0%	22.6%
55-64	29.3%	29.8%	28.7%
65-74	13.0%	14.6%	11.1%
75+	1.2%	1.3%	1.1%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	1.9%	1.0%	3.1%
Some college or two-year degree	17.4%	21.4%	12.6%
Bachelors degree	43.3%	40.1%	47.1%
Graduate degree	37.4%	37.5%	37.2%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	7.2%	6.4%	8.3%
\$25,000 - \$49,999	17.2%	15.2%	19.6%
\$50,000 - \$74,999	20.9%	21.6%	20.0%
\$75,000 - \$99,999	19.1%	19.9%	18.3%
\$100,000 - \$199,999	27.7%	27.3%	28.3%
\$200,000 or more	7.8%	9.6%	5.7%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	85.5%	76.6%	95.8%
Washington	7.3%	10.9%	3.1%
California	2.5%	4.3%	0.4%
Idaho	0.4%	0.3%	0.4%
Other US States	4.4%	7.9%	0.4%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.

**Table C-8. Demographic Characteristics of Oregon Bicycle-Related Travelers:
DAY MOUNTAIN BIKE RIDES, 2012 (n=389)**

Gender	Total	Overnight	Day
Male	77.6%	76.9%	80.0%
Female	22.4%	23.1%	20.0%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.0%	0.0%	0.0%
21-24	2.5%	0.8%	7.5%
25-34	18.0%	19.8%	12.5%
35-44	37.9%	37.2%	40.0%
45-54	30.4%	32.2%	25.0%
55-64	9.3%	8.3%	12.5%
65-74	1.9%	1.7%	2.5%
75+	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	3.7%	3.2%	5.0%
Some college or two-year degree	17.7%	16.9%	20.0%
Bachelors degree	45.1%	49.2%	32.5%
Graduate degree	33.5%	30.6%	42.5%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	6.4%	6.7%	5.4%
\$25,000 - \$49,999	14.1%	13.4%	16.2%
\$50,000 - \$74,999	16.0%	15.1%	18.9%
\$75,000 - \$99,999	18.6%	19.3%	16.2%
\$100,000 - \$199,999	35.3%	36.1%	32.4%
\$200,000 or more	9.6%	9.2%	10.8%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	76.5%	70.2%	94.9%
Washington	8.5%	9.6%	5.1%
California	12.4%	16.7%	0.0%
Idaho	1.3%	1.8%	0.0%
Other US States	1.3%	1.8%	0.0%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).
Source: Dean Runyan Associates.

**Table C-9. Demographic Characteristics of Oregon Bicycle-Related Travelers:
AS A RECREATIONAL ACTIVITY, 2012 (n=178)**

Gender	Total	Overnight	Day
Male	66.2%	67.2%	61.9%
Female	33.8%	32.8%	38.1%
Total	100.0%	100.0%	100.0%
Age	Total	Overnight	Day
20 or younger	0.7%	0.8%	0.0%
21-24	1.4%	1.7%	0.0%
25-34	13.1%	11.3%	20.7%
35-44	21.5%	17.7%	37.9%
45-54	21.5%	21.7%	20.7%
55-64	26.8%	31.5%	7.1%
65-74	14.3%	15.3%	10.0%
75+	0.7%	0.0%	3.6%
Total	100.0%	100.0%	100.0%
Education	Total	Overnight	Day
Some high school or high school diploma	0.7%	0.8%	0.0%
Some college or two-year degree	23.2%	22.0%	28.6%
Bachelors degree	34.1%	32.2%	42.9%
Graduate degree	42.0%	44.9%	28.6%
Total	100.0%	100.0%	100.0%
Household Income	Total	Overnight	Day
Under \$25,000	5.0%	3.6%	10.9%
\$25,000 - \$49,999	15.3%	15.4%	14.7%
\$50,000 - \$74,999	20.5%	18.3%	29.5%
\$75,000 - \$99,999	27.1%	28.2%	22.5%
\$100,000 - \$199,999	21.9%	23.6%	14.7%
\$200,000 or more	10.2%	10.9%	7.8%
Total	100.0%	100.0%	100.0%
Origin of Residence	Total	Overnight	Day
Oregon	70.7%	66.8%	86.3%
Washington	7.5%	6.8%	10.1%
California	4.7%	5.9%	0.0%
Idaho	1.4%	1.8%	0.0%
Other US States	15.6%	18.6%	3.6%
Total	100.0%	100.0%	100.0%

Notes: Demographic characteristics are based on overnight and day trips where bicycling activity was primary or one of the reasons for a trip. Day trips include travel with bicycle activity 50 miles or more from home (one way).

Source: Dean Runyan Associates.