

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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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.

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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 | Average Per Overnight Trip | | | | Length (Nights) |
|--------------------------------------|----------------------|----------------------------|-----------------|-------------------|---------------------|-----------------|
| | \$/Trip | 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, vacation 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

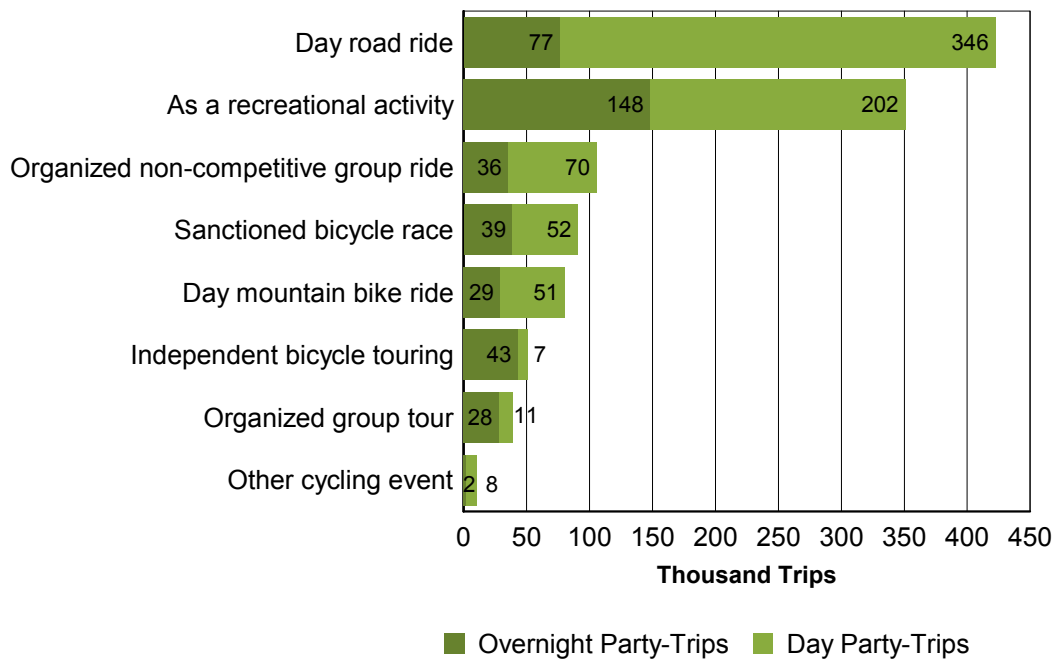


Table II-2. Oregon Bicycle-Related Travel: Party-Trips by Travel Region, 2012

| 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.

Figure II-2. Bicycle-Related Party-Trips by Travel Region, 2012

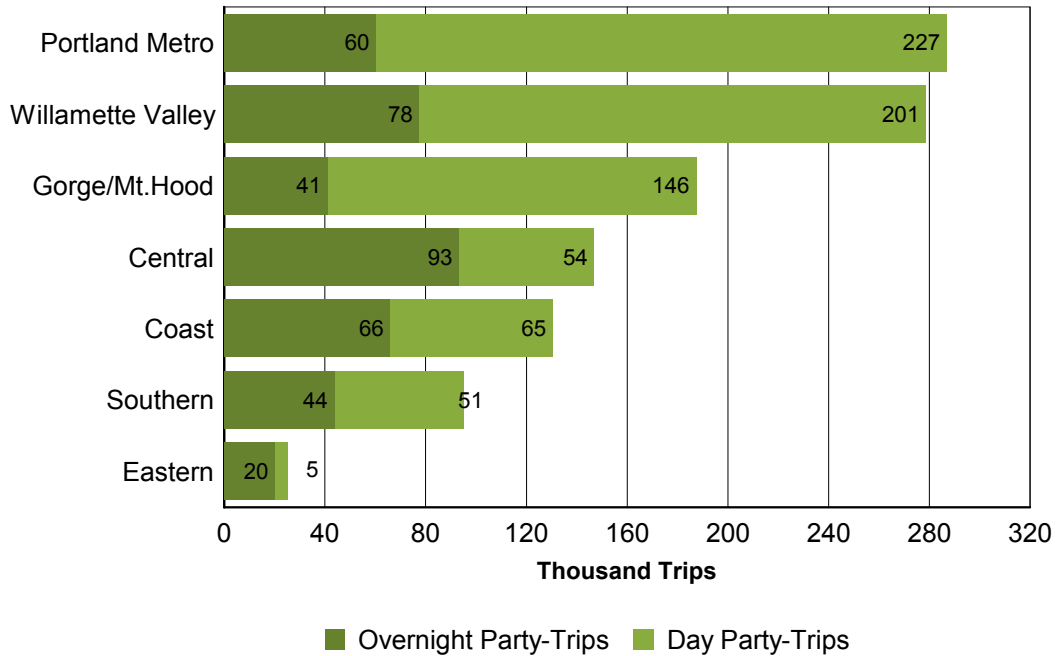


Table II-3. Oregon Bicycle-Related Travel Impacts, 2012

| | |
|--|-----------------------|
| 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

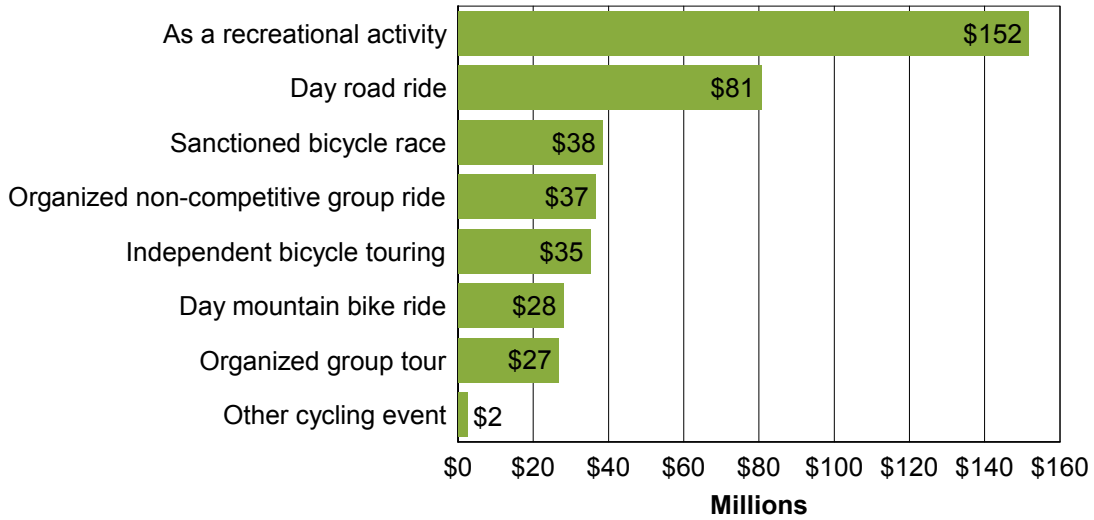
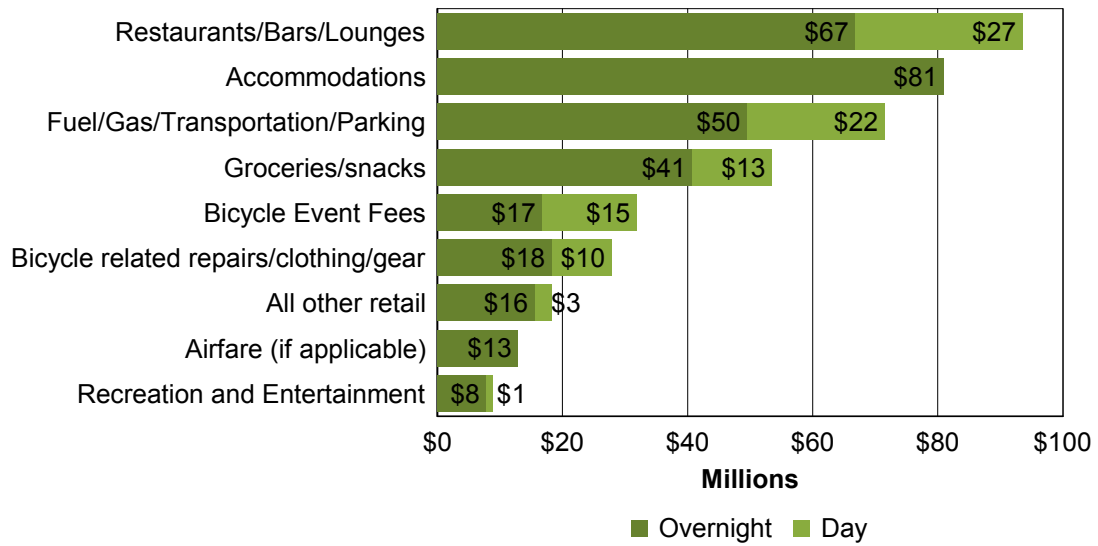


Figure II-4. Total Bicycle-Related Trip Expenditures by Commodity Purchased, 2012



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



Counties by Oregon Travel Region

| | | | |
|---|---|---|--|
| <p>Coast Clatsop Coos Curry Douglas (West) Lane (West) Lincoln Tillamook</p> | <p>Willamette Valley Benton Clackamas (South) Lane (East) Linn Marion Polk Yamhill</p> | <p>Southern Douglas (East) Jackson Josephine Klamath Lake</p> | <p>Eastern Baker Gilliam Grant Harney Malheur Morrow Sherman Umatilla Union Wallowa Wheeler</p> |
| <p>Central Crook Deschutes Jefferson Wasco (South)</p> | <p>Portland Metro Clackamas (West) Columbia Multnomah (West) Washington</p> | <p>Mt. Hood/Gorge Clackamas (East) Multnomah (East) Hood River Wasco (North)</p> | |

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

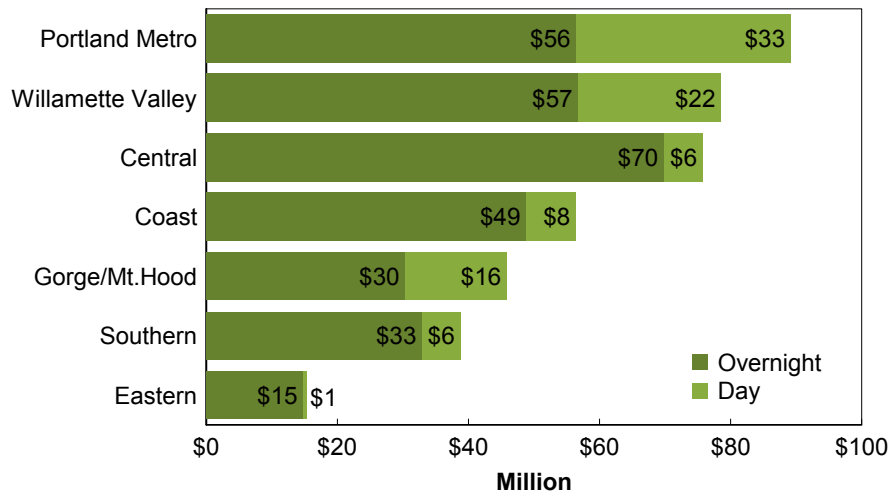


Figure III-2. Bicycle-Related Share of Total Travel Expenditures by Region In Oregon, 2012

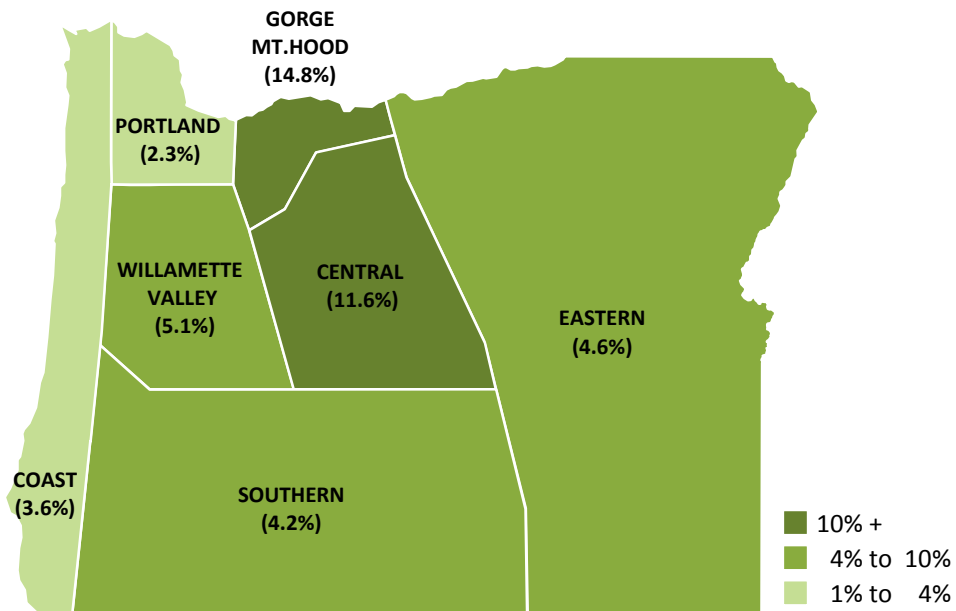


Table III-1. Oregon Bicycle-Related Travel Impacts by Travel Region, 2012

| 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.