



Millennials and Bicycling

Do they go together like
fixies and messenger bags?

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HOME

Millennials and Bike Culture: Reshaping the Urban Landscape

Lifestyle, Trends

March 25, 2016

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Millennials and bicycles go together like fixies (fixed-gear bikes for those unfamiliar) and messenger bags. Millennials are now biking **more than ever** before.

<http://thebrief.com/articles/millennials-and-bike-culture-reshaping-the-urban-landscape-551>

In Bid for Millennials, Cities and States Promote Cycling

COMPETING FOR THE MOST MOBILE GENERATION EVER



<http://all-len-all.com/in-bid-for-millennials-cities-and-states-promote-cycling>

Millennials Go By Bike

October 16, 2014

Millennials Go By Bike

Younger adults are driving less, says new government study
CAITLIN GIDDINGS

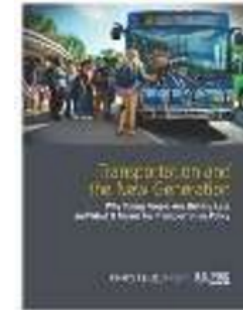


(Photo by Dima Viunnyk)
Most media reports about millennials paint the generation as a bunch of lazy, entitled narcissists, loping around their parents' house all day in search of the best light for snap-chatting a selfie.
<http://itsaboutbikes.com/millennials-go-bike/>

Where's the data?

Transportation and the New Generation: Why Young People Are Driving Less and What It Means for Transportation Policy

by Benjamin Davis and Tony Dutzik, Frontier Group; Phineas Baxandall, U.S. PIRG Education Fund



America's young people are decreasing the amount they drive and increasing their use of transportation alternatives.

- According to the National Household Travel Survey, from 2001 to 2009, the annual number of vehicle-miles traveled by young people (16 to 34-year-olds) decreased from 10,300 miles to 7,900 miles per capita – a drop of 23 percent.
- In 2009, 16 to 34-year-olds as a whole took 24 percent more bike trips than they took in 2001, despite the age group actually shrinking in size by 2 percent.
- In 2009, 16 to 34-year-olds walked to destinations 16 percent more frequently than did 16 to 34-year-olds living in 2001.

The data for my analysis

- Community & Transportation Preferences Survey (2015)
- The research was conducted by the National Association of Realtors® and TREC at Portland State University, with additional funding from the National Institute for Transportation and Communities (a US DOT University Transportation Center).



Methodology: Metro Areas Sampled

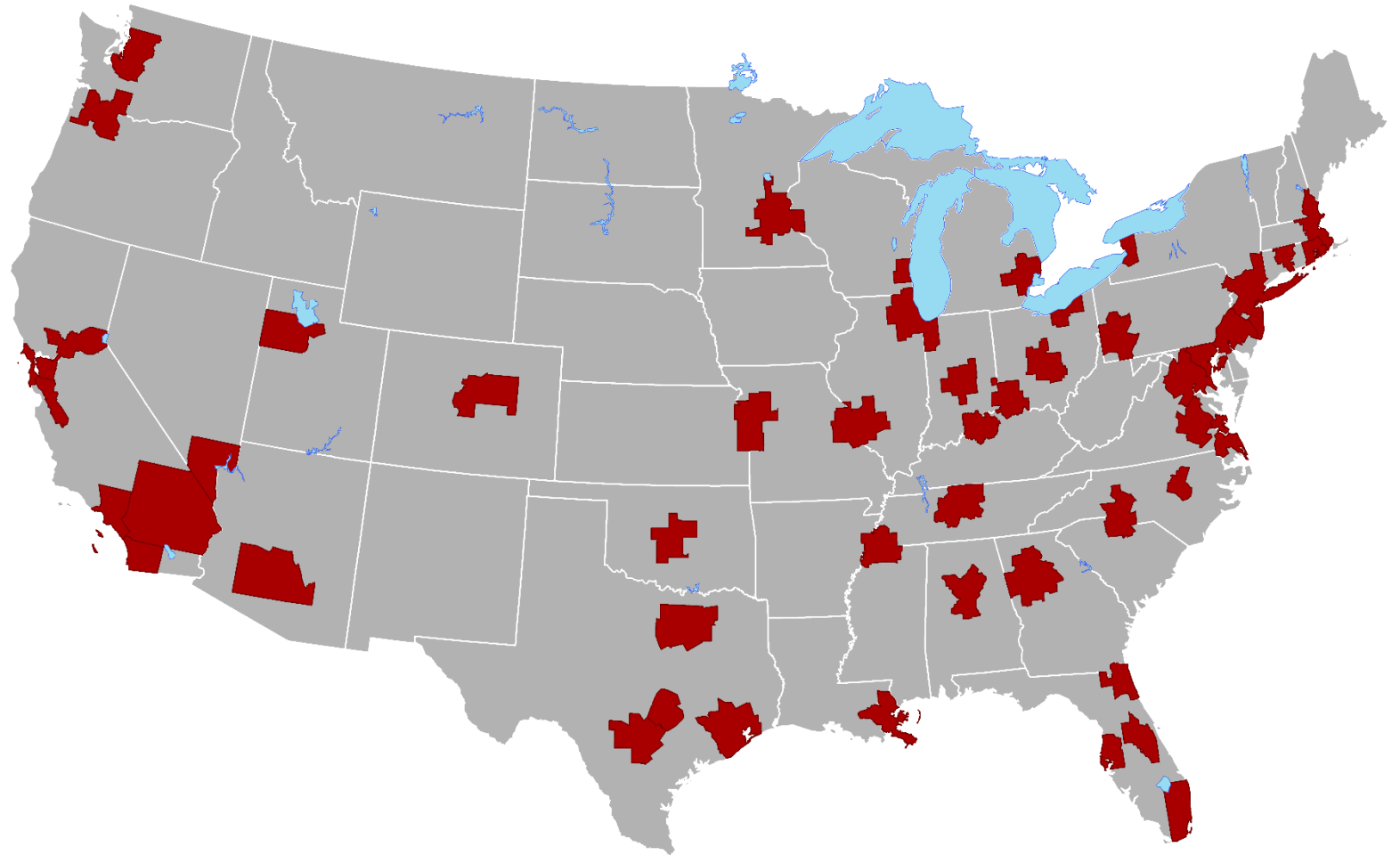
Sample included adults living in the 50 largest metropolitan statistical areas (MSAs) in the U.S.

Conducted May 13-19, 2015.

1,000 respondents were interviewed by phone by American Strategies (679 by landline and 322 by wireless phone). Margin of error 3.1%

2,000 respondents were surveyed on-line by YouGov. Margin of error 2.2%

Responses were weighted to better match demographics according to the American Community Survey and the two samples were combined.



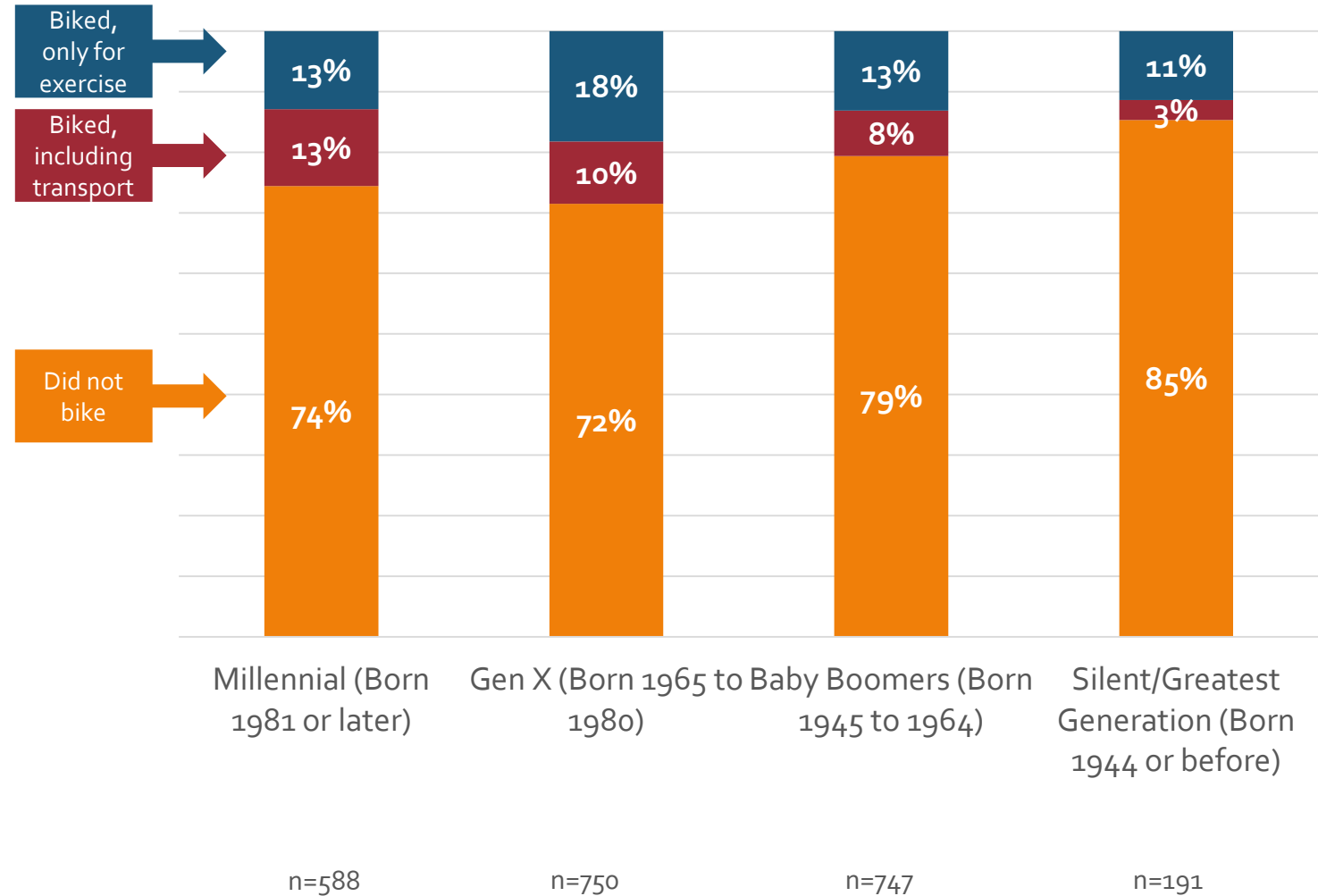
Do millennials bike more?

More than whom?

Biking in the past 30 days

Responses limited to those who stated they were physically able to ride a bicycle and knew how.

Millennials and Gen X equally likely to have ridden in the past 30 days, but Gen X more likely *only* for exercise



Q72. In the past 30 days, about how many days did you ride a bicycle outside including bicycling for exercise?

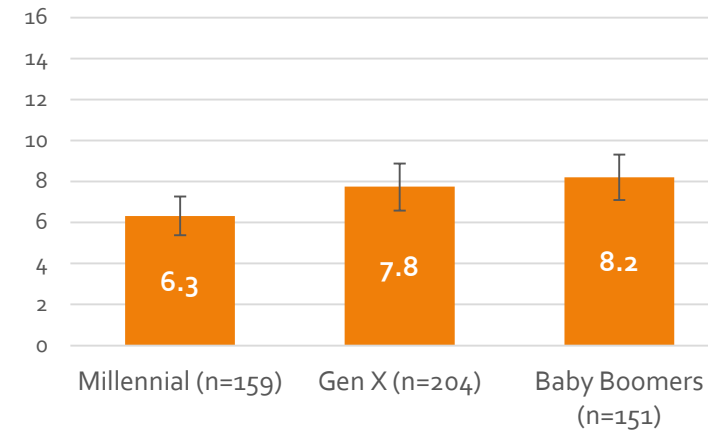
(Asked if able to ride bicycle and know how in bike or if physical limitation was a temporary condition)

Note: People who biked for transportation (red in the graph) may also have biked for exercise.

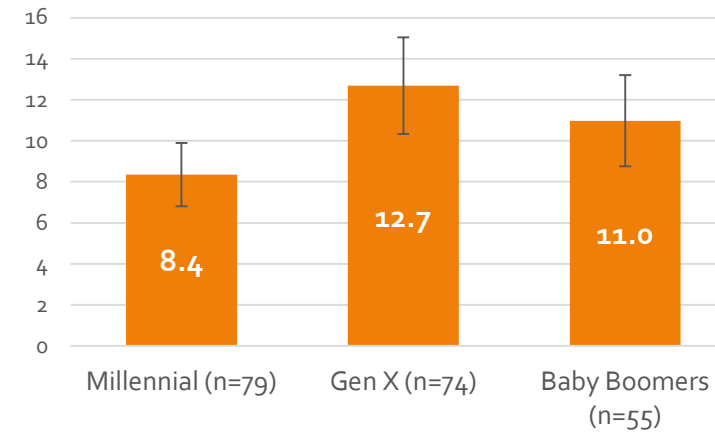
Number of days biked

Also no difference from Gen X, or riding less

Mean # days riding in last 30, if biked at all



Mean # days riding in last 30, if biked for transportation

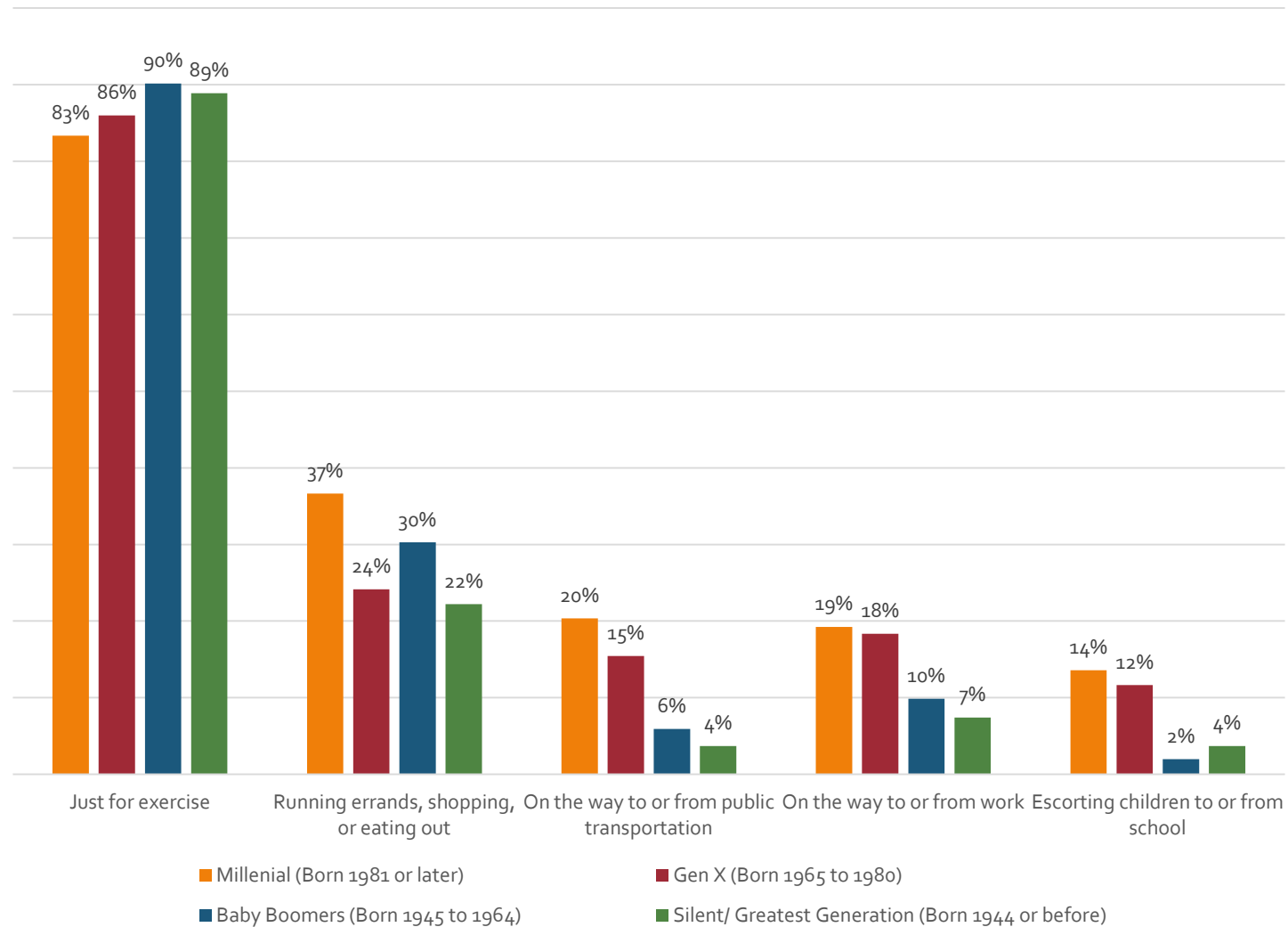


Bike trip purposes

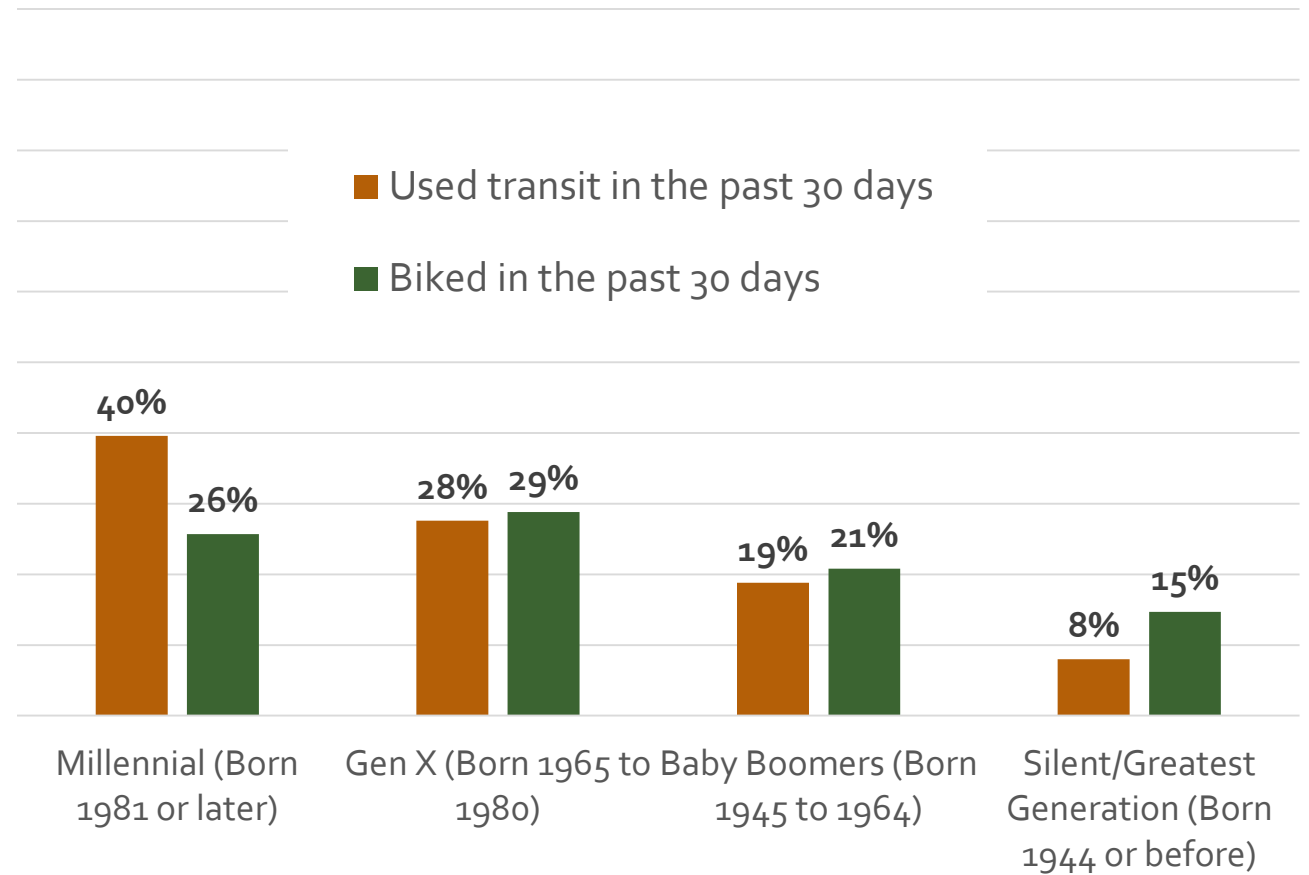
Millennials more likely to bike for errands, shopping, eating out compared to all other generations

Millennials equally likely to bike to work or transit than Gen X

All generations bike just for exercise at high levels

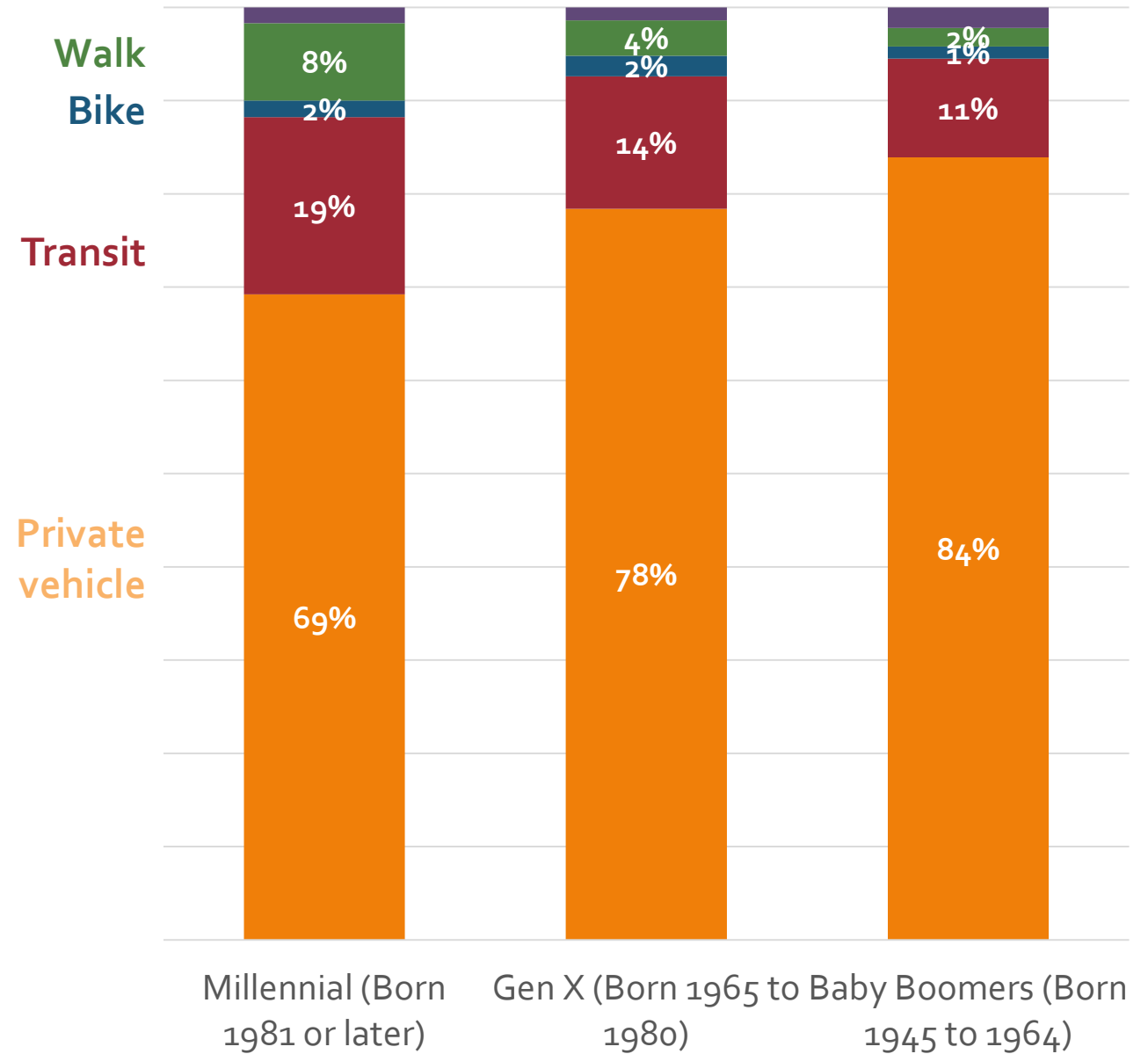


But they are taking transit more



Commuter mode to work

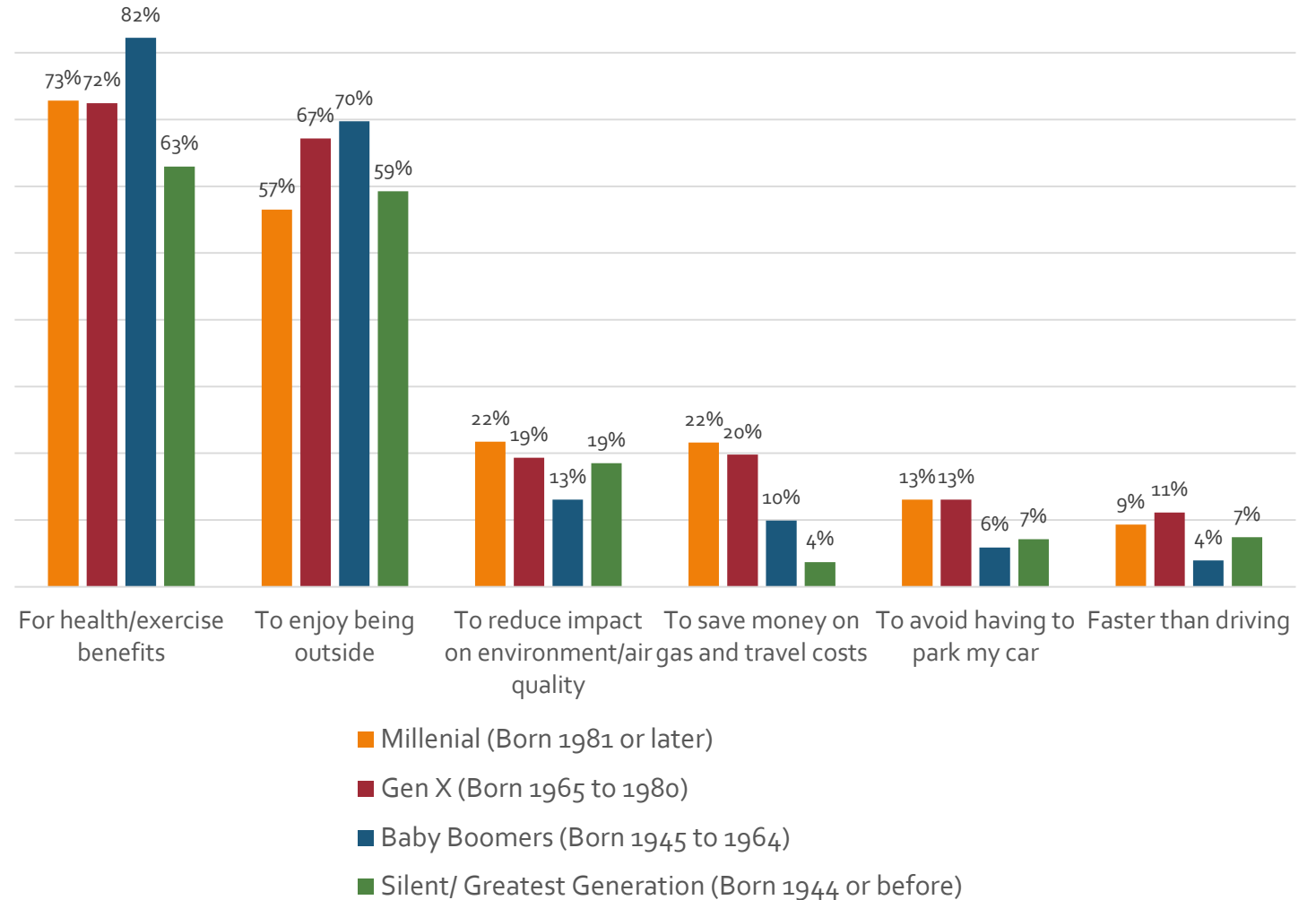
Millennials are more likely to take transit or walk to work and less likely to drive, but equally likely to bike



What about their attitudes?

Reasons for biking

Reasons Millennials bike are similar to Gen X, except the motivation of enjoying being outside

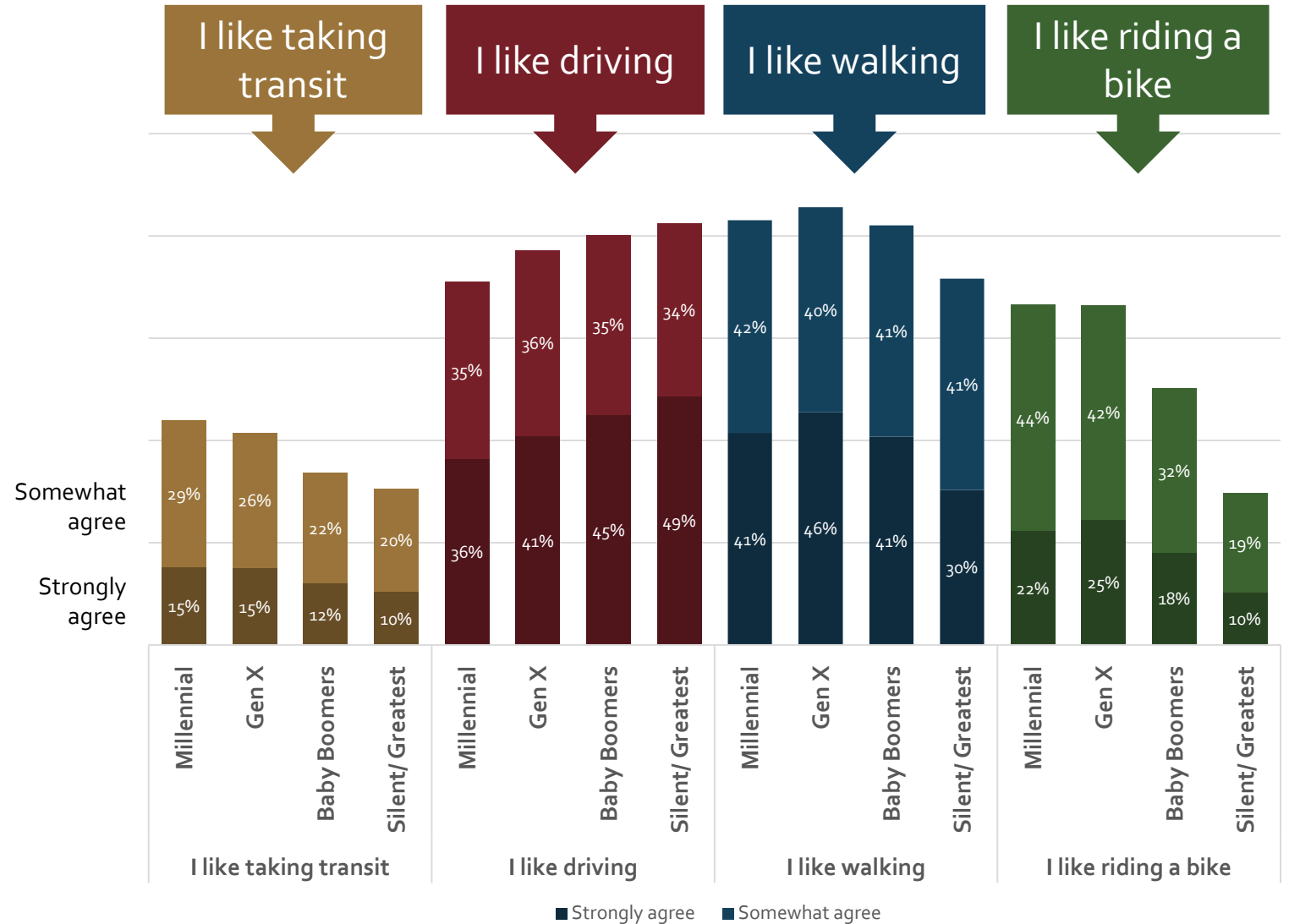


Travel attitudes

67% of millennials “like biking”

Same as Gen X, higher than oldest groups

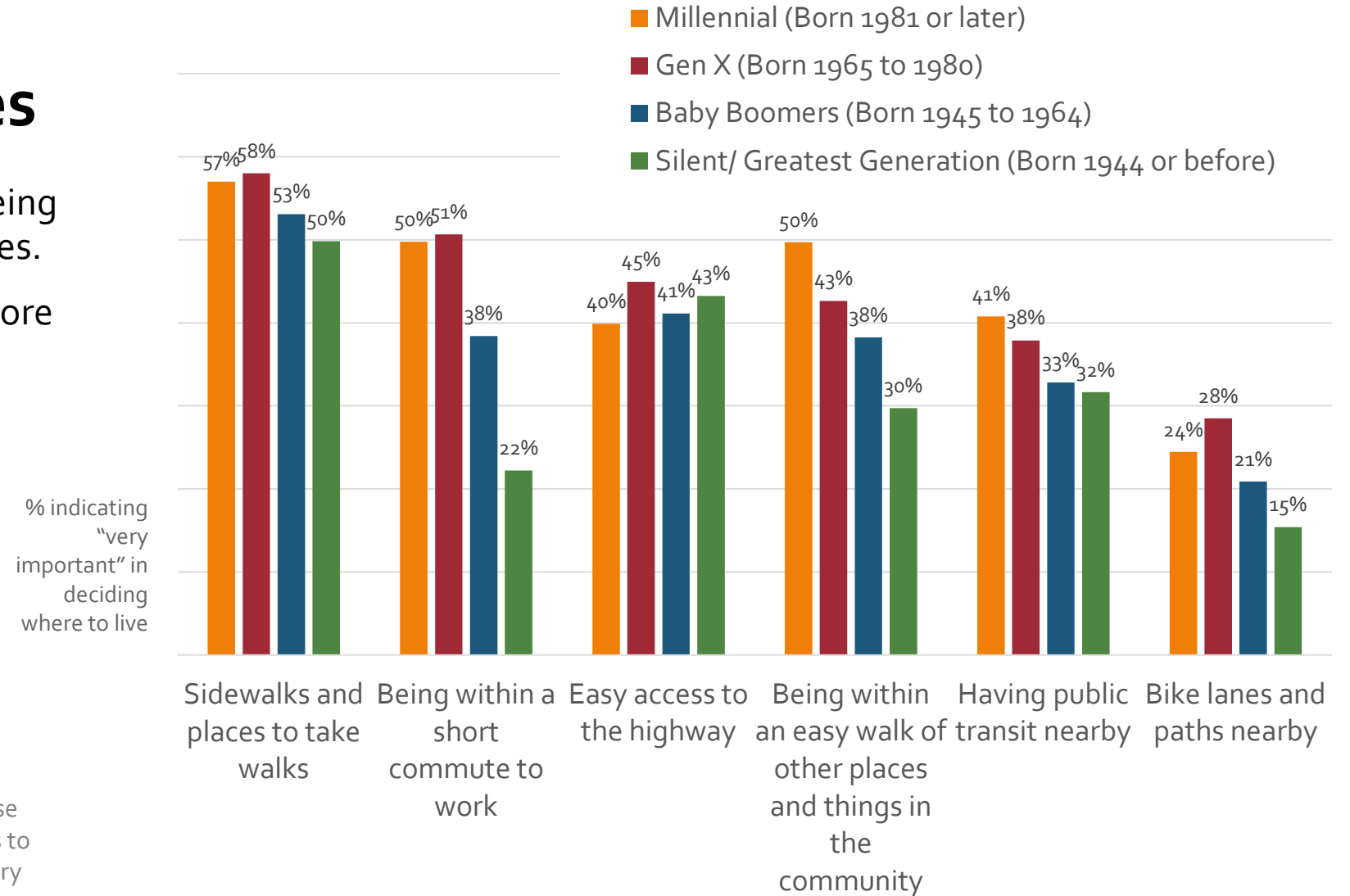
Millennials like walking and driving more than biking



Housing preferences

Millennials are more interested in being within easy walking distance of places.

Both Millennials and Gen Xers are more interested in having bike lanes and paths nearby



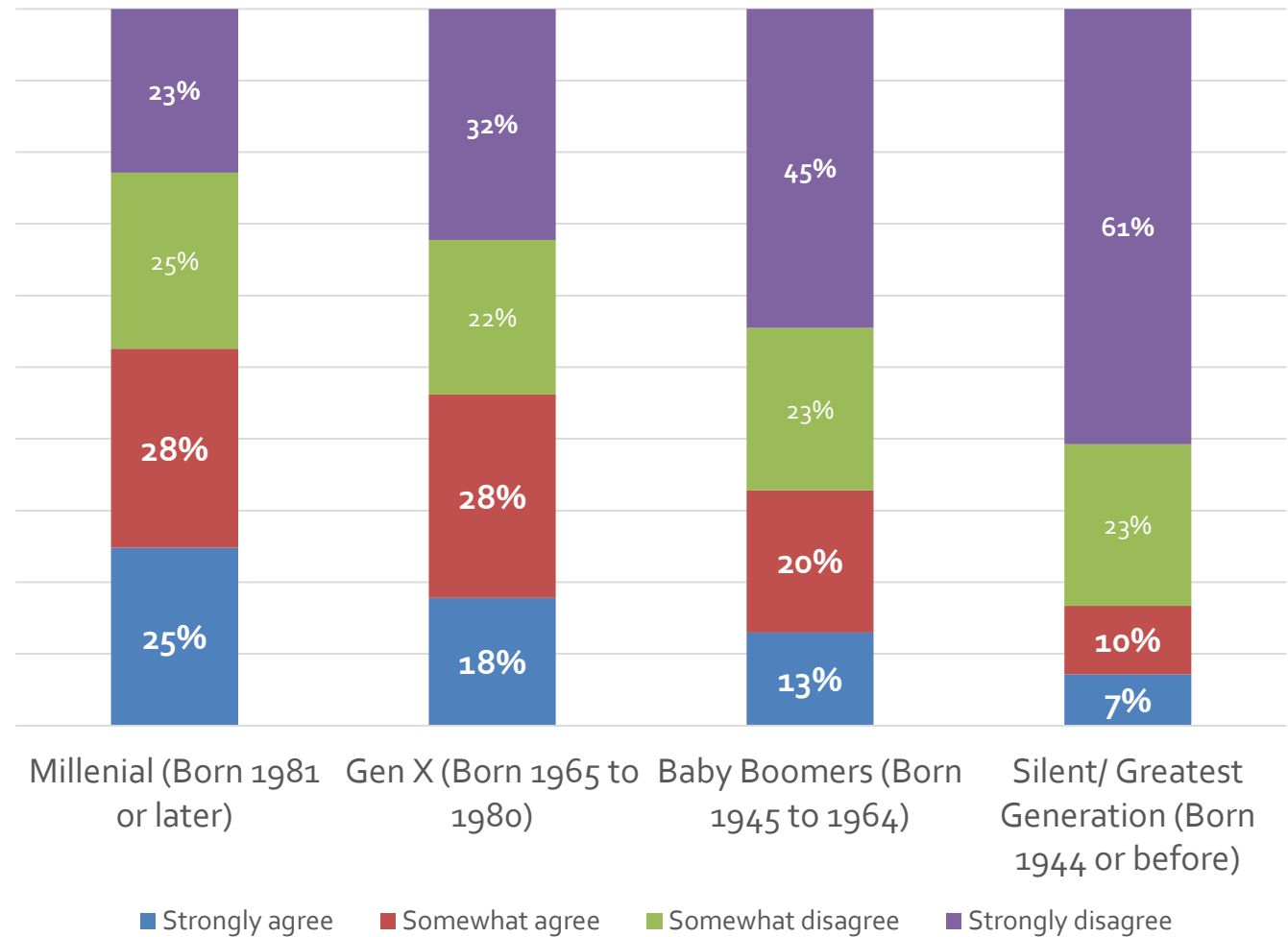
Q10-16. If you were deciding today where to live, please indicate how important having each of the following is to you - is it very important, somewhat important, not very important, or not at all important.

Is there latent demand?

I would like to travel by bike more

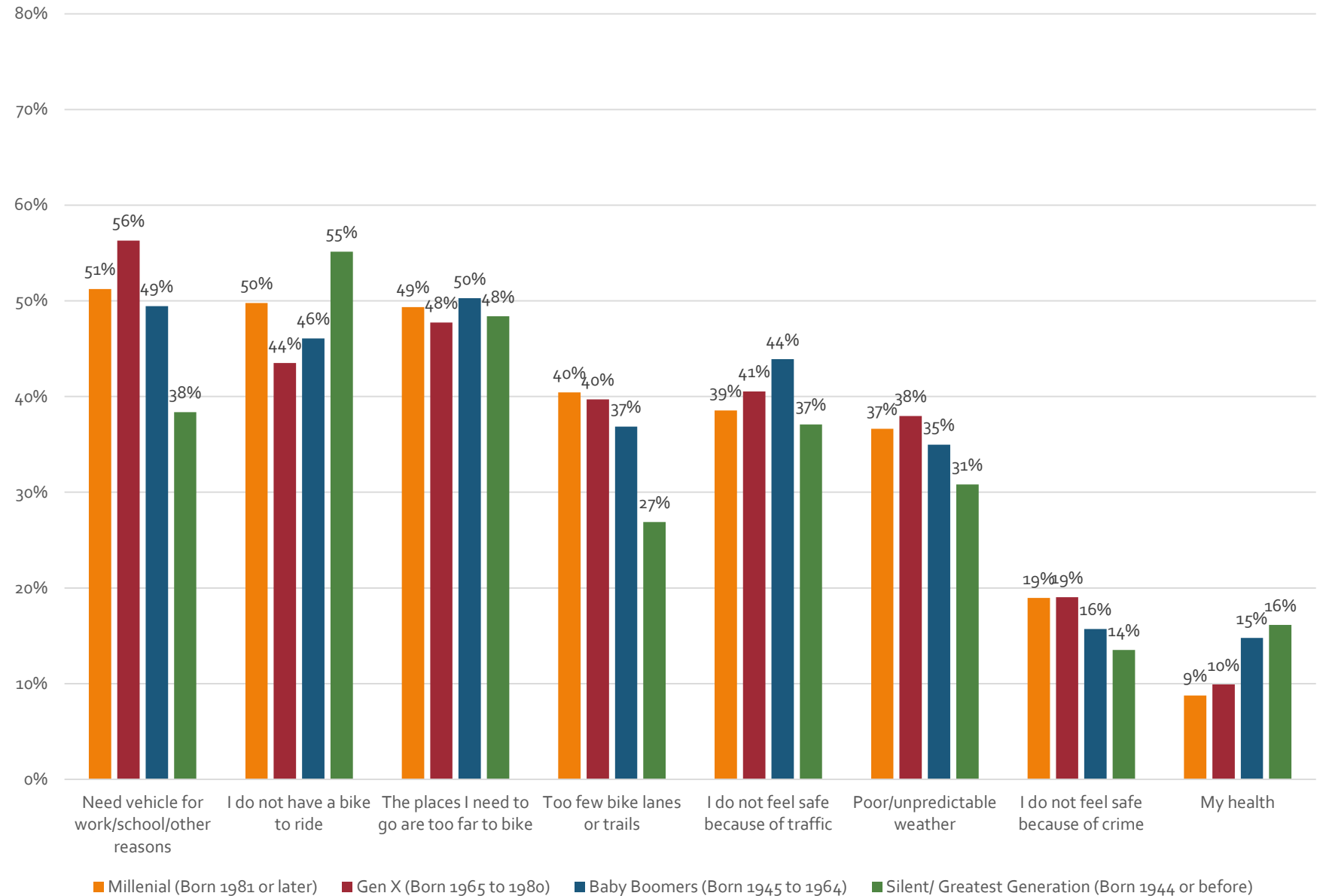
Millennials have a stronger desire to bike more than Gen X and other generations

25% strongly agreed, vs. 18% of Gen X



Barriers to bicycling

Only difference between Millennials and GenX is not having a bike to ride.

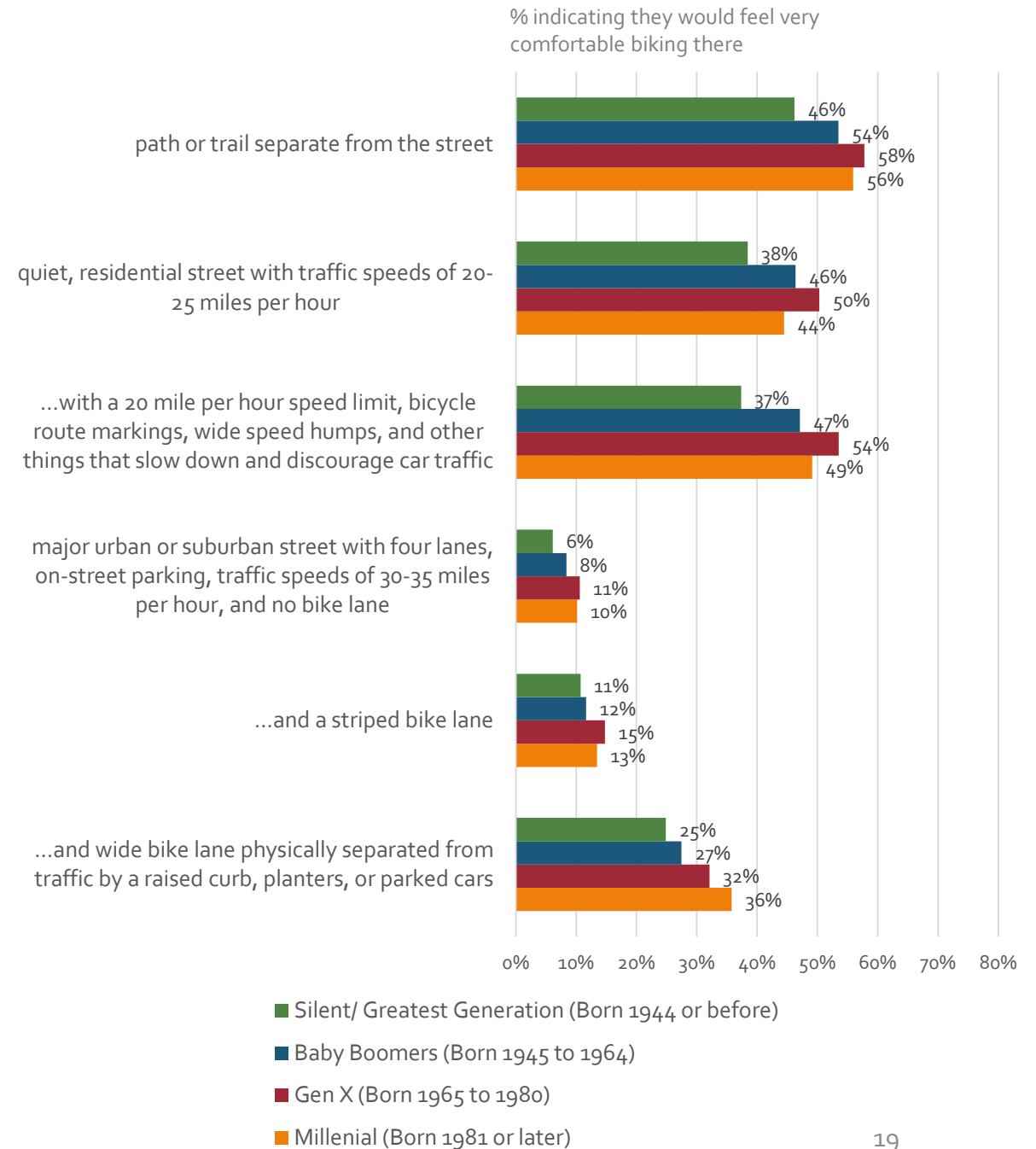


Comfort level biking in different environments

Millennials are just as uncomfortable biking with motor vehicle traffic as everyone else. Few Millennials fit the stereotype of the strong and fearless rider on a fixie

Q84. Only includes people who can physically ride a bicycle and know how. Now, I'm going to read you a list of places you could ride a bike. For each, please tell me whether you would be comfortable or uncomfortable biking there.

- path or trail separate from the street
- major urban or suburban street with four lanes, on-street parking, traffic speeds of 30-35 miles per hour, and a striped bike lane
- major urban or suburban street with four lanes, on-street parking, traffic speeds of 30-35 miles per hour, and wide bike lane physically separated from traffic by a raised curb, planters, or parked cars



Is there something to those headlines?

My search to find where Millennials may be biking more than GenXers

Millennial women? (or GenX men)

There is no bicycling gender gap among Millennials, as there is for all other generations.

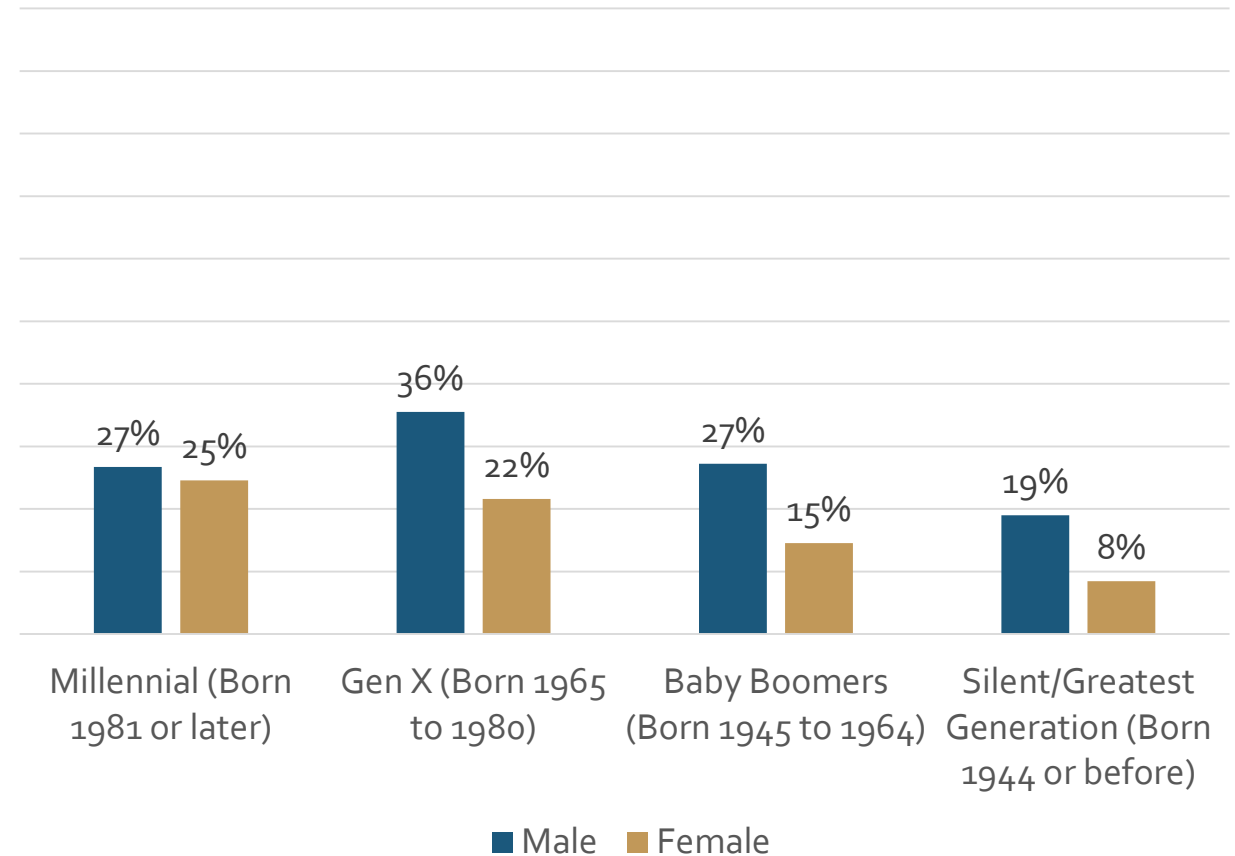
Millennial men bike less than GenX men, but Millennial women bike the same as GenX women.

Other demographics:

No differences between Millennials and Gen X within income levels

Education: Gen X without any college more likely to bike than Millennials

Biked in the past 30 days



Other national data (NHTS)

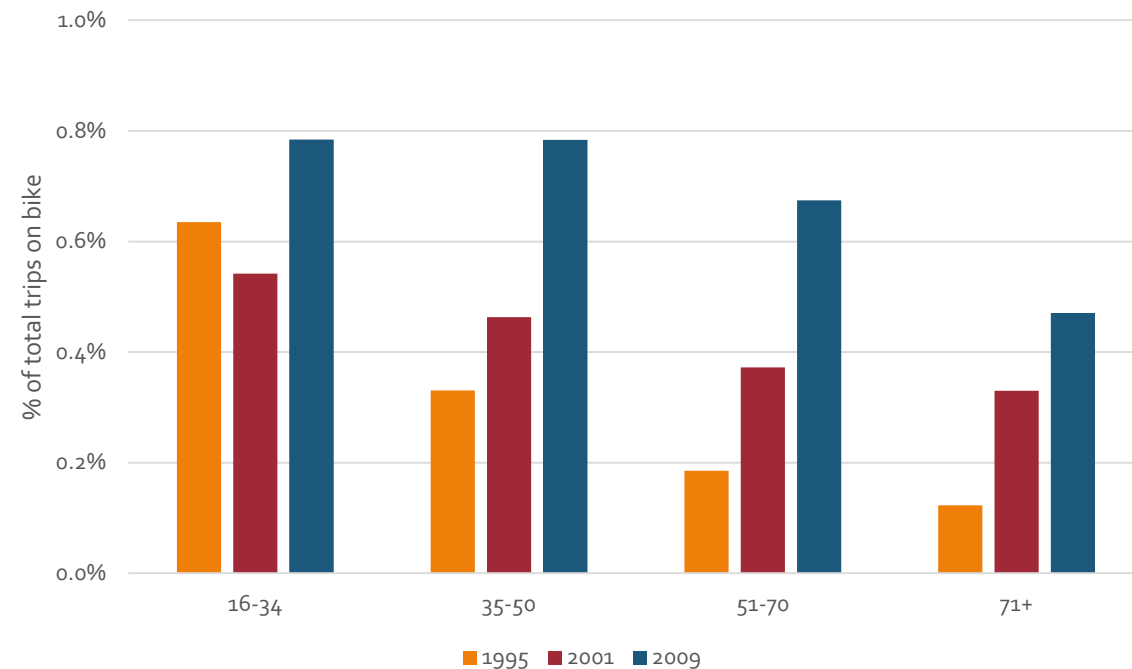
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EXECUTIVE SUMMARY

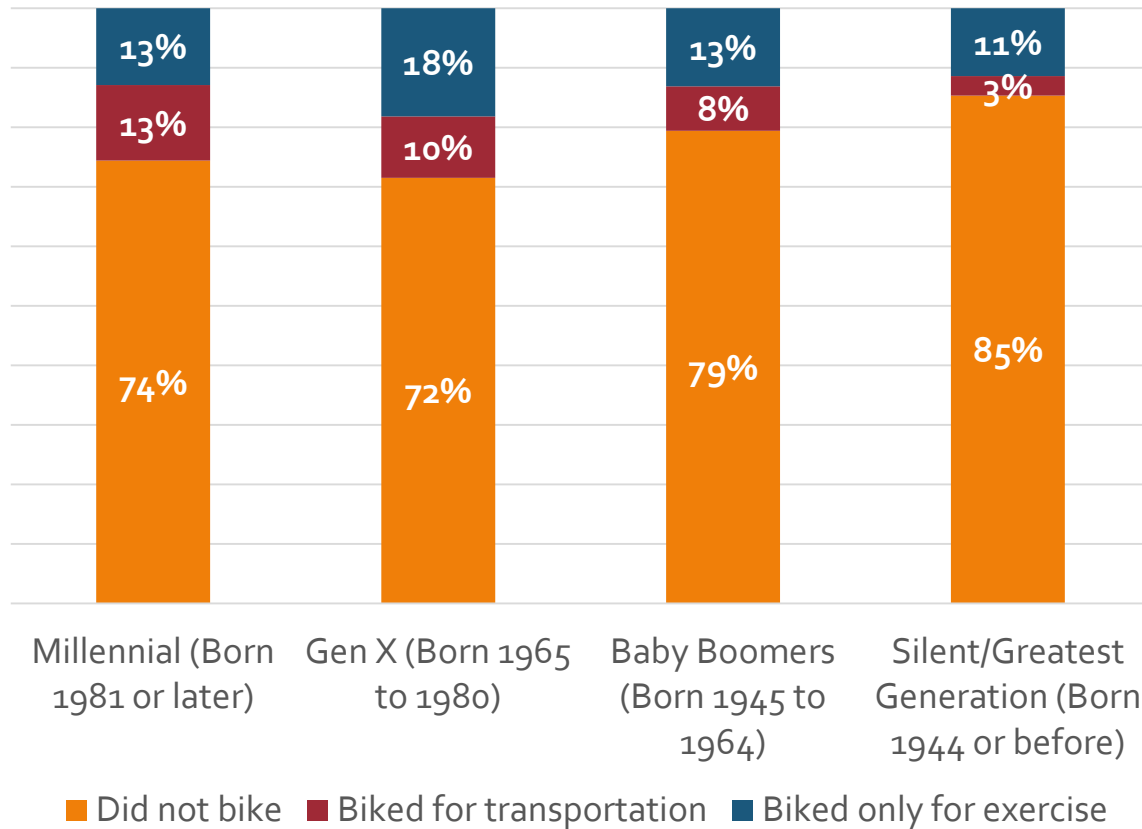
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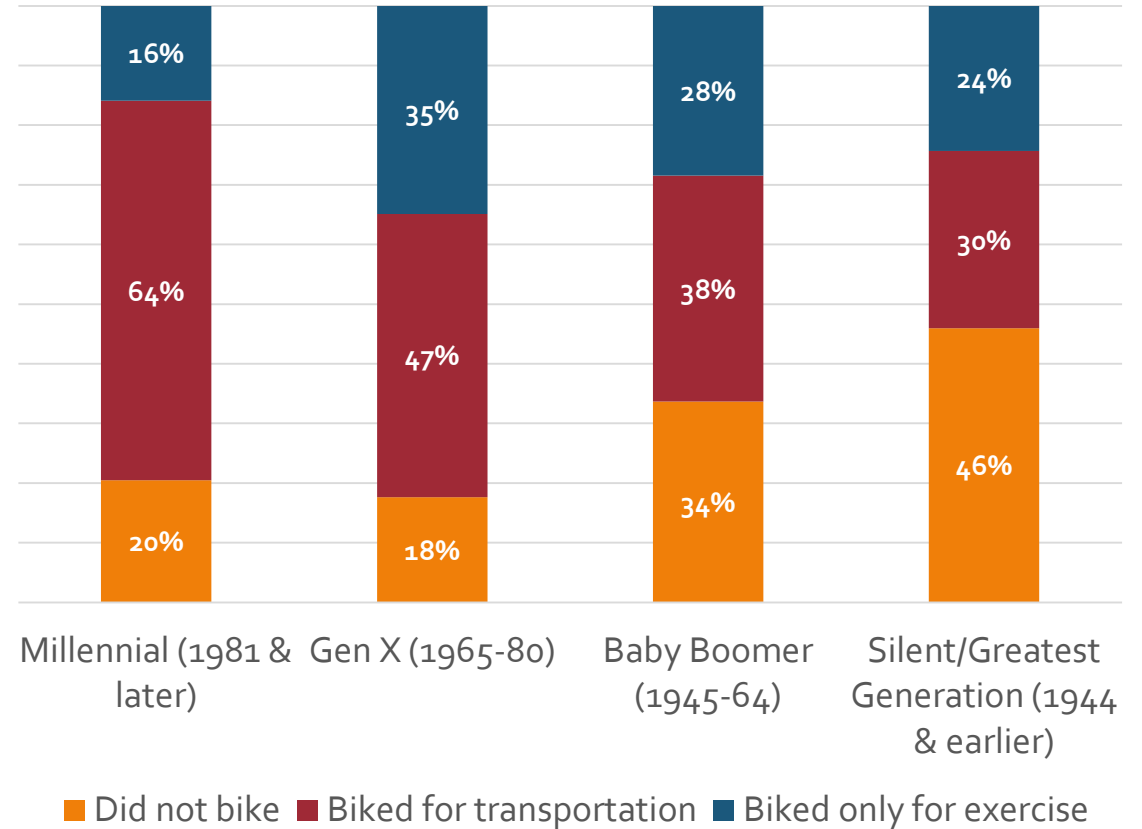


Is it just Portlandia? (or Brooklyn?)

National sample (2015)



Portland survey (2011)



Caution: Question wording and screening for physical ability to bicycle not exactly the same in both surveys.

So what?

- Millennials are not much different from GenXers
 - They bike overall at about the same rate and for similar reasons
 - Attitudes about bicycling are similar
- Where are there differences?
 - No gender gap in behavior
 - Strongest desire to bike more
 - Perhaps biking more for utility than recreation (is that due to income?)

Acknowledgements

- The research was conducted by the National Association of Realtors® and Portland State University, with additional funding from the National Institute for Transportation and Communities (a US DOT University Transportation Center).
- Project team:
Jennifer Dill and Nathan McNeil, Portland State University
Joe Molinaro and Hugh Morris, National Association of Realtors®
Joe Goode, American Strategies