***Horry County Bicycling Survey, 2014***

**Compiled by:**

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***Key findings from Horry county residents (n = 1057)***

***Demographic Information***

* Most (72%) respondents were 40 years of age and older, 85% had ridden a bicycle in the past 12 months, 48.4% were female, and 89% had a bicycle available for use on a regular basis.
* For those who had ridden a bicycle in the past year, the most common response for the number of days a week riding is 1-3 (53%).
* Average distance of bicycle trips is 1-5 miles (32%) followed by 5-10 miles (24%).

***Safety Findings***

* Major reasons for not riding a bicycle: safety (32%) and no access (32%).
* Major reasons that discourage all residents from riding: lack of bicycle lanes (82%), unsafe road conditions (81%), and speed/volume of traffic (71%).
* Top reasons for not riding on bicycle paths: not available (91%) and they don’t go where I need them to go (28%). Forty-three percent (43%) of cyclists usually ride on bicycle lanes or paths and 87% report actively seeking bike lanes or paths, when possible.
* Most residents (76%) report riding with traffic.
* Helmet use for all rides is reported by 49% of cyclists. Major reasons for not wearing a helmet: don’t have one (50%) or don’t think it is necessary for short trips (24%).
* Most (76%) strongly agreed or agreed that they would ride a bicycle to the grocery store, pharmacy or restaurant if they felt it was a safe alternative.
* 64% said drivers not sharing the road with cyclists is a serious problem.
* Major reasons for personal safety feeling threatened while riding: distracted motorists (63%) and behavior of motorists (61%).
* Eleven percent (11%) of cyclists have been injured in an accident with a motor vehicle.
* Most (85%) feel more driver education is needed about the rights of cyclists.
* Only 11% of residents are very satisfied/satisfied with how their city/town is designed for making bicycle riding safe and convenient.

***Input on Design Features to Improve Cycling Safety***

* The main responses for the design features that will make bicycling safer and more convenient: bicycle lanes with buffers (91%), managed bike lanes through intersections and traffic circles (85%), and street signs (75%).
* The major bicycle friendly changes people would like to see: more bicycle lanes (82%), more bicycle paths (80%), and better-educated drivers (58%).
* Most (85%) report they will ride bicycles more frequently if better bicycle infrastructure is available - such as bicycle lanes or multi-use paths.

***Bicycle Facility/Event Participation***

* Of those who cycled in the past year, 27% have used the Horry County Bike and Run Park, 18% have used the Cox Ferry Landing Trail, 15% have used the A-10 Mountain Bike Trail.
* 22% have participated in bicycle related events/races in Horry, while 30% have participated in bicycle events/races outside of the county.

***91% reported that encouraging bicycling would lead to a higher quality of life.***

***Methods***

***Survey design.*** The Horry County Community Bicycling Survey was modeled from the following questionnaires: the National Highway Transportation Administration (2008), the state of Georgia (2011), and the Prevention Research Center at University of South Carolina (2007). After a survey draft was composed, input on final content was sought from Grand Strand cycling community members and a city planner. The final survey was approved for distribution by the Coastal Carolina University Institutional Review Board. The survey was formatted by the Office of Institutional Research at Coastal Carolina University for online completion. The survey was anonymous and all participation was voluntary. The participants had no risk involved in completing the survey. Survey completion time was 7 to 10 minutes.

***Survey distribution and promotion.*** After approval, the survey was available as an online link from February to May of 2014 and participation was open to area residents. Links to the survey were available on the three city government websites (Conway, Myrtle Beach, North Myrtle Beach), the Horry county government website, the Myrtle Beach Chamber of Commerce webpage, and the HTC website. The survey was also promoted via several physical activity Facebook groups in this area. The survey was also sent via email to all Coastal Carolina University faculty, staff, and students. While the survey was available live it was also promoted by local TV media stations and newspapers.