

# About the Survey

▶ Sample size: 500 registered voters in Brooklyn's 11215 and 11218 zip codes

▶ Interview dates: March 27-28, 2011

▶ Key demographics:

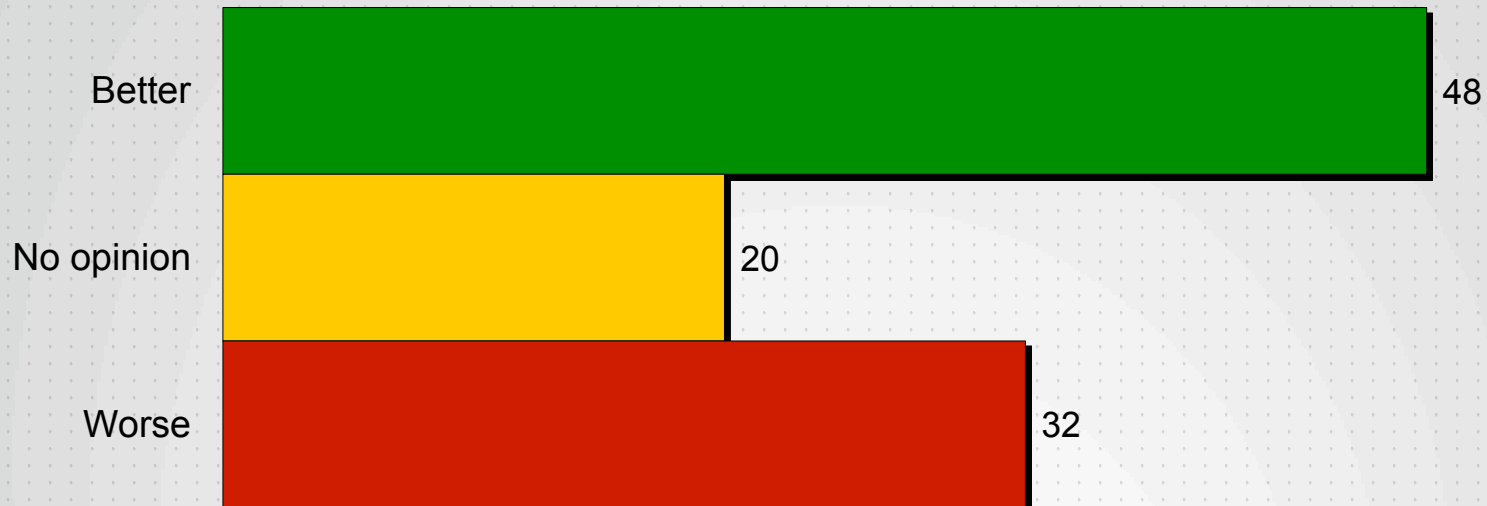
11215 zip	75%	White	78%
11218 zip*	25	Latino	8
(*north of Church Ave. and east of 36 <sup>th</sup> St.)		African-American	7
		Asian	5
Men	48	Other	2
Women	52		
		Regular bike rider	30
Under age 35	21	Non-biker	70
35-49	29	<i>Car owner/driver</i>	44
50-64	31	<i>Pedestrian only</i>	26
Age 65+	19		

# Nearly All Voters in Surveyed Area Are Aware of Prospect Park West Bike Lane

- ▶ 93% of voters in the surrounding neighborhoods say they are aware of the new bike lane and other traffic configuration changes on Prospect Park West.
- ▶ 64% say they have driven a car or other motor vehicle on Prospect Park West since the bike lane was put in place.
- ▶ 26% say they have ridden a bicycle in the new bike lane.
- ▶ 89% say they have walked along or crossed Prospect Park West as a pedestrian since the new configuration has been in place.

# Local Voters Have More Positive Than Negative Reaction to New Bike Lane

*All things considered, do you think the addition of this new bike lane on Prospect Park West has been a change for the better or a change for the worse, or do you not feel strongly about it one way or the other?*



# Reaction to Bike Lane, By Subgroups

	<u>Positive</u>	<u>No opinion</u>	<u>Negative</u>		<u>Positive</u>	<u>No opinion</u>	<u>Negative</u>
<b>All voters</b>	<b>48%</b>	<b>20</b>	<b>32</b>	<b>All voters</b>	<b>48%</b>	<b>20</b>	<b>32</b>
<b><u>ZIP</u></b>				<b><u>Travel mode</u></b>			
11215	52	18	30	Regular biker	65	10	25
11218	34	28	38	Non-biker	40	25	35
<b><u>Other region</u></b>				<i>Car owner/driver</i>	<i>38</i>	<i>18</i>	<i>45</i>
Adjacent PPW	52	14	34	<i>Pedestrian only</i>	<i>45</i>	<i>36</i>	<i>19</i>
44 <sup>th</sup> AD	44	21	35	<b><u>Race</u></b>			
<b><u>Age</u></b>				White	51	18	31
Under age 50	59	21	20	Non-white	35	28	36
Age 50+	36	20	44				

# Strong Positive/Negative Reaction

	<u>Change for the better/feel strongly</u>	<u>Change for the worse/feel strongly</u>		<u>Change for the better/feel strongly</u>	<u>Change for the worse/feel strongly</u>
<b>All voters</b>	<b>37%</b>	<b>27</b>	<b>All voters</b>	<b>37%</b>	<b>27</b>
<b><u>ZIP</u></b>			<b><u>Travel mode</u></b>		
11215	42	26	Regular biker	58	24
11218	23	31	Non-biker	28	28
<b><u>Other region</u></b>			<i>Car owner/driver</i>	26	36
Adjacent PPW	41	30	<i>Pedestrian only</i>	33	16
44 <sup>th</sup> AD	32	30	<b><u>Race</u></b>		
<b><u>Age</u></b>			White	39	27
Under age 50	49	15	Non-white	29	28
Age 50+	26	39			

# Perceived Impact of New Bike Lane

*I'm going to mention several aspects of travel along Prospect Park West that may have been affected by the creation of this new bike lane. For each one, please tell me what you feel the effect has been.*

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
Has new traffic pattern reduced speeding along PPW?	50%	22	28
	<u>More safe</u>	<u>Less safe</u>	<u>No change</u>
Has new bike lane made it more safe or less safe to walk along or cross PPW?	22%	33	38
	<u>Improved traffic</u>	<u>Made traffic worse</u>	<u>No effect</u>
Has new traffic pattern improved the flow of traffic on PPW, made the traffic flow worse, or had no effect either way?	13%	44	31

# Reduction in Speeding, By Subgroups

*Has the new traffic pattern reduced speeding along Prospect Park West?*

	<u>Yes</u>	<u>No</u>	<u>Not sure</u>
<b>All voters</b>	<b>50%</b>	<b>22</b>	<b>28</b>
<b><u>ZIP</u></b>			
11215	52	20	27
11218	45	26	29
<b><u>Other region</u></b>			
Adjacent PPW	56	21	23
44 <sup>th</sup> AD	51	22	27
<b><u>Age</u></b>			
Under age 50	51	20	29
Age 50+	50	24	26
<b><u>Travel mode</u></b>			
Regular biker	61	15	24
Car owner/driver	57	24	19

# Change in Pedestrian Safety, By Subgroups

*Has the new bike lane made it more safe or less safe to walk along or cross Prospect Park West as a pedestrian, or has it not changed things either way?*

	<u>More safe</u>	<u>Less safe</u>	<u>No change</u>
<b>All voters</b>	<b>22%</b>	<b>33</b>	<b>38</b>
<b><u>ZIP</u></b>			
11215	24	34	37
11218	17	33	39
<b><u>Other region</u></b>			
Adjacent PPW	25	40	31
44 <sup>th</sup> AD	21	37	35
<b><u>Age</u></b>			
Under age 50	26	25	45
Age 50+	19	42	31
<b><u>Travel mode</u></b>			
Regular biker	32	28	36
Non-biker	18	36	39

# Change in Traffic Flow, By Subgroups

*Has the new traffic pattern improved the flow of traffic on Prospect Park West, made the traffic flow worse, or had no effect either way?*

	<u>Improved traffic</u>	<u>Made worse</u>	<u>No effect</u>
<b>All voters</b>	<b>13%</b>	<b>44</b>	<b>31</b>
<b><u>ZIP</u></b>			
11215	14	42	32
11218	10	51	27
<b><u>Other region</u></b>			
Adjacent PPW	15	47	28
44 <sup>th</sup> AD	11	49	30
<b><u>Age</u></b>			
Under age 50	16	33	40
Age 50+	9	55	21
<b><u>Travel mode</u></b>			
Regular biker	21	34	33
Car owner/driver	12	55	28

# After Hearing Arguments on Both Sides, Narrow Majority Favors Changing or Eliminating New Bike Lane

*Now let me quickly summarize what supporters and opponents of the new bike lane have been saying. Supporters say the bike lane has created a safe path for cyclists, and the new traffic pattern has made Prospect Park West safer by reducing speeding and accidents. Opponents say the new bike lane was unnecessary, because Prospect Park itself is readily available for cyclists. They also say the changes have created new risks for pedestrians crossing the bike lane and for motorists getting in and out of their cars, and that speeding could be addressed with additional traffic lights or traffic control signals. All things considered, which of these three options would you be most in favor of:*



# Reaction After Arguments, By Subgroups

	<u>Keep as is</u>	<u>Alter</u>	<u>Get rid of</u>		<u>Keep as is</u>	<u>Alter</u>	<u>Get rid of</u>
<b>All voters</b>	<b>44%</b>	<b>25</b>	<b>28</b>	<b>All voters</b>	<b>44%</b>	<b>25</b>	<b>28</b>
<b><u>ZIP</u></b>				<b><u>Travel mode</u></b>			
11215	49	23	26	Regular biker	62	14	24
11218	28	29	35	Non-biker	36	29	30
<b><u>Other region</u></b>				<i>Car owner/driver</i>	27	30	39
Adjacent PPW	45	25	29	<i>Pedestrian only</i>	50	29	16
44 <sup>th</sup> AD	37	27	33	<b><u>Race</u></b>			
<b><u>Age</u></b>				White	44	26	27
Under age 50	57	24	18	Non-white	41	19	34
Age 50+	30	25	39				