

1. Words associated with suburban.png

Which of the following words do you most associate with this image? (choose all that apply)

	Gender		Age				Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Active	21%	20%	22%	17%	17%	22%	31%	26%	16%	24%
Industrious	14%	13%	14%	15%	10%	13%	19%	14%	12%	18%
Fun	19%	21%	18%	14%	21%	19%	25%	22%	15%	23%
Enviably	4%	4%	4%	4%	3%	5%	6%	5%	4%	4%
Familiar	29%	25%	33%	24%	28%	30%	34%	27%	27%	36%
Good Citizen	10%	10%	9%	8%	9%	9%	14%	12%	7%	10%
Dangerous	4%	6%	3%	7%	3%	5%	3%	4%	6%	3%
Annoying	11%	13%	9%	16%	10%	10%	8%	12%	12%	7%
Selfish	9%	12%	6%	10%	9%	9%	5%	10%	10%	4%
Smug	6%	8%	5%	8%	7%	6%	3%	8%	7%	3%
Elitist	7%	8%	6%	5%	8%	8%	7%	10%	7%	2%
Unfamiliar	3%	2%	3%	3%	3%	3%	2%	5%	2%	1%
Odd	2%	3%	2%	4%	3%	1%	0%	2%	3%	1%
Offensive	6%	8%	5%	5%	7%	6%	6%	5%	8%	4%
Liberal	3%	3%	3%	3%	3%	2%	5%	3%	4%	3%
Conservative	16%	15%	17%	15%	17%	16%	20%	19%	16%	14%
None of these	27%	27%	26%	24%	31%	26%	25%	23%	31%	24%
Totals	(1,000)	(474)	(526)	(131)	(258)	(413)	(198)	(336)	(418)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Active	21%	21%	24%	22%	23%	22%	15%	19%	20%	19%	24%	19%
Industrious	14%	13%	19%	13%	14%	18%	7%	13%	12%	13%	14%	15%
Fun	19%	18%	29%	19%	22%	20%	17%	14%	19%	20%	23%	13%
Envious	4%	4%	6%	2%	4%	6%	2%	1%	4%	5%	5%	3%
Familiar	29%	27%	35%	32%	32%	28%	32%	27%	28%	28%	33%	23%
Good Citizen	10%	9%	7%	15%	12%	9%	6%	9%	11%	7%	11%	8%
Dangerous	4%	5%	1%	2%	3%	6%	4%	5%	4%	3%	5%	5%
Annoying	11%	13%	0%	6%	7%	12%	12%	19%	13%	10%	9%	14%
Selfish	9%	10%	1%	5%	6%	10%	10%	16%	9%	10%	7%	10%
Smug	6%	8%	2%	2%	5%	6%	3%	12%	7%	7%	5%	6%
Elitist	7%	8%	4%	5%	7%	7%	13%	10%	6%	7%	6%	9%
Unfamiliar	3%	2%	5%	2%	4%	2%	3%	1%	3%	1%	3%	4%
Odd	2%	2%	2%	4%	2%	1%	—	1%	1%	3%	1%	4%
Offensive	6%	7%	3%	4%	4%	10%	6%	11%	7%	8%	6%	5%
Liberal	3%	3%	2%	4%	3%	3%	2%	0%	4%	3%	4%	2%
Conservative	16%	17%	12%	18%	16%	15%	23%	22%	14%	13%	19%	17%
None of these	27%	28%	22%	27%	25%	26%	31%	23%	24%	29%	23%	33%
Totals	(1,000)	(816)	(107)	(77)	(379)	(242)	(70)	(139)	(167)	(199)	(364)	(270)

2. Words associated with suburban.png

Which of the following words do you most associate with this image? (choose all that apply)

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Active	27%	26%	29%	28%	28%	28%	26%	32%	26%	24%
Industrious	7%	6%	8%	11%	5%	7%	4%	7%	6%	8%
Fun	10%	12%	8%	10%	9%	10%	10%	12%	8%	11%
Enviably	3%	3%	3%	3%	5%	2%	2%	3%	3%	2%
Familiar	22%	24%	20%	21%	19%	24%	21%	24%	19%	23%
Good Citizen	16%	19%	14%	20%	19%	11%	18%	22%	13%	14%
Dangerous	24%	26%	22%	15%	21%	27%	32%	25%	24%	21%
Annoying	13%	17%	11%	8%	13%	17%	14%	10%	15%	15%
Selfish	3%	4%	2%	1%	3%	4%	3%	3%	4%	1%
Smug	4%	4%	4%	2%	6%	5%	3%	3%	5%	3%
Elitist	4%	5%	2%	1%	2%	5%	4%	2%	5%	3%
Unfamiliar	6%	5%	8%	7%	6%	5%	9%	4%	8%	6%
Odd	4%	3%	5%	3%	4%	4%	4%	4%	4%	5%
Offensive	3%	3%	2%	1%	2%	3%	3%	1%	3%	3%
Liberal	10%	15%	6%	13%	8%	11%	8%	7%	14%	7%
Conservative	4%	3%	4%	2%	4%	3%	6%	4%	3%	4%
None of these	23%	22%	24%	19%	25%	24%	23%	21%	24%	24%
Totals	(1,000)	(474)	(526)	(131)	(258)	(413)	(198)	(336)	(418)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Active	27%	27%	27%	27%	24%	30%	29%	38%	32%	28%	25%	27%
Industrious	7%	7%	7%	8%	7%	7%	15%	8%	8%	4%	7%	8%
Fun	10%	11%	10%	5%	8%	11%	8%	14%	11%	14%	8%	8%
Enviably	3%	4%	1%	2%	2%	3%	1%	8%	4%	5%	2%	2%
Familiar	22%	21%	27%	20%	22%	23%	32%	19%	20%	21%	20%	26%
Good Citizen	16%	15%	20%	19%	16%	19%	17%	19%	17%	13%	18%	16%
Dangerous	24%	24%	24%	21%	26%	22%	21%	20%	22%	20%	27%	24%
Annoying	13%	14%	10%	13%	13%	10%	14%	18%	12%	14%	13%	15%
Selfish	3%	3%	4%	1%	3%	2%	1%	4%	4%	2%	1%	6%
Smug	4%	4%	6%	2%	5%	2%	1%	5%	3%	3%	4%	6%
Elitist	4%	4%	3%	1%	3%	4%	4%	4%	4%	3%	4%	3%
Unfamiliar	6%	7%	2%	4%	8%	6%	—	5%	3%	10%	6%	5%
Odd	4%	5%	1%	4%	4%	4%	2%	3%	4%	4%	5%	2%
Offensive	3%	3%	0%	4%	3%	2%	1%	4%	4%	2%	2%	2%
Liberal	10%	11%	8%	4%	7%	9%	14%	13%	15%	11%	7%	10%
Conservative	4%	3%	3%	5%	5%	4%	—	3%	5%	2%	4%	3%
None of these	23%	23%	23%	22%	20%	23%	31%	21%	26%	22%	21%	26%
Totals	(1,000)	(816)	(107)	(77)	(379)	(242)	(70)	(139)	(167)	(199)	(364)	(270)

3. Words associated with cyclist.png

Which of the following words do you most associate with this image? (choose all that apply)

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Active	76%	73%	79%	77%	79%	74%	76%	83%	73%	72%
Industrious	9%	7%	10%	2%	5%	12%	17%	10%	8%	10%
Fun	37%	36%	38%	29%	34%	42%	44%	47%	32%	32%
Enviably	4%	4%	3%	3%	4%	3%	4%	3%	4%	4%
Familiar	18%	16%	20%	11%	18%	19%	23%	23%	13%	20%
Good Citizen	16%	16%	16%	18%	16%	14%	18%	22%	13%	13%
Dangerous	10%	13%	8%	8%	7%	11%	17%	8%	13%	9%
Annoying	8%	10%	5%	8%	9%	7%	6%	3%	10%	9%
Selfish	2%	2%	3%	2%	2%	2%	4%	1%	3%	2%
Smug	4%	5%	4%	2%	6%	5%	2%	1%	8%	3%
Elitist	6%	7%	6%	6%	8%	6%	6%	5%	9%	4%
Unfamiliar	1%	1%	1%	1%	0%	1%	0%	—	1%	1%
Odd	3%	3%	2%	4%	3%	2%	1%	1%	4%	2%
Offensive	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Liberal	8%	9%	7%	11%	7%	9%	6%	7%	11%	5%
Conservative	5%	4%	5%	4%	3%	6%	6%	3%	5%	7%
None of these	7%	8%	6%	9%	6%	7%	3%	4%	8%	7%
Totals	(1,000)	(474)	(526)	(131)	(258)	(413)	(198)	(336)	(418)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Active	76%	76%	74%	79%	76%	76%	81%	76%	77%	79%	74%	76%
Industrious	9%	10%	5%	3%	8%	10%	6%	14%	10%	8%	8%	10%
Fun	37%	34%	50%	44%	40%	36%	39%	33%	39%	43%	34%	34%
Enviably	4%	4%	1%	4%	3%	5%	2%	2%	7%	3%	2%	3%
Familiar	18%	16%	26%	21%	20%	18%	21%	14%	14%	20%	19%	17%
Good Citizen	16%	15%	18%	21%	16%	20%	13%	12%	14%	13%	15%	22%
Dangerous	10%	11%	7%	6%	10%	12%	7%	9%	8%	9%	11%	12%
Annoying	8%	9%	3%	5%	6%	8%	8%	13%	9%	7%	7%	8%
Selfish	2%	3%	1%	1%	2%	1%	3%	4%	3%	1%	2%	3%
Smug	4%	5%	1%	2%	2%	3%	5%	8%	3%	3%	4%	6%
Elitist	6%	7%	4%	7%	4%	11%	9%	6%	4%	8%	7%	6%
Unfamiliar	1%	1%	—	0%	1%	1%	—	1%	0%	0%	1%	1%
Odd	3%	2%	1%	4%	1%	1%	3%	5%	3%	3%	1%	5%
Offensive	2%	2%	3%	2%	2%	2%	1%	4%	2%	1%	3%	2%
Liberal	8%	8%	8%	8%	8%	9%	10%	7%	10%	5%	7%	12%
Conservative	5%	5%	4%	1%	6%	4%	3%	3%	2%	5%	5%	6%
None of these	7%	8%	3%	4%	6%	6%	12%	6%	8%	6%	6%	7%
Totals	(1,000)	(816)	(107)	(77)	(379)	(242)	(70)	(139)	(167)	(199)	(364)	(270)

4. Words associated with phonedriving.png

Which of the following words do you most associate with this image? (choose all that apply)

	Gender		Age				Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Active	3%	4%	2%	3%	4%	2%	3%	4%	3%	2%
Industrious	1%	1%	1%	1%	2%	0%	—	2%	0%	1%
Fun	1%	1%	1%	2%	1%	—	1%	1%	1%	0%
Enviably	1%	1%	2%	2%	3%	1%	1%	1%	2%	1%
Familiar	9%	9%	9%	8%	12%	8%	6%	11%	7%	8%
Good Citizen	1%	1%	1%	—	2%	0%	3%	2%	1%	1%
Dangerous	92%	91%	92%	89%	86%	95%	95%	93%	89%	95%
Annoying	51%	48%	54%	43%	45%	59%	55%	50%	51%	53%
Selfish	42%	40%	44%	37%	37%	47%	48%	47%	43%	34%
Smug	11%	14%	8%	5%	9%	14%	13%	12%	10%	9%
Elitist	6%	8%	3%	2%	3%	8%	9%	5%	7%	5%
Unfamiliar	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
Odd	2%	2%	2%	4%	1%	2%	2%	2%	1%	3%
Offensive	36%	34%	37%	22%	27%	44%	49%	42%	31%	35%
Liberal	5%	6%	4%	3%	4%	5%	9%	2%	6%	8%
Conservative	1%	2%	1%	2%	3%	1%	1%	2%	2%	0%
None of these	2%	2%	2%	4%	3%	1%	—	1%	4%	1%
Totals	(1,000)	(474)	(526)	(131)	(258)	(413)	(198)	(336)	(418)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Active	3%	2%	3%	6%	2%	4%	1%	3%	3%	3%	3%	3%
Industrious	1%	0%	2%	3%	1%	2%	—	—	1%	0%	1%	1%
Fun	1%	1%	—	1%	1%	2%	—	1%	1%	1%	0%	1%
Enviably	1%	2%	1%	—	1%	2%	2%	1%	1%	3%	1%	1%
Familiar	9%	9%	11%	6%	9%	9%	8%	14%	8%	9%	9%	9%
Good Citizen	1%	1%	1%	1%	2%	0%	2%	1%	—	0%	2%	1%
Dangerous	92%	93%	86%	91%	91%	90%	89%	91%	90%	87%	93%	95%
Annoying	51%	56%	37%	35%	46%	57%	53%	54%	51%	56%	48%	52%
Selfish	42%	46%	36%	30%	38%	45%	40%	49%	45%	40%	42%	44%
Smug	11%	11%	9%	9%	10%	9%	12%	13%	15%	9%	9%	13%
Elitist	6%	6%	5%	4%	4%	7%	12%	6%	5%	4%	5%	9%
Unfamiliar	1%	2%	1%	—	2%	1%	—	2%	1%	0%	1%	3%
Odd	2%	2%	3%	1%	1%	5%	—	1%	2%	1%	2%	2%
Offensive	36%	38%	30%	27%	34%	40%	32%	36%	38%	30%	36%	39%
Liberal	5%	5%	4%	5%	4%	5%	6%	5%	6%	4%	6%	3%
Conservative	1%	2%	0%	2%	1%	1%	1%	3%	2%	3%	0%	2%
None of these	2%	2%	3%	1%	2%	1%	7%	1%	3%	3%	1%	2%
Totals	(1,000)	(816)	(107)	(77)	(379)	(242)	(70)	(139)	(167)	(199)	(364)	(270)

5. Words associated with commutercyclist.png

Which of the following words do you most associate with this image? (choose all that apply)

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Active	60%	56%	64%	67%	59%	58%	58%	69%	57%	54%
Industrious	18%	17%	19%	6%	13%	26%	23%	22%	17%	14%
Fun	31%	30%	32%	34%	33%	33%	22%	38%	27%	31%
Enviably	4%	5%	4%	2%	5%	5%	5%	5%	5%	3%
Familiar	13%	12%	14%	11%	11%	15%	14%	16%	11%	13%
Good Citizen	35%	34%	36%	35%	37%	37%	31%	50%	28%	27%
Dangerous	11%	14%	9%	6%	7%	14%	21%	8%	13%	13%
Annoying	6%	9%	4%	2%	7%	8%	8%	2%	8%	9%
Selfish	2%	2%	1%	1%	2%	2%	3%	1%	2%	2%
Smug	3%	5%	2%	1%	5%	4%	1%	1%	5%	3%
Elitist	4%	6%	2%	2%	4%	4%	5%	1%	6%	3%
Unfamiliar	3%	3%	3%	3%	4%	1%	3%	1%	4%	3%
Odd	8%	7%	9%	7%	9%	9%	9%	7%	8%	11%
Offensive	2%	2%	2%	—	2%	3%	2%	1%	2%	3%
Liberal	10%	11%	9%	11%	8%	12%	9%	11%	11%	6%
Conservative	13%	13%	14%	11%	13%	13%	16%	13%	11%	18%
None of these	8%	9%	7%	10%	7%	7%	9%	5%	10%	9%
Totals	(1,000)	(474)	(526)	(131)	(258)	(413)	(198)	(336)	(418)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Active	60%	61%	57%	58%	60%	63%	58%	58%	59%	60%	59%	64%
Industrious	18%	20%	16%	9%	18%	16%	29%	21%	16%	15%	20%	19%
Fun	31%	28%	38%	45%	36%	29%	28%	30%	40%	29%	27%	34%
Enviably	4%	5%	3%	4%	3%	5%	7%	5%	8%	3%	4%	4%
Familiar	13%	12%	21%	15%	14%	13%	10%	9%	13%	18%	10%	12%
Good Citizen	35%	35%	37%	35%	39%	34%	40%	25%	31%	39%	32%	39%
Dangerous	11%	12%	11%	7%	10%	9%	10%	11%	9%	11%	13%	11%
Annoying	6%	8%	2%	4%	6%	5%	5%	9%	8%	8%	4%	7%
Selfish	2%	2%	1%	1%	1%	0%	1%	3%	1%	1%	2%	2%
Smug	3%	4%	2%	1%	3%	2%	2%	4%	4%	2%	2%	4%
Elitist	4%	4%	0%	3%	2%	6%	4%	6%	5%	4%	3%	5%
Unfamiliar	3%	4%	—	1%	4%	3%	3%	2%	1%	5%	3%	1%
Odd	8%	9%	5%	8%	7%	8%	14%	12%	8%	7%	9%	8%
Offensive	2%	2%	0%	2%	2%	1%	—	4%	2%	2%	2%	1%
Liberal	10%	10%	8%	10%	8%	13%	9%	10%	12%	7%	9%	14%
Conservative	13%	11%	22%	18%	15%	14%	15%	7%	5%	16%	16%	12%
None of these	8%	9%	6%	6%	6%	10%	13%	6%	8%	9%	9%	7%
Totals	(1,000)	(816)	(107)	(77)	(379)	(242)	(70)	(139)	(167)	(199)	(364)	(270)

6. Attitudes toward cars and bikes

Which of the following comes closest to your opinion?

	Gender		Age				Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Roads should accommodate both cyclists and cars when it's possible	76%	75%	76%	70%	78%	77%	76%	85%	70%	72%
Roads are made for cars and shouldn't try to accommodate cyclists	18%	19%	17%	20%	16%	18%	17%	11%	21%	23%
Not sure	6%	6%	7%	9%	6%	4%	7%	3%	9%	5%
Totals (Unweighted N)	100% (998)	100% (474)	100% (524)	100% (130)	100% (258)	100% (412)	100% (198)	100% (336)	100% (418)	100% (244)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Roads should accommodate both cyclists and cars when it's possible	76%	75%	77%	76%	77%	75%	75%	75%	75%	75%	74%	79%
Roads are made for cars and shouldn't try to accommodate cyclists	18%	18%	18%	17%	17%	18%	18%	22%	20%	18%	19%	15%
Not sure	6%	7%	5%	7%	6%	7%	7%	3%	5%	7%	7%	5%
Totals (Unweighted N)	100% (998)	100% (815)	100% (107)	100% (76)	100% (378)	100% (241)	100% (70)	100% (139)	100% (167)	100% (199)	100% (364)	100% (268)

7. Attitudes toward commuter bike policy

Would you like to see policies put in place in your area that would make commuting by bicycle easier, make it harder, or do you not make any changes?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Easier	53%	53%	53%	57%	53%	51%	49%	65%	50%	41%
No changes	28%	31%	25%	21%	27%	31%	31%	21%	28%	39%
Harder	6%	6%	5%	2%	4%	8%	8%	4%	6%	8%
Not sure	14%	10%	17%	19%	15%	9%	13%	11%	16%	13%
Totals (Unweighted N)	100% (999)	100% (474)	100% (525)	100% (131)	100% (258)	100% (413)	100% (197)	100% (335)	100% (418)	100% (246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Easier	53%	49%	61%	65%	55%	56%	41%	54%	50%	50%	59%	48%
No changes	28%	30%	23%	19%	24%	27%	36%	33%	25%	28%	26%	32%
Harder	6%	6%	2%	7%	5%	7%	7%	7%	8%	5%	4%	7%
Not sure	14%	15%	14%	9%	15%	10%	16%	6%	16%	17%	11%	13%
Totals (Unweighted N)	100% (999)	100% (816)	100% (106)	100% (77)	100% (379)	100% (241)	100% (70)	100% (139)	100% (167)	100% (198)	100% (364)	100% (270)