



# Super Tuesday

## Bicycle Commuter Survey

Greater Shepparton City Council  
May 2011





## The Annual Super Tuesday Bike Count

2011 is the fifth consecutive year of the annual Super Tuesday Bike Count. In 2007, the count occurred in four inner metropolitan Melbourne councils. This year the Bicycle Network's Super Tuesday Bike Count covered 47 municipalities at close to 1100 sites across five states, namely Victoria, New South Wales, Western Australia, Tasmania and South Australia.

Super Tuesday, Australia's biggest visual bike count is designed to measure bike commuter flows in the morning peak (7–9am). The count aims to establish a reliable annual benchmark for bicycle commuting to allow those providing for bike riding to base their judgments on accurate, relevant and up-to-date information. This year, this annual benchmark was conducted on Tuesday 1 March.

2011 has been a fairly mixed bag in terms of climatic conditions and this was reflected in some of the Super Tuesday data. Western Australia experienced 30+ degree weather, with South Australia and New South Wales experiencing ideal conditions, with temperatures in the mid to high 20's.

The case in Victoria was quite different with Melbourne turning on overcast and cool conditions on the back of three days of continuous rain, which continued overnight prior to Super Tuesday. Tasmania, in particular Hobart, experienced extreme weather, with heavy rain, hail and even snow on the mountains.

As a result of the variable weather in Victoria and Tasmania, rider numbers were lower than expected, but increases were recorded in some areas. In Adelaide, Perth and Sydney rider numbers showed increases between 5 – 40%.

Data collected in Melbourne's CBD in 2007, compared with CBD data for 2011, shows a 27% increase in rider numbers on the approach to the CBD over the past five years.

Therefore, the need for local government to maintain and develop investment in quality bicycle infrastructure is paramount and needs to continue for the long-term sustainability of bicycling and its health benefits for the community.

*Mike Williamson,*

**Bike Futures Manager.**

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## 1.0 Executive Summary

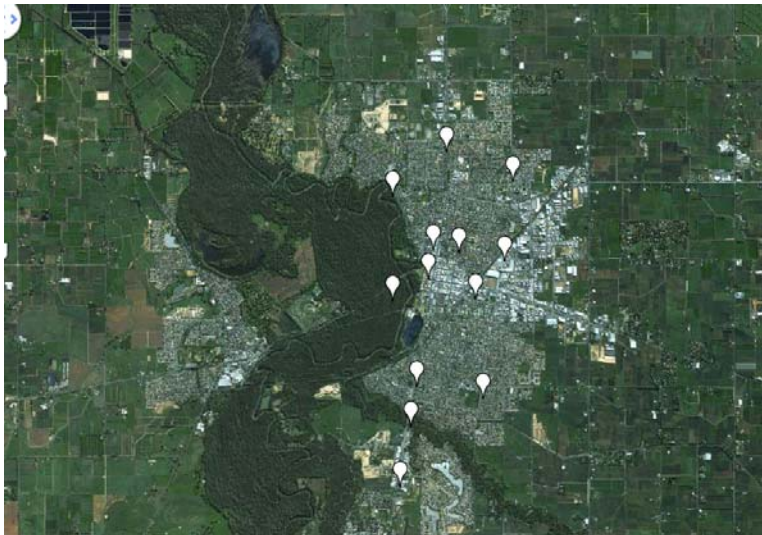
This report contains data collected between 7am and 9am on the morning of Tuesday 1 March 2011 at 13 sites in Greater Shepparton City Council.

The weather was cool and overcast on Super Tuesday 2011.

The key findings from Super Tuesday 2011 in Greater Shepparton City Council include:

- Site 5145: Goulburn Valley Hwy, 'Yanha Gurti' Share path adjacent to Broken River Dr, highway bridge and 'Yanha Gurti' Share path was the busiest commuter route in the Shepparton municipality, with a total of 63 riders.
- Shepparton recorded an average of 0.5 riders per minute at the busiest site which ranked 34<sup>th</sup> overall.
- The Goulburn Valley Highway has been identified as the key commuter route for riders in Shepparton.
- The Boulevard has been identified as a key internal commuter route in Shepparton.
- The riders at the busiest site in Shepparton are worth \$750,000 in saved bus costs.

**Figure 1 Greater Shepparton City Council Super Tuesday 2011 Count Sites**



To view all Greater Shepparton City Council 2011 count sites click on this link:

[Shepparton Super Tuesday Data](#)

## 2.0 How to Use This Report

The Super Tuesday 2011 report for Greater Shepparton City Council is in two parts that span two mediums, electronic and hard copy / pdf.

This document (the pdf / hard copy)

- Identifies key commuter routes;
- Identifies regional bicycle commuting routes and gateways outside the Shepparton area;
- And provides a commentary on changes and trends. The commentary will enable councils to more easily prepare material for internal reporting, council newsletters and press releases.

The electronic data, which includes

- The location of the count sites;
- The total number of riders passing through each site;
- The movement of riders through each site or intersection counted.

Bike Futures recommends that readers view the document pdf and the electronic data components of the report at the same time.

### 2.1 The PDF / Hard Copy Document

The portion of Greater Shepparton City Council Super Tuesday 2011 report that is presented in document form can be viewed in hard copy or as a pdf onscreen.

This document is best read onscreen, as a pdf, because it contains links to the electronic data that makes up the remainder of this report. If you are viewing this document onscreen, you can click on these links to go directly to the relevant electronic data.

(If the hyperlinks do not work when you click the mouse pointer on them, try pressing the CTRL key and then clicking the mouse button.)

Readers who are unable to read this document onscreen may still access the electronic data through the links that are given in the text by typing the link into the address box at the top of their internet browser window. (See the List of Links to Electronic Data at the end of this document.)

A second advantage of reading this document electronically is that the quality of the images will be better. Much of the content of this report is represented in highly detailed tables and digital maps, so Bike Futures advises readers who cannot view this document on a computer screen to ensure their hard copy has a high standard of colour image reproduction.

## 2.2 Viewing the Electronic Data

The second part of this report is the Super Tuesday count data, which has been collected, processed and interpreted in electronic form, using Google Earth.

Viewing the data on Google Earth makes this data far more accessible. Readers can see the site locations, and analyse the data on rider numbers and their movements.

Google Earth allows users to zoom in and out of a map location. Users can also choose to view the count sites on two-dimensional outline maps, three-dimensional topographic maps or as a satellite image.

The flow maps, another feature of Google Earth, show the flow or density of bike commuters.

The Super Tuesday team makes every effort to ensure the full accuracy of the collection and entry of the Super Tuesday data. However, we also retain all of our Super Tuesday data collection records, either electronically or in hard copy form, to verify our figures if necessary.



## 3.0 Commentary

### 3.1 Greater Shepparton City Council Rider Numbers

The total numbers of riders and the movement of riders at each of the sites in Greater Shepparton City Council can be viewed via the link below, which will provide an electronic and interactive version of the table shown in figure 2.

**Figure 2 Count Sites in Greater Shepparton City Council, 1 March 2011**



**Count sites in VIC, 1-3-2011**

Council	Legs	Location ... sort columns by clicking on the column headings	Map ref	Map	am tot	r
Shepparton	4	Goulburn Valley Hwy, 'Yanha Gurtl' Share path adjacent to Broken River Dr, highway bridge and 'Yanha Gurtl' Share path	675 N2	<a href="#">map 5145</a>	63	-
Shepparton	4	Maculata Dr, Balaclava Rd, The Boulevard towards reserve and The Boulevard - count on and off road as one and same	673 N6	<a href="#">map 5140</a>	51	-
Shepparton	3	Goulburn Valley Hwy (including shared path in outer separator) towards Riverview Dr, Kialla Lakes Dr and Goulburn Valley Hwy	675 N5	<a href="#">map 5148</a>	42	-
Shepparton	4	Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St	673 R8	<a href="#">map 5139</a>	38	-
Shepparton	3	Verney Rd towards King Richard Dr, Verney Rd and Graham St - count on and off road as one and same	673 R5	<a href="#">map 5147</a>	36	-
Shepparton	4	Welsford St towards War Memorial, Fryers St towards Goulburn Valley Hwy, Welsford St and Fryers St	673 O8	<a href="#">map 5136</a>	36	-
Shepparton	3	Shepparton - Mooroopna causeway path (at junction) towards bridge, Causeway - Aquamoves path and Shepparton - Mooroopna causeway path	673 N9	<a href="#">map 5146</a>	36	-
Shepparton	4	Goulburn Valley Hwy towards Meaklim St, Wilmot Rd, Goulburn Valley Hwy and Longstaff St	673 O12	<a href="#">map 5143</a>	35	-
Shepparton	4	Goulburn Valley Hwy, Pine Rd, Goulburn Valley Hwy and Brauman St- count on and off road as one and same	673 P4	<a href="#">map 5141</a>	34	-
Shepparton	4	Archer St, Poplar Ave, Archer St and Wilmot Rd (dog leg)	675 Q1	<a href="#">map 5144</a>	33	-
Shepparton	4	Thompson St, Midland Hwy (showground), St Georges and Midland Hwy	673 Q9	<a href="#">map 5142</a>	30	-
Shepparton	3	Knight St towards highway, Welsford St and Knight St	673 O7	<a href="#">map 5137</a>	28	-
Shepparton	4	Corio St towards Corio Ave, Knight St towards church, Corio St and Knight St	673 P8	<a href="#">map 5138</a>	22	-

Click this link to see figure 2 in full: [Shepparton Super Tuesday Data](#)

### 3.2 The Busiest Commuter Routes in Greater Shepparton

Table 1 shows the busiest intersections recorded in Greater Shepparton City Council Super Tuesday count. This table is best viewed electronically to allow a greater understanding of rider movements at each of the intersections.

**Table 1 The Five Busiest Commuter Locations in Greater Shepparton**

Council	Location	Map Ref	Map	Total Rider Numbers
Greater Shepparton	Goulburn Valley Hwy, 'Yanha Gurti' Share path adjacent to Broken River Dr, highway bridge and 'Yanha Gurti' Share path	675 N2	<a href="#">map 5145</a>	63
Greater Shepparton	Maculata Dr, Balaclava Rd, The Boulevard towards reserve and The Boulevard	673 N6	<a href="#">map 5140</a>	51
Greater Shepparton	Goulburn Valley Hwy (including shared path in outer separator) towards Riverview Dr, Kialla Lakes Dr and Goulburn Valley Hwy	675 N5	<a href="#">map 5148</a>	42
Greater Shepparton	Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St	673 R8	<a href="#">map 5139</a>	38
Greater Shepparton	Verney Rd towards King Richard Dr, Verney Rd and Graham St	673 R5	<a href="#">map 5147</a>	36

- Site 5145: Goulburn Valley Hwy, 'Yanha Gurti' Share path adjacent to Broken River Dr, highway bridge and 'Yanha Gurti' Share path was the busiest commuter route in the Shepparton municipality, with a total of 63 riders. Of this, the majority of riders (37) were travelling north on the Goulburn Valley Highway.
- Site 5140: Maculata Dr, Balaclava Rd, The Boulevard towards reserve and The Boulevard was another significant location in the Shepparton municipality. This site recorded a total of 51 riders.
- Site 5148: Goulburn Valley Hwy (including shared path in outer separator) towards Riverview Dr, Kialla Lakes Dr and Goulburn Valley Hwy was another busy site recorded on Super Tuesday, with a total of 42 riders.

### 3.3 Other Significant Findings

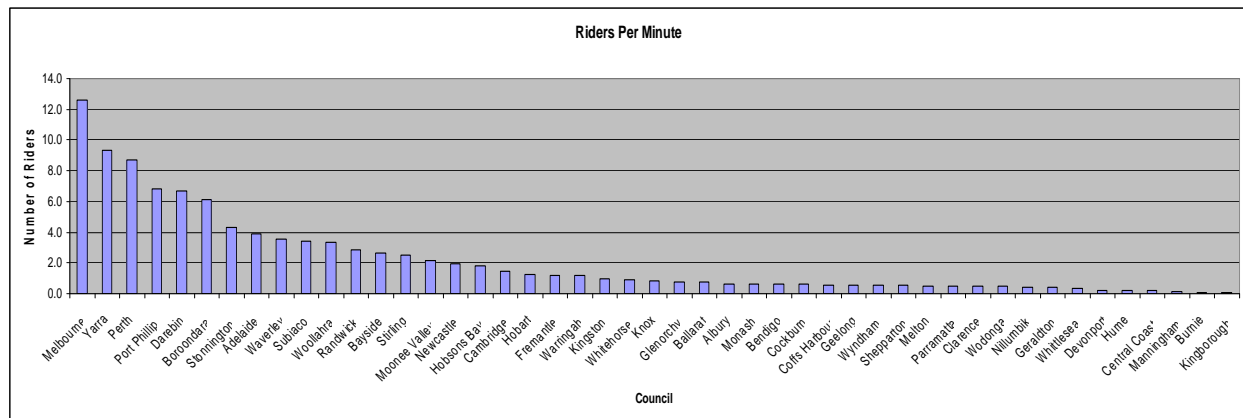
- Site 5139: Hawdon St, Andrew Fairley Ave, Railway Pde and Knight St was another significant site on Super Tuesday with a total of 38 riders recorded. The main flow of riders was recorded travelling north on Hawdon Street.

## 3.4 Food for Thought

### 3.41 Riders Per Minute

*Riders per minute are calculated on the busiest counted site in each municipality.*

**Figure 3 Riders Per Minute**



- Figure 3 shows Shepparton was ranked 34<sup>th</sup> overall in the busiest count sites from across the country, with an average of 0.5 riders per minute.
- This shows Shepparton is comparable to the outer Metropolitan Melbourne councils of Melton and Wyndham. It is also comparable to the outer Metropolitan Sydney council of Parramatta and the major Victorian and NSW regional cities of Geelong and Coffs Harbour.

### 3.42 What's the Value?

- Shepparton had a total at their busiest site of 63 riders.
- A public transport bus holds 40 people and costs approximately \$500,000.
- A total of 1.5 buses would be required to carry these riders.
- Therefore, these riders are worth \$750,000 in saved bus costs.

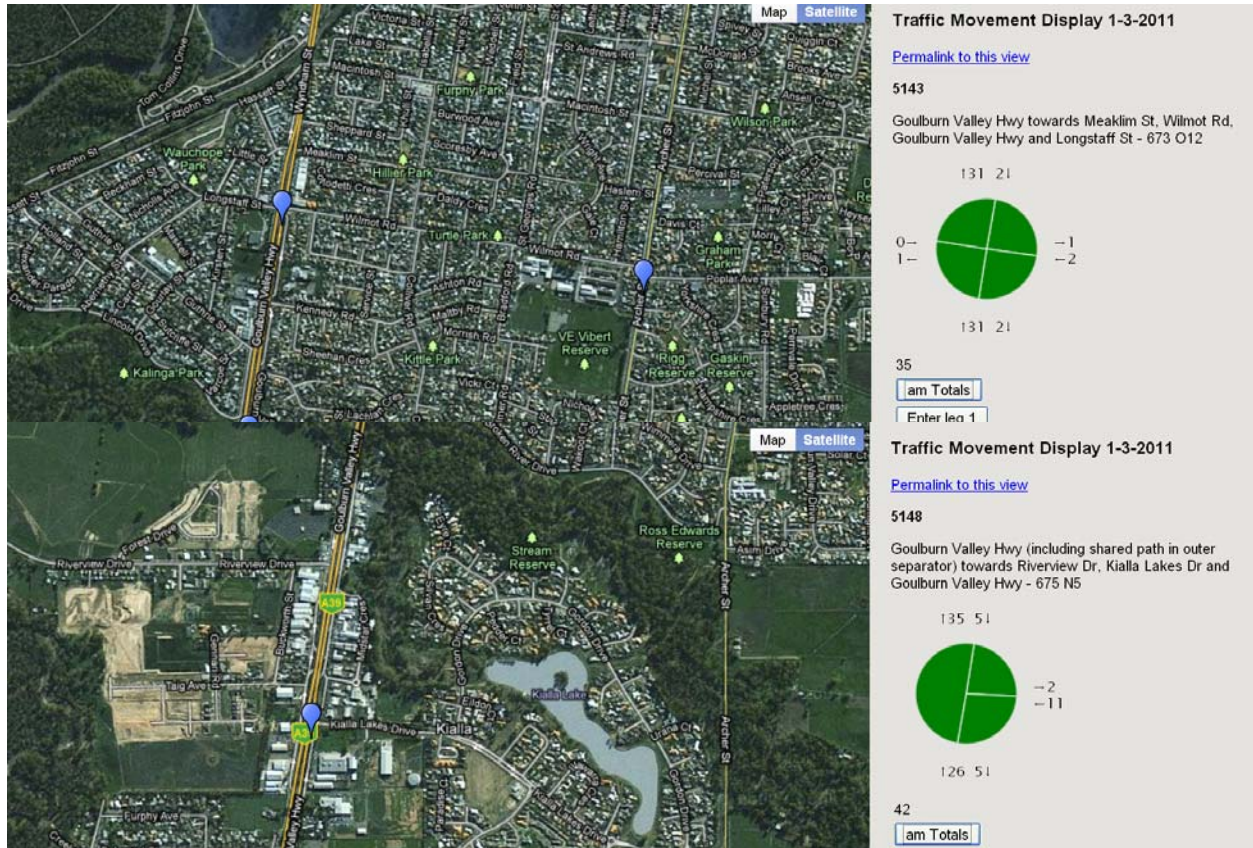
*\*\* \$500,000 is the estimated initial cost for purchasing a public transport bus.*

*\*\* This was sourced from a news release from the Premier of New South Wales.*

## 3.5 Observations on Key Sites

### 3.5.1 Goulburn Valley Highway

Figure 4 Sites 5143 & 5148



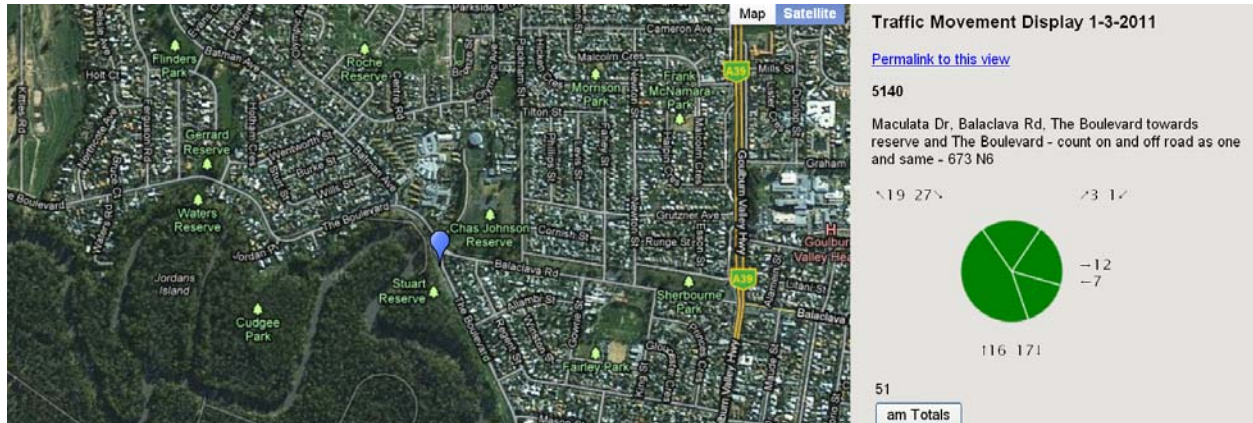
The Goulburn Valley Highway has been identified as the key commuter route for riders in Shepparton. This route from the south draws in riders back from Kialla and Kialla West.

Site 5148 in figure 4 highlights this as 26 riders were recorded travelling north into this intersection, with 35 riders continuing north out of this site on route to the city centre.

To further strengthen the significance of this northbound route, as riders approach the city centre, in particular at site 5143, 31 were recorded travelling towards the city centre.

### 3.5.2 The Boulevard

**Figure 5 Site 5140**



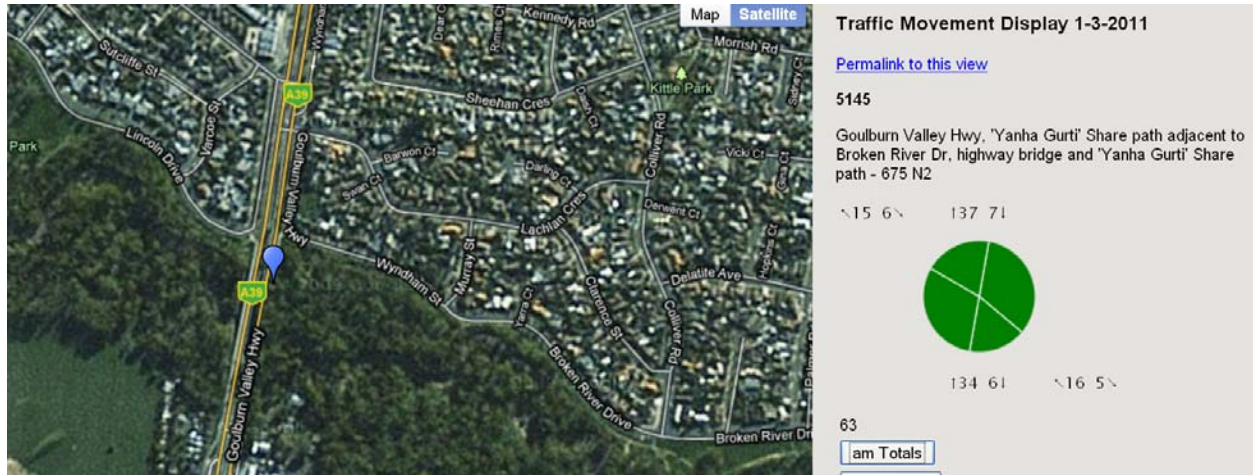
The Boulevard has been identified as a key internal commuter route in Shepparton. As indicated in figure 5, 27 riders were recorded travelling south into this location with 17 of these riders continuing south along the Boulevard.

This route links to Knight Street, which carries riders across the northern end of the city centre and provides a link to the major commuter carriageway of the Goulburn Valley Highway.

Of interest, 12 riders were recorded travelling east on Balaclava Road from this location, to possibly link to New Dookie Road to the east.

### 3.5.3 Yanha Gurti Shared Path

Figure 6 Site 5145



The Yanha Gurti Shared path is another key commuter route for riders in Shepparton. This path provides riders with an east/west route along the southern boundary of the city centre, with key access points to a number of key on-road commuter routes.

This is best demonstrated at site 5145, where this crosses the Goulburn Valley Highway, 16 riders were recorded travelling north-west into this site, with 15 riders continuing on in the same direction through Kalinga Park.

### 3.5.4 Commuter Flow at the Busiest Site in Shepparton

**Figure 7 Commuter Flow at Site 5145**



Access the full Google Earth map Victoria through the Google Earth attachment accompanying this report.

Figure 7 illustrates the rider flow at the busiest locations counted in Shepparton on Super Tuesday.

## 4.0 Recommendations for Further Analysis

- To get a more in-depth understanding of rider movement and patterns, the Greater Shepparton City Council should consider undertaking further services that are available in the Bike Futures program which are specifically designed to help and inform local government.



## 5.0 Other Tools for Councils

These tools from the Bike Futures Toolbox may be of use to councils wanting to learn more about their current bike facilities and rider numbers and movements within their municipality. Visit the Bike Futures website ([www.bikefutures.com.au](http://www.bikefutures.com.au)) to learn more, or contact the Bike Futures team to discuss how your council can better utilise these tools.

### 5.1 BikeScope

BikeScope is an online consultation tool that collects base data and direct input from riders, allowing in-depth analysis of an area's bike riding environment. The analysis looks at all bike facilities and infrastructure in a council area and provides feedback from the views of the riding community.

BikeScope helps councils identify and prioritise the actions that will improve and increase cycling in their municipality, clearly identifying resident riders' needs with qualitative certainty.

Click on link to learn more: <http://www.bv.com.au/bike-futures/40536/>

### 5.2 Census Data

We use data obtained from the Australian Bureau of Statistics to understand the role of bikes as a mode of transport. With a sample size of more than one million people who travel to work, this data represents the most comprehensive data set for cycling trips to work in Melbourne.

Click on link to learn more: <http://www.bv.com.au/general/bike-futures/91532/>

### 5.3 RiderLog

RiderLog is a free iPhone app. Once downloaded, the app will log your ride in your phone and track your cumulative distance and time, providing a record of your activity. The data is then anonymously uploaded to the Bicycle Network to show when, where and why people ride.

Click on link to learn more: <http://www.bv.com.au/general/ride-to-work/91481/>

### 5.4 Intercept Surveys

A good way to find out what riders need in your municipality is to ask them. To gather information on rider attitudes and behaviours, a coffee cart can be set up along a route and riders are offered a free coffee. At this time riders can be interviewed on specific issues.

### 5.5 Bike Path Audits

Good access, connectivity, gradient and user safety are all key features of a successful shared path. These encourage a greater number and wider range of

users. Therefore, it is important that councils audit the shared paths in their area and establish a prioritised works program.

Path audits identify the areas which can be improved or modified. Key findings are then ranked in order of priority to enable the responsible authority to carry out works in a manner that will add the most benefit.

Click on link to learn more: <http://www.bv.com.au/general/bike-futures/10562/>

## **5.6 Telephone Surveys**

Telephone surveys can be undertaken on behalf of local government to gather feedback from ratepayers and assess performance against benchmarks. They are a useful tool in gathering information about bike riding.

Click on link to learn more: <http://www.bv.com.au/general/bike-futures/91545/>

## 6.0 Greater Shepparton City Council and the Bike Futures Program

### *Summary of participation in the Bike Futures program:*

- A BikeScope survey is confirmed for 2011.
- Participated in the Super Tuesday Bike Count in 2011
- Did not participate in the first Super Sunday Bike Count in 2010
- Was not represented at the 2009 or 2010 Bike Futures conferences (Bike Futures recommends a minimum of two delegates per council at the Conference)
- The council has not yet utilised the RiderLog application.

### *Current situation – Bike Plan:*

- Greater Shepparton City Council has a Bicycle Strategy (2000, reviewed in 2006)

## APPENDIX A: Complementing the Super Tuesday Data

### A.1 Loop Counter Data

Automatic counters run all day every day. This data is useful in assisting to calibrate and verify the visual count data collected on Super Tuesday and thus, provide councils with a more in-depth understanding of riding trends.

In general there are visual count sites up or downstream of automatic counters. The additional data from the automatic counters is unlikely to significantly change the flow maps.

**Table 2 Melbourne Automatic Counter Data**

DESCRIPTION	7:00 AM	8:00 AM	2Hr ST Total	24HrVOL
(BIKE PATH)ST. GEORGES RD	190	351	541	1886
(BIKE PATH)ANN TRAIL NO:1	22	44	66	286
(BIKE PATH)MAIN YARRA TRAIL NO:1	63	60	123	529
(BIKE PATH)KOONUNG TRAIL	74	39	113	509
(BIKE LANE)FLEMINGTON RD NW BD	12	16	28	438
(BIKE LANE)FLEMINGTON RD SE BD	76	150	226	532
(BIKE LANE)ROYAL PDE N BD	31	133	164	4240
(BIKE LANE)ROYAL PDE S BD	346	625	971	2193
(BIKE PATH)ST. GEORGES RD NO.2	89	94	183	627
(BIKE PATH)GARDNERS CREEK TRAIL NO.2	156	100	256	877
(BIKE PATH)SCOTCHMANS CREEK TRAIL	22	22	44	220
(BIKE LANE)ST. KILDA RD N BD	230	354	584	1573
(BIKE PATH)SOUTH BANK	232	291	523	1931
(BIKE PATH)CANNING ST	219	600	819	2749
(BIKE PATH)UPFIELD RAILWAY LIN	127	238	365	1152
(BIKE PATH)CAPITAL CITY TRAIL	145	294	439	1431
(BIKE PATH)CAPITAL CITY TRAIL 2	342	495	837	2387
(BIKE PATH)GARDINERS CREEK TRAIL	373	273	646	1851
(BIKE PATH)TRAM 109 TRAIL	136	181	317	900
(BIKE PATH)BAY TRAIL	139	169	308	962
(BIKE PATH)ANN TRAIL NO:2	23	21	44	144

- Table 2 shows the numbers recorded from the Automatic Counters across the network in metropolitan Melbourne.
- The numbers tabulated above are the totals recorded from Tuesday 1 March in each of the available directions.
- This data is useful in assisting to calibrate and verify the visual count data collected on Super Tuesday.

## **APPENDIX B: Super Tuesday**

### **B.1 Aims and Purpose**

The Super Tuesday project provides reliable annual figures of bicycle commuters and their movements on roads and bike paths. This information is accurate, relevant, up-to-date and – for those councils who participate in Super Tuesday for consecutive years – cumulative, making the Super Tuesday data an important tool for councils, who are responsible for providing bike riding facilities for their constituents.

Super Tuesday is designed to complement the surveys that individual councils and other agencies run on a regular or occasional basis. To better inform council's decisions, Greater Shepparton City Council has commissioned Bike Futures to run the Super Tuesday bicycle count in their area.

The Super Tuesday count is a bike commuter count conducted simultaneously across council boundaries. The project aims to answer two questions:

- How many riders are there?
- Which routes are riders using?

The Super Tuesday sites collect data from popular commuter routes in this municipality and from subsidiary routes that are of a lower priority.

The sites are staffed by volunteer counters who record their observations on standardised counting templates (see Visual Count Sheets in Appendix B). This data is submitted to Bike Futures and compiled into reports for participating councils.

### **B.2 Visual Count Sites**

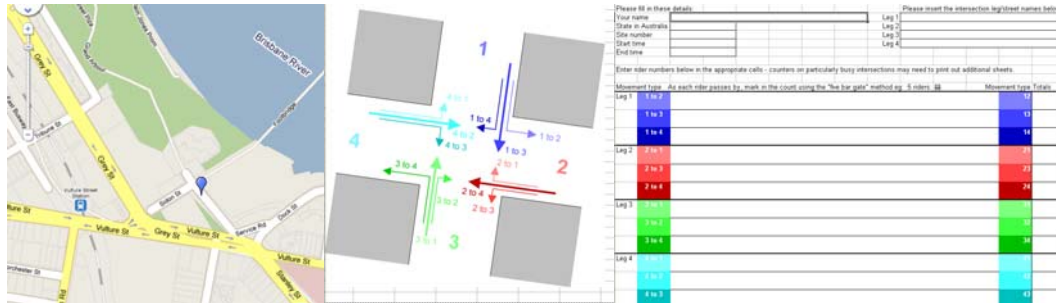
Super Tuesday project aims to record the movements of a minimum of 80% of riders. To determine rider routes, the sites are placed along known bicycle commuter routes and at locations on known or suspected 'tributaries'. Sites are more spread out at the outer edge of the rider catchments and more closely clustered near high volume destinations. Councils can also request counts at locations where they are considering infrastructure or where they have infrastructure planned, in order to establish a 'before' data set.

Initially, the sites are selected in consultation with the commissioning local government. Sites are designated in locations that are considered worth counting in the long term. In subsequent years some sites may be eliminated; for example where the data shows that there is no rider route. Sometimes, sites may be moved to a better location along a route. But we recommend using the same sites from year to year as much as possible, for the sake of continuity.

## B.3 Visual Count Sheets

All bicycle movements are counted at each site and recorded in a spreadsheet (hard copy). An example of a four-way intersection count sheet for 2011 is shown here:

**Figure 8 A Four-way Intersection Count Sheet from Super Tuesday 2011**

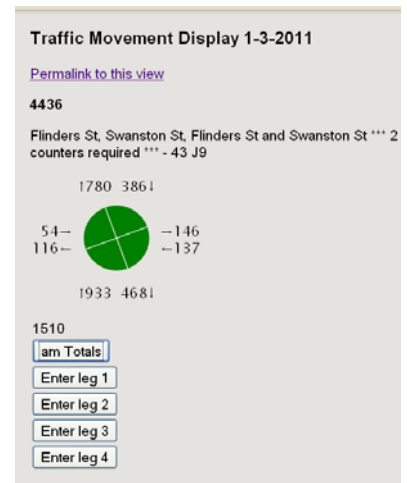


Following the completion of the visual count, counters are able to send the count data to Bike Futures in one of three ways, as follows:

1. Enter the data directly online via the Bike Futures web link.
2. Via email with the completed electronic spreadsheet attached.
3. As a 'hard copy' spreadsheet in the post.

Once data has been entered and checked, it is displayed in an electronic form, as shown on the right. Each intersection 'balloon' shows total rider numbers and the movement of riders through the intersection.

Each council has access to the data for their municipality electronically, through the clickable map of their count area and through the links in the table showing their list of count locations.



## APPENDIX C: Media Coverage

**Table 3 Print Media Coverage for Super Tuesday 2011**

PRESS	STATE	DATE	ARTICLE	PAGE	CIRCULATION
Coffs Coast Advocate	NSW	20/01/2011	Bike Census	pg 3	30,666
Burnie Advocate	TAS	21/01/2011	Hunt is on for bicycle counters	pg 19	22,786
Ballarat Courier	VIC	22/01/2011	Headcount keeps tabs on cyclists	pg 36	19,163
Geraldton Guardian	WA	28/01/2011	City handles bike count	pg11	7,835
Progress Leader	VIC	15/02/2011	Counting on volunteers	pg 11	70,100
Geelong News	VIC	23/02/2011	Cyclist pedal towards Super Tuesday	pg 4	74,352
Maribyrnong Weekly	VIC	23/02/2011	Rob ready to take a punt on refloat	pg 7	62,008
Parramatta Sun	NSW	24/02/2011	Count has riders in its sights	pg 10	63,444
Coffs Coast Advocate	NSW	25/02/2011	Bike riders, be sure you are counted	pg 12	30,666
Launceston Examiner	TAS	28/02/2011	Headcount keeps tabs on cyclists	pg 14	31,947
Woolgoolga Advertiser	NSW	28/02/2011	Super Tuesday; do your bit for cyclists	pg 7	7,400
Stonnington Leader	VIC	1/03/2011	It's a wheely big deal	pg 3	54,310
Western Suburbs Weekly	WA	1/03/2011	Wheels in motion for better facilities	pg 14	42,978
Geraldton Guardian	WA	2/03/2011	Count aims to pinpoint bike routes	pg 2	7,835
Launceston Examiner	TAS	2/03/2011	Tally shows North's cyclists out in force	pg 8	31,947
Bendigo Weekly	VIC	4/03/2011	Counting on the future	pg 47	36,079
Bayside Leader	VIC	22/03/2011	Ban trains and trams too	pg 27	40,403
<b>TOTAL EYEBALLS</b>					<b>633,919</b>

- Table 3 shows a list of the print media coverage generated from Super Tuesday 2011.
- As highlighted, there was coverage in four of the five participating states.
- The total number of “eyeballs” indicates the high level of interest that Super Tuesday generated amongst the general community.