



## ***Cycling in 2010***

Qualitative research findings

*“Getting somewhere”*



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# Background and research objectives

- ... identify the barriers and motivators to bike riding and thus to better understand why people make the decision to ride rather than use other modes of transport
- ... hear bike riders' first-hand experiences
- ... inform DoT about issues relating to cycling from bike riders' perspectives
- ... better understand how to focus marketing and messages to specific segments of the bike riding population in order to increase effectiveness of marketing campaigns, and increase take-up of cycling in all its forms

## Qualitative structure – focus groups

### Potential cyclists

Cycled infrequently

1 group males

1 group of females

### Current cyclists

Cycled regularly

1 group males

1 group of females

**n=30 participants**

**All had cycled in the last 6 months**

## Summary Content

Map of Cycling

Motivators and facilitators : Barriers and inhibitors

When does a bike rider become a cyclist?

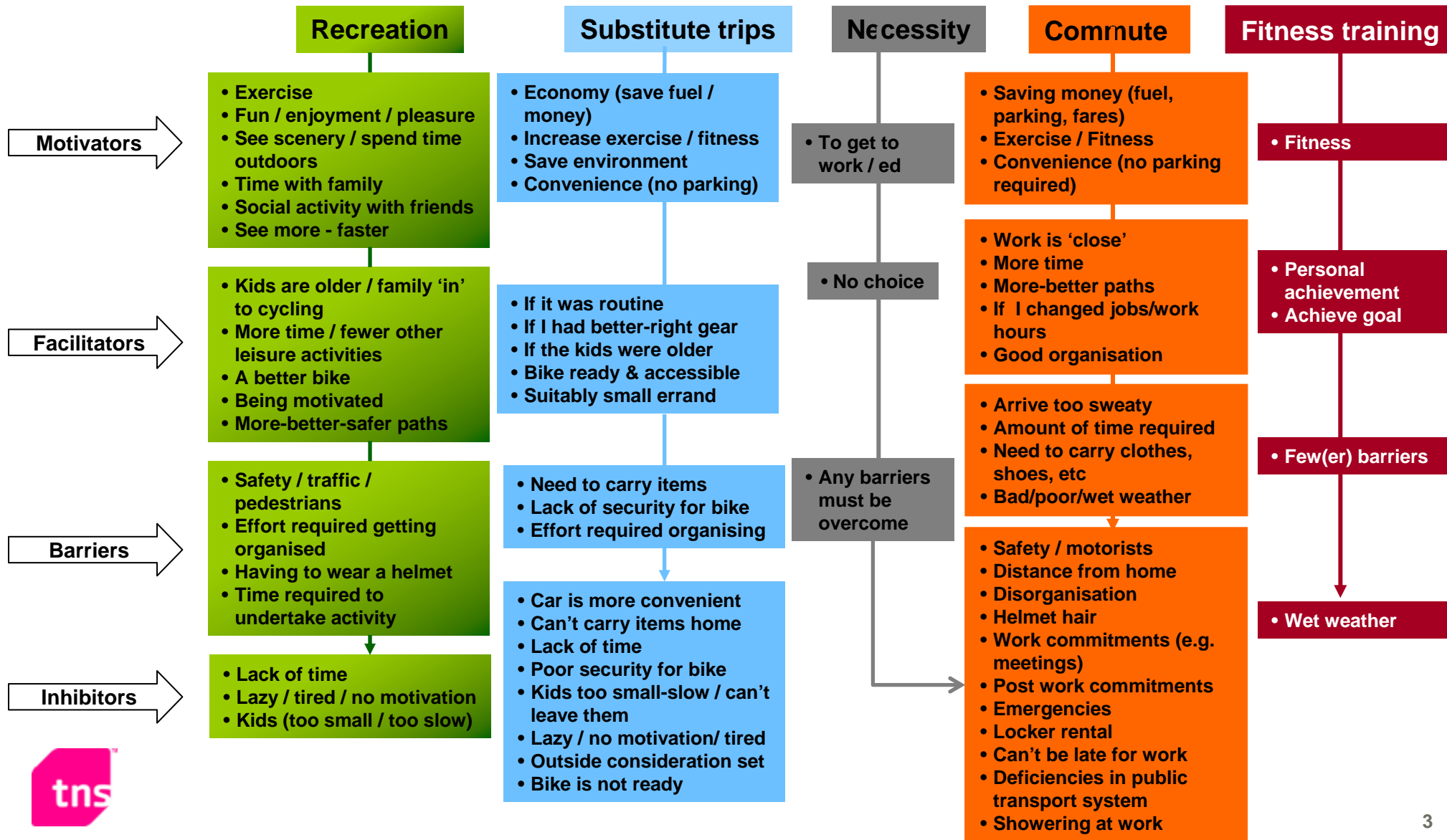
Competency and Cycling Distance

Cycling and Public Transport

Beliefs and Cycling

Summary of Findings

# A 'map' of cycling



# Observations about the types of cycling

Recreation

Substitute trips

Necessity

Commute

Fitness training

No obvious direct progression across types ... at least not inevitable that all recreational cyclists will eventually commute

Each cycling type seems to be discrete – with its own barriers and facilitators

However, most viable entry point is *recreational* cycling as:

- Lower level equipment required
- Can do it at own pace
- Helps build skills

It is also probable that some people ‘dive’ directly into commute cycling, but it is expected that they would come from a base of existing competence and fitness

It is unlikely people would purchase a bike specifically for *substitute trips* – it appears that these are a by-product of *recreation* and *commute* cycling

Commute and fitness cyclists are differentiated by their ‘seriousness’, and at the top end of the spectrum, this is usually accompanied by manifestations of ‘seriousness’ e.g. multiple bikes, special clothes and equipment

Is there a progression across the different types of cycling?

*Q: Do you consider yourself to be a cyclist?*

'Yes' answers shown

	Males	Females
Current	5 / 7	4 / 7
Potential	2 / 8	1 / 8

64% considered themselves 'cyclists'

19% considered themselves 'cyclists'

40% of males considered themselves to be cyclists

60% of females did not consider themselves to be cyclists

30% considered themselves to be cyclists

**Q: Why?**

- I ride regularly
- I'm serious about cycling

**Q: Why not?**

- I don't do it regularly enough

## Who considers themselves a 'cyclist'?

Understanding the criteria by which a person judges whether they are a cyclist is important ...

# A 'cyclist' is ...

***“Just standing in a garage doesn't make you a car!”***

## Frequency

- Need to ride frequently

## Bicycle

- Needs to be 'good enough'
- Multiple / special purpose bikes

## Dress

- Wear Lycra
- Have special comfort clothing (e.g. padded pants)

## Distance

- Need to ride long(er) distances

## Degree of involvement

- Takes part in cycling events
- May be in a cycling club

## Equipment

- Have gadgets / gear e.g. trip computer; shoe clips

## Intent / purpose

- 'Serious' about cycling
- Ride for a 'higher' purpose e.g. fitness; training; sport

## Habitual

- *“It becomes second nature!”*

***“Anyone who cycles is a cyclist ...”***

**Who/what is a 'cyclist'?**

**How  
competent  
are you?**

Recreation

Commute

Substitute car  
trips

Current Females  
n=7

7

2

5

Current Males  
n=7

7

4

4

Potential Females  
n=8

4

1

3

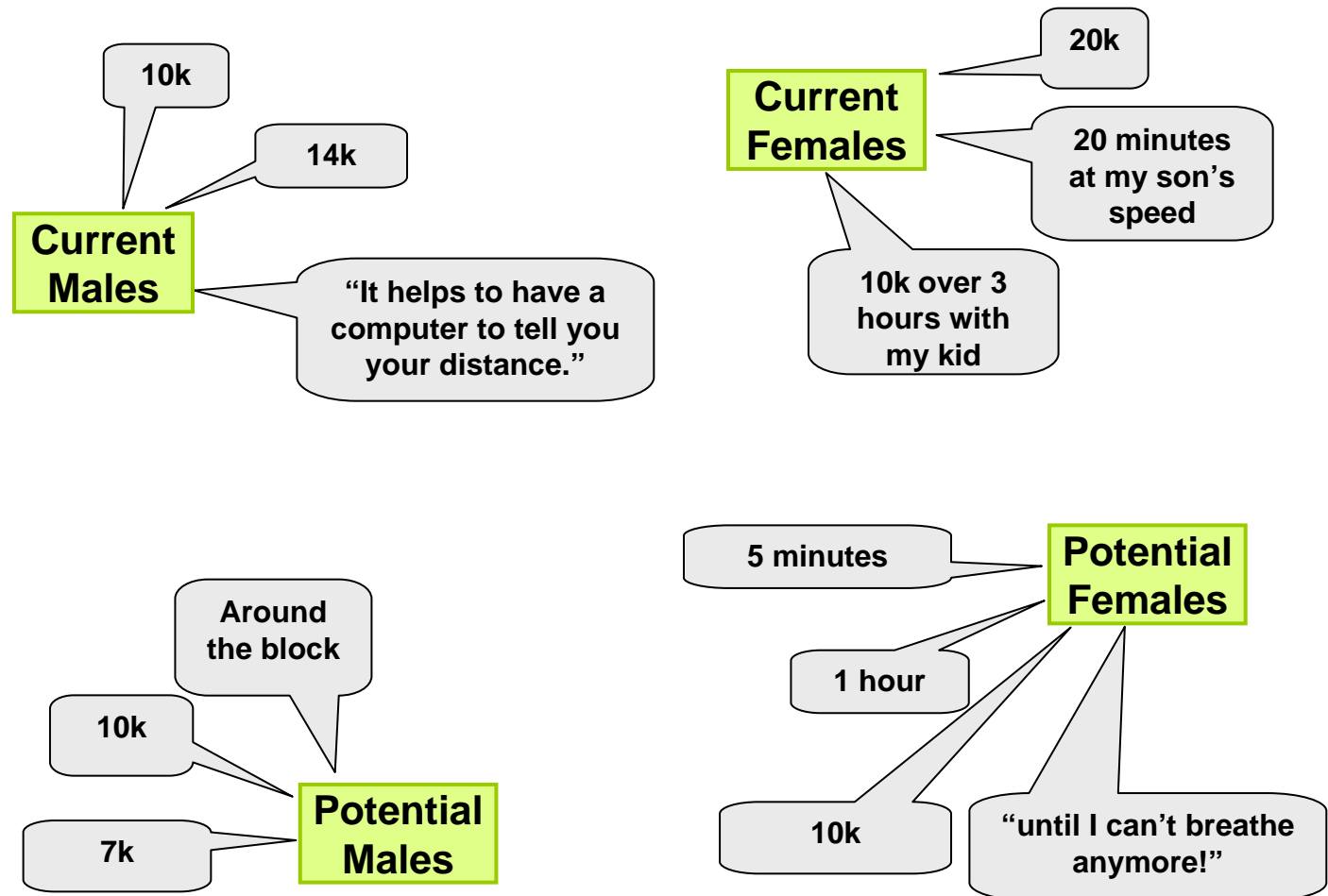
Potential Males  
n=8

5

3

4

## How far is too far to ride?



For many, about 10k generally seemed to be considered a reasonable distance, (except when travelling with children), although some don't know how long it takes to ride set distances

## What impact does public transport have on commute cycling?

### No bikes in peak hours

- Can't split journey
- Have to leave home early
- Have to leave work early

### Availability of secure storage

- Bike lockers hard to get
- Secure pens can be problematic also

### No back-up plan

- If anything goes wrong on the way to or from work you're stuck

## Could 'Bike and Park' be a viable alternative to 'Ride and Park'?

### Personal hygiene

- Wear your special bike clothes on the train?
- Sweaty and smelly

### Security

- Nervousness about leaving expensive bike in a pen all day

## What do cyclists mean when they say 'lack of time'?

### Distance

*- Too far to get there in the time available*

### Preparation

*- Takes too long to get organised (especially when don't cycle regularly or if kids have to go too)*

### Extra time at work

*- For commute cyclists the need to shower and dress at work means longer time at work*

### Time taken

*- Kids slow you down*

## What do cyclists mean when they say 'enjoyment'?

### Outdoors

- Spending time in the open air / nature

### Getting somewhere

- See more scenery than if you're walking
- Get further

### Accomplishment

- Feel you have done something under your own steam
- Doing two things at once (social and fitness)

### Sociability

- Spend time with family / friends

### Endorphins

- As for most forms of exercise, it gives you a 'buzz'

## Core Beliefs (i.e. always apply....)

### COSTS AND BENEFITS

1. The BENEFITS of performing are long-term and incremental and the consequences of NOT performing are not immediate

### EFFICACY

2. Am I able to perform the action (e.g. cycle to work)?
3. Must repeatedly make the decision to conform (cycle)

### SOCIAL NORMS

4. There is no social imperative to perform (cycle) and driving is an integral part of our urban lifestyle

## 'Extended' Beliefs (i.e. apply where relevant )

### LEGITIMACY

5. Some laws / regulations are perceived to be unjustified e.g. compulsory helmets for *adults* for *recreational cycling*

### MORALITY

6. Cycling may be perceived to be a more environmentally 'moral' alternative to driving

# Challenging beliefs about cycling ...

## What kind of beliefs?

	Recreation	Commute	Substitute car trips
Beliefs about Costs & Benefits	<ul style="list-style-type: none"> <li>•Time required</li> <li>•Effort required / getting organised</li> <li>•Safety / traffic / pedestrians</li> </ul>	<ul style="list-style-type: none"> <li>•Time required</li> <li>•Arrive too sweaty</li> <li>•Weather</li> <li>•Safety/road rage/traffic</li> </ul>	<ul style="list-style-type: none"> <li>•Effort required / getting organised</li> <li>•Car more convenient</li> </ul>
Beliefs about Efficacy	<ul style="list-style-type: none"> <li>•Kids (too slow / small / can't leave them)</li> </ul>	<ul style="list-style-type: none"> <li>•Need to carry items</li> </ul>	<ul style="list-style-type: none"> <li>•Need to carry items</li> </ul>
Beliefs about Social Norms			<ul style="list-style-type: none"> <li>•Don't even think of it</li> </ul>
Legitimacy	<ul style="list-style-type: none"> <li>•Helmets</li> </ul>	<ul style="list-style-type: none"> <li>•Infrastructure (lack of paths etc.)</li> </ul>	<ul style="list-style-type: none"> <li>•Security for bike</li> </ul>
Morality			

# Summary and recap ...

- Previous research has approached cycling as a single activity but it is not ...
- Cycling is multi-dimensional – not simplistic i.e. there are different purposes for cycling and each purpose has its own barriers and motivators
- Cycling is about “getting somewhere” both physically and psychologically (accomplishment)
- The less preparation and planning involved, the more likely a person will be to cycle (becomes second nature)
- The more often a person cycles the less time it takes for preparation (i.e. bike is ready and don't have to find all the accoutrements)
- There is a correlation between frequency of cycling and whether or not a person identifies as a 'cyclist'