

**Table 1: Sample demographics**

	Great Britain		Bristol
	2010 n=3885 %	2013 4022 %	2013 507 %
Unweighted base			
Male	50	50	51
Female	50	50	49
Upper socio-economic group	55	57	75
Lower socio-economic group	45	43	25
16-39	51	48	61
40-64	49	52	39

**Table 2: Locating respondents according to cycling levels**

	GB		Bristol
	2010 3885 %	2013 4022 %	2013 507 %
Unweighted base:			
I am unable to cycle because of a disability	8	7	8
I am unable to cycle and I'm not interested in learning	5	6	7
I am unable to cycle but interested in learning	3	4	3
I cycled a long time ago but not nowadays (LAPSED)	46	47	39
I cycle sometimes/ occasionally nowadays	28	25	27
I cycle quite often	5	5	5
I cycle very often (i.e. every week)	6	6	12

**Table 3: Behaviour: Plans to take up cycling**

		GB		Bristol
		2010	2013	2013
Base		3353	3489	431
		%	%	%
I have been contemplating cycling recently for short everyday journeys	AGREE	38	31	46
	DISAGREE	45	49	38
I have actually made plans to take up cycling for short everyday journeys	AGREE	21	17	29
	DISAGREE	58	60	52

Note: base for these questions excluded those who were *unable to cycle because of a disability* and those who were *unable to cycle and not interested in learning*

**Table 4: Cycling's place in society**

		Great Britain (GB)		Bristol	GB Lapsed	GB Cycle Occasionally	GB Cycle Quite Often	GB Cycle Very often
		2010	2013	2013	2013	2013	2013	2013
Base		3855	4022	507	1909	997	181	257
Column codes for statistical tests		%	%	%	%	%	%	%
					A	B	C	D
The environment would be much better if more people cycled	AGREE DISAGREE	74 9	72 8	79 7	67 10	80 5	77 5	87 6
See Note below table						A	A	ABC
Cycling would be a major help in reducing congestion in Britain	AGREE DISAGREE	70 13	65 14	78 9	59 17	73 12	79 5	87 6
						A	A	ABC
I associate cycling with greater mental well-being	AGREE DISAGREE	50 16	46 16	56 15	37 21	57 10	65 7	77 6
						A	AB	ABC
Britain would be a better place if more people cycled	AGREE DISAGREE	58 13	54 13	66 12	46 17	66 7	79 3	84 5
						A	AB	AB
Cycling is a great way of solving some of the world's problems	AGREE DISAGREE	32 32	30 31	40 26	24 36	36 27	50 17	54 13
						A	AB	AB
Global warming has been exaggerated	AGREE DISAGREE	39 38	32 43	21 61	34 41	30 47	29 44	23 55
						AD		ABC

*Note: the code letters A,B,C,D signify where differences between groups are significant at  $p>0.05$*

*Note: to keep the tables simple and clear this and tables to follow do not show the residual - those who neither agree nor disagree.*

**Table 5: Measures of cycling norms**

		GB		Bristol	GB Lapsed	GB Cycle Occasionally	GB Cycle Quite Often	GB Cycle Very often
		2010	2013	2013	2013	2013	2013	2013
Base		3855	4022	507	1909	997	181	257
		%	%	%	%	%	%	%
					A	B	C	D
It's quite normal to cycle to work these days	AGREE DISAGREE	65 11	65 10	82 4	59 12	73 8	74 7	75 8
						A	A	A
Cycling has become cool nowadays	AGREE DISAGREE	42 14	46 13	56 9	41 16	54 11	51 6	57 9
						A	A	A
Most normal people see cyclists as a bit odd	AGREE DISAGREE	17 49	16 50	12 61	16 49	14 57	15 49	22 50
								AB
Cycling has an image problem	AGREE DISAGREE	-	18 49	19 55	17 47	16 55	14 52	21 58
						A		A

*Note – the code letters A,B,C,D signify where differences between groups are significant at p>0.05*

**Table 6: Influencers of attitudes: role models, media and opinion leaders**

Sample description		GB		Bristol	GB Lapsed	GB Cycle Occasionally	GB Cycle Quite Often	GB Cycle Very often
Year of sample		2010	2013	2013	2013	2013	2013	2013
Base		3855	4022	507	1909 A	997 B	181 C	257 D
TV motoring programmes are too negative about cycling	AGREE DISAGREE	42 18	37 18	42 16	30 20	44 18	45 14	57 12
						A	A	ABC
There's a new push by the government towards getting people to cycle	AGREE DISAGREE	43 29	40 29	52 23	39 31	44 28	37 24	43 29
						A		
The media are generally anti-cycling in this country	AGREE DISAGREE	26 24	25 25	27 25	21 27	31 25	32 19	42 18
						A	A	ABC
Friends, family & colleagues would be influenced by my views on cycling	AGREE DISAGREE	19 37	17 39	22 36	10 47	20 33	37 20	52 13
						A	AB	ABC
The success of British cyclists has encouraged me to think about cycling more myself	AGREE DISAGREE	18 45	20 46	26 42	15 54	29 31	31 28	40 17
						A	A	AB
Friends, family & colleagues would seek my views on cycling	AGREE DISAGREE	18 43	15 44	20 43	9 52	17 40	35 19	55 13
						A	AB	ABC
Our Olympic gold medal cyclists inspired me to cycle/cycle more	AGREE DISAGREE	11 54	16 50	20 47	11 57	24 39	28 32	30 34
						A	A	A

Note – the code letters A,B,C,D signify where differences between groups are significant at  $p > 0.05$

**Table 7a: Attitudes to issues relating to the possible future growth of cycling**

	Sample description	GB		Bristol	GB lapsed	GB Cycle Occasionally	GB Cycle Quite Often	GB Cycle Very often
	Year of survey	2010	2013	2013	2013	2013	2013	2013
Base		3855 %	4022 %	507 %	1909 % A	997 % B	181 % C	257 %+ D
The dream of the 'freedom of the open road' no longer exists in this country	AGREE DISAGREE	62 13	56 14	52 15	57 13	57 16	55 14	49 21
					D	AD		
I would <u>not</u> support any measure that penalises car use	AGREE DISAGREE	54 25	49 23	40 36	54 19	48 27	40 28	28 43
					BCD	CD	D	
There is a cycling boom in the UK at the moment	AGREE DISAGREE	38 14	48 11	59 5	44 13	54 9	51 7	65 8
						A		ABC
Bike technology is much 'sexier' nowadays	AGREE DISAGREE	38 19	35 20	42 15	29 23	45 15	41 12	54 13
						A	A	ABC
I'd be willing to drive/be in a car/ bus/coach that drives more slowly to accommodate an increase in cycling	AGREE DISAGREE	32 39	30 39	41 34	23 45	36 35	47 27	56 15
						A	AB	AB
Roads are for cars not bikes	AGREE DISAGREE	28 50	28 48	18 62	33 40	21 59	14 64	10 81
					BCD	CD		BC
An increase in cycling will result in the motorist losing out	AGREE DISAGREE	15 53	16 52	14 62	18 46	13 63	10 66	6 77
					BCD	D		BC
Support/ oppose increase in funding to support more cycling	SUPPORT OPPOSE	NA	65 28	NA	59 33	75 21	83 39	86 23
							AB	AB

Note – the code letters A,B,C,D signify where differences between groups are significant at  $p>0.05$

**Table 7b: Personal Disposition to Cycling**

		GB	Bristol	2013 GB	GB	GB	GB	
		2010	2013	2013	Lapsed	Cycle Occasionally	Cycle Quite Often	Very often
Base	%	3855	4022	507	1909	997	181	257
					A	B	C	D
I've always relied on motor transport for everyday short trips	AGREE	34	33	23	38	29	19	13
	DISAGREE	47	46	63	41	51	61	71
					BCD	CD		
I'm not confident enough to consider cycling	AGREE	31	34	34	38	22	8	7
	DISAGREE	46	40	44	31	55	75	83
					BCD	CD		
If I'm honest I don't cycle because it's too much like hard work	AGREE	29	27	24	34	24	5	5
	DISAGREE	46	47	52	38	52	73	84
					BCD	CD		C
I don't cycle /cycle as often because it affects my appearance	AGREE	12	11	13	11	13	12	5
	DISAGREE	64	62	68	55	66	70	83
					D	BD	AD	

*Note – the code letters A,B,C,D signify where differences between groups are significant at  $p>0.05$*



**Table 8: Descriptions of groups**

% of column totals

		<b>Great Britain (GB) 2013</b>	<b>GB Lapsed</b>	<b>GB Cycle Occasionally</b>	<b>GB Cycle Quite Often</b>	<b>GB Cycle Very often</b>
Base		<b>4022</b>	<b>1909</b>	<b>997</b>	<b>181</b>	<b>257</b>
Gender	M	50	49	53	62	67
	F	50	51	47	38	33
Age	16-39	48	49	51	50	56
	40-64	52	51	49	50	44
Social class	ABC1	57	57	64	63	63
	C2DE	43	43	36	37	37
Voting intention	UKIP	14	15	12	10	11
	Conservative	16	17	19	17	12
	Labour	27	25	27	26	25
	Liberal Democrat	6	6	7	9	6
	Green	5	4	7	4	14

*Notes: Uses data weighted according to population; Voting intention excludes 'other'*

**Table 9: Incidence of selected attitudes according to voting intention**

UKIP = UK Independence Party; CON = Conservatives; LAB = Labour; LD = Liberal Democrats; GREEN = Green Party

Table excludes 'other' parties

A selection of scales, analysed by voting intention					
Party would vote for (May/June 2013):	UKIP	CON	LAB	LD	GREEN
n=	575	644	1080	247	211
Agree strongly (net agree)	%	%	%	%	%
I just don't see myself as a cyclist	30 (54)	21 (49)	22 (47)	16 (41)	15 (33)
When I am stuck in a traffic jam I sometimes wish I were cycling	8 (29)	9 (36)	10 (36)	17 (45)	15 (45)
The success of British cyclists has encouraged me to think about cycling more myself	5 (17)	5 (26)	4 (23)	6 (24)	5 (25)
I associate cycling with greater mental well being	9 (36)	7 (41)	14 (53)	18 (57)	20 (67)
I would be willing to drive more slowly to accommodate an increase in cycling	5 (22)	5 (23)	9 (36)	11 (44)	19 (62)
I have always relied on motor transport for everyday short trips	14 (45)	10 (43)	9 (33)	7 (32)	3 (13)
Most normal people see cyclists as a bit odd	5 (20)	3 (17)	3 (17)	2 (16)	1 (12)
You would feel comfortable being described as a cyclist	11 (30)	11 (36)	18 (43)	19 (50)	24 (53)
Roads are for cars not bikes	14 (40)	9 (33)	7 (25)	4 (20)	5 (12)
An increase in cycling will result in the motorist losing out	10 (26)	6 (16)	4 (15)	2 (12)	1 (7)
Cyclists often behave badly on the roads	33 (69)	23 (58)	16 (46)	15 (46)	6 (37)
I would not support any new measure that penalises car use	46 (69)	34 (63)	21 (42)	14 (36)	11 (26)
Global warming has been exaggerated	34 (64)	12 (43)	7 (22)	2 (16)	1 (8)
Britain would be a better place if more people cycled	13 (40)	13 (50)	21 (60)	27 (73)	43 (80)
Cycling could be a major help in reducing congestion	13 (52)	13 (61)	25 (72)	24 (78)	43 (89)
The environment would be much better if more people cycled	15 (57)	20 (70)	31 (78)	36 (85)	52 (93)
It's quite normal to cycle to work these days	11 (58)	13 (67)	19 (70)	26 (73)	29 (81)
Urban cyclists are often just left wing hippies	6 (16)	4 (13)	2 (8)	4 (7)	0 (5)
TV programmes are too negative about cycling	8 (26)	5 (29)	17 (47)	17 (44)	23 (58)
The media are generally anti cycling in this country	4 (23)	1 (17)	6 (31)	6 (33)	7 (41)

