### Table 1: Sample demographics

|  |  |  |  |
| --- | --- | --- | --- |
| Unweighted base | **Great Britain** | | **Bristol** |
| **2010**  n=3885  % | **2013**  4022  % | **2013**  507  % |
| 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** |
| Unweighted base: | | | **2010**  3885  % | **2013**  4022  % | | **2013**  507  % |
| 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 DISAGREE | 38  45 | 31  49 | 46  38 |
|  |  |  |  |  |
| I have actually made plans to take up cycling for short everyday journeys | AGREE  DISAGREE | 21  58 | 17  60 | 29  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 not 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  A | 997  B | 181  C | 257  D |
| I’ve always relied on motor transport for everyday short trips | AGREE  DISAGREE | 34  47 | 33  46 | 23  63 | 38  41 | 29  51 | 19  61 | 13  71 |
|  |  |  |  |  | BCD | CD |  |  |
| I’m not confident enough to consider cycling | AGREE  DISAGREE | 31  46 | 34  40 | 34  44 | 38  31 | 22  55 | 8  75 | 7  83 |
|  |  |  |  |  | BCD | CD |  |  |
| If I’m honest I don’t cycle because it’s too much like hard work | AGREE  DISAGREE | 29  46 | 27  47 | 24  52 | 34  38 | 24  52 | 5  73 | 5  84 |
|  |  |  |  |  | BCD | CD |  | C |
| I don’t cycle /cycle as often because it affects my appearance | AGREE  DISAGREE | 12  64 | 11  62 | 13  68 | 11  55 | 13  66 | 12  70 | 5  83 |
|  |  |  |  |  | D | BD | AD |  |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Great Britain (GB)**  **2013** | **GB Lapsed** | **GB Cycle**  **Occasionally** | **GB**  **Cycle**  **Quite Often** | **GB**  **Cycle Very often** |
| Base |  | **4022** | **1909** | **997** | **181** | **257** |
| 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 |

### Table 8: Descriptions of groups

% of column totals

*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=**  **Agree strongly (net agree)** | **575**  **%** | **644**  **%** | **1080**  **%** | **247**  **%** | **211**  **%** |
| **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)** |