### 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 | 3845 | 3149 | 4638 |
|  |  |  |  |  |
| I have actually made plans to take up cycling for short everyday journeys  | AGREEDISAGREE | 2158 | 1760 | 2952 |

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 | AGREEDISAGREE | 749 | 728 | 797 | 6710 | 805 | 775 | 876 |
| See Note below table |  |  |  |  |  | A | A | ABC |
| Cycling would be a major help in reducing congestion in Britain | AGREEDISAGREE | 7013 | 6514 | 789 | 5917 | 7312 | 795 | 876 |
|  |  |  |  |  |  | A | A | ABC |
| I associate cycling with greater mental well-being | AGREEDISAGREE | 5016 | 4616 | 5615 | 3721 | 5710 | 657 | 776 |
|  |  |  |  |  |  | A | AB | ABC |
| Britain would be a better place if more people cycled | AGREEDISAGREE | 5813 | 5413 | 6612 | 4617 | 667 | 793 | 845 |
|  |  |  |  |  |  | A | AB | AB |
| Cycling is a great way of solving some of the world’s problems | AGREEDISAGREE | 3232 | 3031 | 4026 | 2436 | 3627 | 5017 | 5413 |
|  |  |  |  |  |  | A | AB | AB |
| Global warming has been exaggerated | AGREEDISAGREE | 3938 | 3243 | 2161 | 3441 | 3047 | 2944 | 2355 |
|  |  |  |  |  |  | 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 | AGREEDISAGREE | 6511 | 6510 | 824 | 5912 | 738 | 747 | 758 |
|  |  |  |  |  |  | A | A | A |
| Cycling has become cool nowadays | AGREEDISAGREE | 4214 | 4613 | 569 | 4116 | 5411 | 516 | 579 |
|  |  |  |  |  |  | A | A | A |
| Most normal people see cyclists as a bit odd | AGREEDISAGREE | 1749 | 1650 | 1261 | 1649 | 1457 | 1549 | 2250 |
|  |  |  |  |  |  |  |  | AB |
| Cycling has an image problem | AGREEDISAGREE | - | 1849 | 1955 | 1747 | 1655 | 1452 | 2158 |
|  |  |  |  |  |  | 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 | 1909A | 997B | 181C | 257D |
| TV motoring programmes are too negative about cycling | AGREEDISAGREE | 4218 | 3718 | 4216 | 3020 | 4418 | 4514 | 5712 |
|  |  |  |  |  |  | A | A | ABC |
| There’s a new push by the government towards getting people to cycle | AGREEDISAGREE | 4329 | 4029 | 5223 | 3931 | 4428 | 3724 | 4329 |
|  |  |  |  |  |  | A |  |  |
| The media are generally anti-cycling in this country | AGREEDISAGREE | 2624 | 2525 | 2725 | 2127 | 3125 | 3219 | 4218 |
|  |  |  |  |  |  | A | A | ABC |
| Friends, family & colleagues would be influenced by my views on cycling | AGREEDISAGREE | 1937 | 1739 | 2236 | 1047 | 2033 | 3720 | 5213 |
|  |  |  |  |  |  | A | AB | ABC |
| The success of British cyclists has encouraged me to think about cycling more myself | AGREEDISAGREE | 1845 | 2046 | 2642 | 1554 | 2931 | 3128 | 4017 |
|  |  |  |  |  |  | A | A | AB |
| Friends, family & colleagues would seek my views on cycling | AGREEDISAGREE | 1843 | 1544 | 2043 | 952 | 1740 | 3519 | 5513 |
|  |  |  |  |  |  | A | AB | ABC |
| Our Olympic gold medal cyclists inspired me to cycle/cycle more | AGREEDISAGREE | 1154 | 1650 | 2047 | 1157 | 2439 | 2832 | 3034 |
|  |  |  |  |  |  | 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 | AGREEDISAGREE | 6213 | 5614 | 5215 | 5713 | 5716 | 5514 | 4921 |
|  |  |  |  |  | D | AD |  |  |
| I would not support any measure that penalises car use | AGREEDISAGREE | 5425 | 4923 | 4036 | 5419 | 4827 | 4028 | 2843 |
|  |  |  |  |  | BCD | CD | D |  |
| There is a cycling boom in the UK at the moment | AGREEDISAGREE | 3814 | 4811 | 595 | 4413 | 549 | 517 | 658 |
|  |  |  |  |  |  | A |  | ABC |
| Bike technology is much ‘sexier’ nowadays | AGREEDISAGREE | 3819 | 3520 | 4215 | 2923 | 4515 | 4112 | 5413 |
|  |  |  |  |  |  | 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 | AGREEDISAGREE | 3239 | 3039 | 4134 | 2345 | 3635 | 4727 | 5615 |
|  |  |  |  |  |  | A | AB | AB |
| Roads are for cars not bikes | AGREEDISAGREE | 2850 | 2848 | 1862 | 3340 | 2159 | 1464 | 1081 |
|  |  |  |  |  | BCD | CD |  | BC |
| An increase in cycling will result in the motorist losing out | AGREEDISAGREE | 1553 | 1652 | 1462 | 1846 | 1363 | 1066 | 677 |
|  |  |  |  |  | BCD | D |  | BC |
| Support/ oppose increase in funding to support more cycling | SUPPORTOPPOSE | NA | 6528 | NA | 5933 | 7521 | 8339 | 8623 |
|  |  |  |  |  |  |  | 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 | 1909A | 997B | 181C | 257D |
| I’ve always relied on motor transport for everyday short trips | AGREEDISAGREE | 3447 | 3346 | 2363 | 3841 | 2951 | 1961 | 1371 |
|  |  |  |  |  | BCD | CD |  |  |
| I’m not confident enough to consider cycling | AGREEDISAGREE | 3146 | 3440 | 3444 | 3831 | 2255 | 875 | 783 |
|  |  |  |  |  | BCD | CD |  |  |
| If I’m honest I don’t cycle because it’s too much like hard work | AGREEDISAGREE | 2946 | 2747 | 2452 | 3438 | 2452 | 573 | 584 |
|  |  |  |  |  | BCD | CD |  | C |
| I don’t cycle /cycle as often because it affects my appearance | AGREEDISAGREE | 1264 | 1162 | 1368 | 1155 | 1366 | 1270 | 583 |
|  |  |  |  |  | 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)** |