

RESEARCH SUMMARY

Title	Attitudes to cycling 2009
Objective	Annual survey to assess Londoners' attitudes to cycling
Date	May 2009
Methodology	1,004 telephone interviews with a representative sample of adult London residents, plus 57 interviews with 10-15yr olds

Key findings

- The overall appeal of cycling remains the same, but among adults cycling is less appealing than walking, taking the train or tube, or driving. However, the frequency of those cycling has increased. Just over one in ten children cycles at least once a week, and cycling and is second only to walking.
- Adults see numerous attractions to cycling: it being enjoyable; convenient; interesting; and, fast for short journeys. Such factors motivate non-cyclists to consider cycling in the future. Cyclists are also generally considered to be fit.
- Over half of adult cyclists would consider cycling more in the next 12 months, primarily to get fit(ter) or to save money. Seven out of ten children say they are actively considering cycling more in the next year.
- One in four non-cyclists say they intend, or are quite likely, to take up cycling in the next 12 months. One in five of these have purchased a bike and one in ten have fixed an existing bike.
- The main reasons why non-cyclists do not intend to take up cycling are: safety concerns; being 'too old'; not being interested; traffic congestion; and concerns about London not being cyclist friendly.
- Cyclists appear to be cycling more in both winter and summer months than in previous years. Adult cyclists are more likely to be: men than women; white than BAME; under 55 years; from a more affluent background. Children are more likely to cycle for leisure reasons, adults more likely for practical reasons.
- Cyclists feel safer cycling in their local area and cycling during the day. Around half of all cyclists change their route if cycling after dark. Women are more likely than men to do this.

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