

RESEARCH SUMMARY

Title	Attitudes towards Cycling 2012
Objective	To monitor Londoners cycling behaviour and attitudes towards use of the mode
Date	March 2012
Methodology	1,000 telephone interviews with Londoners

Abstract

There has been considerable infrastructure and marketing activity to increase the attractiveness of cycling across London. Although the overall proportion of Londoners that cycle has remained steady at just under one in five over recent years, attitudes towards cycling have improved in some areas. Safety is still a concern to many though, particularly those that do not currently cycle.

Key findings

Almost one in five (18%) Londoners now cycle and this figure has remained largely unchanged since monitoring began.

Half of Londoners have access to a bicycle in their household and almost nine out of ten know how to ride a bike therefore there remains scope for more Londoners to take up cycling. Additionally a quarter of Londoners say that they could (but do not currently) commute by bike and both cyclists and non-cyclists say that if they started cycling, or cycled more, these cycling trips would be instead of bus and car journeys.

Many of the attitudes are positive, such as the view that cycling is becoming more popular and that it is a convenient and interesting way to travel. However, the perception that cyclists are vulnerable to other road users and that traffic makes people afraid of cycling is still common.

For both current cyclists and non-cyclists, there are similar motivators and barriers to cycling more or taking up cycling. Increased fitness continues to be the main motivator, with saving time and money also driving interest in (more) cycling. Concern about safety is the most commonly mentioned deterrent to increasing or taking up cycling.

There has been some positive change in perceived barriers – there has been an increase in the proportion of cyclists rating the availability of information on cycle routes, and of cycle racks/stands, as good. However, there is still room for further work in both of these areas – particularly the provision of cycle racks with just 37% of cyclists rating this as good in London (up from 27% in 2011).

Since its launch, awareness of Barclays Cycle Hire has risen dramatically, though awareness has fallen since 2011 amongst non-cyclists. Only a small proportion of Londoners have used the scheme (7%) although three in ten non-users say they are likely to do so. There is evidence that Barclays Cycle Hire has increased users' levels of cycling – a quarter of users say their cycling has increased 'a lot' because of the scheme and a further third report that it has increased 'a little'.

Two fifths of Londoners are aware of Barclays Cycle Superhighways, rising to more than half of cyclists. Awareness has remained level this year compared with last year. One in ten Londoners aware of the routes have used them, a further fifth are aware and plan to do so and a fifth of users say that the Barclays Cycle Superhighways contributed to an increase in their cycling.