

# RESEARCH SUMMARY

<b>Title</b>	Attitudes towards cycling Autumn 2016		
<b>Objective</b>	To monitor Londoners' cycling behaviour and attitudes towards use of the mode		
<b>Date</b>	January 2017	<b>Agency:</b>	Future Thinking
<b>Methodology</b>	2,315 online interviews with adult Londoners including 507 cyclists		

## Abstract

Cycling levels in London have remained largely static over recent years and it now stands at just under one in five. Perceptions of cycling continue to be mainly positive and cyclists are being increasingly seen as respectful and law abiding. Infrastructure improvements in the Capital have been welcomed by Londoners and perceptions of TfL in relation to cycling have reached new peaks this wave.

## Key findings

Overall, cycling levels have remained largely static recently, although most Londoners can ride a bike and over half have access to a bike in their household indicating that there remains clear potential to increase cycling levels.

Londoners' perceptions of cycling continue to be mainly positive and encouragingly there appear to be positive signs that cyclists are being increasingly seen as respectful and law abiding.

Improved infrastructure seems to be playing a key role in encouraging Londoners to cycle more and compared to two years ago, fewer non-cyclists now say poor infrastructure is deterring them from getting on their bike. However, fear of being involved in a collision and the volume of traffic in London remain the key deterrents to increased cycling among cyclists and non-cyclists alike.

Perceptions of TfL in relation to cycling have reached new peaks this wave; three in five Londoners feel that TfL 'cares about cyclists' and that TfL is 'on the way up' in relation to cycling. That said, it is still felt that there is *too little* investment in cycling in London rather than *too much*.

TfL's online cycling tools, such as Journey Planner and the cycling section of the TfL website, are rated highly by those who have used them and encouraging further use could potentially help to raise cycling levels in the Capital.

Cycle Hire, Cycle Superhighways and Quietways all appear to have the potential to increase cycling levels, with the majority of current users feeling encouraged to cycle more. Therefore, encouraging further use of these programmes could potentially help to raise cycling levels among Londoners.

**Job number** 05110