

RESEARCH SUMMARY

Title	Attitudes towards cycling Autumn 2015		
Objective	To monitor Londoners' cycling behaviour and attitudes towards use of the mode		
Date	July 2016	Agency:	Future Thinking
Methodology	2,038 online interviews with adult Londoners including 505 cyclists		

Abstract

One in six Londoners cycle and this has remained in line with previous years. The main barriers to increased cycling in London continue to be perceptions of danger, fear of collisions and too much traffic. A desire to get or keep fit remains the key motivation for increased cycling, as well as the enjoyment of cycling, convenience, and saving time or money.

Key findings

The proportion of Londoners cycling has remained largely consistent at 18 per cent, as has the frequency with which they cycle (74 per cent cycle at least once a week, in line with 75 per cent last wave). There has been an increase in the proportion of new cyclists this wave.

Most Londoners continue to think that cycling is enjoyable as well as becoming more popular, a good social activity and makes a positive contribution to quality of life in the Capital. Encouragingly, there have been upturns in the proportions agreeing that cycling is a safe way to get about and confidence when cycling on London's streets.

Over half of Londoners have access to a bike in their household and almost nine in ten are able to ride a bike, indicating substantial scope to increase cycling levels in London. Additionally, cycling within Central London and for journeys beyond one's local area are more appealing than last wave.

The key motivation for starting cycling, cycling more and planning to cycle more remains a desire to get fit or keep fit. Other important motivations are the enjoyment of cycling, the convenience of it and saving time and money.

The main deterrents to both cycling more and taking up cycling are perceptions of danger, fear of collisions and too much traffic. More than half of cyclists feel less confident when cycling near HGVs, on busy roads, in bad weather or near buses. Positively though, there has been a significant increase in the proportion of cyclists feeling safe when cycling on busy roads.

Infrastructure also appears to be a potential barrier to increased cycling for some, with less than half of cyclists giving 'good' ratings to the availability of cycle lanes, the availability of parking facilities for bikes near their home, the safety of cycling and bike security.

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