

RESEARCH SUMMARY

Title	Attitudes towards cycling 2011		
Objective	Annual monitoring of Londoners' cycling activity and attitudes		
Date	March 2011	Agency:	SPA Future Thinking
Methodology	1,000 telephone interviews with a random selection of adult Londoners		

Abstract

To support the Mayor's commitment to increase cycling by 400% compared with 2000 levels by 2026, annual research is conducted to assess Londoners' cycling activity and attitudes. Significantly more Londoners are cycling this year compared with last and now 19% of Londoners are cyclists; however there is scope for further increases. Fitness and saving time or money remain the main motivators to increased cycling, while concern about safety is the most commonly mentioned deterrent.

Key findings

19% of Londoners are now cyclists, significantly higher than seen in any of the previous four years when the figure was static at 16%. However there is still scope for further increases: 40% of Londoners have access to a bike, 84% know how to ride one, and 24% say they could commute by bike but don't currently.

Increased fitness continues to be the main motivator for cycling more / taking up cycling, with saving time and money also driving interest. Concern about safety is the most commonly mentioned deterrent to increasing / taking up cycling, and for non-cyclists, cycling remains a relatively unappealing mode of transport – the least appealing of the major modes.

Many positive attitudes towards cycling have strengthened over the last year. Increasing numbers of Londoners say that 'cycling is becoming more popular', it's 'a mode of transport I would want to be seen using', 'cycling is a safe way of getting around' and 'London is a city for cycling' (although, more people also agreed that 'traffic makes people afraid of cycling in London's streets' this year).

Security concerns are important for cyclists: more than half rate the availability of cycle racks and the security of their bike when left as poor or very poor. Cyclists are more likely to feel safe when using local quiet roads compared with busy central London streets.

Since its launch, awareness of Barclays Cycle Hire has risen dramatically, though it has remained steady since autumn last year. A small proportion of Londoners have used the scheme (3%) though one-in-five non-users say they are likely to hire a bike in the future.

Since last summer, awareness of the Barclays Cycle Superhighways has risen substantially, though there has been a slight decline in the proportion aware since October 2010. 3% of Londoners have made use of the routes, with a further 17% of non-users likely to use them in the future.

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