

# The image of cycling in Britain

## BSMC Research Project

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# Phase 1: Quantitative

- Aim - to gauge the 'mood music' of cycling in Britain. What is the spirit of the age?
- YouGov survey of 3855 GB Adults in May 2010

An impressive 42% of the British public think that “cycling has become cool nowadays”.



Good news for those forty-something men with mid life crises, 38% agree that bike technology is much sexier nowadays.



43% of people agreed that “When I’m stuck in a traffic jam I sometimes wish I were cycling”.



Britain is still a divided nation over cycling, with a die-hard 28% of people agreeing that 'roads are for cars not bikes'.



# POP QUIZ

Which of these attributes did the UK population most readily associate with cyclists ?

**B Adventurous**

**A Environmentally aware**

**C Happy**

**D Boring**

**E Odd**

**F Money conscious**

**G Cheeky/rude**



**H A bit of a rebel**

# Phase 2: Qualitative

- Image related influences, triggers and barriers of cycling?
- British cultural meaning of cycling?
- What would the 'world have to be like' for a non cyclist to start cycling?



# Research Methodology

- 10 in depth interviews and 9 focus groups (n = 60) in August 2010.
- Sample from Bristol and South Gloucestershire:
  - Non cyclists
  - Lapsed cyclists
  - Occasional cyclists
  - Regular sports cyclists
  - Utility cyclists



# Research Methodology



- Projective and enabling techniques
- What does planet cycle look like?
- Draw how it *feels* to cycle
- Selecting words to describe cycling from a pile which represented their thoughts

# Me Time



***“I like being out... It’s my time. You’re out in the sticks. It’s thinking time”  
(male utility cyclist).***

# Freedom



***“That’s me with the wind in my hair. I’m happy. I feel I own the road. The sun’s shining. The country beauty. The holiday, the fun element of it.***

***That’s what I get”***

***(female occasional cyclist)***

# *Stress buster*



***“I’ll be coming home from work. It’s nice to get on your bike after a stressful day. You don’t have to sit in the traffic. It’s a stress buster. It is. It feels good” (male utility cyclist).***

# Childlike



***“The thing is if you cycle you clearly don’t really have a lot of responsibility. You have time to really cycle and generally enjoy yourself. You can go wherever you want to go” (male utility cyclist).***

# Achievement



***“I’ve finished cycling so I’ve got red cheeks. It’s an accomplishment. It’s a release. You shower, get changed and feel really good” (male lapsed cyclist).***



# Citizenship



***“You bump into more people when you’re on your bike. You wouldn’t say hi to people outside the shop if you were in your car” (female utility cyclist).***



# Next steps

Concept testing



Creative  
toolkit