

# YouGov/London Cycling Campaign Survey Results

Sample Size: 1376

Fieldwork: 31st January - 2nd February 2012

| Total | Gender |        | Age      |          |          |          |     | Social Grade |      | Region  |       |       |      |      |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|---------|-------|-------|------|------|
| Base  | Male   | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1         | C2DE | Central | North | South | East | West |

Do you have any children in any of the following age bands? (Please tick all that apply)

|                                 | Unweighted Base | 1376       | 692        | 684        | 186        | 364        | 192        | 153        | 481        | 878        | 498        | 283        | 184        | 300        | 382        | 227 |
|---------------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----|
| <b>All London Adults</b>        | <b>1376</b>     | <b>654</b> | <b>722</b> | <b>164</b> | <b>361</b> | <b>262</b> | <b>205</b> | <b>385</b> | <b>826</b> | <b>550</b> | <b>248</b> | <b>163</b> | <b>309</b> | <b>418</b> | <b>237</b> |     |
| 0 to 4                          | 11%             | 8%         | 13%        | 4%         | 23%        | 20%        | 2%         | 1%         | 11%        | 11%        | 8%         | 11%        | 15%        | 11%        | 9%         |     |
| 5 to 7                          | 7%              | 7%         | 7%         | 1%         | 9%         | 20%        | 2%         | 0%         | 6%         | 8%         | 5%         | 4%         | 7%         | 7%         | 9%         |     |
| 8 to 10                         | 7%              | 8%         | 6%         | 2%         | 6%         | 17%        | 10%        | 1%         | 7%         | 6%         | 8%         | 3%         | 4%         | 9%         | 7%         |     |
| 11 to 14                        | 7%              | 7%         | 6%         | -          | 7%         | 13%        | 13%        | 1%         | 7%         | 6%         | 6%         | 6%         | 7%         | 7%         | 6%         |     |
| 15 to 17                        | 5%              | 5%         | 5%         | -          | 2%         | 7%         | 15%        | 4%         | 5%         | 5%         | 6%         | 8%         | 5%         | 7%         | 1%         |     |
| 18 or older (grown-up children) | 29%             | 23%        | 34%        | -          | 0%         | 12%        | 29%        | 79%        | 30%        | 27%        | 16%        | 35%        | 37%        | 28%        | 30%        |     |
| No - I do not have any children | 49%             | 55%        | 43%        | 93%        | 65%        | 44%        | 50%        | 17%        | 46%        | 52%        | 62%        | 48%        | 41%        | 46%        | 49%        |     |

Approximately how often, if at all, do you cycle in London?

|                                 | Unweighted Base | 1376       | 692        | 684        | 186        | 364        | 192        | 153        | 481        | 878        | 498        | 283        | 184        | 300        | 382        | 227 |
|---------------------------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----|
| <b>All London Adults</b>        | <b>1376</b>     | <b>654</b> | <b>722</b> | <b>164</b> | <b>361</b> | <b>262</b> | <b>205</b> | <b>385</b> | <b>826</b> | <b>550</b> | <b>248</b> | <b>163</b> | <b>309</b> | <b>418</b> | <b>237</b> |     |
| Every day                       | 3%              | 4%         | 1%         | 4%         | 4%         | 2%         | 3%         | 1%         | 3%         | 2%         | 4%         | 1%         | 1%         | 4%         | 3%         |     |
| A few days a week               | 4%              | 7%         | 2%         | 1%         | 9%         | 4%         | 2%         | 2%         | 5%         | 2%         | 6%         | 3%         | 3%         | 5%         | 3%         |     |
| One day a week                  | 3%              | 5%         | 1%         | 2%         | 2%         | 7%         | 1%         | 1%         | 2%         | 4%         | 5%         | 4%         | 1%         | 2%         | 2%         |     |
| One day a fortnight             | 2%              | 3%         | 1%         | 5%         | 2%         | 1%         | 0%         | 1%         | 1%         | 2%         | 4%         | 1%         | 1%         | 1%         | 1%         |     |
| One day a month                 | 2%              | 3%         | 1%         | 2%         | 4%         | 0%         | 2%         | 0%         | 2%         | 1%         | 1%         | 3%         | 0%         | 2%         | 3%         |     |
| Less often than one day a month | 10%             | 10%        | 10%        | 13%        | 16%        | 11%        | 7%         | 5%         | 11%        | 9%         | 13%        | 7%         | 12%        | 8%         | 9%         |     |
| Never                           | 76%             | 67%        | 84%        | 67%        | 62%        | 74%        | 84%        | 89%        | 74%        | 78%        | 65%        | 80%        | 82%        | 75%        | 77%        |     |
| Don't know                      | 2%              | 1%         | 2%         | 7%         | 2%         | 0%         | 1%         | 0%         | 1%         | 2%         | 2%         | 1%         | 1%         | 3%         | 2%         |     |

| Total | Gender |        | Age      |          |          |          |     | Social Grade |      | Region  |       |       |      |      |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|---------|-------|-------|------|------|
| Base  | Male   | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1         | C2DE | Central | North | South | East | West |

Which ONE, if any, of the following is the MOST significant factor preventing you from cycling more often in London?

|  | Unweighted Base | 1376 | 692 | 684 | 186 | 364 | 192 | 153 | 481 | 878 | 498 | 283 | 184 | 300 | 382 | 227 |
|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| All London Adults  | 1376            | 654  | 722 | 164 | 361 | 262 | 205 | 385 | 826 | 550 | 248 | 163 | 309 | 418 | 237 |     |
| I worry about my safety around motor traffic                           | 40%             | 33%  | 47% | 40% | 43% | 46% | 37% | 35% | 43% | 36% | 54% | 38% | 39% | 36% | 34% |     |
| The weather  | 7%              | 12%  | 3%  | 5%  | 14% | 8%  | 2%  | 3%  | 8%  | 6%  | 8%  | 4%  | 4%  | 10% | 7%  |     |
| I don't feel fit enough  | 11%             | 11%  | 10% | 5%  | 7%  | 8%  | 12% | 18% | 11% | 11% | 6%  | 9%  | 12% | 11% | 16% |     |
| I worry about having my bicycle stolen                                 | 3%              | 5%   | 1%  | 7%  | 4%  | 3%  | 1%  | 1%  | 2%  | 5%  | 4%  | 2%  | 1%  | 4%  | 3%  |     |
| I haven't had cycle training   | 6%              | 3%   | 9%  | 10% | 6%  | 3%  | 10% | 5%  | 7%  | 5%  | 5%  | 9%  | 3%  | 10% | 3%  |     |
| Other  | 15%             | 13%  | 17% | 7%  | 13% | 14% | 17% | 20% | 15% | 15% | 10% | 15% | 18% | 13% | 20% |     |
| Don't know   | 3%              | 3%   | 2%  | 5%  | 2%  | 4%  | 1%  | 3%  | 3%  | 3%  | 1%  | 5%  | 3%  | 3%  | 3%  |     |
| Not applicable - nothing prevents me from cycling more often in London | 15%             | 20%  | 11% | 21% | 11% | 14% | 20% | 15% | 13% | 19% | 13% | 17% | 19% | 13% | 15% |     |

Thinking again about the London Mayoral elections...

After the election, which ONE, if any, of the following changes could the mayor make that would MOST encourage you to cycle more in London?

|   | Unweighted Base | 1376 | 692 | 684 | 186 | 364 | 192 | 153 | 481 | 878 | 498 | 283 | 184 | 300 | 382 | 227 |
|---|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| All London Adults   | 1376            | 654  | 722 | 164 | 361 | 262 | 205 | 385 | 826 | 550 | 248 | 163 | 309 | 418 | 237 |     |
| Safe and convenient cycle lanes all over London   | 26%             | 27%  | 25% | 24% | 30% | 30% | 28% | 18% | 29% | 21% | 34% | 29% | 21% | 22% | 28% |     |
| Making it safer to cycle across junctions and roundabouts                                 | 14%             | 14%  | 14% | 18% | 18% | 16% | 5%  | 11% | 15% | 13% | 19% | 14% | 10% | 15% | 12% |     |
| Lower and better enforced speed limits for motor traffic                                  | 4%              | 6%   | 2%  | 3%  | 8%  | 3%  | 3%  | 2%  | 4%  | 4%  | 3%  | 1%  | 2%  | 8%  | 3%  |     |
| Increased availability of cycle training  | 3%              | 3%   | 4%  | 5%  | 3%  | 2%  | 7%  | 1%  | 3%  | 3%  | 7%  | 2%  | 2%  | 2%  | 3%  |     |
| More cycle parking  | 2%              | 3%   | 2%  | 3%  | 4%  | 1%  | 1%  | 1%  | 2%  | 3%  | 3%  | 0%  | 2%  | 2%  | 2%  |     |
| Other   | 2%              | 2%   | 2%  | 2%  | 3%  | 2%  | 3%  | 2%  | 2%  | 2%  | 2%  | 1%  | 2%  | 2%  | 4%  |     |
| Don't know  | 4%              | 3%   | 5%  | 5%  | 4%  | 6%  | 3%  | 2%  | 3%  | 5%  | 3%  | 3%  | 4%  | 5%  | 3%  |     |
| Not applicable - there aren't any changes that would encourage me to cycle more in London | 45%             | 42%  | 48% | 39% | 30% | 40% | 50% | 63% | 43% | 48% | 30% | 49% | 56% | 45% | 45% |     |

| Total | Gender |        | Age      |          |          |          |     | Social Grade |      | Region  |       |       |      |      |
|-------|--------|--------|----------|----------|----------|----------|-----|--------------|------|---------|-------|-------|------|------|
| Base  | Male   | Female | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55+ | ABC1         | C2DE | Central | North | South | East | West |

For the following question, if you have young children please think about having a child in a seat on your bicycle as well as them having a bicycle of their own.

Which ONE, if any, of the following would make you MOST likely to cycle in London with any of your children more often?

|  | Unweighted Base | 662 | 324 | 338 | 11  | 102 | 98  | 87  | 364 | 446 | 216 | 95  | 99  | 171 | 189 | 108 |
|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| All London Parents   | 708             | 294 | 414 | 11  | 128 | 147 | 103 | 319 | 443 | 265 | 95  | 84  | 182 | 227 | 120 |     |
| Safe and convenient cycle lanes all over London  | 16%             | 17% | 16% | 26% | 14% | 20% | 30% | 11% | 20% | 10% | 17% | 19% | 19% | 14% | 14% |     |
| Making it safer to cycle across junctions and roundabouts                                    | 5%              | 5%  | 6%  | 7%  | 14% | 5%  | 2%  | 3%  | 6%  | 4%  | 8%  | 4%  | 6%  | 4%  | 5%  |     |
| Lower and better enforced speed limits for motor traffic                                     | 3%              | 5%  | 2%  | -   | 8%  | 5%  | -   | 2%  | 3%  | 4%  | 3%  | 3%  | 1%  | 6%  | 3%  |     |
| Increased availability of cycle training   | 4%              | 7%  | 1%  | 3%  | 12% | 7%  | 1%  | -   | 5%  | 2%  | 6%  | 2%  | -   | 7%  | 4%  |     |
| More cycle parking   | 2%              | 3%  | 1%  | -   | 6%  | 2%  | 1%  | 0%  | 1%  | 2%  | 2%  | -   | 0%  | 1%  | 6%  |     |
| Other  | 1%              | 1%  | 1%  | -   | 0%  | 0%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 1%  | 0%  | 1%  |     |
| Don't know   | 5%              | 6%  | 5%  | -   | 4%  | 9%  | 6%  | 4%  | 4%  | 7%  | 9%  | 6%  | 3%  | 5%  | 5%  |     |
| Not applicable - nothing would make me likely to cycle in London with my children more often | 63%             | 56% | 68% | 64% | 41% | 52% | 59% | 79% | 59% | 70% | 53% | 64% | 69% | 63% | 62% |     |