



Be part of it!

Cycling City

End of programme survey, February 2011

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Background & methodology

As the three year Cycling City programme comes to an end a consultation was designed to understand the reasons why people choose to cycle in York and the obstacles for those who choose not to cycle. The survey also asked about awareness of different Cycling City initiatives, as well as the influence of the programme on cycling behaviours.

Consultation with residents took place in January/February 2011, with a closing date of 25 February 2011.

An online survey was posted on the council's website, with paper copies available in libraries across the city and city centre council reception areas (Guildhall, 9 St Leonard's Place and the City Finance Centre). Copies of the survey were also available at the Residents Festival which took place on the 29th and 30th January.

A total of 351 questionnaires were completed – 302 online and 49 paper.

Data-processing and reporting were carried out by the Business Intelligence Team, Office of the Chief Executive.



Statistical reliability explained

Based on statistical rules, the *overall results* from this survey are accurate to within +/- 5.2% at the 95% confidence level.

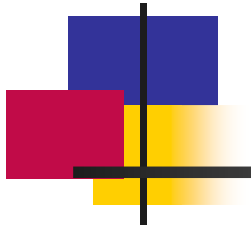
This means that if the exact same survey was carried out 100 times, 95 out of 100 times the results would not be more or less than 5.2% from the figures in this report.

This level is slightly above the accepted industry standard of +/- 5%.

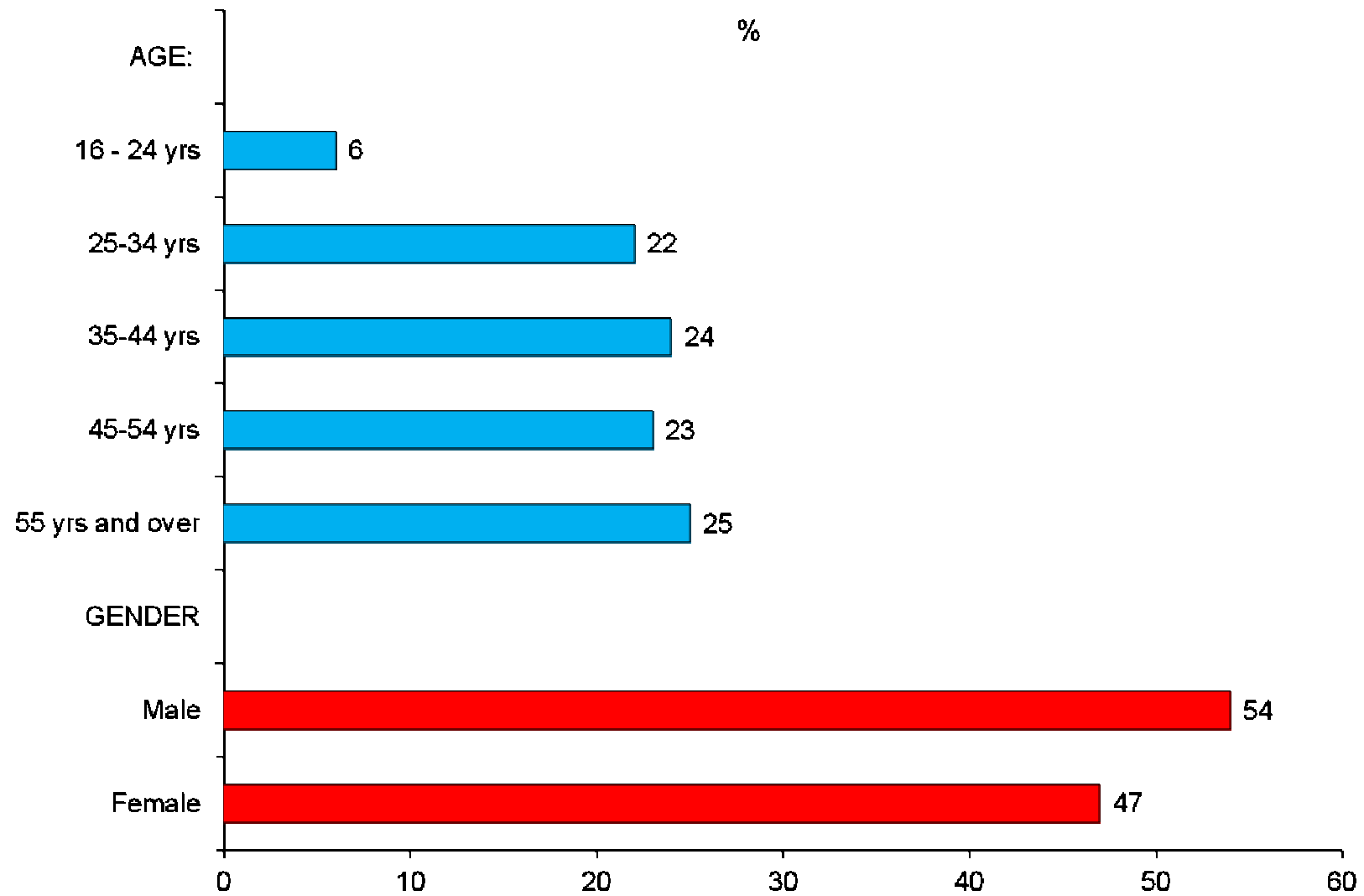
The statistical accuracy of *results at sub-level* will vary. As a guide, a base size of 200 will have an accuracy level of +/- 6.9% at the 95% confidence level, 100 at +/- 9.8% and **50 at +/- 13.9%**.

This report shows the figures for respondents who gave a definite response to each question so base sizes will vary where questions have not been completed.

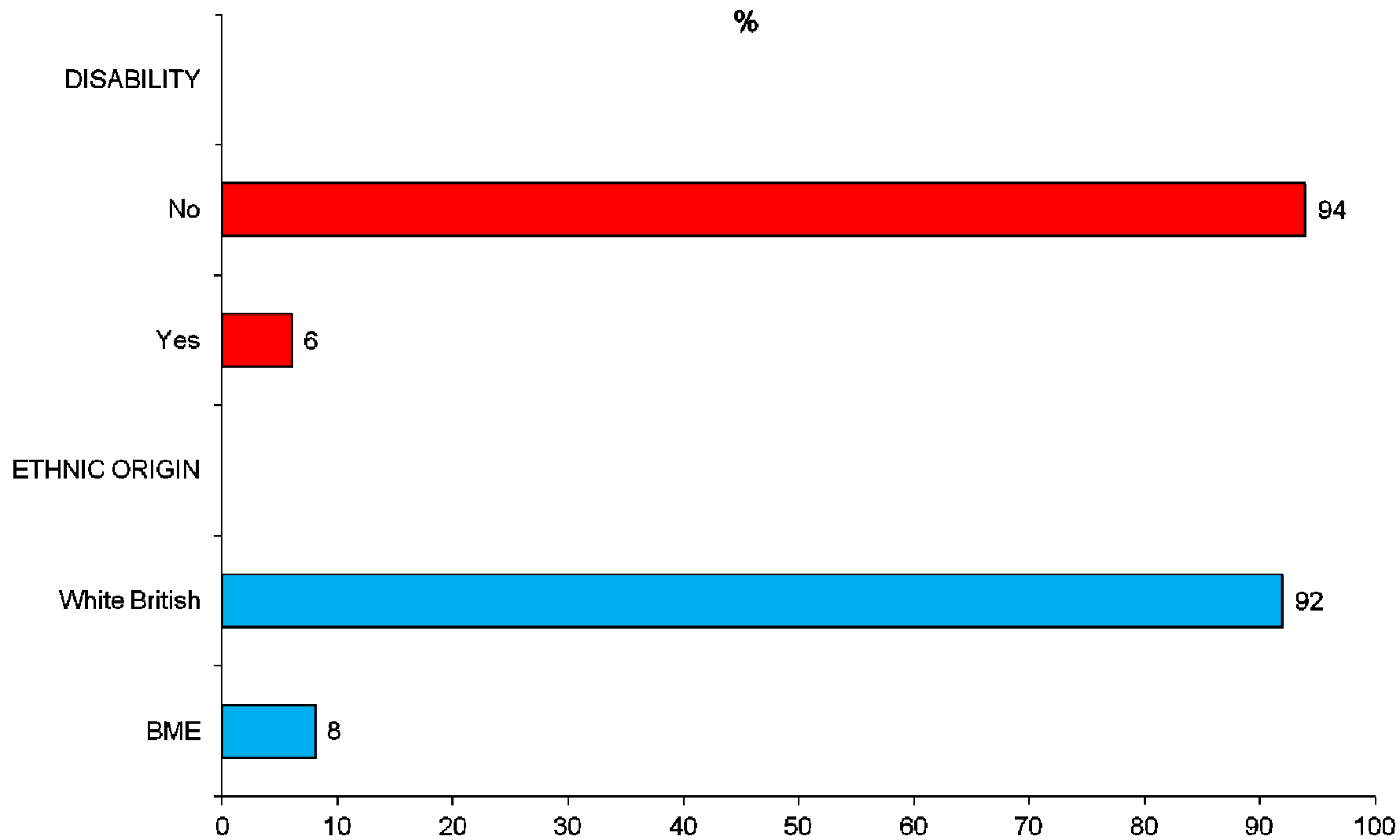
Where responses do not add up to 100%, this is due to multiple coding (respondents could choose more than one option) or computer rounding.



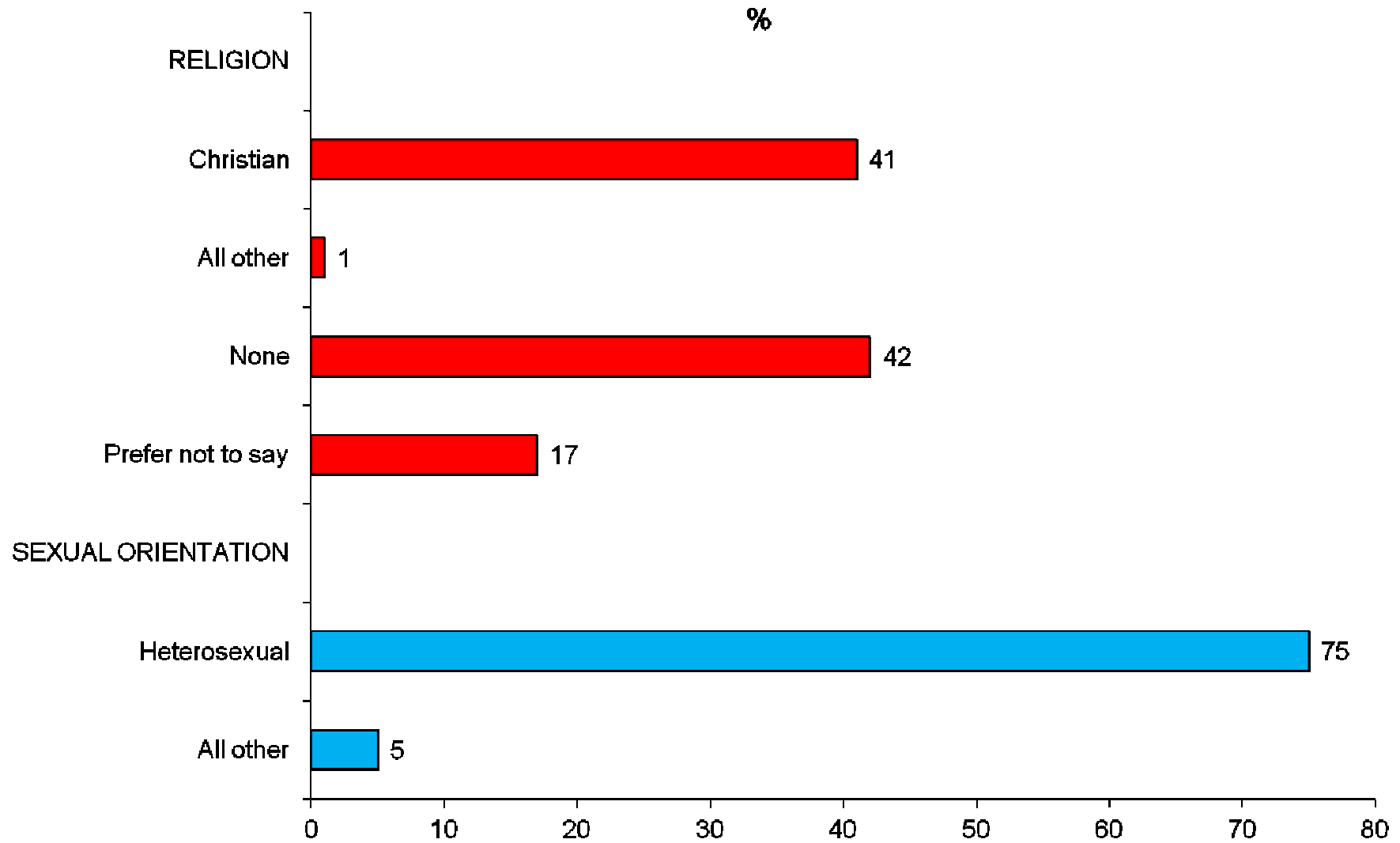
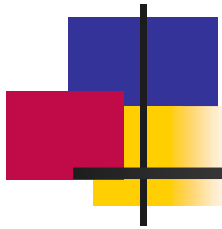
Sample profile



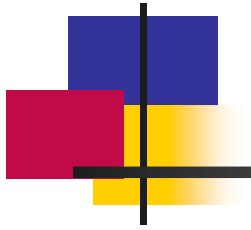
Base: all respondents who answered the question (n= 323 and 333)



Base: all respondents who answered the question (n= 319 and 317)



Base: all respondents who answered the question (n= 313 and 321)

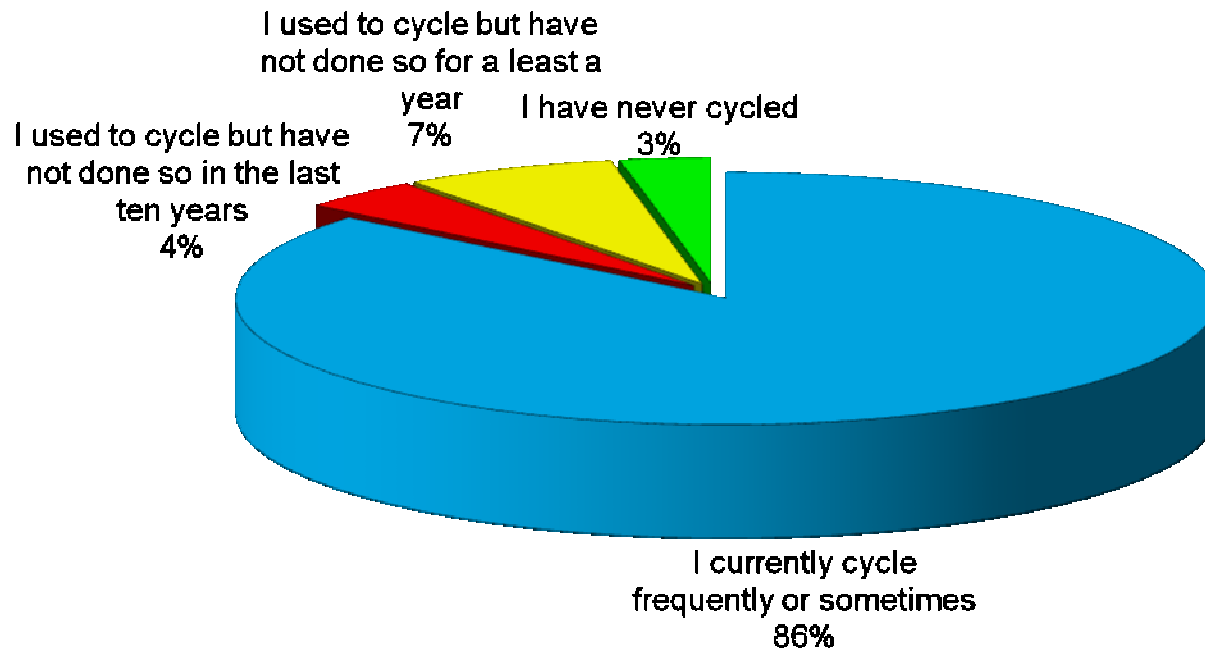


Survey results



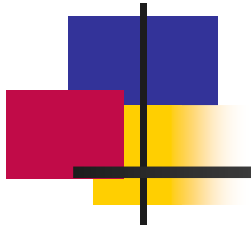
The majority of the sample is made up of those who currently cyclists, either frequently or sometimes.

Q1: Which of the following best describes you as a cyclist?



***These figures should NOT be used as estimates of the percentage of cyclists in York.**

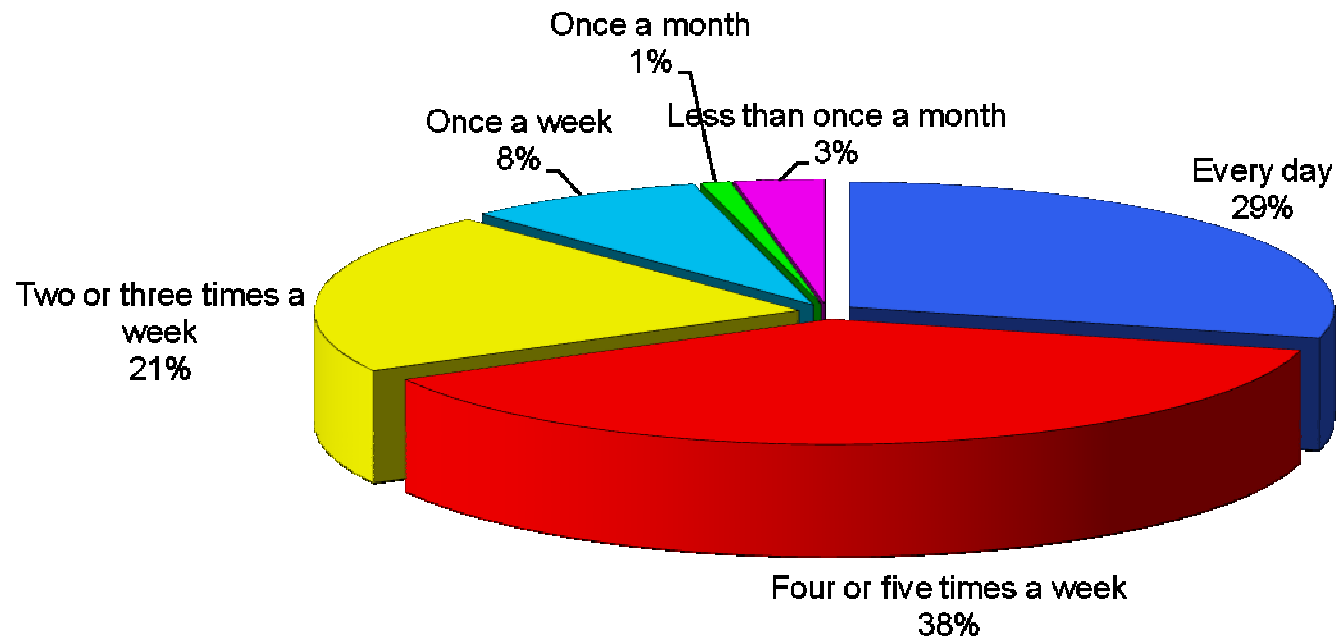
Base: all respondents who answered the question (n= 349)



Current cyclists

The sample of current cyclists are more likely to cycle frequently, with 88% cycling at least twice a week.

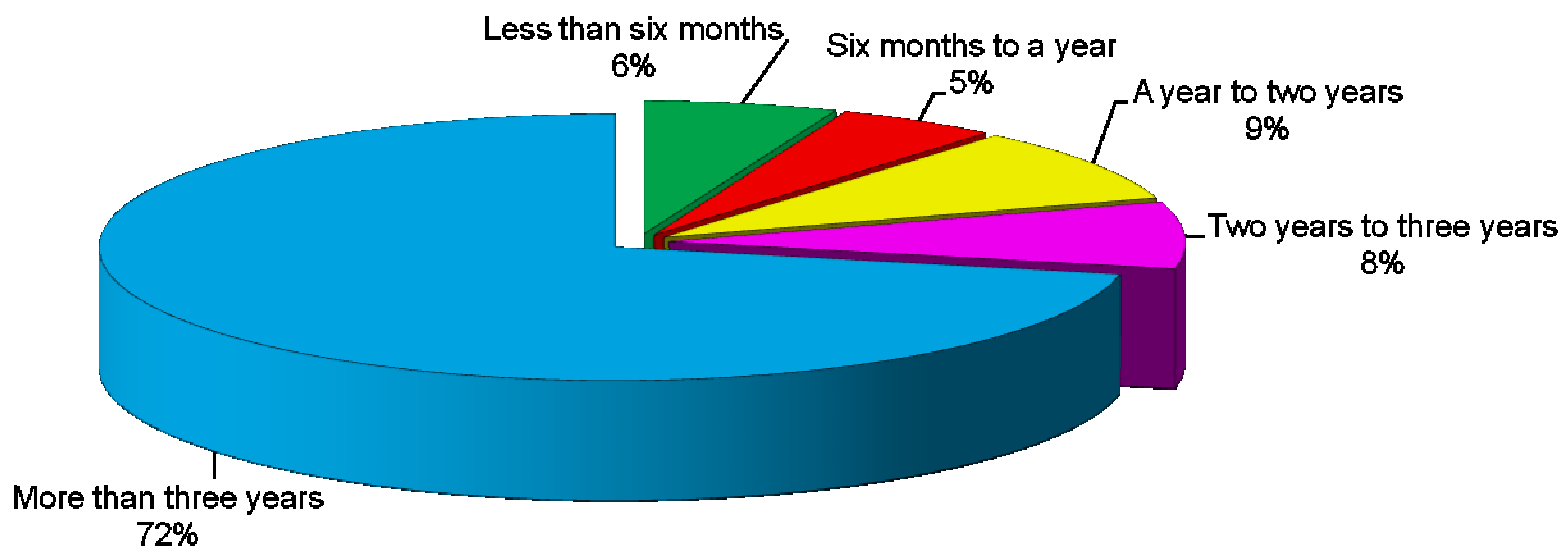
Q3: Generally, how often do you cycle?



***These figures should NOT be used as estimates of frequency for cyclists in York.**

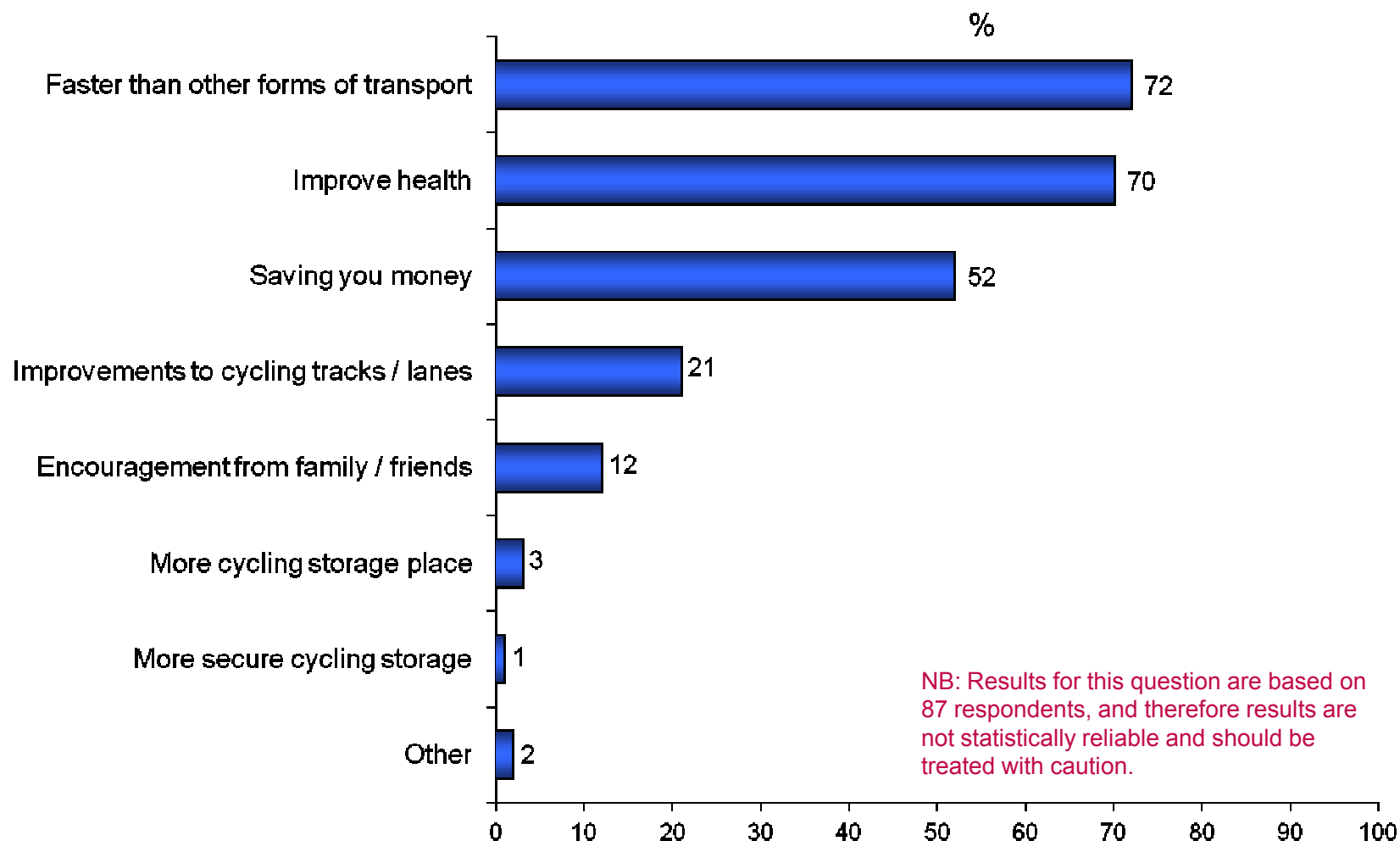
Nearly three-quarters (72%) of the sample of cyclists have been cycling for more than three years, which means just over a quarter (28%) have taken up cycling in the years since the Cycling City programme began.

Q4: For how long have you been cycling in York?



The main reasons for starting to cycle in the city are that it's faster than other modes of transport (72%), health benefits (70%) and saves money (52%); rather than improvements to cycling facilities.

Q5: What have been the main influences on you recently becoming a cyclist / starting to cycle again in the city?

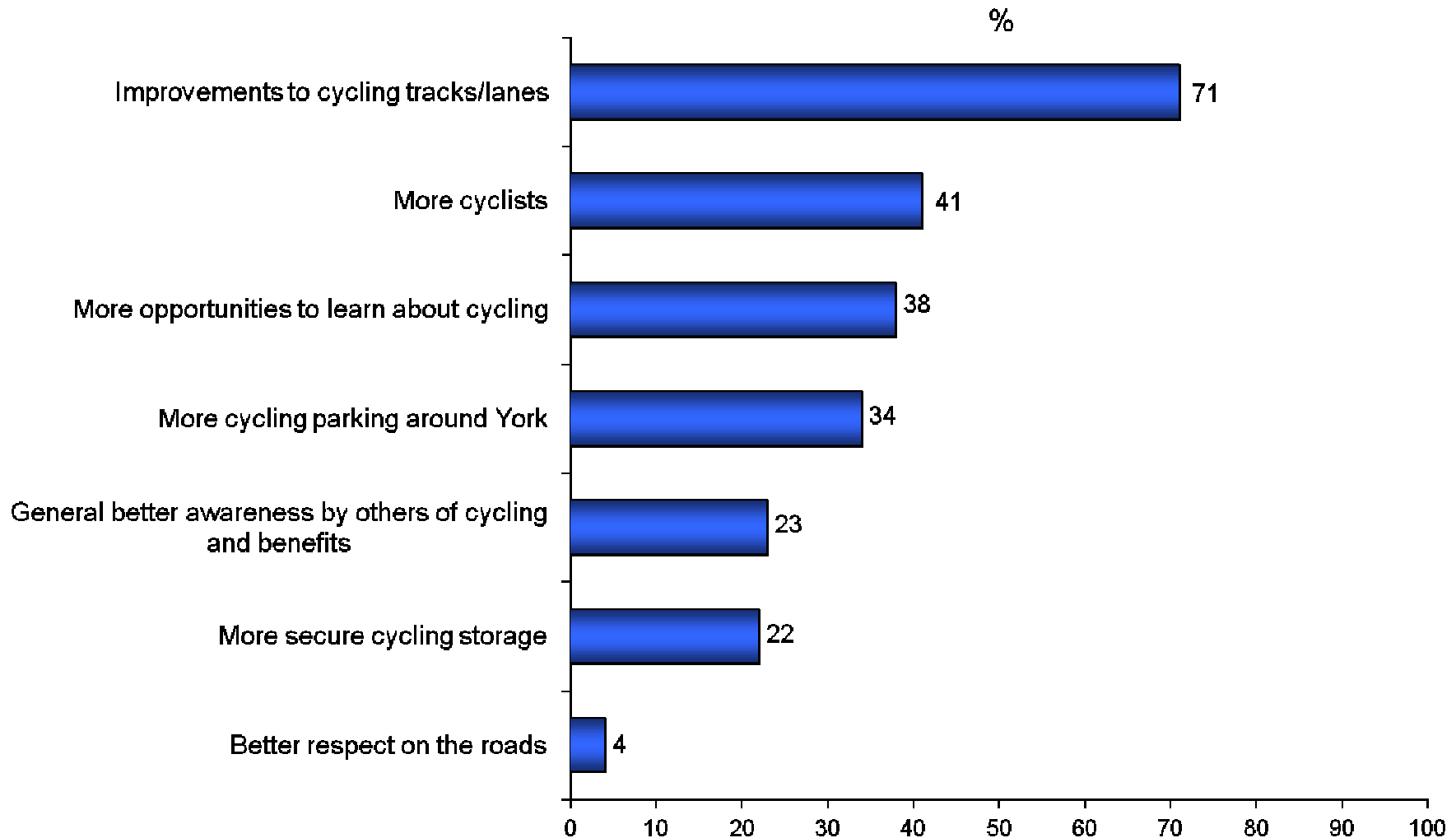


NB: Results for this question are based on 87 respondents, and therefore results are not statistically reliable and should be treated with caution.

Base: all respondents who answered that they have been cycling less than three years to Q4 (n= 87)

Cyclists were most likely to say that there has been improvements to cycle tracks and lanes in the last couple of years, with nearly three-quarters (71%) saying this.

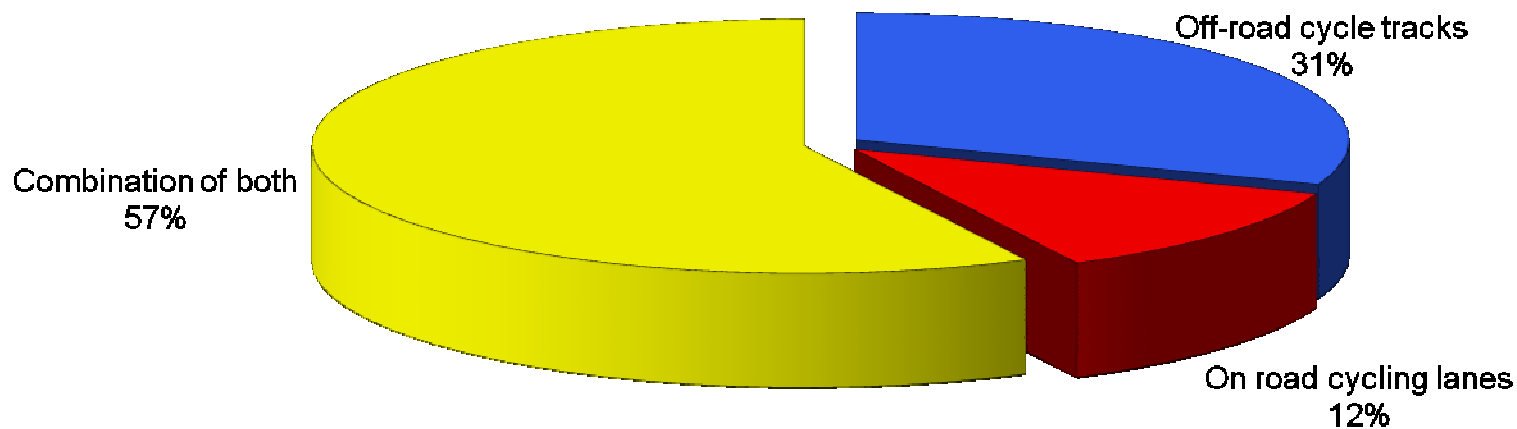
Q6: Have you experienced any improvements regarding cycling in the city in the last couple of years?



Base: all respondents who answered that they have been cycling **more** than three years to Q4 (n= 209)

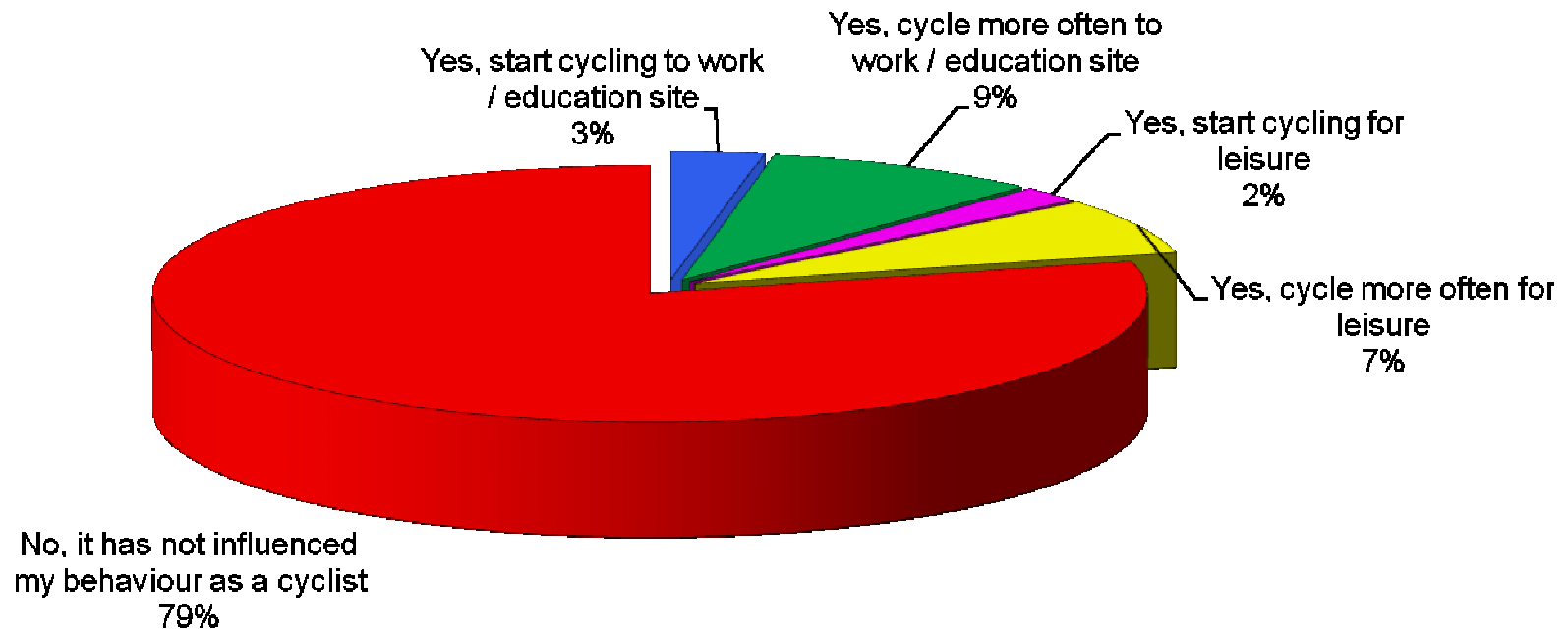
More than half (57%) of the cyclists would prefer a combination of off-road and on-road cycle tracks. Of those who did specify a preference, off-road cycle tracks were more popular (31%).

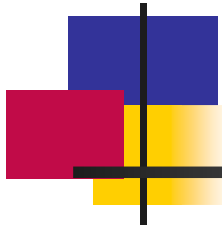
Q7: When cycling in York, do you prefer off-road cycle tracks or on-road cycle lanes?



A majority of cyclists believed that the Cycling City initiative has not influenced their behaviour as a cyclist (79%).

Q9: If you do currently cycle, has the Cycling City initiative influenced your decisions and behaviour as a cyclist to start cycling or cycle more?



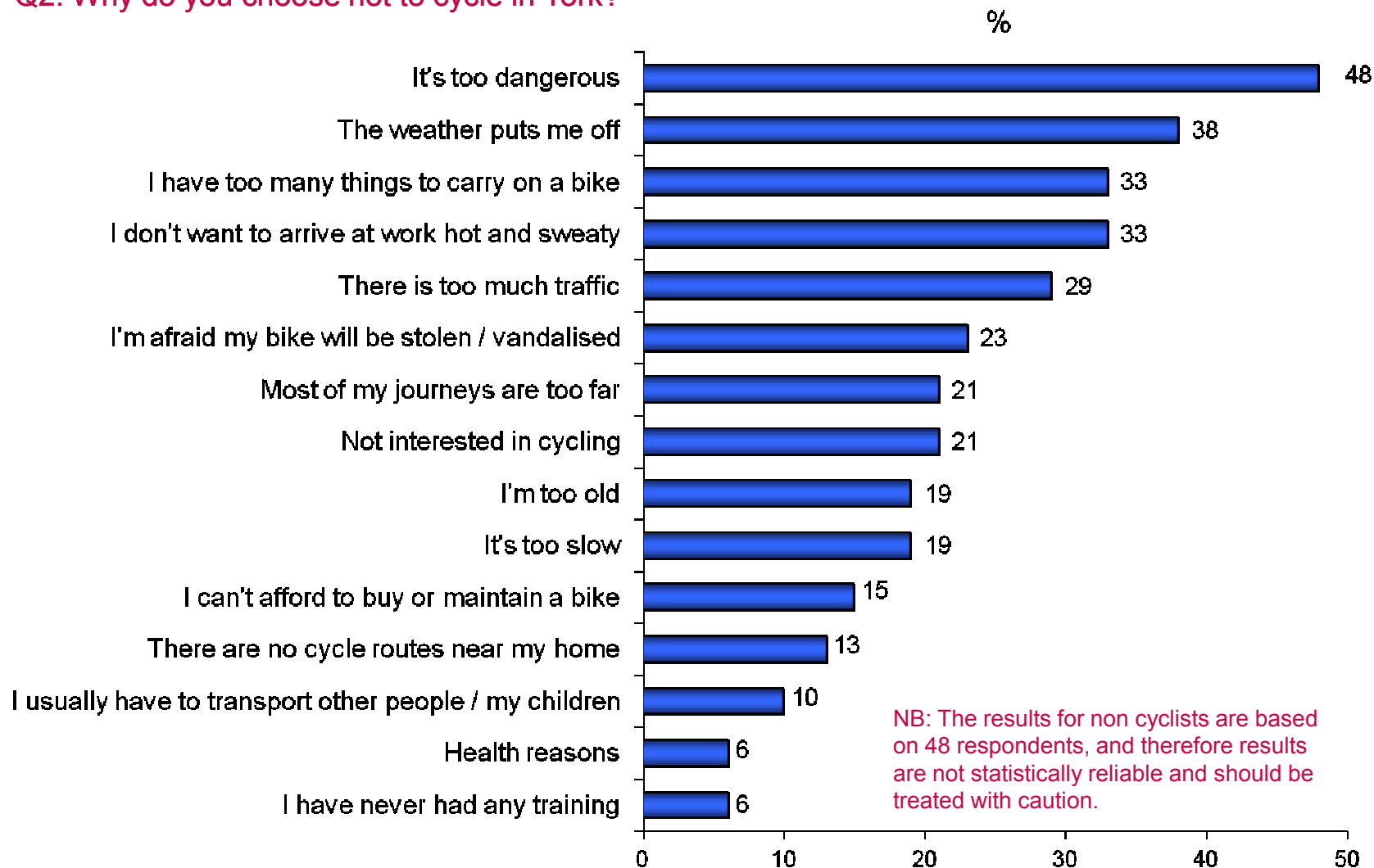


Non cyclists

NB: Results for non cyclists are based on 48 respondents, and therefore results are not statistically reliable and should be treated with caution. Please see slide three – ‘Statistical reliability explained’.

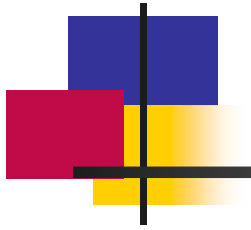
The main reason given for not cycling is that it is believed to be too dangerous (48%). Non cyclists are also put off by the weather (38%), having too much to carry and not wanting to arrive at work hot and sweaty (33%).

Q2: Why do you choose not to cycle in York?



NB: The results for non cyclists are based on 48 respondents, and therefore results are not statistically reliable and should be treated with caution.

Base: all respondents who answered that they do not currently cycle to Q1 (n= 48)



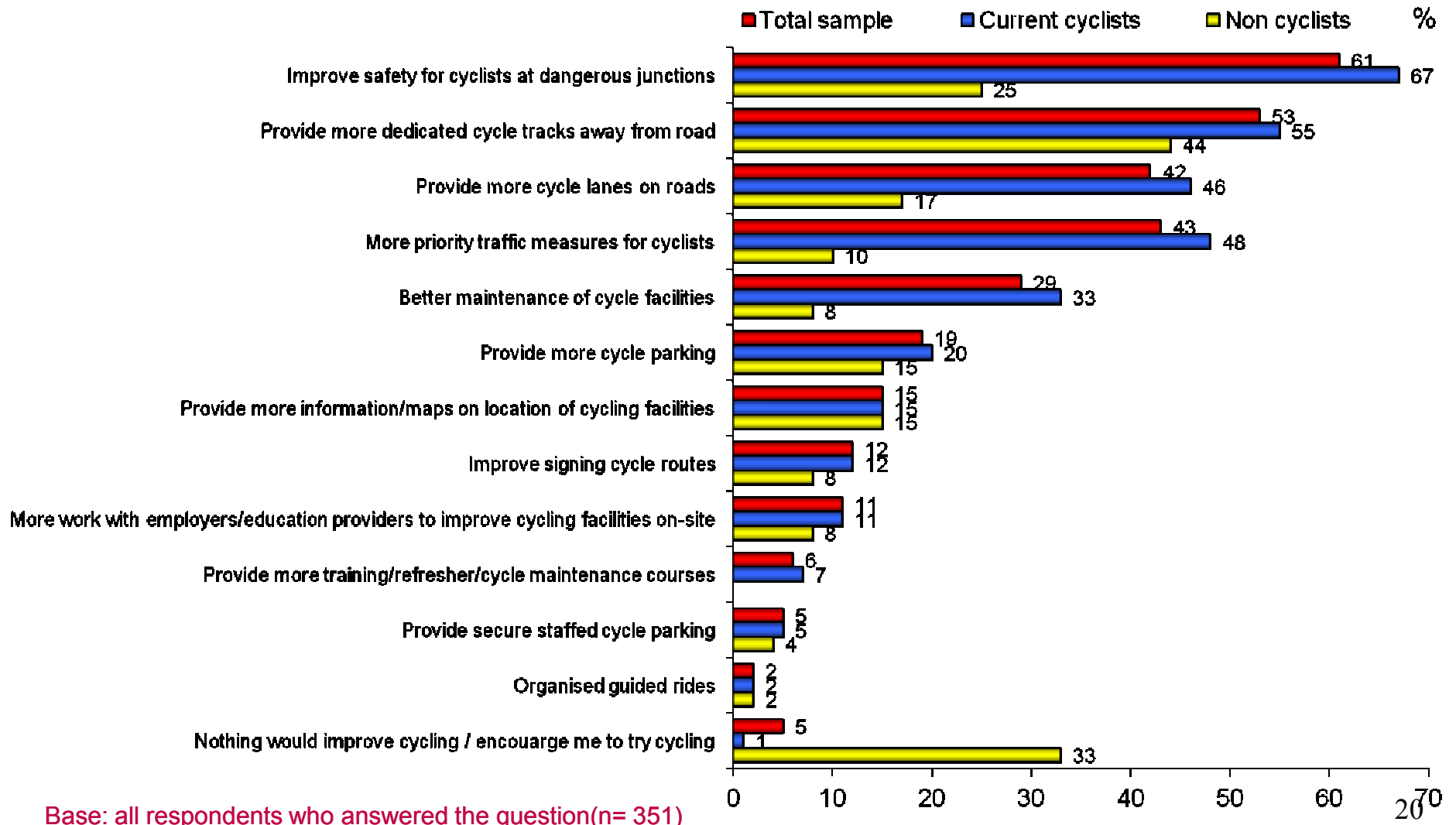
Improving cycling



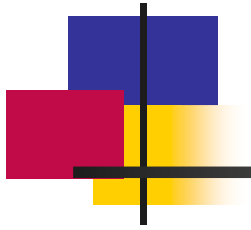
The main priorities for improvement are provision of infrastructure, and more so for current cyclists.

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Q10: Which THREE of the following would most improve cycling for you or encourage you to try cycling?



Base: all respondents who answered the question(n= 351)

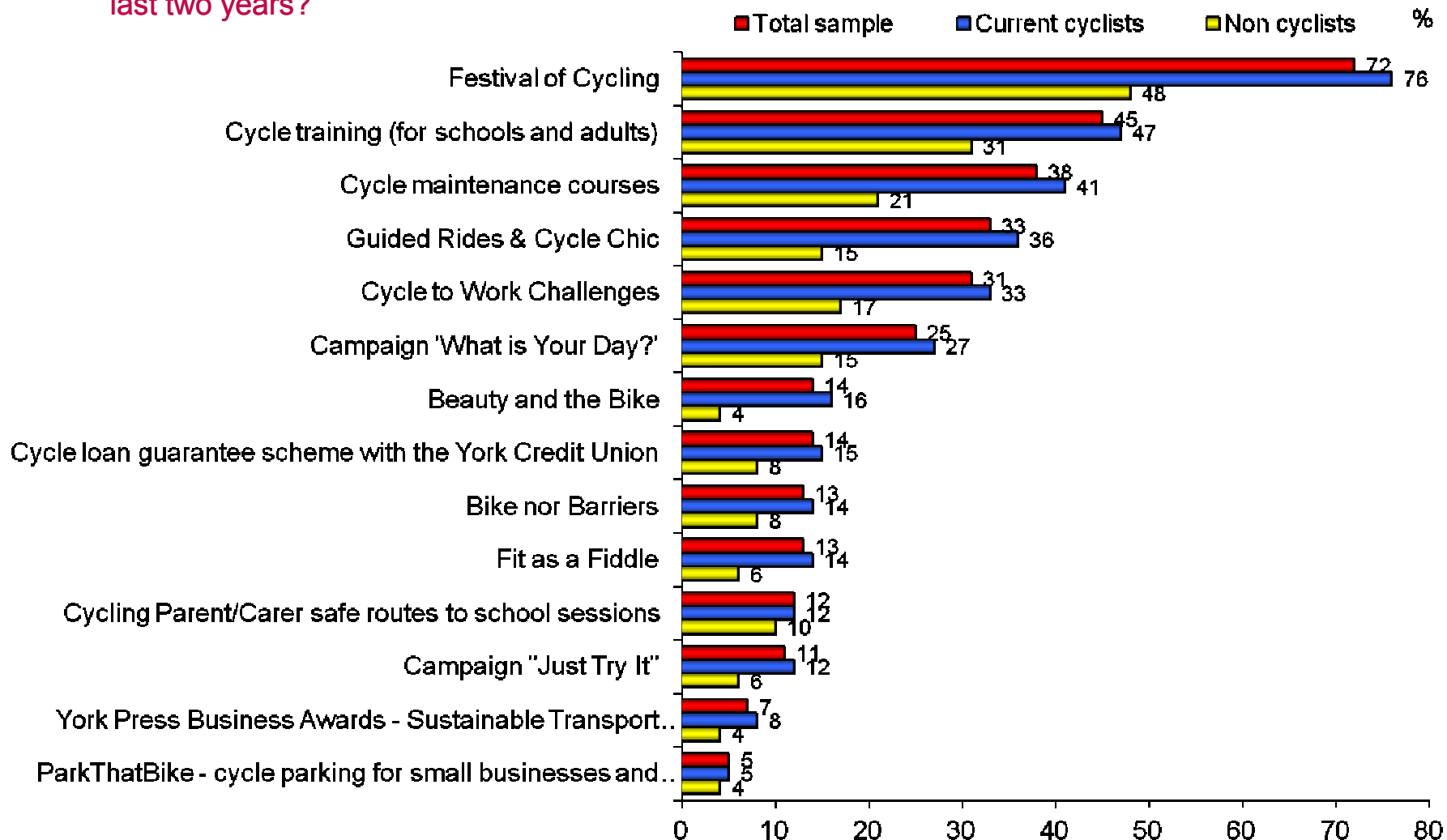


Awareness of Cycling City initiatives

Perhaps unsurprisingly cyclists were more likely than non cyclists to be aware of different Cycling City initiatives.

NB: The results for non cyclists are based on 48 respondents, and therefore results are not statistically reliable and should be treated with caution.

Q8: Are you aware of any of the following examples from the Cycling City initiatives introduced in the last two years?



Base: all respondents who answered the question(n= 351)