

YouGov Survey Results - Cycling UK

Sample size: 1140 UK women

Fieldwork: 11th - 12th June 2019



Total	Age					Social Grade	
	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

SCW_Q1. For the following question, by 'cycle', we mean cycling outside and do NOT mean using an exercise bike at the gym.

On average, approximately how often, if at all, do you cycle? (Please select the option that best applies)

Unweighted base	1140	117	186	196	171	470	635	505
Base: All UK Women	1114	119	176	189	170	460	590	524
Every day	13	2	4	5	2	1	9	5
Every few days	26	3	6	5	6	7	18	9
Once a week	25	7	3	7	2	6	13	12
Once every 2 to 3 weeks	37	7	7	9	9	5	23	13
Once a month	21	1	6	6	5	3	10	11
Less often than once a month	169	23	44	33	28	40	108	62
Never	783	70	99	118	113	383	393	389
Don't know/ can't recall	40	5	8	7	6	15	16	24

SCW_Q2. Which, if any, of the following would encourage you to take up cycling/ cycle more than you currently do? (Please select all that apply. If there is nothing in particular that would encourage you to take up cycling/ cycle more than you currently do, please select the "Not applicable" option)

Unweighted base	1015	97	160	164	146	448	557	458
Base: All UK Women who don't cycle/ cycle less often than once a month	992	99	151	158	147	438	517	475
If I had more knowledge of how to repair/ maintain a bicycle	67	12	10	14	16	15	40	27
If there was better infrastructure for bicycles (e.g. segregated cycle lanes, cycle paths etc.)	264	36	56	49	46	77	168	97
If I had a group of people to go cycling with (e.g. a cycling club, excluding friends or family etc.)	58	13	15	7	12	11	37	21
If family or friends cycled with me	142	19	34	32	29	27	79	63
If there were more facilities at work (e.g. showers, a secure bike locking location etc.)	55	6	24	7	13	6	38	17
Having access to a bicycle and/ or a bicycle that works	196	34	56	44	24	38	102	93
If I had access to information on the best places/ routes to cycle	67	16	17	12	6	16	47	20
If I had someone to help me build my confidence on a bicycle (e.g. on main roads, etc.)	123	22	31	26	14	30	67	56
Having access to an electric bicycle	84	4	12	10	11	47	47	36
If there were more considerate drivers (e.g. cars giving space when overtaking etc.)	208	28	39	37	32	72	136	72
None of these	162	8	10	22	28	93	80	82
Don't know	27	3	4	8	6	7	13	14
Not applicable – there is nothing in particular that would encourage me to take up cycling/ cycle more than I currently do	327	25	32	37	38	196	145	182

SCW_Q3. Which, if any, of the following are reasons why you cycle? (Please select all that apply)

Unweighted base	125	20	26	32	25	22	78	47
Base: All UK women who cycle once a month or more often	121	20	25	31	24	21	72	49
For exercise/ to improve my fitness	83	11	13	22	21	16	50	33
To help my mental health	35	6	6	7	9	7	23	12
To save money (e.g. on public transport, fuel costs, etc.)	27	7	5	6	7	3	20	7
As a means of transport (e.g. going to the shops etc.)	40	9	10	6	8	8	28	13
I cycle for my commute (e.g. college, university, work, etc.)	36	10	7	9	5	4	23	12
I cycle to socialise (e.g. I cycle with friends etc.)	15	3	2	6	5	-	11	4
To spend time with my family	27	4	3	9	6	4	16	10
To have fun	52	9	9	12	12	9	35	17
Other	3	-	2	1	-	-	2	1
Don't know	1	-	1	-	-	-	-	1

SCW_Q4. Which, if any, of the following people would be MOST likely to inspire you to start cycling/ cycle more often than you currently do? (Please select the option that best applies. If no one would be likely to inspire you to start cycling/ cycle more often than you currently do, please select the "Not applicable" option)

Unweighted base	1140	117	186	196	171	470	635	505
Base: All UK women	1114	119	176	189	170	460	590	524
A friend	177	39	38	30	27	43	102	75
A family member	223	19	40	52	41	71	129	94
A colleague/ member of staff at my workplace who is responsible for cycling	21	4	8	4	5	1	18	3
A professional cyclist (e.g. an Olympian etc.)	10	3	4	1	-	2	6	4
A celebrity (excluding Olympians)	5	1	3	1	-	-	4	1
Other	17	3	5	4	-	5	7	10
Don't know	89	11	17	14	19	28	47	42
Not applicable – no one would be likely to inspire me to start cycling/ cycle more often than I currently do	572	40	62	83	78	310	278	295

SCW_Q1. For the following question, by 'cycle', we mean cycling outside and do NOT mean using an exercise bike at the gym.

On average, approximately how often, if at all, do you cycle? (Please select the option that best applies)

	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
Unweighted base	269	189	96	138	274	966	63	90	21
Base: All UK Women	250	184	90	163	258	946	61	87	20
Every day	0%	2%	2%	1%	2%	1%	-	-	-
Every few days	2%	2%	4%	3%	3%	2%	1%	2%	-
Once a week	2%	2%	3%	1%	3%	2%	5%	2%	-
Once every 2 to 3 weeks	4%	0%	4%	4%	4%	3%	2%	4%	-
Once a month	1%	1%	-	1%	4%	2%	-	3%	-
Less often than once a month	13%	16%	24%	18%	15%	16%	9%	10%	15%
Never	75%	72%	59%	68%	66%	69%	77%	74%	85%
Don't know/ can't recall	2%	4%	4%	5%	3%	3%	6%	5%	-

SCW_Q2. Which, if any, of the following would encourage you to take up cycling/ cycle more than you currently do? (Please select all that apply. If there is nothing in particular that would encourage you to take up cycling/ cycle more than you currently do, please select the "Not applicable" option)

Unweighted base	243	174	83	124	233	857	58	79	21
Base: All UK Women who don't cycle/ cycle less often than once a month	226	170	78	146	220	840	56	76	20
If I had more knowledge of how to repair/ maintain a bicycle	7%	5%	10%	6%	8%	7%	5%	7%	15%
If there was better infrastructure for bicycles (e.g. segregated cycle lanes, cycle paths etc.)	25%	25%	24%	27%	29%	26%	23%	31%	33%
If I had a group of people to go cycling with (e.g. a cycling club, excluding friends or family etc.)	7%	6%	5%	5%	5%	6%	5%	4%	19%
If family or friends cycled with me	15%	14%	14%	11%	15%	14%	15%	13%	34%
If there were more facilities at work (e.g. showers, a secure bike locking location etc.)	5%	6%	5%	8%	5%	6%	3%	5%	-
Having access to a bicycle and/ or a bicycle that works	21%	20%	21%	20%	19%	20%	16%	21%	11%
If I had access to information on the best places/ routes to cycle	6%	9%	3%	7%	6%	7%	3%	9%	14%
If I had someone to help me build my confidence on a bicycle (e.g. on main roads, etc.)	12%	10%	11%	14%	13%	12%	8%	14%	31%
Having access to an electric bicycle	8%	10%	8%	4%	10%	8%	11%	8%	5%
If there were more considerate drivers (e.g. cars giving space when overtaking etc.)	18%	21%	23%	22%	23%	21%	18%	25%	9%
None of these	15%	17%	18%	19%	14%	16%	19%	19%	4%
Don't know	4%	3%	2%	2%	2%	3%	4%	1%	5%
Not applicable – there is nothing in particular that would encourage me to take up cycling/ cycle more than I currently do	36%	30%	31%	29%	36%	33%	35%	29%	34%

SCW_Q3. Which, if any, of the following are reasons why you cycle? (Please select all that apply)

Unweighted base	26	15	13	14	41	109	5	11	-
Base: All UK women who cycle once a month or more often	24	15	12	17	38	106	5	10	-
For exercise/ to improve my fitness	70%	66%	76%	71%	65%	69%	80%	63%	-
To help my mental health	29%	35%	38%	40%	17%	28%	24%	35%	-
To save money (e.g. on public transport, fuel costs, etc.)	4%	40%	30%	26%	19%	21%	20%	37%	-
As a means of transport (e.g. going to the shops etc.)	26%	34%	38%	58%	29%	34%	-	35%	-
I cycle for my commute (e.g. college, university, work, etc.)	26%	40%	54%	21%	27%	31%	20%	18%	-
I cycle to socialise (e.g. I cycle with friends etc.)	11%	14%	8%	13%	10%	11%	38%	18%	-
To spend time with my family	32%	13%	-	13%	26%	21%	18%	37%	-
To have fun	43%	26%	47%	48%	43%	42%	59%	45%	-
Other	-	-	-	7%	-	1%	21%	9%	-
Don't know	-	-	-	-	-	-	-	11%	-

SCW_Q4. Which, if any, of the following people would be MOST likely to inspire you to start cycling/ cycle more often than you currently do? (Please select the option that best applies. If no one would be likely to inspire you to start cycling/ cycle more often than you currently do, please select the "Not applicable" option)

Unweighted base	269	189	96	138	274	966	63	90	21
Base: All UK women	250	184	90	163	258	946	61	87	20
A friend	17%	15%	22%	10%	15%	15%	19%	20%	14%
A family member	19%	24%	15%	19%	21%	20%	16%	15%	44%
A colleague/ member of staff at my workplace who is responsible for cycling	0%	3%	2%	3%	2%	2%	-	2%	-
A professional cyclist (e.g. an Olympian etc.)	1%	0%	-	1%	1%	1%	2%	1%	-
A celebrity (excluding Olympians)	1%	0%	-	-	0%	0%	-	-	-
Other	1%	2%	2%	3%	1%	2%	-	-	-
Don't know	7%	10%	6%	9%	8%	8%	5%	8%	5%
Not applicable – no one would be likely to inspire me to start cycling/ cycle more often than I currently do	52%	45%	53%	55%	51%	51%	59%	54%	38%