

A man in a dark suit, white shirt, and red tie is riding a blue bicycle. He is wearing a yellow and black cycling helmet and has a dark jacket slung over his shoulder. He is smiling and looking towards the right. The background is a blurred outdoor setting with green trees and a pink flowering bush. A large, semi-transparent white circle is overlaid on the left side of the image.

IAM
DRIVING ROAD SAFETY

iam.org.uk

Cycling Motorists

Introduction

Motorists are motorists only when they drive. They are also pedestrians, bus and train passengers. When they ride a bike, they are cyclists.

Most motorists learned to ride bikes as children, many continued through adolescence, and some cycle regularly or occasionally. Many still own a bicycle but no longer ride it.

Cycling Motorists focuses on motorists who ride a bike at some time; the IAM survey suggests there are many – up to five million who ride regularly and seven million who ride infrequently.

Can cycling motorists be persuaded to ride more? Can motorists who have a bike but never ride be persuaded to renovate it and ride again? Can motorists who know how to cycle be encouraged to buy a bike and cycle again?

This is a new dimension for cycling. The IAM's study reveals that many millions of motorists already cycle, some could be persuaded to cycle more, and many others could take up cycling again. New strategies are needed to encourage motorists who cycle to do more and to persuade more motorists to start cycling.

The IAM welcomes debate and views on the issues raised in this study. Please let us know what you think should be done to encourage motorists to cycle more by contacting us at info@iamtrust.org.uk

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Contents

Introduction	2
Cycling motorists – what and who are they?	3
The survey	3
Motorists who own/don't own a bike	3
Bike-owning motorists, how often they ride	4
Bike-owning motorists, their ages	4
Bike owning motorists, their social groups	4
Riding purpose	5
Motivations to ride	5
Choosing when and when not to ride	6
Cycling concerns	6
Getting to work	7
Cycling to work – how often?	7
Time taken to cycle to work	7
Use of cycle lanes on the ride to work	7
Employer support for cycling motorists	8
Attitudes of employers and colleagues to cycling motorists	8
Knowledge of the cycle to work scheme	9
Views on cyclists and cycling	9
Why bike-owning motorists don't cycle	9
Will bike-owning non-cycling motorists ride again?	10
Most popular bikes	11
Protective gear	11
Encouraging cycling motorists to cycle more, and other motorists to start cycling	12
How many cycling motorists are there	12
The cycling motorists tree	13
The cycling 'virtuous circle'	13
Getting more motorists cycling, more safely, more often	14
Acknowledgements	14
Guide for readers	14
About IAM and IAM Trust	15

Cycling motorists – what and who are they?

Journeys by car account for 80 per cent of all travel in Great Britain; less than 2 per cent is by bicycle. But many bike miles are ridden by motorists who choose to cycle rather than drive for some journeys; others ride solely for leisure and fun, some do both. They are cycling motorists.

How many cycling motorists are there? Can they be encouraged and helped to cycle more? And can motorists who no longer ride be persuaded ride again? The IAM commissioned a study to find out:

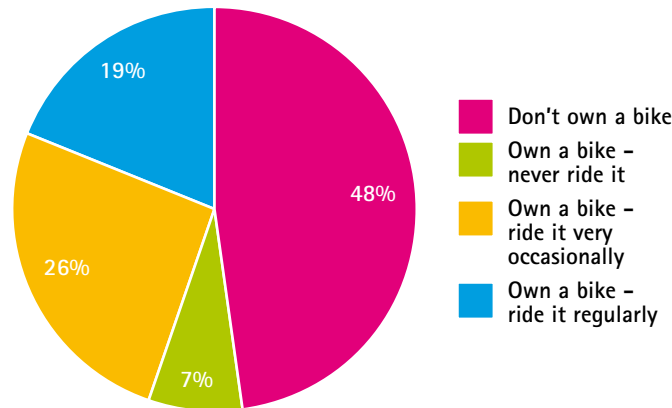
- How many motorists can also ride a bike
- How many own a bike
- How many still ride regularly or occasionally
- How many ride for leisure
- How many ride on journeys rather than drive
- How many cycle to work, and what their employers and colleagues think of them
- Their cycling concerns, and what would encourage them to cycle even more
- What could persuade non-cycling motorists who know how to cycle to start again

The survey

- 1,015 people on the ICM Omnibus Panel were asked "Do you drive?"
- 70 per cent said they could, of which almost all said they had the use of either their own car, or one owned by someone else
- These are the motorists who then took part in the survey

Motorists who own/don't own a bike

- Most motorists know how to ride a bicycle, and around half own one even if they no longer ride it



More than five million motorists ride a bike regularly – daily, every few days or every week. Two-thirds are men (IAM)

What and who are:

Regular cycling motorists?

- Motorists who know how to ride a bike and who currently ride it regularly, ie daily, every few days, or every week:
 - Solely for leisure and fun
 - Solely on trips instead of driving, walking or using public transport
 - Both

Occasional cycling motorists?

- Motorists who know how to ride a bike, and who ride infrequently, ie every few weeks, every few months, or less often

Non-cycling motorists?

- Motorists who own a bike, know how to ride a bike, but don't

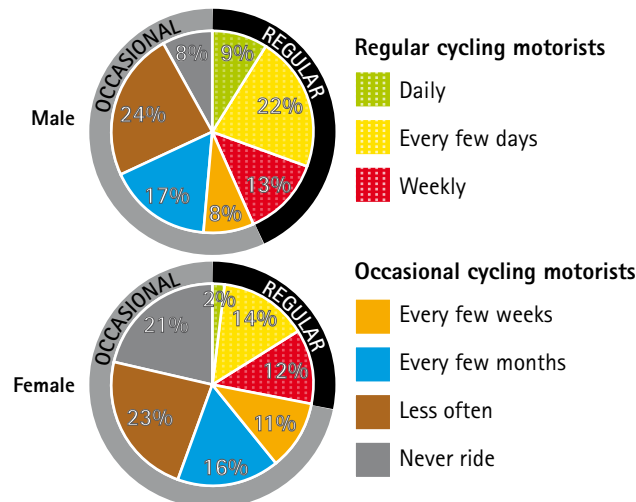


Twice as many men as women are regular cycling motorists (IAM)

Bike-owning motorists, how often they ride

- Only 14 per cent of bike-owning motorists don't ride (non-cycling motorists)
- More than a third ride regularly, ie daily, every few days or every week (regular cycling motorists)
- Half ride only occasionally ie every few weeks, every few months, or less (occasional cycling motorists)
- A quarter of these occasional cycling motorists don't own the bike they ride (borrow/rent)
- Twice as many men as women are regular cycling motorists

	Male	Female	Total
	(per cent)		
Regular cycling motorists			
Daily	9	2	6
Every few days	22	14	18
weekly	13	12	13
Occasional cycling motorists			
Every few weeks	8	11	9
Every few months	17	16	17
Less often	24	23	24
Never ride	8	21	14



Bike-owning motorists, their ages

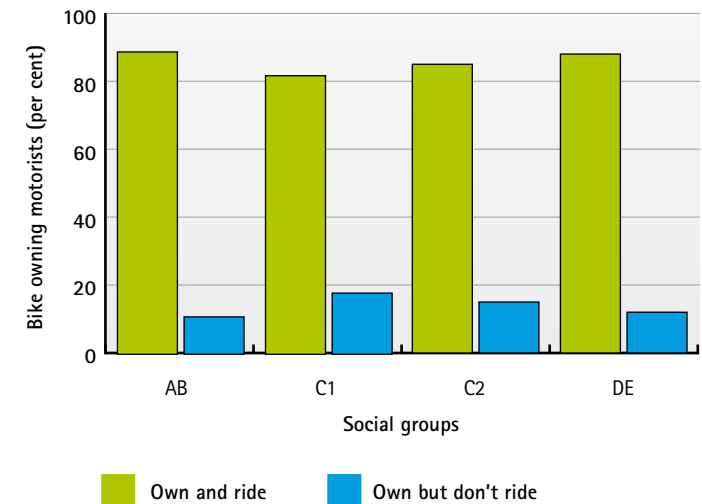
- Middle-aged motorists are most likely to own and ride a bike; the over 65s are the least likely

Age	Own and ride	Own but don't ride
	(per cent)	
18-24	72	28
25-34	87	13
35-44	94	6
45-54	89	11
55-64	83	17
65+	60	40

Bike-owning motorists, their social groups

- There are marginally more regular and occasional cycling motorists in social groups AB and DE than in other groups

Social group	Own and ride	Own but don't ride
	(per cent)	
AB	89	11
C1	82	18
C2	85	15
DE	88	12



Riding purpose

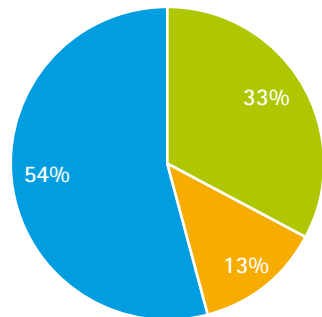
- One-third of regular cycling motorists ride solely for leisure; half also ride in preference to driving, walking or using public transport
- Only 13 per cent ride rather than drive, walk or use public transport for some journeys
- Most occasional cycling motorists – 82 per cent – ride solely for leisure

Riding purpose	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Riding solely for leisure	33	82
Riding instead of driving, walking or using public transport	13	4
Both	54	13

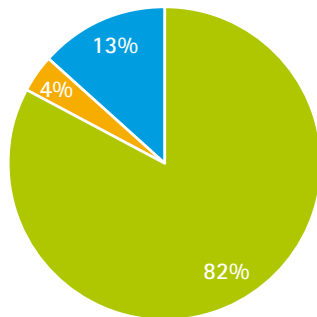
Motivations to ride

- Exercise, fun and the environment top the list of motivations for both regular and occasional cycling motorists

Motivations to ride	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Good exercise	97	100
Fun	91	89
Good for the environment	84	86
Saves money	79	62
Easier to park	74	58
It's sociable	58	62
Quicker	65	41
Partner can have the car	32	18



Regular cycling motorists

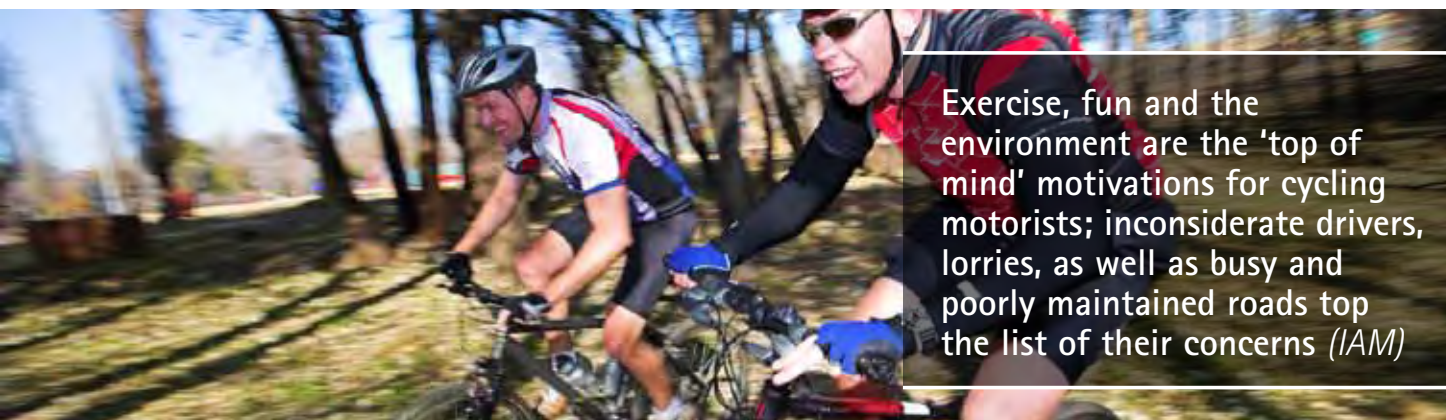


Occasional cycling motorists

- Riding solely for leisure
- Riding instead of driving, walking or using public transport
- Both



The recommended amount of moderate intensity physical activity for adults is 30 minutes a day on five or more days of the week (Chief Medical Officer). This level of activity can be achieved simply by cycling for some short trips each week (DfT)



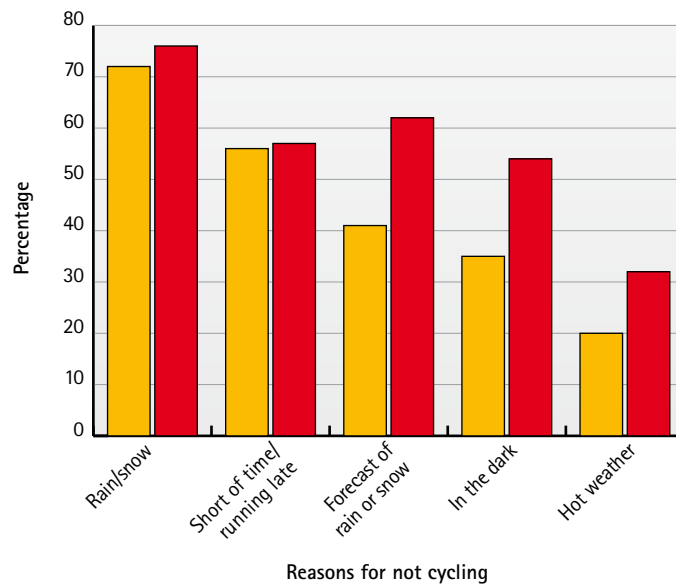
Exercise, fun and the environment are the 'top of mind' motivations for cycling motorists; inconsiderate drivers, lorries, as well as busy and poorly maintained roads top the list of their concerns (IAM)



Choosing when and when not to ride

- Rain and snow, actual or forecast, and time available for the journey are significant factors in deciding not to ride; more so for occasional cycling motorists

Reasons for not cycling	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Rain/snow	72	76
Short of time/running late	56	57
Forecast of rain or snow	41	62
In the dark	35	54
Hot weather	20	32

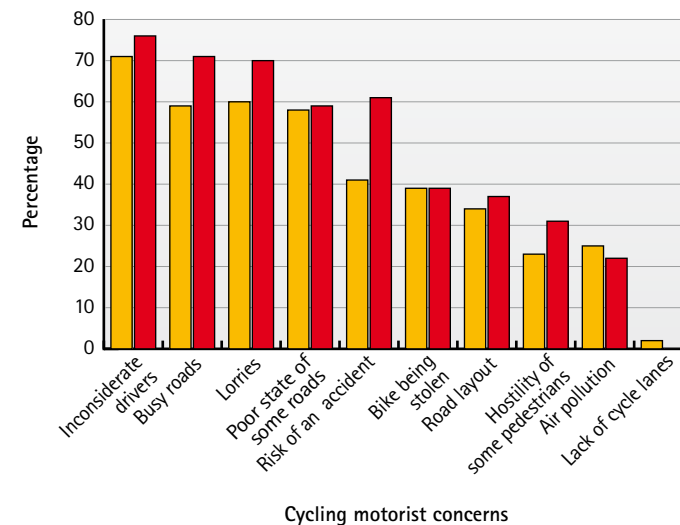


■ Regular cycling motorists
■ Occasional cycling motorists

Cycling concerns

- Inconsiderate drivers, lorries, as well as busy and poorly maintained roads are 'top of mind' concerns of cycling motorists – more so for occasional cycling motorists

Cycling concerns	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Inconsiderate drivers	71	76
Busy roads	59	71
Lorries	60	70
Poor state of some roads	58	59
Risk of an accident	41	61
Bike being stolen	39	39
Road layout	34	37
Hostility of some pedestrians	23	31
Air pollution	25	22
Lack of cycle lanes	2	0

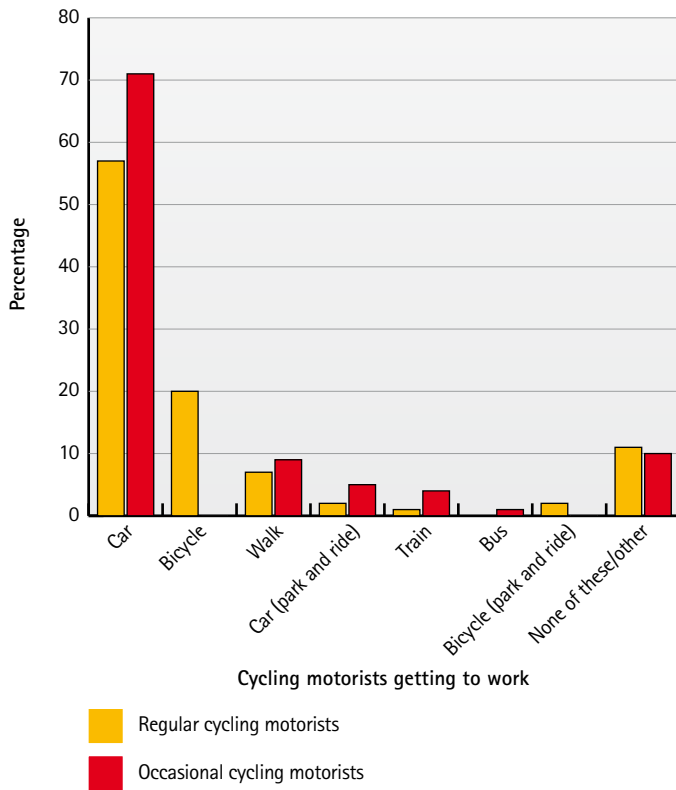


■ Regular cycling motorists
■ Occasional cycling motorists

Getting get to work

- More than half of regular cycling motorists drive to work; a fifth cycle

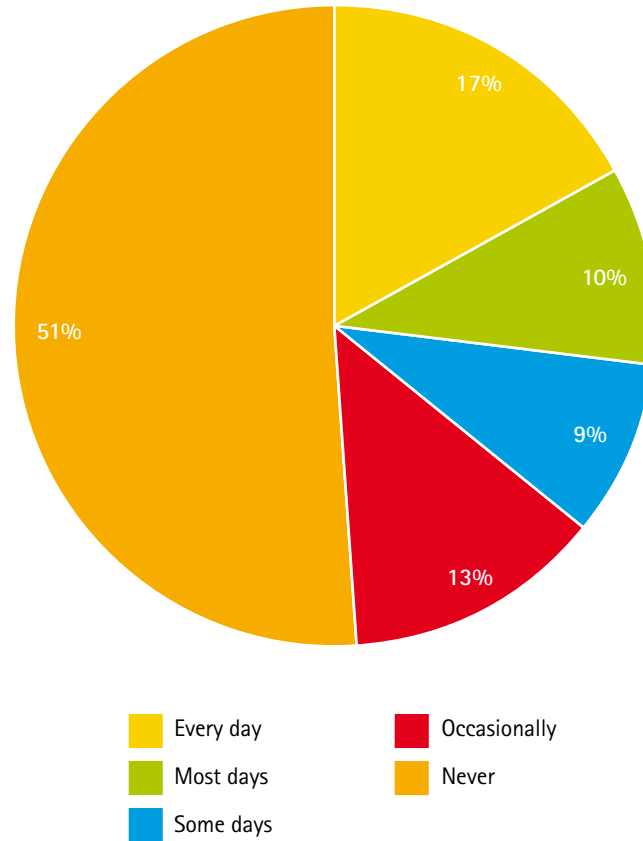
Getting to work	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Car	57	71
Bicycle	20	0
Walk	7	9
Car (park and ride)	2	5
Train	1	4
Bus	0	1
Bicycle (park and ride)	2	0
None of these/other	11	10



Cycling to work – how often?

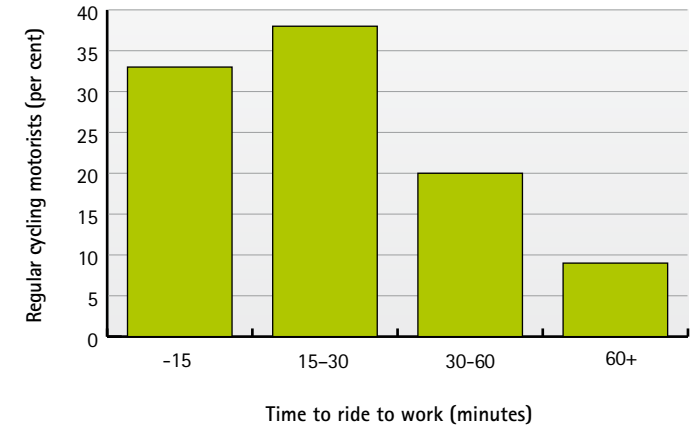
- A quarter of regular cycling motorists who ride to work do so daily, or on most days

Frequency of cycling to work	Regular cycling motorists (per cent)
Every day	17
Most days	10
Some days	9
Occasionally	13
Never	51



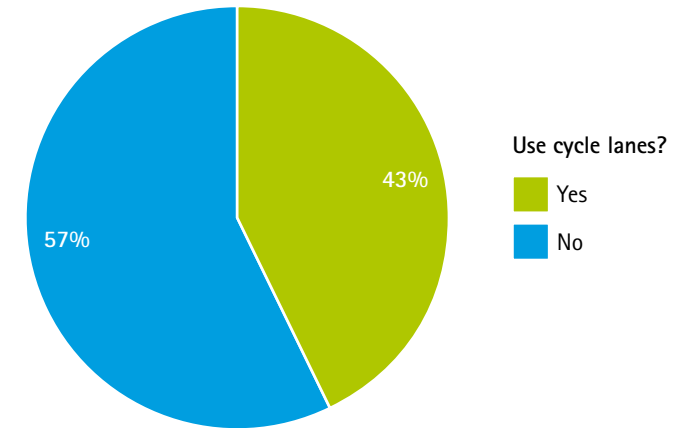
Time taken to cycle to work

Time to ride to work (minutes)	Regular cycling motorists (per cent)
Less than 15	33
15–30	38
30–60	20
More than 60	9



Use of cycle lanes on the ride to work

- Almost half of cycling motorists who ride to work use cycle lanes on their journey



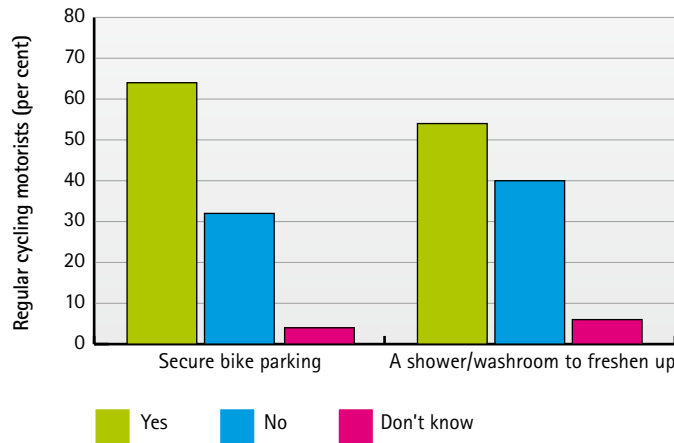


More than half of regular cycling motorists have facilities such as secure bike parking, a shower or washroom at their workplace (IAM)

Employer support for cycling motorists

- More than half of regular cycling motorists say their employer provides facilities, such as secure bike parking, shower or washroom

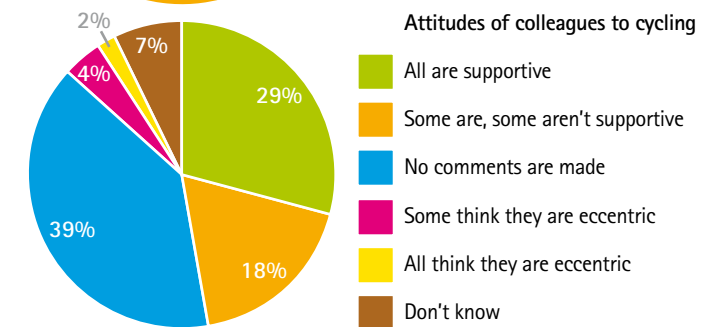
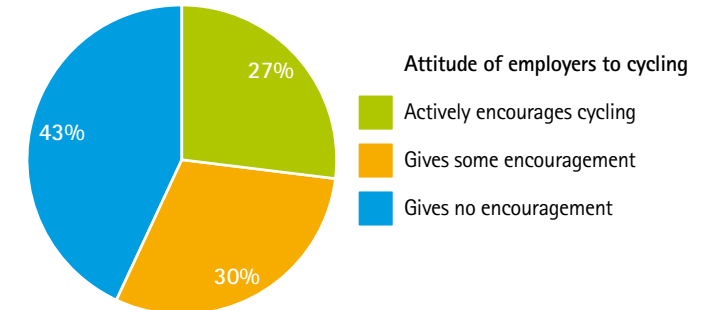
Secure bike parking?	Regular cycling motorists (per cent)
Yes	64
No	32
Don't know	4
A shower/washroom to freshen up?	Regular cycling motorists (per cent)
Yes	54
No	40
Don't know	6



Attitudes of employers and colleagues to cycling motorists

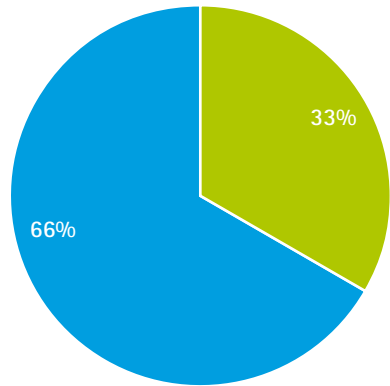
- More than half of regular cycling motorists believe their employer encourages them to cycle to work
- Most perceive no ill-feeling or ridicule from their colleagues

Attitude of employers to cycling	Regular cycling motorists (per cent)
Actively encourages cycling	27
Gives some encouragement	30
Gives no encouragement	43
Attitudes of colleagues to cycling	
All are supportive	29
Some are, some aren't supportive	18
No comments are made	39
Some think they are eccentric	4
All think they are eccentric	2
Don't know	7



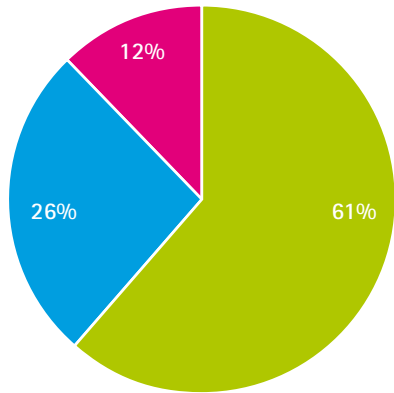
Knowledge of the cycle to work scheme

- Only one-third of regular cycling motorists have heard of the Government's 'Cycle to work' scheme that offers financial (tax and NI) incentives for cycle commuting
- Two-thirds of those aware of it say their employer operates the scheme



Heard of 'Cycle to work' scheme?

- Yes
- No



Does your employer offer it?

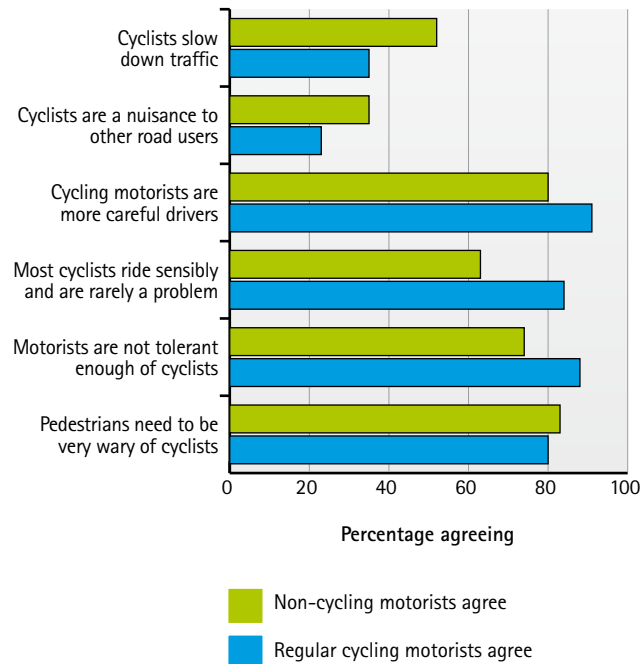
- Yes
- No
- Don't know



Views on cyclists and cycling

- As would be expected, regular cycling motorists tend to be less critical of cycling and cyclists than non-cycling motorists
- But both groups agree that cycling motorists are more careful drivers

Views on cyclists and cycling	Non-cycling motorists agree	Regular cycling motorists agree
	(per cent)	
Cyclists slow down traffic	52	35
Cyclists are a nuisance to other road users	35	23
Cycling motorists are more careful drivers	80	91
Most cyclists ride sensibly and are rarely a problem	63	84
Motorists are not tolerant enough of cyclists	74	88
Pedestrians need to be very wary of cyclists	83	80



Why bike-owning motorists don't cycle

- Men are marginally more likely to feel too old to take up riding again
- More women seem to prefer to drive

Reasons for not cycling	Men	Women
	(per cent)	
I'm too old	26	19
I prefer to drive	17	24
Too dangerous	15	16
Not fit enough	14	14
Don't have a bike	10	15
Distances	6	6
Prefer to walk	5	5
It's too much effort	5	4
Too much traffic	3	6
Inconvenience	2	5
Too hilly	4	2
Not enough cycle lanes	83	80
Too much to carry	52	35



Only half of cycling motorists ride with a cycle helmet; one-third who ride regularly wear no protective gear at all. Mountain, (off-road) and BMX are the most popular bikes (IAM)

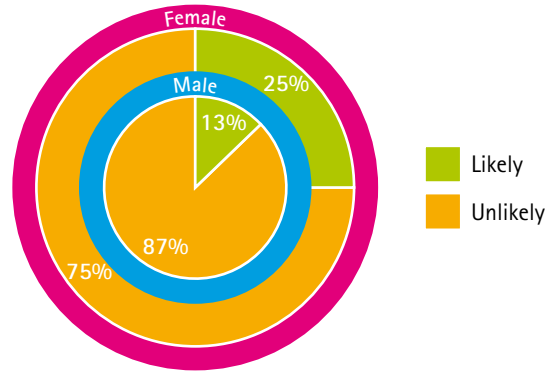


Most non-cycling motorists believe that cycling motorists are more careful drivers (IAM)

Will bike-owning non-cycling motorists ride again?

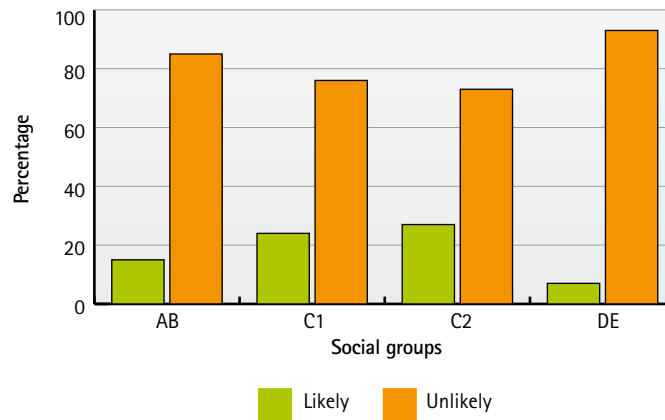
- More than three-quarters say they do not anticipate riding again; twice as many women as men said they are likely to ride again

How likely to ride again?	Men	Women
Likely (per cent)	13	25
Unlikely (per cent)	87	75

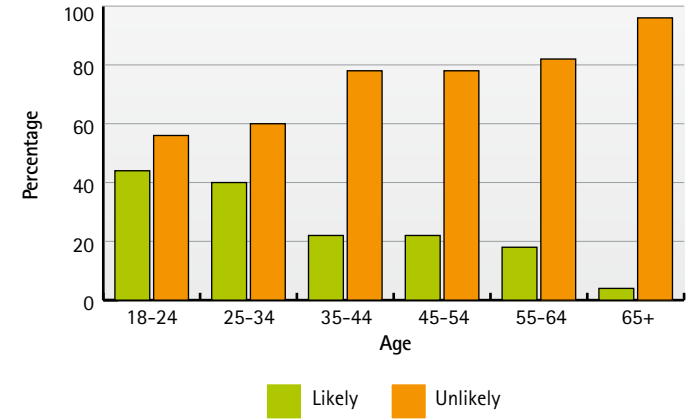


- Drivers in social groups C1 and C2 are more likely to take up cycling again, as are drivers under 35

Ride again?	Social groups			
	AB	C1	C2	DE
Likely (per cent)	15	24	27	7
Unlikely (per cent)	85	76	73	93

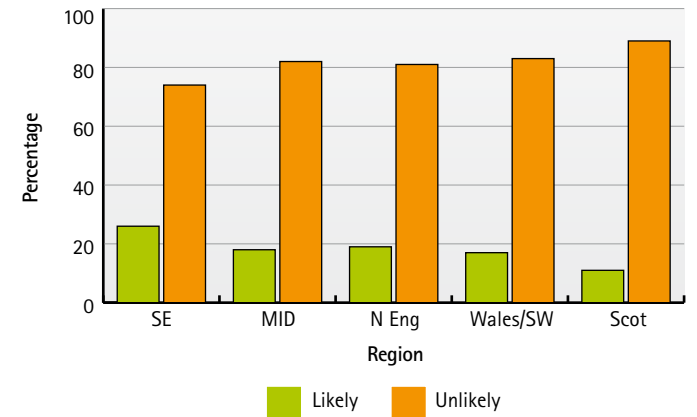


Ride again?	Age					
	18-24	25-34	35-44	45-54	55-64	65+
Likely (per cent)	44	40	22	22	18	4
Unlikely (per cent)	56	60	78	78	82	96



- Drivers in the South-East are most likely to ride again; drivers in Scotland are least likely

Ride again?	Regions				
	SE	MID	N Eng	Wales/SW	Scot
Likely (per cent)	26	18	19	17	11
Unlikely (per cent)	74	82	81	83	89

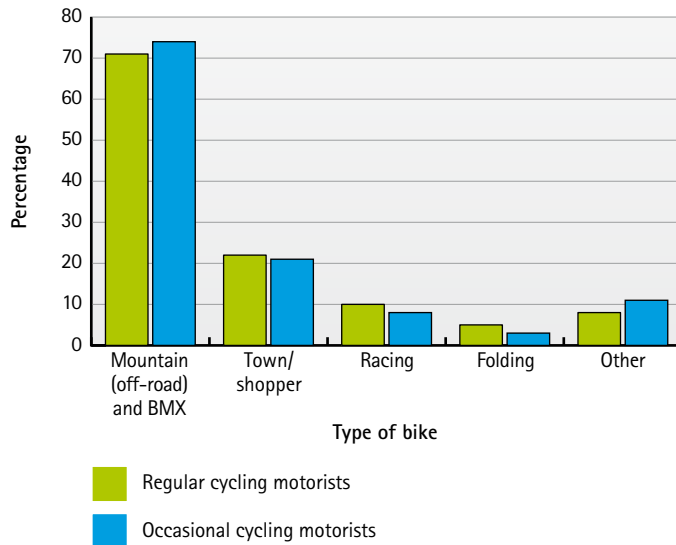


Most popular bikes

- Mountain (off-road) and BMX bikes are the most popular with cycling motorists

Choice of bikes	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Mountain (off-road) and BMX	71	74
Town/shopper	22	21
Racing	10	8
Folding	5	3
Other	8	11

Note: some may ride more than one type of bike

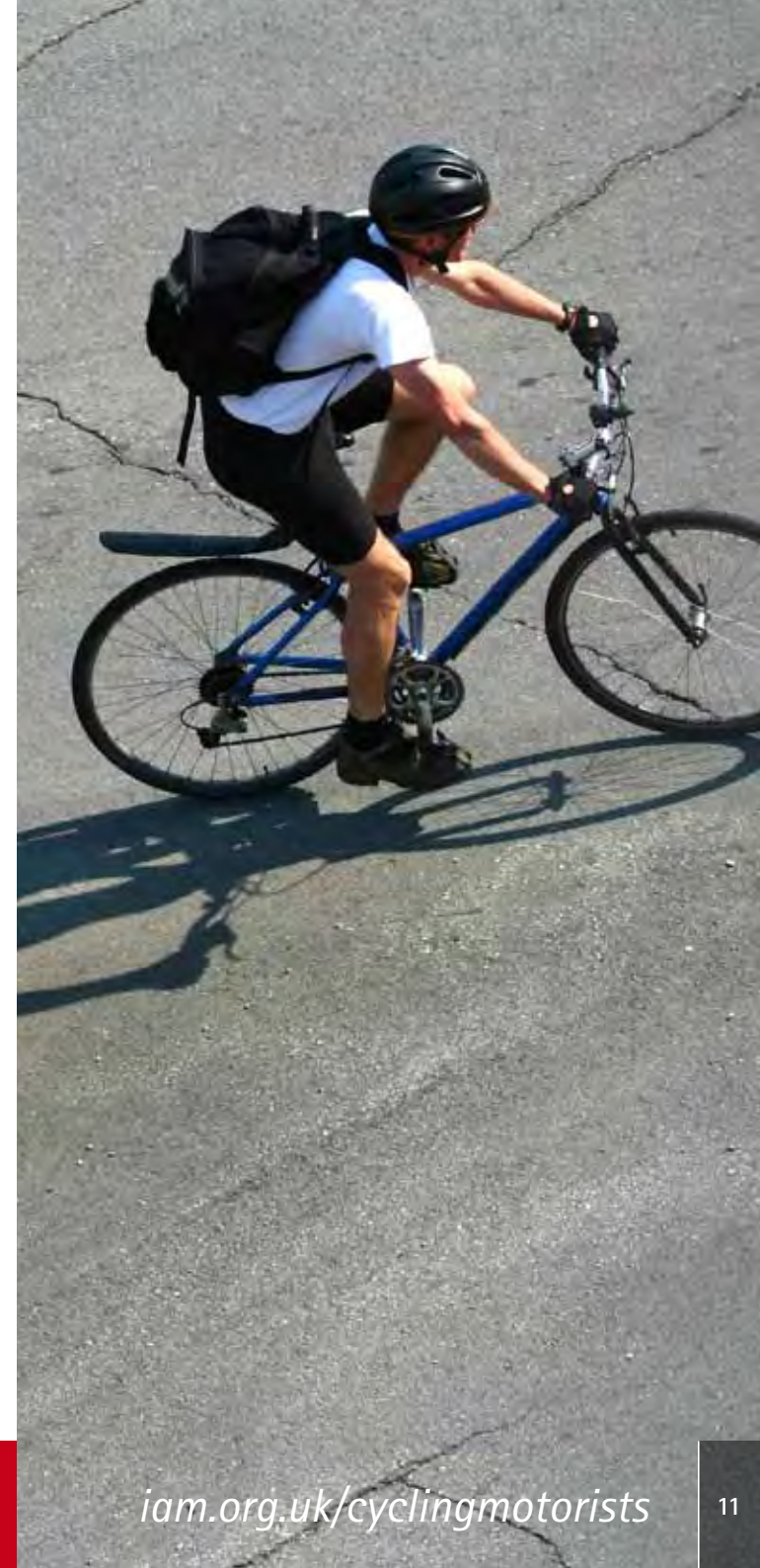
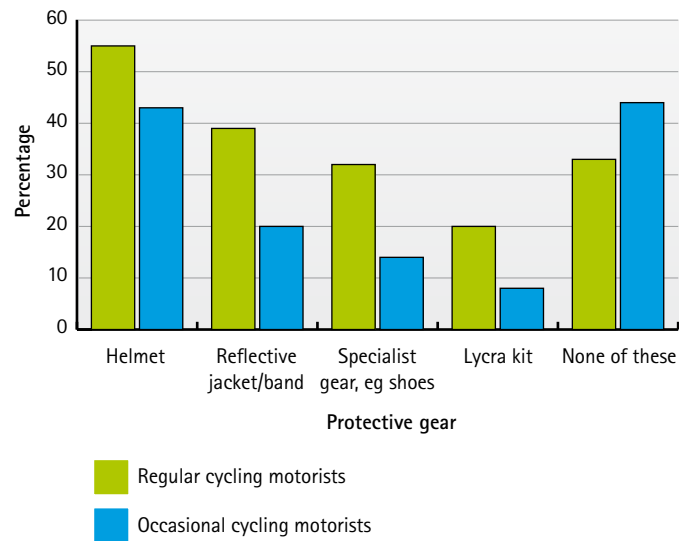


Protective gear

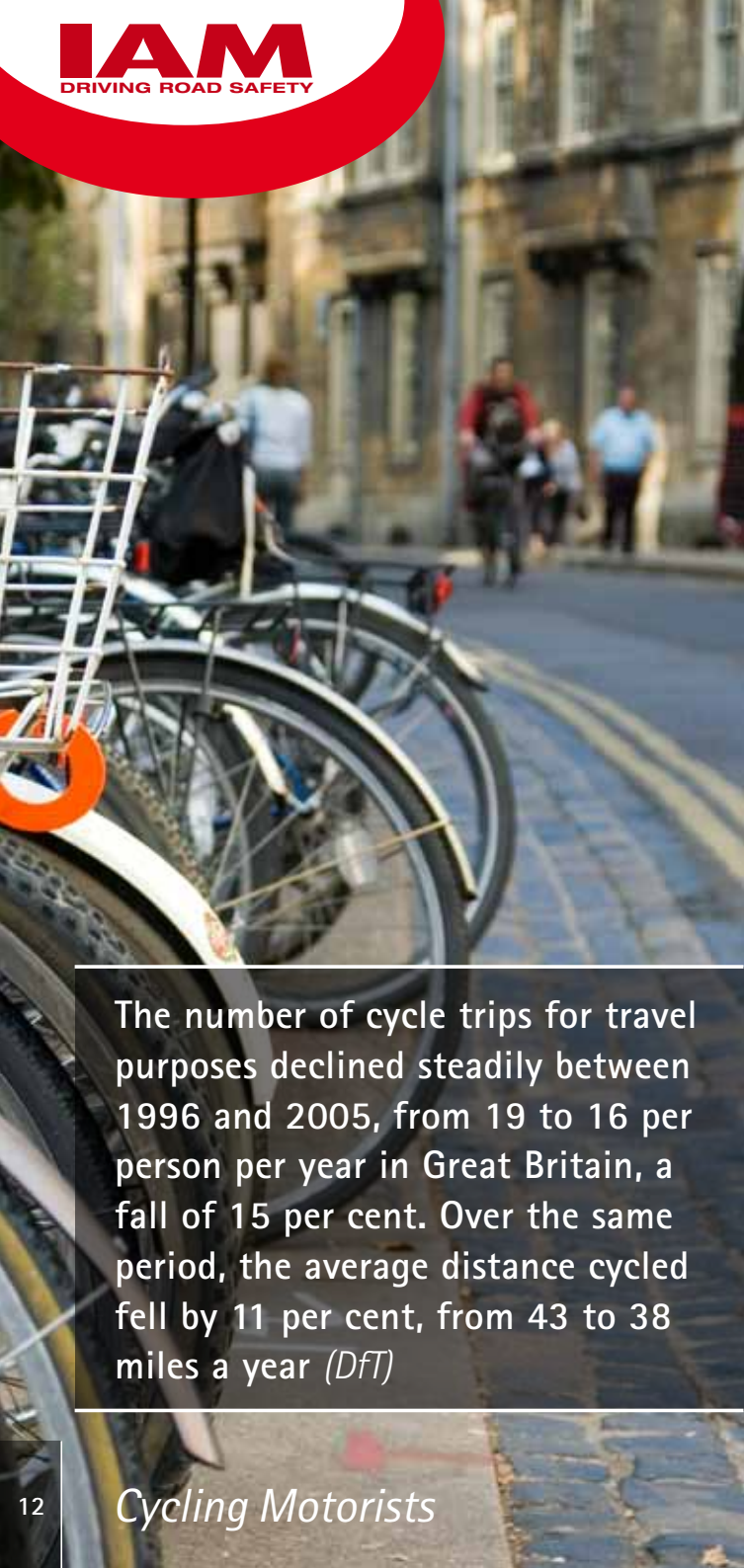
- Only half of cycling motorists wear a cycle helmet
- One-third of regular cycling motorists wear no protective gear at all

Protective gear	Regular cycling motorists	Occasional cycling motorists
	(per cent)	
Helmet	55	43
Reflective jacket/band	39	20
Specialist gear eg shoes	32	14
Lycra kit	20	8
None of these	33	44

Note: some may wear more than one item.



A third of non-cycling motorists say nothing would encourage them to ride a bike (IAM)



Encouraging cycling motorists to cycle more, and other motorists to start cycling

- More cycle lanes, better weather, safer roads and less traffic top the wish list of cycling motorists
- Exercise, loss of the car, and more cycle lanes are top of the non-cycling motorist list
- A third of non-cycling motorists say nothing would encourage them to ride a bike

Encouragement	Regular cycling motorists	Occasional cycling motorists	Non-cycling motorists
	(per cent)		
More cycle lanes	24	27	10
Better weather	15	15	7
To get exercise	3	11	11
Safer roads	14	11	6
Loss of car	2	4	9
Having more time	4	9	5
Need to save money	3	6	4
Shorter distance to work	6	10	2
Less traffic	10	5	2
Safe bike parking	8	5	2
Fewer hills	3	7	3
Encouragement by employer	3	3	2
Nothing	18	8	32

How many cycling motorists are there?

Applying the findings to Britain's driving population suggests:

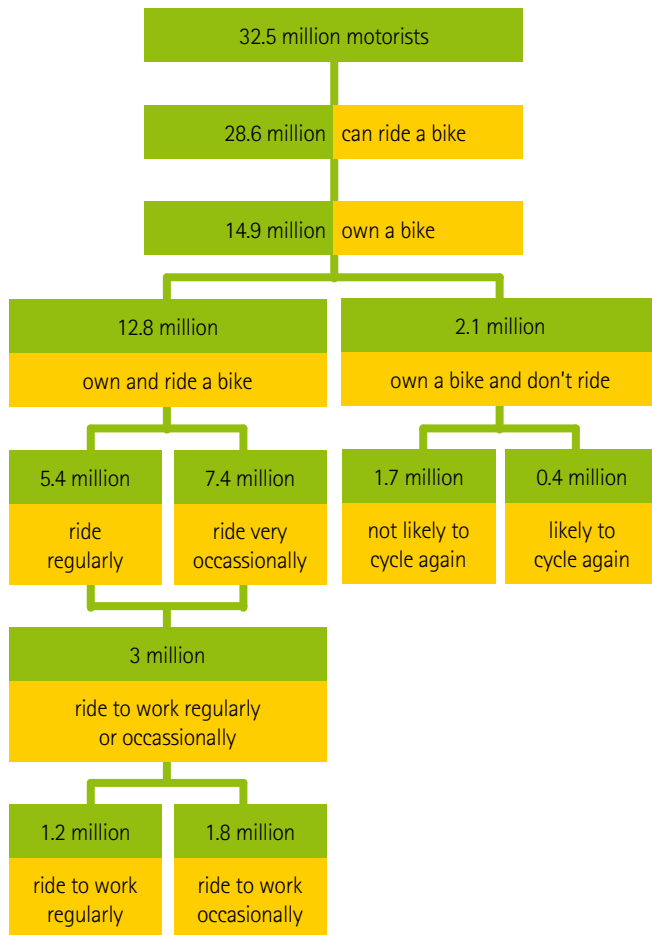
- 28.6m motorists know how to ride a bike
- 14.9m of them own a bike, even if they don't ride it
- 12.8m of these bike-owning motorists ride it some time, the other 2.1m motorists have a bike but don't ride it
- 5.4m bike-owning motorists are regular cycling motorists; the other 7.4m bike owners ride only occasionally
- 3m cycling motorists ride to work at some time
- 1.2m of these ride to work daily, or most days



The number of cycle trips for travel purposes declined steadily between 1996 and 2005, from 19 to 16 per person per year in Great Britain, a fall of 15 per cent. Over the same period, the average distance cycled fell by 11 per cent, from 43 to 38 miles a year (DfT)

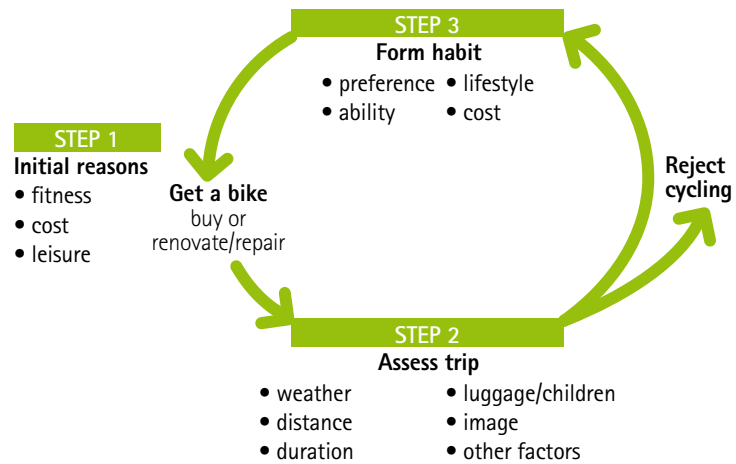
“Many of the short journeys I now make by car I could just as easily walk or cycle if I had a bike”. In 2006, 34 per cent of people agreed they could just as easily walk and 35 per cent agreed they could cycle. The proportion of people agreeing with these statements has remained fairly stable since 2002 (DfT)

The cycling motorist tree



- More than 12m motorists own a bike and ride it ranging from regularly to very occasionally; almost half a million others who own a bike could be persuaded to become cycling motorists
- Around 13m bike owning motorists who are already in the cycling 'Virtuous circle' may just need a targeted push to cycle more, or start riding again

The cycling 'virtuous circle'



● Step 1 'Get a bike'

The survey suggests there are several million bikes in garages and sheds – can their motorist owners be encouraged to renovate them and ride again? And can motorists who ride regularly or very occasionally be persuaded to cycle more?

● Step 2 'Assess the trip'

Weather, distance, traffic conditions and safety all influence the cycling decision; costs are also a factor

● Step 3 'Form the habit'

Motorists who ride and enjoy the experience will ride again. Once the occasional trip becomes a habit, tangible benefits such as fitness, cost savings and enjoyment become apparent, while concerns about the weather and traffic reduce

The IAM study shows there is enormous potential for many more motorists to take up cycling, either for leisure and fun, or for some journeys in place of driving.



Getting more motorists cycling, more safely, more often

Cycling motorists

- Around 12 million of Britain's motorists cycle at some time – more than five million ride regularly
- Another two million own a bike but don't ride; almost half a million of these are likely to take riding up again
- The IAM study introduces a new dimension to the promotion of cycling – some of the millions of motorists who cycle already can be persuaded to cycle more and many others could take up cycling again
- Strategies to encourage more cycling need to focus on cycling motorists
- Getting many more motorists riding instead of driving for some of their journeys, or simply for leisure and fun provides the greatest potential for giving cycling its biggest boost
- Government and other bodies responsible for encouraging and helping promote cycling should be targeting cycling motorists

Government bodies responsible for implementing UK cycling strategies

- Cycling England www.dft.gov.uk/cyclingengland/
- Cycling Scotland www.cyclingscotland.org/
- Cycling Wales www.wales.gov.uk/docs/desh/publications/090223walkingactionplanen.pdf
- Cycling Northern Ireland www.roadsni.gov.uk/index/cycling/cycling-sustainable_transport.htm

Organisations helping people to cycle

- Cycling Touring Club www.ctc.org.uk/
- Sustrans www.sustrans.org.uk/
- Bike for all (list of cycling organisations)
www.bikeforall.net/linkcat.php?cid=98

Guide for readers

- The sample of over 1,000 people representing a cross section of the population is a robust sample from which to extrapolate the population of cycling motorists shown in the cycling motorist tree (page 13)
- Some readers may be critical that several photographs show cyclists not wearing a cycle helmet. However, as this and other research shows many cyclists do not wear helmets while riding, the IAM judged that the report should represent this
- In some tables, totals may not quite match owing to rounding of data

Acknowledgements

- Survey carried out by ICM Research on behalf of Marketing Sciences Ltd
- Questionnaire drawn up by Nigel Hufton and Tobin Sparrow (Marketing Sciences Ltd) from an outline by Bert Morris
- The cycling motorist virtuous circle diagram on page 13 and back cover was designed by David Davies for Allott and Lomax (1996)
- Comparison of the survey with the motoring population by Dr Kit Mitchell and Bert Morris
- The IAM is grateful to the AA for permission to use their report 'Cycling motorists – how to encourage them' (1996)
- Summary report by Bert Morris
- Publication, artwork and printing by Mooshmedia Marketing Ltd



President: Nigel Mansell

Chairman: David Kenworthy

The IAM (Institute of Advanced Motorists) is the UK's largest independent road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy.

Established in 1956, the IAM is best known for the advanced driving test and the advanced driving course.

The IAM directly influences the driving and riding of more than 160,000 road users a year (full members, associates and commercial clients) in the UK and Ireland.



www.iamtrust.org.uk

Patron: HRH The Duke of Kent

Chairman: Colin Skeen

Director of Policy and Research: Neil Greig

Established in 2007, the Motoring Trust supports the advocacy work of the IAM through an extensive research programme. Core activities include:

- encouraging responsible motoring by promoting further driver/rider training and education
- undertaking an influential programme of transport and road safety research
- promoting practical, evidence-based policies that improve the safety of all road users

Brunel University found most drivers and riders who receive advanced driving coaching developed significantly better safety skills, from speed management and cornering to hazard awareness and keener anticipation.

Other IAM road safety initiatives include:

- **the IAM's commercial business** – Drive & Survive and IAM Fleet – provide leading UK occupational driver training that improves the skills of more than 35,000 drivers every year
- **IAM cycling** – through the provision of cycle training and advice, the IAM encourages safe and confident cycling for all, especially journeys for work and leisure

Other Trust research projects published in the last two years include:

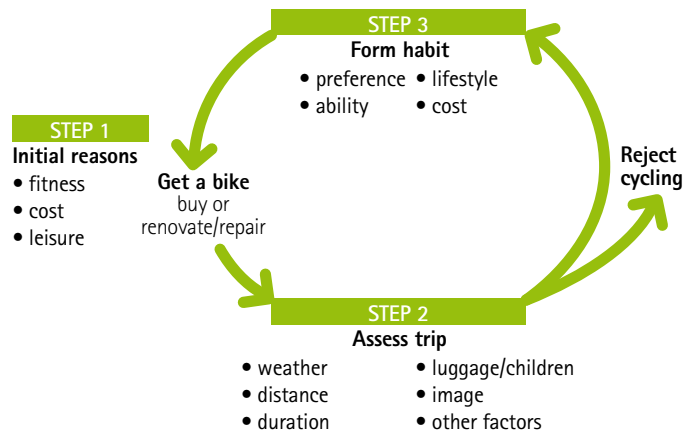
- **IAM motoring facts**
- **16** – *the dangerous age for moped riders*
- **Young drivers** – *where, when and why they are unsafe*
- **Barriers to change** – *designing safer roads for motorcyclists*
- **Rural roads** – *the biggest killer*
- **Star rating roads for safety** (*partnership with the Highways Agency*)
- **Traffic laws and policing** – *does Sweden do them better?*
- **Child safety** – *a guide to parents*

More information for each can be found at iamtrust.org.uk

Britain's cycling motorists

- 5.4 million - ride a bike regularly
- 7.4 million - ride occasionally
- 1.2 million - cycle to work regularly

Getting more motorists onto bikes – the cycling virtuous circle



● Step 1 'Get a bike'

The survey suggests there are millions of bikes in garages and sheds – can their motorist owners be encouraged to renovate them and ride again? And can motorists who ride very occasionally be persuaded to cycle more?

● Step 2 'Assess the trip'

Weather, distance, traffic conditions and safety all influence the cycling decision; costs are also a factor

● Step 3 'Form the habit'

Motorists who ride and enjoy the experience will ride again. Once the occasional trip becomes a habit, tangible benefits such as fitness, cost savings and enjoyment become apparent, while concerns about the weather and traffic reduce



More than five million motorists ride a bike regularly – daily, every few days, or every week. Two-thirds are men (IAM)

Most non-cycling motorists believe that cycling motorists are more careful drivers (IAM)

Exercise, fun and the environment are 'top of mind' motivations for cycling motorists; inconsiderate drivers, lorries, as well as busy and poorly maintained roads top the list of their concerns (IAM)

View the report at:

iam.org.uk/cyclingmotorists