THINK! Cycling evaluation
January 2014
Contents

1  Campaign aims and background

2  Overview of key findings

3  Campaign awareness and take out

4  Cause and responsibility for cycling accidents

5  Driver knowledge and behaviour

6  Cyclist knowledge and behaviour

7  Insight and Recommendations
1

Campaign aims and background
Context

Cycling KSIs have increased year on year for the last 8 years, at a rate higher than traffic increases - as such, the first adult cycle safety campaign launched in September 2012.

In 2013 DfT worked with TfL to scale up cycling safety activity, with the objectives of encouraging drivers and cyclists to re-appraise their behaviours and increase awareness for other road users by providing tips:

- encouraging drivers to look out for cyclists
- giving cyclists advice about increasing their visibility on the roads
Campaign activity

The key messages developed for the campaign were:

- Drivers, look out for cyclists when getting out
- Cyclists, ride a door’s width from parked cars
- Cyclists, ride central on narrow roads
- Drivers, look out for cyclists at junctions

Poster advertising ran in Cambridge, Bristol, Leeds, Manchester and Birmingham (the 5 cities with highest cycling KSIs outside of London)

Activity ran from 21st October to 17th November 2013

To evaluate the campaign, TNS BMRB conducted pre and post research online amongst drivers and cyclists in the 5 cities: the pre stage was conducted 21st - 23rd October 2013 and the post stage, 18th – 28th November 2013
Overview of key findings
Overview of key findings

1. Recognition of the campaign was good relative to spend and TNS norms

2. The campaign works well amongst cyclists, less so amongst drivers

3. The posters with specific tips work better than those with broader information

4. Following the campaign there was increased reflection of behaviours

5. There was a lot of media coverage around cyclist deaths at the post stage but this appeared to help amplify the THINK! campaign rather than dilute it
3

Campaign awareness and take out
Much more external noise around cycling at the post stage

Q12/Q17: Can I just check, have you seen or heard anything about cycling in any of these ways recently?
Base: All drivers/all cyclists (Pre stage 548/260; Post stage 556/300)
Cyclists more likely to recognise posters – recognition good relative to spend and TNS norms

% Yes - Have seen poster ad

<table>
<thead>
<tr>
<th>TNS norms</th>
<th>Posters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>25% +</td>
</tr>
<tr>
<td>Good</td>
<td>15-24%</td>
</tr>
<tr>
<td>Reasonable</td>
<td>8-14%</td>
</tr>
<tr>
<td>Poor</td>
<td>0-7%</td>
</tr>
</tbody>
</table>

Q23: Have you seen this poster ad recently?/ Have you seen these ads in a pub recently? (Prompted recognition)
Base: Post stage; Drivers (556) Cyclists (300)
Main message communicated is that both cyclists and drivers need to be more careful/ aware

- Be more aware of cyclists: 31% (Drivers 15%, Cyclists 16%)
- Both cyclists and drivers need to be more careful/ aware: 19% (Drivers 16%, Cyclists 14%)
- Safe cycling/ safety of cyclists/ ride carefully: 11% (Drivers 6%, Cyclists 14%)
- Safe/ Keep safe: 6% (Drivers 6%, Cyclists 11%)
- Give cyclists (more) room/ space: 4% (Drivers 4%, Cyclists 6%)
- Take care on the road: 4% (Drivers 4%, Cyclists 6%)
- Be aware of other road users: 5% (Drivers 2%, Cyclists 5%)
- Cyclists do not ride too close: 4% (Drivers 3%, Cyclists 4%)

Q24: What do you think is the main message of the ads just shown to you? Base: Post stage; Drivers (556); Cyclists (300)
**Agreement with statements....**

Q25. How much do you agree or disagree with the following statements about this ad?

Base: All drivers – post stage (556)

- It reminds me of the importance of looking out for cyclists
- It made me think about my own driving
- It is the sort of ad I would talk about with other people
- It is aimed at people like me
- It sticks in my mind
- I found it confusing
- It is the sort of ad I would talk about with other people

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**Posters with specific messages work best amongst drivers**

- Ad A
- Ad B
- Ad C
- Ad D

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Specific message ads work even better amongst cyclists

Agreement with statements....

%  

It made me think about how I cycle  

It is aimed at people like me  

It sticks in my mind  

It is the sort of ad I would talk about with other people  

I found it confusing  

Ad A  
Ad B  
Ad C  
Ad D

Q25. How much do you agree or disagree with the following statements about this ad?  
Base: All cyclists – post stage (300)
4
Cause and responsibility for cycling accidents
Little change in perceptions of the main causes of cycling accidents between pre and post stages

Q15: What would you say is the most common cause of cycling accidents?
Base: All drivers/all cyclists (Pre stage 475/260; Post stage 556/300)

<table>
<thead>
<tr>
<th>Cause</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drivers not looking/paying attention</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Not being seen by drivers</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Going through red lights</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Cars passing too closely</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Cyclists not observing rules of the road</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Not being seen</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>No lights</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Cyclists weaving in and out</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

Drivers not looking/paying attention
Not being seen by drivers
Careless driving
Going through red lights
Drivers not being aware of cyclists
Not being seen
Cars passing too closely
Three quarters feel there is equal responsibility for road accidents that involve cyclists – no change between pre and post

Q16: A number of road accidents involve cyclists. Who do you think is responsible for preventing these accidents?
Base: All drivers / all cyclists (Pre stage 548/301; Post stage 556/300)

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5
Driver knowledge and behaviour
No change pre to post on claimed driving behaviours for drivers

Q7: How frequently, if at all, do you do each of the following when driving?
Base: All drivers (Pre stage 548; Post stage 556)

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>I give cyclists room to ride</td>
<td>59</td>
<td>63</td>
</tr>
<tr>
<td>I look out for cyclists when opening my car door</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>I look out for cyclists at junctions and traffic lights</td>
<td>33</td>
<td>33</td>
</tr>
</tbody>
</table>

**Note:** The table shows the percentage of drivers who reported doing each behaviour 'Always', 'Regularly', 'Sometimes', 'Rarely', or 'Never' before and after the intervention.
No change pre to post on claimed driving behaviours for drivers

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think about how my behaviour on the road might affect others</td>
<td>41</td>
<td>42</td>
</tr>
<tr>
<td>Regularly</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>Sometimes</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Rarely</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Never</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Pre</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Post</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

Q7: How frequently, if at all, do you do each of the following when driving?

Base: All drivers (Pre stage 548; Post stage 556)
Safety and awareness of accidents/deaths increased pre to post on reasons for conscious behaviour

Take actions consciously or automatically

- **Conscious**
  - Pre: 33
  - Post: 37

- **Automatic**
  - Pre: 67
  - Post: 63

What makes driver take actions consciously

- Being a cyclist myself
  - Pre: 7
  - Post: 14

- General awareness/common sense
  - Pre: 4
  - Post: 14

- Safety
  - Pre: 8
  - Post: 8

- Media coverage/news
  - Pre: 6
  - Post: 6

- Heard about accidents
  - Pre: 6
  - Post: 6

- Cyclist deaths
  - Pre: 6
  - Post: 6

- Careful/cautious driving
  - Pre: 2
  - Post: 6

- Witnessing bad driving
  - Pre: 6
  - Post: 6

- Cyclists riding dangerously
  - Pre: 4
  - Post: 5

- Nothing
  - Pre: 15
  - Post: 19

Q8: In the last month, have you thought about doing these things at the time, or is it just part of your automatic way of driving? Q9: What, if anything specifically, prompted you to think about doing these things?

Base: All drivers (Pre stage 548; Post stage 556)
Drivers who consciously think about driving behaviour on the road (Pre stage 181; Post stage 204) (only showing answers over 5%)
6
Cyclist knowledge and behaviour
Improvement in cyclists knowledge of recommended cycling behaviour at post stage

<table>
<thead>
<tr>
<th>Question</th>
<th>Pre</th>
<th>Post</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q10: When cycling behind a truck or lorry, where is the best place to position yourself?</td>
<td>Behind: 38, On the outside: 48, On the inside: 22, In front: 18, Other: 21, Don't know: 5</td>
<td>Behind: 48, On the outside: 38, On the inside: 22, In front: 18, Other: 21, Don't know: 5</td>
<td>10</td>
</tr>
<tr>
<td>Q11: When cycling, how much space should you leave when passing parked cars?</td>
<td>A door's width: 53, One metre: 56, A car's width: 19, 60 centimetres: 19, Other: 13, Don't know: 4</td>
<td>A door's width: 56, One metre: 53, A car's width: 19, 60 centimetres: 19, Other: 13, Don't know: 4</td>
<td>3</td>
</tr>
<tr>
<td>Q21: When cycling, where should you position yourself when riding on a narrow road?</td>
<td>Centre of lane: 18, Left of lane: 78, Other: 74, Don't know: 3</td>
<td>Centre of lane: 22, Left of lane: 74, Other: 78, Don't know: 3</td>
<td>4</td>
</tr>
</tbody>
</table>

Where cyclist should be positioned near a truck or lorry
How much space should leave when passing parked cars
Where should position self on narrow roads

Base: All cyclists (Pre stage 301; Post stage 300)

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Slight increase in the proportion of cyclists who claim to always cycle in the middle of narrow roads

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Regularly</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>I stop at red lights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre</td>
<td>43</td>
<td>30</td>
<td>22</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>Post</td>
<td>44</td>
<td>29</td>
<td>20</td>
<td>20</td>
<td>6</td>
</tr>
</tbody>
</table>

|                      |           |           |           |        |       |
| I stay behind lorries and trucks |        |           |           |        |       |
| Pre                  | 43       | 30        | 22        | 22     | 4     |
| Post                 | 44       | 29        | 20        | 20     | 6     |

|                      |           |           |           |        |       |
| I give at least a car door’s width when passing parked cars |        |           |           |        |       |
| Pre                  | 43       | 29        | 21        | 21     | 6     |
| Post                 | 37       | 36        | 22        | 22     | 5     |

|                      |           |           |           |        |       |
| I ride in the middle of the lane when cycling on narrow roads |        |           |           |        |       |
| Pre                  | 9        | 31        | 22        | 22     | 23    |
| Post                 | 14       | 23        | 29        | 29     | 19    |

Q12: How frequently, if at all, do you do each of the following when cycling?
Base: All cyclists (Pre stage 301; Post stage 300)
Decrease in those always using safety tips learnt to improve cycling – different tips being considered?

Q12: How frequently, if at all, do you do each of the following when cycling?
Base: All cyclists (Pre stage 301; Post stage 300)

- I think about how my behaviour on the road might affect others
- I change the way I drive on the road to ensure I do not pose a danger to others
- I use safety tips that I have heard/learned to improve the way I drive on the road
Post stage increase in the proportion of cyclists who claim to consciously think about their cycling behaviour – again influenced by cyclist deaths

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conscious</td>
<td>34</td>
<td>43</td>
</tr>
<tr>
<td>Automatic</td>
<td>66</td>
<td>57</td>
</tr>
</tbody>
</table>

Q13: In the last month, have you thought about doing these things at the time, or is it just part of your automatic way of cycling?
Q14: What, if anything specifically, prompted you to think about doing these things?
Base: All cyclists (Pre stage 301; Post stage 300)
Cyclists who consciously think about their behaviour on the road (Pre stage 102; Post stage 128) (only showing answers over 5%)
No movement in use of safety equipment at the post stage

<table>
<thead>
<tr>
<th>Safety Equipment</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front light</td>
<td>79</td>
<td>78</td>
</tr>
<tr>
<td>Back light</td>
<td>79</td>
<td>79</td>
</tr>
<tr>
<td>Helmet</td>
<td>65</td>
<td>68</td>
</tr>
<tr>
<td>Reflectors elsewhere on bike</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>High vis clothing</td>
<td>55</td>
<td>56</td>
</tr>
<tr>
<td>Any additional light</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>None</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Q20: Which of the following safety equipment do you use when you cycle?
Base: All cyclists (Pre stage 301; Post stage 300)
7

Insight and Recommendations
Insight and recommendations

**Research insights**

Recognition of the campaign was good relative to spend and TNS norms

The campaign works well amongst cyclists, less so amongst drivers

The posters with specific tips work better than those with broader information

Following the campaign there was increased reflection of behaviours

**Recommendations**

The creative idea behind the ads should be continued with

Think about different messaging for drivers – use of more specific tips

Focus on promoting tips rather than broader messages

Continue with activity around the subject