

THINK! Cycling evaluation January 2014



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1

Campaign aims and background



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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



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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

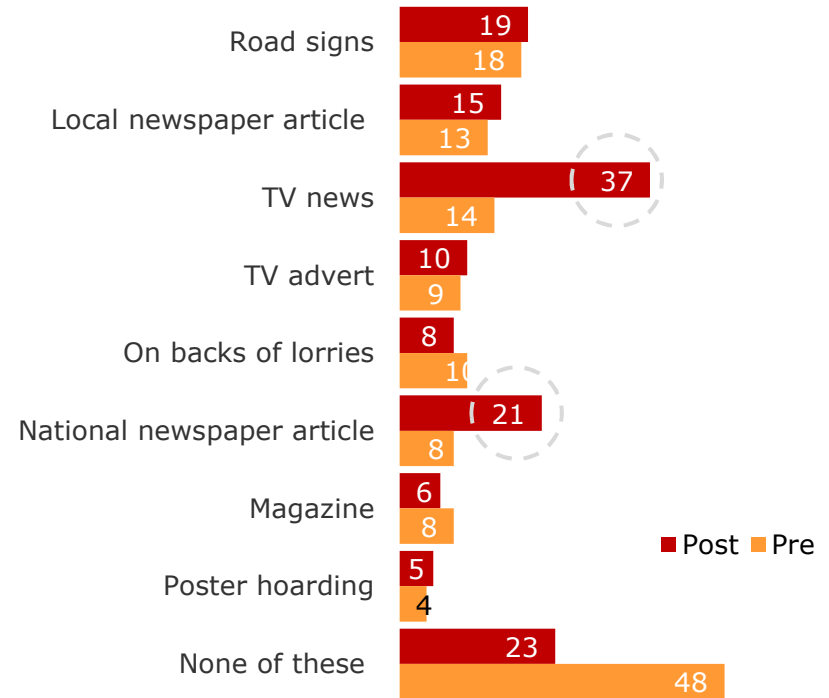
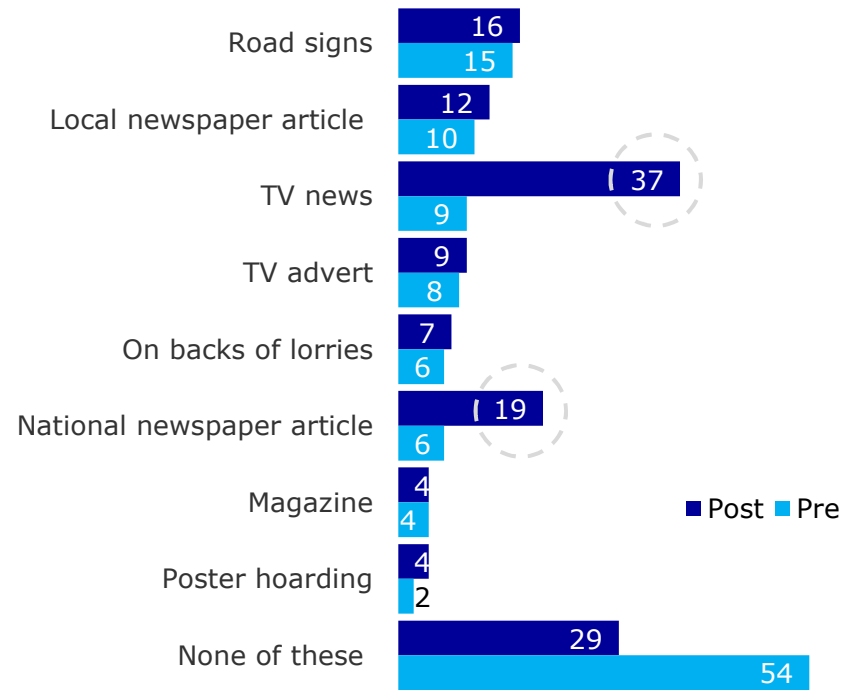


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Campaign awareness and take out



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)



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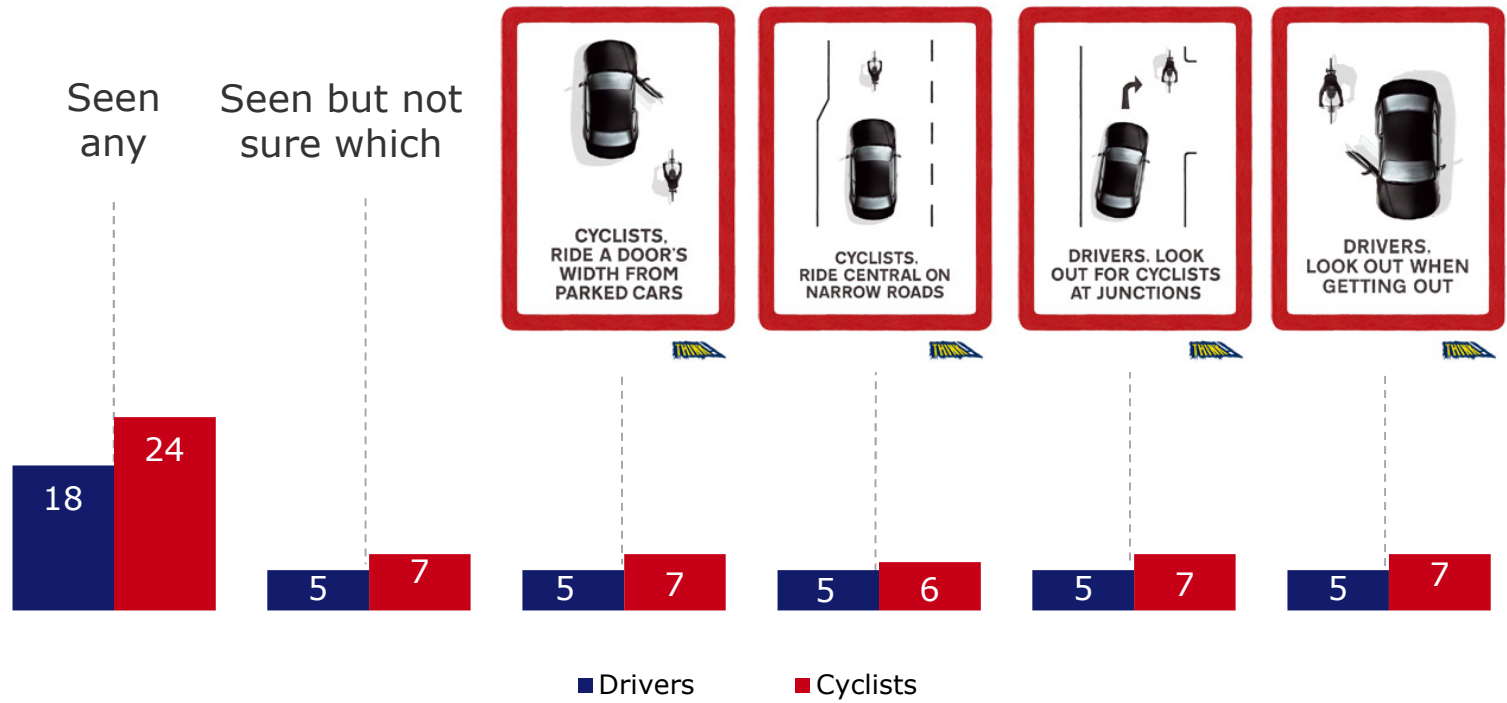
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Cyclists more likely to recognise posters – recognition good relative to spend and TNS norms

% Yes - Have seen poster ad

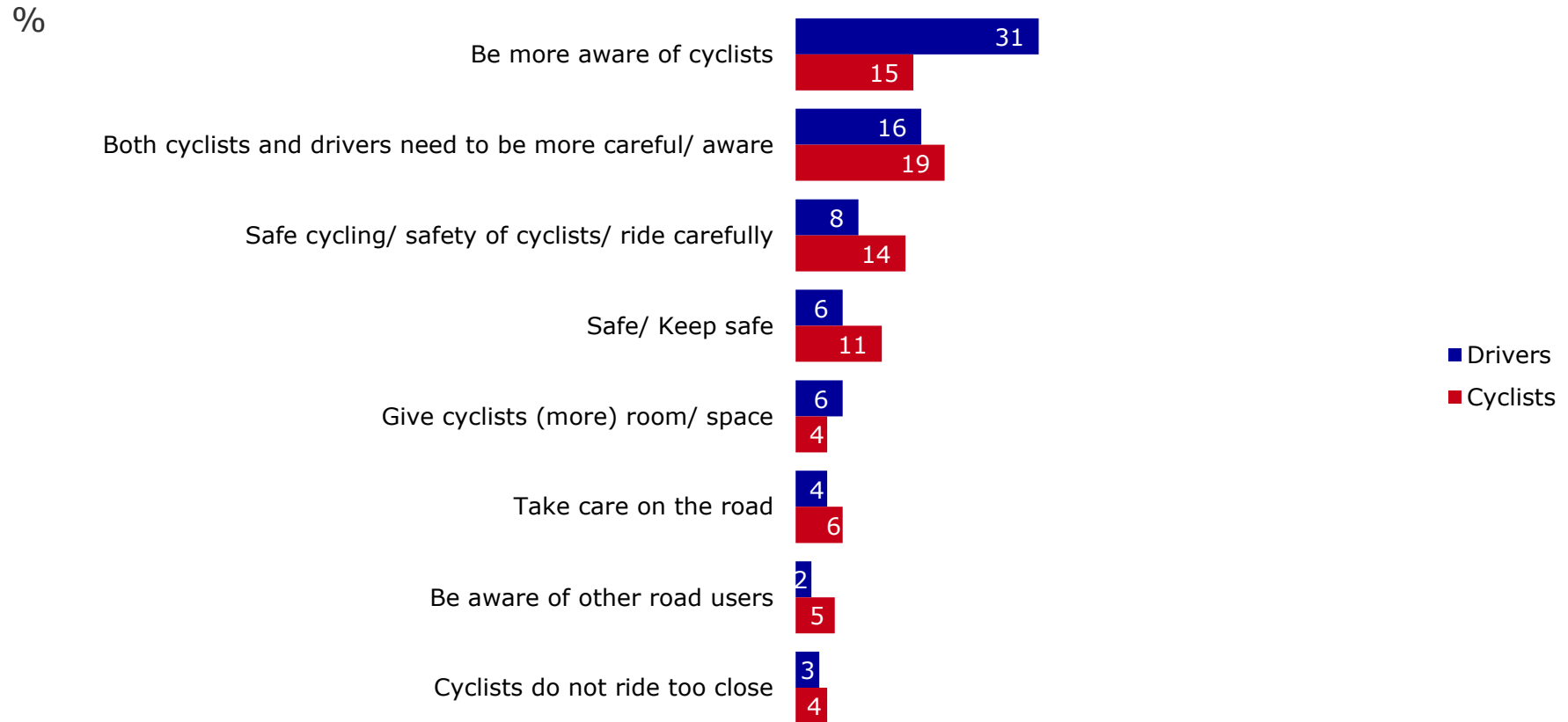
TNS norms	Posters
Excellent	25% +
Good	15-24%
Reasonable	8-14%
Poor	0-7%



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



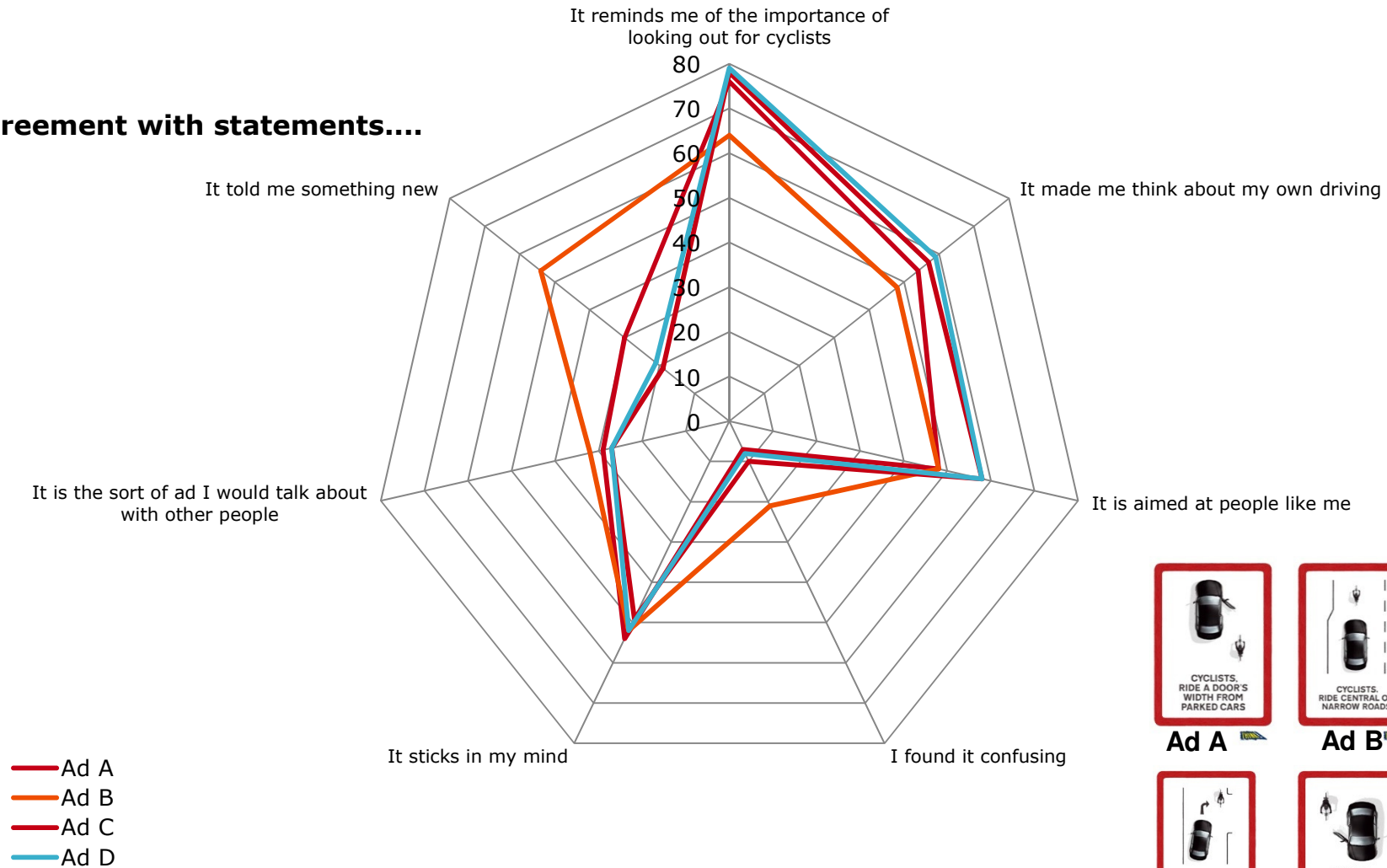
Q24: What do you think is the main message of the ads just shown to you?
Base: Post stage; Drivers (556); Cyclists (300)



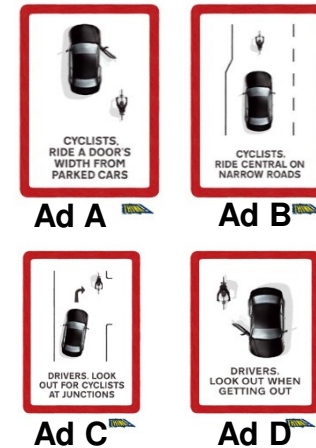
Posters with specific messages work best amongst drivers

Agreement with statements....

%



Q25. How much do you agree or disagree with the following statements about this ad?
Base: All drivers – post stage (556)



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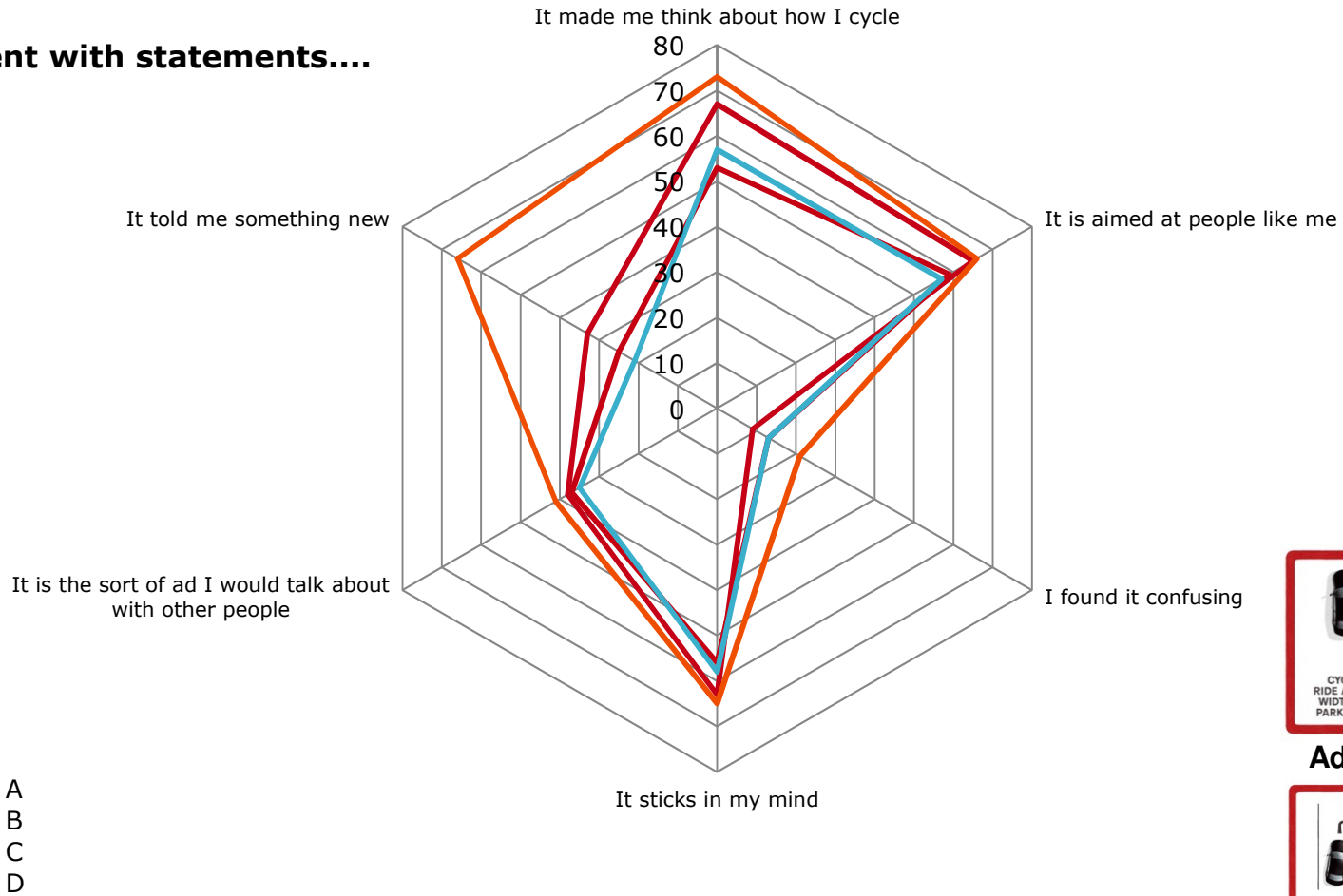
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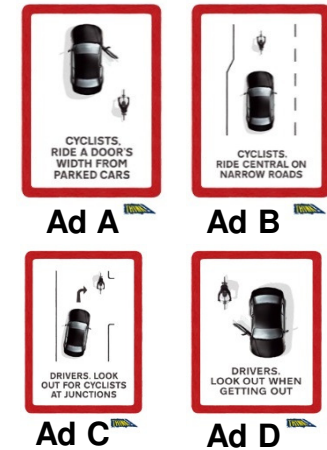
Specific message ads work even better amongst cyclists

Agreement with statements....

%



Q25. How much do you agree or disagree with the following statements about this ad?
Base: All cyclists – post stage (300)

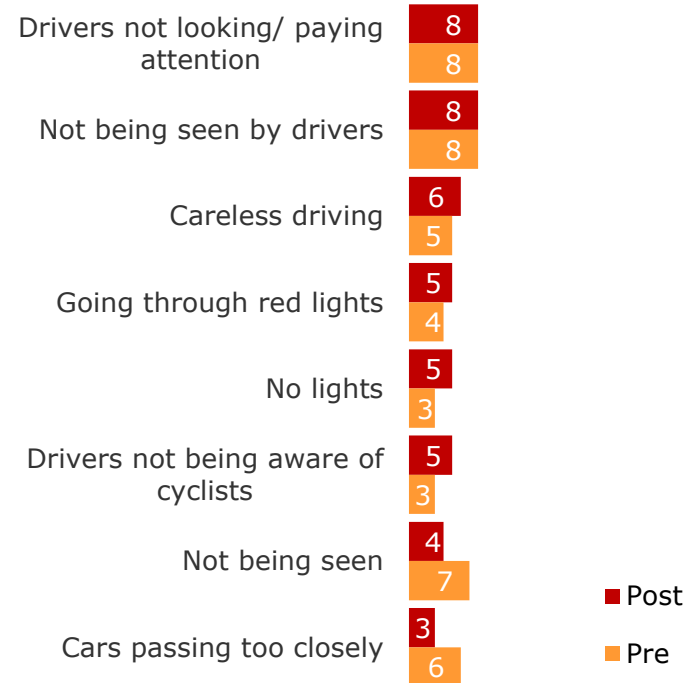
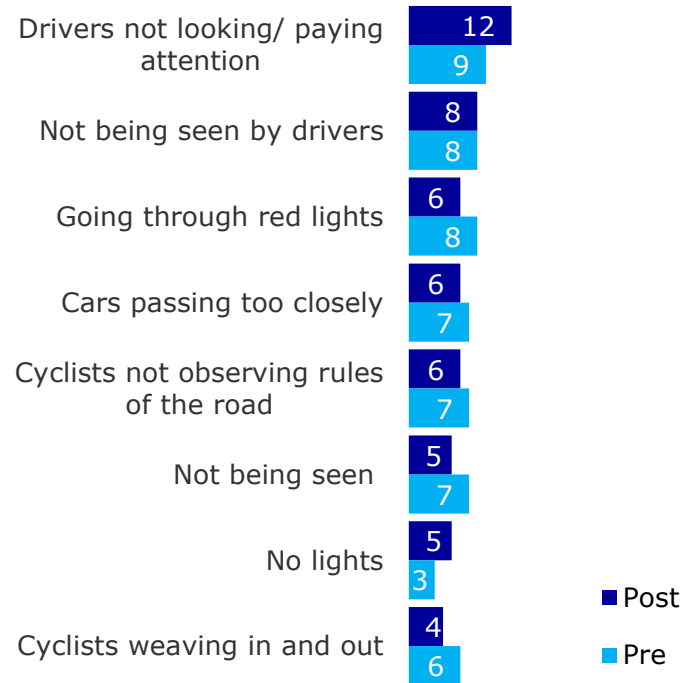


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Cause and responsibility for cycling accidents



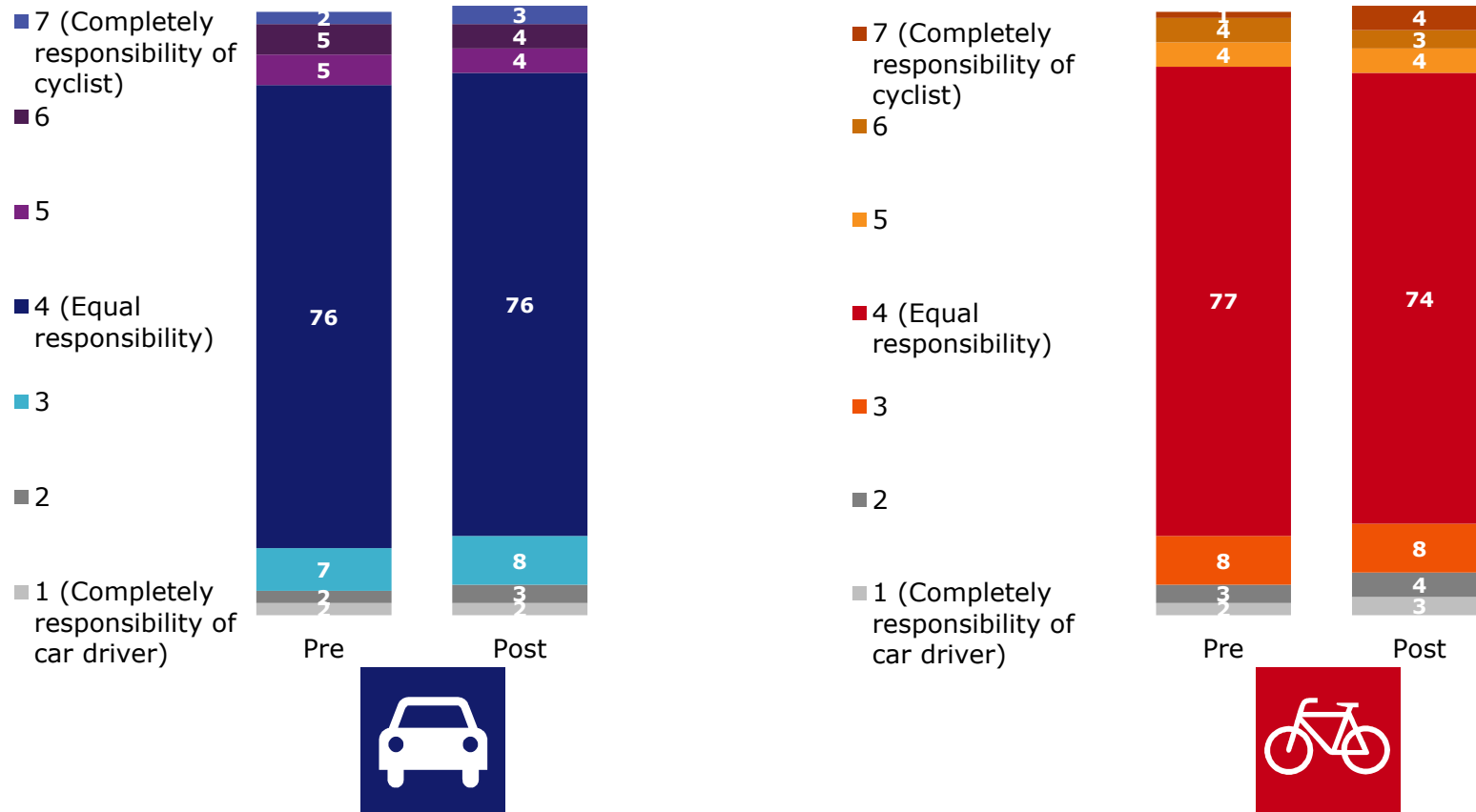
Little change in perceptions of the main causes of cycling accidents between pre and post stages



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)



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)

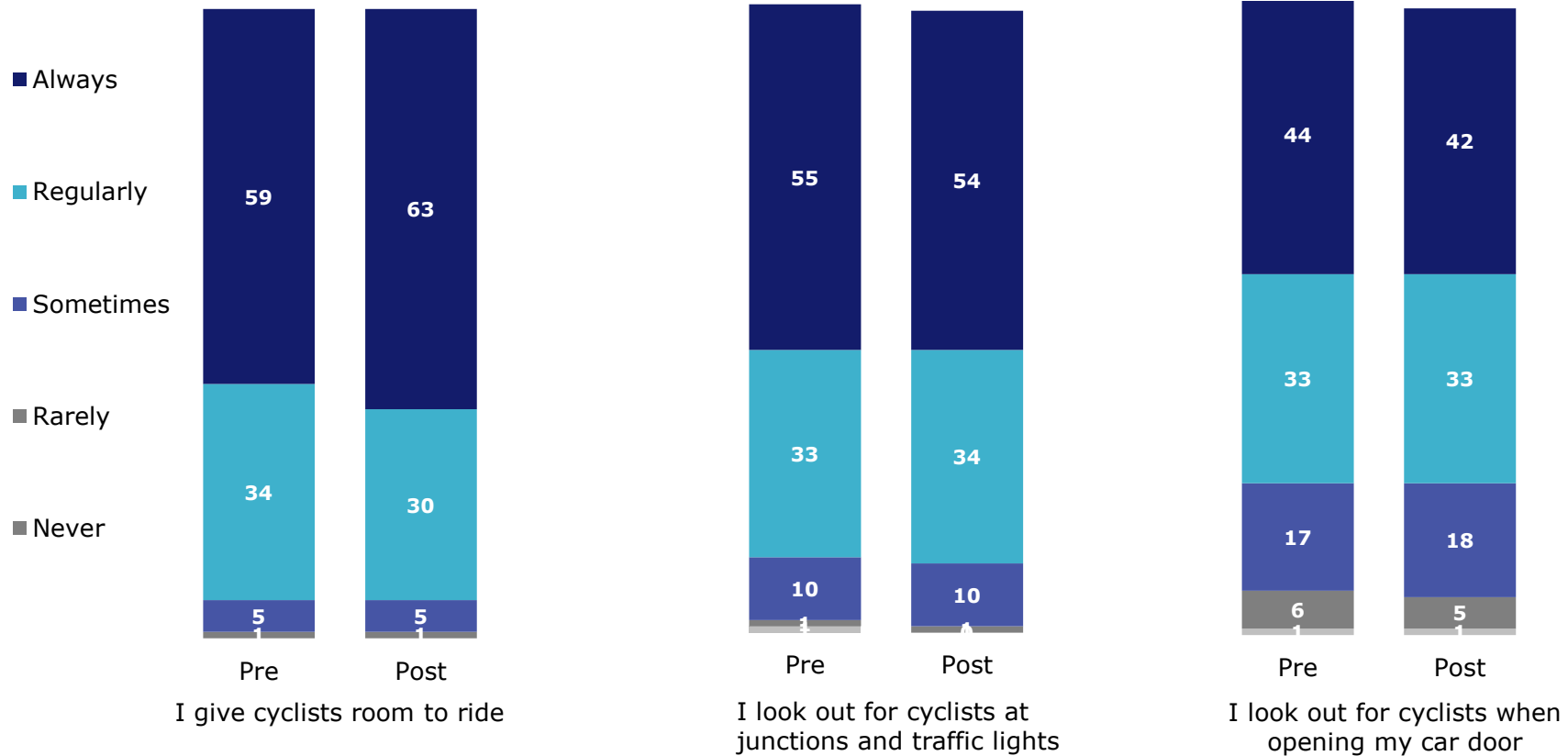


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Driver knowledge and behaviour



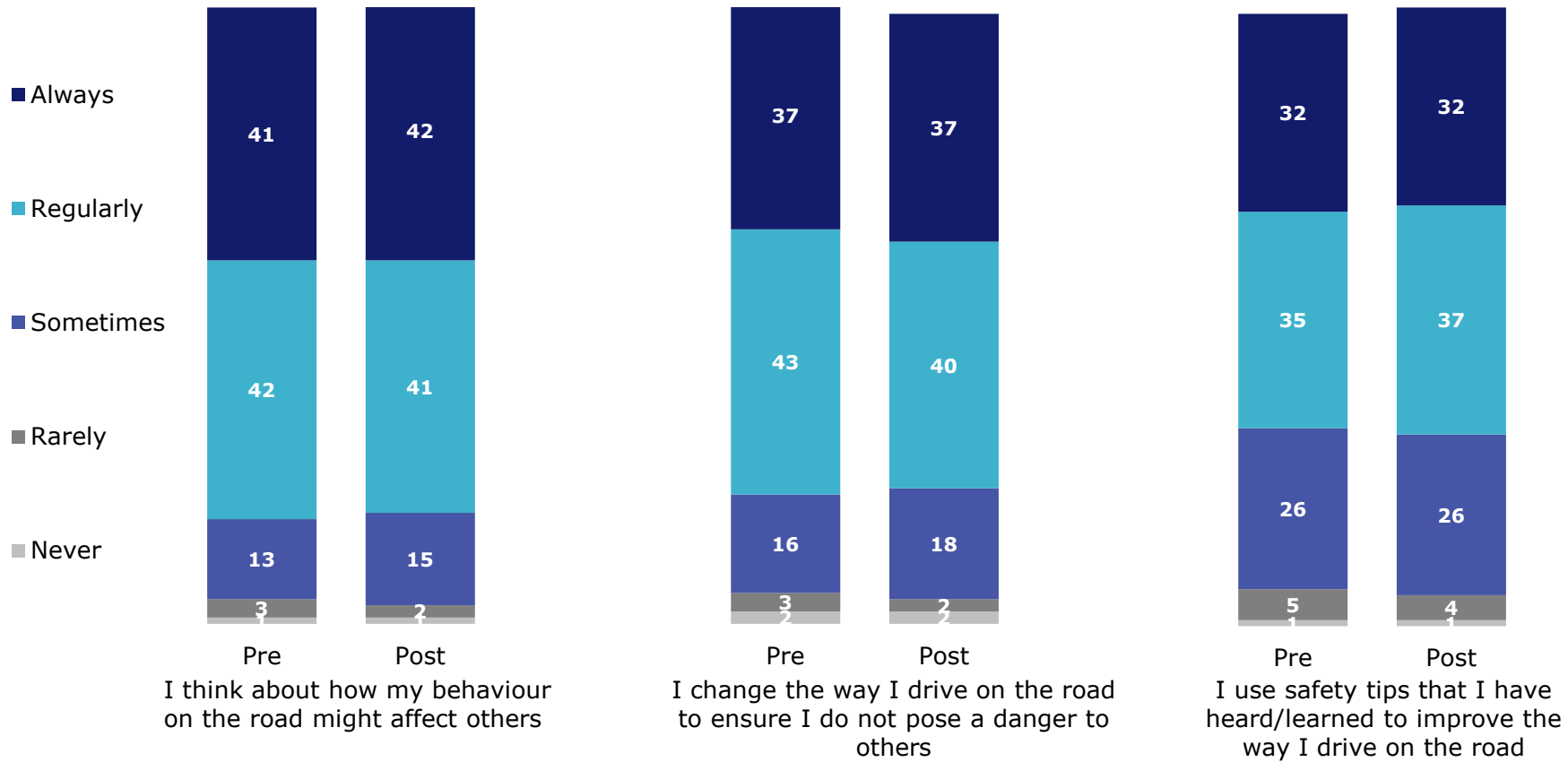
No change pre to post on claimed driving behaviours for drivers



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



No change pre to post on claimed driving behaviours for drivers



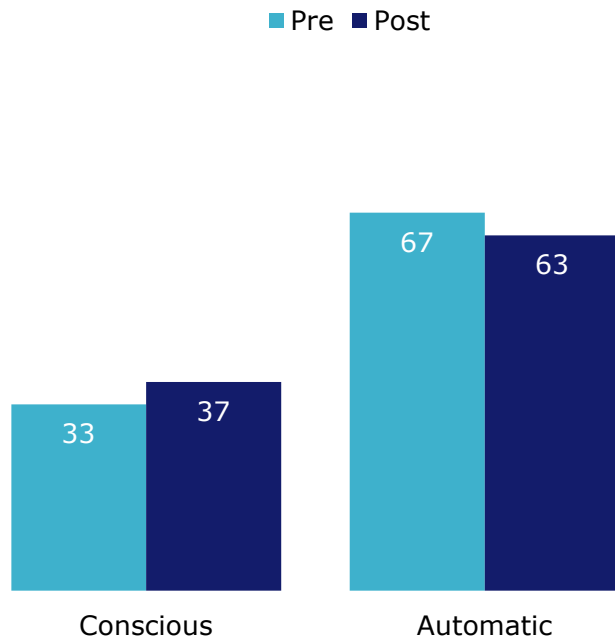
Q7: How frequently, if at all, do you do each of the following when driving?
 Base: All drivers (Pre stage 548; Post stage 556)



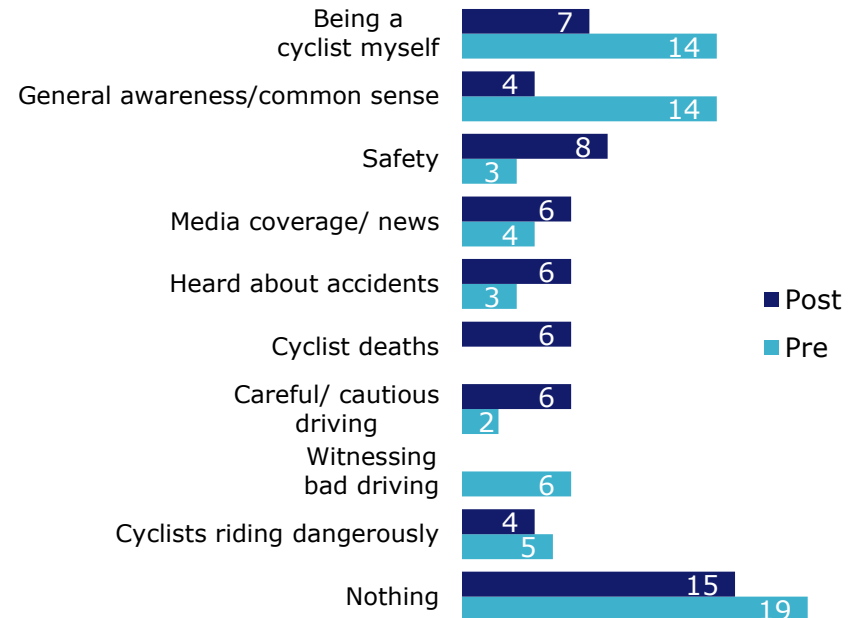
Safety and awareness of accidents/deaths increased pre to post on reasons for conscious behaviour



Take actions consciously or automatically



What makes driver take actions consciously



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%)



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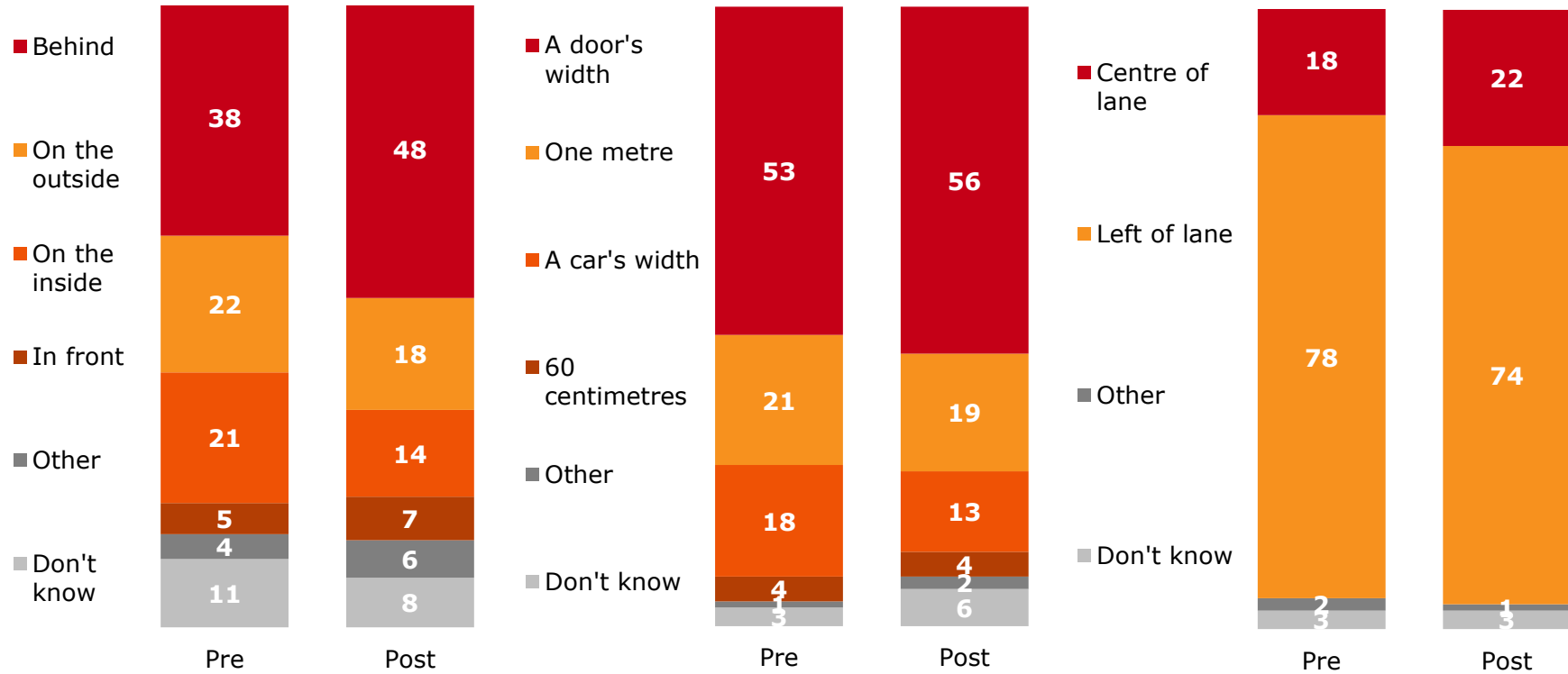


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Cyclist knowledge and behaviour



Improvement in cyclists knowledge of recommended cycling behaviour at post stage



Where cyclist should be positioned near a truck or lorry

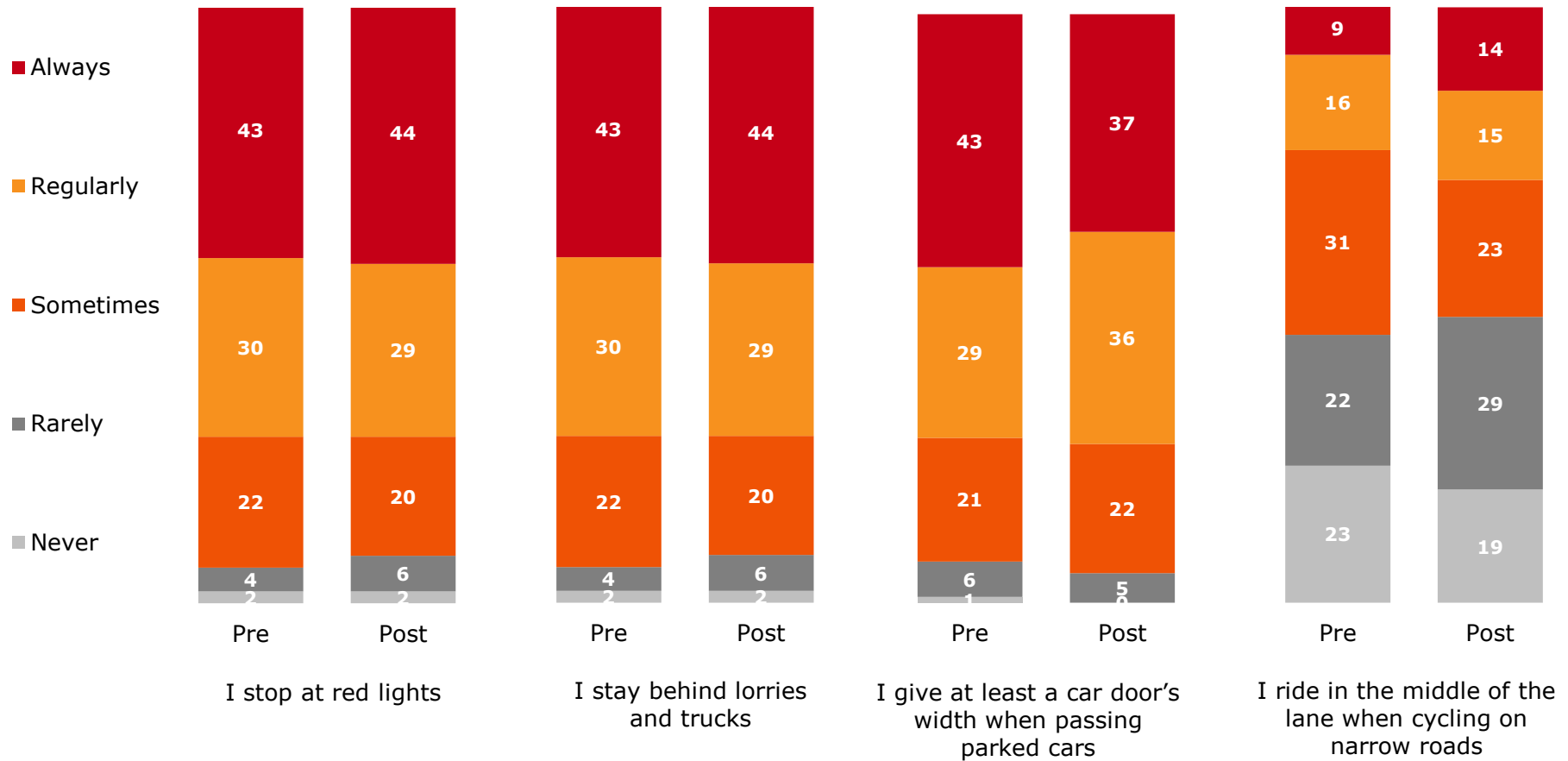
How much space should leave when passing parked cars

Where should position self on narrow roads

Q10: When cycling behind a truck or lorry, where is the best place to position yourself?/ Q11 When cycling, how much space should you leave when passing parked cars?/ Q21 When cycling, where should you position yourself when riding on a narrow road?
 Base: All cyclists (Pre stage 301; Post stage 300)



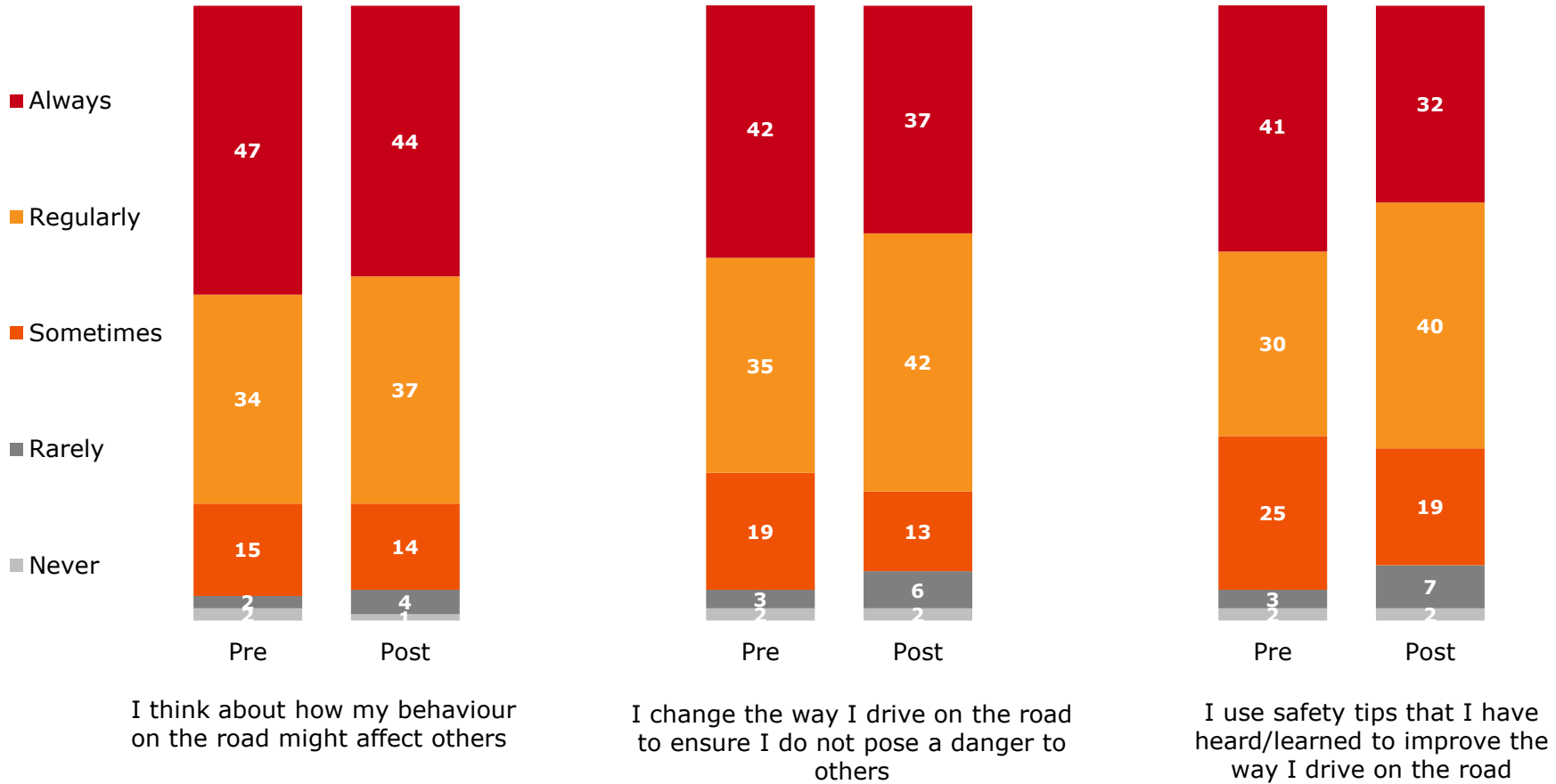
Slight increase in the proportion of cyclists who claim to always cycle in the middle of narrow roads



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?



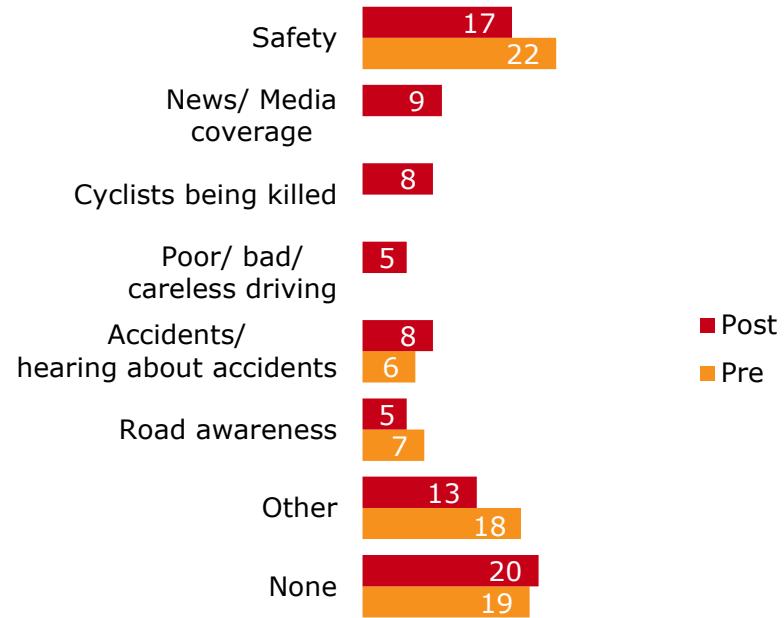
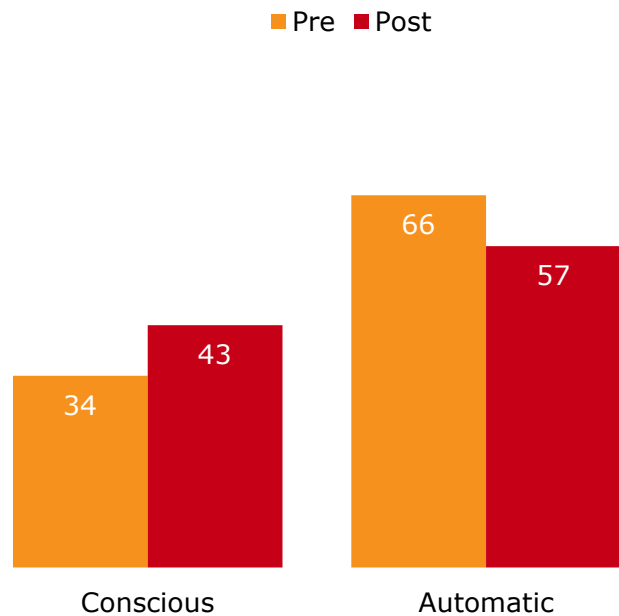
Q12: How frequently, if at all, do you do each of the following when cycling?
 Base: All cyclists (Pre stage 301; Post stage 300)



Post stage increase in the proportion of cyclists who claim to consciously think about their cycling behaviour – again influenced by cyclist deaths



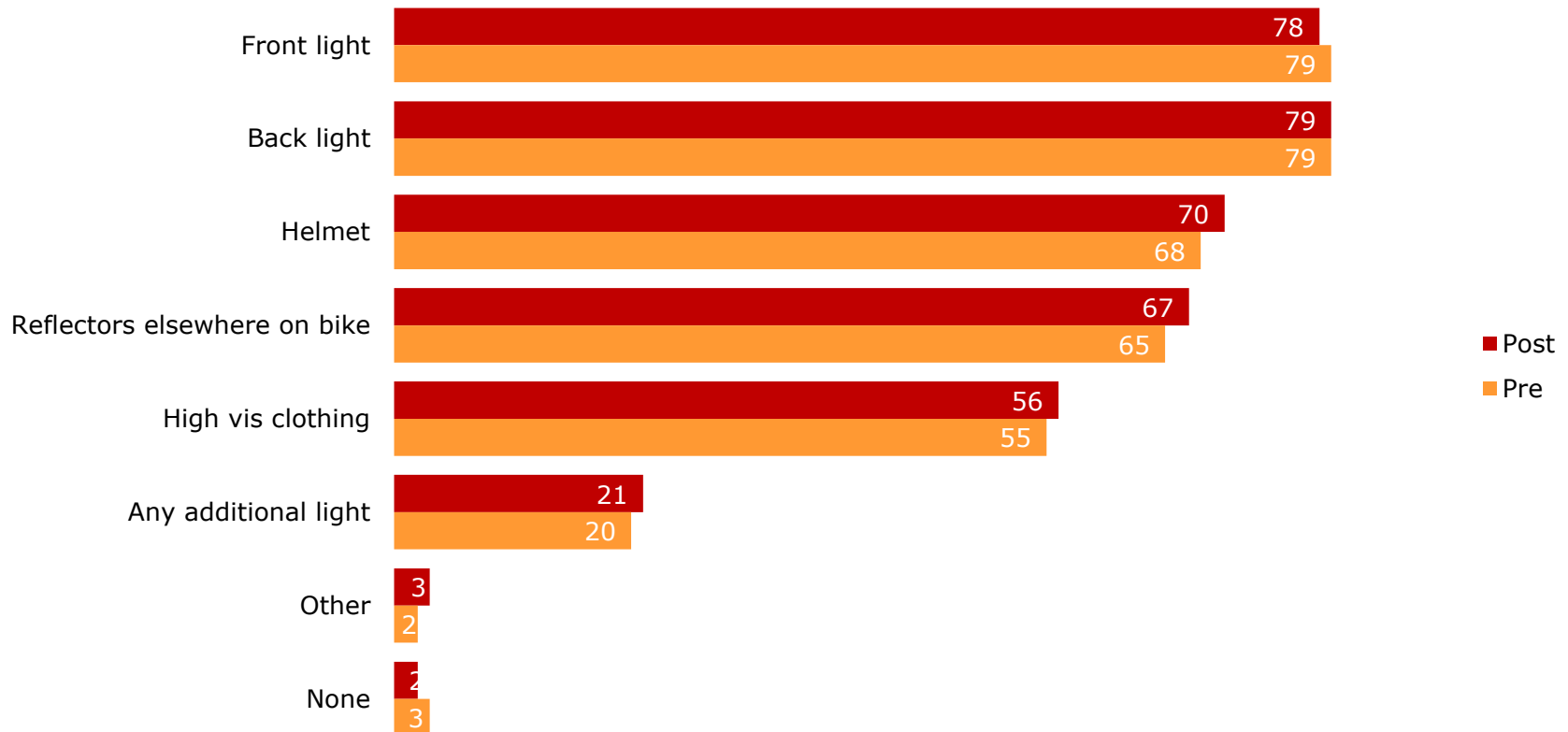
Take actions consciously or automatically | What makes cyclist take actions consciously



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



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



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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

