

Domestic Trip Tracker Additional Cycling Questions - 2013

Approach and Sample

VisitEngland commissioned an online omnibus survey to collect information regarding participation, interest in and barriers to cycling in Easter and August 2013, attached to the Domestic Trip Tracker surveys run at those times.

The Easter survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1217 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 21st and 24th of March 2013. Only the participation and interest questions were asked at this time.

The August survey was carried out on an online omnibus by the research agency TNS, with a representative sample of 1253 adults aged 16 and over in Great Britain. The fieldwork for the survey took place between the 15th and 19th August 2013.

The questions asked can be found in the appendix to this document.

Results

Participation and interest in cycling

Only a small proportion of the population currently go cycling during day trips and holidays in England – less than 10%.

Went Cycling (road cycling or off-road) in England in past 12 months	Easter 2013 %	August 2013 %
Day Trip	6%	8%
Holiday / break	7%	7%

There are some significant differences by demographics in the likelihood for having cycled on a holiday in England. Younger respondents aged below 35 are more likely to have done so (14% in both Easter and August). Those with children in their household are also more likely to have cycled (11% Easter, 12% August), particularly those with children aged 5-9 (17% both waves). Conversely, those in the C1 social grade are less likely to have cycled (5% both waves; other social grades 7% to 10%.)

However, at least a quarter of the population would be interested in going cycling. Interest was up slightly in August, perhaps due to the warmer weather at that time of year. (See table overleaf).

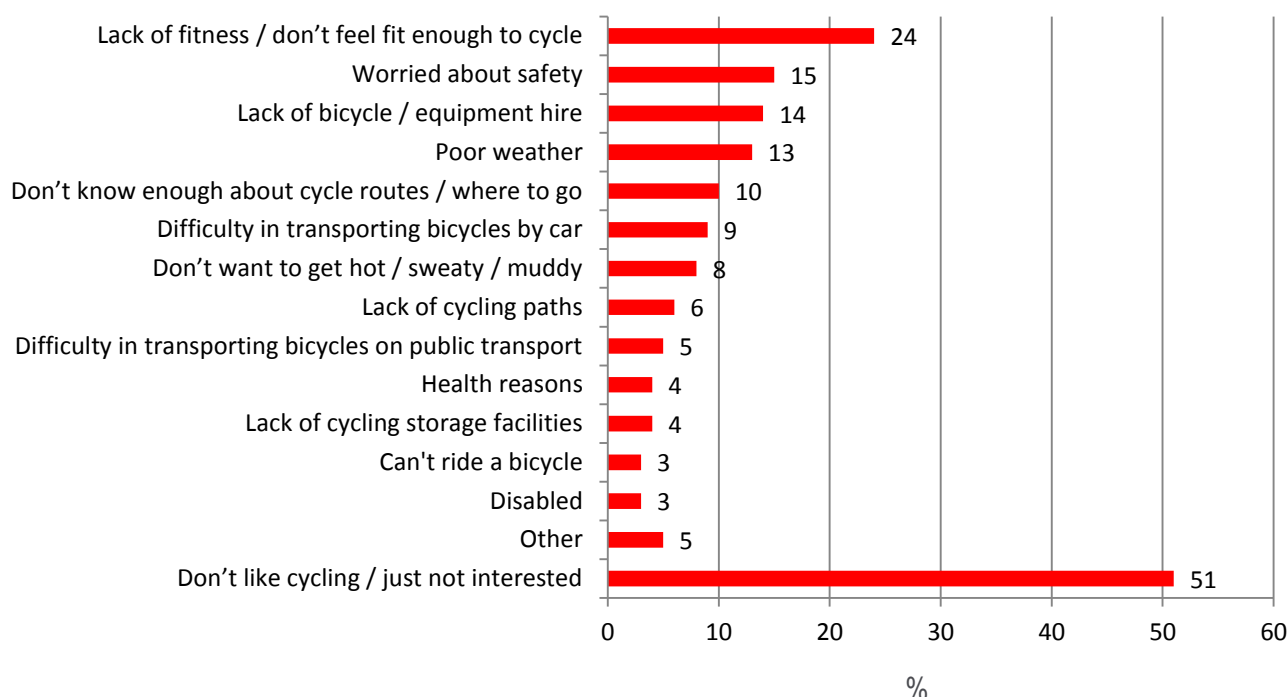
Interest in cycling (road cycling or off-road) as part of holiday / short break in England	Easter 2013 %	August 2013 %
Total Interested	25%	31%
- Very interested	9%	9%
- Quite interested	17%	22%

As with those who had actually been cycling, interest in cycling declines with age. 43% of those aged 16-34 were interested at Easter, rising to 57% in August. Among 35-44 year olds, 29% rising to 41% are interested. In contrast, between 21-24% of 45-54 year olds, 14-16% of 55-64 year olds and only 5% of those aged 65+ would be interested in cycling as part of an English break. Parents with a child in their household are also more likely to be interested, up to 47% in August from 30% in Easter, and this is the case across children's ages. Interest is also consistent across social grade, despite C1s being less likely to actually cycle on holiday.

Barriers to cycling on an English holiday

In August, we followed up with those who were not interested in cycling on a holiday / break in England and asked them to select from a list of reasons why they may not be interested in cycling. Around a quarter (24%) said that lack of fitness / not feeling fit enough to cycle was a reason they weren't interested. 15% are worried about safety, 14% cited a lack of bicycle / equipment hire, and 13% saw poor weather as a barrier.

Chart 1: Reasons for not being interested in cycling on a holiday / short break in England



Domestic overnight and day trip tourism – cycling activities 2012

The volume of trips involving cycling activities are tracked on the Great Britain Tourism Survey (GBTS) and the Great Britain Day Visits Survey (GBDVS). In 2012:

- 1.3 million holidays taken in GB had cycling on a road / surfaced path as an activity undertaken during the trip, and around 200,000 trips involved mountainbiking
- 18 million day trips in GB involved cycling on a road / surfaced path

Appendix 1 – Questions Asked

ASK ALL

Over the past 12 months, have you taken any holidays, breaks or day trips in England which involved the following activities?

	Did this on a day trip in England	Did this on a holiday/break in England	Haven't done this in the past year on a holiday or day trip
Went cycling (road cycling or off road)			

And how interested would you be in doing the following as part of a holiday or short break in England?

- Very interested
- Quite interested
- Not very interested
- Not at all interested

- Going cycling (road cycling or off road)

ASK IF NOT VERY OR NOT AT ALL INTERESTED IN GOING CYCLING

You mentioned you were not interested in going cycling as part of a holiday or short break in England. Which of the following are reasons why you are not interested in going cycling on a holiday in England?

Please select all that apply

- Poor weather
- Lack of bicycle / equipment hire
- Lack of cycling storage facilities
- Don't want to get hot / sweaty / muddy
- Lack of cycling paths
- Don't know enough about cycle routes / where to go
- Worried about safety
- Difficulty in transporting bicycles on public transport
- Difficulty in transporting bicycles by car
- Lack of fitness / don't feel fit enough to cycle
- Don't like cycling / just not interested
- Other (please specify)