



# Cycling Campaign Evaluation

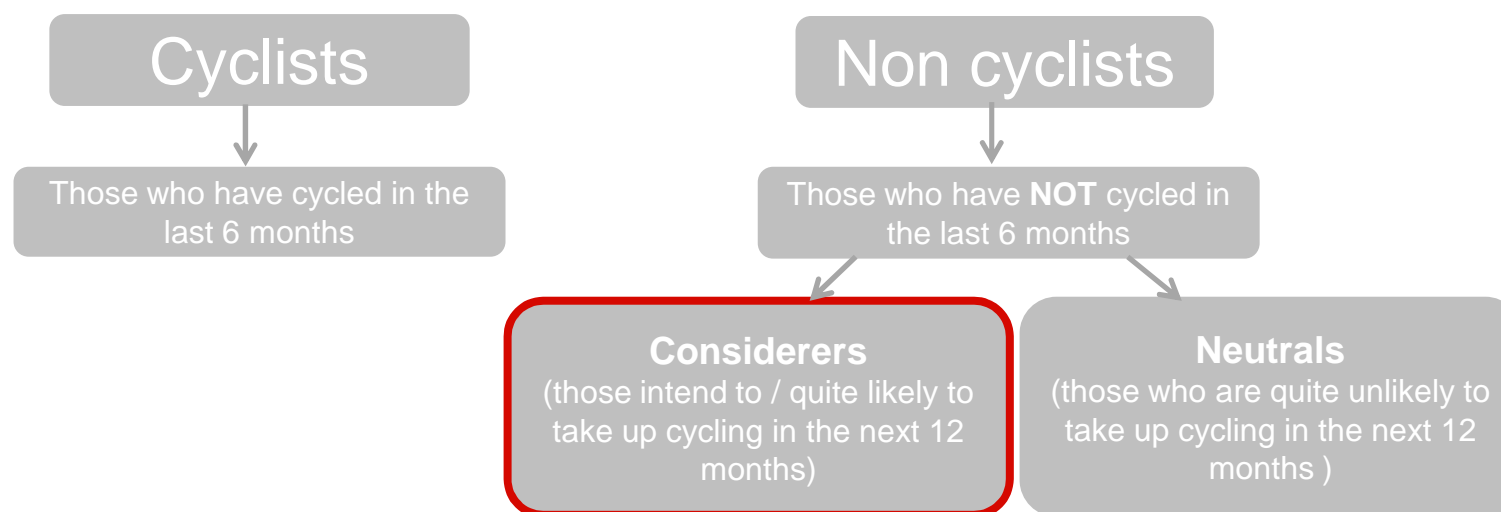
TfL Job number: 09011

Ian Pring



# Sample & Methodology

- Interviews were conducted online amongst 20-44 year olds who live in London. The sample was broken down into two groups:



- Broad demographic quotas were set on age and gender. All respondents are social grade ABC1
- This was a pre / post study:
  - The pre wave was conducted between 8<sup>th</sup> and 24<sup>th</sup> May - sample size 500
  - The post wave was conducted between 21<sup>st</sup> September and 7<sup>th</sup> October - sample size 750





# **Awareness & Recognition**



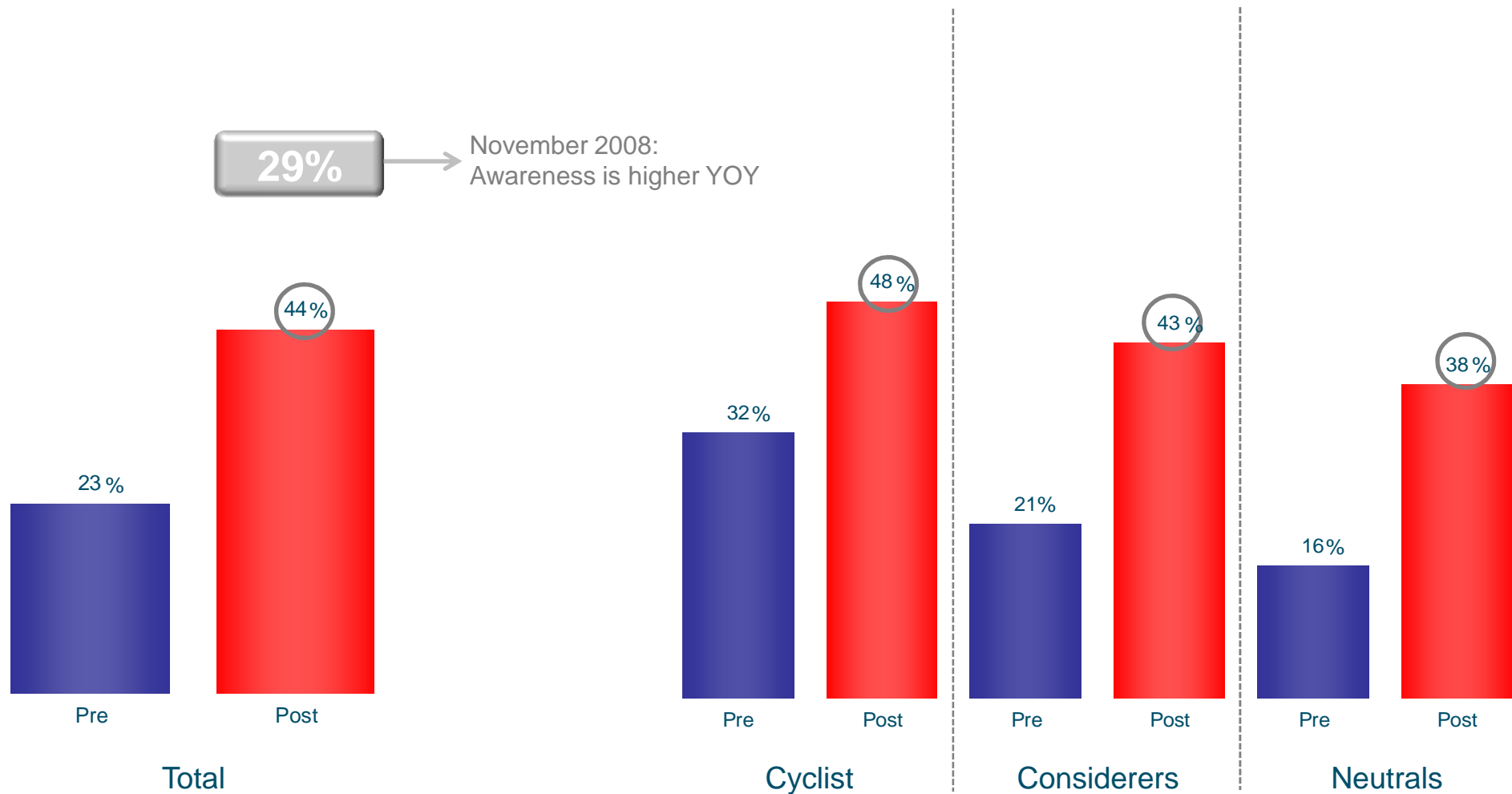
Have you seen or heard any  
advertising about cycling  
recently?

[Spontaneous]

 Indicates significant differences

# Spontaneous Advertising Awareness

Awareness of advertising about cycling has increased significantly since the pre wave



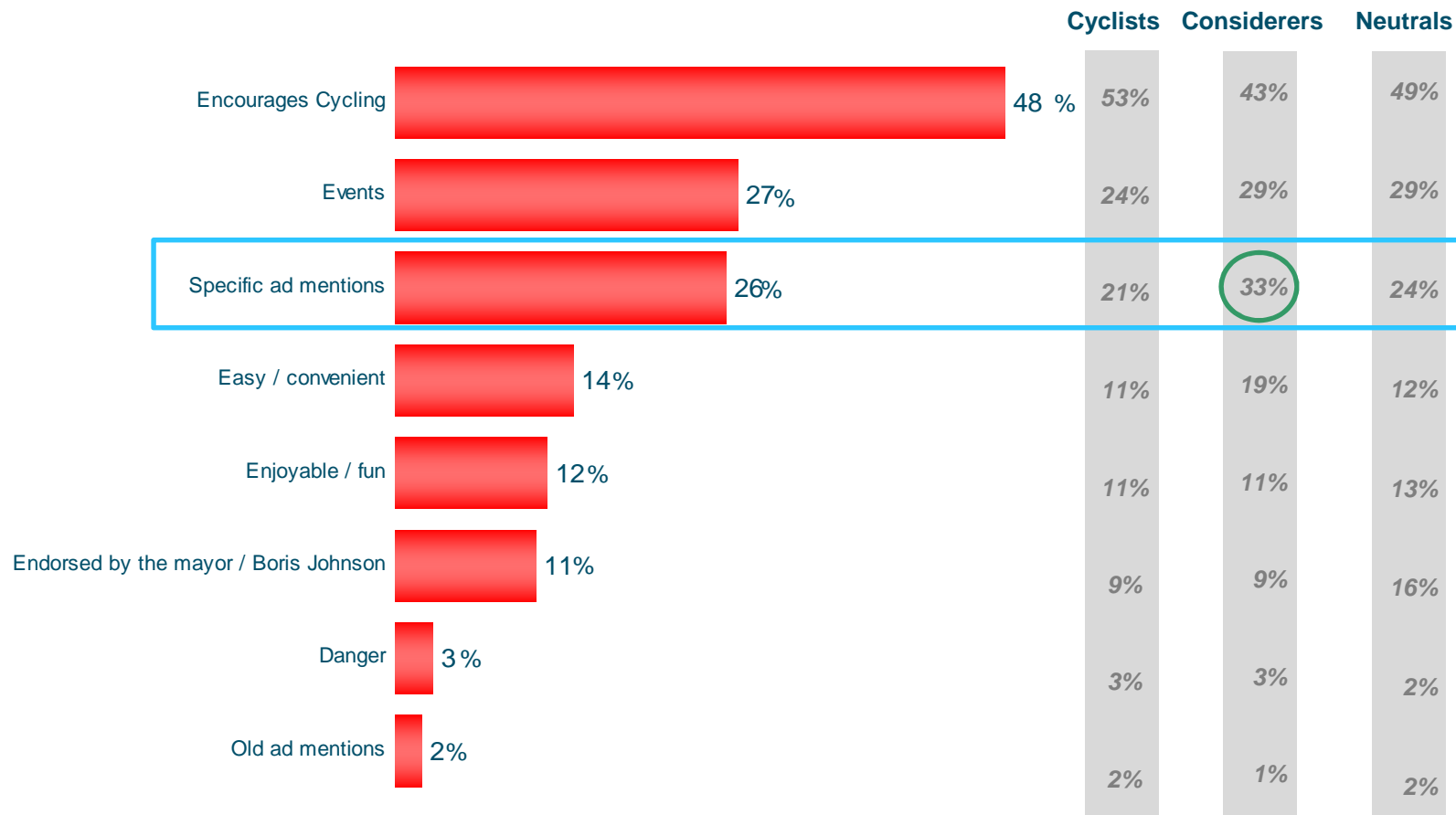
Source: Q13 Have you seen or heard any advertising about cycling recently?

Base: Total Sample Pre (500), Post (748) Cyclists pre (170) post (254), Considerers pre (190) post (284), Neutrals pre (140) post(209)

○ Indicates significant difference pre to post

# Spontaneous Advertising Awareness – What they recall

Approximately 50% recall that the ads were encouraging cycling. A quarter make specific mention to the latest ads

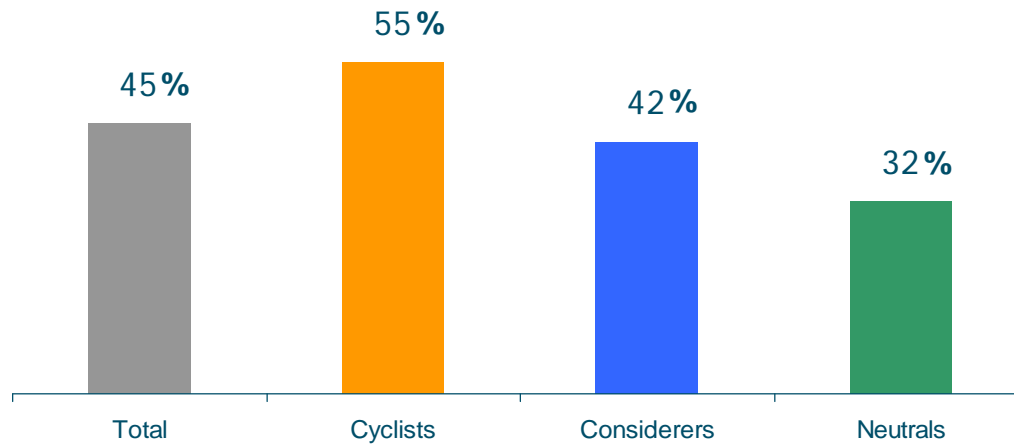


- “Posters promoting cycling at tube stations”
- “Adverts for the Skyride, and a London Transport poster encouraging people to get cycling”.
- “It was about joining a Friday Cycling Club”
- “Mayor of London, Boris Johnson was trying to promote a Cycle to Work Day in London”

Source: Q14a You said you remember seeing advertising recently. Please type in everything you remember about the advertising  
Base: All those who have ) Cyclists post (254), Considerers post (284), Neutrals post(209)

# Recognition of 'Any Ad'

45% of people recognise at least one element of the campaign. Cyclists are more likely to recognise the campaign than the other cycle groups



Source: QA1a – QA6a Have you seen this ad before?

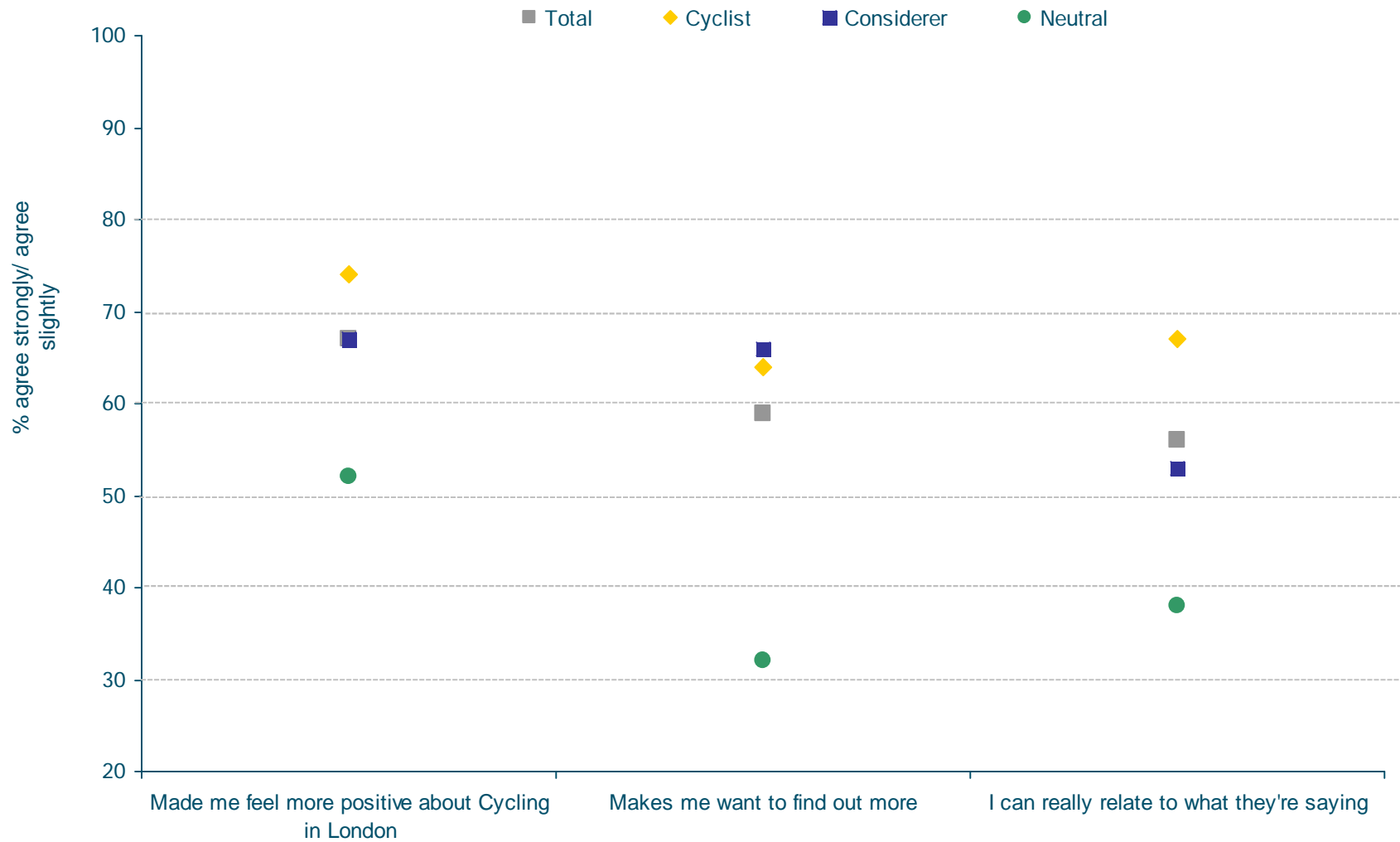
Base: Total (748) Cyclists (254), Considerers (284), Neutrals (209)

The background is a solid teal color. On the left side, there are several abstract, overlapping shapes in a lighter shade of teal. These shapes include a large, curved, hook-like form at the top, a vertical bar extending downwards from its base, and a circular shape at the bottom left. The overall composition is minimalist and modern.

# Ad Communication

# Ad Response

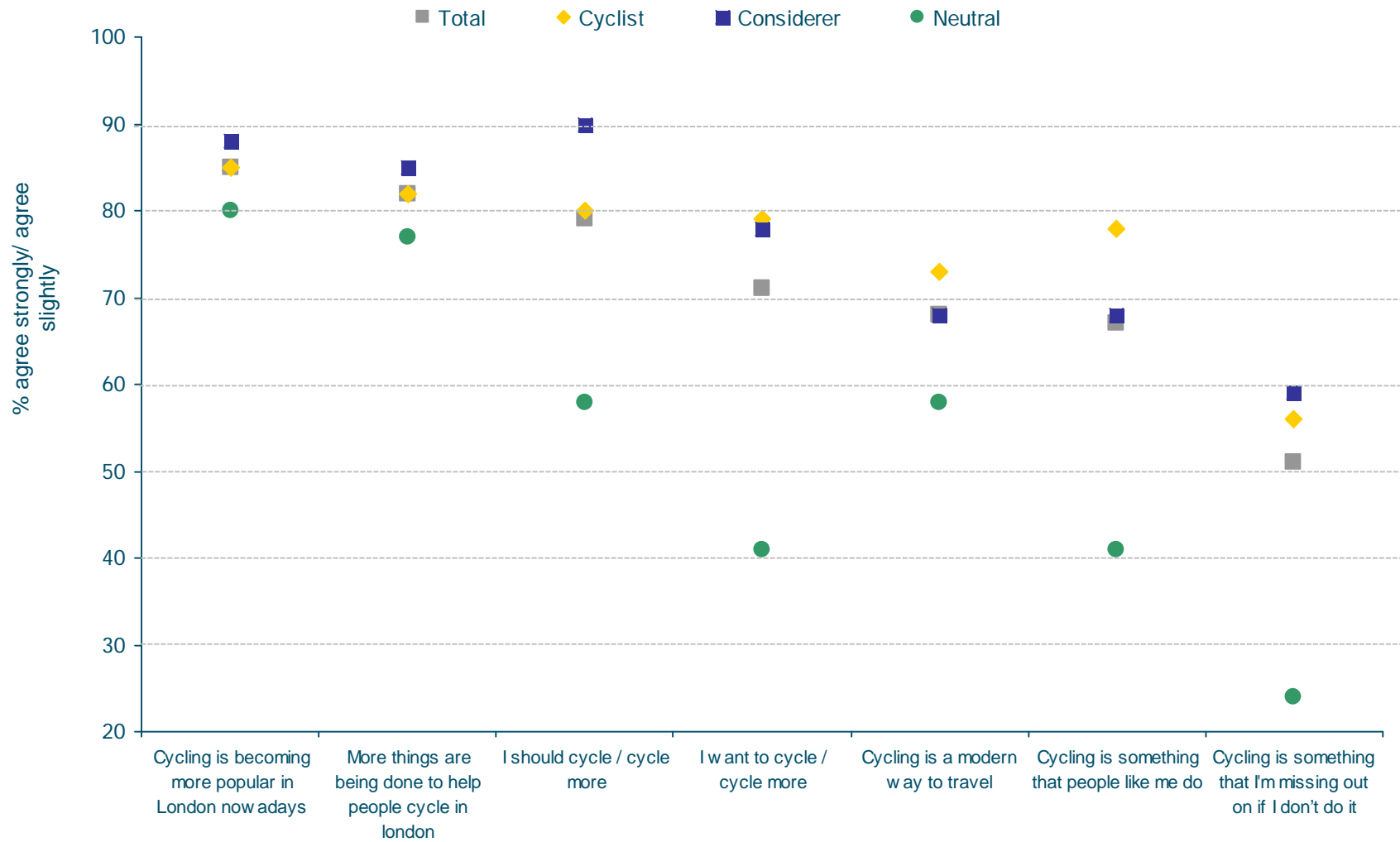
Approximately two thirds of the key target agree that the ads make them more positive about cycling and make them want to find out more about cycling



Source: QA7 TV ad response – To what extent do you agree with the following statements?  
Base: Recognisers of any ad - Total (346), Cyclist (141), Considerer (129), Neutral (67)

# Prompted ad communication

The ads have communicated best amongst cyclists and considerers.



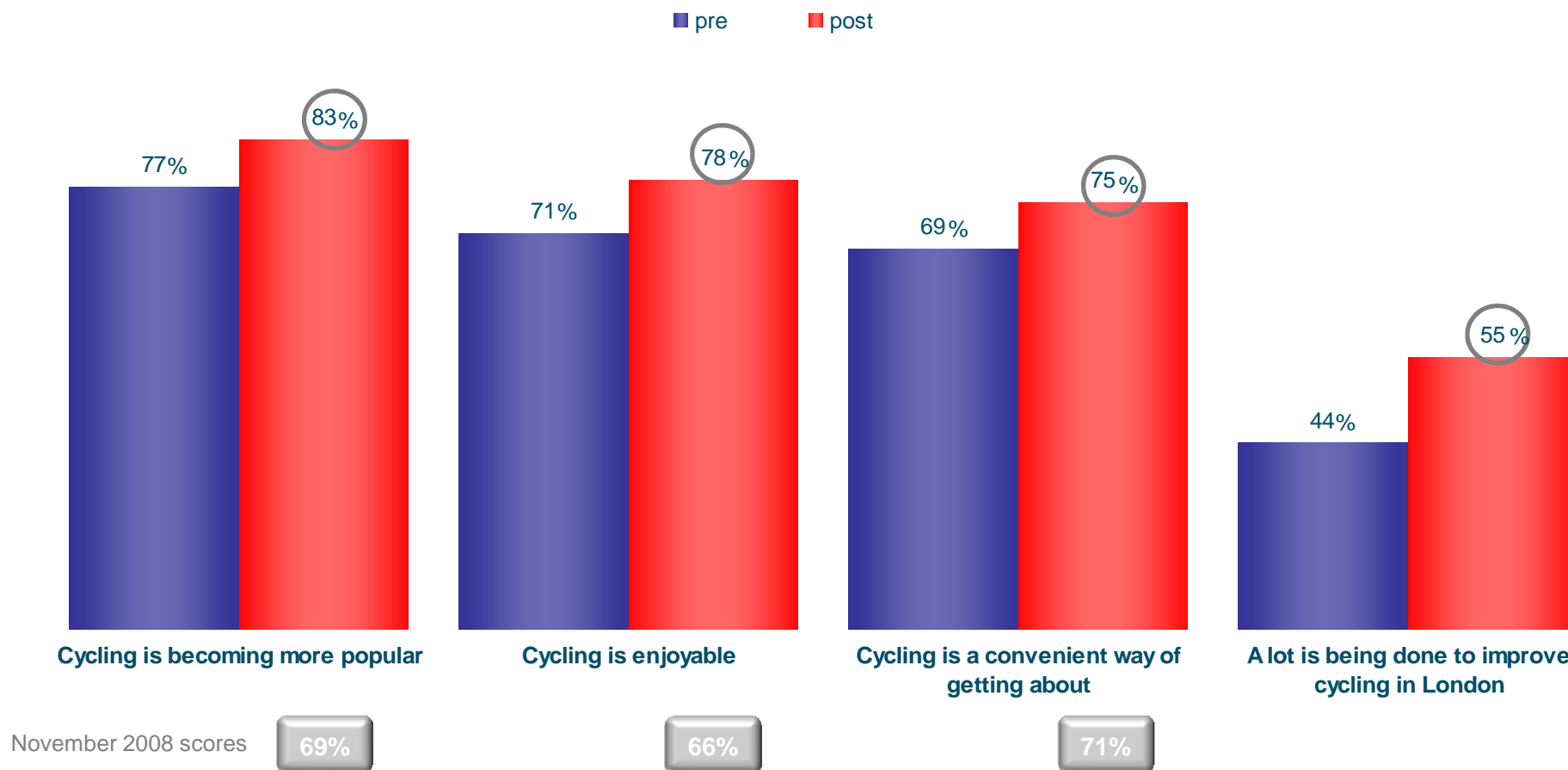
Source: QA8 TV ad response – To what extent do you agree with the following statements?  
 Base: Recognisers of any ad Total (346), Cyclist (141), Considerer (129), Dual (67)



**Attitudes**

# Attitudes to cycling

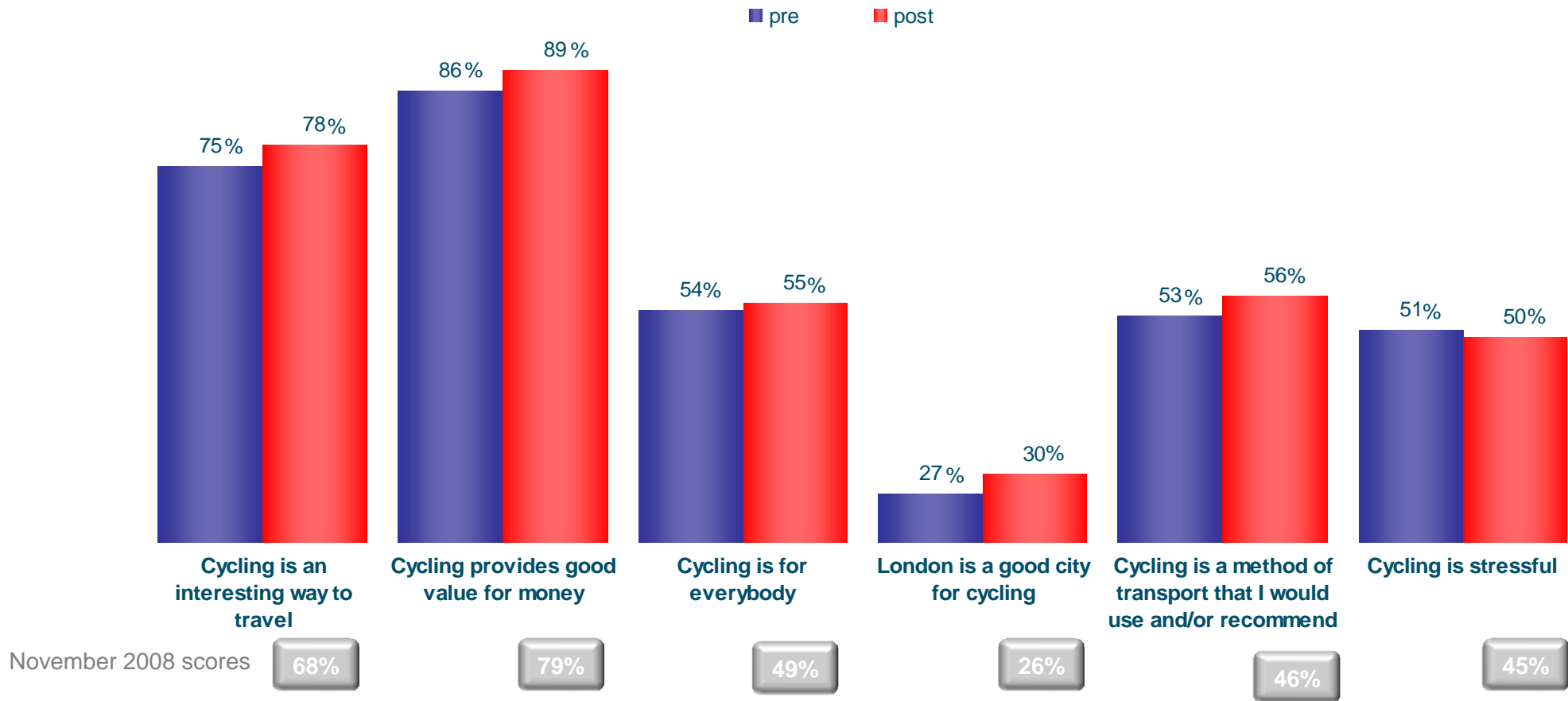
Attitudes towards cycling are significantly more positive on key measures following the campaign



Source: Q12a Attitudes to cycling – to what extent do you agree with the following statements?  
Base: Total sample Pre (500), Post (748)

# Attitudes to cycling

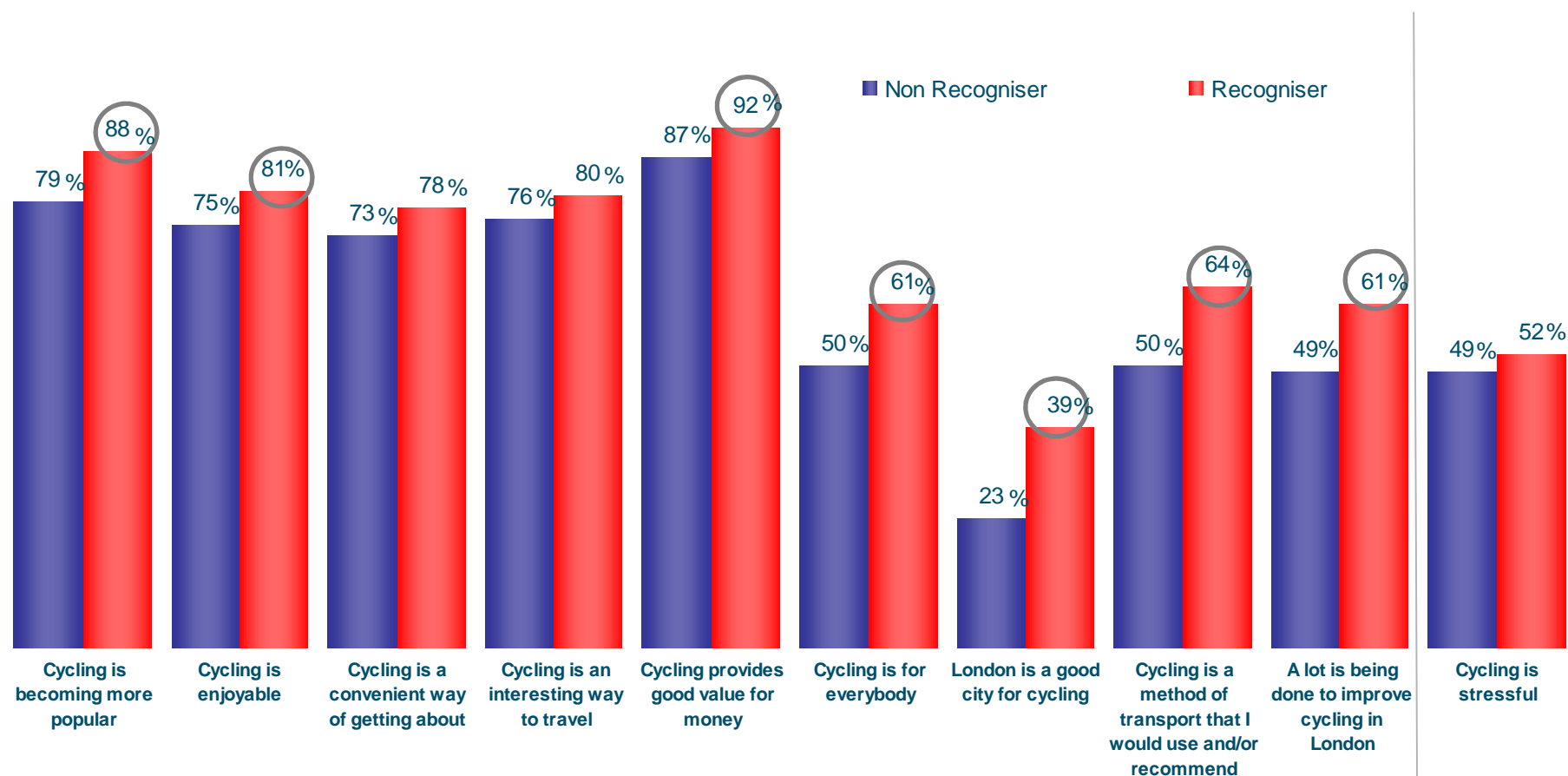
Other attitudes remain relatively stable following the advertising



Source: Q12a Attitudes to cycling – to what extent do you agree with the following statements?  
Base: Total sample Pre (500), Post (748)

# Attitudes to cycling – by recognisers

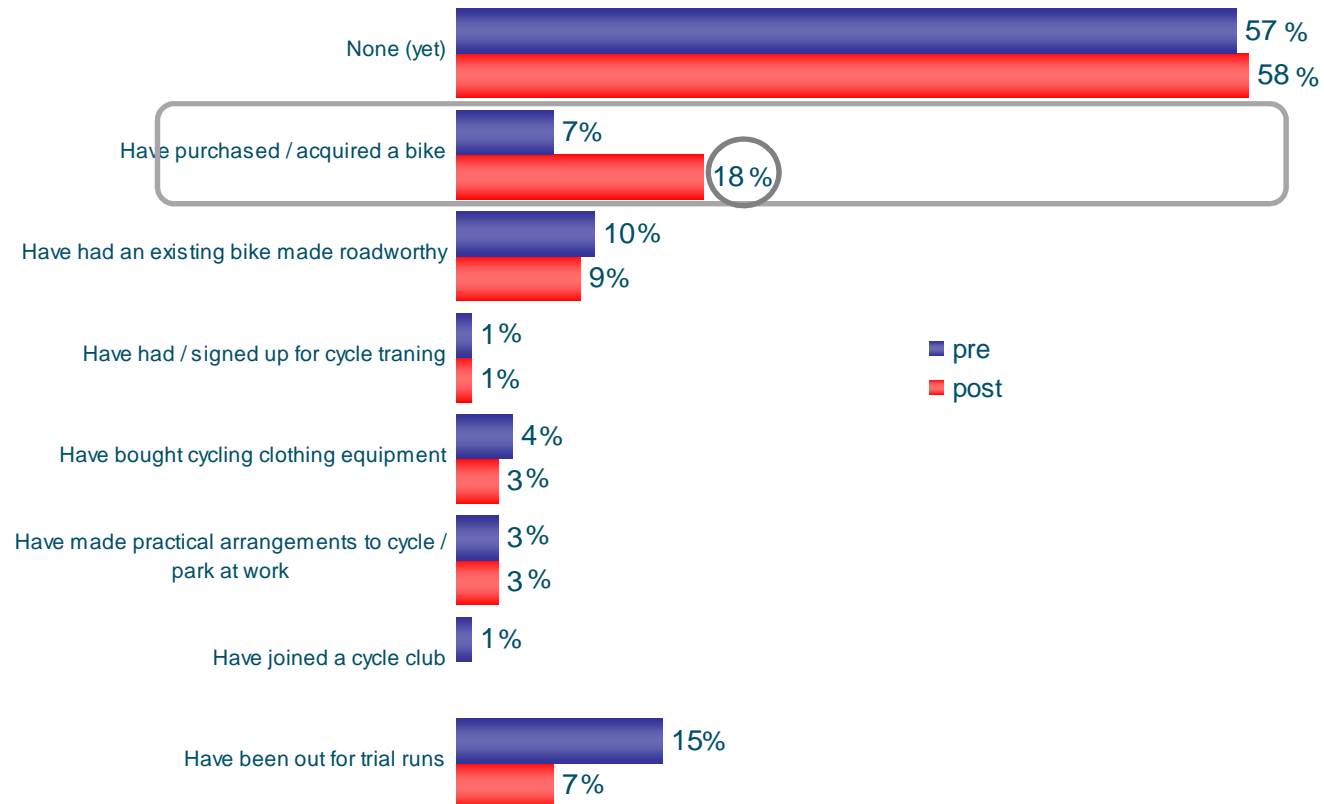
Recognisers of the campaign are significantly more positive about cycling on most measures



Source: Q12a Attitudes to cycling – to what extent do you agree with the following statements?  
Base: Post wave only Recognisers (346), Non recognisers (402)

# Action taken amongst considerers

The numbers of considerers who have purchased a bike as increased over the summer. However, recognisers of the campaign are not more likely to do so



Source: Q9d What practical steps have you taken towards taking up cycling?  
Base: Total Pre (190) Post (284)

The background is a solid teal color. On the left side, there are several abstract, overlapping shapes in a lighter shade of teal. These shapes include a large, curved form that resembles a stylized letter 'P' or a similar character, and a smaller circle positioned below it. The overall aesthetic is modern and minimalist.

**Claimed Behaviour**



How do you think the amount you cycle in London is compared to this time last year?  
Would you say you have cycled...

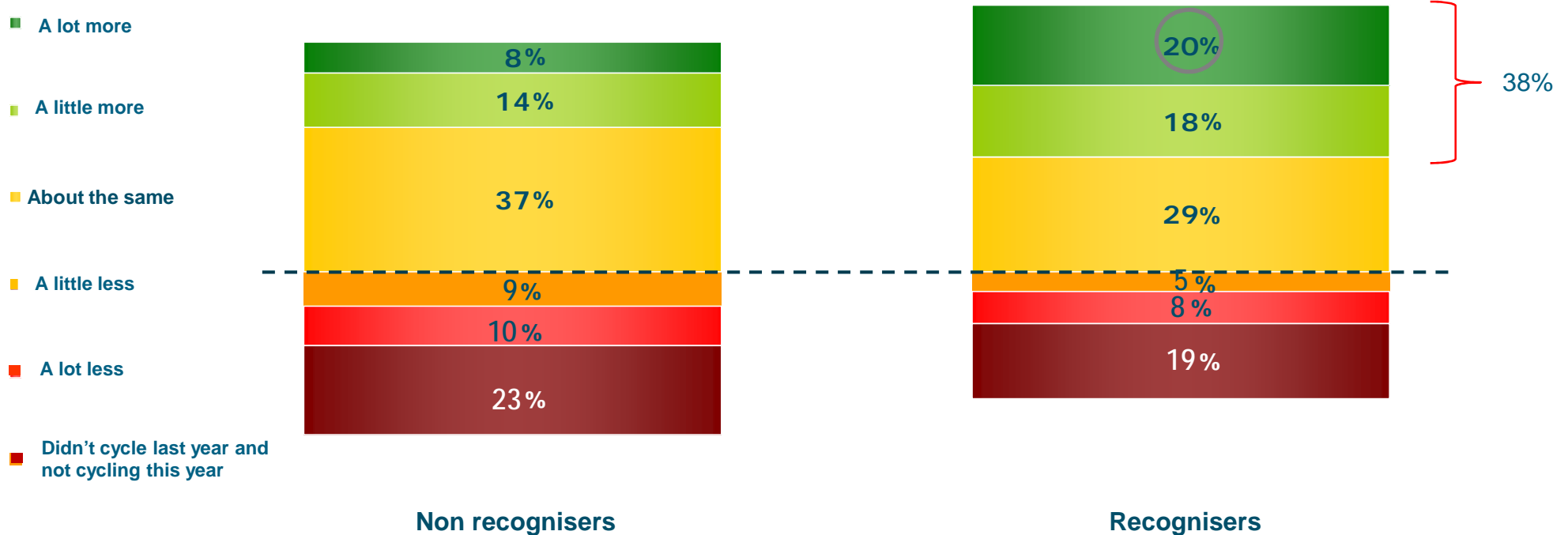
Μπορείς να γυρίσεις λίγο περισσότερο ή λιγότερο από πέρυσι...

- A lot more
- A little more
- About the same
- A little less
- A lot less
- Didn't cycle last year and not cycling this year

# Amount cycled compared to last year – Post Wave

38% of recognisers of the campaign claim to cycle more than before, compared to a fifth of non recognisers

30% of total sample claimed to cycle more this year



Source: Q9b/c how often did you cycle this time last year / nowadays?  
 Base: Those who cycle more at Q9a post wave only (142)