Building a new cycling ‘brand’: Who are our ‘hot prospects’?

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This presentation

• Sketch out purpose of our research
• Sketch out quantitative phase of the research
• Details about our hot and warm prospects
• Show you the campaign
‘Image of Cycling’ project aims

• To improve the image of cycling
• To encourage people to have a positive emotional reaction to cycling
• To build a positive relationship between ‘cycling’ and our ‘customer’

• To create a cycling brand
A cycling brand... why?

- Encourage behaviour change by creating a new backdrop to decision making about regular short trips

In other words...

- We aim to create/enhance the positive associations people have of cycling
The bigger picture

- Branding
- MarcommS

- Infrastructure
- PTP
- Work-based programs
- Policy change (e.g. 20mhls)

If we build it … they WON’T come?

“Questions of identity loom large in the social practices of cycling” (Skinner and Rosen, 2007: 83).
Who are we targeting?

- Who are our hot prospects?
- Quantitative research stage

Our research

4 phases (qual, quant, concept test, evaluate)

Objectives:
1. Explore the perceptions British adults have of cycling
2. Explore their perceptions of cyclists
3. To identify our hot prospects
Our research

• **Tracker survey, UK wide**
  • Sample: 3855
  • May 2010
  • Repeated annually if we get sponsorship
  • Managed by **YouGov**

  • Objective was to measure the current cultural disposition towards cycling in the UK.

  • Two follow up qualitative studies completed
  • July – Nov 2010

Things we checked

• If some UK segments hold “irrational” highly pro-car attitudes
• The influence of the media
• The image of cycling and cyclists
• How cool is cycling?
• What is the ‘mood music’ of cycling in the UK?

and

• **The profile of our hot prospects**
Cycling Hot Prospects: Who are they?

Strongly agreed that they

- “have been contemplating cycling recently for short everyday journeys”
- “have actually made plans to take up cycling for short everyday journeys”
- “are seriously thinking of cycling more often for everyday short journeys” (existing cyclists)

Hot and warm prospects

- Slightly more men than women
- More ‘ABC1s’ than ‘C2DEs’
- Between 16 and 39.
- 32% of the GB population
- Quarter of them cycle quite/very often
- 40% of them cycle occasionally
- About a third are lapsed cyclists
- Around three quarters of them own a bicycle.
The image of cycling

• What do our hot prospects think of cycling?

  Environmentally aware
  Fitness conscious
  Confident
  Independent
  Adventurous

Cycling brings sense of wellbeing

½ would drive more slowly
1/5 think roads are more for cars
30% rely on their cars
2/3 ‘wish they were cycling’ in traffic
More good news

• 81% of hot prospects perceive cycling to work as normal
• ½ think cycling is ‘cool’
• 42% of Brits think cycling has become cool

But

• 21% of prospects lack confidence

The environment

• Cycling could help save the planet
• But global warming has been exaggerated
• Cycling would make Britain a better place (if cyclists behaved themselves.

HALF our prospects think we’re in a UK cycling boom
Discussion, insights and tensions

• Prospects have a very positive approach to cycling

But…
• 85% of our prospects do not cycle very often
• 34% of them are ‘lapsed’

Our campaign

• Door drops
• Bus backs
• Bill boards
• Bus stops
• Offer based on rich insight from quant and qual research
• Supporting activities and interventions from Cycling City
When I'm on my bike, I'm in a better world.

Find a better world at www.betterbybike.info
Thank you!

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