Understanding the self-image incongruency of British non-cyclists: Implications for social marketing.

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What this presentation is about...

Cycling
Cyclists
Self Image (In)congruency

Product Image

Self Concept

User Image

(Gardener and Levy 1955; Sirgy, 1982)
For example...
### Sample

10 in-depth interviews + 9 focus groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Non-cyclists</strong></td>
<td>No cycling, possibly pro-car, somewhat anti-cycling.</td>
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<tr>
<td><strong>Lapsed cyclists</strong></td>
<td>May have cycled as children or more recently but no longer cycle. They can see benefits of cycling but have low level contemplation with no leisure cycling to speak of.</td>
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<tr>
<td><strong>Occasional cyclists</strong></td>
<td>May cycle once a month, once every two months, summer only on holiday, etc. They may be contemplating more cycling but mainly just an aspiration at this stage.</td>
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<tr>
<td><strong>Sports cyclists</strong></td>
<td>Participate in regular leisure /sport cycling, possibly weekend club rides, or regular family outings, but with little or no regular utility cycling.</td>
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<tr>
<td><strong>Utility cyclists</strong></td>
<td>Contemplating utility cycling more/using their cars less.</td>
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Projective and Enabling Techniques...

- Appearance
- Psycho Drawing
- Planet Cycle

(Burns, 1979; Gordon and Langmaid, 1988).
Incongruence..
High Viz Commuter

Fitting a Bicycle Helmet

For a final check, gently try to roll the helmet back and forth on the head. The helmet should not move more than 1/2 inch in any direction.

The brim should just touch the face, with about one finger width of space between the brim and the face. The buckle should be just under the chin, halfway between the ears. The adjustment strap should fit snugly without being too tight.

A bicycle helmet should be replaced after a hard impact.
“She has strong beliefs about cycling. She thinks cars are bad and you don’t get any fun out of a car. Everyone should cycle all the time”.

Male Lapsed cyclist
Incongruent with success
“If you’re a top manager and you’re off finding your bike then everyone’s going to laugh at you, aren’t they! Yeah they’d laugh”

Male Sports Cyclist
Sporty commuter cyclist

Steve
Gary
Justin
“When he gets to work he’s got this smug look on his face that he rode in and the others got the tube and he’s the fittest”

Male Sports cyclist
“I think probably if you’ve not got the right t-shirt with the right name on it and that type of thing they you don’t fit into their club. They don’t really look at each other I’d imagine so I don’t know why it’s like that but yeah I think if I was going to start cycling again I’d have to go and get all the gear”.

Female Lapsed Cyclist
Foreign Cyclists
“I do enjoy it. I must be one of those weird people! I wouldn’t say I’m a keen cyclist though. Nine times out of ten I’d probably prefer to cycle but that is mainly fitness. I don’t know, I wouldn’t say I was weird or odd or anything”

Female Utility Cyclist
Leisure cyclist
The Cycling Landscape

- Cycling for leisure

- Cycling for necessity

“Yeah I was going to say. There are different types of cycling aren’t there. We’re all talking about cycling on cycle paths. Social cycling. That’s the kind I love doing. But then you’ve got commuter cycling which is almost the opposite”

Female leisure cyclist
Current Perceptions

Positive Perceptions

Statement Making

Only for Ultra Fit

Incompatible with Success

Something for Me
Acquisition Pathway

1. Non Cyclist
   - Centre Parcs
     - Leisure Cycling
       - Occasional Cyclist
         - Sports cyclist
           - Regular Cyclist

Perceptual Shift
When I'm on my bike, I'm in a better world.

Greater Bristol
BETTER BY BIKE
Britain's First Cycling City

Find a better world at www.betterbybike.info
Thank you for listening.

Bristol Social Marketing Centre

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