RESEARCH SUMMARY

Title target groups	**Barriers and tipping points to cycling among low income**
Objective	To explore and understand the importance and interplay of barriers, motivations and tipping points to cycling uptake among low income target groups; and to explore response to cycling initiative ideas to help inform future strategies aimed at increasing cycling participation for this audience.

Date	May 2012	**Agency**	2CV

Methodology	Six hour mini-group discussions with cycling considerers, and eight depth/paired depth in-home interviews with recent adopters of cycling, both from 'Hard Pressed Families' and 'Young Couples and Families' Mosaic audience segments.

Abstract

Target low income groups (Hard Pressed Families and Young Couples and Families)are under-represented in cycling but present a significant opportunity to increase cycling participation levels in London. Environmental changes are playing a role in priming low income groups to cycle, however, a lack of social identification/support makes uptake more difficult than for the general considerer population. A range of demographic and lifestyle factors, and a lack of confidence around uptake, indicate a need for strategies to help reduce the personal, social and financial 'risks' attached to attempting cycling behaviour change, such as initiatives that increase trial and accessibility.

Key Findings

Low income target groups are positive about the noticeable growth in cycling popularity and accessibility in London, and perceive personal benefits to cycling uptake - principally saving money and family-bonding. However, few cycling considerers have taken any steps towards cycling uptake due a number of ingrained barriers.

The strongest barrier (and the most distinct from the general population near market) is a lack of social identification with cycling: most don't know anyone who cycle and family members can be unsupportive of them taking up cycling. With the cycling 'movement' driven by others unlike them, cycling can also carry negative social stigma, especially for some BME audiences.

Considerers are also loss averse and are less likely to take up cycling as they fear failure on a number of levels:

- financial (eg not getting value from bike purchase);

- personal (eg letting yourself down/unable to do it/sustain); and

- social (fear of ridicule from others).

In the absence of anyone to provide practical or emotional support, getting started is much harder and requires considerable effort.

Most recent cycling adopters are triggered by social pressure from people they know actively encouraging/'pushing' them into cycling. Both advocacy and social norming are important for both prompting uptake and maintaining cycling behaviour among low income target groups.

There are four key areas for increasing cycling amongst this audience:

1. Tackling the lack of social identification (e.g. through communications; school organised events)

2. Bringing cycling to them and encouraging trial (e.g. pool bikes; Barclay's Cycle Hire)

3. Supporting them in getting started(e.g. tailored cycle training for women to help build confidence at the preparation stage)

4. Offering targeted support to current cyclists to sustain, normalise and increase advocacy (e.g. cycle maps/guides and offers on cycling gear to help recent adopters to move their cycling forwards)

Engagement with initiatives will be reliant on where/how they are delivered; there is potential to overcome or exacerbate social identification barrier. 62% of Twitter users do not know how to filter a Twitter feed using hashtags.

Slightly more Twitter users would be unhappy (45%) about receiving marketing messages via the Twitter feed than would be happy to do so (38%).

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