Transport for London

Cycle Superhighways streetscape impact

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MAYOR OF LONDON

Transport for London

Contents

Research conducted by Synovate

1 Executive Summary

This research was commissioned by Transport for London (TfL) to measure awareness of the Cycle Superhighway scheme, and preferences between two alternative road marking designs that mark the Cycle Superhighways on bus lanes.

This research involved 325 face to face interviews with people along the A24-A3 road from Balham to Elephant & Castle. Interviews were conducted between 19th November and 26th November 2009 with five types of route user:

- **commuter cyclists**- cyclists who commute to work, school or college along some or all of the A24-A3 road from Colliers Wood to Southwark Bridge at least once every two weeks
- **non-commuter cyclists** - cyclists who do not commute by bicycle along the route, but either do commute using another route or would consider commuting
- **car/van drivers**
- **powered two-wheeler (P2W) riders**
- **potential cyclists** - non-cyclists who would consider cycling for leisure or to commute.

Around a third are aware of the Cycle Superhighways scheme

The majority of each of the five types of route user is not currently aware of the scheme.

The 1.5m blue band is seen as the most attractive design

- The 1.5m band is seen as the most attractive design, with around seven in ten preferring the 1.5m band and one in ten preferring the 350mm band. The clear layout of the 1.5m band and the colours used are the main reasons for the design being perceived as more attractive, with around two thirds stating this. The clarity of the band is another key reason for why the 1.5m band is more attractive.

The 1.5m blue band is also preferred by all route users in terms of safety, wayfinding and separating cyclists from other road users

When comparing the two designs, the 1.5m band is clearly preferred over the 350mm band across all the key measures. Broad reasons given are that it is clearer, keeps cyclists kerbside and gives more space to cyclists.

- The 1.5m band is better at keeping cyclists safe than the 350mm band in the view of over eight in ten route users. The clear layout of the 1.5m band, the design's encouragement to cyclists to stay kerbside and the design giving more space to cyclists are the main reasons mentioned by route users.
- 77% of Commuter Cyclists, 80% of Non-Commuter Cyclists, 85% of Potential Cyclists, 73% of car/van drivers and 71% of P2W riders think the 1.5m band would be safer for cyclists than the road marking currently used along the route.
- Around three quarters of route users think the 1.5m band separates cyclists well from other road users, while around a quarter think this about the 350mm band. The clear layout of the 1.5m band and the colour separating the route are the main reasons why route users believe that the 1.5m band would work well in separating cyclists from other road users. Around half cite the clear layout of the design (54%). Keeping cyclists kerbside, giving more space to cyclists and effective colour separation are other key reasons mentioned by route users.

- When comparing the two designs, the 1.5m band would be more effective than the 350mm band in separating cyclists from other road users according to eight in ten route users. The clarity of the 1.5m band, encouragement to cyclists to remain kerbside, giving more space to cyclists and the colour separation are the main reasons cited for the 1.5m band being seen as better equipped to separate cyclists from other road users.
- The 1.5m band is seen by cyclists as the design which is the best for being able to clearly follow the route - around three quarters of cyclists (commuter, non-commuter and potential) prefer the 1.5m band, while around one in twenty cyclists prefer the 350mm band. The clarity of the design and effective colour separation are the main reasons for the majority of cyclists preferring the 1.5m band in terms of wayfinding.

- The 1.5m band is also seen as the design most likely to draw attention to cyclists using bus lanes, with roughly eight in ten stating this. Main reasons for preference of the 1.5m band are that it can be clearly seen, is more attractive and uses a good mix of colours.

The two designs yield relatively similar findings in terms of where route users would position themselves in the bus lanes at times of day when they are allowed to drive in bus lanes

Overall cyclists (commuter, non-commuter and potential) are most likely to position themselves near the kerb, while car users are most likely to be in the outside lane and P2W riders are most likely to be in the middle lane.

2 Introduction

2.1 Background

The Cycle Superhighways scheme aims to provide cyclists with safe, fast and direct routes along recognised commuter routes from outer London to central London. Currently, two pilot routes are due to launch in summer 2010 with ten more routes being introduced by 2015.

The Superhighways scheme is being introduced to improve cycling conditions for people who already commute by bicycle and to encourage those who don't currently do so to take it up. The aims of this are to help cut congestion, relieve overcrowding on public transport and reduce CO_2 emissions. The Cycle Superhighways scheme is a key element of the Mayor's strategy to increase cycling in London by 400 per cent by 2025 (compared to 2000 levels).

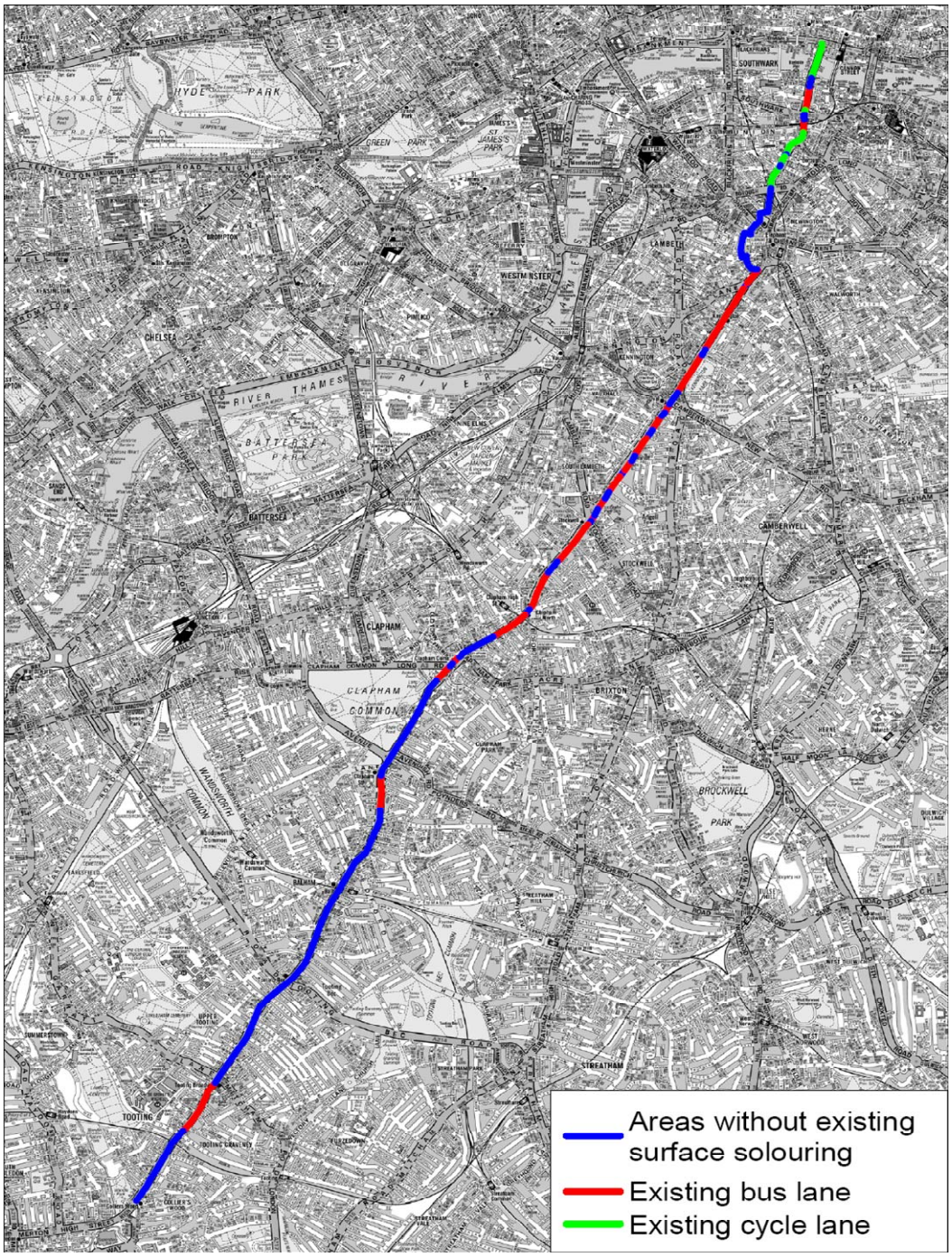
The Cycle Superhighways will be part of the existing road network so for most of the route cyclists will be sharing the road with other road users such as cars, vans, powered two-wheelers (P2W - motorcycles and mopeds), buses and heavy goods vehicles and with pedestrians at crossings.

Two trial superhighways are currently under construction – CS3 Barking to Tower Gateway (A3) and CS7 Merton to the City of London (A24-A3).

Research was required to assess route users' perceptions and preferences from two alternative designs (a 1.5m blue band and a 350mm blue band) of road markings for the Cycle Superhighways in bus lanes.

2.2 Objectives

The research was undertaken on the route CS7 Merton to the City of London (A24-A3).



The primary objective of the research was to assess preference (and reasons for preference) between two alternative road marking designs to draw attention to the Cycle Superhighways. The alternatives were:

A 1.5m band (as illustrated below). **OR** A 350mm band (as illustrated below)

Other research objectives were to:

- assess public attitudes to the two alternative designs with regard to:
    - aesthetic impacts
    - safety perceptions
    - interface between cyclists and P2W riders
- measure awareness of the scheme
- look at any differences in view between those interviewed on the north section of the route and the south section, the former containing far greater bus lane coverage
- to see if and how those who live close to the route differ in view from those who do not

2.3 Sample and methodology

325 face to face interviews were conducted along a portion of the A24-A3 road from Balham to Elephant & Castle which has bus lanes. Interviews were conducted between 19th November and 26th November 2009 with the following groups:

- **94 commuter cyclists** - cyclists who commute to work, school or college along some or all of the A24-A3 road from Colliers Wood to Southwark Bridge at least once every two weeks
- **50 non-commuter cyclists** - cyclists who do not commute by bicycle along the route, but either do commute using another route or would consider commuting
- **78 car/van drivers**
- **69 powered two-wheeler (P2W) riders**
- **34 potential cyclists** - non-cyclists who would consider cycling for leisure or to commute.

3 Main Findings

The 1.5m band is preferred to the 350mm band for a variety of reasons by all route users. In particular, the 1.5m band is widely considered to be safer for cyclists.

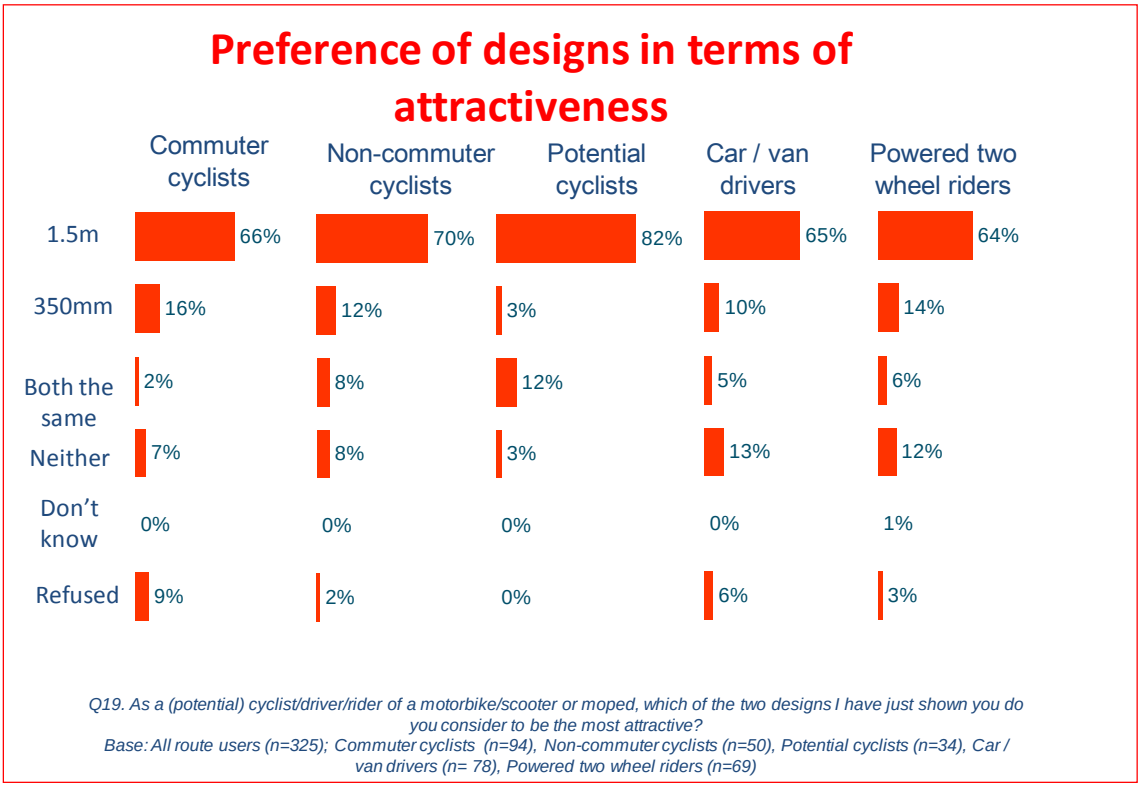
Awareness of the scheme at the time of interview stood at around a third among the people to whom we spoke.

NB Throughout the report where figures are statistically significant this is detailed in the text. Figures that are not specifically detailed in the text are not statistically significant and the tables should be used as an indication of the strength of opinion. Figures in tables in bold are significantly higher than figures highlighted with an asterisk*.

3.1 Attractiveness of the designs

3.1.1 Attractiveness of the designs

In terms of appearance, the 1.5m band is considered more attractive than the 350mm band. As the chart overleaf shows, the 1.5m band is seen as the most attractive design amongst all route users. Potential cyclists show the strongest liking to the 1.5m design (82%), significantly higher than commuter cyclists (66%). Of the minority who find the 350mm band more attractive, commuter cyclists are significantly more likely to find the 350mm band more attractive compared to potential cyclists (16% vs. 3% respectively).



Q19. As a (potential) cyclist/driver/rider of a motorbike/scooter or moped, which of the two designs I have just shown you do you consider to be the most attractive?
Base: All route users (n=325); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34), Car / van drivers (n= 78), Powered two wheel riders (n=69)

The clear layout of the 1.5m band and the colours used are the main reasons for the design being perceived as more attractive, with around two thirds stating this. The clarity of the band is another key reason why the 1.5m band is more attractive.

Of the minority of route users that found the 350mm band more attractive, the mix and attractive use of colour, plus the blue line in the middle of the design are the key features determining this perception.

3.2 Perceptions of safety

3.2.1 Safety of each design

All three groups of cyclists and potential cyclists clearly prefer the 1.5m band to the 350mm band from the point of view of making the route safer to cycle. The scores in the chart below are mean scores for the cyclist route users based on a 0 – 10 scale where 0 is extremely unsafe and 10 is extremely safe.

Safety of design when using the route

	1.5m band	350mm band
Commuter cyclists	7	4.2
Non-commuter cyclists	7.3	5.1
Potential cyclists	8.1	4

Q7. As a (potential) cyclist, how safe do you think this design would make using this route? Please use a scale of 0 to 10, where 10 is extremely safe and 0 is extremely unsafe.
Base: All cyclists (n=178); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34)

The 1.5m band is most likely to be deemed safe as it stands out more and is more visible and colourful (around four in ten cyclists and potential cyclists say this). Around a third rate the 1.5m band highly because it provides clearer instructions, divides the cycle lane and keeps cyclists kerbside. Around a fifth think the 1.5m band creates a wider space for cyclists. A full breakdown of reasons is shown in the appendix.

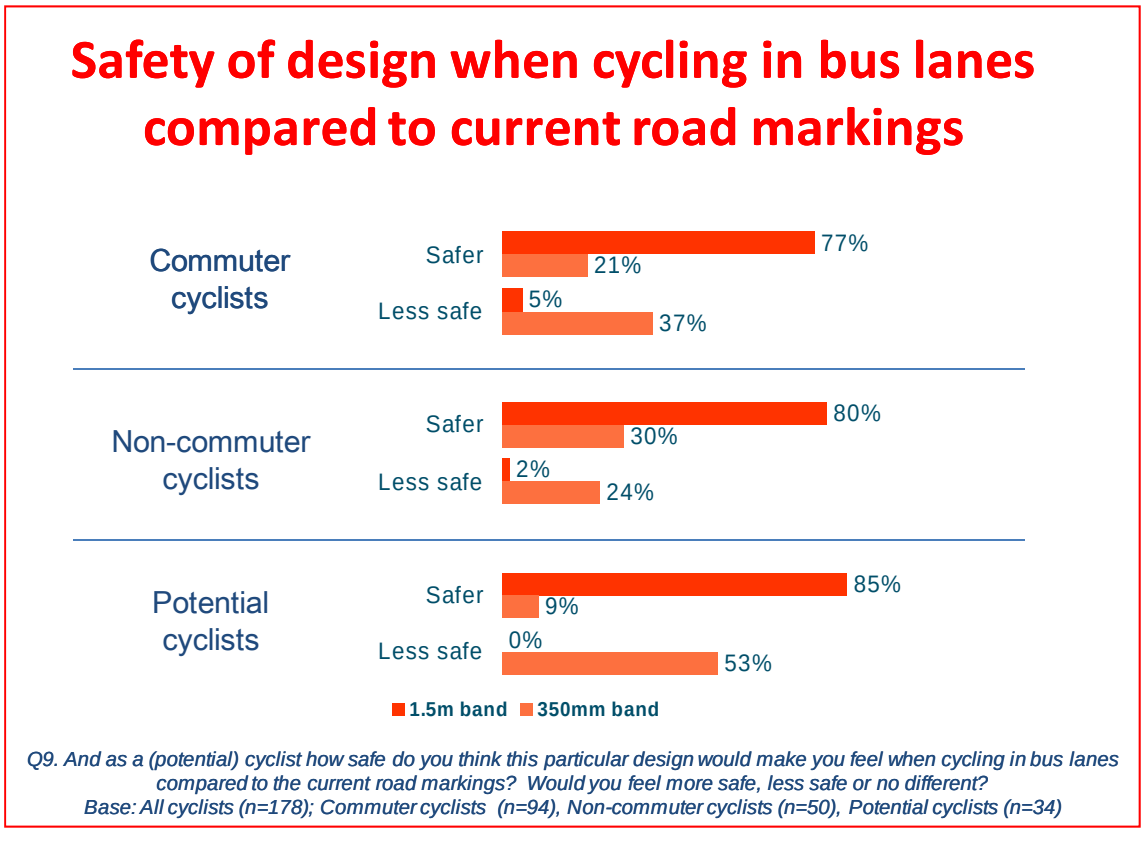
Cyclists and potential cyclists are most likely to find the 350mm band unsafe, with around four in ten stating this. The most commonly mentioned reason for this (mentioned by around three in ten cyclists) is that this band is too close to the kerb and that it doesn't show cyclists where to go. A full breakdown of reasons is shown in the appendix.

3.2.2 Safety of each design in comparison with current road markings

The vast majority of cyclists and potential cyclists think the 1.5m band would make cycling in bus lanes safer in comparison to the current road markings.

The chart below shows that around eight in ten cyclists think the 1.5m band is safer for cycling in bus lanes than the current road markings for bus and cycle lanes.

Of noteworthy significance, commuter cyclists interviewed on the southern part of the route are significantly more likely to think the 1.5m band is safer. Half (50%) of commuter cyclists interviewed on the southern part of the route think the 1.5m band is much more safe than the current road markings, while this figure is significantly lower for commuter cyclists interviewed on the northern part of the route (29%). This finding might be due to the lower frequency of bus lanes on the southern part of the route and the greater perceived potential danger of cycling in bus lanes.

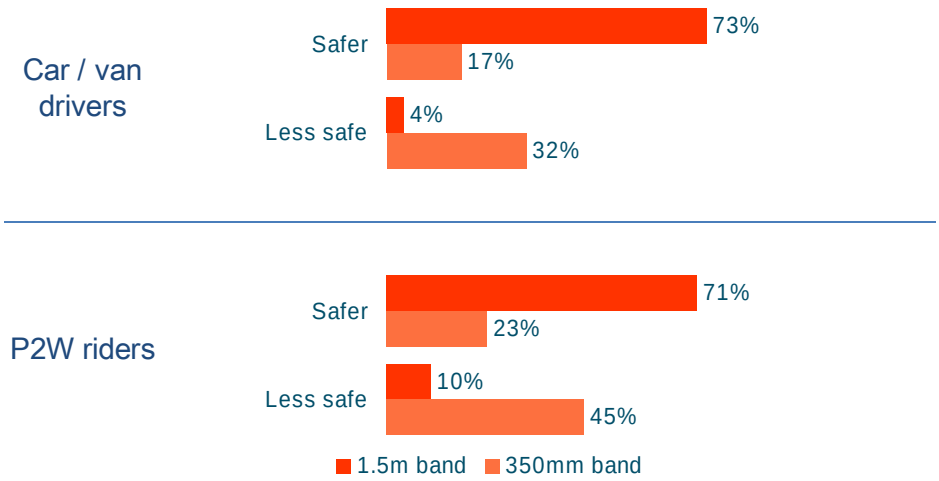


Q9. And as a (potential) cyclist how safe do you think this particular design would make you feel when cycling in bus lanes compared to the current road markings? Would you feel more safe, less safe or no different?
Base: All cyclists (n=178); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34)

Only around a fifth of cyclists think the 350mm band is safer compared to the current road markings. Non-commuter cyclists are most likely to think the 350mm band is safer than the current road markings, with three in ten (30%) stating this.

Car / van drivers and P2W riders also share the view that the 1.5m band would be safer for cyclists than the 350mm band.

Safety of design when cycling in bus lanes compared to current road markings



Q10. And as a driver/rider of a motorbike/scooter or moped how safe do you think this particular design would make cyclists who use bus lanes compared to the current road markings? Would you say more safe, less safe or no different?
Base: All drivers / powered two wheel riders (n=147); Car / van drivers (n= 78), Powered two wheel riders (n=69)

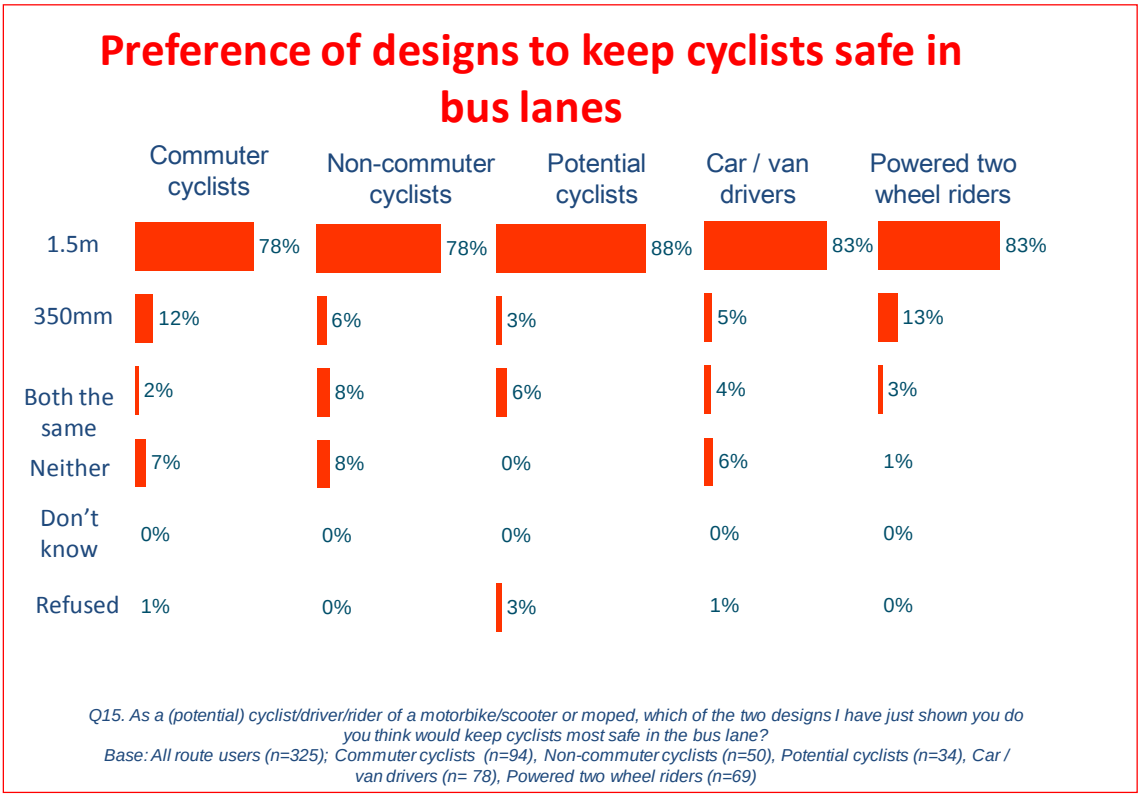
More than seven in ten car/van drivers and P2W riders think that the 1.5m band is safer than current road markings. When considering the 350mm alternative, only one in six car/van drivers and a quarter of P2W riders consider the alternative to be safer than current road markings.

3.2.3 Comparison of the safety of the two designs for keeping cyclists safe in bus lanes

The vast majority of route users think the 1.5m band is most likely to keep cyclists safe when cycling in a bus lane as the chart overleaf demonstrates. Roughly eight in ten route users show their preference towards the 1.5m band in terms of keeping cyclists safe, with potential cyclists showing the highest preference towards the 1.5m band (88%).

Commuter cyclists interviewed on the southern part of the route are significantly more likely to think the 1.5m band is the better design in terms of keeping cyclists safe when cycling in a bus lane compared to those interviewed on the northern part of the route (87% vs. 69% respectively).

Only a small minority think the 350mm band is most likely to keep cyclists safe when cycling in bus lanes, P2W riders are most likely to state this (13%), significantly higher than the 5% of car / van drivers that prefer the 350mm band.



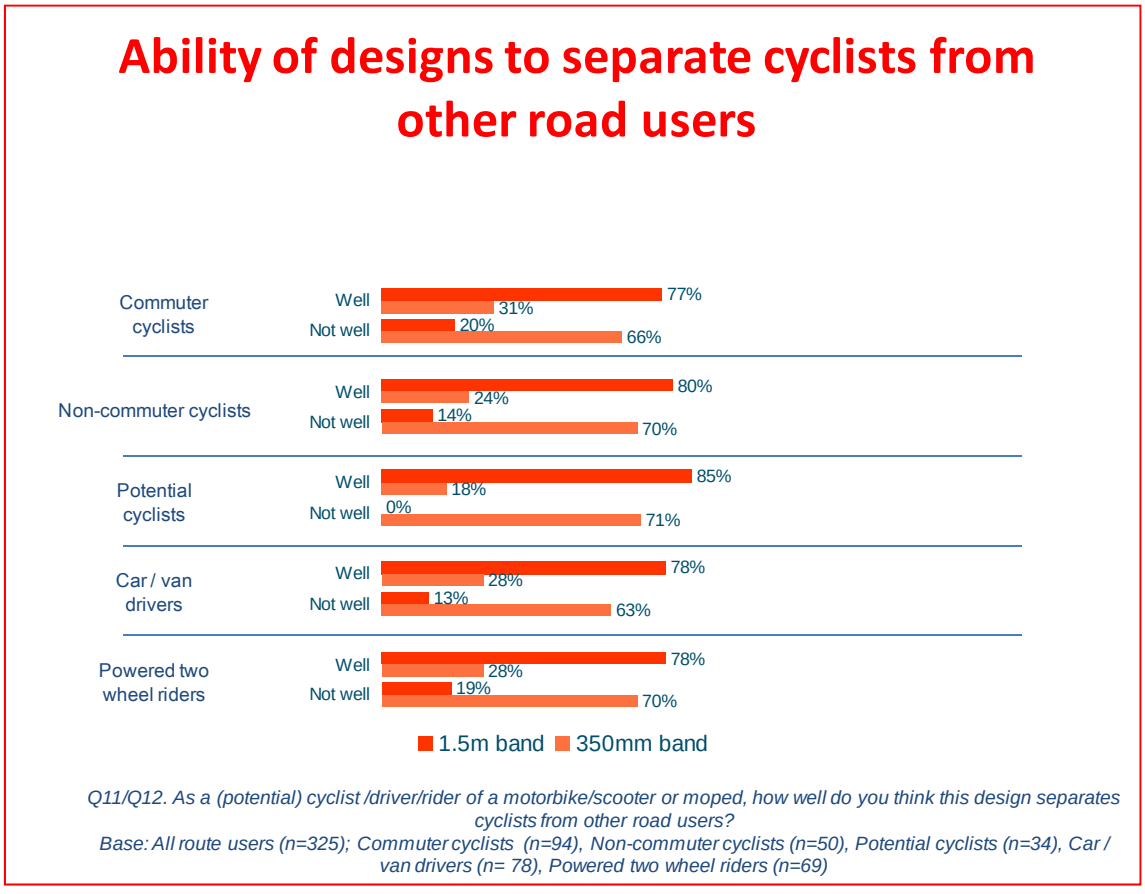
Route users cite the clear layout of the 1.5m band as the main reason why they prefer this design to the 350mm band, with around six in ten stating this. Other key reasons mentioned are that it makes it obvious it is a cycle lane (56%), it helps to keep cyclists kerbside (41%), and to separate cyclists from the traffic (27%).

Of the minority of route users who think the 350mm band is the safer design, common reasons include that the design is generally safer, they prefer the positioning and they think the design is more visible to road users.

3.3 Design impacts and segregation of cyclists

3.3.1 Ability of the designs to segregate cyclists from other road users

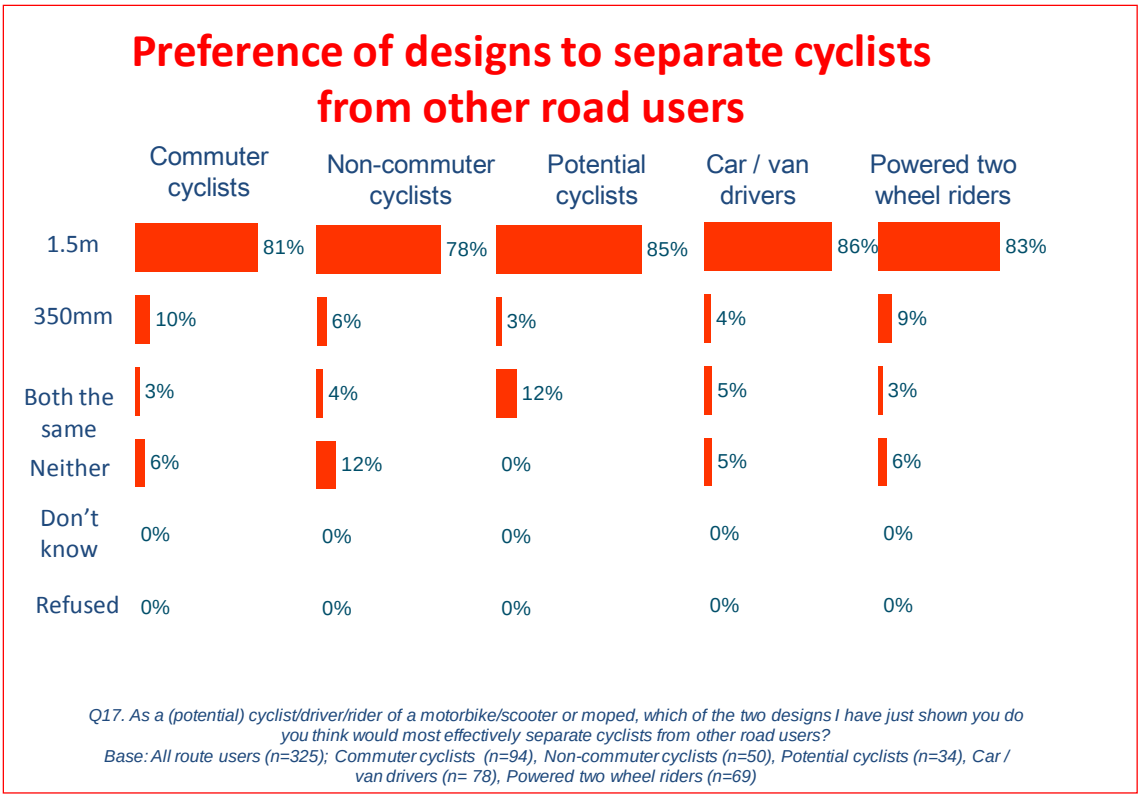
Looking at the two designs ability to separate cyclists from other road users, clear majorities of cyclists, potential cyclists, car / van drivers and P2W riders believe the 1.5m band is more effective in separating cyclists from other road users. Around eight in ten think the 1.5m band separates the cyclists well from other road users. Consequently, a high proportion of route users think the 350mm band does not perform well in separating cyclists from other road users. Roughly two thirds of route users think this design does not perform well.



Q11/Q12. As a (potential) cyclist /driver/rider of a motorbike/scooter or moped, how well do you think this design separates cyclists from other road users?
Base: All route users (n=325); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34), Car / van drivers (n= 78), Powered two wheel riders (n=69)

Commuter cyclists interviewed on the southern part of the route are significantly more likely to find the 1.5m band does well in separating cyclists from other road users compared to those interviewed on the northern part of the route, (87% vs. 67%). Local cyclists (commuter, non-commuter and potential) (i.e. those living within a 15 minute walk) are also significantly more likely to think this. Over eight in ten (83%) local cyclists found the 1.5m band does well in separating cyclists from other road users, while this figure is just under seven in ten (69%) among cyclists living further afield (i.e. more than a 15 minute walk from the route).

When comparing the two designs, the 1.5m band is perceived by clear majorities in each group to be the most effective in separating cyclists from other road users. Around eight in ten prefer the 1.5m band, while roughly one in twenty show a preference towards the 350mm band in separating cyclists from other road users.



Q17. As a (potential) cyclist/driver/rider of a motorbike/scooter or moped, which of the two designs I have just shown you do you think would most effectively separate cyclists from other road users?
Base: All route users (n=325); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34), Car / van drivers (n= 78), Powered two wheel riders (n=69)

The clear layout of the 1.5m band and the colour separating the route are the main reasons why route users see the 1.5m band as being better equipped to separate cyclists from other road users. Around half cite the clear layout of the design (54%). Keeping cyclists kerbside, giving more space to cyclists and effective colour separation are other key reasons mentioned by route users. A full breakdown of reasons is shown in the appendix.

Of the minority of route users who think the 350mm band is the better design in terms of separating cyclists from other road users, common responses are similar to those given for the 1.5m band.

3.3.2 Positioning of vehicles when using bus lanes

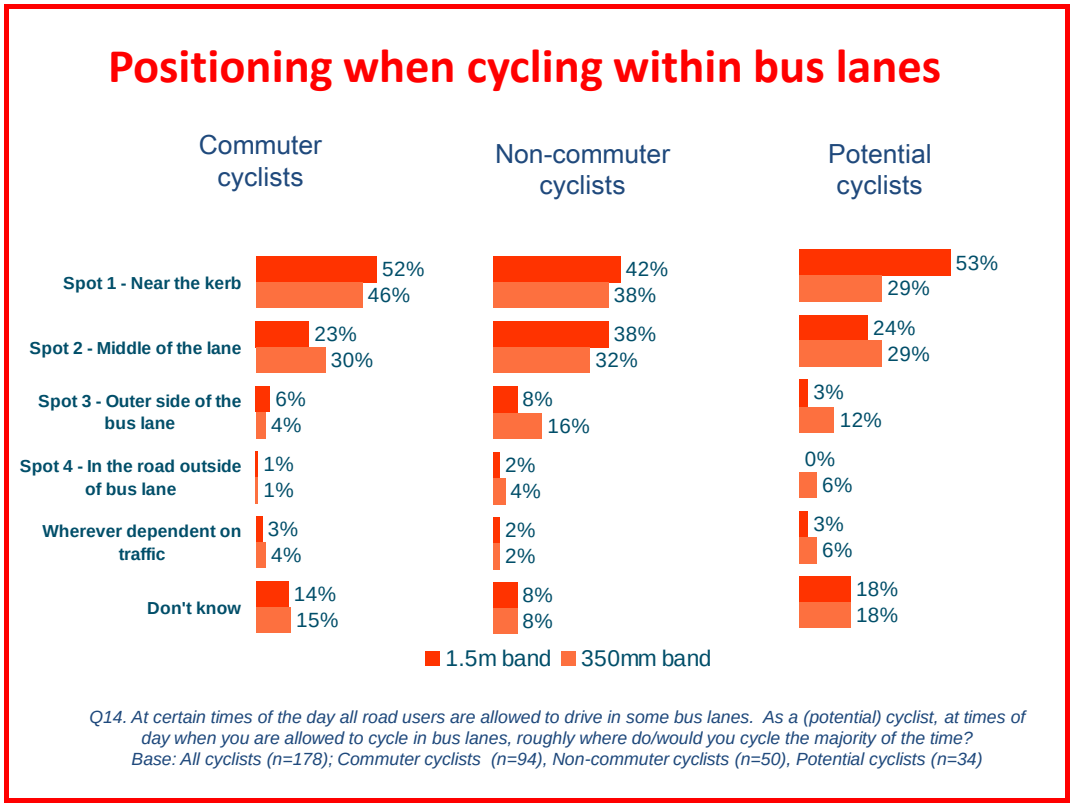
Each of the five groups were asked to choose a spot (on the pictures below) to indicate which part of the road they would drive or cycle on when presented with each of the alternative designs.

A 1.5m band (as illustrated below)

A 350mm band (as illustrated below)

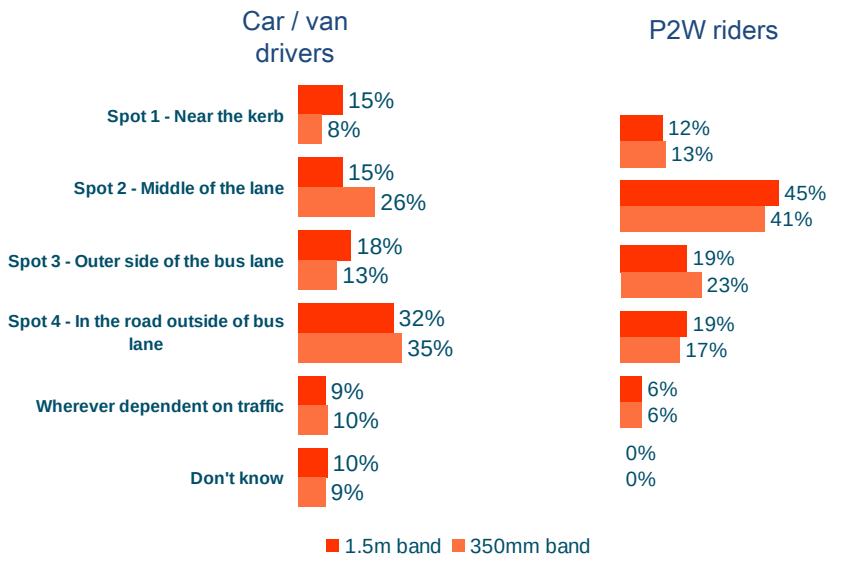
With both designs, the majority of cyclists and potential cyclists state they would position themselves nearest the kerb (spot 1), with around half of commuter cyclists and potential cyclists stating so for the design showing the 1.5m band. A larger proportion of non-commuter cyclists would position themselves in the middle of the bus lane (38%) (spot 2) significantly higher than a quarter (23%) of commuter cyclists that would do so when cycling in the bus lane showing the 1.5m band.

Looking at the positioning of non-commuter cyclists when thinking about cycling in a bus lane showing the 350mm band, they are significantly more likely to cycle in the outer side of the bus lane (spot 3) compared to commuter cyclists (16% and 4% respectively).



During the times when drivers of cars / vans and P2W riders are allowed to drive in bus lanes, it appears they would position themselves differently. Car / van drivers are most likely to drive in the road outside the bus lane (when entitled to drive within the bus lane) (spot 4), with around a third doing so for both designs. P2W riders, however, are most likely to ride in the middle of the cycle lane (Spot 2), with over four in ten doing so for both designs.

Positioning when driving within bus lanes



Q13. At certain times of the day all road users are allowed to drive in some bus lanes. As a driver/rider of a motorbike/scooter or moped, at times of day when you are allowed to drive in bus lanes, roughly which part of the lane do you drive in the majority of the time?

Base: All drivers / P2W riders (n=147); Car / van drivers (n= 78), P2W riders (n=69)

Car / van drivers interviewed on the northern part of the route are significantly more likely to position themselves outside of the bus lane, with a quarter (25%) doing so when thinking about the 1.5m band compared to less than one in ten (7%) of car / van drivers interviewed on the southern part of the route. Again, this is most probably due to the higher frequency of bus lanes north of the route and possibly stricter restrictions that apply to bus lanes nearer central London (i.e. where a 24 hour restriction on cars entering the bus lanes is enforced).

3.4 Attitudes to ease of wayfinding of the two alternative routes

3.4.1 Ease of following the route

The majority of people we spoke to in each of the five groups say that the 1.5m band makes it easier to follow the route than the 350mm band alternative as is demonstrated in the table below which shows the average scores on a 0-10 scale for how easy each design would make following the route.

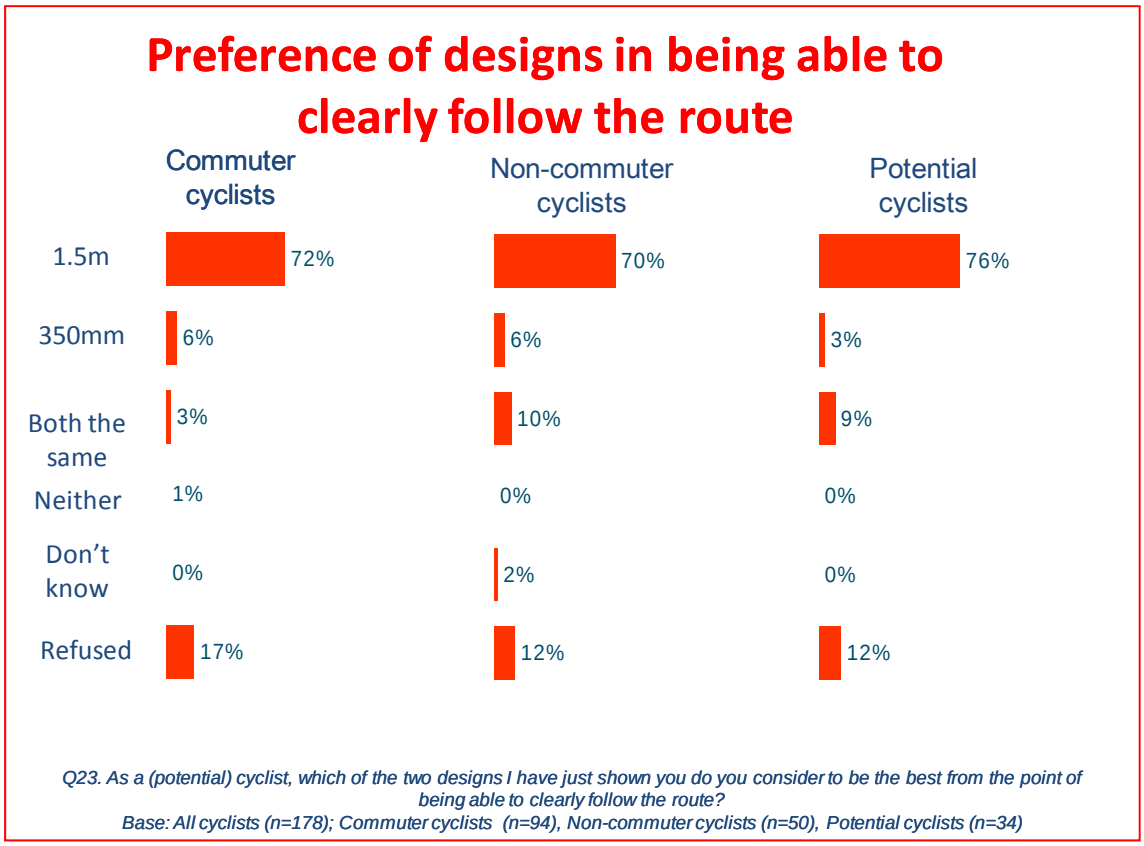
Ease of using the route

	1.5m band	350mm band
Commuter cyclist	7.7	4.5
Non-commuter cyclist	7.7	5.4
Potential cyclists	8	4.3
Car / van drivers	7.7	5
Powered two wheeler riders	7.3	4.7

Q6. As a (potential) cyclist /driver/rider of a motorbike/scooter or moped, how easy do you think this design makes following the route? Please use a scale of 0 to 10, where 10 is extremely easy and 0 is extremely difficult.
Base: All route users (n=325); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34), Car / van drivers (n= 78), Powered two wheel riders (n=69)

3.4.2 Clarity of the design

When comparing the two designs, the 1.5m band is clearly seen by each group as the design which is best for being able to clearly follow the route. The chart below clearly demonstrates the preference for the 1.5m band. Around three quarters of commuter, non-commuter and potential cyclists prefer the 1.5m band, while just 3% of potential cyclists and 6% of commuter and non-commuter cyclists prefer the 350mm band.



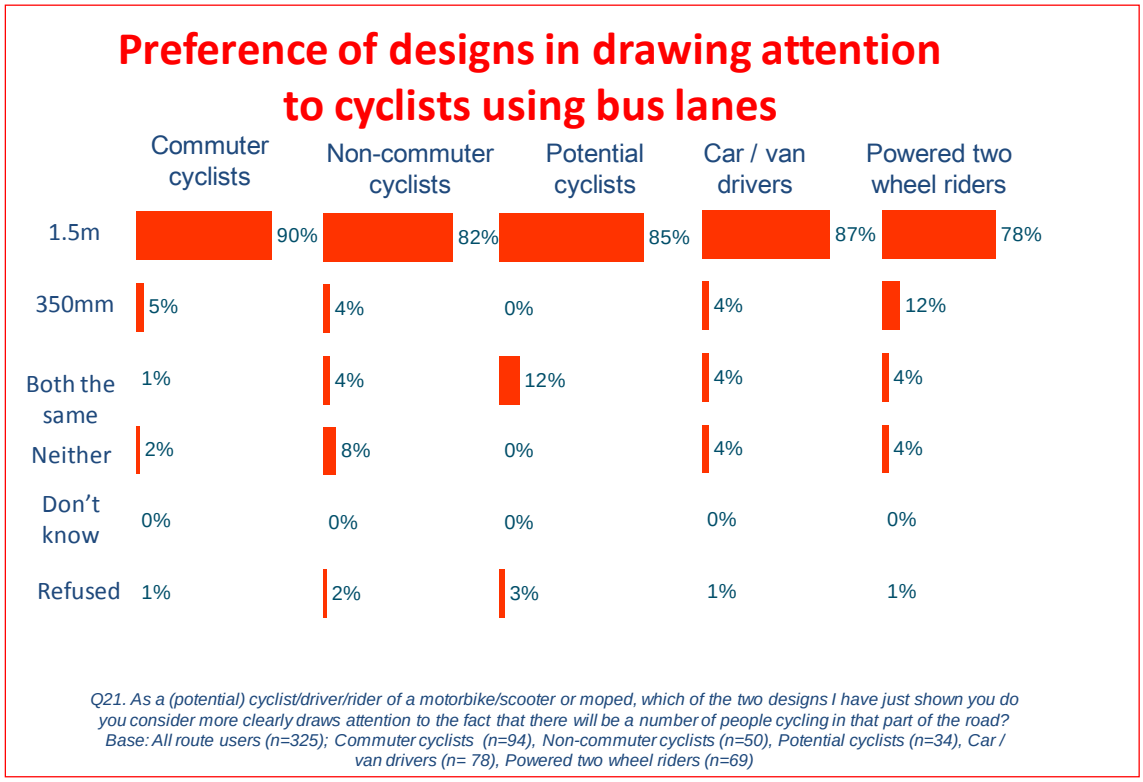
Q23. As a (potential) cyclist, which of the two designs I have just shown you do you consider to be the best from the point of being able to clearly follow the route?
Base: All cyclists (n=178); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34)

Around seven in ten (potential) cyclists say that the clarity of the 1.5m band and the colours separating it are the main reasons why they prefer this design. The width of the band (1.5m) is another key reason. A full breakdown of reasons is shown in the appendix.

Of the minority (3%) of cyclists and potential cyclists who think that the 350mm band is better for wayfinding, the blue line and the clarity of the design are the most common mentions. However, both of these features are far more frequently mentioned in relation to the 1.5m band.

3.5 Ability of the designs to draw attention to there being a number of cyclists in the bus lane

As the chart below shows, the 1.5m band is seen by route users as the design most likely to draw attention to cyclists using bus lanes. This is most apparent with commuter cyclists, where nine in ten think the 1.5m band is the design most likely to draw attention to cyclists compared to four in five P2W riders.



Q21. As a (potential) cyclist/driver/rider of a motorbike/scooter or moped, which of the two designs I have just shown you do you consider more clearly draws attention to the fact that there will be a number of people cycling in that part of the road? Base: All route users (n=325); Commuter cyclists (n=94), Non-commuter cyclists (n=50), Potential cyclists (n=34), Car / van drivers (n= 78), Powered two wheel riders (n=69)

The clear layout and use of colour in the 1.5m band is the main reason for the design being most likely to draw attention to cyclists using bus lanes, with around two thirds stating this. The width of the design and the blue standing out is another reason for why the 1.5m band is more likely to draw attention.

Of the minority that think the 350mm band is the design being most likely to draw attention to cyclists using bus lanes, common responses include the design being visible to all road users and that they prefer the positioning of the blue line.

3.6 Awareness of the Cycle Superhighway Scheme

Around four in ten commuter cyclists, potential cyclists and P2W riders are aware of the scheme. This contrasts with around a quarter of car/van drivers and non-commuter cyclists. A recent survey specifically focussed on identifying levels of awareness of the Cycle Superhighway Scheme found that around four in ten of all Londoners said they were aware of the scheme. Many, however, were unable to tell us anything about the scheme or described it inaccurately. The proportion of people who were not aware of the scheme in both surveys is, perhaps, unsurprising given the limited marketing communications which there had been in the period prior to interview.

People from ABC1 backgrounds are more likely than those from C2DE backgrounds to be aware of the scheme (38% and 27% respectively)[1].

[1] The two social classification groupings referred to in this report (ABC1 & C2DE) result from classification of people according to the current (or in some cases previous) occupation of the chief wage earner in the household.

The major distinction between the two groupings is between professional, managerial and clerical occupations (ABC1) and skilled and unskilled manual workers (C2DE).

4 Profile of respondents

The table below shows the age, gender and socio-economic profile of the people interviewed. The profile reflects the specific groups of people we interviewed. It is not, and did not seek to be, proportionate of the London population as a whole.

Profile of respondents					
	Cyclist-commuter (94)	Cyclist - non-commuter (50)	Potential cyclist (34)	Car/van driver (78)	P2W rider (69)
Gender					
Male	71%	78%	82%	64%	90%
Female	29%	22%	18%	36%	10%
Age					
16-24	12%	22%	24%	8%	4%
25-44	72%	60%	68%	56%	71%
45-64	14%	14%	9%	35%	25%
65+	2%	4%	0%	0%	0%
SEG					
ABC1	67%	48%	56%	63%	53%
C2DE	31%	46%	44%	36%	47%

NB: We found little in the way of differences in view by respondent profile other than those referred to in the report.

5 Appendices

Reasons why cyclists say the 1.5m band design is safe

	Cyclist-commuter (94)	Cyclist - non-commuter (50)	Potential cyclist (34)
Stands out / easy to notice / more visible / more colourful / easier to understand	40%	38%	44%
Safer for cyclists / warns others it's a cycle lane / divides cycle lane / can position better / clear instructions / safer than cycle lane / cyclists more visible / keeps cyclists kerbside	33%	36%	38%
Wide space for cyclists / larger and bigger / wider – wider colour	20%	16%	18%

Source: Q8a (n=178)

Reasons why cyclists say the 350mm band is unsafe

	Cyclist-commuter (94)	Cyclist - non-commuter (50)	Potential cyclist (34)
Unsafe/ cars and buses turning left / cyclists not visible / too close to kerb	40%	42%	32%
Doesn't show cyclists where to go / blue line lacks information / unclear / hard to understand / doesn't show enough space	32%	22%	29%
Safer than bus lanes / better positioning / feel safer	3%	10%	6%
Cyclists more visible / shows it's a cycle lane / tells you what to do	3%	4%	6%
Stands out / easy to notice / more visible / more colourful / easier to understand	2%	2%	6%

Source: Q8b (n=178)

Reasons why the 1.5m band is thought to effectively separate cyclists from other road users

	Cyclist-commuter (76)	Cyclist - non-commuter (39)	Potential cyclist (29)	Car/van driver (67)	P2W rider (57)
Clearer / colours separate path / more visible to all road users / blue stands out / more obvious / colourful / clear and bold markings / obvious it's a cycle lane / easily recognisable	62%	56%	45%	55%	44%
Safer / separates traffic / keeps cyclists left / keeping cyclists kerbside / tells you what to do / stops cyclists being crushed by buses	29%	31%	41%	36%	39%

Source: Q18 (n=268)

Reasons why the 1.5m band is thought to be more attractive

	Cyclist-commuter (62)	Cyclist - non-commuter (35)	Potential cyclist (28)	Car/van driver (51)	P2W rider (44)
Clearer / more attractive/ colourful / bold / bigger / stands out / easily recognisable / blue is easier to see/ blue is bright/ brighter/ nicer / blue lane to the left	58%	63%	75%	75%	64%
Safer / wide size / more obvious to road users	53%	49%	39%	45%	55%

Source: Q20 (n=220)

Reasons why the 150m band clearly draws attention to cyclists using bus lanes

	Cyclist-commuter (85)	Cyclist - non-commuter (41)	Potential cyclist (29)	Car/van driver (68)	P2W rider (54)
Clearer / more visible / colours separate path / more obvious / colourful / clear markings / obvious it's a cycle lane / recognisable / Blue stand out / blue line in middle	68%	68%	59%	62%	69%
Wider / more room for cyclists	32%	29%	52%	35%	19%
Safer / keeps cyclists left / separates other traffic / tells you what to do	6%	7%	7%	9%	15%

Source: Q22 (n=277)

Reasons why cyclists prefer the 1.5m band design

	Cyclist-commuter (68)	Cyclist - non-commuter (35)	Potential cyclist (26)
Clearer / more visible / colours separate path / more obvious / colourful / clear markings / obvious it's a cycle lane / recognisable / Blue stand out / blue line in middle	74%	71%	69%
Wider / more room for cyclists	15%	17%	23%
Safer / keeps cyclists left / separates other traffic / tells you what to do	18%	14%	15%

Source: Q24 (n=178)

Awareness of the cycle superhighway scheme – those who recognise the scheme from description

Awareness of new Cycle Superhighway scheme					
	Cyclist-commuter (94)	Cyclist - non-commuter (50)	Potential cyclist (34)	Car/van driver (78)	P2W rider (69)
Yes	**39%**	22%*	38%	27%	38%
No	56%	70%	62%	71%	61%
(Don't Know)	4%	8%	0%	3%	1%

Source: Q5 (n=325)

Awareness of the cycle superhighway scheme prompted with name of scheme only

Awareness of new Cycle Superhighway scheme					
	Cyclist-commuter (94)	Cyclist - non-commuter (50)	Potential cyclist (34)	Car/van driver (78)	P2W rider (69)
Yes	35%	24%	26%	31%	39%
No	64%	76%	74%	69%	59%
(Don't Know)	1%	0%	0%	0%	1%

Source: Q4 (n=325)

Awareness of the cycle superhighway scheme: prompted validation among those previously aware

Awareness of new Cycle Superhighway scheme once described based on road users that were aware of the scheme					
	Cyclist-commuter (33)	Cyclist - non-commuter (12*)	Potential cyclist (9*)	Car/van driver (24*)	P2W rider (27*)
Yes	85%	83%	100%	88%	81%
No	12%	8%	0%	13%	19%
(Don't Know)	3%	8%	0%	0%	0%

Source: Q5: All previously aware of Cycle Superhighway (n=105)

* Warning: Low base size

Awareness of the cycle superhighway scheme: prompted validation with those previously unaware

Awareness of new Cycle Superhighway scheme once described based on road users that were unaware of the scheme					
	Cyclist-commuter (60)	Cyclist - non-commuter (38)	Potential cyclist (25*)	Car/van driver (54)	P2W rider (41)
Yes	15%	3%	16%	0%	10%
No	82%	89%	84%	96%	88%
(Don't Know)	3%	8%	0%	4%	2%

Source: Q5: All previously unaware of Cycle Superhighway (n=218)

* Warning: Low base size