THINK! Cycling ‘Safety Tips’ campaign evaluation
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Campaign aims and background</td>
<td>3</td>
</tr>
<tr>
<td>2 Overview of key findings</td>
<td>7</td>
</tr>
<tr>
<td>3 Campaign awareness and take out</td>
<td>9</td>
</tr>
<tr>
<td>4 Cause and responsibility for cycling accidents</td>
<td>16</td>
</tr>
<tr>
<td>5 Driver knowledge and behaviour</td>
<td>21</td>
</tr>
<tr>
<td>6 Cyclist knowledge and behaviour</td>
<td>26</td>
</tr>
<tr>
<td>7 Insight and Recommendations</td>
<td>33</td>
</tr>
</tbody>
</table>
1
Campaign aims and background
Context

Cycling KSIs increased year on year for the last 8 years, at a rate higher than traffic increases - the first adult cycle safety campaign launched in September 2012.

In 2013 DfT developed the cycling safety tips campaign and a second burst of activity took place in 2014.

The communication objective was to encourage drivers and cyclists to re-appraise their behaviours and increase awareness for other road users by providing tips that:

- Encourage both cyclists and drivers to re-appraise their behaviours and increase awareness of key messages
- Increase awareness amongst drivers of what they can do to look out for cyclists
- Provide cyclists with advice so that they are aware of the steps they can take to make themselves more visible
Campaign and evaluation activity

Poster advertising in March and April 2014 ran in Cambridge, Bristol, Leeds, Manchester and Birmingham (the 5 cities with highest cycling KSIs outside of London). Bus rears were also used in Manchester and Birmingham.

Online research to evaluate the campaign amongst drivers and cyclists in the 5 cities:
- 28\textsuperscript{th} April and 2\textsuperscript{nd} May 2014.
- Previous pre/ post tracking for the first burst of cyclists activity was conducted 21\textsuperscript{st} - 23\textsuperscript{rd} October 2013 and 18\textsuperscript{th} – 28\textsuperscript{th} November 2013.

Campaign spend:

August 2013 – Campaign total: £226,000; Net media: £124,860
Spring 2014 – Campaign total: £300,000; Net media: £207,648
Decrease in visibility safety equipment for cyclists – seasonal effect

Q20: Which of the following safety equipment do you use when you cycle?
Base: All cyclists (2013 Pre stage 301; 2013 Post stage 300; 2014 Post stage 301)

- Front light
- Back light
- Helmet
- Reflectors elsewhere on bike
- High vis clothing
- Any additional light

2014 Post
2013 Post
2013 Pre

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Overview of key findings
Overview of key findings

1. Recognition of the campaign was higher than in 2013, achieving KPI and performing well against TNS norms.

2. The campaign continues to be more effective for cyclists than for drivers.

3. Advertising appears to have had an impact on changing conscious behaviours – first step in behaviour change.

4. Significant increase in cyclists saying they always stop at red lights though no movement on KPI behaviours.

5. Signs of a seasonal effect in behaviours, and lower media coverage around cycling has diluted some of the knowledge.
3
Campaign awareness and take out
Much less media coverage in 2014. Backs of buses cutting through strongly

Q12/Q17: Can I just check, have you seen or heard anything about cycling in any of these ways recently?
Base: All drivers/all cyclists (2013: Pre stage 548/260; Post stage 556/300) (2014: 533/301)
Significant difference 2013/2014 (*)

Road signs
- 2014 Post: 16
- 2013 Post: 15
- 2013 Pre: 14

TV news
- 2014 Post: 37
- 2013 Post: 37
- 2013 Pre: 37

On the backs of buses
- 2014 Post: 7
- 2013 Post: 7
- 2013 Pre: 7

Local newspaper article
- 2014 Post: 12
- 2013 Post: 12
- 2013 Pre: 12

TV advert
- 2014 Post: 9
- 2013 Post: 9
- 2013 Pre: 9

On backs of lorries
- 2014 Post: 7
- 2013 Post: 7
- 2013 Pre: 7

National newspaper article
- 2014 Post: 6
- 2013 Post: 6
- 2013 Pre: 6

Poster hoarding
- 2014 Post: 4
- 2013 Post: 4
- 2013 Pre: 4

Magazine
- 2014 Post: 4
- 2013 Post: 4
- 2013 Pre: 4

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Overall recognition by drivers higher than in 2013 and good compared to TNS norms

Q23: Have you seen this poster ad recently?/ Have you seen these ads in a pub recently? (Prompted recognition)
Base: Drivers 2013/2014: (556/533) Significant difference 2013/2014 (*)

Yes - Have seen poster ad- Drivers

% Yes - Have seen poster ad- Drivers

KPI: Increase

Overall recognition by drivers higher than in 2013 and good compared to TNS norms

% Yes - Have seen poster ad- Drivers

KPI: Increase

Overall recognition by drivers higher than in 2013 and good compared to TNS norms

% Yes - Have seen poster ad- Drivers

KPI: Increase
Cyclists more likely to recognise posters than drivers, and at excellent levels compared to TNS norms

% Yes - Have seen poster ad - Cyclists

KPI: Increase

Seen any  Seen but not sure which

Cyclists more likely to recognise posters than drivers, and at excellent levels compared to TNS norms

Q23: Have you seen this poster ad recently? Have you seen these ads in a pub recently? (Prompted recognition)
Base: Cyclists 2013/2014 (300/301)
Significant difference 2013/2014 (*)

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Main message communicated is that both cyclists and drivers need to be more careful/aware.

<table>
<thead>
<tr>
<th></th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be more aware of cyclists</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Both cyclists and drivers need to be more careful/aware</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Safe cycling/safety of cyclists/ride carefully</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Safe/Keep safe</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Give cyclists (more) room/space</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Take care on the road</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Be aware of other road users</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Cyclists do not ride too close</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q24: What do you think is the main message of the ads just shown to you?
Base: 2013 Post stage; Drivers (556) Cyclists (300); 2014 Post stage Drivers (533) Cyclists (301)
Significant difference 2013/2014 (*)
‘Motorists, leave room for cyclists at traffic lights’ the least effective ad for drivers

Agreement with statements....

Q25. How much do you agree or disagree with the following statements about this ad?
Base: All drivers 2014 (533)

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‘Ride central on narrow roads’ was most effective for cyclists

Agreement with statements....

% 

Q25. How much do you agree or disagree with the following statements about this ad?
Base: All cyclists 2014 (301)
Cause and responsibility for cycling accidents
Cyclists are still regarded the most vulnerable group by both audiences

<table>
<thead>
<tr>
<th>% Spontaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyclists (pre)</td>
</tr>
<tr>
<td>Drivers (pre)</td>
</tr>
<tr>
<td>63</td>
</tr>
<tr>
<td>67</td>
</tr>
</tbody>
</table>

Q5: Which groups of road users do you think are the most vulnerable?
Base: All drivers/All cyclists (Pre stage 2013 548/301; Post stage 2013 556/300; Post stage 2014 533/301)
Only top four results shown
Children considered to be more vulnerable when prompted

Q6: Which of these groups of road users do you think are the most vulnerable?
Base: All drivers/All cyclists (Pre stage 2013 548/301; Post stage 2013 556/300; Post stage 2014 533/301)
Only top four results shown
Little change in perceptions of the main causes of cycling accidents

Q15: What would you say is the most common cause of cycling accidents?
Base: All drivers/all cyclists (2013 Pre stage: 475/260; 2013 Post stage: 556/300; 2014 Post stage: 533/301)
Significant difference 2013/2014 (*)

Drivers not looking/ paying attention
Not being seen by drivers
Going through red lights
Cars passing too closely
Cyclists not observing rules of the road
Not being seen
No lights
Cyclists weaving in and out

---

Drivers not looking/ paying attention
Not being seen by drivers
Careless driving
Going through red lights
No lights
Drivers not being aware of cyclists
Not being seen
Cars passing too closely

---

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Three quarters feel there is equal responsibility for road accidents that involve cyclists

Q16: A number of road accidents involve cyclists. Who do you think is responsible for preventing these accidents?

Base: All drivers / all cyclists (2013 Pre stage: 548/301; 2013 Post stage: 556/300; 2014 Post stage: 533/301)
5
Driver knowledge and behaviour
Very little change on claimed driving behaviours for drivers

### Q7: How frequently, if at all, do you do each of the following when driving?

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>I give cyclists room to ride</td>
<td>59</td>
<td>63</td>
<td>59</td>
<td>548</td>
</tr>
<tr>
<td>I look out for cyclists at junctions and traffic lights</td>
<td>33</td>
<td>34</td>
<td>35</td>
<td>556</td>
</tr>
<tr>
<td>I look out for cyclists when opening my car door</td>
<td>10</td>
<td>10</td>
<td>13</td>
<td>533</td>
</tr>
<tr>
<td>I cross the line into the cyclists box at traffic lights</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

**KPI: Increase**

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>I give cyclists room to ride</td>
<td>59</td>
<td>63</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>I look out for cyclists at junctions and traffic lights</td>
<td>33</td>
<td>34</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>I look out for cyclists when opening my car door</td>
<td>10</td>
<td>10</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>I cross the line into the cyclists box at traffic lights</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

**Base:** All drivers (2013 Pre stage 548; 2013 Post stage 556; 2014 Post stage 533)
Very little change on claimed driving behaviours for drivers

Q7: How frequently, if at all, do you do each of the following when driving?
Base: All drivers (2013 Pre stage 548; 2013 Post stage 556; 2014 Post stage 533)

I think about how my behaviour on the road might affect others

<table>
<thead>
<tr>
<th></th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>41</td>
<td>42</td>
<td>43</td>
</tr>
<tr>
<td>Regularly</td>
<td>42</td>
<td>41</td>
<td>38</td>
</tr>
<tr>
<td>Sometimes</td>
<td>43</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td>Rarely</td>
<td>13</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Never</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

I change the way I drive on the road to ensure I do not pose a danger to others

<table>
<thead>
<tr>
<th></th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>37</td>
<td>37</td>
<td>38</td>
</tr>
<tr>
<td>Regularly</td>
<td>43</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td>Sometimes</td>
<td>16</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Rarely</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Never</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

I use safety tips that I have heard/learned to improve the way I drive on the road

<table>
<thead>
<tr>
<th></th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>32</td>
<td>32</td>
<td>29</td>
</tr>
<tr>
<td>Regularly</td>
<td>35</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Sometimes</td>
<td>26</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Rarely</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

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Drivers who recognise the campaign more likely to take actions consciously

Q8: In the last month, have you thought about doing these things at the time, or is it just part of your automatic way of driving?
Base: All drivers (2013 Pre stage 548; 2013 Post stage 556; 2014 Post Stage 533)
Safety the main prompt of conscious decision making for drivers, those who heard about accidents/deaths decreased.

Q9: What, if anything specifically, prompted you to think about doing these things?
Base: Drivers who consciously think about driving behaviour on the road (2013 Pre stage: 181; 2013 Post stage: 204; 2014 Post stage: 173)
(only showing answers over 5% at any wave)

- Safety
- General awareness/common sense
- Cyclists on the road
- Being a cyclist myself
- Saw an accident
- Careful/cautious driving
- Accidents
- Cyclists riding dangerously
- Media coverage/news
- Heard about accidents
- Cyclist deaths
- Witnessing bad driving

2014 Post
2013 Post
2013 Pre
6

Cyclist knowledge and behaviour
Decreased knowledge about where cyclists should position themselves near a lorry (due to lower media coverage)

<table>
<thead>
<tr>
<th></th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behind</td>
<td>38</td>
<td>48</td>
<td>39*</td>
</tr>
<tr>
<td>On the outside</td>
<td>22</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>On the inside</td>
<td>21</td>
<td>14</td>
<td>20*</td>
</tr>
<tr>
<td>In front</td>
<td>6</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>11</td>
<td>8</td>
<td>9</td>
</tr>
</tbody>
</table>

Where cyclist should be positioned near a truck or lorry

- Behind
- On the outside
- On the inside
- In front
- Other
- Don't know

<table>
<thead>
<tr>
<th></th>
<th>2013 Pre</th>
<th>2013 Post</th>
<th>2014 Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>A door's width</td>
<td>53</td>
<td>56</td>
<td>50</td>
</tr>
<tr>
<td>One metre</td>
<td>14</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>A car's width</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>60 centimetres</td>
<td>21</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>18</td>
<td>13</td>
<td>22*</td>
</tr>
<tr>
<td>Don't know</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

How much space should leave when passing parked cars

Q10: When cycling behind a truck or lorry, where is the best place to position yourself?
Q11: When cycling, how much space should you leave when passing parked cars?
Q21: When cycling, where should you position yourself when riding on a narrow road?

Base: All cyclists (2013 Pre stage 301; 2013 Post stage 300; 2014 Post stage 301)

Significant difference 2013/2014 (*)
Improvement in cyclists knowledge of correct positioning on narrow roads

Q10: When cycling behind a truck or lorry, where is the best place to position yourself?  
Q11 When cycling, how much space should you leave when passing parked cars?  
Q21 When cycling, where should you position yourself when riding on a narrow road?

Base: All cyclists (2013 Pre stage 301; 2013 Post stage 300; 2014 Post stage 301)

Significant difference 2013/2014 (*)

Where should position self on narrow roads

- Centre of lane
  - 2013 Pre: 18
  - 2013 Post: 22
  - 2014 Post: 26
- Left of lane
  - 2013 Pre: 78
  - 2013 Post: 74
  - 2014 Post: 71
- Other
  - 2013 Pre: 3
  - 2013 Post: 3
  - 2014 Post: 4
- Don’t know
  - 2013 Pre: 2
  - 2013 Post: 1
  - 2014 Post: 4

Where should position self when cycling and stopped at a red light

- At the front of other traffic
  - 2014 Post: 31
- To the left of other traffic
  - 2014 Post: 47
- Wherever you are in queue of traffic
  - 2014 Post: 14
- To the right of other traffic
  - 2014 Post: 4

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Substantial increase in cyclists saying they always stop at red lights

Q12: How frequently, if at all, do you do each of the following when cycling?
Base: All cyclists (2013 Pre stage 301; 2013 Post stage 300; 2014 Post stage 301)
Significant difference 2013/2014 (*)

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No increase in cyclists thinking about how their behaviour on the road impacts upon others

Q12: How frequently, if at all, do you do each of the following when cycling?

Base: All cyclists (2013 Pre stage 301; 2014 Post stage 300; 2014 Post stage 301)

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Always
Regularly
Sometimes
Rarely
Never

I think about how my behaviour on the road might affect others
I change the way I ride on the road to ensure I do not pose a danger to others
I use safety tips that I have heard/learned to improve the way I drive on the road
Similarly to drivers, campaign recognisers are more likely to take conscious action on the road

Q13: In the last month, have you thought about doing these things at the time, or is it just part of your automatic way of cycling?
Base: All cyclists (2013 Pre stage 301; 2013 Post stage 300; 2014 Post stage 301)
Significant difference 2013/2014 (*)

<table>
<thead>
<tr>
<th>Year</th>
<th>Conscious</th>
<th>Automatic</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Pre</td>
<td>34</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>2013 Post</td>
<td>43</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>2014 Post</td>
<td>34*</td>
<td>66*</td>
<td>66</td>
</tr>
<tr>
<td>Campaign recognisers</td>
<td>46</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>Do not recognise any ad</td>
<td>28</td>
<td>72</td>
<td>72</td>
</tr>
</tbody>
</table>

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Safety and hearing about accidents the main reasons for conscious thought amongst cyclists

<table>
<thead>
<tr>
<th>Reason</th>
<th>2014 Post</th>
<th>2013 Post</th>
<th>2013 Pre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>17</td>
<td>22</td>
<td>32</td>
</tr>
<tr>
<td>Accidents/ hearing about accidents</td>
<td>8</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Cyclists being killed</td>
<td>2</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Previous/past experience</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Being sensible/common sense</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Advice from others</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q14: What, if anything specifically, prompted you to think about doing these things?
Base: Cyclists who consciously think about their behaviour on the road (2013 Pre stage 102; 2013 Post stage 128; 2014 Post stage 101) (only showing answers 2% or more at latest wave)
7

Insight and Recommendations
# Insight and recommendations

**Research insights**

- Recognition of the creatives higher than in 2013, achieving KPI and performing well against TNS norms

- No higher recognition or awareness of bus rears in Manchester and Birmingham

- Advertising appears to have had an impact on changing conscious behaviours – first step in behaviour change

- Significant increase in cyclists saying they always stop at red lights though no movement on KPI behaviours

- Signs of a seasonal effect in behaviours, and lower media coverage around cycling has diluted some of the knowledge

**Recommendations**

- Continue with the creative format within the ads

- Reconsider whether bus rears adds value to campaign cut through

- Continue with tips messages to increase number of people moving along the behaviour journey

- Consider when optimal time for campaign is and recognise contextual influences and different audiences
## KPIs

<table>
<thead>
<tr>
<th>KPI</th>
<th>Specific measure</th>
<th>Oct 13</th>
<th>Nov 13</th>
<th>Oct 14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prompted awareness of advertising</strong></td>
<td>Drivers who have seen any ads</td>
<td>-</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Cyclists who have seen any ads</td>
<td>-</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Positive shifts in claimed driving behaviours</strong></td>
<td>Look out for cyclists when opening my car door (always/regularly)</td>
<td>77%</td>
<td>76%</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>Give cyclists room to ride (always/regularly)</td>
<td>93%</td>
<td>93%</td>
<td>92%</td>
</tr>
<tr>
<td></td>
<td>Look out for cyclists at junctions (always/regularly)</td>
<td>88%</td>
<td>88%</td>
<td>85%</td>
</tr>
<tr>
<td><strong>Positive shift in claimed cycling behaviours</strong></td>
<td>Ride central on narrow roads (always/regularly)</td>
<td>25%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>Ride a door’s width from parked cars (always/regularly)</td>
<td>72%</td>
<td>73%</td>
<td>78%</td>
</tr>
</tbody>
</table>