

# The role of gender and experience in cycle preferences and behaviour in the UK



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# Lit Review & Aims

- Perception of safety is gendered: leads women to choose less trafficked routes, even at the expense of journey time.
- Most studies carried out in the USA and Australia, less in the UK.
- Conflicting information across geographies with regard to the use of helmets and hi-vis.
- Validate existing research: Fill the non-London UK based cycling research on gender preferences.
- Scope for further analysis of the use of protective clothing (helmets and hi-vis) and attitudes towards their use.
- Establish if training/type of cycling and amount of experience affects preferences.

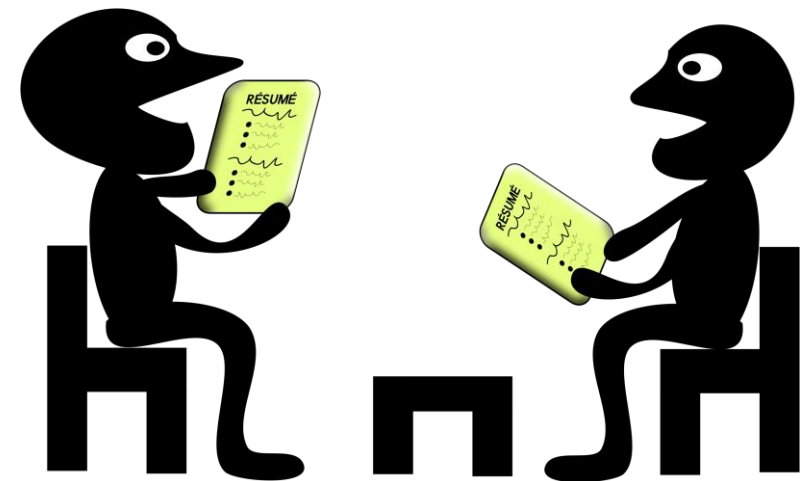
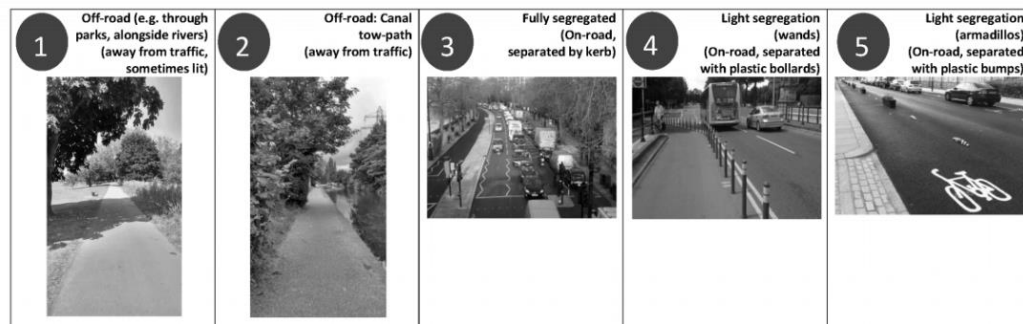
# Mixed method

1. Revealed preference survey
2. Stated preference survey
3. Policy interviews



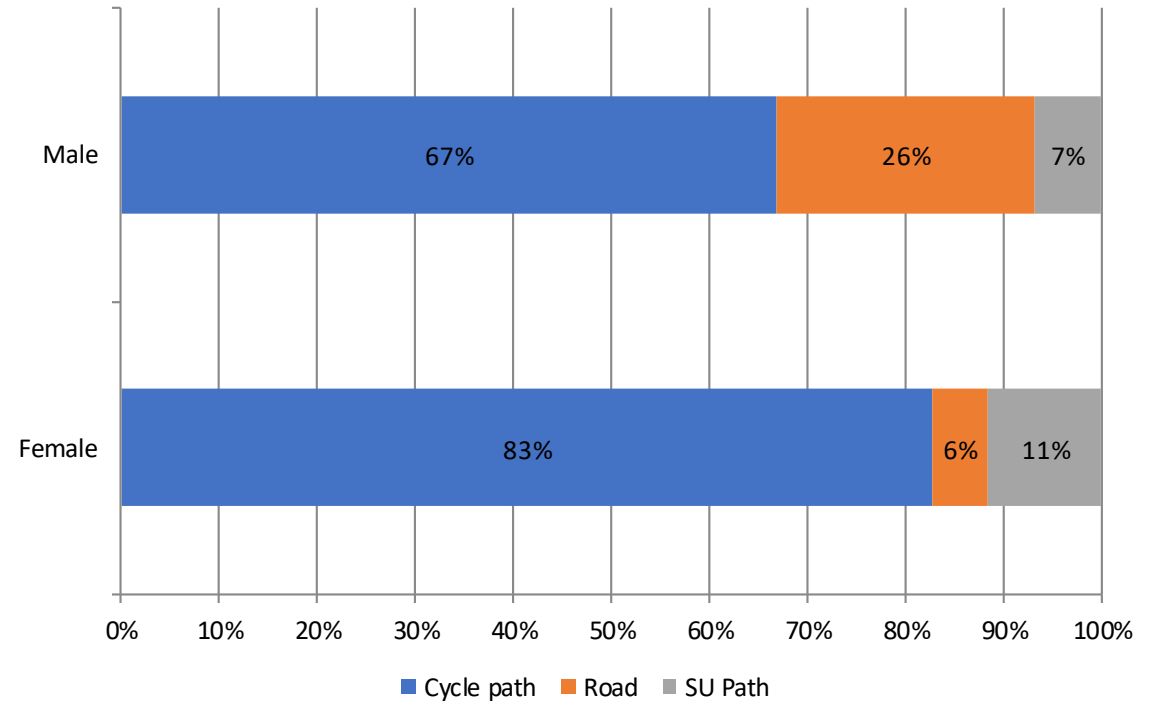
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Please look at the images of different types of cycle provision below. You will be asked below to pick your preferred type of cycle provision.



# Revealed preference survey

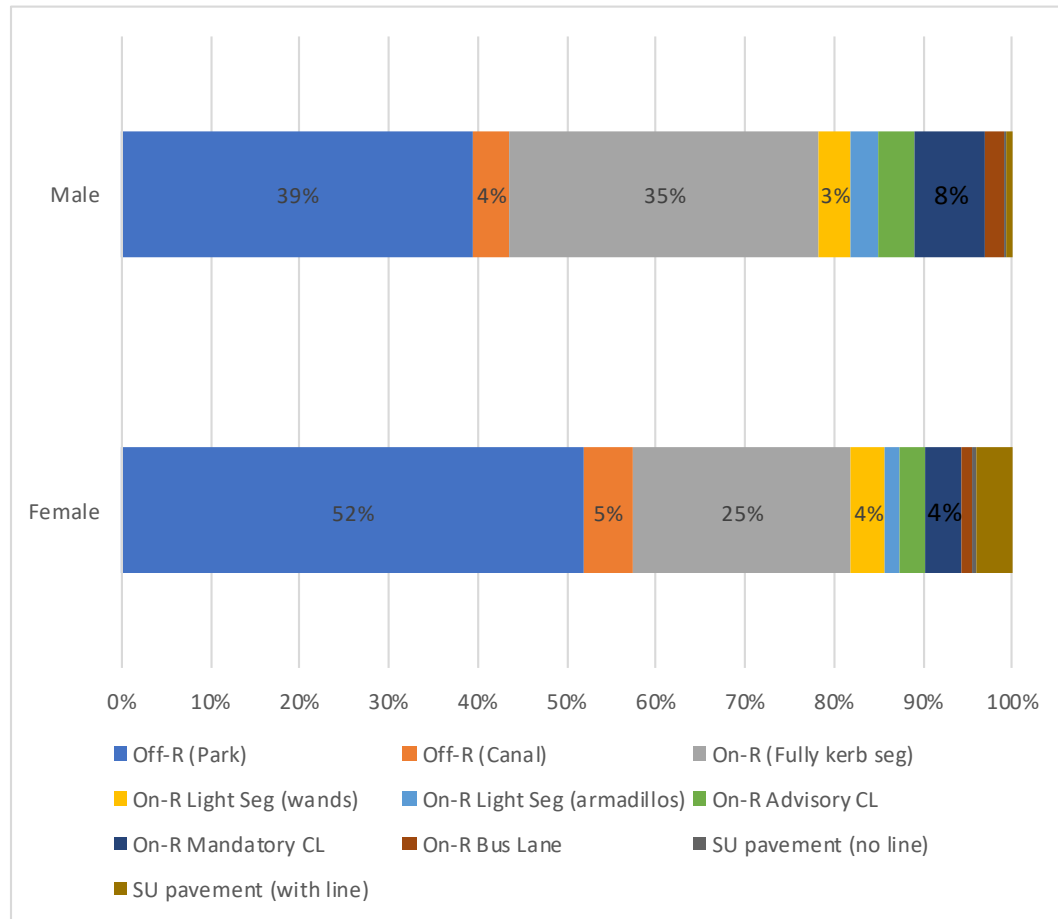
- Parallel routes S Birmingham to city centre
- Contrasting provision
- 8 - 9.30am three consecutive Tuesdays in September 2016 after schools back
- 307 cyclists observed:
  - 28% female
  - 72% male
- Significant for road use (men > women)



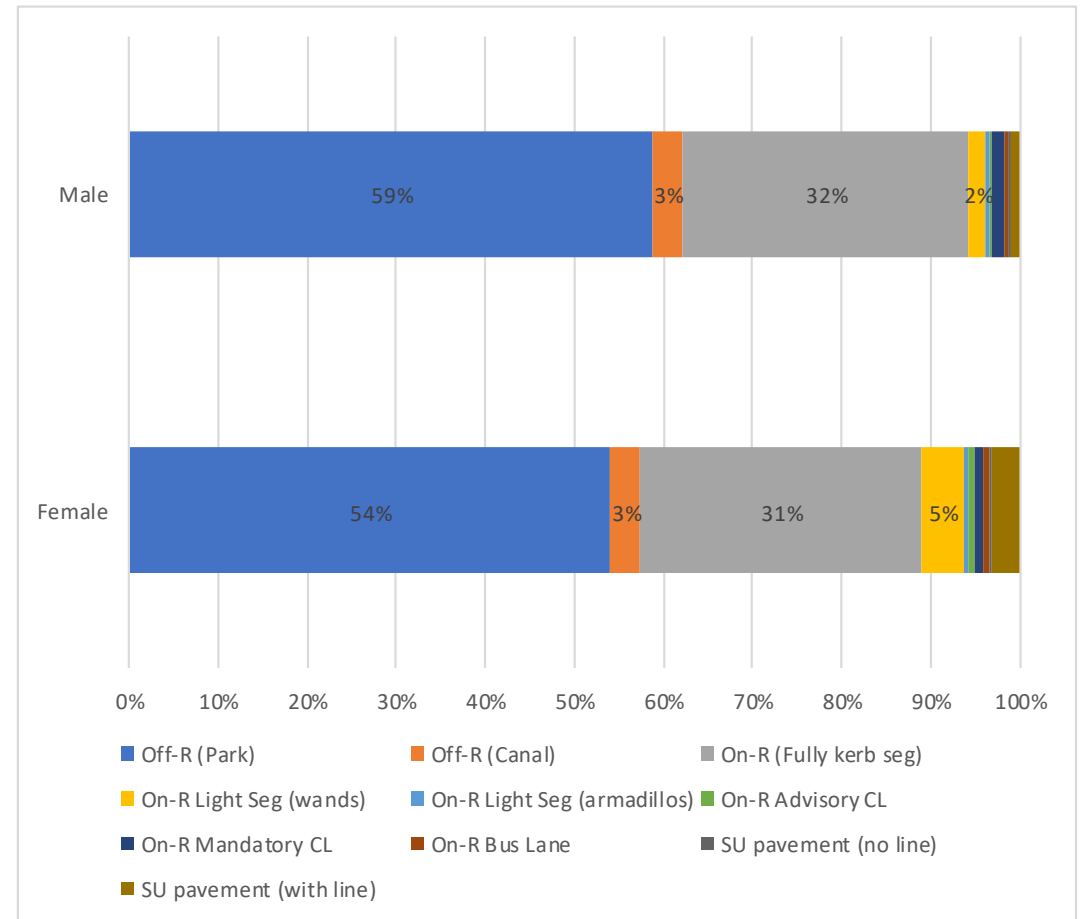
# Stated preference results

- SurveyMonkey Nov-Dec 2016
- 970 respondents:
  - 40% female
  - 59% male
  - 1% 'Other' and 'Prefer not to say'
- Preferred and Safest routes (Top 3) – 10 types of provision
- Use of hi-vis and helmets (covered later)
- Type of cycling:
  - More female non-cyclists and off-road recreational, more male mountain bikers.
- Level of experience:
  - More men with 10 years +, more women with none, or < 1 year
- Cycle training:
  - Little difference

# Preferred and Safest Route Choice

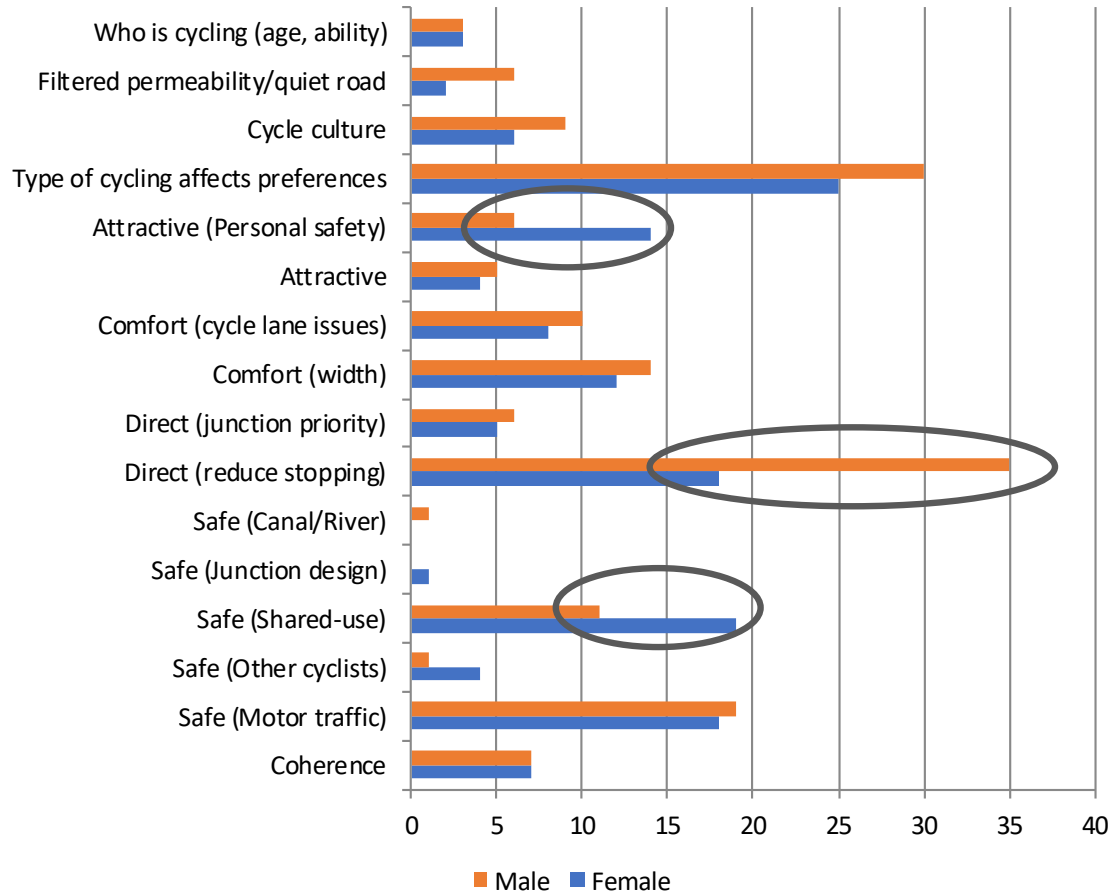


Preferred route (1<sup>st</sup> choice)

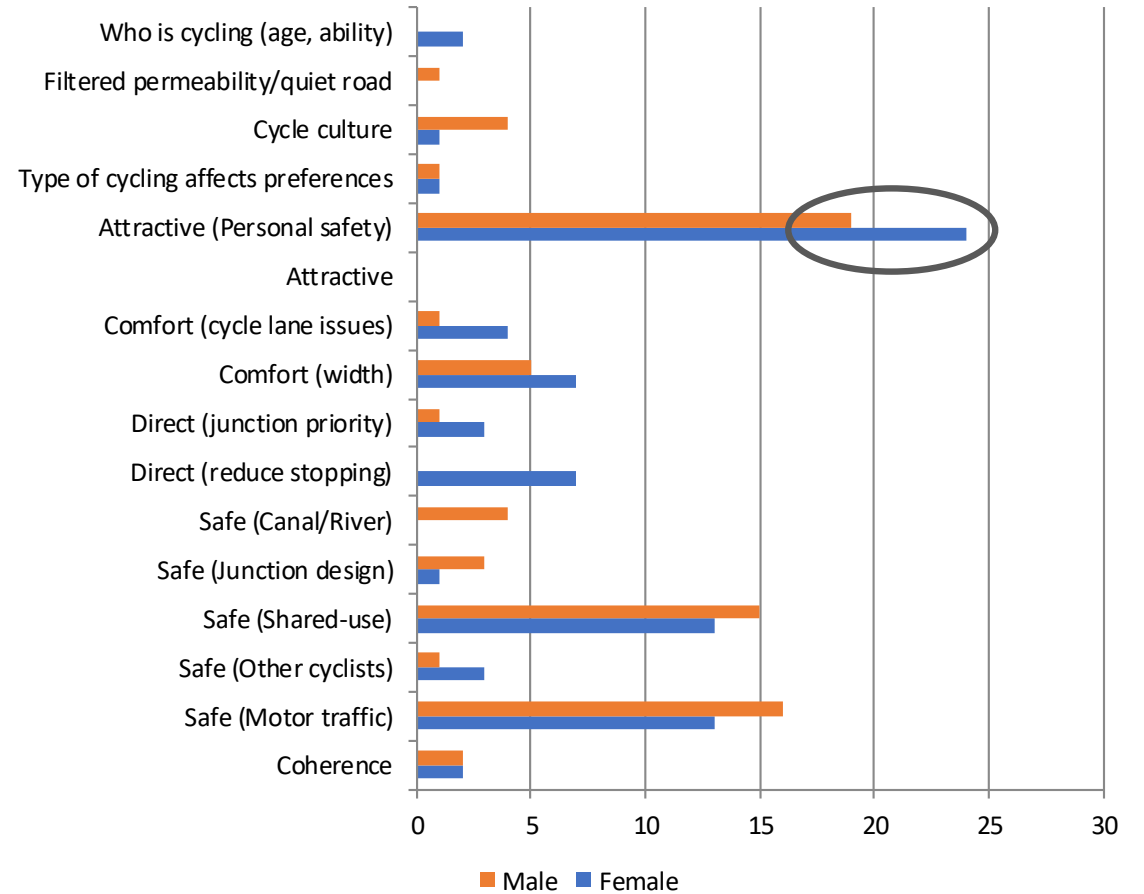


Safest route (1<sup>st</sup> choice)

# Qualitative feedback

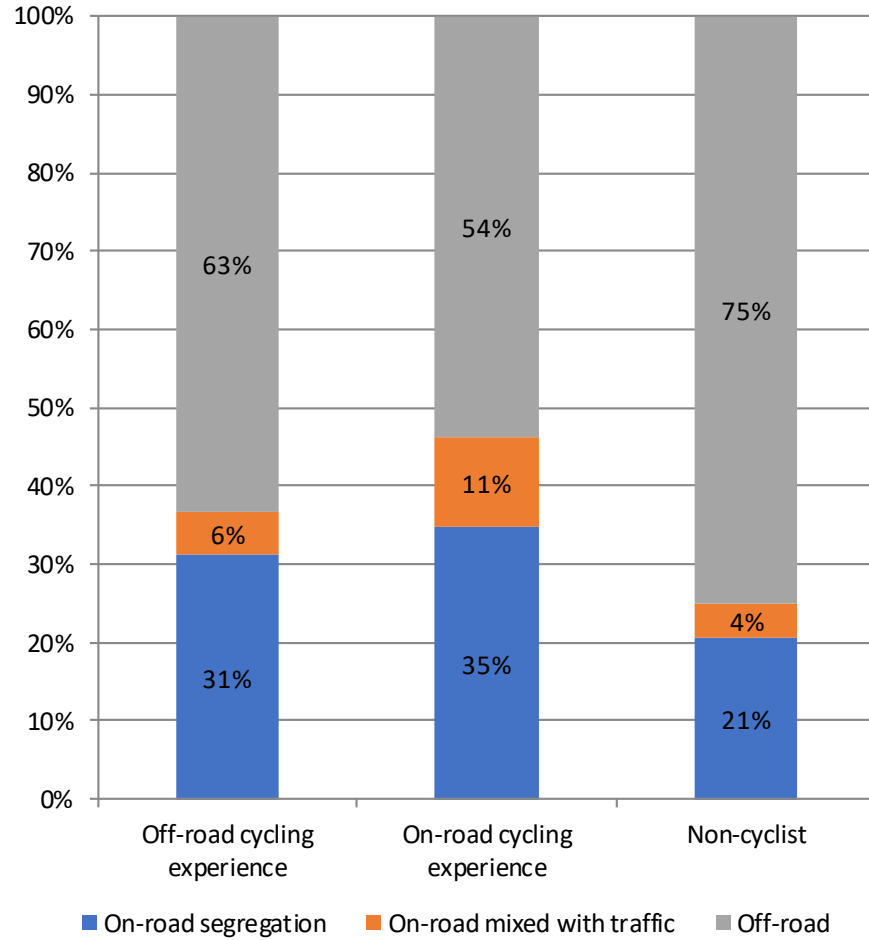


Preferred route

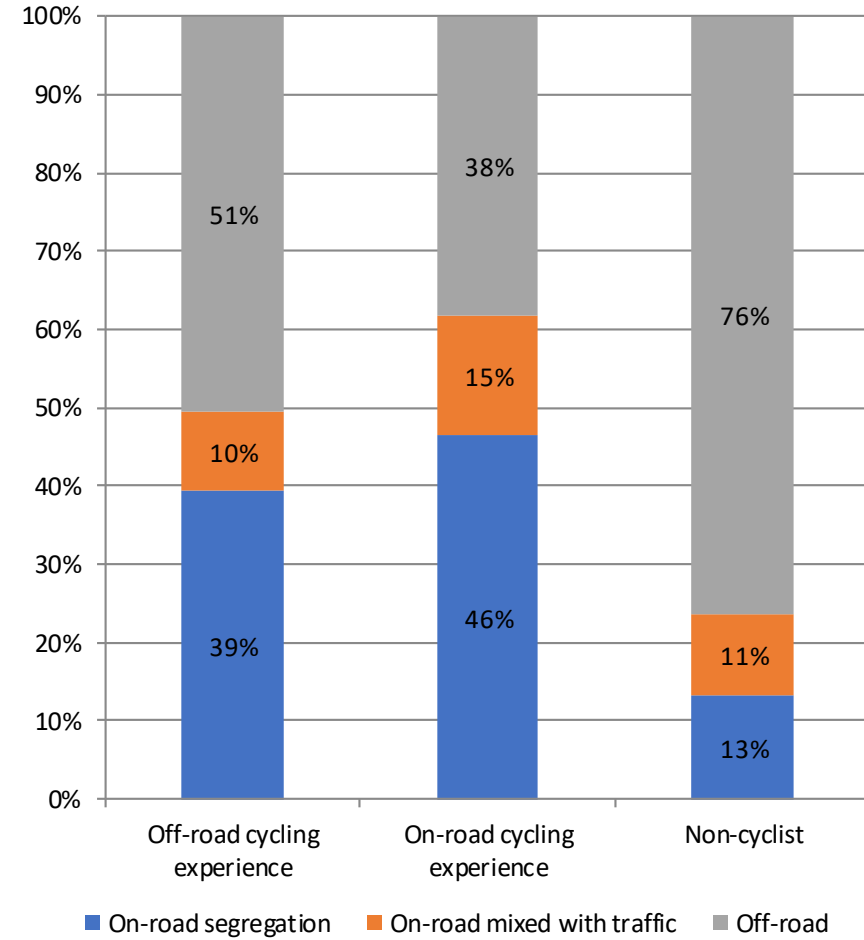


Safest route

# 1<sup>st</sup> Preferred Route by Type of Cycling (%)



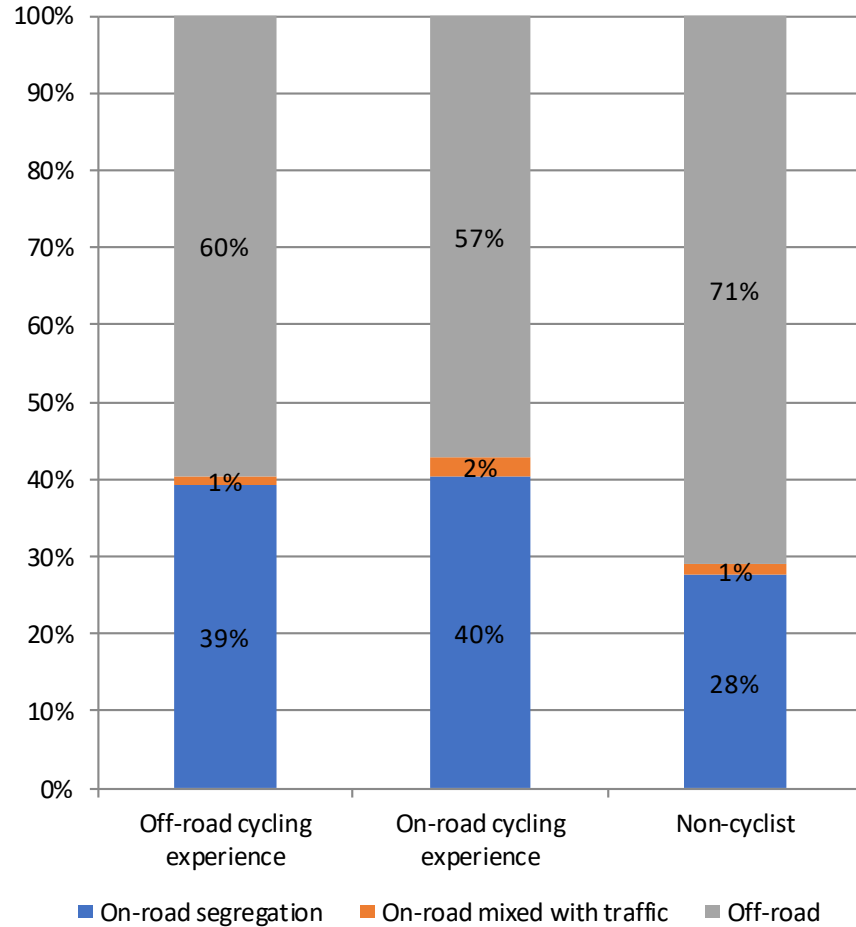
Female



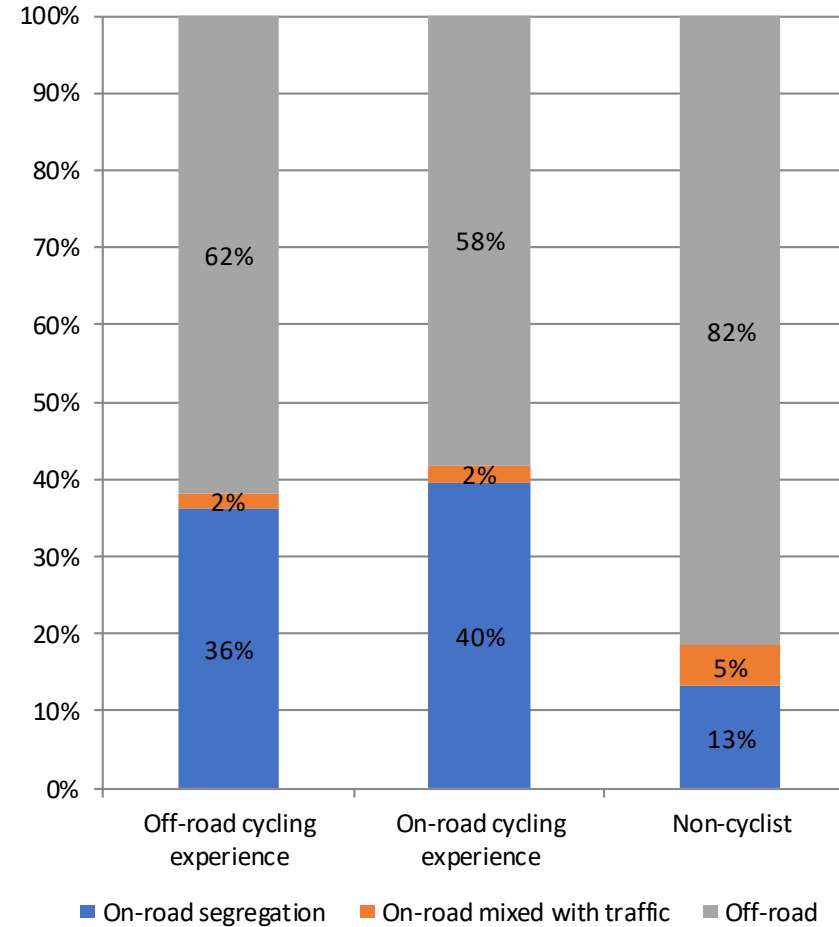
Male



# 1<sup>st</sup> Safest Route by Type of Cycling (%)

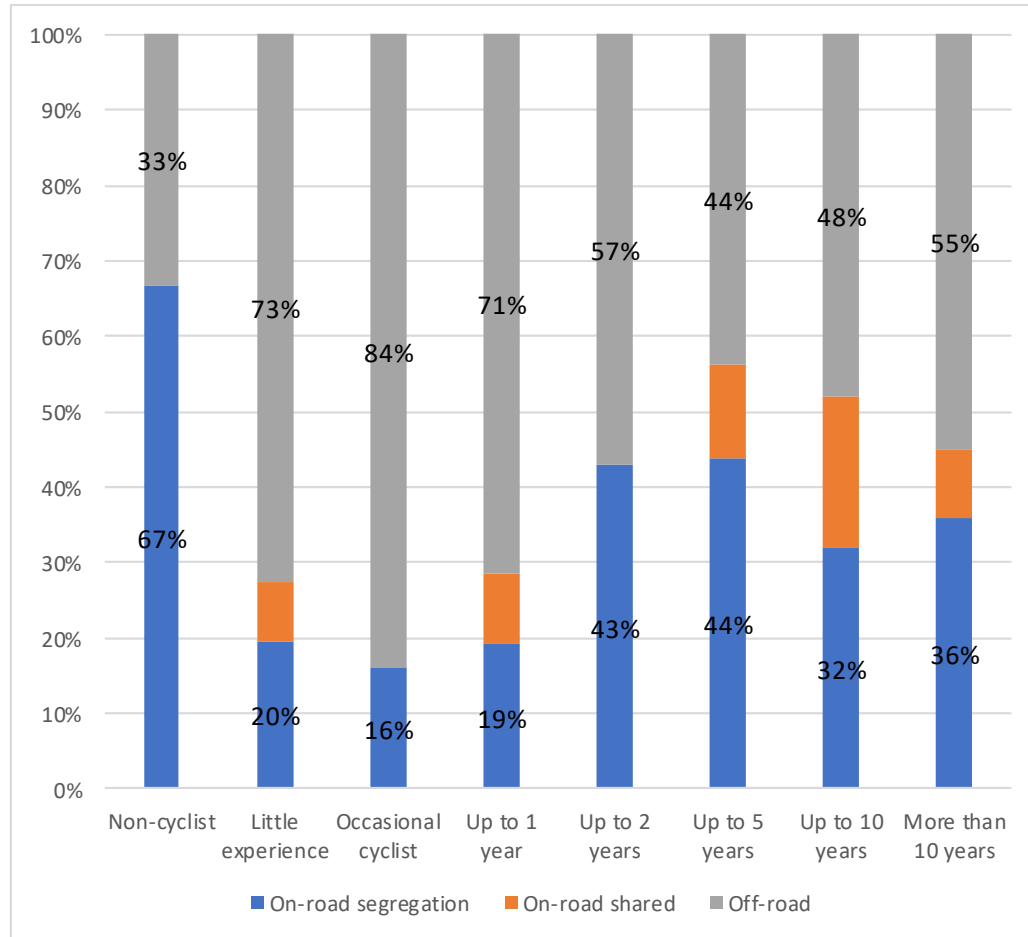


Female

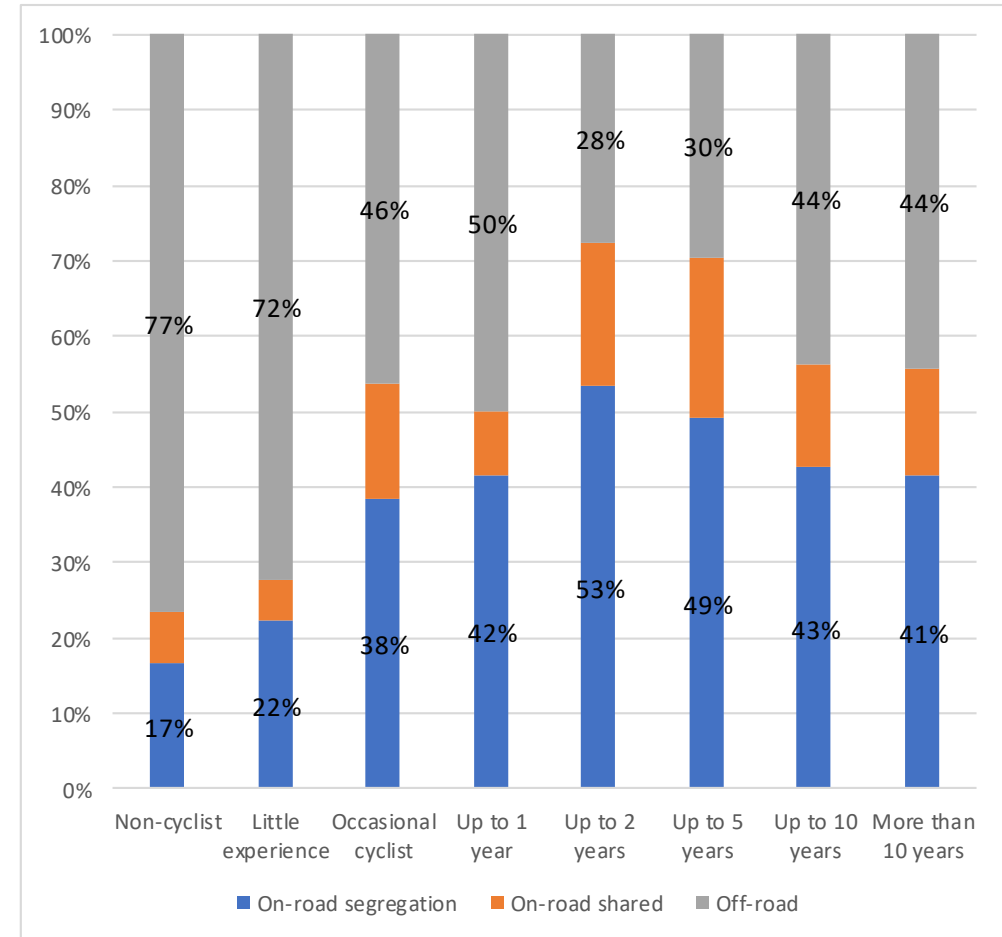


Male

# 1<sup>st</sup> Preferred Route by Level of Experience (%)

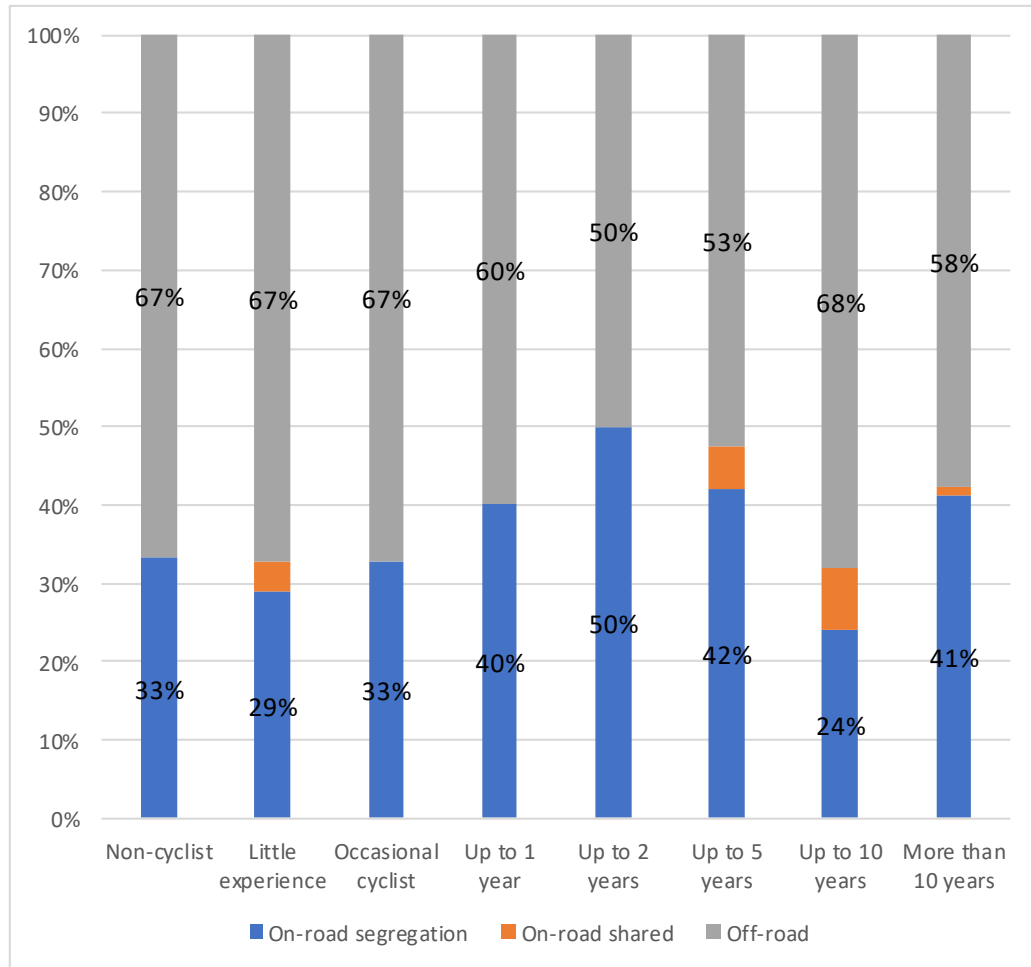


Female

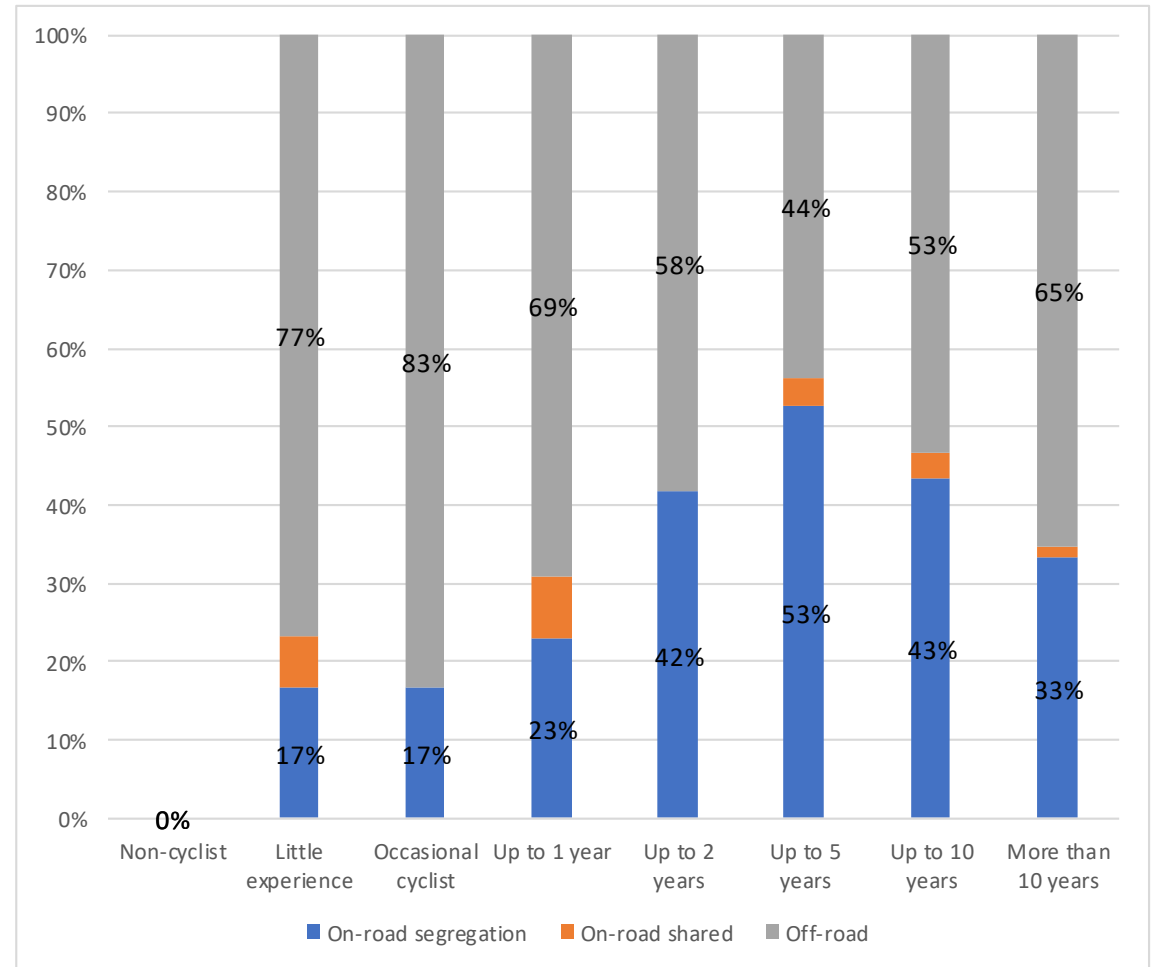


Male

# 1<sup>st</sup> Safest Route by Level of Experience (%)

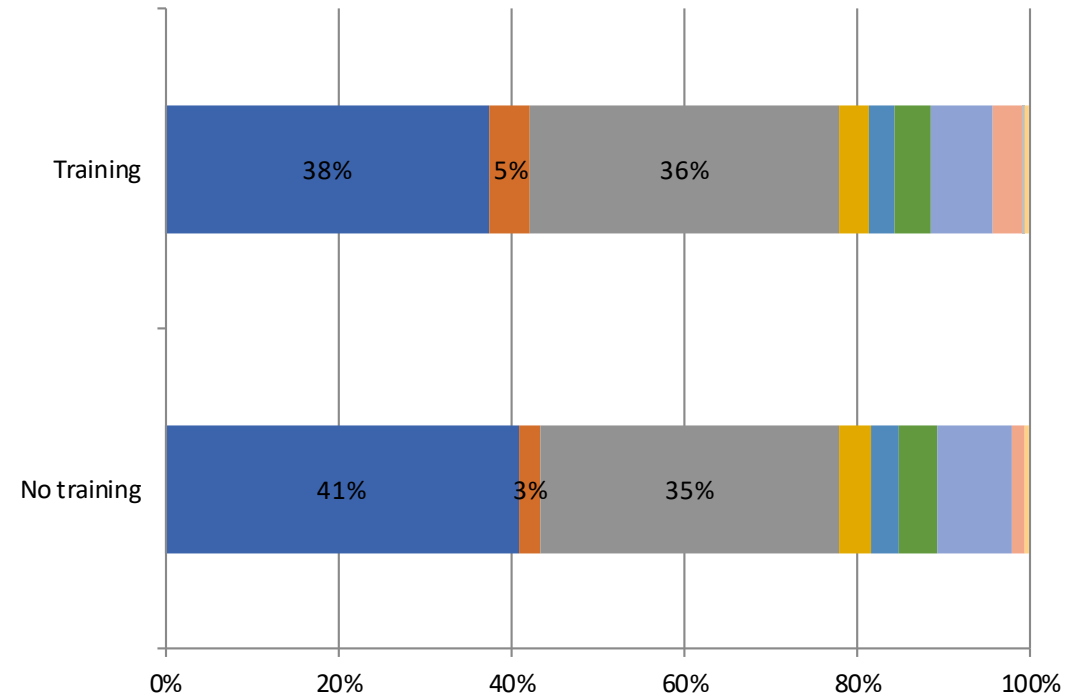
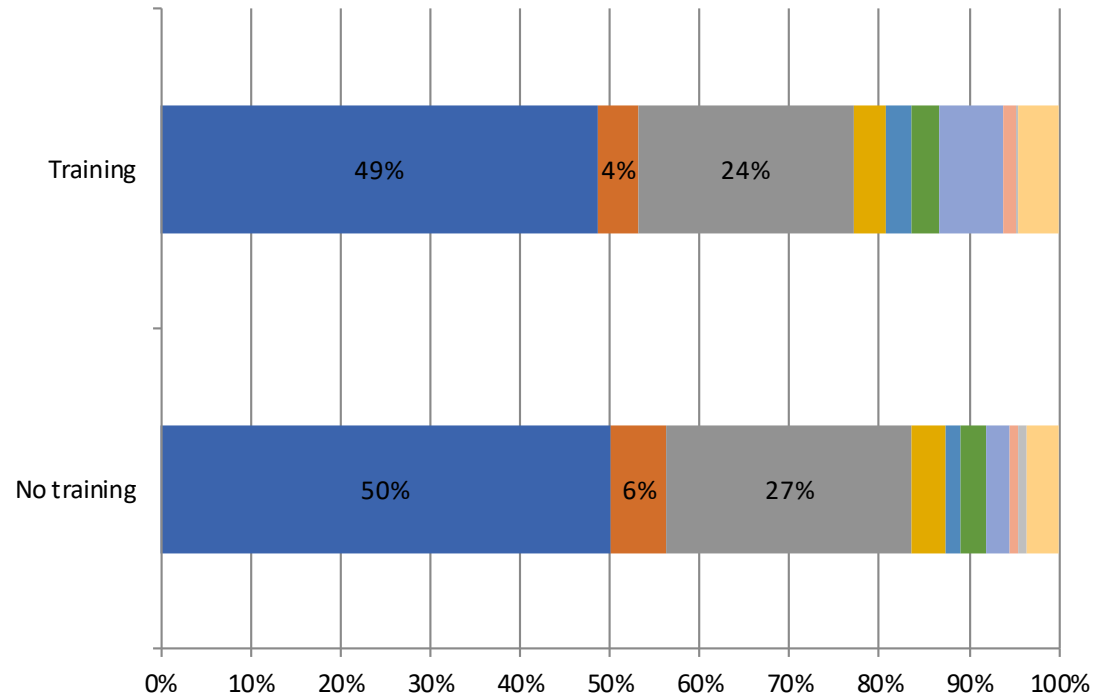


Female



Male

# 1<sup>st</sup> Preferred Route by Training (%)



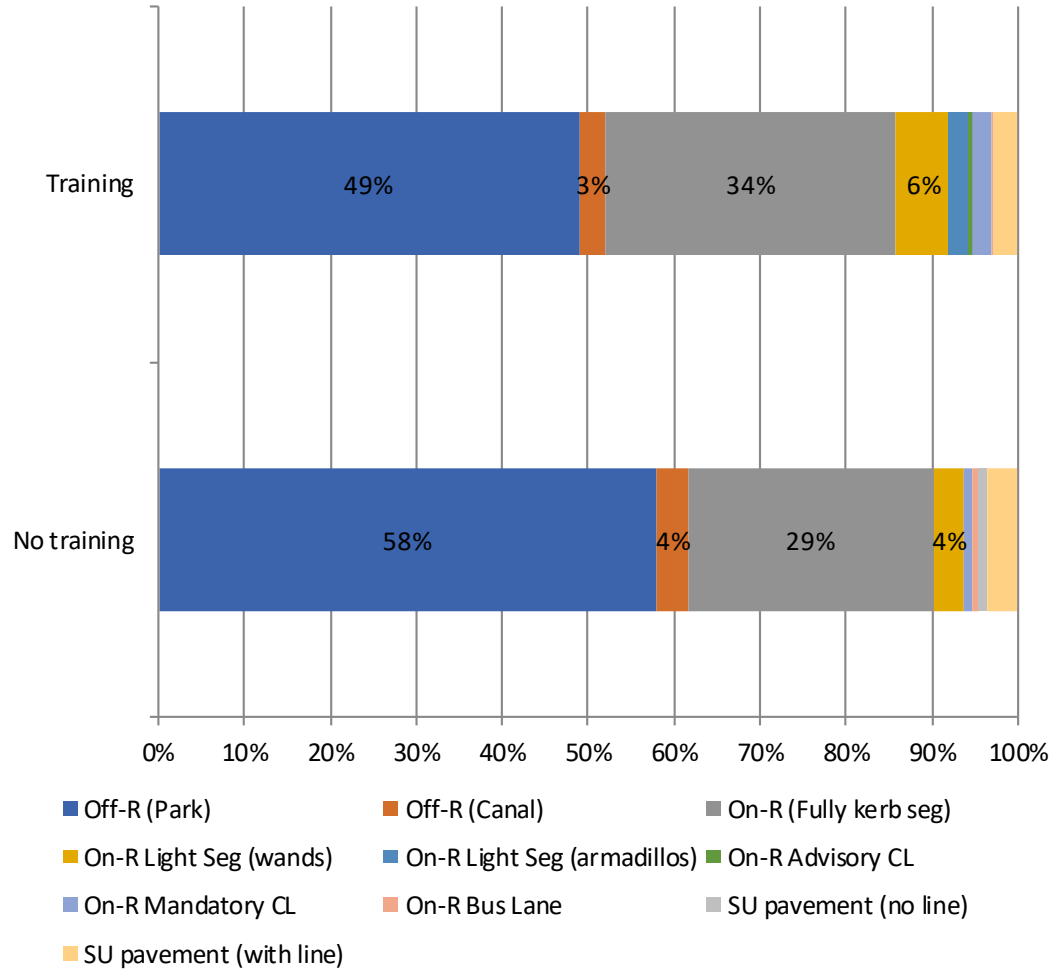
- Off-R (Park)
- Off-R (Canal)
- On-R (Fully kerb seg)
- On-R Light Seg (wands)
- On-R Light Seg (armadillos)
- On-R Advisory CL
- On-R Mandatory CL
- On-R Bus Lane
- SU pavement (no line)
- SU pavement (with line)

- Off-R (Park)
- Off-R (Canal)
- On-R (Fully kerb seg)
- On-R Light Seg (wands)
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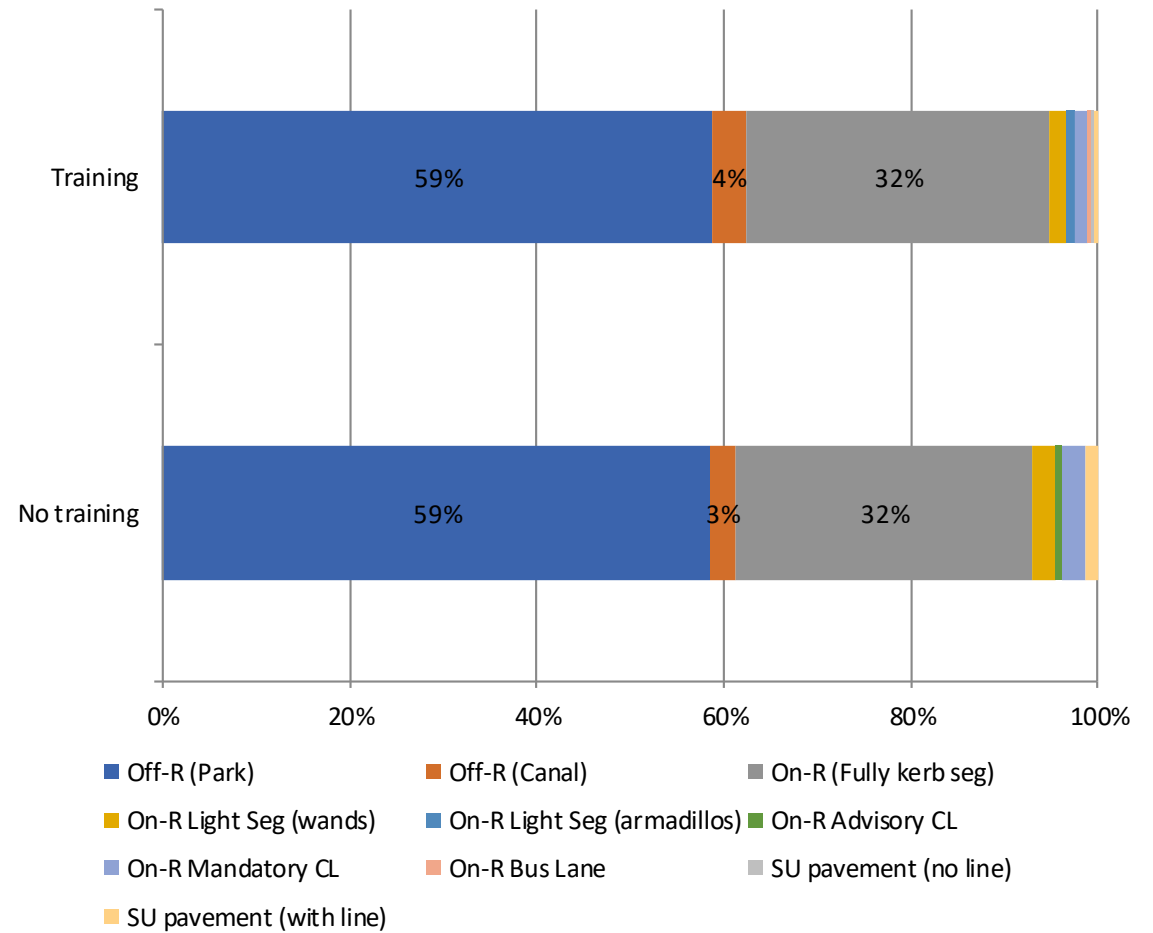
Female

Male

# 1<sup>st</sup> Safest Route by Training (%)

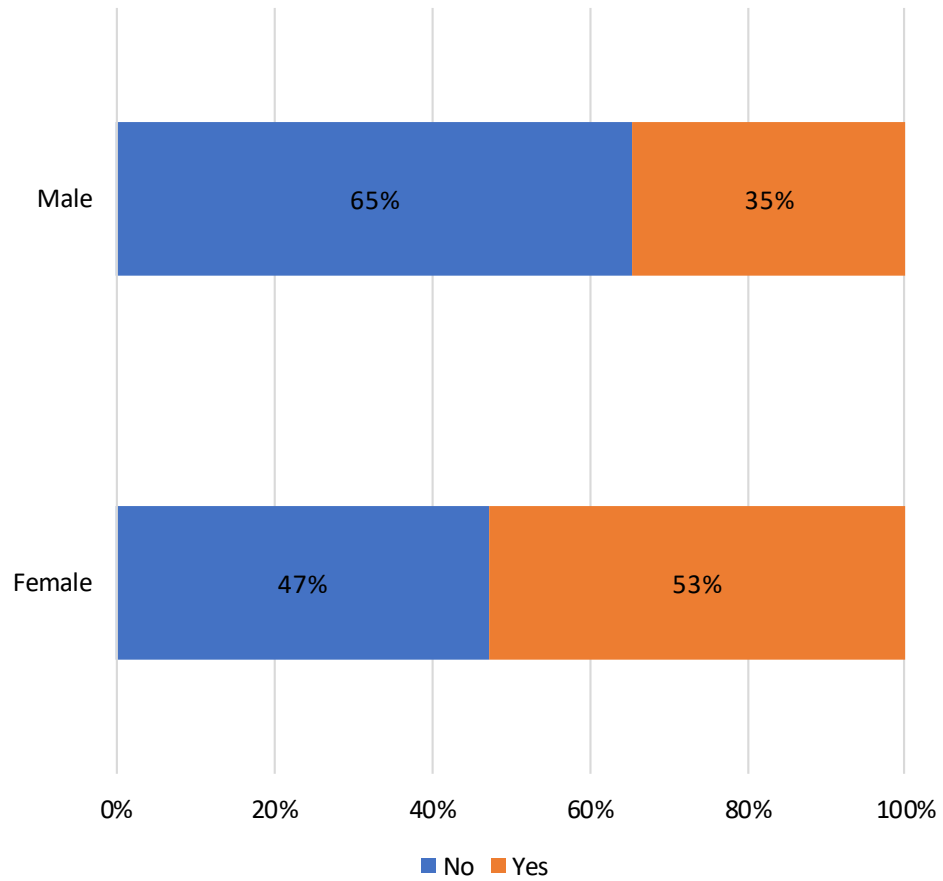


Female

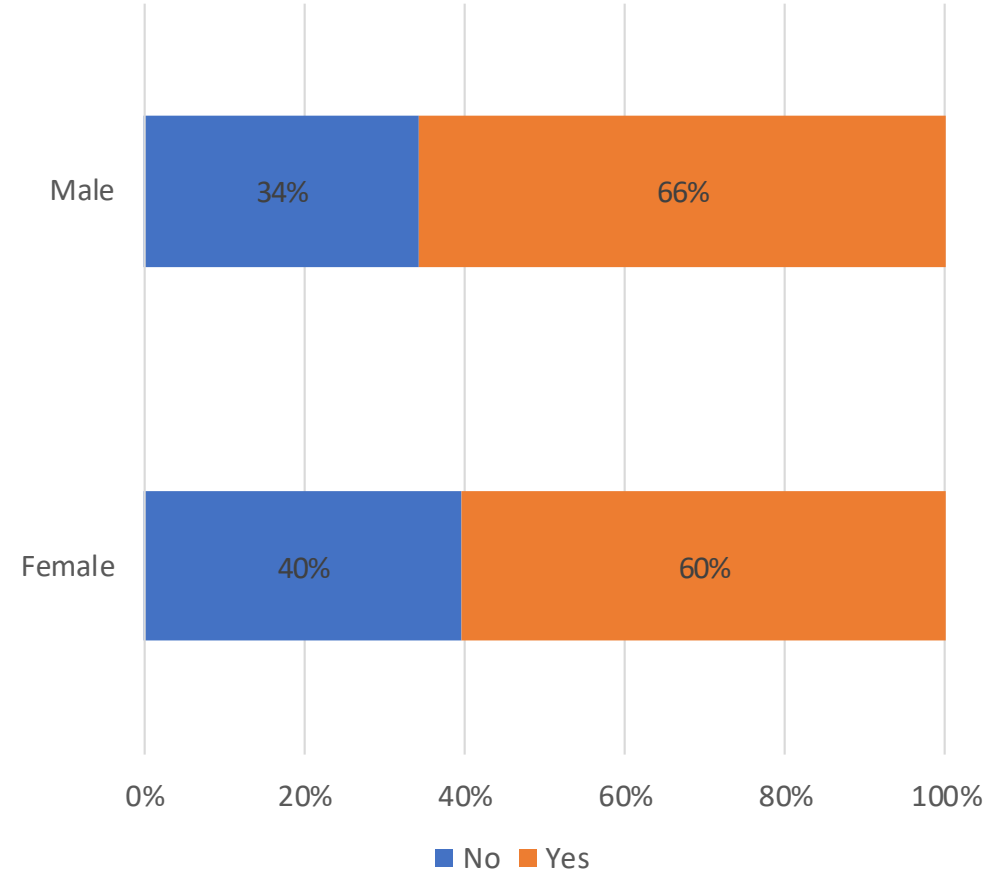


Male

# Hi-Vis: Revealed vs. Stated

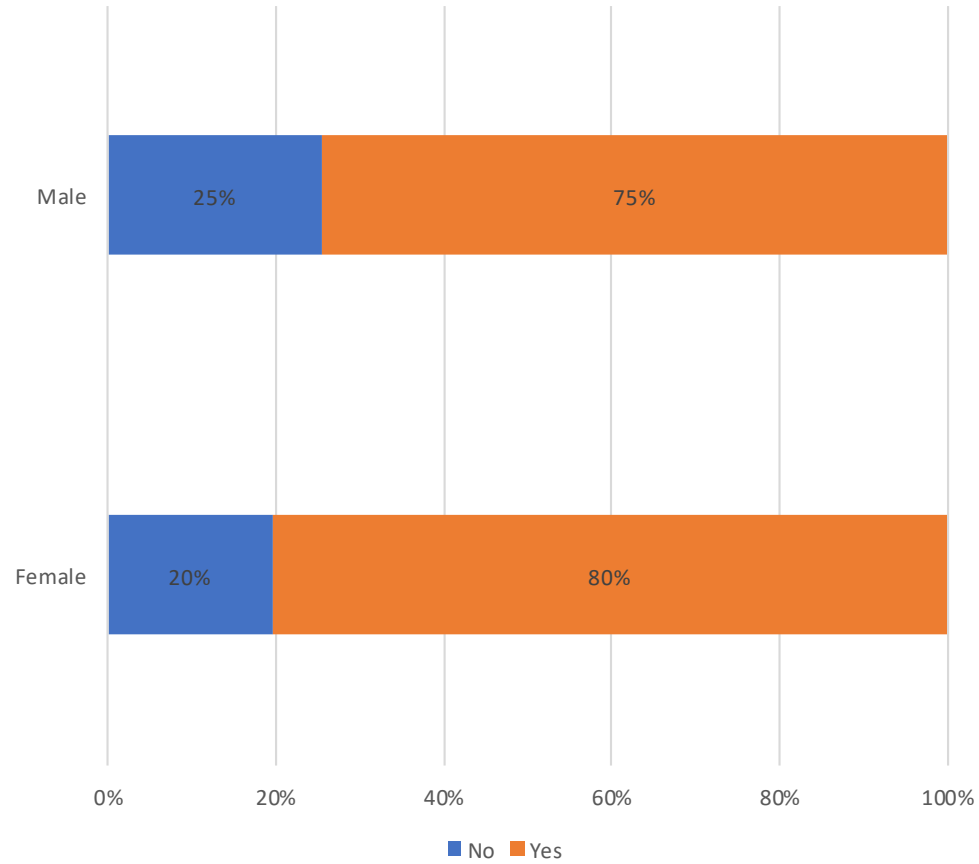


Revealed

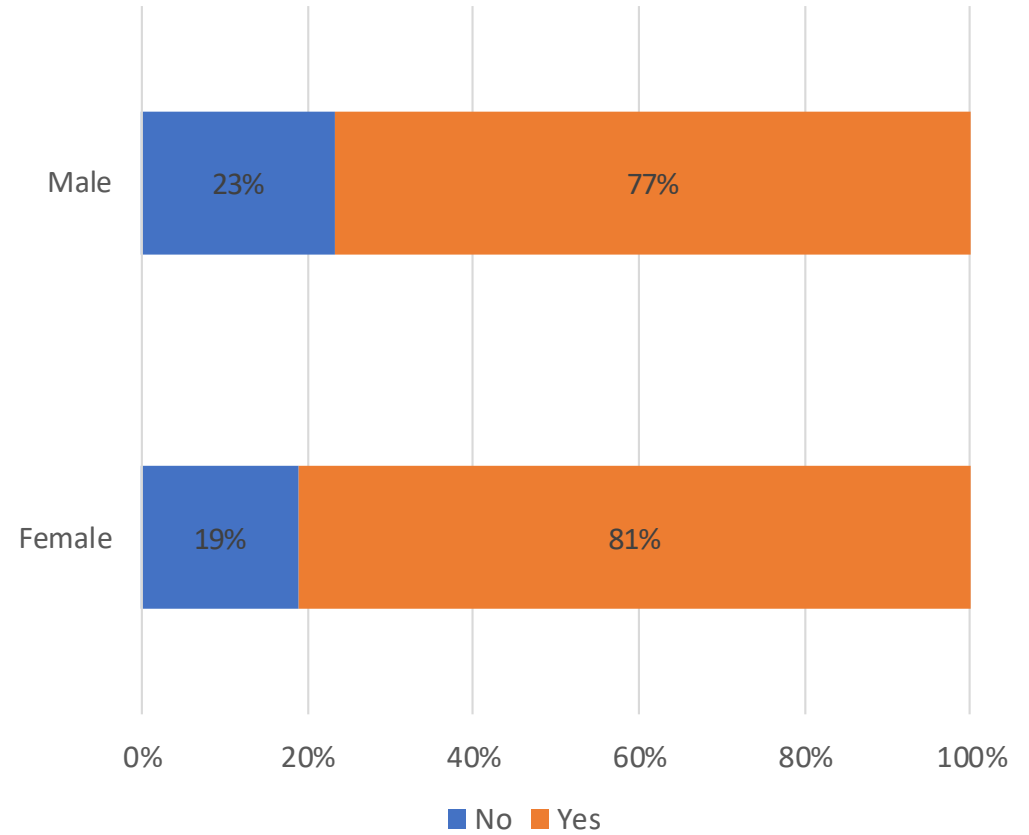


Stated

# Helmet: Revealed vs. Stated



Revealed



Stated

# Issues

- Survey didn't give option for Off-road commuting: Used qualitative feedback to code where available
- Geographical location
- Type of cycling for which preferences apply
- Gender identification didn't prove difficult (or assumed not to be)
- 13<sup>th</sup> Sept 2016 (Bristol Road) one of hottest that year – affect use of hi-vis and helmets?
- Definition of hi-vis
- Route choice/availability



# Policy implications

- Evidence to support gendered preferences for infrastructure
- It may be necessary to provide safe off-road routes for those new to cycling to build confidence, and as confidence grows those people may then feel more able to use on-road provision.
- There may be a limit to the reach that behavioural change programmes can achieve without the availability of the desired infrastructure to support women to cycle more.

