



University of the  
West of England

Tapp, A., Spotswood, F. and Jones, S. (2012) Cycling behaviour in car-dominant societies: a survey of the UK population. In: *Be Active 2012 - the 4th International Congress on Physical Activity and Public Health*, Sydney, Australia, 31 October to 3 November. Available from: <http://eprints.uwe.ac.uk/18445>

We recommend you cite the published version.

The publisher's URL is:

<http://eprints.uwe.ac.uk/18445/>

Refereed: No

(no note)

Disclaimer

UWE has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

UWE makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

UWE makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

UWE accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.



# Cycling behaviour in car-dominant societies: a survey of the UK population

Professor Alan Tapp, Dr Fiona Spotswood and Simon Jones,  
Bristol SocialMarketing Centre, UWE, UK

Greater Bristol



## Introduction

We investigated whether socio-cultural norms have an adverse effect on behavioural levels of cycling in the UK. The findings suggest that the UK is an example of a culturally 'car-dominant' society. As social marketers, we have worked with professional agencies to design communications that sought to create more positive cultural norms.

## Methods

The authors commissioned a large UK based market research agency, YouGov, to generate a stratified random sample of 3,885 nationally representative people in GB aged 16-64. These were interviewed by means of an online questionnaire.

## Results

Principal components analysis revealed the presence of 7 retained components explaining a total of 55% of the variance. Cronbach Alphas for these factors were generally reasonable, ranging from .811 to .663. The factors were given names that reflected the nature of the scale items. These were: 'car vs cycling', 'disposition to cycle', 'cycling role models', 'cycling is normal and cool', 'motoring myths', 'self image and cycling', and 'cyclist user image'.

## Discussion

The UK's car dominance has created some attitude clusters which coalesce to form anti-cycling cultures amongst some non-cyclists. These can lead to in-group and out-group effects. There were also positive signals of new, pro-cycling cultures emerging. Social marketing communications were commissioned accordingly.



If you would like to know more please contact Alan Tapp on [Alan.Tapp@uwe.ac.uk](mailto:Alan.Tapp@uwe.ac.uk)



University of the  
West of England

bettertogether