



Cycling Scotland
Attitudes and Behaviours towards
Cycling in Scotland – Minority Ethnic
December 2023



Contents



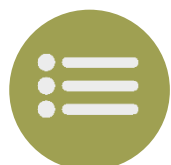
Project background



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Transport choices



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Method



Cycling behaviours



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Project background

Cycling Scotland is working towards a future in which everyone in Scotland can easily enjoy the benefits of regular cycling.

While rates of cycling in the Scottish population have increased in recent years, a large proportion continue to be reluctant to take up cycling for transport or leisure.

Much research has been conducted investigating cycling attitudes and behaviours, however, before 2017 no specific Scottish population-wide longitudinal research into cycling behaviours and attitudes had been undertaken.

The logo for Cycling Scotland is centered within a large, thick, olive-green circular border. The text "Cycling Scotland" is written in a bold, blue, sans-serif font. The word "Cycling" is on the top line and "Scotland" is on the bottom line. A small red dot is positioned above the letter 'i' in "Cycling".

**Cycling
Scotland**

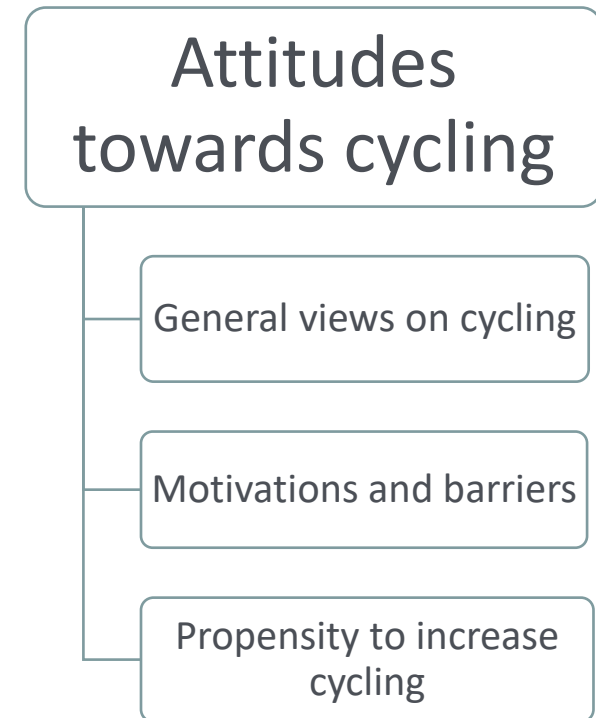
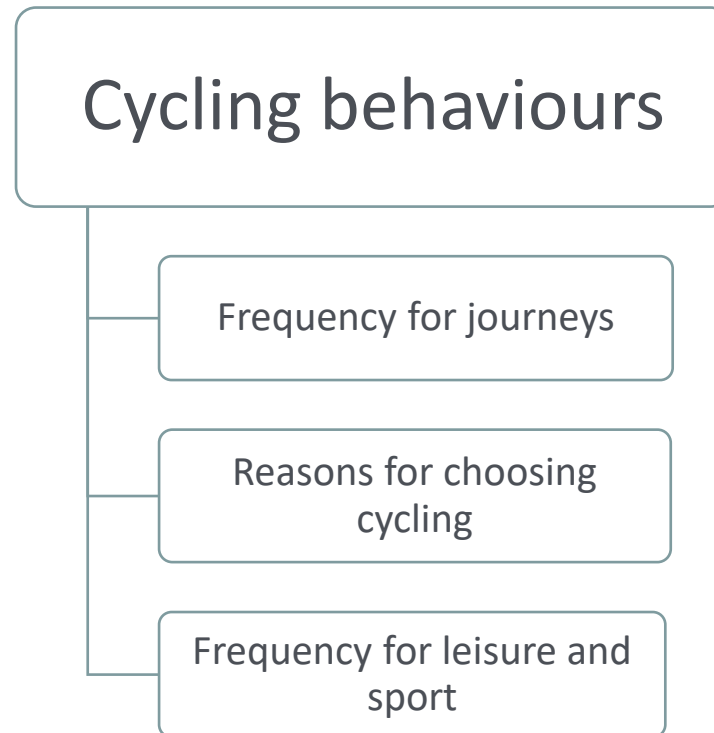
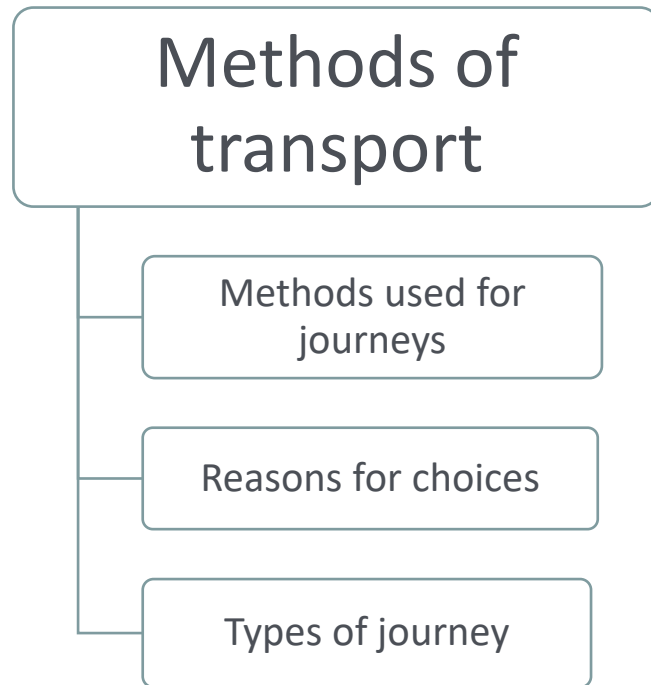
Cycling Scotland commissioned a long-term research study to:

- consult the full breadth of the Scottish population;
- gather data on perceptions of and barriers to cycling;
- provide effective and implementable recommendations for action.

New to 2023, an additional 'boost' sample of people from minority ethnic backgrounds was run, to better understand the experiences of this group around cycling.

This report highlights findings from data collection with the boost sample – particularly when compared with the main population survey sample.

Key objectives



Method

Data was gathered using face-to-face in-street CAPI interviews

Minority ethnic boost

The method replicated previous waves and main population survey – face-to-face in-street interviews

Sample size: 306 interviews were conducted (1,020 in main sample*)

Each interview was approximately 12 minutes long

The sample was gathered from across Scotland – principally in areas where there are larger populations of people from minority ethnic backgrounds (i.e., towns and cities in the central belt and Northeast of the country)

Quotas were set on other key demographics (age, gender, socio-economic group) to ensure the final sample was comparable to the main survey sample

Fieldwork was conducted between 30th October and 14th November 2023

The margin of error on a sample of 1020 is between +/- 1.11% and +/- 5.60% at the 95% confidence interval.**



Please note: throughout this report men include trans men and women include trans women


* The main sample also contains minority ethnic respondents – but the proportions are representative of the population, meaning the minority ethnic boost sample is being compared to the average in the general population.

** As quotas were used the sampling type is non-probability. The margin of error is calculated on the basis of an equivalent probability sample.


Data Analysis

Only **statistically significant** differences are reported (at 95% confidence interval)

Statistically significant differences between waves of research on charts are noted with  or 

Where base sizes are low a caution sign is shown. 
These results must be read with caution

Where figures do not add to 100% this is due to multi-coded responses or rounding

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Bike ownership

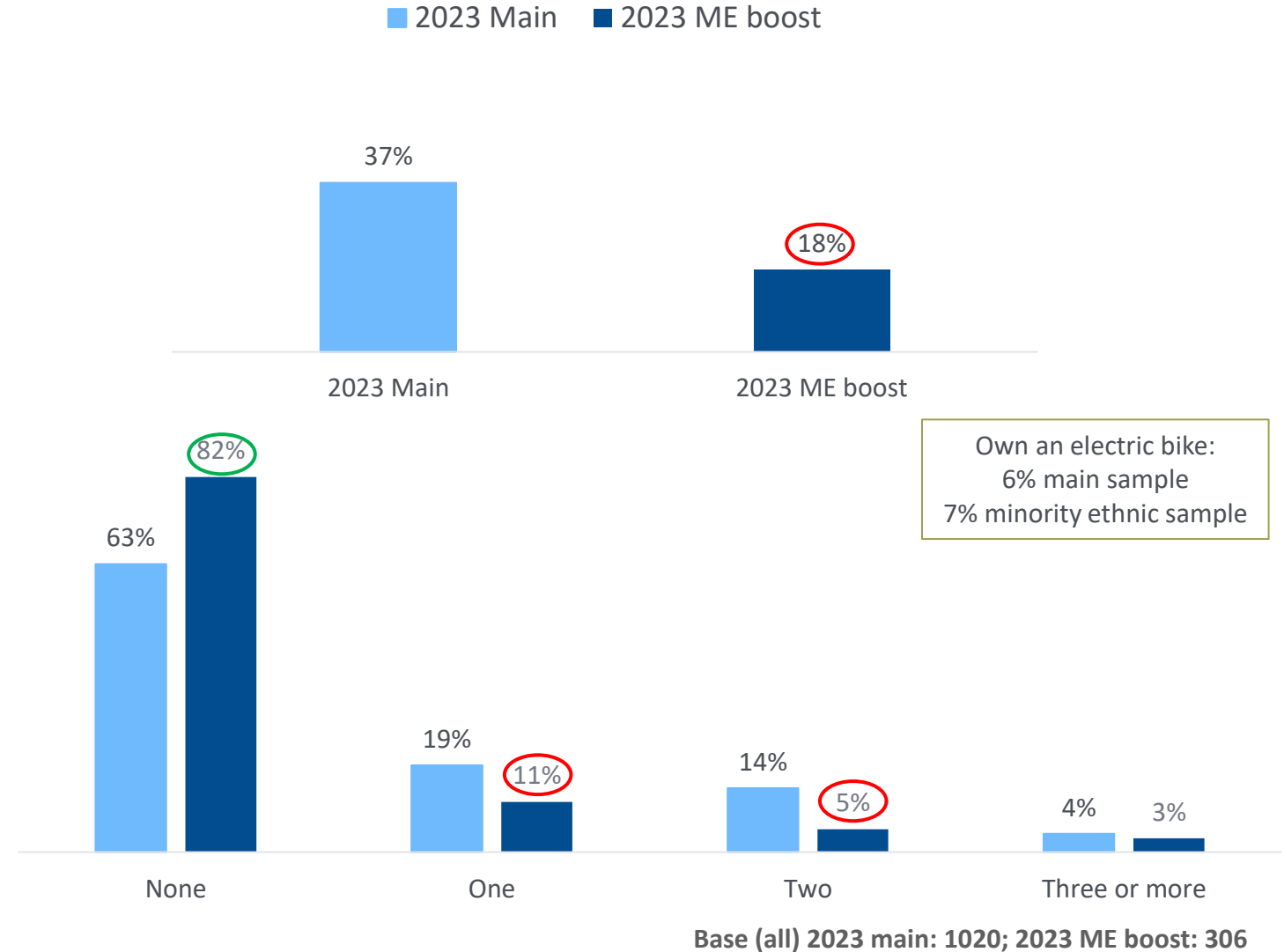
Bicycle ownership

- Results indicate that people from minority ethnic backgrounds are less likely to own a bike on average than the population as a whole (18%, compared with 37% on average across Scotland).
- Notably, they are less likely to own one (11% vs. 19% average) or two (5% vs. 14%) bikes, but just as likely to own three or more (3% vs. 4%) and at least one electric bike (7% vs. 6%).

Q17. How many adult bicycles do you own (excluding electric bikes), or are available for use in your household?

Q18. How many electric bikes do you own, or are available for use in your household?

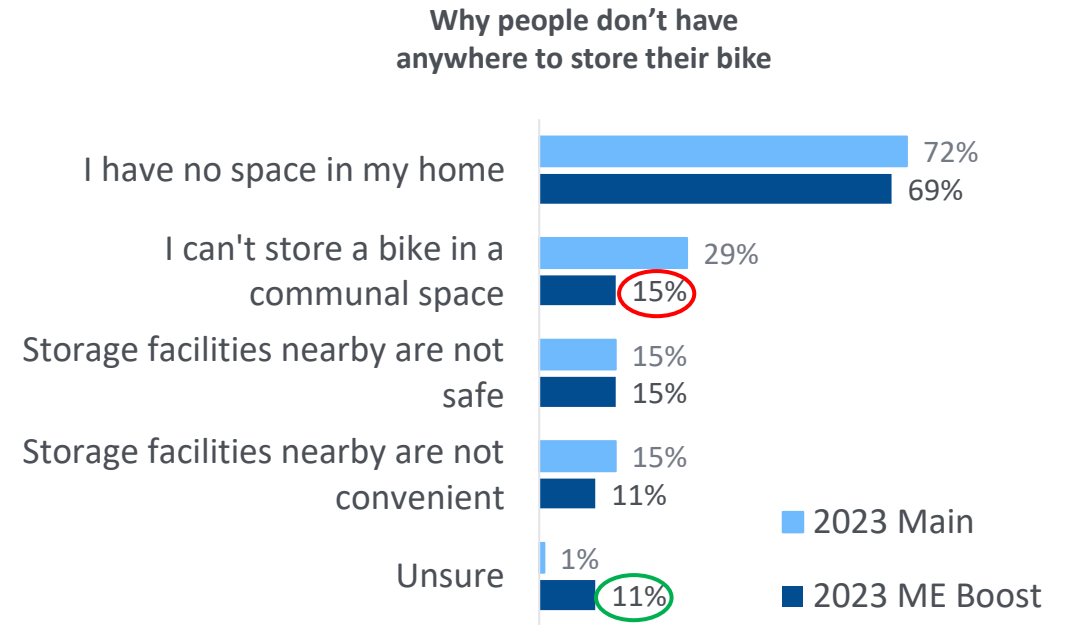
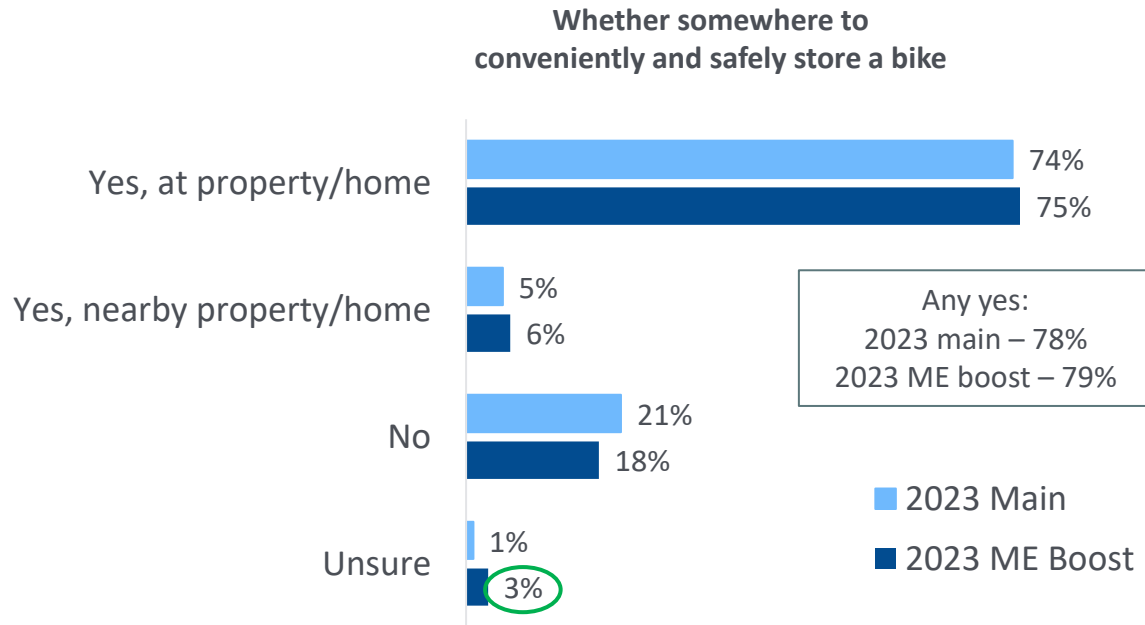
Adults bikes (exc. electric) in household



Bike ownership: storing a bike



Although people from minority ethnic backgrounds are less likely to own a bike, there are no less likely to have somewhere convenient and safe to store one



- As highlighted here, despite being less likely to own a bike, people from minority ethnic backgrounds are just as likely to have somewhere to store a bike (79% reported they have somewhere at or nearby their property vs. 78% on average in Scotland).
- However, among those who reported they don't have somewhere to store a bike, minority ethnic people were more likely to be unsure about the barriers to this (11% vs. 1% on average) which indicates they are less likely to consider where to store a bike.

Q20: Do you have somewhere to conveniently and safely store a bike where you live?

Q21: Which of the following reasons mean that you don't have anywhere convenient or safe to store a bike where you live?

Base (all) 2023 main: 1020; 2023 ME boost: 306

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Transport choices

Transport choices

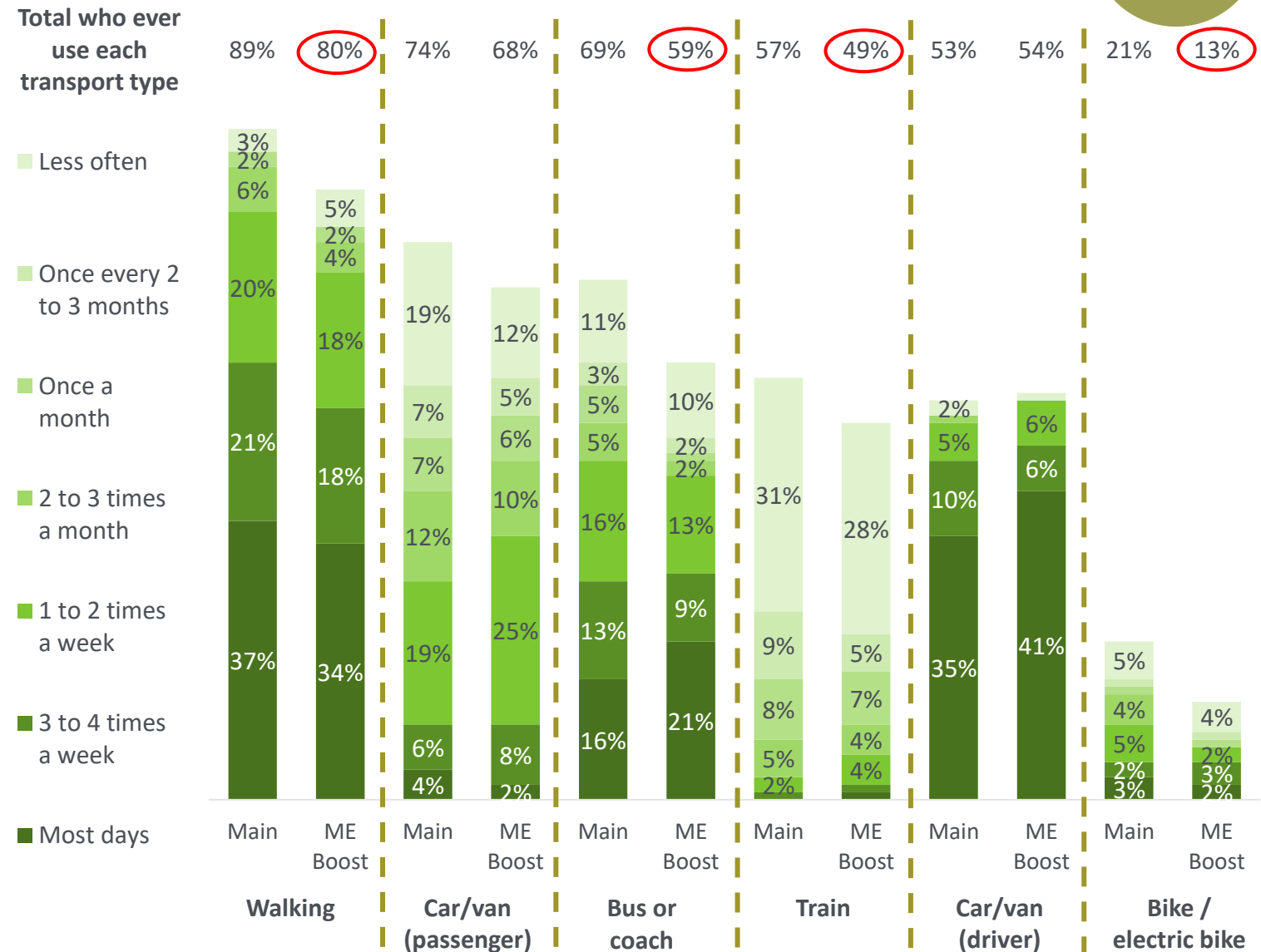
Frequency

- People from minority ethnic backgrounds were less likely to use various modes of transport for journeys on average, including:
 - Walking (80% ever use this mode of transport vs. 89% on average across Scotland);
 - Train (49% vs. 57%); and
 - Bicycle (13% vs. 21%).
- The only mode of transport people from minority ethnic backgrounds were just as likely to use for journeys was a car (either as a passenger or a driver).

*Data for walking may be higher than population as a whole as survey was conducted in-street and did not capture responses from housebound people.

Q1: How often do you use the following modes of transport for journeys, such as going to work, to the shops, taking kids to school or going out socially at night? Labels <2% not shown.

Frequency of modes of transport for journeys



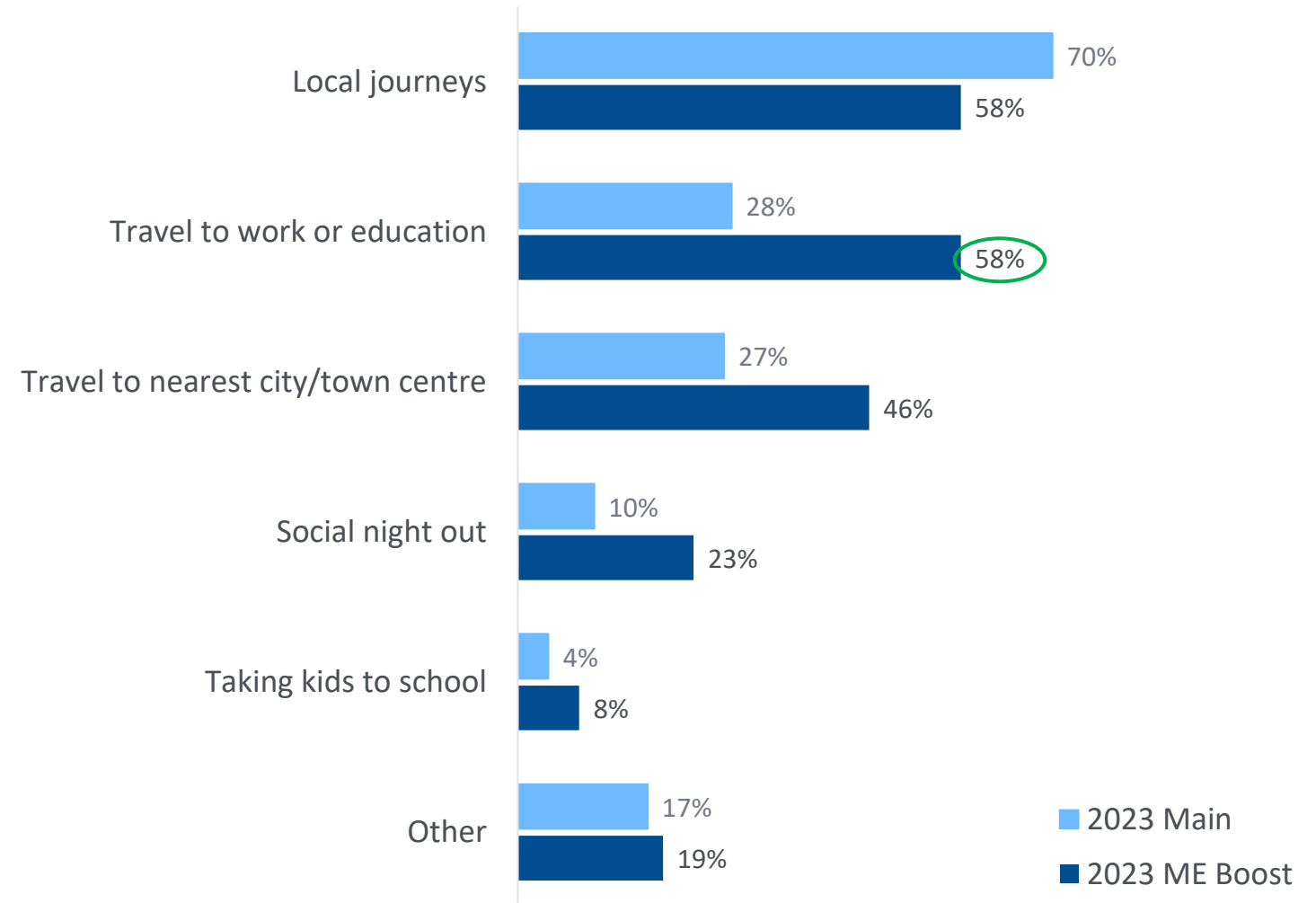
Transport choices

Journey types

- Among the small number of people from minority ethnic backgrounds who use a bike for journeys (26 respondents), the two main journey types are local journeys and travel to work or education (both 58%).
- These indicative findings would suggest people from minority ethnic backgrounds are more likely to use a bike to travel to work or education (58% vs. 28% on average across Scotland). However, due to the small sample size of the boost sample, differences between these samples should be treated with caution.

Q3: For each of the means of travel you use, please tell me what types of journey you use it for?

What types of journey do you use it for? – Bike/electric bike



Base (all bike/electric bike) 2023 main: 156; 2023 ME boost 26



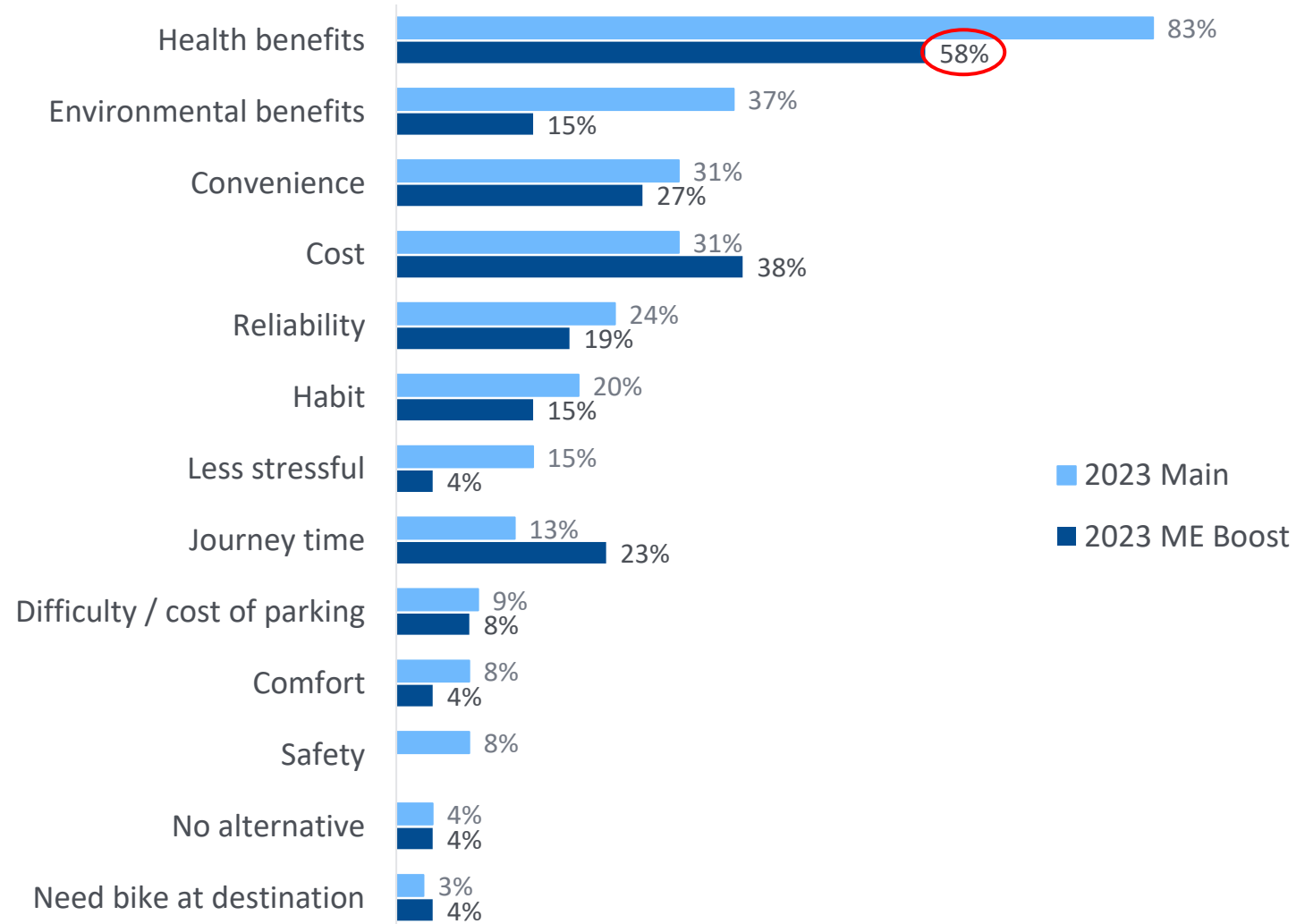
Transport choices

Reasons

- As for the reasons for using a bike for journeys, health benefits (58%) and cost (38%) were the two main reasons people from minority ethnic backgrounds travel this way.
- Notably, cost was the fourth-most common reason for travelling for journeys by bike among the Scottish public on average, giving some indication that cost is a more important factor for people from minority ethnic backgrounds. Again, due to the small sample size of the boost sample, differences between these samples should be treated with caution.

Q2: For each of the means of travel you use, please tell me why you travel this way?

Why do you travel this way? – Bike/electric bike



Base (all bike/electric bike) 2023 main: 156; 2023 ME boost 26



Journey types and reasons for travelling (via other modes of transport)



Journey types

- People from minority ethnic backgrounds tended to use each other mode of transport to travel to the nearest city/town centre. This journey type was the most common journey type among those who travel by bus (74%) car or van (78%) and train (69%). Those who walk were most likely to use that mode of travel for local journeys (91%).
- In terms of differences between people from minority ethnic backgrounds and the average across Scotland, minority ethnic people were more likely to use the bus to travel to work or education (55% vs. 38% on average). They were also more likely to use the car/van to take children to school or nursery (29% vs. 16% on average).

Reasons for travelling

- There were different main reasons that people from minority ethnic backgrounds choose to travel for journeys via various modes of transport. The main reason for travelling by bus was due to there being no alternative (42%), for car/van travel it was convenience (59%), for walking it was health benefits (52%), and for train travel it was journey time (61%).
- Differences between people from minority ethnic backgrounds and the average across Scotland were widespread but there was no fixed pattern. They were less likely to use the bus for various reasons, including convenience (38% vs. 50% on average) and safety (3% vs. 8%); but more likely to use a car/van due to things like comfort (51% vs. 39% on average) and because it is less stressful (34% vs. 24%).

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Cycling behaviours

Cycling behaviours

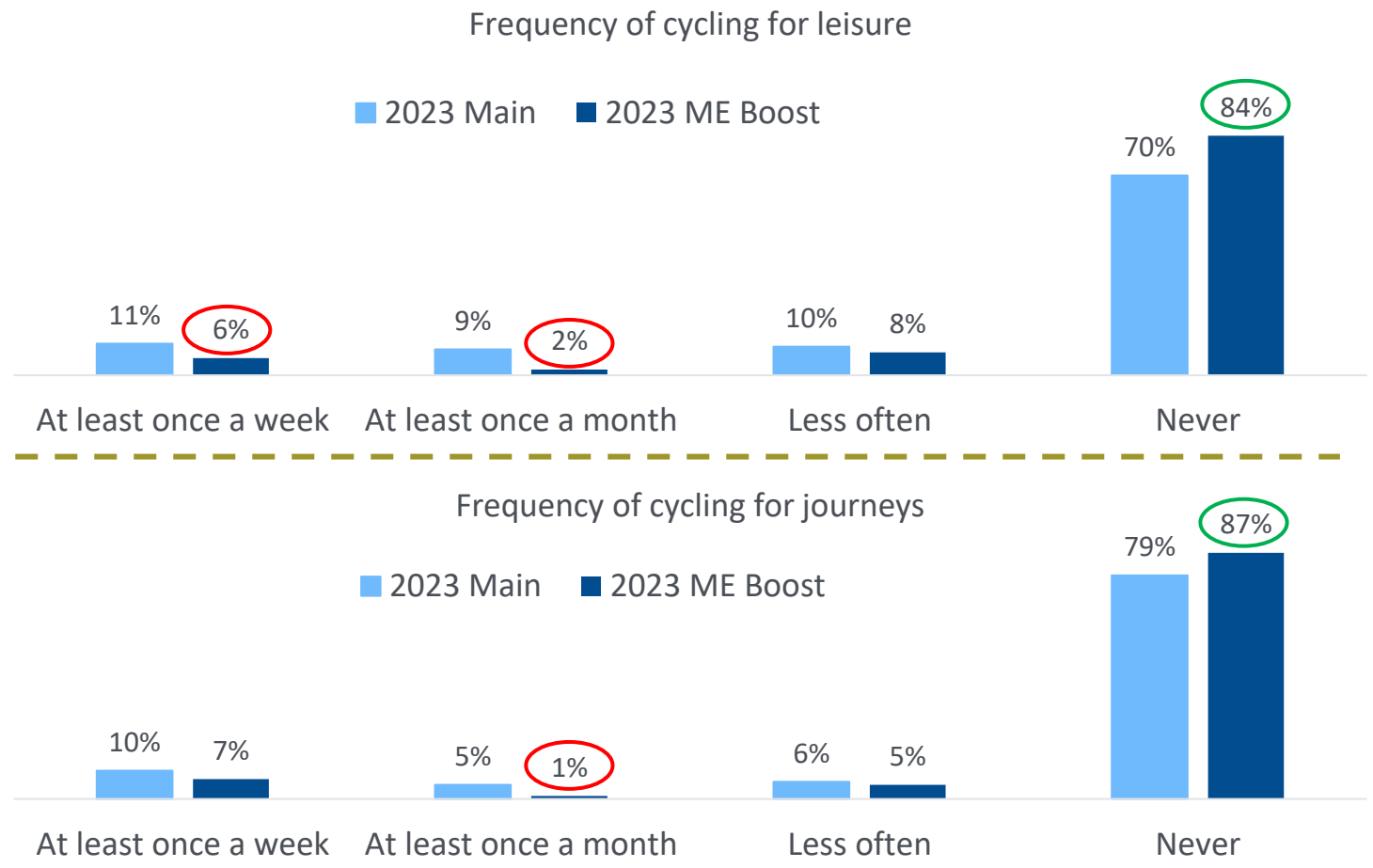
Frequency

- As well as being less likely to cycle for journeys, people from minority ethnic backgrounds were also less likely to cycle for leisure (84% reported they never cycle for leisure vs. 70% of people in Scotland on average).
- Overall, one in five (19%) people from minority ethnic backgrounds ever cycle (either for leisure or for journeys). Again, this was significantly lower than the population in Scotland on average (32%). This appears to be driven mainly by the larger proportion of frequent cyclists (i.e., those who cycle at least a few times a month) in the general population (19% vs. 8% of people from minority ethnic backgrounds who fall into this group).



Minority ethnic people were less likely to ever cycle – either for leisure or journeys

Total proportion who ever cycle:
 2023 main sample – 32%
 2023 ME boost sample – 19%



Q1: How often do you use the following modes of transport for journeys? Q5: How regularly do you tend to cycle for leisure or sport?

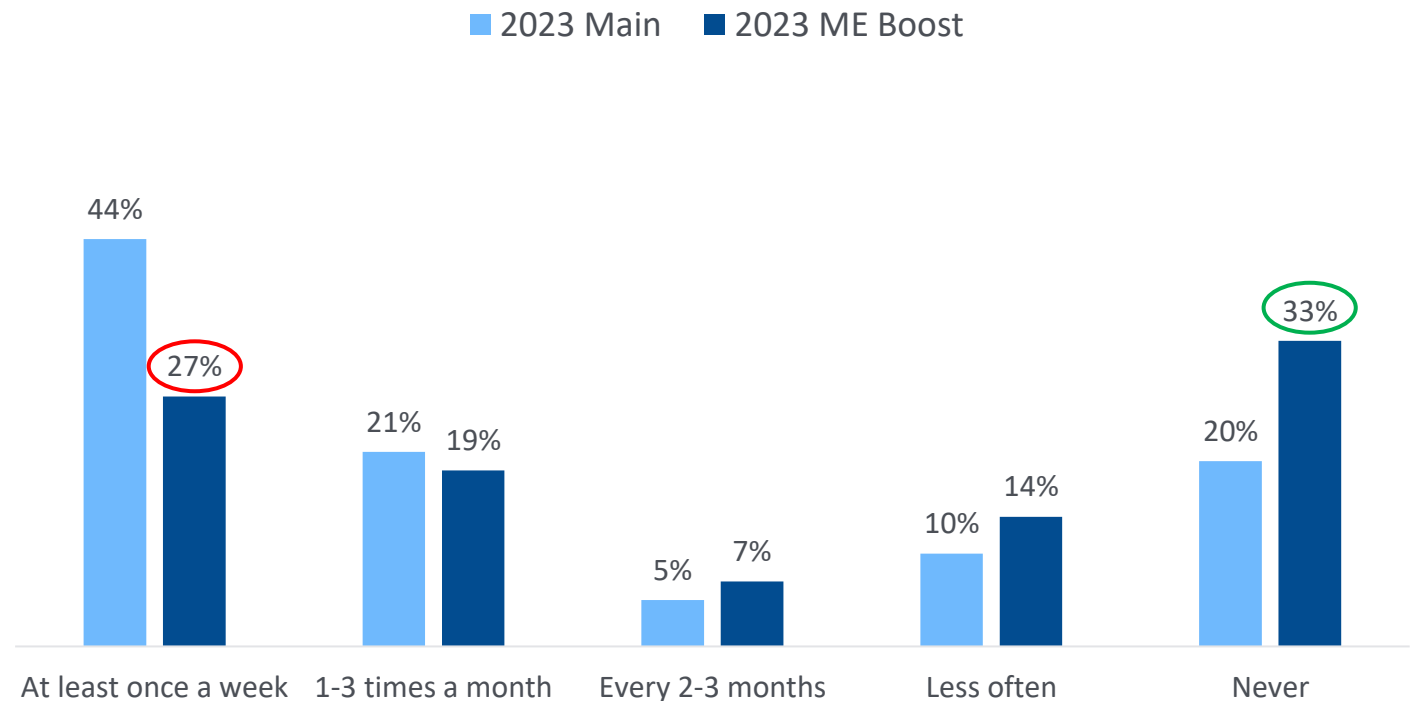
Cycling behaviours


Frequency of child cycling

- Compared with the average across Scotland, people from minority ethnic backgrounds with children aged 6-15 years old were less likely to report that their children cycle (33% reported their children never cycle vs. 20% across Scotland on average).
- Again, the discrepancy between both groups was most pronounced when it came to the proportion reporting their children cycle very frequently – at least once a week (27% of minority ethnic parents reported this, compared with 44% across Scotland on average).
- Around half (47%) of children aged 11 or older from minority ethnic backgrounds had participated in Bikeability training – due to the small sample, no comparisons with the main sample have been made.

Q15: How often does your child tend to cycle, either for fun or for getting to school, friends' houses, etc.? Q16: Has your child/children aged 11 or older ever received any cycle training at school? This may have been called Bikeability training.

As with adults' cycling behaviours, children of minority ethnic parents were less likely to cycle than average



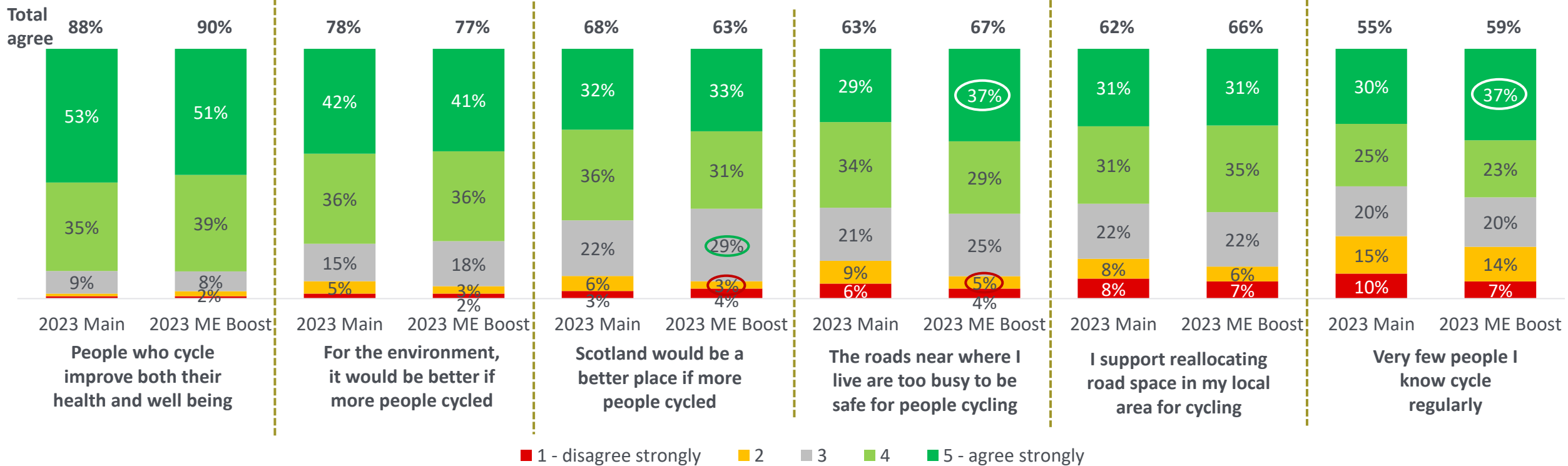
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Attitudes to cycling

Attitudes to cycling



People from minority ethnic backgrounds were more likely to strongly agree that the roads near where they live are too busy for cycling

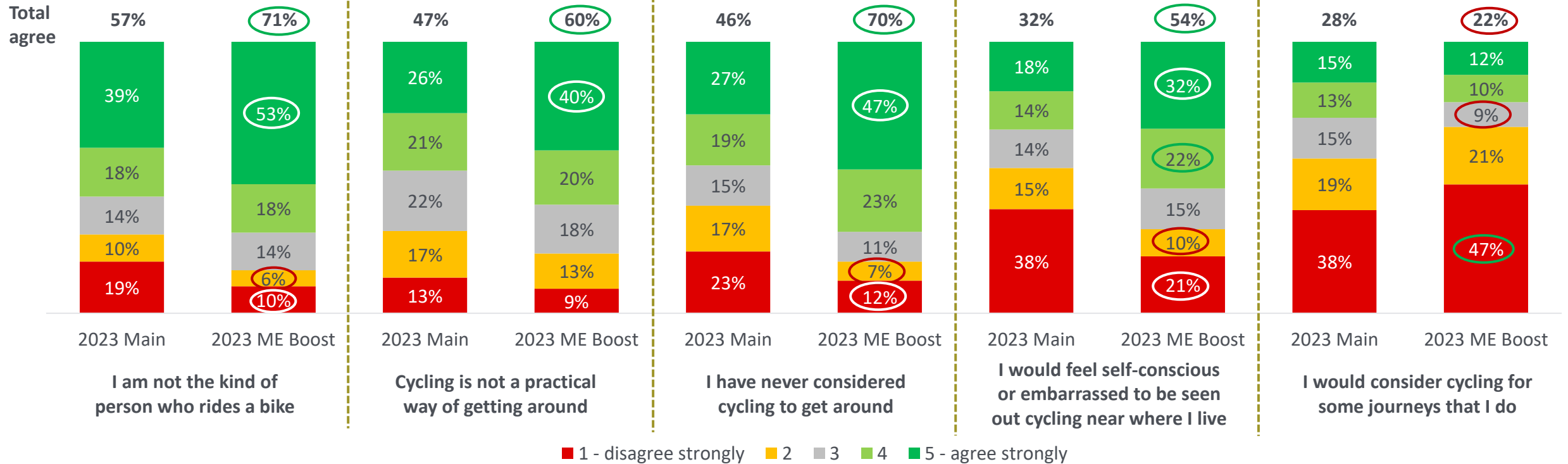


- Results around these attitude statements indicate that people from minority ethnic backgrounds are *just as likely* as the average person in Scotland to agree about the key benefits of cycling (e.g., that it is good for the environment, that Scotland would be a better place). However, they are *more likely* to agree about some of the barriers, with higher proportions strongly agreeing that the roads near where they live are too busy for people cycling (37% vs. 29% of people on average in Scotland) and very few people they know cycle regularly (37% vs. 30%).

Attitudes to cycling



People from minority ethnic backgrounds were more likely agree with all these barriers, most strikingly that they have never considered cycling to get around



- Regarding the statements on this chart, the views of people from minority ethnic backgrounds deviated more strongly from the general population on average. They were considerably more likely to agree/disagree with each statement, suggesting these less widespread barriers – from the perspective of the average person in Scotland – remain more substantial barriers for minority ethnic people. For instance, over two-thirds (70%) of people from minority ethnic backgrounds agreed that they have never considered cycling to get around, compared with less than half (46%) of people across Scotland on average. They were also less likely to agree they would consider cycling for some journeys they do (22% vs. 28% on average).
- There was also a strong difference by gender in relation to feeling embarrassed to cycle, with women from minority ethnic backgrounds considerably more likely to agree with this (70% vs. 38% of men). Although the base sizes involved were small, indicative findings suggest that older people from minority ethnic backgrounds are also more likely to agree with this.

Q4: For each statement I'd like you to tell me how much you agree or disagree with that statement.

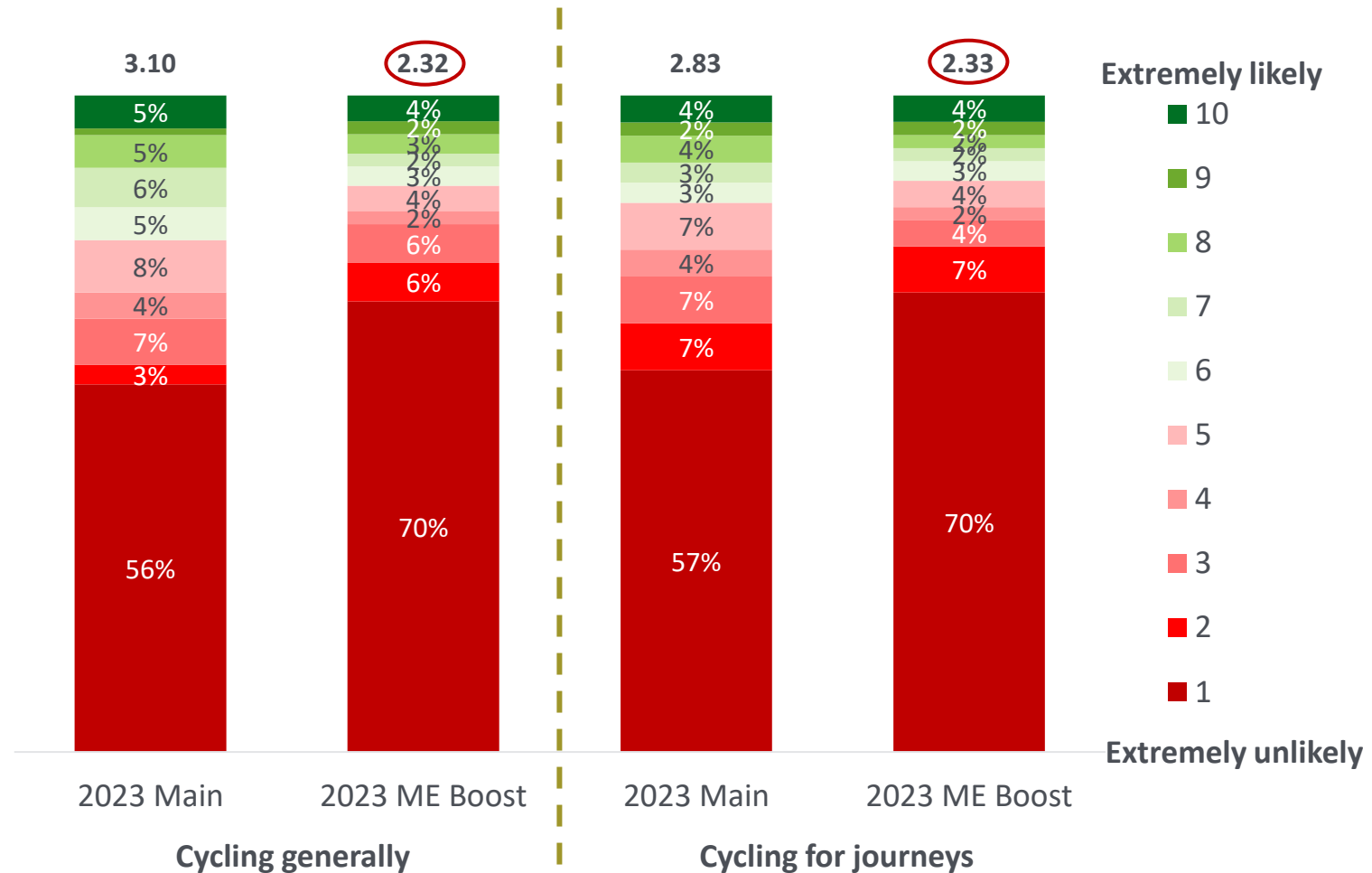
Please provide a mark out of 5, where 5 is strongly agree and 1 is strongly disagree.

Attitudes to cycling

Propensity to increase cycling

- Most (70%) people from minority ethnic backgrounds reported they are extremely unlikely to increase the amount of cycling they do in the next few years (both generally or for journeys).
- And compared with the general population in Scotland, as an average score, they were less likely to be considering increasing the amount of cycling they do, both generally (2.32 vs. 3.10 for the general population) and for journeys (2.33 vs. 2.83). The disparity between both groups was more pronounced for cycling generally.

People from minority ethnic backgrounds are less likely to consider increasing the amount of cycling they do in the future



Q7/8: On a scale of 1 to 10, where 1 is extremely unlikely and 10 is extremely likely, how likely are you to: (Labels <2% not shown.)
 - increase the amount of cycling you do generally in the next 2-3 years?
 - increase the amount of cycling you do for journeys next 2-3 years?

Attitudes to cycling

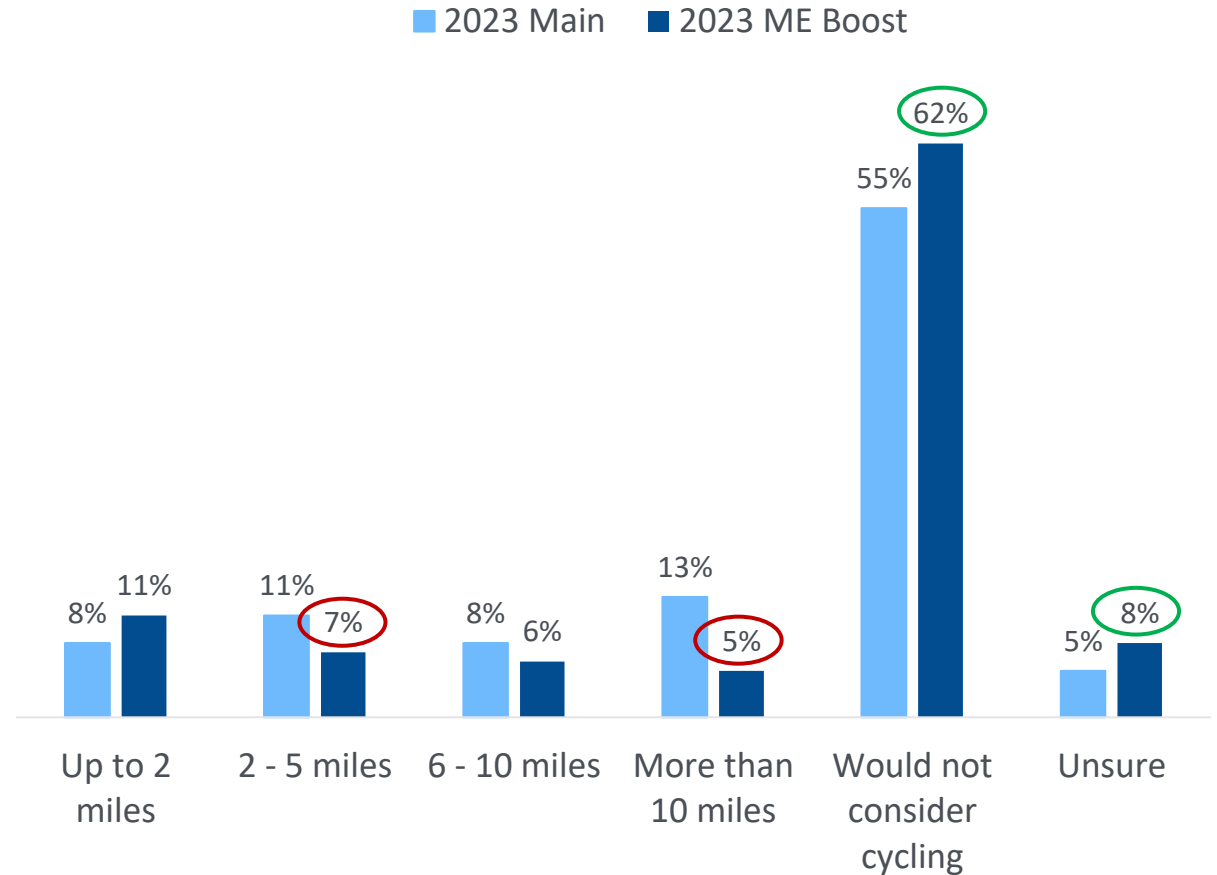
Distance willing to cycle

- When asked about the furthest distance they would consider cycling, nearly two-thirds (62%) of people from minority ethnic backgrounds reported they would not consider cycling. This was higher than the proportion who reported this on average across Scotland (55%).
- They were also less likely to consider cycling longer distances – only 5% would consider cycling more than 10 miles (compared with 13% on average across Scotland).

Q6: What is the furthest distance you would consider cycling in a single trip?

People from minority ethnic backgrounds were more likely to not consider cycling

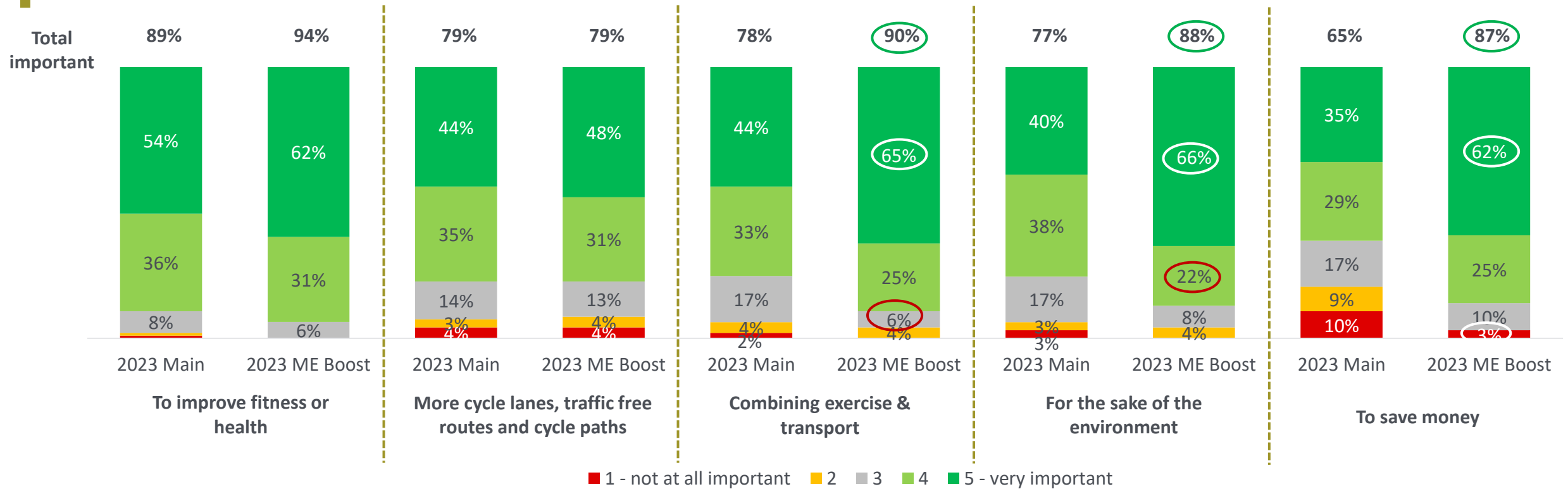
progressive



Attitudes to cycling



People from minority ethnic backgrounds were more likely to report that many of these factors would be important in encouraging them to cycle more often

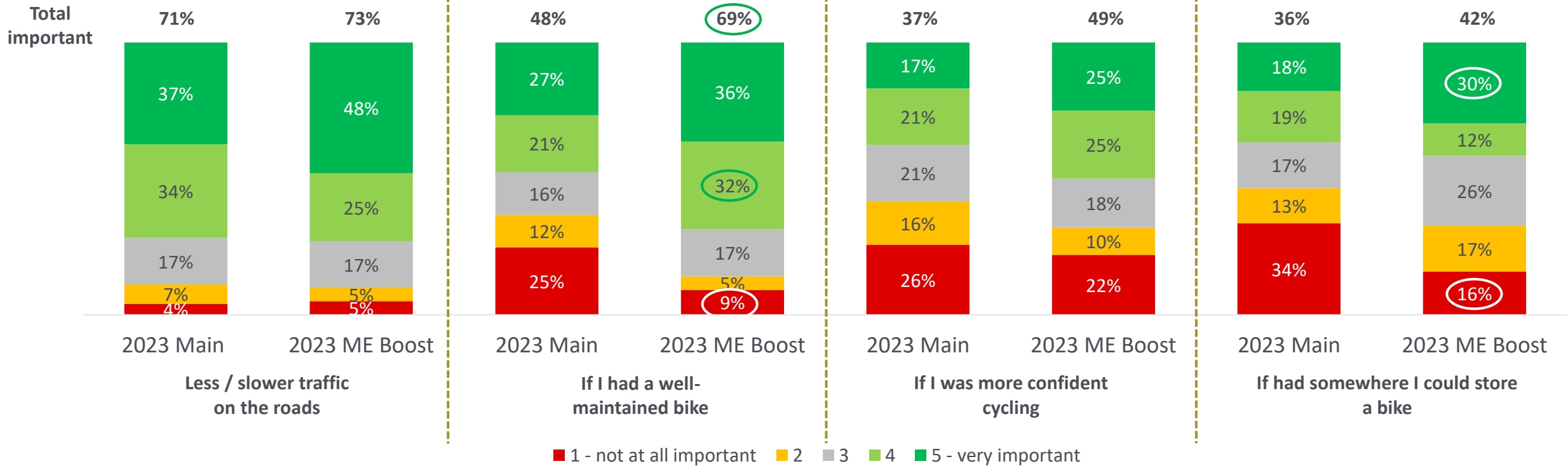


- For people from minority ethnic backgrounds, four factors would be most important in terms of encouraging them to cycle more often: to improve fitness or health (94%), to combine exercise and transport (90%), for the sake of the environment (88%) and to save money (87%). Three of these factors (i.e., all excluding to improve fitness or health) were more likely to be important for people from minority ethnic backgrounds than for the average person in Scotland – most strikingly in terms of saving money (only 65% of people across Scotland reported this would be important).

Attitudes to cycling



People from minority ethnic backgrounds were more likely to consider having a well-maintained bike important in encouraging them to cycle more often for journeys



- As with the general population on average, people from minority ethnic backgrounds were generally less likely to consider these factors to be important in encouraging them to cycle. However, they were more likely to consider having a well-maintained bike to be important (69% vs. 48% among the general population). They were also more likely to consider having somewhere to store a bike as very important (30% vs. 18% among the general population).

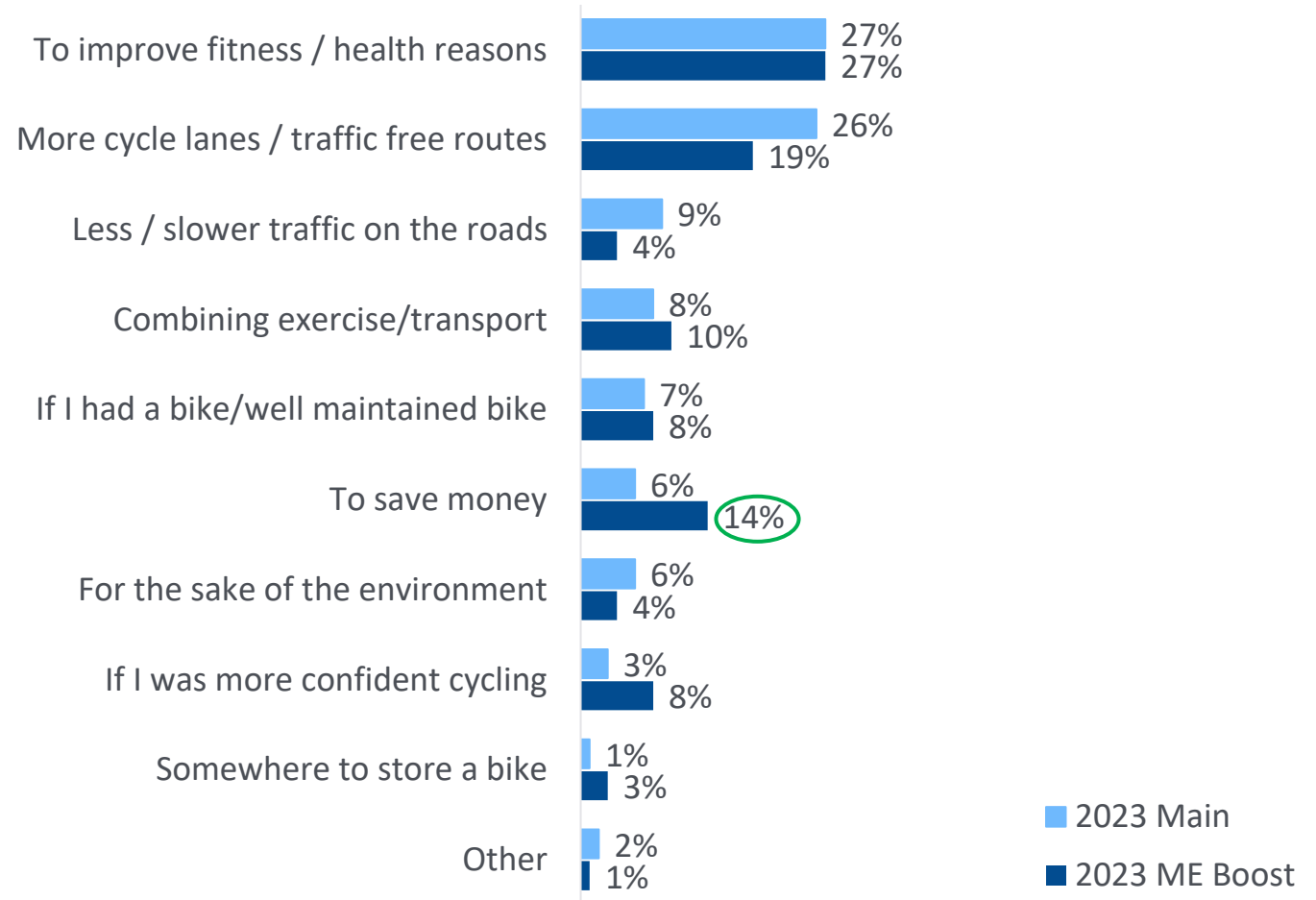
Attitudes to cycling

Key motivation to cycle

- Looking at the most important factors overall, people from minority ethnic backgrounds considered improving fitness (27% selected this) and more cycle lanes (19% selected this) to be the things most likely to encourage them to cycle or cycle more often for journeys. These two factors were also the most-commonly chosen things for the general population, suggesting views of both groups align on this issue.
- However, reinforcing findings from earlier in the report, a larger proportion of people from minority ethnic backgrounds considered saving money to be the most important factor (14% vs. 6% of the general population on average).

Q10: What would be the one main factor that would encourage you to cycle or cycle more often for journeys?

People from minority ethnic backgrounds considered improving fitness and more cycle lanes to be the main factors than would encourage them to cycle



Base (all who score 3 or more for propensity to cycle – Q7/Q8), 2023 main: 424; 2023 ME boost: 77 25

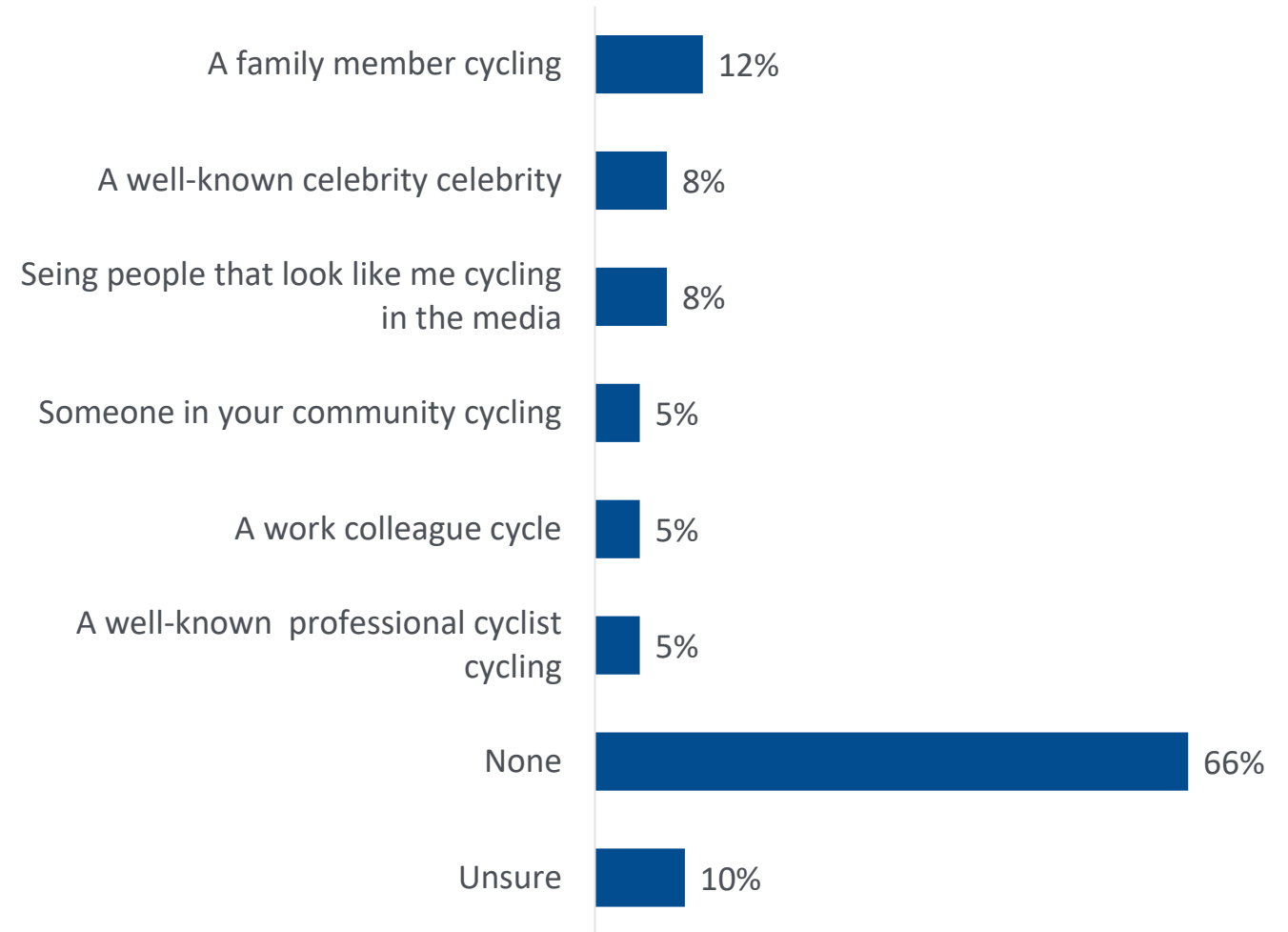
Attitudes to cycling

Being inspired to cycle

- Despite most (66%) people from a minority ethnic background reporting that nothing would encourage/inspire them to take up cycling or to cycle more often, a family member cycling would be the thing that would encourage them most commonly (12% selected this), followed by a well-known celebrity cycling (8%) or seeing someone in the media that looks like them cycling (8%).

Q17: Which of the following would be likely to encourage or inspire you to take up cycling or cycle more often?

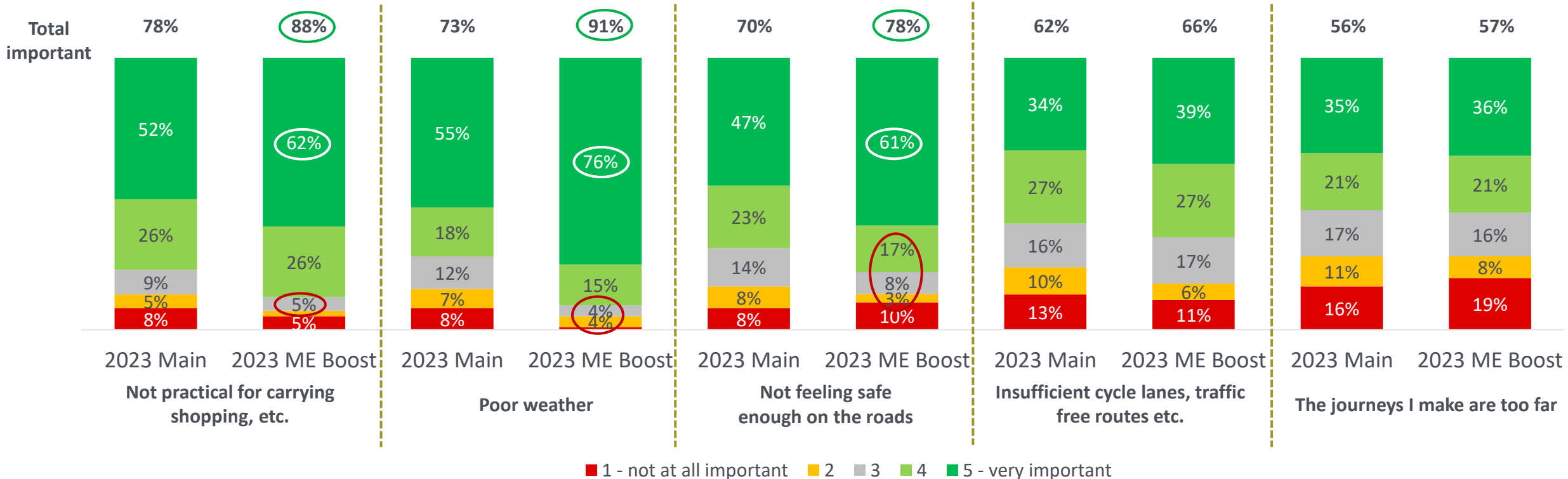
For most people from a minority ethnic background nothing would encourage/inspire them to take up cycling



Attitudes to cycling



Many of these most common barriers were more important to people from minority ethnic backgrounds – with poor weather a particularly prominent barrier

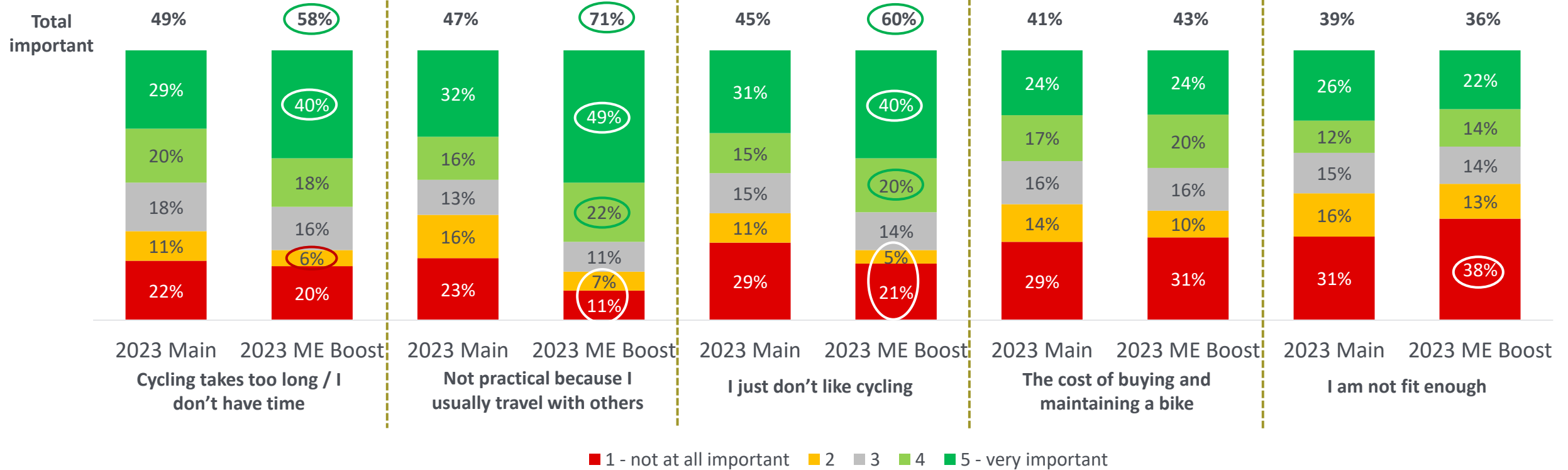


- People from minority ethnic backgrounds considered two key factors to be most important in preventing them from cycling more for journeys: poor weather (91% considered this important) and practicality issues in terms of carrying items like shopping/luggage etc. (88%). These were also the two most important factors for the general population (78% and 73%, respectively), but they were noticeably more prominent among minority ethnic people (i.e., the drop-off between these factors and the next-most important was larger). People from minority ethnic backgrounds were more likely than average to consider these two factors and not feeling safe on the roads (78% vs. 70% for the general population) to be important in preventing them from cycling more for journeys.

Q11: I am going to read out a list of factors that some people have said puts them off or prevents them from cycling for journeys. For each factor, please tell me how important it is to you in preventing you from cycling more for journeys. (Labels <2% not shown.)

Attitudes to cycling

Again, many of these slightly less common barriers were more important to people from minority ethnic backgrounds

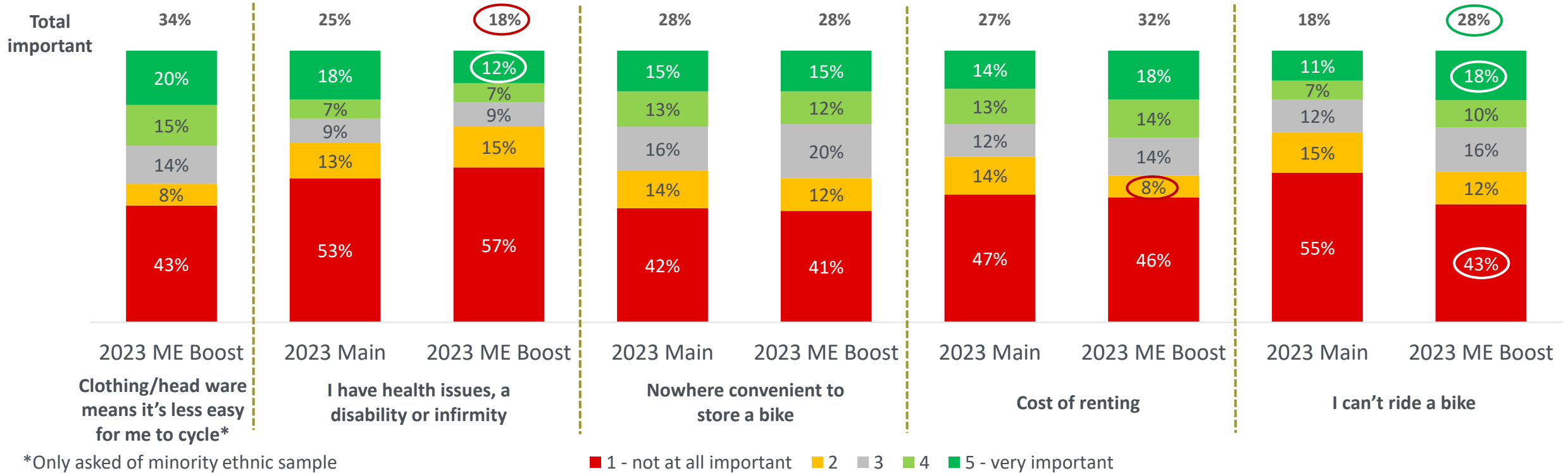


- Following the pattern from the previous chart, people from minority ethnic backgrounds were more likely than average to consider many of these slightly less common barriers to be important in preventing them from cycling more for journeys. Most notably, cycling not being practical because of travelling with others with the fourth-most common barrier for this group (selected by 71%) whereas among the general population it was the sixth-most common barrier (selected by 47%). Conversely, not being fit enough was not at all important for more people from minority ethnic backgrounds (38% vs. 31% among the general population) – giving some indication that current fitness levels is less of an issue for this group in general.

Attitudes to cycling



There were fewer differences regarding these least common barriers – but not being able to ride a bike was a more important barrier to minority ethnic people



- Generally speaking, these least common barriers to cycling were equally important to people from minority ethnic backgrounds and the general population with two notable exceptions: having a health issue/disability (which was a more prominent factor for the general population – 25% considered it to be important vs. 18% of people from minority ethnic backgrounds) and not being able to ride a bike (which was a more prominent factor for people from minority ethnic backgrounds – 28% considered it to be important vs. 18% among the general population).

Attitudes to cycling

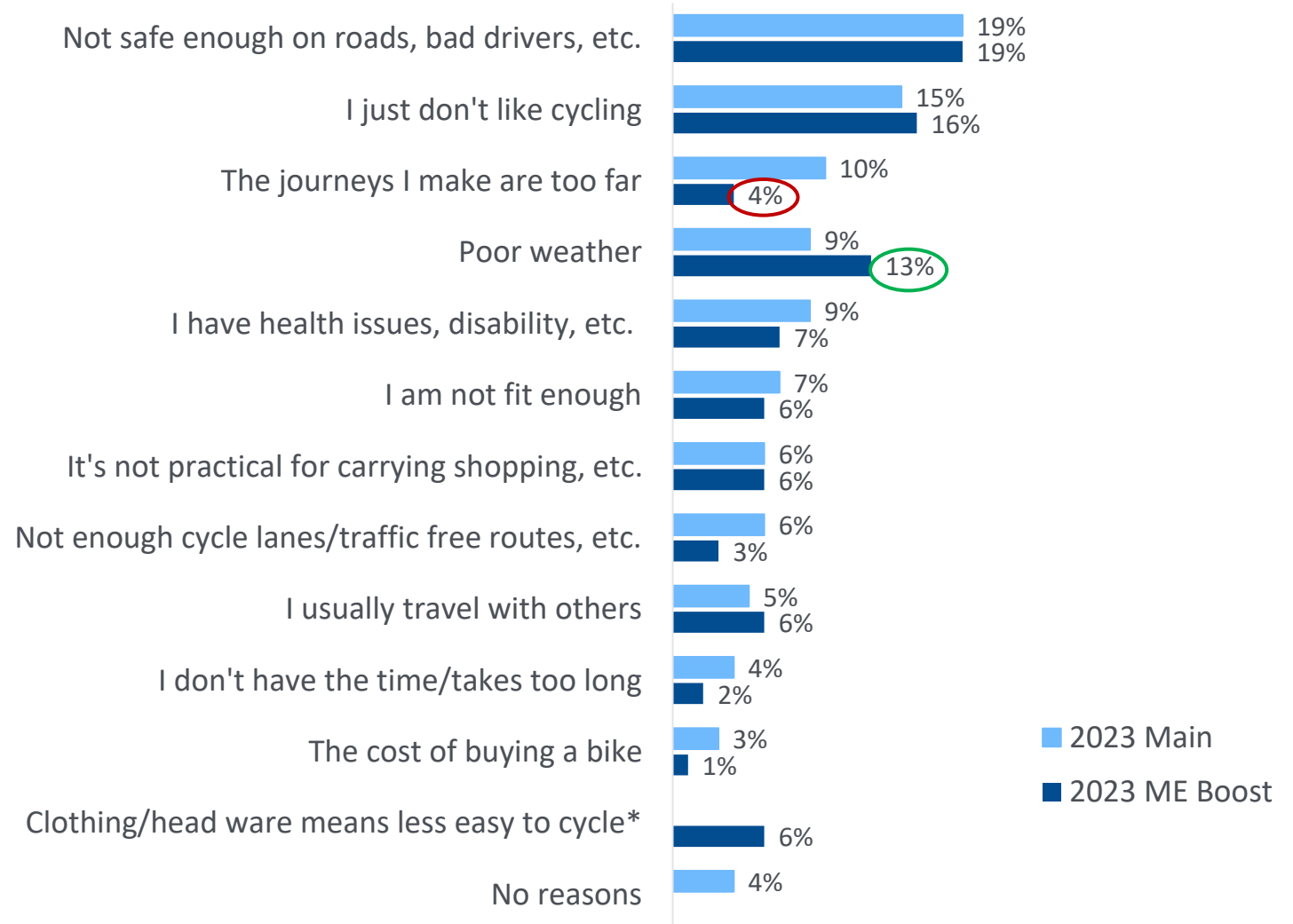
Key barrier to cycling

- When it came to giving the one main barrier to cycling, the pattern in response was similar for people from minority ethnic backgrounds and the general population as a whole. The most common main reason for both groups was not feeling safe enough on the roads (19% reported this), and not liking cycling was the second-most common reason (16% for people from minority ethnic backgrounds vs. 15% for the general population on average).
- However, ethnic minorities were more likely to cite poor weather as the one main for not cycling more often for journeys (13% vs. 9% on average in the general population).

Q12: What would be the one main reason that you do not cycle / do not cycle more often for journeys? (Codes <3% not shown.)



Not feeling safe enough on the roads was the most common main reason people from minority ethnic backgrounds do not cycle more often



*Only asked of minority ethnic sample

Base (all) 2023 main: 1020; 2023 ME boost: 306 30

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Segmentation analysis

Segmentation analysis

Defining characteristics



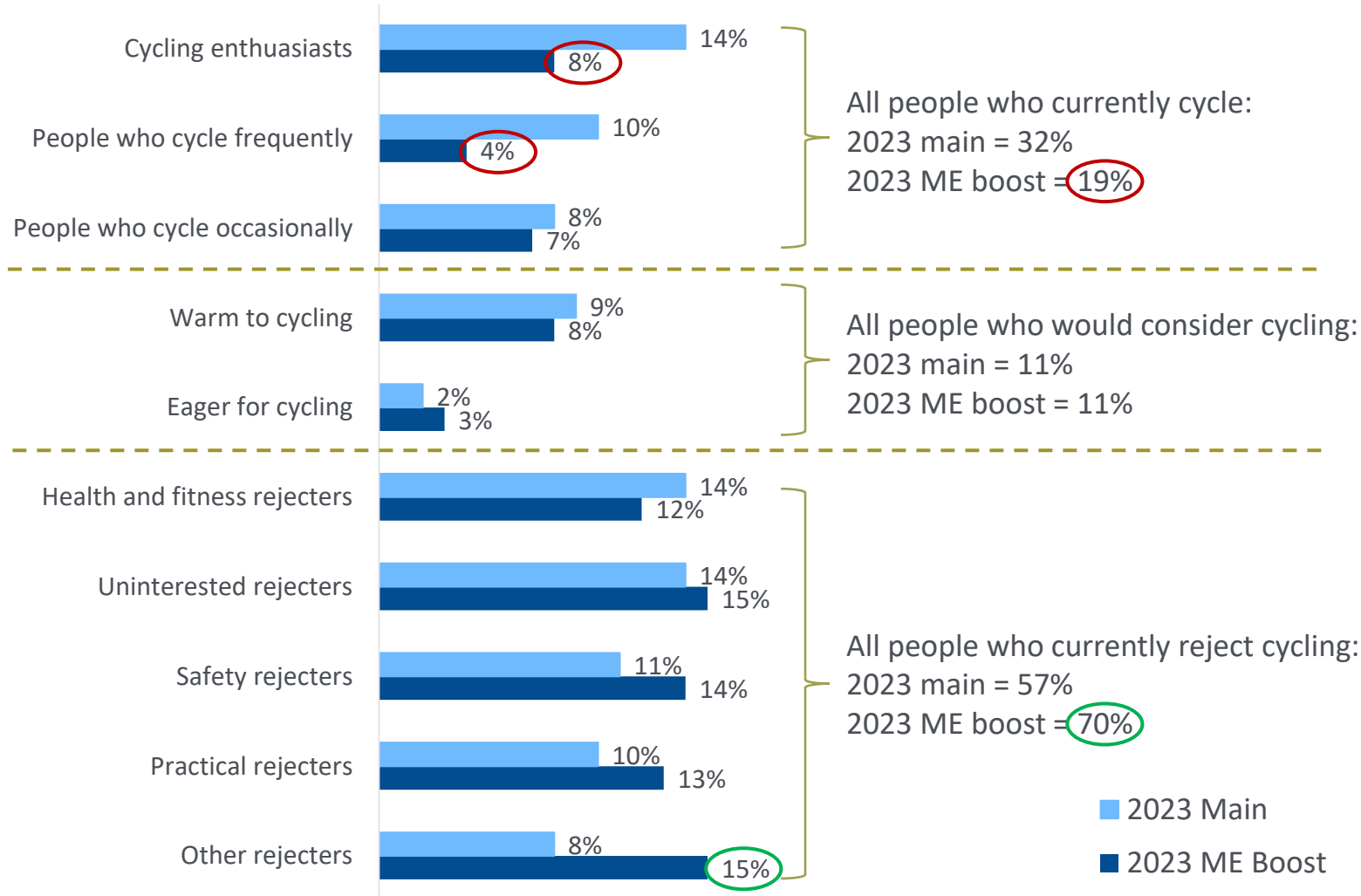
- Segmentation analysis was conducted in previous waves to provide insight into groupings in the population in relation to attitudes to cycling.
- The segmentation model was based on: Q1d – frequency of cycling for transport; Q5 – frequency of cycling for leisure; Q7 – propensity to cycle more in the future generally; Q12 – main reason for not cycling more.
- Ten segments were developed based on these questions. This model has also been applied to the 2023 data.

Segment	Defining characteristics
Cycling Enthusiasts	Cycle for transport or leisure <u>at least</u> once a week
People who cycle frequently	Cycle for transport or leisure <u>less than</u> once a week but <u>more than</u> once every 3 months
People who cycle occasionally	Cycle for transport or leisure <u>less than</u> once every three months
Total	All people who cycle
Eager to cycle	Currently never cycle, but <u>high propensity</u> to cycle in next 2 to 3 years
Warm to cycling	Currently never cycle, with <u>moderate propensity</u> to cycle in next 2 to 3 years
Total	All who would consider cycling
Safety Conscious Rejecters	Currently never cycle, no intention to cycle in next 2 to 3 years, safety concerns are the main reason
Health and fitness-based Rejecters	Currently never cycle, no intention to cycle in next 2 to 3 years, health is the main reason
Uninterested Rejecters	Currently never cycle, no intention to cycle in next 2 to 3 years, just don't like cycling
Practical Rejecters	Currently never cycle, no intention to cycle in next 2 to 3 years, practical issues are the main reason
Other Rejecters	Currently never cycle, no intention to cycle in next 2 to 3 years for a variety of reasons
Total	All who currently reject cycling

Segmentation

- Reiterating findings earlier in the report, people from minority ethnic backgrounds were less likely to be cycling enthusiasts (8%) or frequent cyclists (4%) than the average person in Scotland (13% and 10%, respectively).
- However, they were generally no more likely to be any one kind of rejector, although rejecting for other reasons was more common among this group (15% vs. 8% across the general population – which is most likely the result of the impact of clothing/head ware on how easy it is to cycle). Seven in 10 (70%) people from minority ethnic backgrounds rejected cycling overall.
- Please note – due to the smaller sample size among the minority ethnic audience, some of the segments are relatively small, meaning differences should be treated with caution.

People from minority ethnic backgrounds were more likely to reject cycling for other reasons



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Summary and conclusions

Summary and conclusions

Bike ownership and levels of cycling are considerably lower among people from minority ethnic backgrounds

- People from minority ethnic backgrounds are less likely to ever cycle (19%) and their children are less likely to cycle (67%) than the general population.
- However, people from minority ethnic backgrounds are just as likely to have somewhere convenient and safe to store a bike.

Attitudes to cycling are generally less positive among people from minority ethnic backgrounds

- People from minority ethnic backgrounds were generally more likely to agree with negative statements about cycling, such as it not being a practical way of getting around, that they'd feel embarrassed to be seen cycling near where they live and that they are not the kind of person that rides a bike.
- This group also generally had a lower propensity to cycle in the future.
- However, people from minority ethnic backgrounds were more likely to report various factors as important in encouraging them to cycle more often.

Thank you

The logo for Progressive Partnership, featuring the word "progressive" in a white, lowercase, sans-serif font inside a solid olive-green circle.

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Appendix I

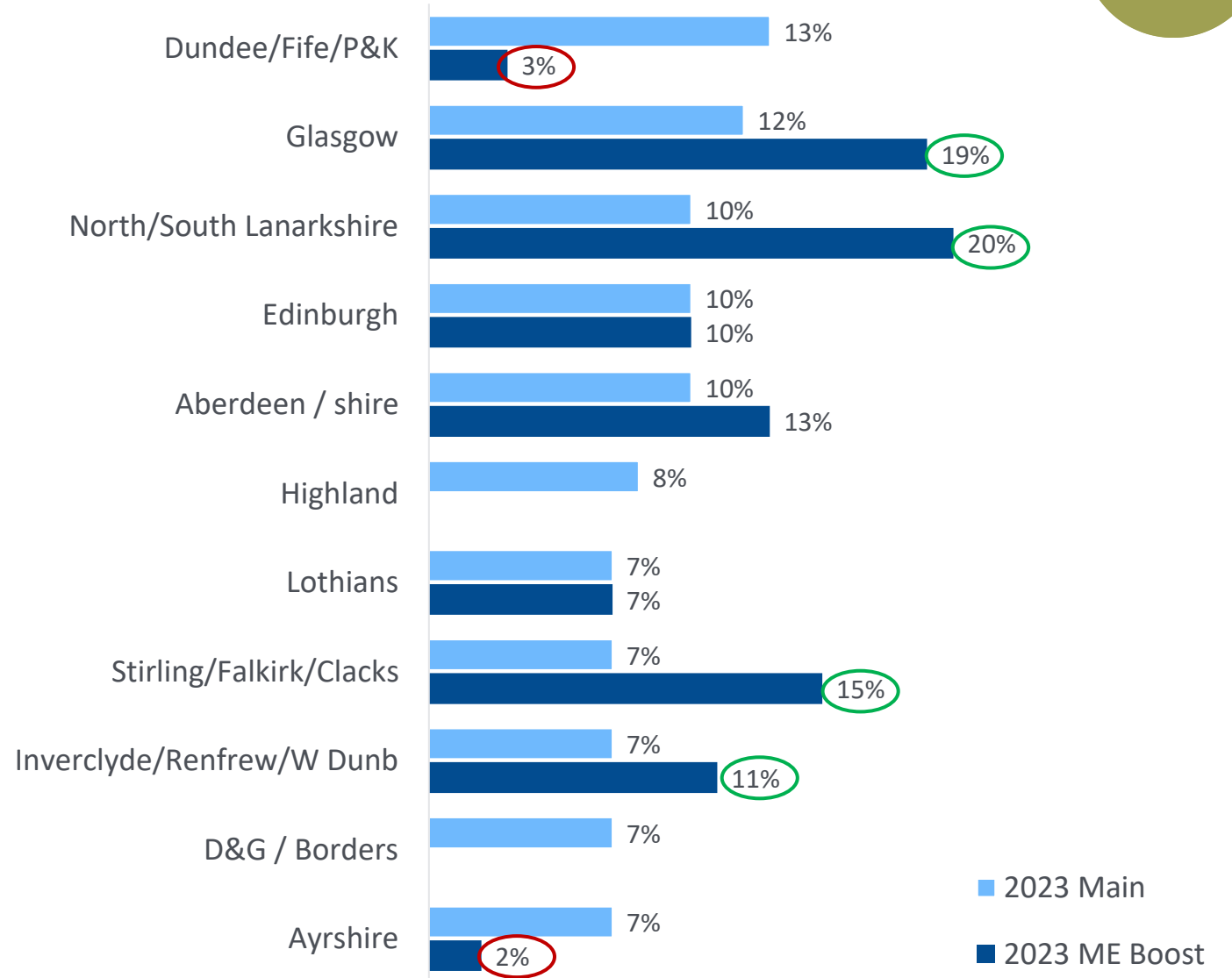
- Sample profile

Sample profile

Location

- Reflecting the distribution of people from minority ethnic backgrounds in the population, the sample for this audience was more likely to be collected from the following local authorities than for the general population:
 - North/South Lanarkshire (20% vs. 10%);
 - Glasgow (19% vs. 12%);
 - Stirling (15% vs. 7%); and
 - Inverclyde (11% vs. 7%).

Local authority



Sample profile

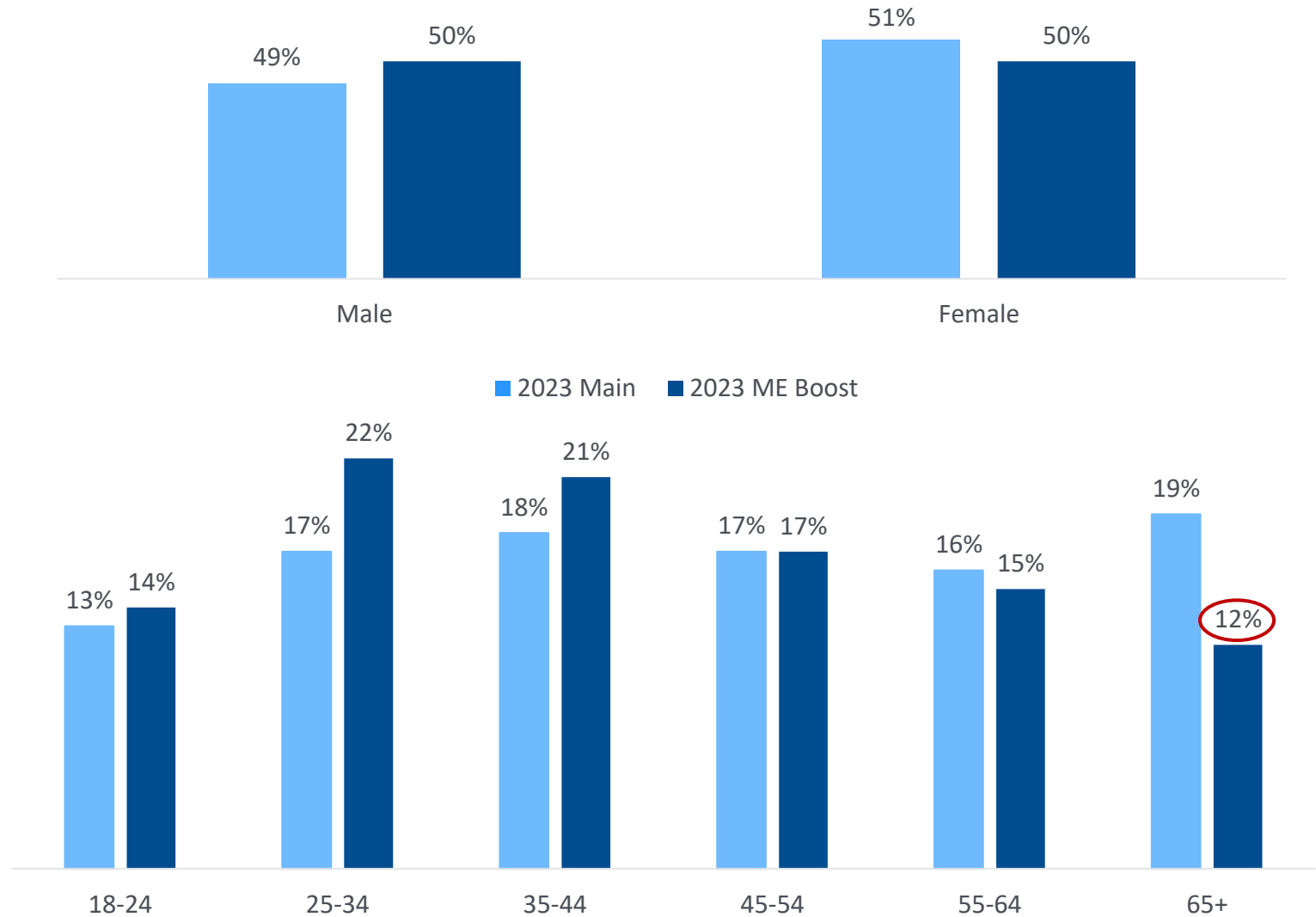
Age and gender

- Quotas were set on age and gender to broadly reflect national Scottish statistics – the same quotas were set for both the general population and minority ethnic boost.
- The sample has been evenly split between men and women and a representative spread of age groups was also included – over 65s were slightly underrepresented in the minority ethnic boost (12% vs. 19% in the general population).

Note: men/males include trans men and women/females include trans women.



Age and gender



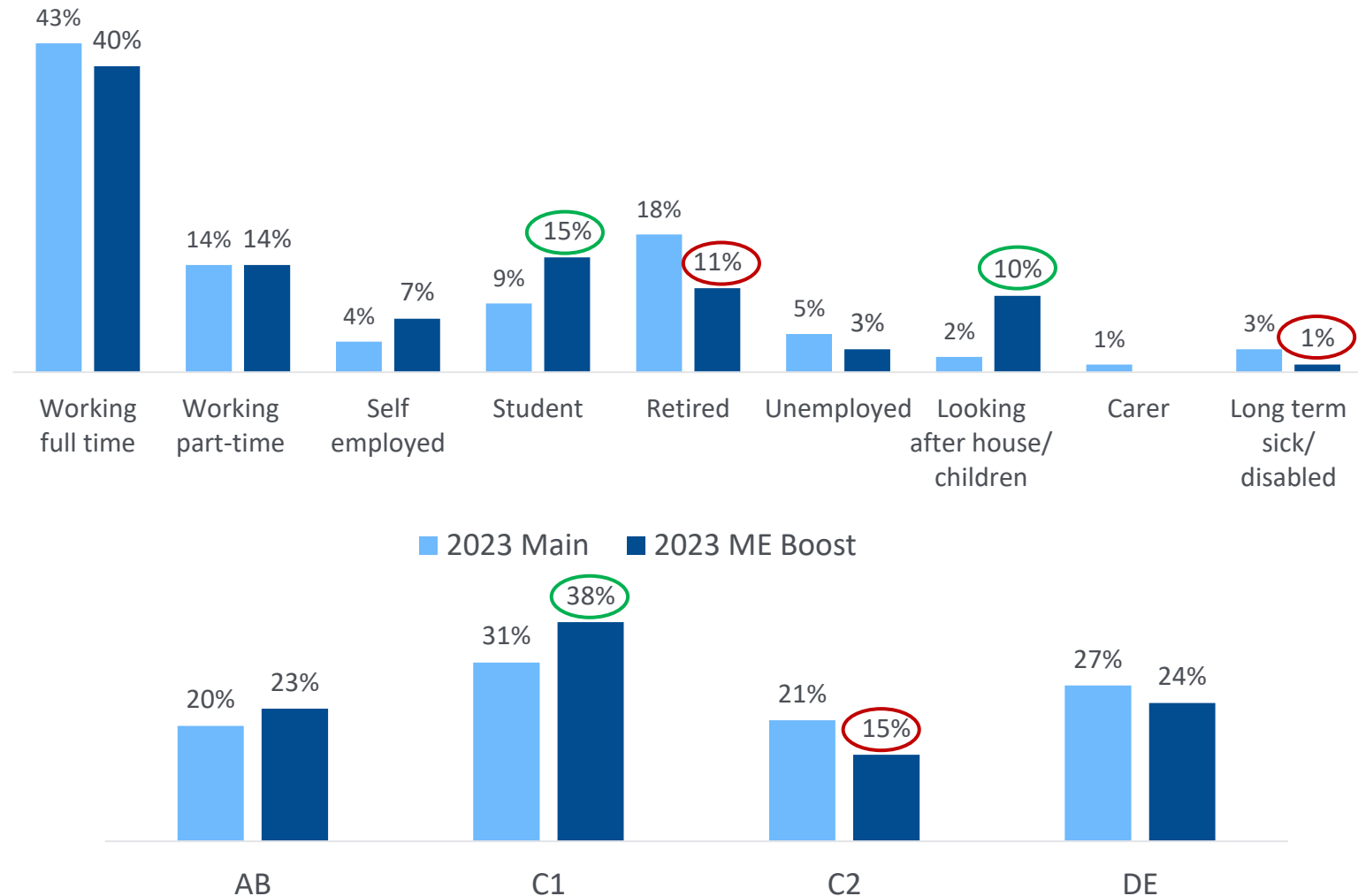
Sample profile

Socio-economic

- Quotas were also set on socio-economic group – 50% ABC1; 50% C2DE. Working status was left to natural fall out.
- The final minority ethnic boost sample slightly overrepresented the C1 group (38% vs. 31% in the general population sample) and underrepresented the C2 group (15% vs. 21% in the general population sample) – this is likely to be the result of a larger proportion of students in the minority ethnic sample and a lower proportion of retirees (which itself is reflected in the age profile of the minority ethnic audience).



Working status and SEG



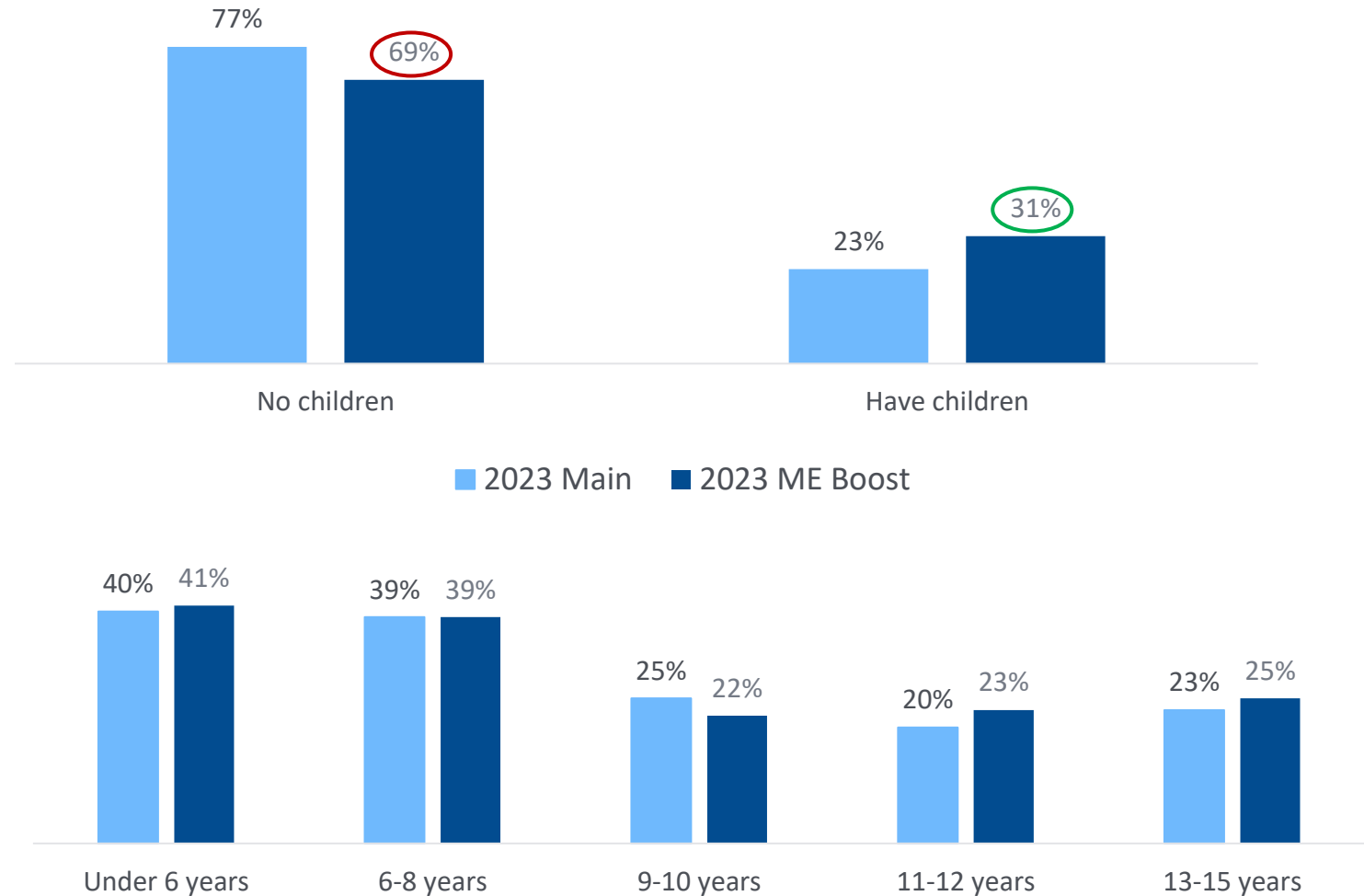
Sample profile

Children

- Around one quarter (23%) of respondents in the general population had children under 16 years old in the household. This rose to nearly a third (31%) of respondents from minority ethnic backgrounds – again something likely to reflect the age profile of both audiences.
- Both samples had a similar mix of parents with children in different age groups as previous years.



Children in household



Base (all) 2023 main: 1020; 2023 ME boost: 306
 Base (all with children) 2023 main: 231; 2023 ME boost: 96

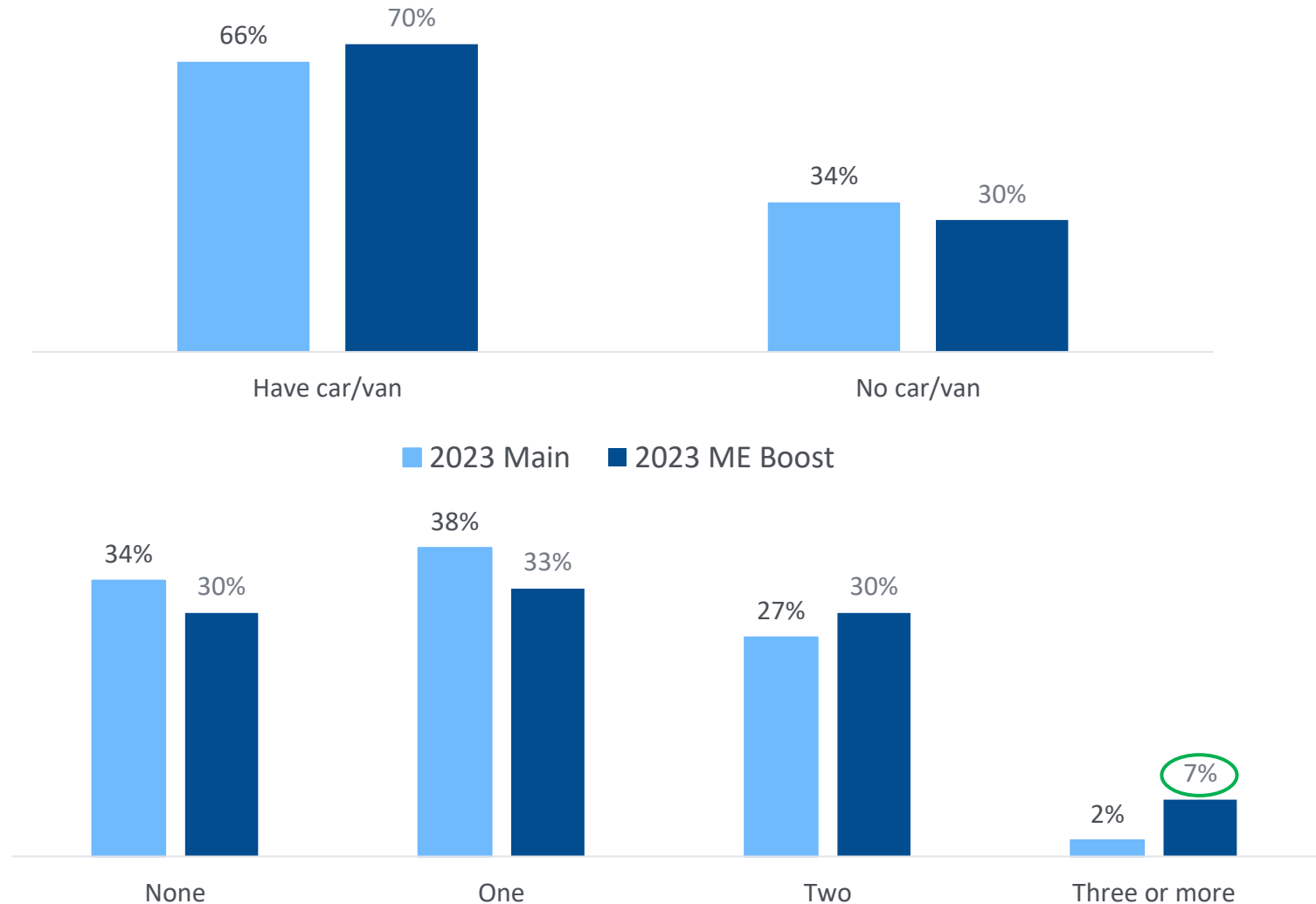
Sample profile

Car ownership

- Similar proportions (66% among the general population; 70% among people from minority ethnic backgrounds) reported having access to a car or van in the household in 2023. However, people from minority ethnic backgrounds were more likely to have three or more cars (7% vs. 2% among the general population).



Cars/vans in household



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Appendix II

– Technical appendix

Technical appendix

Quantitative: method and sampling

The data for the minority ethnic boost was collected by face-to-face CAPI interviews.

The target group for this research study was a representative sample of people from minority ethnic backgrounds that live in Scotland. The variables used to define the sample as representative of the target group were age, gender, SEG.

The sample type was non-probability. Respondents were selected using a purposive sampling technique, where interviewers identified people from the target audience in the street and invited them to take part in the interview.

The target sample size was 300 and the final achieved sample size was 306. The reason for the difference between these two samples was to allow for slight overage (in case sample was removed following data quality checks).

Fieldwork was undertaken between 30th October and 14th November 2023.

The sample provides a robust and representative sample of the population when compared to Census 2021/2011 statistics (as not all 2021 data has been released at this point).

In total, 12 interviewers worked on data collection.

Each interviewer's work is validated as per the requirements of the international standard ISO 20252. Validation was achieved by re-contacting (by telephone or email) a minimum of 10% of the sample to check profiling details and to re-ask key questions from the survey. Where telephone details were not available re-contact may have been made by post. All interviewers working on the study were subject to validation of their work.

The final data set was not weighted as the targets by age, gender and SEG were met.

Quota controls were used to guide sample selection for this study. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample.

The overall sample size of 306 provides a dataset with an approximate margin of error of between $\pm 1.11\%$ and 5.60% , calculated at the 95% confidence level (market research industry standard).

The following methods of statistical analysis were used: Z tests, t-tests.

All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Ethnic group	Proportion
Asian/Asian British	60%
Black/African/Caribbean/Black British	25%
Mixed/multiple ethnic groups	8%
Other ethnic group	6%
White (inc. Gypsy or Irish Traveller)	1%