



Bike Life Scotland 2018

Data sources and methodologies

November 2018

Where does the data in the 2018 Bike Life reports come from?

The three 2018 Bike Life Scotland reports were produced by Sustrans with the support and co-operation of the authorities named on the report front covers. The three cities are Glasgow, Perth and Stirling.

The data contained in the reports is drawn from a set of common data reviewed and agreed by Sustrans and the three authorities and collected for every one of the cities. There are four categories of data:

Settings data: these are supply-side measures of what is available to help someone riding a bike in the city, and the inputs being made. This includes cycle route lengths, 20mph limits and cycle parking.

Behaviour data: these are demand-side measures of how often, how far and to which types of destination people are riding and riding bikes,

Perception data: attitudes and perceptions of the public towards bikes and transport more generally. This includes awareness of facilities for cycling, their perception of how good those facilities are locally, their views on safety for all ways of getting around the city, the potential for them to ride a bike more, whether they think use of bikes helps make a better place, and what else should be done to facilitate more and safer cycling. Perceptions, whether accurate or not, substantially determine whether people may ride a bike.

Impacts data: health, economic and environmental benefits from cycle use, including modelled economic benefits, premature deaths prevented, impacts for the NHS and reductions in pollutants where bikes are used instead of cars.

The settings data and some of the behavioural data were supplied by partner authorities. The perception data and the rest of the behavioural data was obtained from an independent survey of a sample of respondents, representative of adults in each city, conducted by ICM Unlimited (part of Walnut Unlimited, henceforth ICM Unlimited). The impacts data was obtained from the Research and Monitoring Unit from a combination of the behavioural data and the best available evidence.

The survey by ICM Unlimited interviewed a representative sample of 1,100 respondents aged 16 and above in each of the three cities. Interview quotas were set by gender, age, work status and ethnicity to reflect the profile of each city. In addition, 100 booster interviews were conducted with bike riders in each city (defined as those who have cycled in the last four weeks), to ensure a more accurate picture of cycling. The results of booster interviews are not included in items of data.

covering the views or behaviours of the whole population. In other words, data on the views and behaviours of the whole population are representative; they do not include a disproportionate number of cyclists.

2018 fieldwork was carried out between 4th May and 4th July 2018 and the average interview length was 15 minutes. All interviews in Glasgow were conducted by telephone using random digit dialling combined with quotas to ensure robust data, and the sample included an 85% landline - 15% mobile split. Due to the low populations of Perth and Stirling, face-to-face interviews were conducted using grouped outputs areas combined with quotas. All the main sample interviews in Perth and Stirling were conducted in-home, with the cyclist boosters conducted in-street.

At the analysis stage, the data were weighted by age, gender, working status and ethnicity using mid-year population estimates based on 2011 Census data. In addition, in Glasgow, data are weighted by ward.

Data for each section of the report came from the sources listed below

Page	Section	Data item	Source and notes
Page 1 Forward motion: Our vision for cycling in the city	Forward motion	Various data, depending on each individual city report	Figures come from data sourced throughout in the Bike Life report, except: Glasgow: cyclist counts and change in cycling levels. Data provided by partner authority.
Page 2 This is a summary of data found across the report.	There are substantial benefits to the city from people cycling	Trips made by bike in the past year	See page 7
		Saving to the NHS to pay for nurses	See page 8
		Daily number of cars taken off the roads, equivalent to a tailback	return cycle trips are made daily in city by people that could have used a
		Economic benefit to city from people riding bikes for transport and leisure	See page 7

	There is huge potential for more people to ride bikes...	Percentage of residents usually cycling to and from work	See page 4
		Percentage of households within 125m of a cycle route	See page 3
		Percentage of people who do not currently ride a bike, but would like to	See page 12
		Percentage of people that think cycling safety is good	See page 11
	...and public support to make that happen	Percentage of people that say their city would be a better place to live and work if more people cycled	See page 12
		Percentage of people who would like to see more money spent on cycling	See page 13
		Percentage of people who would find protected roadside cycle lanes very useful to help them cycle more	See page 13
		Percentage of residents who support building more protected roadside cycle lanes, even when this could mean less space for other road traffic	See page 13
Page 3 Key figures: Provision and levels of cycling in the city	Bike ownership in city	Percentage of people living in households with at least one bike	ICM survey.
		Percentage of people living in households with children,	ICM survey.
		Adult bike ownership	ICM survey.

Railway and metro station
parking spaces for bikes

The number of cycle parking spaces available for preferential use by rail passengers, at all

happening in
the city

		Length of equivalent traffic jam/tailback	This is the space that would be taken by the cars taken off the road (as above), lined end-to-end. It assumes that in a stationary queue a car would take up the space of a standard car parking space.
		Space occupied by displaced cars, expressed in relation to a well-known local open space	This is the space that would be taken to park the number of cars taken off the road. It assumes parking spaces of average size (2.4m width x 4.8m length = 11.52m ²) and is related to different well-known local open spaces in each report.
More people riding bikes has environmental benefits		Tonnes of greenhouse gas emissions saved annually	The total distance cycled was calculated as above (page 7), and the part of this distance that could have been driven was estimated on the basis of all purposeful cycle journeys done by respondents who said they had a car in their household. This gives a total annual distance that could have been driven instead. The greenhouse gas emissions saved are calculated as the CO ₂ that would have been emitted by an average car driven this distance.
		Equivalent carbon footprint	This is the CO ₂ emissions as calculated above, divided by the carbon footprint in CO ₂ equivalent of an average UK citizen (CO ₂ emissions per capita). Carbon footprint includes emissions from all activities and of all greenhouse gases. For Perth and Stirling the CO ₂ emissions per capita figures are for the whole of the Perth & Kinross and Stirling Council areas, not the cities as we have defined them for Bike Life.
		kg of NOx and kg of particulates saved annually	These are calculated from the distance and trips cycled that could have been driven annually. It is based on the emissions that an average car (diesel or petrol) would produce. The calculation

	to riding a bike?		
	Perceptions of cycling are positive	Perceptions of cycling	The percentage of respondents giving these answers to the relevant question in the survey conducted by ICM.
Page 13 What the public want: Investment, safety and dedicated space	Prioritising investment in cycling and walking	Percentages of people who think that more space for: cycling and walking buses, or cars are the best ways to keep the city moving improve health and fitness improve air pollution make streets more attractive Percentage	The percentage of respondents giving these answers to the relevant question in the survey conducted by ICM.

		What people would find very useful to start cycling/cycle more	The percentage of respondents giving these answers to the relevant question in the survey conducted by ICM.
		Percentage of residents that support building more protected cycle lanes, even when this can mean less room for other road traffic	The percentage of respondents giving these answers to the relevant question in the survey conducted by ICM.
Page 14 Bike to the future: Our ambition and plans to make it happen	Bike to the future	Various data, depending on each individual city report	All information supplied by the relevant authority, as shown on the front cover.

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