

1 Background

The Oxfordshire Cycle Survey 2019 (OCS 2019) was an internet-based survey undertaken to support the production of Oxfordshire’s LCWIPs (Local Cycling and Walking Infrastructure Plans). The survey was hosted on Oxfordshire County Council’s consultation website for 2 months from 6th June 2019 to 8th August 2019. The consultation webpage invited all cyclists living in Oxfordshire to take part, but particularly those living in the 3 LCWIP towns of Oxford, Didcot and Bicester. Over the 2 months, there was an amazing response with 3754 completed surveys, comprising

- 2559 (68% of total responses) from Oxford City,
- 436 (12%) from Didcot,
- 213 (6%) from Bicester and
- 546 (15%) from the rest of Oxfordshire, including
 - 178 (5%) from Abingdon and 69 (2%) from Kidlington

1.1.1 Why a survey of cyclists?

The survey was aimed specifically at cyclists because its focus of interest was to understand cyclists’ choices when making cycle journeys, in particular choices about different kinds of infrastructure and specific problem locations. This knowledge would only be available to someone who cycles. The Oxfordshire survey was intended primarily to understand

- Cyclists’ main problems when cycling in terms of location and type of problem
- Cyclists’ route choice in terms of road types and paths
- Factors (gender, age, cyclist experience) that affect cyclists’ route choice

The data was used extensively in the preparation of Oxford LCWIP which was approved by the Council on the 17th March 2020. Bicester and Didcot LCWIPs are currently in preparation. LCWIPs are also being considered for Abingdon and Kidlington.

2 Survey results

There was a substantial difference between respondents from Oxford compared to other towns and areas in Oxfordshire. In this summary, we use **ROX** (Rest of Oxfordshire) to mean outside the LCWIP areas of Oxford, Bicester and Didcot and **NOX** (Not Oxford) to mean all areas outside Oxford.

2.1 Characteristics of Cyclists

2.1.1 Gender of cyclists

The gender ratio of cyclist respondents for each LCWIP town is shown in figure 1. Oxford and Bicester had a nearly equal male (51%) vs female (46%) gender ratio, whereas Didcot and the Rest of Oxfordshire (ROX) had approximately one-third female and two-thirds male ratios.

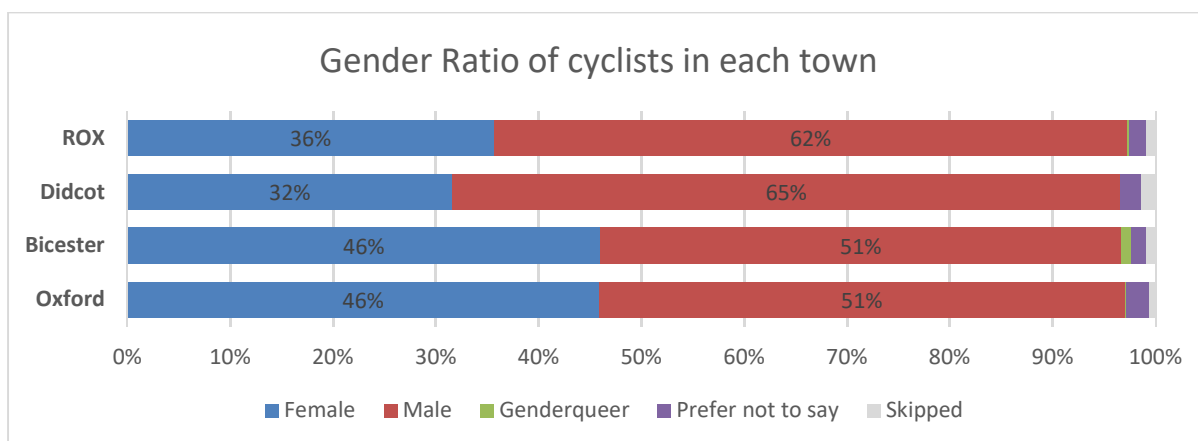


Figure 1 Gender ratio of cyclists by towns

Oxfordshire Cycle Survey 2019 Summary Report

2.1.2 Age Profile of Cyclists

The age profile of Oxford respondents contrasts with that of the rest of Oxfordshire (NOX). Oxford cyclists are younger, peaking in the 25<34 age range (29%), whereas for NOX, the peak age is 45<54 (28%).

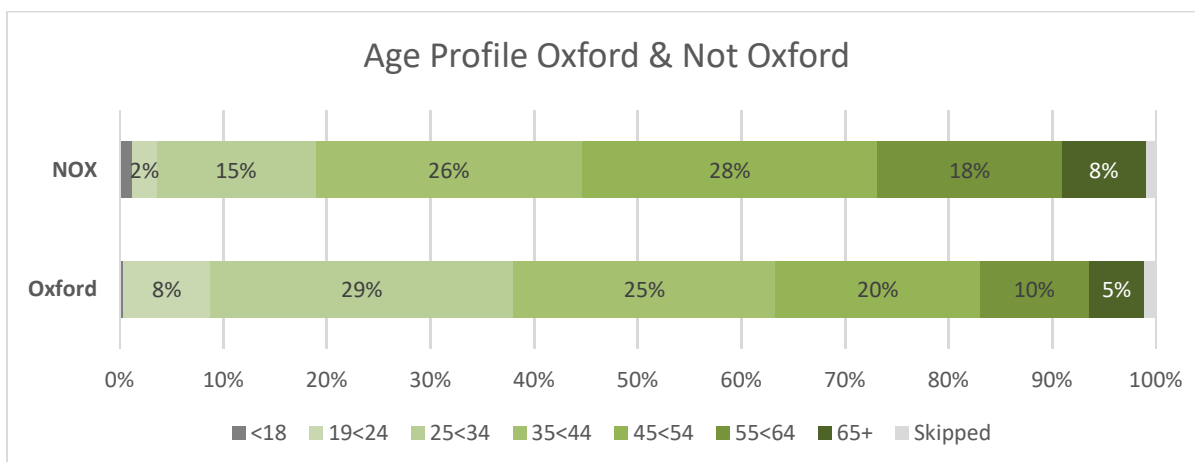


Figure 2 Age profile of cyclists in Oxford and Not Oxford

2.2 Cycle Trips – Why does Oxford have such high levels of cycling?

2.2.1 Cycle Trip Frequency

There were several substantial differences between cyclists from Oxford compared to other towns in Oxfordshire. A much higher percentage of cyclists in Oxford cycled every day. Around 47% of respondents in Oxford cycled ‘everyday including weekends’ (18% Didcot, 12% Bicester, 14% ROX). Including those cycling ‘every weekday’, the figures were 68% for Oxford respondents, compared to 30% in Didcot, 19% in Bicester and 21% in ROX. Everyday cyclists have a much greater impact on total cycle flows than cyclists at lower frequency of cycling (such as weekly). Typically, everyday cyclists make around 85% of all cycle trips.

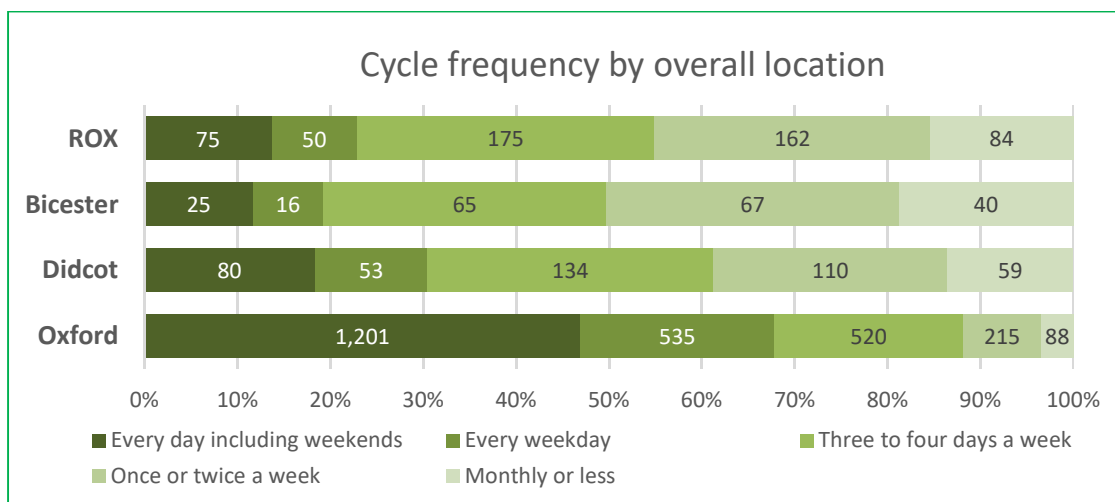


Figure 3 Frequency of cycling by town (The figures in the bars show the number of respondents for each frequency)

2.2.2 Main mode

A greater percentage of Oxford cyclists regard cycling as their main mode (58%) than outside Oxford (37%). This also affects car use and ownership. Only 5% of Oxford cyclist respondents regard car as their main mode compared to 42% of NOX cyclist respondents. Oxford cyclist respondents are also more likely to regard walking (27%) and bus use (10%) as their main mode.

Oxfordshire Cycle Survey 2019 Summary Report

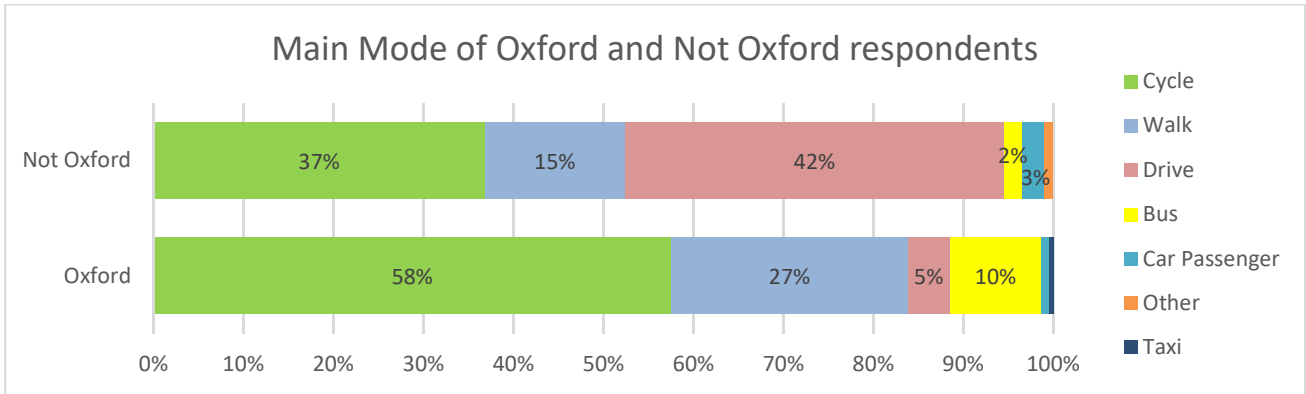


Figure 4 What mode respondents regard as their main journey mode

2.2.3 Car ownership

This difference in main mode is reflected in different car ownership levels between Oxford and the rest of Oxfordshire (NOX) respondents, with 'sole car' ownership levels much lower in Oxford and levels of 'no car' much higher.

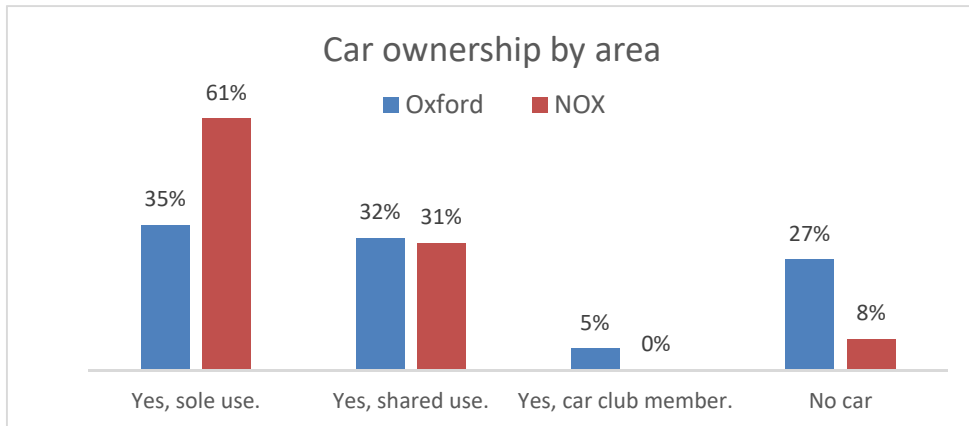


Figure 5 Comparison of car ownership between Oxford and Not Oxford

2.2.4 Journey Purpose

Another reason that Oxford cyclists make more cycle journeys is that they cycle for more journey purposes than in the rest of Oxfordshire (NOX). This is particularly true for high frequency journeys, such as to travelling to work, shopping and going into the town centre. In contrast, a greater percentage of NOX cyclists make recreational cycle journeys.

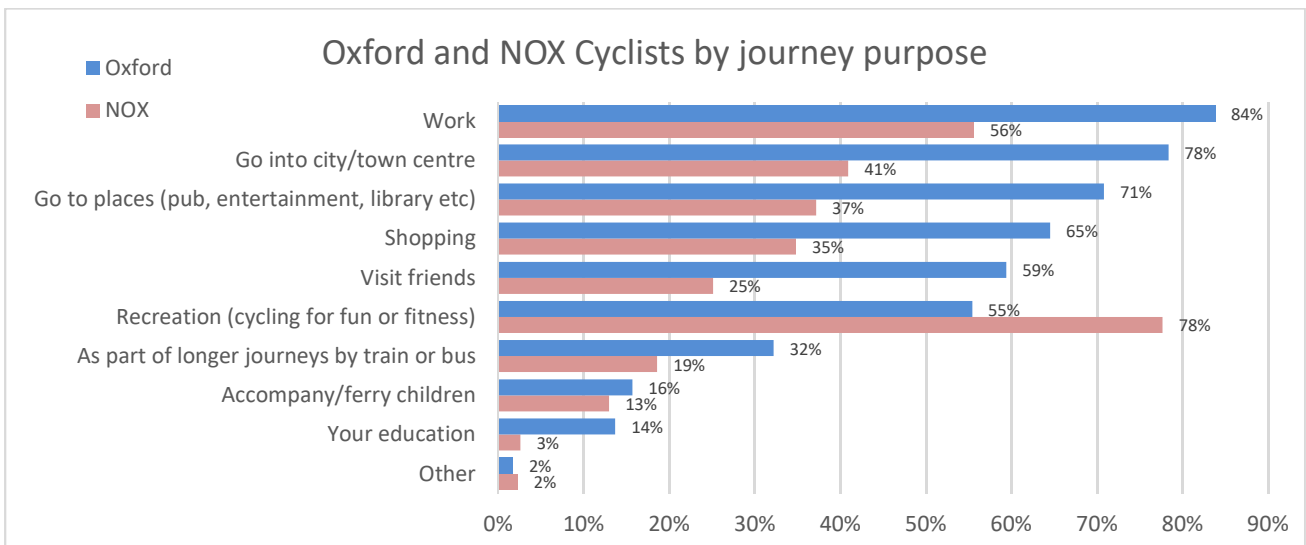


Figure 6 Comparison of Oxford and Not Oxford Cyclists by journey purpose

Oxfordshire Cycle Survey 2019 Summary Report

2.2.5 Why do cyclists choose to cycle?

There are also significant differences between Oxford cyclist respondents and Not Oxford (NOX) cyclist respondents in terms of why they choose to cycle. Cyclists could choose up to three main reasons in the survey. The chart shows the choice order for Oxford and Not Oxford cyclists (NOX) with the overall percentage of all cyclists in each location who choose each option. Both Oxford and NOX cyclists choose exercise/health and environment as two of their three main reasons. Whereas NOX cyclists choose “enjoy cycling” as their second reason, 51% of Oxford cyclists choose “Quickest time” as their second main reason compared to just 14% of NOX cyclists. This supports the finding that Oxford cyclists are making more utility journeys where saving time is important.

Choice	Oxford	%	Not Oxford	%
1 st	Exercise/health	58	Exercise/health	85
2 nd	Quickest time	51	Enjoy cycling	65
3 rd	Environment	49	Environment	53
4 th	Convenient	39	Convenient	22
5 th	Enjoy cycling	34	Quickest time	14
6 th	Reliable time	34	Reliable time	13
7 th	Cost of bus or taxi	15	Cost of driving	12
8 th	Cost of parking	10	Cost of parking	6
9 th	Cost of driving	8	Cost of bus or taxi	4

Chart 1: Main reasons for cycling in order with percentage choosing for Oxford and Not Oxford cyclists. Note percentages add up to 300% because each respondent could choose 3 reasons.

3 Infrastructure Route Choice

3.1.1 Willingness to share with traffic

Understanding cyclists’ route choice priorities was a major reason for undertaking the survey, particularly understanding cyclists’ attitudes to sharing or not sharing with traffic. Cyclists were asked: “Generally, when cycling, I choose:

- A direct route sharing with traffic
- A longer or slower route avoiding a main road”

There was a distinct difference between Oxford and NOX cyclists with most Oxford cyclists (58%) choosing a **direct route** compared to most NOX cyclists (74%) choosing a route **avoiding a main road**.

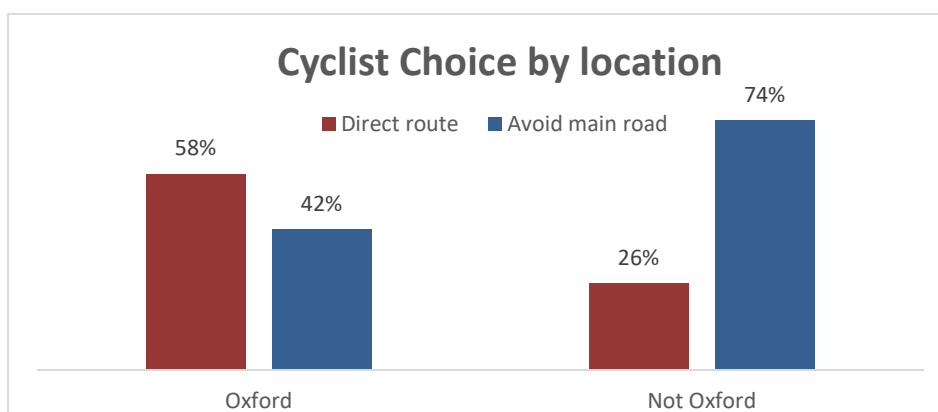


Figure 7 Cyclist route choice by location

An analysis of responses to this question showed that there were many differences by personal or trip characteristics. The overall findings are summarised in the chart 2 according to 6 factors. Chart 2 shows the percentage choosing a **direct route** for **Oxford** and **Not Oxford** cyclists. For example, for cycle frequency, the left-hand column shows “daily” (62% in Oxford and 43% in NOX) compared to “monthly” in the right-hand column (31% in Oxford and 13% in NOX). However, location was most important. Whatever the characteristic, NOX cyclists prefer routes away from traffic, whereas most Oxford cyclists prefer direct routes with traffic (except those aged over 55 and monthly cyclists).

Oxfordshire Cycle Survey 2019 Summary Report

“like”, +1 to “don’t mind”, minus 1 to “tolerate” and minus 3 to “avoid” separately for “quick” and “quiet” cyclists. The final scores are shown in figure 9.

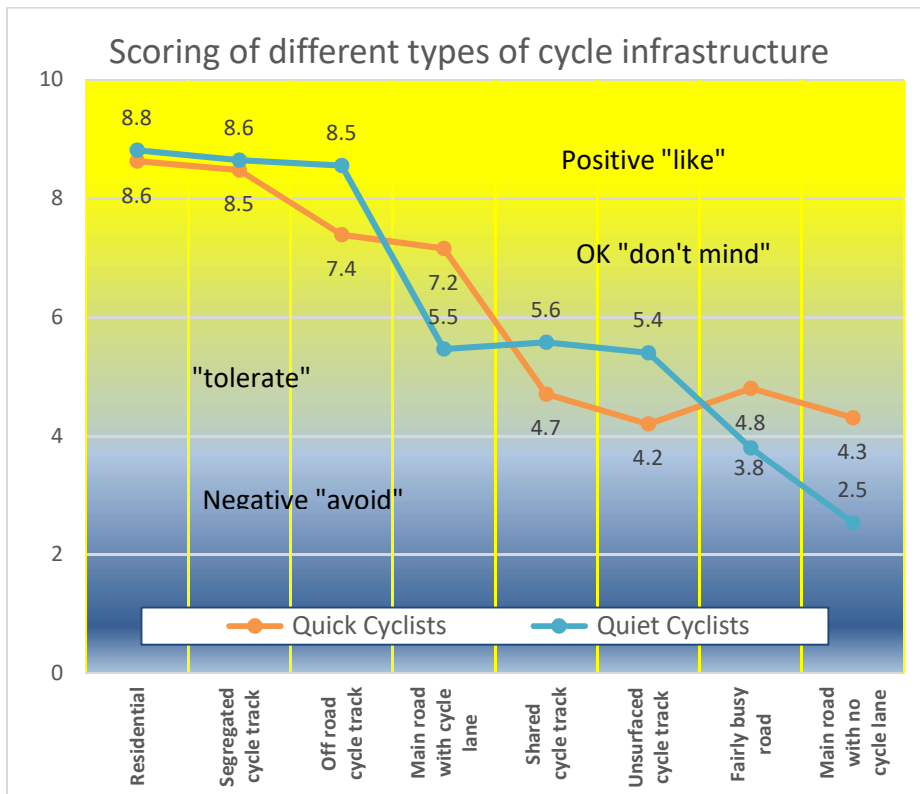


Figure 9 Scoring of cycle infrastructure for Quick and Quiet cyclists.
 Note additional survey data for 'unsurfaced cycle tracks' and 'fairly busy road' was included in this analysis)

This scoring system has been named the Oxfordshire Cycle Route Assessment Matrix (OxCRAM). OxCRAM was used to assess and develop the “dual choice network” of Quickways and Quietways in Oxford (see Oxford LCWIP 25.1.2).

4 Cycle route problems

In addition to answering questions, cyclist respondents were able to pinpoint locations and make comments on individual problems. In total, there were 7,484 comments, with 4648 relating to Oxford City. This information is being used to assess individual cycle routes to identify what improvements are needed. The Oxford LCWIP also used the comments to assess the scale of problems for each cycle route (see Oxford LCWIP 25.1.5). The comments will also help identify issues and problems in developing the Bicester and Didcot LCWIPs.

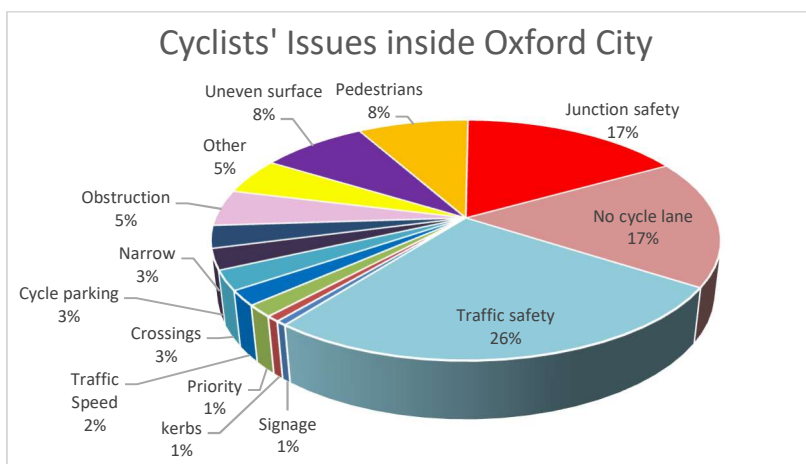


Figure 10 Breakdown of cyclist issues in Oxford City