

Love to Ride Baseline Survey

This survey has been tested and refined over the years and carried out in cities all over the world. Similar questions are asked at the post Challenge 3 or 6 month follow-up survey to measure changes in cycling behaviour since the completion of this baseline survey.

The question about how people travelled to work can be adapted based on the local modes of transport, e.g. 'Tube' for the underground railway in London, 'Subway' for the underground railway system in New York City.

The other questions we ask in the baseline survey below are hardcoded into Love to Ride and can't be changed.

Question 1

The following question will be asked when people complete the registration form. From this one question, we segment survey respondents and ask them a tailored question, based on their response to this question.

Approximately how often have you ridden a bike in the last 12 months?* [Single choice answer]

- Not at all
- A few times
- 1-3 times a month
- Once a week
- 2-3 days a week
- 4 or more days a week

Submission of this question results in one of the following surveys

- | | |
|-----------------------|---------------------------|
| Not at all | - New Rider Survey |
| A few times | - New Rider Survey |
| 1-3 times a month | - OCCASIONAL Rider Survey |
| Once a week | - OCCASIONAL Rider Survey |
| 2-3 days a week | - REGULAR Rider Survey |
| 4 or more days a week | - REGULAR Rider Survey |

NEW RIDER BASELINE QUESTIONNAIRE

Q1. What are the main benefits that you want to gain through riding a bike: (tick up to 3)

- Improved health/fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends
- To live more sustainably
- Other (please state below)*

*click the other box makes an open text response box show up.

Q2) What barriers do you face to cycling more often? (Tick all that apply)

- *I don't own a bike*
- *I don't feel confident riding a bike yet*
- *My bike needs maintenance*
- *My bike has a flat tire*
- *My bike is at the back of the shed!*
- *I don't yet know a route I can ride on safely and confidently*
- *Other (Please let us know so we can help)*

Q4. How do you usually travel to work on most days?*

(If you use more than one method of transport, then please select the one that you use for the longest distance.)

[Single choice answer]

Bicycle

Walk/run

Car – drive alone

Car – with passengers

Bus

Train

I usually work from home

I don't work

Other e.g. motorbike, taxi

Q5. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that is part of your job.*

- 0 days
- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 6 days
- 7 days

Q6. I am...

[Single choice answer]

- Male
- Female
- Non-binary
- Prefer not to say

Q7. I am...

[Single choice answer]

- 15 yrs or under*
- 16 - 19 yrs
- 20 – 24 yrs
- 25 – 34 yrs
- 35 – 44 yrs
- 45 – 54 yrs
- 55 – 64 yrs
- 65 yrs or older

*We're sorry, you must be 16 years or older to register on the Love to Ride website. It's a legal thing. We hope you enjoy riding your bike!

[Click here to delete your account](#)

OCCASSIONAL RIDER BASELINE SURVEY

Q1. *What are the main benefits that you want to gain through riding a bike: (tick up to 3)*

- Improved health
- Improved fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends

- To live more sustainably
- Other

Q2) What barriers do you face to cycling more often? (Tick all that apply)

NB Only asked to individuals who cycle '1-3 times a month'

- *I don't own a bike*
- *I don't feel confident riding a bike yet*
- *My bike needs maintenance*
- *My bike has a flat tire*
- *I don't yet know a route I can ride on safely and confidently*
- *Other*

Q3) What barriers do you face to cycling to work? (Tick all that apply)

NB Only asked to individuals who cycle 'about once a week'

- *It's too far to ride to work*
- *I don't know a route that I feel comfortable riding*
- *I don't feel confident riding to work yet*
- *I don't have a suitable bike*
- *I don't have a lock*
- *There's not a safe place to park a bike*
- *There are no showers at work*
- *The weather is sometimes not great*
- *It's hilly!*
- *Other*

Q5. In the last 4 weeks, about how often have you cycled...?*

	4 or more days per week	2-3 days per week	1 day per week	less than 1 day per week	not at all in the last 4 weeks
For leisure/fitness					
To work					
to other destinations (e.g. shops, bank)					

Q6. How do you usually travel to work on most days?*

(If you use more than one method of transport, then please select the one that you use for the longest distance.)

[Single choice answer]

- Bicycle
- Walk/run
- Car – drive alone

Car – with passengers
Bus
Train
Motorbike
I usually work from home
I don't work
Other

Q7. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that is part of your job.*

0 days
1 day
2 days
3 days
4 days
5 days
6 days
7 days

Q8. I am...

[Single choice answer]

Male
Female
Non-binary
Prefer not to say

Q9. I am...

[Single choice answer]

15 yrs or under*
16 - 19 yrs
20 – 24 yrs
25 – 34 yrs
35 – 44 yrs
45 – 54 yrs
55 – 64 yrs
65 yrs or older

*We're sorry, you must be 16 years or older to register on the Love to Ride website. It's a legal thing. We hope you enjoy riding your bike!

[Click here to delete your account](#)

REGULAR RIDER BASELINE SURVEY

Q1. What are the main benefits that you want to gain through riding a bike: (tick up to 3)

- Improved health
- Improved fitness
- Save money
- Save time
- Enjoy the outdoors
- Enjoy time with family or friends
- To live more sustainably
- Other

Q2. In the last 4 weeks, about how often have you cycled...?*

	4 or more days per week	2-3 days per week	1 day per week	Less than 1 day per week	Not at all in the last 4 weeks
For leisure/fitness					
To work					
To other destinations (e.g. shops, bank)					

If cycle 2-3 or 4+ days to work then don't ask this question:

Q3 What barriers do you face to cycling to work? (Tick all that apply)

- *It's too far to ride to work*
- *I don't know a route that I feel comfortable riding*
- *I don't feel confident riding to work yet*
- *I don't have a suitable bike*
- *I don't have a lock*
- *There's not a safe place to park a bike*
- *There are no showers at work*
- *The weather is sometimes not great*
- *It's hilly!*
- *Other*

Q4. How do you usually travel to work on most days?*

(If you use more than one method of transport, then please select the one that you use for the longest distance.)

[Single choice answer]

Bicycle

Walk/run
Car – drive alone
Car – drive with passengers
Car – as a passenger
Bus
Train
Motorbike
I usually work from home
I don't work
Other

Q5. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? *This may include sport, exercise, and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that is part of your job.*

0 days
1 day
2 days
3 days
4 days
5 days
6 days
7 days

Q6. I am...

[Single choice answer]

Male
Female
Non-binary
Prefer not to say

Q7. I am...

[Single choice answer]

15 yrs or under*
16 - 19 yrs
20 – 24 yrs
25 – 34 yrs
35 – 44 yrs
45 – 54 yrs
55 – 64 yrs
65 yrs or older

*We're sorry, you must be 16 years or older to register on the Love to Ride website. It's a legal thing. We hope you enjoy riding your bike!

[Click here to delete your account](#)

