



CENSUSWIDE

THE SURVEY CONSULTANTS

CW6646f Executive Summary

Aviva

21.04.2021 - 04.05.2021

CW6646f EXECUTIVE SUMMARY

PREPARED FOR: Aviva

2,000 people who have bought a bike in the last 12 months

21.04.2021 - 04.05.2021

QUESTION 1

Q1. What type of bike did you buy in 2020?

- Almost 2 in 5 (38%) respondents bought a mountain bike in 2020.
- Almost 3 in 10 (29%) respondents bought a road bike in 2020.
- 1 in 6 (16%) respondents bought a hybrid bike in 2020.
- 1 in 12 (8%) respondents bought a Gravel/ Cyclocross /Adventure bike in 2020.
- 1 in 12 (8%) respondents bought a folding bike in 2020.
- Over half (54%) of respondents in the North East bought a mountain bike in 2020, compared to just under 3 in 10 (29%) respondents in Greater London.

QUESTION 1b

Q1b. Is it an ebike (electric bike)?

- Almost a third (32%) of respondents have bought an ebike.
- Almost two thirds (64%) of respondents have not bought an ebike.
- Male respondents are more likely than female respondents to have bought an ebike (42% vs 23%).

QUESTION 2

Q2. How much did you spend on your new bike?

- On average*, respondents spent £834.57 on their new bike.
- Just over 3 in 10 (31%) respondents spent £200 to £499 on their new bike.
- 1 in 6 (16%) respondents spent £500 to £799 on their new bike.
- Almost 1 in 6 (15%) respondents spent £1,000 to £1,499 on their new bike.
- 1 in 7 (14%) respondents spent £800 to £999 on their new bike.
- On average*, male respondents spent £1,008.84 on their new bike, whereas female respondents spent £666.36 on average.
- Respondents aged 35-44 were likely to spend the most on their new bike and respondents aged 16-24 were likely to spend the least (£898.77 vs £659.59 on average*).

*Averages were calculated using the midpoints of answer ranges.



QUESTION 3

Q3. Do you have insurance cover for your bike(s)?

- Over 2 in 5 (44%) respondents have insurance cover for their bike(s) as part of their home insurance policy.
- Almost 2 in 5 (38%) respondents don't have any insurance cover for their bike(s).
- Almost 1 in 6 (15%) respondents have a specific cycling insurance policy.
- Under half (46%) of female respondents don't have any insurance cover for their bike(s), compared to under a third (31%) of male respondents.

QUESTION 4

Q4. When you bought your new bike, what did you intend to use it for? (tick all that apply)

- Half (50%) of respondents intended to use their new bike for getting fitter / being more active.
- Under half (46%) of respondents intended to use their new bike for going on rides with family.
- Almost a third (32%) of respondents intended to use their new bike for having a more eco-friendly lifestyle.
- 3 in 10 (30%) respondents intended to use their new bike for reducing their reliance on public transport.
- Almost 3 in 10 (29%) respondents intended to use their new bike for saving money.
- Almost 3 in 10 (28%) respondents intended to use their new bike for reducing their reliance on their car.
- Over a quarter (27%) of respondents intended to use their new bike for commuting to work.
- Female respondents were most likely to intend to use their new bike for going on rides with family (54%) and male respondents were most likely to intend to use their new bike for getting fitter / being more active (47%).

QUESTION 5

Q5. When you bought your new bike, how often did you intend to use it, did you use it at when you first got it and do you use it now?

- On average*, respondents intended to use their new bike 4 days a week.
- 3 in 10 (30%) respondents intended to use their new bike 2-3 days a week.
- On average*, respondents used their new bike 4 days a week at first.
- Just over 3 in 10 (31%) respondents used their new bike 2-3 days a week at first.
- On average*, respondents now use their new bike 3 days a week.
- Almost 3 in 10 (28%) respondents now use their new bike 2-3 days a week.
- Almost a fifth (19%) of respondents aged 55+ now use their new bike every day, compared to 1 in 10 (10%) respondents aged 35-44.

*Averages were calculated using the midpoints of answer ranges.



QUESTION 6

Q6. Thinking about the first six months after you bought your bike, how far did you tend to cycle in a month and how far do you cycle now in a month?

- Thinking about the first six months after they bought their bike, respondents cycled 26 miles on average*.
- Thinking about the first six months after they bought their bike, almost 3 in 10 (29%) respondents cycled 10 to 20 miles.
- Thinking about the first six months after they bought their bike, a quarter (25%) of respondents cycled 20 to 30 miles.
- Thinking about the first six months after they bought their bike, respondents in Scotland cycled 30 miles on average*, whereas respondents in the North West cycled 21 miles on average*.
- Now in a month, respondents cycle 26 miles on average*.
- Now in a month, just over a quarter (26%) of respondents cycle 20 to 30 miles.
- Now in a month, a quarter (25%) of respondents cycle 10 to 20 miles.
- Now in a month, male respondents cycle 30 miles on average*, whereas female respondents cycle 23 miles on average*.

*Averages were calculated using the midpoints of answer ranges.

QUESTION 7

Q7. Where is / are your bike(s) stored when not in use? (Tick all that apply)

- Almost 2 in 5 (37%) respondents store their bike(s) in a garden shed when not in use.
- Just over a third (34%) of respondents store their bike(s) in a private garage when not in use.
- Almost a third (32%) of respondents store their bike(s) inside their house/flat when not in use.
- A fifth (20%) of respondents store their bike(s) outside in the garden when not in use.
- Almost a fifth (18%) of respondents store their bike(s) in public bike storage/rack when not in use.
- Almost a quarter (23%) of male respondents store their bike(s) in public bike storage/rack when not in use, compared to 1 in 8 (12%) female respondents.
- Respondents aged 55+ are most likely to store their bike(s) in a private garage when not in use (47%) and respondents aged 16-24 are most likely to store their bike(s) in a garden shed when not in use (34%).

QUESTION 8

Q8. Do you wear a helmet when cycling?

- 3 in 10 (30%) respondents always wear a helmet when cycling.
- Just over a fifth (21%) of respondents wear a helmet most of the time when cycling.
- Just over a third (34%) of respondents sometimes wear a helmet when cycling.
- Almost 1 in 6 (15%) respondents never wear a helmet when cycling.

- Almost 3 in 10 (28%) respondents living in/closest to Liverpool never wear a helmet when cycling, compared to 1 in 14 (7%) respondents living in/closest to Edinburgh.

QUESTION 9

Q9. Since your bike purchase in 2020, have you had any incidents involving your bike? (tick all that apply)

- Over 2 in 5 (43%) respondents have not had any incidents involving their bike since their bike purchase in 2020.
- Almost a fifth (19%) of respondents have fallen and got injured since their bike purchase in 2020.
- Almost 1 in 6 (15%) respondents said their bike has been damaged by a fall since their bike purchase in 2020.
- 1 in 7 (14%) respondents said their bike has been damaged when parked since their bike purchase in 2020.
- 1 in 8 (12%) respondents said they have had an argument with a pedestrian since their bike purchase in 2020.
- 1 in 8 (12%) respondents said their bike was stolen since their bike purchase in 2020.
- 1 in 8 (12%) respondents said they have experienced a road rage incident since their bike purchase in 2020.
- 1 in 9 (11%) respondents said they have been in an accident with a person since their bike purchase in 2020.
- 1 in 10 (10%) respondents said they have been in an accident with another cyclist since their bike purchase in 2020.
- 1 in 10 (10%) respondents said they have been in an accident with a car since their bike purchase in 2020.
- A quarter (25%) of respondents aged 16-24 have fallen and got injured since their bike purchase in 2020, compared to 1 in 16 (6%) respondents aged 55+.

QUESTION 10

Q10. Would you be interested in getting an electric bike?

Respondents who did not buy an ebike in 2020

- Almost 3 in 5 (59%) respondents would be interested in getting an electric bike.
- Just over 2 in 5 (41%) respondents would not be interested in getting an electric bike.
- Respondents aged 16-24 are most likely to be interested in getting an electric bike and respondents aged 35-44 and 55+ are least likely to (65% vs 55%).

QUESTION 11

Q11. If you would be interested in getting an electric bike, why is this?

Respondents who would be interested in getting an electric bike

- Over 2 in 5 (44%) respondents would be interested in getting an electric bike because they'd like to be able to cycle further without getting tired.
- Almost a quarter (23%) of respondents would be interested in getting an electric bike because it would encourage them to get out more.



- A fifth (20%) of respondents would be interested in getting an electric bike because they'd like to be fitter, but sometimes struggle on a bike.
- Almost 1 in 7 (13%) respondents would be interested in getting an electric bike because they'd like to be able to keep up with friends / family.
- Almost 3 in 5 (56%) respondents in the South East would be interested in getting an electric bike because they'd like to be able to cycle further without getting tired, compared to 3 in 10 (30%) respondents in the West Midlands.

QUESTION 12

Q12. If you wouldn't be interested in getting an electric bike, why is this?

Respondents who wouldn't be interested in getting an electric bike

- Over a third (35%) of respondents wouldn't be interested in getting an electric bike because they are too expensive.
- Over a third (35%) of respondents wouldn't be interested in getting an electric bike because they say it feels like cheating, using an electric bike.
- Almost 1 in 6 (15%) respondents wouldn't be interested in getting an electric bike because they would be too worried about it getting stolen.
- 1 in 9 (11%) respondents wouldn't be interested in getting an electric bike because they don't know what electric bikes are.
- Female respondents are more likely than male respondents to say they wouldn't be interested in getting an electric bike because they are too expensive (39% vs 30%).
- Under half (47%) of respondents aged 45-54 wouldn't be interested in getting an electric bike because they say it feels like cheating, using an electric bike, compared to under 3 in 10 (28%) respondents aged 25-34.

QUESTION 13

Q13. Have you used your bike as much as you thought you would?

- Over a third (35%) of respondents use their bike less than they thought they would.
- Almost a quarter (24%) of respondents use their bike more than they thought they would.
- 2 in 5 (40%) respondents use their bike as much as they thought they would.
- Almost 3 in 10 (29%) respondents aged 25-34 use their bike more than they thought they would, compared to under a fifth (18%) of respondents aged 55+.

QUESTION 14

Q14. Do you regret buying your bike?

- Just over a fifth (21%) of respondents regret buying their bike.
- Almost 4 in 5 (79%) respondents do not regret buying their bike.
- Almost a quarter (24%) of respondents aged 25-34 regret buying their bike, compared to 1 in 11 (9%) respondents aged 55+.
- 9 in 10 (90%) respondents living in/closest to Southampton do not regret buying their bike, compared to 7 in 10 (70%) respondents living in/closest to Belfast.



QUESTION 15

Q15. If you regret buying your bike, why is this?

Respondents who regret buying their bike

- Almost a quarter (24%) of respondents regret buying their bike because the weather doesn't allow them to use it when they'd like.
- Just over a fifth (21%) of respondents regret buying their bike because they spent too much on it.
- Almost a fifth (19%) of respondents regret buying their bike because they don't use it as much as they thought / enough.
- Almost a fifth (19%) of respondents regret buying their bike because they're not enjoying cycling as much they thought they would.
- Just over 1 in 6 (17%) respondents regret buying their bike because it takes too much space to store.
- Over a fifth (22%) of respondents aged 35-44 regret buying their bike because it takes too much space to store, compared to 1 in 12 (8%) respondents aged 16-24.

QUESTION 16

Q16. Did the Covid-19 pandemic and resulting restrictions influence your decision to buy the bike?

- Almost 3 in 5 (58%) respondents said the Covid-19 pandemic and resulting restrictions influenced their decision to buy the bike.
- Almost 2 in 5 (37%) respondents said the Covid-19 pandemic and resulting restrictions did not influence their decision to buy the bike.
- 3 in 5 (60%) respondents aged 35-44 said the Covid-19 pandemic and resulting restrictions influenced their decision to buy the bike, compared to half (50%) of respondents aged 55+.
- Respondents in Greater London were most likely to say that the Covid-19 pandemic and resulting restrictions influenced their decision to buy the bike and respondents in the South West were least likely to (66% vs 48%).



CENSUSWIDE

THE SURVEY CONSULTANTS

CENSUSWIDE SPECIALISES IN ROBUST, HIGH QUALITY MARKET RESEARCH FOR THE GLOBAL COMMUNICATIONS INDUSTRY. OFFERING BOTH QUANTITATIVE AND QUALITATIVE METHODOLOGY OUR QUICK TURNAROUND SURVEYS DELIVER ACCURATE RESULTS IN LINE WITH OUR CLIENTS BRAND MESSAGE AND TRUSTED BY MEDIA.

WE ARE PROUD TO HAVE AN IMPRESSIVE REACH WITH A DEPTH OF NETWORK FROM C-SUITE TO FULL TIME PARENTS ACROSS 65 MARKETS AT A COMPETITIVE RATE IN TERRITORY OR WORLDWIDE.

CENSUSWIDE IS A MEMBER OF ESOMAR - A GLOBAL ASSOCIATION AND VOICE OF THE DATA, RESEARCH AND INSIGHTS INDUSTRY. WE COMPLY WITH THE MRS CODE OF CONDUCT BASED ON THE ESOMAR PRINCIPLES.

12-14 BERRY STREET, LONDON, EC1V 0AU

0207 251 9955

INFO@CENSUSWIDE.COM