

Who is in?

An exploration of the participants in the German campaign “Mit dem Rad zur Arbeit” (“Cycling to work”)

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Agenda

- Introduction
 - Cycling campaign and study design
 - Social demographics of participants
- Selected key aspects
 - Focus on cycling habits of participants during the campaign
 - Changes in the transport mode choice for the way to work
 - Relevance of the social environment
- Impact of participation
 - On future cycling habits
 - On physical and mental wellbeing
- Conclusion

What does the campaign ‚Cycling to work‘ look like?

Campaign organizers:
Health Insurance Fund AOK
and the General German
Bicycle Association (ADFC)

Central objective: Improving
health and health awareness

Target audience:
Working people in general
(Participation single or
in small teams)

Online or postal registration
Documentation of the number
of days cycling to work

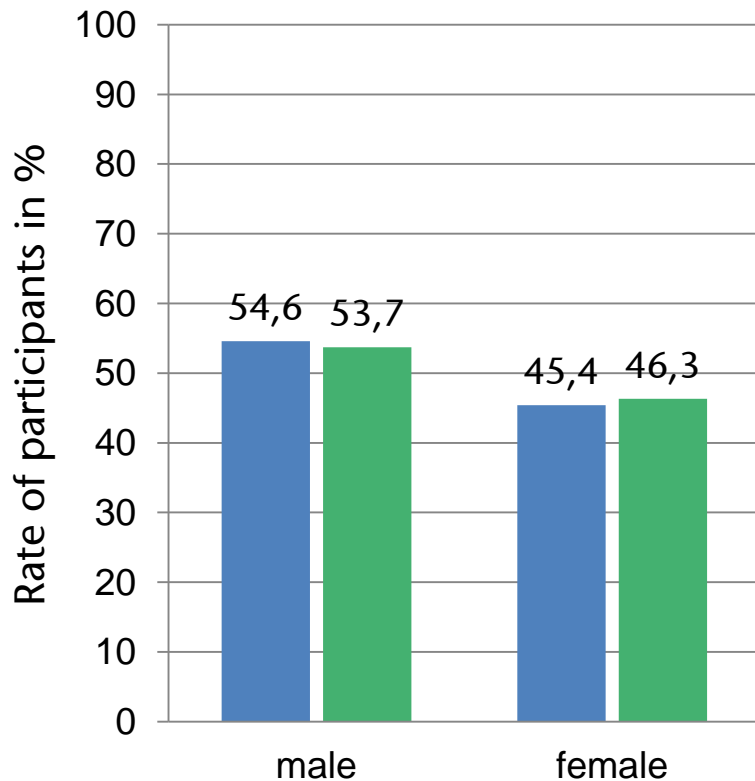
If participants reach more
than 20 cycling days,
they will take part in a raffle

Yearly, since 2001,
the campaign
started at June 1st and
ended at August 31st

Design of the evaluation study

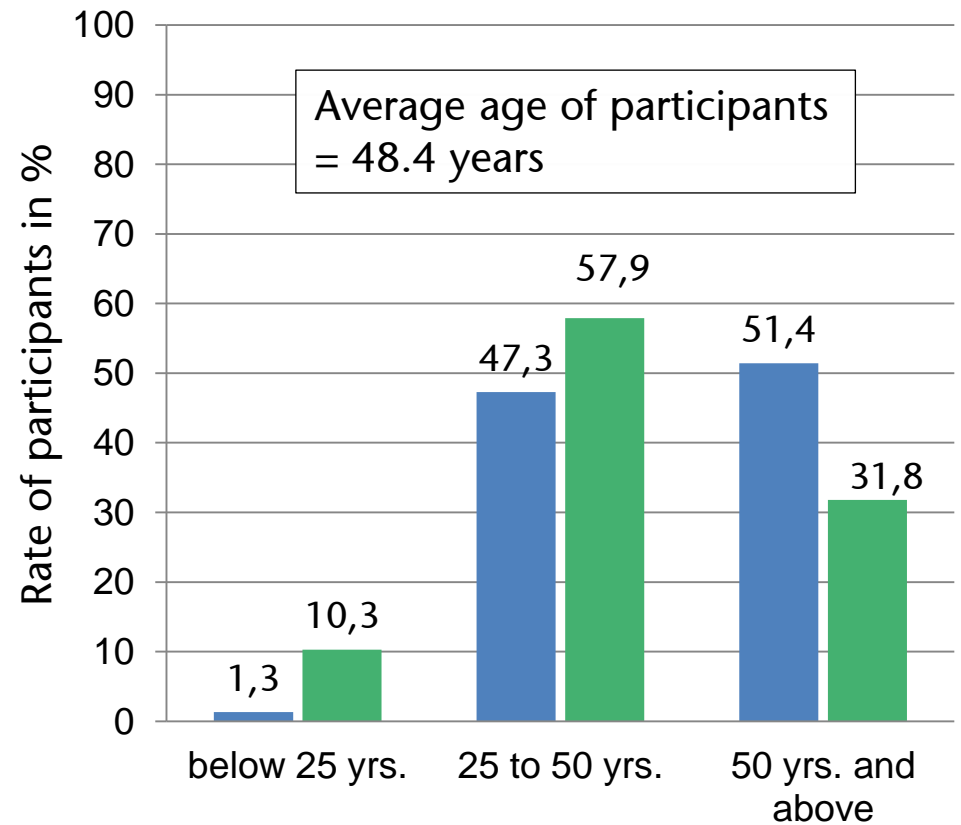
- Evaluation of the 2015 edition of the campaign with nationwide more than 150,000 participants
- Random sample of registered participants in 14 out of 16 German Federal States
 - Gross sample of 8,000 randomly drawn campaign participants
 - 2,296 respondents filled out the questionnaire (29.6%)
- Use of an online questionnaire
 - Invitation via email (email obtained in the registration process)
 - Survey period lasts from mid December 2015 to mid January 2016
- Purpose of the evaluation study:
 - Better understanding of motives and behaviour of participants
 - Potential improvements for increasing the attractiveness of the campaign

Basic information on the participants (I/II)



■ Participants ■ Employees who are subject to social insurance contributions
(Germany without Thuringia and Saxonia; cf. Bundesagentur für Arbeit 2016)

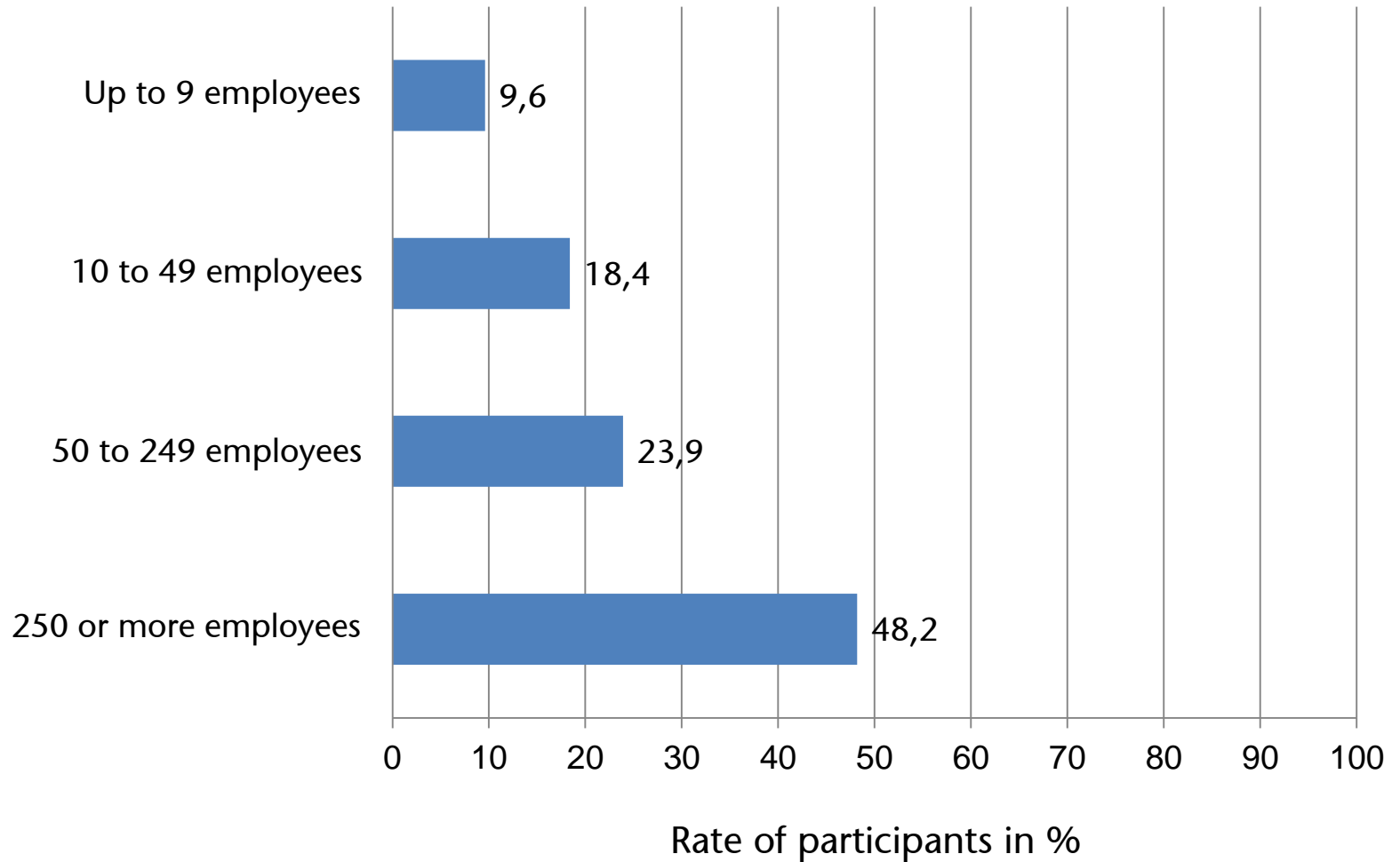
Gender (n = 2,211)



Age (n = 2,224)

Question: Please state your age and your gender.

Basic information on the participants (II/II)



Question: How many employees does your company have in total?

Key aspect I:

Cycling habits of participants during the campaign

- Involvement in the campaign
 - First participation in the campaign: 30.5%
 - Two or more participations: 69.5%
 - Share of persons in teams (with up to four members): 29.9%
- Cycled mileage during the campaign:
 - Distance of single trip: Up to 5 km: 37.3%
 - Up to 10 km: 30.9%
 - More than 10 km: 31.8%
- Cycling habits off the campaign
 - High share of participants cycling the whole year: 51.0%

⇒ The campaign attracts cycling pros and permanent participants but also newbies and switchers

Key aspect II: Transport mode choice

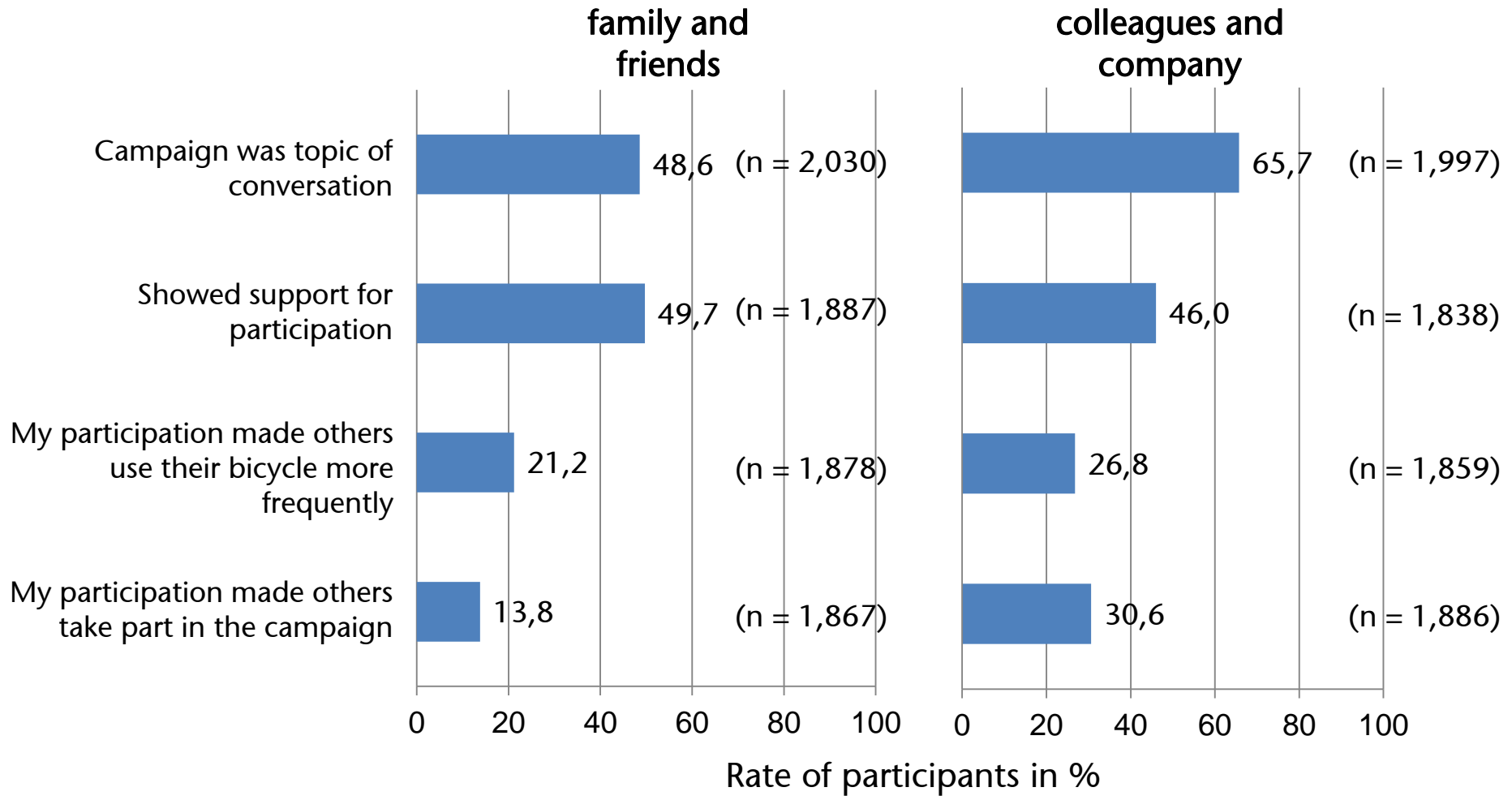
- Central side-effect of the campaign: Change of the main transportation mode for the way to work
 - 51.0% of the participants in 2015 did not change the transport mode = habitual cyclists
 - 49.0% of the participants did change the transport mode to a bicycle
 - 34.1% switched from a motorised individual transport mode
 - 12.9% switched from public transport
 - 3.2% switched from walking
- In addition: 21.4% of these 'switchers' reflect their attitude towards car usage

⇒ The campaign mobilizes a considerable amount of commuters to change the main transportation mode to bicycle

Key aspect III: Relevance of the social environment

- Positive influence on using the bicycle as a commuter mode e.g. through ... (cf. Bartle et al. 2013; Heinen et al. 2013)
 - ... user-generated information from cycling colleagues
 - ... group membership

Key aspect III: Relevance of the social environment



Question: What was your family's and friends' / colleagues' reaction towards the campaign?

Key aspect III: Relevance of the social environment

- Positive influence on using the bicycle as a commuter mode e.g. through ... (cf. Bartle et al. 2013; Heinen et al. 2013)
 - ... user-generated information from cycling colleagues
 - ... group membership
- Social contacts become important when ...
 - ... sharing experiences
 - ... deciding about the participation
 - ... convincing others to take part in the campaign
- Participation in teams is mainly driven by social motives

⇒ The social environment of the participant is involved and also affected, esp. among colleagues in the company

Impact on cycling habits and well-being

Impact on future cycling habits

- Participants are willing to participate again: 95.9%
- Future participation as a team member: 30.3%
- 63.1% participants of 'switchers' intend to keep on using the bike after the campaign

Impact on mental and physical wellbeing

- Participants state a subjective perceived improvement in mental and physical wellbeing (cf. Department of Health 2004; Oja et al. 2011)
- Esp. 'switchers' of the main transportation mode document higher effects on mental and physical wellbeing
- Both aspects hold true for the time during and after the campaign

Conclusion

What the study does tell us ...

- The campaign is attractive for habitual and occasional cyclists
- A company context facilitates the participation in the campaign
- The study shows a considerable group of commuters that can be attracted to ride a bicycle to work
- The study underpins the relationship between cycling and health improvement (no causality proven)

What the study does not tell us ...

- The study findings cannot be transferred to the population of working people – highly selective sample
- The study cannot give information on people who do not want or dare to ride a bicycle to work due to any circumstances like long distances, missing bicycle paths, road safety concerns etc.

Literature

- Bartle, C., Avineri, E., Chatterjee, K. (2013): Online information-sharing: A qualitative analysis of community, trust and social influence amongst commuter cyclists in the UK. *Transportation Research Part F*, 16, 60-72
- Bundesagentur für Arbeit (2016): Arbeitsmarkt in Zahlen. Beschäftigungsstatistik. Sozialversicherungspflichtig Beschäftigte nach Kreisen und kreisfreien Städten. Stichtag 30. Juni 2015. Nürnberg: Bundesagentur für Arbeit
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- Oja, P., Titze, S., Bauman, A., de Geus, B., Krenn, P., Reger-Nash, B., Kohlberger, T. (2011): Health benefits of cycling: a systematic review. *Scandinavian Journal of Medicine & Science in Sports*, 21, 496-509

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The authors are solely responsible for the content.

Thank you very much for your attention! Questions?

For more information please contact:

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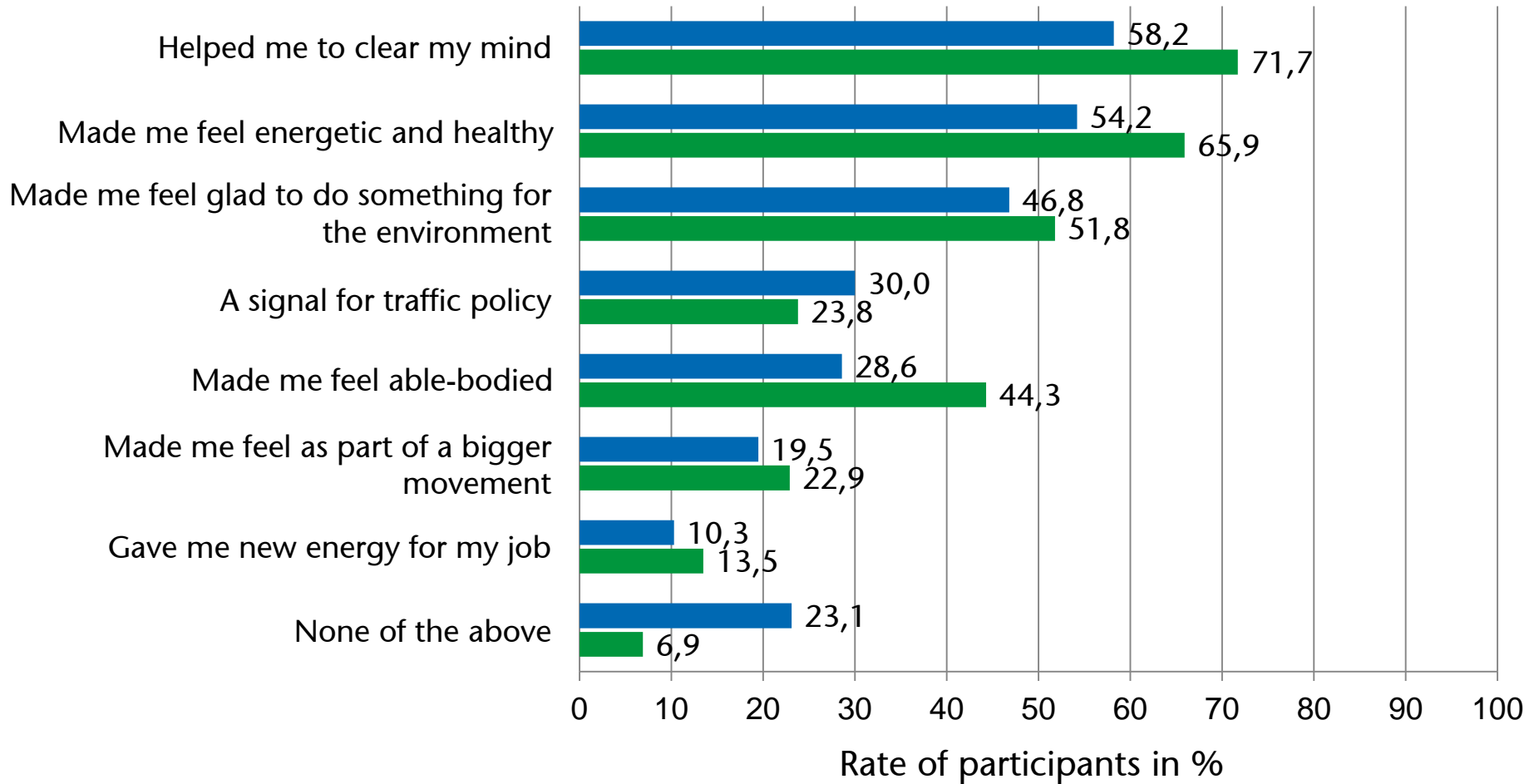
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BackUp-Slides

Impacts on the participants after changing their MMT (I/II) – *During the campaign*

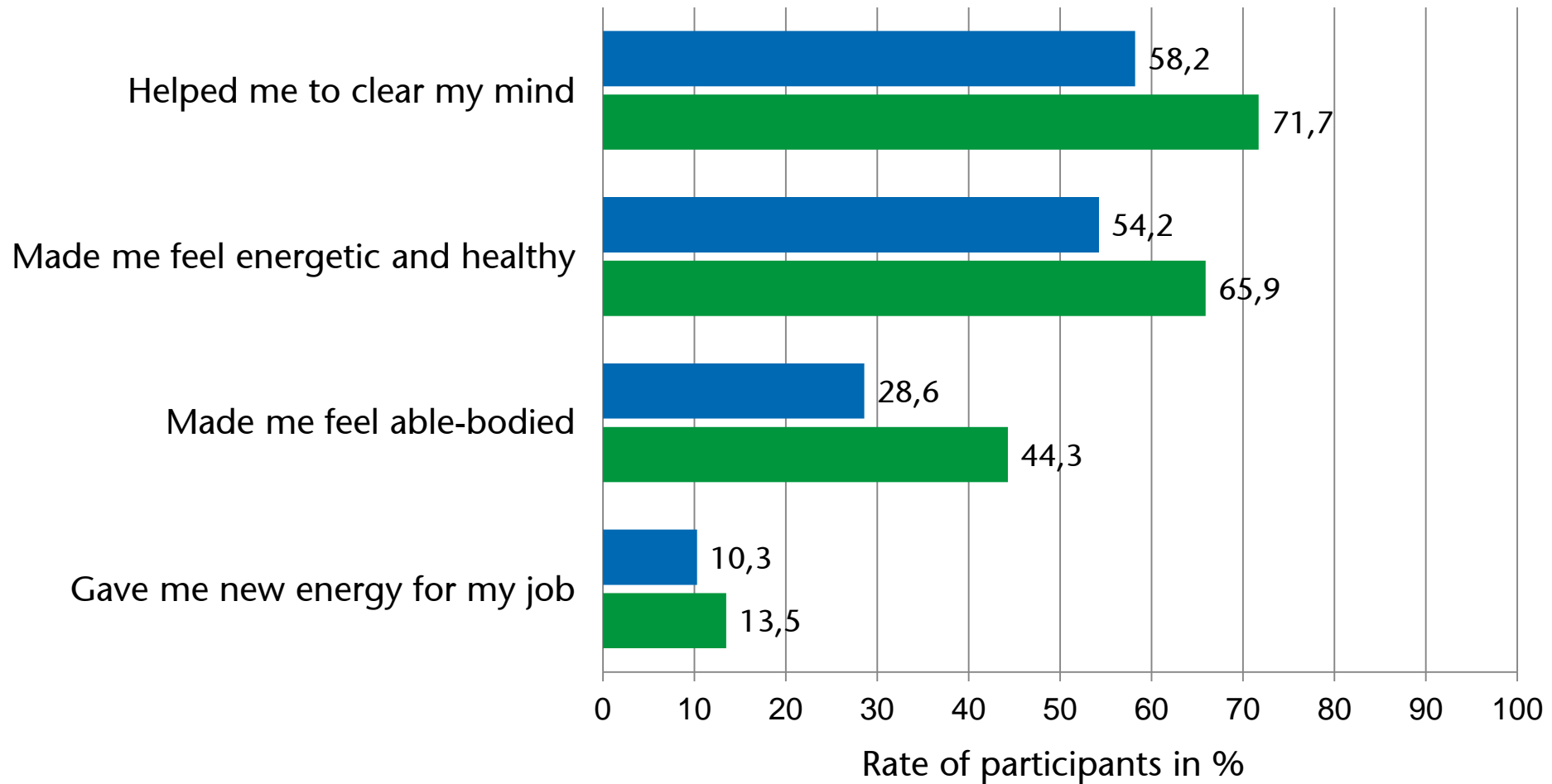


MMT = Main mode of transportation

■ bicycle was MMT before ■ changed MMT

Question: What was the campaign's impact for yourself personally?

Impacts on the participants after changing their MMT (I/II) – *During the campaign (selection)*

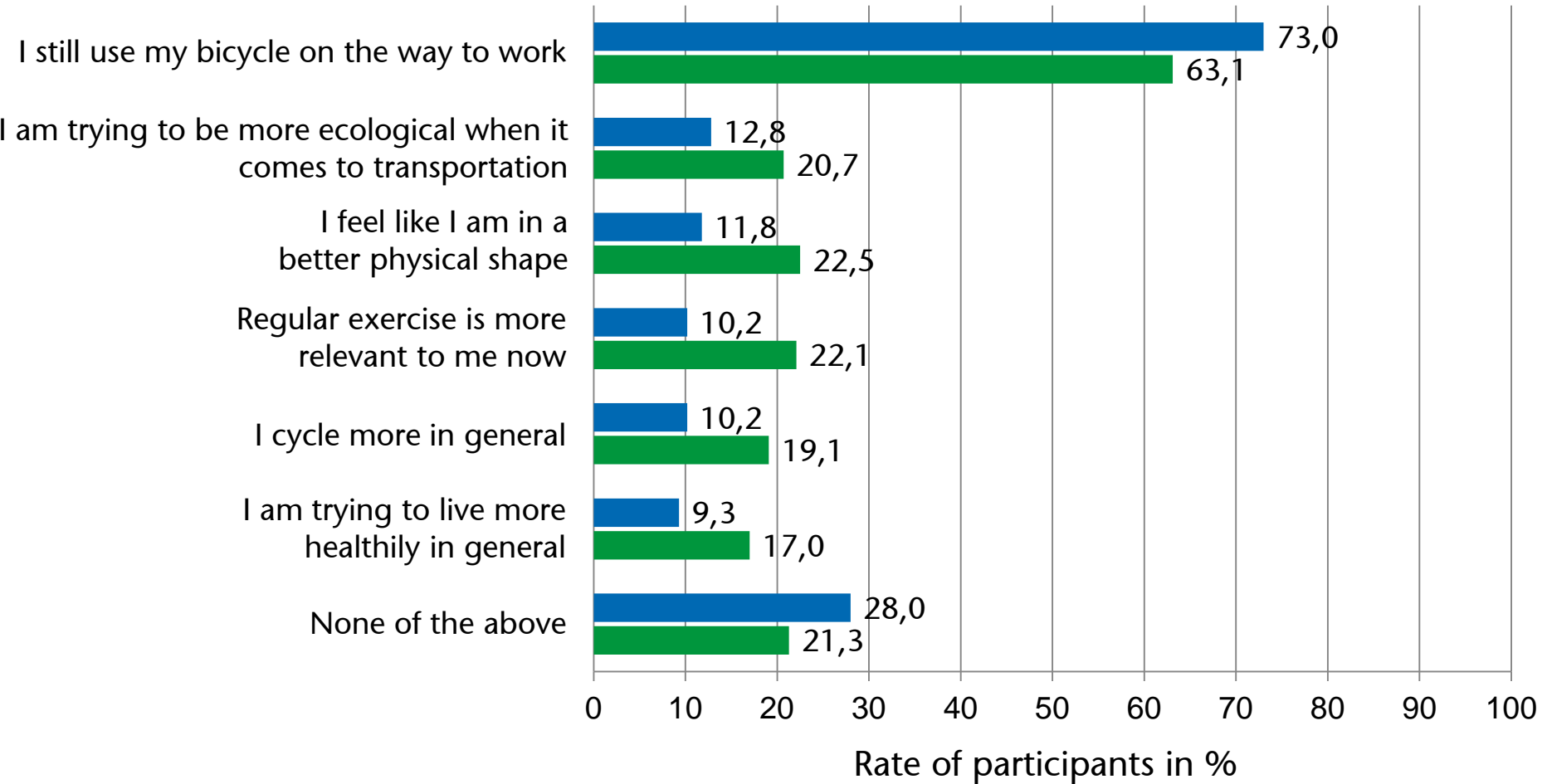


MMT = Main mode of transportation

■ bicycle was MMT before ■ changed MMT

Question: What was the campaign's impact for yourself personally?

Impacts on the participants after changing their MMT (II/II) – *After the campaign*

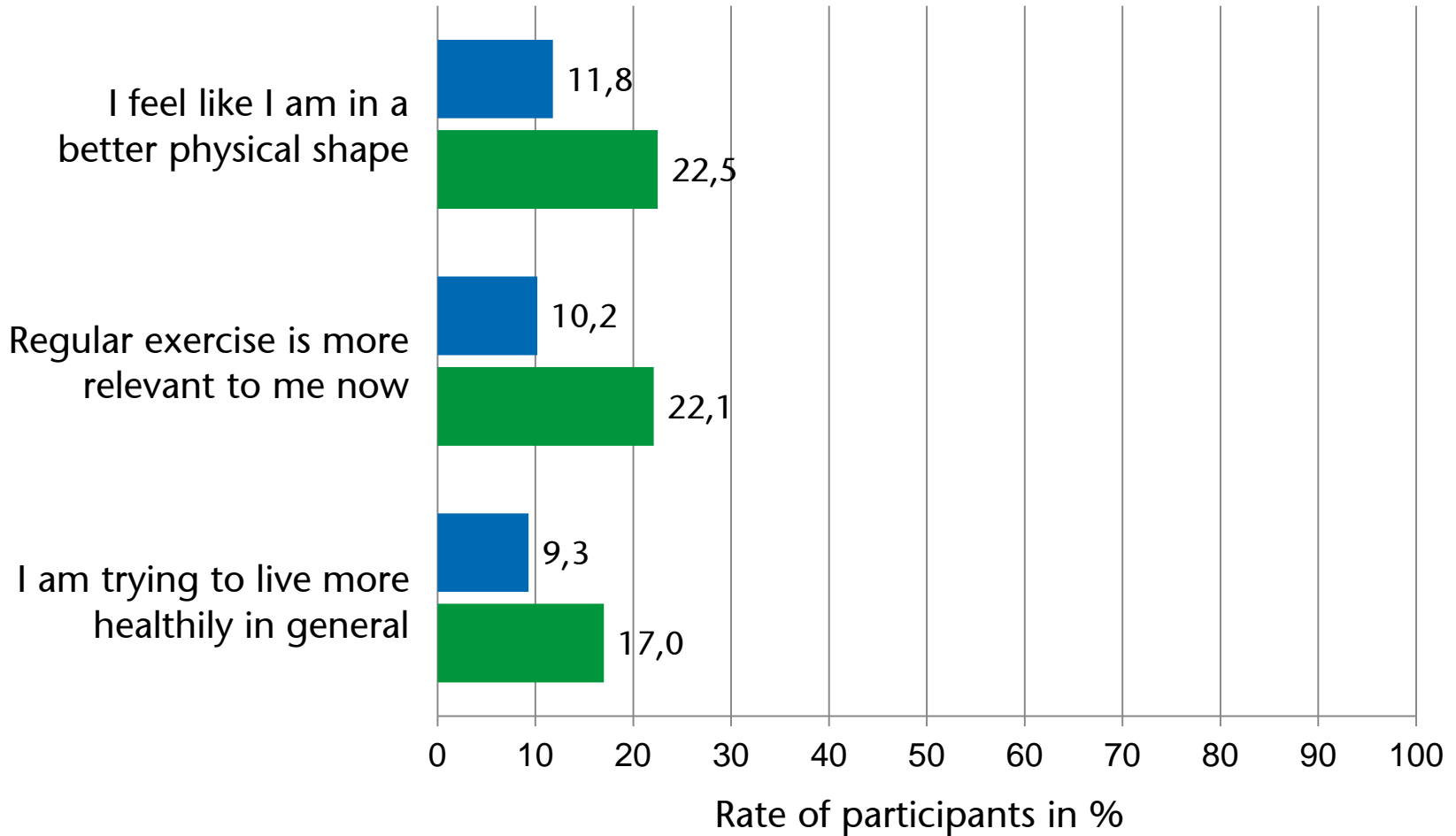


MMT = Main mode of transportation

■ bicycle was MMT before ■ changed MMT

Question: Which long-term consequences did the participation in the campaign have for you?

Impacts on the participants after changing their MMT (II/II) – *After the campaign (selection)*



MMT = Main mode of transportation

■ bicycle was MMT before ■ changed MMT

Question: Which long-term consequences did the participation in the campaign have for you?