

Project:	Evaluation of Investment in Cycling	Job No:	60097145/M003.320
Subject:	Qualitative Research – Topic Guide		
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This guide outlines the topic areas and questions which need to be covered during the depth interviews. This guide is intended to act as an aid-memoir for the researcher and as a result the researcher may not necessarily ask all these questions or follow them in the order shown. The guide will be used to check that all relevant issues have been covered.

The key topics to cover are as follows:

- *Explore in depth how people have responded to the cycling investment.*
- *Identify any changes in cycling behaviour.*
- *What has changed?*
 - o *Are people cycling more frequently – How and Why?*
 - o *Are people walking more frequently – How and Why?*
 - o *Are cycling trips replacing other modes of transport or new trips entirely?*
 - o *Are people new to cycling or starting again after a break?*
- *Why have changes occurred?*
- *In what context have changes occurred?*
 - o *Are there any changes in perceptions and attitudes towards cycling and walking?*

Prior to interview please review the topic guide thoroughly and take along to the interview: respondent details (taken from self completion questionnaire, adult questionnaire and telephone recruitment questionnaire); blank Travel Behaviour Timeline sheet; and relevant cycle city/town fact sheet.

1 - INTRODUCTION/WARM UP – 5 minutes

- Introduce self.
- Conducting interview on behalf of the Department for Transport, Cycling England and Department of Health.
- **Confirm length of interview (approximately 90 minutes) and level of incentive.**
- Purpose of interview is to talk about:
 - o Attitudes and experiences of cycling
- Emphasise confidentiality – confirm permission to record interview and that recording will not be passed on to anyone else.
- Confirm whether willing to make accompanied journey and **length of journey (maximum of 30 minutes).**
- **Ask respondent to complete consent form (2 copies – respondent to keep 1 copy).**
- Ask respondent to introduce themselves – family, work, hobbies, leisure activities etc
- Number of people in household? etc

If not covered above, use information in the *Respondent Details* to prompt (examples below):

- Personal characteristics
 - o Participant age (AQ-C1)
 - o Participant employment status, workplace (AQ-C7, AQ-B2)
- Household members
 - o Other household members (list with age/gender) (SCF)
- Vehicles
 - o Driving licence (AQ-C4),
 - o no. household cars (AQ-D11)
 - o Bicycle available (AQ-B4)

2 – TRAVEL BEHAVIOUR TIMELINE (BEHAVIOURAL CHANGE) – 20 minutes

Explain that you would now like to complete a timeline of travel behaviour over the past three years. In addition, you will also ask some questions about changes in personal circumstances over the three years.

(Some details may have already been covered briefly – the timeline will provide further details and opportunities to probe reasons and impacts of the changes).

Jointly complete *Travel Behaviour Timeline* covering last three years, specifically focussing on cycling. Make notes on the timeline where relevant.

Remind participants of cycling behaviour reported in baseline survey (referring to Respondent Details – specifically SQ-B11, B4-B10)

If NO cycling reported in last three years

- ask if cycled previously, when and why stopped
- ask if there were occasions when planned to start cycling or briefly started cycling and stopped
- find out the nature of journeys for which this was the case (journey purpose/destination) and probe as to why did not cycle or continue cycling
- ask if walking has changed (increased/decreased) during timeline and why
- what would have to change in cycling history timeline to encourage cycling (then go to Section 4).

Go to Section 4: Other Cycling Journey/Potential Journey

Transition Points

Prior to the interview - review 'factors that determine transport behaviour' diagram and report from Anable et al (2006).

Identify transition points where travelling behaviour, in particular cycling or walking, changed (increased or decreased) and seek explanations for each of them (or main ones if many).

Ask respondent to explain changes (unprompted – then probe if necessary).

- **What has changed?**
- **Impact on other modes - cycling replacing trips made by other modes / new trips and why (parking charges, fuel/vehicle costs, public transport costs etc)**
- Anything else happening at about same time (i.e. were habits broken by life event or incident, this may be indicated from *travel behaviour timeline*)
- A concerted, conscious effort to achieve something (i.e. were habits broken by setting a goal such as to get fitter)
- Dissatisfaction (push-factors) with pre-transition behaviour (i.e. were habits broken by existing behaviour no longer fulfilling needs)
- Attractive aspects (pull-factors) of new behaviour.
- Influence of people around you (family, friends, neighbours, colleagues, wider public, media)
- Influence of surrounding area (cycling facilities, parks etc)

Also ask what had prevented the transition happening any earlier than it did.

3 – REGULAR CYCLING JOURNEY – 20 minutes

- Identify cycling journey that is/was made most frequently. Confirm that respondent regularly cycles/cycled for this journey.
- Ask them to describe the journey (origin, destination (one-way or return), purpose, frequency, journey time and whether other modes of transport are involved).
- When did you start making this journey? – (replaced other mode of transport etc)?
- Do/did you use a particular route for this cycling journey - why did/do you use it?
 - o Probe geography, on/off road, perceptions of personal and road safety etc.
 - o What are the alternative routes – why do you not use them?
- What is/was important to you when making this journey (unprompted)?
 - o Practical / emotional / financial / health factors etc – what and why?

Social & Contextual Factors

- Why do you cycle for this particular journey? Probe fully (practical / emotional / financial / health reasons – perceptions/attitudes towards cycling (perceived benefits, level of cycling in city/town etc)
- What role do other people (family/friends/colleagues etc) play in cycling for this journey?
 - o Did anyone encourage or recommend that you cycle for this journey? Who specifically? – Why/What?
 - o Have you recommended cycling (for this journey) to others? Why/What?
 - o What do people think of you cycling for this journey?
 - o To what extent have you been influenced by others?
 - o To what extent have you influenced others?
- Do/did you enjoy cycling for this journey or not? - What aspects?
- Is/was there anything that motivates or discourages you from cycling for this journey (e.g. facilities at destination, feeling more active/being tired/warm etc)?
- What impact has cycling for this journey had? - Probe advantages and disadvantages (practical / emotional / financial / health factors)
- What is/was good/bad about cycling for this journey (unprompted)?

If no longer cycling for the journey

- Why did you stop cycling for this journey?
- What would encourage you to cycle for this journey in the future?

If still cycling for the journey

Detailed Experiences and Alternatives

- How has the experience of cycling for this journey changed since you started cycling it?
- How have (external) conditions changed? – what are they?
- How have your (internal) abilities changed? – what are they?
- What could improve your experience of cycling for this journey?
- Do you cycle for this journey all year round? If not, why not?
- In what circumstances might you stop cycling for this journey?
- What do you do for this journey when you do not cycle?
 - o What is good about travelling in this way for the journey?
 - o What is bad about travelling in this way for the journey?

Accompanied journey (with stop-offs) may be used where possible to obtain more insights on above.

4 - OTHER CYCLING JOURNEY/POTENTIAL JOURNEY – 10 minutes

For those currently cycling, identify another less frequently made cycling journey. For those not cycling or no other cycling journey, identify a potential cycling journey (a new journey or a journey that could replace a current journey by other modes (walking, car etc) and probe fully for barriers.)

- Ask them to describe the journey (origin/destination (one-way or return), purpose, frequency, journey time and whether other modes involved /replaced).
- Is cycling realistic for this journey? If not, why not? Probe internal/external barriers etc.

Ask the following questions as appropriate:

- What is important to you when making this journey (unprompted)?
 - o Practical / emotional / financial / health factors etc – what and why?
- Why do you not cycle this journey? Practical / emotional / financial / health factors and/or influence of others etc.
- How do you currently make this journey? – Why? (replacing current trip/new trip)

Social & Contextual Factors

- What would be good/bad about cycling for this journey?
- What would motivate or discourage you from cycling for this journey (e.g. facilities at destination, being tired/warm)?
- What role do other people (family/friends/colleagues etc) play in cycling for this journey?
 - o Has anyone encouraged or recommended you cycle for this journey? Who specifically? Why did they recommend it?
 - o Has anyone discouraged you from cycling for this journey? Who specifically? Why did they recommend it?
 - o What would people think of you cycling for this journey?
 - o To what extent have you been influenced by others?
 - o To what extent have you influenced others?
- What impact has cycling for this journey had? - Probe advantages and disadvantages (practical / emotional / financial / health factors)
- In what circumstances might you start cycling for this journey? (what needs to happen – changes to personal circumstances or environment/route etc)

Accompanied journey (with stop-offs) may be used where possible to obtain more insights on above for those that are not cycling.

5 - EXPERIENCES OF CYCLING IN TOWN/CITY – 20 minutes

Ask all respondents

Explain that now going to ask about cycling more generally in respondent's town/city.

Ask the following questions as appropriate:

- What type of people cycle? – Why? (generally versus those living in respondents city/town/area etc)
- What do you think of cyclists?
- What do other people think about cyclists?
- What is good about cycling in your town/city (unprompted)? – Why?
- What is bad about cycling in your town/city (unprompted)? – Why?
- What factors are important to you when cycling?
 - o Considerate behaviour by motorists?
 - o Separate cycling paths from traffic?
 - o Secure cycle parking?
 - o More people cycling?
 - o What else is important?
- Do your closest family/friends cycle? – Why/why not?
 - o What types of journey?
 - o What do you think of their cycling behaviour?
 - o Are they positive about cycling or not? Why/why not?
 - o Do they support/encourage you to cycle? If so, who in particular supports/encourages you to cycle? – Why?
 - o Do you support/encourage your closest family/friends cycle? If so, who in particular do you support/encourage to cycle? – Why?
- What factors are important to your friends/family when cycling?
- If not already covered ask about children in family – do they encourage their children to cycle/do their children encourage them? If so, why and for what trips? If not, why not? Do they make any trips unaccompanied (which trips – why/why not)? Do they have any concerns about their children cycling?

Ask if possible to talk to children in household – could be at this point or at the end of the interview – see list of key topics at the end of the topic guide (section 7).

- Have you changed your thoughts about cycling in the last two years? – Why/why not?
- Do you think cycling has increased in your town/city in the last couple of years or not? – Why/why not?
 - o Have motorists become more considerate to cyclists?
 - o Have cyclists become more considerate to motorists?
 - o Has the level of cycling in your town/city affected you in any way? – How?
 - o Has the level of cycling made the town/city a better place to live, or not?
- Have you changed your thoughts about walking in the last two years? – Why/why not?
- Do you think walking has increased in your town/city in the last couple of years or not? – Why/why not?
- During the last two years, have you noticed any changes or not in the physical environment (streets, etc.) near where you live that would encourage cycling or walking? – What?
- If noticed changes – have these changes improved your area in any way or not – How- Why/Why not? – Which particular areas?

6 – INFORMATION ON CYCLING IN TOWN/CITY – 10 minutes

- Are you aware of any information on cycling in your town/city?
 - o Can you think of any examples? (marketing, signs, maps, websites etc)
 - o Where have you seen/heard of them (find out yourself – where? Friends/family/colleagues etc)
 - o What do you think of the information? – Amount, content, use & usefulness, impact/influence on you and others?
 - o Have they had an impact or not? – How?
 - o In the last two years, have you noticed any changes in the information about cycling in your town/city? - What?
- Have you heard about any events or training in your town/city (including 'guided rides')? – If so which ones?
 - o Where did you hear/learn about them? (find out yourself – where? Friends/family/colleagues etc)
 - o Have you participated in any of the events or training (including 'guided rides')? - Which ones? Do you know anyone who has? Have they had an impact or not? – How?

6 - WRAP UP – 5 minutes

- What (if anything) would motivate/encourage you to increase/sustain your cycling journeys? How – Why?
- What (if anything) would motivate/encourage you to increase/sustain your walking journeys? How – Why?
- What (if anything) is the main reason for any change in cycling behaviour? – What impact has this had?
- In the last few years, has travelling in your town/city improved in any way? How-Why/Why not? Driver, pedestrian, cyclist, public transport user etc? *(if respondent has referred to it being a CCT then can ask directly about the CCT)*
- If you could make one recommendation about cycling in your area, what would it be?

Thank respondent for their participation

CONDUCT ACCOMPANIED JOURNEY IF AGREED AND COMPLETE OBSERVATION PRO FORMA.

7 – TOPICS TO ASK CHILDREN

Note – children may not be able to accurately or fluently recall behaviour and attitudes. Please ask the following conversationally and probe to ensure accuracy.

- Do you cycle? - When did you start cycling? How often do you cycle?
- What types of cycling journeys do you make? – Who do you cycle with (parents, friends etc)? Any unaccompanied cycling journeys?
- Why do you cycle?
- What do you like/enjoy about cycling?
- What do you not like about cycling?
- What do your family think about cycling?
- What do your friends think about cycling?
- Have you been to any events or training about cycling – If so, what did you think of them?
- Do you cycle more/less/about the same than this time last year? – Why?
- What do you think about cycling in your area? – Better/worse/same? – Why?
- What would make you continue to cycle?
- What would make you cycle more? What would make you cycle less?

Thank respondent for their participation

7a – PLEASE RECORD DETAILS OF ALL CHILDREN INTERVIEWED (name, age etc.)

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