



Cycling Survey for Female Teenage Students

Takapuna Grammar School

Prepared by Harbour Sports Cycle Project Team

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EXECUTIVE SUMMARY

Background

It is known that as young people transition through school, fewer participate in sport and recreation and physical activity decreases, this is even more so for young women in their teens. Harbour Sport (HS) has very clear objectives related to increasing participation in sport and recreation. This includes cycling which encompasses a number of genres (road, track, BMX and mountain biking) as well as being closely connected to active transport and recreational cycling. With this in mind Harbour Sport established this project with the end outcome being more female students cycling.

Takapuna Grammar School (TGS) was identified as a school to target due to supportive staff, the local environment being reasonably conducive to cycling (cycle lanes on main arterials, local greenways and wide streets) and being next door to an intermediate school which already had high numbers of students cycling to school.

The project has 2 stages:

1. Research and establishing baseline data
2. Identifying and implementing strategies to increase cycling amongst female students

This survey fulfils the first stage of the project which was critical in determining levels of cycling in female students at TGS, as well as identifying barriers and attitudes towards cycling.

Process

In Term 1, 2012, 800 surveys were distributed to female students at TGS (See Appendix 5). 453 surveys were completed with a return rate of 56.7 %.

Focus groups were held with 2 separate groups of students: Girls who cycle and girls that don't cycle.

Key Results

Only female students were included in this survey so for the entirety of this report 'students' refers to female students at Takapuna Grammar School.

- 57% of students ride their bikes
- 62% ride their bikes 1-5 times/month
- 67% of female students own a bike, 52.5 % own road bikes, 43.2 % mountain bikes
- Their main reasons for cycling are:
 - Mode of transport: 62%
 - For fun: 57%
 - For fitness: 36%

➤ There are 5 main reasons that over a quarter of the students do not cycle more often:

- Friends don't ride 33%
- I don't have a bike 32%
- Weather 32%
- Hills 30%
- Uniform 29%

➤ The top 3 responses to the statement:

Things that would need to change/improve to encourage female students to cycle more often:

- If my friends were to cycle 55%
- Get a bike 45%
- Nicer/cooler helmets 23%

➤ 51% of students felt that greater flexibility around the compulsory uniform to school would increase students cycling to school. This category incorporated allowing students to wear PE gear/other clothes to school and then changing when they got there, or allowing the students to wear shorts/skorts instead of skirts as their uniform.

➤ Bike ownership steadily decreases across the year groups from 86% in year 9 to 59% in year 13

➤ Cycling also decreases steadily across the year groups from 61% in year 9 to 40% in year 13, with the exception of an increase between year 12 and 13.

➤ 16% of students surveyed would be interested in attending a Safe Cycling Workshop.

➤ The greatest interest in attending a Safe Cycling workshop was in year 13 at 23% followed closely by year 9 at 21%.

➤ Dads and brothers were the most likely family members to own bikes (31% & 30% respectively)

OVERALL RESULTS FROM THE CYCLE SURVEY COMPLETED BY FEMALE STUDENTS AT TAKAPUNA GRAMMAR SCHOOL

2/3 of the students surveyed own at least one bike. The most popular being road (52.5%) and mountain bikes (43.2%)

It is pleasing to note that **over half of the students ride their bike at least once a month.** Unfortunately, the majority of the students only ride 1-5 times a month.

There is no one main reason that the **students do not ride more often.** However, there are 5 reasons that over a quarter of the students quoted:

- Friends don't ride
- I don't have a bike
- Weather
- Hills
- Uniform

Overall, the students quoted almost 30 different **things that would need to change/improve to encourage them to cycle more often.** The 3 most popular responses were:

- If my friends were to cycle
- Get a bike
- Nicer/cooler helmets

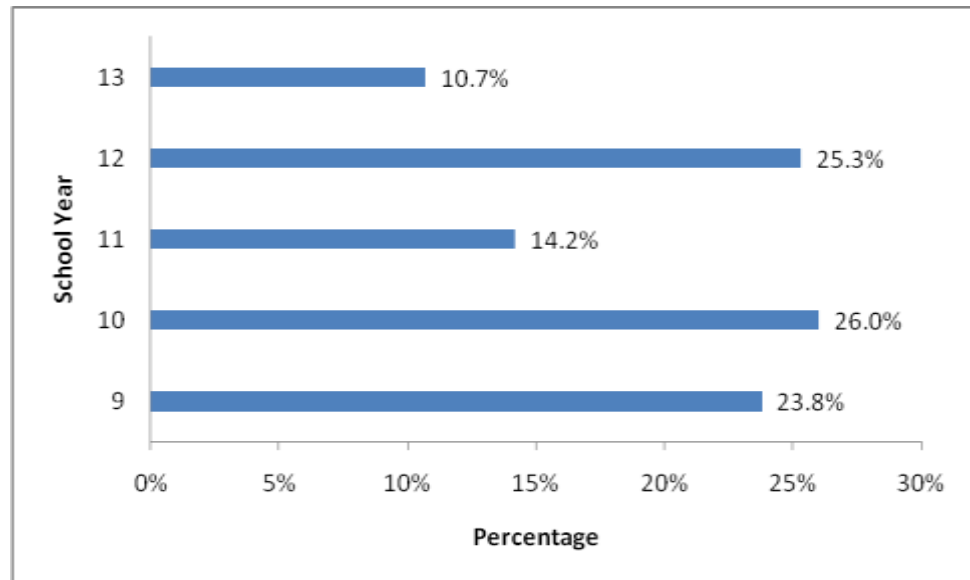
Over 50% of the students quoted 'uniform' as a method to getting more female students cycling to **and from school.** This category incorporated allowing students to wear PE gear/other clothes to school and then changing when they got there, or allowing the students to wear shorts/skorts instead of skirts as their uniform.

The students were asked to rate (1-10) certain **criteria that affect their ability/desire to cycle more often.** Of these, the most influential was 'I use other forms of transport' which had an average rating of 7.0. The least influential was 'Parents won't allow me to ride', with an average rating of 2.5.

The majority of students (84.4%) would not be interested in attending a safe cycling workshop, even though safety on the roads was commonly quoted as a deterrent to cycling.

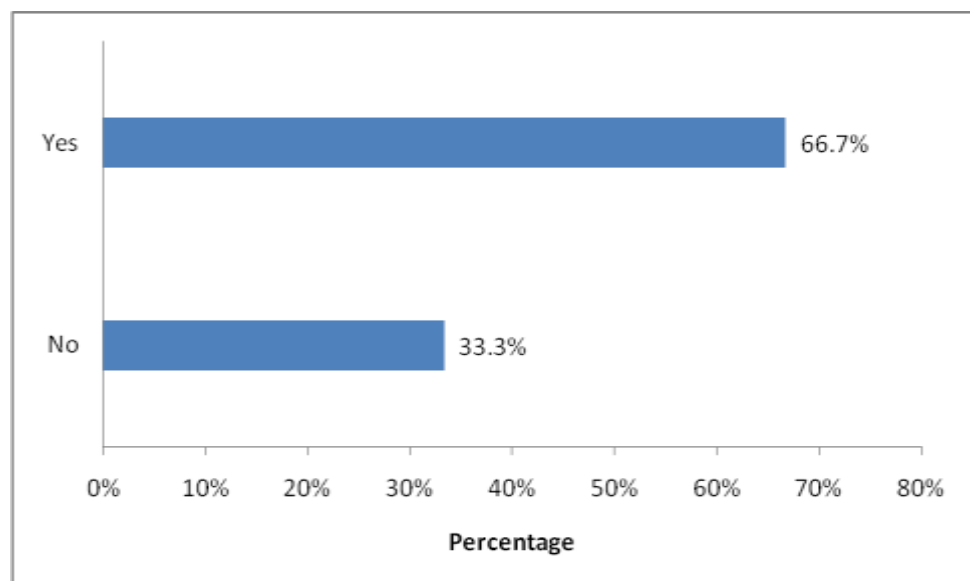
Dad's and brother's are the most common family members of the students to own a bike. The most common bike owned by all family members (Dad, mum, brother, sister) is a mountain bike.

GRAPH 1: The School year that the female students are in



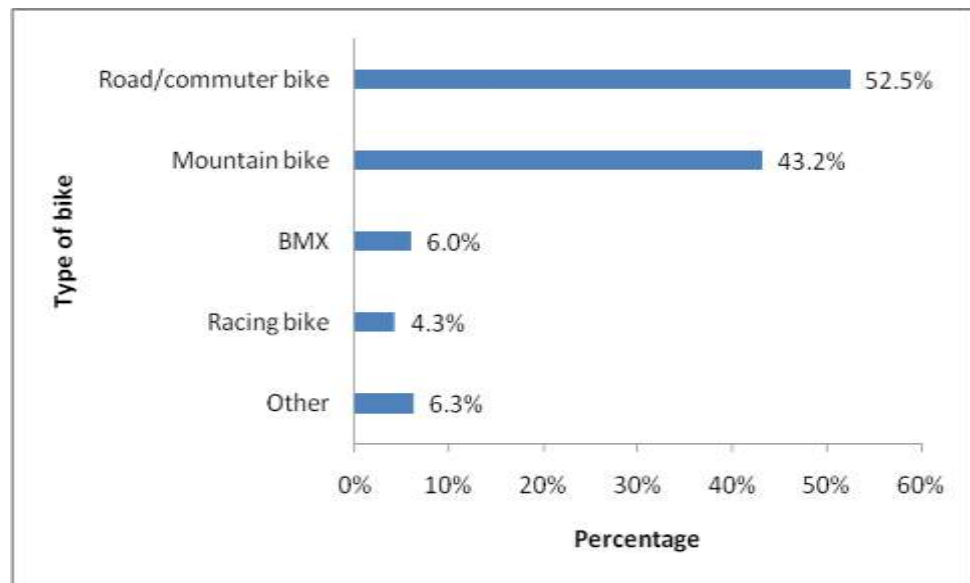
N=450

GRAPH 2: The percentage of female students that own a bike



N=451

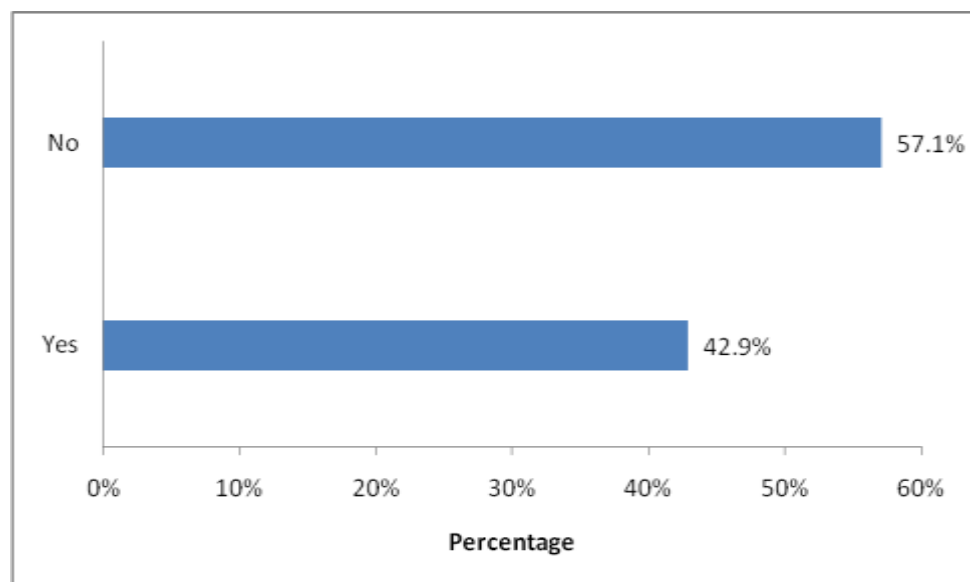
GRAPH 3: The types of bikes that the female students own



N=301

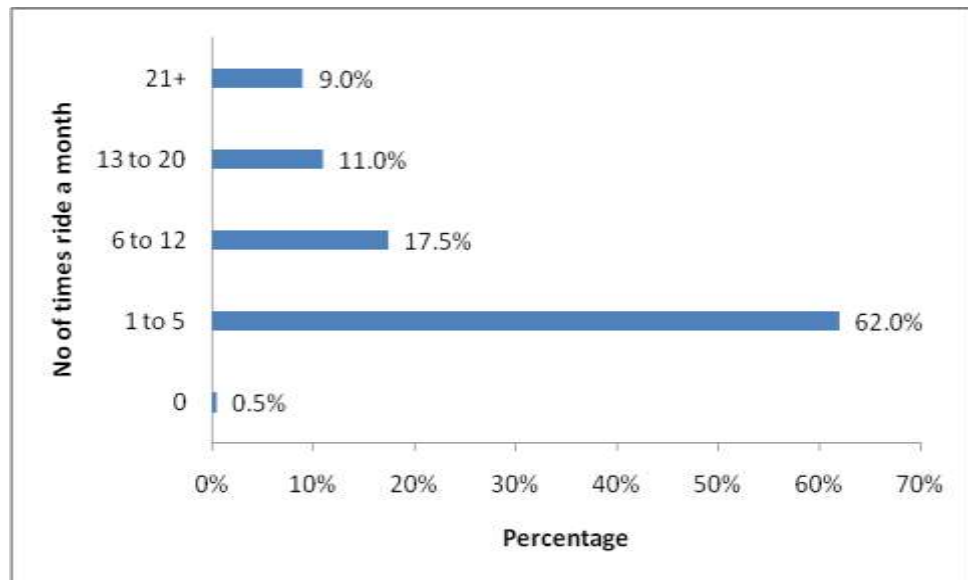
Other: Cruiser (1.6%), Vintage (1.0%), Road racing (0.3%), Track (0.3%), Unknown (2.7%)

GRAPH 4: The percentage of female students that ride their bike



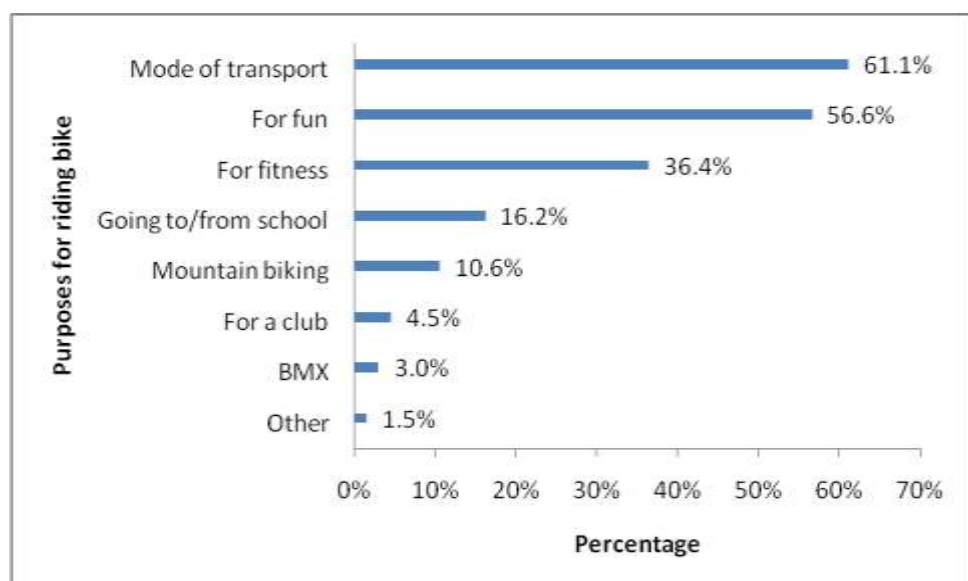
N=417

GRAPH 5: The number of times female students ride their bike each month, on average



N=253

GRAPH 6: The main purposes female students ride their bike

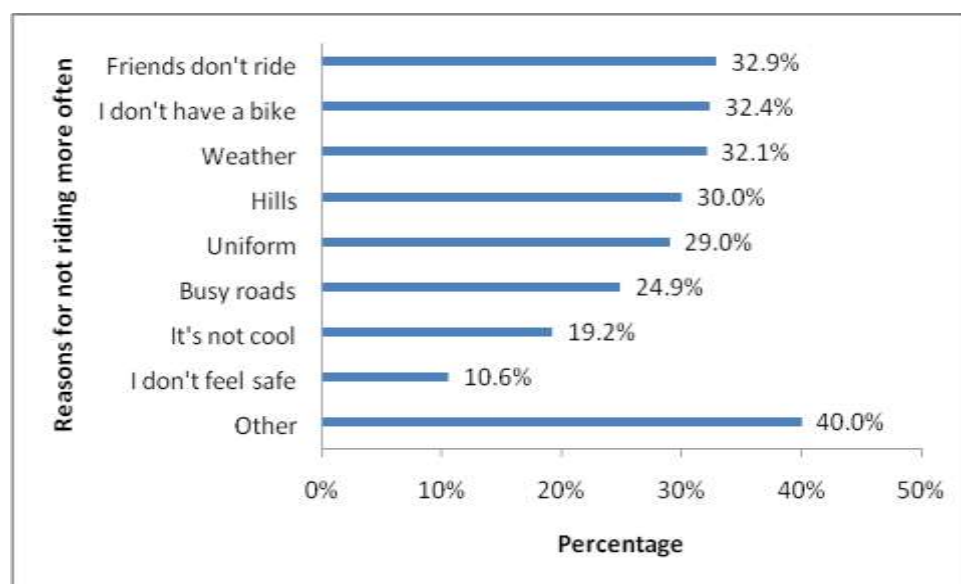


N=198

Other: Just feel like It (0.5%), walking the dog (0.5%), racing (0.5%)

Clubs: North Harbour BMX (1), School club (3), NZ Cyclists (1), North Harbour Tryathlon (1)

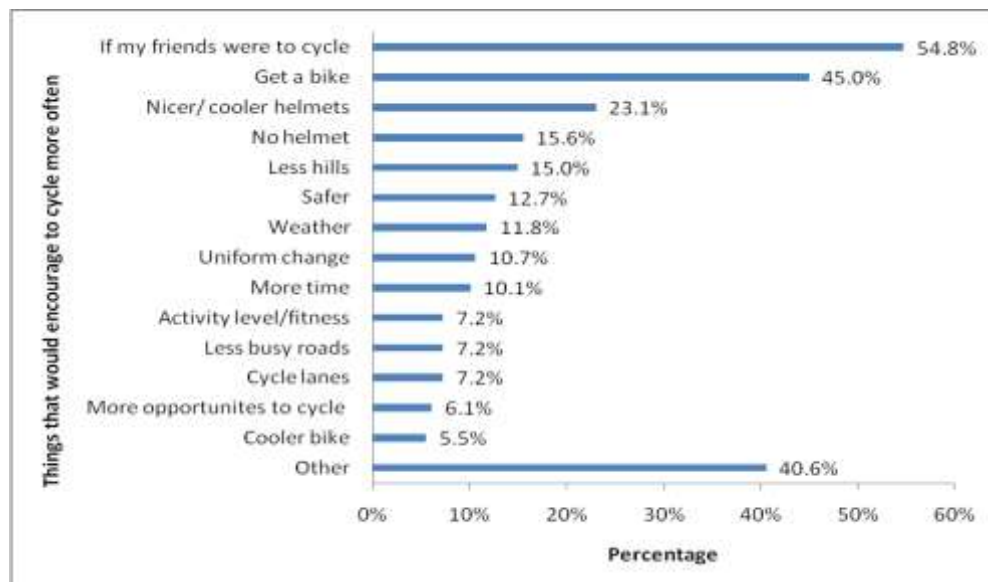
GRAPH 7: The main reasons that female students don't ride more often



N=417

Other: Helmet (1.4%), Don't have time (1.2%), Bike availability (1.0%), Laziness (1.0%), Poor condition of bike (0.7%), Don't know how to ride (0.5%), Unknown (34.2%)

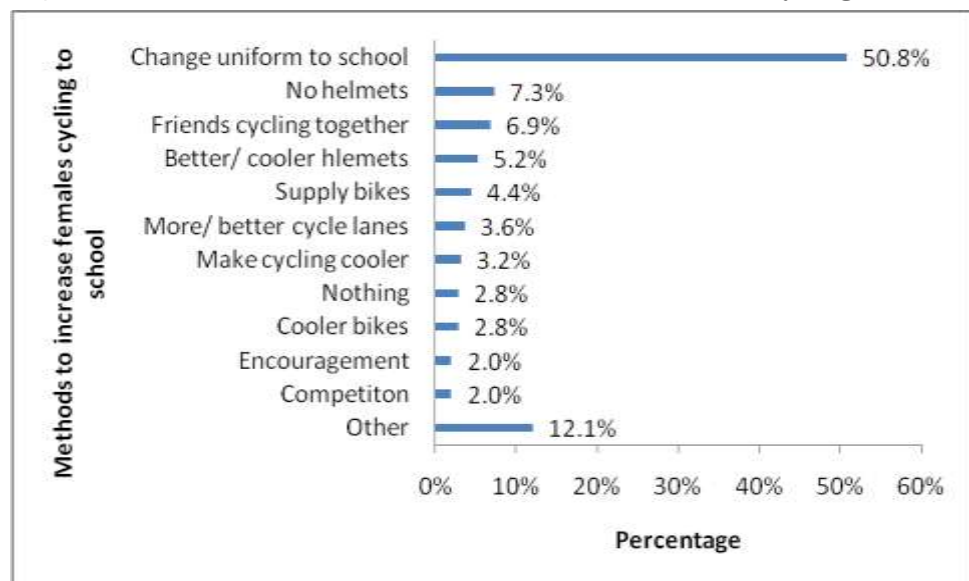
GRAPH 8: Things that would need to change/improve to encourage female students to cycle more often



N=347

Other: Access to bike (4.9%), Road rules (4.3%), Cycling being cool (3.5%), More cycle tracks (3.5%), Distance of travel (3.2%), Need to buy a helmet (2.9%), Cycling being more fun (2.6%), Learn how to ride (2.6%), Not owning a vehicle (2.0%), Better bike storage (2.0%), Cheaper bikes (2.0%), Less sweaty (1.7%), More comfy bikes (1.4%), Parents allowing kids to cycle (1.2%), Improving cycle skills (0.9%), Nothing (0.6%), Feel more comfortable riding (0.6%), Incentives (0.3%), Geographical knowledge (0.3%), Buy cycling gear (0.3%), Being able to take your bike on public transport (0.3%)

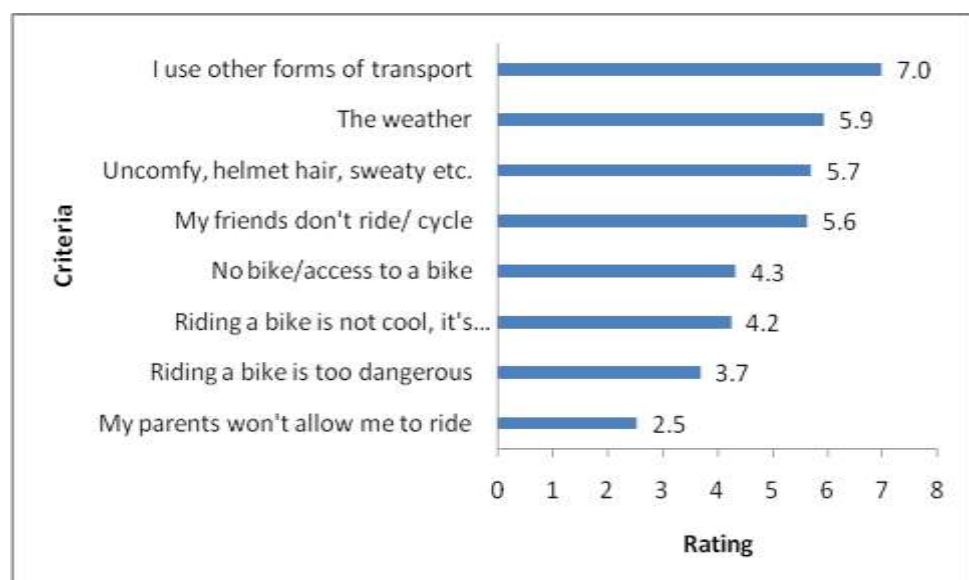
GRAPH 9: Student's opinions on how to increase the number of female students cycling to school



N=248

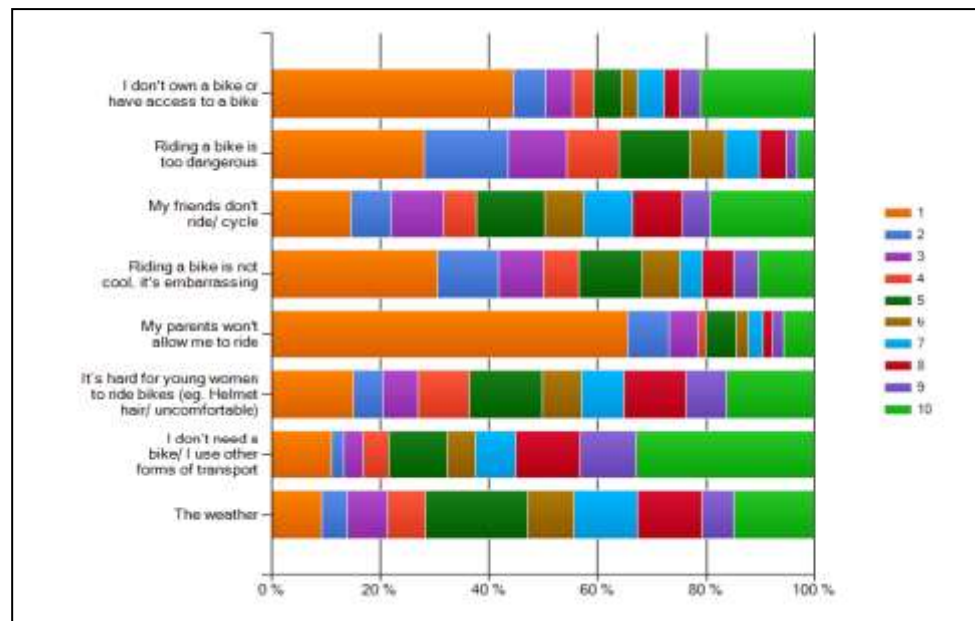
Other: Incentives (1.6%), Less hills (1.6%), Comfier bikes (1.6%), Promote cycling (1.2%), Bike storage (1.2%), Cycle club (1.2%), Safer roads (1.2%), More fun (0.8%), Showers at school (0.4%), Different training times (0.4%), Weather (0.4%), Education on maintenance of bikes (0.4%)

GRAPH 10: The average rating of criteria that influence female student's ability/desire to cycle more



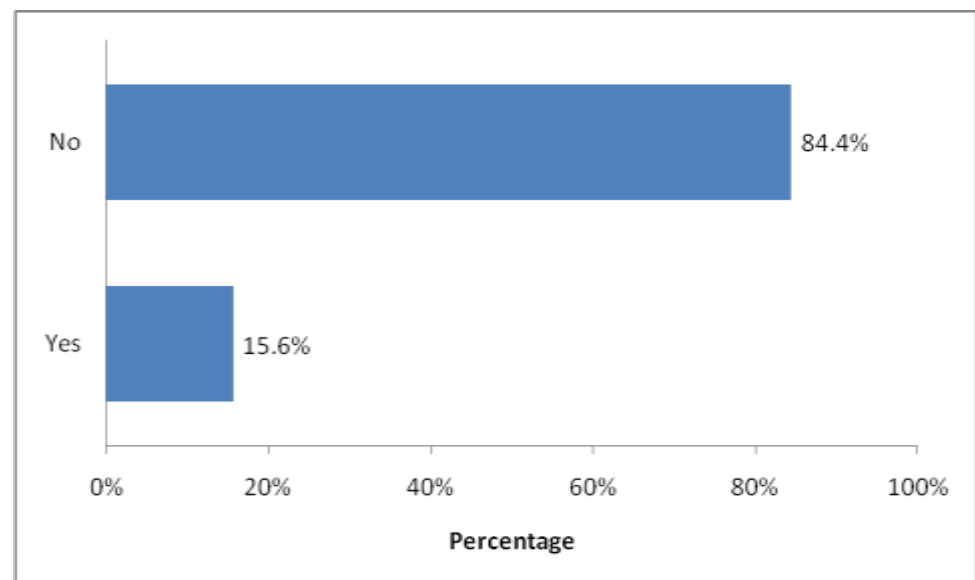
N = 414

GRAPH 11: A breakdown of ratings of certain criteria that influence female student's ability/desire to cycle more



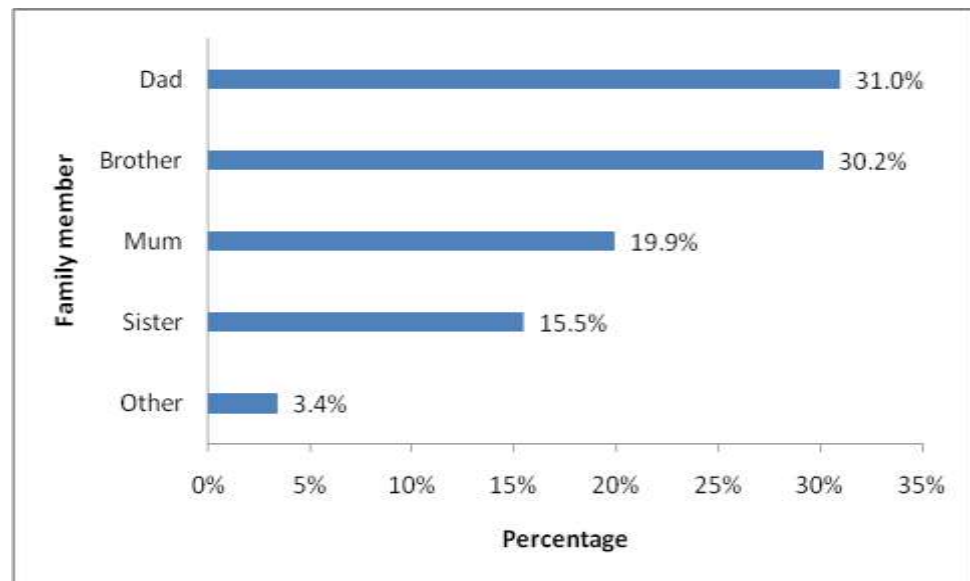
N= 414

GRAPH 12: The percentage of female students that would consider attending a safe cycling workshop



N = 391

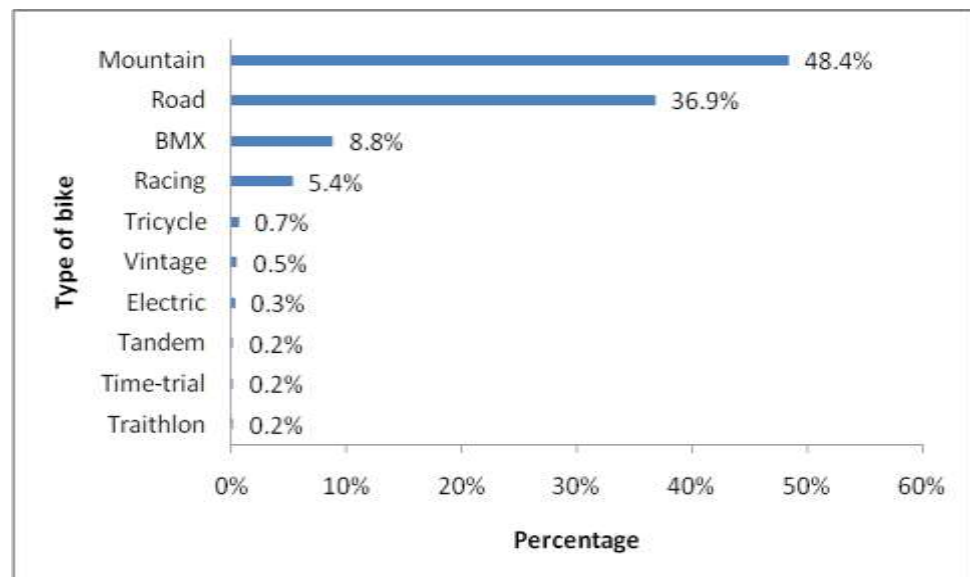
GRAPH 13: The distribution of female student's family members that own bikes



N = 587 (N is the total number of family members listed rather than the total number of female students that answered the question)

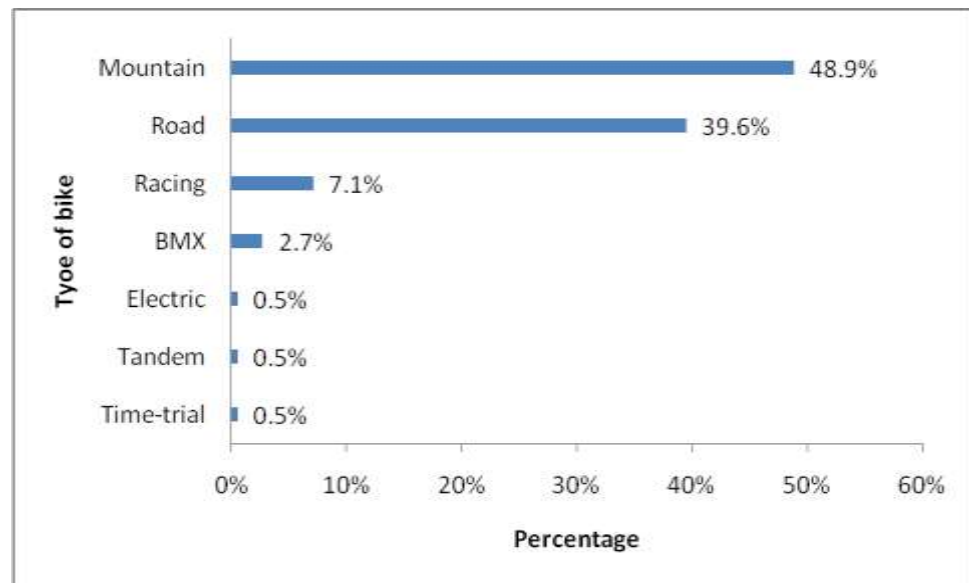
Other: Cousin (1.2 %), Uncle (0.9%), Auntie (0.7%), Grandad (0.5%), Grandma (0.2%)

GRAPH 14: The distribution of the type of bikes owned by the female students family members



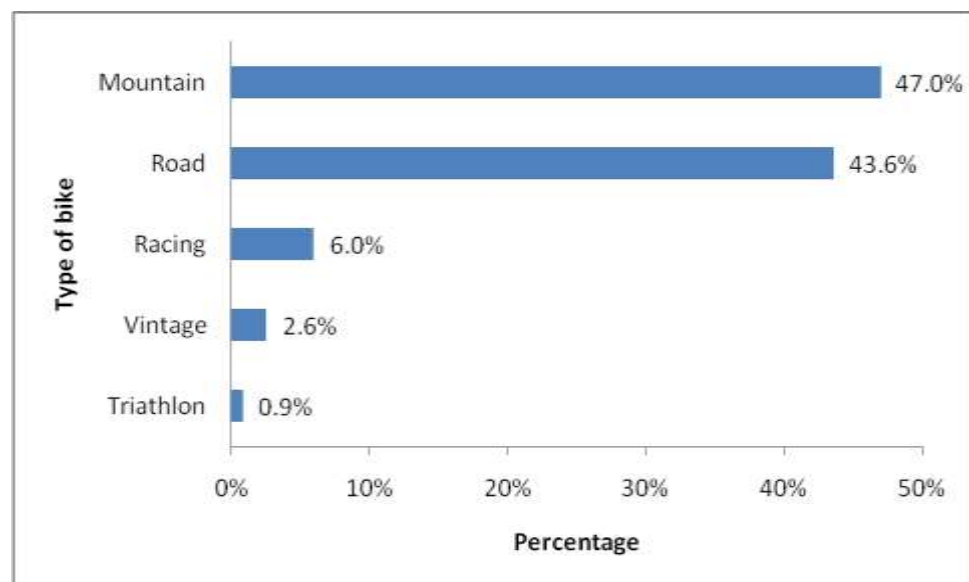
N = 587 (N is the total number of family members listed rather than the total number of female students that answered the question)

GRAPH 15: The distribution of the type of bikes owned by the female students fathers



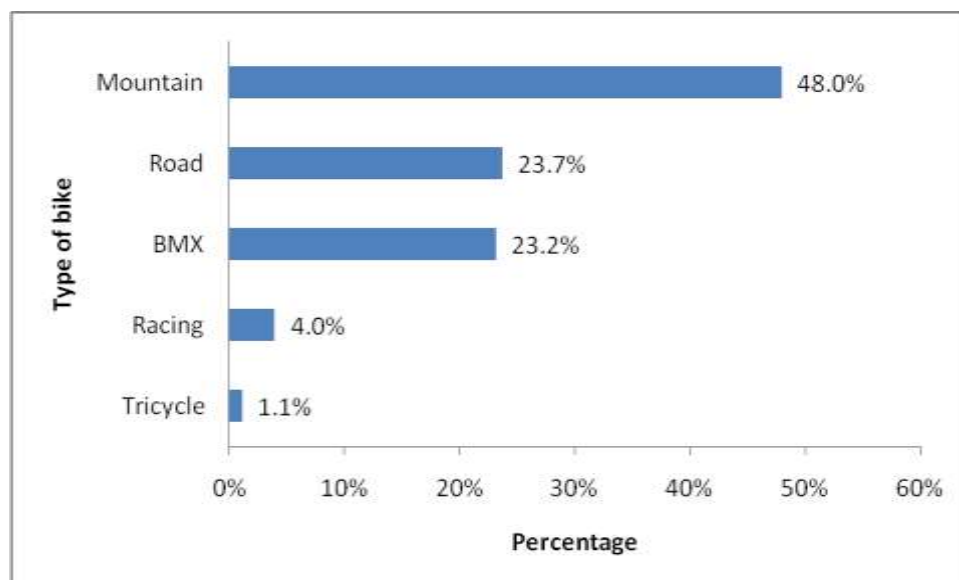
N = 182

GRAPH 16: The distribution of the type of bikes owned by the female students mothers



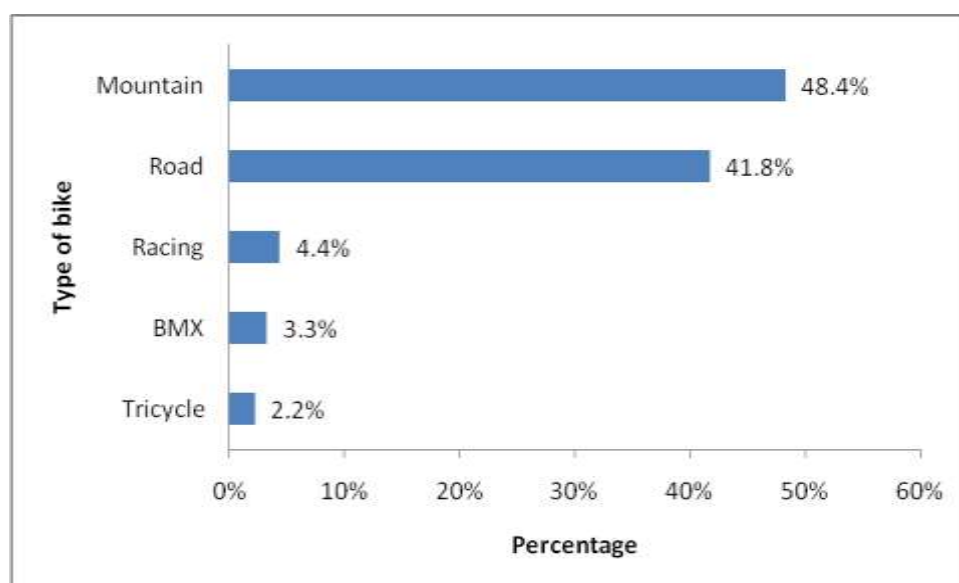
N = 117

GRAPH 17: The distribution of the type of bikes owned by the female students brothers



N = 177

GRAPH 18: The distribution of the type of bikes owned by the female students sisters

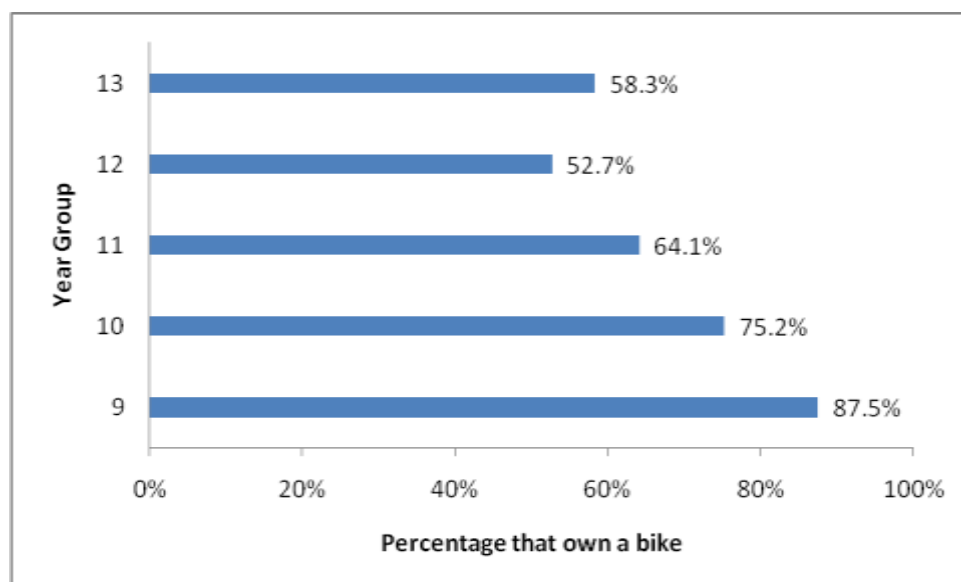


N = 91

YEAR GROUP COMPARISON:

BIKE OWNERSHIP

GRAPH 1: The percentage of female students that own a bike across all 5 year groups

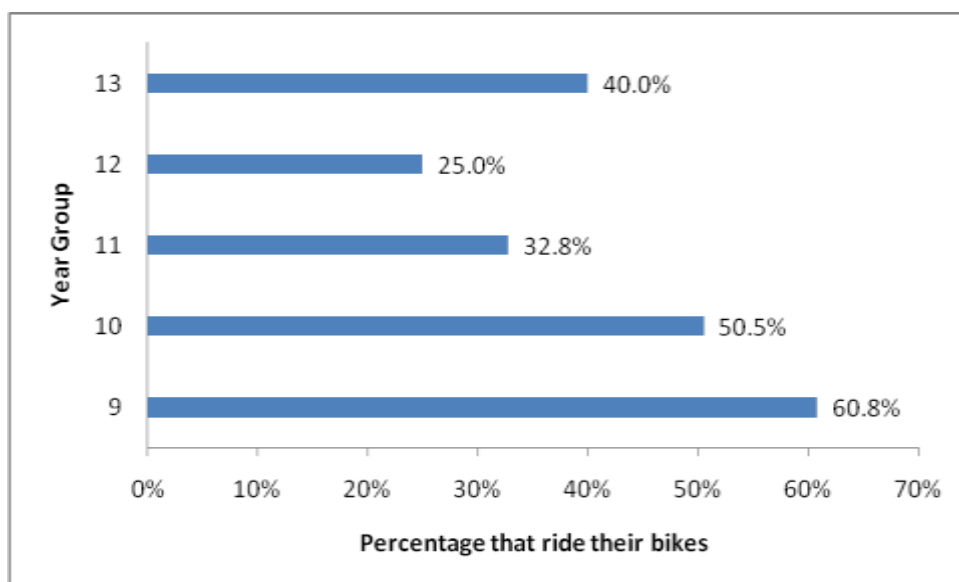


N= 448

This breakdown shows that the percentage of students that own a bike decreases across the year groups (bar an increase in Year 13).

YEAR GROUP COMPARISON: RIDING OF BIKE

GRAPH 1: The percentage of female students that ride their bike, across all 5 year groups



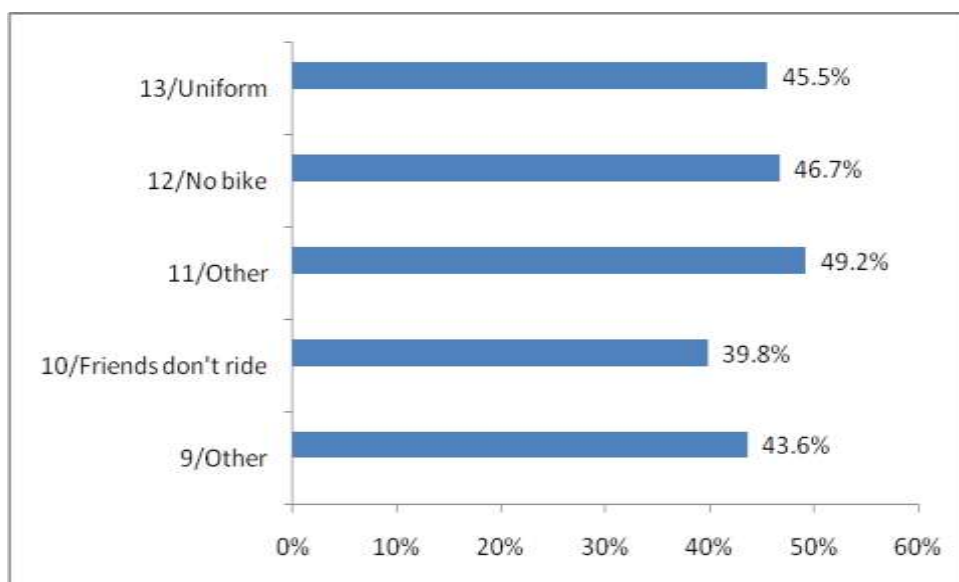
N= 414

This breakdown shows that the percentage of students riding their bike decreases as the year group increases (bar an increase in Year 13).

This may mean that the younger year groups are easier targets to encourage to cycle, as they may be more willing in general to ride a bike. However, targeting the later years 11 and 12 may be more beneficial as fewer of these students currently ride their bike.

YEAR GROUP COMPARISON: REASONS FEMALE STUDENTS DO NOT RIDE MORE OFTEN

GRAPH 1: Reasons students do not ride more often with the highest percentage, across all 5 year groups



N= 414

It is interesting to note the most important factor for each year group in why they don't cycle. For example, the most popular response from Year 13 students was the fact they had to wear uniform to school. Therefore, allowing students to wear PE gear to cycle to school may be most influential in persuading these students to cycle to school.

However, 'friends don't ride' is the most popular reason that students in Year 10 do not ride. Therefore, efforts to promote cycling to Year 10 females may be most effective if they incorporate riding groups, or promoting cycling as a fun thing to do with friends, for example.

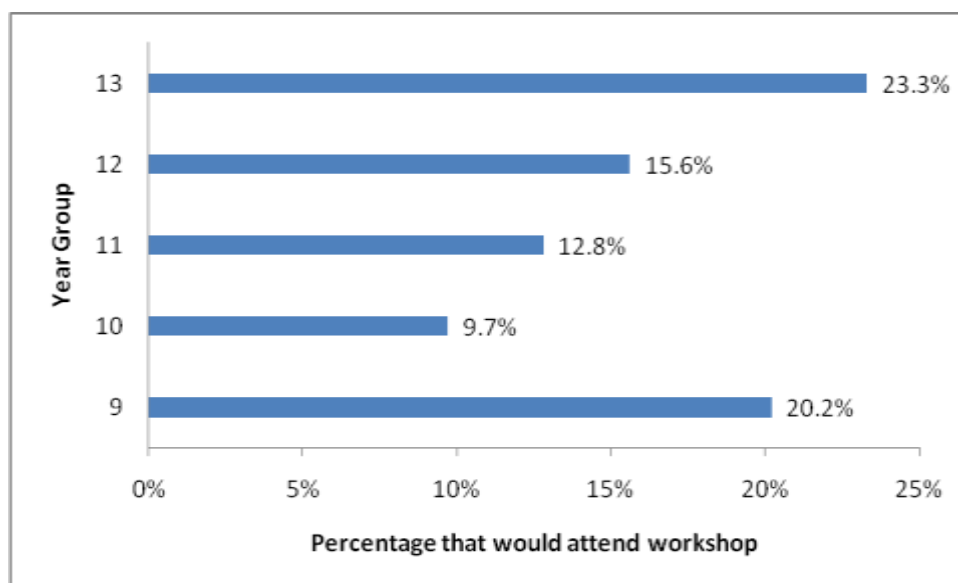
For Year 12, the most popular response was 'No bike' and so providing bikes for the students to use, or talking to parents to encourage them that a bike is a worthwhile investment may be the most effective method to increase cycling.

Unfortunately the most popular response for Years 9 and 11 was 'Other', for which the majority of students did not specify.

YEAR GROUP COMPARISON:

INTEREST IN ATTENDING A SAFE CYCLING WORKSHOP

GRAPH 1: The Percentage of female students that would consider attending a safe cycling workshop, across all 5 year groups



N = 388

This breakdown shows that the students most likely to attend a safe cycling workshop are those in the very youngest and oldest year groups. Therefore, future workshops may wish to target these year groups.

FOCUS GROUP FINDINGS FROM: FEMALE STUDENTS WHO CYCLE

Why do you cycle?

- Enjoy it
- Fitness
- Rewarding
- Go out with friends
- Cycle racing- socialising

What do you enjoy about cycling?

- Cycling instead of running, more fun
- Socialising

Do you see cycling as part of your identity – if you do, does it appeal or is it a negative aspect to be seen as a cyclist?

- Friends know- but it's just another hobby. Never shown negativity towards it
- Negative- parents friends often moan about too many cyclists on the road

What are the negative aspects of cycling?

- Drivers
- Bikes are big and hard to carry around
- Time consuming
- Early morning training

What are your interests? E.g. fitness, sport, music, socialising

- General sports

Is the fact that you cycle influenced by your parents' opinions or actions?

- Parents
- Uncle cycled in the Olympics
- Always pushed and encouraged me but in a positive way

What do you think would help encourage females who don't cycle to take it up?

- Atmosphere of races- promoting cycling

Would you be interested in being part of a cycling initiative to see more girls cycling?

- Yes- would like to promote it through school with people they know

Which of these photos would you identify with?

- Image 1.6: Hat helmet- fashion item



- Image 1.10: Racing- sweaty, helmet hair



- Image 1.2: Pink tops- happy which is what cycling is about



What would you like to see changed/ improved

- Social riding group
- Friends more likely to do it if it is seen as a more social
- Cycling races advertised more
- Getting kids cycling at a younger age
- Promoting groups who have fun
- Women only cycling group

Are there any occasions when you don't cycle

- Don't have friends who want to cycle
- Friends are an influence when I want to cycle socially

Within Takapuna Grammar:

- 12 female, 20 male cyclists
- Boys ride to each other's houses, females don't

FOCUS GROUP FINDINGS FROM: FEMALE STUDENTS WHO DON'T CYCLE

Why don't you cycle?

- Don't have a bike
- Don't have a need to cycle (can walk, bus, drive - easier ways of getting places)
- Never think to use the bike
- Don't trust the bike as it is old
- Weather
- Wear skirts and would need a shower (and there are only 2 at school that are very unattractive so they do not consider this a possibility, and would not want to get up early to have to shower at school)
- Hilly – just end up walking with the bike and find that embarrassing
- Don't like wearing helmets
- Don't want to be an inconvenience –i.e. using footpaths so getting in the way of pedestrians or getting in the way of motorists on the roads

Does your perception of cycle 'community' present a barrier?

One girl's family are really into cycling and so understands that cycling is a big sport and very expensive. The other girls know a lot about cycling too and joked that the one girl always talked about her family doing it so they all know a fair bit about what serious cycling entails.

The girls said that cycling should be made more fun if wider participation is the outcome wanted (rather than trying to promote competitive cycling). For example, they said they would love to participate in a cycling version of the Shore to Shore 5km fun walk.

Would you ever cycle outside of school?

- Yes, for example if there was a fun event like described above.

(Told them about Telstra Clear Cycle challenge over the Harbour Bridge and only a few had heard of it. They said it sounded fun and that they would have been interested in doing it if they had heard of it – however they would only want to do the shorter race and were concerned they wouldn't make it over the bridge without having to get off their bike!! They said they would definitely consider it next year and events like this should be more greatly promoted to people that don't cycle usually.)

- They said they would also consider cycling if they were really late for something – they acknowledged that cycling somewhere is usually quicker than the bus and sometimes even than driving.

- With friends in the summer for fun.
- As part of a fitness regime.

Does it make a difference to you if your friends don't cycle?

- Yes – they would be a lot more inclined to cycle if their friends did, especially for fun in the summer with each other.

What do you think the benefits of cycling are?

- Fitness – toned, looking good
- Faster than walking so good for when in a rush, sometimes even faster than driving,
- Cheaper than driving/bus
- Eco friendly

What are the negative aspects of cycling?

- Helmets
- Falling off bike/injuries/sore bum/chain breaking
- Vulnerable to cars – don't have protection like you do in a car
- Rain
- Can't carry anything
- When you have cycled somewhere you then have the bike there so need to take it wherever you are going next

Are you aware of the different cycling disciplines?

- Yes – One of the girls whole family cycles so they know a lot about the different types (as all friends), also see on TV

What are your interests?

- Sport - Mainly netball, some water polo
- Driving
- Eating
- Going to the beach
- Gym - rather go on a stationary bike at the gym than a real bike as it is safer, don't have to wear a helmet, also have access to all the other equipment and it is cycling on flat terrain.

All the girls are on the Sports Council and so are all pretty sporty and active. They acknowledged that other girls not so into sport may be **less inclined to cycle and do cycle events**. The point was made that

one wouldn't herself consider going for a cycle with friends in the summer as exercise but more of just a fun activity. Whereas less sporty girls would consider going cycling with friends as exercise and so may be less inclined to do it if they aren't into that kind of thing.

Is the fact that you don't cycle influenced by your parents' opinions or actions?

- Most of the girl's parents say that they should bike places. One girl said this makes her not want to do it.
- Used to go on bikes when younger as a family – would be **embarrassed** to do this now as would feel silly riding with parents.
- Only one of the girl's parents actually cycles themselves.

Can you identify with any of the photos?

The girls were intrigued with the hat that was a helmet in disguise and said they might be interested in wearing something like that.



The Images the girls identified with were Images 1.4 and 1.5.



They described the women as attractive and girly on old-fashioned type bikes. They thought the **bikes looked cool** and one of the girls said she wanted one for Christmas. They said that was what they would want to look like when cycling. They don't **want to look like an athlete and are not out to race people**; they liked the **'cruisey' look**.

APPENDIX 1 –PROCESS FOR FOCUS GROUPS

- The focus group took place at Takapuna Grammar School during the lunch time (1/2 an hour between 1.25pm and 1.55pm) on the 3rd April 2012.
- There were 13 teenage girls in total. These were broken up into 2 groups: 6 who cycle, and 7 who don't cycle.
- The groups took place at the same time in different locations in the Sports Department.
- There was one facilitator for each group. The facilitators asked the group the series of questions described in Appendices 2 and 3 (depending on which group the facilitator was taking).
- Although there was a structured set of questions, the facilitators allowed the conversation to be open and free-flowing.

APPENDIX 2- FOCUS GROUP QUESTIONS FOR FEMALE STUDENTS WHO CYCLE

1. Why do you cycle?
2. What do you enjoy about cycling?
3. Do you see cycling as part of your identity – if you do, does it appeal or is it a negative aspect to be seen as a cyclist?
4. What are the negative aspects of cycling?
5. What are your interests? E.g. fitness, sport, music, socialising
6. Is the fact that you cycle influenced by your parents' opinions or actions?
7. What do you think would help encourage females who don't cycle to take it up?
8. Would you be interested in being part of a cycling initiative to see more girls cycling?
9. Which of these photos would you identify with?

APPENDIX 3- FOCUS GROUP QUESTIONS FOR FEMALE STUDENTS WHO DON'T CYCLE

1. Why don't you cycle?
2. Does your perception of the cycling 'community' present a barrier? - e.g. how cyclists are perceived, how cycling as a sport is less club related (less clear participation pathway and community feel, than netball for example)
3. Would you ever cycle outside of school?
4. Is there anything at all that would make you consider cycling or would get you cycling? Give some examples...being given a bike, having a fitness ride with friends, not having to wear uniform to school if cycling or wearing PE uniform
5. Does it make a difference to you if your friends don't cycle?
6. What do you think the benefits of cycling are?
7. What are the negative aspects of cycling?
8. Are you aware of the different cycling disciplines? (try to get them to name some... e.g. road, track-endurance, track-sprinting, MTB-cross country, MTB-downhill, single speed, cyclo-cross, BMX) - would a greater knowledge of the different types change your interest?
9. What are your interests? E.g. fitness, sport, music, socialising
10. Is the fact that you don't cycle influenced by your parents' opinions or actions?
11. Can you identify with any of these photos?

APPENDIX 4 – IMAGES SHOWN TO THE FOCUS GROUPS



Image 1.1



Image 1.2



Image 1.3



Image 1.4



Image 1.5



Image 1.6



Image 1.7



Image 1.8



Image 1.9



Image 1.10

APPENDIX 5 – TAKAPUNA GRAMMER CYCLING SURVEY

MARCH 2012



If you would like to go into the **prize draw for a new bike** or one of several vouchers, please put your name and email address at the end

A. Background

2) Which year are you in at school? ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13

3) Do you own a bike? ☐ Yes ☐ No

4) If yes, what sort(s) of bike(s) do you own? Tick one or more of the following:

- ☐ Road/ Commuter Bike ☐ BMX
☐ Racing Bike ☐ Mountain Bike
☐ Any other type of bike.....

5) Do you ride your bike? ☐ Yes ☐ No (If no, please go to Q8)

B. You and your personal use of bikes

6) On average, how many times a month do you ride a bike? (Tick one)

- ☐ 1- 5 times
☐ 6-12 times
☐ 13-20 times
☐ 21+

7) What are the main purposes for which you ride your bike(s)? (You may tick one or more boxes)

- ☐ Going to and from school
☐ To travel to shops, friends, beach, clubs
☐ For fitness
☐ For fun
☐ Mountain Biking
☐ BMX
☐ For a club (specify which club)
☐ Other (please describe the purpose)

C. Your thoughts to increase/ improve cycling among young women

8) What are the 3 main reasons you don't ride a bike more often? (Please list)

- ☐ I don't have a bike
☐ It's not cool
☐ Friends don't ride

- ☐ I don't feel safe
- ☐ Busy Roads
- ☐ Hills
- ☐ Weather
- ☐ Uniform
- ☐ Other

9) What 3 things would need to change/ improve to encourage you to start cycling more often?

1/.....

 2/.....

 3/.....

10) What is one thing that could be done to increase the numbers of female students cycling to school?

1/.....

11) On a scale of 1-9, (where 1 is very low and 10 is the highest score) please circle and rate **all** the following criteria that influence your ability/ desire to ride/ cycle more often.

(b) I don't own a bike or have access to a bike

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(c) Riding a bike is too dangerous

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(d) My friends don't ride/ cycle

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(e) Riding a bike is not cool, it's embarrassing

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(f) My parents won't allow me to ride

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(g) It's hard for young women to ride bikes (e.g. Helmet hair/ uncomfortable)

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(i) I don't need a bike/ I use other forms of transport

1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---

(j) The weather

1	2	3	4	5	6	7	8	9
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12) Would you consider attending a safe cycling workshop at your school? ☐ Yes ☐ No

13) List below the family members in your family, and alongside them the bikes he/ she owns/ rides (eg. Your Father, Mother, Brother, Sister, the school, any other persons in your 'family')

Family Member	Type of bike(s) they own/ ride
.....
.....
.....
.....

Thank you for taking the time to help with this survey. Your thoughts and opinions are welcome and helpful.

Name:

Email: