

Evaluation Report

Bike&Buy Campaign 2013

The second Bike&Buy Campaign that was carried out in Vienna during the Cyclelogistics Project was also supported by SPAR Austria. The campaign period was May 2013.

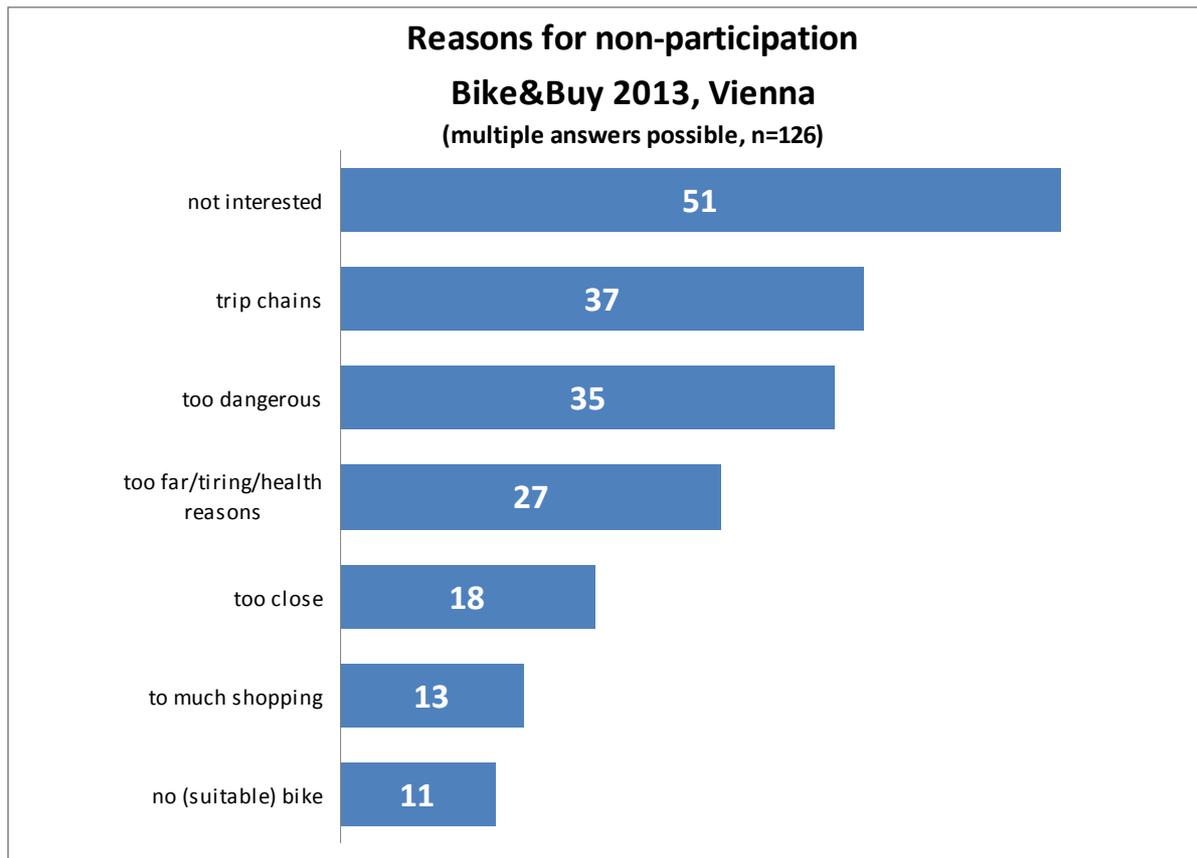
The aspects analysed were somewhat different to those of last year's campaigns in Vienna and Graz. This year the campaign focussed on specific measures for supermarkets and retailers to make shopping by bicycle easier for their customers. Another aim was to find out if customers would welcome innovative offers like home delivery services by bike or pack stations at the supermarkets for self-service collection of parcels and oversized letters, 24 hours a day.

SPAR has again supported this year's campaign with shopping vouchers. Every campaign participant who was willing to answer questions about the campaign after the 1 month trial period received a €20 SPAR voucher.

In total, it was possible to find 100 test buyer to do their shopping mainly by bike for the period of one month. 79 of the participants were available for an interview after the campaign.

126 of all the addressed people did not want to participate in the campaign but were willing to give their reasons for non-participation.

Contrary to last years Bike&Buy campaigns in Vienna and Graz the focus of the 2013 campaign was not to find at least 50% motorists as participants. This year, also pedestrians and PT users were able to participate together with cyclists. For this reason one of the categories for non-participation states: „too near“, meaning that the people asked to participate felt that they live too near to the Supermarket to cycle there.



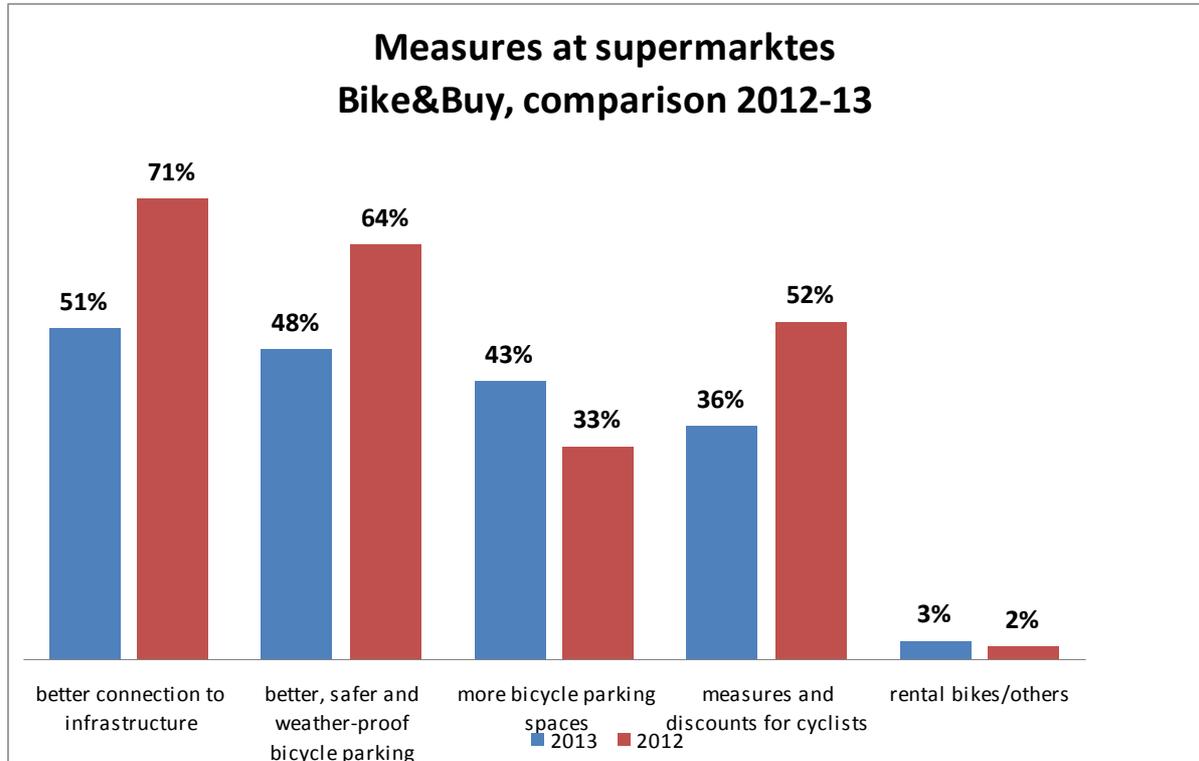
The table below shows the location of the supermarkets where people were asked to participate in this year’s campaign. Next to it is a list of the locations of supermarkets from 2012.

Locations of supermarkets for the campaign in 2013 and in 2012

Vienna 2013	Vienna 2012
SM Anton Sattlergasse 115, 1220 Vienna	Zentagasse 11-13; 1050 Vienna
SM Hardeggasse 55, 1220 Vienna	Dommesgasse 8-10, 1110 Vienna
SM Engerthstraße 230A, 1020 Wien	Pastorgasse 18, 1221 Vienna
GM Nußdorfer Markthalle, Nußdorfer Straße 22, 1090 Vienna	Biberhaufenweg 117; 1220 Vienna
SM Arcade Meidling, Meidlinger Hautstraße 73, 1120 Vienna	Sterngasse 3, 1230 Vienna

During last year’s campaign many of the campaign participants who did their shopping at the SPAR locations in the suburbs of Vienna came from the surrounding area and needed to use the car for their shopping trip due to long travelling time. Therefore, it was decided to choose supermarket locations closer to the centre in this years campaign.

Question: In your opinion, which measures would be necessary at supermarkets, shops or in your surrounding area to get more people to use the bicycle rather than the car for their shopping trips? (open question – suggested answers)



Measures at Supermarkets	2013	2012	2012/2013
Better infrastructure	51%	71%	62%
Better, safer and weather proof bicycle parking facilities	48%	64%	57%
More bicycle parking spaces	43%	33%	38%
Measures and discounts for cyclists	36%	52%	45%
Rental bikes/other	3%	2%	2%

Obviously infrastructure elements like more, better and safer bicycle parking facilities and a better access to cycling infrastructure are more important to cycling customers than special measures and discounts for cyclists. The improvement for bicycle parking facilities and access within the compounds of the supermarkets falls within their scope and should be relatively easy to improve.

The respondents also gave specific suggestions for improvements, like e.g.:

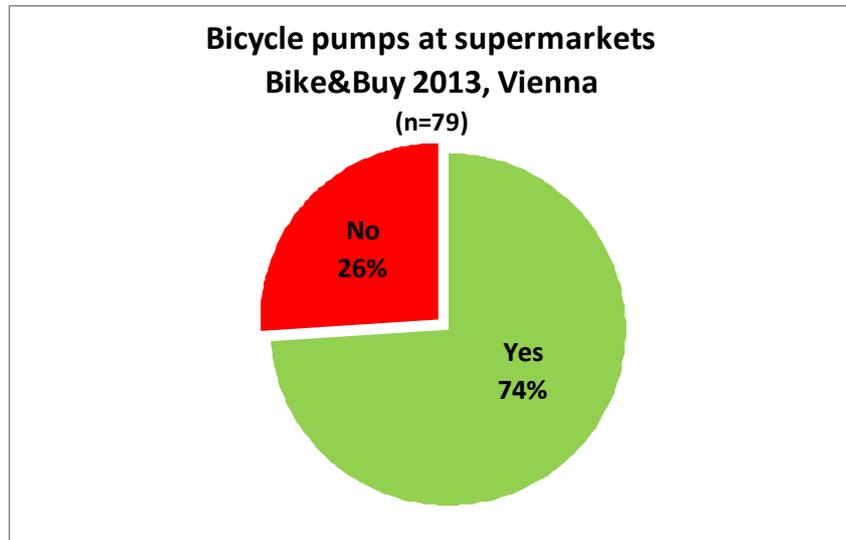
- *„more bicycle paths in the direct surroundings of supermarkets with access to the parking spaces “*
- *„levelled off access roads – no difference in level between bicycle path and street“*
- *„bicycle parking spaces should be better separated from cars. Often these bicycle parking facilities are used by car drives and cyclists are worried that their bikes get damaged by cars during parking “*

It should be noted that the selection of supermarket locations was quite different in 2012 and 2013. Therefore, the answers are not directly comparable because the different supermarkets have different access possibilities to cycling infrastructure.

Looking at the results from both surveys, in 2012 and 2013, it is worth considering that every second customer would also like the supermarket to provide special offers and discounts for cycling customers after all. In this respect it would be important to find a possibility to assure that customers really do their shopping by bicycle. This might be an opportunity for new innovative technological solutions.

Question: Would you welcome free bicycle pumps in front of supermarkets?

The number of cycling customers that would appreciate a bicycle pump in front of the supermarket was surprisingly high. 74% of the respondents think that such a service would show that cyclists are valued customers. 26% were not interested in such a service.



Bicycle pumps for public spaces can for instance be purchased at Unique Urban Bicycle Solutions (UUBS) for only € 999,- and have already been installed by the City of Vienna at different locations throughout town (<http://www.youtube.com/watch?v=aQfX8nkABw> und www.uubs.at).

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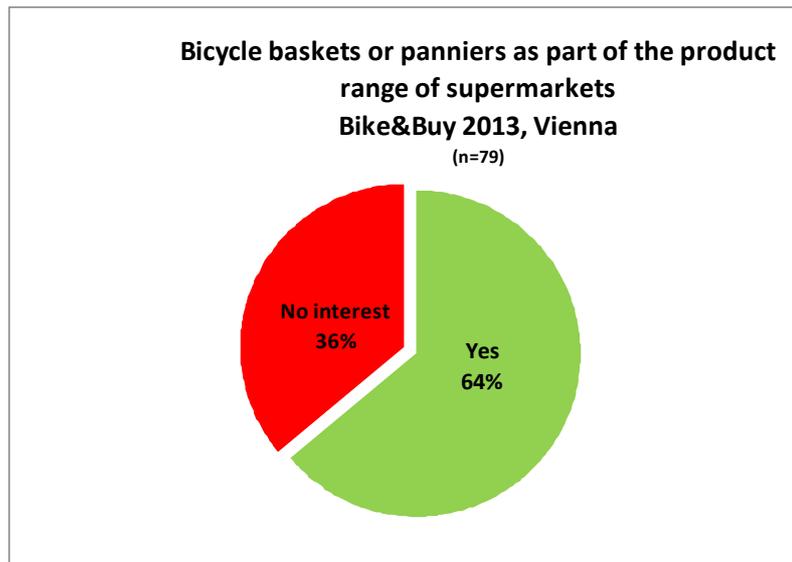
There are also several international suppliers for such pumps, but those are more expensive. The UK-based company has similar pumps in their product line (www.cyclehoop.com) and Jan Kuipers from the Netherlands offers pumps that can be customized with a special sticker (www.jankuipers-nunspeet.nl).

Question: Do you think that supermarkets should include bicycle baskets and panniers that are particularly suited for shopping by bicycle into their product range?

The reaction of the respondents to this question was similarly positive than to the question regarding bicycle pumps. 64% thought it would be a good idea for supermarkets to sell bicycle baskets and panniers to make shopping by bicycle easier. 36% didn't think this was important.

Some respondents even had additional ideas:

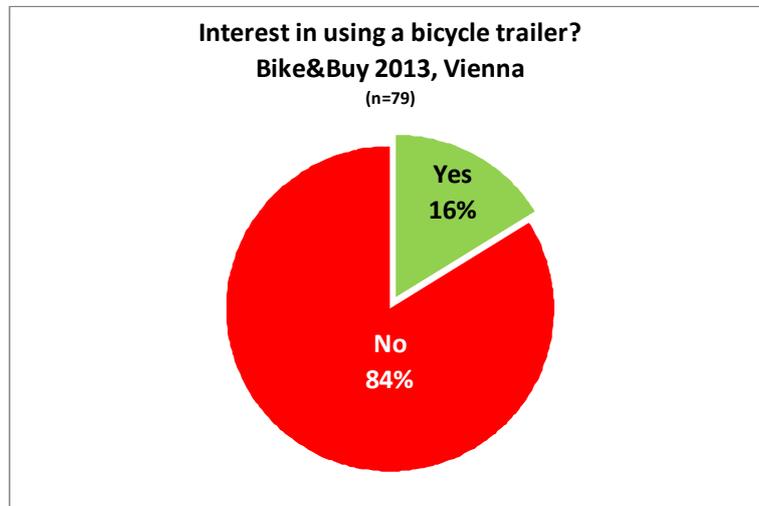
- „There is a need for special freezer bags for bicycles in order to be more relaxed when transporting home perishable shopping goods during the summer months.“



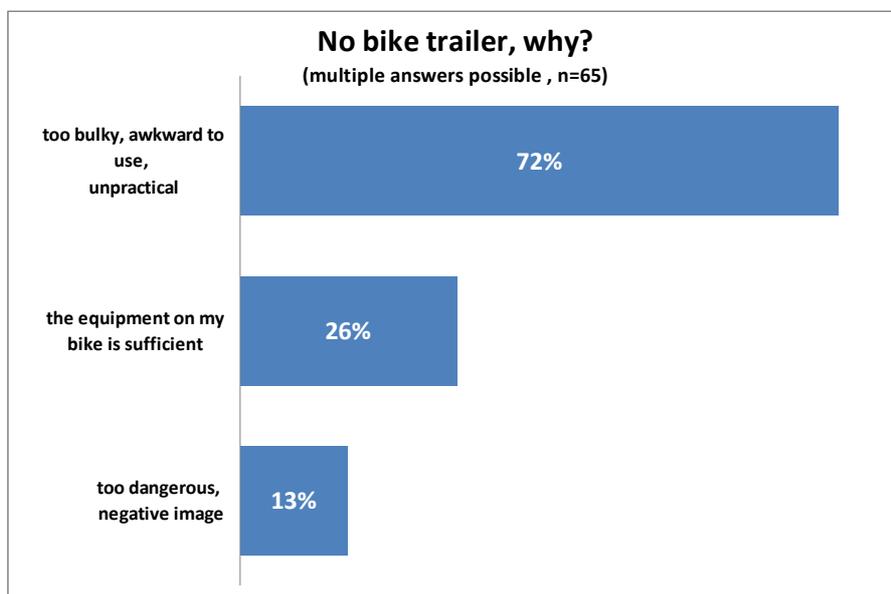
The Cyclelogistics websites also provides a product database for bicycle baskets and panniers: <http://www.cyclelogistics.eu/index.php?id=30> and an inventory of such products [http://www.cyclelogistics.eu/docs/115/Inventory list baskets-bags new Word2003.pdf](http://www.cyclelogistics.eu/docs/115/Inventory_list_baskets-bags_new_Word2003.pdf)

Question: Would you use a bicycle trailer when shopping with your bicycle?

The respondents showed surprisingly low interest in the use of bicycle trailers:

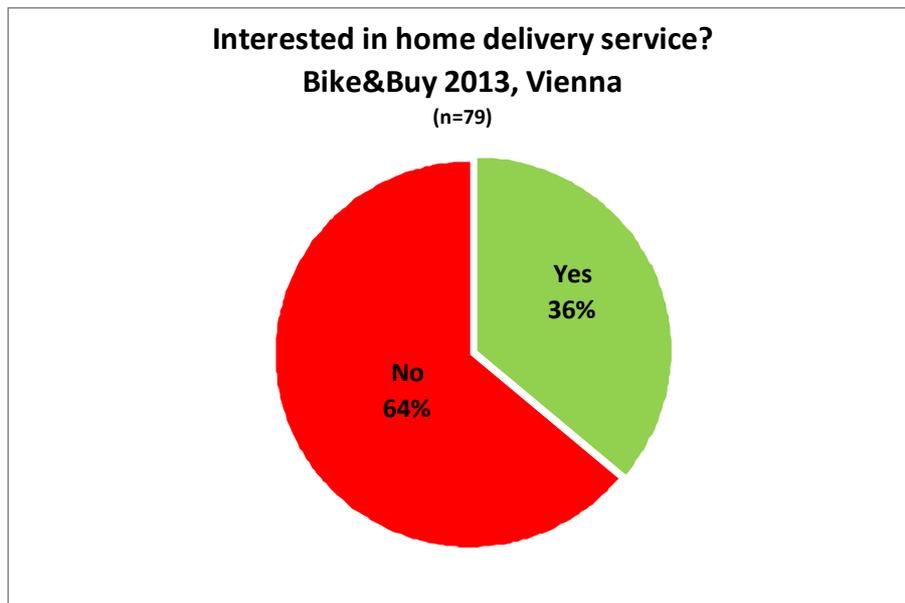


The main reason why the respondents were not interested in using a bicycle trailer is linked to the problem of storage at home (72%). Other respondents are satisfied with using a bicycle basket or panniers to transport their shopping goods home and therefore don't see the necessity to purchase a trailer (26%). A small percentage of the respondents think that a bicycle trailer is associated with a negative image or consider it too dangerous (13%).



It is important to note here that none of the respondents had experience with the use of a bicycle trailer. Their lack of interest and negative image is solely based on perception. When the results of this survey are compared with the results of the test of a specially designed bicycle shopping trailer that was also tested during the Bike&Buy campaign, by specially selected testers, the evaluation results were quite different. This shows that it is possible to change perceptions that are not based on actual experience and to put them into perspective.

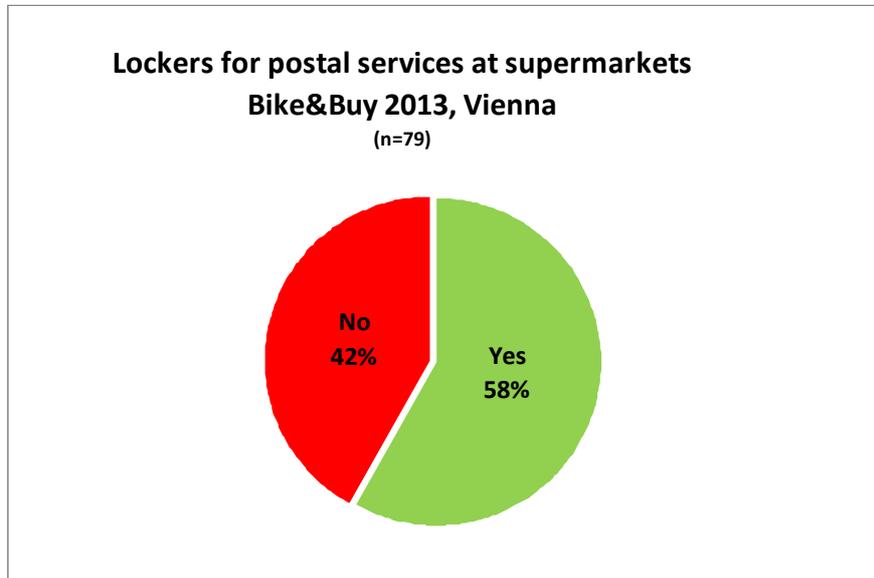
Question: In the City of Salzburg INTERSPAR already offers a home delivery service for customers. Would you use such a service and if yes, how much would you be willing to pay?



Only some of the respondents gave an indication on how much they would be willing to pay for such a service. However, some of them expressed an interest in paying per delivery, while others would prefer a weekly or monthly flat rate. Depending on the shopping volume people would be willing to pay between €1-5. As monthly rate suggestions ranged from €5-10. One of the participants would have welcomed such a service for €20 flat rate per year.



Question: Sometimes it is difficult to receive packages or large letters if you are not at home at the time of delivery. In some countries supermarkets offer special lockers where packages and mail can be deposited and picked up at the customer's convenience. Would you be interested in such a service and how much would you be willing to pay?



58% of the respondents would be interested in such a service and the majority of those interested would also be willing to pay for such a service. However, the rates people are willing to pay for such services differ considerably. It is therefore not possible to make a reputable statement from this small sample. A survey on a larger scale would be necessary and the different price categories should be better specified beforehand.

The respondents also had the following suggestions and remarks regarding such a pack station next to the supermarket:

- „The locker should be provided in combination with a customer card for this supermarket. This would guarantee regular customers and improve the customer-vendor relationship.“
- „Would such lockers be stationed inside or outside the supermarket? Outside might pose security problems?“

There are examples for such pack stations in Belgium and in the UK. Following is an example from such a pack station in Belgium:

