

Evaluation Report for the Bike&Buy Campaigns 2012 (Austria)

The Bike&Buy campaigns were carried out in 2012 in Vienna and Graz, as part of the EU funded project Cyclelogistics. The campaigns will be repeated in 2013 in both cities.

It was the aim of these campaigns to change the shopping behaviour of individuals to the effect that they would use the bicycle and not the car to go shopping, as often as possible. In that regard it is important to find out what supermarkets, shops but also city administrations could do to make shopping by bicycle more attractive to consumers.

After all, more than 80% of all shopping trips are for everyday consumer goods (see Baseline Study Cyclelogistics www.cyclelogistics.eu) therefore, already a partial shift of these trips would considerably improve the quality of life in our cities.

More and more it also becomes clear that cyclists are good customers. This is why it also pays for retailers and supermarkets to be bicycle friendly.

The campaigns were supported by the supermarket chain SPAR as well as by the City of Vienna and Graz. From middle of May 2012 until the end of June 2012 test buyers tried to shift as many shopping trip from the car to the bicycle. A bicycle basket, a good kick stand or a discount for panniers was the incentive to participate. This equipment that considerably improves the suitability of the bicycles when it comes to goods transport, were funded partly by the City of Vienna and the European Union. SPAR donated a €20 voucher for participants willing to provide information about their experiences during the campaign. Both incentives were an important factor during the recruiting of the test buyers.

Care was taken to have at least 50% motorists among the test participants. Pedestrians and PT users were excluded as a target group. In total 150 test buyers participated in the campaign in Graz and 82 in Vienna. After the campaign it was possible to carry out an after-campaign telephone survey with 122 testers from Graz and 69 from Vienna.

Locations of SPAR supermarkets for the campaign in Vienna and Graz

Vienna	Graz
Zentagasse 11-13; 1050 Vienna	Mariatroster Straße 164D; 8043 Graz
Dommessgasse 8-10, 1110 Vienna	Floßlendstraße 11, 8020 Graz
Pastorgasse 18, 1210 Vienna	Rotmoosweg 40, 8045 Graz
Biberhaufenweg 117; 1220 Vienna	Moserhofgasse 42, 8010 Graz
Sterngasse 3, 1230 Vienna	Friedrichgasse 21, 8010 Graz

In Vienna and in Graz supermarket locations were chosen where it was suspected that a high percentage of customers might be willing to switch from the car to the bike when doing their shopping. This is why it is not possible to assume that the figures below equally apply to other locations or to the entire municipal area.

The following additional criteria were considered for the selection of the supermarkets: availability of bicycle parking facilities as well as of car parking spaces in order to assure that at least 50% of the test buyers would be motorists. Supermarkets mainly frequented by pedestrians were not selected.

There was feedback with regard to some of the supermarkets in Vienna, located in the outskirts. It was not so easy to recruit testers there, especially not motorists, as many of the shoppers live in areas surrounding the city and need a car to get to the supermarket. The travel distances are too large for a bicycle.

Number of participants	Graz	Vienna
Registered for participation	150	82
Available for after-campaign survey	122	69
Mainly car users	55	42

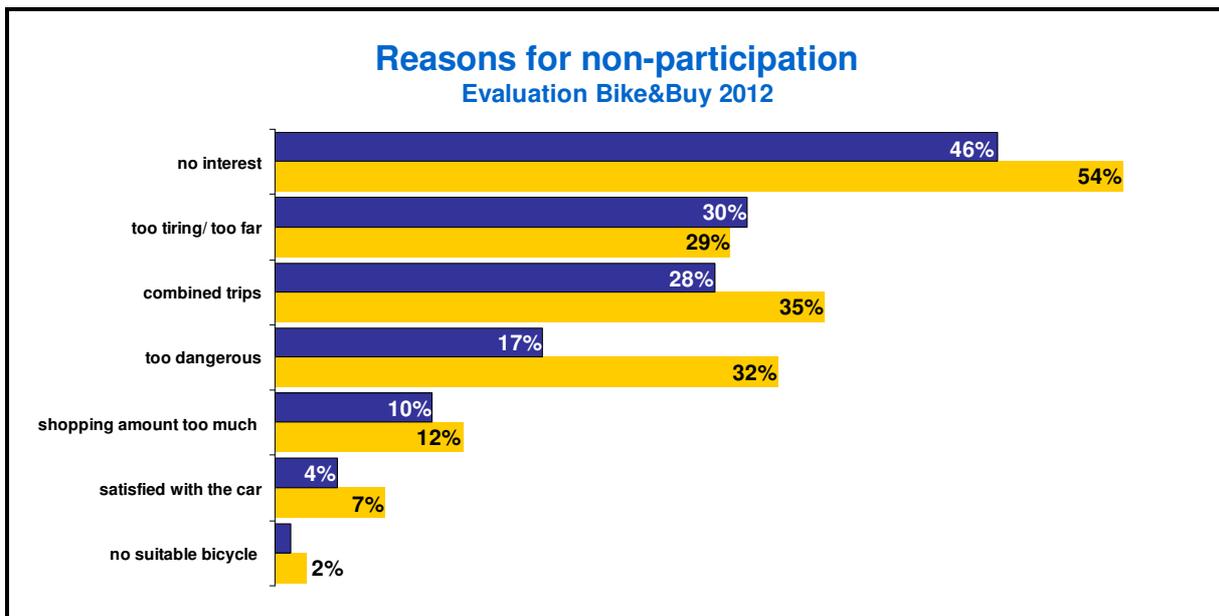
When time and deployment of resources are compared between Vienna and Graz a factor of 1 : 2,5 applied.

This more or less corresponds with the difference in the proportion of bicycle traffic in the two cities. (Graz 16%, Vienna 6%).

	Graz	Vienna
Working hours needed (2 people per team) to recruit testers	40	86
Proportion	1	2,2
Proportion of bicycle traffic among the population on all trips in %	16	6
Proportion	2,7	1

The time needed to recruit test buyers in Graz and Vienna was about inversely proportional to the proportion of bicycle traffic in the respective city. Even if it is not possible to create a direct correlation it can be interpreted as a sign that inhabitants of cities with a higher bike share are more likely and willing to give cycling a try than in cities with a lower bike share.

As a motorist, why are you not able to use the cycle for your shopping trips? (Answers of motorists that refused to participate in the campaign)



- The main reason why about half of the interviewed people refused to try to shop by bike was a negative attitude towards cycling and a simple lack of interest.
- Followed by a combined trip chain; the fact that cycling is perceived as too tiring or the distance to the supermarket was perceived too as to large.
- The two cities differ a lot regarding the perceived safety of cycling. In Graz only 17% of the interviewed people stated that it is too dangerous to use the bicycle for shopping trips. In Vienna this number was almost twice as high: 32%.

On average, how often did you use the bicycle for shopping per week?

Shopping behaviour of test buyers during the trial period with regard to bicycle and car use for shopping

	mainly cyclists	mainly motorists
by bike	2,5	2,1
by car	0,3	0,6
in total	2,8	2,7

Consumers that usually would use their car for shopping used the bicycle during the test period instead (77%).

For the above mentioned results cyclist and motorists were interviewed. Those questioned reported how often they used the car or the bicycle during the test month.

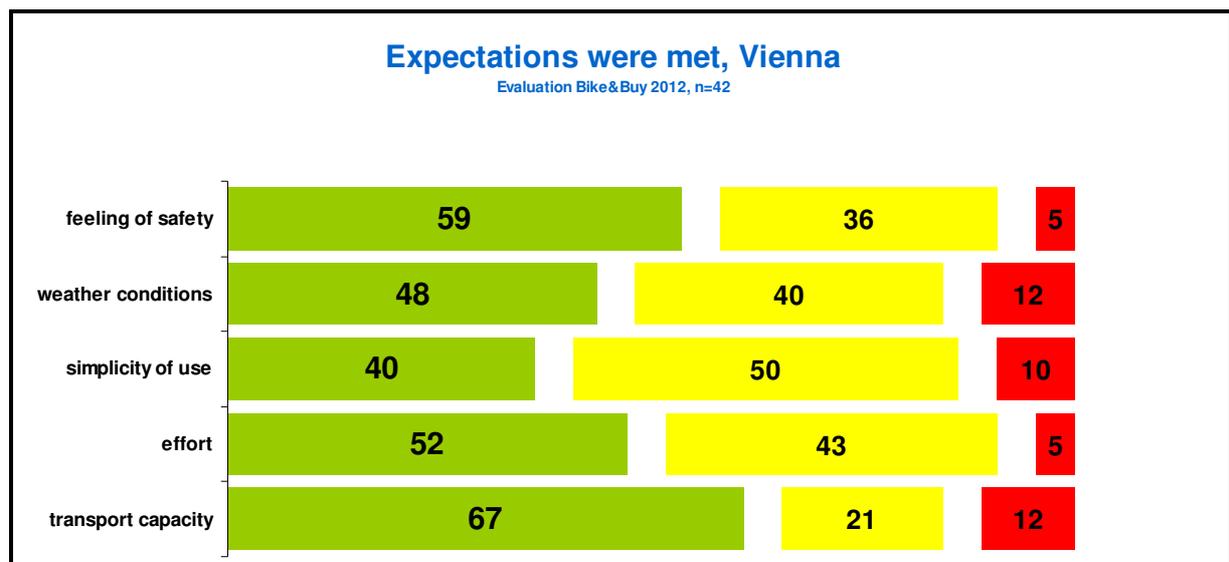
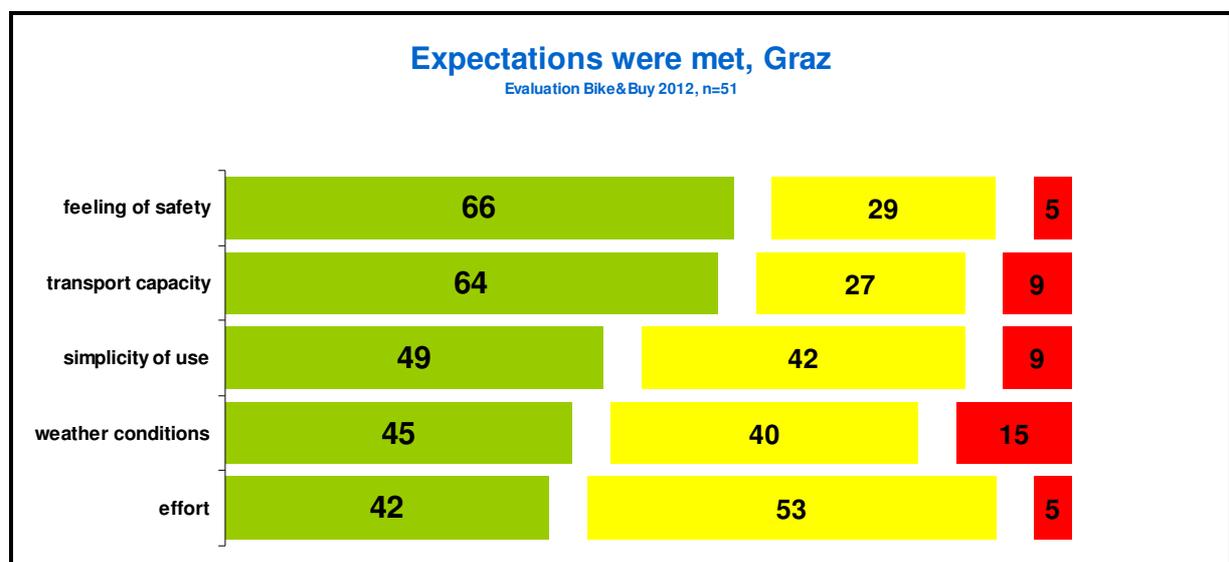
The German Ministry of Consumer protection asked consumers how often they go shopping (to the supermarket or similar shop) per month.

57% of all consumers shop more than once a week. 32% shop only once a week, 2% every 2 weeks and 1% only once a month.

Only 6% of consumers can afford the luxury of shopping every day. This is demonstrated by the fact that 11% of housewives shop every day, compared to this only 5% of employees able to shop every day.

Supermarkets are the most popular shopping destinations: 82% of the customers go there a lot and 17% at least sometimes. Only 15% of the consumers frequently visit farmer markets, 53% sometimes and 31% never.

Did your experiences during the trial period match your expectations?
(Question mainly for former car users)



Sometimes you need to try things! According to car drivers' perception many barriers exist (weather, strain...) that all keep them from cycling. They do not even want to do their daily shopping by bike.

However, all these perceptions are disproved once people try it. The challenge is only to get motorists to take this step.

To overcome this first hurdle of perception, behavioural scientists suggest a multi-level intervention:

Stage 1: If everybody uses the car we'll get problems and if I use the car, I'm part of the problem

Stage 2: Alternatives to the car exist and they are feasible for me too

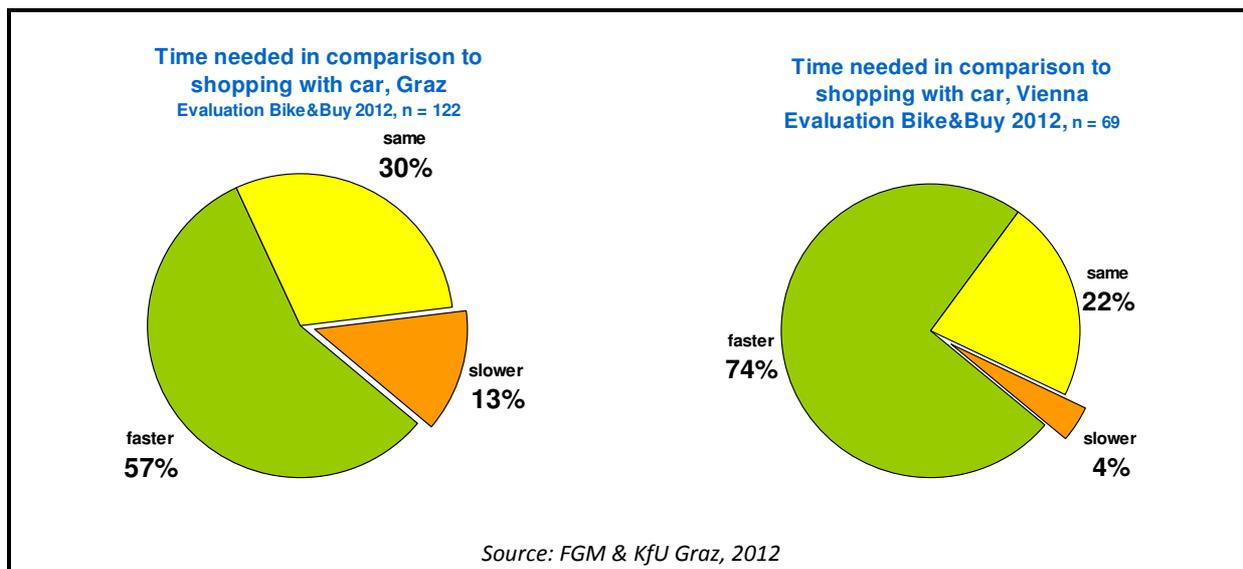
Stage 3: I'll try it to form my own opinion.

Stage 4: Should I like it, I'll do it differently in the future

Stage 5: I talk with others about it.

The Bike&Buy campaign addressed the stage 3 of this scheme (trying out something new). As a high percentage of respondents perceived to have personal reasons for not participating, it might be advisable to invest in the earlier stages of the intervention before carrying out future campaigns.

Compared to shopping with your car, how much time did you need?



Was the campaign positive for a) your health, b) the environment?

	Health (in %)	Environment (in %)
Graz	89	96
Vienna	97	100

Have you talked to others about the campaign?

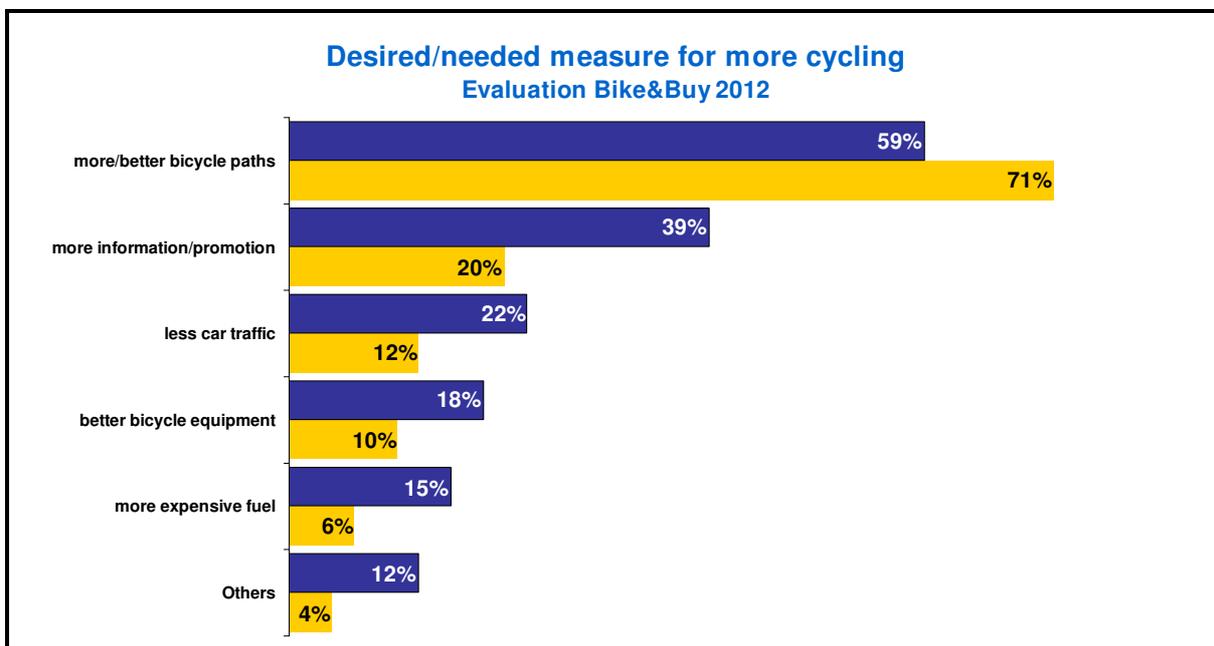
Graz		Vienna	
67% yes	100% of those were positive reactions	65% yes	94% of those where positive reactions

Examples for positive reactions:

- Very interesting campaign/great measure
- Good idea
- Finally somebody does something
- This get's you moving
- It motivates you to participate
- The campaign promotes fitness
- Good for the environment

Which measures would need to be implemented to get more people to use the bike for shopping?

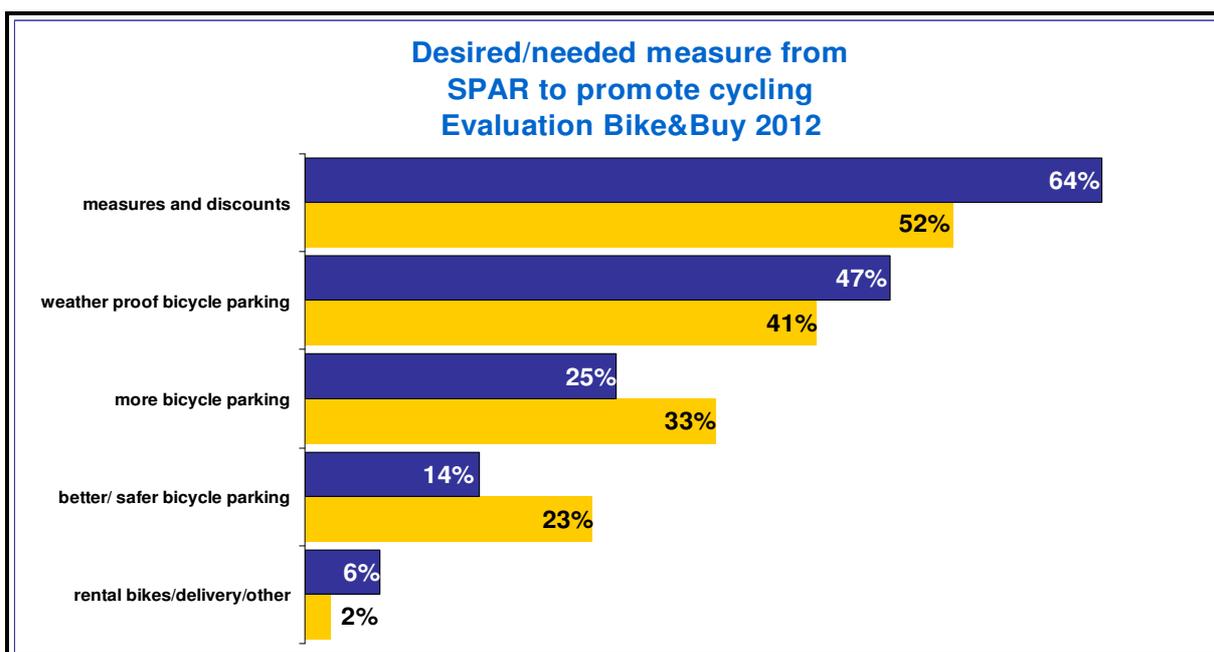
(Multiple answers possible)



Infrastructure for cycling is important to Viennese as well as to people from Graz. However, in Vienna the wish for better cycling paths/infrastructure is considerably higher. Viennese do not see fuel prices as an important frame conditions. The reason for this might be that in Vienna it is easier to use Public Transport or to walk as an alternative.

Which measures could SPAR carry out?

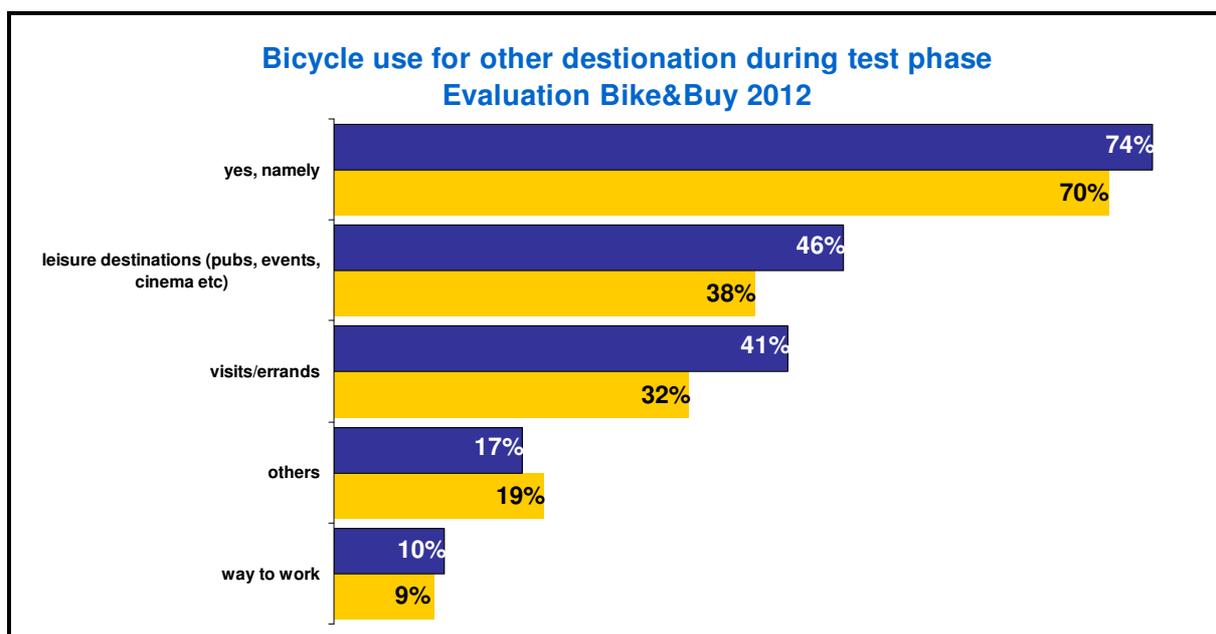
(Multiple answers possible)



Will you continue to use the bicycle for shopping?
(Only motorists questioned)

	Graz (in %)	Vienna (in %)
Yes, sure	86	88
possibly / depending on the circumstances	12	12
no	2	0

Did this test campaign influence how you use the bicycle for other trips apart from shopping?



What did you like best in the campaign?

	Graz und Wien in %
That the participants were rewarded with a SPAR voucher.	61
That I received practical equipment for my bike (pannier, basket, kick stand).	30
Others (e.g. that I was encouraged to try something new, that somebody finally does something different,)	9

Selected quotations from test buyers:

- Now, when I return home from shopping on my bike I don't have to spend ages to find a parking space for my car, I just park my bike directly in front of the door.
- My only difficulty was to transport an ironing board.
- Panniers are great they are also useful to transport the laptop.
- I was very pleased that SPAR rewards eco-friendly behaviour.
- I was really surprised about how much I can transport in this big basket. I even managed to transport a beer crate.
- When you see a young mother – with one child on the back of the bike and one child in the bike trailer – and she's even using the bike for shopping– then I think that the world can be saved after all.
- This test month taught me that I cope ok with my bike. A car is not needed for everything.
- Car drivers are usually very inconsiderate.
- The SPAR supermarket in Mariatrost (Graz) should be connected to the bicycle route. That should not be too difficult.

The supermarket chain SPAR would like to stock bicycle related products for the campaigns in 2013

(The following products have been suggested)

Necessary products	Useful products	Nice-to-have
Basket (back, front, big, small) including mounting	Bicycle, ideally equipped for shopping, as showcase model or to buy	Bicycle map Graz/Vienna (as additional free article)
panniers (2-3 types)	pump & tools etc.	SPAR saddle (men/women)
Kick stands 3 types (2-eg, front, back)	Saddle protector	Charger for mobile phone
trailer	High quality bike rack	Picture books and toys about cycling
	Poncho and/or rain legs	Wooden toys from BAJO in SPAR Design
	Bicycle gloves, head band, hat	Spokes lights (see video)
	SPAR balance bike or scooter (e.g. special offer for Easter)	
	SPAR pump station (and bicycle repair days)	
	SPAR thematically offers (cooling bag, pick nick bag, baskets, blanket, picnic trailer with party tent, etc.)	