



Department of State Growth
Cycling Research Report

Prepared by





**This report has been prepared by
Enterprise Marketing and Research Services Pty. Ltd.
60 Main Road, Moonah, 7009**

All enquiries should be addressed to:

Paul Jamrozik

Senior Research Analyst

PO Box 402

Moonah TAS 7009

Phone: (03) 6211 1222

Fax: (03) 6211 1219

E-mail: paul.jamrozik@emrs.com.au

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Section One – The Research

1.1 Research Scope

The scope of the research was to gather baseline feedback from Tasmanian road users to establish a benchmark around the level of knowledge and community's attitudes to cycling safety in Tasmania.

1.2 Research Objectives

The objectives of the research were to gather feedback from Tasmanian adults with respect to:

- ❖ understanding of current road rules and the safe overtaking of cyclists;
- ❖ attitude toward potential changes to existing legislation;
- ❖ self-reported near misses between cyclists and drivers;
- ❖ new cycling warning signage; and
- ❖ cycling safety education campaigns.

1.3 Research Methodology

The research was conducted via Computer Assisted Telephone Interviewing (CATI) in December 2015. The telephone survey of around 7 minutes in length was administered to a sample of 600 licensed road users aged 18 years and over, drawn from the Tasmanian population.

The sample included a diverse and broad range of respondents, taking into account their age, gender, suburb, and employment status. To ensure the sample was representative of the Tasmanian population, quotas were put in place for age, gender and region. Where the quotas were not achieved, EMRS weighted the results according to the latest ABS census data to overcome any imbalances and yield results representative of the demographical profile of Tasmania. In addition to targeting licensed road users, 25% of the sample was to be made up of respondents who had cycled in the last month, either for recreation or transport.

1.4 Confidence in the Results

In reading the results of the survey, it is important to consider that each result is not a precise figure, but an estimate based on a sample of road users. As with all quantitative research, it must be remembered that all sample surveys are subject to sampling variation. The sampling variation depends largely on the number of respondents interviewed and the way the sample was selected. In theory, with a sample size of 600 respondents, in this research we can say with 95% certainty that the results have a statistical accuracy of +/- 4.00 percentage points. In other words, if we were to draw 20 sample populations of this size, in 19 out of the 20, each answer given would be within 4.00 percentage points of the answer that would have been obtained if the whole population had been interviewed.

The questionnaire is included as an appendix to this report.

1.5 The People Interviewed

**Table 1 – The People Interviewed
(Number and percentage of those in each demographic group)*†**

Demographic Group	December 2015	
	Number	Percentage
Total	600	100
Gender		
Male	298	48
Female	302	52
Age		
18 to 24 years	16	11
25 to 34 years	31	15
35 to 44 years	87	17
45 to 54 years	153	19
55 to 69 years	190	24
70 years or over	123	15
Region		
South	300	50
North and North East	150	25
North West and West	150	25
Employment Status		
Employed full-time or self-employed	229	42
Employed on a part-time basis	96	17
Engaged in home duties	29	6
Retired or on a pension	224	27
Unemployed	10	3
A student	9	5
Declined to answer	3	0
Road User Types		
Non-cyclist	450	75
Cyclist	150	25

*Percentages may not sum to 100 due to rounding.

†Numbers and percentages are unweighted.

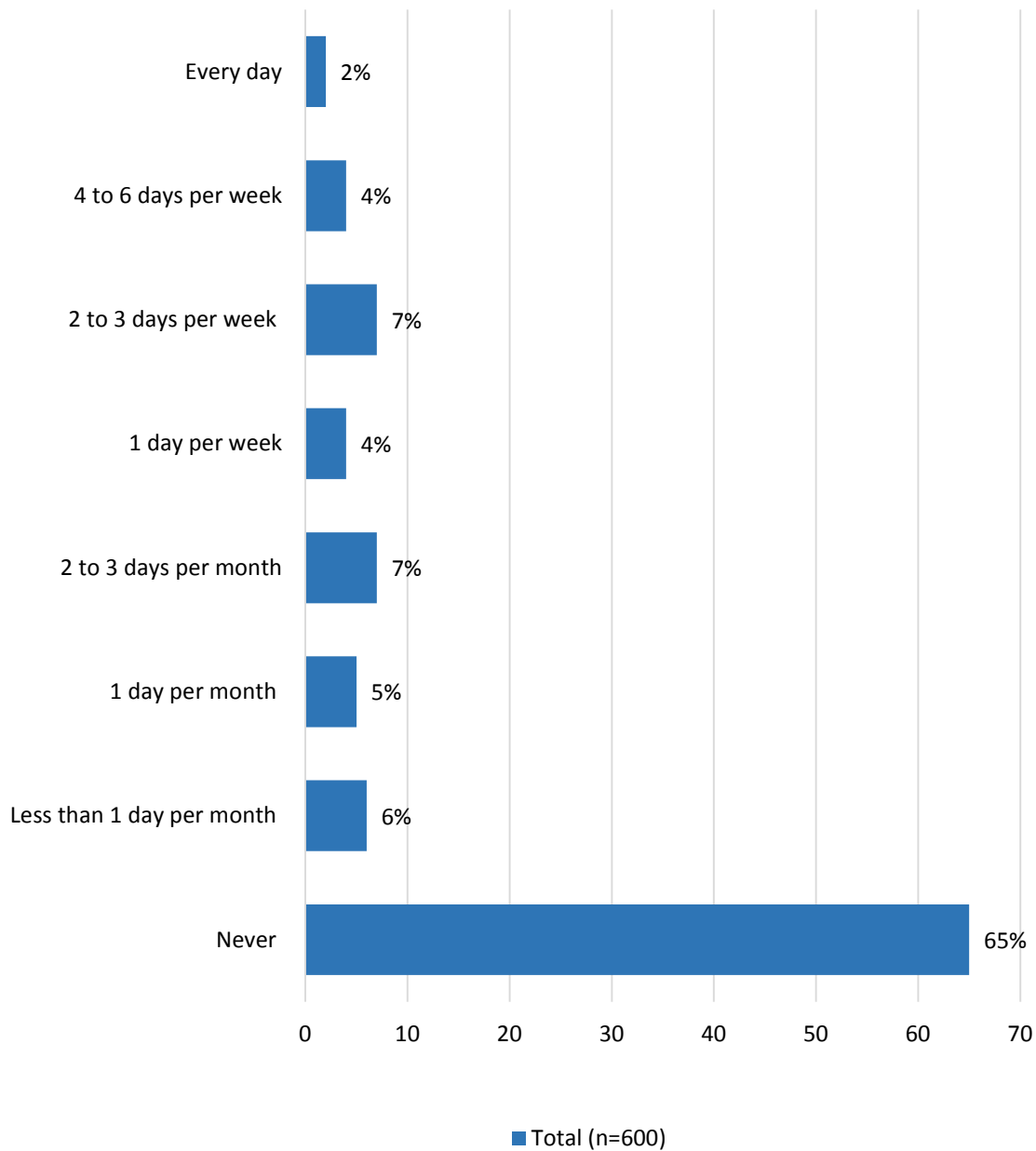
Section Two – Cycling Behaviour

2.1 Frequency of Cycling

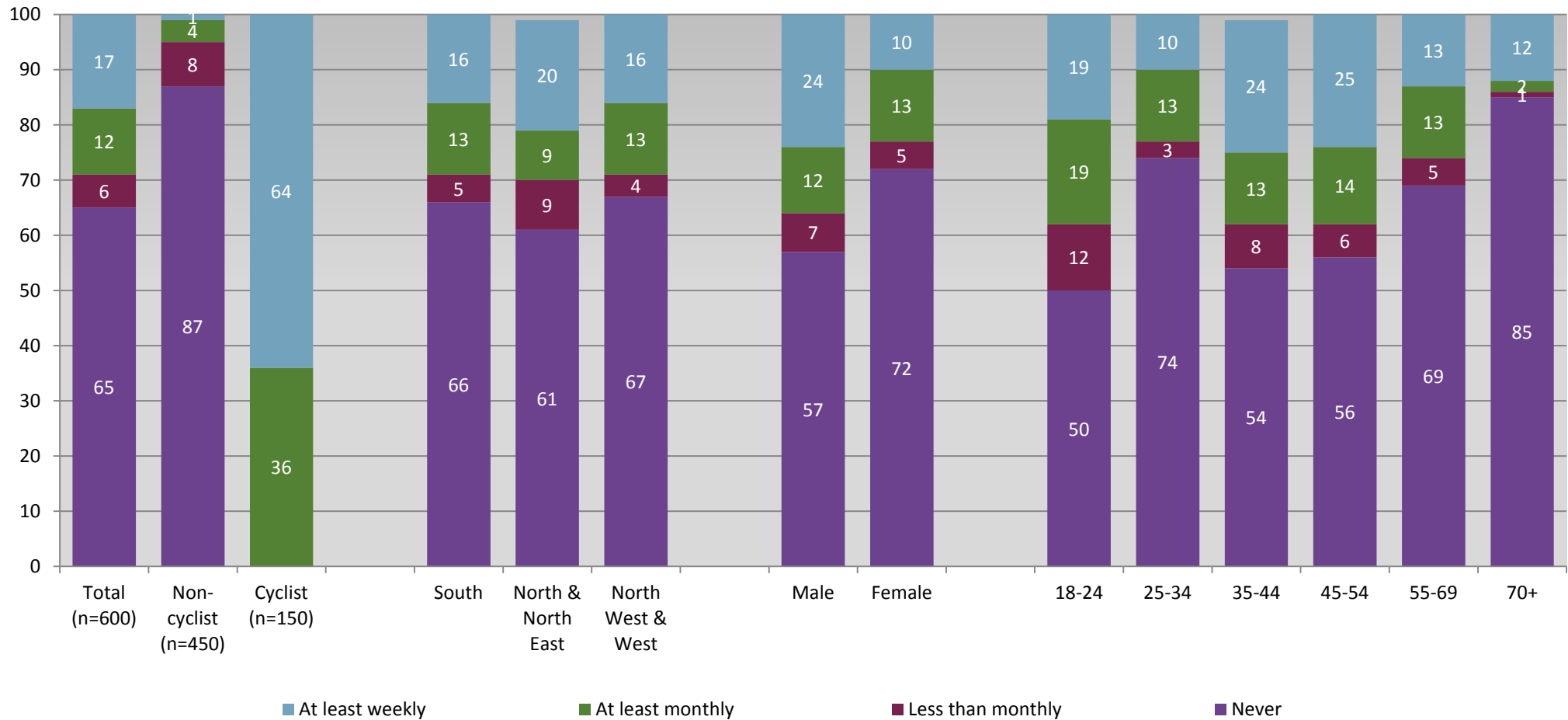
All respondents were asked;

On average, how often do you ride a bicycle for recreation or for transport per month?

**Chart 1 – Frequency of Cycling
(Percentage of respondents)**



**Chart 2 – Frequency of Cycling by Demographic Group
(Percentage of respondents by demographic group)**

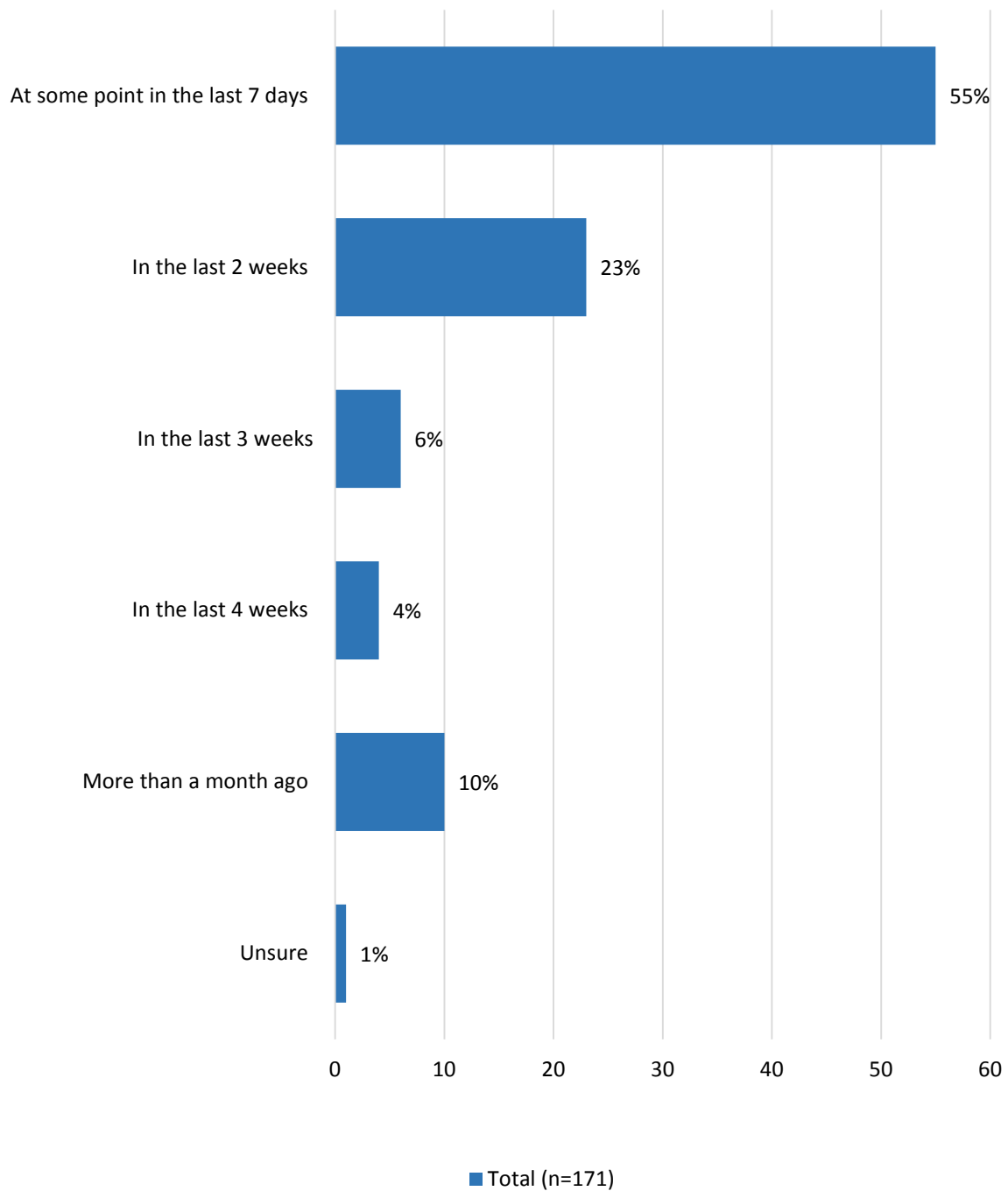


2.2 Most Recent Cycling Trip

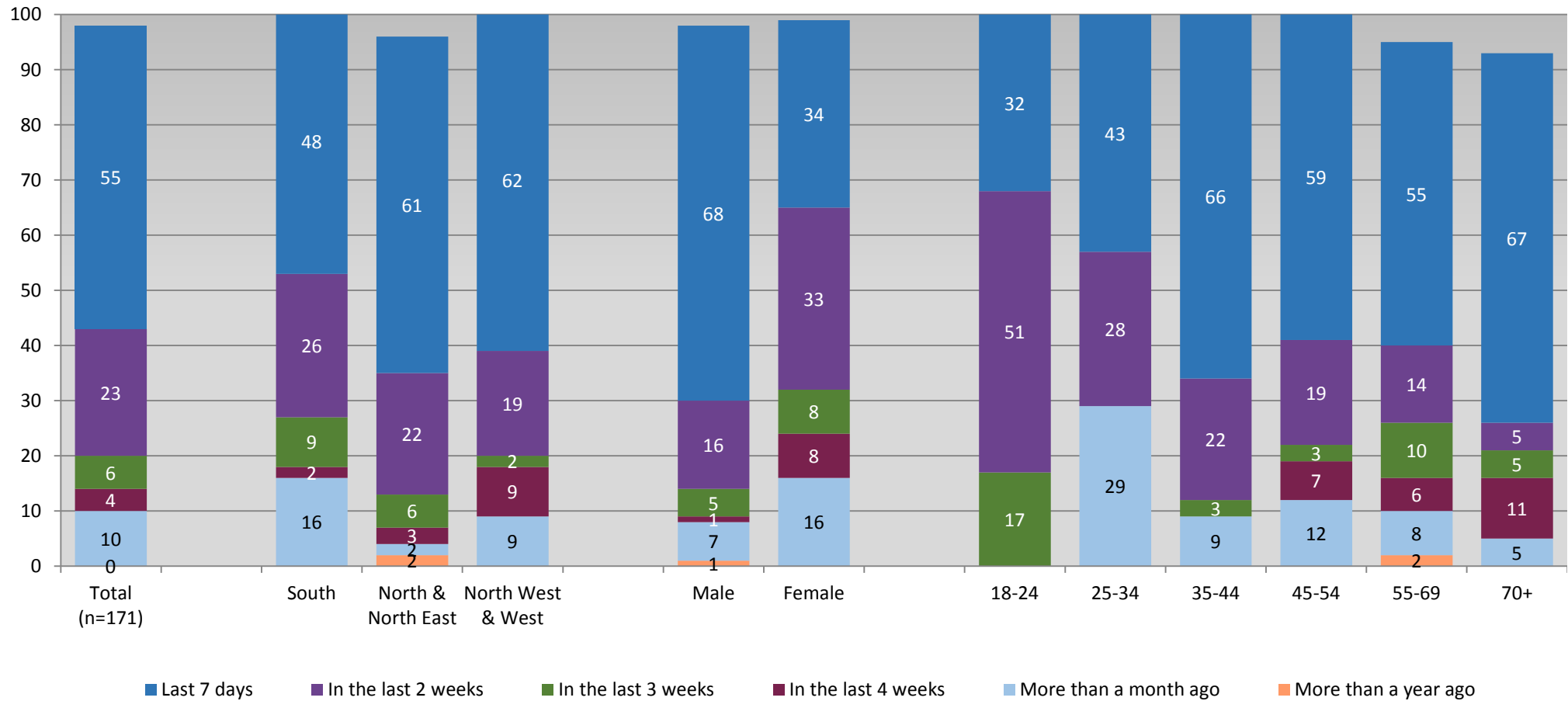
Respondents who reported cycling at some point were asked;

When did you last ride a bicycle?

**Chart 3 – Most Recent Cycling Trip
(Percentage of respondents who cycle)**



**Chart 4 – Most Recent Cycling Trip by Demographic Group
(Percentage of respondents who cycle)**

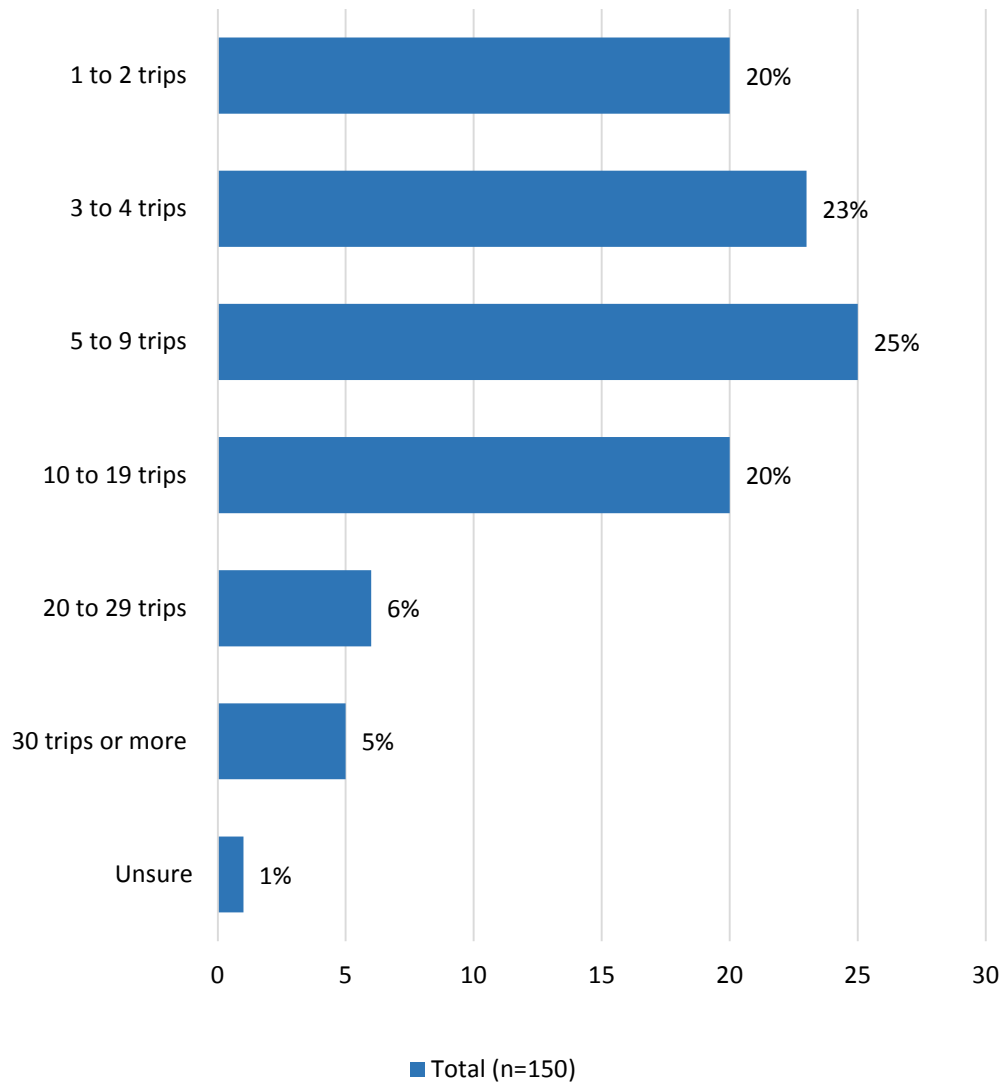


2.3 Number of Trips

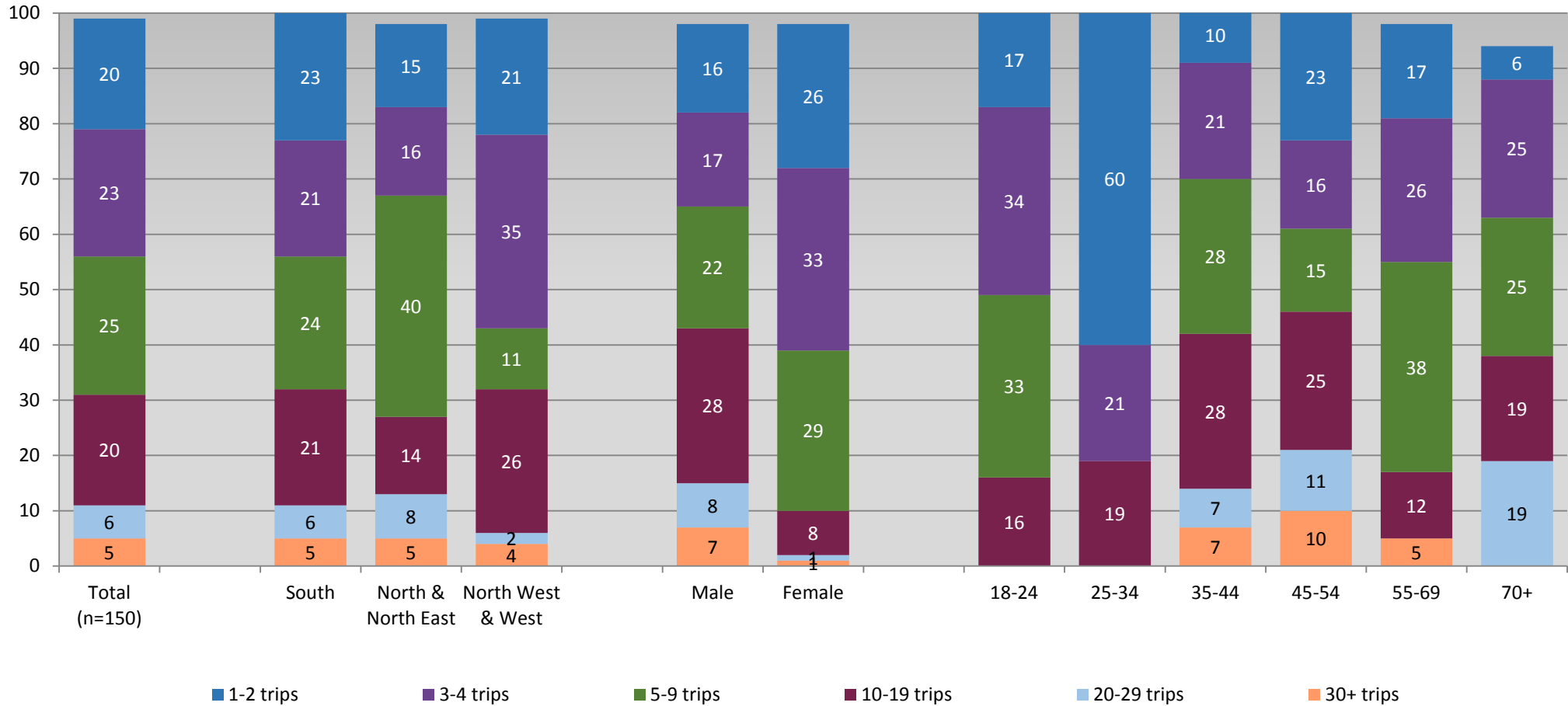
Respondents who reported cycling in the last month were asked;

What is your best estimate of the total number of bike trips you made over the past month?

Chart 5 – Number of Trips
(Percentage of respondents who cycled in the past month)



**Chart 6 – Number of Trips by Demographic Group
(Percentage of respondents who cycled in the past month)**

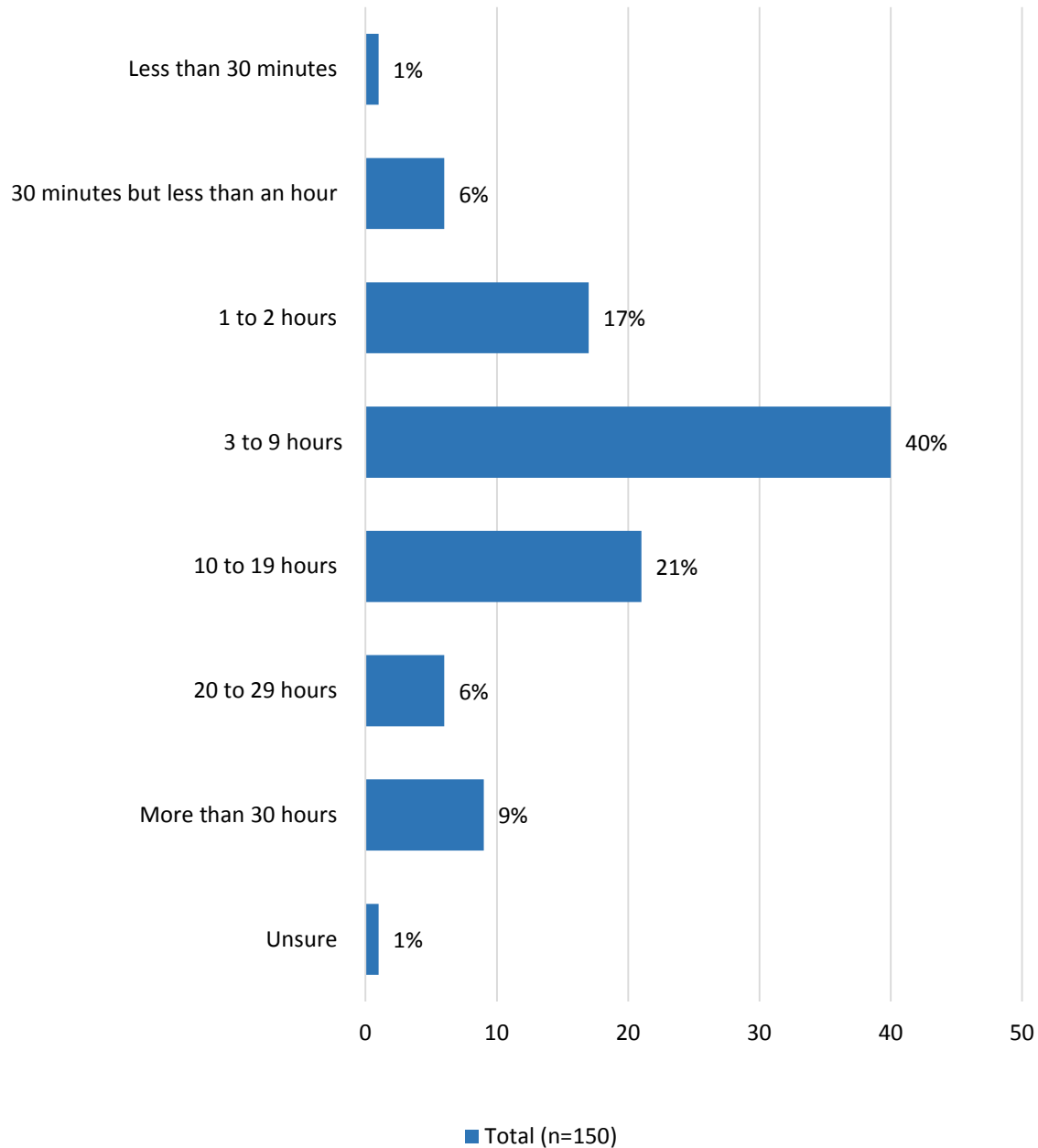


2.4 Total Time Spent Cycling

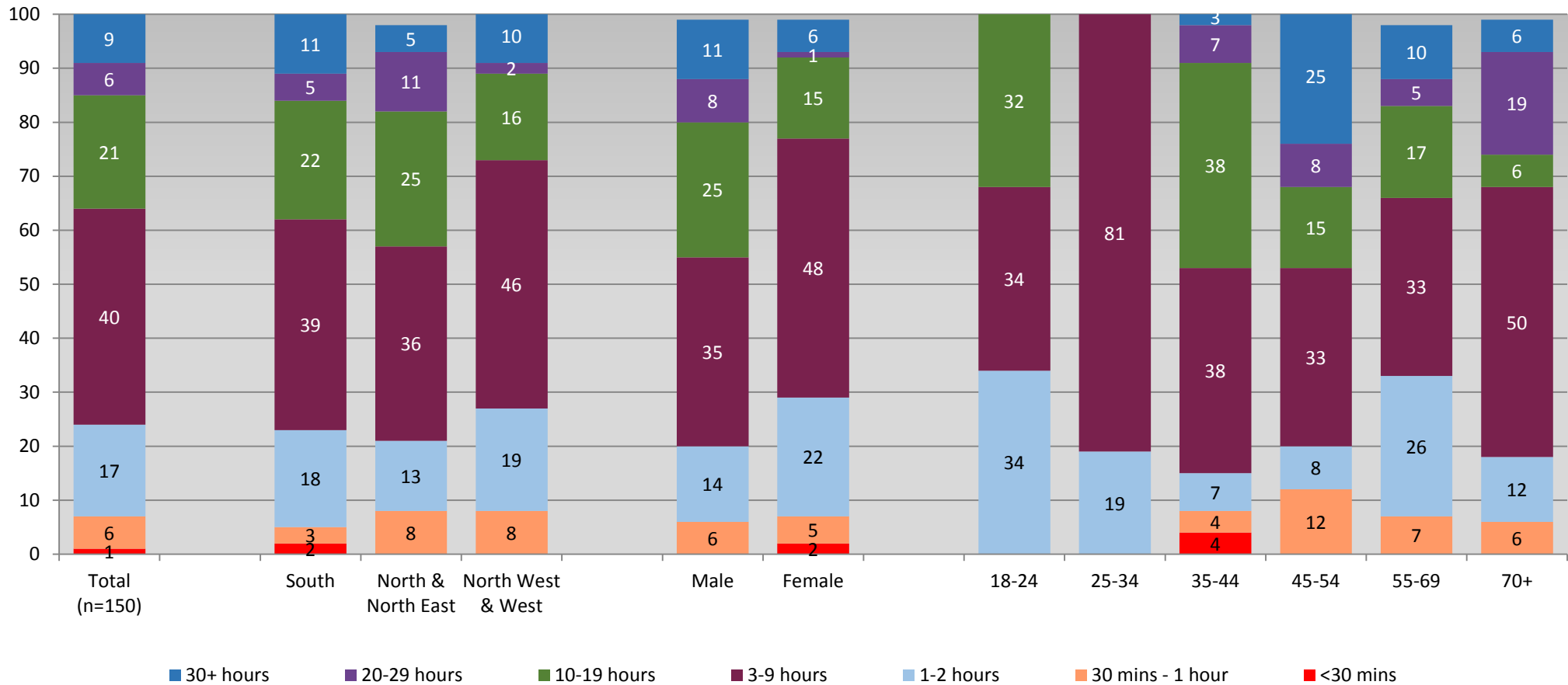
Respondents who reported cycling in the past month were asked;

And what is your best estimate of the total time you spent riding a bicycle over the past month?

**Chart 7 – Total Time Spent Cycling
(Percentage of respondents who cycled in the past month)**



**Chart 8 – Total Time Spent Cycling by Demographic Group
(Percentage of respondents who cycled in the past month)**

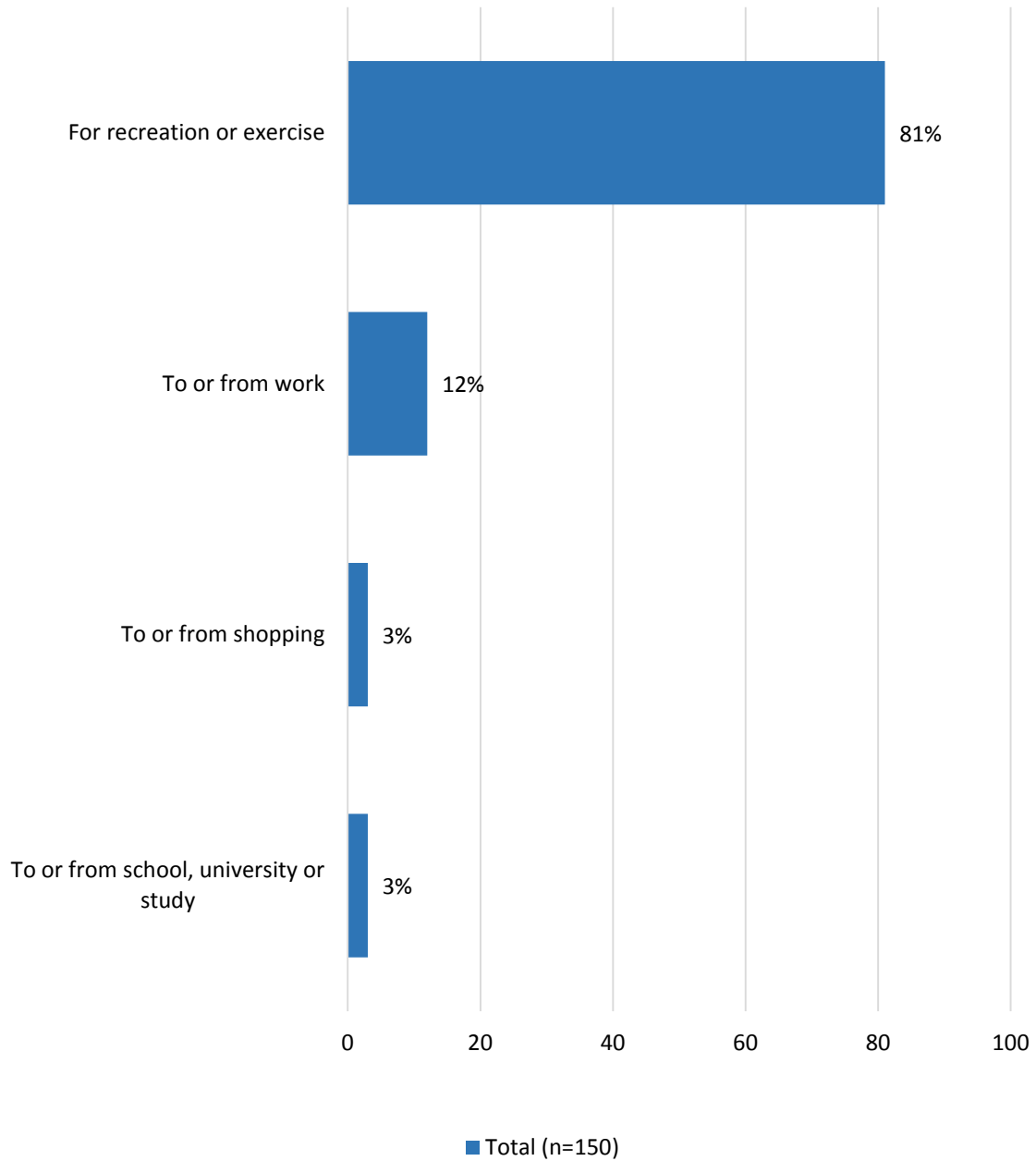


2.5 Main Reason for Cycling

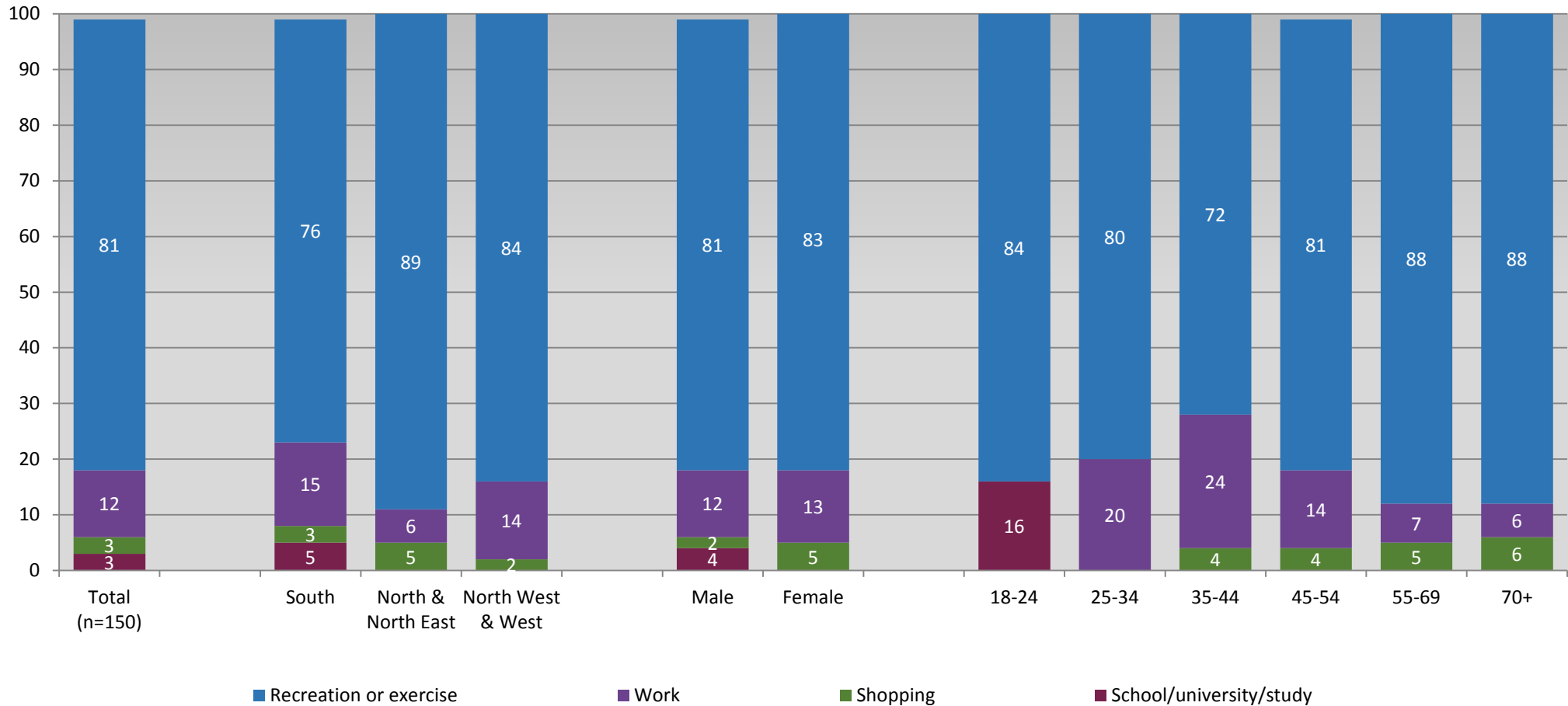
Respondents who reported cycling in the past month were asked;

For what main purpose did you ride a bicycle over the past month?

**Chart 9 – Main Reason for Cycling
(Percentage of respondents who cycled in the past month)**



**Chart 10 – Main Reason for Cycling by Demographic Group
(Percentage of respondents who cycled in the past month)**



2.6 Feelings of Safety While Riding

Respondents who reported cycling in the past month were asked;

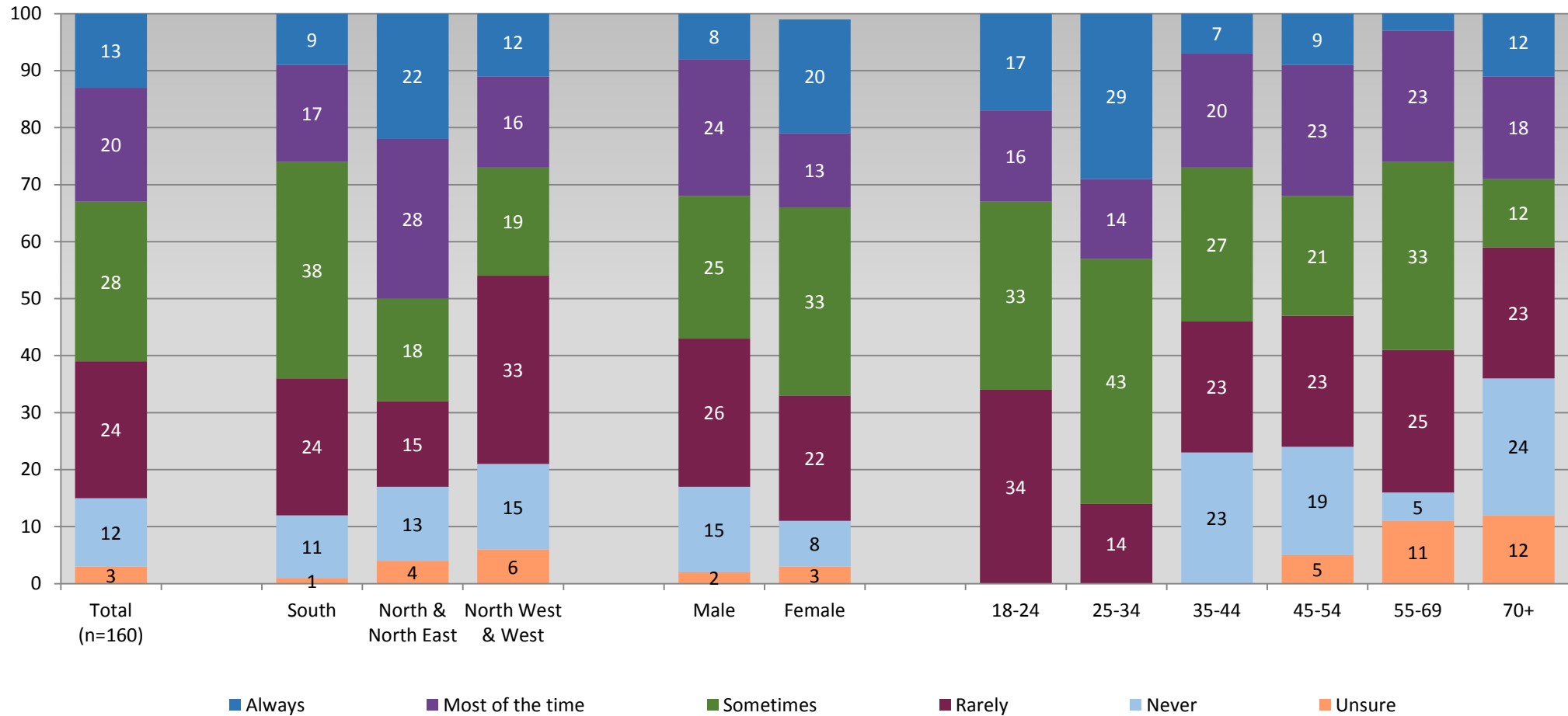
As a cyclist, how often do you feel...

**Table 2 – Feelings of Safety While Riding
(Percentage of respondents who cycled in the past month)**

Statements	Frequency (n=150)					
	Always	Most of the time	Sometimes	Rarely	Never	Unsure
Unsafe due to the proximity of cars behind you	13	20	28	24	12	3
Unsafe due to the proximity of cars beside you	11	26	33	18	10	2
That cars give you right of way when appropriate	5	54	24	9	5	3
That you are NOT in danger of being hit by a motorist	8	37	26	18	9	1

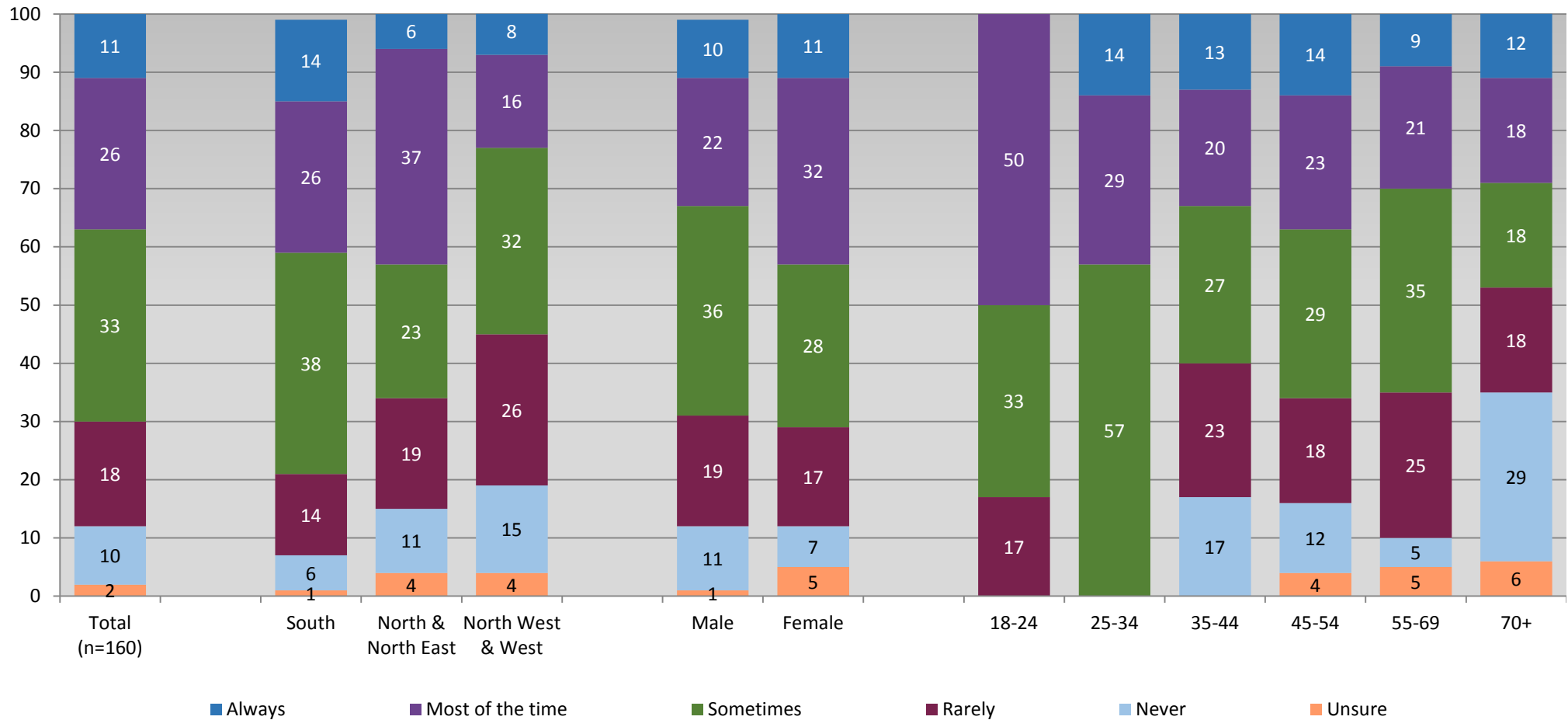
As a cyclist, how often do you feel... unsafe due to the proximity of cars behind you?

**Chart 11 – Feelings of Safety While Riding Statements by Demographic Group
(Percentage of respondents who cycled in the past month)**



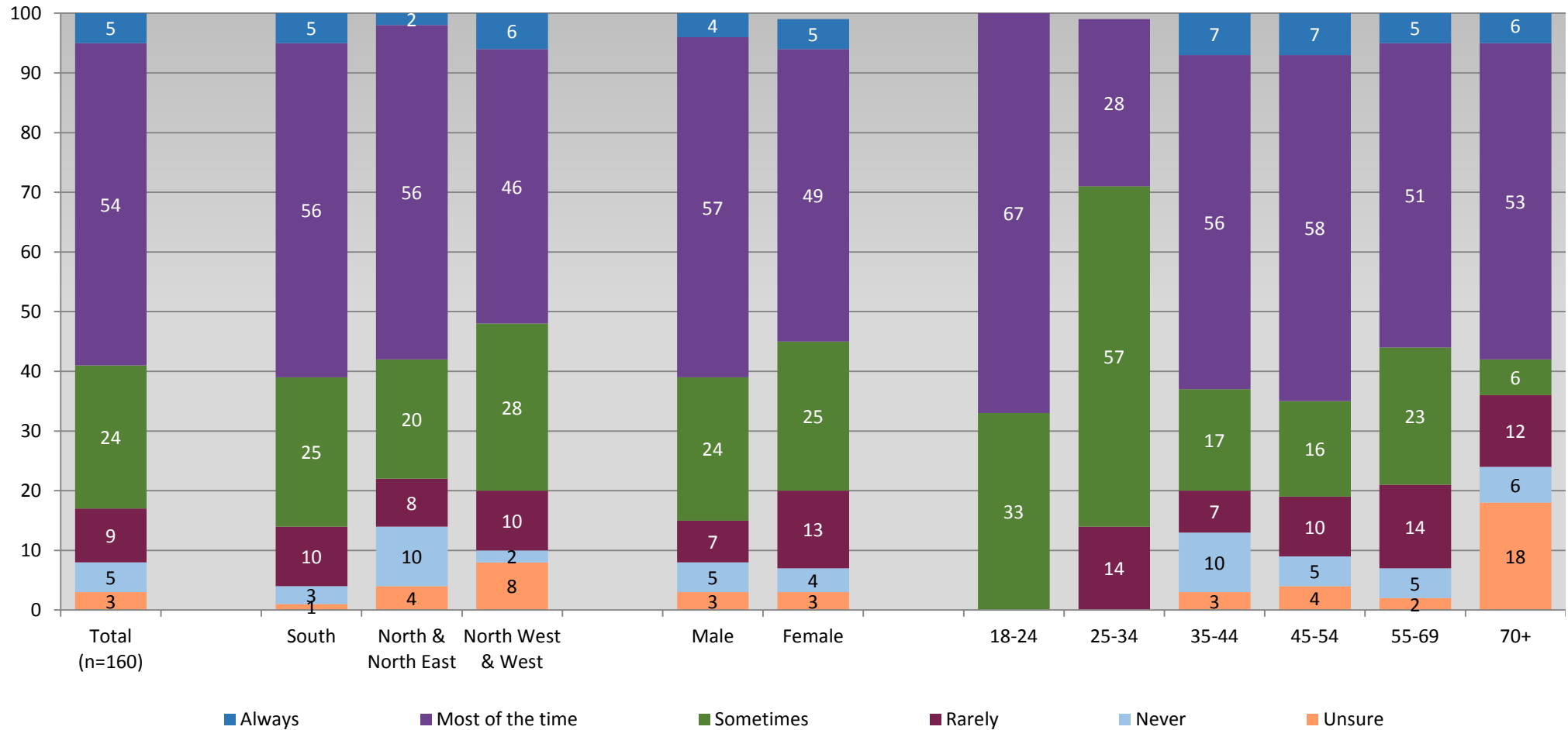
As a cyclist, how often do you feel... unsafe due to the proximity of cars beside you?

**Chart 12 – Feelings of Safety While Riding Statements by Demographic Group
(Percentage of respondents who cycled in the past month)**



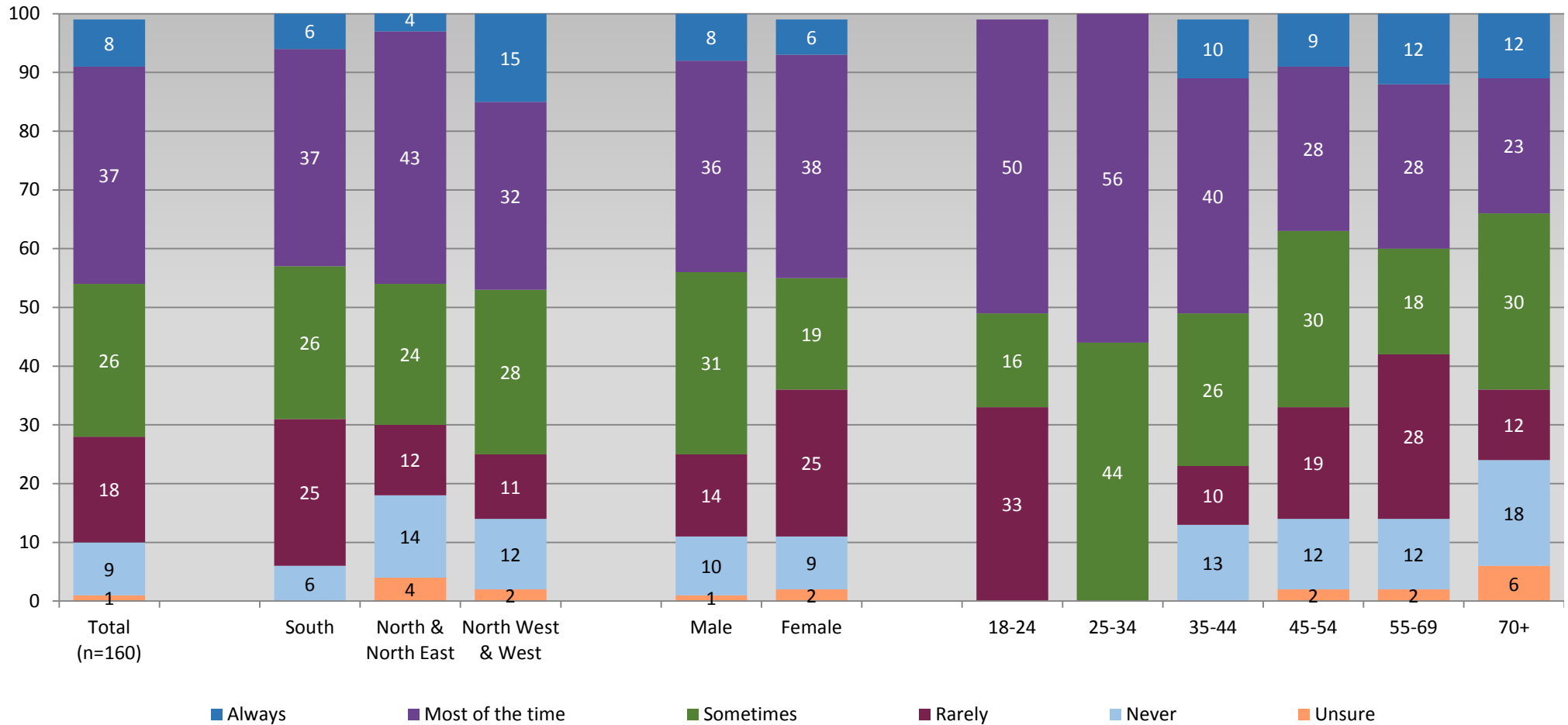
As a cyclist, how often do you feel... that cars give you the right of way when appropriate?

**Chart 13 – Feelings of Safety While Riding Statements by Demographic Group
(Percentage of respondents who cycled in the past month)**



As a cyclist, how often do you feel... you are NOT in danger of being hit by a motorist?

**Chart 14 – Feelings of Safety While Riding Statements by Demographic Group
(Percentage of respondents who cycled in the past month)**



2.7 Self-Reported Incidents between Cyclists and Motorists

Respondents who reported cycling in the past month were asked;

In the past year, have you been hit by a motor vehicle, or involved in a near collision, when a vehicle has been overtaking you?

Overall, close to one fifth (15%) of respondents reported that, in the past year, they had been hit by a motor vehicle, or involved in a near collision when a vehicle had been overtaking.

Respondents who stated that they had been involved in an incident with a motor vehicle in the past year were then asked to briefly describe what happened.

Verbatim comments

- ❖ *It came very close when a car passed me.*
- ❖ *I was on a narrow stretch. A bus has overtaken me at the same time as there was an oncoming car, so the bus came very close. The oncoming car had to stop because the bus was in their lane.*
- ❖ *Tonight driving home I got run off the road on a bend by a car who was overtaking a cyclist from the other way on a sharp bend.*
- ❖ *A car behind me wanting to squeeze through the space when a car was coming the other direction.*
- ❖ *I was between a parked car and an overtaking car and I was given very little room and was scared I would lose my balance.*
- ❖ *Somebody overtook me fairly close to a T-intersection and then turned left into the T and cut me off.*
- ❖ *Someone pulled out of their driveway.*
- ❖ *I have had a few near collisions when people turn right in front of where I'm riding basically cutting me off.*
- ❖ *I was overtaken just before the intersection; the car turns and forces me to brake as I am going straight ahead when he should have stayed behind. It was close and without decent brakes he would have taken me out.*
- ❖ *It was a case of a motor vehicle not giving way.*
- ❖ *Car pulled out in front of me.*
- ❖ *Truck that turned to the left crossed directly in front whilst overtaking me. Car pulled out in front, did not give way to the right and I was wearing high visibility clothing.*
- ❖ *Car came too close to me and almost knocked me.*
- ❖ *More than once. People that don't give you room treat you like you are invisible. Keep going straight when overtaking as if you are not there.*
- ❖ *Vehicle overtook and didn't realise how close they were to me and I had to brake hard.*

- ❖ *Vehicle going past another car that was in front of me and nearly got hit. Young people in a car did not see me.*
- ❖ *Cars changing lane, cars merging didn't see me and occupied my space.*
- ❖ *They tried to pass when there wasn't enough room, squeezed me into the gutter and onto the curb.*
- ❖ *A slow speed incident as I was coming up to the lights a car driver touched me on the elbow with their side mirror.*
- ❖ *Some vehicles come so close regardless – within 30cm.*
- ❖ *Motorist failed to give way at a roundabout. That's happened twice. Another time was excessive speeding, going very close.*
- ❖ *A car came over the hill and his side mirror hit my handle bars.*
- ❖ *A car came through a narrow spot and almost hit me whilst overtaking.*
- ❖ *A car came really quite close. I had to stop because I could feel the wind of the car on me.*

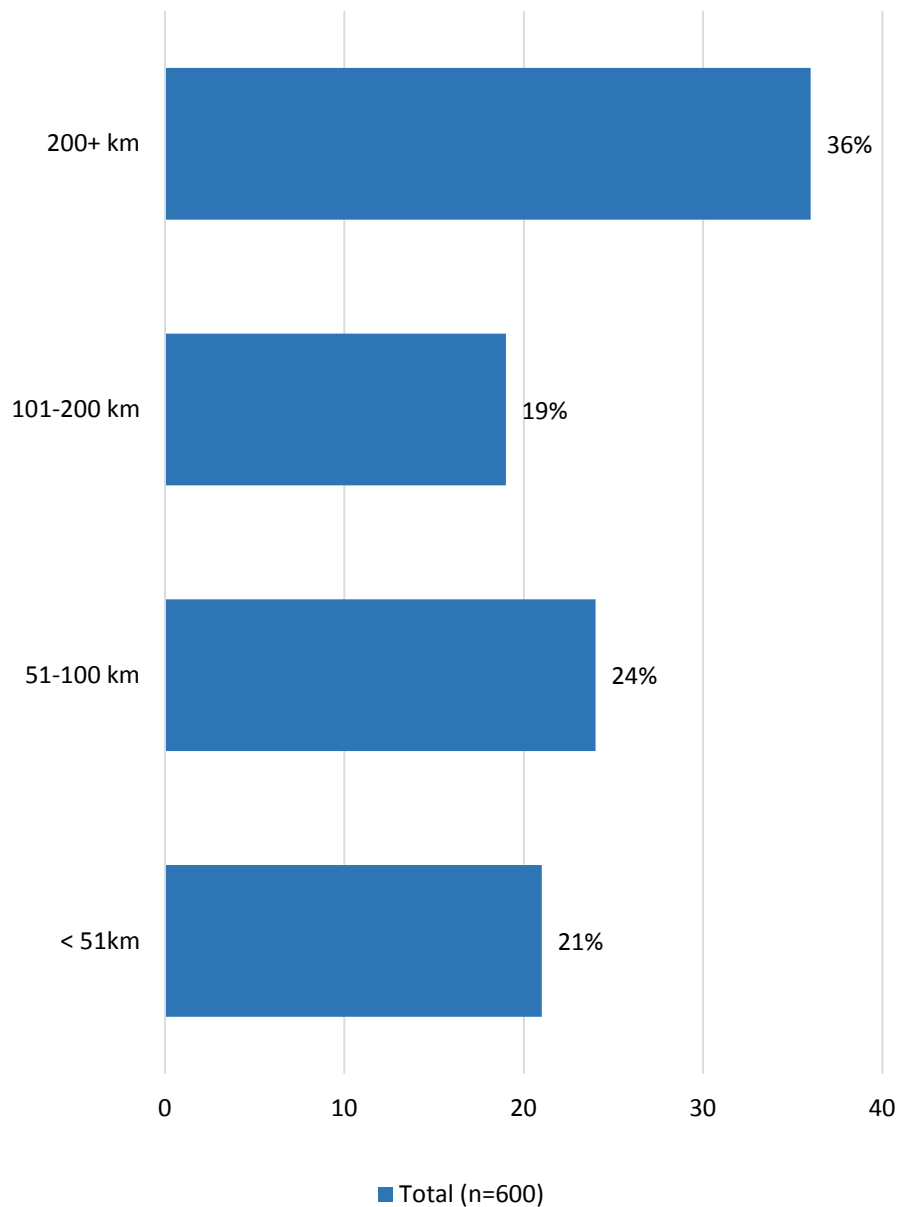
Section Three – Driving Behaviour

3.1 Distance Driven Per Week

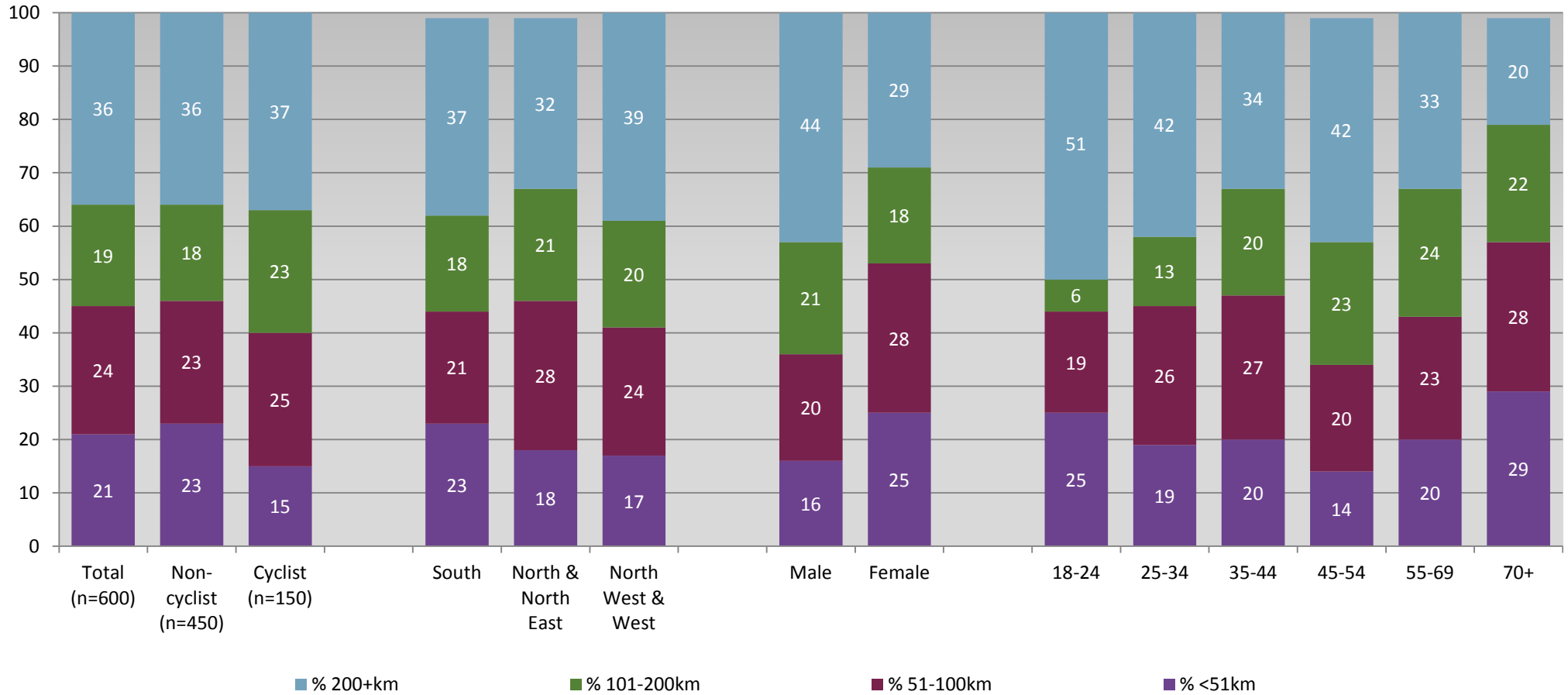
All respondents were asked;

On average, how far would you normally drive a vehicle in a week?

**Chart 15 – Distance Driven per Week
(Percentage of respondents)**



**Chart 16 – Distance Driven per Week by Demographic Group
(Percentage of respondents)**

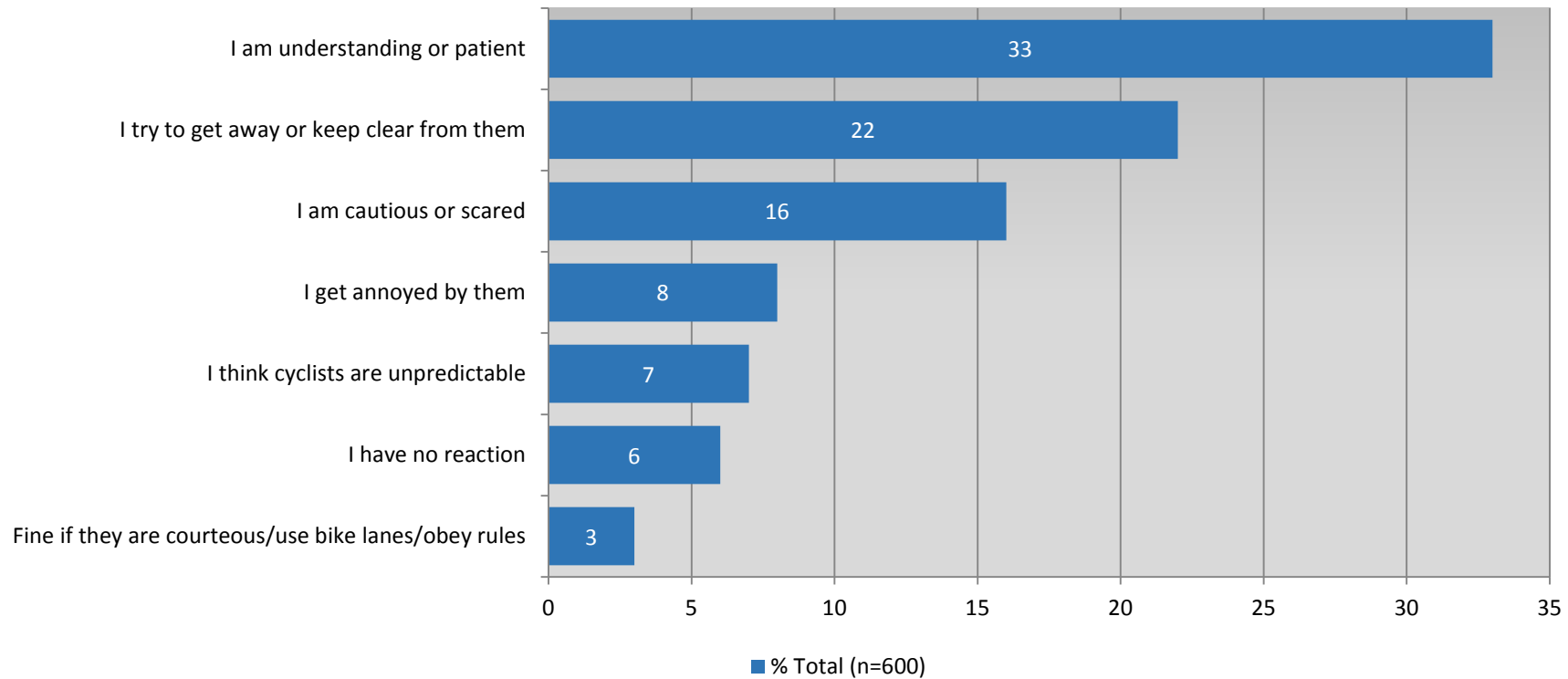


3.2 Attitudes towards Cyclists

All respondents were asked;

What is your main attitude to cyclists when you are driving?

**Chart 17 – Attitudes towards Cyclists
(Percentage of respondents)**



3.3 Perceived Behaviour of Cyclists

All respondents were asked;

How strongly do you agree or disagree with the following statements?...

**Table 3 – Perceived Behaviour of Cyclists
(Percentage of respondents)**

Statements	Agreement					
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Unsure
Cyclists usually observe the road rules	24	44	8	14	9	1
Cyclists should be able to use the road like motor vehicles	34	28	9	17	12	1
I don't mind if there are cyclists on the road	59	30	4	4	3	0
Generally cyclists act responsibly while on the road	31	48	8	7	6	0
Generally cyclists are considerate of other road users	22	47	10	13	8	0
Cyclists don't take responsibility for their own safety	15	21	14	29	19	2

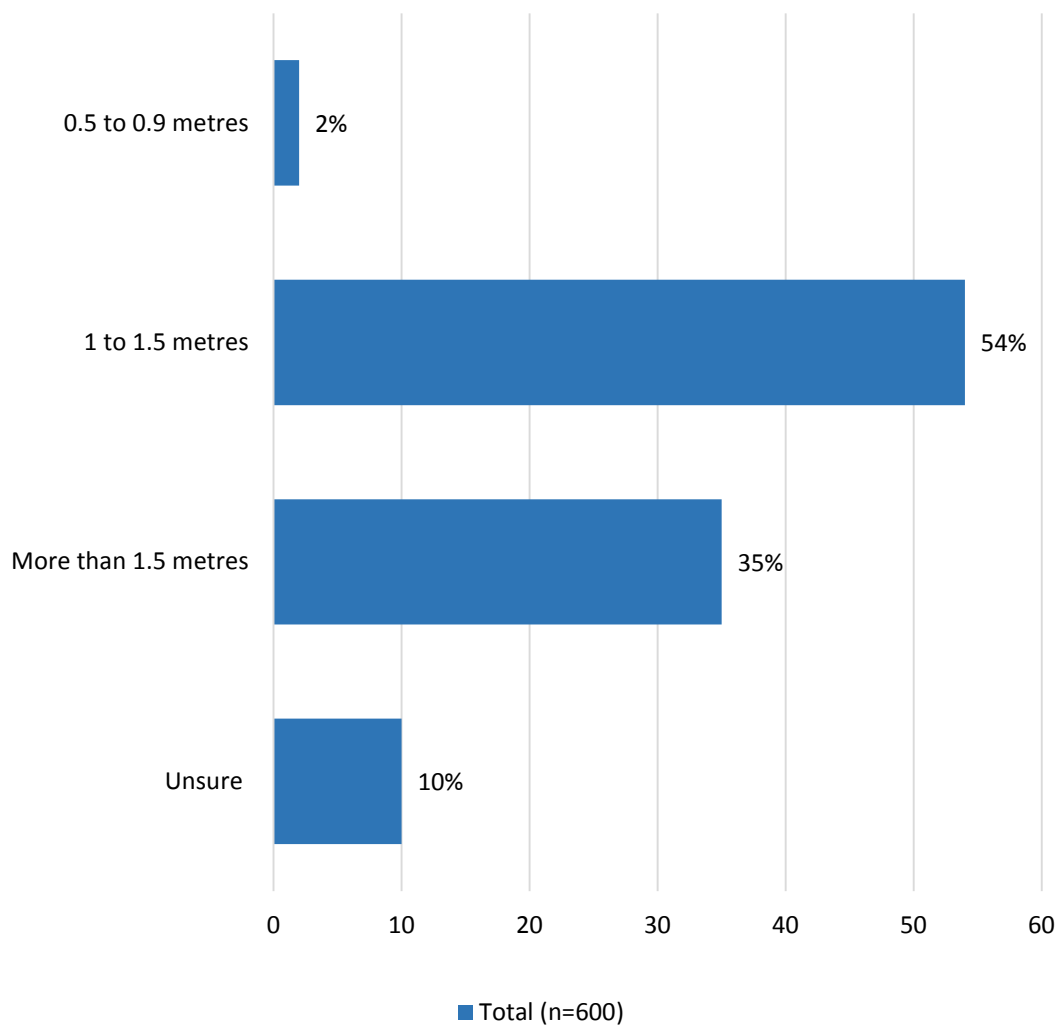
Section Four – Knowledge and Attitudes towards Road Rules

4.1 Overtaking Cyclists at 60 Kilometres per Hour

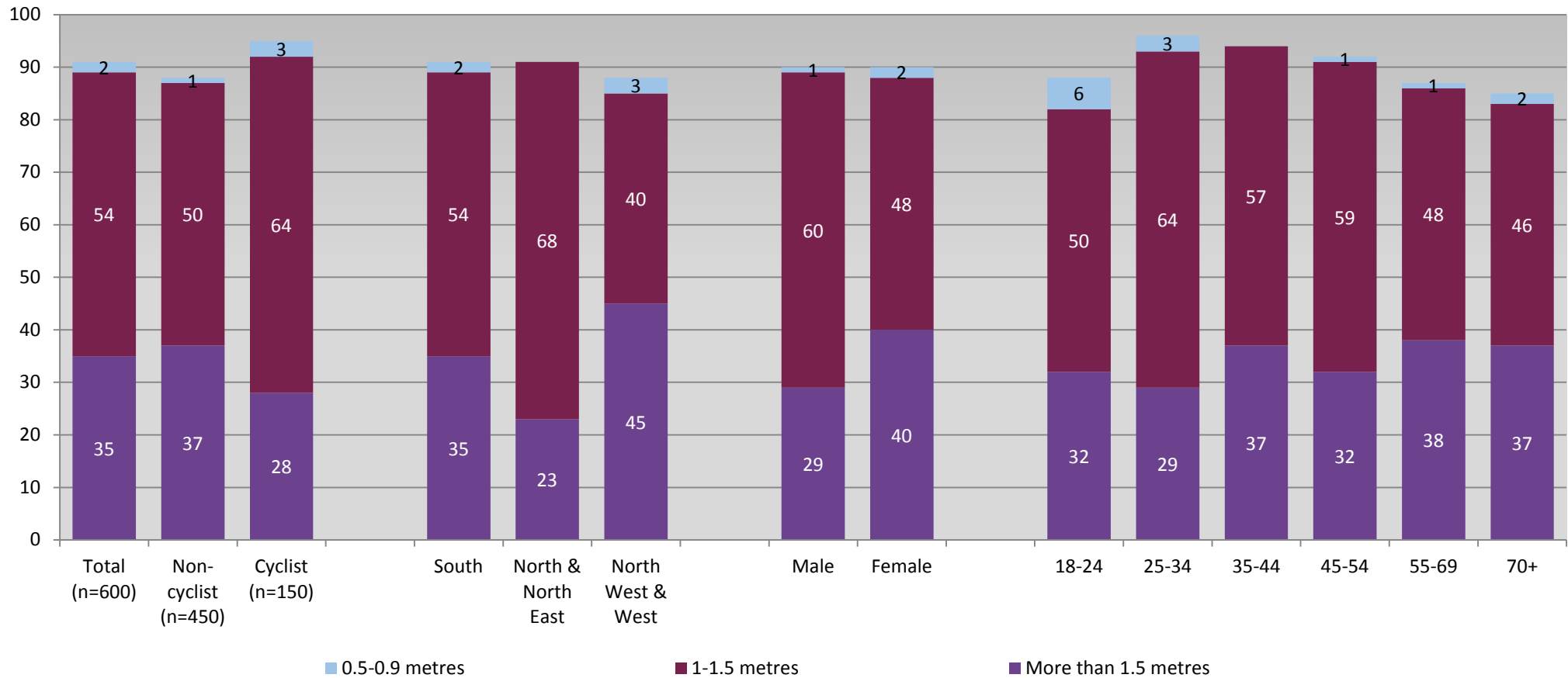
All respondents were asked;

In Tasmania, when a motorist overtakes a bicycle at 60 kilometres per hour, what distance must legally be left between the motor vehicle and the bicycle??

**Chart 18 – Legal Distance When Overtaking at 60 Kilometres Per Hour
(Percentage of respondents)**



**Chart 19 – Legal Distance When Overtaking at 60 Kilometres Per Hour
(Percentage of respondents)**

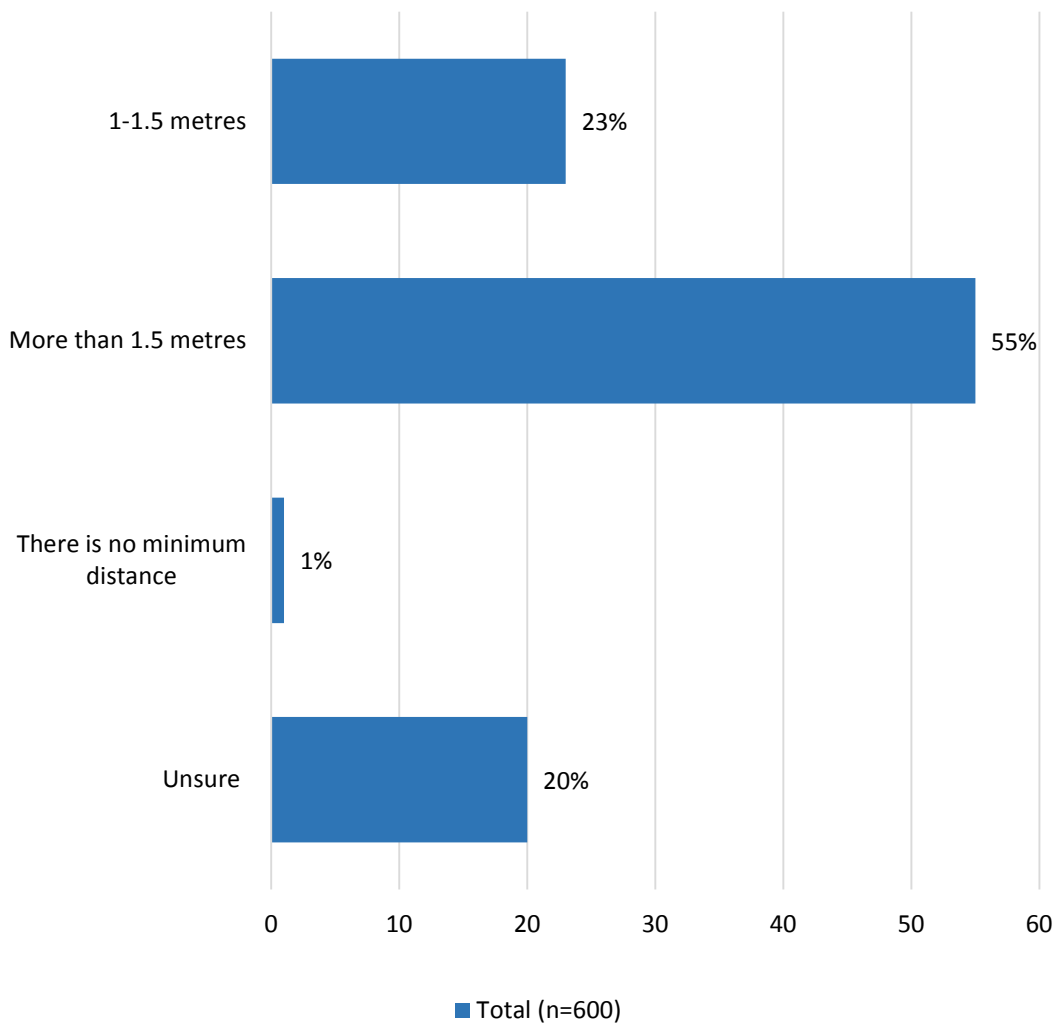


4.2 Overtaking Cyclists at 100 Kilometres per Hour

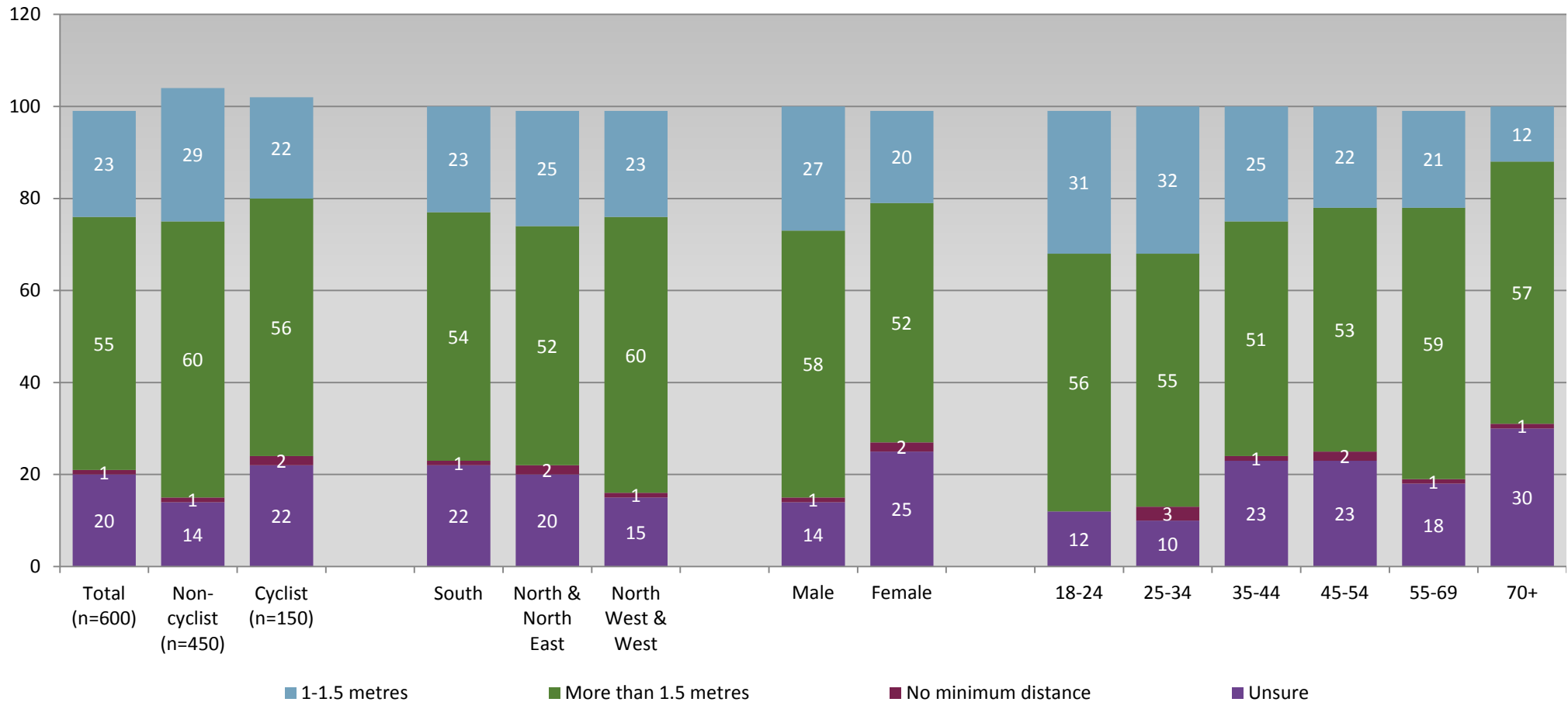
All respondents were asked;

In Tasmania, when a motorist overtakes a bicycle at 100 kilometres per hour, what distance must legally be left between the motor vehicle and the bicycle?

**Chart 20 – Legal Distance Overtaking at 100 Kilometres Per Hour
(Percentage of respondents)**



**Chart 21 – Legal Distance When Overtaking at 100 Kilometres Per Hour
(Percentage of respondents)**



4.3 Level of Agreement Regarding Safe Passing Distances When Overtaking

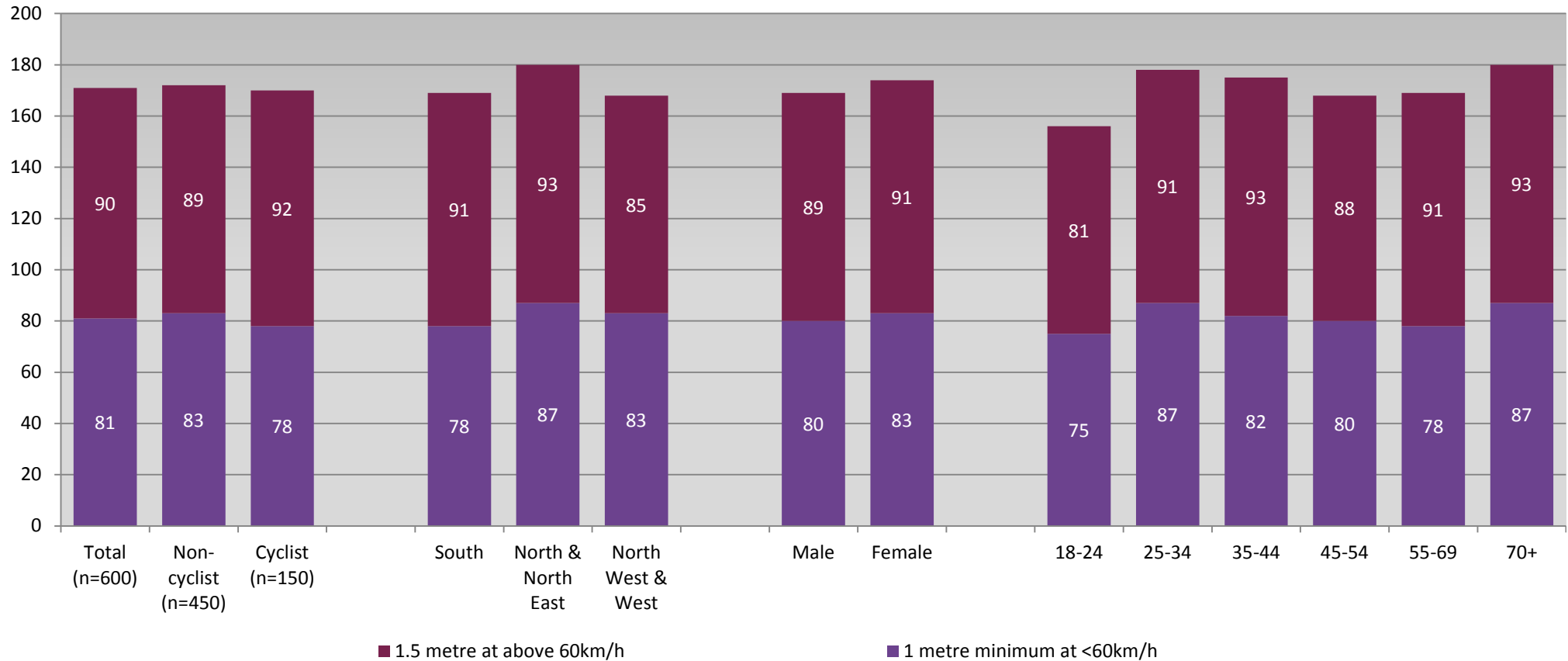
All respondents were asked;

To what extent do you agree or disagree with the following statements?

**Table 4 – Level of Agreement Regarding Safe Passing Distances When Overtaking
(Percentage of respondents)**

Statements	Agreement					
	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Unsure
Motorists should stay a minimum distance of one metre away when passing a bicycle at less than 60 kilometres per hour	59	23	2	10	5	1
Motorists should stay a minimum of 1.5 metres away when travelling above 60 kilometres per hour	68	22	2	5	3	1

**Chart 22 – Level of Agreement Regarding Safe Passing Distances When Overtaking
(Percentage of respondents who agree with the statement)**

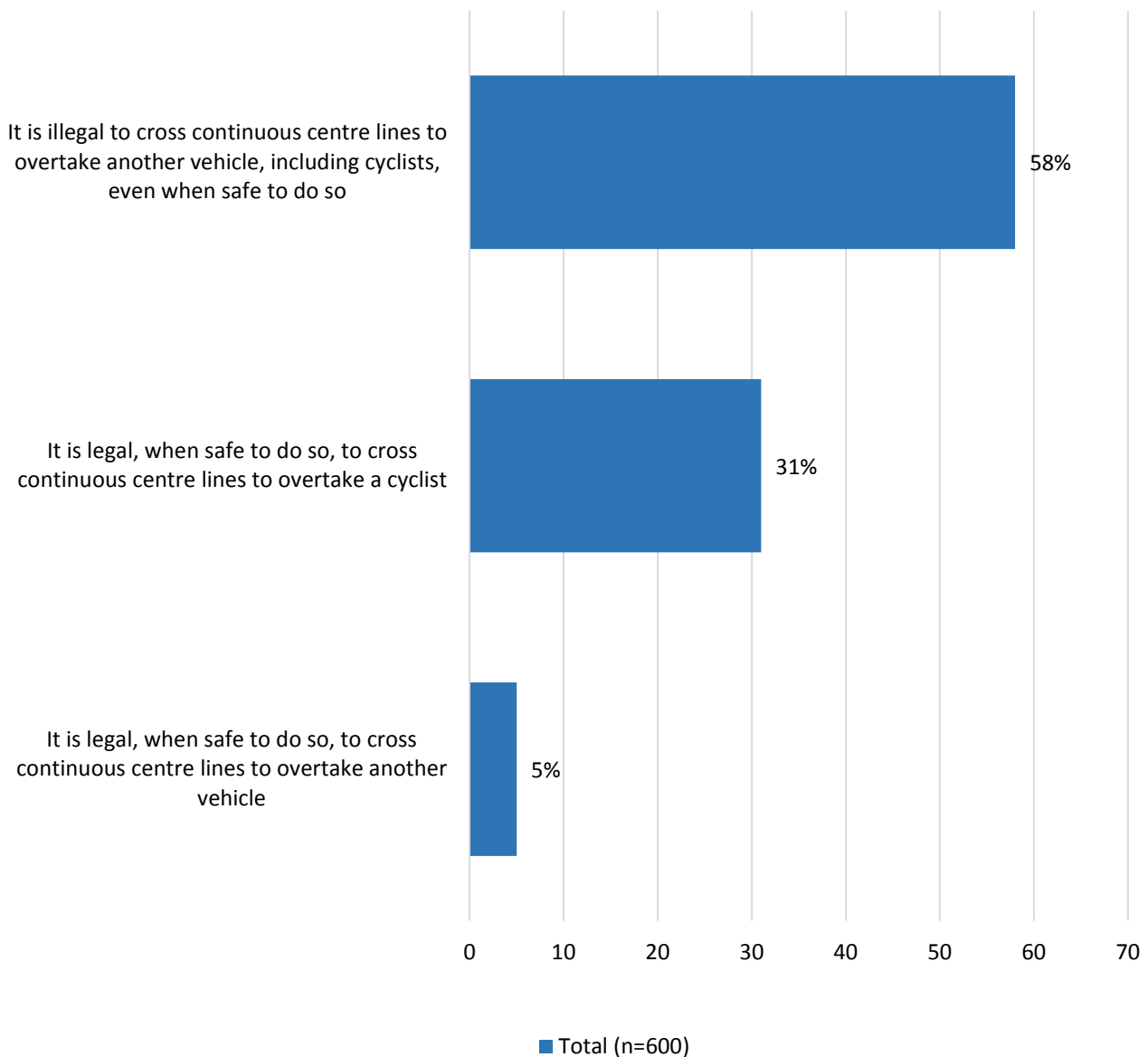


4.4 Knowledge of Tasmanian Road Rules

All respondents were asked;

Which of the following road rules applies in Tasmania?

**Chart 23 – Knowledge of Tasmanian Road Rules
(Percentage of respondents)**



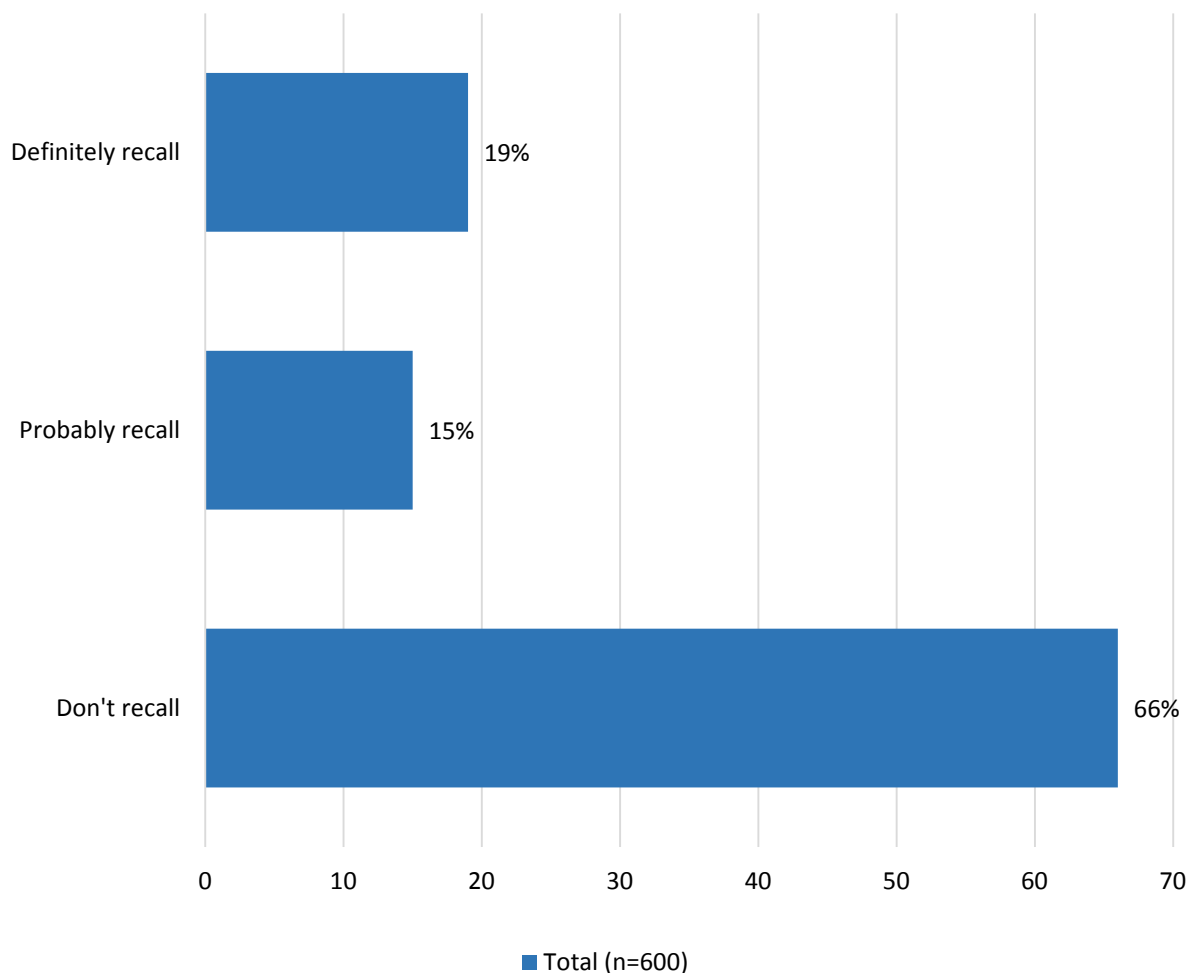
Section Five – Awareness of Road Signage

5.1 Awareness of ‘Pass Cyclists Safely’ 1 Meter Road Sign

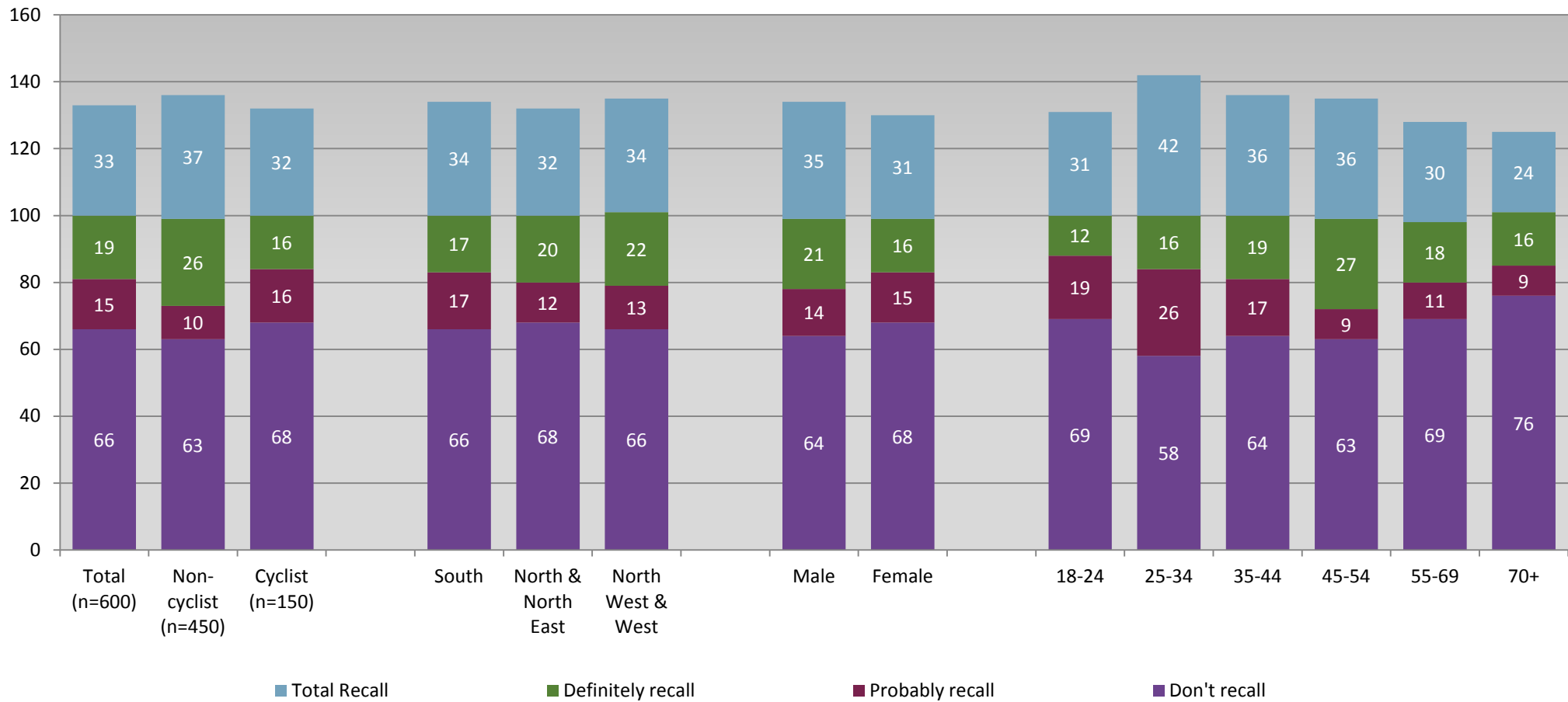
All respondents were asked;

Firstly, a yellow diamond-shaped advisory sign showing the graphic of a motorist passing a cyclist at a recommended distance of 1 metre. The sign includes the supplementary rectangular yellow plate below with the words “Pass Cyclists Safely”. Can you recall seeing the sign?

**Chart 24 – Awareness of ‘Pass Cyclists Safely’ 1 Meter Road Sign
(Percentage of respondents)**



**Chart 25 – Awareness of ‘Pass Cyclists Safely’ 1 Meter Road Sign
(Percentage of respondents)**



5.2 Awareness of 'Pass Cyclists Safely' 1.5 Meter Road Sign

All respondents were asked;

Secondly, a yellow diamond-shaped advisory sign showing the graphic of a motorist passing a cyclist at a recommended distance of 1.5 metres. The sign also includes the supplementary rectangular yellow plate below with the words "Pass Cyclists Safely". Can you recall seeing the sign?

**Chart 26 – Awareness of 'Pass Cyclists Safely' 1.5 Meter Road Sign
(Percentage of respondents)**

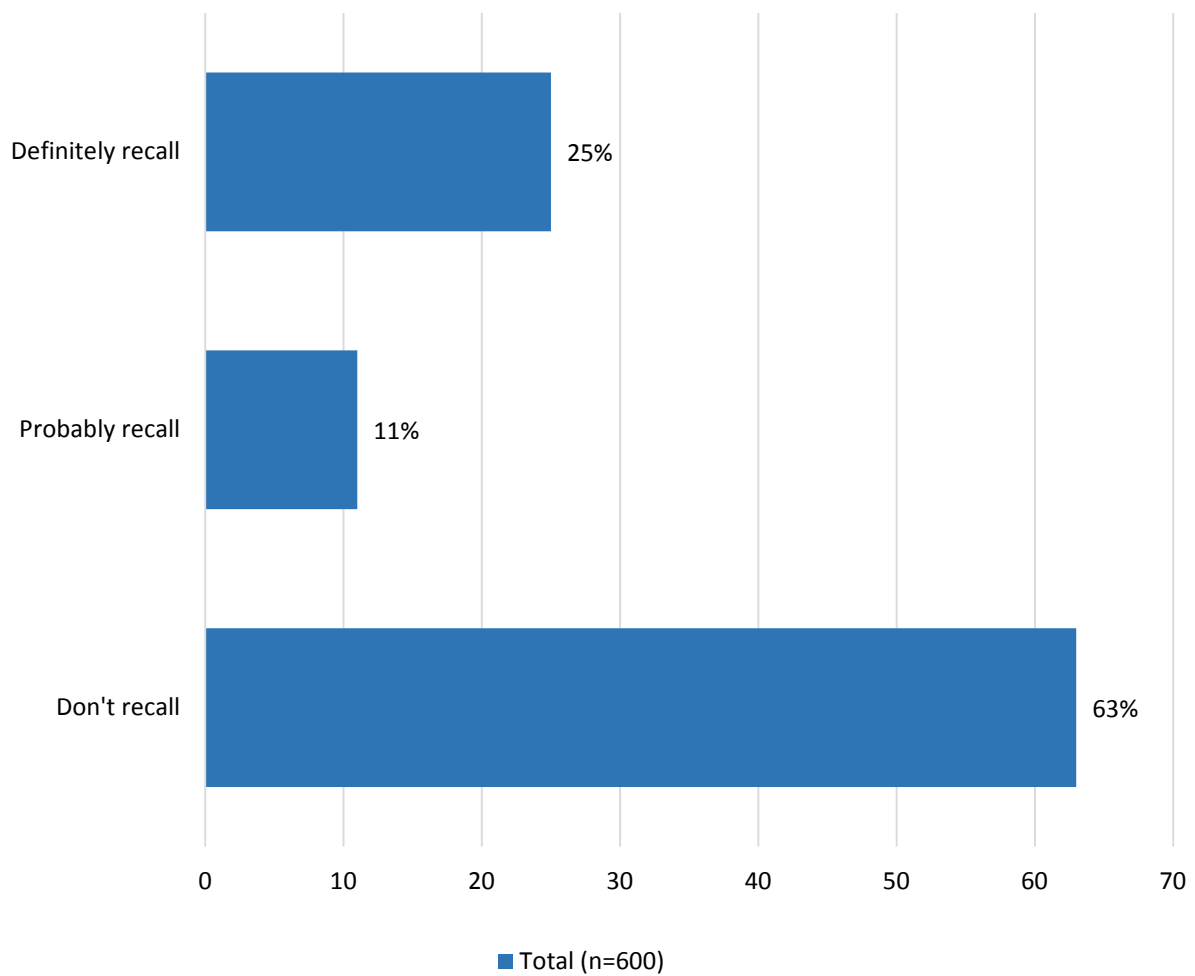
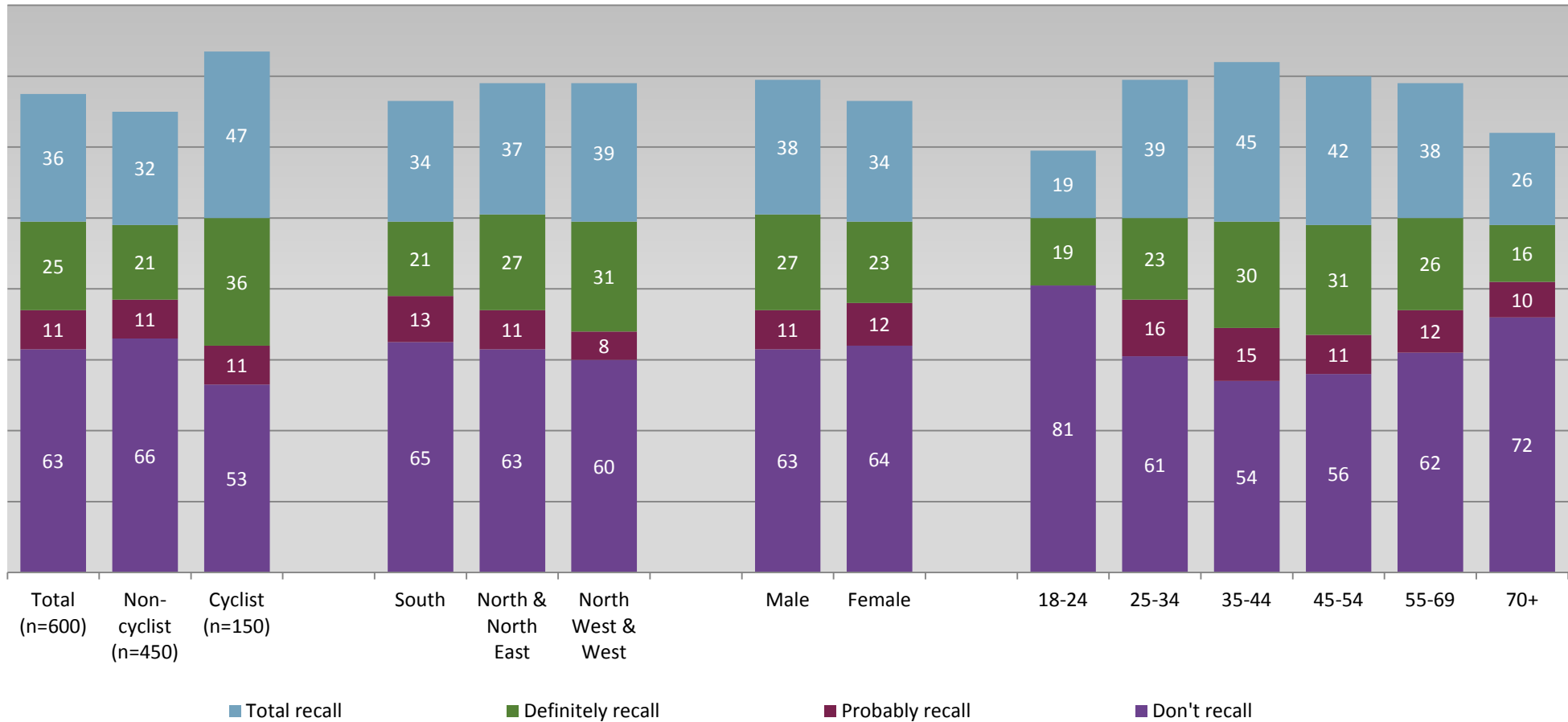


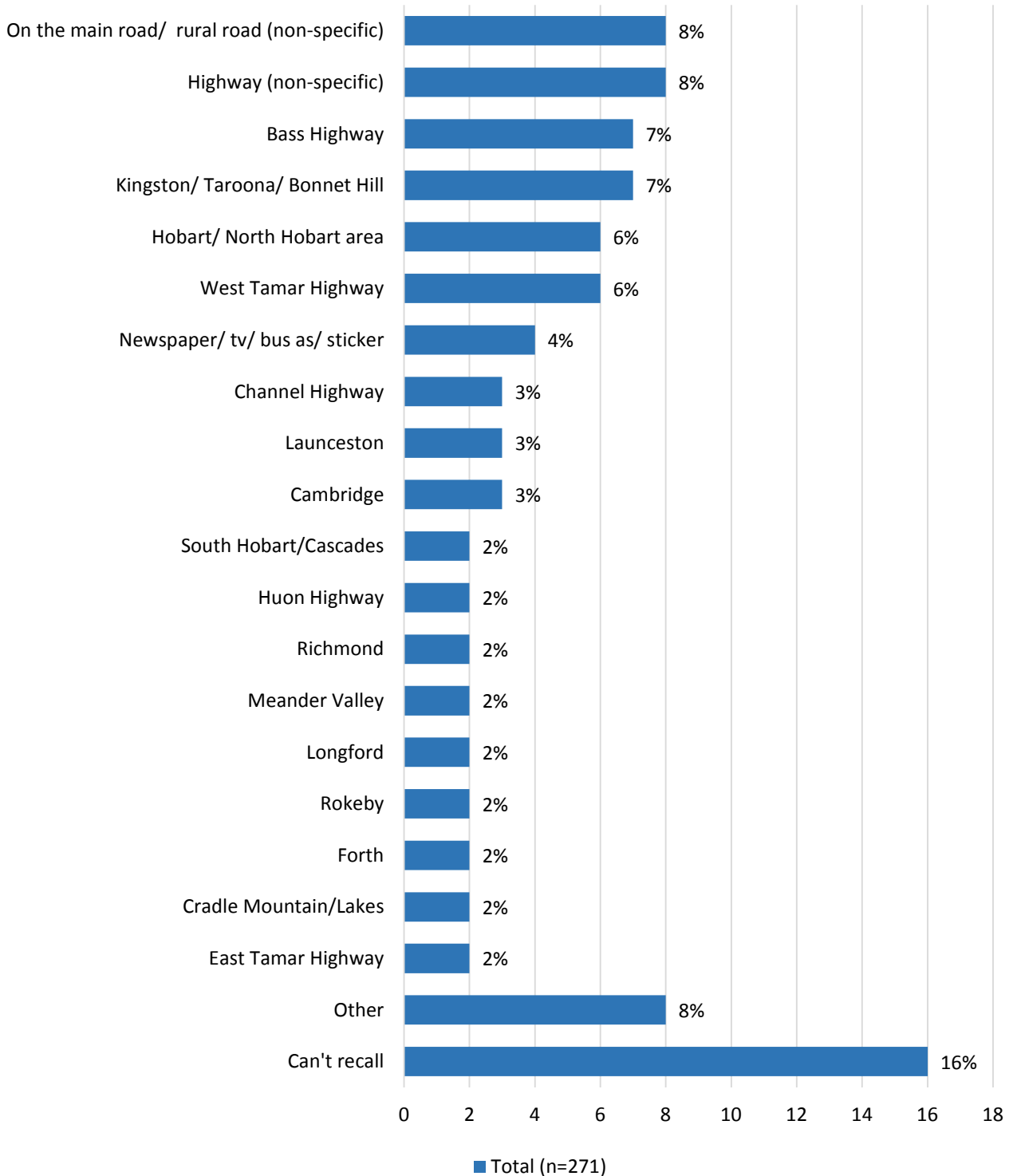
Chart 27 – Awareness of ‘Pass Cyclists Safely’ 1.5 Meter Road Sign
(Percentage of respondents)



All respondents who recalled seeing the sign/s were asked;

Whereabouts did you notice the sign?

**Chart 28 – Location of Pass Cyclist Safety Signs
(Percentage of respondents who recalled seeing the sign/s)***



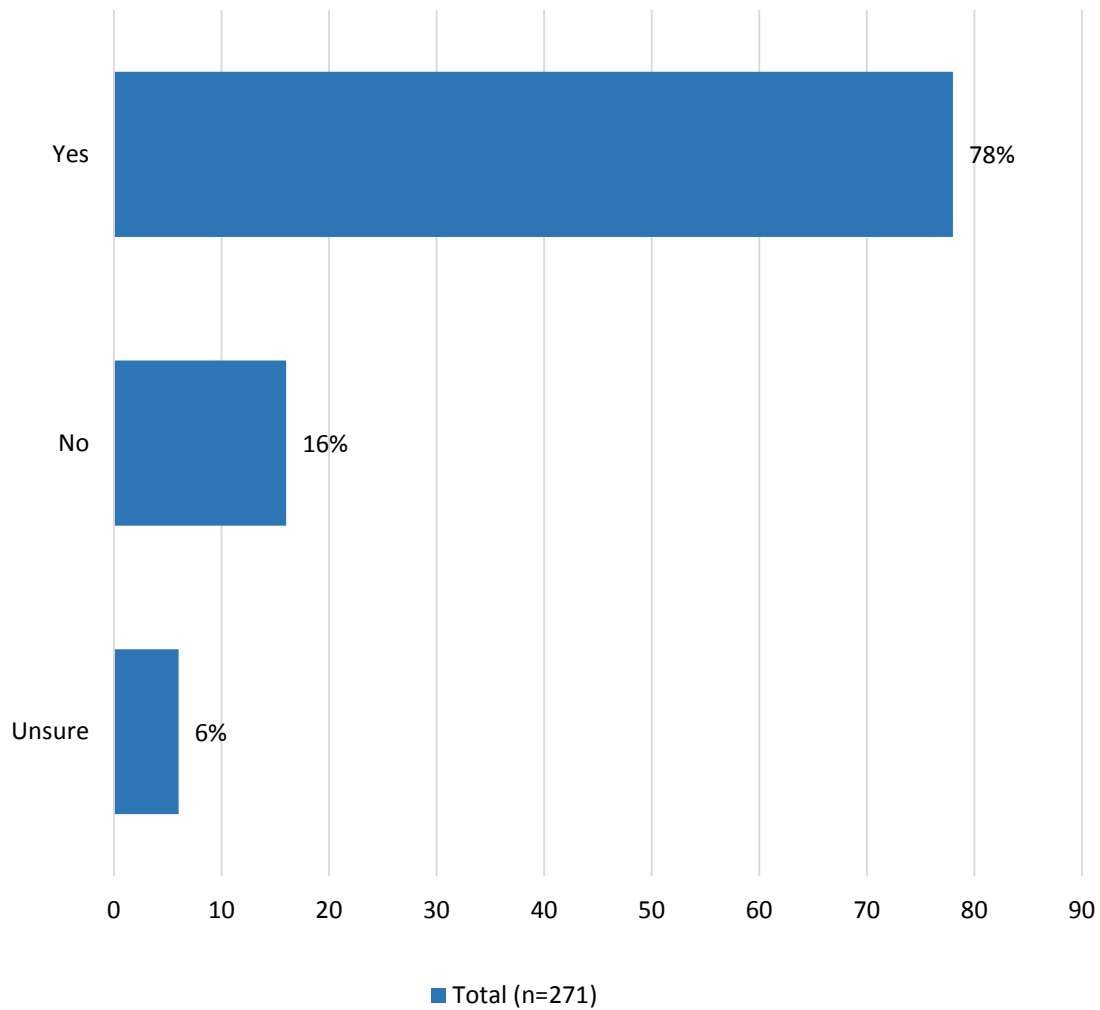
* Mentions by 1% or less of respondents are not shown in the chart.

5.3 Effectiveness of the 'Pass Cyclists Safely' Road Signs

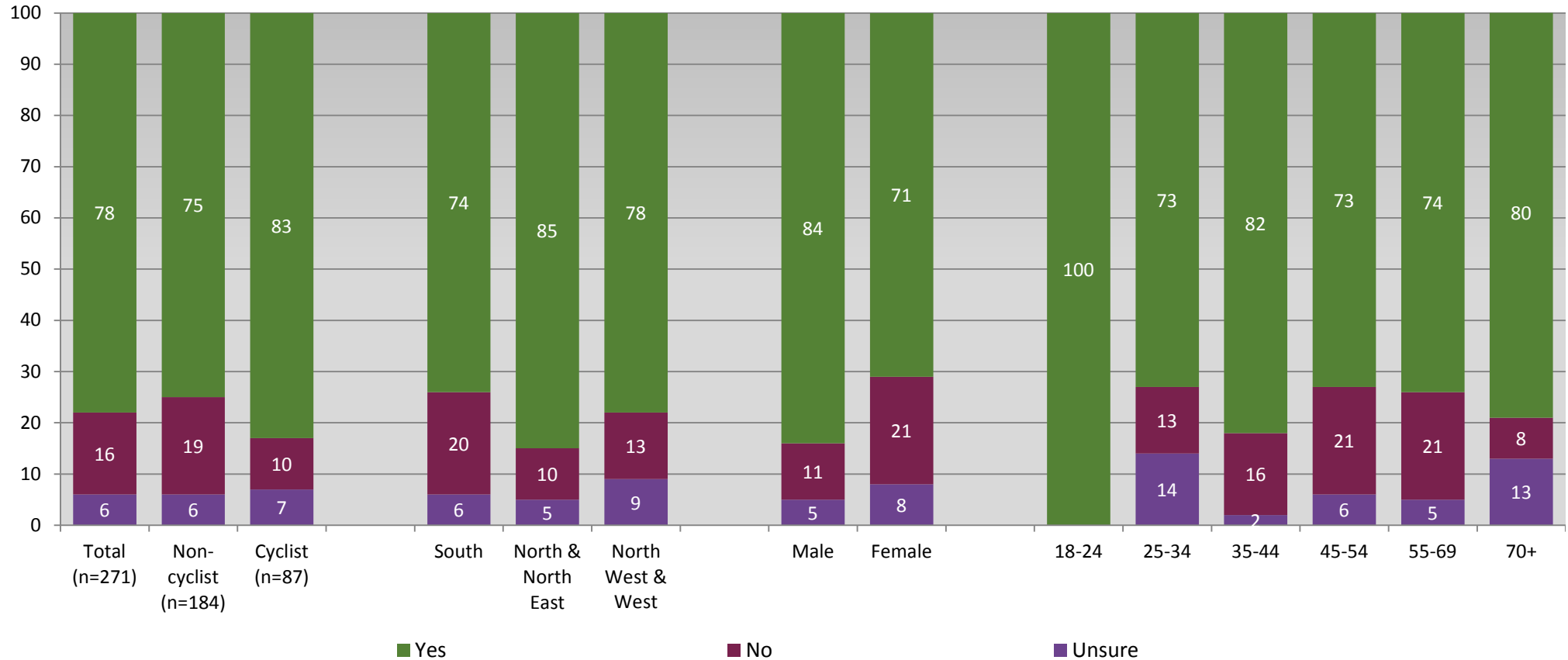
All respondents who recalled seeing the sign/s were asked;

From your impressions of the signs, do you think they are effective in conveying the safe distance that motor vehicles should leave when overtaking cyclists?

**Chart 29 – Effectiveness of the 'Pass Cyclists Safely' Road Signs
(Percentage of respondents who recalled seeing the sign/s)**



**Chart 30 – Effectiveness of the ‘Pass Cyclists Safely’ Road Signs
(Percentage of respondents who recalled seeing the sign/s)**



5.4 Awareness of Road Safety and Cycling Advertisements

All respondents were then asked;

Have you noticed any ads over the last 12 months to do with road safety and cycling?

**Chart 31 – Awareness of Road Safety and Cycling Advertisements
(Percentage of respondents)**

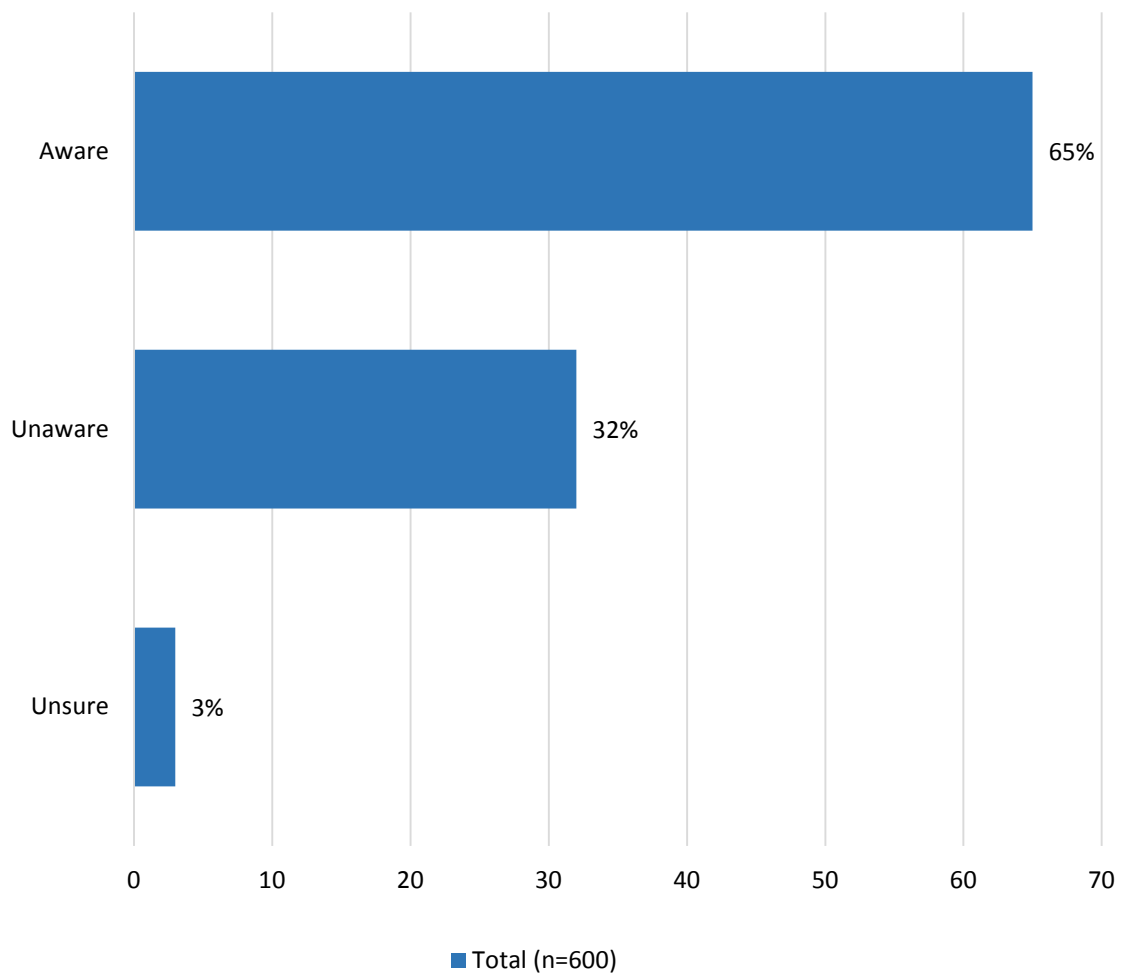
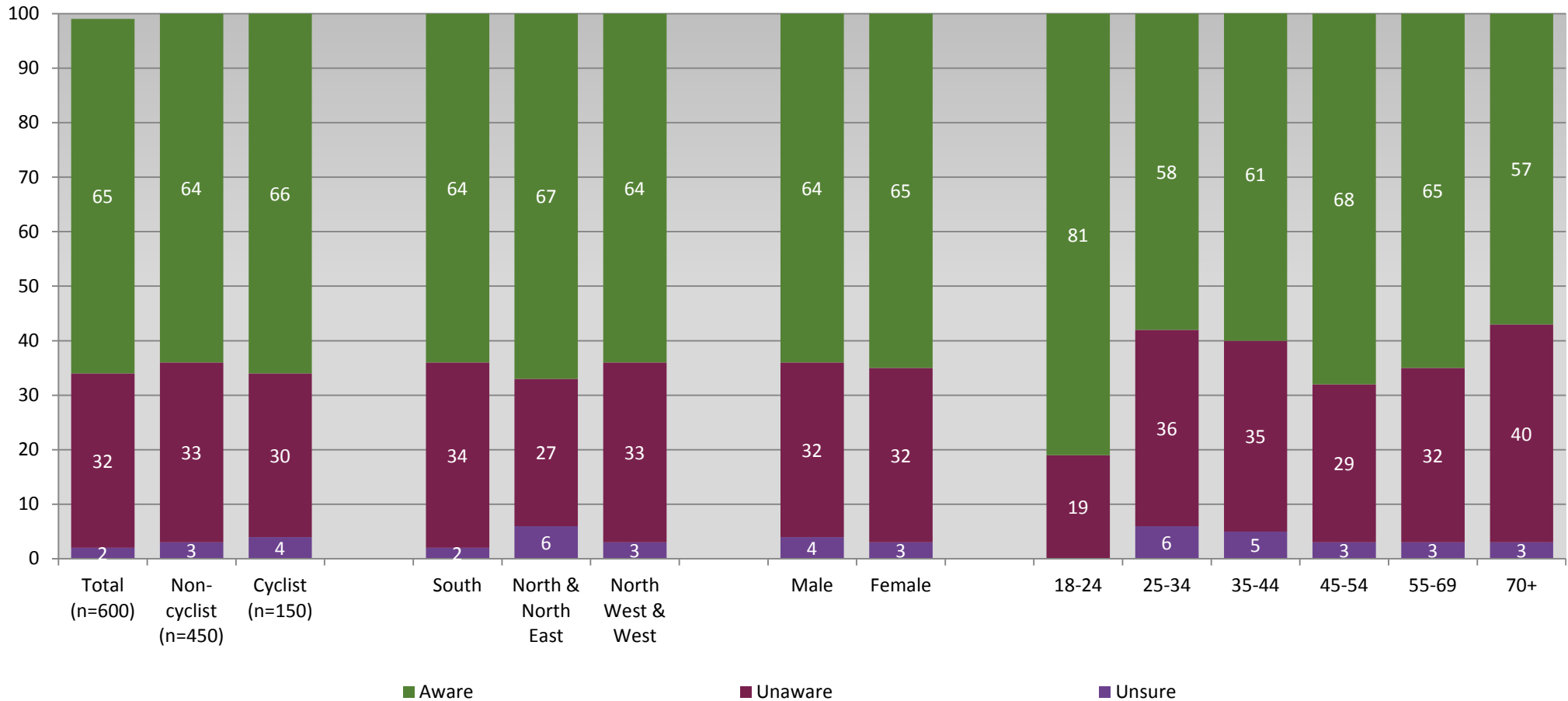


Chart 32 – Awareness of Road Safety and Cycling Advertisements
(Percentage of respondents)

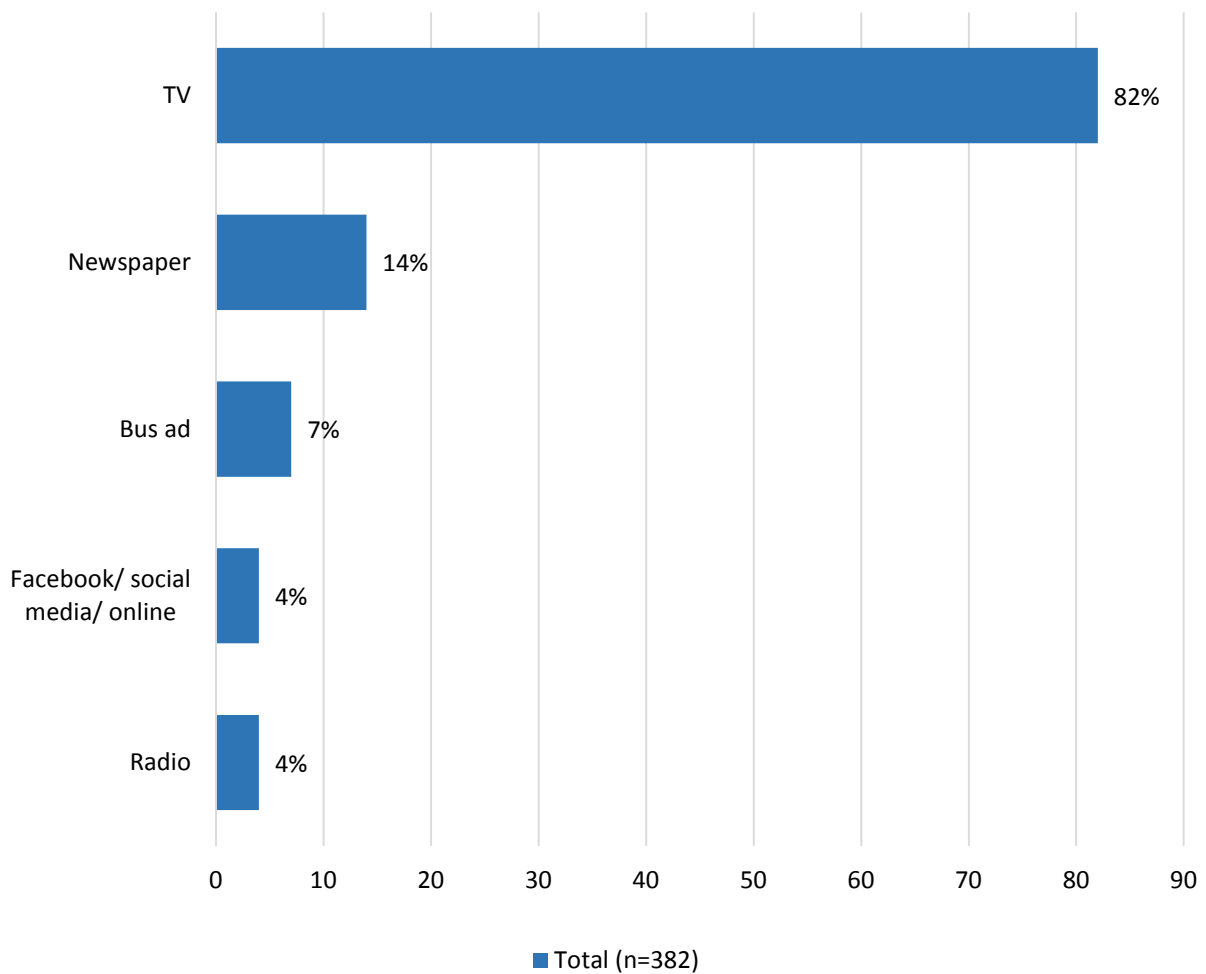


5.5 Awareness of Where the Road Safety Campaign was Seen or Heard

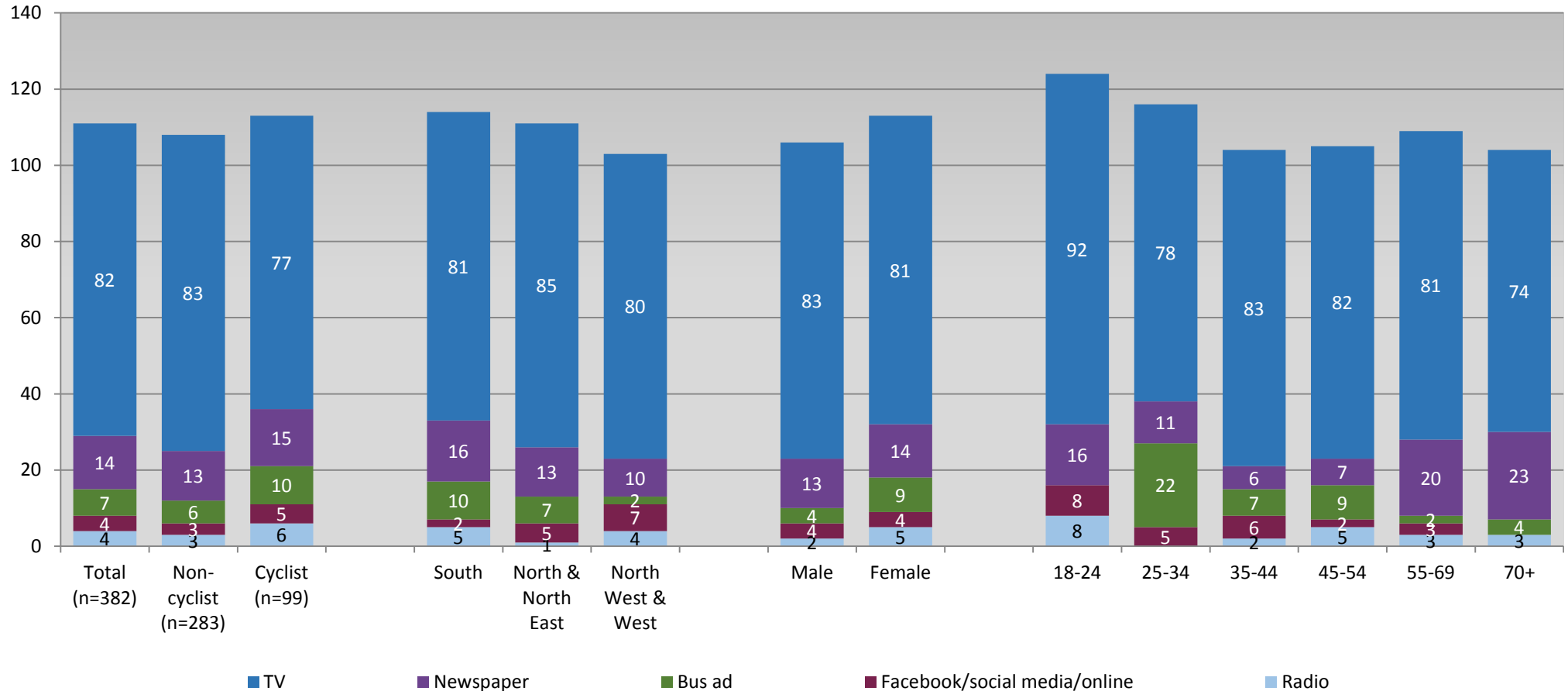
All respondents who had noticed an ad in the last 12 months were asked;

Whereabouts did you notice the advertising campaign?

Chart 33 – Awareness of Where the Road Safety Campaign was Seen or Heard (Percentage of respondents)



**Chart 34 – Awareness of Where the Road Safety Campaign was Seen or Heard
(Percentage of respondents)**

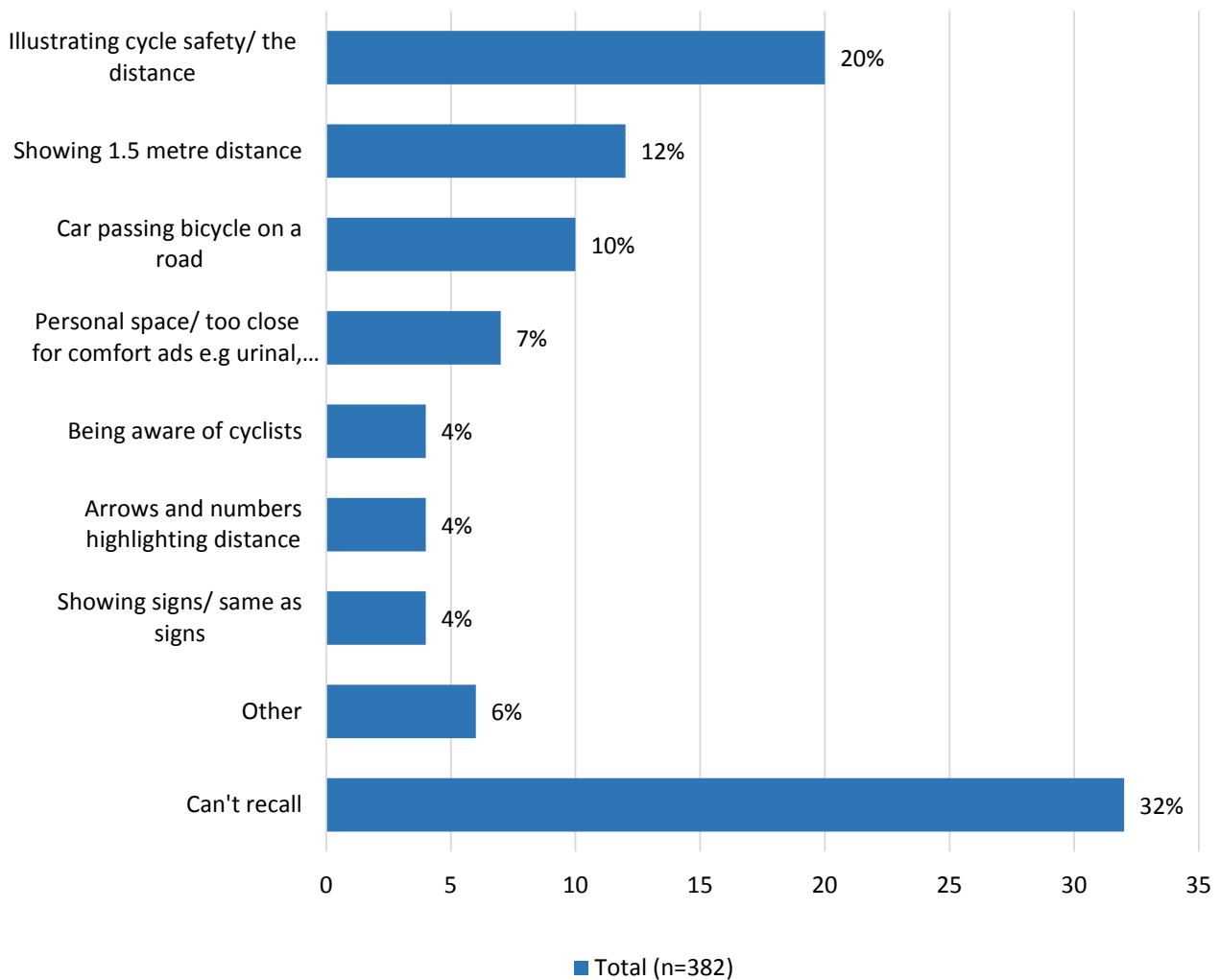


5.6 Specific Recall about the Road Safety Advertisement

All respondents who had noticed an ad in the last 12 months were asked;

What things do you remember about it – such as, what words, images, and main messages in particular?

**Chart 35 – Specific Recall about the Road Safety Advertisement
(Percentage of respondents)**

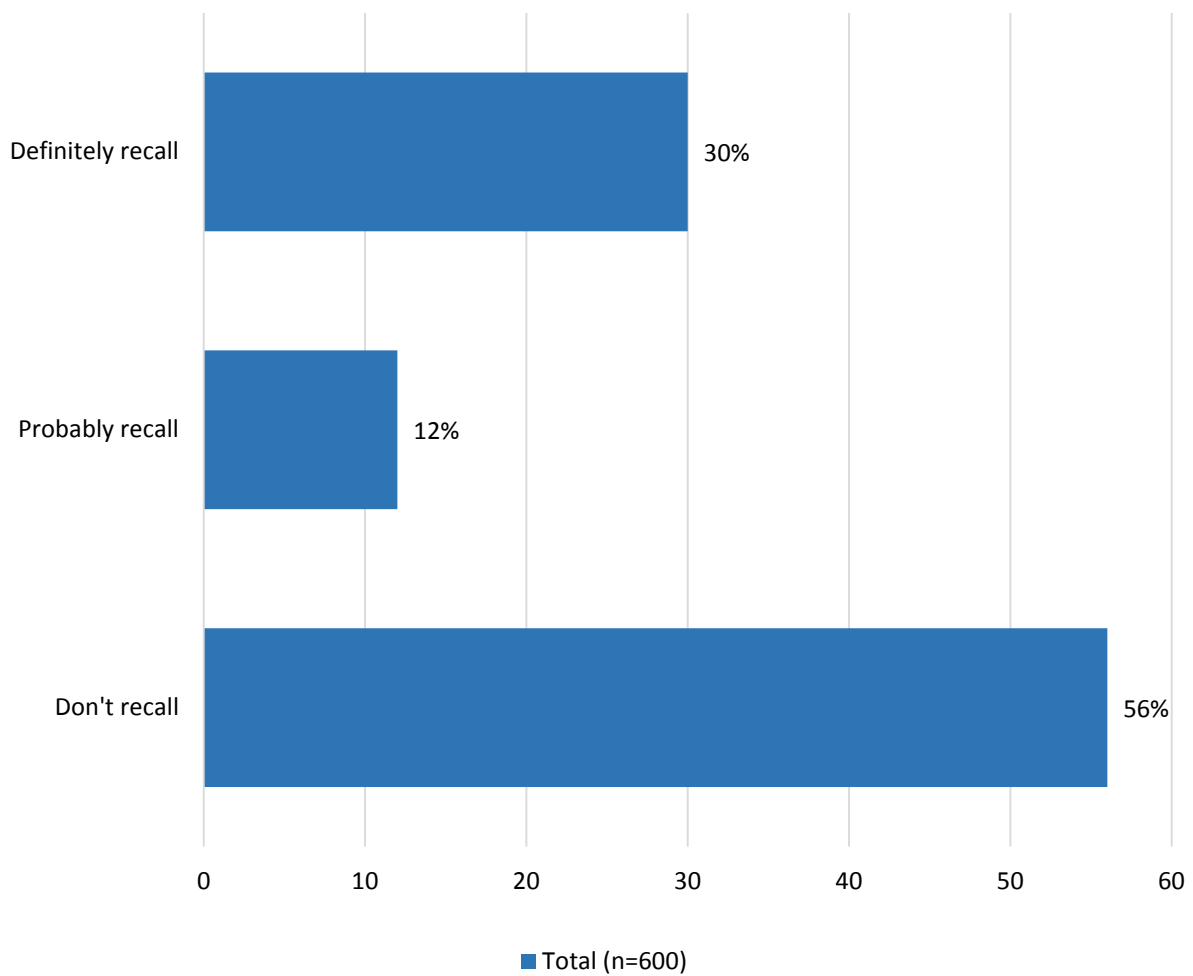


5.7 Prompted awareness of ‘Distance makes the Difference’ Campaign

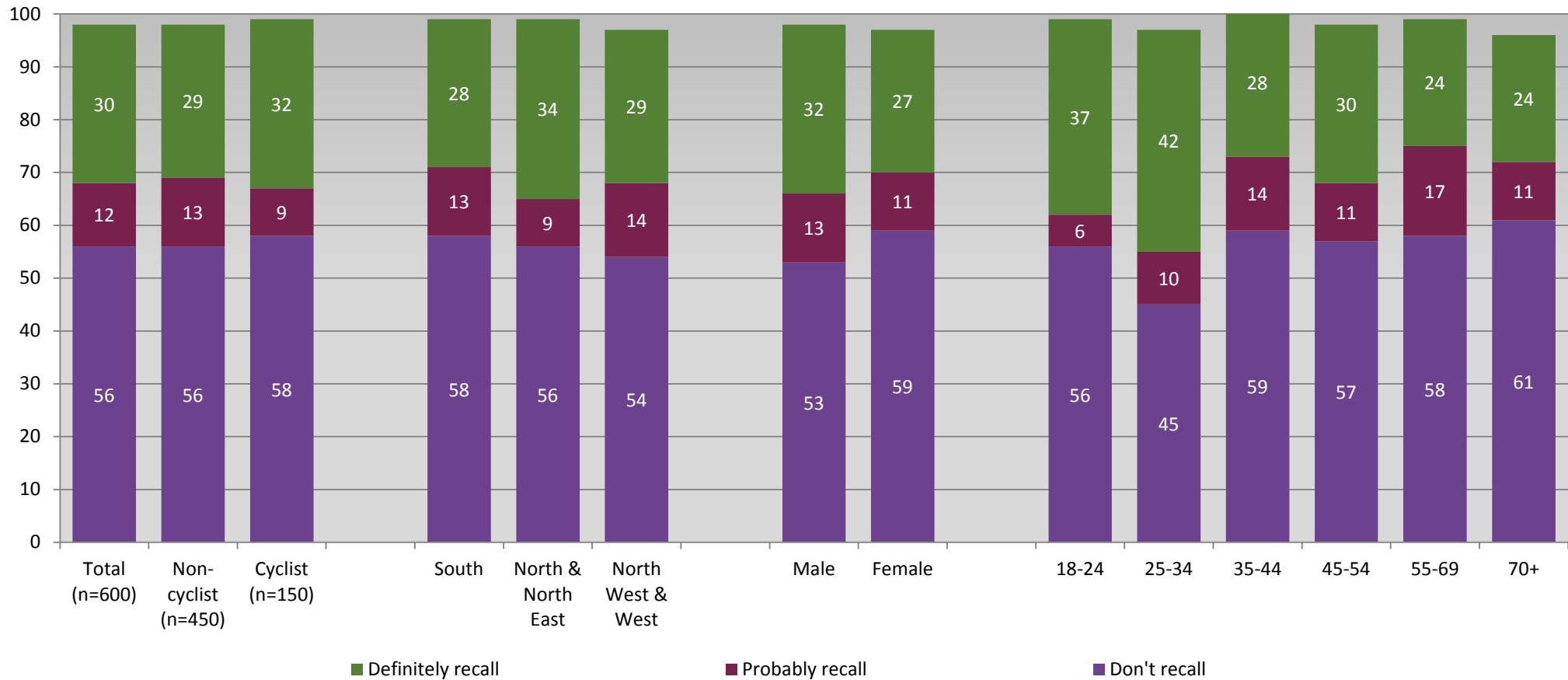
All respondents were read;

It is a film shot of a cyclist riding along a rural road being passed on the right by a motor vehicle. In between them is the graphic of an arrow marked with 1.5 metres and above it a caption saying “Distance Makes the Difference”. Do you recall seeing this ad before?

**Chart 36 – Prompted awareness of ‘Distance makes the Difference’ Campaign
(Percentage of respondents)**



**Chart 37 – Prompted awareness of ‘Distance makes the Difference’ Campaign
(Percentage of respondents)**



5.8 Awareness of Where the 'Distance makes the Difference' Campaign was Seen or Heard

All respondents who recalled seeing the ad were asked;

Whereabouts did you notice the ad?

Chart 38 – Awareness of Where the 'Distance makes the Difference' Campaign was Seen or Heard (Percentage of respondents)

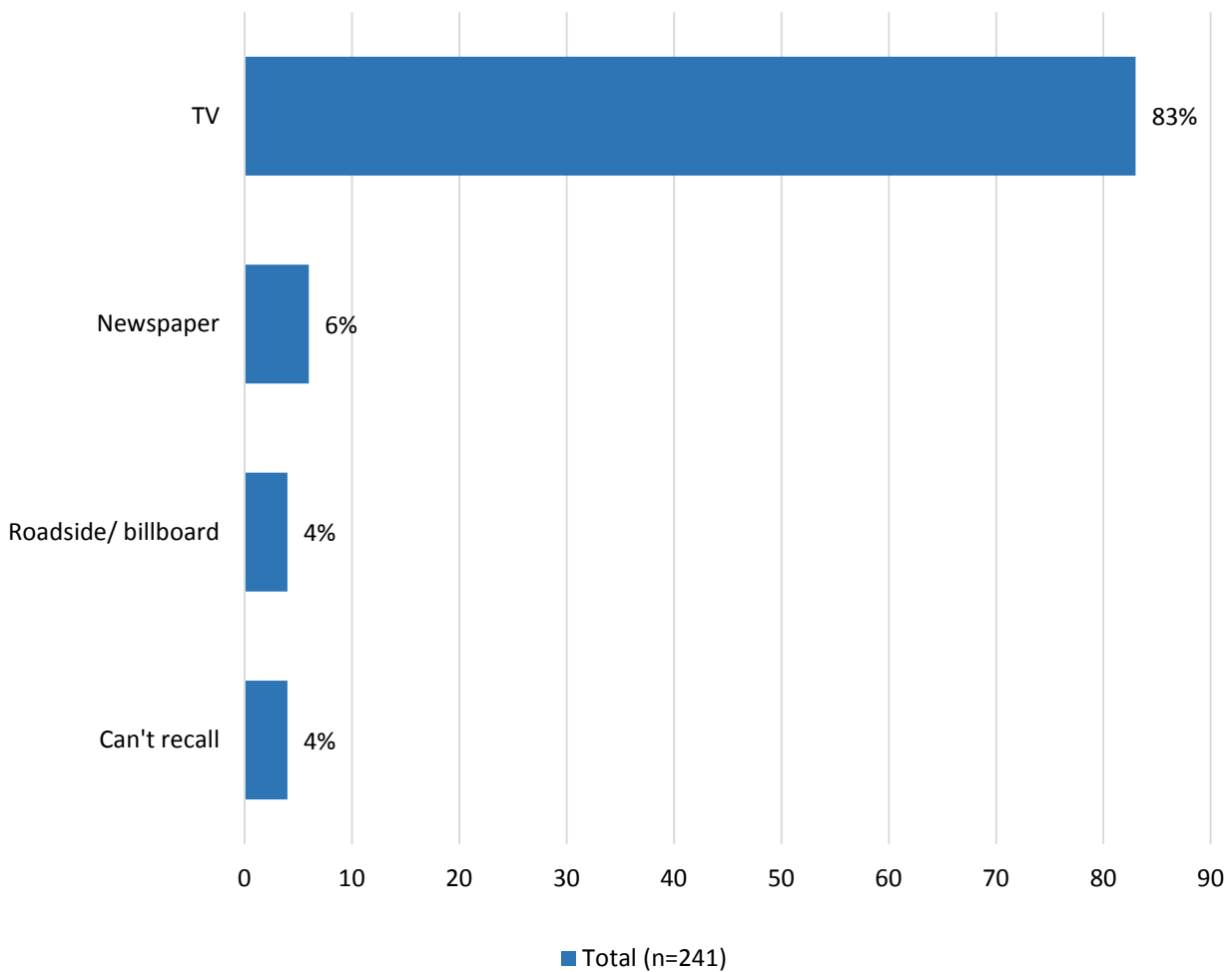
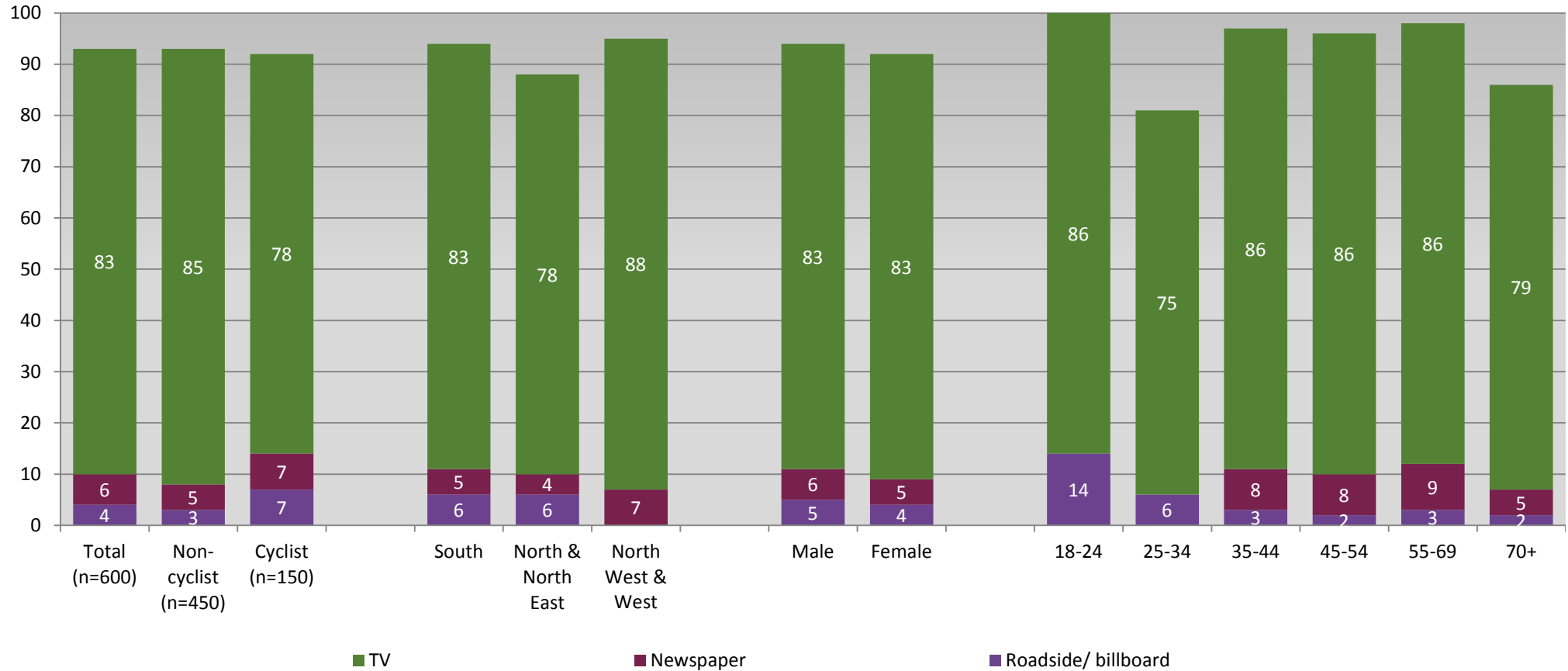


Chart 39 – Awareness of Where the ‘Distance makes the Difference’ Campaign was Seen or Heard
(Percentage of respondents)



Appendix A – The Questionnaire

Department of State Growth Cycling Safety Survey 2015

My name is calling from the Tasmanian research firm, EMRS, on behalf of the Department of State Growth. The Department has asked us to conduct independent research to gather important feedback from Tasmanian road users regarding their knowledge of and attitudes to cycling safety in Tasmania. May I please speak to the youngest male aged 18 years or over who lives in the household and is the current holder of a driver's licence?

IF NO MALE AVAILABLE ASK: Then may I please speak to the youngest female aged 18 years or over who lives in the household and is the current holder of a driver's licence?

Can I just confirm that you are currently a licensed Tasmanian road user?

IF YES CONTINUE: The survey will take around 5 minutes to complete, and all your responses will remain anonymous and strictly confidential.

D1. RECORD GENDER	<ol style="list-style-type: none"> 1. Male 2. Female
D2. Firstly, so that we get a good cross-section of people in our survey, which age bracket are you currently in? READ OUT	<ol style="list-style-type: none"> 1. 18-24 2. 25-34 3. 35-44 4. 45-54 5. 55-69 6. 70 or more
D3. Would you describe yourself as being... DO NOT READ OUT SINGLE RESPONSE ONLY	<ol style="list-style-type: none"> 1. Employed full time or self-employed 2. Employed on a part-time basis 3. Engaged in home duties 4. Retired or on a pension 5. Unemployed 6. A student 7. Declined to answer (DO NOT READ OUT)

Q1. The following questions are about your travel patterns and cycling experience. On average, how often do you ride a bicycle for recreation or for transport per month? READ OUT IF NECESSARY	<ol style="list-style-type: none"> 1. Every day 2. 4 to 6 days per week 3. 2 to 3 days per week 4. 1 day per week 5. 2 to 3 days per month 6. 1 day per month 7. Less than 1 day per month 8. Never 9. Unsure (DO NOT READ OUT)
Q2. When did you last ride a bicycle?	<ol style="list-style-type: none"> 1. At some point in the last 7 days 2. In the last 2 weeks 3. In the last 3 weeks 4. In the last 4 weeks 5. More than a month ago

	<p>6. More than a year ago 7. Unsure (DO NOT READ OUT)</p>
<p>Q3. What is your best estimate of the total number of bike trips you made over <u>the past month</u>?</p>	<p>1. 30 trips or more 2. 20 to 29 trips 3. 10 to 19 trips 4. 5 to 9 trips 5. 3 to 4 trips 6. 1 to 2 trips 7. Unsure (DO NOT READ OUT)</p>
<p>Q4. And what is your best estimate of the total time you spent riding a bicycle over <u>the past month</u>?</p> <p>READ OUT IF NECESSARY</p>	<p>1. More than 30 hours 2. 20 to 29 hours 3. 10 to 19 hours 4. 3 to 9 hours 5. 1 to 2 hours 6. 30 minutes but less than an hour 7. Less than 30 minutes 8. Unsure (DO NOT READ OUT)</p>
<p>Q5. For what main purpose did you ride a bicycle over <u>the past month</u>?</p> <p>IF NECESSARY READ OUT TO ESTABLISH THE SINGLE MAIN PURPOSE</p>	<p>1. To or from work 2. To or from school, university or study 3. To or from shopping 4. For recreation or exercise 5. To visit friends or relatives 6. Other (specify)</p>
<p>Q5a. Other main purpose</p>	<p>RECORD VERBATIM</p>

<p>Q6. As a cyclist, how often do you feel...</p> <p>READ OUT RANDOMISE</p>	<p>1. Always 2. Most of the time 3. Sometimes 4. Rarely 5. Never 6. Unsure (DO NOT READ OUT)</p>
<p>Unsafe due to the proximity of cars behind you</p>	
<p>Unsafe due to the proximity of cars beside you</p>	
<p>That cars give you the right of way when appropriate</p>	
<p>That you are NOT in danger of being hit by a motorist</p>	

<p>Q7. In the past year, have you been hit by a motor vehicle, or involved in a near collision, when a vehicle has been overtaking you?</p>	<p>1. Yes 2. No 3. Unsure (DO NOT READ OUT)</p>
<p>Q7a. Can you tell me what happened?</p>	<p>RECORD VERBATIM</p>

<p>Q8. The following questions concern your vehicle driving experience and you opinions relating to your interactions with cyclists on the road.</p>	<p>1. Up to 50 kilometres 2. 51 to 100 kilometres 3. 101 to 200 kilometres</p>
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<p>On average, how far would you normally drive a vehicle in a week?</p> <p>READ OUT IF NECESSARY</p>	<p>4. More than 200 kilometres 5. Unsure (DO NOT READ OUT)</p>
<p>Q9. What is your main attitude to cyclists when you are driving?</p> <p>IF NECESSARY READ OUT TO ESTABLISH THE SINGLE MAIN ATTITUDE</p>	<p>1. I am cautious or scared 2. I try to get away or keep clear from the 3. I am understanding or patient 4. I get annoyed by them 5. I have no reaction 6. I harass them 7. I think they are too slow 8. I think cyclist are unpredictable 9. I think cyclists are difficult to see on the road 10. Other (specify)</p>
<p>Q9a. Other main attitude</p>	<p>RECORD VERBATIM</p>

<p>Q10. How strongly do you agree or disagree with the following statements?</p>	
<p>Cyclists usually observe the road rules</p>	<p>1. Strongly agree 2. Somewhat agree 3. Neither agree nor disagree 4. Somewhat disagree 5. Strongly disagree 6. Unsure (DO NOT READ OUT)</p>
<p>Cyclists should be able to use the road like motor vehicles</p>	
<p>I don't mind if there are cyclists on the road</p>	
<p>Generally cyclists act responsibly while on the road</p>	
<p>Generally cyclists are considerate of other road users</p>	
<p>Cyclists don't take responsibility for their own safety</p>	

<p>Q11. This next section will ask about your knowledge and attitudes towards road rules relating to drivers and cyclists.</p> <p>In Tasmania, when a motorist overtakes a bicycle at <u>60 kilometres per hour</u>, what distance must legally be left between the motor vehicle and the bicycle?</p> <p>READ OUT IF NECESSARY</p>	<p>1. Less than 0.5 metres 2. 0.5 to 0.9 metres 3. 1 to 1.5 metres 4. More than 1.5 metres 5. There is no minimum distance 6. Unsure (DO NOT READ OUT)</p>
<p>Q12. In Tasmania, when a motorist overtakes a bicycle at <u>100 kilometres per hour</u>, what distance must be legally left between the motor vehicle and the bicycle?</p> <p>READ OUT IF NECESSARY</p>	<p>1. Less than 0.5 metres 2. 0.5 to 0.9 metres 3. 1 to 1.5 metres 4. More than 1.5 metres 5. There is no minimum distance 6. Unsure (DO NOT READ OUT)</p>

<p>Q13. To what extent do you agree or disagree with the following statements?</p>	<p style="text-align: right;"> 1. Strongly agree 2. Somewhat agree 3. Neither agree nor disagree 4. Somewhat disagree 5. Strongly disagree 6. Unsure (DO NOT READ OUT) </p>
<p>Motorists should stay a minimum distance of one metre away when passing a bicycle at less than 60 kilometres per hour</p>	
<p>Motorists should stay a minimum distance of 1.5 metres away when travelling above 60 kilometres per hour</p>	

<p>Q14. Which of the following road rules applies in Tasmania?</p> <p>READ OUT</p> <p>SINGLE RESPONSE</p>	<p> 1. It is legal, when safe to do so, to cross continuous centre lines to overtake another vehicle 2. It is legal, when safe to do so, to cross continuous centre lines to overtake a cyclist 3. It is illegal to cross continuous centre lines to overtake another vehicle, including cyclists, even when safe to do 4. Unsure/ don't know (DO NOT READ OUT) </p>
<p>Q15. I am now going to describe two road signs. Please tell me if you can recall seeing the signs.</p> <p>READ OUT: Firstly, a yellow diamond-shaped advisory sign showing the graphic of a motorist passing a cyclist at a recommended distance of <u>1 metre</u>. The sign also includes a supplementary rectangular yellow plate below with the words "Pass Cyclists Safely".</p>	<p> 1. Definitely recall 2. Probably recall 3. Don't recall 4. Unsure (DO NOT READ OUT) </p>
<p>Q16. And can you recall...</p> <p>READ OUT: A yellow diamond-shaped advisory sign showing the graphic of a motorist passing a cyclist at a recommended distance of <u>1.5 metres</u>. The sign also includes a supplementary rectangular yellow plate below with the words "Pass Cyclists Safely".</p>	<p> 1. Definitely recall 2. Probably recall 3. Don't recall 4. Unsure (DO NOT READ OUT) </p>
<p>Q17. Whereabouts did you notice the sign(s)?</p> <p>ONLY ASKED OF THOSE WHO CAN RECALL SEEING THE SIGN/S</p>	<p>RECORD VERBATIM</p>
<p>Q18. From your impressions of the signs, do you think they are effective in conveying the safe distance that motor vehicles should leave when overtaking cyclists?</p> <p>ONLY ASKED OF THOSE WHO CAN RECALL SEEING THE SIGN/S</p>	<p> 1. Yes 2. No 3. Unsure (DO NOT READ OUT) </p>

<p>Q19. Have you noticed any ads over the last 12 months to do with road safety and cycling?</p>	<p>1. Yes 2. No 3. Unsure (DO NOT READ OUT)</p>
<p>Q20. Whereabouts did you notice the advertising campaign?</p>	<p>RECORD VERBATIM</p>
<p>Q21. Can you describe the ad for me?</p> <p>What things do you remember about it - such as, what words, images, and main messages in particular?</p> <p>RECORD VERBATIM</p> <p>PROBE FOR DETAIL</p>	<p>RECORD VERBATIM</p>
<p>Q22. I am now going to describe a graphic from the advertising campaign.</p> <p>READ OUT: It is a film shot of a cyclist riding along a rural road being passed on the right by a motor vehicle. In between them is the graphic of an arrow marked with 1.5 metres and above it a caption saying "Distance makes the Difference".</p> <p>Do you recall seeing this ad before?</p>	<p>1. Definitely recall 2. Probably recall 3. Don't recall 4. Unsure (DO NOT READ OUT)</p>
<p>Q23. Whereabouts did you notice the ad?</p>	<p>RECORD VERBATIM</p>

Thank you for helping us with the survey. Finally may I have your first name for validation purposes only?

Just to remind you my name is and this survey has been carried out by EMRS on behalf of the Department of State Growth. EMRS is bound by national privacy legislation that respects the rights of all respondents. If you have any questions about this survey I can give you my supervisor's number?