

Zusammenfassung der Master-Thesis von
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**Bike to work pilot project 2005:
A comparison of characteristics, behaviour and motives of participants and
non-participants of an active commuting campaign in Switzerland**

Background and study objective: Due to increasingly sedentary lifestyles the promotion of physically active commuting has become a public health focus. In many countries, *bike to work* campaigns are annually launched to encourage active travel to work. The main aims of this study were (1) to assess the acceptance of the *bike to work* pilot-campaign in Switzerland including the motivational reasons for participation or non-participation; (2) to investigate participants' and non-participants' socio-demographic characteristics, as well as mobility and physical activity behaviour; and (3) to determine the proportion of insufficiently active employees using motorised transport to work who chose to participate.

Methods: A cross-sectional survey was conducted before the campaign started. Random samples of participants and non-participants of a large national service and production company from the German speaking region of Switzerland served as study population. The standardised questionnaire addressed the above described topics. Structured telephone interviews were carried out with 178 participants and 159 non participants. Data was analysed by Chi square tests and logistic regression analysis.

Results: The evaluation of this pilot-campaign revealed remarkable acceptance and identified health as the main motivation for participation and too great a distance to travel to work as the main barrier for non-participation. Multivariate analysis revealed that previous bicycle usage was the only significant predictor affecting participation. However, as a tendency ($p < 0.1$) participation was higher amongst employees of the middle age group and lower amongst those living more than 8 km away from their workplace. Yet, gender and physical activity level prior to campaign start did not

significantly influence participation. There were 45.7% “insufficiently physically active” employees amongst the participants. Thirty-seven point six percent of participants who previously travelled by public- or individual motorised transport, decided to bike to work during the campaign and more than half of them were “insufficiently active” prior to campaign start.

Conclusion: Although further research will be required to assess and quantify the long term effects, the results of this bike to work pilot campaign indicate a notable potential to promote physical activity amongst the working population of Switzerland.