Cycling under the influence of alcohol – who and why?

Recently, cycling has been put on the agenda as a healthy and sustainable transport mode. While there are undoubtedly benefits stemming from a shift from car use to bike use, negative impacts might also occur. One impact could be an increase in the prevalence of cycling under the influence of alcohol (CUI). Little is known about alcohol consumption in combination with cycling in Norway. This study aims to understand some mechanisms behind CUI in Norway: who are the people doing it, what are the reasons for and attitudes towards CUI and does this differ from other countries?

Data will be collected in three complementary ways: group interviews in naturally occurring settings at pubs and bars will give insights from discussions among friends that might not have been possible to obtain otherwise. Second, using results from the focus groups we will develop an online questionnaire which will collect more detailed information from a larger, more variable sample. Third, semi structured interviews will be conducted at night time during weekends, recruiting people about to cycle home from bars and asking them about their considerations regarding CUI.

The methods aim at uncovering different aspects of CUI, that together can give a more complete picture of the situation in Norway. Hypotheses to be tested include that CUI is expected to be more prevalent among students and younger age groups than for the rest of the population. Further, reasons for a person to choose the bike instead of other transport modes are expected to be that it is practical, cheap, and faster than walking.

The expected results will provide an indication on the prevalence of CUI in Norway, on the characteristics of cyclists who choose to do it, and their motives to do so. This can reveal needs to change attitudes, regulation and enforcement to reduce or avoid negative impacts.

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