

FIAB national cyclists survey 2011

*...tell us what you
do with your bike*

*Main
results*



ONLUS

Federazione Italiana
Amici della Bicicletta



VELO-CITY 2013

THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11 - 14



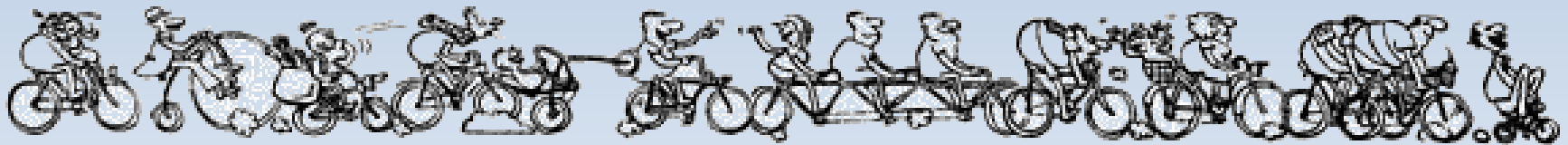
Aims of the study

- Better understand who people who cycle in Italy **are**, what **they do** and what **they want**
- check the consistency of actual **policies and infrastructures supporting sustainable mobility** with citizens expectations
- Find the most effective ways to **increase the number of people** who switch from private car to bicycle



Aims of the study

- Better understand who people who cycle in Italy **are**, what **they do** and what **they want**
- check the consistency of actual **policies and infrastructures supporting sustainable mobility** with citizens expectations
- Find the most effective ways to **increase the number of people** who switch from private car to bicycle
 - the survey targets **present-day cyclists**, not the whole population: those who ride a bicycle somewhat regularly and *not just for sports*



Aims of the study

- Better understand who people who cycle in Italy **are**, what **they do** and what **they want**
- check the consistency of actual **policies and infrastructures supporting sustainable mobility** with citizens expectations
- Find the most effective ways to **increase the number of people** who switch from private car to bicycle
 - the survey targets **present-day cyclists**, not the whole population: those who ride a bicycle somewhat regularly and *not just for sports*



The **IDENTIKIT**
of the Italian cyclist



Who did it

- **FIAB** is a federation of more than 130 local bike advocacy groups in Italy, working together since 1989. It is an **ECF** member.
- FIAB actively promotes cycling as a ***sustainable solution to short range transport needs*** in Italy congested but beautiful cities.
- FIAB also supports **bicycle tourism**, as well as any other form of bicycle use, in a global environmentalist vision.



Who did it


- **FIAB** is a federation of more than 130 local bike advocacy groups in Italy, working together since 1989. It is an **ECF** member.
- FIAB actively promotes cycling as a **sustainable solution to short range transport needs** in Italy congested but beautiful cities.
- FIAB also supports **bicycle tourism**, as well as any other form of bicycle use, in a global environmentalist vision.



- The survey was planned, managed and executed through the **spontaneous commitment** of members of FIAB and its local associations.
- It has been a complex **organizational, intellectual** and **practical** effort.
- Enthusiasm, motivation and preparation of FIAB members on the specific issues have permitted to obtain results which would have otherwise required the use of significant resources and specialized personnel.

Main features of the survey

- Yes, it was a **sample** survey
- questionnaire was self-administered



Raccontaci come usi la bici

per capire cosa è urgente fare perché sia più comodo e più sicuro spostarsi in bici

Indagine 2011 organizzata dalla Federazione Italiana Amici della Bicicletta
www.fiab-onlus.it

Spazio per logo associazione locale
3 x 3 cm
cancellare tutto e inserire immagine

La FIAB è un'associazione ambientalista riconosciuta dal Ministero dell'Ambiente, che riunisce e dà forza a migliaia di ciclisti urbani in Italia e **promuove l'uso della bicicletta** per ridurre inquinamento, traffico e pericolo sulle nostre strade.


I soci di FIAB sono ciclisti come te: per questo ti chiediamo, **compilando il questionario**, di aiutarci a conoscere meglio chi usa la bici.

Partecipando all'indagine aiuti FIAB a **far sentire la propria voce** alle Amministrazioni locali, perché si impegnino a favorire la mobilità "dolce".

Compila usando solo penne blu o nere, barrando la casella pre-scelta con una crocetta. Scrivi sempre in stampatello.

Questa parte la puoi modificare per inserire le istruzioni per la restituzione

MOTIVI E PROBLEMI



Usa la bici perché ... (puoi indicare anche più di una risposta a queste 3 domande)

☐ non ho altro mezzo di trasporto - ☐ per motivi di economicità - ☐ è più veloce - ☐ fa bene alla salute

☐ per evitare problemi di parcheggio - ☐ per non inquinare - ☐ è piacevole - ☐ mancano mezzi pubblici vicini

Altri motivi.....

I problemi nell'uso della bici sono che...

☐ non trovo ci sia alcun problema

☐ è faticoso - ☐ si prende freddo/pioggia - ☐ è facile venga rubata - ☐ è pericoloso - ☐ il cattivo fondo stradale/pavé

Altri problemi.....

La useresti di più se...


☐ la uso già in tutte le occasioni possibili

☐ ci fossero più piste ciclabili - ☐ potessi posteggiarla in un luogo sicuro - ☐ il traffico fosse meno pericoloso

☐ non ci fosse il pavé buche e i tombini

Altri motivi che mi spingerebbero ad usarla di più.....


USI LA BICI PER:



<input type="checkbox"/> Recarti al lavoro	Per questi motivi usi:	<input type="checkbox"/> solamente la bici	La usi anche d'inverno
<input type="checkbox"/> Recarti a scuola/università		<input type="checkbox"/> la bici e altri mezzi pubblici	<input type="checkbox"/>
<input type="checkbox"/> Portare a scuola i figli			<input type="checkbox"/>
<input type="checkbox"/> Spostamenti in città	Per questo motivo la usi circa _____ volte la settimana		<input type="checkbox"/>
<input type="checkbox"/> Svago e turismo	Per questi motivi la usi circa _____ volte al mese		<input type="checkbox"/>
<input type="checkbox"/> Sport			

Sapresti indicare all'incirca quanti chilometri fai in bici in una settimana? ☐ 1-10 km ☐ 11-50 km ☐ + di 50 km

LA TUA BICI



Che tipo di bici usi? (indicare anche più di una)	<input type="checkbox"/> Normale (senza cambio)	<input type="checkbox"/> City bike (con cambio)	<input type="checkbox"/> Mountain bike	<input type="checkbox"/> Bici da Corsa
Usi borse o cestelli per trasporto cose?	<input type="checkbox"/> sì	<input type="checkbox"/> no		
Sai riparare una foratura alla ruota?	<input type="checkbox"/> sì	<input type="checkbox"/> no		
Chi, di solito, fa manutenzione o ripara la tua bici?	<input type="checkbox"/> mai avuto bisogno	<input type="checkbox"/> io/amici	<input type="checkbox"/> la porto dal meccanico	
Ci sono riparatori di bici o ciclofficine nella tua città?	<input type="checkbox"/> troppo pochi	<input type="checkbox"/> abbastanza	<input type="checkbox"/> molti	


TRENO PIU' BICI

Sai che è possibile viaggiare sui treni regionali portando con sé la bici?

Utilizzi questo servizio?


☐ sì ☐ no

☐ no, mai ☐ talvolta ☐ spesso



Main features of the survey

- Yes, it was a **sample** survey
- questionnaire was self-administered
- Mixed data collection approach:
 - **on paper** (4010 - **36,3%**)
 - **online** (7032 - **63,7%**)
- **11042** cases



Raccontaci come usi la bici

per capire cosa è urgente fare perché sia più comodo e più sicuro spostarsi in bici

Indagine 2011 organizzata dalla Federazione Italiana Amici della Bicicletta
www.fiab-onlus.it

Spazio per logo
associazione locale
3 x 3 cm
cancellare tutto e
inserire immagine

La FIAB è un'associazione ambientalista riconosciuta dal Ministero dell'Ambiente, che riunisce e dà forza a migliaia di ciclisti urbani in Italia e **promuove l'uso della bicicletta** per ridurre inquinamento, traffico e pericolo sulle nostre strade.


I soci di FIAB sono ciclisti come te: per questo ti chiediamo, **compilando il questionario**, di aiutarci a conoscere meglio chi usa la bici.

Partecipando all'indagine aiuti FIAB a **far sentire la propria voce** alle Amministrazioni locali, perché si impegnino a favorire la mobilità "dolce".

Compila usando solo penne blu o nere, barrando la casella prescelta con una crocetta. Scrivi sempre in stampatello.

Questa parte la puoi modificare per inserire le istruzioni per la restituzione

MOTIVI E PROBLEMI



Usa la bici perché ... (puoi indicare anche più di una risposta a queste 3 domande)

☐ non ho altro mezzo di trasporto - ☐ per motivi di economicità - ☐ è più veloce - ☐ la bene alla salute

☐ per evitare problemi di parcheggio - ☐ per non inquinare - ☐ è piacevole - ☐ mancano mezzi pubblici vicini

Altri motivi.....

I problemi nell'uso della bici sono che...

☐ non trovo ci sia alcun problema

☐ è faticoso - ☐ si prende freddo/pioggia - ☐ è facile venga rubata - ☐ è pericoloso - ☐ il cattivo fondo stradale/pavé

Altri problemi.....


La useresti di più se...

☐ ci fossero più piste ciclabili - ☐ potessi posteggiarla in un luogo sicuro - ☐ il traffico fosse meno pericoloso

☐ non ci fosse il pavé buche e i tombini

Altri motivi che mi spingerebbero ad usarla di più.....

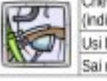
USI LA BICI PER:




<input type="checkbox"/> Recarti al lavoro	Per questi motivi usi:	<input type="checkbox"/> solamente la bici	La usi anche d'inverno
<input type="checkbox"/> Recarti a scuola/università		<input type="checkbox"/> la bici e altri mezzi pubblici	<input type="checkbox"/>
<input type="checkbox"/> Portare a scuola i figli			<input type="checkbox"/>
<input type="checkbox"/> Spostamenti in città	Per questo motivo la usi circa _____ volte la settimana		<input type="checkbox"/>
<input type="checkbox"/> Svago e turismo	Per questi motivi la usi circa _____ volte al mese		<input type="checkbox"/>
<input type="checkbox"/> Sport			

Sapresti indicare all'incirca quanti chilometri fai in bici in una settimana? ☐ 1-10 km ☐ 11-50 km ☐ + di 50 km

LA TUA BICI




Che tipo di bici usi? (indicare anche più di una)	<input type="checkbox"/> Normale (senza cambio)	<input type="checkbox"/> City bike (con cambio)	<input type="checkbox"/> Mountain bike	<input type="checkbox"/> Bici da Corsa
Usi borse o cestelli per trasporto cose?	<input type="checkbox"/> sì	<input type="checkbox"/> no		
Sai riparare una foratura alla ruota?	<input type="checkbox"/> sì	<input type="checkbox"/> no		
Chi, di solito, fa manutenzione o ripara la tua bici?	<input type="checkbox"/> mai avuto bisogno	<input type="checkbox"/> io/amici	<input type="checkbox"/> la porto dal meccanico	
Ci sono riparatori di bici o ciclofficine nella tua città?	<input type="checkbox"/> troppo pochi	<input type="checkbox"/> abbastanza	<input type="checkbox"/> molti	

TRENO PIU' BICI

Sai che è possibile viaggiare sui treni regionali portando con sé la bici? ☐ sì ☐ no

Utilizzi questo servizio? ☐ no, mai ☐ talvolta ☐ spesso



Main features of the survey

- Yes, it was a **sample** survey
- questionnaire was self-administered
- Mixed data collection approach:
 - **on paper** (4010 - **36,3%**)
 - **online** (7032 - **63,7%**)
- **11042** cases

Are they a lot....
... or too few?

FIAB ONLUS
in bici per l'ambiente

Raccontaci come usi la bici

per capire cosa è urgente fare perché sia più comodo e più sicuro spostarsi in bici

Indagine 2011 organizzata dalla Federazione Italiana Amici della Bicicletta
www.fiab-onlus.it

Spazio per logo associazione locale
3 x 3 cm
cancellare tutto e inserire immagine

Compila usando solo penne blu o nere, barrando la casella prescelta con una crocetta. Scrivi sempre in stampatello.

Questa parte la puoi modificare per inserire le istruzioni per la restituzione

La FIAB è un'associazione ambientalista riconosciuta dal Ministero dell'Ambiente, che riunisce e dà forza a migliaia di ciclisti urbani in Italia e **promuove l'uso della bicicletta** per ridurre inquinamento, traffico e pericolo sulle nostre strade.

I soci di FIAB sono ciclisti come te: per questo ti chiediamo, **compilando il questionario**, di aiutarci a conoscere meglio chi usa la bici.

Partecipando all'indagine aiuti FIAB a **far sentire la propria voce** alle Amministrazioni locali, perché si impegnino a favorire la mobilità "dolce".

MOTIVI E PROBLEMI

Usa la bici perché ... (puoi indicare anche più di una risposta a queste 3 domande)

☐ non ho altro mezzo di trasporto - ☐ per motivi di economicità - ☐ è più veloce - ☐ la bene alla salute

☐ per evitare problemi di parcheggio - ☐ per non inquinare - ☐ è piacevole - ☐ mancano mezzi pubblici vicini

Altri motivi.....

I problemi nell'uso della bici sono che...

☐ non trovo ci sia alcun problema

☐ è faticoso - ☐ si prende freddo/pioggia - ☐ è facile venga rubata - ☐ è pericoloso - ☐ il cattivo fondo stradale/pavé

Altri problemi.....

La useresti di più se...

☐ ci fossero più piste ciclabili - ☐ potessi posteggiarla in un luogo sicuro - ☐ il traffico fosse meno pericoloso

☐ non ci fosse il pavé buche e i tombini

Altri motivi che mi spingerebbero ad usarla di più.....

USI LA BICI PER:

☐ Recarti al lavoro - Per questi motivi usi: ☐ solamente la bici - La usi anche d'inverno

☐ Recarti a scuola/università - ☐ la bici e altri mezzi pubblici - ☐

☐ Portare a scuola i figli - ☐

☐ Spostamenti in città - Per questo motivo la usi circa _____ volte la settimana - ☐

☐ Svago e turismo - Per questi motivi la usi circa _____ volte al mese - ☐

☐ Sport - ☐

Sapresti indicare all'incirca quanti chilometri fai in bici in una settimana? ☐ 1-10 km ☐ 11-50 km ☐ + di 50 km

LA TUA BICI

Che tipo di bici usi? ☐ Normale (senza cambio) ☐ City bike (con cambio) ☐ Mountain bike ☐ Bici da Corsa

Usi borse o cestelli per trasporto cose? ☐ sì ☐ no

Sai riparare una foratura alla ruota? ☐ sì ☐ no

Chi, di solito, fa manutenzione o ripara la tua bici? ☐ mai avuto bisogno ☐ io/amici ☐ la porto dal meccanico

Ci sono riparatori di bici o ciclofficine nella tua città? ☐ troppo pochi ☐ abbastanza ☐ molti

TRENO PIU' BICI

Sai che è possibile viaggiare sui treni regionali portando con sé la bici? ☐ sì ☐ no

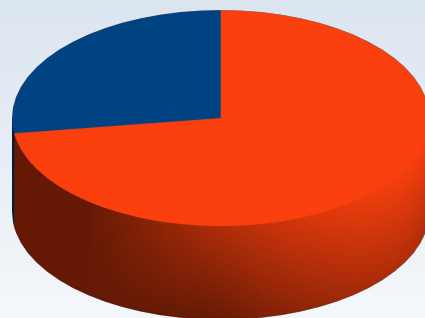
Utilizzi questo servizio? ☐ no, mai ☐ talvolta ☐ spesso

Main features of the survey

- Yes, it was a **sample** survey
- questionnaire was self-administered
- Mixed data collection approach:
 - **on paper** (4010 - **36,3%**)
 - **online** (7032 - **63,7%**)
- **11042** cases

Are they a lot....
... or too few?

FIAB members **27%**



non-members 73%

FIAB in bici per l'ambiente

Raccontaci come usi la bici

per capire cosa è urgente fare perché sia più comodo e più sicuro spostarsi in bici

Indagine 2011 organizzata dalla Federazione Italiana Amici della Bicicletta
www.fiab-onlus.it

Spazio per logo associazione locale
3 x 3 cm
cancellare tutto e inserire immagine

Compila usando solo penne blu o nere, barrando la casella prescelta con una crocetta. Scrivi sempre in stampatello.

Questa parte la puoi modificare per inserire le istruzioni per la restituzione

La FIAB è un'associazione ambientalista riconosciuta dal Ministero dell'Ambiente, che riunisce e dà forza a migliaia di ciclisti urbani in Italia e **promuove l'uso della bicicletta** per ridurre inquinamento, traffico e pericolo sulle nostre strade.

I soci di FIAB sono ciclisti come te: per questo ti chiediamo, **compilando il questionario**, di aiutarci a conoscere meglio chi usa la bici.

Partecipando all'indagine aiuti FIAB a **far sentire la propria voce** alle Amministrazioni locali, perché si impegnino a favorire la mobilità "dolce".

MOTIVI E PROBLEMI

Usa la bici perché ... (puoi indicare anche più di una risposta a queste 3 domande)

☐ non ho altro mezzo di trasporto - ☐ per motivi di economicità - ☐ è più veloce - ☐ la bene alla salute

☐ per evitare problemi di parcheggio - ☐ per non inquinare - ☐ è piacevole - ☐ mancano mezzi pubblici vicini

Altri motivi.....

I problemi nell'uso della bici sono che...

☐ non trovo ci sia alcun problema

☐ è faticoso - ☐ si prende freddo/pioggia - ☐ è facile venga rubata - ☐ è pericoloso - ☐ il cattivo fondo stradale/pavé

Altri problemi.....

La useresti di più se...

☐ ci fossero più piste ciclabili - ☐ potessi posteggiarla in un luogo sicuro - ☐ il traffico fosse meno pericoloso

☐ non ci fosse il pavé buche e i tombini

Altri motivi che mi spingerebbero ad usarla di più.....

USI LA BICI PER:

☐ Recarti al lavoro - Per questi motivi usi: ☐ solamente la bici - La usi anche d'inverno ☐

☐ Recarti a scuola/università - ☐ la bici e altri mezzi pubblici

☐ Portare a scuola i figli

☐ Spostamenti in città - Per questo motivo la usi circa _____ volte la settimana ☐

☐ Svago e turismo - Per questi motivi la usi circa _____ volte al mese ☐

☐ Sport

Sapresti indicare all'incirca quanti chilometri fai in bici in una settimana? ☐ 1-10 km ☐ 11-50 km ☐ + di 50 km

LA TUA BICI

Che tipo di bici usi? ☐ Normale (senza cambio) ☐ City bike (con cambio) ☐ Mountain bike ☐ Bici da Corsa

Usi borse o cestelli per trasporto cose? ☐ sì ☐ no

Sai riparare una foratura alla ruota? ☐ sì ☐ no

Chi, di solito, fa manutenzione o ripara la tua bici? ☐ mai avuto bisogno ☐ io/amici ☐ la porto dal meccanico

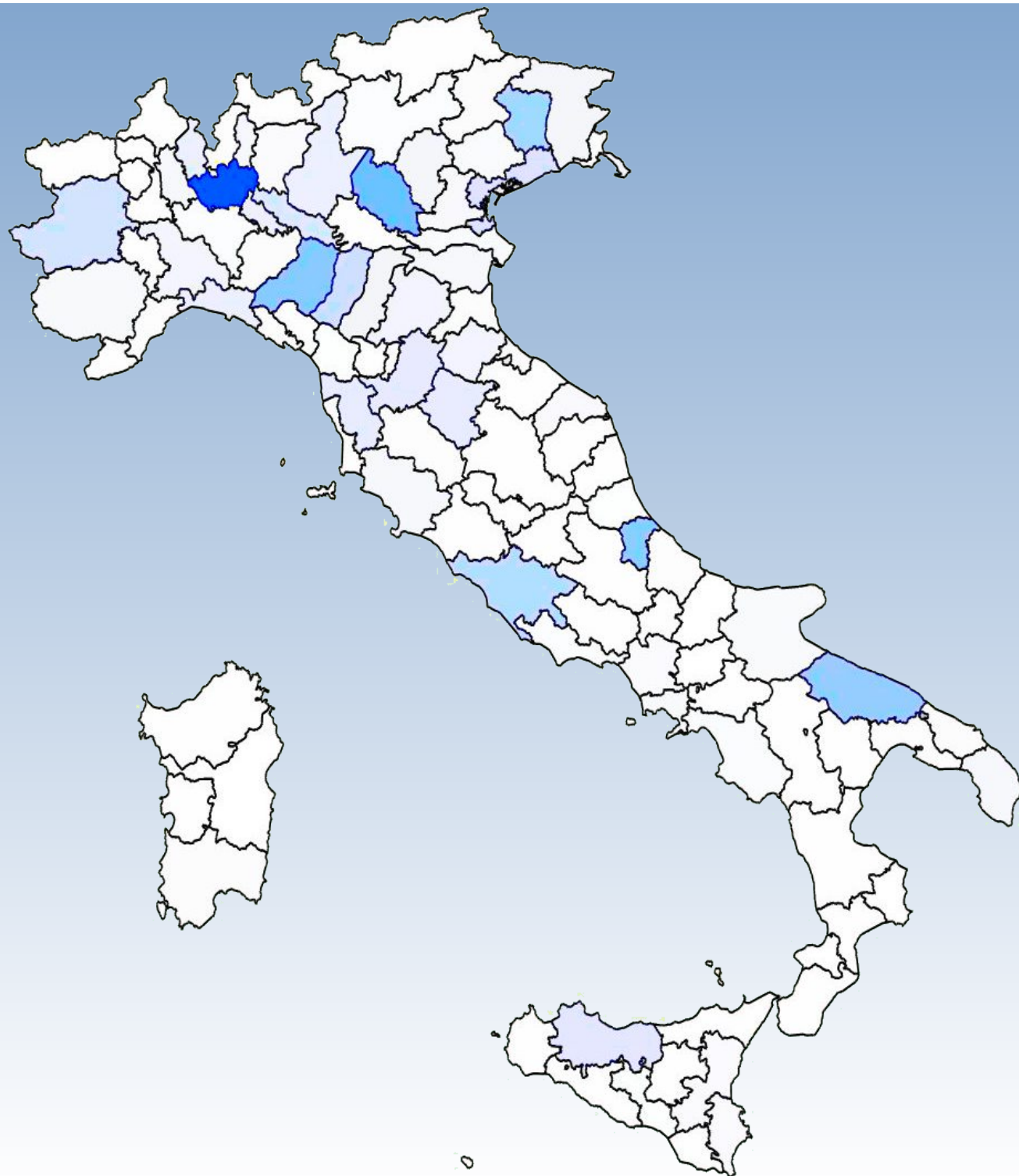
Ci sono riparatori di bici o ciclofficine nella tua città? ☐ troppo pochi ☐ abbastanza ☐ molti

TRENO PIU' BICI

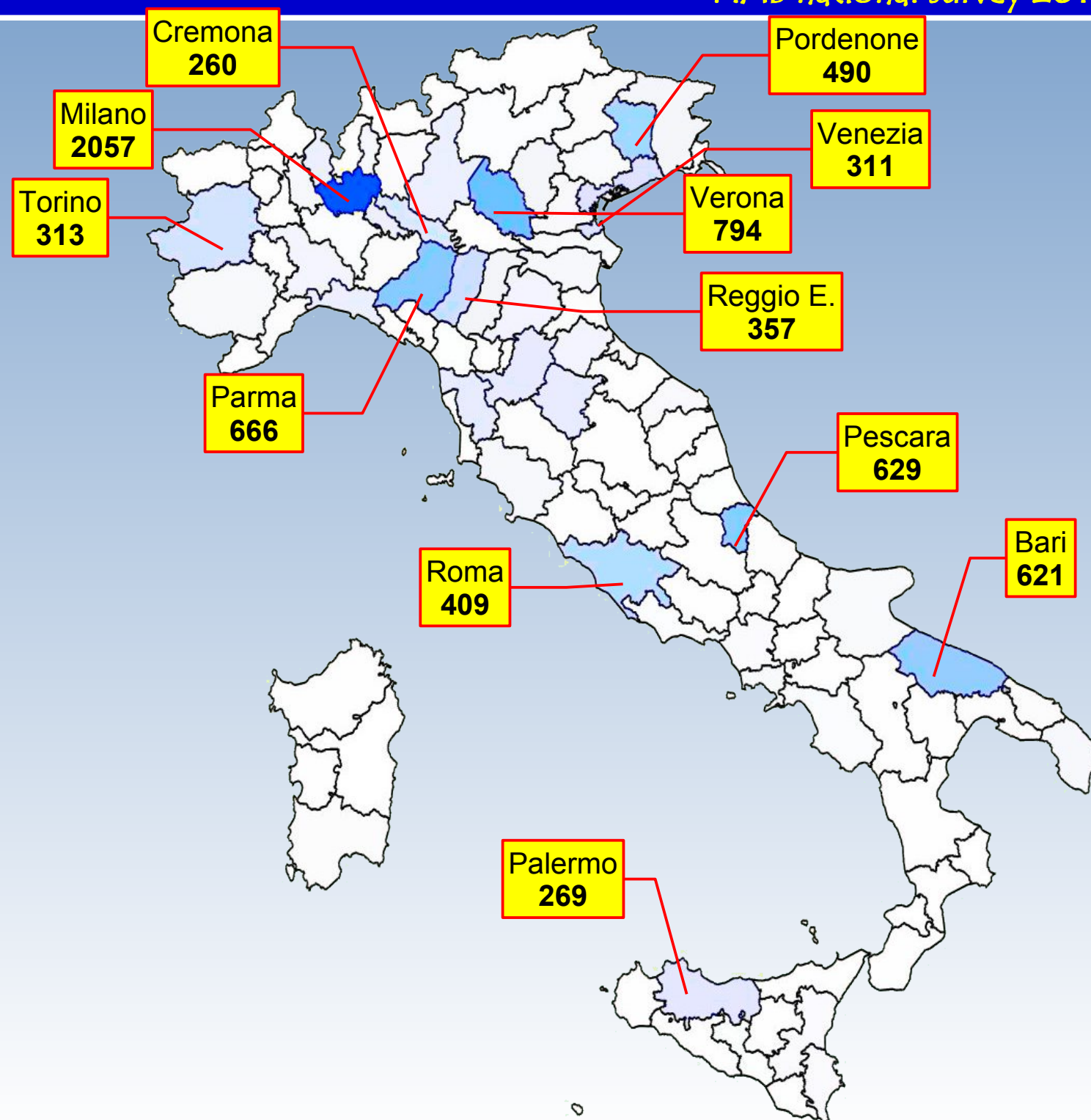
Sai che è possibile viaggiare sui treni regionali portando con sé la bici? ☐ sì ☐ no

Utilizzi questo servizio? ☐ no, mai ☐ talvolta ☐ spesso

Sample size by province



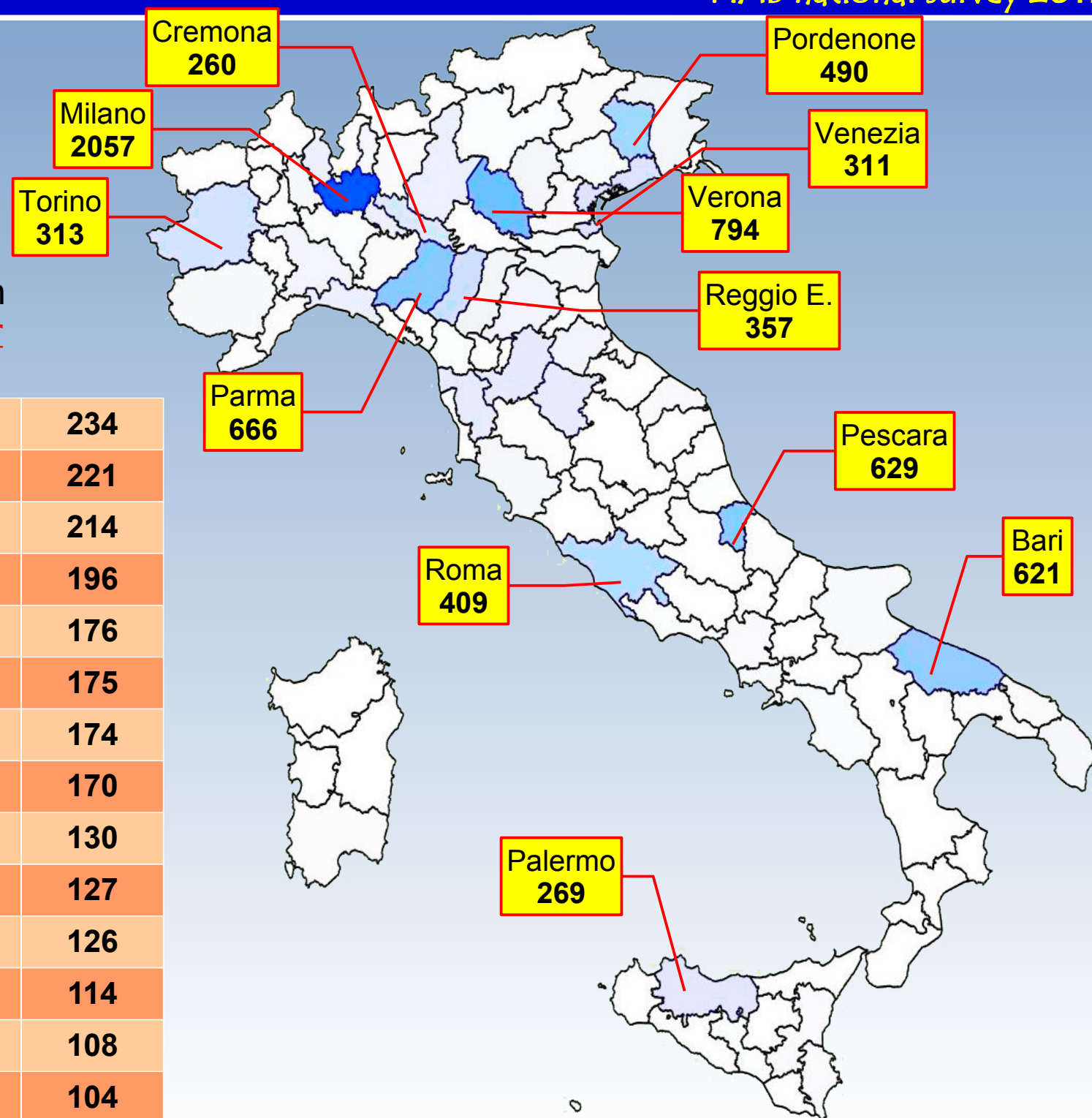
Sample size by province



Sample size by province

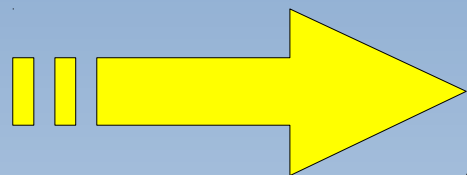
- It could have been significantly larger in many places

Firenze	234
Arezzo	221
Pisa	214
Monza e Br.	196
Varese	176
Lodi	175
Brescia	174
Genova	170
Bologna	130
Forlì-Cesena	127
Trieste	126
Modena	114
Alessandria	108
Vicenza	104



What do we need to have a fully representative statistical sample?

What do we need to have a fully representative statistical sample?



...a well identified population!



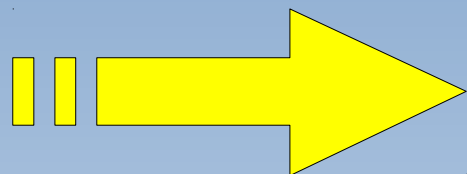
What do we need to have a fully representative statistical sample?

 *...a well identified population!*

- **How many cyclists** live in each region, province, city???
 - if we knew, we could assign a weight to each sample unit depending on the local response rate
- ➡ **EXAMPLE** : if we collected **10%** of the sample in the *Veneto* region, but **20%** of Italian cyclists live there, each answer from that region will have a weight = **2**



What do we need to have a fully representative statistical sample?



...a well identified population!

- **How many cyclists** live in each region, province, city???
- if we knew, we could assign a weight to each sample unit depending on the local response rate
 - ➡ **EXAMPLE** : if we collected **10%** of the sample in the *Veneto* region, but **20%** of Italian cyclists live there, each answer from that region will have a weight = **2**
- this is necessary to obtain **fully reliable** national data
- a **weighting methodology** such as this is commonplace in large national and international statistical surveys



Demographics for the sample

■ Gender

	Italian Population 2011	FIAB Survey
Male	48,1%	55,6%
Female	51,9%	44,4%
Total	100,0%	100,0%



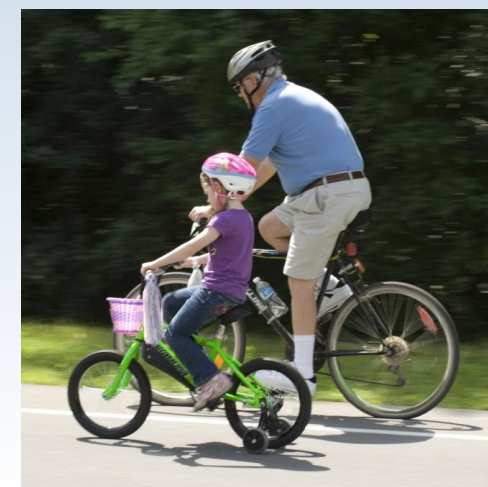
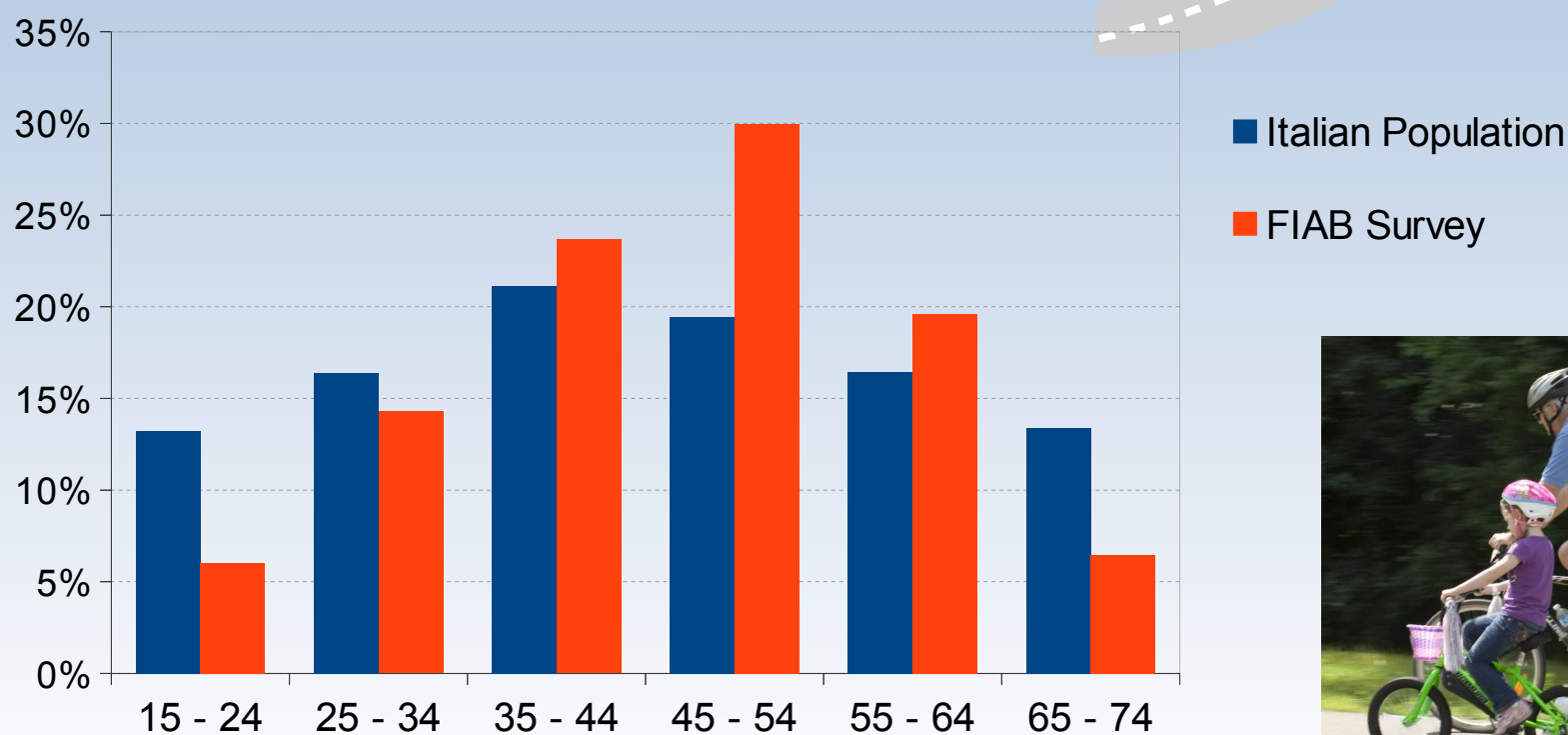
Demographics for the sample

Gender

	Italian Population 2011	FIAB Survey
Male	48,1%	55,6%
Female	51,9%	44,4%
Total	100,0%	100,0%



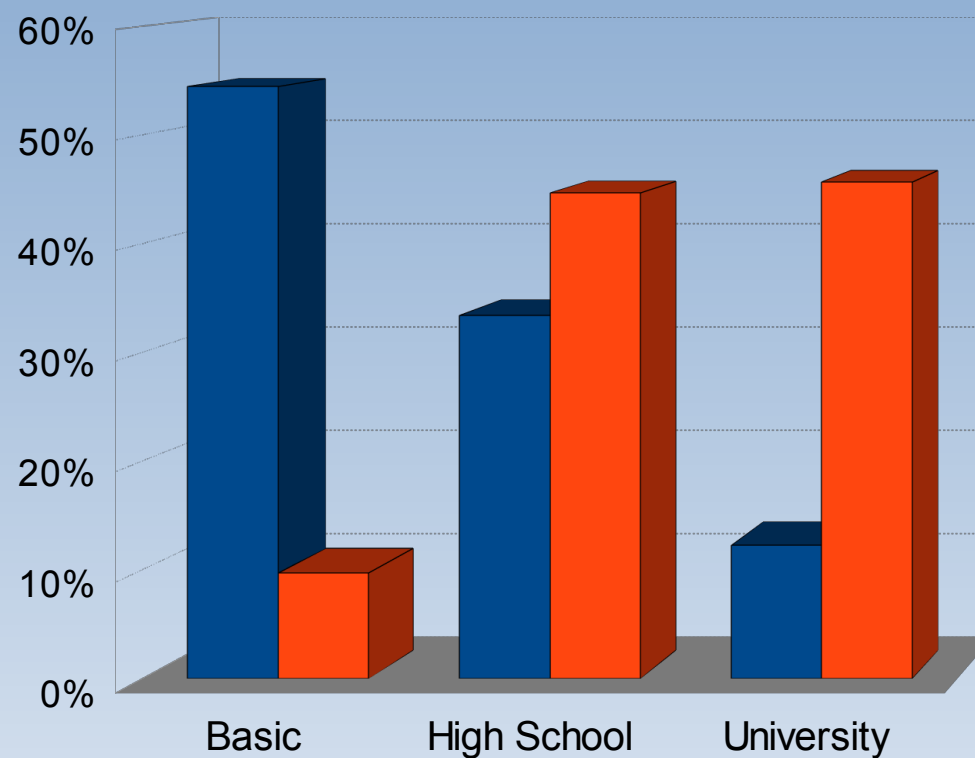
Age



Demographics for the sample

Education

- ISTAT older than 24
- FIAB Survey (older than 25)



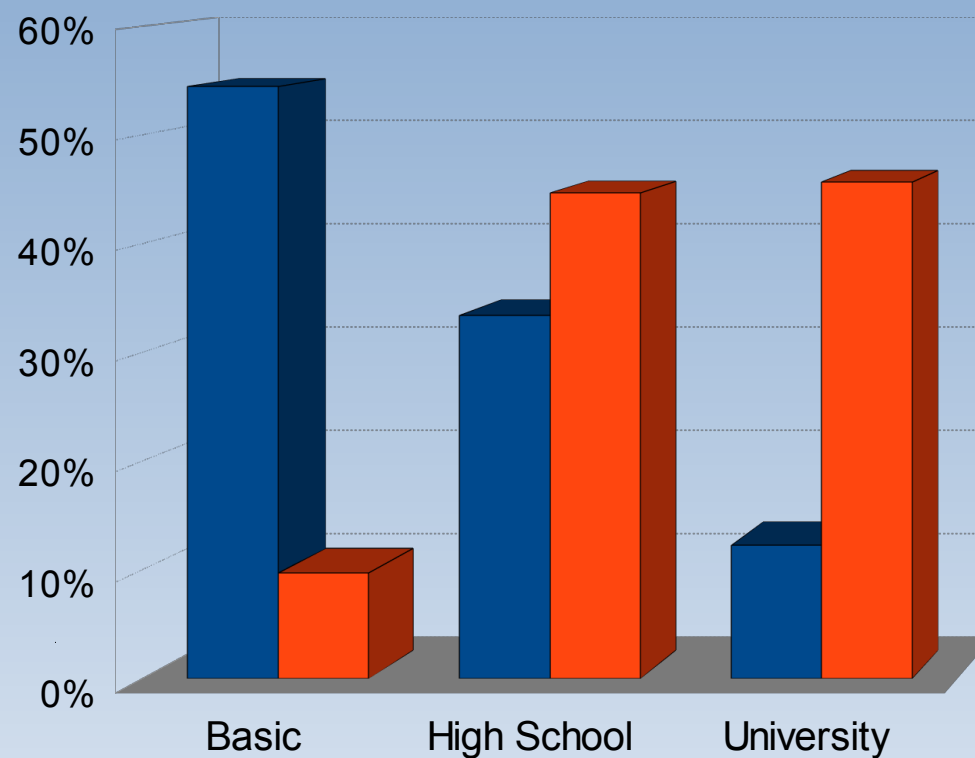
Demographics for the sample

■ Education

■ ISTAT older than 24

■ FIAB Survey (older than 25)

Are CYCLISTS culturally better endowed than the average?



Demographics for the sample

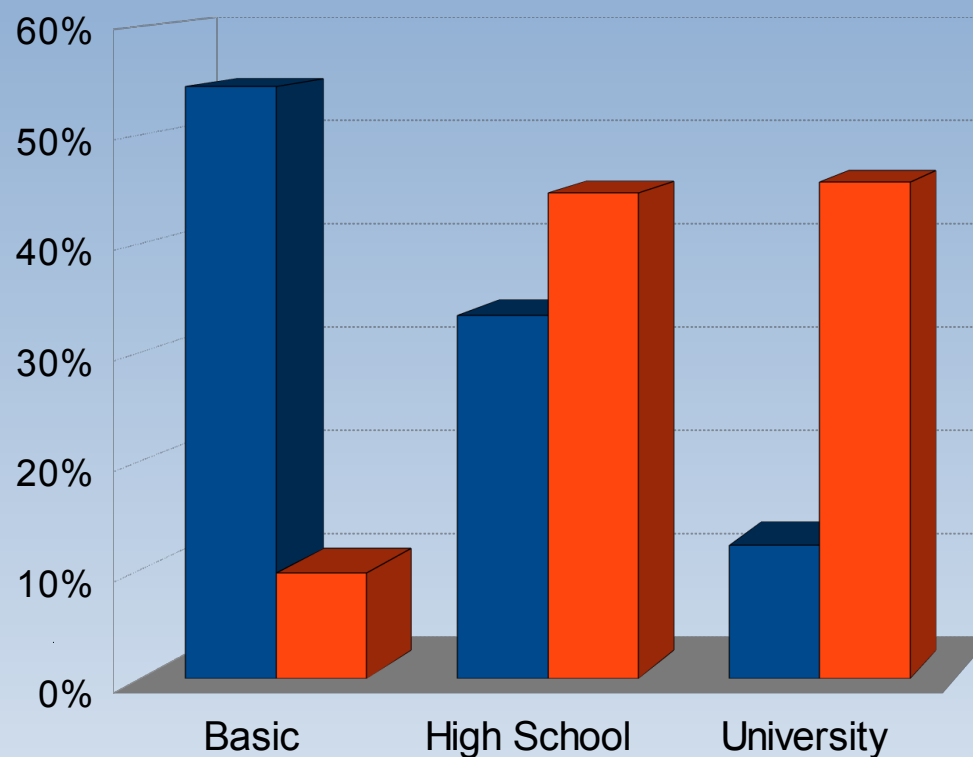
■ Education

- ISTAT older than 24
- FIAB Survey (older than 25)

Are CYCLISTS culturally better endowed than the average?

Some potential explaining factors:

- saving money is rarely a motivation to ride a bicycle (only **7%** of the sample cannot afford other means of transport)

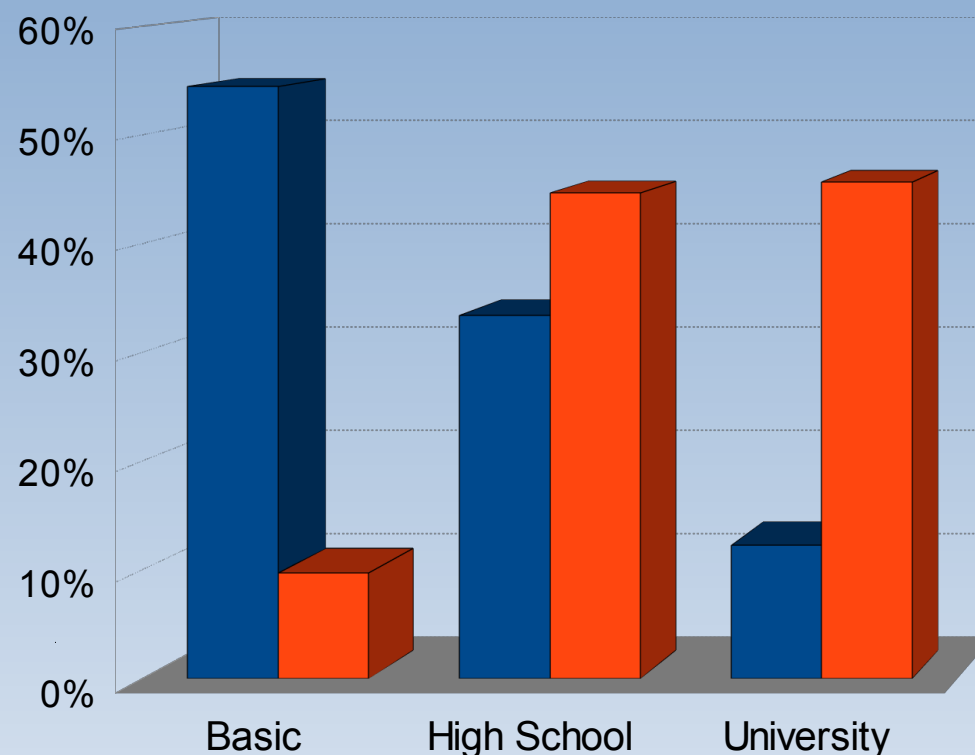


Demographics for the sample

Education

■ ISTAT older than 24
■ FIAB Survey (older than 25)

Are CYCLISTS culturally better endowed than the average?



Some potential explaining factors:

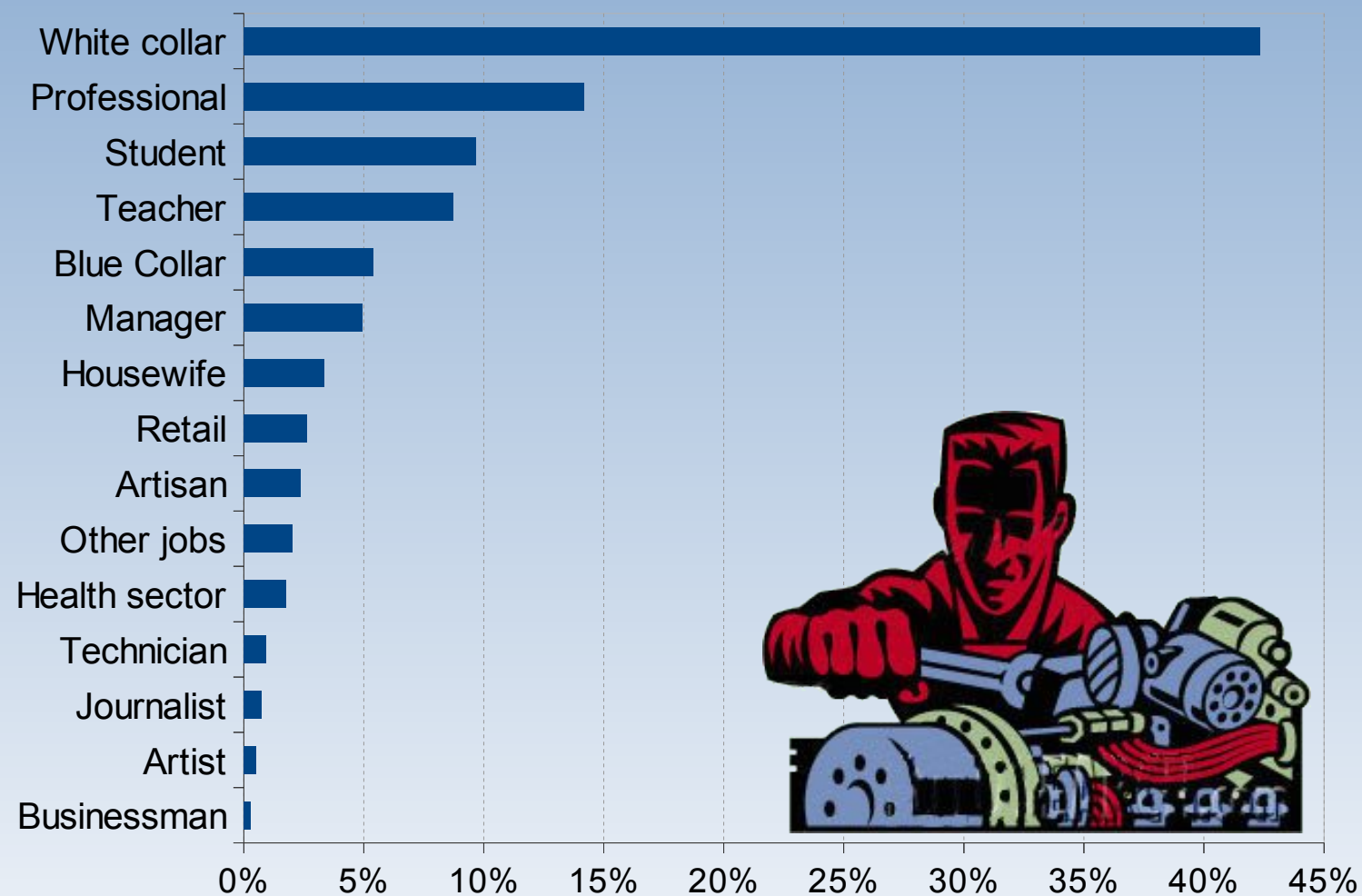
- saving money is rarely a motivation to ride a bicycle (only **7%** of the sample cannot afford other means of transport)
- Higher education implies a **higher propensity** to take part in a statistical survey

- this is even stronger for the **online** version: **twice as many people** with only basic education among paper questionnaire answers, while tertiary education is prevailing in the online survey



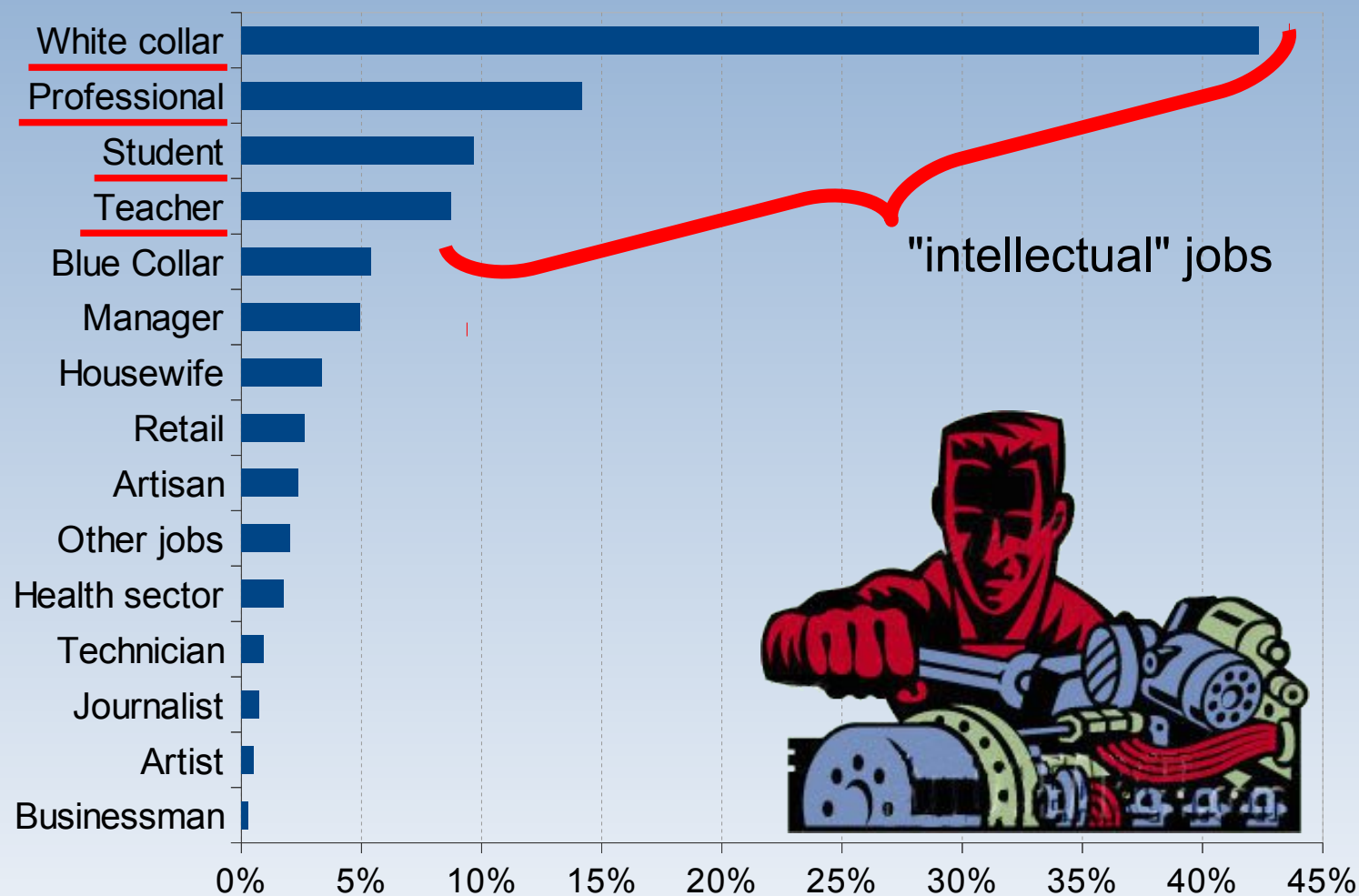
Demographics for the sample

■ Job type



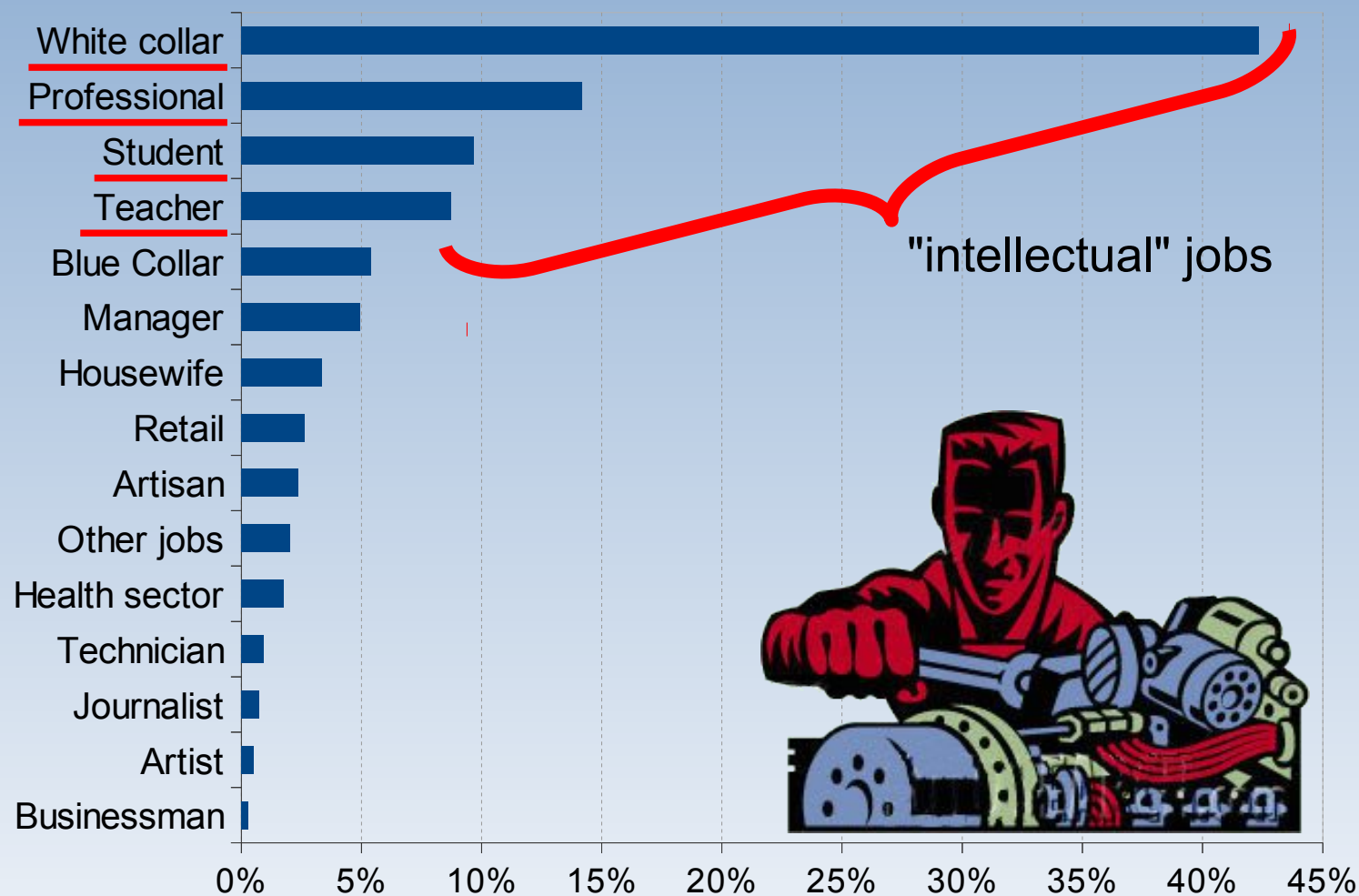
Demographics for the sample

■ Job type



Demographics for the sample

■ Job type



% of cases	North-West	North-East	Centre	South & Isles	Total
Unemployed	4,7%	3,8%	9,0%	15,8%	6,3%



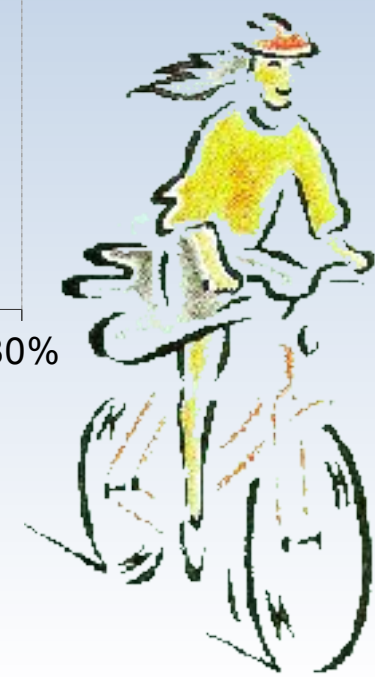
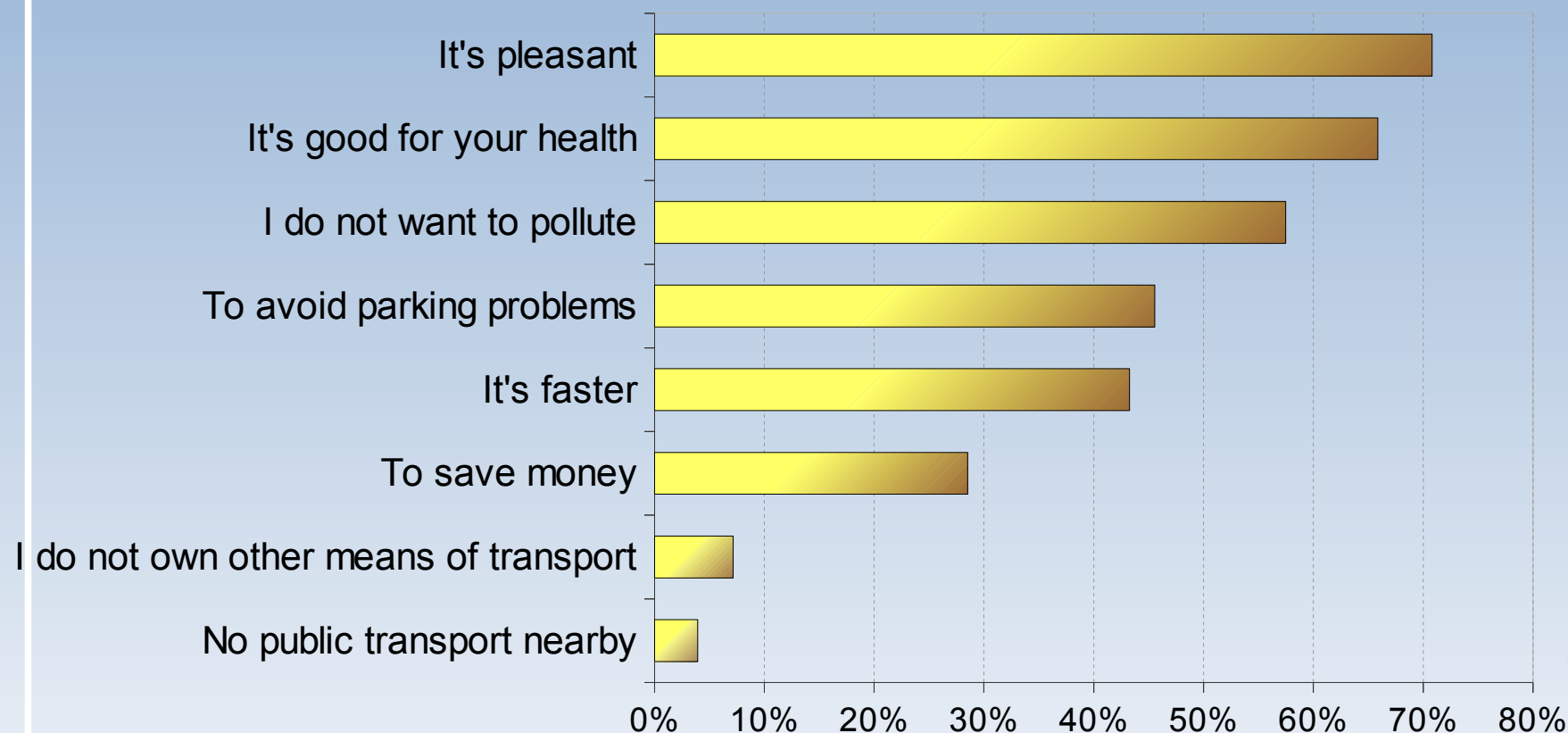
A good sample?

- Demographics are different from whole Italy but **plausible** for the specific target
- The sample is likely to be **geographically biased**
- On-line spontaneous polling → "active cyclists"
- But on-line has also lessened the geographic bias
- both **FIAB members** and non-members were involved



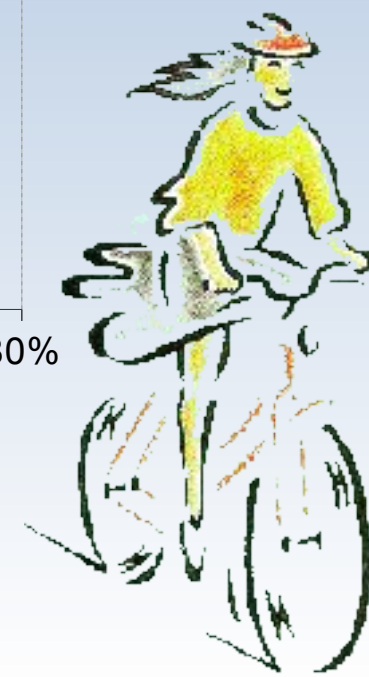
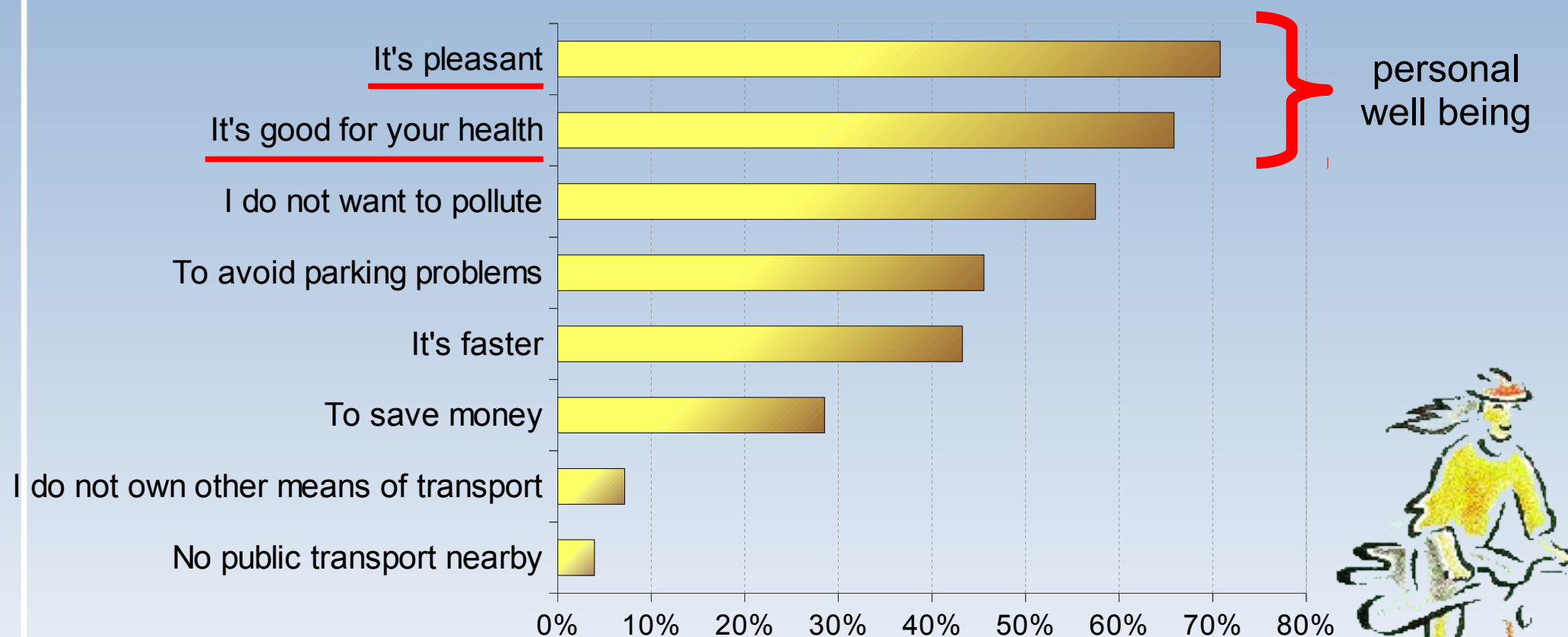
I ride a bicycle because...

- Practical and psychological factors that motivate people to use a bicycle instead of other means of transport



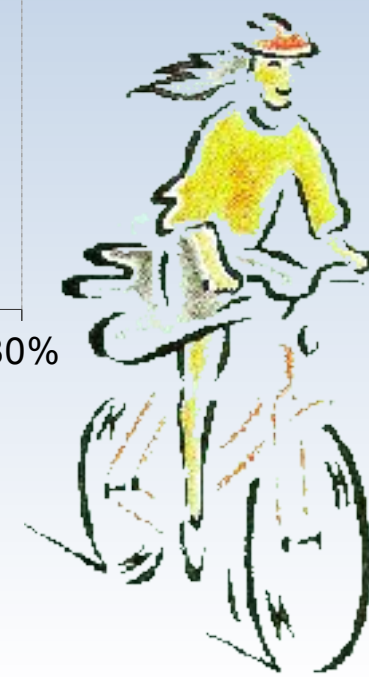
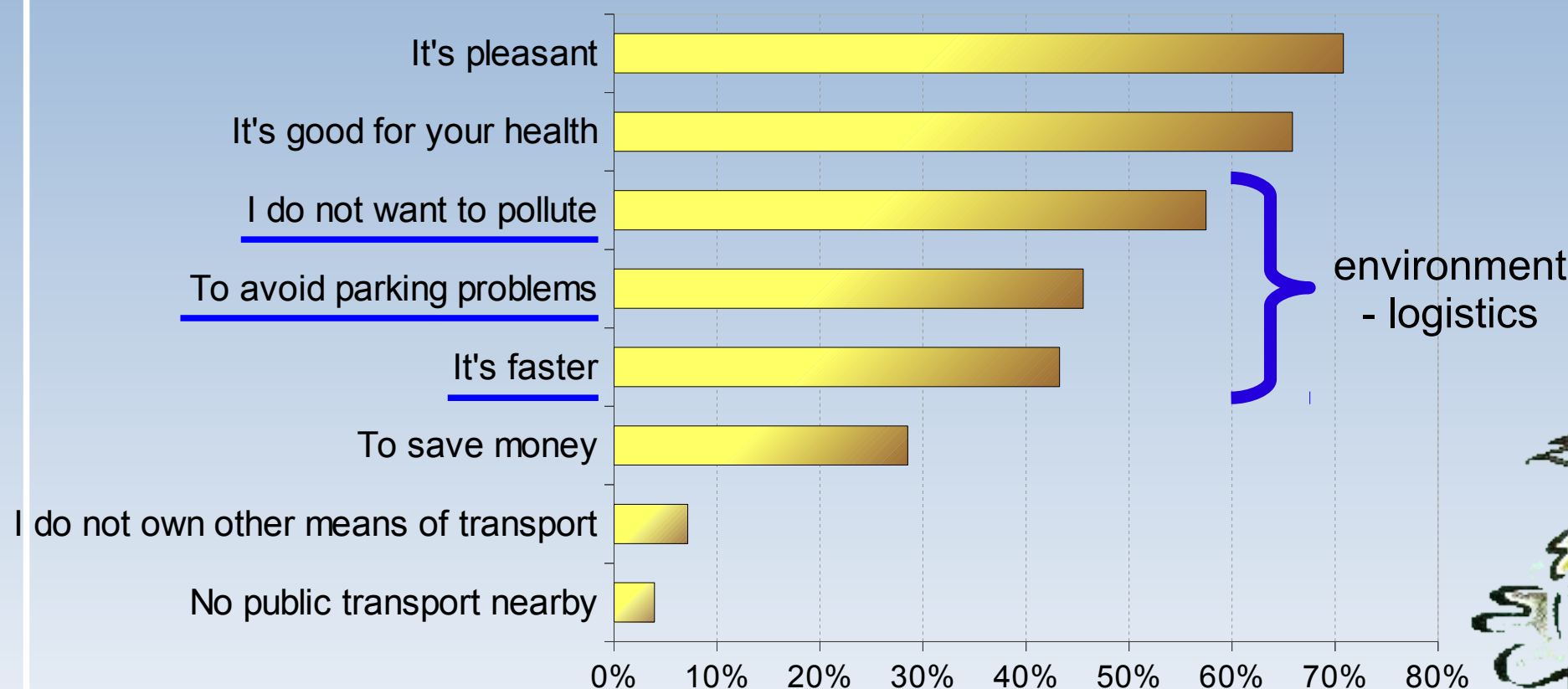
I ride a bicycle because...

- Practical and psychological factors that motivate people to use a bicycle instead of other means of transport



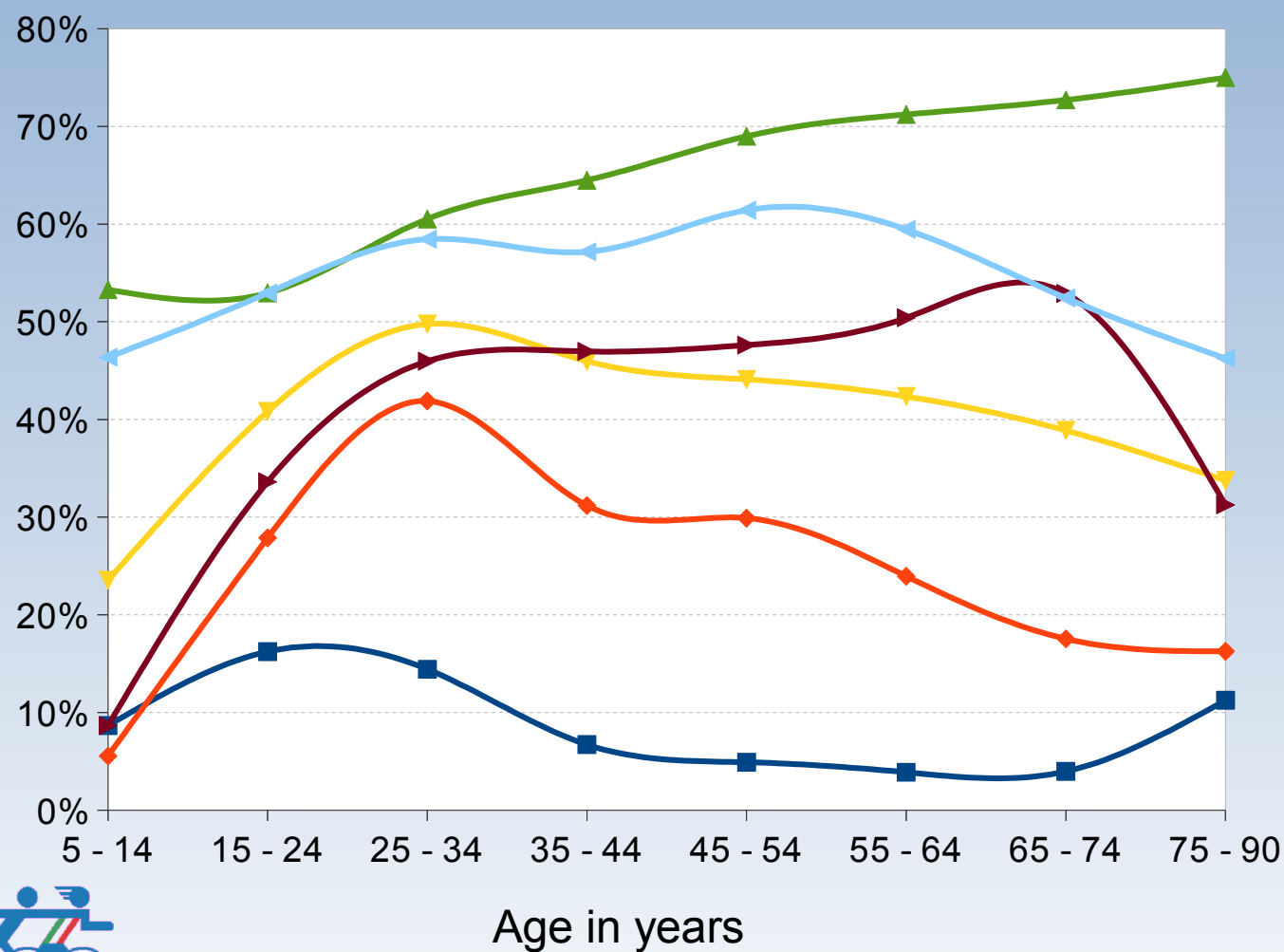
I ride a bicycle because...

- Practical and psychological factors that motivate people to use a bicycle instead of other means of transport



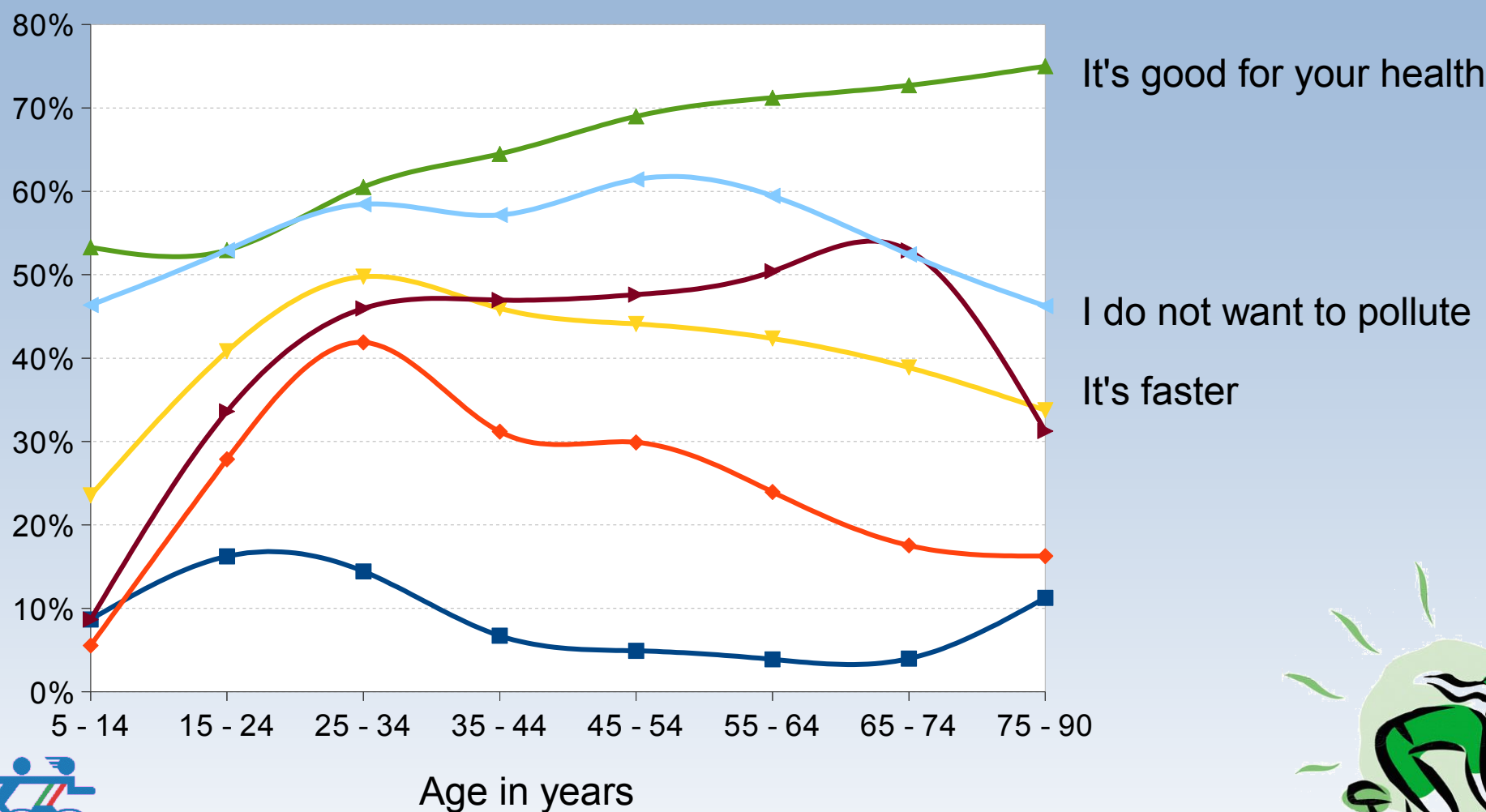
I ride a bicycle because...

■ How points of view change with age



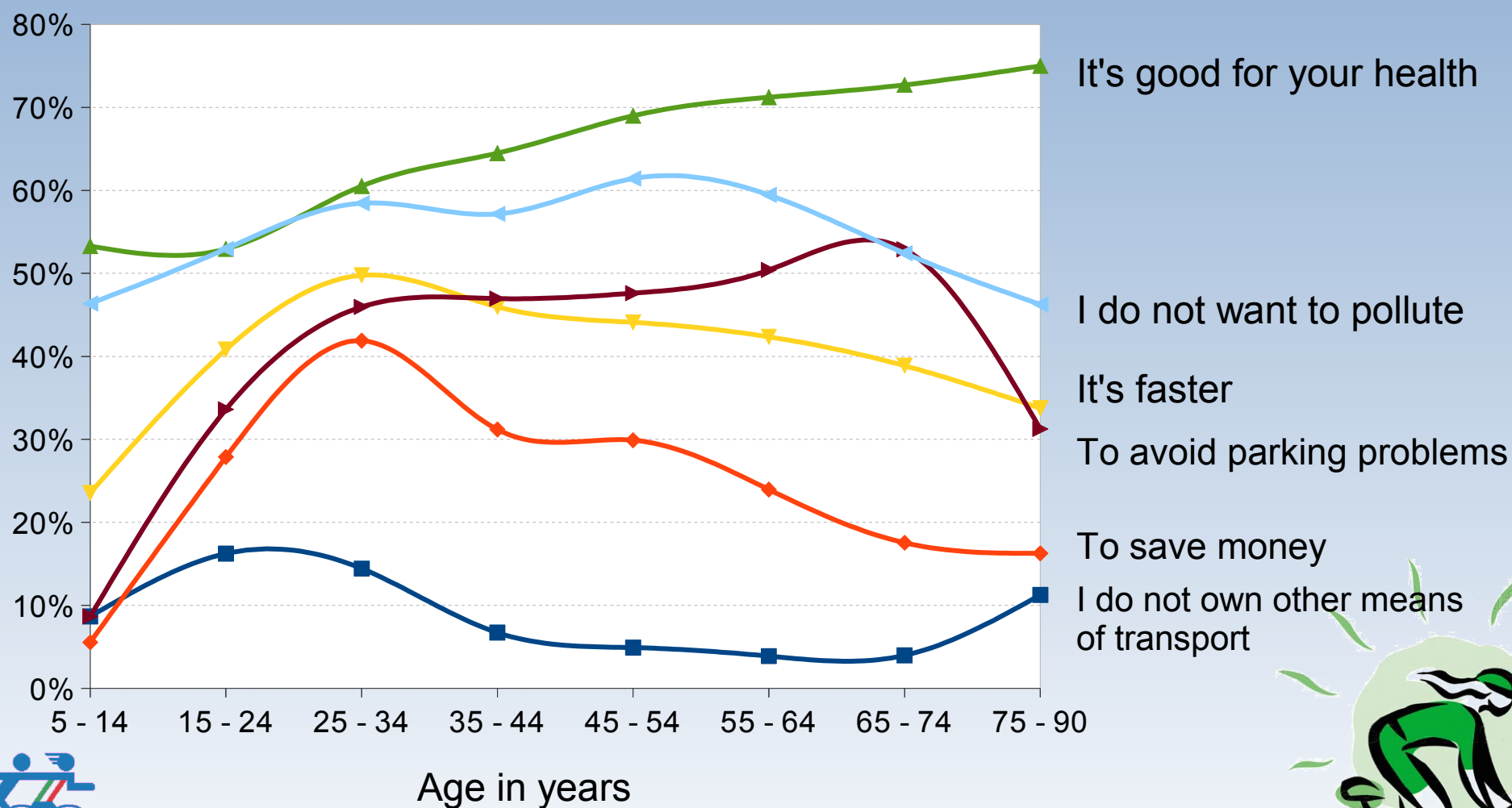
I ride a bicycle because...

■ How points of view change with age



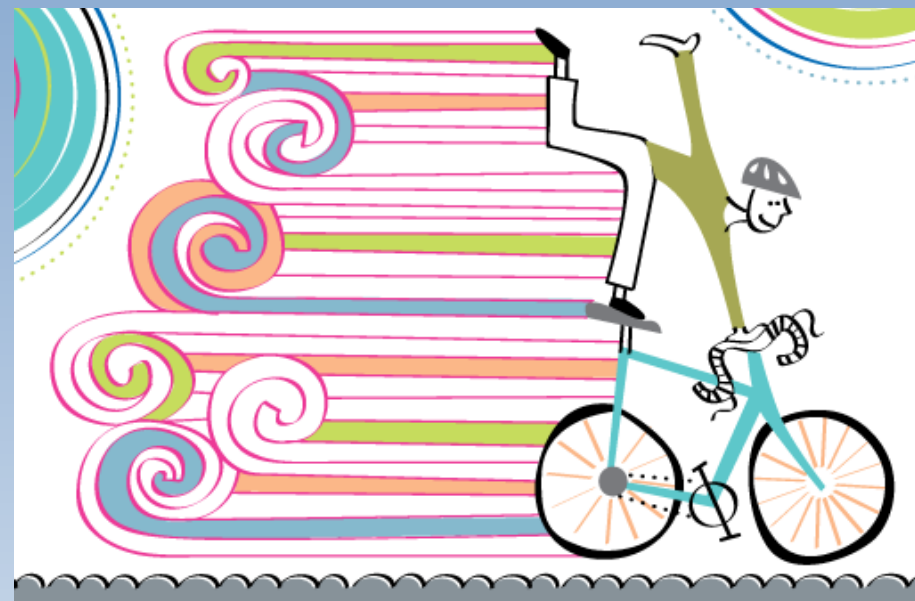
I ride a bicycle because...

■ How points of view change with age



What I hate about riding a bicycle...

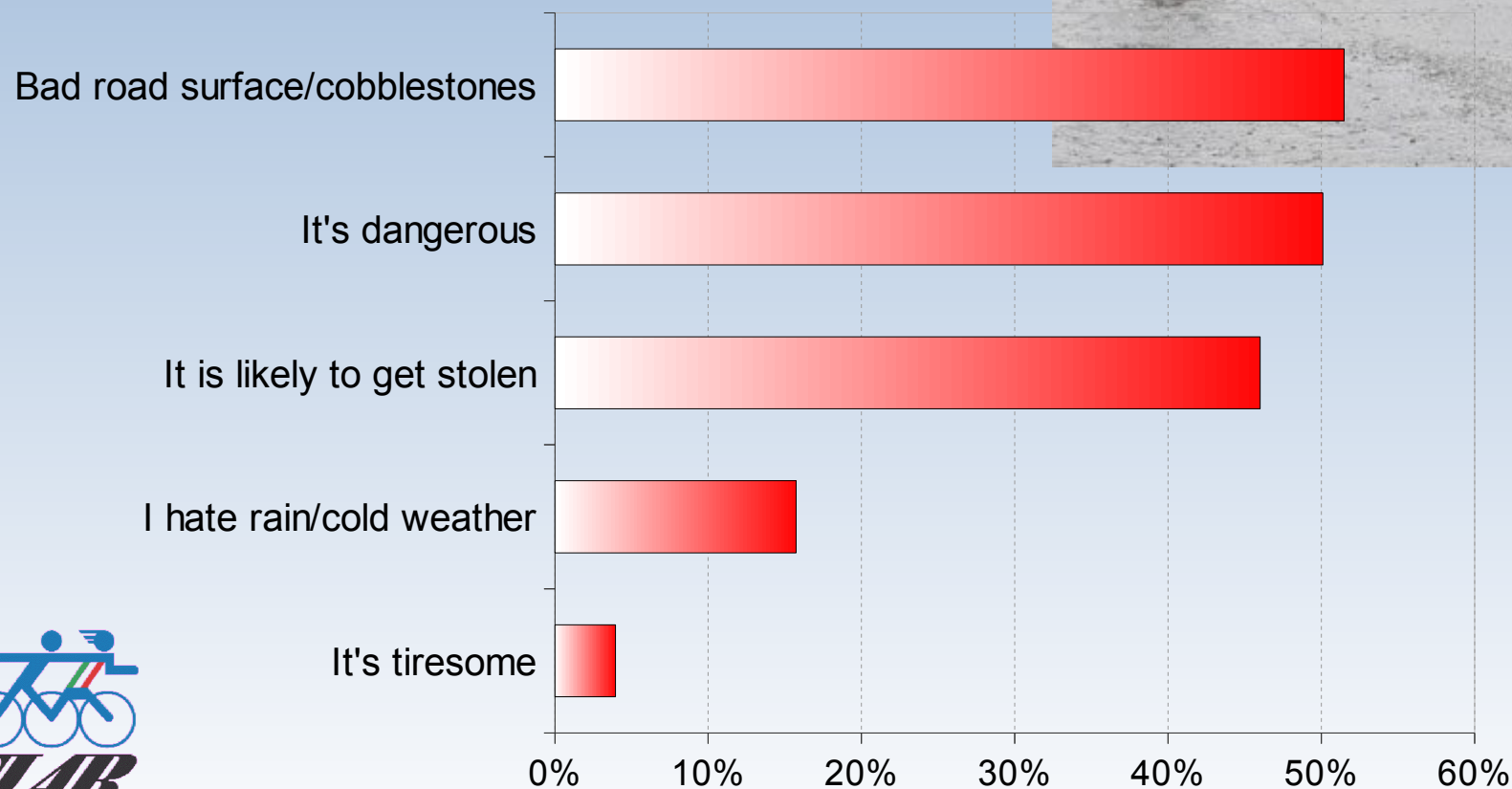
- **20%** is just fully happy with it



What I hate about riding a bicycle...

■ **20%** is just fully happy with it

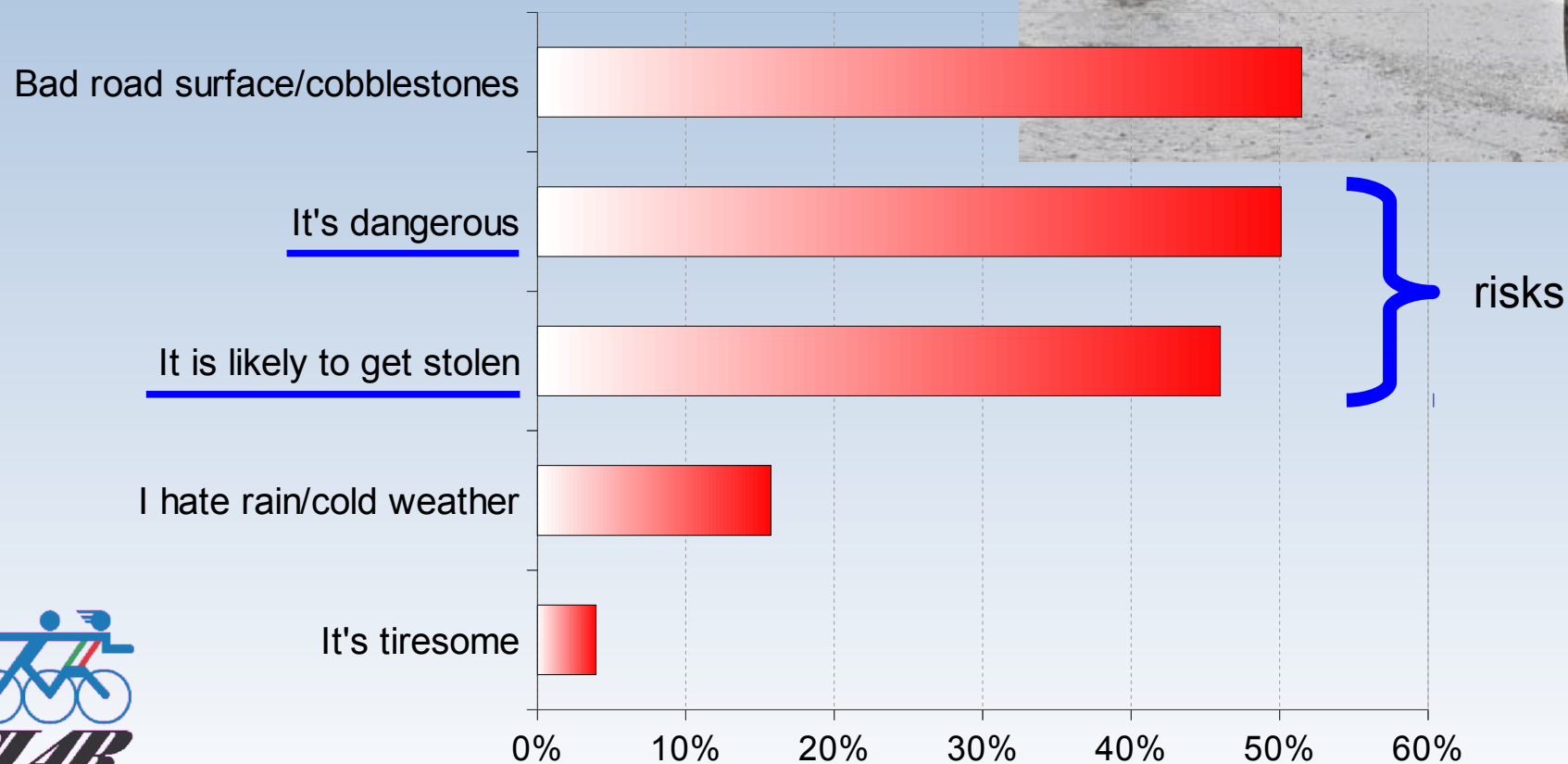
■ For the remaining **80%**:



What I hate about riding a bicycle...

■ **20%** is just fully happy with it

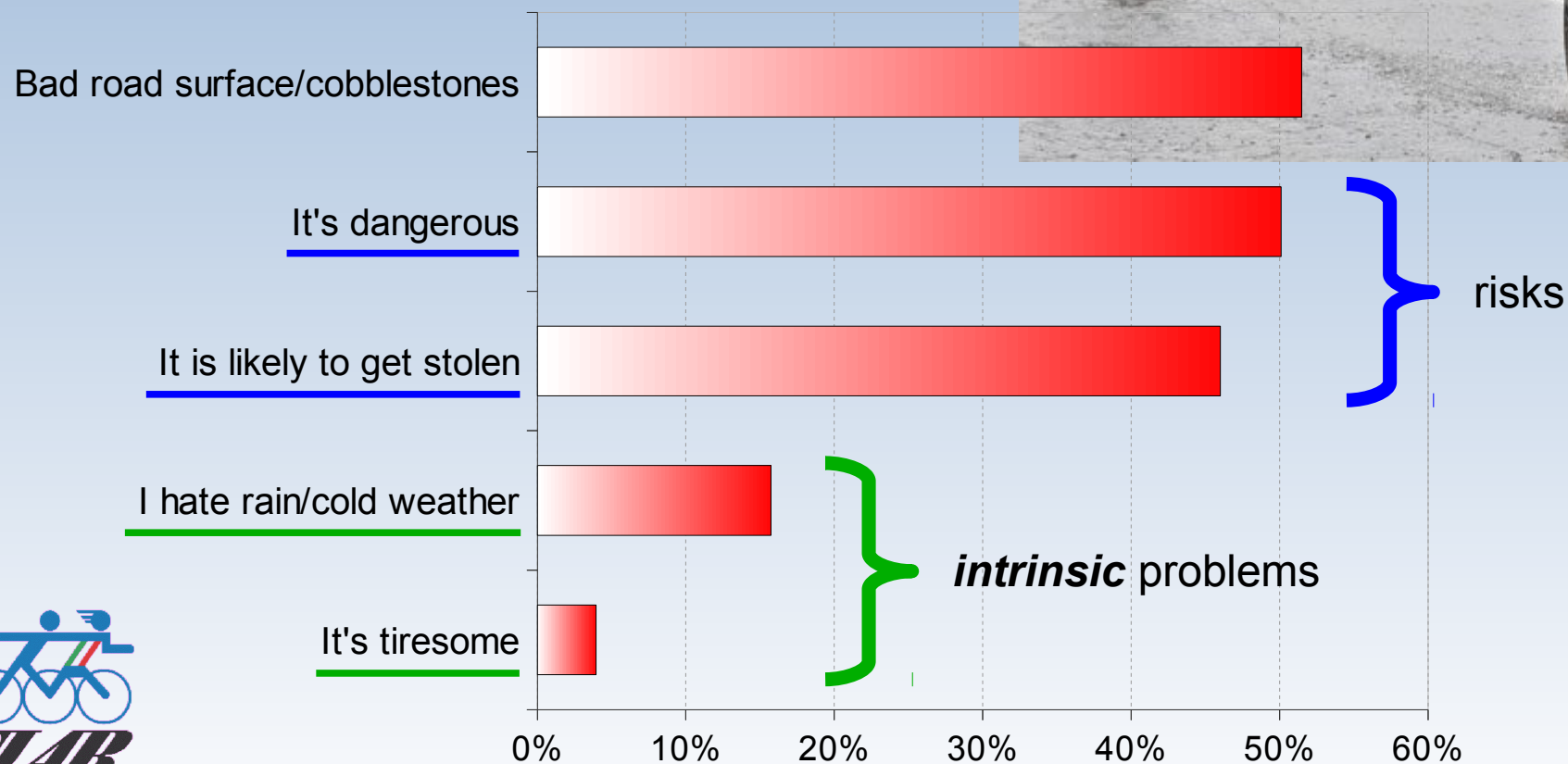
■ For the remaining **80%**:



What I hate about riding a bicycle...

■ **20%** is just fully happy with it

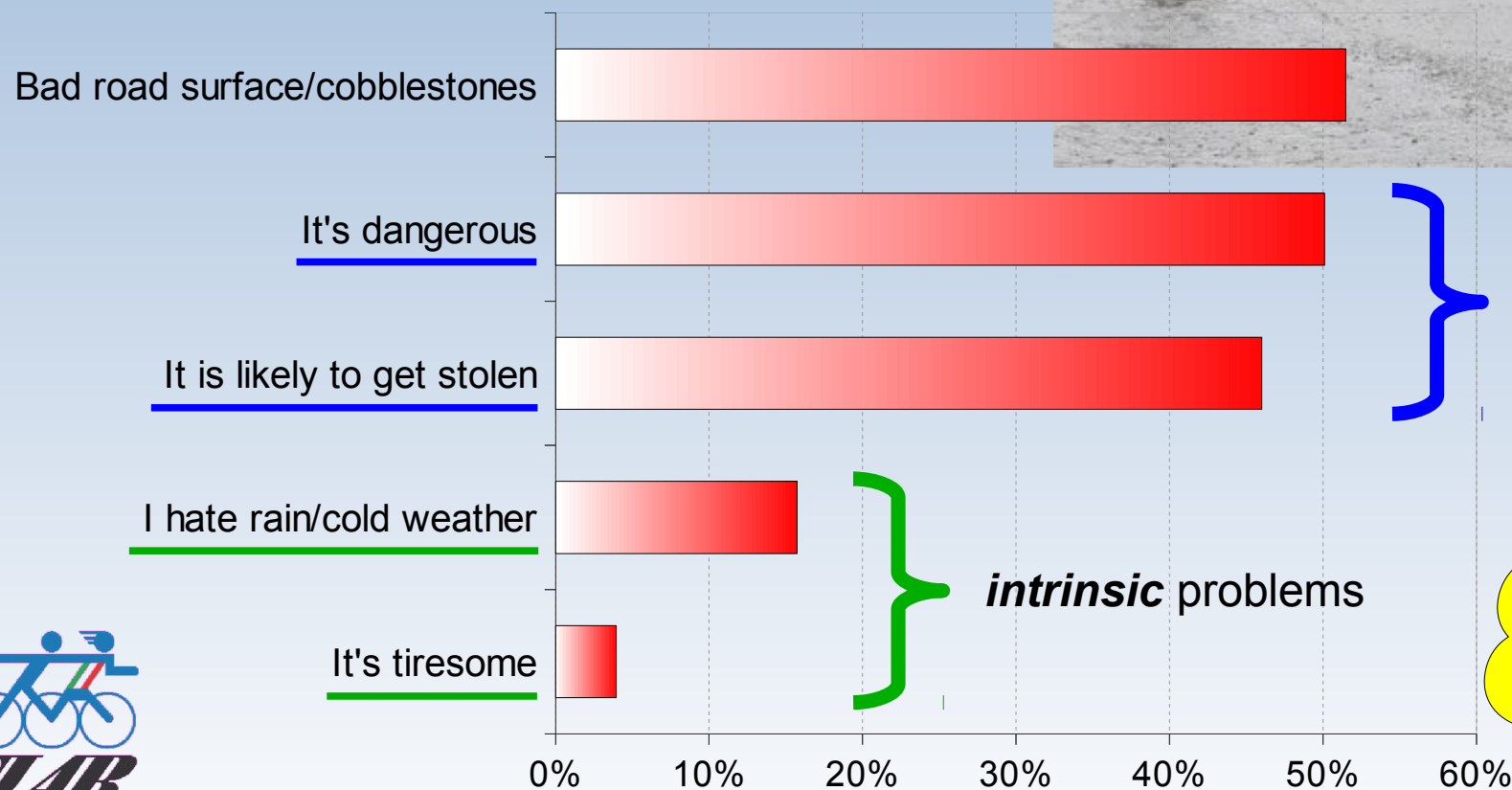
■ For the remaining **80%**:



What I hate about riding a bicycle...

■ **20%** is just fully happy with it

■ For the remaining **80%**:



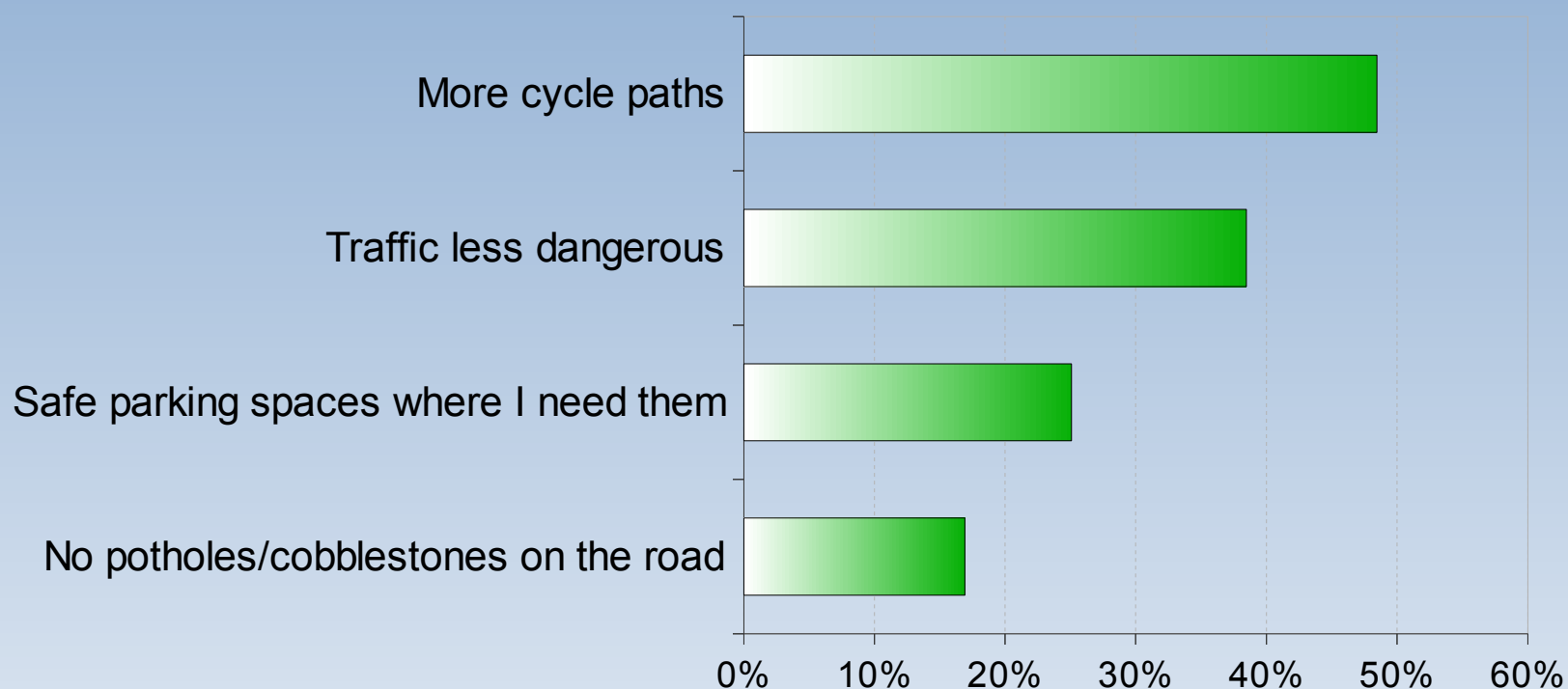
} risks

} *intrinsic* problems

this is a **cyclists** survey:
These troubles are **not** suggested by non-cycling people

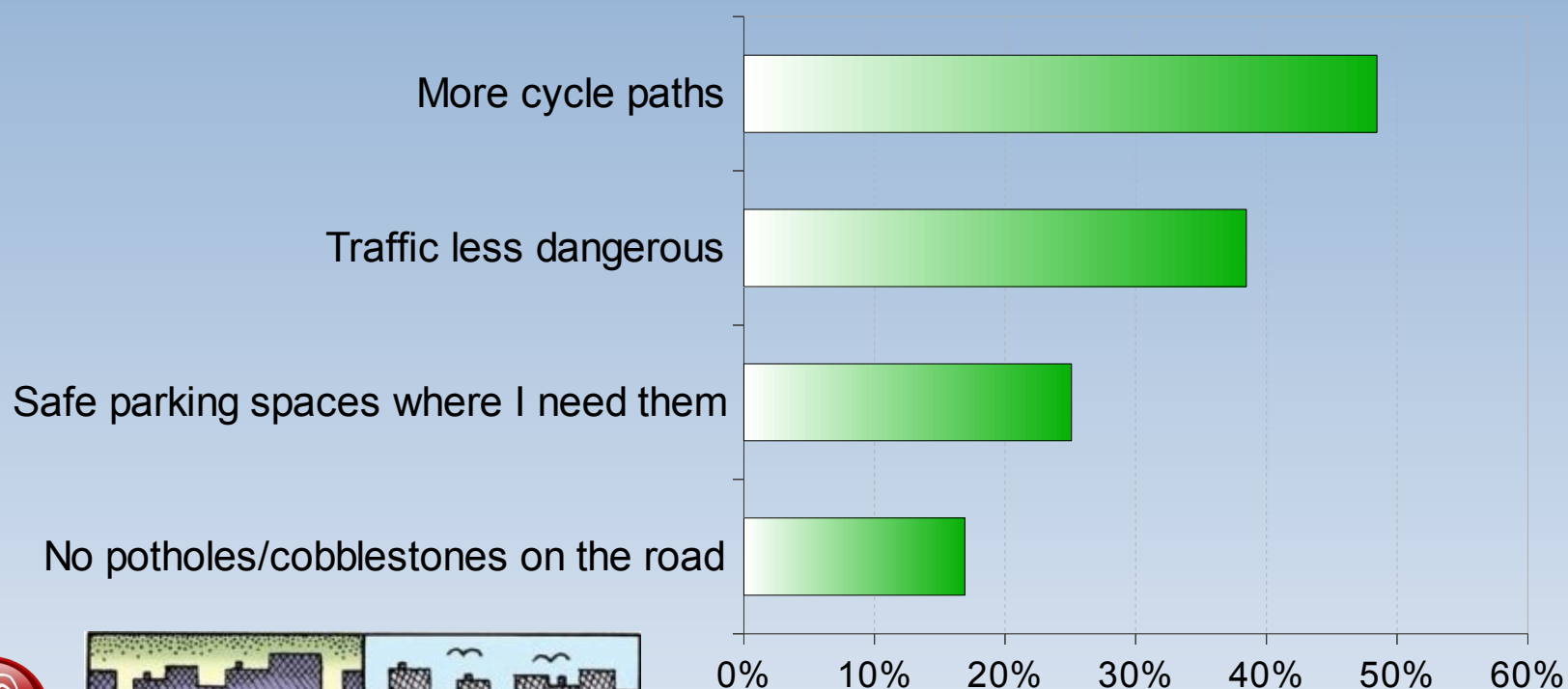
I would move around on a bike more if...

- What could prompt you to ride a bicycle even more than now?

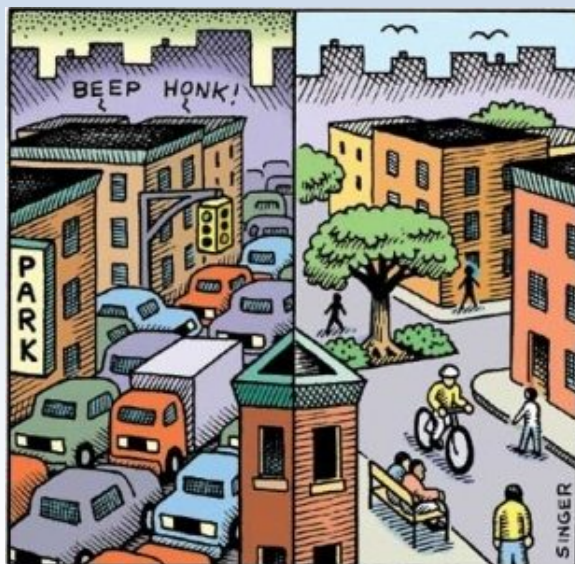


I would move around on a bike more if...

- What could prompt you to ride a bicycle even more than now?



No way...

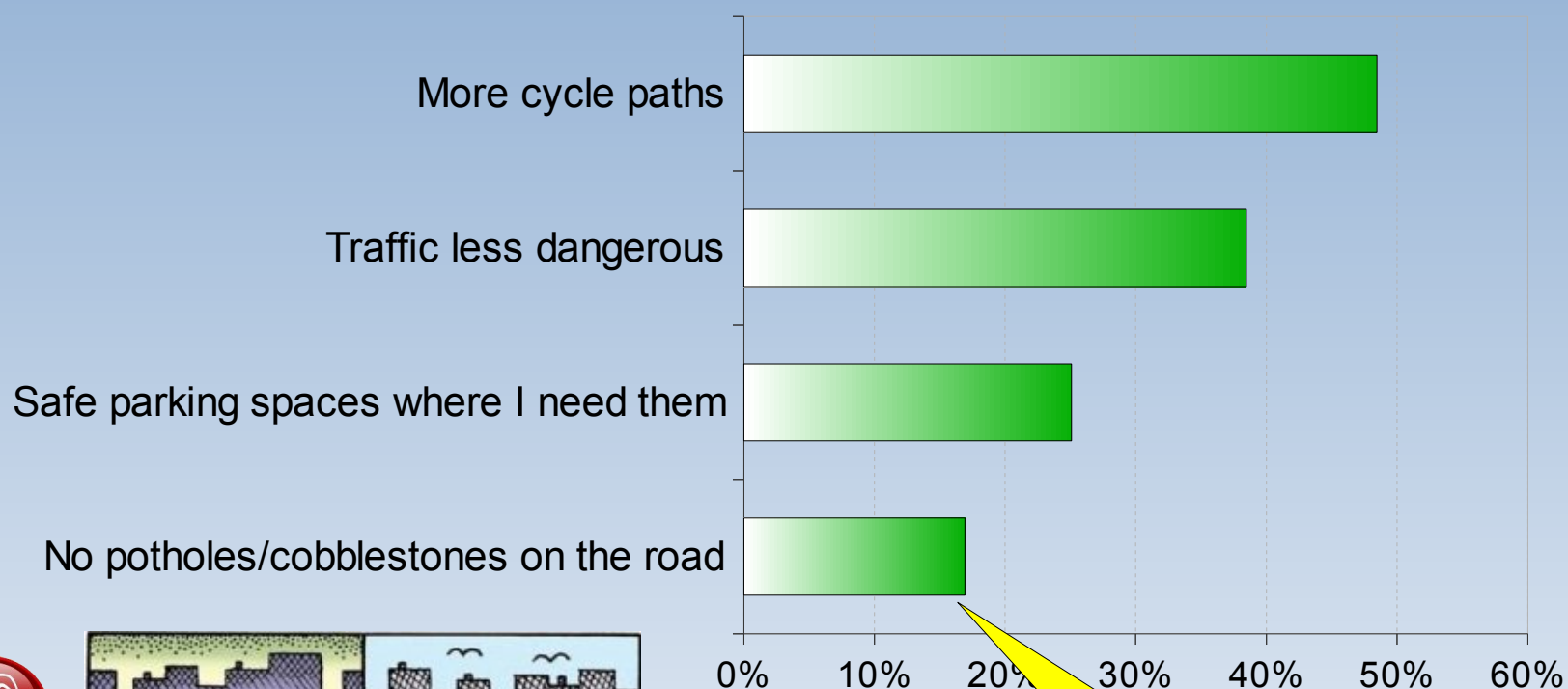


Let's ride!

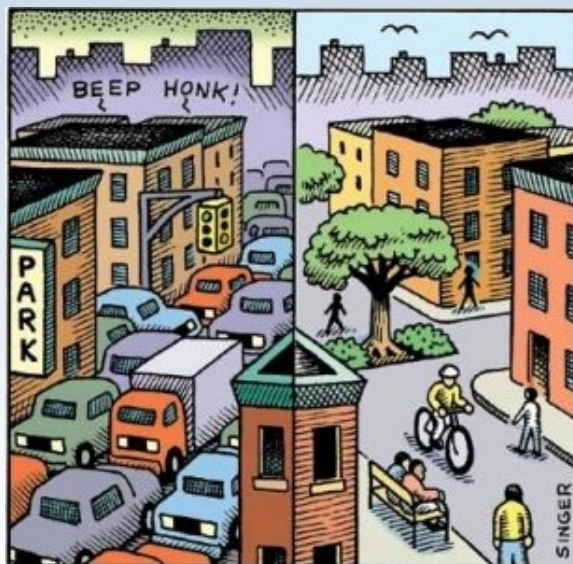


I would move around on a bike more if...

- What could prompt you to ride a bicycle even more than now?



No way...



Let's ride!



Annoying for many (52%)
but **not a crucial** incentive

Why do I ride a bicycle.....



■ Other reasons, spontaneously submitted 1

- The easiest and fastest way to do my things
- It lowers the nervous tension caused by work
- Children are enthusiastic: they know well how life goes!
- I love to see the sky in the morning instead of the greyness of the subway
- Riding makes me happy, being confined in a car makes me sad. It's that simple!
- It satisfies a longing for freedom similar to the one you feel when sea-diving
- Full disdain for the world of cars
- Since my nephew was born, I like to think that I will be able to leave her some clean air
- It's my psychotherapy
- It's politically correct
- It is definitely more sexy
- It's gorgeous! It's a different perspective! It's an intimate way to live your city
- It's a positive message to your fellow citizens
- It allows you to meet and know more people
- If the bike is properly equipped you as well can go shopping
- It's alternative and revolutionary
- Well, it's way cool to ride a bike

Why do I ride a bicycle.....

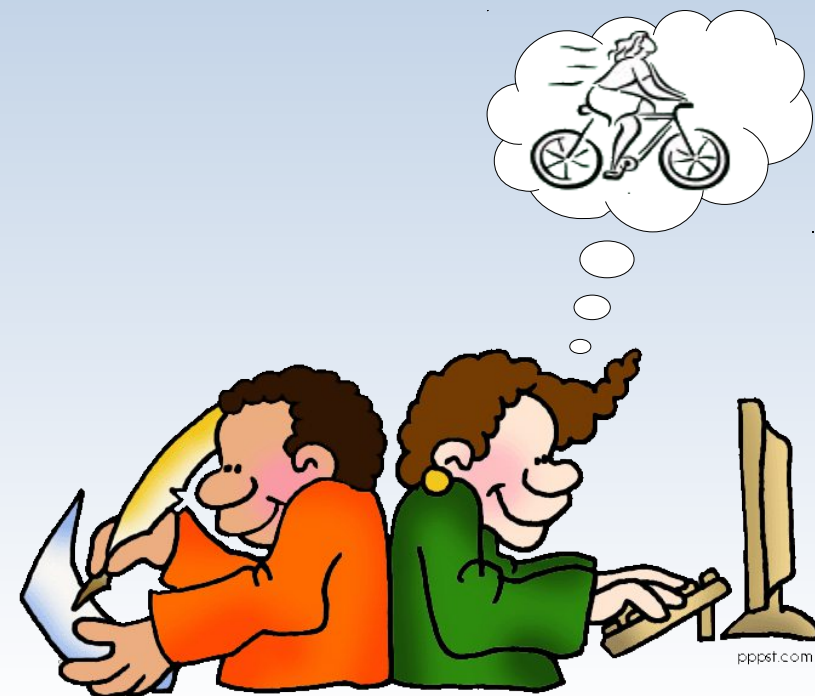


- Other reasons, spontaneously submitted 2
 - To be a positive example for my students
 - Cycling has replaced anti-diabetic therapy (not bad, uh)
 - I have a bicycling culture
 - Wind on my face wakes me up in the morning
 - I smile, people smile me back
 - It makes me feel young
 - My 2 years old son is madly enjoying himself on the bicycle seat
 - At peak time public transport is an offence to decency
 - I cannot stay far from a bike anymore. It's a drug, an addiction
 - To make people change mentality, you must start from yourself
 - To escape a useless routine
 - To avoid being dependent on oil, since we have gone beyond the peak
 - To avoid carrying along 1500 kg. of weight to park
 - It's that strange, mysterious feeling of freedom
 - I own a car and a motorcycle but, as much as possible, I try to boycott oil products
 - To alleviate stress and get fit for cycling heroic feats
 - I am proving to others that you can cycle - yes, even in Bari
 - You pick up more girls, and it's easy to repair



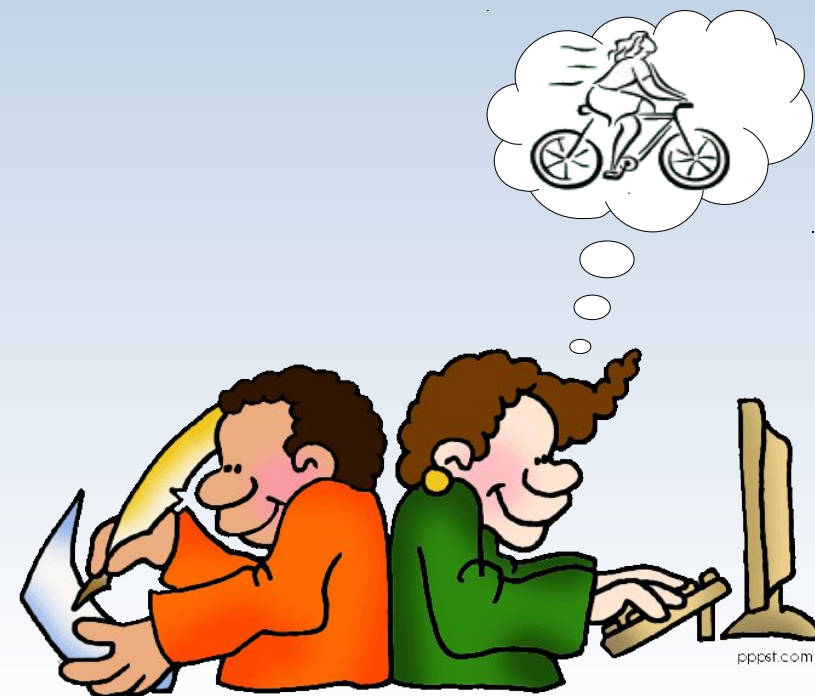
Most frequent issues coming from open answers

- In all about **3000** people offered (optional) open answers on motivations and problems related to bicycling!



Most frequent issues coming from open answers

- In all about **3000** people offered (optional) open answers on motivations and problems related to bicycling!
- reasons that motivate cyclists are often **emotional, social, relational and cultural**, going beyond a rational cost and benefits comparison with other transport options
 - freedom of mobility and **speed** where other transport options are often imprisoned by traffic congestion
 - more opportunities of personal acquaintance and the nice feeling of a "sustainable" lifestyle



Most frequent issues coming from open answers

- In all about **3000** people offered (optional) open answers on motivations and problems related to bicycling!
- reasons that motivate cyclists are often **emotional, social, relational and cultural**, going beyond a rational cost and benefits comparison with other transport options
 - freedom of mobility and **speed** where other transport options are often imprisoned by traffic congestion
 - more opportunities of personal acquaintance and the nice feeling of a "sustainable" lifestyle
- in the meantime, a true war report on **quality and availability of cycle tracks** - almost no city or place comes out alive
- Road safety is viewed as strongly affected by **other drivers fairness and behaviour**: care and respect for other people on the road are the most sought after - but seldom found - attitudes



Most frequent issues coming from open answers

- In all about **3000** people offered (optional) open answers on motivations and problems related to bicycling!
- reasons that motivate cyclists are often **emotional, social, relational and cultural**, going beyond a rational cost and benefits comparison with other transport options
 - freedom of mobility and **speed** where other transport options are often imprisoned by traffic congestion
 - more opportunities of personal acquaintance and the nice feeling of a "sustainable" lifestyle
- in the meantime, a true war report on **quality and availability of cycle tracks** - almost no city or place comes out alive
- Road safety is viewed as strongly affected by **other drivers fairness and behaviour**: care and respect for other people on the road are the most sought after - but seldom found - attitudes
- a lot of people would like to have **better chances to wash and/or change clothes** when arriving at work: summer in Italy can be sweaty
- air pollution is a deeply felt problem, and a **deterrent** to cycling in heavy traffic areas



Most frequent issues coming from open answers

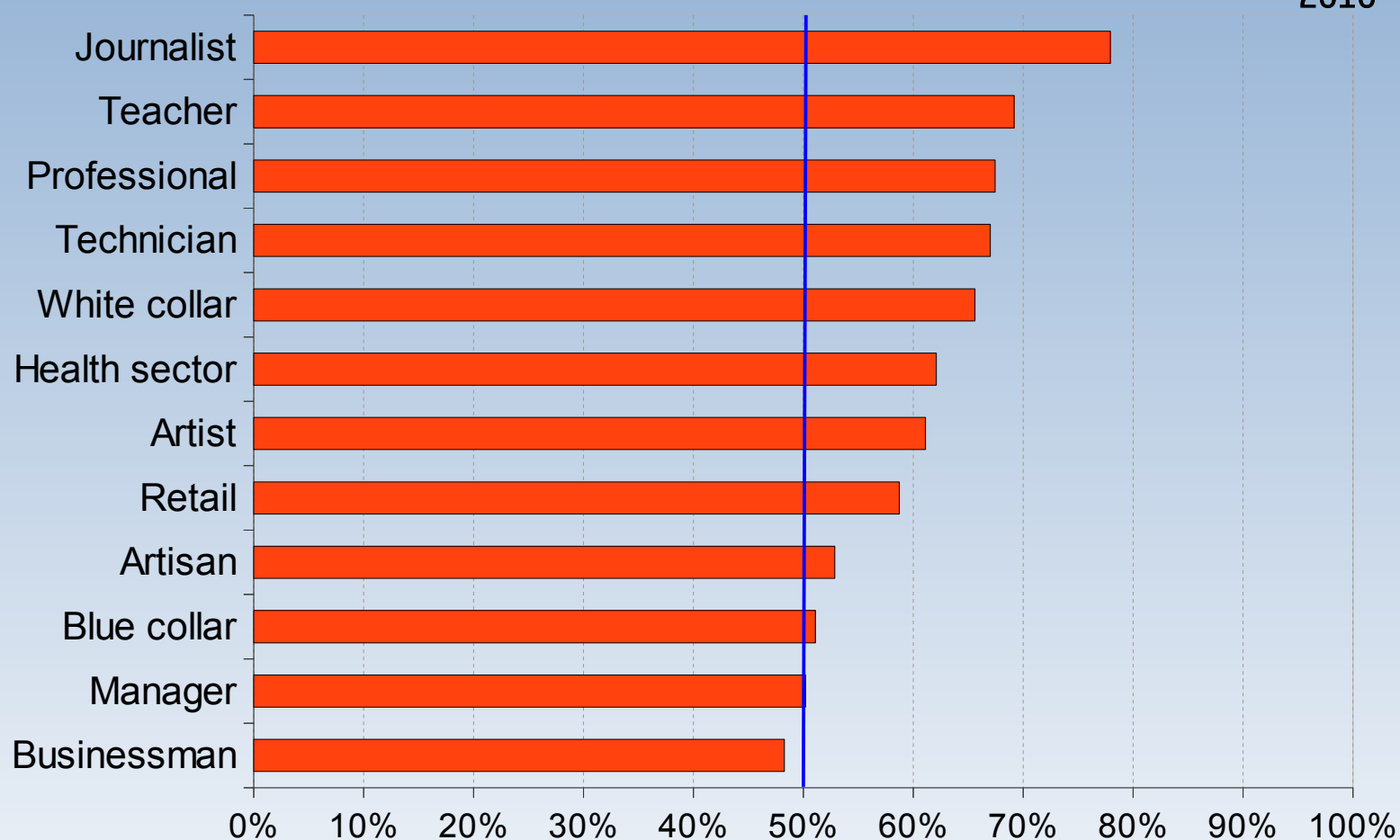
- In all about **3000** people offered (optional) open answers on motivations and problems related to bicycling!
- reasons that motivate cyclists are often **emotional, social, relational and cultural**, going beyond a rational cost and benefits comparison with other transport options
 - freedom of mobility and **speed** where other transport options are often imprisoned by traffic congestion
 - more opportunities of personal acquaintance and the nice feeling of a "sustainable" lifestyle
- in the meantime, a true war report on **quality and availability of cycle tracks** - almost no city or place comes out alive
- Road safety is viewed as strongly affected by **other drivers fairness and behaviour**: care and respect for other people on the road are the most sought after - but seldom found - attitudes
- a lot of people would like to have **better chances to wash and/or change clothes** when arriving at work: summer in Italy can be sweaty
- air pollution is a deeply felt problem, and a **deterrent** to cycling in heavy traffic areas
- most values incentive: various forms of **bike and public transport inter-modality**, better opportunities to carry your own bike on trains, boats, buses, metro lines to widen its usefulness



What places do I reach with my bike?

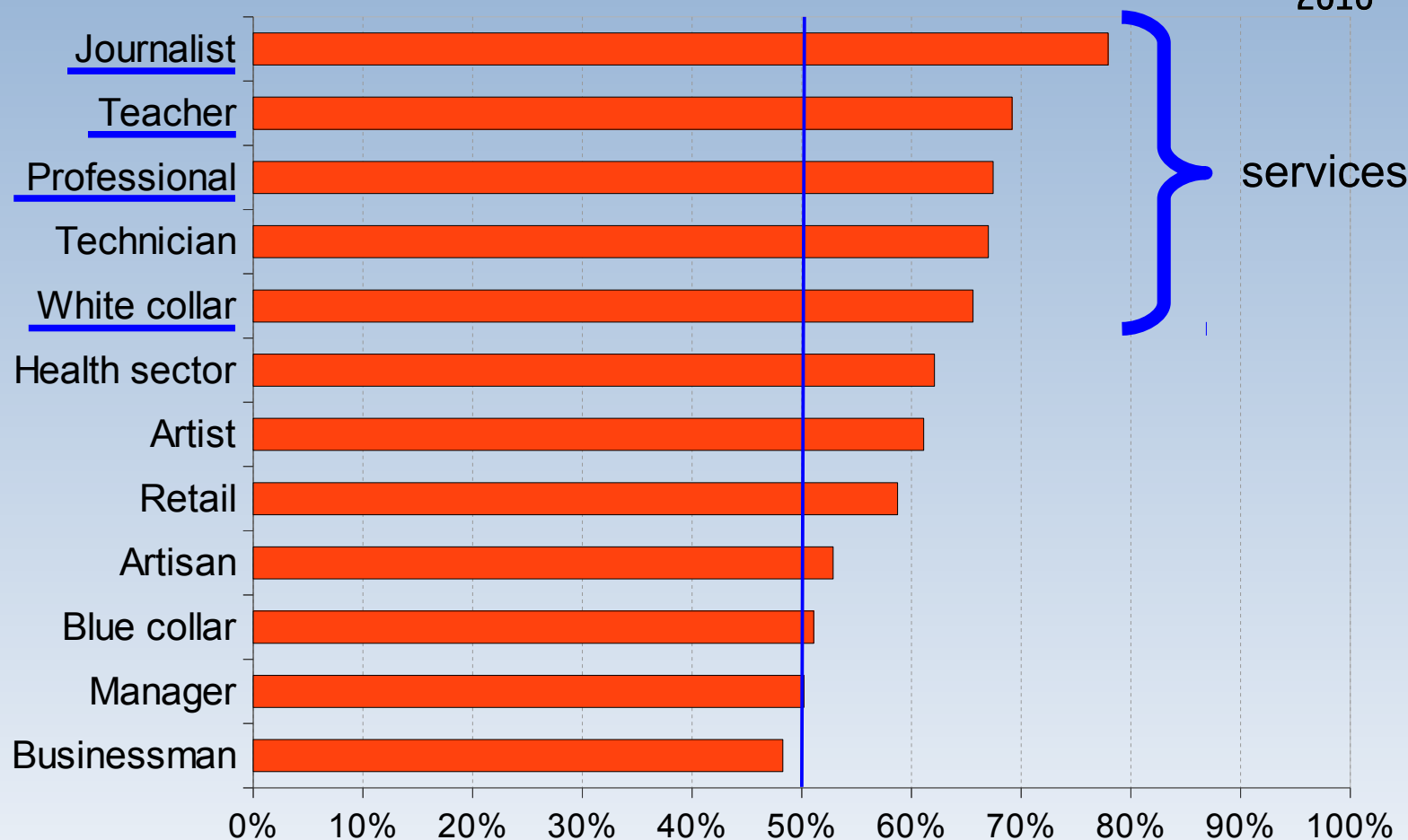


■ **Bike to work** percentages by job type



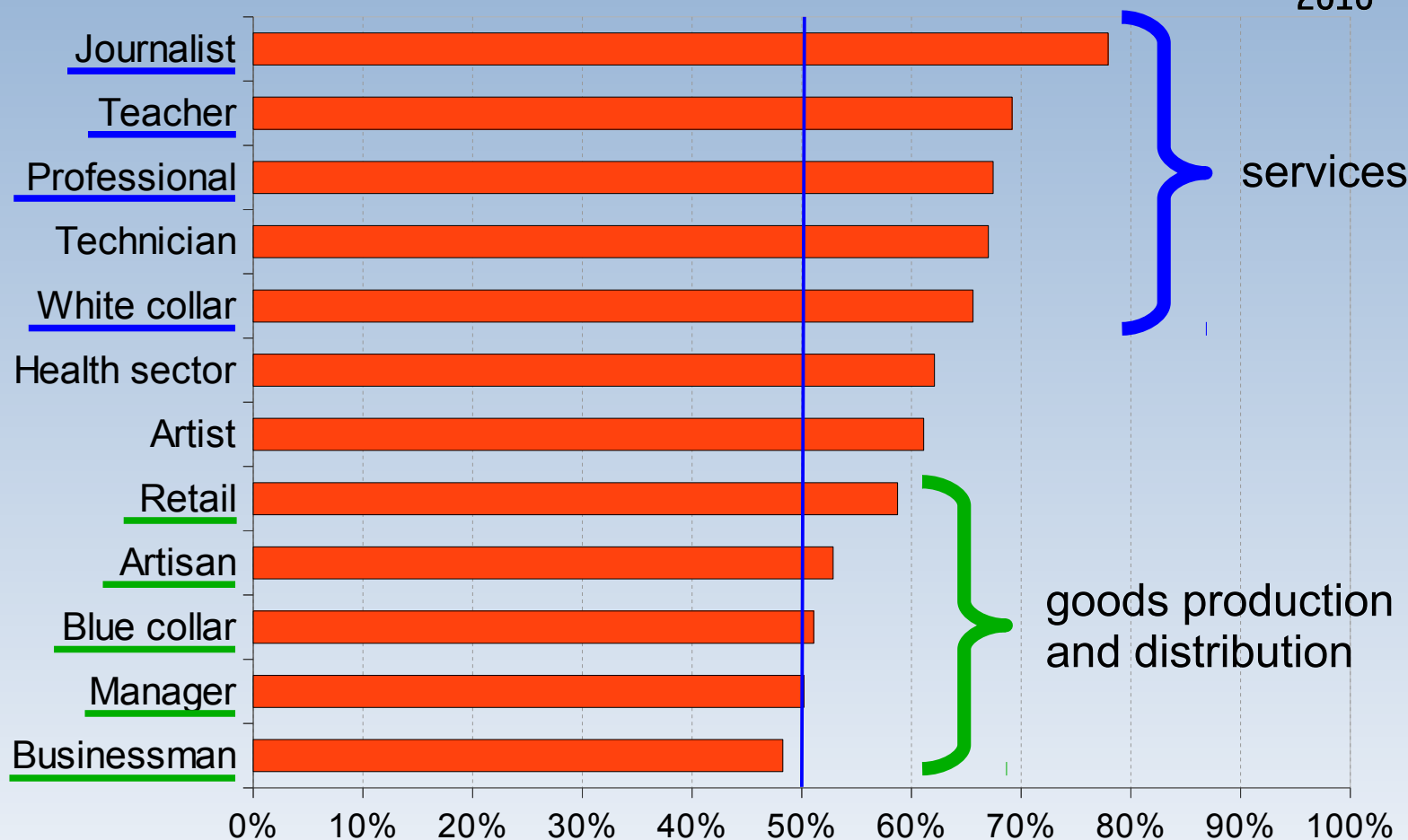
What places do I reach with my bike?

■ **Bike to work** percentages by job type



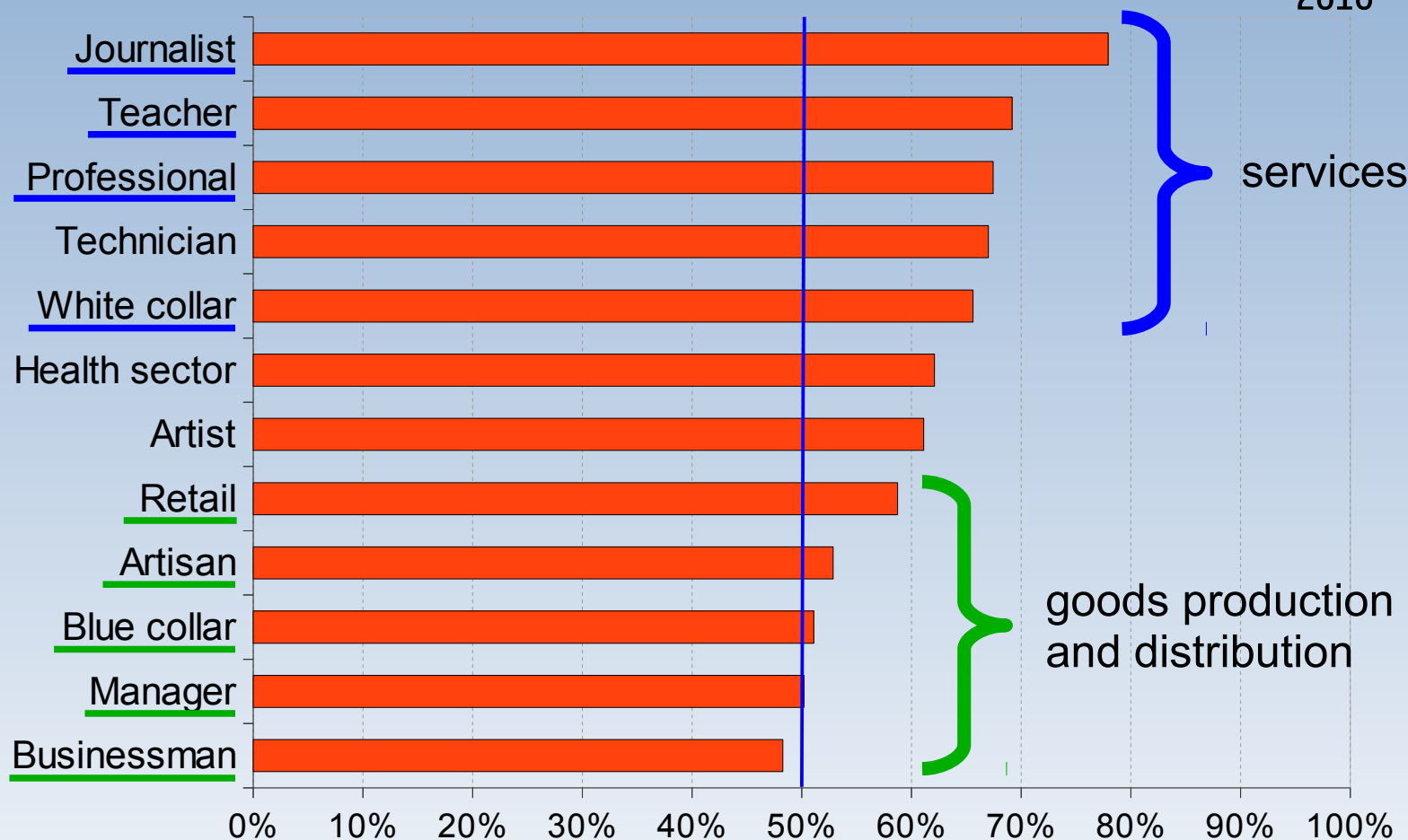
What places do I reach with my bike?

■ **Bike to work** percentages by job type

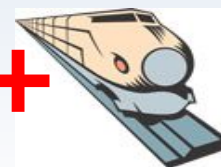


What places do I reach with my bike?

■ **Bike to work** percentages by job type



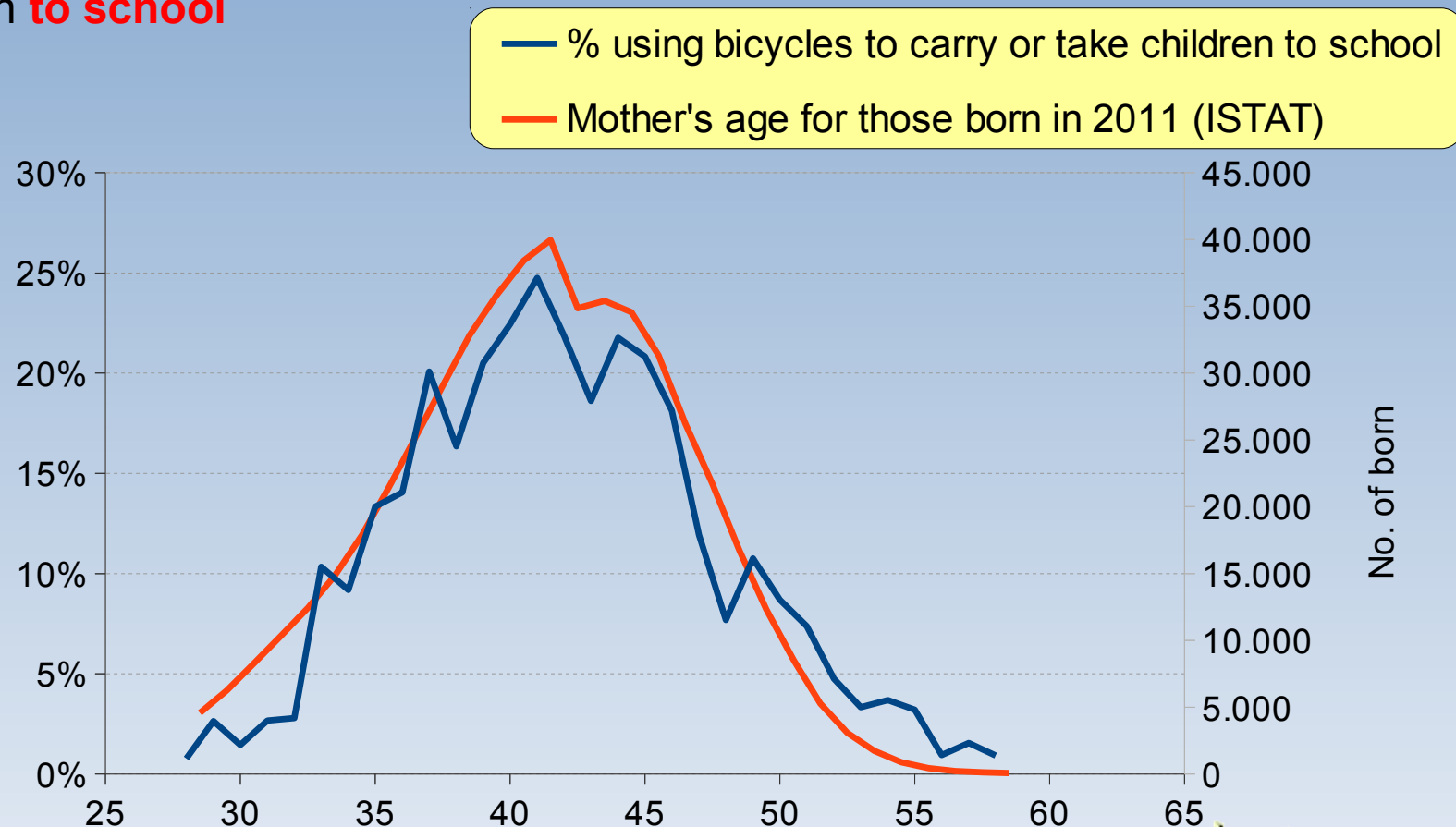
41% is multi-modal



What places do I reach with my bike?

■ Taking children to school

% using bicycles to carry or take children to school



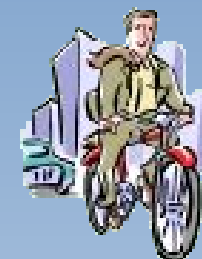
Parents age with 9 years old sons

In basic, compulsory school average students age is 9,5 years



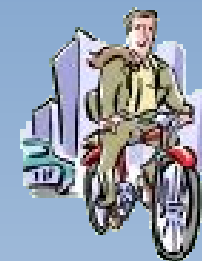
What do I do with my bike?

- Multi-purpose transfers around the city: **76%** of the cyclists



What do I do with my bike?

- Multi-purpose *transfers around the city*: **76%** of the cyclists
- **Leisure** and **tourism**: **62,6%**



What do I do with my bike?

- Multi-purpose *transfers around the city*: **76%** of the cyclists
- **Leisure** and **tourism**: **62,6%**
- **Sport/fitness**: **29%**



The only **gender-oriented** type of activity:
37,6% for males vs. **18%** for females

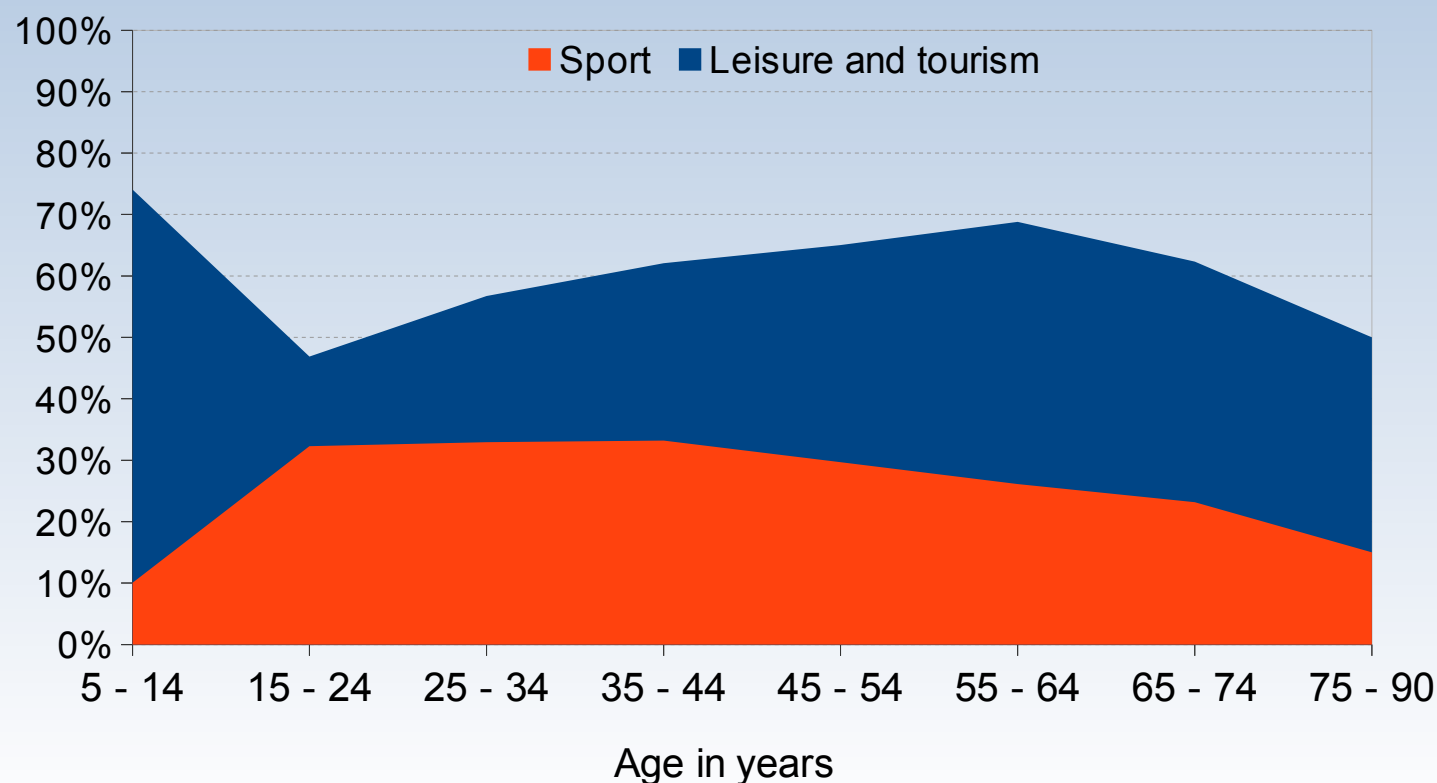
What do I do with my bike?

- Multi-purpose *transfers around the city*: **76%** of the cyclists
- Leisure and tourism**: **62,6%**
- Sport/fitness**: **29%**



The only **gender-oriented** type of activity:
37,6% for males vs. **18%** for females

Choices change
at different ages



Urban cyclists and cycling tourists: same persons?

- How people ride a bicycle to **reach the workplace** *and* for **leisure, tourism** and **sport**

<i>I ride a bicycle to...</i>	<i>go to work</i>		
<i>excursions & tourism</i>	No	Yes	<i>All</i>
No	26,9%	41,6%	37,0%
Yes	73,1%	58,4%	63,0%
Totale	100,0%	100,0%	100,0%
<i>Sport</i>	No	Sì	<i>Tutti</i>
No	61,5%	71,9%	68,7%
Yes	38,5%	28,1%	31,3%
Totale	100,0%	100,0%	100,0%



Urban cyclists and cycling tourists: same persons?

- How people ride a bicycle to **reach the workplace** *and* for **leisure, tourism** and **sport**

<i>I ride a bicycle to...</i>	<i>go to work</i>		
<i>excursions & tourism</i>	No	Yes	<i>All</i>
No	26,9%	< 41,6%	37,0%
Yes	73,1%	> 58,4%	63,0%
Totale	100,0%	100,0%	100,0%
<i>Sport</i>	No	Sì	<i>Tutti</i>
No	61,5%	< 71,9%	68,7%
Yes	38,5%	> 28,1%	31,3%
Totale	100,0%	100,0%	100,0%



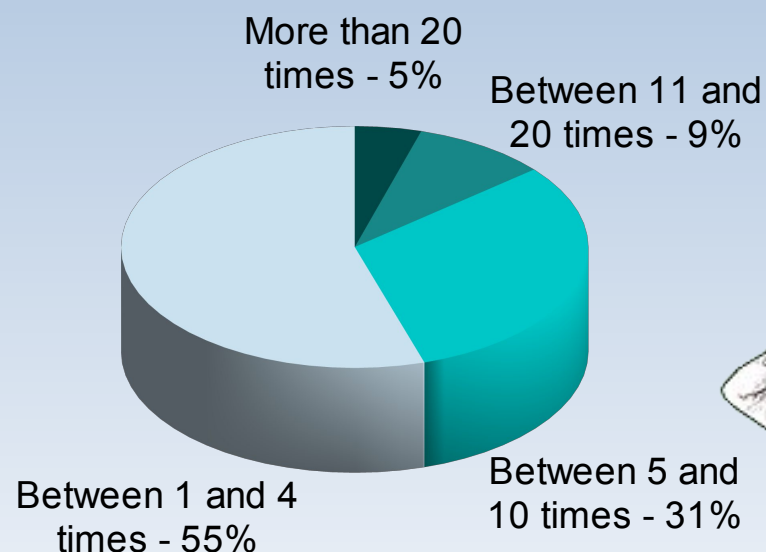
Only slight separation between urban and touristic use: most are full-time cyclists

Urban cyclists and cycling tourists: same persons?

- How people ride a bicycle to **reach the workplace** *and* for **leisure, tourism** and **sport**

<i>I ride a bicycle to...</i>	<i>go to work</i>		
<i>excursions & tourism</i>	No	Yes	<i>All</i>
No	26,9%	< 41,6%	37,0%
Yes	73,1%	> 58,4%	63,0%
Totale	100,0%	100,0%	100,0%
<i>Sport</i>	No	Sì	<i>Tutti</i>
No	61,5%	< 71,9%	68,7%
Yes	38,5%	> 28,1%	31,3%
Totale	100,0%	100,0%	100,0%

- ...how **often in a month** you ride a bike for leisure, tourism and sport?

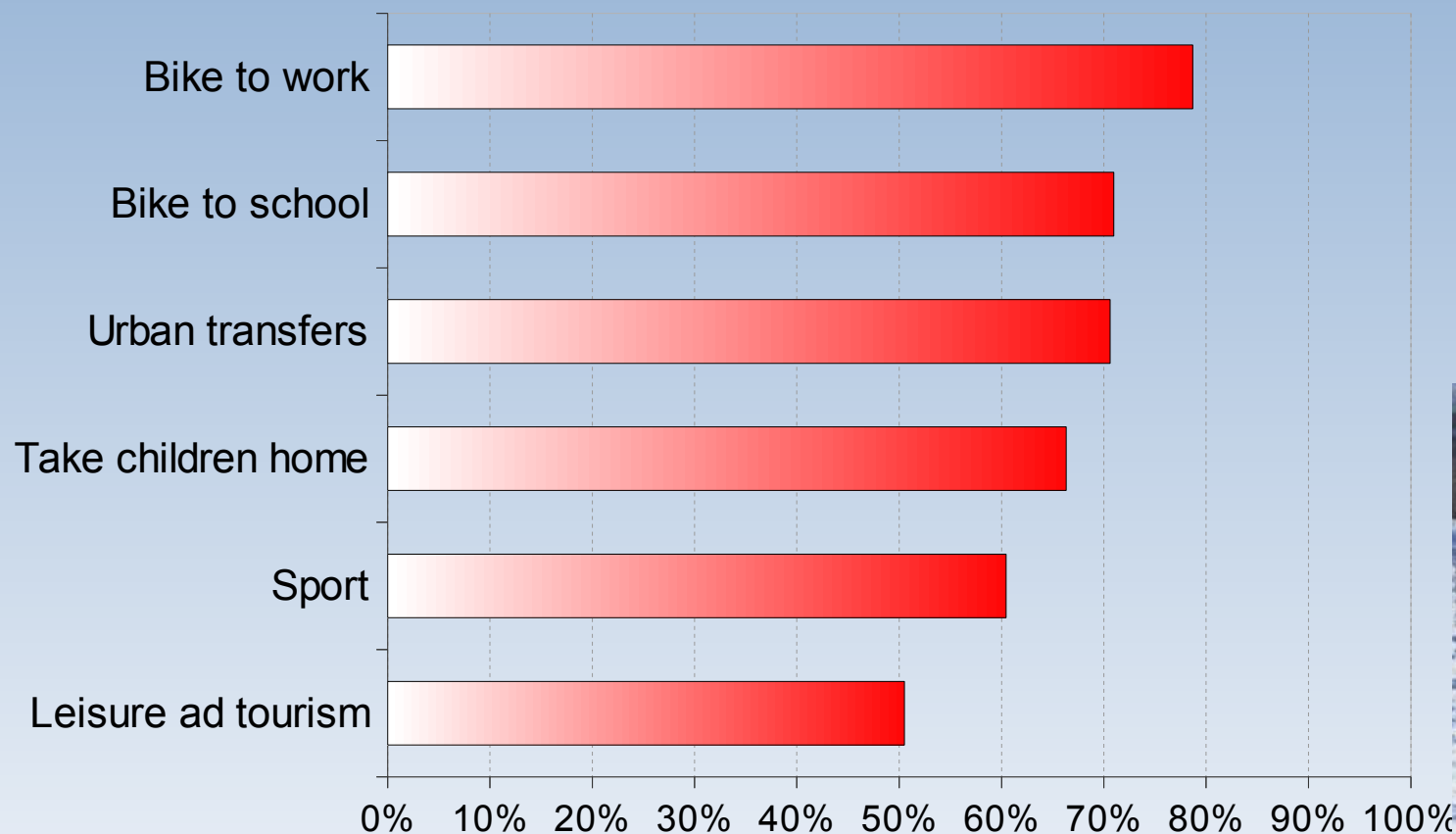


Only slight separation between urban and touristic use: most are full-time cyclists



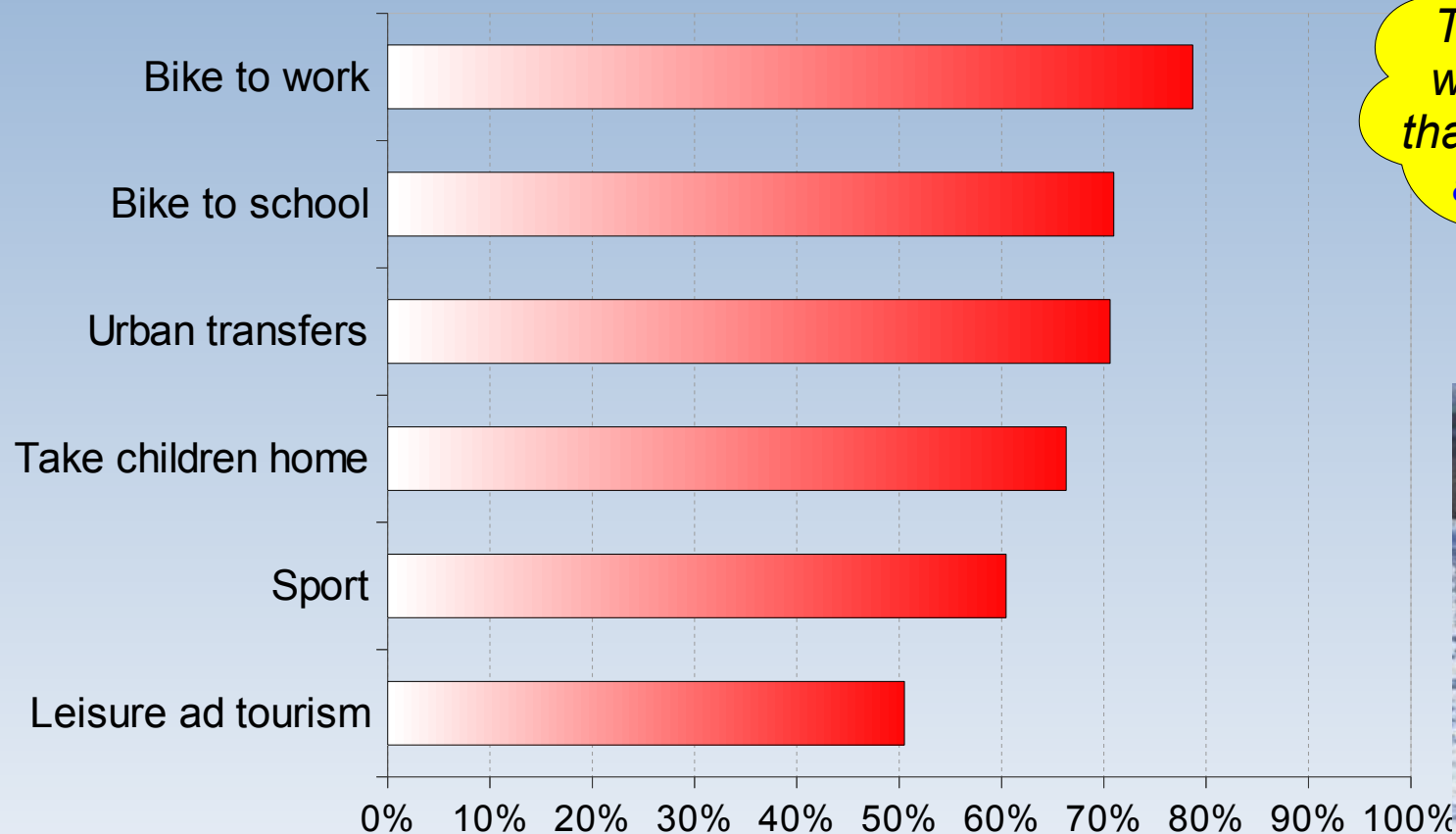
Winter....? what winter?

■ % of cyclists riding **all year long** classified by type of use



Winter....? what winter?

■ % of cyclists riding **all year long** classified by type of use

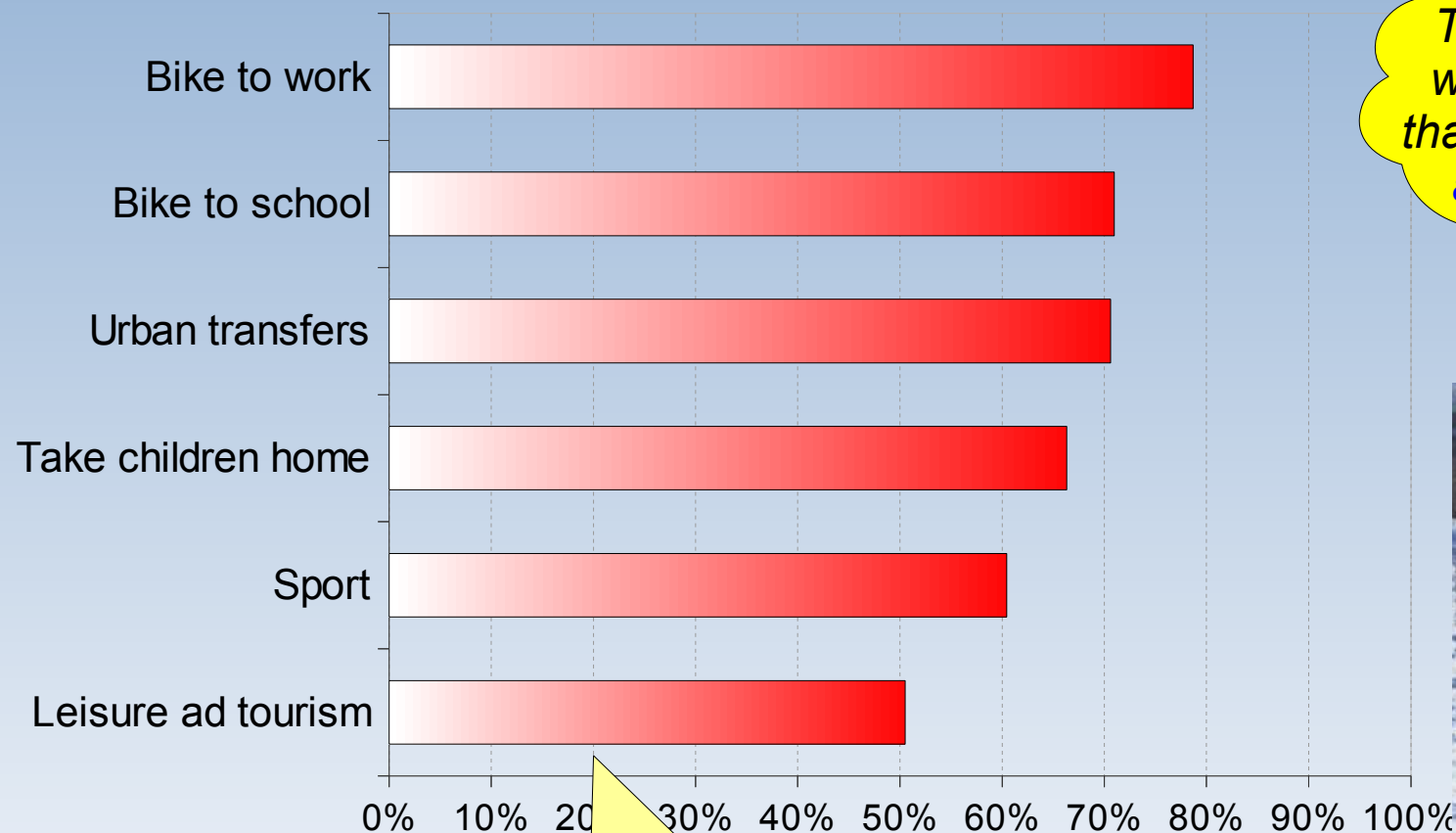


*To ride in winter as well does not mean that you ride **as much as** in the summer*



Winter....? what winter?

■ % of cyclists riding **all year long** classified by type of use



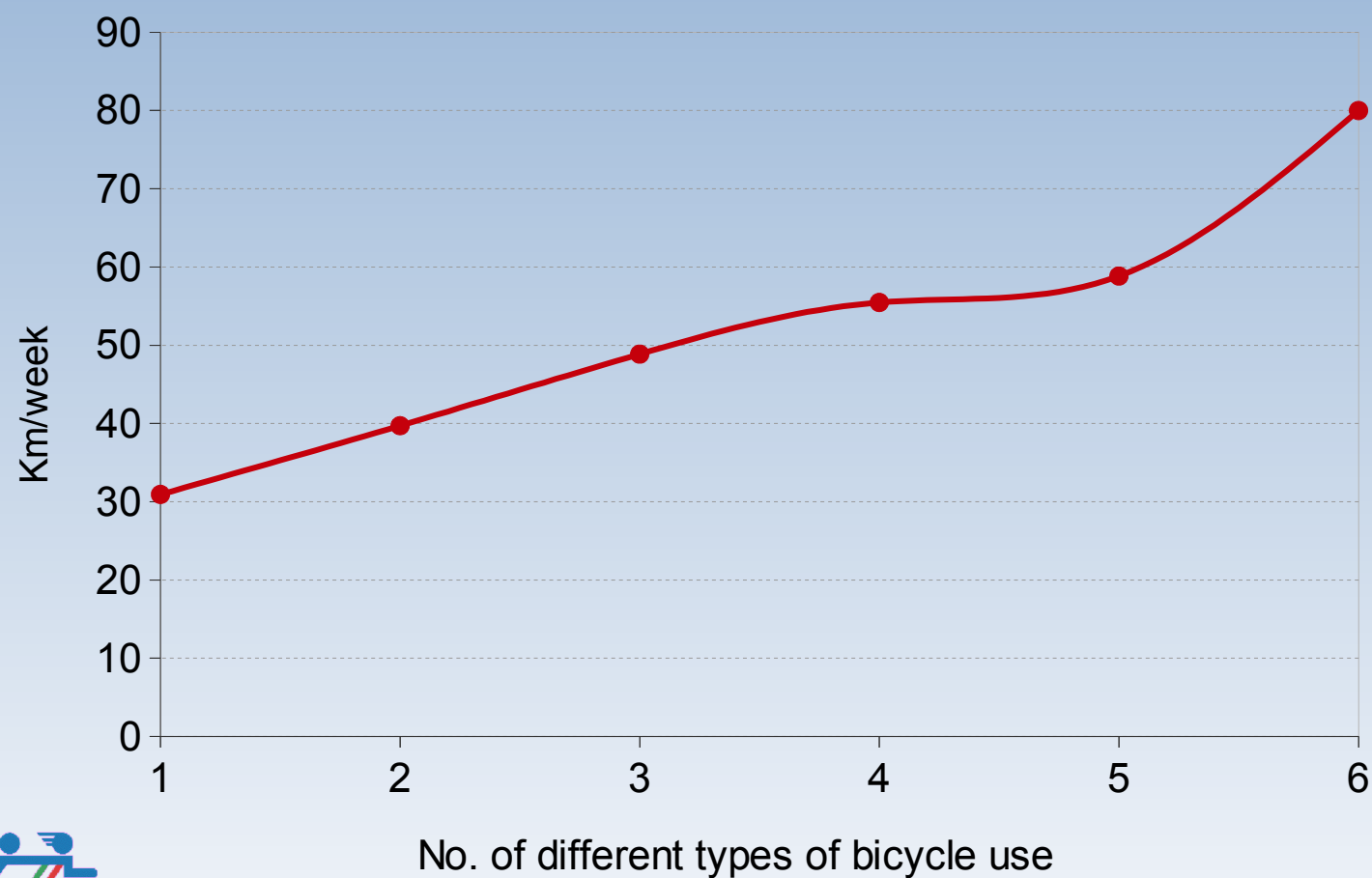
To ride in winter as well does not mean that you ride **as much as** in the summer

among females, only **42%** ride for tourism in winter (while **56%** of males do)



How far do you go on your beloved bike?

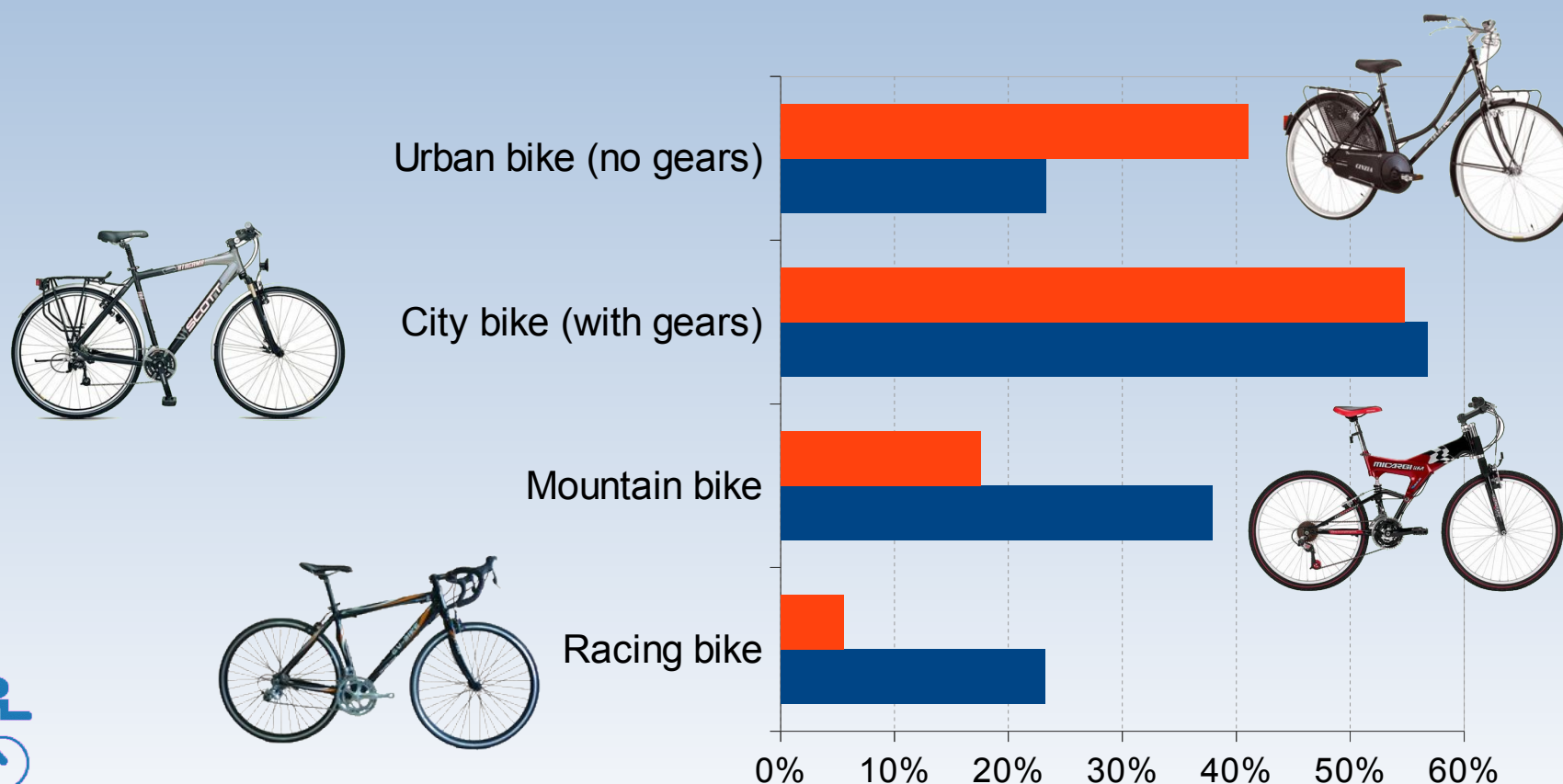
- **Average no. Kilometers** covered cycling in a week time classified by the no. of different types of use declared



What kind of bicycle do you own?

- **Type of bicycles** owned by gender

■ male ■ female



What kind of bicycle do you own?

- **Combinations
of different
bikes** owned



?



FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

What kind of bicycle do you own?

Combinations of different bikes owned



+



+



+



+

?

	% owning the specific mix	% total owning each type	% that owns that alone
city	37,8%	55,9%	67,7%
normal	20,8%	31,0%	67,1%
mtb	12,4%	29,0%	42,8%
city+mtb	6,6%		
city+normal	3,8%		
city+racing	3,5%		
racing+mtb	2,9%		
racing	2,7%	15,5%	17,4%
racing+mtb+city	2,6%		
mtb+normal	2,4%		
racing+normal	1,8%		
racing+mtb+normal	1,0%		
mtb+normal+city	0,8%		
racing+mtb+city+normal	0,5%		
racing+normal+city	0,4%		
Total	100,0%		



Can you keep your bike in good shape?

- Ability to perform simple repairing and maintenance activities to one's bike is still lagging behind
- little more than half of those surveyed (**56%**) are able to **repair a flat tire** i.e. most common bicycle failure



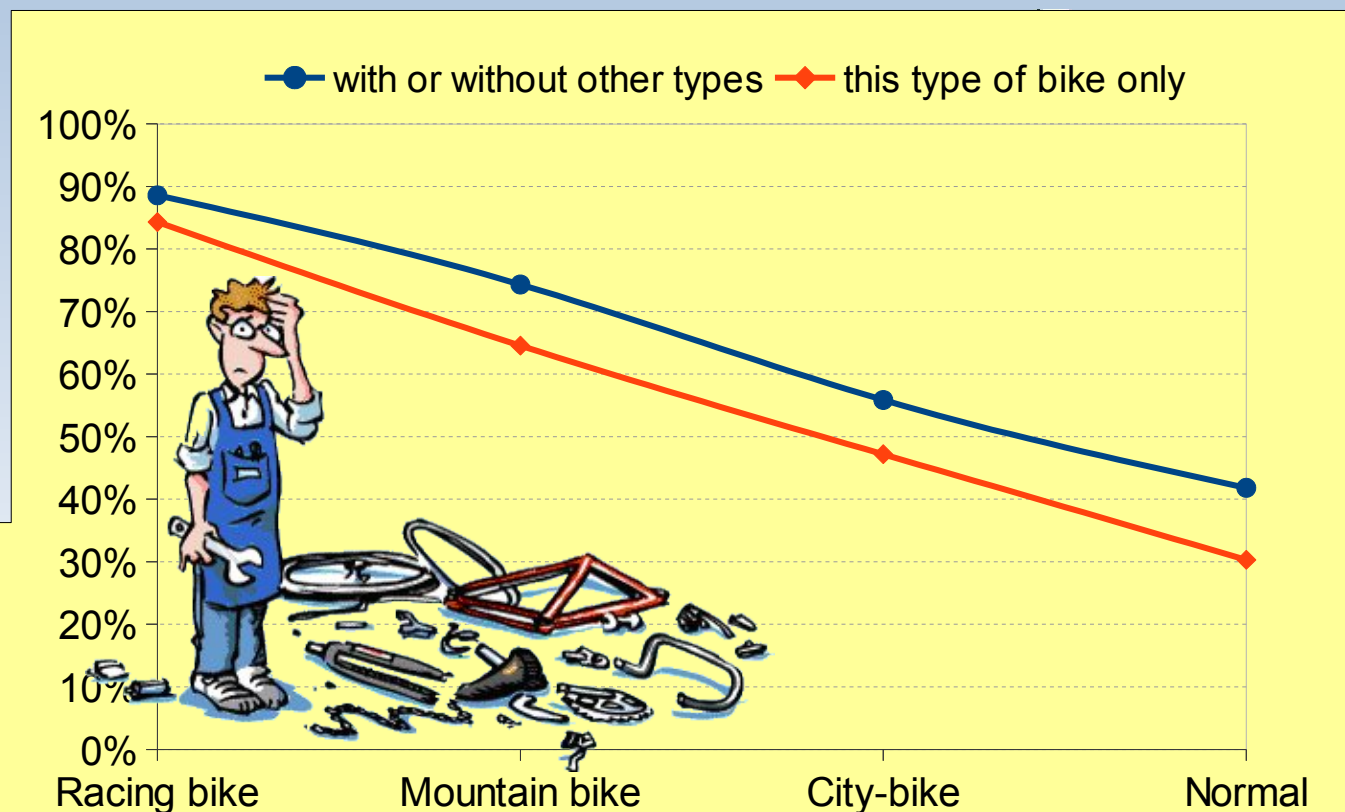
Can you keep your bike in good shape?

- Ability to perform simple repairing and maintenance activities to one's bike is still lagging behind
- little more than half of those surveyed (**56%**) are able to **repair a flat tire** i.e. most common bicycle failure
- very strong gender gap: only **22,3%** of women can do it, while **80%** of men say they master this task (**liars??**)
- Knowledge does not come with age: between ages 15 and 55 **there is no significant increase of this rate**



Can you keep your bike in good shape?

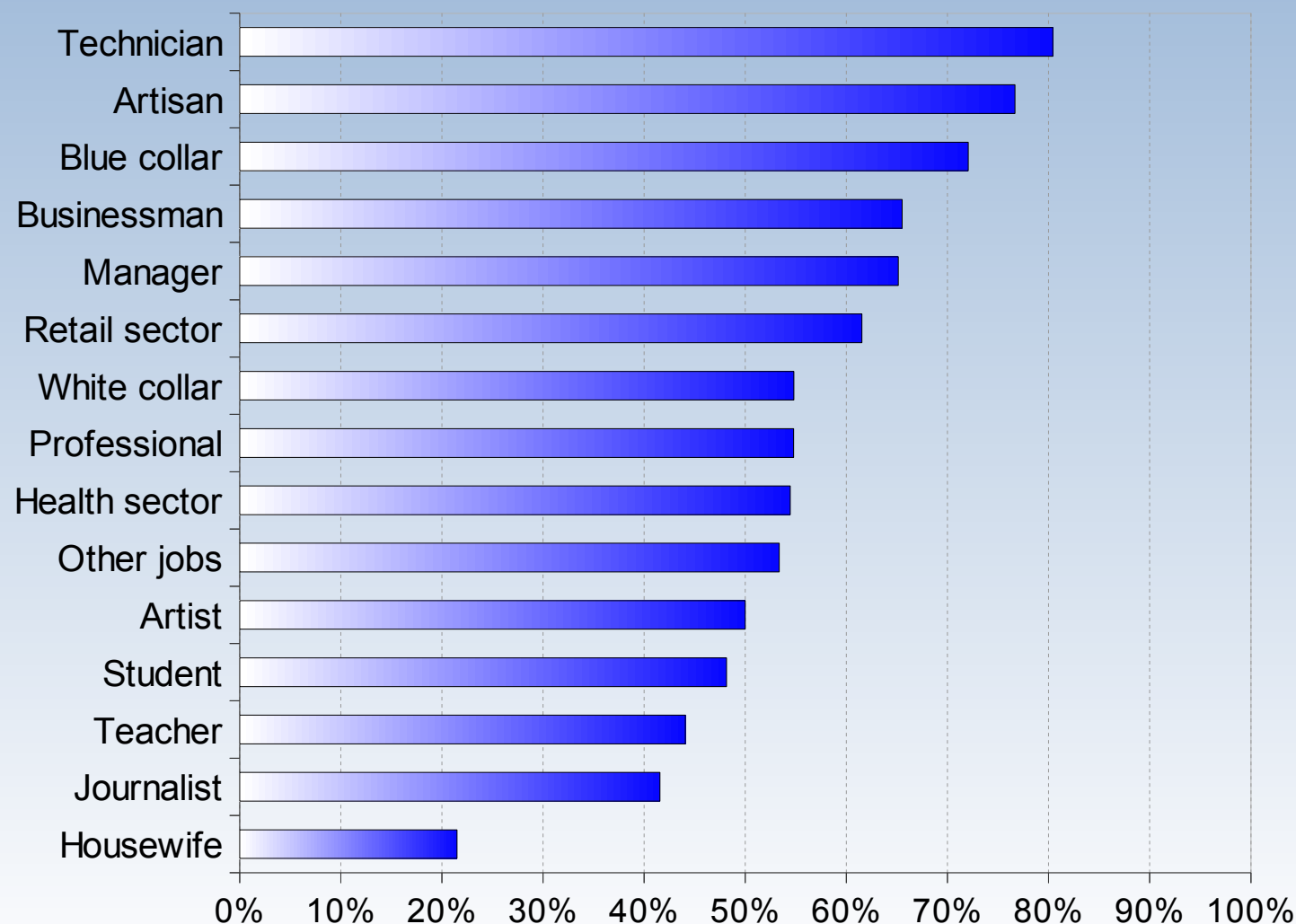
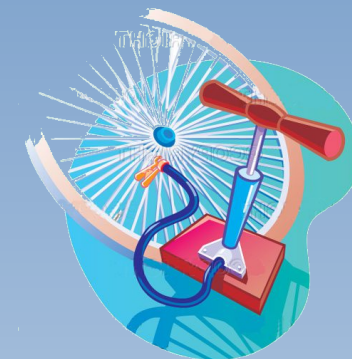
- Ability to perform simple repairing and maintenance activities to one's bike is still lagging behind
- little more than half of those surveyed (**56%**) are able to **repair a flat tire** i.e. most common bicycle failure
- very strong gender gap: only **22,3%** of women can do it, while **80%** of men say they master this task (**liars??**)
- Knowledge does not come with age: between ages 15 and 55 **there is no significant increase of this rate**



**The type of bicycle
you own matters:
% able to repair
classified by type**

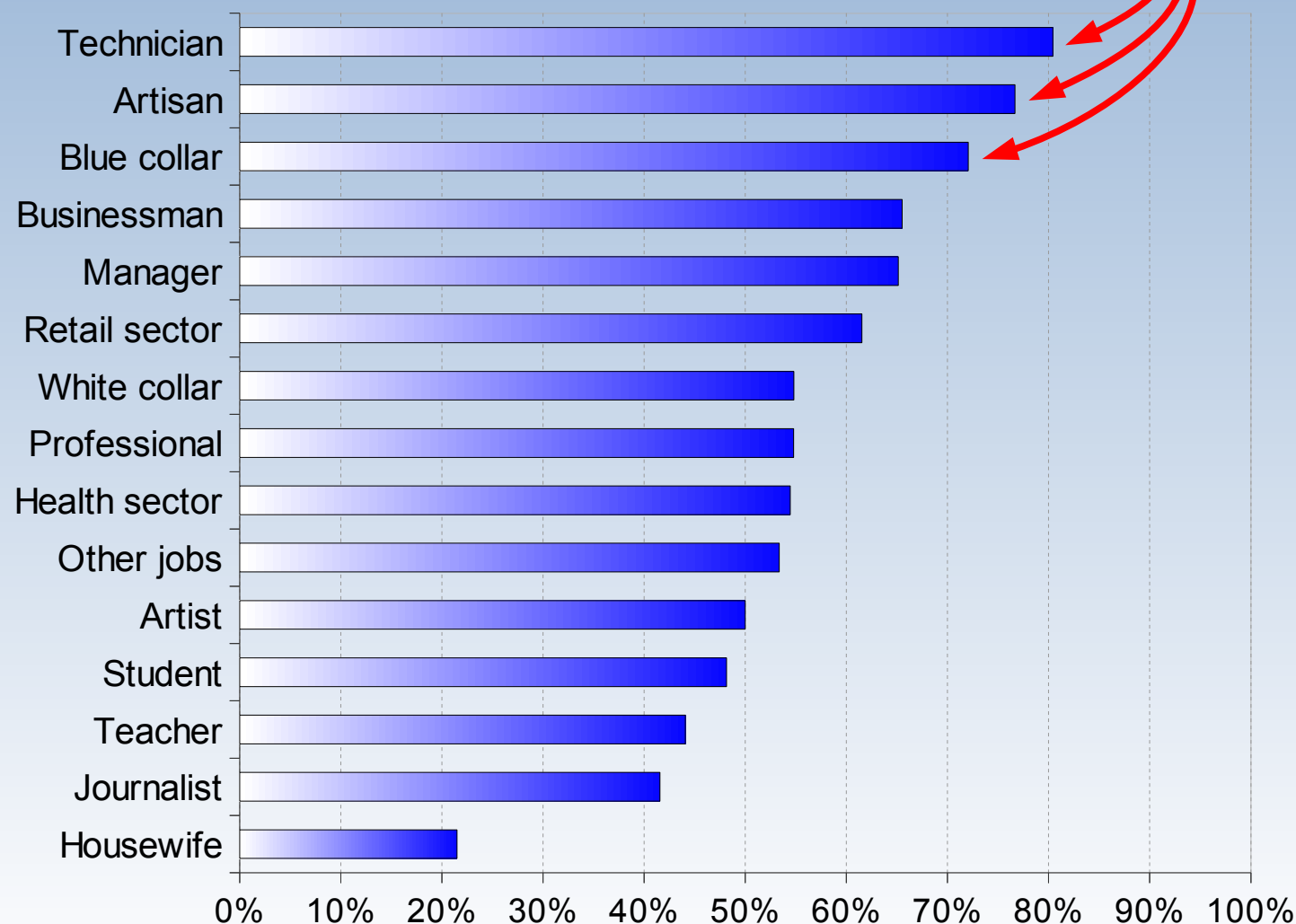
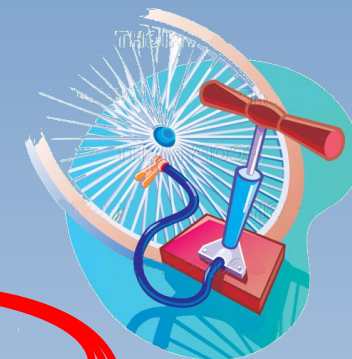
Can you keep your bike in good shape?

■ % able to repair a flat tire by *job type*



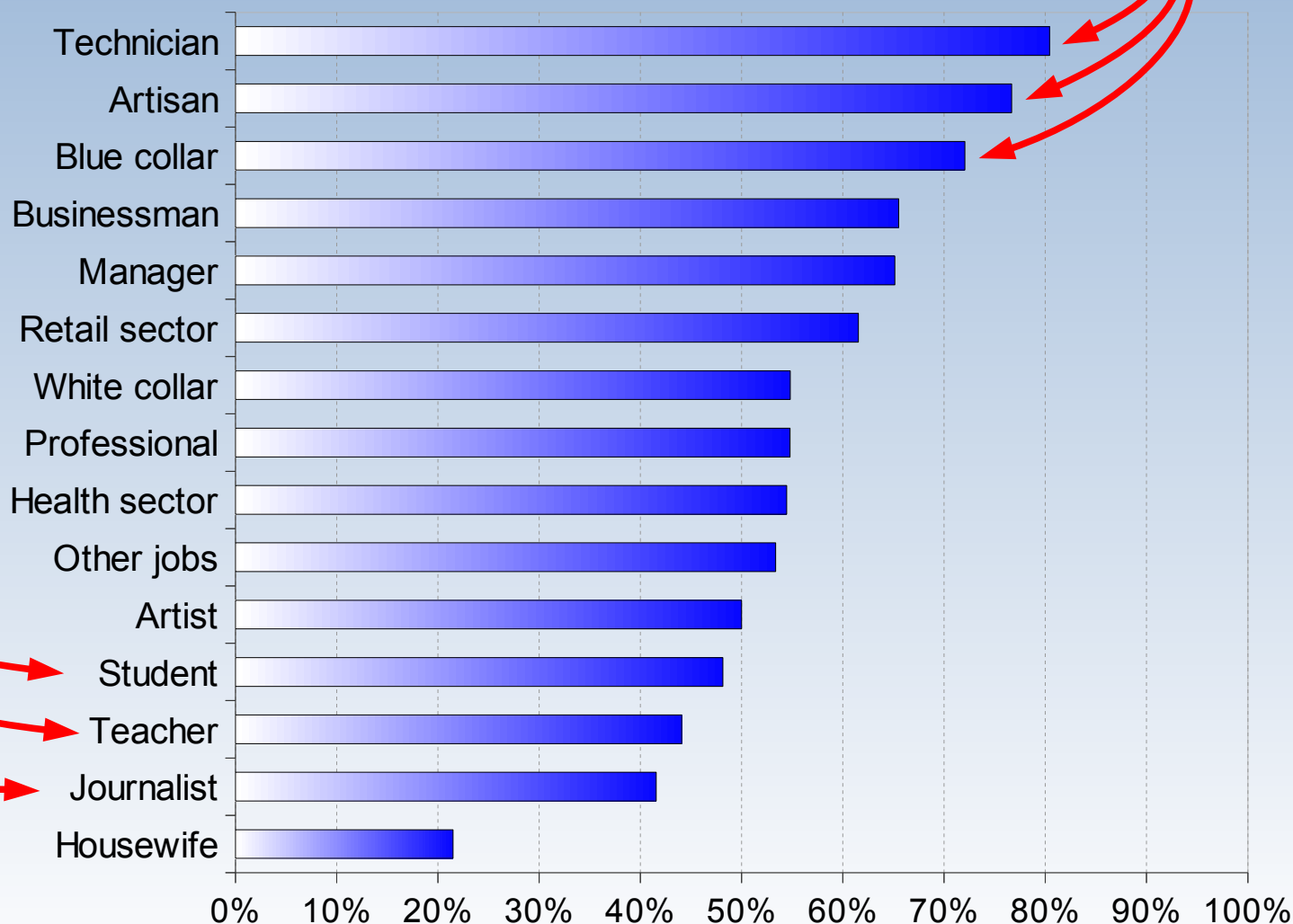
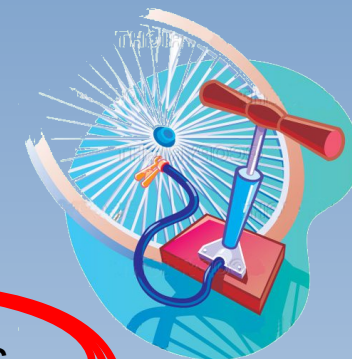
Can you keep your bike in good shape?

- % able to repair a flat tire by **job type**
- top of the game: jobs having a “**manual/technical**” approach

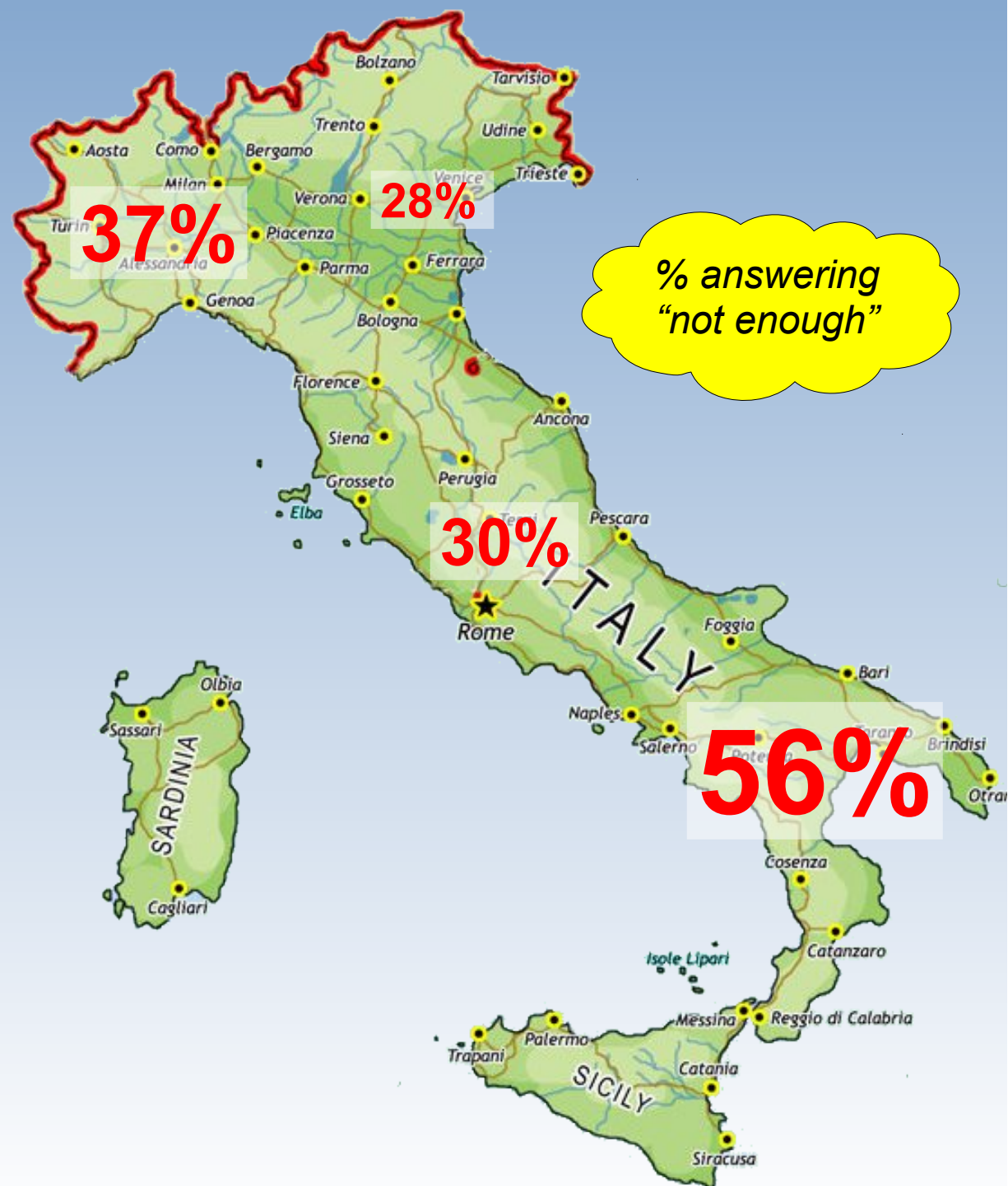


Can you keep your bike in good shape?

- % able to repair a flat tire by **job type**
- top of the game: jobs having a “**manual/technical**” approach
- at the other end of the scale: jobs with a “**culture/intellectual**” emphasis



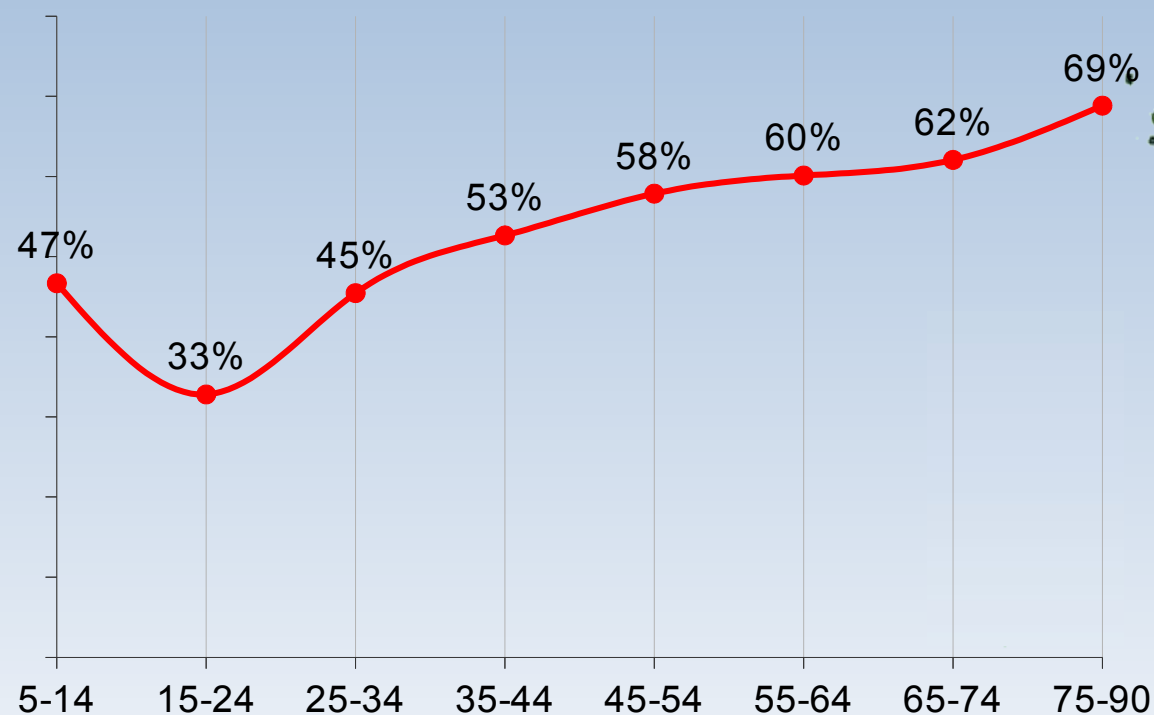
Are there bicycle
repair shops in your
neighborhood?



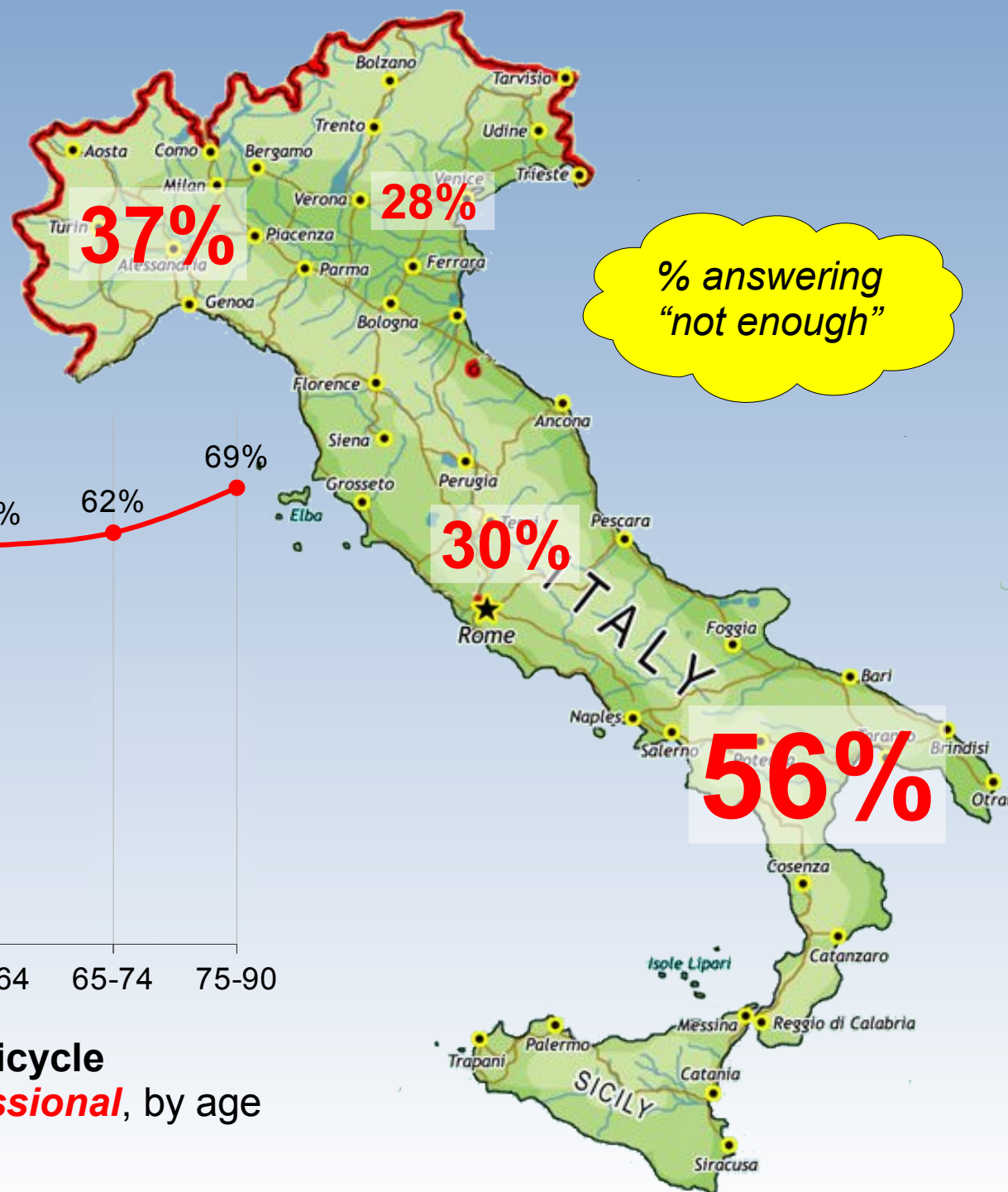
FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

Are there bicycle repair shops in your neighborhood?

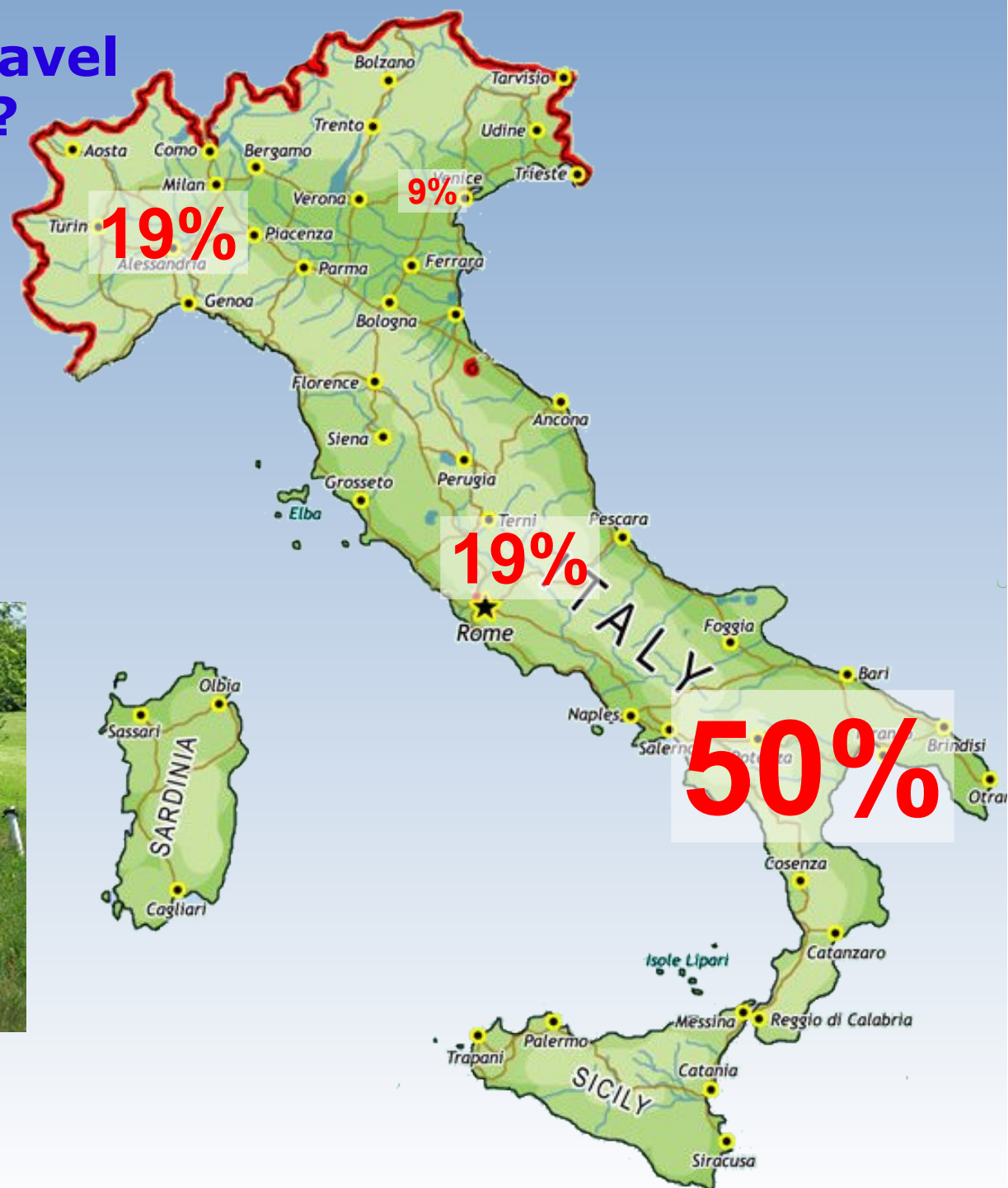


■ Percentage that leaves **bicycle maintenance** to a **professional**, by age



How much can you travel on cycle paths/lanes?

- People with **no chance** of cycling on cycle paths (whole of Italy 20%)

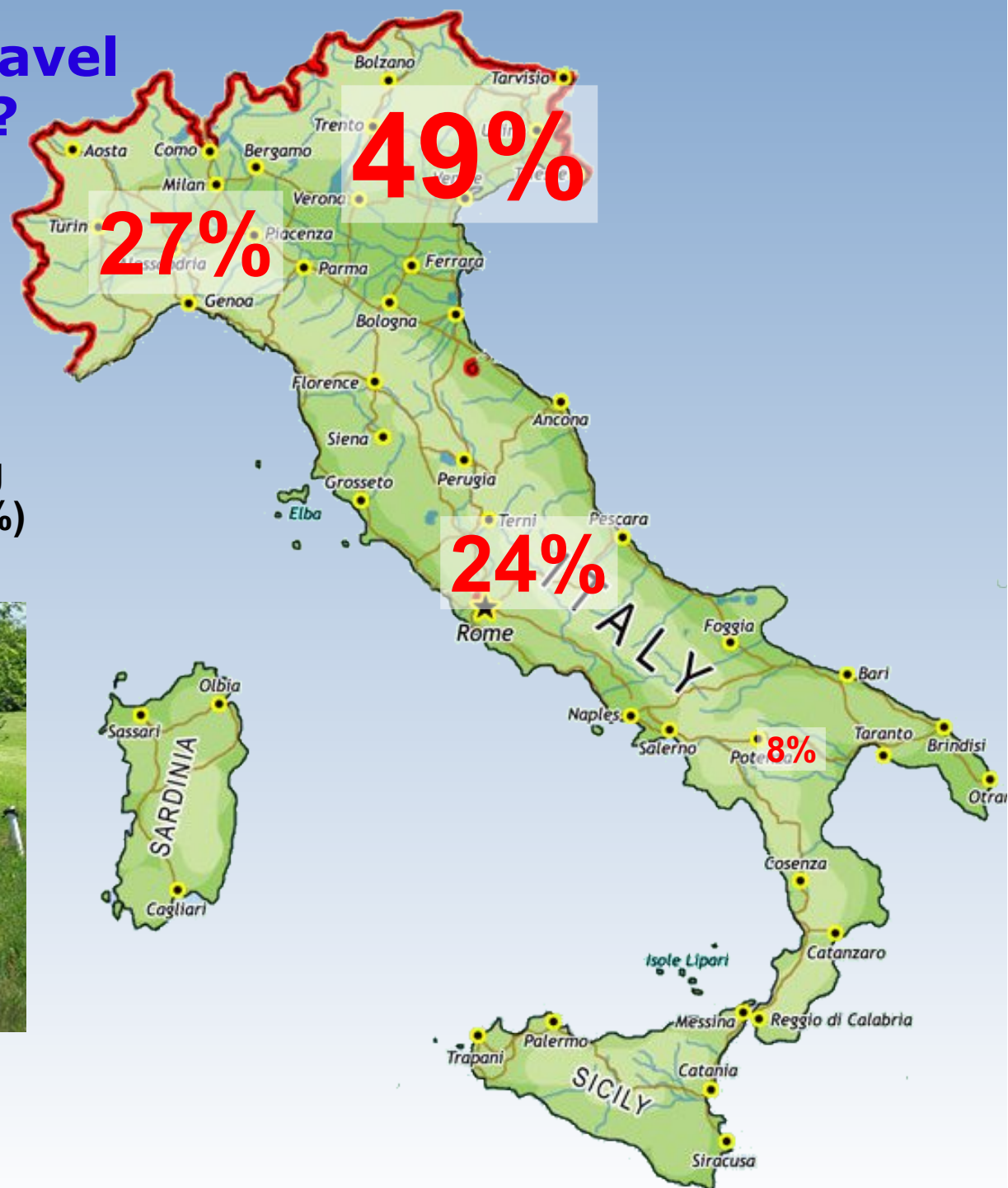


FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

How much can you travel on cycle paths/lanes?

- People lucky enough to travel **half or more** of their time along cycle paths (whole of Italy 31%)



FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

The quality of cycle routes in your area



- Evaluate four different aspects:
 - **Safety**, in particular at crossings, intersections
 - They **connect** important places
 - They allow **swift**, speedy cycling (no bottlenecks, sharp bends, etc.)
 - Road **signs and info** (delimitation of paths, distances, destinations)

		Safety	Connections	Speed	Sign system
Bad	☹	58,5%	51,8%	55,8%	63,2%
Acceptable		37,1%	43,8%	40,7%	32,9%
Good	☺	4,5%	4,4%	3,5%	4,0%

The quality of cycle routes in your area



- Evaluate four different aspects:
 - **Safety**, in particular at crossings, intersections
 - They **connect** important places
 - They allow **swift**, speedy cycling (no bottlenecks, sharp bends, etc.)
 - Road **signs and info** (delimitation of paths, distances, destinations)

		Safety	Connections	Speed	Sign system
Bad	☹	58,5%	51,8%	55,8%	63,2%
Acceptable		37,1%	43,8%	40,7%	32,9%
Good	☺	4,5%	4,4%	3,5%	4,0%



Particularly where cycle paths mix up with significant motorized traffic and cyclists must suddenly be alert



The quality of cycle routes in your area



- Evaluate four different aspects:
 - **Safety**, in particular at crossings, intersections
 - They **connect** important places
 - They allow **swift**, speedy cycling (no bottlenecks, sharp bends, etc.)
 - Road **signs and info** (delimitation of paths, distances, destinations)

		Safety	Connections	Speed	Sign system
Bad	☹	58,5%	51,8%	55,8%	63,2%
Acceptable		37,1%	43,8%	40,7%	32,9%
Good	☺	4,5%	4,4%	3,5%	4,0%

Particularly where cycle paths mix up with significant motorized traffic and cyclists must suddenly be alert

- Road signs on **urban** cycle routes are almost non-existing in Italy
- It is more common on longer cycle routes, but no standards or consistency

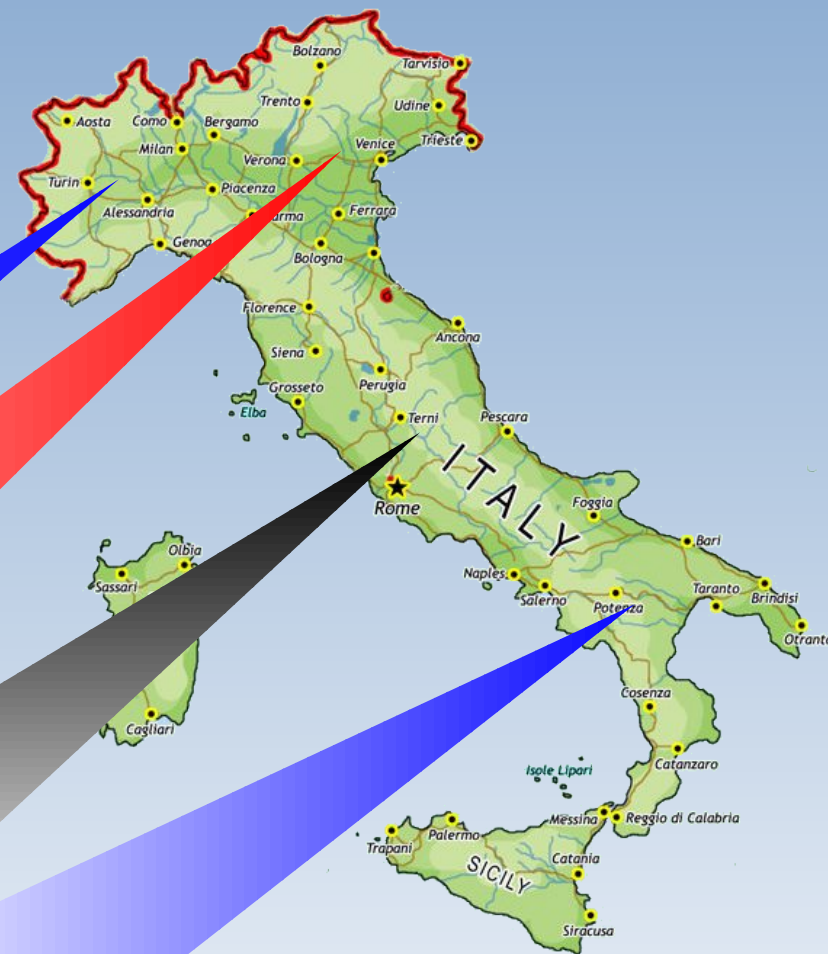
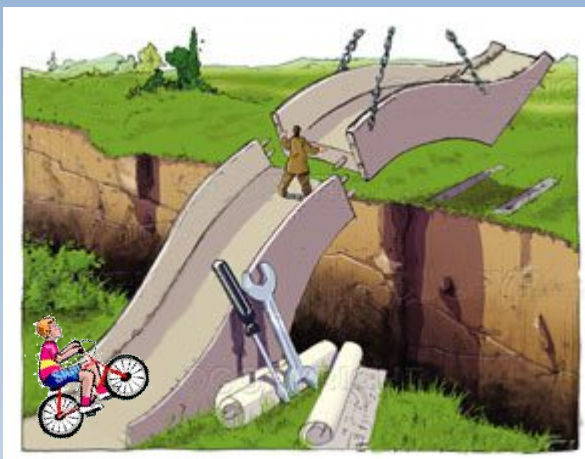
The quality of cycle routes in your area

- Opinions **change strongly** from place to place



The quality of cycle routes in your area

Opinions **change strongly** from place to place



North-West	North-East	Centre	South and Isles
-21%	15%	-35%	-26%
-13%	40%	-23%	-32%
-13%	10%	-20%	-27%
-32%	7%	-47%	-36%

Safety

Connections

Speed

Road signs and info

The quality of cycle routes in your area

- A detailed analysis



Topic	Macroarea			
<i>Safety, in particular at intersections</i>	North-West	North-East	Centre	South & Isles
Bad	62,1%	45,6%	68,7%	67,5%
Acceptable	35,0%	48,7%	28,9%	23,8%
Good	2,9%	5,7%	2,4%	8,7%
<i>They connect important places</i>				
Bad	57,6%	33,5%	62,2%	68,9%
Acceptable	39,6%	59,5%	35,9%	25,2%
Good	2,7%	7,0%	1,9%	5,9%
<i>They allow swift, speedy cycling</i>				
Bad	57,6%	46,8%	61,0%	67,0%
Acceptable	40,1%	49,2%	36,6%	25,6%
Good	2,3%	4,0%	2,4%	7,4%
<i>Road signs and info</i>				
Bad	66,9%	49,6%	74,5%	71,9%
Acceptable	30,8%	44,5%	24,1%	20,7%
Good	2,2%	5,9%	1,5%	7,5%

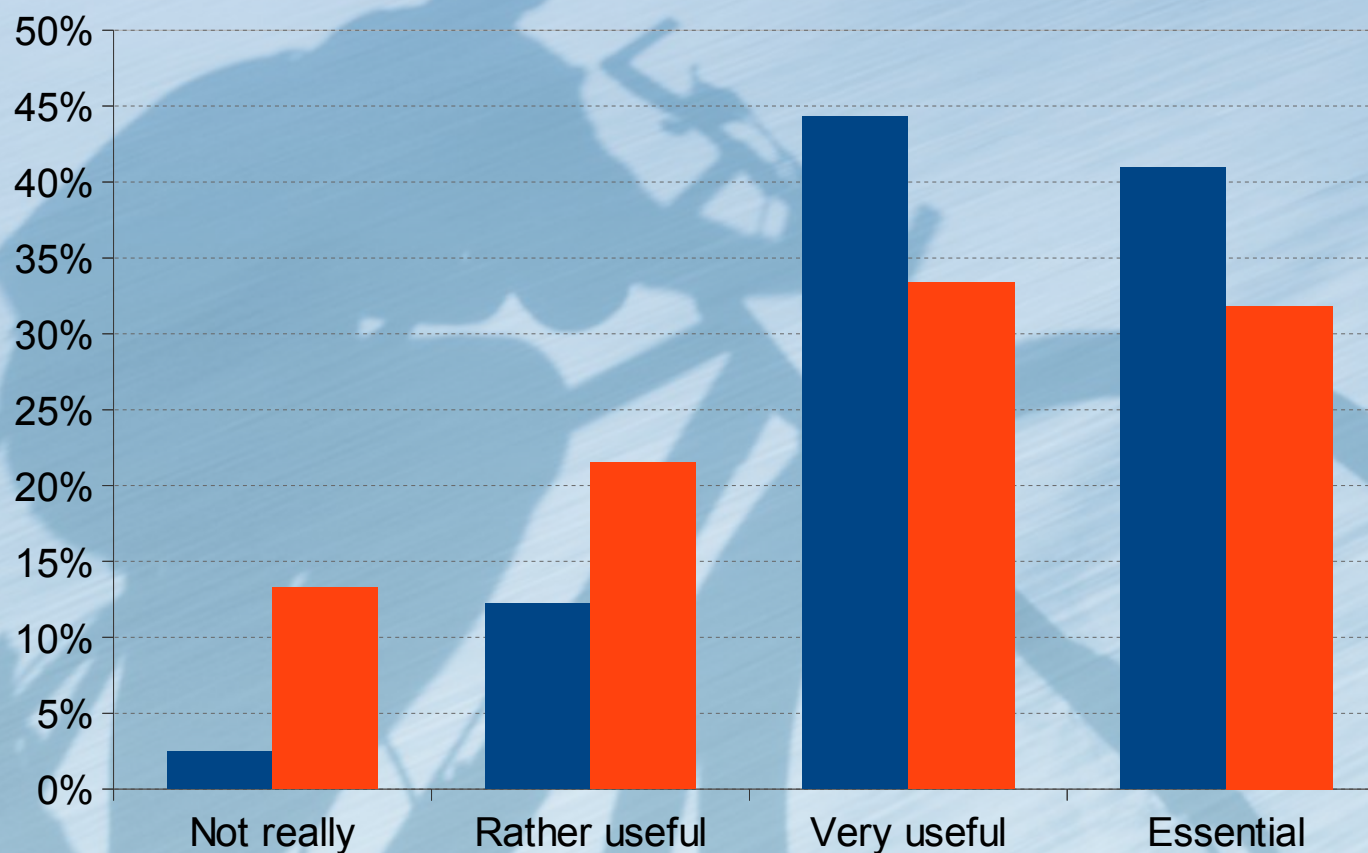
Are cycle tracks and lanes useful?

- High marks for both

- 85% strongly support **physically separated cycle tracks**
- 65% strongly support **unprotected cycle lanes** along normal roads

■ Separated
cycle tracks

■ Unprotected
cycle lanes



What are the features of a top class cycle path?

- Appraising **what is generally most relevant** to build great cycle routes



What are the features of a top class cycle path?

- Appraising **what is generally most relevant** to build great cycle routes

Topic	Unimportant	Relevant	Crucial	Totals
Safety, in particular at intersections	2,6%	11,5%	85,9%	100%
They connect important places	4,0%	29,2%	66,8%	100%
They allow swift, speedy cycling	25,8%	41,6%	32,6%	100%
Road signs and info	8,3%	31,5%	60,2%	100%

- Safety** is almost unanimously seen as the key factor



What are the features of a top class cycle path?

- Appraising **what is generally most relevant** to build great cycle routes

Topic	Unimportant	Relevant	Crucial	Totals
Safety, in particular at intersections	2,6%	11,5%	85,9%	100%
They connect important places	4,0%	29,2%	66,8%	100%
They allow swift, speedy cycling	25,8%	41,6%	32,6%	100%
Road signs and info	8,3%	31,5%	60,2%	100%

- Safety** is almost unanimously seen as the key factor
- But: **all** topics are considered significant :
 - The route must be useful**, I want it where I usually travel the most
 - Need to know where I am going**: I will choose a cycle track when I know whether it will take me to the end of the world or just to the next block



What are the features of a top class cycle path?

- Appraising **what is generally most relevant** to build great cycle routes

Topic	Unimportant	Relevant	Crucial	Totals
Safety, in particular at intersections	2,6%	11,5%	85,9%	100%
They connect important places	4,0%	29,2%	66,8%	100%
They allow swift, speedy cycling	25,8%	41,6%	32,6%	100%
Road signs and info	8,3%	31,5%	60,2%	100%

- Safety** is almost unanimously seen as the key factor
- But: **all** topics are considered significant :
 - The route must be useful**, I want it where I usually travel the most
 - Need to know where I am going**: I will choose a cycle track when I know whether it will take me to the end of the world or just to the next block
 - I want the route to be efficient**: less crucial than the others; still, 3/4 of those surveyed find it relevant



- the latter is **more** decisive for people **who cycle more**: those covering longer distances, doing more frequent urban transfers and/or excursions; those doing bike-to-work or bike-to-school



What are the features of a top class cycle path?

- Appraising **what is generally most relevant** to build great cycle routes

Topic	Unimportant	Relevant	Crucial	Totals
Safety, in particular at intersections	2,6%	11,5%	85,9%	100%
They connect important places	4,0%	29,2%	66,8%	100%
They allow swift, speedy cycling	25,8%	41,6%	32,6%	100%
Road signs and info	8,3%	31,5%	60,2%	100%

- Safety** is almost unanimously the most important factor

- But: **all** topics are considered relevant

- The route must** be easy to find and travel the most

- Need to know** where the cycle track starts and ends of the world or

- I want the route to be** clear and easy to find; surveyed find it relevant

Safety and **Road signs** are **more important** for women



- the latter is **more** decisive for people **who cycle more**: those covering longer distances, doing more frequent urban transfers and/or excursions; those doing bike-to-work or bike-to-school

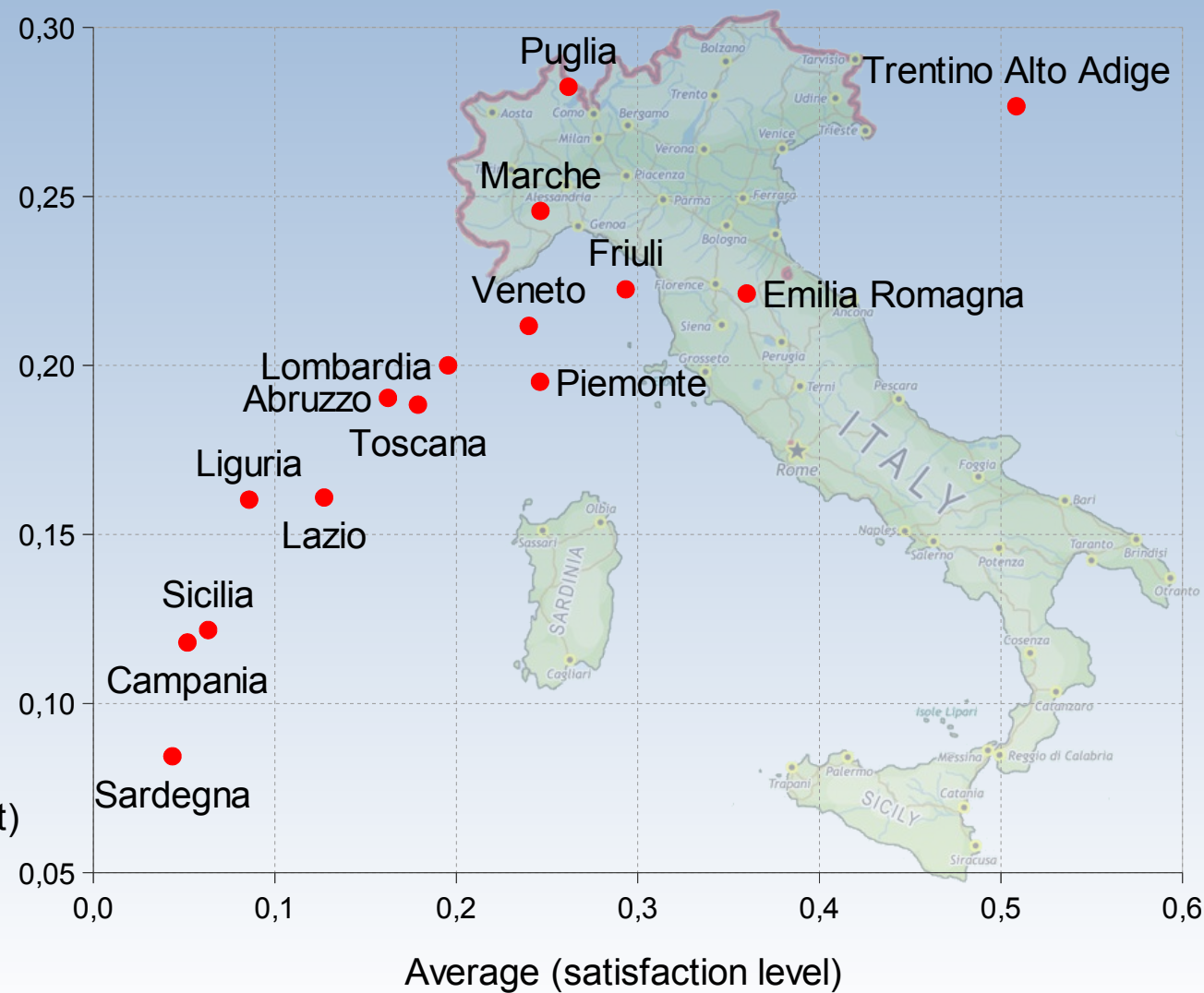


Cycle paths in each Italian Region

- **Overall** quality evaluation and level of agreement
- **Weighted average** of opinions on the 4 topics (weight: relevance assessment for each)



Standard
Deviation
(disagreement)



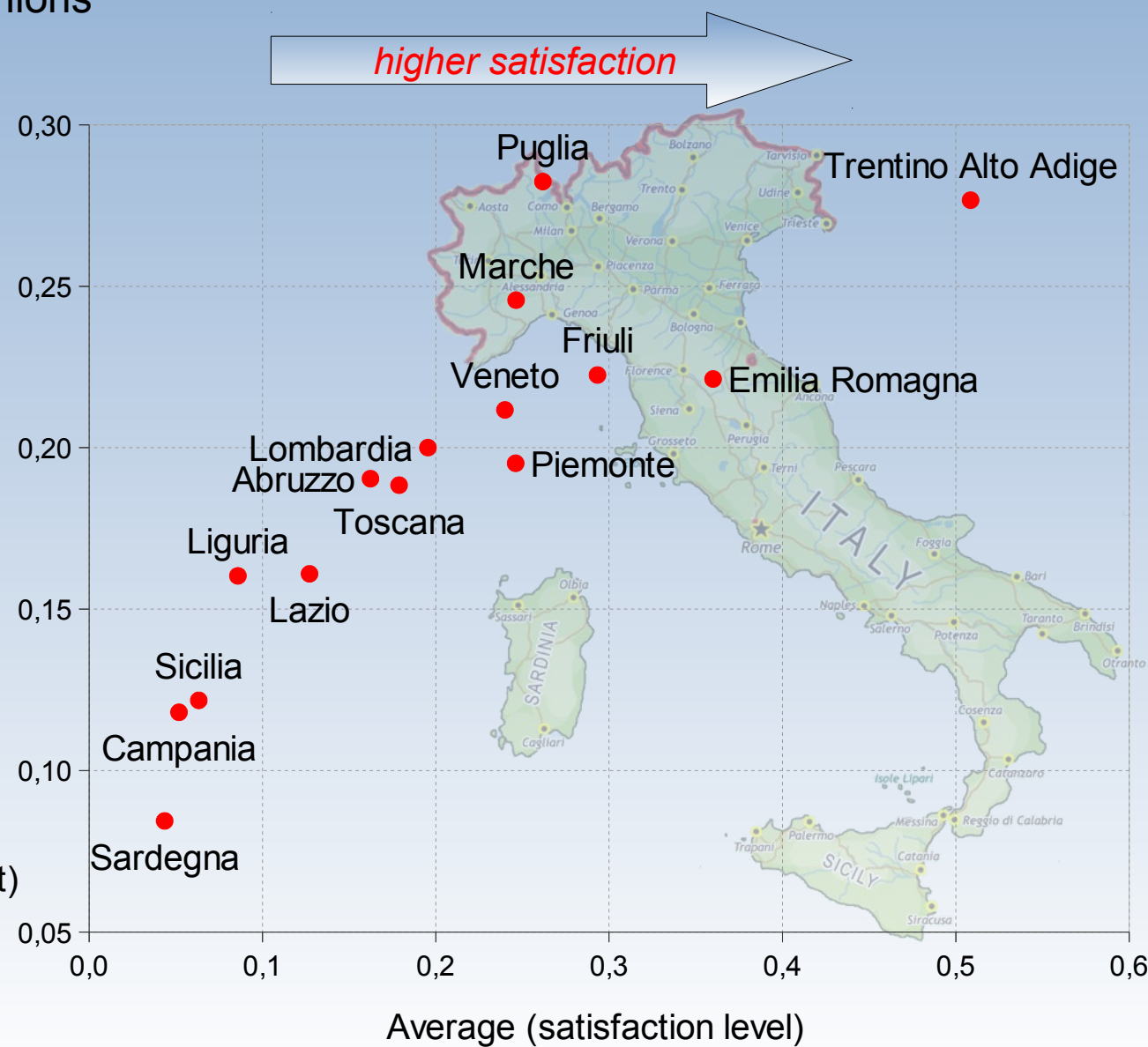
Cycle paths in each Italian Region

- **Overall** quality evaluation and level of agreement
- **Weighted average** of opinions on the 4 topics (weight: relevance assessment for each)



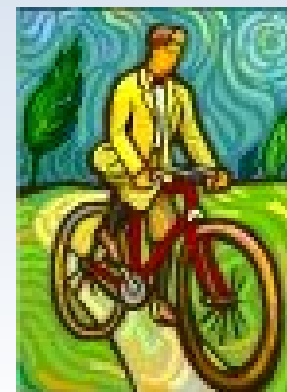
more disagreement

Standard Deviation (disagreement)



Open answers on cycle paths

- More than **1700** answers on the topic
- 5 key recurring elements:
 - **Existence** - the number of cyclists who have never seen a cycle path in their area is still high
 - **Continuity and consistency** - choice of routes by planners appears to be random and fragmented, exposing the lack of an organic plan
 - **Invasion and promiscuity** - hundreds of people complain against the endemic occupation of cycle paths for inappropriate reasons, a true chronic illness
 - **Maintenance** - the effort to keep the cycle paths in good shape after building them is sporadic at best, as resources are scarce and a short term approach undervalues durability
 - **Usability** - the poor quality of projects details and their practical implementation: non-linearity (longer than needed routes, sharp bends that force cyclist to slow down repeatedly, frequent intersection where bikes must give right of way); scarce attention to the rider's comfort (bumps and jumps causing back-ache, narrowness of tracks, no or little road signs)

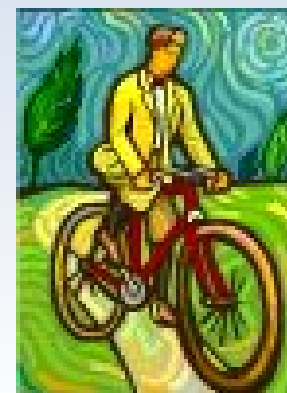


Open answers on cycle paths

- More than **1700** answers on the topic
- 5 key recurring elements:
 - **Existence** - the number of cyclists who have never seen a cycle path in their area is still high
 - **Continuity and consistency** - choice of routes by planners appears to be random and fragmented, exposing the lack of an organic plan
 - **Invasion and promiscuity** - hundreds of people complain against the endemic occupation of cycle paths for inappropriate reasons, a true chronic illness
 - **Maintenance** - the effort to keep the cycle paths in good shape after building them is sporadic at best, as resources are scarce and a short term approach undervalues durability
 - **Usability** - the poor quality of projects details and their practical implementation: non-linearity (longer than needed routes, sharp bends that force cyclist to slow down repeatedly, frequent intersection where bikes must give right of way); scarce attention to the rider's comfort (bumps and jumps causing back-ache, narrowness of tracks, no or little road signs)



*...no lighting, badly damaged surface,
parked scooters, bar tables, wastage
containers, temporary route changes due
to fairs and open-air markets, non-
existing or non-signaled intersections
where cars never dream to stop.....*



... even bicycles have to rest sometimes



... even bicycles have to rest sometimes

- Is **availability of bicycle racks** good in your town/city?

	North-West	North-East	Centre	South & Isles	All
No	80,7%	57,1%	75,1%	81,4%	72,0%
Acceptable	18,5%	39,8%	22,6%	15,1%	25,9%
Excellent	0,8%	3,1%	2,3%	3,5%	2,2%



Roanoke, Virginia

... even bicycles have to rest sometimes

- Is **availability of bicycle racks** good in your town/city?

	North-West	North-East	Centre	South & Isles	All
No	80,7%	57,1%	75,1%	81,4%	72,0%
Acceptable	18,5%	39,8%	22,6%	15,1%	25,9%
Excellent	0,8%	3,1%	2,3%	3,5%	2,2%



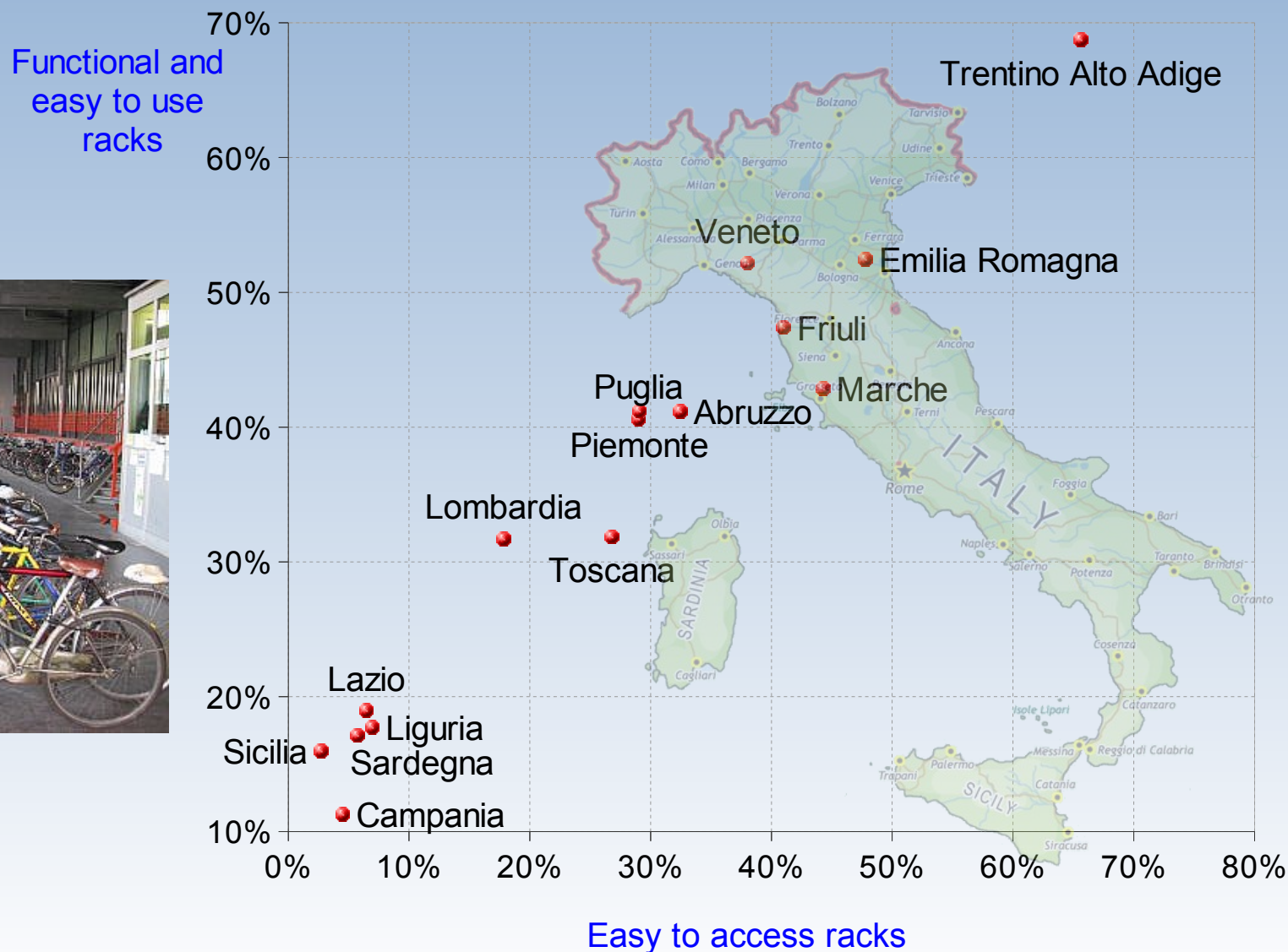
Roanoke, Virginia

- Which fraction of the existing bike racks are **easy to use** and **functional**?

	North-West	North-East	Centre	South & Isles	All
A minority	67,3%	48,5%	67,4%	69,9%	61,4%
A large part	30,6%	47,8%	30,1%	26,8%	35,7%
All bike racks	2,0%	3,8%	2,4%	3,3%	2,8%

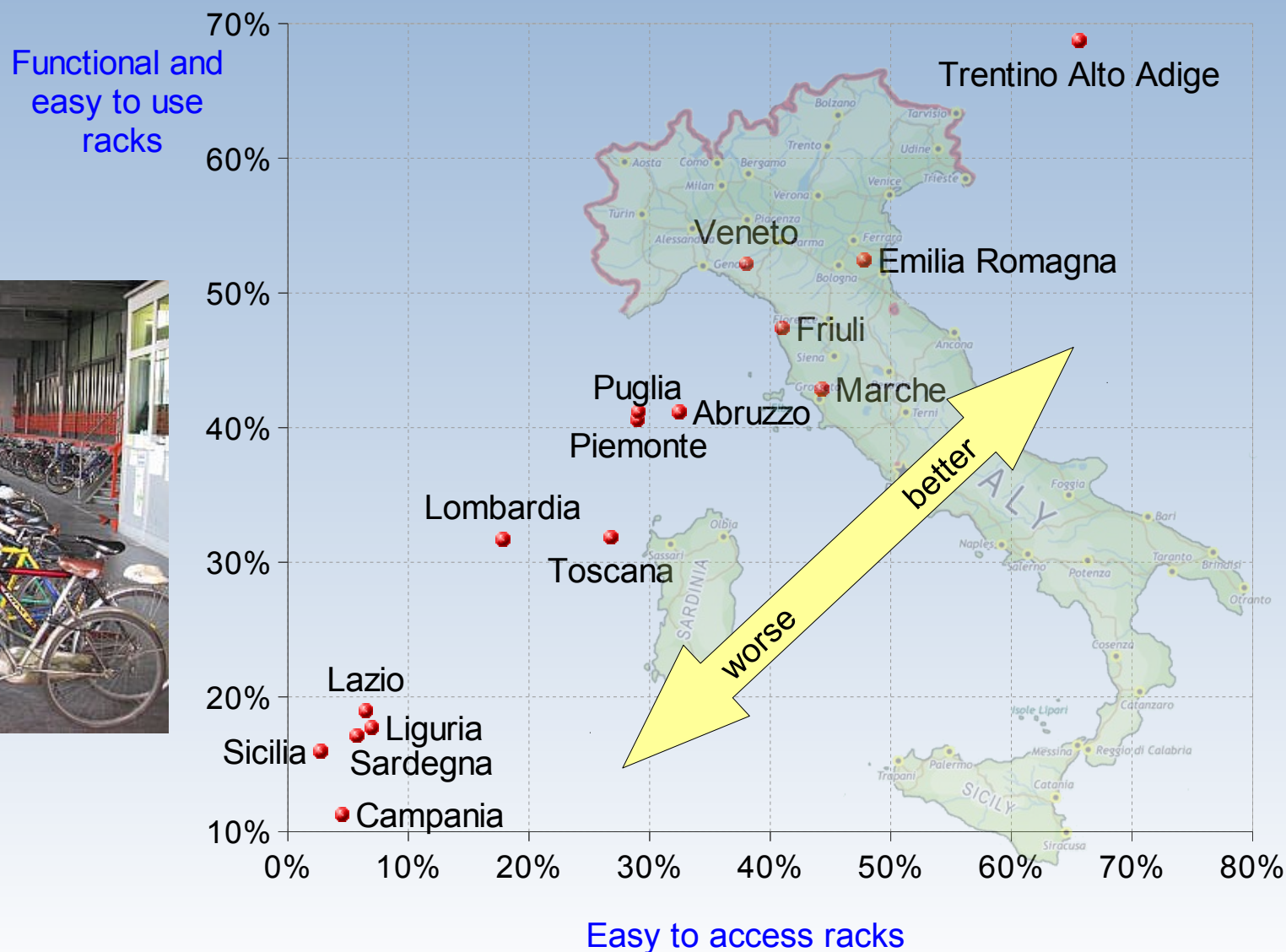
Bike parking, place by place

- Satisfaction rate regarding **availability** and **practicality** of existing bike racks in each Italian Region



Bike parking, place by place

- Satisfaction rate regarding **availability** and **practicality** of existing bike racks in each Italian Region



Park your bike, and hope for the best...

- **58%** of cyclists have been victims of **bicycle theft** at least once
- **30%** of them can boast **two or more** stolen bicycles

Park your bike, and hope for the best...

- **58%** of cyclists have been victims of **bicycle theft** at least once
- **30%** of them can boast **two or more** stolen bicycles



ONLUS

Park your bike, and hope for the best...

- **58%** of cyclists have been victims of **bicycle theft** at least once
- **30%** of them can boast **two or more** stolen bicycles



<i>I ride to:</i>	<i>go to work</i>	
Theft victim?	No	Yes
No	51,9%	33,5%
Only once	26,8%	28,4%
Repeatedly	21,3%	38,1%

<i>I ride to:</i>	<i>move around the city</i>	
Theft victim?	No	Yes
No	57,4%	36,7%
Only once	25,0%	28,6%
Repeatedly	17,6%	34,8%

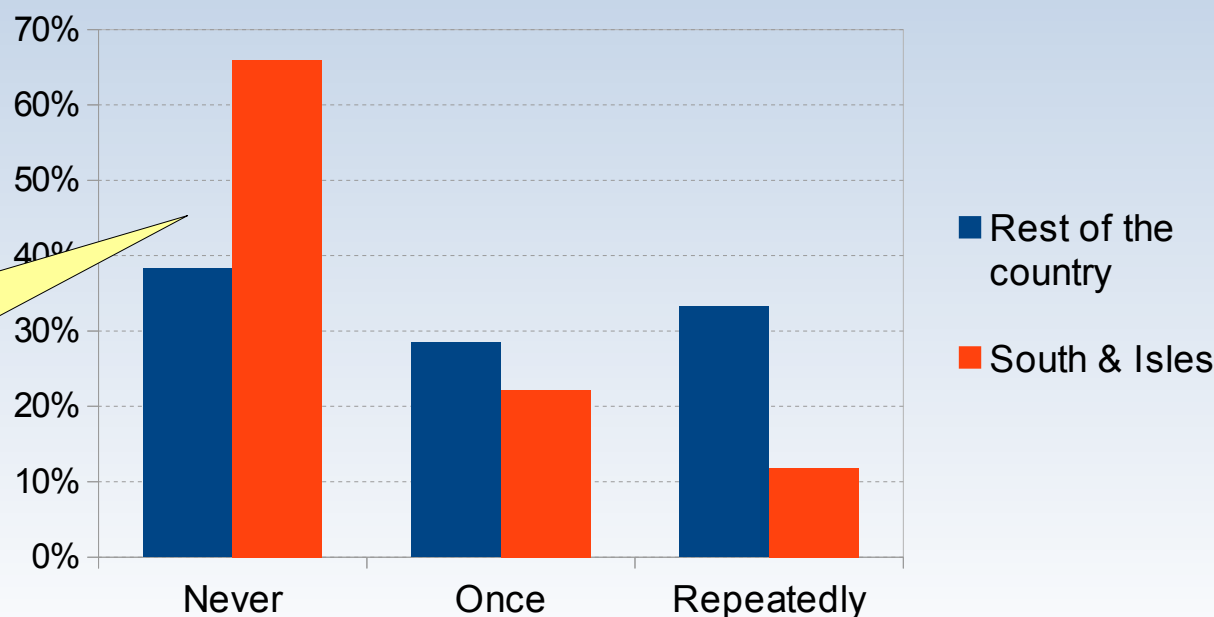
Park your bike, and hope for the best...

- **58%** of cyclists have been victims of **bicycle theft** at least once
- **30%** of them can boast **two or more** stolen bicycles



<i>I ride to:</i>	<i>go to work</i>	
Theft victim?	No	Yes
No	51,9%	33,5%
Only once	26,8%	28,4%
Repeatedly	21,3%	38,1%

<i>I ride to:</i>	<i>move around the city</i>	
Theft victim?	No	Yes
No	57,4%	36,7%
Only once	25,0%	28,6%
Repeatedly	17,6%	34,8%



Southern cyclists are less at risk?

BUT:

- less bike to work
- less urban transfers

Bicycle theft and police report

- Not all victims file a police report for the theft



Risky locations:

- Rail stations (700 out of 1500 answers)
- City centre but also suburbs (anywhere!!)



FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

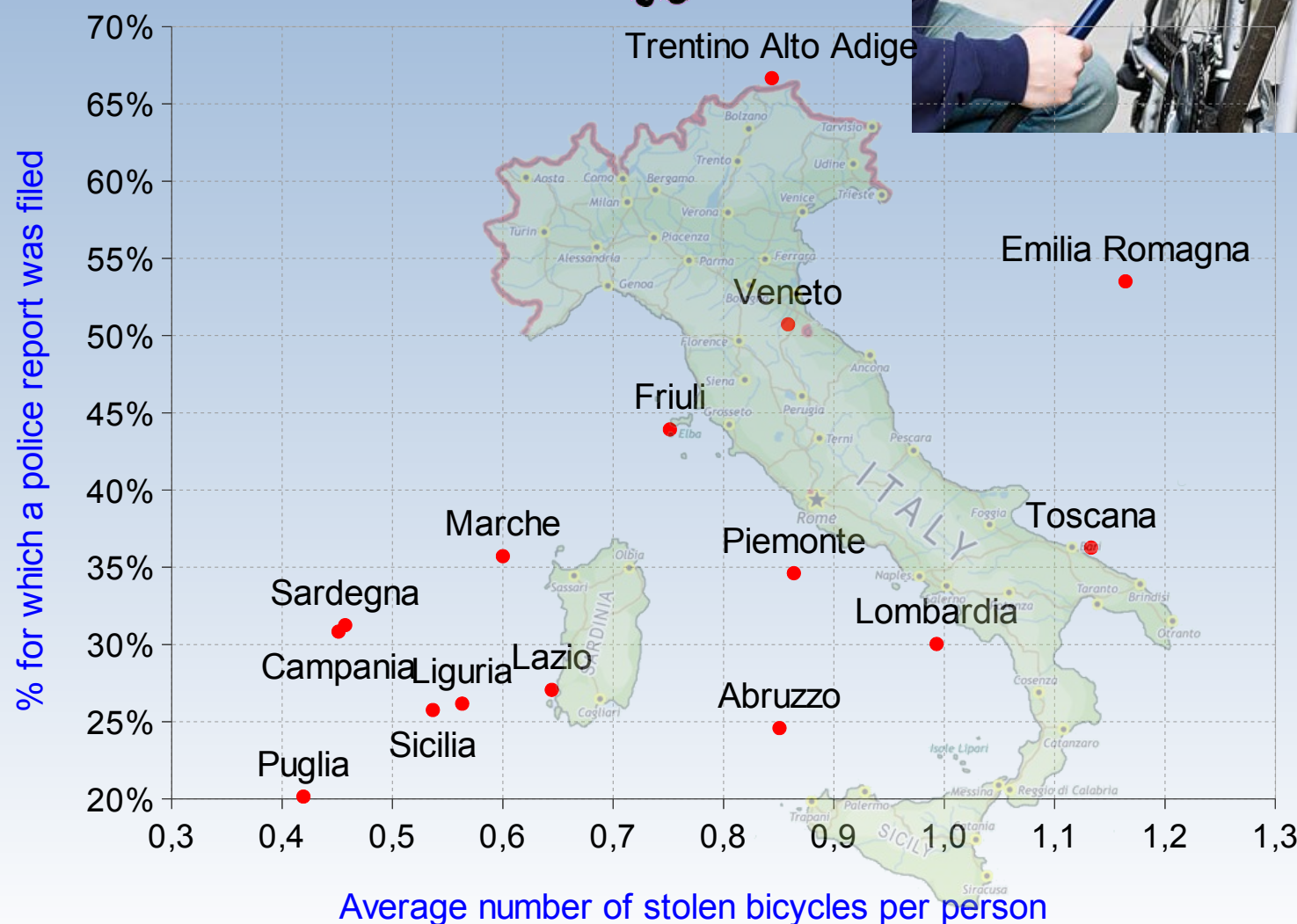
Bicycle theft and police report

- Not all victims file a police report for the theft
- A look at theft and police reporting *around Italian regions*



Risky locations:

- Rail stations (700 out of 1500 answers)
- City centre but also suburbs (anywhere!!)



Thank you for your attention....

