

### **APRESENTAÇÃO**

Esta publicação tem como objetivo apresentar os principais resultados da segunda edição da Pesquisa Perfil do Ciclista e suas motivações para utilizar a bicicleta. Nesta segunda edição, além do Brasil, foram incluídas cidades da Argentina e Colômbia. No Brasil, foram entrevistados 7644 ciclistas em 25 cidades das diferentes regiões brasileiras: Afuá (PA), Antonina (PR), Aracaju (SE), Belém (PA), Brasília (DF), Cáceres (MT), Campo **Grande (MS), Curitiba (PR),** Florianópolis (SC), Gurupi (TO), Ilha Solteira (SP), Mambaí (GO), Manaus (AM), Niteroi (RJ), Palmas (TO), Pedro Leopoldo (MG), Pomerode (SC), Porto

Alegre (RS), Recife (PE), Rio de Janeiro (RJ), São Fidelis (RJ), São Paulo (SP), Sorocaba (SP), Tamandaré (PE) e Tarauacá (AC). Na Argentina, a pesquisa foi realizada em 3 cidades sendo elas Rosário, Salta e Santa Rosa. Já na Colômbia, 4 cidades fizeram parte da pesquisa: Bucaramanga, Medelín, Popayan e Villavicêncio.

A pesquisa foi organizada pela Transporte Ativo e pelo LABMOB-UFRJ, e contou com uma extensa rede de organizações colaboradoras que levaram a campo, entre setembro de 2017 e abril de 2018 mais de 140 pesquisadores.

Devido a abrangência e a

complexidade da pesquisa, a sua concretização só foi possível através da participação e engajamento de todos envolvidos, fruto de um grande esforço de ação coletiva.

Os resultados sintéticos apresentados aqui revelam as principais tendências do deslocamento por bicicleta no cenário de várias cidades brasileiras e latino-americanas. Cabe ressaltar que não é possível uma comparação direta com a primeira edição da pesquisa – realizada em 2015 - pois adotamos outro método de amostragem, mais refinado e que resultou – em muitos casos – em amostras com tamanhos

distintos.

Essa pesquisa é promissora e inovadora por unir esforços na escala latino-americana na produção de conhecimento sobre os usuários e o uso da bicicleta como transporte urbano e na promoção desse modal nos diferentes países. Como aplicação imediata dos dados coletados e analisados nesta pesquisa, temos o fornecimento de subsídios para que gestores públicos, urbanistas e outros atores envolvidos formulem uma agenda mais precisa e robusta de políticas públicas e ações de promoção do transporte cicloviário.



### BRASIL

PRINCIPAIS DESTINOS



55.7% COMPRAS



61.9% LAZER

75.8% TRABALHO 82.5%

# BRASIL PERFIL DO CICLISTA



40.3%

18.2%

UTILIZA A BICICLETA EM COMBINAÇÃO COM OUTRO MODO DE TRANSPORTE

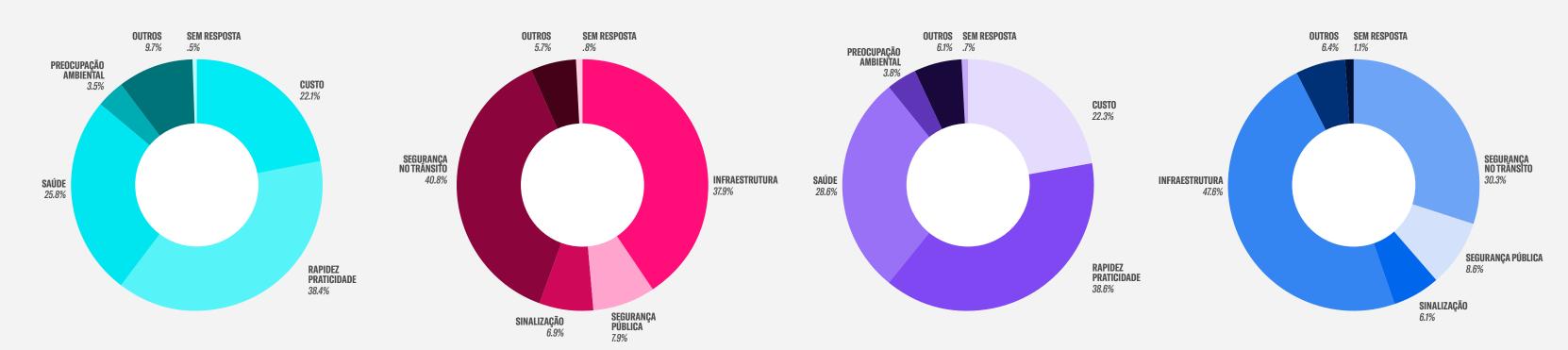
TÊM RENDA ENTRE 1 A 2 SALÁRIOS LEVA ENTRE
10 E 30 MINUTOS
EM SUAS VIAGENS
DE BICICLETA

55%

25.7%

PEDALA 5 DIAS OU MAIS POR SEMANA USA A BICICLETA COMO MEIO DE TRANSPORTE HÁ MAIS DE 5 ANOS TÊM ENTRE 25 E 34 ANOS DE IDADE

### BRASIL



MOTIVAÇÃO PARA COMEÇAR A UTILIZAR A BICICLETA COMO MODO DE TRANSPORTE URBANO

PROBLEMAS DO DIA-A-DIA MOTIVAÇÃO PARA CONTINUAR PEDALANDO

### CIDADES

### BRASIL

**AFUÁ**PA **ANTONINA**PR **ARACAJU<sup>SE</sup> BELÉM**PA **BRASÍLIA**DF **CÁCERES**<sup>MT</sup> CAMPO GRANDE<sup>MS</sup> **CURITIBA**PR **FLORIANÓPOLIS**<sup>SC</sup> **GURUPI**<sup>TO</sup> ILHA SOLTEIRASP MAMBAÍGO **MANAUS**<sup>AM</sup>

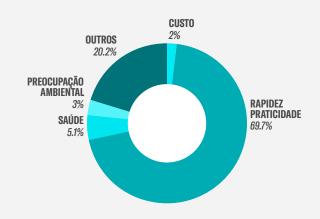
PALMASTO
PEDRO LEOPOLDOMG
POMERODESC
PORTO ALEGRERS
RECIFEPE
RIO DE JANEIRORJ
SÃO FIDÉLISRJ
SÃO PAULOSP
SOROCABASP
TAMANDARÉPE
TARAUACÁAC

### **ARGENTINA**

ROSÁRIO SALTA SANTA ROSA

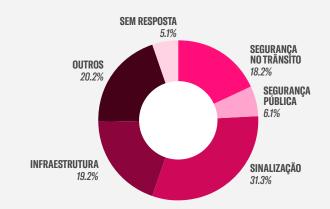
### COLÔMBIA

BUCARAMANGA MEDELÍN POPAYAN VILLAVICÊNCIO

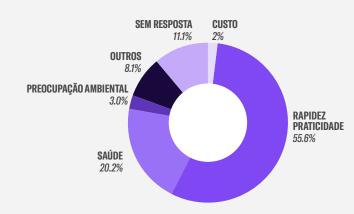




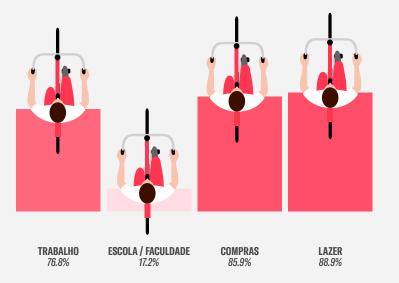
#### PROBLEMAS DO DIA-A-DIA



## AFUÁPA



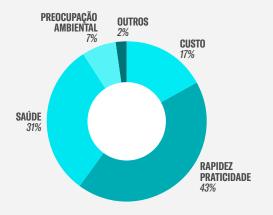


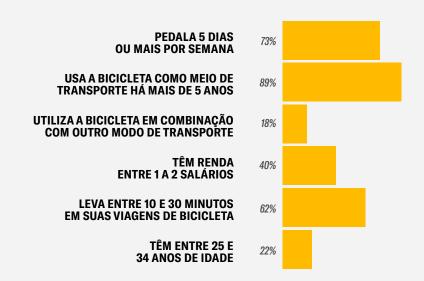


PRINCIPAIS DESTINOS

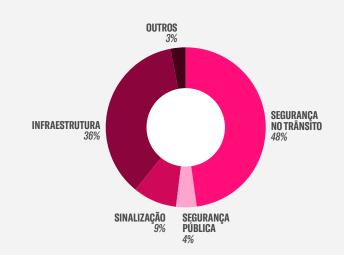


MOTIVAÇÃO PARA PEDALAR MAIS





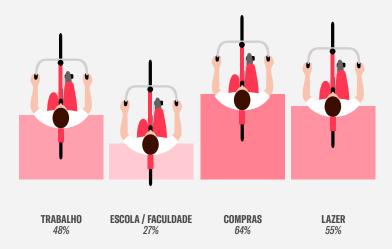
### PROBLEMAS DO DIA-A-DIA



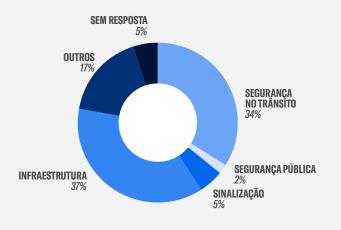
### ANTONINA

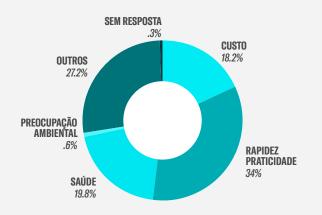


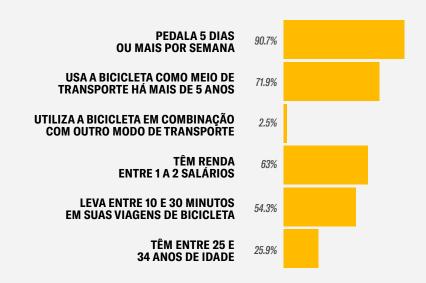
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



PRINCIPAIS DESTINOS



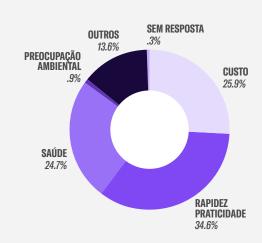




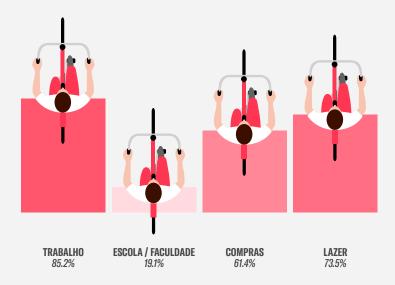
### PROBLEMAS DO DIA-A-DIA



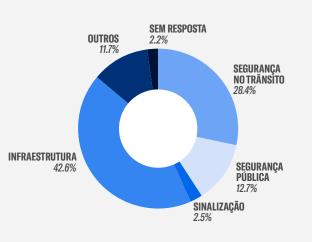
### ARACAJU



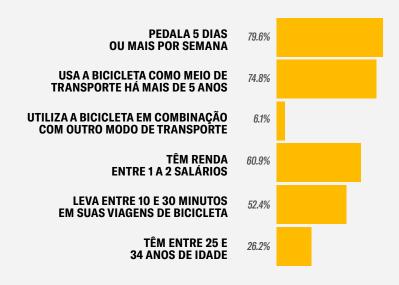
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



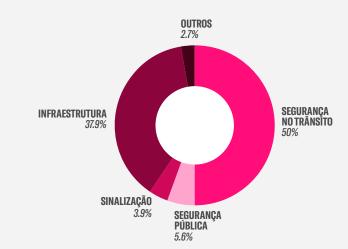
PRINCIPAIS DESTINOS



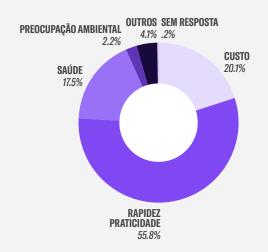




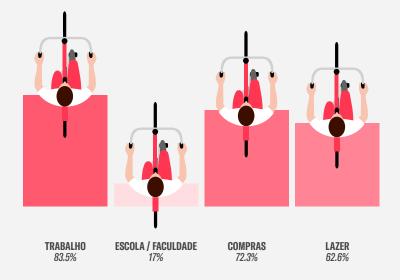
### PROBLEMAS DO DIA-A-DIA



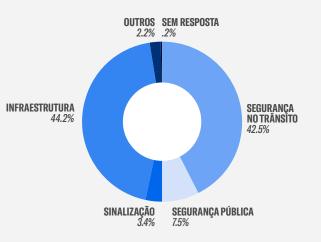
## BELÉMPA

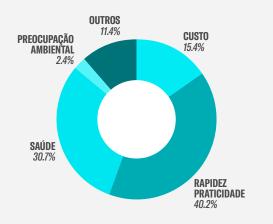


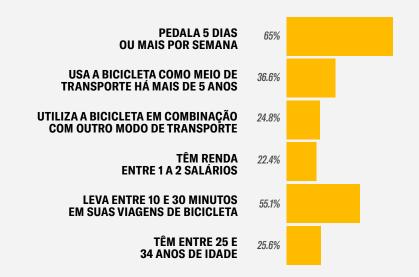
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



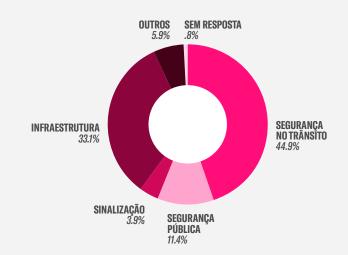
PRINCIPAIS DESTINOS



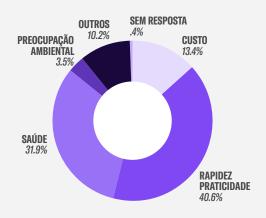




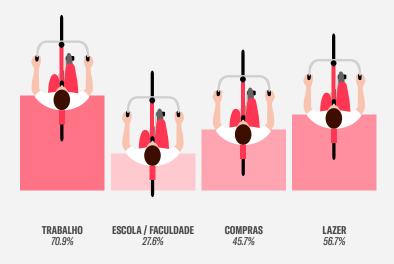
### PROBLEMAS DO DIA-A-DIA



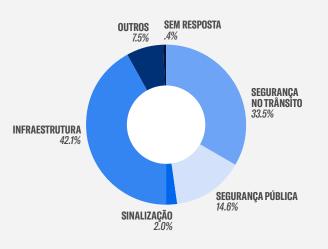
## BRASÍLIA



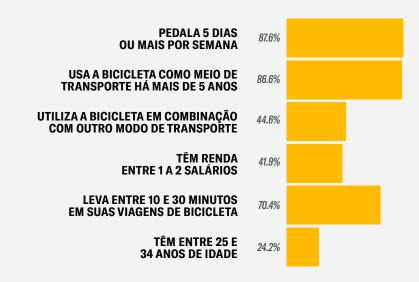




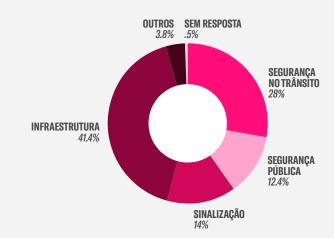
PRINCIPAIS DESTINOS



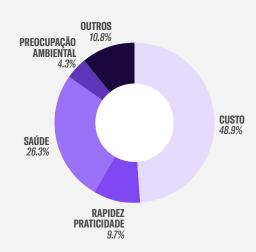




#### PROBLEMAS DO DIA-A-DIA



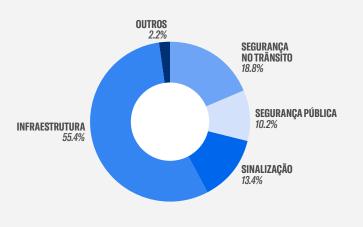
## CÁCERES



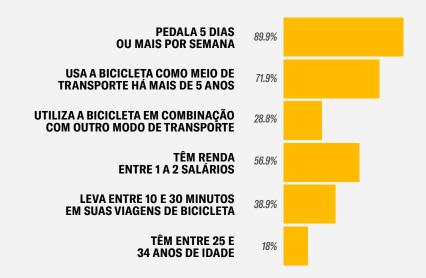
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



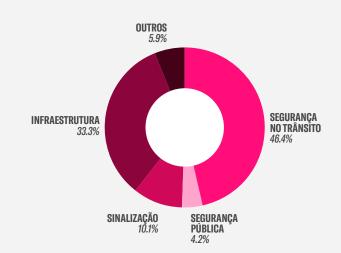
PRINCIPAIS DESTINOS



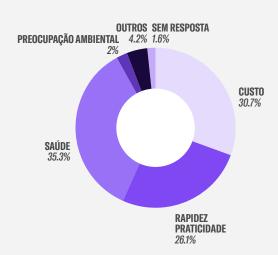




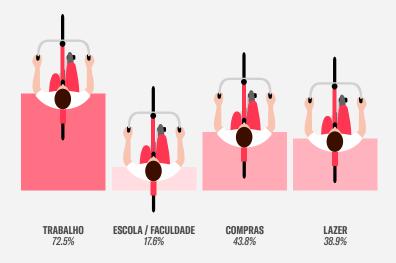
#### PROBLEMAS DO DIA-A-DIA



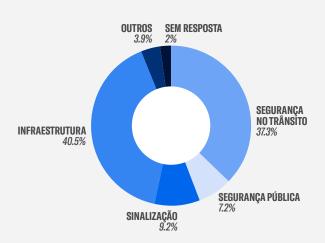
### CAMPO GRANDE

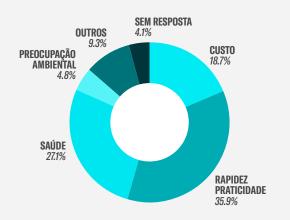


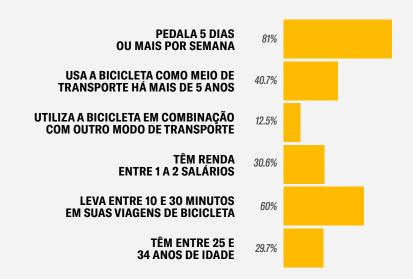
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



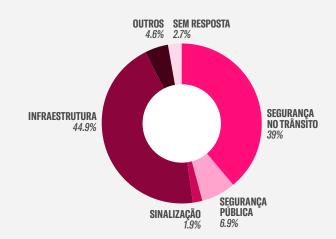
PRINCIPAIS DESTINOS







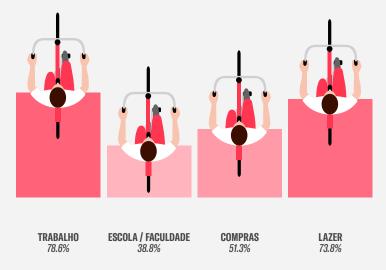
### PROBLEMAS DO DIA-A-DIA



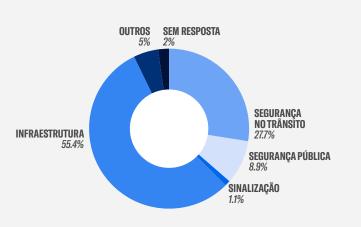
### CURITIBA

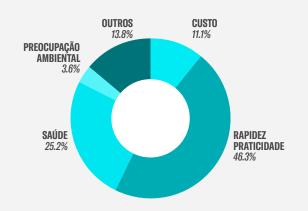


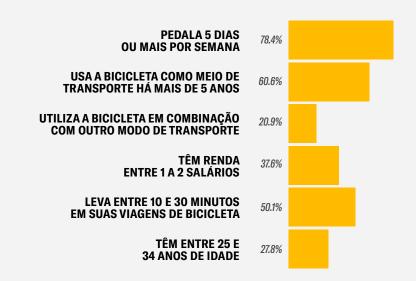




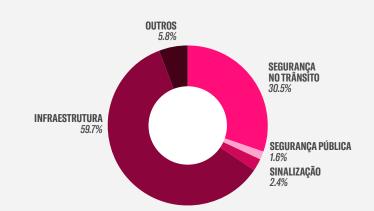
PRINCIPAIS DESTINOS



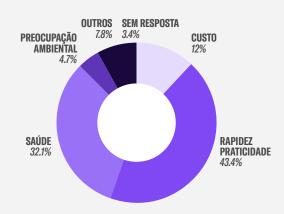




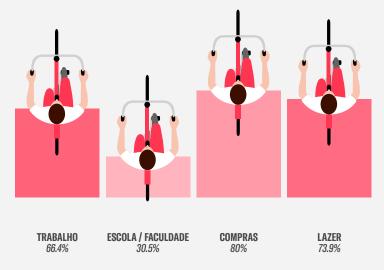




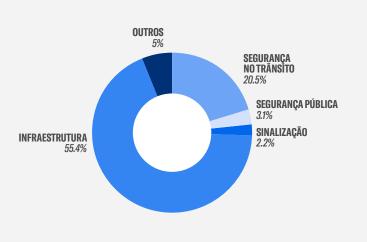
## FLORIANÓPOLIS



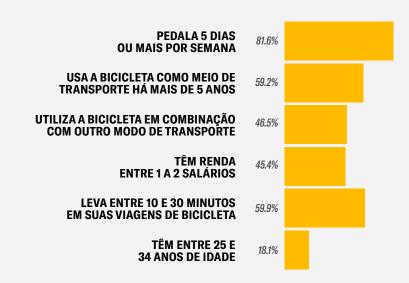




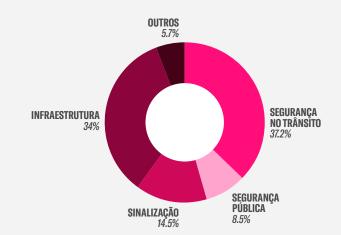
PRINCIPAIS DESTINOS







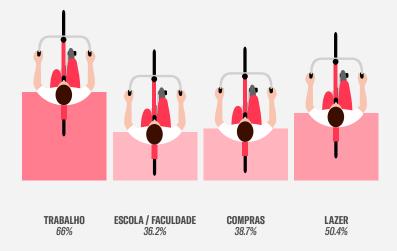
### PROBLEMAS DO DIA-A-DIA



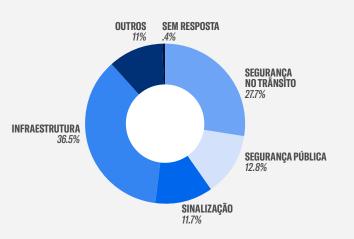
### GURUPI



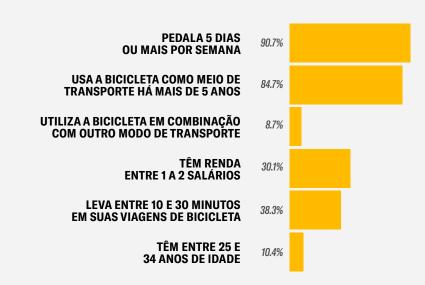




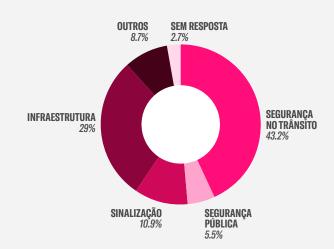
PRINCIPAIS DESTINOS



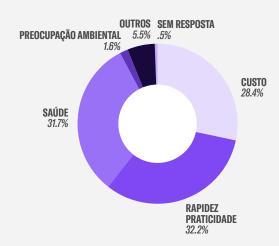




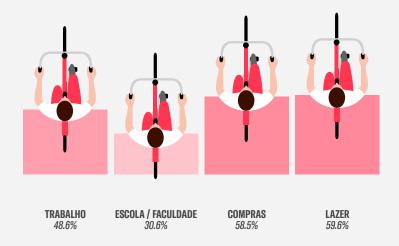
#### PROBLEMAS DO DIA-A-DIA



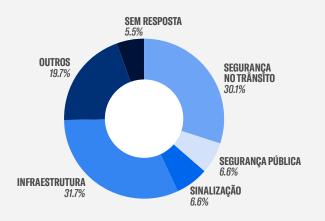
### ILHA SOLTEIRA<sup>SP</sup>

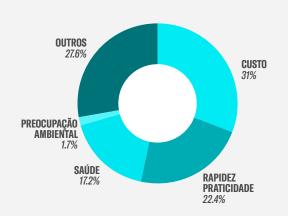


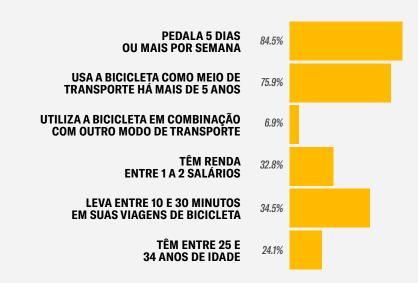
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



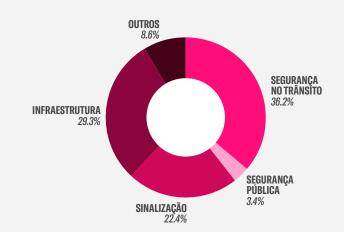
PRINCIPAIS DESTINOS



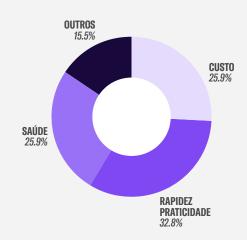




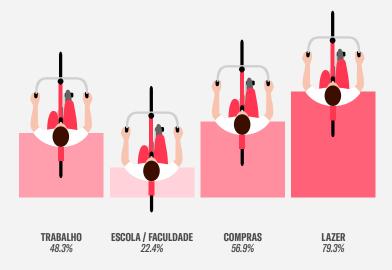
#### PROBLEMAS DO DIA-A-DIA



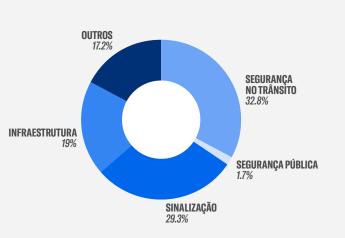
## MAMBAÍGO

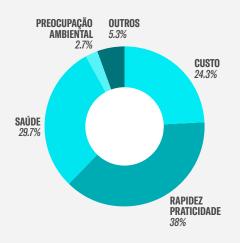


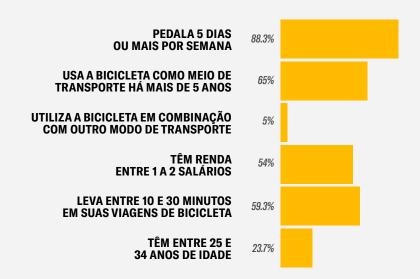




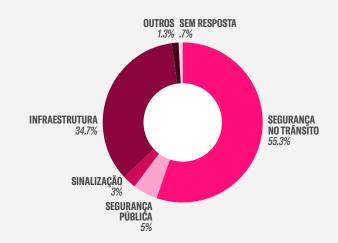
PRINCIPAIS DESTINOS



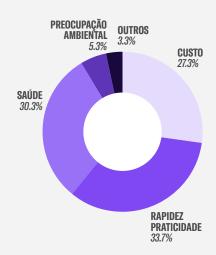




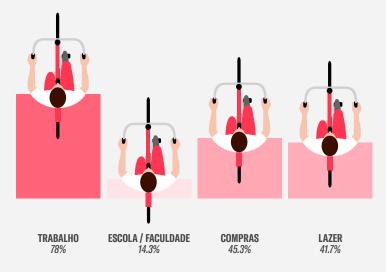
#### PROBLEMAS DO DIA-A-DIA



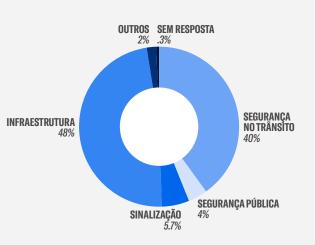
### MANAUS

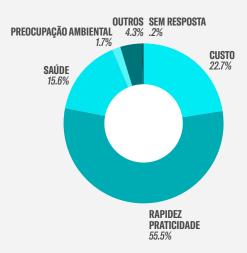


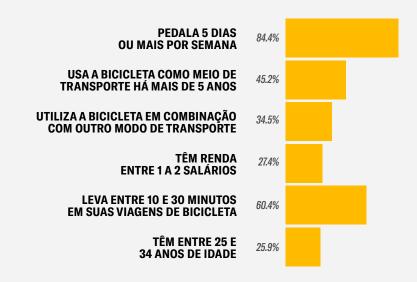
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



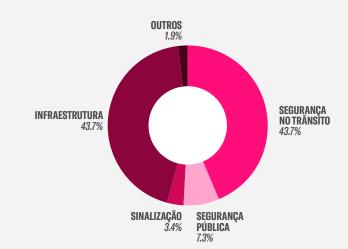
PRINCIPAIS DESTINOS



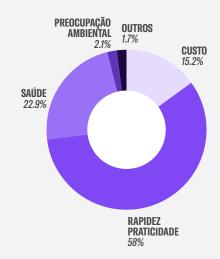




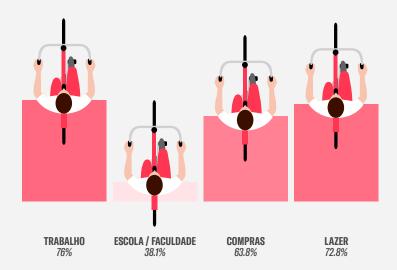
### PROBLEMAS DO DIA-A-DIA



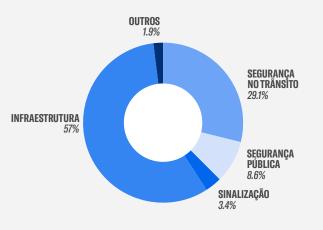
## NITERÓIRA

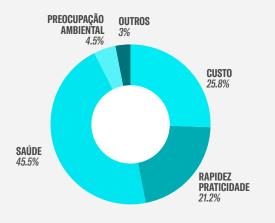


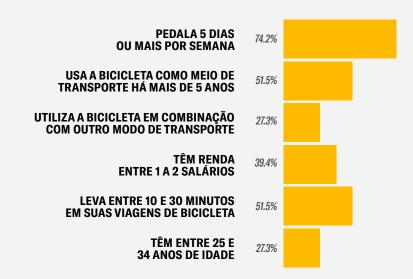
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



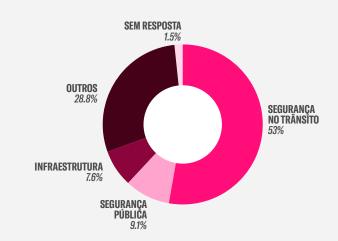
PRINCIPAIS DESTINOS



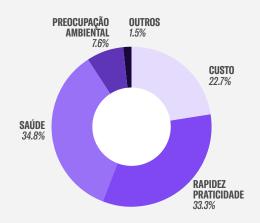




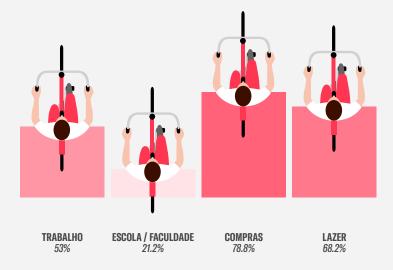
### PROBLEMAS DO DIA-A-DIA



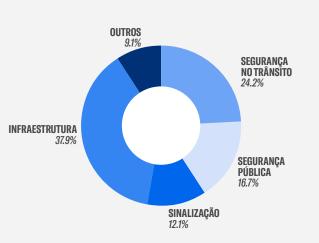
### PALMASTO



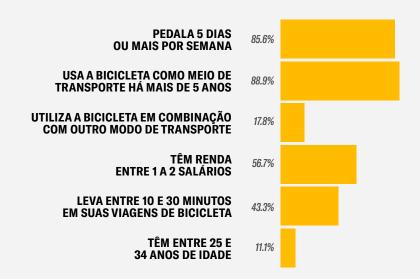




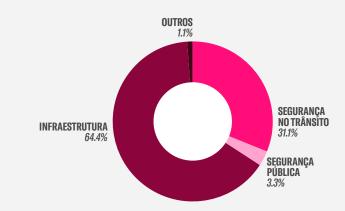
PRINCIPAIS DESTINOS







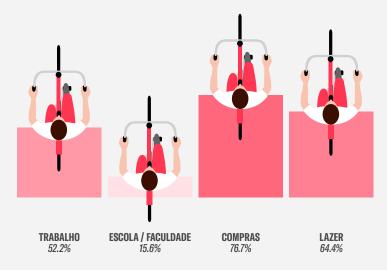
### PROBLEMAS DO DIA-A-DIA



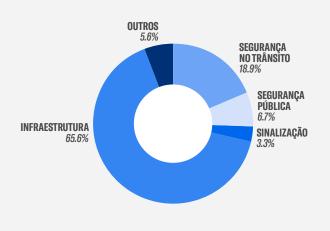
# PEDRO LEOPOLDO MG

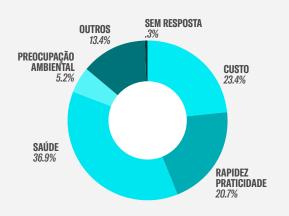


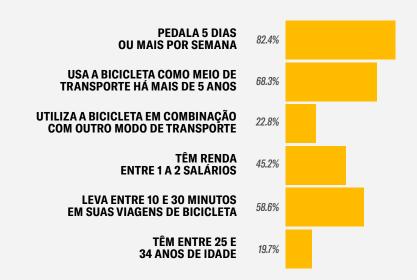




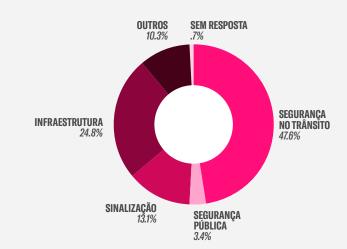
PRINCIPAIS DESTINOS



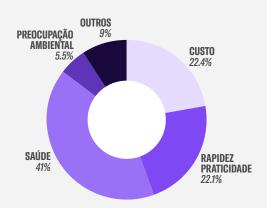




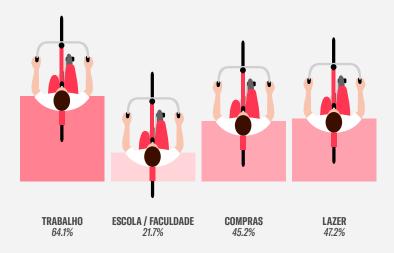
#### PROBLEMAS DO DIA-A-DIA



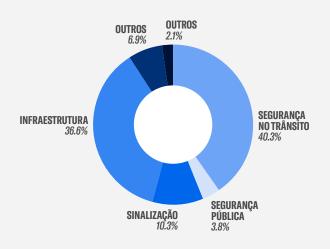
### POMERODESC



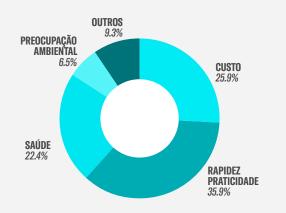


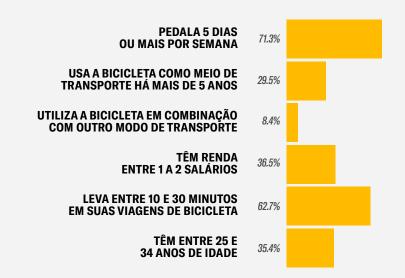


PRINCIPAIS DESTINOS

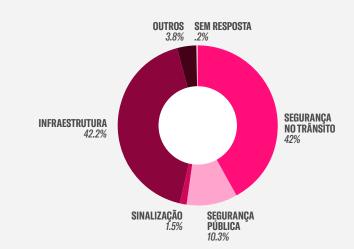


MOTIVAÇÃO PARA PEDALAR MAIS

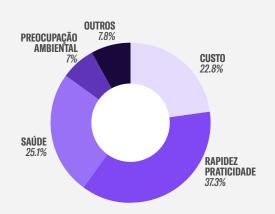




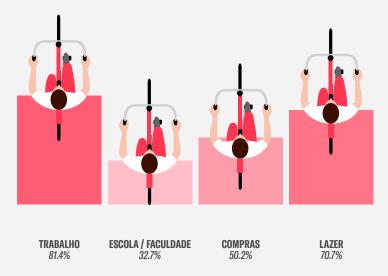
#### PROBLEMAS DO DIA-A-DIA



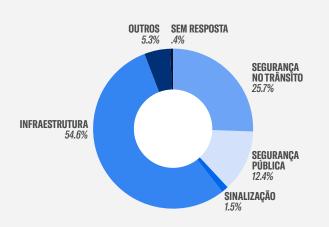
### PORTO ALEGRE®



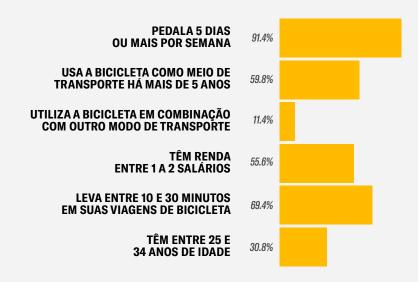




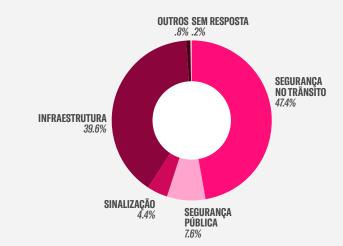
PRINCIPAIS DESTINOS



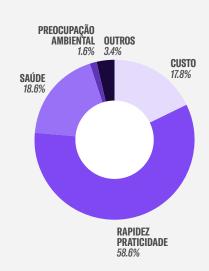




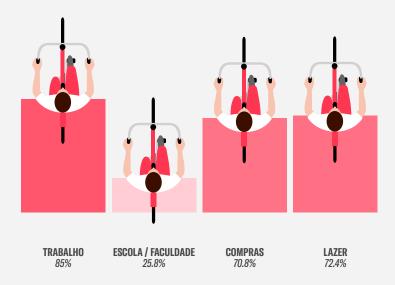
### PROBLEMAS DO DIA-A-DIA



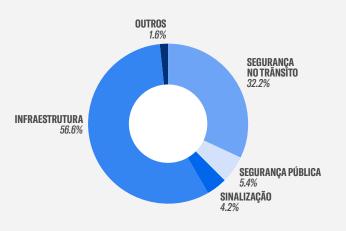
### RECIFE



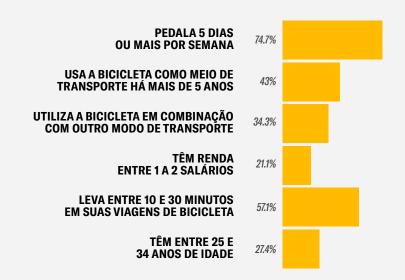
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



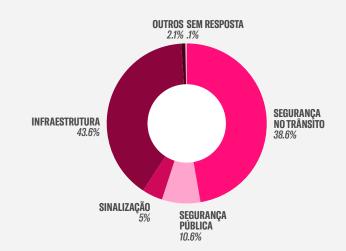
PRINCIPAIS DESTINOS



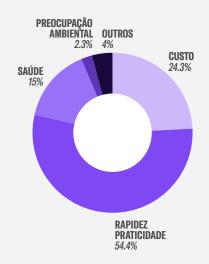




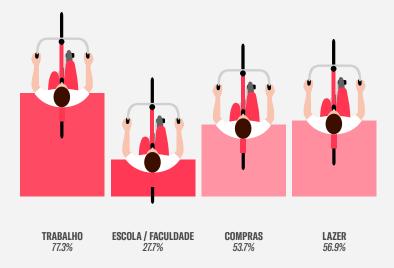
#### PROBLEMAS DO DIA-A-DIA



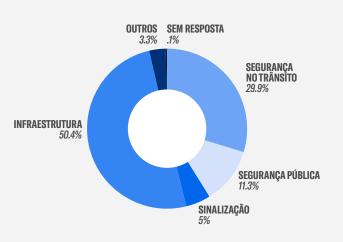
### RIO DE JANEIRO

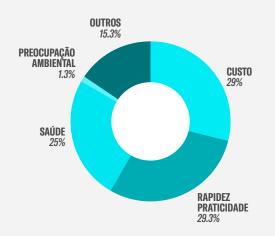


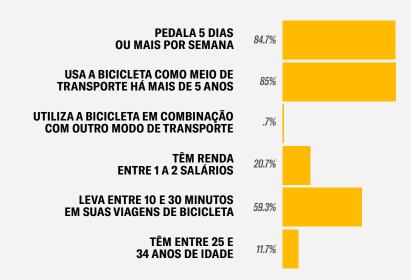
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



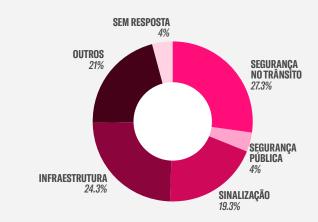
PRINCIPAIS DESTINOS



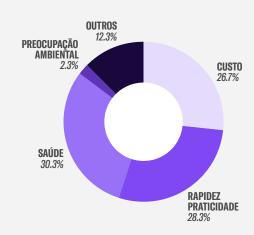




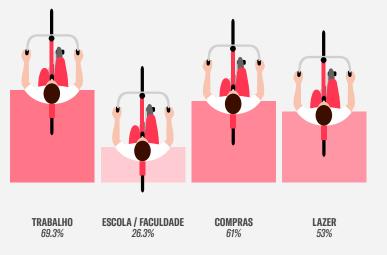
#### PROBLEMAS DO DIA-A-DIA



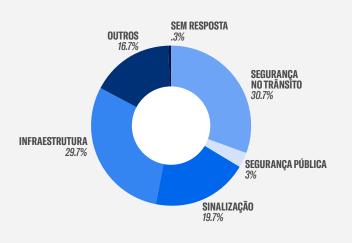
## SÃO FIDÉLIS®



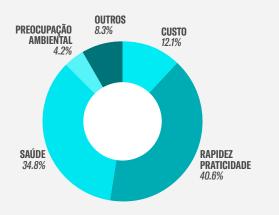


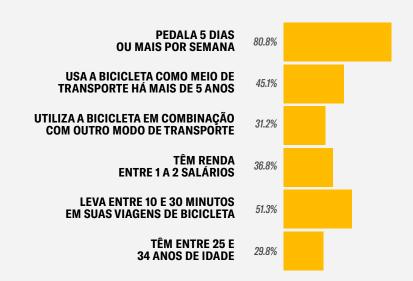


PRINCIPAIS DESTINOS

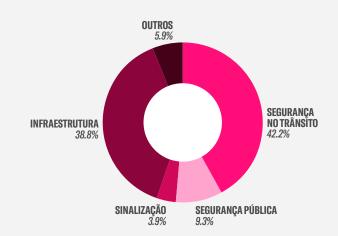


MOTIVAÇÃO PARA PEDALAR MAIS

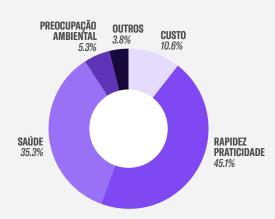




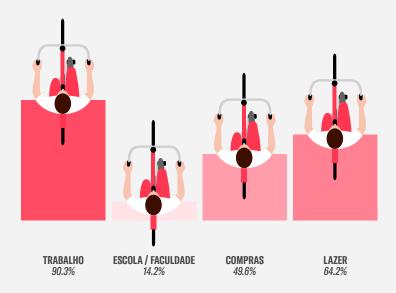
### PROBLEMAS DO DIA-A-DIA



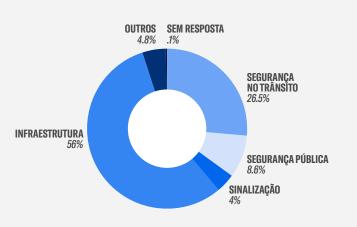
## SÃO PAULO<sup>SP</sup>

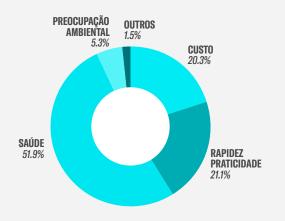


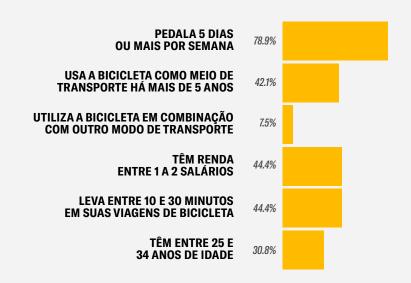
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



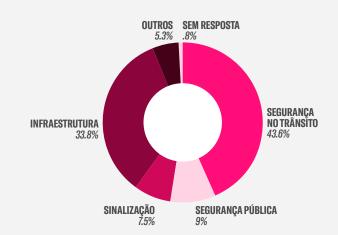
PRINCIPAIS DESTINOS



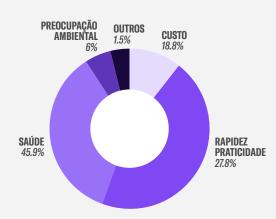




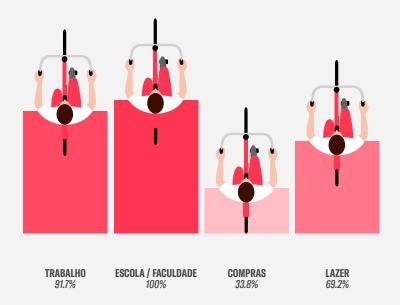
#### PROBLEMAS DO DIA-A-DIA



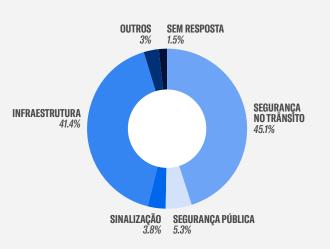
### SOROCABA

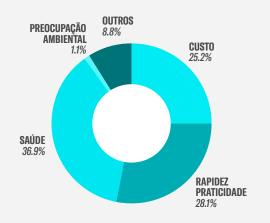


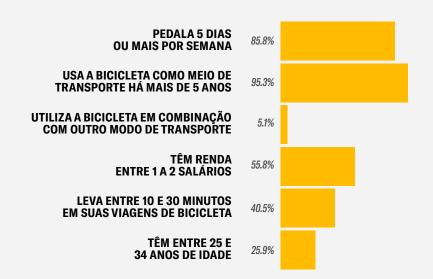
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



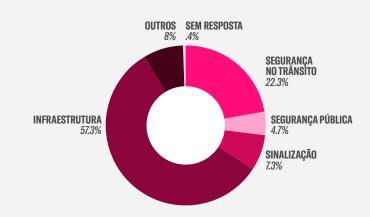
PRINCIPAIS DESTINOS



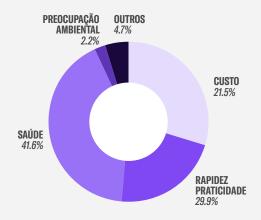




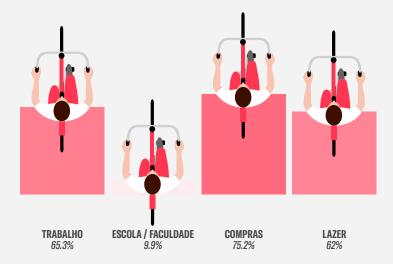
#### PROBLEMAS DO DIA-A-DIA



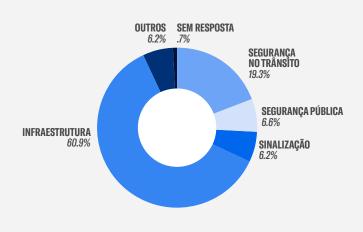
### TANANDARÉ

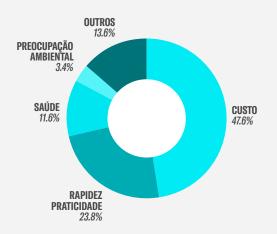


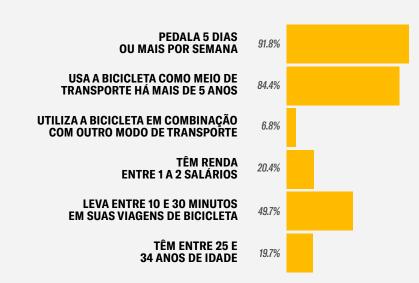
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



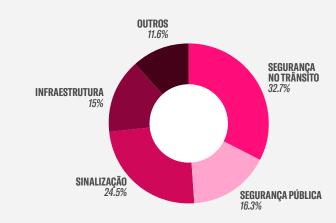
PRINCIPAIS DESTINOS



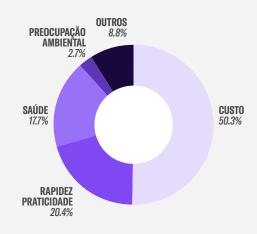




### PROBLEMAS DO DIA-A-DIA



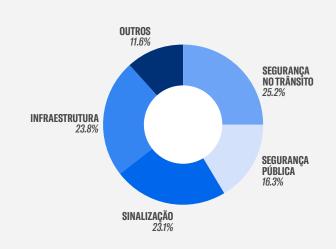
### TARAUACÁ



MOTIVAÇÃO PARA CONTINUAR PEDALANDO



PRINCIPAIS DESTINOS

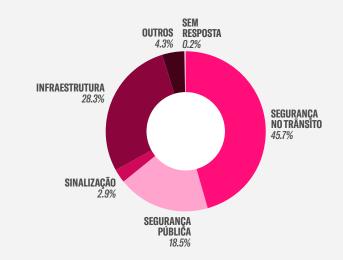


### ARGENTINA

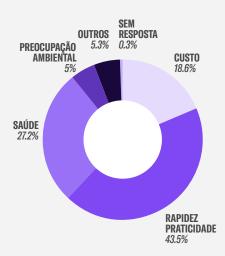




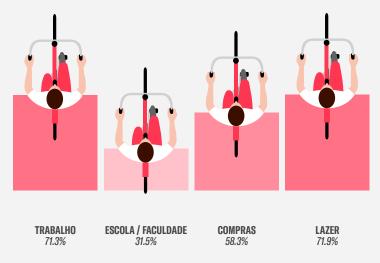
### PROBLEMAS DO DIA-A-DIA



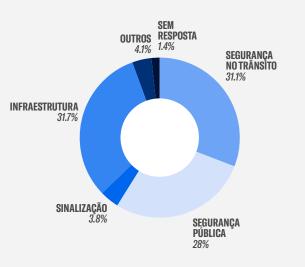
# ROSÁRIO ARGENTINA

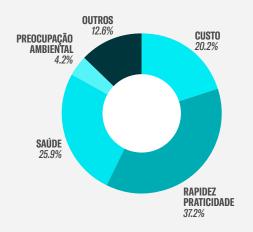


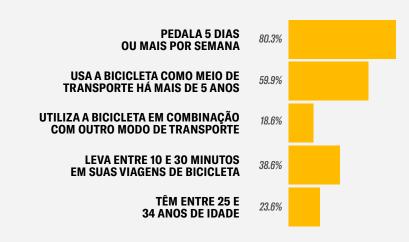
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



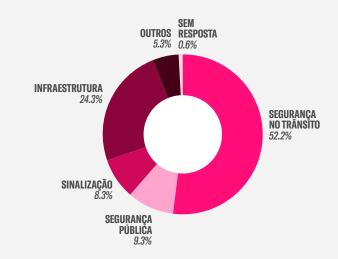
PRINCIPAIS DESTINOS



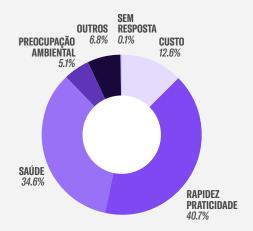




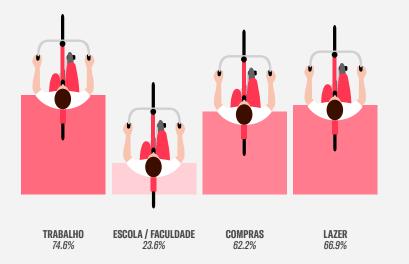
#### PROBLEMAS DO DIA-A-DIA



## SALTA



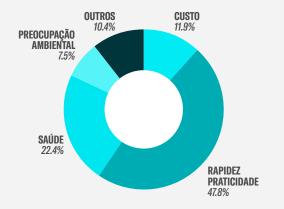




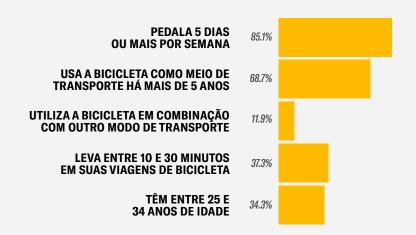
PRINCIPAIS DESTINOS

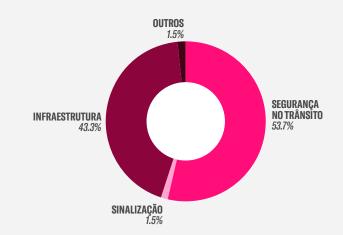


MOTIVAÇÃO PARA PEDALAR MAIS



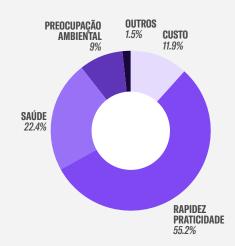




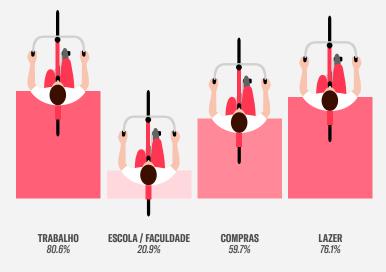


### SANTA ROSA

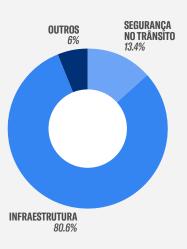
**ARGENTINA** 



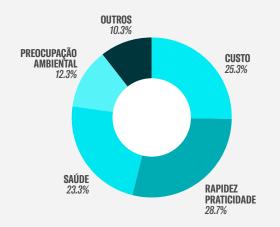
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



PRINCIPAIS DESTINOS

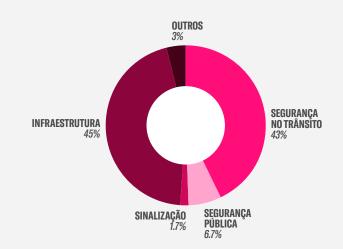


## COLÔMBIA



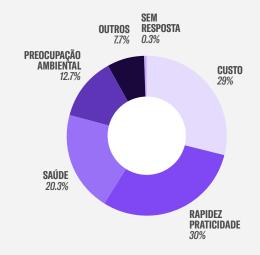




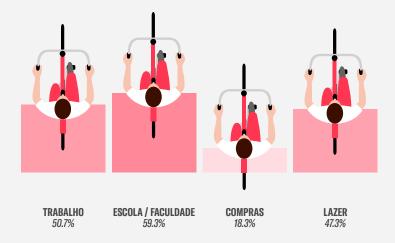


### BUCARAMANGA

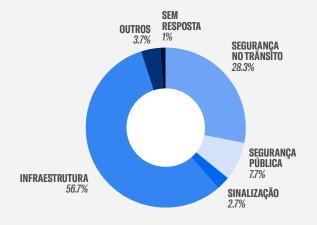
COLÔMBIA

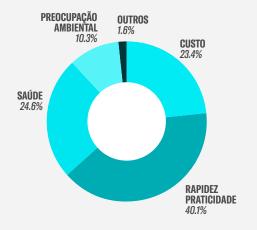


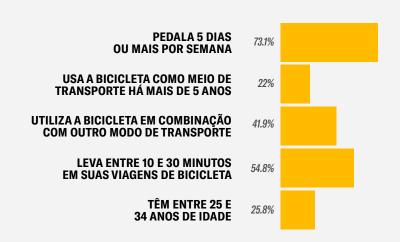
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



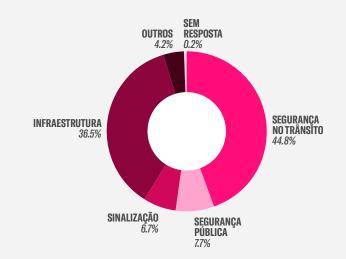
PRINCIPAIS DESTINOS



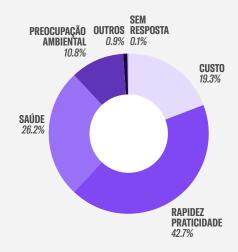




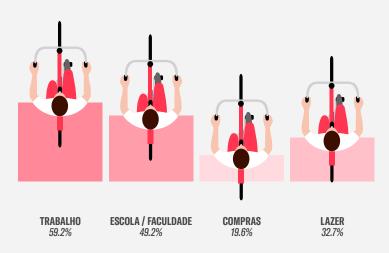
### PROBLEMAS DO DIA-A-DIA



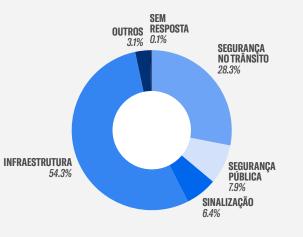
# NEDELÍN COLÔMBIA

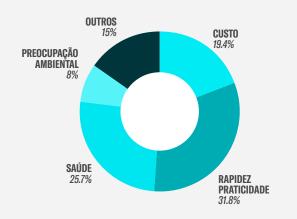


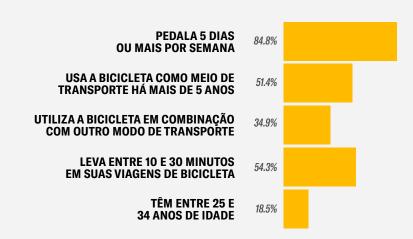
MOTIVAÇÃO PARA CONTINUAR PEDALANDO



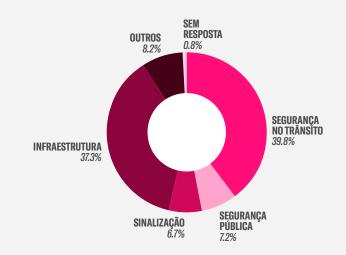
PRINCIPAIS DESTINOS



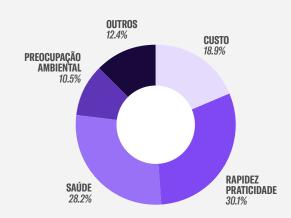




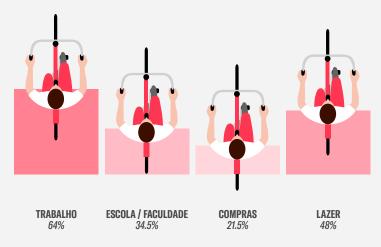
### PROBLEMAS DO DIA-A-DIA



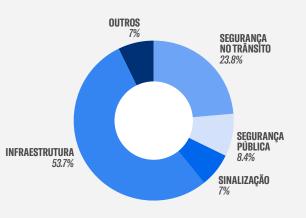
## POPAYAN COLÔMBIA





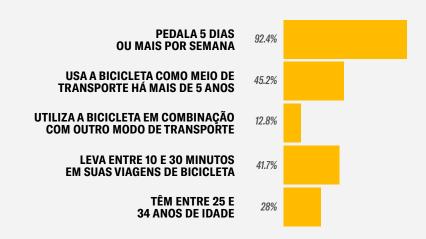


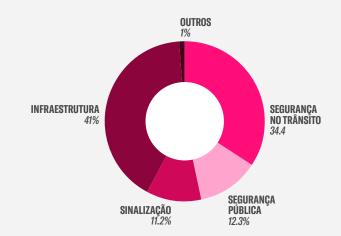
PRINCIPAIS DESTINOS



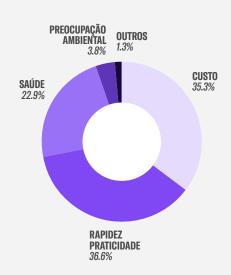




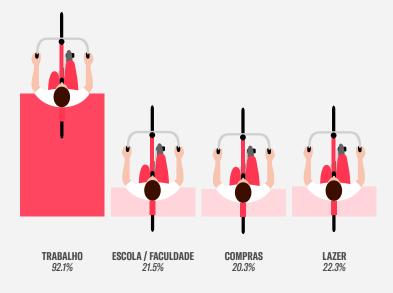




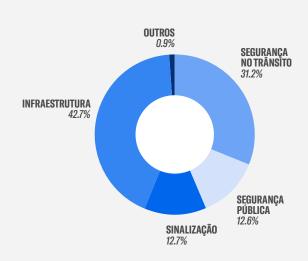
# VILLAVICÉNCIO COLÔMBIA







PRINCIPAIS DESTINOS



MOTIVAÇÃO PARA PEDALAR MAIS

### COORDENAÇÃO GERAL ZÉ LOBO / VICTOR ANDRADE / JUCIANO RODRIGUES

### **COORDENAÇÃO EXECUTIVA**

### FILIPE MARINO / GABRIELA BINATTI

### **BRASIL**

AFUÁ (PA) Parceria Editorial A Bicicleta no Brasil – PEBB

ANTONINA (PR) Cicloiguaçu (PEBB)

ARACAJÚ (SE) CicloUrbano

BELÉM (PA) Ciclomobilidade Pará / Pará Ciclo

**BRASÍLIA (DF) Rodas da Paz** 

CÁCERES (MT) Associação Ciclistas do Pantanal e Laser/Unemat (PEBB)

**CAMPO GRANDE (MS) Coletivo Bicinosplanos** 

**CURITIBA (PR) Cicloiguaçu** 

FLORIANÓPOLIS (SC) Amobici

**GURUPI (TO) Mobiliza Palmas (PEBB)** 

ILHA SOLTEIRA (SP) Ciclocidade (PEBB)

MAMBAÍ (GO) Rodas da Paz (PEBB)

MANAUS (AM) Pedala Manaus

NITERÓI (RJ) Faculdade de Turismo e Hotelaria/UFF + Programa Niterói de Bicicleta/Prefeitura de Niterói

PALMAS (T0) Universidade Federal do Tocantins

PEDRO LEOPOLDO (MG) BH em Ciclo (PEBB)

**POMERODE (SC) ABC Ciclovias** 

**PORTO ALEGRE (RS) Mobicidade** 

RECIFE (PE) Ameciclo (Associação Metropolitana de Ciclistas do Grande Recife)

**RIO DE JANEIRO (RJ) Transporte Ativo** 

**SÃO PAULO (SP) Ciclocidade** 

**SÃO FIDÉLIS (RJ) Transporte Ativo (PEBB)** 

**SOROCABA (SP) MCS – Movimento Ciclistas** de Sorocaba

TAMANDARÉ (PE) Ameciclo (PEBB)

TARAUACÁ (AC) Associação Ciclovida na Floresta (PEBB)

### **ARGENTINA**

Argentina en Bici – Organização nacional responsável pela mobilização no país

ROSÁRIO: Rosario en Bici (STS Rosario) / Ente de la movilidad de Rosario / Instituto de Estudios del Transporte de la Universidad Nacional de Rosario / Mi Bici Tu Bici / El Desafío Fundation

**SALTA: Mujeres Bici-bles Salta** 

**SANTA ROSA: Bicisendas Santa Rosa - Toay** 

### COLÔMBIA

**BUCARAMANGA: Mujeres Bicibles – Bucaramanga** 

MEDELLÍN: Gerencia de Movilidad Humana (Alcaldía de Medellín) – Grupo de Investigación INCAS (Universidad de Antioquia)

POPAYÁN: Personaje Ciclista Centro de Estudios Urbanos de la Institución Universitaria Colegio Mayor del Cauca La Fundación Ano Pedaleando VILLAVICÊNCIO: Secretaría de Movilidad de Villavicencio

PROJETO GRÁFICO CUBÍCULO

### IDEALIZAÇÃO E COORDENAÇÃO

### DESENVOLVIMENTO

### PATROCÍNIO









