



BRAZILIAN

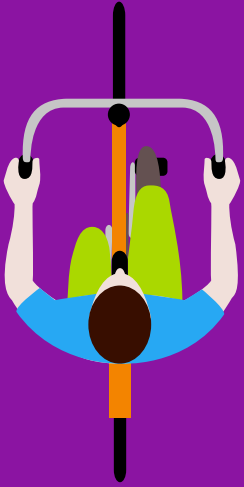
CYCLIST

PROFILE

2015

NATIONAL PARTNERSHIP FOR CYCLING





ACKNOWLEDGEMENTS

A successful completion of a research is always the result of a collaborative process between individuals and their institutions. This research - entitled Brazilian Cyclist Profile - is no exception to the rule. The work presented in this publication is the result of a survey conducted with the support of many individuals and Brazilian institutions.

This publication aims to present the main results of the National Survey about the Brazilian Cyclist Profile and their motivations to use a bike.

5012 cyclists were interviewed in ten Brazilian cities among different regions: Aracaju, Belo Horizonte, Brasília, Porto Alegre, Manaus, Niterói, Recife, Rio de Janeiro, Salvador and São Paulo. In order to accomplish this task, more than 100 researchers went to the streets during the months of July and August of 2015.

This is the first Brazilian study about the profile of urban cyclists with national coverage and fills a gap where there was limited data about cyclists and the use of the bike as urban transportation in Brazil.

As an immediate use of the data collected and analyzed in this research, it is to provide information for public officials, urban planners and other stakeholders to create a robust and more precise agenda of public policies and actions to promote cycling as a transportation mode.

There is a revolution going on in the Brazilian cities with urban cyclists as protagonists: bikes have been seen more often in the streets.

We are experiencing the birth of an emerging culture of urban mobility – focused on pedestrians and cyclists – in response to social, economic and environmental challenges faced by the Brazilian society.

Despite of the urban changes that already occurred, , the Brazilian cities condition is far from ideal. The hegemonic urban development pattern still has the private car as a protagonist and cyclists and pedestrians are relegated to a second place. This situation has led to the collapse of our cities and reveals the urgent need for a shift in the Brazilian urban development model.

There are many challenges, but we do believe in a better future powered by the transformation of Brazilian cities into inviting environments for cyclists. We are looking for a democratic and accessible city model!

The proportion of interviewees to the local population was the same in all the cities.

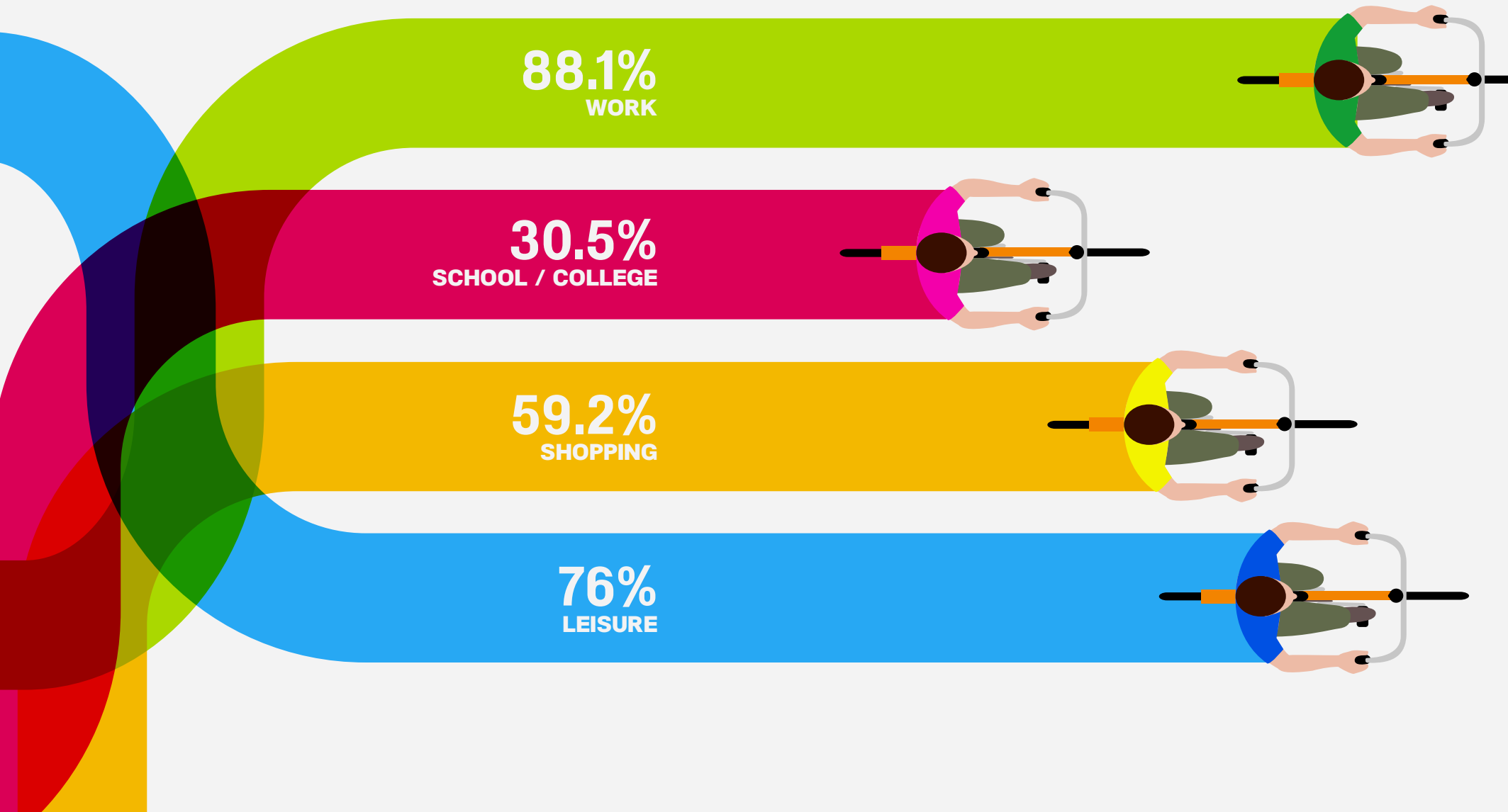
The interviews were applied among individuals who ride a bike as a transport mode at least once per week. The interviewees were picked in the streets riding a bike, walking and pushing a bike or parking a bike.

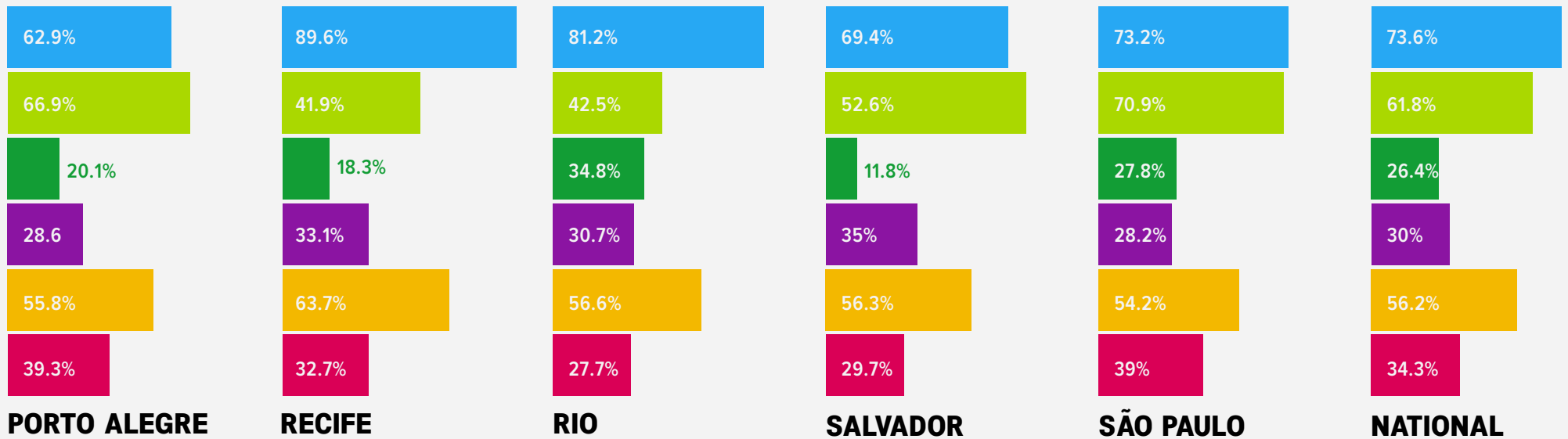
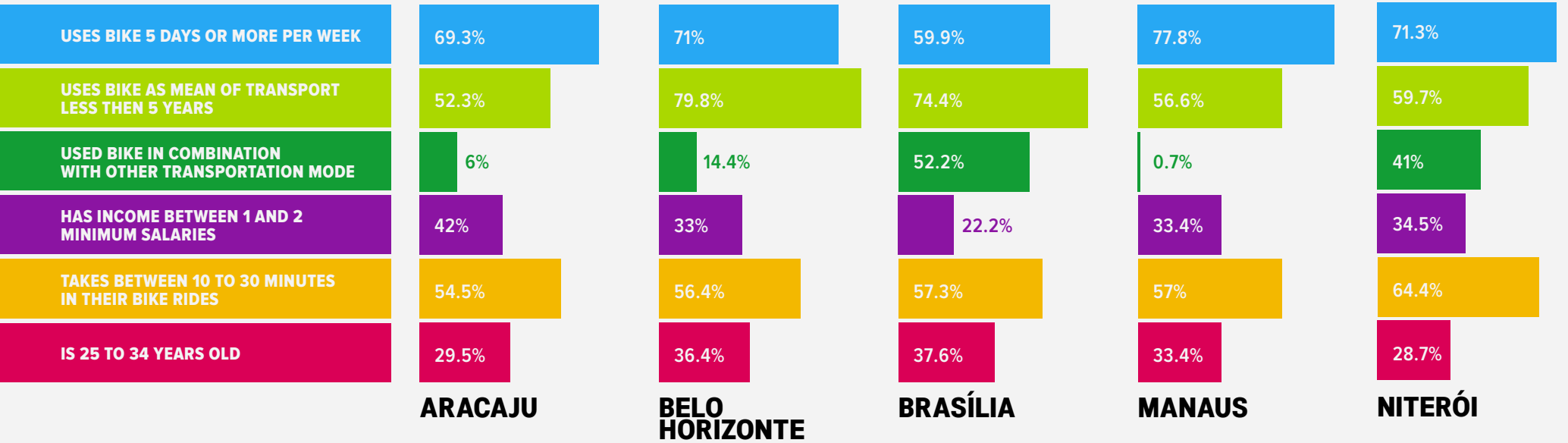
All the interviewees were picked randomly, from three different parts of the cities – center, sub-centers and peripheries. These areas were defined by the local NGOs involved in the survey.

The interviews were applied only during weekdays.

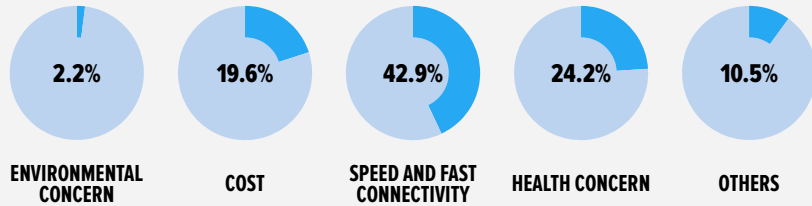
MAIN DESTINATIONS

The interviewee has the option to indicate more than one destination type.



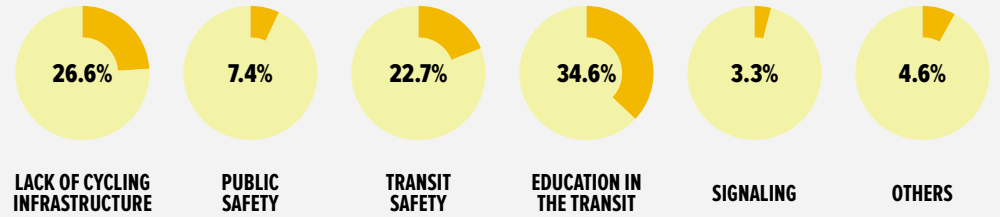


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



NO ANSWER 0.6%

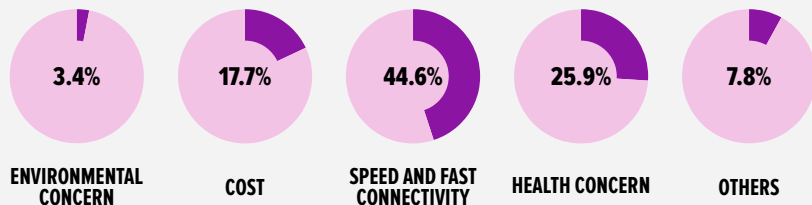
EVERYDAY PROBLEMS



NO ANSWER 0.8%

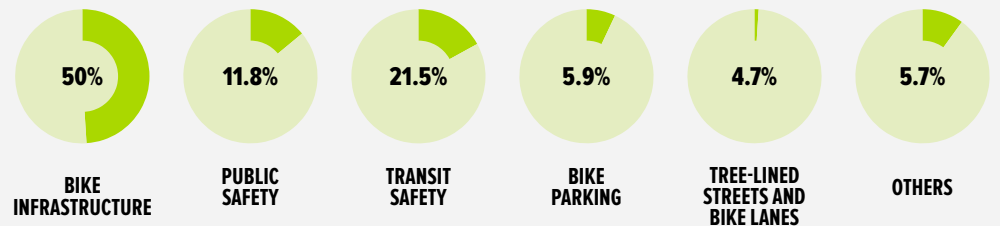
BRASIL

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 0.6%

MOTIVATION TO CYCLING MORE

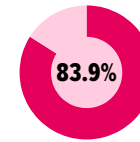


NO ANSWER 0.4%

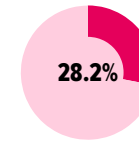
ARACAJU

POPULATION: 623 THOUSAND INHABITANTS

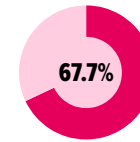
MAIN DESTINATIONS



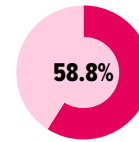
WORK



SCHOOL /
COLLEGE

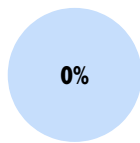


SHOPPING

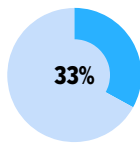


LEISURE

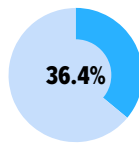
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



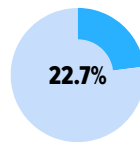
ENVIRONMENTAL
CONCERN



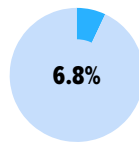
COST



SPEED AND FAST
CONNECTIVITY



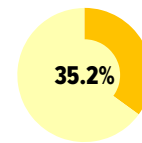
HEALTH CONCERN



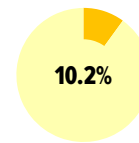
OTHERS

NO ANSWER 1.1%

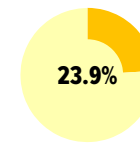
EVERYDAY PROBLEMS



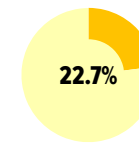
LACK OF CYCLING
INFRASTRUCTURE



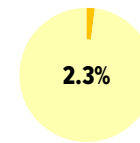
PUBLIC
SAFETY



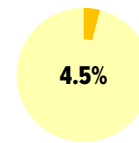
TRANSIT
SAFETY



EDUCATION IN
THE TRANSIT



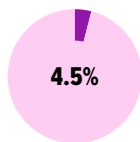
SIGNALING



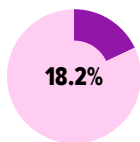
OTHERS

NO ANSWER 1.2%

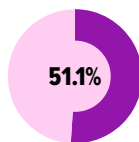
MOTIVATION FOR CONTINUE CYCLING



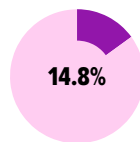
ENVIRONMENTAL
CONCERN



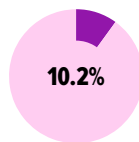
COST



SPEED AND FAST
CONNECTIVITY



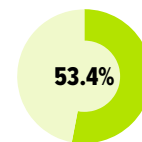
HEALTH CONCERN



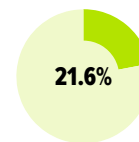
OTHERS

NO ANSWER 1.2%

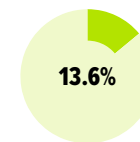
MOTIVATION TO CYCLING MORE



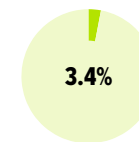
BIKE
INFRASTRUCTURE



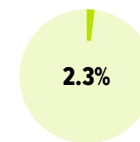
PUBLIC
SAFETY



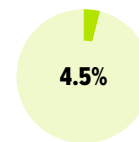
TRANSIT
SAFETY



BIKE
PARKING



TREE-LINED
STREETS AND
BIKE LANES



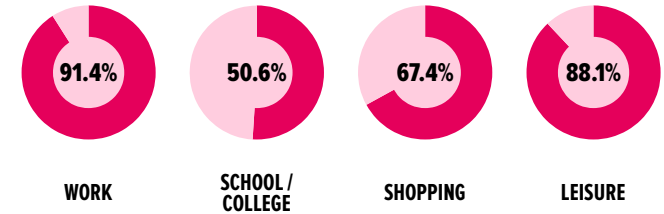
OTHERS

NO ANSWER 1.2%

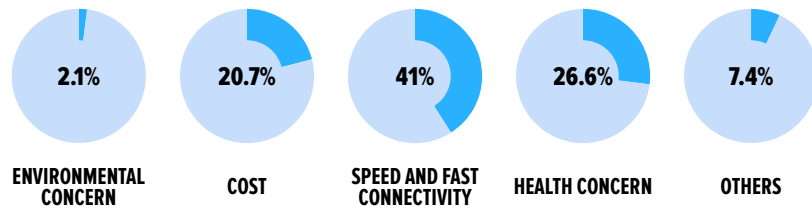
BELO HORIZONTE

POPULATION: 2.4 MILLIONS OF INHABITANTS

MAIN DESTINATIONS

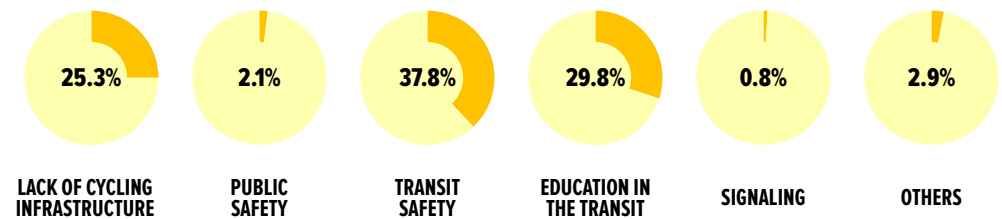


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



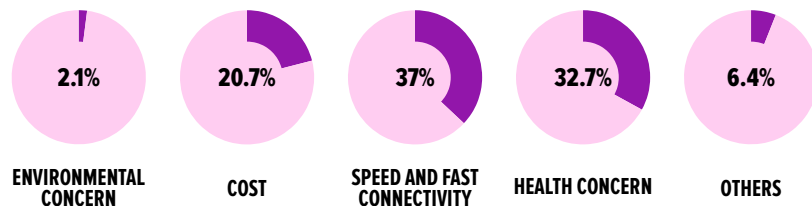
NO ANSWER 2.2%

EVERYDAY PROBLEMS



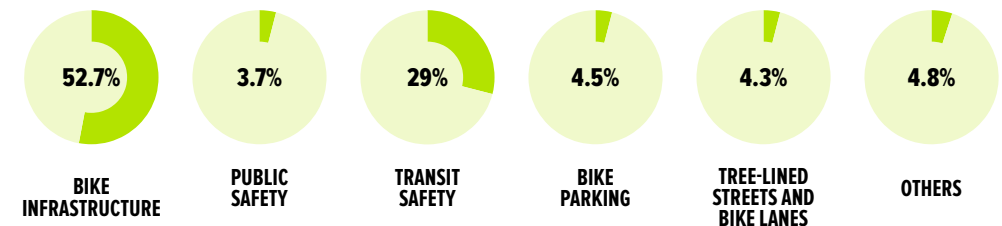
NO ANSWER 1.3%

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 1.2%

MOTIVATION TO CYCLING MORE

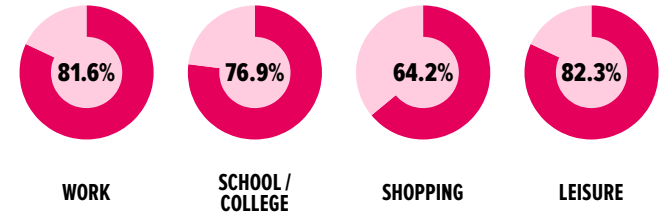


NO ANSWER 1%

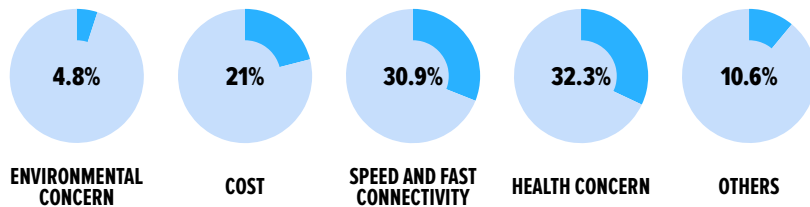
BRASÍLIA

POPULATION: 2.8 MILLIONS OF INHABITANTS

MAIN DESTINATIONS

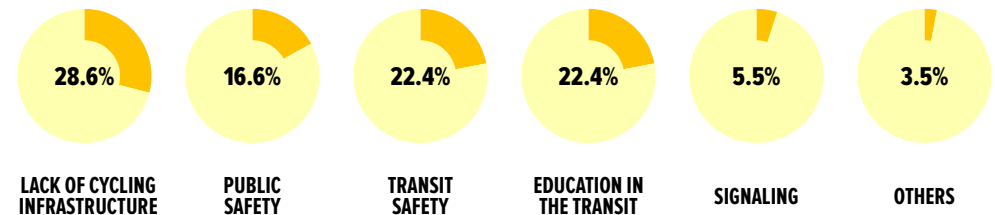


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



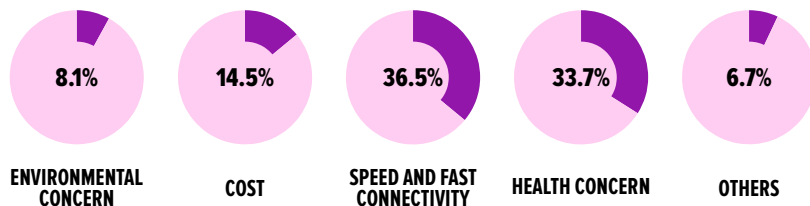
NO ANSWER 0.4%

EVERYDAY PROBLEMS



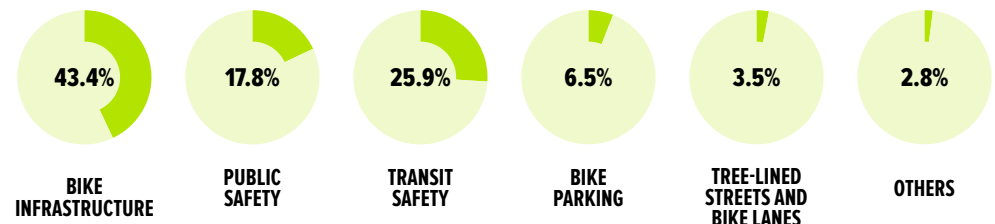
NO ANSWER 1%

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 0.5%

MOTIVATION TO CYCLING MORE

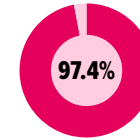


NO ANSWER 0.1%

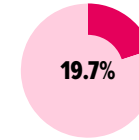
MANAUS

POPULATION: 2 MILLIONS OF INHABITANTS

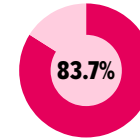
MAIN DESTINATIONS



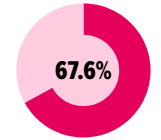
WORK



SCHOOL /
COLLEGE

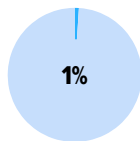


SHOPPING

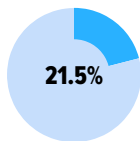


LEISURE

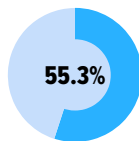
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



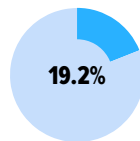
ENVIRONMENTAL
CONCERN



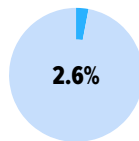
COST



SPEED AND FAST
CONNECTIVITY



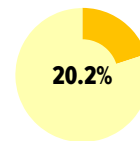
HEALTH CONCERN



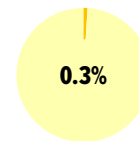
OTHERS

NO ANSWER 0.4%

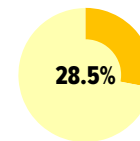
EVERYDAY PROBLEMS



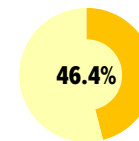
LACK OF CYCLING
INFRASTRUCTURE



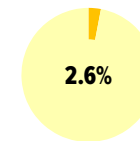
PUBLIC
SAFETY



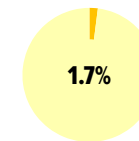
TRANSIT
SAFETY



EDUCATION IN
THE TRANSIT



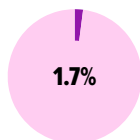
SIGNALING



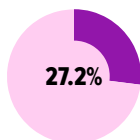
OTHERS

NO ANSWER 0.3%

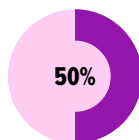
MOTIVATION FOR CONTINUE CYCLING



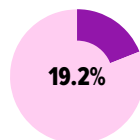
ENVIRONMENTAL
CONCERN



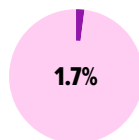
COST



SPEED AND FAST
CONNECTIVITY



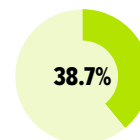
HEALTH CONCERN



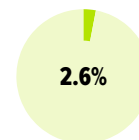
OTHERS

NO ANSWER 0.2%

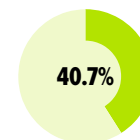
MOTIVATION TO CYCLING MORE



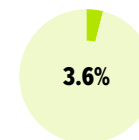
BIKE
INFRASTRUCTURE



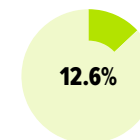
PUBLIC
SAFETY



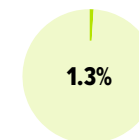
TRANSIT
SAFETY



BIKE
PARKING



TREE-LINED
STREETS AND
BIKE LANES



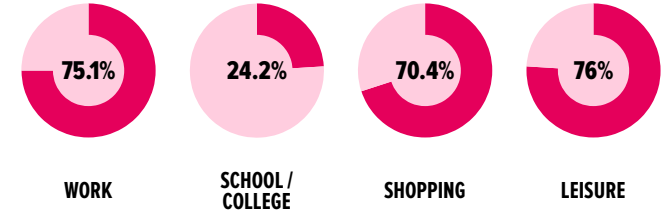
OTHERS

NO ANSWER 0.5%

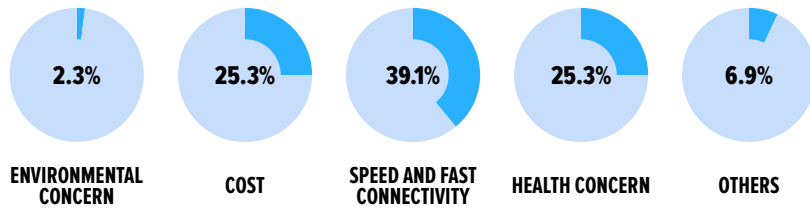
NITERÓI

POPULATION: 495 THOUSAND INHABITANTS

MAIN DESTINATIONS

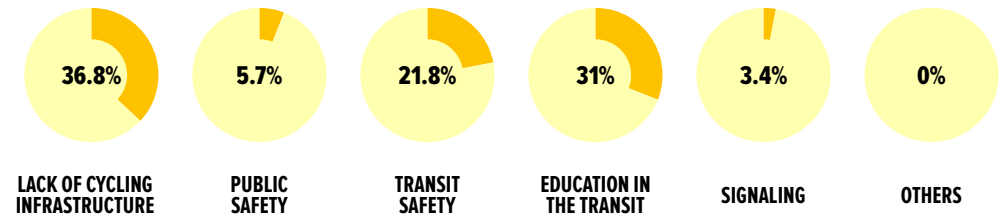


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



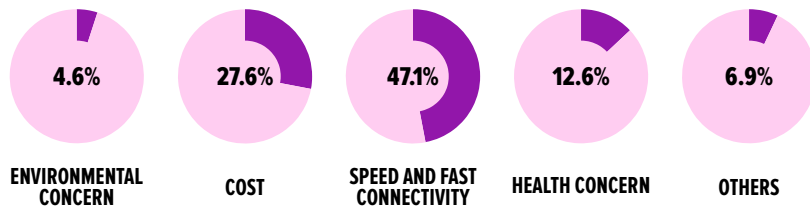
NO ANSWER 1.1%

EVERYDAY PROBLEMS



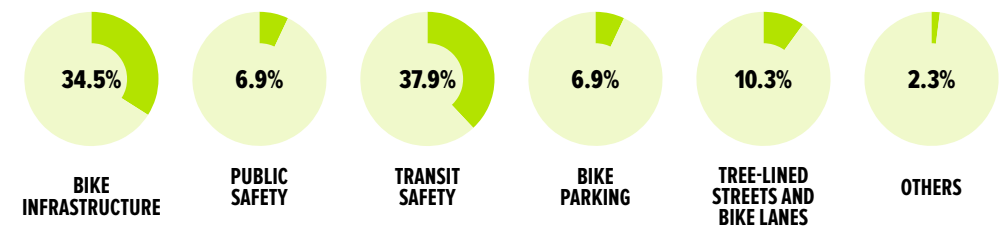
NO ANSWER 1.3%

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 1.2%

MOTIVATION TO CYCLING MORE

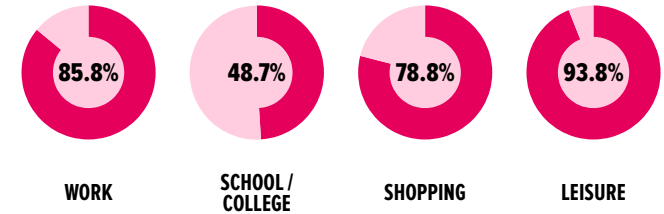


NO ANSWER 1.2%

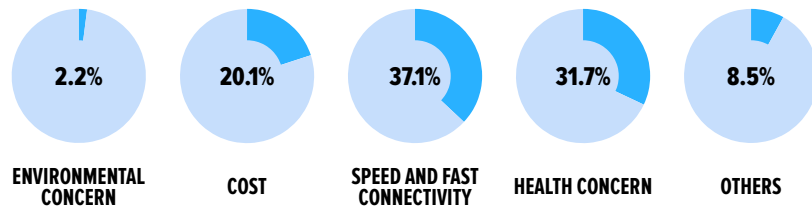
PORTO ALEGRE

POPULATION: 1.4 MILLIONS OF INHABITANTS

MAIN DESTINATIONS

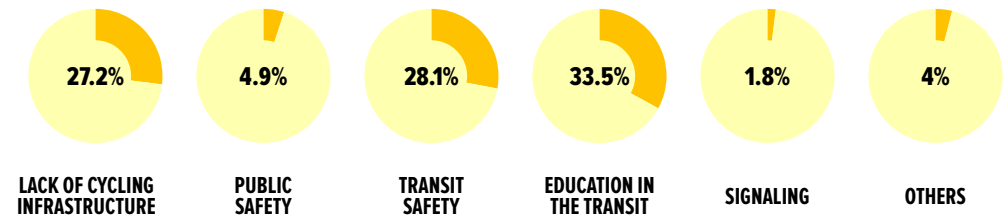


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



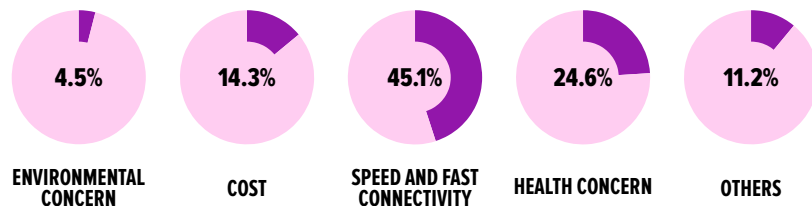
NO ANSWER 0.4%

EVERYDAY PROBLEMS



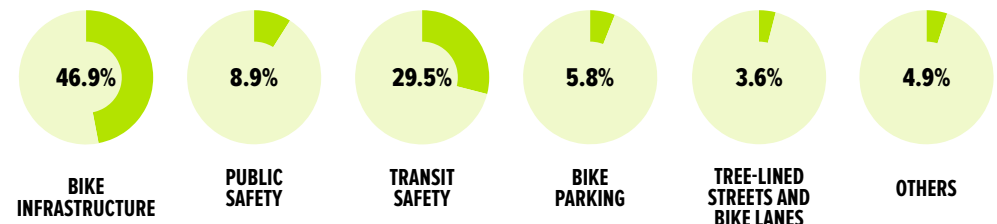
NO ANSWER 0.5%

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 0.3%

MOTIVATION TO CYCLING MORE

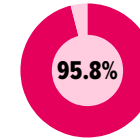


NO ANSWER 0.4%

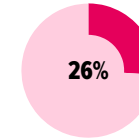
RECIFE

POPULATION: 1.4 MILLIONS OF INHABITANTS

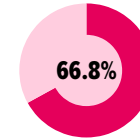
MAIN DESTINATIONS



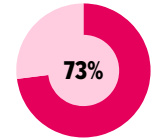
WORK



SCHOOL / COLLEGE

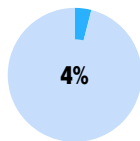


SHOPPING

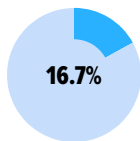


LEISURE

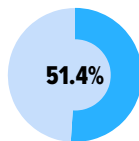
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



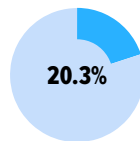
ENVIRONMENTAL CONCERN



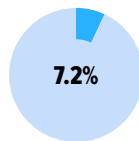
COST



SPEED AND FAST CONNECTIVITY



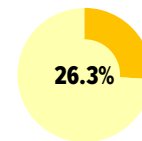
HEALTH CONCERN



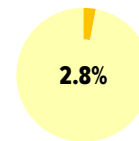
OTHERS

NO ANSWER 0.4%

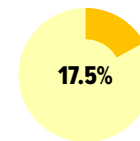
EVERYDAY PROBLEMS



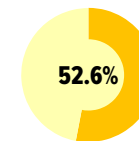
LACK OF CYCLING INFRASTRUCTURE



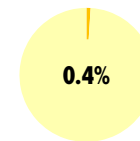
PUBLIC SAFETY



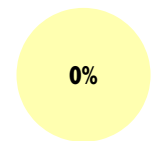
TRANSIT SAFETY



EDUCATION IN THE TRANSIT



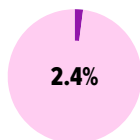
SIGNALING



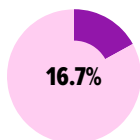
OTHERS

NO ANSWER 0.4%

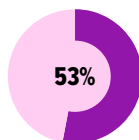
MOTIVATION FOR CONTINUE CYCLING



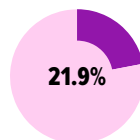
ENVIRONMENTAL CONCERN



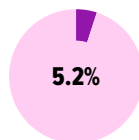
COST



SPEED AND FAST CONNECTIVITY



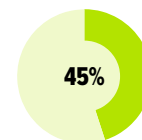
HEALTH CONCERN



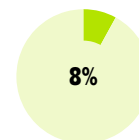
OTHERS

NO ANSWER 0.8%

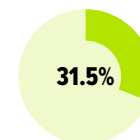
MOTIVATION TO CYCLING MORE



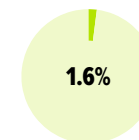
BIKE INFRASTRUCTURE



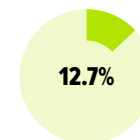
PUBLIC SAFETY



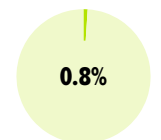
TRANSIT SAFETY



BIKE PARKING



TREE-LINED STREETS AND BIKE LANES



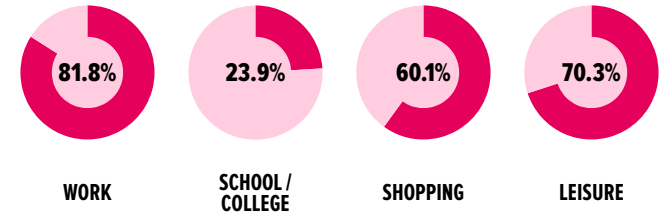
OTHERS

NO ANSWER 0.4%

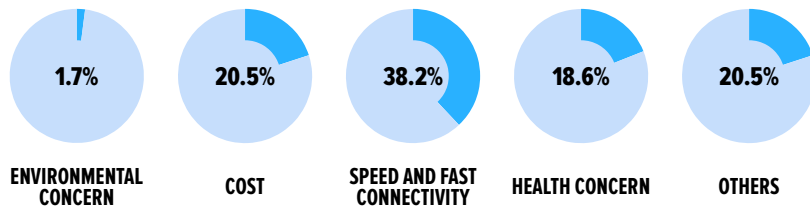
RIO DE JANEIRO

POPULATION: 6.4 MILLIONS OF INHABITANTS

MAIN DESTINATIONS

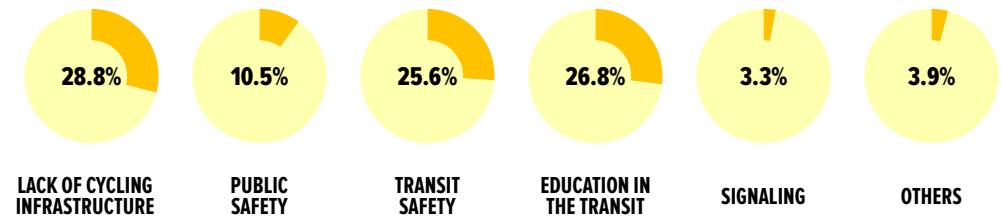


MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



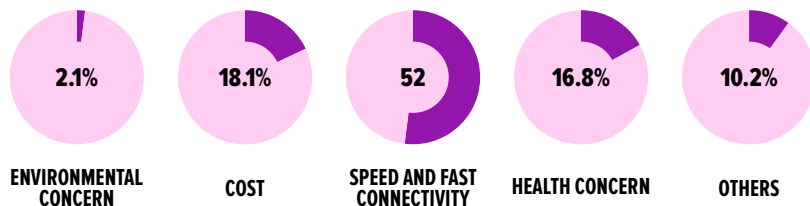
NO ANSWER 0.5%

EVERYDAY PROBLEMS



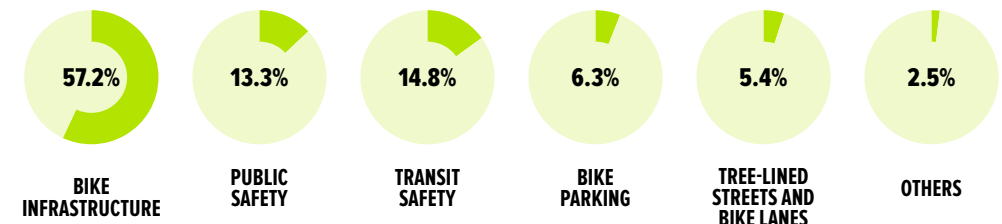
NO ANSWER 1.1%

MOTIVATION FOR CONTINUE CYCLING



NO ANSWER 0.8%

MOTIVATION TO CYCLING MORE

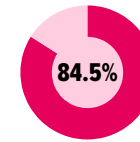


NO ANSWER 0.5%

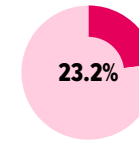
SALVADOR

POPULATION: 2.9 MILLIONS OF INHABITANTS

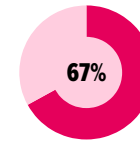
MAIN DESTINATIONS



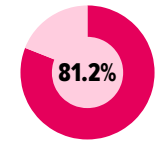
WORK



SCHOOL /
COLLEGE

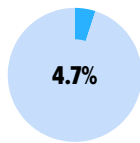


SHOPPING

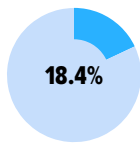


LEISURE

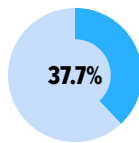
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



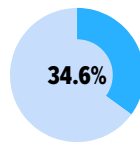
ENVIRONMENTAL
CONCERN



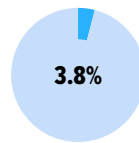
COST



SPEED AND FAST
CONNECTIVITY



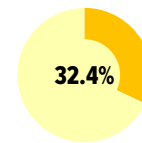
HEALTH CONCERN



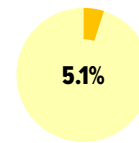
OTHERS

NO ANSWER 0.8%

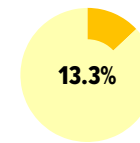
EVERYDAY PROBLEMS



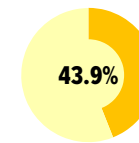
LACK OF CYCLING
INFRASTRUCTURE



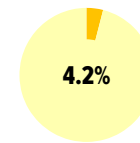
PUBLIC
SAFETY



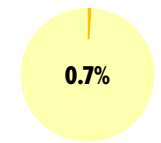
TRANSIT
SAFETY



EDUCATION IN
THE TRANSIT



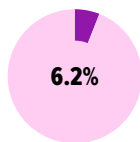
SIGNALING



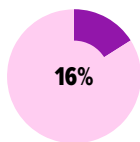
OTHERS

NO ANSWER 0.4%

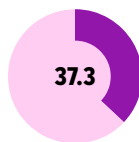
MOTIVATION FOR CONTINUE CYCLING



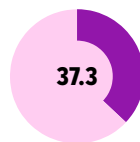
ENVIRONMENTAL
CONCERN



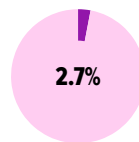
COST



SPEED AND FAST
CONNECTIVITY



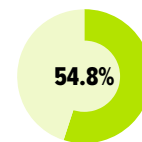
HEALTH CONCERN



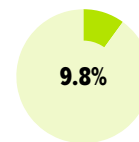
OTHERS

NO ANSWER 0.5%

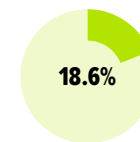
MOTIVATION TO CYCLING MORE



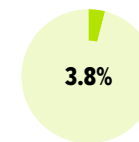
BIKE
INFRASTRUCTURE



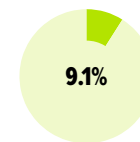
PUBLIC
SAFETY



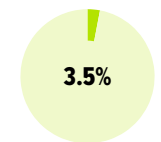
TRANSIT
SAFETY



BIKE
PARKING



TREE-LINED
STREETS AND
BIKE LANES



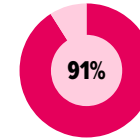
OTHERS

NO ANSWER 0.4%

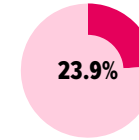
SÃO PAULO

POPULATION: 11.8 MILLIONS OF INHABITANTS

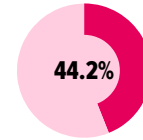
MAIN DESTINATIONS



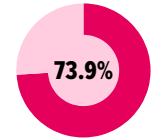
WORK



SCHOOL /
COLLEGE

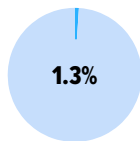


SHOPPING

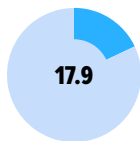


LEISURE

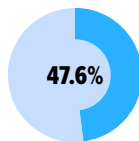
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



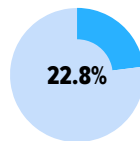
ENVIRONMENTAL
CONCERN



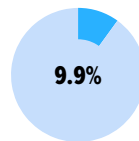
COST



SPEED AND FAST
CONNECTIVITY



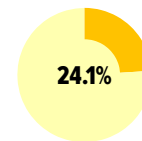
HEALTH CONCERN



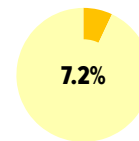
OTHERS

NO ANSWER 0.5%

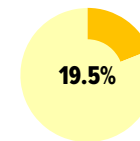
EVERYDAY PROBLEMS



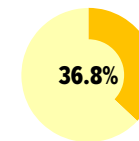
LACK OF CYCLING
INFRASTRUCTURE



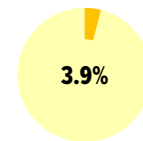
PUBLIC
SAFETY



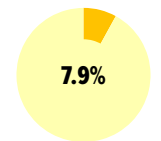
TRANSIT
SAFETY



EDUCATION IN
THE TRANSIT



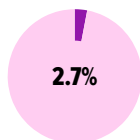
SIGNALING



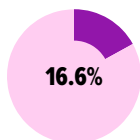
OTHERS

NO ANSWER 0.6%

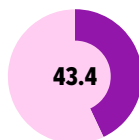
MOTIVATION FOR CONTINUE CYCLING



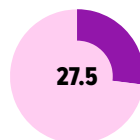
ENVIRONMENTAL
CONCERN



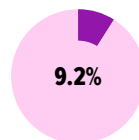
COST



SPEED AND FAST
CONNECTIVITY



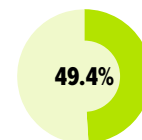
HEALTH CONCERN



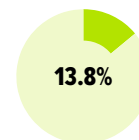
OTHERS

NO ANSWER 0.6%

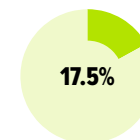
MOTIVATION TO CYCLING MORE



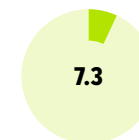
BIKE
INFRASTRUCTURE



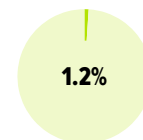
PUBLIC
SAFETY



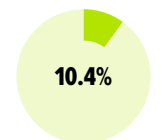
TRANSIT
SAFETY



BIKE
PARKING



TREE-LINED
STREETS AND
BIKE LANES



OTHERS

NO ANSWER 0.4%

OVERALL COORDINATION

ZÉ LOBO

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CICERO ARAUJO / GABRIELA GOMES ALMEIDA LUCIANA NICOLA / MAIRA MORENO MACHADO SIMONE GALLO

CREATION AND CONCEPT



DEVELOPMENT AND RESEARCH COORDINATION



PARTNERS



SPONSOR





BRAZILIAN

CYCLIST

PROFILE

2015

