

FIAB national cyclists survey 2011

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

*Main
results*



FIAB ONLUS
Federazione Italiana
Amici della Bicicletta



VELO-CITY 2013
THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11 - 14



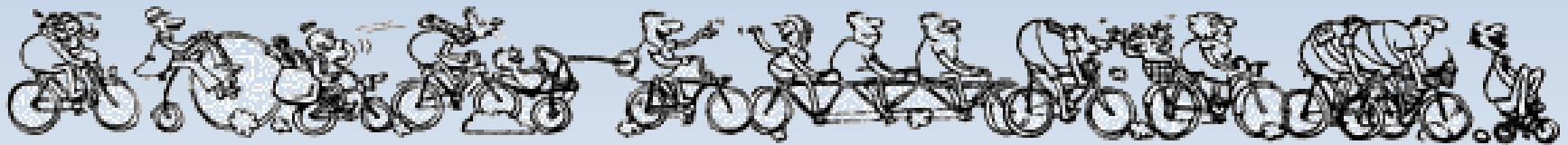
Aims of the study

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



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The **IDENTIKIT**
of the Italian cyclist



Who did it

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



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

Main features of the survey

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



Raccontaci come usi la bici

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

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MOTIVI E PROBLEMI



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

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

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Altri motivi.....

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<input type="checkbox"/> Portare a scuola i figli		<input type="checkbox"/>
<input type="checkbox"/> Spostamenti in città	Per questo motivo la usi circa _____ volte la settimana	<input type="checkbox"/>
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Sapresti indicare all'incirca quanti chilometri fai in bici in una settimana? ☐ 1-10 km ☐ 11-50 km ☐ + di 50 km


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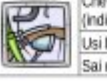
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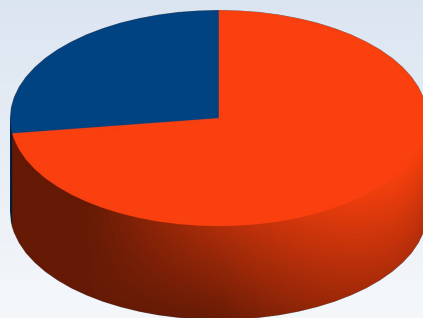
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FIAB members **27%**



non-members 73%

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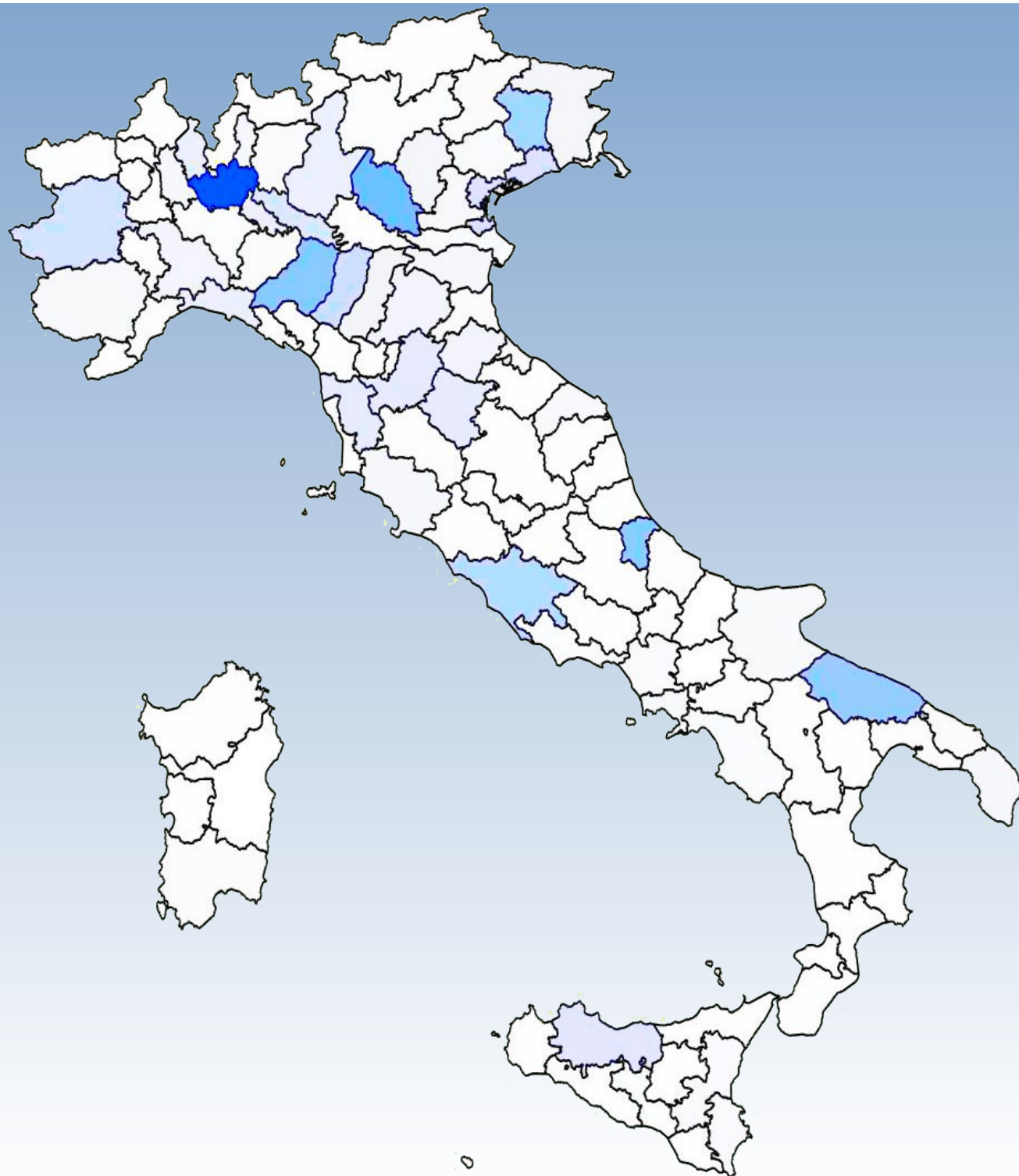
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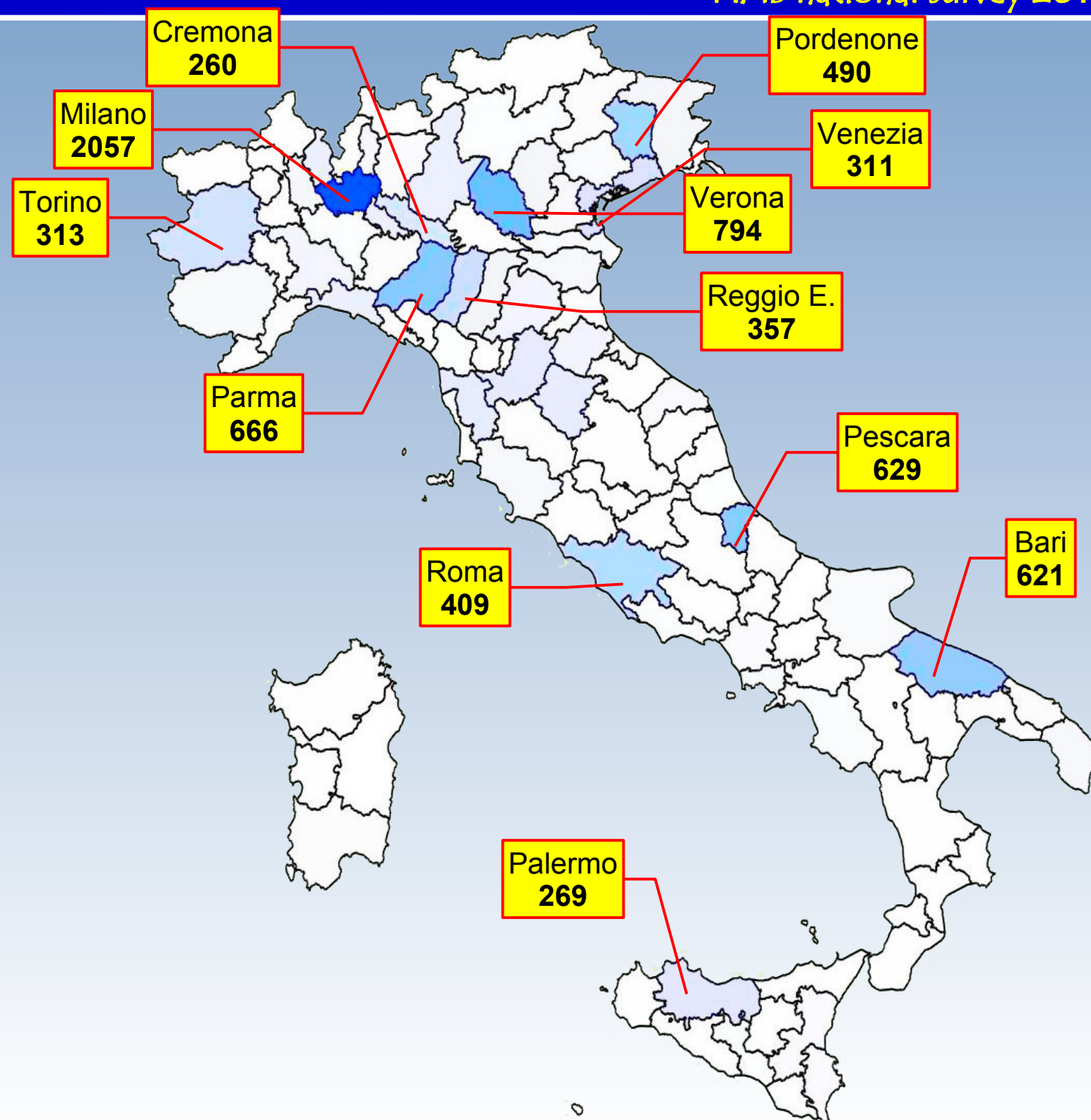
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Sample size by province



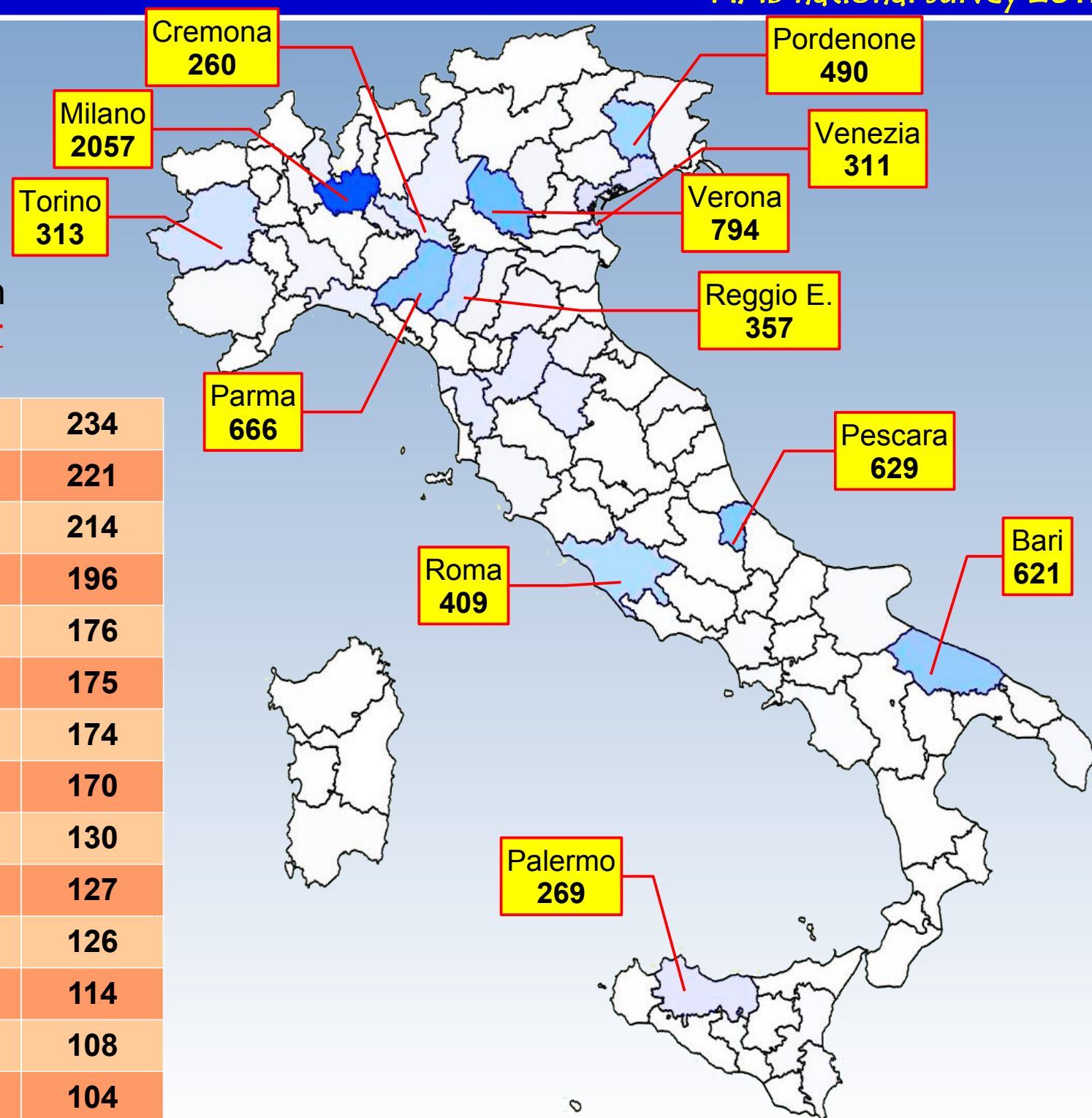
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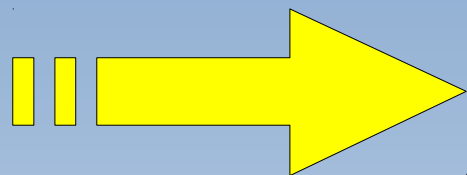
- It could have been significantly larger in many places

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



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

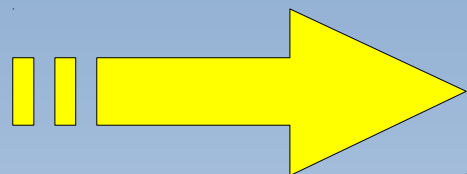
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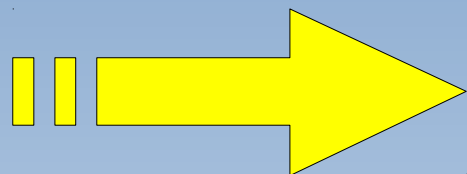


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- **How many cyclists** live in each region, province, city???
 - if we knew, we could assign a weight to each sample unit depending on the local response rate
- ➡ **EXAMPLE** : if we collected **10%** of the sample in the *Veneto* region, but **20%**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



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- this is necessary to obtain **fully reliable** national data
- a **weighting methodology** such as this is commonplace in large national and international statistical surveys



Demographics for the sample

■ Gender

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



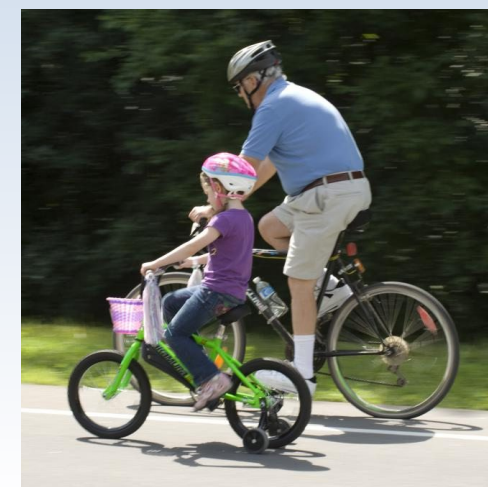
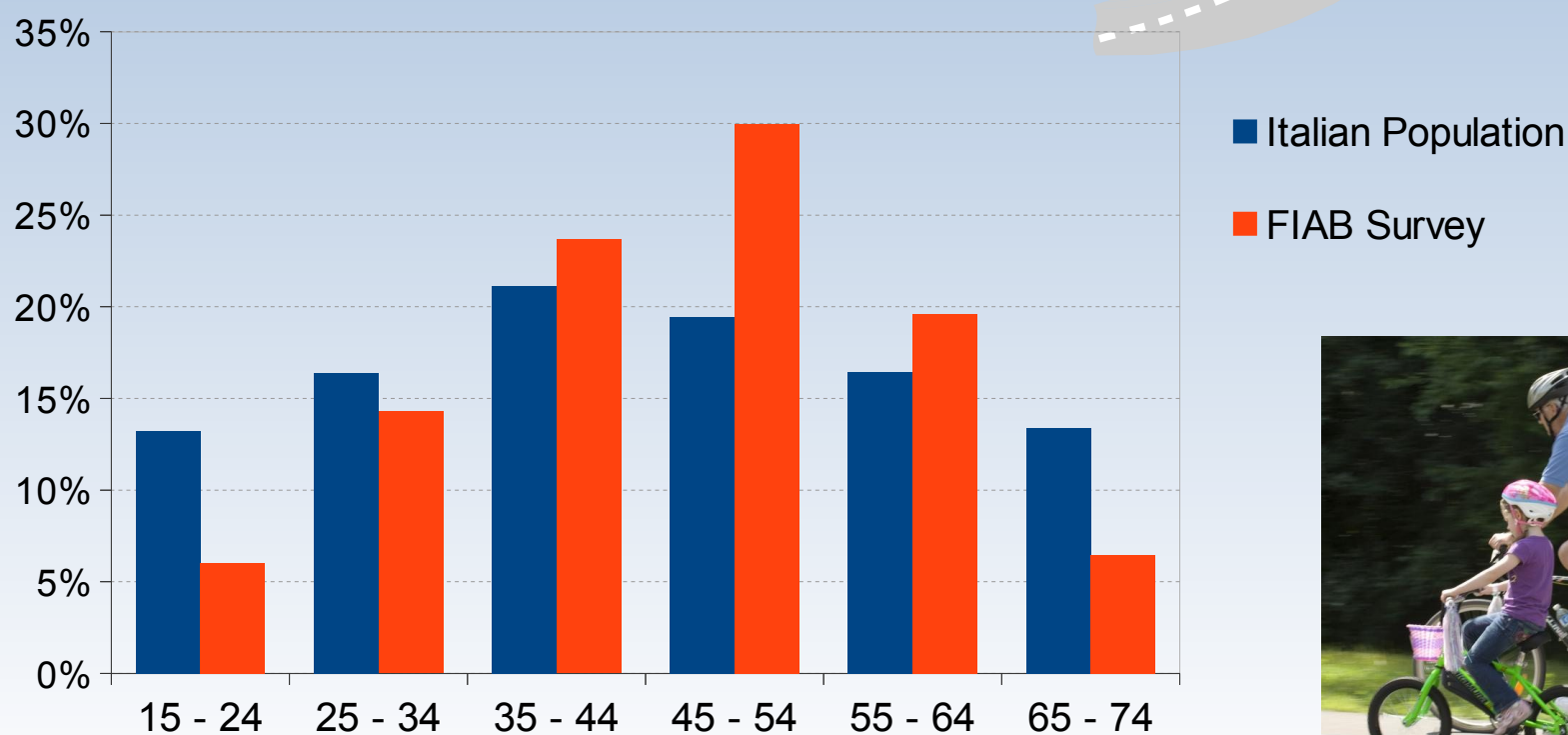
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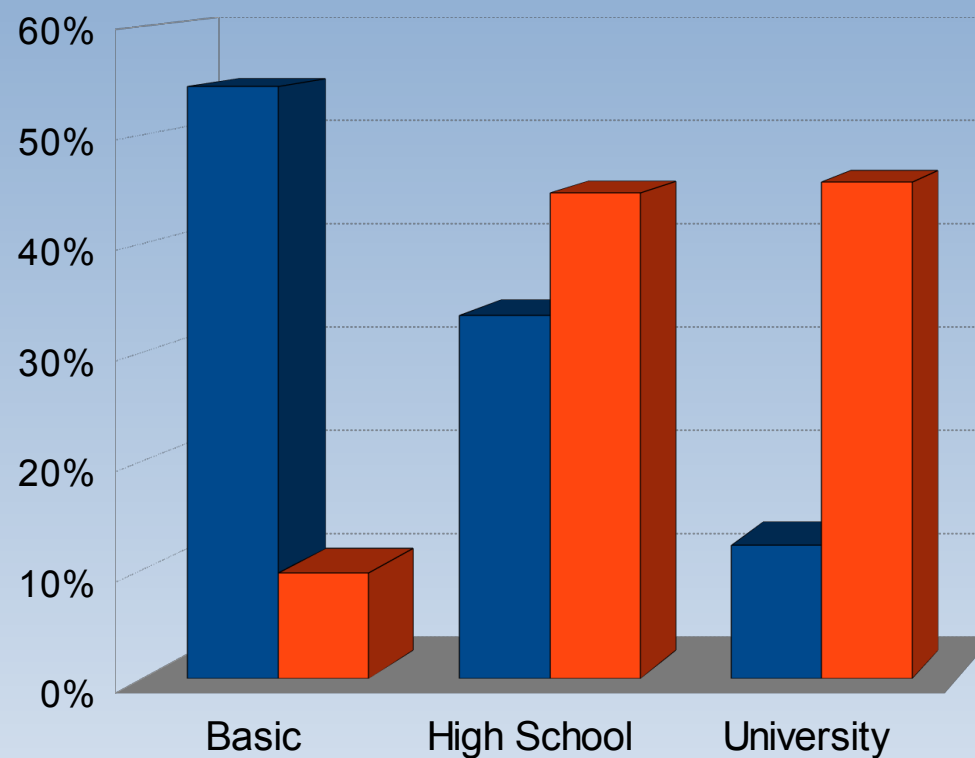
Age



Demographics for the sample

Education

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



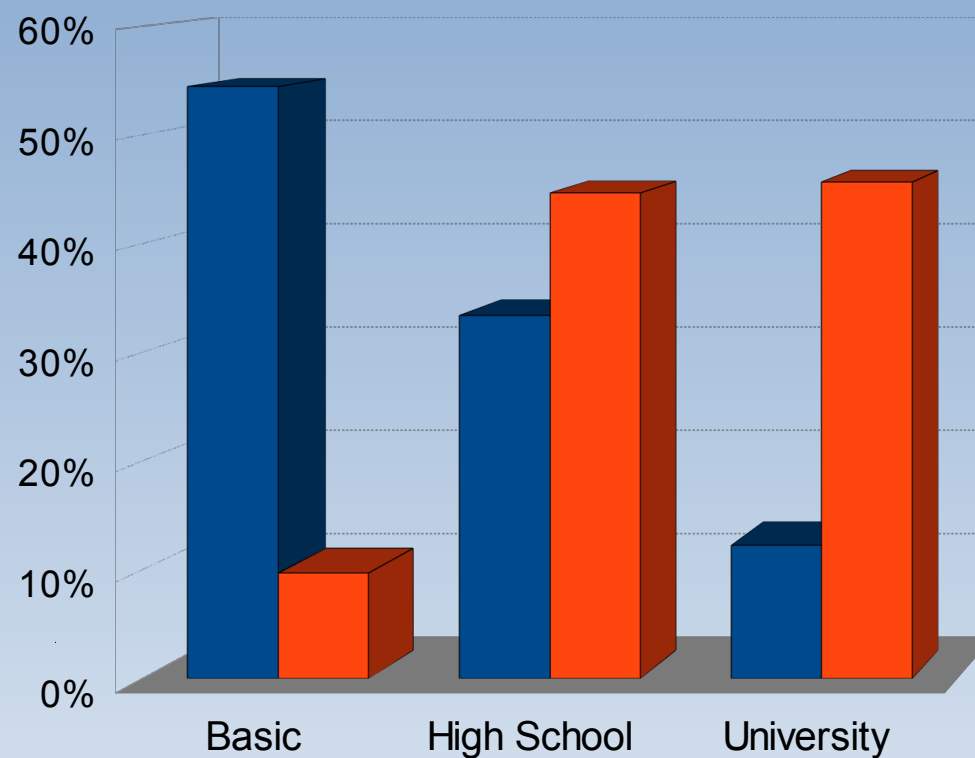
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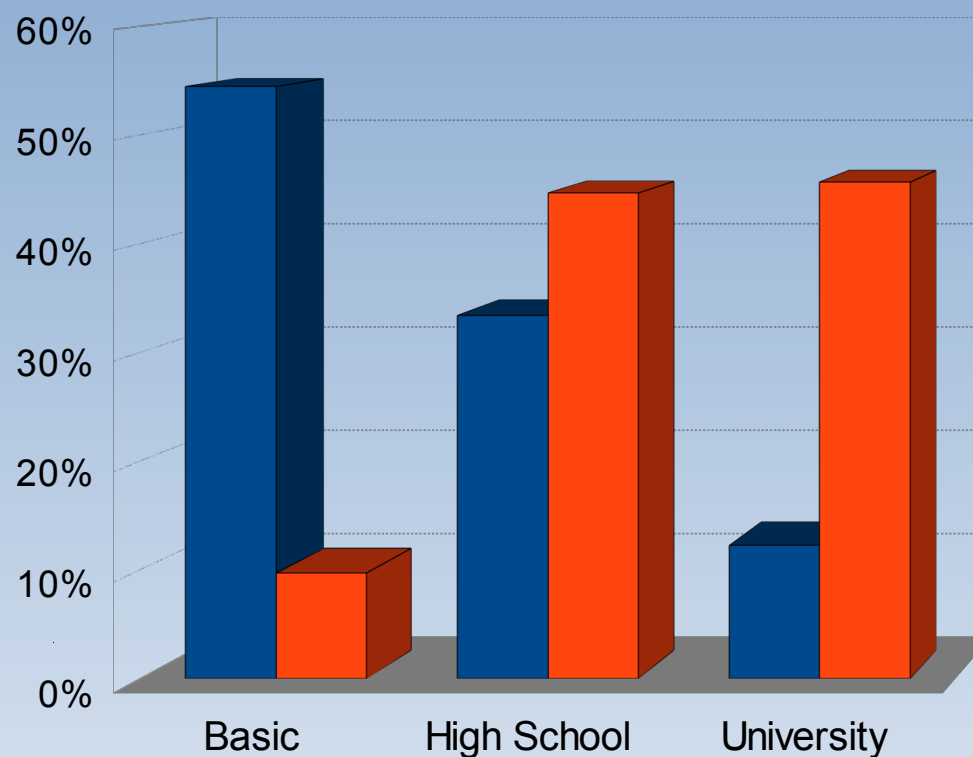
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Some potential explaining factors:

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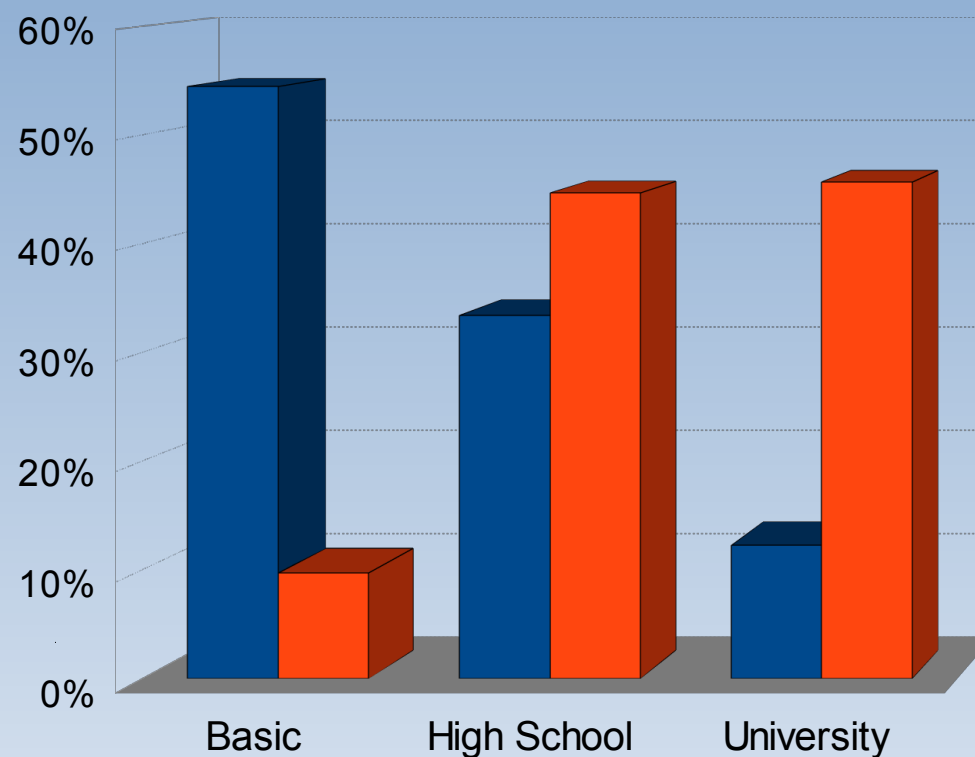


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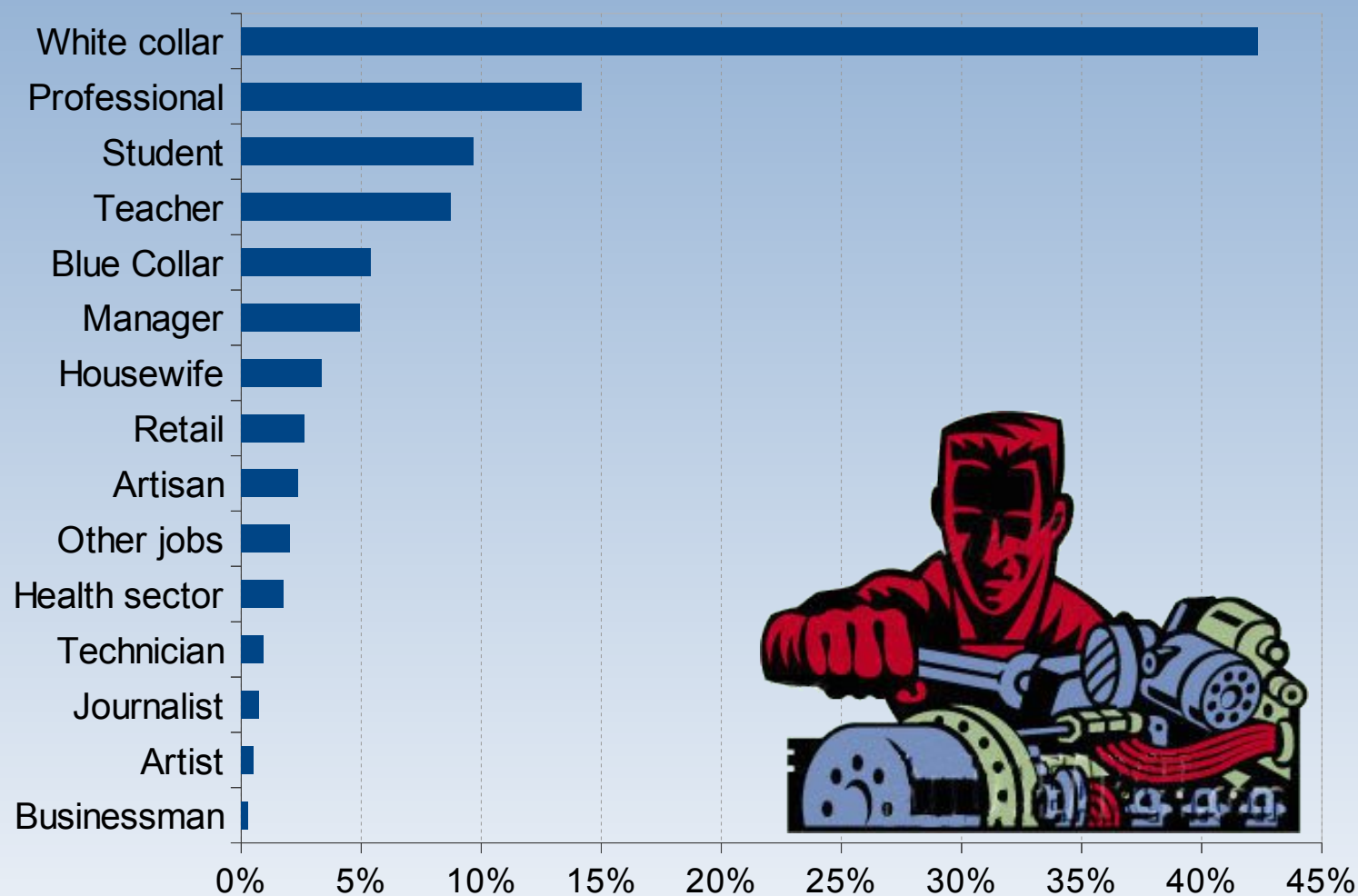
- saving money is rarely a motivation to ride a bicycle (only **7%** of the sample cannot afford other means of transport)
- Higher education implies a **higher propensity** to take part in a statistical survey

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



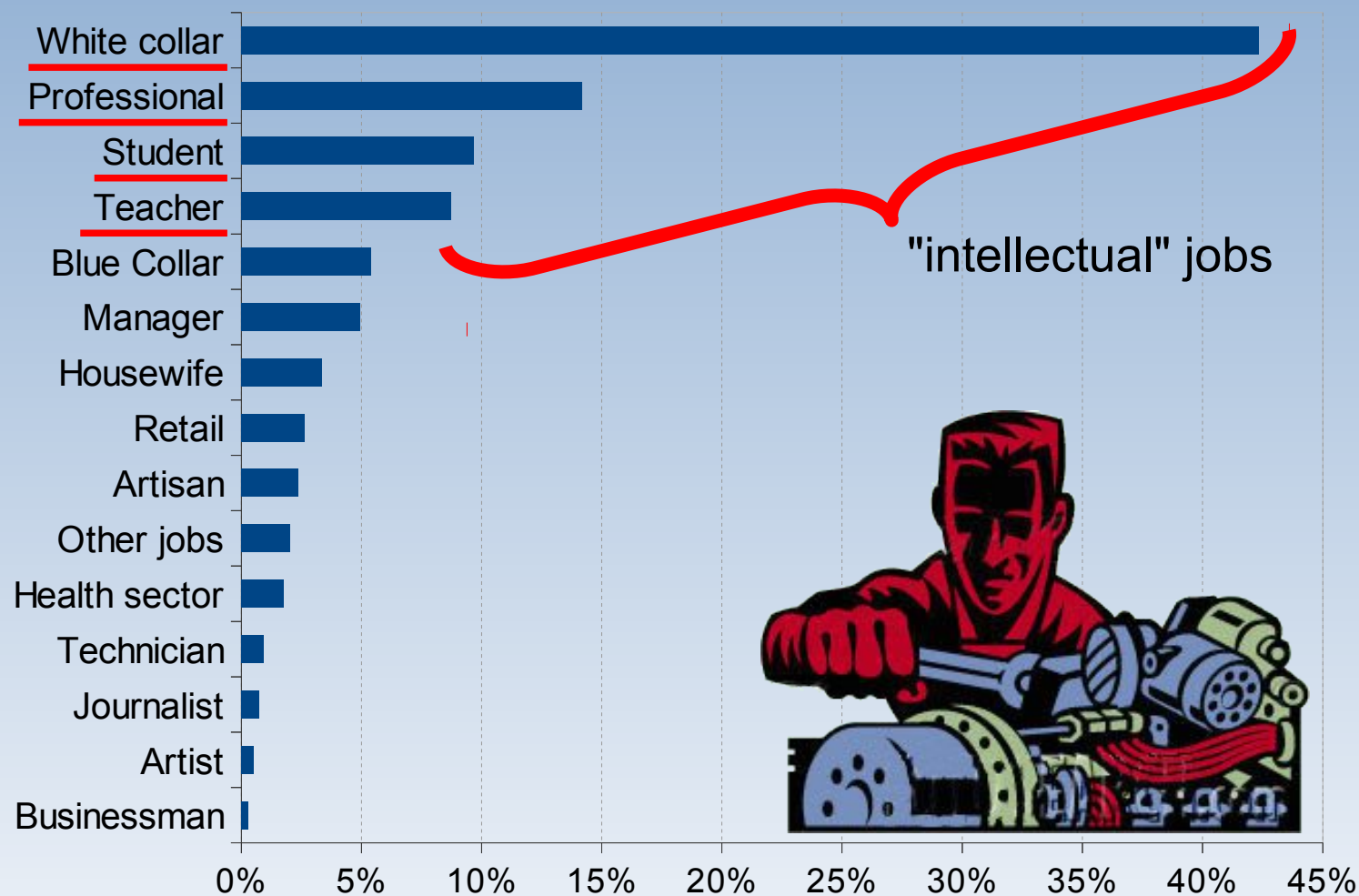
Demographics for the sample

■ Job type



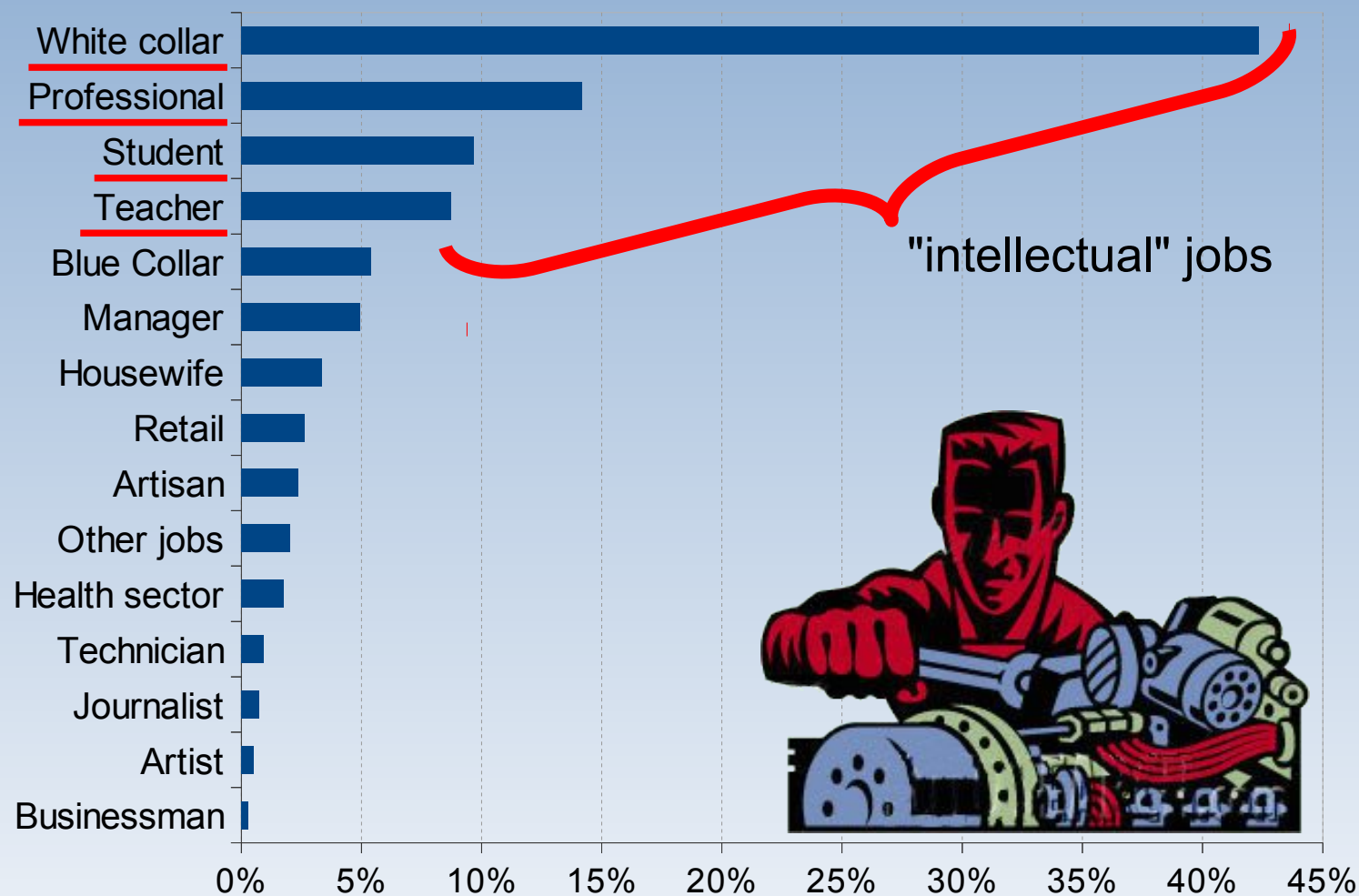
Demographics for the sample

■ Job type



Demographics for the sample

■ Job type



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

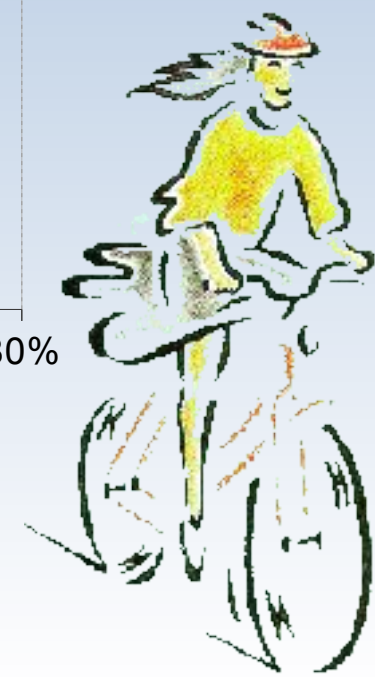
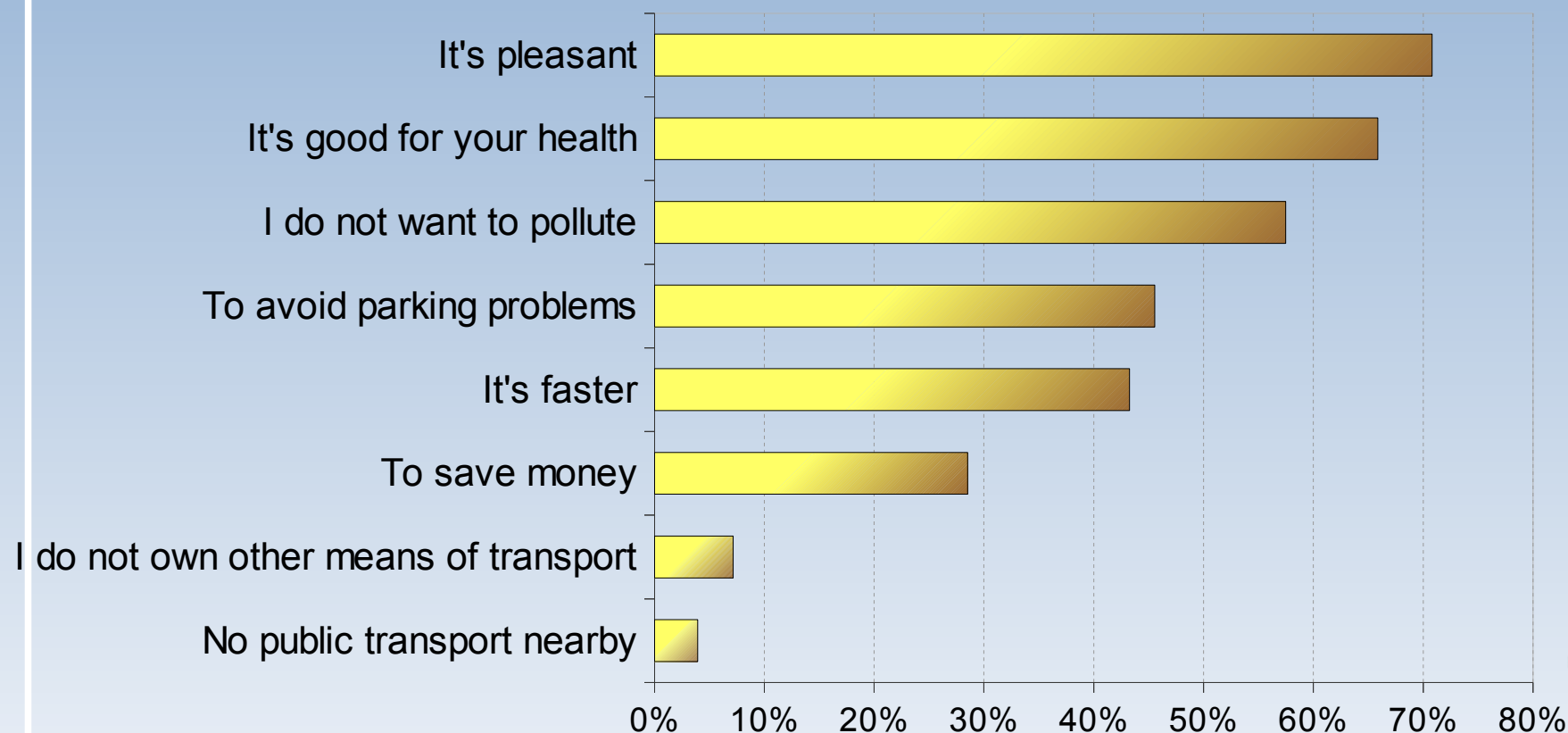
A good sample?

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



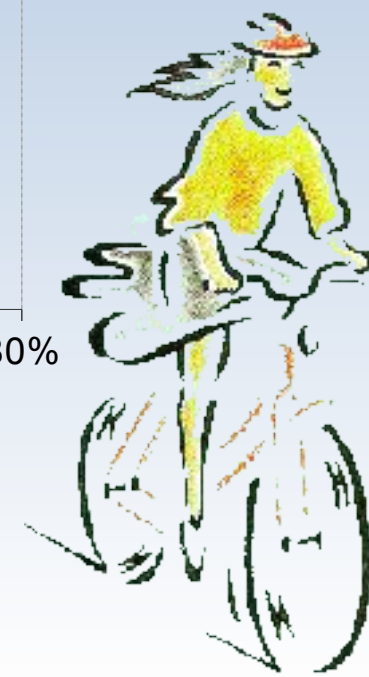
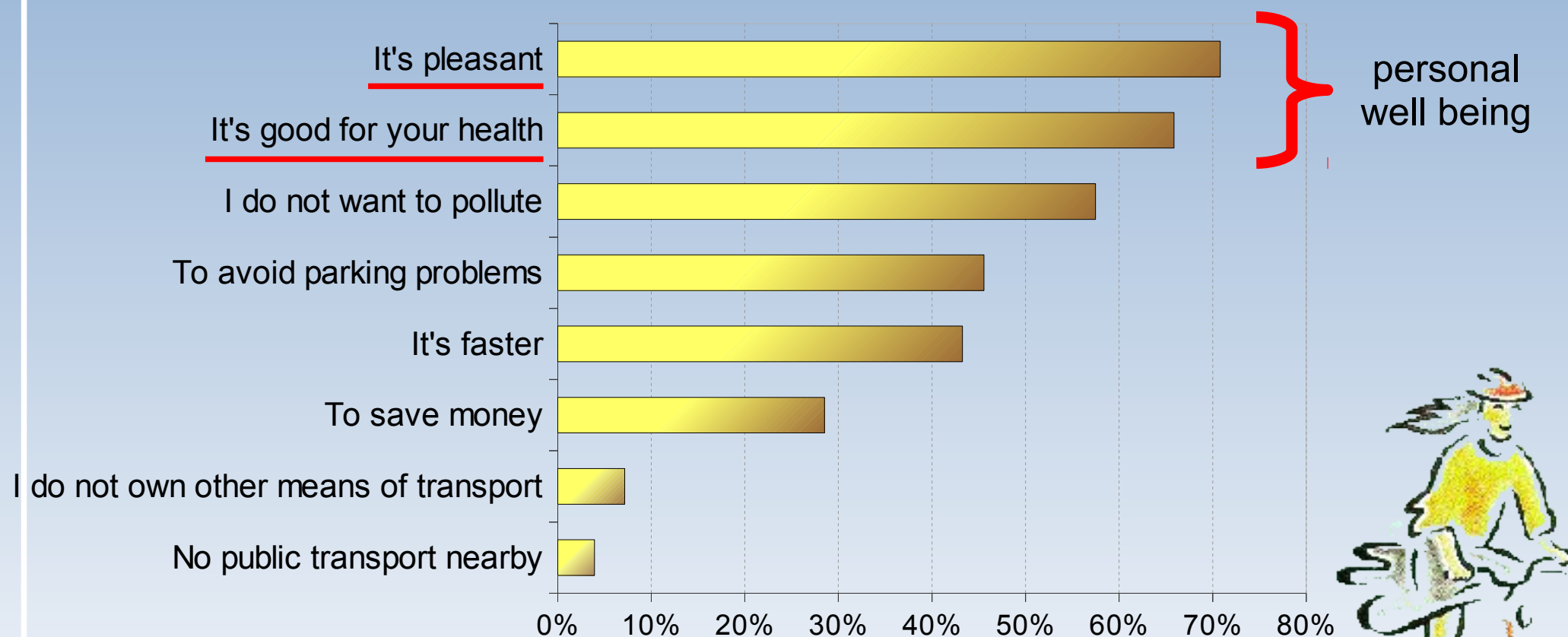
I ride a bicycle because...

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



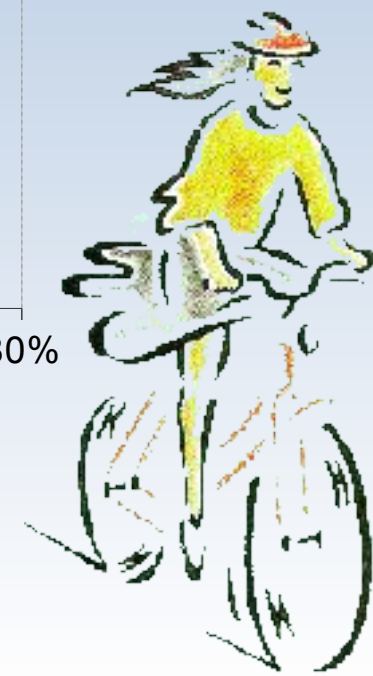
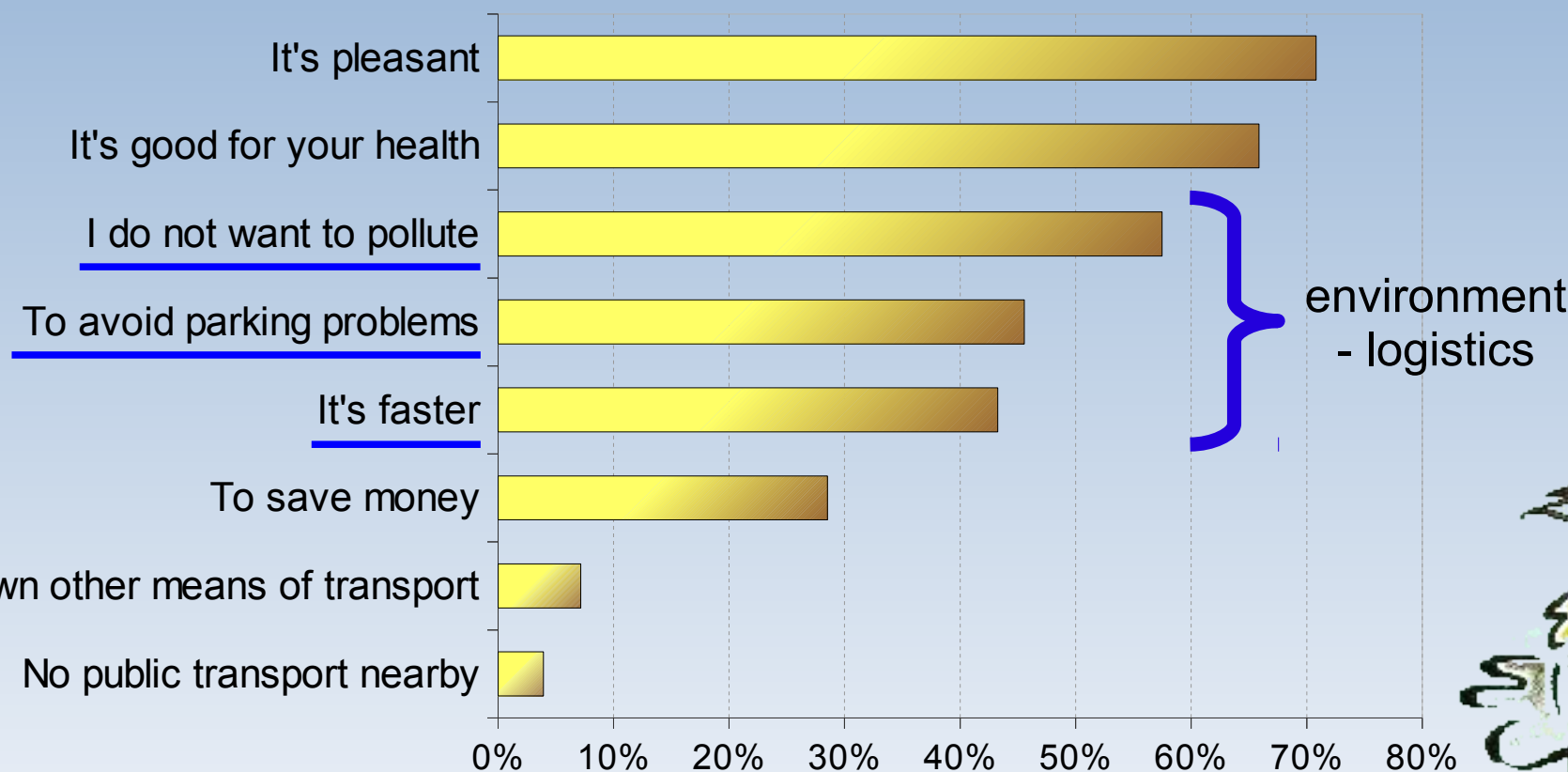
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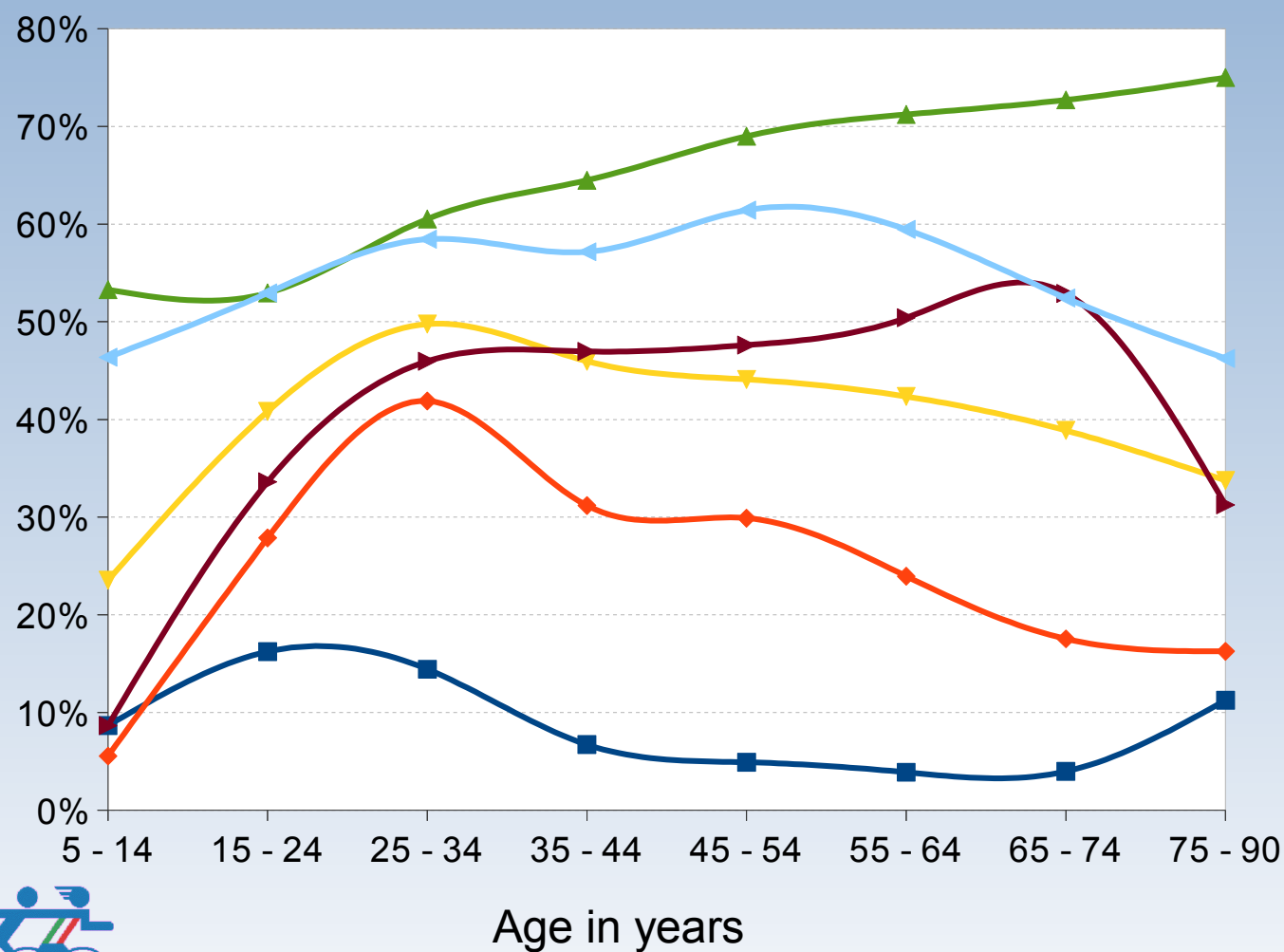
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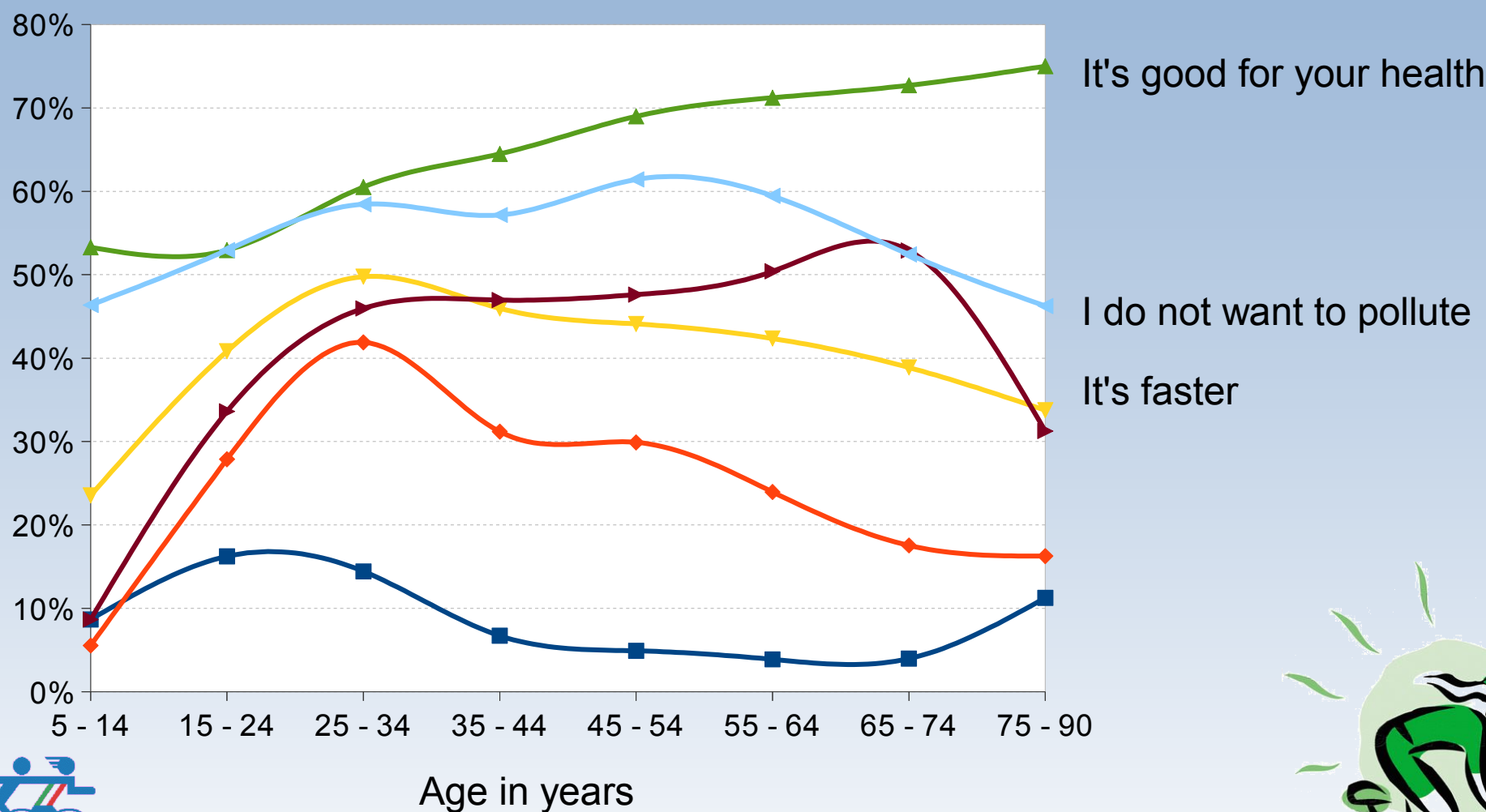
I ride a bicycle because...

■ How points of view change with age



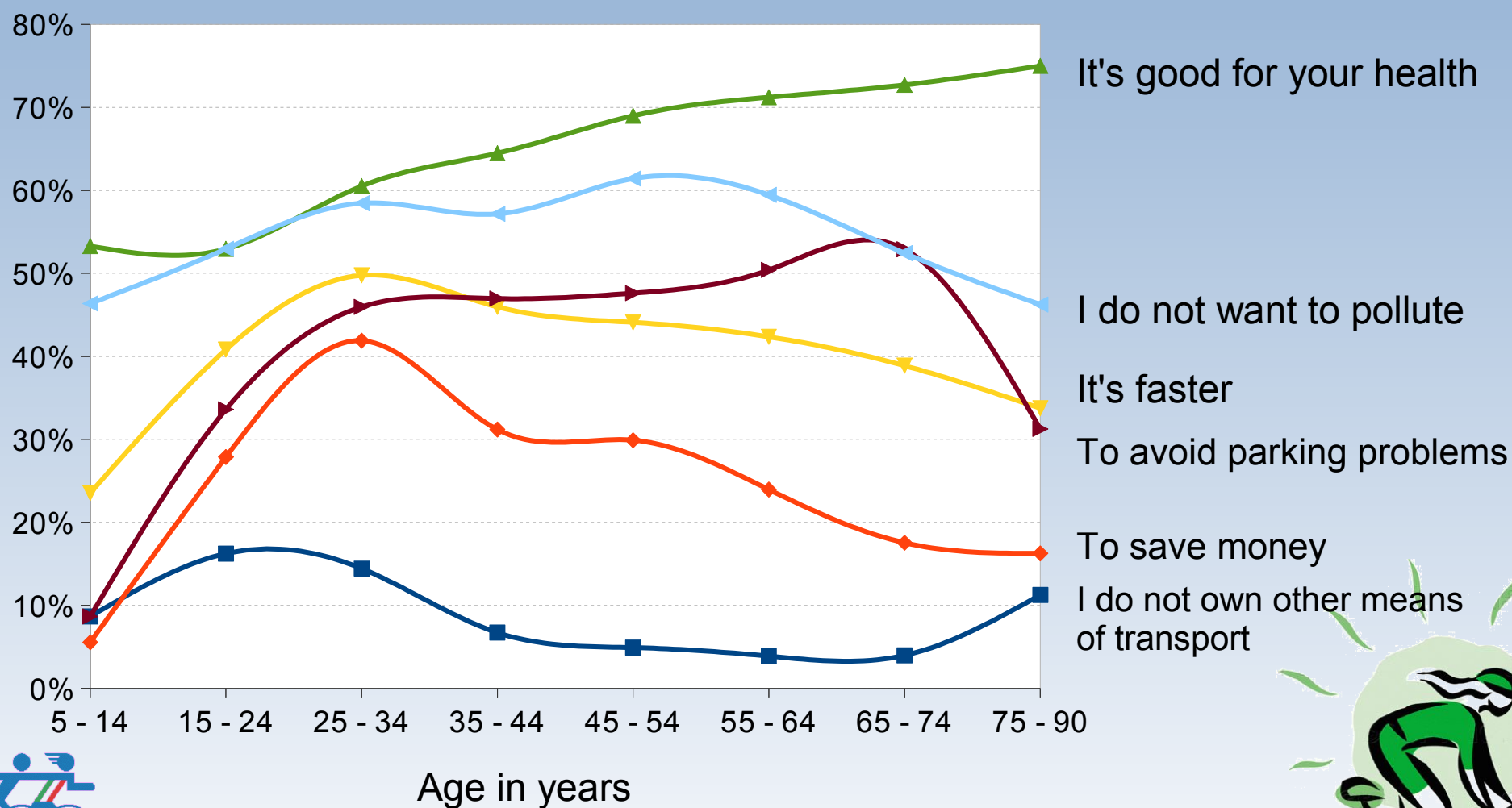
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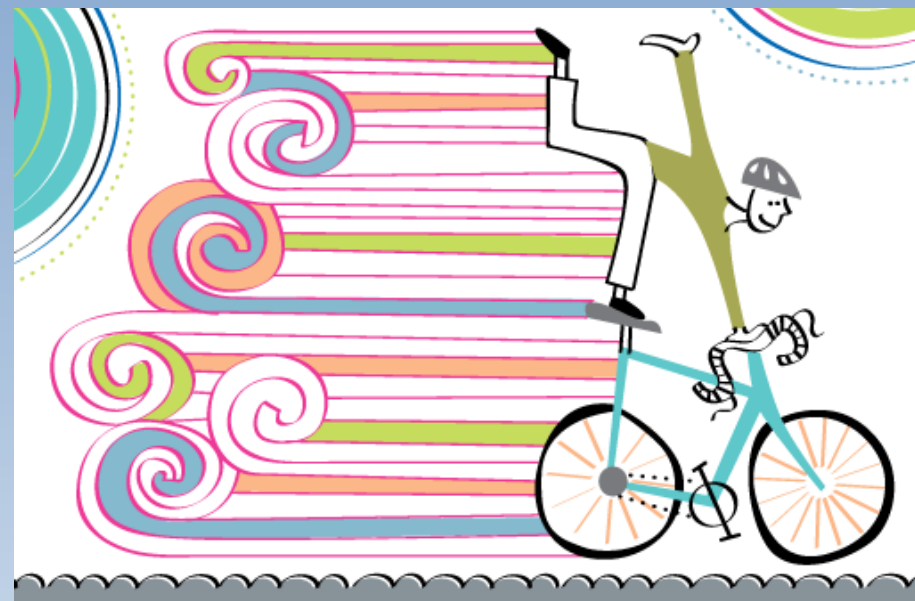
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What I hate about riding a bicycle...

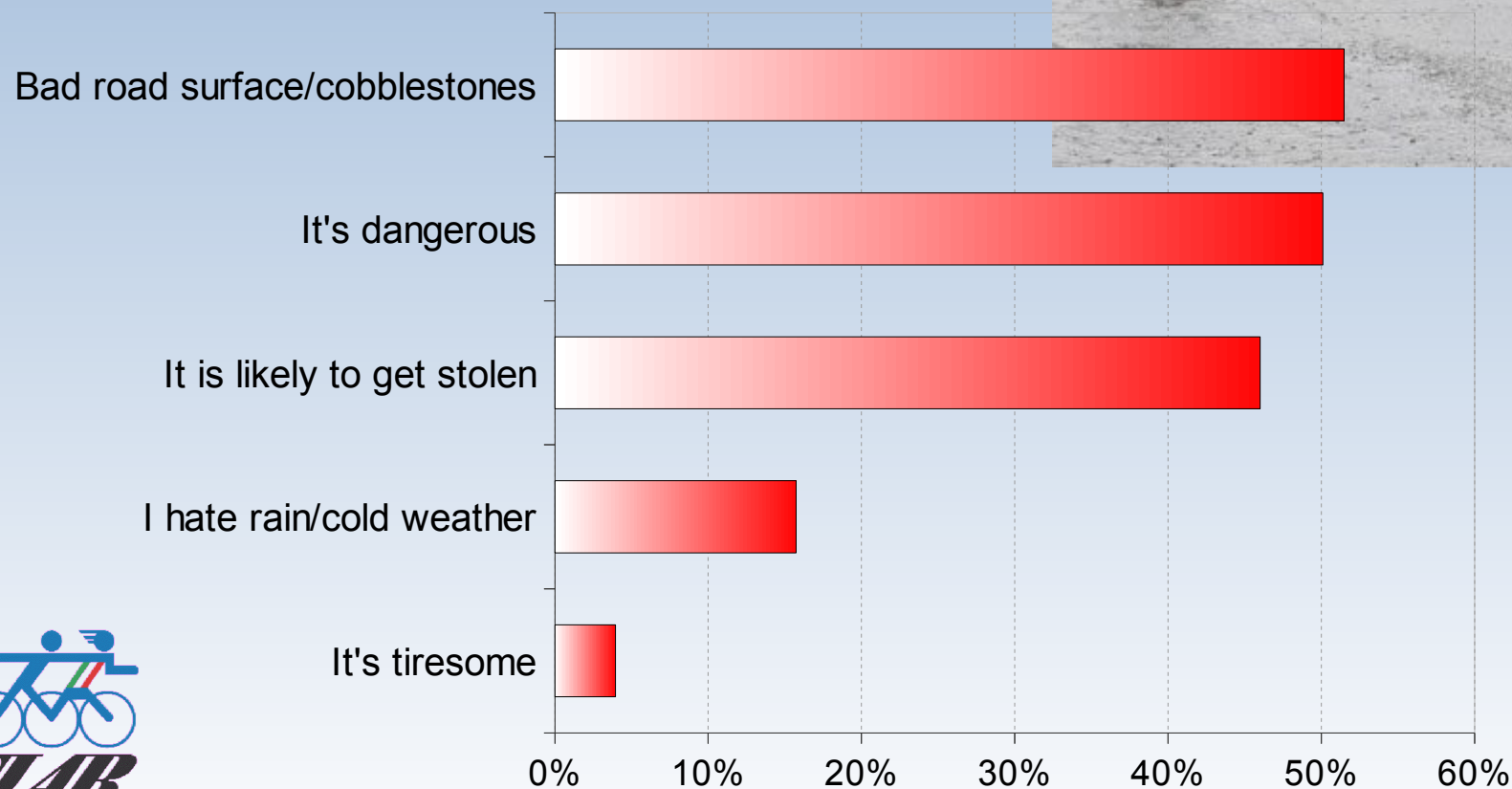
- **20%** is just fully happy with it



What I hate about riding a bicycle...

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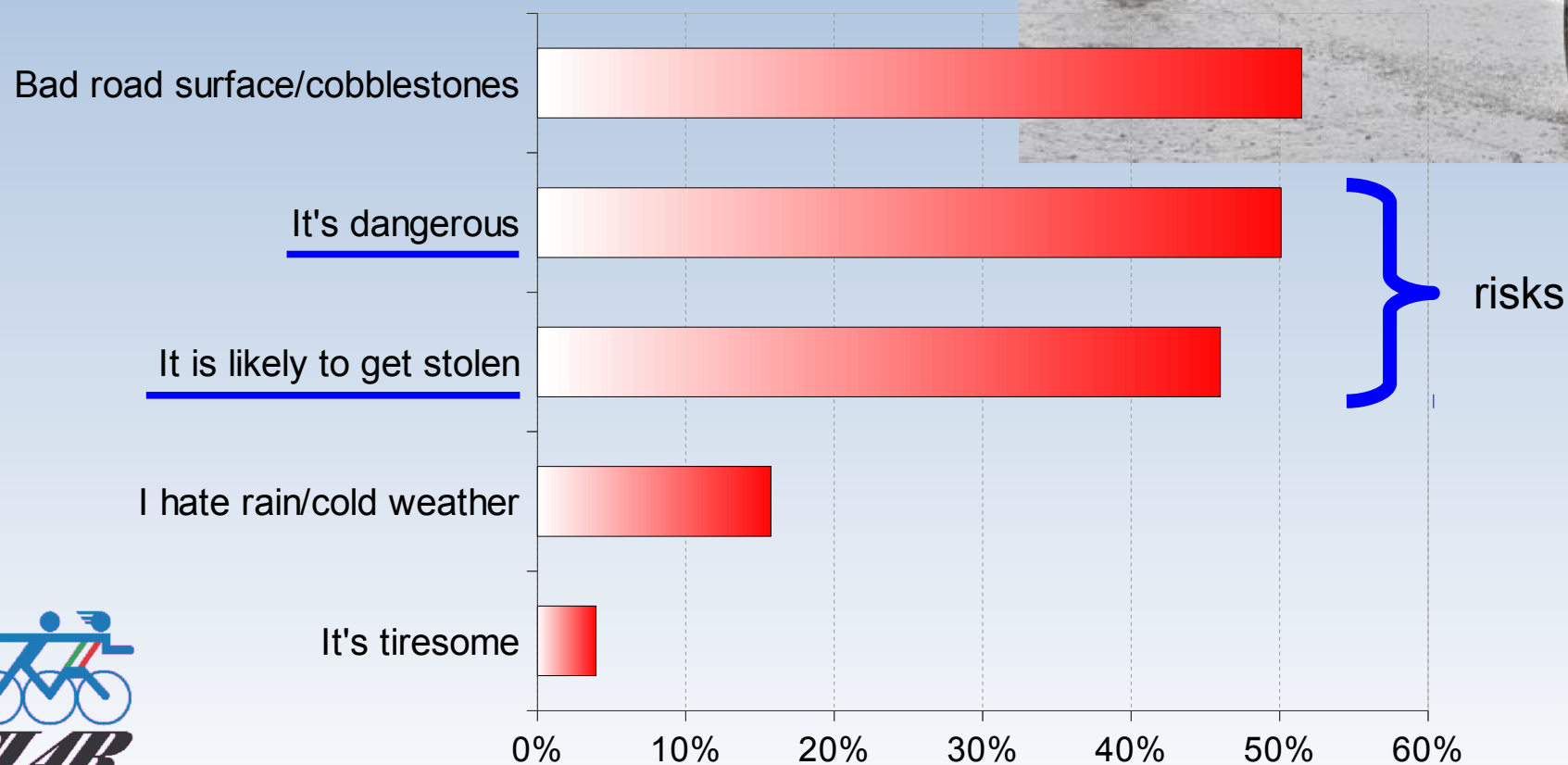
■ For the remaining **80%**:



What I hate about riding a bicycle...

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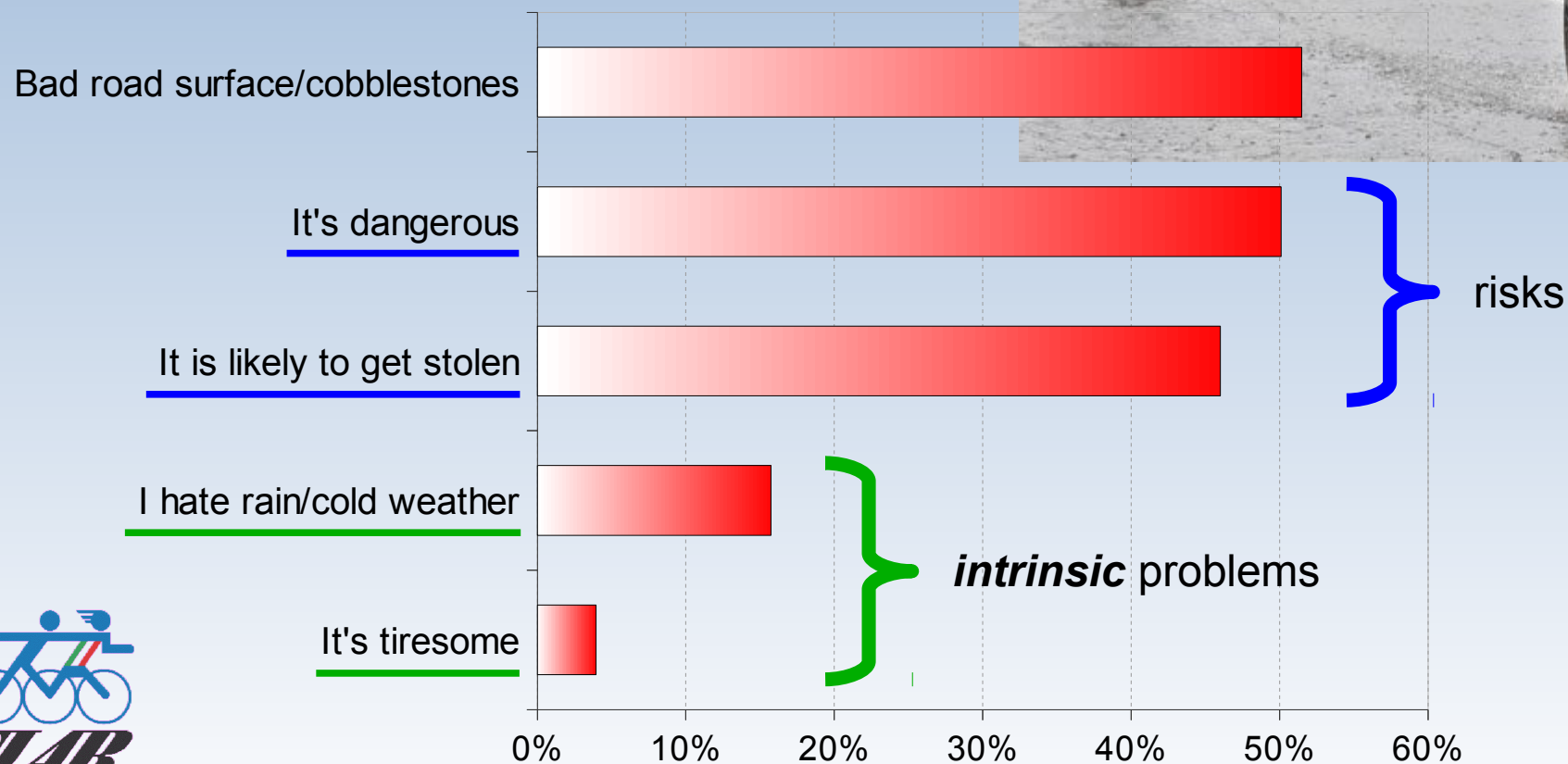
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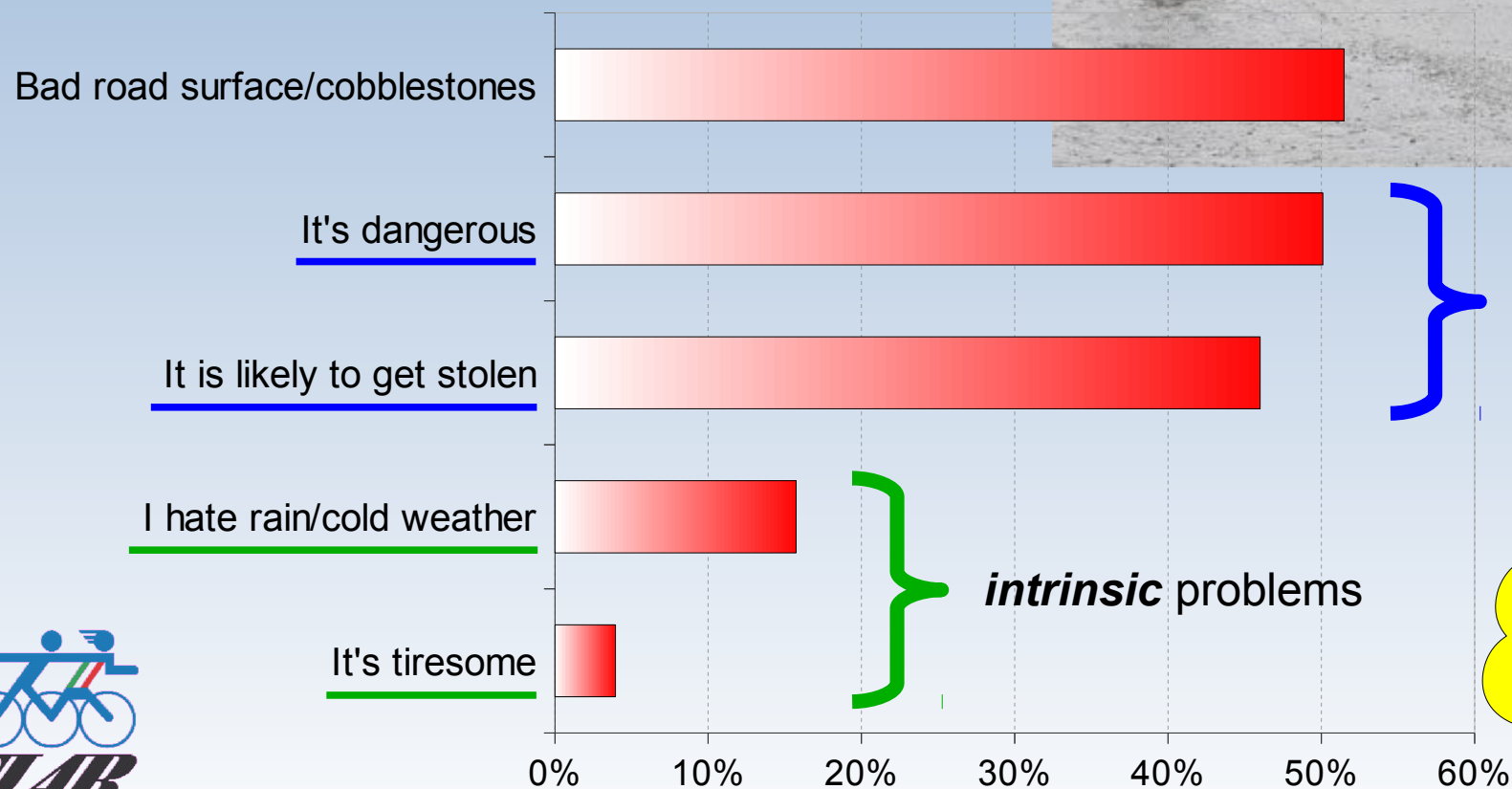
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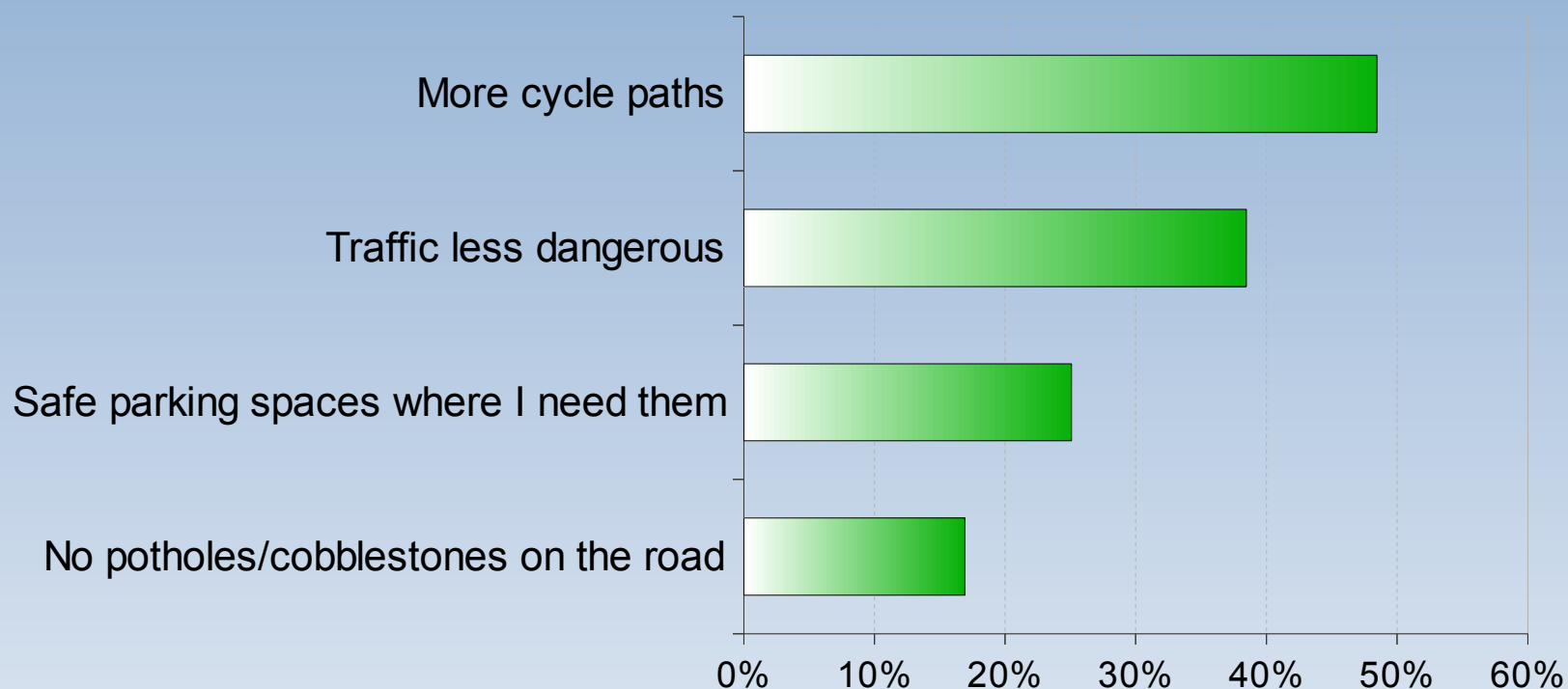
} risks

} *intrinsic* problems

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

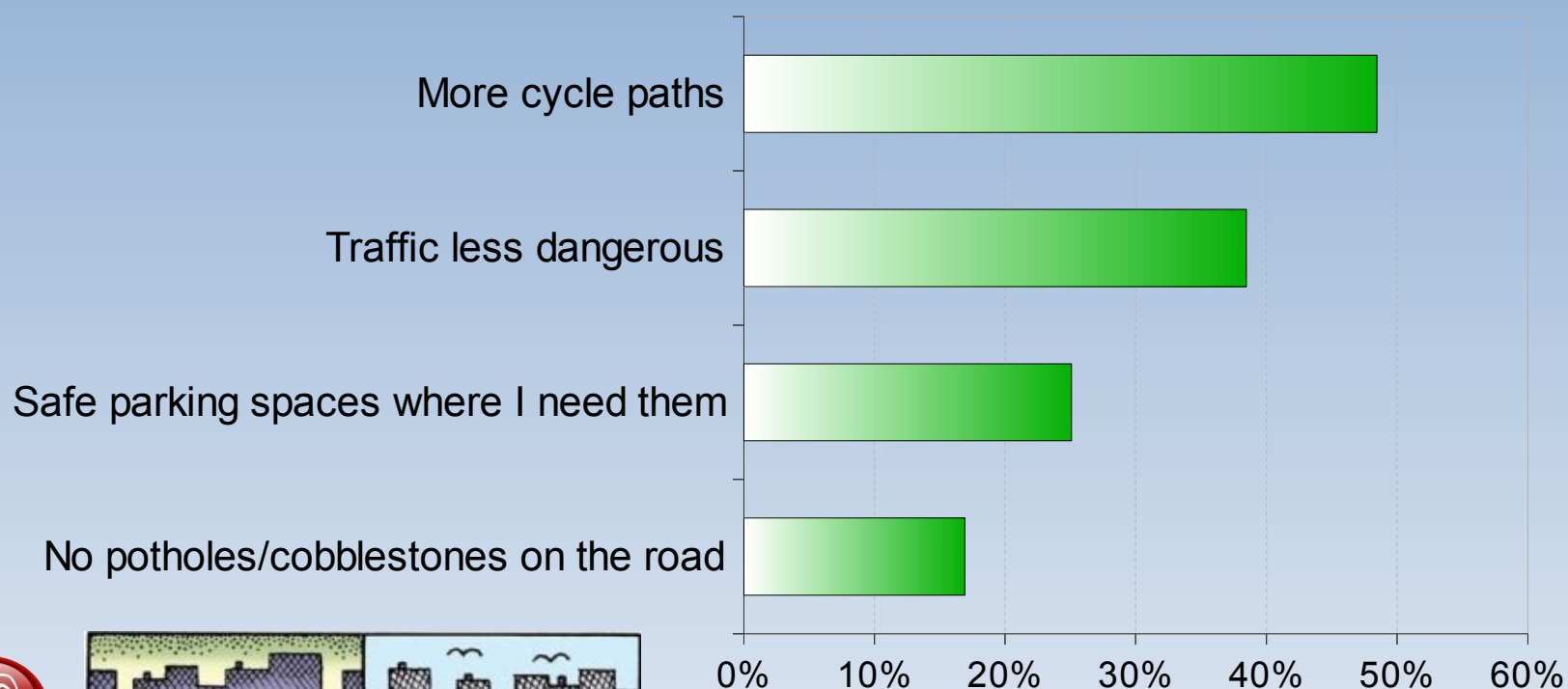
I would move around on a bike more if...

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

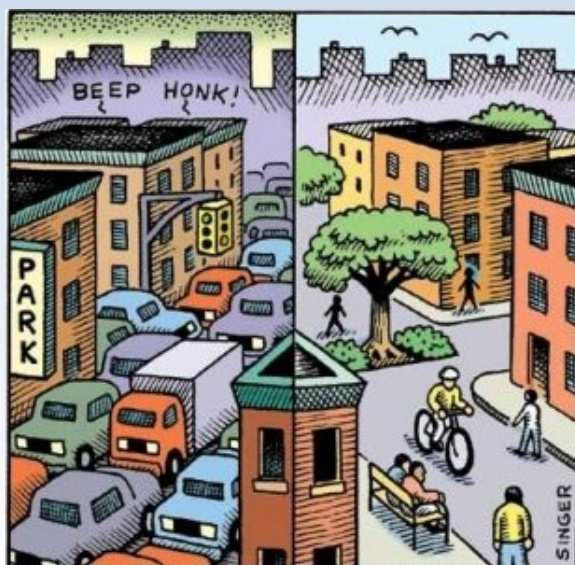


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No way...

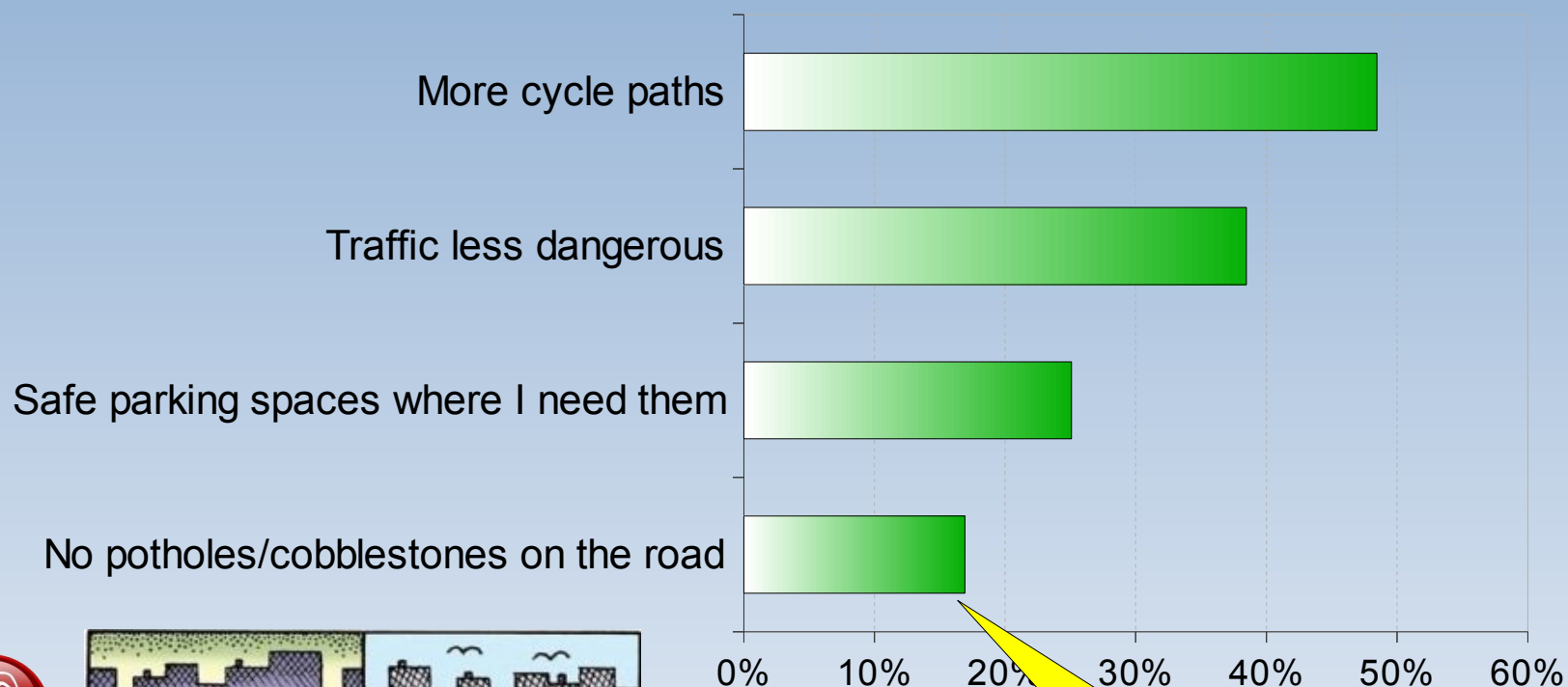


Let's ride!

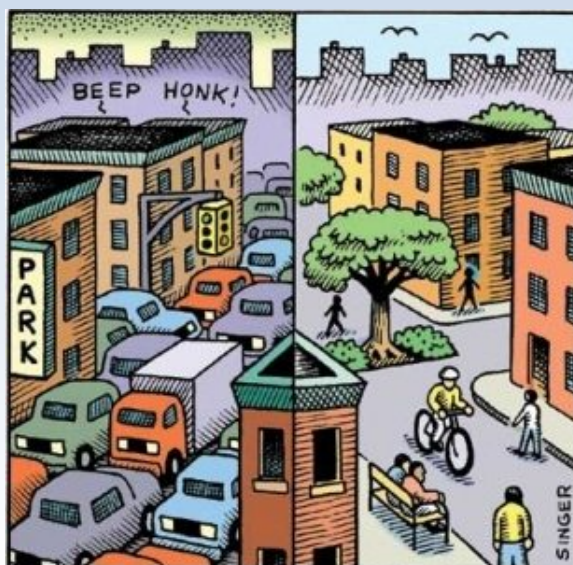


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No way...



Let's ride!



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

Why do I ride a bicycle.....



■ Other reasons, spontaneously submitted 1

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

Why do I ride a bicycle.....

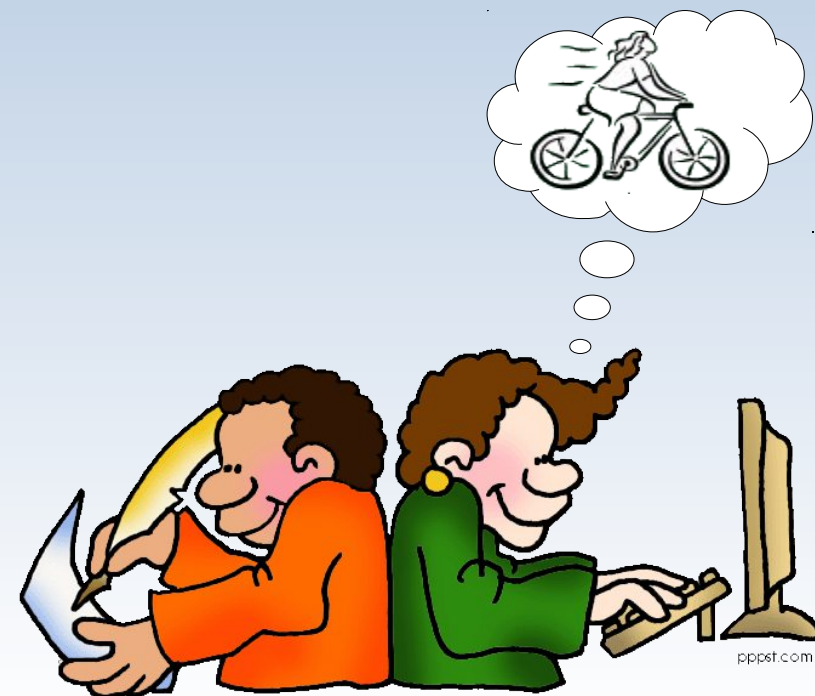


- Other reasons, spontaneously submitted 2
 - To be a positive example for my students
 - Cycling has replaced anti-diabetic therapy (not bad, uh)
 - I have a bicycling culture
 - Wind on my face wakes me up in the morning
 - I smile, people smile me back
 - It makes me feel young
 - My 2 years old son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



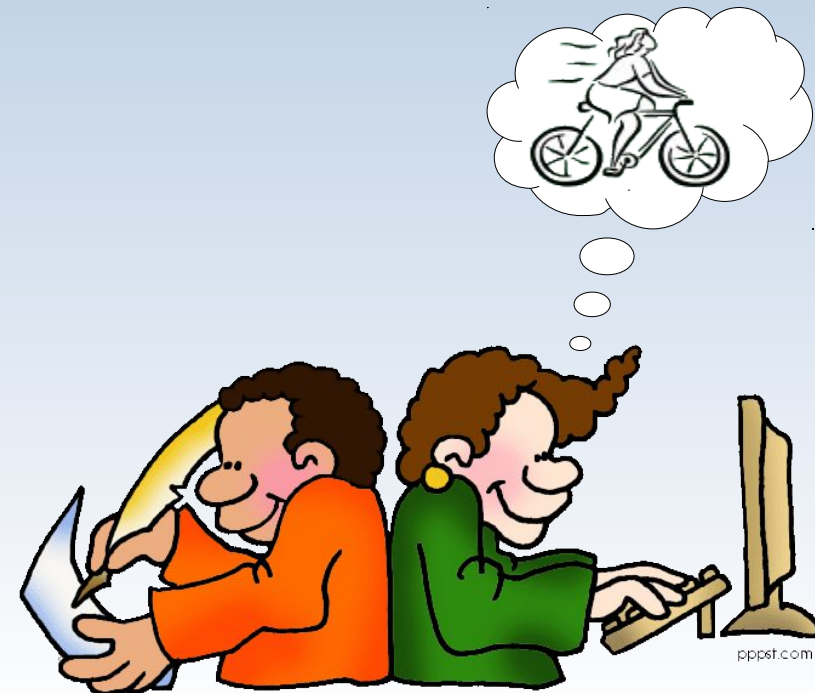
Most frequent issues coming from open answers

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



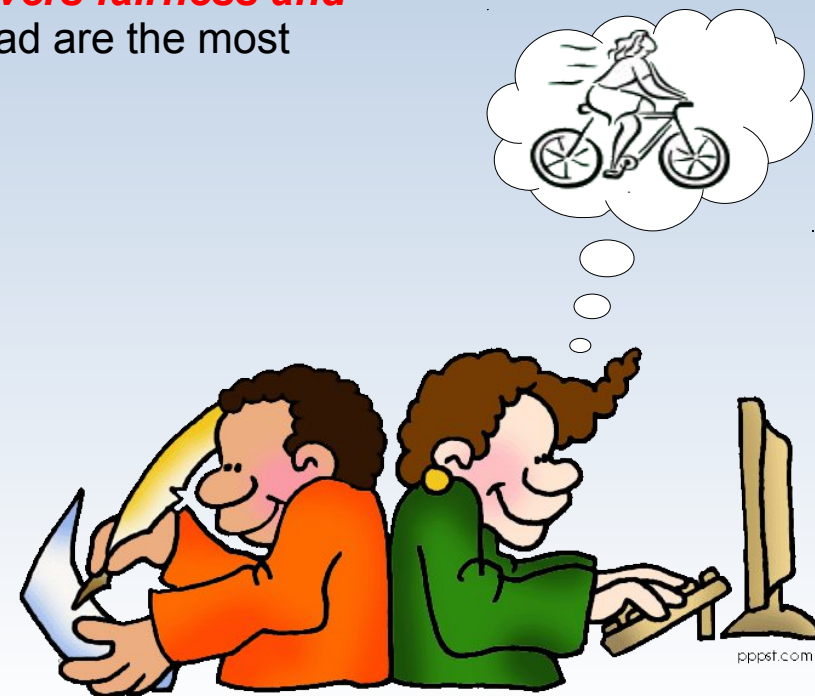
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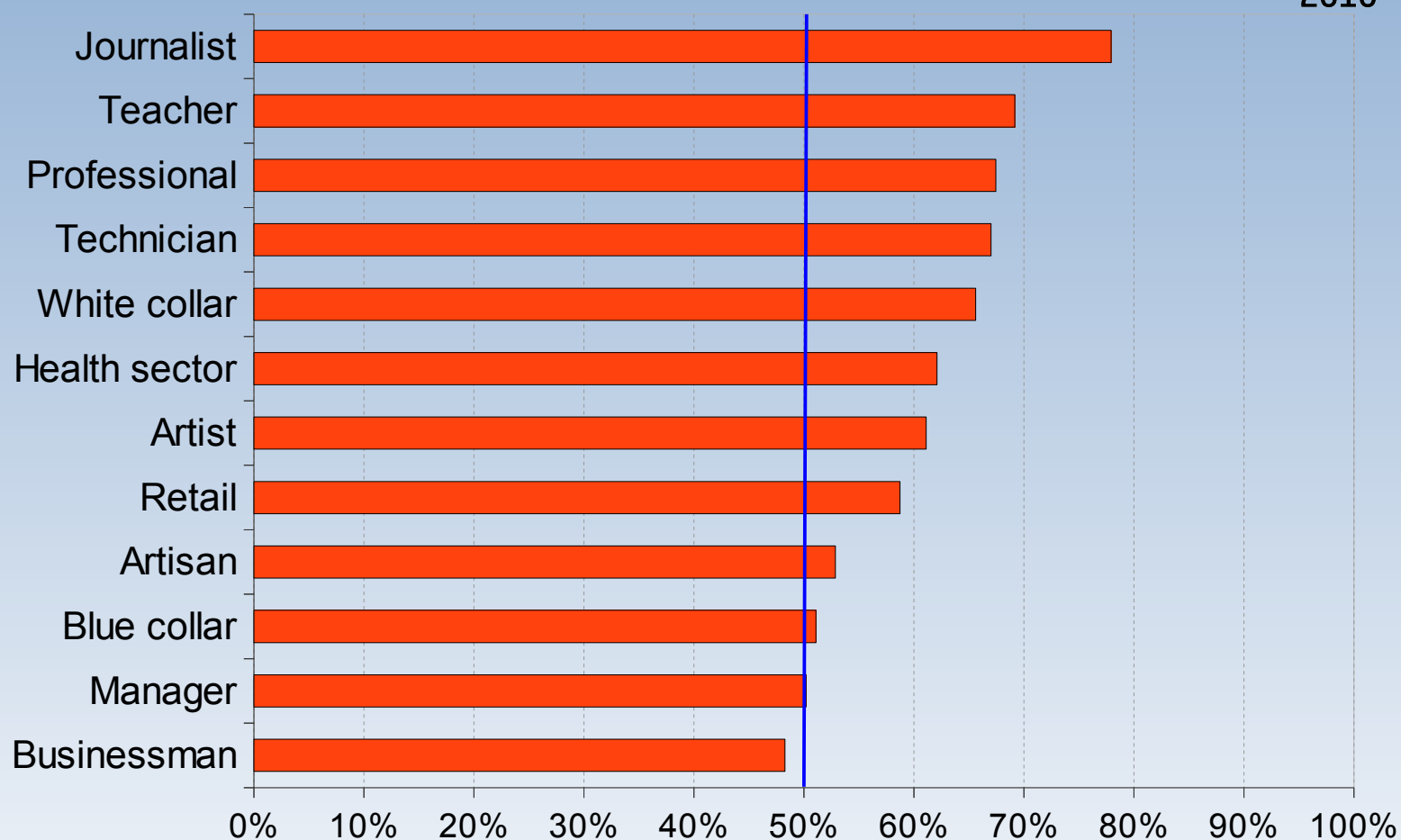
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- air pollution is a deeply felt problem, and a **deterrent** to cycling in heavy traffic areas
- most values incentive: various forms of **bike and public transport inter-modality**, better opportunities to carry your own bike on trains, boats, buses, metro lines to widen its usefulness



What places do I reach with my bike?

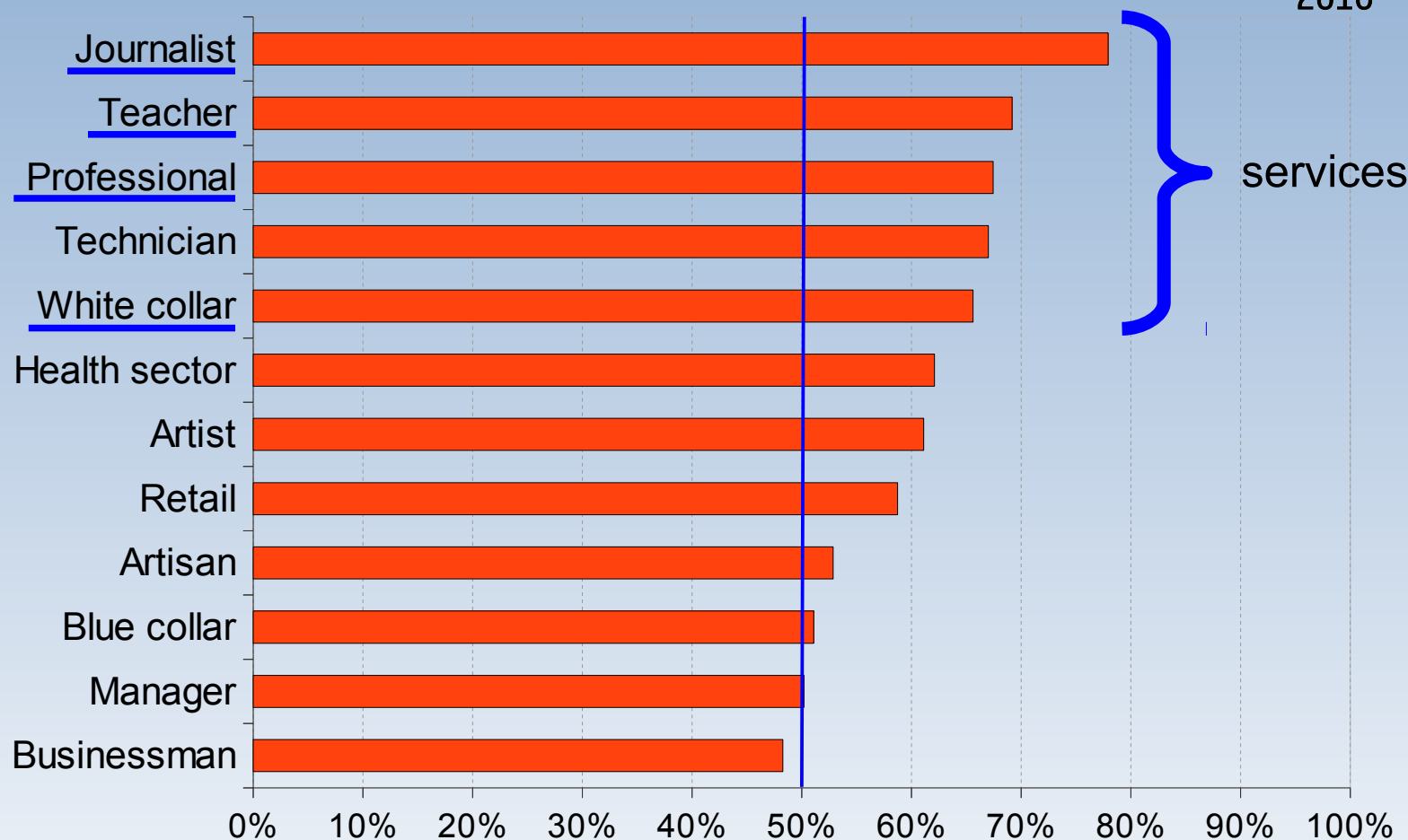


■ **Bike to work** percentages by job type



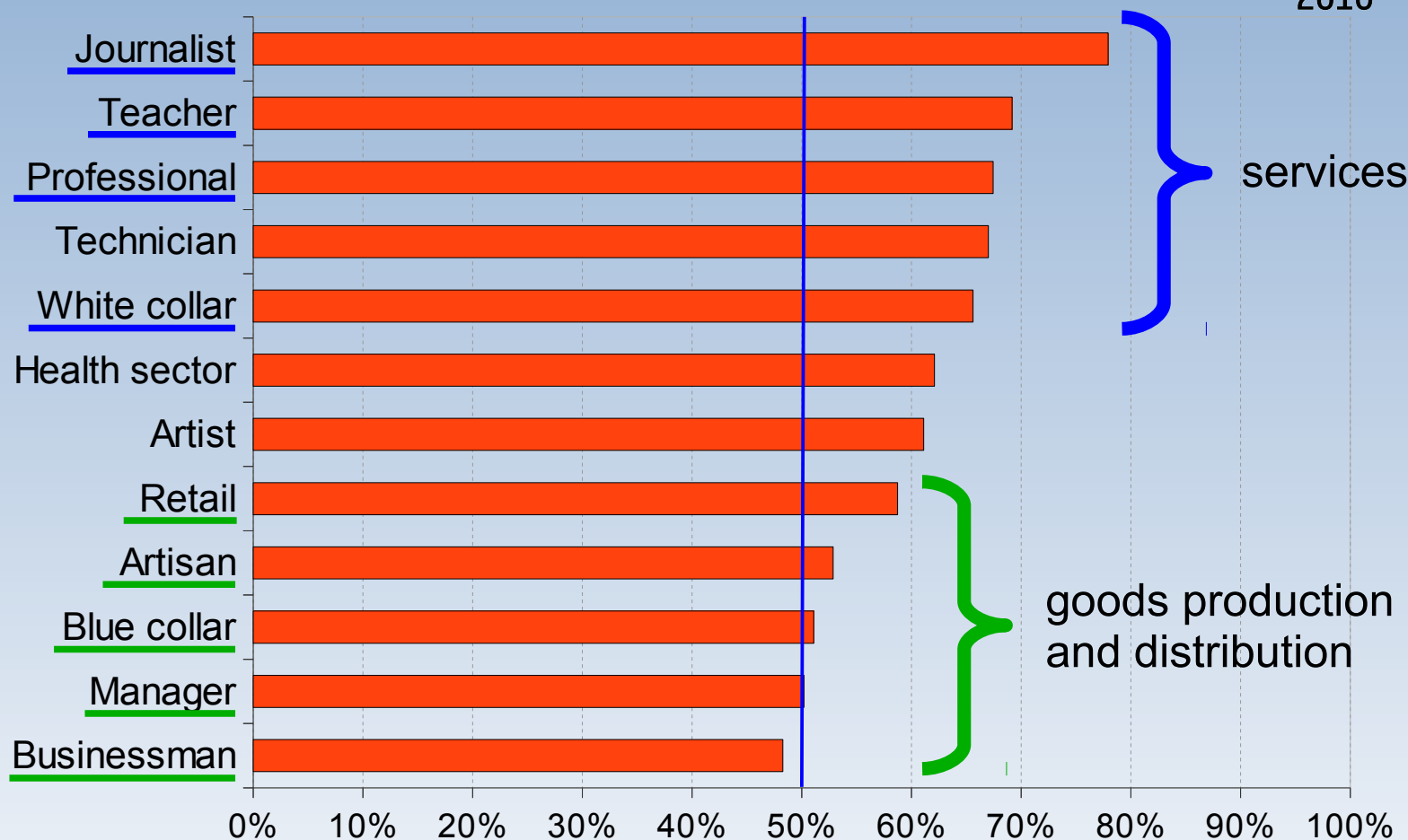
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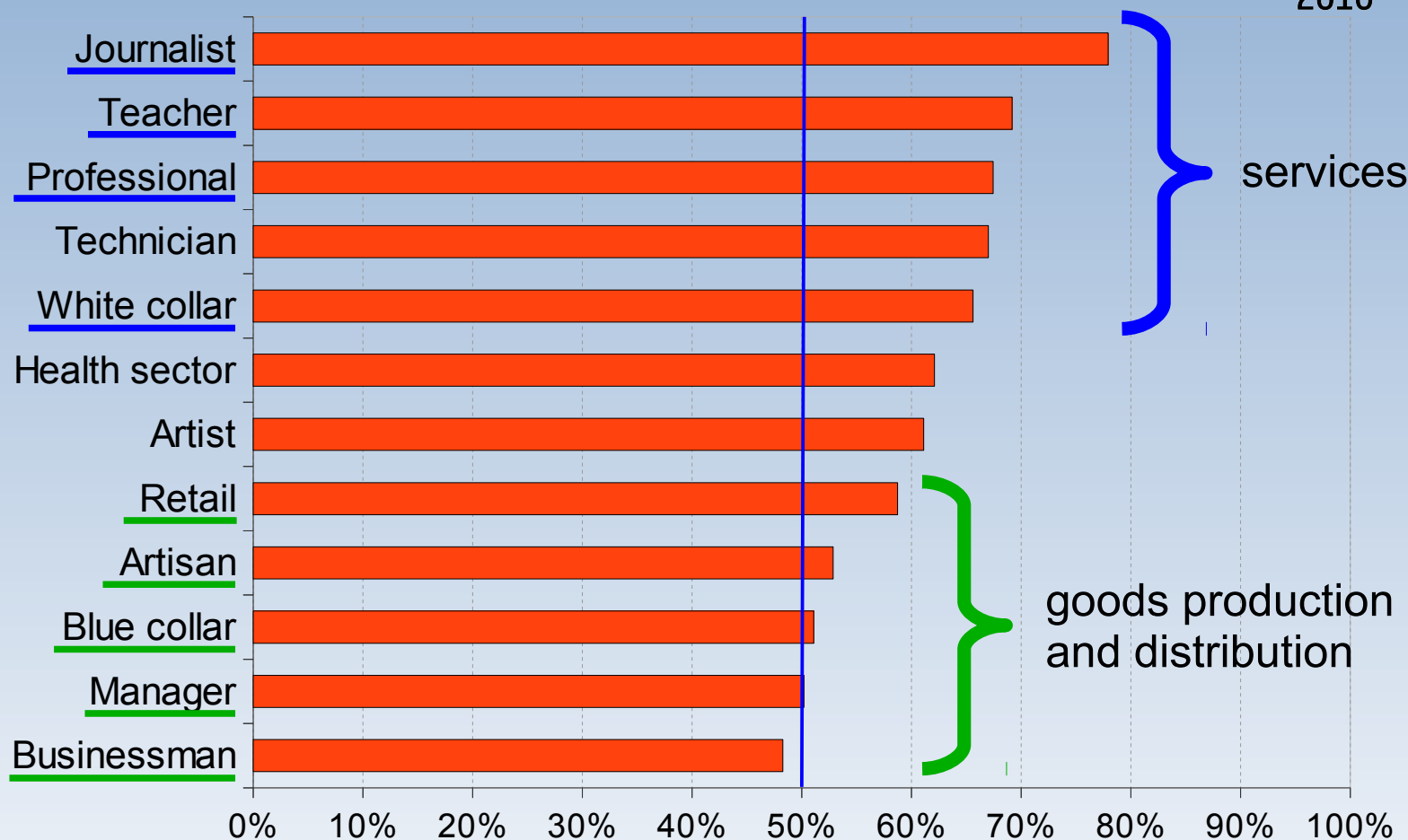
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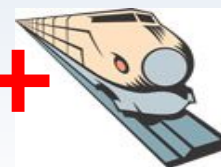


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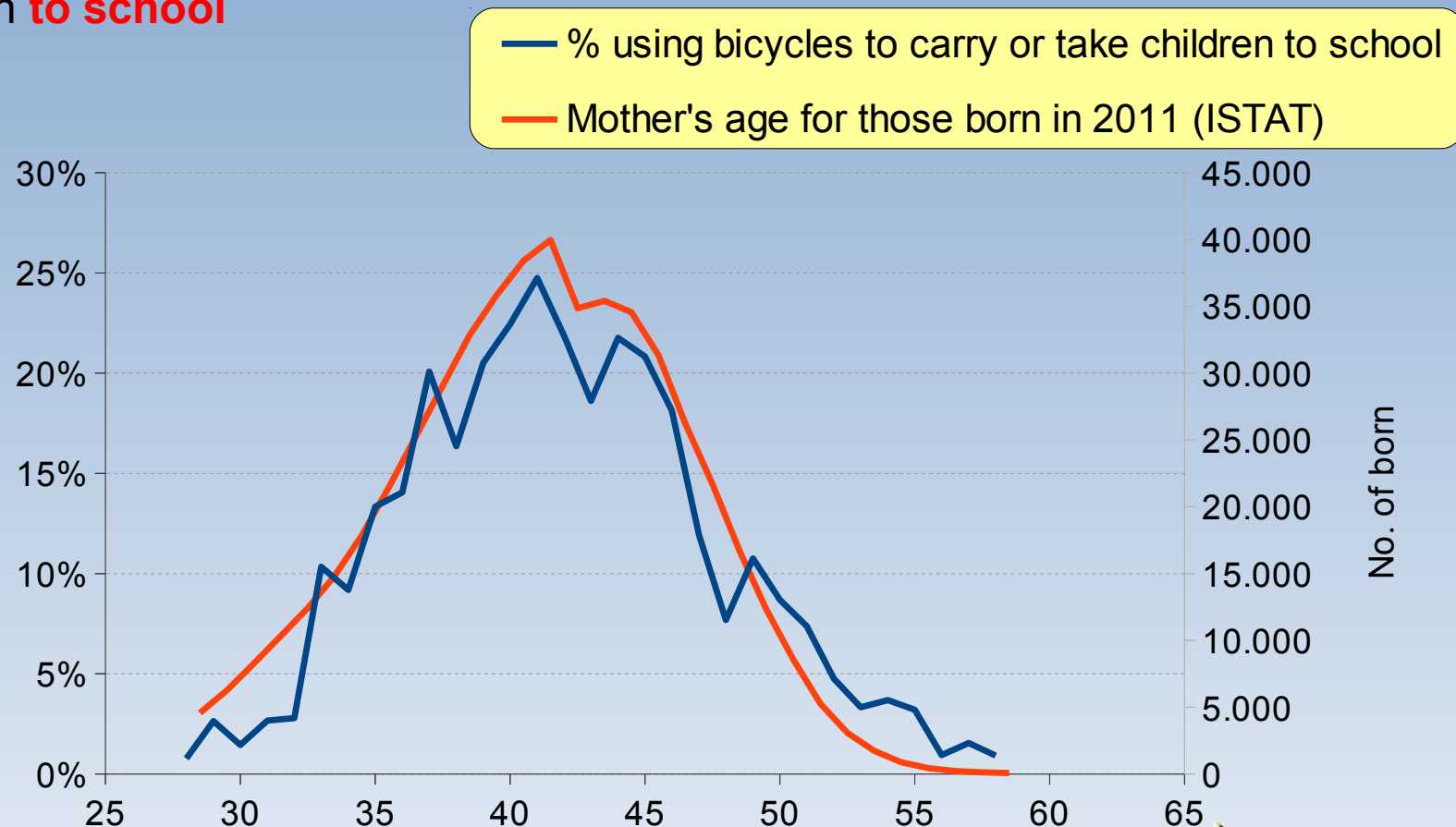
41% is multi-modal



What places do I reach with my bike?

■ Taking children to school

% using bicycles to carry or take children to school



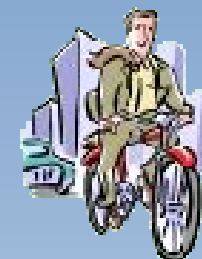
Parents age with 9 years old sons

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



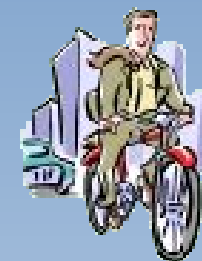
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- Multi-purpose transfers around the city: **76%** of the cyclists



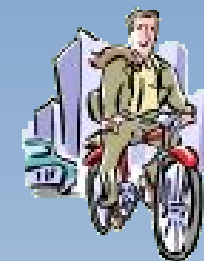
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The only **gender-oriented** type of activity:
37,6% for males vs. **18%** for females

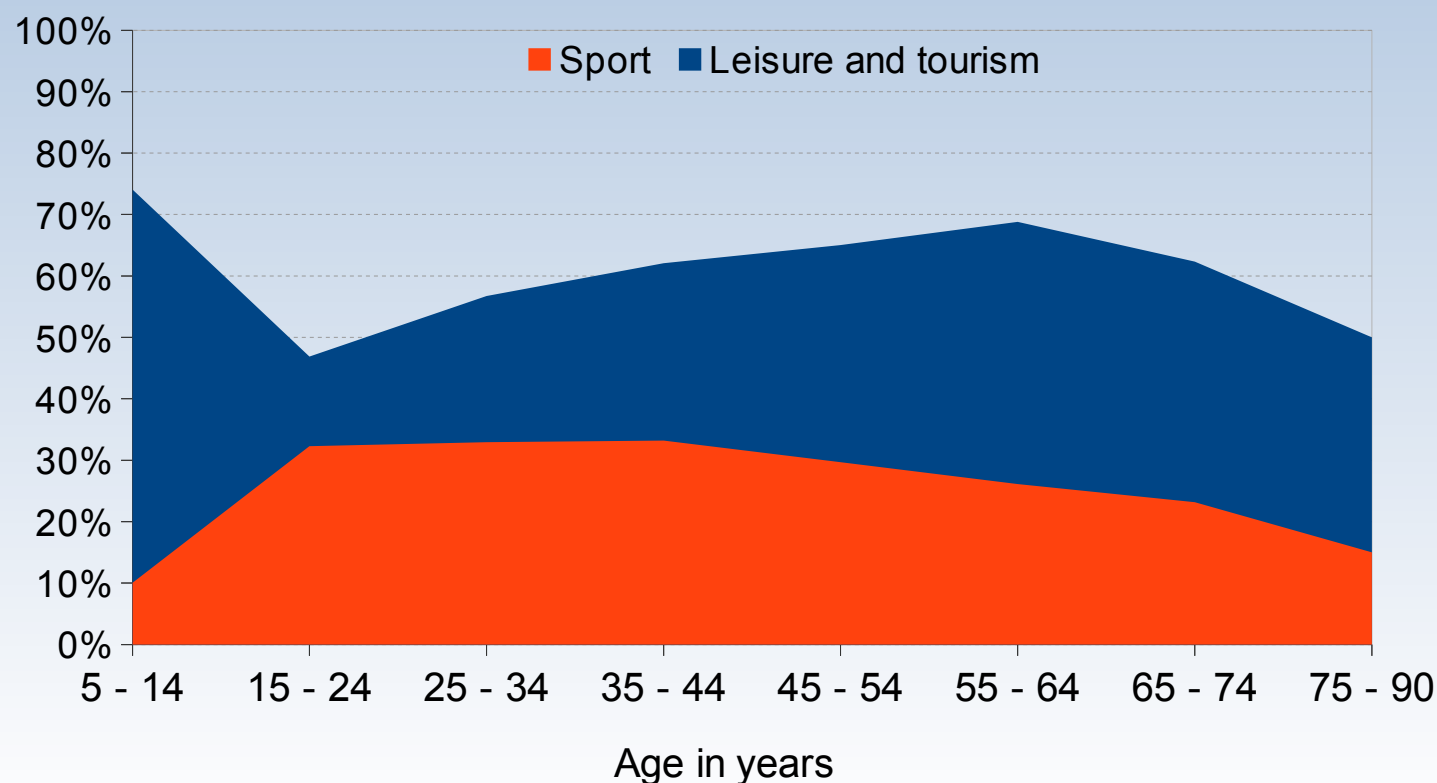
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Choices change
at different ages



Urban cyclists and cycling tourists: same persons?

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

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



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Yes	73,1%	> 58,4%	63,0%
Totale	100,0%	100,0%	100,0%
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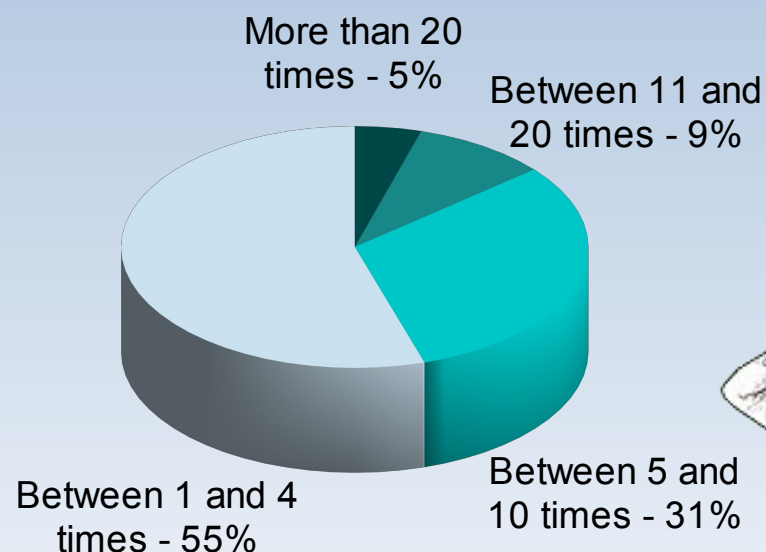
Only slight separation between urban and touristic use: most are full-time cyclists

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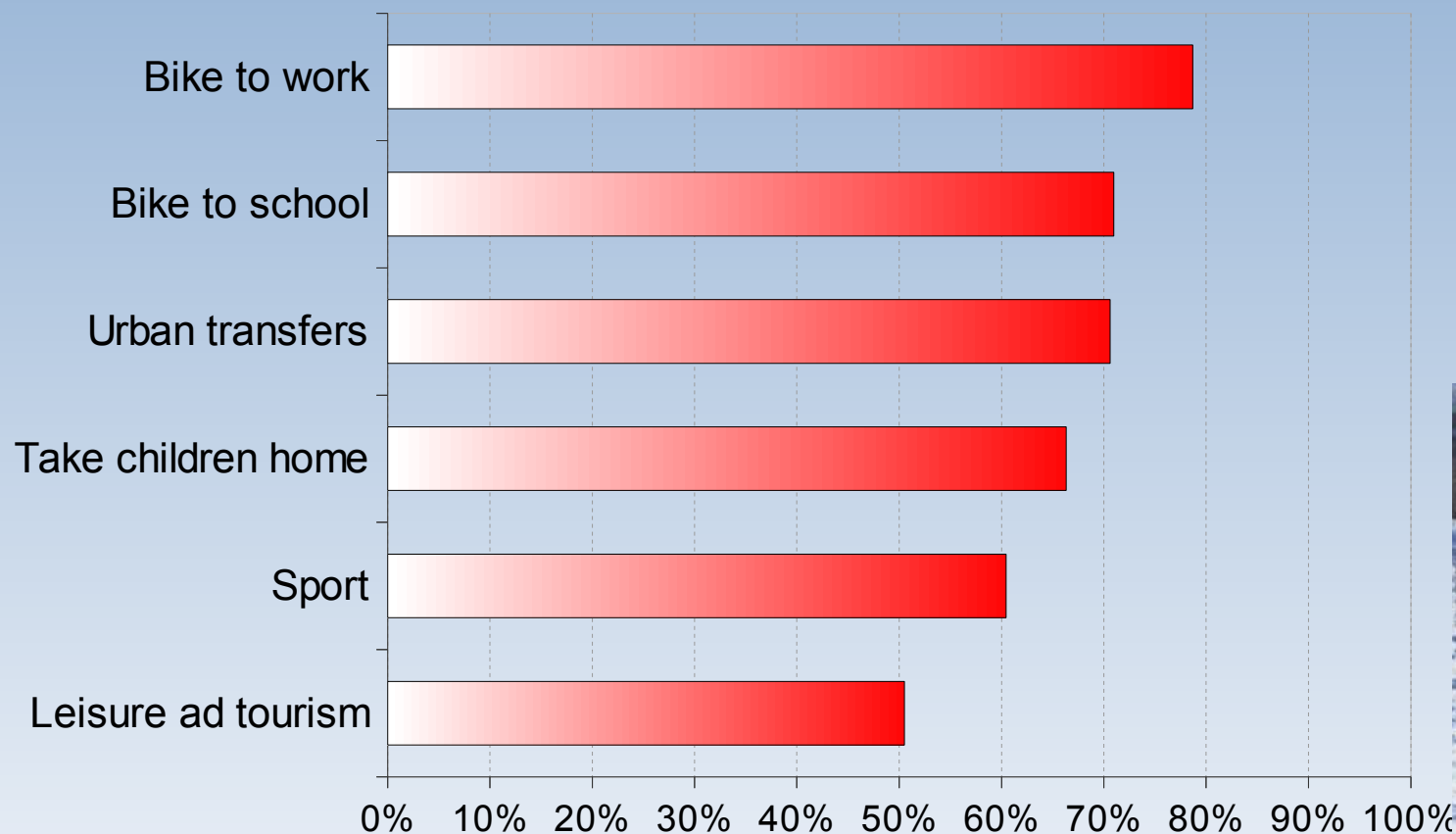
- ...how **often in a month** you ride a bike for leisure, tourism and sport?



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

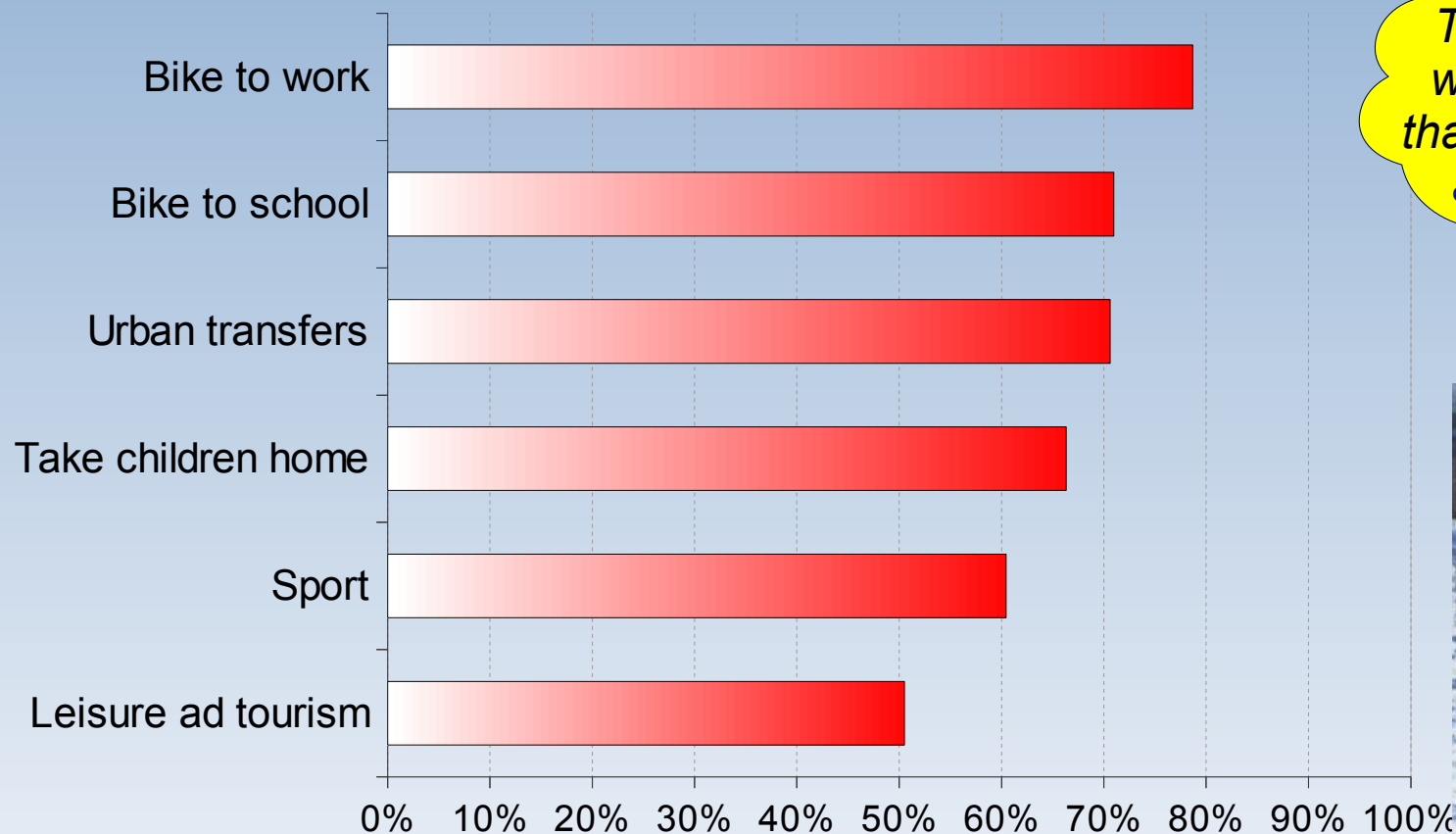
Winter....? what winter?

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



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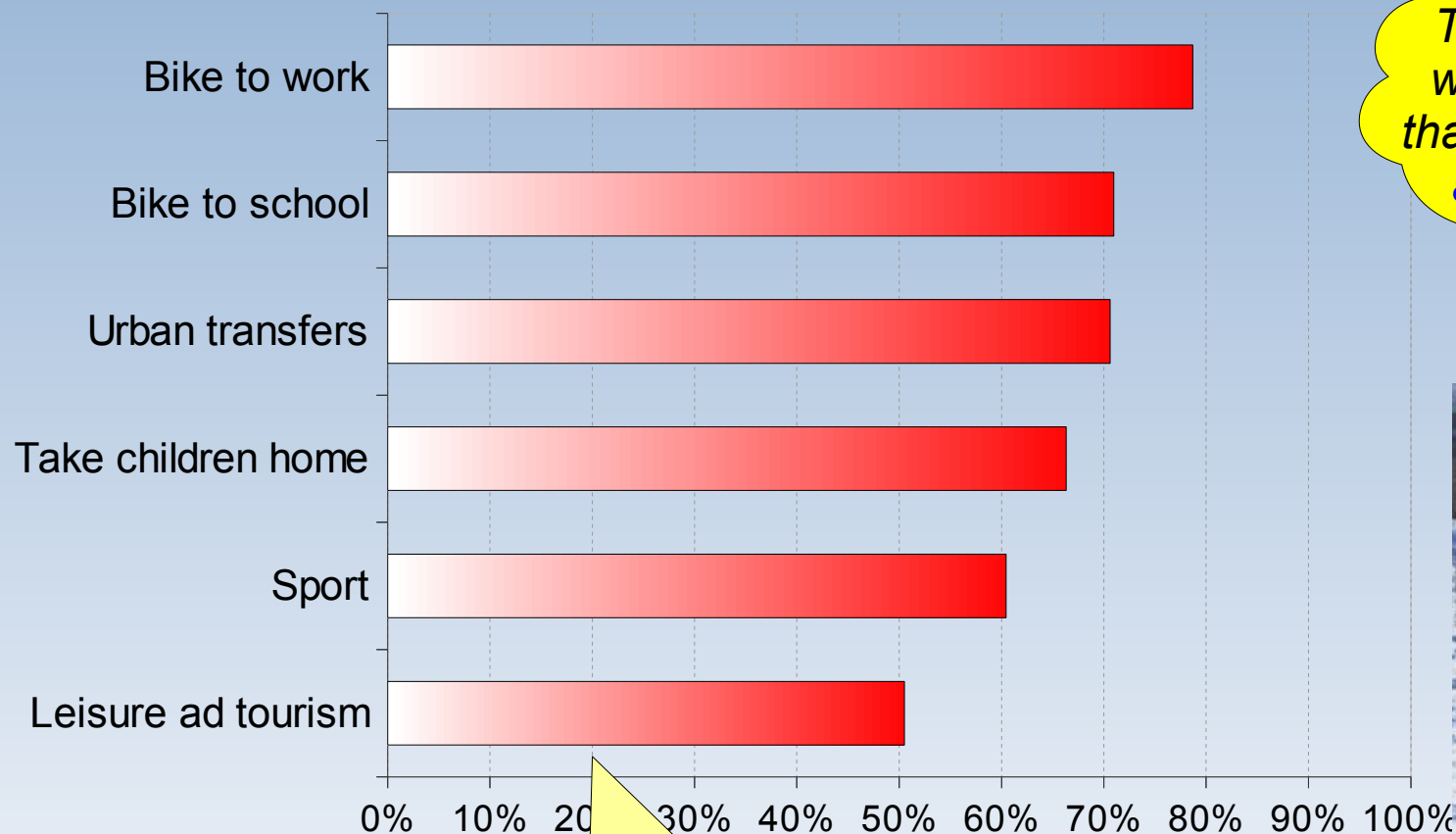


*To ride in winter as well does not mean that you ride **as much as** in the summer*



Winter....? what winter?

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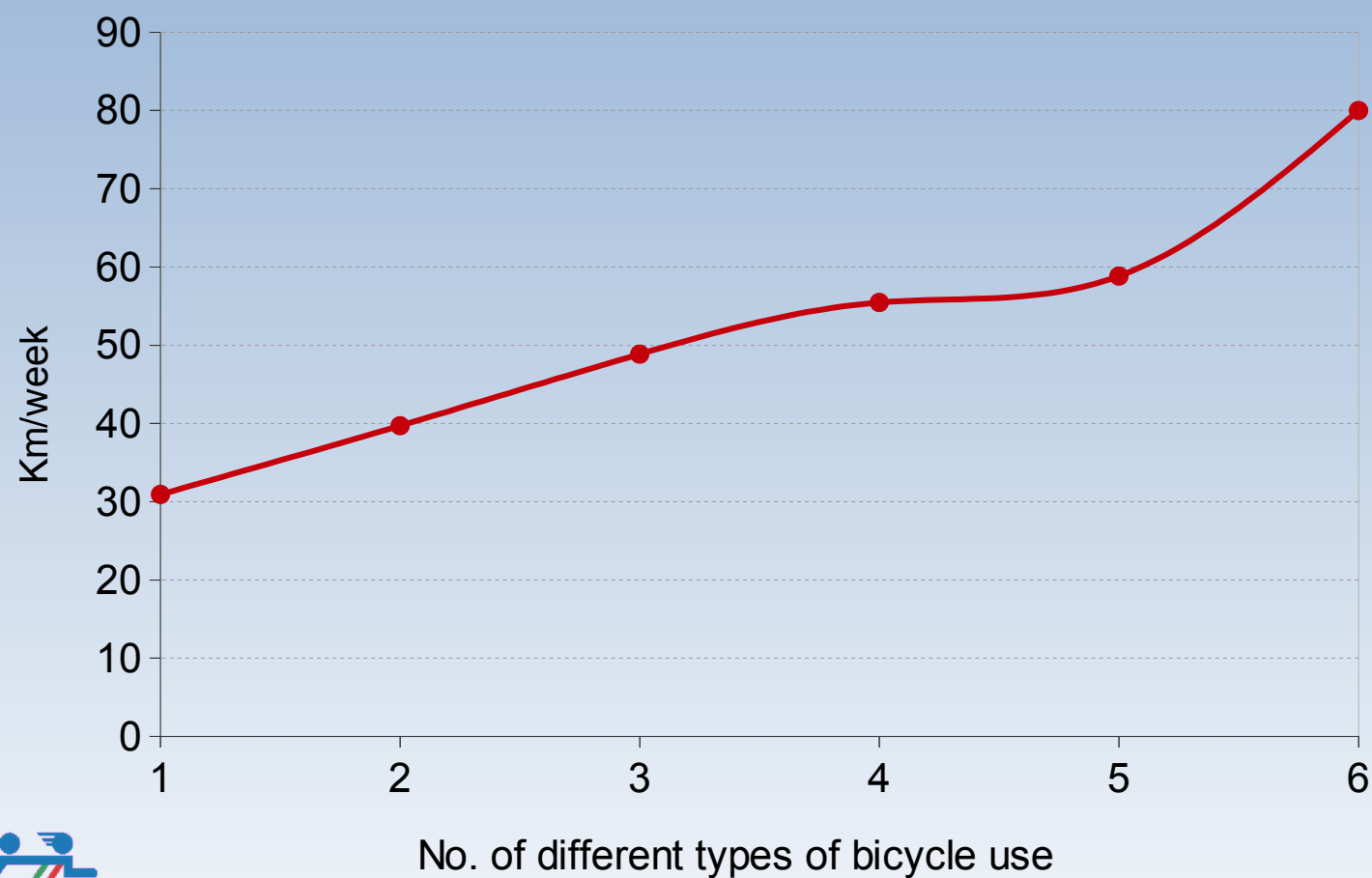
To ride in winter as well does not mean that you ride **as much as** in the summer

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



How far do you go on your beloved bike?

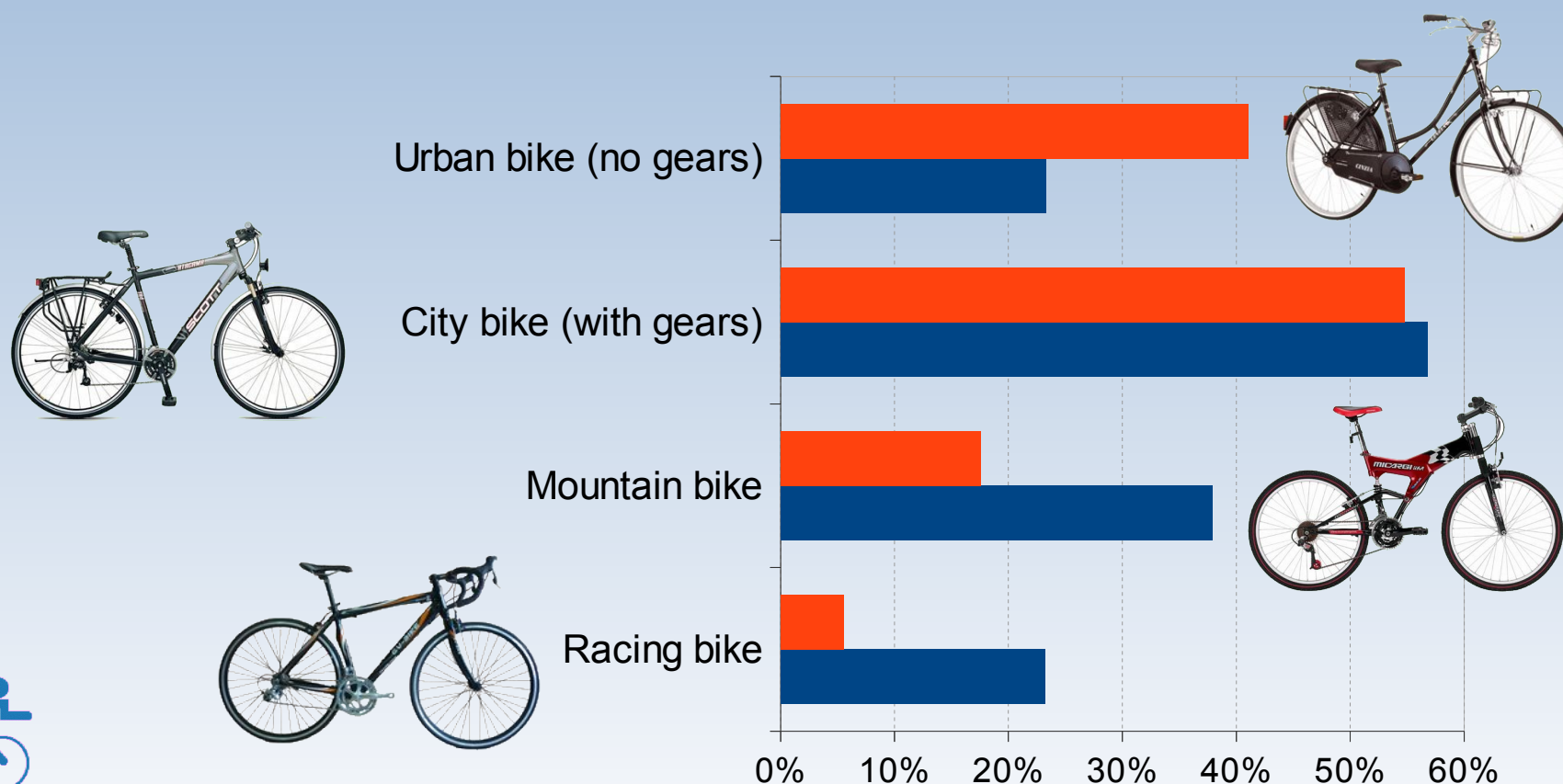
- **Average no. Kilometers** covered cycling in a week time classified by the no. of different types of use declared



What kind of bicycle do you own?

- **Type of bicycles** owned by gender

■ male ■ female



What kind of bicycle do you own?

- **Combinations
of different
bikes** owned



?



FIAB ONLUS

Federazione Italiana
Amici della Bicicletta

What kind of bicycle do you own?

Combinations of different bikes owned



+



+



+



+

?

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



Can you keep your bike in good shape?

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



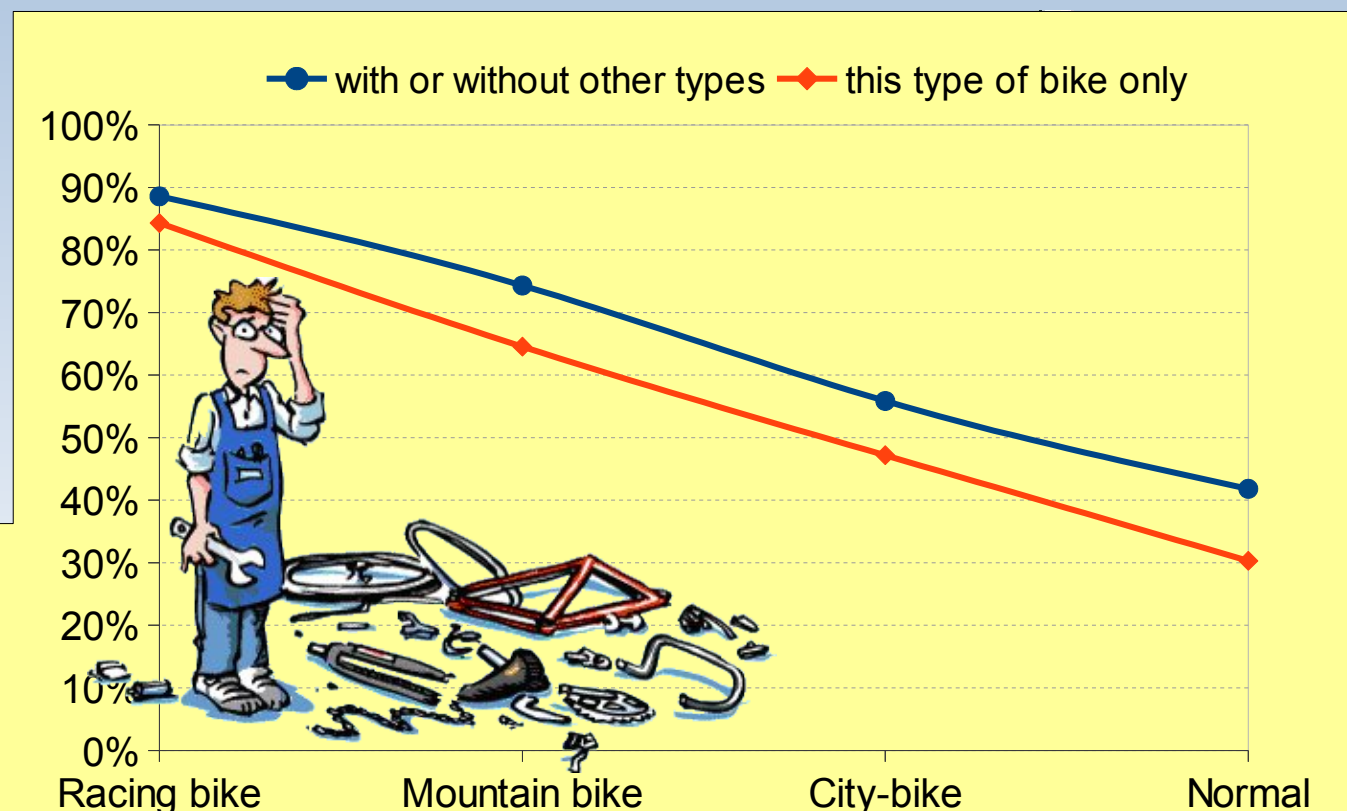
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- Knowledge does not come with age: between ages 15 and 55 **there is no significant increase of this rate**



Can you keep your bike in good shape?

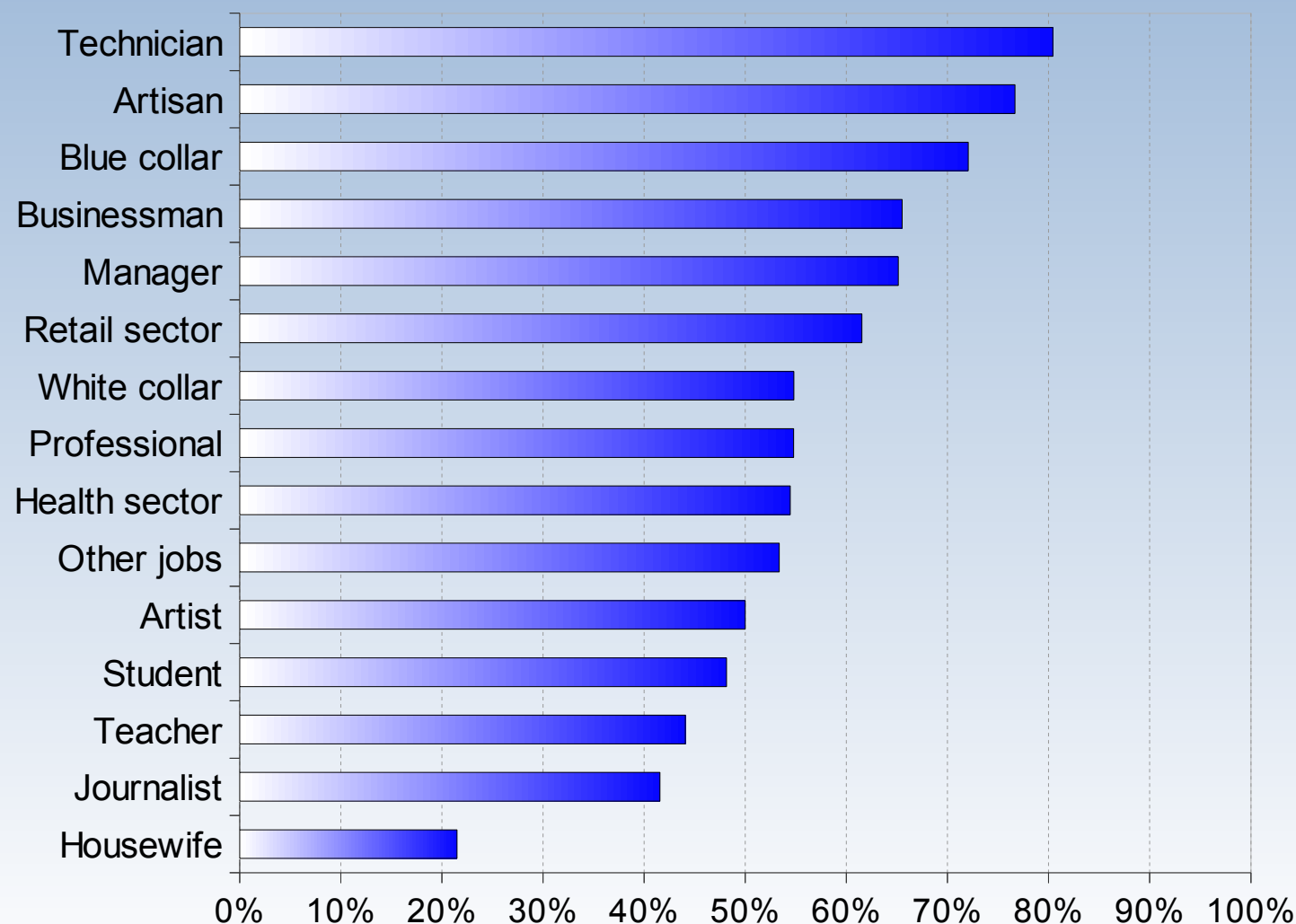
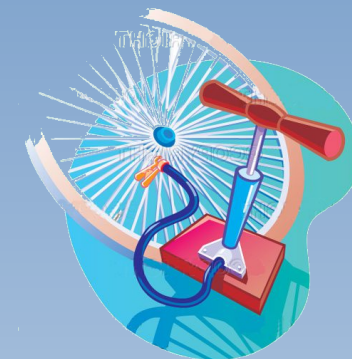
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**The type of bicycle
you own matters:
% able to repair
classified by type**

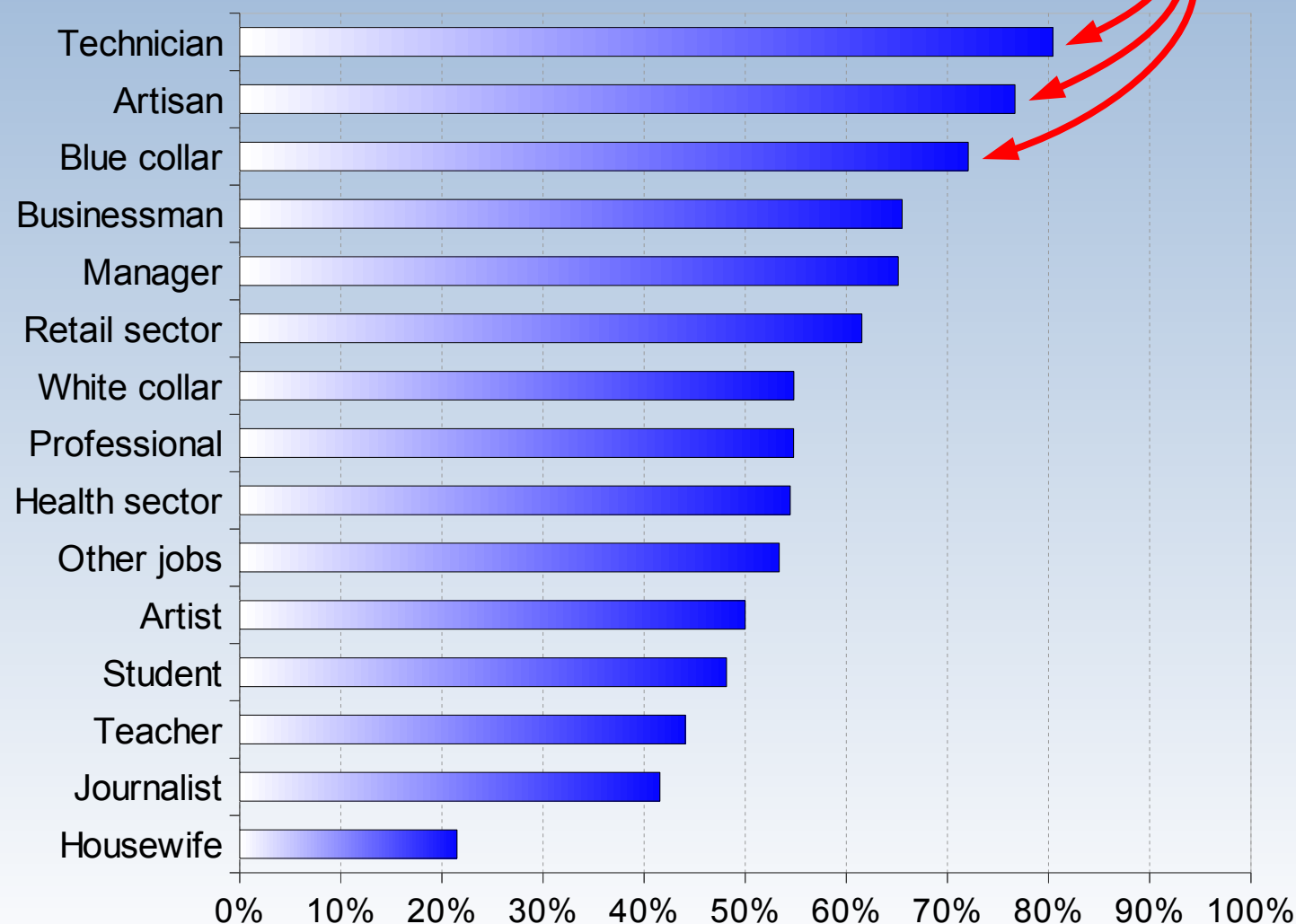
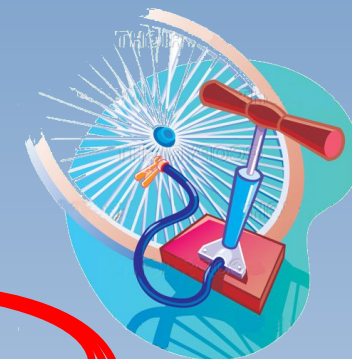
Can you keep your bike in good shape?

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



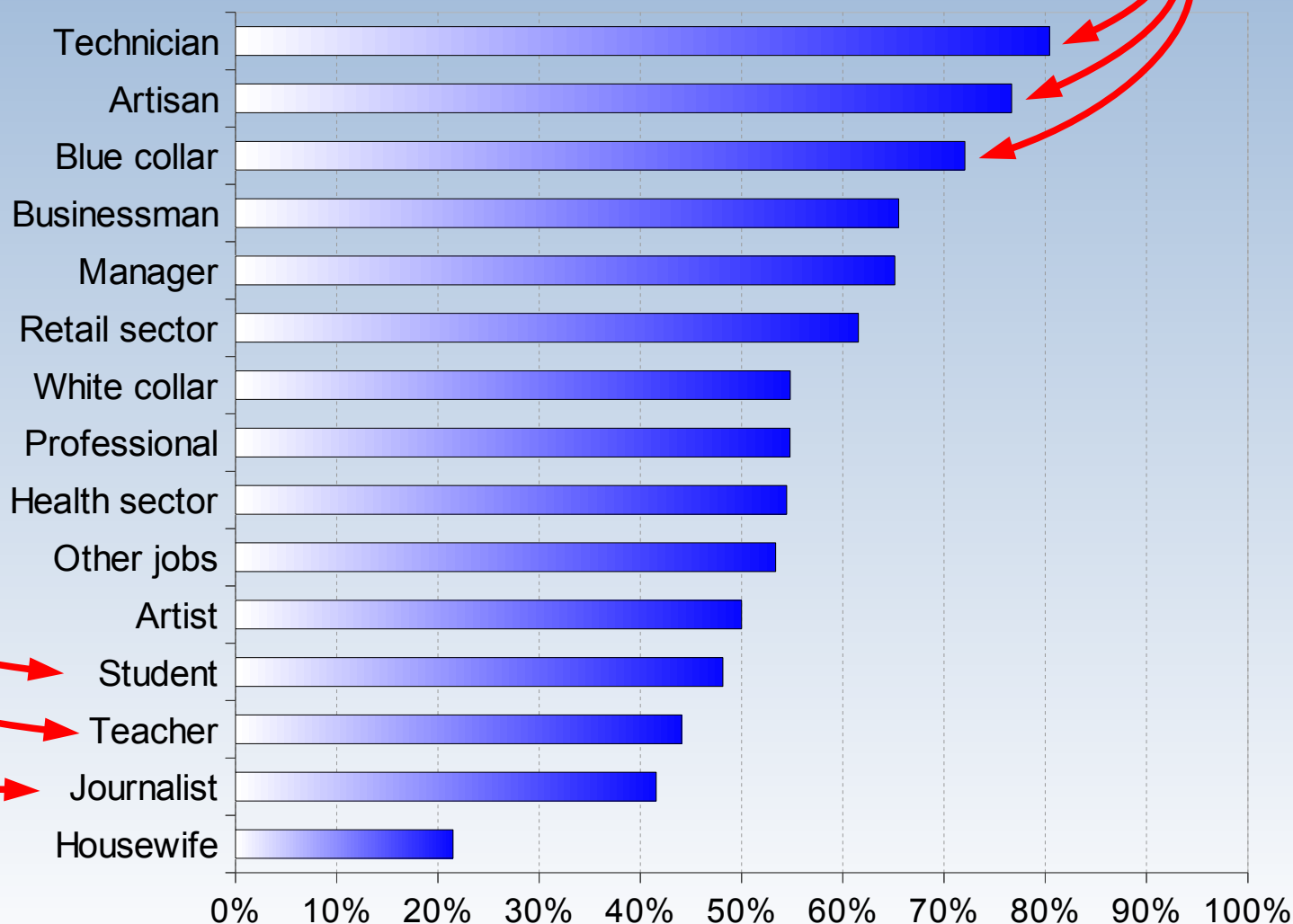
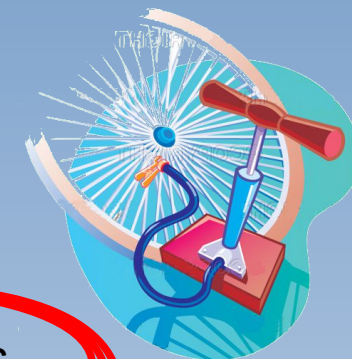
Can you keep your bike in good shape?

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

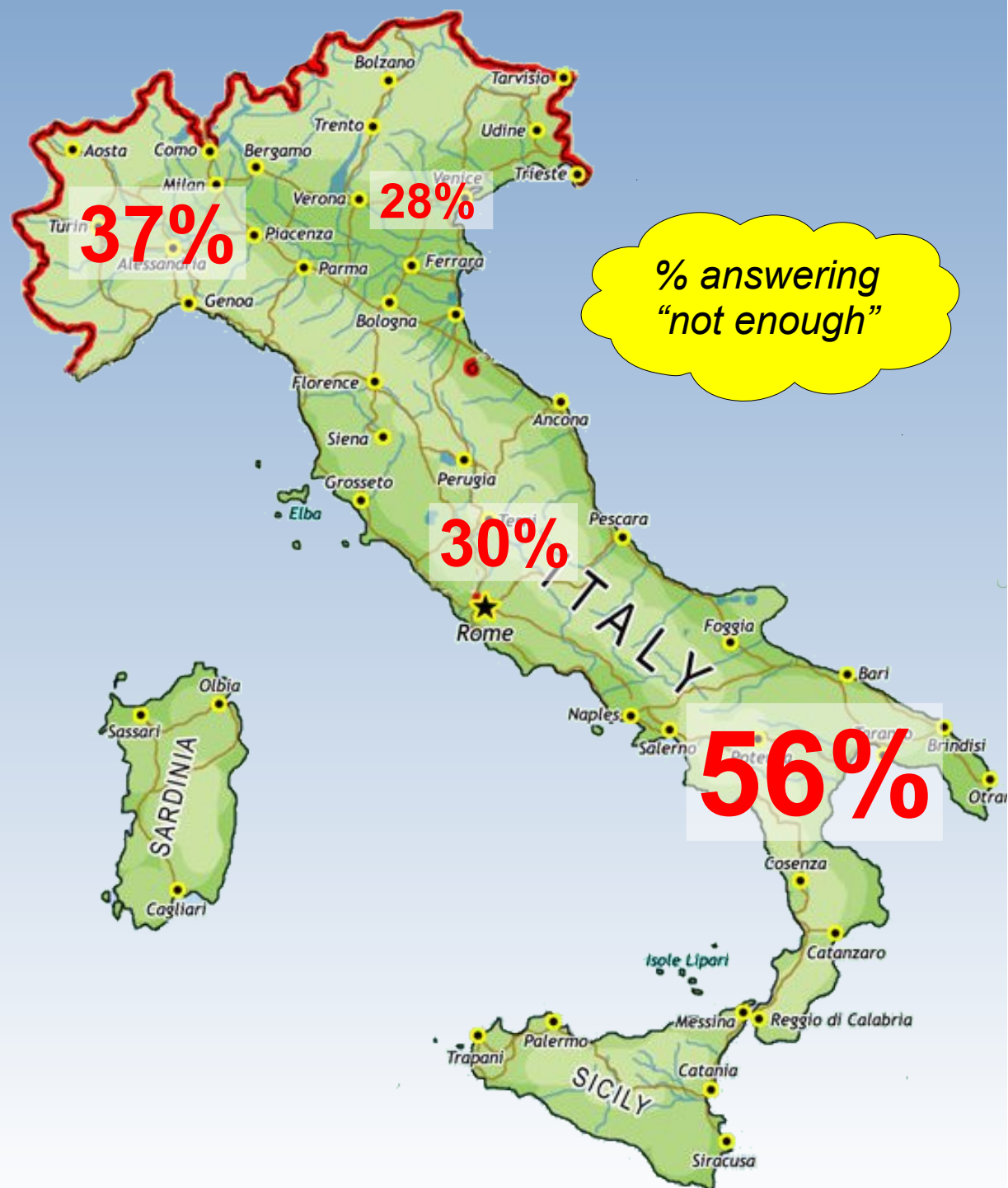


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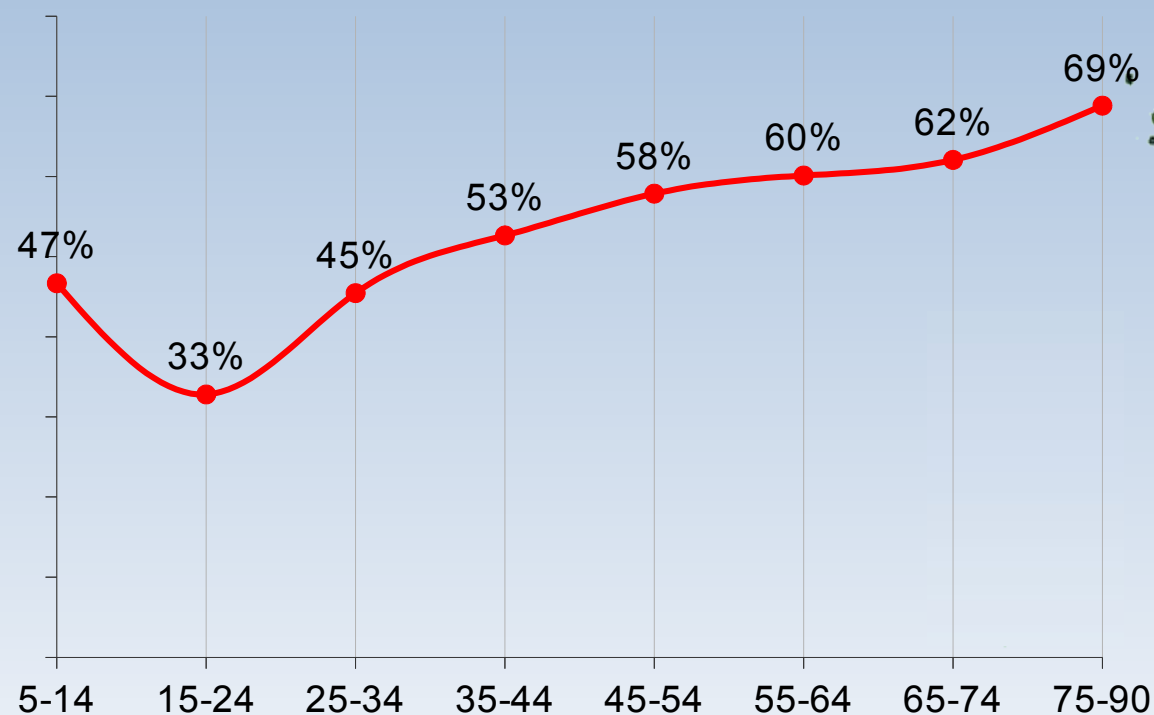
- % able to repair a flat tire by **job type**
- top of the game: jobs having a “**manual/technical**” approach
- at the other end of the scale: jobs with a “**culture/intellectual**” emphasis



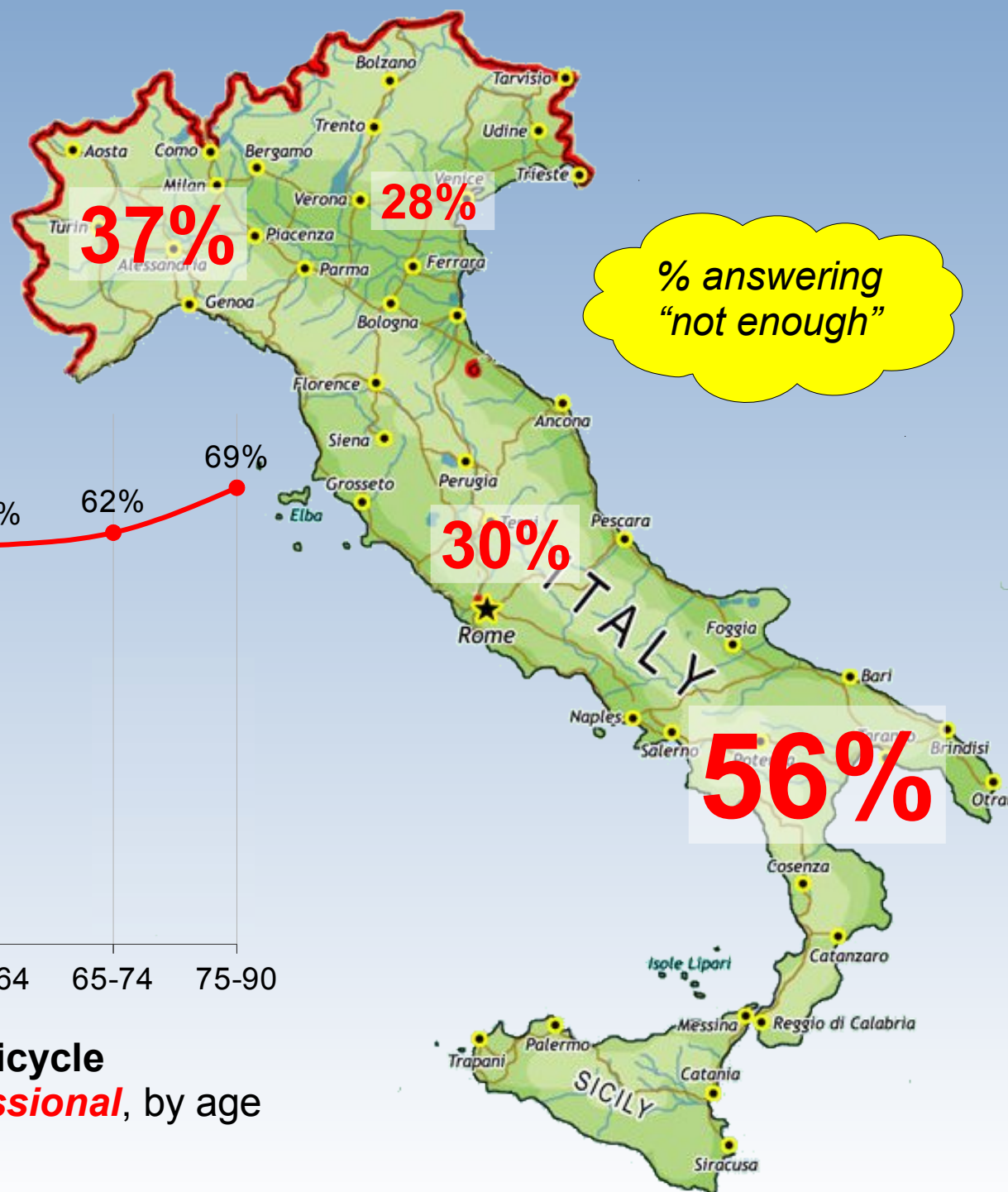
Are there bicycle repair shops in your neighborhood?



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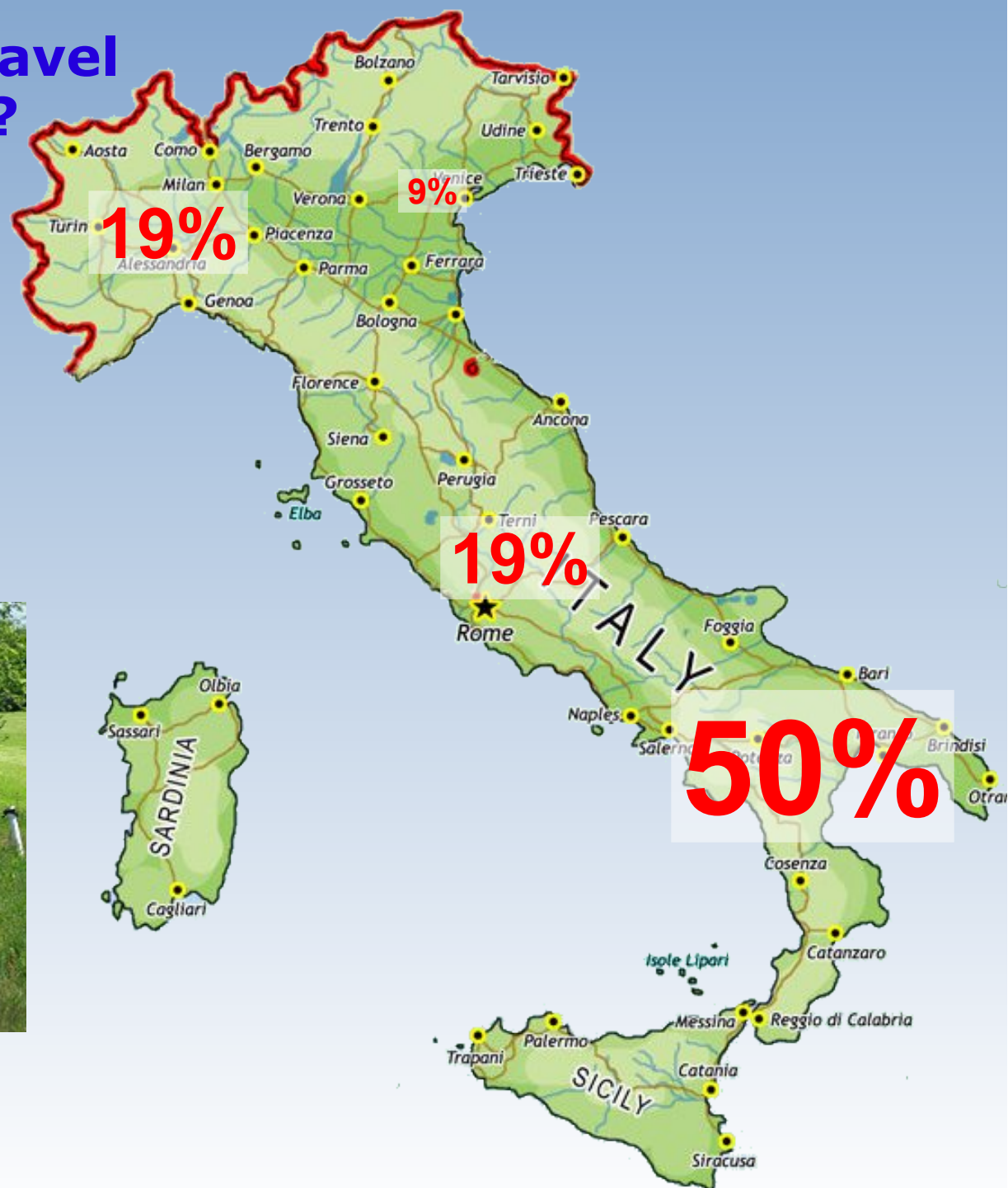


- Percentage that leaves **bicycle maintenance** to a **professional**, by age



How much can you travel on cycle paths/lanes?

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

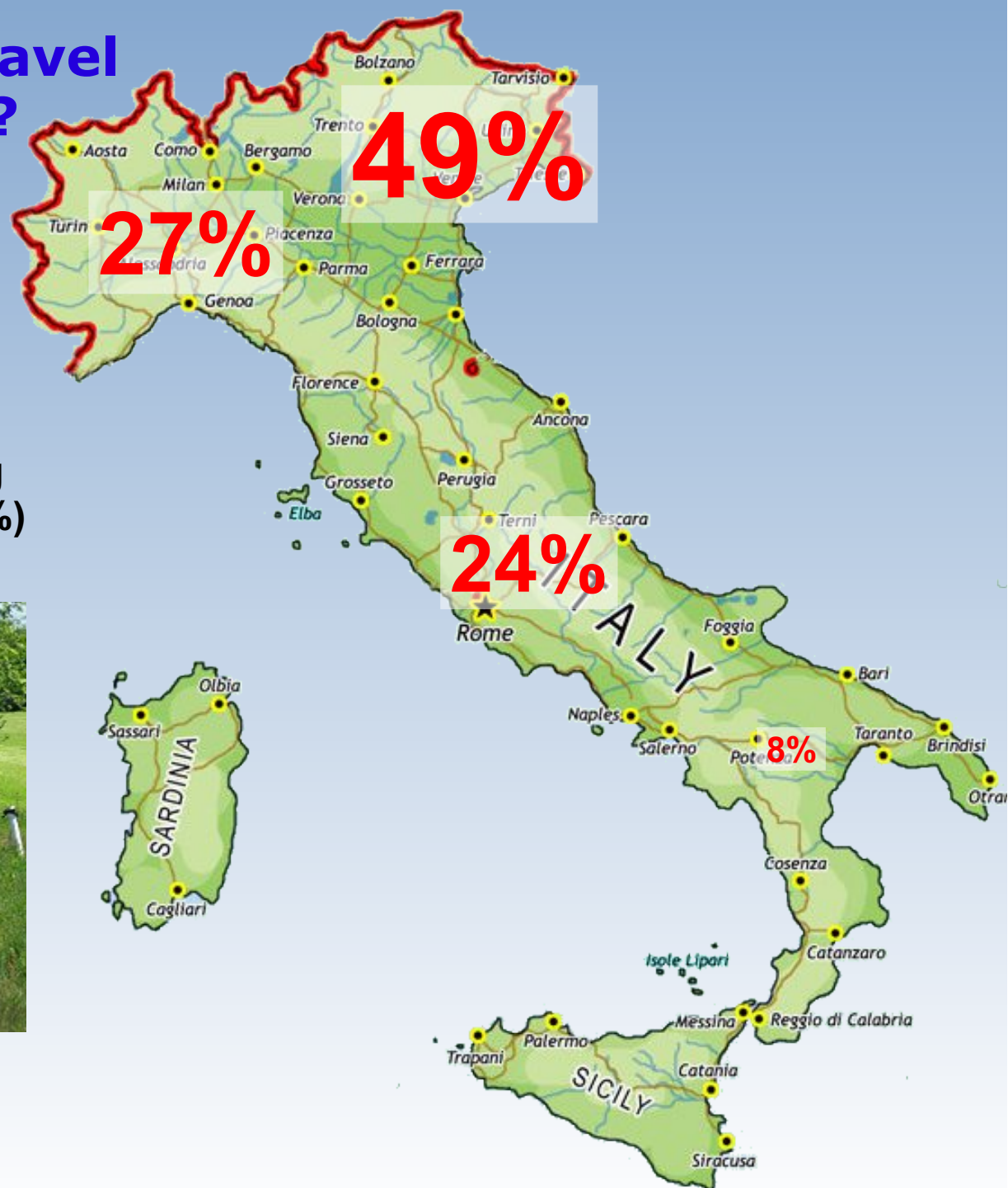


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How much can you travel on cycle paths/lanes?

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



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The quality of cycle routes in your area



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

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

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

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

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

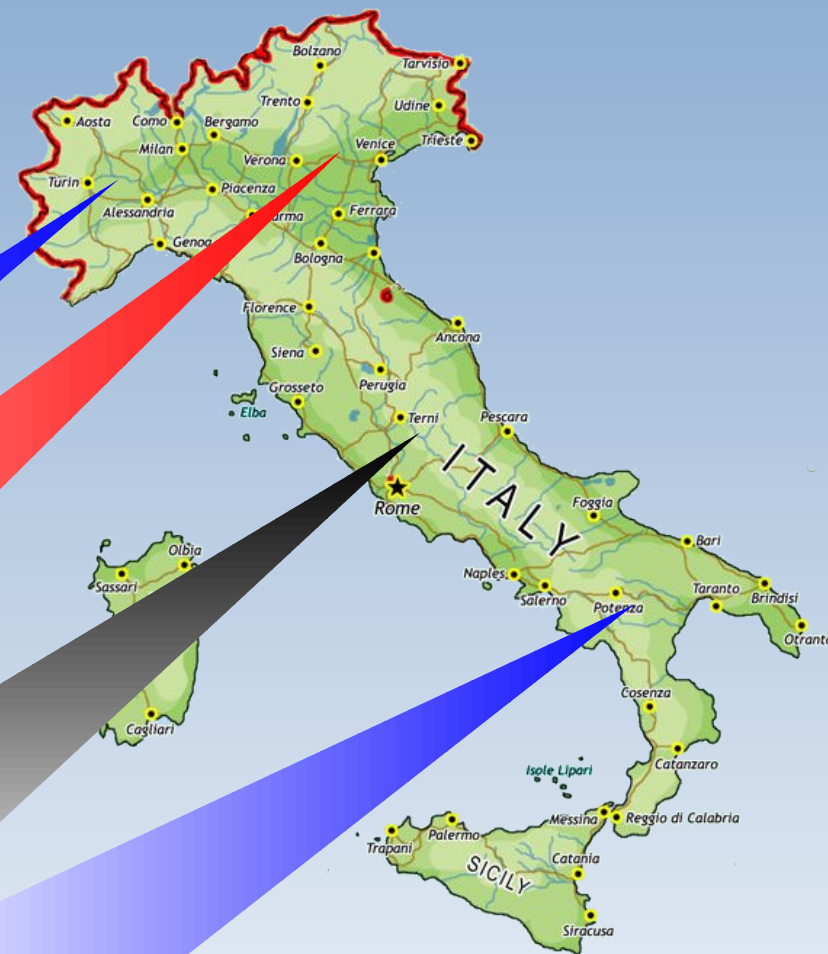
The quality of cycle routes in your area

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



The quality of cycle routes in your area

Opinions **change strongly** from place to place



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

Safety

Connections

Speed

Road signs and info

The quality of cycle routes in your area

- A detailed analysis



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

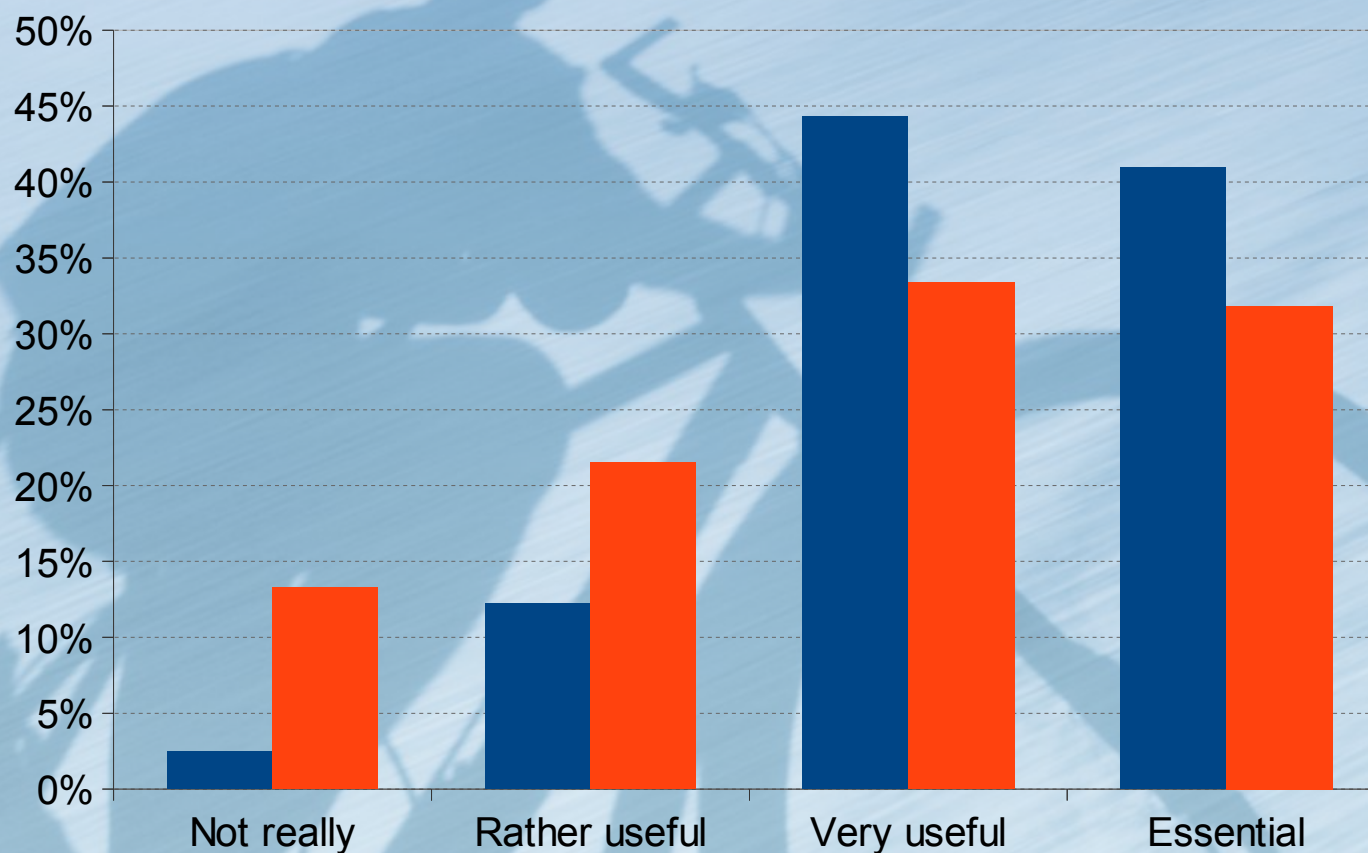
Are cycle tracks and lanes useful?

- High marks for both

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

■ Separated
cycle tracks

■ Unprotected
cycle lanes



What are the features of a top class cycle path?

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



What are the features of a top class cycle path?

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

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

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



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



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



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

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- Safety** is almost unanimously the key factor

- But: **all** topics are considered

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

- Need to know** the location of the cycle track when at the end of the world or

- I want the route to be** relevant to those surveyed find it relevant

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



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

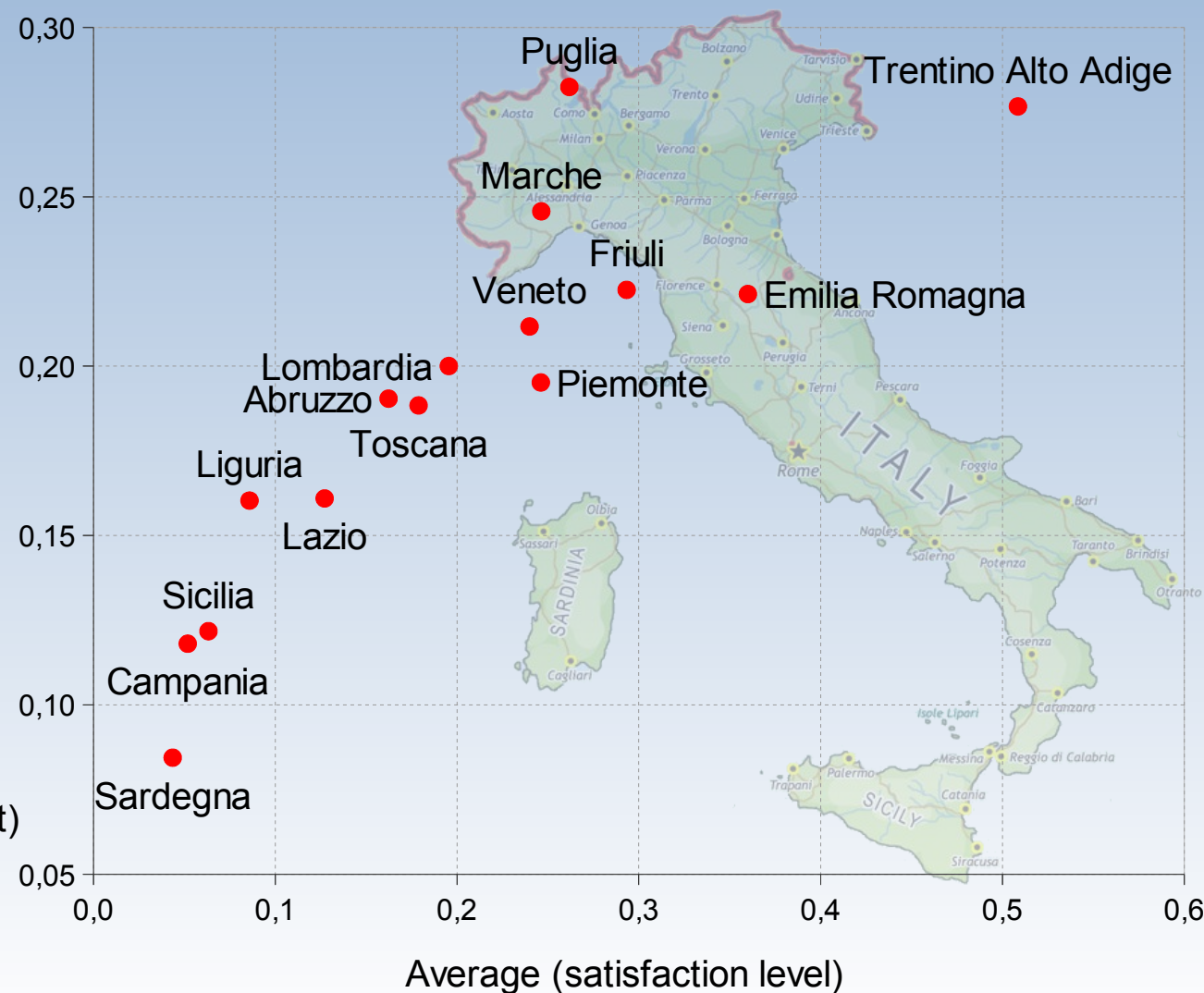


Cycle paths in each Italian Region

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



Standard
Deviation
(disagreement)



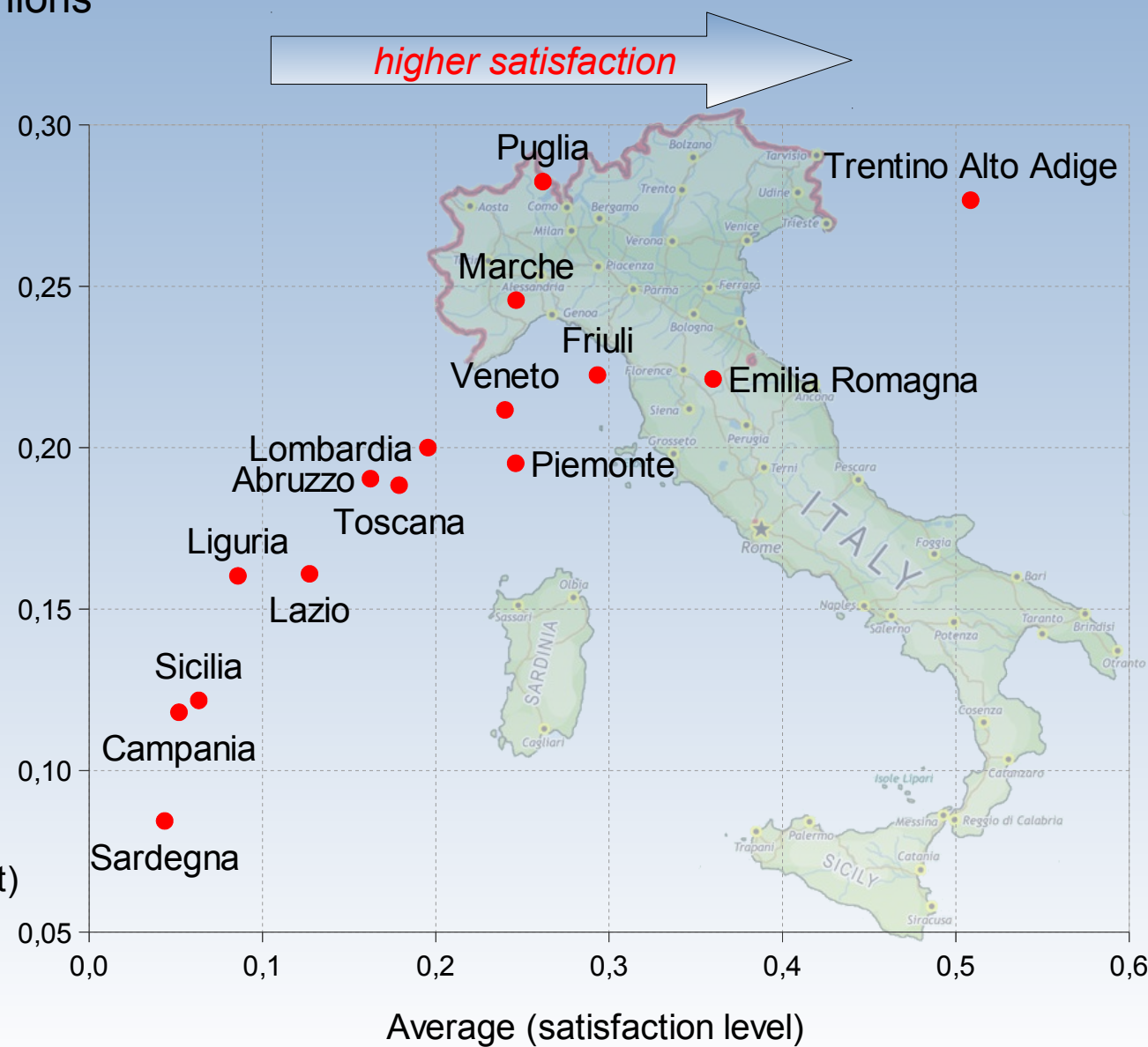
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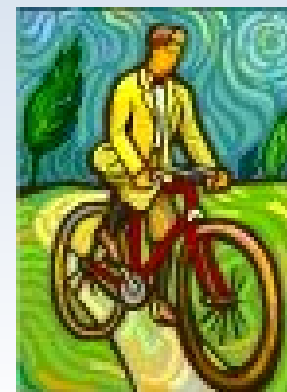
more disagreement

Standard Deviation (disagreement)



Open answers on cycle paths

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

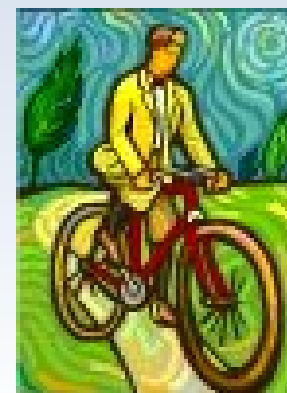


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*...no lighting, badly damaged surface,
parked scooters, bar tables, wastage
containers, temporary route changes due
to fairs and open-air markets, non-
existing or non-signaled intersections
where cars never dream to stop.....*



... even bicycles have to rest sometimes



... even bicycles have to rest sometimes

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

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



Roanoke, Virginia

... even bicycles have to rest sometimes

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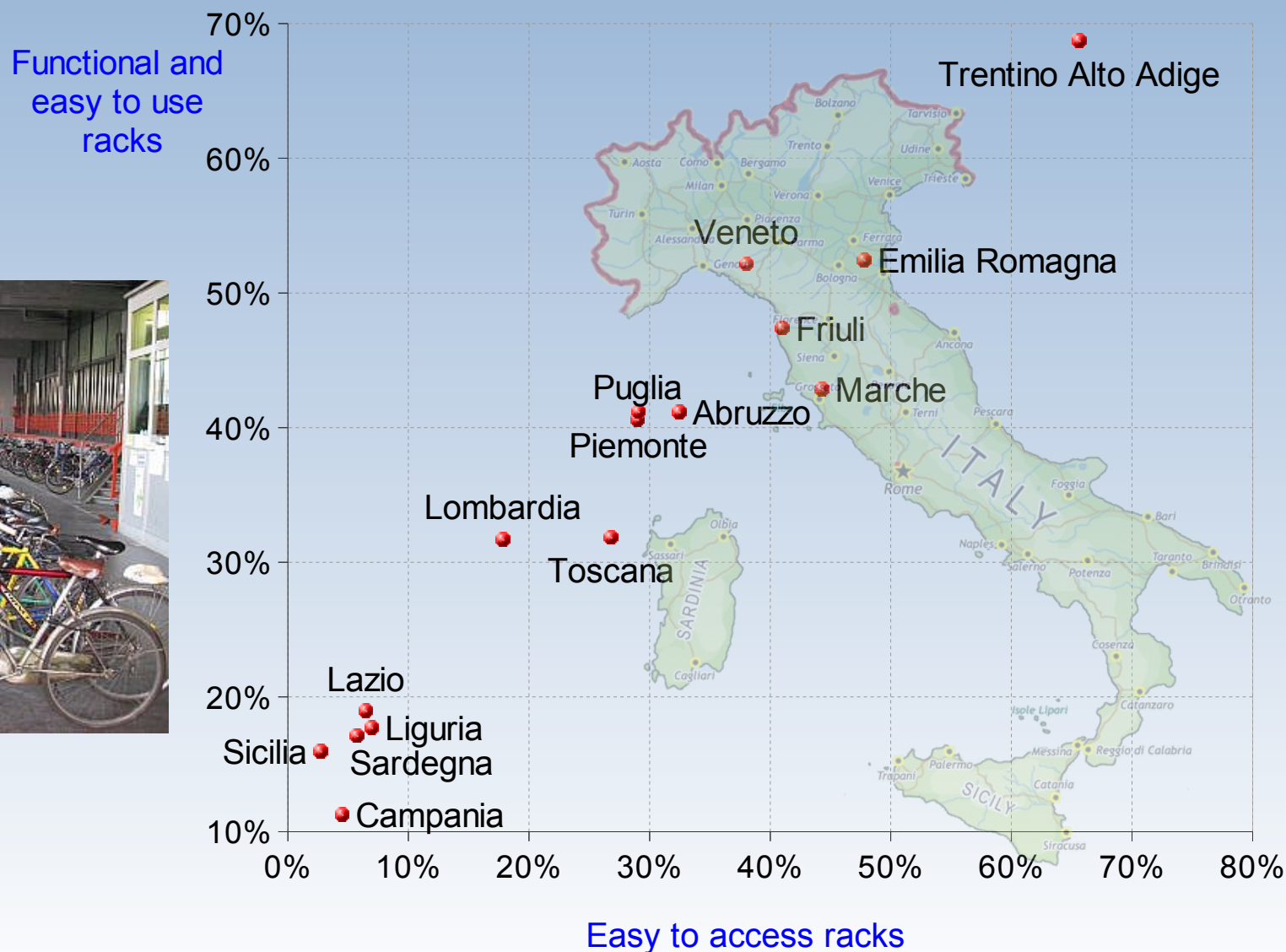
Roanoke, Virginia

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

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

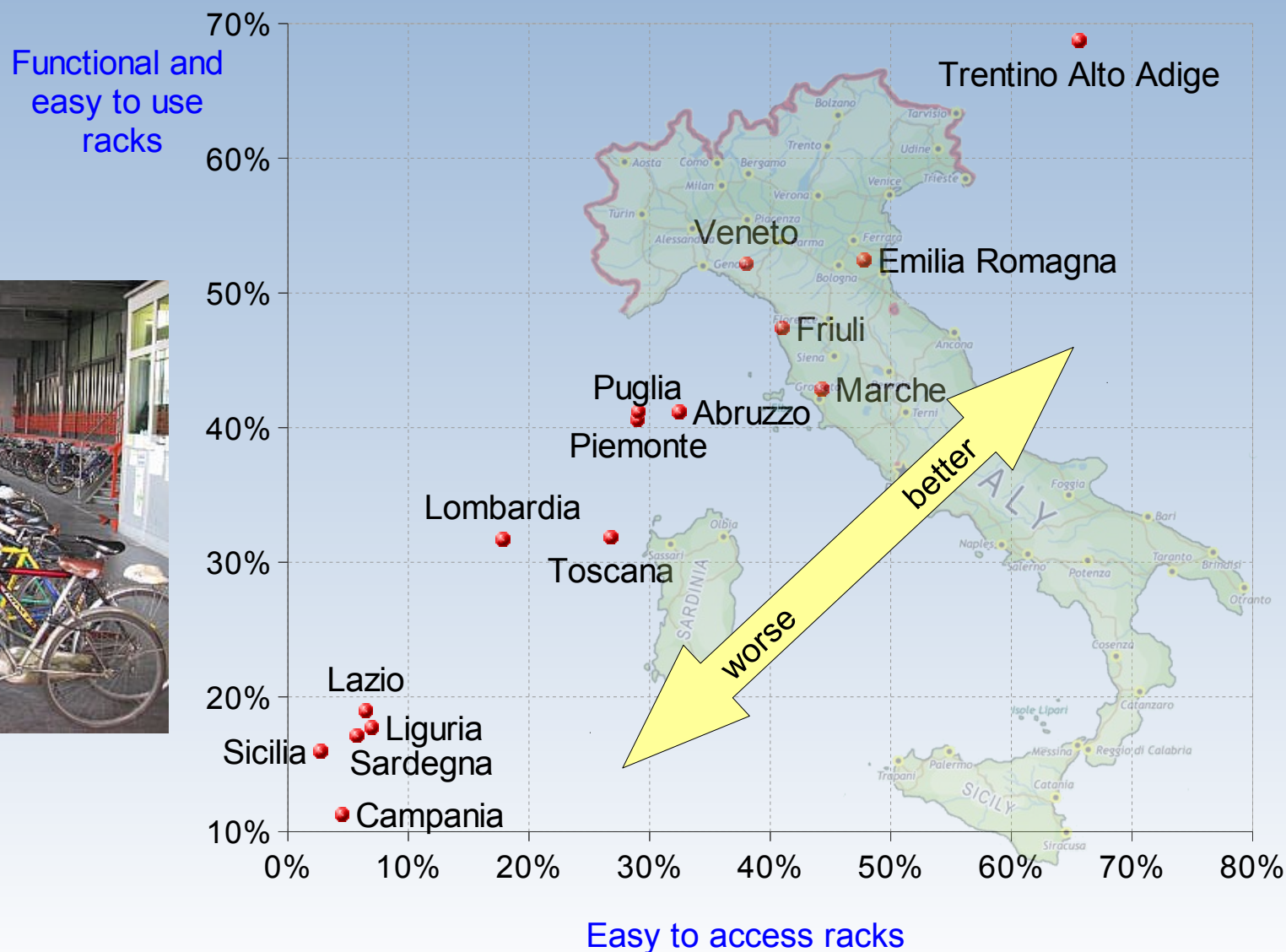
Bike parking, place by place

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



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

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

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

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

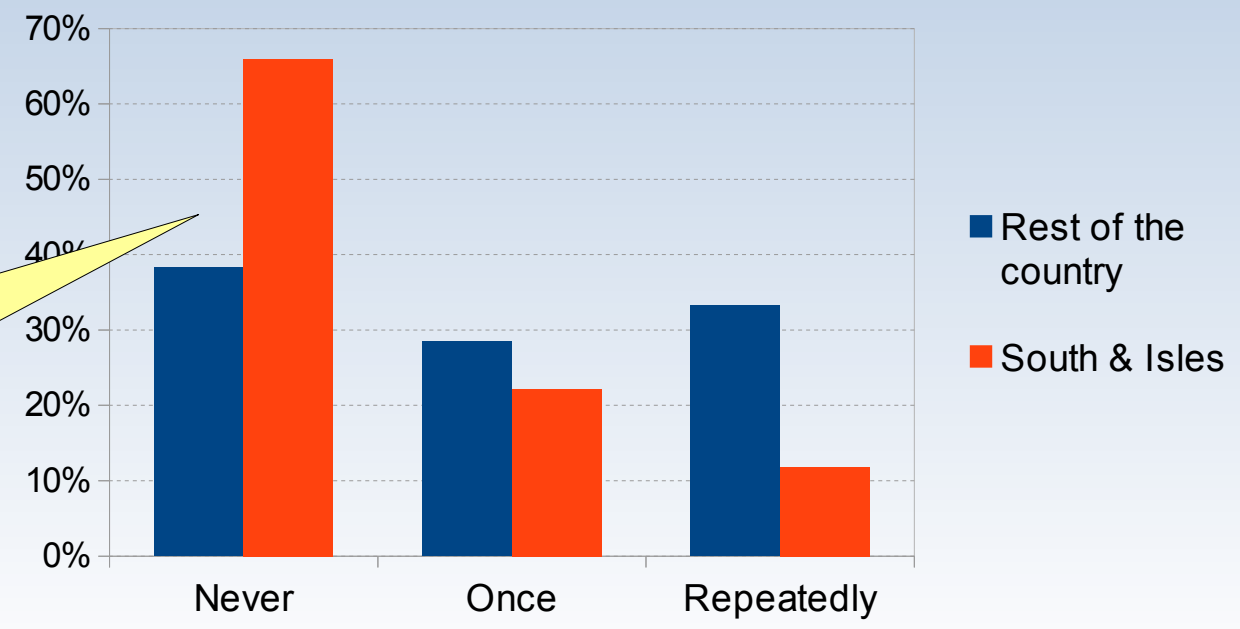
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Southern cyclists are less at risk?

BUT:

- less bike to work
- less urban transfers

Bicycle theft and police report

- Not all victims file a police report for the theft



Risky locations:

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



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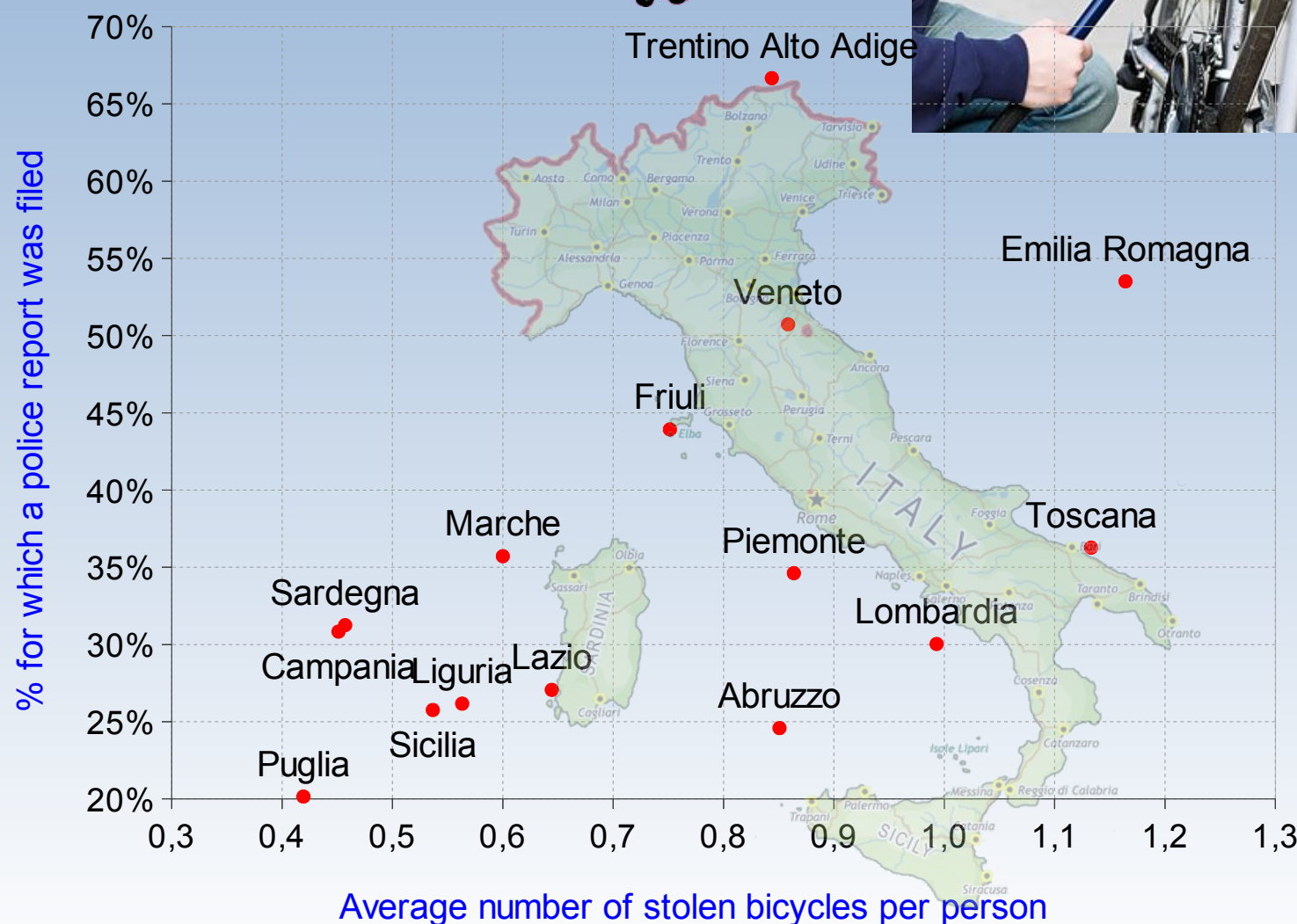
Bicycle theft and police report

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



Risky locations:

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Thank you for your attention....

