



Winter Cycling Congress 2017

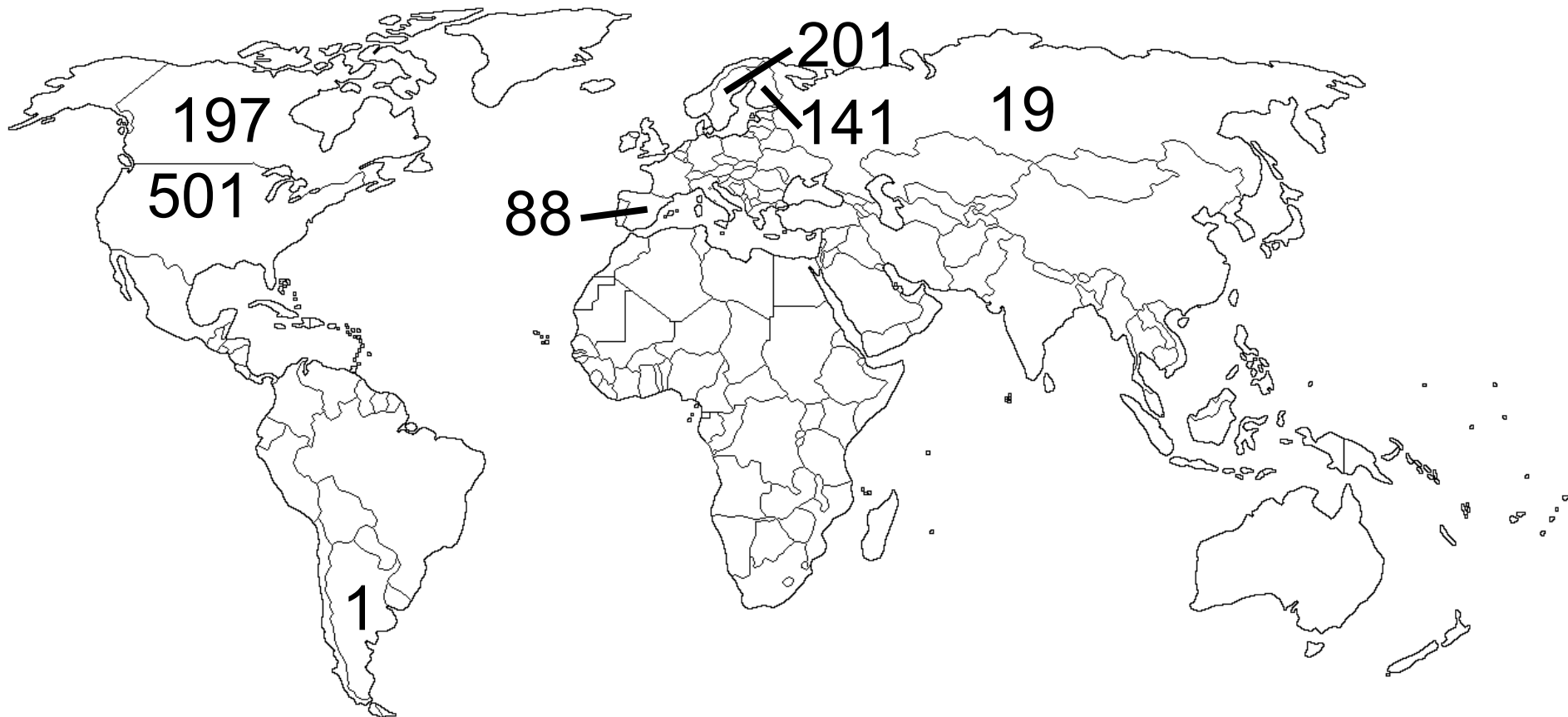
The 4th Annual Winter Cycling Survey

Who are we?
Self-selected

n=1222



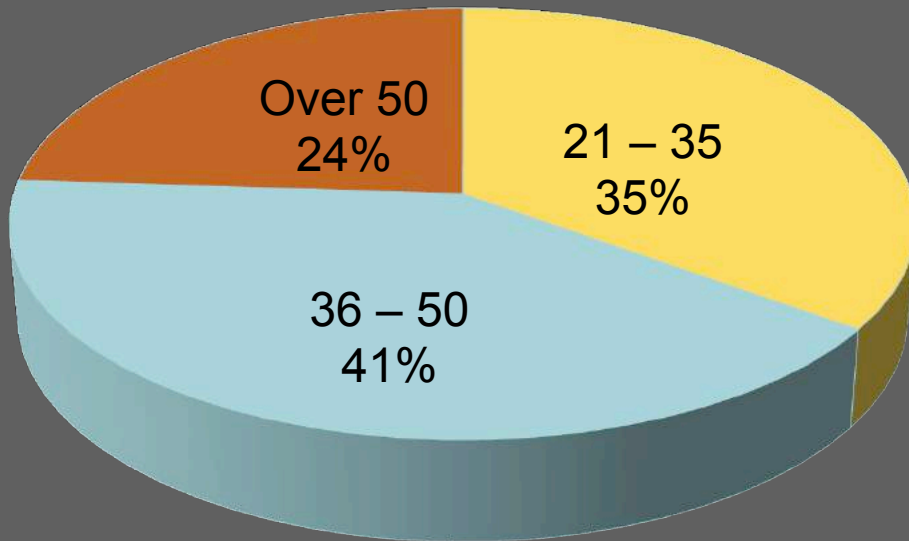
Where are we from? n=1222



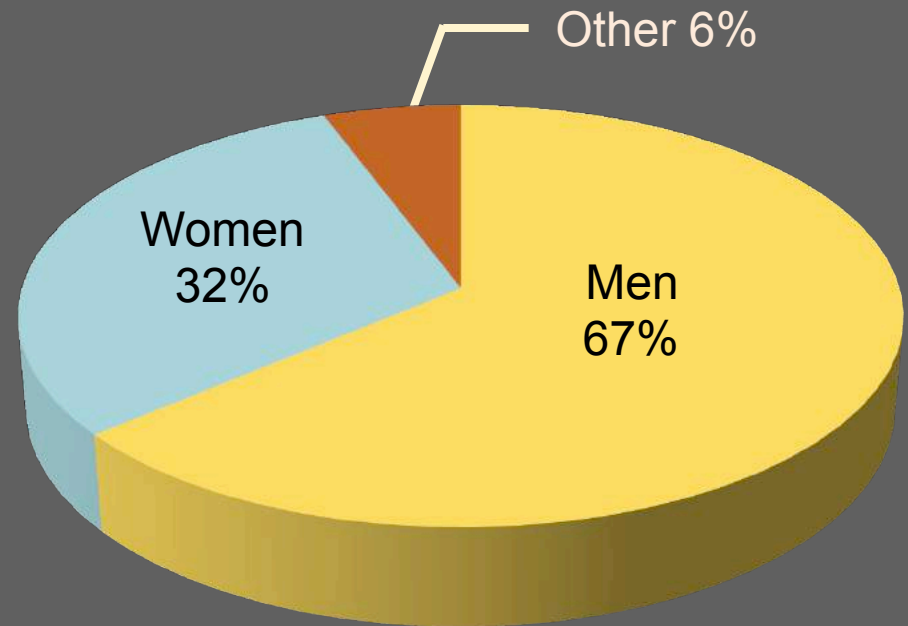
Where are we from? n=1222



Age?



Gender ID?



What happened that you decided to ride your first winter ? n=860

“Started commuting in June 2008. Had so much fun, never stopped. Slowly learned from others and personal experience how to make this a sustainable daily practice.”

Man

Over 50

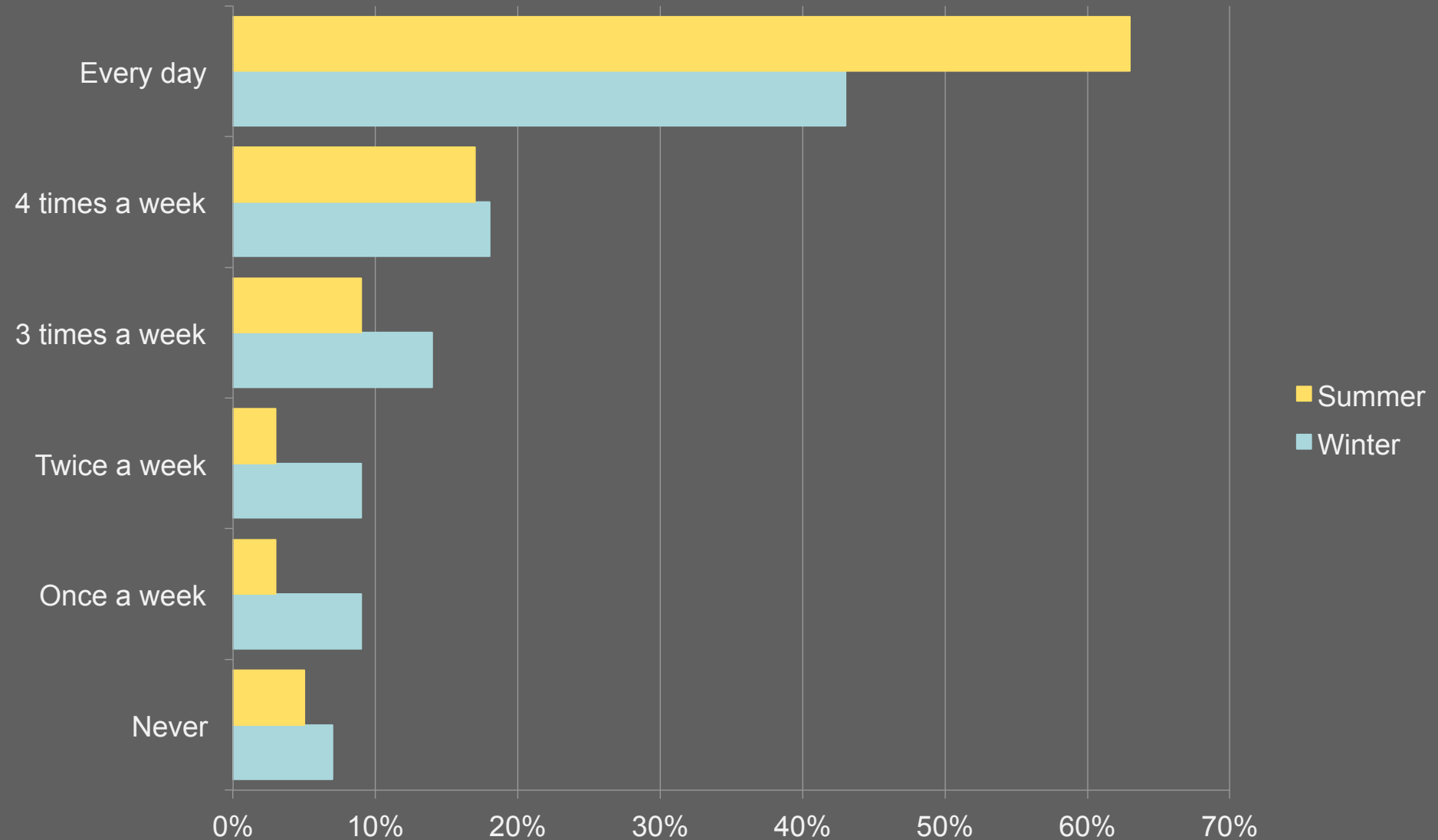
Appleton, WI

\$125-49K

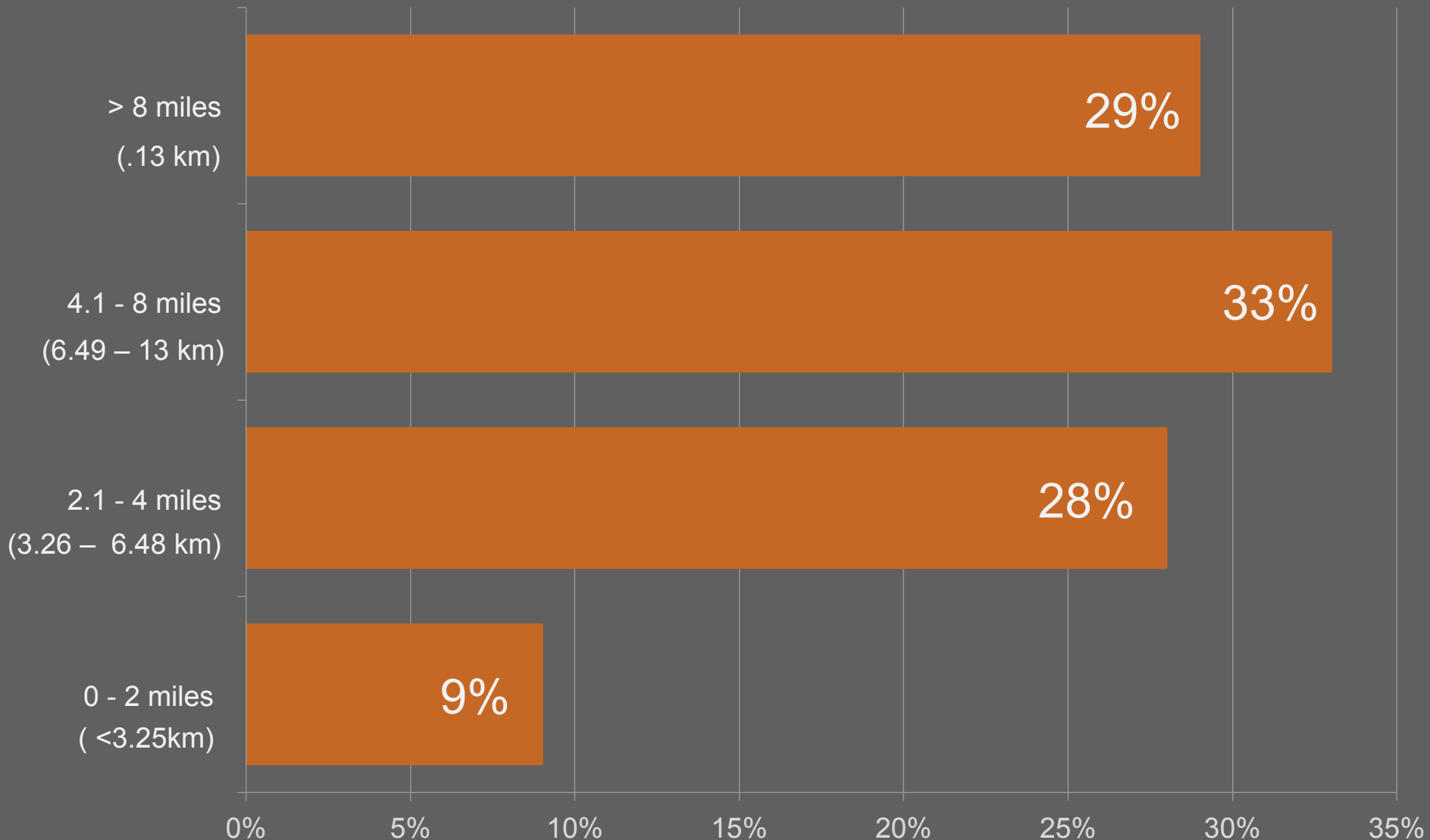
What happened that you decided to ride your first winter ? n=860

- Wanted to keep biking/didn't want to stop 11%
- For fitness/exercise 9%
- I always have 8%
- Biking – preferred over public transit 8%

How often do you commute by bike?



How long is your typical one way commute in winter?



What happened that you decided to ride your first winter ? n=860

“I always tried to bike as long as I could but eventually the clothes and equipment I had always pushed me to stop when it got too cold or icy. I made a few changes this year and am enjoying riding in to work (45min one way) tremendously. I like relying on myself only and I enjoy spending the time outdoors (I don't engage in winter sports except for skating).”

Woman

21 - 35

Montreal

\$25-49K

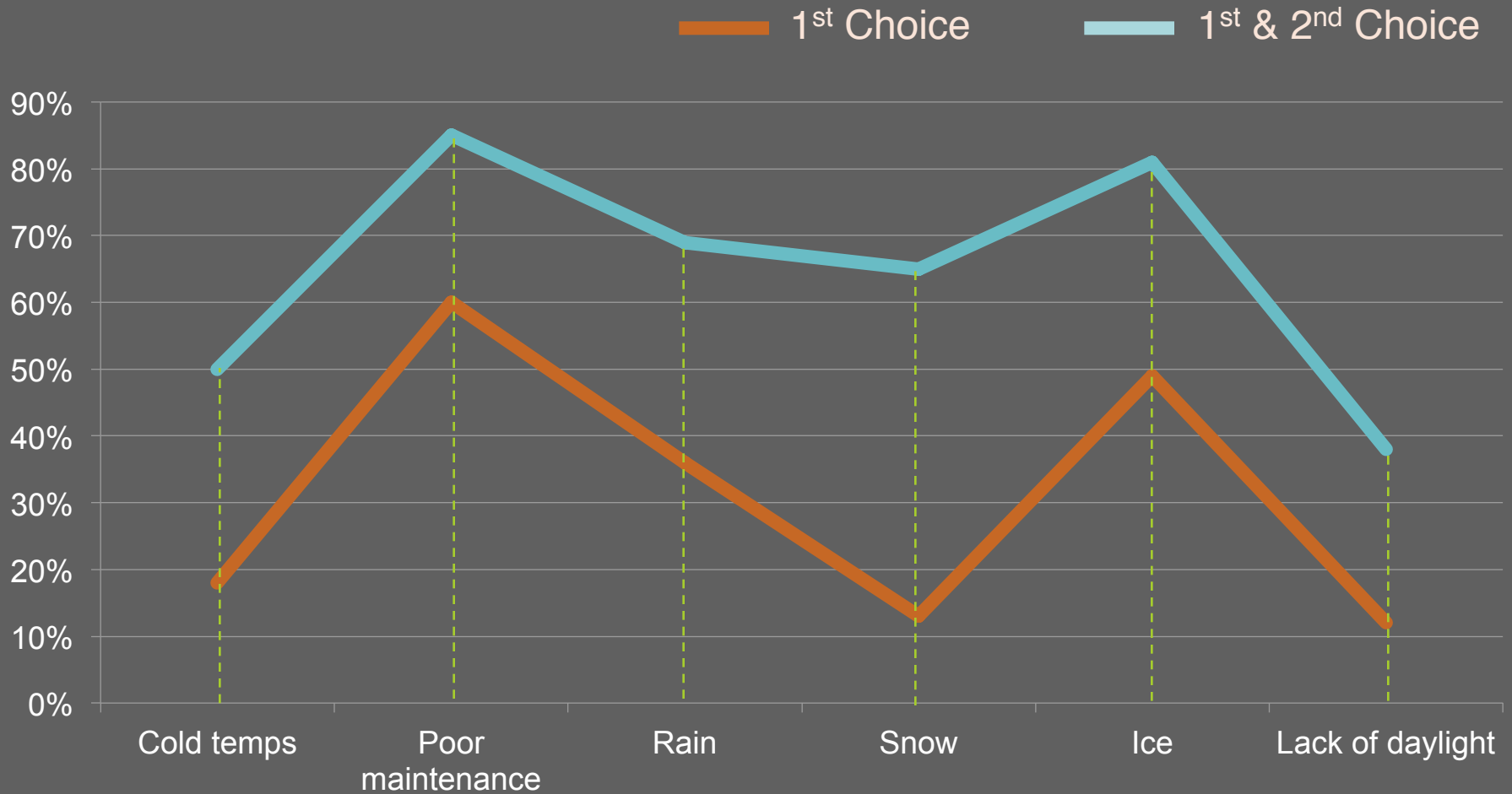
The fear?



The reality?



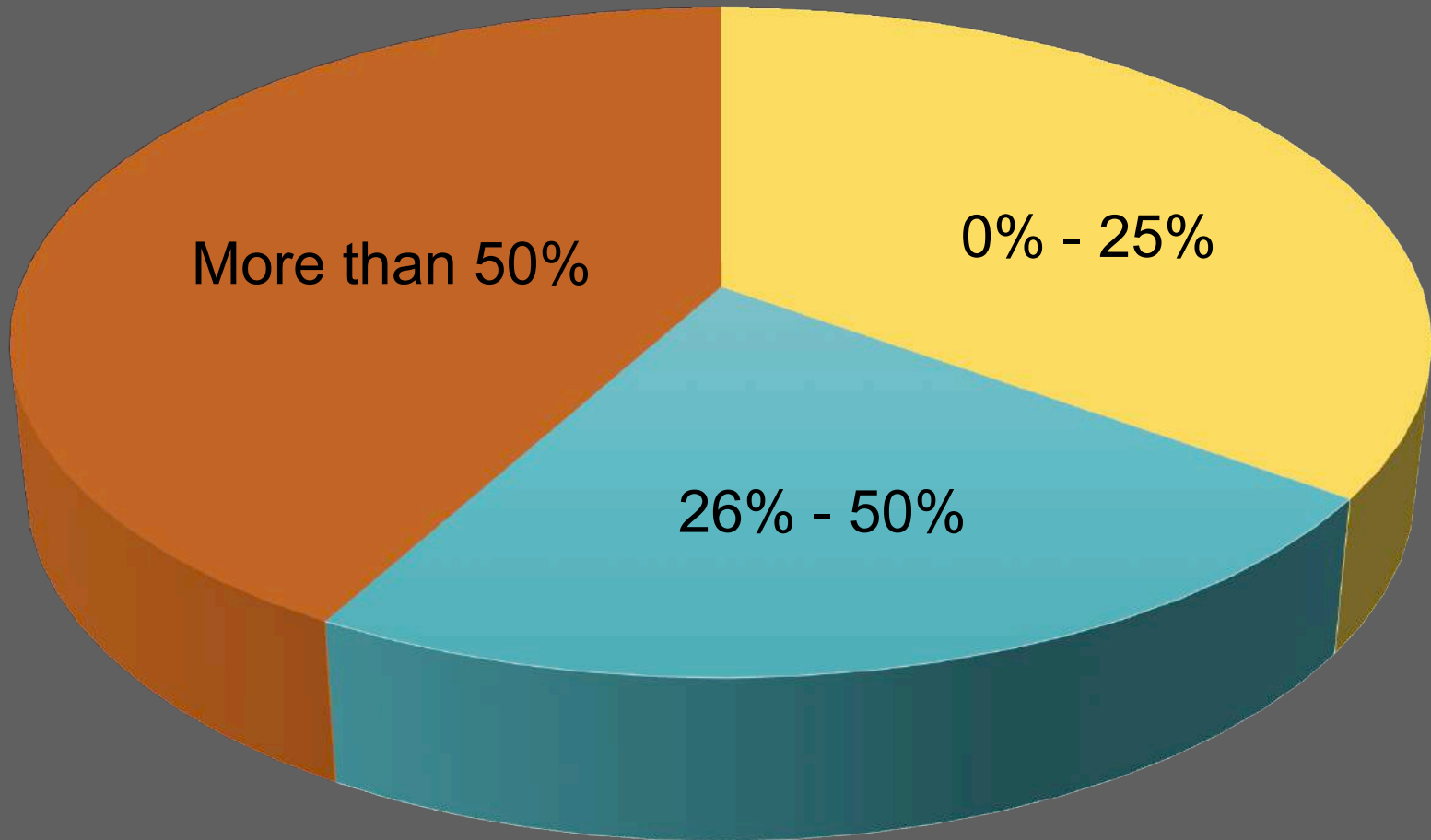
What will be most likely to take you off of your bike?



This is what's taking us off our bikes



How much of your commute is on trails or protected bike lanes?



How many bikes do you own?



18%



11%



24%



13%



18%

39% use a dedicated winter bike

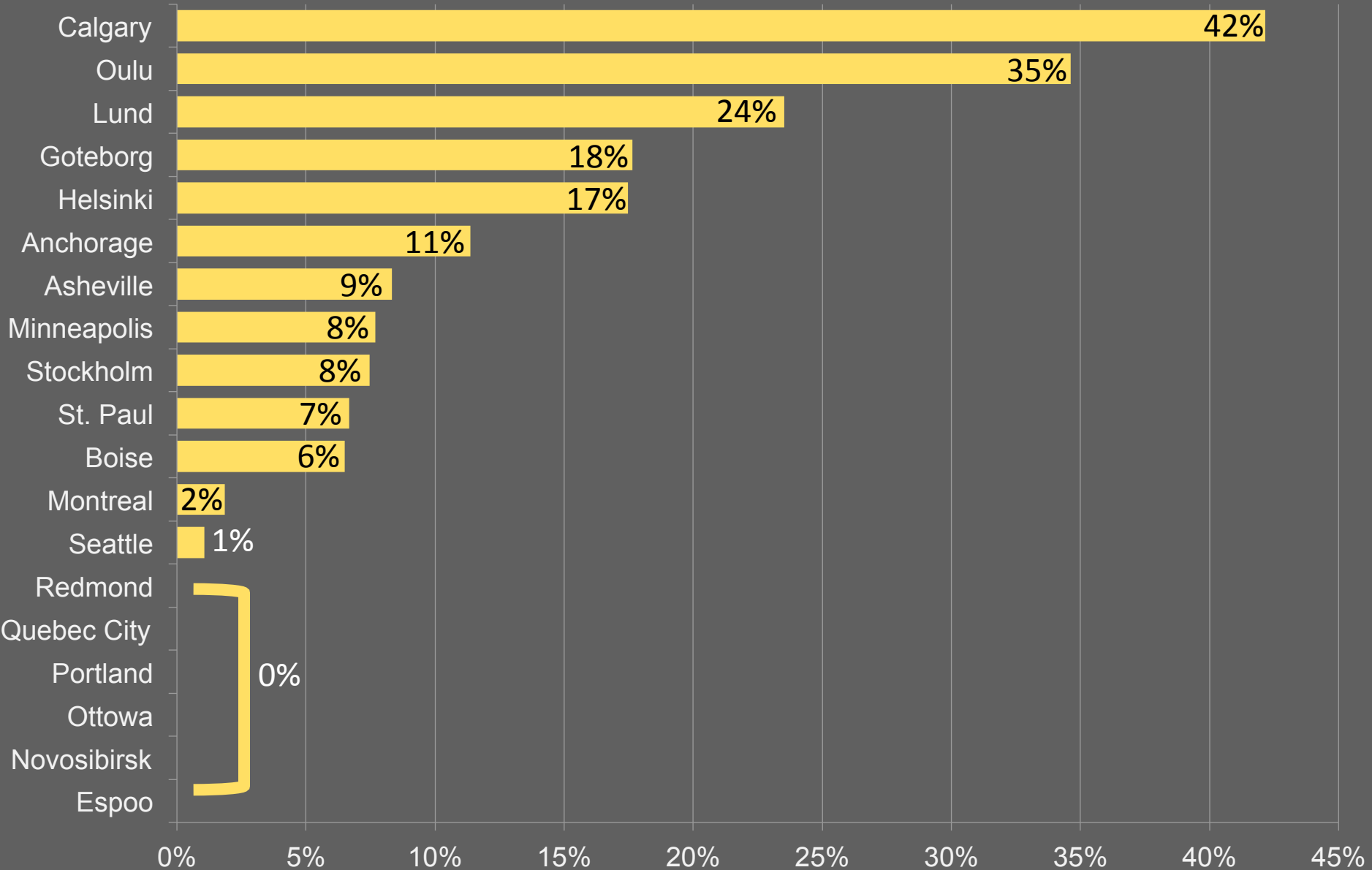
Winter cycling is good business

What is your favorite part of riding in winter?

n=812

- The quiet 7%
- Scenery 5%
- Fresh air 4%
- Riding through parks/nature 3%

Maintenance – “ They do a great job... ”



What could authorities do to promote more riding in winter? n=804

- Improve bike facility maintenance 40%
- More infrastructure 12%
- Safer infrastructure/protected 9%

What is the most attractive feature of your city's bike infra. that promotes winter riding? n=776

- Bike infra. maintenance 24%
- More protected bike lanes/paths 21%



Thank you

