PARCERIA NACIONAL PELA MOBILIDADE POR BICICLETA

BRAZILIAN CYCLIST PROFILE

2015

PARCERIA NACIONAL PELA MOBILIDADE POR BICICLETA
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!
MAIN DESTINATIONS

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

88.1% WORK

30.5% SCHOOL / COLLEGE

59.2% SHOPPING

76% LEISURE
USES BIKE 5 DAYS OR MORE PER WEEK

- MANAUS: 78%
- BRASÍLIA: 60%
- BELO HORIZONTE: 71%
- ARACAJU: 69.3%
- RIO: 81.2%
- RECIFE: 90.0%
- PORTO ALEGRE: 63%
- SALVADOR: 69.4%
- SÃO PAULO: 73.2%
- NACIONAL: 73.6%

USES BIKE AS MEAN OF TRANSPORT LESS THEN 5 YEARS

- MANAUS: 57%
- BRASÍLIA: 75%
- BELO HORIZONTE: 80%
- ARACAJU: 52.3%
- RIO: 42%
- RECIFE: 53%
- PORTO ALEGRE: 60%
- SALVADOR: 57.3%
- SÃO PAULO: 71%
- NACIONAL: 61.8%

USED BIKE IN COMBINATION WITH OTHER TRANSPORTATION MODE

- MANAUS: 14.4%
- BRASÍLIA: 22.2%
- BELO HORIZONTE: 33%
- ARACAJU: 6%
- RIO: 30.7%
- RECIFE: 34.8%
- PORTO ALEGRE: 32.7%
- SALVADOR: 11.8%
- SÃO PAULO: 27.8%
- NACIONAL: 26.4%

HAS INCOME BETWEEN 1 AND 2 MINIMUM SALARIES

- MANAUS: 33%
- BRASÍLIA: 52.2%
- BELO HORIZONTE: 56.4%
- ARACAJU: 42%
- RIO: 56.6%
- RECIFE: 55.8%
- PORTO ALEGRE: 33.1%
- SALVADOR: 56.3%
- SÃO PAULO: 54.2%
- NACIONAL: 56.2%

TAKES BETWEEN 10 TO 30 MINUTES IN THEIR BIKE RIDES

- MANAUS: 6%
- BRASÍLIA: 22.2%
- BELO HORIZONTE: 57.3%
- ARACAJU: 14.4%
- RIO: 29.7%
- RECIFE: 29.7%
- PORTO ALEGRE: 32.7%
- SALVADOR: 18.3%
- SÃO PAULO: 27.8%
- NACIONAL: 26.4%

IS 25 TO 34 YEARS OLD

- MANAUS: 77.8%
- BRASÍLIA: 59.9%
- BELO HORIZONTE: 79.8%
- ARACAJU: 54.5%
- RIO: 42.5%
- RECIFE: 33%
- PORTO ALEGRE: 63.7%
- SALVADOR: 35%
- SÃO PAULO: 33.4%
- NACIONAL: 34.3%

USES BIKE 5 DAYS OR MORE PER WEEK

- MANAUS: 29.5%
- BRASÍLIA: 36.4%
- BELO HORIZONTE: 36.4%
- ARACAJU: 29.5%
- RIO: 36.4%
- RECIFE: 39.3%
- PORTO ALEGRE: 33.1%
- SALVADOR: 39.7%
- SÃO PAULO: 39%
- NACIONAL: 34.8%
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- Environmental Concern: 42.9%
- Cost: 24.2%
- Speed and Fast Connectivity: 10.5%
- Health Concern: 2.2%
- Others: 19.6%

EVERYDAY PROBLEMS

- Lack of Cycling Infrastructure: 26.6%
- Public Safety: 7.4%
- Transit Safety: 22.7%
- Education in the Transit: 34.6%
- Signaling: 3.3%
- Others: 4.6%

PERCENTUAL SEM RESPOSTA 0.6%

MOTIVATION FOR CONTINUE CYCLING

- Environmental Concern: 44.6%
- Cost: 25.9%
- Speed and Fast Connectivity: 7.8%
- Health Concern: 3.4%
- Others: 17.7%

MOTIVATION TO CYCLING MORE

- Bike Infrastructure: 50%
- Public Safety: 11.8%
- Transit Safety: 21.5%
- Bike Parking: 5.9%
- Tree-lined Streets and Bike Lanes: 4.7%
- Others: 5.7%

PERCENTUAL SEM RESPOSTA 0.6%
**ARACAJU**

POPULATION: 623 THOUSAND INHABITANTS

**MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE**

- Environment: 36.4%
- Cost: 33%
- Speed and Fast Connectivity: 22.7%
- Health Concern: 6.8%
- Others: 0%

**MOTIVATION FOR CONTINUE CYCLING**

- Environment: 51.1%
- Cost: 18.2%
- Speed and Fast Connectivity: 14.8%
- Health Concern: 10.2%
- Others: 4.5%

**MOTIVATION TO CYCLING MORE**

- Bike Infrastructure: 53.4%
- Public Safety: 21.6%
- Transit Safety: 13.6%
- Bike Parking: 3.4%
- Tree-lined Streets and Bike Lanes: 2.3%
- Others: 4.5%

**MAIN DESTINATIONS**

- Work: 83.9%
- School/College: 28.2%
- Shopping: 67.7%
- Leisure: 58.8%

**EVERYDAY PROBLEMS**

- Lack of Cycling Infrastructure: 35.2%
- Public Safety: 10.2%
- Transit Safety: 23.9%
- Education in the Transit: 22.7%
- Signaling: 2.3%
- Others: 4.5%

**PERCENTUAL SEM RESPOSTA: 1.2%**
BELO HORIZONTE

POPULATION: 2.4 MILLIONS OF INHABITANTS

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

MOTIVATION FOR CONTINUE CYCLING

MOTIVATION TO CYCLING MORE

MAIN DESTINATIONS

EVERYDAY PROBLEMS

WORK 91.4%  SCHOOL / COLLEGE 50.6%  SHOPPING 67.4%  LEISURE 88.1%

WORK 91.4%  SCHOOL / COLLEGE 50.6%  SHOPPING 67.4%  LEISURE 88.1%

ENVIRONMENTAL CONCERN 2.1%  COST 20.7%  SPEED AND FAST CONNECTIVITY 41%  HEALTH CONCERN 26.6%  OTHERS 7.4%

ENVIRONMENTAL CONCERN 2.1%  COST 20.7%  SPEED AND FAST CONNECTIVITY 41%  HEALTH CONCERN 26.6%  OTHERS 7.4%

LACK OF CYCLING INFRASTRUCTURE 25.3%  PUBLIC SAFETY 2.1%  TRANSIT SAFETY 37.8%  EDUCATION IN THE TRANSIT 29.8%  SIGNALING 0.8%  OTHERS 2.9%

LACK OF CYCLING INFRASTRUCTURE 25.3%  PUBLIC SAFETY 2.1%  TRANSIT SAFETY 37.8%  EDUCATION IN THE TRANSIT 29.8%  SIGNALING 0.8%  OTHERS 2.9%

WORK 91.4%  SCHOOL / COLLEGE 50.6%  SHOPPING 67.4%  LEISURE 88.1%

ENVIRONMENTAL CONCERN 2.1%  COST 20.7%  SPEED AND FAST CONNECTIVITY 41%  HEALTH CONCERN 26.6%  OTHERS 7.4%

ENVIRONMENTAL CONCERN 2.1%  COST 20.7%  SPEED AND FAST CONNECTIVITY 41%  HEALTH CONCERN 26.6%  OTHERS 7.4%

BIKE INFRASTRUCTURE 52.7%  PUBLIC SAFETY 3.7%  TRANSIT SAFETY 29%  BIKE PARKING 4.5%  TREE-LINED STREETS AND BIKE LANES 4.3%  OTHERS 4.8%

BIKE INFRASTRUCTURE 52.7%  PUBLIC SAFETY 3.7%  TRANSIT SAFETY 29%  BIKE PARKING 4.5%  TREE-LINED STREETS AND BIKE LANES 4.3%  OTHERS 4.8%
**Motivation to Start Using the Bike as an Urban Transportation Mode**

<table>
<thead>
<tr>
<th>Reason</th>
<th>4.8%</th>
<th>21%</th>
<th>30.9%</th>
<th>32.3%</th>
<th>10.6%</th>
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<tbody>
<tr>
<td>Environmental Concern</td>
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<td>Cost</td>
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<td>Speed and Fast Connectiv</td>
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<td>Health Concern</td>
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<tr>
<td>Others</td>
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</table>

Percentual sem resposta: 0.4%

**Motivation for Continue Cycling**

<table>
<thead>
<tr>
<th>Reason</th>
<th>8.1%</th>
<th>14.5%</th>
<th>36.5%</th>
<th>33.7%</th>
<th>6.7%</th>
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</thead>
<tbody>
<tr>
<td>Environmental Concern</td>
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<td>Others</td>
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Percentual sem resposta: 0.5%

**Main Destinations**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>81.6%</td>
</tr>
<tr>
<td>School/College</td>
<td>76.9%</td>
</tr>
<tr>
<td>Shopping</td>
<td>64.2%</td>
</tr>
<tr>
<td>Leisure</td>
<td>82.3%</td>
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</table>

**Everyday Problems**

<table>
<thead>
<tr>
<th>Problem</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Lack of Cycling Infrastructure</td>
<td>28.6%</td>
</tr>
<tr>
<td>Public Safety</td>
<td>16.6%</td>
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<tr>
<td>Transit Safety</td>
<td>22.4%</td>
</tr>
<tr>
<td>Education in the Transit</td>
<td>22.4%</td>
</tr>
<tr>
<td>Signaling</td>
<td>5.5%</td>
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<tr>
<td>Others</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Percentual sem resposta: 1%

**Motivation to Cycling More**

<table>
<thead>
<tr>
<th>Reason</th>
<th>43.4%</th>
<th>17.8%</th>
<th>25.9%</th>
<th>6.5%</th>
<th>3.5%</th>
<th>2.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Infrastructure</td>
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<td></td>
</tr>
<tr>
<td>Public Safety</td>
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<td>Others</td>
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</table>

Percentual sem resposta: 0.1%

**Brasília**

Population: 2.8 millions of inhabitants
MANAUS
POPULATION: 2 MILLIONS OF INHABITANTS

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- Environmental Concern: 1%
- Cost: 21.5%
- Speed and Fast Connectivity: 55.3%
- Health Concern: 19.2%
- Others: 2.6%

MOTIVATION FOR CONTINUE CYCLING

- Environmental Concern: 1.7%
- Cost: 27.2%
- Speed and Fast Connectivity: 50%
- Health Concern: 19.2%
- Others: 1.7%

MOTIVATION TO CYCLING MORE

- Bike Infrastructure: 38.7%
- Public Safety: 2.6%
- Transit Safety: 40.7%
- Bike Parking: 3.6%
- Tree-Lined Streets and Bike Lanes: 12.6%
- Others: 1.3%

MAIN DESTINATIONS

- Work: 97.4%
- School/College: 19.7%
- Shopping: 83.7%
- Leisure: 67.6%

EVERYDAY PROBLEMS

- Lack of Cycling Infrastructure: 20.2%
- Public Safety: 0.3%
- Transit Safety: 28.5%
- Education in the Transit: 46.4%
- Signaling: 2.6%
- Others: 1.7%

Percentual sem resposta: 0.3%
# Niterói

**Population:** 495 thousand inhabitants

## Motivation to Start Using the Bike as an Urban Transportation Mode

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Environmental Concern</td>
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<td>Health Concern</td>
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</table>

## Motivation for Continue Cycling

<table>
<thead>
<tr>
<th>Reason</th>
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<tbody>
<tr>
<td>Environmental Concern</td>
<td>4.6%</td>
</tr>
<tr>
<td>Cost</td>
<td>27.6%</td>
</tr>
<tr>
<td>Speed and Fast Connectivity</td>
<td>47.1%</td>
</tr>
<tr>
<td>Health Concern</td>
<td>12.6%</td>
</tr>
<tr>
<td>Others</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

## Main Destinations

- **Work:** 75.1%
- **School/College:** 24.2%
- **Shopping:** 70.4%
- **Leisure:** 76%

## Everyday Problems

- **Lack of Cycling Infrastructure:** 36.8%
- **Public Safety:** 5.7%
- **Transit Safety:** 21.8%
- **Education in the Transit:** 31%
- **Signaling:** 3.4%
- **Others:** 0%

## Motivation to Cycle More

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Bike Infrastructure</td>
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<tr>
<td>Tree-lined Streets and Bike Lanes</td>
<td>10.3%</td>
</tr>
<tr>
<td>Others</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

## Environmental Concern

- **Work:** 2.3%
- **School/College:** 5.7%
- **Shopping:** 21.8%
- **Leisure:** 31%
- **Others:** 0%

## Cost

- **Work:** 27.6%
- **School/College:** 27.6%
- **Shopping:** 25.3%
- **Leisure:** 25.3%
- **Others:** 6.9%

## Speed and Fast Connectivity

- **Work:** 47.1%
- **School/College:** 47.1%
- **Shopping:** 47.1%
- **Leisure:** 47.1%
- **Others:** 6.9%

## Health Concern

- **Work:** 12.6%
- **School/College:** 12.6%
- **Shopping:** 12.6%
- **Leisure:** 12.6%
- **Others:** 6.9%

## Public Safety

- **Work:** 3.4%
- **School/College:** 5.7%
- **Shopping:** 5.7%
- **Leisure:** 5.7%
- **Others:** 0%

## Transit Safety

- **Work:** 3.4%
- **School/College:** 21.8%
- **Shopping:** 21.8%
- **Leisure:** 21.8%
- **Others:** 0%

## Education in the Transit

- **Work:** 21.8%
- **School/College:** 21.8%
- **Shopping:** 21.8%
- **Leisure:** 21.8%
- **Others:** 0%

## Signaling

- **Work:** 0%
- **School/College:** 3.4%
- **Shopping:** 3.4%
- **Leisure:** 3.4%
- **Others:** 0%

## Others

- **Work:** 6.9%
- **School/College:** 6.9%
- **Shopping:** 6.9%
- **Leisure:** 6.9%
- **Others:** 6.9%
PORTO ALEGRE

POPULATION: 1.4 MILLIONS OF INHABITANTS

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- 2.2% Environmental Concern
- 20.1% Cost
- 37.1% Speed and Fast Connectivity
- 31.7% Health Concern
- 8.5% Others

MOTIVATION FOR CONTINUE CYCLING

- 4.5% Environmental Concern
- 14.3% Cost
- 45.1% Speed and Fast Connectivity
- 24.6% Health Concern
- 11.2% Others

MOTIVATION TO CYCLING MORE

- 46.9% Bike Infrastructure
- 8.9% Public Safety
- 29.5% Transit Safety
- 5.8% Bike Parking
- 3.6% Tree-Lined Streets and Bike Lanes
- 4.9% Others

MAIN DESTINATIONS

- Work: 85.8%
- School/College: 48.7%
- Shopping: 78.8%
- Leisure: 93.8%

EVERYDAY PROBLEMS

- Lack of Cycling Infrastructure: 27.2%
- Public Safety: 4.9%
- Transit Safety: 28.1%
- Education in the Transit: 33.5%
- Signaling: 1.8%
- Others: 4%

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

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MOTIVATION TO CYCLING MORE

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MAIN DESTINATIONS

- Work: 85.8%
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- Leisure: 93.8%

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MAIN DESTINATIONS

- Work: 85.8%
- School/College: 48.7%
- Shopping: 78.8%
- Leisure: 93.8%

EVERYDAY PROBLEMS

- Lack of Cycling Infrastructure: 27.2%
- Public Safety: 4.9%
- Transit Safety: 28.1%
- Education in the Transit: 33.5%
- Signaling: 1.8%
- Others: 4%
**Recife**

Population: 1.4 Millions of inhabitants

**Motivation to Start Using the Bike as an Urban Transportation Mode**

- **Environmental Concern**: 4%
- **Cost**: 16.7%
- **Speed and Fast Connectivity**: 51.4%
- **Health Concern**: 20.3%
- **Others**: 7.2%

**Motivation for Continue Cycling**

- **Environmental Concern**: 2.4%
- **Cost**: 16.7%
- **Speed and Fast Connectivity**: 53%
- **Health Concern**: 21.9%
- **Others**: 5.2%

**Motivation to Cycling More**

- **Bike Infrastructure**: 45%
- **Public Safety**: 8%
- **Transit Safety**: 31.5%
- **Bike Parking**: 1.6%
- **Tree-lined Streets and Bike Lanes**: 12.7%
- **Others**: 0.8%

**Main Destinations**

- **Work**: 95.8%
- **School/College**: 26%
- **Shopping**: 66.8%
- **Leisure**: 73%

**Everyday Problems**

- **Lack of Cycling Infrastructure**: 26.3%
- **Public Safety**: 2.8%
- **Transit Safety**: 17.5%
- **Education in the Transit**: 52.6%
- **Signaling**: 0.4%
- **Others**: 0%

**Percentual sem resposta**: 0.4%
RIO DE JANEIRO
POPULATION: 6.4 MILLIONS OF INHABITANTS

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- Environmental Concern: 1.7%
- Cost: 20.5%
- Speed and Fast Connectivity: 38.2%
- Health Concern: 18.6%
- Others: 20.5%

EVERYDAY PROBLEMS

- Lack of Cycling Infrastructure: 28.8%
- Public Safety: 10.5%
- Transit Safety: 25.6%
- Education in the Transit: 26.8%
- Signaling: 3.3%
- Others: 3.9%

MOTIVATION FOR CONTINUE CYCLING

- Environmental Concern: 2.1%
- Cost: 18.1%
- Speed and Fast Connectivity: 52
- Health Concern: 16.8%
- Others: 10.2%

MOTIVATION TO CYCLING MORE

- Bike Infrastructure: 57.2%
- Public Safety: 13.3%
- Transit Safety: 14.8%
- Bike Parking: 6.3%
- Tree-Lined Streets and Bike Lanes: 5.4%
- Others: 2.5%
SALVADOR

POPULATION: 2.9 MILLIONS OF INHABITANTS

MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- **ENVIRONMENTAL CONCERN**: 4.7%
- **COST**: 18.4%
- **SPEED AND FAST CONNECTIVITY**: 37.7%
- **HEALTH CONCERN**: 34.6%
- **OTHERS**: 3.8%

MOTIVATION FOR CONTINUE CYCLING

- **ENVIRONMENTAL CONCERN**: 6.2%
- **COST**: 16%
- **SPEED AND FAST CONNECTIVITY**: 37.3%
- **HEALTH CONCERN**: 37.3%
- **OTHERS**: 2.7%

MOTIVATION TO CYCLING MORE

- **BIKE INFRASTRUCTURE**: 54.8%
- **PUBLIC SAFETY**: 9.8%
- **TRANSIT SAFETY**: 18.6%
- **BIKE PARKING**: 3.8%
- **TREE-LINED STREETS AND BIKE LANES**: 9.1%
- **OTHERS**: 3.5%

MAIN DESTINATIONS

- **WORK**: 84.5%
- **SCHOOL/COLEGE**: 23.2%
- **SHOPPING**: 67%
- **LEISURE**: 81.2%

EVERYDAY PROBLEMS

- **LACK OF CYCLING INFRASTRUCTURE**: 32.4%
- **PUBLIC SAFETY**: 5.1%
- **TRANSIT SAFETY**: 13.3%
- **EDUCATION IN THE TRANSIT**: 43.9%
- **SIGNALING**: 4.2%
- **OTHERS**: 0.7%

MOTIVATION TO CYCLING MORE

- **BIKE INFRASTRUCTURE**: 54.8%
- **PUBLIC SAFETY**: 9.8%
- **TRANSIT SAFETY**: 18.6%
- **BIKE PARKING**: 3.8%
- **TREE-LINED STREETS AND BIKE LANES**: 9.1%
- **OTHERS**: 3.5%
MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE

- 1.3% Environmental Concern
- 17.9% Cost
- 47.6% Speed and Fast Connectivity
- 22.8% Health Concern
- 9.9% Others

MOTIVATION FOR CONTINUE CYCLING

- 2.7% Environmental Concern
- 16.6% Cost
- 43.4% Speed and Fast Connectivity
- 27.5% Health Concern
- 9.2% Others

MOTIVATION TO CYCLING MORE

- 49.4% Bike Infrastructure
- 13.8% Public Safety
- 17.5% Transit Safety
- 7.3% Bike Parking
- 1.2% Tree-Lined Streets and Bike Lanes
- 10.4% Others

MAIN DESTINATIONS

- 91% Work
- 23.9% School/College
- 44.2% Shopping
- 73.9% Leisure

EVERYDAY PROBLEMS

- 24.1% Lack of Cycling Infrastructure
- 7.2% Public Safety
- 19.5% Transit Safety
- 36.8% Education in the Transit
- 3.9% Signaling
- 7.9% Others

OTHERS

- 91% Work
- 23.9% School/College
- 44.2% Shopping
- 73.9% Leisure

- 24.1% Lack of Cycling Infrastructure
- 7.2% Public Safety
- 19.5% Transit Safety
- 36.8% Education in the Transit
- 3.9% Signaling
- 7.9% Others

SÃO PAULO
POPULATION: 11.8 MILLIONS OF INHABITANTS
OVERALL COORDINATION
ZÉ LOBO

ASSISTANTS
GABRIELA BINATTI / GLAUSTON FERREIRA

TECHNICAL STAFF

OBSERVATÓRIO DAS METRÓPOLES / LABORATÓRIO DE MOBILIDADE SUSTENTÁVEL – PROURB-UFRJ
FILIPE MARINO / JUCIANO RODRIGUES
LAURINE SÉZÉRAT / VICTOR ANDRADE

CICLO URBANO ARACAJU
COORDINATION: JOSÉ WALDSON COSTA DE ANDRADE
STAFF: ANDREW JUNGKUNT
LUCIANO ARANHA / NYCOLLY MARIA DOS SANTOS SILVA / SAYURI SILVA DANTAS DE OLIVEIRA / THIAGO REIS DOS SANTOS

BH EM CICLO BELO HORIZONTE
COORDINATION: CARLOS EDWARD CAMPOS
STAFF: CIRLEIA SAINZ / ELIS REGINA MARTINS
SOUZA / GUILHERME MEDEIROS / IRENE BENEVIDES DUTRA MURTA / JHONATHAN MARCEL DE OLIVEIRA / KEILA DESLANDES / LUIZA TAVARES SIQUEIRA MARIANA MICOLI BARQUETE / MOACYR ANÍCIO VIANA FILHO / RAMON BRANT

RODAS DA PAZ BRASÍLIA
COORDINATION: JONAS BERTUCCI
STAFF: FÁBIO IGLESIAS / RENATA FLORENTINO
ISAQUE SIMONI / KARLA GAMBA / LUCAS DE SOUZA / MATEUS BARUCI / RAUL ARAGÃO
YURI PRESTES

PEDALA MANAUS MANAUS
COORDINATION: CLAUDIA VALENTE
STAFF: CAROLA SCHULZ / DANIELE BRAZ
ISRAEL FÉLIX / LUANA DEMOSTHENES
PAULO AGUIAR / PRISCILA SANTIAGO
RAIMUNDO NETO / RAQUEL CARDOSO
SUELEN MARIA

MOBILIDADE NITERÓI NITERÓI
COORDINATION: ANA LUIZA CARBONI
STAFF: ALINE STEFANIE / ELISA SILVA DE SOUZA / ISABELA LEDO / MATHEUS LIMA DA COSTA / RAILANE BORGES / RAVINY OLIVEIRA
DA SILVA / RENATO DA HORTA LIMA / RODRIGO ROSA / SERGIO FRANCO / THAYANA SANTANA DA CONCEIÇÃO / TUZIA TEÓFILO FERNANDES / VIVIANE DA SILVA MARTINS

MOBICIDADE PORTO ALEGRE
COORDINATION: TÁSSIA FURTADO
STAFF: ANDRÉ GOMIDES / AUGUSTO BENNEMANN / CADU CARVALHO
DANIE SILVA / FELIPE PROLO / ISA JANAÍSA
LÍVIA ARAUJO / RODRIGO GRANJA

AMECICLO RECIFE
COORDINATION: RUDINEY BARBOSA
STAFF: ALDENIO R. ALVES / CLÁUDIA RENATA G. HOLDER / CRISTIANE CRESPO
JASON TORRES / LÍGIA LIMA / MÁRCIO
CABRAL DE MOURA / RODRIGO NIBBERING
ROSALIA VASCONCELOS

TRANSPORTE ATIVO RIO DE JANEIRO
COORDINATION: ZÉ LOBO
STAFF: ARLINDO PEREIRA / CAROLINA QUEIROZ
DANDARAH JORDÃO / LUZI FELIPE AVELAR / MICHÈLLEC CASTILHO
MÔNICA BENTES / RICARDO MARTINS

BIKE ANJO SALVADOR SALVADOR
COORDINATION: DANIEL BAGDEVE
STAFF: ED FERREIRA / FERNANDA PASSOS
GILMAR PEREIRA / MARCELLA MARCONI
MARCIA MENESES / MÁRIO CARVALHO
PRISCILA BATISTÃO

CICLOCIDADE SÃO PAULO
COORDINATION: DANIEL GUTH
STAFF: ANA CAROLINA NUNES / MÁRIA BOMBACHINI
ALEX ABRAHÃO / ALEXANDRE
GREGÓRIO / BRUNO PINHEIRO
FLAVIO SOARES / HUGO CRUZ
JULIANA PINHEIRO / MARINA BARRIO
MARINA HARKOT / MATHEUS PAIVA
STELLA ROSATI / WESLEY ESTÊVÃO

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

GRAPHIC DESIGN
CUBICULO