



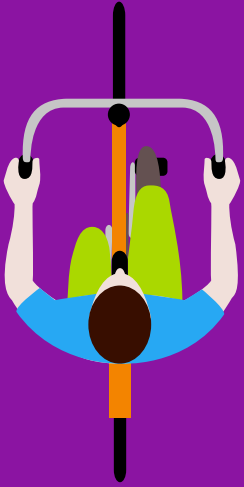
*BRAZILIAN*

*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.**

O percentual de entrevistados em relação à população foi o mesmo em todas as cidades.

As entrevistas foram feitas com pessoas que pedalam pelo menos uma vez por semana como meio de transporte, abordadas pedalando, empurrando ou estacionando a bicicleta.

As entrevistas foram distribuídas igualmente no tecido urbano pelas áreas centrais, intermediárias e periféricas das cidades. Estas áreas foram definidas pela organização da sociedade civil local envolvida.

As entrevistas foram realizadas apenas em dias úteis.

**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.**

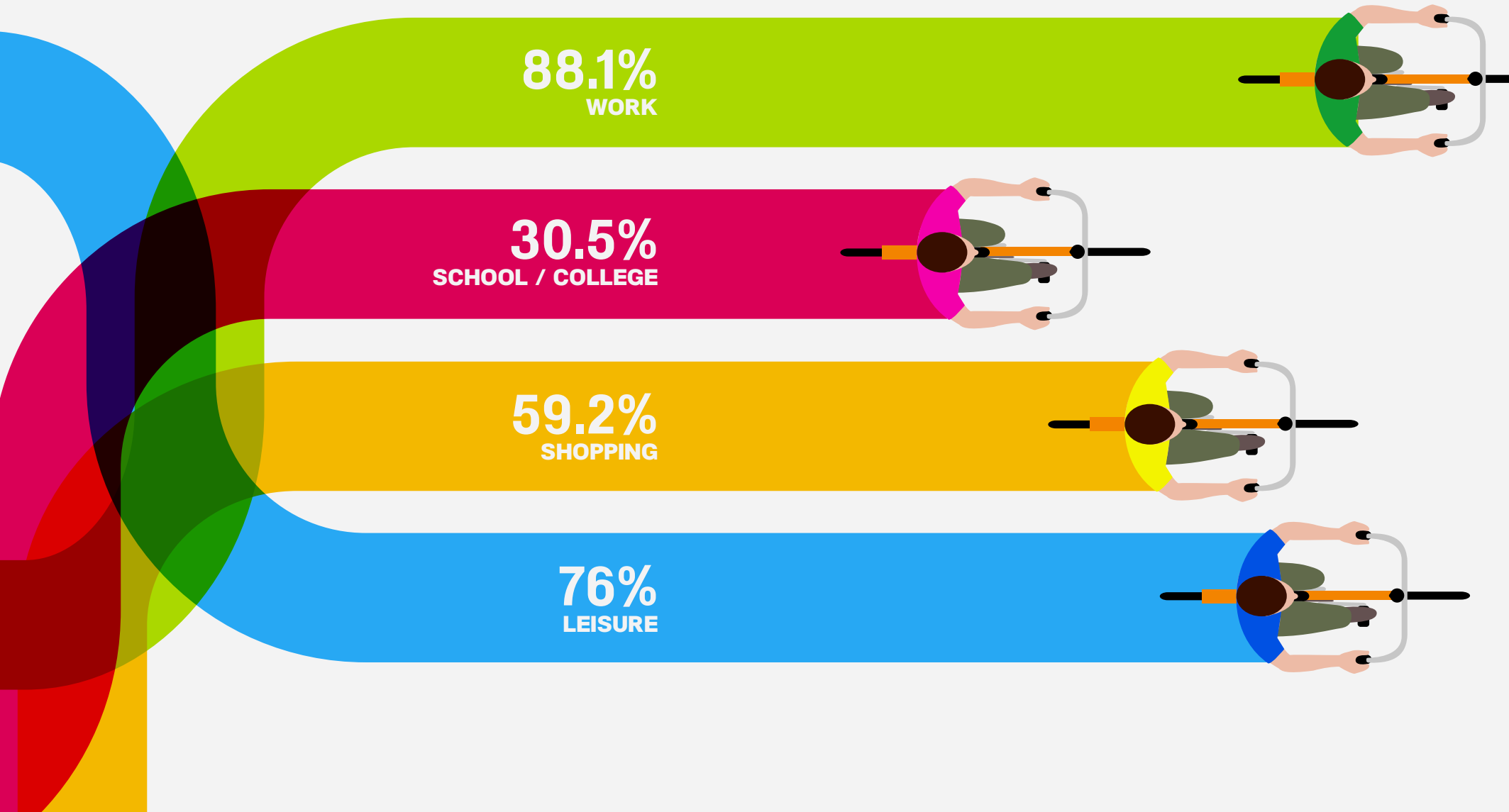
**We are experiencing the birth of an emerging culture of urban mobility – focused on pedestrians and cyclists – in response to social, economic and environmental challenges faced by the Brazilian society.**

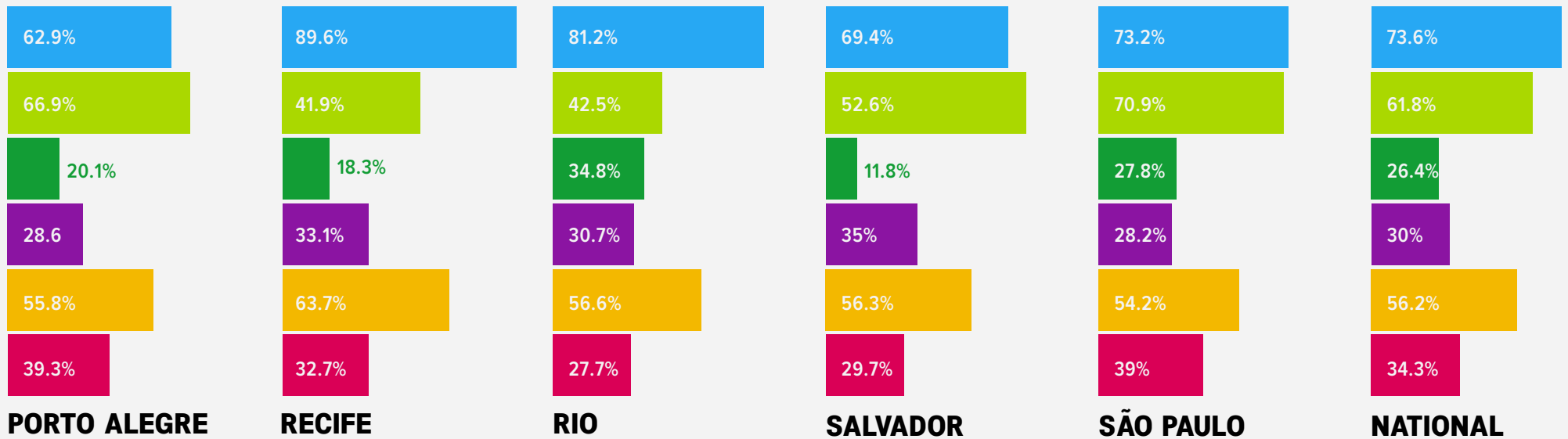
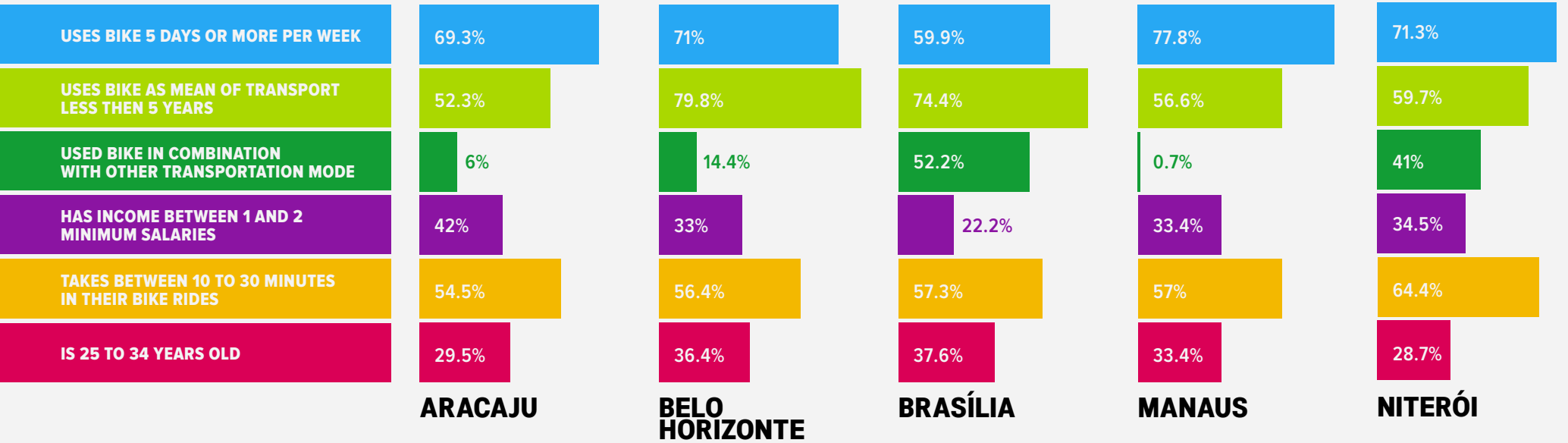
**Despite of the urban changes that already occurred, the Brazilian cities condition is far from ideal. The hegemonic urban development pattern still has the private car as a protagonist and cyclists and pedestrians are relegated to a second place. This situation has led to the collapse of our cities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

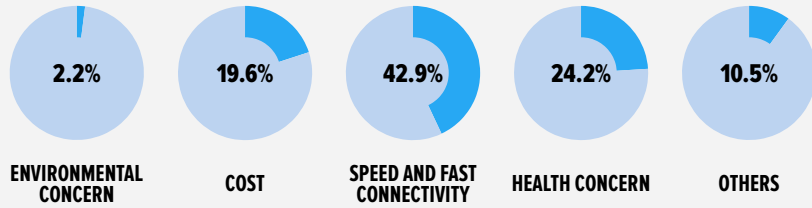
# MAIN DESTINATIONS

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



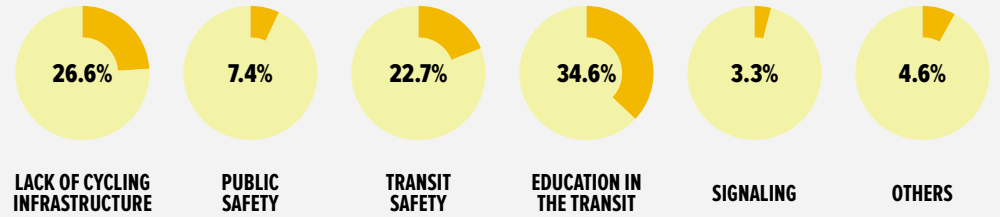


# MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



PERCENTUAL SEM RESPOSTA 0.6%

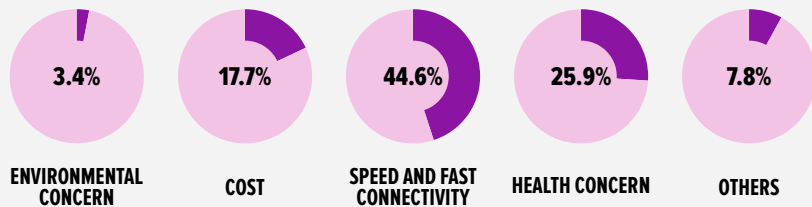
# EVERYDAY PROBLEMS



PERCENTUAL SEM RESPOSTA 0.8%

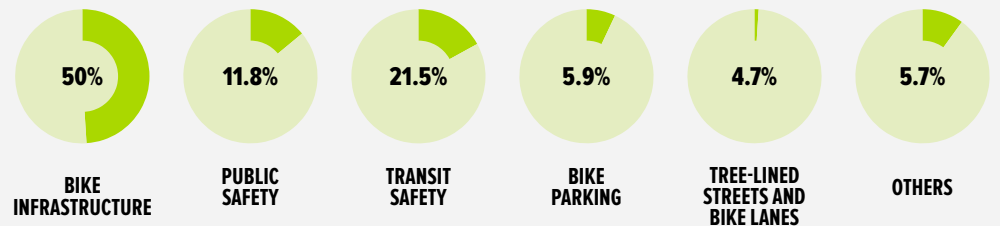
# BRASIL

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 0.6%

## MOTIVATION TO CYCLING MORE

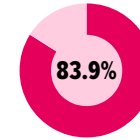


PERCENTUAL SEM RESPOSTA 0.4%

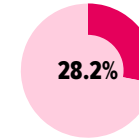
# ARACAJU

POPULATION: 623 THOUSAND INHABITANTS

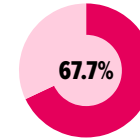
## MAIN DESTINATIONS



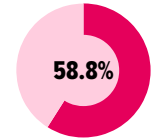
WORK



SCHOOL /  
COLLEGE

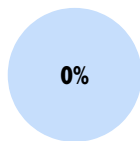


SHOPPING

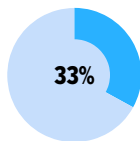


LEISURE

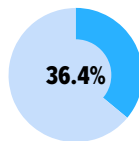
## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



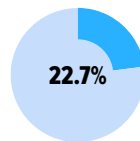
ENVIRONMENTAL  
CONCERN



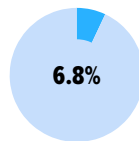
COST



SPEED AND FAST  
CONNECTIVITY



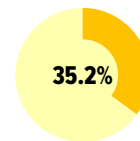
HEALTH CONCERN



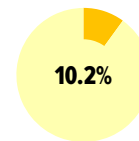
OTHERS

PERCENTUAL SEM RESPOSTA 1.1%

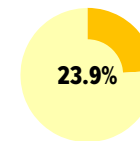
## EVERYDAY PROBLEMS



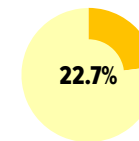
LACK OF CYCLING  
INFRASTRUCTURE



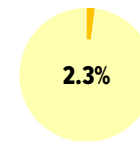
PUBLIC  
SAFETY



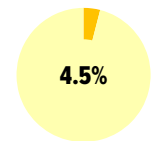
TRANSIT  
SAFETY



EDUCATION IN  
THE TRANSIT



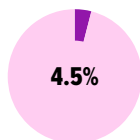
SIGNALING



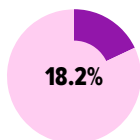
OTHERS

PERCENTUAL SEM RESPOSTA 1.2%

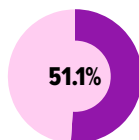
## MOTIVATION FOR CONTINUE CYCLING



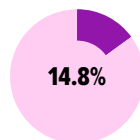
ENVIRONMENTAL  
CONCERN



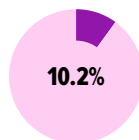
COST



SPEED AND FAST  
CONNECTIVITY



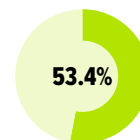
HEALTH CONCERN



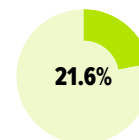
OTHERS

PERCENTUAL SEM RESPOSTA 1.2%

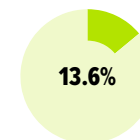
## MOTIVATION TO CYCLING MORE



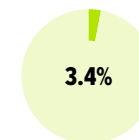
BIKE  
INFRASTRUCTURE



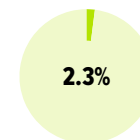
PUBLIC  
SAFETY



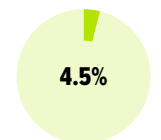
TRANSIT  
SAFETY



BIKE  
PARKING



TREE-LINED  
STREETS AND  
BIKE LANES



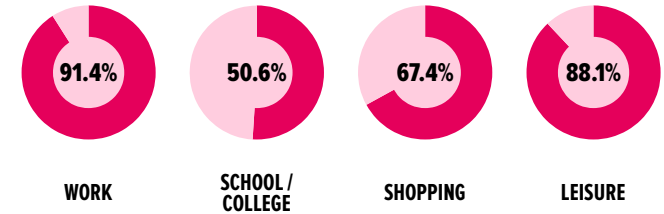
OTHERS

PERCENTUAL SEM RESPOSTA 1.2%

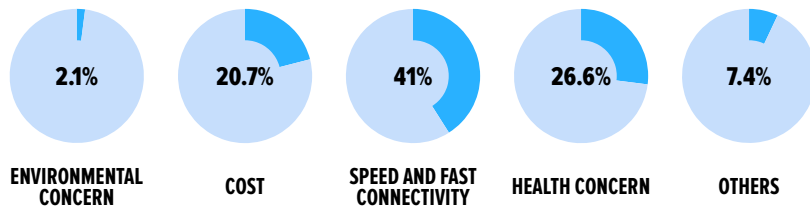
# BELO HORIZONTE

POPULATION: 2.4 MILLIONS OF INHABITANTS

## MAIN DESTINATIONS

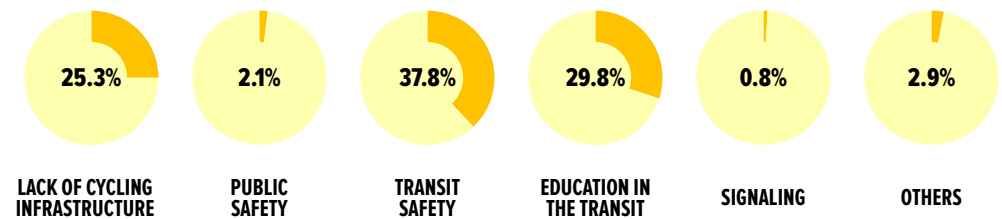


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



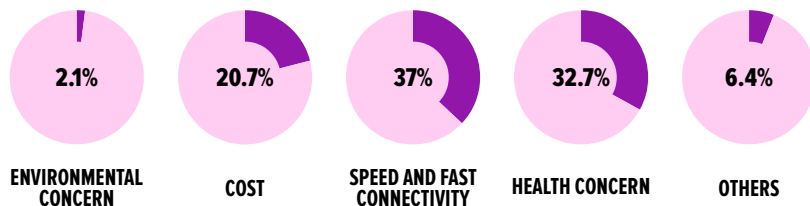
PERCENTUAL SEM RESPOSTA 2.2%

## EVERYDAY PROBLEMS



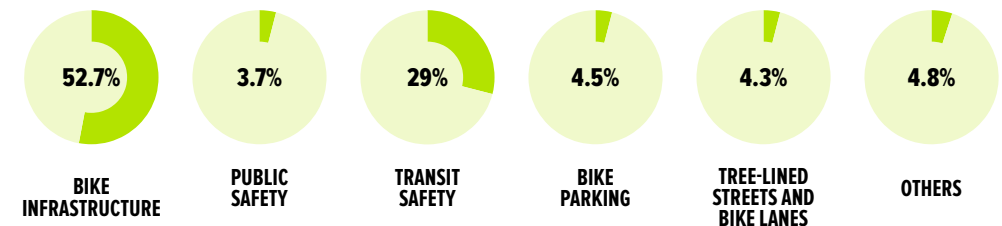
PERCENTUAL SEM RESPOSTA 1.3%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 1.2%

## MOTIVATION TO CYCLING MORE



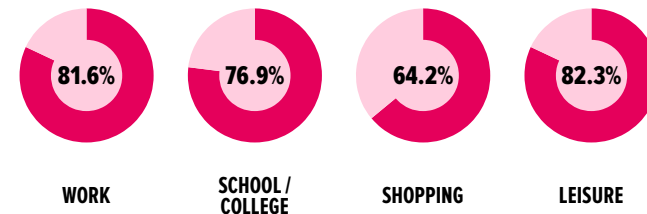
PERCENTUAL SEM RESPOSTA 1%



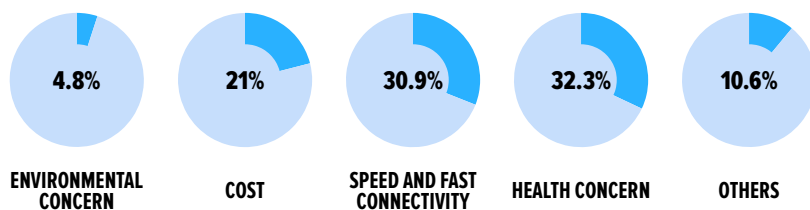
# BRASÍLIA

POPULATION: 2.8 MILLIONS OF INHABITANTS

## MAIN DESTINATIONS

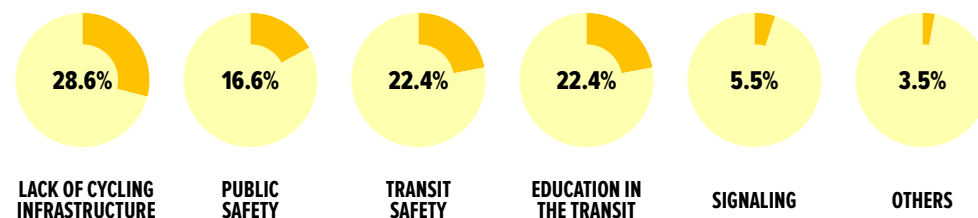


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



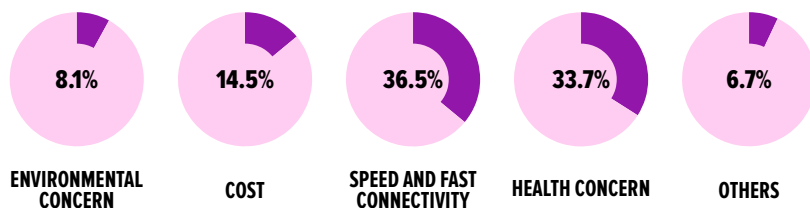
PERCENTUAL SEM RESPOSTA 0.4%

## EVERYDAY PROBLEMS



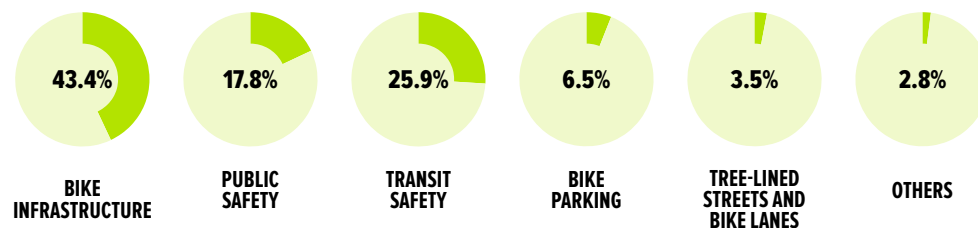
PERCENTUAL SEM RESPOSTA 1%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 0.5%

## MOTIVATION TO CYCLING MORE

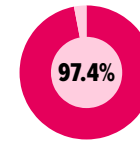


PERCENTUAL SEM RESPOSTA 0.1%

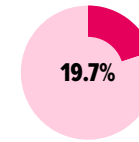
# MANAUS

POPULATION: 2 MILLIONS OF INHABITANTS

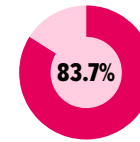
## MAIN DESTINATIONS



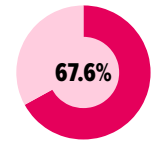
WORK



SCHOOL / COLLEGE

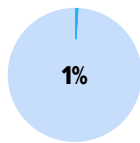


SHOPPING

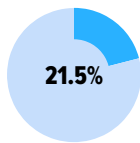


LEISURE

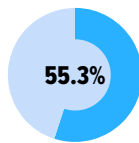
## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



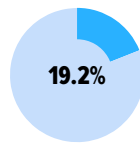
ENVIRONMENTAL CONCERN



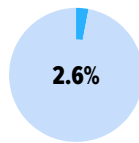
COST



SPEED AND FAST CONNECTIVITY



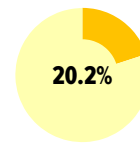
HEALTH CONCERN



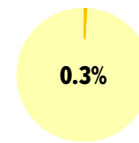
OTHERS

PERCENTUAL SEM RESPOSTA 0.4%

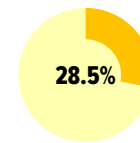
## EVERYDAY PROBLEMS



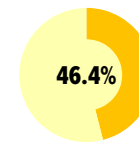
LACK OF CYCLING INFRASTRUCTURE



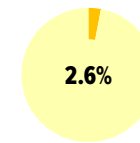
PUBLIC SAFETY



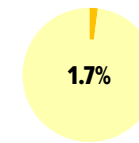
TRANSIT SAFETY



EDUCATION IN THE TRANSIT



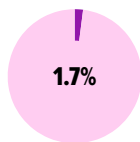
SIGNALING



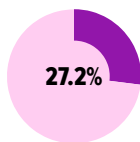
OTHERS

PERCENTUAL SEM RESPOSTA 0.3%

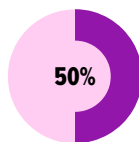
## MOTIVATION FOR CONTINUE CYCLING



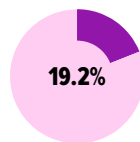
ENVIRONMENTAL CONCERN



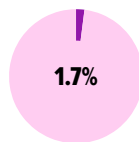
COST



SPEED AND FAST CONNECTIVITY



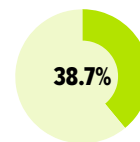
HEALTH CONCERN



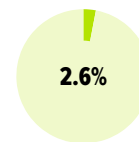
OTHERS

PERCENTUAL SEM RESPOSTA 0.2%

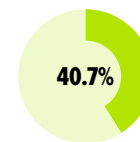
## MOTIVATION TO CYCLING MORE



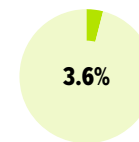
BIKE INFRASTRUCTURE



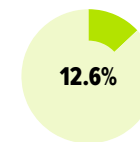
PUBLIC SAFETY



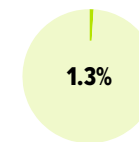
TRANSIT SAFETY



BIKE PARKING



TREE-LINED STREETS AND BIKE LANES



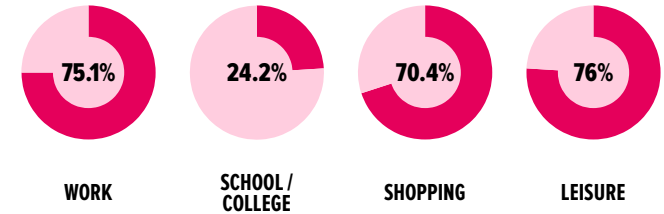
OTHERS

PERCENTUAL SEM RESPOSTA 0.5%

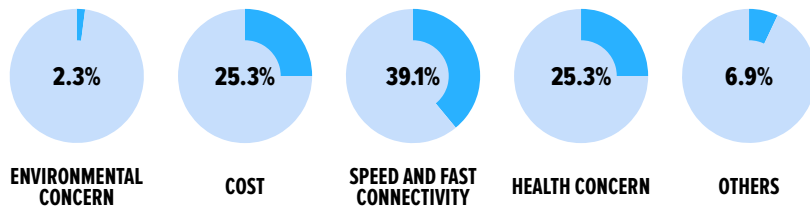
# NITERÓI

POPULATION: 495 THOUSAND INHABITANTS

## MAIN DESTINATIONS

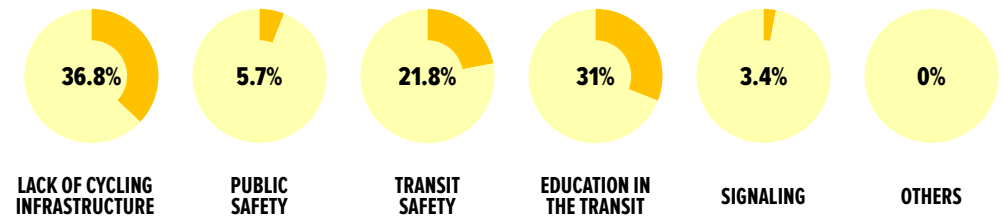


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



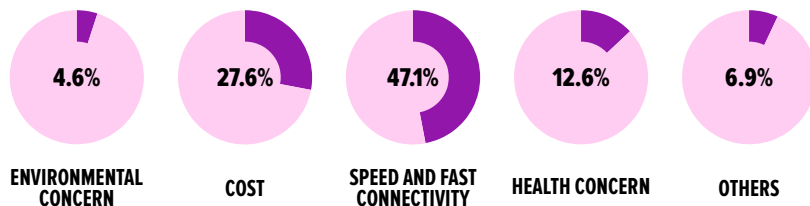
PERCENTUAL SEM RESPOSTA 1.1%

## EVERYDAY PROBLEMS



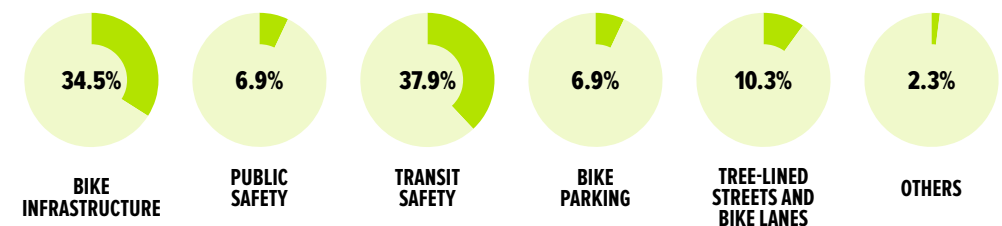
PERCENTUAL SEM RESPOSTA 1.3%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 1.2%

## MOTIVATION TO CYCLING MORE

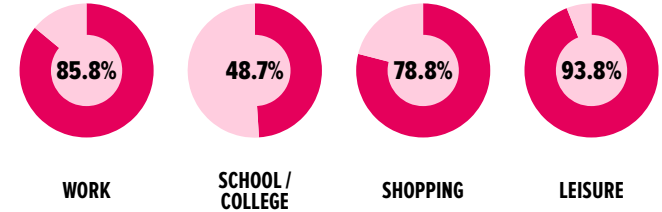


PERCENTUAL SEM RESPOSTA 1.2%

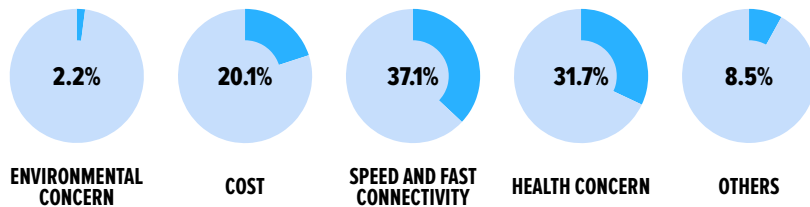
# PORTO ALEGRE

POPULATION: 1.4 MILLIONS OF INHABITANTS

## MAIN DESTINATIONS

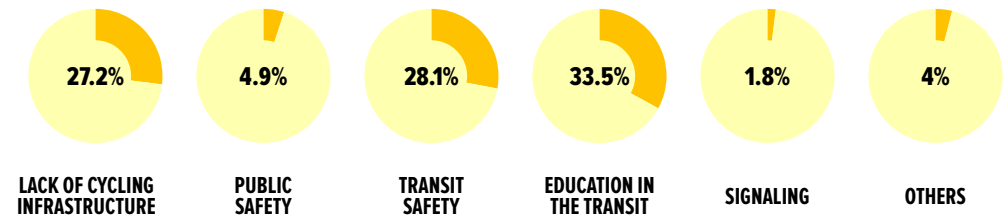


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



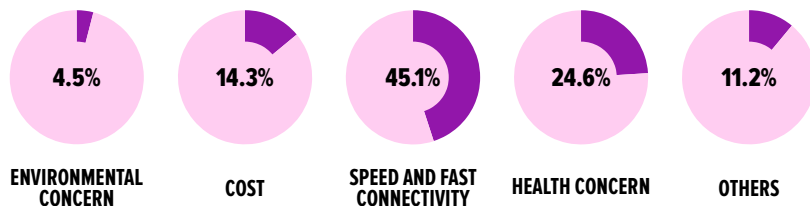
PERCENTUAL SEM RESPOSTA 0.4%

## EVERYDAY PROBLEMS



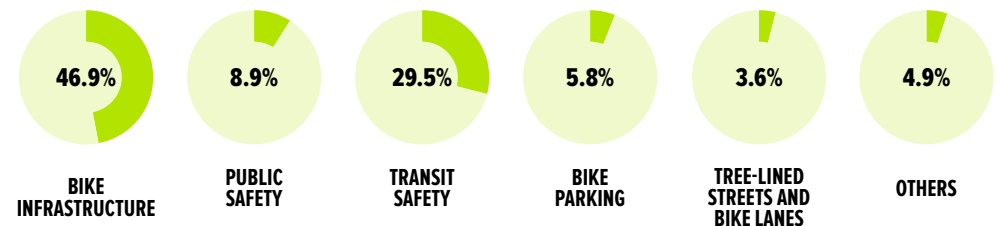
PERCENTUAL SEM RESPOSTA 0.5%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 0.3%

## MOTIVATION TO CYCLING MORE

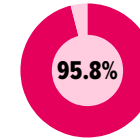


PERCENTUAL SEM RESPOSTA 0.4%

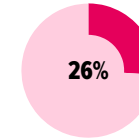
# RECIFE

POPULATION: 1.4 MILLIONS OF INHABITANTS

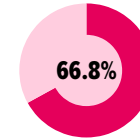
## MAIN DESTINATIONS



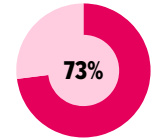
WORK



SCHOOL / COLLEGE

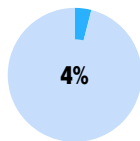


SHOPPING

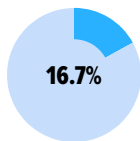


LEISURE

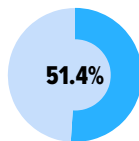
## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



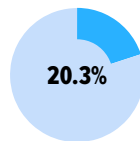
ENVIRONMENTAL CONCERN



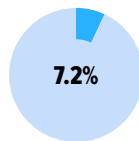
COST



SPEED AND FAST CONNECTIVITY



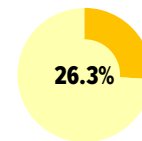
HEALTH CONCERN



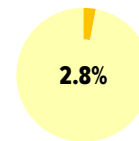
OTHERS

PERCENTUAL SEM RESPOSTA 0.4%

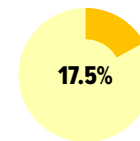
## EVERYDAY PROBLEMS



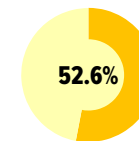
LACK OF CYCLING INFRASTRUCTURE



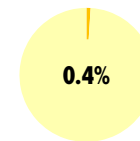
PUBLIC SAFETY



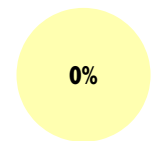
TRANSIT SAFETY



EDUCATION IN THE TRANSIT



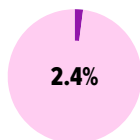
SIGNALING



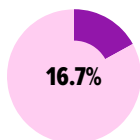
OTHERS

PERCENTUAL SEM RESPOSTA 0.4%

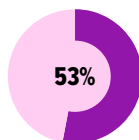
## MOTIVATION FOR CONTINUE CYCLING



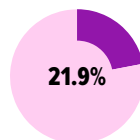
ENVIRONMENTAL CONCERN



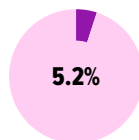
COST



SPEED AND FAST CONNECTIVITY



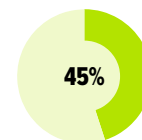
HEALTH CONCERN



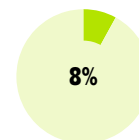
OTHERS

PERCENTUAL SEM RESPOSTA 0.8%

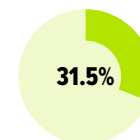
## MOTIVATION TO CYCLING MORE



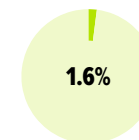
BIKE INFRASTRUCTURE



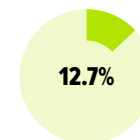
PUBLIC SAFETY



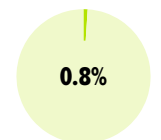
TRANSIT SAFETY



BIKE PARKING



TREE-LINED STREETS AND BIKE LANES



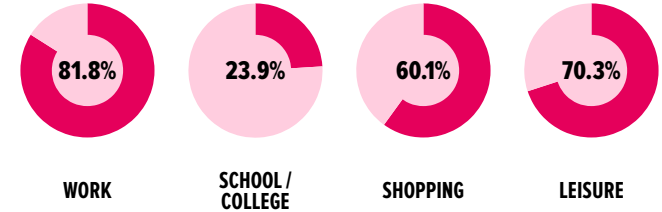
OTHERS

PERCENTUAL SEM RESPOSTA 0.4%

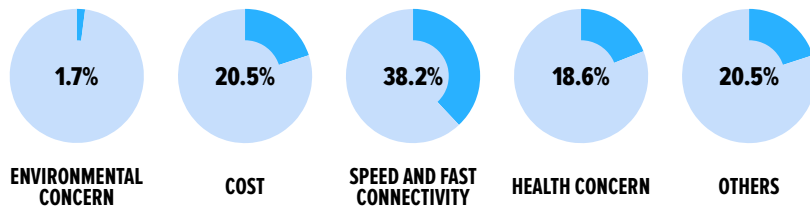
# RIO DE JANEIRO

POPULATION: 6.4 MILLIONS OF INHABITANTS

## MAIN DESTINATIONS

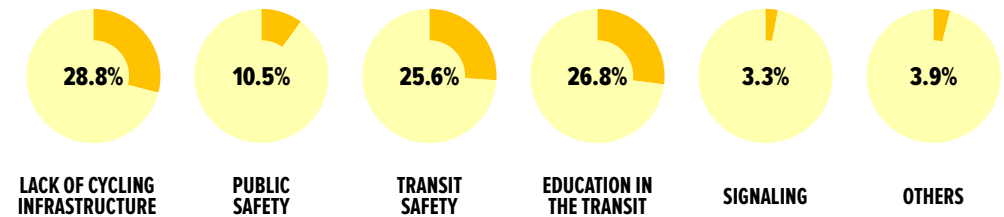


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



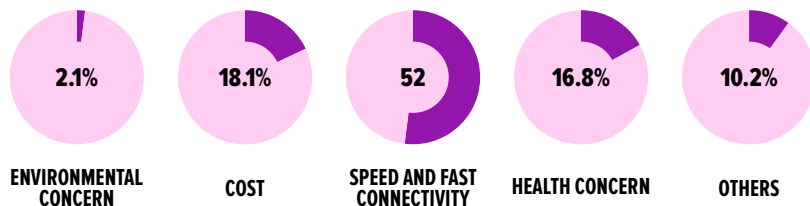
PERCENTUAL SEM RESPOSTA 0.5%

## EVERYDAY PROBLEMS



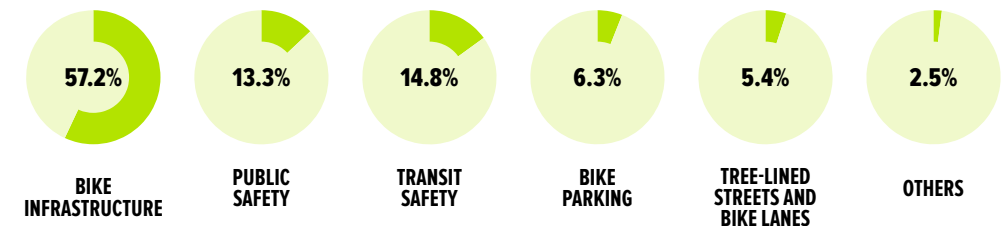
PERCENTUAL SEM RESPOSTA 1.1%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOSTA 0.8%

## MOTIVATION TO CYCLING MORE

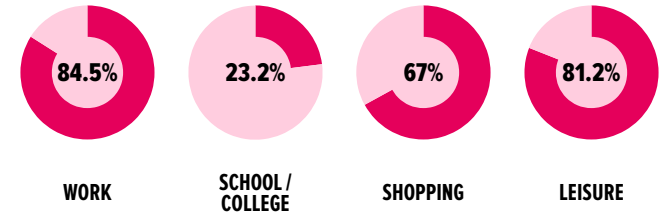


PERCENTUAL SEM RESPOSTA 0.5%

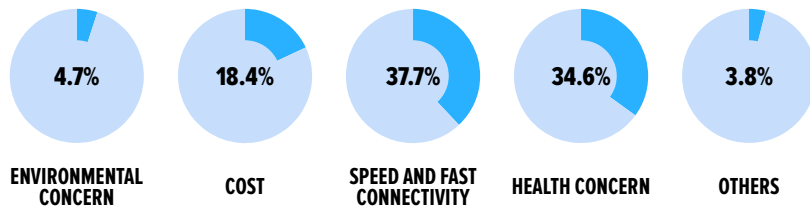
# SALVADOR

POPULATION: 2.9 MILLIONS OF INHABITANTS

## MAIN DESTINATIONS

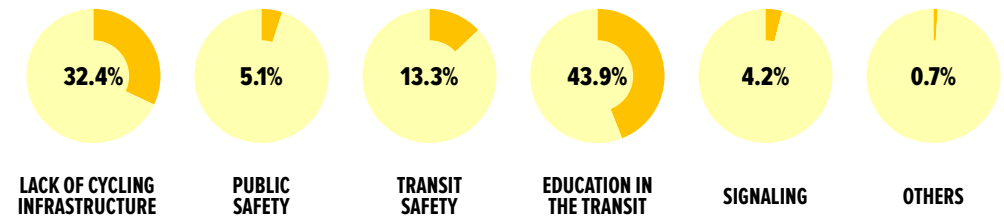


## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



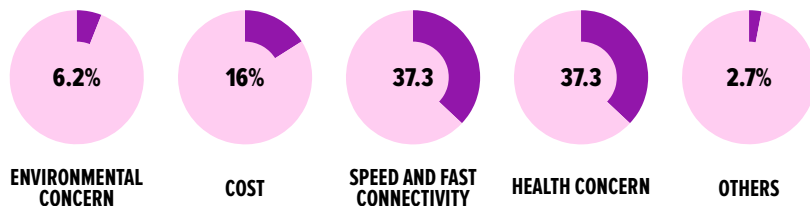
PERCENTUAL SEM RESPOTA 0.8%

## EVERYDAY PROBLEMS



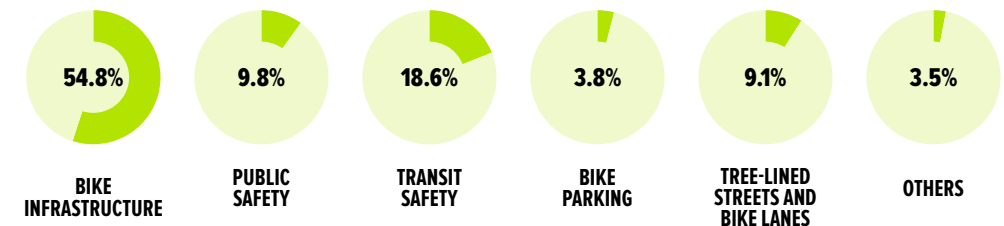
PERCENTUAL SEM RESPOTA 0.4%

## MOTIVATION FOR CONTINUE CYCLING



PERCENTUAL SEM RESPOTA 0.5%

## MOTIVATION TO CYCLING MORE

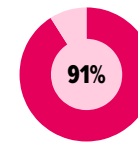


PERCENTUAL SEM RESPOTA 0.4%

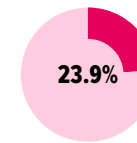
# SÃO PAULO

POPULATION: 11.8 MILLIONS OF INHABITANTS

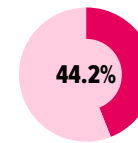
## MAIN DESTINATIONS



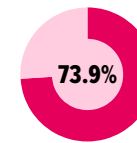
WORK



SCHOOL /  
COLLEGE

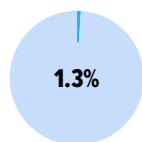


SHOPPING

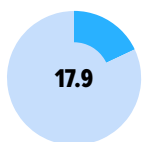


LEISURE

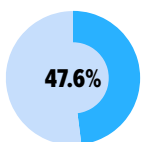
## MOTIVATION TO START USING THE BIKE AS AN URBAN TRANSPORTATION MODE



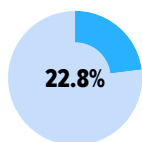
ENVIRONMENTAL  
CONCERN



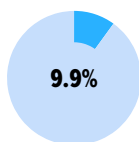
COST



SPEED AND FAST  
CONNECTIVITY



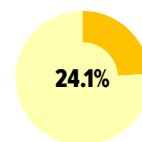
HEALTH CONCERN



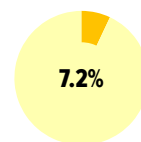
OTHERS

PERCENTUAL SEM RESPOSTA 0.5%

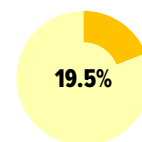
## EVERYDAY PROBLEMS



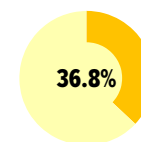
LACK OF CYCLING  
INFRASTRUCTURE



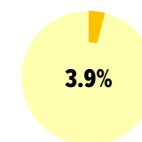
PUBLIC  
SAFETY



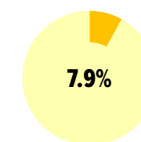
TRANSIT  
SAFETY



EDUCATION IN  
THE TRANSIT



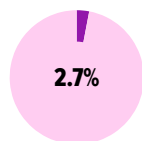
SIGNALING



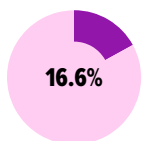
OTHERS

PERCENTUAL SEM RESPOSTA 0.6%

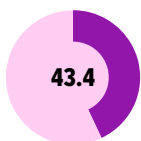
## MOTIVATION FOR CONTINUE CYCLING



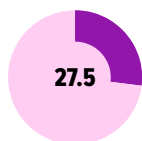
ENVIRONMENTAL  
CONCERN



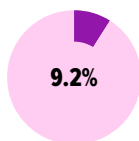
COST



SPEED AND FAST  
CONNECTIVITY



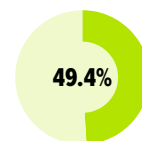
HEALTH CONCERN



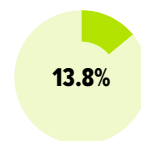
OTHERS

PERCENTUAL SEM RESPOSTA 0.6%

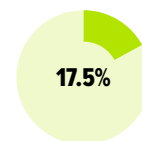
## MOTIVATION TO CYCLING MORE



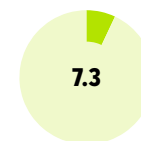
BIKE  
INFRASTRUCTURE



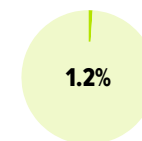
PUBLIC  
SAFETY



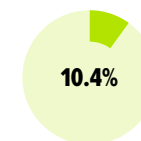
TRANSIT  
SAFETY



BIKE  
PARKING



TREE-LINED  
STREETS AND  
BIKE LANES



OTHERS

PERCENTUAL SEM RESPOSTA 0.4%



## 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 SÉZERAT / 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

## GRAPHIC DESIGN

CUBÍCULO

### 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 / TUIZA 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 F. 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

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## CREATION AND CONCEPT



## DEVELOPMENT AND RESEARCH COORDINATION



## PARTNERS



## SPONSOR





*BRAZILIAN*

*CYCLIST*

*PROFILE*

2015

