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?

- 21 – 35: 35%
- 36 – 50: 41%
- Over 50: 24%

Gender ID?

- Women: 32%
- Men: 67%
- Other: 6%

n = 1222
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?

- Every day
- 4 times a week
- 3 times a week
- Twice a week
- Once a week
- Never
How long is your typical one way commute in winter?

- 0 - 2 miles (<3.25 km): 9%
- 2.1 - 4 miles (3.26 - 6.48 km): 28%
- 4.1 - 8 miles (6.49 - 13 km): 33%
- > 8 miles (13 km): 29%
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?

- Cold temps
- Poor maintenance
- Rain
- Snow
- Ice
- Lack of daylight

1st Choice
1st & 2nd Choice
This is what’s taking us off our bikes
How much of your commute is on trails or protected bike lanes?

- More than 50%
- 26% - 50%
- 0% - 25%
How many bikes do you own?

- 18% use a dedicated winter bike
- Winter cycling is good business

- 11%
- 24%
- 13%
- 18%
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…”

- Calgary: 42%
- Oulu: 35%
- Lund: 24%
- Goteborg: 18%
- Helsinki: 17%
- Anchorage: 11%
- Asheville: 9%
- Minneapolis: 8%
- Stockholm: 8%
- St. Paul: 7%
- Boise: 6%
- Montreal: 2%
- Seattle: 1%
- Redmond: 0%
- Quebec City: 0%
- Portland: 0%
- Ottowa: 0%
- Novosibirsk: 0%
- Espoo: 0%
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%
Where are we from?
n=1223
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Thank you!