

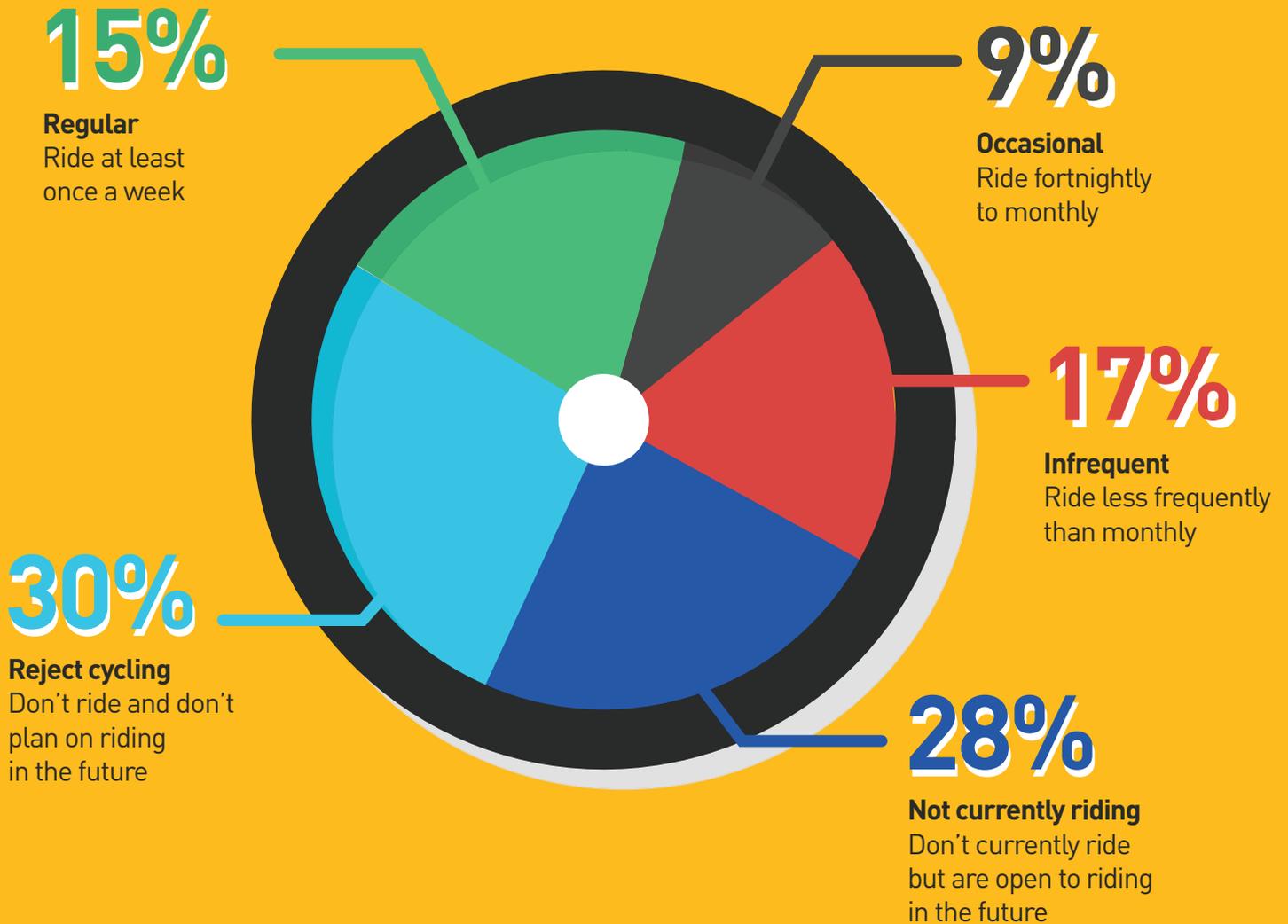


2017 RACV Bicycle Market Research: A snapshot of riding in Victoria

This research provides valuable insights into how we can better support our members who ride a bike as well as encourage non-riders to give it a go.



How often do Victorians ride a bicycle?



Insights

- Of those who ride or are open to it, only 6% don't have a bicycle in their household.
- More than half of non-cyclists have a bike in their household. For those who do not have a bike, only 16% consider the cost of a bike as a barrier.
- The most common type of bike owned is a mountain bike, although regular cyclists are more likely to own a road bike.

Why do we ride and what holds us back from riding more often?*

The following results are based on those who said they either ride or are open to riding.

Why we're riding

-  Physical health and fitness – **33%**
-  It's fun/enjoyable – **23%**
-  Weight management – **10%**
-  It's cost effective – **7%**
-  Care for the environment – **7%**
-  It's convenient – **5%**

Why we're not riding more

-  Trip is too far to go by bike – **12%**
-  Intimidated by cars – **10%**
-  Other forms of transport are quicker – **9%**
-  Weather is often prohibitive – **9%**
-  Car is needed for work – **9%**
-  Don't feel fit enough – **6%**

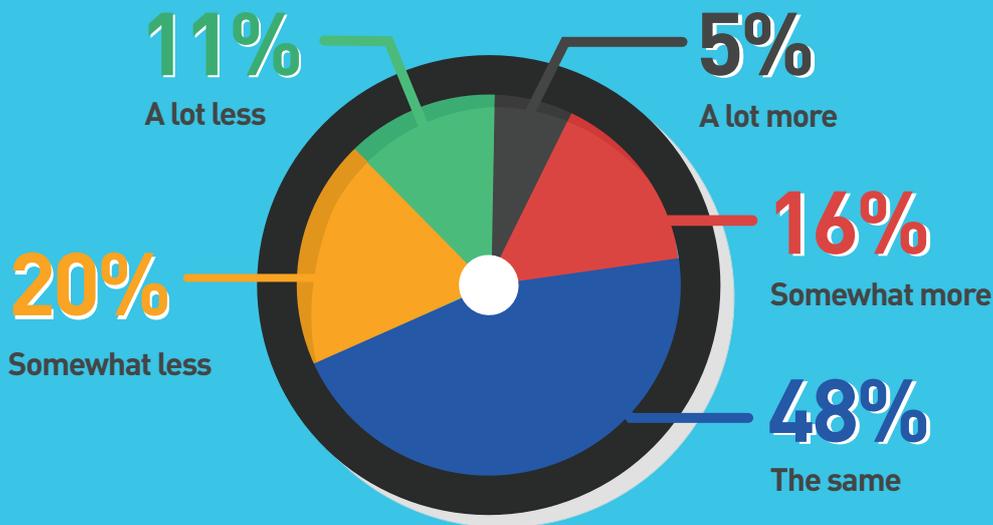
*prompted from a list of 10 reasons for cycling and 23 reasons for not cycling as often.

	 Regular	 Occasional	 Infrequent	 Non-cyclist but open to riding
Top reasons for cycling	 37%  15%	 37%  21%	 30%  28%	 37%  22%
Top reasons against cycling	 11%  11%	 13%  11%	 13%  10%	 16%  11%

Insights

- Women are more likely than men to say that being intimidated by cars, a lack of riding confidence and a lack of fitness are keeping them from riding more often.
- Men are more likely than women to say that they prefer riding a bike because it is faster than other transport options.

Are Victorians riding more or less compared with 2-3 years ago?



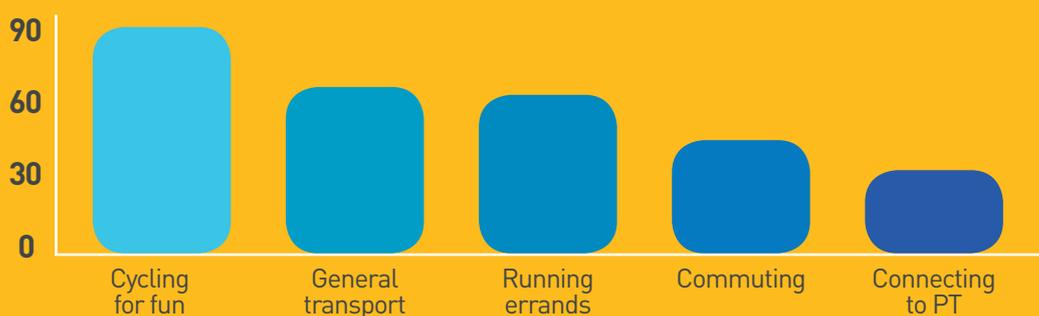
Top reasons for cycling less

-  Not feeling fit enough – **16%**
More common for those over 50 years old.
-  Busier now with work or family – **16%**
-  Injury is preventing riding – **11%**
-  Feeling that drivers are less considerate of cyclists – **8%**
-  The roads are getting too congested – **7%**

Top reasons for cycling more

-  Desire to get or stay physically fit – **37%**
-  Good for mental wellbeing and to reduce stress – **7%**
-  Being fitter now means riding is more enjoyable – **5%**
-  More time for riding – **5%**
Significantly higher for 18-34 year olds.
-  More confident with bicycle skills – **5%**

What types of trips are being taken?



45% of respondents said that in the future they will cycle more for fun.

What is RACV doing about it?

RACV supports bicycle riding by:

- Promoting the social, health, environmental and economic benefits of bike riding.
- Encouraging all road users to share the road safely and respect each other.
- Advocating for safer bicycle riding infrastructure and treatments.
- Supporting safer on-road cycling corridors along key routes such as Sydney Road.
- Identifying missing links in the cycling network.
- Providing road and bicycle riding safety education programs for school children through RACV Street Scene.
- Funding research into riding related issues.
- Sponsoring organised riding events.
- Providing roadside assistance and emergency transport for riders through RACV Bike Assist.
- Offering a low cost, pay by the month, plan to enable people to afford new eBikes.
- RACV's Mobility Hub at the City Club with secure bicycle storage and change rooms for RACV Club members, building tenants and RACV employees.

What do we want to see?

- More separated bicycle paths to increase rider safety so that riding appeals to more Victorians.
- A connected and integrated bicycle network throughout Melbourne and regional towns.
- Increased education for bicycle riders and drivers about sharing the roads safely.
- More public education on the benefits of riding.
- Urban development clustering people, jobs and services closer together to reduce travel distances.

Find out more about RACV and bike riding at racv.com.au/cycling

About the research

RACV is committed to improving the mobility and wellbeing of Victorians. We believe in an integrated transport network that moves people safely, efficiently and equitably.

In February 2017, RACV commissioned market research, conducted by Nature Research to learn more about Victorians and their bike riding behaviours, experiences and opinions.

The key research findings are outlined in this report and are based on the responses of a representative sample of more than 800 Victorians who completed a 15-minute online survey.

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