Implementing BITS

Survey analysis Aarhus (del 3.1)

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Introduction

This report analyses the BITS survey data for the city of Aarhus, Denmark. This analysis is meant to inform further development and rollout of ITS for cycling in Bruges and is part of the BITS project (deliverable 3.1).

In the survey 300 people were asked about their cycling behaviour, aspirations, barriers and their view on cycling technologies. A distinction is made between frequent and infrequent cyclists. Frequent cyclists are cyclists that indicated in the survey that they cycle (almost) every day or multiple times per week. Infrequent cyclists are the cyclists that cycle less than the frequent cyclists.

First the cycling aspirations are analysed for the frequent and infrequent cyclists. The respondents could indicate if they want to cycle more or less for each purpose. Second the barriers are analysed for the frequent and infrequent cyclists. Respondents scored each barrier ranging from 0 (not at all a barrier) till 4 (to a large extent a barrier). Third technologies that will encourage frequent and infrequent cyclists are scored from 0 (will definitely not encourage to cycle more) till 4 (will definitely encourage to cycle more).

Aarhus

Cycling aspirations

Both frequent and infrequent cyclists in Aarhus would like to cycle more. What can be seen is that infrequent cyclists want to travel more than frequent cyclists in general. Infrequent cyclists especially want to cycle more to work and/or school or to go shopping, to leisure activities, day care centre or to see friends or family.

Do you want to cycle more or less? (Frequent cyclists)

Do you want to cycle more or less? (Infrequent cyclists)
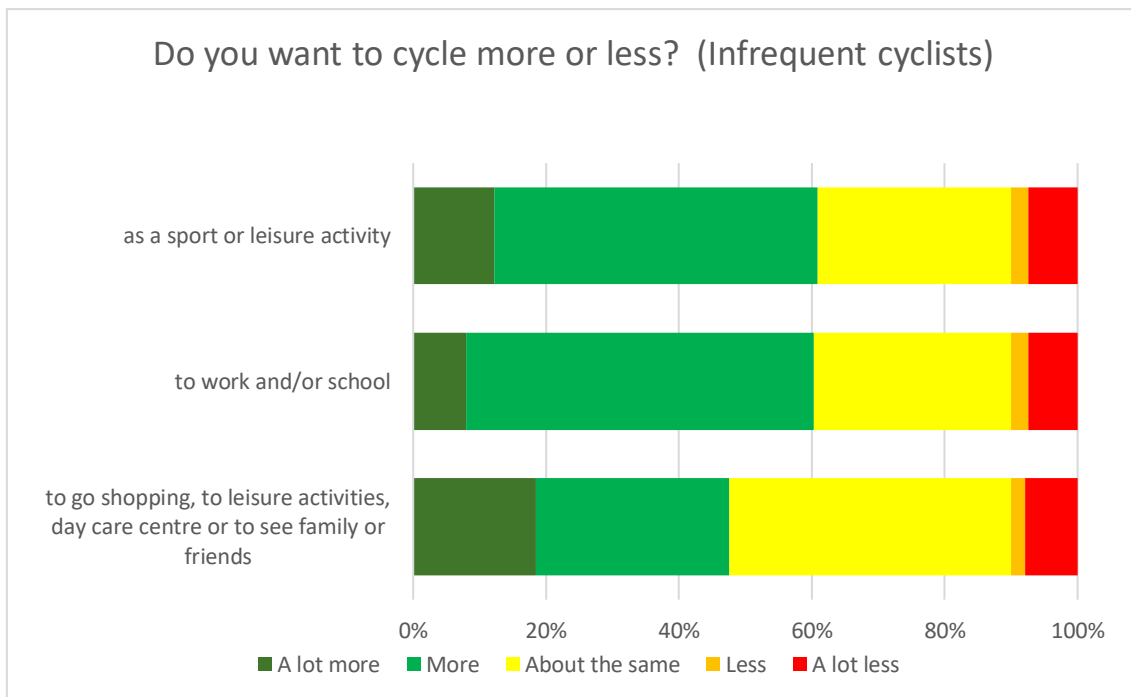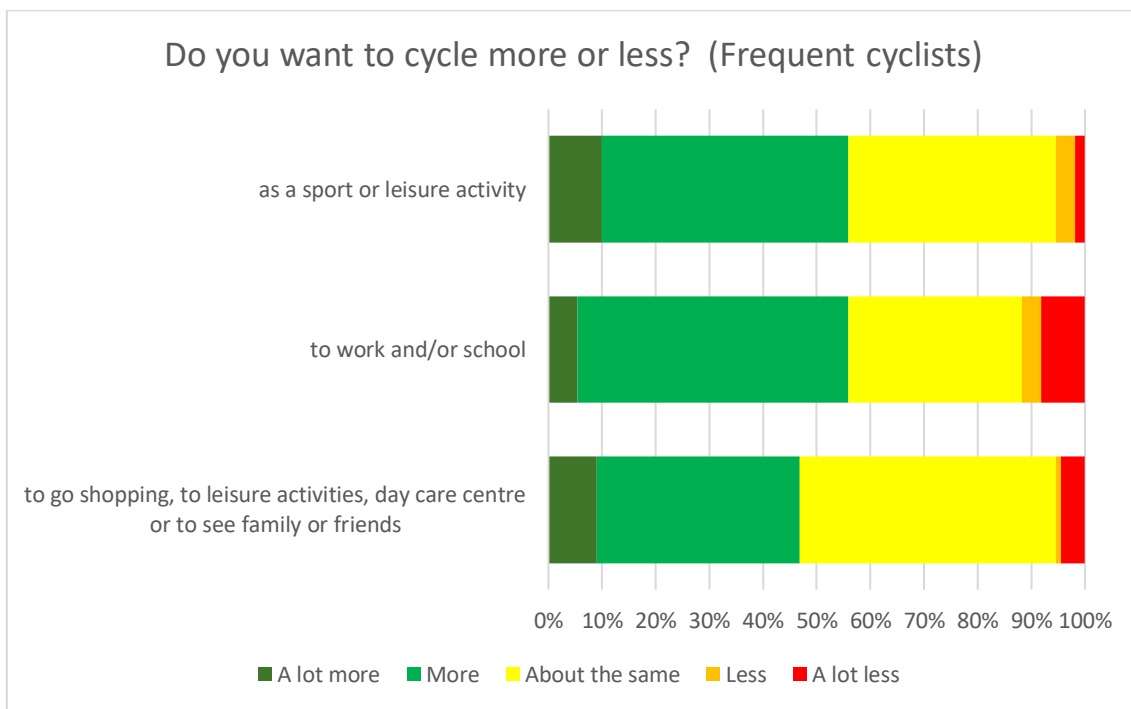
Cycling barriers

For both the infrequent and frequent cyclists the main barriers are distance, weather conditions, practical arrangements or no safe route. The ranking of the barriers for frequent and infrequent cyclists is different, however. Whereas some barriers are hard to deal with from a cycling policy perspective (e.g. weather), there are barriers can be reduced with the right measures and investments. An example is that over 50% of cyclists indicate safety is a barrier for them to cycle more.
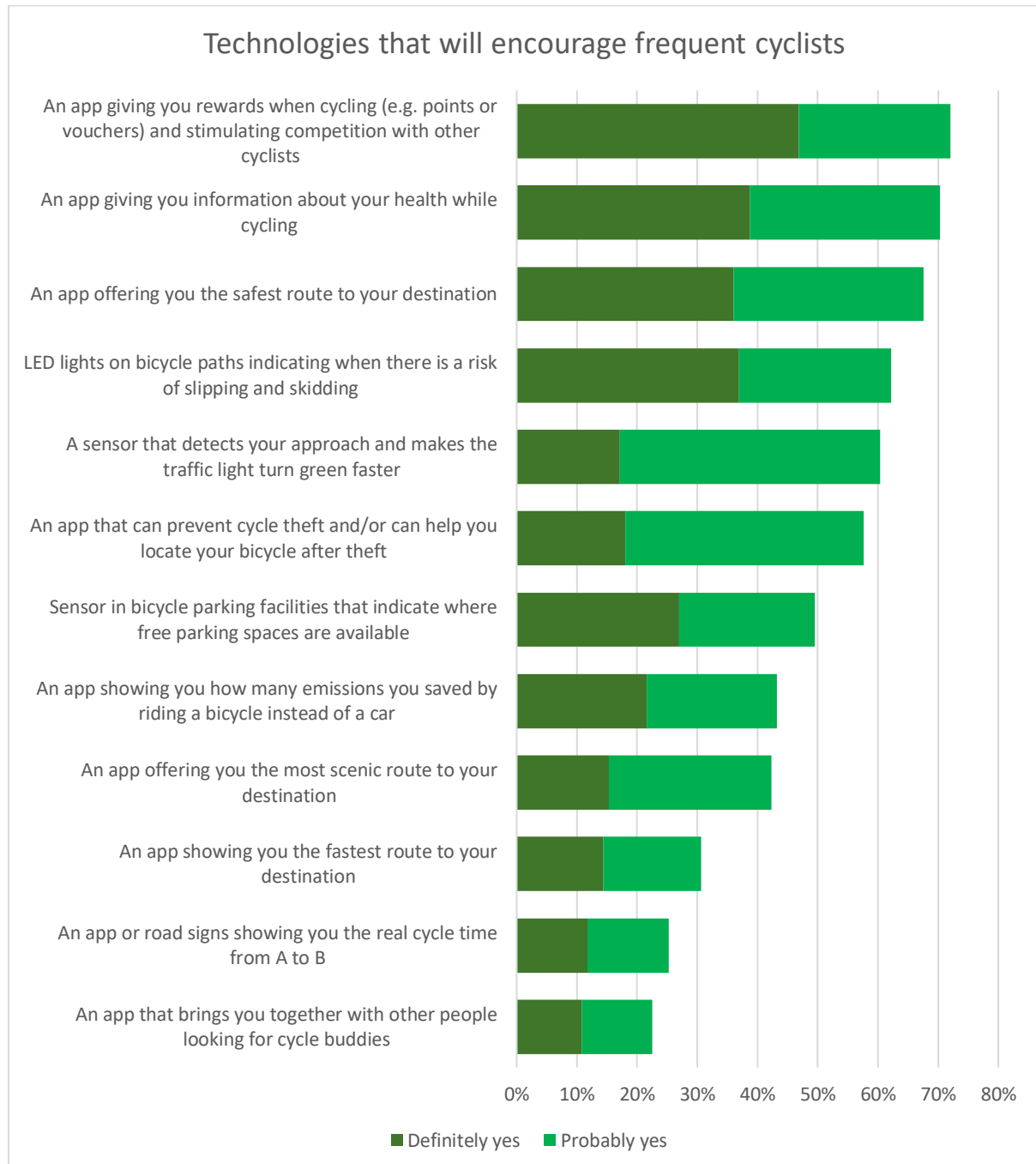

Barriers to cycle (more) (frequent cyclists)
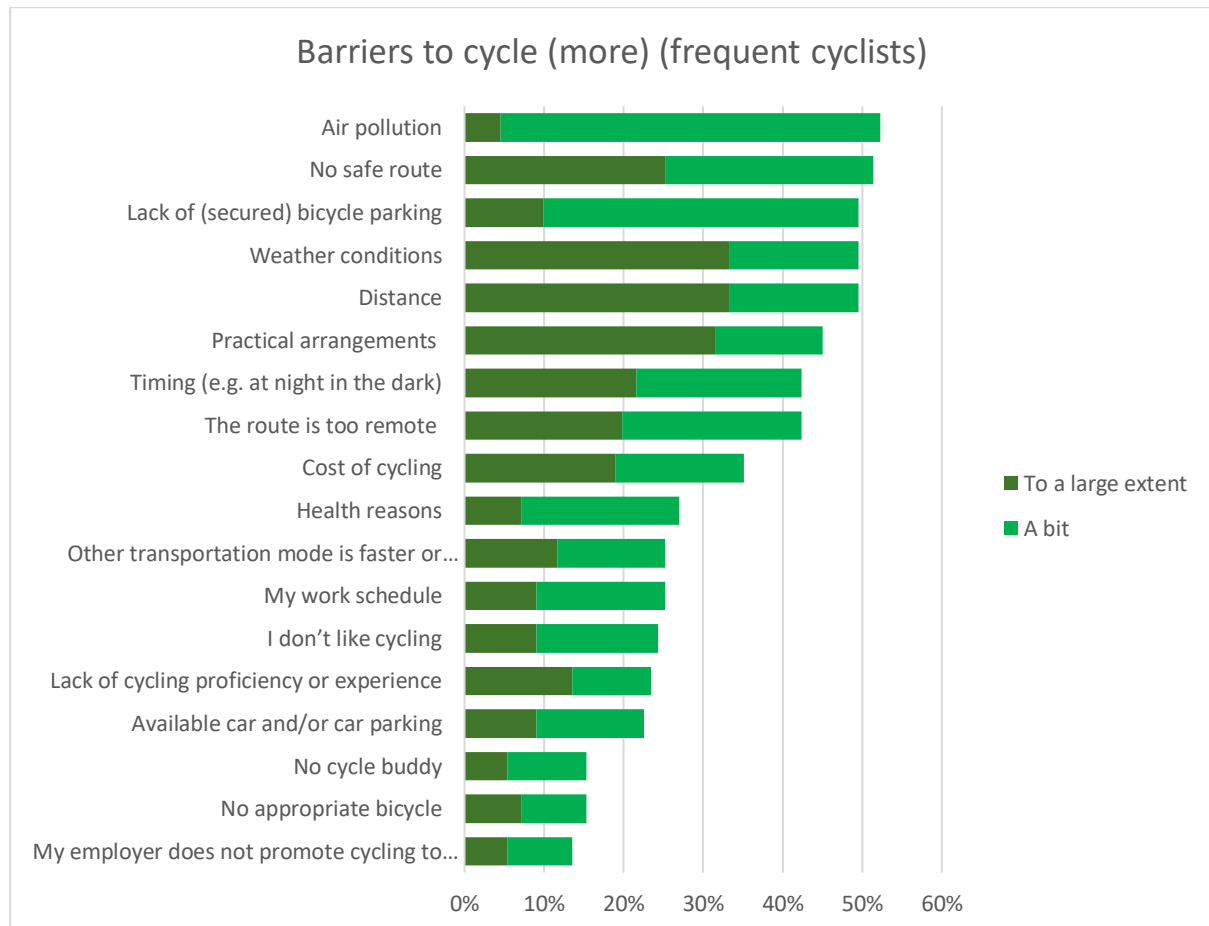
Barriers to cycle (more) (infrequent cyclists)

Legend: ■ To a large extent ■ A bit
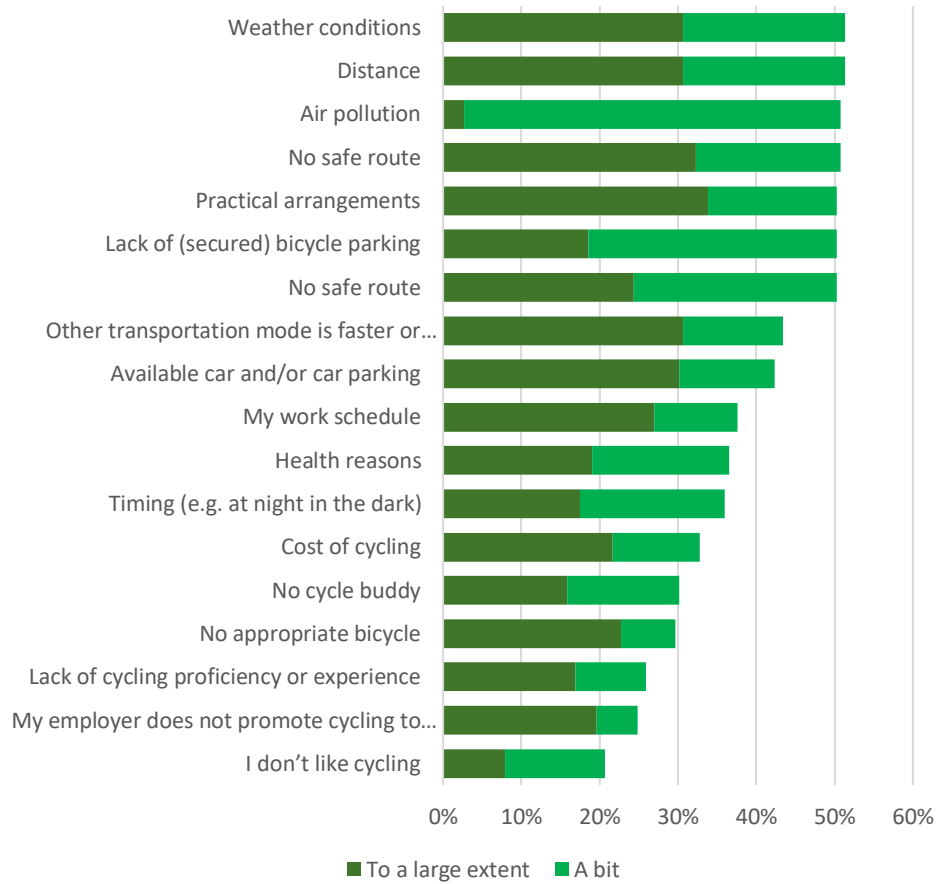
Cycling technologies

In general, both frequent and infrequent cyclists are positive towards cycling technologies. We found that the technologies preferred by frequent cyclists are quite similar to what infrequent cyclists prefer. The three technologies that will encourage them the most are an app that gives rewards, an app offering the safest routes and an app giving information about health and cycling.

Technologies that will encourage frequent cyclists

Legend: ■ Definitely yes ■ Probably yes

Technologies that will encourage infrequent cyclists

Legend: ■ Definitely yes ■ Probably yes

BITS
Bicycles and Intelligent Transport Systems

Interreg
North Sea Region
BITS
European Regional Development Fund

EUROPEAN UNION