



Canton of Basel-Stadt

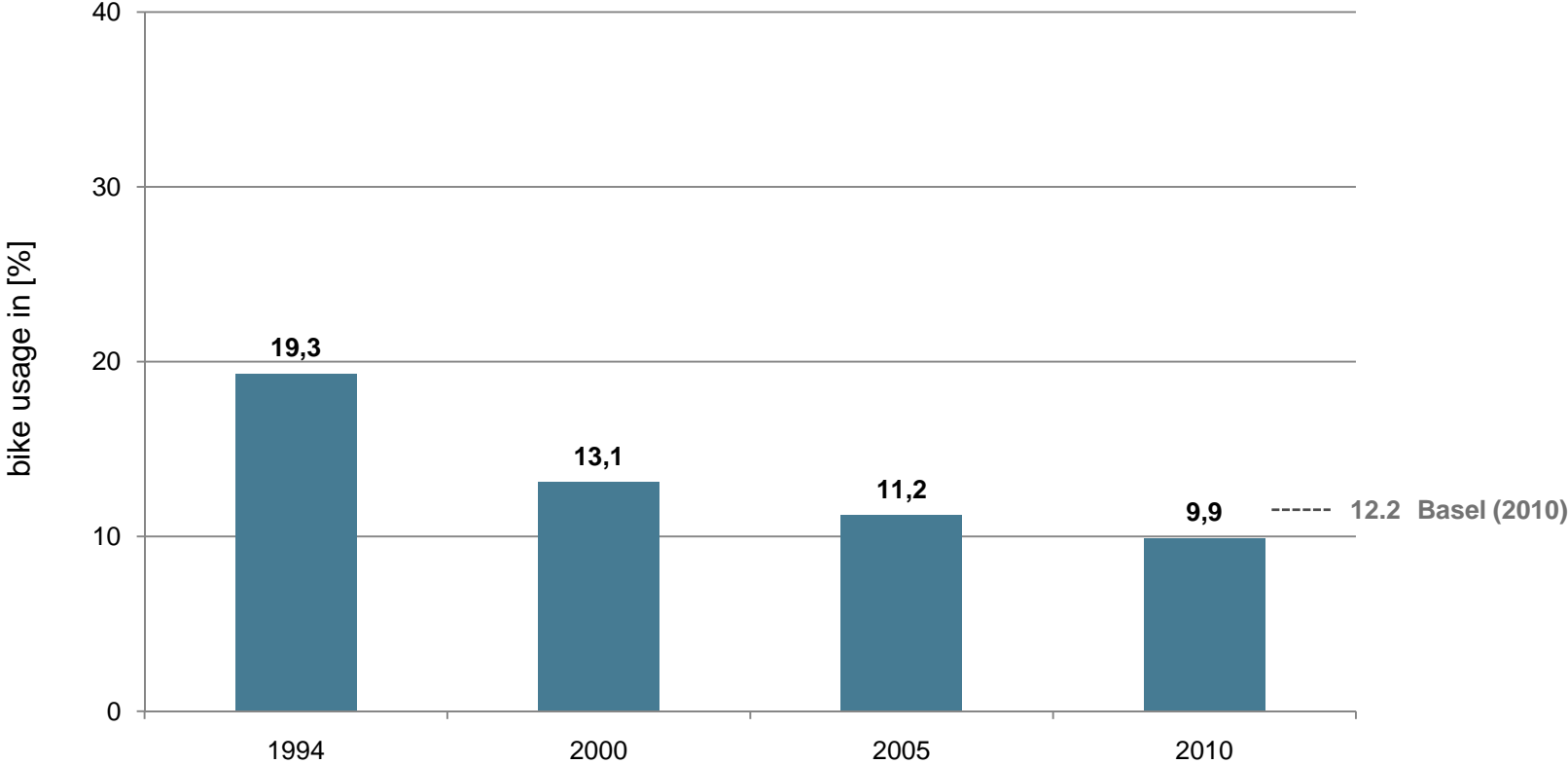
# Why Young People Reject Cycling

A Pilot Study of Negative Factors and Proposed Measures to Increase Bike Use Among Youths

**Velo-City Vienna 2013 / Thursday 13th June / Workshop D**

Martin Dolleschel / Project Manager, Department of Public Works and Transport

# Decreasing Bike Usage among Youths in Switzerland



bike usage, young people (6-20 yrs.), all purposes of travel (source: Mikrozensus 2012, BFS/ ARE)

# Cycling in Road Traffic



source: [www..google.com](http://www.google.com)

## Cycling in Road Traffic

***«Deficiencies in infrastructure and dangers of road traffic prevent young people from using their bikes.»***

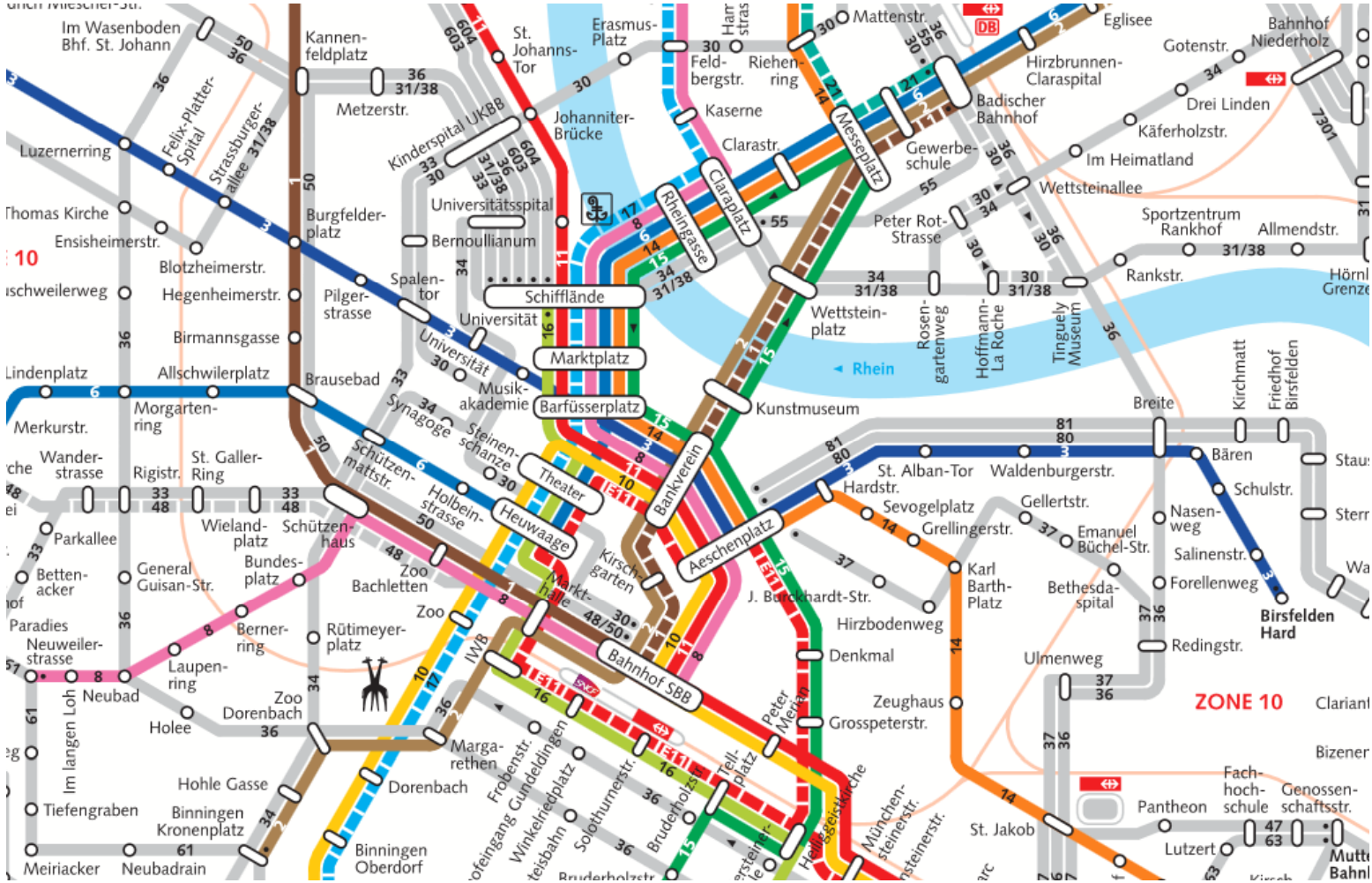
# Cycling in Road Traffic

«I hate when cars and trams cannot pass. I really hate it, as I have to cycle super fast and get stressed.»

«You are always the weakest element in traffic.»

«I don't like narrow spaces between tram tracks and parked cars. Even more as I am always afraid somebody is opening a car door.»

# Cycling and Public Transport



source: www.bvb.ch

# Cycling and Public Transport

***«Due to the high quality of public transport in cities, young people are leaving their bicycles at home.»***

# Cycling and Public Transport

«In the tram I can talk, listen to my music and get prepared for school.»

«...as I have a monthly ticket, it is needless to take the bike.»

«In the tram I meet my friends and this is even better than cycling on my own.»



# Bikes as Means of Transport



source: [www.dortmund.de](http://www.dortmund.de)

## Bikes as Means of Transport

***«A broken or stolen bicycle leads to a breakage in young people's bike usage biography.»***

# Bikes as Means of Transport

«I don't cycle to school as my bike is broken.»

«My bike was stolen. My parents find it too expensive to buy a new one.»

«I have a flat tire and other things are broken as well. Though I am not keen on repairing my bike.»

# Cycling and Social Environment



source: [www.shutterstock.com](http://www.shutterstock.com)

## Cycling and Social Environment

***«Peer-group pressure from friends and parents reduce bike usage of young people.»***

# Cycling and Social Environment

«...it's embarrassing to arrive at school with the bike.»

«I don't fancy to cycle to school in the morning. At this time I am still tired.»

«My parents forbid cycling, if I don't wear a helmet.»

«My mom thinks cycling is too dangerous and I think she's right.»

# Some Reasons Why Young People Reject Cycling

*«Broken or stolen bikes are not replaced.»*



*«Tram and Bus are important social meeting points.»*

*«Cycling is rejected as uncool.»*



*«Parents find cycling dangerous for their kids.»*

*«Public transport is recognised as easy, convenient and fast.»*



*«Road conditions are felt confusing and dangerous.»*