

2015 Worldwide Cycling Index

Global data on cycling growth

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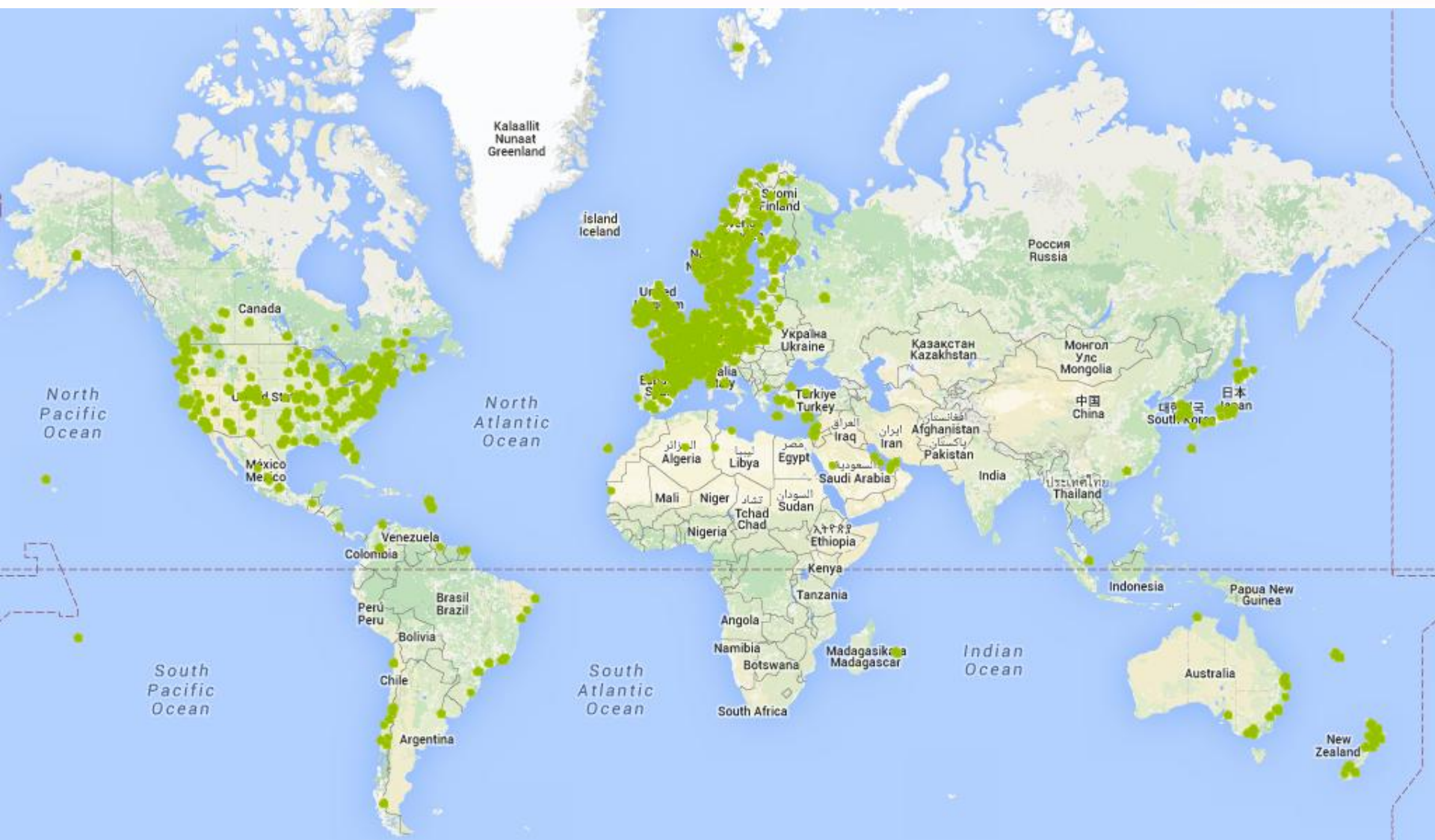


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2015 Worldwide Cycling Index - Objectives

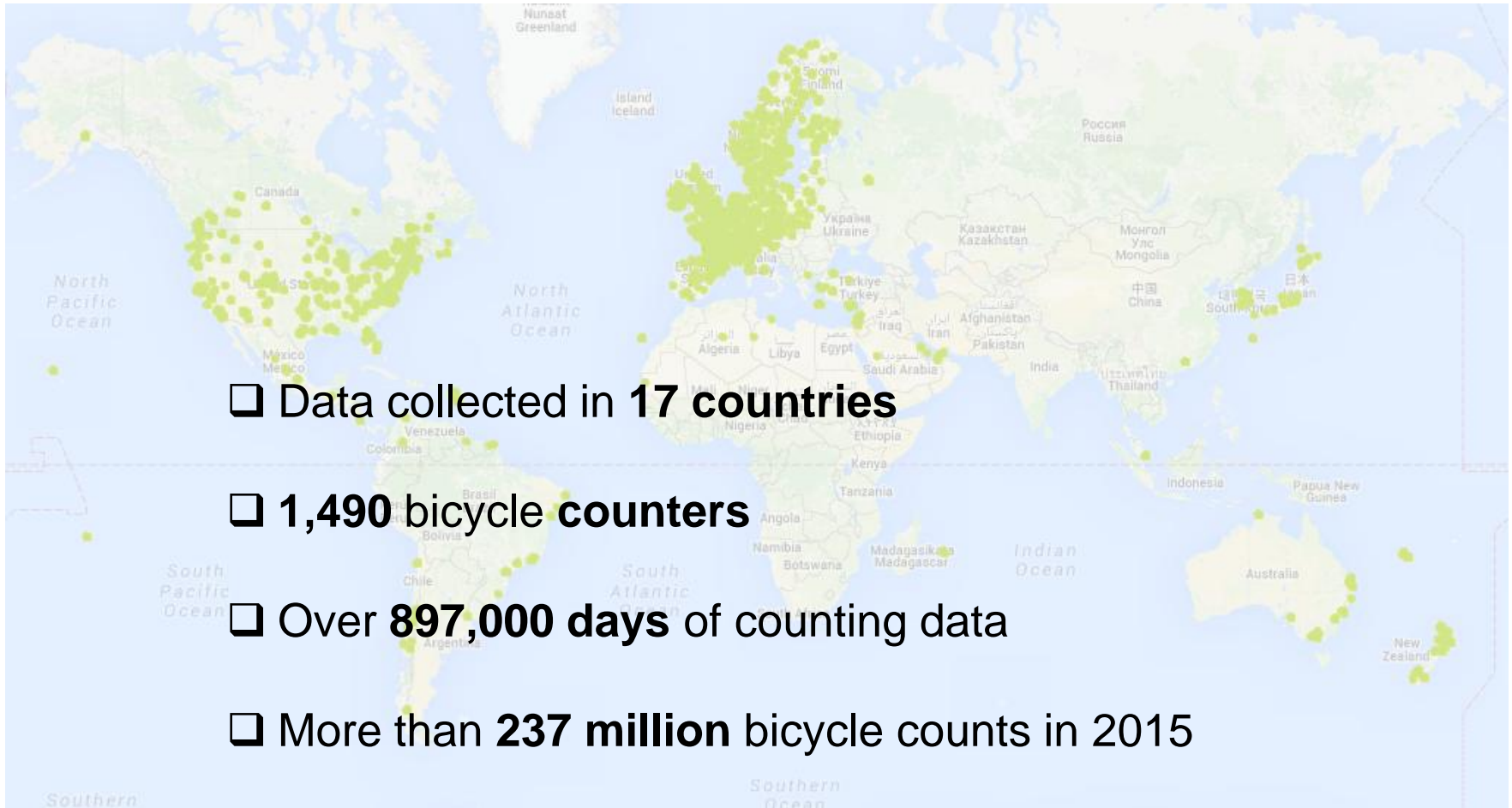
- **Unlock the potential of the World' s largest count database**
- **Compare trends over time**
- **Compare countries**
- **Identify differences between transportation and leisure cycling**

2015 Worldwide Cycling Index - Methodology

- Comparison between 2014 and 2015
- Classifying profiles of traffic between transportation and leisure
- Minimum of 4 months of data
- Minimum of 10 counters per country to be included in the list
- All counters validated with an algorithm to exclude erroneous data
- Index is not perfect. Some limitations but it is designed to tell stories

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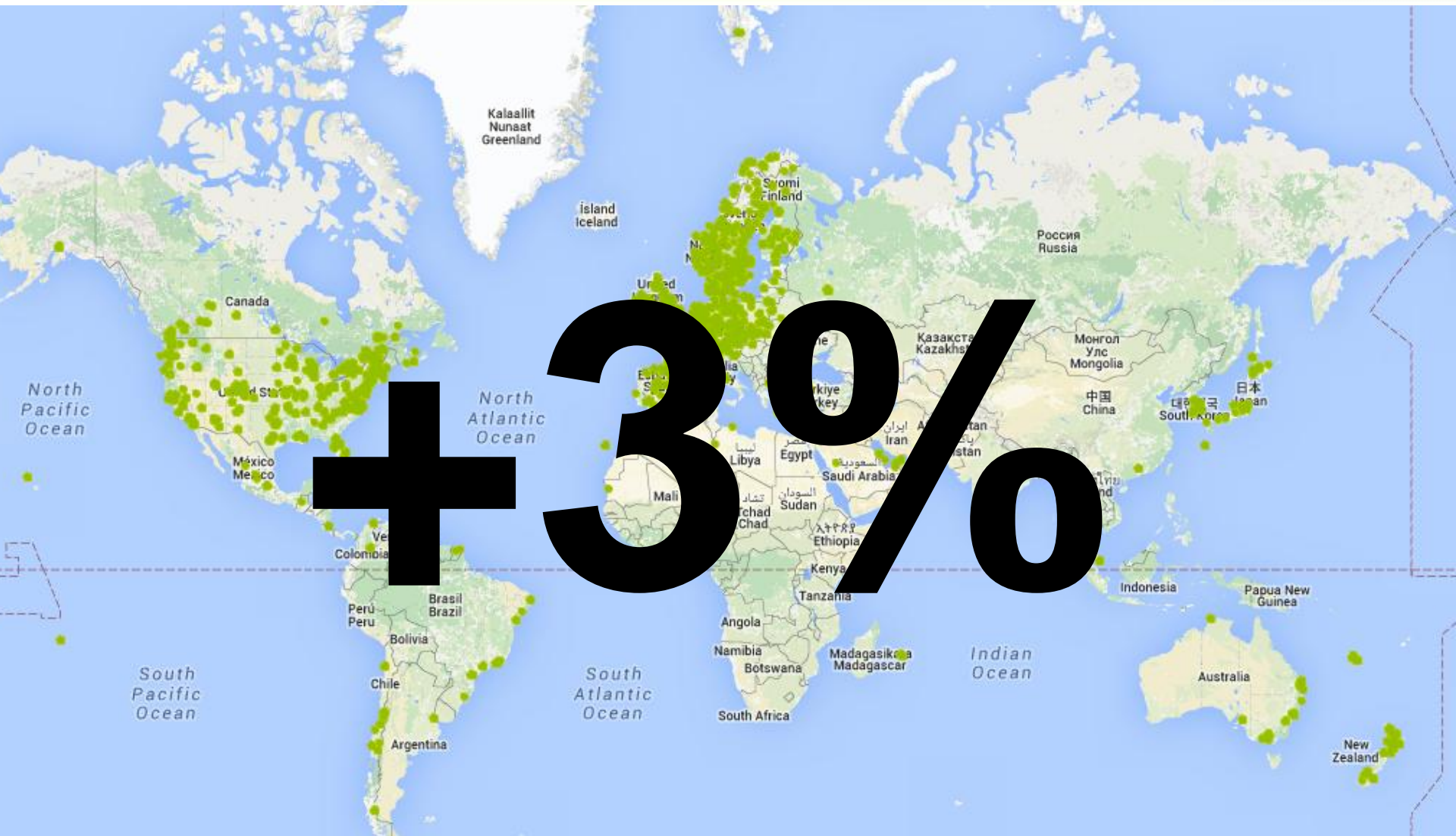


Unveiling the 2015 Worldwide Cycling Index!

Source: 1,490 counters, 17 countries

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Source: 1,490 counters, 17 countries

+30%

**4.6 million additional
bike counts**

Source: 1,490 counters, 17 countries

Bicycle for transportation

+4%



Source: 680 counters, 13 countries (10+ counters)

Bicycle for leisure

+2%



Source: 614 counters, 11 countries (10+ counters)

North America

+5%



Source: 326 counters

Europe

+1%



Source: 1089 counters

Oceania

+2%



Source: 75 counters



Top 3 Countries?

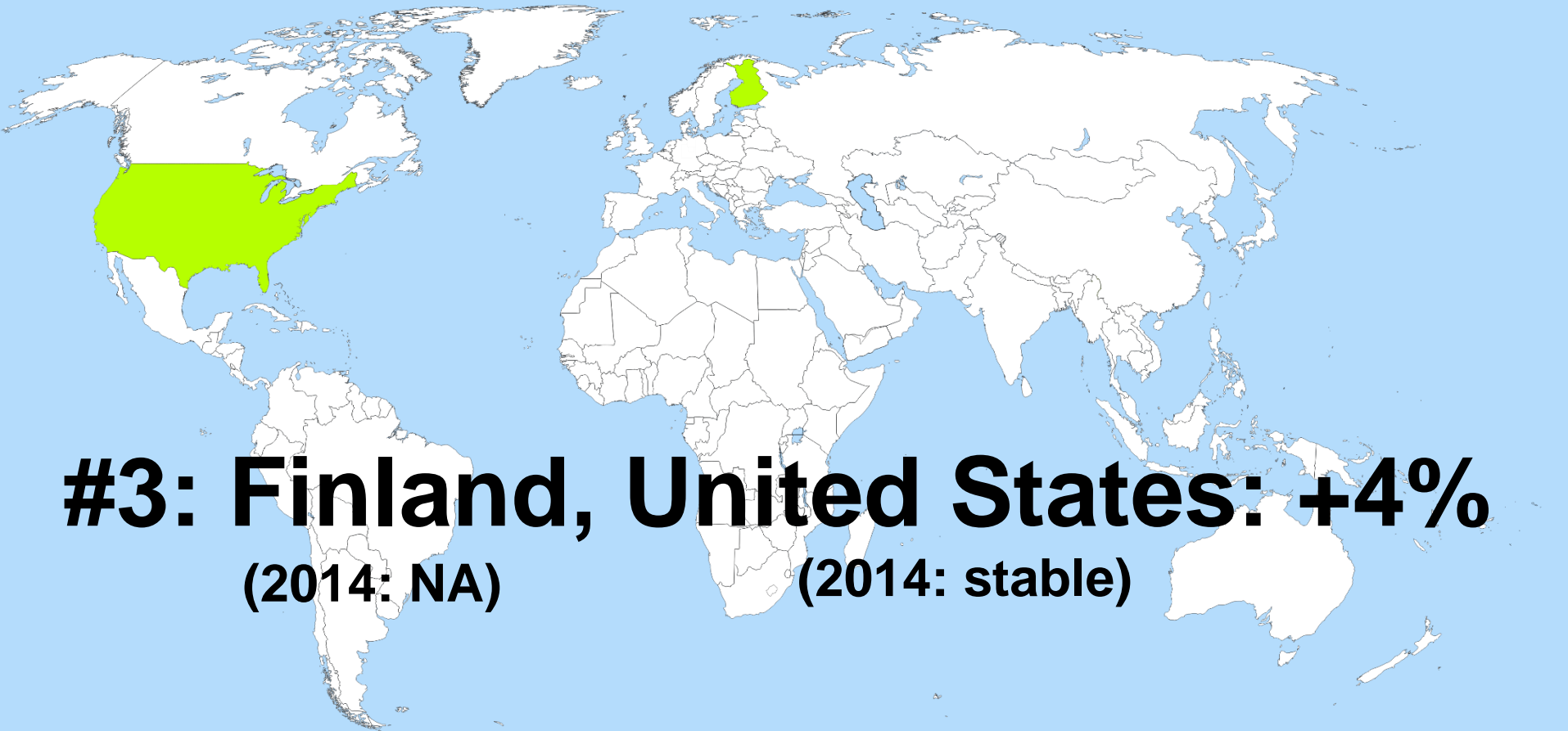
Source: 1,490 counters, 17 countries



3rd Place – Two countries

Source: 1,490 counters, 17 countries

Top 3 countries with the highest growth 2015



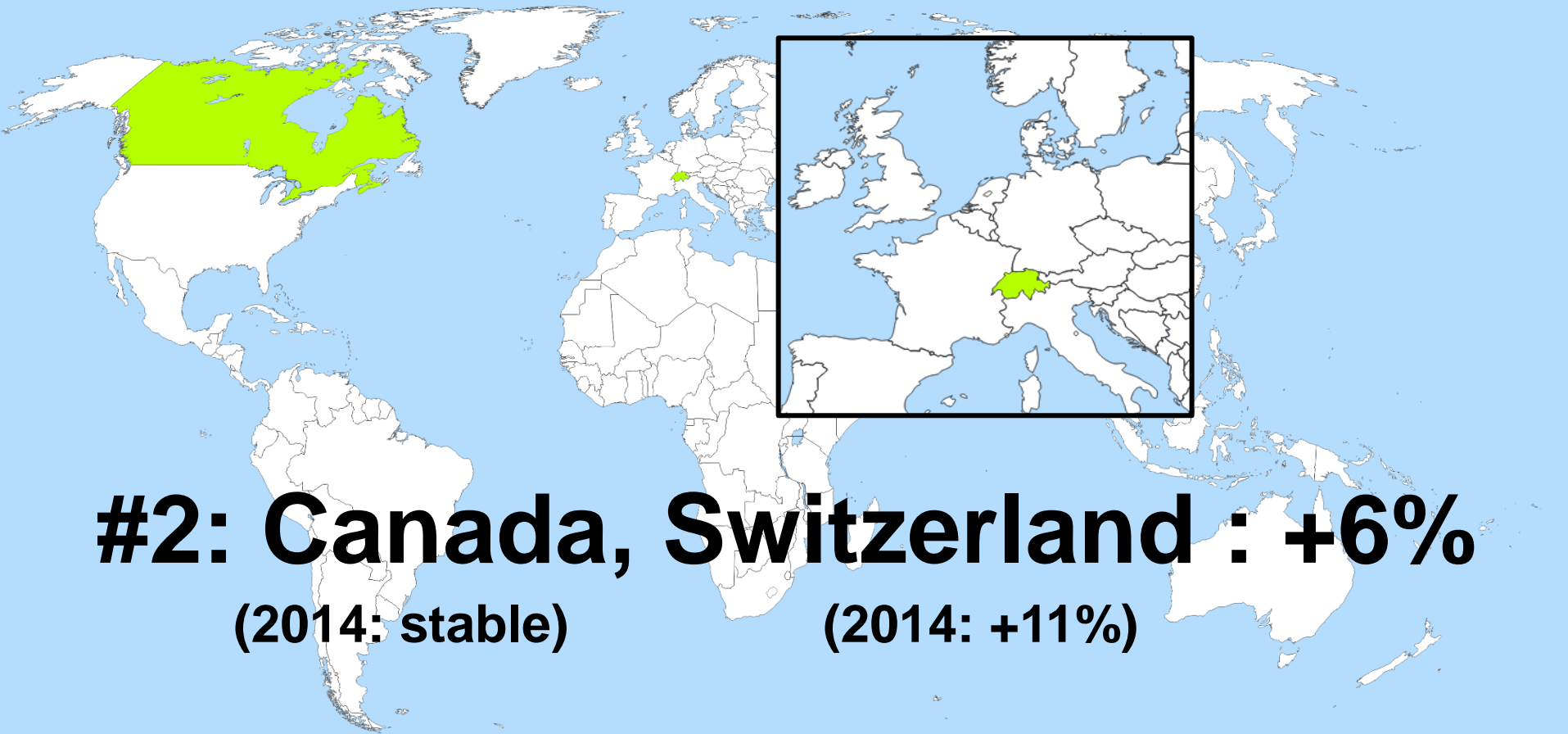
#3: Finland, United States: +4%
(2014: NA) (2014: stable)

Source: 27 counters (Finland); 216 counters (United States)



2nd Place – Two countries

Top 3 countries with the highest growth 2015



#2: Canada, Switzerland : +6%

(2014: stable)

(2014: +11%)

Source: 110 counters (Canada); 90 counters (Switzerland)

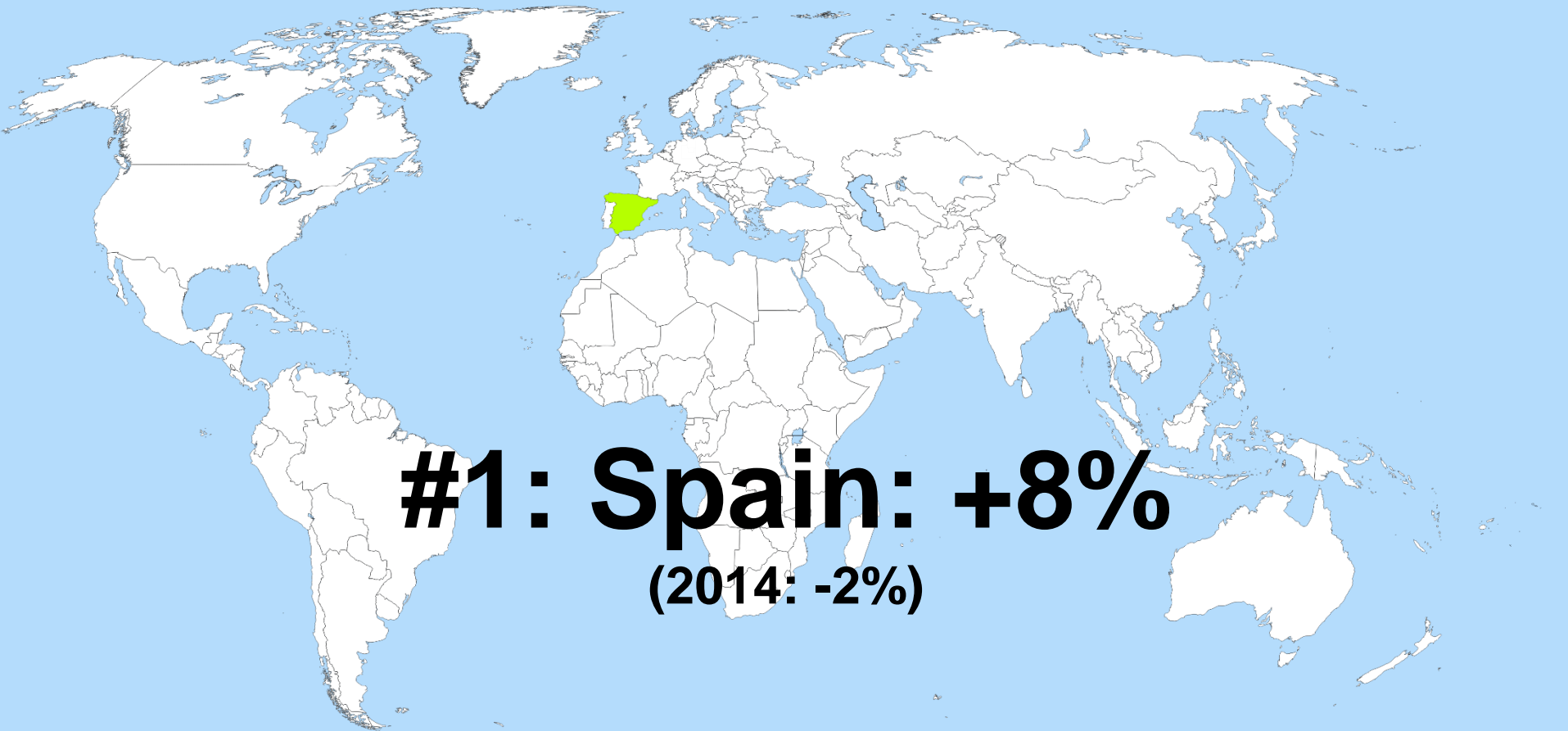
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1st Place

Top 3 countries with the highest growth 2015



Source: 26 counters

2015 Worldwide Cycling Index

Global data on cycling growth

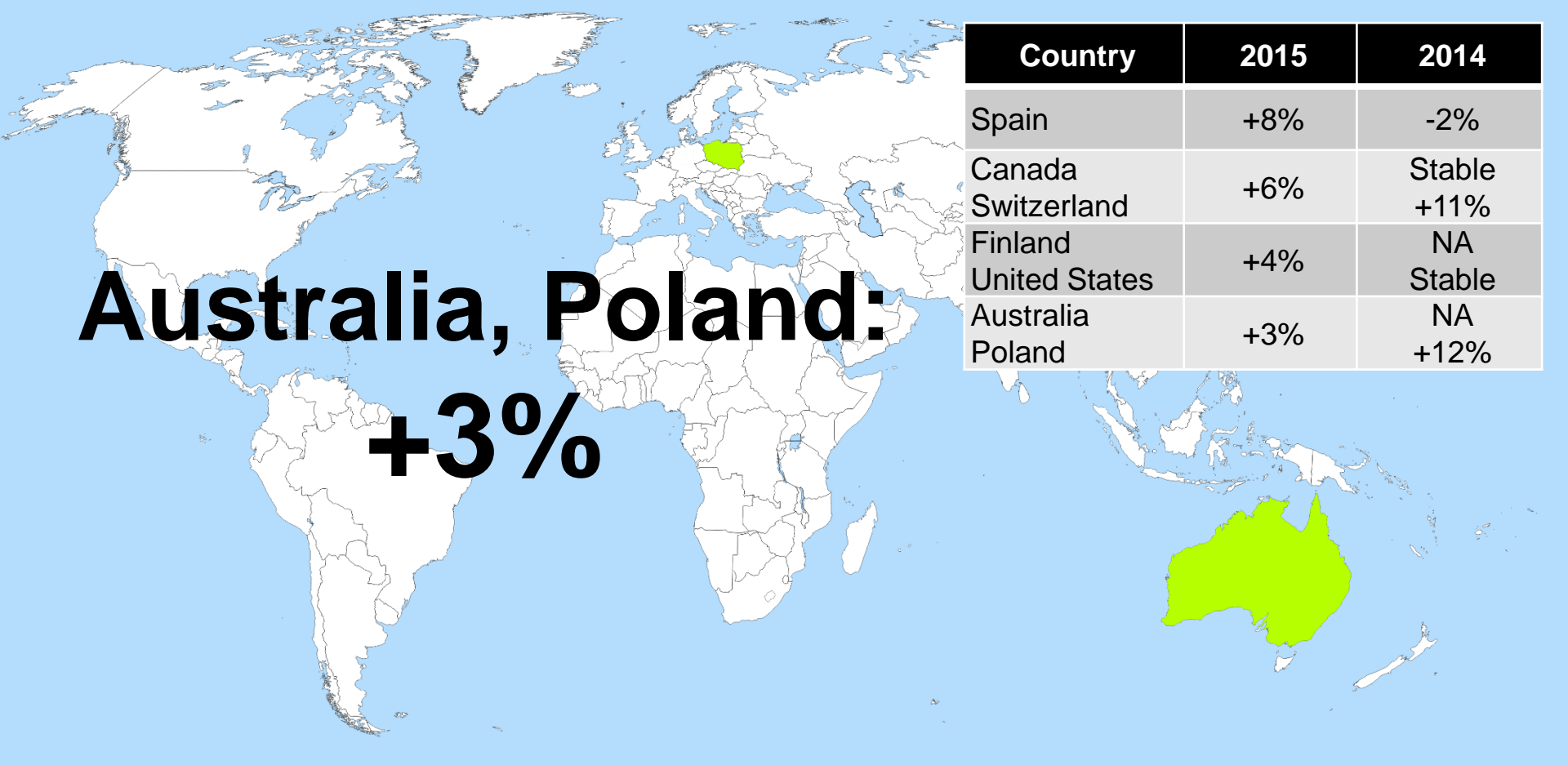
Growth 2015



Want to see more?

Source: 1,490 counters, 17 countries

Growth 2015

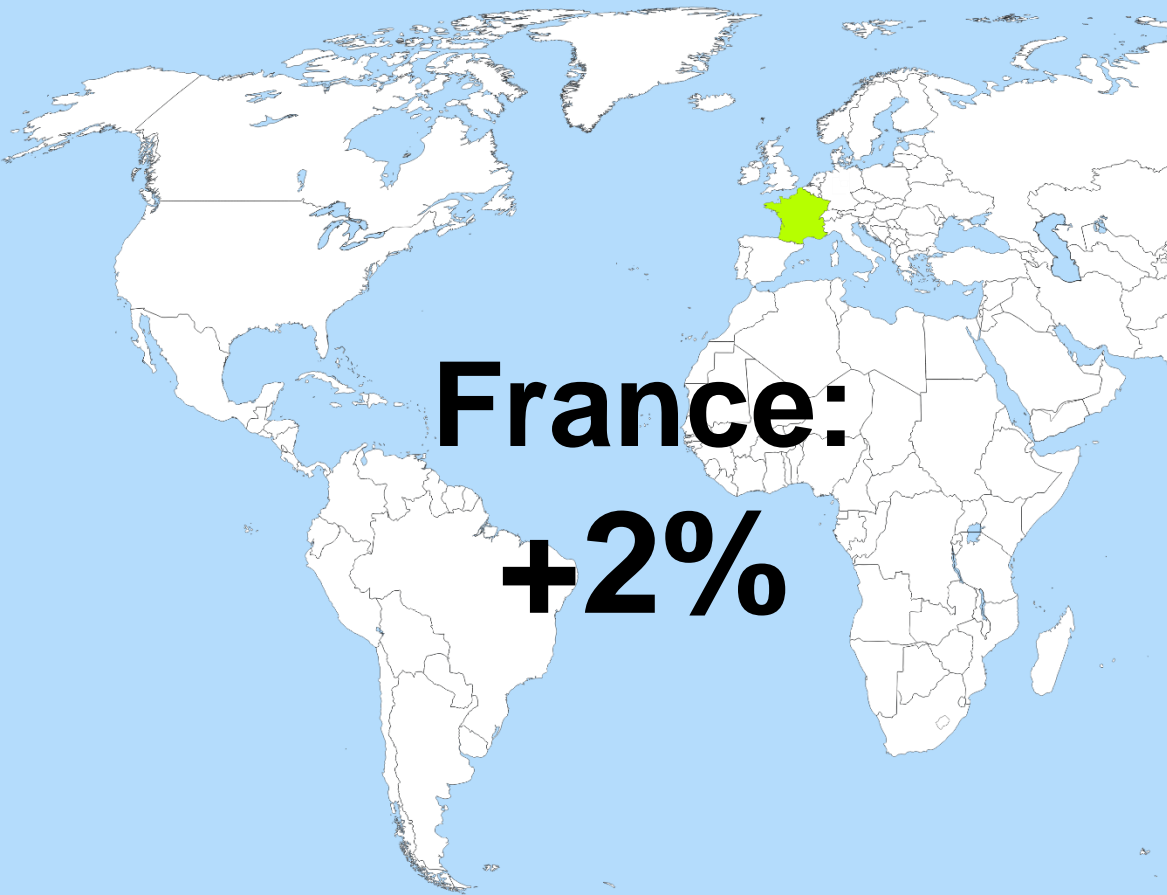


**Australia, Poland:
+3%**

Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland		+11%
Finland	+4%	NA
United States		Stable
Australia	+3%	NA
Poland		+12%

Source: 23 counters (Australia); 30 counters (Poland)

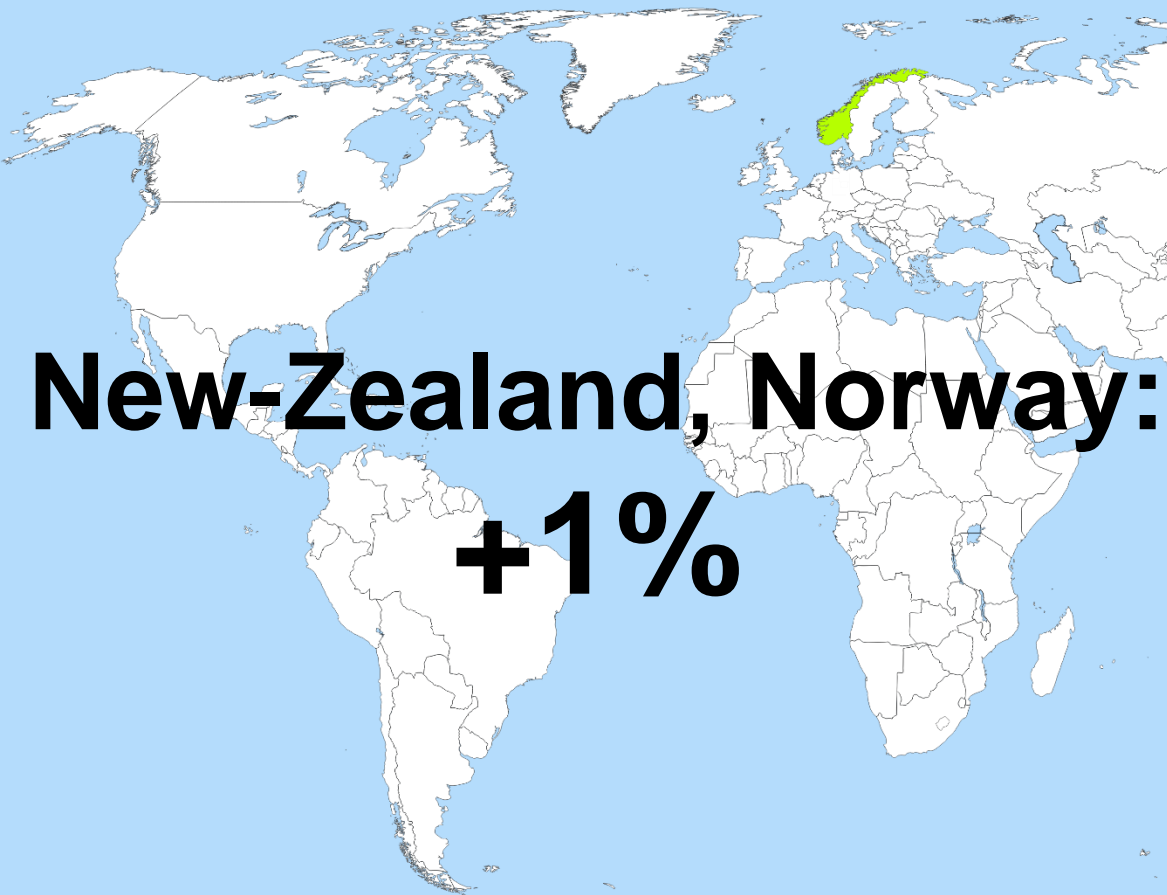
Growth 2015



Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland	+6%	+11%
Finland	+4%	NA
United States	+4%	Stable
Australia	+3%	NA
Poland	+3%	+12%
France	+2%	+10%

Source: 406 counters

Growth 2015



Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland		+11%
Finland	+4%	NA
United States		Stable
Australia	+3%	NA
Poland		+12%
France	+2%	+10%
New-Zealand	+1%	+3%
Norway		NA

Source: 52 counters (New-Zealand); 22 counters (Norway)

Growth 2015

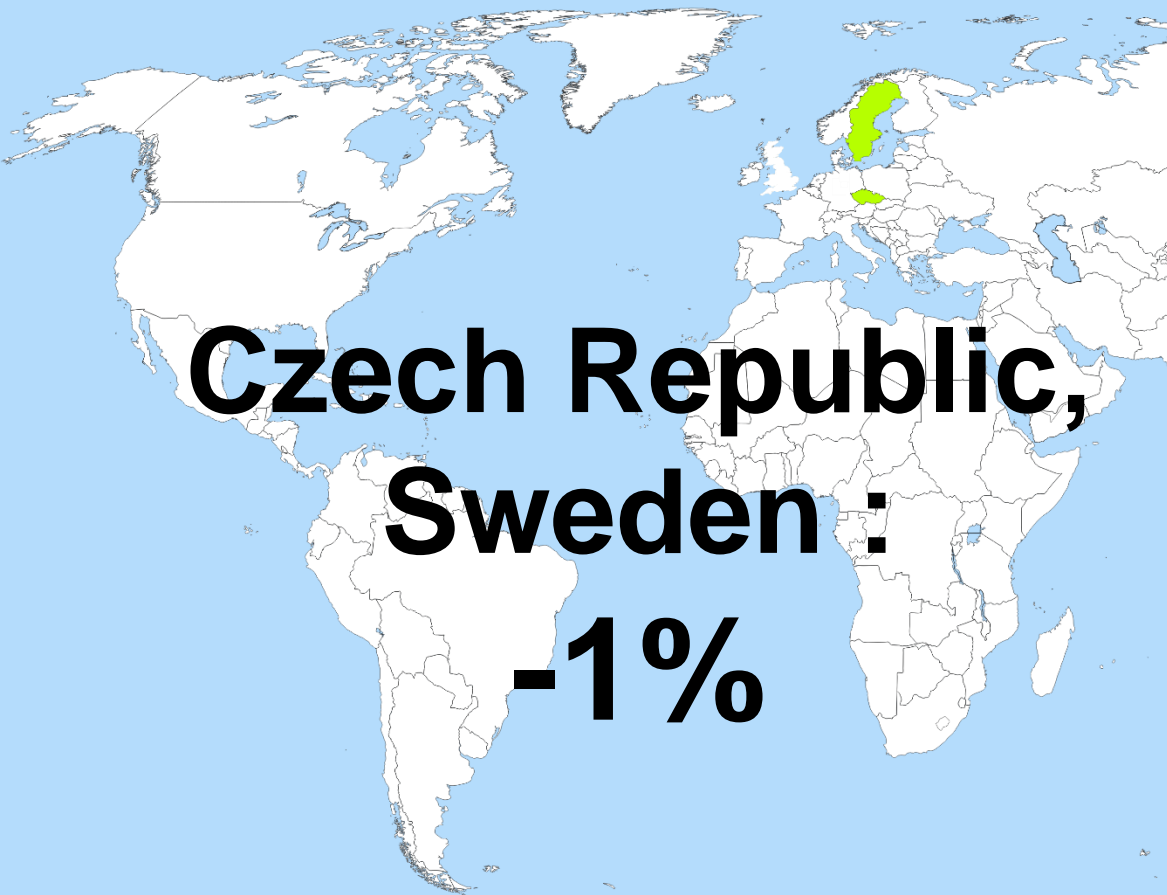


Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland		+11%
Finland	+4%	NA
United States		Stable
Australia	+3%	NA
Poland		+12%
France	+2%	+10%
New-Zealand	+1%	+3%
Norway		NA
Austria	Stable	+12%
Germany		+14%

**Austria, Germany:
stable**

Source: 46 counters (Austria); 76 counters (Germany)

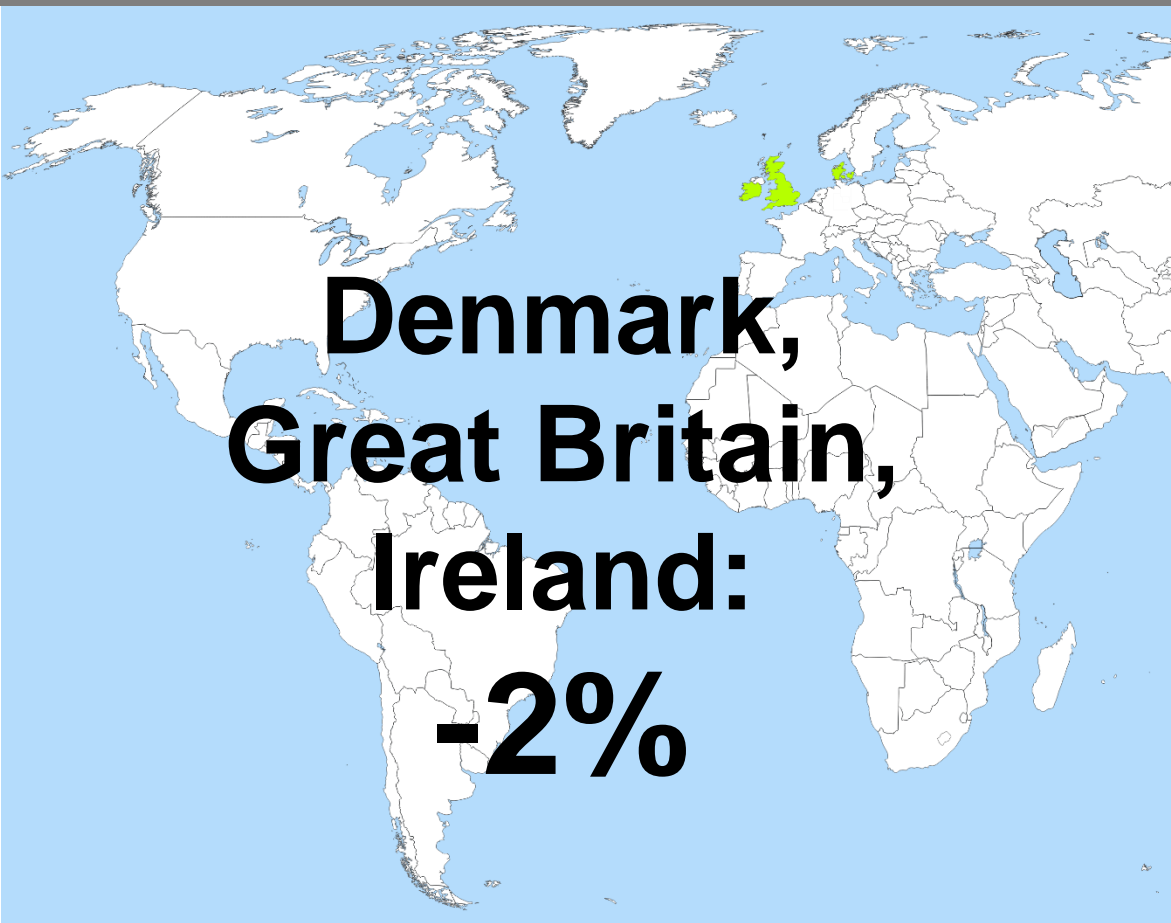
Growth 2015



Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland		+11%
Finland	+4%	NA
United States		Stable
Australia	+3%	NA
Poland		+12%
France	+2%	+10%
New-Zealand	+1%	+3%
Norway		NA
Austria	Stable	+12%
Germany		+14%
Czech Republic	-1%	NA
Sweden		+6%

Source: 18 counters (Czech Republic); 87 counters (Sweden)

Growth 2015



**Denmark,
Great Britain,
Ireland:
-2%**

Country	2015	2014
Spain	+8%	-2%
Canada	+6%	Stable
Switzerland	+6%	+11%
Finland	+4%	NA
United States	+4%	Stable
Australia	+3%	NA
Poland	+3%	+12%
France	+2%	+10%
New-Zealand	+1%	+3%
Norway	+1%	NA
Austria	Stable	+12%
Germany	Stable	+14%
Czech Republic	-1%	NA
Sweden	-1%	+6%
Denmark	-2%	NA
Great Britain	-2%	+12%
Ireland	-2%	NA

Source: 15 counters (Denmark); 224 counters (Great Britain); 22 counters (Ireland)

Cities with the highest progression

Wrocław (Poland)
634K inhabitants



San Francisco (US)
852K inhabitants



Ottawa (Canada)
883K inhabitants



Zürich (Switzerland)
390K inhabitants



Vancouver (Canada)
603K inhabitants



*Source: 41 cities
with 5+ counters*

2015 Worldwide Cycling Index - Take aways

- **Cycling is on the rise - More trips are being made across the globe**
- **Countries with lower mode share see larger growth**
- **Possible impact on counts: infrastructure, policies, economy and weather**
- **As we grow the database, the index will become stronger**
- **We value any feedback you may have**

Thank you for your attention

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