

# Bike uses over three generations

How can we change the marginal use of bicycle in Portugal?



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DAR A  
Volta

How can we get back to riding bikes  
on our daily-life?





# Information gathering methods



- Bicycle related life stories.
- Bicycle related family photos
- Socio-economic characterization questionnaire: nature of the use of the bicycle - leisure, transport or sports competition.

# Ethnographic genealogy

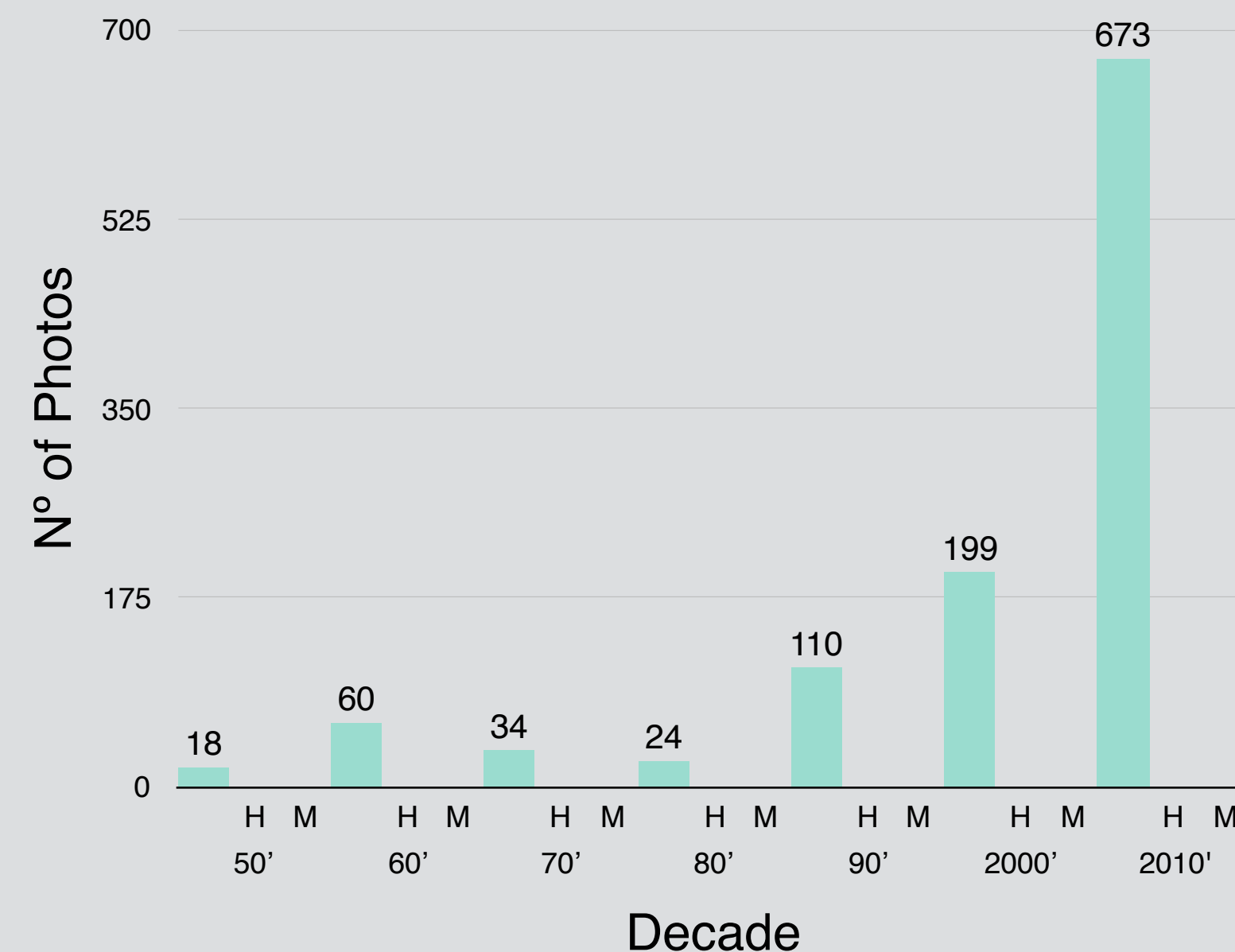
Use of the bicycle within the family

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STUDENTS FROM SPORT SCIENCES GRADUATION

- **180 students (mostly with 19 years old) and families**
- **Total - 1228 people inquired: 354 *millennials*, 334 parents, 540 grand-parents**

Collected Photos





# Place of birth & address

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## LEGEND



Grand-parents



Parents



Students

**Birth places**

**Address places**



**7,3%** **6,2%**



5,3% 5,6%



5,0% 5,0%



**20%** **41%**



**42%** **72%**



70% 60%



**5,3%** **2,2%**



2,5% 2,2%



0,6% 0%



**7,5%** **2,8%**



2,5% 0,6%



0,6% 0,6%



**6,3%** **1,2%**



2,8% 1,5%



1,9% 1,2%

Lisboa

Leiria

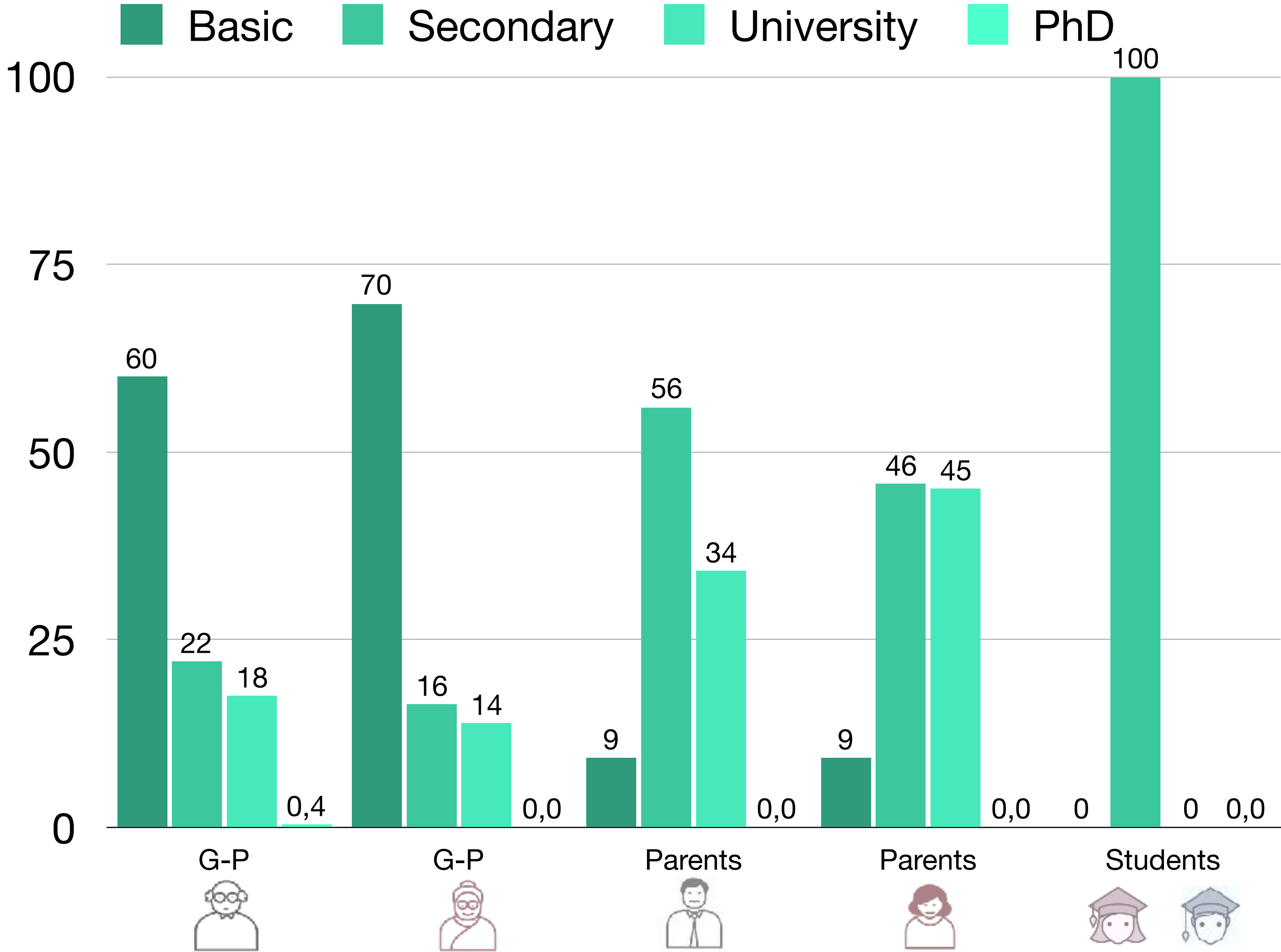
Viseu

Castelo Branco

Beja



# Education





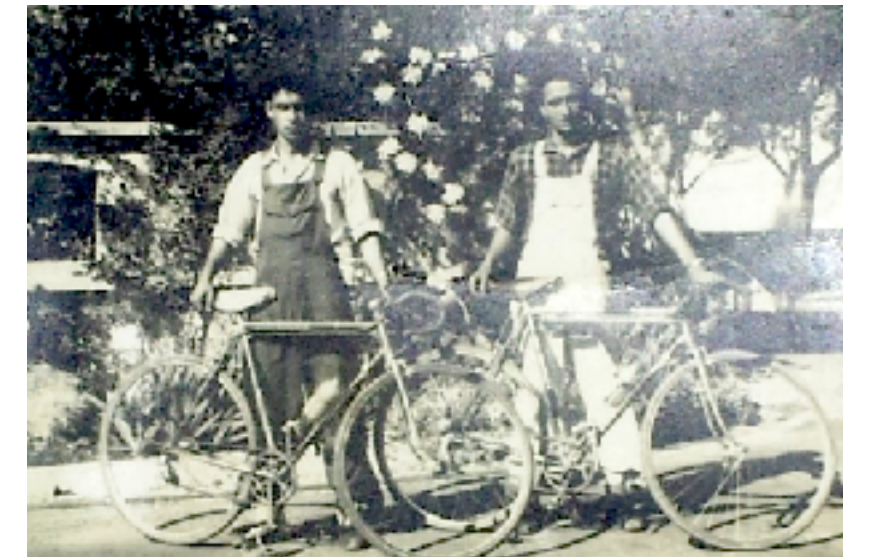
# BICYCLE USE

Photo Biography – Past



# Grand-parents' youth (male)

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sport

leisure

work



# Grand-parents' youth (male)

DAR A  
Volta



poorest



richest



# Grand-parents' youth (female)

DARA  
*Volta*



poorest



richest



# Parents' childhood

DARA  
Volta



poorest

richest



# Parents' youth (female and male)

DAR A  
Volta



Leisure and sport





# Students' childhood





DAR A  
Volta

Students'  
childhood





DAR A  
Volta

Students'  
childhood

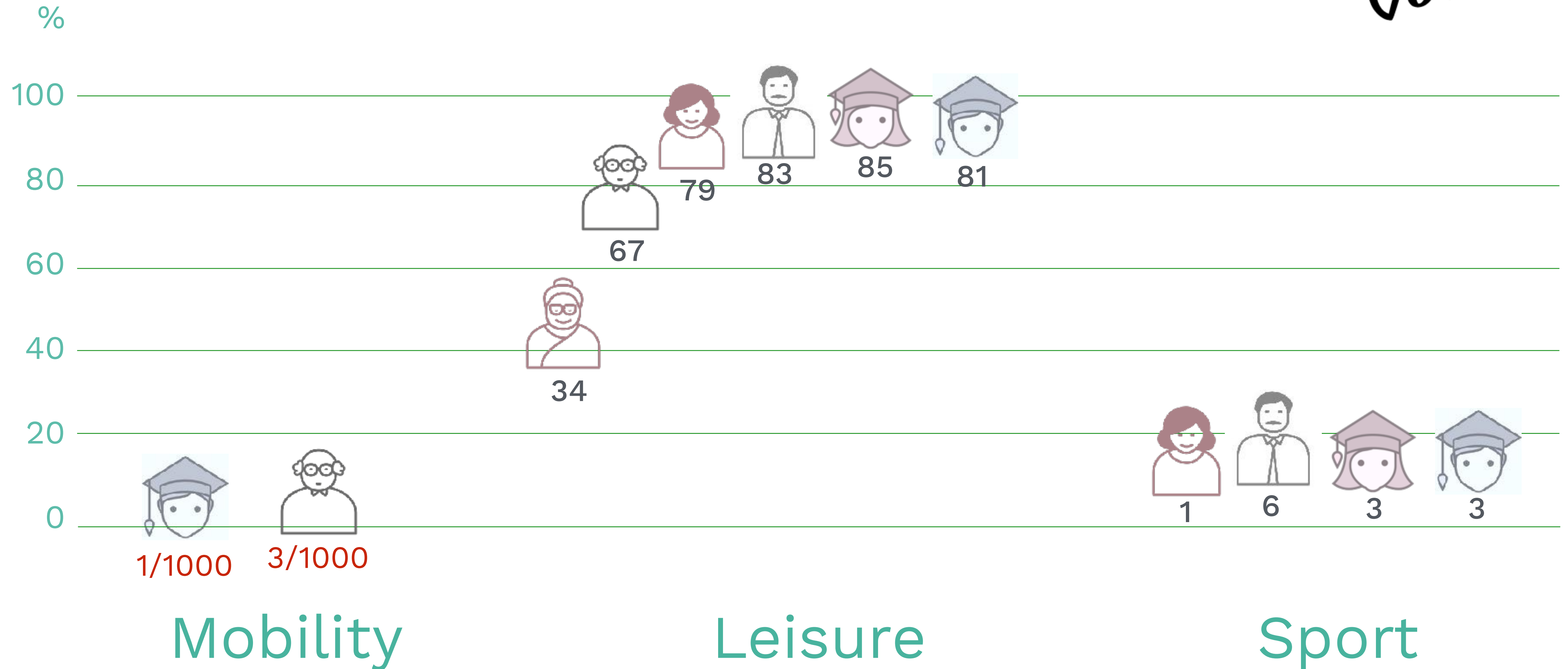


# Bicycle use - 2016



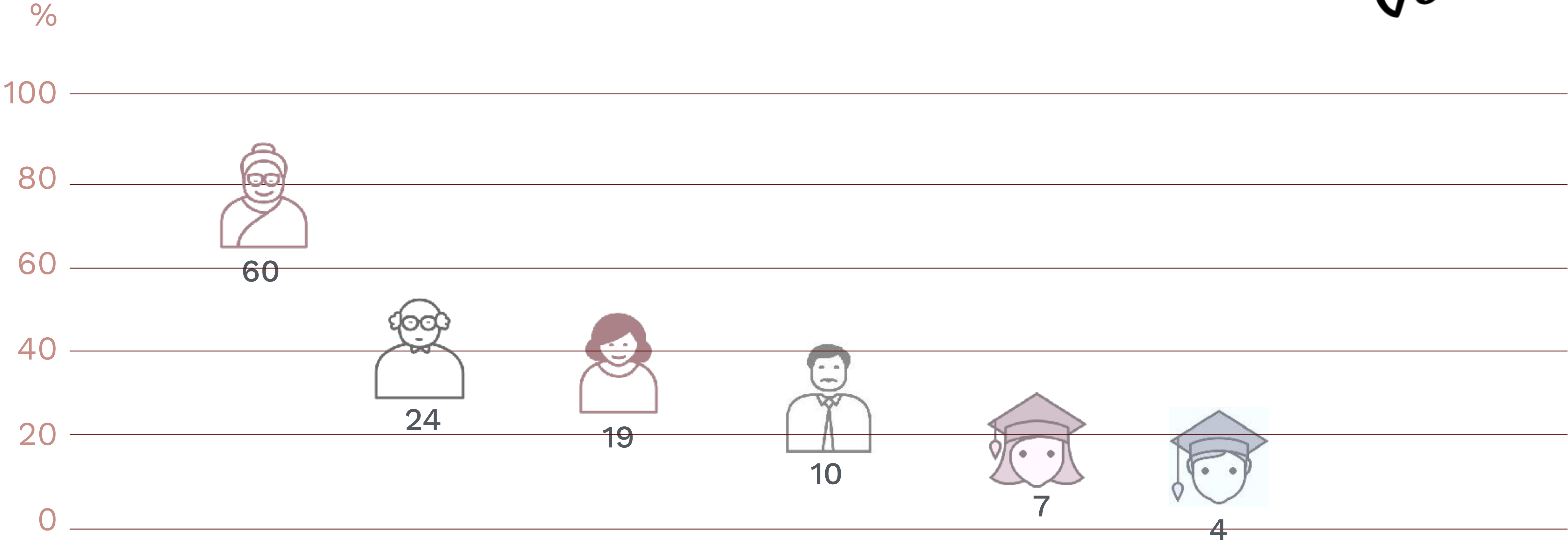
# Bicycle use - 2016

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# Bicycle non-use - 2016

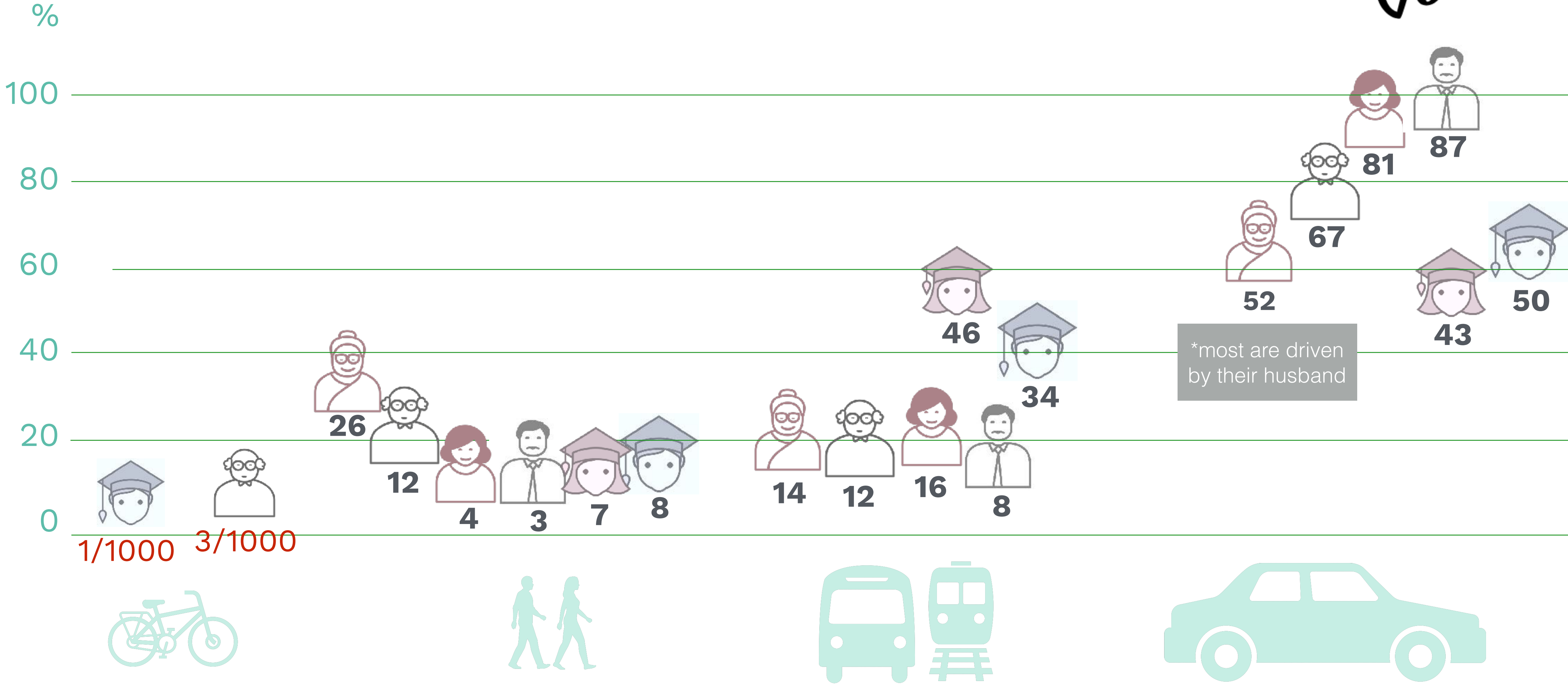




most driven by husband



# Means of transport - 2016





# BICYCLE USE

Photo Biography - 2016





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Grand-Parents



**DAR A**  
*Volta*

# Parents (male)







# DARA Volta

## Parents (male)







DAR A  
Volta

Parents  
(female)





# Parents

DAR A  
Volta





# Student's Cousin

DAR A  
Volta







DAR A  
Volta

Students







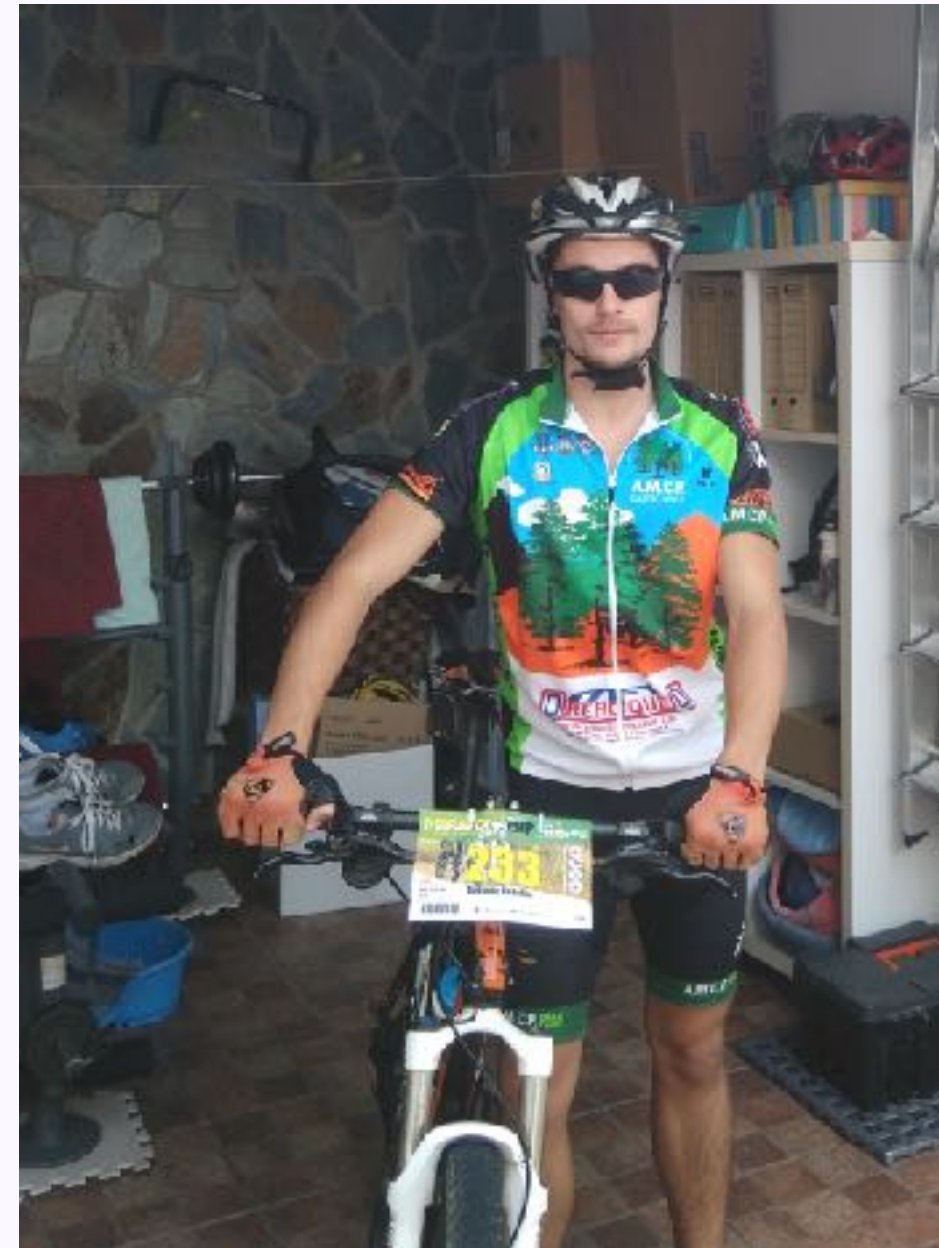
DAR A  
Volta

Students



# DAR A Volta

## Students





DAR A  
Volta

*Camiño de  
Santiago*





# Generation singularities & bicycle meaning



## Grand-Parents

Mostly mobility & races until early 70'

The generation that starts to work after basic school (10 years old).

The generation that moves from **family's bicycle** to **family's car**







## Parents

Mostly leisure & races

The generation that starts to work after secondary or university level;

that walks or takes public transportation to school;

that gets their **own car after university.**



## Students

Mostly leisure & races

The bicycle starts as being one of the toys.

Singular generation:

- \* that has two or more bicycles growing up
- \* in which parents drive them to school
- \* that goes to university in their **own car**





Association that promotes  
active mobility and physical activity

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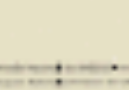
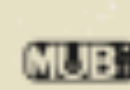
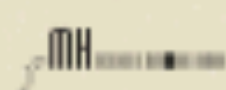
## MAPA DAS ETAPAS



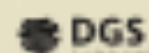
### PATRIMÓNIO MUNDIAL DA UNESCO



#### ORGANIZAÇÃO

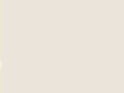
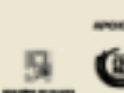
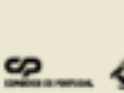
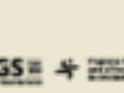


#### APÓIOS



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1	LISBOA - SETÚBAL	26/04/2017	10	CASTELO-BRANCO - FUNDÃO - GUARDA	27 e 28/08/2017
2	SETÚBAL - SINES	06/05/2017	11	GUARDA - MONCORVO	29/08/2017
3	SINES - ODEMIRA	07/05/2017	12	MONCORVO - MACEDO - BRAGANÇA	30 e 31/08/2017
4	ODEMIRA - PORTIMÃO	27/05/2017	13	BRAGANÇA - VIDAGO	01/09/2017
5	PORTIMÃO - FARO	28/05/2017	14	VIDAGO - BRAGA	02/09/2017
6	FARO - ALMODÔVAR - BEJA	03 e 04/06/17	15	BRAGA - MONÇÃO - V. DO CASTELO - PORTO	30/03 e 01/04/2018
7	BEJA - ÉVORA	17/06/2017	16	PORTO - AVEIRO - COIMBRA	30 e 31/04/2018
8	ÉVORA - ESTREMOZ - PORTALEGRE	24 e 25/08/17	17	COIMBRA - LEIRIA - CALDAS DA RAINHA	01 e 02/05/2018
9	PORTALEGRE - CASTELO BRANCO	26/08/2017	18	CALDAS DA RAINHA - LISBOA	19/05/2018





Danke! Thank you! Köszönöm!  
Obrigado! Dziękuję! благодаря!  
Go raibh maith agat!