Bike uses over three generations

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

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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

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

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Place of birth & address

LEGEN Legend

Grand-parents 7,3% 6,2%
Parents 5,3% 5,6%
Students 5,0% 5,0%

Birth places
Lisboa 20% 41%
Leiria 42% 72%
Viseu 7,5% 2,8%
Castelo Branco 2,5% 2,8%
Beja 6,3% 1,2%

Address places
Lisboa 70% 60%
Leiria 2,5% 0,6%
Viseu 0,6% 0,6%
Beja 2,8% 1,5%

BICYCLE USE

Photo Biography - Past
Grand-parents’ youth (male)
Grand-parents’ youth (male)

poorest

richest
Grand-parents’ youth (female)

poorest

richest
Parents’ childhood

poorest

richest
Parents’ youth (female and male)

Leisure and sport
Students’ childhood
Students’ childhood
Students’ childhood
Bicycle use - 2016
Bicycle non-use - 2016

- 60%
- 24
- 19
- 10
- 7
- 4
Means of transport - 2016

*most are driven by their husband
BICYCLE USE

Photo Biography - 2016
Parents (female)
Parents
Student’s Cousin
Students
Students
Camiño de Santiago
Generation singularities

&

bicycle meaning
Grand-Parents

Mostly mobility & races until early 70’s

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