

Is cycling in the Netherlands still fun?

Jeanette van 't Zelfde
Advisor Public Affairs,
ANWB

ANWB established in 1883... and still going strong!



4,4 million members

2,5 million recreational cyclists

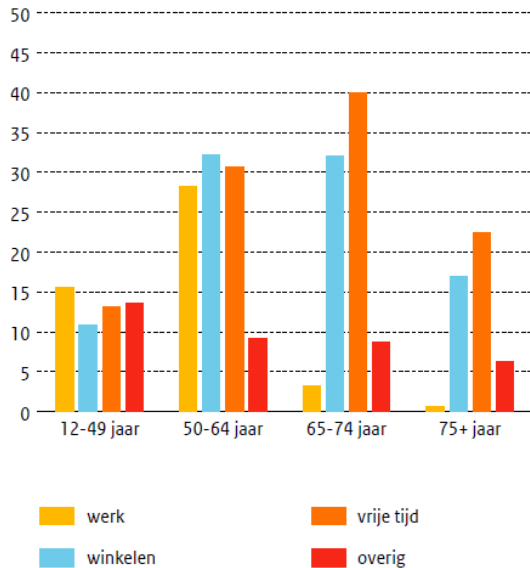


Number of bicycles sold

	2012	2013	2014	2015	2016
Traditional	51%	50%	51%	42%	43%
Hybrid	8%	8%	7%	5%	6%
Kids	14%	13%	12%	14%	12%
E-bike	17%	19%	21%	28%	29%
Other	10%	10%	9%	11%	10%
Total bikes sold (x 1.000)	1035	1008	1051	983	928

Total of bicycles in the Netherlands: 22,5 million bicycles, of which 1,3 million e-bikes

E-bike use by motive



2013-2014 KiM

8 million Dutch people made ..

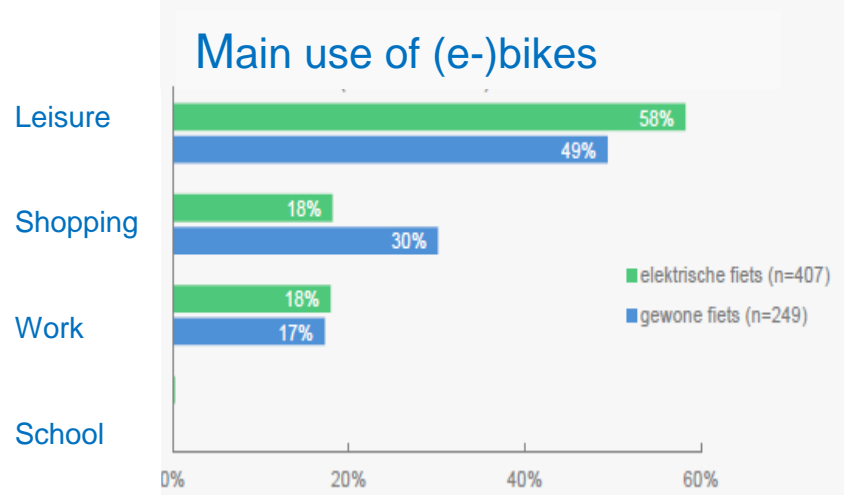
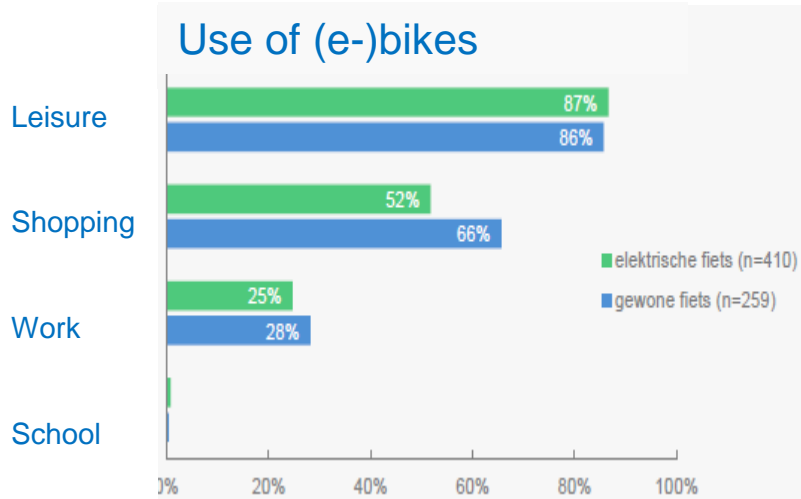
193 million cycle day trips in 2015

ANWB-members and their bicycles

68% Traditional bicycle
28% E-bike
4% No bike



Use of e-bikes ANWB-members





Survey on recreational cycling

 ANWB
12 mei 2016 om 12:20 · 🌐

Fietsweer = zon + niet te warm + licht briesje + natuur in bloei

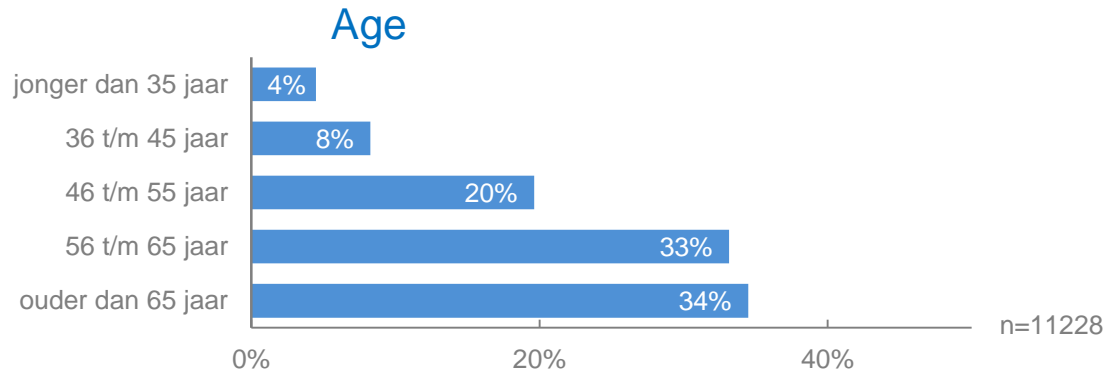


Waar droom jij van?
Fan van Fietsen? En vooral in je vrije tijd? Dan horen we graag van jou wat er op de fietspaden gebeurt. Laat je stem horen en maak kans op een nieuwe e-bike.
ANWB.NL

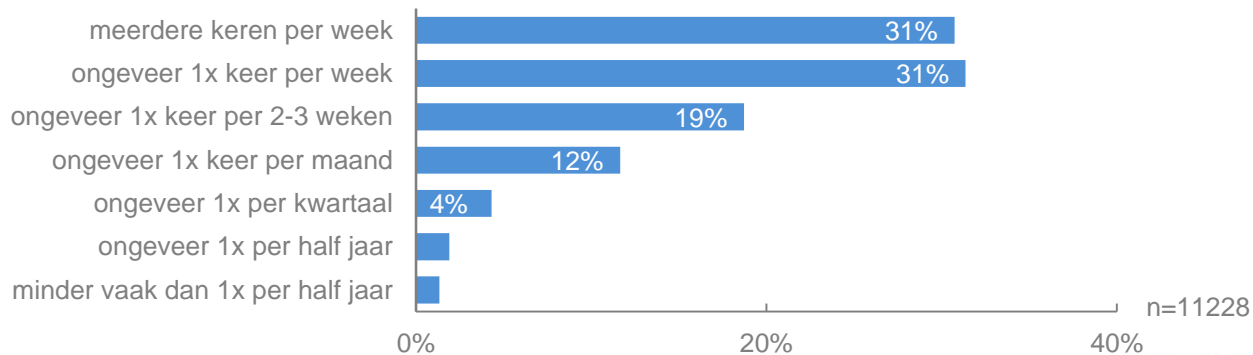
In association with:

- Fietsersbond / Dutch Cyclists' Union
- Fietsplatform
- NTFU/Dutch Union for Cycle Sport Clubs

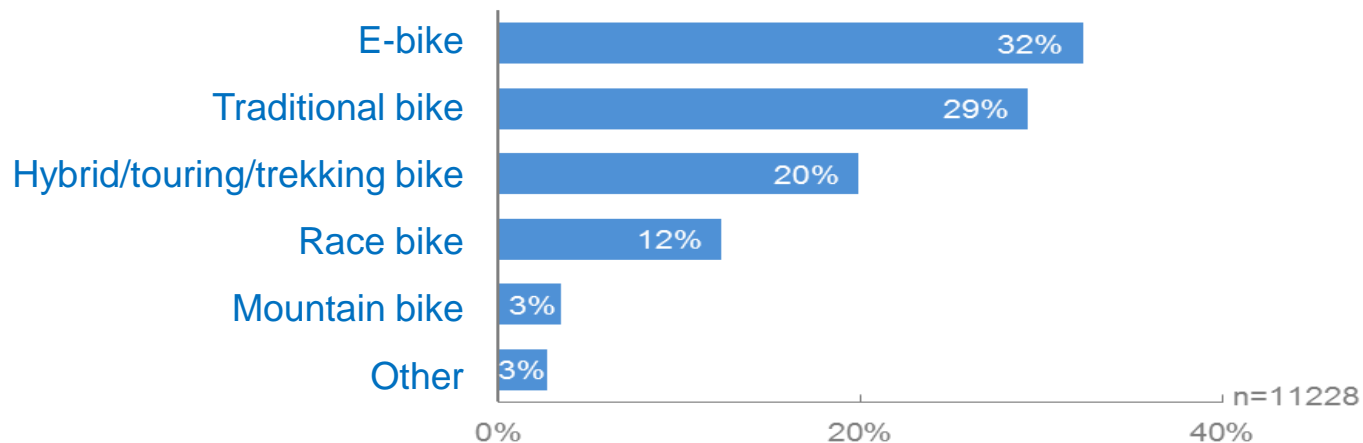
Who is the recreational cyclist?



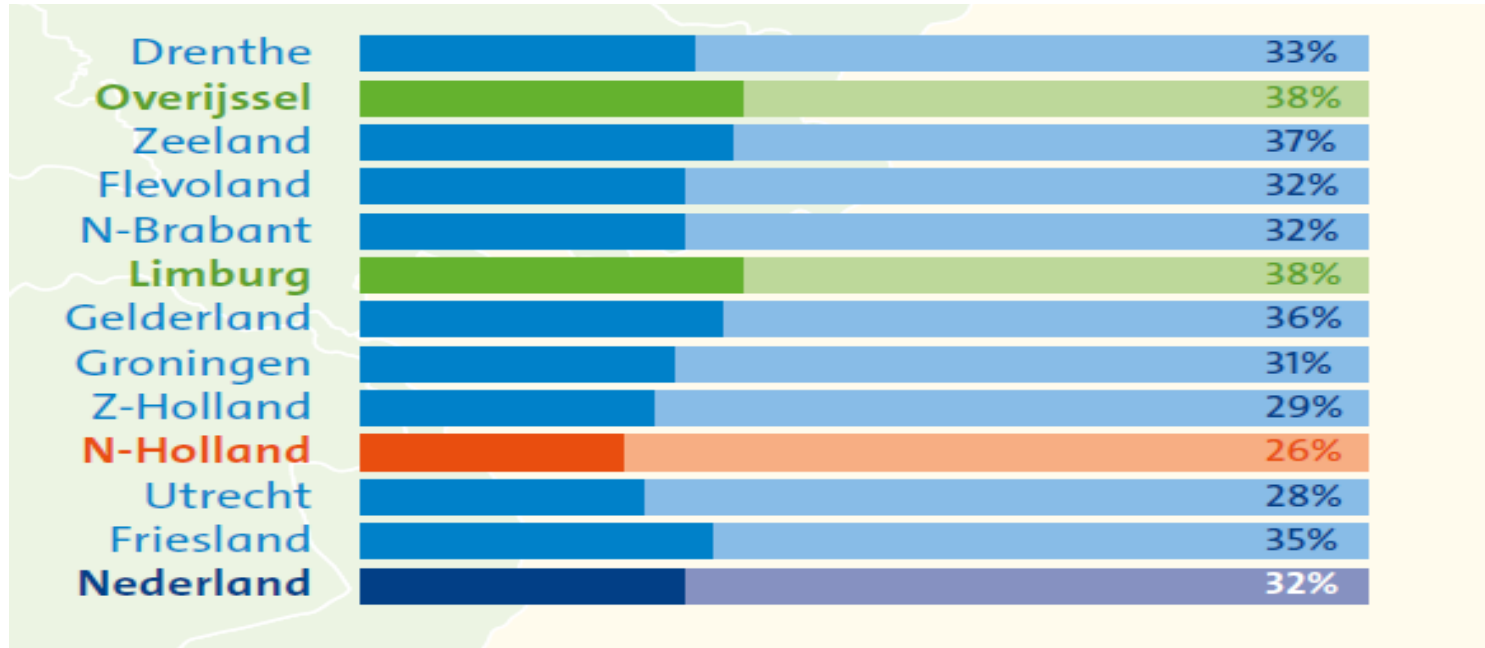
Frequency of recreational cycling in the Netherlands



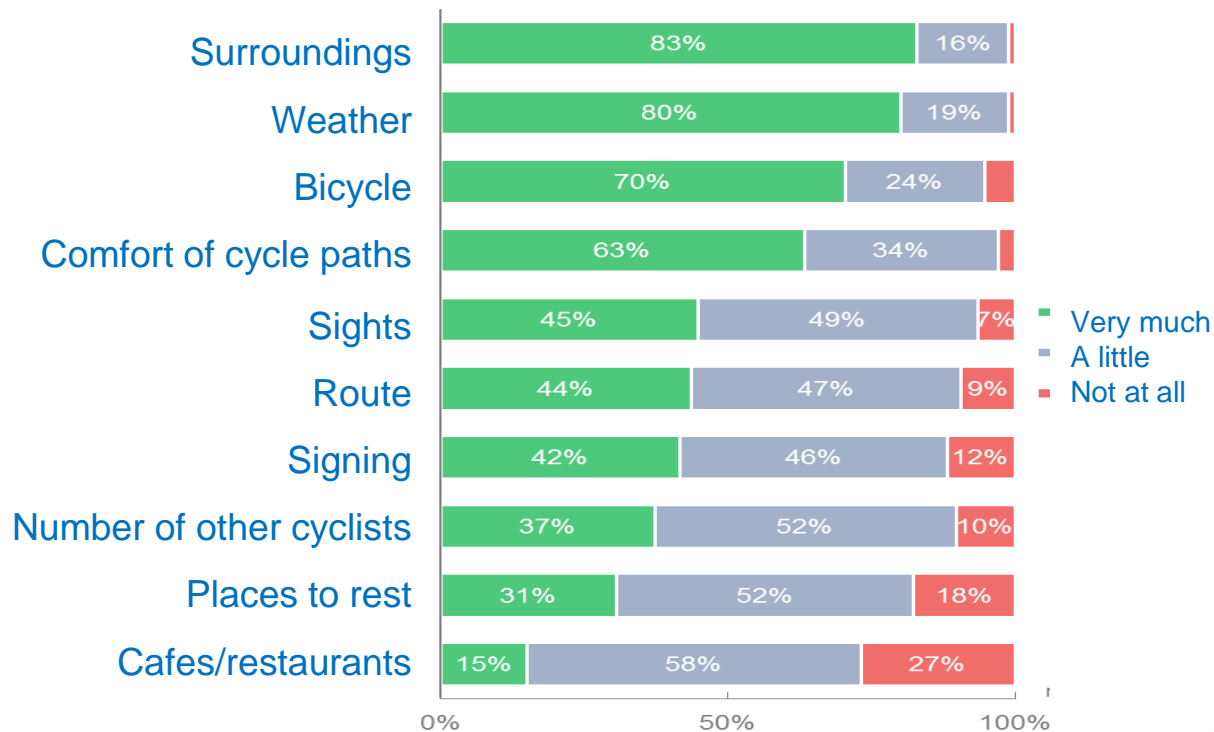
What bicycle is used for recreational cycling?



E-bike use per province



Key factors to the ultimate cycle trip



Recreational cyclists rate cycling in the Netherlands with 7.9/10



Drenthe	8,4	Noord-Holland	7,9
Gelderland	8,2	Utrecht	7,9
Zeeland	8,2	Limburg	7,9
Overijssel	8,1	Zuid-Holland	7,7
Noord-Brabant	8,1	Groningen	7,7
Friesland	8,0	Flevoland	7,5

Top 3 factors to be improved

Comfort 50%



Places to rest



Signing 24%



Key factors to be improved

Key factor	Traditional bicycle	Race	E-bike
Comfort	46%	63%	56%
Places to rest	37%	14%	49%
# Cyclists	25%	38%	29%
Signing	20%	21%	25%
Cafes/restaurants	17%	10%	20%

Conclusion ANWB: ‘The Netherlands are not e-bike proof’

Infrastructure should be adapted

- Comfort
- Curves
- Roadsides, shoulders





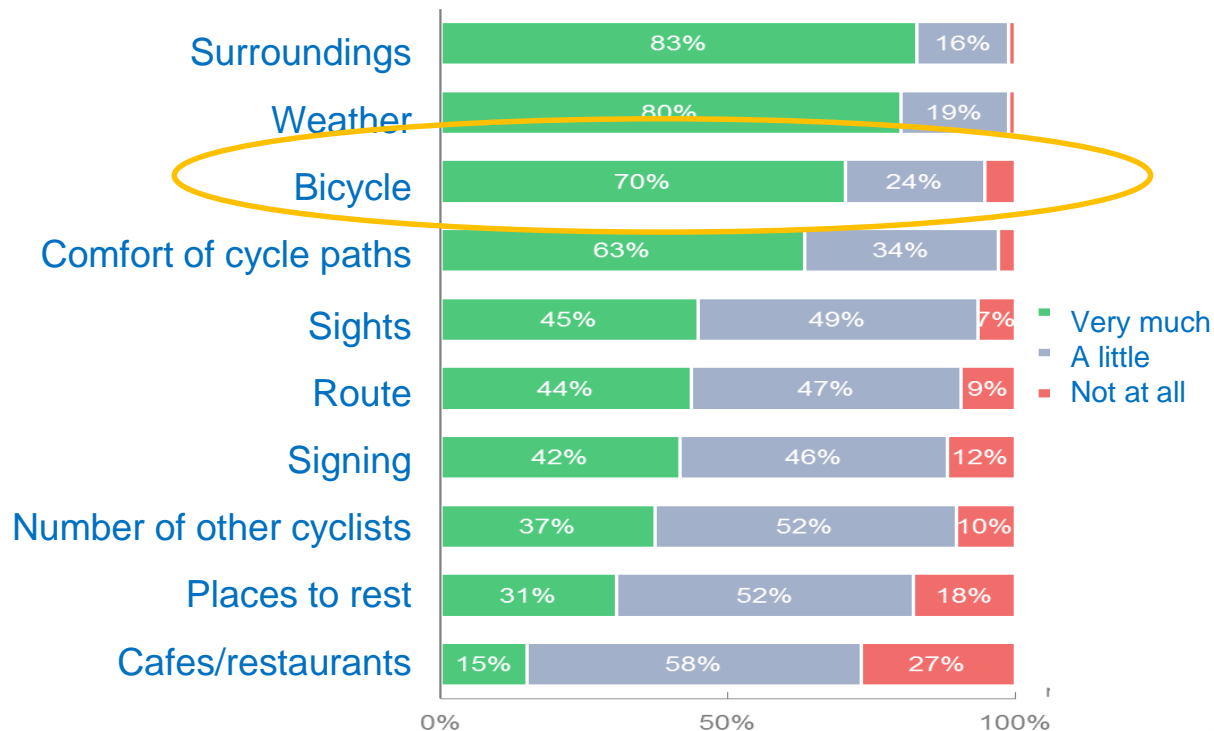
CycleRAP

Proactive method

- Assesses safety of cycling infrastructure
- Identify and prioritize unsafe locations



Key factors to the ultimate cycle trip



E-bike battery source of worry

What is my range?

Where to store my battery?

What if my battery breaks down?

How long takes loading?



Yes, cycling in the Netherlands is still **fun**,
but continuous investment in
safety and **comfort** is needed!



Jeanette van 't Zelfde

jvtzelfde@anwb.nl



