

CYCLISTS IMPORTANT FOR THE COMMERCIAL SECTOR IN KALMAR

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Kalmar has, during the spring, conducted a survey to find out what impact cycling consumers have on the commercial sector and what could make more consumers cycle to the areas of comers.

The analysis show that 59% use sustainable forms of transport (cycling, walk, bus, train) to reach the city centre. Two fifth (38%) of the consumption in the city centre is generated by cyclists and pedestrians, one fifth (28%) in the city as a whole.

The main reason why car drivers do not cycle is due to lack of time or the need to load heavy or bulky objects.

56% of all participants in the survey has heard of Kalmar Municipality's work regarding cycling and the over all grade for Kalmar as a cycling city was good; at 3,5 out of 5. The area that most participants saw a need for improvement in was cycling thefts and to make cycling lanes more securer.

The work will continue during the autumn as a local workshop will take place with all stakeholders. The aim of the workshop is to improve conditions for cycling consumers and stimulate more to choose the bike instead of the car when possible.