

USO DE BICICLETA EN EL MUNDO

Una encuesta Global Advisor en 30 países

Mayo 2022

For more information: ipsos.com/en/global-advisor-cycling-across-the-world-2022

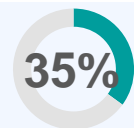
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GAME CHANGERS



RESUMEN DE HALLAZGOS

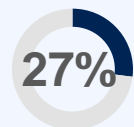
En promedio, de 28 países



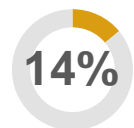
anda en bicicleta al menos una vez a la semana



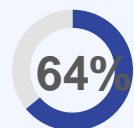
va en bicicleta al trabajo



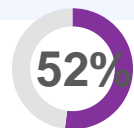
anda en bicicleta para hacer ejercicio



utiliza la bicicleta más que cualquier otro medio de transporte en una distancia de 2 km



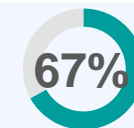
dice que las nuevas carreteras e infraestructuras de su zona deberían dar prioridad a las bicicletas sobre los automóviles



dice que ir en bicicleta de un lugar a otro en su zona es demasiado peligroso

Mayor en:

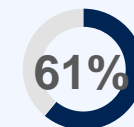
India



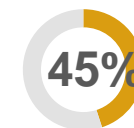
Netherlands



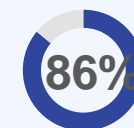
Poland



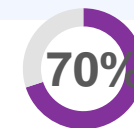
Netherlands



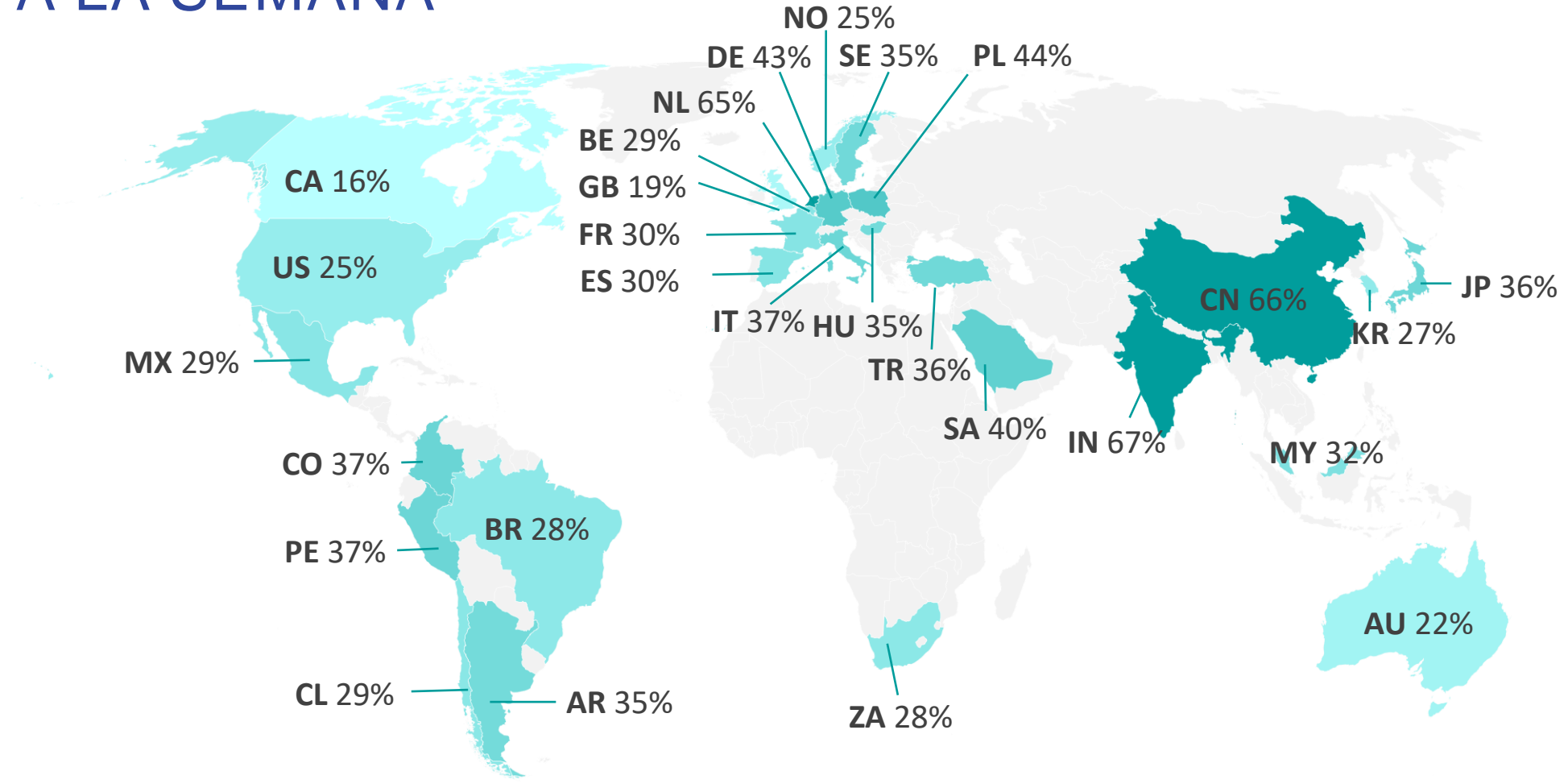
Peru



Chile/Colombia



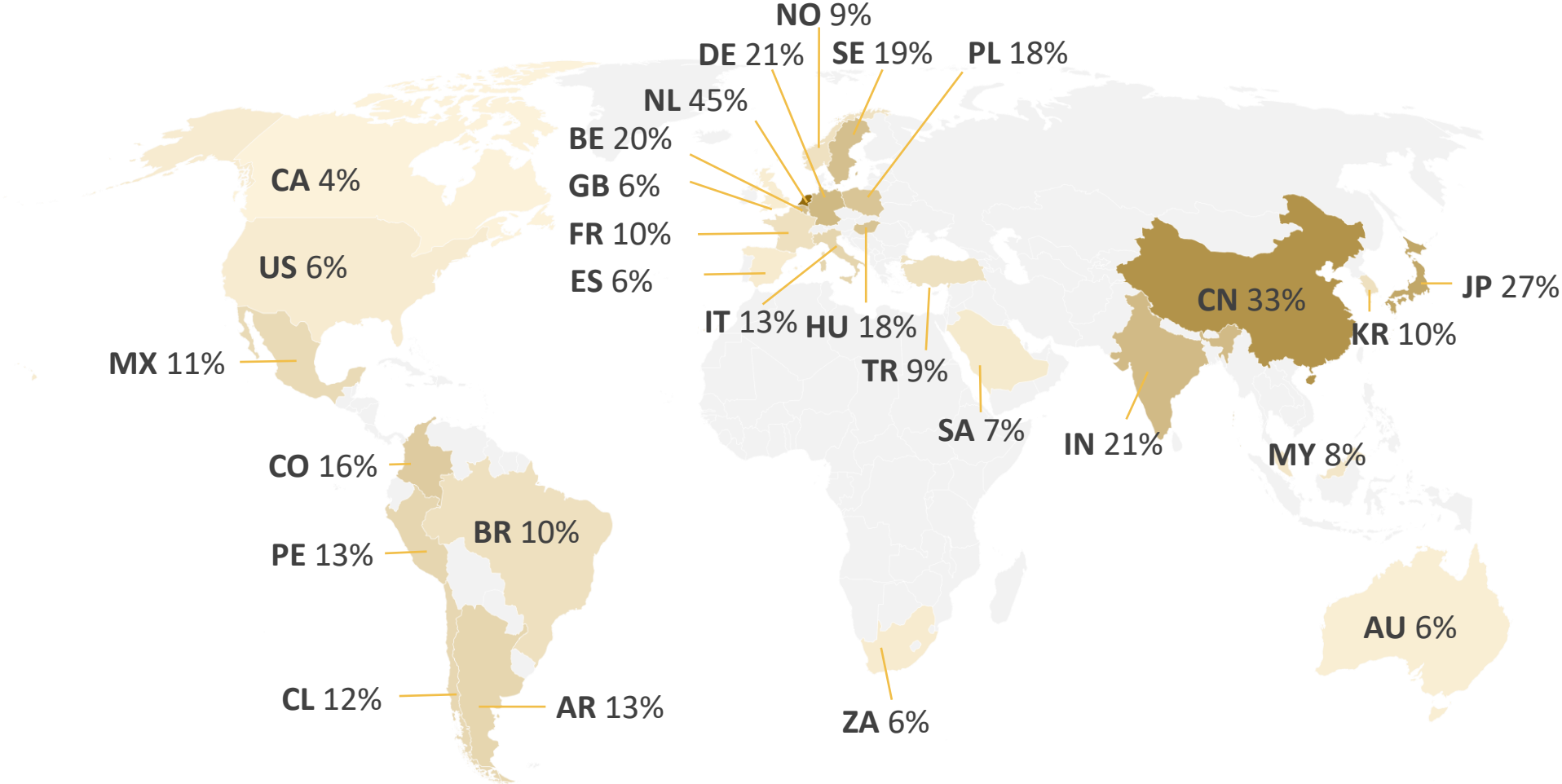
% DE ADULTOS QUE UTILIZAN LA BICICLETA AL MENOS UNA VEZ A LA SEMANA



Base: 20, 507 online adults across 28 countries
 The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.
 The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population.



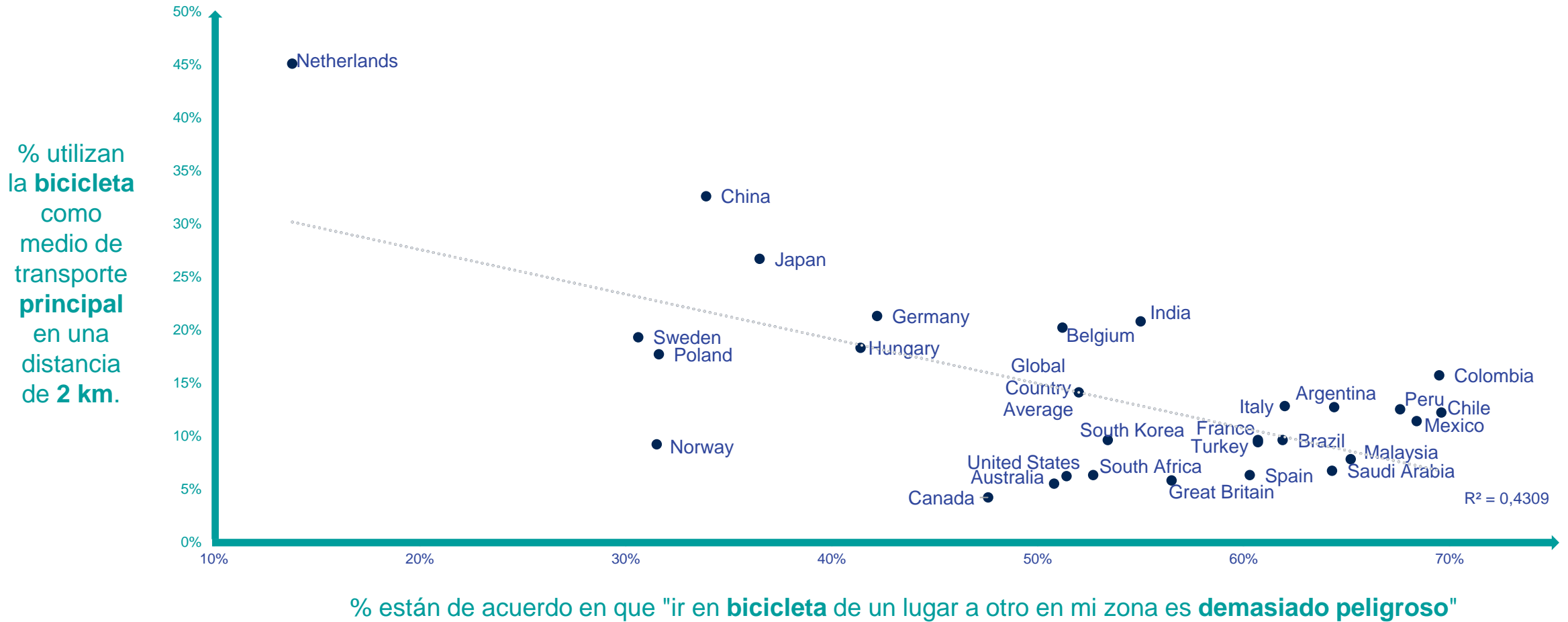
% DE ADULTOS QUE UTILIZAN LA BICICLETA COMO SU PRINCIPAL MEDIO DE TRANSPORTE PARA UNA DISTANCIA DE 2 KILÓMETROS



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ENTRE MÁS SEGURAS SE SIENTEN LAS PERSONAS, MÁS UTILIZAN LA BICICLETA

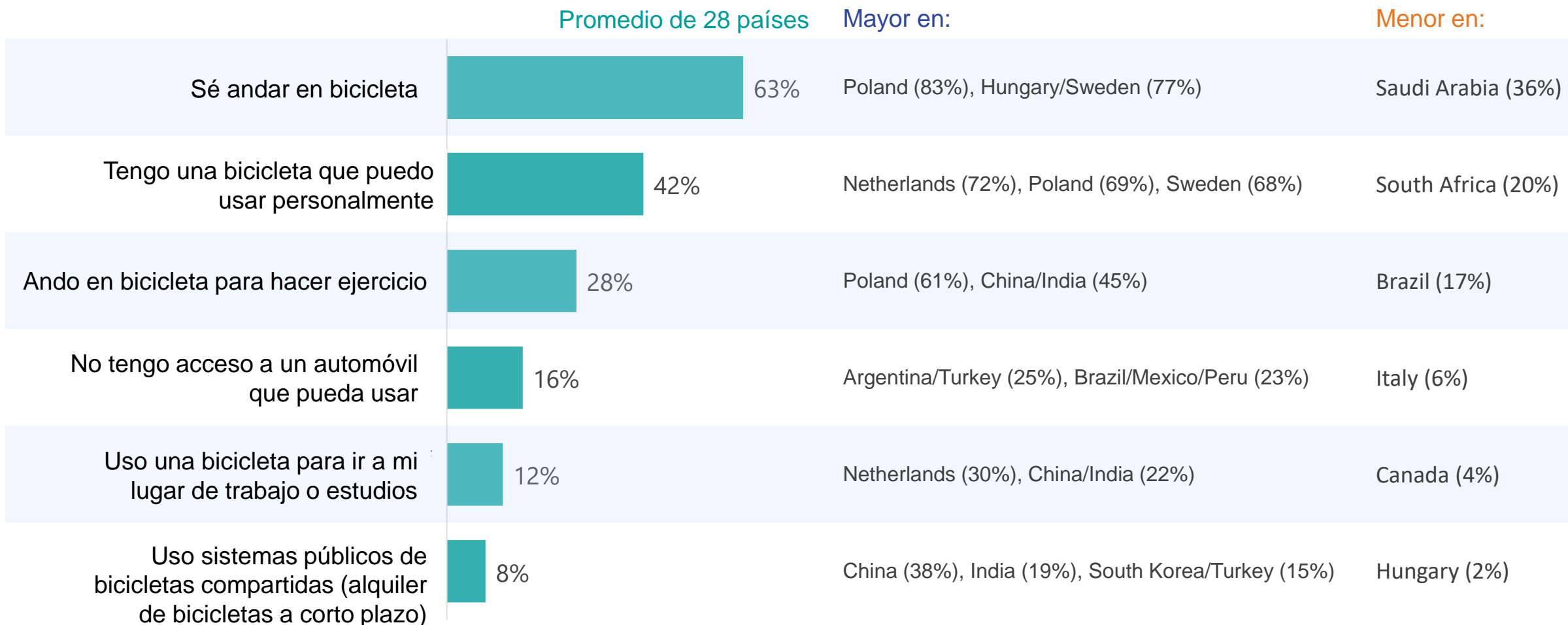


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USO DE BICICLETA

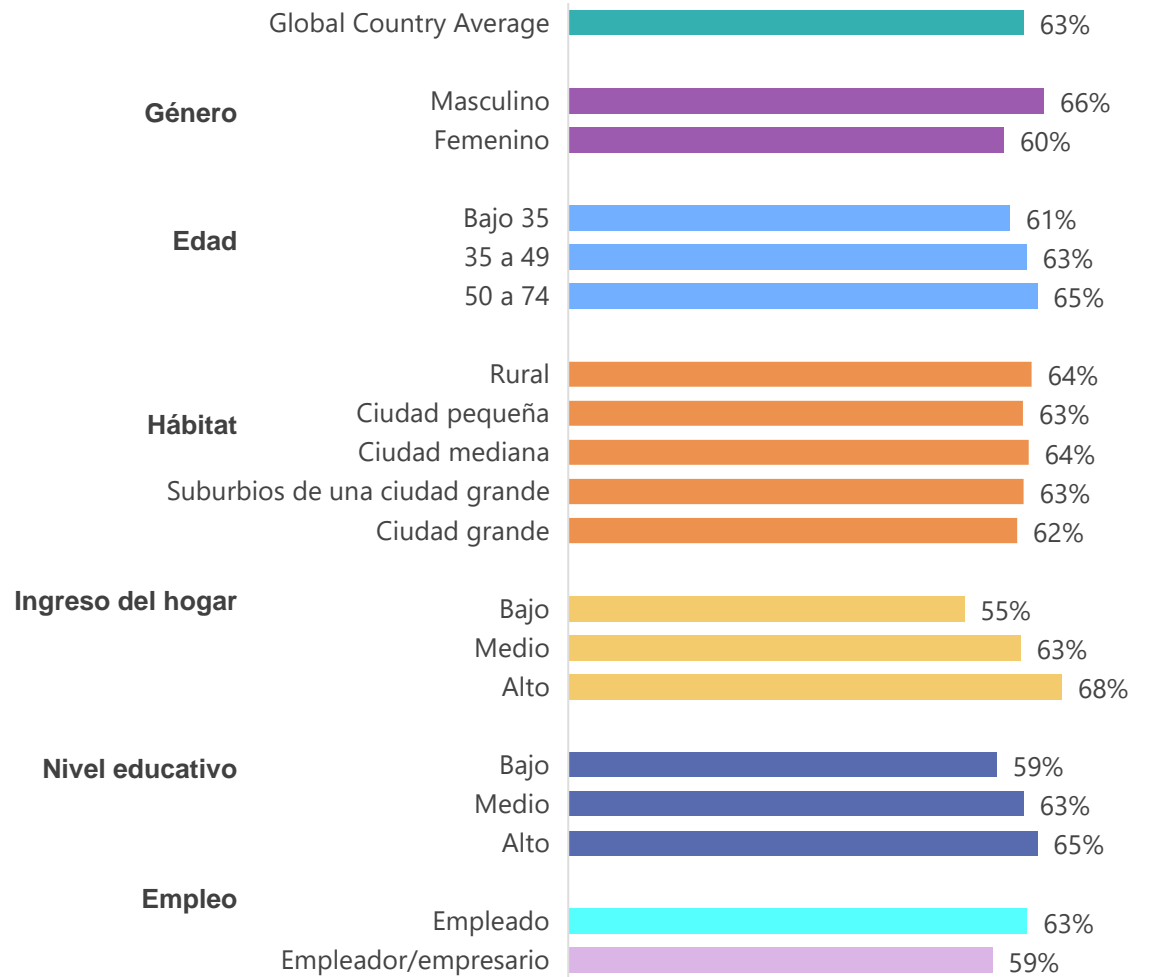
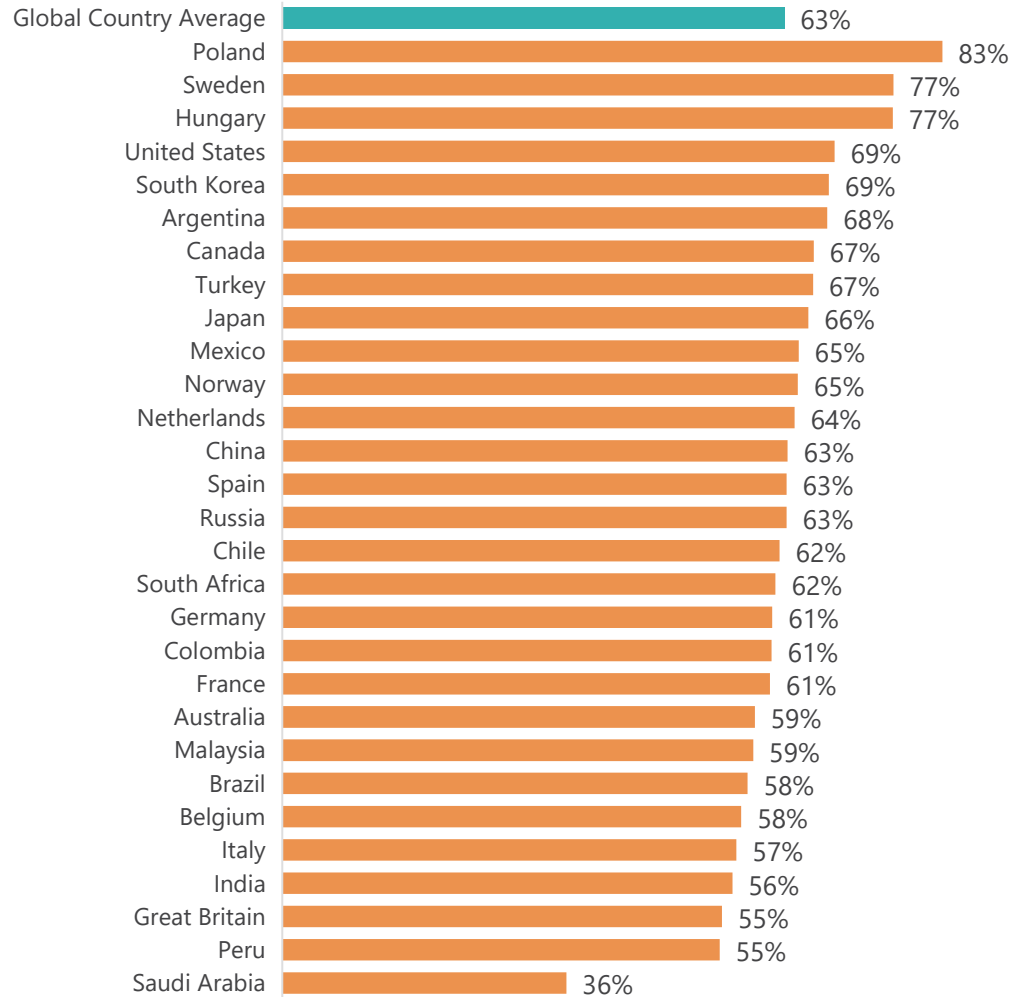
P. Seleccione todas las afirmaciones que se apliquen a usted a continuación.



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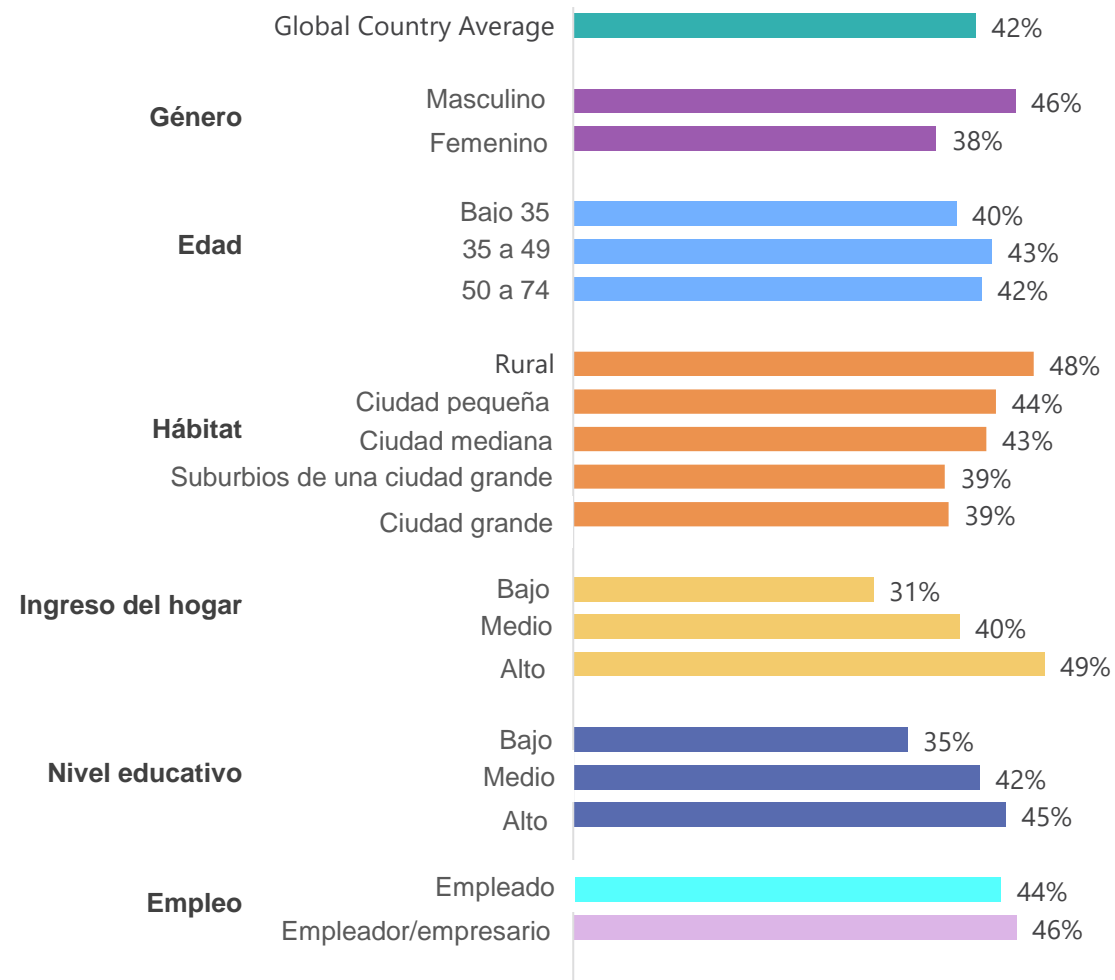
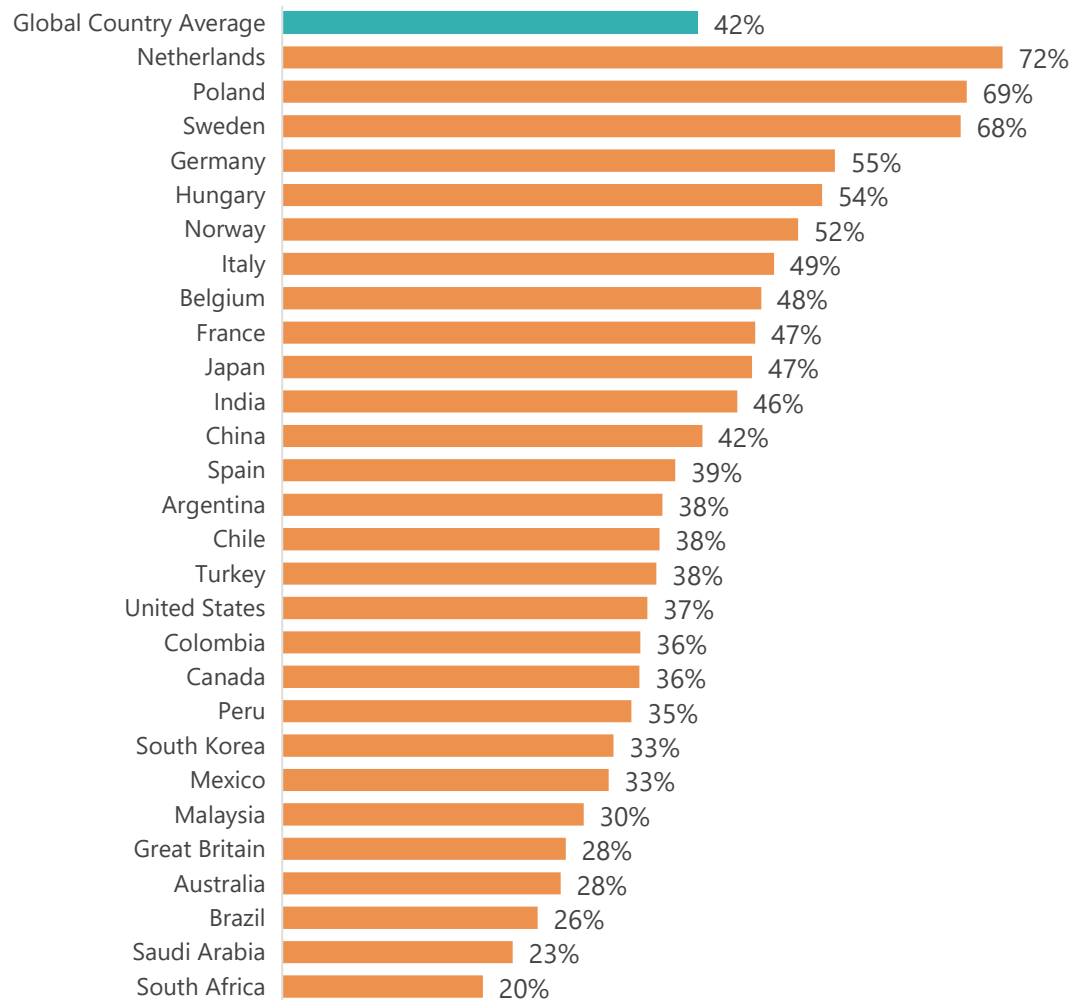
“SÉ ANDAR EN BICICLETA”



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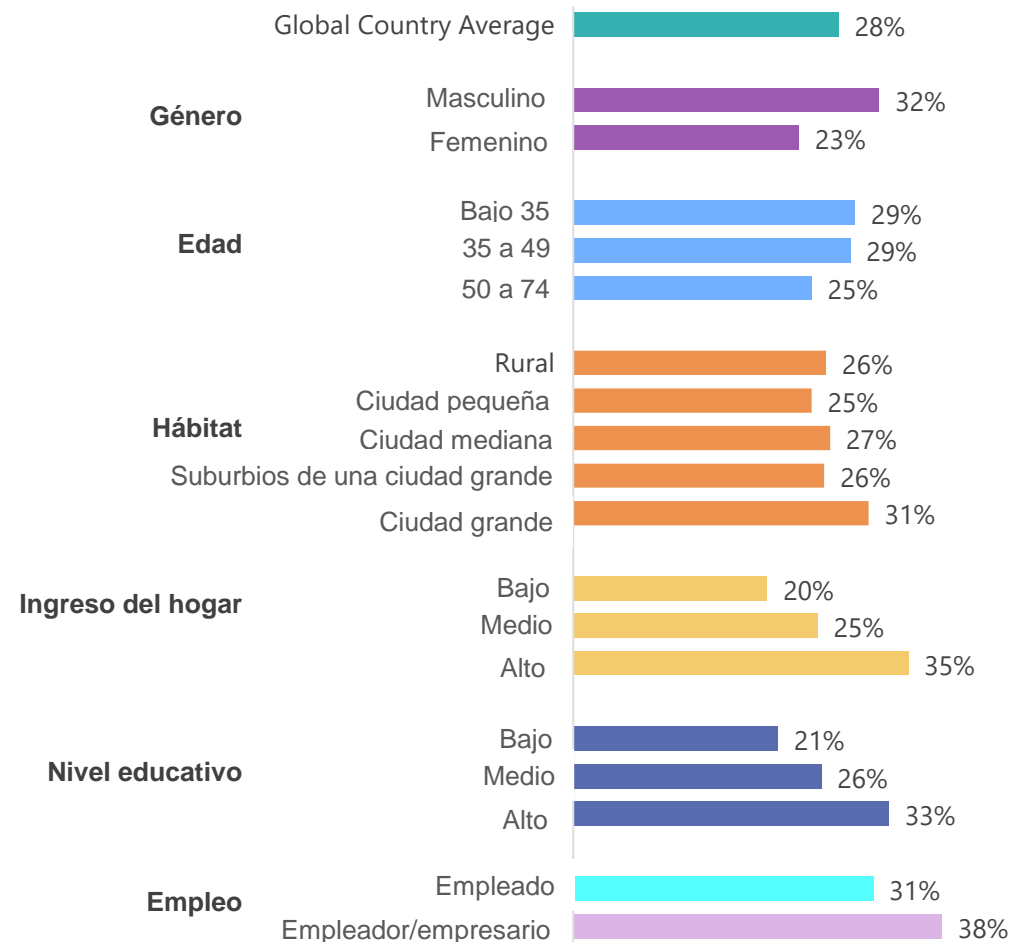
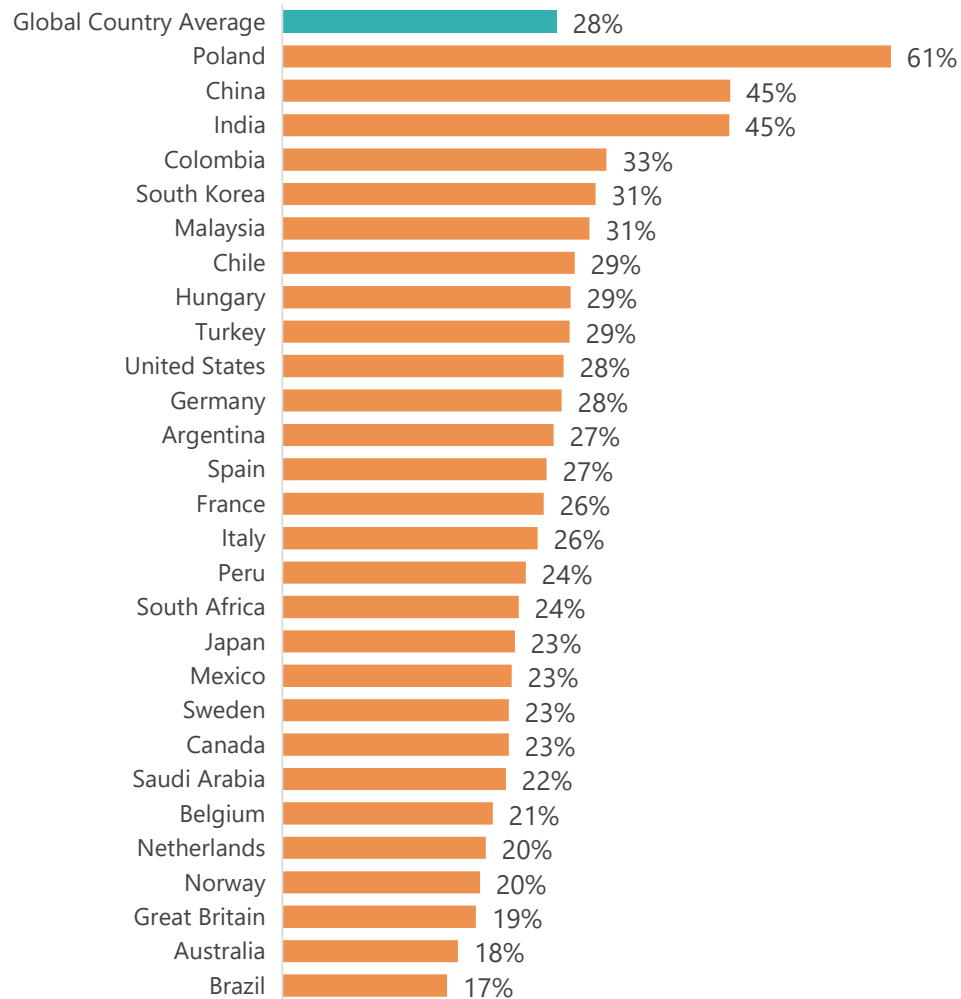
“TENGO UNA BICICLETA QUE PUEDO USAR PERSONALMENTE”



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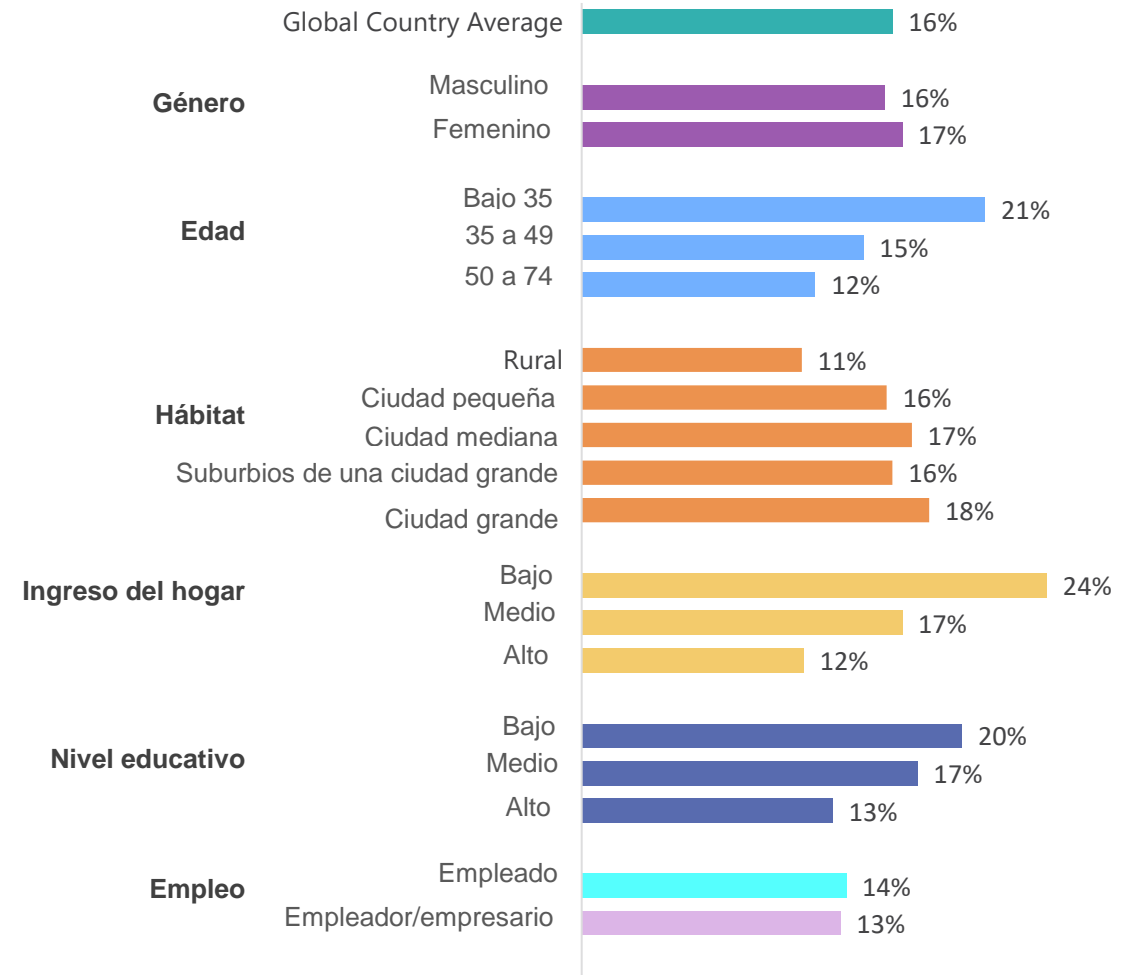
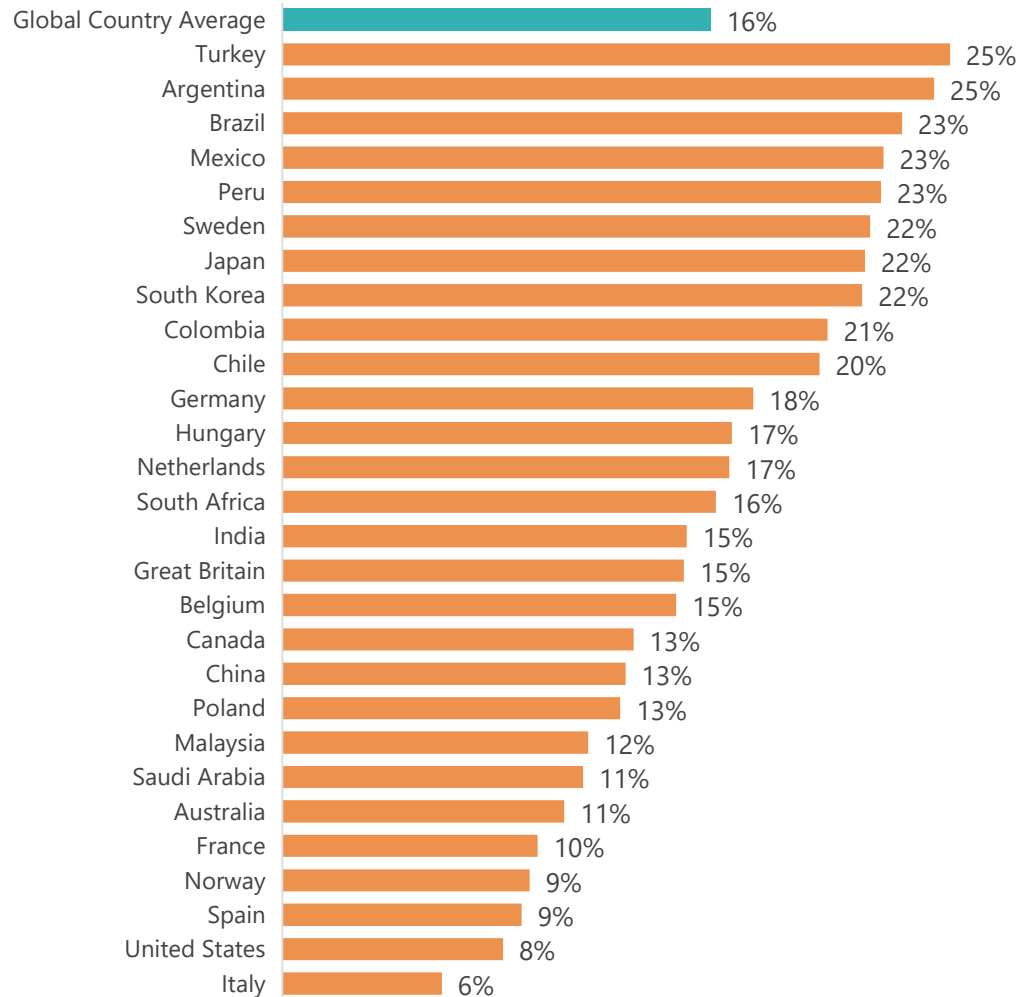
“ANDO EN BICICLETA PARA HACER EJERCICIO”



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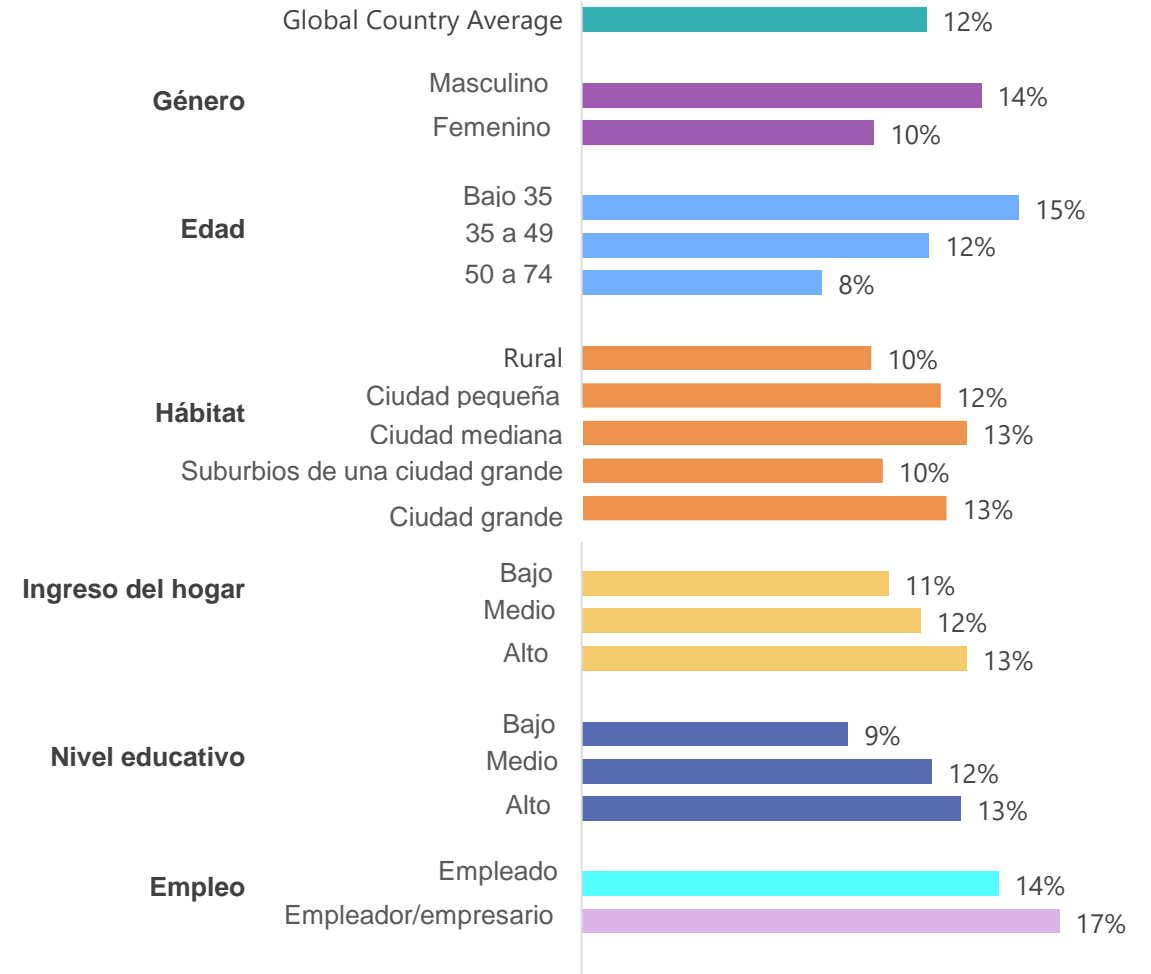
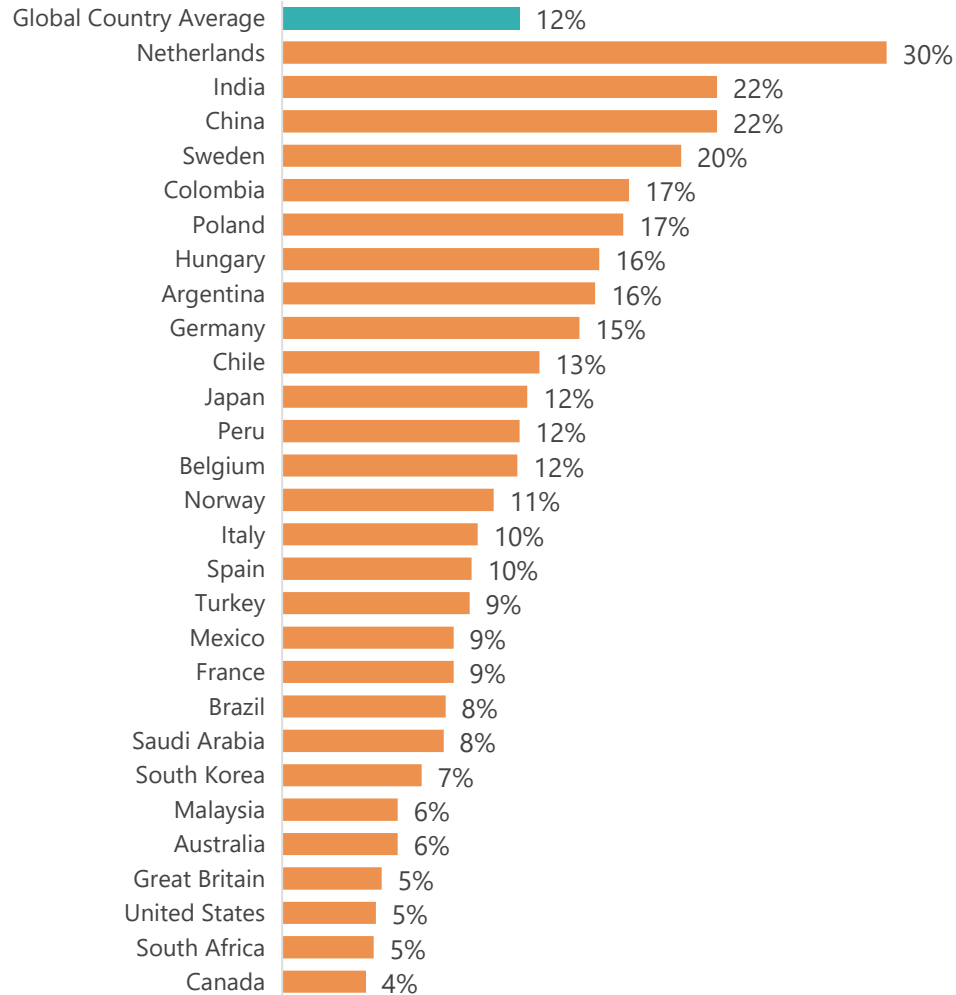
“NO TENGO ACCESO A UN AUTOMOVIL QUE PUEDA USAR”



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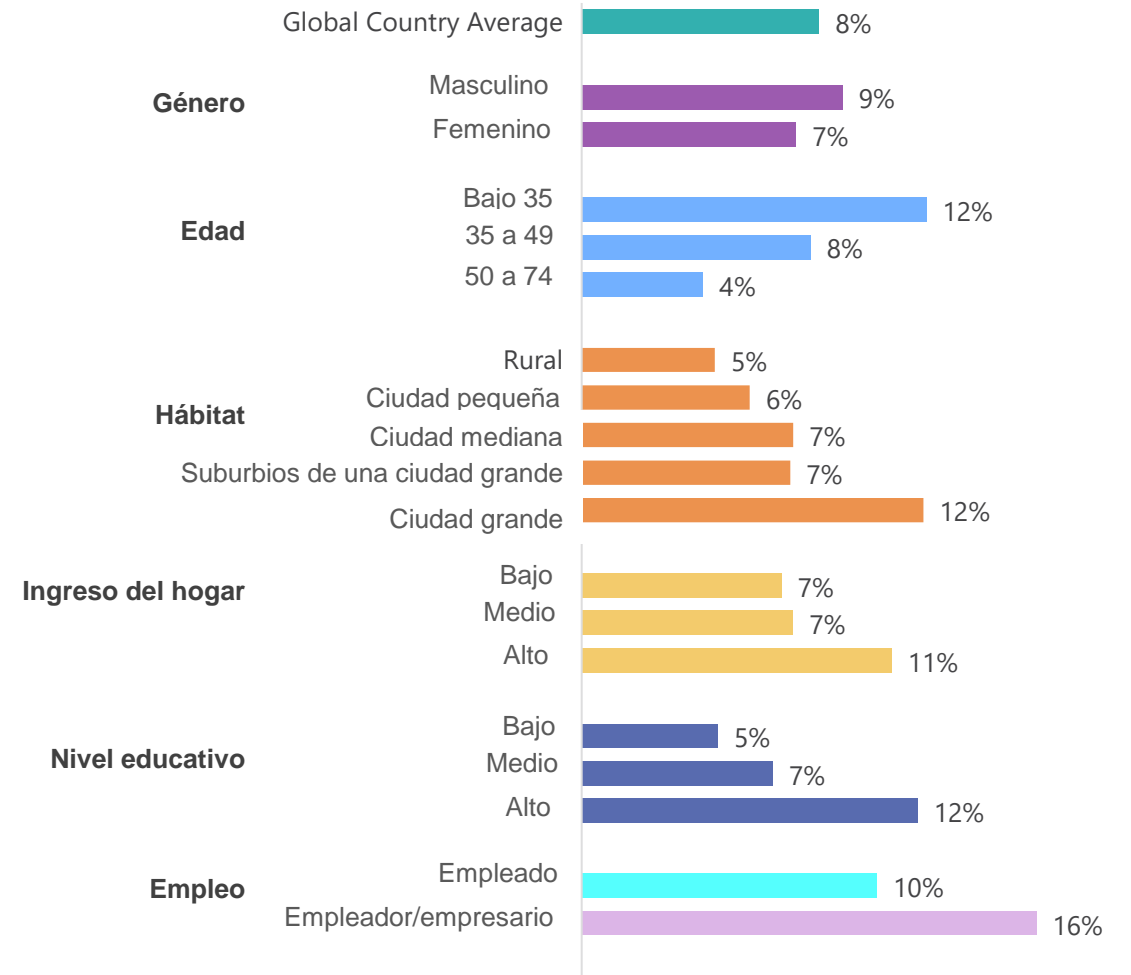
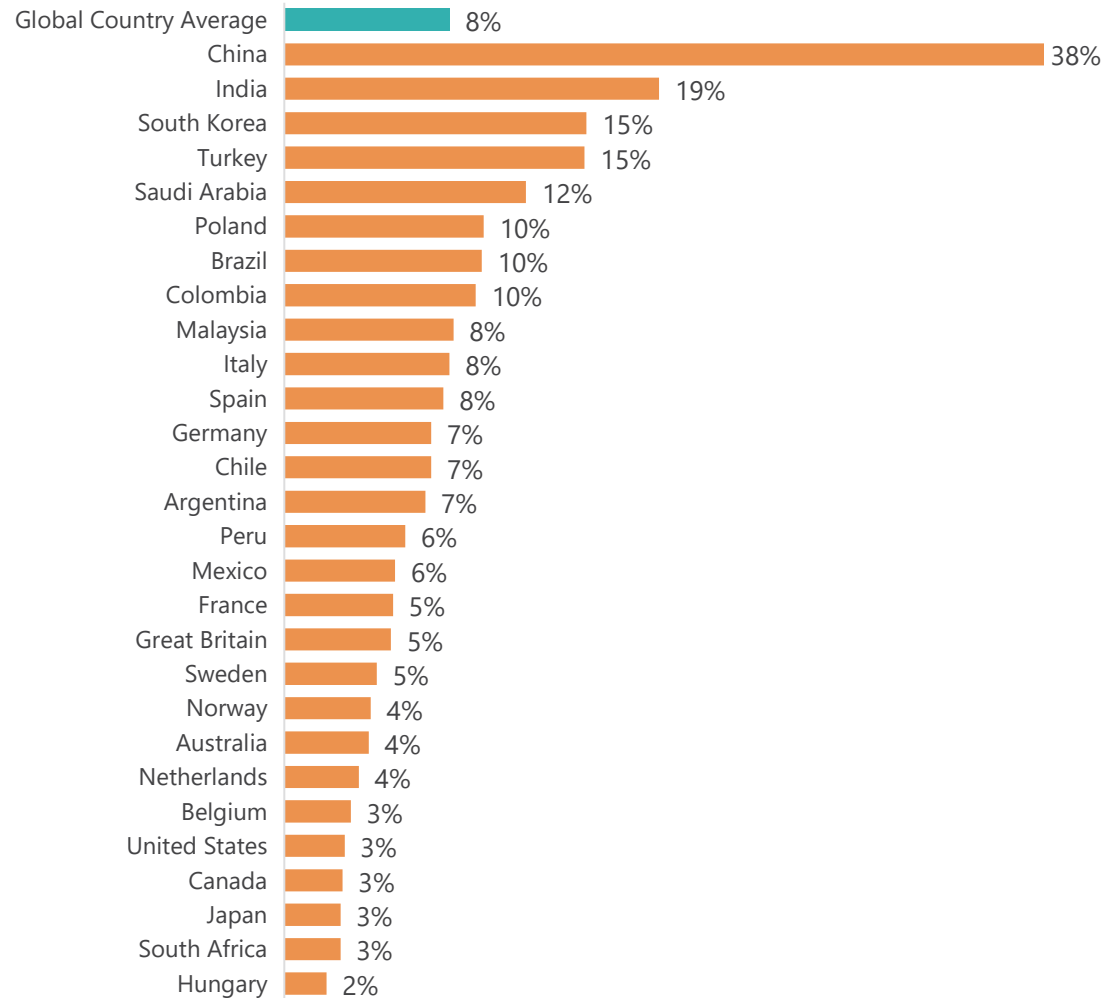
“USO UNA BICICLETA PARA IR A MI LUGAR DE TRABAJO O ESTUDIOS”



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“USO SISTEMAS PÚBLICOS DE BICICLETAS COMPARTIDAS”



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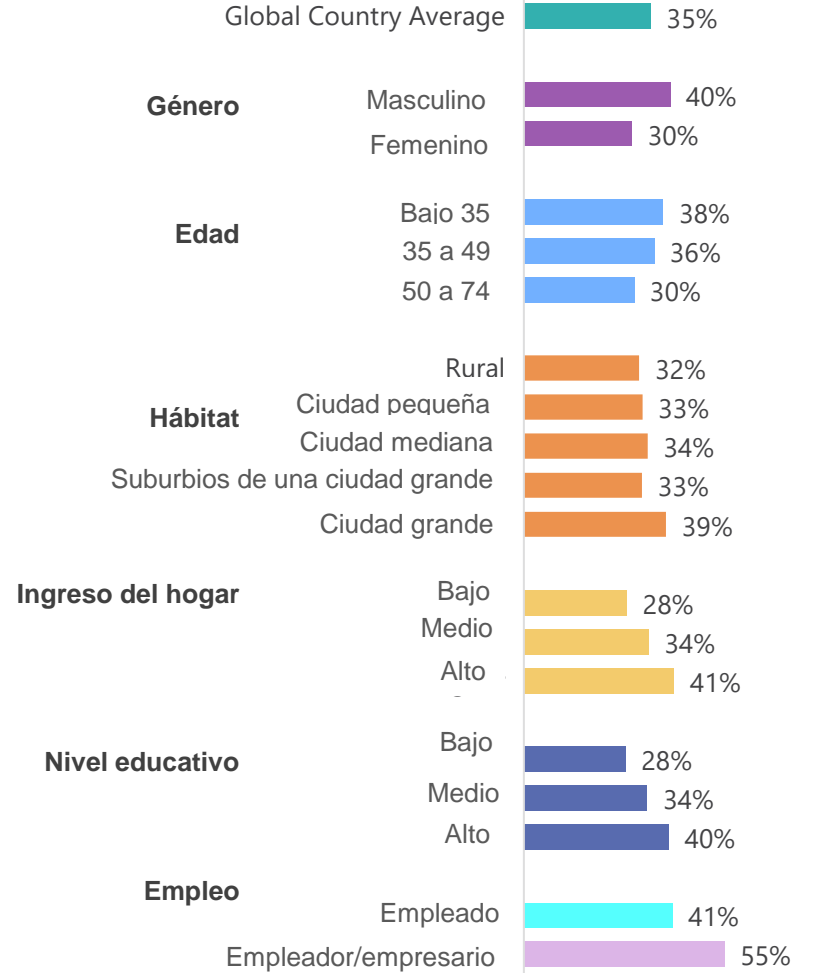
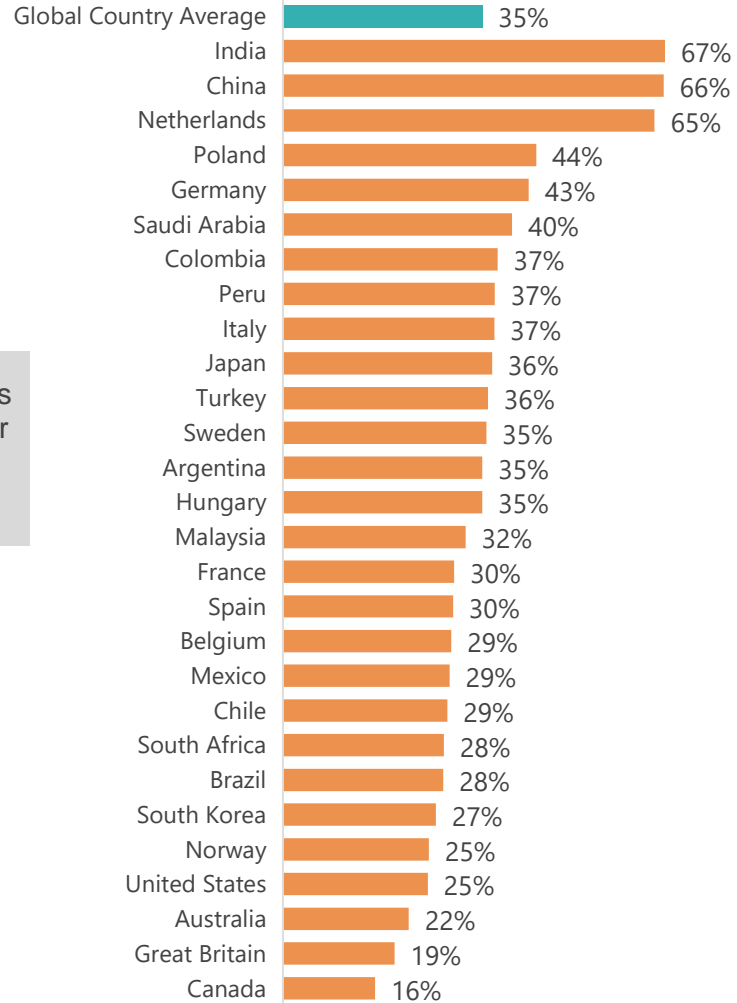
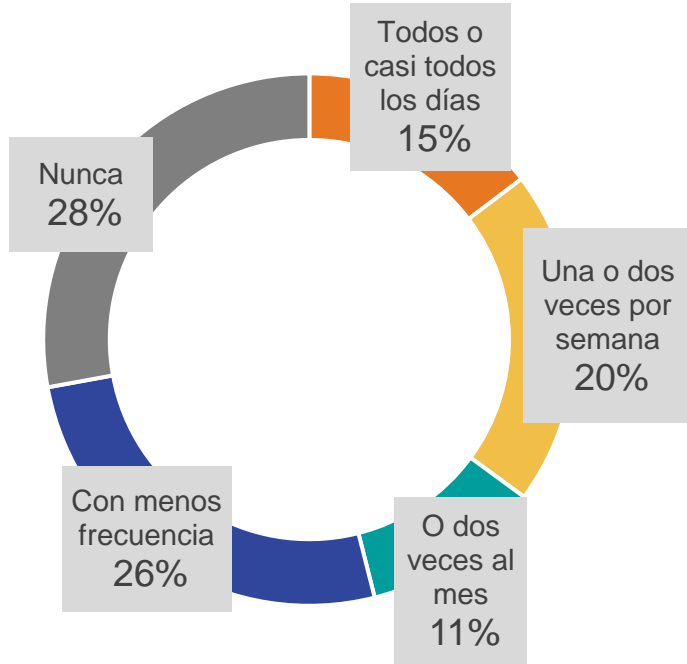
FRECUENCIA DE USO DE BICICLETA

P. ¿Con qué frecuencia anda en bicicleta?

Al menos una vez a la semana

Al menos una vez a la semana

Promedio de 28 países



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MODO PRINCIPAL PARA UNA DISTANCIA DE 2KM/1MILLA

P ¿Qué medio transporte usa con mayor frecuencia para distancias cortas de alrededor de 2km en su barrio?

Promedio de 28 países

Mayor en:

Menor en:

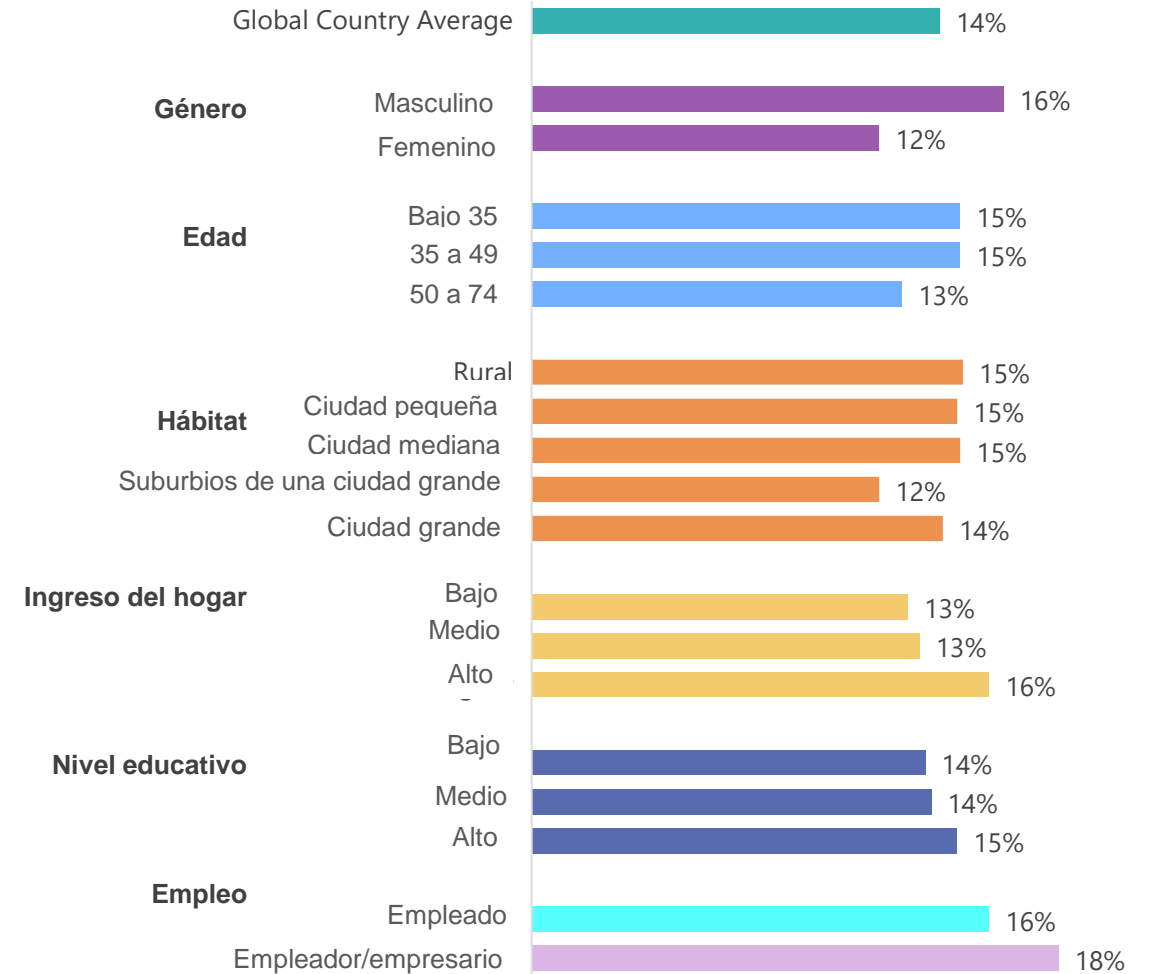
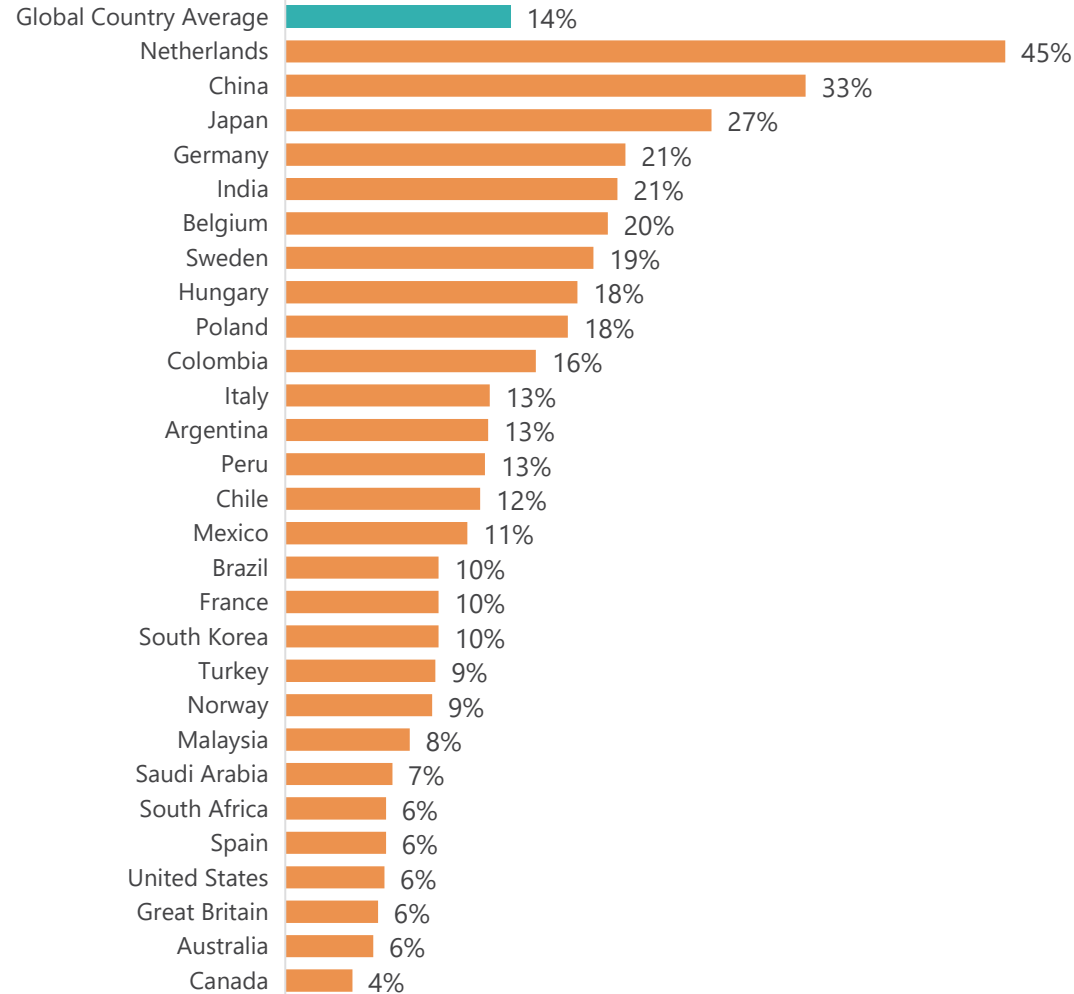
Medio de transporte	Promedio de 28 países	Mayor en:	Menor en:
Caminar	37%	Great Britain (65%), Spain (55%), Turkey (49%)	Malaysia (13%)
Auto propio	25%	USA (47%), Canada (43%), Malaysia (41%)	Peru (9%)
Bicicleta	14%	Netherlands (45%), China (33%), Japan (27%)	Canada (4%)
Transporte público	12%	Peru (32%), Argentina (27%), Chile (24%)	USA (3%)
Motocicleta o ciclomotor	4%	Malaysia (24%), India (19%), Colombia (9%)	Canada/South Korea (0%)
Taxi o vehículo compartido	3%	South Africa (11%), Saudi Arabia (8%), Peru (7%)	Belgium/Poland (0%)
Combinación transporte público + alquiler de bicicleta o scooter	3%	China (9%), India/South Korea (6%)	Multiple (1%)
Scooter eléctrico	1%		
Otro	2%		

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BICICLETA COMO MODO PRINCIPAL PARA DISTANCIA DE 2KM

P ¿Qué medio de transporte usa con mayor frecuencia para distancias cortas de alrededor de 2km en su barrio? % Bicicleta



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MODO PRINCIPAL PARA DISTANCIA DE 2KM

P ¿Qué medio de transporte usa con mayor frecuencia para distancias cortas de alrededor de 2km en su barrio

	Caminar	Auto propio	Bicicleta	Transporte Público	Motocicleta o ciclomotor	Taxi o vehículo compartido	Comb. Transporte público + alquiler de bicicleta o scooter	Scooter eléctrico	Otro
Global Country Average	37%	25%	14%	12%	4%	3%	3%	1%	2%
Argentina	28%	18%	13%	27%	8%	2%	2%	0%	2%
Australia	36%	40%	6%	7%	2%	3%	2%	1%	4%
Belgium	38%	27%	20%	11%	1%	0%	1%	1%	2%
Brazil	39%	20%	10%	14%	6%	5%	2%	1%	2%
Canada	38%	43%	4%	7%	0%	1%	1%	1%	5%
Chile	28%	23%	12%	24%	2%	5%	2%	1%	2%
China	24%	13%	33%	12%	4%	4%	9%	1%	1%
Colombia	38%	11%	16%	17%	9%	4%	4%	0%	1%
France	47%	27%	10%	8%	2%	1%	2%	2%	3%
Germany	33%	31%	21%	7%	2%	1%	2%	2%	1%
Great Britain	65%	16%	6%	5%	1%	2%	2%	2%	2%
Hungary	38%	23%	18%	11%	1%	1%	5%	1%	1%
India	22%	11%	21%	11%	19%	5%	6%	3%	2%
Italy	42%	29%	13%	6%	3%	1%	2%	2%	2%
Japan	29%	33%	27%	6%	2%	1%	1%	1%	1%
Malaysia	13%	41%	8%	6%	24%	4%	1%	2%	2%
Mexico	36%	16%	11%	22%	5%	6%	2%	0%	1%
Netherlands	26%	20%	45%	3%	2%	1%	1%	0%	2%
Norway	44%	32%	9%	6%	1%	1%	4%	2%	1%
Peru	29%	9%	13%	32%	5%	7%	3%	1%	2%
Poland	35%	23%	18%	16%	1%	0%	3%	2%	2%
Saudi Arabia	30%	31%	7%	6%	3%	8%	6%	3%	7%
South Africa	38%	30%	6%	10%	1%	11%	1%	1%	3%
South Korea	47%	13%	10%	21%	0%	1%	6%	1%	1%
Spain	55%	18%	6%	12%	2%	1%	2%	2%	1%
Sweden	43%	26%	19%	7%	1%	1%	1%	1%	2%
Turkey	49%	18%	9%	13%	1%	2%	5%	1%	1%
United States	34%	47%	6%	3%	1%	1%	1%	1%	6%

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MODO PRINCIPAL PARA DISTANCIA DE 2KM

P ¿Qué medio de transporte usa con mayor frecuencia para distancias cortas de alrededor de 2km en su barrio

Promedio de 28 países

		Global Country Average	Caminar	Auto propio	Bicicleta	Transporte Público	Motocicleta o ciclomotor	Taxi o vehículo compartido	Comb. Transporte público + alquiler de bicicleta o scooter	Scooter eléctrico	Otro
		Global Country Average	37%	25%	14%	12%	4%	3%	3%	1%	2%
Género	Masculino		35%	25%	16%	10%	5%	3%	3%	2%	2%
	Femenino		39%	25%	12%	13%	3%	3%	3%	1%	2%
Edad	Bajo 35		34%	19%	15%	15%	5%	4%	4%	2%	3%
	35 a 49		36%	26%	15%	11%	4%	3%	3%	1%	2%
	50 a 74		40%	30%	13%	9%	2%	2%	1%	0%	2%
Hábitat	Rural		35%	34%	15%	6%	4%	1%	2%	1%	3%
	Ciudad pequeña		40%	26%	15%	10%	4%	2%	2%	1%	2%
	Ciudad mediana		35%	24%	15%	12%	5%	3%	3%	2%	2%
	Suburbios de una ciudad grande		35%	28%	12%	11%	4%	3%	3%	1%	3%
	Ciudad grande		38%	19%	14%	16%	3%	4%	4%	1%	2%
Ingreso del hogar	Bajo		36%	19%	13%	16%	5%	4%	3%	1%	4%
	Medio		36%	25%	13%	12%	4%	4%	3%	2%	2%
	Alto		36%	28%	16%	9%	3%	2%	3%	1%	2%
Nivel educativo	Bajo		34%	27%	14%	12%	4%	3%	1%	1%	4%
	Medio		37%	24%	14%	13%	3%	3%	3%	1%	2%
	Alto		38%	25%	15%	10%	4%	3%	4%	1%	1%
Empleo	Empleado		34%	26%	16%	11%	5%	3%	3%	1%	2%
	Empleador/empresario		26%	25%	18%	9%	6%	5%	6%	3%	2%

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OPINIONES SOBRE EL CICLISMO

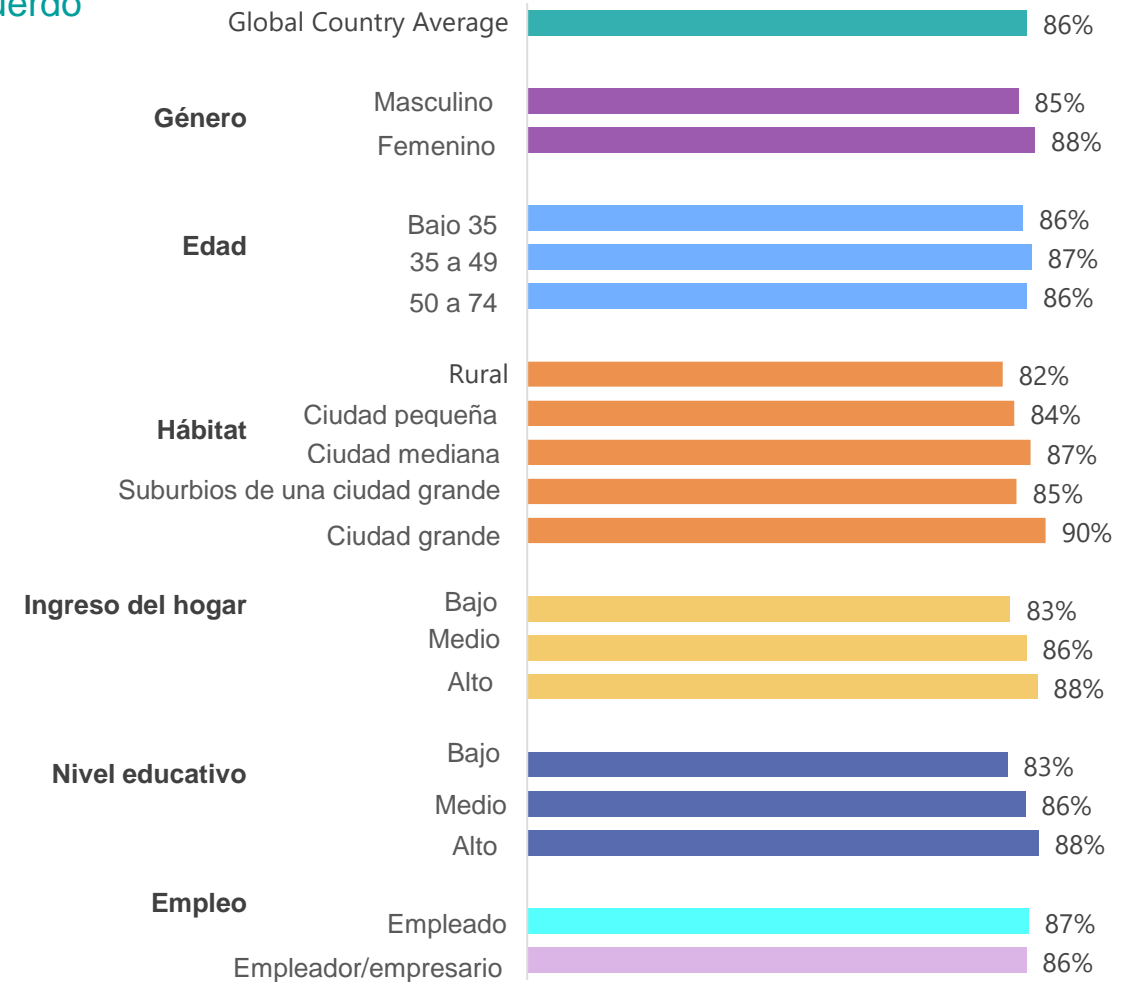
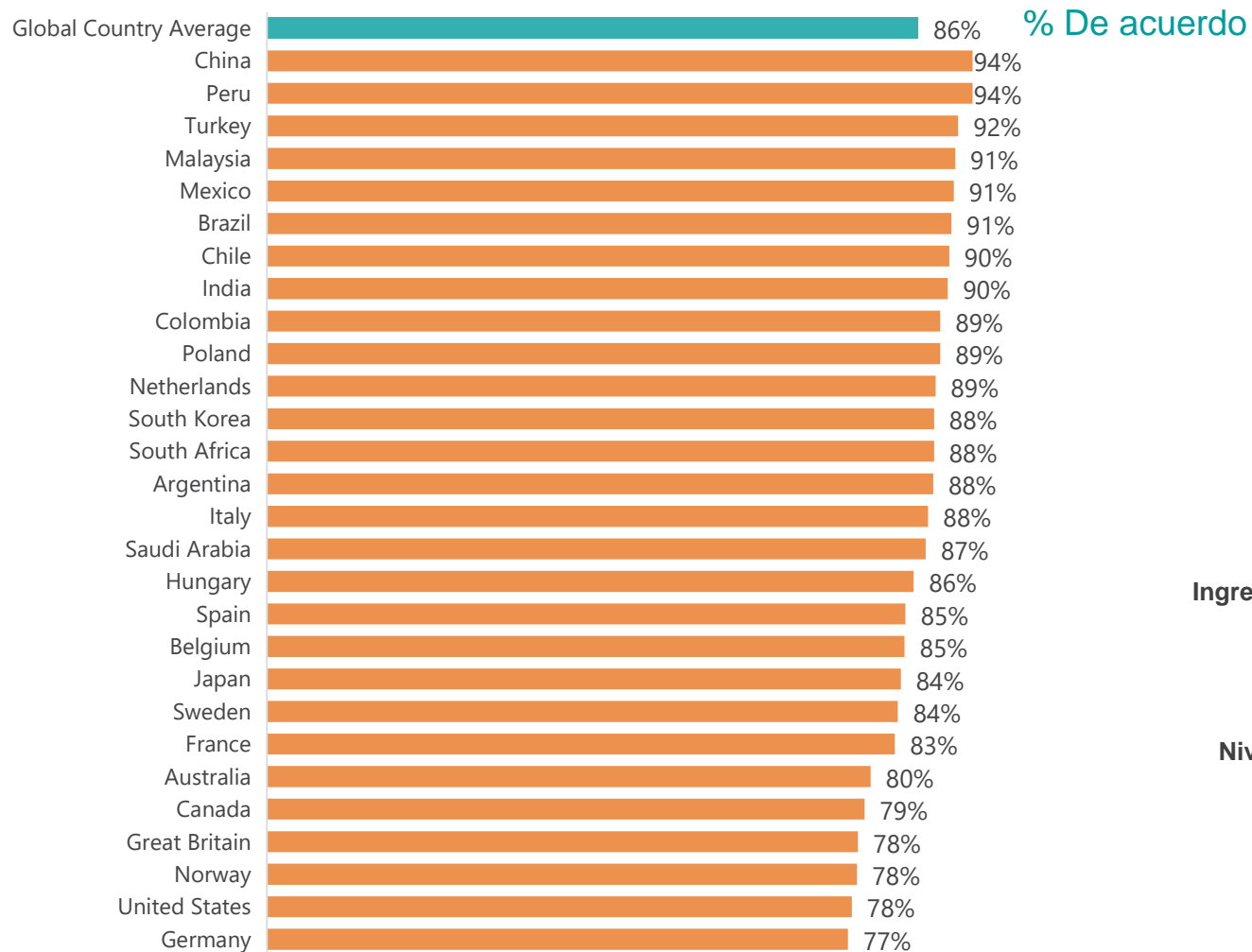
P. Indique en qué medida está de acuerdo o en desacuerdo con las siguientes afirmaciones.

Promedio de 28 países	% De acuerdo	Mayor en:	Menor en:
El ciclismo desempeña un papel importante en la reducción de las emisiones de carbono	86%	Peru/China (94%), Turkey (92%)	Germany (77%)
El ciclismo desempeña un papel importante en la reducción del tránsito	80%	Peru (94%), Brazil/China (91%)	USA (62%)
El ciclismo es una tendencia urbana	68%	Peru (86%), Colombia (83%), Chile (82%)	Hungary (41%)
Los nuevos proyectos de infraestructura de carreteras y tránsito en mi área deberían priorizar las bicicletas en lugar de los automóviles	64%	Peru (86%), Saudi Arabia/Turkey (83%)	Canada (41%)
Los ciclistas en mi área con frecuencia no respetan las reglas ni regulaciones de tránsito	64%	Italy (76%), Saudi Arabia/Spain (73%)	South Africa (43%)
Los ciclistas representan un peligro para los peatones tanto como los automóviles y motos	59%	Japan (82%), Australia/Germany/Italy (70%)	Brazil (42%)
Los ciclistas representan un peligro para los conductores	55%	Japan (82%), South Korea (69%), Australia/Italy (68%)	Brazil (36%)
Viajar en bicicleta de un lugar a otro en mi área es demasiado peligroso	52%	Chile/Colombia (70%), Mexico/Peru (68%)	Netherlands (14%)
La infraestructura para ciclismo en mi área es excelente	48%	Netherlands (81%), China (74%), Saudi Arabia (73%)	Japan (28%)

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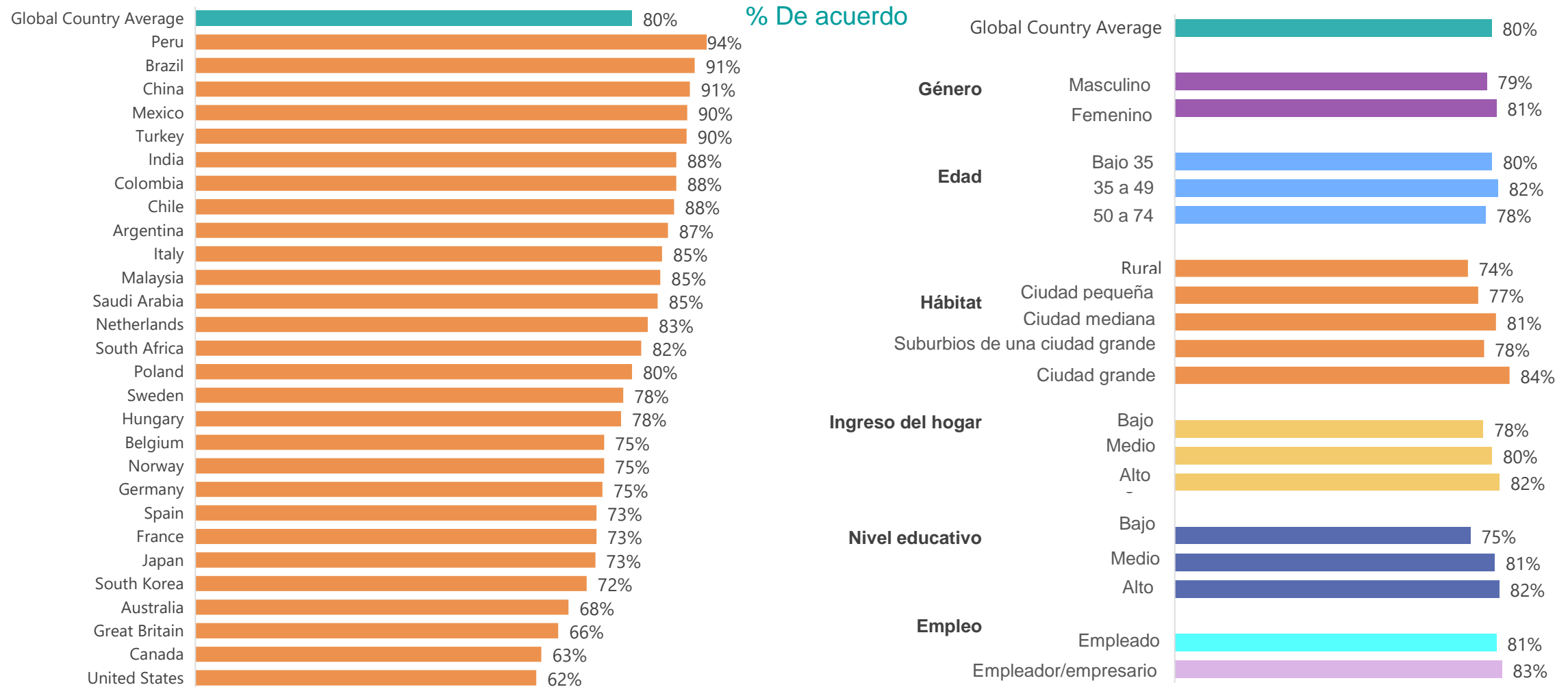
“EL CICLISMO DESEMPEÑA UN PAPEL IMPORTANTE EN LA REDUCCIÓN DE LAS EMISIONES DE CARBONO”



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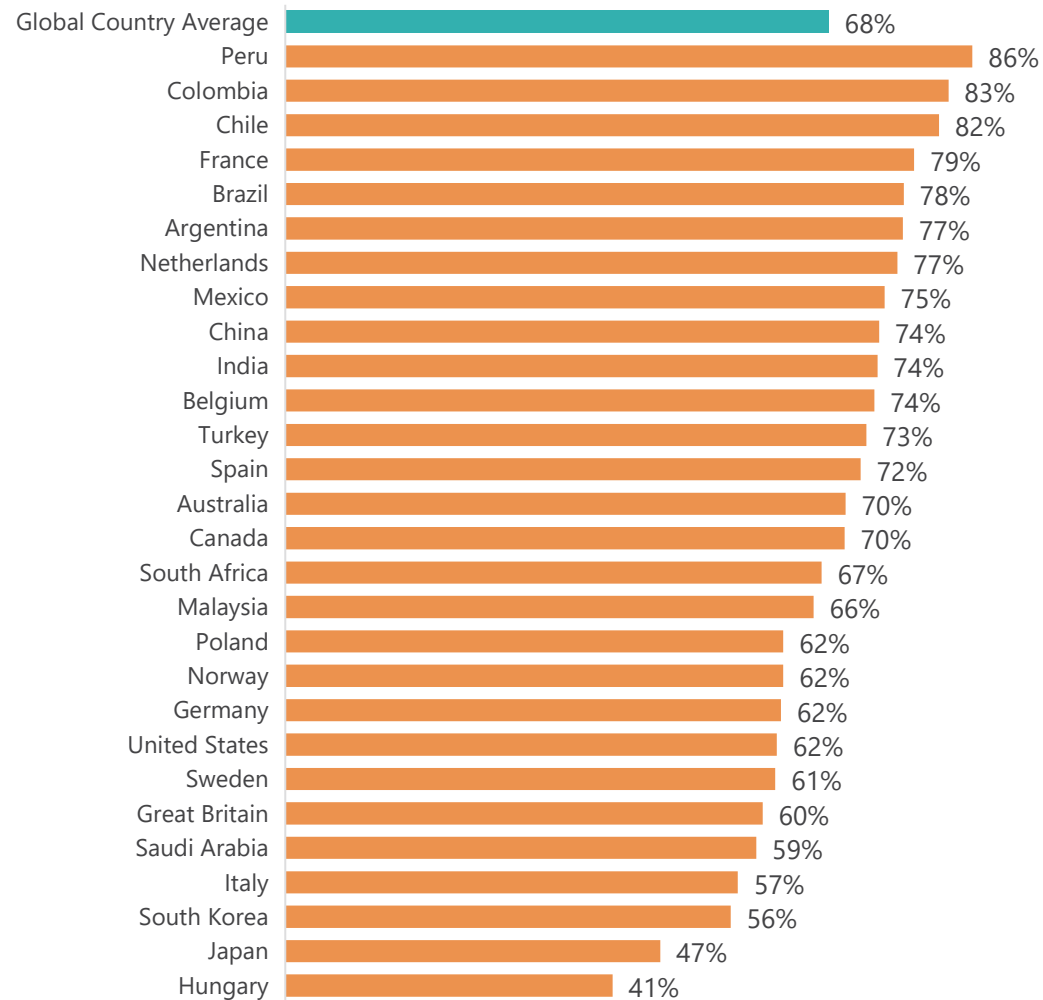
“EL CICLISMO DESEMPEÑA UN PAPEL IMPORTANTE EN LA REDUCCIÓN DEL TRÁNSITO”



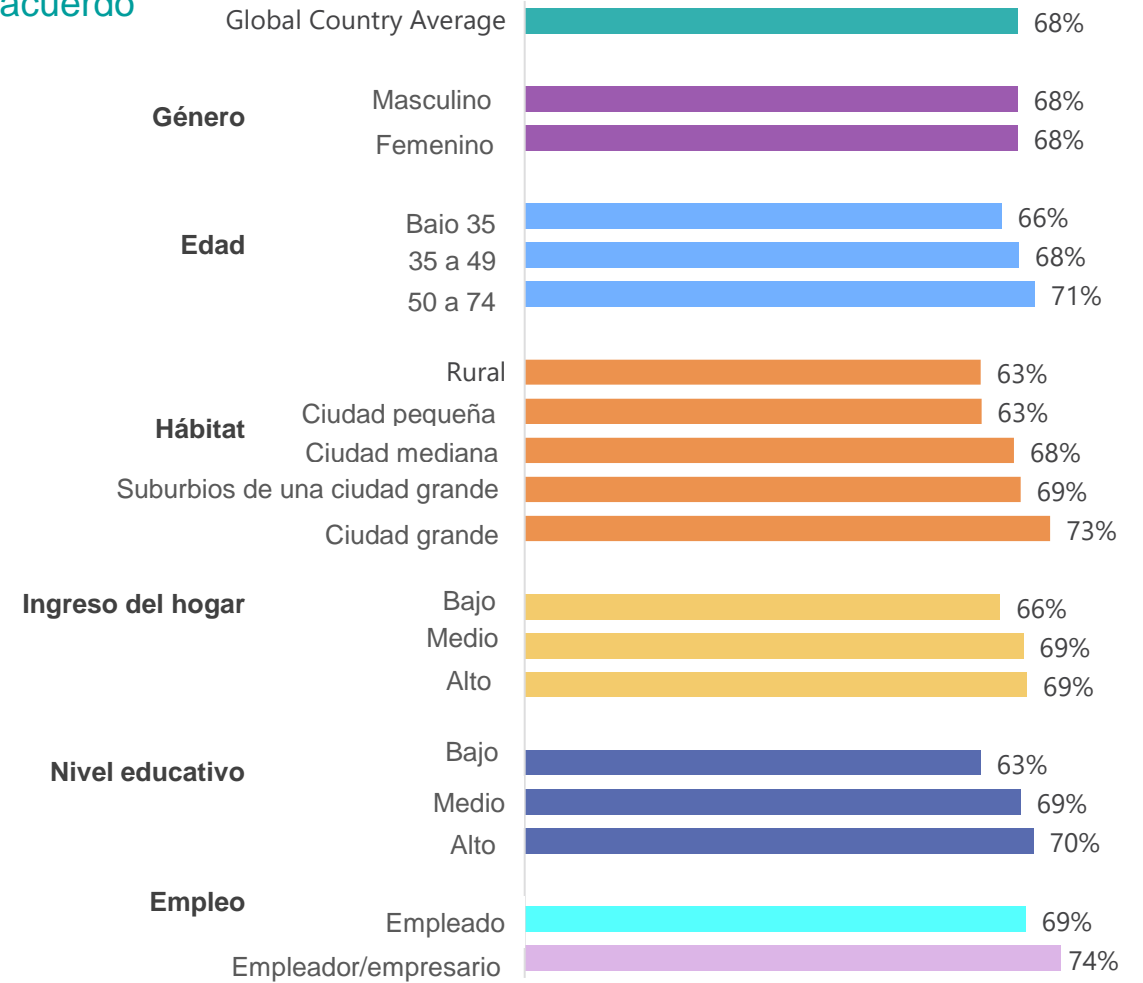
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“EL CICLISMO ES UNA TENDENCIA URBANA”



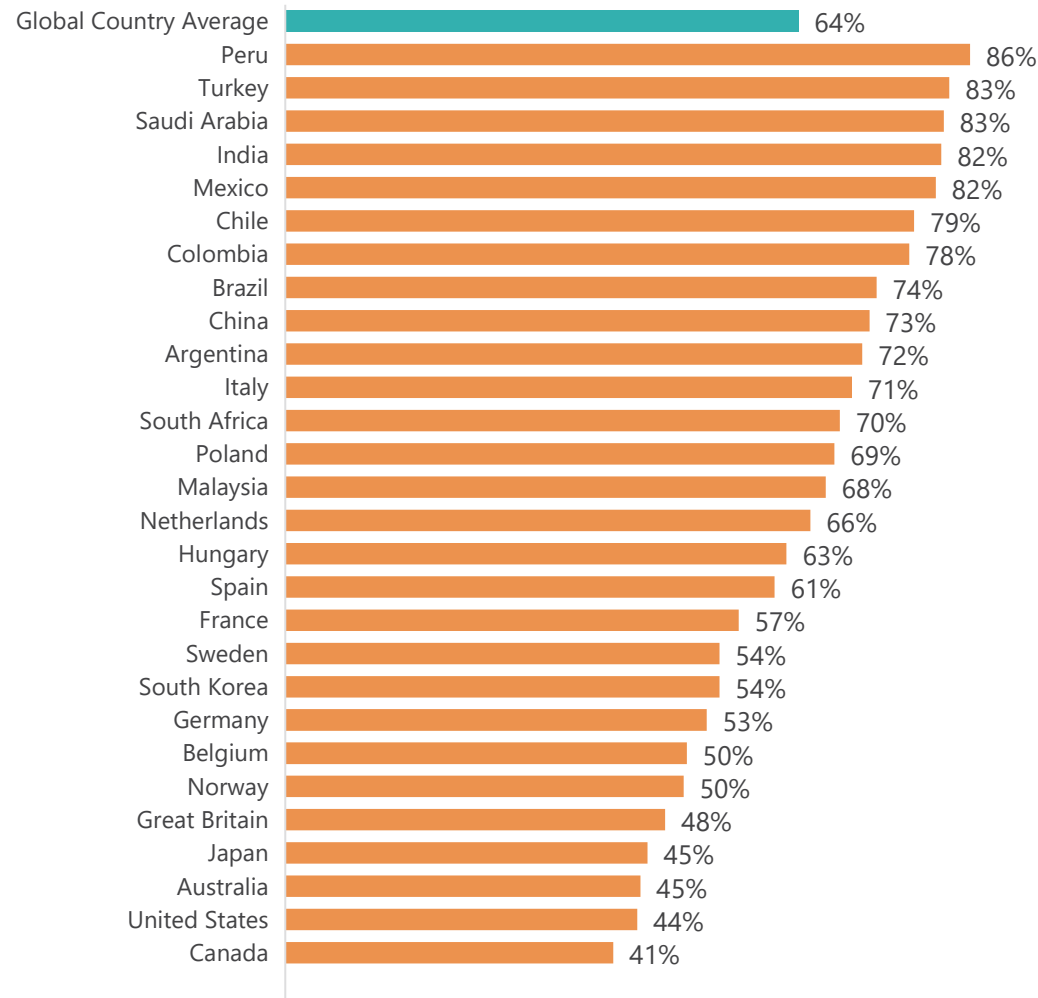
% De acuerdo



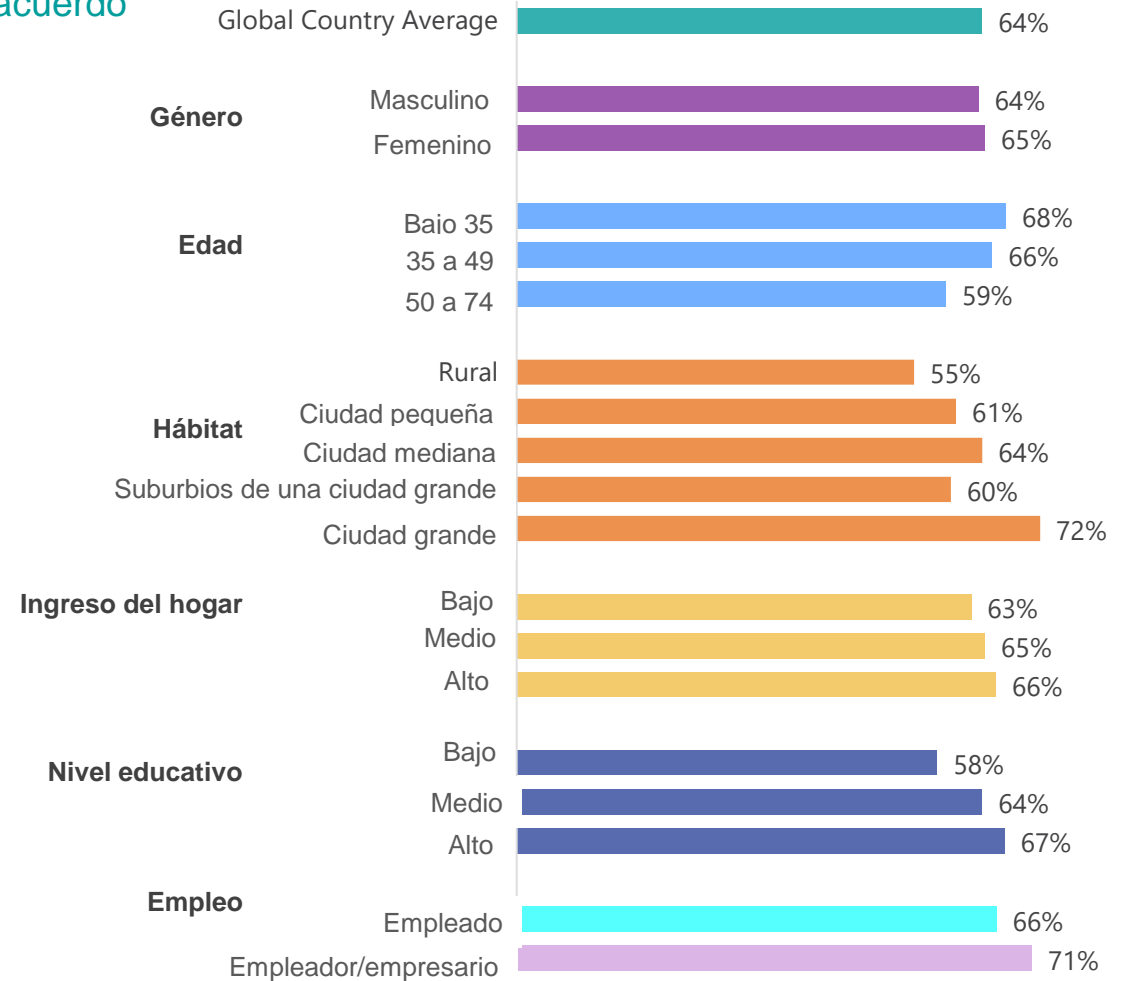
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“LOS NUEVOS PROYECTOS DE INFRAESTRUCTURA DE CARRETERAS Y TRÁNSITO EN MI ÁREA DEBERÍAN PRIORIZAR LAS BICICLETAS EN LUGAR DE LOS AUTOMÓVILES”



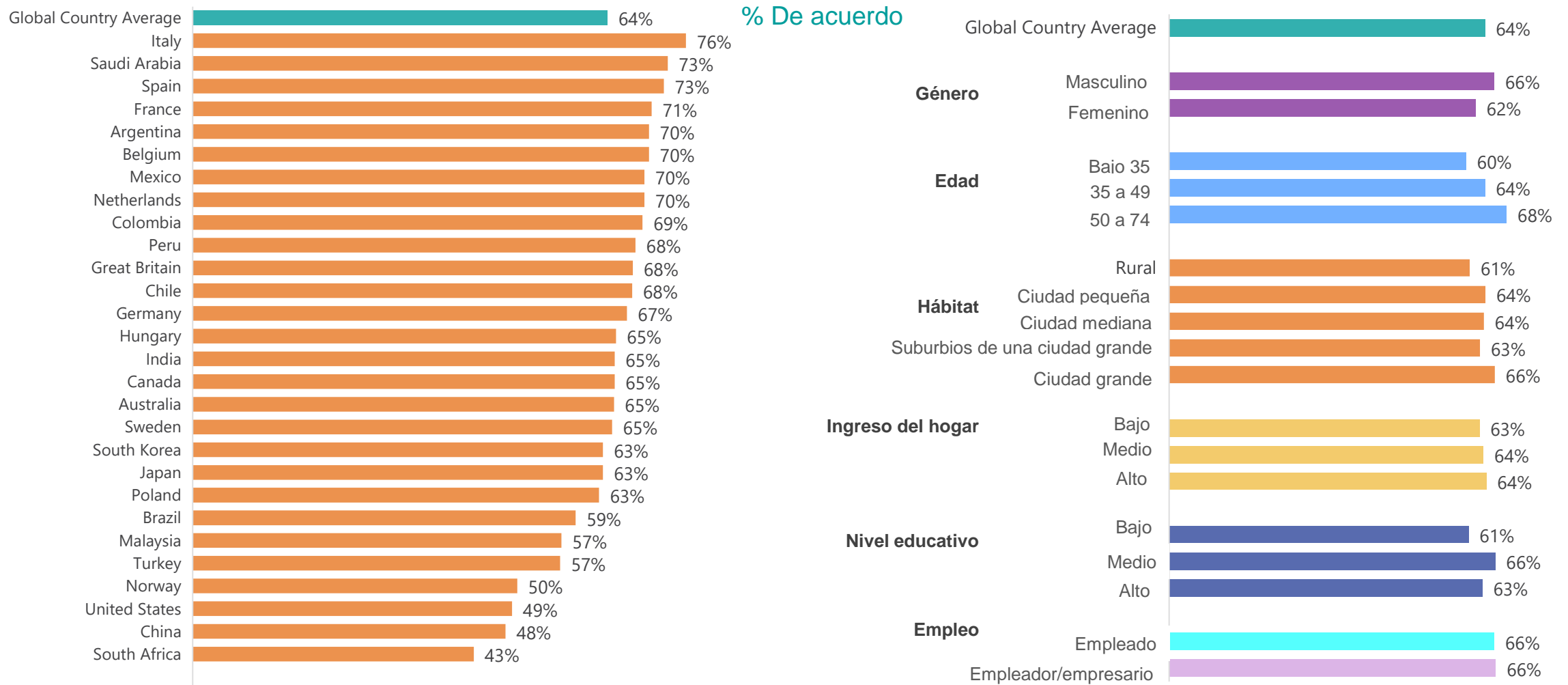
% De acuerdo



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“LOS CICLISTAS EN MI ÁREA CON FRECUENCIA NO RESPETAN LAS REGLAS NI REGULACIONES DE TRÁNSITO”

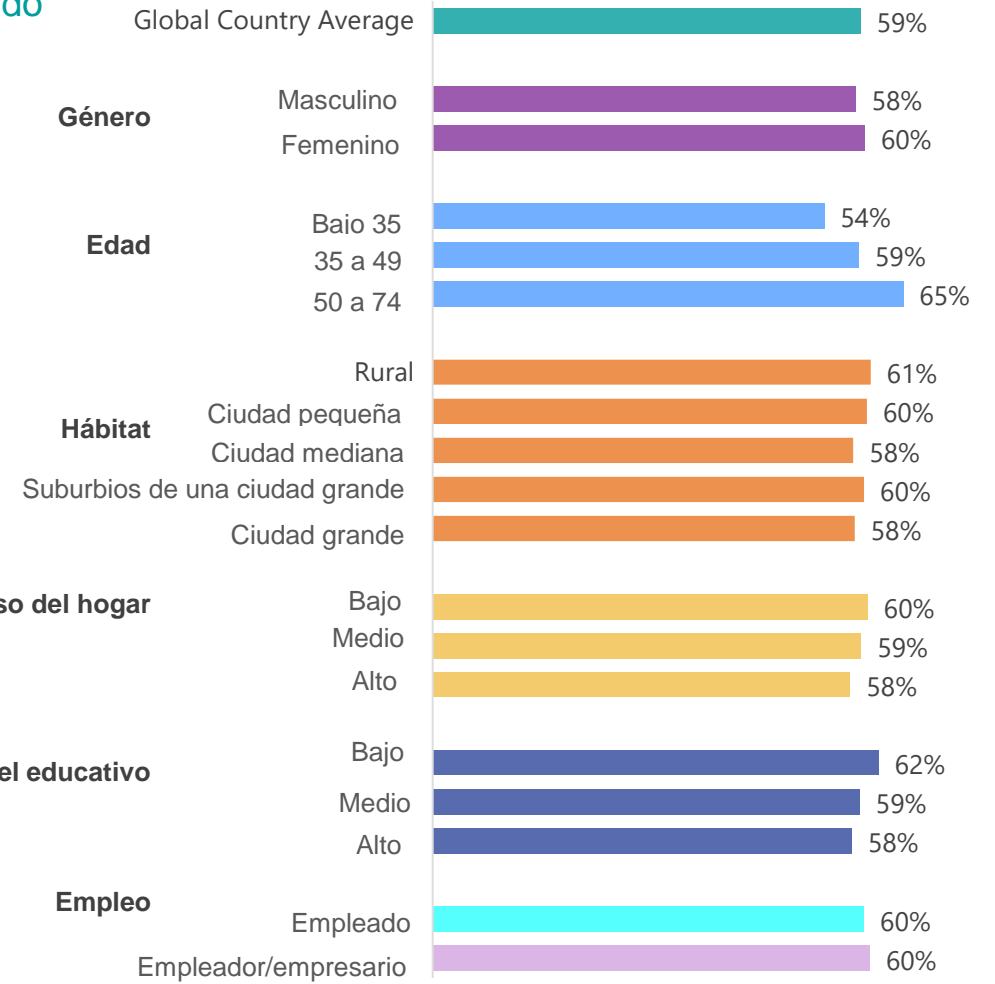
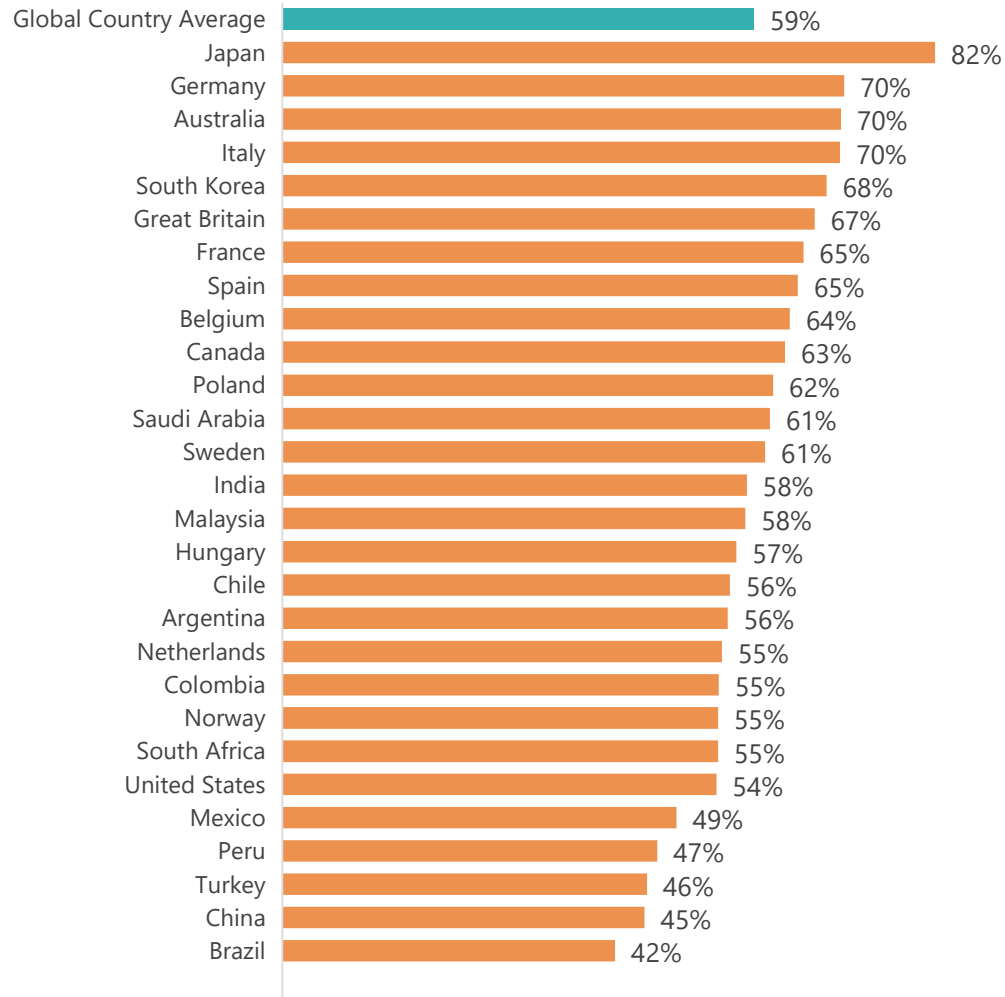


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“LOS CICLISTAS REPRESENTAN TANTO PELIGRO PARA LOS PEATONES COMO LOS AUTOMÓVILES O MOTOCICLETAS”

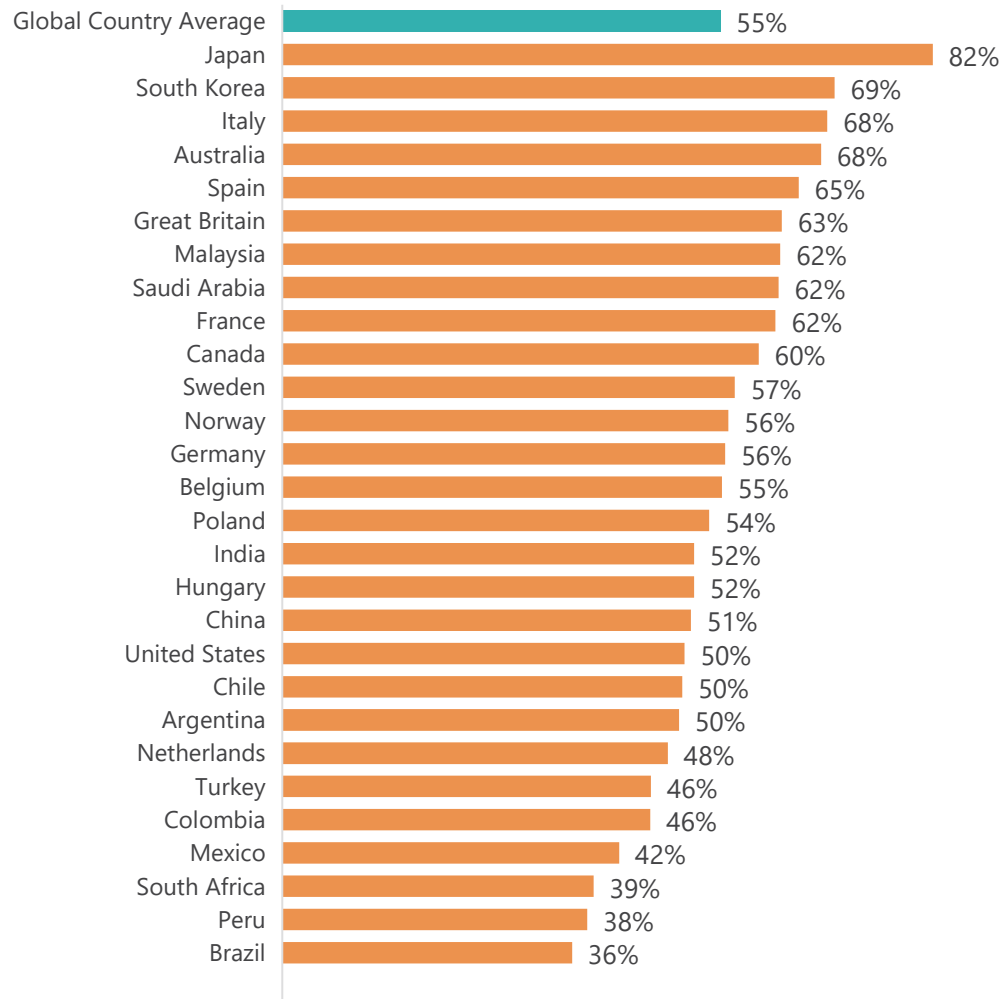
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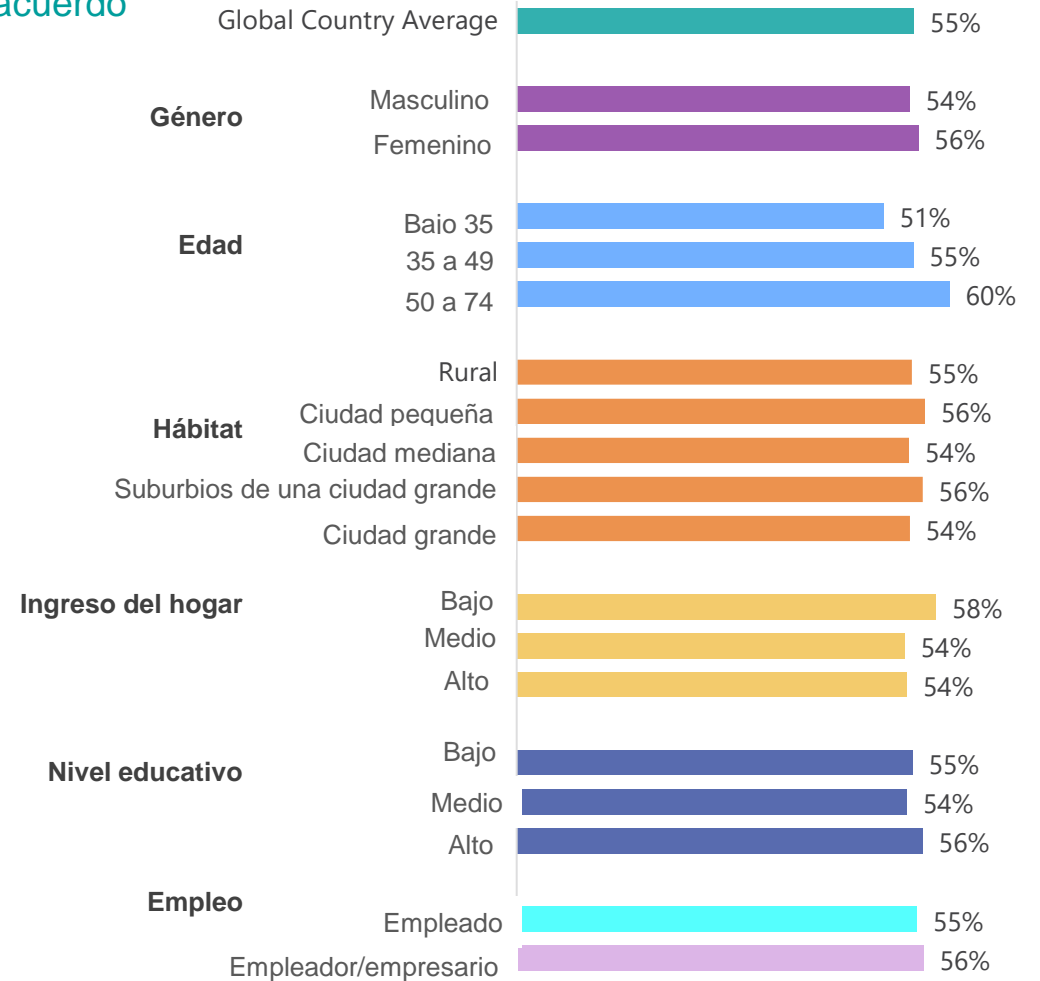
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“LOS CICLISTAS REPRESENTAN UN PELIGRO PARA LOS CONDUCTORES”



% De acuerdo

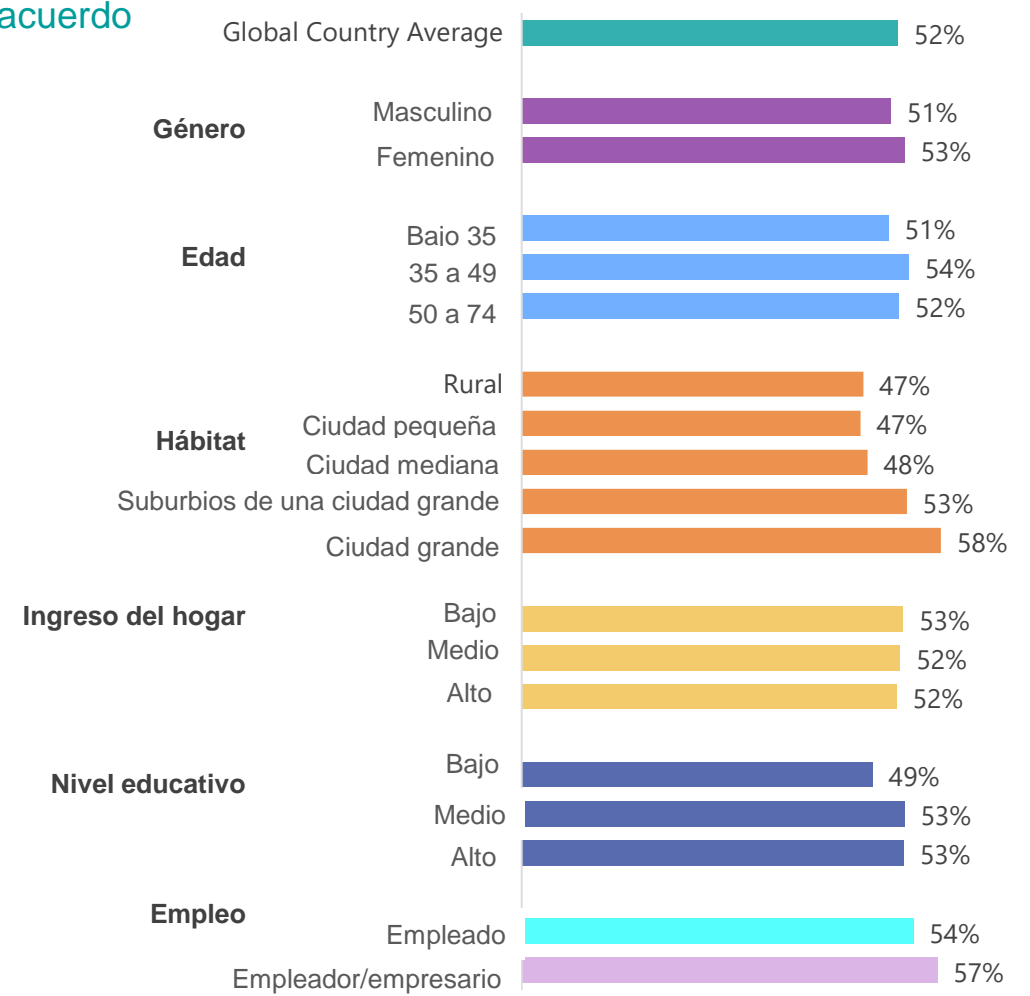
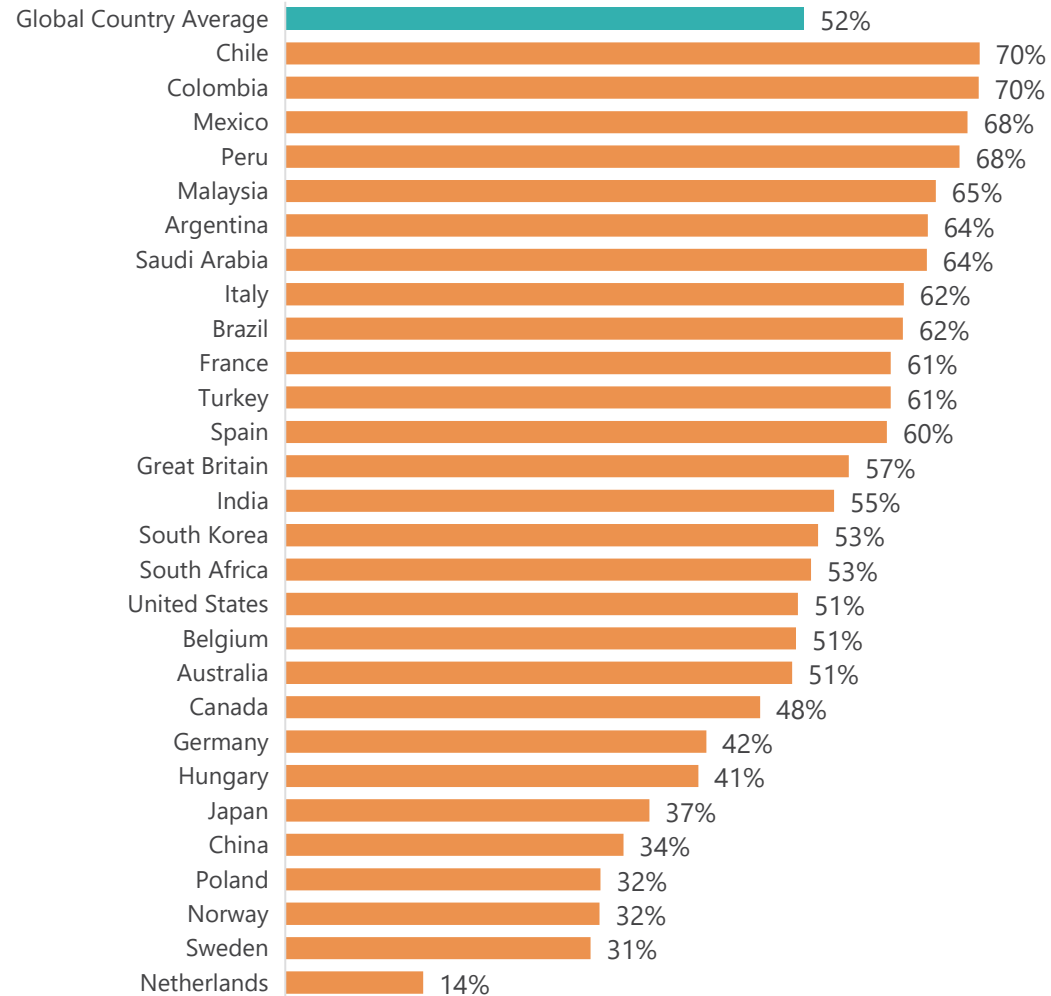


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“VIAJAR EN BICICLETA DE UN LUGAR A OTRO EN MI ÁREA ES DEMASIADO PELIGROSO”

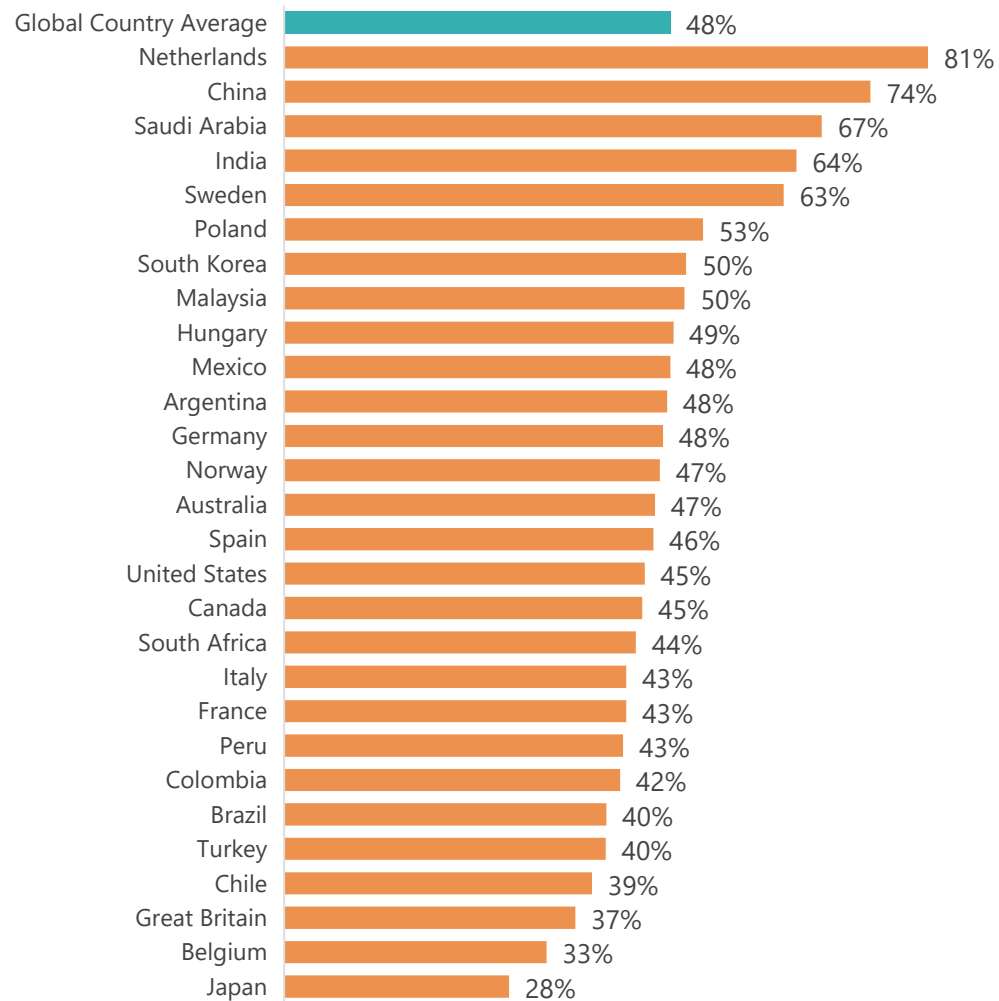
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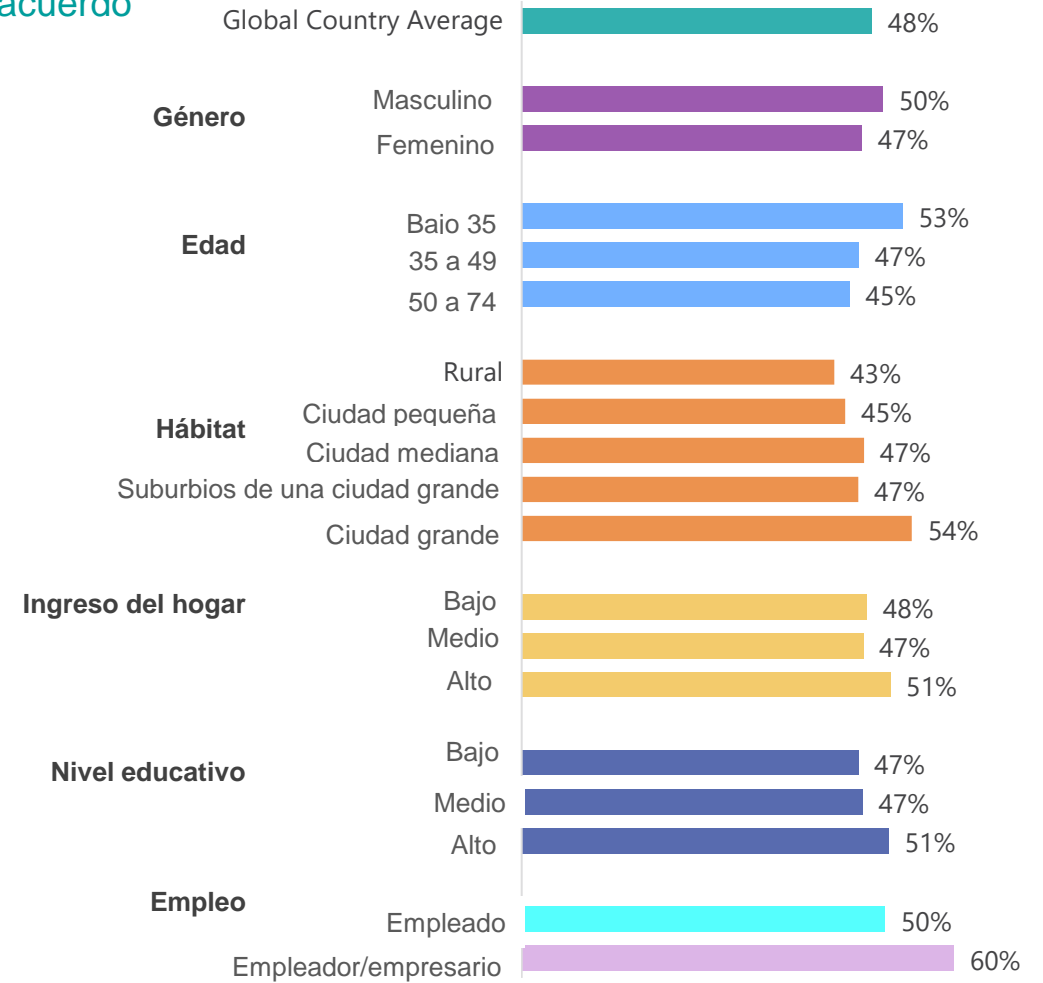
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“LA INFRAESTRUCTURA PARA CICLISMO EN MI ÁREA ES EXCELENTE”



% De acuerdo

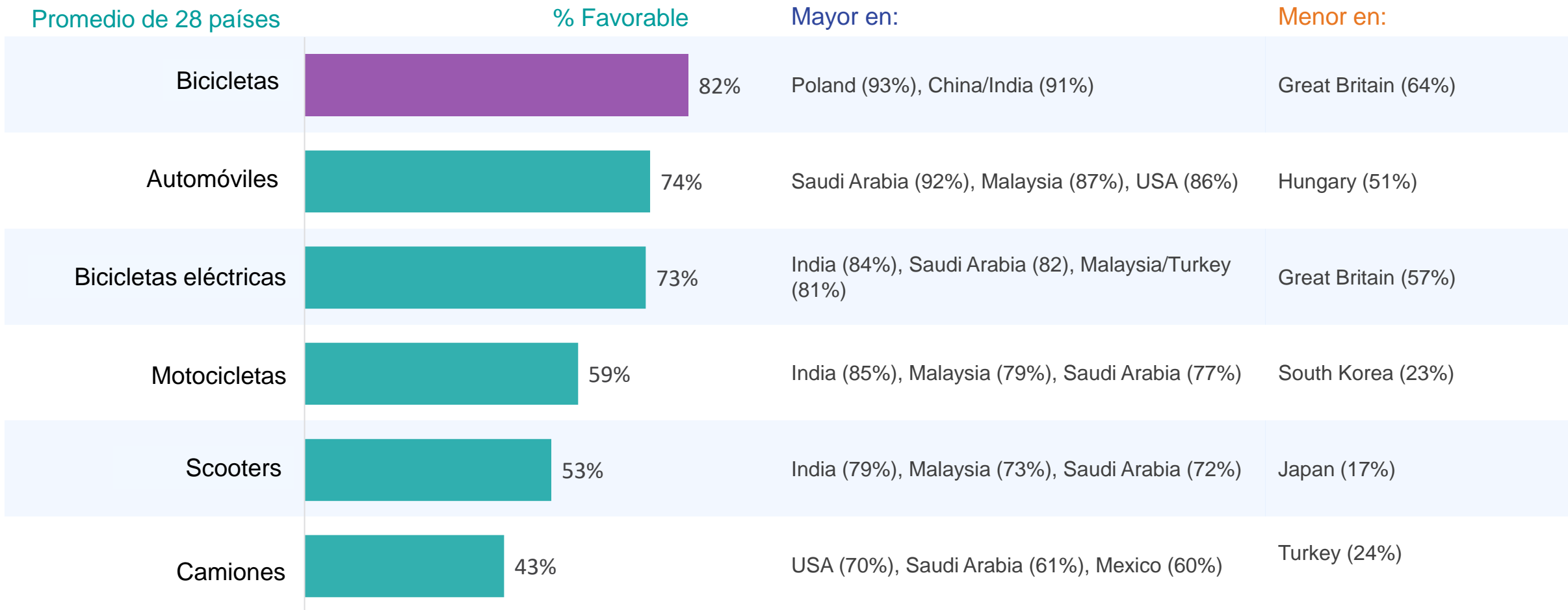


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FAVORABILIDAD POR MODOS DE TRANSPORTE

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?

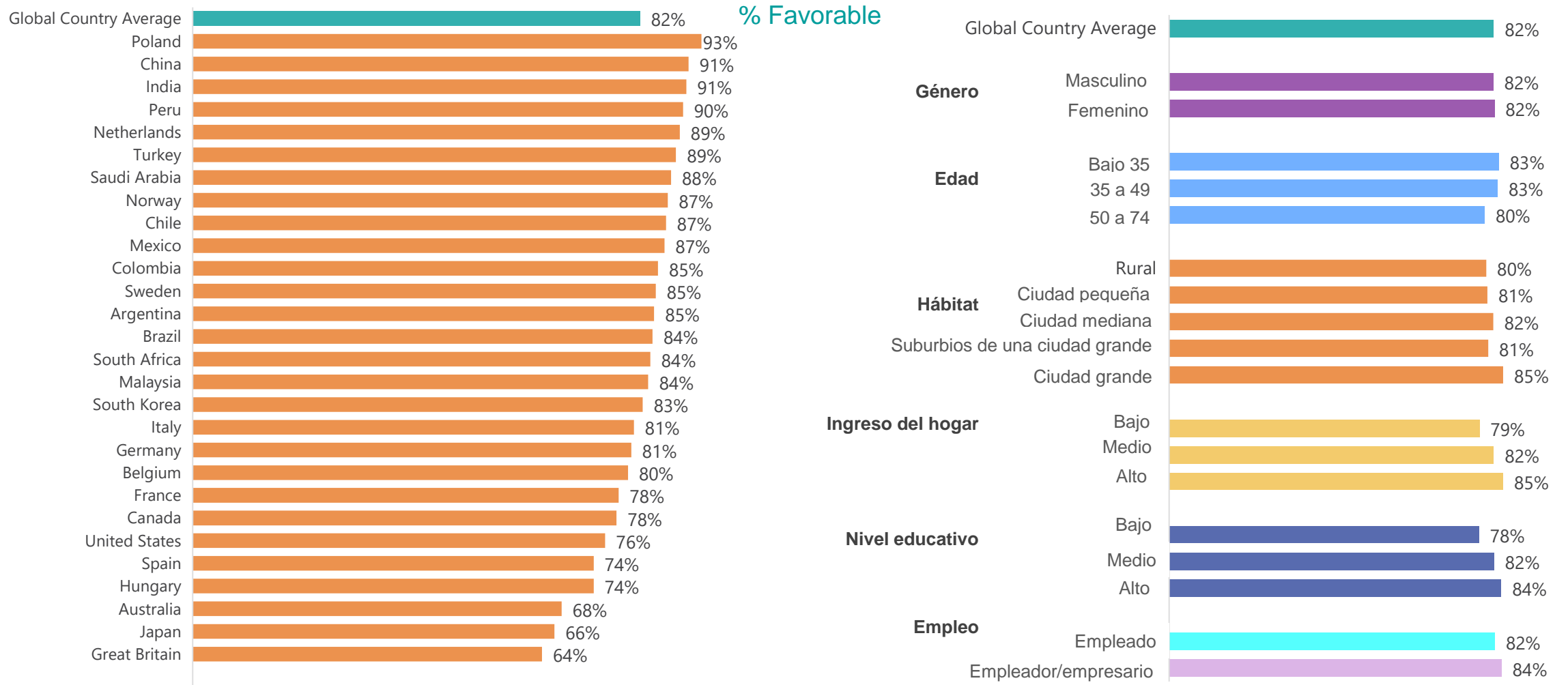


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FAVORABILIDAD HACIA LA BICICLETA

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?

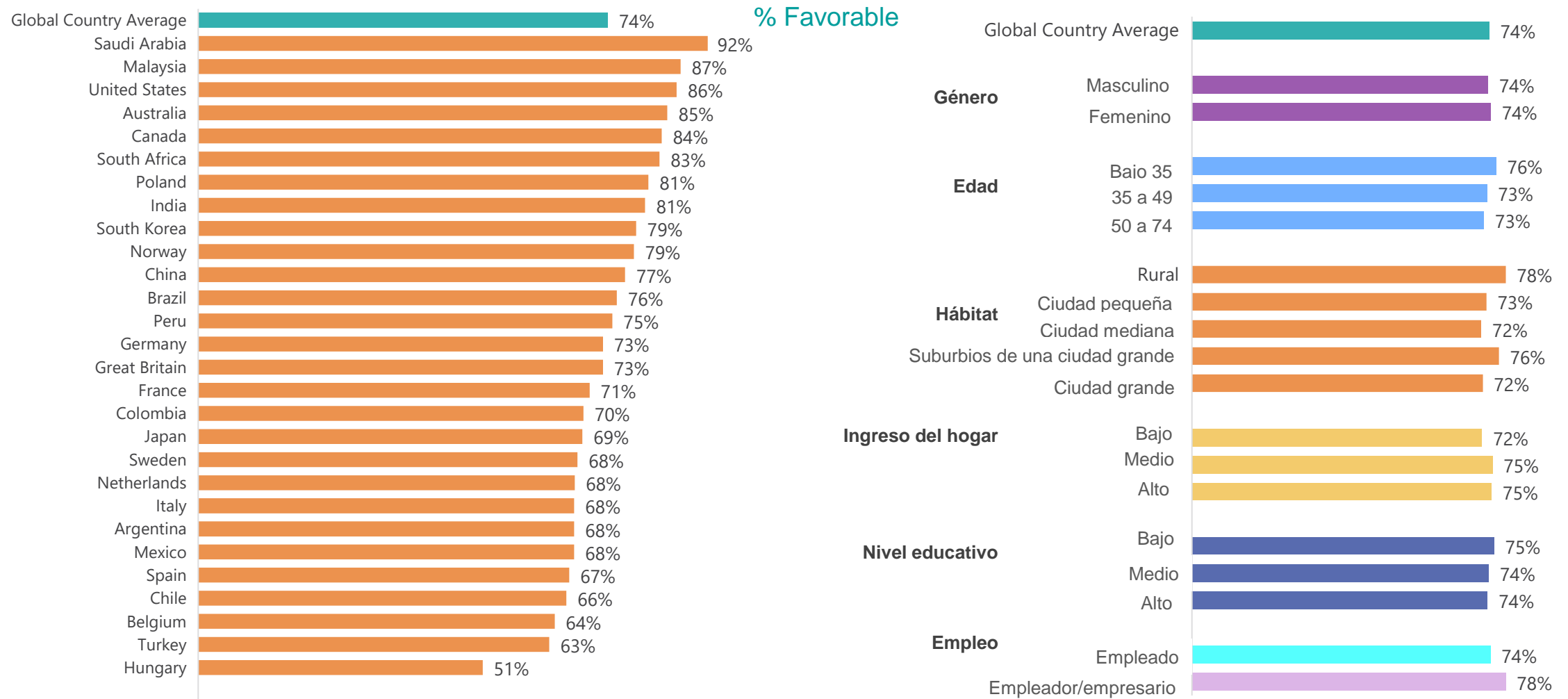


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FAVORABILIDAD HACIA LOS AUTOMÓVILES

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?

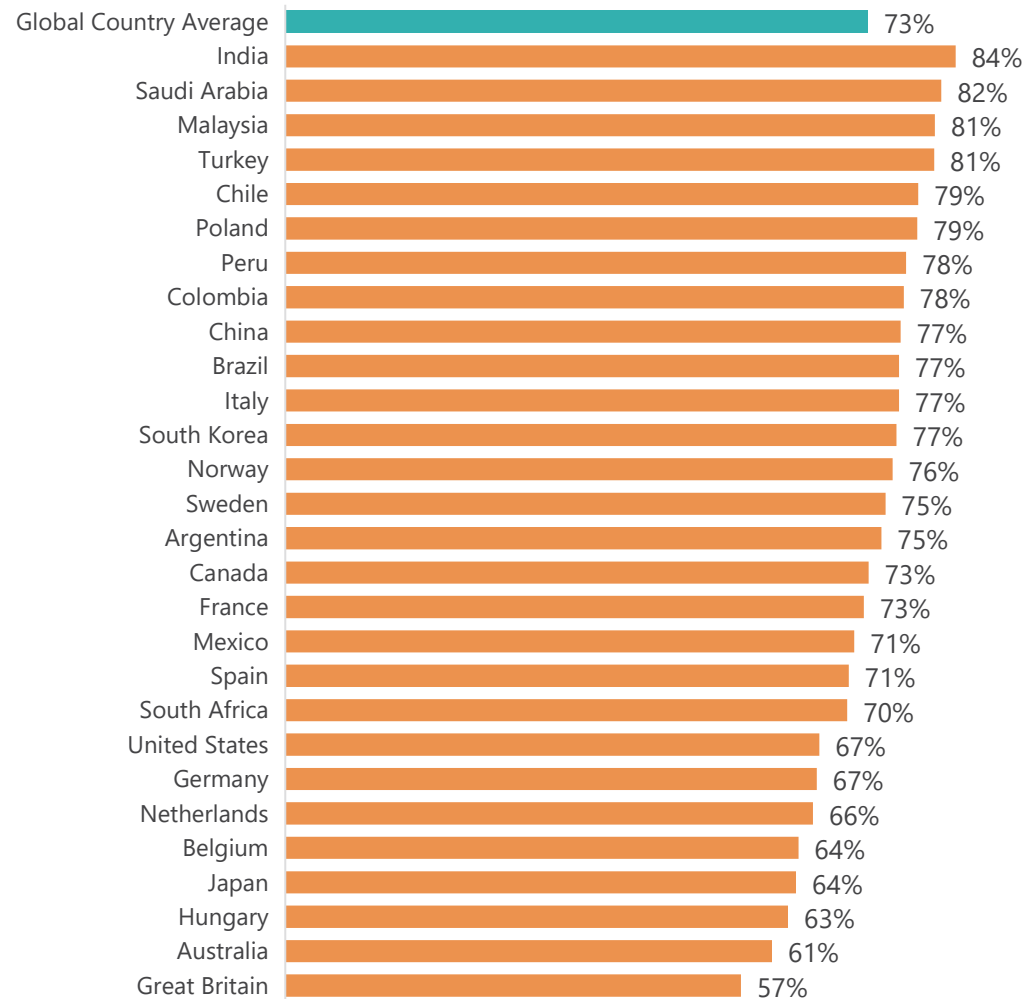


Base: 20, 507 online adults across 28 countries

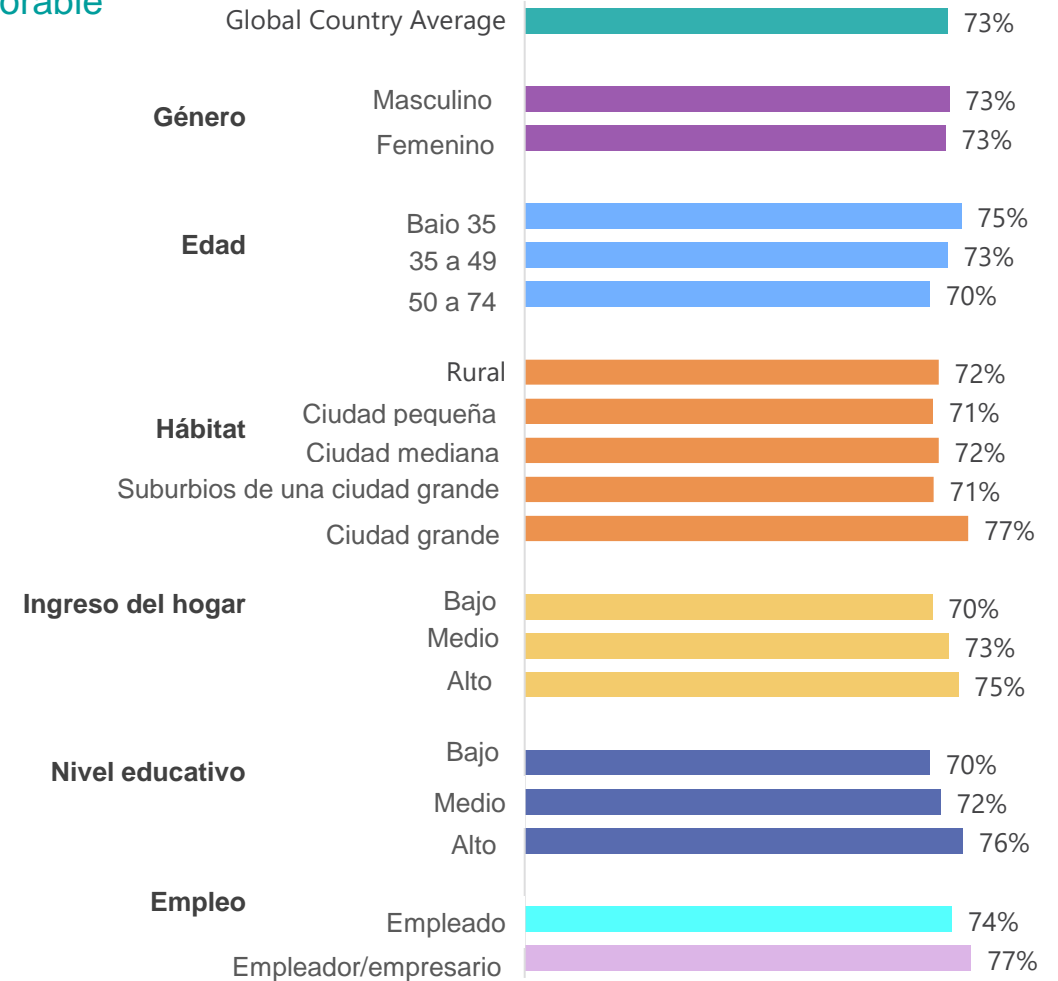
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FAVORABILIDAD HACIA LAS BICICLETAS ELÉCTRICAS

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?



% Favorable

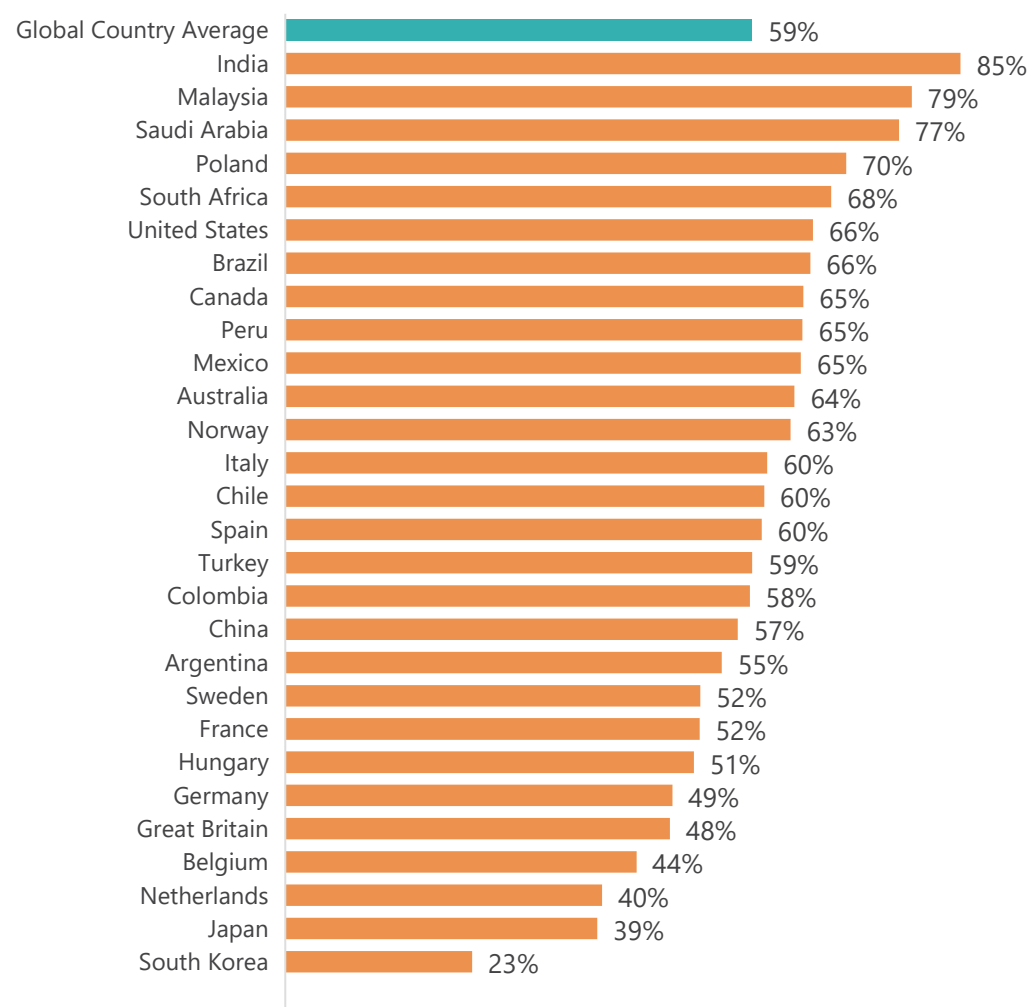


Base: 20, 507 online adults across 28 countries

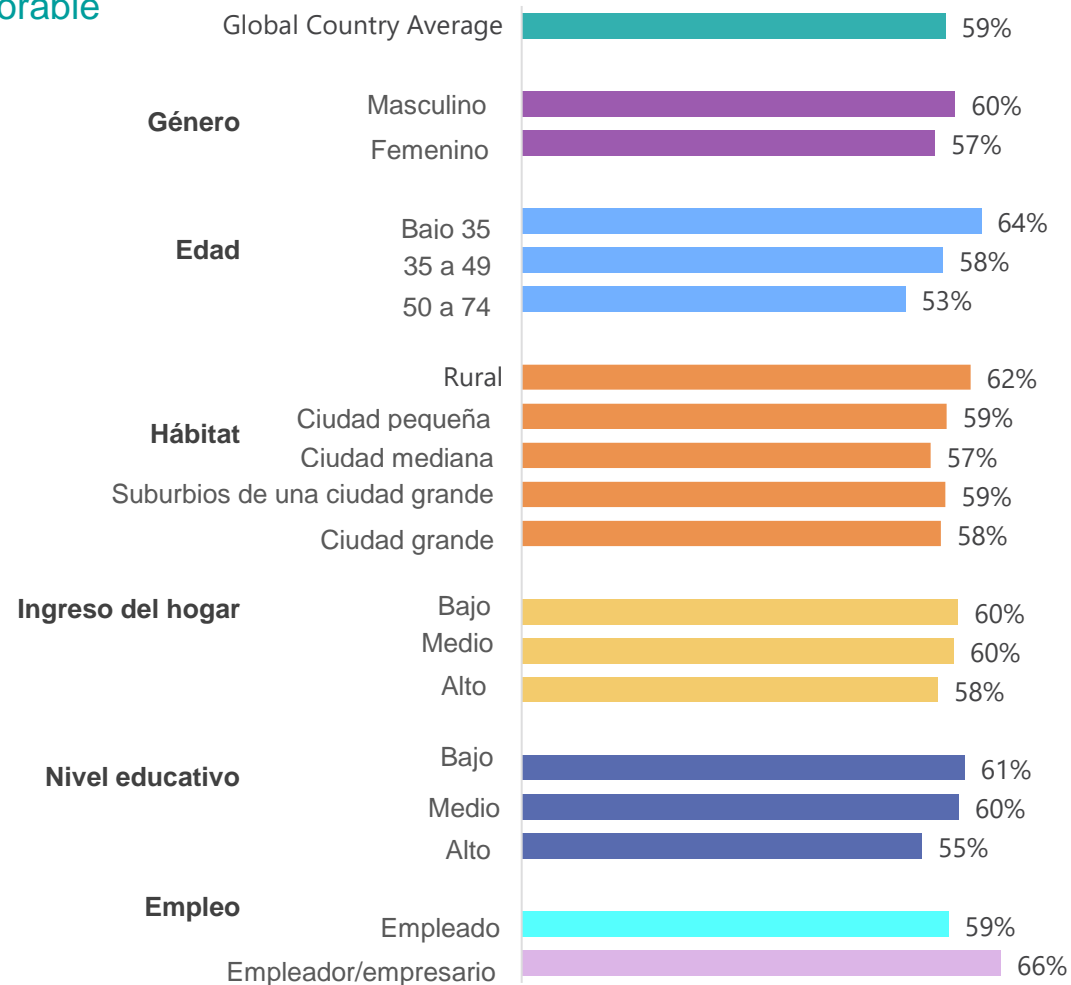
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FAVORABILIDAD HACIA LAS MOTOCICLETAS

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?



% Favorable

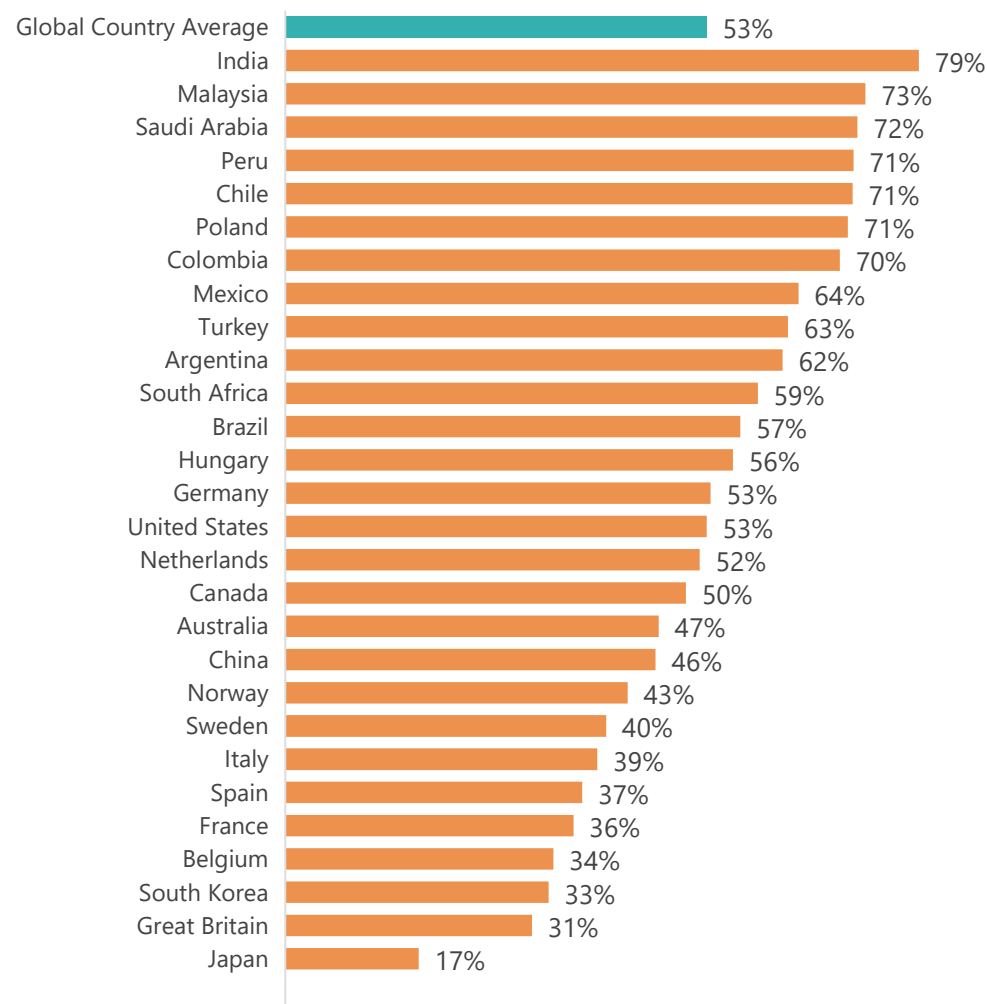


Base: 20, 507 online adults across 28 countries

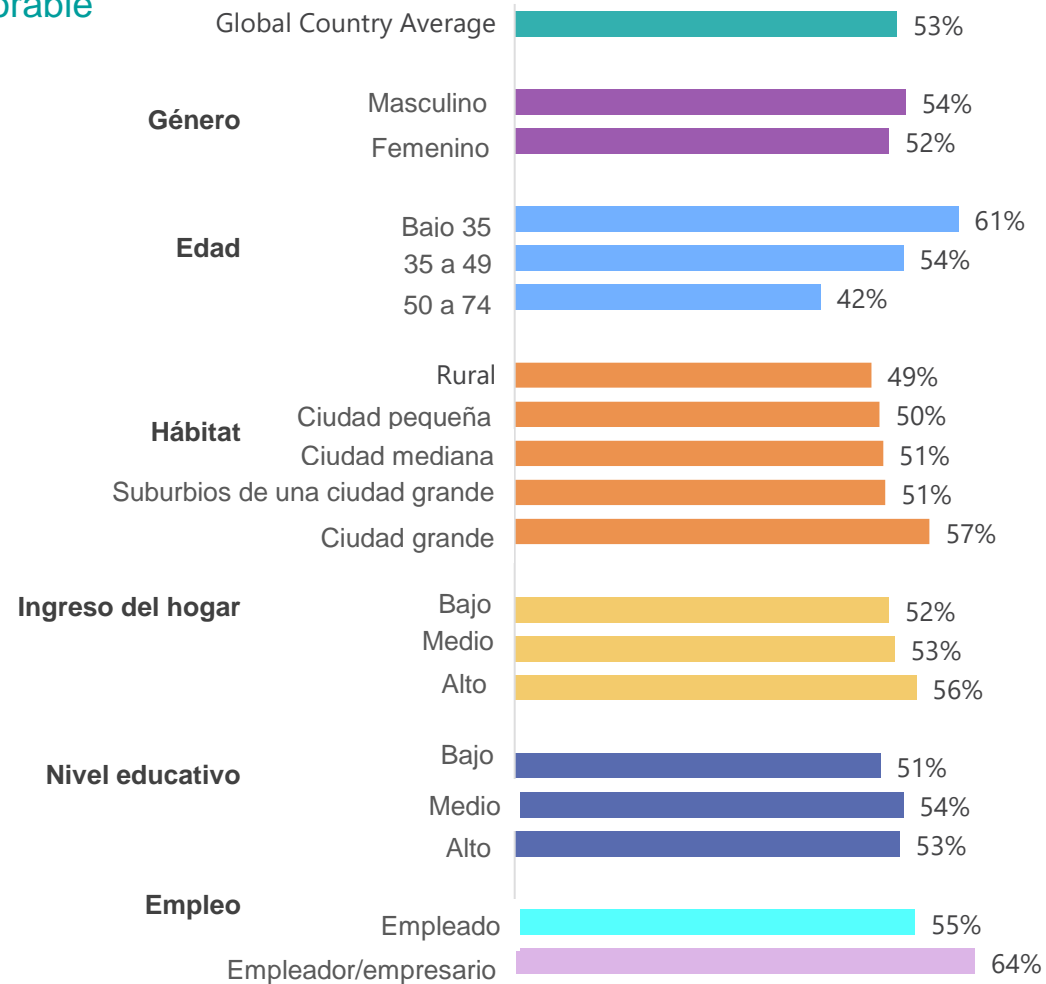
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FAVORABILIDAD HACIA LOS SCOOTERS

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?



% Favorable



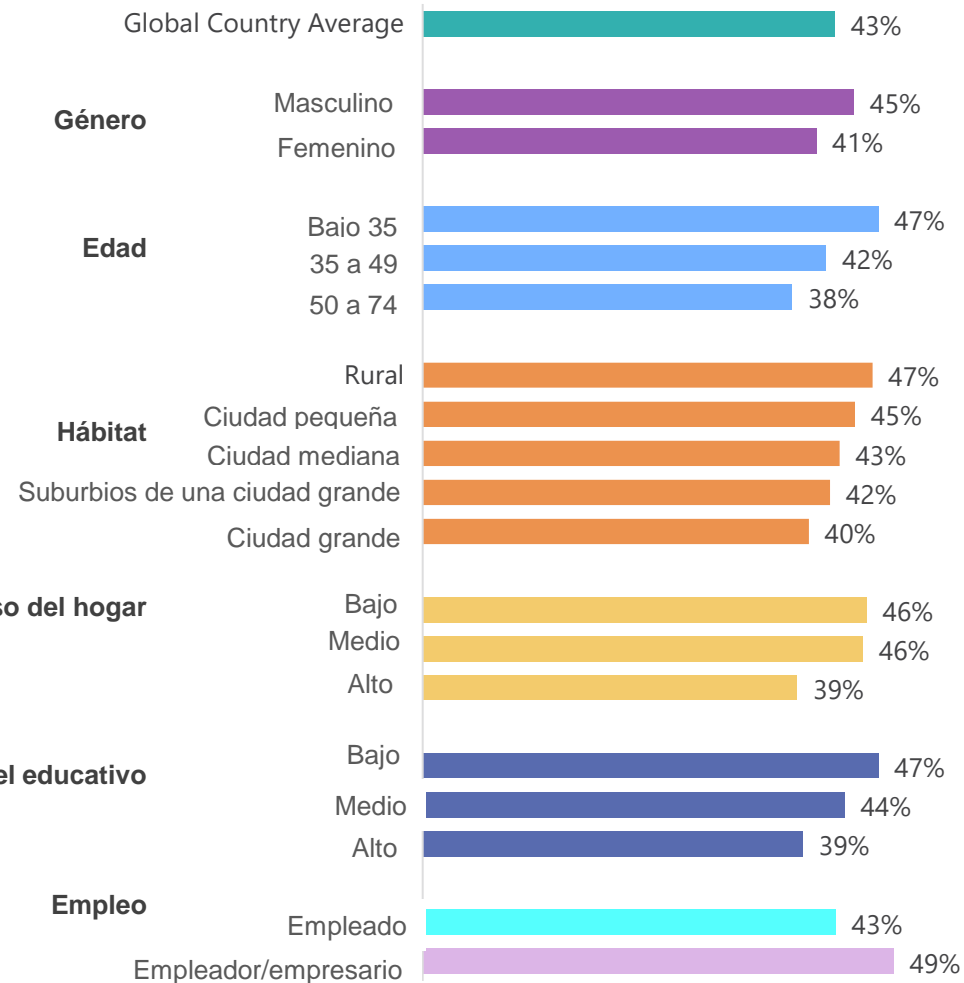
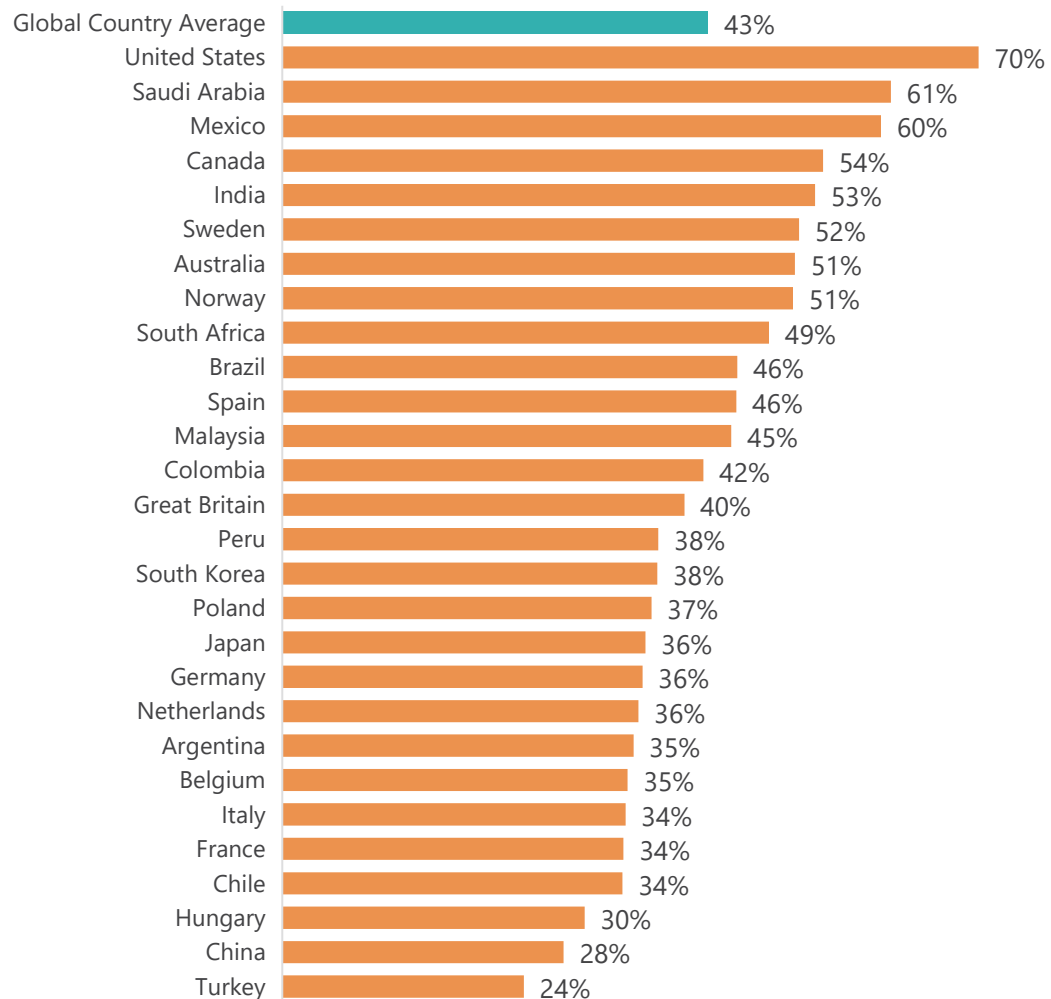
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FAVORABILIDAD HACIA LOS CAMIONES

P. En términos generales, ¿tiene una opinión favorable o desfavorable sobre la forma en que se utilizan los siguientes métodos de transporte en su comunidad?

% Favorable



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Metodología

Estos son los hallazgos de una encuesta de Ipsos en 28 países realizada del 25 de marzo al 8 de abril de 2022, entre 20,057 adultos de 16 a 99 años en Noruega, 18 a 74 en los Estados Unidos, Canadá, Malasia, Sudáfrica y Turquía, y 16 -74 en otros 22 países, a través de la plataforma de encuestas en línea Global Advisor de Ipsos.

La muestra de cada país consta de ca. 1.000 personas en Argentina, Australia, Brasil, Canadá, China (continental), Francia, Alemania, Gran Bretaña, Italia, Japón, España y los Estados Unidos, y ca. 500 personas en Bélgica, Chile, Colombia, Hungría, India, Malasia, México, Noruega, Países Bajos, Perú, Polonia, Arabia Saudita, Sudáfrica, Corea del Sur, Suecia y Turquía.

Las muestras de Argentina, Australia, Bélgica, Canadá, Francia, Alemania, Gran Bretaña, Hungría, Italia, Japón, Países Bajos, Noruega, Polonia, Corea del Sur, España, Suecia y Estados Unidos pueden tomarse como representativas de estos países. ' Población general adulta menor de 75 años.

Las muestras en Brasil, Chile, China (continental), Colombia, India, Malasia, México, Perú, Arabia Saudita, Sudáfrica y Turquía son más urbanas, más educadas y/o más acomodadas que la población general. Los resultados de la encuesta para estos mercados deben verse como un reflejo de las opiniones del segmento más "conectado" de su población.

Los datos se ponderan para que la composición de la muestra de cada mercado refleje mejor el perfil demográfico de la población adulta según los datos del censo más reciente.

El Promedio Global refleja el resultado promedio de todos los países y mercados donde se realizó la encuesta ese año. No se ha ajustado al tamaño de la población de cada país o mercado y no pretende sugerir un resultado total.

Cuando los resultados no suman 100 o la "diferencia" parece ser +/- 1 más/menos que el real, esto puede deberse al redondeo, a las respuestas múltiples o a la exclusión de las respuestas que no sabe o no declaradas.

La precisión de las encuestas en línea de Ipsos se calcula utilizando un intervalo de credibilidad con una encuesta de 1000 con una precisión de +/- 3,5 puntos porcentuales y de 500 con una precisión de +/- 4,8 puntos porcentuales. Para obtener más información sobre el uso de los intervalos de credibilidad de Ipsos, visite el sitio web de Ipsos.

La publicación de estos hallazgos cumple con las normas y reglamentos locales.

SOBRE IPSOS

Ipsos es la tercera mayor empresa de investigación de mercado del mundo, presente en 90 mercados y empleando a más de 18.000 personas.

Nuestros profesionales de la investigación, analistas y científicos han desarrollado capacidades multiespecialistas únicas que brindan información valiosa sobre las acciones, opiniones y motivaciones de los ciudadanos, consumidores, pacientes, clientes o empleados. Nuestras 75 soluciones comerciales se basan en datos primarios provenientes de nuestras encuestas, monitoreo de redes sociales y técnicas cualitativas o de observación.

“Game Changers”, nuestro eslogan, resume nuestra ambición de ayudar a nuestros 5000 clientes a navegar más fácilmente en nuestro mundo en profundo cambio.

Fundada en Francia en 1975, Ipsos cotiza en Euronext Paris desde el 1 de julio de 1999. La empresa forma parte de los índices SBF 120 y Mid-60 y es elegible para el Servicio de Liquidación Diferida (SRD).

Código ISIN FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

En nuestro mundo de cambios rápidos, la necesidad de información confiable para tomar decisiones seguras nunca ha sido tan grande.

En Ipsos creemos que nuestros clientes necesitan más que un proveedor de datos, necesitan un socio que pueda producir información precisa y relevante y convertirla en verdad procesable.

Esta es la razón por la cual nuestros expertos apasionadamente curiosos no solo brindan la medición más precisa, sino que también la moldean para proporcionar una verdadera comprensión de la sociedad, los mercados y las personas.

Para ello utilizamos lo mejor de la ciencia, la tecnología y los conocimientos técnicos y aplicamos los principios de seguridad, simplicidad, velocidad y sustancia a todo lo que hacemos.

Para que nuestros clientes puedan actuar más rápido, más inteligente y más audaz.

En última instancia, el éxito se reduce a una simple verdad:

Actúas mejor cuando estás seguro.



PARA MÁS INFORMACIÓN

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