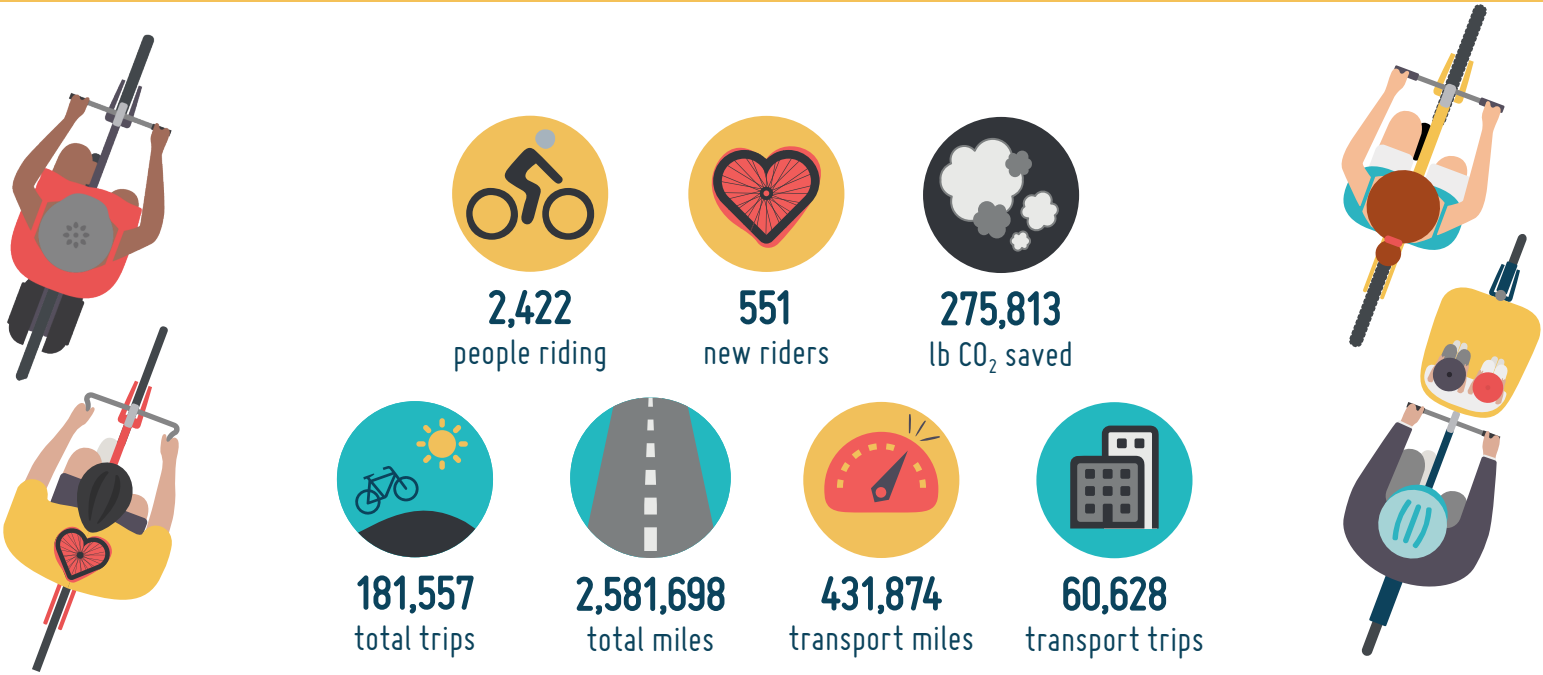
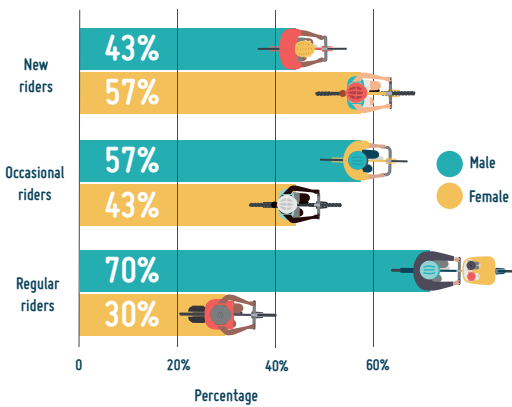


# LOVE TO RIDE ESSEX

ESTABLISHED 2021



## Gender split:



## Motivators to riding:

- Improved fitness **82%**
- Enjoy outdoors **59%**
- Improved health **45%**

## Barriers to riding:

- Bad weather **20%**
- Don't know safe route **14%**
- Distance too far **14%**

	New rider highlight	Wow! Sophia Daniel logged 77 miles in 29 trips
	Notable riders	Janice Edwards logged 2,725 trips
		Alan Silva logged 42,264 miles
Sustainable traveller extraordinaire	Chunda Kayaking logged 1,421 transport trips	

- New riders
- Occasional riders
- Regular riders

