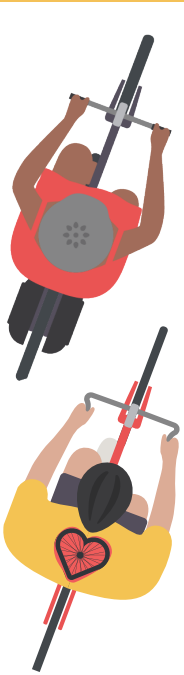


# LOVE TO RIDE FLORIDA

ESTABLISHED 2020



**6,082**  
people riding



**1,216**  
new riders



**206,510**  
lb CO<sub>2</sub> saved



**345,234**  
total trips



**7,138,096**  
total miles



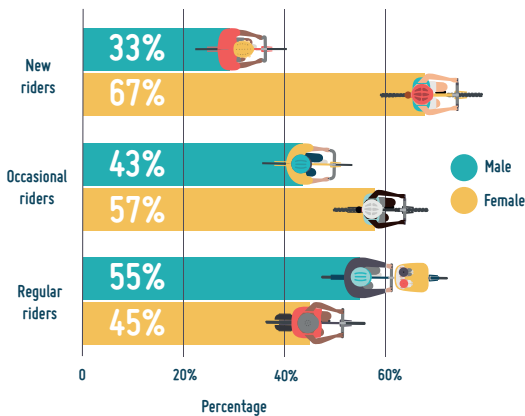
**332,403**  
transport miles



**50,486**  
transport trips



## Gender split:



## Motivators to riding:

- Improved fitness **85%**
- Enjoy outdoors **79%**
- Improved health **46%**

## Barriers to riding:

- No safe route **23%**
- Distance too far **17%**
- Don't feel confident **11%**

	New rider highlight	Wow! Susie Cooke logged 5,225 miles in 294 trips
	Notable riders	Disco Mike logged 4,749 trips
		J P Dewhirst logged 92,652 miles
Sustainable traveller extraordinaire	Stacy L logged 2,938 miles for transportation	

- New riders
- Occasional riders
- Regular riders

