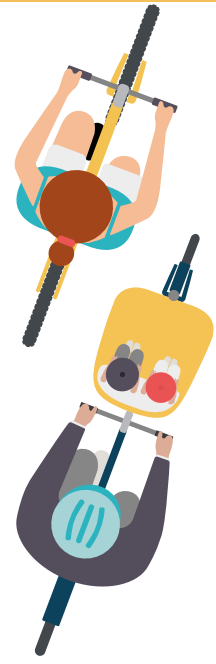
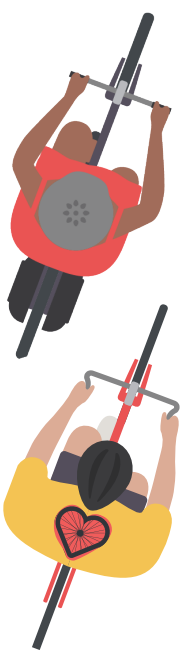


# LOVE TO RIDE SOUTHAMPTON

ESTABLISHED 2018



**4,598**  
people riding



**911**  
new riders



**642,616**  
lb CO<sub>2</sub> saved



**370,626**  
total trips



**4,264,387**  
total miles

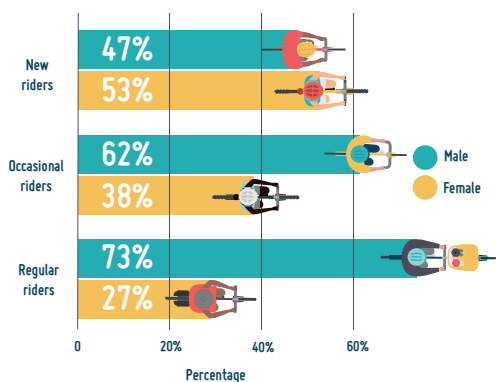


**1,015,153**  
transport miles



**161,172**  
transport trips

## Gender split:



## Motivators to riding:

- Improved fitness **77%**
- Enjoy outdoors **53%**
- Improved health **37%**

## Barriers to riding:

- Bad weather **26%**
- Don't know safe route **14%**
- Distance too far **9%**

	New rider highlight	Wow! Hiei Rode logged 240 miles in 59 trips
	Notable riders	Genevieve Metzger logged 3,798 trips
		Jerry Scott logged 71,267 miles
Sustainable traveller extraordinaire	Michael Turnauer logged 2,836 miles for transportation	

- New riders
- Occasional riders
- Regular riders

