



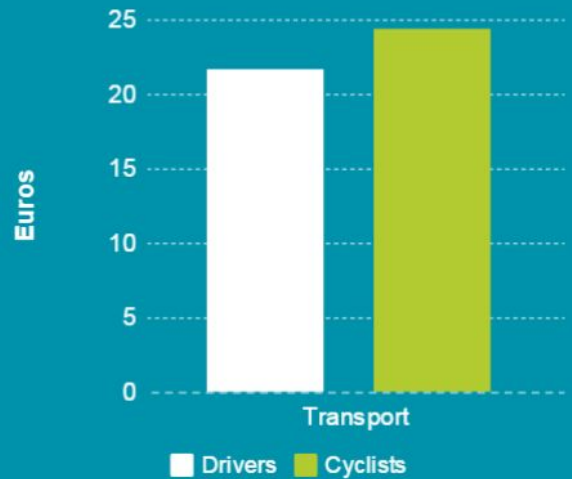
Why increasing cycling benefits local retailers

In EU28, shoppers that travel by bike account for consumption volume of **111bn** euros

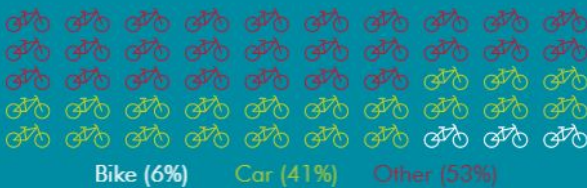


Doubling the cycling modal share in the EU (excluding Croatia) would generate an additional **27bn** euros for local retailers

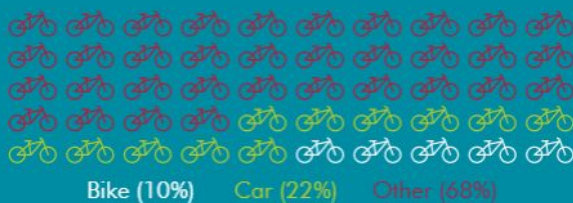
Who spends more per week when shopping?



Perceived Customer Transport Share



Actual Customer Transport Share



Retailers over-estimate the share of their customers that travel by car, and are therefore resistant to schemes that restrict cars. They also mistook the distance most shoppers travel: they thought only **12%** would live within 0.5 miles of the shop - the real figure is **42%**

Changing cities to suit bicycles, not cars, will not reduce business, as many local retailers fear.

In fact, the additional revenue and business brought in by cyclists will more than offset the lost revenue from car drivers.

Cyclists tend to shop more and spend more money when they do. Increasing cycling can only be beneficial to local retailers.

