



Walking and cycling protect the climate

The **Mobility Report 2019** is a status report on cycling and walking in Vienna and presents the most comprehensive combined survey of Vienna's population regarding bicycle and pedestrian traffic that has ever been conducted. The report is based on the evaluation of face-to-face interviews with people walking and cycling in Vienna. Moreover, inhabitants of Vienna were asked by phone and online about their ideas on cycling and walking.

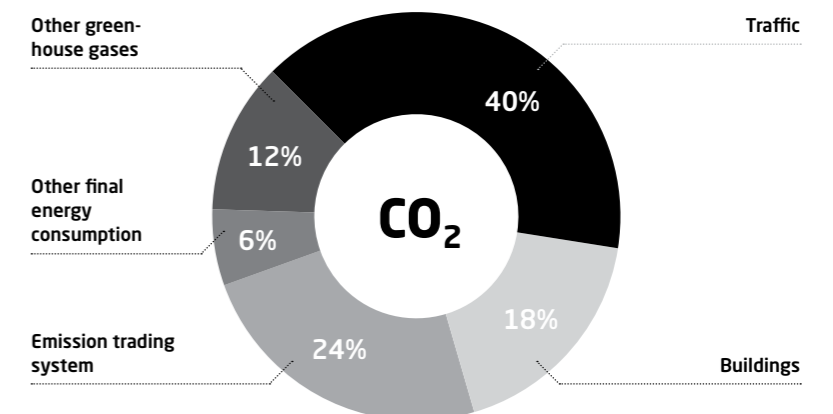
Our traffic behaviour is the key factor to reduce the emission of greenhouse gases and thus to slow down global warming. This is particularly true at the regional level. For in Vienna, too, traffic is the main driver of greenhouse gas emissions. The Viennese know this: For them, climate protection is a prime motive to move through the city on foot or by bike.

Climate protection is important for choosing one's means of transport



Source: Hajek, Peter/Siegl, Alexandra: Aktive Mobilität in Wien. Survey of Vienna's population. On behalf of Mobilitätsagentur Wien GmbH. Vienna, June 2019.

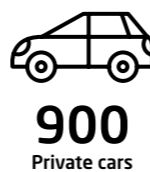
Motorised traffic causes most CO₂ emissions in Vienna



Source: Wiens Klima- & Energieziele für 2030 & 2050, documentation of calculations for an update of Smart City Wien Framework Strategy 2018/2019, Urban Innovation.

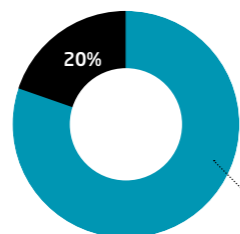
High CO₂ emissions caused by cars

Source: Vienna Public Utilities, Energieeffiziente neue Mobilität in Wien, summary of a study of the Institute of Transportation, Research Center of Transport Planning and Traffic Engineering, Vienna University of Technology, June 2014.



CO₂ in grams per trip in Vienna

Vienna has set itself the goal ...



80%

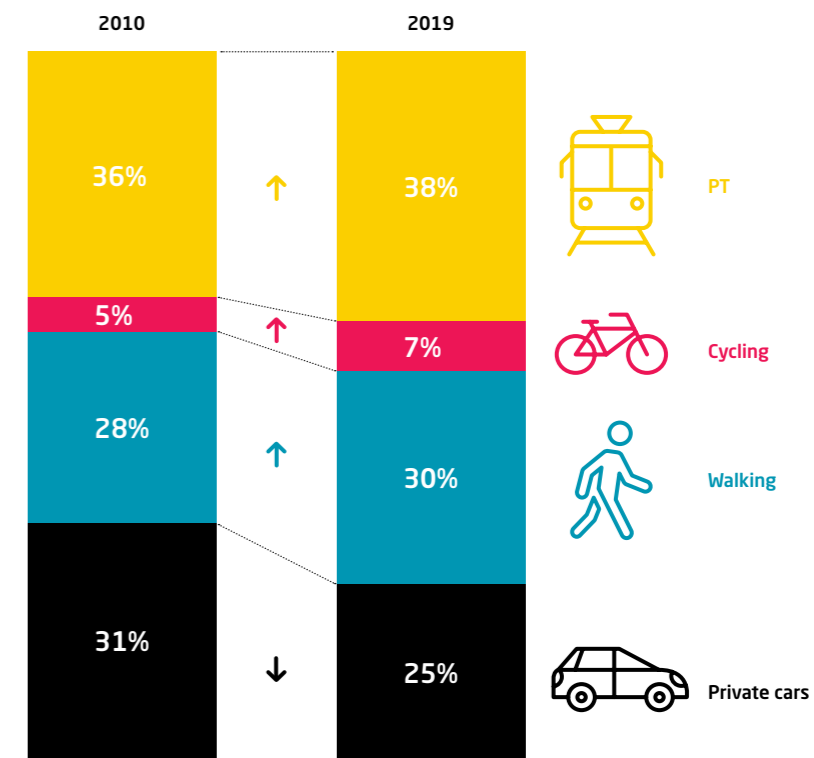
... that in 2025 at least 80 percent of all trips taken in Vienna should be **by public transport, on foot or by bike**. In 2019, this share was 75 percent; that of walking equalled 30 percent; that of cycling, 7 percent. Already today, the share of trips made in Vienna on foot and by bike is superior to that of trips by car.¹

¹ Urban Development Vienna [ed.]: STEP 2025. Thematic Concept "Urban Mobility Plan Vienna". Together on the Move. Published by Municipal Department 18 – Urban Development and Planning. Vienna 2015; modal split in 2019.



One out of three trips taken in Vienna is made on foot or by bike.

Development of modal split in Vienna from 2010 to 2019

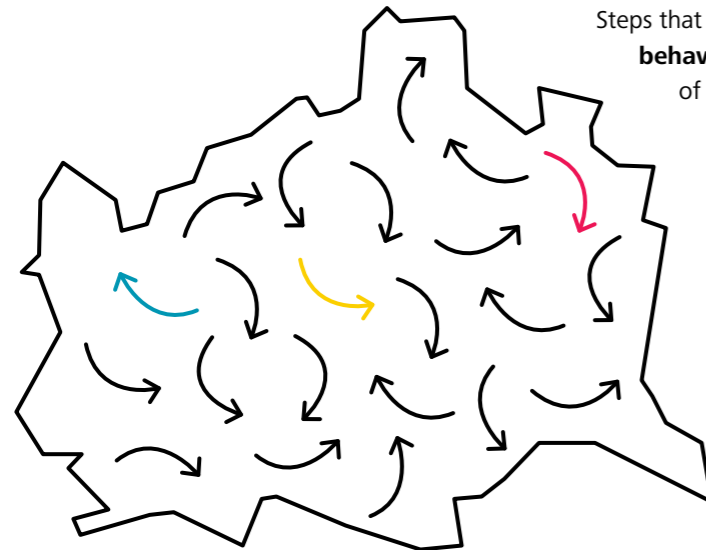


Source: Wiener Linien. Modal split in 2019.

Share of trips made in Vienna, by means of transport

Measures for a climate-fit city

In many respects, Vienna is a city of short distances that offers a good mix of **housing, work and open spaces**. Shops, schools and other everyday destinations in many parts of the city can be easily reached **on foot**. However, any growing city demands further measures – in all districts – to attain the climate targets.



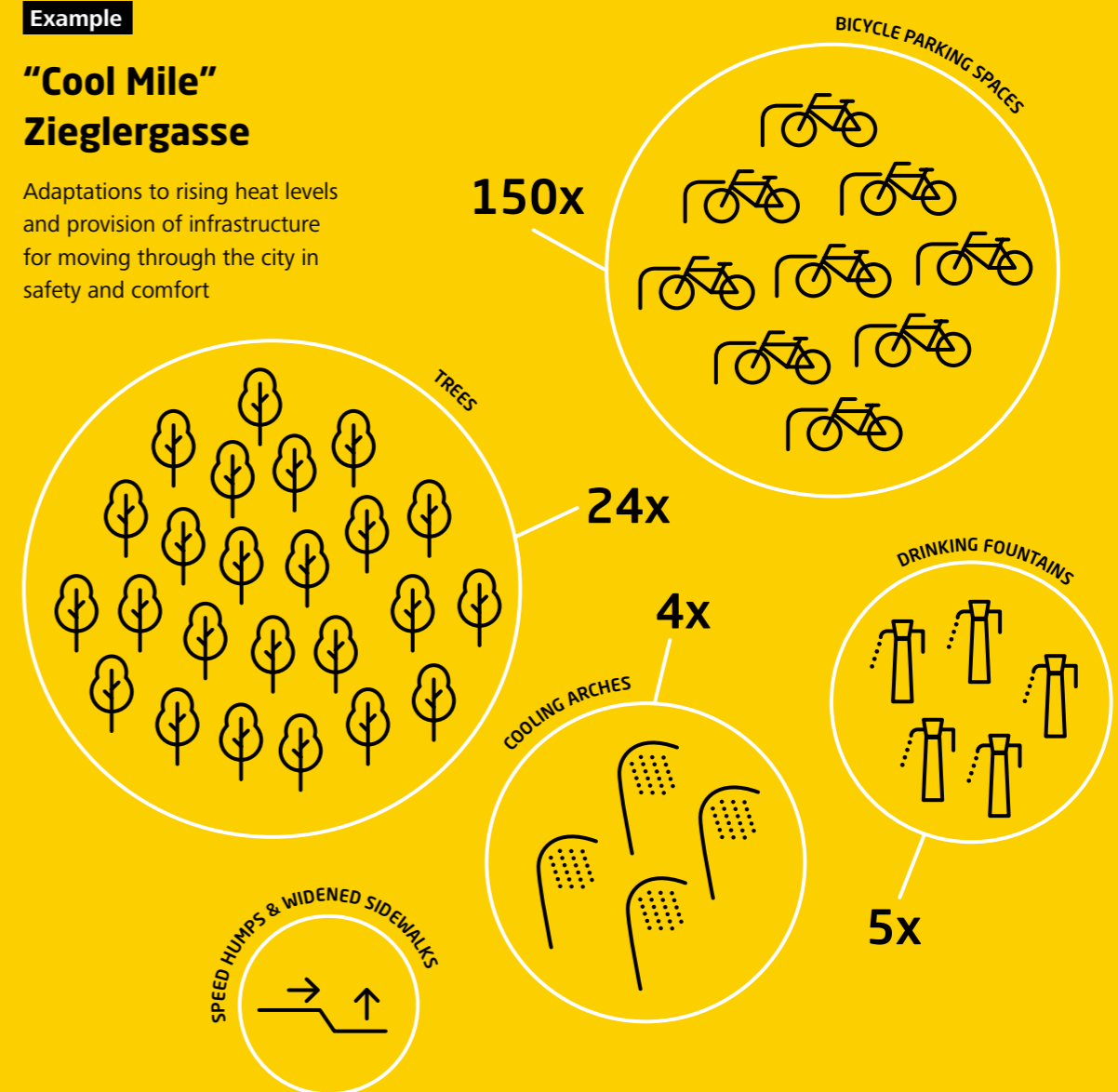
Steps that aim to support **sustainable mobility behaviour** must not only look at the length of the various trips taken, but also at rendering walking and cycling **pleasant**. This calls for benches, shady trees, playground equipment and bicycle parking spaces, to mention just a few of these measures.



Example

“Cool Mile” Zieglergasse

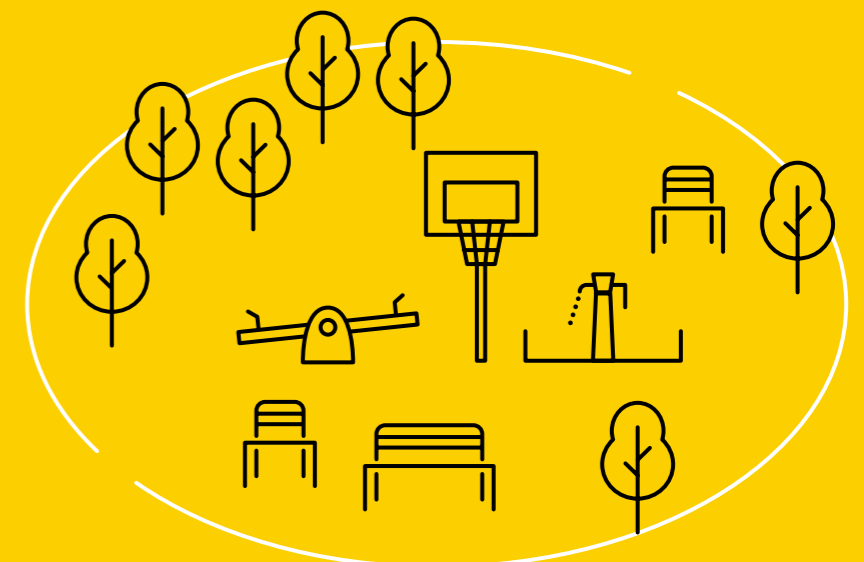
Adaptations to rising heat levels and provision of infrastructure for moving through the city in safety and comfort



Example

Hossplatz, Josef-Samuel-Bloch-Park at the heart of the Donaufeld area

Play zone for younger and older kids with water feature and a lawn with slackline rigging, trees, shrubs and seating



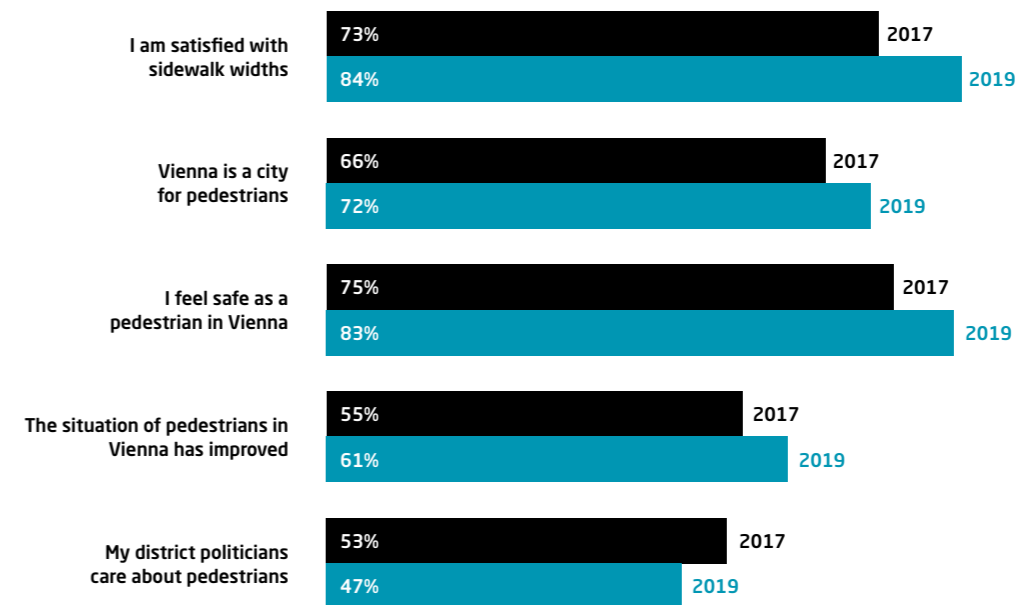


Vienna is a city for pedestrians

For the Viennese, walking is a way of life. Over three quarters of the population walk distances exceeding ten minutes on a daily basis, in addition to innumerable shorter trips. The Viennese like to walk, are happy with sidewalk widths, feel safe and view Vienna as a city for pedestrians – these three key satisfaction indicators meet with greater consensus today than in 2017.²

² Respondents could assign a score from 1 ("strongly disagree") to 10 ("strongly agree").

High degree of satisfaction among pedestrians



Situation of pedestrians with comparison of 2017 and 2019

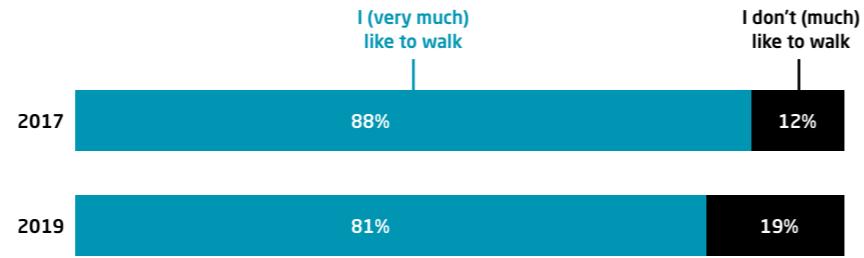
Source: Hajek, Peter/Siegl, Alexandra: FußgängerInnen-Report 2019. On behalf of Mobilitätsagentur Wien GmbH. Vienna, May/June 2019.

3/4 of the Viennese walk longer distances several times a week



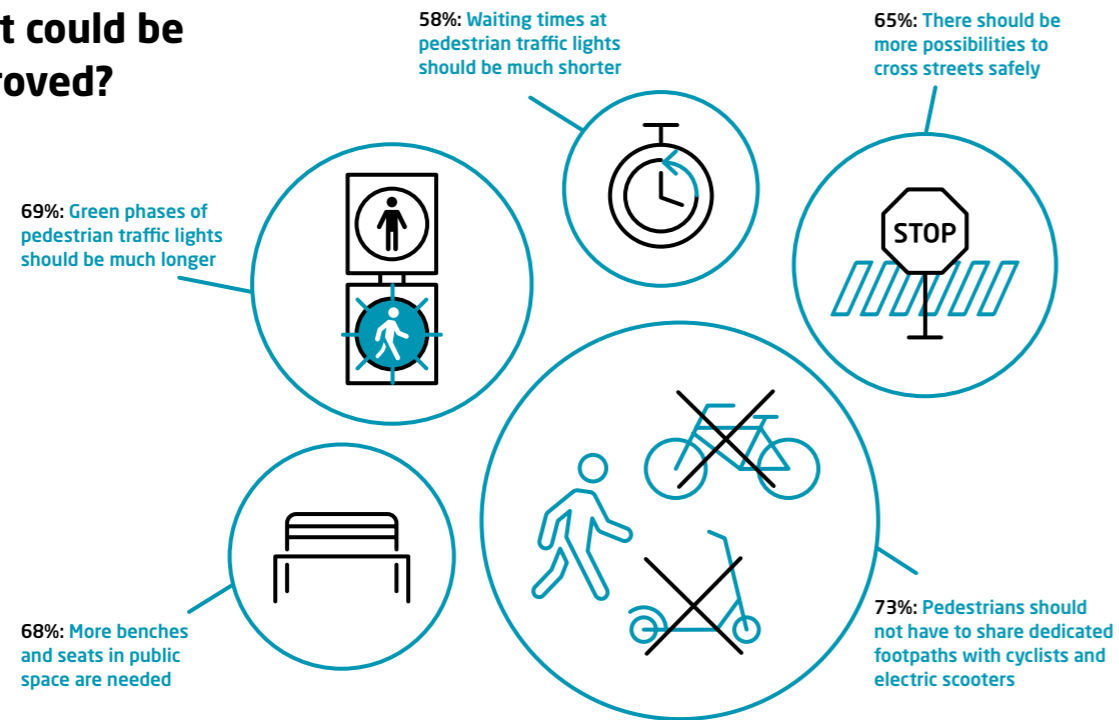
Source: Hajek, Peter/Siegl, Alexandra: Aktive Mobilität in Wien. Survey of Vienna's population. On behalf of Mobilitätsagentur Wien GmbH. Vienna, June 2019. Respondents were asked about trips on foot with a duration of more than 10 minutes.

Walking is a very popular activity



Source: Hajek, Peter/Stark, Jennifer: FußgängerInnen-Befragung 2017; Hajek, Peter/Siegl, Alexandra: FußgängerInnen-Report 2019. On behalf of Mobilitätsagentur Wien GmbH. Vienna, May/June 2019.

What could be improved?



The overall degree of satisfaction is very high. The pedestrians interviewed voiced several suggestions and requests for further improving the status quo: They want footpaths that need not be shared with bikes and electric scooters. Many respondents also wish for much longer green phases of pedestrian traffic lights and more benches and seats in public space.³

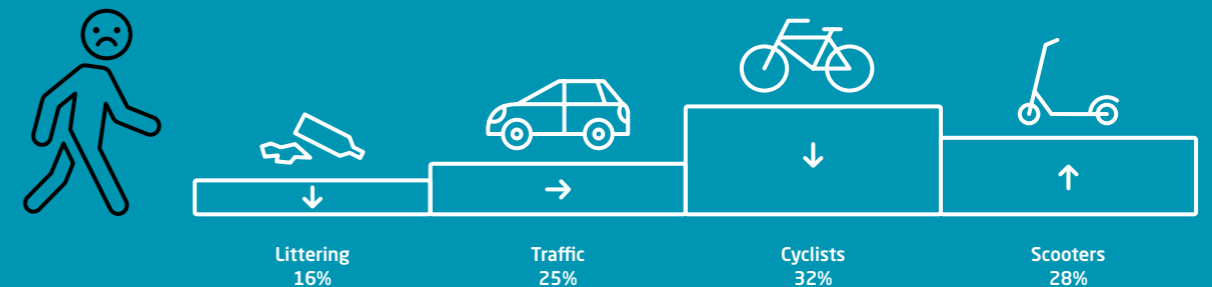
³ Hajek, Peter/Siegl, Alexandra: FußgängerInnen-Report 2019. On behalf of Mobilitätsagentur Wien GmbH. Vienna, May/June 2019.



There are also a few issues that pedestrians in Vienna are unhappy with*:

They are less bothered by cyclists than two years ago (32 vs. 37 percent) but more by electric scooters (28 percent). This seems to reflect a sort of competition for public space use, triggered by the still disproportionate share of motorised traffic in public space. Dissatisfaction with car drivers has remained practically unchanged (26 vs. 25 percent). This time, only 16 percent complained about littering; two years ago, this problem tallied at 24 percent.

* Respondents answered spontaneously to a question about obstacles or key complaints of pedestrians in Vienna. Based on the previous survey series, however, the interviewers disposed of a list with response categories to which to assign respondents' answers.³



More and more streets in Vienna are pedestrian-friendly

In 1974, the first pedestrian zone of the city was created in Vienna's Kärntner Strasse. The **100th pedestrian zone will be inaugurated** in 2020. Pedestrian zones characterise and enliven city centres.

While the historic city centre boasts the largest area transformed into pedestrian zones, they can be found in many other parts of Vienna as well. Favoritenstrasse and Meidlinger Hauptstrasse are two big pedestrian zones in districts outside the Gürtel ring road. The redesign of Reumannplatz and the new Bloch-Bauer-Promenade in the Sonnwendviertel quarter add another two pedestrian zones to the 10th municipal district Favoriten. As many as eleven projects are planned for the Seestadt Aspern urban expansion area.

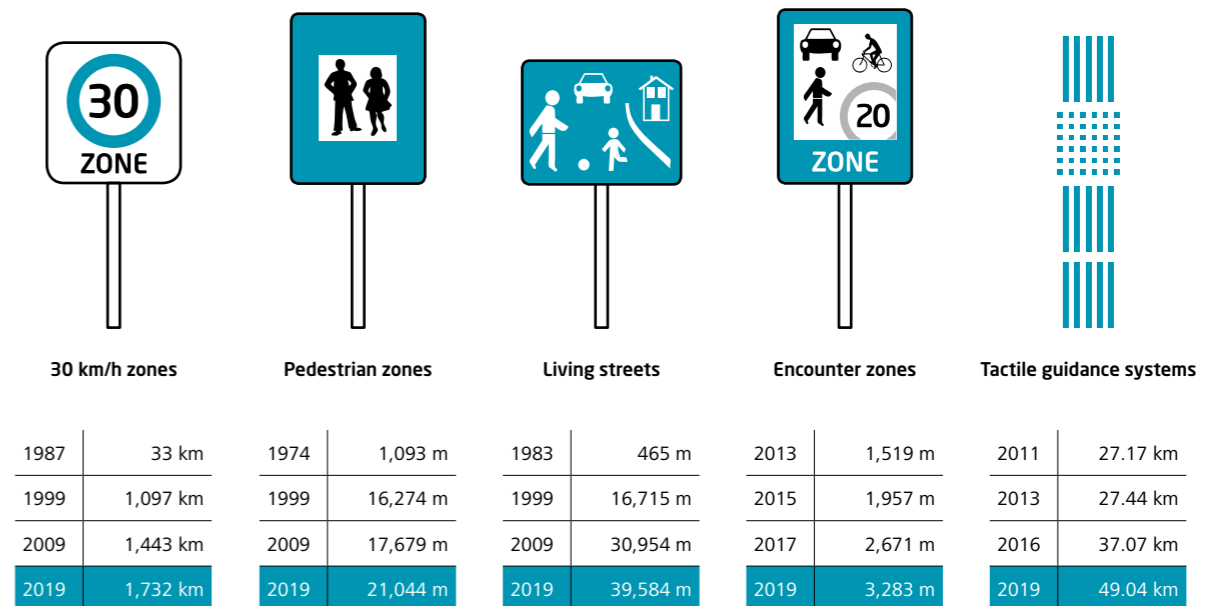
Moreover, Seestadt Aspern will also feature the first "encounter zones" (speed limit 20 km/h) north of the Danube. The first such zones were created in 2013. Currently, there exist twelve of this kind, the most recent ones in Rotenturmstrasse and Otto-Bauer-Gasse.

Moreover, many smaller-scale structural measures were implemented across the city: Thus⁴, Vienna has installed more than 2,000 speed humps and widened close to 11,500 sidewalks at crucial intersections.

⁴ As per January 2020



More and more streets in Vienna are pedestrian-friendly



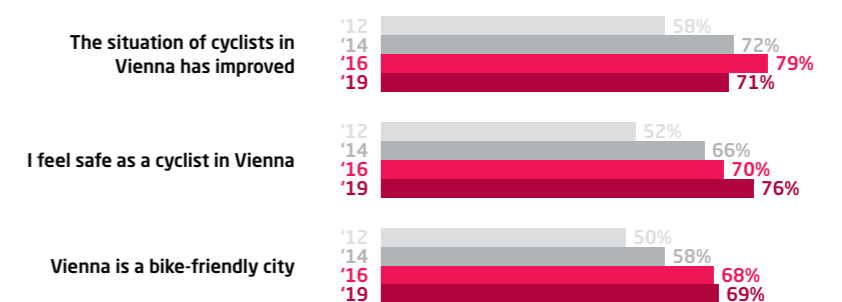
Source: MA 28, City of Vienna, as per November 2019.



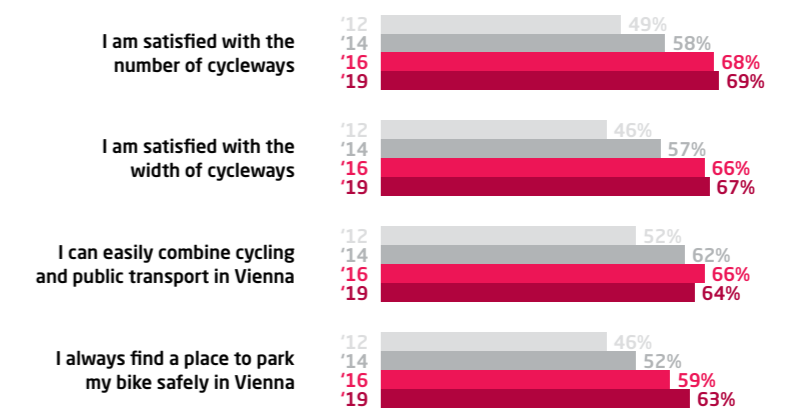
Bikes are used more and more often

The Viennese ride bikes more and more often – this emerges clearly from counting station data and from the statements of respondents. 20 percent of the Viennese cycle several times a week. Young people use the bike significantly more often than older citizens. People with higher educational qualifications, in particular university graduates, tend to bike more frequently. The level of satisfaction among cyclists in Vienna is markedly on the rise. This corresponds to a long-term trend, which has shown steady improvement over time, and also applies to more general statements, such as “Vienna is a bike-friendly city”, as well as to the sense of safety or to concrete infrastructure-related aspects, e.g. width and number of cycleways in Vienna.

This is how Viennese cyclists view their situation



Cyclists have a higher opinion of infrastructure than in the past



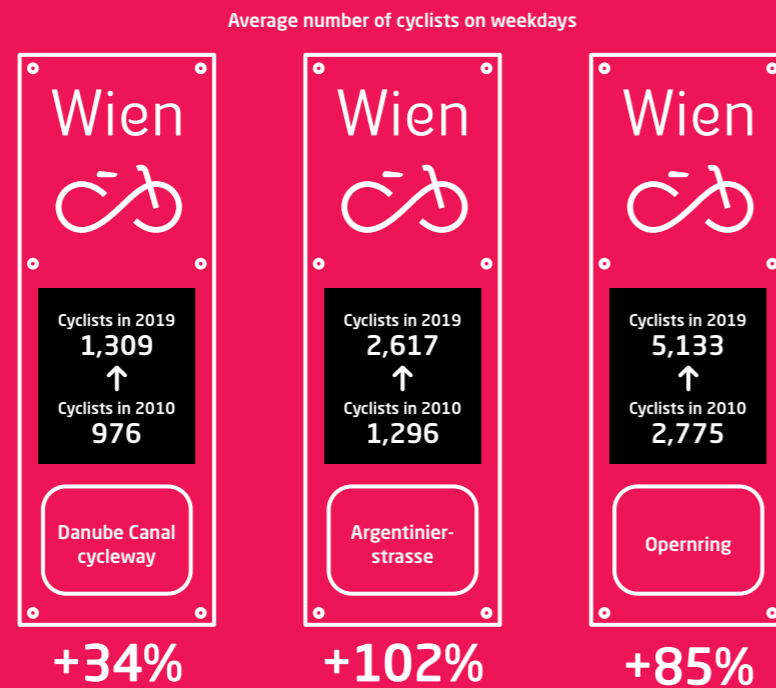
Source: Fahrrad Report Wien 2012, 2014, 2016; Hajek, Peter/Siegl, Alexander: Fahrrad Report 2019. On behalf of Mobilitätsagentur Wien GmbH. Vienna, May/June 2019.

With increasing satisfaction & improved infrastructure, the number of cyclists in Vienna is on the rise

Above all those who travel by bike on a daily basis or several times a week – and hence know from experience – think that the situation has improved. Numerous measures were implemented to render cycling in Vienna even safer and more pleasant. The cycleways along Getreidemarkt (2017) and Naschmarkt (2019) closed key gaps in the cycling infrastructure of critical inner-city locations. But in the outskirts, too, important infrastructure projects have been completed, e.g. in Kaisermühlenstrasse or Favoritenstrasse.

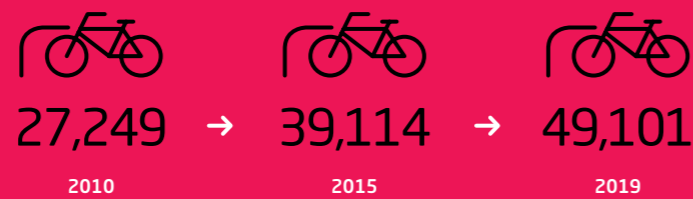
The number of cyclists has increased markedly since 2010

Source: Evaluation of permanent automated counting stations for bike traffic, MA 46, City of Vienna.

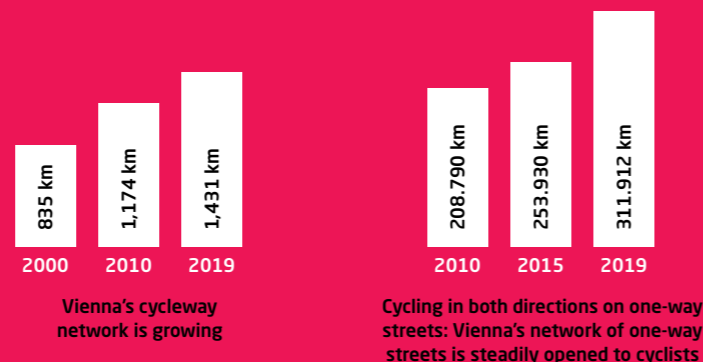


The number of bike parking spaces has nearly doubled

Source: Development of bike parking spaces in Vienna (2010-2019); data as per January 2020, MA 46, City of Vienna.



Year by year, Vienna enlarges its cycleway network

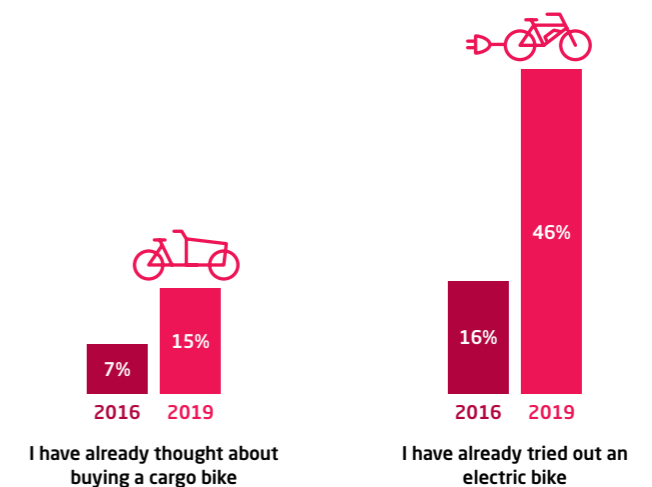


Cargo and electric bikes are gaining in popularity

Cargo bikes are practical and climate-friendly vehicles well-suited for transporting not only larger purchases or other goods, but also children. Interest in these vehicles has increased markedly since 2016. Electric bikes, too, are gaining in popularity. However, it seems that the step from trying them out to an actual purchase is still a big one to take: When asked if they ever considered buying an electric bike, only 26 percent of all cyclists interviewed answered in the affirmative.

Interest in cargo bikes has doubled

Source: Hajek, Peter/Siegl, Alexandra: Radfahr-Report 2019. On behalf of Mobilitätsagentur Wien GmbH, Vienna, May/June 2019. Fahrrad Wien Report 2016; survey conducted among cyclists.



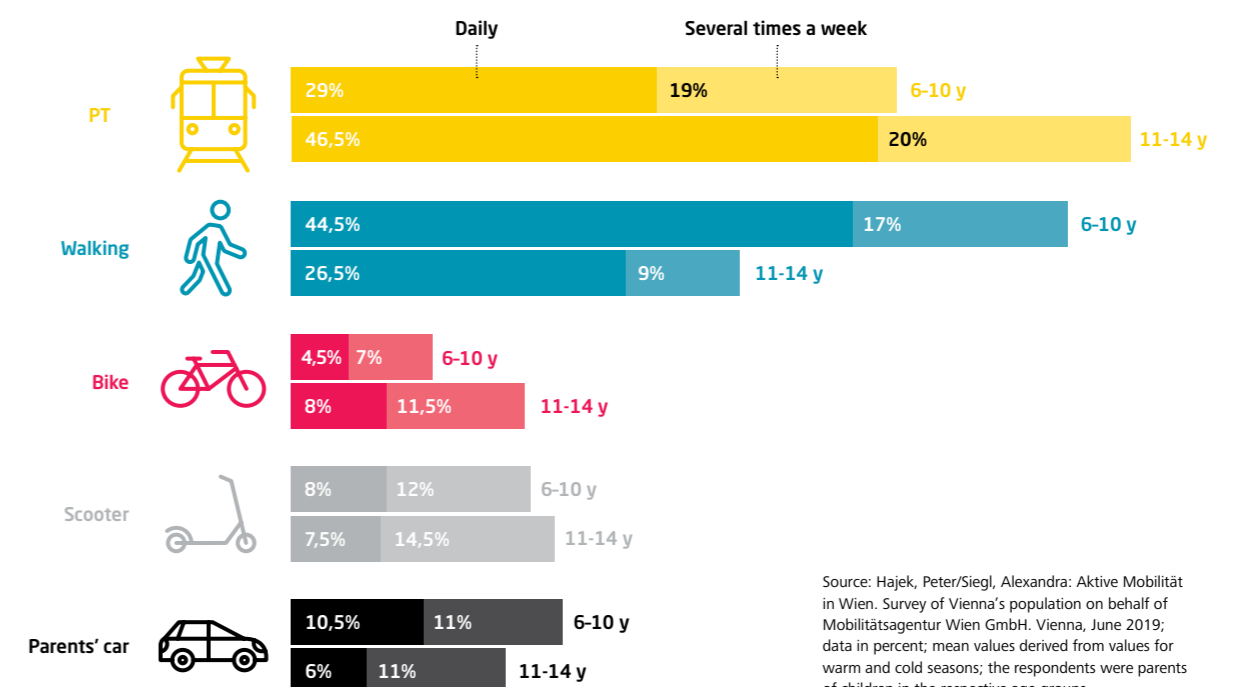
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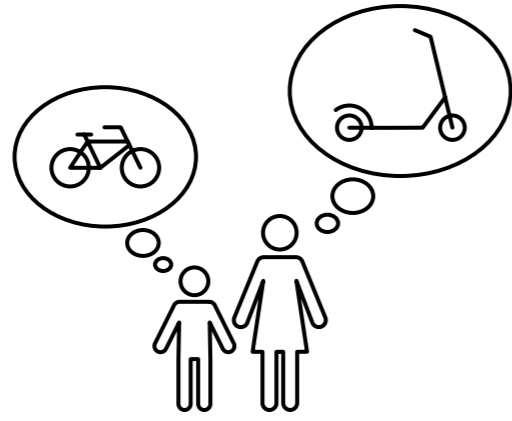
Safe walking for youngsters

“Kids in Vienna should walk more” – among all statements of the survey on walking in Vienna, this met with the most positive response – a score of 8.4 on a scale from one to ten. One central trip taken by kids on a daily basis is that to and from school. Most youngsters walk or use public transport; only a small number travel by bike.

Most frequent modes of transport for trips to and from school



Source: Hajek, Peter/Siegl, Alexandra: Aktive Mobilität in Wien. Survey of Vienna's population on behalf of Mobilitätsagentur Wien GmbH, Vienna, June 2019; data in percent; mean values derived from values for warm and cold seasons; the respondents were parents of children in the respective age groups.



Safety assessment of modes of transport by parents

The survey shows that there is a direct connection between the subjective **perception of danger by parents** and **their children's mobility behaviour**. This holds true for trips to and from school as well as for leisure pastimes: The more hazardous parents believe a mode of transport to be, the less kids will use it on a daily basis. Moreover, there is a big difference in the assessment of danger depending on whether kids travel alone or accompanied by adults.



Safety assessment from parents' viewpoint

Children aged 6-10 years		Very safe	Mostly safe	Slightly hazardous	Very hazardous	Don't know / No response
Walking, unaccompanied (longer than 10 min.)		14%	56%	25%	3%	2%
Pedal/electric scooter, unaccompanied		5%	31%	35%	27%	2%
Pedal/electric scooter, accompanied		16%	52%	22%	8%	2%
Cycling, unaccompanied		5%	13%	36%	43%	3%
Cycling, accompanied		15%	56%	23%	5%	1%

Children aged 11-14 years		Very safe	Mostly safe	Slightly hazardous	Very hazardous	Don't know / No response
Walking, unaccompanied (longer than 10 min.)		25%	57%	16%	1%	1%
Pedal/electric scooter, unaccompanied		9%	45%	26%	17%	3%
Cycling, unaccompanied		4%	30%	39%	24%	3%

Source: Hajek, Peter/Siegl, Alexandra: Aktive Mobilität in Wien. Survey of Vienna's population. On behalf of Mobilitätsagentur Wien GmbH. Vienna, June 2019; data in percent; the respondents were parents of children in the respective age groups.

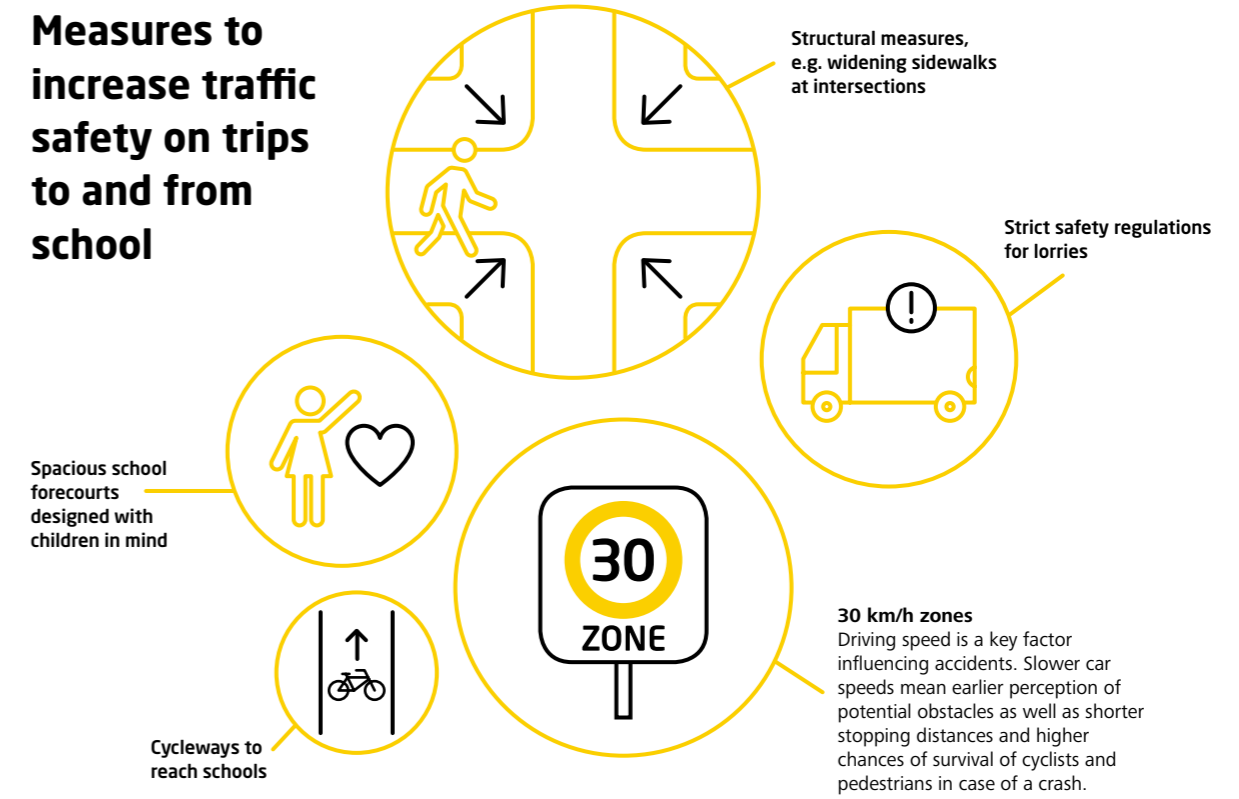


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“School streets” increase safety

While the focus in the past was mainly on making kids “traffic-savvy”, a prime objective is now to render the **traffic system child-friendly**. Since the City of Vienna has for years been taking relevant measures, trips to and from school are generally safer than leisure trips. To further improve the safety of children travelling to and from school and increase the share of active mobility, Vienna has recently established “school streets”: On schooldays, motor vehicles must not drive on these streets for a period of 30 minutes before classes start and/or end.

Measures to increase traffic safety on trips to and from school





Cycling and walking equal climate protection

Increasingly high temperatures have also arrived in Vienna – a fact that is more and more felt during summer months. Several “tropical nights” in a row are no longer a rarity. In coming decades, they will be commonplace. So far, we have not succeeded in significantly reducing the level of CO₂ emissions. Most climate-damaging gases are caused by traffic. This means that the field of mobility is a problem – but it is also a solution. To combat the climate crisis, the City of Vienna is more than ever committed to increasing the share of **climate-friendly modes of transport** – cycling and walking. And the Viennese are well aware of this:

Cycling and walking are more important than ever before

For 47 percent of respondents, climate protection is one of the decisive factors for choosing a specific mode of transport. The surveys conducted by the Mobility Agency Vienna moreover show that both **satisfaction** and **willingness** to ride a bike are constantly on the rise. The situation is somewhat different for walking: While the share of trips made on foot and the degree of satisfaction are on a high level, both values decreased slightly over the last year. **Yet the City of Vienna’s climate targets cannot be attained without increasing walking and bicycle traffic.**

Travelling safely to and from school

For the Mobility Report 2019, parents were asked about how their kids get to school. It has become clear that parents’ subjective perception of danger is decisive for their kids’ choice of mode of transport when going to and from school. Most parents consider cycling hazardous; so few schoolchildren practice it on a daily basis. This is an aspect that requires improvement, both with regard to transport information and training and with respect to infrastructure.

Safe cycleways and a dense, **attractive network of footpaths** in residential quarters are also demanded by Vienna’s kids. The outcomes of “Werkstadt Junges Wien”, the city’s biggest consultation process for children and young people, show that mobility is a key issue for young citizens – a clear mandate for adults to set an urgently needed, clearcut course for the future.



Starting point and study design

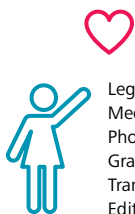
It is the objective of the Mobility Report to assess and regularly evaluate the satisfaction of cyclists and pedestrians in Vienna. The study was conducted by the market and opinion researcher Peter Hajek on behalf of the Vienna Mobility Agency. The current survey series was implemented from 28 May to 24 June 2019.

The Mobility Report is based on extensive surveys

Two separate surveys were conducted:

1. **On-the-spot** survey of cyclists and pedestrians, i.e. persons passing by on Vienna's sidewalks, footpaths and cycleways.
n = 1,500 persons
2. **Phone and online** survey of Viennese citizens aged at least 16 years. This survey yielded results that permit drawing conclusions not only regarding cyclists and pedestrians, but with respect to Vienna's population as a whole.
n = 950 persons

Cyclists and pedestrians were classified by groups of districts by means of disproportionate **sampling quotas**. These quotas were then **statistically weighted** depending on the actual proportions of Vienna's population. On the one hand, this permits making valid statements for the individual groups of districts while on the other hand yielding **representative findings** for the City of Vienna overall. Respondents were asked to state their home district, as it may be assumed that this factor primarily impacts their response behaviour.



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