

# MAMILs, Eco-warriors and Fitness Freaks

How transport stereotypes  
influence everyday cycling practices

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- Setting the scene
- Common stereotypes of cyclists and cycling
- Do stereotypes actually matter?

# Setting the scene

Transport stereotypes are connections between:

particular kinds of

**people**

and

particular kinds of

**transport**

Stereotypes are not necessarily negative

# Finding out about stereotypes

1. Brainstorm any stereotypes about cycling or cyclists
2. Describe stereotypical users of particular bikes











# Road cyclists and cyclists in general

Fitness

Lycra

Expensive bikes

Coffee

Imitation

Arrogance

Rule breaking

**Dena:** This is the 'I do this on a Sunday, I have all of the really cool equipment, and do not scratch my bike, coz I'm having my latte.'

**Andy:** Yeah, coz this is a \$10,000 bike

# Road cyclists and cyclists in general

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**Margaret:** It's the old men who are lamenting the passing of their youth and think they need to get fit but aren't actually doing enough to stay fit.

**Carrie:** And they're not really like bike racers, they just wanna make themselves seem like that, you know, really hard-out into biking but...

**Margaret:** Yeah, they go out once a week, for a Saturday morning ride.

# Two thoughts

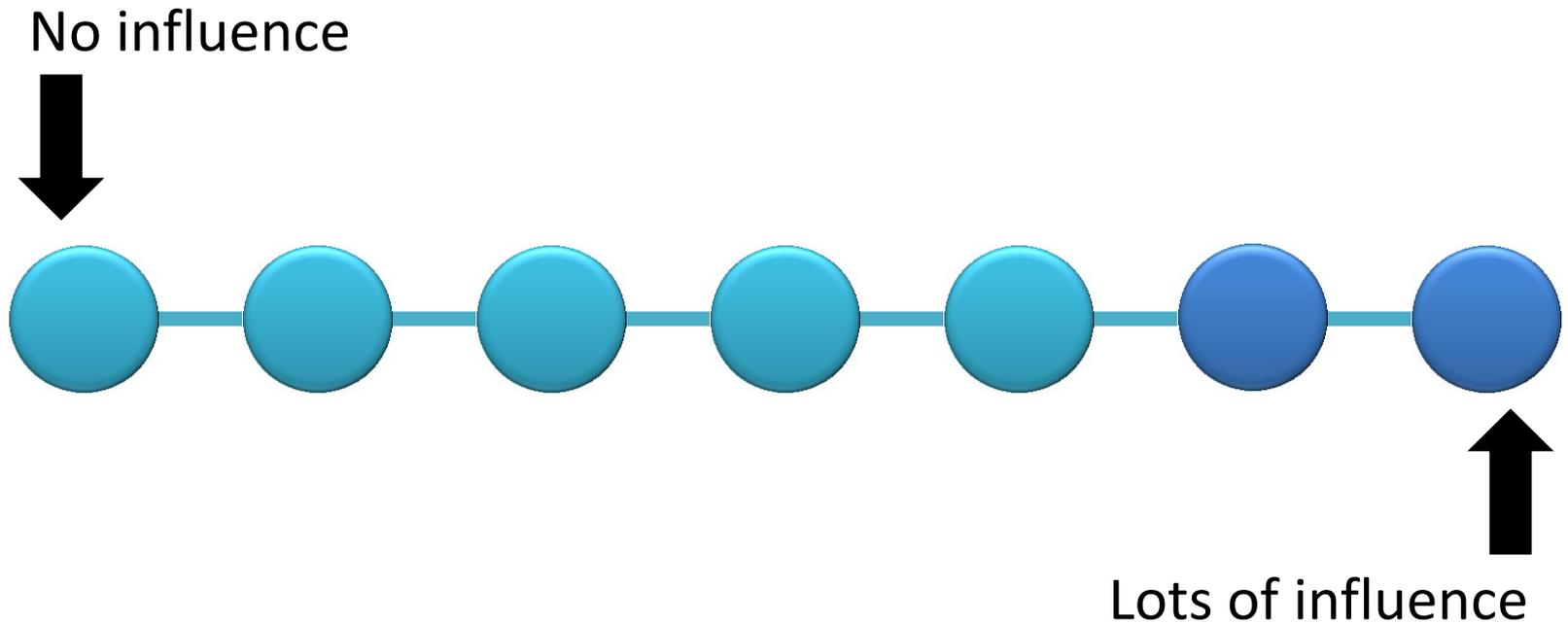
1. Road cyclists are stereotyped quite negatively
2. Stereotypes of road cyclists dominate general stereotypes of cyclists

# Do stereotypes actually matter?

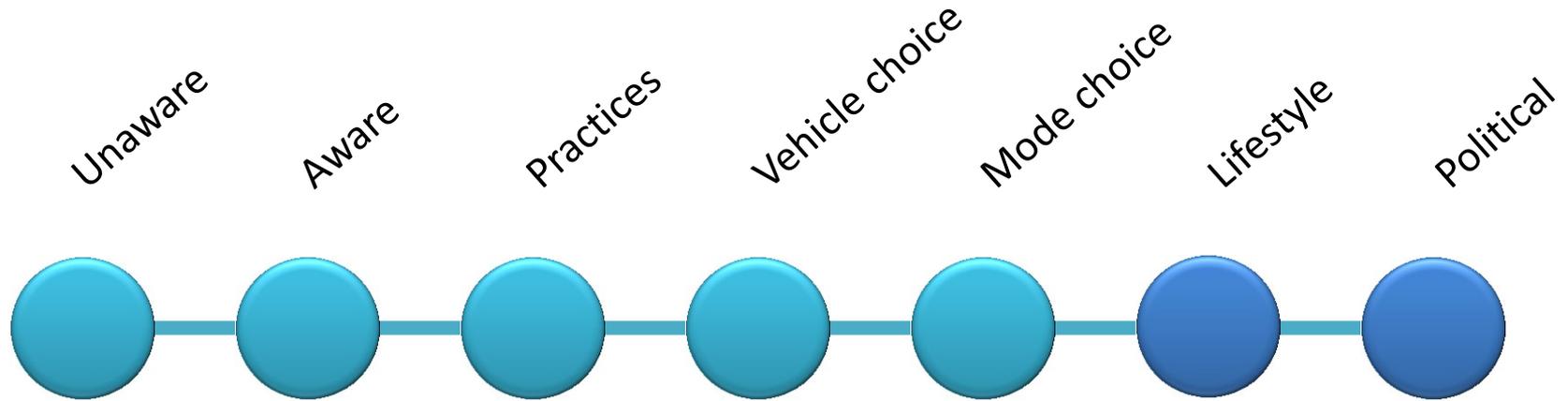
“Widespread use of the bus will never occur if it’s viewed as the loser cruiser”

Moore, T. (2010) Perspectives on sustainable transport. In P. Howden Chapman, K. Stuart and R. Chapman (eds) *Sizing up the city: Urban form and transport in New Zealand*, Steele Roberts, Wellington.

# Range of stereotype influences



# Range of stereotype influences



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