MAMILs, Eco-warriors and Fitness Freaks
How transport stereotypes influence everyday cycling practices
Contents

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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
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 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”

Range of stereotype influences

No influence

Lots of influence
Range of stereotype influences
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