


## Every Bike Counts!

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## Give Credit Where it is Due



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## Why Survey Cyclists / Trail Users?



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## Methods? Big Picture.

- Quantitative
- Qualitative
- Spatial –proximate principle
- Eye Tracking Software
- Social Media



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## Don't Reinvent the Wheel

- A comprehensive picture is important
- Lots of good questions / surveys available
- Builds evidence for support / monitor trends



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## Thank you!

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