# ABSTRACT SUBMISSION FORM

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| Paper details |  | | | |
| **Paper title**  **(limited to 6 words)** | EXAMINING THE BARRIERS TO CYCLING | | | |
| **Overview of presentation** (300-word maximum)  Many residents of low-income neighborhoods continue to face disadvantages in their choice of transport modes. The present study contributes by examining the perception of and perceived barriers to cycling for neighborhoods that have a higher proportion of ethnic minorities. Their perceptions and barriers are compared to those perceived by the Europeans (whites) to identify similarities and differences. The case study was undertaken in Auckland, New Zealand. The results have shown that the critical difference between minorities (non-whites) and Europeans (whites) is the factors that form their intention to cycle. Minorities are strongly influenced by Social Norms, in particular the opinions of friends and family. In comparison, the intention of Europeans is formed by Social Norms as well as Perceived Barriers. The social norm that was most significant for them was the culture created by society/community through social media. This result showed that Europeans can be encouraged to cycle through better infrastructure which is supported by engagement from social media; whilst for minorities, the engagement needs to reach their immediate social circle and be more community inclusive. As such, it is recommended that campaigns to increase cycling need to target whites and non-whites differently. Community based programs can help engage ethnic minorities and provide financial support to make cycling a feasible mode choice for them. | | | | |