



# WOMEN OF MOUNTAIN BIKING

## SURVEY REPORT

September 2010



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# WOMEN OF MOUNTAIN BIKING SURVEY REPORT

In most places around the world where we ride, we're used to seeing a lot of guys on the trail—we'd like to see more women partake in this amazing sport! This results of this survey will help us to further improve our skills camps and epic trips to better meet the unique needs of our women riders. We also hope it will motivate the industry to better serve female mountain bikers.

Thank you to all of the women who participated.

- Mike Brcic, founder and president



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This survey report was prepared in coordination with IMBA Canada.

Understanding who rides a mountain bike is of major importance to both industry leaders and those who advocate for the sport. Only 12% of IMBA's current members are women, and we would love to see this number increase. As such we recognize and endorse all efforts that help get more women on mountain bikes.

- Lora Woolner, Director of IMBA Canada.



The Women of Mountain Biking (MTB) survey was conducted online by Sacred Rides Mountain Bike Adventures, July 20-August 20, 2010, 710 women participated.

## The women who participated in the survey were...

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### Predominantly from

- United States
- Canada

### Many from

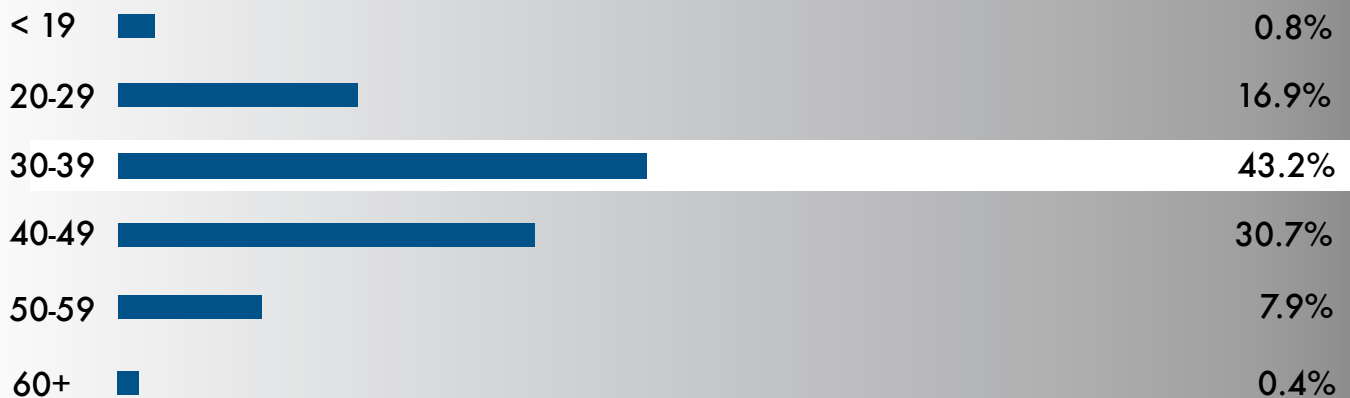
- United Kingdom
- New Zealand
- Australia
- Scotland

### At least 1% from

- Ireland
- France
- Brazil
- South Africa
- Netherlands
- Austria

## The age range of the women who participated was:

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The women who participated in the survey work in a variety of occupations:

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## Predominantly work as

- Education
- Medical & health
- Management
- Sales & marketing
- IT & technology
- Engineering
- Government

## Many work as

- Accounting & finance
- Self-employed
- Sports & athletics
- Science
- Writer
- Advertising & design
- Arts
- Nonprofits
- Student
- Publishing and printing
- Homemaker

## Some work as

- Law & legal
- Real estate
- Bike sales & repair
- Construction & labor
- Technician/repair
- Writer
- Landscaping
- Research
- Business
- Environmental mgmt.
- Food & hospitality
- Clothing design
- Retired
- Interior design
- Human resources
- Travel tourism
- Security
- Services misc.
- Insurance
- Library & bookstore
- Gaming
- Assistant & secretary
- Transportation
- Customer service
- Unemployed

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In addition to MTB, the participating women also enjoy these activities:

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## Mentioned most

- Hiking
- Running & jogging
- Skiing
- Swimming
- Biking & cycling
- Kayaking & Paddling
- Climbing
- Yoga
- Camping & Backpacking

## Mentioned by at least 1%

- Skating & blading
- Martial arts
- Golfing
- Rugby
- Boating
- Baseball
- Birding
- Wine
- Knitting
- Working
- Mountaineering
- Scrap booking
- Dancing
- Cars

## Mentioned often

- Walking
- Surfing
- Reading
- Cooking
- Snowshoeing
- Canoeing
- Hockey
- Sailing
- Cooking
- Tennis
- Soccer
- Triathlon
- Travel
- Volleyball
- Gym
- Photography
- Training
- Weight lifting

## How long have you been mountain biking?



## How did you first learn about mountain biking?

|   |  |       |
|---|--|-------|
| A friend invited me to ride             |  | 43.6% |
| Partner is/was a mountain biker         |  | 46.1% |
| Attended MTB camp/skills session        |  | 4.2%  |
| Missed bike path, ended up on MTB trail |  | 6.1%  |

## Other ways participants mentioned learning about mountain biking:

### Mentioned most

- Family activities
- Began as a youth
- Learned from father
- My children MTB
- Wanted to try new sport
- Group influence
- Saw others doing it
- Popular where I live

### Mentioned by at least 1%

- Won an MTB in raffle
- Received MTB as gift
- Exposure to MTB trails
- Moved to Fernie
- Bought a MTB
- Vacation activity
- Multi-sport race training
- MTB school team
- Attended a MTB race
- Divorce anger therapy
- Roadie burnout

*"I wanted to start riding so I got a bike, joined a club, and the rest is history."*

*"my sister thought it would be a fun way for us to travel on europe's cobblestone streets in 1984."*

*"Family growing up, dad would take us out riding."*

*"A group of friends were talking about it, and I asked to join."*

*"I saw others doing it and gave it a go."*

## What about mountain biking do you enjoy most?

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|   |  |       |
|---|--|-------|
| Nature, it's hiking on a bike               |  | 40.4% |
| Speed and adrenaline                        |   | 29.6% |
| Community and friendships                   |   | 11.9% |
| Physical benefits                           |   | 14.9% |
| Competition, showing the guys how it's done |   | 3.1%  |

## Other reasons women mentioned:

### Mentioned most

- Mastering new skills & trails
- Form of meditation, therapy
- Not for the competition
- Escape from responsibilities
- All of the above
- The challenge
- Overcoming personal obstacles

### Mentioned by at least 1%

- Dislike of team sports
- More mental than road riding
- Makes you feel like a kid
- Awesome trails
- Friendships
- Burning calories
- I can do it alone
- Singletrack!

*"The sheer joy of it!"*

*"The self reliancy and adventure."*

*"The serenity, total escape, and the physical exhaustion."*

*"Exploring trails, increasing technical skills, climbing."*

*"Challenging myself in the great outdoors."*



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## What do you think is holding some women back from trying MTB?

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### Other reasons women mentioned:

#### Mentioned most

- Still viewed as a male dominated sport
- Intimidating to begin sport
- Lack of friends to ride with
- Fear of falling behind
- Fear of injury
- Not enough MTB women role models

#### Mentioned by at least 1%

- Not enough advertising showing women enjoying sport
- Intimidated by male partner/men
- Women want to be shown how
- MTB isn't for everyone
- Equipment and clothing designed more for men
- Some women just aren't interested in sports
- Lack of childcare

"Not enough well-known women role models to identify with."

"Not enough female riders/product marketed at the non-competitive/recreational rider. Spandex doesn't say "weekend fun" and pink doesn't say "we understand you."

"Women in general will not try something unless shown how to do it."

"Child care can be an issue too. It's a time-intensive sport."

"Men pushing hard and us having to keep up!"

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## What would help to get more women into mountain biking?

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|                                 |  |       |
|---------------------------------|--|-------|
| More women skills camps/events  |   | 36.5% |
| To be invite by a woman to ride |  | 56.1% |
| MTB awareness campaign          |   | 42.9% |
| Reduced financial barriers      |   | 17.2% |

### Other reasons women mentioned:

#### Mentioned most

- Move women's clubs & events
- More beginner/easier trails
- More women MTB women role models
- More media coverage of women's events

#### Mentioned by at least 1%

- MTB learning camps for youth girls
- Opportunities to try MTB without having to buy everything up front
- Build a women's MTB community
- More bike shops reaching out to women, more women rentals
- Help with childcare
- Emphasise physical benefits
- More industry support, women's products and clothing

"If women see other women doing it they are more likely to try it."

"More media interest in women's events -- women's mtb magazines; there are great female mtbs out there, but they don't get enough attention."

"Better selection of gear: men have 3 store racks while women have 1."

"More emphasis on sport in schools and less obsession with celebrity/aesthetics."

"Women don't realize what a broad spectrum of types of riding there are. Or that you can learn to do it safely by taking some skills training."

