

Demographics Panel Presentation
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It's common knowledge in the industry that male and female cyclists have different needs. We already know that women need a different jersey cut and often a different frame size or geometry. However, there are other more subtle, but still important differences between male and female cyclists. If we pay attention to them, we can get more women (and more people in general) riding their bikes. Two differences we found involved:

1. Transportation riding: how often people ride and what discourages them
2. Online activity: online presence, shopping, and product advice

1. Transportation

-There's been a lot of buzz in the industry about transportation riding over the last couple of years.

-Area can see tremendous growth if conditions are conducive

-Luckily, we can turn to existing body of academic research for information on what encourages and discourages transportation riding.

-We know that females are substantially less likely to cycle for transportation in countries with low bike mode share, such as the US, with men's trips surpassing women's by 2:1 here.

-In bike-friendly countries in Europe, there is an almost even split of men and women who cycle for transportation.

-In this survey, men were slightly more likely to be daily/almost daily transportation riders

-Only about 1/10th of women categorized themselves as transportation rider.

-It has been suggested that women are an "indicator species" for cycling; if environment isn't healthy for cycling—if it's not safe, enjoyable, and convenient to ride a bike—will see few women cycling.

-Research has found that men's and women's decision to ride are affected differently by environmental and social factors.

-In our survey, we found many factors that discourage women more than men.

-These included darkness, flat tires, inability to carry children or other passengers, inability to carry more stuff, weather conditions, and pedestrian traffic + 5 more.

-Findings corroborated by academic studies that found that safety perception, household responsibilities, comfort, and needing a car matter a lot more to women than men

- Why? Risk aversion, childcare and household responsibilities.
- Industry can work on communicating to women that it's possible (and even easy) to carry groceries, kids, and other cargo by bike. Jump on a bike like you would jump in a car.
- Important to help make riding safer and more comfortable for women, because research has shown that these factors really matter.
- However, even though these factors affect women disproportionately, they still do matter the men, just less so. By making them better for women, it can help men too.

- Transportation riding promises huge growth, especially if we can make conditions right for women.
- In this survey, women were far more likely to have recently bought or plan on buying transportation-focused bike: city/urban, comfort, cruiser, hybrid
- City/urban/commute was category with 2nd highest growth
- Transportation riding is a trend that will be around for a while, especially as our big cities become bike-friendly.

2. Online

- The second difference we found to be striking was how women were more active online than men.
- There are differences in men's and women's online presence, online shopping habits, and product research habits.
- This research can help inform how we market to women: for example, promoting women's-specific products or programs through social media.

- In our study, female respondents were more active online. Women were more likely to be on Facebook, Twitter, MySpace, LinkedIn, or have a personal blog or website.

- This is possibly due in part to the younger age of our female respondents, but a 2009 study showed that in general, US men are the minority online.

- Interestingly, women were much less likely than men to buy a bike online, though they had no problem shopping there for accessories.

- This is perhaps due to men being more confident buying a big-ticket item online. The men we surveyed owned more bikes than the women, which would suggest that they have more bike buying experience and more confidence.

- When we look at women, Boomers are the most likely to shop + research products online. Despite being the most active online, Millennials do the least amount of shopping and research online, even less than matures, according to the 2009 Women in Social Media Survey.

- Another one of our findings is that women are getting product advice from other women online, particularly bloggers.

-Nearly 3/4 of the women we surveyed said they give other women advice about bikes and bike gear.

-Online reviews and advice from female cyclists were 2 of 3 main resources women use to decide what products to buy.

-According to the 2009 Women in Social Media Survey, there are 42 million US women active in social media every week, and those women who blog are most effective in disseminating info about products.

-Remember that 1/4 to 1/3 of women in this survey had personal blog or website.

-Compared to other social media users, women who blog say they spend more time searching for new products online, giving advice to others, and tend to be the person who is on the leading edge of something new.

-Women who read or write blogs are twice as likely to be seeking or providing advice and recommendations compared to other social network participants.

-Women also report that they are significantly more likely to make a purchase decision based on customer experiences reported on blogs.

-So, the lesson is, make sure you're blogging about your women's-specific products and programs, because that's where women are going for product info.

-You also want to keep track of what female bloggers are saying about your products, because you can be sure that consumers are listening in.