



NORTH SHORE
MOUNTAIN BIKE CLUB

NSRide Womens Survey Report

APRIL 2022

Report prepared by Veronica Zammitto

METHODOLOGY

Survey completed by 26 women NSRide members

A survey was sent to a representative sample of NSRide women members who have been active (i.e. registered for a season) 2017 onwards.

Responses were anonymously collected between April 7th to 18th 2022.

The Club would like to thank Veronica Zammitto for her efforts in the development of the survey methodology, data analysis and report creation. Veronica has been a club member since 2018 and is an active Ride Leader.

Demographics



DEMOGRAPHICS

The prototypical NSRide woman member is 35-45 years old, rides at an intermediate-advanced level, and stays with the club for about 3 years

DEMOGRAPHICS

All respondents identified themselves as a “**woman** (including transgender women)”

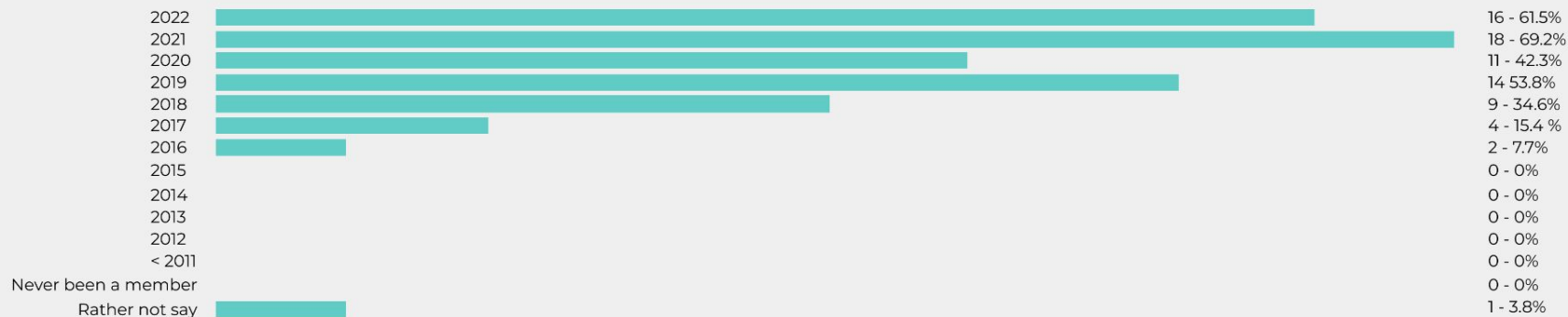
Riders lean towards older age brackets, where **~60%** of women riders **are between 35 to 54 years old**. 77% of riders self-reported being at an **intermediate or advance level**.

Members registered over **3 seasons**, in average. Top reasons for not registering were: rides schedule not matching their availability and moving away from the North Shore.

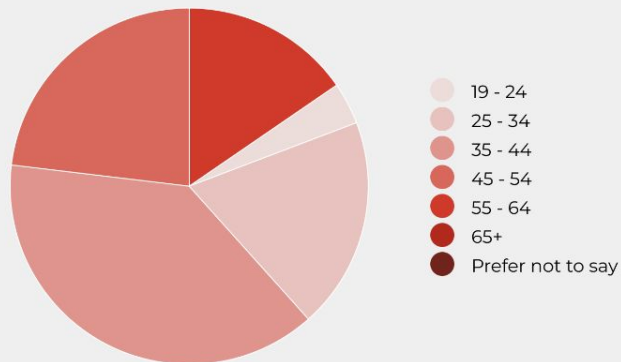
Opportunities;

- to increase membership of younger riders (19-34 y.o.)
- support women to elevate their riding skill to expert level
- and to further enable schedules or benefits to ‘remote’ members

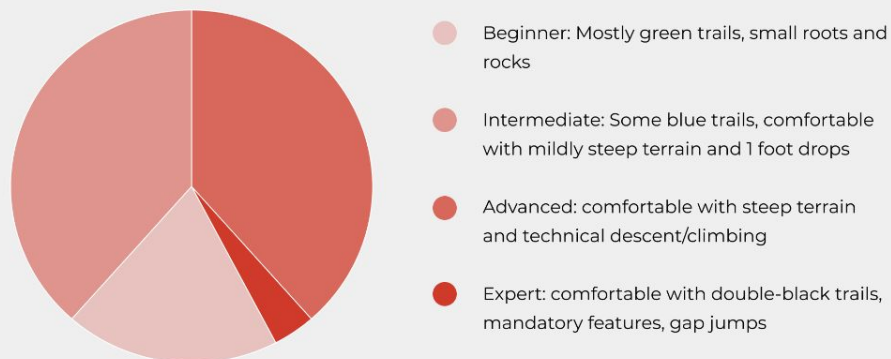
Calendar Years as a NSRide registered member



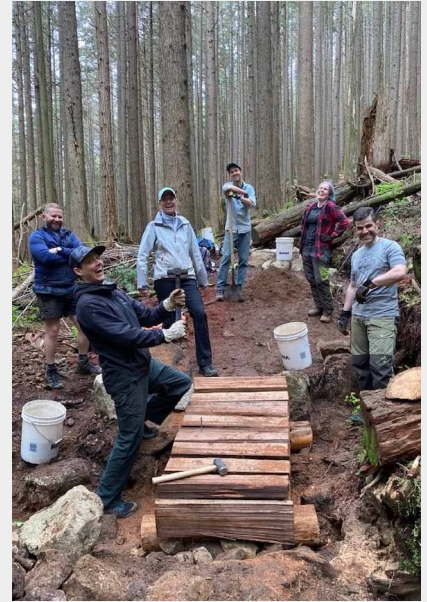
Age



Riding Level



Social Aspects



SOCIAL ASPECTS

Women riders join NSRide motivated by meeting like-minded people during organized rides, where they can learn the trails, and improve their skills. All of it, in a welcoming and encouraging environment.

SOCIAL ASPECTS

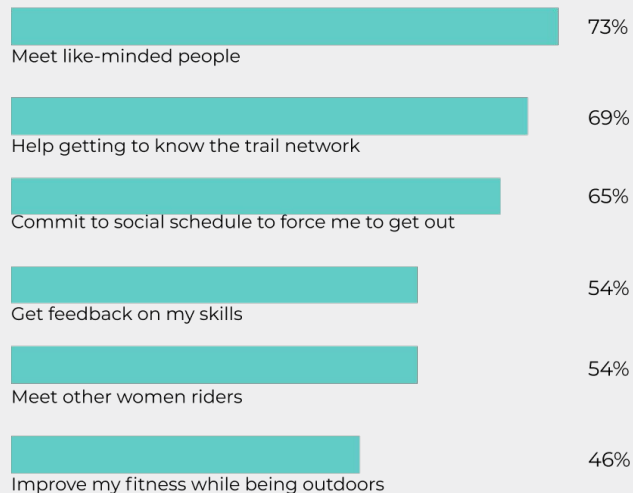
The majority of women riders (73%) joined the club to meet **like-minded people**, it didn't necessarily have to be other women yet it was important for about half of them.

The second key reason is getting help to **learn the trail network** (69%)

Scheduled rides were a relevant driver too. Some riders also mentioned meeting new people helps them to later find other **'coordinated' rides** to join.

Improving mountain biking skills was important to many riders. Not just getting feedback, but having a space for learning mountain biking in general and getting better at it.

What aspects originally motivated you to join the NSRide club for the first time?
Select all that apply



SOCIAL ASPECTS

Getting a sense of connection with others and receiving encouragement from them are the most important social aspects.

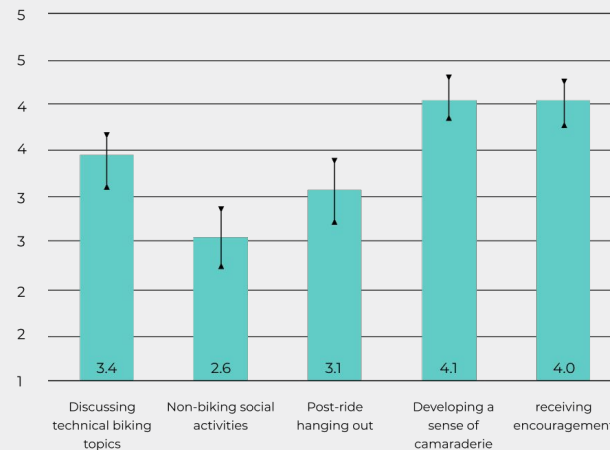
There is some interest on engaging in more technical bike topics.

Keep focus on social activities around riding or shortly after. There is no strong need for non-bike related activities.

Foster a culture of friendship, trust, and support to improve skills

Keep focus on social activities around riding or shortly after. There is no strong need for non-bike related activities. Foster a culture of friendship, trust, and support to improve skills

1 = Not important at all, 5 = Very important



Ride Leaders



RIDE LEADERS

Trail knowledge and skill level are seen as essential characteristics for being a good ride leader. Patience and feedback are aspects members desire from a ride leader.

RIDE LEADERS

78% of respondents have not volunteered as a ride leader

The key **reasons for not volunteering** are:

Skill level (50%): they feel they don't have the necessary skill level to lead.

"I don't have the mountain biking skill level"

"Am not a good enough rider"

"I'm just a beginner"

Trail Knowledge (28%): they feel they don't know the trails well

"I don't feel like I know the trails well enough to lead"

"I do not know the trail networks very well"

Responsibility (13%): unwanted liability or too much commitment pressure

"ride leading pressure if not enough leaders"

Key reason for volunteering are:

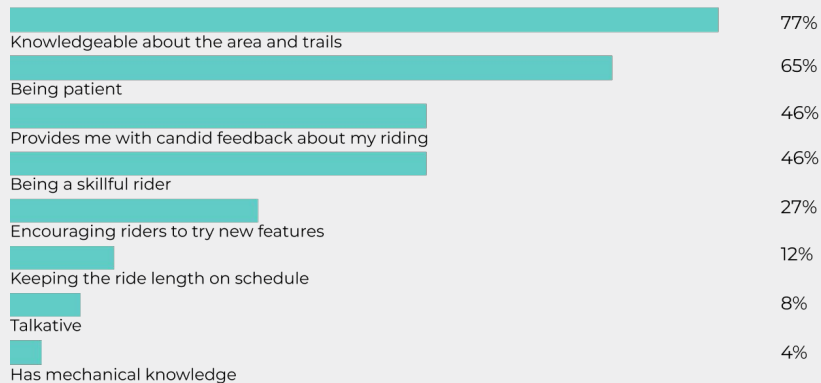
- Giving back to the community
- Creating a good environment/experience

"create fun no pressure environment for female and male riders. Help women particularly to feel welcome, safe and encouraged"

RIDE LEADERS

Trail knowledge, patience, skill feedback, and skill level are the top characteristics of ride leaders, according to women members.

What do you think are the top three characteristics a ride leader should have?



- Support developing trail knowledge, which can increase likelihood of members volunteering to ride lead, and improving desirable skills of a ride leader.
- Be open about strategizing on skill-level for rides, which could lower the barrier of members to volunteer.
- Provide guidance to ride leaders on how to be patient when leading a ride.

Rides in General



RIDES IN GENERAL

Both current club rides' days and time (Tues & Thurs @ ~6pm) are good for women riders. 61% of them could join rides at least twice a week. Most would like 1.5-2 hours long rides

RIDES IN GENERAL

Current Women Ride schedule (Tuesdays) satisfies most riders (85%), nevertheless about the same number of members can make it on Thursday rides too.

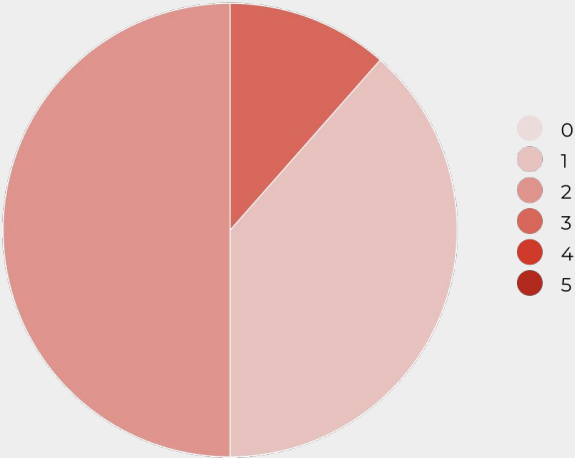
Half of women members could ride twice a week, and 38.5% only once a week.

Most riders would like a 1.5-hour long ride for the weekday rides.

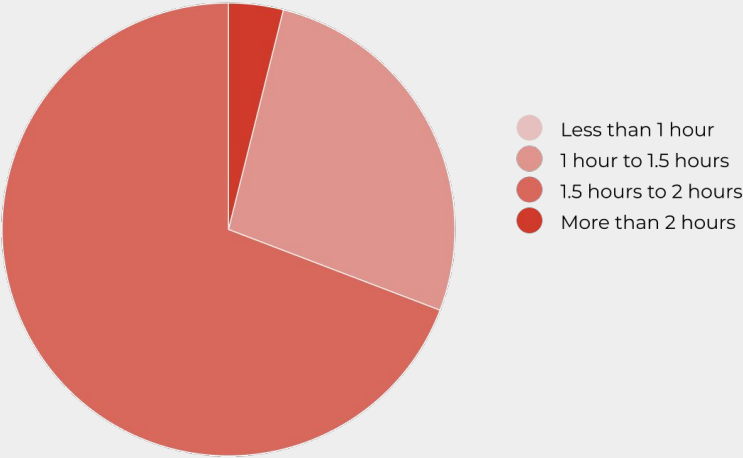
- Having Women Rides on Thursdays, or even Mondays, is also an option that would work for most women members
- Aiming for at least 1.5-hour long ride would satisfy most members

RIDES IN GENERAL

On a typical weekday, how many times can you join a club ride?



What do you think is the ideal length of a club ride during a weekday?

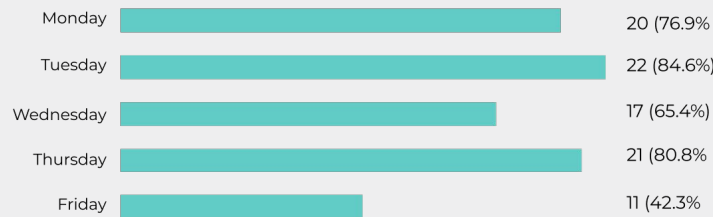


RIDES IN GENERAL

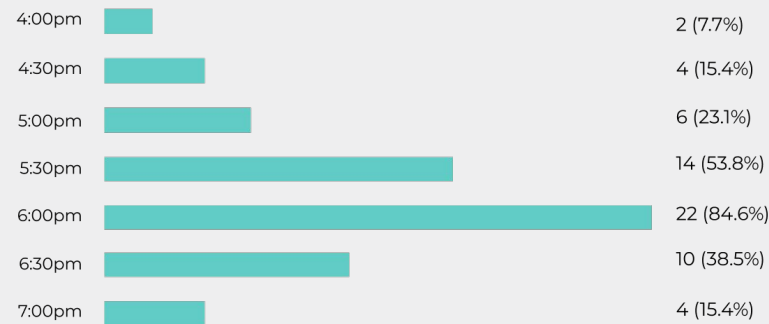
Tuesdays and Thursday are the days most women riders are available (81-85%).
Followed by Mondays (77%)

Rides starting at 6:00pm is the ideal timing for most riders (85%)

On a typical weekday, what days are you available for a club ride? Select all that apply. Club rides starting after 6:00pm



On a typical weekday, what would be your ideal start time? Select to all that apply



Women Rides



WOMEN RIDES

“Women” is the wording that resonates with most members for naming the group ride. Joining rides at the right skill level is more important than simply joining other women riders from different levels.

WOMEN RIDES

62% of members preferred a group naming that contains the word **“Women”** (either ‘only’, ‘identified only’, or ‘focused’). There is a split on whether using the adjective ‘identified’.

Female was not chosen by anyone. Some members also shared they strongly dislike terms like ‘Girls’ which is still used on the website to describe the Tuesday rides.

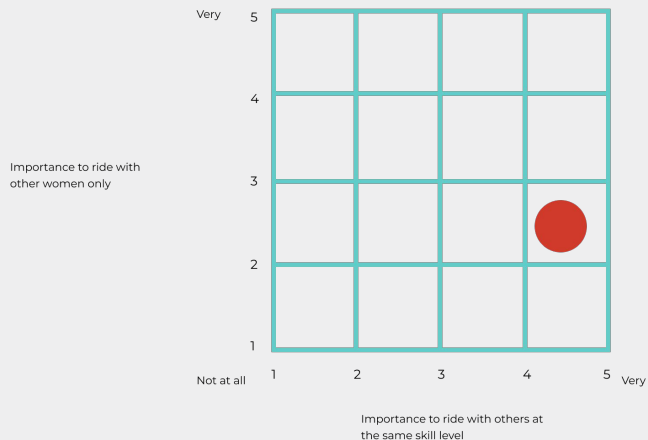
Which of the following options do you think is best to describe a group ride exclusively for women?

Ladies Only	23%
Females Only	0%
Women Only	31%
Women-identified Only	27%
Any of the above	15%

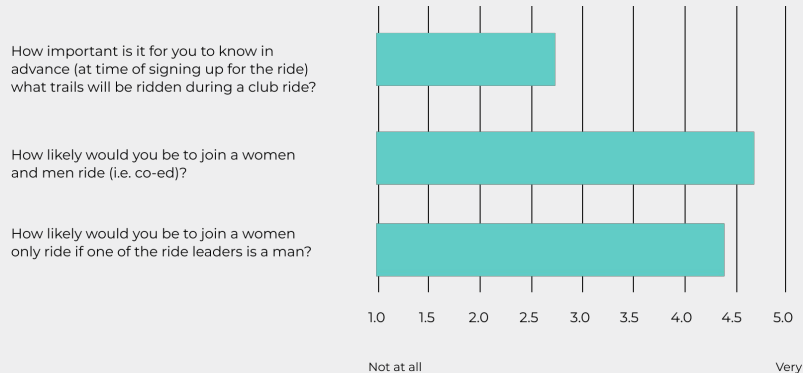
- Craft opportunities for women riders to join others at their skill level
- Leverage men ride leaders for women rides when there are not enough women leaders
- Consistently use ‘women’ to refer to the group ride

WOMEN RIDES

Although women appreciate riding with other women, riding with others at their same skill level is more important.



Most women would be willing to join a women's-ride if one of the leaders is a man. They would also join co-ed rides. Knowing the trails to ride would be nice but not critical.



Progression



PROGRESSION

Women are highly interested in having opportunities to 'session' during rides. Women are interested the most in improving their technical descending.

PROGRESSION

Women riders are most interested in developing their technical descending skills, following by dropping.

How interested are you in developing the following skills?
Rank them according to your interest

Skill	Ranking
Technical descending	1
Dropping	2
Cornering	3
Technical climbing	4
Body position	5
Braking	6

- Consider developing opportunities for 'sessioning' type of rides across all skill levels
- If coaching opportunities were offered, technical descending and dropping would be the preferred content

PROGRESSION

77% of women riders would be interested attending a club's 'bike maintenance' session

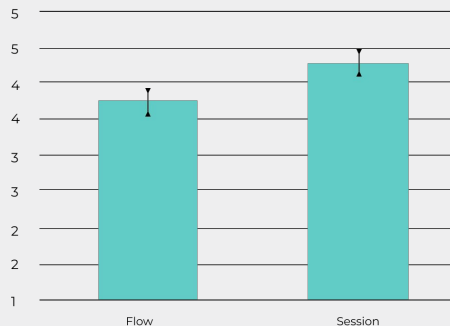
If the club were to offer "bike maintenance" sessions, how interested would you be in attending? 1= Not at all, 5= Very

Average: **4 out of 5**

Overall, women are interested in both Flow and Session types of ride.s However, riders are more interested Session type rides, which is a level of interest maintained across riding levels.

Thinking about the pacing and activities during a club ride, how interested are you in a 'flow' /'sessioning' type of ride?

1 = Not important at all, 5 = Very important



Ride types definitions:

Flow: priority is given to keeping a constant pace on the descents in order to get into the flow of the trail, with no stopping at features.

Session: priority is given to stopping at various features during the descent, to give riders the option to attempt the feature, discuss it, or observe others attempting the feature

Riding Level	Flow	Session
Beginner	3.4	4.2
Intermediate	3.8	4.3
Advance	3.7	4.3