

# Attracting and Keeping New Riders

**NAXION**  
RESEARCH › CONSULTING



peopleforbikes



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# Background and Objectives



A survey conducted by PeopleForBikes in May 2021 found that 4% of American adults rode a bike for the first time in at least a year during the COVID-19 pandemic. Another 6% started a new type of riding (e.g., riding indoors or riding for transportation). More recent data indicates a drop in participation levels compared to pandemic level highs, in some cases back to pre-pandemic levels.

**PeopleForBikes seeks to better understand those who started riding (or started a new type of riding) during the pandemic or who stopped riding post-pandemic with a focus on understanding:**

- What is keeping those who are still riding on the bike
- Why those who aren't still riding stopped

**The findings of this research will inform programmatic and marketing approaches that encourage:**

- Those who stopped riding to start riding again
- Those who are already riding to continue riding and ride more often



# Methodology



*Note. We had difficulty finding people who started any type of riding during the pandemic but did not continue to ride post-pandemic. REI agreed to send the screener out to a sample of Co-op members to find eligible lapsed riders. However, due to low eligibility rates, we expanded the criteria to include anyone who stopped any type of riding post-pandemic no matter when they started riding.*

*Caveat: Results reflect the opinions and experiences of those who agreed to participate and are limited to people who have ridden a bicycle at some point in their lives. Because the sample of interviewees was not randomly selected, the findings cannot be generalized beyond those that were interviewed. Results should be treated as hypotheses in need of further testing.*



To meet project objectives, NAXION conducted 30-minute Zoom interviews with 30 adult Americans who either:

- Started or resumed any type of riding for the first time in more than a year during the pandemic
- Stopped any type of riding post-pandemic regardless of when they started riding

Respondents were recruited via an online screener survey distributed through multiple channels:

- Partner bike shops sent out invitations and shared the screener survey link on their social media channels
- PeopleForBikes shared the screener survey on their social media channels
- REI sent invitations to a sample of Co-op members

Respondents who completed the screener survey were entered in a drawing to win a custom Roll bicycle valued at \$979 or one of five PeopleForBikes gift boxes worth \$25 each (excluding REI Co-op members).

Interview content included:

- Confirmation of eligibility and demographics
- Pre-pandemic bike riding patterns, motivations, and barriers
- Pandemic bike riding patterns, motivations, and barriers
- Post-Pandemic bike riding patterns, motivations and barriers

Those who completed the screener and were qualified to participate in the Zoom interviews were selected to achieve a balance on the following demographics (see next slide for sample characteristics):

- Age
- Gender
- Region
- Ethnicity
- Presence of children in the household
- Whether participants continued to ride post-pandemic

Everyone who completed a 30-minute Zoom interview received their choice of a \$75 gift card to their local bike shop or in the form of a generic Visa gift card. REI Co-op members received a \$75 REI gift card.



# Demographics

		Continue to Ride	No Longer Ride	Total
Age	18-34	9	2	11
	34-55	4	11	15
	55+	3	2	5
Gender	Male	11	7	18
	Female	3	8	11
	Non-Binary	2	0	2
Region	Northeast	3	6	9
	Midwest	5	1	6
	South	6	2	8
	West	2	6	8
Ethnicity	White Only	11	9	20
	All Others	5	6	11
Children in the Household	Yes	4	6	10
	No	12	9	21