

2015 Bike Racing Survey – Summary of Results

The 2015 Bike Racing Survey was made available on the Southern California Nevada Cycling Association and also promoted via other social media outlets. 637 cyclists responded, with 560 of the respondents being male and 74 being female. Very few riders under age 18 responded (8 total), with the highest number of responses coming from riders age 40 and over. Because of the low number of participating Juniors, any results specific to that group should be interpreted with caution. Women's results should also be interpreted cautiously.

The main findings of the survey are summarized below.

Racing

- 83% of respondents stated they wanted to do some type of bike racing, with road racing being the racing type of choice.
- Older age groups were less engaged in racing than younger age groups and were less likely to report an interest in racing than younger age groups. Over 90% of those **under** age 50 expressed an interest in racing, while only 71% of those age 50 and over reported a desire to race.
- About one-quarter (26%) of respondents reported not doing any races during the year.
- Men reported doing more races than women.
- Those under age 50 reported doing more races each year than those over 50, with 37% of those age 50 and over reporting they did no races.
- Most groups chose 10-19 races per year as the optimal number of races they would like to do each year.
- Throughout the survey, women expressed different concerns than men. For women, the primary deterrent to racing was apprehension about not being fast enough, followed by the fear of crashing.
- Across all groups except women, the primary deterrent to racing was the possibility of crashing (the second-most concern for women). Safety concerns were noted to be important at several points in survey results.
- The 18-34 year old group was the only group to give the cost of equipment as one of their Top 3 concerns.
- Longevity of license holders appears to be an issue. 56% of respondents reporting having a license for 5 years or less, if at all.
- Across all participants, the three most important factors for determining which race to participate in were the type of race (road, crit, TT, SR, omnium), the distance from home, and the risk of crashing.
- Respondents reported relatively little concern about receiving unique prizes (jerseys, pint glasses, etc.) or prize money, nor were they concerned about the posting of results to social media (e.g., Facebook).

Team/Club Factors

- Less than 50% of respondents stated that their team/club is effective at any of the following: (1) getting new members licensed, (2) encouraging existing racers to race, (3) mentoring new racers, or (4) teaching race skills.
- Women were more likely than men to report that their teams were effective at engaging members in racing through any of the four means mentioned above.
- Respondents 50 years of age and older were least likely to report that their teams were effective in engaging members in racing through any of the means provided.
- Only 25% of the Juniors who responded to the survey stated that their team/club was doing a "very effective" or "extremely effective" job of teaching race skills. Although the small number of participating Juniors makes these results impossible to interpret, these findings suggest that this is an area that requires further more detailed exploration.

More detailed analysis of the 2015 Bike Racing Survey follows.

2015 Bike Racing Survey – Detailed Results

Number of respondents: 637

Gender:

Male: 560 (88%)

Female: 74 (12%)

Age:

Under 14:** 1 (.2%)

15-17:** 7 (15%)

18-24: 32 (5%)

25-34: 95 (15%)

35-39: 65 (10%)

40-49: 199 (32%)

50-59: 164 (26%)

60+: 58 (9%)

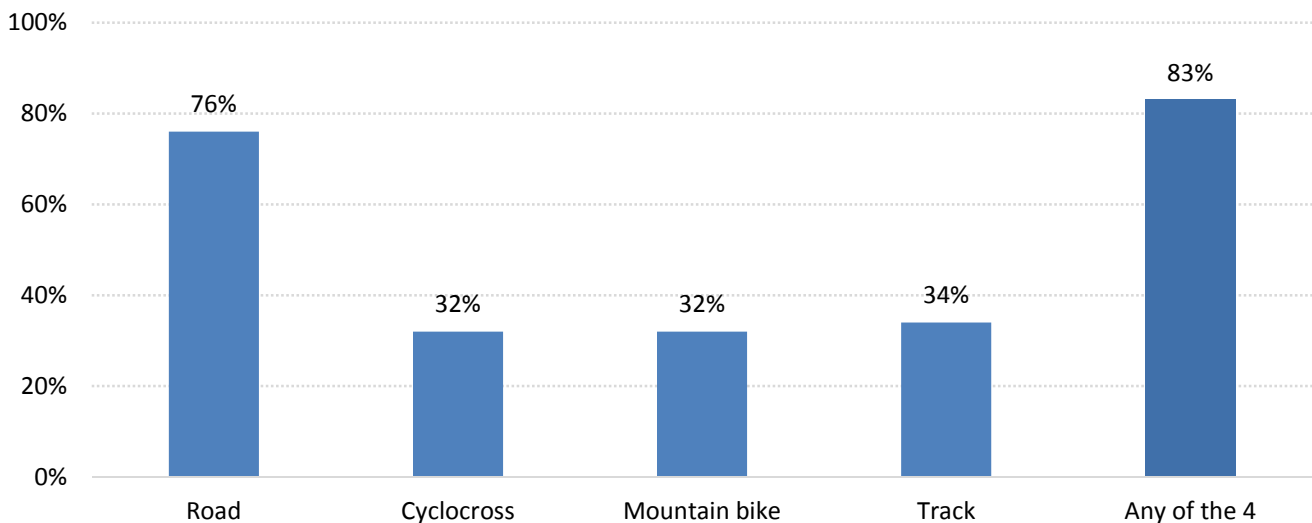
*** Responses for those under age 18 should be interpreted cautiously because of the low number of respondents.*

Q3: Do you want to race...? (Blank responses were considered to be a “No” response)

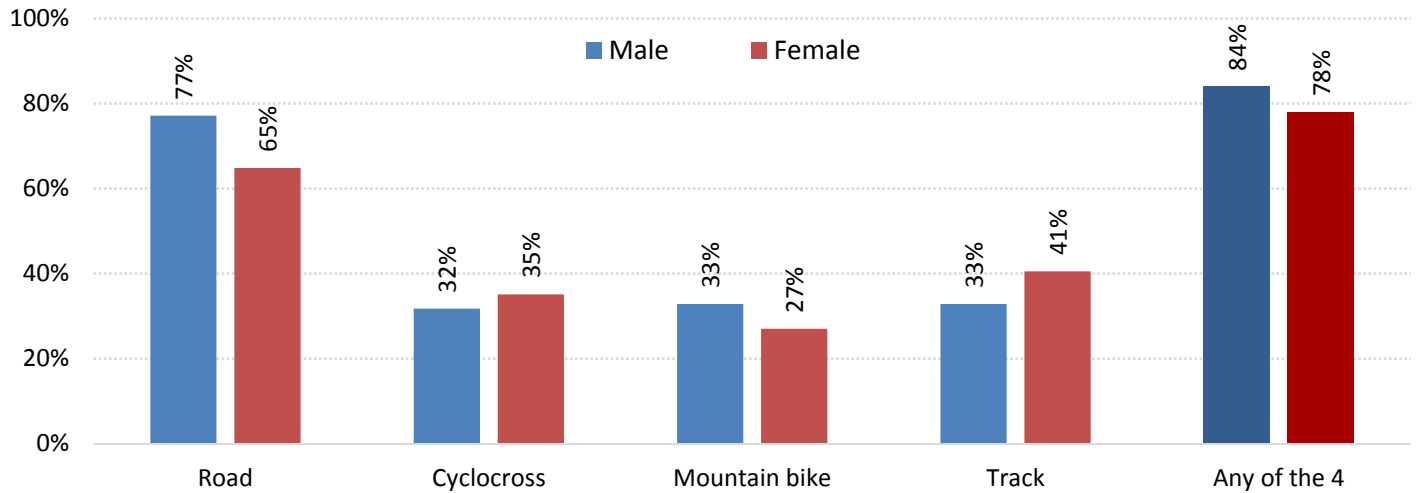
Main Points:

- ✓ 83% of respondents stated they wanted to do some type of bike racing, with road racing being the racing type of choice.
- ✓ Older age groups were less likely to report a desire to race. Over 90% of those under age 50 expressed a desire to race; 71% of those 50 and over reported a desire to race.
- ✓ The women who responded to the survey showed a preference for track racing that exceeded that of men.

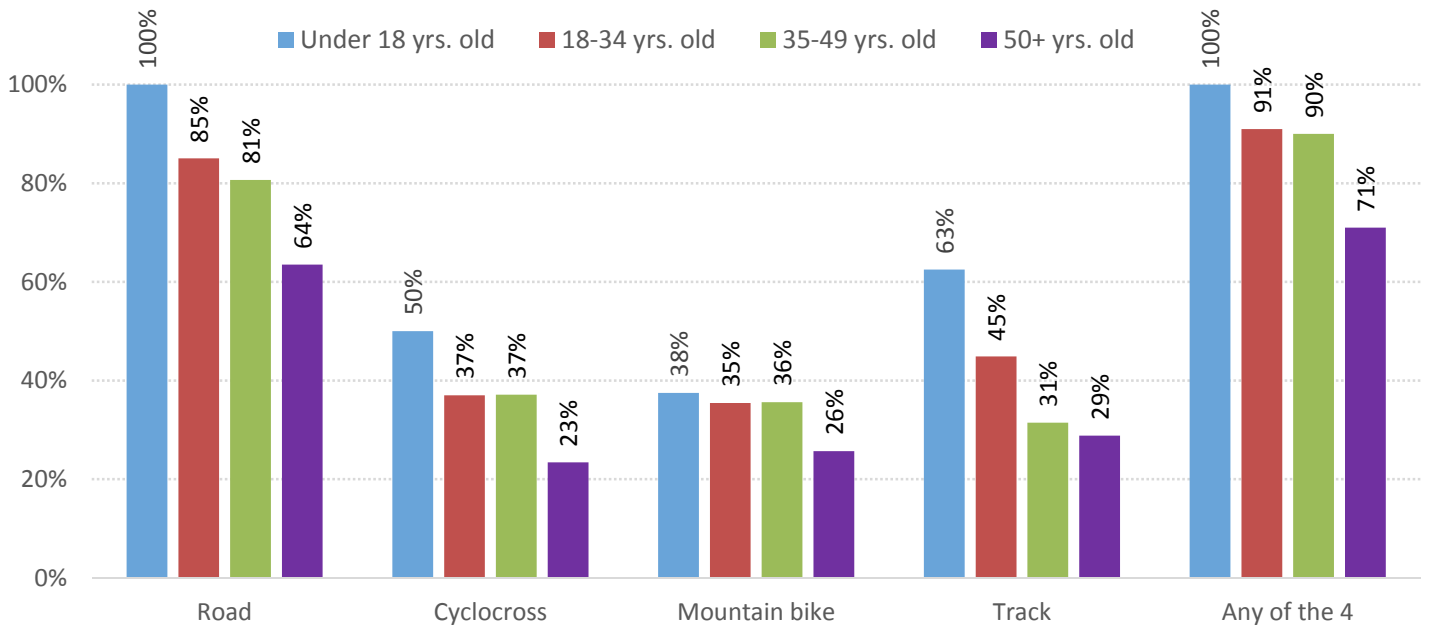
Type of Racing: All Respondents:



Type of Racing by Gender



Type of Racing by Age



Deterrents to Racing:

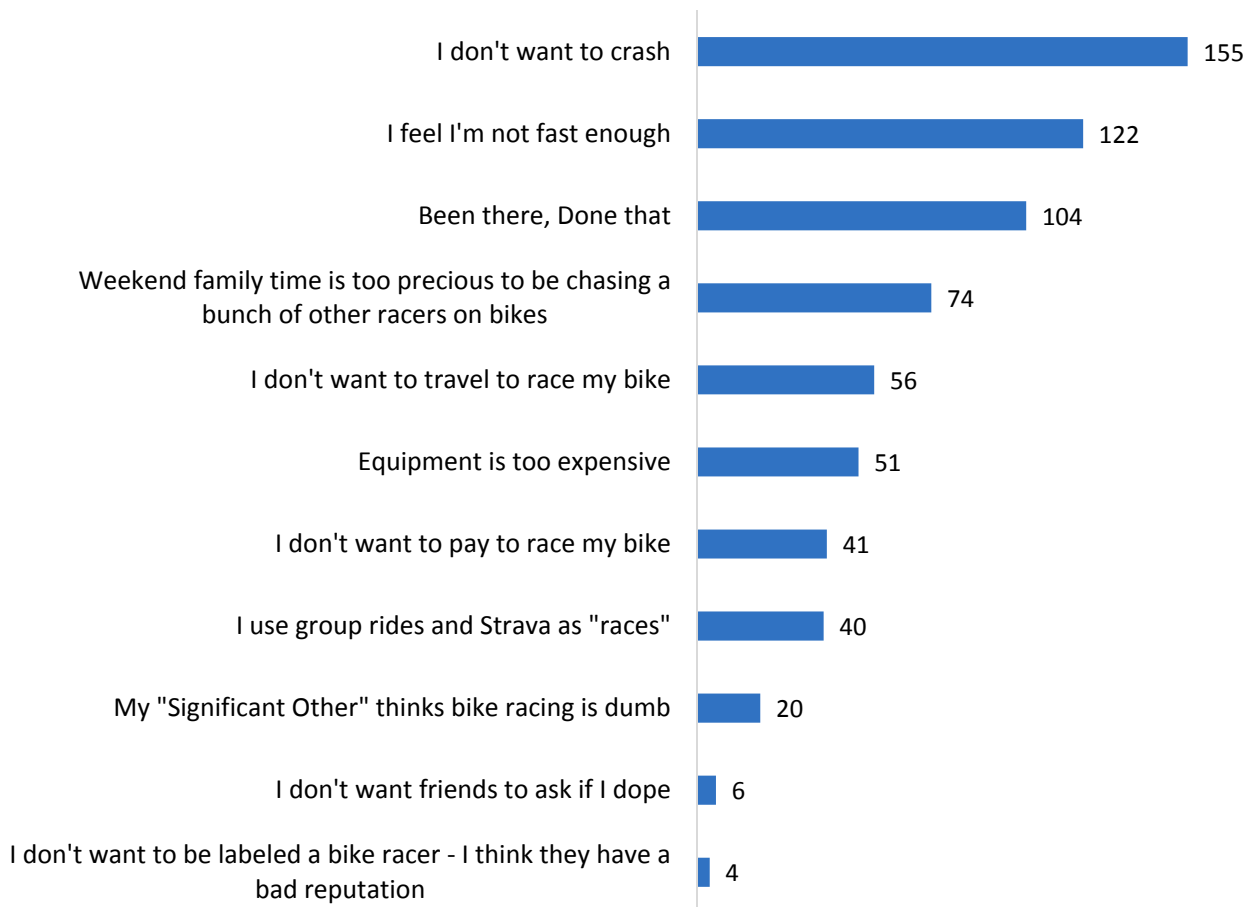
Q4. If you answered “No” to any part of Question 3, select all that apply:

(305 people marked one or more of the deterrents)

Main Points:

- ✓ 305 of 637 respondents reported at least one deterrent.
- ✓ Across all groups except women, the primary deterrent to racing was the possibility of crashing.
- ✓ For women, the primary deterrent to racing was concern about not being fast enough.
- ✓ The 18 – 34 year old group was the only group to give the cost of equipment as one of their Top 3 concerns.

Number choosing each deterrent:



Top Three Reasons For Not Racing, by Group* (Percent is based on total number of respondents to Question 4; For groups based on gender or age, percent is based on number of respondents in that gender/age category)

All Respondents: (number = 305)

- 1) I don't want to crash (51%)
- 2) I feel I'm not fast enough (40%)
- 3) Been there, done that (34%)

Male: (number = 261)

- 1) I don't want to crash (52%)
- 2) I feel I'm not fast enough (38%)
- 3) Been there, done that (35%)

Female: (number = 43)

- 1) I feel I'm not fast enough (53%)
- 2) I don't want to crash (47%)
- 3) Been there, done that (30%)

Age 18 – 34: (number = 62)

- 1) I don't want to crash (45%)
- 2) Equipment is too expensive (35%)
- 3) I feel I'm not fast enough (27%)

Age 35 – 49: (number = 117)

- 1) I don't want to crash (46%)
- 2) Been there, done that (39%)
- 3) I feel I'm not fast enough (36%)

Age 50+: (number = 117)

- 1) I don't want to crash (58%)
- 2) I feel I'm not fast enough (52%)
- 3) Been there, done that (38%)

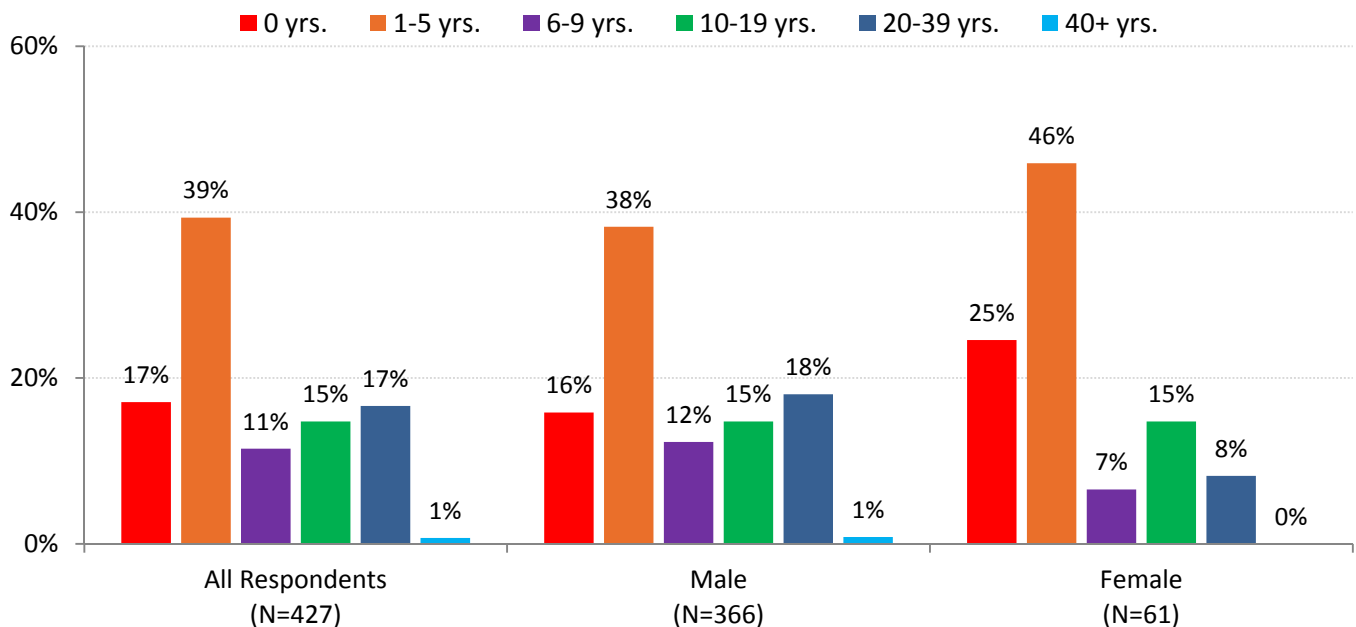
*Under 18 age group was not included due to the low number of responses

Q5. Do you even race bro/sis?

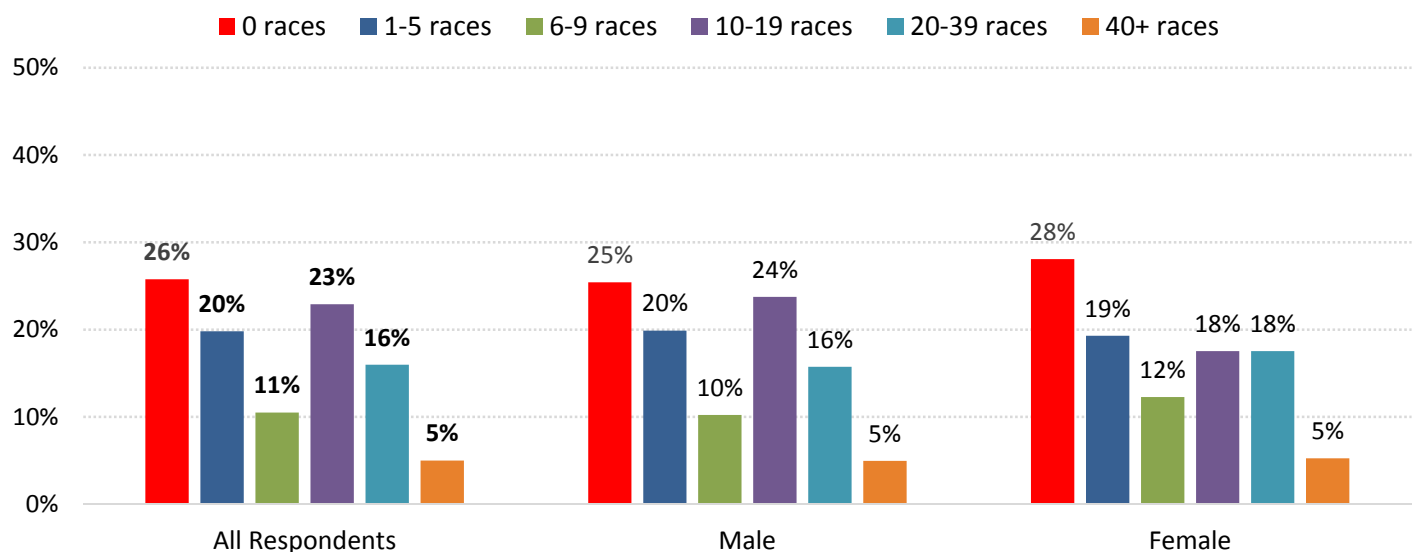
Main Points:

- ✓ Most respondents reported having a racing license for 5 years or less. This was especially true for women.
- ✓ About a quarter of respondents reported not doing any races each year. For those who reported racing, the majority reported doing 10-19 races per year.
- ✓ Men reported doing more races each year than women. Those under age 50 reported doing more races each year than those over 50, with 37% of respondents age 50+ reporting no races.
- ✓ Most groups reported 10-19 races per year as the optimal number they would like to do.

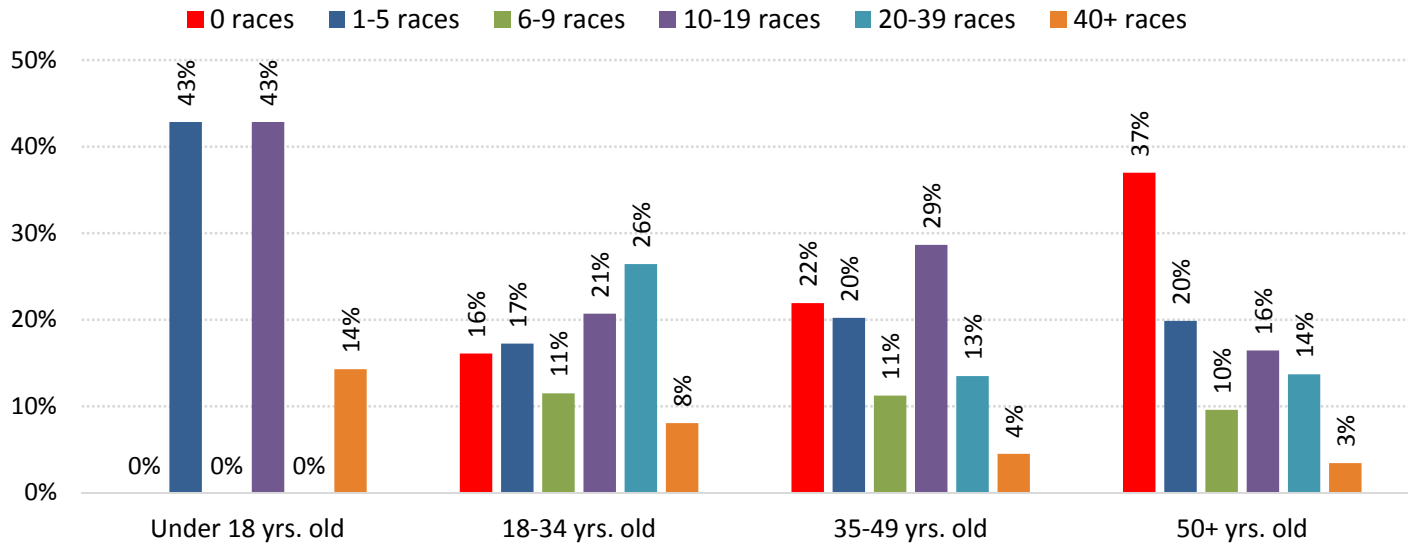
Q5a. How many years have you had a racing license? (number of respondents = 427)



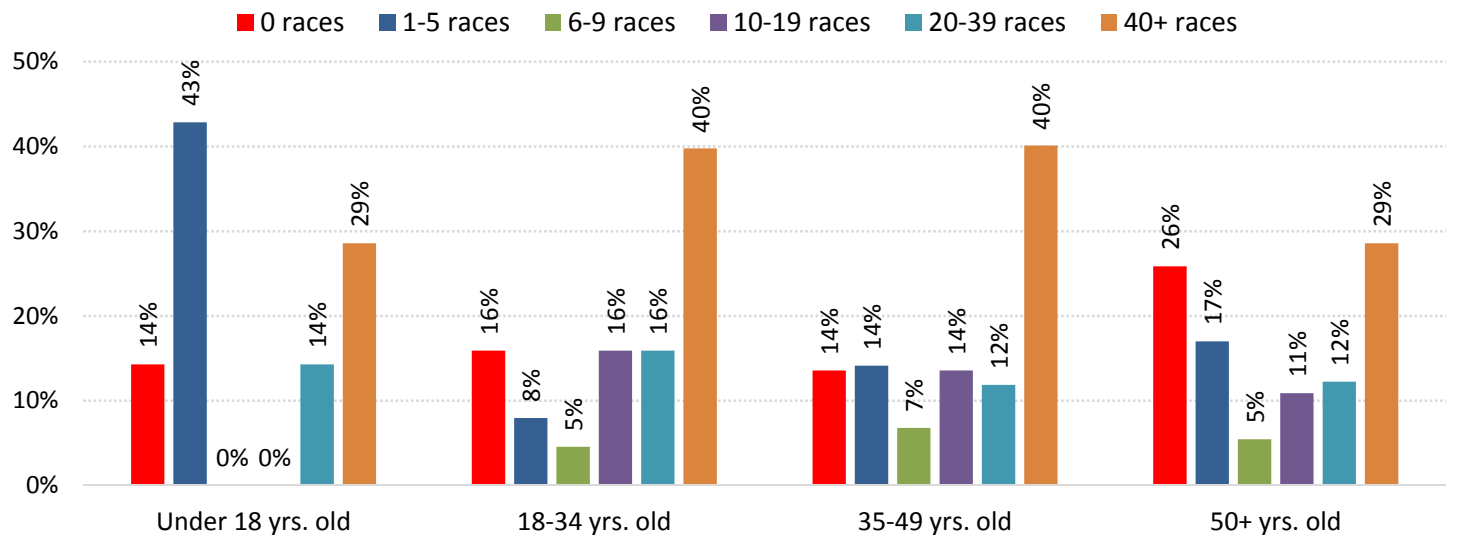
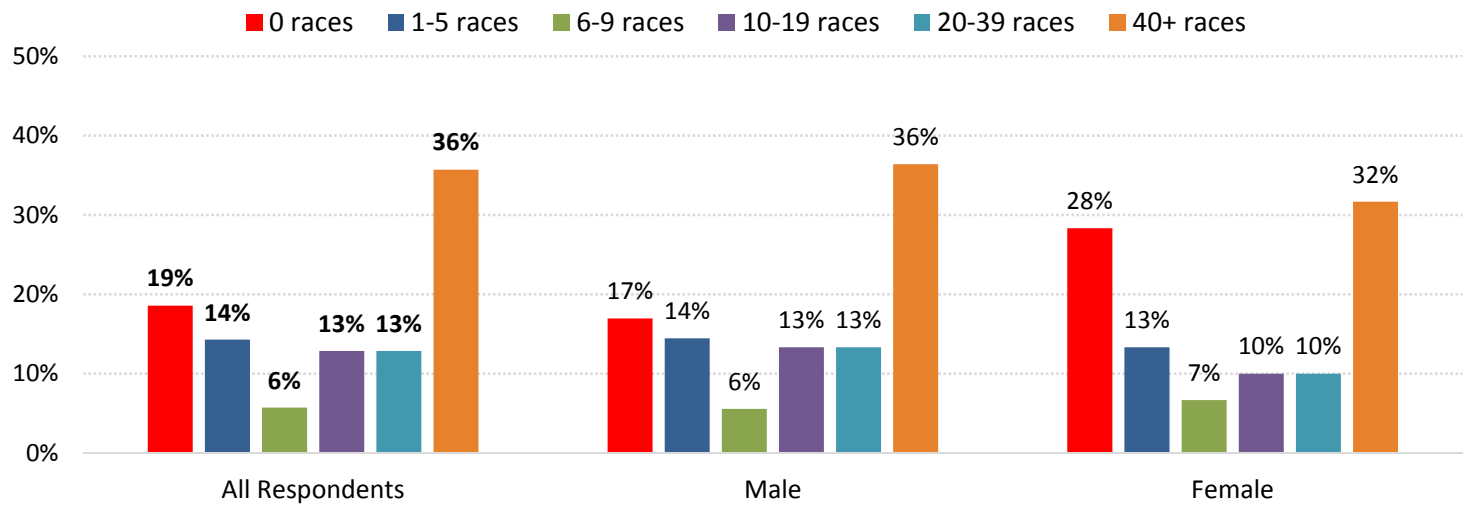
Q5b. How many races do you do each year? (number of respondents = 419)



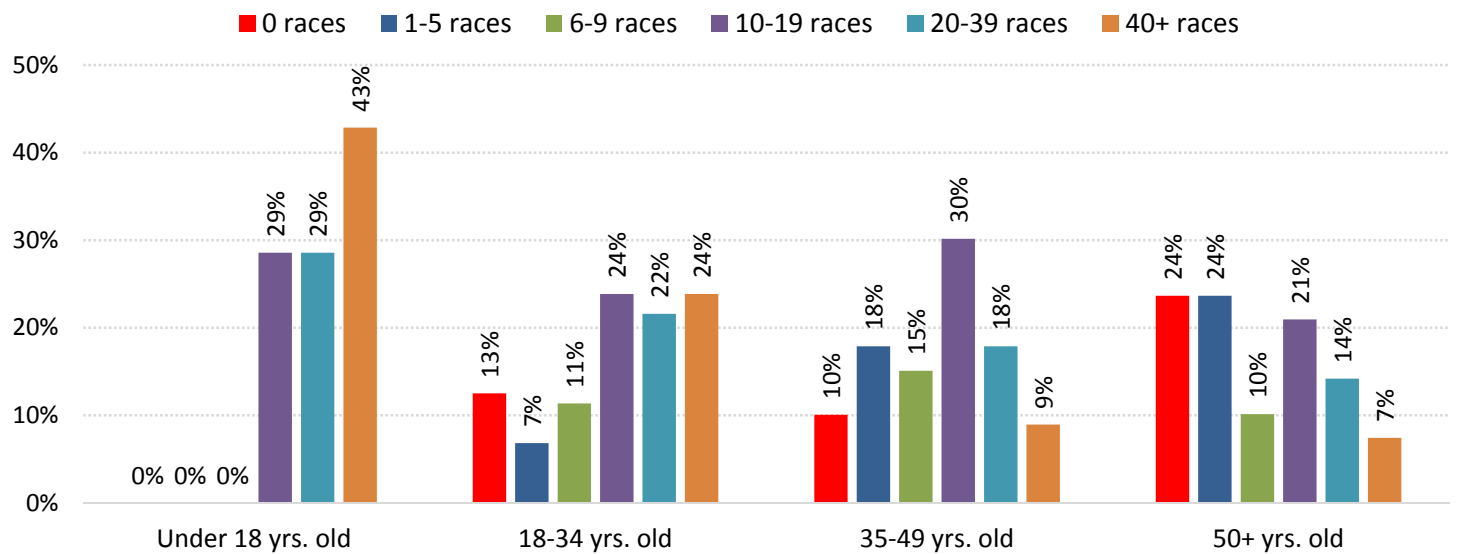
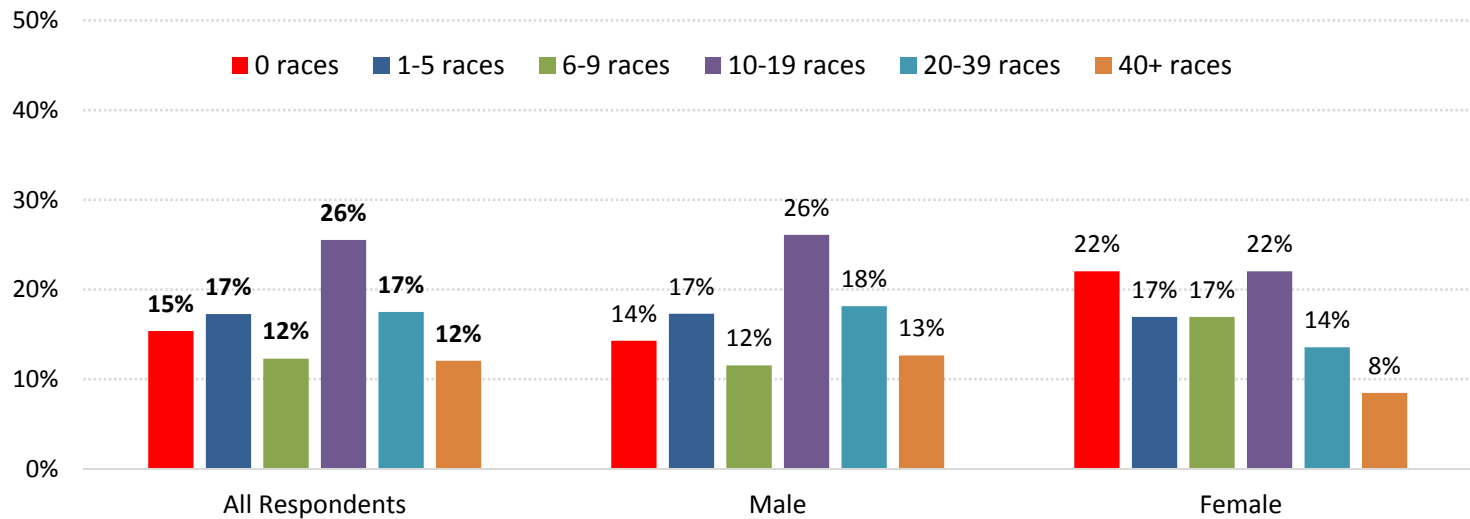
Q5b. How many races do you do each year? (cont.) Number of races by age



Q5c. How many races have you done in the last 5 years? (number of respondents = 420)



Q5d. How many races would you like to do next year if you could? (number of respondents = 423)



Q6. How effective is your team/club at: (number of respondents = 514)

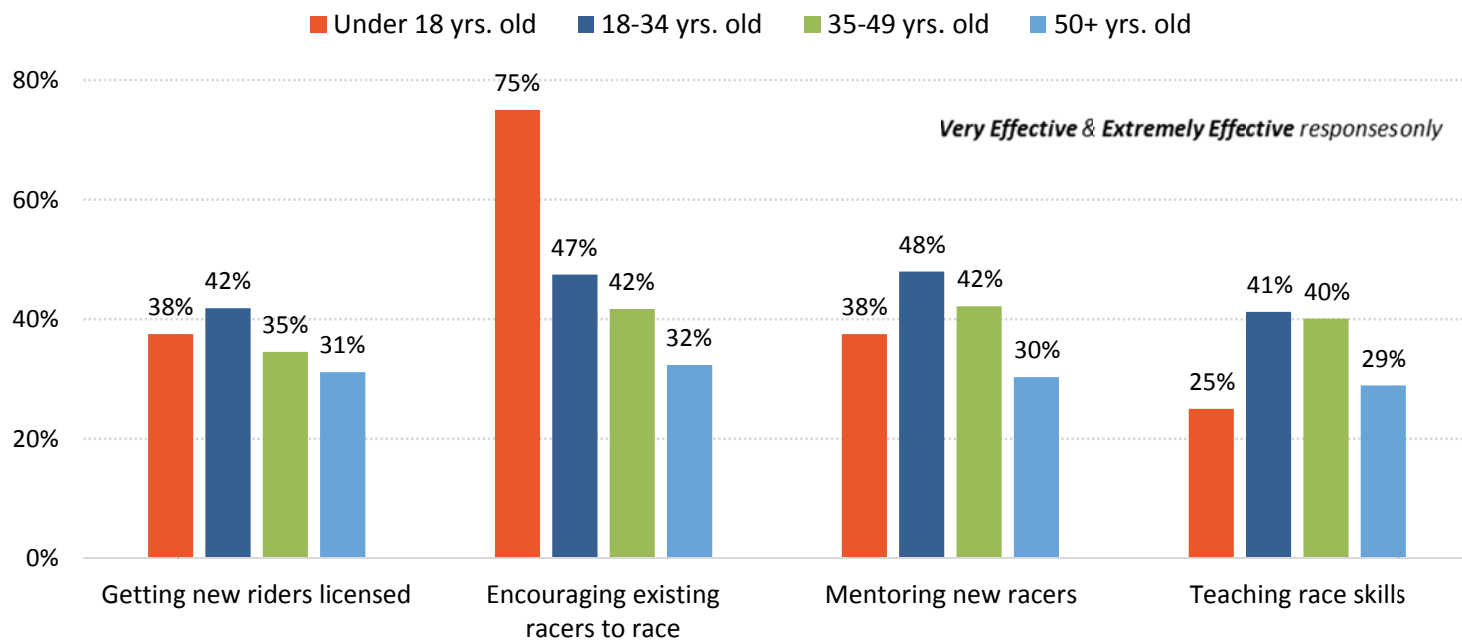
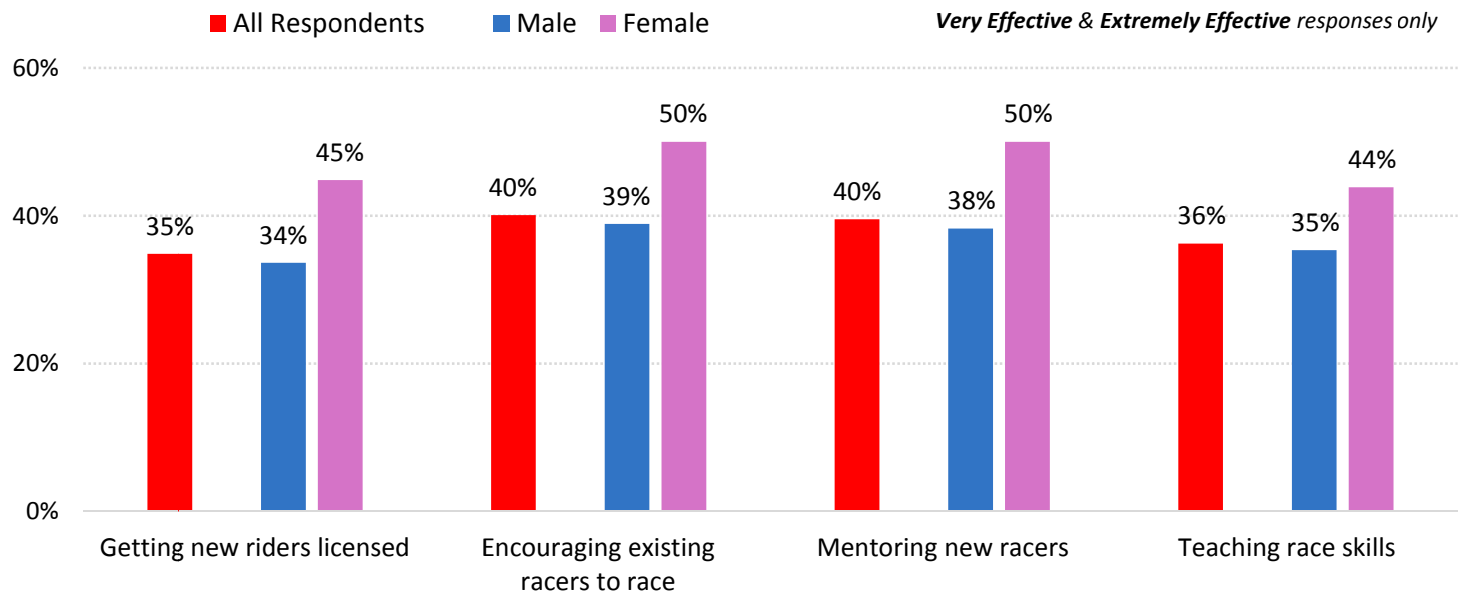
Main Points:

- ✓ Less than 50% of respondents reported that their team/club is effective at engaging members in racing, mentoring new racers, or teaching race skills.
- ✓ Women were more likely to report that their teams were effective at engaging members in racing through any of the means given.
- ✓ Respondents age 50 and over were least likely to report their teams were effective at engaging members in racing through any of the means given.
- ✓ The Juniors who responded to the survey did not feel that their team/club was doing a good job of teaching race skills. Only 25% stated that their team was very or extremely effective at teaching race skills.

How effective is your team/club at:

	Terrible	Slightly Effective	Moderately Effective	Very Effective	Extremely Effective
Getting new riders licensed	22%	19%	25%	21%	14%
Encouraging existing racers to race	11%	18%	31%	25%	15%
Mentoring new racers	16%	23%	22%	20%	20%
Teaching race skills	19%	23%	22%	19%	18%

Percent reporting their team/club is “Very Effective” or “Extremely Effective”:

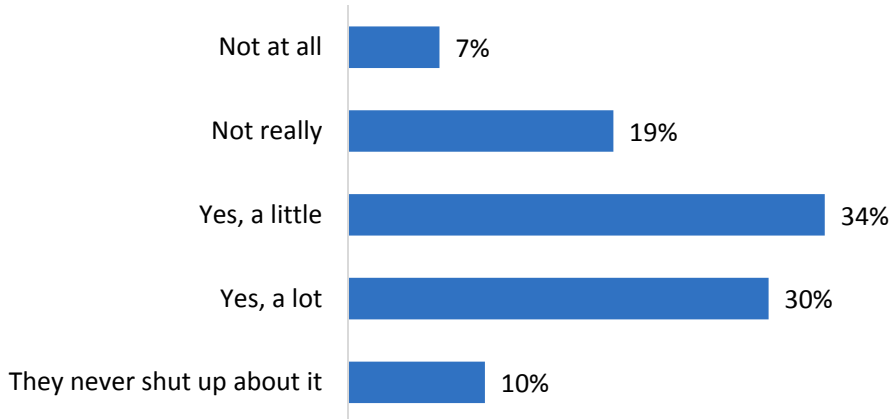


Q7. Do others on your team/club encourage you to race? (Number of respondents = 519)

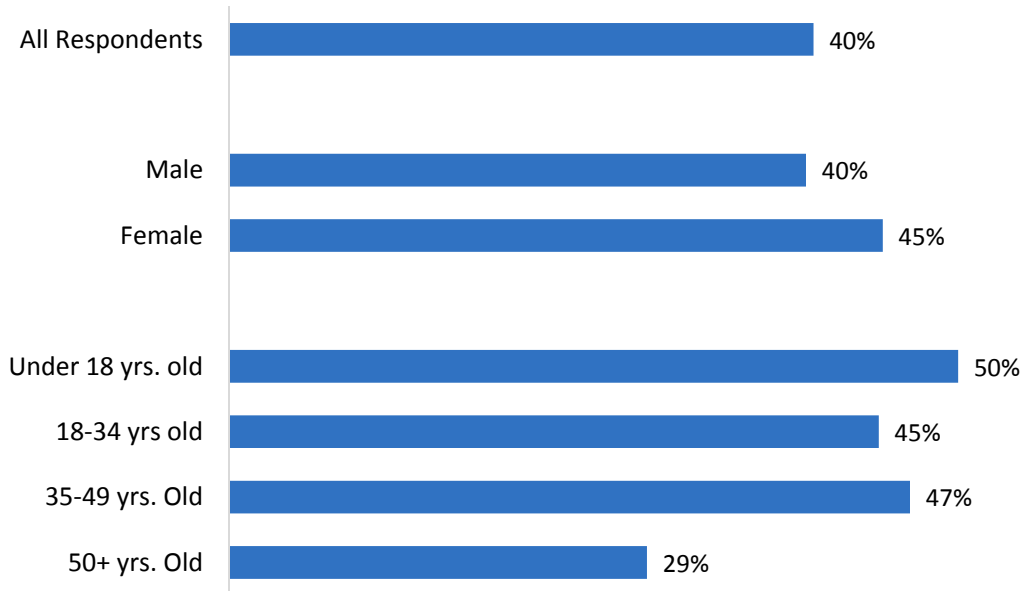
Main Points:

- ✓ 40% of respondents felt their teams encouraged them to race “a lot” or “never shut up about it.”
- ✓ Females were more likely than males to report being encouraged to race by their team/club.
- ✓ Those age 50 and over were least likely to report being encouraged to race by their team/club.

All responses:



“Yes, a lot” and “They never shut up about it” combined responses by group:

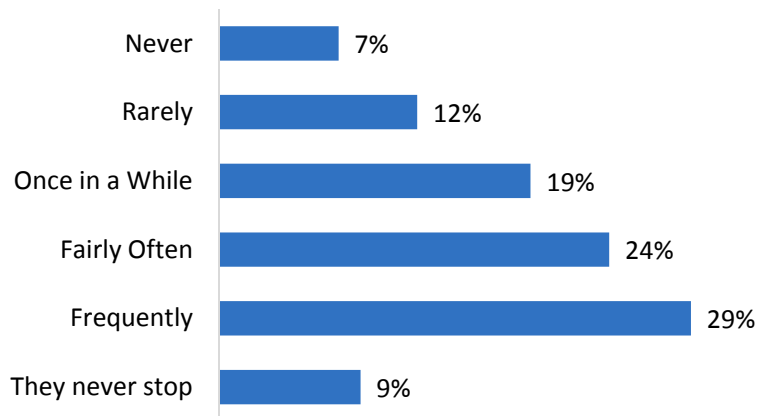


Q8. How often does your team/club send out race information (Number of respondents = 519)

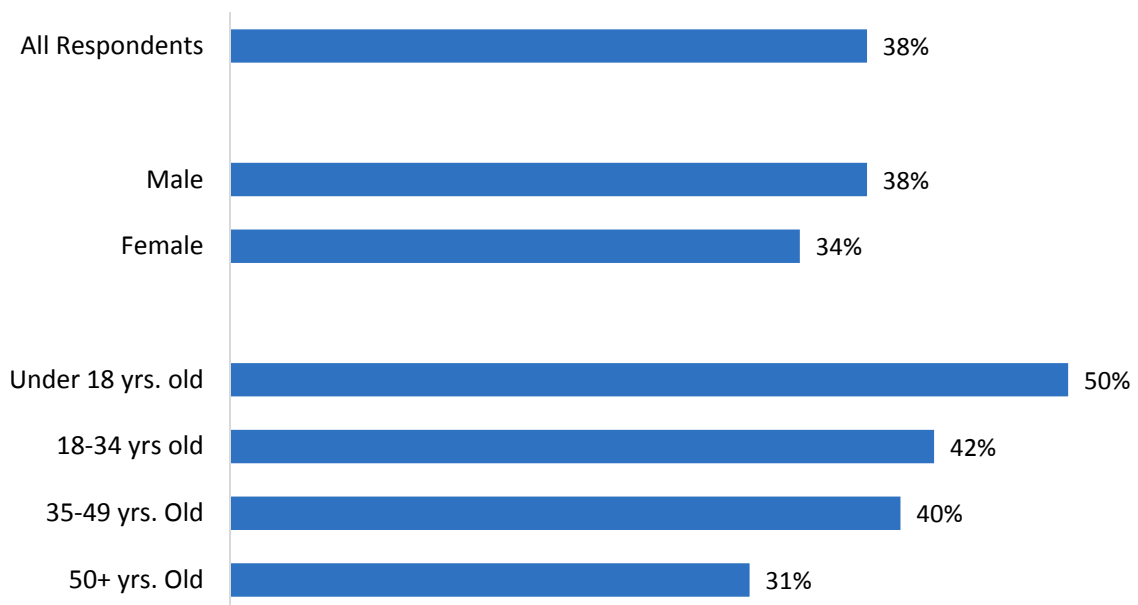
Main Points:

- ✓ 38% of respondents reported that their team/club “frequently” or “never stopped” sending them race information.
- ✓ Men were more likely than women to report frequent communication about races.
- ✓ Juniors were most likely to report receiving frequent communication; the 50+ category was least likely to report receiving frequent communication.

All responses:



“Frequently” and “They never stop” combined responses by group:

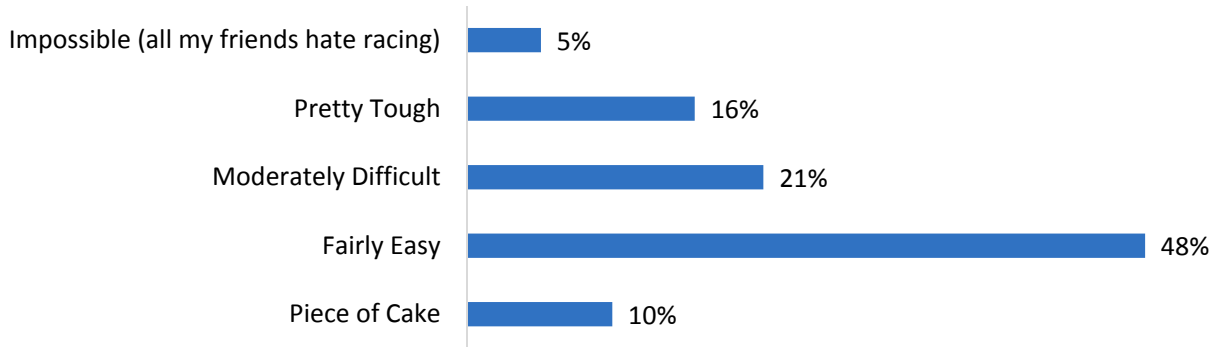


Q9. How easy is it to find another racer with whom to carpool? (Number of respondents = 518)

Main Points:

- ✓ Over half of respondents reported that carpooling to races was “fairly easy” or a “piece of cake.”
- ✓ Females were more likely than males to report being encouraged to race.
- ✓ Carpooling was most difficult for Juniors and women, but all groups reported good access to carpools.

All responses:



“Fairly easy” and “Piece of cake” combined responses by group:

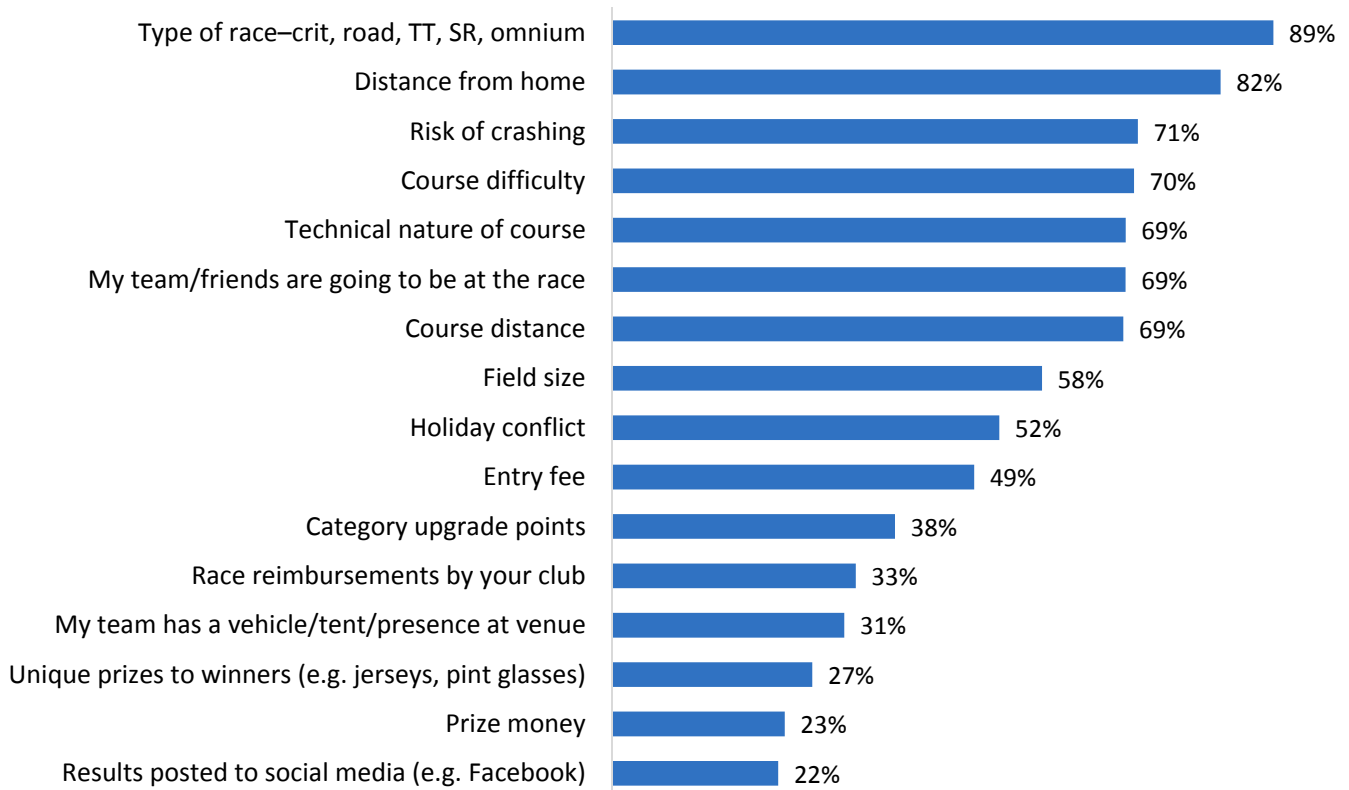


Q10. How important are these things to you in deciding whether or not to participate in a particular race
(number of respondents = 523)

Main Points:

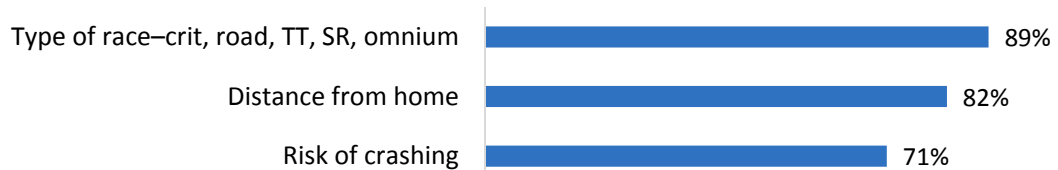
- ✓ Across all respondents, the most important factors for determining race participation were the type of race (road, crit, TT, SR, omnium), the distance from home, and the risk of crashing.
- ✓ Respondents reported relatively little concern about receiving unique prizes or prize money, or about having results posted to social media.
- ✓ Type of race was most important to all groups except Juniors, who were most concerned about the risk of crashing.

Percent stating each factor is **“Important,” “Fairly Important,” or “Very Important”**



Top 3 Factors by group:

Male



Female



Top 3 Factors by group (cont.):

Under 18 yrs. Old



18-34 yrs. old



35-49 yrs. old



50+ yrs. old



All Respondents

	Not at all Important	Slightly Important	Important	Fairly Important	Very Important
Distance from home	5%	13%	31%	24%	27%
Entry fee	22%	29%	28%	11%	10%
Risk of crashing	14%	15%	22%	16%	33%
Prize money	54%	23%	13%	4%	6%
Course difficult	13%	17%	32%	24%	15%
Course distance	14%	17%	34%	24%	12%
Race reimbursement by my club	46%	21%	16%	7%	10%
Technical nature of course	13%	18%	33%	22%	14%
Field	19%	23%	36%	17%	5%
Type of race—crit, road, TT, SR, omnium	4%	7%	26%	26%	38%
Category upgrade points	45%	17%	17%	11%	9%
Holiday conflict	23%	25%	23%	15%	14%
Results posted to social media (e.g., Facebook)	56%	21%	12%	6%	5%
Unique prizes to winners (e.g. jerseys, pint glasses, etc)	44%	29%	15%	8%	4%
My team has a vehicle/tent/presence at the race venue	44%	24%	17%	9%	5%
My team/friends are going to be at the race	13%	18%	28%	26%	15%