

# **Chattanooga Bicycle Club Member Survey Results February 2006**

## **Survey Summary**

### **Ride habits**

66% ride three or more times per week  
67% ride with the CBC less than twice a month  
99% ride for fitness/health  
55% ride for social interaction  
11% ride out of concern for the environment  
68% ride between 12 and 17 miles per hour  
55% ride both road and mountain bikes  
43% ride road bikes only

### **Riding with the club**

62% don't ride with the club because rides don't meet their schedule  
17% don't ride more often with the club because rides are too fast  
15% don't ride more often with the club because they're afraid of being dropped

69% would ride more with the club if there were rides at multiple speeds or distances  
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47% would ride more with the club if there were new members' rides  
40% would ride more with the club if there were cue sheets  
36% would ride more with the club if there were sweeps to make sure no one gets dropped

### **Club activities and role**

73% say a primary reason for riding with the club is the road ride schedule (MTB: 21%)  
45% say a primary reason for riding with the club is advocacy

51% would like to see more advocacy work by the club  
38% would like to see skills clinics for experienced riders  
38% would like to see skills clinics for novice riders  
37% would like to see rides followed by social events

46% of respondents have been members for two years or less  
27% of respondents have been members for more than five years

45% said "sorry, not now" when asked how they can help

## Survey Detail

### How often do you ride your bike during the spring, summer and fall?

Once a week	5%
Twice a week	17%
Three times a week	36%
Four times a week or more	29%
Infrequently (once or twice a month)	9%
Rarely (every other month)	3%
Never	0%

### How often do you ride with the CBC?

Three or more times per week	5%
One or two times a week	27%
One or two times a month	22%
Rarely	29%
Never	16%

### Why don't you ride more often with the Club?

Rides don't meet my schedule	62%
The rides are too fast	17%
I'm afraid of getting dropped or lost	15%
The rides are too slow	3%

### What would encourage you to ride more often with the Club?

	Least	2	3	4	Most	4 and 5
1. Rides available at multiple speeds or distances	8%	7%	15%	37%	32%	69%
6. "New members rides" open to all but especially targeted to new members (sweeps, safety tips, ride etiquette) to make first rides with the Club more comfortable	18%	16%	18%	28%	19%	47%
3. Cue sheets and maps available	8%	21%	32%	20%	20%	40%
2. Sweep on rides to make sure no one gets dropped	30%	18%	16%	19%	17%	36%
5. Ride "buddies" matched to new members for first few rides	19%	24%	24%	23%	9%	32%
7. Family-friendly rides	31%	22%	20%	19%	8%	27%
4. Social activity following the ride	18%	26%	35%	18%	4%	22%

### How would you prefer to be notified of upcoming rides?

Email	87%
Interactive calendar on CBC website	63%
Newsletter	59%
Notices in bike shops	8%
Newspaper	3%
	87%

**Why do you ride?**

Fitness/health	99%
Social interaction	55%
Commuting	14%
Environmental concerns	11%

**What are your primary reasons for being a member of the Chattanooga Bicycle Club?**

Road rides	73%
Advocacy	45%
Social events	25%
MTB rides	21%
Other, Please Specify	18%

**Do you ride a road bike or mountain bike?**

Both	55%
Road bike	43%
Mountain bike	1%
Neither	1%

<b>What kinds of activities would you like to see more of?</b>	<b>1 Not Interested</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5-Very Interested</b>	<b>4 and 5</b>
9. Advocacy	6%	14%	29%	34%	17%	51%
6. Skills clinics for experienced riders	13%	17%	32%	26%	12%	38%
7. Skills clinics for notice riders	19%	17%	26%	24%	14%	38%
1. Rides that are followed by a social event (cook-out, party, bonfire, etc.)	10%	20%	32%	28%	9%	37%
4. Weekend overnight rides camping	28%	13%	21%	25%	12%	37%
5. Rides with other clubs in the region	12%	19%	33%	26%	11%	37%
3. Weekend overnight rides staying at a hotel	24%	21%	24%	20%	10%	30%
8. Safety clinics	14%	25%	33%	16%	12%	28%
10. Family events	27%	25%	27%	15%	6%	21%
2. Social events with or without a ride	34%	22%	24%	15%	5%	20%

**What is your average speed?**

Less than 8 miles per hour	1%
8-12 miles per hour	10%
12-15 miles per hour	31%
15-17 miles per hour	37%
17-20 miles per hour	16%
20 or more miles per hour	2%
I have no idea	2%

**How long have you been a Club member?**

Less than a year	15%
1-2 years	31%
3-5 years	26%
5-8 years	14%
9 years or more	13%

**Which type of activities would you be willing to assist with?**

Ride leader	29%
Social event	15%
Club century events	23%
Advocacy	23%
Sorry, not right now	45%
Other, Please Specify	5%
	29%

## Comments

### What are your primary reasons for riding a bike?

Enjoy riding a bike  
'Cause it's fun!  
enjoy suffering  
fun  
just like seeing countryside from bike  
Being prepared for event rides  
community involvement  
I have always loved riding a bike.  
FUN  
enjoyment  
competition  
Its fun  
I LOVE TO MTN BIKE!!! THE THRILL OF THE TRAIL!!  
solitary enjoyment  
Like doing outside activities  
Police bike unit at work  
I love it!  
I enjoy being outdoors, road or trail.  
Challenge. Also good way to see things.  
fun  
adventure racing  
Enjoyment

### What are your primary reasons for being a member of the CBC?

To support cycling in Chattanooga.  
support cycling  
Great Club, Good group of people.  
connection to other local riders  
a ride is a social event  
what benefits bicyclers on roads benefits skaters  
Education on how to ride bike in a "big city".  
health  
to hear about cycling  
Ride with others, not riding alone, fitness.  
meet other riders and ride with them  
Interaction with people with similar interests  
Newsletter information  
To keep informed of bike issues.  
major well organized rides  
support cycling in our state and cities  
All of the above and to support pro biking activit  
enjoy reading the articles -

### **Why don't you ride more often with the Club?**

I ride rather often with the club I think.  
location may be too far away  
Rides are too short  
In the past, when I've "led" rides, nobody shows.  
It's easier to ride from my house.  
conflict with other activities  
Hard to make the Boynton 6 pm. 6:30 is better.  
time and distance from home/work is inconvenient  
Prefer to ride with people I know better  
I ride all the time with the club and love it.  
WE have a group of 5 that all ride about the same  
Could ride during time taken to get to rides  
i regularly in-line skate  
I don't feel that my bike is fast enough.  
location sometimes plays a factor  
beginner, not sure how to start  
Can't ride during the day M-F  
I don't have regular schedule,  
Not in riding shape Plan on riding alot more in 06  
New to the club, but plan on riding with you guys.  
Problem with work schedule; work in central time  
I am trying to ride my intensity & schedule  
Difficult to prep the equipment for a distant spot  
Most rides are not near where I live.  
New member. I like riding when it's warm out.  
Cause I'm a skater!  
i am afraid of others having to wait  
I like doing longer rides and schedule conflicts  
Starting points not very convenient  
Most rides are too long for my ability  
Hectic schedule after getting married...  
I just do not make it a priority to ride with the.  
Lack of variety , traffic, infrastructure  
I haven't had time in the past. This may change.  
Rides centered in Chatta & I live 25 miles away.  
Had a bad experience with a slower group, got drop  
Don't like to drive to ride my bike.  
Distance to drive to begin the rides  
new member  
work or other stuff  
Have a well organized personal group  
location not convenient  
live in Cleveland and have lots of people to ride  
Sometimes just do my own thing.  
groups tend to be oblivious to road rules  
Just need to make a committment to 'just do it'

**What type of activities would you be willing to help with?**

My work schedule wont allow me.

Helping w/ 3 mnt 3 state

Other obligations limit my time to assist

I have a very busy schedule with work  
sweeper

**Other comments**

Love the idea of this survey to gather ideas and info about participation.

merge with SCV

The one item I would like to suggest is a membership card. It doesn't have to be a plastic card. A business (Type)card with the CBC Logo and the members name. When I walked into suck creek bike shop for the first time. They don't know me and I didn't feel comfortable stating I'm a club member. I can't prove it. My memory stinks and it's hard to recall a name of one of the club officers. I feel like I'm telling a lie.

Jim, you spelled novice wrong in Q 9 otherwise very good survey. Would be interested in those who would want to be Ride leaders

I love the club and think it does a wonderful service to the bike community and to the community in general. I would try to be more involved, but the distance to get to Chattanooga usually discourages me from attending. My twelve week climbing program is not helping either. I hope to lead several rides from the Trenton/Tiftonia area in the near future. Randy Lawson and I led several rides last year from Trenton to help people and ourselves prepare for the Three State. Joe's many climbing rides seem to take care of this for this year. The attendance for our rides last year was not very high and that was due to the fact that most people did not want to drive to Trenton and ride when they could just ride on their own in Chattanooga. I would hate to organize rides in our area and take away from the attendance at his rides. I hope to go on his weekend rides as well. Please keep up the great work. It has been a joy to be a member.

You ignored those of us who ride all winter too.

Good club. Very dedicated officers and newsletter. Everything is VERY professional!

I'm involved with the skate club, and just lack information about where to ride or skate safely

Need to get Chris, "the bald caboosie guy" at ER Bicycles involved. He has lots of energy and a great attitude. Need to increase membership fees/income and develop a part-time paid position promoting the bike club and bike awareness (i.e. make non bike riders aware of bike riders).

Q4 -- sudden appearance of more slow riders, which isn't likely.

Have the Christmas party near Christmas, or rename it.

Regarding notification of rides: The club could save a lot of money by emailing the newsletter to its members that wish to have it emailed (it would save time for the newsletter editor also!). I think the newsletter could be improved by adding cycling tips (or what unique ideas members have for tool kits or emergency bike kits, etc), or ask a member to share their favorite cycling trip with pictures. The newsletter seems to have the same stuff every month (maybe make the articles shorter). Also, speakers at some of the monthly meetings might increase attendance. Just a few creative thoughts based on experiences in other clubs with more attendance.

You are doing a good job!! I need to make an effort to ride with the club more.

for the slower riders and or a family event.. maybe we skaters could join in on the fun and exercise. and have a liesurely trip thru down town or north chatt. every now and then.. we ususally go 10-15 mph on our skates

I believe the club offers a lot as is. I'm surprised more people do not participate. Probably offering more for the neighbor type rider would bring in more people.

I love the Bike Club and think the level of organization is amazing. I'd ride more if I just had the time. I think all the group rides and the newsletter and the friendliness and helpfulness of club members and ride leaders is just exceptional.

I would like to see a training series offered, based on rider ability (beginer, intermeffiate, advanced) geared toward helping riders to ride stronger overall, train for a century, ride the mountains, etc. The Tuesday & Thursday night rides are great rides & riders do team up and do various rides their group decides on, but there's really no planned activities for these rides. It's basically ride with your buddies or just ride with the flow.

I think the club is a great idea

I am so glad I found the Chattanooga Bike Club. It's nice to have someone to ride with year round.

You guys are doing a great job. I am planning to be more activie in volunteering this year. I feel I have an obligation to my feel cyclysts.

I am an average rider as is evidenced by my avg speed. Would prefer to be more active in various rides to learn my responsabilites before I was a ride leader.

Would be willing to lead a leisure ride (12-14) 1 x month in Spring and Fall at Battlefield, Riverwalk, or on Silver Comet...enjoy the Thursday night rides...I think Chattanooga is way overrated as a biking city (poor facilities and infrastructure...but great club and events)

Thank you so much for the newsletter! Great job.

This is a great club!! The E-mail communication is great, and the centery events are well planned. I appreciate all the hard work of the people that make it happen!!

We are beginner bicycle riders. As we have more time and become more experienced we plan to become more active in the club.

interested in more weekday rides

Most responses topped out at a 3. I live where I can ride both types of bike from my door. That means club rides are sometimes an extra effort to do and may not win out. I'm far from anti-social just anti-complex and somewhat protective of time.

In the couple of group rides I've taken with the club, my first impression is that the Chattanooga Bike Club is for serious cyclists only. Though some effort has been made not to lose less experienced riders, the overall feeling of the group rides is that they are not beginner friendly. If the mission of the CBC is to be a organization for more serious cyclists, then you're probably right on track, but if you're looking to attract beginning riders, then you might want to re-evaluate how you can serve those riders. For the average cyclist, a "beginner" road ride would probably be a distance of 5 - 10 miles at a pace of 8 - 12 mph on fairly level terrain, e.g. on the Riverwalk. A beginning off-road ride would be Brainerd Levee and the Camp Jordan loop. Hope this helps.

You all do a fantastic job and I appreciate all that you do in our community! I would love to do more activities with CBC, but am limited because of work. Keep up the good work!

Perhaps a clinic on basic bike repairs would be nice to offer?