

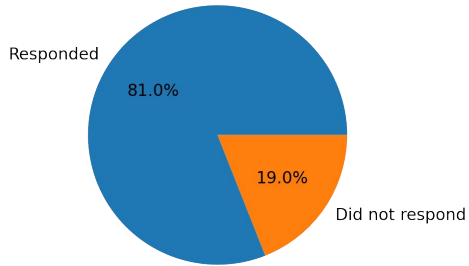
2023 User Survey Results





Demographics - Individual data

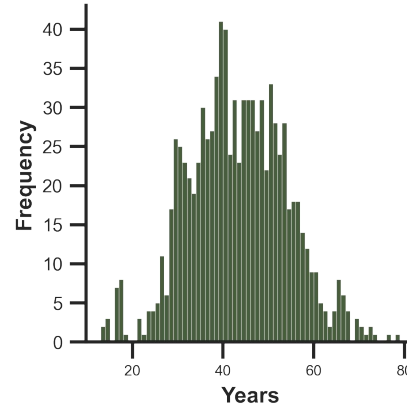
Response rate



Significant portion of membership

912 people responded to the survey, of which 636 were current members. Out of unique addresses in the database, this represents a 19% response rate.

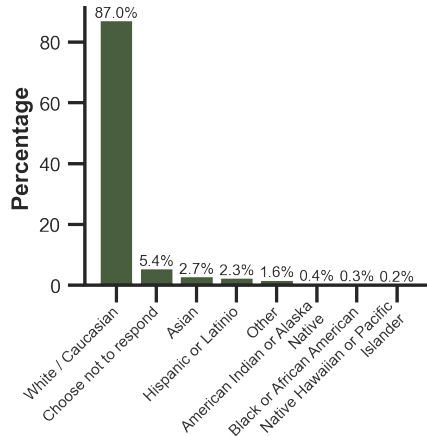
Age



More middle aged

68% of those surveyed were between 32 and 52. Comparable regional census data is more evenly distributed. Good opportunities exist for engaging younger riders.

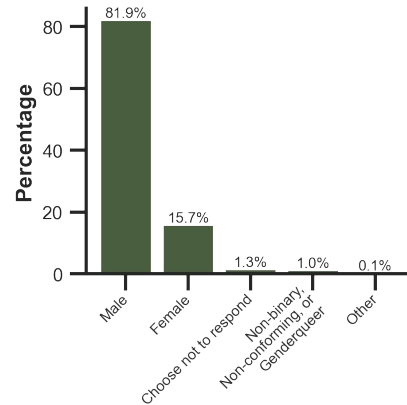
Race



More white

The race distribution is somewhat similar to census data for the area (87% vs. 81% white). There are still many opportunities to grow the sport for BIPOC communities.

Gender



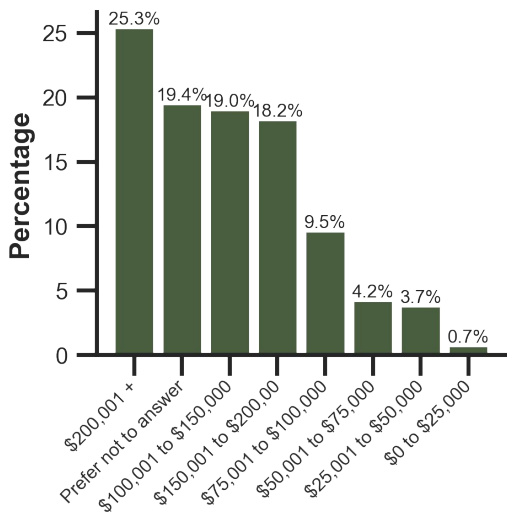
More male

82% of respondents were male. This is similar to results of other mountain bike surveys. The biggest opportunity to expand the sport is to engage more non-male persons.



Demographics - Household data

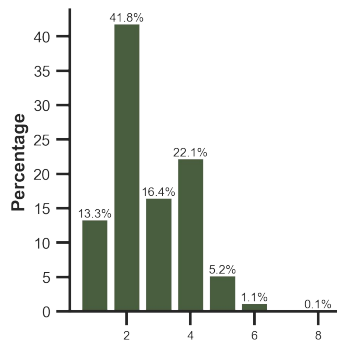
Income



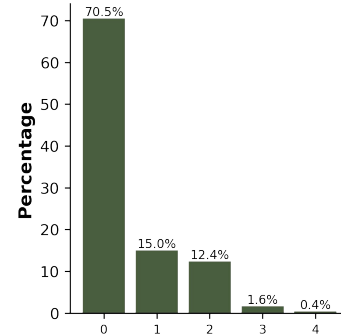
High Income

90% of survey respondents have a family income of >\$75k, while only 50% of Portland Metro residents fall into the same income bracket. More work could be done to make the sport accessible to lower income groups.

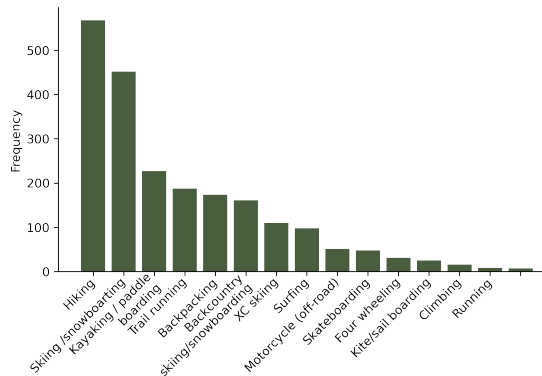
Household size



Kids riding bikes



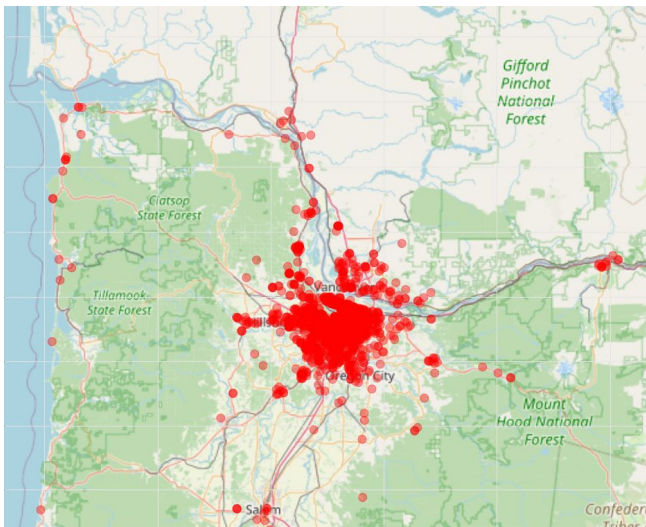
Top 3 activities outside of cycling



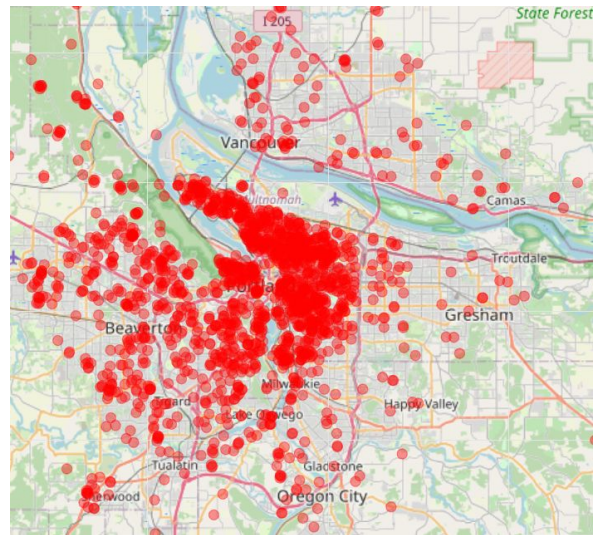


Demographics - Where do mountain bikers live?

Regional



Portland Metro



Most live in central Portland

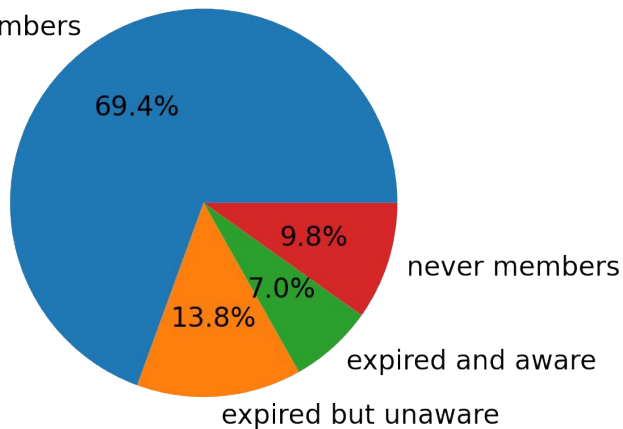
NWTA's dataset of current members at the time of the survey was used to indicate where riders live. Membership data was used because that dataset was three times larger than the survey dataset. Most of the membership lives in central Portland with fewer living east of 205, north of the Columbia River, south of Milwaukie, or west of Beaverton. Note: random jitter was added to the data to anonymize precise location data.



Membership

Membership status

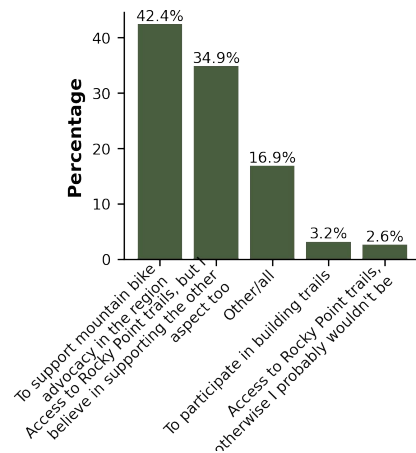
current members



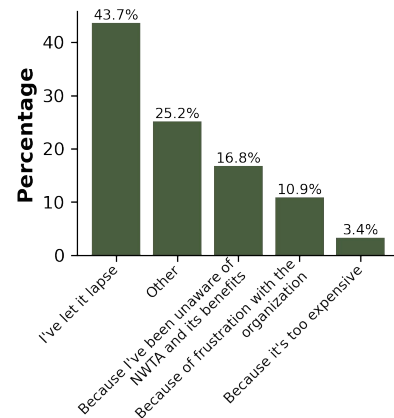
Mostly member respondents

The vast majority of respondents (90.2%) have been a member at some point. 67% are current members, while 14% thought they were current, but are unaware their membership had expired.

Why are people members?



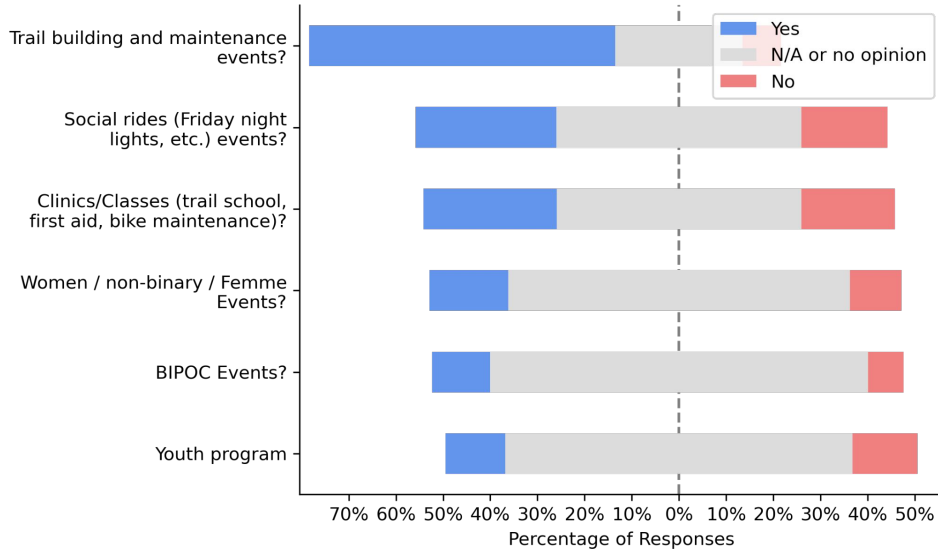
Why are people not members?



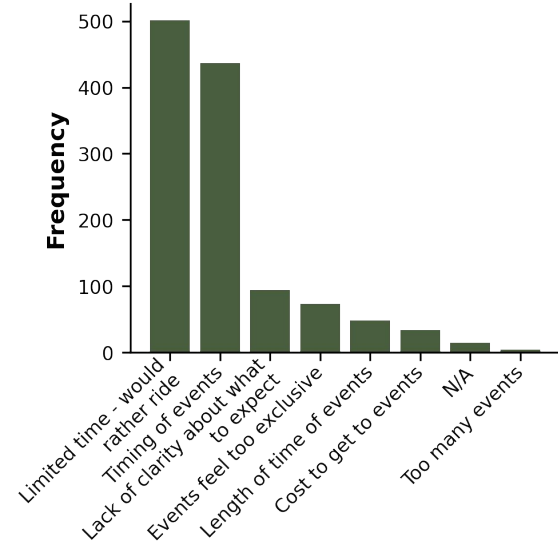


NWTA Events

Opportunities to attend events



Barriers to participation



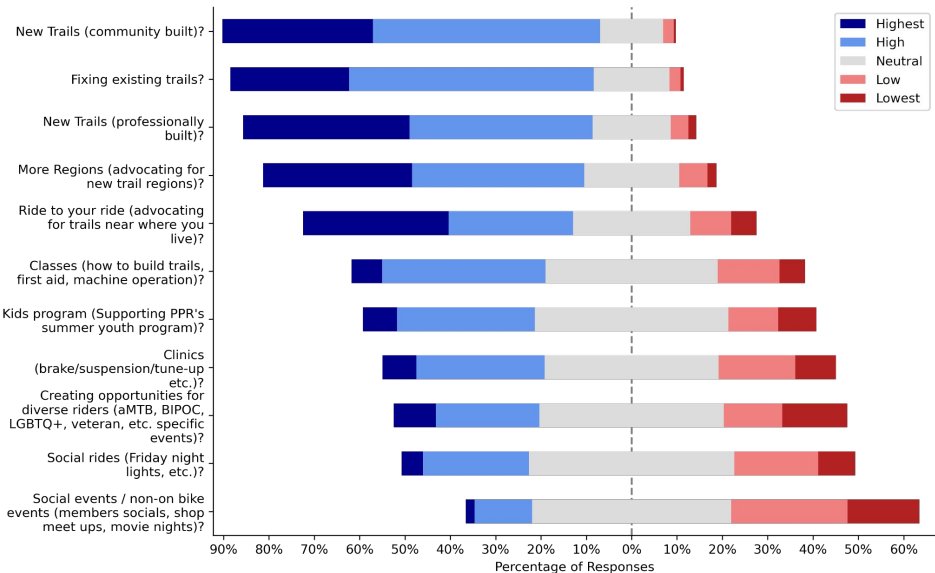
Plenty of opportunities to build trails

Most respondents think NWTA provided enough opportunities to participate in trail building events. ~15% of respondents are interested in more social events. Overall NWTA is providing enough opportunities with the clear top barriers to participation were limited time and timing of events.



NWTA Priorities

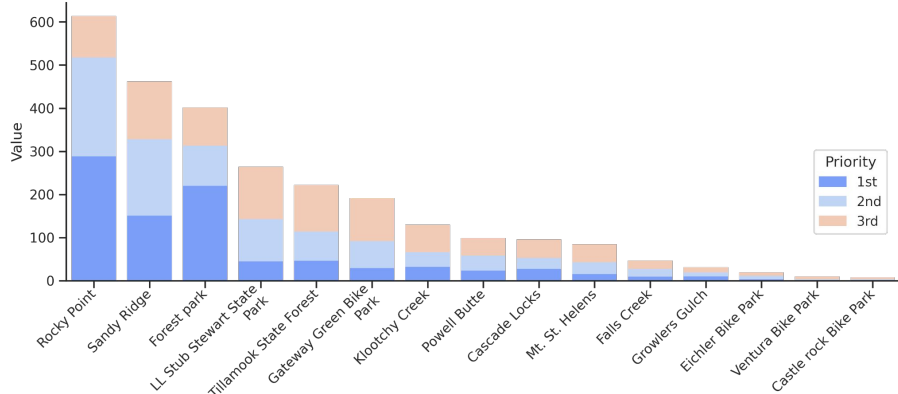
Prioritization of efforts



Trail building is the priority

Most respondents think NWTA should put the most effort into trails. There is a consistent 15% of respondents interested in social events. Building trails in general was slightly more popular than advocating for trails close to where one lives. It is clear that NWTA's focus should be on trail building and access.

Prioritization of regions



Top regions

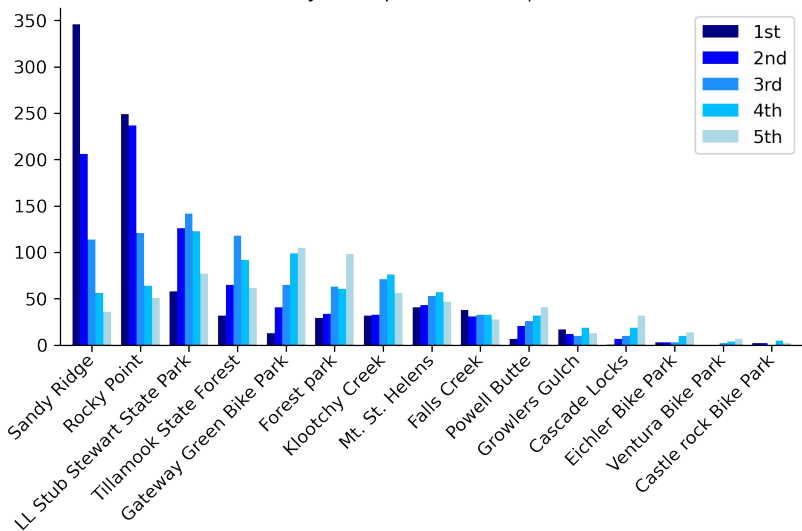
Users think the most effort should be put into Rocky Point, Sandy Ridge, and Forest Park.



Riding Areas, Frequency, and Motivation

Top spots to ride

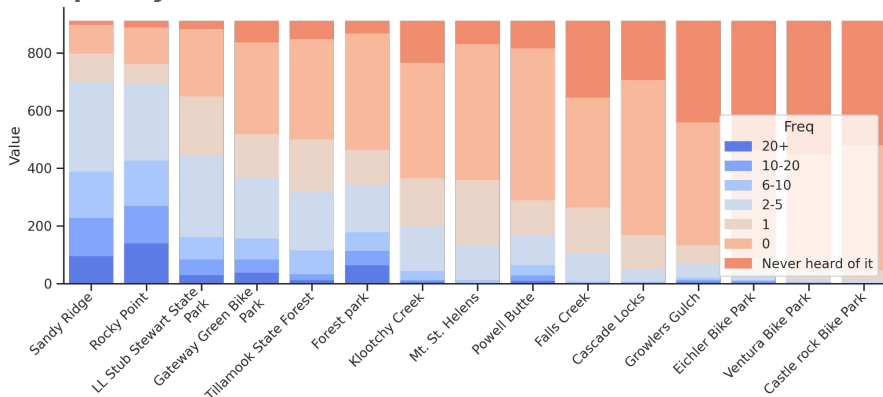
What are your top 5 favorite spots to ride?



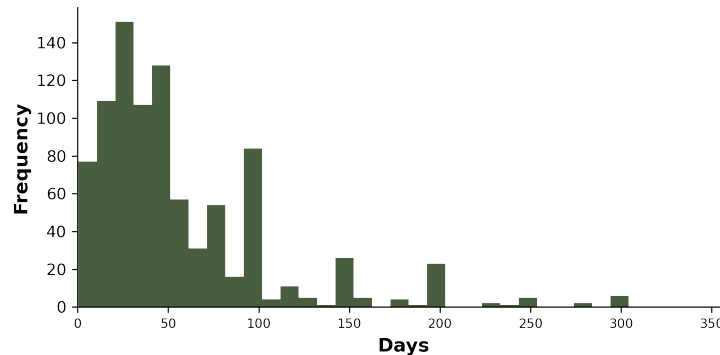
Favorite riding spots

In aggregate, people ride the most at the places they most enjoy, rather than just places that may be most convenient. The most popular spots are Sandy Ridge and Rocky Point. There isn't good awareness of the smaller bike parks and a few of the trail centers. NWTA should help increase awareness of the lower scoring locations.

Frequency of visitation



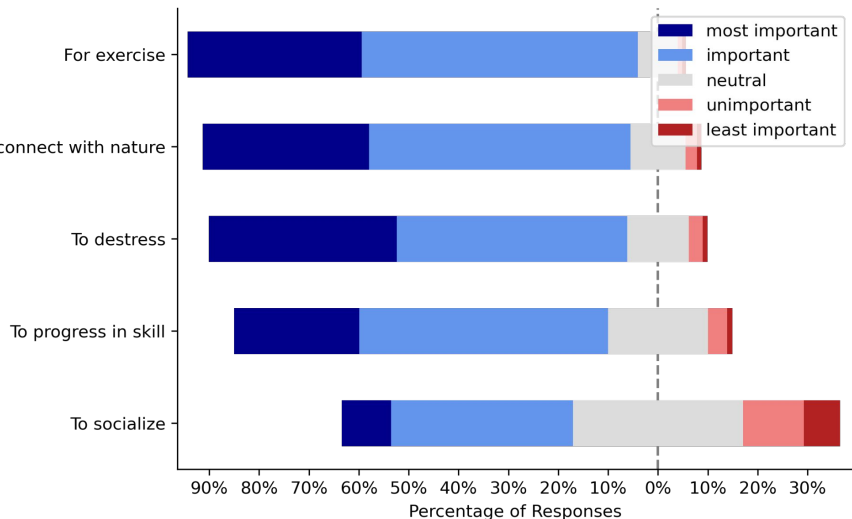
Days riding offroad per year



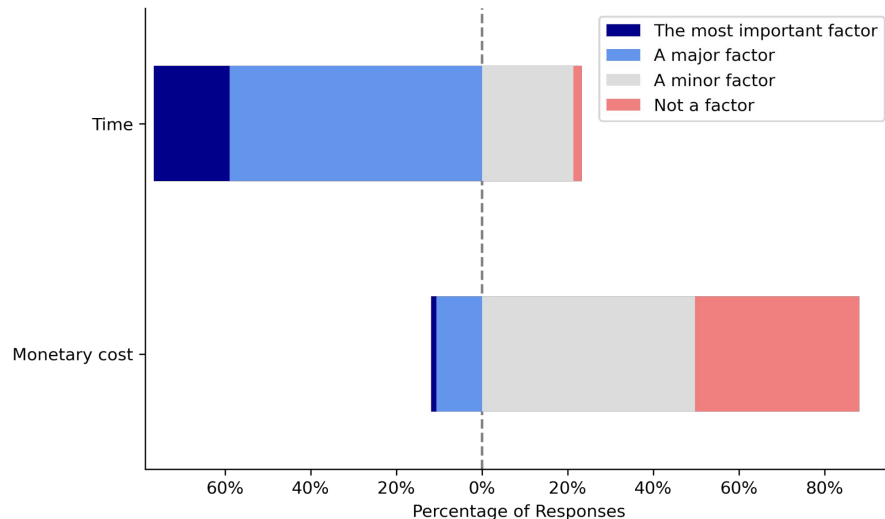


Riding Areas, Frequency, and Motivation

Motivation to ride



Transportation: time vs. money



Many motivations to ride

There were high scores across all of the motivations to ride with socializing being the lowest motivator. While "Connect with Nature" scored very high, urban riding opportunities may satisfy the other motivations where exercise/destress/progress in skill and socializing can occur.

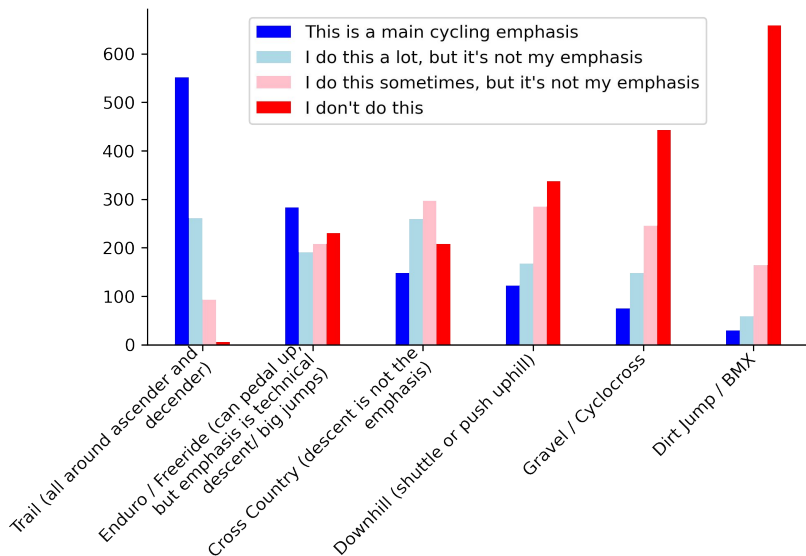
Time over cost of transport

Time for transportation is a much bigger barrier to riding than is the cost of transportation. This correlates well with the relative high incomes reported. Since transportation time is a large factor that affects most respondents' participation, NWTA should advocate for more riding opportunities closer to where people live.



Riding types

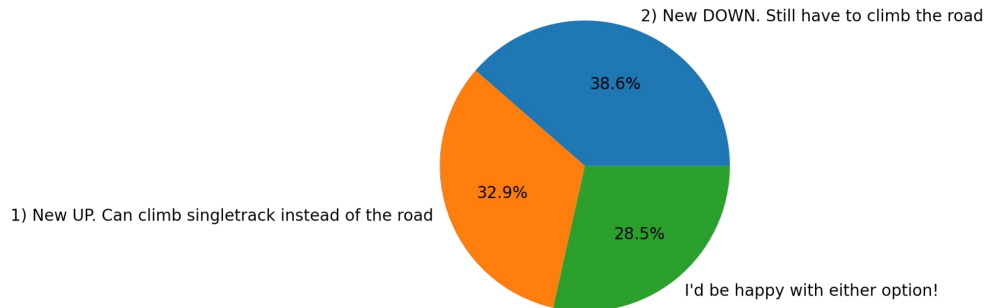
Participation in different disciplines



Most are trail riders

Almost all respondents consider themselves a "trail" rider. Other disciplines that fall within mountain biking (enduro, cross country, downhill) follow with gravel and BMX/Dirt-jump having far fewer participants among respondents.

Climbing trail vs. road



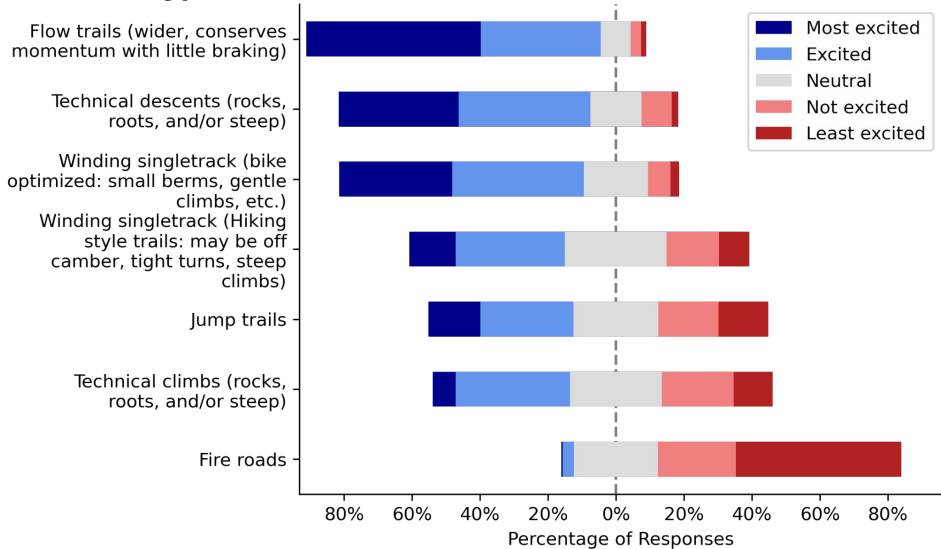
Roads can be adequate climb trails

Regarding preference for a new trail to be up or down when the alternative is to climb a road, opinions are fairly evenly split.



Riding types

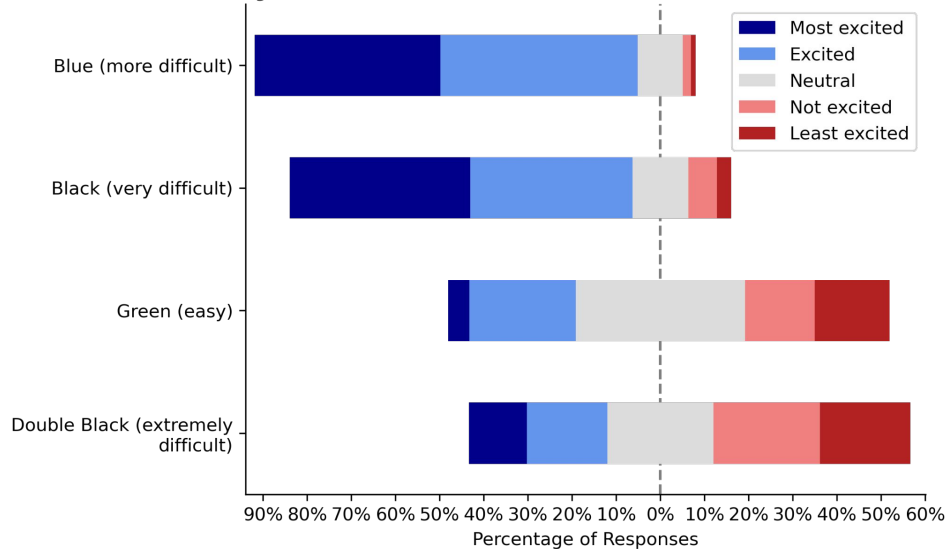
Trail types



Flow and single track bring the most excitement

Most respondents enjoy flow trails, winding single track, and technical descents. Most respondents do not enjoy fireroads.

Trail difficulty

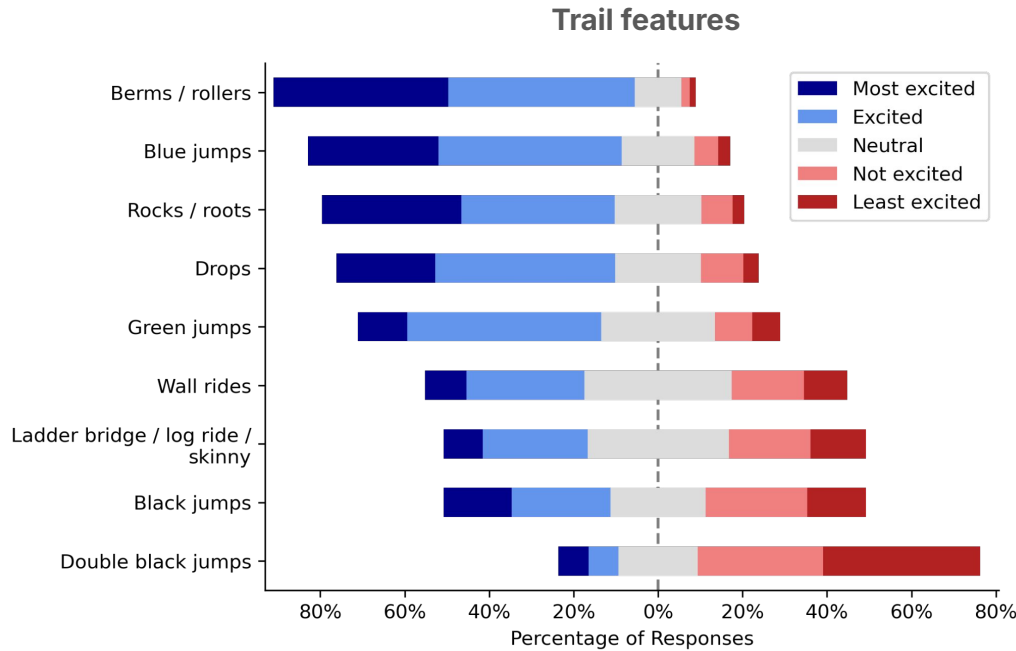


Blue and black are favorites

Most respondents were most excited about Blue and Black trails, while Green and Double black were the least exciting. This is consistent with results from several other surveys where respondents identified most with the middle skill levels and less at the extremes.



Riding types



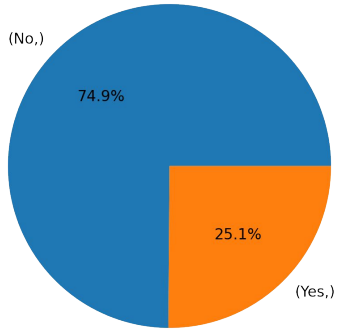
More berms, blue jumps, rocks and roots, and drops!

For trail features, most respondents like Berms/Rollers, Blue jumps, Rocks and Roots, and Drops. There was a strong dislike for Double black jumps. Both of these correlate well with the findings of other survey that respondents like flow trails and technical trails, and not double black jumps.

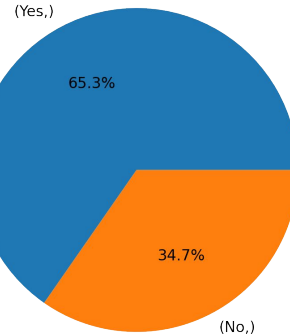


Alternative bike types

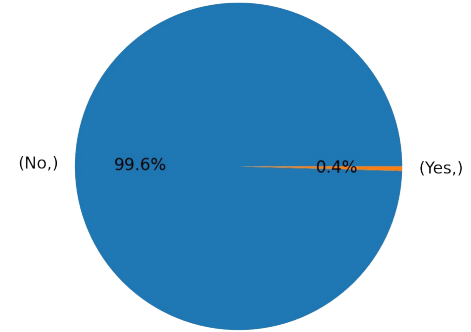
E-bike ownership



Opportunities to ride ebike



Adaptive bike ownership



Alternative bike types

One quarter of respondents ride ebikes. Of those, 2/3rds thought there are adequate places to ride ebikes. Although NWTa should be aware that ~1/4 of riders are currently ebikers some of the time, it appears that there are generally enough trail opportunities for that type of riding at this time. 4 respondents mentioned riding adaptive bikes, and all responded that there are insufficient opportunities for riding them. There weren't many adaptive respondents. NWTa should understand more about how many potential adaptive riders there are, and what their barriers to riding are.



Survey Conclusions

Demographics

- NWTa has an opportunity to reach out further to other communities in the metro area, especially those east of 205 and west of 217.
- There are good opportunities to reach out to different communities to work to grow their participation as well.

Membership

- NWTa should seek ways to improve the reach of messaging.
- Although members value access to Rocky Point that membership grants, it generally isn't their only reason for membership.

Events

- Address barriers to participation, like coupling riding into events.

Priorities

- NWTa's focus should be on trail building and access.
- Rocky Point, Sandy Ridge, and Forest Park are NWTa's most important properties. Although all of the properties NWTa stewards are important, NWTa should look first at these properties for opportunities for maintenance and growth.



Survey Conclusions

Riding areas

- Since transportation time is a large factor that affects most respondents' participation, NWTa should advocate for more riding opportunities closer to where people live.

Riding types

- Build trails that will provide entry into, and a sustained interest in the sport for all demographics.
- The skill level of riders is similar to a normal distribution, with fewer riders who ride only the easiest or most difficult trails. Most riders ride blue and black level trails.
- It is important for NWTa to advocate for trails for all riding abilities and provide opportunities for riding all feature types. This includes everything from kid-friendly easy trails to big double-black jumps. That said, NWTa should advocate for the most mileage of trails based on what riders ride the most. This survey points to that being:
 - Blue and black trails
 - Flow trails, technical descents, and winding singletrack.
 - Berms/rollers, blue jumps, rocks/roots, and drops

Alternative bike types

- Although NWTa should be aware that ~¼ of riders are currently e-bikers some of the time, it appears that there are generally enough trail opportunities for that type of riding at this time.
- There weren't many adaptive respondents. NWTa should understand more about how many potential adaptive riders there are, and what their barriers to riding are.