

MEMBERSHIP ANALYSIS:  
**WOMEN BIKE PHL**

NOVEMBER 2015



**Membership Analysis:  
Women Bike PHL  
November 2015**

Prepared for Women Bike PHL  
A Program of the Bicycle Coalition of Greater Philadelphia

By

Sport Industry Research Center  
(SIRC)  
Temple University

**For more information regarding this report contact:**

**Jeremy Jordan, Ph.D.**

Director, Sport Industry Research Center  
School of Tourism & Hospitality Management  
Temple University  
314 Speakman Hall  
1810 N. 13<sup>th</sup> St.  
Philadelphia, PA 19122  
Phone: 1-215-204-3811  
Email: [jsjordan@temple.edu](mailto:jsjordan@temple.edu)

**Daniel Funk, Ph.D.**

Director of Research  
School of Tourism & Hospitality Management  
Temple University  
300 Speakman Hall  
1810 N. 13<sup>th</sup> St.  
Philadelphia, PA 19122  
Phone: 1-215-204-1972  
Email: [dfunk@temple.edu](mailto:dfunk@temple.edu)

**Christine Wegner**

Ph.D. Student, Fox School of Business  
School of Tourism & Hospitality Management  
Temple University  
111 Speakman Hall  
1810 N. 13<sup>th</sup> St.  
Philadelphia, PA 19122  
Email: [christine.wegner@temple.edu](mailto:christine.wegner@temple.edu)

The information and content provided in this report are governed by a mutual confidentiality agreement between Women Bike PHL and SIRC.

# Introduction

Women Bike PHL (WBPHL) is a Bicycle Coalition of Greater Philadelphia program, founded in 2013 by Katie Monroe. The goal of Women Bike PHL is to inspire more women in the greater Philadelphia area to ride bikes and build community among those who do. The group has grown tremendously over the past three years, with a Facebook group of 2,000+ members, and many member-led rides, classes, and social events in addition to Bicycle Coalition hosted events. The Bicycle Coalition is grateful for the work that SIRC did with this report to help us better understand who is a part of our Women Bike PHL program, so that we can continue to improve and expand it to reach more diverse women in Philadelphia.



This report was produced by the Sport Industry Research Center (SIRC) at Temple University to provide Women Bike PHL with information on their membership. SIRC is a collaborative research network providing innovative marketing and management strategies to enhance the economic, social, and environmental sustainability of sporting and community events.

## Report Design

The information in this report highlights results from an online survey collected from 228 Women Bike PHL members in October of 2015. This report begins with a demographic profile of members. This is followed by an analysis of their experience in WBPHL, which includes their motivations and behaviors, along with the overall value they get from their membership. It also includes insight into the open-ended questions asked of members. It then analyzes the members of WBPHL as bicyclists, and ends by highlighting their social media usage.

## Report Contents

Executive Summary.....	p.03
Demographic Information.....	p.04
Member Experience.....	p.05
Behaviors on the Bike.....	p.09
Social Media.....	p.10

# Executive Summary

## Key findings from the data collected



The following subheadings outline the most important findings from each of the subsequent sections, where greater detail can be found.

### Demographics

- The majority of WBPHL members are well-educated, in full-time employment, ages 25-34, single with no children, and Caucasian
- Members have been in the group an average of 1 year

### The Women Bike PHL Experience

- The majority of members heard about the group through a friend, and joined for community and support
- The Urban Riding Basics Class, the Women's 100 Ride, and the Happy Hour are the top attended events, as well as highest in perceived value
- WBPHL helps give women confidence in several areas related to biking, and this perception becomes stronger the longer women are in the group
- The majority (58%) of members would be more likely to give to BCGP if they could donate specifically to WBPHL

### Biking and Cycling Behaviors

- Members ride 25 miles a week on average
- 50% of members have experienced some kind of crash

### Social Media

- The majority of members read posts and comments on social media, but very few post something themselves
- The Women Bike PHL Facebook group is the number one source of biking/cycling information for members

# Demographic Info

A snapshot of Women Bike PHL membership



## Household Income

34% less than \$40,000  
24% between \$40,000 and \$60,000  
13% between \$60,000 and \$80,000  
10% between \$80,000 and \$100,000  
19% greater than \$100,000



## Education

92% had at least a four-year college degree  
44% had an advanced degree



## Employment

69% in full-time paid employment  
12% full-time students  
8% Self-employed



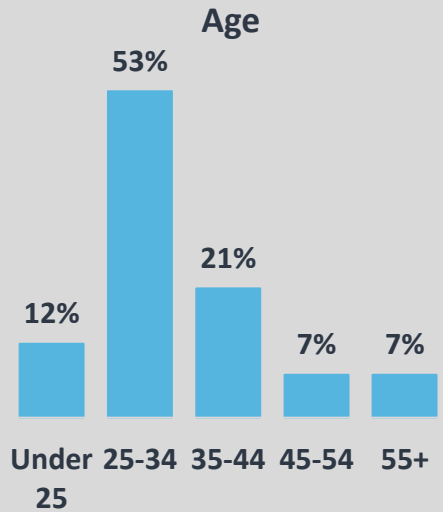
## Family Structure

52% single w/out children  
28% married/partner w/out children  
16% married/partner w/children



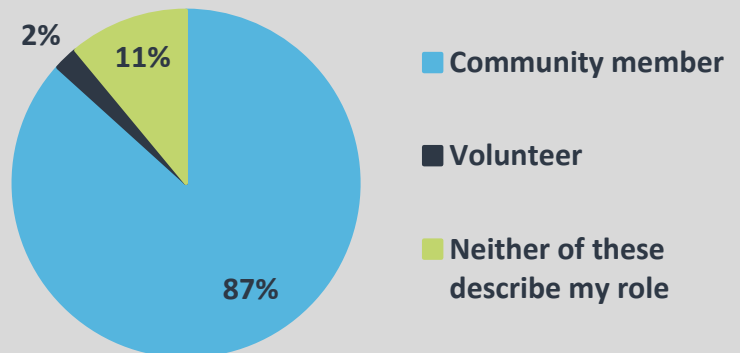
## Race/Ethnicity

70% Caucasian  
4% Hispanic/Latina  
3% Asian  
1% African American  
1% Native American



Members have been in the group an average of **1 year**

## How do you view your role in WBPHL?

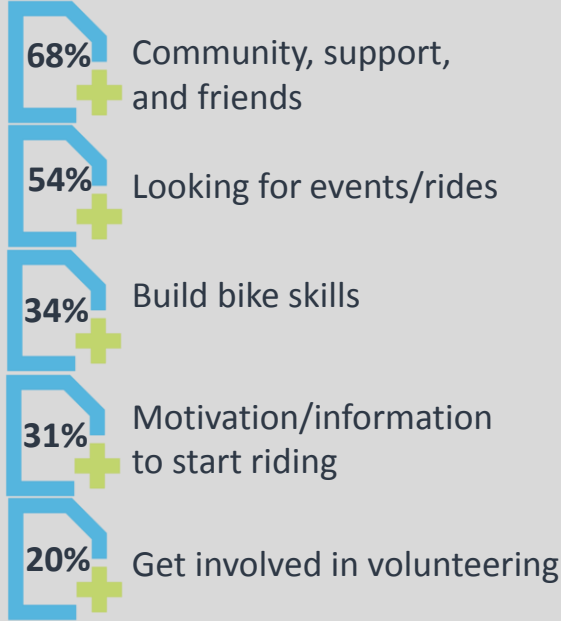




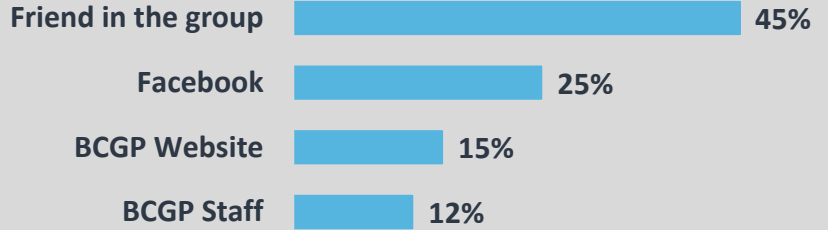
# The WBP HL experience

## Motivations and Behaviors in the Group

### Motivations for Joining



### How did you hear about WBP HL?



### Most Attended WBP HL Events

1. Coffee Club (20%)
2. Take Your Time Ride (14%)
3. Happy Hour (13%)
4. Women’s 100 Ride (10%)
5. Urban Riding Basics (10%)

### Most Valuable Events

(% who rated event “valuable or “very valuable”)

1. Mechanics Class (100%)
2. Urban Riding Basics (90%)
3. Women’s 100 Ride (90%)
4. Cycle Jawnt (78%)
5. Happy Hour (71%)

Members found the least value in the Mountain Bike Clinic



### Members are interested in...

	Leading	Participating In
Learning to Ride	13%	10%
Urban Riding	16%	42%
Road/Distance Cycling	6%	57%
Mountain Biking	2%	28%



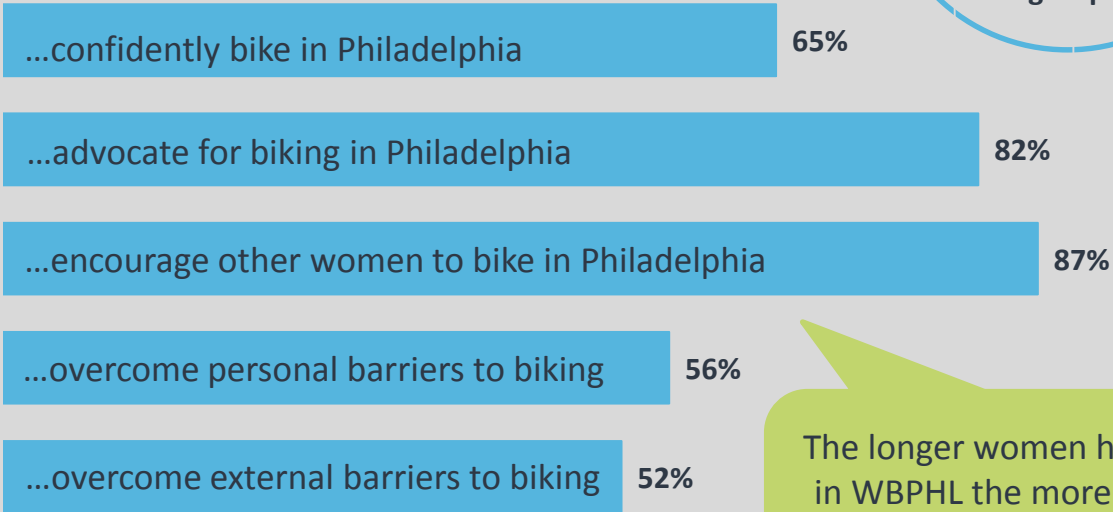
# The WBPHL experience cont...

## The Value of Membership

### WBPHL has given me the tools to....

(% who agree or strongly agree)

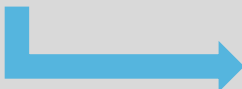
**77%**  
of respondents  
find it important  
that Women  
Bike PHL is a  
women-only  
group



The longer women have been in WBPHL the more strongly they feel about the tools that it has given them.

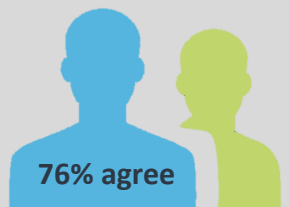
### What new connections have you made?

	Member <1 year	Member >1 year
Professional	12%	37%
Acquaintances	37%	72%
Close Friends	12%	25%



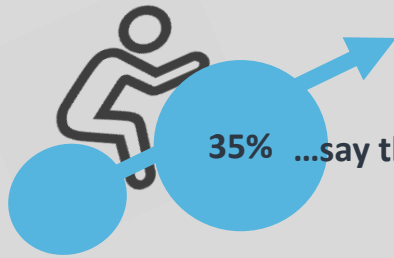
6 respondents indicated they began riding a bike because of WBPHL

"WBPHL has introduced me to women who bike that are different from me."



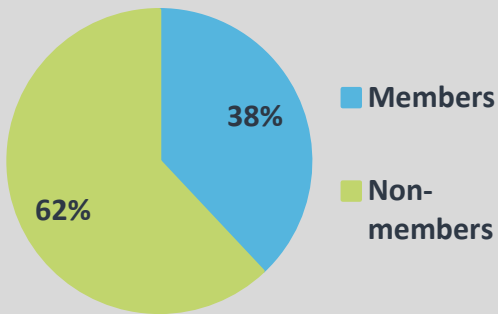
# The WBPHL experience cont...

## The Value of Membership

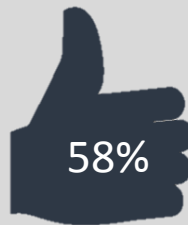


35% ...say that they bike/cycle more after joining WBPHL

### Membership in the BCGP



23% became BCGP members because they joined WBPHL



58%

...of WBPHL members would be more likely to give to BCGP if they could donate specifically to WBPHL



### What other advocacy have you become involved in as a result of joining WBPHL?

22% have voted for/against a candidate based on WBPHL info

11% have attended a community meeting

7% have attended a mayoral candidate forum

3% have attended a City Council Meet and Greet







# The WBPHL experience cont...

## Open-ended responses

What other kinds of support, events, or partnerships would you like to see as part of Women Bike PHL?

1. Youth programs (e.g. fundraising for youth cycling, youth classes, family friendly rides)
2. More bike advocacy events/programming
3. More classes (e.g. Urban basics, mechanics classes)

How has WBPHL helped you as a biker/cyclist?

(quotes chosen that represent top responses)

“Increased my access to information and safe cycling in Philly and advocacy”

“It has provided information and encouragement about the experiences other cyclists have, knowing that I'm not the only one encountering those situations.”

“I did not bike before joining WBPHL. I was too scared to take on the city streets. After reading comments on the FB page, it helped me learn a lot about biking and gave me the courage to try.”

How has WBPHL helped you outside of biking?

“Making friends! I made more friends through cycling in this city, and many of those friendships have been formed through WBPHL connections!”

“its just nice to hear other voices of women who are assertive and down to earth.”

“WBPHL has made me feel more connected to other positive, community-minded people in Philadelphia.”

# Biking and Cycling Behaviors

## An active profile of Women Bike PHL Members



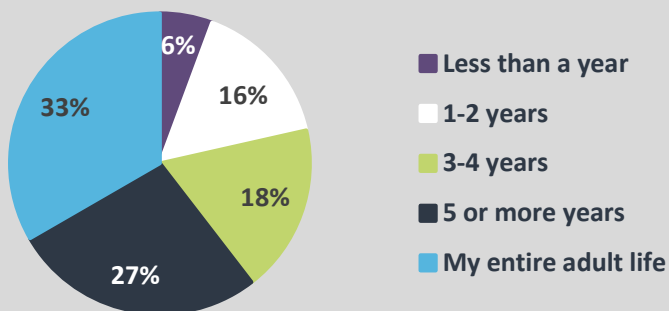
We asked members who they were as bicyclists: their motivations, barriers to engaging in the activity, as well as their overall experience in the city.

### Why do you ride a bike?



the average member rides 25 miles per week

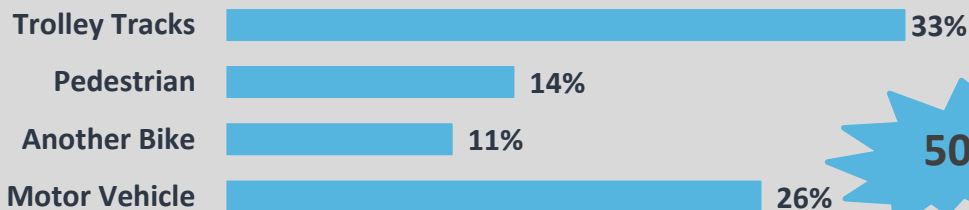
### How long have you been riding a bike?



BikeShare Members: 21%

9% ...do cycling events

### Crashes involving...



50% ...of members have experienced some kind of crash

66% ...of members have experienced verbal harassment by drivers

# Internet & social media

What do WPHL Members do online?



## WPHL Members Often/Very Often:



- USE THE INTERNET TO SEND/READ EMAIL
- USE SOCIAL NETWORKING SITES
- READ POSTS FROM THE WPHL FACEBOOK GROUP
- LIKE A POST ON THE WPHL FACEBOOK GROUP

## WPHL Members Rarely/Never:



- CREATE THEIR OWN ONLINE JOURNAL/BLOG
- SHARE/POST PERSONAL CREATIONS
- POST COMMENTS TO A NEWS GROUP OR BLOG
- POST A PHOTO OR COMMENT IN THE WPHL FACEBOOK GROUP

## Which information sources do you use for info about bicycling?

