OF AMERICAN WOMEN AGREE MY COMMUNITY WOULD BE A BETTER PLACE TO LIVE IF BIKING WERE SAFER AND MORE COMFORTABLE. 1

WOMEN DON'T LIKE BIKES

82% OF AMERICAN WOMEN HAVE A POSITIVE VIEW OF BICYCLISTS 1

WOMEN AREN'T CONCERNED ABOUT BIKING IN THEIR COMMUNITIES

2/3 OF AMERICAN WOMEN AGREE MY COMMUNITY WOULD BE A BETTER PLACE TO LIVE IF BIKING WERE SAFER AND MORE COMFORTABLE. 1

WOMEN ARE JUST A SMALL NICHE MARKET

60% OF BICYCLE OWNERS AGED 17 TO 28-YEARS-OLD ARE WOMEN

WOMEN AREN'T INTERESTED IN RIDING

47% OF POTENTIAL CYCLISTS IN PORTLAND WHO ARE INTERESTED BUT CONCERNED ARE WOMEN 3

WOMEN ARE JUST A BLIP IN THE NUMBER OF BIKE TRIPS IN THE U.S.

982+ MILLION BICYCLE TRIPS WERE TAKEN BY WOMEN IN 2009 (= 50 MILLION) 4

WOMEN DON'T BIKE TO WORK IN SIGNIFICANT NUMBERS

FROM 2007 TO 2011 THE OVERALL NUMBER OF WOMEN WHO COMMUTE BY BICYCLE GROWED 56% 5

BICYCLING RIDING RANKED #9 OUT OF 47

POPULAR SPORTS FOR TOTAL FEMALE PARTICIPATION IN 2011, SURPASSING YOGA, TENNIS, AND SOFTBALL 6

WOMEN DON'T SPEND MONEY ON BIKES

WOMEN ACCOUNTED FOR 37% OF THE BICYCLE MARKET IN 2011, OR $2.3 BILLION 2

MEN ARE THE FACE OF BICYCLING ADVOCACY IN THEIR COMMUNITIES

45% PAID STAFF AT BICYCLE ADVOCACY ORGANIZATIONS ARE WOMEN 7

WOMEN AREN'T BICYCLING EVANGELISTS

THE CURRENT NUMBER OF ACTIVE BLOGS RELATED TO WOMEN AND BIKING 8


MYTH 1: WOMEN DON'T LIKE BIKES

MYTH 2: WOMEN AREN'T CONCERNED ABOUT BIKING IN THEIR COMMUNITIES

MYTH 3: WOMEN ARE JUST A SMALL NICHE MARKET

MYTH 4: WOMEN AREN'T INTERESTED IN RIDING

MYTH 5: WOMEN ARE JUST A BLIP IN THE NUMBER OF BIKE TRIPS IN THE U.S.

MYTH 6: WOMEN DON'T BIKE TO WORK IN SIGNIFICANT NUMBERS

MYTH 7: BICYCLE RIDING ISN'T A POPULAR MEANS OF SPORTS & FITNESS FOR WOMEN

MYTH 8: WOMEN DON'T SPEND MONEY ON BIKES

MYTH 9: MEN ARE THE FACE OF BICYCLING ADVOCACY IN THEIR COMMUNITIES

MYTH 10: WOMEN AREN'T BICYCLING EVANGELISTS