

10 MYTHS

ABOUT WOMEN & CYCLING



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



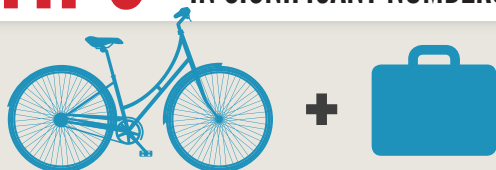
MYTH 5: WOMEN ARE JUST A BLIP IN THE NUMBER OF BIKE TRIPS IN THE U.S.

982+ MILLION

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



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



FROM 2007 TO 2011 THE OVERALL NUMBER OF WOMEN WHO COMMUTE BY BIKE GREW **56%** ⁵

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

BICYCLING RIDING RANKED **#9 OUT OF 47**



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

MYTH 8: WOMEN DON'T SPEND MONEY ON BIKES

WOMEN ACCOUNTED FOR **37%** OF THE BICYCLE MARKET IN 2011,

OR **\$2.3 BILLION** ²



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



MYTH 10: WOMEN AREN'T BICYCLING EVANGELISTS

