10 MYTHS

ABOUT WOMEN & CYCLING

MYTH 1: WOMEN DON'T LIKE BIKES

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

MYTH 2: 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]

MYTH 3: WOMEN ARE JUST A SMALL NICHE MARKET

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

MYTH 4: WOMEN AREN'T INTERESTED IN RIDING

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

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 AND 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 SPENT 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

45% PAID STAFF AT BICYCLE ADVOCACY ORGANIZATIONS ARE WOMEN [7]

MYTH 10: WOMEN AREN'T BICYCLING EVANGELISTS

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

CITATIONS/SOURCES: (1) Princeton Survey Research Associates, national poll, September 27-30, 2012 (2) Gluskin Townley Group, American Bicyclist Survey, 2012 (3) Dill, Jennifer. "Categorizing Cyclists: What do we know? Insights from Portland", VeloCity conference, 2012 (4) National Household Travel Survey, U.S. Census Bureau (5) American Community Survey , U.S. Census Bureau (6) National Sporting Goods Association, 2012 (7) Alliance for Biking & Walking, 2012 (8) Barb Chamberlain, womenbikeblogs.com, 2012