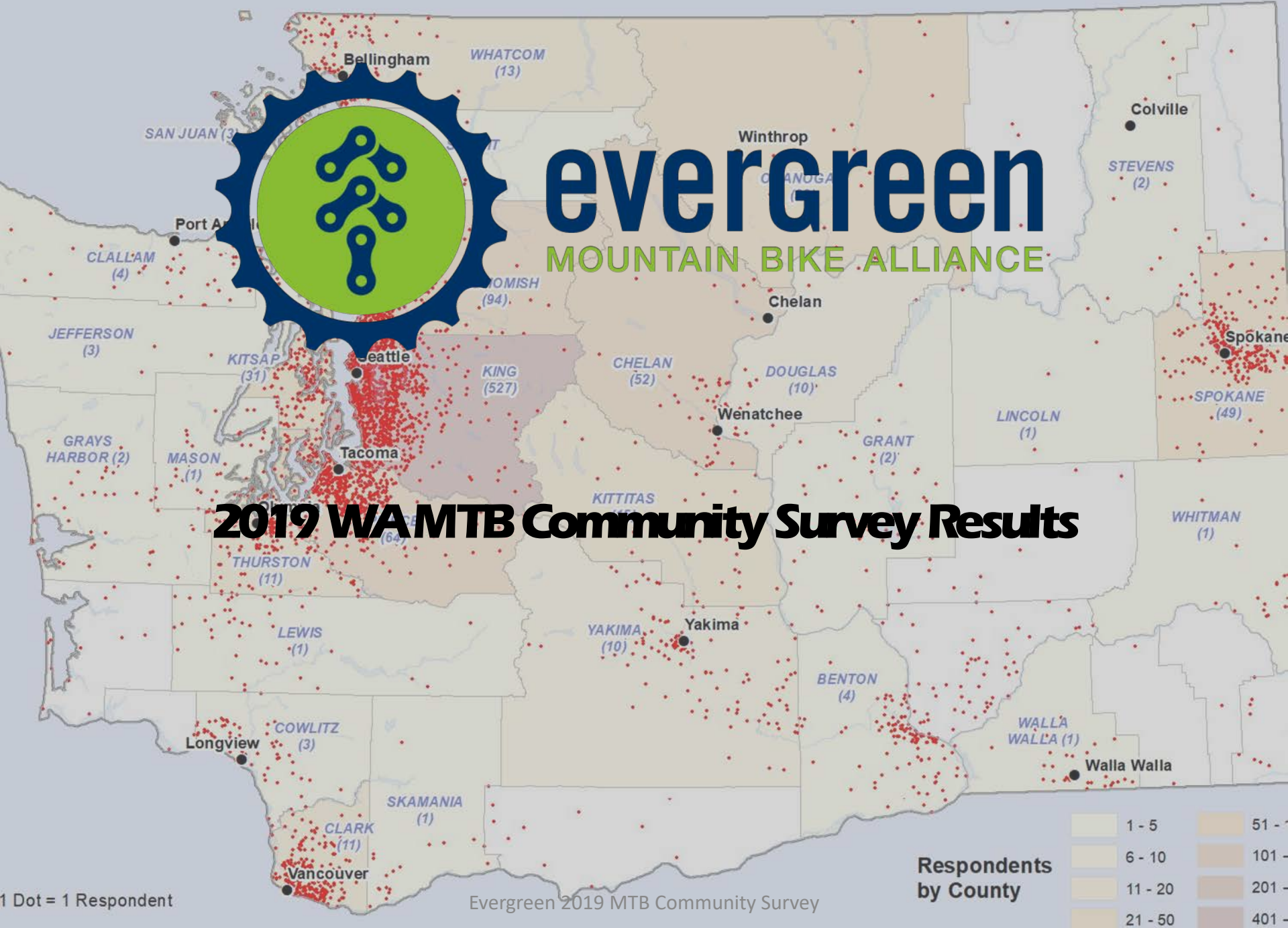




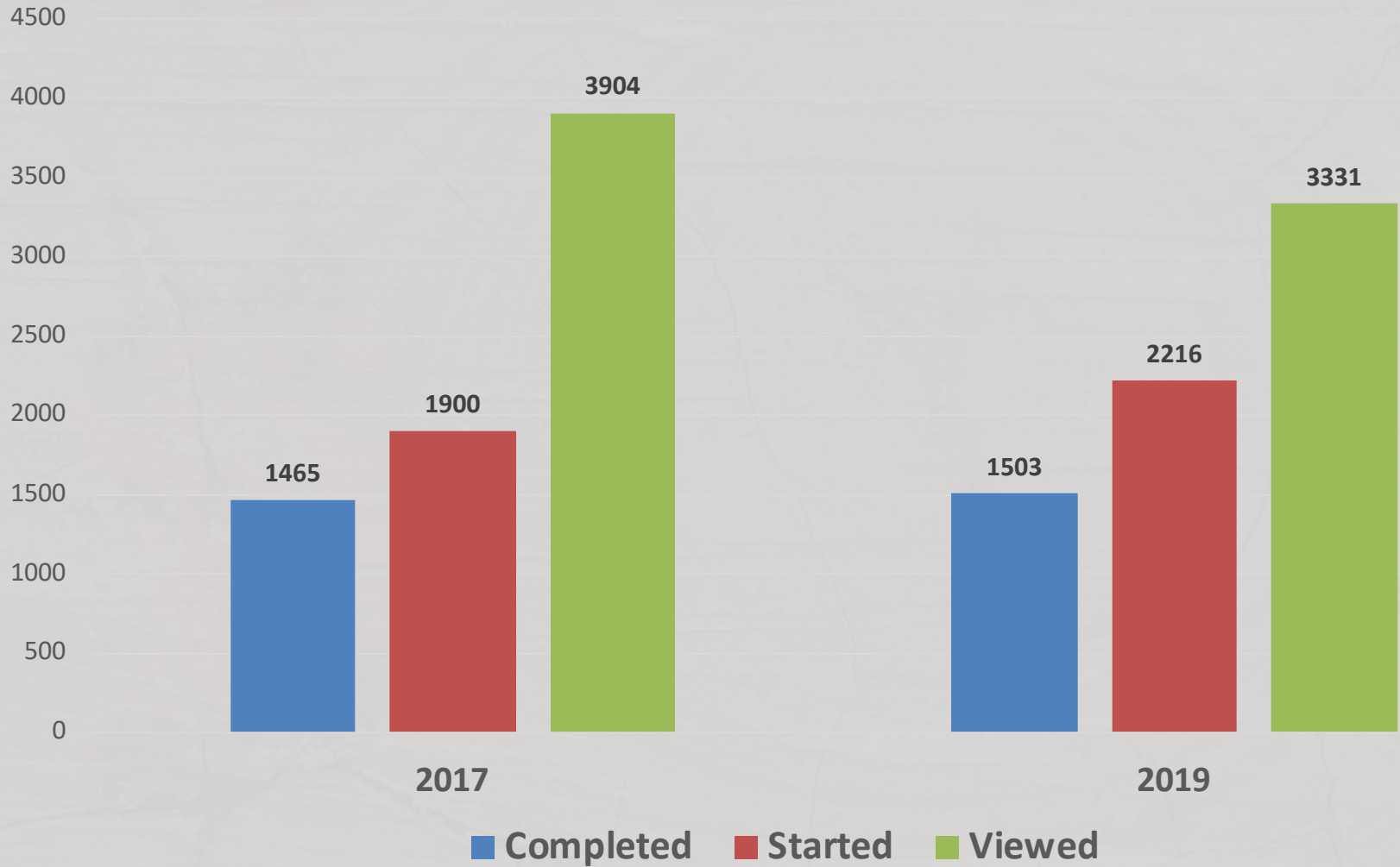
# evergreen

## MOUNTAIN BIKE ALLIANCE

### 2019 WA MTB Community Survey Results



# Survey Participation



*15% decrease in total viewed, 10% increase in started/completed surveys*

## Who responded to our Survey?

- **Male** 83.18%
- **Female** 15.94%
- **Non-Conforming / Fluid** 0.16%
- **Prefer not to answer** 0.73%
- **Under 18** 2.19%
- **18-25** 2.82%
- **25-35** 19.33%
- **35-45** 27.53%
- **45-65** 44.36%
- **Over 65** 3.76%

**63%** have **more than one MTB rider in household**

**57%** have been **riding more than 10 years** (20% over 20 yrs.)

18% have been riding 3-10 years

14% are relatively new riders 0-3 years

**50%** ride multiple times per week and consider themselves **“Avid” riders**

**64%** Consider themselves **“Black Diamond” level riders** or above

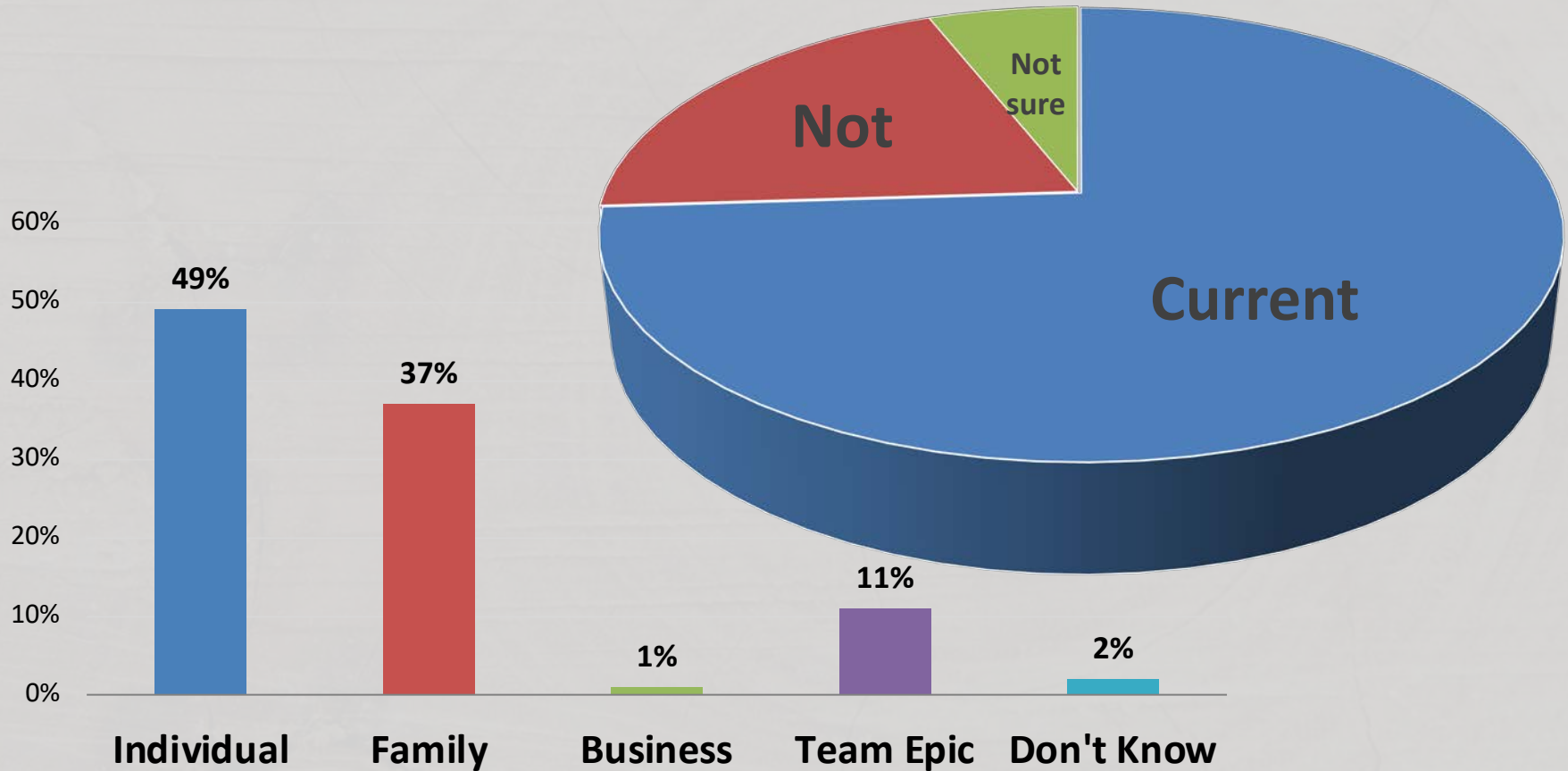
30% or more **ride alone, or with friends** primarily

**54%** indicated that they **ride with their children**

**65%** have a household **income of \$100K or more**

**Did not ask ethnicity in 2019 survey 91% White in 2017**

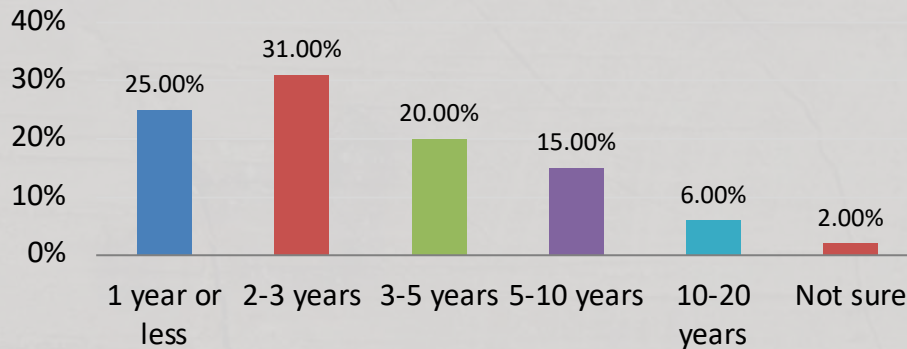
# Respondents Membership Status



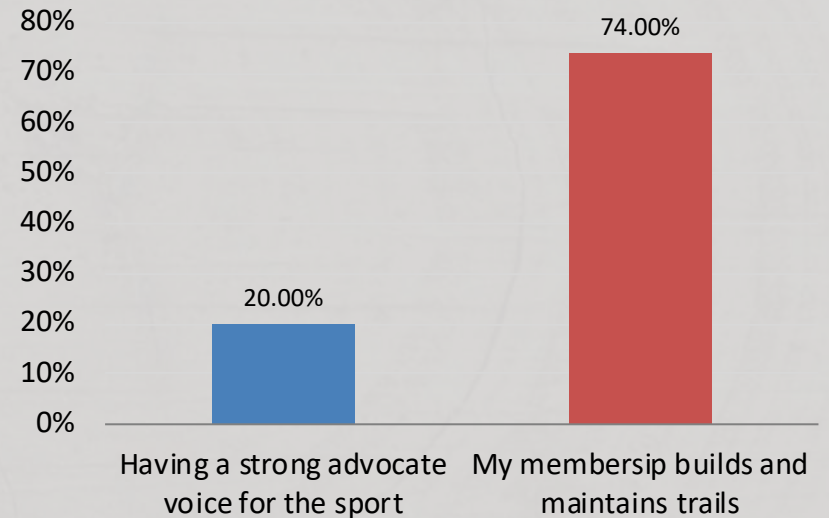
*2017 Survey had nearly 50/50 split between member/non, 64% Individual membership, Team Epic was not included*

# Respondents Membership Stats

## Length of membership



## Highest value of membership



### Memberships > 5 years increased by 5%

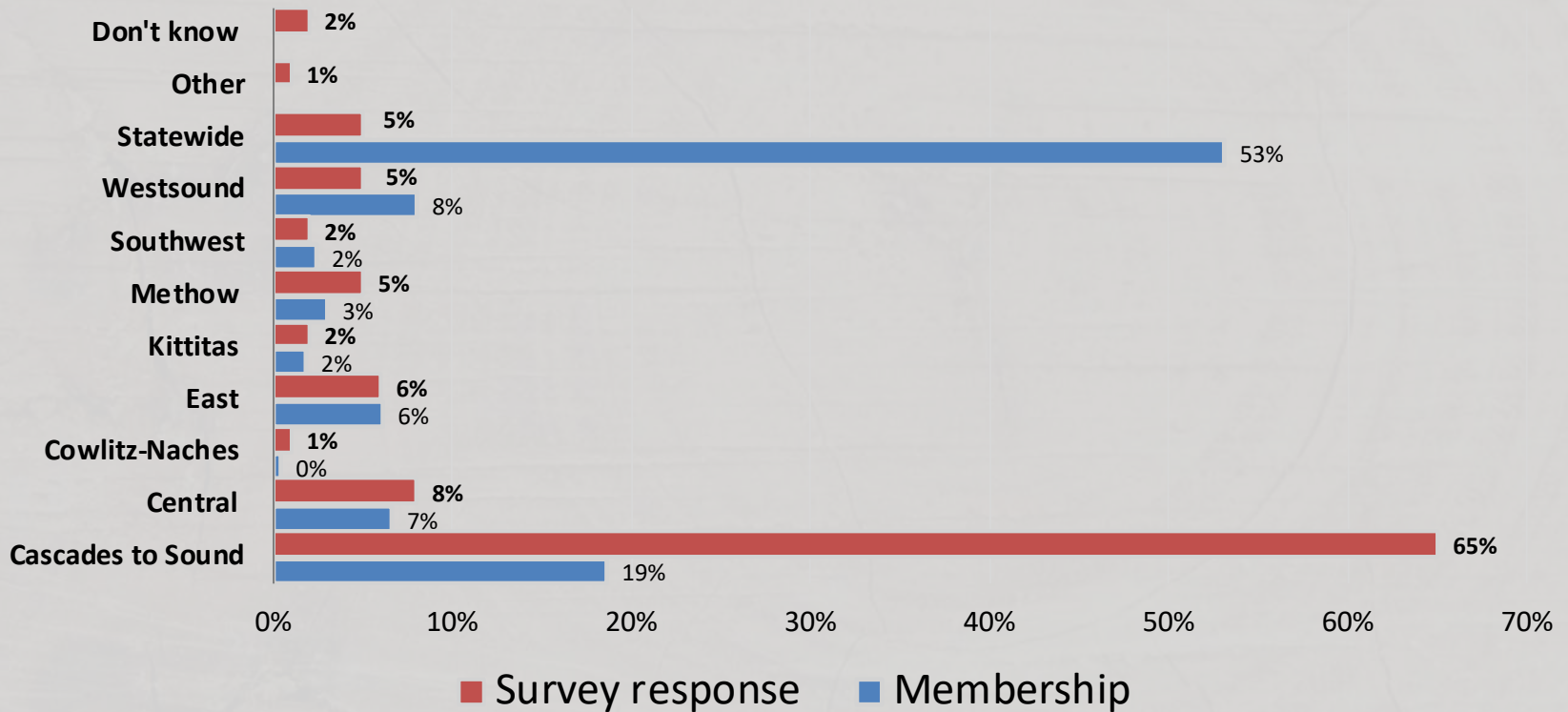
54% indicated their support for Evergreen ranked “middle” to “high” in annual giving

46% indicated an estimated \$35-\$100 contribution to Evergreen annually

38% indicated an estimated contribution to Evergreen greater than \$100 annually

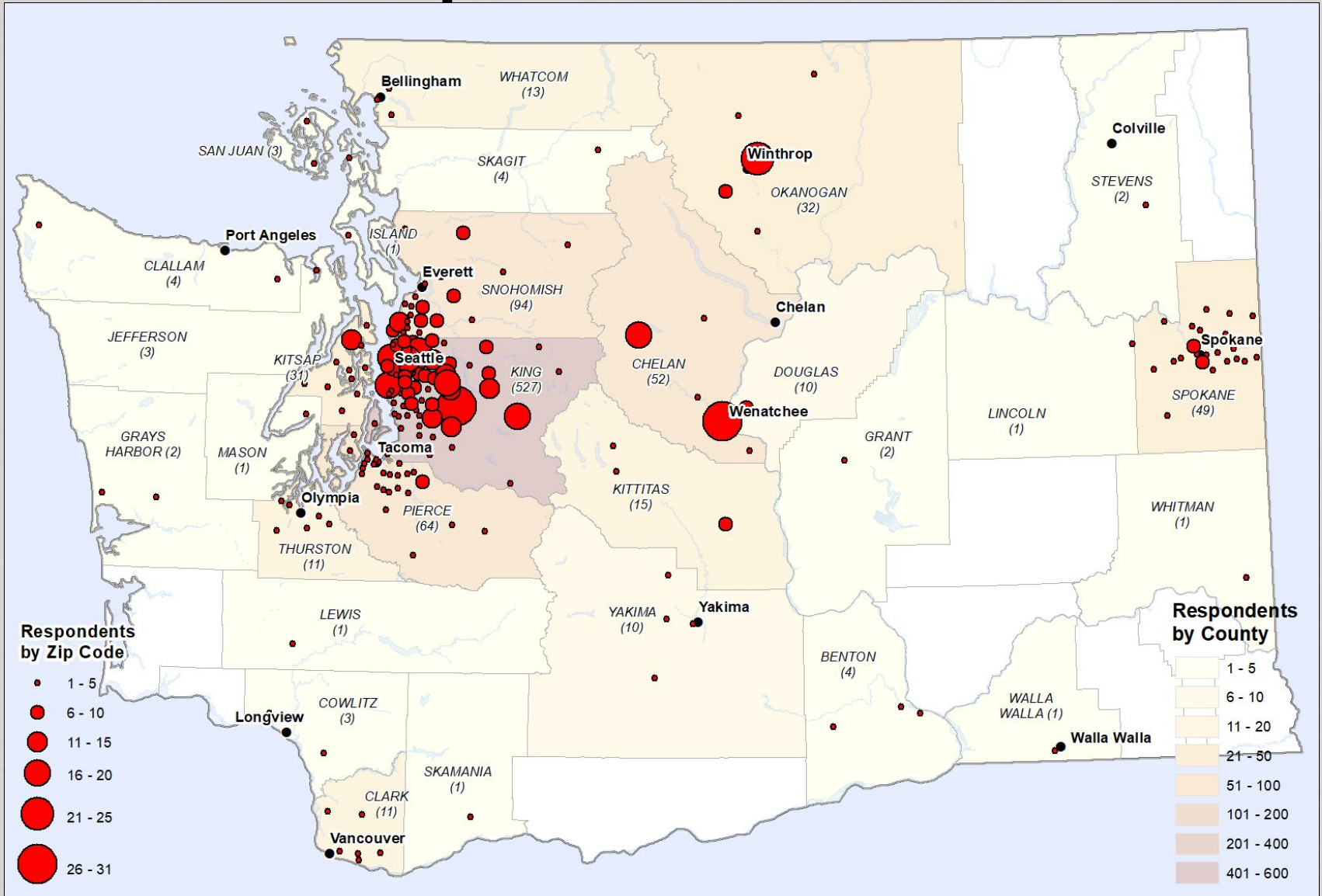
84% indicated NO access to an employer matching program

# Membership and survey response distribution



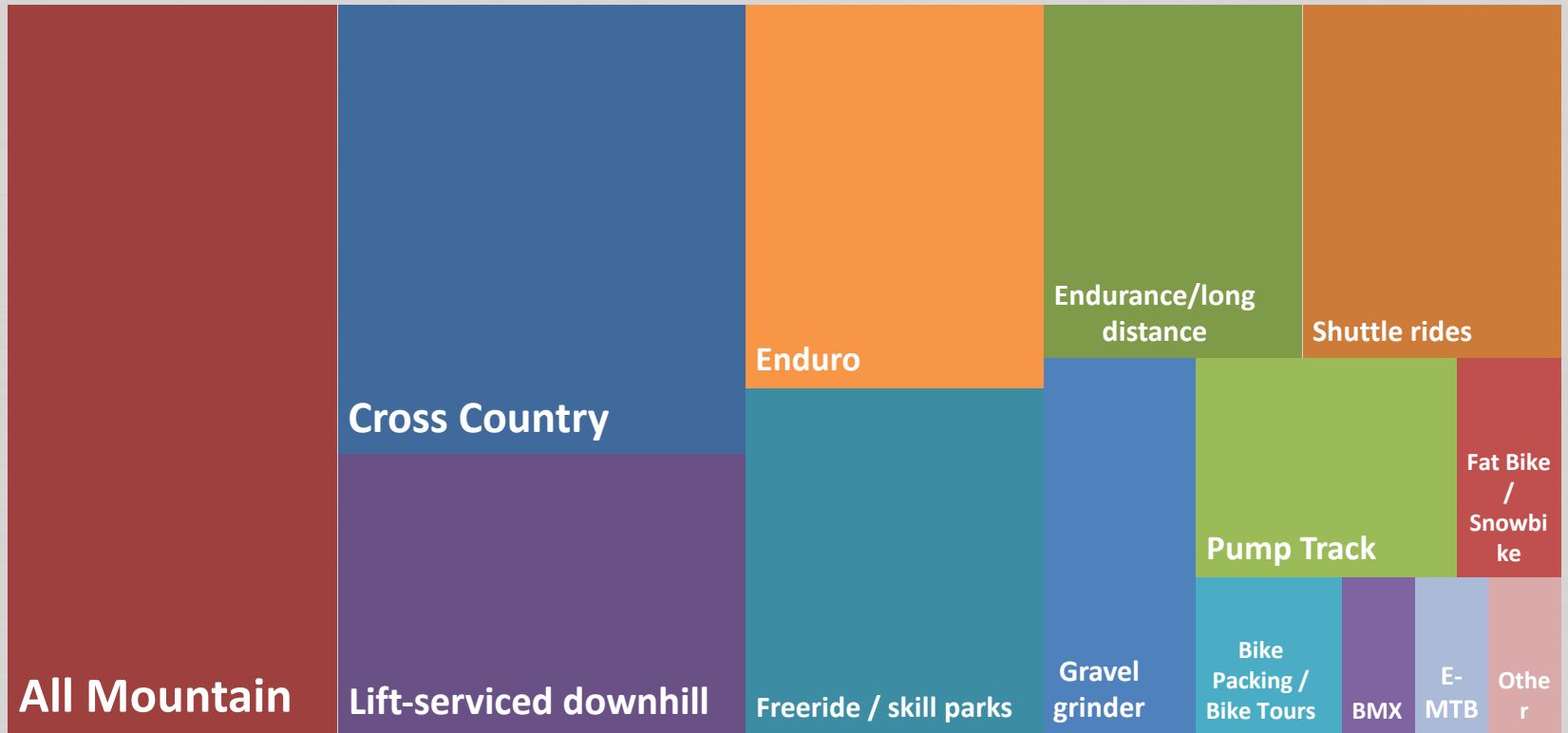
Respondents also indicated that they ride “most of the time” within the chapter they align with.

# Zip Code Distribution



# Respondents riding preference/alignment

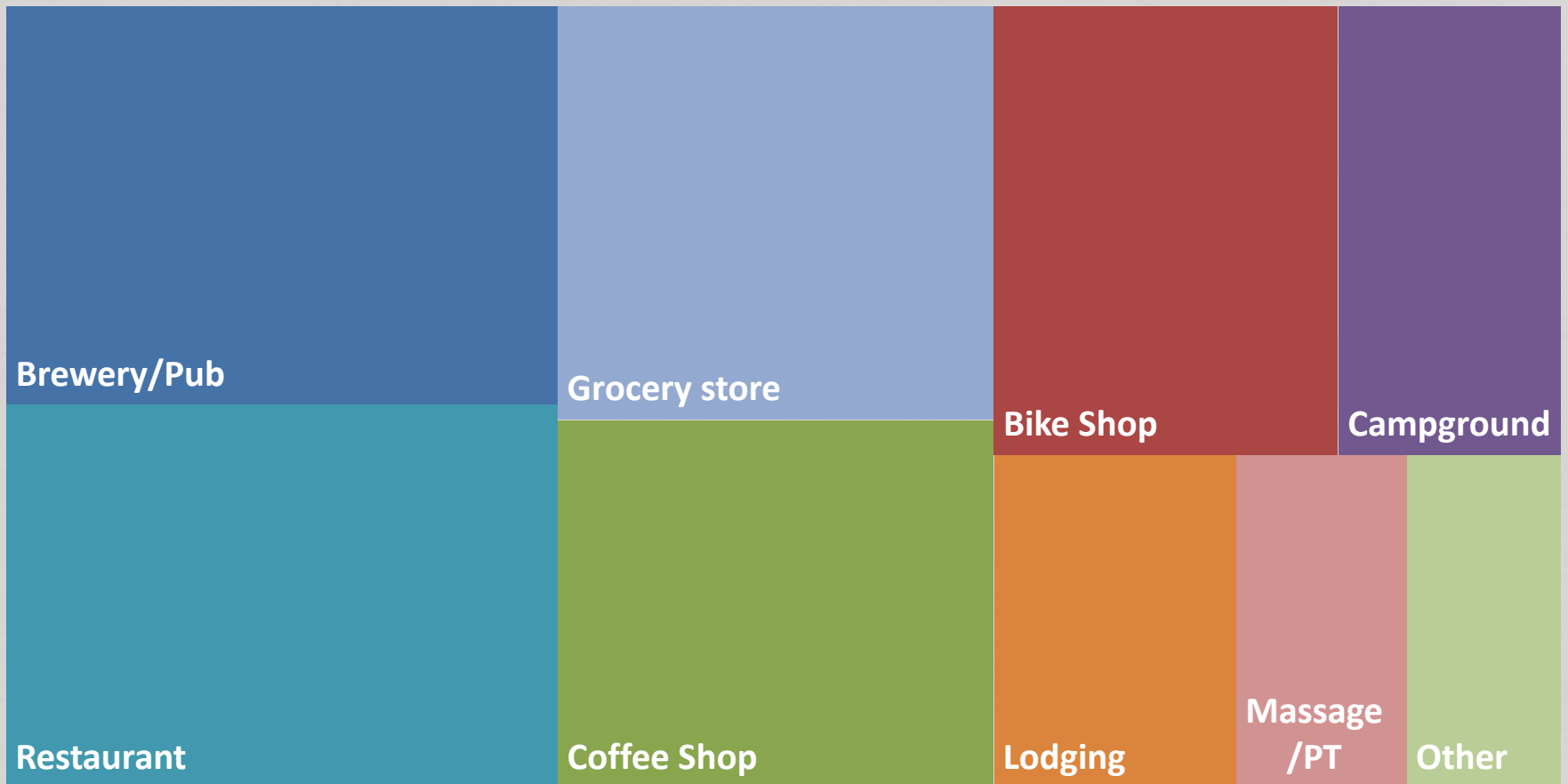
*Generally the same as 2017*



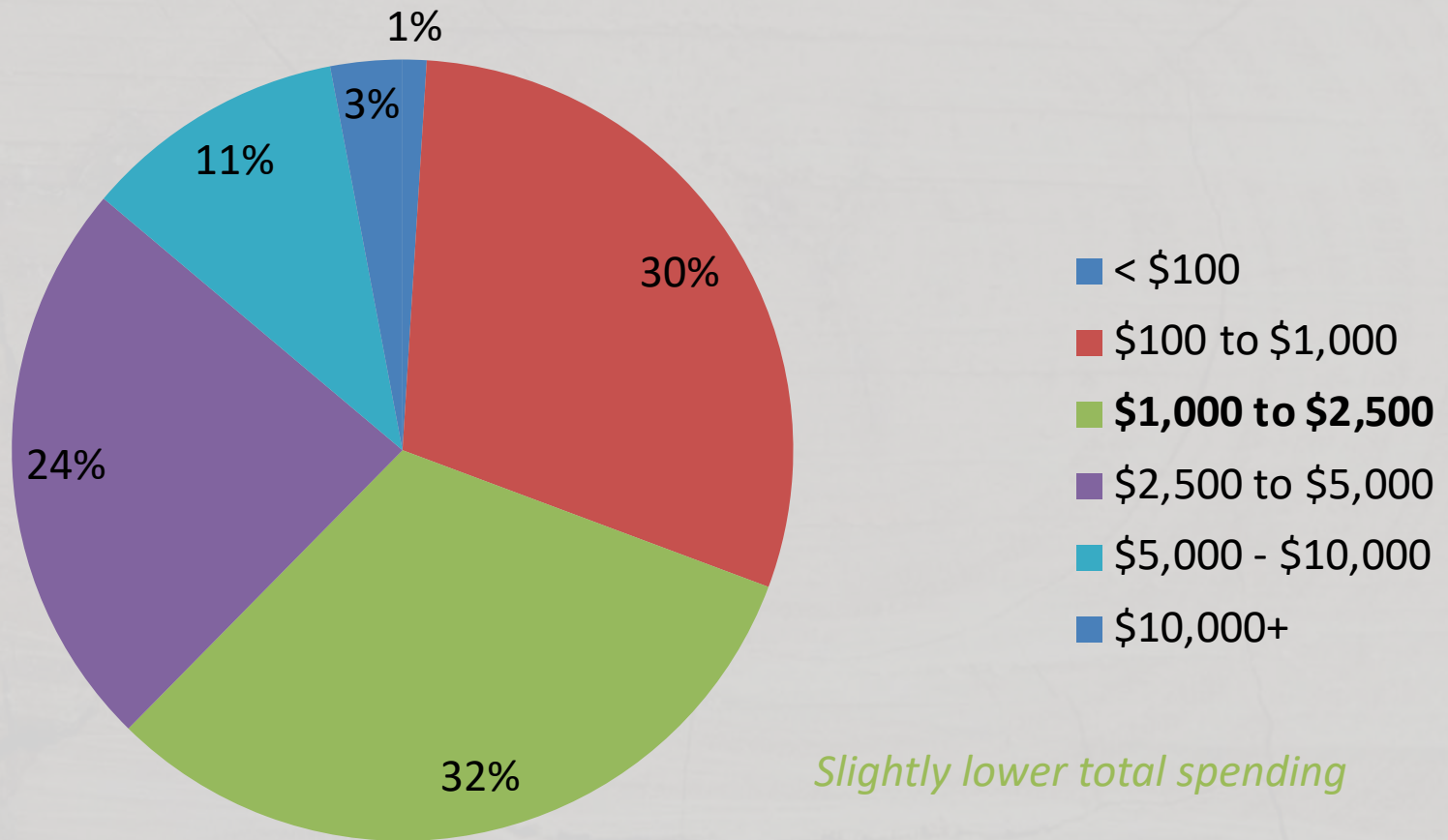


# Where riders spend money before or after a ride

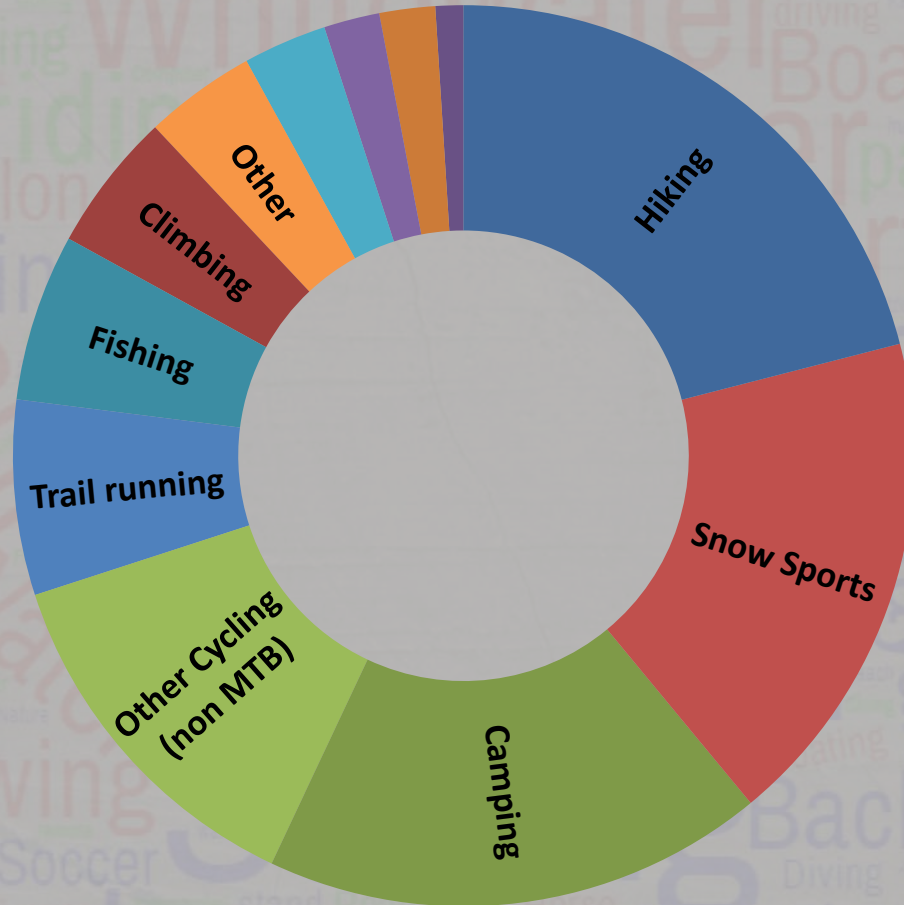
*Generally the same as 2017*



# Estimated spending on travel, lodging, equipment, maintenance, and supporting trails

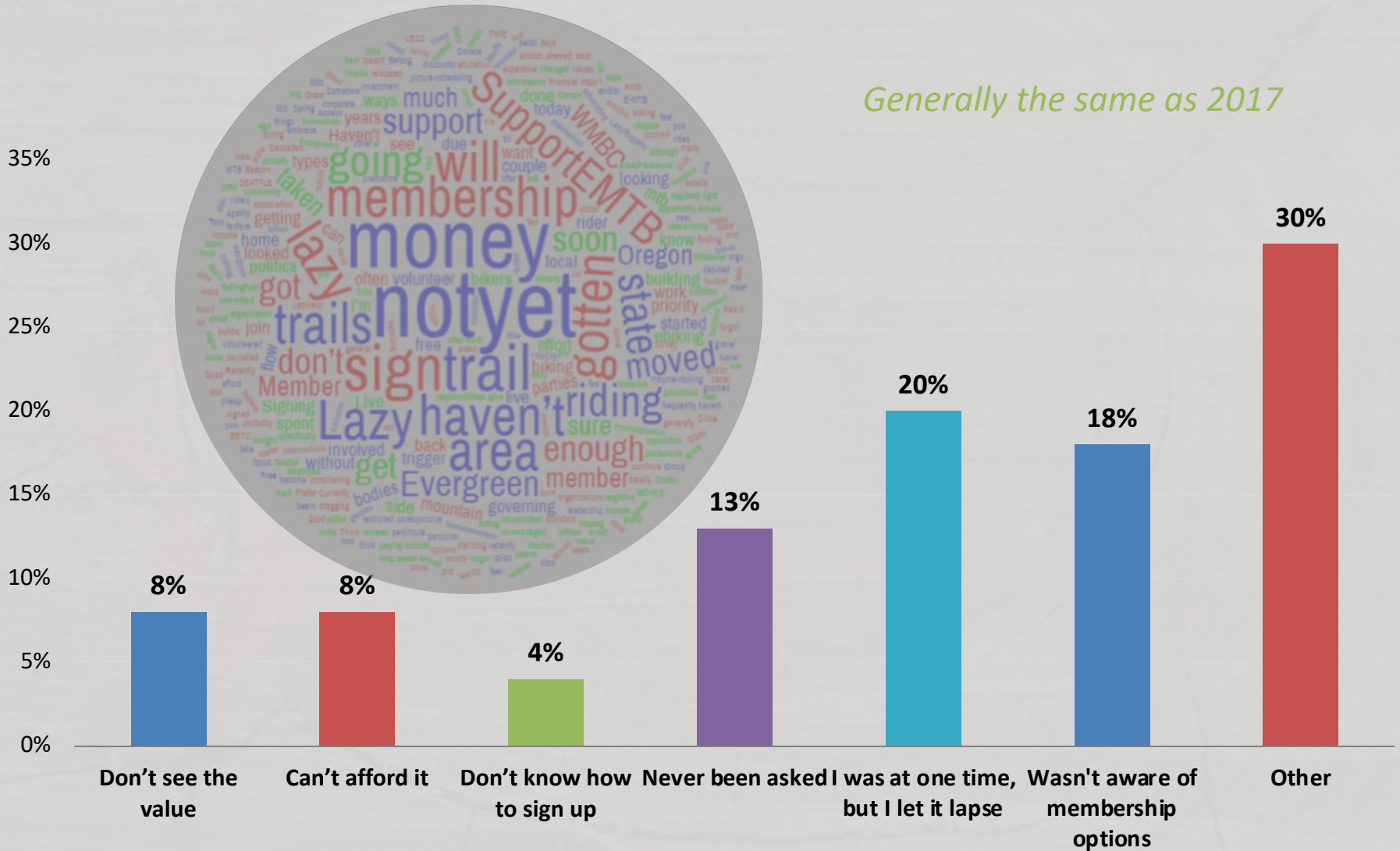


# Other outdoor recreational pursuits

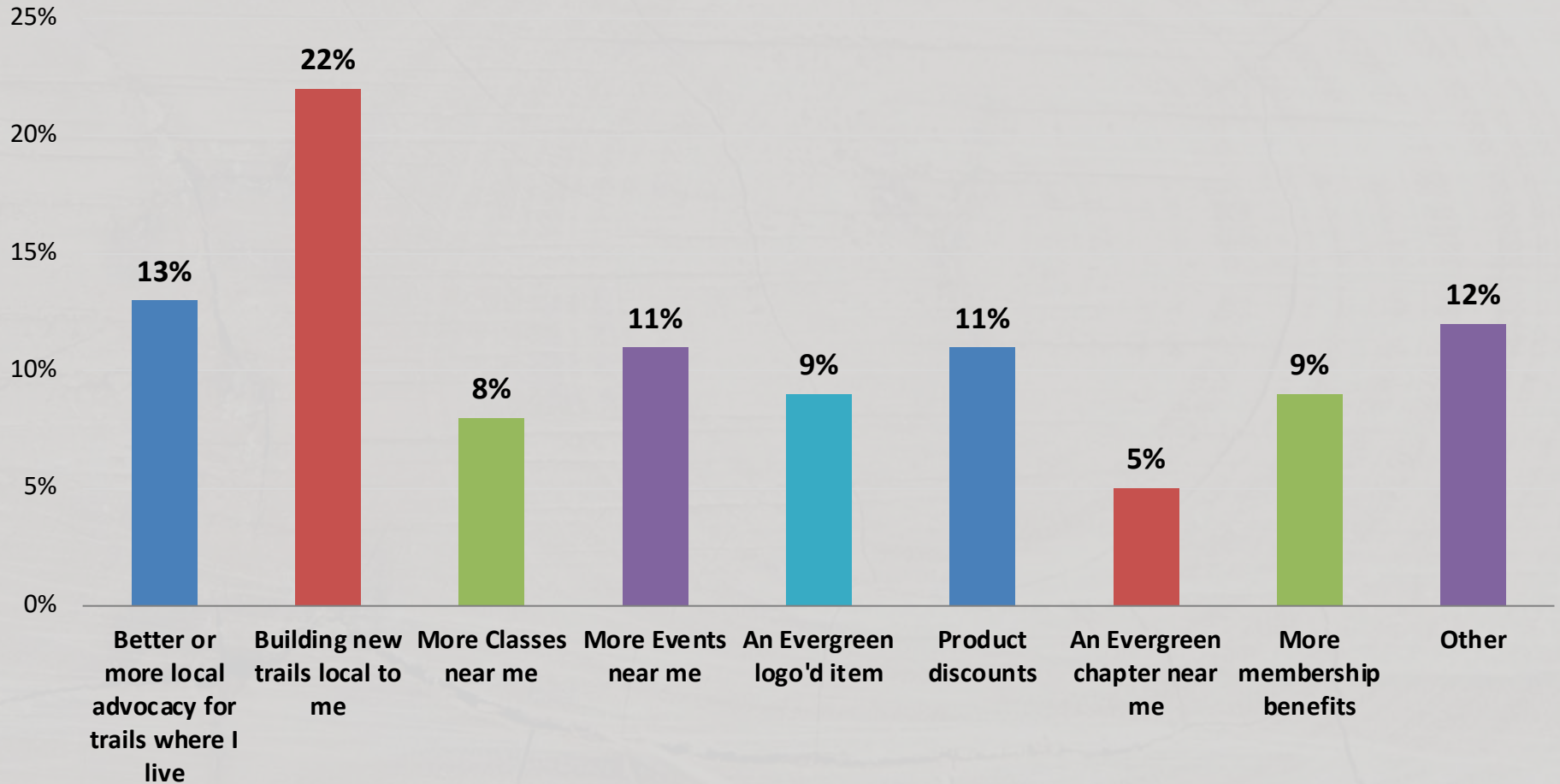


# Why respondents aren't members of Evergreen

Generally the same as 2017



# What would motivate respondents to become a member?



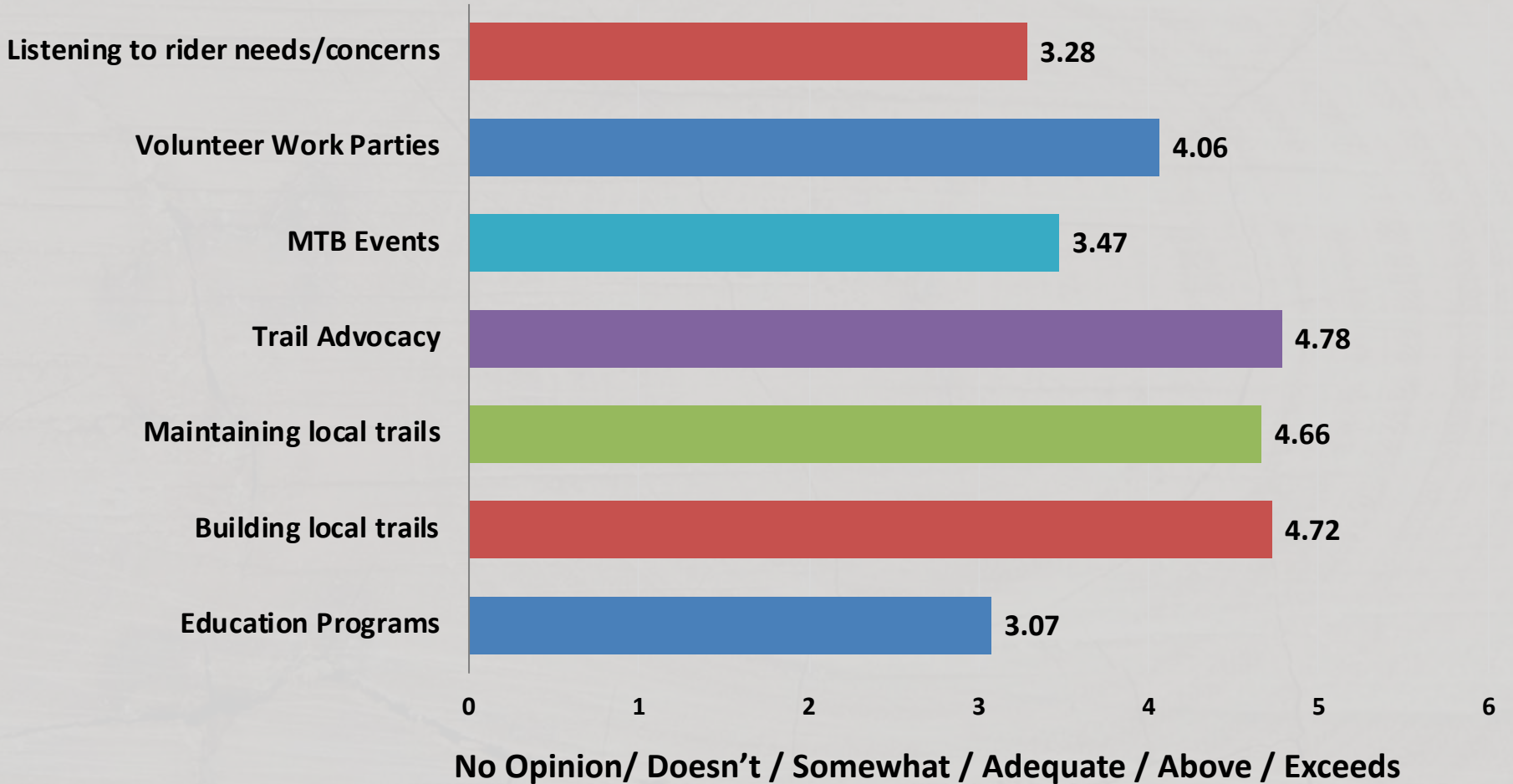


# Events or services participated in by respondents



The image part with relationship ID r06 was not found in the file.

# How well do we meet riders needs?



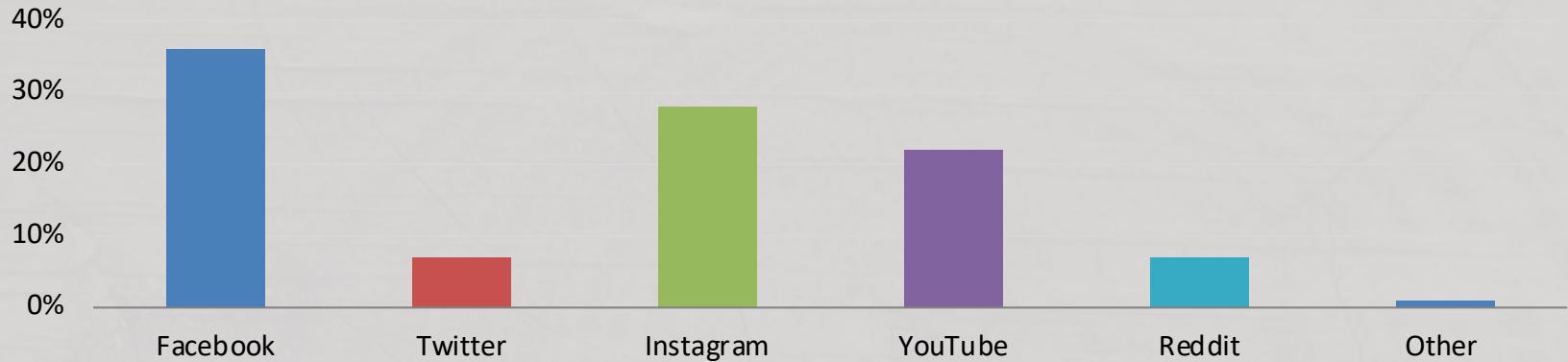




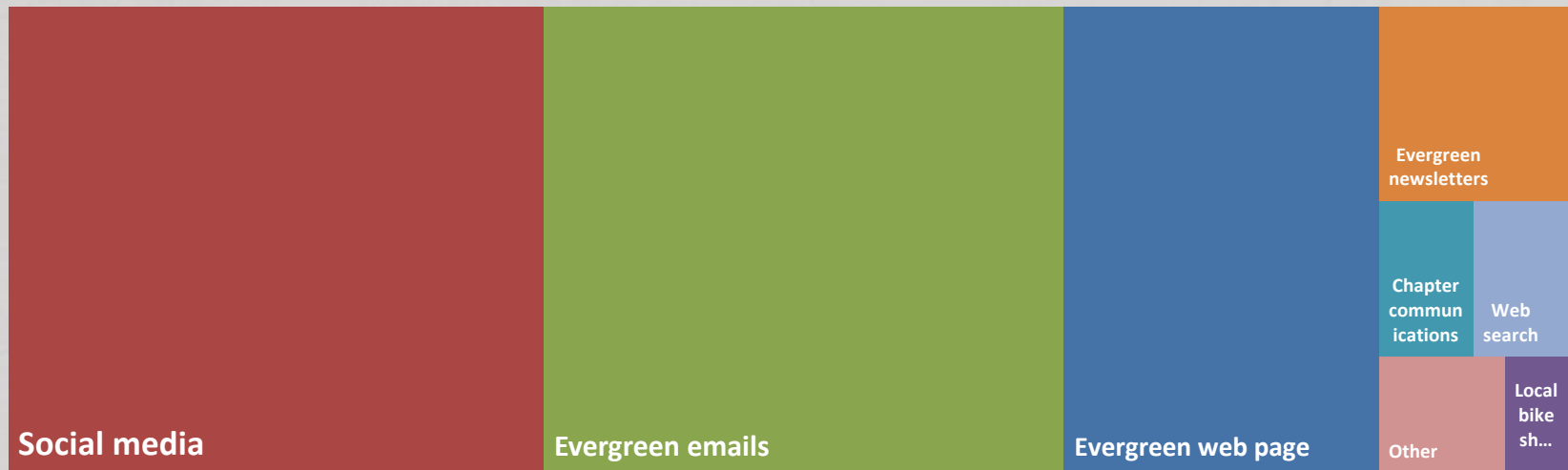
# Information respondents are looking for from Evergreen?



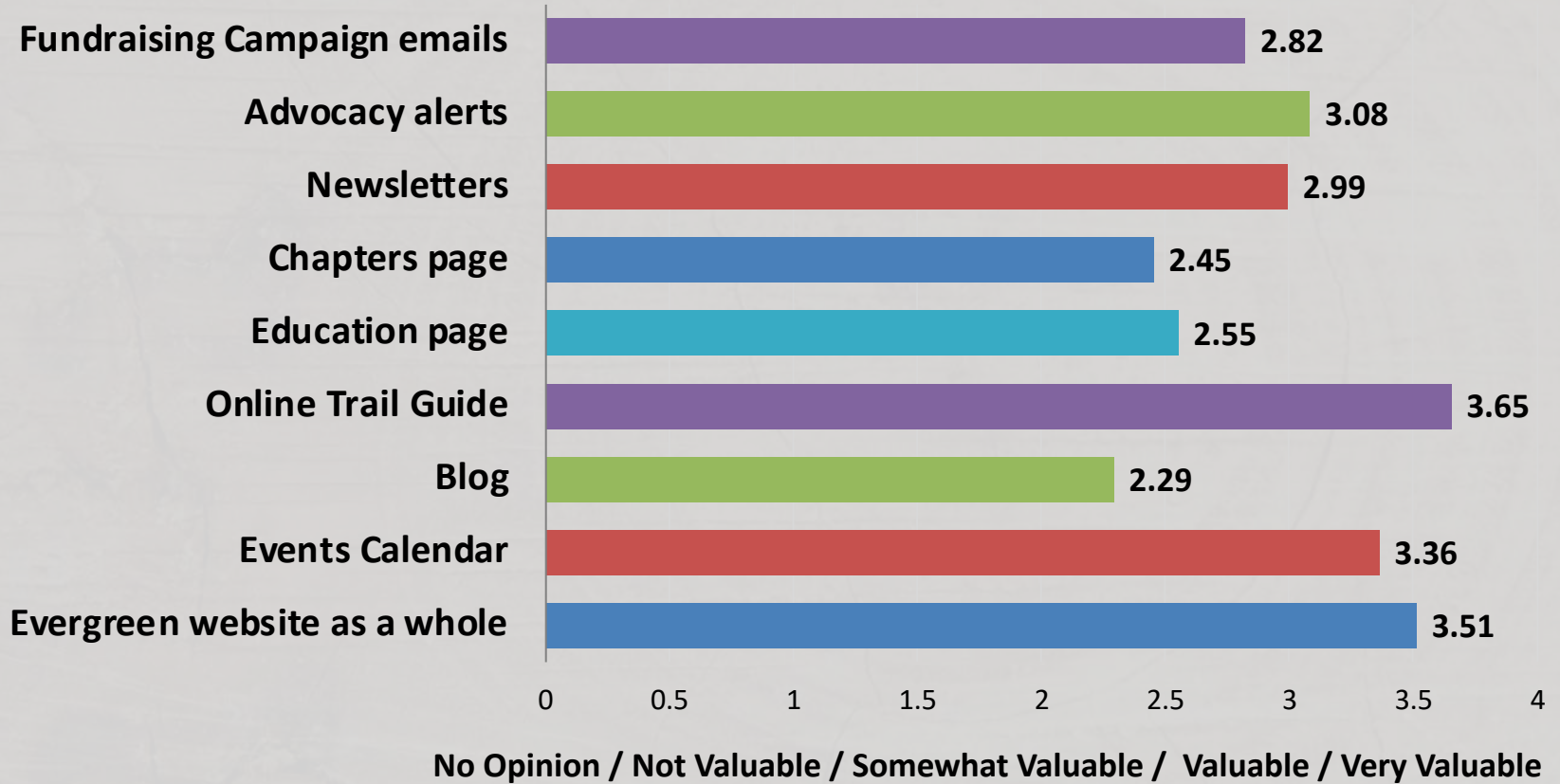
# Media channels used by respondents



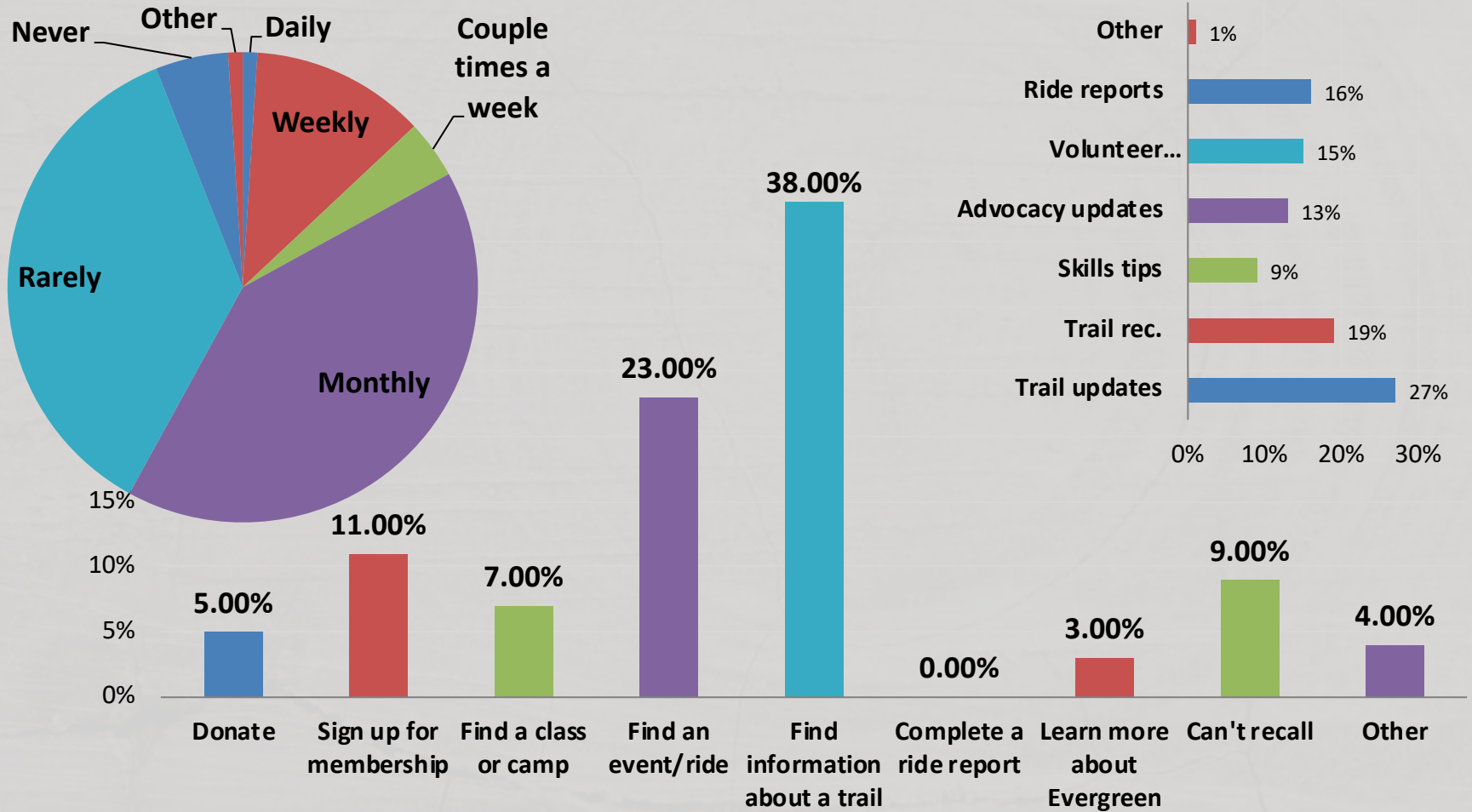
## Primary source of Evergreen Info



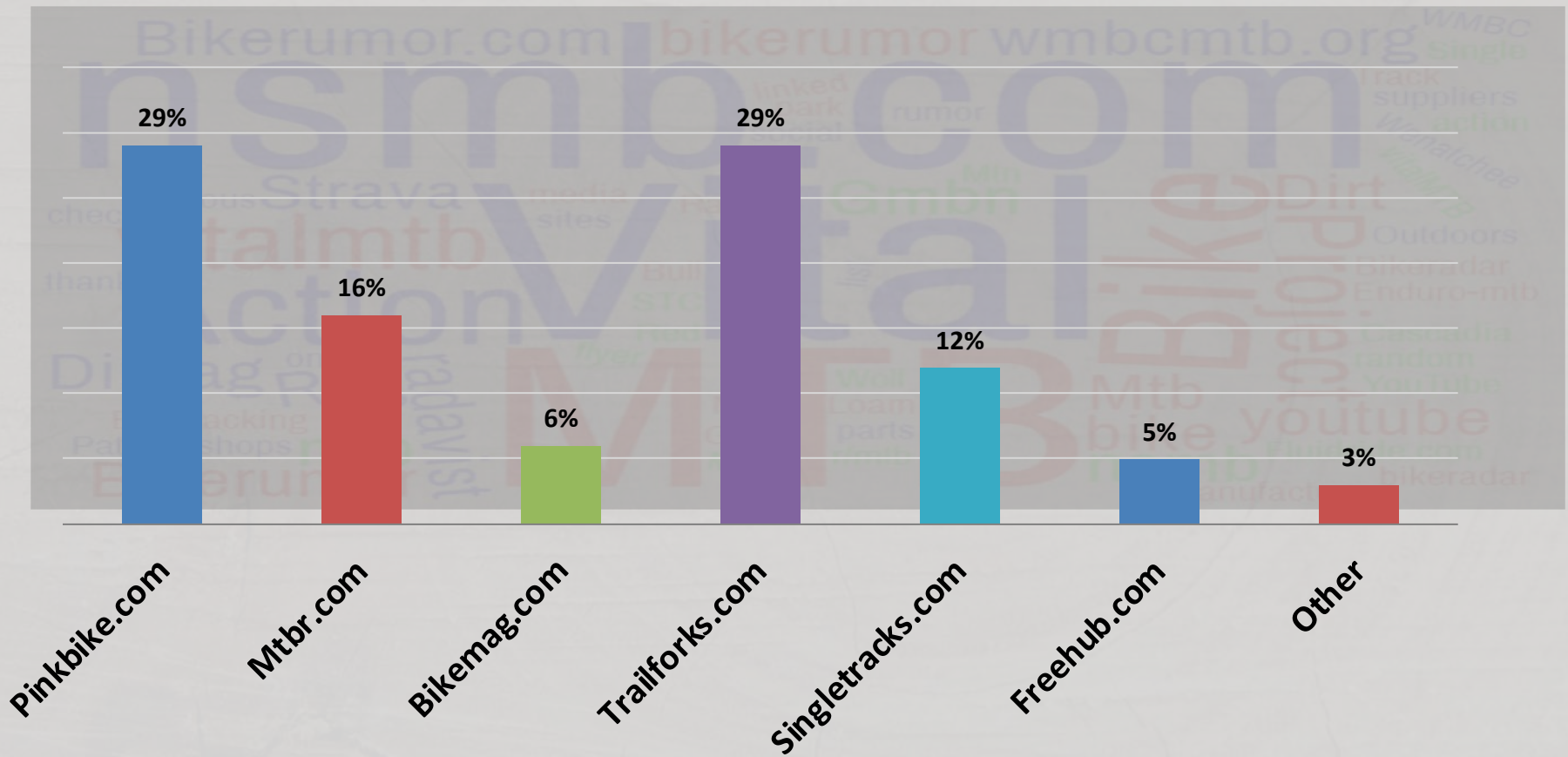
# Value of Evergreen's communication tools



# How often respondents visit the Evergreen website and why



# Respondents most visited MTB Web sites.



19% of respondents also subscribe to a variety of MTB magazines

# Should Evergreen spend time & resources to open access for Class 1 E-MTB's on single track trails?

