

2016 MEMBER SURVEY

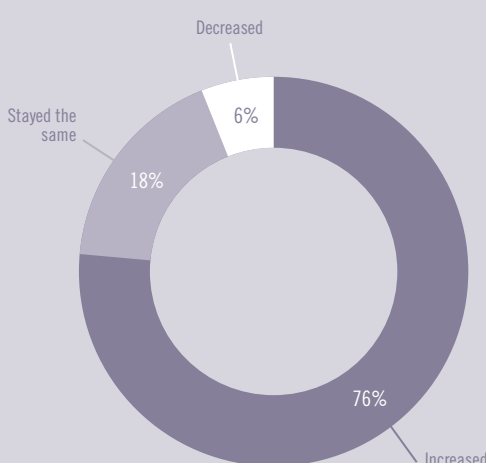


INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

Our mission is to create, enhance and preserve great mountain biking experiences.

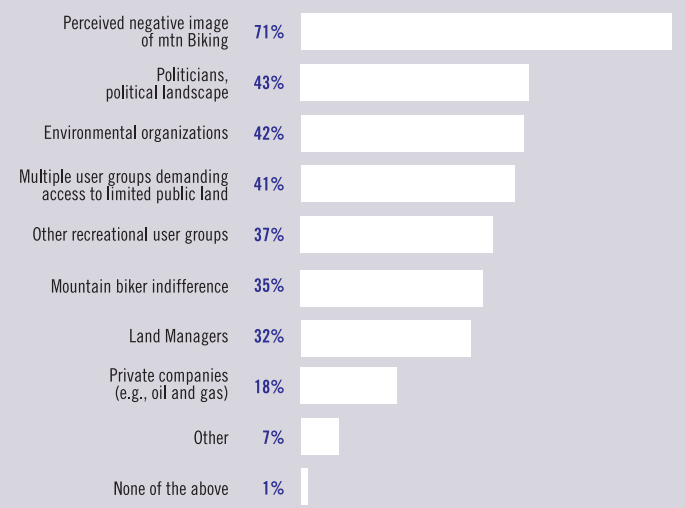
ACCESS

MOUNTAIN BIKE TRAIL ACCESS WHERE YOU LIVE HAS...



7 OUT OF 10 MEMBERS BELIEVE THAT THE PERCEIVED IMAGE OF MOUNTAIN BIKING IS A BIG THREAT TO GAINING NEW MOUNTAIN BIKE ACCESS

THREATS TO ENHANCING/GAINING NEW MTN BIKE ACCESS



RESOURCES

TOP 4

VERY/EXTREMELY IMPORTANT ISSUES IMBA SHOULD DEDICATE/ASSIGN RESOURCES TO ADVOCATE FOR

66% Including access for mountain bikes in federal lands



64% Including access for mountain bikes in state forest and park lands



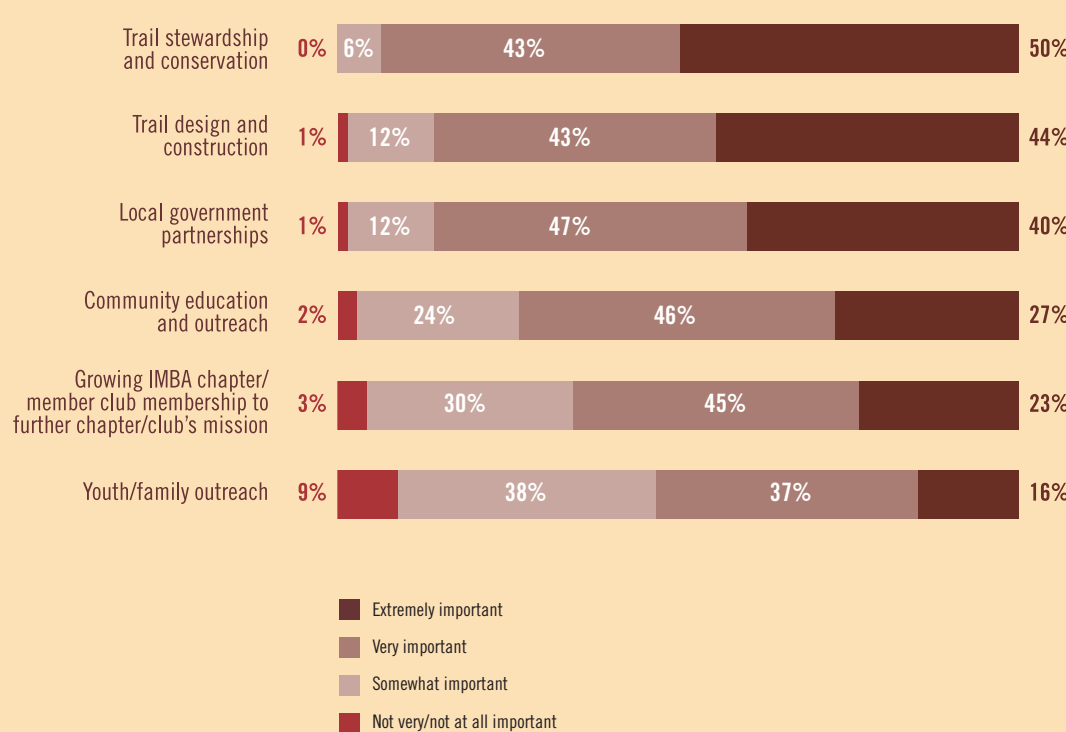
56% Promoting bike-friendly land use policies at all levels of government



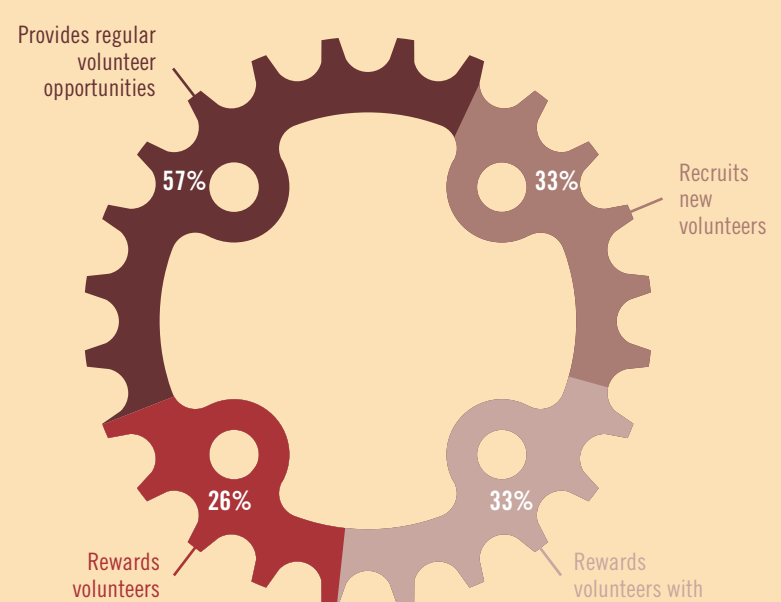
41% Promoting positive land manager interactions through relationship building & educational outreach



IMPORTANCE OF ISSUES



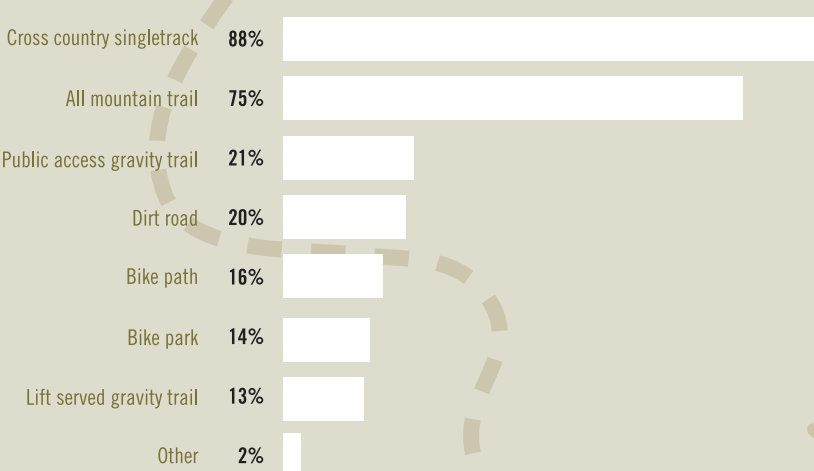
LOCAL IMBA ORGANIZATIONS SUPPORT VOLUNTEERISM BY



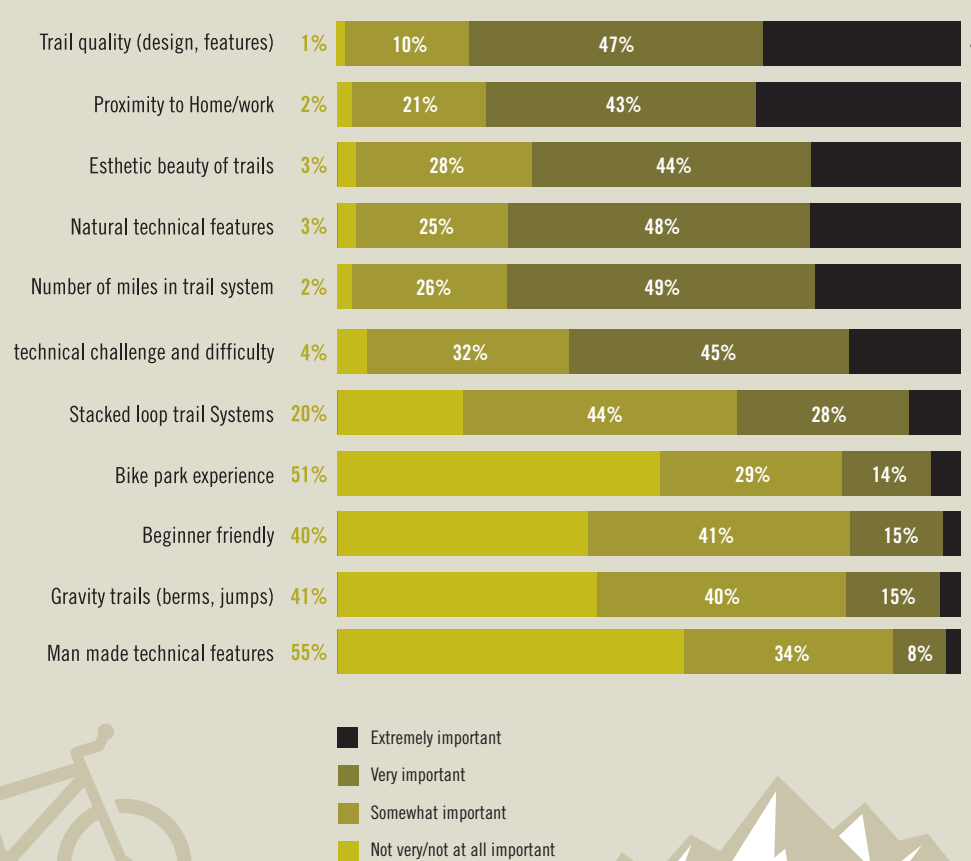
TRAILS

9 OUT OF 10 MEMBERS PREFER TO RIDE CROSS COUNTRY SINGLE TRACK

TYPES OF TRAIL PREFERRED

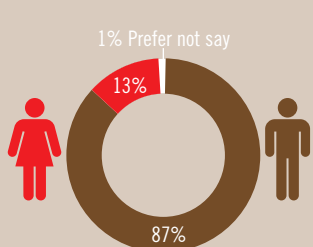


IMPORTANCE WHEN DETERMINING WHERE TO RIDE

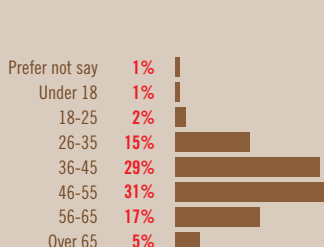


COMMUNITY

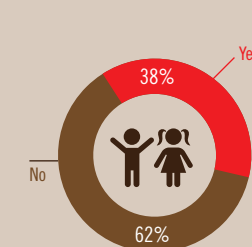
GENDER



AGE

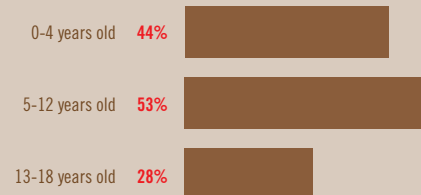


HAVE CHILDREN

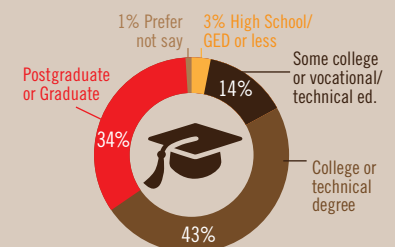


AGE OF CHILDREN

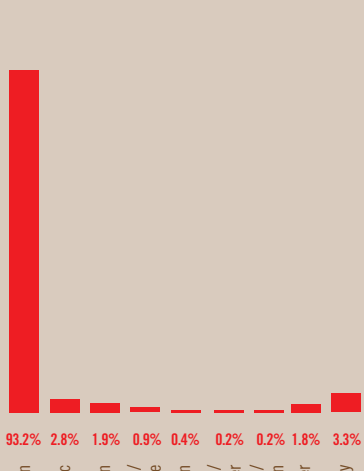
Among those with children



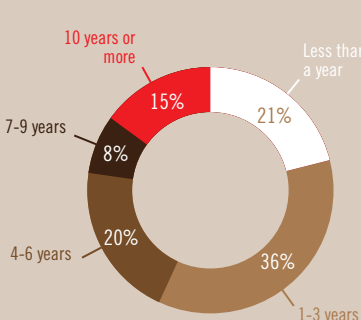
EDUCATION



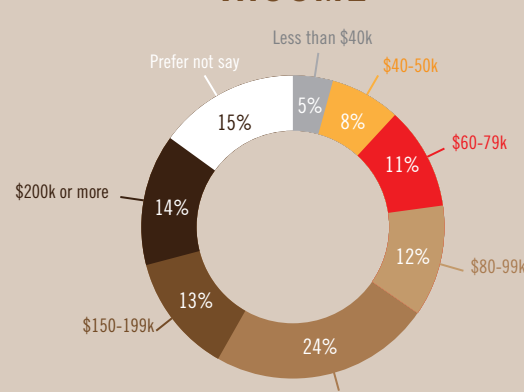
RACE



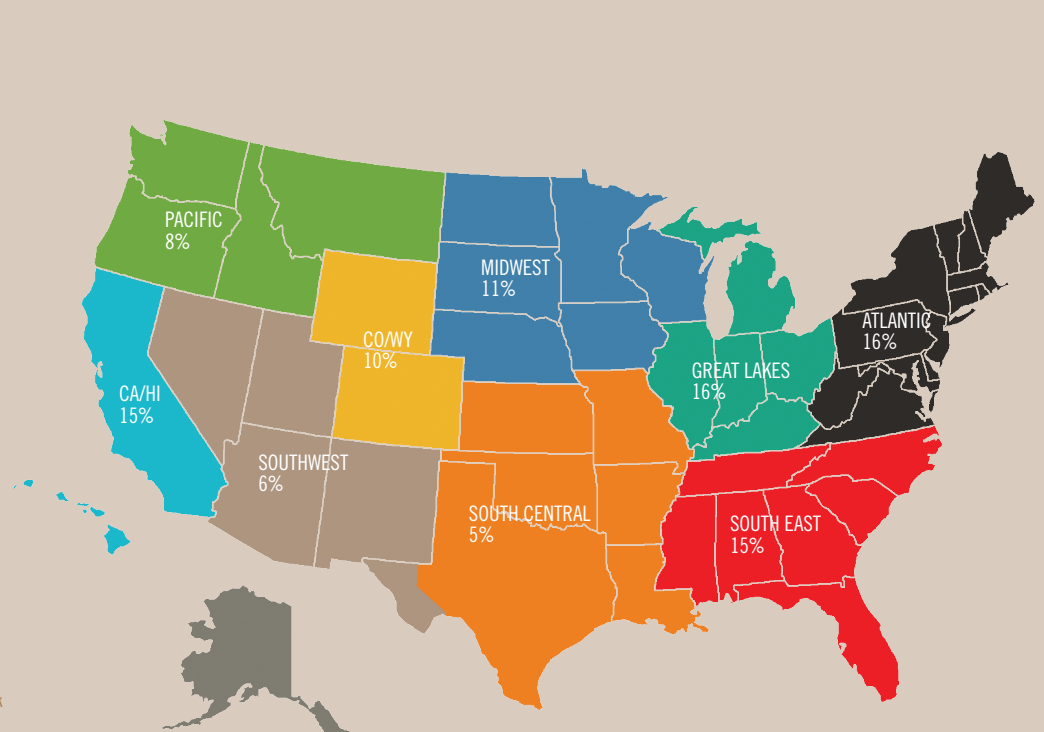
IMBA MEMBER



INCOME



SURVEY ACCORDING TO REGION



The data on this infographic reflect the results from IMBA's 2016 membership survey. Cultivation Center, in partnership with Simon Analytics, conducted a 15-minute online survey between May 3, 2016-May 17, 2016 with 6,299 current IMBA member respondents.

IMBA is a 501(c)3 non-profit educational association.