



2014 WMBC Rider Survey

About the Sample:

Over the course of a 10 week period between January 30th and April 18th, the WMBC conducted a survey to target trail users recreating on Galbraith Mountain and elsewhere in Whatcom County. This survey was done entirely online utilizing surveymonkey web-based software. The survey was sent out to the WMBC's email list and promoted on the WMBC site, Facebook, Ridegalbraith.com, and mtbr.com. Additionally, it was sent out to the Bellingham trail running community as well.

After a respondent completed the online survey, a cookie was dropped on their computer to ensure they couldn't fill it out the survey more than once. If a respondent tried to access the online survey again, they were redirected to the WMBC's website (www.wmbcmtb.org).

Respondents were asked about their use of Galbraith Mountain trails, frequency of use, transportation and access points, preferred riding styles, gender, age, duration of visit, family income, mt. biking experience and area of residence. For any non-Whatcom County residents, we asked about their use of local businesses during their visits to Galbraith Mountain. For residents of Bellingham and Whatcom County, we asked them about the importance of trails in their overall lives.

Profile of Typical Galbraith Trail User:

The typical respondent is male, between 30-49 years old, with ten years plus of mountain biking experience and an annual family income of \$50k+ . They use Galbraith Mountain weekly spending 2-3 hours on the trails. Because the typical respondent lives in Bellingham, they often ride to the trails and recreate with groups consisting of anywhere between 2-5 people.

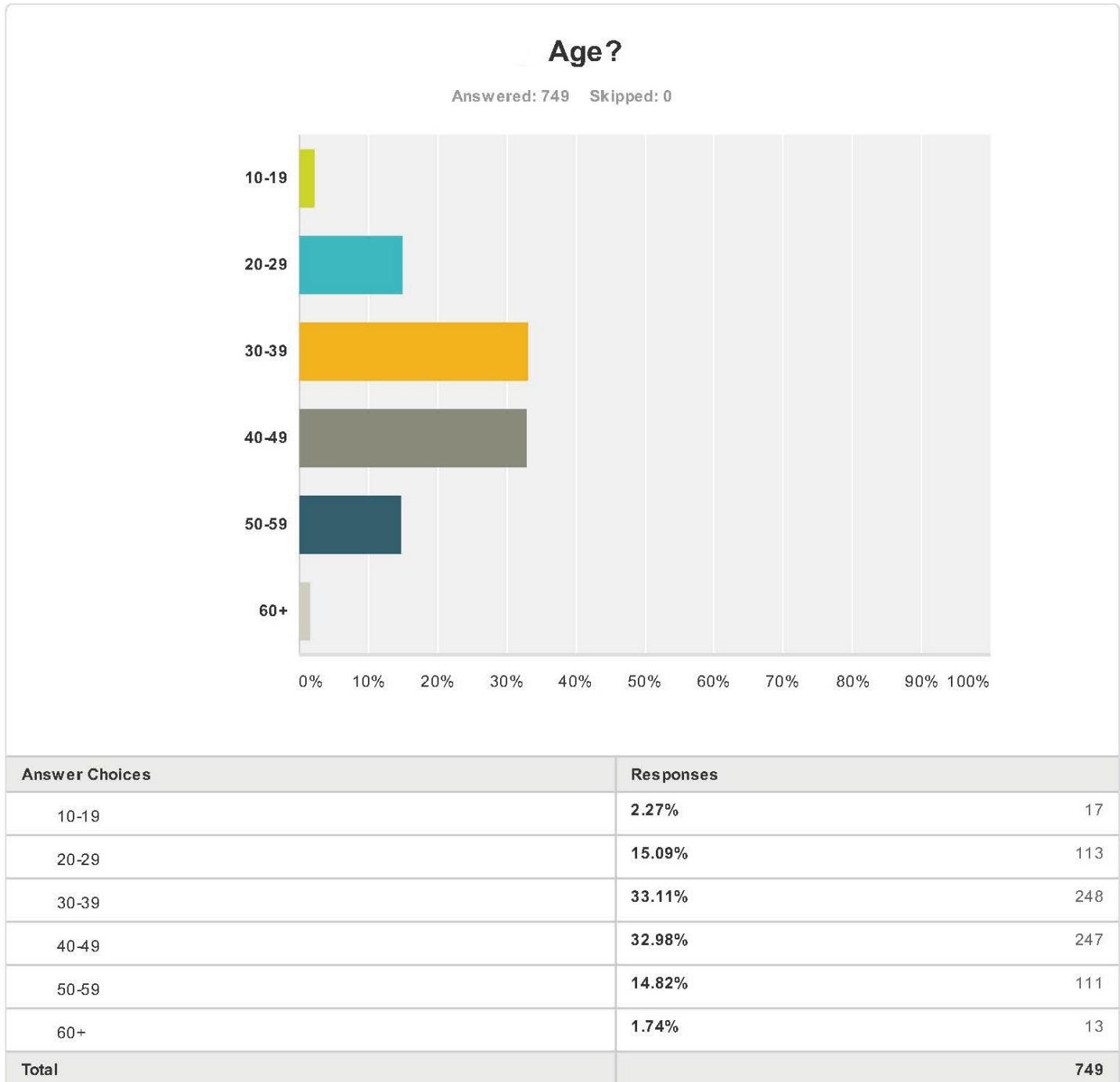
Tourism:

Riders residing outside of Bellingham or Whatcom County represented 31.5% of total respondents. These people are affluent (67% with an income of \$70k+) and 53% spend a *minimum of \$40* per visit at at breweries, restaurants, hotels, gas stations, bike shops and supermarkets. 72% of them visit Bellingham *at least* quarterly (and 25% monthly) to recreate on our trails. Non-locals responded with 83% preferring All Mountain, 54% Cross Country, 43% Downhill and 38% Freeride.

The characteristics of the 749 respondents are detailed in the document below:

Age:

The largest group of respondents were within the 30-49 age brackets (66%), while the 20-29 and 50-59 groups were nearly tied at 15.09% and 14.82% respectively. *Note: There are more and more young people on the mountain in recent years and we feel the 10-19 age group in the survey does not correspond with the amount of younger users on the mountain.*

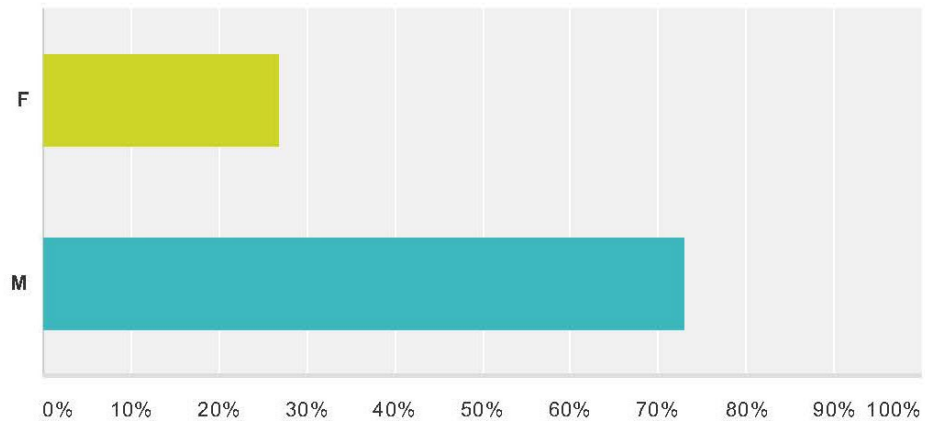


Gender:

73.03% of those surveyed were male and 26.97% were female. This represents an increase of 9% amongst female respondents from our 2010 survey. We feel that corresponds with an increase of female riders and runners on the mountain.

Gender?

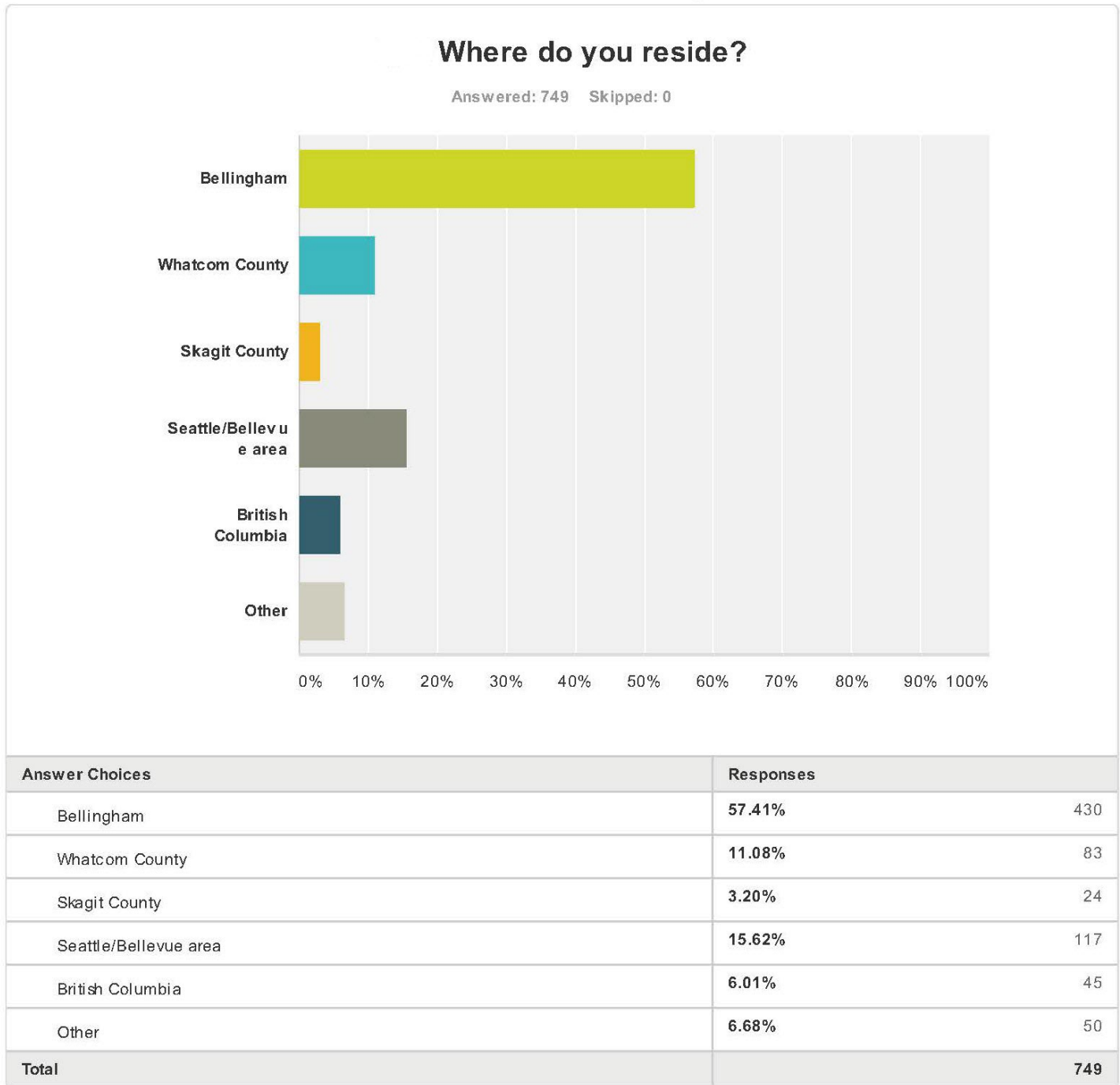
Answered: 749 Skipped: 0



Answer Choices	Responses	
F	26.97%	202
M	73.03%	547
Total		749

Area of Residence:

68.49% of respondents are local (57.41% Bellingham & 11.08% Whatcom county). This is nearly identical to our 2010 survey results. 15.62% live in the Seattle-Bellevue area, 6% are from B.C. and another 6% chose "other". While this survey was promoted via the North Shore Mountain Bike Association in Vancouver, we feel the number of B.C. riders is significantly higher than the # of respondents indicated in the survey based on B.C. license plates in our parking lots.

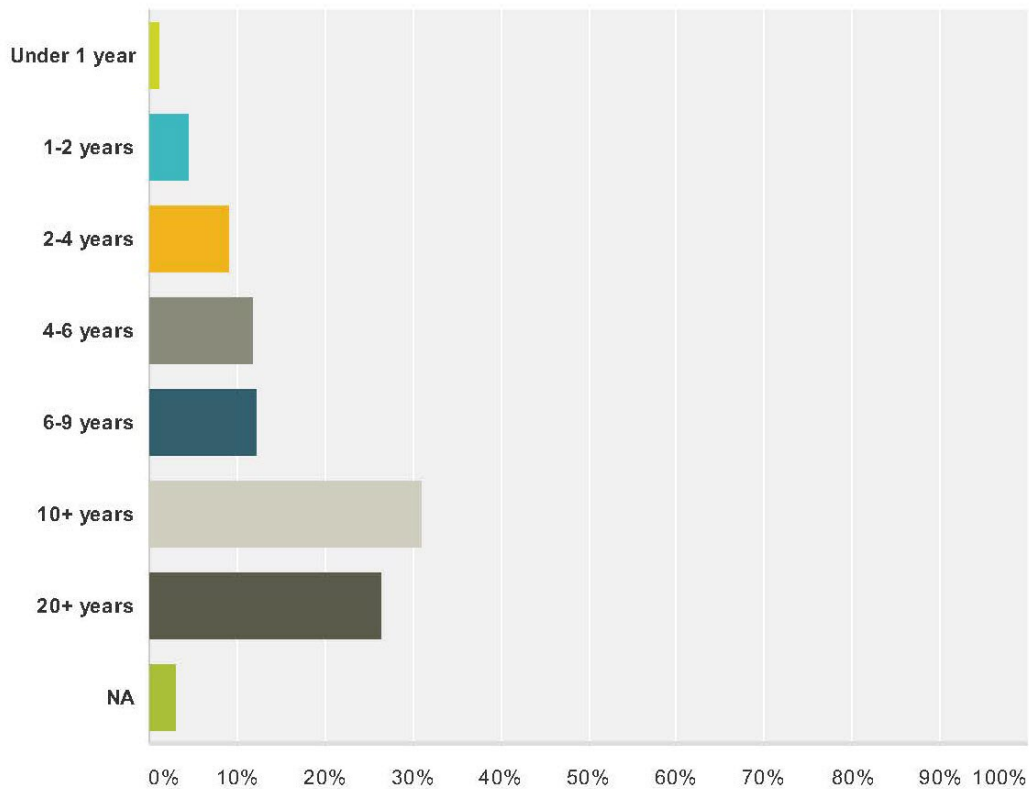


Mountain Bike Experience:

Bellingham mountain bikers have a wealth of experience on the bike. 57.57% have 10+ years experience while only 5.94% have less than 2 years experience. While this is a group of hardcore riders, the WMBC is working to bring kids and beginners into our sport via beginner-level trails and future skills zones in our parks.

What is your level of mountain bike experience?

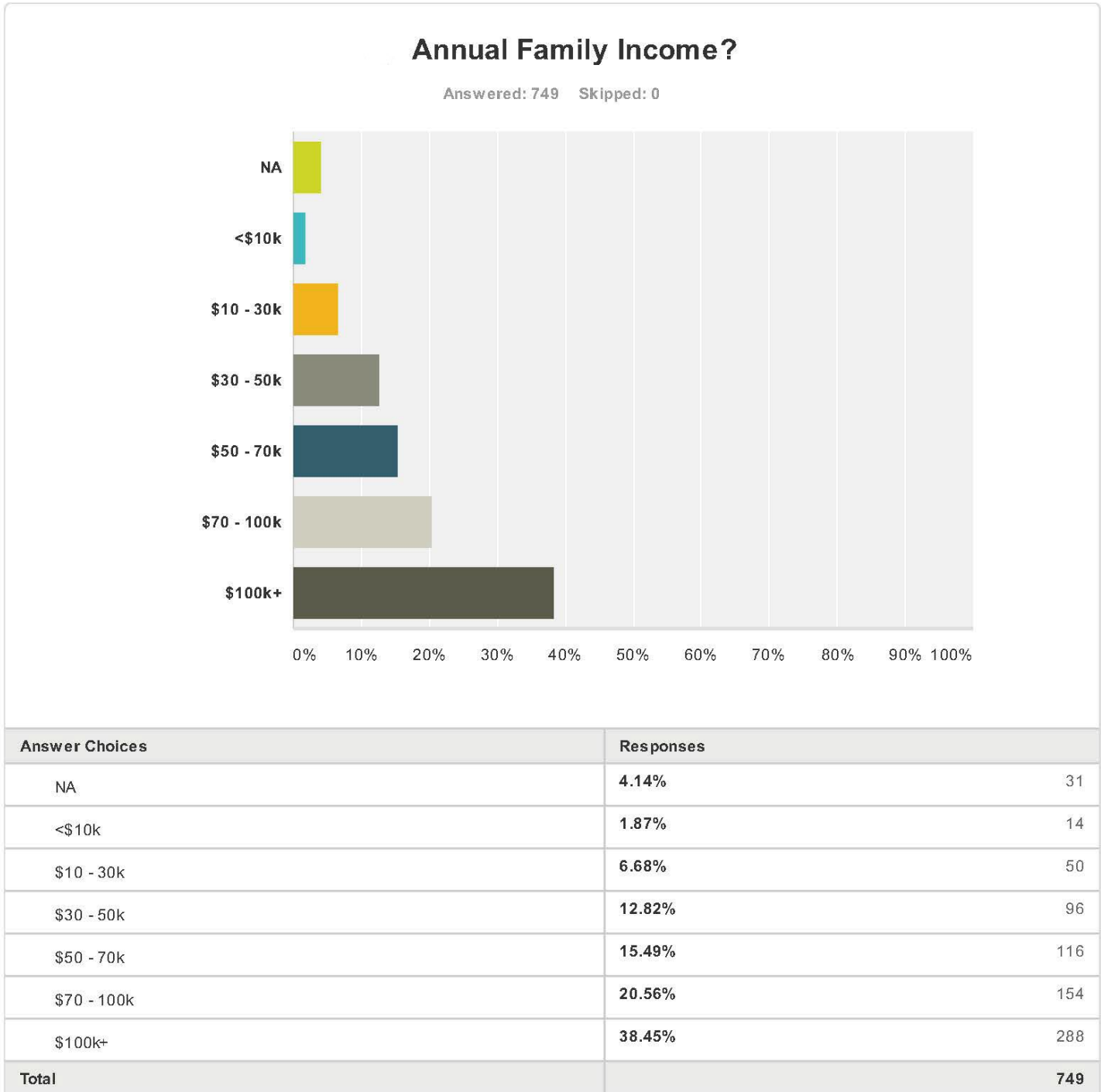
Answered: 740 Skipped: 9



Answer Choices	Responses
Under 1 year	1.35% 10
1-2 years	4.59% 34
2-4 years	9.19% 68
4-6 years	11.89% 88
6-9 years	12.30% 91
10+ years	31.08% 230
20+ years	26.49% 196
NA	3.11% 23
Total	740

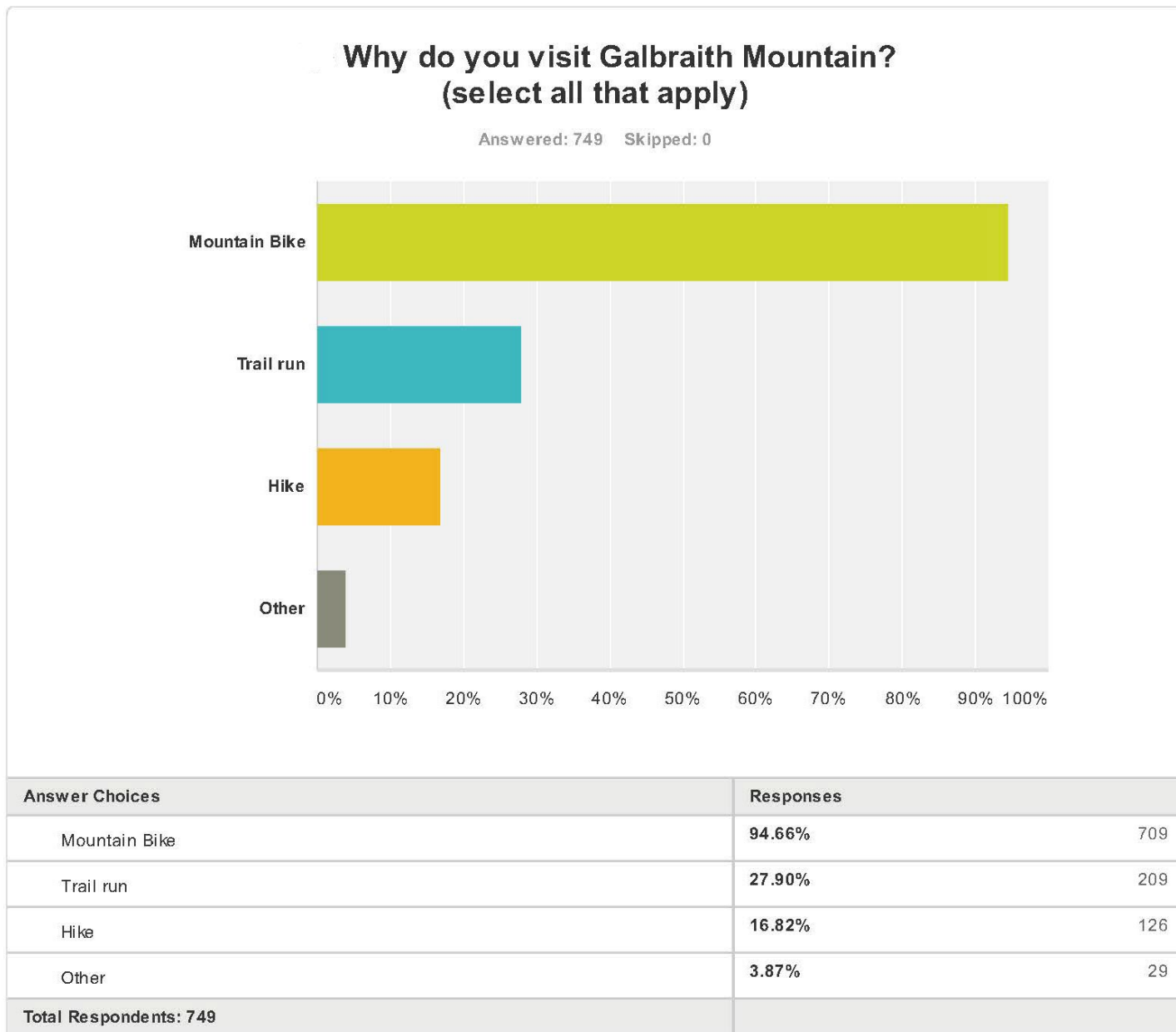
Annual Family Income:

74.5% of respondents have an annual family income of \$50k or more. This certainly coincides with the respondents' age and speaks to the purchasing power that mountain bikers bring to our community.



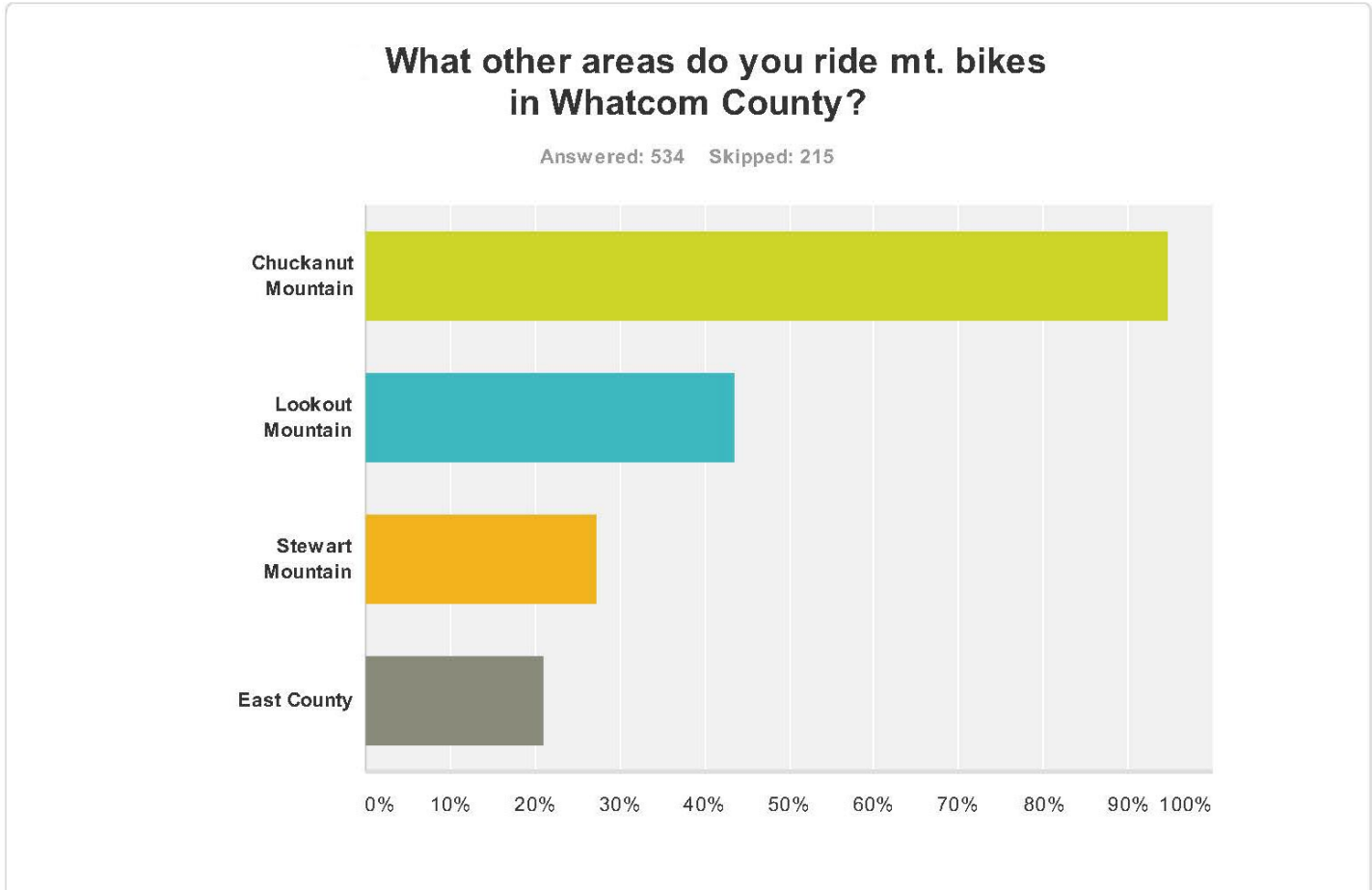
Uses on the mountain (check all that apply):

94.66% of respondents use Galbraith Mountain for Mountain Biking. This was promoted via the WMBC and mt. bikers have built and maintain the trail network, however, the survey was given to trail running groups as well. As such, 27.9% of respondents trail run on Galbraith which is up 13% from our 2010 survey and matches up with anecdotal observations. Worth noting is there is a big crossover between the two activities, as 84.6% of the trail running respondents are also mountain bikers. 16.82% of all respondents use Galbraith for hiking.



Other areas where trail users recreate (check all that apply):

Additionally, 94.76% of respondents also ride mt. bikes on Chuckanut Mountain which has a long history of mt. biking. More surprisingly was that 43.63% ride trails on Lookout Mountain and 27.43% on Stewart Mountain – both of which have recently become part of the Lake Whatcom Park.



Answer Choices	Responses
Chuckanut Mountain	94.76% 506
Lookout Mountain	43.63% 233
Stewart Mountain	27.34% 146
East County	21.16% 113
Total Respondents: 534	

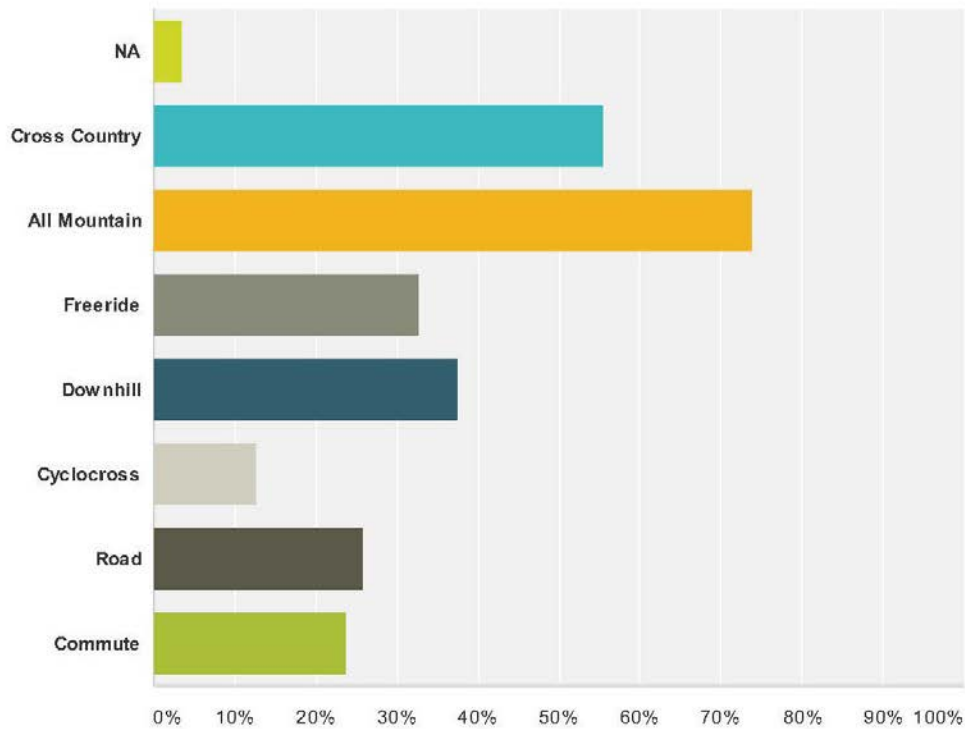
Preferred types of biking (check all that apply):

73.83% of respondents' preferential riding style is All Mountain. This isn't surprising considering the advances in bike technology combined with Galbraith's trails, access and topography that caters to this type of mountain bike experience.

Further proving our community has diverse riding styles, there is a lot of crossover between preferred disciplines. Of the respondents who selected Cross Country as a preferred riding style, 23.5% also Freeride and 28.3% Downhill. The respondents who chose FR or DH as a favorite type of biking, 43% of them ride Cross Country and 89.6% ride all mountain. Interestingly, in the 30-49 age ranges, 38% ride Downhill and 33% ride Freeride. Tourists responded with 83% preferring All Mountain, 54% Cross Country, 43% Downhill and 38% Freeride.

What are your preferred type(s) of biking? (select all that apply)

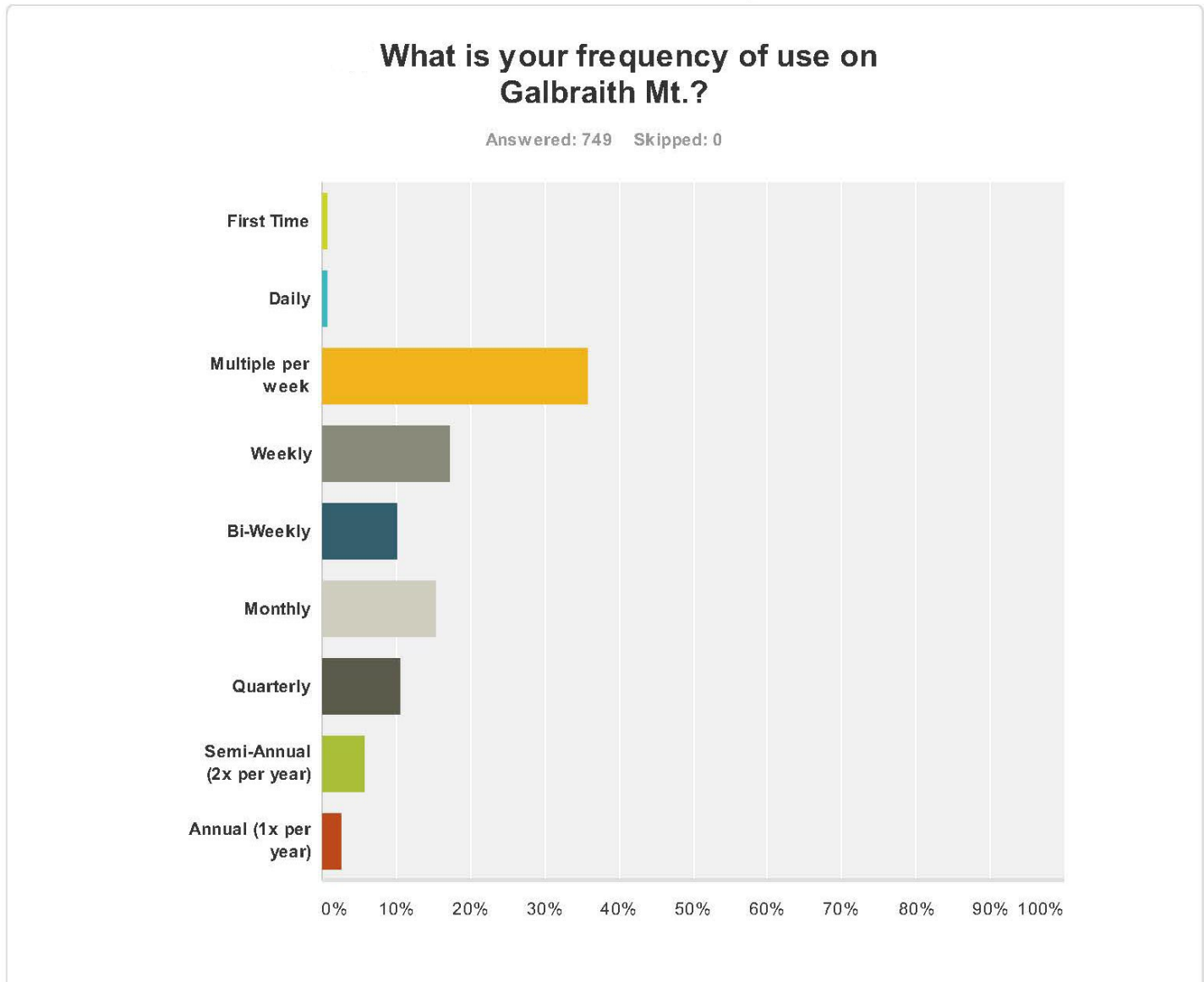
Answered: 749 Skipped: 0



Answer Choices	Responses
NA	3.60% 27
Cross Country	55.54% 416
All Mountain	73.83% 553
Freeride	32.71% 245
Downhill	37.52% 281
Cyclocross	12.68% 95
Road	25.90% 194
Commute	23.90% 179
Total Respondents: 749	

Frequency of Use on Galbraith:

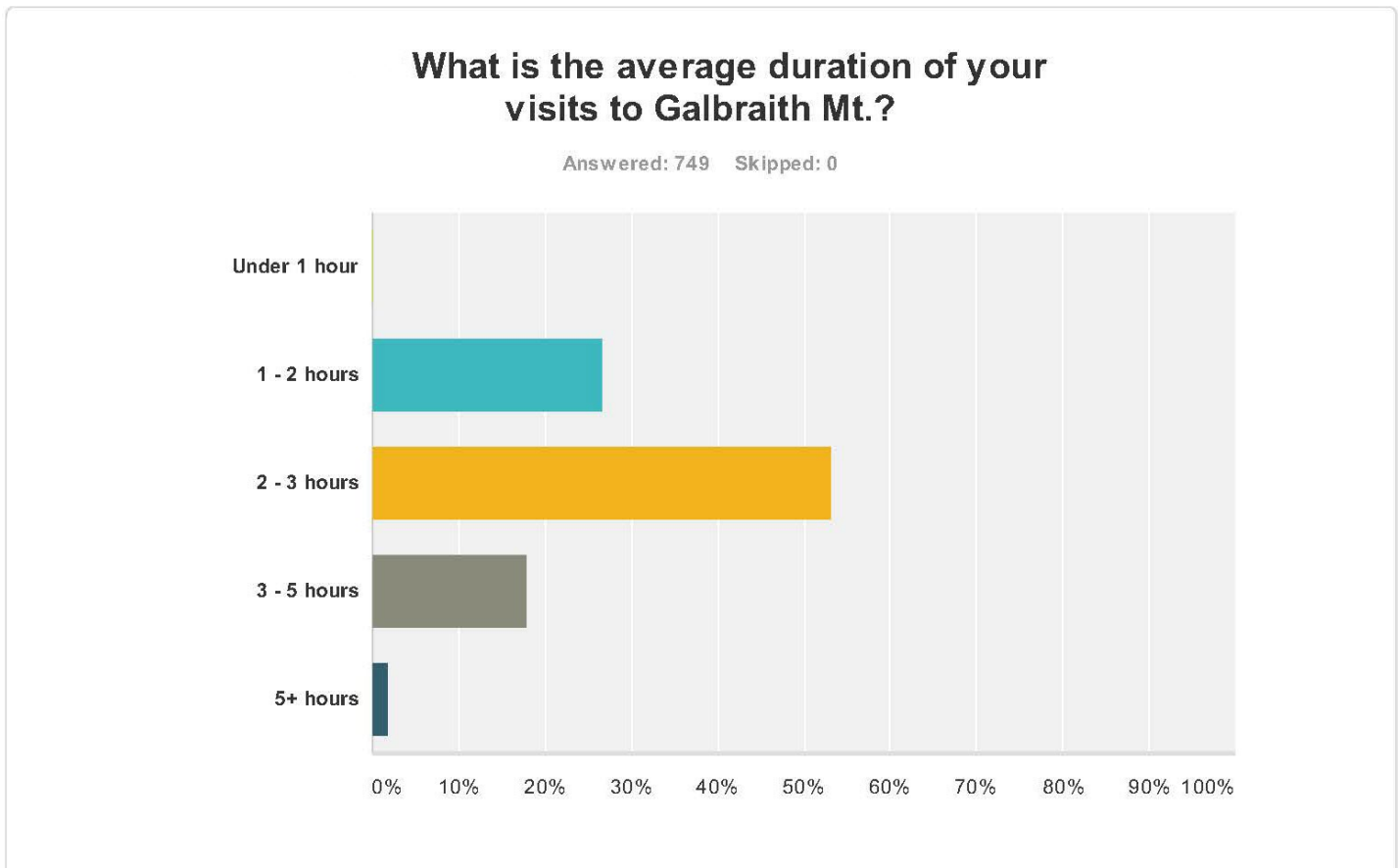
53.27% of respondents recreate on the mountain at least weekly and 35.91% are on the mountain multiple times per week. This illustrates the important role Galbraith Mountain plays to residents of Bellingham.



Answer Choices	Responses
First Time	0.93% 7
Daily	0.93% 7
Multiple per week	35.91% 269
Weekly	17.36% 130
Bi-Weekly	10.28% 77
Monthly	15.35% 115
Quarterly	10.68% 80
Semi-Annual (2x per year)	5.87% 44
Annual (1x per year)	2.67% 20
Total	749

Duration of Use:

53.41% of respondents recreate on Galbraith for 2-3 hours per outing. 18.02% recreate for 3-5 hours and 26.7% use it for 1-2 hours per outing. Our respondents spend a lot of time on Galbraith Mountain.



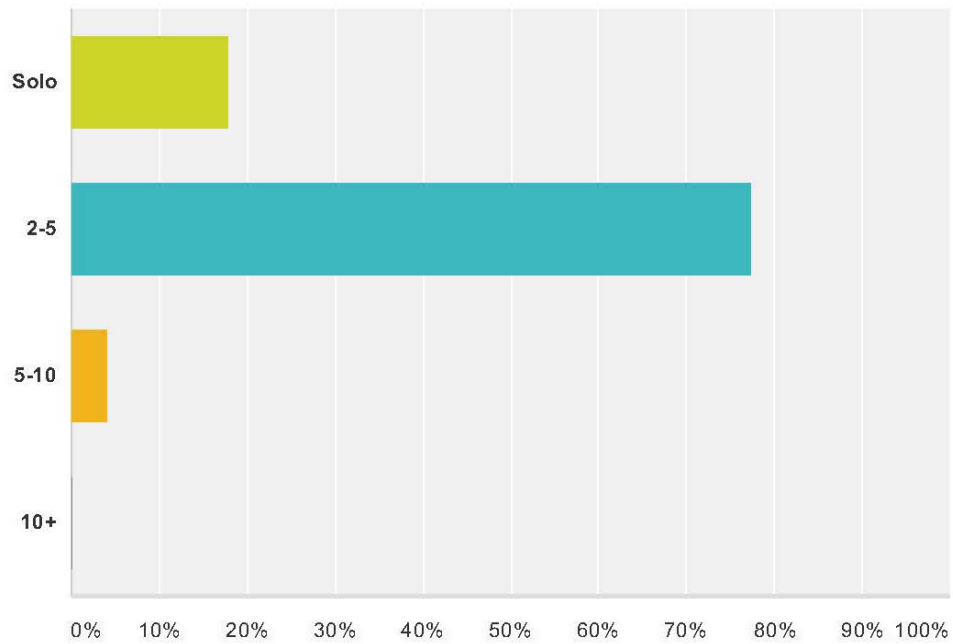
Answer Choices	Responses
Under 1 hour	0.27% 2
1 - 2 hours	26.70% 200
2 - 3 hours	53.14% 398
3 - 5 hours	18.02% 135
5+ hours	1.87% 14
Total	749

Group size (check all that apply):

77.44% of respondents generally recreate with a group of 2-5 people on Galbraith Mountain, while 18.22% generally recreate solo.

What is the average number of people you ride, trail run or hike with?

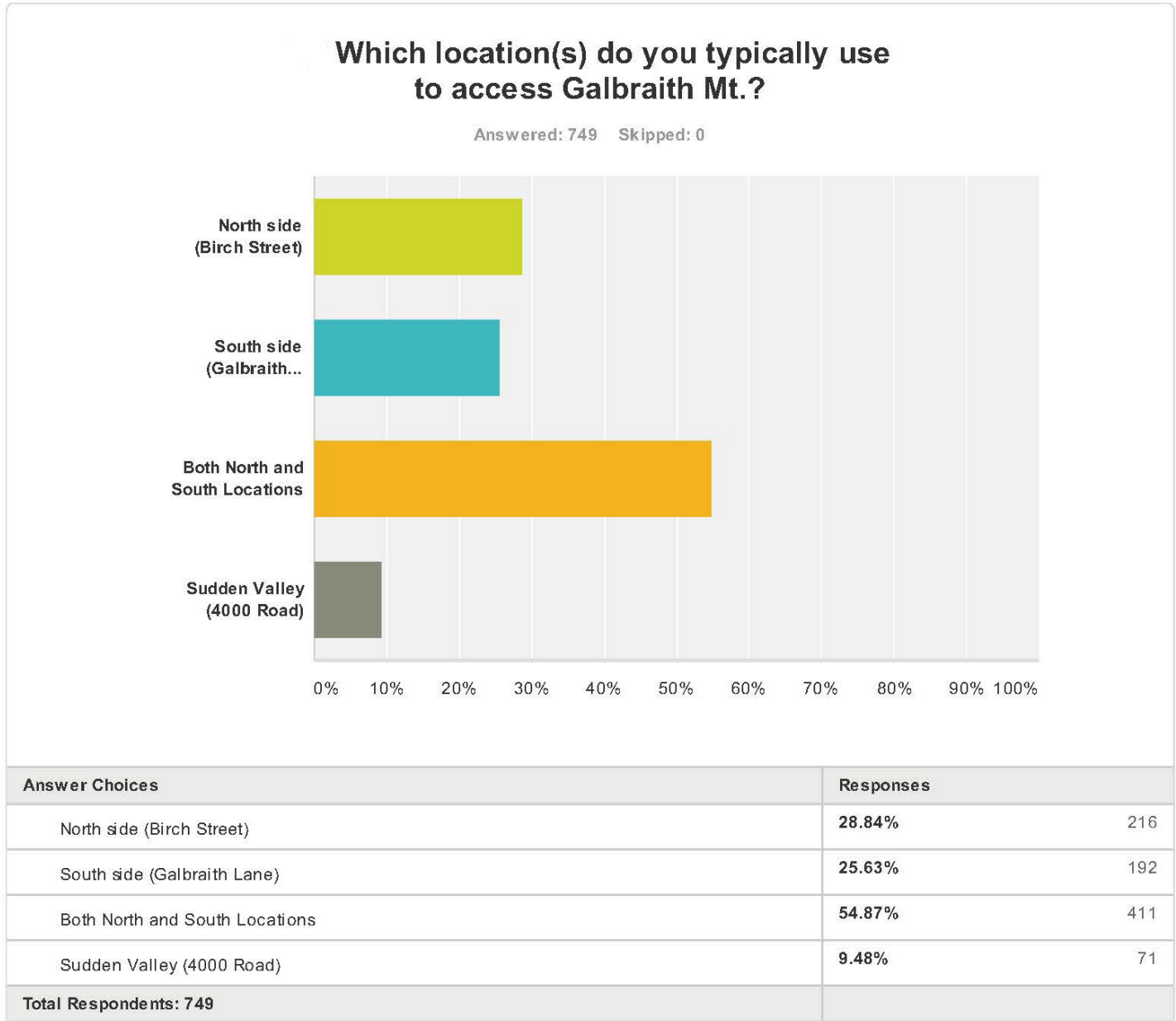
Answered: 749 Skipped: 0



Answer Choices	Responses
Solo	18.02% 135
2-5	77.44% 580
5-10	4.27% 32
10+	0.27% 2
Total	749

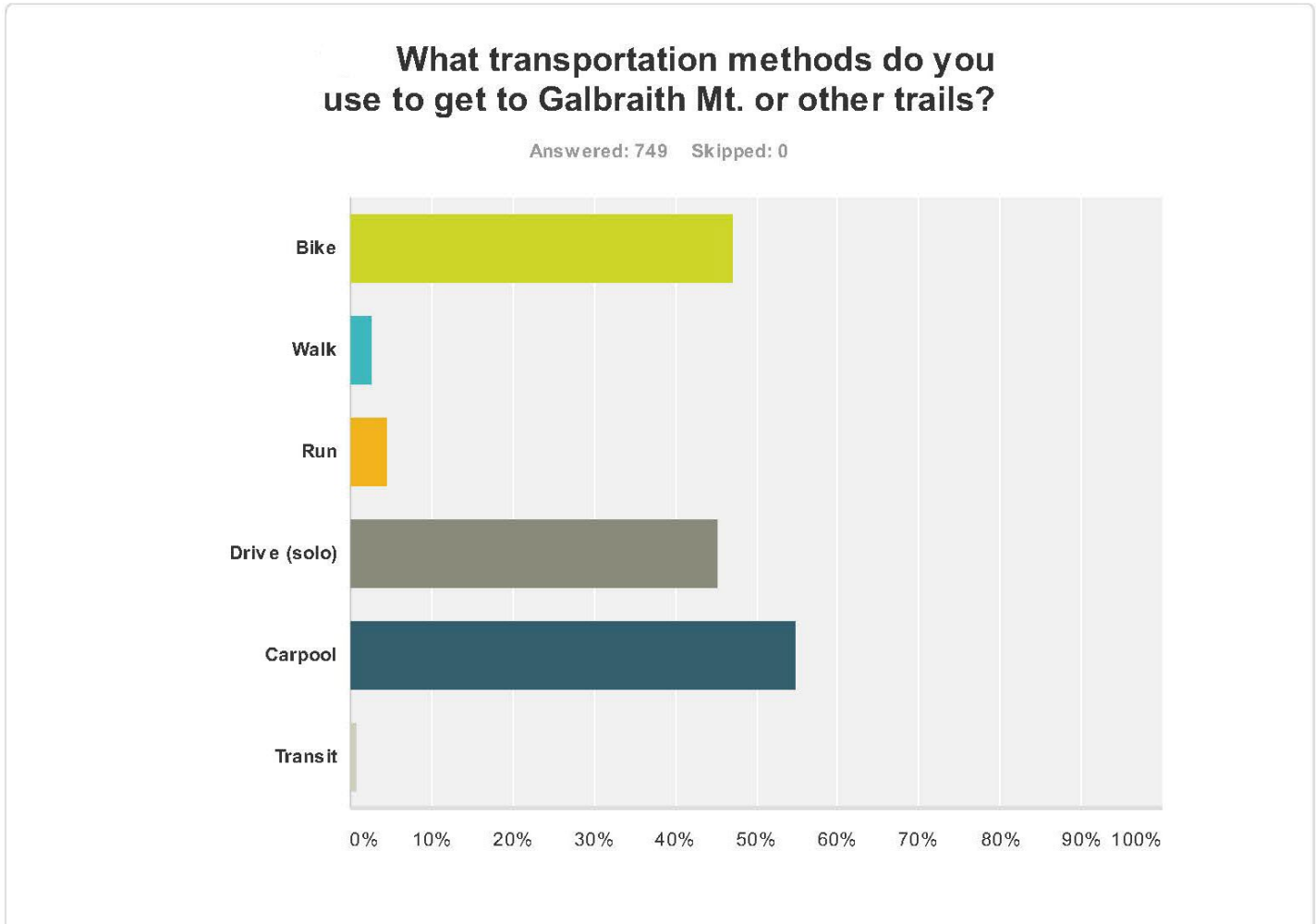
Access to the mountain:

54.87% of riders use both the north and south sides to access the mountain. 25.63% access it solely from the south side (Galbraith Lane) and 28.84% access it solely from the north side (Birch Street). For this year's survey, we added the Sudden Valley option and 9.48% responded that's their primary access point.



Transportation to the mountain (check all that apply):

Not surprisingly, with neighborhoods flanking 3 sides of the mountain and close proximity to Bellingham, 54.7% of respondents ride their bike, run or hike to the trails a large part of the time.



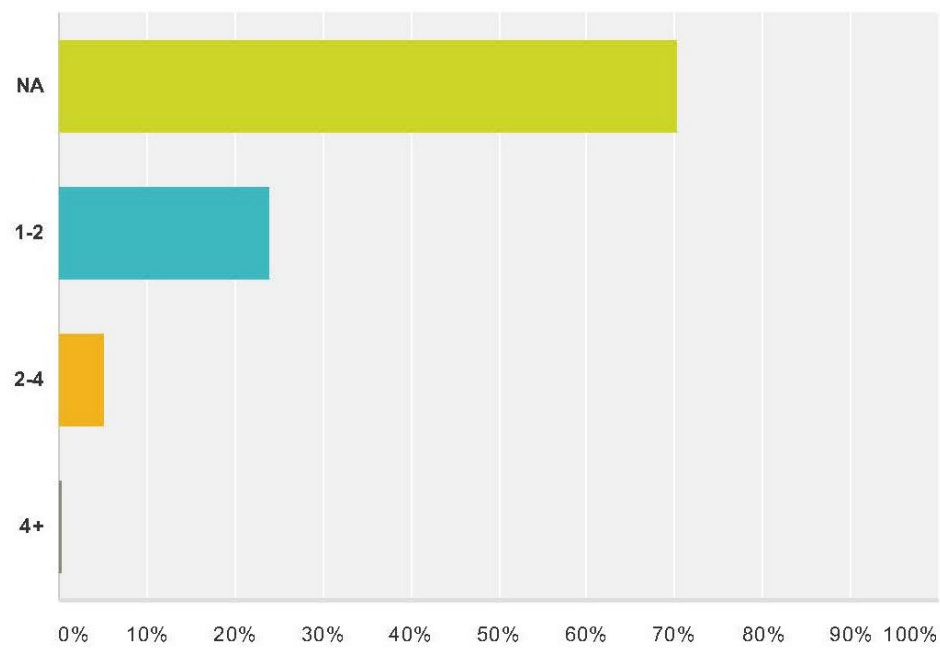
Answer Choices	Responses
Bike	47.13% 353
Walk	2.80% 21
Run	4.54% 34
Drive (solo)	45.39% 340
Carpool	54.87% 411
Transit	0.80% 6
Total Respondents: 749	

Parents with kids:

Most respondents either don't have children or don't ride with them today (unfortunately, we didn't differentiate that in this survey). Those that do ride with children, typically ride with 1-2 kids at a time (149 of our respondents – up from 98 in 2010). We've also witnessed many parents drop their older kids off at the parking lot and pick them up after they ride and the middle school mt. bike programs have gained popularity.

Parents: If you frequently ride with your children, how many kids (and their friends) do you normally have with you?

Answered: 621 Skipped: 128



Answer Choices	Responses
NA	70.37% 437
1-2	23.99% 149
2-4	5.15% 32
4+	0.48% 3
Total	621

Non-Bellingham Residents:

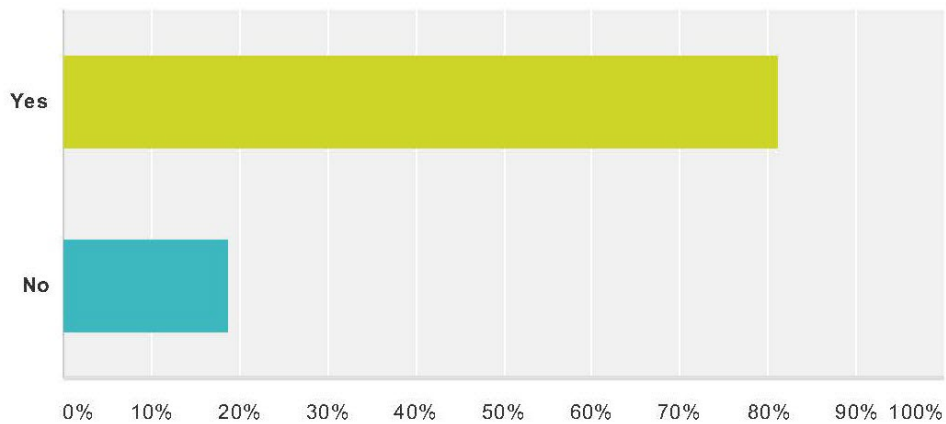
People that selected anything other than “Bellingham” or “Whatcom County” as their area of residence were asked a separate series of questions to estimate their economic impact on local businesses when using Galbraith Mountain or other trails in our area.

Bike Shops:

81.25% of non-Bham residents have visited a local bike shop or specialty retailer in the past year for parts or service during a trip to Galbraith Mountain or other local trails.

While recreating on Galbraith or on other trails near Bellingham, have you frequented bike shops or other specialty retailers for items in the past year?

Answered: 224 Skipped: 525



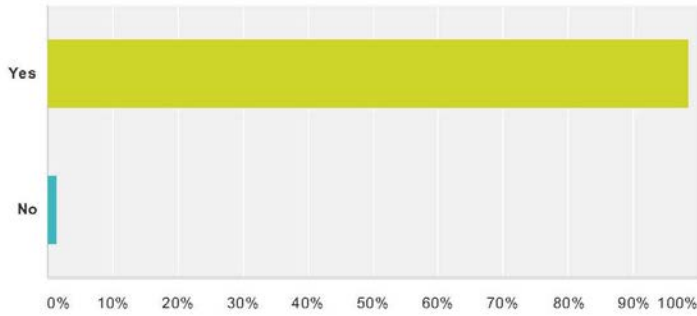
Answer Choices	Responses
Yes	81.25% 182
No	18.75% 42
Total	224

Other Businesses (check all that apply):

98.64% of non-Bham residents have frequented another type of business in the past year. 83.5% have visited a restaurant, 77.3% a gas station and 67.4% a grocery store.

While biking, running or hiking on Galbraith or other Bellingham trails, do you frequent other types of businesses near Bellingham?

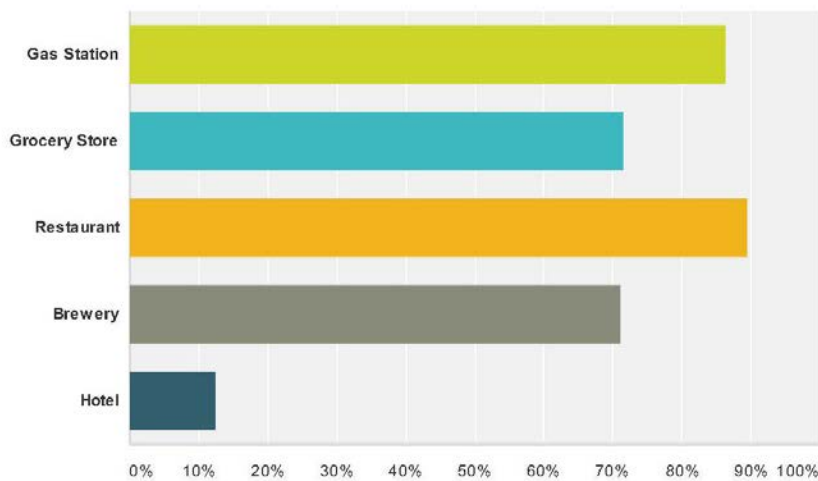
Answered: 220 Skipped: 529



Answer Choices	Responses	Count
Yes	98.64%	217
No	1.36%	3
Total		220

If yes, what kind of businesses do you frequent?

Answered: 222 Skipped: 527



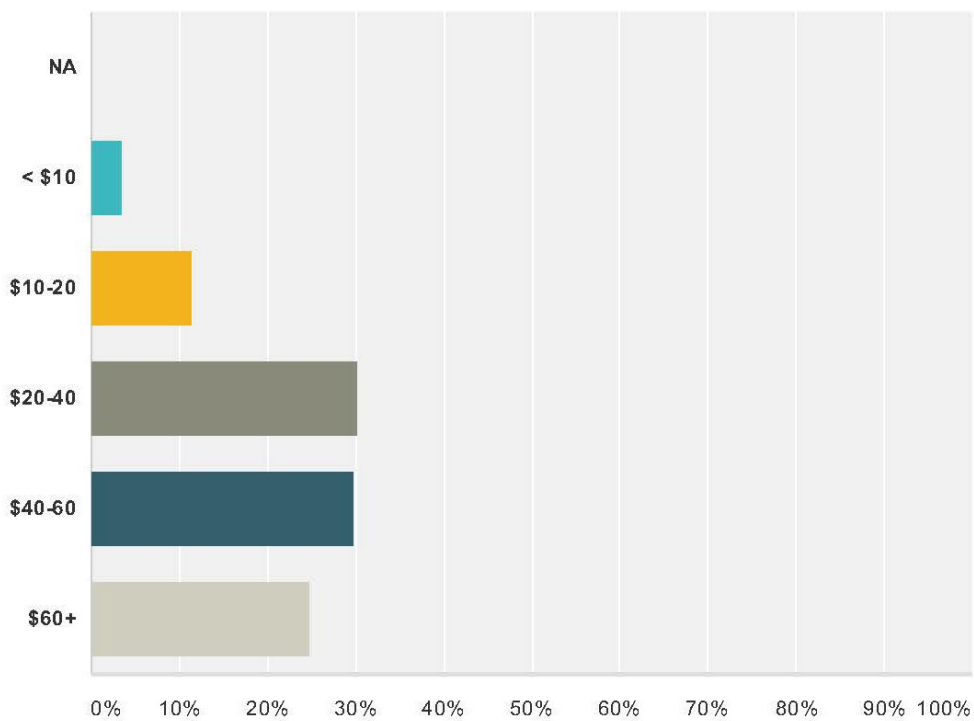
Answer Choices	Responses	Count
Gas Station	86.49%	192
Grocery Store	71.62%	159
Restaurant	89.64%	199
Brewery	71.17%	158
Hotel	12.61%	28
Total Respondents: 222		

Typical Spend Amount:

Non-Bham residents are spending money at local businesses when they visit Galbraith Mountain. 36.7% spend between \$20-40 per trip, 26.6% spend \$10-20 and 14.8% spend between \$40-60.

Can you estimate your typical spend amount when in Bellingham for a mountain bike ride, hike or trailrun?

Answered: 225 Skipped: 524



Answer Choices	Responses
NA	0.00% 0
< \$10	3.56% 8
\$10-20	11.56% 26
\$20-40	30.22% 68
\$40-60	29.78% 67
\$60+	24.89% 56
Total	225

Bellingham and Whatcom County Residents:

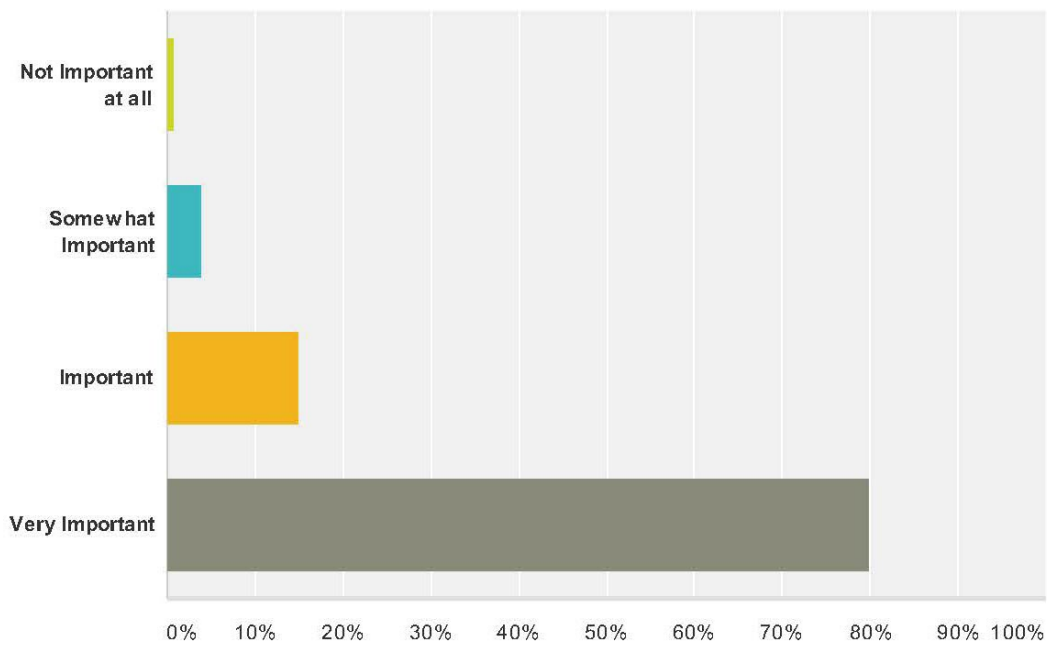
People that selected “Bellingham” or “Whatcom County” as their area of residence were asked a separate series of questions related to the importance of trails and recreation in their decision to either move or stay in Whatcom County. Additionally, we received individual responses to these questions that we are including below.

Long-time Locals:

80% of long-time residents stated that easy access to recreation and trails was Very Important in their decision to stay in Bellingham or Whatcom County. 15% said it was Important.

If you are a long-time resident or were born in Whatcom County, what role does access to trails and recreation play in your decision to stay in our area.

Answered: 471 Skipped: 278



Answer Choices	Responses
Not Important at all	0.85% 4
Somewhat Important	4.03% 19
Important	15.07% 71
Very Important	80.04% 377
Total	471

Transplants to Whatcom County:

60% of respondents who moved to Bellingham/Whatcom County stated that having trail access near their home was Very Important and 20.41% stated it was Important in their decision to relocate to our community.

