

# Bicycle Retailer

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## CARRYING THE TORCH

Turning 25 this year, Foes Racing remains dedicated to made-in-USA aluminum mountain bikes while also rolling with the times.

By Toby Hill

SAN DIMAS, Calif. — In a high-end mountain bike market ruled by carbon full-suspension models manufactured overseas, Foes Racing founder and president Brent Foes remains committed to hand-making his hydroformed



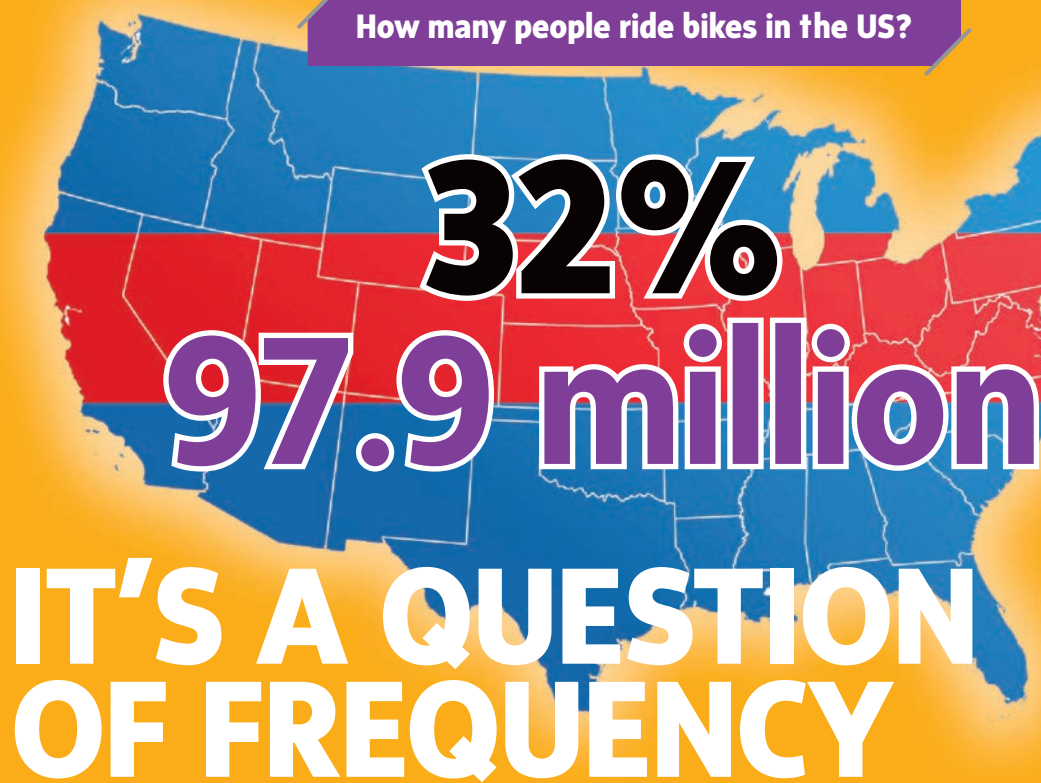
**"I push American made because I've built stuff all my life and I don't see any need to go overseas to get it done," Foes Racing founder and president Brent Foes said.**

and monocoque aluminum frames in Southern California. A born fabricator and tinkerer, he understands the skeptics who continue to ask whether he'll have to switch to carbon and offshore production — as many of his boutique brethren have — in order to survive.

He's just not buying into that thinking.

"They've been asking me that three or four years. But if I had to go overseas and build carbon frames, I'd just find something else to do. There's no challenge in that for me, because I'm not actually making it. For me there's just

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Converting 'Infrequent' riders in PFB study could be key to growing participation.

By Steve Frothingham

BOULDER, Colo. — The "Infrequents" are often on Jennifer Boldry's mind.

Boldry is research director for PeopleForBikes, where the mission is to get more people on bikes. The organization recently completed its second study looking at just how many Americans do ride, have ridden but not recently, and those who ride, but not very often — what Boldry calls the Infrequents.

There are a lot of Americans who could ride more, and the organization would like to encourage those who ride a lot to ride even more. It would like to help those who never ride at all to give it a try.

But the Infrequents are low-hanging fruit. If they rode a handful of times a year, they clearly have the tools and opportunity to ride. So what can be done to help them ride a bit more?

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## Bicycle retail 2.0: New-school dealers shape future of IBD

By Val Vanderpool

HOOD RIVER, Ore. — The scene is predictable at Dirty Fingers Bicycle Repair on any given afternoon. Mechanics tune shifting while pausing occasionally to pour a beer for a customer from the taps behind the counter. Customers seated on Park Tool stools sip beverages, their gaze shifting between the techs working their repair magic and a mountain bike film playing on a television in the corner. Numerous dogs mill about, looking for crumbs dropped off plates from the adjoining cafe.

More customers enter through the open garage

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## Frequency

“They do interest me. I’m dying to do more research to really dive into the Infrequents,” said Boldry, who went over the study results with BRAIN at PeopleForBikes’ headquarters in Boulder, Colorado. “There is a big opportunity [to increase ridership] among those who are interested but concerned [about safety].”

Thanks to its 2016 U.S. Bicycling Participation Study, PeopleForBikes does know a fair bit about the Infrequents, who are defined as those who rode fewer than five times in the past year. They make up about 30 percent of those who said they rode at all during the year.

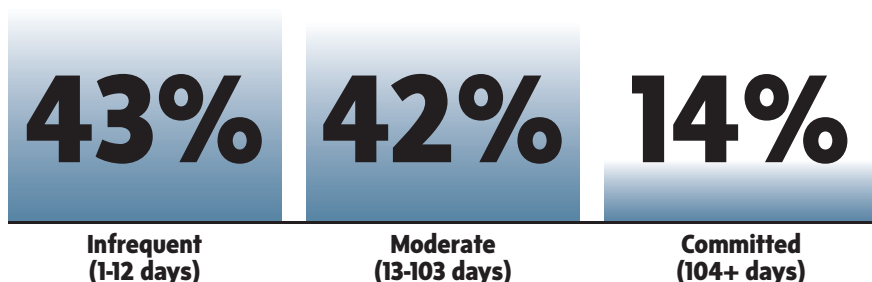
The study also provides insights into the other 70 percent of riders, and other Americans who don’t ride.

The new study confirmed the one from two years ago, whose key finding

was that about a third of Americans over age 3 rode at least once in the past year. It’s a simple metric that goes to the heart of PeopleForBikes’ mission, but surprisingly no one had determined it — at least by this definition — with any scientific validity until the 2014 study.

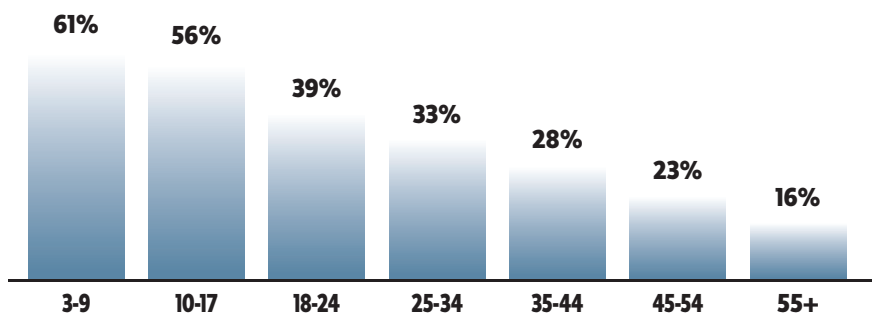
Prior to the 2014 study, the most common bike participation figure came from the National Sporting Goods Association, which has annually tracked participation in leisure activities for more than 30 years. The NSGA report generally says that about 12 percent of Americans participate in bike riding — a much smaller number than PeopleForBikes came up with. But the NSGA has a different definition than PeopleForBikes: NSGA only counts those who said they rode six times or more in the previous year, and only counts those age 6 and older. PeopleForBikes counts those over age 3 and anyone who said they rode outside at least once in the past year.

### Bicycling frequency



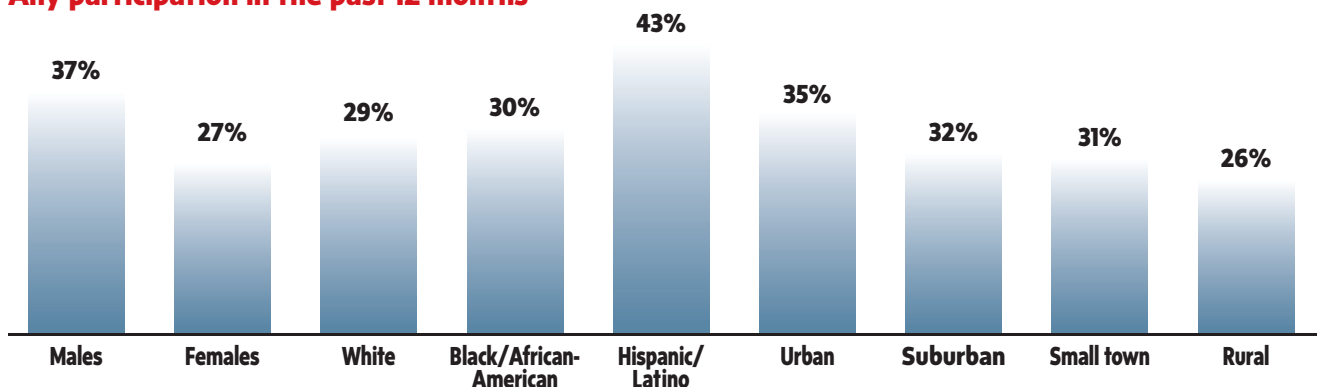
Source: PeopleForBikes U.S. Bicycle Participation Study 2016

### Ridership by age



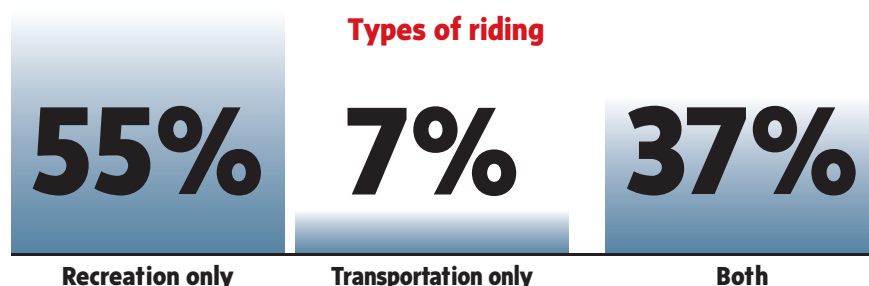
Source: PeopleForBikes U.S. Bicycle Participation Study 2016

### Any participation in the past 12 months



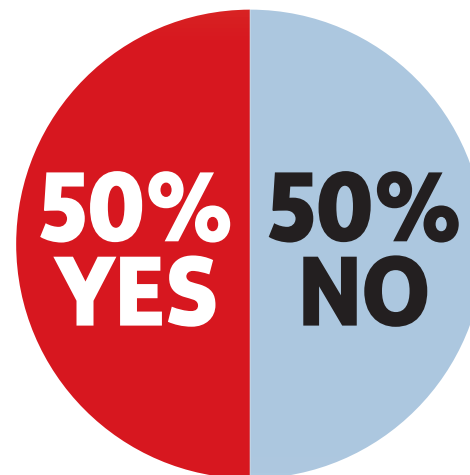
Source: PeopleForBikes U.S. Bicycle Participation Study 2016

### Types of riding



Source: PeopleForBikes U.S. Bicycle Participation Study 2016

### Access to an operational bike (one or more in household)



Source: PeopleForBikes U.S. Bicycle Participation Study 2016

PeopleForBikes’ second participation study, conducted last fall and released in June, asked the same questions as in 2014 with almost identical methodology. Boldry, who has a doctorate in social psychology and years of experience crunching data like this, is careful to emphasize that two data points do not make a trend. Boldry won’t talk about trends until 2020, when she expects PeopleForBikes to do its fourth biannual study.

“I’ll be happier when we have 10 [studies],” said Boldry with a smile.

So while the second study does not reveal trends, it adds validity to the results of the first and allows Boldry and others at the organization to ponder the Infrequents and other groups identified. Who are they, in terms of age, gender, location and other demographics? Why did they ride when they did? Do they want to ride more, and if so, what is preventing them from doing so? And finally,

what can the industry and organizations like PeopleForBikes do to increase the riding frequency?

Although Boldry would like to see more studies on the Infrequents, PeopleForBikes has already launched several programs aimed at that group.

For example, the participation study revealed that about half of all Americans don’t have access to a working bicycle, and it showed that access to a working bike is a big barrier for many people who said they want to ride more, including women and people who live in urban areas.

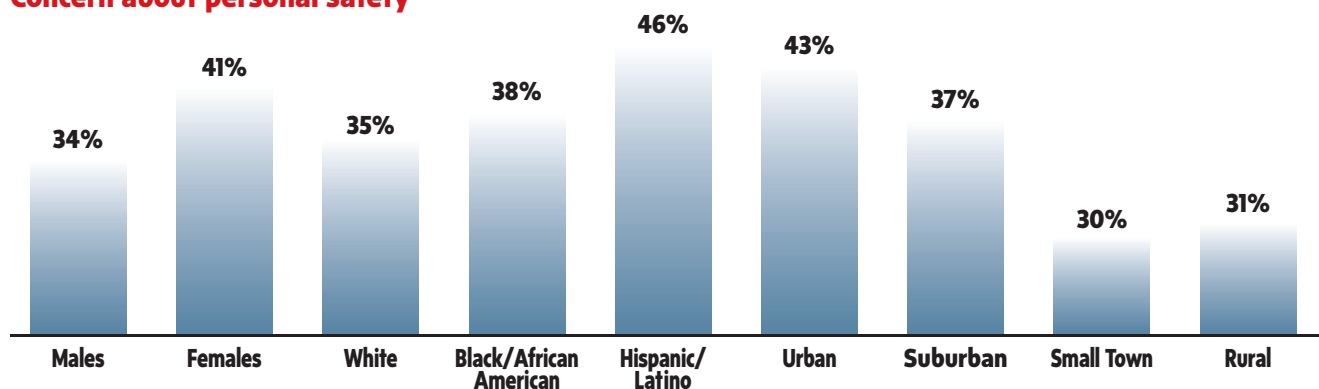
The study didn’t ask if respondents had a non-working bike available. But given the number of bikes sold over the years, and the anecdotal evidence at bike shops and elsewhere, it’s a fair bet that there are many “non-operational” bikes hanging in garages with no problem other than a flat tire. That’s one reason PeopleForBikes promoted Fix a Flat Day in June as part of the group’s Bike Days of Summer.

PeopleForBikes didn’t have the budget to buy national ad space to promote Fix a Flat Day, but the group promoted it through its own social channels and provided creative assets and help to suppliers, retailers and other groups. On its website, the organization encouraged those with flat tires to visit their local bike shop, and listed a few shops around the country that were running special promotions.

Other data from the two participation studies bolstered PeopleForBikes promotions. The studies revealed that Americans who use bikes for transpor-

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### Concern about personal safety



Source: PeopleForBikes U.S. Bicycle Participation Study 2016

tation, rather than recreation, are more likely to bike to social activities than ride to work. While many advocates focus on encouraging commuting, PeopleForBikes promoted Bike to a Ball Game Day on July 15. The idea was to encourage more frequent participation in a kind of bike use that many folks already enjoy.

PeopleForBikes is best known for its work securing and preserving funding for bike infrastructure, and the study reinforces that priority. Half of Americans

want to ride more often but are concerned about safety around motor vehicles, the study found. Part of the challenge, said PeopleForBikes' Charlie Cooper, is that riding conditions are perceived as being less safe than they really are.

"There is a challenge of perception. Most of the data we see points to biking becoming, if anything, more safe. But people think it's getting worse for whatever reason," said Cooper, the group's vice president of membership and development.

The 2016 study was conducted for PeopleForBikes by Corona Insights, using an online panel provided by Survey Sampling International. In 2014, before Boldry had joined the PeopleForBikes staff, her own research company conducted the study.

In total, 15,982 responses were collected from adults 18 and older. Parents reported on their children's riding habits, so the total number of individuals represented was 24,230.

In part to verify that responses were not out of line with other respected studies, respondents were asked about bike riding as well as other activities, including leisure activities, chores and sports.

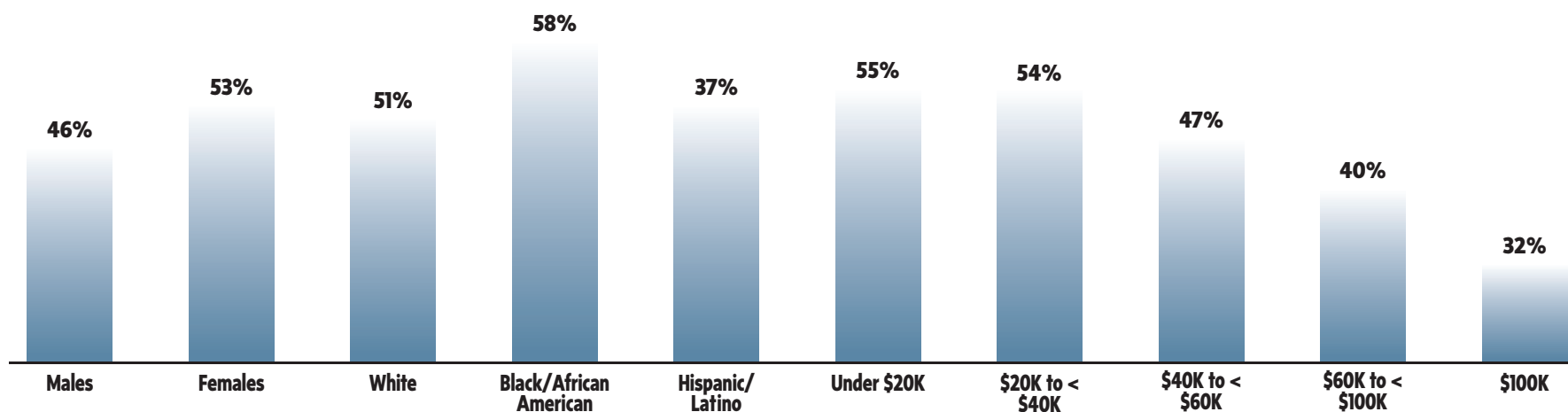
While the study was interested in the Infrequent, it had no use for the Unreliable. Those are respondents who said they had visited a phony website the study asked about. Respondents who claimed they had checked out the make-believe site had their answers thrown out.

Quotas were set to ensure that a sufficient number of responses were available in each of 48 combinations of demographic profiles in terms of age, gender and geographic region. Then the sample was weighted to represent the U.S. population ages 3 and older for gender, age, region, ethnicity and income.

The result is a report that is said to provide an overall margin of error of less than plus or minus 1 percent at a 95 percent confidence level.

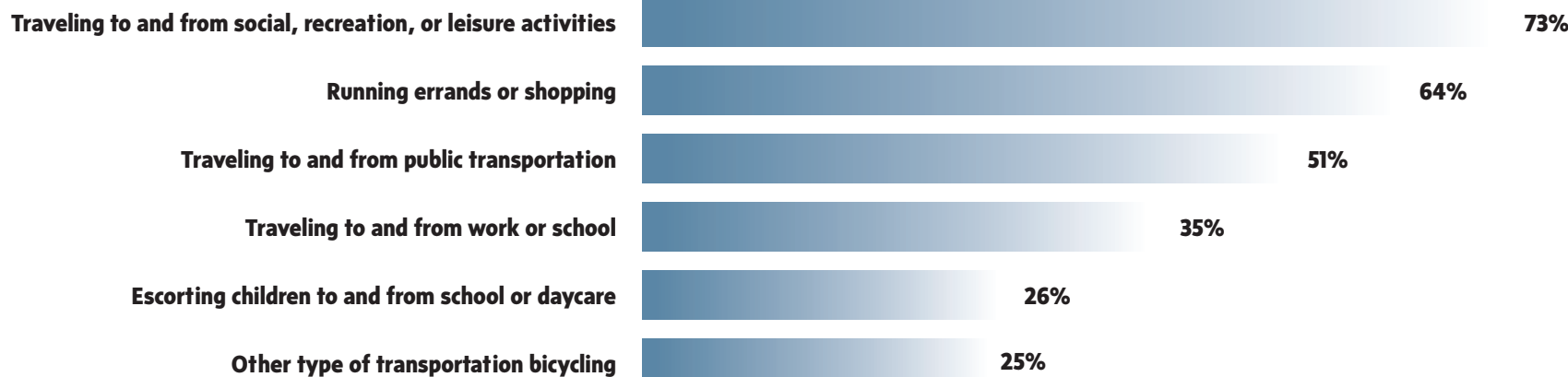
The full study can be downloaded from the PeopleForBikes website at no charge: [www.peopleforbikes.org/pages/u.s.-bicycling-participation-benchmarking-report](http://www.peopleforbikes.org/pages/u.s.-bicycling-participation-benchmarking-report). **BRAIN**

### Percentage without access to an operational bike



Source: PeopleForBikes U.S. Bicycle Participation Study 2016

### Percentage participating in a typical week



Source: PeopleForBikes U.S. Bicycle Participation Study 2016