

## ABOUT IMBA EUROPE

IMBA Europe is a non-profit umbrella association whose mission is to secure sustainable access for mountain bikers and to unlock opportunities for trail development by integrating mountain biking into landscapes, habitats and communities. IMBA Europe and its members

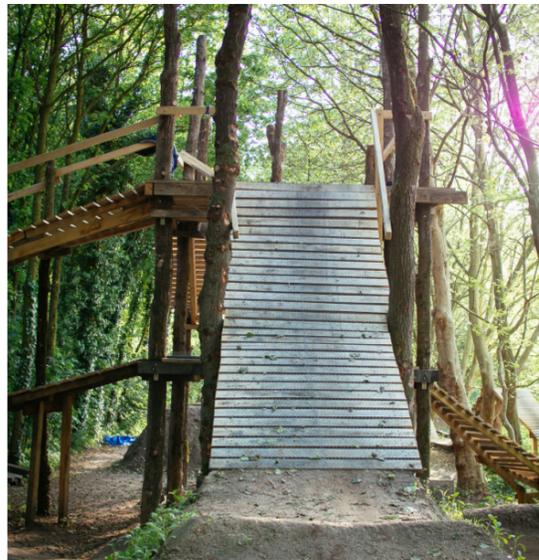
-  Create a powerful voice for trails, public land and policies that welcome bikes
-  Build sustainable trails and bike facilities to make mountain biking more accessible
-  Teach environmentally responsible trail building and trail etiquette practices
-  Inspire more people to experience the outdoors on bicycles

Get involved and join today at [imba-europe.org/join](https://imba-europe.org/join) or contact IMBA Europe at [info@imba-europe.nl](mailto:info@imba-europe.nl)

## ABOUT OUR SURVEY

This infographic is based on IMBA Europe's first multilingual MTB survey. The survey has been compiled by IMBA Europe with the support of the following (member) organizations: NOTS, IMBA España, Mountain Bikers Foundation, DCU – Spor og Natur, IMBA Italia, NTFU, DIMB, CeMBA, ATBV, POMBA, Pedal, IMBA UK, HMBA, Slovenska Kolesarska Mreža and Upmove. Survey data gathered: April – May 2015. IMBA Europe, its member groups, corporate and media partners have spread this online survey through social media and other communication channels like e-newsletters. Data are based on 6057 responses, 52% completed the full survey (68 questions).

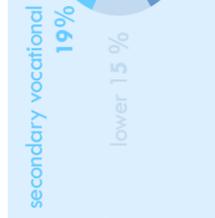
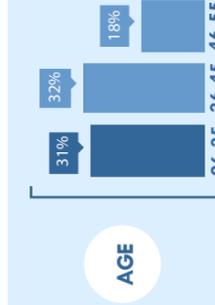
Distribution of respondents per country: Italy 18%, Germany 17%, France 12%, Slovenia 9%, United Kingdom 8%, Czech Republic 7%, Netherlands 5%, other EU countries 24%. Gender ratio: 94% male, 6% female. Average amount of years involved in mountain biking: 8,4 From all respondents, 36% is club member. This [ high ] percentage is explained by the fact this survey was spread amongst our member organizations. For more detailed information and outcomes per country, please contact your national mountain bike advocacy group or visit [www.imba-europe.org/locations](https://www.imba-europe.org/locations)



# EUROPEAN MOUNTAIN BIKE SURVEY INFOGRAPHIC



## DEMOGRAPHIC



## TYPE



## DID YOU KNOW . . .

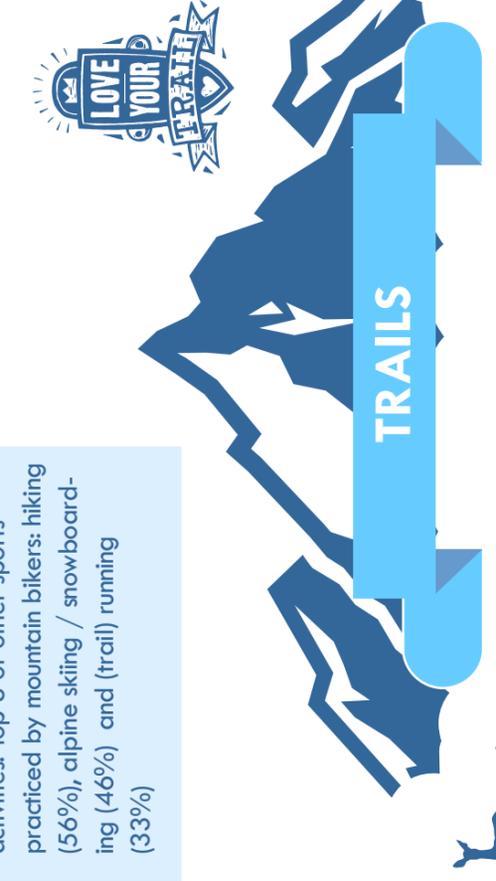
We are good for **82,8 rides per year**, spending more than **215 hours** on the saddle. We're riding all year long, an average of **6,9 times per month** with a duration of **2h36**. The average age is **24 years**. We **love all kind of outdoor** activities. Top 3 of other sports practiced by mountain bikers: hiking (56%), alpine skiing / snowboarding (46%) and (trail) running (33%)



## THE RIDER

## REASONS TO RIDE

- 1 TO ENJOY NATURE
- 2 TO ESCAPE EVERYDAY LIFE
- 3 FOR EXITEMENT
- 4 TO IMPROVE SKILLS
- 5 SOCIALIZING, HAVING FUN



## TRAILS

## TRAIL PREFERENCE

- 1 SINGLETRACK (NATURAL SURFACE, WIND AROUND OBSTACLES)
- 2 MORE DIFFICULT TRAILS WITH NATURAL OBSTACLES AND TECHNICAL TRAIL FEATURES
- 3 FLOW TRAILS (LITTLE PEDALING & BRAKING, ROLLING TERRAIN, PREDICTABLE SURFACES)

## OUTSIDE IS FREE ?

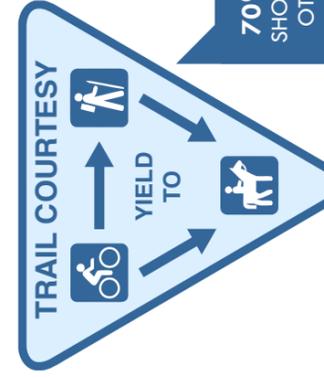


IT IS IMPORTANT TO HAVE THE OPPORTUNITY OF RIDING SINGLETRACK

MOUNTAIN BIKERS ARE MORE LIKELY TO SUPPORT LOCAL CLUBS/ GROUPS OR INITIATIVES THAN NATIONAL ASSOCIATIONS, ALTHOUGH BOTH OPTIONS SCORE QUITE WELL

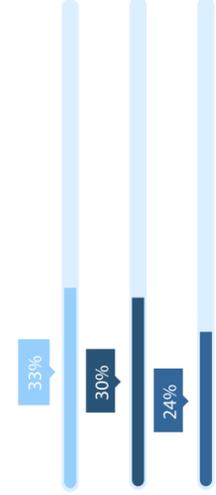
## PARTICIPATION / VISITING EVENTS

Marathon and XC events seem to lose interest, Enduro events, multi day events and bike festivals become more popular and score well on people's wish list (never been there but planning to go)



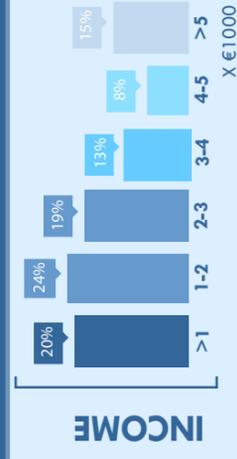
70% THINKS THEY SHOULD YIELD TO ALL OTHER TRAIL USERS

## GUIDES



Local knowledge of trails, culture and sights is mentioned as the most important reason to hire a mountain bike guide. More than **62%** believes it's important that the guide has an official license or diploma. Another **66%** expects the guide should be able to improve his / her riding skills.

## ECONOMICS



## THE BIKE

Average price: **€ 2546,-**

**1.9** bikes per person

Every **4.04 year**

Clothes, shoes, protection **€ 220,- PY**  
Bike parts **€ 314,- PY**

## VOLUNTEER TRAIL WORK



**87%** THINKS IT'S IMPORTANT

**44%** NEVER VOLUNTEERED

**21%** HAS NO TIME

## RIDING ILLEGAL TRAILS



## WHY ?

1. Don't see the harm if ridden at times when conflicts are unlikely to occur (weekdays)
2. I 'd like to roam and discover new trails
3. There are not enough legal trails in my region
4. Most legal trails are boring

## PRIORITIES MTB ADVOCACY

- 1 LOBBY FOR LEGAL TRAIL ACCESS
- 2 PROMOTE RESPONSIBLE RIDING/TRAIL ETIQUETTE
- 3 STIMULATE VOLUNTEER WORK BY MOUNTAIN BIKERS
- 4 LOBBY FOR FUNDING FOR TRAILS

## PREFERRED TRAIL ACCESS SCENARIOS



## DID YOU KNOW . . .

- more than **40%** brings a bike during the family holiday  
- more than **50%** keeps in mind whether the destination is interesting for mountain biking

