

Women of Color on Two Wheels

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www.pedbikeimages.org



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Survey Data

Chicago

Philadelphia

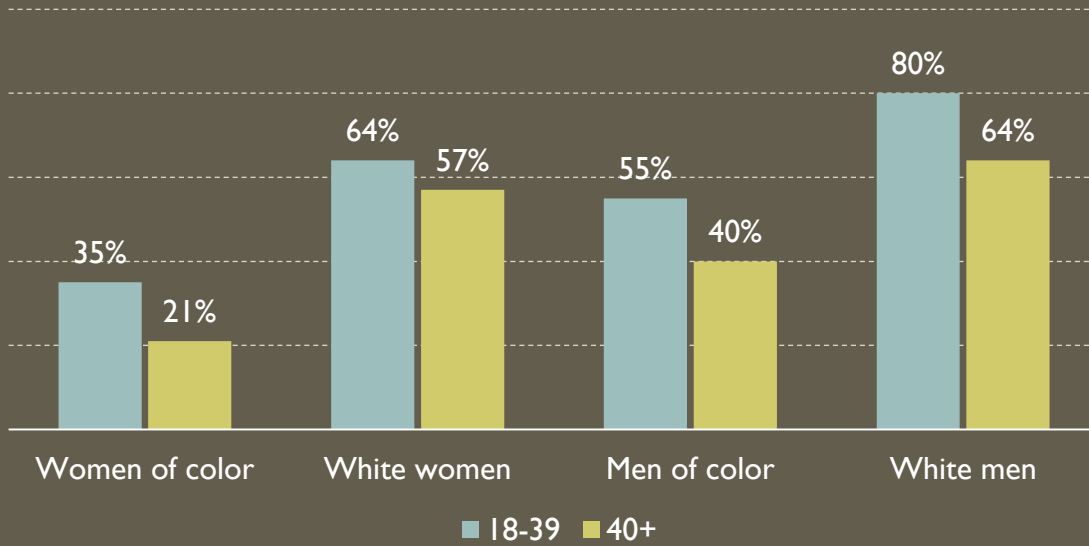
Brooklyn, NYC



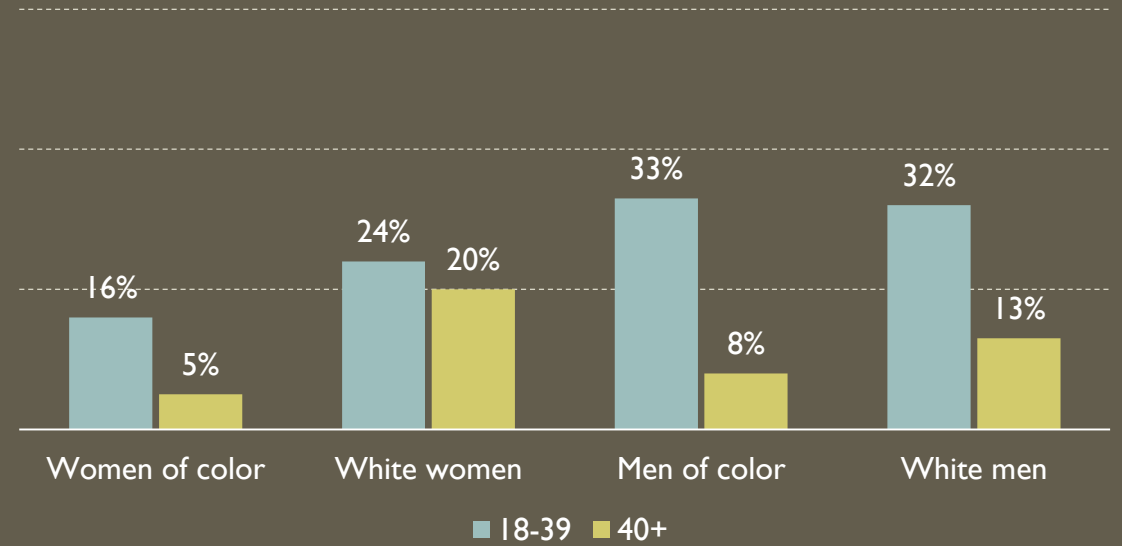
	Women of color	White women	Men of color	White men
Age (mean)	49.8	36.7	52.4	38.2
Children in HH	36%	21%	26%	18%
Employed	61%	87%	50%	90%
Black or African American	85%		78%	
HH income below 300% of poverty	67%	21%	63%	13%
n	619-696	167-172	265-280	129-136

Analysis limited to respondents who said they were physically able to ride a bike.

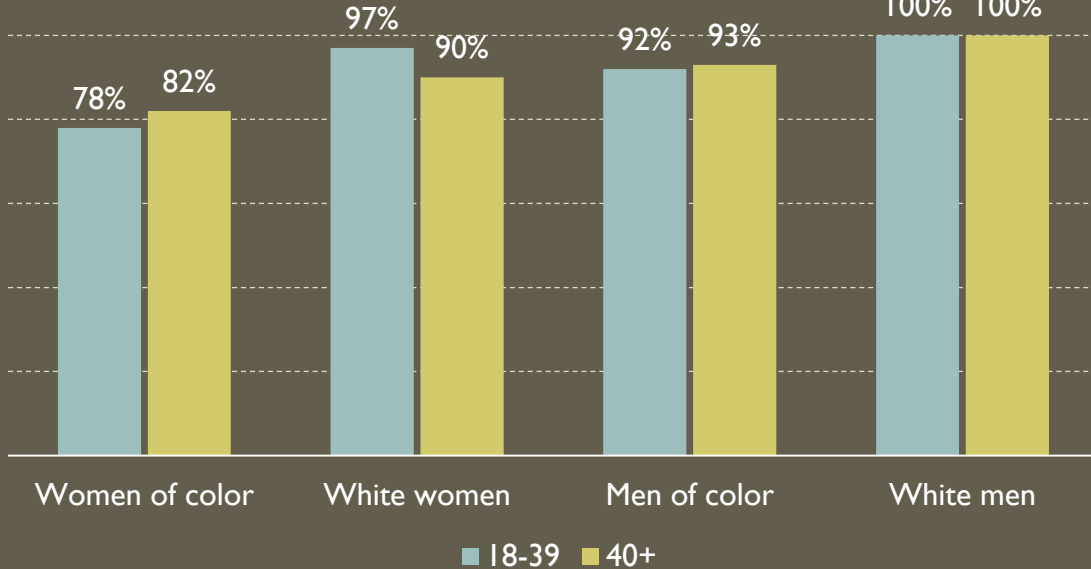
Rode a bike in the past 12 months



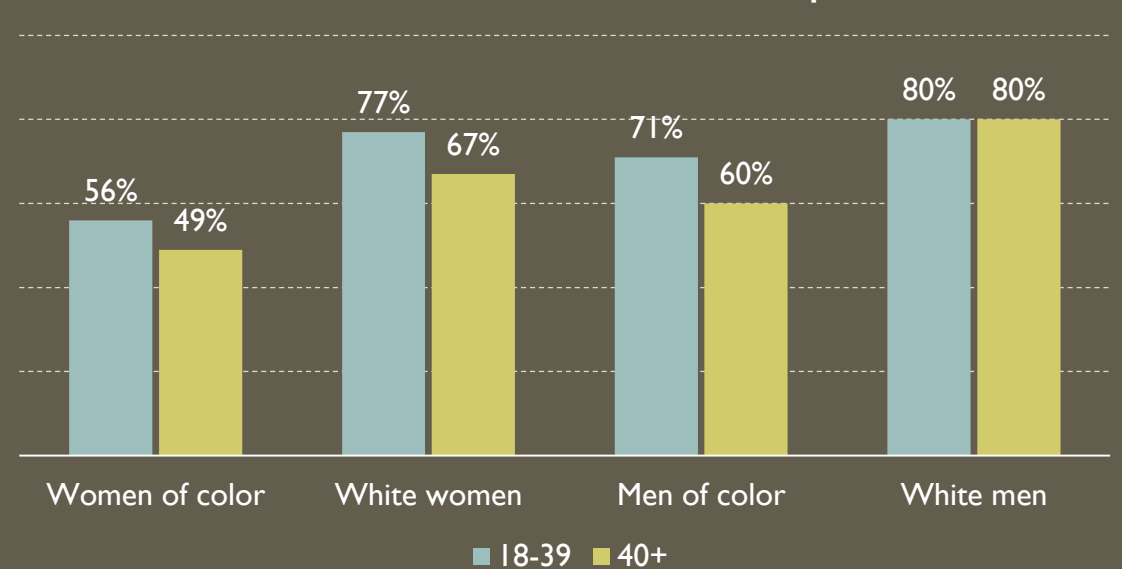
Has ridden a bikeshare bike



Knows how to ride a bike well



Would like to ride more for transportation



Compared to white men...	Women of color are	41% as likely to want to ride more for transportation	28% as likely to have ridden a bike in the past 12 months
	White women are	just as likely	52% as likely
	Men of color are	just as likely	50% as likely

Controlling for
income
education
age
having a bicycle
knowing how to ride a bike well

Differences ...

< positive
than all

- Related to both race and gender

< positive than
all whites
= men of color

- Related more to race than gender

< positive than
all men
= white women

- Related more to gender than race

**For brevity, only presenting
items where 20% or more
of the WoC agree**

Differences in attitudes

< positive than all

- I often **see people like me riding** bikes in my neighborhood (69%)
- There are **better ways for me to get around** than by bicycling (88%)
- Riding a bike would make me more independent in getting around (39%)
- **Bikeshare is useful for people like me** (64%)
- Getting more people to bike is good for the env't (87%); will help make comm. healthier (85%)
- Overall, bikeshare is good for the city/neighborhood (87%/83%)

< positive than all whites = men of color

- **City should invest** in projects that make riding bike safer & easier (84%)
- People on bikes make roads less safe for others (48%)
- Bike lanes make it harder to get around my neighborhood (28%)
- Bikeshare stations take up space that would be better used for other things (26%)

< positive than all men = white women

- Riding a bike would be a **good way for me to get exercise** (91%)
- Riding a bike would be a **good way for me to spend time with friends or family** (47%)

Differences in Barriers to biking

> barrier than all

- The places I need to go are **too far** away to reach on a bike (53%)
- **Carrying things** on a bike is too difficult (41%)
- **Too expensive** to buy a bike/gear (35%)
- I don't have a **safe place to store** a bike at home (33%)
- Something **could go wrong w/** bike (25%)

> barrier than all whites = men of color

- There might not be a **safe place** to leave a bike at the places I go (42%)
- Riding a bike could cause me to be **harassed/victim of crime** (26%)
- I don't know a good place to **get a bike fixed** (20%)

> barrier than all men = white women

- **Traffic** makes riding a bike in my neighborhood feel dangerous (55%)
- **I don't have a bike** or related gear (41%)

No differences:

- Riding a bike would make me sweaty (20%)
- The clothes I wear are not appropriate for biking (17%)

Differences in Barriers to bikeshare

> barrier
than all

> barrier than
all whites
= men of color

> barrier than
all men
= white women

- **I worry that I'll have to pay** for the bike if anything happens (45%)
- **Costs** are too high (43%)
- I don't want to use a **credit card** (35%)
- I don't have a **smart phone** (22%)

- **I can't use bikeshare with my children** (27%)

Interest in bikeshare

55% of younger women of color and 43% of older women of color (40+) would like to use bikeshare more

Reasons for using bikeshare in future	Women of color	White women	Men of color	White men
To get exercise	67%	52%	61%	50%
For fun	56%	44%	47%	49%
To ride with friends/family	40%	30%	42%	33%
To help the environment	34%	41%	39%	35%
Stations are near my home/work/school	31%	52%	35%	55%
Want to try biking	31%	24%	28%	15%
It's an easy way to get around	29%	45%	37%	48%
Saves me time vs. other modes	15%	40%	23%	39%

Conclusions

- Women of color bike less, but many are interested in biking more
- Most do not see the utility of bicycling for transport, but are possibly motivated for exercise, fun, and social reasons
- Traffic safety is the biggest barrier, which is related to gender, not race
- Many other differences are correlated more with race than gender, particularly social and economic factors
- Need for qualitative research and evaluation of policy/program changes