

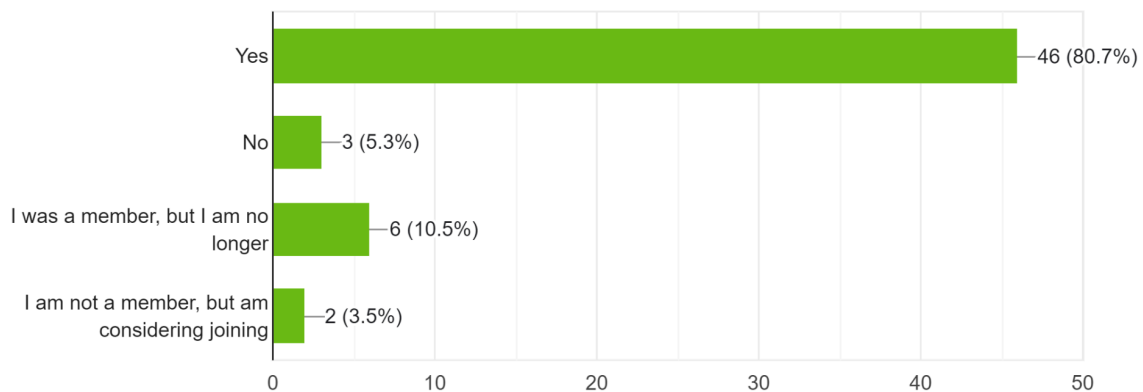
2024 Survey Results

Thank you to everyone who participated in the 2024 Survey that went out last month. If you missed it, no worries – the response rate was healthy and the diversity of participants reflected a fair microcosm of our overall ridership. The feedback we received provides valuable insights on how GEARs can better operate, advocate, and serve our members and community.

Survey Demographics

Are you a GEARs Member?

57 responses



Membership Participation was around 20%

Image: Membership demographics among our 2024 Survey respondents

How old are you?

57 responses

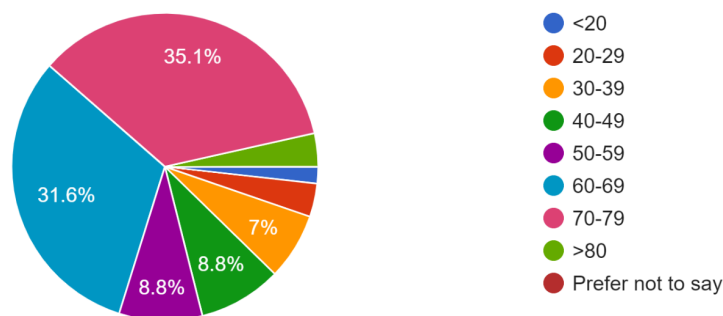


Image: Age demographics among our 2024 Survey respondents

2024 Survey Results

Gender
57 responses

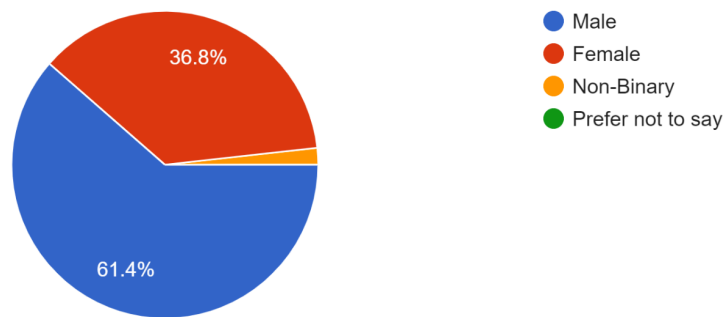
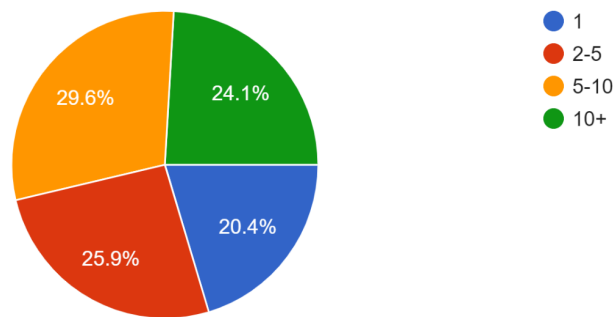


Image: Gender demographics among our 2024 Survey respondents

Rider Demographics

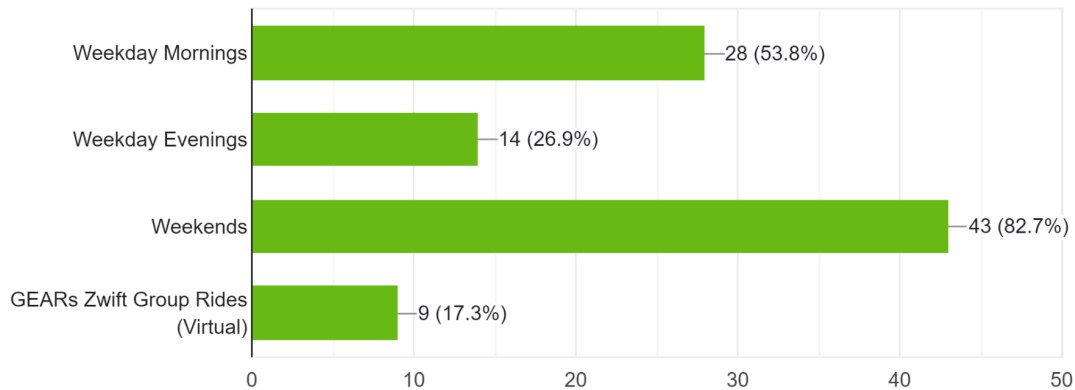
How many years have you been riding with GEARS?
54 responses



2024 Survey Results

When do you ride with GEARs

52 responses



In reviewing the top responses, we learned about what you think we're doing well. There was a consensus on this around such as the year-round nature of our activities, the varying types and speeds of rides that are available, their no-drop nature, the level of organization and atmosphere of concern and support GEARs rides generally provide. One quote that seemed to sum up the sentiment in this category: "I love the connections I've built with people who ride in a non-competitive environment." Considering that more than a quarter of those who responded identified as being newer to the club, it's great to get this kind of feedback.

More importantly, the survey also helped us understand some of what you'd like to see us do more and do better. Social activities topped this list, followed by out-of-town and multi-surface rides. More advocacy and clinics around bike maintenance and education were also included in multiple responses. There was also a significant number of respondents who asked for more beginner rides, and different start times than we've traditionally offered seemed to be a recurring theme threading through several unique responses.

2024 Survey Results

What would you like to see more of from GEARS? (Please check all that apply)

57 responses

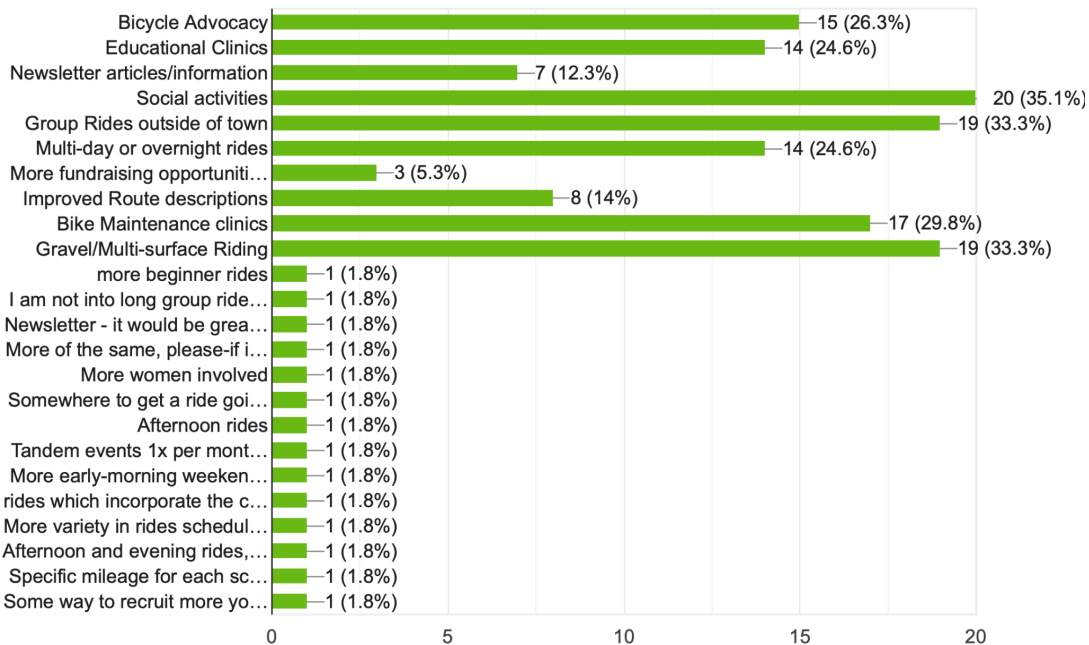


Image: Top responses from one of the questions in our 2024 Survey

As we look for ways to implement changes, the survey also offered other insights about our membership, such as confirmation that most of our riders participate during the weekend. The fact that the engagement rate was relatively high among those newer to the club is notable in of itself. We are delighted to hear from anyone new to GEARS, so please, keep that feedback coming!

All your input enables us to prioritize initiatives we've already had in the works, shape the focus of our communications, and shift our mindset around the ways we can grow. Yes, increasing membership was in many survey participants' thoughts as well – it's a goal of the GEARS Board and leadership, too. Membership sustains our activities and ability to create opportunities in the community. We'll attract more members by creating an inclusive and engaging club environment, and the perspectives you've shared with us through this survey are crucial to helping us do just that!