



Red Bike Demographics

Type of RB User

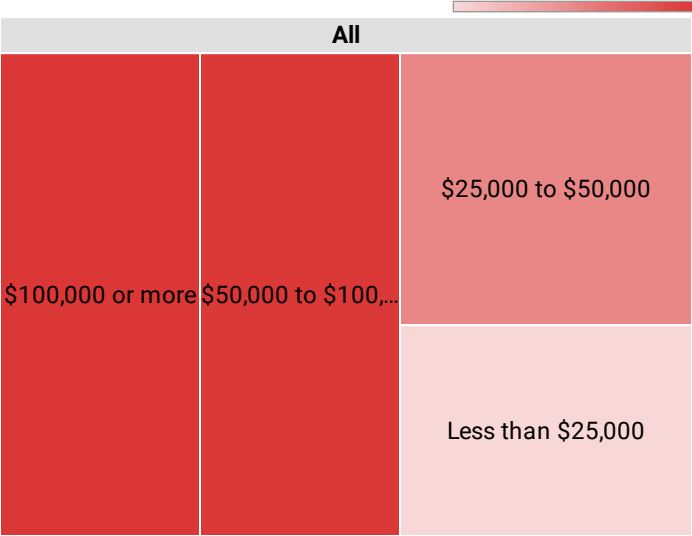
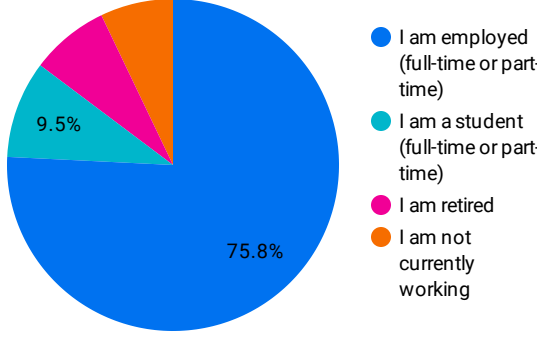
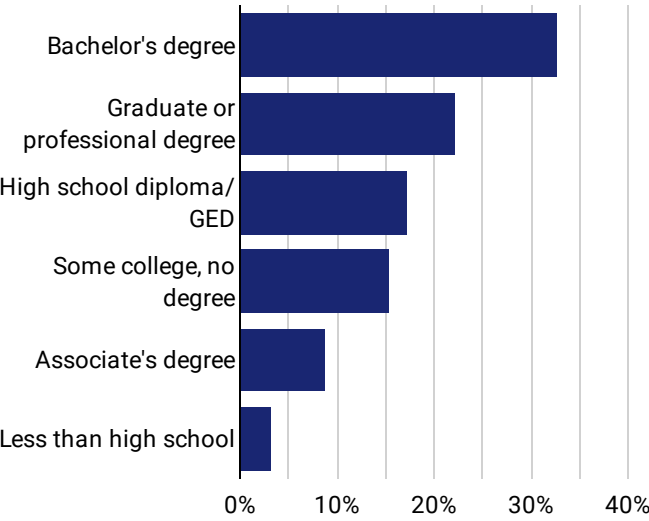
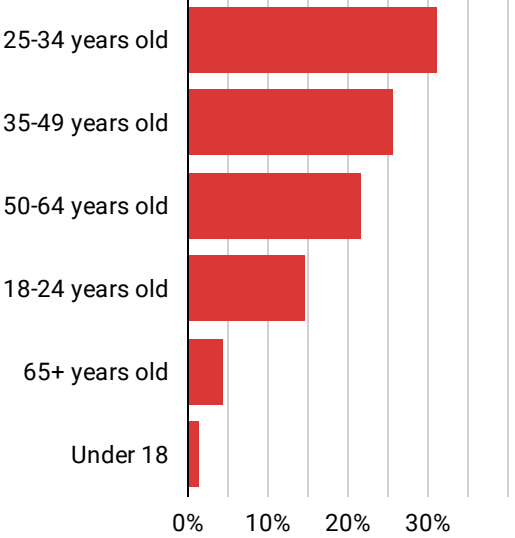
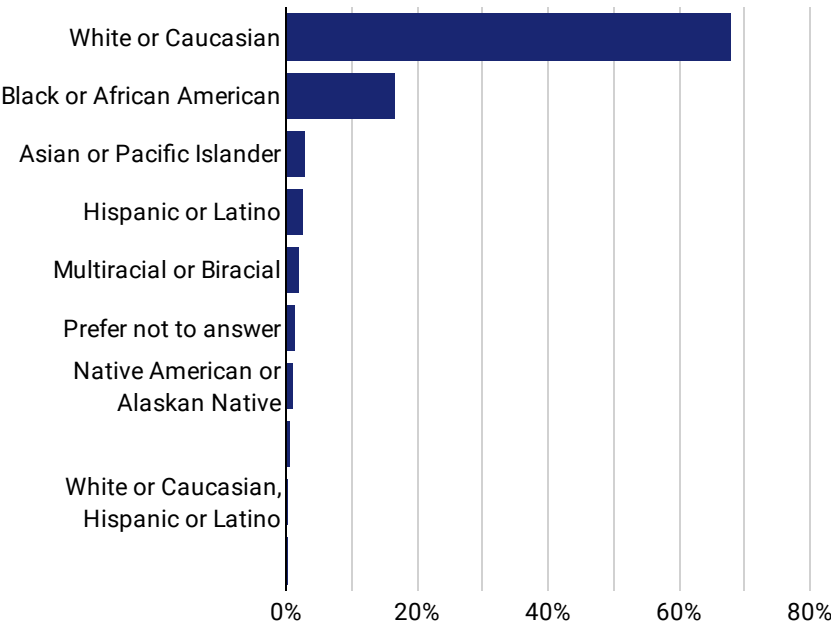
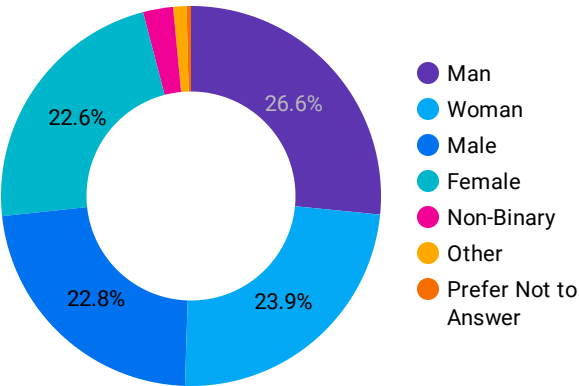
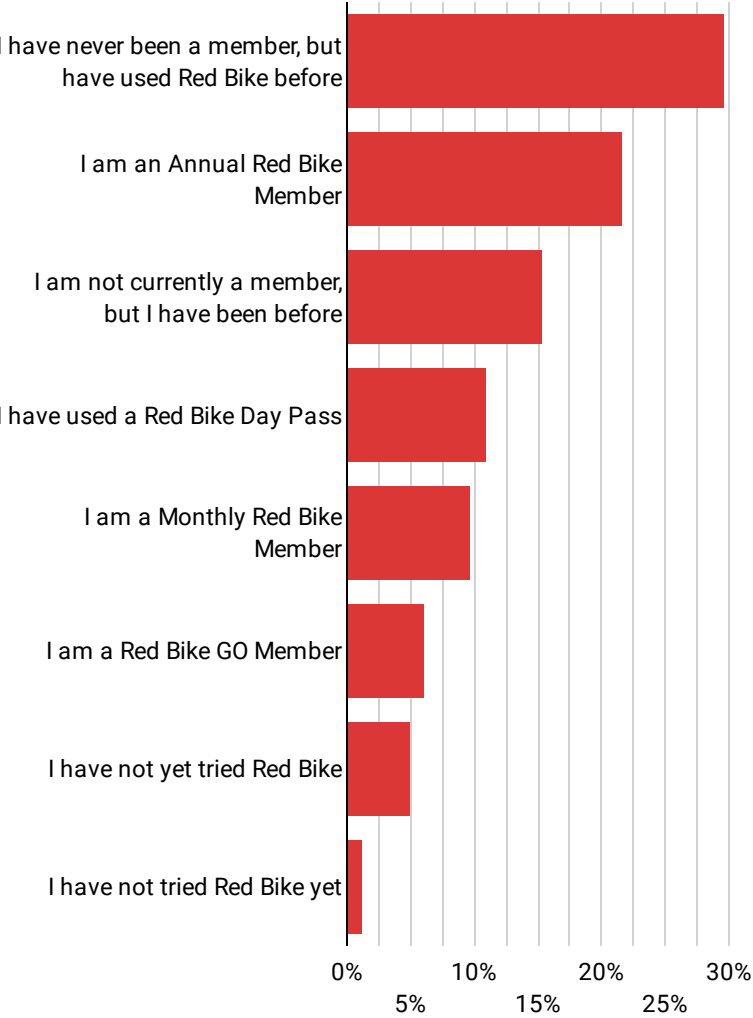
Year

Race/Ethnicity

Age

Income

Total Number of Respondents
2,986





Red Bike Impact

Type of RB User

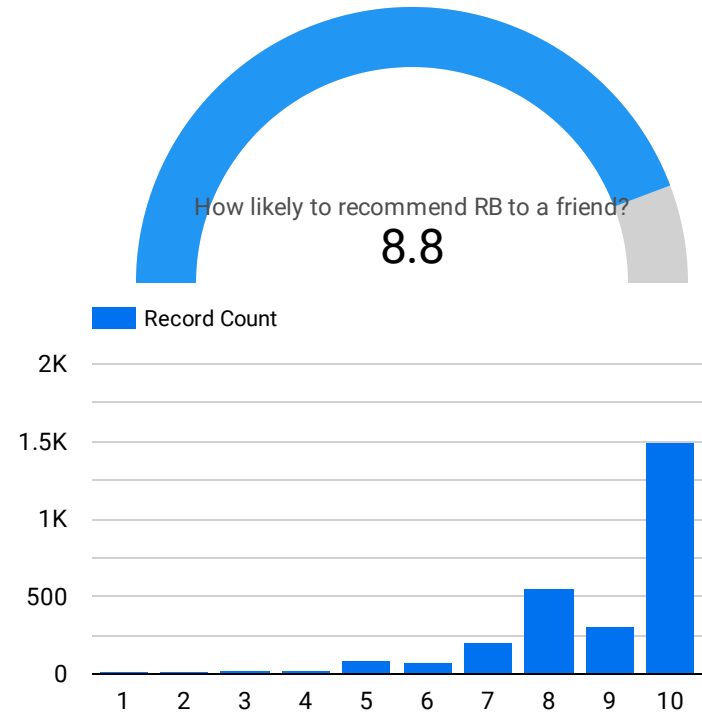
Year

Race/Ethnicity

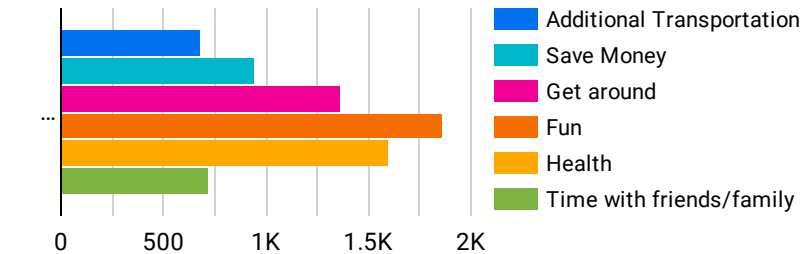
Age

Income

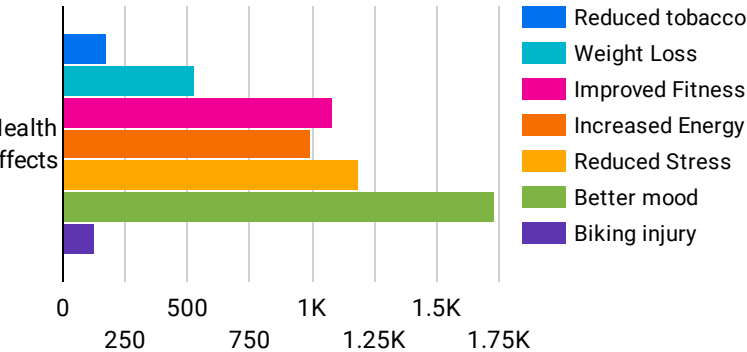
Total Number of Respondents
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What motivates you to use Red Bike?

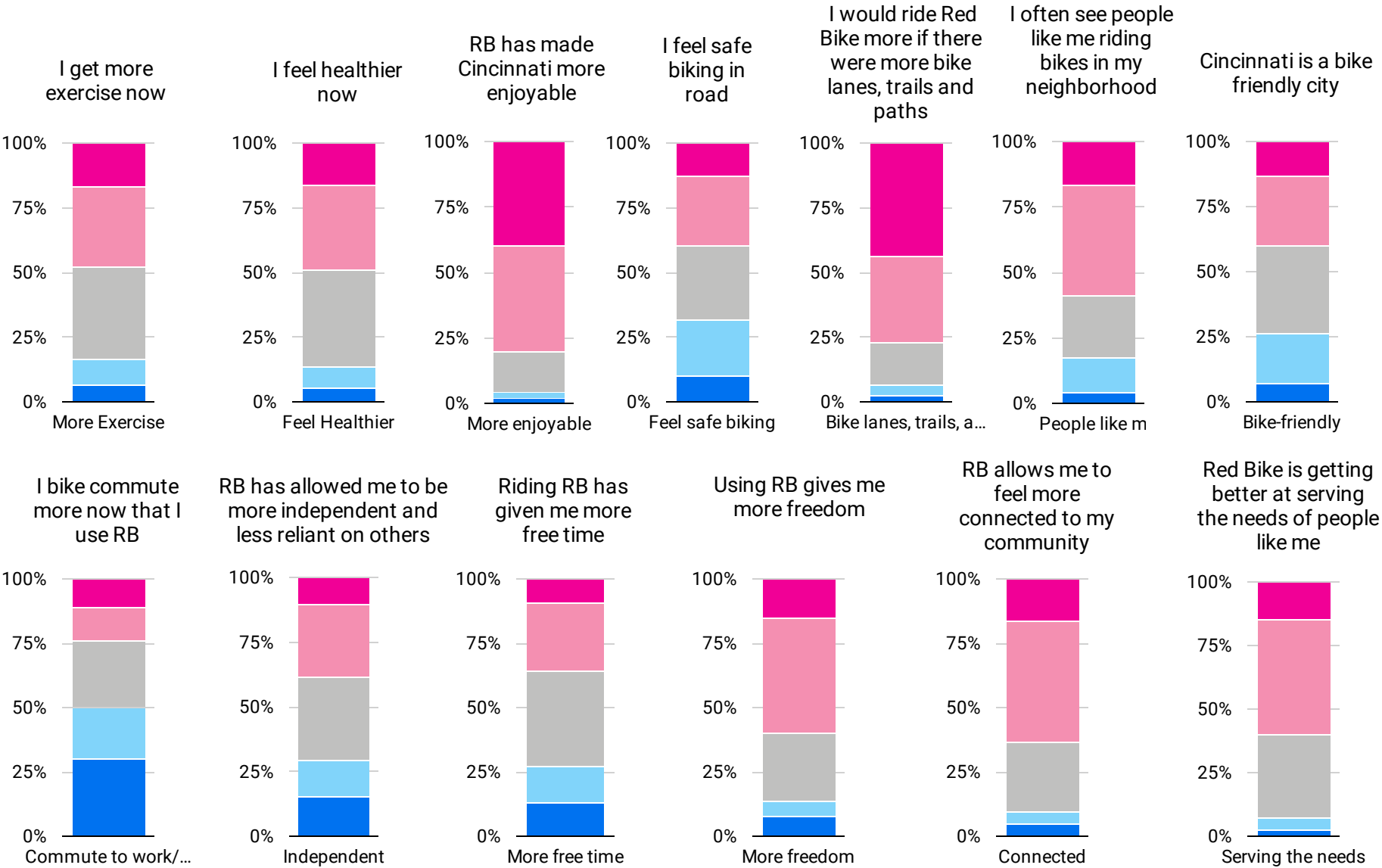


Have you experienced any of these effects?



How much do you agree or disagree with:

Strongly disagree Disagree Neutral Agree Strongly agree



Other Health Effects	Count	Other motivators	C...	Do you have any additional feedback, stories, testimonials, ideas or suggestions to share with our team?	Count
I work out and run every dayso none of the above apply to red bike	1	Red Bike gives me more access to travel options	199	1. I love red bikes	1
outside	1	All of the above	2	2. Me and my boyfriend traveled to Cincinnati early August of last summer. It was my first time riding a Red Bike and I absolutely loved every second of it.	1
Nonel don't use it enough	1	Just entertainment	1	3. Price	1
No effects	1	I love supporting this business and hope it expands!	1	4. The bikes are fun!	1
Red bike took my money and didn't give me services lv paid for	1	Just love red bike itself	1	5. Some of the stations have terribly faded screens	1
		I do not have a car.	1		



Red Bike Usage

Type of RB User

Year

Zip Code

Race/Ethnicity

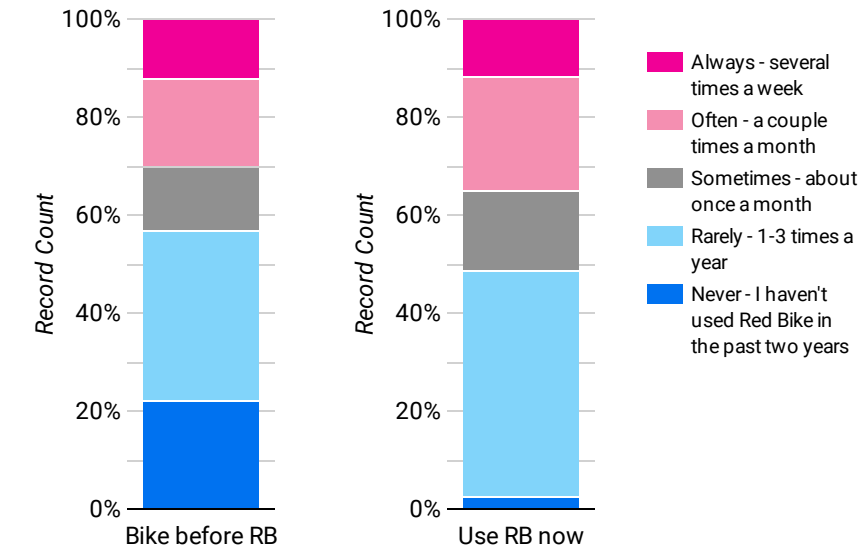
Age

Income

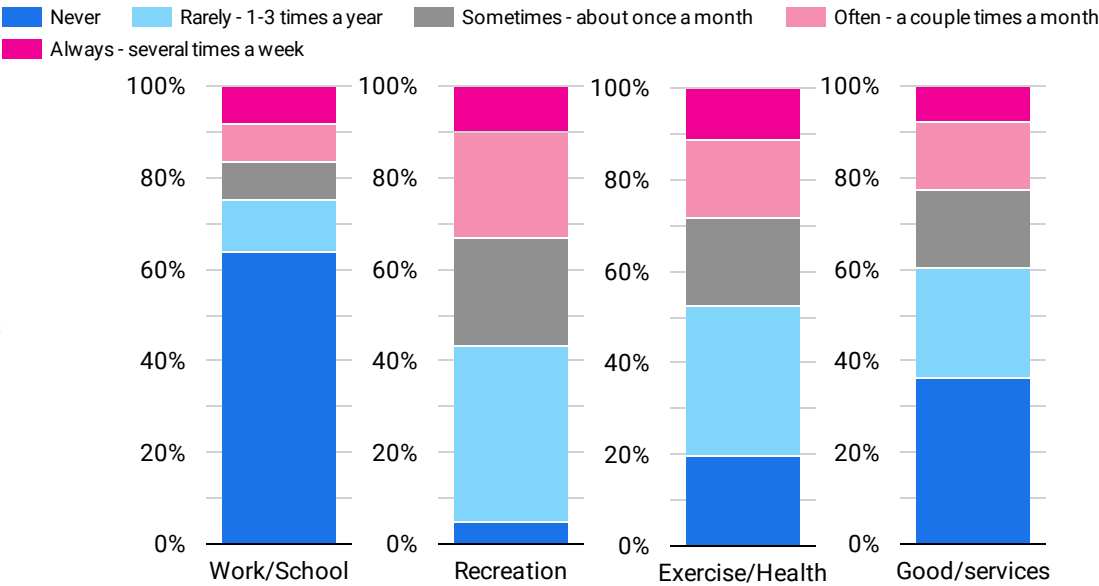
Total Number of Respondents
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General bike usage before using Red Bike

Red Bike usage now



How often do you use Red Bike for the following?

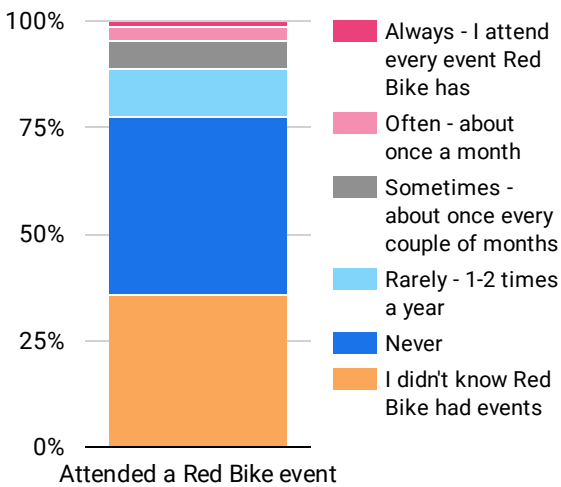


What mode of transportation would you use if Red Bike was not available?

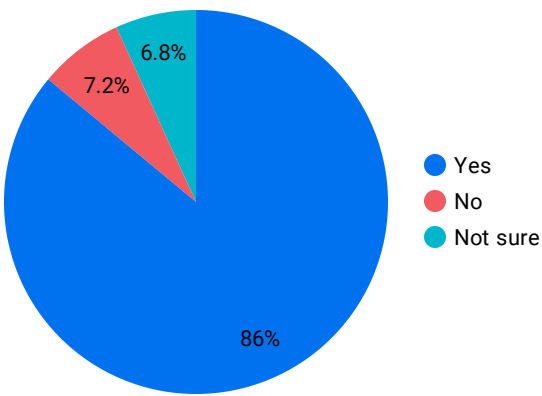
Mode	Count
Walking	
My personal car	
My personal bicycle	
Bus or streetcar	
e-Scooters (Lime, Bird)	
Carpool / Ridesharing (L...	
I would not make the trip	
Other	

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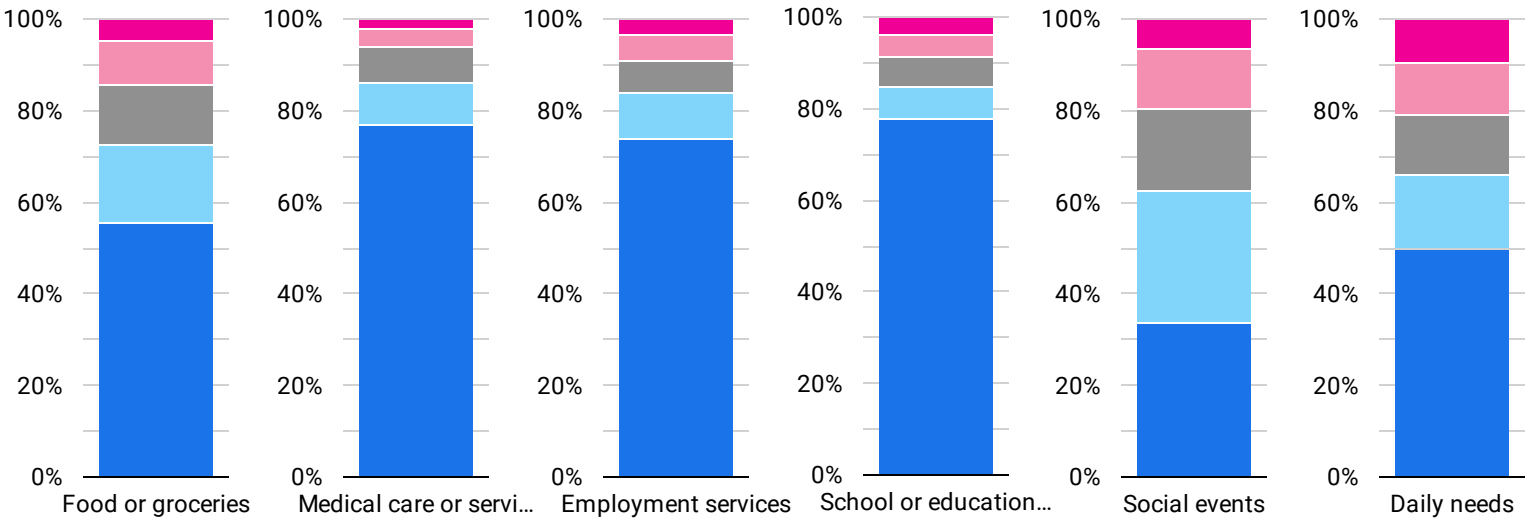
How often have you attended a Red Bike event?



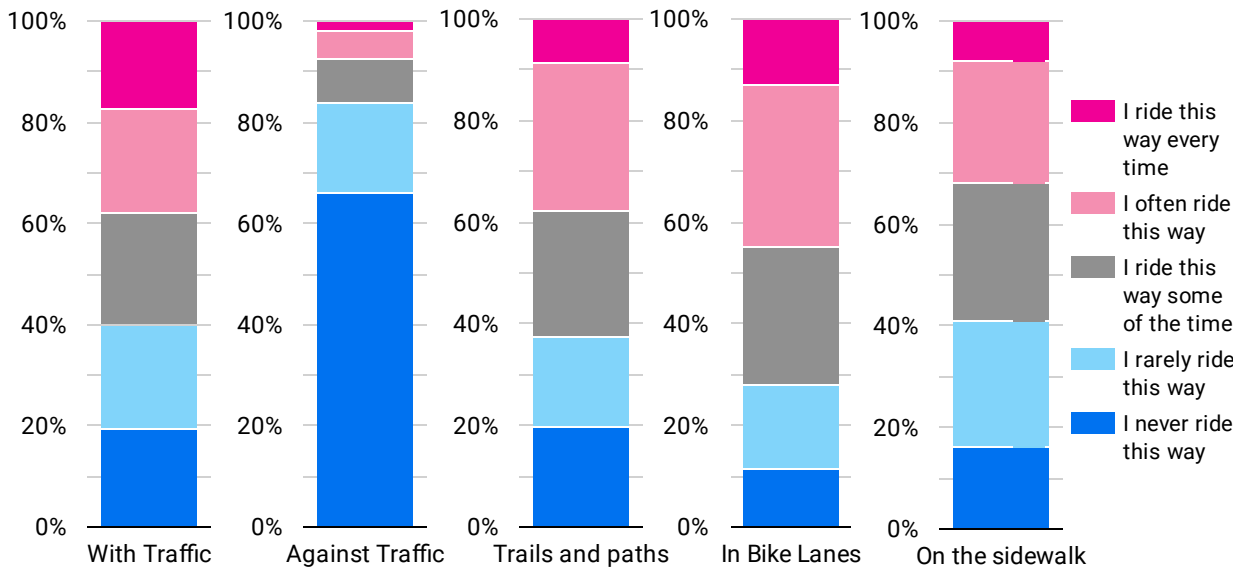
Have any of your friends or family used Red Bike?



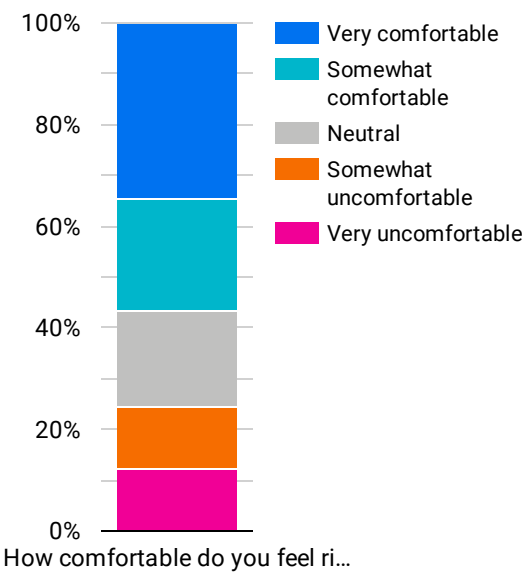
How often do you use Red Bike to access the following goods/services?



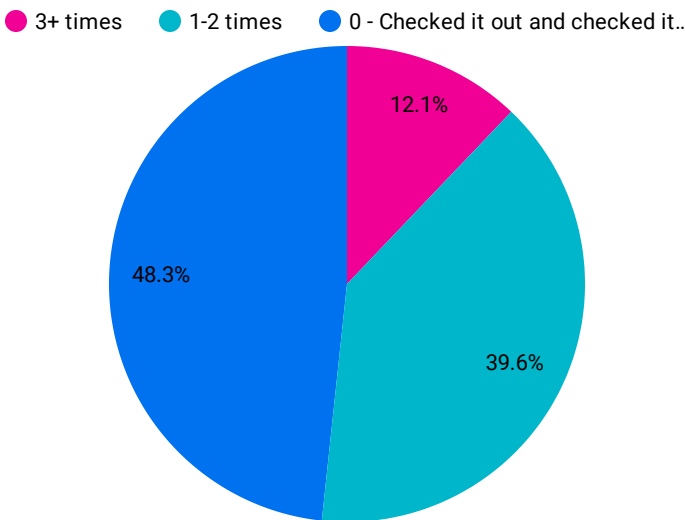
How often do you ride Red Bike in the following scenarios?



How comfortable do you feel riding a bike in your neighborhood?



During the last time you used Red Bike, how many times did you check your bike into a station before returning it for the day?





Red Bike Improvement

Type of RB User

Year

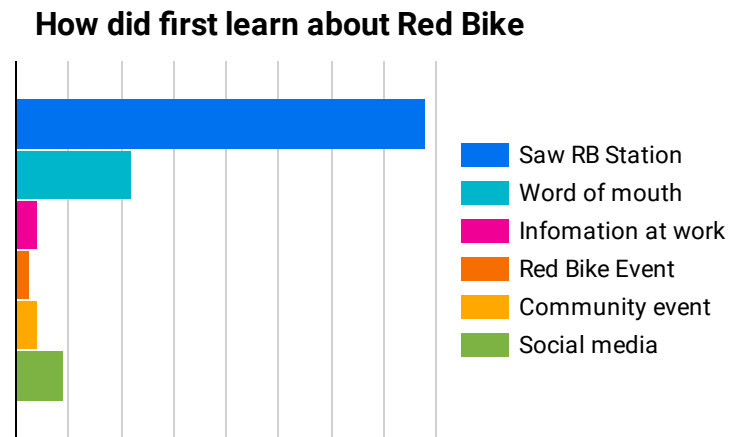
Race/Ethnicity

Age

Income

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Other Ways to First Learn

I live in the building

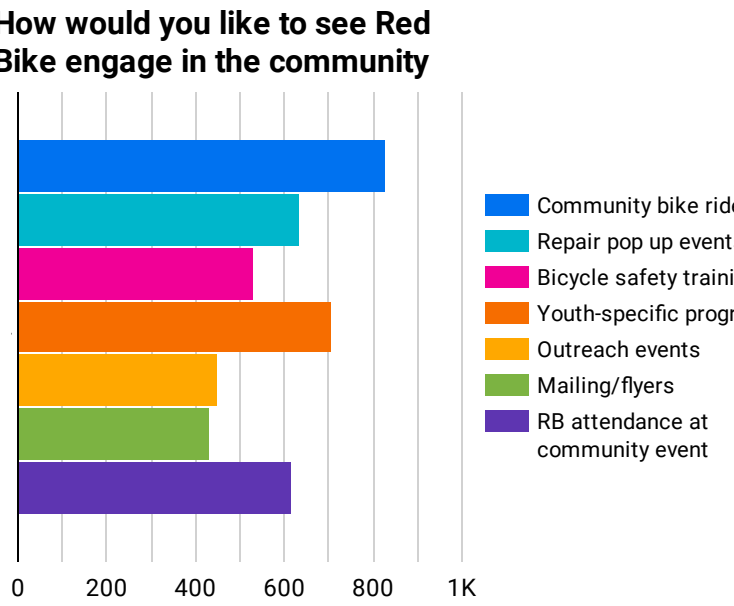
Just knew about bike share in general

Used them for years in Europe

Internet search

Saw first in other cities with the program

1 - 100 / 100



Other Ways to Engage

Idk

of the above

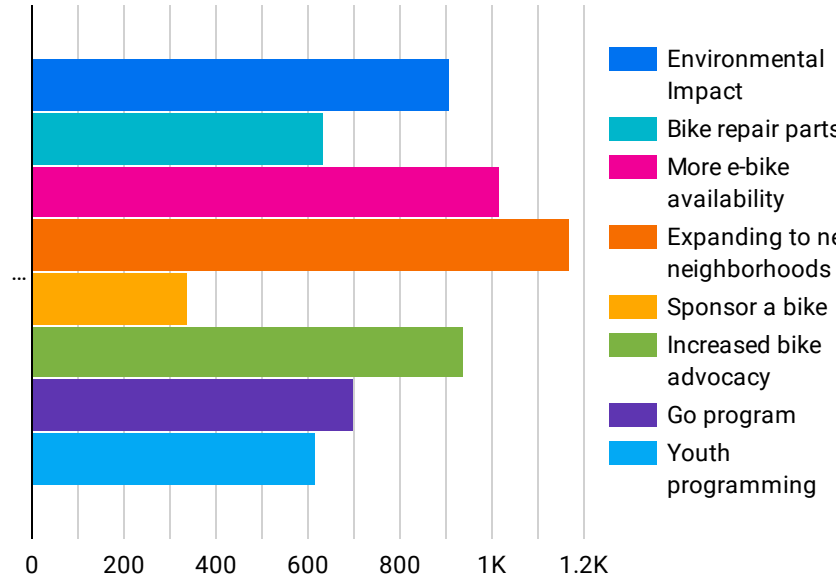
N/A

Na

N/a

1 - 65 / 65

What would make you more likely to donate?



Other ways to make you donate

Wasn't aware nonprofit. More promo on that with easy avenues to support. In ads make clear the impact

More safe lanesplaces to use the bikes

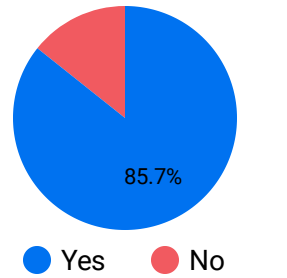
Using it on the fully completed C.R.O.W.N. route to get around town.

Community outreach policeman and civilian program

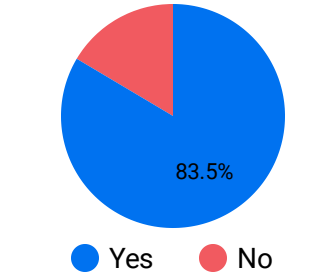
Maybe a class about how to repair and maintain the bikes ourselves if damaged by the community

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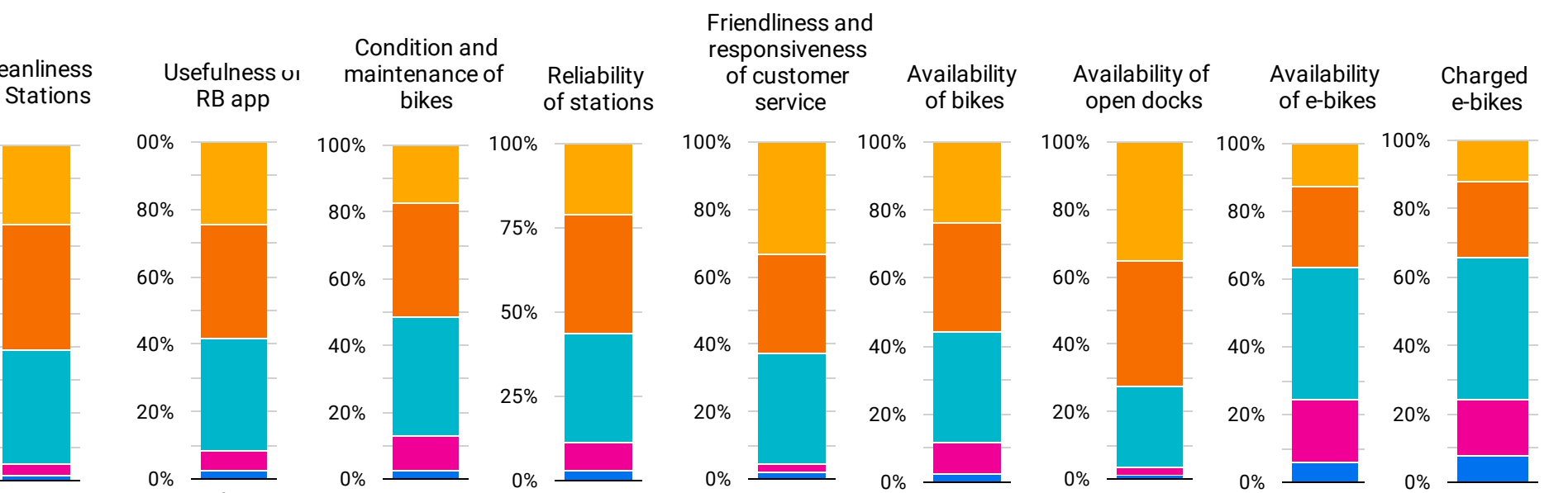
Would you like your employer to offer a Red Bike discount



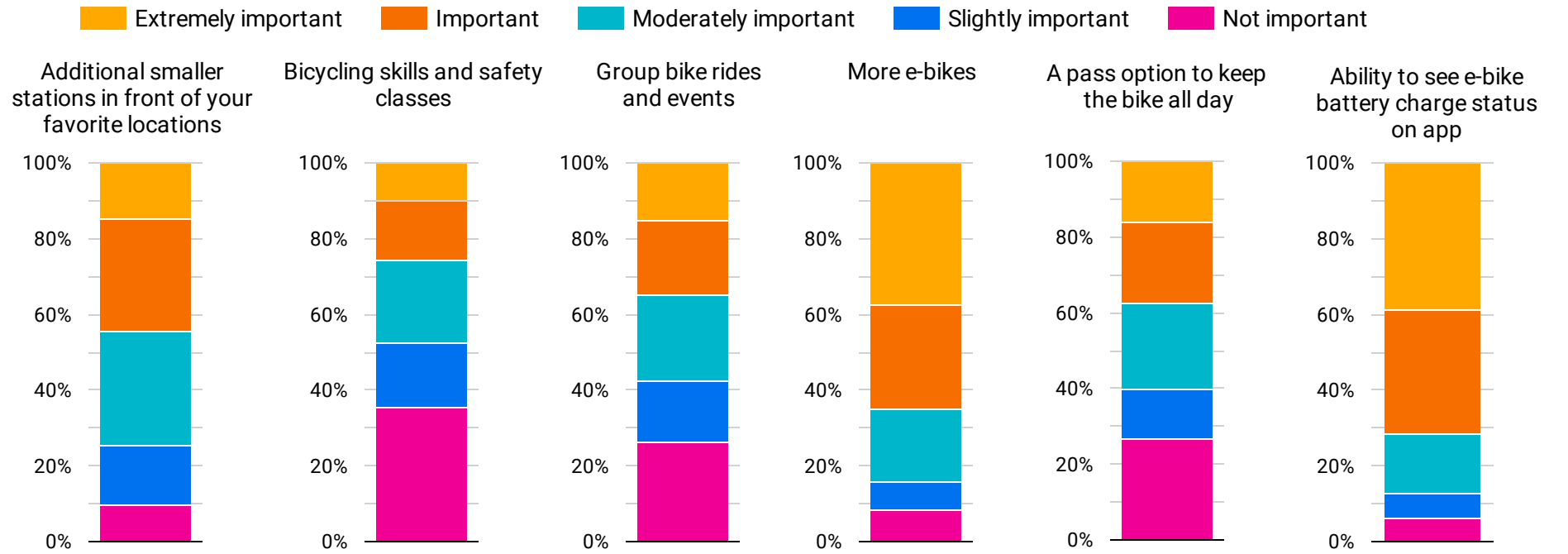
Would you be more likely to work with Red Bike sponsor?



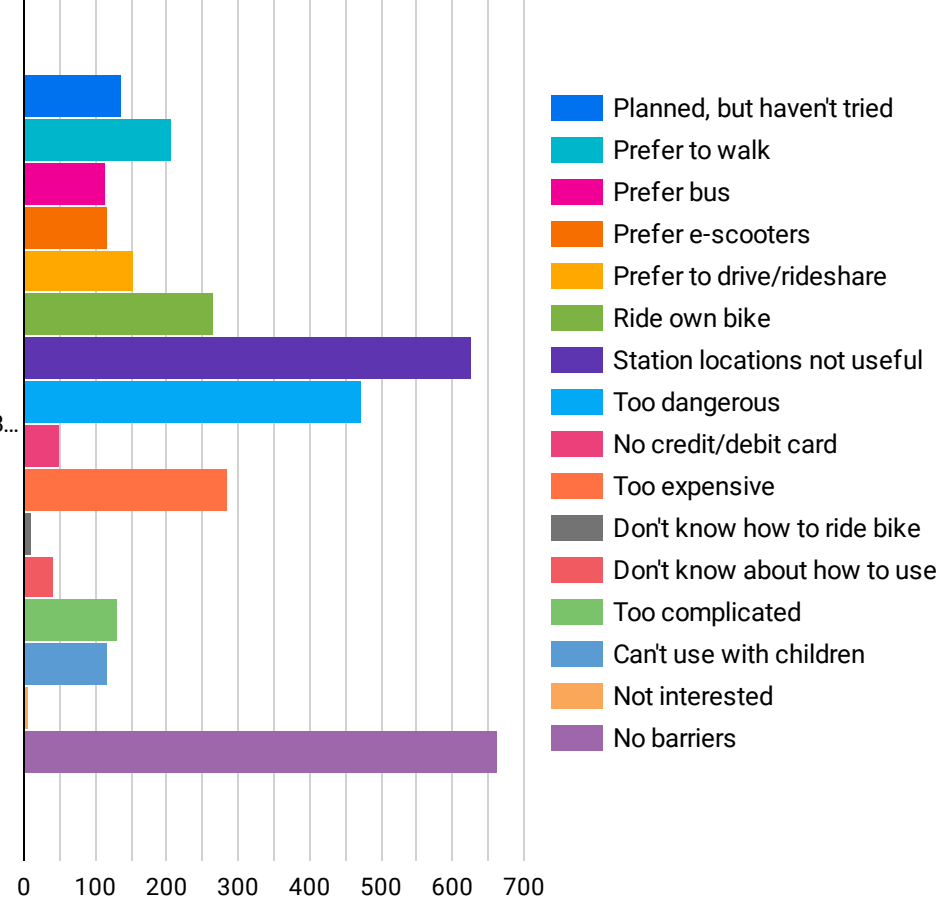
How would you rate the following?



How important are the following?



Barriers to riding Red Bike



Other barriers

I don't know how to ride a bike

None

No barriers

i only bike when it's warm out

I moved to Southgate

purple people bridge closure

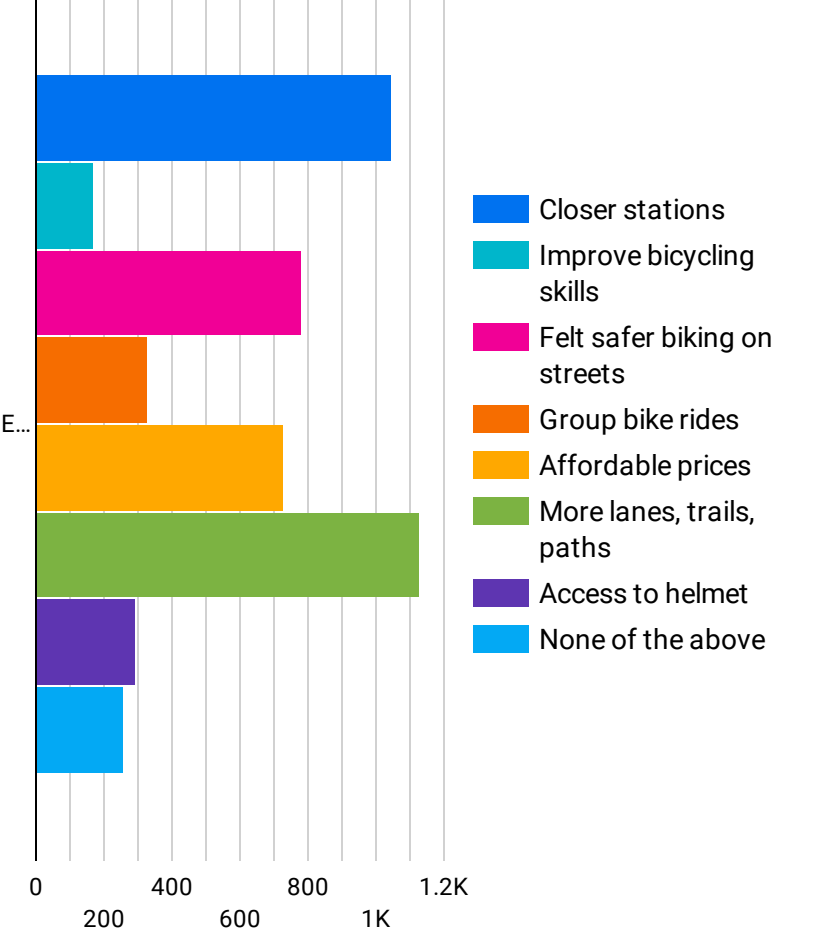
Cold weather

COVID

Availability of E bikes

1 - 100 / 137

What would encourage you to ride Red Bike?



Other encouragement

Lower cost single ride passes

Lower cost single ride passesThe ability to finish a trip anywhere by locking the Red Bike to a designated bike rack

I could access e-bikes

More e bikes

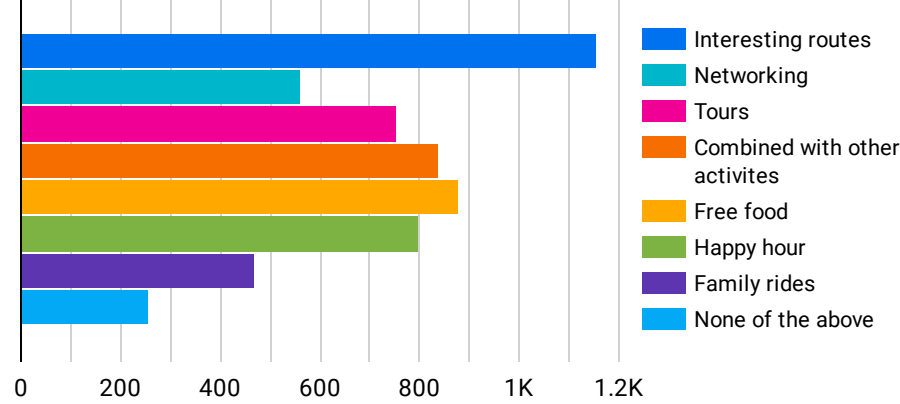
The ability to finish a trip anywhere by locking the Red Bike to a designated bike rack

Lower cost single ride passesThe ability to finish a trip anywhere by locking the Red Bike to a designated bike rackOther

The ability to finish a trip anywhere by locking the Red Bike to a designated bike rackLower cost single ride passes

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Which of the following would make you more likely to join community bike rides?



Other Reason to Join Events

Free red bike passes!

Beer

Depends on the area of town

Not too far distancesmostly flat and accessible for families and people of varying levels of in-shapeness

I don't live in town

Also with smaller/lighter e bikes for short people

1 - 25 / 25



Zip Codes of Respondents

Type of RB User

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Age

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Zip Code	Count
45202	438
41071	173
41011	149
45214	100
45220	99
45219	78
45206	76
41073	71
45223	65
45203	56
41017	51
45211	48
45238	48
45230	48
45229	45
41075	40
45227	38
45231	37
41042	37
45205	34
45237	34
45224	34
45208	33
45209	32
45215	32
41074	31