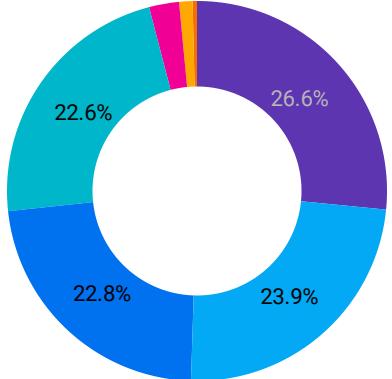
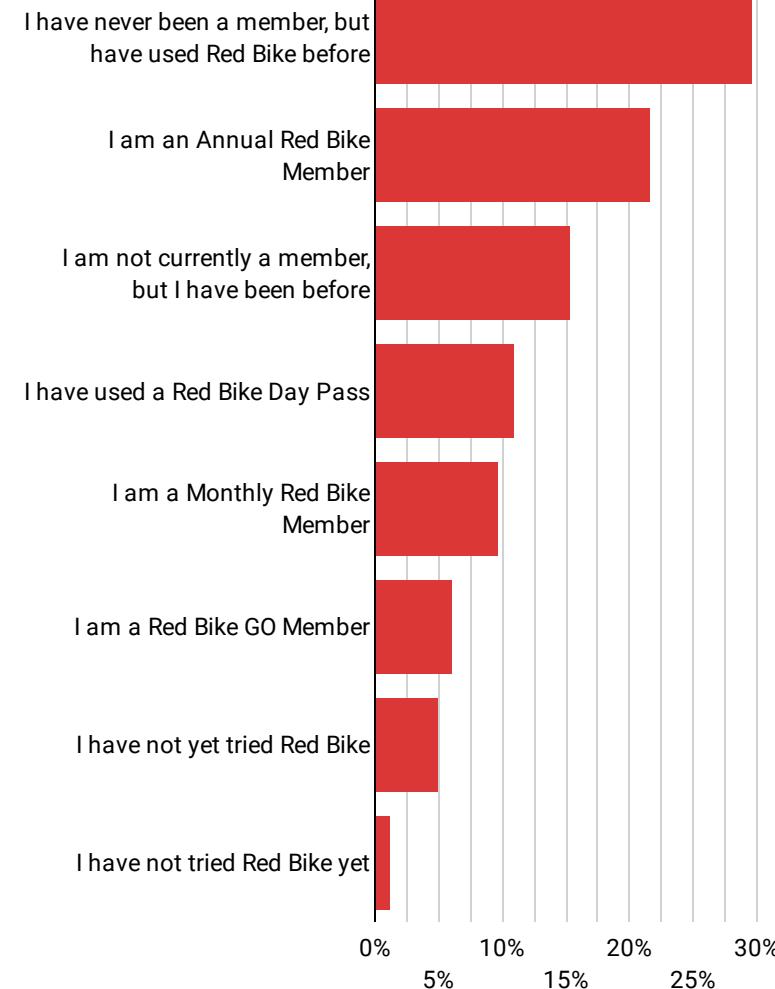




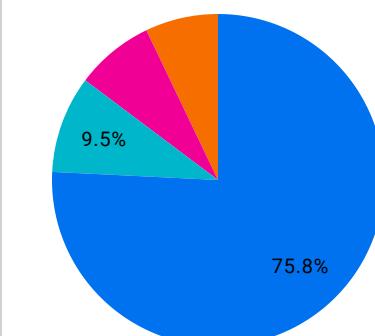
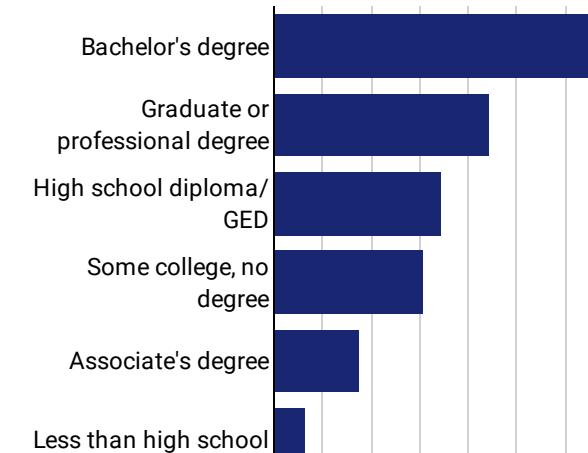
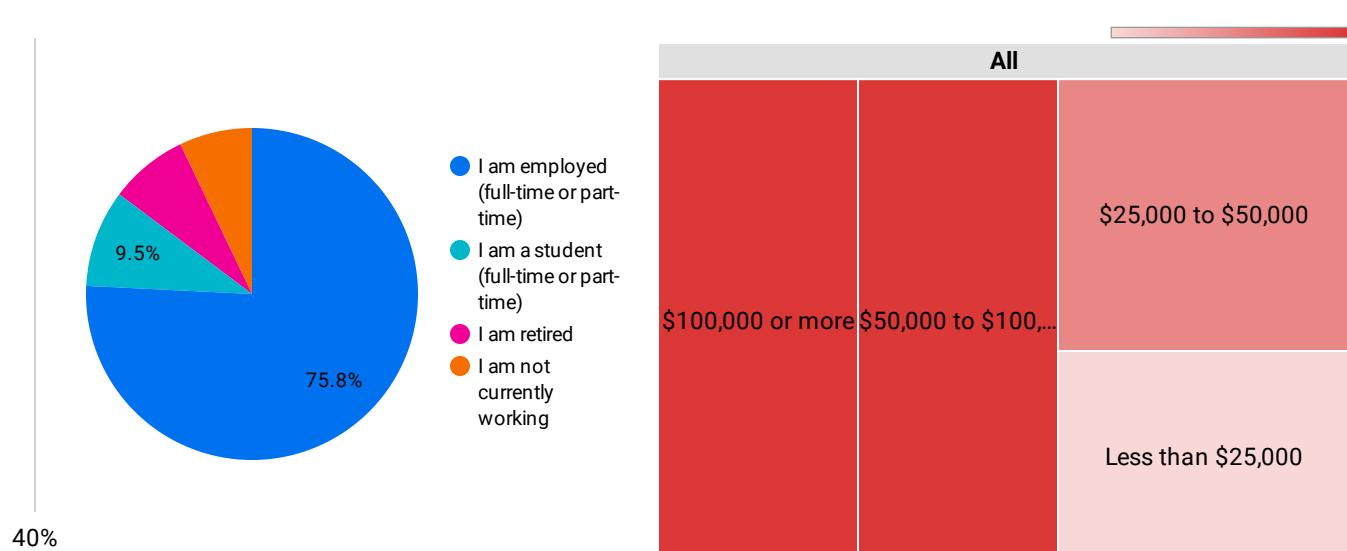
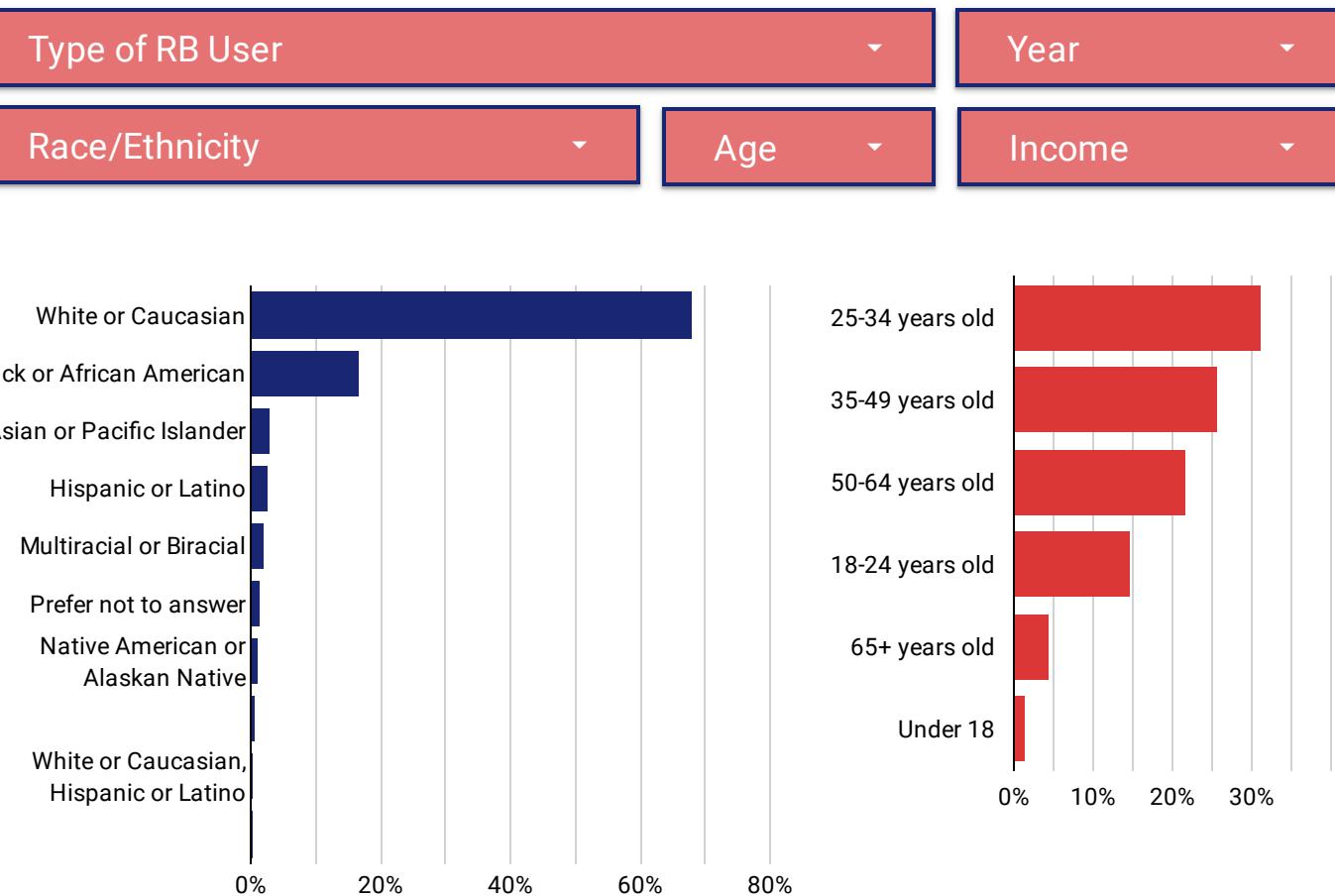
# Red Bike Demographics

Total Number of Respondents

2,986



- Man
- Woman
- Male
- Female
- Non-Binary
- Other
- Prefer Not to Answer



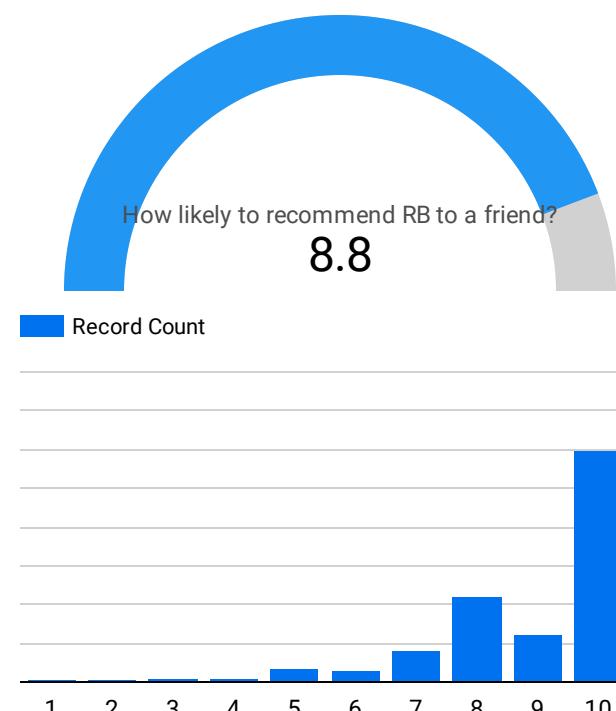
- I am employed (full-time or part-time)
- I am a student (full-time or part-time)
- I am retired
- I am not currently working



Type of RB User	Year
Race/Ethnicity	Age
Income	

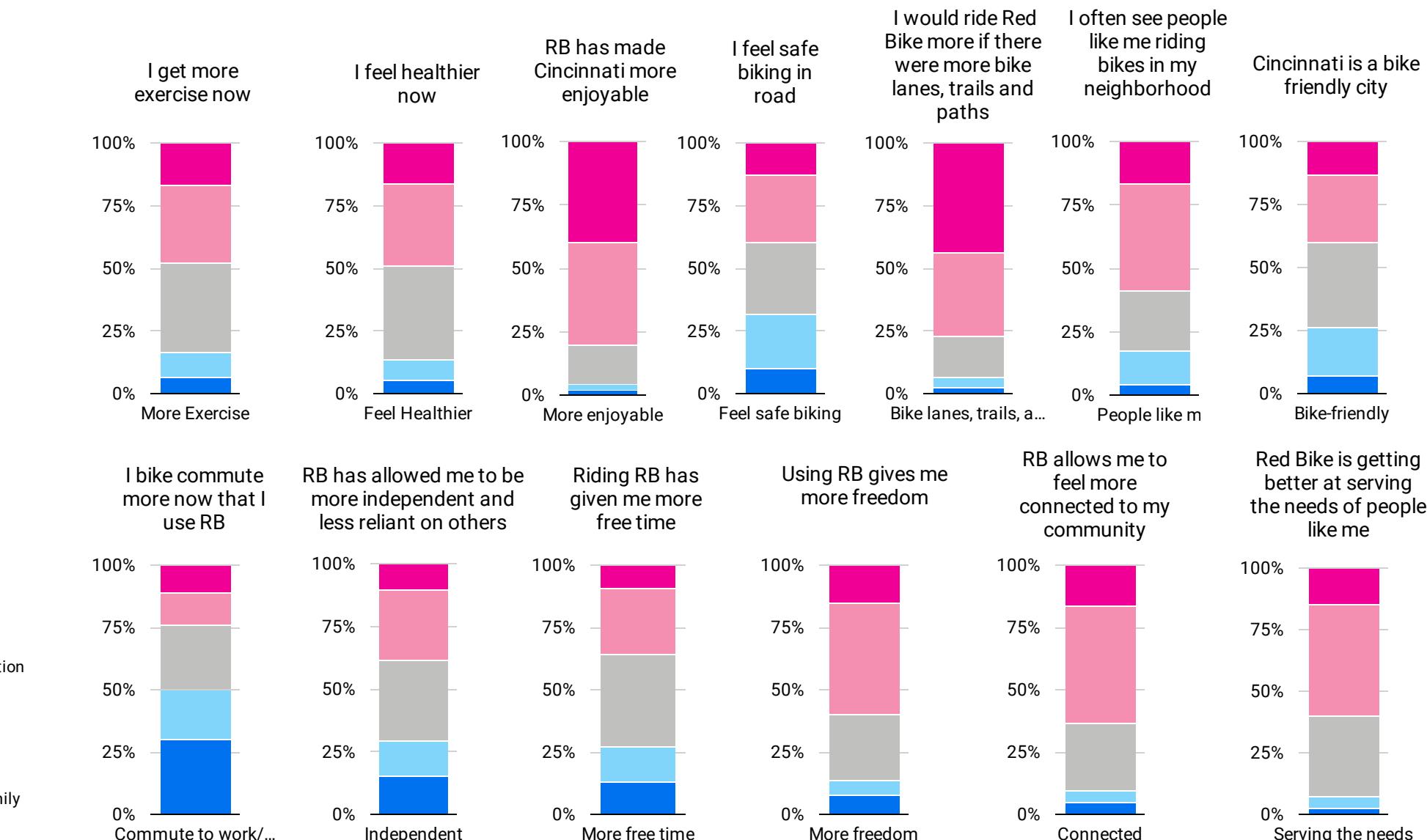
Total Number of Respondents

2,986

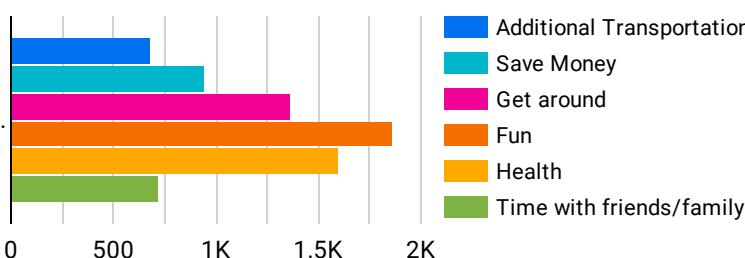


How much do you agree or disagree with:

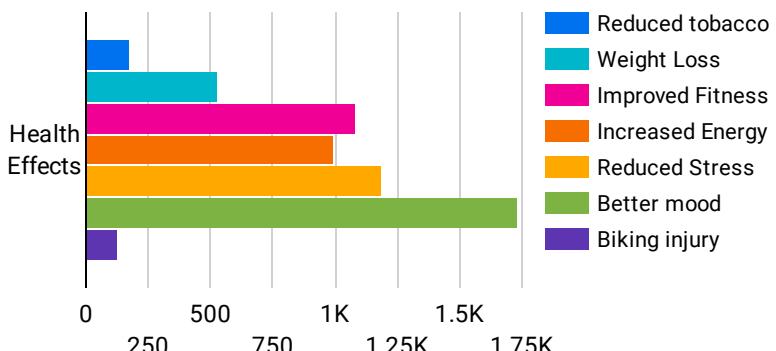
Strongly disagree Disagree Neutral Agree Strongly agree



What motivates you to use Red Bike?

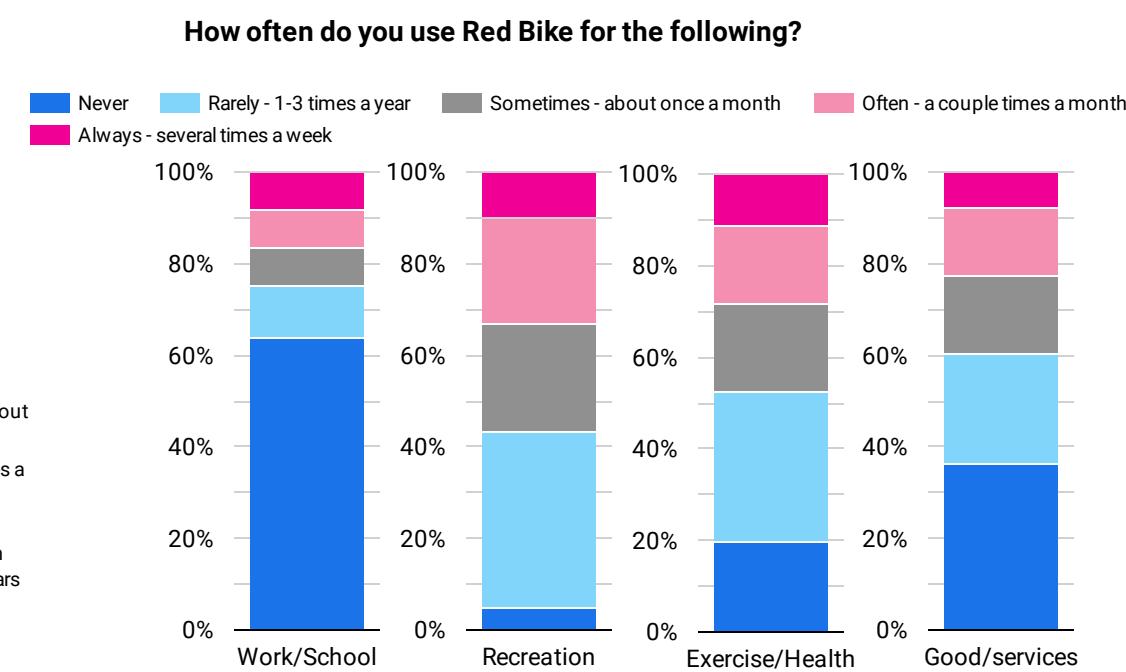
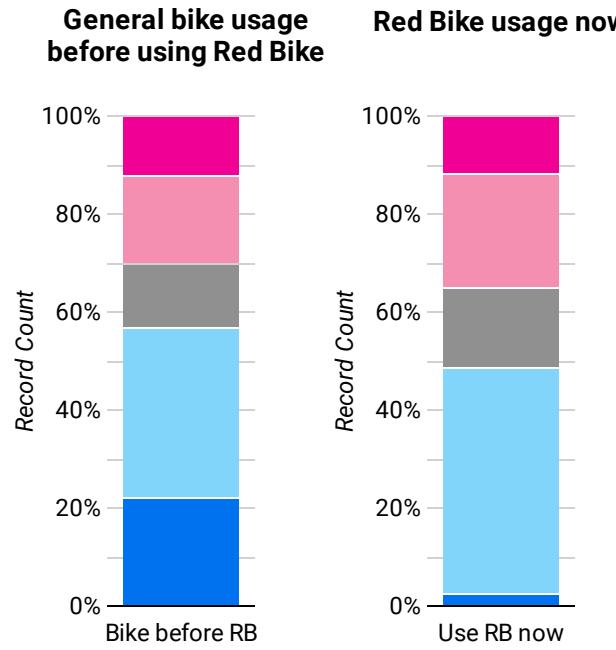


Have you experienced any of these effects?

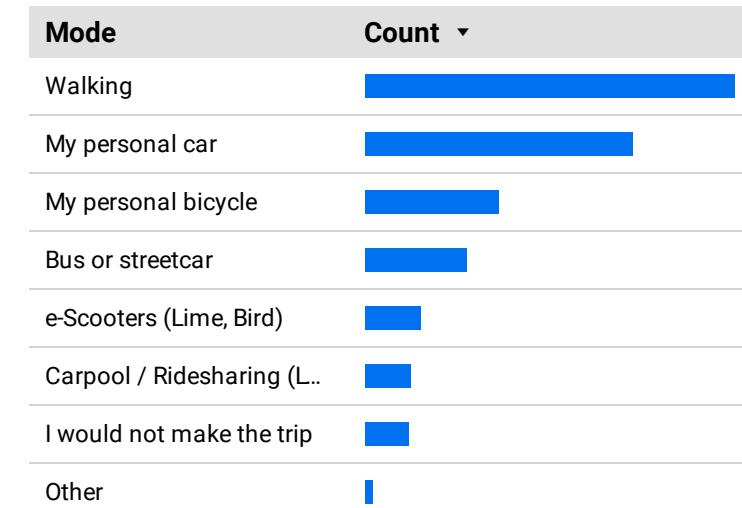


Other Health Effects	Count	Other motivators	Count	Do you have any additional feedback, stories, testimonials, ideas or suggestions to share with our team?	Count
I work out and run every day so none of the above apply to red bike	1	Red Bike gives me more access to travel options	199	1. I love red bikes	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
None! I 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 I 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		

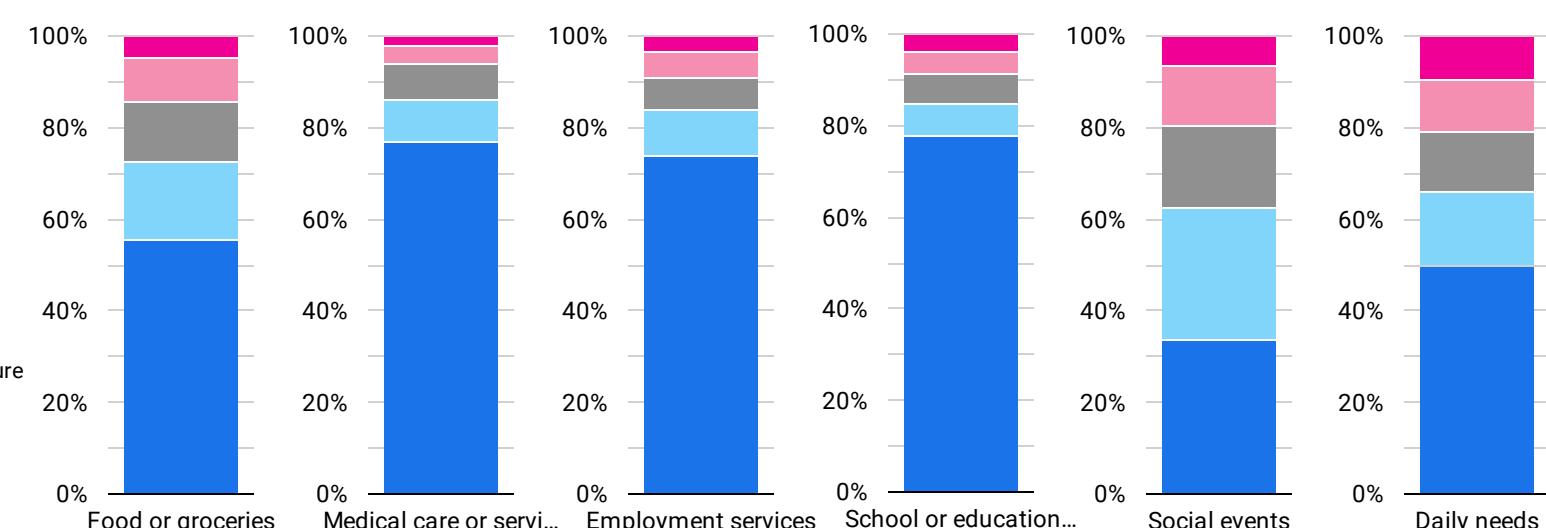
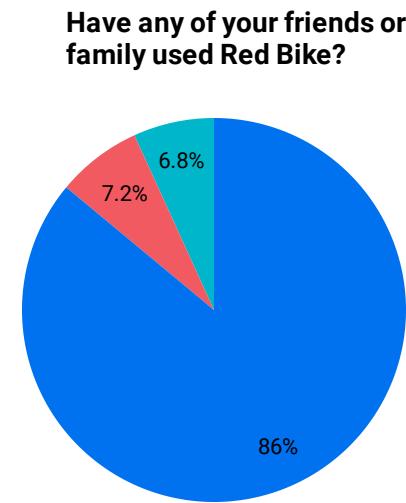
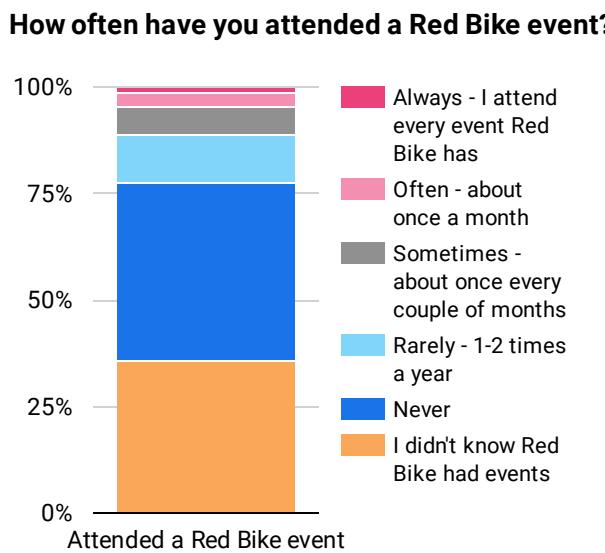
Total Number of Respondents  
2,986



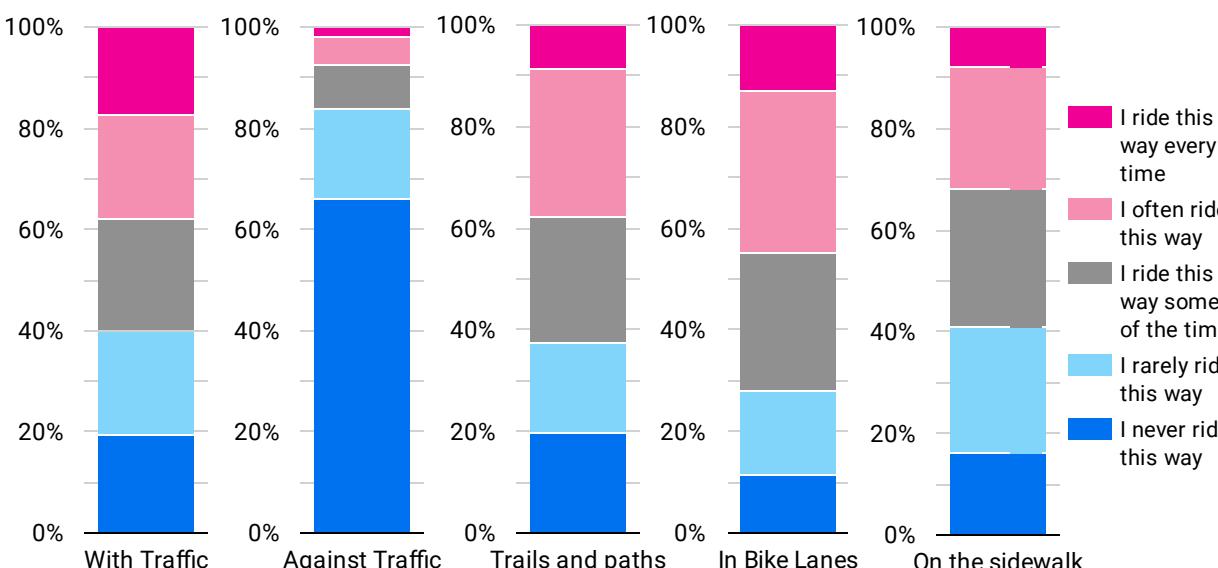
**What mode of transportation would you use if Red Bike was not available?**



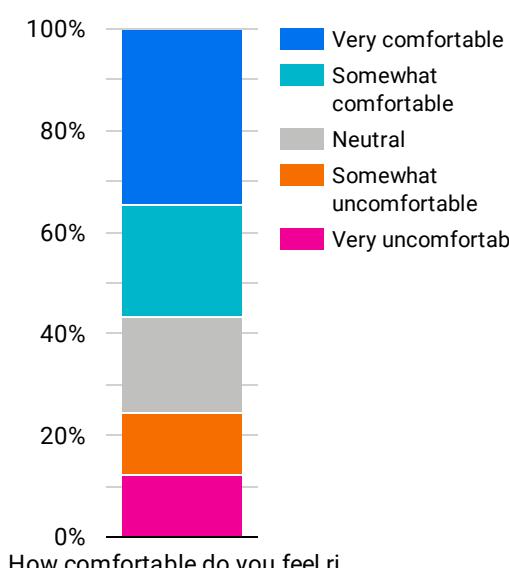
1 - 8 / 8 < >



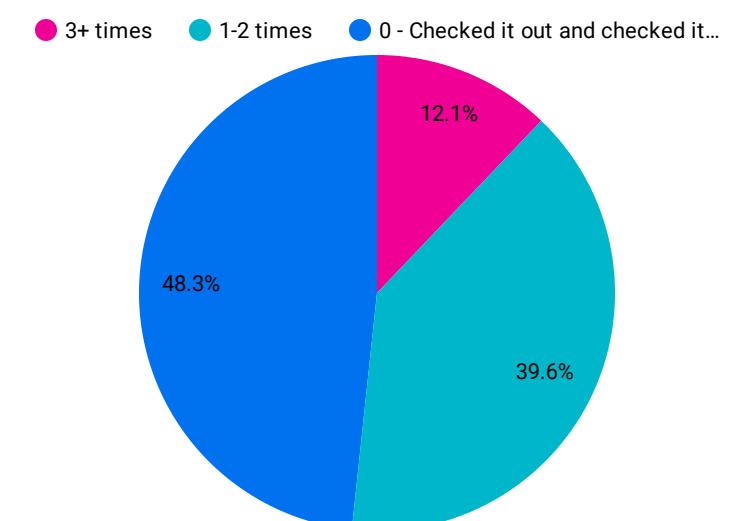
**How often do you ride Red Bike in the following scenarios?**



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



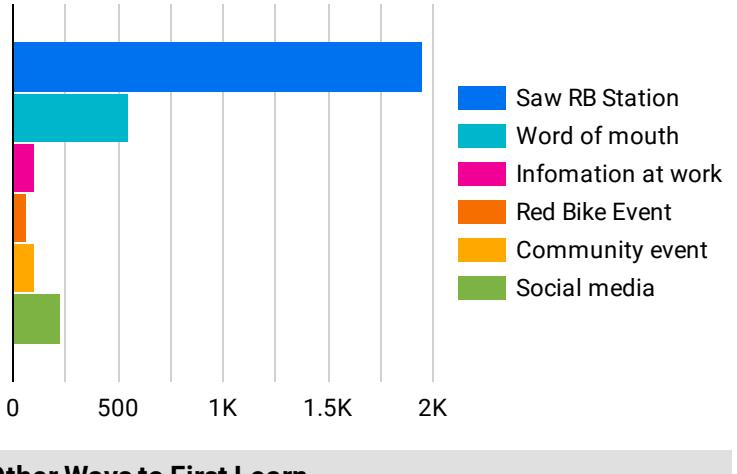
**During the last time you used Red Bike, how many times did you check your bike into a station before returning it for the day?**



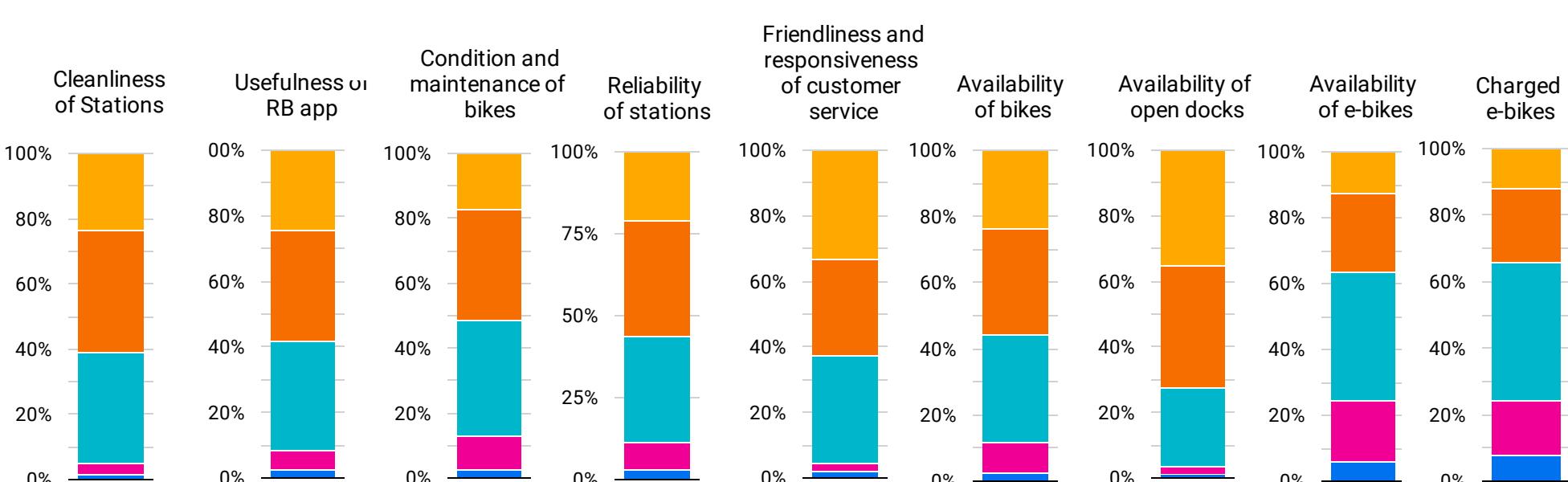
Total Number of Respondents

2,986

## How did first learn about Red Bike



## How would you rate the following?

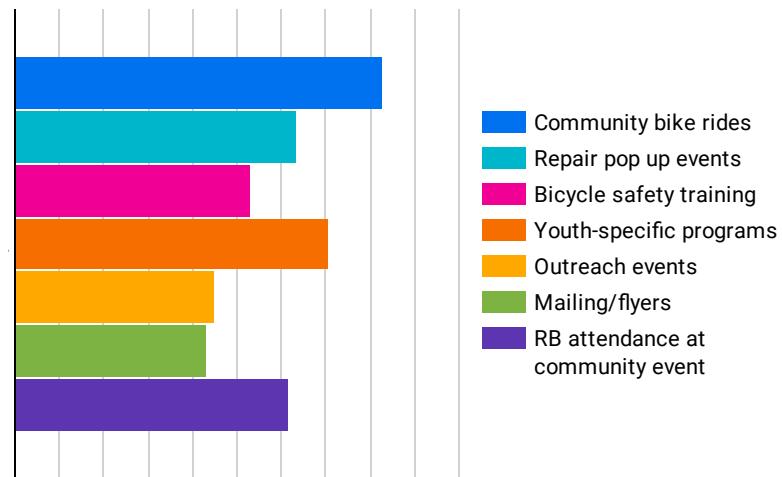


## Other Ways to First Learn

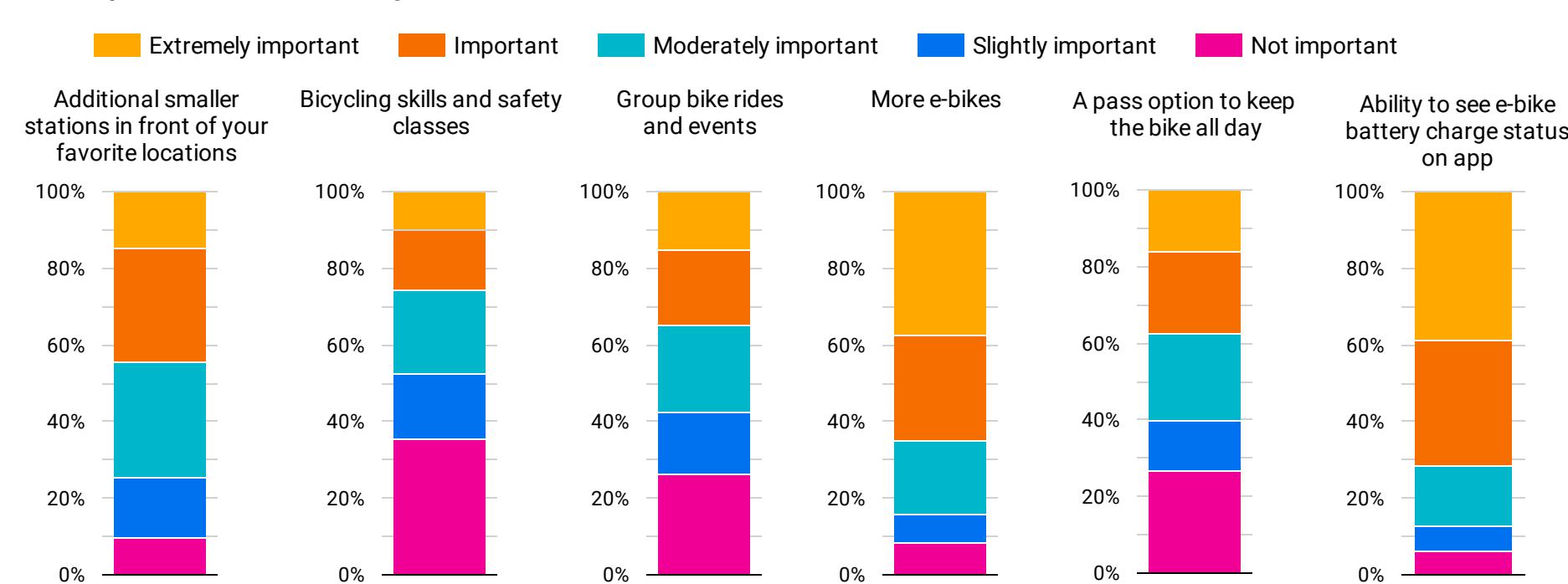
I live in the building  
Just knew about bike share in general  
Used them for years in Europe  
Internet search  
Saw first in other cities with the program

1 - 100 / 100 &lt; &gt;

## How would you like to see Red Bike engage in the community



## How important are the following?

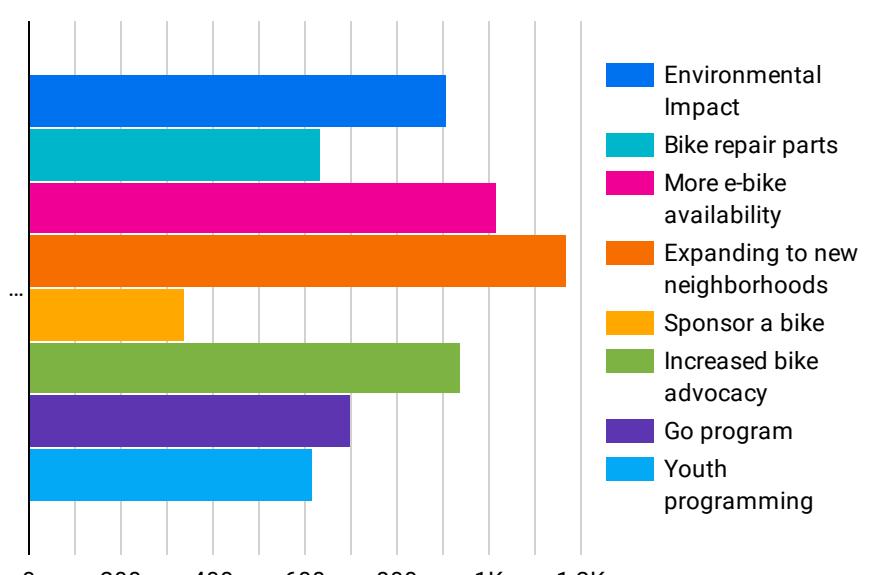


## Other Ways to Engage

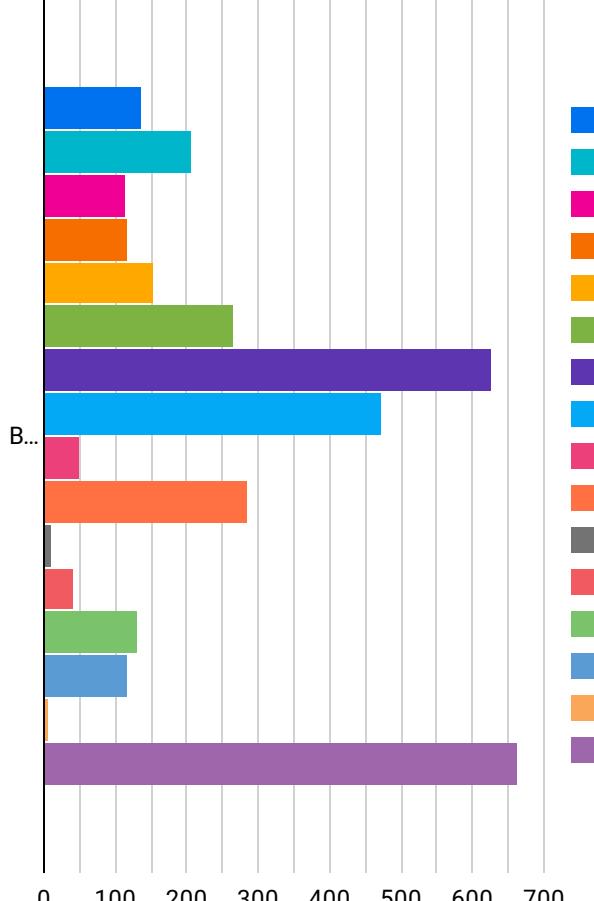
Idk  
of the above  
N/A  
Na  
N/a

1 - 65 / 65 &lt; &gt;

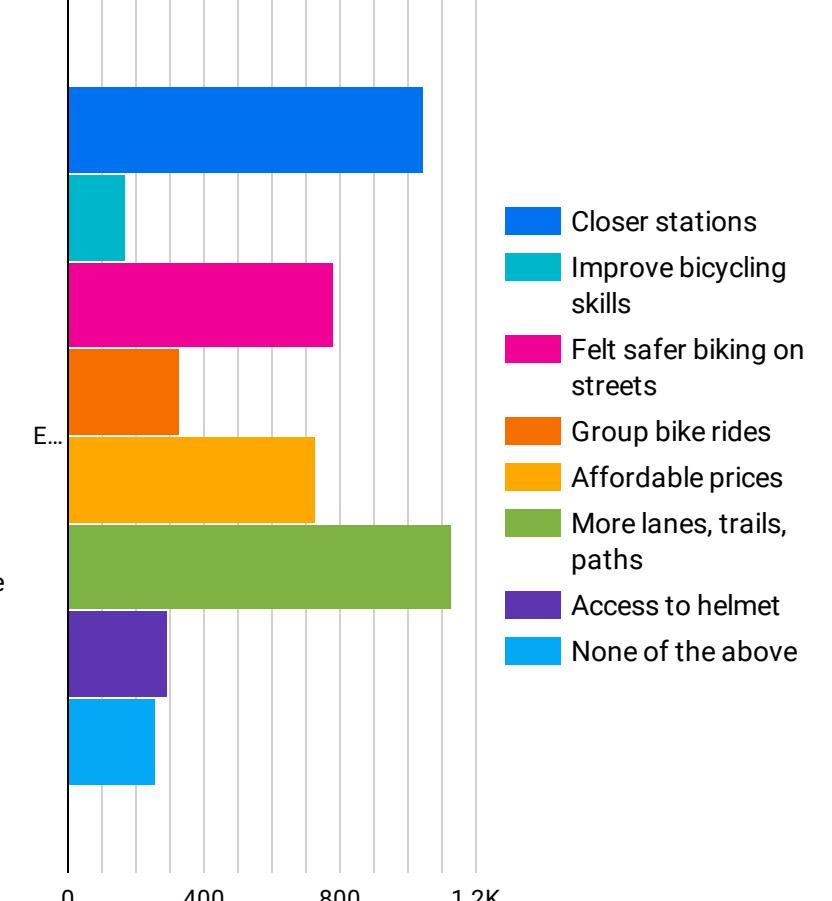
## What would make you more likely to donate?



## Barriers to riding Red Bike



## What would encourage you to ride Red Bike?



## Other barriers

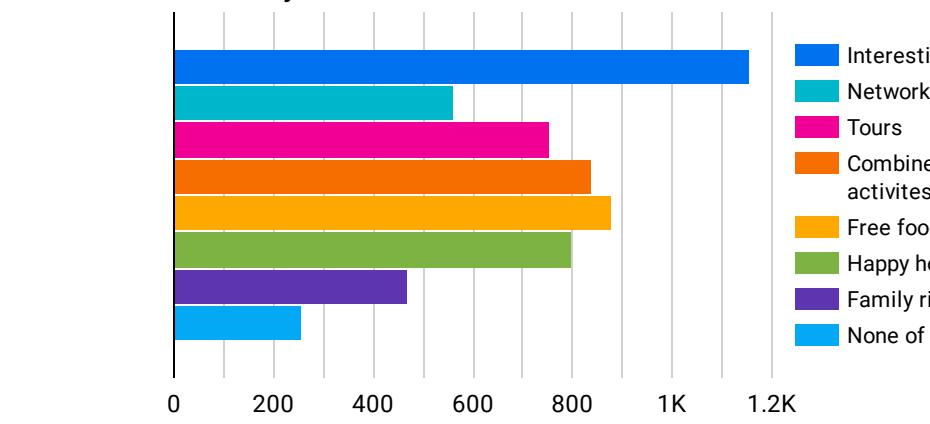
I don't know how to ride a bike  
None  
No barriers  
I only bike when it's warm out  
I moved to Southgate  
purple people bridge closure  
Cold weather  
COVID  
Availability of E bikes

Planned, but haven't tried  
Prefer to walk  
Prefer bus  
Prefer e-scooters  
Prefer to drive/rideshare  
Ride own bike  
Station locations not useful  
Too dangerous  
No credit/debit card  
Too expensive  
Don't know how to ride bike  
Don't know about how to use  
Too complicated  
Can't use with children  
Not interested  
No barriers

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

1 - 76 / 76 &lt; &gt;

## 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

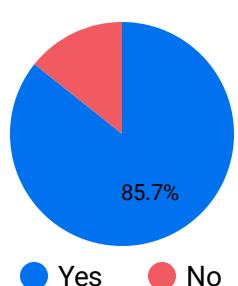
1 - 25 / 25 &lt; &gt;

## Other ways to make you donate

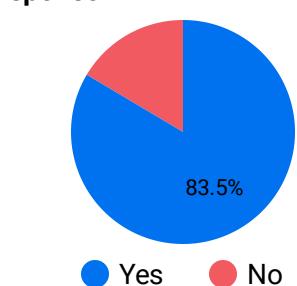
Wasn't aware nonprofit. More promo on that with easy avenues to support.  
In ads make clear the impact.  
More safe lanesplaces to use the bikes  
Using it on the fully completed C.R.O.W.N. route to get around town.  
Community outreach policeman and civilian program  
Maybe a class about how to repair and maintain the bikes ourselves if damaged by the community

1 - 46 / 46 &lt; &gt;

## Would you like your employer to offer a Red Bike discount



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



# Zip Codes of Respondents

Total Number of Respondents

2,986



Type of RB User

Race/Ethnicity

Age

Year

Income

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

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1 - 100 / 479

