



2024 MEMBER + COMMUNITY SURVEY RESULTS

3-Year Strategic Plan | 2025-2027



HIGHLIGHTS

Methodology Survey was distributed online and promoted through NEMBA channels. 989 individuals, including 820 members, responded representing 13% of membership. Respondents were representative of membership in terms of age, state, primary chapter and gender.

Demographics Respondents overwhelmingly identified as white, male and over 45 indicating a continued need for wider outreach.

Overall Satisfaction More than 85% of respondents were highly or somewhat satisfied with NEMBA and with mountain biking in New England. Satisfaction levels were consistent among women, young adults and non-white people.

Trails It's all about the trails! Respondents love the variety, proximity, and abundance of trails in NEMBA states, often citing them as their favorite part of riding. While there's interest in more connected networks and modern flow trails, the value of existing "old school techie" trails and their maintenance remains strong. Improved signage, mapping, and online trail info are also key priorities.

Advocacy & Community A desired focus on diversity and inclusivity, eMTB, events and relationships with land managers were common themes.

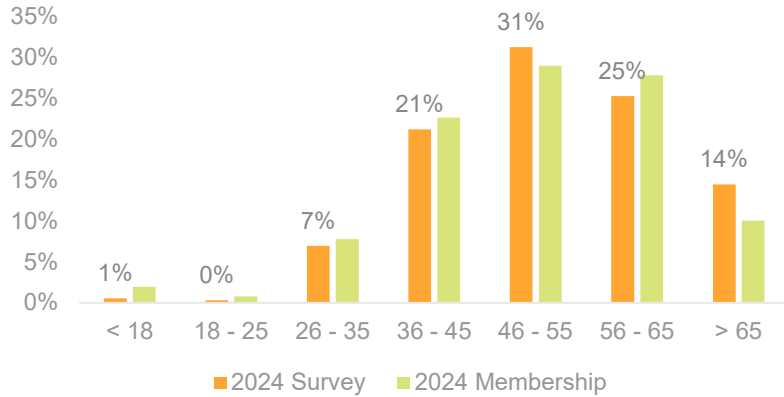


DEMOGRAPHICS

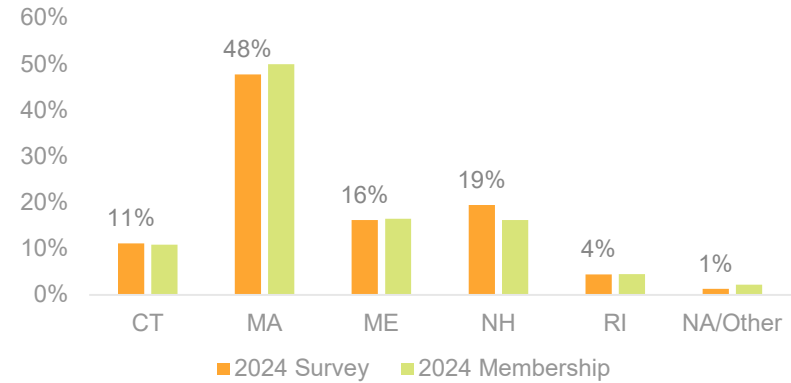
A Representative Sample

Respondents reflected NEMBA's membership by age, state, chapter, and gender, though only 16% identified as female, and fewer than 10% were under 35.

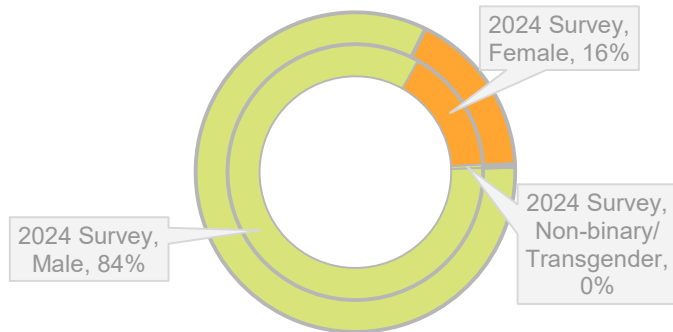
Age



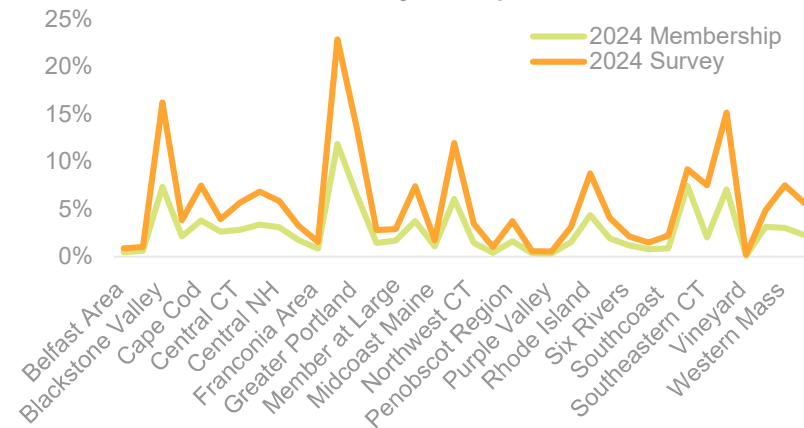
Home State



Gender Identity



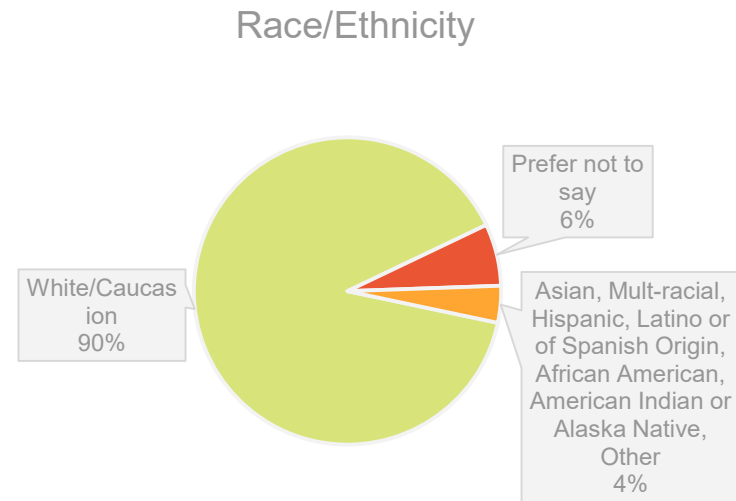
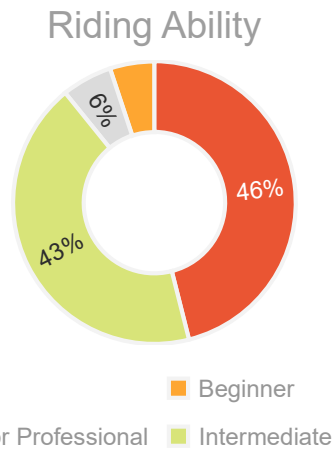
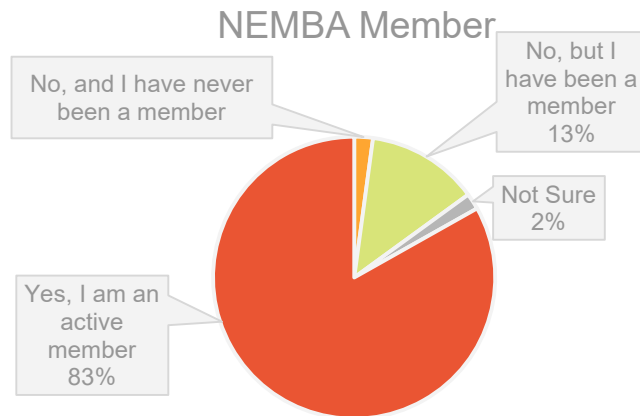
Primary Chapter



DEMOGRAPHICS

continued

Just 4% of respondents identified as non-white, highlighting an opportunity and responsibility for NEMBA to engage a more diverse audience. Only 5% of respondents identified as beginner cyclists limiting insights into this important group.

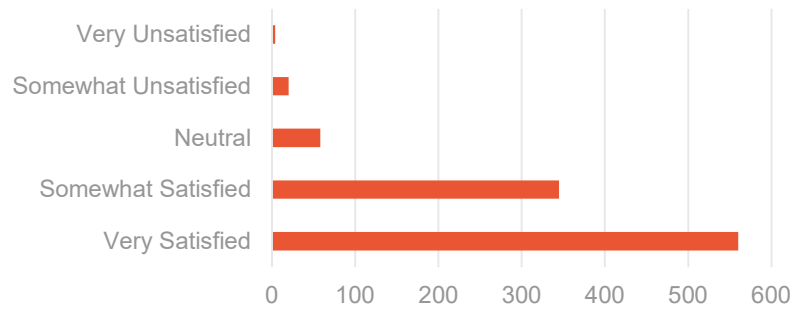


SATISFACTION

High Satisfaction Rates

92% of survey respondents are satisfied or very satisfied with mountain biking in New England, due to the density and variety of quality local trails. Satisfaction is consistent across states. While few respondents cite flow trails as a favorite aspect of riding, requests for these types of trails ranks high.

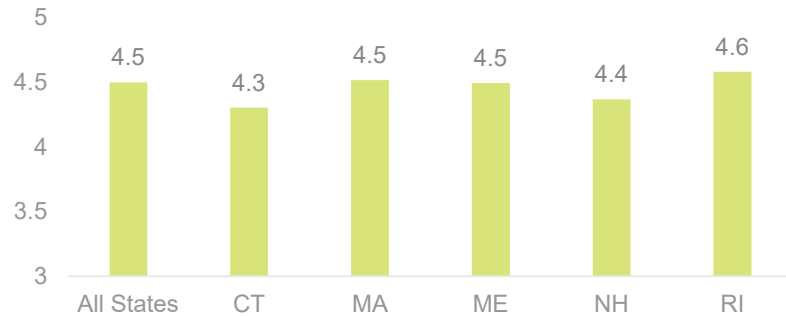
Overall, how satisfied are you with mountain biking in ME, NH, MA, CT, RI?



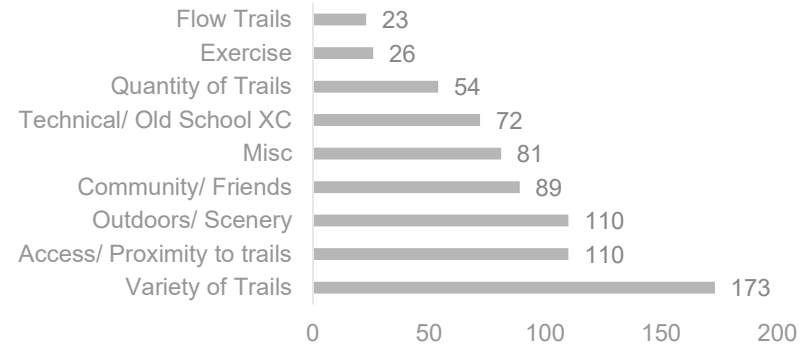
How satisfied are you with each of the following?



Overall, how satisfied are you with mountain biking in ME, NH, MA, CT, RI?



What is your favorite part of mountain biking in ME, NH, MA, CT, RI??

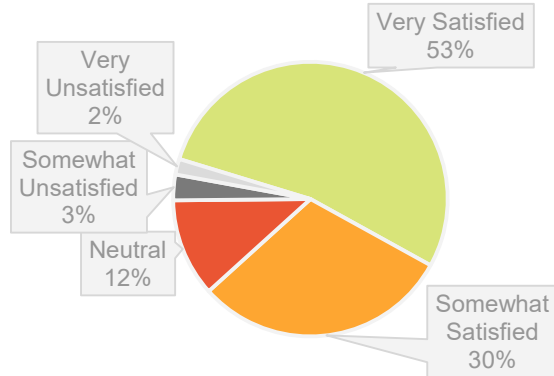


NEMBA

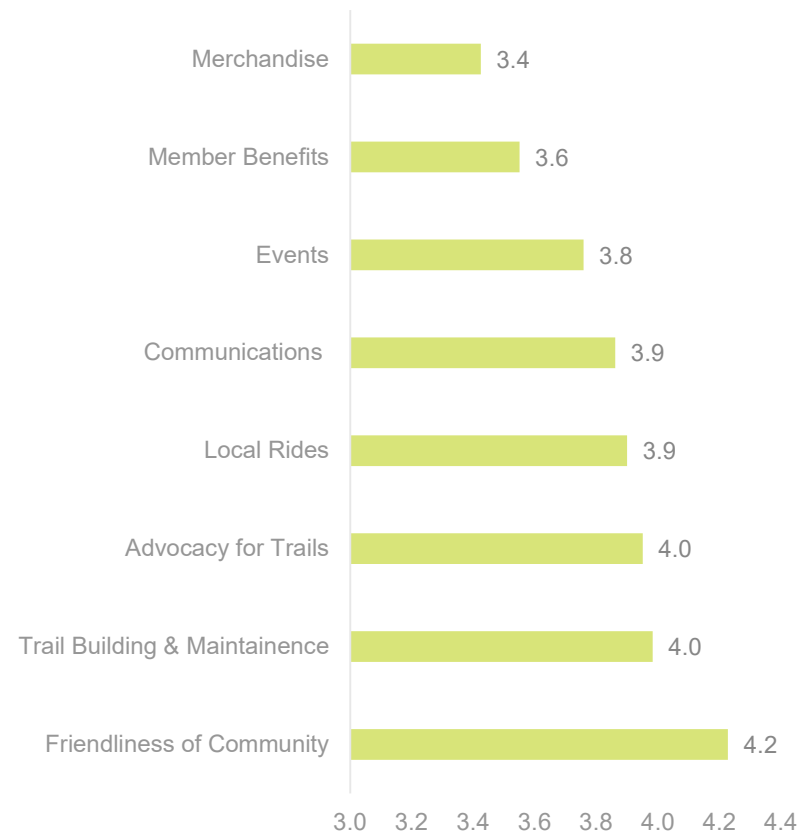
Trails. Advocacy. Community

83% of respondents were satisfied or very satisfied with NEMBA, especially in NEMBA's core focus areas of trails, advocacy, and community. NEMBA can enhance merchandise, member benefits, communications, and events.

Overall, how satisfied are you with NEMBA?



How satisfied are you with each of the following elements of NEMBA?

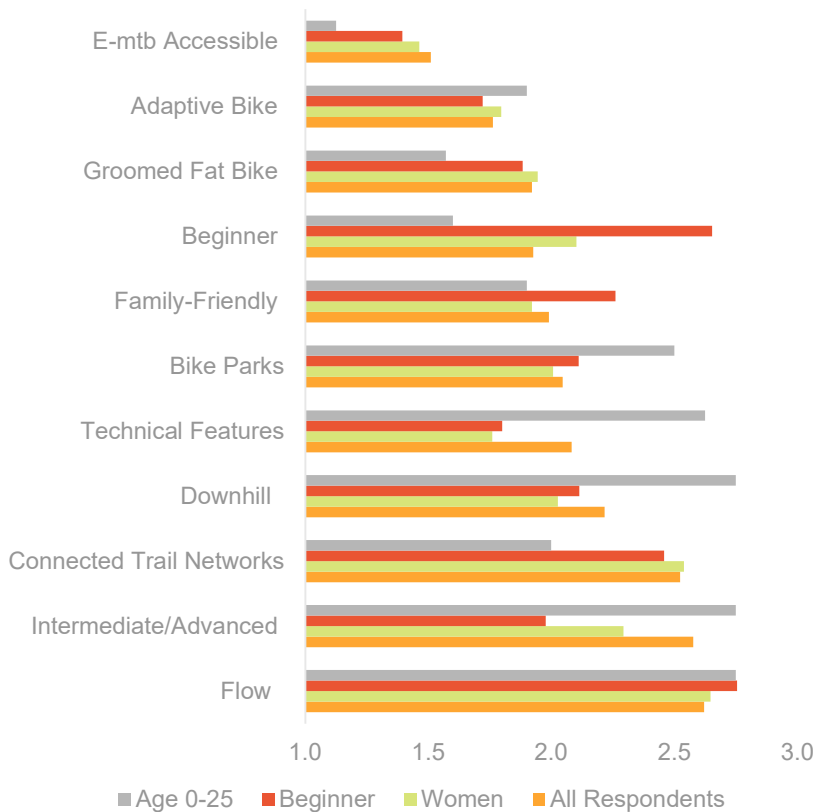


FUTURE

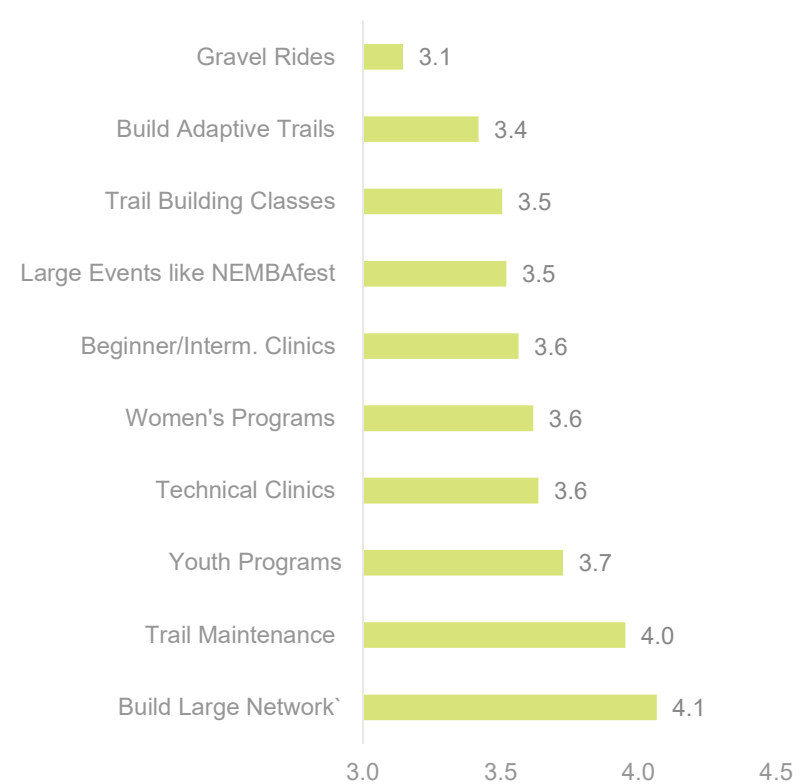
Trail Trends

Respondents want NEMBA to prioritize connected networks and contemporary trail types like flow, technical and downhill. Women's preferences matched the average, while young adults' interests veered towards bike parks, technical features, and downhill trails. Respondents want NEMBA to prioritize trail-work over programming.

How interested are you in seeing more of these types of trails built in MA, ME, CT, RI, N?



How much should NEMBA do of the following in the future?



SUGGESTIONS

Open-ended response

“If you could make one improvement to mountain biking in MA, NH, ME, CT and RI, what would it be?”

Trail Expansion & Connectivity: 144 mentions

Respondents requested more trails, better connectivity between existing networks, and new, larger trail systems similar to Kingdom Trails.

Trail Maintenance & Quality: 98 mentions

Many expressed the need for managing erosion, clearing debris, and maintaining features, often before creating new trails.

Signage, Maps & Trail Information: 86 mentions

Riders frequently highlighted the need for improved signage, clearer trail maps, and better navigation aids. This includes marking trails by difficulty, providing standardized signs, and offering online route suggestions and up-to-date information on trail conditions.

Trail Variety & Features: 74 mentions

Respondents expressed a desire for more diverse trail types, including flow trails, technical features, beginner-friendly routes, and advanced terrain for skills progression. There was an interest in adding more jump lines, pump tracks, and features like drops and berms.

Accessibility & Inclusivity: 63 mentions

Calls for improved access included requests for better e-bike integration, urban trail accessibility, and features for adaptive riding. Respondents also wanted to see more community engagement and support for underrepresented groups in mountain biking, such as youth, women, and people of color.

Community & Events: 51 mentions

There was a desire for stronger community connections, more organized rides, skills clinics, and events.

Advocacy & Land Access: 43 mentions

Many suggested better advocacy for trail access, collaboration with landowners, and government engagement to secure more trail permissions and develop sustainable trails

SUGGESTIONS

Open-ended response

“What suggestions for improvements do you have for NEMBA?”

- 1. Trail Maintenance and Building** (67 mentions) – Suggestions were consistent with responses on the prior page.
- 2. Communication and Transparency** (30 mentions) – Respondents called for better communication across chapters, clearer updates on rides, trail work, events, and financial transparency regarding how membership fees are used.
- 3. Group Rides and Events** (25 mentions) – Requests included more group rides, including beginner-friendly rides, women-specific rides, consistent scheduling, and more events.
- 4. Youth and Community Engagement** (19 mentions) – There was a desire for more youth programs, involvement with schools, and outreach to attract younger riders and grow the community.
- 5. Advocacy and Government Relations** (18 mentions) – Improved partnerships with local governments, private landowners, and other organizations to expand trail access and build new trails were frequently cited.
- 6. Other Topics** – Other topics mentioned included more inclusivity and accessibility, supporting eMTB, a more user-friendly website with centralized event listings, and more family friendly and beginner options.



CONTACT

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SHARE FEEDBACK

Let us know what is working and what you would like to see improved. Contact us at office@nemba.org

