



A Child's First Ride

Report on Parents' Experiences
Teaching Their Children to Ride a Bike

April 2016

SCHWINN®

Riding a two-wheeled bike is an important and cherished milestone for parents and kids alike.

Parents are emotionally invested in the experience and view their child's success with joy and excitement. Each year in the U.S., nearly 4 million children reach their 5th birthdays. On average, children receive their first bikes at 5½ years, most often as birthday gifts. They learn to ride in driveways, on sidewalks, and in parking lots in their neighborhoods. They are taught to ride by parents who worry — a lot — about teaching their children to ride.

In the Fall of 2015, Schwinn® commissioned Trifecta Research to survey 500 parents across the U.S. about their experiences teaching their young children to ride bikes. This report is a summary of key findings from the parent survey.

Who Was Surveyed

- 500 parents of children ages 5-12 who own and ride bicycles
- Survey conducted online in the Fall of 2015
- Parents ranged from millennials to baby-boomers
- Equal proportions of boys and girls of different ages
- Nationwide sample

Quick Facts About First Bikes

- On average, children first learn to ride at age 5½
- Median time spent learning to ride is 3-4 weeks
- By age 6½, the average kid is ready for a second bike
- Kids ride bikes 4.7 times a week, on average
- 29% of kids ride their bikes every day
- Schwinn® is one of the top bike brands for children

Bike riding is an activity for the whole family...

More often than not, kids ride their bikes with others — parents, friends, or siblings.

Who A Child Rides With



Kids ride their bikes:

75% around the neighborhood

53% to the park

39% to friends' houses

19% to school

Parents of bike-riding kids ride:

91% for leisure

69% for exercise



89% of parents ride bikes if their children do, too

...and teaching a child to ride is a responsibility nearly all parents take very seriously.

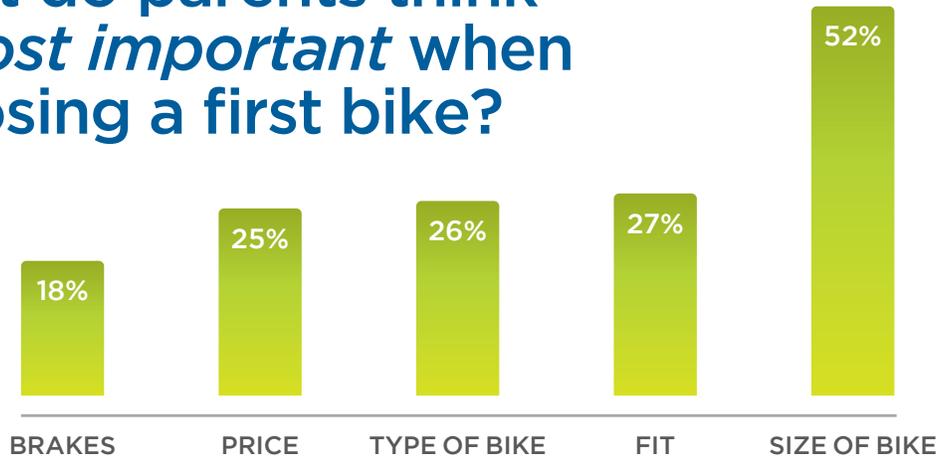
Most parents are confident they can teach their children how to ride a bike and most look forward to the experience. However:

72% think teaching their children to ride is one of the most important skills they will ever teach them

55% worry about it

36% wish someone else would do the teaching

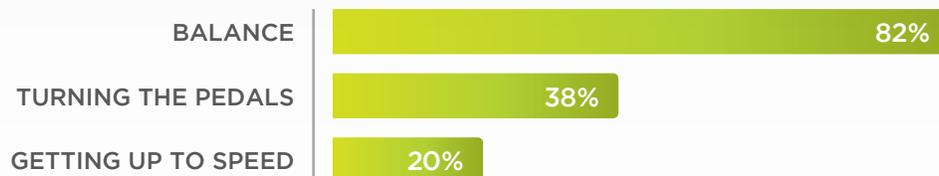
What do parents think is *most important* when choosing a first bike?



What are the challenges?

Learning to ride a two-wheeler means mastering balance, pedal turning, and getting up to speed. About 40% of parents acknowledge that different physical features of a bike could have shortened the length of time it took their child to learn to ride.

Child's Biggest Challenges in Learning to Ride



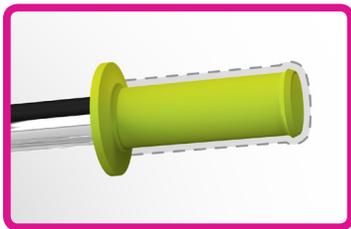
What Might Have Helped A Child Learn to Ride More Quickly



How is Schwinn® addressing parents' need for an easier, less anxiety-provoking way to teach children to ride?

Schwinn® launched SmartStart™ in Spring 2016. SmartStart™ is not just a scaled-down adult bike. SmartStart™ eases the pain points parents associate with children learning to ride:

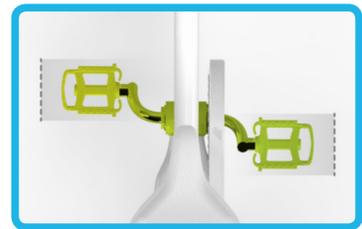
- Designed to fit a child's proportions, creating a more comfortable ride
- Reduced overall weight for a stable, balanced ride that builds confidence
- Pedal position moved forward to improve leverage and allow for growth
- Gear ratios adjusted to make it easier to get up-to-speed



Grips are smaller for small hands



Seats are designed to support a child's proportions



Geometry matches pedal width to a child's hip width



SMARTSTART™

For more information, check out our website:
www.SchwinnSmartStart.com

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