

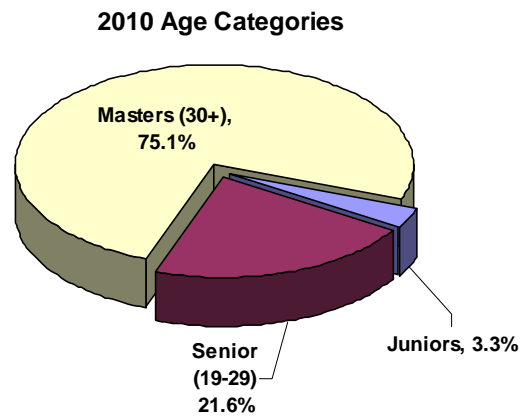
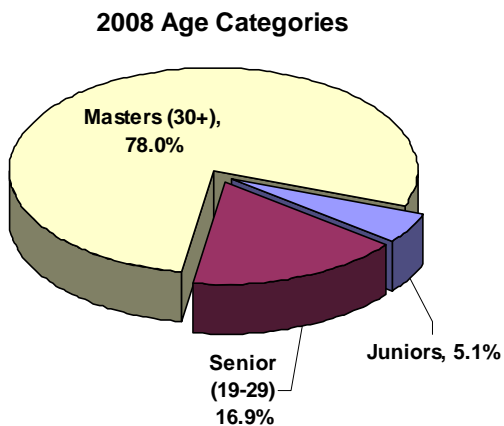
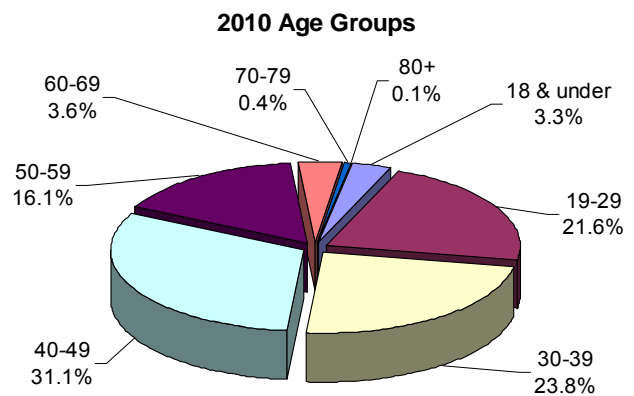
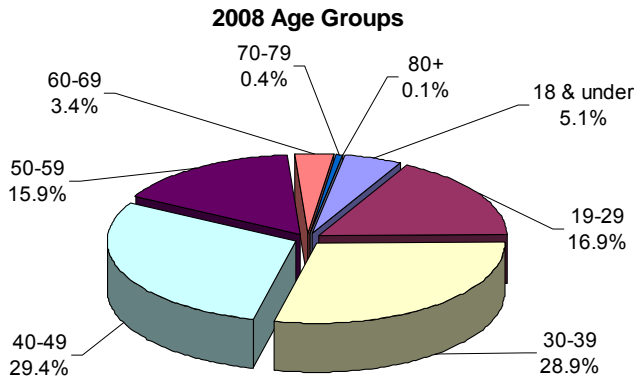
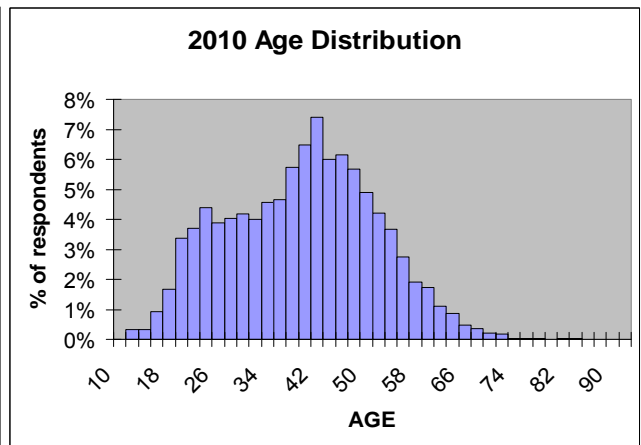
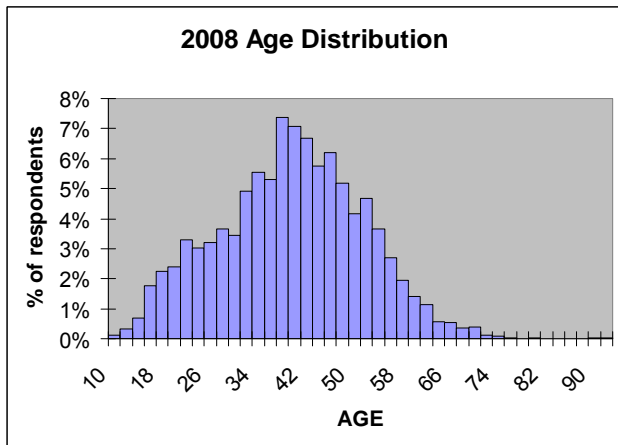
2010 USA CYCLING MEMBER SURVEY RESULTS

Section I: Demographics

(w/2008 comparison)

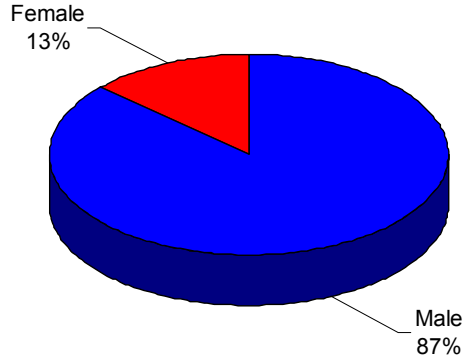
What is your age?

(Respondents: 2008: 4717, 2010: 5039)

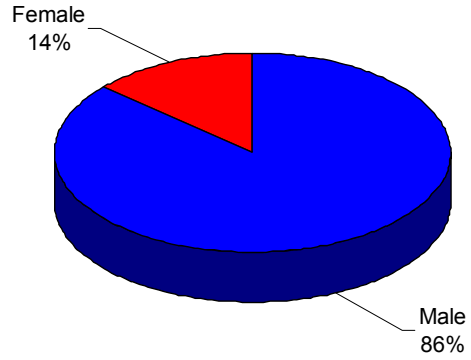


What is your Gender?
 (Respondents: 2008: 4717, 2010: 5041)

2008 Gender distribution

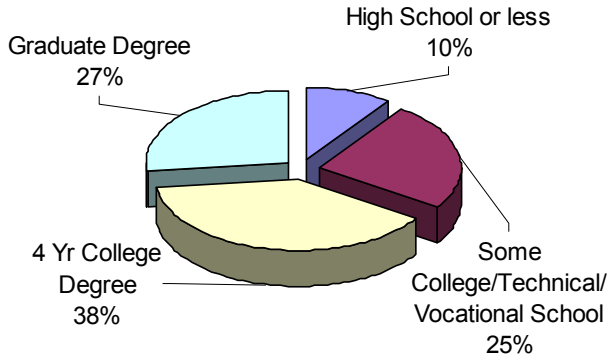


2010 Gender distribution

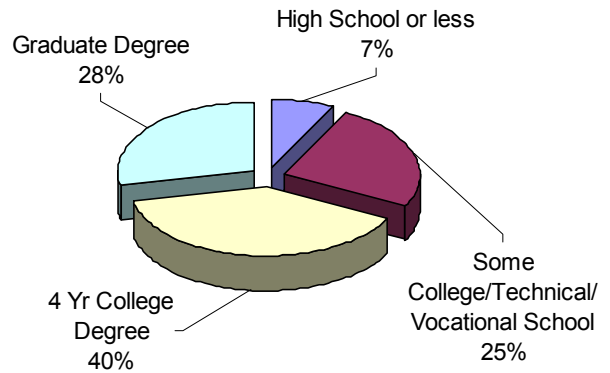


What is your highest level of Education?
 (Respondents: 2008: 4646, 2010: 4889)

2008 Level of Education



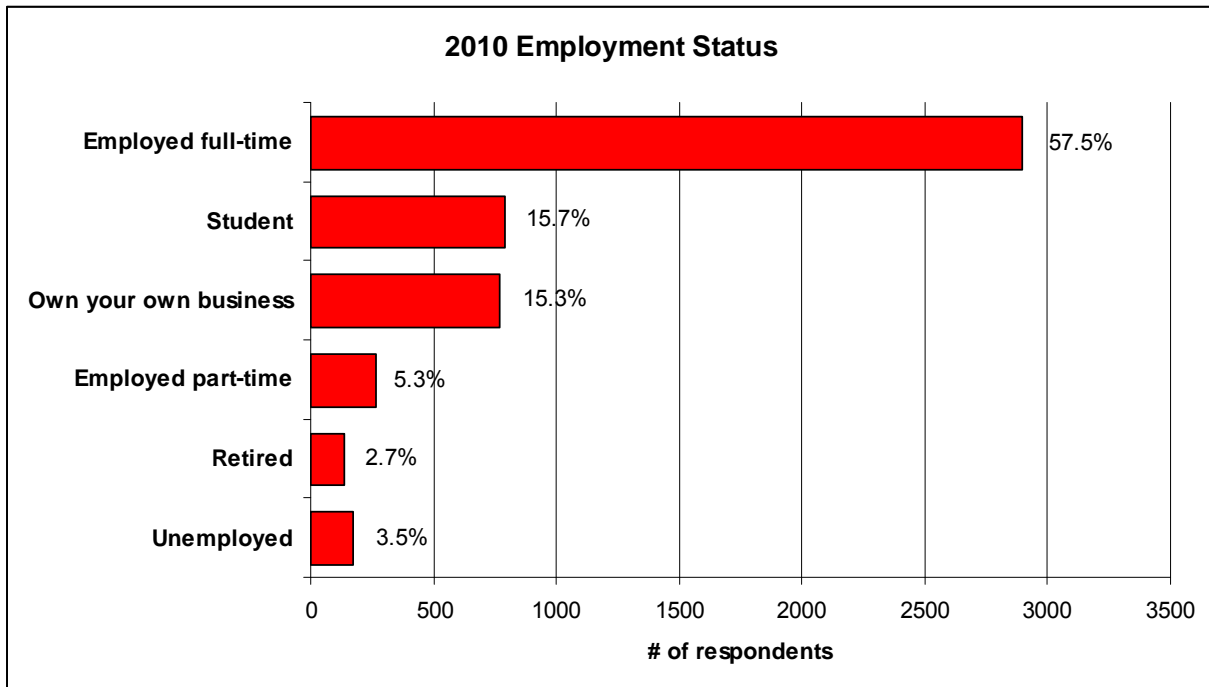
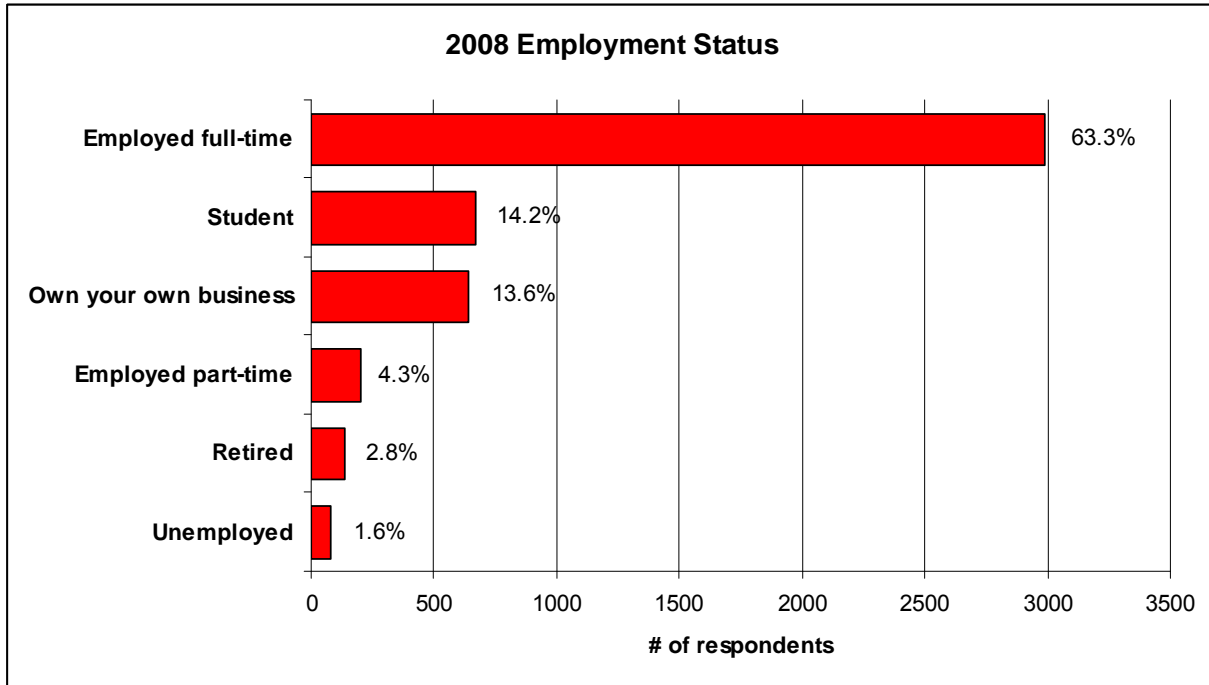
2010 Level of Education



What is your present Employment status?

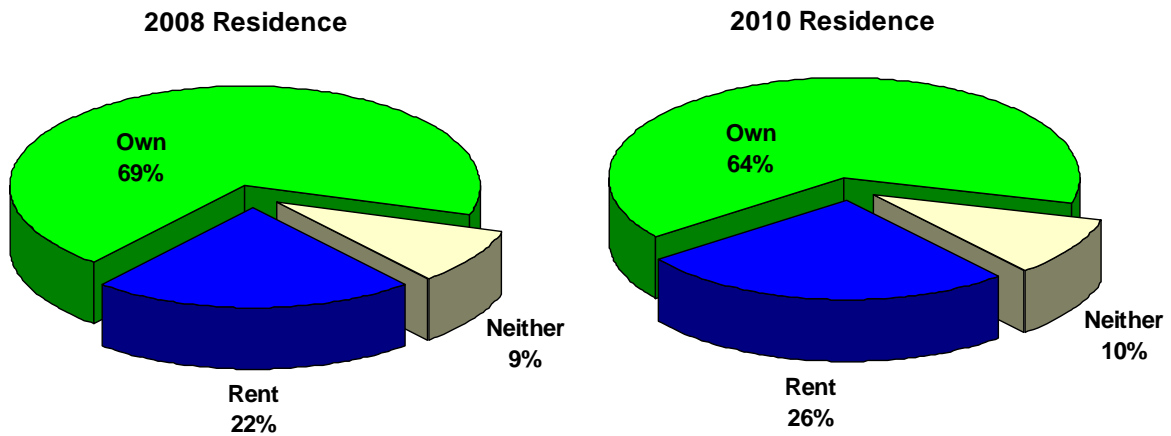
(Respondents: 2008: 4717, 2010: 5041)

	2008		2010		% Change
	Respondents	%	Respondents	%	
Employed full-time	2988.00	63.3%	2897.00	57.5%	-5.9% ▼
Student	671.00	14.2%	793.00	15.7%	1.5% ▲
Own your own business	642.00	13.6%	769.00	15.3%	1.6% ▲
Employed part-time	205.00	4.3%	269.00	5.3%	1.0% ▲
Retired	134.00	2.8%	138.00	2.7%	-0.1% -
Unemployed	77.00	1.6%	175.00	3.5%	1.8% ▲
Total	4717.00	100%	5041.00	100%	



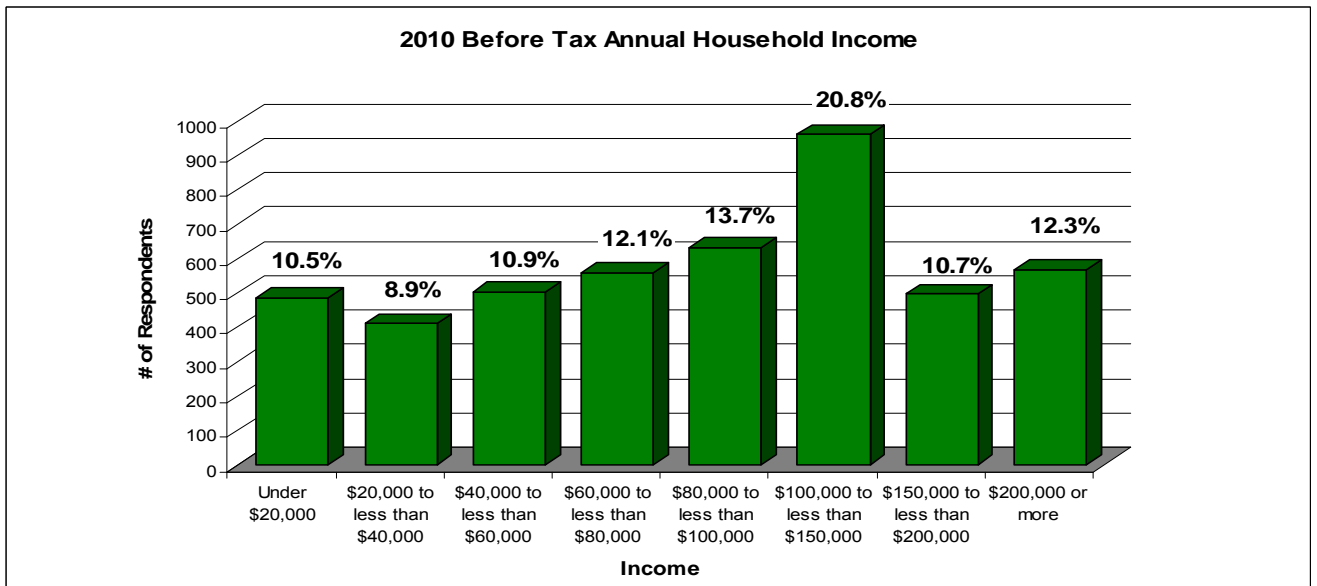
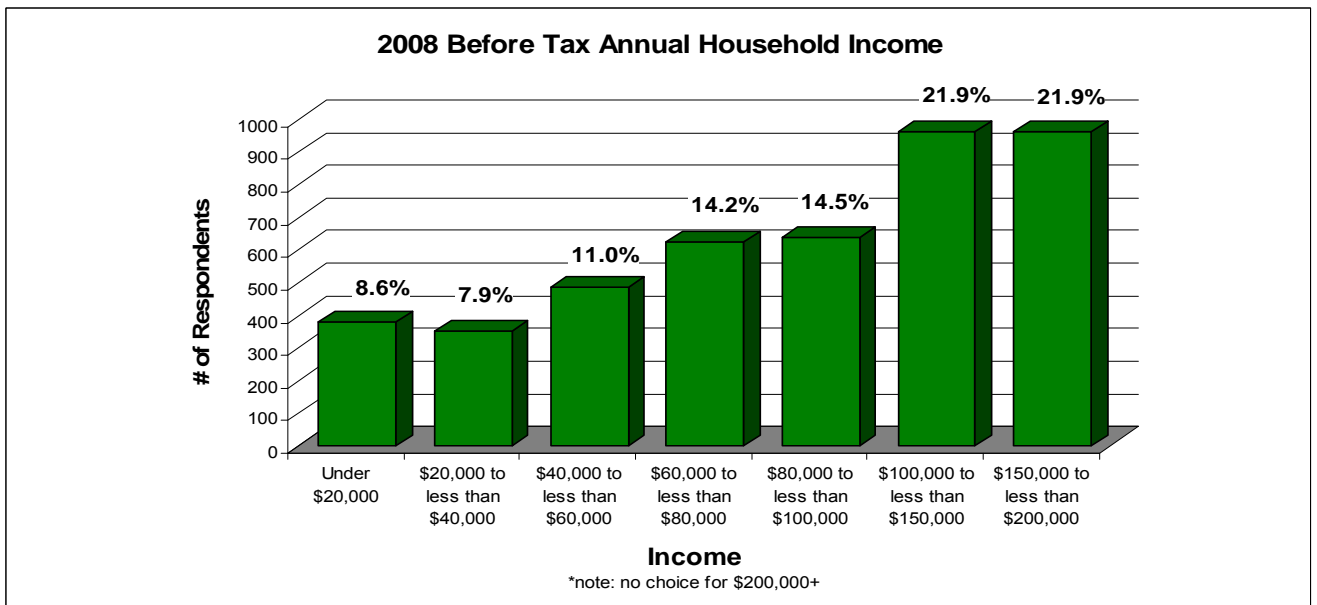
Do you own or rent your primary residence?

(Respondents: 2008: 4717, 2010: 5041)



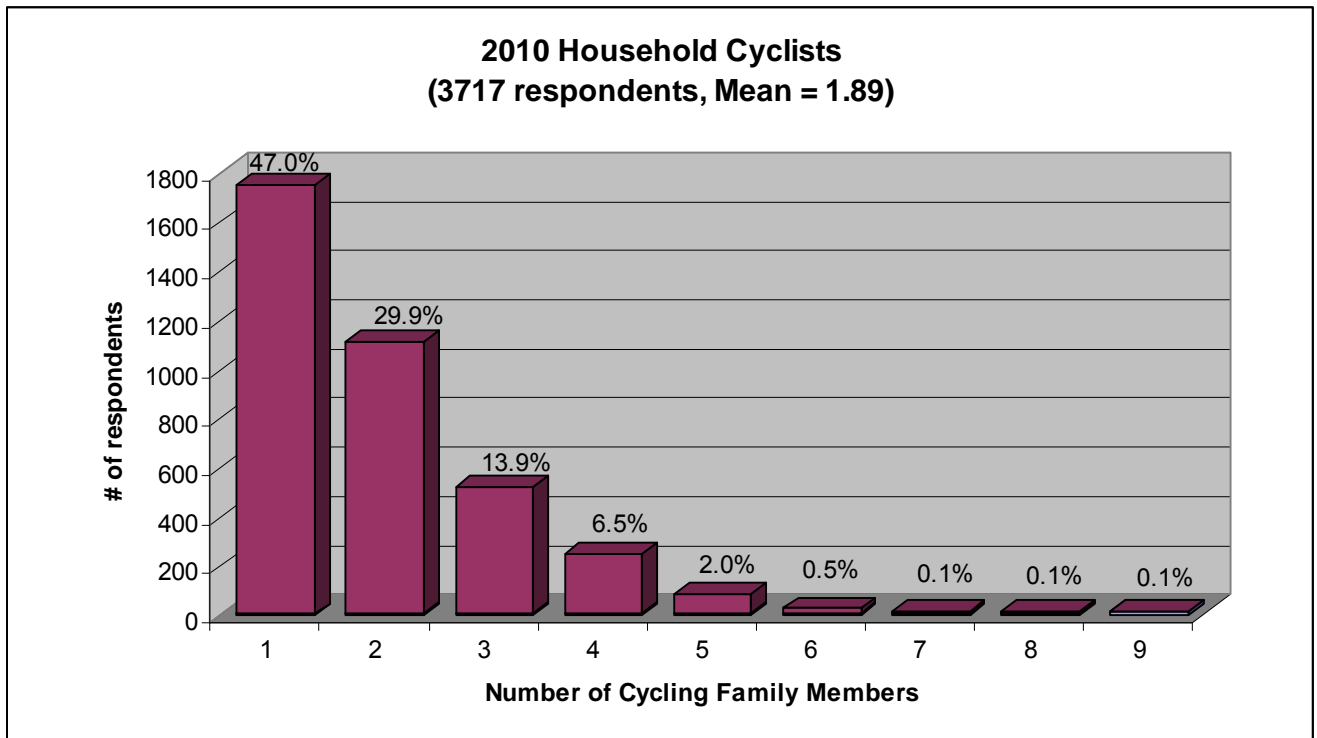
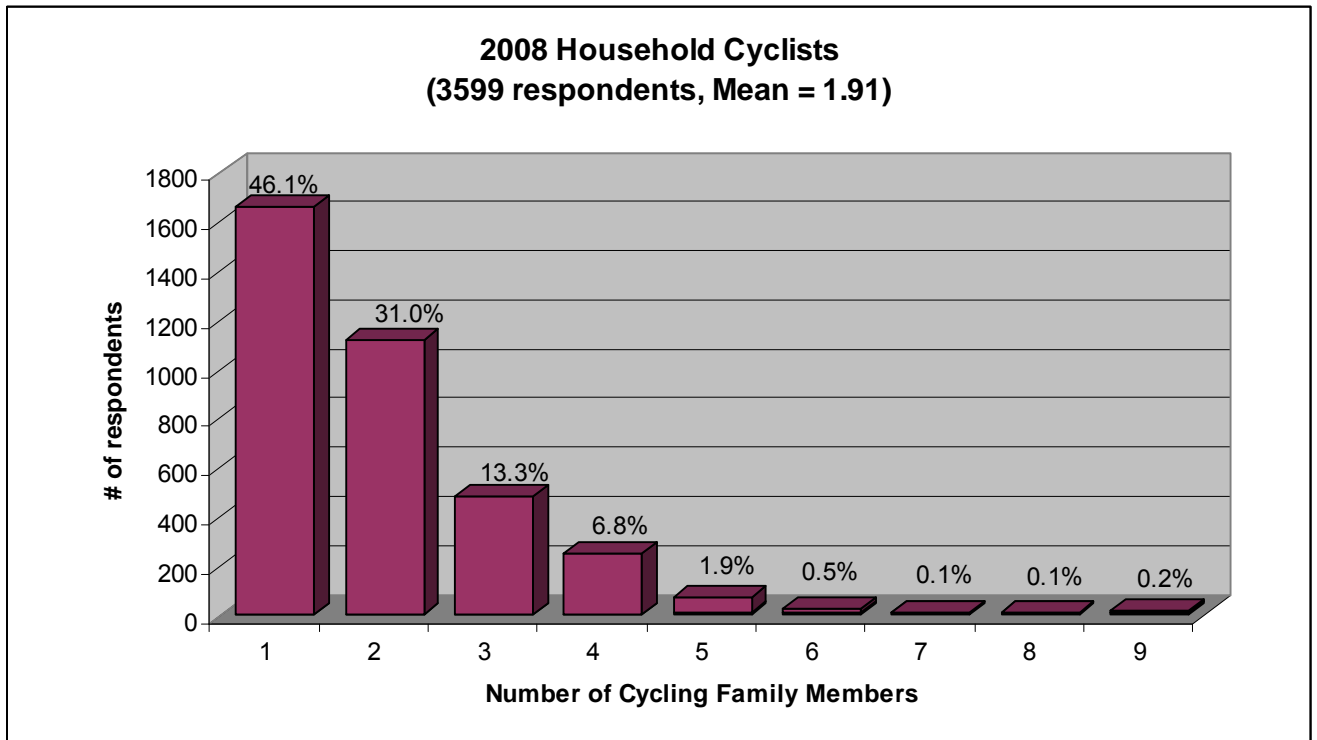
What is your yearly household income before taxes?

(Respondents: 2008: 4387, 2010: 4606)



How many people in your immediate family regularly ride a bicycle?

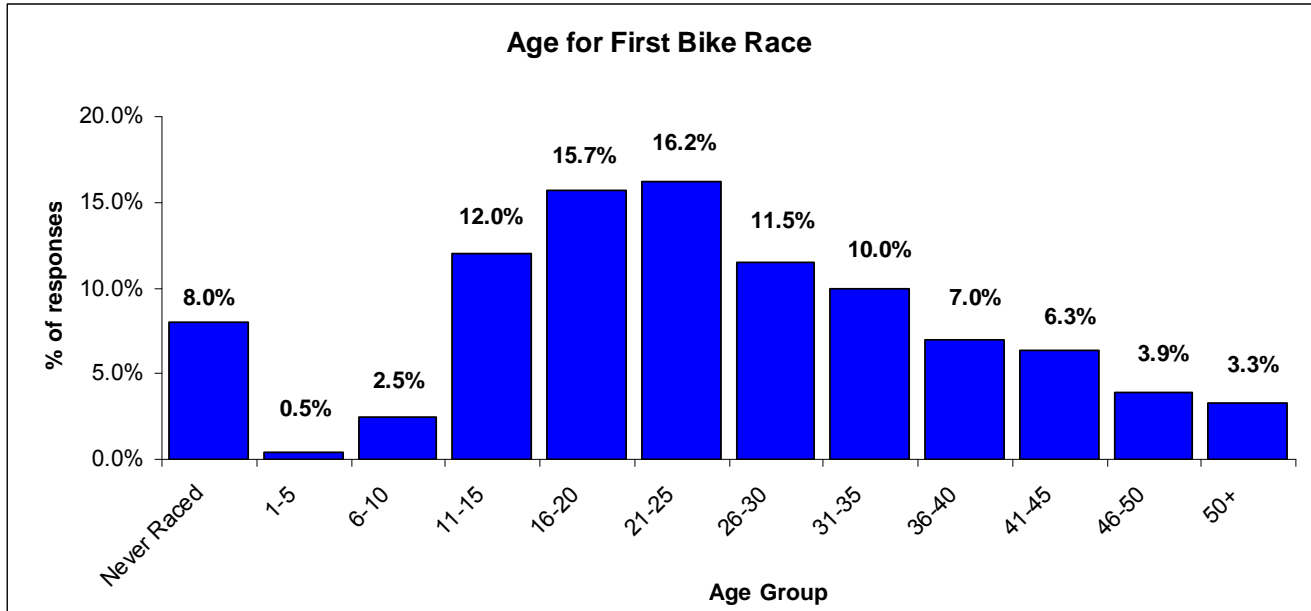
(Respondents: 2008: 3599, 2010: 3717)



Section II: Participation

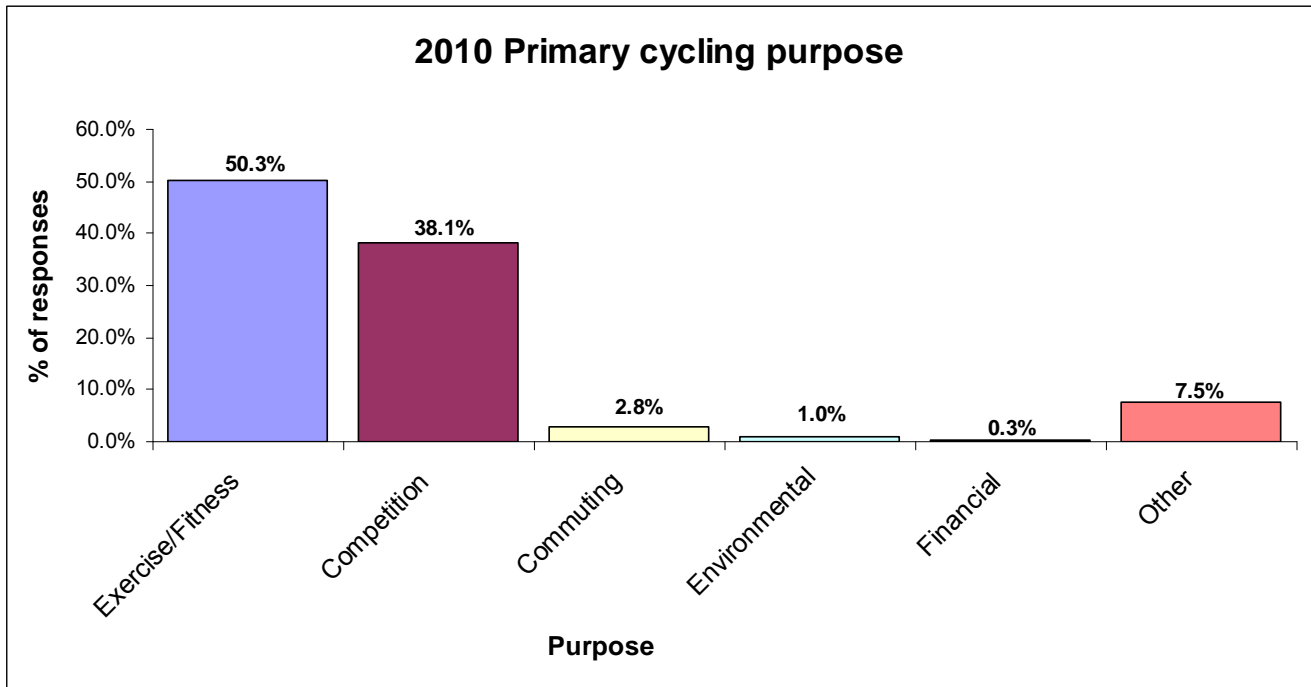
At what age did you compete in your first bike race?

(Respondents: 2010: 4880)



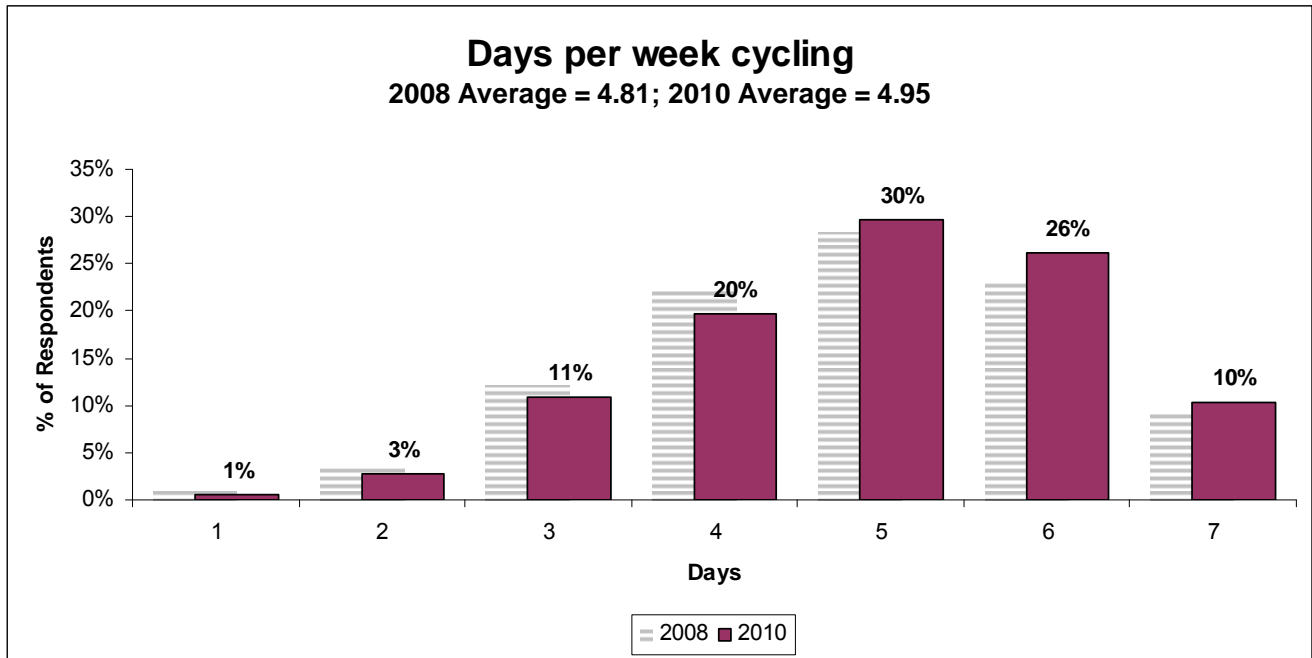
What is the primary reason you ride your bike?

(Respondents: 2008: 4613, 2010: 4853)



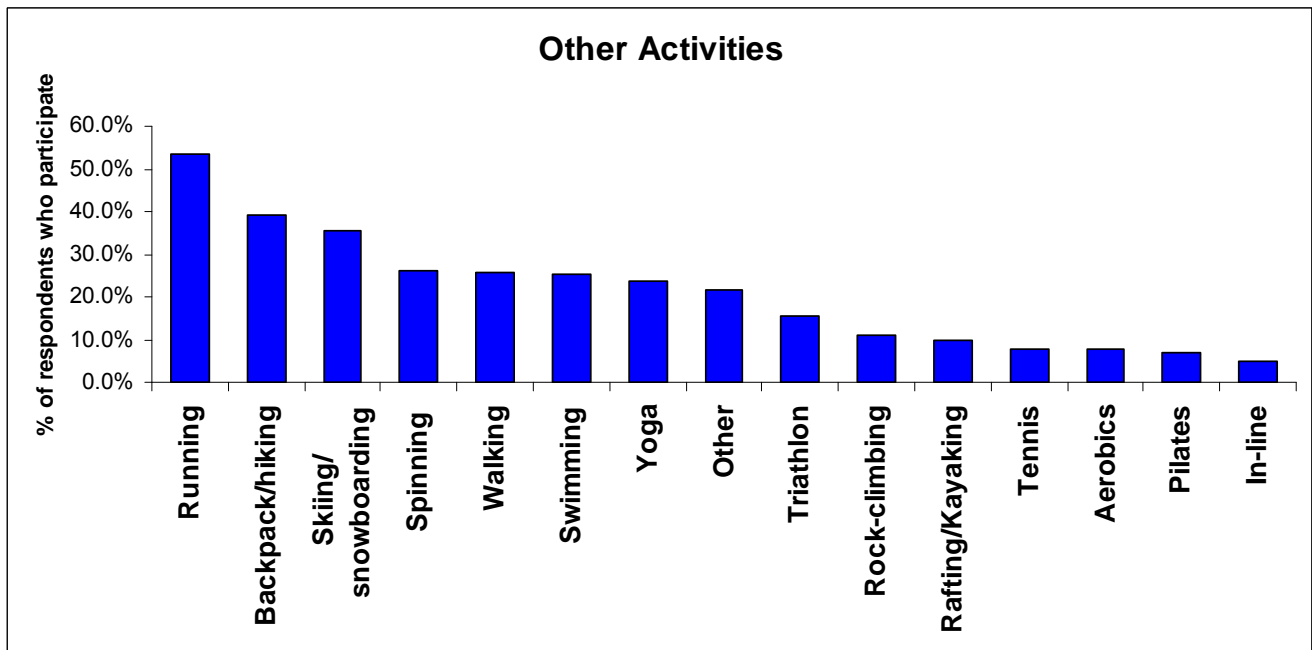
Approximately how many days a week do you ride your bike?

(Respondents: 2008: 4760, 2010: 4513)

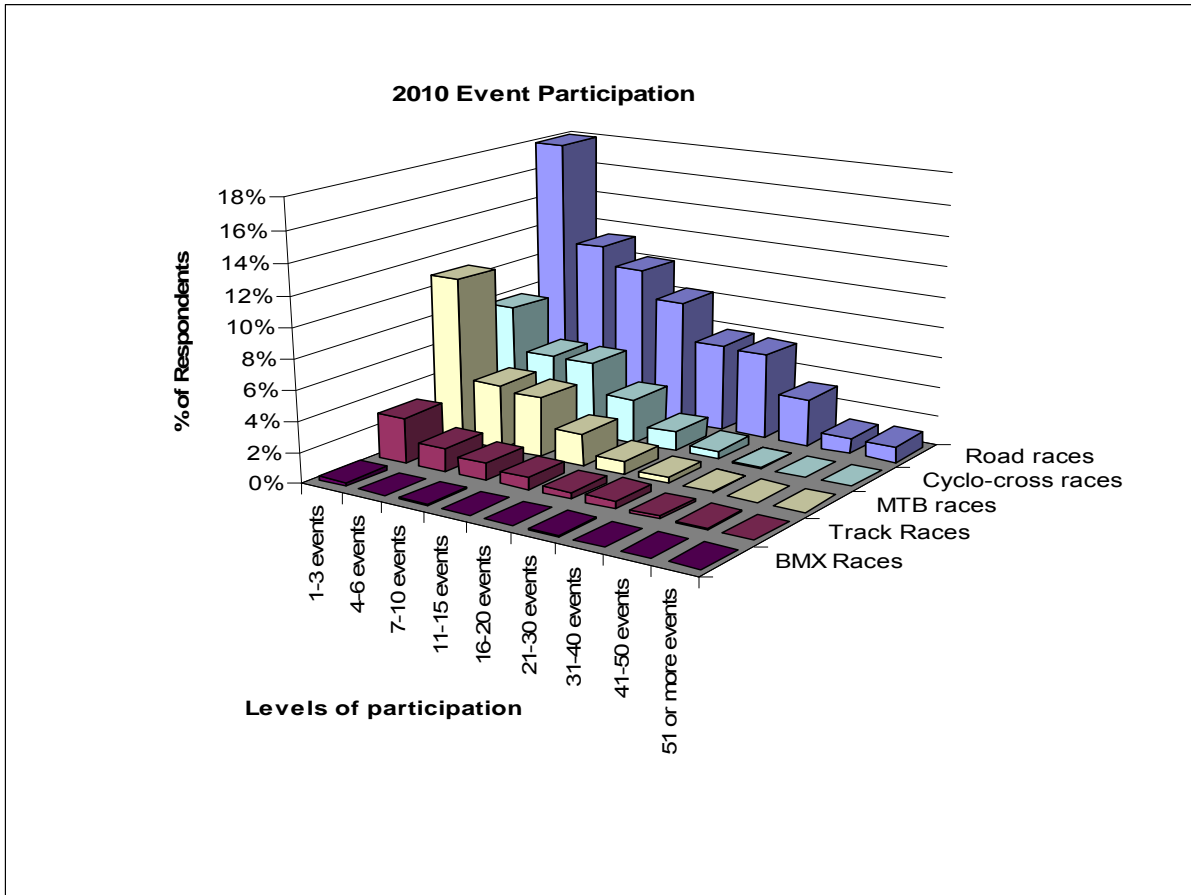


In which other fitness/exercise or cross-training activities do you participate?

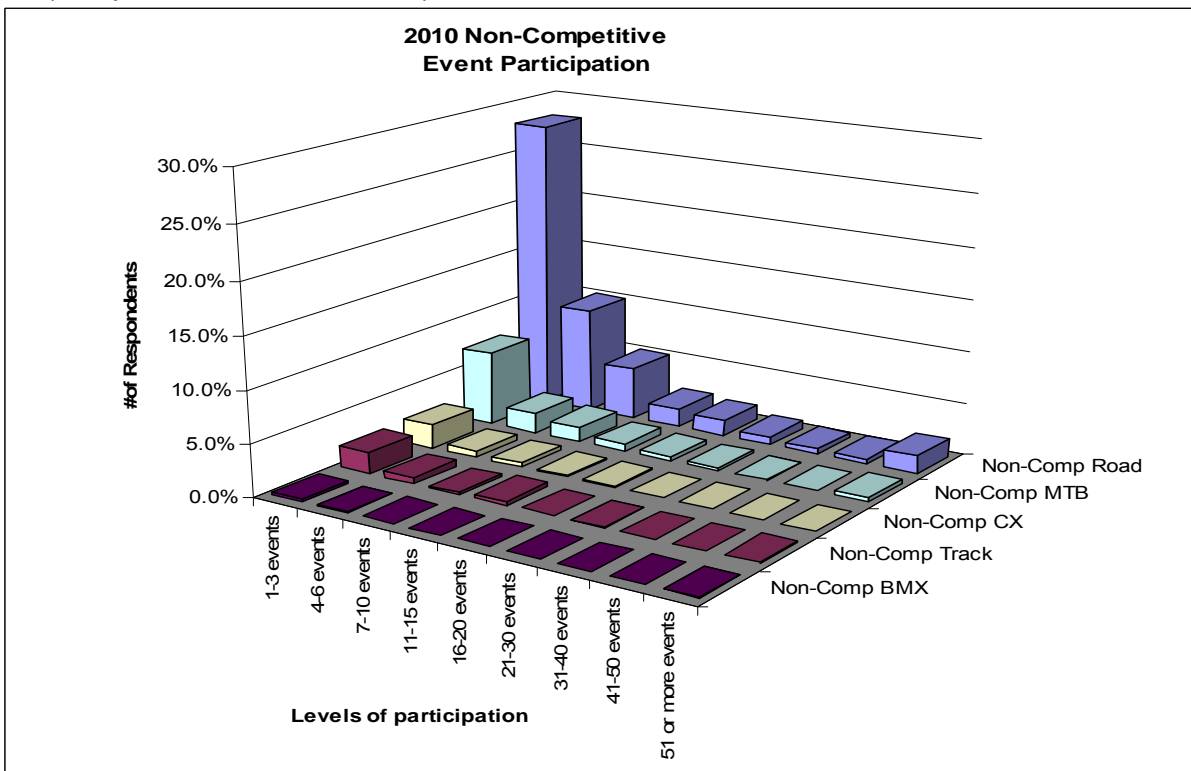
(Respondents: 2010: 4428)



How many USA Cycling competitive events did you compete in this past year?
 (Respondents: 2010: 4656)

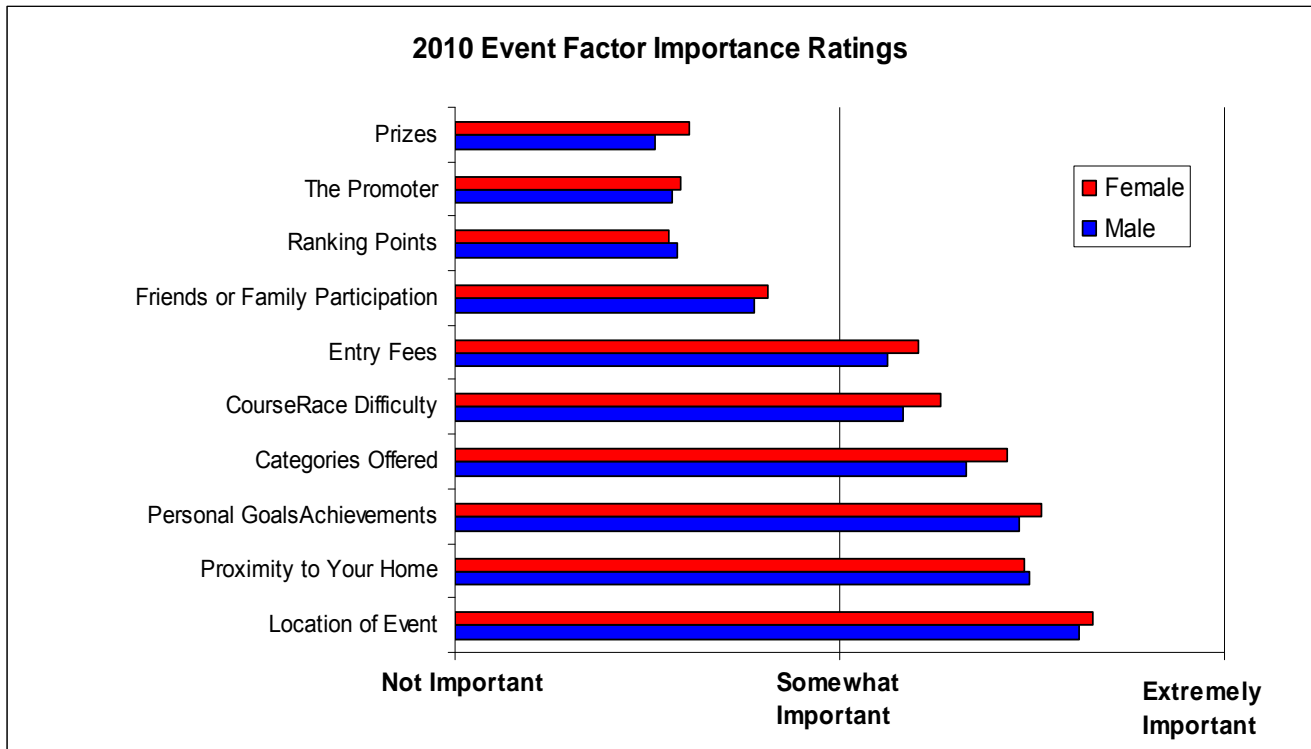


How many USA Cycling non-competitive events (fun rides, tours, camps) did you participate in during this past year?
 (Respondents: 2010: 4656)



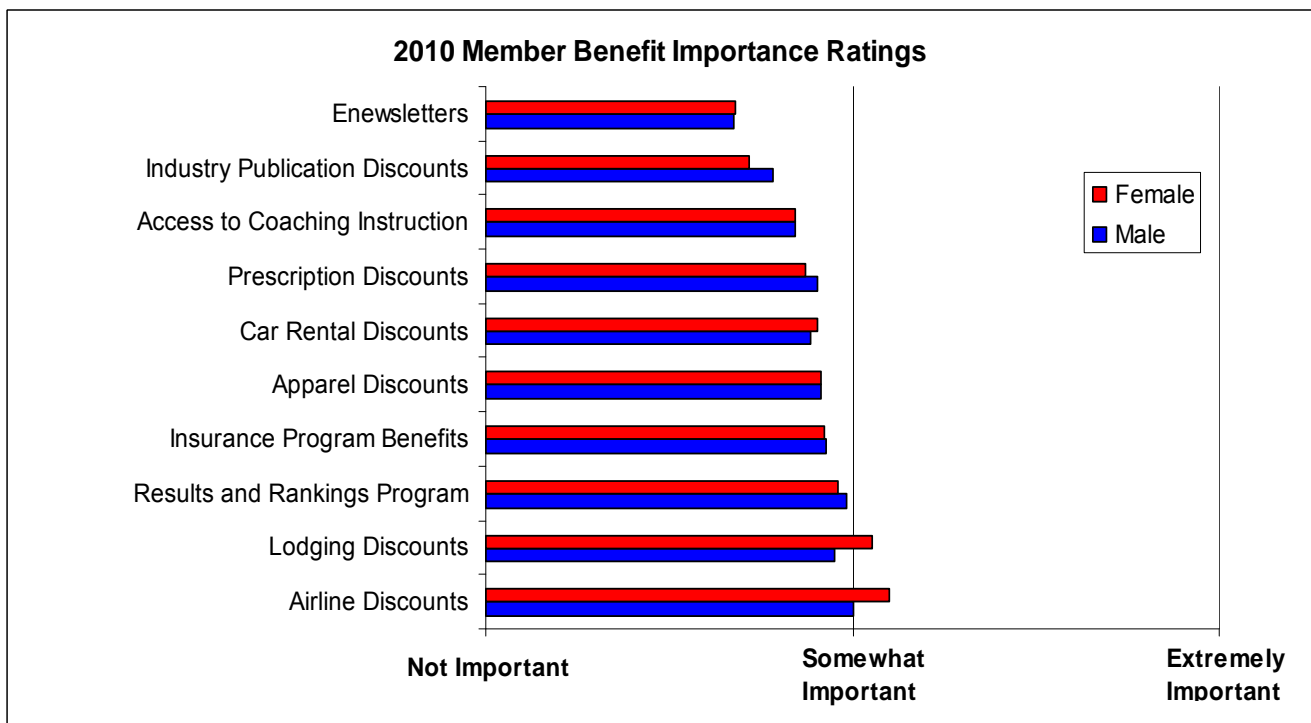
How do you rate the following event factors in terms of importance to you?

(Respondents: 2010: 4245)



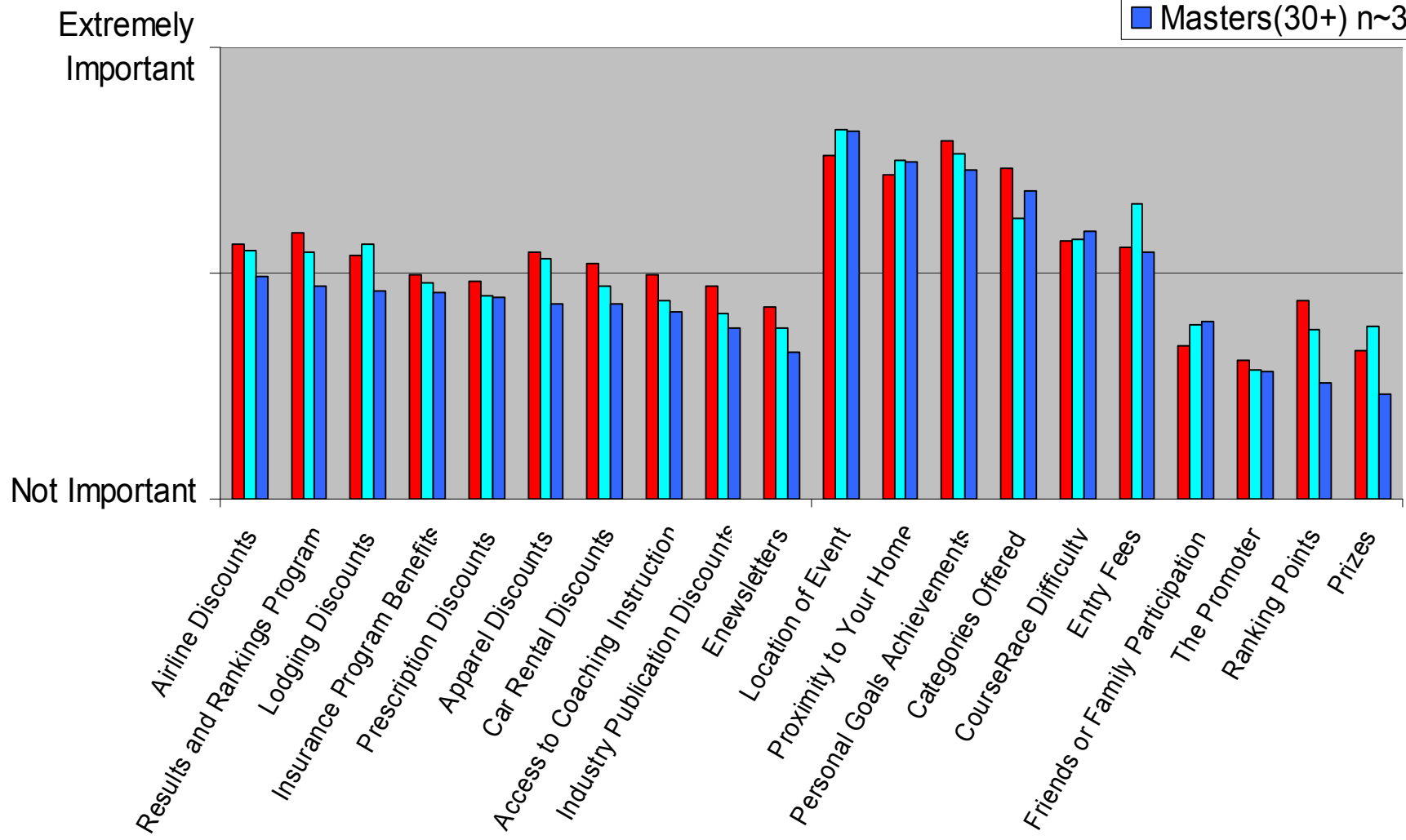
How do you rate the following benefits in terms of importance to you?

(Respondents: 2010: 4045)



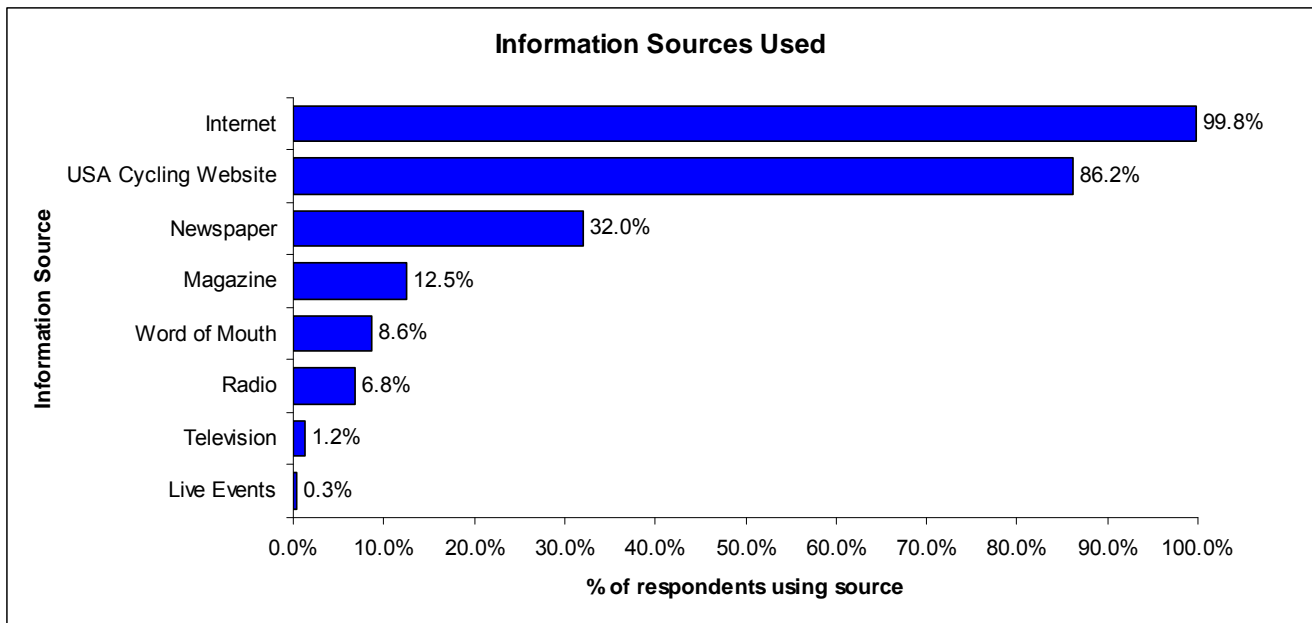
2010 Event Factor Importance Ratings

- Junior(18-) n~115
- Senior(19-29) n~800
- Masters(30+) n~3600

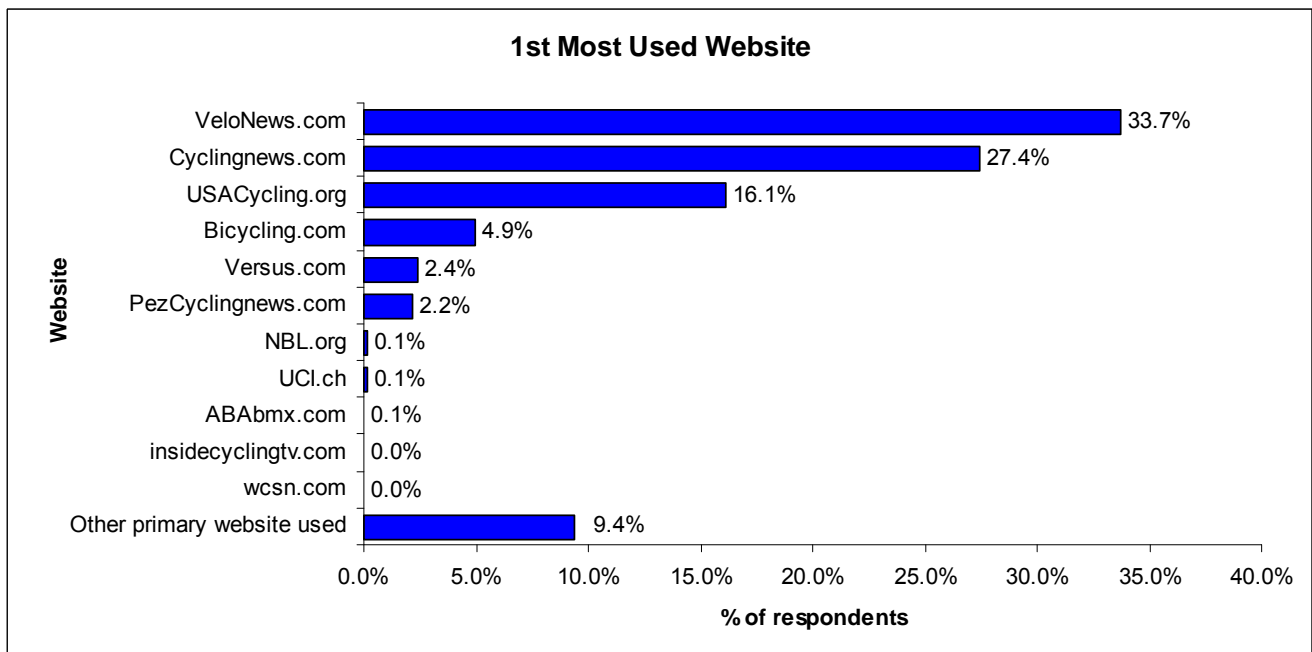


Section III: Media Information

What are your sources for cycling information?
(Respondents: 2010: 4558)

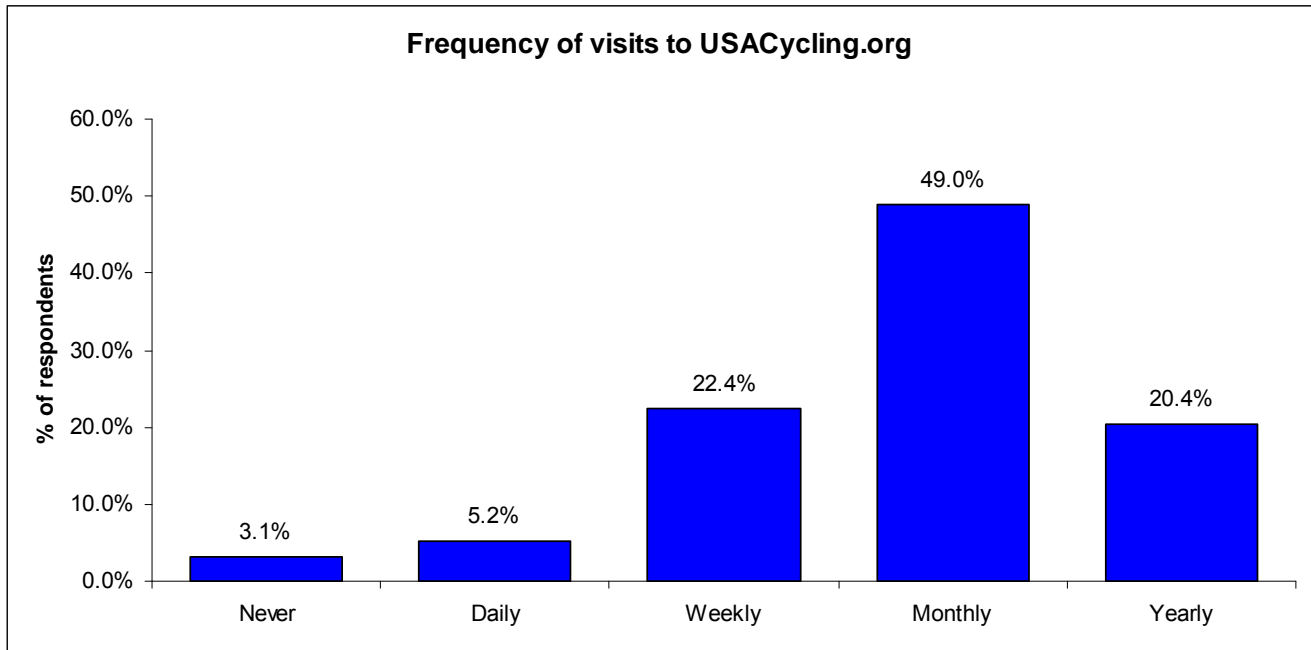


What is your First most utilized cycling website?
(Respondents: 2010: 4298)



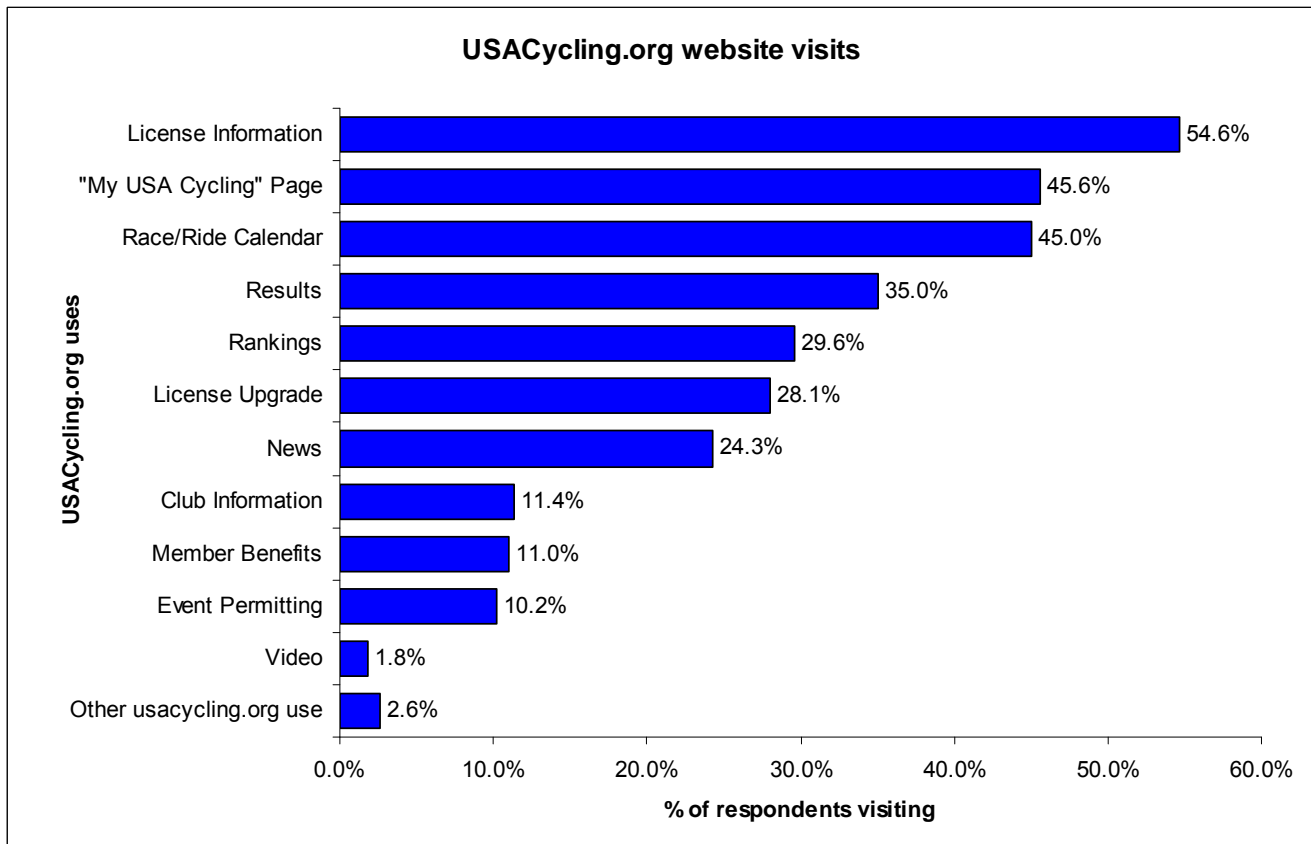
How often do you access the USA Cycling website?

(Respondents: 2010: 4406)



For what reasons do you visit the USA Cycling website?

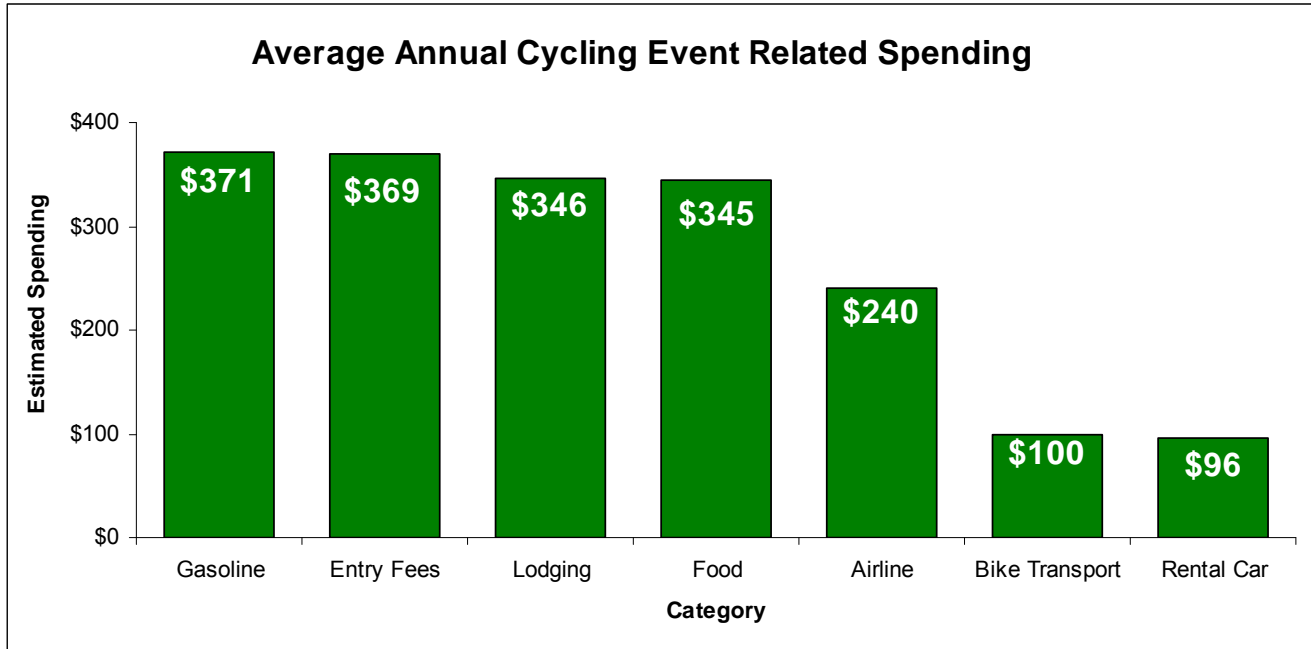
(Respondents: 2010: 4345)



Section IV: Consumer Information

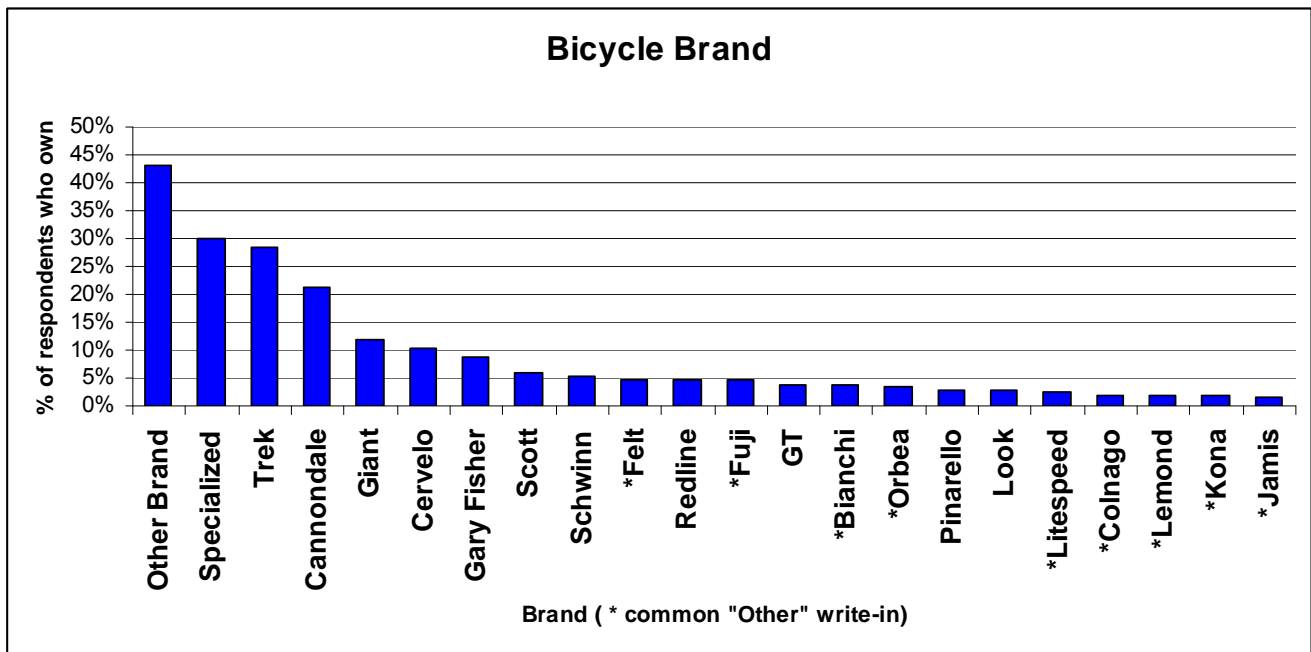
In the past year, how much did you spend on the following when participating in competitive and non-competitive cycling events?

(Respondents: 2010: 3546)



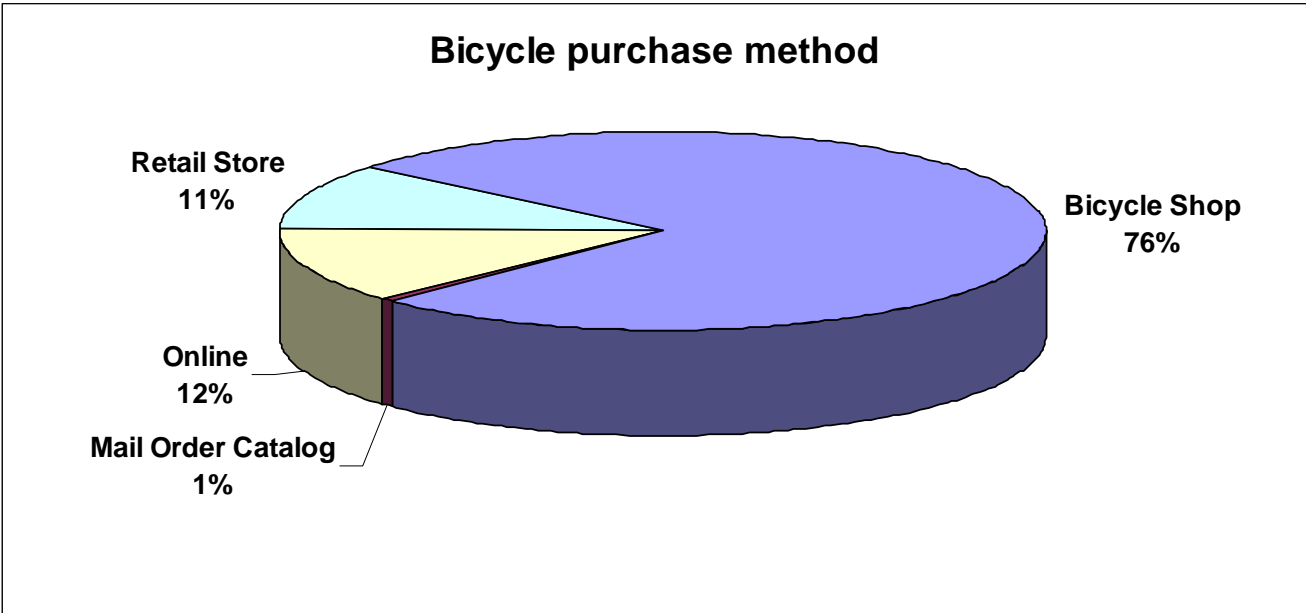
What brands of Bicycles do you own?

(Respondents: 2010: 4626)



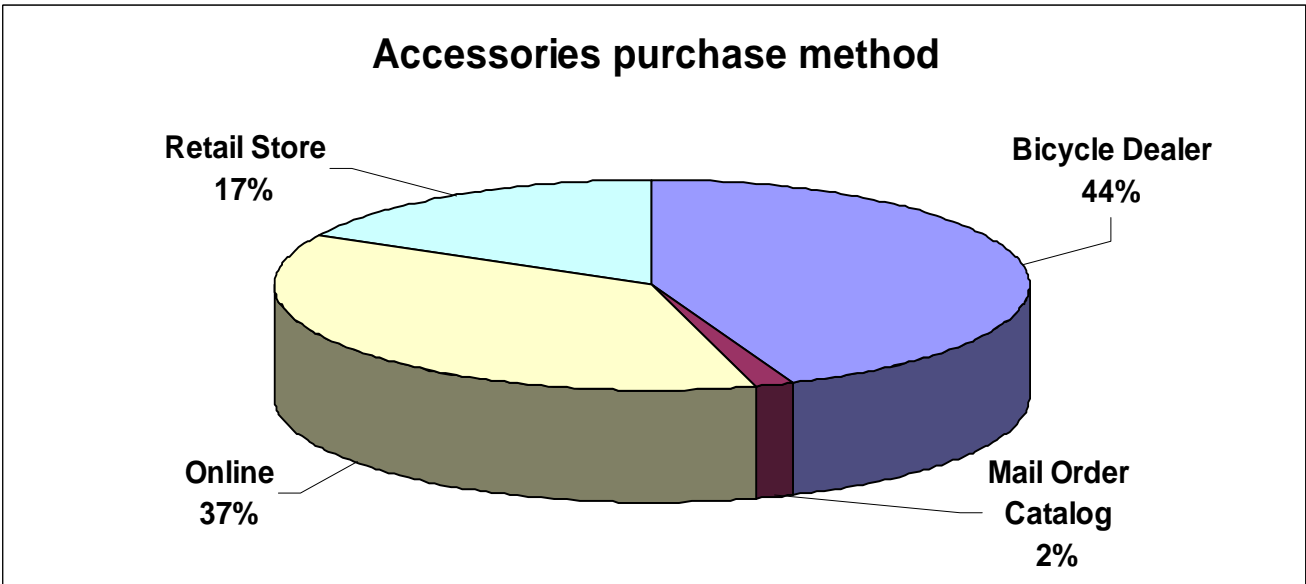
How do you typically purchase a bicycle?

(Respondents: 2010: 4183)



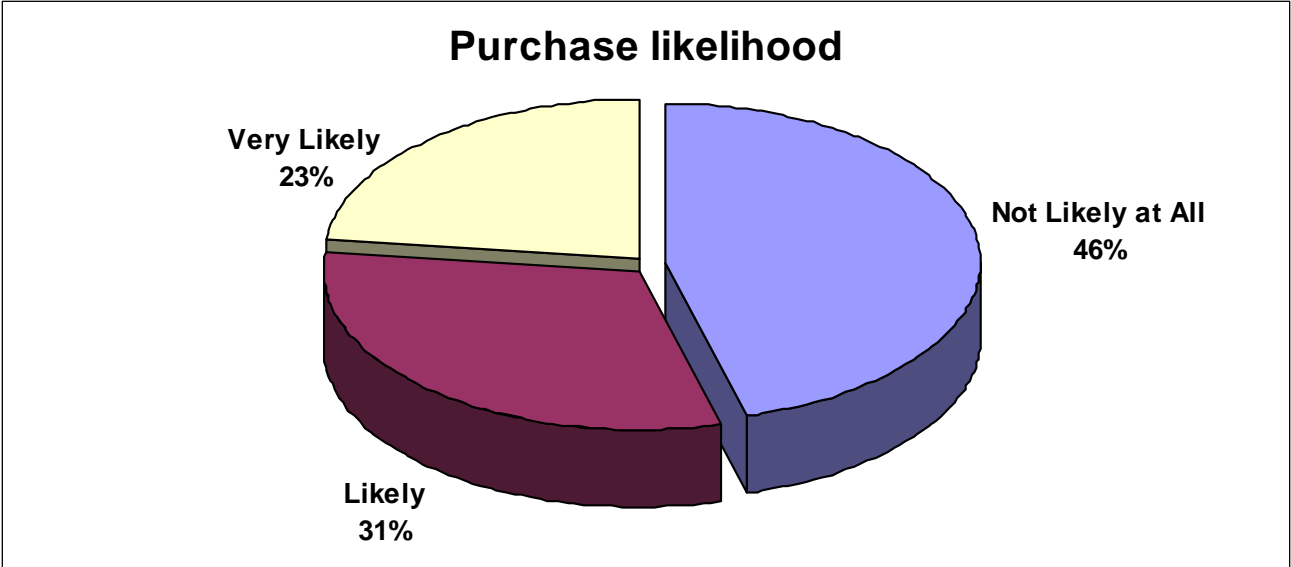
How do you typically purchase cycling accessories?

(Respondents: 2010: 4183)



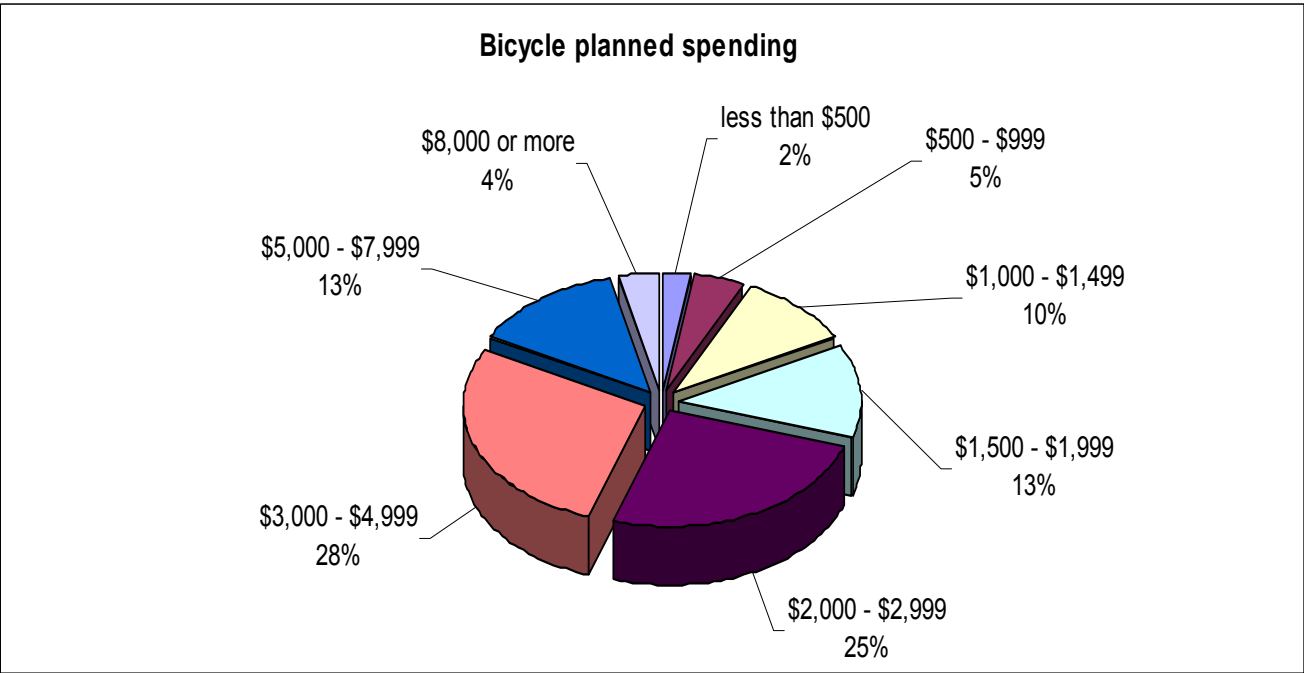
How likely are you to purchase a bike in the next year?

(Respondents: 2010: 4631)



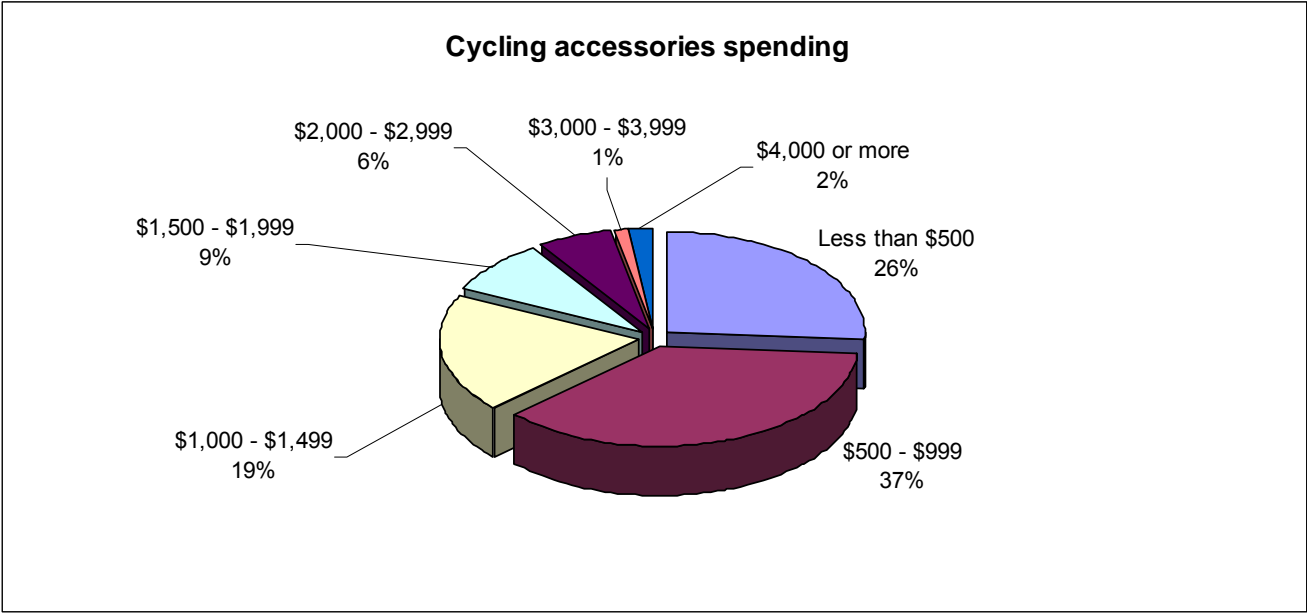
If you are purchasing a bike in the next year, how much do you plan to spend?

(Respondents: 2010: 3271)



How much do you spend on cycling accessories per year (shoes, tires, helmets, etc.)?

(Respondents: 2010: 4543)



How much do you spend per year on nutritional supplements (energy/recovery drinks, bars, gels, vitamins, etc.)?

(Respondents: 2010: 4547)

