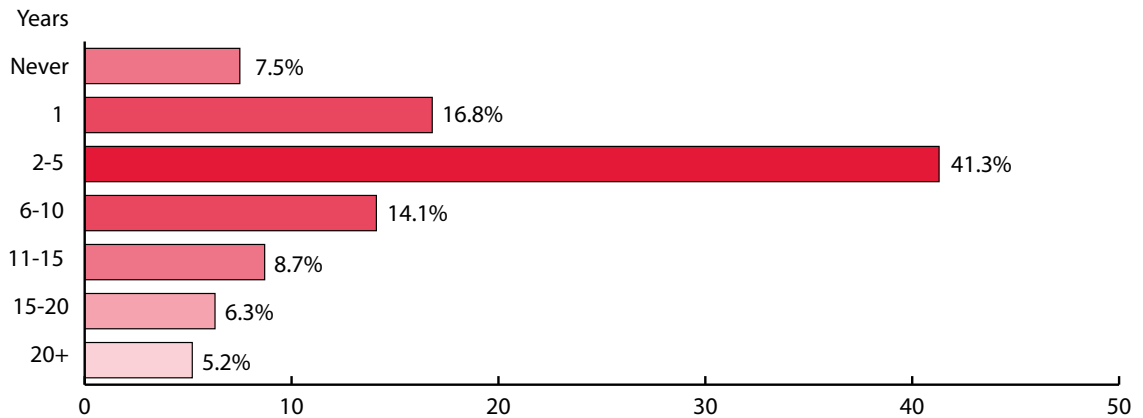


# USA Cycling Membership Survey

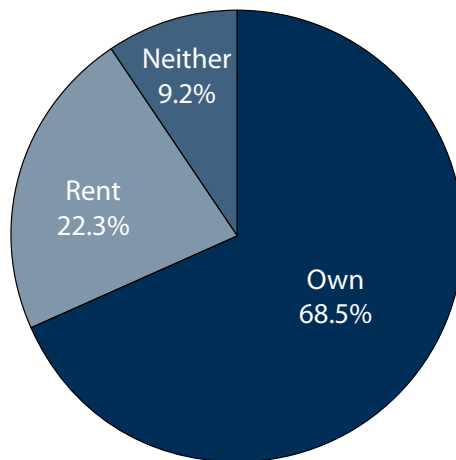
## 1. What is your gender?

86% Male                      13.4% Female

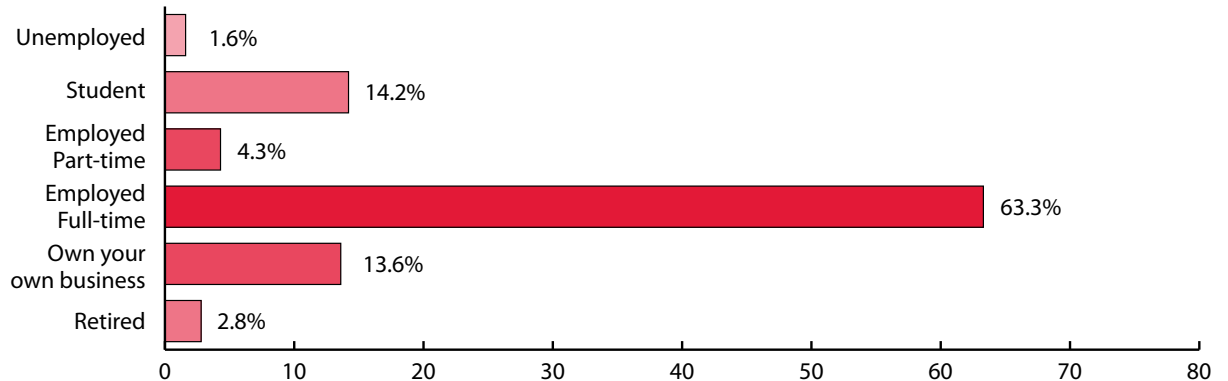
## 2. How long have you been a USA Cycling member?



## 3. Do you own or rent your primary residence?

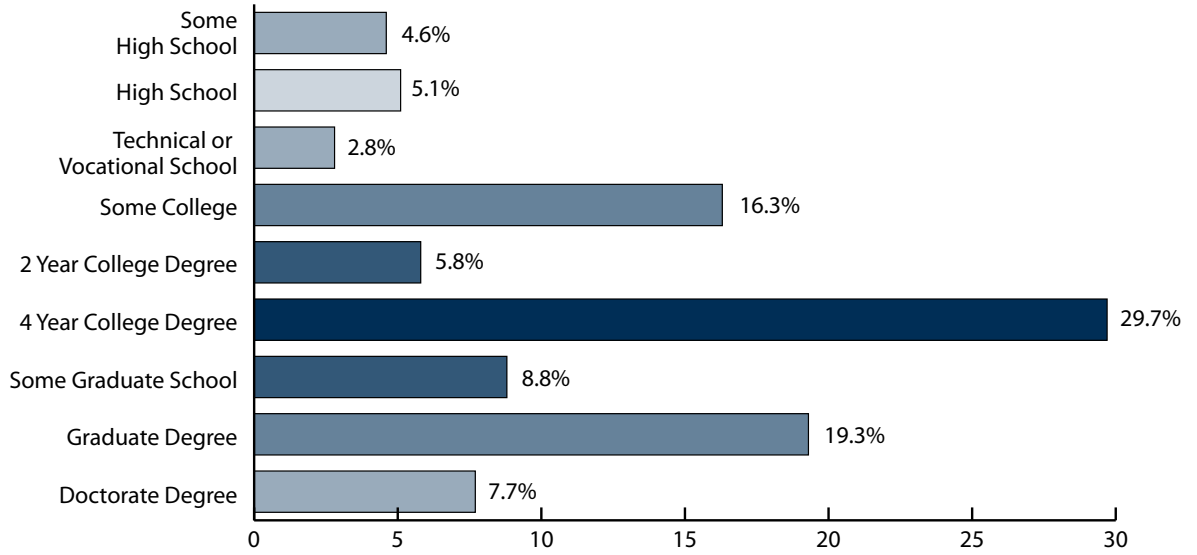


## 4. What is your present employment status?

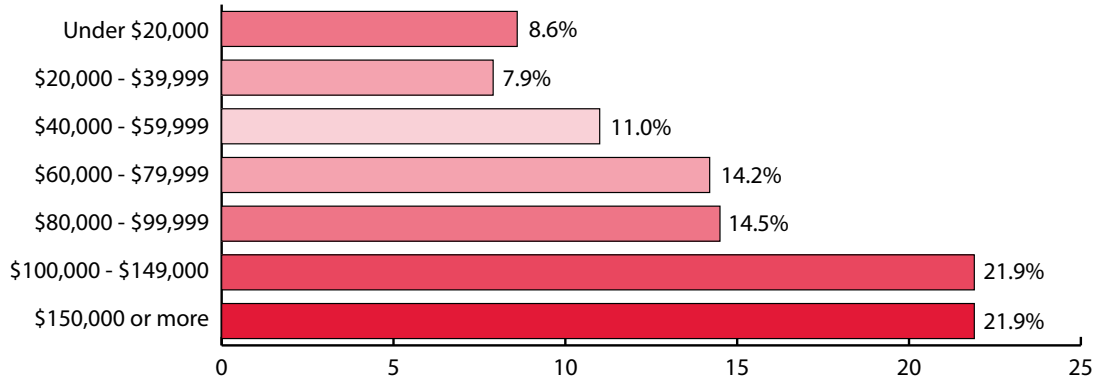




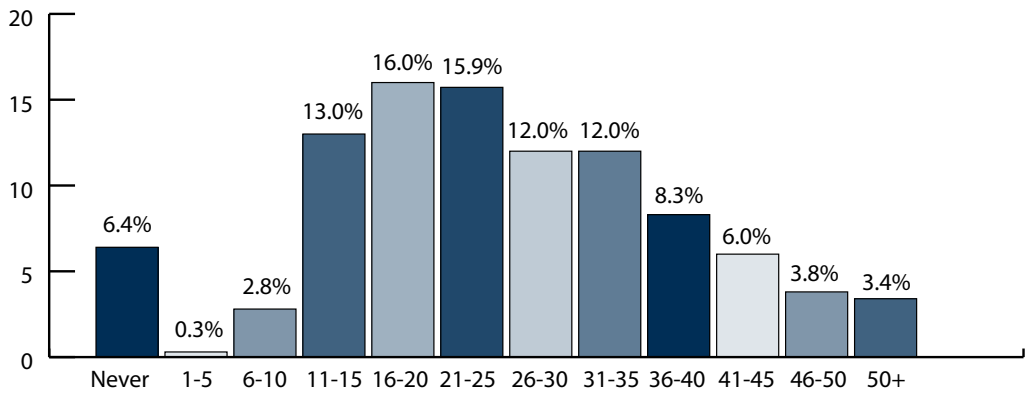
**5. What is your highest level of education?**



**6. What is your yearly household income before taxes?**

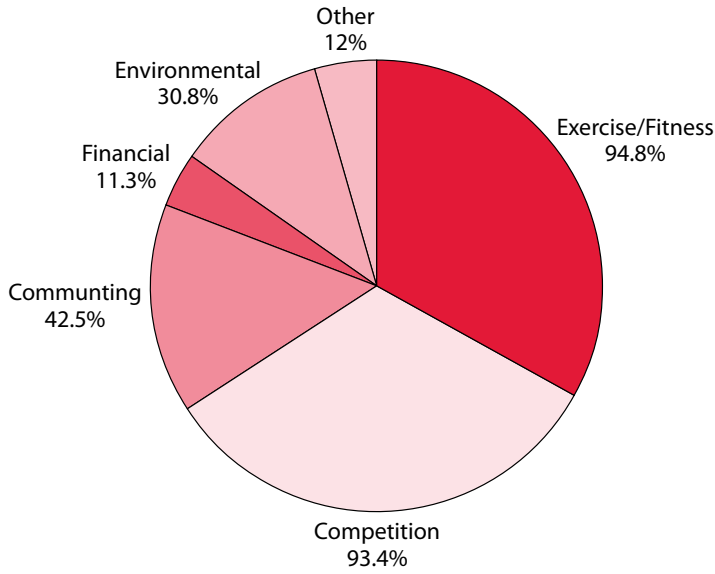


**7. At what age did you compete in your first bike race?**

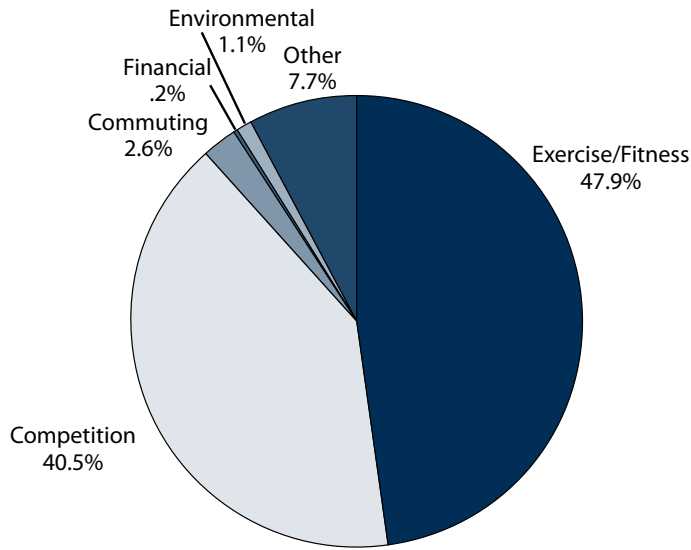




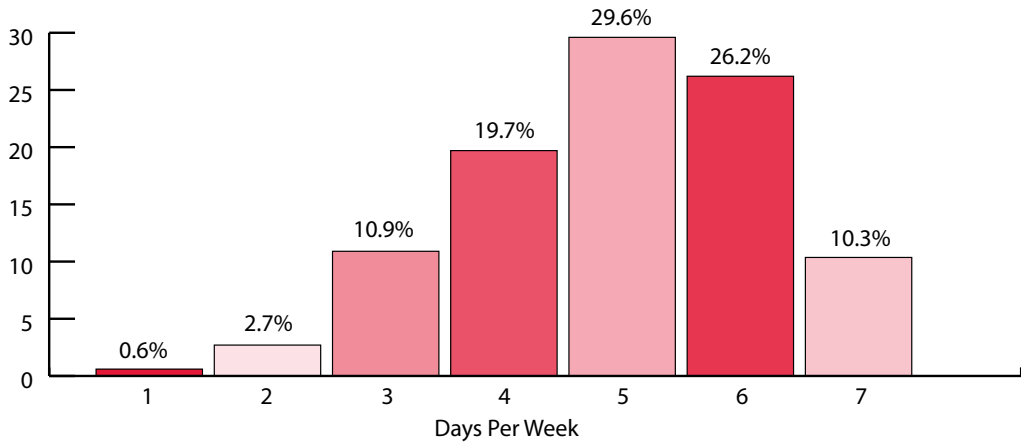
**8. For what purpose(s) do you ride your bike?**



**9. What is the primary reason you ride your bike?**

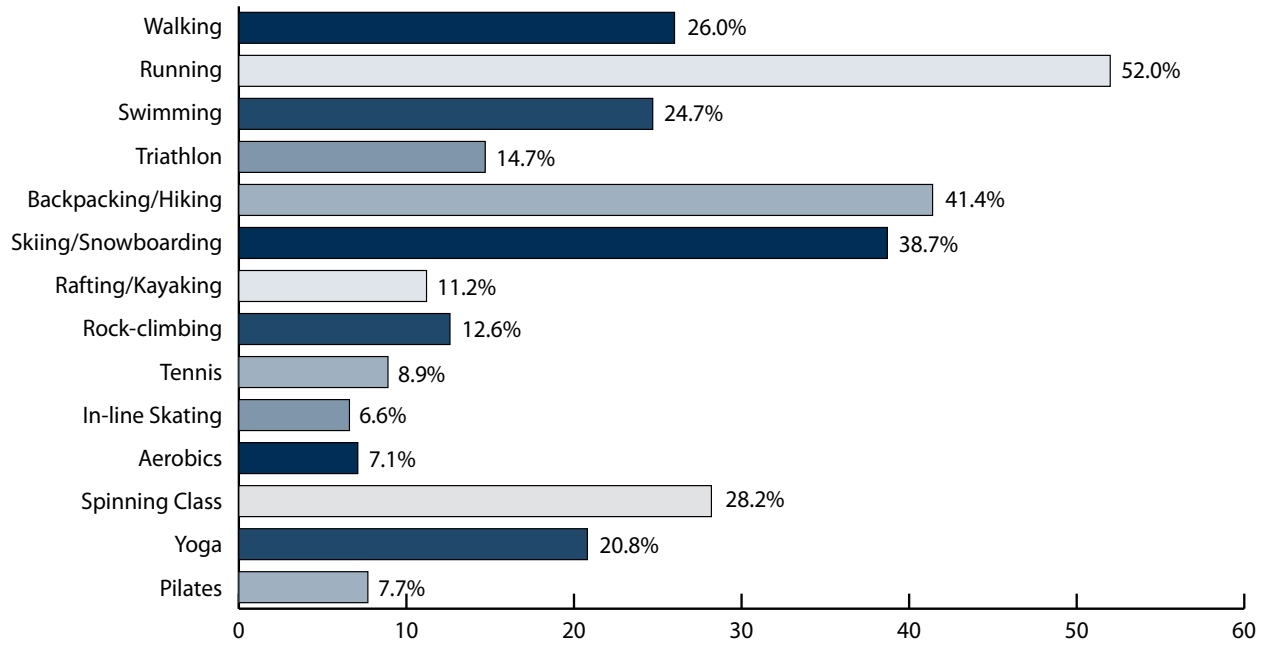


**10. Approximately how many days a week do you ride your bike?**





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



**12. What is your primary and secondary cycling discipline?**

	Primary Cycling Discipline	Secondary Cycling Discipline
Road	83.0%	17.0%
Track	22.9%	77.1%
Mountain Bike	34.6%	65.4%
BMX	21.0%	79.0%
Cyclo-cross	19.6%	80.4%

**13. How many USA Cycling competitive events did you compete in this past year?**

	None	1-3	4-6	7-10	11-15	16-20	21-30	31-40	41-50	More than 50
Road	27.5%	19.4%	11.9%	11.0%	10.2%	6.6%	7.3%	3.2%	1.3%	1.5%
Track	83.8%	6.4%	3.2%	2.4%	1.8%	1.0%	0.9%	0.3%	0.2%	0.0%
Cyclocross	66.2%	12.2%	8.3%	7.1%	3.9%	1.8%	0.5%	0.1%	0.0%	0.0%
Mountain Bike	63.6%	16.6%	7.5%	5.5%	3.9%	1.9%	0.8%	0.3%	0.0%	0.0%
BMX	98.7%	0.6%	0.1%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%



**14. How many USA Cycling non-competitive events (fun rides, tours, camps) did you compete in this past year?**

	None	1-3	4-6	7-10	11-15	16-20	21-30	31-40	41-50	More than 50
Road	49.2%	28.4%	10.3%	5.1%	1.8%	1.5%	0.8%	0.5%	0.5%	1.8%
Track	93.8%	3.7%	1.1%	0.3%	0.7%	0.2%	0.0%	0.0%	0.0%	0.2%
Cyclocross	93.5%	4.0%	1.1%	0.7%	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%
Mountain Bike	80.4%	11.4%	3.0%	2.3%	1.1%	0.7%	0.4%	0.1%	0.1%	0.6%
BMX	99.2%	0.4%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%

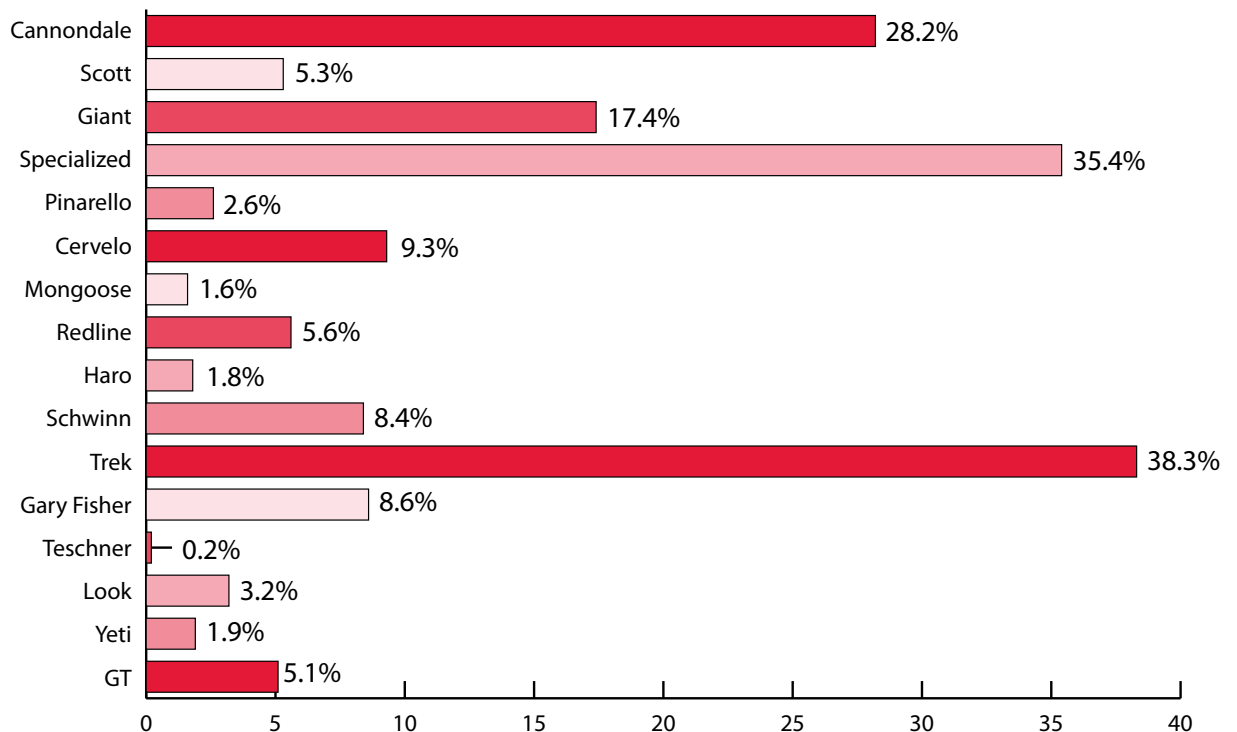


**15. In the past year, how much did you spend on the following when participating in competitive and non-competitive cycling events?**

	Less than \$50	\$50-\$99	\$100-\$149	\$150-\$199	\$200-\$299	\$300-\$399	\$400-\$499	\$500-\$599	\$600-
Airline Tickets	60.6%	0.6%	0.7%	1.4%	2.8%	4.4%	3.7%	4.6%	
Food	10.3%	9.4%	11.5%	9.9%	13.7%	9.9%	6.7%	10.3%	
Transporting/Shipping Bike	61.2%	5.0%	7.4%	7.7%	6.8%	4.1%	2.1%	2.4%	
Race Entry Fees	9.9%	7.5%	10.2%	9.8%	13.5%	12.1%	8.9%	9.0%	
Lodging	22.1%	3.7%	7.7%	6.8%	10.5%	8.8%	6.8%	8.6%	
Gasoline	7.6%	8.3%	11.0%	8.9%	12.9%	10.1%	7.1%	10.9%	
Rental Car	73.7%	1.4%	3.6%	3.0%	4.5%	3.4%	2.0%	2.9%	

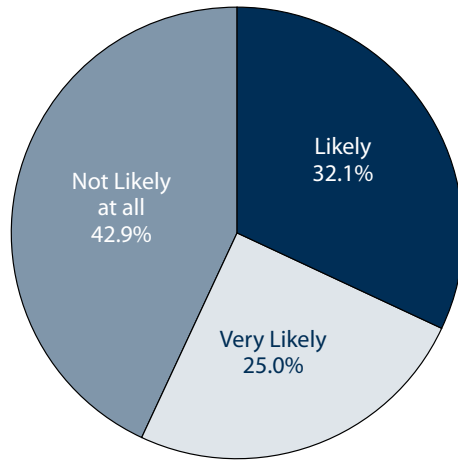


**16. What brand or brands of bikes do you own?**

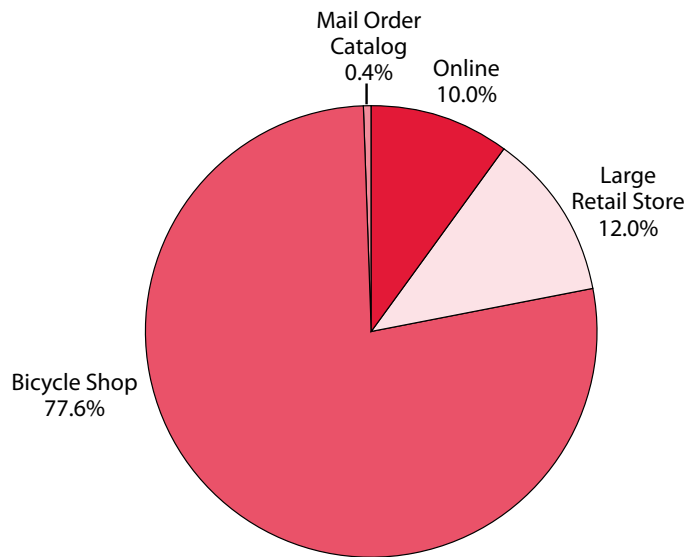




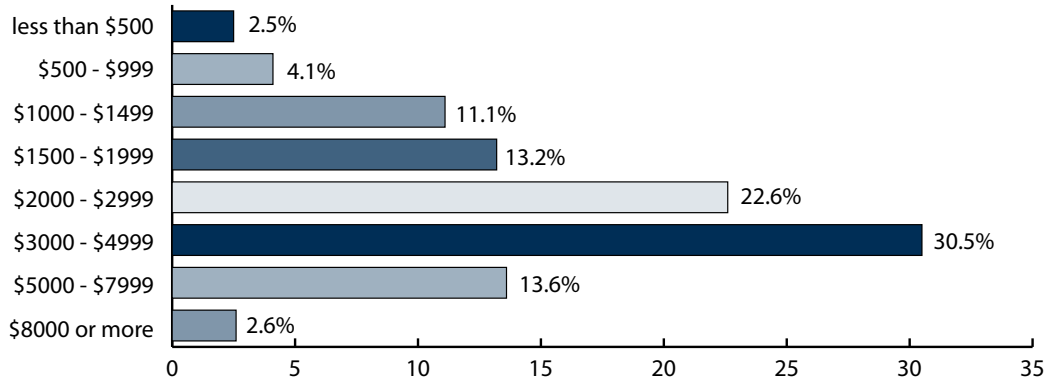
**17. How likely are you to purchase a new bike in the next year?**



**18. How do you typically purchase a bicycle?**

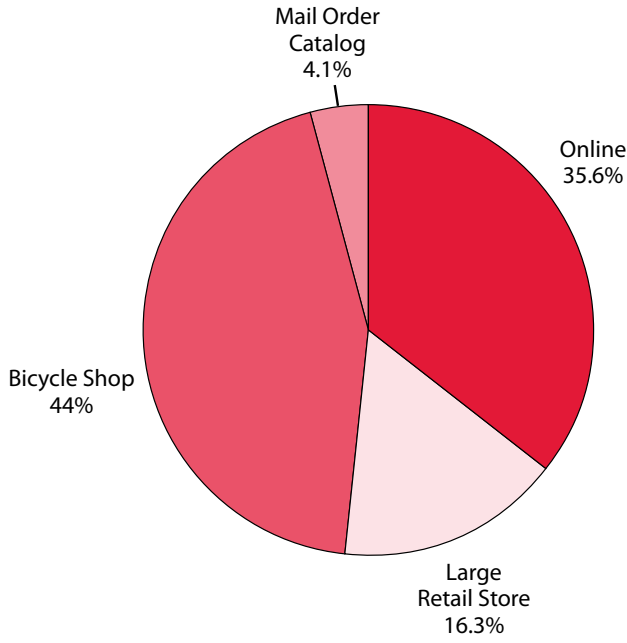


**19. If you are purchasing a bike in the next year, how much do you plan to spend?**

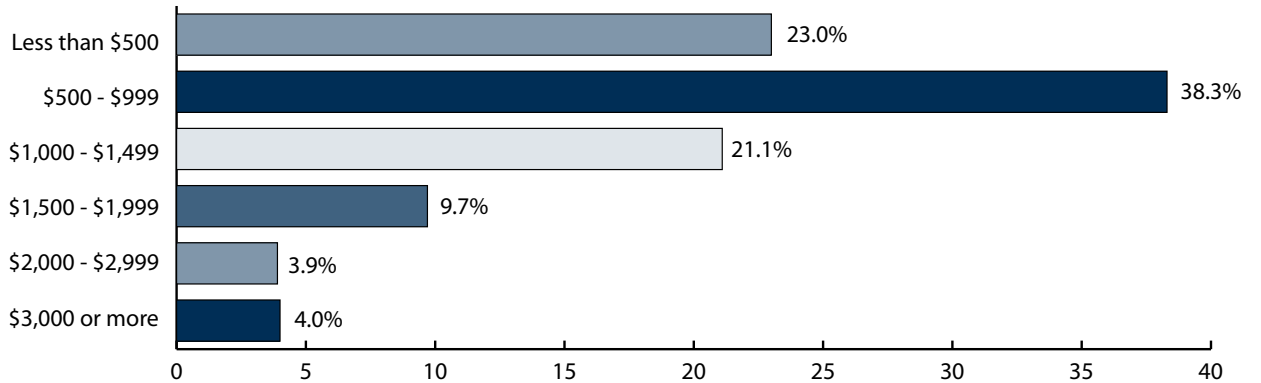




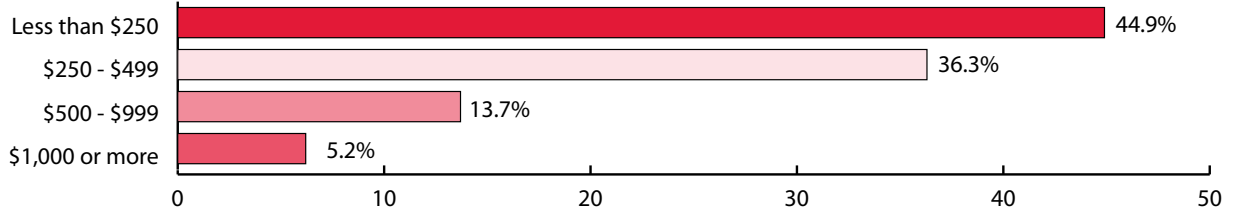
**20. How do you typically purchase cycling accessories?**



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

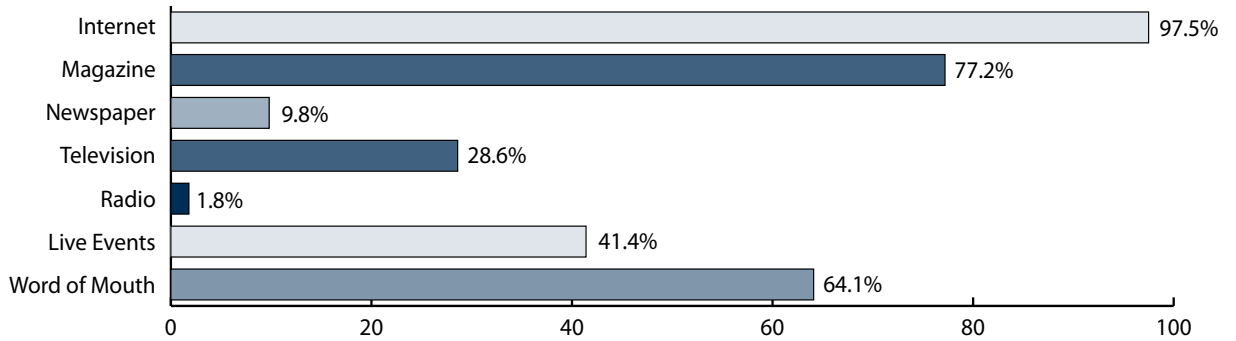


**22. How much do you spend per year on nutritional supplements (energy/recovery drinks, bars, gels, vitamins, etc.)**

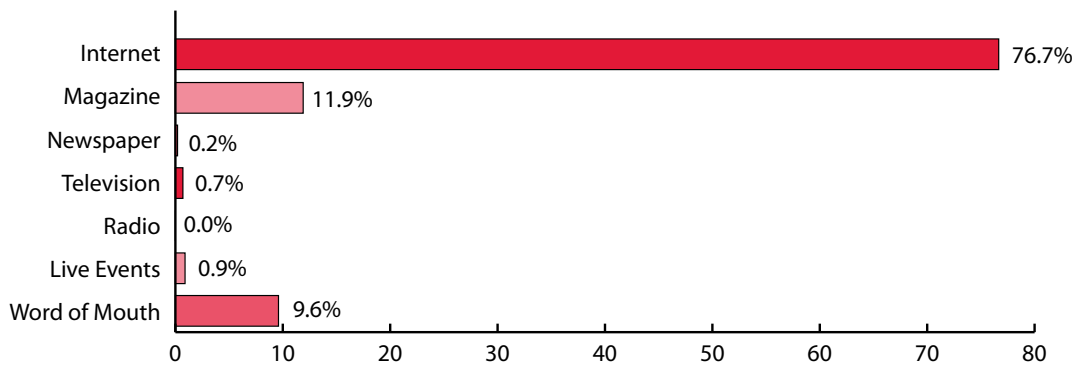




**23. What are your sources for cycling information? (check all that apply)**



**24. What is your primary source for cycling information?**



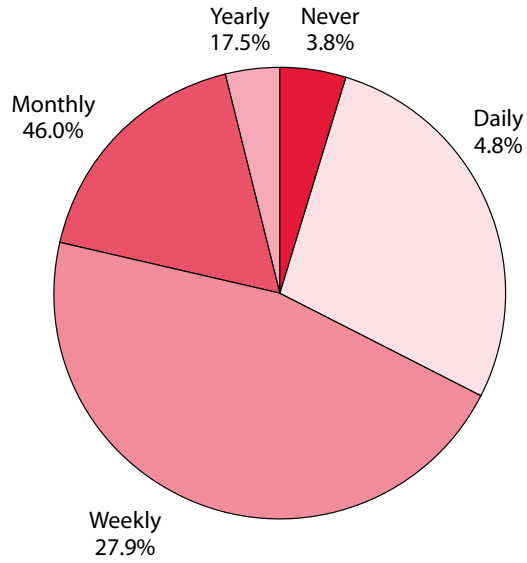
**25. Rate your three most utilized cycling websites.**

USACycling.org	30.2%
Cyclingnews.com	51.0%
Versus.com	9.6%
PezCyclingnews.com	13.2%
wcsn.com	10.5%
VeloNews.com	40.3%
Bicycling.com	25.3%
UCI.ch	1.3%
ISTV.com	0.0%
ABAbmx.com	21.1%
NBL.org	29.4%
Other	56.4%

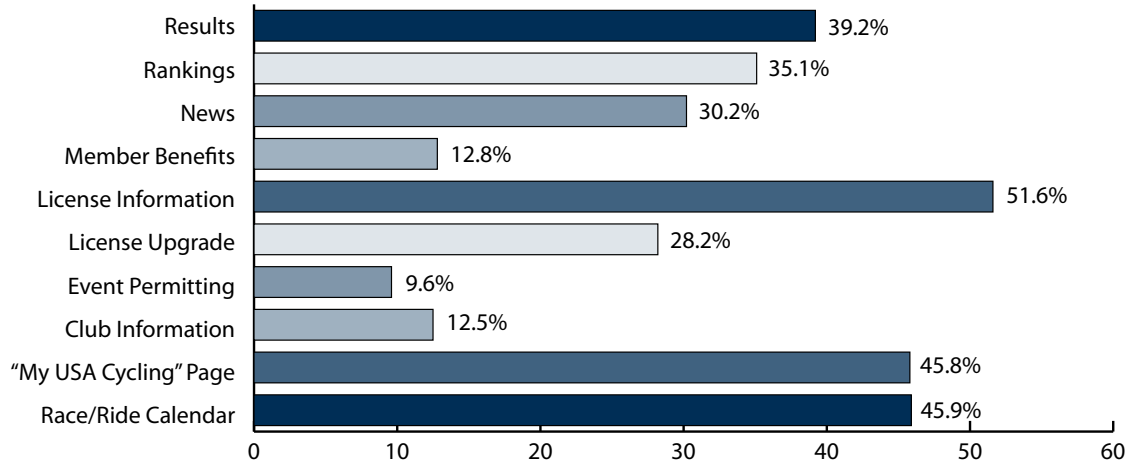




**26. How often do you access the USA Cycling website?**



**27. Why do you visit the USA Cycling website?**





**28. Please let us know how important these benefits are to you.**

	Extremely Important	Important	Not Important
Airline Discounts	29.8%	31.3%	38.9%
Lodging Discounts	34.5%	39.2%	26.3%
Car Rental Discounts	18.8%	33.6%	47.6%
Insurance Program Benefits (home owners/renter, medical, accidental insurance)	20.2%	25.7%	54.1%
Industry Publication Discounts	13.2%	36.8%	49.9%
Apparel Discounts	24.5%	36.1%	38.4%
Prescription Discounts	8.8%	17.0%	74.2%
Access to Coaching Instruction	19.7%	34.7%	45.6%
Enewsletters	12.2%	43.8%	44.0%
Results and Rankings Program	43.1%	40.6%	16.2%



**29. How important is each of the following factors when participating in a cycling event?**

	Extremely Important	Important	Not Important
Entry Fees	25.2%	52.1%	22.7%
Location of Event	64.5%	33.8%	1.7%
Proximity to Your Home	54.9%	39.3%	5.8%
Categories Offered	46.1%	45.8%	8.1%
Course/Race Difficulty	32.2%	52.2%	15.7%
Ranking Points	13.1%	33.4%	53.5%
Prizes	10.6%	33.5%	55.9%
The Promoter	10.4%	37.6%	52.0%
Friends or Family Participation	18.1%	40.7%	41.2%
Personal Goals/Achievements	58.0%	36.3%	5.7%



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

