

CONSUMERS & BRANDS

Target audience: Cyclists in the U.S.

Consumer Insights

Consumer Insights
by statista

January 2024



Statista Consumer Insights Target Audience Report

Introduction



Report overview

This report analyses consumers that answered "Cycling" to the multi-pick question "Which of these sports or activities do you do at least occasionally?".

The report offers the reader a comprehensive overview of cyclists in the United States: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints. Additionally, the report allows the reader to benchmark cyclists in the United States ("target audience") against the average U.S. onliner, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Consumer insights Global survey.

Consumer Insights Global methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including United States)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

Cyclists in the United States

Management summary: key insights

Demographic profile

Millennials make up a relatively large segment of cyclists.

58% of cyclists are male.

Many cyclists have a high annual household income.

Cyclists are more likely to live in cities and urban areas than the average consumer.

Consumer lifestyle

Learning new things is a relatively important aspect of life to cyclists.

Health and fitness are relatively prevalent interests of cyclists.

58% of cyclists also have sports and fitness as a hobby.

Cyclists are more likely to follow American football than the average consumer.

Consumer attitudes

61% of cyclists state that they actively do something to preserve their health.

25% of cyclists are innovators or early adopters of new products.

A relatively high share of cyclists think that the environment is an issue that needs to be addressed.

Cyclists tend to have more right leaning political views than the average consumer.

Marketing touchpoints

Cyclists relatively frequently consume all types of media.

On social media, cyclists interact with companies more often than the average onliner.

Cyclists remember seeing ads out-of-home more often than the average consumer.

Cyclists remember seeing ads on websites and apps of brands and products more often than the average consumer.

CHAPTER 01

Demographic profile

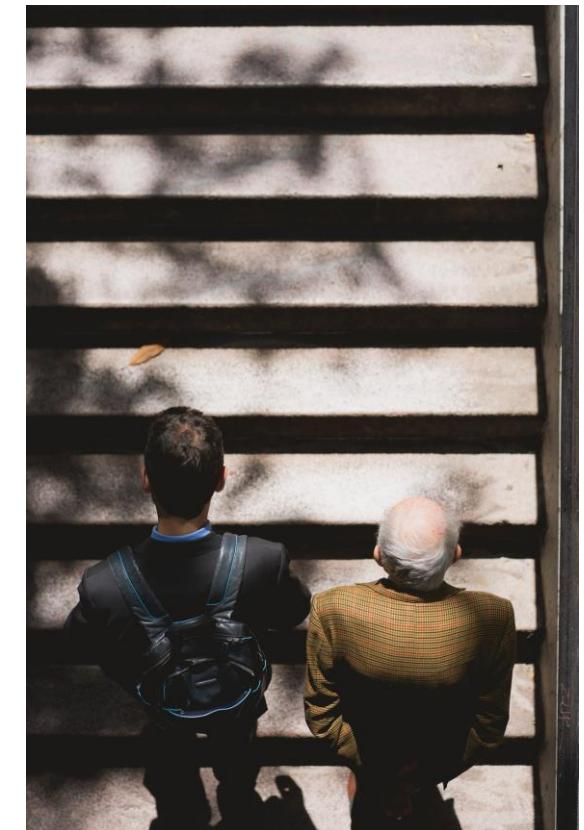
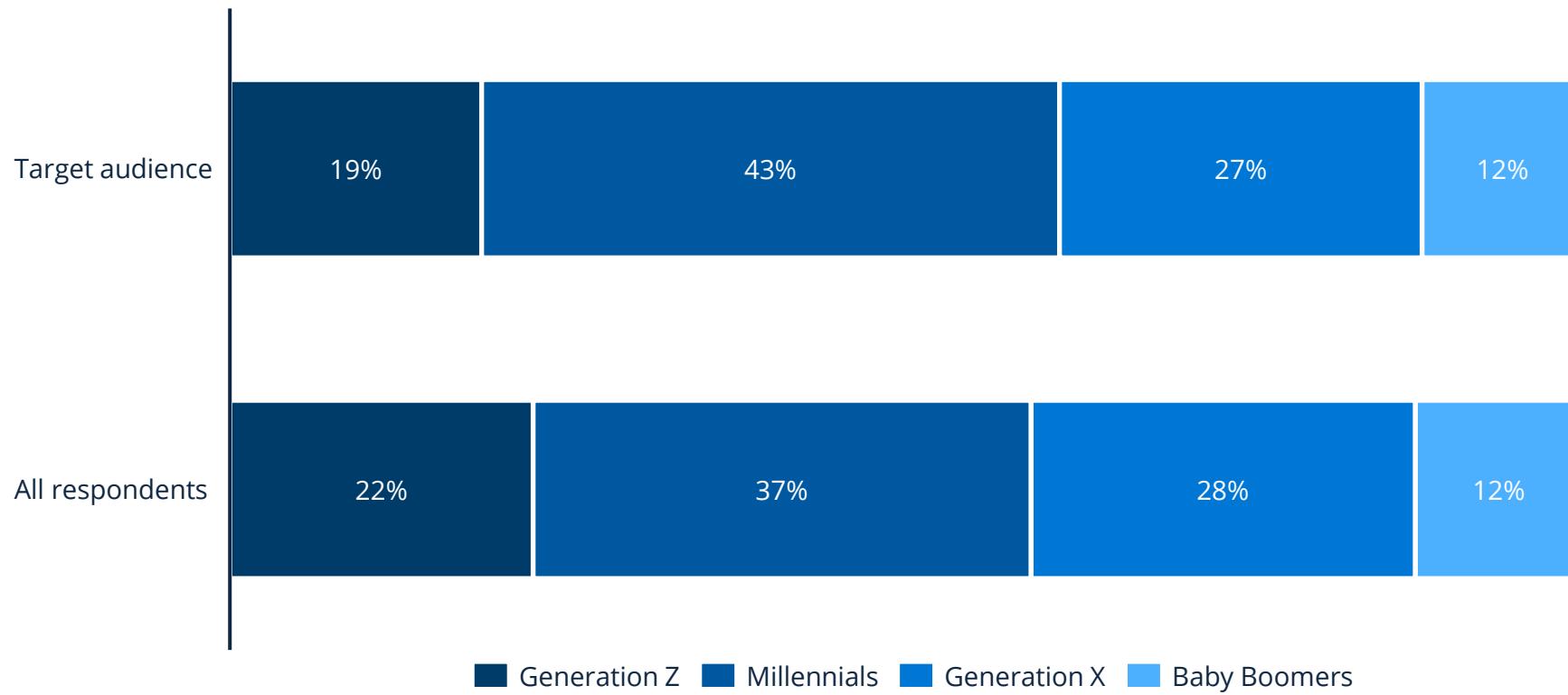
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Millennials make up a relatively large segment of cyclists

Demographic profile: life stages

Age of consumers in the U.S.



5 | Notes: "How old are you?", Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

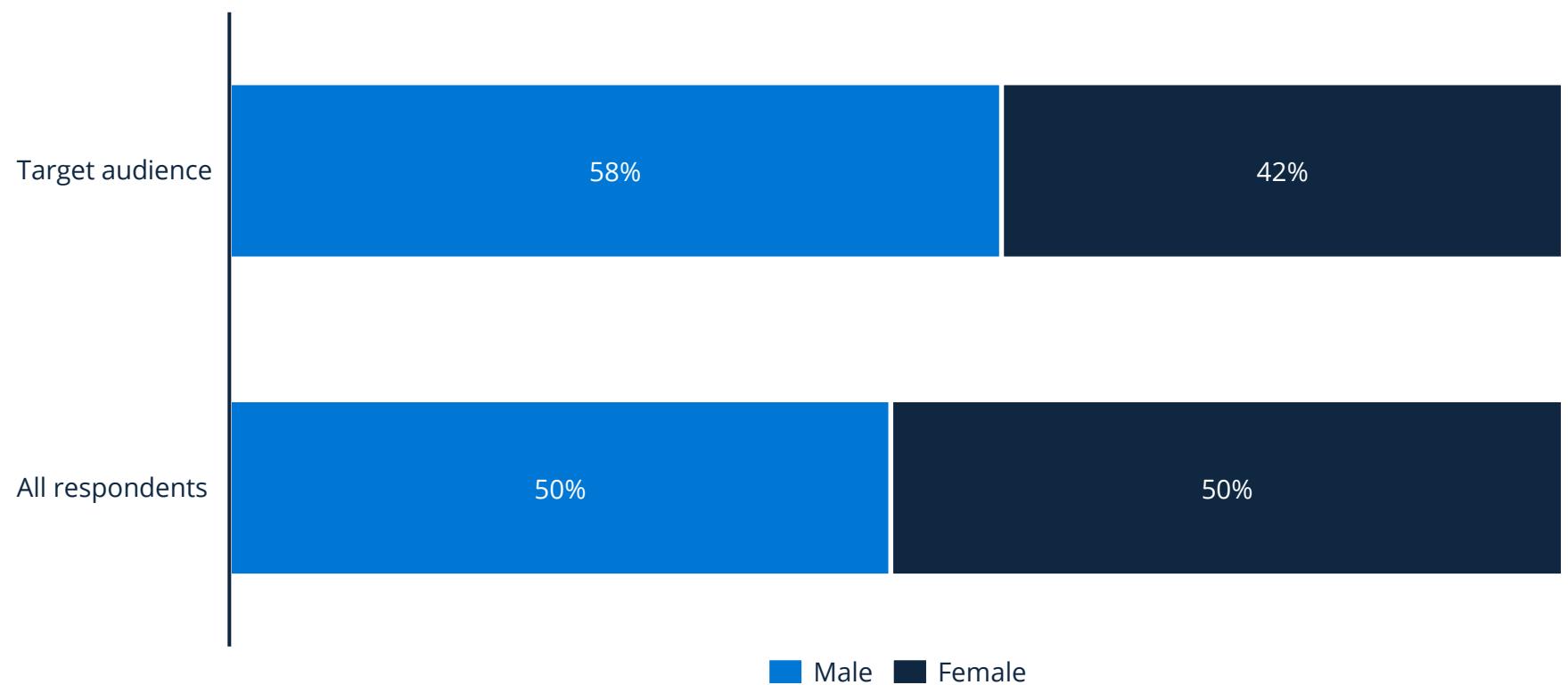
Sources: [Statista Consumer Insights Global](#) as of January 2024

58% of cyclists are male

Demographic profile: gender



Gender of consumers in the U.S.



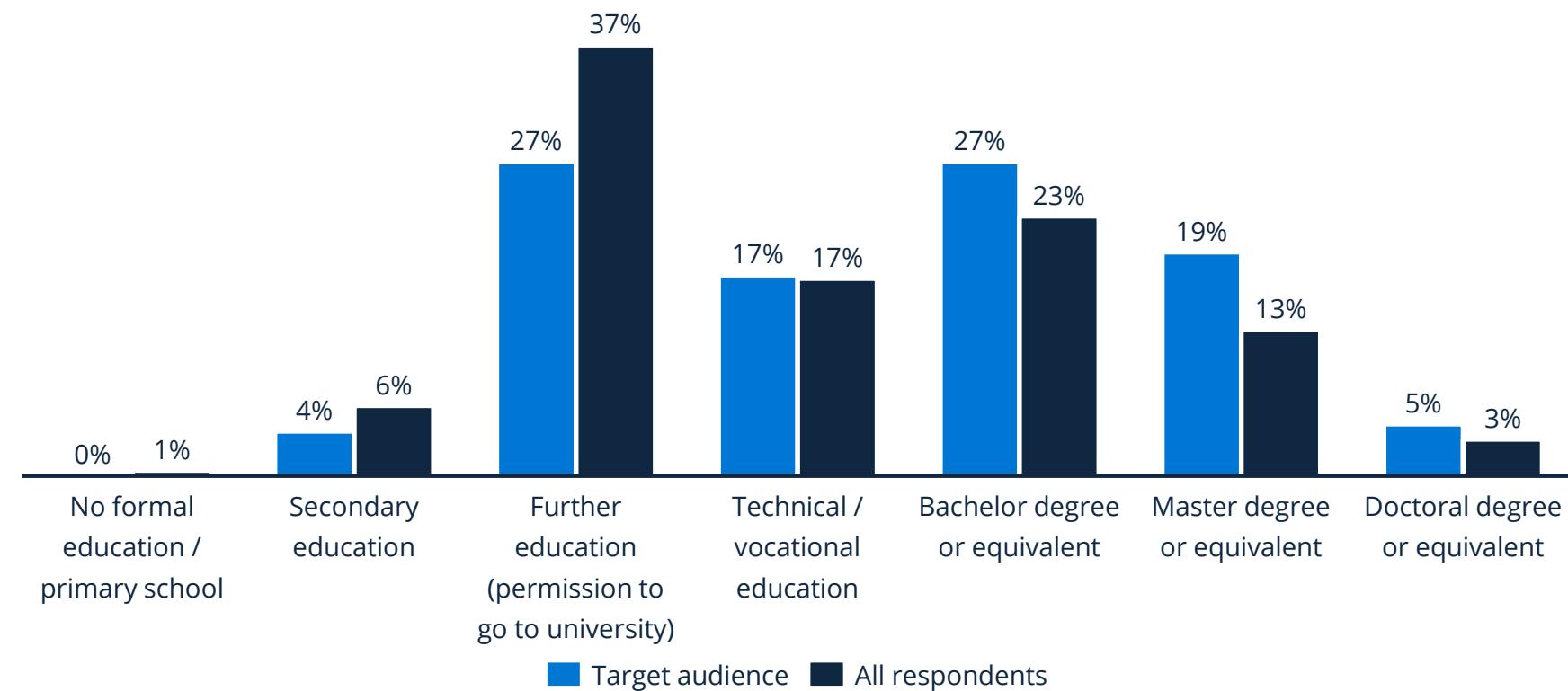
6 Notes: "What is your gender?", Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

A relatively high share of cyclists have a college degree

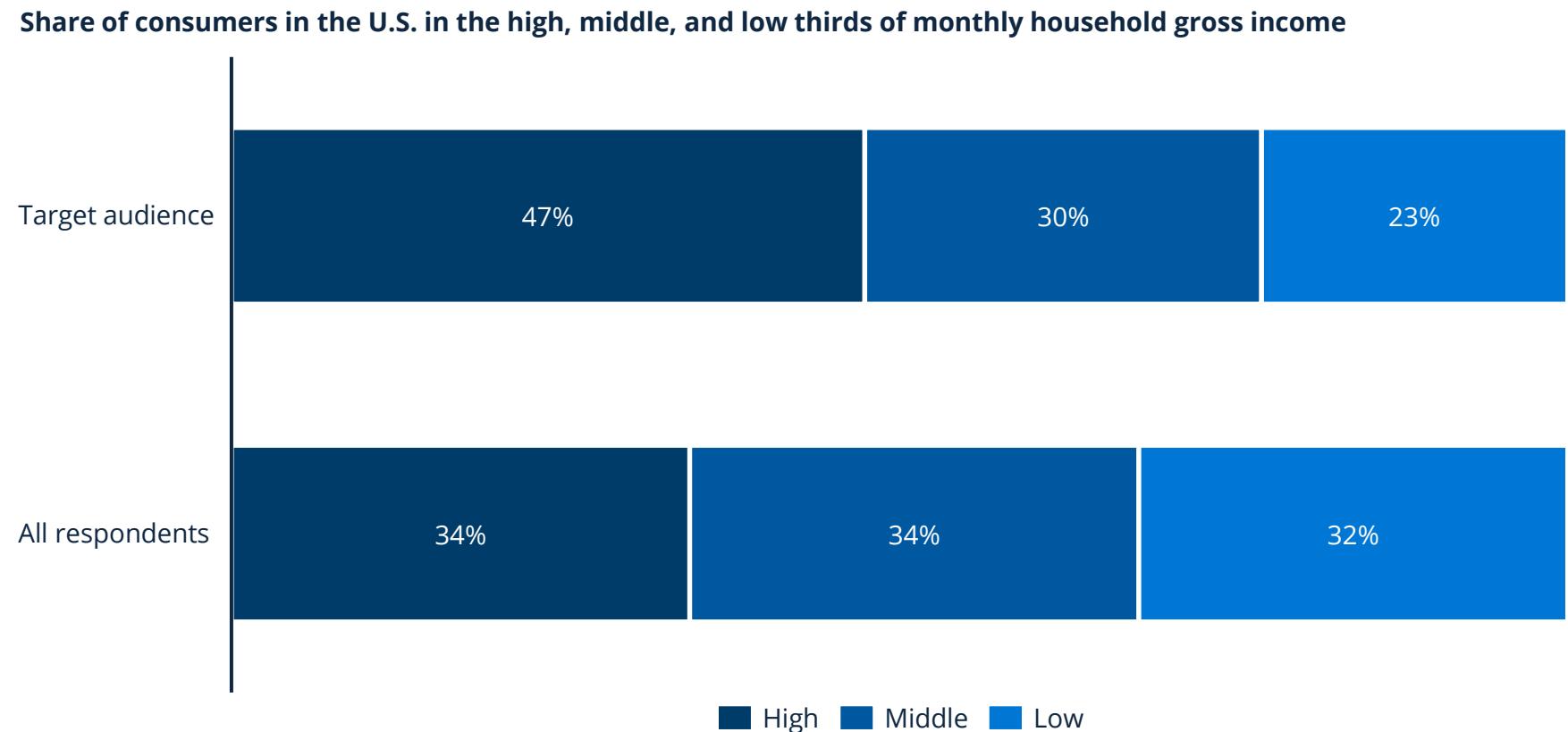
Demographic profile: education

Consumer's level of education in the U.S.



Many cyclists have a high annual household income

Demographic profile: income



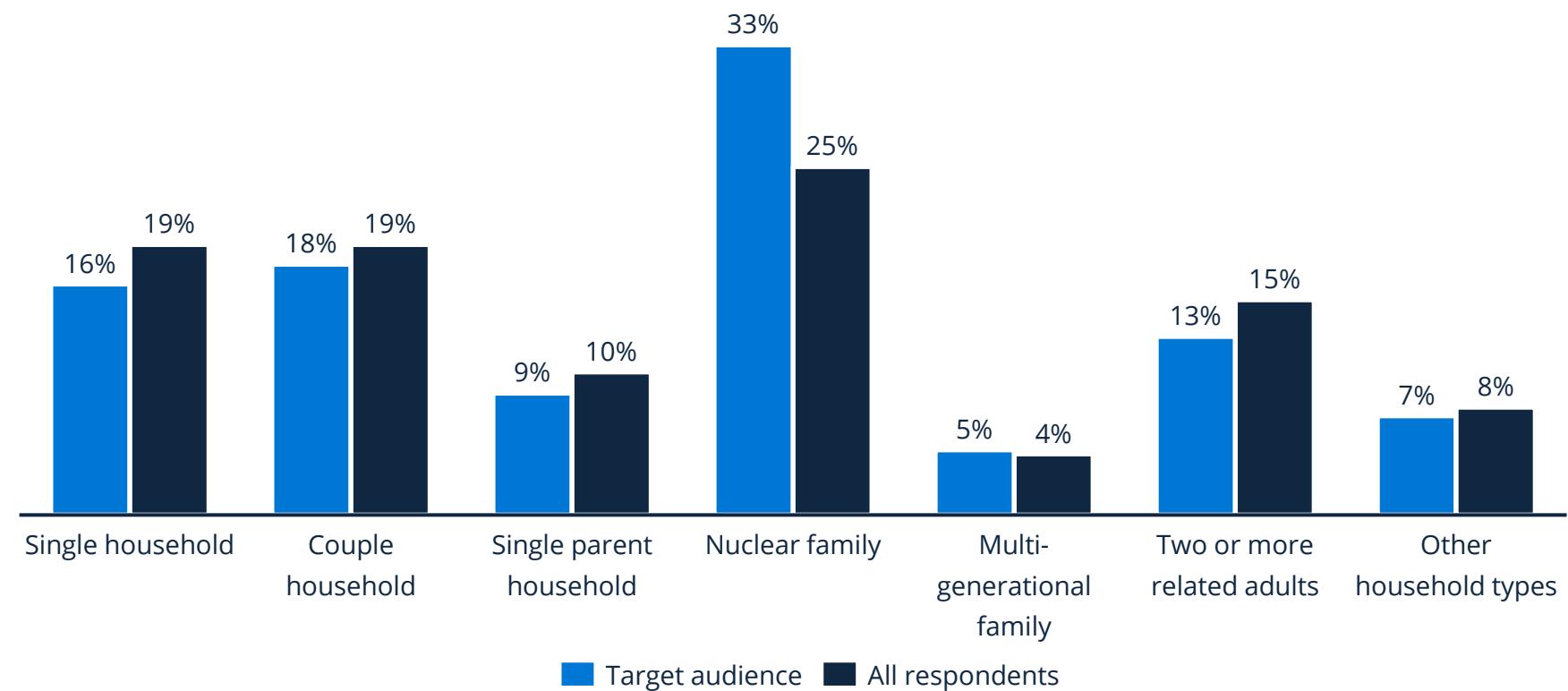
⁸ Notes: Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=4751 cyclists, n=49306 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

A relatively high share of cyclists live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in the U.S. live



9 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

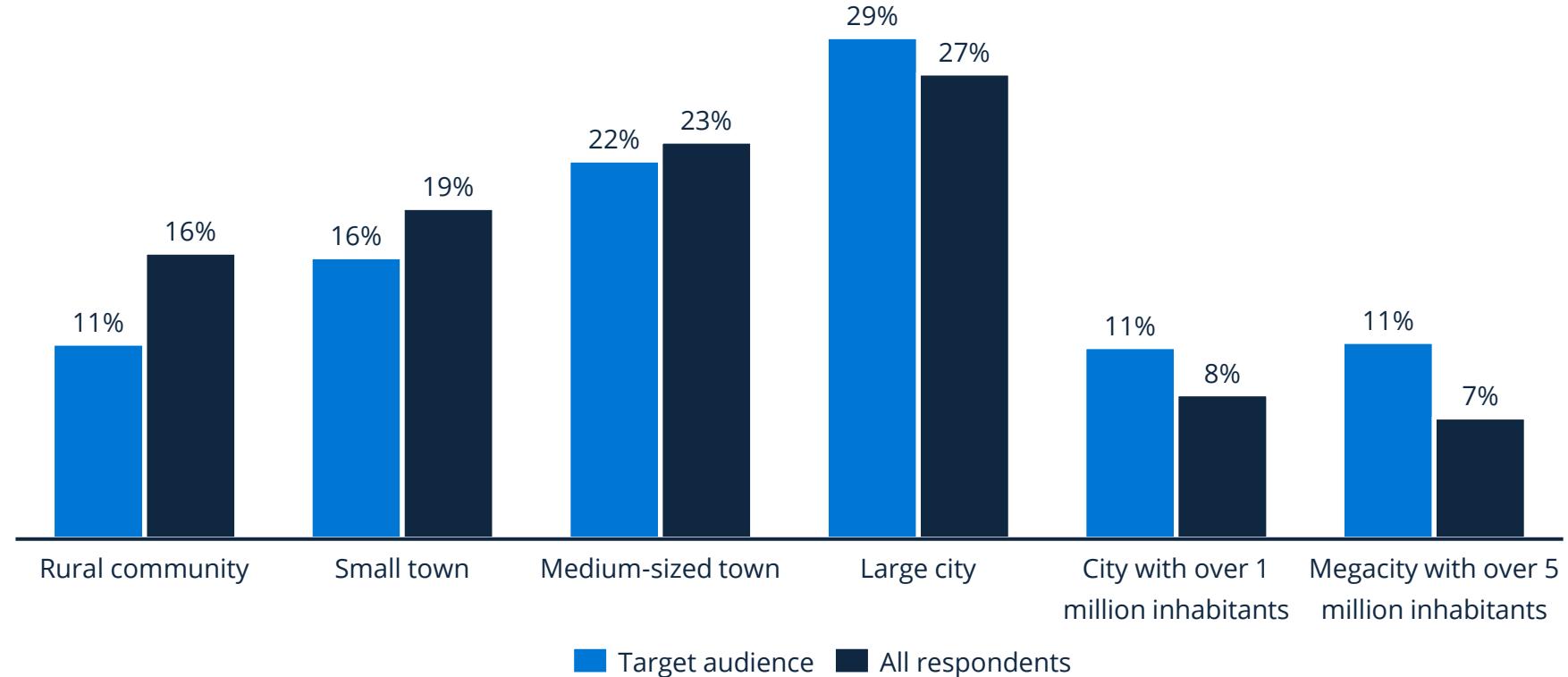
Sources: [Statista Consumer Insights Global](#) as of January 2024

Cyclists are more likely to live in cities and urban areas than the average consumer

Demographic profile: type of community



Communities where consumers live in the U.S.



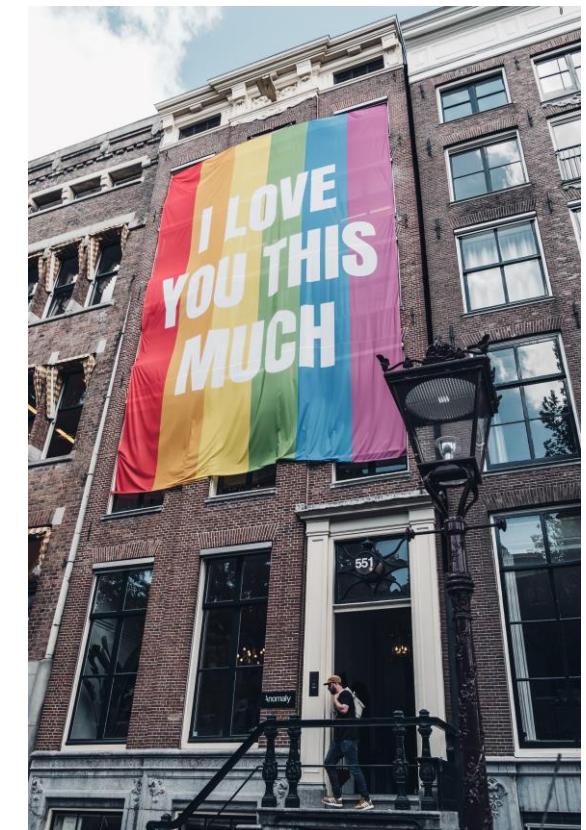
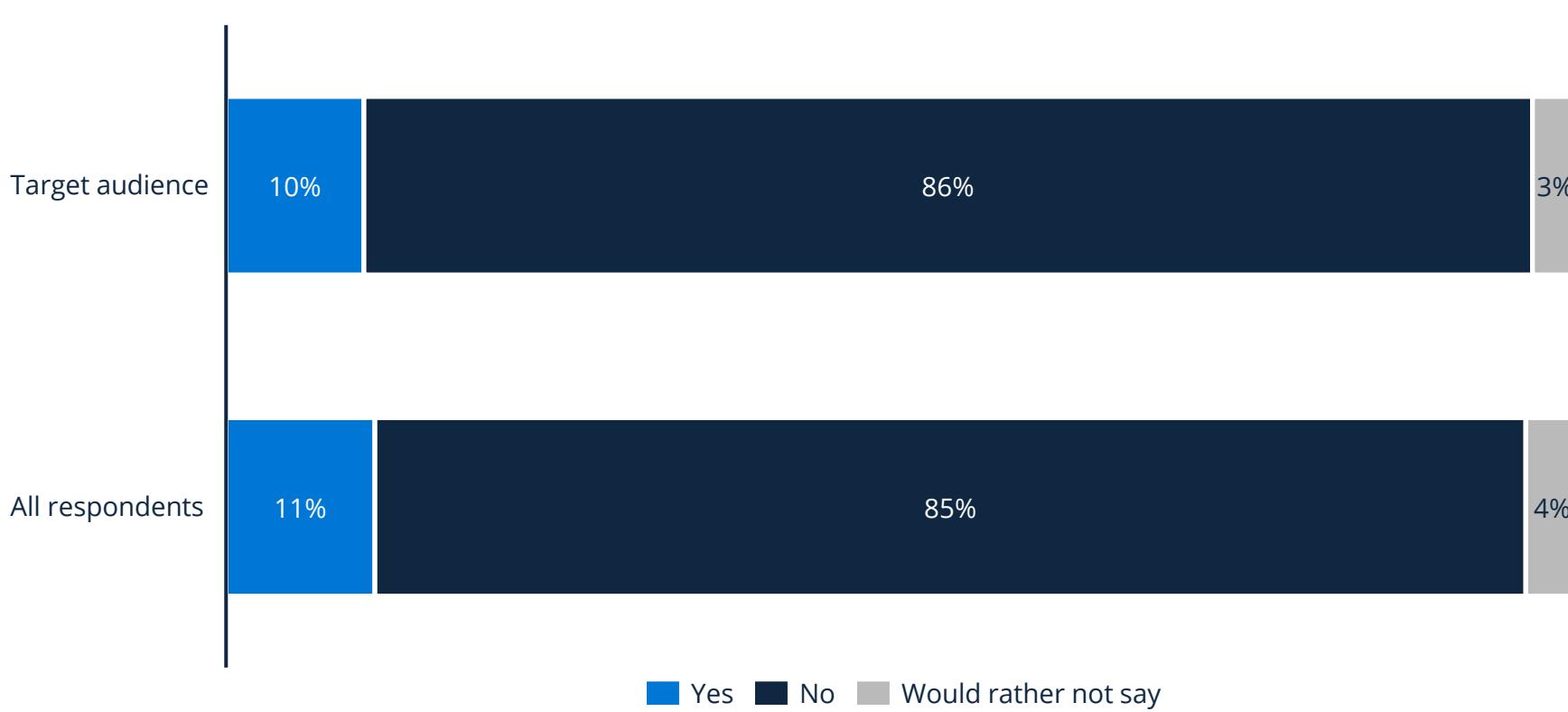
10 Notes: "In what type of community do you live?"; Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

10% of cyclists consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the U.S.



11 Notes: "Do you consider yourself part of the LGBTQ+ community?", Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

CHAPTER 02

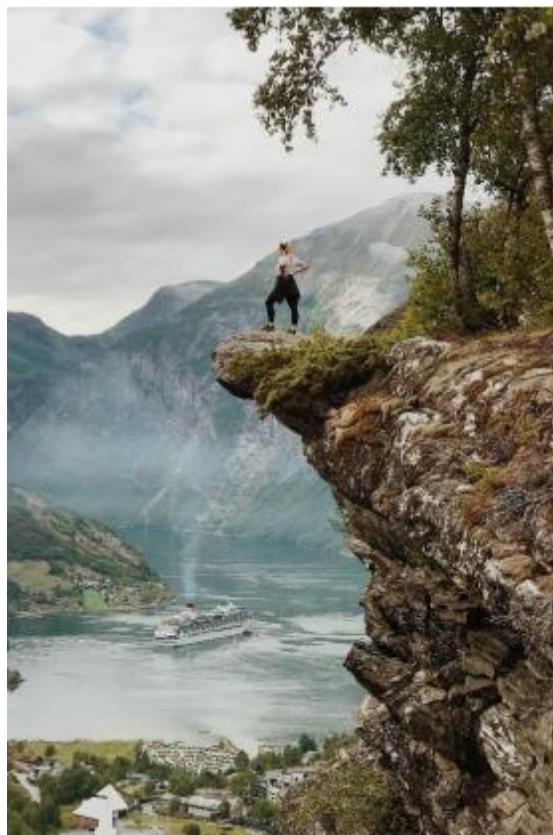
Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed

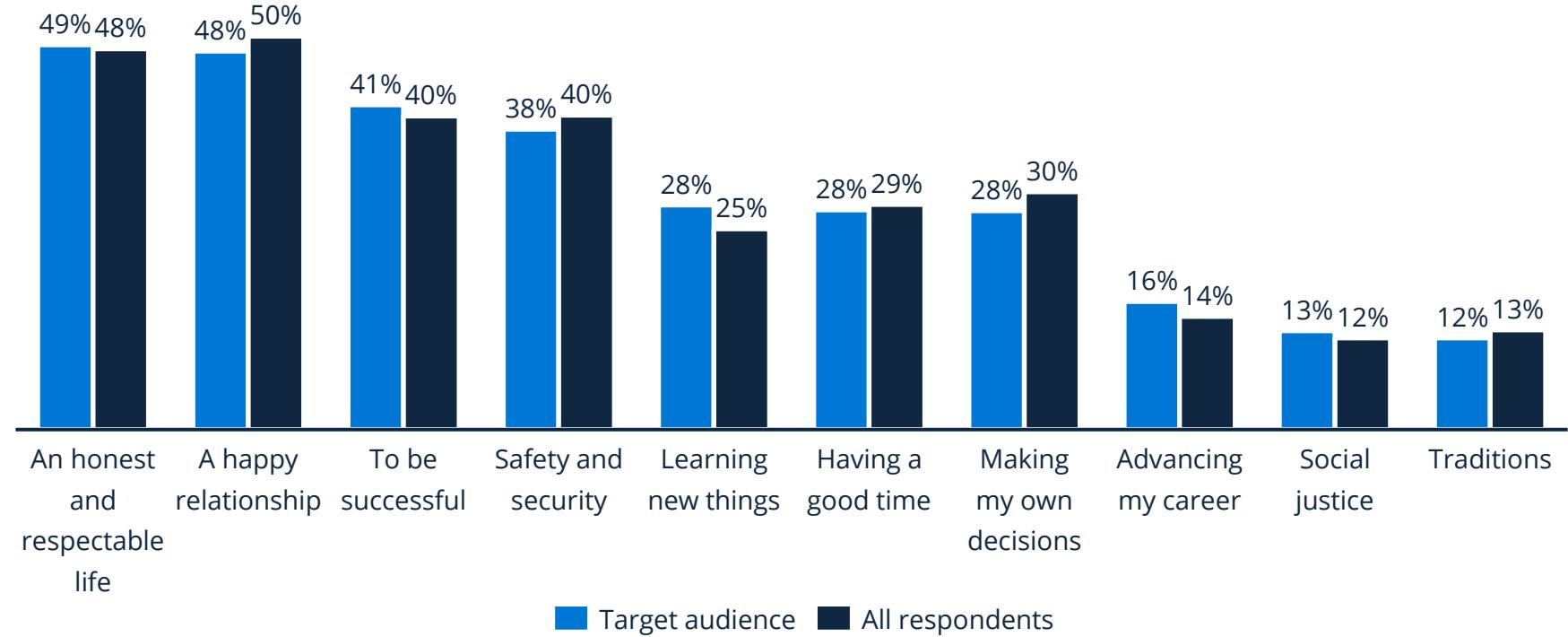


Learning new things is a relatively important aspect of life to cyclists

Consumer lifestyle: life values



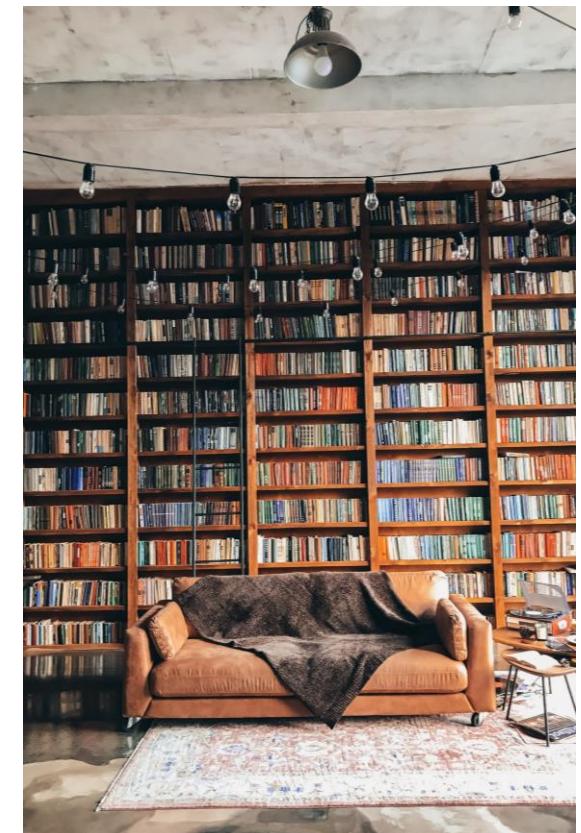
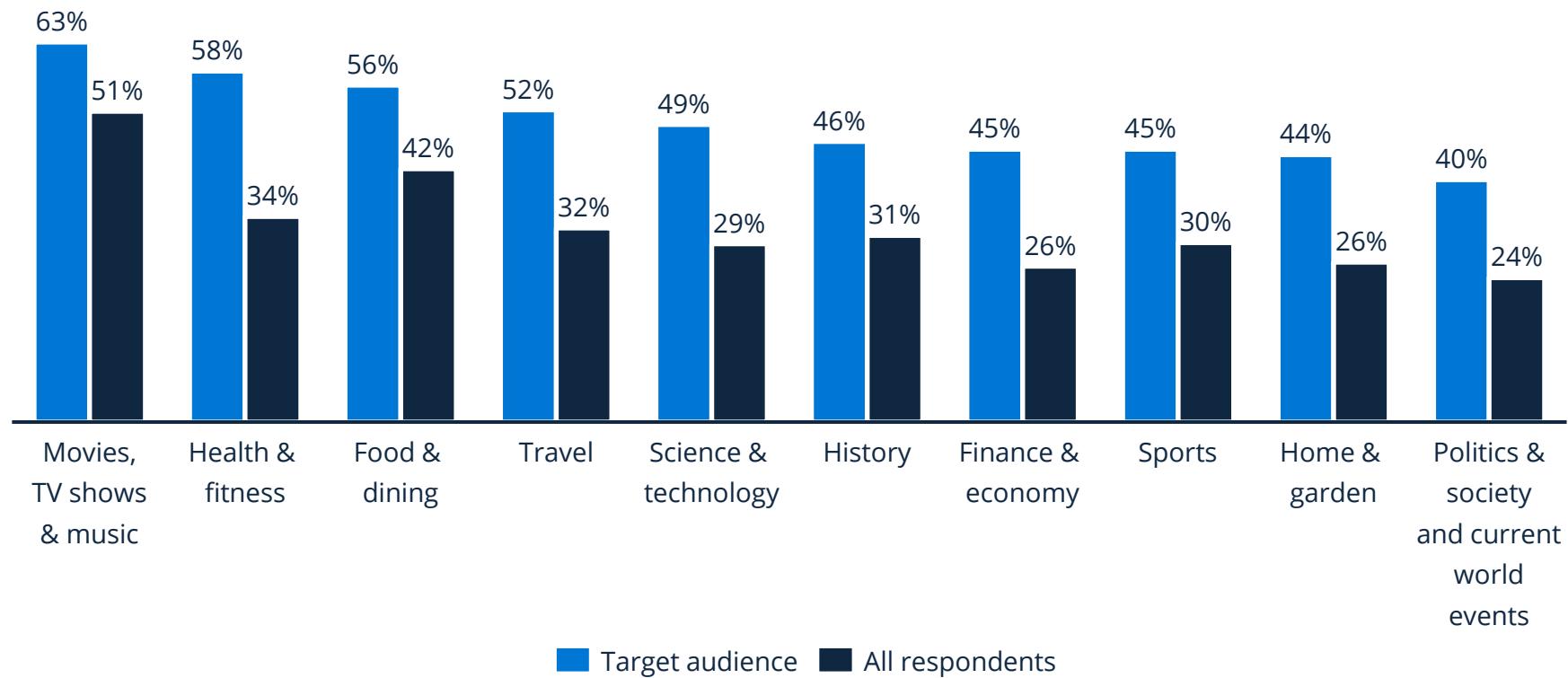
Most important aspects of life for consumers in the U.S.



Health and fitness are relatively prevalent interests of cyclists

Consumer lifestyle: main interests

Top 10 interests of cyclists in the U.S.

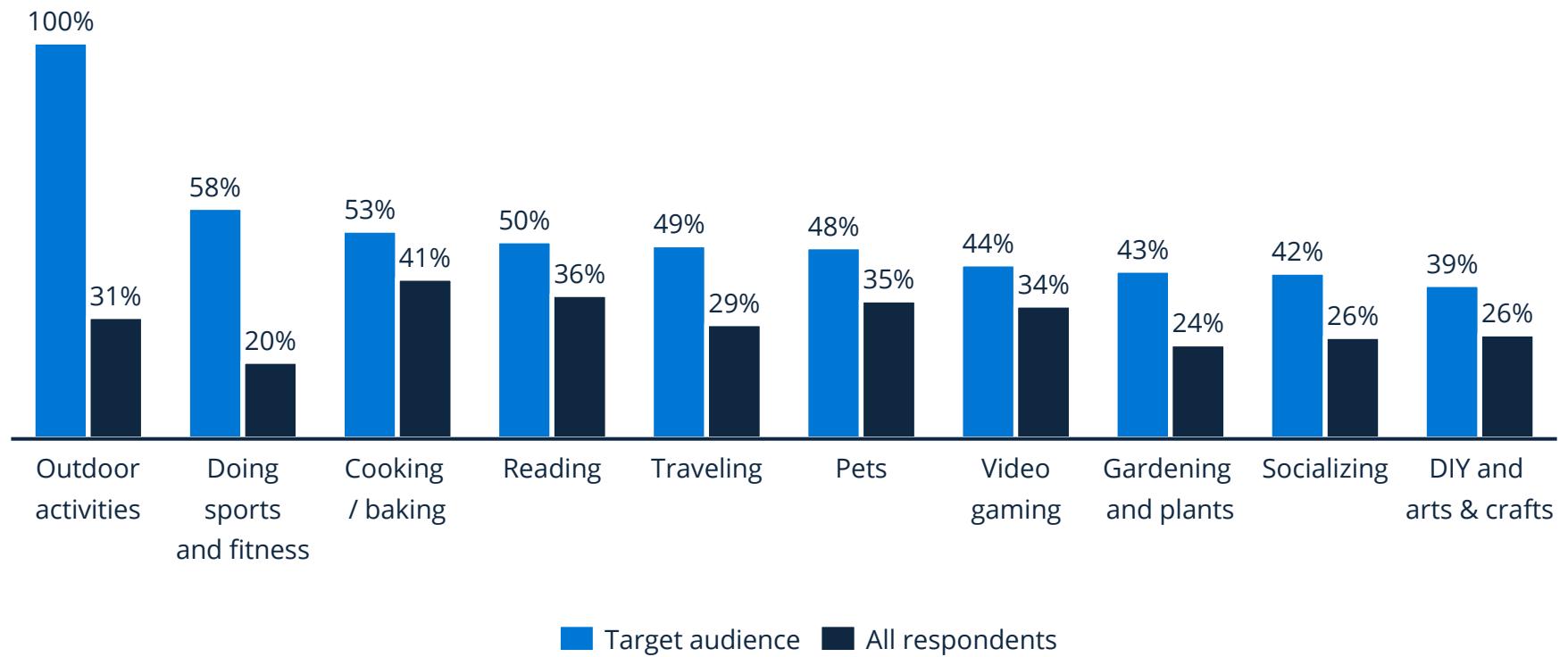


58% of cyclists also have sports and fitness as a hobby

Consumer lifestyle: hobbies & leisure activities



Top 10 hobbies and leisure activities of cyclists in the U.S.



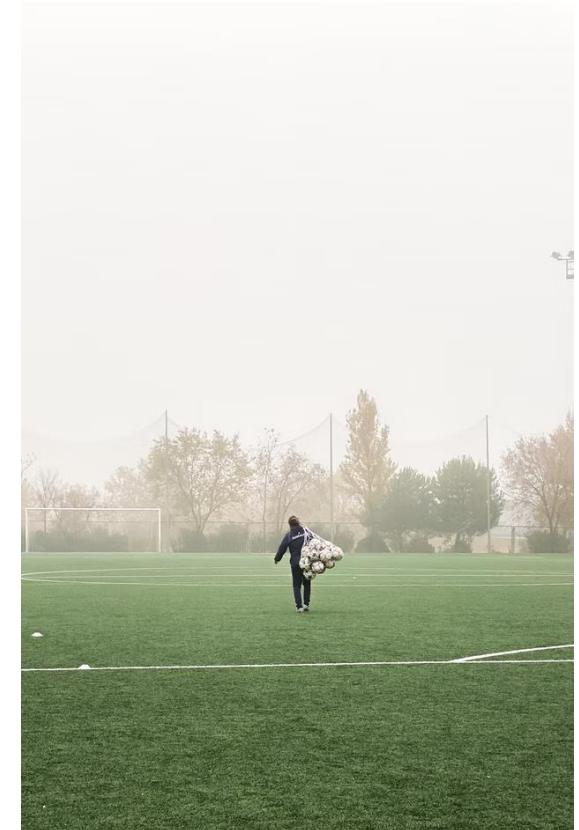
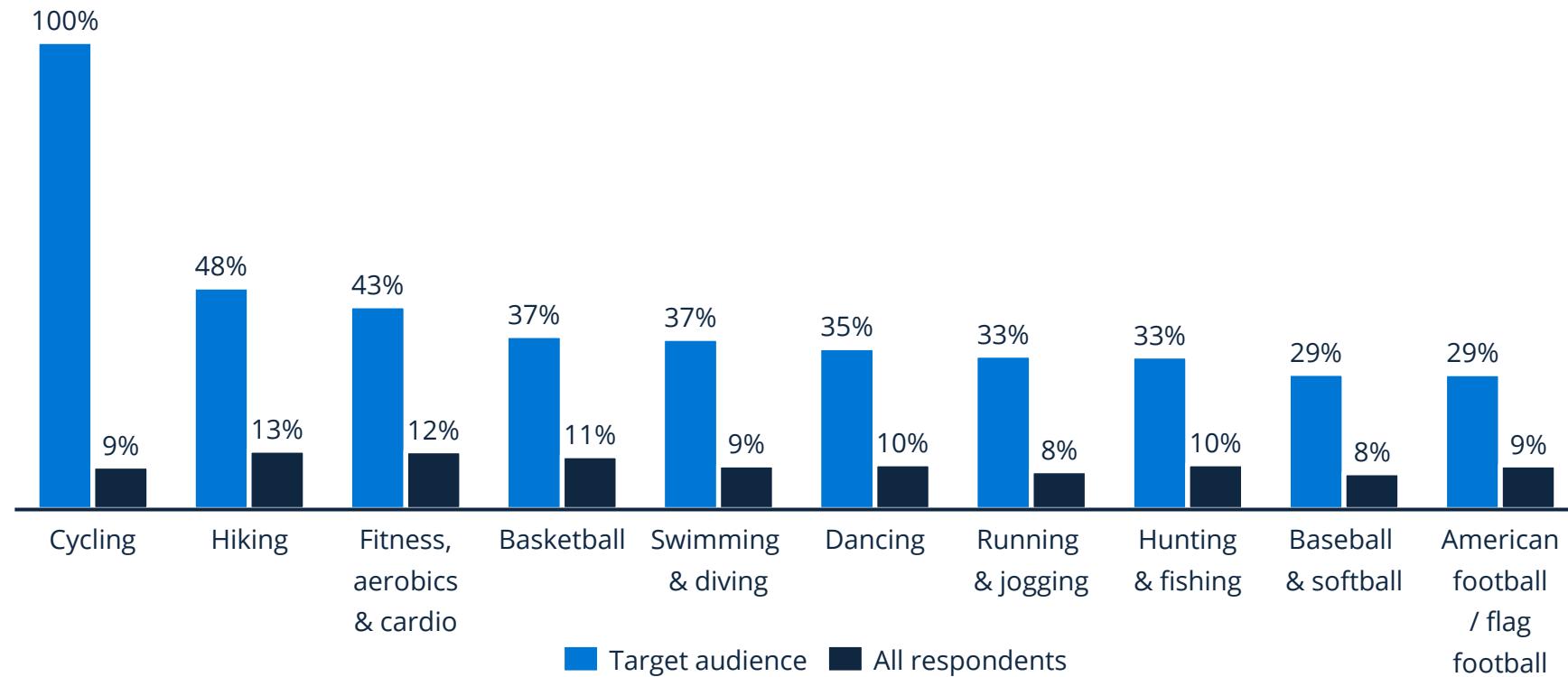
15 | Notes: "What are your personal hobbies and activities?"; Multi Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

48% of cyclists also regularly go hiking

Consumer lifestyle: sports activities

Top 10 sports activities of cyclists in the U.S.

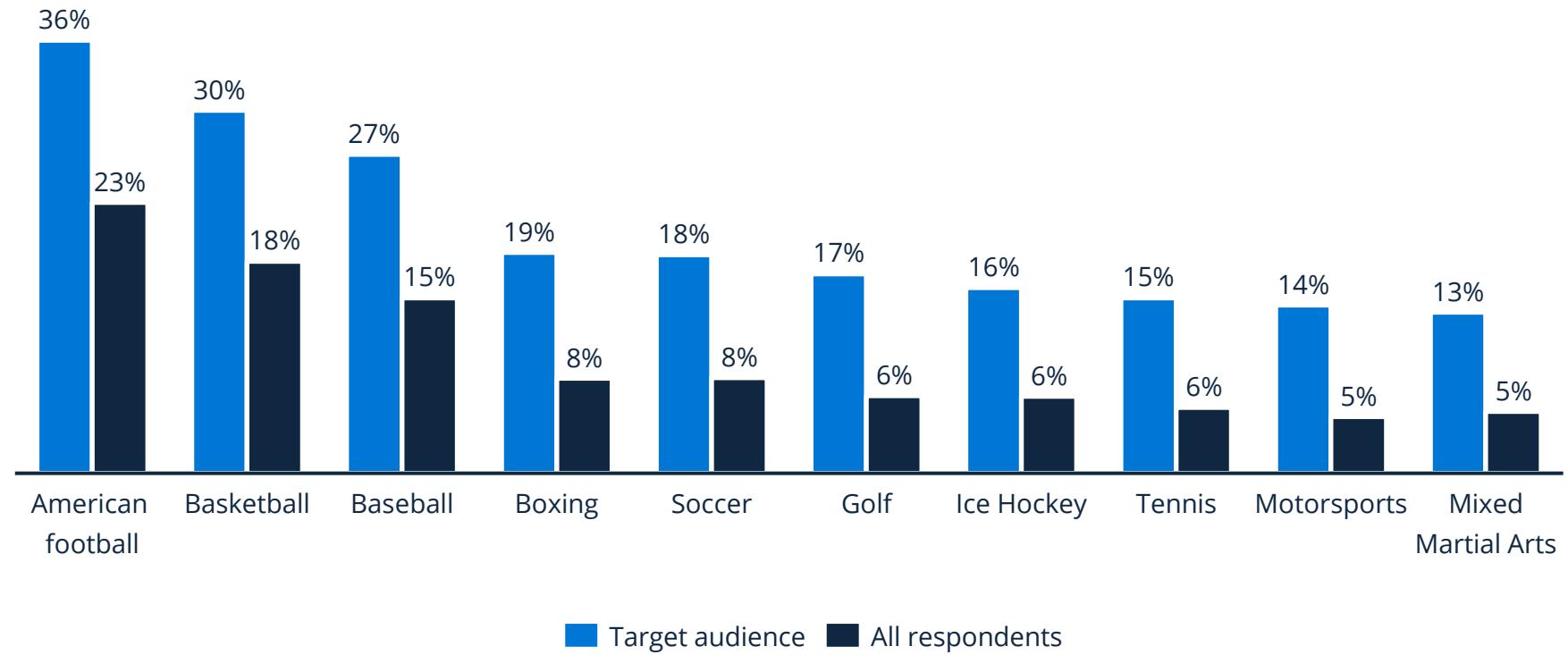


Cyclists are more likely to follow American football than the average consumer

Consumer lifestyle: sports followed



Top 10 sports followed by cyclists in the U.S.



CHAPTER 03

Consumer attitudes

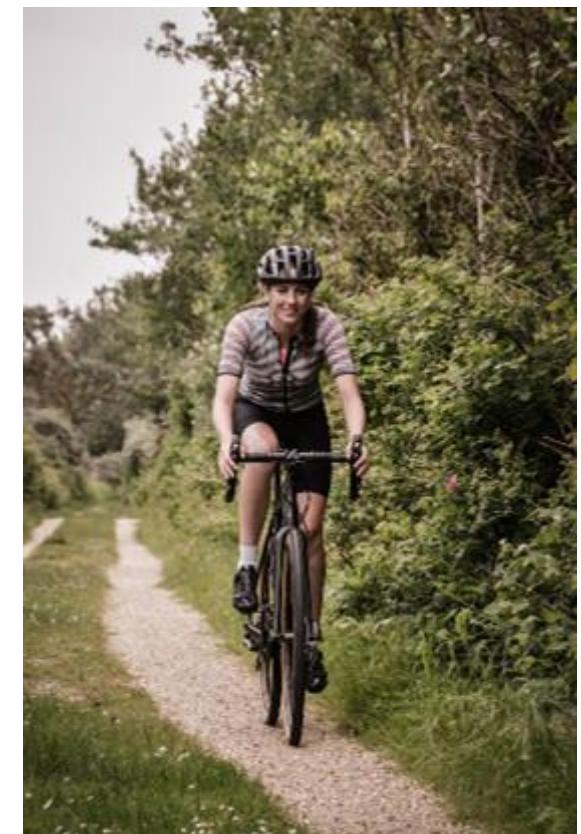
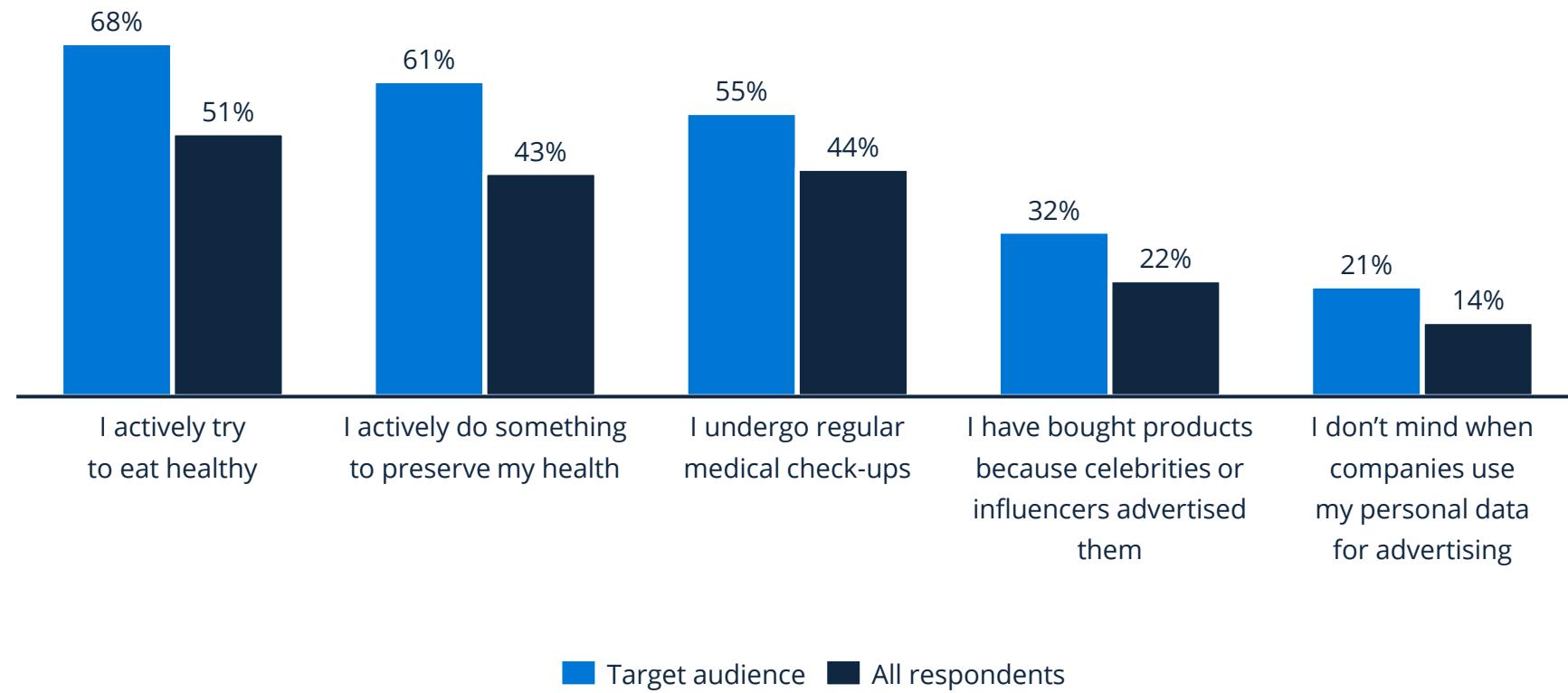
- Consumer attitudes
- Innovation adoption
- Challenges facing the country
- Politics



61% of cyclists state that they actively do something to preserve their health

Consumer attitudes

Agreement with statements in the U.S.

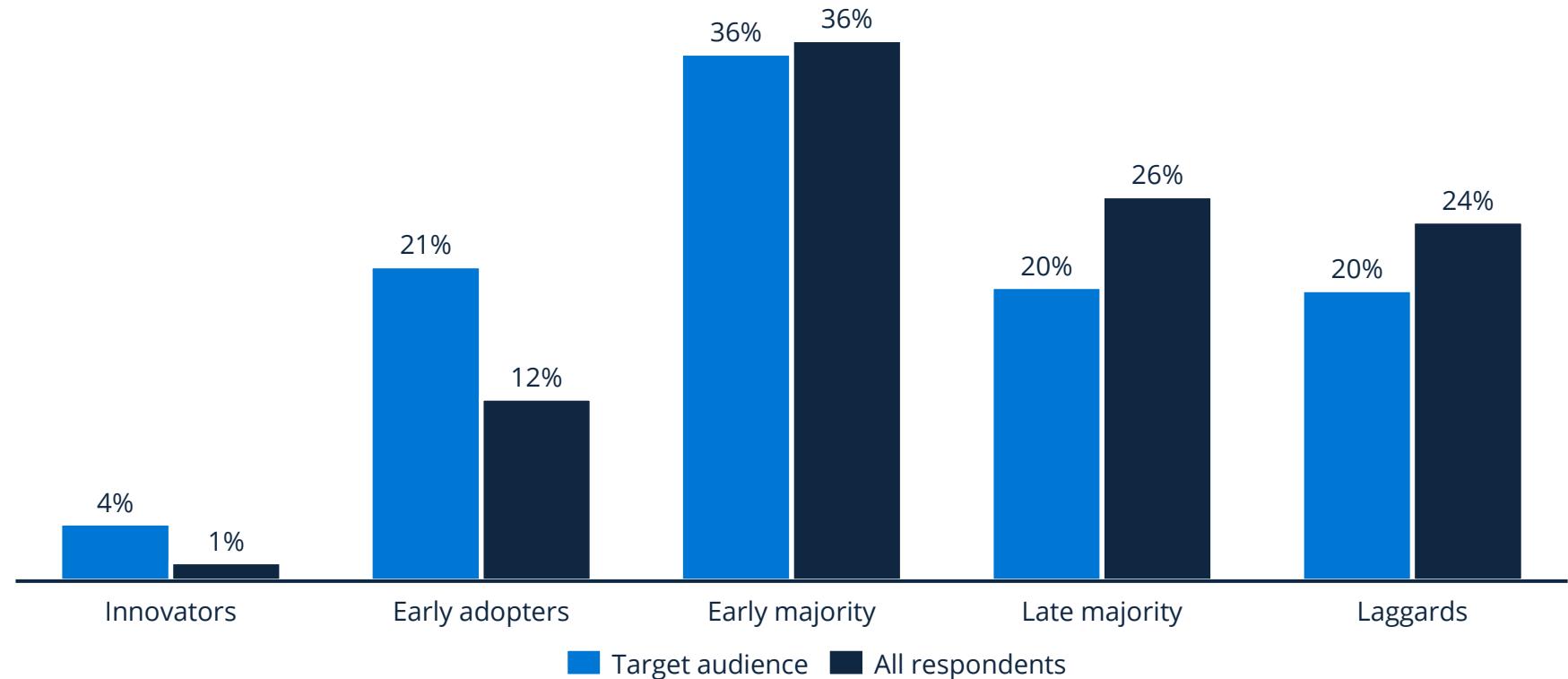


25% of cyclists are innovators or early adopters of new products

Consumer attitudes: innovation



Innovation adopter types based on statements towards innovation by consumers in the U.S.



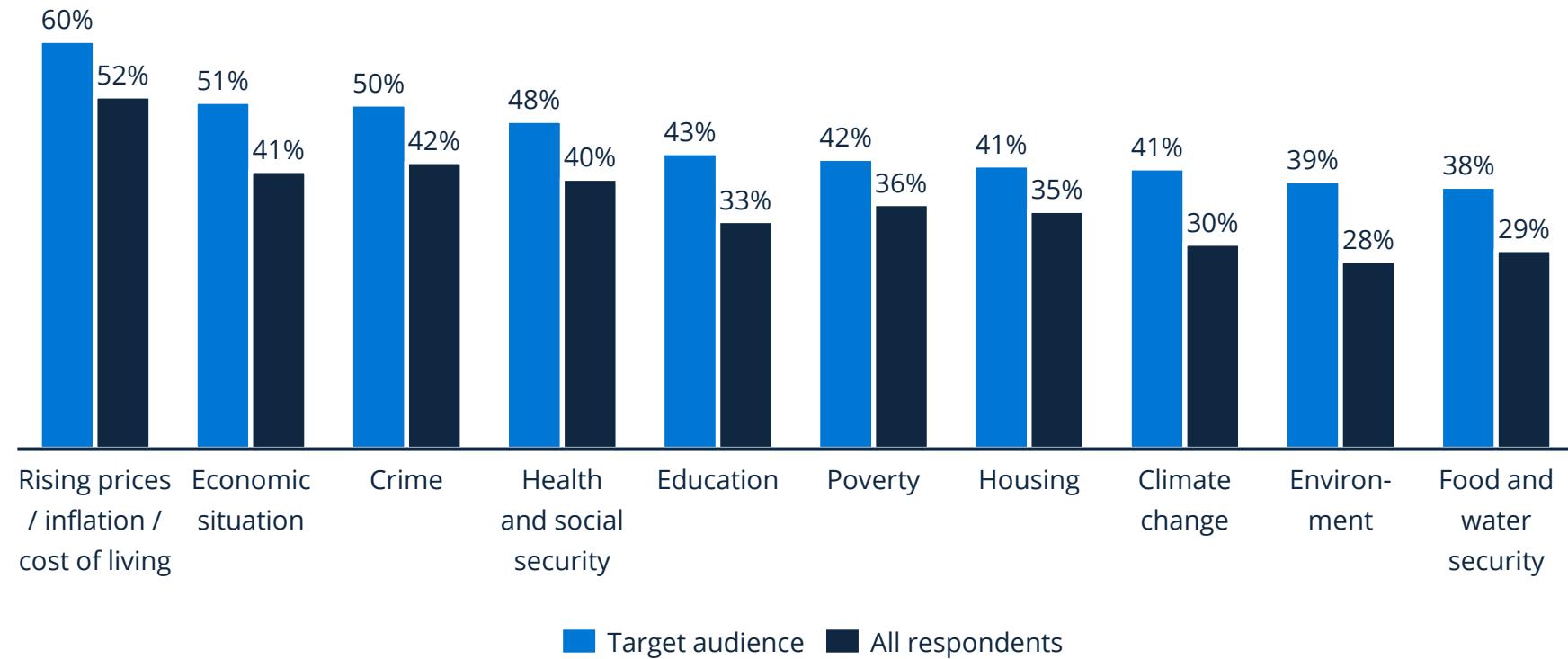
20 Notes: Recode based on "Which of these statements apply to you?"; Multi Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

A relatively high share of cyclists think that the environment is an issue that needs to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing the United States according to cyclists

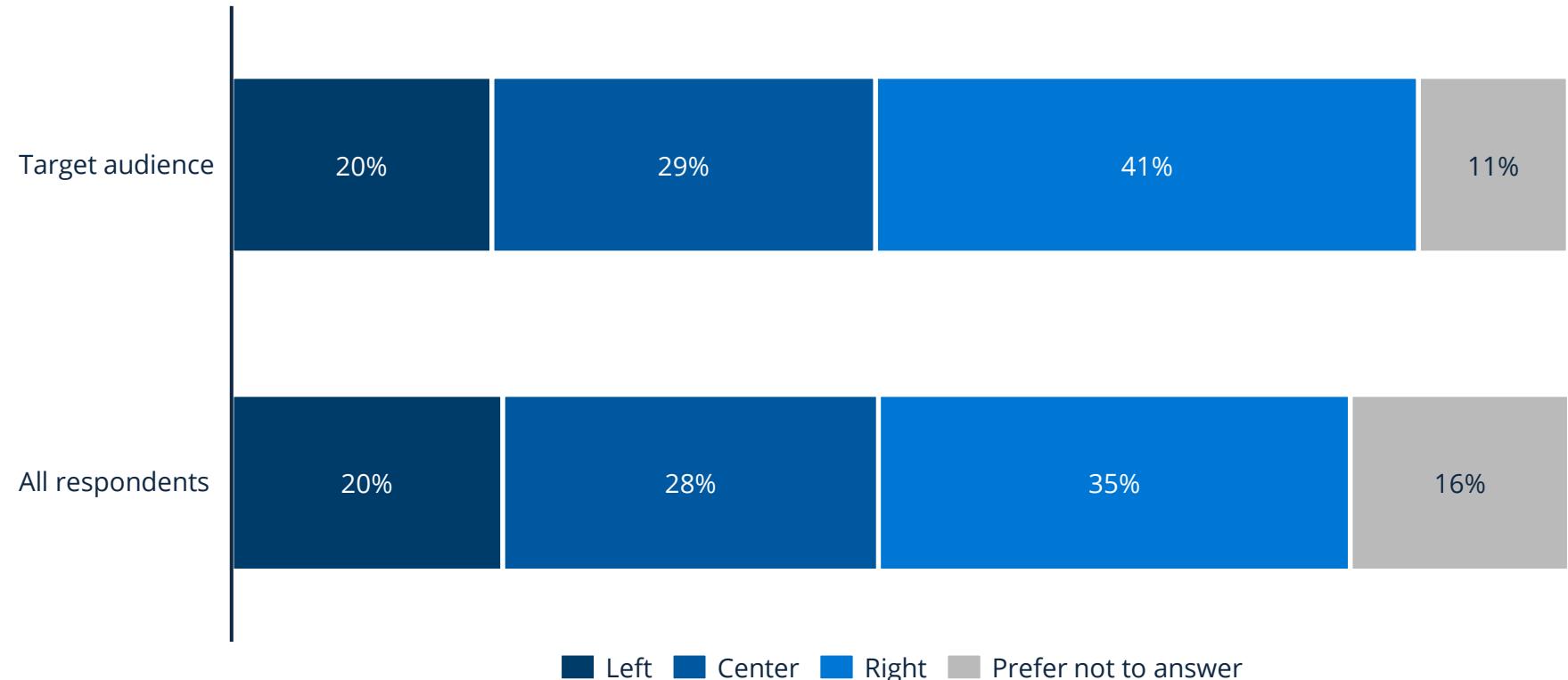


Cyclists tend to have more right leaning political views than the average consumer

Consumer attitudes: politics



Political attitudes of consumers in the U.S.



22 Notes: Recode based on "Many people use the terms 'left' and 'right' when they want to describe political views. Where would you place yourself on a scale from left to right?"; Single Pick; Which of these sports or activities do you do at least occasionally?; Multi Pick; Base: n=5550 cyclists, n=60115 all respondents

Sources: [Statista Consumer Insights Global](#) as of January 2024

CHAPTER 04

Marketing touchpoints

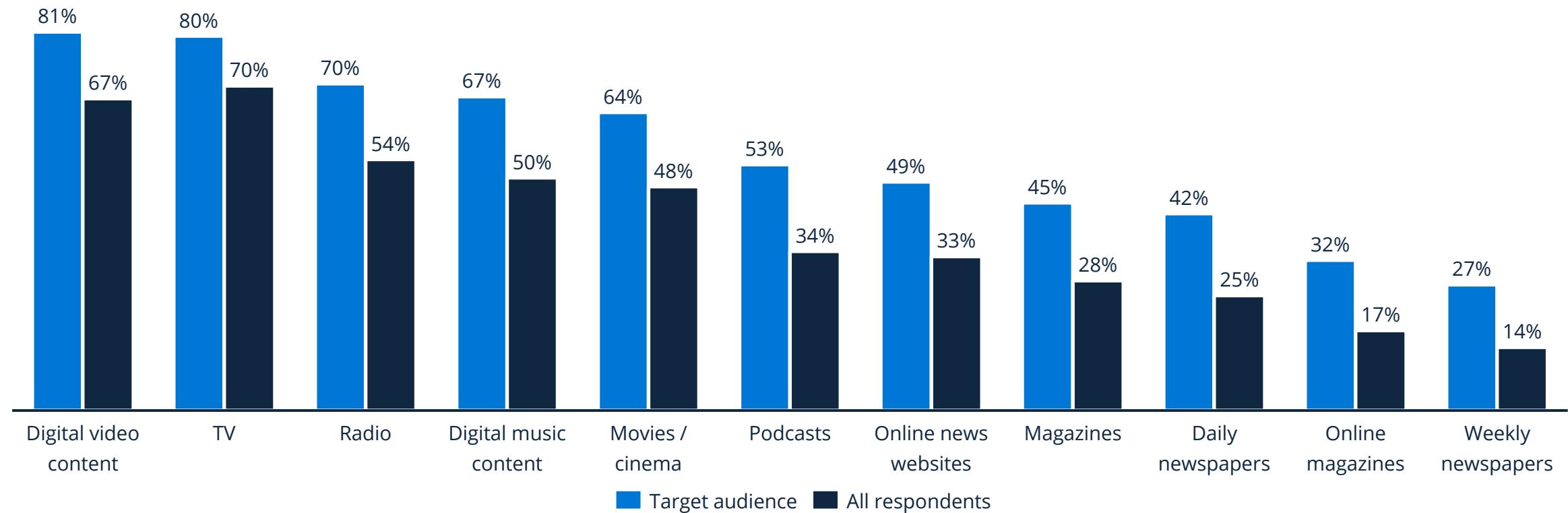
- Media usage
- Digital advertising touchpoints
- Internet usage by device
- Social media usage
- Non-digital advertising touchpoints



Cyclists relatively frequently consume all types of media

Marketing touchpoints: media usage

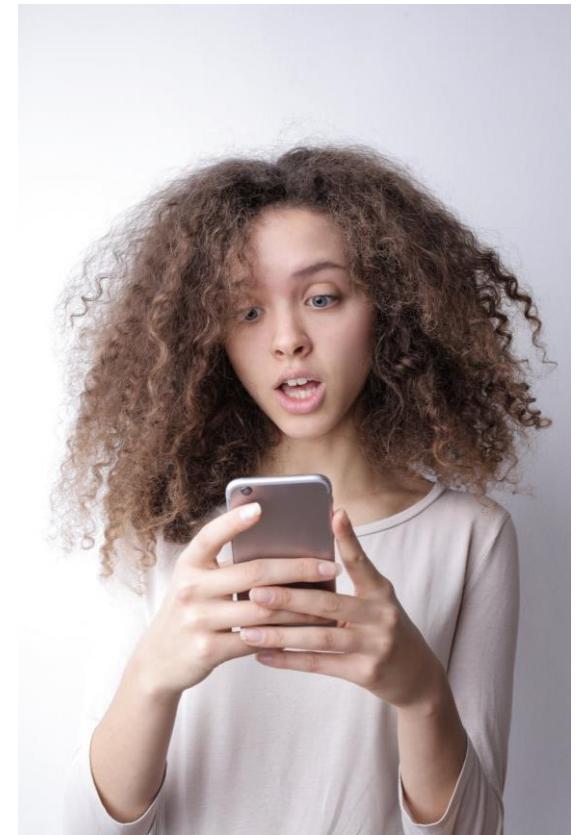
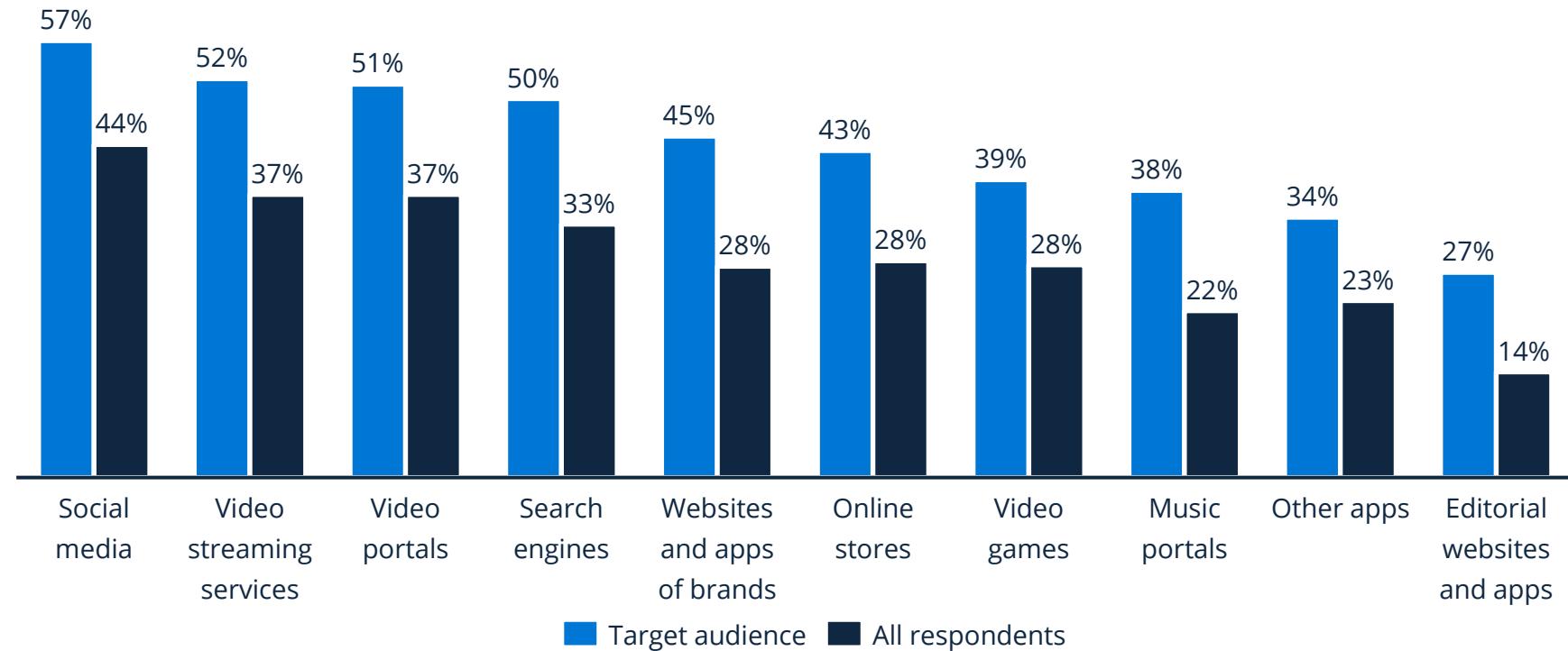
Type of media consumers in the U.S. have been using in the past 4 weeks



Cyclists remember seeing ads on websites and apps of brands and products more often than the average consumer

Marketing touchpoints: digital advertising touchpoints

Top 10 places where cyclists in the U.S. have come across digital advertising in the past 4 weeks

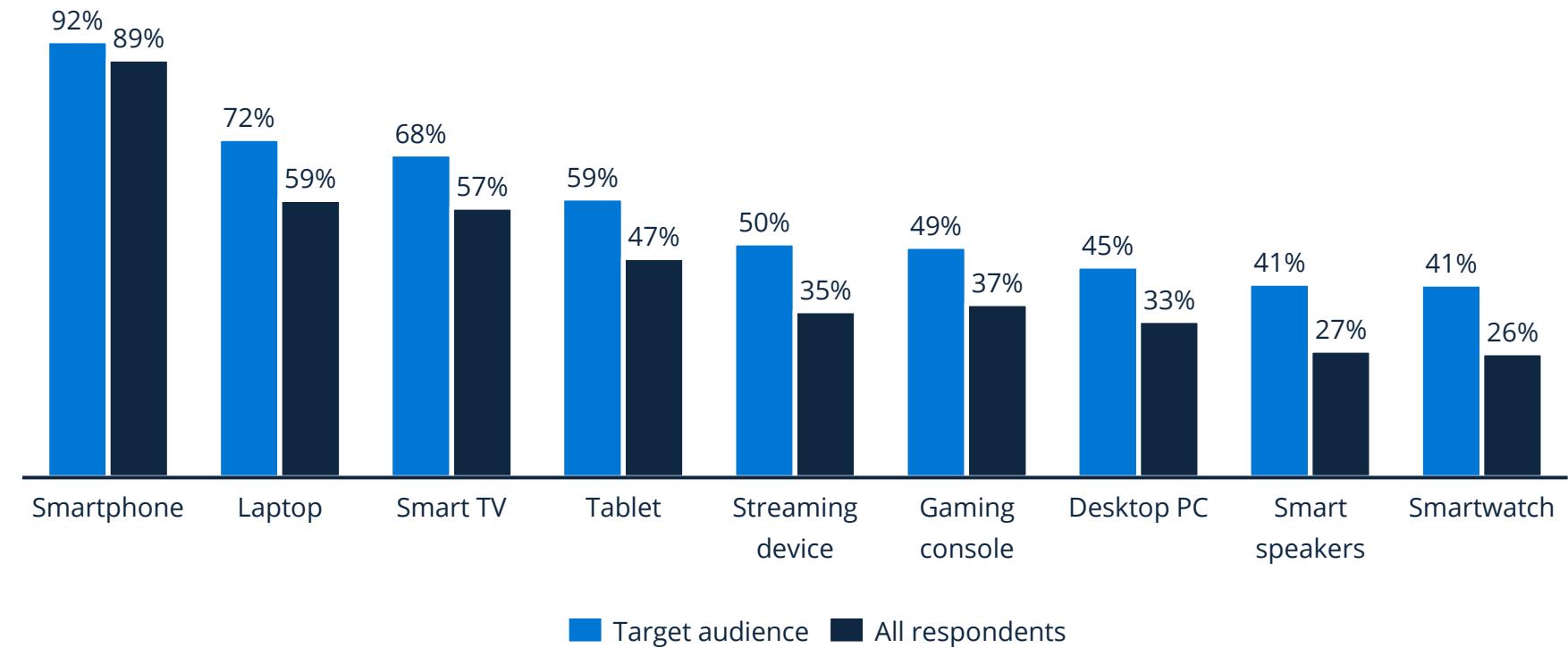


Cyclists access the internet via a smartwatch more often than the average onliner

Marketing touchpoints: internet usage by device



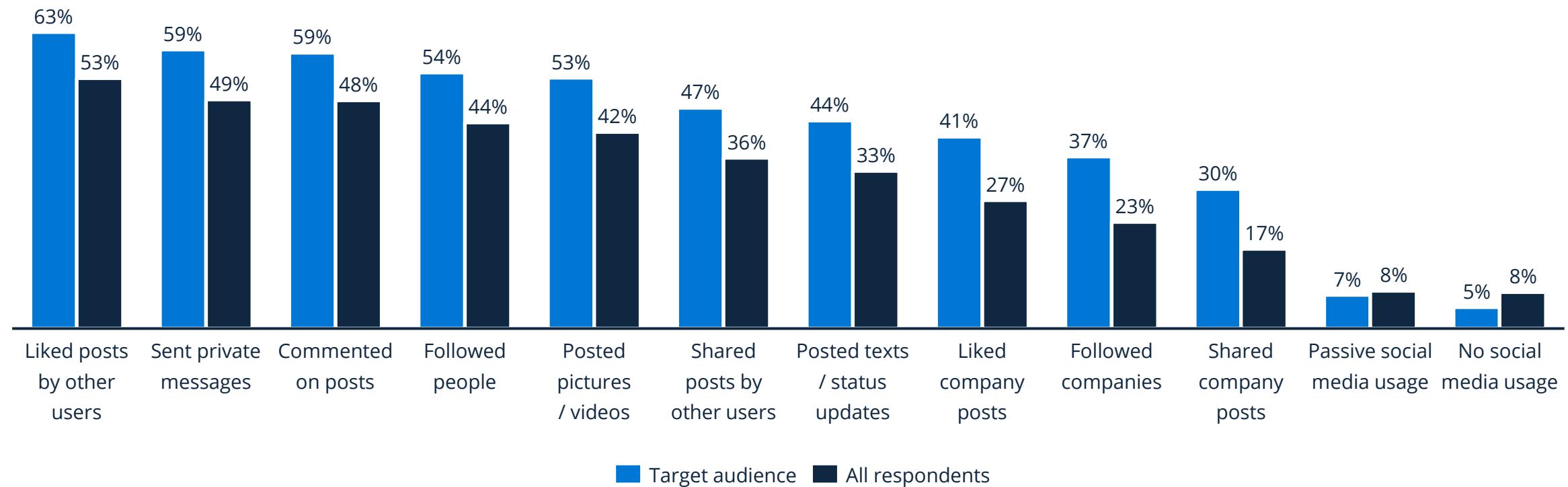
Devices consumers in the U.S. use regularly to access the internet



On social media, cyclists interact with companies more often than the average onliner

Marketing touchpoints: social media usage

Social media activities in the U.S. by type

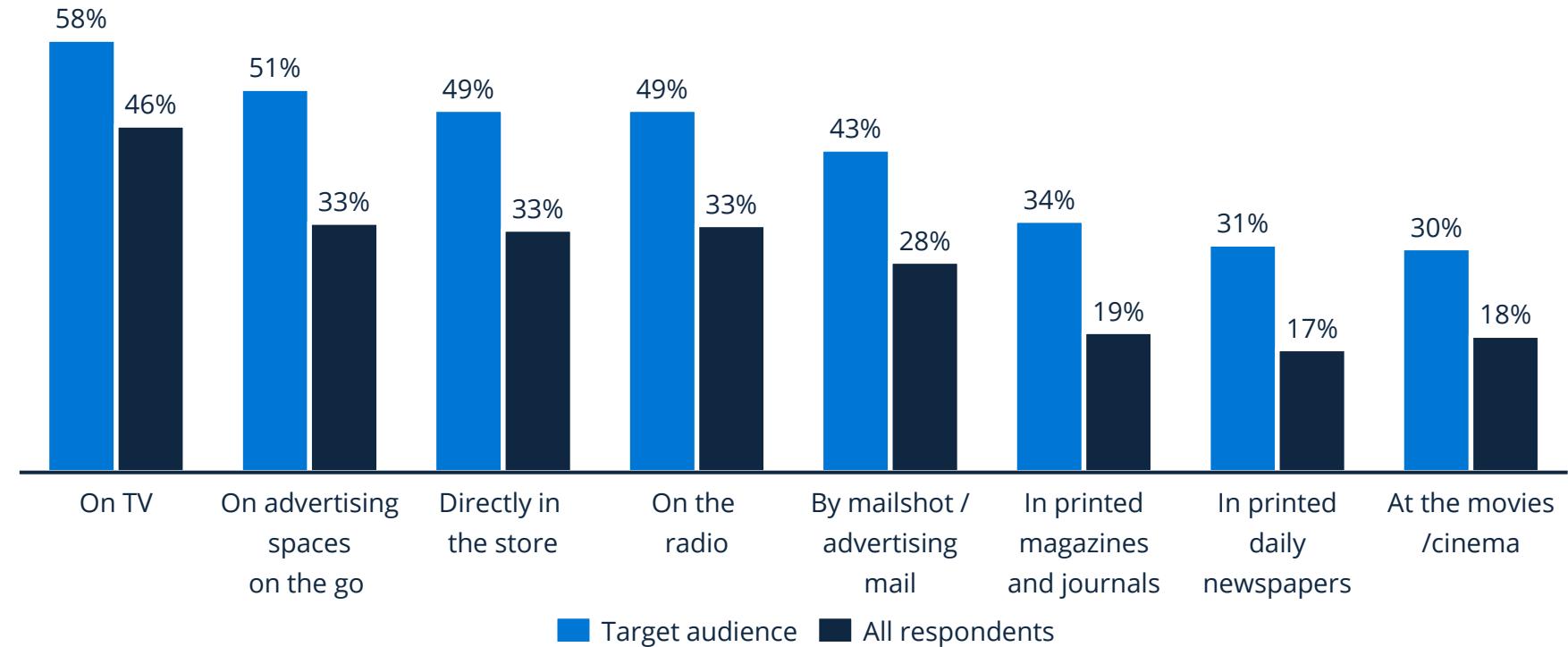


Cyclists remember seeing ads out-of-home more often than the average consumer

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks



STATISTA CONSUMER INSIGHTS

Understand what drives consumers

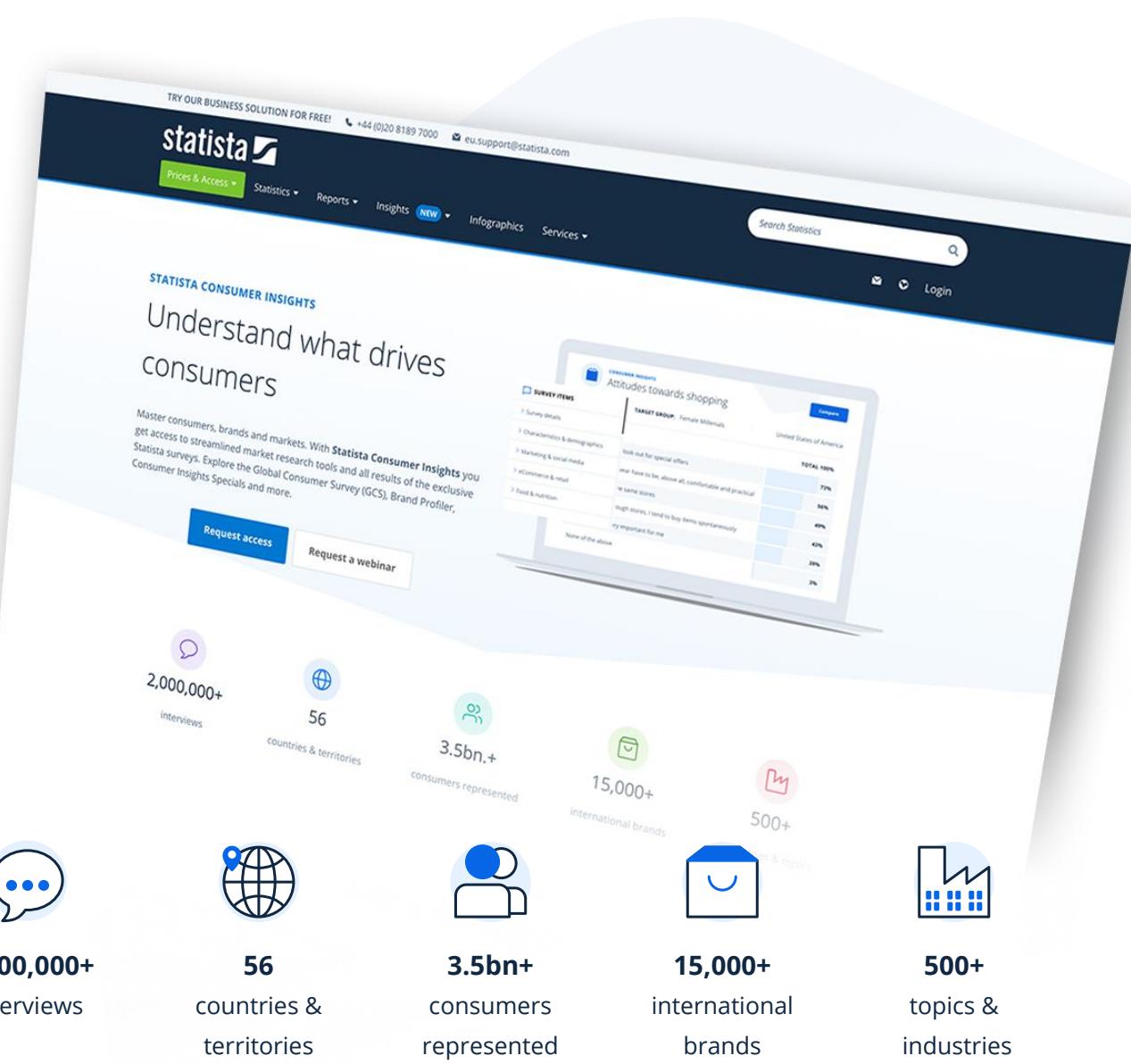
Gain a better understanding of consumers, brands, and markets.

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Go to Consumer Insights

Find out more on:
[statista.com/global-consumer-survey](https://www.statista.com/global-consumer-survey)



The screenshot shows the Statista Consumer Insights homepage. At the top, there's a navigation bar with links for 'Prices & Access', 'Statistics', 'Reports', 'Insights' (which is highlighted in blue), 'Infographics', and 'Services'. Below the navigation is a search bar labeled 'Search Statistics' with a magnifying glass icon. The main content area features a large banner with the text 'STATISTA CONSUMER INSIGHTS' and 'Understand what drives consumers'. To the right of the banner is a screenshot of a survey dashboard titled 'Attitudes towards shopping' for 'Female Millennials' in the 'United States of America'. The dashboard includes a pie chart showing responses to statements like 'look out for special offers' and 'I tend to buy items spontaneously'. Below the banner, there's a section with icons and statistics: a speech bubble icon for '2,000,000+ interviews', a globe icon for '56 countries & territories', a person icon for '3.5bn+ consumers represented', a shopping bag icon for '15,000+ international brands', and a bar chart icon for '500+ topics & industries'.

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Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He Interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

For the Statista Consumer Insights team, he is responsible for conceiving surveys and reports, automation process design, and is a trusted advisor to clients and stakeholders for the product.



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Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

Stefan's current role in the Consumer Insights team at Statista focuses on process design and report automation, specifically QA processes. Stefan's expertise also includes Python and developing the teams AI offer.