

The following groups were created to reflect specific market segments in the retail bicycle industry. These segments are grouped under four main categories: Racers, Commuters, Hobbyists, and Prospects. It should be noted that all references to commuting refer to non-automobile commutes (i.e. public transportation, bicycle, walking, etc.). It should also be noted that “junior”, “elite”, and “master” are cycling related age terms denoting riders under the age of 19, those 20 to 34, and those 35 and over respectively.

Racers

R1 - World Champions

The World Champions rank highest in every race participation category. Although their overall non-auto commuting numbers are low, when they do commute, they usually use a bicycle. Their median income is high (\$86k), and they are typically age 35 and up. The group is well educated and can be found living in households of 2 to 4 persons in predominantly urban areas with low population density.

R2 - National Champions

This group has a median income of \$95k and ranks high in every race category. Their commuting numbers are average but their preferences lie toward traveling by bike. They are typically age 35 and up with a higher-than-average percentage of 20- to 35-year-old females. They are well educated, and generally live in 2 person households in predominantly urban areas with low population density.

R3 - Grand Tour Winners

Grand Tour Winners are a high-income group (\$89k) and rank high in every race participation category except female racer participation where they are average. Their overall non-auto commuting numbers are low, but when they do commute, they usually use a bicycle. The group is typically age 35 and up, well educated, and can be found living in households of 2 to 4 persons in predominantly urban areas.

Commuters

C1 - Metro Messengers

This group has the highest median income of over \$110k. They live in almost exclusively urban areas of high population density. They commute often, usually by bike, but they typically do not race. They are young, 20 to 35 years old, very well educated, and live in 1-2 person households.

C2 - Urban Affluent

The Urban Affluent are predominantly 65 and older. They have an average education and a median income of \$89k. They do a lot of non-auto commuting, with an average amount of this by bike, but they typically do not race. They live in households of 1 to 2 persons in predominantly urban areas.

C3 - Midtown Movers

This group does a lot of non-auto commuting, but is below average in bike commuting. They typically do not race. They live in racially diverse, predominantly urban areas with high unemployment and lower than average access to the internet. Midtown Movers typically live in large households, and there are a

very high number under the age of 19. This group has a lower-than-average education level and a median income of \$48k.

C4 - Downtown Diverse

The Downtown Diverse do a lot of non-auto commuting with a lower-than-average amount by bike. They rank the lowest of all groups in race participation. They live in racially diverse, predominantly urban areas of high population density with high unemployment and lower than average access to the internet. They live in large households, are typically age 20-35, but have fewer children in the household than average. This group is below average in education level and has a median income of \$48k.

Hobbyists

H1 - Team Leaders

Team Leaders are a high-income group (\$90k), well-educated, and over 35 in age. They live in 2 to 4 person households in predominantly urban areas. They occasionally commute by bike and/or race, but their children are more active in bike racing than the adults.

H2 - Suburban Stronghold

This group is typically age 35 and over, and well educated with a median income of \$81k. They usually live in 3-person suburban households. Their children may occasionally participate in racing but the adults do not normally commute by bike or race.

H3 - Up & Coming Families

This group lives in predominantly urban areas of high population density. These are young families of 2 to 4 people with a median income of \$73k and average education level. They typically do not commute by bike or race.

H4 - City Center Strivers

This is an exclusively urban group of evenly distributed age and average education. They live in households of 1 to 3 people and their average median income is \$73k. They typically do not commute by bike or race.

H5 - Rustic Racers

Rustic Racers are a predominantly rural group with a median income of \$59k. They are couples age 35 and over with average educations. They usually do not commute by bike but have average numbers in bike race participation, more often by the males. They tend to live in areas with the lowest winter temperatures of any group.

Prospects

P1 - Rural Masters

Rural Masters have a high proportion of members 65 and over and the highest percentage of those 35 to 64. They live in 2 to 4 person households in exclusively rural areas. They have a median income of \$68k. They are unlikely to race and are least likely to commute by bike.

P2 - Neighborhood Youth

This is a suburban group with high percentages under age 19 and over 65. They live in large households, have an average education, and a median income of 59k. They are unlikely to commute by bike and rank low in every race participation category.

P3 - Junior Developers

The Junior Developers have the highest proportion of people under age 19. They live in large households in racially diverse, predominantly urban areas with high unemployment and lower than average access to internet. They have an average education and a median income of \$46k. They are unlikely to race or commute by bike.

P4 - Country Communities

This is a predominantly rural group with a median income of \$47k. Their 2 to 3 person households experience high unemployment and lower than average access to the internet. They are typically over 35 with a lower-than-average education. They enjoy the mildest winters of any group but are unlikely to race or commute by bike. However, if present, their children may participate in racing.

| | Population Distribution | | | | | Employment | | | Racial Distribution | | | | | | Climate |
|-------------------------|-------------------------|-----------|----------|--------|--------|-------------|------------|--------|---------------------|----------|----------|--------|--------|-----------|--------------|
| | Population | Urban | Rural | %Urban | %Rural | Labor Force | Unemployed | %Unemp | White | Black | Hispanic | %White | %Black | %Hispanic | Avg Min Temp |
| Racers | 6715671 | 6184662 | 531009 | 92.1% | 7.9% | 4017546 | 148426 | 3.7% | 5547257 | 411885 | 669322 | 82.6% | 6.1% | 10.0% | 28.4 |
| R1 World Champions | 366826 | 329025 | 37801 | 89.7% | 10.3% | 226461 | 8961 | 4.0% | 302267 | 21038 | 44816 | 82.4% | 5.7% | 12.2% | 30.4 |
| R2 National Champions | 1577199 | 1466699 | 110500 | 93.0% | 7.0% | 972097 | 37093 | 3.8% | 1290116 | 99987 | 139358 | 81.8% | 6.3% | 8.8% | 27.3 |
| R3 Grand Tour Winners | 4771646 | 4388938 | 382708 | 92.0% | 8.0% | 2818987 | 102372 | 3.6% | 3954874 | 290860 | 485148 | 82.9% | 6.1% | 10.2% | 27.6 |
| Commuters | 17897976 | 17627884 | 270092 | 98.5% | 1.5% | 9865733 | 544720 | 5.5% | 10284540 | 3782181 | 3957269 | 57.5% | 21.1% | 22.1% | 31.4 |
| C1 Metro Messengers | 1156420 | 1155545 | 875 | 99.9% | 0.1% | 761549 | 28895 | 3.8% | 830509 | 102567 | 121032 | 71.8% | 8.9% | 10.5% | 29.0 |
| C2 Urban Affluent | 7992332 | 7872671 | 119661 | 98.5% | 1.5% | 4687965 | 193729 | 4.1% | 6065125 | 799668 | 689029 | 75.9% | 10.0% | 8.6% | 29.6 |
| C3 Midtown Movers | 6392169 | 6312088 | 80081 | 98.7% | 1.3% | 3250194 | 236746 | 7.3% | 2559263 | 2015966 | 2339496 | 40.0% | 31.5% | 36.6% | 33.4 |
| C4 Downtown Diverse | 2357055 | 2287580 | 69475 | 97.1% | 2.9% | 1166024 | 85349 | 7.3% | 829643 | 863980 | 807712 | 35.2% | 36.7% | 34.3% | 33.8 |
| Hobbyists | 77677406 | 63126901 | 14550505 | 81.3% | 18.7% | 41857129 | 1923135 | 4.6% | 62985903 | 7155954 | 6046725 | 81.1% | 9.2% | 7.8% | 27.1 |
| H1 Team Leaders | 11272882 | 9997938 | 1274944 | 88.7% | 11.3% | 6372215 | 248323 | 3.9% | 9619980 | 671317 | 826367 | 85.3% | 6.0% | 7.3% | 26.5 |
| H2 Suburban Stronghold | 24033044 | 20124368 | 3908676 | 83.7% | 16.3% | 13243538 | 564997 | 4.3% | 20220162 | 1626111 | 1516296 | 84.1% | 6.8% | 6.3% | 26.9 |
| H3 Up & Coming Families | 5133101 | 4923493 | 209608 | 95.9% | 4.1% | 2875058 | 141930 | 4.9% | 3343639 | 978713 | 615733 | 65.1% | 19.1% | 12.0% | 32.2 |
| H4 City Center Strivers | 17257732 | 17257732 | 0 | 100.0% | 0.0% | 9448271 | 480027 | 5.1% | 12069398 | 2796094 | 2032212 | 69.9% | 16.2% | 11.8% | 29.1 |
| H5 Rustic Racers | 19980647 | 10823370 | 9157277 | 54.2% | 45.8% | 9918046 | 487858 | 4.9% | 17732724 | 1083719 | 1056117 | 88.7% | 5.4% | 5.3% | 20.5 |
| Prospects | 73313744 | 53805358 | 19508386 | 73.4% | 26.6% | 36344326 | 2295258 | 6.3% | 50709335 | 14059202 | 11743193 | 69.2% | 19.2% | 16.0% | 32.4 |
| P1 Rural Masters | 4848106 | 0 | 4848106 | 0.0% | 100.0% | 2432220 | 115697 | 4.8% | 4234640 | 346808 | 236076 | 87.3% | 7.2% | 4.9% | 28.9 |
| P2 Neighborhood Youth | 41888217 | 32059185 | 9829032 | 76.5% | 23.5% | 21193059 | 1242341 | 5.9% | 31371980 | 6392232 | 5031700 | 74.9% | 15.3% | 12.0% | 27.3 |
| P3 Junior Developers | 13137735 | 12658937 | 478798 | 96.4% | 3.6% | 6466764 | 518680 | 8.0% | 5696613 | 4450558 | 4429972 | 43.4% | 33.9% | 33.7% | 32.8 |
| P4 Country Communities | 13439686 | 9087236 | 4352450 | 67.6% | 32.4% | 6252283 | 418540 | 6.7% | 9406102 | 2869604 | 2045445 | 70.0% | 21.4% | 15.2% | 40.6 |
| US Totals | 175604797 | 140744805 | 34859992 | 80.1% | 19.9% | 92084733 | 4911539 | 5.3% | 129527035 | 25409222 | 22416509 | 73.8% | 14.5% | 12.8% | 29.8 |

| | Male Population by Age | | | | | | Male Population % by Age | | | | Female Population by Age | | | | | | Female Population % by Age | | | |
|-------------------------|------------------------|----------|----------|----------|----------|----------|--------------------------|--------|--------|-------|--------------------------|-----------|-----------|-----------|----------|-----------|----------------------------|--------|--------|-------|
| | Total Pop | Under 10 | 10 to 19 | 20 to 34 | 35 to 64 | 65+ | %U19 | %20-34 | %35-64 | %65+ | Total Pop | Under 10 | 10 to 19 | 20 to 34 | 35 to 64 | 65+ | %U19 | %20-34 | %35-64 | %65+ |
| Racers | 3035799 | 390552 | 409952 | 618040 | 1260578 | 356676 | 26.4% | 20.4% | 41.5% | 11.7% | 3179395 | 375852 | 389185 | 619089 | 1323947 | 471321 | 24.1% | 19.5% | 41.6% | 14.8% |
| R1 World Champions | 151912 | 19326 | 20503 | 30257 | 62770 | 19055 | 26.2% | 19.9% | 41.3% | 12.5% | 159288 | 18587 | 19398 | 29621 | 66308 | 25375 | 23.8% | 18.6% | 41.6% | 15.9% |
| R2 National Champions | 682290 | 88525 | 91529 | 138927 | 283234 | 80075 | 26.4% | 20.4% | 41.5% | 11.7% | 715551 | 84995 | 86653 | 140478 | 298166 | 105259 | 24.0% | 19.6% | 41.7% | 14.7% |
| R3 Grand Tour Winners | 2201597 | 282702 | 297920 | 448856 | 914574 | 257546 | 26.4% | 20.4% | 41.5% | 11.7% | 2304555 | 272271 | 283134 | 448990 | 959473 | 340687 | 24.1% | 19.5% | 41.6% | 14.8% |
| Commuters | 7413166 | 962395 | 998592 | 2021644 | 2687821 | 742715 | 26.5% | 27.3% | 36.3% | 10.0% | 7812586 | 925910 | 980392 | 1980784 | 2776652 | 1148848 | 24.4% | 25.4% | 35.5% | 14.7% |
| C1 Metro Messengers | 512452 | 34784 | 50232 | 195110 | 178618 | 53708 | 16.6% | 38.1% | 34.9% | 10.5% | 567080 | 33572 | 56612 | 218420 | 180003 | 78473 | 15.9% | 38.5% | 31.7% | 13.8% |
| C2 Urban Affluent | 3248187 | 342097 | 404602 | 815374 | 1227425 | 458689 | 23.0% | 25.1% | 37.8% | 14.1% | 3610782 | 328950 | 402950 | 842847 | 1313993 | 722042 | 20.3% | 23.3% | 36.4% | 20.0% |
| C3 Midtown Movers | 2498843 | 442204 | 396934 | 652472 | 844683 | 162550 | 33.6% | 26.1% | 33.8% | 6.5% | 2644627 | 425479 | 385063 | 671166 | 920349 | 242570 | 30.6% | 25.4% | 34.8% | 9.2% |
| C4 Downtown Diverse | 1153684 | 143310 | 146824 | 358688 | 437094 | 67768 | 25.1% | 31.1% | 37.9% | 5.9% | 990098 | 137909 | 135768 | 248351 | 362308 | 105762 | 27.6% | 25.1% | 36.6% | 10.7% |
| Hobbyists | 38658186 | 4856969 | 5345967 | 7605070 | 15899142 | 4951038 | 26.4% | 19.7% | 41.1% | 12.8% | 40622925 | 4652026.3 | 5104875.2 | 7560489.3 | 16622160 | 6683374.3 | 24.0% | 18.6% | 40.9% | 16.5% |
| H1 Team Leaders | 5987464 | 759348 | 825214 | 1107914 | 2545390 | 749598 | 26.5% | 18.5% | 42.5% | 12.5% | 6242603 | 728485 | 779402 | 1093859 | 2682356 | 958501 | 24.2% | 17.5% | 43.0% | 15.4% |
| H2 Suburban Stronghold | 10482726 | 1276201 | 1429843 | 1979609 | 4377706 | 1419367 | 25.8% | 18.9% | 41.8% | 13.5% | 11140262 | 1220442 | 1353187 | 1976870 | 4613493 | 1976270 | 23.1% | 17.7% | 41.4% | 17.7% |
| H3 Up & Coming Families | 2326587 | 300760 | 351288 | 605321 | 859999 | 209219 | 28.0% | 26.0% | 37.0% | 9.0% | 2444518 | 290433 | 357901 | 595297 | 896040 | 304847 | 26.5% | 24.4% | 36.7% | 12.5% |
| H4 City Center Strivers | 7258325 | 980171 | 1032856 | 1617771 | 2799164 | 828364 | 27.7% | 22.3% | 38.6% | 11.4% | 7900785 | 943765 | 1008177 | 1679654 | 3024683 | 1244506 | 24.7% | 21.3% | 38.3% | 15.8% |
| H5 Rustic Racers | 12603085 | 1540488 | 1706767 | 2294455 | 5316883 | 1744490 | 25.8% | 18.2% | 42.2% | 13.8% | 12894757 | 1468902 | 1606209 | 2214810 | 5405587 | 2199249 | 23.8% | 17.2% | 41.9% | 17.1% |
| Prospects | 36431848 | 5080615 | 5386490 | 7162009 | 14559496 | 4243238 | 28.7% | 19.7% | 40.0% | 11.6% | 38124172 | 4868986 | 5113840 | 7192845 | 15310881 | 5637620 | 26.2% | 18.9% | 40.2% | 14.8% |
| P1 Rural Masters | 2106959 | 264505 | 318419 | 339204 | 925473 | 259359 | 27.7% | 16.1% | 43.9% | 12.3% | 2080507 | 252594 | 292509 | 312990 | 926194 | 296220 | 26.2% | 15.0% | 44.5% | 14.2% |
| P2 Neighborhood Youth | 19077748 | 2609650 | 2796026 | 3670590 | 7724067 | 2277415 | 28.3% | 19.2% | 40.5% | 11.9% | 19974360 | 2498837 | 2649184 | 3679860 | 8112789 | 3033690 | 25.8% | 18.4% | 40.6% | 15.2% |
| P3 Junior Developers | 5167820 | 909113 | 873283 | 1193903 | 1806232 | 385289 | 34.5% | 23.1% | 35.0% | 7.5% | 5492354 | 874979 | 844457 | 1254859 | 1969448 | 548611 | 31.3% | 22.8% | 35.9% | 10.0% |
| P4 Country Communities | 10079320 | 1297347 | 1398762 | 1958312 | 4103724 | 1321175 | 26.7% | 19.4% | 40.7% | 13.1% | 10576952 | 1242576 | 1327690 | 1945136 | 4302450 | 1759099 | 24.3% | 18.4% | 40.7% | 16.6% |
| US Totals | 85538999 | 11290531 | 12141002 | 17406764 | 34407036 | 10293666 | 27.4% | 20.3% | 40.2% | 12.0% | 89739078 | 10822774 | 11588293 | 17353208 | 36033639 | 13941164 | 25.0% | 19.3% | 40.2% | 15.5% |

| | | Male Educational Attainment | | | | | Male Educational Attainment % | | | | | Female Educational Attainment | | | | | Female Educational Attainment % | | | | |
|------------------|----------------------|-----------------------------|----------|--------------|------------------|-----------------|-------------------------------|----------|---------------|-------------------|------------------|-------------------------------|----------|--------------|------------------|-----------------|---------------------------------|----------|---------------|-------------------|------------------|
| | | No Diploma | HS Grad | Some College | Bachelors Degree | Graduate Degree | %No Diploma | %HS Grad | %Some College | %Bachelors Degree | %Graduate Degree | No Diploma | HS Grad | Some College | Bachelors Degree | Graduate Degree | %No Diploma | %HS Grad | %Some College | %Bachelors Degree | %Graduate Degree |
| Racers | | 152915 | 414961 | 576788 | 727978 | 560661 | 6.3% | 17.1% | 23.7% | 29.9% | 23.0% | 150925 | 443666 | 651301 | 778459 | 579569 | 5.8% | 17.0% | 25.0% | 29.9% | 22.3% |
| R1 | World Champions | 8525 | 21649 | 36463 | 43566 | 29056 | 6.1% | 15.5% | 26.2% | 31.3% | 20.9% | 8430 | 25556 | 43249 | 43984 | 28873 | 5.6% | 17.0% | 28.8% | 29.3% | 19.2% |
| R2 | National Champions | 31939 | 90213 | 132376 | 183928 | 147575 | 5.5% | 15.4% | 22.6% | 31.4% | 25.2% | 31484 | 95766 | 144740 | 198554 | 152368 | 5.1% | 15.4% | 23.2% | 31.9% | 24.5% |
| R3 | Grand Tour Winners | 112451 | 303099 | 407948 | 500484 | 384030 | 6.6% | 17.7% | 23.9% | 29.3% | 22.5% | 111012 | 322344 | 463311 | 535921 | 398328 | 6.1% | 17.6% | 25.3% | 29.3% | 21.8% |
| Commuters | | 875245 | 1493465 | 1457051 | 1374379 | 996731 | 14.1% | 24.1% | 23.5% | 22.2% | 16.1% | 882114 | 1513160 | 1673946 | 1508480 | 1086997 | 13.2% | 22.7% | 25.1% | 22.6% | 16.3% |
| C1 | Metro Messengers | 18053 | 34261 | 52041 | 160035 | 167711 | 4.2% | 7.9% | 12.0% | 37.0% | 38.8% | 19966 | 37892 | 58556 | 171729 | 175656 | 4.3% | 8.2% | 12.6% | 37.0% | 37.9% |
| C2 | Urban Affluent | 175702 | 525892 | 685257 | 830086 | 650670 | 6.1% | 18.3% | 23.9% | 28.9% | 22.7% | 191319 | 590271 | 782657 | 887451 | 678809 | 6.1% | 18.9% | 25.0% | 28.3% | 21.7% |
| C3 | Midtown Movers | 486247 | 660283 | 507979 | 270378 | 120187 | 23.8% | 32.3% | 24.8% | 13.2% | 5.9% | 495604 | 659368 | 609780 | 317377 | 159926 | 22.1% | 29.4% | 27.2% | 14.2% | 7.1% |
| C4 | Downtown Diverse | 195243 | 273028 | 211774 | 113879 | 58163 | 22.9% | 32.0% | 24.9% | 13.4% | 6.8% | 175225 | 225629 | 222953 | 131922 | 72607 | 21.2% | 27.2% | 26.9% | 15.9% | 8.8% |
| Hobbyists | | 2441065 | 7441347 | 7433864 | 5726148 | 3753185 | 9.1% | 27.8% | 27.7% | 21.4% | 14.0% | 2324627 | 7531645 | 8497675 | 6300917 | 4171079 | 8.1% | 26.1% | 29.5% | 21.9% | 14.5% |
| H1 | Team Leaders | 263964 | 814413 | 989713 | 1070427 | 823282 | 6.7% | 20.6% | 25.0% | 27.0% | 20.8% | 255125 | 853727 | 1124028 | 1173477 | 863443 | 6.0% | 20.0% | 26.3% | 27.5% | 20.2% |
| H2 | Suburban Stronghold | 660117 | 2154876 | 2317983 | 1970264 | 1336179 | 7.8% | 25.5% | 27.5% | 23.3% | 15.8% | 634999 | 2240759 | 2623332 | 2135568 | 1465368 | 7.0% | 24.6% | 28.8% | 23.5% | 16.1% |
| H3 | Up & Coming Families | 161912 | 439019 | 495248 | 414307 | 259844 | 9.1% | 24.8% | 28.0% | 23.4% | 14.7% | 163673 | 461534 | 566857 | 452434 | 290224 | 8.5% | 23.9% | 29.3% | 23.4% | 15.0% |
| H4 | City Center Strivers | 599753 | 1560357 | 1630190 | 1284542 | 804580 | 10.2% | 26.5% | 27.7% | 21.8% | 13.7% | 612603 | 1654548 | 1896305 | 1405911 | 902456 | 9.5% | 25.6% | 29.3% | 21.7% | 13.9% |
| H5 | Rustic Racers | 755318 | 2472682 | 2000730 | 986607 | 529300 | 11.2% | 36.7% | 29.7% | 14.6% | 7.8% | 658228 | 2321076 | 2287154 | 1133527 | 649587 | 9.3% | 32.9% | 32.4% | 16.1% | 9.2% |
| Prospects | | 3926439 | 8280857 | 6839995 | 3403007 | 1801149 | 16.2% | 34.1% | 28.2% | 14.0% | 7.4% | 3702803 | 8169239 | 8183339 | 3951958 | 2255787 | 14.1% | 31.1% | 31.2% | 15.0% | 8.6% |
| P1 | Rural Masters | 217193 | 600516 | 502325 | 268091 | 154146 | 12.5% | 34.5% | 28.8% | 15.4% | 8.8% | 173537 | 555048 | 569618 | 304544 | 185438 | 9.7% | 31.0% | 31.9% | 17.0% | 10.4% |
| P2 | Neighborhood Youth | 1914958 | 4699964 | 4044899 | 2128970 | 1150018 | 13.7% | 33.7% | 29.0% | 15.3% | 8.3% | 1804310 | 4652387 | 4764112 | 2437402 | 1427788 | 12.0% | 30.8% | 31.6% | 16.2% | 9.5% |
| P3 | Junior Developers | 968052 | 1421751 | 1052034 | 448278 | 201446 | 23.7% | 34.7% | 25.7% | 11.0% | 4.9% | 960781 | 1422215 | 1316651 | 546571 | 277245 | 21.2% | 31.4% | 29.1% | 12.1% | 6.1% |
| P4 | Country Communities | 826235 | 1558626 | 1240737 | 557668 | 295539 | 18.4% | 34.8% | 27.7% | 12.5% | 6.6% | 764175 | 1539589 | 1532958 | 663440 | 365315 | 15.7% | 31.6% | 31.5% | 13.6% | 7.5% |
| US Totals | | 7395663 | 17630630 | 16307698 | 11231511 | 7111725 | 12.4% | 29.5% | 27.3% | 18.8% | 11.9% | 7060470 | 17657710 | 19006261 | 12539814 | 8093431 | 11.0% | 27.4% | 29.5% | 19.5% | 12.6% |

| | | Households | | | | | | | | Income | | Connectivity | |
|------------------|----------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-----------|---------------------|-----------------|
| | | Total HH | 1 Person HH | 2 Person HH | 3 Person HH | 4 Person HH | 5 Person HH | 6 Person HH | 7+ Person HH | Ave HH Size | Median HH | HH with No Internet | %HH No Internet |
| Racers | | 2677895 | 726197 | 931609 | 424621 | 359187 | 150240 | 54271 | 31770 | 2.5 | \$90,266 | 238266 | 8.9% |
| R1 | World Champions | 144967 | 37794 | 51020 | 22896 | 19766 | 8448 | 3175 | 1868 | 2.5 | \$86,423 | 12592 | 8.7% |
| R2 | National Champions | 637843 | 180204 | 223080 | 99074 | 83072 | 33509 | 12161 | 6743 | 2.4 | \$95,178 | 52989 | 8.3% |
| R3 | Grand Tour Winners | 1895085 | 508199 | 657509 | 302651 | 256349 | 108283 | 38935 | 23159 | 2.5 | \$89,196 | 172685 | 9.1% |
| Commuters | | 6929053 | 2424720 | 2043359 | 1016338 | 780371 | 376021 | 160537 | 127707 | 2.4 | \$74,295 | 965547 | 13.9% |
| C1 | Metro Messengers | 569745 | 298772 | 178015 | 51956 | 29698 | 7922 | 2256 | 1126 | 1.7 | \$111,736 | 38036 | 6.7% |
| C2 | Urban Affluent | 3504237 | 1375190 | 1144951 | 452139 | 340145 | 129171 | 41981 | 20660 | 2.1 | \$88,827 | 335763 | 9.6% |
| C3 | Midtown Movers | 2123644 | 543375 | 529128 | 382979 | 311230 | 183718 | 90312 | 82902 | 2.8 | \$48,174 | 445668 | 21.0% |
| C4 | Downtown Diverse | 731427 | 207383 | 191265 | 129264 | 99298 | 55210 | 25988 | 23019 | 2.7 | \$48,441 | 146079 | 20.0% |
| Hobbyists | | 31014959 | 8834989 | 10637949 | 4877507 | 3978285 | 1733569 | 609258 | 343402 | 2.4 | \$75,475 | 4008144 | 12.9% |
| H1 | Team Leaders | 4436117 | 1091105 | 1584007 | 730270 | 629134 | 265414 | 88260 | 47927 | 2.5 | \$90,076 | 422432 | 9.5% |
| H2 | Suburban Stronghold | 9561891 | 2708432 | 3249709 | 1502599 | 1275069 | 546749 | 184755 | 94578 | 2.4 | \$81,856 | 1084044 | 11.3% |
| H3 | Up & Coming Families | 1953876 | 611370 | 617696 | 315582 | 248071 | 103523 | 37241 | 20393 | 2.4 | \$73,504 | 218454 | 11.2% |
| H4 | City Center Strivers | 6805978 | 2135635 | 2119286 | 1072177 | 861758 | 385300 | 144345 | 87477 | 2.4 | \$72,916 | 872077 | 12.8% |
| H5 | Rustic Racers | 8257097 | 2288447 | 3067251 | 1256879 | 964253 | 432583 | 154657 | 93027 | 2.4 | \$59,024 | 1411137 | 17.1% |
| Prospects | | 27118997 | 6786644 | 8715068 | 4543305 | 3673913 | 1912818 | 835219 | 652030 | 2.6 | \$55,091 | 5107750 | 18.8% |
| P1 | Rural Masters | 1749378 | 342616 | 647528 | 304747 | 264763 | 119764 | 44223 | 25737 | 2.7 | \$67,836 | 280870 | 16.1% |
| P2 | Neighborhood Youth | 15767670 | 3974968 | 5172146 | 2633051 | 2146445 | 1072966 | 449195 | 318899 | 2.6 | \$59,023 | 2694445 | 17.1% |
| P3 | Junior Developers | 4224729 | 967794 | 1038675 | 746264 | 630979 | 408518 | 216188 | 216311 | 3.0 | \$46,429 | 941517 | 22.3% |
| P4 | Country Communities | 5377220 | 1501266 | 1856719 | 859243 | 631726 | 311570 | 125613 | 91083 | 2.5 | \$47,076 | 1190917 | 22.1% |
| US Totals | | 67740904 | 18772550 | 22327985 | 10861771 | 8791756 | 4172648 | 1659285 | 1154909 | 2.5 | \$73,782 | 10319706 | 13.6% |

| | Non-Automotive Commuting by Mode | | | | | | | Non-Automotive Commuting % by Mode | | | | | | | |
|-------------------------|----------------------------------|--------|------------|---------|---------|--------|-----------|------------------------------------|-------|-------------|----------|---------|--------|-----------|-----------|
| | Public | | | | Worked | | | %Public | | | | %Total | | %Work | |
| | Trans | Taxi | Motorcycle | Bicycle | Walked | Other | From Home | Trans | %Taxi | %Motorcycle | %Bicycle | %Walked | %Other | Commuters | From Home |
| Racers | 241277 | 6762 | 7121 | 53555 | 119460 | 25865 | 273286 | 3.6% | 0.1% | 0.1% | 0.8% | 1.8% | 0.4% | 6.8% | 4.1% |
| R1 World Champions | 4230 | 235 | 415 | 3067 | 3748 | 1588 | 18368 | 1.2% | 0.1% | 0.1% | 0.8% | 1.0% | 0.4% | 3.6% | 5.0% |
| R2 National Champions | 78978 | 2020 | 1870 | 16474 | 33848 | 6260 | 70209 | 5.0% | 0.1% | 0.1% | 1.0% | 2.1% | 0.4% | 8.8% | 4.5% |
| R3 Grand Tour Winners | 158069 | 4508 | 4835 | 34015 | 81864 | 18017 | 184709 | 3.3% | 0.1% | 0.1% | 0.7% | 1.7% | 0.4% | 6.3% | 3.9% |
| Commuters | 1713754 | 51546 | 11384 | 83013 | 573457 | 89157 | 475070 | 9.6% | 0.3% | 0.1% | 0.5% | 3.2% | 0.5% | 14.1% | 2.7% |
| C1 Metro Messengers | 292329 | 17886 | 704 | 18313 | 156992 | 6538 | 58645 | 25.3% | 1.5% | 0.1% | 1.6% | 13.6% | 0.6% | 42.6% | 5.1% |
| C2 Urban Affluent | 505201 | 15178 | 6244 | 42928 | 231542 | 32403 | 285881 | 6.3% | 0.2% | 0.1% | 0.5% | 2.9% | 0.4% | 10.4% | 3.6% |
| C3 Midtown Movers | 638512 | 13366 | 3209 | 15994 | 132516 | 38588 | 92563 | 10.0% | 0.2% | 0.1% | 0.3% | 2.1% | 0.6% | 13.2% | 1.4% |
| C4 Downtown Diverse | 277712 | 5116 | 1227 | 5777 | 52407 | 11628 | 37980 | 11.8% | 0.2% | 0.1% | 0.2% | 2.2% | 0.5% | 15.0% | 1.6% |
| Hobbyists | 1954095 | 60200 | 49964 | 201250 | 1047818 | 294191 | 2043272 | 2.5% | 0.1% | 0.1% | 0.3% | 1.3% | 0.4% | 4.6% | 2.6% |
| H1 Team Leaders | 298363 | 7998 | 8075 | 49129 | 146964 | 40260 | 383238 | 2.6% | 0.1% | 0.1% | 0.4% | 1.3% | 0.4% | 4.9% | 3.4% |
| H2 Suburban Stronghold | 602154 | 17904 | 16407 | 69592 | 323409 | 86530 | 668933 | 2.5% | 0.1% | 0.1% | 0.3% | 1.3% | 0.4% | 4.6% | 2.8% |
| H3 Up & Coming Families | 186638 | 5201 | 4156 | 9692 | 73634 | 22971 | 143299 | 3.6% | 0.1% | 0.1% | 0.2% | 1.4% | 0.4% | 5.9% | 2.8% |
| H4 City Center Strivers | 703935 | 19716 | 11448 | 44141 | 260832 | 71785 | 420146 | 4.1% | 0.1% | 0.1% | 0.3% | 1.5% | 0.4% | 6.4% | 2.4% |
| H5 Rustic Racers | 163004 | 9381 | 9879 | 28695 | 242979 | 72645 | 427656 | 0.8% | 0.0% | 0.0% | 0.1% | 1.2% | 0.4% | 2.6% | 2.1% |
| Prospects | 1340034 | 61002 | 41618 | 122167 | 735495 | 348317 | 1297566 | 1.8% | 0.1% | 0.1% | 0.2% | 1.0% | 0.5% | 3.6% | 1.8% |
| P1 Rural Masters | 15253 | 1215 | 2710 | 2991 | 30625 | 18975 | 118090 | 0.3% | 0.0% | 0.1% | 0.1% | 0.6% | 0.4% | 1.5% | 2.4% |
| P2 Neighborhood Youth | 669132 | 31252 | 24090 | 69380 | 427777 | 176682 | 776395 | 1.6% | 0.1% | 0.1% | 0.2% | 1.0% | 0.4% | 3.3% | 1.9% |
| P3 Junior Developers | 567306 | 20967 | 5800 | 24041 | 165640 | 84402 | 171672 | 4.3% | 0.2% | 0.0% | 0.2% | 1.3% | 0.6% | 6.6% | 1.3% |
| P4 Country Communities | 88343 | 7569 | 9017 | 25754 | 111453 | 68257 | 231410 | 0.7% | 0.1% | 0.1% | 0.2% | 0.8% | 0.5% | 2.3% | 1.7% |
| US Totals | 5249160 | 179511 | 110087 | 459985 | 2476230 | 757530 | 4089193 | 3.0% | 0.1% | 0.1% | 0.3% | 1.4% | 0.4% | 5.3% | 2.3% |

| | Bicycle Racers by Type | | | | | | | | | | | | | | | Bicycle Racer % by Type | | | | | | Race License/Pop | |
|-------------------------|------------------------|------------|--------------|--------------|-------------|--------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------------------|-------|---------|---------|--------|---------|------------------|--------|
| | Total Racers | Total Male | Total Female | Total Junior | Total Elite | Total Master | Total Road | Total Pro | Total Pro | Total Pro | Total Pro | Total Mid | Total Mid | Total Mid | Total Mid | %Total Racers | %Male | %Female | %Junior | %Elite | %Master | Pro | Mid |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Racers | 865842 | 714829 | 151014 | 141371 | 288928 | 435570 | 120831 | 241714 | 30881 | 101554 | 154173 | 830753 | 29688 | 159361 | | 12.9% | 23.5% | 4.7% | 17.7% | 23.4% | 12.8% | 0.0737 | 0.1748 |
| R1 World Champions | 132679 | 108014 | 24665 | 30396 | 36561 | 65722 | 18221 | 40889 | 3470 | 16416 | 21008 | 126882 | 3044 | 20234 | | 36.2% | 71.1% | 15.5% | 76.2% | 61.1% | 37.9% | 0.2153 | 0.4666 |
| R2 National Champions | 249743 | 205210 | 44533 | 33221 | 86256 | 130267 | 42713 | 67136 | 15203 | 33996 | 49185 | 238840 | 13863 | 54394 | | 15.8% | 30.1% | 6.2% | 18.6% | 30.9% | 17.0% | 0.1008 | 0.2259 |
| R3 Grand Tour Winners | 483420 | 401605 | 81815 | 77754 | 166111 | 239581 | 59897 | 133689 | 12208 | 51142 | 83979 | 465031 | 12781 | 84734 | | 10.1% | 18.2% | 3.6% | 13.4% | 18.5% | 9.7% | 0.0538 | 0.1355 |
| Commuters | 38507 | 32779 | 5728 | 4086 | 15360 | 19068 | 4586 | 7752 | 968 | 2931 | 6761 | 37389 | 1336 | 5813 | | 0.2% | 0.4% | 0.1% | 0.2% | 0.4% | 0.3% | 0.0009 | 0.0029 |
| C1 Metro Messengers | 3402 | 2881 | 520 | 217 | 1577 | 1609 | 401 | 384 | 65 | 182 | 658 | 3342 | 90 | 414 | | 0.3% | 0.6% | 0.1% | 0.2% | 0.4% | 0.3% | 0.0009 | 0.0039 |
| C2 Urban Affluent | 27430 | 23311 | 4119 | 3177 | 10232 | 14023 | 3246 | 5947 | 698 | 2209 | 4733 | 26602 | 860 | 4437 | | 0.3% | 0.7% | 0.1% | 0.4% | 0.6% | 0.4% | 0.0015 | 0.0046 |
| C3 Midtown Movers | 6285 | 5391 | 894 | 561 | 2930 | 2798 | 745 | 1223 | 170 | 435 | 1101 | 6094 | 321 | 786 | | 0.1% | 0.2% | 0.0% | 0.1% | 0.2% | 0.1% | 0.0004 | 0.0013 |
| C4 Downtown Diverse | 1390 | 1196 | 194 | 131 | 622 | 638 | 194 | 198 | 35 | 106 | 269 | 1352 | 65 | 175 | | 0.1% | 0.1% | 0.0% | 0.0% | 0.1% | 0.1% | 0.0002 | 0.0008 |
| Hobbyists | 1040427 | 893409 | 147019 | 124150 | 363756 | 552610 | 115803 | 276825 | 24045 | 88177 | 171283 | 1000295 | 29799 | 180918 | | 1.3% | 2.3% | 0.4% | 1.2% | 2.4% | 1.3% | 0.0065 | 0.0178 |
| H1 Team Leaders | 616869 | 521207 | 95662 | 76650 | 211867 | 328425 | 79049 | 176380 | 16790 | 60082 | 107818 | 591626 | 19900 | 118159 | | 5.5% | 8.7% | 1.5% | 4.8% | 9.6% | 4.7% | 0.0295 | 0.0743 |
| H2 Suburban Stronghold | 136589 | 117693 | 18897 | 14926 | 48347 | 73327 | 14431 | 32179 | 3138 | 10725 | 22534 | 132005 | 3966 | 22469 | | 0.6% | 1.1% | 0.2% | 0.5% | 1.2% | 0.6% | 0.0025 | 0.0075 |
| H3 Up & Coming Families | 5851 | 5009 | 842 | 758 | 1965 | 3128 | 716 | 1342 | 142 | 478 | 1013 | 5663 | 200 | 927 | | 0.1% | 0.2% | 0.0% | 0.1% | 0.2% | 0.1% | 0.0005 | 0.0015 |
| H4 City Center Strivers | 50184 | 43139 | 7045 | 5743 | 18331 | 26114 | 5705 | 11764 | 1254 | 4114 | 8417 | 48555 | 1565 | 8228 | | 0.3% | 0.6% | 0.1% | 0.3% | 0.6% | 0.3% | 0.0013 | 0.0039 |
| H5 Rustic Racers | 230934 | 206362 | 24573 | 26073 | 83246 | 121616 | 15902 | 55162 | 2722 | 12778 | 31501 | 222446 | 4168 | 31135 | | 1.2% | 1.6% | 0.2% | 0.8% | 1.8% | 0.8% | 0.0043 | 0.0145 |
| Prospects | 341536 | 300629 | 40908 | 35302 | 129320 | 176996 | 30061 | 78928 | 5578 | 18977 | 50279 | 328991 | 6683 | 42928 | | 0.5% | 0.8% | 0.1% | 0.3% | 0.9% | 0.4% | 0.0018 | 0.0058 |
| P1 Rural Masters | 8581 | 7447 | 1134 | 1238 | 2572 | 4771 | 866 | 2591 | 184 | 771 | 1383 | 8216 | 182 | 1425 | | 0.2% | 0.4% | 0.1% | 0.2% | 0.4% | 0.2% | 0.0009 | 0.0023 |
| P2 Neighborhood Youth | 176442 | 155812 | 20631 | 17911 | 66956 | 91596 | 14765 | 40664 | 2753 | 10524 | 26603 | 170162 | 3768 | 23496 | | 0.4% | 0.8% | 0.1% | 0.3% | 0.9% | 0.4% | 0.0016 | 0.0053 |
| P3 Junior Developers | 29403 | 24929 | 4474 | 2652 | 13226 | 13537 | 3488 | 6734 | 861 | 2263 | 4908 | 28375 | 1000 | 4039 | | 0.2% | 0.5% | 0.1% | 0.2% | 0.5% | 0.3% | 0.0010 | 0.0029 |
| P4 Country Communities | 127110 | 112441 | 14669 | 13501 | 46566 | 67092 | 10942 | 28939 | 1780 | 5420 | 17385 | 122239 | 1733 | 13968 | | 0.9% | 1.1% | 0.1% | 0.5% | 1.2% | 0.6% | 0.0035 | 0.0116 |
| US Totals | 2286313 | 1941646 | 344667 | 304908 | 797365 | 1184244 | 271281 | 605219 | 61473 | 211639 | 382496 | 2197428 | 67505 | 389020 | | 1.3% | 2.3% | 0.4% | 1.3% | 2.3% | 1.3% | 0.0065 | 0.0173 |