

VeloMosaic *Market Segmentation*

Find Your Riders!

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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.

VeloMosaic

Population Tables

	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	5104875	7560489	16622160	6683374	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%

VeloMosaic

Commuting and Racing Tables

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

		Bicycle Racers by Type														Bicycle Racer % by Type						Race License/Pop	
		Total Racers	Total Male	Total Female	Total Junior	Total Elite	Total Master	Total Pro Road	Total Pro MTB	Total Pro track	Total Pro Cross	Mid Road	Mid MTB	Mid Track	Mid Cross	%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

