

USA Cycling Demographics Survey 2020 Results

Introduction

The following findings were gathered from USA Cycling's (USAC) Demographics Survey 2020. The survey was live from 8/15/20 – 9/31/20. A total of 7031 individuals completed the survey. Where possible, comparisons are made between the Survey findings and the demographics information relevant to USAC's current membership.

Key Findings

Current Membership Status

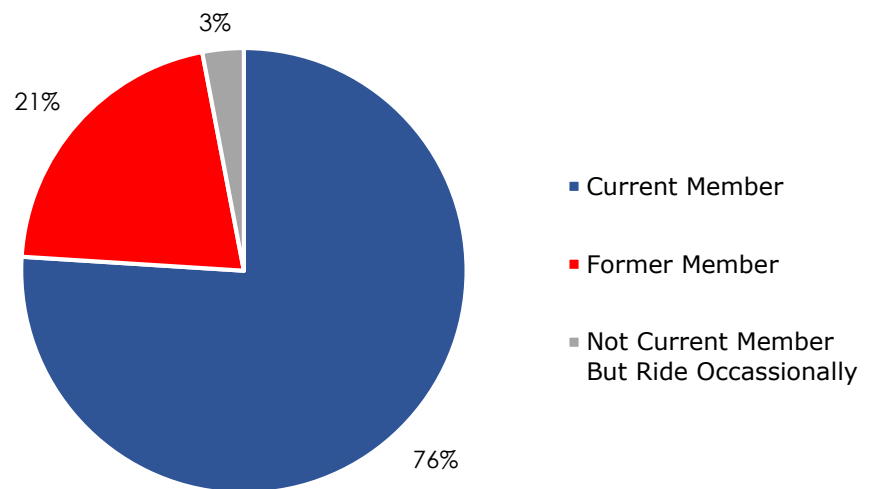


Figure 1. Survey Membership Status

Figure 1 shows that of those completing the survey (7031), the majority of participants (76%; 5335) indicated that they are 'Current Members', followed by 'Former Members' (21%; 1459), then individuals who 'Ride Occasionally' (3%; 228) and nine individuals (0.1%) who stated that they 'Do not ride'.

License Type

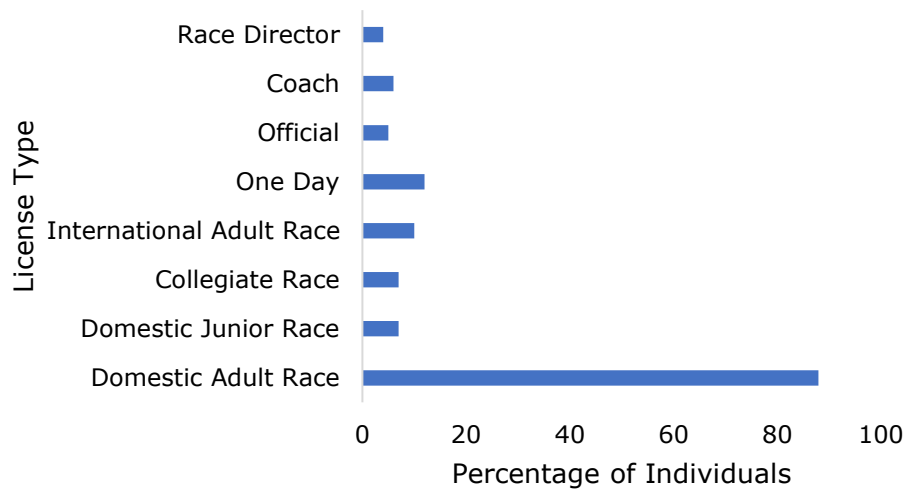


Figure 2. Survey Membership Type

As shown in Figure 2, of the 6820 individuals who provided their license type, the majority held a 'Domestic Adult Race License' (88%; 6012). A 'One-Day License' (12%; 838) was the next most common license, followed by an 'International Adult Race License' (10%; 673), 'Collegiate License' (7%; 507), 'Domestic Junior License' (7%; 463), 'Coach License' (6%, 383), 'Official License' (5%; 330) and 'Race Director' (4%; 249). All other License types made up 1% or less of the population.

Gender Identity

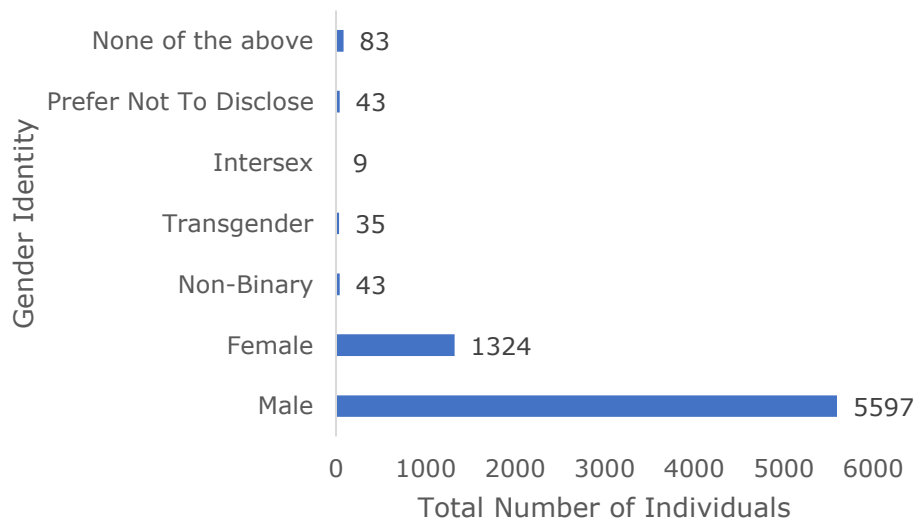


Figure 3. Survey Gender Identity

Figure 3 shows individuals completing the survey (7031) predominantly identified as 'Male' (80%; 5597), while 19% (1324) identified as 'Female'. Individuals also identified as Non-Binary (1%; 43), Transgender (0.5%; 35) and Intersex (0.1%; 9). Further, some individuals selected 'None of The Above' (1%; 83) and 'Prefer Not to Disclose' (1%; 43).

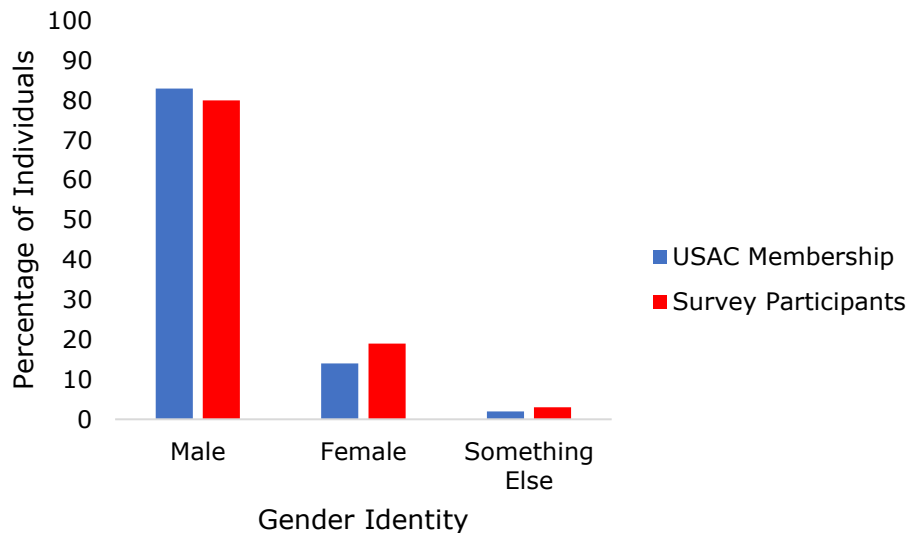


Figure 4. Comparison of USAC Current Membership & Survey Gender Identity

Figure 4 demonstrates that consistent with the Survey findings (80%), the majority of USAC's current membership identify as 'Male' (83%; 36081). A much smaller percentage of USAC's current membership (14%; 6162) identify as 'Female', which is also consistent with the Survey findings (19%). The remaining members either left the question response blank (2%; 1061) or selected 'Undisclosed' (8). The two samples are consistent in the majority of individuals identifying as 'Male' with significantly less identifying as 'Female'.

Age

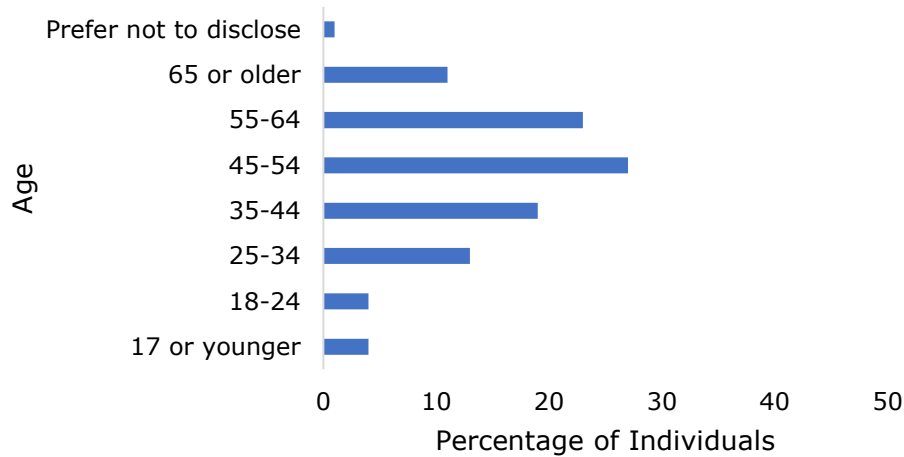


Figure 5. Survey Age

As shown by Figure 5, amongst the survey participants, the highest percentage of individuals indicated that they were between the ages of 45-54 (27%; 1899), followed by 55-64 (23%; 1614) and 35-44 (19%; 1307) years of age. Representing smaller percentages of the population, 13% (879) were between 25-34, 11% (742) were 65+, 4% (276) were 17 and under and 4% (273) were 18-24 years of age, while 1% (41) 'Prefer not to disclose'. The majority (79%; 5562) therefore were 35+ years of age.

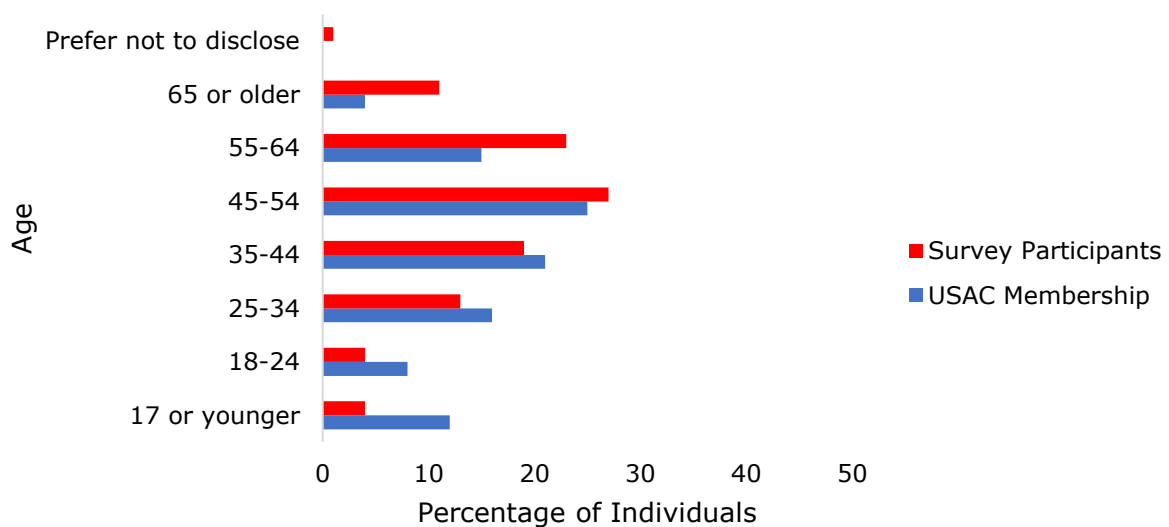


Figure 6. Comparison of USAC Current Membership & Survey Age

Figure 6 shows that the highest percentage of both USAC’s current members (25%; 10848) and the Survey participants (27%; 1899) are between the ages of 45-54. The next highest percentage of USAC’s current membership are between 35-44 (21%; 8901), whereas the Survey’s next highest percentage are between 55-64 (23%; 1614). The third highest percentage of USAC’s current members are between 25-34 (16%; 6846) and the Survey’s are between 35-44 (19%; 1307). The fourth highest percentage of USAC’s current members are 55-64 (15%; 6545) and the Survey’s are 25-34 (13%; 879). The top four age categories across USAC’s current membership and the Survey participants are therefore consistent, but in a different order, with the exception of the highest percentage being aged 45-54.

Race/Ethnicity

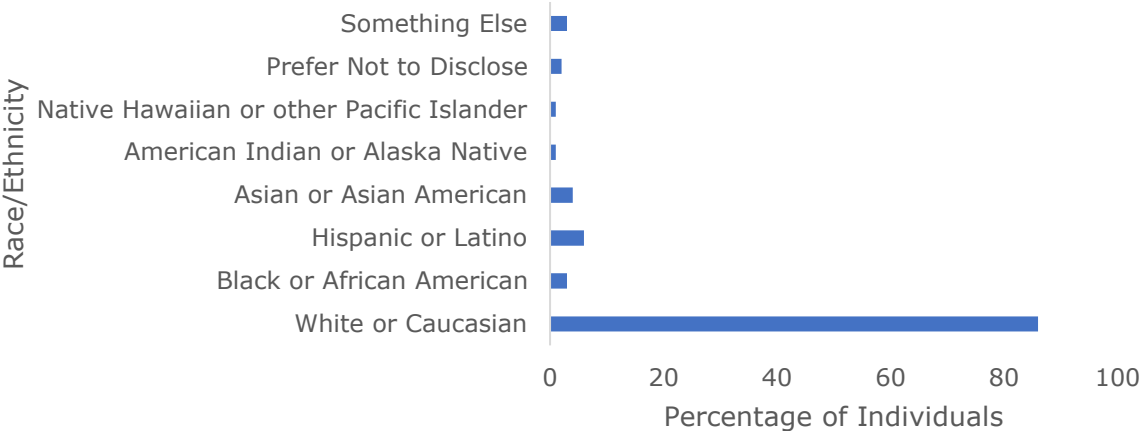


Figure 7. Survey Race/Ethnicity

As illustrated by Figure 7, the majority of participants (7031) indicated that they are ‘White or Caucasian’ (86%; 6031), followed by ‘Hispanic or Latino’ (6%; 410), ‘Asian or Asian American’ (4%; 273), ‘Black or African American’ (3%; 222), ‘American Indian or Alaska Native’ (1%; 93) and ‘Native Hawaiian or other Pacific Islander’ (1%; 44). Additionally, some participants indicated that they ‘Prefer not to disclose’ (2%; 135) or selected ‘Something else’ (3%; 199).

Level of School

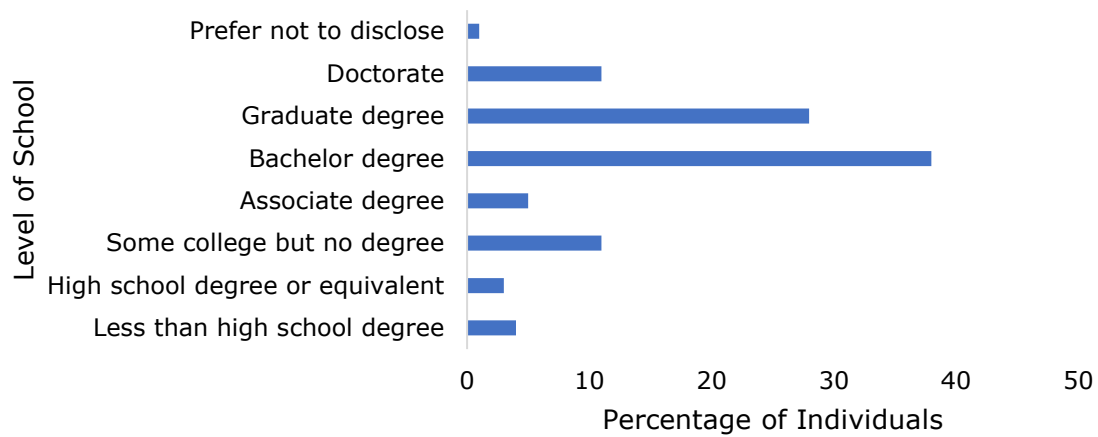


Figure 8. Survey Level of School

Figure 8 shows that the highest percentage of individuals held a 'Bachelor Degree' (39%; 2695), followed by a 'Graduate Degree' (28%; 1950) and a 'Doctorate' (11%; 772). Further individuals indicated that they had 'Some College' (11%; 759), an 'Associate Degree' (5%; 324), 'Less than High School Degree' (4%; 261) or a 'High School Degree' (3%; 208). Additionally, 1% (62) of participants indicated that they 'Prefer not to Disclose'.

Active Duty

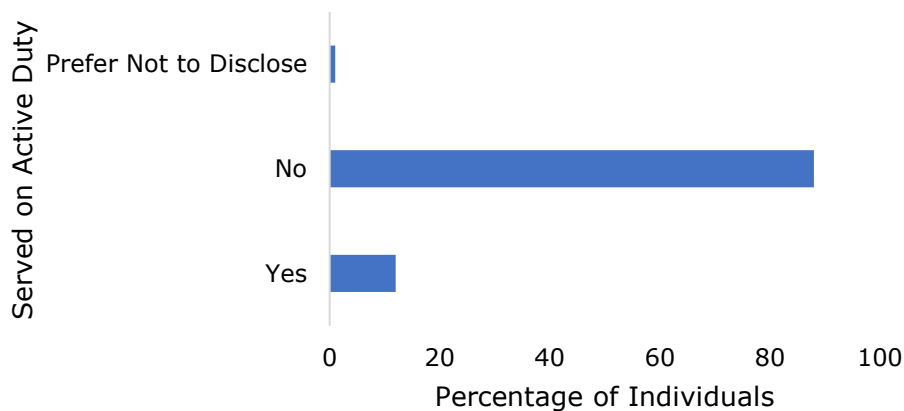


Figure 9. Survey Active Duty Status

As illustrated by Figure 9, the majority of participants (88%; 6164) indicated that they did not serve in active duty in the US Armed Forces, Reserves or National Guard. Meanwhile, 11% (804) indicated that they did serve and 1% (63) preferred not to disclose.

Disability Status

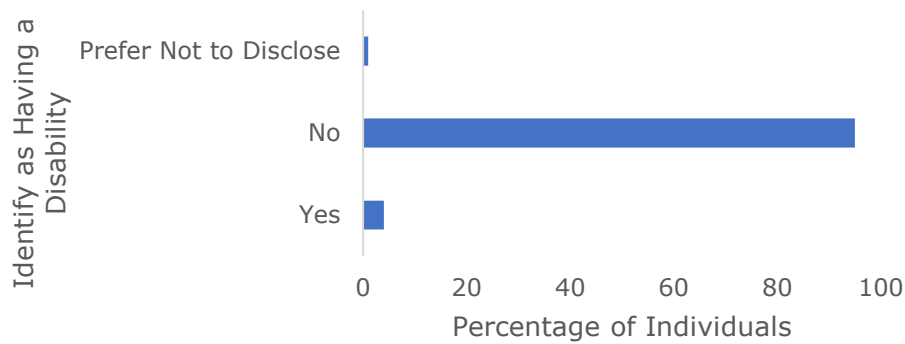


Figure 10. Survey Disability Status

Figure 10 shows that the majority of participants indicated that they do not have a disability (95%; 6669), while 4% (262) indicated that they do have a disability as defined by the Americans with Disabilities Act (ADA). 100 (1%) individuals selected "Prefer Not to Disclose".

Household Income

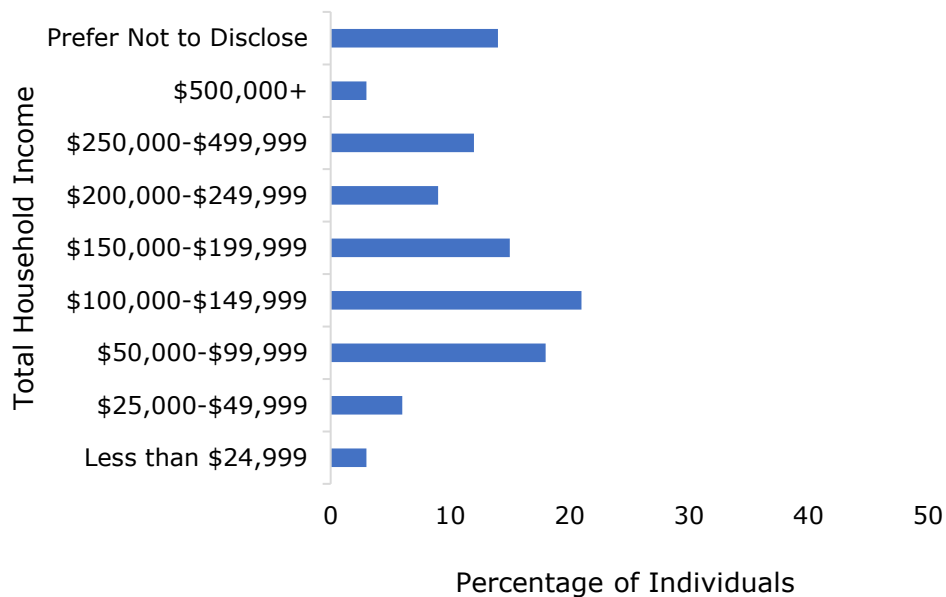


Figure 11. Survey Household Income

As highlighted by Figure 11, when considering total household income, 21% (1459) of participants indicated that they make between "\$100,000-\$149,999", followed by 18% (1253) of individuals noting that their household earns "\$50,000-\$99,999"

and 15% (1041) indicating "\$150,000-\$199,999". Additionally, 12% (812) of the sample selected "\$250,000-\$499,999" and 9% (645) noted "\$200,000-\$249,999". Further, 6% (390) indicated a household income of \$25,000-\$49,999, 3% (242) selected "\$500,000+" and 3% (181) noted "Less than \$25,000". There was an additional 14% (1008) who stated "Prefer Not to Disclose".

Languages Spoken

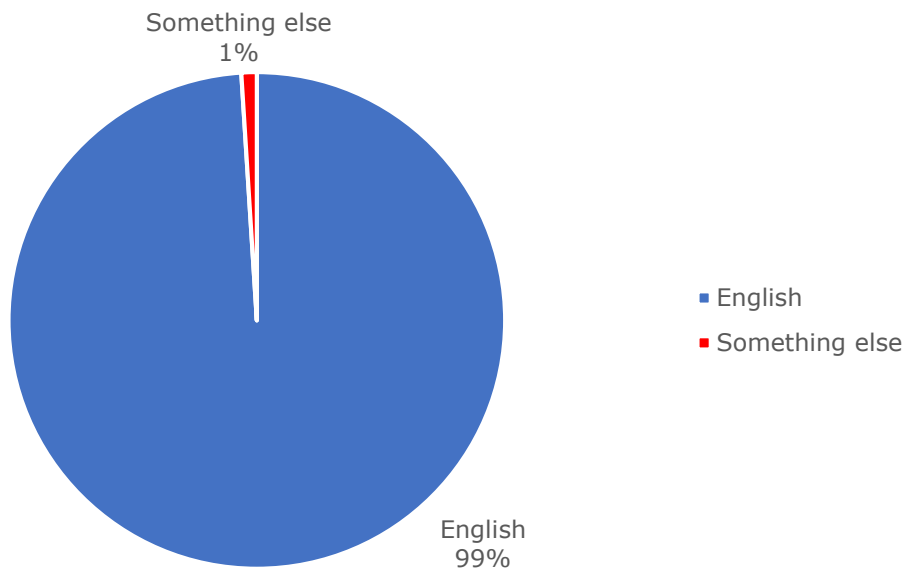


Figure 12. Survey Languages Spoken

As Figure 12 illustrates, the vast majority of participants (99%; 6961) indicated that they speak English at home. The next most commonly spoken language was Spanish (566 total households), followed by French (201 total households) and German (153 total households). All other languages spoken represented under 100 participants. *As a reminder, participants could select more than one language.*

Location



Figure 13. Survey State Location

Figure 13 shows that all 50 States were represented in the Survey sample. California had the most participants (14%; 938), followed by Colorado (9%; 654), Texas (6%; 450) and New York (5%; 334). All other States represent less than 5% of the total sample population.

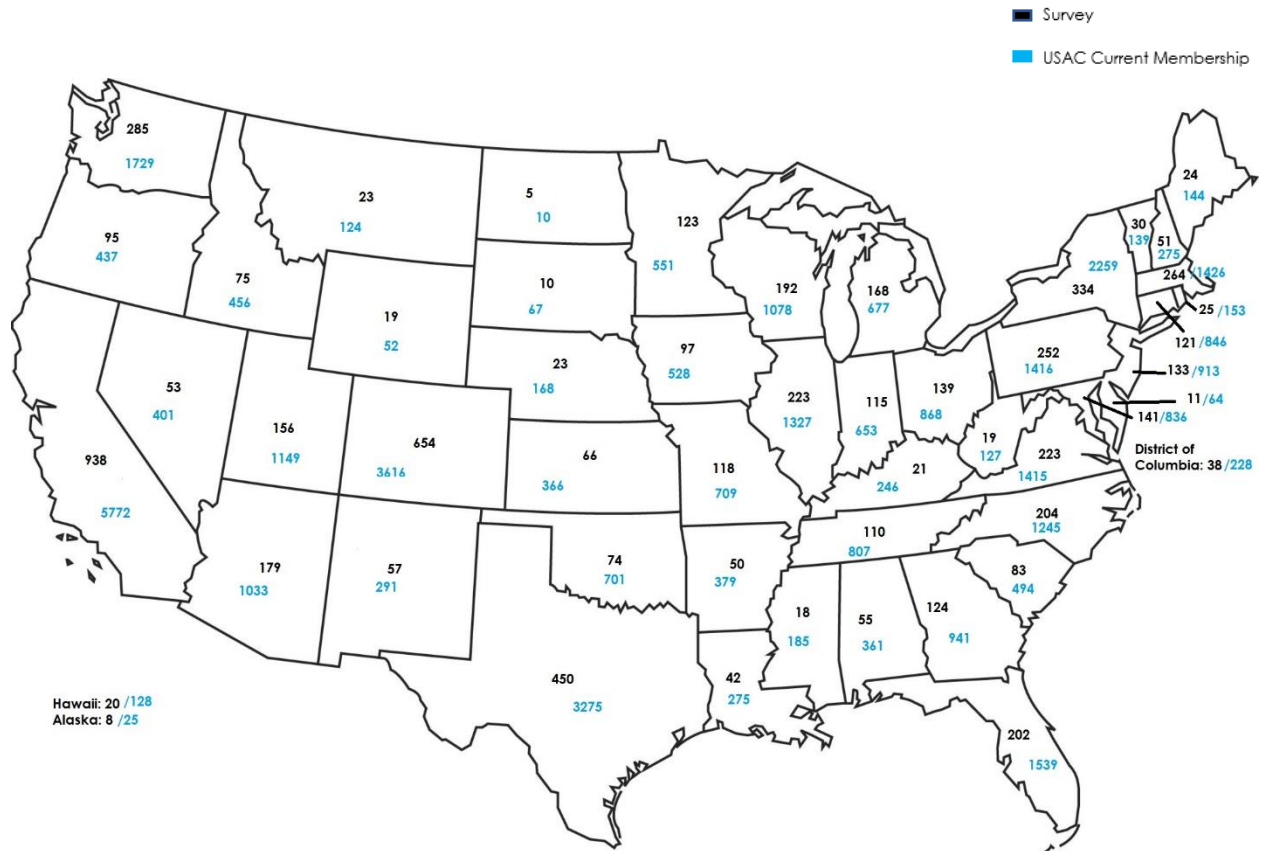


Figure 14. Comparison of USAC Current Membership & Survey State Location

As Figure 14 demonstrates, the four states with the largest percentage of USAC current members are consistent with those of the Survey sample. For both sample populations, California had the largest percentage of individuals (USAC: 13%, 5772; Survey: 14%; 938), followed by Colorado (USAC: 8%, 3616; Survey: 9%; 654), then Texas (USAC: 8%, 3275; Survey: 6%; 450) and New York (USAC: 5%, 2259; Survey: 5%, 334).