

Membership

# OUR SURVEY SAID...



More than 5,300 of you responded to our online membership survey. Head of Communications **Adrian Wills** examines the results

**WE KNOW YOU'RE** a diverse group with varied cycling interests and experience, so we thought it was about time we found out a little bit more about you. More than 5,300 members responded to our survey, and the results make fascinating reading.

For example, more than a third of you told us your primary reason for cycling was for leisure or fun, more than half own a road bike, and almost a third ride with a Cycling UK group. An impressive 88 per cent said they were likely to help us with our campaigning work, and 79 per cent agree that Cycling UK's purpose is to campaign for the rights of cyclists.

Here is a snapshot of some of the most interesting statistics we pulled out from your responses.

## BIKE OWNERSHIP

Many of us have more than one bike in the shed – but which types do you own?

<b>Road bike</b>	<b>58%</b>
Hybrid/utility bike	<b>39%</b>
<b>Touring/trekking</b>	<b>37%</b>
Hardtail XC mountain bike	<b>28%</b>
<b>Folding bike</b>	<b>16%</b>
Sportive/audax bike	<b>15%</b>
<b>Performance racing bike</b>	<b>12%</b>
Cyclocross bike	<b>10%</b>
<b>Full-suspension mountain bike</b>	<b>9%</b>



## YOUR CYCLING

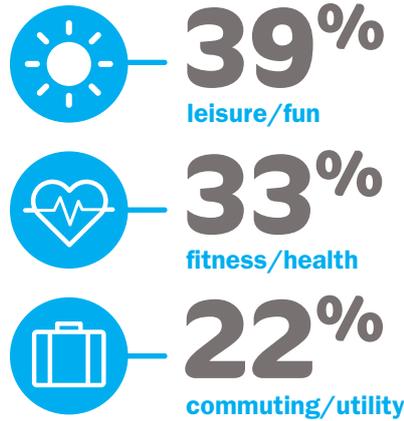
What kinds of cycling do you do?

- 31%** ride with a Cycling UK group
- 11%** ride with the group every week
- 71%** ride on the road
- 28%** ride off-road
- 18%** take part in family-specific rides



## REASONS TO RIDE

When we asked for your primary reason, you said:



## KINGS & QUEENS OF THE MOUNTAIN

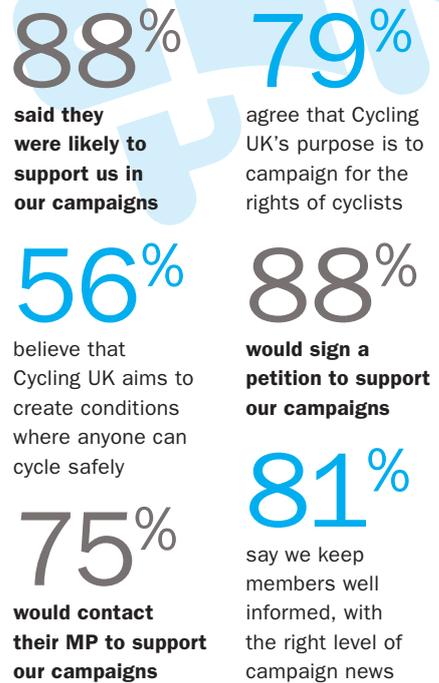


## VOLUNTEERING

**33%** of you already volunteer or would be interested in volunteering for Cycling UK

## CAMPAIGNING

We pride ourselves on our campaigning work – and with good reason, according to your responses.



### YOUR MEMBERSHIP

- 40%** joined Cycling UK for the third party insurance
- 95%** rate our legal advice highly
- 94%** say the membership cost is reasonable or better



**CYCLE MAGAZINE**

Cycle is one of the great benefits of being a member – but what are you most interested in reading?

- 59%** Great Rides and routes
- 53%** Product reviews
- 44%** Expert advice
- 26%** Campaign news



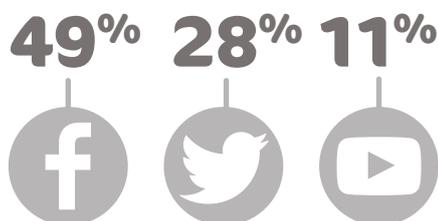
**CYCLING UK ONLINE**

And here's what you're looking for when you visit the Cycling UK website.

- 46%** Cycling advice and product reviews
- 43%** Cycle routes
- 21%** Cycling news
- 21%** Cycling holidays/challenges
- 19%** Forum/discussion boards
- 21%** Membership information
- 14%** Cycling UK campaigns

**SOCIAL NETWORKS**

Many of you follow us on social media, and those who do use:



**YOUR NEXT BIKE**

Of course, one bike is never enough! For those of you lucky enough to be considering buying a new bike in the next year, this is how much you're looking to spend:

**Up to £1,000 38%**    **£1,500 or more 36%**

**HOLIDAY TIME**

- 20%** are planning a cycling holiday in the UK this year
- 12%** are planning a cycling holiday abroad this year
- 24%** are planning to do both



**OTHER ORGANISATIONS**

What other organisations are you a member or supporter of?

- National Trust 39%**
- Sustrans 22%**
- RSPB 16%**

**WHERE DO OUR MEMBERS AND SUPPORTERS LIVE?**

Cycling UK members are spread across the UK, especially the South East, South West, and North West.

