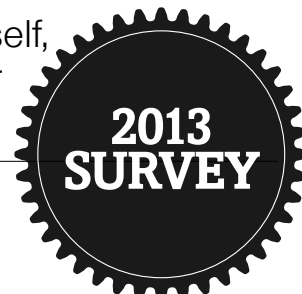


OUR SURVEY SAID...

Almost 2,500 of you put finger to keyboard to tell us about yourself, your cycling habits, and your views on CTC in our 2013 member online survey. Here's what you said.



WHAT YOU'RE RIDING

Many of us own multiple bikes and desire yet another. Here's what's in your cycle shed.

Touring/trekking bike	50%
Sportive/audax bike	41%
Hybrid/utility bike	39%
Hardtail XC mountain bike	33%
Performance racing bike	31%
Folding bike	21%
Tandem bike	11%
Fixed/singlespeed bike	10%
Full-suspension XC mountain Bike	9%



TOP REASONS YOU RIDE



ECONOMY BOOST

31% plan to buy a new bike in the next **12** months. That's **20,040** shiny new bikes. Of those, **39%** plan to spend up to **£1000** and **30%** up to **£1500**. And **60%** of members will be spending up to **£300** on kit. Note to George Osborne: that's **£30million** being added to the economy by CTC members.



HOME AND AWAY

A quarter of members go annual cycling holidays in the UK and 28% enjoy an annual cycling holiday abroad. That's 18,000 CTC members on the loose – can you spot them?

MILE-EATERS

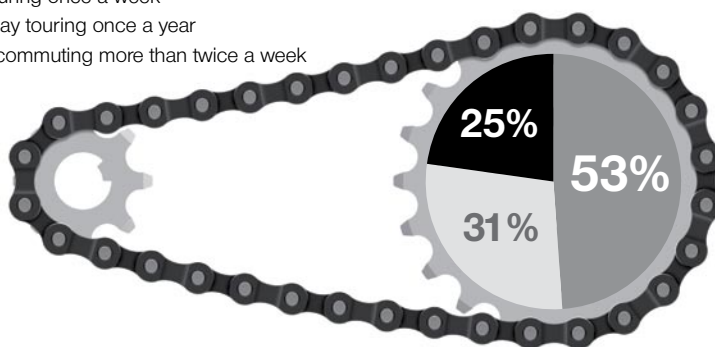
38% of members cycle up to **50** miles a week, while **37%** cycle **50-100 miles**. That's...

3.5m miles by CTC members – or seven times to the moon and back



WHEN YOU'RE RIDING

- Day touring once a week
- Multi-day touring once a year
- Utility/commuting more than twice a week



IT'S NOT ALL ABOUT THE BIKE...

- When not cycling, **58%** of you enjoy walking and hiking
- **19%** are members of YHA and **32%** support the National Trust



GROUPIES

32% of members ride with a local cycling group once a month or more, with **19%** riding with CTC groups



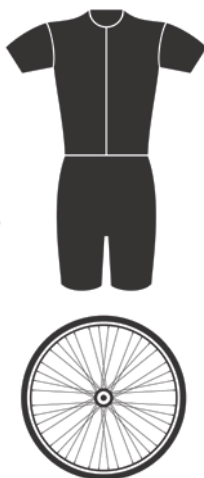
SUPPORTING CYCLING

20% 
support our friends at Sustrans

10% 
support a local campaigning group

10% 
ride with Audax UK

13% 
ride with a local racing club



SCHOOL REPORT – HOW ARE WE DOING?

A+
85% very or quite satisfied by CTC campaigning
84% very or quite satisfied by Cycle

B+
78% very or quite satisfied by technical and product advice
75% rate CTC as good/reasonable value for money

C-
60% very or quite satisfied by route and touring advice
56% very or quite satisfied by the discounts on cycling products



HAVE YOU SEEN THIS MAN?

- 29% prefer the Guardian newspaper
- 82% are car owners (6% own motorbikes, 10% caravans and motorhomes)
- 80% male, 20% female
- 80% of members between 40 and 70 (21% 41-50, 32% 50-60)
- 28% are in professional occupations, 32% retired

YOU AND CTC

- Word of mouth is still the best recruiter:
- 36% joined via friends, family or other CTC members – so get chatting to new cyclists!
- 27% joined to support CTC and its campaigning
- 33% joined for the 3rd party insurance protection

WE'RE LISTENING.

What we've aiming to do in next 12 months:

- Improving our range of cycling-related benefits and member offers/discounts
- Supporting local groups – see the member group pages at ctc.org.uk/local-groups
- Re-launching Cyclists Welcome and developing our routes
- Introducing quarterly direct debit payment options

WHAT SHOULD CTC BE DOING?

Planning/infrastructure and government spending were the two most important issues that members thought that CTC should be working on. Watch out for our 2014 campaign on... infrastructure and government spending.



GETTING SMARTER...

More CTC members are using smartphones and tablets: 30% use one to access a wide range of cycling news, tech, routes, and campaigning news

And the winner is...

2040 wished to be entered into the draw to win the Tifosi audax bike. But there was only one winner: **Sally Berry from Okehampton.** Congratulations!

