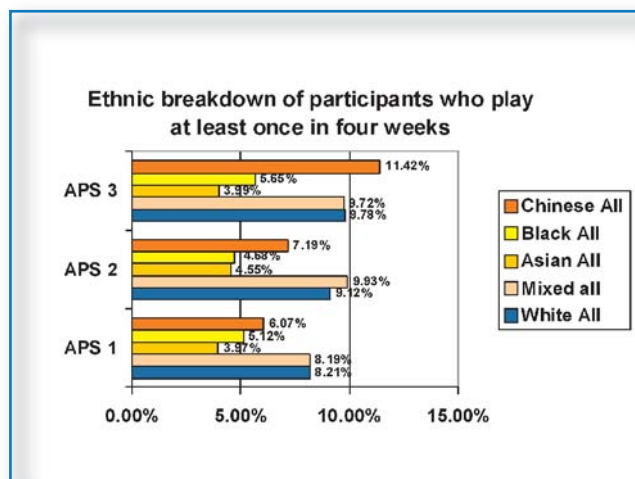
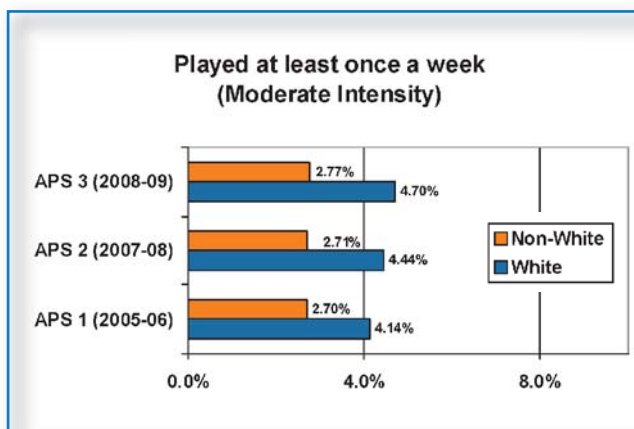
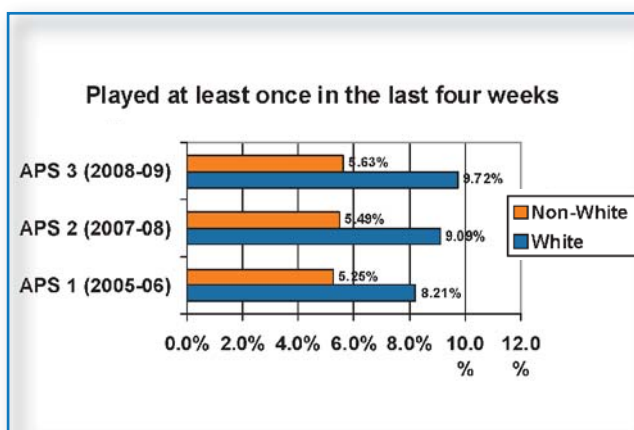


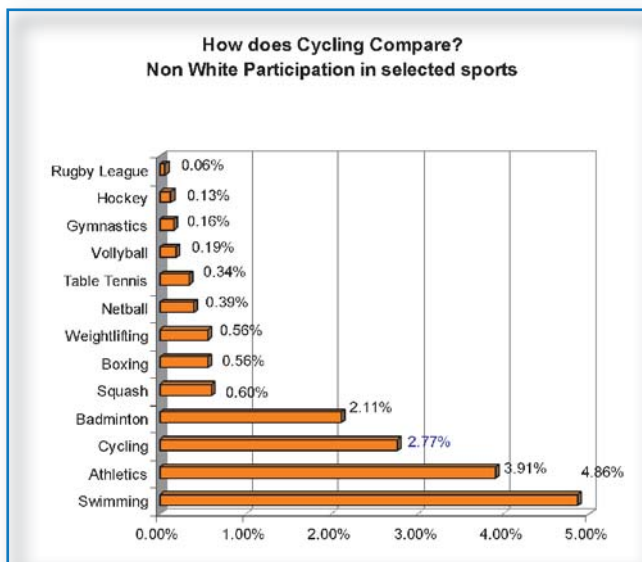
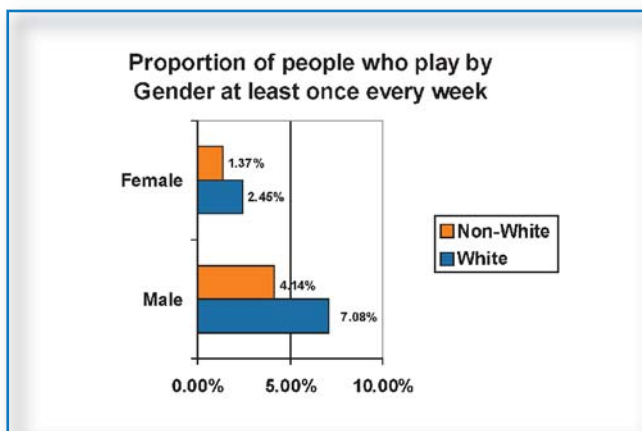
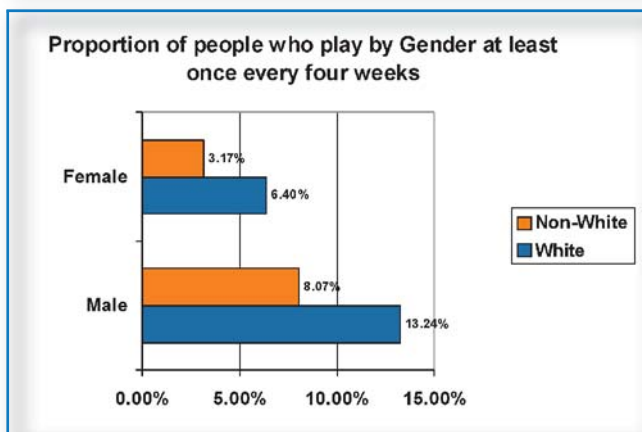
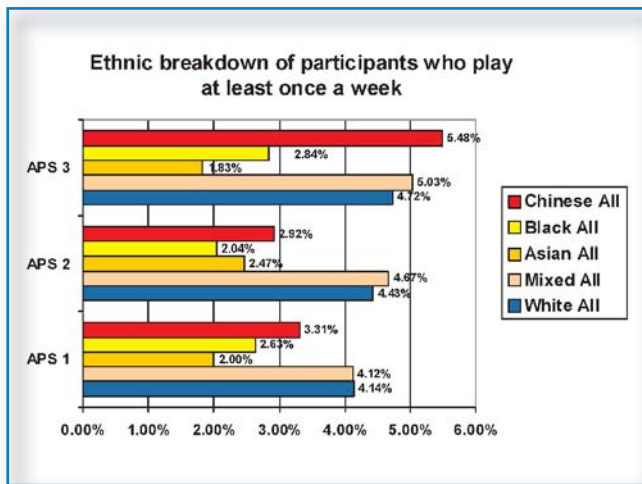
## Cycling

All chart-data is taken from the latest Active People Survey 3 (2008-09) unless stated otherwise. All adults (aged 16 and over).

- Around 115,400 non white participants take part in Cycling every week.
- There has been a slight increase of non white participants who take place in Cycling at least once a week between APS2 and APS3.
- Cycling is often carried out as a recreational activity with BME communities.
- Cycling is the fourth most popular sport that non white participants take part in on a regular basis for recreation.
- Broken down by gender it is the third most popular sport for non white males and fourth most popular sport for non white females.
- Cycling has good ethnic profile with people from all ethnic groups participating at a recreational level, it is a particularly popular sport with the Chinese and Mixed communities.
- Broken down by gender non white males are almost twice as likely to take part in Cycling compared to non white females.

### Overview of ethnic minority participation in Cycling

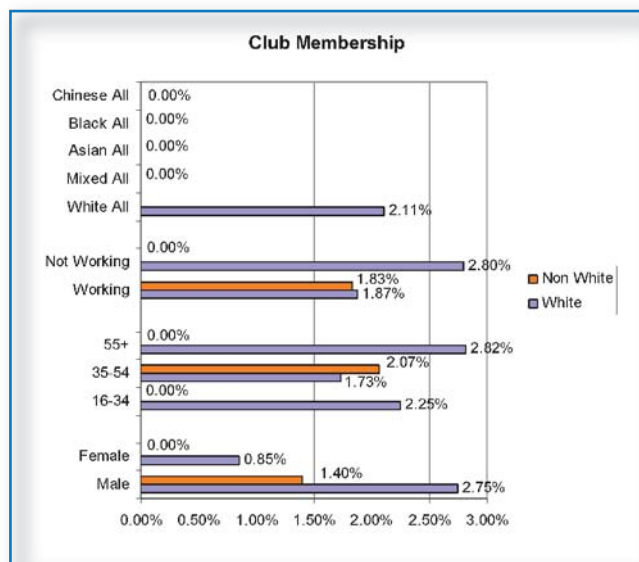




## Organised Participation

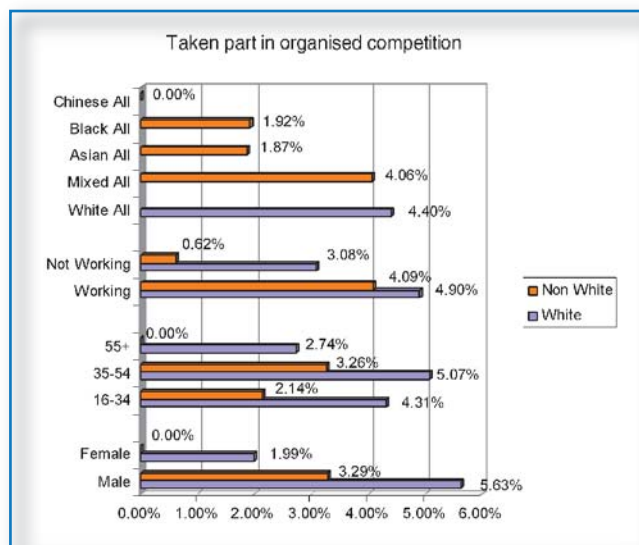
### Club Membership

- White male participants are almost twice as likely to be a member of a sports clubs compared to their white counterparts.
- No club membership exists for non white females.
- Non white club members are likely to be between the age of 35 and 54.
- Non white club members are likely to be in employment.



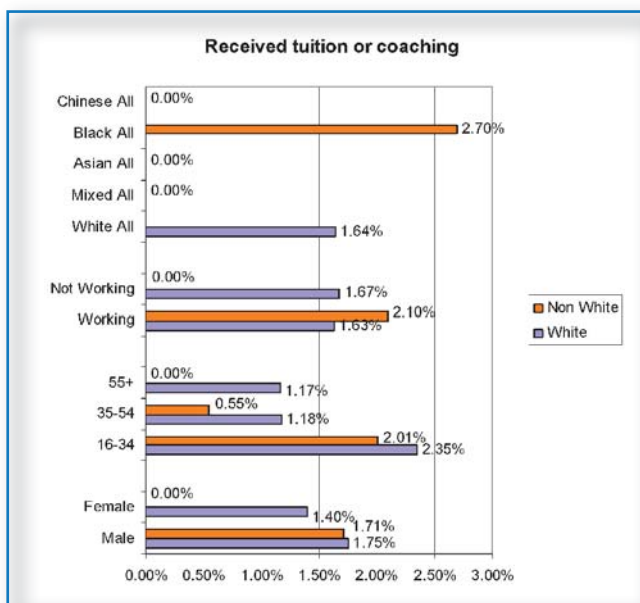
### Taken part in organised competition

- Non white females do not take part in organised competition.
- Those from White and Mixed backgrounds are twice as likely to take part in organised competition than those from Asian and Black backgrounds. Those from Chinese backgrounds are unlikely to take part in organised competition.



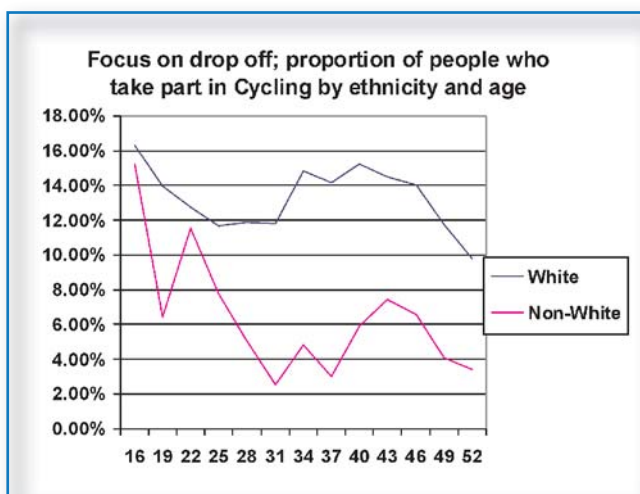
## Received Tuition or Coaching

- Non white females are unlikely to receive any tuition/ coaching.
- Younger non white males (16-34) are more likely to receive tuition/coaching compared to their older counterparts.
- Black participants are the most likely to receive tuition/coaching.
- Non white participants receiving tuition/coaching are likely to be in employment.

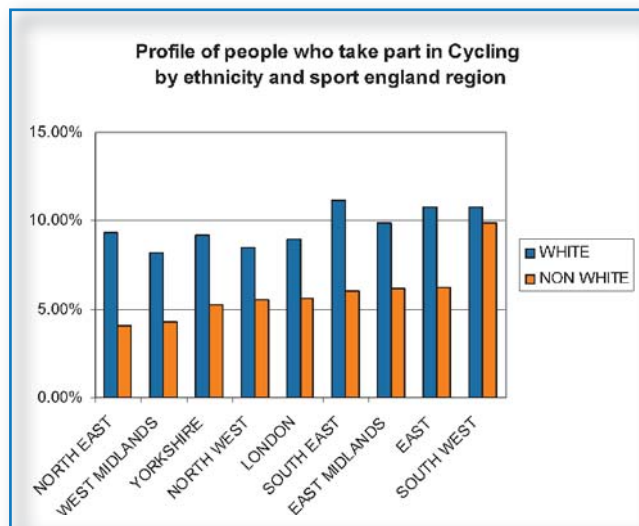


## Demographics

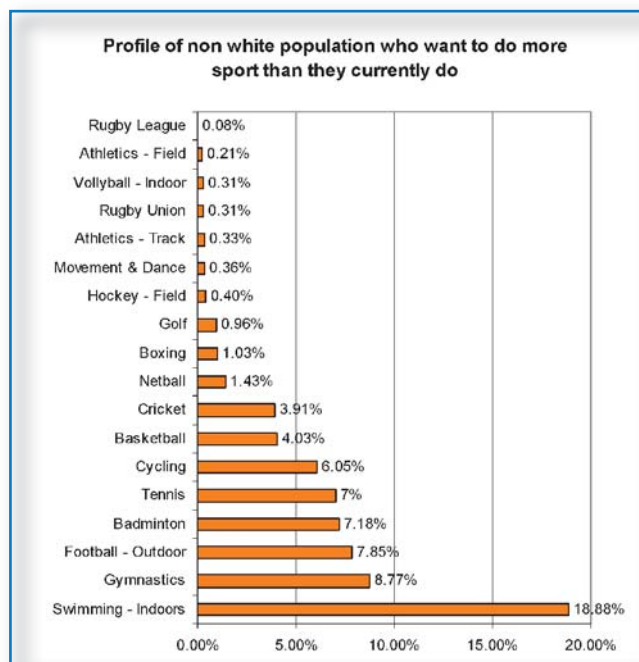
- Cycling has a sharp decline in participation for non white groups between the ages of 16 and 19, this picks up slightly at 22 and then starts declining again until 31, it then slowly picks up again but not as high as the younger age profile.



- On a regional basis Cycling has the highest non white participation levels in the South West. The North East and the West Midlands have the lowest participation levels. Regions with the high BME demographics such as the West Midlands and London provide opportunities for British Cycling to promote Cycling as a sport.

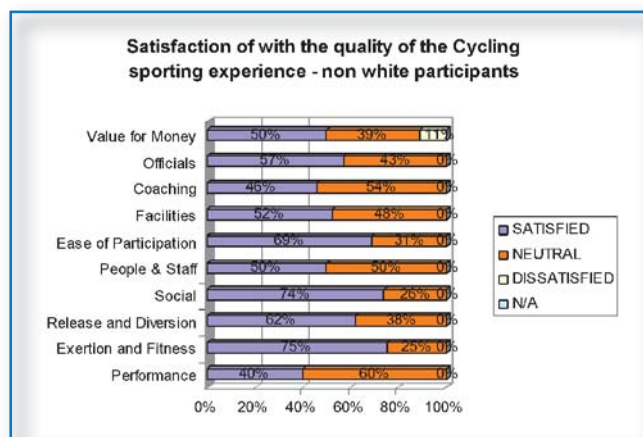


## Latent Demand



## Satisfaction

- Non white participants are particularly satisfied with the exertion and fitness and social aspect of this sport.
- Non white participants are particularly dissatisfied with the value for money element of this sport.



## Summary

Cycling is a popular sport with BME communities and is often carried out as a recreational activity. All ethnic groups participate in Cycling and it is more popular with non white males than non white females. Cycling is particularly popular amongst Chinese and Mixed communities however this participation does not translate through to other areas.

It could be of value for British Cycling to consider how to move BME groups from informal recreational cycling into organised cycling at all levels.

There is scope for work to attract all BME groups, and in particular BME women, to become club members and support them to take part in organised competition. Focus could also be geared to help those from Mixed, Asian and Chinese backgrounds to receive tuition/coaching.

There is scope for targeted approaches to help reduce the drop off rate and sustain participation as participants get older. Emphasis could be placed on reducing BME drop off at 16 and between the ages of 22 and 31.

There is a considerable latent demand for Cycling among BME groups which British Cycling can capitalise on through targeting initiatives in regions which have high BME demographics such as London and the West Midlands.

Based on the findings of the Sport England Satisfaction Survey, there is scope for British Cycling to target efforts to make the sport more accessible through value for money initiatives.

## Notes;

- The Active People Survey is designed to collect data on sports participation amongst a sample of adults aged 16 and over living in England. The survey is a telephone survey, which was conducted with a total of 363,724 (Active People Survey 1), 191,325 (Active People Survey 2), and 193,947 (Active People Survey 3) adults in England.
- Club membership is based on those who have been a member of a sports club to participate in cycling in the past four weeks.
- Organised competition is defined as 'having taken part in any organised competition in cycling in the last 12 months'.
- Received tuition is defined as 'having received tuition from an instructor or coach to improve your performance in cycling in the last 12 months'.

- Sport England' Satisfaction Survey (2009). Survey respondents were asked to rate their perceived satisfaction for 75 questions across ten themes. [Based on 44390 questionnaires returned in total using an online methodology and postal questionnaires. Fieldwork period: March - May 2009].

(Figures should be treated with caution due to the small sample size of the non white population)

References: ONS population estimates

Produced: July 2010