



Cycle Show 2011 Statistics

19,285 visitors
88% male/ 12% female
10.5% - 25-34 years
36% - 35-45 years
33% - 45-54 years

Consumer visitors

- 69% visited the show for the first time
- 80% ABC1 (82.1% in 2010)
- 44.4% spent £1000 or more on cycling products/services in the past 12 months (44.1% in 2010)
- 20.8% came from the South East (73% in 2010)
- 91.3% of visitors rated the show as excellent, good or fair
- 79% were road/leisure cyclists
- 56% were regular mountain bike riders (40.9% in 2010)
- 31% were commuters (32.7% in 2010)
- 50% have had an active interest in cycling for over ten years
- 18% have had an active interest for two years or fewer

Trade visitors

- 40% visited the show in 2011 for the first time
- 78.8% say the show is very important or important to their business
- 71% visited the show for new product launches
- 80% of trade visitors are likely or very likely to visit the show in 2012
- 68% hold senior positions in their business
- 72% hold responsibility for purchasing cycle products (15% advise on purchases)
- 60.8% do not visit any other cycling show or event