

A close-up, vertical photograph of a smiling Black man wearing a black cycling jersey, a black helmet, and a gold chain necklace. He is sitting outdoors, and his hand is resting on his knee. A small inset image in the top left corner shows a bicycle wheel and the text "ing", "REVERENDS", "REAPPREHENSIVE", "BEST PRODUCTS".



1.6 MILLION

Men	68%
Women	32%
Median Age	49
Age 18-34	25%
Age 18-49	53%
Age 25-54	54%
Median HHI	\$87,597
HHI \$75,000+	63%
Employed	69%
Professional/Managerial	34%
Any College+	69%
Graduated College+	46%
Married	52%

MRI-Simmons Spring 2020

Bicycling