



# Australian Cycling Conference

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### **Limitations on the use of the term ‘cyclist’ to describe people who ride bicycles**

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#### **Abstract**

This paper presents evidence supporting the contention that the term ‘cyclist’ is narrowly interpreted as referring mainly to ‘serious’ sports cyclists by both people who ride bikes and those who do not.

Over 70 per cent of people who at least occasionally ride bikes do not identify themselves as ‘cyclists’ and for others the term has negative connotations. This suggests the term cyclist should be avoided in communications promoting cycling to the non-cycling public and motorists.

This has relevance to cycling promoters, writers of cycling material and cycling event organisers in composing messages to best reach their audience. Alternatives to the term are suggested.