



Bike Company's
Demographic Snapshot

Key Customer Segments



Education

Bachelors (31%)



Occupation

Professional (28%)



Region

North America (51%)

Region

- Pacific
- North America**
- Europe

Age Bracket

- Middle-Aged Adult**
- Old Adult
- Young Adult

Education

- Bachelors**
- Graduate Degree
- High School
- Partial College
- Partial High School

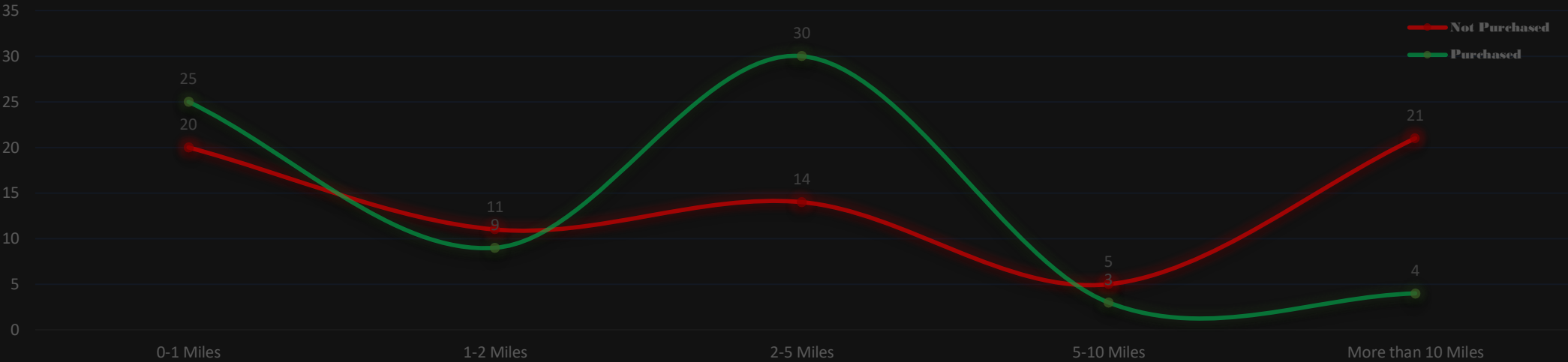
Has Children

- Yes**
- No

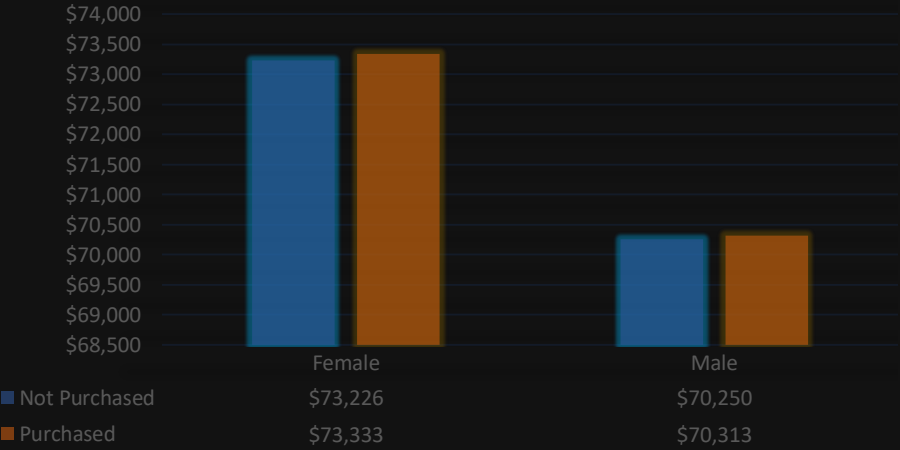
Owns Car

- Yes**
- No

Commute Distance-Based Bike Purchasing



Purchasing by average salary and gender



Purchasing by Occupation's Salary

