

Bike Demographics

Overview

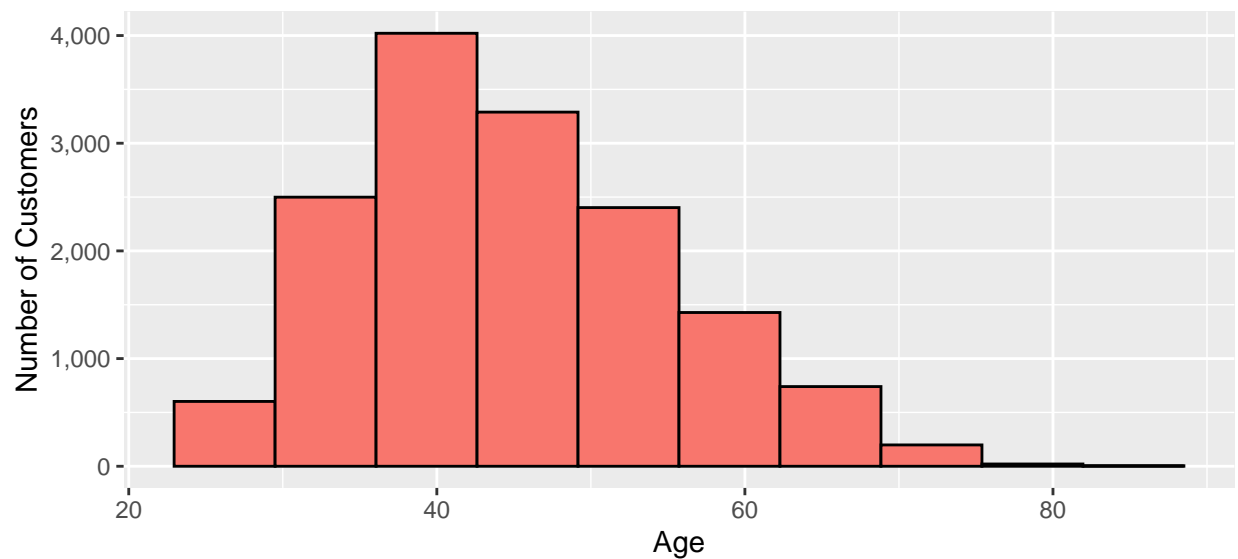
There are several pieces of demographic information that we are able to link back, systemwide, to our customers and their transactions. Since our goal is to isolate the trends of those who purchase our bicycles, only purchases that were in the **Bike** category are included. It is also worth note that these are system-wide trends for all regions, so there may be differences in what is effective in the Canadian market specifically.

The demographics that we are able to analyze are the following:

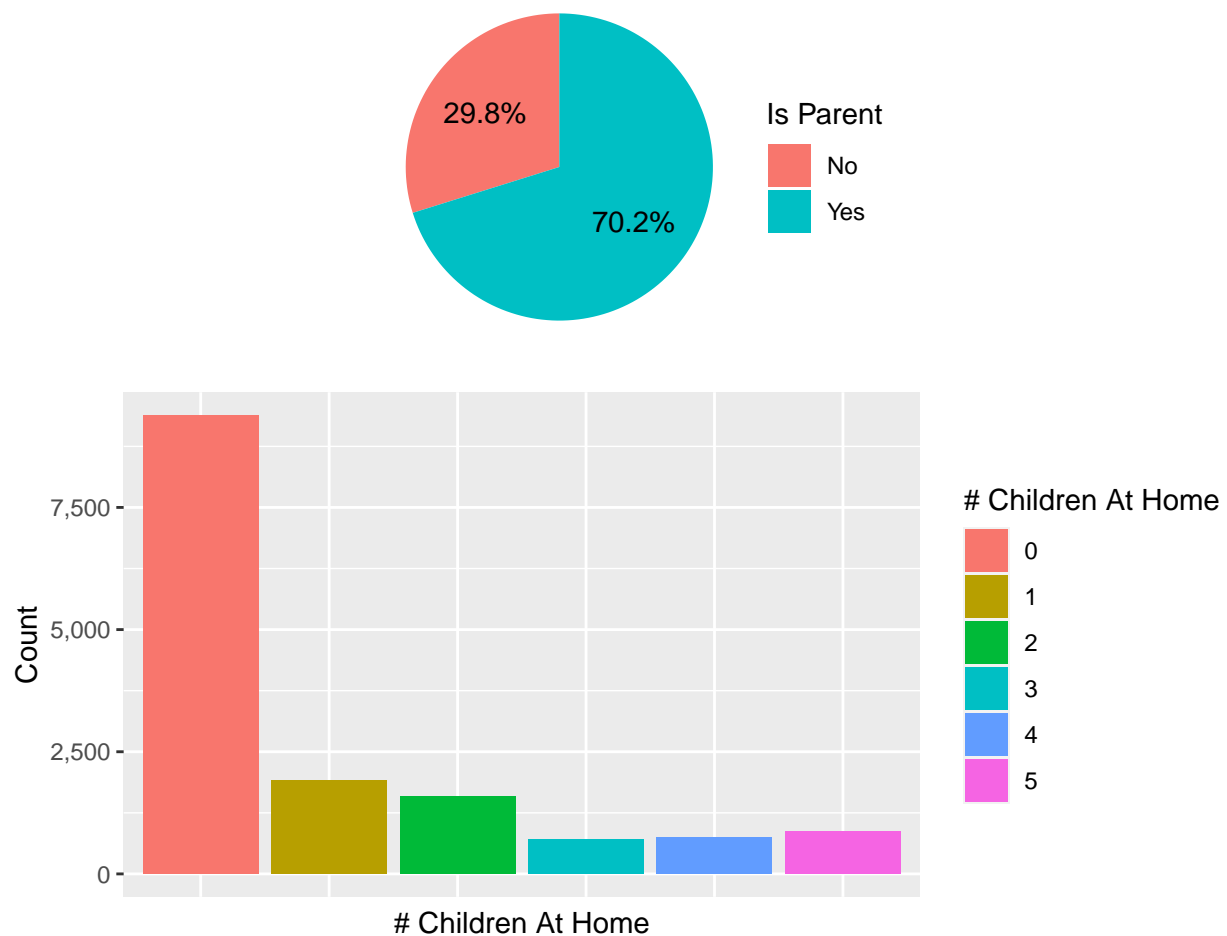
- Age
- Marital Status
- Gender
- Income
- Total Children
- Number of Children at Home
- Education
- Occupation
- Home Owner

Age, Gender, and Life Style

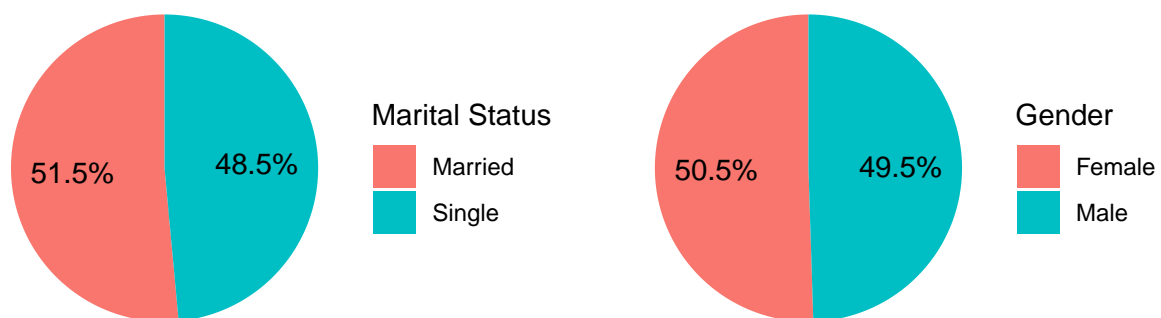
The average age for our bicycle purchasers is 45.0 years, with the majority of our customers falling between the ages of 35.0 and 55.1.



Of our bike purchasers, 70.2% are parents. However, the majority of our Bike consumers do not have children living at home (61.7%), largely due to the average age and parental status of the purchasers.

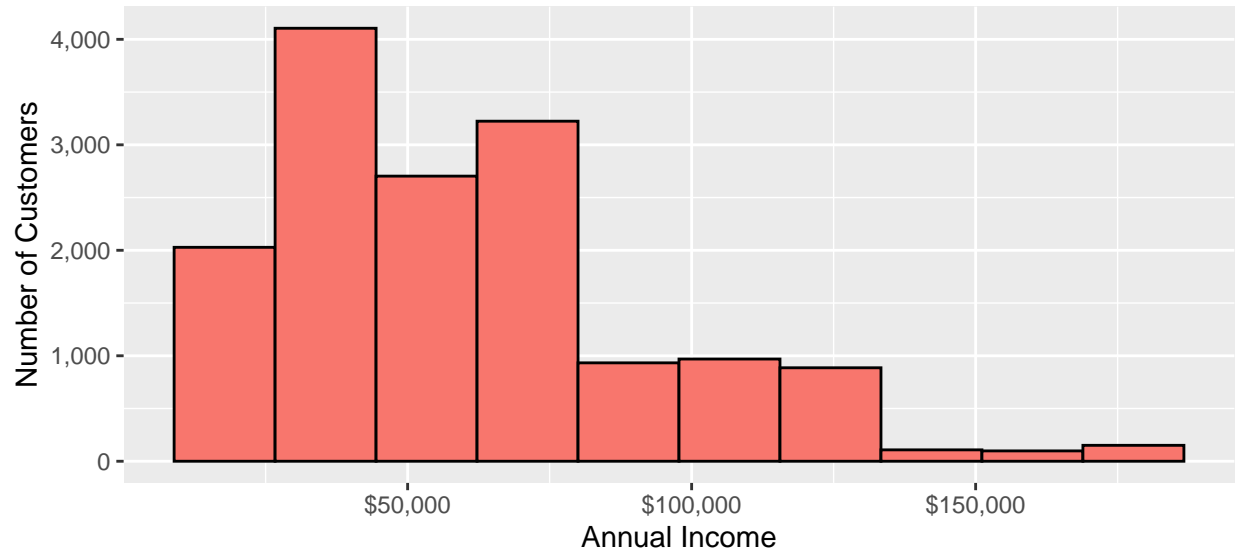


Of our Bicycle Consumers, there is not a distinct difference in Marital Status or Gender, with the proportion of each being relatively evenly divided.

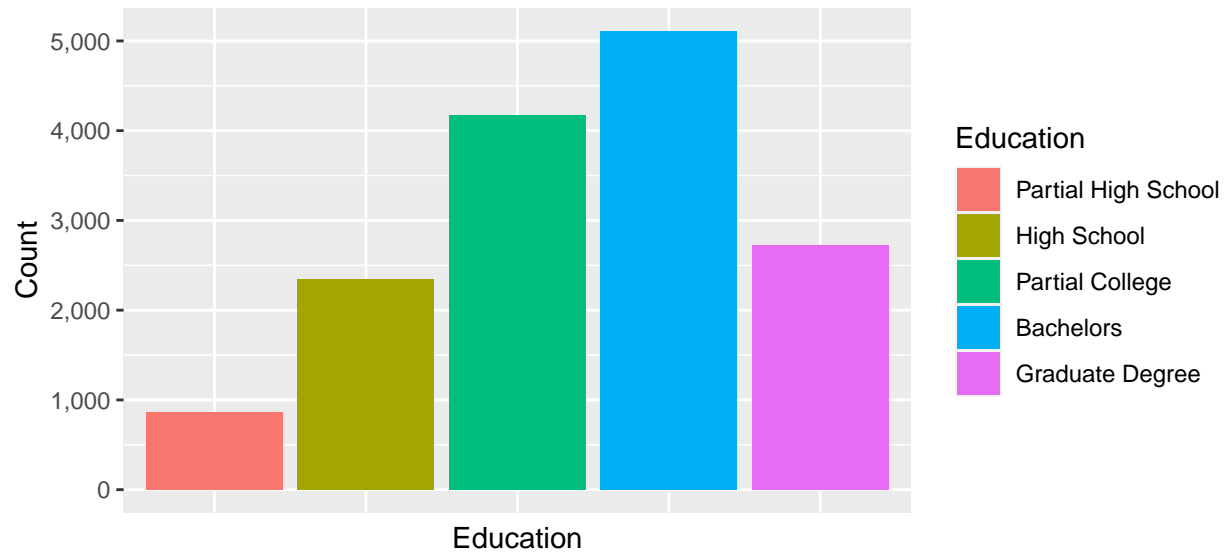


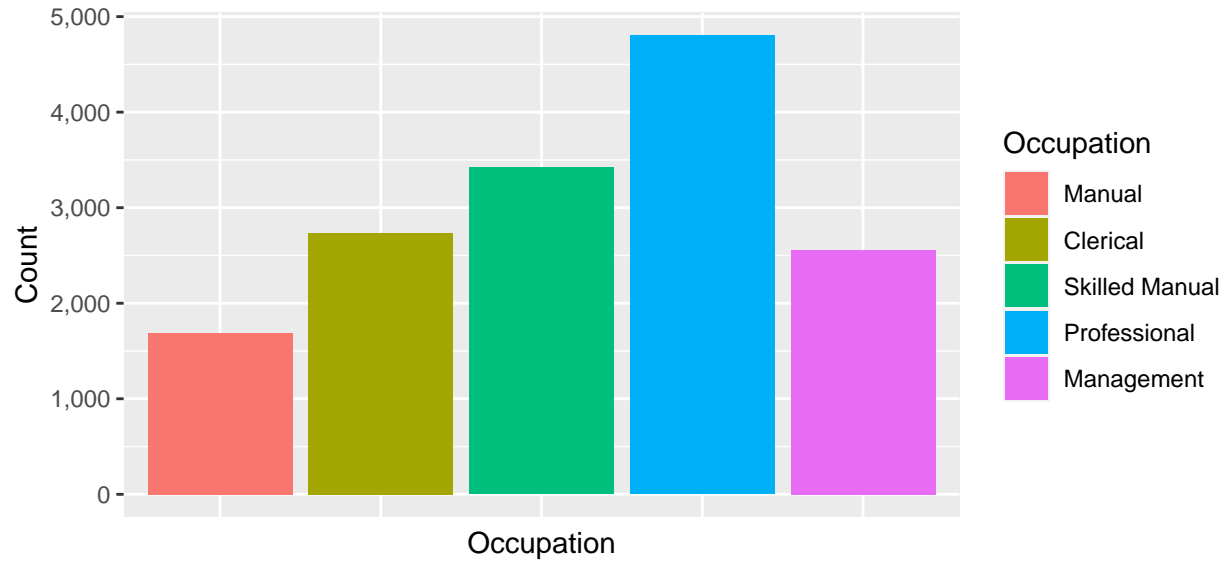
Education and Income

There is certainly a range of income earners, but the median income earner for a Bicycle purchaser is \$60,000.00. In addition, the bottom 25% of our Bike customers make a yearly income of \$30,000 a year or less, and the top 25% make \$80,000 a year or more.



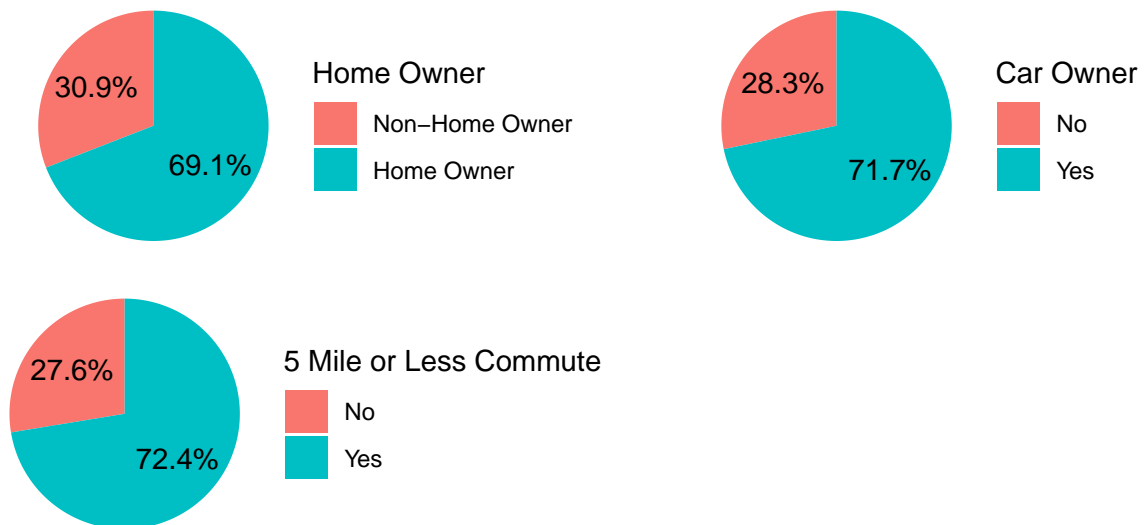
Additionally, the majority of Bicycle customers have completed some level of education, but the most prominent education status of our consumers is 'Bachelors'. There is also not an occupation category that is necessarily prominent, but the most common Occupation category of our Bicycle consumers is 'Professional'

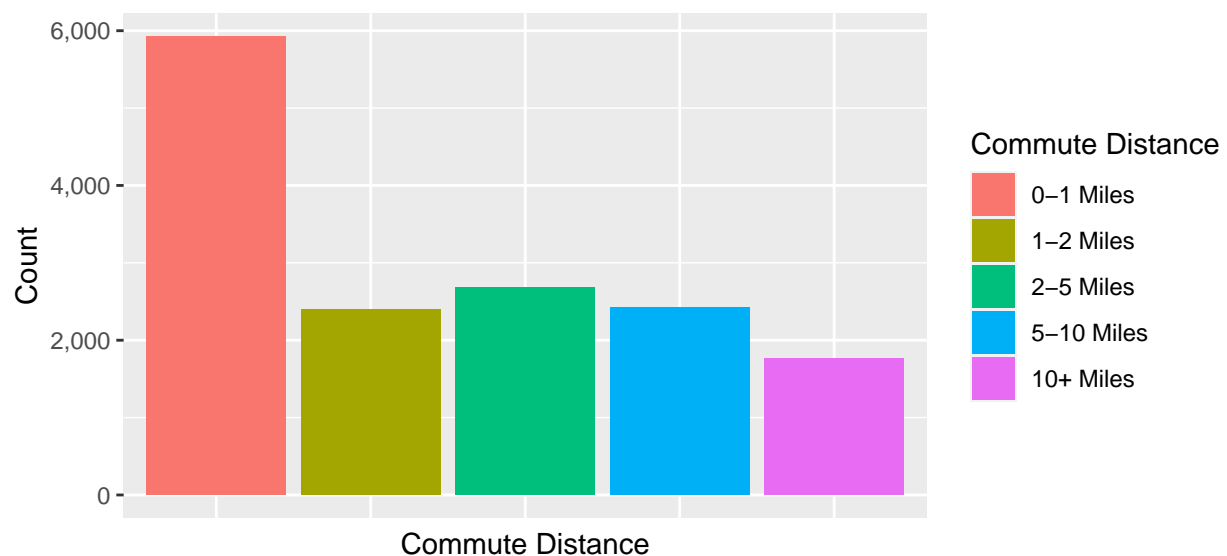
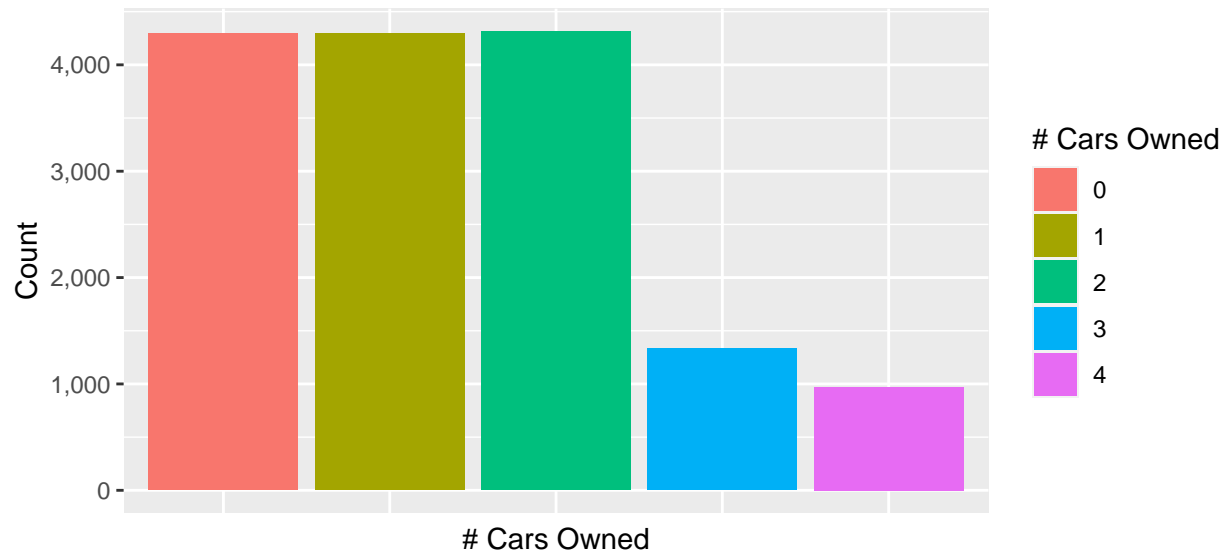




Living and Traveling

The majority of our Bike purchasers are home owners (69.1%), own at least 1 vehicle (71.7%), and have a 5 mile or less commute to work (72.4%). This implies that most of our customers do not rent, nor are not usually using the bikes as a mode of transportation to places of work far away.





Conclusion

If the Canadian market follows the same trends as system wide purchases, we can make a few suggestions for promotions:

- Bikes are not preferentially demanded after by men or women, so having gender-specific promotions would likely not be effective
- There is no clear divide amongst individuals with varying levels of educational achievement, nor occupation category
 - Individuals that did not complete High School generally do not purchase our Bikes, however, so targeting this group would not be advised
 - While there is no over dominating group of Bicycle purchasers in terms of occupation, those who have occupations in Professional or Skilled Manual are the most represented groups

- With a median income of \$60,000.00 and half of our consumers making between \$30,000 and \$80,000 a year, it appears that the majority of our consumers live a middle-class lifestyle, and promotions should be targeted as such
- With the average age of our customer being 45.0 years old, with most others between the ages 35.0 and 55.1, we should make sure that our promotions are not targeted to an audience that is too young or too old
- The majority of our consumers own at least 1 car, likely meaning that purchasers are not using a bicycle as their primary means of transportation. There still is a significant group of those that do not own a car, but it would still be advisable to focus on the driving population that use our bikes recreationally
- Our bicycle purchasers are primarily homeowners with a commute 5 miles or less. While there are still significant group of individuals that rent, this trend seems to imply that many of our purchasers are likely individuals living in suburban homes, not too far from their jobs. This idea is also further supported given the age, incomes, and education levels of our average purchaser, and these are the main individuals who should be targeted