

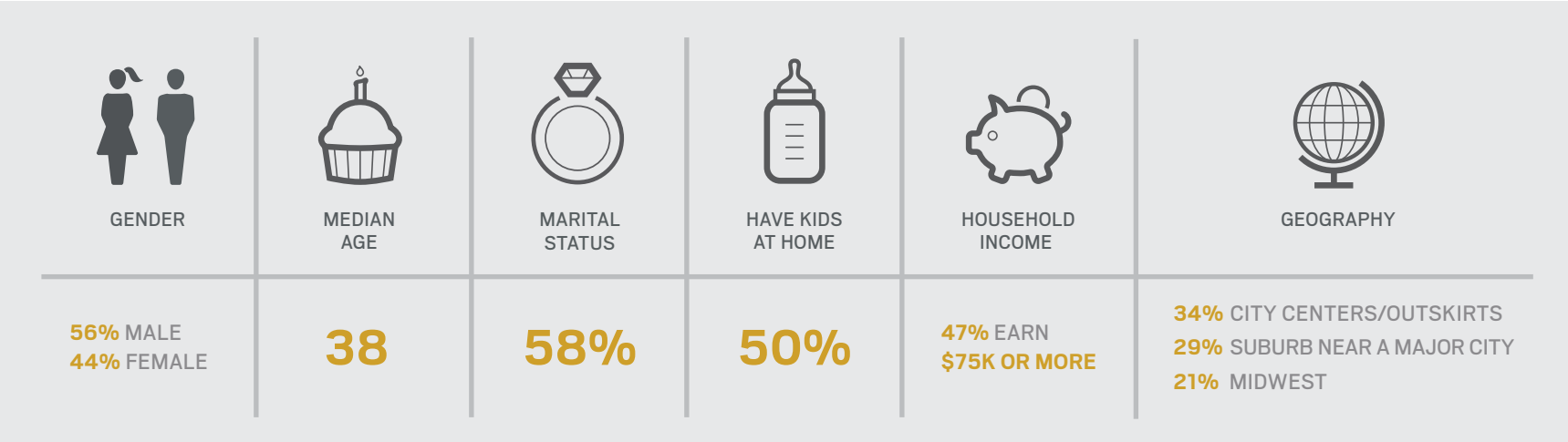
Source: 2014 outdoor consumer segmentation study conducted by Outdoor Industry Association

WHAT'S SPINNING IN THE MIND OF CYCLISTS

Cyclists love everything about the outdoors. They will travel coast to coast and internationally to soak in the views, engage with nature and stay physically fit. Cycling is a community, rallying together around unique experiences that come with putting a foot to the pedal. Relying on product reviews and word-of-mouth, these mileage junkies seek gear, tech and apparel that give them the confidence to perform their best.

DEMOGRAPHICS

Cyclists make up 36% of the U.S. outdoor consumer population and 50% are between the ages of 25-44.



OUTDOOR CONSUMER SEGMENTS

Cyclists are most likely to be...



THE ACHIEVER



THE OUTDOOR NATIVE

Click on the segment image to learn more.

NO BOUNDARIES

Very little prevents cyclists from getting outdoors - that's what they are all about. Whether alone or with friends, a great ride is one that challenges their endurance, keeps them physically fit and healthy.



VALUES THE WILDERNESS

When it comes to the outdoors, cyclists are very passionate about conserving the environment so their children and future generations can have a similar outdoor experience to their own.



SHOP ANYWHERE, ANYTIME

Cyclists are more likely to browse and shop both online and in-store to find the highest quality products. Although they prefer to have more experiences rather than acquiring lots of products, cyclists spend an average of \$673 per year on highly advanced technical apparel and gear that enhances their outdoor experience. Being tech-savvy, they also seek GPS-enabled and performance tracking gadgets and mobile apps.

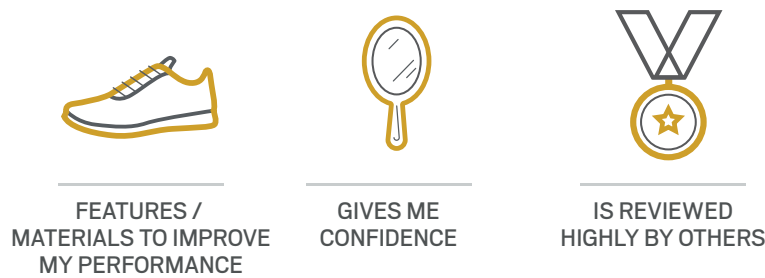
HOW THEY SHOP



WHERE THEY SHOP



WILLING TO SPEND MORE FOR



WHAT THEY LOOK FOR IN RETAILERS



*/^ denotes values higher/lower than all outdoor consumers at a 95% level of confidence.