WHAT'S SPINNING IN THE MIND OF CYCLISTS

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

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...





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.



84%*

STRONGLY BELIEVE BEING OUTDOORS IS ENGAGING WITH NATURE.



BELIEVE WE SHOULD BE CREATING MORE SPACES FOR

OUTDOOR RECREATION.



60%

BELIEVE THIS NATION SHOULD BE CONSERVING ITS NATURAL RESOURCES.



31%

BELIEVE IT'S IMPORTANT FOR BRANDS TO BE TRANSPARENT IN THEIR SUSTAINABLE EFFORTS.

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



40%
BRICK AND MORTAR ONLY



(-)



32%

OFTEN BROWSE / RESEARCH ONLINE, BUT MAKE PURCHASES IN-STORE.





24%

OFTEN BROWSE / RESEARCH IN-STORE AND THEN MAKE PURCHASES ONLINE.

WHERE THEY SHOP



44%

OUTDOOR RETAILER (E.G. THE NORTH FACE, PERFORMANCE BICYCLE, REI)



44%

SPORTING GOODS CHAIN STORE (E.G. DICK'S, SPORTS AUTHORITY)

WHAT THEY LOOK FOR IN RETAILERS



31%

GENERAL ONLINE RETAILER (E.G. AMAZON, EBAY)

WILLING TO SPEND MORE FOR







GIVES ME CONFIDENCE



IS REVIEWED HIGHLY BY OTHERS



ALLOWS YOU TO COMPARE PRICES



OFFERS CUSTOMER
REVIEWS ON PRODUCTS



MOBILE SHOPPING APP