

STATISTICS

In U.S., there are over 90 million cyclists, with nearly 10% being avid cyclists who ride at least once a week on average

- 55% are male, 45% are female
- Average U.S. cyclist is young, upscale and affluent with median household income of over \$80,000
- Median age: 38
 - 63% are between the ages of 25 to 44
 - 22% are between the ages of 45 to 54
 - 53% are married

In 2015, there were approximately 4,000 specialty bicycle retailers in the U.S. that commanded approximately 13% of the bicycle market in terms of unit sales

There is an increase in mountain bike sales in recent years, with mountain bikes representing about 25% of all bikes sold in 2012 by specialty shops.

NBDA researched conducted in 2006 reported 73% of adult cyclists rode for recreation, 53% for fitness, 10% for commuting, 8% racing and 6% sport

In 2017, Birmingham's population was 212,000 and the median age was 36

TRENDS

Technology - Online services are becoming more prevalent allowing consumers to purchase a bike online and pick up in the shop for instance

Events - Along with races, participation in community bike rides and gathers is gaining popularity

Popularity - Mountain bikes, eBikes and Gravel bikes are all gaining popularity among consumers

CHALLENGES

Volunteers - Lack of volunteers could close the business as this is a large part of keeping the business up and running

Donations - Bike donations provide bikes the business can repair and then turn around and sell for a profit, helping sustain regular income/profit to keep the doors open

Marketing - With little revenue, it is difficult to market to the surrounding areas to bring awareness to their cause and vision