

FOR IMMEDIATE RELEASE

Rider Profile

- **Demographics**

The demographic data for motorcyclists has shifted upwards in age, education level and income over the last two decades. According to US Industry and Trade Outlook, the fastest growing age group of the motorcycle buying market is 55 to 64 year olds, at 4%/year. The second fastest growing group is 45-54 year olds, at 3%/year. Women are the fastest growing segment and make up over 12% of the population.

Motorcyclists typically have the higher disposable income to make large-ticket recreational purchases. These changes have shifted buying patterns toward more expensive cruiser and touring motorcycles. The resurgence of the motorcycle market and its changing demographics can be seen as another consequence of the maturation of the Baby Boom. Buyers increasingly represent an age group that is no longer is concerned with child rearing and has achieved sufficient success to afford large discretionary purchases.

Scooter riders skew younger with the largest group age 20 to 35 and with a higher percentage of women. In Toronto they represent a larger fraction of the two-wheel transport market since the Scooter is ideally suited to an urban environment.

- **Psychographics**

Psychographic factors are the most important in understanding the motivations of the motorcycle-riding market. Riders define themselves in terms of their sport in a way few others do. Riders do not see motorcycles primarily as transportation appliances but rather as expressions of personal identity. Their feelings more closely resemble attitudes to beloved pets or even family members, rather than as machines. The affectionate relationship predisposes owners to lavish disposable income on motorcycles in a way they would not do on their own cars.

- **Geographic Factors**

As described above, there are an estimated 47,000+ motorcycle and scooter riders representing roughly \$17,000,000 in service spending in the city of Toronto, the target geographic market for Inner City Cycle.

Urban riders have some unique problems. Many do not have the suburban luxury of a garage or even a driveway. Apartment and condo dwellers typically lack the facilities to wash their motorcycle or scooter, much less change their own oil! Yet their requirements for service and appearance maintenance are the same.

Of course, all Canadian riders must cope with a compressed riding season, which makes opportunities for good riding even more valued.