

Number Crunch

Who's Your Customer?

BY RAY KEENER

Jay Graves, owner of The Bike Gallery in Portland, Oregon, recently presented some findings on the benefits of advocacy for retailers at the NBDA regional seminars.

One slide of his PowerPoint, a study of transportation cyclists, has sparked a lot of interest among retailers.

"The study basically divides cyclists into four groups," Graves said. "The names are pretty self-explanatory.

"We're focusing more and more on the Interested but Concerned," Graves added. "These folks are not comfortable in traffic, but will ride in low-volume, low-speed conditions like boulevards and off-street paths.

"Many of our employees fit into the Strong & Fearless category. We're continually looking at ways to help them relate better to the needs and concerns of the bulk of our customers, who

need information and encouragement to venture into traffic."

Confirmation of these numbers comes from the recently released

Who Would Ride?

- **Strong & Fearless:** less than 1%
- **Enthusied & Confident:** 7-10%
- **Interested but Concerned:** about 60%
- **"No Way No How":** about 30%

Source: City of Portland

NHTSA study which showed that 71 percent of Americans (the sum of Graves' first three groups), want to ride their bicycles more often.

"Our business is changing. We're selling more commuter bikes and fewer high-end bikes," Graves said. "We as an industry need to do a better job of relating to the broader market, the 60 percent as well as the 10 percent, and it starts out on the sales floor."