



Adventure Racing Demographics

Few sponsorship opportunities can match the demographic appeal of the multisport athlete. Extremely focused and driven to succeed, these affluent young professionals not only embrace new technologies but have the purchasing power to obtain them. They are continually searching for products that they believe will give them an edge and add to their distinct image. As informed active consumers, they are the individuals that friends, family members and neighbors look to for advice on purchasing decisions related to cross training and endurance sport.

The multisport boom is in full swing. New events are being added at a record pace and events are selling out in hours. Primal Quest 2008 with an entry fee of \$12,500 per 4 person team sold out all 75 team positions in less than 12 hours. Multisport race participation has increased by more than 300% in the past five years. Today there are more than 1 million multisport athletes training and more than 500,000 compete in multisport events.

Today's Multisport Athlete is:

ACTIVE:

Average of \$24,408 spent on athletic related purchases per year

AFFLUENT:

Average HHI: \$161,300

Median HHI: \$122,600

CORE:

Median Age: 40

84% are between 18 and 49

EDUCATED:

97% have attended college

50% have post-graduate degrees or studies

GENDER:

74% Male

26% female



Source Triathlete Magazine Jan 2008, and USARA

Photo by Tim Holmstrom



PRIMAL QUEST BADLANDS 2009

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A Don Mann Production - August 15-24, 2009



Household	Married 73% Single 27% Children 17 or under 53%	73% 27% 53%
Own/Plan to Purchase	Mountain Bike Cycle clothing Heart Rate Monitor Sports Watch Sport Sunglasses (non prescription) Home Exercise Equipment Kayak MP3 Player	64% 95% 78% 84% 87% 42% 10% 60%
Purchase Habits	Likely to update to new gear Pair of running shoes owned Pair of running shoes purchased per year Number of bikes owned Number of bike shoes owned	61% 4 3 2.6 2 pair
Fitness	Health club participation	79%
Level of Participation	Event participation, per year Novice Intermediate Advanced Elite	3 to 6 22% 46% 26% 6%
Nutrition	Consume sports drinks Consume energy bars Consume energy gels Use daily vitamin/mineral supplements	89% 88% 83% 79%
Automotive Demographics	Own/lease a vehicle Median number of vehicles owned Own a car Own an SUV Own a pick-up truck Own a van/mini-van Purchased a vehicle in the last 12 months Plan to buy/lease a vehicle in the next 12 months	98% 3 69% 62% 24% 15% 32% 26%
Travel	Have taken a domestic trip in the last 12 months Average number domestic trips in the last 12 months Average length of stay Have taken a foreign trip in last 3 years Average number of foreign trips taken in the last 3 years	96% 9 8.5 days 68% 4
Computer-Internet	Households that own a computer Use internet daily	97% 100%



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For additional information,
email: info@ecoprimalquest.com

Primal Quest Website:
www.ecoprimalquest.com

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