



2015 Habitat 500 – Wrap-up Fact Sheet

- **Rider Demographics**
 - Average age—54
 - Riders under 25—4.3%
 - Riders over 70—7.8%
 - Women—43%
 - Men—57%
 - Returning riders—85%
 - First-year riders—15%
- **Overall Fundraising**
 - Total funds raised—\$347,800 (as of 9/1/15)
 - Total sponsorships—\$22,500
 - Average raised per rider (overall)—\$3,281
 - Average raised per rider (without top 4)—\$2,543
 - Riders who raised over \$10,000—4
 - Top fundraiser—Paul Reasoner (\$52,927 raised)
 - Total raised for the Cebu Project—\$57,737.06
- **Online Fundraising**
 - Total online fundraising— \$65,087
 - Number of riders participating in online fundraising— 71
 - Total number of online donations—976
- **bike.home. Fundraising**
 - Total raised for bike.home. (Habitat for Humanity of Winona-Fillmore Counties)—\$27,735
 - Riders who raised funds for the bike.home.—36
 - Percent of riders who raised funds for the bike.home.—34%