



## 2017 Habitat 500 Wrap-up Fact Sheet

### • Rider Demographics

- o Average age—52
- o Riders 25 years old and under—6.5%
- o Riders 70 years old and over—9.4%
- o Women—39%
- o Men—61%
- o Returning riders (one-day)—19.6%
- o First-year riders (one-day)—80.4%
- o Returning riders (multi-day)—82.8%
- o First-year riders (multi-day)—17.2%

### • Overall Fundraising (as of September 8, 2017)

- o Total funds raised—\$309,360
- o Total sponsorships—\$33,500
- o Average raised per rider (multi-day)—\$3,435.45
- o Average raised per rider (multi-day without top 2)—\$3,052.58
- o Average raised per rider (one-day) —\$455.60
- o Riders who raised over \$10,000—Ruth Lunde & Steve O'Malley
- o Top fundraiser—Ruth Lunde raised \$22,802

### • Online Fundraising (as of September 8)

- o Total online fundraising—\$86,092
- o Number of riders participating in online fundraising—95 (75%)
- o Total number of online donations—1,129

### • *bike.home*. Fundraising

- o Total distributed to the *bike.home*. in Sauk Rapids, MN—\$14,108.51 (with an additional \$24,206 raised for Central Minnesota Habitat for Humanity)
- o Riders who raised funds for the *bike.home*.—21
- o Percent of participants who raised funds for the *bike.home*.—16.5%