

*Assessing the Economic Impact and Health Effects of Bicycling in Minnesota*

# ECONOMIC CONTRIBUTION OF BICYCLING INDUSTRY IN MINNESOTA

There is evidence of the economic significance of the bicycling industry in the state. Information from industry experts, manufacturers, parts suppliers, distributors, retail establishments and advocacy groups help estimate the economic impact of the industry.



## Goals of the study were to estimate the:

- economic impact of bicycling industry
- volume of bicycling infrastructure/facilities use
- economic impact of bicycling events
- health benefits of bicycle commuting

## Why is this study needed?

Prior research does not provide comprehensive understanding of economic impact of the bicycling industry in Minnesota.

## Bicycling industry includes:

- Retailers
- Wholesalers and manufacturers
- Advocacy groups
- Service providers
- Bicycle-related businesses

## Bicycling industry supported an estimated \$777.9 million of economic activity in the state in 2014



### These two bicycling industry themes emerged from 15 industry expert interviews:

**Passion for bicycling** - people in the bicycling industry are passionate about biking and that encompasses a lifestyle

**Retail trends and marketplace** – Retail sector for bicycling products is competitive

### Insights from survey:

- People completed surveys because they want to support bicycling
- People value comfort, hybrid and lifestyle bikes as a retail segment
- Fat tire bike riders are a small but growing category of riders who ride primarily on trails
- Minnesota is home to two global bicycling products and equipment companies

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### Project findings will facilitate partnerships and benefit:

- Economic development
- Transportation
- Tourism
- Health
- Local economic development groups

### Who was surveyed

Online surveys to these groups was the main source of data for this study component. Data collected was on expenditures, labor income and employment.

- 282 bicycling businesses
- 15 bicycle industry leaders
- 16 non-profit organizations
- Information was also obtained from the U.S. Census Bureau

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