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

Project findings will facilitate partnerships and benefit:

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

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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mndot.gov/bike/research/economic-health-impact.html