**Bicycling in MICHIGAN**

Population: 9,897,264

**Total annual economic impact of bicycling**

$668 million

- **Bicycling retail revenue**
  - $63 million

- **Total annual spending associated with bicycling events and vacations in Michigan**
  - $38 million

- **People employed by bicycling industry**: 796

- **Residents who place an annual value of at least $100 on the ability to use bicycle infrastructure**: 44%

- **Households that reported that someone in their home used a bike for transportation in the last year**: 39%

- **Bicyclists who commute by bicycle at least twice a week**: 28%

- **Residents who participated in a bicycling event or bicycle-oriented vacation in Michigan in the past year**: 4%

**Key barriers to bicycling**

- Safety: 48%
- Weather: 52%
- Lack of infrastructure: 52%

**Top primary bicycle types**

- Road bike: 39%
- Mountain bike: 39%
- Commuter bike: 12%
- Other: 18%

Study funded by MDOT

For more information contact Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator at debruynj@michigan.gov