

# Bicycling in MICHIGAN



Population: 9,897,264

Total annual economic impact of bicycling  
**\$668 million**



Bicycling retail revenue

**\$63 million**

**44%**

Residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure

Total annual spending associated with bicycling events and vacations in Michigan

**\$38 million**

**39%**

Households that reported that someone in their home used a bike for transportation in the last year

People employed by bicycling industry: 796



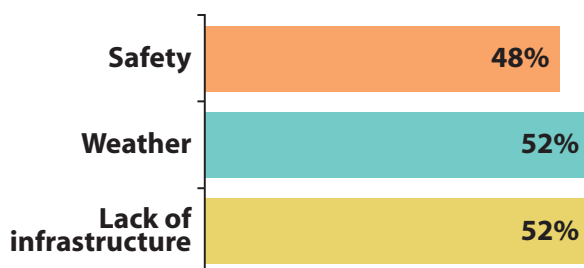
**28%**

Bicyclists who commute by bicycle at least twice a week

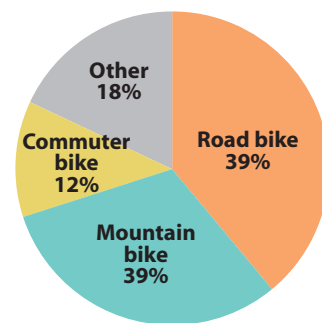
**4%**

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

## Key barriers to bicycling



## Top primary bicycle types



Study funded by MDOT

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