

# 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

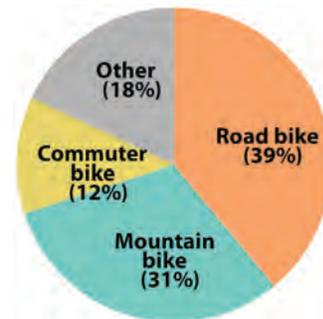
**4%**

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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This infographic provides a one-page summary of bicycling in the state of Michigan based on information gathered by BBC Research & Consulting and R. Neuner Consulting for the Michigan Department of Transportation (MDOT) as part of the first phase of a two-phase study on the economic benefits of bicycling in Michigan. The infographic is accompanied by a report providing information on the state of Michigan and the data sources and methodology used for the study. A household survey was conducted with Michigan residents, which gathered the following information shown on the infographic:

- Annual spending associated with bicycling events and vacations;
- Key barriers to bicycling;
- Percent of residents who place an annual value of at least \$100 on the ability to use bicycle infrastructure;
- Percent of bicyclists who commute by bicycle at least twice a week;
- Percent of residents who participated in a bicycling event in Michigan in the past year; and
- Primary types of bicycles used by residents.

Below is a description of the data source for other data on the infographic:

- Population – provided by the U.S. Census Bureau 2012 American Community Survey;
- Miles of existing infrastructure – gathered from interviews with local officials during the case study process;
- Bicycle Friendly Community<sup>SM</sup> Rating – a rating based on a number of metrics related to bicycling support and participation from the League of American Bicyclists;
- Households that reported that someone in their home used a bicycle for transportation in the last year – from the *Attitudes & Perceptions of Transportation in Michigan: A 2013 Survey of Michigan Adults* ([http://www.michigan.gov/documents/mdot/MDOT\\_2013\\_AP\\_SurveyReport\\_439065\\_7.pdf](http://www.michigan.gov/documents/mdot/MDOT_2013_AP_SurveyReport_439065_7.pdf)).
- Bicycling retail revenue – based on the three-year average annual revenue of bicycle retailers in Michigan reported in Dun & Bradstreet;
- People employed by bicycling industry – based on the three year annual employment averages for retail bicycle shops and bicycle manufactures located in Michigan as reported in Dun & Bradstreet;
- Total annual impact of bicycling – calculated from the following components:
  - Total household retail spending on bicycling reported by Michigan residents in the household survey (\$175 million);
  - The total household spending on bicycle events and vacations as reported by Michigan residents in the household survey (\$38 million);
  - The average three-year annual revenues of bicycle-related manufactures in Michigan as reported in Dun & Bradstreet (\$11 million);
  - The avoided health care costs due to physical activity from bicycling based on (\$256 million):
    - The statewide rates of hospitalization for stroke and heart disease from the United States Centers for Disease Control;
    - The proportion of heart disease and stroke due to physical inactivity from the World Health Organization;
    - The proportion of residents who are physical active using their bicycle from the household survey; and
    - The average cost of hospitalization for stroke and heart disease from the Michigan Department of Community Health.
  - The avoided costs of absenteeism for Michigan employees due to bicycling based on (\$187 million):
    - The proportion of residents who are physical active using their bicycle from the household survey;
    - The cost of absenteeism per day from the Journal of Occupational and Environmental Medicine;<sup>1</sup> and
    - The number of days per year of avoided absenteeism due to cycling from the London School of Economics.<sup>2</sup>

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<sup>1</sup> The Health and Productivity Cost Burden of the “Top 10” Physical and Mental Health Conditions Affecting Six Large U.S. Employers in 1999, by Dr. Ron Z. Goetzel, et al.

<sup>2</sup> The British Cycling Economy Gross Cycling Product Report. London School of Economics