Bicycling as a Family Activity in the United States

In the U.S. there are 7,851,000 adults who participate in bicycling as a family activity, representing 28% of all adult bicycle riders.

Demographics
- 58% Female/42% Male
- 15% Generation Y/48% Generation X/28% Baby Boomers/9% Silent Generation

Riding Activities
- 23% Enthusiasts/22% Moving Ups/25% Casuals/30% Infrequents
- 75% Ride for health reasons/32% Ride for commuting/transportation reasons
- 86% Own a new bicycle/23% Own a used bicycle

Buying Habits
- 40% Bought most recent bicycle at bike shop
- 35% Bought most recent bicycle at discount store (i.e. Walmart)
- 6% Bought most recent bicycle at sporting goods store (i.e. Dicks)
- 4% Bought most recent bicycle at specialty outdoor retailer (i.e. REI)
- 1% Bought most recent bicycle at online retailer (i.e. Amazon)

Within the top twelve cities in the U.S., there are 762,000 adults who participate in bicycle riding as a family activity, representing 26% of all adult bicycle riders living in the top twelve cities.

Demographics
- 54% Female/46% Male
- 9% Generation Y/41% Generation X/24% Baby Boomers/26% Silent Generation

Riding Activities
- 30% Enthusiasts/11% Moving Ups/32% Casuals/27% Infrequents
- 73% Ride for health reasons/51% Ride for commuting/transportation reasons
- 85% Own a new bicycle/26% Own a used bicycle

Buying Habits
- 53% Bought most recent bicycle at bike shop
- 41% Bought most recent bicycle at discount store (i.e. Walmart)
- 6% Bought most recent bicycle at sporting goods retailer (i.e. Dicks)

Source: 2013 American Bicyclist Study, Gluskin Townley Group LLC