



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)