Bicycling is a strong part of Wisconsin’s culture and economic prosperity. Last year more than 2.2 million Wisconsin residents reported riding a bicycle for recreation. Wisconsinites of every age, ethnicity and background enjoy the freedom and pleasure that bicycling offers.

Bicycling is an enjoyable pastime and an important growing contributor to our state’s economy. We have only begun to realize the economic power of the bicycle. Bicycling creates Wisconsin jobs, provides an affordable mode of transportation and lowers health care costs.

From our quality of life to our state’s fiscal well-being, the bicycle presents Wisconsin with many important benefits. It’s a vital ingredient in moving Wisconsin forward.

**BICYCLING: GOOD FOR WISCONSIN**

For Our Economy

Through industry, tourism and events, bicycling supports the health and growth of Wisconsin’s economy.

**Industry**

Wisconsin is a national leader in bicycling industry. These companies include:

- Gear Grinder
- Hayes Brakes
- Mt. Borah
- Olympic Supply Company
- Pacific Cycle
- Planet Bike
- Saris Cycling Group
- Trek Bicycles
- Waterford Precision Cycles
- Over 200 bicycle-related businesses

**Tourism**

- Tourists from outside our state spend $535 million on Wisconsin bicycling annually.
- 49% of Wisconsin residents report bicycling for recreation.
- Over 300 bike-related events bring thousands of tourists from around the world to Wisconsin.

Bicycling contributes $1.5 billion annually and 13,200 jobs to Wisconsin’s Economy.
For Our Health

The bicycle provides a simple and safe opportunity to improve the health, longevity and well-being of Wisconsin residents.

- The average bicyclist loses 13 pounds the first year of commuting.\(^6\)
- Just 3 hours of bicycling weekly can reduce the risk of heart disease and stroke by 50%.\(^7\)
- U.S. diabetes rates are highest among states with low levels of bicycling and walking.\(^8\)

For Our Future

- In 1964, 50% of U.S. kids walked or biked to school, and the national childhood obesity rate was 12%.\(^2\)
- In 2004, 3% of U.S. kids walked or biked to school and the national obesity rate jumped to 45%.\(^2\)
- Today, 32% of Wisconsin youth do not receive the daily recommended amount of physical activity.\(^9\)

Bicycling Growth

Bicycling is steadily increasing across the country. The number of people in the U.S. who bike to work rose 50% from 1990 to 2009, and now a majority of bicycle trips are for transportation rather than recreation.\(^10\)

As bicycling increases nationally, it is increasing at an even higher rate in Wisconsin. Since 1990, bicycling to work in Wisconsin increased by 62%.\(^11\)

Wisconsin is one of the best places to bike in the country. The League of American Bicyclists ranked Wisconsin the 3rd most bicycle-friendly state in the Union.

For our health, our prosperity and our future, bicycling is a smart investment for Wisconsin.

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\(^1\) Wisconsin Outdoor Recreation Demand. Wisconsin Department of Natural Resources. March 2011.
\(^3\) Ibid.
\(^4\) Wisconsin Outdoor Recreation Demand. Wisconsin Department of Natural Resources. March 2011.
\(^6\) One World. Two Wheels Campaign, www.1world2wheels.org
\(^7\) Ibid.
\(^11\) Ibid.