

Cycle Oregon vs. Overall Pilot Study Results

	Pilot Study	Cycle Oregon
Response Rate	13.3%	30.3%
<u>Demographics</u>		
Male/Female	63%/37%	62%/38%
Age 45-64	70%	72%
Average Age	53.7	54.4
HHI \$100,000+	57%	66%
Average HHI	\$129,015	\$144,380
Children in household	33%	20%
Average amount of discretionary income spent on bicycling	11.4%	12.0%
<u>Bicycle Riding Habits</u>		
Ride 2+ times a week	91%	89%
Own 2+ bicycles	86%	86%
Types of bicycle ridden:		
Road	83%	88%
Mountain	44%	53%
Hybrid	32%	24%
Reasons for riding:		
Fitness	95%	96%
Fun	93%	94%
Organized cycling events	76%	82%
Social activity	70%	71%
Own any bicycle purchased used	32%	29%
Made cycling purchases specifically for ride/event	57%	47%
Average amount spent on cycling purchases (total)	\$1,113	\$1,350
Average amount spent on cycling purchased (for event)	\$1,119	\$1,335
<u>Ride Participation</u>		
Participated in a larger group vs. by yourself	80%/20%	74%/26%
<u>Economic Impact (Direct)</u>		
Ride-related cycling purchases	\$14,582,547	\$2,547,180
Bicycle shipping expenses	\$510,064	\$164,501
Travel to/from ride	\$9,321,762	\$1,826,882
Personal expenses at event	\$6,110,699	\$857,593
Support group expenses at event	\$2,070,526	\$154,162
TOTAL ECONOMIC IMPACT (DIRECT)	\$32,595,598	\$5,550,318