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DATA AND SOURCES

Bicycle Industry Survey

The main source of primary data for this study was an online survey of the bicycle industry. The survey directed respondents to a specific subset of questions corresponding to the type of business. The survey instrument gathered data on expenditures, labor income, and employment.

The survey was distributed to manufacturers, wholesalers, and retailers in the state. In total, Extension received 52 responses, an overall response rate of 22 percent.

Responses included

- 8 bicycle specialty and general sporting good stores with multiple locations
- 14 manufacturers or wholesalers
- 29 bicycle specialty, general sporting goods store, and bicycle rental stores with one location.

Economic Census Product Line

To verify and supplement the industry survey, data from the Economic Census (United States Census Bureau) was incorporated. Product Line data is available for retailers selling bicycles, parts, and accessories. This source was particularly useful for general merchandise stores and online sales.



GuideStar Database

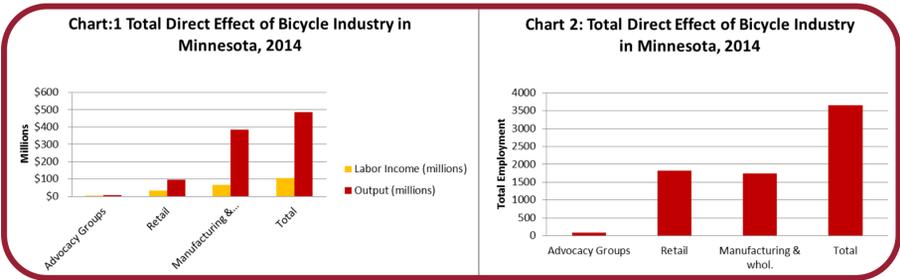
Non-profit groups in Minnesota can be tracked through GuideStar, an online repository for data on non-profits. GuideStar provides revenues and expenses for each of the organizations in the database.

Extension identified 16 non-profits using Guidestar.

RESULTS

Total Direct Effect of the Bicycle Industry

In 2014, the bicycling industry in Minnesota directly created \$486.0 million of economic activity, \$105.1 million of labor income, and 3,650 jobs for Minnesotans.



Indirect and Induced Effects

Input-output models trace the flow of dollars throughout a local economy and can capture the indirect and induced, or ripple, effects of an economic activity.

Table 1: Total Economic Contribution of the Bicycling Industry by Sector

	Retail	Manufacturing/ Wholesale	Advocacy/Non-Profits
Output (millions)	\$149.2	\$616.6	\$14.1
Employment	2,189	3,198	135
Labor Income (millions)	\$52.2	\$149.6	\$7.1

Total Economic Contribution of the Bicycle Industry in Minnesota

In 2014, the bicycle industry in Minnesota supported an estimated \$779.9 million of economic activity in the state. This includes an estimated \$208.8 million of wages, salaries, and benefits paid to Minnesota workers. In 2014, the industry further supported an estimated 5,519 employees.

METHODS

Input-Output Modeling

Special models, called input-output models, exist to conduct economic impact analysis. This analysis used the input-output model, IMPLAN.

IMPLAN measures results in terms of output, labor income, and employment. Each measure has value.

Definition of Terms

Output

Output is measured in dollars and is equivalent to total sales.

Employment

Employment includes full- and part-time workers and is measured in annual average jobs, not full-time equivalents (FTE's). IMPLAN includes total wage and salaried employees, as well as the self-employed, in employment estimates. Because employment is measured in jobs and not in dollar values, it tends to be a very stable metric.

Labor Income

Labor income measures the value added to the product by the labor component.

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