

# THE BRITISH CYCLING ECONOMY

2.3m new participants  
22,000 daily job days



CYCLING ACCESSORIES  
= £853m PER ANNUM

NETWORKS

INFRASTRUCTURE

FREQUENT REGULAR OCCASIONAL



VALUE TO THE ECONOMY

£958m

£717m

£801m

40% OF HOME OWNERS

reduced absenteeism  
inactivity costs in the UK = £760m

TOTAL ANNUAL COST OF TREATING OBESITY



EMPLOYMENT

23,000

Employed directly in cycling economy generating over £500m in wages and £100m in taxes

MARKET

5.7m BIKES SOLD

- 28 p.p.c. increase in volume of cycle sales
- £51m of which were British-built
- Generating £120m

CLASS CYCLING PRODUCT

MARKET POTENTIAL

per cyclist annually

value of 1m additional

FUEL COSTS

PREFERENTIAL TRAFFIC

COMMITTING

LEISURE AND RECREATION

OLYMPICS

HEALTH

CARBON



MOTIVATIONS FOR CYCLING