

## IV. BICYCLES IN COLORADO

### A. Bicycle Ownership

Sixty-nine percent of Colorado households report owning at least one bicycle, and among households that do own bicycles, the average household contains 2.7 bicycles. This translates into a total of approximately 3 million bicycles in the state of Colorado, which includes ownership of children's bicycles and tricycles. Among the households who own bicycles, 59 percent report that they also own bicycle helmets. Table IV.1 reports the types of bicycles owned by Coloradans.

**Table IV.1 Types of Bicycles Owned by Coloradans**

Type of Bicycle	Percent of Bicycles
Standard Road Bicycles	31.4%
Mountain Bikes	43.5%
Touring/Lightweight Bicycles	7.9%
Child's Bicycles	9.0%
Other Bicycles (including tandem and tricycles)	8.2%

### B. Bicycle Purchases

Respondents were queried about their purchases of bicycles, bicycle accessories and expenditures on repairs during the last 12 months. Results indicate that expenditures by Colorado households totaled just over \$200 million dollars statewide. Of this total, \$120 million was spent on the purchase of bicycles, nearly \$25 million was reportedly spent on repair and maintenance, and the remaining \$55 million was spent on bicycling accessories. Nearly 23 percent of all Colorado households report having bought a bicycle in the last 12 months.

Respondents were asked to indicate the source of their bicycle purchases from among the following options: general sporting goods stores and bicycle specialty shops, department stores, discount stores, toy stores, mail order or from friends. Among those who purchased bicycles, Table IV.2 reports the distribution of bicycle purchases from each source by percentage of bicycles purchased and by percentage of dollars spent. The average price of a bicycle purchased from each source is reported in column three.

Coloradans are most likely to purchase a bicycle from sporting goods and bicycle specialty shops. Nearly half of all bicycles are purchased from these shops. The average price of these bicycles is higher than those purchased from other sources (\$612), and therefore sporting goods and bicycle specialty shops account for 79 percent of total expenditures on bicycles. Discount stores

and department stores combined sold nearly 30 percent of all bicycles to Colorado households, but the average price of bicycles from these outlets is significantly lower (\$120 and \$95 per bicycle, respectively), and thus they received only 8 percent of the total dollars spent on bicycles. Small proportions of bicycles are purchased from toy stores (9 percent of bicycles sold, 2 percent of expenditures) and mail order sources (1 percent of bicycles representing over 3 percent of expenditures). Five percent of bicycles are purchased from friends, at an average price of \$172 per bicycle (not including any bicycles received from a friend at no cost). The remaining 4 percent of bicycles were purchased from other sources including more informal sources such as classified advertisements, garage sales, and second-hand stores.

**Table IV.2 Distribution of Bicycle Purchases by Type of Retail Outlet**

Type of Retail Outlet	Fraction of Bicycles Sold	Fraction of Bicycle Expenditures	Average Bicycle Price
General Sporting Good Store/ Bicycle Specialty Shop	49.8%	79.0%	\$619
Discount Store	16.6%	4.0%	\$95
Department Store	13.2%	4.1%	\$120
Toy Store	9.4%	1.9%	\$79
Mail Order	1.4%	3.5%	\$987
Friend	5.3%	2.3%	\$172
Other	4.4%	5.1%	\$448