



Estimated Number of Motorcycle Owners and Riders in the U.S.

	<u>2003</u>	<u>2009</u>	<u>% Change</u>
Percent of Female Motorcycle Owners	9.6%	10.5%	
Estimated Number of Motorcycles in U.S.	8,802,000	11,015,000	25%
Estimated Number of Motorcycles Owned By Females	845,000	1,156,600	37%
Estimated Number of Motorcycle Riders	23,454,000	27,381,000	17%
Estimated Number of Female Motorcycle Operators	4,304,000	7,174,000	67%
% Women By Boomer Generation	11%	9%	
% Women By Gen X Generation	10%	11%	
% Women By Gen Y Generation	6%	13%	

Source: 2003, 2009 Motorcycle Industry Council Owner Survey.

Note: The term "owners" indicates the vehicle's primary rider. The term "riders" includes both owners and non-owners

Facts About Female Motorcyclists:

- Nearly one out of ten (10.5%) motorcycle owners is a woman.
- In 2009, there were approximately 11 million motorcycles in the United States. Of that number, approximately 1,157,000 were owned by women.
- In 2009, approximately 27 million people in the United States operated a motorcycle. Of that number, approximately 7.2 million were women.
- 37 was the median age of female motorcyclists in 2009 – down from 42 in 2003.
- Nearly 40% (40.1%) of female motorcyclists are married.
- 36% of female motorcyclists have a college or post-graduate degree.
- 25% of female motorcyclists are business or healthcare professionals.

Women's Recent Purchases (model years 2007, 2008, 2009)

Cruiser	40%
Scooter	39%
Off-Hwy	10%
Sport	7%
Traditional	2%
Touring	2%

Training: 58% of women took a rider course compared to 44% of men