San Diego, California
North America’s Cycling Capital

**THE CYCLING CONSUMER**

- **One-third** of San Diego County residents (1.1 Million people) currently participate in cycling.
- **37%** of San Diego County cyclists (407,000 people) are “Frequent / Avid” cyclists.
- San Diego cyclists **29% more likely** to purchase a new bike in the next year than U.S. cyclists overall.
- San Diego has experienced an **84% increase** in the number of bicycle commuters since 2000.

**SAN DIEGO CYCLING POPULATION DOMINATES**

<table>
<thead>
<tr>
<th>Number of Cyclists</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego County</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>885,400</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>609,500</td>
</tr>
<tr>
<td>Tucson, AZ</td>
<td>526,100</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>400,070</td>
</tr>
<tr>
<td>Boulder, CO</td>
<td>102,200</td>
</tr>
</tbody>
</table>

**WHOLESALE:**

**CYCLING & RELATED MANUFACTURING**

- **50+** companies operate in San Diego
- Annual revenues: **$97.4M**

**RETAIL:**

**BIKES AND RELATED CYCLING GEAR**

- **$220M** 227 local specialty bike retail shops = Annual sales revenue of $220 million
- **1,226** The local bike shops employ an estimated 1,226 full time equivalent worker
- **$230M** Other retail = annual sales of $230 million in bikes and accessories
- **$56M** In retail salaries & wages

**TOTAL ESTIMATED ANNUAL REVENUE:**

**$547M**
SAN DIEGO DEMOGRAPHICS SUPPORT BOTH PARTICIPATION AND INDUSTRY GROWTH

**San Diegans Skew Higher Income**

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>Per Capita Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego County</td>
<td>$63,996</td>
</tr>
<tr>
<td>U.S. Total</td>
<td>$53,462</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$31,043</td>
</tr>
<tr>
<td>U.S. Total</td>
<td>$28,555</td>
</tr>
</tbody>
</table>

**Households with Children**

<table>
<thead>
<tr>
<th>San Diego County</th>
<th>U.S. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Population Growth Rate (2010-2030)**

- **Population Age 18-34**: 27.4%
- **Rank**: 1st in the U.S.

**SAN DIEGO IS A PIONEERING LEADER**

+ Emphasis on high-performance fitness.
+ Leading engineering of high performance machines.
+ A hotbed of Triathlon training.
+ Political will to get the population out of cars and onto bikes.

**INFRASTRUCTURE STRONG AND GROWING**

+ As of 2015, San Diego County has approximately 1,340 miles of bikeway facilities.
+ The City of San Diego plans to more than double its bikeways facilities by 2030.

**SAN DIEGO CLIMATE**

- Annual hours of sunshine: 2,958
- Annual High Temperature: 69.8°F
- Average Temperature: 63.65°F
- Annual Low Temperature: 57.5°F

Primary & secondary research conducted by:

- Stitch Marketing + Research
- Fermanian Business & Economic Institute

For more information:
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SDSI is a nonprofit business development organization. Our mission is to make San Diego the capital of the Sports and Active Lifestyle (SAL) Industry. We provide connections, collaboration opportunities, continuing executive education and business mentoring through our accelerator program, SDSI Springboard. Since 2009 SDSI Springboard has graduated 61 companies. Graduates have raised $425M in capital funding, have created 390 jobs and 89% are still in business. SDSI represents over 90 SAL companies. The sum of our members’ businesses represent the “San Diego Lifestyle.”

www.sdsportinnovators.com