

# An Economic Engine

## MOTORCYCLING IS POWERING CANADA'S ECONOMY

### ECONOMIC IMPACT OF MOTORCYCLING IN CANADA



**SAFETY APPAREL**  
**\$224 MILLION**



**GASOLINE**  
**\$164.9 MILLION**



**EQUIPMENT & PARTS**  
**\$1.002 BILLION**



**FOOD & BEVERAGE**  
**\$9.6 MILLION**



**INSURANCE**  
**\$189 MILLION**



**ACCOMODATIONS**  
**\$18.4 MILLION**

**THERE ARE**  
**708,700**  
**MOTORCYCLISTS**  
**IN CANADA**

**ATLANTIC**  
**56,696**

**QUEBEC**  
**240,958**

**ONTARIO**  
**212,610**

**SASKATCHEWAN**  
**& MANITOBA**  
**35,435**

**ALBERTA**  
**106,305**

**BRITISH COLUMBIA**  
**& YUKON**  
**56,696**



*Pursuing a better riding experience for all*

The Motorcyclists Confederation of Canada is the national not-for-profit advocacy organization for the promotion of motorcycling interests.

[motorcycling.ca](http://motorcycling.ca)

\*The data represented here takes into account 2016 projections based on the Recreational Motorcycling in Canada and its Provinces - 2014-2040 report prepared for the Motorcyclists Confederation of Canada by Smith Gunther Associates Ltd. in August 2015.



# An Economic Engine

## MOTORCYCLING IS POWERING CANADA'S ECONOMY

ECONOMIC IMPACT OF  
MOTORCYCLING IN CANADA



MOTORCYCLING GENERATED  
**\$2.68 BILLION**  
IN ECONOMIC ACTIVITY IN 2014



MOTORCYCLISTS  
ARE INCREASINGLY  
YOUTH, EMPTY NESTERS, WOMEN



ANNUAL INCOME  
**58%** OF MOTORCYCLISTS  
HOUSEHOLD INCOME  
EXCEEDED \$95,000 IN 2014



AVERAGE PURCHASE PRICE  
OF A MOTORCYCLE  
NEW- \$10,100 USED- \$4,500



**JOBS**  
**\$1.1 BILLION**  
IS SPENT ANNUALLY TO SUPPORT  
**23,100** MOTORCYCLING  
RELATED JOBS



**GIVING BACK**  
MOTORCYCLISTS RAISE  
**\$11.8 MILLION**  
ANNUALLY FOR CANADIAN  
CHARITIES THROUGH LOCALLY  
ORGANIZED FUNDRAISING EVENTS



**TAX REVENUE**  
**\$332 MILLION**  
A YEAR GOES TO CANADA'S THREE LEVELS  
OF GOVERNMENT IN THE FORM OF TAXES



Pursuing a better riding experience for all

The Motorcyclists Confederation of Canada is the national not-for-profit advocacy organization for the promotion of motorcycling interests.

[motorcycling.ca](http://motorcycling.ca)

\*The data represented here takes into account 2016 projections based on the Recreational Motorcycling in Canada and its Provinces - 2014-2040 report prepared for the Motorcyclists Confederation of Canada by Smith Gunther Associates Ltd. in August 2015.