

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



Motorcyclists Confederation of Canada
Confédération motocycliste du Canada

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

*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.

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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



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