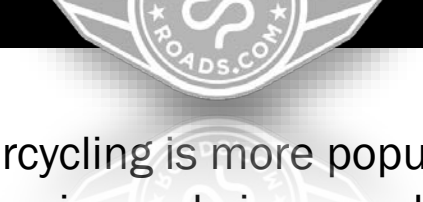


The State of Motorcycling in the USA



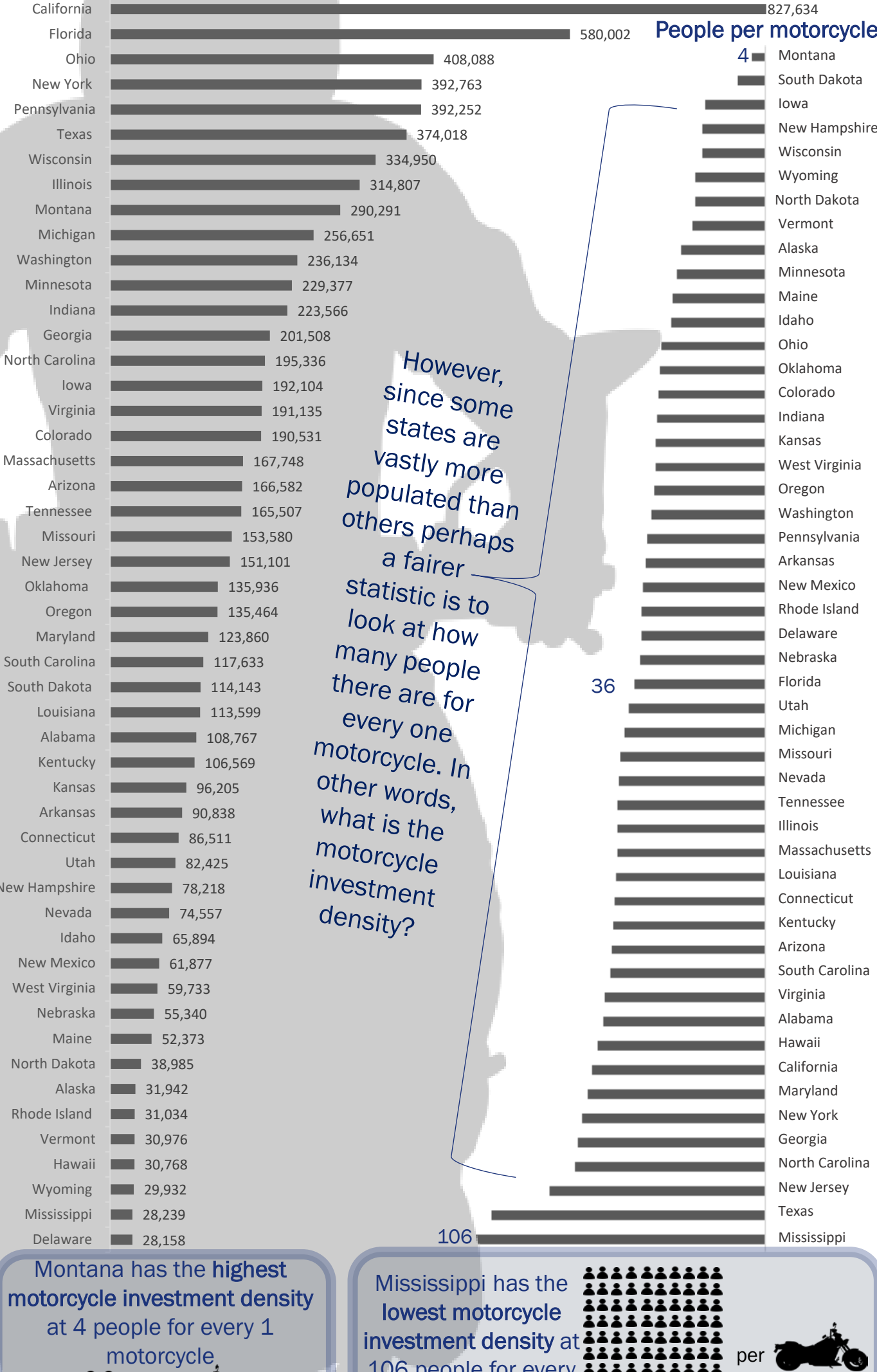
2018 edition

Putting it bluntly, motorcycling is more popular in some states than in others. Yet there is no obvious or objective way of measuring levels of “motorcycling popularity” in each of the US states. So, just like US Presidents deliver an annual “State of the Union Address,” I’m going to deliver an annual “State of Motorcycling - in the USA” report that will attempt to provide answers to this highly subjective subject. I’ll do this by focusing on some key data points that indicate things like level of motorcycling investment, how inviting is a given state’s motorcycling environment, and the level of motorcycling activity within a given state’s motorcycle community.

1 Motorcycling Investment

One solid indicator of how much interest there is in motorcycling in a given state, is how many Americans are spending their hard earned dollars on purchasing & registering motorcycles. Below are some data points that show state by state comparisons of this “motorcycle investment” factor:

Registered motorcycles in each state



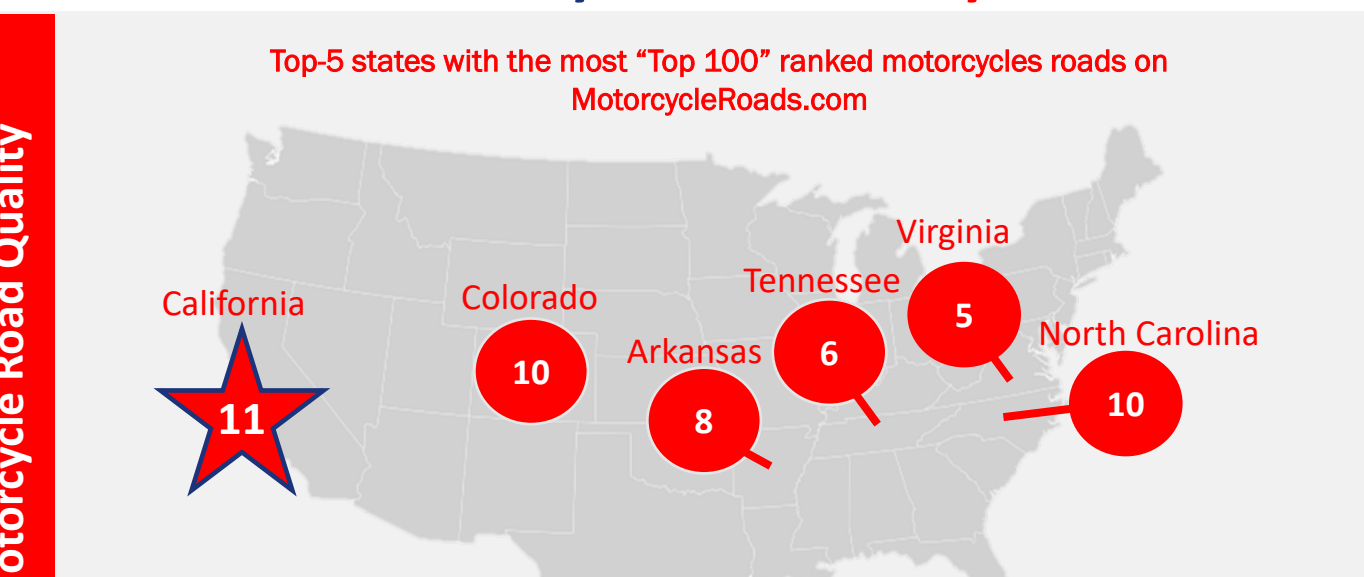
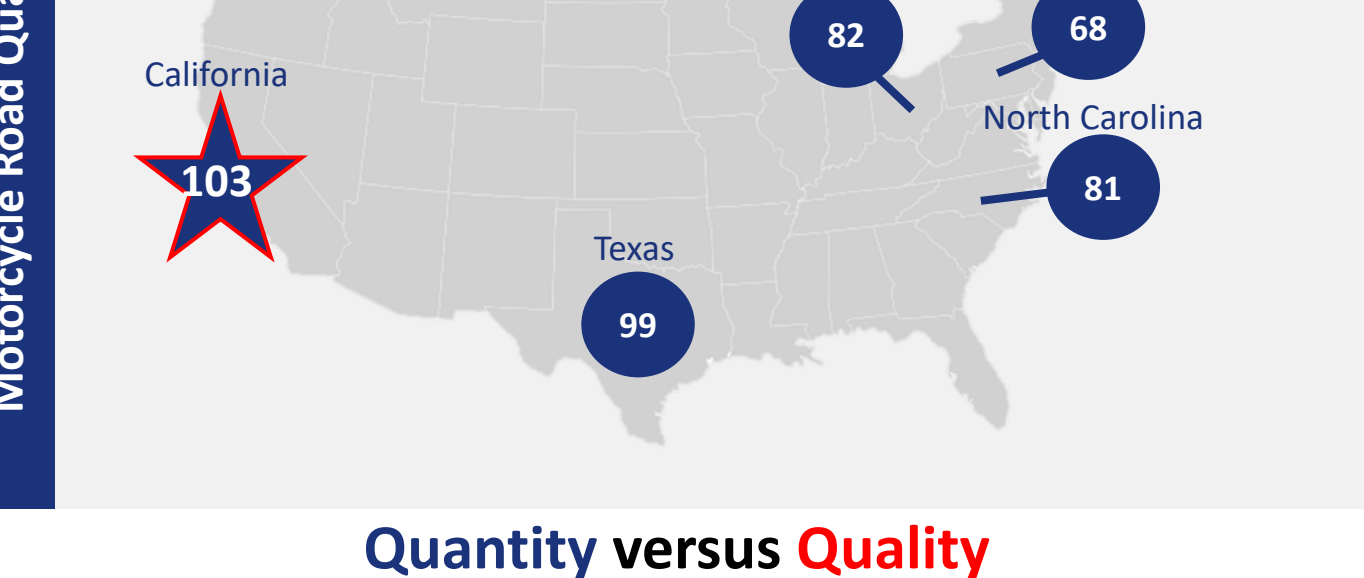
However, since some states are vastly more populated than others perhaps a fairer statistic is to look at how many people there are for every one motorcycle. In other words, what is the motorcycle investment density?

Montana has the highest motorcycle investment density at 4 people for every 1 motorcycle

Mississippi has the lowest motorcycle investment density at 106 people for every 1 motorcycle

2 Motorcycling Environment

Riders buy motorcycles to ride! And great motorcycle roads make those rides all the more enjoyable. So which states out there offer the most & the best motorcycle roads and thereby have the most inspiring motorcycling environment?

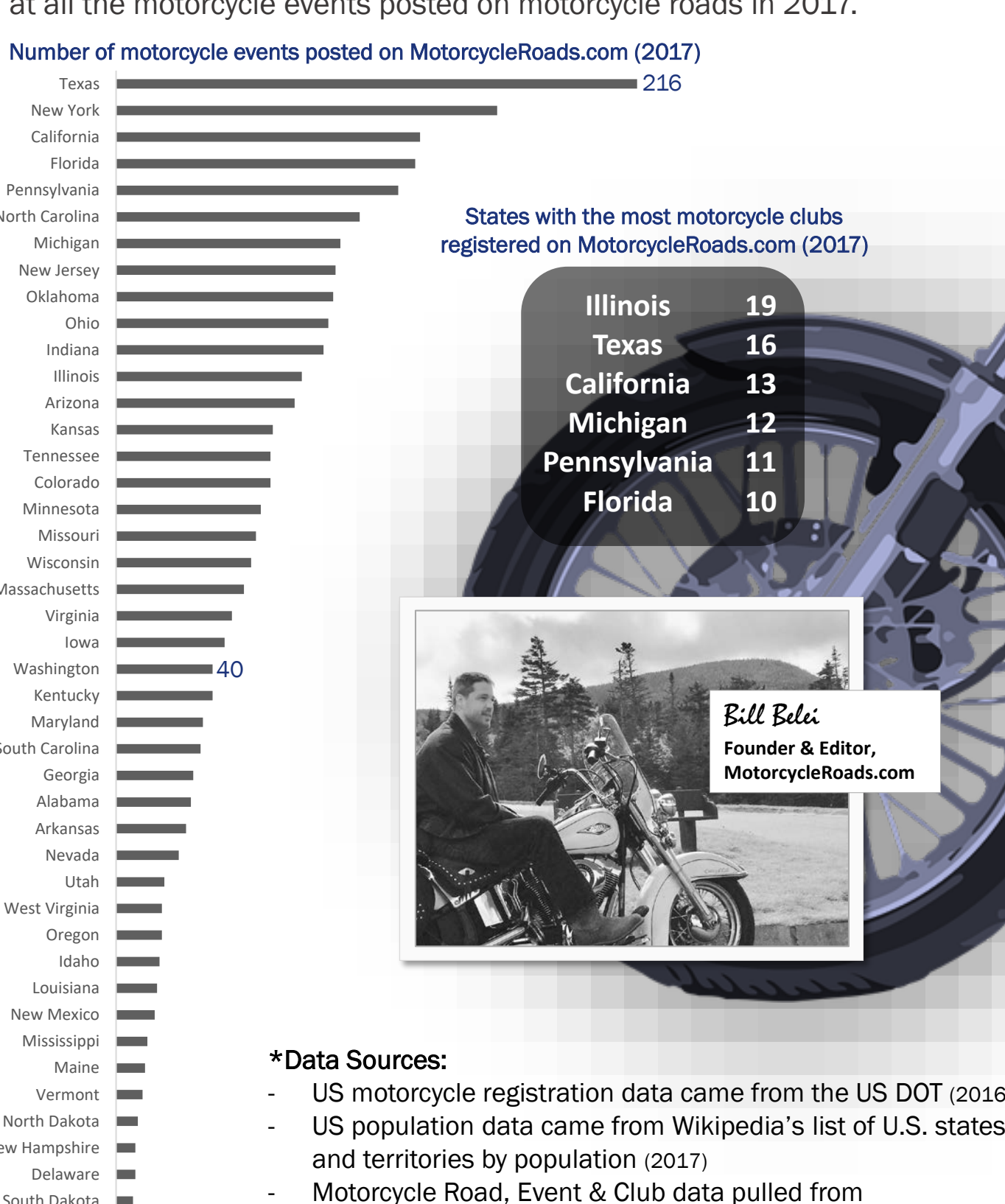


Honorable Mentions (states also with "Top-100" motorcycle roads)

Kentucky	4	Idaho	3	Michigan	2	Florida	1
Montana	4	Ohio	3	Minnesota	2	Maine	1
Pennsylvania	4	South Dakota	3	New Mexico	2	Massachusetts	1
Utah	4	Wyoming	3	Oklahoma	2	Mississippi	1
Washington	4	Illinois	2	Wisconsin	2	New York	1
West Virginia	4	Indiana	2	Alabama	1	Oregon	1
Georgia	3	Iowa	2	Arizona	1	Texas	1

3 Motorcycling Activity

When riders aren't out on the open road, what are some motorcycling activities they might take part in; rallies, organized rides for charity, poker runs, attend bike shows, motorcycle races, & motorcycle swap meets. So, to get a measurement of motorcycling activity in each state, I looked back at all the motorcycle events posted on motorcycle roads in 2017.



States with the most motorcycle clubs registered on MotorcycleRoads.com (2017)

- Illinois: 19
- Texas: 16
- California: 13
- Michigan: 12
- Pennsylvania: 11
- Florida: 10



***Data Sources:**

- US motorcycle registration data came from the US DOT (2016)
- US population data came from Wikipedia's list of U.S. states and territories by population (2017)
- Motorcycle Road, Event & Club data pulled from MotorcycleRoads.com (2018)