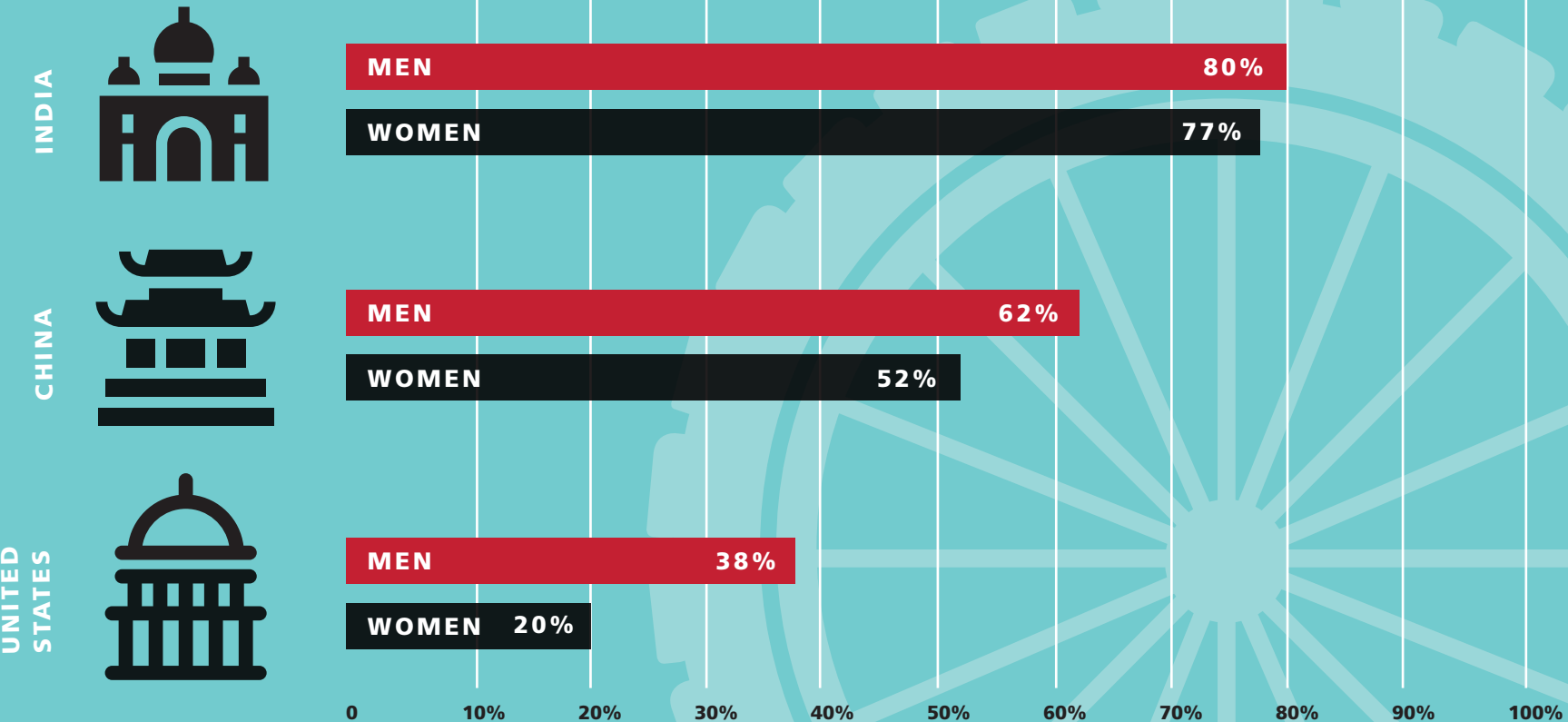


# More Millennial Men Bike Than Women in India than China or the United States

## % OF MILLENNIALS WHO BIKE REGULARLY TO GET AROUND



Source: Millennial Segmentation Study of 6,000 millennials in India, China and the U.S. by the Integrated Innovation Institute ([www.cmu.edu/integrated-innovation](http://www.cmu.edu/integrated-innovation)), Carnegie Mellon University

\* Online millennials are defined in the study as those with access to the Internet