



2012 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

| | |
|-------------|-------|
| Male..... | 97.3% |
| Female..... | 2.7% |

MARITAL STATUS:

| | |
|--------------|-------|
| Married..... | 53.0% |
| Single..... | 47.0% |

AGE:

| | |
|------------------|-------|
| Average..... | 36.1 |
| Median..... | 37.0 |
| 17 or under..... | 8.2% |
| 18-20..... | 6.3% |
| 21-24..... | 9.7% |
| 25-34..... | 20.2% |
| 35-44..... | 25.8% |
| 45 or older..... | 30.3% |

HIGHEST LEVEL OF EDUCATION COMPLETED:

| | |
|----------------------------|-------|
| Less than high school..... | 6.0% |
| High school..... | 26.9% |
| Some college..... | 27.2% |
| College..... | 31.6% |
| Postgraduate degree..... | 8.3% |

HOUSEHOLD INCOME:

| | |
|----------------------------|----------|
| Average..... | \$95,954 |
| Median..... | \$87,500 |
| Under \$25,000..... | 9.7% |
| \$25,001 - \$50,000..... | 14.7% |
| \$50,001 - \$75,000..... | 19.2% |
| \$75,001 - \$100,000..... | 20.7% |
| \$100,001 - \$150,000..... | 21.0% |
| \$150,001 - \$250,000..... | 10.8% |
| \$250,001 or more..... | 4.0% |

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

| | |
|---------------------|-------|
| United States..... | 72.7% |
| Australia..... | 6.2% |
| Canada..... | 6.1% |
| United Kingdom..... | 3.3% |
| New Zealand..... | 1.1% |
| Sweden..... | 1.1% |
| France..... | 0.7% |
| Belgium..... | 0.7% |
| Italy..... | 0.7% |
| Finland..... | 0.6% |

U.S. TRAFFIC, Top 10 states from survey responses*:

| | |
|---------------------|-------|
| California..... | 21.7% |
| Texas..... | 7.8% |
| Florida..... | 5.0% |
| Washington..... | 3.8% |
| Pennsylvania..... | 3.4% |
| Arizona..... | 3.2% |
| North Carolina..... | 3.2% |
| Ohio..... | 3.2% |
| Illinois..... | 3.0% |
| Georgia..... | 2.9% |

INTERNATIONAL TRAFFIC, Top 10 of 183 countries from Google Analytics*:

| | |
|---------------------|-------|
| United States..... | 64.0% |
| Australia..... | 5.0% |
| Canada..... | 4.9% |
| United Kingdom..... | 4.2% |
| France..... | 2.5% |
| Sweden..... | 1.7% |
| Germany..... | 1.4% |
| Italy..... | 1.2% |
| Netherlands..... | 1.1% |
| New Zealand..... | 1.1% |

U.S. TRAFFIC, Top 10 states from Google Analytics*:

| | |
|-------------------|-------|
| California..... | 23.8% |
| Texas..... | 7.7% |
| Florida..... | 4.5% |
| Washington..... | 4.0% |
| Illinois..... | 3.6% |
| Ohio..... | 3.6% |
| New York..... | 3.5% |
| Pennsylvania..... | 3.3% |
| Georgia..... | 2.9% |
| Arizona..... | 2.9% |

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

| | |
|-----------------------------|-------|
| Average times per day..... | 6 |
| 21 or more times a day..... | 11.7% |
| 11-20 times a day..... | 10.1% |
| 6-10 times a day..... | 19.3% |
| 2-5 times a day..... | 38.9% |
| Once a day..... | 14.9% |
| 2-3 times per week..... | 4.0% |
| Once a week or less..... | 1.1% |

HAVE MADE ONLINE PURCHASE:

| | |
|----------|-------|
| Yes..... | 95.4% |
|----------|-------|

MAIN SOURCES OF MOTOCROSS INFORMATION:

| | |
|------------------------------|-------|
| Motocross web sites..... | 89.4% |
| Magazines..... | 59.9% |
| Being at races / events..... | 54.1% |
| Friends..... | 47.6% |
| Television..... | 37.2% |
| Social Media..... | 36.7% |
| Local shop..... | 25.8% |
| Manufacturer web sites..... | 25.8% |
| Podcasts..... | 17.1% |
| Mail-order web sites..... | 16.4% |
| Manufacturer catalogs..... | 11.3% |
| Mail-order catalogs..... | 8.7% |
| Misc. / Fill-in answers..... | 1.5% |

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes..... 87.2%

MOTOCROSS BIKE CURRENTLY OWNED:

Honda 29.2%
 Yamaha..... 23.1%
 Kawasaki 15.3%
 KTM 15.1%
 Suzuki..... 11.2%
 Husqvarna..... 1.2%
 Maico..... 0.7%
 Husaberg..... 0.6%
 TM..... 0.4%
 Beta..... 0.3%
 Gas Gas 0.2%
 BMW 0.2%
 CZ..... 0.2%
 Bultaco 0.1%
 Cobra 0.1%
 Misc. / Fill-in answers..... 2.0%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85..... 3.3%
 100-110..... 1.0%
 125 8.3%
 150 1.6%
 200-230..... 1.9%
 250 41.7%
 300 2.0%
 350 1.9%
 400-426..... 1.9%
 450 31.2%
 500 or bigger 3.9%
 Misc. / Fill-in answer 1.3%

IS YOUR PRIMARY BIKE A 2-STROKE OR 4-STROKE?

2-Stroke 35.9%
 4-Stroke 64.1%

HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average..... 2.7
 1 26.5%
 2 25.8%
 3 18.4%
 4 10.9%

5 or more..... 18.5%

WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes..... 44.6%

IF "YES," WHAT BRAND OF BIKE:

KTM 25.2%
 Honda 23.9%
 Kawasaki 15.5%
 Yamaha..... 14.1%
 Undecided..... 9.8%
 Suzuki 7.5%
 Gas Gas..... 0.8%
 Husqvarna..... 0.8%
 Cobra 0.5%
 Beta..... 0.4%
 TM 0.4%
 Maico 0.2%
 Misc. / Fill-in answers..... 1.1%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85..... 5.8%
 100-110..... 0.9%
 125 5.6%
 150 3.8%
 200-230..... 2.1%
 250 38.0%
 300 3.9%
 350 3.3%
 400-426..... 0.4%
 450 33.4%
 500 or bigger..... 2.0%
 Misc. / Fill-in answers..... 0.8%

DO YOU PLAN TO BUY A 2-STROKE OR 4-STROKE?

2-Stroke 35.1%
 4-Stroke 64.9%

HOW OFTEN DO YOU RIDE MOTOCROSS?

Average..... 1.3 times a week
 4 or more times a week..... 5.3%
 2-3 times a week..... 19.4%
 About once a week 24.4%
 2-3 times a month 18.5%
 About once a month..... 11.5%
 I don't ride regularly 20.9%

WHAT TYPES OF RIDING HAVE YOU DONE IN THE PAST 12 MONTHS:

Motocross Tracks..... 81.9%
 Trail Riding..... 42.3%
 Off-Road 40.7%
 Enduro..... 17.2%
 Street / Road 13.6%
 Hare Scramble 13.5%
 Dual Sport 8.3%
 Sand Dunes 8.1%
 Arenacross 8.0%
 Trials 5.4%
 Hill Climbing 5.2%
 Flat Track..... 3.4%
 Supermoto..... 2.9%
 FMX..... 1.9%
 Misc. / Fill-in answers 4.7%

HAVE ATTENDED A MOTOCROSS OR SUPERCROSS RACE IN THE PAST 12 MONTHS:

Yes..... 77.0%

MOTOCROSS GEAR, PARTS & ACCESSORIES:

RIDING GEAR:

Will purchase within 12 months... 67.5%

IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided..... 19.0%
 Fox 17.8%
 Thor..... 10.3%
 Troy Lee Designs..... 10.2%
 Fly 6.0%
 One Industries..... 5.9%
 Shift..... 5.3%
 Answer 4.3%
 O'Neal 3.8%
 JT Racing..... 3.3%
 MSR 2.9%
 Alpinestars 2.6%
 Moose 1.9%
 AXO 1.3%
 Scott 1.2%
 No Fear 1.0%
 Klim 0.9%
 Alias 0.4%
 UFO 0.3%
 Chill 0.2%
 Pro Grip 0.1%
 Shot 0.1%

| | |
|------------------------------|------|
| Acerbis | 0.1% |
| Ricoo | 0.1% |
| Sinialo | 0.1% |
| Misc. / Fill-in answers..... | 0.8% |

GLOVES:

Will purchase within 12 months .. 66.2%

IF "YES," WHAT BRAND OF GLOVES:

| | |
|------------------------------|-------|
| Fox..... | 19.8% |
| Undecided..... | 19.4% |
| Thor | 7.9% |
| Troy Lee Designs | 7.8% |
| Deft Family | 7.2% |
| Fly..... | 5.4% |
| One Industries | 3.6% |
| Shift | 3.6% |
| Novik | 3.3% |
| O'Neal | 3.3% |
| Answer | 2.8% |
| JT Racing..... | 2.3% |
| Alpinestars..... | 2.2% |
| MSR | 2.2% |
| Moose | 1.3% |
| Scott..... | 1.0% |
| AXO | 1.0% |
| Klim..... | 0.9% |
| No Fear..... | 0.6% |
| Oakley | 0.6% |
| SixSixOne..... | 0.5% |
| EVS | 0.4% |
| Mechanix | 0.4% |
| Alias | 0.3% |
| UFO..... | 0.3% |
| Acerbis | 0.2% |
| Chill..... | 0.2% |
| Risk Racing | 0.2% |
| Fist..... | 0.2% |
| Fuel..... | 0.2% |
| Pro Grip..... | 0.2% |
| We Are MX..... | 0.2% |
| Ricoo | 0.1% |
| Nema | 0.1% |
| Sinialo | 0.1% |
| Teknic..... | 0.1% |
| Misc. / Fill-in answers..... | 0.7% |

HELMET:

Will purchase within 12 months .. 47.0%

IF "YES," WHAT BRAND OF HELMET:

| | |
|------------|-------|
| Shoei..... | 22.2% |
|------------|-------|

| | |
|------------------------------|-------|
| Undecided..... | 13.6% |
| Fox..... | 10.9% |
| Bell | 9.3% |
| Arai | 7.9% |
| Troy Lee Designs | 7.9% |
| One Industries..... | 4.0% |
| Fly..... | 3.7% |
| Airoh..... | 3.4% |
| Thor | 2.0% |
| Suomy..... | 1.6% |
| AGV | 1.5% |
| Scott..... | 1.5% |
| HJC | 1.4% |
| O'Neal..... | 1.1% |
| EVS..... | 1.0% |
| JT Racing..... | 0.9% |
| M2R..... | 0.8% |
| Answer..... | 0.7% |
| Kali Protectives | 0.7% |
| Scorpion..... | 0.6% |
| SixSixOne..... | 0.6% |
| AXO | 0.4% |
| Lazer..... | 0.4% |
| Klim..... | 0.3% |
| MSR..... | 0.3% |
| UFO | 0.3% |
| No Fear | 0.2% |
| Acerbis..... | 0.1% |
| Cyber | 0.1% |
| Moose | 0.1% |
| Shark..... | 0.1% |
| Shift | 0.1% |
| Misc. / Fill-in answers..... | 0.4% |

GOGGLES:

Will purchase within 12 months .. 54.4%

IF "YES," WHAT BRAND OF GOGGLES:

| | |
|-----------------|-------|
| Oakley..... | 20.8% |
| Scott..... | 20.6% |
| Undecided..... | 12.7% |
| 100%..... | 10.5% |
| Spy | 7.5% |
| EKS Brand..... | 7.1% |
| Smith..... | 4.4% |
| Fox..... | 4.1% |
| Dragon | 3.7% |
| Utopia | 1.3% |
| Thor | 1.2% |
| Von Zipper..... | 1.0% |
| Pro Grip | 0.8% |
| Fly..... | 0.7% |
| Steel MX..... | 0.6% |
| Blur | 0.4% |

| | |
|-------------------------------|------|
| Pro-Vue..... | 0.4% |
| Answer..... | 0.3% |
| CTO | 0.3% |
| O'Neal | 0.3% |
| Liquid Image..... | 0.3% |
| Rip N Roll..... | 0.3% |
| Moto Optics | 0.1% |
| Zeal Optics..... | 0.1% |
| 509 | 0.1% |
| Ariete | 0.1% |
| Electric | 0.1% |
| Moose | 0.1% |
| Nema..... | 0.1% |
| Violation | 0.1% |
| Misc. / Fill-in answers | 0.1% |

BOOTS:

Will purchase within 12 months...43.7%

IF "YES," WHAT BRAND OF BOOTS:

| | |
|-------------------------------|-------|
| Alpinestars | 35.8% |
| Gaerne..... | 19.9% |
| Fox | 11.7% |
| Undecided..... | 10.2% |
| Sidi..... | 8.7% |
| TCX | 2.0% |
| Thor..... | 1.8% |
| SixSixOne | 1.6% |
| AXO..... | 1.5% |
| Jett | 1.4% |
| Fly | 1.0% |
| O'Neal | 1.0% |
| Forma..... | 0.6% |
| Nike..... | 0.6% |
| Answer | 0.3% |
| Scott | 0.3% |
| JT | 0.2% |
| MSR..... | 0.2% |
| No Fear | 0.2% |
| Acerbis | 0.2% |
| Shift..... | 0.2% |
| ARC | 0.1% |
| Dainese | 0.1% |
| Moose | 0.1% |
| Wulfsport | 0.1% |
| Misc. / Fill-in answers | 0.2% |

NECK PROTECTION:

Will purchase within 12 months...21.0%

IF "YES," WHAT BRAND OF NECK PROTECTION:

| | |
|-------------|-------|
| Leatt | 41.1% |
|-------------|-------|

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|-------------------------------|-------|
| Undecided..... | 20.3% |
| Alpinestars..... | 17.0% |
| Atlas | 10.3% |
| EVS | 7.4% |
| Omega | 1.5% |
| SixSixOne..... | 0.7% |
| Ortema..... | 0.3% |
| RXR..... | 0.3% |
| Misc. / Fill-in answers | 1.0% |

KNEE PROTECTION:

Will purchase within 12 months .. 24.0%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

| | |
|------------------------------|-------|
| Asterisk..... | 24.0% |
| Undecided..... | 23.7% |
| EVS | 12.4% |
| POD MX | 9.1% |
| CTi..... | 6.0% |
| Troy Lee Designs | 5.1% |
| Fox..... | 4.8% |
| Alpinestars..... | 4.0% |
| SixSixOne..... | 3.7% |
| Thor | 2.2% |
| Donjoy | 0.9% |
| Fly..... | 0.7% |
| Moose | 0.7% |
| MSR | 0.6% |
| Answer | 0.4% |
| AXO | 0.4% |
| O'Neal..... | 0.4% |
| Acerbis | 0.1% |
| Matrix | 0.1% |
| Shift | 0.1% |
| UFO | 0.1% |
| Misc. / Fill-in answers..... | 0.1% |

EXHAUST:

Will purchase within 12 months .. 33.1%

IF "YES," WHAT BRAND OF EXHAUST:

| | |
|----------------------|-------|
| FMF..... | 37.6% |
| Pro Circuit | 21.9% |
| Yoshimura | 13.6% |
| Undecided..... | 7.6% |
| Akrapovic | 5.9% |
| Dr. D / Dubach | 2.2% |
| DEP | 1.5% |
| Scalvini..... | 1.3% |
| GYTR..... | 1.0% |
| DG Performance..... | 0.9% |
| HGS | 0.9% |

| | |
|------------------------------|------|
| Two Brothers | 0.8% |
| Doma | 0.5% |
| Leo Vince | 0.5% |
| MRD Racing..... | 0.4% |
| Big Gun | 0.3% |
| Motoworks..... | 0.3% |
| Rocket..... | 0.3% |
| Circle F | 0.2% |
| Dasa Racing..... | 0.2% |
| Hindle | 0.2% |
| OEM | 0.2% |
| ProForm..... | 0.2% |
| Arrow..... | 0.1% |
| CHM..... | 0.1% |
| Dyno Port..... | 0.1% |
| ESR..... | 0.1% |
| Jardine..... | 0.1% |
| M4..... | 0.1% |
| Misc. / Fill-in answers..... | 0.6% |

GRAPHICS:

Will purchase within 12 months .. 43.6%

IF "YES," WHAT BRAND OF GRAPHICS:

| | |
|---------------------------|-------|
| Undecided..... | 23.5% |
| Decal Works | 13.4% |
| One Industries..... | 8.6% |
| Factory Effex | 8.6% |
| N-Style..... | 4.1% |
| Factory Backing..... | 2.4% |
| PG | 2.2% |
| Throttle Jockey | 1.9% |
| Fusion Graphix | 1.3% |
| Roost MX | 1.3% |
| Pro Circuit | 1.2% |
| 180 Decals | 1.1% |
| Flu Designs | 1.1% |
| MGX Unlimited..... | 1.1% |
| Dirt Digits | 1.1% |
| FMF | 0.9% |
| Ringmaster..... | 0.9% |
| Armored Graphix..... | 0.7% |
| 139 Designs | 0.7% |
| 4MX Graphics | 0.7% |
| AMR Racing..... | 0.6% |
| Black Heart..... | 0.6% |
| HBD Moto Grafx..... | 0.6% |
| K-Rae Graphics | 0.6% |
| Motopro Graphics..... | 0.6% |
| Speed Graffix..... | 0.6% |
| Fast Am Productions | 0.5% |
| Flatout..... | 0.5% |
| MotoConcepts..... | 0.5% |
| MXM | 0.5% |

| | |
|-----------------------------|------|
| Ride Industries | 0.5% |
| Rusk Racing..... | 0.5% |
| Split Designs | 0.5% |
| WLM Designs..... | 0.5% |
| Attack..... | 0.4% |
| BikeGraphix..... | 0.4% |
| Dirt DNA | 0.4% |
| Kustom MX | 0.4% |
| Lime Nine | 0.4% |
| Limited Decal | 0.4% |
| Impulse Graphics | 0.3% |
| Techone Designs..... | 0.3% |
| Zeronine | 0.3% |
| Enjoy MFG | 0.2% |
| E-Sticky | 0.2% |
| Link MX | 0.2% |
| Magik SC..... | 0.2% |
| Racestar Graphics | 0.2% |
| Stellar MX | 0.2% |
| Taneum MX..... | 0.2% |
| Victory Circle | 0.2% |
| B100..... | 0.2% |
| Bently GFX..... | 0.2% |
| Croctic..... | 0.2% |
| DZ Graphics..... | 0.2% |
| G4 Graphics | 0.2% |
| HotShotMX..... | 0.2% |
| LG1 Designs | 0.2% |
| Source MX..... | 0.2% |
| The Collective..... | 0.2% |
| Titan MX | 0.2% |
| Ultra One | 0.2% |
| Blown Concepts..... | 0.1% |
| ilabb | 0.1% |
| Sikspak..... | 0.1% |
| Skin Industries | 0.1% |
| Trinity | 0.1% |
| XGX Racing | 0.1% |
| Misc. Fill-in answers | 8.2% |

TIRES:

Will purchase within 12 months... 74.5%

IF "YES," WHAT BRAND OF TIRES:

| | |
|-------------------|-------|
| Dunlop | 40.9% |
| Bridgestone | 17.0% |
| Michelin | 13.6% |
| Undecided..... | 9.2% |
| Pirelli..... | 8.5% |
| Maxxis | 6.0% |
| Kenda | 1.6% |
| Metzler | 1.0% |
| IRC..... | 0.6% |
| Motoz..... | 0.2% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|------------------------------|------|
| Mitas..... | 0.2% |
| Full Bore..... | 0.1% |
| Shinko..... | 0.1% |
| Artrax..... | 0.1% |
| Black Rock..... | 0.1% |
| Innova..... | 0.1% |
| Sedona..... | 0.1% |
| Misc. / Fill-in answers..... | 0.4% |

HANDLEBARS:

Will purchase within 12 months .. 30.3%

IF "YES," WHAT BRAND OF HANDLEBARS:

| | |
|------------------------------|-------|
| Renthal..... | 49.2% |
| Pro Taper..... | 30.0% |
| Undecided..... | 5.7% |
| Tag..... | 5.1% |
| Fasst..... | 3.0% |
| Easton..... | 1.9% |
| Vortex..... | 1.1% |
| Acerbis..... | 0.7% |
| Mika Metals..... | 0.5% |
| Moose..... | 0.5% |
| Sunline..... | 0.5% |
| Azonic..... | 0.2% |
| O'Neal..... | 0.2% |
| Universal..... | 0.2% |
| Kermaxx..... | 0.1% |
| Magura..... | 0.1% |
| Outlaw..... | 0.1% |
| Trail Tech..... | 0.1% |
| Zap Technix..... | 0.1% |
| Zeta Racing..... | 0.1% |
| Misc. / Fill-in answers..... | 0.5% |

GRIPS:

Will purchase within 12 months .. 59.2%

IF "YES," WHAT BRAND OF GRIPS:

| | |
|----------------|-------|
| Renthal..... | 38.4% |
| Pro Taper..... | 19.8% |
| Undecided..... | 10.2% |
| Progrip..... | 6.1% |
| Scott..... | 6.1% |
| ODI..... | 6.0% |
| Tag..... | 4.5% |
| Oury..... | 1.6% |
| OEM..... | 1.6% |
| Spider..... | 1.1% |
| A'ME..... | 0.6% |
| Easton..... | 0.6% |
| Torcl..... | 0.6% |

| | |
|------------------------------|------|
| Smith..... | 0.5% |
| Domino..... | 0.4% |
| Ariete..... | 0.4% |
| Risk Racing..... | 0.4% |
| MSR..... | 0.3% |
| Fly..... | 0.2% |
| Sunline..... | 0.2% |
| Moose..... | 0.1% |
| DRC..... | 0.1% |
| Factory 909..... | 0.1% |
| Outlaw Racing..... | 0.1% |
| SDG..... | 0.1% |
| Steel MX..... | 0.1% |
| Misc. / Fill-in answers..... | 0.3% |

LEVERS:

Will purchase within 12 months .. 26.9%

IF "YES," WHAT BRAND OF LEVERS:

| | |
|-----------------------------------|-------|
| ASV..... | 27.7% |
| Sunline..... | 13.1% |
| ARC..... | 12.4% |
| Undecided..... | 12.2% |
| OEM..... | 7.6% |
| Renthal..... | 5.3% |
| Works Connection..... | 5.3% |
| Zeta..... | 3.5% |
| Moose..... | 2.4% |
| Pro Taper..... | 2.2% |
| MSR..... | 2.1% |
| Magura..... | 1.7% |
| Motion Pro..... | 1.0% |
| Race Tech..... | 0.6% |
| Tusk..... | 0.6% |
| Midwest Mountain Engineering..... | 0.4% |
| Ride Engineering..... | 0.4% |
| Wirtz..... | 0.4% |
| Torcl..... | 0.3% |
| Flanders..... | 0.1% |
| Pro Circuit..... | 0.1% |
| Reikon..... | 0.1% |
| Streamline Industries..... | 0.1% |
| UFO..... | 0.1% |
| Zap Technix..... | 0.1% |
| Misc. / Fill-in answers..... | 0.3% |

CLUTCH:

Will purchase within 12 months .. 29.6%

IF "YES," WHAT BRAND OF CLUTCH:

| | |
|-------------|-------|
| Hinson..... | 31.6% |
| OEM..... | 18.3% |

| | |
|------------------------------|-------|
| Rekluse..... | 11.9% |
| Undecided..... | 10.3% |
| Barnett..... | 8.0% |
| EBC..... | 4.2% |
| GYTR..... | 3.8% |
| Tusk..... | 2.9% |
| ProX..... | 2.2% |
| Wiseco..... | 2.0% |
| Moose..... | 1.4% |
| DP..... | 1.1% |
| KG..... | 0.6% |
| Boyesen..... | 0.5% |
| ESR..... | 0.4% |
| Magnum..... | 0.3% |
| Outlaw Racing..... | 0.1% |
| Revloc..... | 0.1% |
| Surflex..... | 0.1% |
| Misc. / Fill-in answers..... | 0.1% |

PISTON:

Will purchase within 12 months... 39.7%

IF "YES," WHAT BRAND OF PISTON:

| | |
|------------------------------|-------|
| Wiseco..... | 29.9% |
| OEM..... | 22.6% |
| Vertex..... | 10.7% |
| Undecided..... | 10.4% |
| Pro Circuit..... | 5.7% |
| CP..... | 3.8% |
| ProX..... | 3.3% |
| Athena..... | 2.9% |
| JE..... | 2.8% |
| Cosworth..... | 2.1% |
| Wossner..... | 2.0% |
| Namura..... | 0.9% |
| Hot Rods..... | 0.8% |
| Moose..... | 0.5% |
| Mahle..... | 0.4% |
| Venom..... | 0.4% |
| Baldwin..... | 0.1% |
| LAPC..... | 0.1% |
| Misc. / Fill-in answers..... | 0.5% |

FOOTPEGS:

Will purchase within 12 months... 19.3%

IF "YES," WHAT BRAND OF FOOTPEGS:

| | |
|------------------------|-------|
| Undecided..... | 13.7% |
| Pro Circuit..... | 10.1% |
| Pro Taper..... | 9.5% |
| Fastway / Promoto..... | 9.2% |
| IMS..... | 8.2% |
| Raptor..... | 6.5% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|------------------------------|------|
| Sunline..... | 6.5% |
| Lightspeed..... | 4.6% |
| Ankle Savers..... | 4.2% |
| Torc1..... | 2.6% |
| Works Connection..... | 2.6% |
| Hammerhead..... | 2.3% |
| OEM..... | 2.3% |
| Talon..... | 2.3% |
| Warp 9..... | 2.0% |
| DRC..... | 1.3% |
| Kite..... | 1.3% |
| MSR..... | 1.3% |
| PivotPegz..... | 1.3% |
| Moose..... | 1.0% |
| RFX..... | 1.0% |
| Scar..... | 1.0% |
| Red Baron..... | 0.7% |
| Tusk..... | 0.7% |
| Blingstar..... | 0.3% |
| Graves..... | 0.3% |
| Pro Armor..... | 0.3% |
| Tuf Racing..... | 0.3% |
| Two Brothers..... | 0.3% |
| Zap Technix..... | 0.3% |
| Misc. / Fill-in answers..... | 2.0% |

WHEELS:

Will purchase within 12 months .. 14.3%

IF "YES," BUYING PRE-BUILT OR CUSTOM:

| | |
|----------------|-------|
| Pre-built..... | 54.7% |
| Custom..... | 45.3% |

IF "PRE-BUILT," WHAT BRAND OF PRE-BUILT WHEELS:

| | |
|------------------------------|-------|
| Talon / Excel..... | 29.3% |
| Undecided..... | 17.6% |
| Kite / Excel..... | 15.6% |
| DNA..... | 9.3% |
| Warp 9..... | 4.4% |
| Factory Effex..... | 3.4% |
| OEM..... | 3.4% |
| Pro-Wheel..... | 3.4% |
| Kite / DID..... | 2.4% |
| Haan..... | 2.0% |
| Rad Manufacturing..... | 2.0% |
| Talon / DID..... | 2.0% |
| G-Force Richter..... | 1.5% |
| Sunline..... | 1.5% |
| SM Pro..... | 0.5% |
| TCR..... | 0.5% |
| Misc. / Fill-in answers..... | 1.5% |

IF "CUSTOM," WHAT BRAND OF HUBS:

| | |
|------------------------------|-------|
| Talon..... | 34.7% |
| Undecided..... | 24.4% |
| OEM..... | 8.5% |
| Kite..... | 6.8% |
| TCR..... | 6.3% |
| DNA..... | 3.4% |
| RAD Mfg..... | 2.8% |
| Haan..... | 2.3% |
| Warp 9..... | 2.3% |
| Sunline..... | 1.7% |
| Factory Effex..... | 1.1% |
| Krieg..... | 1.1% |
| Pro-Wheel..... | 1.1% |
| G-Force Richter..... | 0.6% |
| LSR..... | 0.6% |
| SM Pro..... | 0.6% |
| Misc. / Fill-in answers..... | 1.7% |

IF "CUSTOM," WHAT BRAND OF RIMS:

| | |
|------------------------------|-------|
| Excel..... | 51.4% |
| D.I.D..... | 21.3% |
| Undecided..... | 9.3% |
| DNA..... | 3.3% |
| Warp 9..... | 2.7% |
| Moose..... | 2.2% |
| SM Pro..... | 2.2% |
| Factory Effex..... | 1.1% |
| RAD Mfg..... | 1.1% |
| Sun..... | 1.1% |
| Alpina..... | 0.5% |
| Krieg..... | 0.5% |
| Moose..... | 0.5% |
| OEM..... | 0.5% |
| Pro-Wheel..... | 0.5% |
| Sunline..... | 0.5% |
| Misc. / Fill-in answers..... | 1.1% |

SPROCKET:

Will purchase within 12 months .. 56.9%

IF "YES," WHAT BRAND OF SPROCKET:

| | |
|-----------------|-------|
| Renthal..... | 44.7% |
| Undecided..... | 13.3% |
| Pro Taper..... | 5.7% |
| Sunstar..... | 4.9% |
| Supersprox..... | 4.6% |
| Tag..... | 4.5% |
| Vortex..... | 3.7% |
| Iron Man..... | 2.9% |
| Talon..... | 2.9% |
| JT..... | 1.9% |

| | |
|------------------------------|------|
| Sunline..... | 1.9% |
| Sidewinder..... | 1.6% |
| AFAM..... | 1.5% |
| Moose..... | 1.3% |
| Primary Drive..... | 1.3% |
| OEM..... | 1.3% |
| PMP..... | 0.5% |
| Mika Metals..... | 0.3% |
| PBI..... | 0.3% |
| Rocket..... | 0.3% |
| Sprocket Specialists..... | 0.2% |
| Magnum..... | 0.1% |
| White Brothers..... | 0.1% |
| Chain Gang..... | 0.1% |
| CZ..... | 0.1% |
| MSR..... | 0.1% |
| S-Teel..... | 0.1% |
| Vaz..... | 0.1% |
| Misc. / Fill-in answers..... | 0.1% |

CHAIN:

Will purchase within 12 months...59.7%

IF "YES," WHAT BRAND OF CHAIN:

| | |
|------------------------------|-------|
| D.I.D..... | 33.9% |
| Renthal..... | 24.7% |
| Undecided..... | 11.8% |
| RK..... | 9.3% |
| Regina..... | 5.6% |
| Pro Taper..... | 4.2% |
| EK..... | 2.3% |
| Primary Drive..... | 1.8% |
| Moose..... | 1.2% |
| Sunstar..... | 1.1% |
| AFAM..... | 0.8% |
| Tsubaki..... | 0.5% |
| Vortex..... | 0.5% |
| Sidewinder..... | 0.4% |
| Sunline..... | 0.4% |
| CZ..... | 0.3% |
| MSR..... | 0.3% |
| KMC..... | 0.2% |
| Mika..... | 0.2% |
| OEM..... | 0.1% |
| Iris..... | 0.1% |
| Vaz..... | 0.1% |
| Misc. / Fill-in answers..... | 0.3% |

SUSPENSION SERVICE:

Will purchase within 12 months...61.2%

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

IF "YES," WHAT SUSPENSION COMPANY DO YOU PLAN TO USE:

| | |
|-------------------------------|-------|
| Undecided..... | 19.3% |
| Factory Connection | 16.1% |
| Race Tech | 10.7% |
| Pro Circuit | 7.2% |
| Enzo..... | 4.5% |
| Pro-Action | 3.6% |
| RG3 | 3.5% |
| Ohlins | 2.3% |
| Fox Racing Shox | 1.6% |
| MX-Tech | 1.6% |
| PR2..... | 0.9% |
| EVO..... | 0.7% |
| JM Racing | 0.7% |
| Total Control | 0.6% |
| WP..... | 0.6% |
| Too Tech | 0.6% |
| KPS..... | 0.5% |
| MB1..... | 0.5% |
| Pro Valve..... | 0.5% |
| EBR | 0.4% |
| GPS..... | 0.4% |
| TF Racing | 0.4% |
| Air Ride..... | 0.3% |
| Devol | 0.3% |
| FCR | 0.3% |
| Full Travel Innovations | 0.3% |
| Hygear | 0.3% |
| JGR..... | 0.3% |
| Landing Gear Suspension..... | 0.3% |
| MCR..... | 0.3% |
| Merge Racing | 0.3% |
| Moto Mods | 0.3% |
| Motoworks | 0.3% |
| MX-1 | 0.3% |
| Noleen | 0.3% |
| OCS | 0.3% |
| REP..... | 0.3% |
| Racers Edge Performance | 0.3% |
| Shock Therapy..... | 0.3% |
| Solva | 0.3% |
| TBT | 0.3% |
| Tech Care | 0.3% |
| TZR | 0.3% |
| Active Ride..... | 0.2% |
| BBS | 0.2% |
| Bike Tune | 0.2% |
| C Cycle..... | 0.2% |
| CMP | 0.2% |
| Division MX..... | 0.2% |
| ESP..... | 0.2% |
| Grizzly | 0.2% |
| High Performance Cycles..... | 0.2% |

| | |
|------------------------------|------|
| House of Horsepower | 0.2% |
| JP Speed..... | 0.2% |
| KTM World..... | 0.2% |
| MPE..... | 0.2% |
| Pinnacle | 0.2% |
| Piper Performance | 0.2% |
| Poletti..... | 0.2% |
| Plannet Advanced | 0.2% |
| Privateer Connection | 0.2% |
| Precision Concepts | 0.2% |
| Pro Racing | 0.2% |
| Slavens Racing | 0.2% |
| Schmidt Performance | 0.2% |
| STS | 0.2% |
| Six 12..... | 0.2% |
| ZR1 | 0.2% |
| Dick's Racing..... | 0.1% |
| Dirt Works | 0.1% |
| Elka..... | 0.1% |
| Fastlap..... | 0.1% |
| Feal | 0.1% |
| G-Force | 0.1% |
| Gravett Racing..... | 0.1% |
| KB5 | 0.1% |
| Langston Motorsports..... | 0.1% |
| LT Racing | 0.1% |
| M&M Off-road..... | 0.1% |
| Moto Medic Racing..... | 0.1% |
| Moto-Tek..... | 0.1% |
| Neeley Racing | 0.1% |
| OC Tuning..... | 0.1% |
| Powerband Racing..... | 0.1% |
| Promotion | 0.1% |
| Push Industries..... | 0.1% |
| Suspension Dynamics..... | 0.1% |
| Stillwell Performance | 0.1% |
| Reactive | 0.1% |
| STM..... | 0.1% |
| Shockaholic | 0.1% |
| Trail Tricks | 0.1% |
| WMR1 | 0.1% |
| Misc. / Fill-in answers..... | 8.5% |

BIKE STAND:

Will purchase within 12 months .. 16.1%

IF "YES," WHAT BRAND OF BIKE STAND:

| | |
|-----------------------|-------|
| Undecided..... | 33.8% |
| Matrix | 26.2% |
| MotoConcepts..... | 4.8% |
| Pro Circuit | 4.8% |
| FMF | 3.8% |
| Harbor Freight | 2.9% |
| Works Connection..... | 2.6% |

| | |
|-------------------------------|------|
| Cyca..... | 2.4% |
| Moose | 2.1% |
| Universal..... | 2.1% |
| Fly | 1.4% |
| ICW..... | 1.4% |
| MSR..... | 1.4% |
| Polisport..... | 1.4% |
| Akrapovic | 1.0% |
| ASV | 1.0% |
| CIA | 0.7% |
| Ogio | 0.7% |
| Pit Posse..... | 0.7% |
| Risk Racing..... | 0.7% |
| DRC | 0.5% |
| OEM | 0.5% |
| Rhino Racing | 0.5% |
| Tusk | 0.5% |
| Abba..... | 0.2% |
| Baxtek | 0.2% |
| FRO Systems | 0.2% |
| Mad Racing..... | 0.2% |
| Misc. / Fill-in answers | 1.2% |

FAVORITE OIL:

| | |
|--------------------|-------|
| Maxima | 14.7% |
| Bel-Ray | 10.2% |
| Motul..... | 9.0% |
| Amsoil..... | 8.0% |
| Motorex..... | 7.2% |
| Hondaline..... | 6.4% |
| Undecided | 6.4% |
| Castrol | 6.1% |
| Yamalube..... | 5.6% |
| Lucas | 4.5% |
| Shell Rotella..... | 3.9% |
| Spectro | 2.7% |
| Mobil..... | 2.1% |
| Silkolene | 1.9% |
| Klotz | 1.3% |
| Putoline | 1.1% |
| Kawasaki..... | 0.9% |
| Valvoline..... | 0.8% |
| Redline | 0.7% |
| Torco..... | 0.7% |
| Elf | 0.6% |
| Kal-Gard | 0.5% |
| Rock Oil..... | 0.5% |
| Royal Purple | 0.3% |
| Ipone | 0.3% |
| PJ1..... | 0.3% |
| Dumonde Tech..... | 0.3% |
| Repsol | 0.3% |
| Blendzall | 0.2% |
| Denicol..... | 0.2% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|-------------------------------|------|
| Delo | 0.2% |
| TiLube | 0.2% |
| Gulf | 0.1% |
| Panolin | 0.1% |
| Liqui Moly | 0.1% |
| Pennzoil | 0.1% |
| Quaker State | 0.1% |
| Suzuki | 0.1% |
| Misc. / Fill-in answers | 1.1% |

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months .. 29.6%

IF "YES," WHAT BRAND OF MOUNTABLE VIDEO CAMERA:

| | |
|-------------------------------|-------|
| Go Pro | 84.4% |
| Undecided | 6.8% |
| Contour | 4.6% |
| Drift Innovation | 1.3% |
| Replay XD | 1.0% |
| Liquid Image | 0.8% |
| Venom Snake Eye | 0.3% |
| Epic Action Video Cam | 0.1% |
| Hoyt Technologies | 0.1% |
| ION | 0.1% |
| Jones Cam | 0.1% |
| Motocomm | 0.1% |
| V.I.O POV | 0.1% |
| Misc. / Fill-in answers | 0.1% |

FAVORITE BRAND OF CASUAL SHOE:

| | |
|-------------------|-------|
| Nike | 18.6% |
| Vans | 12.4% |
| DC | 12.3% |
| Undecided | 11.5% |
| Adidas | 6.5% |
| New Balance | 6.1% |
| Etnies | 4.2% |
| DVS | 3.4% |
| Asics | 3.1% |
| Fox | 2.2% |
| Merrell | 2.0% |
| Converse | 1.5% |
| Puma | 1.5% |
| Alpinestars | 1.3% |
| Reebok | 1.2% |
| Sketchers | 1.1% |
| Globe | 0.8% |
| Osiris | 0.8% |
| Oakley | 0.6% |
| Five Ten | 0.6% |
| Jordan | 0.5% |
| Colombia | 0.5% |

| | |
|-------------------------------|------|
| Saucony | 0.5% |
| Brooks | 0.5% |
| Keen | 0.5% |
| The North Face | 0.5% |
| Crocs | 0.4% |
| Salomon | 0.3% |
| Supra | 0.3% |
| Toms | 0.3% |
| Hi-Tec | 0.2% |
| Lakai | 0.2% |
| Sanuk | 0.2% |
| Circa | 0.2% |
| K-Swiss | 0.2% |
| Emerica | 0.2% |
| eS | 0.2% |
| La Sportiva | 0.1% |
| Adio | 0.1% |
| Clarks | 0.1% |
| MacBeth | 0.1% |
| Sidi | 0.1% |
| Teva | 0.1% |
| Under Amour | 0.1% |
| Vibram | 0.1% |
| Misc. / Fill-in answers | 2.0% |

FAVORITE BRAND OF SUNGLASSES:

| | |
|---------------------|-------|
| Oakley | 37.2% |
| Undecided | 18.7% |
| Ray-Ban | 8.9% |
| Spy | 8.0% |
| Fox | 3.4% |
| Dragon | 2.8% |
| Smith | 2.7% |
| Von Zipper | 2.3% |
| Arnette | 1.8% |
| Electric | 1.7% |
| Scott | 1.4% |
| Costa Del Mar | 1.2% |
| Maui Jim | 1.2% |
| Bolle | 0.7% |
| Serengeti | 0.5% |
| Persol | 0.4% |
| Utopia | 0.4% |
| Black Flys | 0.4% |
| Gatorz | 0.3% |
| Blur | 0.3% |
| Revo | 0.3% |
| Bomber | 0.2% |
| Rudy Project | 0.2% |
| Tifosi | 0.2% |
| Wiley X | 0.2% |
| Anarchy | 0.2% |
| Prada | 0.2% |
| Addidas | 0.2% |

| | |
|-------------------------------|------|
| Gucci | 0.2% |
| Hoven | 0.2% |
| Kaenon | 0.2% |
| Versace | 0.2% |
| Carrera | 0.1% |
| Nike | 0.1% |
| Steel MX | 0.1% |
| Tommy Bahama | 0.1% |
| Zeal Optics | 0.1% |
| Filtrate | 0.1% |
| IVI | 0.1% |
| Mako | 0.1% |
| Metal Mulisha | 0.1% |
| Native | 0.1% |
| Panama Jack | 0.1% |
| Vuarnet | 0.1% |
| Misc. / Fill-in answers | 2.2% |

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes 29.4% |

IF "YES," WHAT TYPE OF STREET BIKE:

| | |
|-------------------------------|-------|
| Sport | 35.2% |
| Cruiser | 15.0% |
| Dual-sport | 14.0% |
| Touring | 8.1% |
| Supermoto | 7.3% |
| Vintage | 6.9% |
| Chopper / Custom | 6.0% |
| Scooter | 4.4% |
| Adventure | 0.8% |
| Sport Touring | 0.5% |
| Standard | 0.5% |
| Café Racer | 0.3% |
| Misc. / Fill-in answers | 1.0% |

IF "YES," WHAT BRAND OF STREET BIKE:

| | |
|-----------------------|-------|
| Honda | 22.9% |
| Yamaha | 17.9% |
| Harley Davidson | 13.3% |
| Suzuki | 12.8% |
| Kawasaki | 11.3% |
| KTM | 5.4% |
| Ducati | 3.8% |
| BMW | 2.0% |
| Triumph | 1.8% |
| Aprilla | 1.1% |
| Buell | 1.1% |
| Husaberg | 0.7% |
| Victory | 0.7% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|------------------------------|------|
| Husqvarna..... | 0.4% |
| Custom | 0.3% |
| Piaggio..... | 0.3% |
| Puch..... | 0.3% |
| MV Agusta..... | 0.3% |
| Royal Enfield..... | 0.3% |
| Vespa..... | 0.3% |
| Derbi..... | 0.1% |
| Jawa..... | 0.1% |
| Misc. / Fill-in answers..... | 3.0% |

PLAN TO BUY A STREET BIKE IN THE NEXT 12 MONTHS:

| | |
|----------|-------|
| Yes..... | 10.8% |
|----------|-------|

IF "YES," WHAT TYPE OF STREET BIKE:

| | |
|------------------------------|-------|
| Sport | 31.3% |
| Dual-Sport | 15.8% |
| Cruiser | 13.0% |
| Supermoto | 9.9% |
| Undecided..... | 8.8% |
| Touring..... | 7.7% |
| Chopper / Custom..... | 5.6% |
| Misc. / Fill-in answers..... | 7.7% |

IF "YES," WHAT BRAND OF STREET BIKE:

| | |
|------------------------------|-------|
| Undecided..... | 19.5% |
| Honda | 15.2% |
| Harley Davidson..... | 13.4% |
| Suzuki..... | 9.0% |
| Yamaha..... | 8.7% |
| KTM..... | 6.1% |
| Ducati | 5.8% |
| Kawasaki | 5.4% |
| BMW | 4.0% |
| Triumph..... | 3.6% |
| Aprilla..... | 2.5% |
| Victory..... | 2.2% |
| Husqvarna..... | 1.4% |
| Buell | 1.1% |
| Can-Am..... | 0.4% |
| Misc. / Fill-in answers..... | 1.8% |

OWN A SIDE x SIDE ATV?

| | |
|----------|------|
| Yes..... | 5.0% |
|----------|------|

IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

| | |
|----------------|-------|
| Polaris..... | 35.7% |
| Yamaha..... | 25.6% |
| Kawasaki | 14.7% |
| Honda | 4.7% |

| | |
|------------------------------|-------|
| John Deere..... | 4.7% |
| Artic Cat | 2.3% |
| Can-Am | 1.6% |
| Misc. / Fill-in answers..... | 10.9% |

PLAN TO BUY A SIDE x SIDE ATV IN THE NEXT 12 MONTHS:

| | |
|----------|------|
| Yes..... | 2.5% |
|----------|------|

IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

| | |
|-----------------|-------|
| Polaris | 36.5% |
| Kawasaki | 15.9% |
| Undecided..... | 14.3% |
| Can-Am | 12.7% |
| Yamaha..... | 12.7% |
| Honda | 3.2% |
| John Deere..... | 3.2% |
| Artic Cat | 1.6% |

OWN AN ATV:

| | |
|----------|-------|
| Yes..... | 20.4% |
|----------|-------|

IF "YES," WHAT TYPE OF ATV:

| | |
|--------------|-------|
| Utility..... | 53.2% |
| Sport | 46.8% |

IF "YES," WHAT BRAND OF ATV:

| | |
|------------------------------|-------|
| Honda | 33.1% |
| Yamaha..... | 23.9% |
| Suzuki..... | 12.8% |
| Polaris | 11.3% |
| Kawasaki | 7.7% |
| Artic Cat | 4.0% |
| Can-Am | 1.7% |
| Bombardier..... | 0.9% |
| Kymco | 0.6% |
| KTM..... | 0.6% |
| Misc. / Fill-in answers..... | 3.4% |

PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:

| | |
|----------|------|
| Yes..... | 3.2% |
|----------|------|

IF "YES," WHAT TYPE OF ATV:

| | |
|----------------|-------|
| Sport | 50.6% |
| Utility..... | 37.0% |
| Undecided..... | 12.4% |

IF "YES," WHAT BRAND OF ATV:

| | |
|-------------|-------|
| Honda | 29.3% |
| Yamaha..... | 26.8% |

| | |
|-------------------------------|-------|
| Undecided..... | 13.4% |
| Bombardier | 8.5% |
| Polaris | 6.1% |
| Suzuki | 6.1% |
| Kawasaki..... | 3.7% |
| KTM | 2.4% |
| Artic Cat..... | 1.2% |
| Misc. / Fill-in answers | 2.4% |

OWN A PERSONAL WATERCRAFT:

| | |
|----------|------|
| Yes..... | 9.1% |
|----------|------|

IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

| | |
|-------------------------------|-------|
| Kawasaki..... | 28.9% |
| Sea-Doo | 26.3% |
| Yamaha | 25.9% |
| Honda..... | 4.3% |
| Bombardier | 2.6% |
| Polaris | 1.3% |
| HSR-Benelli..... | 0.4% |
| Misc. / Fill-in answers | 10.3% |

PLAN TO BUY A PERSONAL WATERCRAFT IN THE NEXT 12 MONTHS:

| | |
|----------|------|
| Yes..... | 2.4% |
|----------|------|

IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

| | |
|------------------|-------|
| Yamaha | 30.0% |
| Undecided..... | 25.0% |
| Sea-Doo | 20.0% |
| Kawasaki..... | 16.7% |
| Bombardier | 5.0% |
| Honda..... | 3.3% |

PLAN TO BUY A RC CAR/TRUCK IN THE NEXT 12 MONTHS:

| | |
|----------|------|
| Yes..... | 8.2% |
|----------|------|

IF "YES," WHAT BRAND OF RC CAR/TRUCK:

| | |
|---------------------------|-------|
| Traxxas | 57.3% |
| Undecided..... | 15.0% |
| Associated Electrics..... | 7.0% |
| Losi | 7.0% |
| CEN Racing..... | 1.9% |
| HPI Racing..... | 1.9% |
| Redcat | 1.4% |
| Tamiya | 1.4% |
| Venom..... | 1.4% |
| Axial | 0.5% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.

| | |
|------------------------------|------|
| Durango..... | 0.5% |
| DuraTrax..... | 0.5% |
| JConcepts..... | 0.5% |
| Kyosho..... | 0.5% |
| OFNA..... | 0.5% |
| Thunder Tiger..... | 0.5% |
| XTM Racing..... | 0.5% |
| Misc. / Fill-in answers..... | 1.9% |

AUTOMOTIVE

OWN A PICKUP TRUCK:

| | |
|----------|-------|
| Yes..... | 68.1% |
|----------|-------|

IF "YES," WHAT BRAND OF TRUCK:

| | |
|------------------------------|-------|
| Ford..... | 30.5% |
| Chevrolet..... | 21.4% |
| Toyota..... | 15.4% |
| Dodge..... | 13.4% |
| GMC..... | 7.6% |
| Nissan..... | 5.3% |
| Holden..... | 1.2% |
| Honda..... | 1.0% |
| Mazda..... | 0.9% |
| Mitsubishi..... | 0.8% |
| Volkswagen..... | 0.5% |
| Jeep..... | 0.4% |
| Isuzu..... | 0.3% |
| Hummer..... | 0.2% |
| Misc. / Fill-in answers..... | 1.1% |

PLAN TO BUY A PICKUP TRUCK IN THE NEXT 12 MONTHS:

| | |
|----------|-------|
| Yes..... | 15.9% |
|----------|-------|

IF "YES," WHAT BRAND OF TRUCK:

| | |
|------------------------------|-------|
| Ford..... | 29.3% |
| Toyota..... | 17.0% |
| Undecided..... | 15.3% |
| Chevrolet..... | 15.3% |
| Dodge..... | 8.4% |
| GMC..... | 6.2% |
| Nissan..... | 3.1% |
| Holden..... | 2.4% |
| Honda..... | 0.7% |
| Mazda..... | 0.2% |
| Mitsubishi..... | 0.2% |
| Misc. / Fill-in answers..... | 1.7% |

Methodology – This survey was conducted on Vital MX in July 2012. Responses were limited to one per person. Results were tabulated from over 3,200 surveys.