



## 2014 Audience Survey

### DEMOGRAPHIC INFORMATION

#### GENDER:

Male ..... 97.8%  
 Female..... 2.2%

#### MARITAL STATUS:

Married ..... 57.9%  
 Single ..... 42.1%

#### AGE:

Average ..... 38  
 Median ..... 40  
 19 or under ..... 11.5%  
 20-29 ..... 18.0%  
 30-39 ..... 17.6%  
 40-49 ..... 29.0%  
 50-59 ..... 21.4%  
 60 or older ..... 2.6%

#### HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 6.0%  
 High school ..... 24.5%  
 Some college ..... 27.9%  
 College ..... 30.3%  
 Postgraduate degree ..... 11.3%

#### HOUSEHOLD INCOME:

Average ..... \$99,236  
 Median ..... \$87,500  
 Under \$25,000 ..... 6.7%  
 \$25,001 - \$50,000 ..... 13.1%  
 \$50,001 - \$75,000 ..... 17.3%  
 \$75,001 - \$100,000 ..... 19.1%  
 \$100,001 - \$125,000 ..... 14.4%  
 \$125,001 - \$150,000 ..... 9.7%  
 \$150,001 - \$175,000 ..... 6.3%  
 \$175,001 - \$200,000 ..... 3.9%  
 \$200,001 - \$225,000 ..... 2.5%  
 \$225,001 - \$250,000 ..... 2.0%  
 \$250,001 or more ..... 5.0%

#### INTERNATIONAL TRAFFIC, Top 10 countries from survey responses\*:

United States ..... 73.1%  
 Canada ..... 7.0%  
 Australia ..... 5.5%  
 United Kingdom ..... 2.4%  
 New Zealand ..... 1.8%  
 Sweden ..... 1.2%  
 France ..... 0.8%  
 Netherlands ..... 0.7%  
 Finland ..... 0.6%  
 South Africa ..... 0.5%

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

California ..... 20.4%  
 Texas ..... 6.4%  
 Florida ..... 4.9%  
 New York ..... 3.6%  
 North Carolina ..... 3.6%  
 Michigan ..... 3.4%  
 Illinois ..... 3.4%  
 Ohio ..... 3.4%  
 Arizona ..... 3.1%  
 Colorado ..... 3.1%

#### INTERNATIONAL TRAFFIC, Top 10 of 207 countries from Google Analytics\*:

United States ..... 63.7%  
 Canada ..... 5.2%  
 Australia ..... 5.1%  
 United Kingdom ..... 4.5%  
 France ..... 1.8%  
 Sweden ..... 1.7%  
 Germany ..... 1.2%  
 New Zealand ..... 1.1%  
 Netherlands ..... 1.1%  
 Italy ..... 0.9%

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

California ..... 19.9%  
 Texas ..... 7.0%  
 Oregon ..... 6.5%  
 Washington ..... 3.7%  
 Florida ..... 3.7%  
 Michigan ..... 3.3%  
 New York ..... 3.3%  
 Pennsylvania ..... 3.3%  
 Ohio ..... 3.1%  
 Illinois ..... 3.1%

#### NON-MOTO ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Mountain Biking ..... 47.7%  
 Camping ..... 37.4%  
 Fishing ..... 30.8%  
 Shooting ..... 29.3%  
 Video Gaming ..... 26.9%  
 Running ..... 25.0%  
 Moto GP ..... 23.9%  
 Golf ..... 23.1%  
 Hiking ..... 22.9%  
 Road Cycling ..... 20.6%  
 Football ..... 20.2%  
 BMX ..... 19.6%  
 Hunting ..... 18.0%  
 Basketball ..... 17.9%  
 Formula 1 ..... 17.8%  
 Baseball ..... 16.4%  
 Snowboarding ..... 14.4%  
 NASCAR ..... 14.3%  
 Off-Road Truck Racing ..... 13.8%  
 Skiing ..... 12.2%  
 Drag Racing ..... 12.2%  
 Soccer ..... 11.9%  
 RC ..... 11.8%  
 Hockey ..... 11.7%  
 Skateboarding ..... 11.6%  
 Wakeboarding ..... 11.0%  
 Snowmobiling ..... 10.9%  
 Rally ..... 10.5%  
 Surfing ..... 9.2%

\*Traffic data is shown for survey responses and site usage (Google Analytics) because survey responses are biased toward English speaking people/areas.

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                       |      |
|-----------------------|------|
| Indy Car .....        | 8.9% |
| Waterskiing .....     | 6.8% |
| Tennis .....          | 6.4% |
| Climbing .....        | 6.3% |
| Boxing .....          | 5.9% |
| Rugby .....           | 3.7% |
| Lacrosse .....        | 2.1% |
| Swimming .....        | 0.4% |
| MMA / UFC .....       | 0.2% |
| CrossFit .....        | 0.2% |
| Sailing .....         | 0.2% |
| Weight Lifting .....  | 0.2% |
| Wrestling .....       | 0.2% |
| Jet Skiing .....      | 0.1% |
| Kayaking .....        | 0.1% |
| Go Karts .....        | 0.1% |
| Racquetball .....     | 0.1% |
| Volleyball .....      | 0.1% |
| Misc. / Fill-In ..... | 2.6% |

## MEDIA CONSUMPTION

### HOW OFTEN GO ONLINE:

|                              |       |
|------------------------------|-------|
| Average .....                | 7.8   |
| 21 or more times a day ..... | 12.9% |
| 11-20 times a day .....      | 13.9% |
| 6-10 times a day .....       | 17.1% |
| 2-5 times a day .....        | 37.7% |
| Once a day .....             | 13.5% |
| 2-3 times per week .....     | 4.0%  |
| Once a week or less .....    | 0.9%  |

### MAIN SOURCES OF MOTOCROSS INFORMATION:

|                              |       |
|------------------------------|-------|
| Motocross web sites .....    | 91.3% |
| Magazines .....              | 53.9% |
| Social Media .....           | 50.6% |
| Track / races / events ..... | 47.1% |
| Friends .....                | 45.6% |
| Television .....             | 37.2% |
| Manufacturer web sites ..... | 25.0% |
| Local shop .....             | 23.3% |
| Podcasts .....               | 19.7% |
| Mail-order web sites .....   | 13.3% |
| Manufacturer catalogs .....  | 8.6%  |
| Mail-order catalogs .....    | 6.1%  |
| Misc. / Fill-in .....        | 0.2%  |

## MOTOCROSS ACTIVITY

### OWN A MOTOCROSS BIKE:

|           |       |
|-----------|-------|
| Yes ..... | 86.1% |
|-----------|-------|

### MOTOCROSS BIKE CURRENTLY OWNED:

|                       |       |
|-----------------------|-------|
| Honda .....           | 25.9% |
| Yamaha .....          | 22.8% |
| KTM .....             | 18.3% |
| Kawasaki .....        | 15.2% |
| Suzuki .....          | 11.7% |
| Husqvarna .....       | 1.6%  |
| TM .....              | 0.7%  |
| Maico .....           | 0.6%  |
| Gas Gas .....         | 0.5%  |
| BMW .....             | 0.3%  |
| Bultaco .....         | 0.3%  |
| CZ .....              | 0.3%  |
| Husaberg .....        | 0.3%  |
| Beta .....            | 0.2%  |
| Cobra .....           | 0.1%  |
| Aprilla .....         | 0.1%  |
| Can-Am .....          | 0.1%  |
| Misc. / Fill-in ..... | 1.0%  |

### WHAT SIZE IS YOUR PRIMARY BIKE?

|                       |       |
|-----------------------|-------|
| 50-85 .....           | 3.2%  |
| 100-110 .....         | 0.7%  |
| 125 .....             | 9.0%  |
| 150 .....             | 1.8%  |
| 200-230 .....         | 2.3%  |
| 250 .....             | 40.2% |
| 300 .....             | 2.9%  |
| 350 .....             | 2.4%  |
| 400 .....             | 1.5%  |
| 450 .....             | 30.4% |
| 500 or bigger .....   | 4.1%  |
| Misc. / Fill-in ..... | 1.5%  |

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

|                |       |
|----------------|-------|
| 2-Stroke ..... | 39.6% |
| 4-Stroke ..... | 60.4% |

### HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

|                 |       |
|-----------------|-------|
| Average .....   | 2.7   |
| 1 .....         | 26.2% |
| 2 .....         | 26.1% |
| 3 .....         | 17.6% |
| 4 .....         | 11.0% |
| 5 or more ..... | 19.0% |

### WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

|           |       |
|-----------|-------|
| Yes ..... | 38.2% |
|-----------|-------|

### IF "YES," WHAT BRAND OF BIKE:

|                       |       |
|-----------------------|-------|
| KTM .....             | 26.4% |
| Yamaha .....          | 19.3% |
| Honda .....           | 15.3% |
| Kawasaki .....        | 13.3% |
| Undecided .....       | 10.7% |
| Suzuki .....          | 6.7%  |
| Husqvarna .....       | 4.5%  |
| Beta .....            | 1.8%  |
| Cobra .....           | 0.3%  |
| Gas Gas .....         | 0.3%  |
| TM .....              | 0.2%  |
| BMW .....             | 0.1%  |
| Bultaco .....         | 0.1%  |
| Misc. / Fill-in ..... | 0.8%  |

### WHAT SIZE BIKE DO YOU PLAN TO BUY?

|                       |       |
|-----------------------|-------|
| 50-85 .....           | 4.9%  |
| 100-110 .....         | 1.1%  |
| 125 .....             | 7.1%  |
| 150 .....             | 2.8%  |
| 200-230 .....         | 1.0%  |
| 250 .....             | 36.9% |
| 300 .....             | 6.0%  |
| 350 .....             | 5.5%  |
| 400 .....             | 0.8%  |
| 450 .....             | 30.2% |
| 500 or bigger .....   | 3.3%  |
| Misc. / Fill-in ..... | 0.5%  |

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

|                |       |
|----------------|-------|
| 2-Stroke ..... | 36.2% |
| 4-Stroke ..... | 63.8% |

### HOW OFTEN DO YOU RIDE MOTOCROSS?

|                              |                    |
|------------------------------|--------------------|
| Average .....                | 1.1 times per week |
| 4 or more times a week ..... | 3.7%               |
| 2-3 times a week .....       | 15.7%              |
| About once a week .....      | 21.8%              |
| 2-3 times a month .....      | 18.9%              |
| About once a month .....     | 13.7%              |
| I don't ride regularly ..... | 26.2%              |

### TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

|                        |       |
|------------------------|-------|
| Motocross Tracks ..... | 75.4% |
| Trail Riding .....     | 47.1% |
| Off-Road .....         | 44.6% |
| Enduro .....           | 20.0% |
| Street / Road .....    | 16.6% |
| Hare Scramble .....    | 15.7% |

|                      |       |
|----------------------|-------|
| Dual Sport.....      | 11.2% |
| Sand Dunes.....      | 8.6%  |
| Arenacross.....      | 6.8%  |
| Trials.....          | 6.7%  |
| Hill Climbing.....   | 4.1%  |
| Supermoto.....       | 2.9%  |
| Flat Track.....      | 2.7%  |
| FMX.....             | 1.4%  |
| Ice Racing.....      | 1.3%  |
| Misc. / Fill-in..... | 0.7%  |

**HAVE YOU ATTENDED A MOTOCROSS OR SUPERCROSS RACE IN THE PAST 12 MONTHS:**  
Yes..... 73.2%

**HAVE YOU RACED IN THE PAST 12 MONTHS:**  
Yes..... 66.8%

**MOTOCROSS GEAR, PARTS & ACCESSORIES:**

**RIDING GEAR:**  
Will purchase within 12 months... 66.2%

**IF "YES," WHAT BRAND:**

|                       |       |
|-----------------------|-------|
| Fox.....              | 17.4% |
| Undecided.....        | 16.9% |
| Troy Lee Designs..... | 11.8% |
| Fly.....              | 10.0% |
| Shift.....            | 6.9%  |
| Thor.....             | 5.9%  |
| ONE Industries.....   | 4.0%  |
| MSR.....              | 3.3%  |
| JT Racing.....        | 3.2%  |
| Alpinestars.....      | 2.6%  |
| O'Neal.....           | 2.6%  |
| Seven.....            | 2.5%  |
| Answer.....           | 2.0%  |
| Alias.....            | 2.0%  |
| Klim.....             | 2.0%  |
| Moose.....            | 1.5%  |
| AXO.....              | 1.2%  |
| KTM PowerWear.....    | 1.1%  |
| Scott.....            | 0.5%  |
| Acerbis.....          | 0.4%  |
| UFO.....              | 0.4%  |
| Yoko.....             | 0.2%  |
| Chill.....            | 0.1%  |
| Kini.....             | 0.1%  |
| FXR.....              | 0.1%  |
| Korax.....            | 0.1%  |
| Jitsie.....           | 0.1%  |
| First.....            | 0.1%  |

|                      |      |
|----------------------|------|
| Jopa.....            | 0.1% |
| Metro.....           | 0.1% |
| MVD Racewear.....    | 0.1% |
| Pro Grip.....        | 0.1% |
| Rev'it.....          | 0.1% |
| Risk Racing.....     | 0.1% |
| Radikal.....         | 0.1% |
| s3.....              | 0.1% |
| Sinisalo.....        | 0.1% |
| Shot.....            | 0.1% |
| Misc. / Fill-in..... | 0.6% |

**GLOVES:**  
Will purchase within 12 months... 65.6%

**IF "YES," WHAT BRAND:**

|                           |       |
|---------------------------|-------|
| Undecided.....            | 21.1% |
| Fox.....                  | 16.7% |
| Troy Lee Designs.....     | 8.1%  |
| Fly.....                  | 6.5%  |
| Deft Family.....          | 6.1%  |
| 100%.....                 | 5.2%  |
| Thor.....                 | 4.7%  |
| Shift.....                | 3.3%  |
| Novik.....                | 3.2%  |
| JT Racing.....            | 2.8%  |
| Alpinestars.....          | 2.6%  |
| ONE Industries.....       | 2.4%  |
| MSR.....                  | 2.1%  |
| O'Neal.....               | 2.0%  |
| Answer.....               | 1.9%  |
| Seven.....                | 1.8%  |
| Moose.....                | 1.3%  |
| Klim.....                 | 1.1%  |
| Oakley.....               | 1.0%  |
| Alias.....                | 0.9%  |
| AXO.....                  | 0.6%  |
| KTM PowerWear.....        | 0.6%  |
| Scott.....                | 0.6%  |
| Mechanix Wear.....        | 0.3%  |
| Acerbis.....              | 0.2%  |
| No Fear.....              | 0.2%  |
| Fist.....                 | 0.2%  |
| Pro Grip.....             | 0.2%  |
| SixSixOne.....            | 0.2%  |
| UFO.....                  | 0.2%  |
| EVS.....                  | 0.1%  |
| Kali Protectives.....     | 0.1%  |
| Loose Kid Industries..... | 0.1%  |
| Risk Racing.....          | 0.1%  |
| Yoko.....                 | 0.1%  |
| Chill.....                | 0.1%  |
| FXR.....                  | 0.1%  |
| Hebo.....                 | 0.1%  |
| Korax.....                | 0.1%  |
| MVD Racewear.....         | 0.1%  |

|                      |      |
|----------------------|------|
| Rev'it.....          | 0.1% |
| Sinisalo.....        | 0.1% |
| Teknic.....          | 0.1% |
| Misc. / Fill-in..... | 0.6% |

**HELMET:**  
Will purchase within 12 months... 44.2%

**IF "YES," WHAT BRAND:**

|                       |       |
|-----------------------|-------|
| Shoei.....            | 15.3% |
| Undecided.....        | 14.6% |
| Bell.....             | 12.5% |
| 6D.....               | 11.2% |
| Fox.....              | 9.8%  |
| Troy Lee Designs..... | 7.0%  |
| Arai.....             | 6.3%  |
| Fly.....              | 5.5%  |
| Airoh.....            | 4.4%  |
| Thor.....             | 2.0%  |
| ONE Industries.....   | 1.7%  |
| AGV.....              | 1.2%  |
| HJC.....              | 1.2%  |
| Kali Protectives..... | 0.9%  |
| O'Neal.....           | 0.9%  |
| Suomy.....            | 0.9%  |
| M2R.....              | 0.7%  |
| EVS.....              | 0.6%  |
| JT Racing.....        | 0.5%  |
| Answer.....           | 0.4%  |
| Scorpion.....         | 0.4%  |
| Just 1.....           | 0.3%  |
| UFO.....              | 0.3%  |
| MSR.....              | 0.2%  |
| Shark.....            | 0.2%  |
| SixSixOne.....        | 0.2%  |
| Acerbis.....          | 0.1%  |
| AFX.....              | 0.1%  |
| AXO.....              | 0.1%  |
| FXR.....              | 0.1%  |
| Klim.....             | 0.1%  |
| Lazer.....            | 0.1%  |
| Leatt.....            | 0.1%  |
| LS2.....              | 0.1%  |
| KTM PowerWear.....    | 0.1%  |
| Moose.....            | 0.1%  |
| ProGrip.....          | 0.1%  |
| Shift.....            | 0.1%  |

**GOGGLES:**  
Will purchase within 12 months... 53.6%

**IF "YES," WHAT BRAND:**

|                |       |
|----------------|-------|
| 100%.....      | 22.5% |
| Oakley.....    | 21.7% |
| Scott.....     | 13.5% |
| Undecided..... | 11.8% |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                 |      |
|-----------------|------|
| EKS Brand       | 6.8% |
| Spy             | 5.8% |
| Smith Optics    | 4.8% |
| Dragon          | 3.1% |
| Fox             | 3.0% |
| Pro Grip        | 1.0% |
| Thor            | 0.9% |
| Blur            | 0.5% |
| Fly             | 0.5% |
| Answer          | 0.4% |
| Ariete          | 0.4% |
| KTM PowerWear   | 0.4% |
| Rip N Roll      | 0.4% |
| Utopia          | 0.4% |
| CTO             | 0.3% |
| Moto Optics     | 0.3% |
| Steel MX        | 0.3% |
| Von Zipper      | 0.3% |
| O'Neal          | 0.2% |
| Liquid Image    | 0.1% |
| Pro-Vue         | 0.1% |
| 509             | 0.1% |
| HZ              | 0.1% |
| Moose           | 0.1% |
| MSR             | 0.1% |
| Misc. / Fill-in | 0.1% |

**BOOTS:**

Will purchase within 12 months... 39.8%

**IF "YES," WHAT BRAND:**

|                 |       |
|-----------------|-------|
| Alpinestars     | 35.9% |
| Gaerne          | 23.8% |
| Undecided       | 11.6% |
| Fox             | 10.4% |
| Sidi            | 9.6%  |
| SixSixOne       | 1.5%  |
| Forma           | 1.4%  |
| O'Neal          | 1.4%  |
| Fly             | 0.8%  |
| TCX             | 0.8%  |
| AXO             | 0.7%  |
| Jett            | 0.5%  |
| Thor            | 0.5%  |
| Acerbis         | 0.2%  |
| KTM PowerWear   | 0.2%  |
| MSR             | 0.2%  |
| Scott           | 0.2%  |
| Answer          | 0.1%  |
| JT              | 0.1%  |
| Moose           | 0.1%  |
| UFO             | 0.1%  |
| Misc. / Fill-in | 0.2%  |

**NECK PROTECTION:**

Will purchase within 12 months... 18.6%

**IF "YES," WHAT BRAND:**

|                  |       |
|------------------|-------|
| Leatt            | 39.2% |
| Atlas            | 20.7% |
| Undecided        | 18.4% |
| Alpinestars      | 10.3% |
| EVS              | 5.1%  |
| Troy Lee Designs | 1.7%  |
| Fly              | 1.1%  |
| Moveo            | 0.8%  |
| SixSixOne        | 0.8%  |
| Omega            | 0.6%  |
| Ortema           | 0.6%  |
| UFO              | 0.2%  |
| Misc. / Fill-in  | 0.4%  |

**KNEE PROTECTION:**

Will purchase within 12 months... 22.8%

**IF "YES," WHAT BRAND:**

|                  |       |
|------------------|-------|
| Undecided        | 29.9% |
| Asterisk         | 20.0% |
| EVS              | 12.8% |
| POD MX           | 10.7% |
| CTi              | 6.8%  |
| Alpinestars      | 4.2%  |
| Fox              | 3.7%  |
| Troy Lee Designs | 1.9%  |
| SixSixOne        | 1.8%  |
| Thor             | 1.6%  |
| DonJoy           | 1.1%  |
| Fly              | 1.1%  |
| AXO              | 0.7%  |
| KTM PowerWear    | 0.5%  |
| Leatt            | 0.5%  |
| ONE Industries   | 0.5%  |
| Acerbis          | 0.4%  |
| Answer           | 0.4%  |
| Moose            | 0.4%  |
| O'Neal           | 0.4%  |
| Shift            | 0.4%  |
| Matrix           | 0.2%  |
| Misc. / Fill-in  | 0.4%  |

**EXHAUST:**

Will purchase within 12 months... 31.4%

**IF "YES," WHAT BRAND:**

|                |       |
|----------------|-------|
| FMF            | 49.2% |
| Pro Circuit    | 14.9% |
| Yoshimura      | 9.9%  |
| Undecided      | 8.0%  |
| Akrapovic      | 4.1%  |
| Dr. D / Dubach | 2.5%  |
| DEP            | 1.7%  |
| HGS            | 1.7%  |

|                |      |
|----------------|------|
| Bill's Pipes   | 1.3% |
| Scalvini       | 1.3% |
| DG Performance | 1.0% |
| Rocket         | 0.9% |
| GYTR           | 0.6% |
| Big Gun        | 0.4% |
| KTM PowerParts | 0.4% |
| Leo Vince      | 0.3% |
| Arrow          | 0.1% |
| Barrett        | 0.1% |
| Bud Racing     | 0.1% |
| Circle F       | 0.1% |
| Dynoport       | 0.1% |
| Hindle         | 0.1% |
| HMF            | 0.1% |
| M4             | 0.1% |
| Messico        | 0.1% |
| Motoworks      | 0.1% |
| MRD Racing     | 0.1% |
| PFR            | 0.1% |
| Rottweiler     | 0.1% |
| Supertrapp     | 0.1% |

**GRAPHICS:**

Will purchase within 12 months... 41.7%

**IF "YES," WHAT BRAND:**

|                   |       |
|-------------------|-------|
| Undecided         | 27.4% |
| DeCal Works       | 21.4% |
| Factory Effex     | 6.1%  |
| N-Style           | 4.0%  |
| ONE Industries    | 3.2%  |
| Throttle Jockey   | 2.3%  |
| 180 Decals        | 1.9%  |
| Factory Backing   | 1.8%  |
| Powersport Grapx  | 1.8%  |
| 139 Designs       | 1.3%  |
| Fusion Graphix    | 1.3%  |
| Roost MX          | 1.2%  |
| Bike Graphix      | 1.1%  |
| D'Cor             | 1.0%  |
| Attack Graphics   | 0.9%  |
| EVO MX            | 0.8%  |
| HBD Moto Grafx    | 0.8%  |
| Black Diamond     | 0.7%  |
| Impulse Graphics  | 0.7%  |
| Motopro Graphics  | 0.7%  |
| Ringmaster        | 0.7%  |
| Split Designs Co  | 0.7%  |
| Armored Graphix   | 0.6%  |
| Dirt Digits       | 0.6%  |
| Speed Graffix     | 0.6%  |
| Taneum Industries | 0.6%  |
| Enjoy Mfg         | 0.5%  |
| MGX Unlimited     | 0.5%  |
| AMR Racing        | 0.4%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                           |      |
|---------------------------|------|
| Dirt DNA .....            | 0.4% |
| Pro Circuit.....          | 0.4% |
| Stickman Graphics .....   | 0.4% |
| Techone Designs.....      | 0.4% |
| Zeronine .....            | 0.4% |
| Black Heart .....         | 0.3% |
| DirtCandy Graphics .....  | 0.3% |
| Jake's Garage .....       | 0.3% |
| KTM PowerParts .....      | 0.3% |
| Lime Nine .....           | 0.3% |
| Limited Decal .....       | 0.3% |
| Link Graphics .....       | 0.3% |
| Magik SC.....             | 0.3% |
| Racestar Grafix .....     | 0.3% |
| Ride Industries .....     | 0.3% |
| SSI Decals.....           | 0.3% |
| Teencee Graphics.....     | 0.3% |
| Workshop Graphics .....   | 0.3% |
| Croctic.....              | 0.2% |
| FMF .....                 | 0.2% |
| G4 Graphics .....         | 0.2% |
| Koarse FX.....            | 0.2% |
| LCG Graphix .....         | 0.2% |
| Local Hero MX.....        | 0.2% |
| PHIT Industries.....      | 0.2% |
| Rusk Racing.....          | 0.2% |
| Silo Creationz .....      | 0.2% |
| SMBD Designs .....        | 0.2% |
| Source MX.....            | 0.2% |
| Stellar MX .....          | 0.2% |
| TARmx .....               | 0.2% |
| WLM Designs.....          | 0.2% |
| Underground Moto .....    | 0.2% |
| 2 Guys MX Graphix .....   | 0.1% |
| 319 Designs.....          | 0.1% |
| 3B Graphics .....         | 0.1% |
| 343 Graphics.....         | 0.1% |
| A01 Designs.....          | 0.1% |
| ArcticFX Graphics .....   | 0.1% |
| Blackbird Racing .....    | 0.1% |
| Blend Designs .....       | 0.1% |
| BRM Offroad.....          | 0.1% |
| CutGrafix .....           | 0.1% |
| Cycra.....                | 0.1% |
| Danger UK.....            | 0.1% |
| Darkside Studio Arts..... | 0.1% |
| Decal Lab.....            | 0.1% |
| Dog Racing Design .....   | 0.1% |
| DWS Decals.....           | 0.1% |
| DZ Graphics.....          | 0.1% |
| Epik MX .....             | 0.1% |
| FloVision Decals.....     | 0.1% |
| Fokus Graphics .....      | 0.1% |
| FTR Powersports .....     | 0.1% |
| Gigga-Grafix.....         | 0.1% |
| GP Grafix.....            | 0.1% |
| Graphics HQ.....          | 0.1% |

|                            |      |
|----------------------------|------|
| H&H .....                  | 0.1% |
| Hot Shot MX .....          | 0.1% |
| ilabb .....                | 0.1% |
| Intrinzi Graphix.....      | 0.1% |
| JJW Designs .....          | 0.1% |
| K-Rae Graphics .....       | 0.1% |
| Latitude Graphics.....     | 0.1% |
| Mad Cow .....              | 0.1% |
| Matrix Concepts .....      | 0.1% |
| Merkistofan.....           | 0.1% |
| MotoConcepts.....          | 0.1% |
| Motowear USA.....          | 0.1% |
| MXM .....                  | 0.1% |
| NineTwo Decals .....       | 0.1% |
| Novik .....                | 0.1% |
| Ndub Designs .....         | 0.1% |
| Primal X Motorsports ..... | 0.1% |
| Racer Decal.....           | 0.1% |
| RedLabel MX .....          | 0.1% |
| Ripped Vinyl.....          | 0.1% |
| Ryno Designs.....          | 0.1% |
| S4 MX .....                | 0.1% |
| Spiral Graphix.....        | 0.1% |
| Squid Decals.....          | 0.1% |
| StayOnStickers .....       | 0.1% |
| TapeSnake .....            | 0.1% |
| Tec Graphics.....          | 0.1% |
| Triple Effect.....         | 0.1% |
| Twisted Images.....        | 0.1% |
| Titan MX .....             | 0.1% |
| TSS Graphics .....         | 0.1% |
| Willmax Graphics .....     | 0.1% |
| XGX Racing .....           | 0.1% |
| Y&S Designs .....          | 0.1% |
| LAUNAY Publicité .....     | 0.1% |

**TIRES:**

Will purchase within 12 months... 73.8%

**IF "YES," WHAT BRAND:**

|                   |       |
|-------------------|-------|
| Dunlop .....      | 47.2% |
| Bridgestone ..... | 12.7% |
| Undecided.....    | 9.9%  |
| Michelin.....     | 9.0%  |
| Pirelli .....     | 7.4%  |
| Maxxis .....      | 5.3%  |
| Kenda.....        | 2.3%  |
| Metzeler.....     | 1.2%  |
| Artrax.....       | 1.0%  |
| Golden Tyre.....  | 0.8%  |
| Mitas .....       | 0.7%  |
| Cheng Shin .....  | 0.7%  |
| IRC .....         | 0.4%  |
| Full Bore .....   | 0.3%  |
| Motoz.....        | 0.3%  |
| Black Rock .....  | 0.2%  |

|                   |      |
|-------------------|------|
| Continental ..... | 0.2% |
| Pro Wheel .....   | 0.2% |
| Sedona .....      | 0.2% |
| CST.....          | 0.1% |
| Shinko.....       | 0.1% |
| STI.....          | 0.1% |

**HANDLEBARS:**

Will purchase within 12 months... 28.2%

**IF "YES," WHAT BRAND:**

|                          |       |
|--------------------------|-------|
| Renthal.....             | 50.1% |
| Pro Taper .....          | 25.3% |
| Undecided.....           | 7.8%  |
| Fasst Company .....      | 4.4%  |
| Mika Metals.....         | 3.5%  |
| Tag.....                 | 2.6%  |
| ODI.....                 | 1.5%  |
| Vortex.....              | 1.0%  |
| Fly.....                 | 0.7%  |
| KTM PowerParts .....     | 0.6%  |
| Neken .....              | 0.4%  |
| Easton .....             | 0.3%  |
| Moose .....              | 0.3%  |
| Tusk .....               | 0.3%  |
| Zap Technix.....         | 0.3%  |
| Azonic .....             | 0.1%  |
| Kermaxx .....            | 0.1%  |
| Kwala .....              | 0.1%  |
| Magura.....              | 0.1%  |
| Tommaselli / Domino..... | 0.1%  |
| Twisted Engineering..... | 0.1%  |
| Zeta Racing.....         | 0.1%  |

**GRIPS:**

Will purchase within 12 months... 57.5%

**IF "YES," WHAT BRAND:**

|                      |       |
|----------------------|-------|
| Renthal.....         | 31.9% |
| Pro Taper .....      | 17.7% |
| Undecided.....       | 13.4% |
| ODI.....             | 13.3% |
| Pro Grip .....       | 5.7%  |
| Scott.....           | 4.0%  |
| Tag.....             | 2.1%  |
| Oury.....            | 1.9%  |
| KTM PowerParts ..... | 1.6%  |
| A'ME .....           | 1.4%  |
| OEM .....            | 1.4%  |
| Spider .....         | 0.9%  |
| X-Brand .....        | 0.8%  |
| Domino .....         | 0.6%  |
| Moose .....          | 0.6%  |
| Fly.....             | 0.4%  |
| Mika Metals.....     | 0.4%  |
| Smith .....          | 0.4%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.



|                       |      |
|-----------------------|------|
| Torc1.....            | 0.4% |
| Ariete.....           | 0.3% |
| MSR.....              | 0.2% |
| Troy Lee Designs..... | 0.2% |
| Motion Pro.....       | 0.1% |
| Avon.....             | 0.1% |
| Kwala.....            | 0.1% |
| Risk Racing.....      | 0.1% |
| Tusk.....             | 0.1% |

**LEVERS:**

Will purchase within 12 months... 25.2%

**IF "YES," WHAT BRAND:**

|                            |       |
|----------------------------|-------|
| ASV.....                   | 21.2% |
| <i>Undecided</i> .....     | 15.4% |
| ARC.....                   | 15.4% |
| OEM.....                   | 8.2%  |
| Sunline.....               | 7.5%  |
| Renthal.....               | 6.7%  |
| Pro Taper.....             | 5.7%  |
| Works Connection.....      | 5.7%  |
| Moose.....                 | 2.8%  |
| KTM PowerParts.....        | 2.2%  |
| Zeta.....                  | 2.0%  |
| Magura.....                | 1.5%  |
| Motion Pro.....            | 1.2%  |
| MSR.....                   | 1.0%  |
| Streamline Industries..... | 0.8%  |
| Race Tech.....             | 0.7%  |
| Zap Technix.....           | 0.5%  |
| Factor MRC.....            | 0.3%  |
| Tusk.....                  | 0.3%  |
| Apico.....                 | 0.2%  |
| Bud Racing.....            | 0.2%  |
| GYTR.....                  | 0.2%  |
| Hammerhead.....            | 0.2%  |
| Pro Circuit.....           | 0.2%  |
| RHK.....                   | 0.2%  |

**CLUTCH:**

Will purchase within 12 months... 28.1%

**IF "YES," WHAT BRAND:**

|                        |       |
|------------------------|-------|
| Hinson.....            | 25.9% |
| Rekluse.....           | 21.5% |
| OEM.....               | 15.7% |
| <i>Undecided</i> ..... | 9.9%  |
| Barnett.....           | 6.7%  |
| EBC.....               | 3.5%  |
| Tusk.....              | 2.9%  |
| Wiseco.....            | 2.6%  |
| KTM PowerParts.....    | 2.4%  |
| GYTR.....              | 2.3%  |
| ProX.....              | 1.5%  |
| Moose.....             | 1.4%  |

|                 |      |
|-----------------|------|
| Boyesen.....    | 1.2% |
| DP.....         | 1.2% |
| KG.....         | 0.8% |
| Bud Racing..... | 0.2% |
| Magnum.....     | 0.2% |
| Revloc.....     | 0.2% |
| Tomar.....      | 0.2% |

**PISTON:**

Will purchase within 12 months... 37.9%

**IF "YES," WHAT BRAND:**

|                        |       |
|------------------------|-------|
| Wiseco.....            | 26.7% |
| OEM.....               | 22.0% |
| Vertex.....            | 12.9% |
| <i>Undecided</i> ..... | 10.1% |
| ProX.....              | 4.4%  |
| KTM PowerParts.....    | 4.0%  |
| Pro Circuit.....       | 3.6%  |
| Wossner.....           | 3.4%  |
| CP.....                | 3.0%  |
| JE.....                | 2.9%  |
| Athena.....            | 2.6%  |
| Cosworth.....          | 1.7%  |
| Namura.....            | 1.0%  |
| Moose.....             | 0.6%  |
| GYTR.....              | 0.2%  |
| Hot Rods.....          | 0.2%  |
| LAPC.....              | 0.2%  |
| Arias.....             | 0.1%  |
| Bud Racing.....        | 0.1%  |
| Mahle.....             | 0.1%  |
| S3.....                | 0.1%  |
| Venom.....             | 0.1%  |

**FOOTPEGS:**

Will purchase within 12 months... 18.2%

**IF "YES," WHAT BRAND:**

|                        |       |
|------------------------|-------|
| <i>Undecided</i> ..... | 18.6% |
| Raptor.....            | 15.8% |
| IMS.....               | 13.8% |
| Pro Circuit.....       | 6.7%  |
| Pro Taper.....         | 6.7%  |
| Fastway / Promoto..... | 6.3%  |
| Works Connection.....  | 3.6%  |
| Moose.....             | 2.8%  |
| PivotPegz.....         | 2.8%  |
| Torc1.....             | 2.8%  |
| Ankle Savers.....      | 2.4%  |
| Lightspeed.....        | 2.4%  |
| OEM.....               | 1.6%  |
| Pro Moto Billet.....   | 1.6%  |
| Sunline.....           | 1.6%  |
| Kite.....              | 1.2%  |
| KTM PowerParts.....    | 1.2%  |

|                      |      |
|----------------------|------|
| MSR.....             | 1.2% |
| Talon.....           | 1.2% |
| Tusk.....            | 1.2% |
| Warp 9.....          | 1.2% |
| DRC.....             | 0.8% |
| Scar.....            | 0.8% |
| Apico.....           | 0.4% |
| Blingstar.....       | 0.4% |
| Flo Motorsports..... | 0.4% |
| Red Baron.....       | 0.4% |
| Zap Technix.....     | 0.4% |

**WHEELS:**

Will purchase within 12 months... 16.2%

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

|                |       |
|----------------|-------|
| Pre-built..... | 62.5% |
| Custom.....    | 37.5% |

**IF "PRE-BUILT," WHAT BRAND:**

|                          |       |
|--------------------------|-------|
| Dubya.....               | 21.2% |
| Tusk.....                | 14.4% |
| <i>Undecided</i> .....   | 10.6% |
| Talon / Excel.....       | 10.6% |
| Excel Pro Series G2..... | 9.7%  |
| Warp 9.....              | 6.4%  |
| Kite / Excel.....        | 4.2%  |
| DNA.....                 | 3.8%  |
| Pro-Wheel.....           | 3.0%  |
| Rad Manufacturing.....   | 3.0%  |
| OEM.....                 | 2.5%  |
| KTM PowerParts.....      | 2.1%  |
| Talon / DID.....         | 2.1%  |
| Faster.....              | 1.7%  |
| Haan.....                | 1.7%  |
| Kite / DID.....          | 1.3%  |
| Factory Effex.....       | 0.4%  |
| G-Force Richter.....     | 0.4%  |
| Krieg.....               | 0.4%  |
| Woody's.....             | 0.4%  |

**IF "CUSTOM," WHAT BRAND OF HUBS:**

|                          |       |
|--------------------------|-------|
| Talon.....               | 34.5% |
| <i>Undecided</i> .....   | 16.9% |
| Kite.....                | 12.2% |
| OEM.....                 | 11.5% |
| Excel Pro Series G2..... | 6.8%  |
| RAD Mfg.....             | 5.4%  |
| Warp 9.....              | 4.1%  |
| TCR.....                 | 2.7%  |
| Pro-Wheel.....           | 2.0%  |
| Haan.....                | 1.4%  |
| Bud Racing.....          | 0.7%  |
| G-Force Richter.....     | 0.7%  |
| SM Pro Wheels.....       | 0.7%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

Tusk ..... 0.7%

**IF "CUSTOM," WHAT BRAND OF RIMS:**

Excel ..... 53.3%  
D.I.D ..... 16.4%  
*Undecided* ..... 9.2%  
Pro-Wheel ..... 6.6%  
Warp 9 ..... 3.3%  
Moose ..... 2.6%  
OEM ..... 2.0%  
DWT ..... 1.3%  
RAD Mfg. .... 1.3%  
Tusk ..... 1.3%  
Alpina ..... 0.7%  
BBR ..... 0.7%  
Bud Racing ..... 0.7%  
Sun ..... 0.7%

**SPROCKET:**

Will purchase within 12 months... 54.0%

**IF "YES," WHAT BRAND:**

Renthal ..... 41.8%  
*Undecided* ..... 11.9%  
Pro Taper ..... 6.9%  
Sunstar ..... 6.1%  
Supersprox ..... 5.0%  
Talon ..... 3.4%  
Iron Man ..... 3.2%  
JT ..... 3.2%  
Vortex ..... 3.0%  
Tag ..... 2.5%  
OEM ..... 2.0%  
Primary Drive ..... 1.8%  
KTM PowerParts ..... 1.6%  
Mika Metals ..... 1.6%  
Moose ..... 1.1%  
Sidewinder ..... 1.0%  
AFAM ..... 0.9%  
RK ..... 0.7%  
PMP ..... 0.6%  
Dirt Tricks ..... 0.2%  
Pro Wheel ..... 0.2%  
ProX ..... 0.2%  
Chain Gang ..... 0.2%  
GYTR ..... 0.2%  
PBI ..... 0.2%  
Rocket ..... 0.2%  
Bud Racing ..... 0.1%  
DNA ..... 0.1%  
MSR ..... 0.1%  
Nihilo Concepts ..... 0.1%  
Wieres ..... 0.1%

**CHAIN:**

Will purchase within 12 months... 57.3%

**IF "YES," WHAT BRAND:**

D.I.D ..... 29.1%  
Renthal ..... 24.3%  
*Undecided* ..... 11.9%  
RK ..... 11.5%  
Regina ..... 5.2%  
Pro Taper ..... 3.8%  
EK ..... 2.4%  
Primary Drive ..... 2.3%  
Mika Metals ..... 1.4%  
Sunstar ..... 1.3%  
Tsubaki ..... 1.2%  
KTM PowerParts ..... 1.1%  
Moose ..... 0.9%  
CZ ..... 0.8%  
Sidewinder ..... 0.5%  
Vortex ..... 0.5%  
AFAM ..... 0.4%  
KMC ..... 0.3%  
ProX ..... 0.2%  
MSR ..... 0.2%  
Parts Unlimited ..... 0.2%  
Bud Racing ..... 0.1%  
GYTR ..... 0.1%  
Iris ..... 0.1%  
JT ..... 0.1%  
SRT ..... 0.1%

**BRAKE PADS/ DISCS/ CALIPERS:**

Will purchase within 12 months... 38.4%

**IF "YES," WHAT BRAND:**

EBC ..... 24.7%  
*Undecided* ..... 18.2%  
OEM ..... 13.2%  
Braking ..... 12.4%  
Galfer ..... 6.8%  
Brembo ..... 6.4%  
Renthal ..... 3.3%  
Tusk ..... 2.8%  
KTM PowerParts ..... 2.4%  
DP Brakes ..... 2.1%  
Moto-Master ..... 1.5%  
Gold Fren ..... 1.1%  
Ferodo ..... 0.7%  
Moose Racing ..... 0.7%  
Moto Stuff ..... 0.7%  
Driven ..... 0.6%  
SBS Brakes ..... 0.5%  
Excel ..... 0.3%  
Mika Metals ..... 0.2%  
ProX ..... 0.2%

Vesrah Racing ..... 0.2%  
Bud Racing ..... 0.1%  
Kite ..... 0.1%  
Lyndall ..... 0.1%  
Magnum ..... 0.1%  
Parts Unlimited ..... 0.1%  
RHK ..... 0.1%  
SRT ..... 0.1%  
Streamline ..... 0.1%  
Warp 9 ..... 0.1%

**PLASTICS:**

Will purchase within 12 months... 32.1%

**IF "YES," WHAT BRAND:**

Acerbis ..... 31.6%  
UFO ..... 15.7%  
*Undecided* ..... 15.0%  
Cycra ..... 15.0%  
OEM ..... 7.9%  
Polisport ..... 6.0%  
KTM PowerParts ..... 4.1%  
MX Plastics ..... 3.0%  
RTech ..... 1.2%  
DC Plastics ..... 0.1%  
MEC ..... 0.1%  
VMX ..... 0.1%

**BIKE PROTECTION:**

Will purchase within 12 months... 23.4%

**IF "YES," WHAT BRAND:**

Works Connection ..... 25.7%  
*Undecided* ..... 17.4%  
Acerbis ..... 10.9%  
Cycra ..... 7.9%  
KTM PowerParts ..... 7.2%  
Lightspeed ..... 6.6%  
Enduro Engineering ..... 5.9%  
Moose ..... 3.8%  
Devol ..... 3.6%  
Fastway ..... 2.0%  
MSR ..... 1.6%  
Hyde Racing ..... 1.4%  
Unabiker ..... 1.2%  
CF Works ..... 0.5%  
CRD ..... 0.5%  
P3 ..... 0.5%  
TM Designworks ..... 0.5%  
GYTR ..... 0.4%  
ICW ..... 0.3%  
AXP Motocross ..... 0.1%  
CrossPro ..... 0.1%  
DH1 ..... 0.1%  
Emperor Racing ..... 0.1%  
Flatland Racing ..... 0.1%  
Leo Vince ..... 0.1%

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                       |      |
|-----------------------|------|
| MEC.....              | 0.1% |
| Meca'System.....      | 0.1% |
| Polisport.....        | 0.1% |
| Ricochet Offroad..... | 0.1% |
| Scar.....             | 0.1% |
| Misc. / Fill-in.....  | 0.7% |

**SUSPENSION SERVICE:**

Will purchase within 12 months... 45.8%

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

|                              |       |
|------------------------------|-------|
| Undecided.....               | 17.7% |
| Factory Connection.....      | 13.0% |
| Race Tech.....               | 12.2% |
| Enzo.....                    | 4.4%  |
| Pro Circuit.....             | 3.7%  |
| RG3.....                     | 3.4%  |
| Pro-Action.....              | 3.2%  |
| Ohlins.....                  | 2.1%  |
| JM Racing.....               | 1.5%  |
| FCR.....                     | 1.1%  |
| MX-Tech.....                 | 1.1%  |
| Fox Racing Shox.....         | 0.9%  |
| Dick's Racing.....           | 0.8%  |
| WP, North America.....       | 0.8%  |
| Enduro Engineering.....      | 0.7%  |
| MCR.....                     | 0.7%  |
| PR2.....                     | 0.7%  |
| EVO.....                     | 0.6%  |
| Full Travel Innovations..... | 0.6%  |
| Graeme Brough.....           | 0.6%  |
| TBT.....                     | 0.6%  |
| Devol.....                   | 0.5%  |
| KPS.....                     | 0.5%  |
| MB1.....                     | 0.5%  |
| MPE.....                     | 0.5%  |
| Noleen.....                  | 0.5%  |
| Powerband Racing.....        | 0.5%  |
| Solid Performance.....       | 0.5%  |
| Total Control.....           | 0.5%  |
| Weisner Performance.....     | 0.5%  |
| Active Ride.....             | 0.4%  |
| C Cycle.....                 | 0.4%  |
| Dirt Works.....              | 0.4%  |
| Merge Racing.....            | 0.4%  |
| Podium 1.....                | 0.4%  |
| Stillwell Performance.....   | 0.4%  |
| Tech Care.....               | 0.4%  |
| TF Racing.....               | 0.4%  |
| Air Ride.....                | 0.3%  |
| Choice.....                  | 0.3%  |
| EBR.....                     | 0.3%  |
| Fastlap.....                 | 0.3%  |
| G-Force.....                 | 0.3%  |

|                                   |      |
|-----------------------------------|------|
| GPS.....                          | 0.3% |
| KB5.....                          | 0.3% |
| KTM World.....                    | 0.3% |
| Landing Gear Suspension.....      | 0.3% |
| Precision Concepts.....           | 0.3% |
| Pro Valve.....                    | 0.3% |
| Shock Therapy.....                | 0.3% |
| Six 12.....                       | 0.3% |
| TZR.....                          | 0.3% |
| Airborne Suspension.....          | 0.2% |
| Beck's Tech.....                  | 0.2% |
| Blonix.....                       | 0.2% |
| Checkpoint.....                   | 0.2% |
| Division MX.....                  | 0.2% |
| Elka.....                         | 0.2% |
| Enduro Spec.....                  | 0.2% |
| Feal.....                         | 0.2% |
| Fine Line Racing.....             | 0.2% |
| Get Real Racing.....              | 0.2% |
| Grizzly.....                      | 0.2% |
| Harris Performance.....           | 0.2% |
| HK.....                           | 0.2% |
| Independent Race Shop.....        | 0.2% |
| JGR.....                          | 0.2% |
| JMR Suspension.....               | 0.2% |
| JP Speed.....                     | 0.2% |
| Kreft.....                        | 0.2% |
| Litz Racing.....                  | 0.2% |
| Marshall's Racing.....            | 0.2% |
| M&M Off-Road.....                 | 0.2% |
| Moto Mods.....                    | 0.2% |
| Moto-Vations.....                 | 0.2% |
| PG Suspension.....                | 0.2% |
| Privateer Connection.....         | 0.2% |
| Promotion.....                    | 0.2% |
| Race Spec.....                    | 0.2% |
| RC Suspension.....                | 0.2% |
| Reynard Modifications.....        | 0.2% |
| Rider's Edge Suspension.....      | 0.2% |
| Speed Technologies.....           | 0.2% |
| Superior Suspension Settings..... | 0.2% |
| Too Tech.....                     | 0.2% |
| WER.....                          | 0.2% |
| WMR.....                          | 0.2% |
| ZR1.....                          | 0.2% |
| 707 Racing.....                   | 0.1% |
| A1 Racing.....                    | 0.1% |
| Alltech Suspension.....           | 0.1% |
| Axis.....                         | 0.1% |
| Bike Tune.....                    | 0.1% |
| Bud Racing.....                   | 0.1% |
| Bumpsticks.....                   | 0.1% |
| Clean Racing.....                 | 0.1% |
| CMP.....                          | 0.1% |
| Costanzo.....                     | 0.1% |
| D4 Performance.....               | 0.1% |
| Dyno Time.....                    | 0.1% |

|                                  |      |
|----------------------------------|------|
| ESP.....                         | 0.1% |
| ESR.....                         | 0.1% |
| Euro.....                        | 0.1% |
| Future Shox.....                 | 0.1% |
| Gazi Suspension.....             | 0.1% |
| Hayward Suspension.....          | 0.1% |
| Heavy Duty Racing.....           | 0.1% |
| Hitchcock Racing.....            | 0.1% |
| Hoey.....                        | 0.1% |
| House of Horsepower.....         | 0.1% |
| JE68.....                        | 0.1% |
| JPC.....                         | 0.1% |
| JTR.....                         | 0.1% |
| Kontrol Factory.....             | 0.1% |
| K-Tech.....                      | 0.1% |
| Kumlin Suspension.....           | 0.1% |
| Lang Racing.....                 | 0.1% |
| Langston Motorsports.....        | 0.1% |
| M21.....                         | 0.1% |
| Manucci Racing.....              | 0.1% |
| MCD.....                         | 0.1% |
| Mike's Dirt Bike Suspension..... | 0.1% |
| Motoworks.....                   | 0.1% |
| MX Only.....                     | 0.1% |
| Performance Factory.....         | 0.1% |
| Pinnacle.....                    | 0.1% |
| Pit Pro MX.....                  | 0.1% |
| ProMax Suspension.....           | 0.1% |
| Pro-Moto.....                    | 0.1% |
| Pro Prept.....                   | 0.1% |
| Protune Suspension.....          | 0.1% |
| Redemption Racing.....           | 0.1% |
| Reiger Suspension.....           | 0.1% |
| RE Suspension.....               | 0.1% |
| RMR.....                         | 0.1% |
| R&R Racing.....                  | 0.1% |
| Sage Suspension.....             | 0.1% |
| Santa Cruz Suspension.....       | 0.1% |
| Schure Built Suspensions.....    | 0.1% |
| SDI.....                         | 0.1% |
| Section 8.....                   | 0.1% |
| SigTech Performance.....         | 0.1% |
| SixFiveO.....                    | 0.1% |
| Smart Performance.....           | 0.1% |
| SPMX.....                        | 0.1% |
| STM.....                         | 0.1% |
| STS.....                         | 0.1% |
| Super Plush.....                 | 0.1% |
| SPS.....                         | 0.1% |
| SRS.....                         | 0.1% |
| Suspension Dynamics.....         | 0.1% |
| Suspension Tech.....             | 0.1% |
| Team SR1.....                    | 0.1% |
| TH Racing.....                   | 0.1% |
| Tillit.....                      | 0.1% |
| Twenty Racing Suspension.....    | 0.1% |
| Van Laar.....                    | 0.1% |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.



|                       |      |
|-----------------------|------|
| Zip Fix .....         | 0.1% |
| Zip-Ty Racing.....    | 0.1% |
| Misc. / Fill-in ..... | 4.1% |

**BIKE STAND:**

Will purchase within 12 months... 14.8%

**IF "YES," WHAT BRAND:**

|                        |       |
|------------------------|-------|
| Undecided .....        | 34.3% |
| Matrix .....           | 22.9% |
| Works Connection ..... | 4.9%  |
| Moose .....            | 4.3%  |
| Pro Circuit.....       | 3.4%  |
| FMF .....              | 3.1%  |
| KTM PowerParts .....   | 3.1%  |
| Harbor Freight.....    | 2.8%  |
| MotoConcepts.....      | 2.8%  |
| MSR.....               | 2.8%  |
| Cycra.....             | 2.4%  |
| Fly .....              | 1.8%  |
| Ogio .....             | 1.5%  |
| Polisport.....         | 1.5%  |
| Akrapovic .....        | 1.2%  |
| ICW.....               | 0.9%  |
| OEM.....               | 0.9%  |
| Pit Posse.....         | 0.9%  |
| Tusk .....             | 0.9%  |
| Universal.....         | 0.9%  |
| 24mx .....             | 0.3%  |
| Bud Racing .....       | 0.3%  |
| DRC .....              | 0.3%  |
| K&L Supply.....        | 0.3%  |
| Mad Racing.....        | 0.3%  |
| Pro Wheel .....        | 0.3%  |
| Risk Racing.....       | 0.3%  |
| RTech.....             | 0.3%  |
| States MX .....        | 0.3%  |

**FUEL TYPE:**

|                 |       |
|-----------------|-------|
| Pump gas.....   | 77.3% |
| Race fuel ..... | 22.7% |

**IF "RACE FUEL," WHAT BRAND:**

|                  |       |
|------------------|-------|
| VP .....         | 52.8% |
| Sunoco .....     | 15.8% |
| Shell .....      | 6.3%  |
| Renegade.....    | 3.8%  |
| Klotz .....      | 2.2%  |
| Torco.....       | 2.0%  |
| Dragon .....     | 1.8%  |
| Rocket Fuel..... | 1.8%  |
| Monster.....     | 1.6%  |
| Trick.....       | 1.6%  |
| ETS .....        | 1.4%  |
| Turbo Blue ..... | 1.2%  |
| TrackTek.....    | 0.8%  |

|                       |      |
|-----------------------|------|
| F&L .....             | 0.6% |
| Fuse.....             | 0.6% |
| Gulf.....             | 0.6% |
| Ignite.....           | 0.6% |
| Elf .....             | 0.4% |
| Aspen.....            | 0.2% |
| Base .....            | 0.2% |
| BP .....              | 0.2% |
| FTW.....              | 0.2% |
| MRI.....              | 0.2% |
| Misc. / Fill-in ..... | 2.8% |

**FAVORITE OIL:**

|                       |       |
|-----------------------|-------|
| Maxima.....           | 13.9% |
| Bel-Ray.....          | 11.3% |
| Amsoil .....          | 9.3%  |
| Motul .....           | 9.3%  |
| Yamalube.....         | 6.5%  |
| Castrol.....          | 6.3%  |
| Undecided.....        | 6.0%  |
| Hondaline.....        | 5.0%  |
| Lucas.....            | 4.5%  |
| Motorex .....         | 4.4%  |
| Shell Rotella .....   | 3.4%  |
| KTM / Motorex .....   | 2.7%  |
| Spectro .....         | 2.3%  |
| Mobil .....           | 2.3%  |
| Silkolene .....       | 2.0%  |
| Klotz .....           | 1.8%  |
| Kawasaki .....        | 1.0%  |
| Putoline.....         | 1.0%  |
| Royal Purple .....    | 0.9%  |
| Valvoline .....       | 0.9%  |
| Torco.....            | 0.5%  |
| Ipone .....           | 0.4%  |
| Rock Oil.....         | 0.4%  |
| Elf .....             | 0.4%  |
| Redline .....         | 0.4%  |
| Kal-Gard .....        | 0.3%  |
| Repsol .....          | 0.3%  |
| Blendzall.....        | 0.2%  |
| Denicol .....         | 0.2%  |
| PJ1 .....             | 0.2%  |
| TiLube .....          | 0.2%  |
| Delo .....            | 0.1%  |
| Panolin.....          | 0.1%  |
| Dumonde Tech .....    | 0.1%  |
| Total.....            | 0.1%  |
| Misc. / Fill-in ..... | 0.5%  |

**FAVORITE CHAIN LUBE:**

|                |       |
|----------------|-------|
| Maxima.....    | 21.6% |
| Bel-Ray.....   | 19.9% |
| Undecided..... | 13.3% |
| Motul .....    | 6.8%  |
| PJ1 .....      | 4.9%  |
| WD-40 .....    | 4.8%  |

|                          |      |
|--------------------------|------|
| Motorex .....            | 4.4% |
| Sikolene.....            | 3.8% |
| Lucas Oil .....          | 3.0% |
| Amsoil .....             | 2.6% |
| Honda OEM .....          | 2.5% |
| Castrol .....            | 2.1% |
| KTM / Motorex .....      | 1.8% |
| Yamalube.....            | 1.4% |
| Kal-Guard.....           | 0.8% |
| Spectro.....             | 0.8% |
| Tri-Flow.....            | 0.7% |
| Champion .....           | 0.6% |
| Ipone .....              | 0.6% |
| Klotz .....              | 0.6% |
| No Toil .....            | 0.5% |
| Renthal.....             | 0.4% |
| TiLube .....             | 0.4% |
| Royal Purple .....       | 0.3% |
| Torco .....              | 0.3% |
| Denicol .....            | 0.2% |
| Liquid Performance ..... | 0.2% |
| Muc-off.....             | 0.2% |
| Mika Metals.....         | 0.1% |
| Repsol.....              | 0.1% |
| Sunstar .....            | 0.1% |

**FAVORITE AIR FILTER:**

|                       |       |
|-----------------------|-------|
| Twin Air .....        | 51.1% |
| No Toil .....         | 9.8%  |
| UNI.....              | 9.1%  |
| K&N .....             | 8.7%  |
| Undecided.....        | 7.8%  |
| DT1.....              | 3.2%  |
| OEM.....              | 2.8%  |
| Pro Filter.....       | 2.0%  |
| Moose .....           | 1.1%  |
| Yamaha GYTR.....      | 0.8%  |
| HiFlo.....            | 0.7%  |
| MSR .....             | 0.6%  |
| Loudmouth .....       | 0.5%  |
| Acerbis.....          | 0.4%  |
| FunnelWeb .....       | 0.4%  |
| PC Racing.....        | 0.2%  |
| Bike Master .....     | 0.2%  |
| ProX .....            | 0.1%  |
| Two Brothers .....    | 0.1%  |
| Misc. / Fill-in ..... | 0.1%  |

**FAVORITE ENGINE COOLANT:**

|                                 |       |
|---------------------------------|-------|
| Engine Ice.....                 | 27.3% |
| Undecided.....                  | 21.0% |
| Automotive antifreeze .....     | 11.3% |
| Maxima Coolanol/Cool-Aide ..... | 8.8%  |
| Bel-Ray Moto Chill .....        | 4.4%  |
| OEM.....                        | 3.5%  |
| Motul Motocool.....             | 3.1%  |
| Castrol .....                   | 2.9%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                              |      |
|------------------------------|------|
| KTM / Motorex.....           | 2.6% |
| Motorex.....                 | 2.0% |
| Evans.....                   | 1.6% |
| Silkolene Pro Cool.....      | 1.5% |
| Prestone Xtreme Sport.....   | 1.4% |
| Red Line SuperCool.....      | 1.4% |
| Red Line.....                | 1.2% |
| Liquid Performance.....      | 1.1% |
| Water.....                   | 1.0% |
| Putoline.....                | 0.9% |
| Royal Purple Purple Ice..... | 0.9% |
| Elf.....                     | 0.6% |
| Zip-ty.....                  | 0.4% |
| Amsoil.....                  | 0.2% |
| Honda.....                   | 0.2% |

**WHAT BRAND(S) OF TOOLS DO YOU OWN:**

|                      |       |
|----------------------|-------|
| Craftsman.....       | 69.2% |
| Snap-on.....         | 43.0% |
| Motion Pro.....      | 41.9% |
| Dewalt.....          | 35.8% |
| Channel Lock.....    | 31.3% |
| Stanley Tools.....   | 25.1% |
| Makita.....          | 24.5% |
| Cresant.....         | 24.0% |
| Cobalt.....          | 22.0% |
| Mac Tools.....       | 17.5% |
| Tusk.....            | 16.3% |
| Bike Master.....     | 14.8% |
| Milwaukee.....       | 13.6% |
| Race Tech.....       | 12.6% |
| Ryobi.....           | 12.5% |
| KTM PowerParts.....  | 11.9% |
| Matco Tools.....     | 11.6% |
| Moose Racing.....    | 11.5% |
| Husky.....           | 11.0% |
| NGK.....             | 10.7% |
| MSR.....             | 9.8%  |
| FMF.....             | 9.4%  |
| Klein.....           | 9.2%  |
| Porter Cable.....    | 9.1%  |
| Excel.....           | 8.4%  |
| Mastercraft.....     | 8.3%  |
| Hitachi.....         | 8.0%  |
| Pro Circuit.....     | 7.9%  |
| Parts Unlimited..... | 7.8%  |
| K&N.....             | 7.1%  |
| DID.....             | 6.7%  |
| Ration-Rite.....     | 5.8%  |
| Fly Racing.....      | 5.5%  |
| Fasst Company.....   | 5.0%  |
| Wiseco.....          | 4.9%  |
| Matrix Concepts..... | 4.2%  |
| Hot Cams.....        | 4.1%  |
| Sidchrome.....       | 3.7%  |
| Kinchrome.....       | 3.6%  |

|                               |      |
|-------------------------------|------|
| K&L.....                      | 3.1% |
| RK.....                       | 2.7% |
| Cruz Tools.....               | 2.6% |
| Motorsport Products.....      | 2.4% |
| Facom.....                    | 2.4% |
| Beta.....                     | 2.3% |
| Emgo.....                     | 2.1% |
| Hardline.....                 | 1.7% |
| Topeak.....                   | 1.7% |
| Drag Specialties.....         | 1.6% |
| Progressive Suspension.....   | 1.4% |
| Helix.....                    | 1.2% |
| Air Force Blaster.....        | 0.8% |
| Outerwears.....               | 0.8% |
| Torin Jacks Inc.....          | 0.7% |
| Dynatek.....                  | 0.7% |
| Rowe USA.....                 | 0.7% |
| Stop & Go.....                | 0.5% |
| Tire Balls.....               | 0.5% |
| Lang Tools.....               | 0.4% |
| Simple Solutions.....         | 0.4% |
| Bacho.....                    | 0.4% |
| Jims.....                     | 0.4% |
| Scribner Plastics.....        | 0.4% |
| Tirox.....                    | 0.4% |
| Hydro-turf.....               | 0.3% |
| Tecmate.....                  | 0.3% |
| Kobalt.....                   | 0.3% |
| Moto Centric.....             | 0.3% |
| Baron Custom Accessories..... | 0.2% |
| Cornwell.....                 | 0.2% |
| Gedore.....                   | 0.2% |
| Park Tool.....                | 0.2% |
| Pit Posse.....                | 0.2% |
| SK.....                       | 0.2% |
| ASV.....                      | 0.1% |
| Bluhm Enterprises.....        | 0.1% |
| Halfords.....                 | 0.1% |
| Powerbuilt.....               | 0.1% |
| AEG.....                      | 0.1% |
| Biltema.....                  | 0.1% |
| Hilti.....                    | 0.1% |
| SP.....                       | 0.1% |
| Stahlwille.....               | 0.1% |
| Teng.....                     | 0.1% |
| Misc. / Fill-in.....          | 0.9% |

**MOUNTABLE VIDEO CAMERA:**

Will purchase within 12 months... 24.7%

**IF "YES," WHAT BRAND:**

|                   |       |
|-------------------|-------|
| GoPro.....        | 78.8% |
| Undecided.....    | 11.2% |
| Contour.....      | 2.2%  |
| Sony.....         | 2.0%  |
| Liquid Image..... | 0.9%  |
| Garmin.....       | 0.7%  |

|                            |      |
|----------------------------|------|
| Drift Innovation.....      | 0.6% |
| Vivitar.....               | 0.6% |
| iON.....                   | 0.4% |
| iSaw.....                  | 0.4% |
| Optrix.....                | 0.4% |
| Reel.....                  | 0.4% |
| Replay XD.....             | 0.4% |
| WASPcam.....               | 0.4% |
| Back Door.....             | 0.2% |
| Epic Action Video Cam..... | 0.2% |
| SJ4000.....                | 0.2% |
| Misc. / Fill-in.....       | 0.2% |

**FAVORITE CASUAL SHOE:**

|                     |       |
|---------------------|-------|
| Nike.....           | 17.0% |
| Undecided.....      | 13.8% |
| Vans.....           | 12.1% |
| DC.....             | 8.8%  |
| New Balance.....    | 6.7%  |
| Adidas.....         | 6.5%  |
| Asics.....          | 3.4%  |
| DVS.....            | 3.1%  |
| Fox.....            | 2.6%  |
| Etnies.....         | 2.3%  |
| Merrell.....        | 2.3%  |
| Sketchers.....      | 2.0%  |
| Converse.....       | 1.9%  |
| Puma.....           | 1.5%  |
| Alpinestars.....    | 1.1%  |
| Reebok.....         | 1.1%  |
| Brooks.....         | 0.9%  |
| Five Ten.....       | 0.9%  |
| Keen.....           | 0.7%  |
| Timberland.....     | 0.7%  |
| Salomon.....        | 0.6%  |
| Crocs.....          | 0.6%  |
| Sperry.....         | 0.6%  |
| Globe.....          | 0.6%  |
| Red Wing.....       | 0.6%  |
| Colombia.....       | 0.4%  |
| Jordan.....         | 0.4%  |
| Oakley.....         | 0.4%  |
| Sanuk.....          | 0.4%  |
| Saucony.....        | 0.4%  |
| Teva.....           | 0.4%  |
| Emerica.....        | 0.4%  |
| Supra.....          | 0.4%  |
| Circa.....          | 0.3%  |
| Under Armor.....    | 0.3%  |
| Hi-Tec.....         | 0.3%  |
| Ecco.....           | 0.2%  |
| The North Face..... | 0.2%  |
| Toms.....           | 0.2%  |
| Chacos.....         | 0.2%  |
| Fallen.....         | 0.2%  |
| Adio.....           | 0.1%  |
| Macbeth.....        | 0.1%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

|                       |      |
|-----------------------|------|
| eS .....              | 0.1% |
| Justin Boots.....     | 0.1% |
| Kustom.....           | 0.1% |
| Lakai .....           | 0.1% |
| La Sportiva.....      | 0.1% |
| Mizuno .....          | 0.1% |
| Osiris.....           | 0.1% |
| Wolverine .....       | 0.1% |
| Misc. / Fill-in ..... | 0.5% |

**FAVORITE SUNGLASSES:**

|                       |       |
|-----------------------|-------|
| Oakley .....          | 39.9% |
| Undecided.....        | 19.2% |
| Ray-Ban .....         | 8.9%  |
| Spy .....             | 6.3%  |
| 100% .....            | 3.2%  |
| Smith Optics .....    | 2.8%  |
| Fox .....             | 2.3%  |
| Maui Jim .....        | 2.1%  |
| Von Zipper.....       | 1.6%  |
| Arnette .....         | 1.6%  |
| Dragon .....          | 1.6%  |
| Electric .....        | 1.5%  |
| Costa Del Mar.....    | 1.0%  |
| Bolle.....            | 0.6%  |
| Black Flys .....      | 0.5%  |
| Scott .....           | 0.5%  |
| Blur .....            | 0.4%  |
| Rudy Project .....    | 0.4%  |
| Anarchy.....          | 0.3%  |
| Kaenon .....          | 0.3%  |
| Prada .....           | 0.3%  |
| Serengeti .....       | 0.3%  |
| Utopia .....          | 0.3%  |
| Vuarnet .....         | 0.3%  |
| Wiley X.....          | 0.3%  |
| Gatorz .....          | 0.2%  |
| Revo.....             | 0.2%  |
| Native.....           | 0.1%  |
| Nike.....             | 0.1%  |
| Tifosi.....           | 0.1%  |
| Under Armor.....      | 0.1%  |
| 3m .....              | 0.1%  |
| Beer Optics .....     | 0.1%  |
| Gucci.....            | 0.1%  |
| Ryder.....            | 0.1%  |
| Misc. / Fill-in ..... | 0.6%  |

**POWERSPORTS ACTIVITY**

**OWN A STREET BIKE:**

|           |       |
|-----------|-------|
| Yes ..... | 32.8% |
|-----------|-------|

**IF "YES," WHAT TYPE:**

|            |       |
|------------|-------|
| Sport..... | 26.4% |
|------------|-------|

|                        |       |
|------------------------|-------|
| Dual-sport .....       | 15.9% |
| Cruiser .....          | 14.2% |
| Touring .....          | 9.7%  |
| Vintage .....          | 9.0%  |
| Standard.....          | 7.1%  |
| Supermoto.....         | 6.7%  |
| Chopper / Custom ..... | 4.9%  |
| Scooter .....          | 4.1%  |
| Adventure .....        | 1.2%  |
| Misc. / Fill-in .....  | 0.8%  |

**IF "YES," WHAT BRAND:**

|                       |       |
|-----------------------|-------|
| Honda .....           | 22.3% |
| Harley Davidson ..... | 16.1% |
| Yamaha.....           | 12.4% |
| Suzuki .....          | 11.9% |
| Kawasaki .....        | 9.8%  |
| KTM .....             | 6.7%  |
| Ducati .....          | 4.3%  |
| BMW .....             | 3.5%  |
| Triumph.....          | 3.4%  |
| Aprilla.....          | 1.7%  |
| Buell .....           | 1.3%  |
| Husqvarna .....       | 1.0%  |
| Custom.....           | 0.7%  |
| Husaberg.....         | 0.7%  |
| Norton.....           | 0.4%  |
| Vespa .....           | 0.4%  |
| Victory .....         | 0.4%  |
| BSA .....             | 0.3%  |
| Moto Guzzi .....      | 0.3%  |
| Royal Enfield.....    | 0.3%  |
| Cagiva .....          | 0.1%  |
| Can-Am .....          | 0.1%  |
| Derbi .....           | 0.1%  |
| Gilera .....          | 0.1%  |
| Guerrero.....         | 0.1%  |
| Hyosung.....          | 0.1%  |
| Indian .....          | 0.1%  |
| MV Agusta .....       | 0.1%  |
| TM .....              | 0.1%  |
| Ural .....            | 0.1%  |
| Misc. / Fill-in ..... | 0.8%  |

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

|          |       |
|----------|-------|
| Yes..... | 10.7% |
|----------|-------|

**IF "YES," WHAT TYPE:**

|                  |       |
|------------------|-------|
| Sport .....      | 25.4% |
| Dual-Sport ..... | 21.3% |
| Undecided.....   | 11.7% |
| Cruiser .....    | 10.4% |
| Supermoto.....   | 9.2%  |
| Vintage .....    | 8.3%  |
| Touring .....    | 7.9%  |

|                       |      |
|-----------------------|------|
| Chopper / Custom..... | 5.0% |
| Adventure .....       | 0.8% |

**IF "YES," WHAT BRAND:**

|                       |       |
|-----------------------|-------|
| Honda .....           | 16.6% |
| Undecided.....        | 15.3% |
| KTM .....             | 14.0% |
| Yamaha.....           | 14.0% |
| Harley Davidson ..... | 8.7%  |
| Kawasaki .....        | 6.6%  |
| Ducati .....          | 5.7%  |
| Suzuki.....           | 3.9%  |
| BMW .....             | 3.5%  |
| Triumph.....          | 3.1%  |
| Victory.....          | 2.6%  |
| Husqvarna.....        | 2.2%  |
| Custom.....           | 1.3%  |
| Royal Enfield.....    | 0.9%  |
| Aprilla.....          | 0.4%  |
| Buell .....           | 0.4%  |
| Can-Am .....          | 0.4%  |
| Indian.....           | 0.4%  |
| Husaberg.....         | 0.0%  |

**OWN A SIDE x SIDE / UTV?**

|          |      |
|----------|------|
| Yes..... | 6.3% |
|----------|------|

**IF "YES," WHAT BRAND:**

|                       |       |
|-----------------------|-------|
| Polaris.....          | 43.7% |
| Yamaha.....           | 20.7% |
| Kawasaki .....        | 18.5% |
| Can-Am .....          | 3.0%  |
| John Deere.....       | 3.0%  |
| Kubota .....          | 3.0%  |
| Artic Cat .....       | 2.2%  |
| Honda .....           | 1.5%  |
| Misc. / Fill-in ..... | 4.4%  |

**PLAN TO BUY A SIDE x SIDE / UTV IN THE NEXT 12 MONTHS:**

|          |      |
|----------|------|
| Yes..... | 2.9% |
|----------|------|

**IF "YES," WHAT BRAND:**

|                 |       |
|-----------------|-------|
| Polaris.....    | 45.3% |
| Undecided.....  | 18.8% |
| Can-Am .....    | 15.6% |
| Kawasaki .....  | 9.4%  |
| Artic Cat ..... | 3.1%  |
| Honda .....     | 3.1%  |
| John Deere..... | 3.1%  |
| Yamaha.....     | 1.6%  |

**OWN AN ATV:**

|          |       |
|----------|-------|
| Yes..... | 21.1% |
|----------|-------|

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.

**IF "YES," WHAT TYPE:**

|              |       |
|--------------|-------|
| Utility..... | 51.5% |
| Sport.....   | 48.5% |

**IF "YES," WHAT BRAND:**

|                      |       |
|----------------------|-------|
| Honda.....           | 31.2% |
| Yamaha.....          | 29.7% |
| Polaris.....         | 10.4% |
| Kawasaki.....        | 9.6%  |
| Suzuki.....          | 9.3%  |
| Artic Cat.....       | 3.2%  |
| Can-Am.....          | 2.3%  |
| KTM.....             | 1.1%  |
| Kymco.....           | 0.6%  |
| Eton.....            | 0.4%  |
| Bombardier.....      | 0.2%  |
| Misc. / Fill-in..... | 1.9%  |

**PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:**

|          |      |
|----------|------|
| Yes..... | 3.0% |
|----------|------|

**IF "YES," WHAT TYPE:**

|                |       |
|----------------|-------|
| Sport.....     | 49.2% |
| Utility.....   | 40.0% |
| Undecided..... | 10.8% |

**IF "YES," WHAT BRAND:**

|                 |       |
|-----------------|-------|
| Honda.....      | 27.0% |
| Undecided.....  | 23.8% |
| Yamaha.....     | 19.0% |
| Polaris.....    | 9.5%  |
| Artic Cat.....  | 6.3%  |
| Bombardier..... | 6.3%  |
| Kawasaki.....   | 6.3%  |
| Suzuki.....     | 1.6%  |

**OWN A PERSONAL WATERCRAFT:**

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

**IF "YES," WHAT BRAND:**

|                      |       |
|----------------------|-------|
| Kawasaki.....        | 32.3% |
| Yamaha.....          | 31.7% |
| Sea-Doo.....         | 23.8% |
| Honda.....           | 4.8%  |
| Bombardier.....      | 3.7%  |
| Misc. / Fill-in..... | 3.7%  |

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

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

**IF "YES," WHAT BRAND:**

|                      |       |
|----------------------|-------|
| Yamaha.....          | 26.4% |
| Sea-Doo.....         | 24.5% |
| Kawasaki.....        | 20.8% |
| Undecided.....       | 17.0% |
| Bombardier.....      | 3.8%  |
| Honda.....           | 3.8%  |
| HSR-Benelli.....     | 0.0%  |
| Misc. / Fill-in..... | 3.8%  |

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

|          |      |
|----------|------|
| Yes..... | 7.7% |
|----------|------|

**IF "YES," WHAT BRAND:**

|                           |       |
|---------------------------|-------|
| Traxxas.....              | 38.9% |
| Undecided.....            | 15.0% |
| Associated Electrics..... | 12.6% |
| Losi.....                 | 11.4% |
| HPI Racing.....           | 5.4%  |
| Axial.....                | 3.0%  |
| Tamiya.....               | 3.0%  |
| Kyosho.....               | 2.4%  |
| Mugen.....                | 1.8%  |
| Hot Bodies.....           | 1.2%  |
| Nikko RC.....             | 1.2%  |
| Venom.....                | 1.2%  |
| CEN Racing.....           | 0.6%  |
| Custom Works.....         | 0.6%  |
| DuraTrax.....             | 0.6%  |
| Schumacher.....           | 0.6%  |
| XTM Racing.....           | 0.6%  |

|                      |      |
|----------------------|------|
| Hummer.....          | 0.1% |
| Cadillac.....        | 0.1% |
| Land Rover.....      | 0.1% |
| Peugeot.....         | 0.1% |
| Suzuki.....          | 0.1% |
| Misc. / Fill-in..... | 0.2% |

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

|          |       |
|----------|-------|
| Yes..... | 15.0% |
|----------|-------|

**IF "YES," WHAT BRAND:**

|                 |       |
|-----------------|-------|
| Ford.....       | 25.8% |
| Toyota.....     | 21.5% |
| Chevrolet.....  | 18.1% |
| Undecided.....  | 13.2% |
| Dodge.....      | 9.2%  |
| GMC.....        | 6.4%  |
| Nissan.....     | 2.8%  |
| Honda.....      | 1.2%  |
| Holden.....     | 0.9%  |
| Mitsubishi..... | 0.9%  |

**AUTOMOTIVE**

**OWN A PICKUP TRUCK:**

|          |       |
|----------|-------|
| Yes..... | 69.7% |
|----------|-------|

**IF "YES," WHAT BRAND:**

|                 |       |
|-----------------|-------|
| Ford.....       | 30.7% |
| Chevrolet.....  | 21.7% |
| Toyota.....     | 15.7% |
| Dodge.....      | 13.8% |
| GMC.....        | 8.0%  |
| Nissan.....     | 5.1%  |
| Mitsubishi..... | 1.1%  |
| Holden.....     | 0.8%  |
| Honda.....      | 0.7%  |
| Mazda.....      | 0.7%  |
| Volkswagen..... | 0.4%  |
| Isuzu.....      | 0.3%  |
| Jeep.....       | 0.2%  |
| Datsun.....     | 0.1%  |

Methodology – This survey was conducted on Vital MX, June-July 2014. Responses were limited to one per person. Results were tabulated from over 3,000 surveys. Results have been rounded to the nearest tenth of a percent.