



2015 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male	97.5%
Female.....	2.5%

MARITAL STATUS:

Married	52.4%
Single	47.6%

AGE:

Average.....	36
Median.....	37
19 or under.....	15.3%
20-29.....	20.4%
30-39.....	18.2%
40-49.....	24.7%
50-59.....	18.9%
60 or older.....	2.6%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	7.3%
High school.....	26.9%
Some college.....	26.9%
College.....	30.0%
Postgraduate degree.....	8.9%

HOUSEHOLD INCOME:

Average.....	\$107,199
Median.....	\$87,500
Under \$25,000.....	7.8%
\$25,001 - \$50,000.....	14.2%
\$50,001 - \$75,000.....	17.9%
\$75,001 - \$100,000.....	17.5%
\$100,001 - \$125,000.....	13.5%
\$125,001 - \$150,000.....	10.1%
\$150,001 - \$175,000.....	5.7%
\$175,001 - \$200,000.....	4.2%
\$200,001 - \$225,000.....	2.2%
\$225,001 - \$250,000.....	1.9%
\$250,001 or more.....	4.9%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States.....	74.4%
Australia.....	6.4%
Canada.....	5.7%
United Kingdom.....	2.4%
New Zealand.....	1.2%
Sweden.....	1.1%
Netherlands.....	1.0%
South Africa.....	0.8%
France.....	0.6%
Italy.....	0.5%

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

California.....	19.7%
Texas.....	6.3%
Ohio.....	4.2%
Florida.....	4.0%
Pennsylvania.....	3.9%
Washington.....	3.9%
Michigan.....	3.8%
Georgia.....	2.9%
New York.....	2.8%
Illinois.....	2.8%

INTERNATIONAL TRAFFIC, Top 10 of 224 countries from Google Analytics*:

United States.....	65.4%
Canada.....	5.1%
United Kingdom.....	4.9%
Australia.....	4.9%
France.....	2.5%
Sweden.....	1.7%
Germany.....	1.5%
Netherlands.....	1.1%
New Zealand.....	1.0%
Italy.....	0.9%

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

California.....	22.0%
Texas.....	6.6%
Oregon.....	5.4%
New York.....	3.8%
Florida.....	3.7%
Washington.....	3.5%
Ohio.....	3.4%
Pennsylvania.....	3.2%
Illinois.....	3.0%
Michigan.....	3.0%

NON-MOTO ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Mountain biking.....	47.2%
Camping.....	41.4%
Fishing.....	34.3%
Shooting.....	32.8%
Video gaming.....	28.2%
Running.....	27.1%
Moto GP.....	25.8%
Hiking.....	24.0%
Golf.....	23.8%
Football.....	23.3%
BMX.....	21.2%
Hunting.....	20.9%
Road cycling.....	19.9%
Baseball.....	18.6%
Basketball.....	18.0%
Formula 1.....	16.7%
Snowboarding.....	15.6%
NASCAR.....	13.7%
Off-road truck racing.....	13.5%
RC.....	13.3%
Drag racing.....	12.9%
Hockey.....	12.6%
Skateboarding.....	12.5%
Wakeboarding.....	12.4%
Snowmobiling.....	12.3%
Skiing.....	12.2%
Soccer.....	11.6%
Surfing.....	9.8%
Rally.....	9.6%
Climbing.....	8.2%

Boxing.....	8.0%
Waterskiing.....	7.9%
Indy car.....	7.7%
Tennis.....	5.8%
Rugby.....	4.3%
Lacrosse.....	1.9%
Jet skiing.....	0.4%
Misc. / Fill-in.....	2.3%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross websites.....	85.4%
Magazines.....	59.2%
Friends.....	55.7%
Being at the track/races/events..	53.5%
Social media.....	52.4%
Television.....	35.5%
Local shop.....	33.2%
Manufacturer web sites.....	26.1%
Podcasts.....	19.2%
Mail-order web sites.....	16.4%
Manufacturer catalogs.....	10.0%
Mail-order catalogs.....	7.5%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes.....	87.2%
----------	-------

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%
Misc. / Fill-in.....	1.3%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85.....	3.4%
100-110.....	1.2%
125.....	11.2%
150.....	2.3%
200-230.....	2.3%

250.....	40.4%
300.....	3.1%
350.....	2.3%
400.....	1.3%
450.....	28.1%
500 or bigger.....	3.4%
Misc. / Fill-in.....	0.8%

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

2-Stroke.....	42.3%
4-Stroke.....	57.7%

HOW MANY TOTAL DIRT/MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average.....	2.7
1.....	23.8%
2.....	28.3%
3.....	18.0%
4.....	11.8%
5 or more.....	18.1%

WHAT TYPES OF DIRT/MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Motocross.....	89.5%
Off-road (enduro, trail, XC).....	37.3%
Dual-sport.....	11.7%
Trials.....	0.8%
Pit bike.....	0.4%
Flat track.....	0.4%
Supermoto.....	0.3%
Misc. / Fill-in.....	0.1%

WILL REPLACE DIRT/MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes.....	42.3%
----------	-------

IF "YES," WHAT BRAND OF BIKE:

KTM.....	27.3%
Yamaha.....	21.2%
Honda.....	15.1%
Kawasaki.....	12.4%
Undecided.....	11.0%
Suzuki.....	5.6%
Husqvarna.....	4.9%
Beta.....	0.9%
TM.....	0.8%
Cobra.....	0.3%
Gas Gas.....	0.2%
Misc. / Fill-in.....	0.3%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85.....	4.5%
100-110.....	0.8%
125.....	7.4%
150.....	3.1%
200-230.....	1.6%
250.....	38.1%
300.....	5.1%
350.....	6.7%
400.....	0.3%
450.....	30.0%
500 or bigger.....	2.4%
Misc. / Fill-in.....	0.1%

IF "YES," BRAND OF BIKE TO BUY, CROSS-TABULATED BY 250 BIKE SIZE:

Yamaha.....	35.1%
KTM.....	19.2%
Honda.....	12.9%
Undecided.....	12.2%
Kawasaki.....	11.3%
Suzuki.....	6.0%
Husqvarna.....	1.9%
TM.....	0.9%
Beta.....	0.5%
Misc. / Fill-in.....	3.0%

IF "YES," BRAND OF BIKE TO BUY, CROSS-TABULATED BY 450 BIKE SIZE:

Honda.....	22.7%
Kawasaki.....	20.1%
KTM.....	17.2%
Yamaha.....	16.7%
Undecided.....	10.9%
Suzuki.....	8.3%
Husqvarna.....	3.6%
TM.....	0.3%
Beta.....	0.3%
Misc. / Fill-in.....	1.4%

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

2-Stroke.....	36.3%
4-Stroke.....	63.7%

WHAT TYPE OF DIRT/MOTOCROSS BIKE DO YOU PLAN TO BUY?

Motocross.....	80.0%
Off-road (enduro, trail, XC).....	17.1%
Dual-sport.....	2.9%

Methodology – This survey was conducted on Vital MX, June-July 2015. Responses were limited to one per person. Results were tabulated from over 4,000 surveys.

WHERE DO YOU NORMALLY BUY NEW PARTS?

Online / mail-order retailer	54.7%
Local shop.....	45.3%

IF "ONLINE/MAIL-ORDER," WHAT COMPANY:

Rocky Mountain	25.8%
MotoSport	25.3%
BTO	11.5%
Ebay	9.6%
Motorcycle Superstore	5.2%
24MX.....	3.5%
Amazon.....	3.2%
Bike Bandit	1.9%
Chaparral.....	1.3%
Dennis Kirk.....	1.3%
Bob's Cycle Supply	1.3%
KTM-Parts	0.8%
Motocross Giant.....	0.6%
Service Honda.....	0.5%
Moto X Outlet.....	0.5%
Torpedo7.....	0.5%
Revzilla	0.4%
Partzilla.....	0.3%
Canada's Motorcycle.....	0.3%
JP Cycles.....	0.2%
MX Mega Store	0.2%
Royal Distributing.....	0.2%
Misc. / Fill-in	5.8%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross websites	77.9%
Magazines	57.4%
Riding friends	50.4%
Local motorcycle shop	40.0%
Social media.....	36.9%
Manufacturer websites	35.4%
Mail-order websites	29.4%
Manufacturer catalogs.....	14.5%
Mail-order catalogs	11.7%
Misc. / Fill-in	0.6%

HOW OFTEN DO YOU RIDE?

Average	1.3 times per week
4 or more times a week	8.5%
2-3 times a week	22.0%
About once a week.....	27.0%
2-3 times a month	20.7%
About once a month.....	12.4%
I don't ride regularly.....	9.4%

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

Motocross tracks.....	84.6%
Off-road (trail, enduro, etc).....	71.0%
Street / road.....	24.8%
Dual sport	13.5%
Sand dunes.....	12.5%
Trials.....	11.3%
Endurocross	10.0%
Supermoto.....	3.8%
Flat track	0.4%
Misc. / Fill-in	0.7%

HAVE YOU RACED IN THE PAST 12 MONTHS?

Yes.....	50.8%
----------	-------

WHAT TYPE(S) OF RACE(S) HAVE YOU ENTERED IN THE PAST 12 MONTHS?

Motocross	84.6%
Off-road	35.0%
Arenacross	14.3%
Endurocross	4.9%
Supermoto.....	1.6%
Flat track	1.0%
Supercross.....	0.5%
Misc. / Fill-in	1.3%

MOTOCROSS GEAR, PARTS & ACCESSORIES:

RIDING GEAR:

Will purchase within 12 months...	67.2%
-----------------------------------	-------

IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided.....	19.8%
Fox.....	18.6%
Fly.....	12.0%
Troy Lee Designs	10.0%
Shift	5.2%
Thor	5.0%
Alias	4.0%
ONE Industries	3.0%
Alpinestars.....	2.8%
Answer.....	2.8%
O'Neal.....	2.6%
Seven	2.4%
JT Racing.....	2.1%
MSR	2.0%
Klim.....	1.2%
AXO	1.1%
Moose	1.0%
KTM PowerWear	0.6%
Acerbis.....	0.4%
UFO	0.4%
Scott.....	0.4%
Fasthouse	0.2%
FXR	0.2%
Misc. / Fill-in.....	1.6%

GLOVES:

Will purchase within 12 months... 65.8%

IF "YES," WHAT BRAND OF GLOVES:

Undecided.....	23.4%
Fox.....	16.6%
Fly.....	8.1%
Troy Lee Designs.....	7.5%
100%.....	7.1%
Deft Family.....	6.2%
Thor.....	3.9%
Novik.....	3.3%
Shift.....	3.0%
O'Neal.....	2.0%
Alias.....	1.8%
Answer.....	1.8%
Seven.....	1.8%
JT Racing.....	1.7%
ONE Industries.....	1.6%
MSR.....	1.5%
Alpinestars.....	1.5%
Klim.....	0.9%
AXO.....	0.7%
Moose.....	0.7%
EVS.....	0.5%
KTM PowerWear.....	0.5%
Loose Kid Industries.....	0.4%
Mechanix Wear.....	0.4%
Fist.....	0.3%
Oakley.....	0.3%
UFO.....	0.3%
Acerbis.....	0.2%
FXR.....	0.2%
Scott.....	0.2%
Misc. / Fill-in.....	1.5%

HELMET:

Will purchase within 12 months... 46.7%

IF "YES," WHAT BRAND OF HELMET:

Bell.....	18.2%
Undecided.....	16.4%
Shoei.....	11.7%
Fox.....	10.1%
6D.....	9.8%
Arai.....	5.6%
Fly.....	5.6%
Troy Lee Designs.....	5.5%
Airoh.....	2.9%
HJC.....	1.7%
ONE Industries.....	1.5%
Thor.....	1.2%
O'Neal.....	1.1%
Suomy.....	0.7%
Answer.....	0.7%
Just 1.....	0.7%
JT Racing.....	0.6%
Scorpion.....	0.5%
EVS.....	0.5%
Leatt.....	0.5%
Scott.....	0.4%
Klim.....	0.4%
M2R.....	0.4%
UFO.....	0.4%
AGV.....	0.3%
KTM PowerWear.....	0.3%
LS2.....	0.3%
MSR.....	0.3%
AXO.....	0.2%
Shift.....	0.2%
Acerbis.....	0.2%
AFX.....	0.2%
Misc. / Fill-in.....	1.4%

GOGGLES:

Will purchase within 12 months... 54.0%

IF "YES," WHAT BRAND OF GOGGLES:

100%.....	29.1%
Oakley.....	18.5%
Undecided.....	13.0%
Scott.....	12.3%
EKS Brand.....	6.0%
Spy.....	5.6%
Dragon.....	3.8%
Fox.....	3.3%
Smith Optics.....	2.8%
Fly.....	1.2%
Pro Grip.....	0.6%
Von Zipper.....	0.6%
CTO.....	0.4%
Rip N Roll.....	0.4%
Utopia.....	0.4%
Blur.....	0.3%
Thor.....	0.3%
KTM PowerWear.....	0.2%
O'Neal.....	0.2%
Misc. / Fill-in.....	1.2%

BOOTS:

Will purchase within 12 months... 42.8%

IF "YES," WHAT BRAND OF BOOTS:

Alpinestars	34.2%
Gaerne	20.7%
Fox	12.8%
Undecided	12.2%
Sidi	10.1%
Fly	2.6%
Thor	1.6%
O'Neal	1.4%
Forma	0.7%
KTM PowerWear	0.5%
SixSixOne	0.5%
TCX	0.5%
AXO	0.5%
Acerbis	0.3%
Jett	0.3%
Answer	0.2%
Hebo	0.2%
Scott	0.2%
Misc. / Fill-in	0.5%

NECK PROTECTION:

Will purchase within 12 months... 18.3%

IF "YES," WHAT BRAND OF NECK PROTECTION:

Leatt	33.4%
Atlas	24.7%
Undecided	19.9%
Alpinestars	9.8%
EVS	4.9%
Fly	3.5%
Troy Lee Designs	1.7%
UFO	0.6%
Omega	0.5%
Ortema	0.5%
Moveo	0.2%
Misc. / Fill-in	0.3%

CHEST PROTECTOR:

Will purchase within 12 months... 23.5%

IF "YES," WHAT BRAND OF CHEST PROTECTOR:

Undecided	29.8%
Fox	15.3%
Leatt	13.9%
Thor	7.8%
Troy Lee Designs	7.8%
EVS	4.8%
Fly	4.3%
Alpinestars	3.9%
Atlas	3.5%
SixSixOne	1.1%
Acerbis	1.0%
AXO	0.9%
Moto X Vest	0.9%
MSR	0.9%
Answer	0.8%
KTM	0.8%
O'Neal	0.8%
RXR	0.5%
One Industries	0.4%
UFO	0.4%
HRP	0.3%
Misc. / Fill-in	0.4%

KNEE PROTECTION:

Will purchase within 12 months... 24.4%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

Undecided.....	27.0%
Asterisk.....	13.9%
EVS.....	13.4%
Mobius.....	7.9%
POD MX.....	7.7%
CTi.....	5.7%
Fox.....	5.1%
Alpinestars.....	4.3%
Leatt.....	4.0%
Thor.....	3.4%
Fly.....	1.7%
Troy Lee Designs.....	1.7%
Acerbis.....	0.9%
AXO.....	0.5%
DonJoy.....	0.5%
ONE Industries.....	0.4%
O'Neal.....	0.4%
Ortema.....	0.4%
SixSixOne.....	0.4%
KTM PowerWear.....	0.2%
Misc. / Fill-in.....	0.6%

EXHAUST:

Will purchase within 12 months... 33.1%

IF "YES," WHAT BRAND OF EXHAUST:

FMF.....	48.4%
Pro Circuit.....	17.2%
Yoshimura.....	9.7%
Undecided.....	5.8%
Akrapovic.....	3.6%
Dr. D / Dubach.....	2.6%
Bill's Pipes.....	1.8%
Scalvini.....	1.3%
HGS.....	1.2%
GYTR.....	0.8%
DEP.....	0.7%
DG Performance.....	0.5%
Bud Racing.....	0.5%
Jemco.....	0.5%
PFR.....	0.5%
Rocket.....	0.5%
Barrett.....	0.4%
Leo Vince.....	0.4%
Two Brothers.....	0.4%
Big Gun.....	0.3%
Dynoport.....	0.3%
Supertrapp.....	0.3%
HMF.....	0.2%
KTM PowerParts.....	0.2%
Termignoni.....	0.2%
Misc. / Fill-in.....	2.2%

GRAPHICS:

Will purchase within 12 months... 42.8%

IF "YES," WHAT BRAND OF GRAPHICS:

Undecided.....	26.2%
DeCal Works.....	15.4%
Factory Effex.....	6.2%
180 Decals.....	2.9%
N-Style.....	2.9%
Throttle Jockey.....	2.3%
Factory Backing.....	2.1%
139 Designs.....	1.8%
ONE Industries.....	1.6%
D'COR Visuals.....	1.4%
PG.....	1.2%
Motopro Graphics.....	1.1%
Fusion Graphix.....	1.0%
Attack Graphics.....	0.9%
Roost MX.....	0.8%
Magik SC.....	0.8%
Limited Decal.....	0.7%
Armored Graphix.....	0.6%
Blackbird Racing.....	0.6%
KTM Team Replica.....	0.6%
Ringmaster.....	0.6%
AMR Racing.....	0.6%
Bike Graphix.....	0.6%
Black Heart.....	0.6%
DirtCandy Graphics.....	0.6%
FMF.....	0.6%
LCG Graphix.....	0.6%
Black Diamond.....	0.5%
MGX Unlimited.....	0.5%
Pro Circuit.....	0.5%
Racestar Graffix.....	0.5%
Dirt Digits.....	0.4%
Flu Designs.....	0.4%
Lime Nine.....	0.4%
MotoSport.....	0.4%
OCD.....	0.4%
Split Designs Co.....	0.4%
Danger UK.....	0.4%
Impulse Design Co.....	0.4%
K-Rae Graphics.....	0.4%
MX Graphics.....	0.4%
RedLabel MX.....	0.4%
Ripped Vinyl.....	0.4%
WLM Designs.....	0.4%
Zeronine.....	0.4%
343 Graphics.....	0.3%
Dirt DNA.....	0.3%
E-Sticky.....	0.3%
Kustom MX.....	0.3%
Mad Cow.....	0.3%
SSI Decals.....	0.3%

Stickman Graphics	0.3%
Techone Designs	0.3%
4MX Graphics.....	0.2%
A01 Designs.....	0.2%
Creative Graphics	0.2%
HBD Moto Grafx	0.2%
HG Stickers.....	0.2%
Podium Grafix.....	0.2%
Rival Ink	0.2%
Rusk Racing.....	0.2%
Teencee Graphics.....	0.2%
Victory Circle	0.2%
Y&S Designs	0.2%
Misc. / Fill-in	12.6%

TIRES:

Will purchase within 12 months... 72.4%

IF "YES," WHAT BRAND OF TIRES:

Dunlop	49.4%
Bridgestone	9.5%
Pirelli	9.2%
Michelin.....	9.1%
Undecided.....	9.1%
Maxxis	4.2%
Kenda.....	2.6%
Artrax.....	1.1%
Metzler.....	1.1%
Golden Tyre.....	1.0%
IRC	0.6%
Mitas	0.5%
Cheng Shin	0.3%
Sedona	0.3%
Motoz.....	0.3%
Shinko.....	0.3%
STI.....	0.3%
Full Bore.....	0.2%
Pro Wheel	0.2%
Misc. / Fill-in	0.7%

HANDLEBARS:

Will purchase within 12 months... 27.7%

IF "YES," WHAT BRAND OF HANDLEBARS:

Renthal.....	41.3%
Pro Taper	30.1%
Undecided.....	6.0%
Mika Metals.....	5.5%
ODI.....	3.8%
Tag.....	3.3%
Fasst Company	3.2%
NEKEN	1.2%
Easton	0.9%
Twisted Engineering.....	0.9%
Fly.....	0.8%
Vortex.....	0.6%
KTM PowerParts	0.5%
Moose	0.3%
Tusk.....	0.3%
Azonic	0.2%
Universal	0.2%
Misc. / Fill-in	0.7%

GRIPS:

Will purchase within 12 months... 56.2%

IF "YES," WHAT BRAND OF GRIPS:

Renthal	30.1%
ODI	18.3%
Pro Taper	17.1%
<i>Undecided</i>	<i>10.7%</i>
Pro Grip	4.0%
Scott	3.9%
Oury	2.0%
Tag	2.0%
KTM PowerParts	1.3%
OEM	1.3%
A'ME	1.2%
EKS Brand	1.2%
Mika Metals	0.9%
Domino	0.7%
Fly	0.7%
Spider	0.7%
Troy Lee Designs	0.6%
Next Components	0.4%
Moose	0.4%
MSR	0.3%
Tor1	0.3%
Hammerhead	0.2%
Ariete	0.2%
Motion Pro	0.2%
Risk Racing	0.2%
Tusk	0.2%
<i>Misc. / Fill-in</i>	<i>1.0%</i>

LEVERS:

Will purchase within 12 months... 25.2%

IF "YES," WHAT BRAND OF LEVERS:

ASV	20.4%
ARC	16.8%
<i>Undecided</i>	<i>15.5%</i>
Sunline	6.9%
Works Connection	5.9%
Pro Taper	5.0%
OEM	4.6%
Renthal	4.2%
KTM PowerParts	3.2%
Motion Pro	2.2%
MSR	1.9%
Next Components	1.7%
Moose	1.5%
GYTR	1.3%
Pro Circuit	1.3%
Magura	1.2%
Streamline Industries	1.0%
Tusk	0.9%
Apico	0.8%
Zeta	0.6%
Race Tech	0.5%
Hammerhead	0.4%
Midwest Mountain Engineering	0.4%
Warp 9	0.4%
Zap Technix	0.4%
Wirtz	0.3%
<i>Misc. / Fill-in</i>	<i>0.7%</i>

CLUTCH:

Will purchase within 12 months... 26.8%

IF "YES," WHAT BRAND OF CLUTCH:

Hinson	27.7%
Rekluse	22.1%
OEM	14.6%
<i>Undecided</i>	<i>10.9%</i>
Barnett	5.1%
EBC	3.6%
GYTR	2.7%
Wiseco	2.5%
Tusk	2.2%
ProX	2.1%
Boyesen	1.9%
DP	1.1%
KG	1.1%
Moose	1.0%
Driven	0.4%
<i>Misc. / Fill-in</i>	<i>1.1%</i>

PISTON:

Will purchase within 12 months... 38.0%

IF "YES," WHAT BRAND OF PISTON:

Wiseco	27.6%
OEM	22.2%
Vertex	14.2%
Undecided	9.2%
CP-Carrillo	3.4%
ProX	3.4%
KTM PowerParts	3.2%
Pro Circuit	3.0%
Wossner	2.7%
Athena	2.5%
GYTR	2.2%
JE	2.1%
Namura	1.2%
Cosworth	1.1%
Hot Rods	0.7%
Mahle	0.3%
Arias	0.2%
Bud Racing	0.2%
LAPC	0.2%
Misc. / Fill-in	0.5%

FOOTPEGS:

Will purchase within 12 months... 18.7%

IF "YES," WHAT BRAND OF FOOTPEGS:

Undecided	15.9%
Raptor	14.1%
IMS	9.5%
Fastway / Promoto	8.0%
Pro Taper	5.2%
OEM	3.4%
Pro Circuit	3.4%
Scar	3.4%
Moose	3.1%
Tusk	3.1%
PivotPegz	2.8%
Tor1	2.8%
KTM PowerParts	2.4%
Next Components	2.4%
Works Connection	2.4%
Ankle Savers	1.8%
Lightspeed	1.8%
Pro Pegs Titanium	1.8%
Flo Motorsports	1.5%
Apico	1.2%
Sunline	1.2%
DRC	0.9%
MSR	0.9%
Pro Moto Billet	0.9%
Blingstar	0.6%
RFX	0.6%
Talon	0.6%
Turner	0.6%
Warp 9	0.6%
Bud Racing	0.3%
Kite	0.3%
Moto Stuff	0.3%
Pro Armor	0.3%
Two Brothers	0.3%
Zap Technix	0.3%
Misc. / Fill-in	1.2%

WHEELS:

Will purchase within 12 months... 15.6%

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

Pre-built	56.2%
Custom	43.8%

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

Tusk	22.1%
Undecided	16.6%
Dubya	14.4%
Talon / Excel	11.1%
Excel Pro Series G2	6.6%
Warp 9	4.8%
Pro-Wheel	3.3%
Talon / D.I.D.	3.3%
DNA	2.6%
Kite / Excel	2.6%
KTM PowerParts	2.6%
FasterUSA	2.2%
OEM	1.8%
Haan	1.5%
Rad Manufacturing	1.5%
Kite / DI.D.	1.1%
Alpina	0.4%
Factory Effex	0.4%
G-Force Richter	0.4%
Hardcore	0.4%
Woody's	0.4%

IF "CUSTOM," WHAT BRAND OF HUBS:

Talon.....	25.4%
Undecided.....	14.6%
OEM.....	14.6%
Excel Pro Series G2.....	7.5%
Kite.....	7.0%
RAD Mfg.....	7.0%
Factory Effex.....	4.2%
FasterUSA.....	2.8%
Haan.....	2.8%
Pro-Wheel.....	2.8%
Tusk.....	2.3%
Warp 9.....	2.3%
SM Pro Wheels.....	1.9%
DNA.....	1.4%
Bud Racing.....	0.9%
TCR.....	0.9%
Misc. / Fill-in.....	1.4%

IF "CUSTOM," WHAT BRAND OF RIMS:

Excel.....	46.5%
D.I.D.....	16.4%
Dubya.....	8.4%
Undecided.....	6.2%
Pro-Wheel.....	4.0%
Factory Effex.....	3.1%
Warp 9.....	3.1%
RAD Mfg.....	2.2%
Moose.....	1.3%
SM Pro.....	1.3%
Tusk.....	1.3%
OEM.....	0.9%
Sun.....	0.9%
Alpina.....	0.4%
Bud Racing.....	0.4%
DNA.....	0.4%
Krieg.....	0.4%
Sunline.....	0.4%
Misc. / Fill-in.....	2.2%

SPROCKET:

Will purchase within 12 months... 52.6%

IF "YES," WHAT BRAND OF SPROCKET:

Renthal.....	39.5%
Undecided.....	13.1%
Pro Taper.....	6.3%
Sunstar.....	5.7%
Supersprox.....	4.5%
Vortex.....	4.1%
Talon.....	2.8%
Primary Drive.....	2.8%
JT.....	2.6%
Tag.....	2.6%
Mika Metals.....	2.1%
Ironman.....	1.9%
OEM.....	1.8%
Dirt Tricks.....	1.5%
KTM PowerParts.....	1.2%
Sidewinder.....	1.0%
GYTR.....	0.9%
Moose.....	0.9%
AFAM.....	0.7%
MSR.....	0.6%
ProX.....	0.5%
RK.....	0.4%
PBI.....	0.4%
PMP.....	0.3%
Next Components.....	0.3%
Bud Racing.....	0.2%
Chain Gang.....	0.2%
Misc. / Fill-in.....	1.0%

CHAIN:

Will purchase within 12 months... 55.3%

IF "YES," WHAT BRAND OF CHAIN:

D.I.D.....	31.7%
Renthal.....	21.6%
Undecided.....	12.7%
RK Chain.....	10.3%
Regina.....	4.4%
Pro Taper.....	3.9%
Primary Drive.....	3.3%
EK.....	2.1%
Sunstar.....	1.8%
Mika Metals.....	1.2%
KTM PowerParts.....	0.8%
Vortex.....	0.7%
Tsubaki.....	0.5%
GYTR.....	0.5%
KMC.....	0.5%
Moose.....	0.5%
AFAM.....	0.4%
Bud Racing.....	0.4%
CZ.....	0.4%
JT.....	0.4%
Parts Unlimited.....	0.3%
ProX.....	0.3%
MSR.....	0.2%
Sidewinder.....	0.2%
SRT.....	0.2%
THC.....	0.2%
Misc. / Fill-in.....	0.5%

**BRAKE PADS/ ROTORS/
CALIPERS:**

Will purchase within 12 months... 38.6%

**IF "YES," WHAT BRAND
OF BRAKE PADS/ DISCS/
CALIPERS:**

EBC.....	21.2%
<i>Undecided</i>	18.9%
OEM	14.4%
Braking	9.7%
Galfer	9.5%
Brembo	6.5%
DP Brakes	3.1%
Tusk	2.0%
KTM PowerParts	1.9%
Renthal	1.9%
Pro Taper	1.6%
Moto Stuff.....	1.2%
SBS Brakes	1.1%
Moto-Master	0.9%
Excel	0.8%
Mika Metals	0.6%
Moose Racing	0.6%
Streamline	0.6%
Ferodo	0.5%
Driven	0.4%
Gold Fren	0.3%
ProX.....	0.3%
Nissin	0.2%
Parts Unlimited	0.2%
RHK.....	0.2%
SRT	0.2%
<i>Misc. / Fill-in</i>	1.1%

PLASTICS:

Will purchase within 12 months... 30.8%

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

Acerbis.....	28.0%
Cycra.....	18.3%
<i>Undecided</i>	14.9%
UFO	14.0%
OEM	8.3%
Polisport.....	8.3%
MX Plastics.....	2.5%
KTM PowerParts	2.1%
RTech	1.7%
DC Plastics	0.8%
VMX.....	0.6%
<i>Misc. / Fill-in</i>	0.4%

BIKE PROTECTION:

Will purchase within 12 months... 24.2%

**IF "YES," WHAT BRAND(S) OF
BIKE PROTECTION:**

Works Connection.....	35.5%
<i>Undecided</i>	20.8%
Acerbis.....	17.4%
Cycra	14.8%
TM Designworks	13.5%
KTM PowerParts	10.8%
Lightspeed	8.9%
Enduro Engineering.....	7.2%
Devol	5.7%
GYTR	5.6%
Moose	5.5%
MSR	3.4%
P3.....	3.3%
Fastway.....	2.3%
Polisport.....	2.3%
Hyde Racing	2.0%
Next Components	2.0%
AXP Motocross	1.6%
CrossPro	1.4%
Unabiker	1.4%
Flatland Racing.....	1.3%
ICW	1.3%
Scar.....	1.1%
Ricochet Offroad	0.9%
CF Works	0.7%
DH1	0.7%
Emperor Racing.....	0.7%
Force Accessories	0.7%
MEC	0.7%
Meca System.....	0.6%
Bullet Proof Designs.....	0.4%
Leo Vince	0.4%
Pro-Carbon	0.3%
System Tech Racing	0.3%
UFO	0.3%
<i>Misc. / Fill-in</i>	2.4%

SUSPENSION SERVICE:

Will purchase within 12 months... 49.5%

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

Undecided.....	16.0%
Factory Connection.....	13.0%
Race Tech.....	10.9%
Enzo.....	5.0%
Pro-Action.....	3.2%
Pro Circuit.....	2.9%
RG3.....	2.2%
Ohlins.....	1.7%
JM Racing.....	1.4%
EVO.....	1.2%
Fox Racing Shox.....	1.2%
TBT.....	1.1%
FCR.....	0.9%
MX-Tech.....	0.9%
WP, North America.....	0.8%
MB1.....	0.8%
PR2.....	0.8%
707 Racing.....	0.7%
Stillwell Performance.....	0.7%
MCR.....	0.6%
Precision Concepts.....	0.6%
Graeme Brough.....	0.5%
JGR.....	0.5%
MPE.....	0.5%
Shock Therapy.....	0.5%
Air Ride.....	0.5%
Bud Racing.....	0.5%
Enduro Engineering.....	0.5%
JMR Suspension.....	0.5%
Choice.....	0.4%
Devol.....	0.4%
Independent Race Shop.....	0.4%
Kreft.....	0.4%
Litz Racing.....	0.4%
Noleen.....	0.4%
Speed Technologies.....	0.4%
Tech Care.....	0.4%
Full Travel Innovations.....	0.3%
KPS.....	0.3%
Privateer Connection.....	0.3%
Smart Performance.....	0.3%
Total Control.....	0.3%
Axis.....	0.3%
Beck's Tech.....	0.3%
BBS.....	0.3%
JP Speed.....	0.3%
KB5.....	0.3%
PG Suspension.....	0.3%
Powerband Racing.....	0.3%
Promotion.....	0.3%

Pro-Moto.....	0.3%
SRS.....	0.3%
Superior Suspension Settings.....	0.3%
TF Racing.....	0.3%
Weisner Performance.....	0.3%
Active Ride.....	0.2%
Airborne Suspension.....	0.2%
Blonix.....	0.2%
Bumpsticks.....	0.2%
C Cycle.....	0.2%
Dick's Racing.....	0.2%
ESP.....	0.2%
Feal.....	0.2%
Hayward Suspension.....	0.2%
Krooztune.....	0.2%
LCS Racing.....	0.2%
Marshall's Racing.....	0.2%
Motoworks.....	0.2%
Nost Suspension.....	0.2%
PDR Performance.....	0.2%
Pro Valve.....	0.2%
RyanCo Racing.....	0.2%
Slavens Racing.....	0.2%
SMS.....	0.2%
Too Tech.....	0.2%
TZR.....	0.2%
Misc. / Fill-in.....	16.7%

TRIPLE CLAMP:

Will purchase within 12 months..... 7.7%

IF "YES," WHAT BRAND OF TRIPLE CLAMP:

NEKEN.....	16.2%
Undecided.....	15.8%
Pro Circuit.....	15.8%
X-Trig.....	14.5%
Ride Engineering.....	13.2%
RG3.....	10.5%
Applied.....	9.6%
KTM PowerParts.....	2.2%
Kite.....	1.8%
Bud Racing.....	0.4%

Methodology – This survey was conducted on Vital MX, June-July 2015. Responses were limited to one per person. Results were tabulated from over 4,000 surveys.

BIKE STAND:

Will purchase within 12 months... 17.1%

IF "YES," WHAT BRAND OF BIKE STAND:

Undecided.....	34.5%
Matrix.....	19.5%
Works Connection.....	5.9%
FMF.....	4.1%
Fly.....	3.7%
Pro Circuit.....	3.0%
KTM PowerParts.....	2.6%
MotoConcepts.....	2.6%
Harbor Freight.....	2.4%
Moose.....	2.0%
Polisport.....	2.0%
OEM.....	1.6%
Akrapovic.....	1.4%
Universal.....	1.4%
Cycra.....	1.2%
Pit Posse.....	1.2%
24mx.....	1.0%
MotoSport.....	1.0%
Ogio.....	1.0%
Risk Racing.....	0.8%
Tusk.....	0.8%
Bud Racing.....	0.6%
ICW.....	0.6%
ASV.....	0.4%
Mad Racing.....	0.4%
MSR.....	0.4%
Pro Wheel.....	0.4%
K&L Supply.....	0.2%
RTech.....	0.2%
Misc. / Fill-in.....	2.8%

FUEL TYPE:

Pump gas.....75.1%

Race fuel.....24.9%

IF "RACE FUEL," WHAT BRAND OF FUEL:

VP.....	50.6%
Sunoco.....	15.2%
Renegade.....	5.7%
Avgas.....	5.1%
Shell.....	3.0%
Turbo Blue.....	2.7%
BP.....	2.6%
Elf.....	1.7%
Monster.....	1.3%
Torco.....	1.3%
Klotz.....	1.0%
Aspen.....	0.9%
Dragon.....	0.9%
Trick.....	0.9%
Cam2.....	0.7%
Rocket Fuel.....	0.7%
Base.....	0.6%
ETS.....	0.6%
F&L.....	0.6%
Gulf.....	0.4%
Competition 102.....	0.3%
Fuse.....	0.3%
Ignite.....	0.3%
Outlaw.....	0.3%
Misc. / Fill-in.....	2.3%

FAVORITE OIL:

Maxima.....	13.1%
Amsoil.....	11.8%
Bel-Ray.....	9.6%
Motul.....	9.1%
Castrol.....	6.0%
Yamalube.....	5.9%
Undecided.....	5.8%
Lucas.....	5.5%
Motorex.....	5.2%
Hondaline.....	5.2%
Shell Rotella.....	4.5%
Klotz.....	2.4%
KTM / Motorex.....	2.1%
Mobil.....	1.6%
Spectro.....	1.5%
Valvoline.....	1.1%
Silkolene.....	1.1%
Kawasaki.....	1.0%
Putoline.....	0.8%
Royal Purple.....	0.8%
Blendzall.....	0.6%
Redline.....	0.5%
Rock Oil.....	0.4%
Ipone.....	0.4%
Elf.....	0.3%
Repsol.....	0.3%
TiLube.....	0.3%
Torco.....	0.3%
Denicol.....	0.2%
Penrite.....	0.2%
PJ1.....	0.2%
Delo.....	0.2%
Misc. / Fill-in.....	2.1%

FAVORITE CHAIN LUBE:

Maxima	22.2%
Bel-Ray	17.8%
<i>Undecided</i>	12.7%
Motul	6.2%
Motorex	4.8%
PJ1	4.8%
WD-40	4.3%
Lucas Oil	3.6%
Amsoil	3.5%
Castrol	3.1%
Honda OEM	3.0%
KTM / Motorex	2.1%
Sikolene	2.0%
Yamalube	1.8%
No Toil	1.1%
Renthal	0.9%
Klotz	0.7%
Spectro	0.7%
Tri-Flow	0.6%
Kal-Guard	0.6%
Ipone	0.5%
Champion	0.5%
TiLube	0.5%
Denicol	0.3%
Liquid Performance	0.3%
Torco	0.2%
Muc-off	0.2%
Repsol	0.2%
Royal Purple	0.2%
Sunstar	0.2%
<i>Misc. / Fill-in</i>	0.2%

FAVORITE AIR FILTER:

Twin Air	45.6%
No Toil	10.3%
K&N	9.4%
UNI	8.3%
<i>Undecided</i>	7.9%
DT1	5.4%
OEM	3.1%
Pro Filter	1.9%
HiFlo	1.3%
Moose	1.0%
Yamaha GYTR	0.9%
Acerbis	0.8%
FunnelWeb	0.7%
Putoline	0.4%
Loudmouth	0.3%
Moto Air	0.3%
MSR	0.3%
PC Racing	0.3%
Bike Master	0.3%
DNA	0.3%
ProX	0.2%
FilGuard	0.2%
<i>Misc. / Fill-in</i>	0.9%

FAVORITE ENGINE COOLANT:

Engine Ice	28.5%
<i>Undecided</i>	21.7%
Automotive antifreeze	6.5%
Maxima	5.8%
Bel-Ray	3.7%
Honda	3.6%
Prestone	3.5%
Amsoil	3.3%
Castrol	2.8%
Motul	2.4%
Evans	2.2%
OEM	2.2%
Motorex	1.9%
KTM / Motorex	1.9%
Yamalube	1.9%
Liquid Performance	1.3%
Red Line	1.1%
Royal Purple	0.8%
Water	0.7%
Silkolene	0.6%
Zip-ty	0.4%
Elf	0.4%
Suzuki	0.4%
Putoline	0.4%
Biltema	0.3%
Peak	0.2%
Spectro	0.2%
Moose	0.2%
<i>Misc. / Fill-in</i>	1.1%

BRAND(S) OF TOOLS OWNED:

Craftsman.....	62.9%
Snap-on.....	42.9%
Motion Pro.....	38.5%
Dewalt.....	29.0%
Stanley Tools.....	25.2%
Channel Lock.....	23.8%
Makita.....	21.3%
Kobalt.....	19.3%
Cresant.....	18.4%
Tusk.....	16.5%
Mac Tools.....	16.3%
Milwaukee.....	14.5%
Bike Master.....	14.1%
Husky.....	14.1%
Race Tech.....	13.8%
Matco Tools.....	11.9%
KTM PowerParts.....	11.4%
FMF.....	11.2%
NGK.....	11.2%
Moose Racing.....	11.2%
Park Tools.....	10.9%
Ryobi.....	10.6%
MSR.....	10.2%
Pro Circuit.....	9.7%
Hitachi.....	9.1%
Parts Unlimited.....	9.0%
Klein.....	8.6%
Excel.....	8.4%
K&N.....	7.7%
Porter Cable.....	7.4%
Mastercraft.....	7.1%
SK.....	7.0%
ASV.....	6.7%
Pit Posse.....	6.5%
Wiseco.....	6.2%
DID.....	6.1%
Fly Racing.....	5.6%
Cornwell.....	5.5%
Ration-Rite.....	4.8%
Matrix Concepts.....	4.6%
Motorsport Products.....	4.2%
Fasst Company.....	4.1%
Kinchrome.....	4.0%
Sidchrome.....	3.9%
Hot Cams.....	3.8%
Hilti.....	3.3%
K&L.....	3.1%
RK.....	2.8%
Cruz Tools.....	2.4%
Progressive Suspension.....	2.2%
Beta.....	2.2%
Facom.....	2.1%
Emgo.....	2.1%
Bacho.....	2.0%
Halfords.....	1.9%
Topeak.....	1.8%

AEG.....	1.8%
Biltema.....	1.6%
Carlyle.....	1.5%
Hardline.....	1.4%
Helix.....	1.4%
Gedore.....	1.3%
Drag Specialties.....	1.3%
Outerwears.....	1.1%
Torin Jacks Inc.....	1.0%
Tire Balls.....	1.0%
Air Force Blaster.....	1.0%
Scribner Plastics.....	1.0%
Rowe USA.....	0.9%
TMV.....	0.9%
Simple Solutions.....	0.8%
Dynatek.....	0.8%
Tecmate.....	0.8%
Hydro-turf.....	0.6%
Jims.....	0.5%
Lang Tools.....	0.5%
Stop & Go.....	0.5%
Moto Centric.....	0.5%
Baron Custom Accessories.....	0.4%
Tirox.....	0.4%
Bluhm Enterprises.....	0.4%
Teng.....	0.3%
Misc. / Fill-in.....	3.6%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months... 23.9%

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

GoPro.....	62.4%
Undecided.....	12.7%
Fly 360.....	12.2%
Sony Action Cam.....	3.4%
Contour.....	2.7%
Replay XD.....	1.0%
Drift Innovation.....	0.9%
Garmin.....	0.7%
iON.....	0.6%
JVC.....	0.4%
Liquid Image.....	0.4%
SJ4000.....	0.4%
CamOne.....	0.3%
WASPcam.....	0.3%
Misc. / Fill-in.....	1.1%

FAVORITE CASUAL SHOE:

Nike.....	20.5%
<i>Undecided</i>	12.6%
Vans.....	11.8%
DC.....	9.4%
Adidas.....	6.5%
New Balance.....	4.9%
Asics.....	3.7%
DVS.....	2.9%
Fox.....	2.4%
Etnies.....	2.0%
Skechers.....	1.9%
Merrell.....	1.8%
Converse.....	1.7%
Puma.....	1.2%
Alpinestars.....	1.1%
Salomon.....	1.1%
Reebok.....	1.0%
Brooks.....	0.9%
Under Armor.....	0.8%
Justin Boots.....	0.7%
Five Ten.....	0.7%
Keen.....	0.7%
Timberland.....	0.7%
Red Wing.....	0.6%
Jordan.....	0.5%
Sperry.....	0.5%
Globe.....	0.4%
Wolverine.....	0.4%
Colombia.....	0.4%
Mizuno.....	0.4%
Saucony.....	0.4%
Crocs.....	0.3%
Ecco.....	0.3%
Hi-Tec.....	0.3%
Lakai.....	0.3%
Oakley.....	0.3%
Emerica.....	0.3%
Osiris.....	0.3%
Adio.....	0.2%
KTM PowerGear.....	0.2%
Sanuk.....	0.2%
Teva.....	0.2%
Chacos.....	0.2%
<i>Misc. / Fill-in</i>	2.0%

FAVORITE SUNGLASSES:

Oakley.....	37.7%
<i>Undecided</i>	19.5%
Ray-Ban.....	8.3%
Spy.....	7.0%
100%.....	4.8%
Fox.....	2.3%
Smith Optics.....	2.2%
Dragon.....	2.1%
Maui Jim.....	1.9%
Arnette.....	1.8%
Von Zipper.....	1.4%
Costa Del Mar.....	1.3%
Electric.....	1.0%
Bolle.....	0.8%
Black Flys.....	0.5%
Scott.....	0.5%
Beer Optics.....	0.4%
Gucci.....	0.4%
Nike.....	0.4%
Tifosi.....	0.3%
Wiley X.....	0.3%
Serengeti.....	0.3%
Gatorz.....	0.2%
Native.....	0.2%
Persol.....	0.2%
Prada.....	0.2%
Vuarnet.....	0.2%
Revo.....	0.2%
Rudy Project.....	0.2%
Ryder.....	0.2%
<i>Misc. / Fill-in</i>	2.7%

POWERSPORTS ACTIVITY**OWN A STREET BIKE:**

Yes.....	29.6%
----------	-------

IF "YES," WHAT BRAND OF STREET BIKE:

Honda.....	22.4%
Yamaha.....	15.6%
Harley Davidson.....	15.3%
Suzuki.....	12.7%
Kawasaki.....	10.0%
Ducati.....	4.9%
KTM.....	4.3%
Triumph.....	3.9%
BMW.....	3.3%
Aprilla.....	1.1%
Buell.....	0.8%
Husaberg.....	0.7%
Husqvarna.....	0.6%
Victory.....	0.6%
BSA.....	0.5%
Moto Guzzi.....	0.5%
Vespa.....	0.4%
Cagiva.....	0.2%
Cushman.....	0.2%
Kymco.....	0.2%
MV Augusta.....	0.2%
<i>Misc. / Fill-in</i>	1.6%

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

Yes.....	9.9%
----------	------

IF "YES," WHAT BRAND OF STREET BIKE:

Yamaha.....	18.3%
Honda.....	17.3%
<i>Undecided</i>	12.5%
Harley Davidson.....	11.4%
KTM.....	9.3%
Kawasaki.....	6.6%
Ducati.....	5.2%
Suzuki.....	5.2%
BMW.....	3.8%
Triumph.....	2.1%
Aprilla.....	1.7%
Husqvarna.....	1.7%
Indian.....	0.7%
Royal Enfield.....	0.7%
Victory.....	0.7%
Custom.....	0.3%
Keeway.....	0.3%
Moto Guzzi.....	0.3%

Misc. / Fill-in 1.7%

OWN A SIDE x SIDE / UTV?

Yes 6.3%

IF "YES," WHAT BRAND OF SIDE x SIDE / UTV:

Polaris 37.8%
 Yamaha 18.3%
 Kawasaki 15.0%
 Can-Am 6.7%
 John Deere 6.1%
 Honda 5.0%
 Artic Cat 3.9%
 Kubota 1.7%
 Misc. / Fill-in 5.6%

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

Yes 3.1%

IF "YES," WHAT BRAND OF SIDE x SIDE / UTV:

Polaris 34.8%
 Can-Am 18.0%
 Undecided 13.5%
 Kawasaki 9.0%
 Yamaha 7.9%
 Artic Cat 5.6%
 Honda 5.6%
 Kubota 3.4%
 John Deere 2.2%

OWN AN ATV:

Yes 20.8%

IF "YES," WHAT TYPE OF ATV:

Utility 56.3%
 Sport 43.7%

IF "YES," WHAT BRAND OF ATV:

Honda 33.9%
 Yamaha 25.3%
 Polaris 13.3%
 Suzuki 11.7%
 Kawasaki 7.5%
 Can-Am 2.6%
 Artic Cat 2.4%
 Bombardier 0.7%
 KTM 0.5%
 Kymco 0.5%
 Eton 0.3%
 Misc. / Fill-in 1.2%

PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:

Yes 3.3%

IF "YES," WHAT TYPE OF ATV:

Sport 49.5%
 Utility 38.7%
 Undecided 11.8%

IF "YES," WHAT BRAND OF ATV:

Honda 30.3%
 Yamaha 27.0%
 Undecided 15.7%
 Suzuki 7.9%
 Polaris 6.7%
 Artic Cat 3.4%
 Bombardier 3.4%
 Kawasaki 3.4%
 Misc. / Fill-in 2.2%

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

Yes 7.6%

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

Traxxas 43.5%
 Undecided 15.9%
 Associated Electrics 10.7%
 HPI Racing 5.6%
 Losi 5.6%
 Axial 4.2%
 Kyosho 4.2%
 Mugen 1.4%
 Redcat 1.4%
 CEN Racing 0.9%
 DuraTrax 0.9%
 XTM Racing 0.9%
 Custom Works 0.5%
 Durango 0.5%
 ECX 0.5%
 Hot Bodies 0.5%
 OFNA 0.5%
 Schumacher 0.5%
 Tamiya 0.5%
 Tekno 0.5%
 Thunder Tiger 0.5%
 Vaterra 0.5%

OWN A PICKUP TRUCK:

Yes 70.4%

IF "YES," WHAT BRAND OF TRUCK:

Ford 32.3%
 Chevrolet 21.8%
 Dodge 14.5%
 Toyota 14.3%
 GMC 7.5%
 Nissan 4.3%
 Holden 1.4%
 Honda 0.8%
 Mitsubishi 0.8%
 Mazda 0.7%
 Isuzu 0.5%
 Volkswagen 0.5%
 Cadillac 0.2%
 Land Rover 0.2%
 Misc. / Fill-in 0.5%

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

Yes 15.4%

IF "YES," WHAT BRAND OF TRUCK:

Ford 27.5%
 Chevrolet 20.6%
 Toyota 15.3%
 Undecided 13.7%
 Dodge 11.6%
 GMC 4.4%
 Nissan 3.9%
 Mitsubishi 1.2%
 Honda 0.9%
 Holden 0.2%
 Mazda 0.2%
 Mercedes 0.2%
 Misc. / Fill-in 0.2%

Methodology – This survey was conducted on Vital MX, June-July 2015. Responses were limited to one per person. Results were tabulated from over 4,000 surveys.