

2018 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

46.2% *Raced in the
Past 12 Months*

79.4% *Rode MX Track in
Past 12 Months*

41.1% *Will Buy a New Bike
in the Next Year*

66.3% *Will Buy New Riding Gear
in the Next Year*

\$111,789 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **19.0%** KTM

Riding Gear to Buy: **16.2%** FOX

Helmet to Buy: **19.1%** BELL

Exhaust to Buy: **47.1%** FMF

Boots to Buy: **39.5%** ALPINESTARS

METHODOLOGY:

This survey was conducted on Vital MX, May - June 2018. Responses were limited to one per person. Results were tabulated from over 7,500 surveys. Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

| | |
|-------------|-------|
| Male..... | 97.2% |
| Female..... | 2.8% |

MARITAL STATUS:

| | |
|--------------|-------|
| Married..... | 56.3% |
| Single..... | 43.7% |

AGE:

| | |
|------------------|-------|
| Average..... | 39 |
| Median..... | 40 |
| 19 or under..... | 13.5% |
| 20-29..... | 17.2% |
| 30-39..... | 17.7% |
| 40-49..... | 22.3% |
| 50-59..... | 23.1% |
| 60 or older..... | 6.2% |

HIGHEST LEVEL OF EDUCATION COMPLETED:

| | |
|----------------------------|-------|
| Less than high school..... | 6.5% |
| High school..... | 29.1% |
| Some college..... | 27.9% |
| College..... | 28.1% |
| Postgraduate degree..... | 8.5% |

HOUSEHOLD INCOME:

| | |
|----------------------------|-----------|
| Average..... | \$111,789 |
| Median..... | \$87,500 |
| Under \$25,000..... | 6.86% |
| \$25,001 - \$50,000..... | 12.94% |
| \$50,001 - \$75,000..... | 16.98% |
| \$75,001 - \$100,000..... | 17.61% |
| \$100,001 - \$125,000..... | 13.96% |
| \$125,001 - \$150,000..... | 10.22% |
| \$150,001 - \$175,000..... | 6.26% |
| \$175,001 - \$200,000..... | 5.11% |
| \$200,001 - \$225,000..... | 2.91% |
| \$225,001 - \$250,000..... | 1.89% |
| \$250,001 or more..... | 5.27% |

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

| | |
|---------------------|-------|
| United States..... | 75.4% |
| Canada..... | 6.0% |
| Australia..... | 5.8% |
| United Kingdom..... | 2.5% |
| New Zealand..... | 1.3% |
| Sweden..... | 1.0% |
| South Africa..... | 0.7% |
| Netherlands..... | 0.7% |
| France..... | 0.5% |
| Germany..... | 0.5% |

U.S. TRAFFIC:

**Top 10 states from survey responses:*

| | |
|-------------------|-------|
| California..... | 18.3% |
| Texas..... | 6.1% |
| Michigan..... | 4.2% |
| Ohio..... | 3.8% |
| Florida..... | 3.7% |
| Pennsylvania..... | 3.7% |
| Washington..... | 3.5% |
| Colorado..... | 3.1% |
| Georgia..... | 2.9% |
| Oregon..... | 2.9% |

INTERNATIONAL TRAFFIC:

**Top 10 of 224 countries from Google Analytics:*

| | |
|---------------------|-------|
| United States..... | 62.5% |
| Australia..... | 6.6% |
| United Kingdom..... | 6.1% |
| Canada..... | 5.7% |
| France..... | 1.7% |
| Sweden..... | 1.2% |
| Germany..... | 1.1% |
| Italy..... | 1.2% |
| New Zealand..... | 1.1% |
| Netherlands..... | 1.0% |

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

| | |
|-------------------|-------|
| California..... | 17.0% |
| Texas..... | 6.6% |
| New York..... | 4.4% |
| Michigan..... | 4.4% |
| Florida..... | 4.1% |
| Illinois..... | 3.9% |
| Pennsylvania..... | 3.9% |
| Washington..... | 3.7% |
| Georgia..... | 3.4% |

North Carolina..... 3.3%

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

| | |
|----------------------------|-------|
| Mountain Biking..... | 42.5% |
| Camping..... | 40.8% |
| Shooting..... | 32.0% |
| Fishing..... | 30.3% |
| Walking..... | 29.3% |
| Video Gaming..... | 26.9% |
| Hiking..... | 26.5% |
| Swimming..... | 24.8% |
| Boating..... | 23.2% |
| Running..... | 22.0% |
| Hunting..... | 20.9% |
| Golf..... | 19.1% |
| BMX..... | 16.9% |
| Moto GP..... | 15.8% |
| Football..... | 15.7% |
| Road Cycling..... | 15.1% |
| Basketball..... | 14.6% |
| Baseball..... | 14.4% |
| Snowboarding..... | 14.0% |
| Bowling..... | 12.8% |
| Karting..... | 11.9% |
| Formula 1..... | 11.4% |
| Skiing..... | 11.3% |
| Jet Skiing..... | 10.9% |
| Kayaking..... | 10.8% |
| Drag Racing..... | 10.6% |
| Hockey..... | 10.5% |
| Snowmobiling..... | 10.3% |
| RC..... | 10.2% |
| Skateboarding..... | 9.9% |
| Quads..... | 9.9% |
| Body Building..... | 9.9% |
| Side by sides..... | 9.3% |
| Soccer..... | 9.3% |
| CrossFit..... | 9.1% |
| Wakeboarding..... | 8.8% |
| Off-Road Truck Racing..... | 8.4% |
| Surfing..... | 8.0% |
| Climbing..... | 7.8% |
| Paintball..... | 7.7% |
| NASCAR..... | 7.5% |
| Waterskiing..... | 6.5% |
| MMA..... | 6.3% |
| Boxing..... | 5.6% |
| Rally..... | 5.3% |
| Indy Car..... | 5.2% |
| Tennis..... | 5.2% |
| Horseback Riding..... | 4.7% |
| Scuba Diving..... | 4.1% |

| | |
|-----------------------|------|
| Autocross | 3.6% |
| Snow Biking | 3.2% |
| Rugby | 2.4% |
| Cricket | 1.7% |
| Sailing | 1.7% |
| Lacrosse | 1.6% |
| Misc. / Fill-in | 5.9% |

MAIN SOURCES OF MOTOCROSS INFORMATION:

| | |
|---------------------------------|-------|
| Motocross web sites | 79.4% |
| Social Media | 58.5% |
| Friends | 55.3% |
| Magazines | 52.5% |
| At track / races / events | 50.4% |
| Local shop | 33.7% |
| Television | 32.9% |
| Manufacturer web sites | 28.0% |
| Podcasts | 24.7% |
| Mail-order web sites | 15.8% |
| Manufacturer catalogs | 9.2% |
| Mail-order catalogs | 5.9% |
| Misc. / Fill-in | 2.1% |

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

| | |
|-----------|-------|
| Yes | 85.9% |
|-----------|-------|

MOTOCROSS BIKE CURRENTLY OWNED:

| | |
|-----------------|-------|
| Yamaha | 24.6% |
| Honda | 23.3% |
| KTM | 19.0% |
| Kawasaki | 14.3% |
| Suzuki | 8.8% |
| Husqvarna | 5.4% |
| Beta | 0.6% |
| Maico | 0.4% |
| TM | 0.3% |
| Gas Gas | 0.3% |
| CZ | 0.3% |
| Sherco | 0.2% |
| Bultaco | 0.2% |
| Husaberg | 0.1% |
| Cobra | 0.1% |

| | |
|-----------------------|------|
| BMW | 0.1% |
| Aprilia | 0.1% |
| Alta | 0.1% |
| Misc. / Fill-In | 1.9% |

SIZE OF PRIMARY BIKE:

| | |
|-----------------------|-------|
| 50-85 | 3.5% |
| 100-110 | 1.0% |
| 125 | 10.0% |
| 150 | 1.8% |
| 200-230 | 1.9% |
| 250 | 39.1% |
| 300 | 3.9% |
| 350 | 4.7% |
| 400 | 1.1% |
| 450 | 25.6% |
| 500 or bigger | 4.0% |
| Misc. / Fill-in | 3.4% |

PRIMARY BIKE 2-STROKE OR 4-STROKE:

| | |
|----------------|-------|
| 2-Stroke | 41.8% |
| 4-Stroke | 58.2% |

TOTAL DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

| | |
|-----------------|-------|
| Average | 2.8 |
| 1 | 24.2% |
| 2 | 26.6% |
| 3 | 18.3% |
| 4 | 11.7% |
| 5 or more | 19.2% |

TYPES OF DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

| | |
|------------------------------------|-------|
| Motocross | 85.1% |
| Off-Road (enduro, trail, XC) | 39.7% |
| Dual-Sport | 12.5% |
| Trials | 1.5% |
| Pit Bike | 1.0% |
| Vintage | 0.5% |
| Flat Track | 0.4% |
| Adventure | 0.3% |
| Supermoto | 0.3% |
| Misc. / Fill-in | 0.3% |

WHERE NORMALLY BUY NEW PARTS:

| | |
|------------------------------------|-------|
| Online / mail-order retailer | 56.8% |
| Local shop | 38.3% |
| Direct from manufacturer | 5.0% |

MAIL-ORDER USERS BUY FROM MOST:

| | |
|-----------------------------|-------|
| Rocky Mountain ATV/MC | 35.8% |
| MotoSport | 17.5% |
| Undecided | 11.1% |
| BTO Sports | 8.0% |
| Ebay | 5.8% |
| Amazon | 4.3% |
| 24MX | 2.2% |
| MX Store | 2.1% |
| Dennis Kirk | 1.6% |
| Motorcycle Superstore | 1.4% |
| FortNine | 1.2% |
| Chaparral | 1.0% |
| Revzilla | 0.9% |
| Bob's Cycle Supply | 0.8% |
| Bike Bandit | 0.6% |
| DirtBikeBitz | 0.5% |
| Partzilla | 0.4% |
| Torpedo7 | 0.4% |
| Babbits | 0.2% |
| AOMC | 0.2% |
| KTM-Parts | 0.2% |
| Moto X Outlet | 0.2% |
| Misc. / Fill-in | 3.5% |

SOURCES USED FOR PRODUCT RESEARCH:

| | |
|--|-------|
| Motocross web sites / online product reviews | 75.0% |
| Magazines | 50.3% |
| Riding friends | 47.6% |
| Social media | 44.1% |
| Manufacturer websites | 39.4% |
| Local motorcycle shop | 38.2% |
| Mail-order websites | 25.9% |
| Manufacturer catalogs | 14.6% |
| Mail-order catalogs | 9.1% |
| Motocross Podcasts | 0.9% |
| Misc. / Fill-in | 1.9% |

HOW OFTEN RIDE:

| | |
|-----------------------------|--------------------|
| Average..... | 1.3 times per week |
| 4 or more times a week..... | 8.2% |
| 2-3 times a week..... | 22.4% |
| About once a week..... | 26.9% |
| 2-3 times a month..... | 21.4% |
| About once a month..... | 11.8% |
| I don't ride regularly..... | 9.3% |

FAVORITE TYPE OF RIDING:

| | |
|--------------------------------------|-------|
| Motocross tracks..... | 58.1% |
| Off-Road (trail riding, enduro)..... | 31.7% |
| Dual Sport..... | 1.7% |
| Trials..... | 1.4% |
| Endurocross..... | 1.3% |
| Sand Dunes..... | 1.2% |
| Street / Road..... | 0.9% |
| Supermoto..... | 0.6% |
| Misc. / Fill-in..... | 3.2% |

TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

| | |
|--------------------------------------|-------|
| Motocross tracks..... | 79.4% |
| Off-Road (trail riding, enduro)..... | 70.0% |
| Street / Road..... | 25.8% |
| Dual Sport..... | 14.7% |
| Sand Dunes..... | 11.9% |
| Trials..... | 10.7% |
| Endurocross..... | 10.0% |
| Supermoto..... | 3.5% |
| Flat Track..... | 0.7% |
| Arenacross..... | 0.2% |
| Supercross..... | 0.2% |
| Misc. / Fill-in..... | 5.4% |

RACED IN THE PAST 12 MONTHS:

| | |
|----------|-------|
| Yes..... | 46.2% |
|----------|-------|

IF "YES," WHAT TYPE OF RACE:

| | |
|--|-------|
| Motocross..... | 79.4% |
| Off-road (GNCC, Desert, Hare & Hound, Worcs, etc)..... | 36.1% |
| Arenacross..... | 12.5% |
| Endurocross..... | 5.5% |
| Supermoto..... | 2.2% |
| Flat Track..... | 1.1% |

| | |
|----------------------|------|
| Supercross..... | 0.9% |
| Vintage..... | 0.8% |
| Trials..... | 0.6% |
| Misc. / Fill-in..... | 3.2% |

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

| | |
|--------------------------------|-------|
| Currently work in shop..... | 5.5% |
| Previously worked in shop..... | 21.1% |

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

| | |
|----------|-------|
| Yes..... | 41.1% |
|----------|-------|

IF "YES," WHAT SIZE:

| | |
|----------------------|-------|
| 50-85..... | 4.2% |
| 100-110..... | 1.1% |
| 125..... | 8.5% |
| 150..... | 2.8% |
| 200-230..... | 1.1% |
| 250..... | 33.5% |
| 300..... | 5.4% |
| 350..... | 5.7% |
| 400..... | 0.6% |
| 450..... | 30.2% |
| 500 or bigger..... | 3.0% |
| Misc. / Fill-in..... | 4.2% |

IF "YES," 2-STROKE OR 4-STROKE:

| | |
|---------------|-------|
| 2-Stroke..... | 35.9% |
| 4-Stroke..... | 64.1% |

IF "YES," WHAT TYPE:

| | |
|-----------------------------------|-------|
| Motocross..... | 73.7% |
| Off-Road (enduro, trail, XC)..... | 20.8% |
| Dual-Sport..... | 5.5% |

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| KTM..... | 19.0% |
| Yamaha..... | 18.3% |
| Honda..... | 17.7% |
| Undecided..... | 13.1% |
| Husqvarna..... | 10.8% |
| Kawasaki..... | 10.7% |
| Suzuki..... | 4.4% |
| Alta..... | 1.1% |
| TM..... | 0.8% |
| Beta..... | 0.8% |
| Gas Gas..... | 0.5% |
| Cobra..... | 0.2% |
| BMW..... | 0.1% |
| Misc. / Fill-in..... | 2.6% |

**IF "YES," BRAND OF BIKE,
CROSS-TABULATED BY 250:**

| | |
|----------------|-------|
| Yamaha..... | 25.8% |
| Honda..... | 17.9% |
| KTM..... | 16.8% |
| Undecided..... | 12.4% |
| Kawasaki..... | 11.3% |
| Husqvarna..... | 8.5% |
| Suzuki..... | 5.8% |
| TM..... | 0.5% |
| Gas Gas..... | 0.3% |
| Beta..... | 0.2% |

**IF "YES," BRAND OF BIKE,
CROSS-TABULATED BY 450:**

| | |
|----------------|-------|
| Honda..... | 26.7% |
| Yamaha..... | 17.3% |
| Kawasaki..... | 16.6% |
| KTM..... | 12.4% |
| Undecided..... | 12.4% |
| Husqvarna..... | 8.0% |
| Suzuki..... | 5.6% |
| Beta..... | 0.2% |

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months ... 66.3%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Undecided | 22.1% |
| Fox | 16.2% |
| Fly | 11.7% |
| Troy Lee Designs | 7.6% |
| Shift | 5.2% |
| Alpinestars | 4.7% |
| Fasthouse | 4.2% |
| Thor | 4.1% |
| Seven | 3.1% |
| Answer | 2.9% |
| Alias | 2.7% |
| O'Neal | 2.4% |
| FXR | 1.9% |
| JT Racing | 1.3% |
| Klim | 1.2% |
| Moose | 1.0% |
| Leatt | 1.0% |
| MSR | 0.8% |
| AXO | 0.5% |
| Shot | 0.4% |
| Husqvarna Apparel | 0.4% |
| Acerbis | 0.3% |
| ONE Industries | 0.3% |
| UFO | 0.3% |
| KTM PowerWear | 0.2% |
| Misc. / Fill-in | 3.7% |

GLOVES:

Will purchase within 12 months ... 65.1%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Undecided | 25.4% |
| Fox | 15.9% |
| 100% | 8.9% |
| Fly | 8.4% |
| Troy Lee Designs | 5.8% |
| Alpinestars | 3.7% |
| Shift | 3.3% |
| Thor | 3.1% |
| Answer | 2.7% |
| Fasthouse | 2.5% |
| O'Neal | 2.0% |
| Alias | 1.7% |
| Seven | 1.7% |
| Deft Family | 1.5% |
| FXR | 1.1% |
| Novik | 1.0% |
| Leatt | 0.9% |
| JT Racing | 0.8% |
| Moose | 0.6% |
| AXO | 0.6% |
| Fist | 0.6% |
| MSR | 0.6% |
| Klim | 0.5% |
| Mechanix Wear | 0.5% |
| Husqvarna Apparel | 0.4% |
| Acerbis | 0.3% |
| Scott | 0.3% |
| SHOT | 0.3% |
| KTM PowerWear | 0.3% |
| Oakley | 0.3% |
| EVS | 0.2% |
| ONE Industries | 0.2% |
| Pro Grip | 0.2% |
| UFO | 0.2% |
| Misc. / Fill-in | 3.6% |

HELMET:

Will purchase within 12 months ... 45.5%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Bell | 19.1% |
| Undecided | 18.4% |
| Fox | 10.2% |
| 6D | 10.1% |
| Shoei | 8.4% |
| Troy Lee Designs | 6.3% |
| Arai | 5.5% |
| Fly | 4.9% |
| Airoh | 3.9% |
| Leatt | 1.3% |
| HJC | 1.2% |
| LS2 | 0.9% |

| | |
|-----------------------|------|
| Just 1 | 0.8% |
| O'Neal | 0.8% |
| Thor | 0.8% |
| Answer | 0.7% |
| Suomy | 0.6% |
| Scorpion | 0.5% |
| FXR | 0.4% |
| AGV | 0.3% |
| Seven | 0.3% |
| EVS | 0.3% |
| Shift | 0.3% |
| Klim | 0.3% |
| Acerbis | 0.2% |
| JT Racing | 0.2% |
| ONE Industries | 0.2% |
| Scott | 0.2% |
| UFO | 0.2% |
| AFX | 0.2% |
| M2R | 0.2% |
| Misc. / Fill-in | 2.3% |

GOGGLES:

Will purchase within 12 months ... 53.9%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| 100% | 33.8% |
| Oakley | 15.2% |
| Scott | 14.4% |
| Undecided | 14.1% |
| EKS Brand | 5.1% |
| Fox | 4.8% |
| Spy | 3.5% |
| Dragon | 1.8% |
| Smith Optics | 1.2% |
| Fly | 1.0% |
| Von Zipper | 0.6% |
| Thor | 0.6% |
| Flow Vision | 0.5% |
| Rip N Roll | 0.5% |
| Pro Grip | 0.4% |
| Viral | 0.4% |
| Blur | 0.3% |
| 509 | 3.5% |
| True MX | 0.2% |
| Misc. / Fill-in | 1.5% |

BOOTS:

Will purchase within 12 months ... 42.9%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| Alpinestars | 39.5% |
| Gaerne | 18.2% |
| Undecided | 13.2% |
| Fox | 12.3% |
| Sidi | 8.6% |
| Fly | 1.4% |
| Forma | 1.2% |
| O'Neal | 1.2% |
| TCX | 1.1% |
| AXO | 0.7% |
| Thor | 0.5% |
| Acerbis | 0.3% |
| Scott | 0.3% |
| Jett | 0.2% |
| Misc. / Fill-in | 1.2% |

NECK PROTECTION:

Will purchase within 12 months ... 16.6%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Leatt | 34.2% |
| Undecided | 21.4% |
| Atlas | 19.7% |
| Alpinestars | 12.5% |
| EVS | 5.2% |
| Fly | 3.1% |
| KTM PowerWear | 1.4% |
| Troy Lee Designs | 1.4% |
| Omega | 0.4% |
| UFO | 0.4% |

CHEST PROTECTOR:

Will purchase within 12 months ... 24.2%

IF "YES," WHAT BRAND:

| | |
|-------------------|-------|
| Undecided | 27.4% |
| Fox | 17.8% |
| Leatt | 12.2% |
| Alpinestars | 11.4% |
| EVS | 4.6% |
| Thor | 4.5% |
| Atlas | 4.3% |
| Troy Lee | 4.0% |
| Fly | 3.5% |
| Acerbis | 1.4% |

| | |
|-----------------------|------|
| Answer | 1.4% |
| O'Neal | 1.2% |
| RXR Protect | 1.2% |
| HRP Sports | 1.1% |
| AXO | 0.7% |
| MotocrossVest | 0.7% |
| MSR | 0.6% |
| Six Six One | 0.4% |
| Misc. / Fill-in | 1.7% |

KNEE PROTECTION:

Will purchase within 12 months ... 25.9%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided | 27.5% |
| Mobius | 12.5% |
| EVS | 9.9% |
| Asterisk | 9.7% |
| Alpinestars | 7.2% |
| Leatt | 7.0% |
| CTi | 6.9% |
| POD MX | 5.5% |
| Fox | 4.6% |
| Troy Lee Designs | 1.4% |
| Fly | 1.2% |
| Thor | 1.0% |
| Acerbis | 1.0% |
| AXO | 0.8% |
| Answer | 0.6% |
| O'Neal | 0.6% |
| DonJoy | 0.5% |
| Ortema | 0.4% |
| A.R.C. | 0.3% |
| MSR | 0.3% |
| Moose | 0.2% |
| Misc. / Fill-in | 0.8% |

EXHAUST:

Will purchase within 12 months ... 32.5%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| FMF | 47.1% |
| Pro Circuit | 15.9% |
| Yoshimura | 10.2% |
| Undecided | 7.8% |
| Akrapovic | 4.3% |
| Bill's Pipes | 3.7% |
| HGS | 1.6% |
| Scalvini | 1.4% |
| DEP | 1.1% |
| Dr. D / Dubach | 0.9% |
| DG Performance | 0.6% |

| | |
|-----------------------|------|
| GYTR | 0.6% |
| Doma | 0.5% |
| Bud Racing | 0.4% |
| Rocket | 0.3% |
| Arrow | 0.3% |
| Big Gun | 0.3% |
| Dynoport | 0.3% |
| Supertrapp | 0.3% |
| Misc. / Fill-in | 2.4% |

GRAPHICS:

Will purchase within 12 months ... 41.5%

IF "YES," WHAT BRAND:

| | |
|--------------------------|-------|
| Undecided | 26.0% |
| DeCal Works | 11.5% |
| Factory Effex | 4.1% |
| D'Cor Visuals | 2.3% |
| 180 Decals | 2.1% |
| Motocal | 2.0% |
| Throttle Jockey | 1.6% |
| Factory Backing | 1.5% |
| N-Style | 1.5% |
| Roost MX | 1.3% |
| Backyard Design | 1.2% |
| Attack Graphics | 1.2% |
| Motopro Graphics | 1.2% |
| Fusion Graphix | 1.1% |
| Split Designs Co | 1.0% |
| Black Diamond | 0.9% |
| MX Graphics | 0.9% |
| Bike Graphix | 0.9% |
| Pro Circuit | 0.9% |
| 139 Designs | 0.8% |
| Limited Decal | 0.7% |
| KTM Team Replica | 0.6% |
| Defy Graphics | 0.6% |
| MGX Unlimited | 0.6% |
| EVO MX | 0.5% |
| FMF | 0.5% |
| ONE Industries | 0.5% |
| MotoSport | 0.5% |
| 343 Graphics | 0.5% |
| Flu Designs | 0.5% |
| SK Designs | 0.5% |
| Armored Graphix | 0.4% |
| Blackbird Racing | 0.4% |
| HBD Moto Grafx | 0.4% |
| Ride Industries | 0.4% |
| Lime Nine | 0.4% |
| Rival Ink | 0.4% |
| Ringmaster | 0.4% |
| Elusive Graphics | 0.4% |
| Forty Five Designs | 0.3% |

| | |
|------------------------|-------|
| RedLabel MX..... | 0.3% |
| Bentley GFX..... | 0.3% |
| AMR Racing..... | 0.3% |
| Enjoy Mfg..... | 0.3% |
| KTM PowerParts..... | 0.3% |
| Cor Moto..... | 0.3% |
| E-Sticky..... | 0.2% |
| Local Hero MX..... | 0.2% |
| SSI Decals..... | 0.2% |
| Workshop Graphics..... | 0.2% |
| Dirt Digits..... | 0.2% |
| Racestar Graffix..... | 0.2% |
| Motocutz MX..... | 0.2% |
| SCRUBdesignz..... | 0.2% |
| Techone Designs..... | 0.2% |
| Zeronine..... | 0.2% |
| Misc. / Fill-in..... | 10.9% |

TIRES:

Will purchase within 12 months ... 70.9%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Dunlop..... | 44.1% |
| Michelin..... | 13.6% |
| Undecided..... | 11.8% |
| Bridgestone..... | 7.2% |
| Pirelli..... | 6.6% |
| Maxxis..... | 4.1% |
| Kenda..... | 2.3% |
| Golden Tyre..... | 1.5% |
| Hoosier..... | 1.4% |
| Metzler..... | 1.3% |
| Shinko..... | 1.2% |
| Artrax..... | 0.9% |
| IRC..... | 0.7% |
| Mitas..... | 0.7% |
| Motoz..... | 0.5% |
| Sedona..... | 0.4% |
| STI..... | 0.3% |
| Misc. / Fill-in..... | 1.4% |

HANDLEBARS:

Will purchase within 12 months ... 28.0%

IF "YES," WHAT BRAND:

| | |
|--------------------|-------|
| Renthal..... | 38.8% |
| Pro Taper..... | 30.3% |
| Mika Metals..... | 8.7% |
| Undecided..... | 7.1% |
| Fasst Company..... | 2.9% |
| ODI..... | 2.5% |
| Neken..... | 2.4% |

| | |
|--------------------------|------|
| Tag Metals..... | 2.3% |
| Fly..... | 0.8% |
| Acerbis..... | 0.6% |
| Vortex..... | 0.5% |
| Moose..... | 0.4% |
| Twisted Engineering..... | 0.4% |
| Husqvarna..... | 0.3% |
| O'Neal..... | 0.3% |
| KTM PowerParts..... | 0.3% |
| Magura..... | 0.3% |
| Torcl..... | 0.3% |
| Tusk..... | 0.3% |
| Misc. / Fill-in..... | 0.6% |

GRIPS:

Will purchase within 12 months ... 54.4%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| ODI..... | 29.0% |
| Renthal..... | 20.2% |
| Pro Taper..... | 16.4% |
| Undecided..... | 14.2% |
| Scott..... | 3.1% |
| Pro Grip..... | 2.8% |
| Oury..... | 1.8% |
| KTM PowerParts..... | 1.5% |
| OEM..... | 1.2% |
| Tag..... | 1.2% |
| Mika Metals..... | 1.1% |
| Torcl..... | 0.9% |
| Fly..... | 0.6% |
| Husqvarna..... | 0.6% |
| Troy Lee Designs..... | 0.5% |
| Moose..... | 0.5% |
| Spider..... | 0.5% |
| A'ME..... | 0.4% |
| Domino..... | 0.4% |
| MSR..... | 0.4% |
| Neken..... | 0.3% |
| Motion Pro..... | 0.3% |
| O'Neal..... | 0.3% |
| EKS Brand..... | 0.3% |
| Tusk..... | 0.3% |
| Ariete..... | 0.2% |
| Misc. / Fill-in..... | 1.2% |

LEVERS:

Will purchase within 12 months ... 26.5%

IF "YES," WHAT BRAND:

| | |
|----------|-------|
| ASV..... | 18.8% |
| ARC..... | 18.5% |

| | |
|-----------------------------------|-------|
| Undecided..... | 18.0% |
| Works Connection..... | 7.4% |
| Pro Taper..... | 5.9% |
| OEM..... | 4.8% |
| Renthal..... | 3.2% |
| KTM PowerParts..... | 2.3% |
| Tusk..... | 2.2% |
| Zeta..... | 1.9% |
| Magura..... | 1.4% |
| Sunline..... | 1.4% |
| Torcl..... | 1.3% |
| Motion Pro..... | 1.2% |
| Pro Circuit..... | 1.2% |
| GYTR..... | 1.1% |
| Moose..... | 1.0% |
| Hammerhead..... | 0.9% |
| MSR..... | 0.9% |
| Flo Motorsports..... | 0.7% |
| Husqvarna..... | 0.7% |
| Fly Hard Parts..... | 0.7% |
| Next Components..... | 0.6% |
| Midwest Mountain Engineering..... | 0.5% |
| Bud Racing..... | 0.4% |
| Apico..... | 0.3% |
| Race Tech..... | 0.3% |
| Streamline Industries..... | 0.3% |
| Wirtz..... | 0.2% |
| TMV..... | 0.1% |
| Factor MRC..... | 0.1% |
| Turner..... | 0.1% |
| Warp 9..... | 0.1% |
| Zap Technix..... | 0.1% |
| Psychic MX..... | 0.0% |
| Misc. / Fill-in..... | 1.8% |

CLUTCH:

Will purchase within 12 months ... 28.6%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Hinson..... | 25.6% |
| Rekluse..... | 24.1% |
| OEM..... | 14.3% |
| Undecided..... | 11.4% |
| Tusk..... | 4.8% |
| Barnett..... | 4.3% |
| EBC..... | 3.0% |
| Boyesen..... | 2.8% |
| Wiseco..... | 2.5% |
| GYTR..... | 2.0% |
| ProX..... | 1.5% |
| DP..... | 1.3% |
| Bud Racing..... | 0.6% |
| Moose..... | 0.5% |
| ESR..... | 0.2% |

| | |
|-----------------------|------|
| KG | 0.2% |
| TMV | 0.2% |
| Misc. / Fill-in | 0.8% |

PISTON:

Will purchase within 12 months ... 36.4%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| Wiseco | 24.9% |
| OEM | 19.1% |
| Vertex | 18.4% |
| Undecided | 10.5% |
| KTM PowerParts | 3.9% |
| ProX | 3.7% |
| CP-Carrillo | 3.0% |
| Wossner | 2.9% |
| Pro Circuit | 2.7% |
| JE | 2.3% |
| GYTR | 2.0% |
| Athena | 1.7% |
| Hot Rods | 0.9% |
| Husqvarna | 0.9% |
| Bud Racing | 0.5% |
| Namura | 0.5% |
| Cosworth | 0.4% |
| Mahle | 0.4% |
| Mitaka | 0.3% |
| Moose | 0.3% |
| Misc. / Fill-in | 0.7% |

FOOTPEGS:

Will purchase within 12 months ... 15.5%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Undecided | 20.5% |
| Raptor Titanium | 11.2% |
| IMS | 9.8% |
| Fastway / Promoto | 7.2% |
| Flo Motorsports | 6.5% |
| Pro Pegs Titanium | 4.1% |
| Works Connection | 3.5% |
| Pro Taper | 3.2% |
| Ankle Savers | 3.1% |
| Pro Circuit | 3.1% |
| Tusk | 3.1% |
| Fasst Company | 2.0% |
| Scar Racing | 1.9% |
| Moose | 1.7% |
| PivotPegz | 1.7% |
| Torcl | 1.6% |
| DRC / Zeta | 1.4% |
| OEM | 1.4% |

| | |
|-----------------------|------|
| Akrapovic | 1.2% |
| Lightspeed | 1.1% |
| Moto Stuff | 1.1% |
| Fly Hard Parts | 1.0% |
| KTM PowerParts | 1.0% |
| Talon | 0.7% |
| XC Gear | 0.7% |
| Apico | 0.6% |
| Pro Moto Billet | 0.6% |
| Warp 9 | 0.6% |
| MSR | 0.4% |
| Next Components | 0.4% |
| Turner | 0.2% |
| Zap Technix | 0.2% |
| Bud Racing | 0.2% |
| Judd Racing | 0.2% |
| RHK Footpegs | 0.2% |
| VMX Racing | 0.2% |
| Misc. / Fill-in | 2.1% |

PRE-BUILT WHEELS:

Will purchase within 12 months ... 14.2%

IF "YES," WHAT BRAND:

| | |
|---------------------------|-------|
| Tusk | 18.7% |
| Dubya | 15.5% |
| Undecided | 13.7% |
| Talon / Excel | 10.2% |
| Excel Pro Series G2 | 5.6% |
| Warp 9 | 5.2% |
| Kite / Excel | 4.7% |
| SM Pro | 4.6% |
| FasterUSA | 3.6% |
| Haan | 3.1% |
| Talon / DID | 2.9% |
| Kite / DID | 2.5% |
| TCR | 1.7% |
| Pro-Wheel | 1.5% |
| KTM PowerParts | 1.3% |
| OEM | 1.0% |
| DNA | 0.7% |
| G-Force Richter | 0.4% |
| KSR Wheels | 0.4% |
| Psychic MX | 0.3% |
| Woody's | 0.3% |
| Misc. / Fill-in | 2.2% |

RIMS:

Will purchase within 12 months ... 10.1%

IF "YES," WHAT BRAND:

| | |
|-------------|-------|
| Excel | 39.8% |
| D.I.D | 18.7% |

| | |
|-----------------------|-------|
| Undecided | 13.5% |
| Tusk | 8.0% |
| Dubya | 3.0% |
| Warp 9 | 3.0% |
| Pro-Wheel | 2.4% |
| Moose | 1.4% |
| SM Pro | 1.4% |
| OEM | 1.2% |
| Alpina | 1.0% |
| Bud Racing | 1.0% |
| DWT | 0.8% |
| Sun | 0.8% |
| DNA | 0.6% |
| G-Force Richter | 0.6% |
| BBR | 0.4% |
| Psychic MX | 0.4% |
| Sunline | 0.4% |
| Krieg | 0.2% |
| Misc. / Fill-in | 1.2% |

HUBS:

Will purchase within 12 months ... 4.6%

IF "CUSTOM," WHAT BRAND:

| | |
|---------------------------|-------|
| Talon | 21.6% |
| Undecided | 15.3% |
| Tusk | 13.5% |
| Dubya | 7.7% |
| Excel Pro Series G2 | 7.2% |
| Kite | 4.5% |
| OEM | 4.5% |
| Bud Racing | 4.1% |
| FasterUSA | 3.6% |
| Haan | 3.2% |
| TCR | 2.7% |
| Warp 9 | 2.7% |
| Pro-Wheel | 1.8% |
| SM Pro Wheels | 1.8% |
| DNA | 0.9% |
| G-Force Richter | 0.9% |
| LSR | 0.5% |
| RAD Mfg. | 0.5% |
| Sunline | 0.5% |
| Factory Effex | 0.0% |
| Krieg | 0.0% |
| Psychic MX | 0.0% |
| Misc. / Fill-in | 2.7% |

SPROCKET:

Will purchase within 12 months ... 53.8%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Renthal | 31.6% |
| Undecided | 17.0% |
| Sunstar | 6.2% |
| Pro Taper | 5.9% |
| Supersprox | 5.2% |
| Mika Metals | 4.3% |
| JT | 3.4% |
| Dirt Tricks | 3.2% |
| Primary Drive | 3.0% |
| Vortex | 2.6% |
| OEM | 1.8% |
| Tag | 1.6% |
| Talon | 1.6% |
| Iron Man | 1.5% |
| GYTR | 1.3% |
| KTM PowerParts | 1.2% |
| ProX | 1.1% |
| AFAM | 0.8% |
| Sidewinder | 0.8% |
| RK | 0.7% |
| Moose | 0.6% |
| Husqvarna | 0.5% |
| Fly Hard Parts | 0.5% |
| DDC | 0.4% |
| Sprocket Specialists | 0.3% |
| MSR | 0.3% |
| Chain Gang | 0.2% |
| PBI | 0.2% |
| Turner | 0.2% |
| Misc. / Fill-in | 1.9% |

CHAIN:

Will purchase within 12 months ... 56.7%

IF "YES," WHAT BRAND:

| | |
|----------------|-------|
| DID | 33.6% |
| Renthal | 15.2% |
| Undecided | 14.3% |
| RK Chain | 9.3% |
| Pro Taper | 5.0% |
| EK | 3.5% |
| Regina | 3.4% |
| Primary Drive | 2.9% |
| Mika Metals | 2.6% |
| Sunstar | 1.4% |
| KTM PowerParts | 1.1% |
| ProX | 0.7% |
| Tsubaki | 0.7% |

| | |
|-----------------|------|
| GYTR | 0.7% |
| Vortex | 0.7% |
| Fly Hard Parts | 0.6% |
| AFAM | 0.4% |
| Moose | 0.4% |
| Sidewinder | 0.4% |
| Tag | 0.4% |
| JT | 0.4% |
| KMC | 0.4% |
| CZ | 0.3% |
| Parts Unlimited | 0.3% |
| Bud Racing | 0.3% |
| Husqvarna | 0.3% |
| MSR | 0.2% |
| Misc. / Fill-in | 0.5% |

BRAKE PADS/ DISCS/**CALIPERS:**

Will purchase within 12 months ... 37.4%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| EBC | 24.8% |
| Undecided | 17.5% |
| OEM | 11.5% |
| Brembo | 9.9% |
| Braking | 8.2% |
| Galfer | 6.8% |
| DP Brakes | 3.4% |
| Tusk | 2.3% |
| KTM PowerParts | 1.9% |
| Pro Taper | 1.6% |
| Moto-Master | 1.5% |
| Moto Stuff | 1.5% |
| Renthal | 1.3% |
| Husqvarna | 0.9% |
| Mika Metals | 0.8% |
| SBS Brakes | 0.7% |
| Ferodo | 0.6% |
| ProX | 0.6% |
| Moose Racing | 0.4% |
| Bud Racing | 0.3% |
| Excel | 0.3% |
| SRT | 0.3% |
| Vesrah Racing | 0.3% |
| Gold Fren | 0.2% |
| Goodridge | 0.2% |
| Magnum | 0.2% |
| Misc. / Fill-in | 1.9% |

PLASTICS:

Will purchase within 12 months ... 32.0%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Acerbis | 34.7% |
| Cyca | 16.7% |
| Undecided | 13.6% |
| Polisport | 9.5% |
| UFO | 8.6% |
| OEM | 5.6% |
| RTech | 3.3% |
| KTM PowerParts | 2.0% |
| DC Plastics | 1.4% |
| MX Plastics | 1.3% |
| Husqvarna | 0.8% |
| Maier | 0.8% |
| Preston Petty Products | 0.5% |
| VMX | 0.5% |
| TX Race | 0.3% |
| Misc. / Fill-in | 0.4% |

SEAT OR SEAT COVER:

Will purchase within 12 months ... 29.0%

IF "YES," SEAT OR SEAT COVER:

| | |
|------------|-------|
| Seat | 23.6% |
| Seat cover | 76.4% |

IF "SEAT," WHAT BRAND:

| | |
|--------------------|-------|
| Undecided | 20.9% |
| Guts | 18.2% |
| Seat Concepts | 12.6% |
| SDG | 7.4% |
| KTM PowerParts | 6.2% |
| Acerbis | 5.2% |
| Factory Effex | 4.9% |
| MotoSeat | 4.3% |
| OEM | 4.0% |
| Think | 3.7% |
| Enduro Engineering | 2.8% |
| Factory Backing | 2.2% |
| Husqvarna | 1.8% |
| Psychic MX | 1.5% |
| Polisport | 0.6% |
| Misc. / Fill-in | 3.7% |

IF "SEAT COVER," WHAT BRAND:

| | |
|-----------|-------|
| Undecided | 24.7% |
| MotoSeat | 13.3% |
| Guts | 10.7% |

| | |
|------------------------|------|
| Factory Effex | 5.7% |
| Factory Seat | 3.7% |
| Traction MX..... | 3.5% |
| KTM PowerParts..... | 3.2% |
| D'cor Visuals..... | 3.0% |
| Thrill Seekers..... | 2.7% |
| DeCal Works..... | 2.3% |
| Acerbis..... | 1.8% |
| Throttle Jockey..... | 1.5% |
| Attack Graphics..... | 1.4% |
| SDG..... | 1.4% |
| Seat Concepts..... | 1.4% |
| Enjoy Mfg..... | 1.3% |
| N-Style..... | 1.1% |
| OEM..... | 1.1% |
| Blackbird..... | 1.0% |
| Flu Designs..... | 1.0% |
| Husqvarna..... | 1.0% |
| 180 Decals..... | 0.9% |
| Cross X Racing..... | 0.9% |
| Bud Racing..... | 0.8% |
| Ceet..... | 0.8% |
| CFX..... | 0.7% |
| Tecnosel..... | 0.6% |
| Evo-MX..... | 0.5% |
| One Industries..... | 0.5% |
| Topline..... | 0.5% |
| Elusive..... | 0.5% |
| Bike Graphix..... | 0.4% |
| BUR..... | 0.3% |
| DR Trim..... | 0.3% |
| Selle Dalla Valle..... | 0.3% |
| Walker Seats..... | 0.3% |
| Misc. / Fill-in..... | 4.9% |

BIKE PROTECTION:

Will purchase within 12 months ... 17.9%

IF "YES," WHAT BRAND:

| | |
|---------------------------|-------|
| Works Connection..... | 26.1% |
| Undecided..... | 25.6% |
| Acerbis..... | 23.9% |
| Cycra..... | 14.6% |
| TM Designworks..... | 13.0% |
| Enduro Engineering..... | 8.6% |
| Tusk..... | 6.9% |
| KTM PowerParts..... | 6.7% |
| Lightspeed..... | 6.5% |
| DeVol Racing..... | 5.1% |
| P3..... | 5.1% |
| GYTR..... | 4.2% |
| Moose..... | 4.0% |
| Bullet Proof Designs..... | 3.8% |
| Polisport..... | 3.2% |

| | |
|--------------------------------|------|
| Pro Carbon..... | 3.2% |
| Fastway..... | 2.2% |
| MSR..... | 1.9% |
| Husqvarna..... | 1.6% |
| Unabiker..... | 1.5% |
| AXP Motocross..... | 1.3% |
| Hyde Racing..... | 1.1% |
| SX Slide Plates..... | 1.1% |
| Emperor Racing..... | 0.9% |
| Next Components..... | 0.8% |
| 7602 Racing..... | 0.7% |
| CrossPro..... | 0.7% |
| Ricochet Offroad..... | 0.7% |
| Flatland Racing..... | 0.6% |
| ICW..... | 0.6% |
| Scar..... | 0.6% |
| Appalachian Moto Products..... | 0.3% |
| CF Works..... | 0.3% |
| CRD..... | 0.2% |
| Leo Vince..... | 0.2% |
| Misc. / Fill-in..... | 3.3% |

SUSPENSION SERVICE:

Will purchase within 12 months ... 46.6%

IF "YES," WHAT SUSPENSION COMPANY:

| | |
|------------------------------|-------|
| Undecided..... | 16.6% |
| Factory Connection..... | 13.0% |
| Race Tech..... | 9.6% |
| Enzo..... | 4.6% |
| Pro Circuit..... | 3.5% |
| Pro-Action..... | 2.5% |
| RG3..... | 2.1% |
| Öhlins..... | 1.6% |
| EVO..... | 1.3% |
| WP, North America..... | 1.1% |
| MX-Tech..... | 1.1% |
| Kreft..... | 1.0% |
| TBT..... | 1.0% |
| 707 Racing..... | 0.9% |
| A1 Racing..... | 0.9% |
| Fastlap..... | 0.8% |
| Fox Racing Shox..... | 0.8% |
| JM Racing..... | 0.7% |
| PR2..... | 0.7% |
| FCR..... | 0.6% |
| Powerband Racing..... | 0.6% |
| Enduro Engineering..... | 0.6% |
| Full Travel Innovations..... | 0.6% |
| MB1..... | 0.5% |
| AHM Factory Services..... | 0.5% |
| KPS..... | 0.5% |

| | |
|----------------------------|-------|
| Tech Care..... | 0.5% |
| Technical Touch..... | 0.5% |
| Independent Race Shop..... | 0.4% |
| Precision Concepts..... | 0.4% |
| TZR..... | 0.4% |
| WER..... | 0.4% |
| Dick's Racing..... | 0.4% |
| EBR..... | 0.4% |
| MCR..... | 0.4% |
| Total Control..... | 0.4% |
| Graeme Brough..... | 0.3% |
| JGR..... | 0.3% |
| JMR Suspension..... | 0.3% |
| Moto-Vations..... | 0.3% |
| Noleen..... | 0.3% |
| Promotion..... | 0.3% |
| Roth Racing..... | 0.3% |
| Stillwell Performance..... | 0.3% |
| 812 Suspension..... | 0.3% |
| Active Ride..... | 0.3% |
| Bud Racing..... | 0.3% |
| Decker Performance..... | 0.3% |
| Elka..... | 0.3% |
| MPE..... | 0.3% |
| Poletti..... | 0.3% |
| Shock Therapy..... | 0.3% |
| Speed Technologies..... | 0.3% |
| Bumpsticks..... | 0.2% |
| Division MX..... | 0.2% |
| KB5..... | 0.2% |
| MPR..... | 0.2% |
| Pro-Moto..... | 0.2% |
| Pro Valve..... | 0.2% |
| RMR..... | 0.2% |
| TF Racing..... | 0.2% |
| Too Tech..... | 0.2% |
| Krooze Tune..... | 0.2% |
| ZR1..... | 0.2% |
| Misc. / Fill-in..... | 20.8% |

ENGINE SERVICE:

Will purchase within 12 months ... 15.5%

IF "YES," WHAT ENGINE COMPANY:

| | |
|--------------------------|-------|
| Undecided..... | 22.3% |
| Pro Circuit..... | 9.1% |
| Eric Gorr..... | 6.7% |
| Twisted Development..... | 3.8% |
| Race Tech..... | 2.8% |
| Haeseker Racing..... | 2.2% |
| OEM Dealer..... | 1.8% |
| Tom Morgan Racing..... | 1.8% |

| | |
|------------------------------|-------|
| Tom Zont Racing | 1.8% |
| HP Race Development | 1.5% |
| JGRMX..... | 1.5% |
| Tokyo Mods..... | 1.4% |
| Varner | 1.4% |
| Yoshimura..... | 1.4% |
| Millennium Technologies..... | 1.3% |
| AHM Factory Services..... | 1.0% |
| Big Bore Thumpers | 1.0% |
| Bill's Pipes | 1.0% |
| Dick's Racing | 1.0% |
| Lynk's Racing..... | 1.0% |
| PR2 | 0.8% |
| Proven Moto | 0.8% |
| Bondi | 0.7% |
| C4 MX | 0.7% |
| Watts Perfections | 0.7% |
| JM Racing..... | 0.6% |
| JMS | 0.6% |
| R&D Racing..... | 0.6% |
| TBT | 0.6% |
| Bonzi..... | 0.4% |
| DH1 Mods | 0.4% |
| Mad Brothers | 0.4% |
| MCD Racing | 0.4% |
| Rocket Exhaust | 0.4% |
| WMR..... | 0.4% |
| XPR Motorsports | 0.4% |
| Ken OConnor Racing..... | 0.4% |
| EBR..... | 0.4% |
| DC Powerhouse..... | 0.3% |
| Finish Line Engines..... | 0.3% |
| Inside Line MX | 0.3% |
| MX Zone..... | 0.3% |
| Pro-Prept Motocross..... | 0.3% |
| Ron Hamp | 0.3% |
| Roth Racing | 0.3% |
| RK Tek | 0.3% |
| Misc. / Fill-in | 22.4% |

TRIPLE CLAMP:

Will purchase within 12 months 7.8%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| X-Trig | 27.4% |
| NEKEN..... | 13.8% |
| Pro Circuit..... | 11.9% |
| Undecided..... | 11.7% |
| Ride Engineering..... | 11.7% |
| Applied | 7.3% |
| RG3 | 3.8% |
| Bud Racing | 2.4% |
| KTM PowerParts..... | 2.2% |
| OEM..... | 1.4% |

| | |
|----------------------|------|
| BRP..... | 1.1% |
| Husqvarna | 0.8% |
| Kite | 0.8% |
| Scar Racing | 0.8% |
| Misc. / Fill-in..... | 3.0% |

BIKE STAND:

Will purchase within 12 months ... 16.7%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided..... | 39.7% |
| Matrix Concepts | 16.6% |
| Harbor Freight..... | 4.3% |
| Works Connection..... | 4.3% |
| Fly..... | 3.5% |
| FMF | 3.3% |
| Pro Circuit..... | 3.1% |
| Acerbis | 2.6% |
| KTM PowerParts..... | 2.1% |
| 24mx | 1.7% |
| Pit Posse..... | 1.6% |
| MotoSport | 1.4% |
| Husqvarna | 1.3% |
| Polisport..... | 1.3% |
| Tusk | 1.3% |
| Moose | 1.2% |
| Cycra..... | 1.0% |
| Risk Racing..... | 1.0% |
| MotoConcepts..... | 0.9% |
| RTech..... | 0.9% |
| Universal..... | 0.9% |
| Akrapovic..... | 0.8% |
| ASV | 0.7% |
| DRC | 0.7% |
| Systems Powerlift..... | 0.5% |
| Bud Racing..... | 0.4% |
| ICW | 0.4% |
| MSR..... | 0.4% |
| Ogio | 0.3% |
| Rhino Racing..... | 0.3% |
| Misc. / Fill-in..... | 1.6% |

FUEL TYPE:

| | |
|-----------------|-------|
| Pump gas | 73.6% |
| Race fuel | 26.4 |

IF "RACE FUEL," WHAT BRAND:

| | |
|--------------|-------|
| VP | 59.0% |
| Sunoco | 10.8% |
| Avgas | 4.8% |

| | |
|----------------------|------|
| Shell | 4.0% |
| BP | 3.7% |
| Turbo Blue | 2.1% |
| Renegade..... | 2.0% |
| KTM Racing Fuel..... | 1.9% |
| Klotz | 1.2% |
| Aspen | 1.1% |
| Dragon | 1.0% |
| Elf | 1.0% |
| Rocket Fuel | 1.0% |
| Monster | 0.6% |
| F&L..... | 0.5% |
| Gulf..... | 0.5% |
| Trick..... | 0.5% |
| Base..... | 0.4% |
| Torco | 0.4% |
| Cam 2 | 0.3% |
| ETS | 0.3% |
| Misc. / Fill-in..... | 2.9% |

FAVORITE OIL:

| | |
|----------------------|-------|
| Maxima | 14.9% |
| Amsoil..... | 11.9% |
| Bel-Ray | 9.5% |
| Motul..... | 7.7% |
| Yamalube | 6.6% |
| Undecided..... | 6.5% |
| Motorex..... | 5.1% |
| Castrol..... | 4.9% |
| Hondaline | 4.5% |
| Lucas | 4.5% |
| Shell Rotella | 3.9% |
| KTM / Motorex | 3.2% |
| Klotz | 2.5% |
| Mobil..... | 1.9% |
| Spectro | 1.3% |
| Valvoline..... | 1.0% |
| Silkolene | 0.9% |
| Putoline | 0.9% |
| Royal Purple..... | 0.8% |
| Kawasaki..... | 0.8% |
| Penrite | 0.6% |
| Redline | 0.5% |
| Blendzall | 0.5% |
| Rock Oil | 0.4% |
| Torco | 0.4% |
| Elf | 0.3% |
| Ipone | 0.3% |
| Delo..... | 0.2% |
| Fuchs | 0.2% |
| PJ1 | 0.2% |
| Repsol | 0.2% |
| Misc. / Fill-in..... | 2.7% |

FAVORITE CHAIN LUBE:

| | |
|------------------------------|-------|
| Maxima..... | 22.5% |
| Bel-Ray..... | 19.1% |
| <i>Undecided</i> | 12.4% |
| Motul..... | 5.0% |
| PJ1..... | 4.3% |
| WD-40..... | 4.1% |
| Motorex..... | 3.7% |
| Lucas Oil..... | 3.6% |
| Amsoil..... | 3.5% |
| Castrol..... | 2.6% |
| KTM / Motorex..... | 2.6% |
| Honda OEM..... | 2.4% |
| Yamalube..... | 2.2% |
| Sikolene..... | 1.4% |
| Putoline..... | 0.9% |
| Klotz..... | 0.7% |
| Renthal..... | 0.6% |
| Spectro..... | 0.6% |
| DuPont..... | 0.6% |
| No Toil..... | 0.5% |
| Ipone..... | 0.5% |
| Dumonde Tech..... | 0.4% |
| Rock Oil..... | 0.4% |
| Champion..... | 0.3% |
| Tri-Flow..... | 0.3% |
| Penrite..... | 0.3% |
| Sunstar..... | 0.3% |
| Bo Motor-Oil..... | 0.3% |
| Valvoline..... | 0.2% |
| Denicol..... | 0.2% |
| Mika Metals..... | 0.2% |
| Moose Racing..... | 0.2% |
| Muc-off..... | 0.2% |
| Wurth..... | 0.2% |
| Kal-Guard..... | 0.2% |
| Liquid Performance..... | 0.2% |
| Royal Purple..... | 0.2% |
| <i>Misc. / Fill-in</i> | 2.0% |

FAVORITE AIR FILTER:

| | |
|------------------------|-------|
| Twin Air..... | 43.8% |
| No Toil..... | 11.8% |
| K&N..... | 9.8% |
| <i>Undecided</i> | 8.3% |
| UNI..... | 6.6% |
| DT1..... | 3.9% |
| OEM..... | 3.0% |
| Pro Filter..... | 1.9% |
| FunnelWeb..... | 1.8% |
| HiFlo..... | 1.7% |
| Yamaha GYTR..... | 1.3% |
| Moose..... | 1.0% |
| Acerbis..... | 0.9% |

| | |
|------------------------------|------|
| Moto Air..... | 0.7% |
| ProX..... | 0.6% |
| Tusk..... | 0.5% |
| Loudmouth..... | 0.4% |
| DNA..... | 0.3% |
| Bike Master..... | 0.2% |
| MSR..... | 0.2% |
| FilGuard..... | 0.2% |
| PC Racing..... | 0.2% |
| Putoline..... | 0.2% |
| <i>Misc. / Fill-in</i> | 0.5% |

FAVORITE ENGINE COOLANT:

| | |
|------------------------------|-------|
| Engine Ice..... | 28.8% |
| <i>Undecided</i> | 22.6% |
| Maxima..... | 5.3% |
| Automotive antifreeze..... | 4.4% |
| Bel-Ray Moto Chill..... | 3.9% |
| Honda..... | 3.4% |
| Prestone..... | 3.2% |
| Evans Waterless..... | 2.9% |
| Amsoil..... | 2.7% |
| Motul..... | 2.5% |
| Castrol..... | 2.4% |
| Peak..... | 2.3% |
| KTM / Motorex..... | 2.3% |
| Yamalube Yamacool..... | 1.9% |
| OEM..... | 1.9% |
| Motorex..... | 1.7% |
| Red Line / Water Wetter..... | 1.3% |
| Royal Purple Purple Ice..... | 1.0% |
| Liquid Performance..... | 0.8% |
| Twin Air IceFlow..... | 0.6% |
| Water..... | 0.5% |
| Silkolene..... | 0.5% |
| Putoline..... | 0.5% |
| Spectro..... | 0.3% |
| Penrite..... | 0.3% |
| Elf..... | 0.3% |
| Suzuki..... | 0.2% |
| <i>Misc. / Fill-in</i> | 1.3% |

BRAND(S) OF TOOLS OWNED:

| | |
|---------------------|-------|
| Craftsman..... | 62.3% |
| Snap-on..... | 39.9% |
| Motion Pro..... | 38.6% |
| Dewalt..... | 32.8% |
| Harbor Freight..... | 29.9% |
| Channel Lock..... | 27.0% |
| Kobalt..... | 23.0% |
| Stanley Tools..... | 22.9% |
| Cresant..... | 20.6% |
| Makita..... | 18.5% |
| Tusk..... | 18.5% |

| | |
|--------------------------|-------|
| Milwaukee..... | 17.3% |
| Mac Tools..... | 16.0% |
| Bosch..... | 15.5% |
| Bike Master..... | 15.1% |
| Husky..... | 13.1% |
| Matco Tools..... | 12.1% |
| GearWrench..... | 12.0% |
| Ratio-Rite..... | 11.5% |
| Ryobi..... | 11.1% |
| Park Tools..... | 10.9% |
| KTM PowerParts..... | 10.6% |
| Race Tech..... | 10.1% |
| Klein..... | 10.1% |
| Pittsburgh..... | 9.4% |
| FMF..... | 9.4% |
| Mastercraft..... | 8.8% |
| Porter Cable..... | 8.7% |
| Moose Racing..... | 8.3% |
| Hitachi..... | 8.2% |
| Works Connection..... | 7.8% |
| Parts Unlimited..... | 7.1% |
| Excel..... | 6.9% |
| SK..... | 6.7% |
| NGK..... | 6.7% |
| MSR..... | 6.6% |
| Cornwell..... | 6.5% |
| Pit Posse..... | 6.2% |
| Pro Circuit..... | 5.7% |
| DID..... | 5.7% |
| K&N..... | 5.4% |
| Fly Racing..... | 5.4% |
| ASV..... | 5.1% |
| Fasst Company..... | 4.8% |
| Husqvarna..... | 4.8% |
| Matrix Concepts..... | 4.1% |
| Wurth..... | 4.0% |
| Wiseco..... | 3.9% |
| Hilti..... | 3.5% |
| Hot Cams..... | 3.2% |
| Kinchrome..... | 2.8% |
| Sidchrome..... | 2.8% |
| K&L..... | 2.7% |
| Cruz Tools..... | 2.6% |
| Beta..... | 2.4% |
| Bacho..... | 2.1% |
| Gedore..... | 1.9% |
| Motorsport Products..... | 1.9% |
| Drag Specialties..... | 1.9% |
| Facom..... | 1.9% |
| Emgo..... | 1.8% |
| Carlyle..... | 1.7% |
| Topeak..... | 1.7% |
| RK..... | 1.7% |
| Halfords..... | 1.7% |
| Draper..... | 1.6% |
| AmPro..... | 1.5% |
| Biltema..... | 1.4% |

| | |
|-------------------------------|------|
| Sonic Tools | 1.4% |
| AEG..... | 1.4% |
| Stahlwille..... | 1.4% |
| Hardline..... | 1.4% |
| Hazet..... | 1.4% |
| Kowa..... | 1.4% |
| Helix..... | 1.3% |
| Progressive Suspension..... | 1.2% |
| Britool..... | 0.9% |
| Outerwears..... | 0.9% |
| SP..... | 0.8% |
| Dynatek..... | 0.6% |
| Jims..... | 0.6% |
| Lang Tools..... | 0.6% |
| Rowe USA..... | 0.6% |
| Scribner Plastics..... | 0.6% |
| Stop & Go..... | 0.6% |
| Tire Balls..... | 0.6% |
| Air Force Blaster..... | 0.5% |
| TMV..... | 0.5% |
| Tecmate..... | 0.4% |
| Baron Custom Accessories..... | 0.4% |
| Hydro-turf..... | 0.4% |
| Bluhm Enterprises..... | 0.3% |
| Torin Jacks Inc..... | 0.3% |
| Simple Solutions..... | 0.3% |
| Moto Centric..... | 0.3% |
| Tirox..... | 0.3% |
| Misc. / Fill-in..... | 5.4% |

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ... 18.5%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| GoPro..... | 71.9% |
| Undecided..... | 14.5% |
| Garmin..... | 6.9% |
| Fly 360..... | 1.3% |
| Sony ActionCam..... | 1.2% |
| Contour..... | 0.6% |
| WASPcam..... | 0.5% |
| Drift Innovation..... | 0.4% |
| Back Door..... | 0.2% |
| SJ4000..... | 0.2% |
| Misc. / Fill-in..... | 2.2% |

FAVORITE CASUAL SHOE:

| | |
|------------------|-------|
| Nike..... | 18.2% |
| Vans..... | 14.1% |
| Undecided..... | 13.3% |
| Adidas..... | 8.9% |
| DC..... | 5.0% |
| New Balance..... | 4.9% |

| | |
|----------------------|------|
| Asics..... | 3.4% |
| Sketchers..... | 2.7% |
| Merrell..... | 2.1% |
| Converse..... | 1.5% |
| Alpinestars..... | 1.4% |
| Under Armor..... | 1.4% |
| Puma..... | 1.4% |
| Fox..... | 1.3% |
| DVS..... | 1.3% |
| Salomon..... | 1.2% |
| Etnies..... | 1.2% |
| Keen..... | 1.0% |
| Brooks..... | 0.9% |
| Ariat..... | 0.9% |
| Red Wing..... | 0.8% |
| Reebok..... | 0.8% |
| Jordan..... | 0.7% |
| Timberland..... | 0.7% |
| Saucony..... | 0.6% |
| Sperry..... | 0.6% |
| Doc Martens..... | 0.5% |
| Five Ten..... | 0.5% |
| Crocs..... | 0.5% |
| Danner..... | 0.4% |
| Justin Boots..... | 0.4% |
| Colombia..... | 0.4% |
| Ecco..... | 0.3% |
| Georgia Boot..... | 0.3% |
| Globe..... | 0.3% |
| Fila..... | 0.3% |
| Hi-Tec..... | 0.3% |
| Sanuk..... | 0.3% |
| Wolverine..... | 0.3% |
| Altra..... | 0.2% |
| Chippewa..... | 0.2% |
| Oakley..... | 0.2% |
| Misc. / Fill-in..... | 4.3% |

FAVORITE SUNGLASSES:

| | |
|--------------------|-------|
| Oakley..... | 33.8% |
| Undecided..... | 21.1% |
| Ray-Ban..... | 9.5% |
| 100%..... | 6.7% |
| Spy..... | 5.8% |
| Costa Del Mar..... | 2.4% |
| Maui Jim..... | 2.0% |
| Dragon..... | 1.8% |
| Fox..... | 1.8% |
| Smith Optics..... | 1.5% |
| Von Zipper..... | 1.0% |
| Arnette..... | 1.0% |
| Scott..... | 0.8% |
| Bolle..... | 0.7% |
| Electric..... | 0.6% |
| Wiley X..... | 0.5% |

| | |
|----------------------|------|
| Nike..... | 0.4% |
| Gucci..... | 0.4% |
| Under Armor..... | 0.4% |
| Heatwave..... | 0.3% |
| Serengeti..... | 0.3% |
| Carrera..... | 0.3% |
| 3m..... | 0.3% |
| Tifosi..... | 0.3% |
| Beer Optics..... | 0.3% |
| Black Flies..... | 0.3% |
| Persol..... | 0.3% |
| Pit Viper..... | 0.3% |
| Prada..... | 0.2% |
| Revo..... | 0.2% |
| Suncloud..... | 0.2% |
| Misc. / Fill-in..... | 4.4% |

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes..... 31.7%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Harley Davidson..... | 20.5% |
| Honda..... | 19.7% |
| Yamaha..... | 14.6% |
| Kawasaki..... | 10.9% |
| Suzuki..... | 10.2% |
| KTM..... | 4.3% |
| BMW..... | 4.2% |
| Ducati..... | 3.8% |
| Triumph..... | 3.6% |
| Husqvarna..... | 1.1% |
| Aprilla..... | 1.0% |
| Indian..... | 0.6% |
| Victory..... | 0.6% |
| Moto Guzzi..... | 0.5% |
| Custom..... | 0.4% |
| Husaberg..... | 0.4% |
| Buell..... | 0.4% |
| Can-Am..... | 0.4% |
| MV Agusta..... | 0.3% |
| Misc. / Fill-in..... | 2.5% |

STREET BIKE:

Will purchase within 12 months ... 9.8%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Honda | 15.0% |
| Yamaha | 14.7% |
| Undecided | 14.3% |
| Harley Davidson | 12.9% |
| KTM | 9.9% |
| Ducati | 6.5% |
| Kawasaki | 6.2% |
| Suzuki | 5.8% |
| Husqvarna | 4.6% |
| Triumph | 2.8% |
| BMW | 2.1% |
| Aprilla | 0.9% |
| Royal Enfield | 0.7% |
| Buell | 0.5% |
| Can-Am | 0.5% |
| Husaberg | 0.5% |
| Indian | 0.5% |
| Custom | 0.2% |
| Victory | 0.2% |
| Misc. / Fill-in | 1.4% |

OWN A SIDE X SIDE / UTV:

Yes 8.4%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Polaris | 43.1% |
| Yamaha | 15.5% |
| Kawasaki | 12.0% |
| Can-Am | 10.1% |
| Honda | 7.1% |
| Artic Cat | 3.3% |
| John Deere | 3.0% |
| Kubota | 1.1% |
| Massimo | 0.8% |
| CF Moto | 0.5% |
| Misc. / Fill-in | 3.5% |

SIDE X SIDE / UTV:

Will purchase within 12 months 3.3%

IF "YES," WHAT BRAND:

| | |
|------------|-------|
| Polaris | 38.6% |
| Can-Am | 16.6% |
| Undecided | 14.5% |
| Yamaha | 9.7% |
| Honda | 8.3% |
| Kawasaki | 6.9% |
| Artic Cat | 3.5% |
| John Deere | 0.7% |
| Kubota | 0.7% |

Misc. / Fill-in..... 0.7%

OWN AN ATV:

Yes 23.5%

IF "YES," WHAT TYPE:

| | |
|---------|-------|
| Utility | 57.7% |
| Sport | 42.3% |

IF "YES," WHAT BRAND :

| | |
|-----------------|-------|
| Honda | 34.4% |
| Yamaha | 22.6% |
| Polaris | 13.3% |
| Suzuki | 10.1% |
| Kawasaki | 8.7% |
| Can-Am | 4.1% |
| Artic Cat | 3.0% |
| Bombardier | 1.0% |
| Kymco | 0.7% |
| KTM | 0.4% |
| Eton | 0.1% |
| Misc. / Fill-in | 1.5% |

ATV:

Will purchase within 12 months 3.6%

IF "YES," WHAT TYPE:

| | |
|-----------|-------|
| Utility | 46.5% |
| Sport | 42.7% |
| Undecided | 10.8% |

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Yamaha | 26.4% |
| Undecided | 25.0% |
| Honda | 23.7% |
| Polaris | 10.1% |
| Suzuki | 5.4% |
| Bombardier | 4.1% |
| Kawasaki | 2.7% |
| Artic Cat | 2.0% |
| Misc. / Fill-in | 0.7% |

AUTOMOTIVE**OWN A PICKUP TRUCK:**

Yes 71.9%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Ford | 30.6% |
| Chevrolet | 21.5% |
| Dodge | 16.5% |
| Toyota | 14.9% |
| GMC | 7.2% |
| Nissan | 4.4% |
| Holden | 0.9% |
| Mitsubishi | 0.9% |
| Honda | 0.8% |
| Mazda | 0.6% |
| Volkswagen | 0.5% |
| Isuzu | 0.4% |
| Misc. / Fill-in | 0.8% |

PICKUP TRUCK:

Will purchase within 12 months ... 15.2%

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Ford | 28.3% |
| Chevrolet | 18.9% |
| Undecided | 15.1% |
| Toyota | 13.6% |
| Dodge | 11.2% |
| GMC | 6.9% |
| Nissan | 1.5% |
| Honda | 1.2% |
| Mitsubishi | 1.0% |
| Holden | 0.7% |
| Volkswagen | 0.7% |
| Mazda | 0.3% |
| Mercedes | 0.3% |
| Misc. / Fill-in | 0.1% |