

2021 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

35.9% *Raced in the
Past 12 Months*

65.4% *Rode MX Track in
Past 12 Months*

39.8% *Will Buy a New Bike
in the Next Year*

63.5% *Will Buy New Riding Gear
in the Next Year*

\$130,705 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **22.0%** KTM

Riding Gear to Buy: **14.9%** FOX

Helmet to Buy: **21.6%** BELL

Exhaust to Buy: **44.9%** FMF

Boots to Buy: **43.0%** ALPINESTARS

METHODOLOGY:

This survey was conducted on Vital MX, May-June 2021. Responses were limited to one per person. Results were tabulated from 6,000+ surveys.

Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

Male	97.3%
Female	2.7%

MARITAL STATUS:

Married	62.9%
Single	37.1%

AGE:

Average	42
Median	43
19 or under	8.7%
20-29	13.2%
30-39	20.1%
40-49	18.7%
50-59	25.6%
60 or older	13.7%

YEARS RIDING:

Less than a year	1.7%
1-2 years	3.7%
3-5 years	5.5%
6-10 years	8.0%
11-15 years	10.5%
16-20 years	11.7%
21 or more years	58.9%

KIDS IN HOUSEHOLD THAT RIDE:

Under 18	29.5%
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HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.1%
High school	27.2%
Some college	26.7%
College	30.7%
Postgraduate degree	10.3%

HOUSEHOLD INCOME:

Average	\$131,705
Median	\$87,500
Under \$25,000	6.2%
\$25,001 - \$50,000	8.4%
\$50,001 - \$75,000	13.8%
\$75,001 - \$100,000	17.6%
\$100,001 - \$125,000	11.9%
\$125,001 - \$150,000	11.0%
\$150,001 - \$175,000	8.2%
\$175,001 - \$200,000	6.9%
\$200,001 - \$225,000	3.9%
\$225,001 - \$250,000	3.1%
\$250,001 or more	9.0%

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

United States	75.5%
Canada	7.1%
Australia	6.0%
United Kingdom	2.0%
New Zealand	1.2%
Sweden	0.8%
France	0.7%
Netherlands	0.7%
Germany	0.7%
Italy	0.6%

U.S. TRAFFIC:

**Top 10 states from survey responses:*

California	19.6%
Texas	6.1%
Florida	4.1%
Michigan	4.1%
Washington	4.0%
Ohio	3.5%
Pennsylvania	3.4%
Arizona	3.3%
New York	3.1%
Colorado	3.1%

INTERNATIONAL TRAFFIC:

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

United States	62.2%
Australia	7.0%
United Kingdom	7.0%
Canada	6.5%
France	1.3%
Sweden	1.1%
New Zealand	1.1%

Germany	1.0%
Italy	0.9%
Netherlands	0.9%

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

California	16.5%
Texas	6.1%
Illinois	5.3%
New York	4.4%
Florida	4.4%
Pennsylvania	4.3%
Washington	4.2%
Michigan	3.7%
Ohio	3.4%
Oregon	3.3%

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

Mountain Biking	46.3%
Camping	41.5%
Shooting	32.1%
Hiking	30.9%
Fishing	30.8%
Walking	30.1%
Boating	23.9%
Video Gaming	23.6%
Swimming	20.9%
Golf	20.6%
Running	19.2%
Hunting	18.1%
Moto GP	17.5%
BMX	16.4%
Road Cycling	15.5%
Formula 1	15.0%
Football	14.0%
Basketball	13.5%
Snowboarding	13.0%
Skiing	12.3%
Side by sides	12.1%
Baseball	12.0%
Kayaking	11.5%
Jet Skiing	10.6%
Body Building	10.5%
Drag Racing	10.2%
Skateboarding	10.0%
Snowmobiling	9.9%
Hockey	9.7%
Karting	9.6%
Quads	9.5%
Bowling	9.2%
RC	9.0%

Wakeboarding.....	8.0%
CrossFit.....	7.9%
Off-Road Truck Racing.....	7.8%
NASCAR.....	7.5%
Indy Car.....	7.4%
Surfing.....	7.4%
MMA.....	7.2%
Climbing.....	6.9%
Soccer.....	6.6%
Boxing.....	5.5%
Rally.....	5.4%
Tennis.....	5.3%
Waterskiing.....	5.1%
Horseback Riding.....	4.4%
Paintball.....	4.2%
Autocross.....	3.7%
Scuba Diving.....	3.4%
Snow Biking.....	2.9%
Rugby.....	2.6%
Sailing.....	2.4%
Cricket.....	1.5%
Lacrosse.....	1.3%
Misc. / Fill-in.....	4.4%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites.....	75.9%
Social Media.....	58.3%
Friends.....	53.7%
Being at the track / events.....	48.0%
Magazines.....	42.8%
Podcasts.....	37.5%
Television.....	30.9%
Local shop.....	30.6%
Manufacturer web sites.....	27.4%
Mail-order web sites.....	14.5%
Manufacturer catalogs.....	7.7%
Mail-order catalogs.....	4.4%
Misc. / Fill-in.....	2.3%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes.....	84.8%
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MOTOCROSS BIKE CURRENTLY OWNED:

Yamaha.....	23.0%
Honda.....	21.9%
KTM.....	21.8%
Kawasaki.....	12.1%
Husqvarna.....	8.2%
Suzuki.....	7.3%
Beta.....	1.3%
Gas Gas.....	1.2%
TM.....	0.4%
Sherco.....	0.4%
Maico.....	0.4%
CZ.....	0.3%
Husaberg.....	0.3%
BMW.....	0.2%
Bultaco.....	0.2%
Misc. / Fill-in.....	1.2%

SIZE OF PRIMARY BIKE:

50-85.....	3.0%
100-110.....	1.0%
125.....	9.1%
150.....	1.9%
200-230.....	1.9%
250.....	36.4%
300.....	5.3%
350.....	5.9%
400.....	1.3%
450.....	27.5%
500 or bigger.....	4.7%
Misc. / Fill-in.....	2.0%

PRIMARY BIKE 2-STROKE OR 4-STROKE:

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

TOTAL DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Average.....	2.8
1.....	23.4%
2.....	24.6%
3.....	18.2%
4.....	12.0%
5 or more.....	21.8%

TYPES OF DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Motocross.....	82.4%
Off-Road (enduro, trail, XC).....	42.0%
Pit Bike.....	21.6%
Vintage.....	15.9%
Dual-Sport.....	15.3%
Trials.....	5.6%
Supermoto.....	3.2%
Flat Track.....	2.5%
Misc. / Fill-in.....	0.8%

WHERE NORMALLY BUY NEW PARTS:

Online / mail-order retailer.....	5.1%
Local shop.....	37.2%
Direct from manufacturer.....	57.7%

MAIL-ORDER USERS BUY FROM MOST:

Rocky Mountain ATV/MC.....	39.8%
MotoSport.....	19.2%
Undecided.....	11.8%
Amazon.....	4.7%
Ebay.....	4.1%
24MX.....	3.2%
BTO Sports.....	3.0%
MX Store.....	2.3%
Revzilla.....	1.3%
Chaparral.....	1.3%
FortNine.....	1.2%
Bob's Cycle Supply.....	0.8%
Partzilla.....	0.8%
Dennis Kirk.....	0.6%
Bike Bandit.....	0.6%
Motorcycle Superstore.....	0.5%
AOMC.....	0.4%
KTM-Parts.....	0.3%
DirtBikeBitz.....	0.2%
Moto X Outlet.....	0.2%
Misc. / Fill-in.....	3.6%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross web sites / online product reviews.....	72.7%
Riding friends.....	45.1%

Social media.....	43.7%
Magazines.....	41.3%
Manufacturer websites.....	37.8%
Local motorcycle shop.....	34.0%
Mail-order websites.....	22.9%
Manufacturer catalogs.....	10.3%
Mail-order catalogs.....	5.7%
Misc. / Fill-in.....	4.8%

HOW OFTEN RIDE:

Average.....	1.1 times per week
4 or more times a week.....	6.0%
2-3 times a week.....	19.8%
About once a week.....	23.4%
2-3 times a month.....	19.4%
About once a month.....	12.3%
I don't ride regularly.....	19.1%

FAVORITE TYPE OF RIDING:

Motocross tracks.....	53.3%
Off-Road.....	32.0%
Vintage MX.....	2.9%
Dual Sport.....	2.8%
Street / Road.....	2.6%
Endurocross.....	1.2%
Trials.....	1.1%
Sand Dunes.....	1.0%
Freestyle.....	0.8%
Supermoto.....	0.6%
Flat Track.....	0.5%
Misc. / Fill-in.....	1.1%

TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

Motocross tracks.....	65.4%
Off-Road.....	60.9%
Street / Road.....	24.6%
Dual Sport.....	14.9%
None.....	9.9%
Sand Dunes.....	8.8%
Vintage MX.....	8.0%
Trials.....	7.3%
Endurocross.....	7.0%
Arenacross.....	6.1%
Flat Track.....	4.1%
Freestyle.....	3.7%
Supermoto.....	3.0%
Ice.....	2.1%

RACED IN THE PAST 12 MONTHS:

Yes.....35.9%

IF "YES," WHAT TYPE OF RACE:

Motocross.....	75.5%
Off-road.....	38.8%
Vintage MX.....	13.2%
Arenacross.....	11.0%
Endurocross.....	4.6%
Flat Track.....	4.0%
Trials.....	3.0%
Supermoto.....	2.3%
Hill Climb.....	2.2%
Ice.....	1.5%
Misc. / Fill-in.....	1.4%

TYPES OF MOTORCYCLE RACING FOLLOWED:

Motocross / Outdoor Nationals..	95.4%
Supercross.....	86.3%
MXGP.....	56.7%
MotoGP.....	30.0%
Flat track.....	13.5%
GNCC.....	4.8%
Hard Enduro.....	2.0%
Misc. / Fill-in.....	3.9%

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

Currently work in shop.....4.9%
Previously worked in shop.....22.1%

DIRT / MOTOCROSS BIKE PURCHASE INTENT

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

Yes.....39.8%

IF "YES," WHAT SIZE:

50-85.....	4.7%
100-110.....	1.5%
125.....	8.7%
150.....	2.9%
200-230.....	1.4%
250.....	32.2%
300.....	8.8%
350.....	9.2%
400.....	0.7%
450.....	24.4%
500 or bigger.....	3.9%
Misc. / Fill-in.....	1.5%

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

2-Stroke.....37.6%
4-Stroke.....62.4%

IF "YES," WHAT TYPE:

Motocross.....68.7%
Off-Road (enduro, trail, XC).....26.1%
Dual-Sport.....5.2%

IF "YES," WHAT BRAND:

KTM.....	22.0%
Yamaha.....	20.1%
Undecided.....	14.0%
Honda.....	13.7%
Kawasaki.....	8.4%
Husqvarna.....	8.2%
Gas Gas.....	5.2%
Suzuki.....	2.9%
Beta.....	2.5%
TM.....	0.8%
Sherco.....	0.7%
BMW.....	0.2%
Cobra.....	0.1%
Misc. / Fill-in.....	1.3%

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

Yamaha.....	33.8%
Undecided.....	16.1%
KTM.....	14.6%
Honda.....	13.1%
Kawasaki.....	9.3%
Husqvarna.....	4.6%
Suzuki.....	4.1%
Gas Gas.....	3.2%

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

Honda.....	23.6%
Yamaha.....	17.5%
KTM.....	14.6%
Kawasaki.....	11.7%
Undecided.....	11.7%
Husqvarna.....	6.2%
Gas Gas.....	5.2%
Suzuki.....	4.6%

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months... 63.5%

IF "YES," WHAT BRAND:

Undecided.....	23.3%
Fox.....	14.9%
Fly.....	11.5%
Alpinestars.....	7.3%

Troy Lee Designs.....	6.6%
FXR.....	6.3%
Fasthouse.....	5.2%
Thor.....	4.8%
O'Neal.....	3.9%
Seven.....	2.4%
Shift.....	1.9%
Klim.....	1.8%
Answer.....	1.2%
Leatt.....	1.1%
Moose.....	0.8%
MSR.....	0.8%
Canvas MX.....	0.5%
Bolt.....	0.5%
JT Racing.....	0.4%
Renen.....	0.4%
UFO.....	0.3%
Acerbis.....	0.3%
AXO.....	0.3%
Husqvarna Apparel.....	0.3%
250 London.....	0.2%
Shot.....	0.2%
Misc. / Fill-in.....	2.5%

GLOVES:

Will purchase within 12 months... 62.5%

IF "YES," WHAT BRAND:

Undecided.....	25.9%
Fox.....	14.2%
100%.....	10.2%
Fly.....	8.6%
Troy Lee Designs.....	5.6%
Alpinestars.....	5.3%
FXR.....	4.2%
Fasthouse.....	3.0%
O'Neal.....	2.7%
Thor.....	2.7%
Fist.....	2.2%
Deft Family.....	1.6%
Seven.....	1.3%
Answer.....	1.3%
Klim.....	1.2%
Shift.....	1.2%
Leatt.....	1.0%
Moose.....	0.8%
MSR.....	0.6%
Bolt.....	0.5%
Mechanix Wear.....	0.5%
Novik.....	0.4%
UFO.....	0.3%
Renen.....	0.3%
AXO.....	0.2%
KTM PowerWear.....	0.2%

Misc. / Fill-in..... 4.0%

HELMET:

Will purchase within 12 months... 42.1%

IF "YES," WHAT BRAND:

Bell.....	21.6%
Undecided.....	17.7%
6D.....	11.8%
Fly.....	7.6%
Fox.....	7.6%
Shoei.....	6.3%
Arai.....	5.5%
Troy Lee Designs.....	5.5%
Airoh.....	3.2%
Alpinestars.....	1.9%
Leatt.....	1.8%
FXR.....	1.1%
O'Neal.....	1.1%
Thor.....	0.9%
Klim.....	0.7%
HJC.....	0.7%
LS2.....	0.6%
Just 1.....	0.6%
509.....	0.3%
EVS.....	0.3%
Acerbis.....	0.3%
AGV.....	0.3%
Answer.....	0.2%
Suomy.....	0.2%
UFO.....	0.2%
Misc. / Fill-in.....	1.8%

GOGGLES:

Will purchase within 12 months... 49.7%

IF "YES," WHAT BRAND:

100%.....	40.1%
Undecided.....	14.2%
Scott.....	13.8%
Oakley.....	12.6%
EKS Brand.....	5.2%
Spy.....	2.3%
Fox.....	2.2%
Flow Vision Company.....	1.6%
Fly.....	1.0%
Leatt.....	0.9%
Dragon.....	0.6%
FMF Vision.....	0.5%
Klim.....	0.5%
Havoc Racing.....	0.4%

509	0.4%
Smith Optics	0.4%
Viral	0.4%
Answer	0.3%
Ethos	0.3%
Pro Grip	0.3%
Thor	0.3%
Blur	0.2%
Pro-Vue	0.2%
OGs Optics	0.2%
Misc. / Fill-in	1.3%

BOOTS:

Will purchase within 12 months... 41.1%

IF "YES," WHAT BRAND:

Alpinestars	43.0%
Gaerne	19.9%
Undecided	13.0%
Fox	7.7%
Sidi	7.5%
Leatt	2.1%
Forma	1.6%
O'Neal	1.3%
Fly	0.9%
TCX	0.4%
Thor	0.4%
Jett	0.3%
Acerbis	0.2%
Misc. / Fill-in	1.6%

NECK PROTECTION:

Will purchase within 12 months... 11.3%

IF "YES," WHAT BRAND:

Leatt	34.9%
Undecided	25.8%
Atlas	18.1%
Alpinestars	11.9%
EVS	2.9%
Fly	1.8%
Ortema	1.3%
KTM PowerWear	1.1%
Troy Lee Designs	0.9%
UFO	0.9%
Omega	0.4%

CHEST PROTECTOR:

Will purchase within 12 months... 23.0%

IF "YES," WHAT BRAND:

Undecided	30.6%
Alpinestars	20.1%
Leatt	12.6%
Fox	12.0%
Troy Lee	5.0%
EVS	4.1%
Thor	3.7%
Atlas	2.3%
Fly	1.9%
Acerbis	1.5%
RXR Protect	1.0%
O'Neal	0.9%
HRP Sports	0.6%
KTM	0.6%
Answer	0.5%
AXO	0.5%
Motocross Vest	0.3%
MSR	0.3%
Ortema	0.2%
Six Six One	0.2%
Misc. / Fill-in	0.9%

KNEE PROTECTION:

Will purchase within 12 months... 22.9%

IF "YES," WHAT BRAND:

Undecided	30.3%
EVS	18.5%
Asterisk	8.3%
POD MX	7.0%
Leatt	6.8%
Mobius	6.3%
Fox	6.0%
Alpinestars	5.9%
CTi	3.7%
Acerbis	1.6%
Troy Lee Designs	1.1%
Thor	0.8%
DonJoy	0.7%
O'Neal	0.7%
Ortema	0.6%
Fly	0.3%
100%	0.3%
HRP Sports	0.2%
Polisport	0.2%
SixSixOne	0.2%
Misc. / Fill-in	0.7%

EXHAUST:

Will purchase within 12 months... 29.8%

IF "YES," WHAT BRAND:

FMF	44.9%
Pro Circuit	19.9%
Yoshimura	9.0%
Undecided	8.6%
Akrapovic	6.0%
Bill's Pipes	2.1%
HGS	1.8%
Scalvini	1.3%
Rocket	0.9%
Dr. D / Dubach	0.5%
Arrow	0.4%
Bud Racing	0.4%
DG Performance	0.3%
Big Gun	0.3%
DEP	0.3%
Dynoport	0.3%
GYTR	0.3%
Messico	0.3%
PFR	0.3%
Supertrapp	0.3%
Misc. / Fill-in	2.1%

GRAPHICS:

Will purchase within 12 months... 41.0%

IF "YES," WHAT BRAND:

Undecided	28.2%
DeCal Works	13.3%
SKDA	4.2%
Backyard Design	3.6%
Factory Effex	3.0%
Bike Graphix	2.6%
180 Decals	2.4%
ERA Moto Co	2.1%
Rival Ink	1.8%
Throttle Jockey	1.6%
N-Style	1.6%
Throttle Syndicate	1.5%
D'Cor Visuals	1.4%
Fusion Graphix	1.3%
139 Designs	1.2%
Attack Graphics	1.1%
Motocal	1.1%
Roost MX	1.0%
Black Diamond	0.9%
Factory Backing	0.8%
Split Designs Co	0.6%
Adept Creative	0.6%
FMF	0.5%
Lime Nine	0.5%
Motocutz	0.5%
RedLabel MX	0.5%

Aggressive Graphix	0.4%
Armored Graphix	0.4%
HBD Moto Grafx	0.4%
Limited Decal	0.4%
EVO MX	0.4%
E-Sticky	0.3%
Kickstart Industries	0.3%
KTM PowerParts	0.3%
KTM Team Replica	0.3%
OMX	0.3%
Blackbird Racing	0.3%
Cycra	0.3%
Defy Graphics	0.3%
Husqvarna	0.3%
K-Rae Graphics	0.3%
Kutvek	0.3%
Motopro Graphics	0.3%
MotoSport	0.3%
Pro Circuit	0.3%
Sandbox Kings	0.3%
Spiral Graphix	0.3%
Westeffex	0.3%
Misc. / Fill-in	15.6%

TIRES:

Will purchase within 12 months... 69.3%

IF "YES," WHAT BRAND:

Dunlop	42.7%
Undecided	12.6%
Michelin	11.4%
Pirelli	7.3%
Bridgestone	5.6%
Maxxis	4.8%
Kenda	2.7%
Hoosier	2.7%
Shinko	1.8%
IRC	1.8%
Metzler	1.2%
Mitas	1.1%
Golden Tyre	0.9%
Tusk	0.7%
Artrax	0.5%
Motoz	0.4%
STI	0.3%
Misc. / Fill-in	1.3%

HANDLEBARS:

Will purchase within 12 months... 26.9%

IF "YES," WHAT BRAND:

Renthal	35.9%
Pro Taper	32.8%
Mika Metals	7.5%
Undecided	7.2%
ODI	5.7%
Fasst Company	2.9%
Phoenix Handlebars	1.6%
Neken	1.1%
Scar	1.1%
Tag Metals	1.0%
Fly	0.4%
KTM PowerParts	0.4%
Vortex	0.4%
Husqvarna	0.3%
Moose	0.2%
Tusk	0.2%
Misc. / Fill-in	1.3%

GRIPS:

Will purchase within 12 months... 51.7%

IF "YES," WHAT BRAND:

ODI	38.5%
Renthal	19.0%
Pro Taper	13.8%
Undecided	11.8%
Pro Grip	2.6%
Oury	1.6%
Scott	1.6%
Domino	1.1%
OEM	1.1%
Mika Metals	1.0%
KTM PowerParts	0.9%
Torcl	0.8%
A'ME	0.7%
Moose	0.7%
Scar	0.6%
Fly	0.5%
Tag	0.5%
Troy Lee Designs	0.5%
Phoenix Handlebars	0.4%
EKS Brand	0.4%
Neken	0.4%
Husqvarna	0.3%
MSR	0.3%
O'Neal	0.2%
Misc. / Fill-in	1.2%

LEVERS:

Will purchase within 12 months... 22.9%

IF "YES," WHAT BRAND:

ARC	22.4%
Undecided	18.4%
ASV	16.7%
OEM	6.8%
Pro Taper	4.9%
Works Connection	4.8%
Tusk	3.9%
KTM PowerParts	1.8%
Renthal	1.7%
Magura	1.5%
Flo Motorsports	1.5%
Zeta	1.5%
Husqvarna	1.4%
Scar	1.4%
Pro Circuit	1.1%
Motion Pro	1.0%
AS3 Performance	0.8%
GYTR	0.8%
Sunline	0.8%
Fly Hard Parts	0.7%
Torcl	0.7%
Apico	0.5%
Bud Racing	0.5%
Enduro Engineering	0.5%
Moose	0.4%
MSR	0.4%
Race Tech	0.4%
Hammerhead	0.2%
Streamline Industries	0.2%
Zap Technix	0.2%
Misc. / Fill-in	2.0%

CLUTCH:

Will purchase within 12 months... 24.1%

IF "YES," WHAT BRAND:

Hinson	28.2%
Rekluse	27.1%
OEM	16.7%
Undecided	10.7%
Barnett	4.1%
EBC	2.4%
Boyesen	1.9%
ProX	1.8%
Tusk	1.7%
Wiseco	1.7%
GYTR	1.4%
Bud Racing	0.3%
Moose	0.3%
Driven	0.2%
Misc. / Fill-in	1.3%

PISTON:

Will purchase within 12 months... 30.7%

IF "YES," WHAT BRAND:

Vertex	23.5%
Wiseco	20.6%
OEM	17.8%
Undecided.....	9.9%
ProX.....	4.7%
Wossner	4.0%
KTM PowerParts	3.8%
Pro Circuit.....	2.6%
JE	2.5%
Athena.....	2.1%
CP-Carrillo.....	2.1%
GYTR	1.7%
Husqvarna	1.3%
Namura	1.0%
Hot Rods	0.5%
Mahle	0.4%
Cosworth.....	0.3%
Moose	0.3%
S3	0.3%
Misc. / Fill-in	0.8%

FOOTPEGS:

Will purchase within 12 months... 14.4%

IF "YES," WHAT BRAND:

Undecided.....	25.1%
Fastway / Ankle Savers.....	9.4%
IMS	8.4%
Flo Motorsports.....	8.2%
Raptor Titanium.....	8.2%
Pro Pegs Titanium.....	4.9%
Pro Taper	3.7%
Scar Racing	3.4%
Tusk	3.2%
Fasst Company.....	2.2%
OEM	2.2%
Moto Stuff.....	1.9%
Bud Racing	1.7%
Pro Circuit.....	1.7%
Works Connection	1.5%
KTM PowerParts	1.3%
AS3 Performance.....	0.9%
Fly Hard Parts	0.9%
Nihilo	0.9%
PivotPegz	0.9%
RHK.....	0.9%
Akrapovic	0.7%
DRC / Zeta.....	0.7%

Kite	0.6%
Lightspeed	0.6%
Apico	0.4%
Hammerhead.....	0.4%
Moose	0.4%
Pro Moto Billet	0.4%
Zap Technix.....	0.4%
Misc. / Fill-in	3.7%

PRE-BUILT WHEELS:

Will purchase within 12 months... 12.9%

IF "YES," WHAT BRAND:

Dubya	28.1%
Tusk	15.5%
Undecided.....	11.8%
Talon / Excel.....	5.8%
FasterUSA	5.6%
Warp 9	5.2%
Haan.....	3.2%
Kite / Excel	3.2%
Excel Pro Series G2	3.0%
Talon / DID.....	2.6%
Kite / DID	2.1%
SM Pro	1.7%
KTM PowerParts	1.5%
DNA	1.3%
Pro-Wheel	1.3%
Bud Racing	1.1%
OEM	1.1%
TCR	0.9%
Woody's.....	0.6%
MX Champ	0.4%
Appalachian Moto Products.....	0.2%
Rad Manufacturing	0.2%
Misc. / Fill-in	3.6%

RIMS:

Will purchase within 12 months.... 8.8%

IF "YES," WHAT BRAND:

Excel.....	37.2%
D.I.D.....	17.8%
Undecided.....	15.5%
Tusk	7.4%
Dubya	5.5%
Warp 9	3.9%
SM Pro	1.6%
Alpina	1.3%
DNA	1.3%
Moose	1.3%
Pro-Wheel	1.3%
Sun.....	1.0%

BBR.....	0.6%
Bud Racing.....	0.6%
OEM	0.6%
DWT	0.3%
G-Force Richter.....	0.3%
MX Champ.....	0.3%
Psychic MX	0.3%
RAD Mfg.....	0.3%
Misc. / Fill-in	1.3%

HUBS:

Will purchase within 12 months.... 4.2%

IF "CUSTOM," WHAT BRAND:

Undecided.....	19.3%
Talon.....	15.2%
Dubya	11.0%
Haan	9.0%
Excel Pro Series G2.....	8.3%
Tusk.....	6.9%
Warp 9	6.2%
FasterUSA	5.5%
OEM	4.8%
Bud Racing.....	4.1%
DNA	2.8%
Kite	2.8%
TCR	1.4%
G-Force Richter.....	0.7%
SM Pro Wheels.....	0.7%
Misc. / Fill-in	1.4%

SPROCKET:

Will purchase within 12 months... 50.9%

IF "YES," WHAT BRAND:

Renthal.....	28.8%
Undecided.....	17.5%
Supersprox.....	7.3%
Sunstar	6.6%
Dirt Tricks	6.1%
Pro Taper	5.5%
Mika Metals.....	5.2%
JT.....	2.7%
Vortex.....	2.6%
Primary Drive	2.4%
OEM	1.6%
KTM PowerParts	1.3%
Moose	1.2%
DDC	1.1%
AFAM	0.9%
Talon.....	0.8%
ProX	0.8%
Sidewinder.....	0.8%

Tag	0.8%
GYTR	0.7%
Iron Man	0.7%
Scar	0.6%
Sprocket Specialists	0.6%
Husqvarna	0.4%
Fly Hard Parts	0.3%
PBI	0.3%
RK	0.3%
Misc. / Fill-in	2.0%

CHAIN:

Will purchase within 12 months... 54.3%

IF "YES," WHAT BRAND:

DID	34.9%
Undecided	15.6%
Renthal	13.8%
RK Chain	6.6%
Pro Taper	4.2%
Primary Drive	4.0%
Mika Metals	3.2%
Regina	3.2%
EK	2.9%
Sunstar	2.3%
KTM PowerParts	0.9%
Fire Power Parts	0.9%
ProX	0.8%
Fly Hard Parts	0.7%
AFAM	0.6%
Parts Unlimited	0.6%
CZ	0.5%
JT	0.5%
Moose	0.5%
Vortex	0.5%
Tsubaki	0.4%
Bud Racing	0.3%
GYTR	0.3%
Sidewinder	0.3%
Husqvarna	0.3%
Iris	0.2%
Misc. / Fill-in	1.1%

BRAKE PADS/ DISCS/

CALIPERS:

Will purchase within 12 months... 32.0%

IF "YES," WHAT BRAND:

EBC	26.1%
Undecided	16.2%
OEM	12.9%

Brembo	9.4%
Galfer	9.1%
Braking	6.8%
DP Brakes	3.0%
Tusk	2.2%
KTM PowerParts	2.1%
Moto-Master	2.0%
Renthal	1.9%
Moto Stuff	1.1%
Mika Metals	1.0%
ProX	0.8%
Husqvarna	0.7%
SBS Brakes	0.5%
Ferodo	0.4%
Excel	0.4%
Gold Fren	0.4%
Moose Racing	0.4%
Pro Taper	0.4%
Goodridge	0.3%
Misc. / Fill-in	2.1%

PLASTICS:

Will purchase within 12 months... 29.5%

IF "YES," WHAT BRAND:

Acerbis	39.1%
Undecided	15.3%
Polisport	12.5%
Cycra	9.5%
UFO	9.3%
OEM	5.8%
KTM PowerParts	1.5%
Husqvarna	1.4%
DC Plastics	1.2%
MX Plastics	1.0%
RTech	1.0%
Preston Petty Products	0.8%
VMX	0.6%
Maier	0.5%
Misc. / Fill-in	0.7%

HANDGUARDS:

Will purchase within 12 months... 15.6%

IF "YES," WHAT BRAND:

Acerbis	41.8%
Undecided	20.2%
Cycra	13.5%
Bark Buster	4.1%
Renthal	4.1%
Tusk, Enduro Engineering	3.9%
KTM PowerParts	2.9%

Pro Taper	2.2%
UFO	1.7%
Fastway	1.4%
Polisport	1.2%
OEM	0.7%
Zeta	0.7%
Memphis Shades	0.3%
Reflex Racing	0.3%
Misc. / Fill-in	0.9%

SEAT OR SEAT COVER:

Will purchase within 12 months... 27.8%

IF "YES," SEAT OR SEAT COVER:

Seat	26.0%
Seat cover	74.0%

IF "SEAT," WHAT BRAND:

Seat Concepts	24.3%
Guts	22.3%
Undecided	19.4%
Acerbis	6.5%
KTM PowerParts	6.1%
OEM	5.3%
Enduro Engineering	3.6%
MotoSeat	2.0%
SDG	2.0%
Think	2.0%
Factory Effex	1.2%
Husqvarna	1.2%
Polisport	0.8%
Psychic MX	0.4%
Factory Backing	0.0%
Traction MX	0.0%
Misc. / Fill-in	2.8%

IF "SEAT COVER," WHAT BRAND:

Guts	24.4%
Undecided	19.9%
Thrill Seekers	12.4%
MotoSeat	5.9%
Seat Concepts	3.1%
Factory Effex	2.5%
D'cor Visuals	2.1%
DeCal Works	2.1%
Acerbis	2.0%
KTM PowerParts	1.9%
OEM	1.6%

Ceet.....	1.3%
SKDA.....	1.3%
Throttle Jockey.....	1.3%
Bike Graphix.....	1.1%
SDG.....	1.1%
180 Decals.....	0.9%
Blackbird.....	0.9%
Factory Seat.....	0.9%
N-Style.....	0.9%
Traction MX.....	0.9%
Bud Racing.....	0.8%
One Gripper.....	0.8%
Attack Graphics.....	0.7%
Topline.....	0.7%
DR Trim.....	0.4%
Enjoy Mfg.....	0.4%
Moose.....	0.4%
Tecnosel.....	0.4%
Strike Seats.....	0.4%
Throttle Syndicate.....	0.4%
Sella Dalla Valle.....	0.4%
Evo-MX.....	0.3%
One Industries.....	0.3%
StompGrip.....	0.3%
Misc. / Fill-in.....	4.8%

BIKE PROTECTION:

Will purchase within 12 months... 14.8%

IF "YES," WHAT BRAND:

Acerbis.....	28.2%
Undecided.....	25.9%
Works Connection.....	18.4%
TM Designworks.....	10.9%
Enduro Engineering.....	10.4%
Bullet Proof Designs.....	10.0%
Cycra.....	8.3%
Tusk.....	6.9%
Lightspeed.....	5.6%
P3.....	5.2%
GYTR.....	5.0%
DeVol Racing.....	4.8%
KTM PowerParts.....	4.8%
Polisport.....	4.6%
Nihilo.....	4.0%
AXP Racing.....	3.8%
Moose.....	3.5%
Pro Carbon.....	3.5%
Fastway.....	2.7%
Scar.....	2.3%
AS3 Performance.....	2.1%
Husqvarna.....	1.9%
Ricochet Offroad.....	1.7%
Emperor Racing.....	1.3%

Hyde Racing.....	1.3%
Unabiker.....	1.3%
MSR.....	1.2%
7602 Racing.....	1.0%
CF Works.....	1.0%
ICW.....	1.0%
DH1.....	0.8%
Flatland Racing.....	0.8%
Appalachian Moto Products.....	0.6%
CrossPro.....	0.6%
ACD Racing Parts.....	0.4%
CRD.....	0.4%
MEC.....	0.4%
Meca'System.....	0.4%
Next Components.....	0.4%
P-Tech.....	0.4%
Force Accessories.....	0.4%
SXS.....	0.4%
CMT.....	0.4%
Misc. / Fill-in.....	4.4%

SUSPENSION SERVICE:

Will purchase within 12 months... 42.6%

IF "YES," WHAT SUSPENSION COMPANY:

Undecided.....	16.7%
Factory Connection.....	9.5%
Race Tech.....	7.9%
Enzo.....	6.3%
Pro Circuit.....	2.9%
Kreft Moto.....	1.8%
Pro-Action.....	1.8%
WP, North America.....	1.7%
MX-Tech.....	1.4%
RG3.....	1.4%
EVO.....	1.2%
Öhlins.....	1.2%
Powerband Racing.....	1.2%
JBI Suspension.....	1.1%
REP.....	1.0%
707 Racing.....	1.0%
JMR Suspension.....	0.8%
TBT.....	0.8%
Superior Suspension Settings.....	0.8%
Precision Concepts.....	0.7%
Bud Racing.....	0.6%
Protune Suspension.....	0.6%
Solid Performance.....	0.6%
Technical Touch.....	0.6%
Total Control.....	0.6%
812 Suspension.....	0.6%
AHM Factory Services.....	0.6%

Graeme Brough.....	0.6%
MPE.....	0.6%
PR2.....	0.6%
Shock Therapy.....	0.6%
Decker Performance.....	0.5%
FCR.....	0.5%
Noleen.....	0.5%
SGB Suspension.....	0.4%
Six 12.....	0.4%
Axis.....	0.3%
JM Racing.....	0.3%
JDP.....	0.3%
K-Tech.....	0.3%
Lainer Suspension.....	0.3%
MCR.....	0.3%
N2Dirt Suspension.....	0.3%
SRS.....	0.3%
Too Tech.....	0.3%
TZR.....	0.3%
WER.....	0.3%
A1 Racing.....	0.3%
Active Ride.....	0.3%
AEO.....	0.3%
Chad's Offroad.....	0.3%
Choice.....	0.3%
DC 3.....	0.3%
Enduro Spec.....	0.3%
Fastlap.....	0.3%
KB5.....	0.3%
KTM World.....	0.3%
Pro-Moto.....	0.3%
Speed Technologies.....	0.3%
Art of War.....	0.3%
Bonzi.....	0.3%
Beck's Tech.....	0.2%
Boughner.....	0.2%
EBR.....	0.2%
Euro.....	0.2%
JP Speed.....	0.2%
LCS Racing.....	0.2%
Merge Racing.....	0.2%
Promotion.....	0.2%
Pro Valve.....	0.2%
RMR.....	0.2%
Willie Manning.....	0.2%
Stillwell Performance.....	0.2%
Tech Care.....	0.2%
Feine Tune.....	0.2%
AMP.....	0.2%
Hall's Cycles.....	0.2%
ZR1.....	0.2%
Misc. / Fill-in.....	18.7%

ENGINE SERVICE:

Will purchase within 12 months... 12.1%

IF "YES," WHAT ENGINE COMPANY:

<i>Undecided</i>	26.4%
Twisted Development.....	8.1%
Pro Circuit.....	7.9%
Tom Morgan Racing.....	5.9%
Eric Gorr.....	2.7%
Race Tech.....	2.7%
Tom Zont Racing.....	2.2%
Yoshimura.....	1.5%
AHM Factory Services.....	1.0%
Bondi.....	1.0%
DH1 Mods.....	1.0%
Haeseker Racing.....	1.0%
JGRMX.....	1.0%
Big Bore Thumpers.....	0.7%
Boyko Racing.....	0.7%
Bud Racing.....	0.7%
Dick's Racing.....	0.7%
JM Racing.....	0.7%
Millennium Technologies.....	0.7%
OEM Dealer.....	0.7%
Tokyo Mods.....	0.7%
Varnier.....	0.7%
CR Performance.....	0.7%
XPR.....	0.7%
Bill's Pipes.....	0.5%
C4 MX.....	0.5%
DC Powerhouse.....	0.5%
HP Race Development.....	0.5%
JMS.....	0.5%
Lynk's Racing.....	0.5%
MX Zone.....	0.5%
Power Seal USA.....	0.5%
TBT.....	0.5%
Watts Perfections.....	0.5%
Finish Line Engines.....	0.2%
LA Sleeve.....	0.2%
LCS Racing.....	0.2%
Mad Brothers.....	0.2%
PDR.....	0.2%
PR2.....	0.2%
Proven Moto.....	0.2%
R&D Racing.....	0.2%
SCT Racing Engines.....	0.2%
WMR Competition Performance.....	0.2%
<i>Misc. / Fill-in</i>	22.0%

TRIPLE CLAMP:

Will purchase within 12 months..... 9.0%

IF "YES," WHAT BRAND:

X-Trig.....	26.7%
Ride Engineering.....	17.9%
<i>Undecided</i>	9.8%
NEKEN.....	5.5%
RG3.....	5.2%
KTM PowerParts.....	4.6%
Luxon MX.....	4.6%
Pro Circuit.....	4.2%
Applied.....	3.9%
Scar Racing.....	3.6%
Husqvarna.....	3.3%
OEM.....	2.0%
Bud Racing.....	1.6%
EZE.....	1.3%
GPR.....	1.3%
BRP.....	1.0%
Kite.....	0.7%
<i>Misc. / Fill-in</i>	2.9%

BIKE STAND:

Will purchase within 12 months... 16.0%

IF "YES," WHAT BRAND:

<i>Undecided</i>	38.8%
Matrix Concepts.....	17.4%
Works Connection.....	5.2%
Acerbis.....	4.5%
Harbor Freight.....	3.6%
24mx.....	3.2%
Tusk.....	3.0%
FMF.....	2.1%
Polisport.....	1.9%
Scar.....	1.9%
Fly.....	1.7%
Risk Racing.....	1.7%
KTM PowerParts.....	1.5%
MotoSport.....	1.5%
Pro Circuit.....	1.3%
Cycra.....	0.9%
DRC.....	0.9%
ICW.....	0.7%
MotoConcepts.....	0.7%
OEM.....	0.7%
RTech.....	0.7%
Husqvarna.....	0.6%
UFO.....	0.6%
Akrapovic.....	0.4%
ASV.....	0.4%

Moose.....	0.4%
Pit Posse.....	0.4%
Enduro Engineering.....	0.4%
Powerlift.....	0.4%
<i>Misc. / Fill-in</i>	2.6%

FUEL TYPE:

Pump gas.....	75.6%
Race fuel.....	24.5%

IF "RACE FUEL," WHAT BRAND:

VP Racing Fuels.....	64.3%
Sunoco.....	10.9%
Avgas.....	4.2%
Renegade.....	3.0%
Aspen.....	2.0%
Shell.....	1.9%
BP.....	1.7%
KTM Racing Fuel.....	1.5%
ETS.....	1.2%
Torco.....	0.9%
Trick.....	0.9%
Turbo Blue.....	0.9%
Elf.....	0.7%
F&L.....	0.6%
Klotz.....	0.6%
Dragon.....	0.5%
Monster.....	0.5%
Cam2.....	0.5%
Gulf.....	0.2%
Nutec.....	0.2%
<i>Misc. / Fill-in</i>	2.7%

FAVORITE OIL:

Maxima.....	17.8%
Amsoil.....	9.4%
Bel-Ray.....	8.0%
Motul.....	7.6%
<i>Undecided</i>	7.1%
Motorex.....	6.9%
Yamalube.....	6.0%
KTM / Motorex.....	5.2%
Hondaline.....	4.2%
Castrol.....	4.1%
Shell Rotella.....	3.9%
Lucas.....	2.8%
Klotz.....	1.9%
Spectro.....	1.8%
Mobil.....	1.3%
Blud Lubricants.....	1.0%
Kawasaki.....	1.0%

Putoline.....	0.9%
Blendzall.....	0.8%
Silkolene.....	0.8%
Valvoline.....	0.8%
Penrite.....	0.7%
Liqui Moly.....	0.6%
Royal Purple.....	0.6%
Redline.....	0.5%
Ipone.....	0.4%
Delo.....	0.3%
VP Lubricants.....	0.3%
Ecstar.....	0.2%
Gulf.....	0.2%
Misc. / Fill-in.....	2.7%

FAVORITE CHAIN LUBE:

Maxima.....	26.5%
Bel-Ray.....	14.7%
Undecided.....	13.1%
WD-40.....	5.3%
Motul.....	4.7%
Motorex.....	4.2%
KTM / Motorex.....	3.4%
PJ1.....	3.3%
Amsoil.....	3.2%
Honda OEM.....	3.0%
Lucas Oil.....	2.3%
Yamalube.....	2.1%
Castrol.....	2.0%
Sikolene.....	1.2%
Putoline.....	0.8%
DuPont.....	0.7%
Blud Lubricants.....	0.6%
Muc-off.....	0.6%
Spectro.....	0.6%
Dumonde Tech.....	0.5%
Ipone.....	0.5%
Renthal.....	0.5%
Klotz.....	0.5%
Penrite.....	0.4%
No Toil.....	0.4%
Champion.....	0.3%
Mika Metals.....	0.3%
Tri-Flow.....	0.3%
Würth.....	0.2%
Bo Motor-Oil.....	0.2%
Misc. / Fill-in.....	3.7%

FAVORITE AIR FILTER:

Twin Air.....	47.6%
Undecided.....	9.9%
No Toil.....	8.7%
K&N.....	8.1%
UNI.....	5.9%

Pro Filter.....	3.4%
DT1.....	3.4%
OEM.....	3.1%
FunnelWeb.....	2.5%
HiFlo.....	1.1%
Acerbis.....	0.9%
Tusk.....	0.8%
Yamaha GYTR.....	0.7%
Moose.....	0.6%
Moto Air.....	0.6%
ProX.....	0.6%
Putoline.....	0.5%
Bike Master.....	0.2%
FilGuard.....	0.2%
MSR.....	0.2%
Loudmouth.....	0.2%
Misc. / Fill-in.....	0.7%

FAVORITE ENGINE COOLANT:

Engine Ice.....	30.5%
Undecided.....	22.2%
Maxima.....	6.4%
Automotive antifreeze.....	4.7%
Evans Waterless.....	3.4%
KTM / Motorex.....	3.2%
Bel-Ray Moto Chill.....	2.8%
Honda.....	2.7%
Prestone.....	2.4%
Motul.....	2.4%
Amsoil.....	2.2%
Peak.....	2.2%
OEM.....	2.0%
Yamalube Yamacool.....	1.9%
Motorex.....	1.9%
Castrol.....	1.4%
Red Line / Water Wetter.....	1.4%
Twin Air IceFlow.....	1.0%
Putoline.....	0.7%
Liquid Performance.....	0.6%
Royal Purple Purple Ice.....	0.5%
Water.....	0.5%
Penrite.....	0.5%
Elf.....	0.3%
Silkolene.....	0.3%
VP Stay Frosty.....	0.3%
Biltema.....	0.2%
Suzuki.....	0.2%
Moose.....	0.2%
Spectro.....	0.2%
Misc. / Fill-in.....	0.6%

BRAND(S) OF TOOLS OWNED:

Craftsman.....	61.5%
Motion Pro.....	40.4%

Snap-on.....	38.9%
Dewalt.....	34.4%
Harbor Freight.....	32.3%
Channel Lock.....	28.8%
Milwaukee.....	23.5%
Tusk.....	22.1%
Stanley Tools.....	21.6%
Kobalt.....	20.3%
Cresant.....	20.0%
Makita.....	19.4%
GearWrench.....	15.6%
Bike Master.....	15.4%
Mac Tools.....	15.2%
Park Tools.....	13.8%
Bosch.....	13.4%
Husky.....	13.2%
Pittsburgh.....	12.7%
Matco Tools.....	11.8%
Ratio-Rite.....	11.7%
Ryobi.....	11.7%
Race Tech.....	10.4%
KTM PowerParts.....	10.0%
Klein.....	9.6%
Moose Racing.....	8.3%
Mastercraft.....	8.1%
Porter Cable.....	7.6%
Works Connection.....	7.5%
FMF.....	7.5%
SK.....	7.3%
Cornwell.....	7.2%
Pit Posse.....	6.9%
Hitachi.....	6.6%
NGK.....	6.4%
Parts Unlimited.....	6.2%
ASV.....	5.7%
Excel.....	5.4%
Pro Circuit.....	5.0%
Husqvarna.....	5.0%
K&N.....	5.0%
DID.....	4.8%
Fasst Company.....	4.8%
Würth.....	4.1%
Matrix Concepts.....	4.1%
MSR.....	4.1%
Fly Racing.....	3.9%
Wiseco.....	3.4%
Kinchrome.....	3.0%
Beta.....	2.9%
Hilti.....	2.9%
Cruz Tools.....	2.9%
K&L.....	2.7%
Hot Cams.....	2.6%
Sidchrome.....	2.4%
Stahlwille.....	2.2%
Bacho.....	2.1%
Emgo.....	2.1%
Carlyle.....	2.1%

Topeak	2.1%
Drag Specialties	2.0%
Motorsport Products	1.9%
RK	1.8%
Sonic Tools	1.8%
Facom	1.7%
AmPro	1.6%
Gedore	1.5%
Raboconda	1.5%
Hazet	1.5%
Kowa	1.4%
AEG	1.3%
Draper	1.2%
Halfords	1.1%
Progressive Suspension	1.1%
Hardline	1.1%
Biltema	1.0%
Britool	0.9%
Helix	0.8%
Scar Racing	0.8%
Lang Tools	0.8%
Dynatek	0.7%
SP	0.7%
Rowe USA	0.6%
Outerwears	0.6%
Tecmate	0.6%
Torin Jacks Inc	0.6%
Tire Balls	0.5%
Jims	0.5%
Scribner Plastics	0.5%
Air Force Blaster	0.5%
TMV	0.4%
Stop & Go	0.4%
Baron Custom Accessories	0.3%
Bluhm Enterprises	0.3%
Moto Centric	0.3%
Teng	0.2%
Proto	0.2%
Hydro-turf	0.2%
Misc. / Fill-in	4.5%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months... 13.9%

IF "YES," WHAT BRAND:

GoPro	78.9%
Undecided	13.7%
Garmin	1.5%
Fly 360	0.9%
Contour	0.4%
Sony ActionCam	0.4%
Back Door	0.2%
CamOne	0.2%
GoBandit	0.2%

Polaroid	0.2%
V.I.O POV	0.2%
Vivitar	0.2%
Xtrax	0.2%
Misc. / Fill-in	2.6%

USE OR INTERESTED IN FOLLOWING PRODUCT:

Electrolytes	44.4%
Vitamins/supplements	41.9%
Energy bars	34.4%
None	34.3%
CBD	33.6%
Protein/whey protein	29.5%
Recovery powders	27.2%
Misc. / Fill-in	0.4%

FAVORITE SUNGLASSES:

Oakley	29.8%
Undecided	22.9%
100%	10.2%
Ray-Ban	8.1%
Spy	4.5%
Maui Jim	2.4%
Smith Optics	2.1%
Costa Del Mar	2.0%
Fox	1.5%
Heatwave	1.1%
Dragon	1.0%
Scott	1.0%
Pit Viper	0.9%
Arnette	0.8%
Electric	0.7%
Von Zipper	0.7%
Bolle	0.6%
Black Flies	0.4%
Wiley X	0.4%
Persol	0.4%
Beer Optics	0.3%
Gatorz	0.3%
Gucci	0.3%
Native	0.3%
Tom Ford	0.3%
Serengeti	0.3%
3m	0.2%
Nike	0.2%
Carerra	0.2%
Blenders	0.2%
Under Armor	0.2%
Misc. / Fill-in	5.5%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes..... 32.5%

IF "YES," WHAT BRAND:

Honda	20.2%
Harley Davidson	18.4%
Yamaha	15.6%
Kawasaki	9.0%
Suzuki	9.0%
KTM	6.6%
Ducati	4.4%
Triumph	3.9%
BMW	3.6%
Husqvarna	1.3%
Aprilla	0.9%
Indian	0.7%
Buell	0.7%
Moto Guzzi	0.6%
Victory	0.6%
BSA	0.5%
Custom	0.4%
Norton	0.4%
Royal Enfield	0.4%
Misc. / Fill-in	3.0%

STREET BIKE:

Will purchase within 12 months ... 8.0%

IF "YES," WHAT BRAND:

Undecided	16.7%
Yamaha	13.6%
Harley Davidson	12.1%
KTM	11.7%
Honda	11.0%
Kawasaki	6.8%
Suzuki	4.9%
Ducati	4.5%
Aprilla	3.8%
BMW	3.8%
Husqvarna	3.0%
Indian	2.7%
Triumph	1.9%
Royal Enfield	0.8%
Can-Am	0.4%
Custom	0.4%

Victory	0.4%
Misc. / Fill-in	1.5%

OWN A SIDE X SIDE / UTV:

Yes	11.0%
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IF "YES," WHAT BRAND:

Polaris	35.4%
Yamaha	14.4%
Can-Am	12.4%
Honda	11.9%
Kawasaki	9.9%
Artic Cat	4.1%
John Deere	3.0%
Kubota	2.5%
CFMoto	1.9%
Misc. / Fill-in	4.4%

SIDE X SIDE / UTV:

Will purchase within 12 months	3.4%
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IF "YES," WHAT BRAND:

Polaris	25.2%
Honda	17.1%
Can-Am	14.4%
Undecided	13.5%
Yamaha	11.7%
Kawasaki	7.2%
Speed UTV	3.6%
John Deere	1.8%
CFMoto	1.8%
Kubota	0.9%
Misc. / Fill-in	2.7%

OWN AN ATV:

Yes	21.7%
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IF "YES," WHAT TYPE:

Utility	62.7%
Sport	37.4%

IF "YES," WHAT BRAND :

Honda	35.5%
Yamaha	21.3%
Polaris	14.3%
Kawasaki	8.3%
Suzuki	7.4%
Can-Am	5.3%

Artic Cat	3.4%
Kymco	1.2%
Bombardier	0.7%
Tao	0.4%
Misc. / Fill-in	2.2%

ATV:

Will purchase within 12 months	3.3%
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IF "YES," WHAT TYPE:

Utility	50.5%
Sport	35.9%
Undecided	13.6%

IF "YES," WHAT BRAND:

Undecided	30.5%
Yamaha	22.1%
Honda	13.7%
Polaris	9.5%
Suzuki	7.4%
Kawasaki	6.3%
Bombardier	4.2%
Can-Am	3.2%
CFMoto	1.1%
Misc. / Fill-in	2.1%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes	72.0%
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IF "YES," WHAT BRAND:

Ford	31.0%
Chevrolet	19.9%
Dodge	15.7%
Toyota	15.0%
GMC	8.9%
Nissan	4.1%
Honda	0.9%
Mitsubishi	0.9%
Holden	0.8%
Mazda	0.6%
Volkswagen	0.5%
Jeep	0.4%
Isuzu	0.2%
Misc. / Fill-in	1.0%

PICKUP TRUCK:

Will purchase within 12 months	13.9%
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IF "YES," WHAT BRAND:

Undecided	15.2%
Chevrolet	16.5%
Dodge	10.8%
Ford	26.2%
GMC	6.6%
Holden	0.4%
Honda	2.6%
Mazda	0.2%
Mercedes	0.9%
Mitsubishi	0.4%
Nissan	2.0%
Toyota	14.1%
Tesla	1.8%
Volkswagen	0.7%
Misc. / Fill-in	1.8%