



2011 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male 96.3%
 Female..... 3.7%

MARITAL STATUS:

Married 52.5%
 Single 47.5%

AGE:

Average 36.1
 Median 38.0
 17 or under 8.7%
 18-20 5.9%
 21-24 8.5%
 25-34 19.0%
 35-44 29.1%
 45 or older 28.7%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 6.0%
 High school 26.7%
 Some college..... 29.5%
 College 29.8%
 Postgraduate degree 7.9%

HOUSEHOLD INCOME:

Average \$96,132
 Median \$87,500
 Under \$25,000 8.9%
 \$25,001 - \$50,000 15.6%
 \$50,001 - \$75,000 19.0%
 \$75,001 - \$100,000 21.5%
 \$100,001 - \$150,000 20.5%
 \$150,001 - \$250,000 9.2%
 \$250,001 or more 5.3%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States 74.6%
 Australia 6.6%
 Canada 5.1%
 United Kingdom 2.0%
 Sweden 1.4%
 New Zealand 1.2%
 Netherlands 0.7%
 Brazil 0.5%
 France 0.5%
 Germany 0.5%

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

California 22.8%
 Texas 7.1%
 Florida 4.7%
 Michigan 4.4%
 Arizona 4.4%
 Washington 4.1%
 Ohio 3.5%
 Pennsylvania 2.9%
 Colorado 2.7%
 New York 2.7%

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

United States 65.6%
 Australia 5.2%
 Canada 4.4%
 United Kingdom 3.6%
 France 2.7%
 Sweden 1.5%
 Germany 1.2%
 Italy 1.0%
 New Zealand 1.0%
 Netherlands 0.9%

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

California 23.3%
 Texas 8.2%
 Florida 4.5%
 New York 4.1%
 Washington 4.1%
 Pennsylvania 3.3%
 Illinois 3.3%
 Arizona 3.0%
 Georgia 3.0%
 Ohio 2.9%

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

Average times per day 7
 21 or more times a day 11.7%
 11-20 times a day 10.2%
 6-10 times a day 17.6%
 2-5 times a day 38.1%
 Once a day 15.8%
 2-3 times per week 5.2%
 Once a week or less 1.4%

HAVE MADE ONLINE PURCHASE:

Yes 96.0%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites 91.7%
 Magazines 63.7%
 Friends 47.9%
 Television 36.9%
 Manufacturer web sites 29.5%
 Local shop 26.3%
 Mail-order web sites 17.3%
 Manufacturer catalogs 12.4%
 Mail-order catalogs 10.4%
 Being at the track / races 0.3%
 Social media 0.3%
 Podcasts 0.2%
 Misc. / Fill-in answers 2.8%

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

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes 86.1%

MOTOCROSS BIKE CURRENTLY OWNED:

Honda..... 29.4%
Yamaha..... 25.0%
Kawasaki..... 15.6%
KTM..... 14.0%
Suzuki..... 11.5%
Husqvarna..... 1.4%
Maico..... 0.5%
Gas Gas..... 0.4%
Cobra..... 0.3%
Husaberg..... 0.3%
Beta..... 0.2%
BMW..... 0.2%
TM..... 0.1%
Bultaco..... 0.1%
Misc. / Fill-in answers 1.0%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85..... 3.5%
100-110..... 1.4%
125..... 8.8%
150..... 1.6%
200-230..... 2.2%
250..... 42.5%
300..... 1.3%
350..... 1.7%
400..... 1.2%
450..... 31.5%
500 or bigger..... 3.1%
Misc. / Fill-in answers 1.3%

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

2-Stroke..... 35.4%
4-Stroke..... 64.6%

HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average..... 2.7
1..... 24.9%
2..... 27.2%
3..... 17.8%
4..... 12.5%
5 or more..... 17.6%

WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes.....45.6%

IF "YES," WHAT BRAND OF BIKE:

KTM.....22.9%
Honda.....22.7%
Kawasaki.....16.4%
Yamaha.....14.1%
Undecided.....11.4%
Suzuki.....7.8%
Husqvarna.....1.6%
Cobra.....0.5%
Husaberg.....0.5%
Beta.....0.4%
Gas Gas.....0.4%
Maico.....0.2%
TM.....0.2%
BMW.....0.1%
Misc. / Fill-in answers0.7%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85.....5.6%
100-110.....1.0%
125.....5.8%
150.....2.9%
200-230.....1.2%
250.....40.2%
300.....3.2%
350.....5.3%
400.....0.1%
450.....32.0%
500 or bigger.....2.1%
Misc. / Fill-in answers0.6%

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

2-Stroke.....32.5%
4-Stroke.....67.5%

HOW OFTEN DO YOU RIDE MOTOCROSS?

Average..... 1.1 times a week
4 or more times a week.....5.3%
2-3 times a week.....21.1%
About once a week.....23.3%
2-3 times a month.....18.7%
About once a month.....10.4%
I don't ride regularly.....21.3%

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

Motocross Tracks.....82.6%
Trail Riding.....42.5%
Off-Road.....42.1%
Enduro.....10.0%
Sand Dunes.....6.9%
Hill Climbing.....6.0%
Dual Sport.....5.0%
Trials.....3.7%
FMX.....1.9%
Street / Road.....1.3%
Supermoto.....0.3%
Hare Scramble.....0.3%
Flat Track.....0.2%
Arenacross.....0.1%
Misc. / Fill-in answers.....4.0%

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

Yes.....79.1%

MOTOCROSS GEAR, PARTS & ACCESSORIES:

RIDING GEAR:

Will purchase within 12 months ..70.7%

IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided.....19.0%
Fox.....15.4%
Thor.....10.5%
Troy Lee Designs.....9.9%
One Industries.....6.9%
Fly.....6.0%
Shift.....5.2%
O'Neal.....4.7%
MSR.....4.7%
Answer.....3.8%
Alpinestars.....2.5%
No Fear.....2.2%
JT.....2.0%
Moose.....1.6%
AXO.....1.5%
Scott.....1.0%
Klim.....0.7%
Acerbis.....0.2%
UFO.....0.2%
Pro Grip.....0.1%
Shot.....0.1%
Misc. / Fill-in answers.....1.6%

GLOVES:

Yes 70.2%

IF "YES," WHAT BRAND OF GLOVES:

Undecided 22.0%
 Fox 16.8%
 Deft Family 7.7%
 Thor 7.2%
 Troy Lee Designs 7.2%
 Fly 5.4%
 One Industries 4.3%
 MSR 3.8%
 Shift 3.6%
 O'Neal 3.4%
 Answer 3.3%
 Novik 2.6%
 Alpinestars 1.9%
 JT 1.8%
 No Fear 1.4%
 Moose 1.2%
 AXO 1.1%
 Scott 1.0%
 SixSixOne 0.7%
 Oakley 0.6%
 Klim 0.4%
 EVS 0.4%
 Acerbis 0.3%
 Mechanix 0.3%
 Pro Grip 0.3%
 UFO 0.2%
 Fist 0.1%
 Misc. / Fill-in answers 0.9%

HELMET:

Will purchase within 12 months .. 49.7%

IF "YES," WHAT BRAND OF HELMET:

Shoei 21.9%
 Undecided 14.5%
 Bell 9.1%
 Fox 8.9%
 Troy Lee Designs 8.1%
 Arai 8.0%
 One Industries 5.5%
 Airoh 3.6%
 Thor 3.6%
 Fly 3.0%
 SixSixOne 2.3%
 AGV 1.4%
 HJC 1.4%
 O'Neal 1.3%
 JT 1.0%
 EVS 0.9%

MSR 0.7%
 Answer 0.7%
 M2R 0.5%
 Kali Protectives 0.4%
 Lazer 0.3%
 No Fear 0.3%
 Shark 0.3%
 Suomy 0.3%
 Scott 0.2%
 Shift 0.2%
 UFO 0.2%
 Acerbis 0.1%
 AXO 0.1%
 Klim 0.1%
 ProGrip 0.1%
 Scorpion 0.1%
 AFX 0.1%
 KBC 0.1%
 Xtreme 0.1%
 Misc. / Fill-in answers 0.4%

GOGGLES:

Will purchase within 12 months...58.1%

IF "YES," WHAT BRAND OF GOGGLES:

Scott 25.4%
 Oakley 24.1%
 Undecided 13.3%
 Spy 9.5%
 EKS Brand 5.8%
 Smith 5.5%
 Dragon 3.7%
 Fox 2.8%
 Von Zipper 2.1%
 Utopia 1.8%
 Pro Grip 1.4%
 Thor 1.0%
 Steel MX 0.7%
 Blur 0.4%
 Rip N Roll 0.4%
 Electric 0.3%
 Fly 0.3%
 O'Neal 0.3%
 Answer 0.3%
 CTO 0.3%
 Pro-Vue 0.3%
 Zeal Optics 0.2%
 MSR 0.1%
 Moto Optics 0.1%
 Liquid Image 0.1%
 Violation 0.1%
 Misc. / Fill-in answers 0.1%

BOOTS:

Will purchase within 12 months...45.1%

IF "YES," WHAT BRAND OF BOOTS:

Alpinestars 40.8%
 Gaerne 23.0%
 Undecided 9.6%
 Sidi 7.6%
 Fox 4.8%
 SixSixOne 4.3%
 TCX 1.8%
 O'Neal 1.2%
 Thor 1.2%
 Jett 1.1%
 AXO 0.9%
 Fly 0.5%
 Forma 0.5%
 Scott 0.5%
 MSR 0.3%
 Shift 0.3%
 Acerbis 0.3%
 No Fear 0.3%
 Answer 0.1%
 Nike 0.1%
 Berik 0.1%
 ARC 0.1%
 Dianese 0.1%
 Hebo 0.1%
 JT 0.1%
 Moose 0.1%
 Ocelot 0.1%
 Misc. / Fill-in answers 0.2%

NECK PROTECTION:

Will purchase within 12 months ..24.0%

IF "YES," WHAT BRAND OF NECK PROTECTION:

Leatt 47.8%
 Alpinestars 23.1%
 Undecided 17.1%
 EVS 6.1%
 Omega 3.3%
 SixSixOne 2.5%
 RXR 0.1%

KNEE PROTECTION:

Will purchase within 12 months ..26.6%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

Asterisk 25.6%
 Undecided 21.1%
 EVS 14.2%
 CTi 9.3%
 SixSixOne 5.8%
 POD MX 5.7%

Fox	4.6%
Alpinestars	3.6%
Thor.....	3.4%
Troy Lee.....	3.4%
O'Neal	0.8%
AXO.....	0.6%
Fly	0.3%
MSR.....	0.3%
No Fear	0.3%
Shift.....	0.3%
Donjoy	0.2%
Answer	0.1%
Matrix	0.1%
Misc. / Fill-in answers	0.1%

EXHAUST:

Will purchase within 12 months .. 33.6%

IF "YES," WHAT BRAND OF EXHAUST:

FMF	35.2%
Pro Circuit.....	25.8%
Yoshimura.....	11.3%
Undecided.....	9.1%
Akrapovic	5.9%
Dr. D / Dubach.....	3.0%
DEP.....	1.3%
Leo Vince.....	1.2%
HGS	1.1%
Big Gun.....	0.6%
HMF.....	0.6%
Rocket	0.6%
GYTR	0.5%
Vance & Hines.....	0.4%
Bill's Pipes	0.3%
Circle F	0.3%
Scalvini	0.3%
DG Performance	0.2%
Doma.....	0.2%
Jardine.....	0.2%
Motoworks	0.2%
MRD Racing.....	0.2%
Termignoni	0.2%
Two Brothers	0.2%
CHM	0.1%
DMC	0.1%
ESR.....	0.1%
Hindle	0.1%
Moto Xperts	0.1%
Misc. / Fill-in answers	1.0%

GRAPHICS:

Will purchase within 12 months .. 44.8%

IF "YES," WHAT BRAND OF GRAPHICS:

Undecided.....	23.9%
Decal Works	14.7%
One Industries.....	12.7%
Factory Effex	8.7%
N-Style.....	5.1%
Factory Backing.....	3.6%
Throttle Jockey	2.3%
PG	1.9%
180 Decals	1.6%
Flu Designs	1.5%
Fusion Graphix	1.4%
Roost MX	1.4%
Pro Circuit.....	1.3%
MGX Unlimited.....	1.2%
Dirt Digits	1.1%
Speed Graffix.....	1.1%
FMF	0.9%
Stellar MX	0.6%
Black Heart	0.5%
LG1 Designs	0.5%
Lime Nine	0.5%
ilabb	0.3%
Limited Decal	0.3%
Pant Saggin	0.3%
Rusk Racing.....	0.3%
4MX Graphics	0.3%
Dirt DNA	0.3%
Motopro Graphics	0.3%
139 Designs	0.2%
DZ Graphics	0.2%
K-Rae Graphics	0.2%
HBD Moto Grafx.....	0.2%
Ringmaster.....	0.2%
Sikspak	0.2%
Skin Industries	0.2%
Source MX.....	0.2%
WLM Designs.....	0.2%
Victory Circle	0.2%
Zeronine.....	0.2%
AMR Racing.....	0.1%
Blown Concepts.....	0.1%
Flatout.....	0.1%
FTR Powersports	0.1%
G4 Graphics.....	0.1%
Impulse Graphics	0.1%
Kustom MX	0.1%
Magik SC.....	0.1%
Racestar Graphics	0.1%
Ride Industries	0.1%
Techone Designs.....	0.1%
Titan MX	0.1%
XGX Racing	0.1%
Motoconcepts.....	0.1%

Trinity.....	0.1%
Misc. / Fill-in answers.....	7.1%

TIRES:

Will purchase within 12 months .. 74.9%

IF "YES," WHAT BRAND OF TIRES:

Dunlop	38.5%
Bridgestone.....	16.4%
Michelin.....	12.2%
Undecided.....	11.4%
Pirelli	8.0%
Maxxis	7.9%
Kenda	2.1%
Metzler.....	1.5%
Cheng Shin	0.4%
IRC	0.4%
Motoz	0.2%
Sedona	0.2%
Mitas	0.2%
Shinko.....	0.2%
Black Rock	0.1%
Innova.....	0.1%
Misc. / Fill-in answers.....	0.2%

HANDLEBARS:

Will purchase within 12 months .. 31.8%

IF "YES," WHAT BRAND OF HANDLEBARS:

Renthal.....	45.7%
Pro Taper	29.2%
Tag.....	10.8%
Undecided.....	4.9%
Fasst.....	2.9%
Easton	1.7%
Vortex.....	1.2%
Sunline.....	0.6%
Universal	0.6%
Fly.....	0.4%
Moose	0.4%
Zap Technix.....	0.3%
Zeta Racing.....	0.3%
909	0.2%
Acerbis.....	0.2%
O'Neal.....	0.2%
Kermaxx	0.1%
Turner	0.1%
Misc. / Fill-in answers.....	0.3%

GRIPS:

Will purchase within 12 months .. 59.9%

Methodology – This survey was conducted on Vital MX in July 2011. Responses were limited to one per person. Results were tabulated from over 3,700 surveys.

IF "YES," WHAT BRAND OF GRIPS:

Renthal	34.5%
Pro Taper	20.9%
Undecided	11.3%
Tag	7.1%
Scott	7.0%
Pro Grip	6.4%
ODI	4.7%
Oury	1.9%
Spider	1.4%
OEM	1.1%
A'ME	0.9%
Sunline	0.8%
Smith	0.5%
MSR	0.4%
Risk Racing	0.2%
Torcl	0.2%
Ariete	0.1%
Domino	0.1%
Zap Technix	0.1%
Easton	0.1%
Fly	0.1%
DRC	0.1%
SDG	0.1%
Misc. / Fill-in answers	0.2%

LEVERS:

Will purchase within 12 months .. 29.5%

IF "YES," WHAT BRAND OF LEVERS:

ASV	26.5%
Sunline	17.0%
Undecided	14.1%
ARC	10.4%
OEM	7.5%
Works Connection	7.3%
Renthal	4.8%
Pro Taper	2.7%
Zeta	2.7%
MSR	2.1%
Moose	1.4%
Motion Pro	1.3%
Magura	1.2%
Tusk	0.3%
Race Tech	0.1%
Ride Engineering	0.1%
Wirtz	0.1%
Zap Technix	0.1%
Misc. / Fill-in answers	0.4%

CLUTCH:

Will purchase within 12 months 29.3%

IF "YES," WHAT BRAND OF CLUTCH:

Hinson.....	32.2%
Undecided.....	15.8%
OEM	15.1%
Rekluse	12.6%
Barnett	6.7%
EBC	4.4%
Wiseco	2.7%
Tusk	1.8%
DP	1.6%
GYTR	1.3%
Moose	0.8%
KG	0.5%
Magnum.....	0.5%
ProX.....	0.4%
Revloc.....	0.4%
ESR.....	0.3%
EFM.....	0.1%
Tomar	0.1%
Misc. / Fill-in answers	2.6%

PISTON:

Will purchase within 12 months...38.3%

IF "YES," WHAT BRAND OF PISTON:

Wiseco	32.8%
OEM	17.6%
Undecided.....	13.8%
Vertex	8.8%
Pro Circuit.....	5.8%
CP	4.5%
Cosworth.....	3.7%
JE	3.3%
ProX.....	2.6%
Athena.....	1.8%
Wossner	1.2%
Namura	1.0%
Moose	0.8%
Hot Rods.....	0.6%
Mahle	0.4%
LAPC.....	0.2%
Venom	0.1%
Misc. / Fill-in answers	1.1%

WHEELS:

Will purchase within 12 months...12.5%

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

Pre-built	57.3%
Custom.....	42.7%

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

Talon / Excel	37.9%
Undecided.....	16.0%
DNA	9.6%
Talon / DID	7.3%
Factory Effex	6.4%
Sunline.....	5.9%
OEM	5.5%
Warp 9	4.1%
Pro-Wheel.....	3.7%
Haan	1.4%
G-Force Richter.....	0.9%
Volant / MSR.....	0.5%
Misc. / Fill-in answers.....	0.9%

IF "CUSTOM," WHAT BRAND OF HUBS:

Talon.....	30.3%
Undecided.....	20.0%
OEM	12.4%
DNA	9.2%
Sunline.....	3.8%
Warp 9	3.8%
Pro-Wheel.....	3.2%
RAD Mfg.....	3.2%
TCR	3.2%
Factory Effex	2.7%
G-Force Richter.....	2.2%
Haan	2.2%
Volant / MSR.....	1.6%
Krieg.....	0.5%
LSR.....	0.5%
Misc. / Fill-in answers.....	1.1%

IF "CUSTOM," WHAT BRAND OF RIMS:

Excel.....	47.1%
D.I.D.....	19.3%
Undecided.....	9.1%
DNA	5.9%
Pro-Wheel.....	3.7%
Warp 9	3.2%
Factory Effex	2.7%
OEM	2.1%
Sunline.....	1.6%
DWT.....	1.1%
G-Force Richter.....	1.1%
BBR.....	0.5%
Krieg.....	0.5%
Moose	0.5%
Sun.....	0.5%
Volant / MSR.....	0.5%
Misc. / Fill-in answers.....	0.5%

SPROCKET:

Will purchase within 12 months ..55.9%

Methodology – This survey was conducted on Vital MX in July 2011. Responses were limited to one per person. Results were tabulated from over 3,700 surveys.

IF "YES," WHAT BRAND OF SPROCKET:

Renthal	40.5%
Undecided	13.4%
Tag	8.1%
Pro Taper	7.1%
Sunstar	5.4%
Supersprox	4.4%
Vortex	4.1%
Talon	2.8%
Iron Man	2.5%
JT	2.3%
Primary Drive	2.1%
Sunline	1.6%
Moose	1.3%
AFAM	1.0%
OEM	0.9%
Sidewinder	0.9%
MSR	0.6%
Rocket	0.2%
White Brothers	0.2%
DNA	0.1%
Chain Gang	0.1%
Magnum	0.1%
PBI	0.1%
PMP	0.1%
Misc. / Fill-in answers	0.4%

CHAIN:

Will purchase within 12 months .. 59.8%

IF "YES," WHAT BRAND OF CHAIN:

D.I.D	34.2%
Renthal	22.0%
Undecided	13.5%
RK	9.4%
Regina	5.2%
Pro Taper	4.5%
EK	2.1%
Primary Drive	1.7%
Tsubaki	1.3%
AFAM	0.9%
Sunline	0.9%
Moose	0.9%
Vortex	0.8%
KMC	0.7%
Sidewinder	0.6%
Iris	0.3%
MSR	0.3%
Sunstar	0.1%
THC	0.1%
Misc. / Fill-in answers	0.4%

BIKE STAND:

Will purchase within 12 months .. 16.7%

IF "YES," WHAT BRAND OF BIKE STAND:

Undecided	27.1%
Matrix	21.6%
Pro Circuit	7.7%
Works Connection	6.9%
Moto Concepts	5.9%
Cycra	4.0%
Ogio	3.6%
Universal	3.4%
FMF	2.8%
Fly	2.4%
Harbor Freight	2.4%
Polisport	2.0%
Akrapovic	1.8%
MSR	1.0%
Rhino Racing	1.0%
ASV	0.8%
ICW	0.8%
Moose	0.8%
Pit Posse	0.8%
DRC	0.6%
OEM	0.6%
Risk Racing	0.6%
Tusk	0.6%
CIA	0.2%
Mad Racing	0.2%
Misc. / Fill-in answers	0.6%

FAVORITE OIL:

Maxima	15.1%
Bel-Ray	12.1%
Amsoil	8.5%
Motul	8.1%
Yamalube	6.8%
Castrol	6.3%
Hondaline	6.2%
Undecided	5.8%
Motorex	5.8%
Lucas	4.4%
Shell Rotella	3.2%
Spectro	2.9%
Silkolene	2.2%
Mobil	2.0%
Klotz	1.8%
Valvoline	1.1%
Putoline	0.9%
Redline	0.9%
Kawasaki	0.7%
Rock Oil	0.6%
Royal Purple	0.6%
Torco	0.6%
Elf	0.6%
PJ1	0.4%
Repsol	0.4%
Kal-Gard	0.3%

TiLube	0.2%
Denicol	0.1%
Blendzall	0.1%
Delo	0.1%
Dumonde Tech	0.1%
Golden Spectro	0.1%
Gulf	0.1%
Ipone	0.1%
Kroon	0.1%
Madit	0.1%
Panolin	0.1%
Misc. / Fill-in answers	0.9%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ..28.9%

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

GoPro	77.3%
Undecided	12.1%
Contour	6.0%
Epic Action Video Cam	0.9%
Liquid Image	0.8%
Replay XD	0.7%
Oregon Scientific	0.6%
Drift Innovation	0.5%
Back Door	0.3%
Motocomm	0.3%
Misc. / Fill-in answers	0.5%

FAVORITE BRAND OF CASUAL SHOE:

Nike	19.1%
DC	14.1%
Undecided	12.2%
Vans	12.1%
New Balance	6.9%
Adidas	6.1%
DVS	5.1%
Asics	3.4%
Etnies	3.2%
Sketchers	2.4%
Merrell	2.3%
Fox	2.1%
Puma	1.8%
Converse	1.6%
Osiris	0.9%
Globe	0.7%
Oakley	0.5%
Lakai	0.4%
Emerica	0.4%
Five Ten	0.4%
The North Face	0.4%
Jordan	0.3%
Salomon	0.3%
Adio	0.3%

Methodology – This survey was conducted on Vital MX in July 2011. Responses were limited to one per person. Results were tabulated from over 3,700 surveys.

Circa.....	0.2%
Colombia.....	0.2%
Keen.....	0.2%
Ecco.....	0.1%
Reebok.....	0.1%
Sanuk.....	0.1%
Saucony.....	0.1%
Supra.....	0.1%
Alpinestars.....	0.1%
Brooks.....	0.1%
Crocs.....	0.1%
eS.....	0.1%
Hi-Tec.....	0.1%
La Sportiva.....	0.1%
Toms.....	0.1%
Misc. / Fill-in answers.....	1.5%

FAVORITE BRAND OF SUNGLASSES:

Oakley.....	37.7%
Undecided.....	18.6%
Spy.....	8.9%
Ray-Ban.....	7.8%
Smith.....	3.5%
Fox.....	3.3%
Von Zipper.....	3.0%
Dragon.....	2.7%
Scott.....	2.5%
Electric.....	1.8%
Arnette.....	1.7%
Maui Jim.....	1.3%
Costa Del Mar.....	1.1%
Utopia.....	0.6%
Revo.....	0.5%
Black Flys.....	0.4%
Bolle.....	0.3%
Gatorz.....	0.2%
Gucci.....	0.1%
Tifosi.....	0.1%
Zeal Optics.....	0.1%
Anarchy.....	0.1%
Blur.....	0.1%
Hoven.....	0.1%
Rudy Project.....	0.1%
Serengeti.....	0.1%
Wiley X.....	0.1%
Bomber.....	0.1%
Kaenon.....	0.1%
Persol.....	0.1%
Prada.....	0.1%
Versace.....	0.1%
Vuarnet.....	0.1%
Misc. / Fill-in answers.....	2.6%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes.....	28.0%
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IF "YES," WHAT TYPE OF STREET BIKE:

Sport.....	37.4%
Cruiser.....	18.5%
Dual-Sport.....	16.7%
Chopper / Custom.....	8.0%
Touring.....	7.1%
Supermoto.....	4.7%
Scooter.....	2.2%
Vintage.....	0.6%
Misc. / Fill-in answers.....	4.7%

IF "YES," WHAT BRAND OF STREET BIKE:

Honda.....	23.4%
Harley Davidson.....	16.2%
Yamaha.....	14.6%
Kawasaki.....	13.1%
Suzuki.....	12.9%
KTM.....	4.5%
Ducati.....	3.3%
BMW.....	2.7%
Triumph.....	2.5%
Buell.....	1.3%
Aprilia.....	0.8%
Husqvarna.....	0.5%
Custom.....	0.4%
Derbi.....	0.4%
Victory.....	0.4%
Indian.....	0.2%
Jawa.....	0.2%
MV Augusta.....	0.2%
BSA.....	0.1%
Misc. / Fill-in answers.....	2.0%

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

Yes.....	9.7%
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IF "YES," WHAT TYPE OF STREET BIKE:

Sport.....	29.9%
Dual-Sport.....	15.1%
Cruiser.....	14.4%
Supermoto.....	11.7%
Undecided.....	10.7%
Touring.....	8.2%
Chopper / Custom.....	6.2%

Misc. / Fill-in answers.....	3.8%
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IF "YES," WHAT BRAND OF STREET BIKE:

Undecided.....	16.2%
Honda.....	16.2%
Yamaha.....	12.8%
Kawasaki.....	10.3%
Harley Davidson.....	10.0%
Suzuki.....	7.6%
KTM.....	5.9%
Ducati.....	4.8%
Triumph.....	4.8%
BMW.....	3.4%
Aprilia.....	2.8%
Victory.....	1.4%
Can-Am.....	0.7%
Husqvarna.....	0.7%
Misc. / Fill-in answers.....	2.4%

OWN A SIDE x SIDE ATV?

Yes.....	6.0%
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IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Yamaha.....	33.2%
Polaris.....	21.2%
Kawasaki.....	16.3%
Honda.....	15.2%
Can-Am.....	3.8%
Artic Cat.....	3.3%
John Deere.....	3.3%
Misc. / Fill-in answers.....	3.8%

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

Yes.....	2.1%
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IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Polaris.....	30.2%
Undecided.....	28.6%
Yamaha.....	17.5%
Kawasaki.....	9.5%
Can-Am.....	4.8%
Honda.....	4.8%
John Deere.....	4.8%

OWN AN ATV:

Yes.....	21.1%
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IF "YES," WHAT TYPE OF ATV:

Utility.....	50.4%
Sport.....	49.6%

Methodology – This survey was conducted on Vital MX in July 2011. Responses were limited to one per person. Results were tabulated from over 3,700 surveys.

IF "YES," WHAT BRAND OF ATV:

Honda.....	35.5%
Yamaha.....	25.0%
Suzuki.....	12.3%
Polaris.....	10.1%
Kawasaki.....	8.4%
Artic Cat.....	2.4%
Bombardier.....	2.1%
Eton.....	0.6%
Kymco.....	0.3%
Can-Am.....	0.2%
Misc. / Fill-in answers.....	3.2%

PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:

Yes.....	2.8%
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IF "YES," WHAT TYPE OF ATV:

Sport.....	53.1%
Utility.....	34.6%
Undecided.....	12.3%

IF "YES," WHAT BRAND OF ATV:

Honda.....	29.4%
Yamaha.....	23.5%
Undecided.....	20.0%
Bombardier.....	10.6%
Suzuki.....	5.9%
Artic Cat.....	3.5%
Polaris.....	2.4%
Kawasaki.....	1.2%
Misc. / Fill-in answers.....	3.5%

OWN A PERSONAL WATERCRAFT:

Yes.....	10.5%
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IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Yamaha.....	29.9%
Kawasaki.....	28.0%
Sea-Doo.....	22.9%
Bombardier.....	7.0%
Honda.....	4.5%
HSR-Benelli.....	0.6%
Misc. / Fill-in answers.....	7.0%

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

Yes.....	3.2%
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IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Undecided.....	25.5%
Yamaha.....	21.3%
Sea-Doo.....	19.1%
Kawasaki.....	18.1%
Honda.....	9.6%
Bombardier.....	4.3%
HSR-Benelli.....	1.1%
Misc. / Fill-in answers.....	1.1%

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

Yes.....	11.9%
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IF "YES," WHAT BRAND OF RC CAR/TRUCK:

Traxxas.....	50.4%
Undecided.....	13.8%
Associated.....	10.7%
Losi.....	7.0%
HPI Racing.....	4.8%
Durango.....	1.4%
DuraTrax.....	1.4%
Mugen.....	1.4%
Tamiya.....	1.1%
XTM Racing.....	1.1%
Axial.....	0.8%
Kyosho.....	0.8%
OFNA.....	0.8%
Venom.....	0.8%
Nikko RC.....	0.6%
Redcat.....	0.6%
CEN Racing.....	0.3%
GS Racing.....	0.3%
MRP.....	0.3%
O'Donnell.....	0.3%
RJ Speed.....	0.3%
Thunder Tiger.....	0.3%
Misc. / Fill-in answers.....	0.6%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes.....	69.8%
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IF "YES," WHAT BRAND OF TRUCK:

Ford.....	31.2%
Chevrolet.....	24.9%
Toyota.....	15.2%
Dodge.....	12.6%
GMC.....	6.3%
Nissan.....	5.6%

Holden.....	0.9%
Mitsubishi.....	0.8%
Mazda.....	0.8%
Honda.....	0.7%
Volkswagen.....	0.3%
Hummer.....	0.1%
Isuzu.....	0.1%
Jeep.....	0.1%
Misc. / Fill-in answers.....	0.4%

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

Yes.....	15.8%
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IF "YES," WHAT BRAND OF TRUCK:

Ford.....	26.0%
Toyota.....	24.9%
Chevrolet.....	16.3%
Undecided.....	15.2%
Dodge.....	5.5%
Nissan.....	4.0%
GMC.....	3.6%
Honda.....	1.1%
Holden.....	0.6%
Mitsubishi.....	0.6%
Mazda.....	0.2%
Misc. / Fill-in answers.....	1.9%