



2011 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male 96.8%
 Female..... 3.2%

AGE:

Average..... 29.4
 Median..... 29.0
 17 or younger..... 12.8%
 18-20..... 9.8%
 21-24..... 12.6%
 25-34..... 33.9%
 35-44..... 23.8%
 45 or older..... 7.0%

MARITAL STATUS:

Married 34.9%
 Single 65.1%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 6.0%
 High school..... 21.5%
 Some college..... 22.8%
 College..... 34.2%
 Postgraduate degree 15.5%

HOUSEHOLD INCOME:

Average..... \$76,179
 Median..... \$62,500
 Under \$25,000 22.0%
 \$25,001 - \$50,000 21.0%
 \$50,001 - \$75,000 19.4%
 \$75,001 - \$100,000 16.0%
 \$100,001 - \$150,000 13.0%
 \$151,000 - \$250,000 5.7%
 \$250,001 or more..... 2.9%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States.....45.4%
 Canada9.5%
 United Kingdom9.0%
 Australia6.6%
 New Zealand.....3.1%
 Germany2.3%
 France1.9%
 Italy1.5%
 Spain1.3%
 Portugal.....1.1%

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

California27.5%
 Colorado13.9%
 Washington.....6.3%
 Oregon5.1%
 Utah4.1%
 New York3.4%
 Massachusetts3.0%
 Arizona2.8%
 Pennsylvania.....2.7%
 Texas.....2.2%

INTERNATIONAL TRAFFIC, Top 10 of 167 countries from Google Analytics*:

United States.....34.7%
 Canada10.0%
 United Kingdom7.5%
 Germany6.7%
 France5.0%
 Australia4.8%
 Italy2.3%
 Spain2.2%
 New Zealand.....2.0%
 Czech Republic.....1.6%

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

California.....29.9%
 Colorado13.2%
 Washington.....6.0%
 Utah4.0%
 New York4.0%
 Oregon3.8%
 Texas3.2%
 Massachusetts3.1%
 Pennsylvania.....2.6%
 Arizona2.4%

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

Average times per day 7.8
 21 or more times a day 13.9%
 11-20 times a day..... 12.0%
 6-10 times a day..... 20.2%
 2-5 times a day 35.7%
 Once a day 13.9%
 2-3 times per week..... 3.1%
 Once a week or less 1.3%

HAVE MADE ONLINE PURCHASE:

Yes.....96.1%

MAIN SOURCES OF MOUNTAIN BIKE INFORMATION:

Mountain bike web sites..... 94.0%
 Magazines..... 63.0%
 Friends 62.8%
 Manufacturer web sites..... 46.1%
 Local bike shop..... 44.7%
 Mail-order web sites 19.1%
 Manufacturer catalogs 13.3%
 Mail-order catalogs..... 5.0%
 Misc. / Fill-in answers..... 1.3%

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

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes 97.9%

HOW OFTEN RIDE:

Average..... 2.7 times a week
 4 or more times a week 35.2%
 2-3 times a week 43.4%
 About once a week..... 14.3%
 2-3 times a month 4.2%
 About once a month..... 1.1%
 I don't ride regularly..... 1.7%

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

Cross-country/trail riding..... 87.5%
 Downhill 79.1%
 Bike parks 50.3%
 Dirt jumping..... 47.6%
 Street riding..... 43.1%
 Skateparks..... 23.7%

FAVORITE TYPE OF RIDING:

Gravity/downhill..... 56.9%
 Cross-country / trail riding..... 32.2%
 Dirt jumping..... 7.9%
 Street riding/skateparks..... 3.0%

ENTERED RACE IN PAST 12 MONTHS:

Yes 49.3%

IF "YES," WHAT TYPE OF RACE:

Downhill 71.6%
 Cross-country..... 34.4%
 Super D 20.4%
 Endurance races (6-24 hours) ... 17.1%
 Dual-slalom..... 14.6%

RIDDEN A MOUNTAIN BIKE PARK:

Yes 71.2%

IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler..... 25.3%
 Northstar at Tahoe 5.6%
 Highland Mountain 3.7%
 Trestle/Winter Park 3.6%
 SolVista..... 2.6%
 Diablo 2.5%
 Mammoth..... 2.4%

Les Gets, France2.3%
 Morzine, France2.0%
 Portes Du Soleil, France2.0%
 Ray's Indoor MTB Park1.7%
 Keystone1.6%
 Silver Star1.6%
 Vallnord, Andorra.....1.6%
 Chatel, France1.5%
 Leogang, Austria1.5%
 Bromont, Canada1.4%
 Winterberg, Germany1.4%
 Snowshoe.....1.3%
 Woodhill, New Zealand.....1.2%
 UK Bike Park, England1.1%
 Harjell, Norway1.1%
 Plattekill.....1.0%
 Chicksands, UK.....1.0%
 Threabo, Australia0.9%
 Angel Fire0.9%
 Are Bike Park, Sweden.....0.7%
 Maribor, Slovenia0.7%
 Sun Peaks.....0.7%
 Vertical Earth / Blue Mountain...0.6%
 Deer Valley.....0.6%
 Bootleg Canyon, Nevada.....0.6%
 Whakarewarewa, New Zealand ..0.6%
 Valmont Bike Park, Colorado.....0.6%
 Lac Blanc, France0.5%
 Glentress, Scotland0.5%
 Fernie Bike Park0.4%
 Mt. Washington0.4%
 Queenstown, New Zealand0.4%
 Semmering, Austria0.4%
 Kicking Horse0.3%
 Whiteface.....0.3%
 Joyride 1500.3%
 Willingen, Germany0.3%
 Misc. / Fill-in answers 18.7%

PRIMARY BIKE IS FULL-SUSPENSION

Yes.....75.5%

IF "YES," TRAVEL ON PRIMARY BIKE:

8 or more inches26.1%
 6-8 inches.....26.7%
 5-6 inches.....36.2%
 3-4 inches.....10.1%
 Under 3 inches0.9%

COST OF CURRENT BIKE:

Average..... \$3,790
 Median..... \$3,500
 Under \$5002.6%
 \$501 - \$999.....6.2%

\$1,000 - \$1,999..... 14.9%
 \$2,000 - \$2,999..... 17.6%
 \$3,000 - \$3,999..... 17.6%
 \$4,000 - \$4,999..... 15.6%
 \$5,000 - \$7,499..... 20.0%
 \$7,500 - \$10,000.....4.6%
 Over \$10,0000.9%

HOW MANY BIKES OWNED:

Average..... 2.5
 121.9%
 236.3%
 324.2%
 49.1%
 5 or more8.5%

WHERE NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer49.2%
 Local bike shop.....46.7%
 Misc. / Fill-In..... 4.1%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time 7.8%
 75 - 99% of the time8.0%
 50 - 74% of the time 11.9%
 25 - 49% of the time 13.4%
 Less than 25% of the time 58.9%

MOUNTAIN BIKE PARTS & APPAREL TO PURCHASE IN THE NEXT 12 MONTHS:

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months...42.8%

IF "YES," WHAT TYPE OF BIKE:

All-Mountain/Trail 34.8%
 Downhill33.6%
 Dirt Jump/Street/4x9.7%
 Freeride/Park8.1%
 29'er7.9%
 Cross Country.....5.9%

IF "YES," WHAT BRAND OF COMPLETE BIKE:

Undecided..... 15.4%
 Specialized..... 14.8%
 Santa Cruz6.6%
 Giant6.5%
 Trek6.3%
 Transition.....4.3%
 Yeti4.3%

Commencal	3.4%
Kona.....	3.0%
Intense.....	2.6%
Scott.....	1.8%
Cannondale	1.7%
GT.....	1.5%
Norco	1.5%
Rocky Mountain	1.4%
Banshee.....	1.4%
Ibis	1.4%
Pivot.....	1.0%
Lapierre.....	0.9%
NS	0.8%
Orange.....	0.8%
Turner	0.8%
Devinci.....	0.7%
Niner	0.7%
Mondraker.....	0.7%
Nuke Proof.....	0.7%
YT Industries	0.7%
Black Market.....	0.6%
Dartmoor.....	0.6%
Morewood.....	0.5%
Diamondback	0.5%
KHS	0.5%
Knolly	0.4%
Canfield.....	0.4%
Canyon	0.4%
Evil.....	0.4%
Haro	0.4%
Marin.....	0.4%
Zerode.....	0.4%
Cove.....	0.3%
Cube.....	0.3%
Mongoose	0.3%
Salsa.....	0.3%
BMC	0.2%
DMR.....	0.2%
Jamis	0.2%
Tomac	0.2%
Eastern	0.2%
Ellsworth.....	0.2%
Felt	0.2%
Iron Horse	0.2%
Da Bomb.....	0.1%
Focus.....	0.1%
Foes.....	0.1%
Nicolai.....	0.1%
SNAFU	0.1%
Ventana.....	0.1%
Airborne.....	0.1%
Atomlab	0.1%
Deity	0.1%
Fisher	0.1%
Fuji.....	0.1%
Spank	0.1%
Misc. / Fill-in answers	4.9%

FRAME:

Will purchase within 12 months...38.9%

IF "YES," WHAT BRAND OF FRAME:

Undecided.....	17.4%
Specialized.....	9.9%
Santa Cruz.....	7.5%
Yeti	5.6%
Transition.....	4.8%
Intense.....	4.1%
Banshee.....	3.2%
Trek.....	2.9%
Commencal	2.8%
Giant	2.4%
Black Market	2.1%
Turner	1.9%
Dartmoor.....	1.7%
NS	1.5%
Ibis	1.4%
Deity	1.3%
Morewood.....	1.3%
Devinci	1.3%
Evil	1.1%
Kona	1.1%
Rocky Mountain	1.1%
Nuke Proof.....	1.0%
GT.....	1.0%
Niner	0.9%
Scott.....	0.9%
Orange	0.8%
Pivot.....	0.8%
Canfield	0.8%
Norco	0.8%
Knolly	0.7%
Cove.....	0.6%
Mondraker	0.6%
Lapierre.....	0.5%
Zerode.....	0.5%
Cannondale	0.4%
Chromag	0.4%
Diamondback.....	0.4%
DMR.....	0.4%
Cotic	0.3%
Da Bomb.....	0.3%
KHS	0.3%
Ragley	0.3%
Atomlab	0.3%
Doberman	0.3%
Ellsworth.....	0.3%
Foes.....	0.3%
Iron Horse	0.3%
Tomac	0.3%
Canyon.....	0.2%
Moots	0.2%
Nicolai	0.2%

Spank	0.2%
Ventana.....	0.2%
Brooklyn Machine Works	0.2%
Felt.....	0.2%
Haro	0.2%
Propain.....	0.2%
Misc. / Fill-in answers.....	7.6%

SUSPENSION FORK:

Will purchase within 12 months ..44.5%

IF "YES," WHAT BRAND OF FORK:

Fox Racing Shox	41.0%
RockShox	29.8%
Marzocchi	10.8%
Undecided.....	8.3%
X-Fusion	2.7%
Manitou	2.6%
BOS	1.8%
SR Suntour	0.5%
DT Swiss	0.5%
RST.....	0.2%
Cannondale	0.2%
White Brothers	0.2%
Maverick.....	0.1%
Pace	0.1%
Misc. / Fill-in answers.....	1.1%

REAR SHOCK:

Will purchase within 12 months ..22.4%

IF "YES," WHAT BRAND OF REAR SHOCK:

Fox Racing Shox	42.2%
RockShox	19.1%
Cane Creek	11.1%
Undecided.....	6.2%
Elka.....	5.0%
Marzocchi	4.6%
X-Fusion	3.4%
BOS	3.0%
Manitou	1.8%
Avalanche	1.2%
Specialized.....	0.4%
DT Swiss	0.2%
Diverse.....	0.1%
KS/Kind Shock.....	0.1%
SR Suntour	0.1%
Misc. / Fill-in answers.....	1.4%

WHEELSET:

Will purchase within 12 months ..41.3%

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

Pre-built	48.7%
Custom	51.3%

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

Mavic	21.0%
Undecided	13.4%
Easton	12.3%
DT Swiss	8.2%
Crank Brothers	5.4%
Azonic	4.8%
Sun Ringle	4.0%
Shimano	3.5%
Hope	2.9%
Stan's No Tubes	2.8%
Industry Nine	2.6%
Atomlab	2.2%
Transition	2.2%
Fulcrum	1.9%
Bontrager	1.3%
Nukeproof	1.3%
WTB	0.9%
Halo	0.7%
American Classic	0.5%
Roval	0.5%
Superstar	0.5%
A-Class	0.3%
e thirteen	0.3%
Enve	0.3%
Gravity	0.3%
Kore	0.3%
Ritchey	0.3%
Spank	0.3%
Spinergy	0.3%
Syncros	0.3%
Ellsworth	0.2%
Sunline	0.2%
Cole Wheels	0.1%
Edge Composites	0.1%
Formula	0.1%
Funn	0.1%
Loaded Precision	0.1%
Novatec	0.1%
Vuelta	0.1%
Misc. / Fill-in answers	3.1%

IF "CUSTOM," WHAT BRAND OF RIMS:

Mavic	28.0%
Stan's No Tubes	15.8%
Undecided	11.7%
Atomlab	6.1%
DT Swiss	6.1%
Sun Ringle	4.5%

Spank	2.7%
Enve	2.0%
Halo	1.8%
Easton	1.7%
WTB	1.7%
NS Bikes	1.6%
Industry Nine	1.3%
A-Class / Alex	1.2%
Superstar	1.2%
Shimano	1.0%
Azonic	0.9%
Bontrager	0.9%
Crank Brothers	0.9%
Transition	0.7%
Loaded Precision	0.6%
Nukeproof	0.6%
Dartmoor	0.5%
Alienation	0.4%
Syncros	0.4%
e thirteen	0.3%
Funn	0.3%
Novatec	0.2%
Octane One	0.2%
Specialized	0.2%
Velocity	0.2%
Arrow	0.1%
Bombshell	0.1%
FRM	0.1%
Gravity	0.1%
HED	0.1%
Ritchey	0.1%
Salsa	0.1%
Sixpack	0.1%
Surly	0.1%
Tioga	0.1%
Misc. / Fill-in answers	3.6%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope	28.1%
Undecided	12.4%
Chris King	9.8%
Hadley	7.3%
DT Swiss	6.5%
Industry Nine	5.7%
Shimano	4.6%
Atomlab	2.5%
NS Bikes	1.9%
Superstar	1.8%
Nukeproof	1.7%
Profile	1.5%
Sun Ringle	1.4%
Mavic	1.2%
Halo	0.8%
Crank Brothers	0.7%
Burgtec	0.6%
Chub	0.6%

American Classic	0.5%
White Industries	0.5%
WTB	0.5%
DMR	0.4%
Easton	0.4%
Loaded Precision	0.4%
Octane One	0.4%
SRAM	0.4%
Specialized	0.4%
Stan's No Tubes	0.4%
Azonic	0.3%
Bontrager	0.3%
Dartmoor	0.3%
Novatec	0.3%
FRM	0.2%
Marzocchi	0.2%
Transition	0.2%
e thirteen	0.1%
Funn	0.1%
Gusset	0.1%
Hugi	0.1%
KHE	0.1%
Paul's	0.1%
Phil Wood	0.1%
Sixpack	0.1%
Sunline	0.1%
Misc. / Fill-in answers	4.2%

TIRES:

Will purchase within 12 months ..83.9%

IF "YES," WHAT BRAND OF TIRES:

Maxxis	48.6%
Schwalbe	10.4%
Kenda	8.7%
Undecided	8.2%
Specialized	6.4%
Continental	4.8%
WTB	3.1%
Geax	1.5%
Intense	1.4%
Michelin	1.3%
Bontrager	1.0%
Hutchinson	0.8%
Panaracer	0.6%
KHE	0.5%
Tioga	0.4%
DMR	0.3%
Nokian	0.1%
IRC	0.1%
Arrow	0.1%
Halo	0.1%
SNAFU	0.1%
Syncros	0.1%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Misc. / Fill-in answers 1.6%

HANDLEBARS:

Will purchase within 12 months.. 36.9%

IF "YES," WHAT BRAND OF HANDLEBARS:

Easton	11.7%
Undecided	10.9%
Race Face	9.7%
Renthal	8.5%
Chromag	8.1%
Sunline	5.6%
Truvativ	5.5%
Deity	5.3%
Answer	4.9%
Funn	2.2%
Spank	2.0%
Pro	1.7%
NS Bikes	1.6%
Crank Brothers	1.6%
Nukeproof	1.4%
ODI	1.4%
Black Market	1.3%
Gravity	1.0%
Enve	0.9%
Atomlab	0.8%
Kore	0.8%
Syntace	0.8%
Bontrager	0.7%
Ritchey	0.7%
Azonic	0.7%
Edge Composites	0.7%
Specialized	0.6%
Syncros	0.6%
Burgtec	0.6%
Loaded Precision	0.5%
FSA	0.5%
SMAC	0.5%
Blackspire	0.4%
Dartmoor	0.4%
DMR	0.4%
3T	0.3%
Kona	0.3%
Sixpack	0.3%
Titec	0.3%
Candy Components	0.2%
Salsa	0.2%
Atomic	0.2%
SNAFU	0.2%
Reverse Components	0.1%
Control Tech	0.1%
Misc. / Fill-in answers	2.8%

GRIPS:

Will purchase within 12 months.. 58.0%

IF "YES," WHAT BRAND OF GRIPS:

ODI	44.0%
Undecided	11.5%
Lizard Skins	6.9%
Sunline	2.6%
Troy Lee	2.4%
Specialized	2.4%
Sensus	2.2%
Oury	2.1%
ESI	2.0%
Ergon	1.9%
Deity	1.7%
Renthal	1.6%
Race Face	1.4%
Crank Brothers	1.1%
Pro	1.1%
Animal	1.1%
Superstar	1.1%
Nukeproof	0.9%
Bontrager	0.8%
Odyssey	0.8%
Funn	0.7%
Answer	0.7%
NS Bikes	0.6%
SRAM	0.5%
Yeti	0.4%
Azonic	0.4%
Intense	0.4%
WTB	0.4%
Gravity	0.3%
Ritchey	0.3%
Spank	0.3%
Black Market	0.3%
DMR	0.3%
Kona	0.3%
Eastern	0.2%
GripShift	0.2%
SNAFU	0.2%
Fizik	0.1%
Sixpack	0.1%
Acros	0.1%
Salsa	0.1%
Blackspire	0.1%
Charge	0.1%
Kore	0.1%
Serfas	0.1%
Syncros	0.1%
Syntace	0.1%
THE	0.1%
Tioga	0.1%
Misc. / Fill-in answers	2.7%

STEM:

Will purchase within 12 months...27.2%

IF "YES," WHAT BRAND OF STEM:

Undecided	14.1%
Thomson	12.2%
Truvativ	5.2%
Easton	4.8%
Straitline	4.6%
Chromag	4.3%
Race Face	4.3%
Sunline	3.8%
Renthal	3.3%
Deity	3.2%
Point One Racing	3.2%
Hope	2.8%
Answer	2.7%
Easton	1.9%
Nukeproof	1.8%
Pro	1.7%
Azonic	1.3%
Black Market	1.3%
ODI	1.3%
Spank	1.3%
Funn	1.2%
Syntace	1.2%
Ritchey	1.1%
Crank Brothers	1.0%
Atomlab	0.9%
Transition	0.9%
Twenty6	0.9%
Gravity	0.9%
NS Bikes	0.9%
Specialized	0.9%
Syncros	0.7%
Dartmoor	0.6%
FSA	0.6%
Loaded Precision	0.6%
Bontrager	0.6%
Burgtec	0.5%
SNAFU	0.5%
DMR	0.4%
Kore	0.4%
3T	0.3%
Blackspire	0.3%
Chunked	0.3%
Kodex	0.3%
Superstar	0.3%
Candy Components	0.2%
Canfield	0.2%
e thirteen	0.2%
Edge Composites	0.2%
Kona	0.2%
Moots	0.2%
Profile	0.2%
Sixpack	0.2%
Coda	0.1%
Giant	0.1%

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Salsa.....	0.1%
USE.....	0.1%
WTB.....	0.1%
Misc. / Fill-in answers	2.4%

HEADSET:

Will purchase within 12 months .. 23.8%

IF "YES," WHAT BRAND OF HEADSET:

Cane Creek.....	34.8%
Chris King.....	25.6%
Undecided.....	9.9%
FSA.....	8.9%
Hope.....	3.5%
Nukeproof.....	2.1%
Crank Brothers.....	1.7%
Race Face.....	1.6%
Superstar.....	1.2%
Acros.....	1.1%
Shimano.....	1.0%
Gravity.....	0.8%
Ritchey.....	0.5%
Black Market.....	0.5%
Funn.....	0.5%
K9 Industries.....	0.5%
Animal.....	0.4%
Sunline.....	0.4%
Syncros.....	0.4%
Aheadset.....	0.3%
Works Components.....	0.3%
Dartmoor.....	0.2%
Loaded Precision.....	0.2%
Octane One.....	0.2%
Pro.....	0.2%
Shadow Conspiracy.....	0.2%
Sixpack.....	0.2%
Tioga.....	0.2%
VP Components.....	0.2%
Woodman.....	0.2%
Ciari.....	0.1%
Colony.....	0.1%
Eastern.....	0.1%
WTB.....	0.1%
Misc. / Fill-in answers	2.2%

BRAKES:

Will purchase within 12 months .. 37.4%

IF "YES," WHAT BRAND OF BRAKES:

Avid.....	38.5%
Shimano.....	28.9%
Formula.....	10.3%
Undecided.....	6.6%

Hope.....	5.7%
Hayes.....	4.8%
Magura.....	3.4%
Atomlab.....	0.4%
Tektro.....	0.3%
Funn.....	0.3%
Pro Max.....	0.2%
Grimeca.....	0.1%
Vuelta.....	0.1%
Misc. / Fill-in answers	0.3%

DERAILLEURS and/or SHIFTERS

Will purchase within 12 months...35.1%

IF "YES," WHAT BRAND OF DERAILLEURS and/or SHIFTERS:

SRAM.....	58.1%
Shimano.....	38.0%
Undecided.....	3.3%
Campagnolo.....	0.2%
SR Suntour.....	0.1%
Misc. / Fill-in answers	0.2%

CRANKS:

Will purchase within 12 months...28.8%

IF "YES," WHAT BRAND OF CRANKS:

Shimano.....	33.3%
Race Face.....	12.2%
Truvativ.....	11.9%
SRAM.....	11.0%
Undecided.....	8.6%
e thirteen.....	7.0%
Profile.....	2.1%
Gravity.....	2.0%
Deity.....	1.8%
FSA.....	1.4%
Crank Brothers.....	1.3%
Odyssey.....	0.7%
Specialized.....	0.6%
Funn.....	0.5%
Middleburn.....	0.5%
MRP.....	0.5%
Atomlab.....	0.4%
Azonic.....	0.3%
Fifteen.G.....	0.3%
Blackspire.....	0.2%
Bontrager.....	0.2%
Colony.....	0.2%
Gussett.....	0.2%
Primo.....	0.2%
Cannondale.....	0.2%
DMR.....	0.2%

Rotor.....	0.2%
SNAFU.....	0.2%
Demolition.....	0.1%
DK.....	0.1%
Ritchey.....	0.1%
Surly.....	0.1%
White Industries.....	0.1%
Misc. / Fill-in answers	1.5%

CHAINGUIDE:

Will purchase within 12 months ..26.4%

IF "YES," WHAT BRAND OF CHAINGUIDE:

e thirteen.....	40.9%
MRP.....	18.0%
Undecided.....	11.3%
Gamut.....	8.2%
Straitline.....	4.4%
Blackspire.....	2.7%
Shimano.....	2.5%
Truvativ.....	2.0%
Superstar.....	1.8%
CSixx.....	1.6%
Race Face.....	1.5%
Gravity.....	0.7%
Carbocage.....	0.5%
Da Bomb.....	0.5%
Shaman Racing.....	0.5%
77 Designz.....	0.3%
DMR.....	0.3%
Mozartt.....	0.2%
Sixpack.....	0.2%
SRAM.....	0.2%
Sunline.....	0.2%
Bioncion.....	0.1%
Mr. Dirt.....	0.1%
Misc. / Fill-in answers	1.7%

PEDALS:

Will purchase within 12 months ..46.2%

IF "YES," WHAT TYPE OF PEDALS:

Clipless.....	34.5%
Flat.....	65.5%

IF CLIPLESS, WHAT BRAND OF CLIPLESS PEDALS:

Shimano.....	46.2%
Crank Brothers.....	34.2%
Time.....	8.8%
Undecided.....	6.6%
Wellgo.....	1.1%
Look.....	0.7%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Atomlab	0.5%
Speedplay.....	0.5%
Ritchey	0.3%
Azonic.....	0.1%
Dartmoor.....	0.1%
Syncros	0.1%
VP Components	0.1%
Xpedo.....	0.1%
Misc. / Fill-in answers	0.4%

IF FLAT, WHAT BRAND OF FLAT PEDALS:

Undecided.....	14.2%
Straitline.....	7.8%
Crank Brothers.....	7.3%
Deity	6.9%
Point One Racing.....	5.7%
DMR.....	4.1%
Nukeproof.....	4.0%
Spank	3.6%
Superstar	3.6%
Wellgo.....	3.4%
Burgtec.....	2.6%
Twenty6.....	2.6%
Shimano.....	2.1%
Odyssey.....	2.0%
Atomlab	1.9%
Kona.....	1.9%
NS Bikes	1.5%
Specialized.....	1.5%
Canfield.....	1.5%
Azonic.....	1.3%
Blackspire	1.3%
VP Components	1.3%
Dartmoor.....	1.1%
Truvativ.....	1.1%
Answer.....	0.9%
Funn.....	0.9%
HT	0.9%
NRG.....	0.9%
Sunline	0.9%
Xpedo.....	0.9%
Animal	0.7%
Easton	0.6%
NC-17	0.6%
Sixpack	0.6%
Tioga.....	0.6%
Da Bomb.....	0.5%
Eastern	0.5%
Premium.....	0.5%
Transition.....	0.4%
Syncros	0.4%
e thirteen	0.3%
Fly Bikes.....	0.3%
Gravity	0.3%
Gussett	0.3%
SNAFU	0.3%

Candy Components.....	0.2%
Fire Eye	0.2%
Kore	0.2%
Syntaxe	0.2%
Acros.....	0.1%
Black Market	0.1%
Loaded Precision	0.1%
MSC.....	0.1%
Octane.....	0.1%
Primo	0.1%
Shadow Conspiracy	0.1%
Speedplay.....	0.1%
ABD.....	0.1%
Bontrager	0.1%
Echo.....	0.1%
Exustar	0.1%
Time.....	0.1%
WTB	0.1%
Misc. / Fill-in answers	1.1%

SEAT:

Will purchase within 12 months...30.7%

IF "YES," WHAT BRAND OF SEAT:

SDG	17.2%
WTB	16.1%
Undecided.....	15.1%
Chromag	8.2%
Fizik.....	7.9%
Selle Italia	6.3%
Specialized.....	6.0%
Deity	1.8%
Bontrager	1.6%
Charge.....	1.5%
Nukeproof.....	1.2%
Funn.....	0.9%
Pro.....	0.9%
Selle San Marco.....	0.8%
Shadow Conspiracy	0.8%
Atomlab	0.7%
Black Market	0.7%
Tioga.....	0.7%
Odyssey	0.6%
THE	0.6%
DMR.....	0.6%
Azonic.....	0.5%
Transition.....	0.5%
Kore	0.4%
Prologo	0.4%
Velo	0.4%
Fly Bikes.....	0.4%
FSA.....	0.4%
Gravity	0.4%
Blackspire	0.3%

Federal.....	0.3%
MacNeil.....	0.3%
Serfas	0.3%
SNAFU.....	0.3%
SQ Lab	0.3%
Dartmoor	0.2%
Eclat.....	0.2%
Intense	0.2%
Kona	0.2%
Selle Royal	0.2%
Yeti.....	0.2%
Brooks	0.1%
FBM Bike Co	0.1%
Hoffman Bikes	0.1%
Hupi.....	0.1%
Ragley.....	0.1%
Ritchey.....	0.1%
Spank	0.1%
Sunline.....	0.1%
Syncros	0.1%
Reverse.....	0.1%
Animal	0.1%
Atmosfair.....	0.1%
BBB.....	0.1%
Brev. M.....	0.1%
Cobb	0.1%
Fit Bike Co	0.1%
Forte	0.1%
Giant.....	0.1%
Gusset	0.1%
Koobi	0.1%
Mutant Bikes	0.1%
NC-17	0.1%
Octane One.....	0.1%
Selle Bassano.....	0.1%
Selle SMP	0.1%
Smud Carbon	0.1%
Stolen.....	0.1%
Terry	0.1%
Titec.....	0.1%
Misc. / Fill-in answers.....	0.4%

SEATPOST:

Will purchase within 12 months ..27.4%

IF "YES," WHAT TYPE OF SEATPOST:

Drop/Telescoping	52.0%
Regular	48.0%

IF DROP/TELESCOPING, WHAT BRAND OF SEATPOST:

Rock Shox	44.6%
Undecided.....	16.8%
KS/Kind Shock.....	10.0%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Crank Brothers	7.5%
Specialized	6.4%
Fox Racing Shox.....	5.8%
Gravity Dropper.....	4.5%
X-Fusion	3.6%
Maverick	0.2%
RASE	0.2%
Misc. / Fill-in answers	0.5%

IF "REGULAR," WHAT BRAND OF SEATPOST:

Thomson	38.2%
SDG	13.2%
Undecided.....	13.1%
Easton	4.0%
Deity	2.8%
Chromag	2.0%
Race Face.....	2.0%
Truvativ.....	2.0%
Atomlab	1.8%
Nukeproof	1.7%
FSA	1.2%
Ritchey	1.2%
Alienation	1.0%
Crank Brothers.....	1.0%
Funn	1.0%
Loaded Precision.....	1.0%
Superstar	0.8%
Blackspire	0.7%
Bontrager	0.7%
DMR	0.7%
Pro.....	0.7%
Specialized	0.7%
3T.....	0.5%
Burgtec.....	0.5%
Control Tech	0.5%
Enve	0.5%
Fizik	0.5%
Gravity	0.5%
KCNC	0.5%
Octane	0.5%
Syncros	0.5%
American Classic	0.3%
Da Bomb.....	0.3%
Dartmoor.....	0.3%
Hope.....	0.3%
Kore	0.3%
Syntace.....	0.3%
Azonic.....	0.2%
Dean.....	0.2%
On-One	0.2%
Onoff.....	0.2%
Shimano	0.2%
SNAFU	0.2%
Spank	0.2%
MacNeil	0.2%

Smud Carbon	0.2%
Jawbone	0.2%
Erikson.....	0.2%
Misc. / Fill-in answers	0.7%

HELMET:

Will purchase within 12 months...48.7%

IF "YES," WHAT BRAND OF HELMET:

Troy Lee	23.6%
Giro.....	14.4%
Undecided.....	12.9%
SixSixOne.....	8.9%
Fox	8.8%
POC	5.0%
Urge	3.9%
Bell	3.3%
Kali Protectives.....	2.8%
Pro-Tec	2.6%
Specialized.....	2.5%
THE	2.2%
TSG.....	1.5%
MET.....	1.0%
O'Neal.....	0.7%
Kabuto	0.6%
iXS.....	0.6%
Fly.....	0.5%
Uvex	0.5%
Bern	0.4%
Scott.....	0.4%
Azonic.....	0.3%
Lazer	0.3%
Shoei.....	0.2%
Catlike.....	0.2%
Louis Garneau.....	0.2%
Bluegrass	0.1%
One Industries.....	0.1%
Rockgardn.....	0.1%
Rudy Project	0.1%
Trek.....	0.1%
Answer.....	0.1%
Cannondale	0.1%
Dainese	0.1%
Pryme.....	0.1%
Triple 8	0.1%
Misc. / Fill-in answers	0.6%

SHORTS:

Will purchase within 12 months...48.9%

IF "YES," WHAT BRAND OF SHORTS:

Troy Lee	20.2%
Undecided.....	19.3%

Fox.....	15.9%
DaKine.....	7.1%
Royal	5.1%
Sombrio	4.7%
Endura	3.6%
Oakley	2.7%
Alpinestars.....	2.4%
Pearl Izumi	1.9%
Nema	1.7%
Jett	1.5%
Specialized.....	1.3%
Race Face	1.0%
SixSixOne.....	0.6%
Sugoi.....	0.6%
Azonic	0.6%
Maloja.....	0.6%
POC	0.6%
O'Neal.....	0.5%
Rockgardn	0.4%
Thor	0.4%
Zoic.....	0.4%
Bontrager	0.3%
Dickies.....	0.3%
Ground Effect.....	0.3%
Gore.....	0.3%
Mavic.....	0.3%
The North Face.....	0.3%
Yeti.....	0.3%
Cannondale.....	0.3%
Louis Garneau	0.3%
iXS.....	0.2%
AXO	0.2%
Helly Hansen	0.2%
Kona	0.2%
Loeka	0.2%
Platzangst.....	0.2%
Scott.....	0.2%
Castelli.....	0.1%
Hoss	0.1%
NZO.....	0.1%
Stigma.....	0.1%
Fly.....	0.1%
Lavan	0.1%
Mace	0.1%
Madison.....	0.1%
Swobo.....	0.1%
Voler.....	0.1%
Misc. / Fill-in answers	1.8%

JERSEY:

Will purchase within 12 months ..40.3%

IF "YES," WHAT BRAND OF JERSEY:

Troy Lee	20.5%
Undecided.....	20.4%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Fox	13.7%
DaKine	8.5%
Royal	5.6%
Sombrio	4.3%
Oakley	2.4%
Alpinestars	1.8%
Nema	1.4%
Endura	1.3%
Jett	1.3%
Specialized	1.0%
Thor	1.0%
Pearl Izumi	0.9%
SixSixOne	0.9%
POC	0.8%
O'Neal	0.7%
Race Face	0.6%
Azonic	0.6%
Louis Garneau	0.6%
Maloja	0.6%
Cannondale	0.5%
Primal Wear	0.5%
Sugoi	0.5%
Fly	0.4%
Yeti	0.4%
Bontrager	0.3%
No Fear	0.3%
One Industries	0.3%
Lavan	0.3%
Dainese	0.2%
Five Ten	0.2%
Gore	0.2%
Scott	0.2%
Swobo	0.2%
Twin Six	0.2%
AXO	0.2%
Floe	0.2%
Loeka	0.2%
Mavic	0.2%
Rockgardn	0.2%
UFO	0.2%
Stigma	0.2%
Voler	0.2%
Zoic	0.2%
2XU	0.1%
Briko	0.1%
Capo	0.1%
Club Ride	0.1%
Commencal	0.1%
Giordana	0.1%
iXS	0.1%
Klim	0.1%
MSR	0.1%
Shift	0.1%
Wrex Racing	0.1%
Assos	0.1%
Bellwether	0.1%
b'Twin	0.1%

Castelli	0.1%
Capestorm	0.1%
Craft	0.1%
Demon Dirt	0.1%
Ground Effect	0.1%
Howies	0.1%
Hincapie	0.1%
Kona	0.1%
Krank	0.1%
Lidl	0.1%
Moose	0.1%
NZO	0.1%
On-One	0.1%
Phar North	0.1%
Platzangst	0.1%
Republik	0.1%
Rocky Mountain	0.1%
SmartWool	0.1%
The North Face	0.1%
X-Bionic	0.1%
Misc. / Fill-in answers	2.3%

GLOVES:

Will purchase within 12 months...48.8%

IF "YES," WHAT BRAND OF GLOVES:

Fox	19.3%
Troy Lee	16.6%
Undecided	15.4%
SixSixOne	9.6%
DaKine	7.8%
Royal	3.5%
Specialized	2.9%
Oakley	2.8%
Giro	2.7%
Sombrio	2.0%
Alpinestars	2.0%
O'Neal	1.0%
Pearl Izumi	1.0%
POC	1.0%
Nema	0.9%
Thor	0.9%
Dainese	0.7%
Fly	0.7%
POW	0.6%
Answer	0.5%
Bontrager	0.5%
Deft	0.5%
Jett	0.5%
Pro-Tec	0.5%
Azonic	0.4%
Endura	0.4%
Lizard Skins	0.4%
Demon Dirt	0.3%
iXS	0.3%

Kona	0.3%
Race Face	0.2%
Rockgardn	0.2%
Scott	0.2%
Yeti	0.2%
THE	0.2%
Louis Garneau	0.1%
One Industries	0.1%
TSG	0.1%
UFO	0.1%
AXO	0.1%
Charge	0.1%
Cannondale	0.1%
Fist	0.1%
Hupi	0.1%
Mechanix	0.1%
Sinisalo	0.1%
Shadow Conspiracy	0.1%
Misc. / Fill-in answers	1.6%

SUNGLASSES (riding or casual):

Will purchase within 12 months ..34.3%

IF "YES," WHAT BRAND OF SUNGLASSES:

Oakley	45.0%
Undecided	15.8%
Smith	9.7%
Spy	4.3%
Ray-Ban	3.2%
Von Zipper	2.0%
Adidas	1.9%
Electric	1.7%
Rudy Project	1.7%
Native Eyewear	1.4%
Tifosi	1.4%
Fox	1.4%
Ryders Eyewear	1.1%
Dragon	0.9%
Specialized	0.9%
Arnette	0.7%
Giro	0.6%
POC	0.6%
Scott	0.6%
Bolle	0.5%
Uvex	0.4%
Zeal Optics	0.3%
Blur	0.3%
Revo	0.3%
Shimano	0.3%
Maui Jim	0.2%
Julbo	0.2%
Anarchy	0.1%
Hoven	0.1%
iXS	0.1%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Optic Nerve.....	0.1%
Steel MX	0.1%
Utopia	0.1%
Ariete	0.1%
BBB	0.1%
Black Ice	0.1%
Bobster	0.1%
Dita	0.1%
Carrera	0.1%
Cebe	0.1%
Northwave.....	0.1%
Quiksilver	0.1%
Osiris.....	0.1%
Rockgarden.....	0.1%
Serfas	0.1%
Misc. / Fill-in answers	1.1%

GOGGLES:

Will purchase within 12 months.. 29.5%

IF "YES," WHAT BRAND OF GOGGLES:

Oakley.....	37.9%
Smith.....	12.9%
Undecided.....	11.0%
Spy	10.0%
Fox	5.3%
Scott	3.2%
Adidas	3.1%
Dragon	2.6%
POC.....	2.5%
Electric	2.1%
Utopia	1.1%
Von Zipper.....	1.1%
Ryders Eyewear	1.1%
Thor.....	1.1%
Blur	1.0%
Giro	0.5%
O'Neal	0.5%
iXS	0.4%
Bolle.....	0.3%
Dean Optics.....	0.3%
Steel MX.....	0.3%
Uvex.....	0.3%
Zeal Optics.....	0.2%
Fly	0.2%
Native Eyewear.....	0.2%
No Fear	0.2%
Ariete	0.1%
Arnette	0.1%
Bobster	0.1%
HZ.....	0.1%
Ripnroll.....	0.1%
Misc. / Fill-in answers	0.2%

RIDING SHOES:

Will purchase within 12 months...47.8%

IF "YES," WHAT BRAND OF RIDING SHOES:

Five Ten.....	50.6%
Shimano.....	10.9%
Undecided.....	8.2%
Vans.....	7.3%
Nike	4.2%
Specialized.....	3.4%
SixSixOne.....	2.4%
Sidi.....	2.3%
DC.....	1.2%
Teva	1.2%
Mavic.....	1.1%
Northwave	0.9%
Pearl Izumi.....	0.8%
Bontrager	0.7%
Giro	0.7%
Adidas	0.5%
Diadora	0.4%
Etnies	0.4%
Scott.....	0.3%
Osiris.....	0.2%
Gaerne.....	0.2%
Lake	0.2%
Louis Garneau.....	0.2%
Answer.....	0.1%
Fallen	0.1%
iXS.....	0.1%
O'Neal.....	0.1%
AXO	0.1%
Lotek.....	0.1%
Oakley.....	0.1%
Orchid.....	0.1%
Misc. / Fill-in answers	0.8%

FAVORITE CASUAL SHOE:

Vans.....	18.2%
Nike	16.4%
Undecided.....	10.1%
Five Ten.....	8.8%
Adidas.....	8.0%
DC.....	6.5%
Etnies	2.6%
Merrell	2.2%
New Balance.....	2.1%
Converse	2.0%
Salomon.....	1.9%
Puma	1.6%
Asics	1.4%
DVS	1.3%
Keen.....	1.3%
Globe	1.3%
Fox.....	1.1%

Teva.....	0.9%
Sanuk	0.8%
Osiris	0.7%
Patagonia	0.6%
Gravis	0.6%
Lakai.....	0.6%
Emerica.....	0.5%
eS	0.5%
Circa	0.5%
Supra.....	0.5%
Fallen	0.4%
LoTek	0.4%
Northface	0.4%
Ipath.....	0.4%
Orchid.....	0.4%
Duffs.....	0.3%
Adio.....	0.3%
Vibram.....	0.2%
Chaco.....	0.1%
Garmont.....	0.1%
Sketchers	0.1%
Clarks	0.1%
Simple.....	0.1%
Birkenstock.....	0.1%
Boxfresh	0.1%
Pearl Izumi	0.1%
Timberland	0.1%
Almond.....	0.1%
Airwalk	0.1%
Camper	0.1%
Chrome	0.1%
Element.....	0.1%
Ecco.....	0.1%
La Sportiva.....	0.1%
Reebok	0.1%
Sperry	0.1%
Toms.....	0.1%
World Industries	0.1%
Misc. / Fill-in answers	2.4%

KNEE PROTECTION:

Will purchase within 12 months ..30.4%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

SixSixOne.....	37.0%
Undecided.....	13.3%
Troy Lee	11.4%
POC	8.4%
Fox.....	7.7%
Alpinestars.....	3.4%
Race Face	3.3%
iXS.....	2.0%
Kali Protectives	2.0%
Pro-Tec	1.9%
O'Neal.....	1.5%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.

Demon Dirt	1.0%
Dainese	1.0%
THE.....	0.9%
EVS.....	0.8%
TSG.....	0.7%
Azonic.....	0.4%
RockGardn.....	0.4%
Scott.....	0.4%
Fuse.....	0.3%
Lizard Skins	0.3%
Bluegrass.....	0.2%
Hupi	0.1%
G-Form	0.1%
Jett.....	0.1%
Pinstripe	0.1%
POD MX.....	0.1%
AXO.....	0.1%
Asterisk	0.1%
Colony.....	0.1%
Endura.....	0.1%
Shadow Conspiracy	0.1%
Shift.....	0.1%
Thor.....	0.1%
Misc. / Fill-in answers	0.5%

HYDRATION PACK:

Will purchase within 12 months.. 16.5%

IF "YES," WHAT BRAND OF HYDRATION PACK:

Camelbak	41.4%
DaKine	22.3%
Undecided.....	10.3%
Osprey	6.0%
EVOC	4.3%
Fox	3.0%
Deuter	2.6%
Hydrapack.....	1.6%
Crank Brothers.....	1.2%
Lezyne.....	0.9%
Ogio	0.9%
Ergon.....	0.7%
The North Face	0.7%
Oakley.....	0.5%
Scott.....	0.5%
Blackburn.....	0.4%
Gregory	0.3%
Wingnut	0.3%
Bell.....	0.1%
Coleman.....	0.1%
Dacathalon	0.1%
Klim	0.1%
Kathmandu.....	0.1%
GoLite.....	0.1%
Nathan.....	0.1%
MEC.....	0.1%

Oakley.....	0.1%
Rockgardn.....	0.1%
Saloman	0.1%
Vaude.....	0.1%
Misc. / Fill-in answers	0.4%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months...28.6%

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

GoPro.....	66.6%
Contour.....	19.1%
Undecided.....	9.9%
Drift Innovation	1.5%
Epic Action Video Cam.....	0.9%
V.I.O POV	0.5%
Back Door.....	0.2%
GoBandit.....	0.2%
Replay XD	0.2%
Oregon Scientific.....	0.2%
Liquid Image.....	0.1%
X3Ride.....	0.1%
Venom Snake Eye.....	0.1%
Misc. / Fill-in answers	0.7%

PLAN TO BUY PICKUP IN NEXT 12 MONTHS:

Yes..... 12.1%

IF "YES," WHAT BRAND OF PICKUP:

Toyota.....	32.9%
Undecided.....	18.7%
Ford	15.2%
Nissan	10.0%
Chevrolet	6.7%
Dodge	5.7%
Mitsubishi.....	2.4%
GMC.....	2.0%
Isuzu	1.7%
Volkswagen	1.7%
Honda	0.9%
Mazda	0.4%
Holden	0.4%
Hyundai	0.2%
Land Rover	0.2%
Misc. / Fill-in answers.....	1.1%

AUTOMOTIVE

OWN PICKUP TRUCK?

Yes.....28.5%

IF "YES," BRAND OWNED:

Toyota.....	30.2%
Ford.....	24.6%
Chevrolet	12.7%
Dodge	9.7%
Nissan	9.5%
GMC.....	3.1%
Mitsubishi	1.9%
Mazda	1.3%
Holden	1.3%
Isuzu	1.3%
Honda	0.9%
Volkswagen	0.7%
Land Rover	0.4%
Fiat	0.3%
Hyundai	0.2%
Opel	0.2%
Jeep	0.2%
Suzuki	0.2%
Misc. / Fill-in answers	1.3%

Methodology – This survey was conducted on Vital MTB in July 2011. Responses were limited to one per person. Results were tabulated from over 5,300 surveys.