



## 2012 Audience Survey

### DEMOGRAPHIC INFORMATION

#### GENDER:

Male..... 95.9%  
 Female ..... 4.1%

#### AGE:

Average.....29.4  
 Median.....29.0  
 17 or younger ..... 12.7%  
 18-20..... 8.0%  
 21-24..... 10.8%  
 25-34..... 31.2%  
 35-44..... 26.8%  
 45 or older ..... 10.5%

#### MARITAL STATUS:

Married..... 38.7%  
 Single..... 61.3%

#### HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school ..... 6.7%  
 High school ..... 21.4%  
 Some college ..... 19.7%  
 College ..... 36.6%  
 Postgraduate degree..... 15.7%

#### HOUSEHOLD INCOME:

Average.....\$78,165  
 Median.....\$62,500  
 Under \$25,000 ..... 20.8%  
 \$25,001 - \$50,000..... 22.0%  
 \$50,001 - \$75,000..... 17.5%  
 \$75,001 - \$100,000..... 15.2%  
 \$100,001 - \$150,000..... 13.8%  
 \$151,000 - \$250,000..... 7.1%  
 \$250,001 or more ..... 3.6%

#### INTERNATIONAL TRAFFIC, Top 10 countries from survey responses\* :

United States..... 42.9%  
 United Kingdom ..... 10.9%  
 Australia ..... 7.9%  
 Canada ..... 7.6%  
 New Zealand..... 3.4%  
 France ..... 2.2%  
 Germany ..... 2.1%  
 Philippines ..... 1.2%  
 Spain ..... 1.2%  
 Portugal..... 1.1%

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

California ..... 25.5%  
 Colorado ..... 11.8%  
 Utah ..... 5.7%  
 Washington..... 5.5%  
 Oregon ..... 4.5%  
 New York ..... 3.0%  
 North Carolina ..... 3.0%  
 Massachusetts ..... 2.9%  
 Texas..... 2.6%  
 Arizona ..... 2.3%

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

United States..... 36.4%  
 United Kingdom ..... 9.9%  
 Canada ..... 7.4%  
 Germany ..... 5.2%  
 Australia ..... 5.1%  
 France ..... 4.0%  
 Spain ..... 2.4%  
 New Zealand..... 1.9%  
 Italy ..... 1.7%  
 Portugal..... 1.2%

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

California ..... 29.1%  
 Colorado ..... 10.3%  
 Washington ..... 5.9%  
 New York..... 4.2%  
 Oregon ..... 4.1%  
 Utah..... 3.6%  
 Massachusetts ..... 3.1%  
 Texas ..... 3.0%  
 Pennsylvania ..... 2.6%  
 Arizona ..... 2.5%

### MEDIA CONSUMPTION

#### HOW OFTEN GO ONLINE:

Average times per day ..... 7.6  
 21 or more times a day..... 13.8%  
 11-20 times a day..... 11.8%  
 6-10 times a day..... 18.8%  
 2-5 times a day..... 35.8%  
 Once a day ..... 14.7%  
 2-3 times per week..... 4.2%  
 Once a week or less ..... 0.9%

#### HAVE MADE ONLINE PURCHASE:

Yes ..... 96.2%

#### MAIN SOURCES OF MOUNTAIN BIKE INFORMATION:

Mountain bike web sites ..... 87.6%  
 Friends ..... 64.0%  
 Magazines ..... 61.7%  
 Social Media ..... 51.8%  
 Local bike shop..... 46.3%  
 Manufacturer web sites..... 44.5%  
 Races / events / group rides ..... 38.1%  
 Mail-order web sites ..... 20.6%  
 Manufacturer catalogs ..... 13.2%  
 Mail-order catalogs ..... 5.5%  
 Misc / Fill-in answers ..... 1.7%

\*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 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

## MOUNTAIN BIKING ACTIVITY

### OWN A MOUNTAIN BIKE:

Yes..... 97.1%

### WHAT TYPE(S) OF BIKE(S) DO YOU OWN:

All-Mountain / Trail..... 64.5%  
Cross Country..... 43.9%  
Downhill..... 41.0%  
Dirt Jump / Street / 4x..... 34.0%  
Freeride / Park..... 23.2%

### WHAT WHEEL SIZE(S) DO YOU OWN:

26"..... 96.7%  
29'er..... 13.5%  
650b..... 1.1%

### HOW OFTEN RIDE:

*Average*..... 2.6 times a week  
4 or more times a week..... 32.1%  
2-3 times a week..... 44.9%  
About once a week..... 15.2%  
2-3 times a month..... 4.4%  
About once a month..... 1.2%  
I don't ride regularly..... 2.3%

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

Cross-country / Trail riding..... 86.8%  
Downhill..... 70.6%  
Bike parks..... 52.4%  
Pumptrack..... 40.7%  
Street riding..... 39.2%  
Dirt jumping..... 38.8%  
Skateparks..... 18.0%

### FAVORITE TYPE OF RIDING:

Gravity/downhill..... 49.8%  
Cross-country / trail riding..... 41.5%  
Dirt jumping..... 5.5%  
Street riding/skateparks..... 3.3%

### ENTERED RACE IN PAST 12 MONTHS:

Yes..... 44.5%

### IF "YES," WHAT TYPE OF RACE:

Downhill..... 60.5%  
Cross-country..... 41.6%  
Super D..... 22.4%

Endurance races..... 18.9%  
Dual-slalom..... 10.1%  
4X..... 8.5%

### RIDDEN A MOUNTAIN BIKE PARK:

Yes..... 66.8%

### IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler..... 20.8%  
Trestle / Winter Park..... 4.6%  
Northstar at Tahoe..... 4.2%  
Highland..... 3.6%  
Mammoth..... 3.0%  
Queenstown, New Zealand..... 2.3%  
Morzine, France..... 2.2%  
Chatel, France..... 1.9%  
Glentress, Scotland..... 1.8%  
Les Gets, France..... 1.8%  
Mountain Creek..... 1.8%  
Angel Fire..... 1.6%  
Snowshoe..... 1.6%  
UK Bike Park, England..... 1.5%  
Whakarewarewa, New Zealand... 1.4%  
Portes Du Soleil, France..... 1.4%  
Winterberg, Germany..... 1.3%  
Canyons..... 1.3%  
Silver Star..... 1.2%  
Leogang, Austria..... 1.2%  
Ray's Indoor MTB Park..... 1.1%  
Threabo, Australia..... 1.1%  
Vallnord, Andorra..... 1.1%  
Keystone..... 1.0%  
Bromont, Canada..... 1.0%  
Hafjell, Norway..... 0.9%  
Plattekill..... 0.9%  
SolVista..... 0.8%  
Valmont Bike Park..... 0.8%  
Are Bike Park, Sweden..... 0.8%  
Chicksands, UK..... 0.8%  
Lac Blanc, France..... 0.8%  
Maribor, Slovenia..... 0.8%  
Sun Peaks..... 0.5%  
Woodhill, New Zealand..... 0.5%  
Bootleg Canyon..... 0.5%  
Duthie Hill..... 0.5%  
Fernie Bike Park..... 0.4%  
Kicking Horse..... 0.4%  
Woodward West..... 0.4%  
Burke Mountain Bike Park..... 0.4%  
Mt. Washington..... 0.4%  
Mt. Buller, Victoria, Australia.... 0.3%  
Stromlo, Australia..... 0.3%  
Willingen, Germany..... 0.3%

Joyride 150..... 0.3%  
Semmering, Austria..... 0.3%  
Makara Peak, Wellington, New Zealand..... 0.2%  
Frisco Bike Park..... 0.2%  
Javornik, Slovenia..... 0.2%  
Whiteface..... 0.2%  
Attitash..... 0.2%  
Deer Valley..... 0.2%  
Panorama..... 0.2%  
Pila Bike Park, Italy..... 0.2%  
Schladming, Austria..... 0.2%  
*Misc / Fill-in answers*..... 20.2%

### PRIMARY BIKE IS FULL-SUSPENSION

Yes..... 73.8%

### IF "YES," TRAVEL ON PRIMARY BIKE:

8 or more inches..... 19.6%  
6-8 inches..... 27.0%  
5-6 inches..... 41.1%  
3-4 inches..... 11.1%  
Under 3 inches..... 1.2%

### COST OF CURRENT BIKE:

*Average*..... \$3,525  
*Median*..... \$3,500  
Under \$500..... 3.8%  
\$501 - \$999..... 8.6%  
\$1,000 - \$1,999..... 15.6%  
\$2,000 - \$2,999..... 18.6%  
\$3,000 - \$3,999..... 18.7%  
\$4,000 - \$4,999..... 13.4%  
\$5,000 - \$7,499..... 16.3%  
\$7,500 - \$10,000..... 4.1%  
Over \$10,000..... 0.9%

### HOW MANY BIKES OWNED:

*Average*..... 2.3  
1..... 26.6%  
2..... 36.4%  
3..... 21.3%  
4..... 8.3%  
5 or more..... 7.4%

### WHERE NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer..... 51.3%  
Local bike shop..... 44.7%  
*Misc. / Fill-In*..... 4.0%

### HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

*Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.*

100% of the time .....	7.3%
75 - 99% of the time .....	9.5%
50 - 74% of the time .....	13.2%
25 - 49% of the time .....	12.7%
Less than 25% of the time .....	57.4%

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

**COMPLETE MOUNTAIN BIKE:**

Will purchase within 12 months .. 45.2%

**IF "YES," WHAT TYPE OF BIKE:**

All-Mountain / Trail .....	43.9%
Downhill .....	28.0%
Cross Country .....	11.6%
Dirt Jump / Street / 4x .....	8.4%
Freeride / Park .....	8.2%

**IF "YES," WHAT WHEEL SIZE:**

26" .....	79.6%
29" .....	15.9%
650b .....	4.5%

**IF "YES," WHAT BRAND OF COMPLETE BIKE:**

Undecided .....	16.4%
Specialized .....	16.1%
Santa Cruz .....	7.2%
Giant .....	6.5%
Trek .....	5.3%
Yeti .....	3.8%
Transition .....	3.2%
Kona .....	2.9%
Intense .....	2.2%
Scott .....	2.1%
Cannondale .....	2.0%
Norco .....	1.8%
GT .....	1.5%
Rocky Mountain .....	1.4%
Commencal .....	1.2%
Devinici .....	1.1%
NS .....	1.0%
Orange .....	1.0%
Ibis .....	0.9%
Lapierre .....	0.9%
YT Industries .....	0.8%
KHS .....	0.8%
Diamondback .....	0.7%
Niner .....	0.7%
Banshee .....	0.7%
Knolly .....	0.7%
Pivot .....	0.7%

Canyon .....	0.6%
Cube .....	0.6%
Mondraker .....	0.6%
Nuke Proof .....	0.6%
Turner .....	0.6%
Morewood .....	0.4%
Black Market .....	0.4%
Airborne .....	0.3%
Cove .....	0.3%
Salsa .....	0.3%
Merida .....	0.3%
Canfield .....	0.2%
Evil .....	0.2%
Felt .....	0.2%
Fezzari .....	0.2%
Ghost .....	0.2%
Haro .....	0.2%
Morpheus .....	0.2%
Nicolai .....	0.2%
BMC .....	0.2%
Da Bomb .....	0.2%
Dartmoor .....	0.2%
Ellsworth .....	0.2%
Focus .....	0.2%
Iron Horse .....	0.2%
Mongoose .....	0.2%
Rose .....	0.2%
On One .....	0.2%
Redline .....	0.2%
DMR .....	0.1%
Foes .....	0.1%
KTM .....	0.1%
Marin .....	0.1%
Zerode .....	0.1%
Brodie .....	0.1%
Fuji .....	0.1%
Octane One .....	0.1%
One Ghost .....	0.1%
Ragley .....	0.1%
Polygon .....	0.1%
Titus .....	0.1%
Ventana .....	0.1%
Atomlab .....	0.1%
Bianchi .....	0.1%
Eastern .....	0.1%
Jamis .....	0.1%
Motobecane .....	0.1%
Chromag .....	0.1%
Surly .....	0.1%
Voodoo .....	0.1%
Misc. / Fill-in answers .....	5.2

**FRAME:**

Will purchase within 12 months .. 31.0%

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

Undecided .....	16.6%
Specialized .....	10.6%
Santa Cruz .....	7.6%
Transition .....	4.8%
Intense .....	3.8%
Giant .....	3.5%
Yeti .....	3.3%
Trek .....	2.9%
NS .....	2.3%
Commencal .....	1.8%
Dartmoor .....	1.8%
Pivot .....	1.5%
Kona .....	1.4%
Devinici .....	1.4%
Banshee .....	1.3%
GT .....	1.3%
Evil .....	1.3%
Norco .....	1.2%
Canfield .....	1.2%
Black Market .....	1.1%
Orange .....	1.1%
Scott .....	1.1%
Turner .....	1.1%
Ibis .....	1.1%
Niner .....	1.0%
Nuke Proof .....	1.0%
Cannondale .....	0.9%
Knolly .....	0.8%
Cotic .....	0.7%
Morewood .....	0.7%
On One .....	0.7%
Chromag .....	0.6%
KHS .....	0.6%
Mondraker .....	0.6%
Cove .....	0.5%
Lapierre .....	0.5%
Nicolai .....	0.5%
One Ghost .....	0.4%
Rocky Mountain .....	0.4%
Zerode .....	0.4%
Da Bomb .....	0.3%
Canyon .....	0.3%
DMR .....	0.3%
Foes .....	0.3%
Haro .....	0.3%
Morpheus .....	0.3%
Deity .....	0.2%
Ellsworth .....	0.2%
Iron Horse .....	0.2%
Ragley .....	0.2%
Supercor .....	0.2%
Surly .....	0.2%
Pyga .....	0.2%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Felt.....	0.2%
KTM.....	0.2%
Redline.....	0.2%
Spank.....	0.2%
Saracen.....	0.2%
Staton.....	0.2%
Atomlab.....	0.1%
Chumba.....	0.1%
Diamondback.....	0.1%
Eastern.....	0.1%
Jamis.....	0.1%
Look.....	0.1%
Moots.....	0.1%
Tomac.....	0.1%
Ventana.....	0.1%
YT Industries.....	0.1%
Sunn.....	0.1%
Anidote.....	0.1%
Charge.....	0.1%
Cotic.....	0.1%
Focus.....	0.1%
Inspired.....	0.1%
Liteville.....	0.1%
Merida.....	0.1%
Open.....	0.1%
Polygon.....	0.1%
Arrow.....	0.1%
Azonic.....	0.1%
Balfa.....	0.1%
BMC.....	0.1%
Corsair.....	0.1%
Cube.....	0.1%
DK.....	0.1%
Hyper.....	0.1%
K9 Industries.....	0.1%
Karpziel.....	0.1%
Marin.....	0.1%
Mongoose.....	0.1%
Pace.....	0.1%
Propain.....	0.1%
Raleigh.....	0.1%
Salsa.....	0.1%
SNAFU.....	0.1%
Titus.....	0.1%
Voodoo.....	0.1%
Misc. / Fill-in answers.....	7.0%

**SUSPENSION FORK:**

Will purchase within 12 months .. 39.5%

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

Fox Racing Shox.....	42.8%
RockShox.....	25.6%
Marzocchi.....	9.9%

Undecided.....	8.9%
X-Fusion.....	3.9%
BOS.....	2.1%
Manitou.....	1.9%
SR Suntour.....	0.9%
Cannondale.....	0.5%
White Brothers.....	0.3%
Specialized.....	0.3%
Magura.....	0.3%
RST.....	0.2%
DT Swiss.....	0.2%
Spinner.....	0.1%
Scott.....	0.1%
Misc. / Fill-in answers.....	2.1%

**REAR SHOCK:**

Will purchase within 12 months .. 19.7%

**IF "YES," WHAT BRAND OF REAR SHOCK:**

Fox Racing Shox.....	43.5%
RockShox.....	16.0%
Cane Creek.....	14.9%
Undecided.....	7.4%
X-Fusion.....	5.4%
BOS.....	3.7%
Marzocchi.....	2.3%
Elka.....	1.1%
Avalanche.....	0.9%
Manitou.....	0.9%
SR Suntour.....	0.5%
DT Swiss.....	0.5%
Diverse.....	0.4%
Scott.....	0.4%
Specialized.....	0.3%
Misc. / Fill-in answers.....	2.0%

**WHEELSET:**

Will purchase within 12 months .. 37.7%

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

Pre-built.....	49.0%
Custom.....	51.0%

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

Mavic.....	21.6%
Undecided.....	17.7%
Easton.....	8.9%
DT Swiss.....	6.0%
Crank Brothers.....	3.7%
Stan's No Tubes.....	3.6%
Azonic.....	3.2%

Shimano.....	2.9%
Hope.....	2.8%
Sun Ringle.....	2.7%
Industry Nine.....	2.5%
Enve.....	2.2%
Superstar.....	2.1%
Roval.....	1.8%
Bontrager.....	1.6%
Fulcrum.....	1.5%
Spank.....	1.5%
WTB.....	1.2%
Halo.....	1.1%
Nukeproof.....	1.0%
SRAM.....	0.9%
Transition.....	0.9%
Atomlab.....	0.9%
e*thirteen.....	0.9%
American Classic.....	0.7%
Gravity.....	0.4%
Loaded Precision.....	0.4%
Canfield.....	0.3%
Edge Composites.....	0.3%
Funn.....	0.3%
Novatec.....	0.3%
Ritchey.....	0.3%
A-Class.....	0.2%
Formula.....	0.2%
FSA.....	0.2%
Salsa.....	0.2%
Spinergy.....	0.2%
Sunline.....	0.2%
Ellsworth.....	0.1%
Reynolds.....	0.1%
Syncros.....	0.1%
Vuelta.....	0.1%
Misc. / Fill-in answers.....	2.2%

**IF "CUSTOM," WHAT BRAND OF RIMS:**

Mavic.....	22.2%
Stan's No Tubes.....	16.7%
Undecided.....	11.3%
DT Swiss.....	8.1%
Enve.....	6.8%
Atomlab.....	4.3%
Sun Ringle.....	3.9%
Spank.....	3.0%
WTB.....	2.2%
Industry Nine.....	2.0%
Easton.....	2.0%
Dartmoor.....	1.5%
Halo.....	1.4%
A-Class / Alex.....	1.3%
Azonic.....	0.8%
NS Bikes.....	0.8%

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Nukeproof.....	0.8%
Crank Brothers .....	0.7%
e*thirteen .....	0.7%
Superstar .....	0.7%
Velocity .....	0.7%
Loaded Precision .....	0.6%
Bontrager .....	0.5%
Specialized .....	0.5%
Syncros .....	0.5%
Funn.....	0.4%
Gravity.....	0.4%
Edge Composites.....	0.3%
Octane One.....	0.3%
Shimano.....	0.3%
SRAM.....	0.3%
Transition .....	0.3%
Bombshell.....	0.2%
Da Bomb .....	0.2%
Alienation .....	0.1%
Arrow .....	0.1%
Formula .....	0.1%
Surly .....	0.1%
Tioga.....	0.1%
Misc. / Fill-in answers.....	2.9%

**IF "CUSTOM," WHAT BRAND OF HUBS:**

Hope .....	24.7%
Chris King .....	13.4%
Undecided.....	12.6%
DT Swiss .....	9.3%
Industry Nine.....	4.7%
Shimano.....	4.6%
Hadley .....	4.2%
Profile .....	3.0%
Mavic.....	1.9%
NS Bikes.....	1.5%
Superstar .....	1.5%
Atomlab.....	1.3%
Dartmoor .....	1.3%
Nukeproof.....	1.3%
SRAM.....	1.0%
Halo .....	1.0%
e*thirteen .....	0.9%
Novatec.....	0.8%
Sun Ringle .....	0.8%
Transition .....	0.8%
Crank Brothers .....	0.7%
Formula .....	0.7%
Easton .....	0.5%
Stan's No Tubes.....	0.5%
Specialized .....	0.4%
Tune.....	0.4%
Azonic .....	0.3%
Canfield Brothers .....	0.3%

Funn.....	0.3%
Loaded Precision .....	0.3%
Rohloff.....	0.3%
American Classic.....	0.2%
Chub .....	0.2%
Da Bomb.....	0.2%
Octane One .....	0.2%
Phil Wood .....	0.2%
Spank .....	0.2%
Surly .....	0.2%
Syncros .....	0.2%
WTB .....	0.2%
Bombshell.....	0.1%
DMR.....	0.1%
FRM.....	0.1%
Paul's.....	0.1%
Misc. / Fill-in answers.....	2.9%

**TIRES:**

Will purchase within 12 months ..81.3%

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

Maxxis .....	43.8%
Schwalbe.....	12.6%
Undecided.....	10.0%
Kenda.....	7.6%
Specialized.....	6.8%
Continental .....	6.6%
WTB .....	2.6%
Bontrager .....	2.2%
Michelin.....	1.2%
Panaracer .....	0.9%
Geax.....	0.8%
Intense.....	0.8%
Hutchinson.....	0.6%
Onza.....	0.4%
Tioga.....	0.3%
DMR.....	0.2%
KHE .....	0.2%
CST.....	0.1%
Duro.....	0.1%
Rubena .....	0.1%
Halo .....	0.1%
Nokian .....	0.1%
Pacenti .....	0.1%
Surly .....	0.1%
Misc. / Fill-in answers.....	1.6%

**HANDLEBARS:**

Will purchase within 12 months ..36.3%

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

Easton .....	14.5%
Undecided.....	13.4%
Renthal .....	11.6%
Race Face.....	7.7%
Chromag .....	7.5%
Deity .....	6.1%
Answer .....	4.9%
Truvativ.....	3.9%
Enve .....	3.7%
Funn .....	2.9%
Sunline .....	1.8%
Spank .....	1.5%
Nukeproof .....	1.4%
Bontrager .....	1.3%
Gravity .....	1.3%
NS Bikes .....	1.2%
Crank Brothers.....	1.1%
ODI .....	1.0%
Black Market .....	1.0%
Loaded Precision .....	1.0%
Dartmoor.....	0.8%
Specialized.....	0.8%
Kore .....	0.7%
Ritchey .....	0.7%
Syntace.....	0.7%
Azonic.....	0.6%
Pro.....	0.6%
Atomlab .....	0.5%
FSA .....	0.5%
SMAC .....	0.5%
Edge Composites .....	0.4%
Superstar .....	0.4%
Burgtec.....	0.3%
Candy Components.....	0.3%
DMR.....	0.3%
Kona.....	0.3%
Sixpack .....	0.3%
Syncros .....	0.3%
Octane One .....	0.2%
On One.....	0.2%
Reverse Components .....	0.2%
3T.....	0.1%
Atomic .....	0.1%
Blackspire .....	0.1%
Control Tech.....	0.1%
Kodex.....	0.1%
Thompson .....	0.1%
Tioga.....	0.1%
USE.....	0.1%
Coda.....	0.1%
Moots.....	0.1%
Salsa.....	0.1%
Tag.....	0.1%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Titec.....	0.1%
Whiskey.....	0.1%
WTB.....	0.1%
Misc. / Fill-in answers.....	1.1%

**GRIPS:**

Will purchase within 12 months .. 56.0%

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

ODI.....	41.4%
Undecided.....	13.5%
Lizard Skins.....	5.8%
ESI.....	3.9%
Specialized .....	3.5%
Renthal .....	3.3%
Oury.....	2.8%
Ergon .....	1.7%
Sensus.....	1.7%
Superstar.....	1.7%
Race Face .....	1.4%
Deity .....	1.3%
Sunline.....	1.3%
Pro .....	1.1%
Crank Brothers .....	0.9%
SRAM.....	0.7%
Bontrager .....	0.7%
Yeti .....	0.7%
Animal.....	0.6%
Answer .....	0.6%
Nukeproof.....	0.6%
Odyssey .....	0.6%
Funn.....	0.5%
DMR.....	0.5%
NS Bikes.....	0.5%
SDG.....	0.5%
WTB.....	0.4%
Black Market .....	0.4%
Gravity.....	0.4%
Fizik.....	0.3%
Dartmoor .....	0.3%
Eastern .....	0.3%
Intense .....	0.3%
Loaded Precision .....	0.3%
Jet Black .....	0.3%
Ritchey .....	0.3%
Azonic .....	0.2%
Kona .....	0.2%
Troy Lee .....	0.2%
A'ME .....	0.2%
ATI .....	0.2%
Blackspire.....	0.2%
THE .....	0.2%
Clarks .....	0.1%
Salsa .....	0.1%

Sette.....	0.1%
Sixpack .....	0.1%
Acros.....	0.1%
GrabOn .....	0.1%
Serfas .....	0.1%
SMAC.....	0.1%
Syncros .....	0.1%
Chromag .....	0.1%
Giant .....	0.1%
GripShift.....	0.1%
Spank .....	0.1%
Stolen.....	0.1%
Tioga.....	0.1%
Misc. / Fill-in answers.....	2.1%

**STEM:**

Will purchase within 12 months .. 25.7%

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

Undecided.....	15.6%
Thomson .....	10.7%
Renthal.....	8.1%
Easton .....	6.2%
Chromag .....	4.9%
Truvativ .....	4.7%
Race Face.....	4.6%
Deity .....	3.7%
Easton .....	2.9%
Hope .....	2.3%
Straitline .....	1.9%
Answer.....	1.9%
Funn.....	1.9%
Nukeproof.....	1.9%
Crank Brothers.....	1.6%
Spank .....	1.4%
Ritchey.....	1.4%
FSA.....	1.2%
NS Bikes.....	1.2%
Point One Racing.....	1.2%
Sunline .....	1.2%
Gravity.....	1.1%
Azonic.....	0.9%
Black Market .....	0.9%
Pro.....	0.9%
Bontrager .....	0.8%
Chunked.....	0.7%
Kore .....	0.7%
Loaded Precision .....	0.7%
Syntace .....	0.7%
Dartmoor.....	0.6%
ODI.....	0.6%
Transition.....	0.6%
Twenty6.....	0.6%
Edge Composites .....	0.5%

Specialized.....	0.4%
Superstar .....	0.4%
Marrow Components .....	0.4%
Burgtec.....	0.4%
Syncros .....	0.4%
Atomlab .....	0.3%
e*thirteen .....	0.3%
Giant .....	0.3%
Kodex.....	0.3%
Kona.....	0.3%
3T.....	0.2%
Candy Components.....	0.2%
Canfield.....	0.2%
DMR.....	0.2%
ENVE.....	0.2%
Profile .....	0.2%
Blackspire .....	0.1%
Cannondale .....	0.1%
Control Tech.....	0.1%
SNAFU .....	0.1%
Octane One .....	0.1%
Hupi .....	0.1%
Hit-N-Run .....	0.1%
Coda.....	0.1%
Salsa.....	0.1%
Sixpack .....	0.1%
Tioga.....	0.1%
Titec .....	0.1%
USE.....	0.1%
Misc. / Fill-in answers .....	2.8%

**HEADSET:**

Will purchase within 12 months... 19.4%

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

Cane Creek.....	28.5%
Chris King.....	24.8%
Undecided.....	12.8%
FSA .....	9.5%
Hope.....	5.9%
Works Components .....	2.2%
Crank Brothers .....	2.1%
Dartmoor.....	1.4%
Nukeproof.....	1.2%
Shimano .....	1.2%
K9 Industries.....	1.0%
Superstar .....	0.9%
Black Market .....	0.8%
Race Face.....	0.8%
Ritchey .....	0.8%
Gravity .....	0.6%
Loaded Precision .....	0.5%
Acros.....	0.4%
Aheadset .....	0.4%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Animal.....	0.4%
VP Components.....	0.4%
Candy Components.....	0.3%
Reset Racing.....	0.3%
Octane One.....	0.3%
Syncros.....	0.3%
Funn.....	0.2%
Pro.....	0.2%
Shadow Conspiracy.....	0.2%
Woodman.....	0.2%
WTB.....	0.2%
Colony.....	0.1%
Rove.....	0.1%
Sixpack.....	0.1%
Sunline.....	0.1%
Misc. / Fill-in answers.....	1.3%

**BRAKES:**

Will purchase within 12 months .. 36.5%

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

Shimano.....	45.3%
Avid.....	26.1%
Undecided.....	7.2%
Formula.....	6.4%
Hope.....	6.1%
Hayes.....	4.0%
Magura.....	2.1%
Tektro.....	0.7%
Pro Max.....	0.3%
Atomlab.....	0.2%
Hygia.....	0.2%
Clarks.....	0.2%
TRP.....	0.1%
Pauls.....	0.1%
Funn.....	0.1%
Vuelta.....	0.1%
Misc. / Fill-in answers.....	0.8%

**DERAILLEURS and/or SHIFTERS**

Will purchase within 12 months .. 34.5%

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

Shimano.....	48.0%
SRAM.....	46.9%
Undecided.....	4.4%
Campagnolo.....	0.3%
SR Suntour.....	0.2%
Misc. / Fill-in answers.....	0.3%

**CRANKS:**

Will purchase within 12 months .. 25.0%

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

Shimano.....	37.0%
SRAM.....	12.7%
Undecided.....	11.0%
Race Face.....	10.9%
Truvativ.....	7.6%
e*thirteen.....	6.6%
Deity.....	1.9%
Profile.....	1.7%
FSA.....	1.7%
Gravity.....	1.4%
Crank Brothers.....	1.1%
Middleburn.....	0.9%
Cannondale.....	0.5%
Odyssey.....	0.5%
Rotor.....	0.5%
Specialized.....	0.5%
Bontrager.....	0.3%
DMR.....	0.3%
Funn.....	0.3%
Primo.....	0.3%
Gusset.....	0.2%
Atomlab.....	0.2%
Azonic.....	0.2%
Blackspire.....	0.2%
Dartmoor.....	0.2%
Spank.....	0.2%
Colony.....	0.1%
DK.....	0.1%
MRP.....	0.1%
SNAFU.....	0.1%
Surly.....	0.1%
Syncros.....	0.1%
White Industries.....	0.1%
Misc. / Fill-in answers.....	1.1%

**CHAINGUIDE:**

Will purchase within 12 months .. 24.8%

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

e*thirteen.....	31.3%
MRP.....	17.4%
Undecided.....	13.9%
Gamut.....	5.8%
Blackspire.....	4.1%
Straitline.....	4.1%
Shimano.....	4.0%
SRAM.....	3.3%
CSixx.....	2.6%
Bioncion.....	2.5%

Superstar.....	1.8%
Race Face.....	1.2%
Truvativ.....	1.2%
Gravity/FSA.....	1.1%
DMR.....	1.1%
Shaman Racing.....	0.5%
Da Bomb.....	0.4%
77 Designz.....	0.3%
Carbocage.....	0.3%
Mozartt.....	0.3%
Sunline.....	0.3%
Sixpack.....	0.2%
Dartmoor.....	0.2%
Hupi.....	0.2%
Paul's.....	0.2%
Zelvy.....	0.2%
Widgit.....	0.2%
Mr. Dirt.....	0.1%
Syncros.....	0.1%
Misc. / Fill-in answers.....	1.3%

**PEDALS:**

Will purchase within 12 months... 43.8%

**IF "YES," WHAT TYPE OF PEDALS:**

Clipless.....	37.4%
Flat.....	62.6%

**IF CLIPLESS, WHAT BRAND OF CLIPLESS PEDALS:**

Shimano.....	50.2%
Crank Brothers.....	28.5%
Undecided.....	8.8%
Time.....	8.2%
Speedplay.....	0.8%
Ritchey.....	0.7%
Wellgo.....	0.6%
Look.....	0.5%
Xpedo.....	0.5%
Atomlab.....	0.2%
Azonic.....	0.1%
Dartmoor.....	0.1%
Powerplay.....	0.1%
Sinz.....	0.1%
Syncros.....	0.1%
Misc. / Fill-in answers.....	0.6%

**IF FLAT, WHAT BRAND OF FLAT PEDALS:**

Undecided.....	19.1%
Straitline.....	7.6%
DMR.....	7.4%
Deity.....	4.9%
Crank Brothers.....	4.7%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Nukeproof.....	4.7%
Shimano.....	4.0%
Wellgo.....	3.3%
Spank.....	2.9%
Superstar.....	2.8%
Twenty6.....	2.7%
Canfield.....	2.4%
HT.....	2.2%
Azonic.....	1.9%
Odyssey.....	1.8%
VP Components.....	1.8%
e*thirteen.....	1.7%
Point One Racing.....	1.7%
NS Bikes.....	1.7%
Burgtec.....	1.5%
Answer.....	1.4%
Specialized.....	1.4%
Atomlab.....	1.2%
Kona.....	1.2%
Truvativ.....	1.2%
Dartmoor.....	1.0%
Easton.....	1.0%
Loaded Precision.....	0.8%
Blackspire.....	0.6%
Gravity.....	0.6%
Xpedo.....	0.6%
Funn.....	0.6%
Animal.....	0.5%
Tioga.....	0.5%
Black Market.....	0.4%
Fly Bikes.....	0.4%
Da Bomb.....	0.3%
NRG.....	0.3%
Sixpack.....	0.3%
Acros.....	0.3%
Gussett.....	0.3%
Premium.....	0.3%
NC-17.....	0.2%
Shadow Conspiracy.....	0.2%
Bontrager.....	0.1%
Candy Components.....	0.1%
Fire Eye.....	0.1%
Kore.....	0.1%
Onoff.....	0.1%
Primo.....	0.1%
SMAC.....	0.1%
Sunline.....	0.1%
Syncros.....	0.1%
Syntaxe.....	0.1%
Transition.....	0.1%
WTB.....	0.1%
Axiom.....	0.1%
BBB.....	0.1%
Brave.....	0.1%
Colony.....	0.1%

Cult.....	0.1%
Ergon.....	0.1%
Fatties Flatties.....	0.1%
Fit.....	0.1%
Forte.....	0.1%
Inspired.....	0.1%
Nookie.....	0.1%
Octane.....	0.1%
Outland.....	0.1%
SNAFU.....	0.1%
Speedplay.....	0.1%
Stolen.....	0.1%
Misc. / Fill-in answers.....	0.8%

**SEAT:**

Will purchase within 12 months ..29.1%

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

Undecided.....	18.5%
WTB.....	16.4%
SDG.....	14.7%
Fizik.....	7.9%
Chromag.....	7.4%
Selle Italia.....	5.8%
Specialized.....	5.5%
Deity.....	2.9%
Charge.....	1.8%
Bontrager.....	1.1%
Funn.....	1.1%
Nukeproof.....	1.1%
Brooks.....	0.8%
Tioga.....	0.7%
Black Market.....	0.7%
DMR.....	0.7%
Pro.....	0.6%
Animal.....	0.5%
Dartmoor.....	0.5%
FSA.....	0.5%
THE.....	0.5%
Azonic.....	0.4%
Odyssey.....	0.4%
Prologo.....	0.4%
Selle SMP.....	0.4%
Velo.....	0.4%
Octane One.....	0.3%
Shadow Conspiracy.....	0.3%
Transition.....	0.3%
Yeti.....	0.3%
Gravity.....	0.3%
Kona.....	0.3%
Ritchey.....	0.3%
Selle San Marco.....	0.3%
Alienation.....	0.2%

BBB.....	0.2%
Cobb.....	0.2%
FBM Bike Co.....	0.2%
Fit Bike Co.....	0.2%
Kore.....	0.2%
MacNeil.....	0.2%
Serfas.....	0.2%
Terry.....	0.2%
Atomlab.....	0.1%
Beddo.....	0.1%
Crank Brothers.....	0.1%
Eclat.....	0.1%
Ergon.....	0.1%
Forte.....	0.1%
Gussett.....	0.1%
Hupi.....	0.1%
Intense.....	0.1%
Spank.....	0.1%
SQ Lab.....	0.1%
Stolen.....	0.1%
Sunline.....	0.1%
Syncros.....	0.1%
Tune.....	0.1%
Blackspire.....	0.1%
Brev. M.....	0.1%
Cannondale.....	0.1%
Da Bomb.....	0.1%
Felt.....	0.1%
Fly Bikes.....	0.1%
Giant.....	0.1%
Inspired.....	0.1%
ISM.....	0.1%
Kink.....	0.1%
Mutant Bikes.....	0.1%
NC-17.....	0.1%
Origin-8.....	0.1%
Ragley.....	0.1%
Reverse.....	0.1%
Rocraft.....	0.1%
Selle Royal.....	0.1%
Sette.....	0.1%
SNAFU.....	0.1%
Superstar.....	0.1%
Verde.....	0.1%
Misc. / Fill-in answers.....	0.9%

**SEATPOST:**

Will purchase within 12 months...26.9%

**IF "YES," WHAT TYPE OF SEATPOST:**

Drop/Telescoping.....	64.6%
Regular.....	35.4%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.



**IF DROP/TELESCOPING, WHAT BRAND OF SEATPOST:**

RockShox .....	31.2%
Undecided.....	20.4%
KS Suspension .....	17.5%
Crank Brothers .....	10.3%
Fox Racing Shox .....	6.1%
Specialized .....	5.2%
Gravity Dropper .....	3.6%
X-Fusion.....	2.8%
Giant.....	0.9%
RASE.....	0.5%
Maverick.....	0.3%
Blacx.....	0.2%
Da Bomb .....	0.1%
Misc. / Fill-in answers .....	0.8%

**IF "REGULAR," WHAT BRAND OF SEATPOST:**

Thomson.....	27.3%
Undecided.....	18.4%
SDG.....	8.8%
Easton .....	5.1%
Deity .....	3.3%
Truvativ .....	3.3%
Ritchey .....	2.5%
Chromag .....	2.4%
Race Face .....	2.2%
Crank Brothers .....	2.0%
Enve.....	1.6%
Specialized .....	1.4%
Bontrager .....	1.2%
Dartmoor .....	1.2%
Funn.....	1.2%
KCNC.....	1.2%
Pro .....	1.2%
Hope .....	1.0%
Octane.....	1.0%
DMR.....	0.8%
Loaded Precision .....	0.8%
Nukeproof.....	0.8%
Alienation .....	0.6%
Azonic .....	0.6%
Fizik.....	0.6%
FSA.....	0.6%
Sunline.....	0.6%
Superstar .....	0.6%
3T .....	0.4%
Atomlab.....	0.4%
Burgtec .....	0.4%
Control Tech.....	0.4%
Da Bomb .....	0.4%
Gravity.....	0.4%
Giant.....	0.4%

Niner.....	0.4%
On-One .....	0.4%
Sette .....	0.4%
Shimano .....	0.4%
SNAFU .....	0.4%
Spank .....	0.4%
Syncros .....	0.4%
Syntaxe .....	0.4%
Blackspire .....	0.2%
Infinity .....	0.2%
IRD .....	0.2%
Kore .....	0.2%
Leaf Cycles.....	0.2%
MacNeil .....	0.2%
Primo .....	0.2%
Tune.....	0.2%
USE.....	0.2%
Woodman .....	0.2%
Misc. / Fill-in answers.....	0.2%

**HELMET:**

Will purchase within 12 months ..47.4%

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

Troy Lee .....	17.7%
Undecided.....	15.4%
Giro .....	11.3%
Fox.....	10.8%
POC .....	8.3%
SixSixOne.....	6.0%
Urge .....	5.6%
Specialized.....	5.0%
Bell .....	4.0%
Kali Protectives .....	3.3%
Pro-Tec .....	1.5%
THE .....	1.0%
TSG.....	1.0%
O'Neal.....	0.9%
MET.....	0.8%
Kabuto .....	0.7%
Bluegrass .....	0.6%
Lazer .....	0.6%
Uvex .....	0.5%
Fly.....	0.5%
iXS.....	0.4%
One Industries.....	0.4%
Scott.....	0.4%
Azonic.....	0.3%
Rudy Project.....	0.3%
Bern .....	0.2%
Shoei.....	0.2%
Trek.....	0.2%
Bontrager .....	0.2%
Catlike.....	0.2%

Nema.....	0.2%
Airoh.....	0.2%
Cannondale .....	0.2%
Louis Garneau.....	0.1%
Mavic .....	0.1%
Sandbox .....	0.1%
Cratoni .....	0.1%
EVS.....	0.1%
Giant .....	0.1%
Kask .....	0.1%
Pryme.....	0.1%
Sweet Protection .....	0.1%
Triple 8.....	0.1%
Misc. / Fill-in answers .....	0.5%

**SHORTS:**

Will purchase within 12 months...51.4%

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

Undecided.....	22.7%
Troy Lee.....	17.9%
Fox .....	16.4%
Royal.....	4.9%
DaKine .....	4.9%
Endura.....	4.6%
Sombrio.....	2.7%
Alpinestars .....	2.1%
Pearl Izumi.....	1.8%
Specialized .....	1.5%
Jett.....	1.4%
Oakley.....	1.3%
Race Face.....	1.2%
Nema.....	0.9%
POC.....	0.9%
Louis Garneau.....	0.7%
O'Neal .....	0.7%
SixSixOne .....	0.7%
Zoic .....	0.7%
Ground Effect .....	0.6%
The North Face .....	0.6%
Mavic .....	0.6%
Sugio .....	0.6%
Bontrager .....	0.4%
Dickies .....	0.4%
NZO .....	0.4%
Azonic.....	0.4%
Fly .....	0.4%
Gore .....	0.4%
Yeti .....	0.4%
iXS.....	0.3%
Maloja .....	0.3%
Platzangst.....	0.3%
Scott .....	0.3%
Kona.....	0.3%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

One Industries .....	0.3%
Cannondale .....	0.2%
Dainese .....	0.2%
Helly Hansen .....	0.2%
Thor .....	0.2%
Altura .....	0.1%
AXO .....	0.1%
Bellwether .....	0.1%
Castelli .....	0.1%
Hoss .....	0.1%
Intrepid .....	0.1%
Loeka .....	0.1%
Voler .....	0.1%
Lavan .....	0.1%
Rockgardn .....	0.1%
Shift .....	0.1%
Assos .....	0.1%
Club Ride .....	0.1%
Giordana .....	0.1%
Mace .....	0.1%
Norrona .....	0.1%
Primal Wear .....	0.1%
THE .....	0.1%
Twin Six .....	0.1%
Vans .....	0.1%
Volta .....	0.1%
Misc. / Fill-in answers .....	1.6%

**JERSEY:**

Will purchase within 12 months .. 42.4%

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

Undecided .....	24.3%
Troy Lee .....	20.0%
Fox .....	14.5%
DaKine .....	5.7%
Royal .....	5.5%
Sombrio .....	2.7%
Alpinestars .....	2.0%
Endura .....	1.8%
Specialized .....	1.2%
Race Face .....	1.0%
Oakley .....	0.9%
Jett .....	0.9%
One Industries .....	0.9%
POC .....	0.8%
O'Neal .....	0.8%
Nema .....	0.7%
Louis Garneau .....	0.6%
Cannondale .....	0.5%
Club Ride .....	0.5%
Fly .....	0.5%
Kona .....	0.5%
Five Ten .....	0.5%

Primal Wear .....	0.5%
SixSixOne .....	0.5%
Thor .....	0.5%
Yeti .....	0.5%
Ground Effect .....	0.4%
Maloja .....	0.4%
Twin Six .....	0.4%
Azonic .....	0.4%
Dainese .....	0.4%
iXS .....	0.4%
Sugoi .....	0.4%
Castelli .....	0.3%
Pearl Izumi .....	0.3%
Voler .....	0.3%
Bontrager .....	0.3%
AXO .....	0.2%
Lavan .....	0.2%
Loeka .....	0.2%
Mavic .....	0.2%
Scott .....	0.2%
Craft .....	0.2%
No Fear .....	0.2%
Rocky Mountain .....	0.2%
The North Face .....	0.2%
Commencal .....	0.1%
Gore .....	0.1%
Icebreaker .....	0.1%
Intrepid .....	0.1%
NZO .....	0.1%
Answer .....	0.1%
Bellwether .....	0.1%
Ibex .....	0.1%
Nike .....	0.1%
Pactimo .....	0.1%
Platzangst .....	0.1%
Rapha .....	0.1%
Shift .....	0.1%
THE .....	0.1%
Zimstern .....	0.1%
Zoic .....	0.1%
Misc. / Fill-in answers .....	4.0%

**GLOVES:**

Will purchase within 12 months .. 47.8%

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

Undecided .....	20.8%
Fox .....	19.3%
Troy Lee .....	14.9%
SixSixOne .....	9.2%
DaKine .....	5.4%
Specialized .....	3.4%
Royal .....	2.9%
Giro .....	2.7%

Alpinestars .....	1.9%
Oakley .....	1.7%
POC .....	1.4%
Sombrio .....	1.3%
POW .....	0.7%
Mechanix .....	0.6%
O'Neal .....	0.6%
Answer .....	0.6%
Deft .....	0.6%
Fly .....	0.6%
One Industries .....	0.6%
Bontrager .....	0.6%
Nema .....	0.6%
Scott .....	0.6%
Endura .....	0.5%
Novik .....	0.5%
Pearl Izumi .....	0.5%
Dainese .....	0.5%
Race Face .....	0.5%
Jett .....	0.4%
Thor .....	0.4%
Louis Garneau .....	0.3%
AXO .....	0.3%
iXS .....	0.3%
Rockgardn .....	0.3%
Azonic .....	0.2%
Demon Dirt .....	0.2%
Lizard Skins .....	0.2%
THE .....	0.2%
Gore .....	0.2%
Hupi .....	0.2%
JT Racing .....	0.2%
Kona .....	0.2%
Mace .....	0.2%
No Fear .....	0.2%
Trek .....	0.2%
TSG .....	0.2%
Fist .....	0.1%
Hestra .....	0.1%
Pro-Tec .....	0.1%
Yeti .....	0.1%
Cannondale .....	0.1%
Ergon .....	0.1%
GripGrab .....	0.1%
Hirzl .....	0.1%
Lavan .....	0.1%
Shift .....	0.1%
UFO .....	0.1%
Misc. / Fill-in answers .....	1.3%

**SUNGLASSES (riding or casual):**

Will purchase within 12 months... 34.4%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

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

Oakley	44.0%
Undecided	17.9%
Smith	8.6%
Spy	4.4%
Ray-Ban	3.2%
Adidas	1.9%
Tifosi	1.6%
Dragon	1.4%
Rudy Project	1.3%
Electric	1.2%
Fox	1.1%
Native Eyewear	0.9%
Ryders Eyewear	0.9%
Von Zipper	0.7%
Bolle	0.7%
Scott	0.7%
Uvex	0.6%
Arnette	0.6%
POC	0.5%
Giro	0.4%
BBB	0.3%
Maui Jim	0.3%
Revo	0.3%
Specialized	0.3%
Anarchy	0.3%
Julbo	0.3%
Blur	0.2%
Endura	0.2%
Optic Nerve	0.2%
Shimano	0.2%
Steel MX	0.2%
Bloc	0.2%
Kaenon	0.2%
Osiris	0.2%
Quiksilver	0.2%
Serfas	0.2%
Carrera	0.1%
Dirty Dog	0.1%
Gloryfy	0.1%
MEC	0.1%
Sabre	0.1%
Vuarnet	0.1%
Vans	0.1%
Zeal Optics	0.1%
509	0.1%
Bianchi	0.1%
Black Fly	0.1%
Black Ice	0.1%
Bobster	0.1%
Casco	0.1%
Cebe	0.1%
Costa Del Mar	0.1%
Demetz	0.1%

iXS	0.1%
Kuota	0.1%
Le Specs	0.1%
Maxx	0.1%
Neff	0.1%
Northwave	0.1%
Otis	0.1%
Optilabs	0.1%
Paranoia	0.1%
Persol	0.1%
Prada	0.1%
Proof	0.1%
Polaris	0.1%
Rockgarden	0.1%
Scattante	0.1%
Shwood	0.1%
Spotters	0.1%
Spyder	0.1%
Stunglasses	0.1%
Utopia	0.1%
Misc. / Fill-in answers	1.0%

**GOGGLES:**

Will purchase within 12 months ..26.3%

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

Oakley	34.1%
Undecided	14.4%
Smith	12.0%
Spy	8.6%
100%	6.0%
Fox	4.9%
Scott	3.0%
Dragon	2.7%
POC	2.7%
Adidas	2.5%
Steel MX	1.1%
Thor	1.1%
Electric	1.0%
Von Zipper	0.7%
O'Neal	0.6%
Bolle	0.5%
Arnette	0.4%
Blur	0.4%
Utopia	0.4%
Nema	0.4%
No Fear	0.4%
Uvex	0.3%
Giro	0.2%
Rudy Project	0.2%
Ryders Eyewear	0.2%
Zeal Optics	0.2%
iXS	0.1%
509	0.1%

AXO	0.1%
Dean Optics	0.1%
Dirty Dog	0.1%
Fly	0.1%
Misc. / Fill-in answers	0.3%

**RIDING SHOES:**

Will purchase within 12 months...46.6%

**IF "YES," WHAT BRAND OF RIDING SHOES:**

Five Ten	46.5%
Shimano	10.4%
Undecided	10.3%
Teva	6.1%
Vans	5.7%
Specialized	4.3%
Nike	2.9%
Sidi	2.4%
Mavic	1.7%
SixSixOne	1.4%
DC	1.0%
Bontrager	0.7%
Adidas	0.6%
Giro	0.6%
Scott	0.5%
Etnies	0.5%
Sombrio	0.5%
Pearl Izumi	0.5%
Northwave	0.4%
Gaerne	0.2%
Lake	0.2%
Louis Garneau	0.2%
Diadora	0.2%
AXO	0.2%
O'Neal	0.2%
Oakley	0.2%
Osiris	0.2%
Azonic	0.1%
Fallen	0.1%
Fox	0.1%
Answer	0.1%
DZR	0.1%
Lotek	0.1%
Orchid	0.1%
Misc. / Fill-in answers	0.8%

**FAVORITE CASUAL SHOE:**

Vans	16.2%
Nike	13.3%
Undecided	11.3%
Five Ten	8.7%
Adidas	8.0%
DC	5.4%
Merrell	2.6%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

New Balance .....	2.4%
Etnies .....	2.3%
Salomon.....	2.2%
Converse.....	2.0%
Teva.....	1.9%
Puma.....	1.8%
Asics.....	1.7%
Keen.....	1.4%
DVS.....	1.1%
Fox.....	1.0%
Sanuk.....	0.9%
Globe.....	0.9%
Airwalk.....	0.7%
Timberland.....	0.7%
Reebok.....	0.6%
The North Face.....	0.5%
Chaco.....	0.5%
Clarks.....	0.5%
Lakai.....	0.5%
Patagonia.....	0.5%
Supra.....	0.5%
Duffs.....	0.5%
Emerica.....	0.5%
Osiris.....	0.4%
Vibram.....	0.4%
Ecco.....	0.4%
Sketchers.....	0.4%
Sperry.....	0.4%
Adio.....	0.4%
Circa.....	0.4%
eS.....	0.4%
Fallen.....	0.3%
Camper.....	0.3%
Simple.....	0.3%
Birkenstock.....	0.2%
Gravis.....	0.2%
Ipath.....	0.2%
Orchid.....	0.2%
Toms.....	0.2%
Boxfresh.....	0.2%
Element.....	0.2%
Peal Izumi.....	0.2%
La Sportiva.....	0.2%
LoTek.....	0.1%
Garmont.....	0.1%
Reef.....	0.1%
Sombrio.....	0.1%
Blundstone.....	0.1%
Chrome.....	0.1%
Dr. Martins.....	0.1%
Almond.....	0.1%
Brooks.....	0.1%
Scarpa.....	0.1%
Shimano.....	0.1%
Vasque.....	0.1%

Hi Tech.....	0.1%
K Swiss.....	0.1%
Macbeth.....	0.1%
Saucony.....	0.1%
Specialized.....	0.1%
Misc. / Fill-in answers.....	1.8%

**KNEE PROTECTION:**

Will purchase within 12 months .. 29.3%

**IF "YES," WHAT BRAND OF KNEE PROTECTION:**

SixSixOne.....	29.5%
Undecided.....	15.8%
POC.....	11.3%
Troy Lee.....	8.9%
Fox.....	8.5%
Alpinestars.....	3.4%
Dainese.....	2.8%
Race Face.....	2.8%
G-Form.....	2.8%
Kali Protectives.....	2.1%
iXS.....	2.0%
O'Neal.....	1.0%
Pro-Tec.....	0.9%
Nukeproof.....	0.9%
Bluegrass.....	0.8%
Scott.....	0.7%
Thor.....	0.5%
AXO.....	0.5%
Demon Dirt.....	0.5%
Endura.....	0.5%
Fuse.....	0.5%
Lizard Skins.....	0.5%
TSG.....	0.5%
THE.....	0.4%
Asterisk.....	0.3%
Hupi.....	0.3%
Azonic.....	0.2%
EVS.....	0.2%
POD MX.....	0.2%
Colony.....	0.1%
Pinstripe.....	0.1%
Sweet Protection.....	0.1%
UFO.....	0.1%
Donjoy.....	0.1%
Jett.....	0.1%
RockGardn.....	0.1%
Shadow Conspiracy.....	0.1%
Misc. / Fill-in answers.....	0.3%

**HYDRATION PACK:**

Will purchase within 12 months .. 17.5%

**IF "YES," WHAT BRAND OF HYDRATION PACK:**

Camelbak.....	41.3%
Undecided.....	13.4%
DaKine.....	13.1%
Osprey.....	8.7%
EVOC.....	7.9%
Fox.....	4.0%
Hydrapak.....	1.7%
Deuter.....	1.6%
Lezyne.....	0.9%
Geigerrig.....	0.8%
The North Face.....	0.8%
Oakley.....	0.7%
Coleman.....	0.6%
Crank Brothers.....	0.6%
Wingnut.....	0.6%
Decathlon.....	0.4%
Giant.....	0.2%
Leatt.....	0.2%
MEC.....	0.2%
Ogio.....	0.2%
POC.....	0.2%
Saloman.....	0.2%
Scott.....	0.2%
Black Diamond.....	0.1%
Clik Elite.....	0.1%
Ergon.....	0.1%
Fly.....	0.1%
GoLite.....	0.1%
Gregory.....	0.1%
Haglofs.....	0.1%
Kathmandu.....	0.1%
Nathan.....	0.1%
Vaude.....	0.1%
Misc. / Fill-in answers.....	0.4%

**MOUNTABLE VIDEO CAMERA:**

Will purchase within 12 months...26.7%

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

GoPro.....	73.9%
Contour.....	13.3%
Undecided.....	9.0%
Drift Innovation.....	1.7%
Oregon Scientific.....	0.3%
Epic Action Video Cam.....	0.2%
GoBandit.....	0.1%
Ion.....	0.1%
Replay XD.....	0.1%
Sony.....	0.1%
V.I.O POV.....	0.1%

Methodology – This survey was conducted on Vital MTB in July 2012. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Veho Muvi.....	0.1%
Back Door .....	0.1%
CamOne.....	0.1%
Kodak .....	0.1%
Mivue .....	0.1%
Swann .....	0.1%
Venom Snake Eye .....	0.1%
X3Ride .....	0.1%
Misc. / Fill-in answers .....	0.1%

Land Rover .....	0.8%
GMC .....	0.6%
Honda .....	0.6%
Fiat.....	0.4%
Hyundai .....	0.2%
Mazda .....	0.2%
Subaru.....	0.2%
Misc. / Fill-in answers .....	1.2%

## AUTOMOTIVE

### OWN PICKUP TRUCK?

Yes ..... 27.0%

### IF "YES," BRAND OWNED:

Toyota.....	30.1%
Ford .....	24.1%
Chevrolet .....	14.2%
Dodge .....	8.4%
Nissan .....	8.0%
GMC.....	3.6%
Mitsubishi.....	2.0%
Holden .....	1.7%
Volkswagen.....	1.4%
Honda .....	1.2%
Mazda .....	1.1%
Land Rover.....	0.7%
Isuzu .....	0.6%
Fiat.....	0.4%
Jeep.....	0.4%
Opel .....	0.4%
Suzuki.....	0.3%
Hyundai .....	0.1%
Subaru.....	0.1%
Misc. / Fill-in answers .....	0.9%

### PLAN TO BUY PICKUP IN NEXT 12 MONTHS:

Yes..... 10.1%

### IF "YES," WHAT BRAND OF PICKUP:

Toyota.....	36.1%
Undecided.....	16.4%
Ford .....	15.1%
Chevrolet .....	7.5%
Nissan .....	6.0%
Volkswagen.....	5.0%
Dodge .....	4.4%
Mitsubishi.....	3.5%
Holden .....	1.0%
Isuzu .....	1.0%