

# 2017 Vital MTB AUDIENCE SURVEY

## DEMOGRAPHIC OVERVIEW:

**40%** *Entered a Race Last Year*

**\$4,380** *Avg. Cost of Primary Bike*

**2.3** *Avg. Number of Bikes*

**43%** *Will Buy a New Bike  
in the Next Year*

**\$102,472** *Avg. Household Income*

## PRODUCT CATEGORY OVERVIEW:

*Complete Bike to Buy:* **9.0%** SANTA CRUZ

*Fork to Buy:* **34.4%** FOX

*Rear Shock to Buy:* **38.5%** FOX

*Brakes to Buy:* **46.0%** SHIMANO

*Derailleurs /  
Shifters to Buy:* **49.0%** SHIMANO

## METHODOLOGY:

This survey was conducted on Vital MTB, May - June 2017. Responses were limited to one per person. Results were tabulated from over 10,000 surveys. Results have been rounded to the nearest tenth of a percent.

# DEMOGRAPHIC INFORMATION

## GENDER:

Male.....	96.3%
Female.....	3.7%

## AGE:

Average.....	36
Median.....	36
19 or under.....	11.3%
20-29.....	18.5%
30-39.....	30.8%
40-49.....	27.1%
50-59.....	9.9%
60 or older.....	2.4%

## MARITAL STATUS:

Single.....	52.6%
Married.....	47.4%

## HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	5.2%
High school.....	16.3%
Some college.....	18.7%
College.....	38.1%
Postgraduate degree.....	21.7%

## HOUSEHOLD INCOME:

Average.....	\$102,472
Median.....	\$87,500
Under \$25,000.....	13.8%
\$25,001 - \$50,000.....	15.9%
\$50,001 - \$75,000.....	15.7%
\$75,001 - \$100,000.....	15.2%
\$100,001 - \$125,000.....	11.5%
\$125,001 - \$150,000.....	8.5%
\$150,001 - \$175,000.....	5.8%
\$175,001 - \$200,000.....	4.3%
\$200,001 - \$225,000.....	2.5%
\$225,001 - \$250,000.....	1.3%
\$250,001 or more.....	5.3%

## INTERNATIONAL TRAFFIC:

Top 10 countries, survey responses

United States.....	41.3%
United Kingdom.....	11.1%
Australia.....	8.3%
Canada.....	7.3%
New Zealand.....	3.7%
Germany.....	2.5%
France.....	1.9%
Italy.....	1.3%
South Africa.....	1.3%
Spain.....	1.1%

## U.S. TRAFFIC:

Top 10 states, survey responses

California.....	23.3%
Colorado.....	10.6%
Washington.....	6.8%
Utah.....	4.5%
Oregon.....	3.8%
Pennsylvania.....	3.6%
Arizona.....	3.5%
New York.....	3.5%
Texas.....	3.3%
North Carolina.....	3.0%

## INTERNATIONAL TRAFFIC:

Top 10 countries, Google Analytics

United States.....	34.4%
United Kingdom.....	10.0%
Canada.....	7.5%
Australia.....	5.5%
Germany.....	4.8%
France.....	4.0%
New Zealand.....	2.5%
Italy.....	2.3%
Spain.....	2.1%
Switzerland.....	1.8%

## U.S. TRAFFIC:

Top 10 states, Google Analytics

California.....	26.1%
Colorado.....	8.9%
Washington.....	6.7%
Utah.....	4.6%
Texas.....	4.1%
New York.....	3.5%
Oregon.....	3.2%
Arizona.....	3.1%
North Carolina.....	2.9%
Pennsylvania.....	2.5%

## NON-MOUNTAIN BIKE ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Hiking.....	50.3%
Camping.....	49.6%
Running.....	32.0%
Road cycling.....	30.0%
Swimming.....	26.8%
Skiing.....	25.8%
Video gaming.....	22.8%
Snowboarding.....	22.8%
Climbing.....	22.0%
Fishing.....	20.1%
Moto/off-road motorcycling.....	18.1%
Kayaking.....	16.7%
BMX.....	15.5%
Soccer.....	14.3%
Shooting.....	14.1%
Basketball.....	13.4%
Skateboarding.....	13.2%
Surfing.....	13.1%
Golf.....	11.9%
Football.....	10.6%
Formula 1.....	10.1%
CrossFit.....	9.8%
Moto GP.....	9.3%
Hockey.....	8.6%
Rally.....	8.2%
Tennis.....	8.0%
Hunting.....	7.6%
Baseball.....	6.3%
Wakeboarding.....	6.2%
Rugby.....	5.8%
RC.....	5.4%
Snowmobiling.....	4.1%
Boxing.....	4.0%
Off-road truck racing.....	3.9%
Waterskiing.....	3.3%
Drag racing.....	3.1%
Windsurfing.....	2.4%
Indy Car.....	2.4%
NASCAR.....	2.3%
Kitesurfing.....	1.8%
Lacrosse.....	1.6%
Bodybuilding / weights.....	1.0%
Stand-up paddle boarding.....	0.8%
Sailing.....	0.4%
Yoga.....	0.4%
Cricket.....	0.3%
Scuba diving.....	0.2%
Squash.....	0.2%
Volleyball.....	0.2%
Misc. / Fill-In.....	7.9%

**NON-MTB BIKES OWNED:**

Road.....	52.8%
Commuter .....	38.9%
BMX.....	27.4%
Cyclocross.....	17.8%
Fat.....	8.2%
E-bike .....	3.5%
Triathlon.....	1.8%

**MEDIA  
CONSUMPTION****MAIN SOURCES USED TO  
RESEARCH MOUNTAIN BIKE  
PRODUCT PURCHASES:**

Mountain bike websites.....	78.1%
Online product reviews.....	72.1%
Riding friends.....	55.0%
Manufacturer websites.....	50.7%
Local bike shop .....	48.6%
Magazines .....	42.2%
Social media.....	39.7%
Mail-order websites.....	20.6%
Manufacturer catalogs .....	10.7%
Mail-order catalogs .....	3.1%
Misc. / Fill-In .....	1.8%

**MOUNTAIN  
BIKING ACTIVITY****OWN A MOUNTAIN BIKE:**

Yes.....	97.0%
No.....	2.8%

**HOW OFTEN RIDE:**

Average.....	2.5 times a week
4 or more times a week.....	23.4%

2-3 times a week.....	47.5%
About once a week .....	19.7%
2-3 times a month.....	5.6%
About once a month.....	1.6%

**TYPES OF RIDING DONE IN  
PAST 12 MONTHS:**

Trail riding .....	84.2%
Enduro / all-mountain.....	74.7%
Cross-country .....	60.2%
Downhill / gravity .....	54.7%
Dirt jumping .....	24.3%
Street riding / skateparks.....	20.9%

**FAVORITE TYPE OF RIDING:**

Enduro / all-mountain.....	39.8%
Trail riding .....	30.3%
Downhill / gravity .....	21.4%
Cross-country .....	5.7%
Dirt jumping .....	1.7%
Street riding / skateparks.....	1.1%

**ENTERED RACE IN PAST 12  
MONTHS:**

Yes.....	39.7%
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**IF "YES," TYPE OF RACE:**

Enduro.....	57.5%
Cross-country .....	38.4%
Downhill .....	35.7%
Endurance races.....	14.5%
Cyclocross.....	7.6%
Super D .....	7.7%
Dual-slalom.....	5.1%
4X .....	2.7%

**RIDDEN A MOUNTAIN BIKE  
PARK:**

Yes.....	71.9%
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**FAVORITE BIKE PARK:**

Whistler Mountain Bike Park ...	18.6%
Trestle / Winter Park .....	2.9%
Queenstown.....	2.6%
Northstar California.....	2.5%
Highland Mountain.....	2.5%

Morzine .....	2.5%
Snow Summit / Big Bear .....	2.3%
Mammoth .....	2.3%
Angel Fire Bike Park .....	2.1%
Bike Park Wales .....	1.6%
Mountain Creek .....	1.6%
Glentress .....	1.5%
Chatel.....	1.4%
Whakarewarewa .....	1.4%
Snowshoe .....	1.3%
Afan .....	1.3%
Thredbo .....	1.3%
Leogang.....	1.2%
Les Gets .....	1.2%
Deer Valley .....	1.1%
Livigno.....	1.0%
Silver Star Bike Park .....	1.0%
UK Bike Park .....	1.0%
Schladming.....	0.9%
Hafjell .....	0.9%
Portes Du Soleil.....	0.9%
Mt. Buller .....	0.9%
Winterberg .....	0.9%
Vallnord .....	0.8%
Keystone .....	0.8%
Canyons.....	0.8%
Are Bike Park .....	0.8%
Bromont, Canada .....	0.8%
Coast Gravity Park.....	0.7%
Les Duex Alps .....	0.7%
Duthie Hill.....	0.7%
Silver Mountain.....	0.7%
Stromlo.....	0.6%
Lac Blanc .....	0.6%
Beech Mountain .....	0.6%
Llandegla.....	0.6%
Burke.....	0.6%
Thunder Mountain Bike Park.....	0.5%
Valmont Bike Park .....	0.5%
Christchurch Adventure Park.....	0.5%
Ray's MTB Park, Cleveland.....	0.5%
Stevens Pass .....	0.4%
Evolution / Crested Butte.....	0.4%
Revolution Bike Park Wales .....	0.4%
Sun Peaks .....	0.4%
Nevados de Chillan.....	0.4%
Youyangs .....	0.4%
Plattekill .....	0.4%
Whitefish Bike Park.....	0.4%
Bali Bike Park .....	0.3%
Eagle Park .....	0.3%
Jarvso .....	0.3%
Bike Park Ireland.....	0.3%
Bootleg Canyon.....	0.3%
Skyline Rotorua.....	0.3%
Fernie Bike Park .....	0.3%
Gisburn Forest .....	0.3%

Killington.....	0.3%
Tignes Val d'Isere.....	0.3%
El Durazno.....	0.3%
Mt. Bachelor.....	0.3%
Steamboat.....	0.3%
Blue Mountain, Ontario.....	0.3%
Verbier.....	0.3%
Kicking Horse.....	0.2%
Maribor.....	0.2%
Ponte de Lima.....	0.2%
Fujiten Bike Park.....	0.2%
Woodhill.....	0.2%
Blue Mountain, PA.....	0.2%
Spicak, Czech Republic.....	0.2%
Bailey Mountain Bike Park.....	0.2%
Chicksands.....	0.2%
Granby Ranch.....	0.2%
Joyride 150.....	0.2%
Semmering.....	0.2%
Antur Stiniog.....	0.2%
Black Mountain Cycle Centre.....	0.2%
Krvavec, Slovenia.....	0.2%
Lenzerheide.....	0.2%
Misc. / Fill-in.....	16.7%

## COST OF CURRENT BIKE:

Average.....	\$4,380
Median.....	\$3,500
Under \$999.....	7.5%
\$1,000 - \$1,999.....	11.2%
\$2,000 - \$2,999.....	14.8%
\$3,000 - \$3,999.....	17.5%
\$4,000 - \$4,999.....	13.8%
\$5,000 - \$5,999.....	11.6%
\$6,000 - \$6,999.....	8.3%
\$7,000 - \$7,999.....	5.7%
\$8,000 - \$8,999.....	4.4%
\$9,000 - \$9,999.....	2.1%
\$10,000 - \$10,999.....	1.8%
\$11,000 - \$11,999.....	0.5%
Over \$12,000.....	0.8%

## HOW MANY BIKES OWNED:

Average.....	2.3
1.....	30.9%
2.....	36.5%
3.....	18.4%
4.....	7.3%
5 or more.....	6.9%

## TYPE(S) OF BIKE(S) OWNED

Enduro / all-mountain.....	64.1%
Trail.....	44.7%

Cross-country.....	35.1%
Downhill.....	24.6%
Dirt Jump / street / 4x.....	19.1%
Freeride / park.....	9.6%

## TRAVEL ON PRIMARY BIKE:

Over 185mm (7.2").....	8.8%
150mm - 180mm (5.9" - 7").....	43.5%
125mm - 145mm (5" - 5.7").....	22.1%
75mm - 120mm (3" - 4.7").....	11.3%
Under 75 mm (under 3").....	0.5%
It's a hardtail.....	13.8%

## WHEEL SIZE(S) OWNED:

27.5" / 650b.....	55.2%
26".....	54.1%
29".....	33.4%
27.5+.....	8.1%
Fat bike.....	4.1%
26+.....	2.4%
29+.....	1.9%

## PRIMARY BIKE TUBELESS:

Yes.....	66.1%
No.....	33.9%

## WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer.....	56.8%
Local bike shop.....	38.4%
Direct from manufacturer.....	4.8%

## MAIL-ORDER USERS BUY FROM MOST:

Chain Reaction.....	36.7%
Jenson.....	18.0%
Amazon.....	6.6%
Bike-Components.....	5.2%
Ebay.....	3.3%
Bike-Discount.....	2.4%
Backcountry.....	2.1%
Bike24.....	2.1%
Probikeshop.fr.....	2.0%
Competitive Cyclist.....	1.7%
Wiggle.....	1.4%
Alltricks.....	1.4%
Art's Cyclery.....	1.3%
Universal Cycles.....	1.3%
Pushys Australia.....	1.3%

Torpedo 7.....	0.9%
Hibike.....	0.7%
Mountain Bikes Direct.....	0.7%
Nashbar.....	0.6%
Worldwide Cyclery.....	0.5%
Price Point.....	0.4%
Evans Cycles.....	0.4%
Direct from manufacturer.....	0.4%
Merlin Cycles.....	0.4%
Rowerowry.....	0.4%
Bikester.....	0.3%
Cambria Bicycle Outfitters.....	0.3%
Fanatik.....	0.2%
Performance.....	0.2%
Bukalapak.....	0.2%
BikeParts.com.....	0.2%
TBS.....	0.2%
Bikes Direct.....	0.2%
Bikeshop.no.....	0.2%
Koloshop.....	0.2%
Tredz.....	0.2%
Blue Sky Cycling.....	0.1%
Misc. / Fill-In.....	5.4%

## HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time.....	9.3%
75 - 99% of the time.....	10.6%
50 - 74% of the time.....	15.7%
25 - 49% of the time.....	12.1%
Less than 25% of the time.....	52.3%

## NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

Average.....	6
Median.....	3
0.....	11.1%
1-3.....	47.2%
4-6.....	23.2%
7-9.....	2.7%
10-12.....	7.5%
13-15.....	1.2%
16-18.....	4.0%
19-21.....	1.0%
22-24.....	0.0%
25 or more.....	5.7%

## WORK IN A BIKE SHOP?

Currently work in a bike shop..... 9.9%  
Previously in a bike shop..... 15.1%

# MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

## COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months... 43.3%

## IF "YES," WHAT TYPE:

Enduro / all-mountain..... 51.4%  
Trail..... 23.2%  
Downhill..... 12.5%  
Cross-country..... 7.2%  
Dirt Jump / street / 4x..... 3.2%  
Freeride / park..... 2.5%

## IF "YES," WHAT WHEEL SIZE:

27.5" / 650b..... 48.1%  
29"..... 32.3%  
27.5+..... 10.2%  
26"..... 5.8%  
26+..... 1.0%  
29+..... 1.6%  
Fat bike..... 1.0%

## IF "YES," FRONT CHAINRING SET-UP:

1x..... 87.3%  
2x..... 9.9%  
3x..... 2.8%

## IF "YES," BRAND:

Undecided..... 21.9%  
Santa Cruz..... 9.0%  
Specialized..... 6.1%

YT Industries..... 5.7%  
Trek..... 4.9%  
Giant..... 3.6%  
Yeti..... 3.6%  
Commencal..... 3.2%  
Pivot..... 2.8%  
Evil..... 2.8%  
Canyon..... 2.6%  
Transition..... 2.6%  
Scott..... 2.3%  
Norco..... 2.2%  
Rocky Mountain..... 2.0%  
Kona..... 1.9%  
Devinci..... 1.4%  
Intense..... 1.4%  
Cannondale..... 1.2%  
Ibis..... 1.0%  
Banshee..... 0.9%  
Mondraker..... 0.7%  
GT..... 0.6%  
Orange..... 0.6%  
Nukeproof..... 0.6%  
Whyte..... 0.6%  
Polygon..... 0.5%  
Guerrilla Gravity..... 0.4%  
Knolly..... 0.4%  
Diamondback..... 0.4%  
NS Bikes..... 0.4%  
Cube..... 0.4%  
Lapierre..... 0.4%  
Merida..... 0.4%  
Niner..... 0.4%  
Propain..... 0.4%  
Radon..... 0.4%  
Canfield Brothers..... 0.3%  
Chromag..... 0.3%  
Surly..... 0.3%  
Dartmoor..... 0.3%  
Nicolai..... 0.3%  
Orbea..... 0.3%  
Zerode..... 0.3%  
Salsa..... 0.3%  
Jamis..... 0.2%  
Marin..... 0.2%  
Mongoose..... 0.2%  
Bianchi..... 0.2%  
Felt..... 0.2%  
Liteville..... 0.2%  
Vitus..... 0.2%  
BMC..... 0.2%  
Pyga..... 0.2%  
Fuji..... 0.2%  
Haro..... 0.2%  
KTM..... 0.2%  
Turner..... 0.2%  
Misc. / Fill-In..... 4.4%

## IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY ENDURO/ALL-MOUNTAIN:

Undecided..... 21.1%  
Santa Cruz..... 9.9%  
Specialized..... 6.2%  
YT Industries..... 5.0%  
Yeti..... 4.9%  
Trek..... 4.5%  
Evil..... 4.1%  
Transition..... 3.4%  
Giant..... 3.3%  
Commencal..... 3.2%  
Pivot..... 2.7%  
Rocky Mountain..... 2.6%  
Canyon..... 2.6%  
Norco..... 2.3%  
Scott..... 1.5%  
Devinci..... 1.4%  
Intense..... 1.4%  
Kona..... 1.2%  
Cannondale..... 1.1%  
Orange..... 1.0%

## IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY TRAIL:

Undecided..... 23.9%  
Santa Cruz..... 9.0%  
Trek..... 6.3%  
YT Industries..... 6.2%  
Specialized..... 4.4%  
Pivot..... 4.1%  
Giant..... 3.9%  
Yeti..... 3.9%  
Kona..... 2.9%  
Ibis..... 2.5%  
Scott..... 2.5%  
Transition..... 2.5%  
Evil..... 2.3%  
Canyon..... 1.7%  
Devinci..... 1.7%  
Rocky Mountain..... 1.7%  
Cannondale..... 1.5%  
Intense..... 1.3%  
Norco..... 1.3%  
Guerrilla Gravity..... 1.0%

## IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY DOWNHILL:

Undecided	19.9%
YT Industries	11.8%
Commencal	8.8%
Specialized	7.9%
Santa Cruz	7.5%
Canyon	4.7%
Trek	4.3%
Giant	3.4%
Kona	2.8%
Scott	2.8%
Intense	2.4%
Mondraker	2.4%
Norco	2.4%
Devinci	1.7%
GT	1.7%
Transition	1.5%
Nukeproof	1.3%
Evil	1.1%
Pivot	1.1%
NS Bikes	0.9%

## IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 27.5”/650B WHEELSIZE:

Undecided	20.6%
Santa Cruz	8.1%
YT Industries	7.5%
Commencal	5.7%
Giant	4.6%
Specialized	4.5%
Canyon	3.8%
Transition	3.8%
Trek	3.2%
Pivot	3.1%
Rocky Mountain	2.4%
Yeti	2.4%
Norco	2.1%
Kona	1.9%
Devinci	1.8%
Evil	1.5%
Scott	1.5%
Cannondale	1.3%
Banshee	1.3%
Intense	1.3%

## IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 29” WHEELSIZE:

Undecided	22.2%
Santa Cruz	10.6%
Specialized	8.1%
Trek	7.2%
Evil	6.0%
Yeti	5.8%
YT Industries	5.4%
Pivot	2.9%
Scott	2.5%
Giant	2.1%
Norco	2.1%
Intense	1.9%
Kona	1.7%
Transition	1.7%
Rocky Mountain	1.5%
Ibis	1.4%
Cannondale	1.2%
Devinci	1.2%
Canyon	1.1%
Orange	1.1%

## FRAME:

Will purchase within 12 months... 22.3%

## IF “YES,” WHAT BRAND:

Undecided	19.9%
Santa Cruz	9.3%
Evil	5.2%
Transition	4.3%
Specialized	4.0%
Yeti	3.8%
Commencal	3.6%
Trek	3.2%
Banshee	3.0%
Pivot	1.9%
Kona	1.8%
Giant	1.7%
Intense	1.6%
Norco	1.6%
Scott	1.3%
Canfield Brothers	1.3%
Canyon	1.3%
Chromag	1.3%
GT	1.2%
Devinci	1.1%
NS Bikes	1.1%
Cotic	1.1%
Nicolai	1.1%
Nukeproof	1.1%
Dartmoor	1.0%
Rocky Mountain	1.0%

Knolly	1.0%
Ibis	0.9%
Mondraker	0.8%
Orange	0.6%
Stanton	0.6%
Guerrilla Gravity	0.6%
Niner	0.6%
Polygon	0.6%
Zerode	0.6%
Propain	0.5%
Surly	0.5%
Turner	0.5%
Production Privee	0.5%
Ragley	0.5%
YT	0.4%
Cannondale	0.4%
Deity	0.4%
Bianchi	0.3%
Black Market	0.3%
Liteville	0.3%
On-One	0.3%
Starling	0.3%
Antidote	0.3%
BMC	0.3%
DMR	0.3%
Orbea	0.3%
Airborne	0.2%
Army	0.2%
Da Bomb	0.2%
Diamondback	0.2%
Felt	0.2%
Foes	0.2%
Ghost	0.2%
KTM	0.2%
Mongoose	0.2%
Misc. / Fill-In	7.0%

## SUSPENSION FORK:

Will purchase within 12 months... 28.7%

## IF “YES,” WHAT BRAND:

Fox	34.4%
RockShox	29.9%
Undecided	13.2%
DVO	5.5%
MRP	2.6%
Marzocchi	2.4%
Ohlins	2.1%
SR Suntour	2.1%
Manitou	2.0%
X-Fusion	1.5%
BOS	1.0%
Cane Creek	0.7%
Formula	0.7%
Cannondale	0.4%
Magura	0.2%
Misc. / Fill-In	1.1%

**REAR SHOCK:**

Will purchase within 12 months ... 22.0%

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

Fox	38.5%
RockShox	18.7%
Undecided	10.8%
Cane Creek	9.7%
Ohlins	5.9%
DVO	5.4%
Push Industries	5.3%
BOS	1.0%
Avalanche	0.7%
X-Fusion	0.7%
EXT	0.0%
Marzocchi	0.5%
MRP	0.5%
Manitou	0.4%
SR Suntour	0.3%
Misc. / Fill-In	1.4%

**WHEELSET:**

Will purchase within 12 months ... 34.5%

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

Custom	52.1%
Pre-built	47.9%

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

Undecided	24.1%
DT Swiss	8.2%
Hope	8.0%
Mavic	7.3%
Stan's NoTubes	6.1%
ENVE	5.2%
Industry Nine	4.6%
Spank	4.0%
Bontrager	3.1%
e*thirteen	2.9%
Roval	2.5%
crankbrothers	2.2%
Race Face	2.0%
Shimano	1.4%
Ibis	1.3%
WTB	1.2%
Easton	1.0%
Reynolds	1.0%
American Classic	1.0%
Light Bicycle	0.9%

SRAM	0.8%
Sun Ringle	0.7%
Azonic	0.6%
Santa Cruz	0.4%
Giant	0.4%
Halo	0.4%
Novatec	0.4%
Atomik Carbon	0.3%
Atomlab	0.3%
Nukeproof	0.3%
Syntace	0.3%
DMR	0.3%
NS Bikes	0.3%
Acros	0.2%
Gravity	0.2%
Zelvy	0.2%
Syncros	0.2%
Misc. / Fill-In	5.5%

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

Undecided	19.0%
Stan's NoTubes	14.3%
DT Swiss	12.7%
ENVE	6.5%
Spank	5.3%
Light Bicycle	4.5%
Mavic	3.8%
NOX Composites	3.4%
WTB	3.2%
Industry Nine	2.9%
Race Face	1.7%
Hope	1.6%
Easton	1.4%
e*thirteen	1.4%
Ibis	1.3%
Derby	1.2%
NOBL	1.2%
Zelvy	0.8%
Alex	0.7%
Nextie	0.7%
Velocity	0.7%
American Classic	0.5%
Dartmoor	0.5%
Nukeproof	0.5%
Sun Ringle	0.5%
Shimano	0.5%
Atomik Carbon	0.4%
Bontrager	0.4%
Atomlab	0.3%
Box	0.3%
Da Bomb	0.3%
Halo	0.3%
Ryde	0.3%
Specialized	0.3%
Syntace	0.3%
crankbrothers	0.3%

NS Bikes	0.3%
Reynolds	0.3%
Duke	0.2%
Knight Composites	0.2%
Novatec	0.2%
Roval	0.2%
Misc. / Fill-In	4.4%

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

Hope	28.9%
Undecided	13.9%
DT Swiss	12.9%
Industry Nine	11.3%
Chris King	9.0%
Onyx	3.5%
Shimano	2.1%
Project 321	1.9%
Novatec	1.6%
Hadley	1.5%
SRAM	1.3%
Profile	1.2%
e*thirteen	0.9%
Mavic	0.9%
crankbrothers	0.5%
Nukeproof	0.5%
Atomlab	0.5%
NS Bikes	0.5%
Stan's NoTubes	0.4%
Acros	0.3%
Halo	0.3%
Tune	0.3%
Bontrager	0.3%
Box	0.3%
DMR	0.3%
Stealth	0.3%
Superstar	0.3%
White Industries	0.3%
Dartmoor	0.2%
Sun Ringle	0.2%
Syntace	0.2%
WTB	0.2%
NOBL	0.2%
Misc. / Fill-In	3.2%

**TIRES:**

Will purchase within 12 months ... 80.2%

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

Maxxis	53.2%
Schwalbe	15.3%
Undecided	10.6%
Continental	4.2%
Specialized	4.0%

WTB.....	2.4%
Bontrager.....	1.9%
e*thirteen.....	1.9%
Michelin.....	1.4%
Kenda.....	1.2%
Onza.....	1.1%
Vittoria.....	0.9%
Mavic.....	0.4%
Hutchinson.....	0.3%
Panaracer.....	0.2%
Misc. / Fill-In.....	1.0%

## HANDLEBARS:

Will purchase within 12 months... 29.3%

## IF "YES," WHAT BRAND:

Renthal.....	22.6%
Undecided.....	15.9%
Race Face.....	14.5%
Deity.....	7.5%
Chromag.....	7.3%
ENVE.....	4.4%
Spank.....	3.6%
Easton.....	3.3%
Truvativ.....	1.6%
Answer.....	1.2%
crankbrothers.....	1.2%
Bontrager.....	1.0%
Burgtec.....	1.0%
Nukeproof.....	0.9%
Pro.....	0.8%
Funn.....	0.7%
Hope.....	0.7%
Santa Cruz.....	0.7%
Thomson.....	0.7%
FSA.....	0.7%
ANVL.....	0.6%
Joystick.....	0.6%
Kore.....	0.6%
Syntace.....	0.6%
Specialized.....	0.5%
Jones.....	0.4%
Ritchey.....	0.4%
DMR.....	0.3%
Truvativ / TLD.....	0.3%
Control Tech.....	0.3%
ODI.....	0.3%
Acros.....	0.2%
Gravity.....	0.2%
Niner.....	0.2%
NS Bikes.....	0.2%
Azonic.....	0.2%
Reverse Components.....	0.2%
Sixpack.....	0.2%
Syncros.....	0.2%
Atomlab.....	0.2%
Black Market.....	0.2%

BOX Components.....	0.2%
Gamut.....	0.2%
Salsa.....	0.2%
Misc. / Fill-In.....	2.1%

## GRIPS:

Will purchase within 12 months... 54.2%

## IF "YES," WHAT BRAND:

ODI.....	21.0%
Undecided.....	18.6%
Ergon.....	13.4%
ESI.....	5.7%
Sensus.....	4.5%
Lizard Skins.....	4.2%
DMR.....	4.0%
Renthal.....	3.7%
Race Face.....	2.9%
Deity.....	2.4%
Chromag.....	2.1%
Oury.....	1.6%
Specialized.....	1.4%
Troy Lee Designs.....	1.1%
Santa Cruz.....	1.1%
crankbrothers.....	0.9%
Easton.....	0.8%
Bontrager.....	0.7%
Red Monkey.....	0.6%
Rev Grips.....	0.5%
Nukeproof.....	0.5%
Hope.....	0.5%
Giant.....	0.4%
WTB.....	0.4%
Ritchey.....	0.3%
Pro.....	0.3%
SRAM.....	0.3%
Yeti.....	0.3%
Funn.....	0.2%
Fi'zi:k.....	0.2%
NS Bikes.....	0.2%
Superstar.....	0.2%
Odyssey.....	0.2%
Cult.....	0.2%
Misc. / Fill-In.....	4.3%

## STEM:

Will purchase within 12 months... 21.9%

## IF "YES," WHAT BRAND:

Undecided.....	18.5%
Renthal.....	16.8%
Race Face.....	13.5%
Deity.....	6.8%
Chromag.....	6.2%

Hope.....	4.1%
Thomson.....	3.9%
ENVE.....	3.1%
Spank.....	2.2%
Easton.....	2.1%
Syntace.....	2.1%
Truvativ.....	1.6%
crankbrothers.....	1.2%
Funn.....	1.1%
Ritchey.....	1.1%
Bontrager.....	0.9%
ANVL.....	0.8%
Nukeproof.....	0.8%
Burgtec.....	0.7%
Gamut.....	0.7%
Pro.....	0.7%
FSA.....	0.7%
Answer.....	0.6%
DMR.....	0.6%
Sixpack.....	0.5%
Kore.....	0.4%
Giant.....	0.3%
Specialized.....	0.3%
Straitline.....	0.3%
Syncros.....	0.3%
77 Designz.....	0.3%
Azonic.....	0.3%
Dartmoor.....	0.3%
e*thirteen.....	0.3%
Gravity.....	0.3%
Joystick.....	0.3%
Profile.....	0.3%
Acros.....	0.2%
Control Tech.....	0.2%
GT.....	0.2%
Kona.....	0.2%
NS Bikes.....	0.2%
ODI.....	0.2%
Atomlab.....	0.2%
Cannondale.....	0.2%
Onoff.....	0.2%
Misc. / Fill-In.....	3.3%

## HEADSET:

Will purchase within 12 months... 15.6%

## IF "YES," WHAT BRAND:

Cane Creek.....	29.0%
Chris King.....	25.3%
Undecided.....	15.0%
Hope.....	10.9%
FSA.....	5.3%
Works Components.....	2.6%
Acros.....	1.7%
Nukeproof.....	1.2%
Giant.....	1.0%
Shimano.....	1.0%



Ritchey .....	0.9%
Dartmoor .....	0.8%
Superstar .....	0.6%
Aheadset .....	0.4%
WTB .....	0.4%
Da Bomb .....	0.2%
Funn .....	0.2%
Sixpack .....	0.2%
Syntaxe .....	0.2%
Token .....	0.2%
Atomlab .....	0.2%
BBB .....	0.2%
Candy Components .....	0.2%
Eastern .....	0.2%
Gravity .....	0.2%
Pro .....	0.2%
Reset Racing .....	0.2%
Sunline .....	0.2%
Syncros .....	0.2%
VP Components .....	0.2%
Misc. / Fill-In .....	1.3%

## BRAKES:

Will purchase within 12 months ... 30.2%

## IF "YES," WHAT BRAND:

Shimano .....	46.0%
SRAM .....	15.4%
Hope .....	12.8%
Magura .....	7.4%
Undecided .....	7.2%
Avid .....	4.7%
TRP .....	2.5%
Formula .....	1.3%
Trickstuff .....	0.8%
Hayes .....	0.5%
Box Components .....	0.3%
Tektro .....	0.2%
Brake Force One .....	0.2%
Cane Creek .....	0.2%
Misc. / Fill-In .....	0.5%

## DERAILLEURS AND/OR

## SHIFTERS:

Will purchase within 12 months ... 25.4%

## IF "YES," WHAT BRAND:

Shimano .....	49.0%
SRAM .....	42.6%
Undecided .....	4.9%
BOX Components .....	2.6%
Misc. / Fill-In .....	0.8%

## CRANKS:

Will purchase within 12 months ... 19.4%

## IF "YES," WHAT BRAND:

Race Face .....	32.5%
Shimano .....	21.9%
SRAM .....	16.6%
Undecided .....	11.2%
Hope .....	3.7%
e*thirteen .....	2.8%
Crank Brothers .....	1.4%
Truvativ .....	1.4%
FSA .....	1.0%
Rotor .....	1.0%
Praxis Works .....	0.8%
Canfield Brothers .....	0.8%
Profile .....	0.6%
DMR .....	0.5%
Specialized .....	0.3%
Dartmoor .....	0.3%
Deity .....	0.3%
BOX Components .....	0.2%
Cannondale .....	0.2%
Middleburn .....	0.2%
Odyssey .....	0.2%
White Industries .....	0.2%
Misc. / Fill-In .....	2.2%

## 1X FRONT CHAINRING:

Will purchase within 12 months ... 34.3%

## IF "YES," WHAT BRAND:

Race Face .....	19.7%
Absolute Black .....	14.1%
Undecided .....	13.6%
SRAM .....	10.9%
Wolf Tooth .....	8.6%
OneUp Components .....	6.5%
Shimano .....	4.8%
Hope .....	3.5%
Renthal .....	3.1%
Blackspire .....	2.7%
e*thirteen .....	2.3%
Superstar .....	1.0%
Chromag .....	0.9%
MRP .....	0.8%
Works Components .....	0.8%
Rotor .....	0.6%
Csxxx .....	0.6%
North Shore Billet .....	0.5%
Gamut .....	0.4%
Endless .....	0.4%
FSA .....	0.4%
On-One .....	0.3%

Praxis Works .....	0.3%
Revolution Components .....	0.3%
Garbaruk .....	0.3%
Deity .....	0.3%
BOX Components .....	0.2%
Profile .....	0.2%
Misc. / Fill-In .....	2.2%

## CASSETTE:

Will purchase within 12 months ... 31.2%

## IF "YES," WHAT BRAND:

Shimano .....	35.7%
SRAM .....	31.4%
SunRace .....	9.1%
e*thirteen .....	8.1%
Undecided .....	6.8%
OneUp Components .....	2.8%
Hope .....	2.2%
BOX Components .....	1.3%
Absolute Black .....	0.4%
Wolf Tooth .....	0.3%
Fire Eye .....	0.3%
Garbaruk .....	0.3%
Praxis .....	0.2%
Misc. / Fill-In .....	1.1%

## CHAINGUIDE:

Will purchase within 12 months ... 17.5%

## IF "YES," WHAT BRAND:

Undecided .....	20.3%
OneUp Components .....	17.5%
e*thirteen .....	17.4%
MRP .....	17.4%
SRAM .....	3.9%
Shimano .....	3.4%
Blackspire .....	2.2%
Gamut .....	2.0%
Hope .....	1.5%
77 Designz .....	1.4%
Absolute Black .....	1.4%
Wolf Tooth .....	1.1%
CSixx .....	1.0%
Funn .....	0.9%
Truvativ .....	0.6%
Carbocage .....	0.5%
Da Bomb .....	0.4%
FSA .....	0.4%
Shovel .....	0.4%
Gravity .....	0.4%
Mozartt .....	0.4%
Straitline .....	0.4%
DMR .....	0.3%

Praxis Works .....	0.3%
Superstar .....	0.2%
Misc. / Fill-In .....	4.2%

## PEDALS:

Will purchase within 12 months ...	41.8%
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## IF "YES," WHAT TYPE:

Flat .....	58.8%
Clipless .....	41.2%

## IF "FLAT," WHAT BRAND:

Undecided .....	22.6%
DMR .....	10.6%
Deity .....	9.2%
Race Face .....	8.2%
crankbrothers .....	7.1%
Nukeproof .....	4.5%
Chromag .....	3.4%
Shimano .....	3.1%
Spank .....	3.1%
HT .....	2.8%
Hope .....	2.7%
Canfield Brothers .....	2.1%
Burgtec .....	1.8%
Superstar .....	1.4%
VP Components .....	1.4%
Wellgo .....	1.2%
Pedaling Innovations .....	1.1%
Specialized .....	1.1%
Straitline .....	1.0%
OneUp .....	0.9%
Gamut .....	0.7%
Azonic .....	0.6%
Blackspire .....	0.6%
Fire Eye .....	0.6%
Xpedo .....	0.6%
Atomlab .....	0.5%
Answer .....	0.4%
Funn .....	0.3%
Kona .....	0.3%
NS Bikes .....	0.3%
45nrth .....	0.3%
Bontrager .....	0.3%
Sixpack .....	0.3%
Alpha .....	0.2%
ANVL .....	0.2%
Dartmoor .....	0.2%
Odyssey .....	0.2%
On-One .....	0.2%
Misc. / Fill-In .....	3.9%

## IF "CLIPLESS," WHAT BRAND:

crankbrothers .....	36.3%
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Shimano .....	34.8%
Undecided .....	8.6%
HT .....	7.4%
Time .....	4.3%
Nukeproof .....	1.5%
Funn .....	0.9%
DMR .....	0.8%
Look .....	0.8%
Xpedo .....	0.8%
Mavic .....	0.5%
VP Components .....	0.5%
Speedplay .....	0.3%
Wellgo .....	0.3%
Ritchey .....	0.2%
Misc. / Fill-In .....	2.0%

## SEAT:

Yes .....	26.9%
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## IF "YES," WHAT BRAND:

Undecided .....	20.4%
WTB .....	13.5%
Chromag .....	8.3%
Ergon .....	7.5%
SDG .....	7.4%
Specialized .....	5.8%
Fabric .....	5.5%
Fiz:ik .....	5.4%
Deity .....	3.2%
Selle Italia .....	2.7%
SQ Lab .....	2.4%
Charge .....	1.8%
Brooks .....	1.5%
Bontrager .....	1.4%
Prologo .....	1.0%
ANVL .....	0.8%
Race Face .....	0.8%
Tioga .....	0.8%
Nukeproof .....	0.7%
Pro .....	0.6%
Selle SMP .....	0.6%
Giant .....	0.5%
Burgtec .....	0.4%
Funn .....	0.4%
Syncros .....	0.3%
Gravity .....	0.3%
Ritchey .....	0.3%
Selle San Marco .....	0.3%
Terry .....	0.3%
Joystick .....	0.2%
Velo .....	0.2%
Dartmoor .....	0.2%
GT .....	0.2%
Misc. / Fill-In .....	4.3%

## SEATPOST:

Yes .....	23.8%
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## IF "YES," WHAT TYPE:

Dropper .....	86.3%
Regular .....	13.7%

## DROPPER SEATPOST:

Fox .....	22.1%
Undecided .....	17.6%
RockShox .....	15.4%
KS Suspension .....	10.8%
9point8 .....	5.8%
BikeYoke .....	4.9%
crankbrothers .....	4.9%
e*thirteen .....	2.5%
Race Face .....	1.8%
Specialized .....	1.8%
DVO .....	1.5%
Thomson .....	1.5%
Giant .....	1.4%
X-Fusion .....	1.1%
Bontrager .....	0.9%
Yep Components .....	0.6%
Brand X .....	0.6%
PNW Components .....	0.6%
Gravity Dropper .....	0.5%
DNM .....	0.4%
Magura .....	0.4%
Vecnum .....	0.3%
Easton .....	0.2%
Nukeproof .....	0.2%
Misc. / Fill-In .....	2.4%

## REGULAR SEATPOST:

Undecided .....	37.4%
Thomson .....	15.0%
SDG .....	5.3%
Deity .....	4.3%
Race Face .....	4.3%
ENVE .....	2.9%
Easton .....	2.4%
FSA .....	2.1%
Chromag .....	1.9%
Ritchey .....	1.9%
Pro .....	1.3%
Answer .....	1.1%
Dartmoor .....	1.1%
Giant .....	1.1%
Hope .....	1.1%
Atomlab .....	0.8%
Bontrager .....	0.8%
Control Tech .....	0.8%
Shimano .....	0.8%

Syncros.....	0.8%
Truvativ.....	0.8%
3T.....	0.5%
Cane Creek.....	0.5%
Funn.....	0.5%
Gravity.....	0.5%
Niner.....	0.5%
Octane.....	0.5%
Promax.....	0.5%
Sixpack.....	0.5%
Syntaxe.....	0.5%
Titec.....	0.5%
Acros.....	0.3%
Brand X.....	0.3%
Burgtec.....	0.3%
crankbrothers.....	0.3%
Da Bomb.....	0.3%
DMR.....	0.3%
Firefly.....	0.3%
F'iz:ik.....	0.3%
Kalloy.....	0.3%
Nukeproof.....	0.3%
Tune.....	0.3%
Zipp.....	0.3%
Misc. / Fill-In.....	3.4%

## HELMET:

Yes..... 44.4%

## IF "YES," WHAT TYPE:

Open Face..... 53.5%  
Full Face..... 46.5%

## IF "OPEN FACE," WHAT BRAND:

Undecided.....	26.1%
Troy Lee Designs.....	13.7%
Giro.....	11.6%
Bell.....	8.4%
POC.....	6.2%
Fox.....	4.6%
Smith Optics.....	3.9%
Specialized.....	3.0%
Kali Protectives.....	2.7%
Leatt.....	2.2%
iXS.....	2.0%
Kask.....	1.8%
Bontrager.....	1.2%
MET.....	1.2%
Scott.....	0.8%
6D.....	0.8%
7iDP.....	0.7%
Giant.....	0.7%
SixSixOne.....	0.7%

Urge.....	0.7%
TSG.....	0.6%
100%.....	0.6%
Fly.....	0.6%
Lazer.....	0.5%
Bluegrass.....	0.4%
Sweet Protection.....	0.4%
Pro-Tec.....	0.4%
Bern.....	0.3%
Mavic.....	0.3%
Uvex.....	0.3%
Cratoni.....	0.2%
Cannondale.....	0.2%
Catlike.....	0.2%
O'Neal.....	0.2%
Trek.....	0.2%
Triple 8.....	0.2%
Misc. / Fill-In.....	1.4%

## IF "FULL FACE," WHAT BRAND:

Fox.....	20.4%
Undecided.....	16.1%
Troy Lee Designs.....	15.3%
Bell.....	11.2%
100%.....	8.4%
Giro.....	8.1%
Kali Protectives.....	2.6%
POC.....	2.3%
7iDP.....	2.1%
Leatt.....	1.8%
iXS.....	1.6%
Fly.....	1.1%
O'Neal.....	0.9%
MET.....	0.9%
Urge.....	0.9%
SixSixOne.....	0.7%
Specialized.....	0.6%
Uvex.....	0.6%
6D.....	0.6%
Bluegrass.....	0.5%
Scott.....	0.3%
Giant.....	0.3%
Smith Optics.....	0.3%
Airoh.....	0.2%
Shred.....	0.2%
Sweet Protection.....	0.2%
TSG.....	0.2%
Misc. / Fill-In.....	1.7%

## SHORTS:

Yes..... 47.7%

## IF "YES," WHAT BRAND:

Undecided.....	28.2%
Fox.....	15.3%
Troy Lee Designs.....	13.9%
Endura.....	5.1%
Dakine.....	3.7%
Race Face.....	2.4%
Alpinestars.....	2.3%
100%.....	2.2%
Royal.....	2.0%
Specialized.....	1.9%
Pearl Izumi.....	1.6%
POC.....	1.5%
Zoic.....	1.5%
Sombrio.....	1.4%
iXS.....	0.9%
Yeti.....	0.8%
Fly.....	0.8%
ION.....	0.7%
Leatt.....	0.7%
Club Ride.....	0.7%
Bontrager.....	0.6%
DHaRCO.....	0.5%
O'Neal.....	0.5%
Ground Effect.....	0.5%
Madison.....	0.5%
NZO.....	0.4%
Sugoi.....	0.4%
Sweet Protection.....	0.3%
Assos.....	0.3%
Castelli.....	0.3%
Giro.....	0.3%
Narrona.....	0.3%
Performance.....	0.3%
Scott.....	0.3%
Aero Tech Designs.....	0.2%
Louis Garneau.....	0.2%
Maloja.....	0.2%
Altura.....	0.2%
Cannondale.....	0.2%
Dickies.....	0.2%
Giant.....	0.2%
Kitsbow.....	0.2%
Shredly.....	0.2%
Azonic.....	0.2%
Dirt Baggies.....	0.2%
Qloom.....	0.2%
Mavic.....	0.2%
ONE Industries.....	0.2%
SixSixOne.....	0.2%
Misc. / Fill-In.....	4.0%

## JERSEY:

Yes..... 40.0%

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

Undecided	31.5%
Fox	15.4%
Troy Lee Designs	13.6%
Dakine	3.7%
100%	3.1%
Endura	2.4%
Alpinestars	2.2%
Royal	2.2%
Specialized	1.4%
Fly	1.3%
Race Face	1.3%
DHaRCO	1.2%
Loose Riders	1.2%
Pearl Izumi	1.0%
POC	1.0%
Sombrio	1.0%
Yeti	1.0%
iXS	0.8%
ION	0.7%
O'Neal	0.7%
Santa Cruz	0.6%
Club Ride	0.5%
Leatt	0.5%
Scott	0.5%
Bontrager	0.4%
Zoic	0.4%
Castelli	0.3%
Giant	0.3%
Ground Effect	0.3%
Kitsbow	0.3%
ONE Industries	0.3%
Mons Royale	0.3%
Maloja	0.3%
Norrna	0.3%
Primal Wear	0.3%
Commencal	0.2%
Dainese	0.2%
Morvelo	0.2%
Icebreaker	0.2%
Cannondale	0.2%
EVOC	0.2%
Five Ten	0.2%
Sweet Protection	0.2%
Voler	0.2%
YT Industries	0.2%
Rocday	0.2%
Misc. / Fill-In	5.7%

**GLOVES:**

Yes ..... 45.3%

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

Undecided	25.9%
Fox	17.2%
Troy Lee Designs	12.3%

100%	9.0%
Giro	3.9%
Dakine	3.5%
Handup	2.1%
POC	2.1%
Specialized	2.0%
Alpinestars	1.8%
Endura	1.7%
Royal	1.3%
Pearl Izumi	1.2%
Leatt	1.1%
SixSixOne	1.0%
7iDP	0.9%
Mechanix	0.7%
Bontrager	0.7%
Fly	0.7%
O'Neal	0.6%
Race Face	0.6%
Fist	0.5%
iXS	0.5%
Sombrio	0.5%
Oakley	0.5%
Yeti	0.5%
ION	0.4%
Grip Grab	0.4%
Thor	0.4%
Dainese	0.3%
ONE Industries	0.3%
Answer	0.2%
Ergon	0.2%
Giant	0.2%
Mavic	0.2%
Scott	0.2%
Lizard Skins	0.2%
Misc. / Fill-In	4.2%

**GOGGLES:**

Yes ..... 21.0%

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

100%	35.4%
Oakley	16.2%
Undecided	15.9%
Smith Optics	12.3%
Fox	3.5%
Scott	3.0%
Spy	1.9%
Ryders Eyewear	1.4%
Giro	1.2%
Melon Optics	1.2%
Adidas	1.2%
Dragon	0.9%
POC	0.8%
Fly	0.4%
Uvex	0.4%
Troy Lee Designs	0.4%
EKS Brand	0.3%

Julbo	0.2%
O'Neal	0.2%
Tifosi	0.2%
Misc. / Fill-in	2.8%

**SUNGLASSES (RIDING OR CASUAL):**

Yes ..... 28.0%

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

Oakley	29.3%
Undecided	26.2%
Smith Optics	9.5%
100%	5.9%
Ryders Eyewear	3.7%
Spy	2.9%
Ray-Ban	2.4%
Tifosi	1.8%
Adidas	1.6%
Rudy Project	0.9%
POC	0.8%
Julbo	0.8%
Pit Viper	0.8%
Uvex	0.8%
Maui Jim	0.7%
Von Zipper	0.7%
Bolle	0.6%
Dragon	0.6%
Costa Del Mar	0.6%
Electric	0.5%
Endura	0.5%
Native Eyewear	0.4%
Arnette	0.4%
Fox	0.4%
Giro	0.3%
Scott	0.3%
Lazer	0.3%
Shimano	0.3%
Zeal Optics	0.3%
Optic Nerve	0.2%
Sun Cloud	0.2%
BBB	0.2%
Troy Lee Designs	0.2%
Misc. / Fill-In	4.8%

**RIDING SHOES:**

Yes ..... 43.6%

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

Flat	54.9%
Clipless	45.1%

**IF "CLIPLESS", WHAT BRAND**

Five Ten .....	24.4%
Shimano .....	19.3%
<i>Undecided</i> .....	17.1%
Specialized .....	9.4%
Giro .....	9.2%
Mavic .....	3.7%
Sidi .....	3.5%
Northwave .....	2.2%
Pearl Izumi .....	1.7%
F'iz:ik .....	1.6%
Bontrager .....	1.2%
SixSixOne .....	0.7%
Lake .....	0.7%
Scott .....	0.6%
Louis Garneau .....	0.5%
Cannondale .....	0.3%
Giant .....	0.3%
Teva .....	0.3%
Vans .....	0.3%
Fly .....	0.2%
Gaerne .....	0.2%
<i>Misc. / Fill-In</i> .....	2.6%

**IF "FLAT," WHAT BRAND:**

Five Ten .....	74.4%
<i>Undecided</i> .....	8.9%
Vans .....	3.6%
Adidas .....	2.4%
Specialized .....	1.9%
Shimano .....	1.8%
Giro .....	1.4%
Only What's Necessary .....	0.9%
Teva .....	0.4%
Etnies .....	0.4%
Nike .....	0.4%
DC .....	0.3%
Fox .....	0.3%
SixSixOne .....	0.3%
ION .....	0.3%
Airwalk .....	0.2%
Converse .....	0.2%
Sombrio .....	0.2%
<i>Misc. / Fill-In</i> .....	1.7%

**KNEE PROTECTION:**

Yes ..... 28.3%

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

<i>Undecided</i> .....	27.8%
Fox .....	10.8%
Troy Lee Designs .....	10.0%
iXS .....	6.1%
POC .....	5.9%

7 iDP .....	5.2%
G-Form .....	4.8%
Dainese .....	4.0%
Race Face .....	3.9%
SixSixOne .....	3.2%
Alpinestars .....	3.1%
Dakine .....	2.7%
Leatt .....	2.3%
ION .....	2.0%
Scott .....	1.2%
Bliss Protection .....	1.0%
O'Neal .....	0.8%
Kali Protectives .....	0.7%
Nukeproof .....	0.6%
Fly .....	0.5%
Sweet Protection .....	0.4%
YT Industries .....	0.3%
Bluegrass .....	0.3%
Endura .....	0.3%
EVS .....	0.2%
TSG .....	0.2%
<i>Misc. / Fill-In</i> .....	1.6%

**HYDRATION PACK:**

Yes ..... 17.8%

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

Camelbak .....	31.3%
<i>Undecided</i> .....	20.3%
EVOC .....	12.0%
Osprey .....	11.0%
DaKine .....	6.2%
USWE .....	3.5%
Source Outdoor .....	2.1%
Fox .....	1.6%
Ergon .....	1.3%
Deuter .....	1.0%
Hydrapak .....	0.8%
Leatt .....	0.8%
POC .....	0.7%
Acre .....	0.6%
Platypus .....	0.6%
Arteryx .....	0.4%
Dainese .....	0.4%
Kathmandu .....	0.3%
Mavic .....	0.3%
Ogio .....	0.3%
Shimano .....	0.3%
Vaude .....	0.3%
Giant .....	0.2%
Lezyne .....	0.2%
Oakley .....	0.2%
<i>Misc. / Fill-in</i> .....	3.3%

**FAVORITE BRAND OF BIKE TOOLS:**

Park Tool .....	46.2%
<i>Undecided</i> .....	29.3%
Pedros .....	2.9%
crankbrothers .....	2.9%
Lezyne .....	2.5%
Abbey .....	2.3%
Topeak .....	2.1%
Birzman .....	1.4%
Unior .....	1.2%
X-Tools .....	1.1%
BBB .....	0.9%
Ice Toolz .....	0.7%
Specialized .....	0.6%
Hope .....	0.5%
DT Swiss .....	0.4%
Feedback .....	0.4%
Bontrager .....	0.4%
Pro .....	0.3%
SuperB .....	0.3%
Blackburn .....	0.2%
Snap-On .....	0.2%
Bell .....	0.2%
Campagnolo .....	0.2%
SKS .....	0.2%
Fix-It-Sticks .....	0.2%
<i>Misc. / Fill-In</i> .....	2.5%

**MOUNTABLE VIDEO CAMERA:**

Yes ..... 12.9%

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

GoPro .....	73.2%
<i>Undecided</i> .....	12.1%
Garmin VIRB .....	4.3%
Sony Action Cam .....	3.2%
SJ4000 .....	1.1%
Fly 360 .....	0.8%
Yi 4k .....	0.6%
Shimano .....	0.4%
Contour .....	0.3%
Epic Action Video Cam .....	0.2%
<i>Misc. / Fill-In</i> .....	3.8%