

VITALMTB

2010 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male 96.1%
 Female..... 3.9%

AGE:

Average 28.2
 Median 27.0
 17 or under 13.3%
 18-20 11.7%
 21-24 14.5%
 25-34 35.1%
 35-44 20.3%
 45 or older 5.1%

MARITAL STATUS:

Married 29.6%
 Single 70.4%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 7.1%
 High school 20.4%
 Some college..... 22.5%
 College 34.5%
 Postgraduate degree 15.5%

HOUSEHOLD INCOME:

Average \$74,065
 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 on more 2.9%

INTERNATIONAL TRAFFIC, Top 10 of 168 countries:

United States 38.7%

Canada 9.7%
 United Kingdom 7.5%
 Germany 5.7%
 Australia 4.9%
 France 4.5%
 Spain 2.2%
 Italy 1.7%
 New Zealand 1.5%
 Portugal 1.4%

U.S. TRAFFIC, Top 10:

California 28.8%
 Colorado 15.3%
 Washington 5.4%
 Oregon 4.3%
 New York 4.2%
 Utah 4.0%
 Massachusetts 3.9%
 Texas 3.2%
 Pennsylvania 2.4%
 Arizona 1.9%

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

Average times per day 8.6
 21+ times per day 16.3%
 11-20 times per day 14.8%
 6-10 times per day 21.3%
 2-5 times per day 33.8%
 Once a day 10.2%
 2-3 times per week 2.9%
 Once a week or less 0.7%

HAVE MADE ONLINE PURCHASE:

Yes 95.8%

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes 97.4%

HOW OFTEN RIDE:

4 or more times a week 36.7%
 2-3 times a week 45.0%
 About once a week 12.6%
 2-3 times a month 3.8%
 About once a month 0.8%
 Don't ride regularly 1.1%

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

Cross-country/trail riding 87.6%
 Downhill 83.7%
 Bike parks 54.5%
 Dirt jumping 52.9%
 Street riding 46.3%
 Skateparks 28.5%

FAVORITE TYPE OF RIDING:

Gravity/downhill 63.8%
 Cross-country/trail riding 24.8%
 Dirt jumping 8.8%
 Street riding/skateparks 2.6%

ENTERED RACE IN PAST 12 MONTHS:

Yes 54.7%

IF "YES," WHAT TYPE OF RACE ENTERED:

Downhill 80.6%
 Cross-country 29.0%
 Dual-slalom 21.5%
 Super D 18.1%
 Endurance races (6-24 hours) 14.9%

RIDDEN A MOUNTAIN BIKE PARK:

Yes 74.3%

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IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler.....	32.6%
Northstar	6.2%
Highland Mtn.....	4.8%
SolVista.....	4.4%
Diablo	3.5%
Keystone	2.7%
Mammoth.....	2.5%
Winter Park.....	2.1%
Ray's Indoor MTB Park	1.9%
Silver Star	1.7%
Snowshoe.....	1.6%
Bromont, Canada	1.5%
Trestle	1.4%
Plattekill.....	1.3%
Winterberg, Germany	1.1%
Chatel, France	1.1%
Les Gets, France	1.0%
Morzine, France	1.0%
Portes du Soleil, France	1.0%
Mt. Washington.....	0.8%
Leogang, Austria.....	0.8%
Hafjel, Norway.....	0.7%
Sun Peaks.....	0.6%
Vallnord, Andorra.....	0.6%
Kicking Horse.....	0.6%
Åre Bike Park, Sweden.....	0.5%
Maribor, Slovenia	0.4%
UK Bike Park, England.....	0.4%
Threabo, Australia	0.4%
Lac Blanc, France	0.3%
Semmering, Austria	0.3%
Whiteface.....	0.3%
Blue Mountain	0.3%
Deer Valley.....	0.3%
JoyRide 150	0.3%
Woodhill, New Zealand.....	0.3%
Attitash.....	0.3%
Vertical Earth.....	0.3%
Angel Fire	0.3%
Chicksands, UK	0.2%
Willingen, Germany.....	0.2%
Misc. / Fill-in answers	17.4%

PRIMARY BIKE IS FULL-SUSPENSION

Yes	76.3%
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IF "YES," TRAVEL ON PRIMARY BIKE:

8 or more inches.....	34.0%
6-8 inches.....	29.1%
5-6 inches.....	28.1%
3-4 inches.....	8.0%

Under 3 inches.....	8.0%
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COST OF CURRENT BIKE:

Average.....	\$3,756
Median.....	\$3,500
Under \$1,000	8.6%
\$1,000-\$1,999	14.9%
\$2,000-\$2,999	17.9%
\$3,000-\$3,999	18.7%
\$4,000-\$4,999	15.3%
\$5,000-\$7,499	19.3%
\$7,500-\$10,000.....	4.4%
Over \$10,000	0.9%

HOW MANY BIKES OWNED:

Average.....	2.5
1	19.7%
2	38.1%
3	23.9%
4	9.8%
5 or more.....	8.5%

WHERE NORMALLY BUY NEW BIKES/PARTS:

Online/mail-order retailer	49.5%
Local bike shop.....	50.5%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time.....	7.3%
75 - 99% of the time	7.2%
50 - 74% of the time	12.3%
25 - 29% of the time	12.7%
Less than 25% of the time	60.5%

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

MOUNTAIN BIKE:

Will replace within 12 months...	57.9%
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IF "YES," WHAT BRAND OF BIKE:

Undecided.....	18.6%
Specialized.....	13.5%
Santa Cruz.....	8.5%
Giant	5.8%
Trek.....	5.0%
Transition.....	4.4%
Yeti	3.7%
Intense.....	3.4%
Commencal.....	2.6%

Banshee	2.4%
Scott.....	1.9%
Kona	1.8%
Evil	1.7%
Turner	1.7%
Lapierre	1.5%
Black Market	1.5%
Morewood	1.4%
Cove	1.1%
Rocky Mountain	1.1%
Norco	1.0%
Orange	0.9%
Cannondale.....	0.8%
NS.....	0.7%
GT.....	0.6%
Knolly.....	0.6%
Ibis.....	0.6%
Mongoose	0.6%
Devinci	0.5%
Nicolai	0.4%
Canfield.....	0.4%
Niner.....	0.4%
Pivot	0.4%
Mondraker	0.4%
DMR.....	0.3%
Iron Horse.....	0.3%
Jamis.....	0.3%
Dartmoor	0.3%
Haro	0.3%
Foes	0.2%
KHS.....	0.2%
Corsair	0.2%
Ellsworth	0.2%
Marin	0.2%
Superco.....	0.2%
Tomac.....	0.2%
Atomlab.....	0.1%
Da Bomb.....	0.1%
Fisher	0.1%
Motobecane	0.1%
Spank.....	0.1%
Canyon.....	0.1%
BMC	0.1%
Diamondback.....	0.1%
Eastern	0.1%
Felt.....	0.1%
Raleigh.....	0.1%
Redline.....	0.1%
Salsa	0.1%
Sinister.....	0.1%
Surly	0.1%
Misc. / Fill-in answers.....	5.6%

FRAME:

Will replace within 12 months...	59.4%
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IF "YES," WHAT BRAND OF FRAME:

Undecided.....	16.9%
Specialized.....	10.2%
Santa Cruz.....	9.9%
Intense.....	4.9%
Transition.....	4.6%
Yeti.....	4.2%
Banshee.....	3.2%
Black Market.....	3.0%
Commencal.....	2.9%
Turner.....	2.7%
Trek.....	2.3%
Evil.....	2.2%
Giant.....	2.2%
Morewood.....	1.8%
NS.....	1.6%
Cove.....	1.3%
Kona.....	1.0%
Scott.....	1.0%
Canfield.....	1.0%
Ibis.....	1.0%
Orange.....	1.0%
Rocky Mountain.....	0.9%
Devinci.....	0.8%
Knolly.....	0.8%
Lapierre.....	0.8%
GT.....	0.7%
Norco.....	0.7%
Dartmoor.....	0.5%
DMR.....	0.5%
Dobermann.....	0.5%
Nicolai.....	0.5%
Foes.....	0.4%
Pivot.....	0.4%
Superco.....	0.4%
Da Bomb.....	0.4%
KHS.....	0.4%
Niner.....	0.4%
Ragley.....	0.4%
Atomlab.....	0.3%
Cotic.....	0.3%
Haro.....	0.3%
Marin.....	0.3%
Sinister.....	0.3%
BMC.....	0.2%
Cannondale.....	0.2%
Chumba.....	0.2%
Diamondback.....	0.2%
Ellsworth.....	0.2%
Felt.....	0.2%
Fezzari.....	0.2%
Iron Horse.....	0.2%
Mondraker.....	0.2%
Redline.....	0.2%
Spank.....	0.2%

Surly.....	0.2%
Tomac.....	0.2%
Azonic.....	0.1%
Bianchi.....	0.1%
Corsair.....	0.1%
DK.....	0.1%
Eastern.....	0.1%
Fisher.....	0.1%
Mongoose.....	0.1%
Misc. / Fill-in answers.....	3.4%

SUSPENSION FORK:

Will replace within 12 months...49.9%

IF "YES," WHAT BRAND OF FORK:

Fox Racing Shox.....	39.5%
RockShox.....	37.6%
Undecided.....	8.5%
Marzocchi.....	6.7%
X-Fusion.....	1.9%
Manitou.....	1.9%
BOS.....	1.2%
DT Swiss.....	0.4%
RST.....	0.4%
Magura.....	0.2%
Elka.....	0.1%
Cannondale.....	0.1%
Foes.....	0.1%
Maverick.....	0.1%
Scott.....	0.1%
Specialized.....	0.1%
White Brothers.....	0.1%
Misc. / Fill-in answers.....	1.0%

REAR SHOCK:

Will replace within 12 months...25.5%

IF "YES," WHAT BRAND OF REAR SHOCK:

Fox Racing Shox.....	45.5%
RockShox.....	16.6%
Cane Creek.....	9.7%
Undecided.....	8.4%
Elka.....	7.2%
Marzocchi.....	2.8%
X-Fusion.....	2.4%
BOS.....	2.3%
Manitou.....	1.2%
Avalanche.....	1.2%
Diverse.....	0.4%
DT Swiss.....	0.2%
Scott.....	0.2%
Specialized.....	0.1%

Misc. / Fill-in answers..... 1.8%

WHEELSET:

Will replace within 12 months...42.7%

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

Pre-built.....	40.3%
Custom.....	59.7%

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

Mavic.....	25.0%
Undecided.....	13.0%
Crank Brothers.....	7.8%
DT Swiss.....	7.1%
Easton.....	5.9%
Azonic.....	5.7%
Industry Nine.....	3.9%
Transition.....	3.6%
Sun Ringle.....	3.4%
Atomlab.....	3.2%
Hope.....	2.3%
WTB.....	2.3%
Bontrager.....	2.1%
Shimano.....	2.0%
Fulcrum.....	1.8%
Gravity.....	1.1%
Stan's No Tubes.....	1.1%
Edge Composites.....	0.9%
Roval.....	0.9%
Spank.....	0.9%
American Classic.....	0.7%
Nukeproof.....	0.7%
Ritchey.....	0.5%
Syncros.....	0.4%
Superstar.....	0.4%
Vuelta.....	0.4%
Formula.....	0.2%
FSA.....	0.2%
Spinergy.....	0.2%
Sunline.....	0.2%
Misc. / Fill-in answers.....	2.1%

IF "CUSTOM," WHAT BRAND OF RIMS:

Mavic.....	33.7%
Undecided.....	14.7%
DT Swiss.....	9.9%
Stan's No Tubes.....	6.8%
Atom Lab.....	6.2%
Sun Ringle.....	5.7%
Industry Nine.....	2.7%
Spank.....	2.6%
Azonic.....	2.1%

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Edge Composites	1.9%
WTB	1.9%
Bontrager	1.6%
Transition	1.5%
Alex	1.1%
Halo	1.1%
Syncros	0.7%
Nukeproof	0.6%
NS Bikes	0.5%
Bombshell	0.4%
Crank Brothers	0.3%
Easton	0.3%
Funn	0.3%
Velocity	0.3%
A-Class	0.2%
Alienation	0.2%
Arrow	0.2%
Gravity	0.2%
Imperial	0.2%
Ritchey	0.2%
Shimano	0.2%
Superstar	0.2%
HED	0.1%
Salsa	0.1%
Surly	0.1%
Misc. / Fill-in answers	1.1%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope	19.2%
Undecided	15.5%
Chris King	9.8%
DT Swiss	9.7%
Mavic	7.1%
Hadley	5.7%
Industry Nine	5.5%
Shimano	4.4%
Atom Lab	3.4%
Sun Ringle	2.1%
Azonic	2.1%
NS	1.6%
WTB	1.2%
Profile	1.2%
Chub	1.1%
Nukeproof	1.0%
Bontrager	1.0%
Halo	0.8%
DMR	0.8%
Superstar	0.6%
American Classic	0.5%
Stan's No Tubes	0.3%
Specialized	0.3%
Phil Wood	0.3%
Transition	0.2%
Sunline	0.2%
Easton	0.2%

Crank Brothers	0.2%
Burgtec	0.2%
Bombshell	0.2%
Syncros	0.2%
KHE	0.2%
Funn	0.2%
Woodman	0.1%
Mazzorchi	0.1%
Goldtech	0.1%
Dimension	0.1%
Misc. / Fill-in answers	2.6%

TIRES:

Will replace within 12 months...84.7%

IF "YES," WHAT BRAND OF TIRES:

Maxxis	54.9%
Kenda	8.2%
Schwalbe	7.3%
Undecided	6.6%
Specialized	4.7%
Continental	3.7%
Intense	2.7%
WTB	2.4%
Michelin	2.1%
Geax	1.9%
Bontrager	1.0%
Panaracer	0.6%
Hutchinson	0.6%
Tioga	0.6%
DMR	0.4%
Arrow	0.2%
Halo	0.1%
IRC	0.1%
KHE	0.1%
Ritchey	0.1%
Duro	0.1%
Nokian	0.1%
SNAFU	0.1%
Syncros	0.1%
Misc. / Fill-in answers	1.3%

HANDLEBARS:

Will replace within 12 months...42.3%

IF "YES," WHAT BRAND OF HANDLEBARS:

Race Face	13.6%
Undecided	12.6%
Sunline	10.4%
Chromag	8.7%
Truvativ	7.2%
Easton	6.2%

Deity	6.1%
Answer	4.3%
Funn	4.2%
Gravity	2.9%
Spank	2.2%
Black Market	1.6%
NS	1.4%
Pro	1.3%
Syncros	1.2%
ODI	1.1%
Nukeproof	1.1%
Burgtec	1.1%
Kore	1.0%
Crank Brothers	1.0%
Atom Lab	1.0%
Syntace	0.9%
Renthal	0.9%
Edge Composites	0.9%
FSA	0.7%
SMAC	0.7%
Bontrager	0.5%
Azonic	0.5%
DMR	0.4%
Control Tech	0.4%
Specialized	0.3%
Dartmoor	0.3%
Ritchey	0.2%
Blackspire	0.2%
Salsa	0.1%
3T	0.1%
WTB	0.1%
Titec	0.1%
SNAFU	0.1%
Atomic	0.1%
Misc. / Fill-in answers	2.4%

GRIPS:

Will replace within 12 months...59.9%

IF "YES," WHAT BRAND OF GRIPS:

ODI	47.5%
Undecided	11.4%
Lizard Skins	8.3%
Sunline	5.2%
Oury	2.9%
Deity	1.9%
Race Face	1.8%
Pro	1.7%
ESI	1.6%
Ergon	1.5%
Troy Lee	1.5%
Sensus	1.4%
Funn	1.2%
Answer	0.8%

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Nukeproof.....	0.7%
Spank.....	0.7%
Animal.....	0.6%
Crank Brothers.....	0.6%
Yeti.....	0.6%
Gravity.....	0.5%
Kona.....	0.5%
Specialized.....	0.5%
WTB.....	0.5%
Black Market.....	0.4%
Intense.....	0.4%
Bontrager.....	0.3%
Renthal.....	0.3%
NS.....	0.3%
Superstar.....	0.3%
THE.....	0.3%
Odyssey.....	0.2%
Ritchey.....	0.2%
A'ME.....	0.1%
Azonic.....	0.1%
GrabOn.....	0.1%
Salsa.....	0.1%
Serfas.....	0.1%
Tioga.....	0.1%
ATI.....	0.1%
Dimension.....	0.1%
Fizik.....	0.1%
GripShift.....	0.1%
SNAFU.....	0.1%
Syncros.....	0.1%
Misc. / Fill-in answers.....	2.3%

STEM:

Will replace within 12 months.. 29.7%

IF "YES," WHAT BRAND OF STEM:

Thomson.....	14.5%
Undecided.....	13.3%
Sunline.....	8.6%
Straitline.....	6.8%
Race Face.....	5.8%
Truvativ.....	4.8%
Chromag.....	4.5%
Deity.....	4.2%
Point One Racing.....	3.6%
Funn.....	3.4%
Easton.....	2.5%
Answer.....	2.5%
Twenty6.....	2.3%
Hope.....	1.8%
Pro.....	1.6%
Gravity.....	1.6%
Crank Brothers.....	1.4%
e13.....	1.3%

Black Market.....	1.3%
Atom Lab.....	1.1%
Burgtec.....	1.0%
Syntace.....	0.7%
Syncros.....	0.7%
NS.....	0.7%
Canfield.....	0.7%
Azonic.....	0.7%
Spank.....	0.6%
FSA.....	0.6%
Bontrager.....	0.6%
Specialized.....	0.5%
Nukeproof.....	0.5%
Transition.....	0.4%
Renthal.....	0.4%
Profile.....	0.4%
ODI.....	0.4%
Edge Composites.....	0.4%
Dartmoor.....	0.4%
Ritchey.....	0.3%
DMR.....	0.3%
Kore.....	0.2%
Rotor.....	0.1%
Blackspire.....	0.1%
Misc. / Fill-in answers.....	2.6%

HEADSET:

Will replace within 12 months...28.2%

IF "YES," WHAT BRAND OF HEADSET:

Cane Creek.....	33.5%
Chris King.....	26.8%
FSA.....	12.6%
Undecided.....	10.8%
Hope.....	3.8%
Crank Brothers.....	3.1%
Race Face.....	1.6%
Gravity.....	1.4%
Acros.....	0.8%
Ritchey.....	0.7%
Shimano.....	0.6%
Sunline.....	0.6%
Pro.....	0.5%
Nukeproof.....	0.3%
Superstar.....	0.3%
Black Market.....	0.2%
Woodman.....	0.2%
WTB.....	0.2%
Funn.....	0.1%
Syncros.....	0.1%
Misc. / Fill-in answers.....	1.9%

BRAKES:

Will replace within 12 months...40.1%

IF "YES," WHAT BRAND OF BRAKES:

Avid.....	44.4%
Shimano.....	23.7%
Formula.....	10.4%
Hayes.....	5.9%
Undecided.....	5.9%
Hope.....	5.5%
Magura.....	2.0%
Tektro.....	0.6%
Funn.....	0.5%
Atom Lab.....	0.2%
Pro Max.....	0.2%
Misc. / Fill-in answers.....	0.7%

DERAILLEURS and/or SHIFTERS

Will replace within 12 months...41.8%

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

SRAM.....	61.7%
Shimano.....	33.9%
Undecided.....	3.6%
SR Suntour.....	0.2%
Campagnolo.....	0.1%
Misc. / Fill-in answers.....	0.4%

CRANKS:

Will replace within 12 months...34.9%

IF "YES," WHAT BRAND OF CRANKS:

Shimano.....	35.8%
Truvativ.....	12.0%
Race Face.....	12.0%
e13.....	8.0%
Undecided.....	7.8%
SRAM.....	5.9%
Gravity.....	2.7%
Deity.....	2.2%
Profile.....	2.1%
FSA.....	2.1%
Fifteen.G.....	1.2%
Crank Brothers.....	0.9%
MRP.....	0.7%
Funn.....	0.7%
Atom Lab.....	0.6%
Middleburn.....	0.5%
DMR.....	0.5%
SNAFU.....	0.4%
Gusset.....	0.4%
Odyssey.....	0.3%
Demolition.....	0.3%

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Cook Brothers.....	0.3%
Specialized.....	0.2%
Rotor.....	0.2%
Primo.....	0.2%
Bontrager.....	0.2%
Azonic.....	0.2%
Blackspire.....	0.1%
Misc. / Fill-in answers.....	1.5%

PEDALS:

Will replace within 12 months.. 47.4%

IF "YES," WHAT BRAND OF PEDALS:

Crank Brothers.....	16.6%
Undecided.....	12.4%
Shimano.....	11.7%
Straitline.....	9.1%
Deity.....	4.3%
Wellgo.....	4.3%
Point One Racing.....	3.6%
Burgtec.....	3.4%
Superstar.....	3.0%
Time.....	2.9%
Atom Lab.....	2.7%
Twenty6.....	2.6%
Kona.....	1.8%
Nukeproof.....	1.7%
Odyssey.....	1.7%
Canfield.....	1.6%
Truvativ.....	1.5%
Funn.....	1.4%
Azonic.....	1.2%
NS.....	1.2%
Sunline.....	1.1%
Answer.....	1.0%
DMR.....	0.8%
Specialized.....	0.6%
Black Market.....	0.6%
Easton.....	0.6%
Gravity.....	0.6%
Transition.....	0.6%
Animal.....	0.4%
Blackspire.....	0.4%
Gussett.....	0.4%
Premium.....	0.4%
Speedplay.....	0.4%
Syncros.....	0.4%
Dartmoor.....	0.3%
SNAFU.....	0.3%
Tioga.....	0.3%
Xpedo.....	0.3%
Look.....	0.2%
Primo.....	0.1%
Shadow Conspiracy.....	0.1%

VP Components.....	0.1%
WTB.....	0.1%
Bontrager.....	0.1%
Dimension.....	0.1%
White Industries.....	0.1%
Misc. / Fill-in answers.....	1.0%

SEAT:

Will replace within 12 months...33.4%

IF "YES," WHAT BRAND OF SEAT:

WTB.....	20.2%
SDG.....	19.9%
Undecided.....	14.3%
Selle Italia.....	8.6%
Chromag.....	6.9%
Fizik.....	4.9%
Specialized.....	4.5%
Funn.....	2.9%
Deity.....	1.6%
THE.....	1.0%
Azonic.....	0.9%
Pro.....	0.8%
Bontrager.....	0.7%
Charge.....	0.7%
Odyssey.....	0.7%
Syncros.....	0.6%
DMR.....	0.5%
Selle San Marco.....	0.5%
Sunline.....	0.5%
Velo.....	0.5%
Black Market.....	0.4%
FSA.....	0.4%
Ritchey.....	0.4%
SNAFU.....	0.4%
Spank.....	0.4%
Tioga.....	0.4%
Yeti.....	0.4%
Gravity.....	0.3%
Kona.....	0.3%
Kore.....	0.3%
Macneil.....	0.3%
Prologo.....	0.3%
Shadow Conspiracy.....	0.3%
Selle Royal.....	0.3%
Titec.....	0.3%
Alienation.....	0.2%
Dartmoor.....	0.2%
Eclat.....	0.2%
Nukeproof.....	0.2%
Serfas.....	0.2%
Atom Lab.....	0.1%
Blackspire.....	0.1%
Intense.....	0.1%

Rotor.....	0.1%
Misc. / Fill-in answers.....	2.2%

SEATPOST:

Will replace within 12 months...26.7%

IF "YES," WHAT BRAND OF SEAT POST:

Thomson.....	32.2%
Undecided.....	11.7%
Crank Brothers.....	9.2%
SDG.....	8.9%
Easton.....	5.0%
Rock Shox.....	3.7%
GravityDropper.....	3.3%
Truvativ.....	3.1%
Specialized.....	2.6%
Race Face.....	2.1%
KS.....	2.1%
Gravity.....	1.4%
Deity.....	1.2%
Syntaxe.....	0.7%
Pro.....	0.7%
Chromag.....	0.7%
Funn.....	0.6%
FSA.....	0.6%
Atom Lab.....	0.6%
Syncros.....	0.5%
Sunline.....	0.5%
Nukeproof.....	0.5%
Hope.....	0.5%
X-Fusion.....	0.4%
Kore.....	0.4%
KCNC.....	0.4%
Bontrager.....	0.4%
USE.....	0.2%
Shimano.....	0.2%
Fizik.....	0.2%
Control Tech.....	0.2%
American Classic.....	0.2%
Titec.....	0.1%
SNAFU.....	0.1%
Ritchey.....	0.1%
Maverick.....	0.1%
Litespeed.....	0.1%
Kalloy.....	0.1%
Dean.....	0.1%
Blackspire.....	0.1%
Azonic.....	0.1%
Misc. / Fill-in answers.....	4.1%

HELMET:

Will replace within 12 months...49.0%

Methodology - This survey was conducted on Vital MTB in July 2010. Responses were limited to one per person. Results were tabulated from over 3,500 completed surveys. To assure highest accuracy, geographic data was pulled from 3rd party measurement that tracks every visitor to Vital MTB.

IF "YES," WHAT BRAND OF HELMET:

Troy Lee.....	28.7%
Giro.....	15.7%
<i>Undecided</i>	13.3%
SixSixOne.....	8.8%
Fox.....	5.9%
THE.....	4.4%
Bell.....	3.7%
Pro-Tec.....	3.7%
POC.....	2.9%
Specialized.....	2.6%
Kali Protectives.....	1.8%
TSG.....	1.6%
Urge.....	1.1%
O'Neal.....	0.6%
Uvex.....	0.5%
Azonic.....	0.4%
Bern.....	0.4%
MET.....	0.3%
Rudy Project.....	0.3%
Dainese.....	0.2%
Rockgardn.....	0.2%
Answer.....	0.1%
Fly.....	0.1%
iXS Protection.....	0.1%
Louis Garneau.....	0.1%
Royal.....	0.1%
Scott.....	0.1%
Shoei.....	0.1%
Trek.....	0.1%
Cratoni.....	0.1%
Lazer.....	0.1%
<i>Misc. / Fill-in answers</i>	1.9%

SHORTS:

Will replace within 12 months.. 48.8%

IF "YES," WHAT BRAND OF SHORTS:

<i>Undecided</i>	20.3%
Troy Lee.....	19.8%
Fox.....	16.5%
DaKine.....	7.4%
Royal.....	7.1%
Sombrio.....	3.7%
Nema.....	2.9%
Oakley.....	2.7%
Endura.....	2.5%
Pearl Izumi.....	1.7%
Race Face.....	1.2%
Alpinestars.....	1.1%
Jett.....	1.1%
Specialized.....	0.8%

SixSixOne.....	0.7%
Azonic.....	0.6%
Louis Garneau.....	0.6%
O'Neal.....	0.5%
POC.....	0.5%
Republik.....	0.5%
Kona.....	0.4%
Mavic.....	0.4%
Scott.....	0.4%
Primal Wear.....	0.3%
Swobo.....	0.3%
Zoic.....	0.3%
AXO.....	0.3%
Bontrager.....	0.3%
Dainese.....	0.3%
Gore.....	0.3%
Rockgardn.....	0.3%
Sugio.....	0.2%
Thor.....	0.2%
Cannondale.....	0.1%
THE.....	0.1%
Yeti.....	0.1%
Bellwether.....	0.1%
<i>Misc. / Fill-in answers</i>	3.4%

JERSEY:

Will replace within 12 months...40.9%

IF "YES," WHAT BRAND OF JERSEY:

<i>Undecided</i>	23.6%
Troy Lee.....	22.5%
Fox.....	12.6%
DaKine.....	8.6%
Royal.....	7.6%
Sombrio.....	4.3%
Nema.....	3.1%
Oakley.....	2.4%
Race Face.....	1.5%
Alpinestars.....	1.0%
Endura.....	1.0%
Jett.....	0.7%
Primal Wear.....	0.7%
Pearl Izumi.....	0.6%
Specialized.....	0.6%
POC.....	0.6%
Yeti.....	0.6%
Fly.....	0.5%
O'Neal.....	0.5%
Gore.....	0.4%
Maloja.....	0.4%
Republik.....	0.4%
Louis Garneau.....	0.3%
Mavic.....	0.3%
Rockgardn.....	0.3%

SixSixOne.....	0.3%
Thor.....	0.3%
No Fear.....	0.2%
Swobo.....	0.2%
Bontrager.....	0.2%
Cannondale.....	0.2%
Dainese.....	0.2%
Scott.....	0.2%
Azonic.....	0.1%
Bellwether.....	0.1%
Giordana.....	0.1%
THE.....	0.1%
Zoic.....	0.1%
<i>Misc. / Fill-in answers</i>	2.6%

GLOVES:

Will replace within 12 months...49.2%

IF "YES," WHAT BRAND OF GLOVES:

Fox.....	20.0%
Troy Lee.....	19.9%
<i>Undecided</i>	15.6%
SixSixOne.....	10.2%
DaKine.....	7.9%
Royal.....	2.8%
Giro.....	2.8%
Oakley.....	2.5%
Specialized.....	2.4%
Sombrio.....	1.6%
Nema.....	1.2%
POC.....	1.2%
Alpinestars.....	0.8%
O'Neal.....	0.8%
Race Face.....	0.7%
Thor.....	0.7%
Rockgardn.....	0.7%
Answer.....	0.5%
Dainese.....	0.5%
Pearl Izumi.....	0.5%
Pow.....	0.5%
Jett.....	0.4%
Kona.....	0.4%
AXO.....	0.3%
Bontrager.....	0.3%
Scott.....	0.3%
THE.....	0.3%
Republik.....	0.3%
Azonic.....	0.2%
Mechanix.....	0.2%
Endura.....	0.1%
Lizard Skins.....	0.1%
Pro-Tec.....	0.1%
Cannondale.....	0.1%
Gore.....	0.1%

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Louis Garneau.....	0.1%
Trek.....	0.1%
TSG.....	0.1%
Misc. / Fill-in answers	2.8%

SUNGLASSES (riding or casual):

Will replace within 12 months.. 36.7%

IF "YES," WHAT BRAND OF SUNGLASSES:

Oakley.....	44.8%
Undecided.....	18.8%
Smith.....	10.9%
Spy.....	5.9%
Electric.....	2.3%
Von Zipper.....	1.8%
Dragon.....	1.5%
Fox.....	1.4%
Adidas.....	1.3%
Ray-Ban.....	1.2%
Arnette.....	1.0%
Giro.....	1.0%
Scott.....	1.0%
Specialized.....	0.8%
Tifosi.....	0.7%
Ryder.....	0.6%
Rudy Project.....	0.5%
Utopia.....	0.4%
Anarchy.....	0.3%
Blur.....	0.2%
Hoven.....	0.1%
iXS Protection.....	0.1%
Misc. / Fill-in answers	3.4%

GOGGLES:

Will replace within 12 months.. 33.8%

IF "YES," WHAT BRAND OF GOGGLES:

Oakley.....	39.1%
Smith.....	13.4%
Spy.....	12.1%
Undecided.....	11.1%
Fox.....	5.5%
Scott.....	4.4%
Dragon.....	3.4%
Giro.....	1.6%
Von Zipper.....	1.5%
POC.....	1.4%
Adidas.....	1.3%
Electric.....	0.8%
Blur.....	0.7%
Dean Optics.....	0.5%
Thor.....	0.5%

Utopia.....	0.4%
Fly.....	0.3%
Arnette.....	0.2%
O'Neal.....	0.1%
Misc. / Fill-in answers	1.7%

RIDING SHOES:

Will replace within 12 months...50.1%

IF "YES," WHAT BRAND OF RIDING SHOES:

Five Ten.....	52.5%
Shimano.....	10.2%
Undecided.....	7.8%
Nike 6.0.....	6.9%
Vans.....	6.6%
Specialized.....	2.9%
SixSixOne.....	2.7%
Sidi.....	1.9%
Mavic.....	0.8%
Adidas.....	0.8%
Nike.....	0.8%
Lake.....	0.7%
Northwave.....	0.7%
Pearl Izumi.....	0.5%
Etnies.....	0.4%
DC.....	0.4%
Orchid.....	0.3%
Bontrager.....	0.2%
Diadora.....	0.2%
Scott.....	0.2%
iXS Protection.....	0.1%
Louis Garneau.....	0.1%
O'Neal.....	0.1%
Oakley.....	0.1%
AXO.....	0.1%
Carnac.....	0.1%
Gaerne.....	0.1%
Misc. / Fill-in answers	1.6%

KNEE PROTECTION:

Will replace within 12 months...33.6%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

SixSixOne.....	44.3%
Troy Lee.....	10.2%
POC.....	9.5%
Fox.....	8.5%
Undecided.....	8.3%
Race Face.....	3.8%
Pro-Tec.....	2.4%
Dainese.....	2.1%
Alpinestars.....	1.7%

Kali Protectives.....	1.5%
RockGardn.....	0.9%
TSG.....	0.8%
Demon Dirt.....	0.8%
AXO.....	0.7%
Azonic.....	0.7%
THE.....	0.5%
Lizard Skins.....	0.4%
O'Neal.....	0.4%
EVS.....	0.3%
iXS Protection.....	0.2%
Scott.....	0.2%
Misc. / Fill-in answers	1.8%

HYDRATION PACK:

Will replace within 12 months... 16.4%

IF "YES," WHAT BRAND OF HYDRATION PACK:

Camelbak.....	41.7%
DaKine.....	28.3%
Undecided.....	10.4%
Osprey.....	5.1%
Fox.....	2.6%
Deuter.....	2.4%
Lezyne.....	1.4%
Oakley.....	1.4%
Hydrapak.....	1.2%
Blackburn.....	0.8%
Ergon.....	0.8%
Ogio.....	0.8%
Rockgarden.....	0.2%
Scott.....	0.2%
Misc. / Fill-in answers	2.7%

FAVORITE CASUAL SHOE:

Vans.....	21.3%
Undecided.....	17.9%
Nike 6.0.....	13.5%
Adidas.....	7.6%
Nike.....	7.5%
DC.....	6.9%
Etnies.....	3.7%
Converse.....	2.5%
Five Ten.....	2.1%
Globe.....	1.6%
Fox.....	1.4%
DVS.....	1.2%
Emerica.....	0.9%
Lakai.....	0.8%
New Balance.....	0.8%
Osiris.....	0.7%
Adio.....	0.7%
Keen.....	0.7%

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Merrell	0.6%
Puma	0.6%
éS	0.5%
Salomon	0.4%
Asics	0.4%
Sanuk	0.3%
Gravis.....	0.3%
Orchid	0.3%
Circa.....	0.3%
Lotek.....	0.3%
Supra.....	0.3%
Nike.....	0.2%
North Face	0.2%
Patagonia.....	0.2%
Duffs	0.1%
Garmont	0.1%
Misc. / Fill-in answers	3.3%

Mitsubishi	0.8%
Misc. / Fill-in answers	2.4%

AUTOMOTIVE

OWN PICKUP TRUCK?

Yes 30.7%

IF "YES," BRAND OWNED:

Toyota	32.2%
Ford.....	25.8%
Chevrolet.....	12.2%
Dodge.....	8.7%
Nissan	7.7%
GMC	2.5%
Mithubishi.....	2.3%
Mazda	1.5%
Honda.....	1.4%
Isuzu.....	1.4%
Holden.....	0.9%
Jeep	0.4%
Misc. / Fill-in answers	3.0%

PLAN TO BUY PICKUP IN NEXT 12 MONTHS:

Yes 13.2%

IF "YES," WHAT BRAND OF PICKUP:

Toyota	33.3%
Undecided.....	20.6%
Ford.....	15.0%
Chevrolet.....	8.5%
Nissan	8.5%
Dodge.....	6.3%
Isuzu.....	1.5%
Honda.....	1.3%
Volkswagen	1.0%
Holden.....	0.8%