



## 2013 Audience Survey

### DEMOGRAPHIC INFORMATION

#### GENDER:

Male.....	97.7%
Female.....	2.3%

#### MARITAL STATUS:

Married.....	55.3%
Single.....	44.7%

#### AGE:

Avg. ....	37
Median.....	39
19 or under .....	11.9%
20-29.....	19.6%
30-39.....	20.4%
40-49.....	27.6%
50-59.....	18.8%
60 or older .....	1.7%

#### HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school .....	5.6%
High school .....	26.3%
Some college .....	29.1%
College .....	29.8%
Postgraduate degree.....	9.2%

#### HOUSEHOLD INCOME:

Average.....	\$101,176
Median.....	\$87,500
Under \$25,000 .....	8.4%
\$25,001 - \$50,000.....	15.4%
\$50,001 - \$75,000.....	16.9%
\$75,001 - \$100,000.....	20.8%
\$100,001 - \$150,000.....	21.4%
\$150,001 - \$250,000.....	11.5%
\$250,001 or more .....	5.6%

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

United States.....	71.8%
Australia .....	5.8%
Canada .....	5.8%
New Zealand.....	2.0%
Sweden .....	1.8%
United Kingdom .....	1.8%
France .....	1.0%
Netherlands.....	1.0%
Germany .....	0.9%
Belgium .....	0.6%
Italy.....	0.6%

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

California.....	19.8%
Texas.....	7.0%
Washington.....	5.3%
Florida.....	4.7%
Michigan.....	4.3%
Ohio.....	4.2%
Pennsylvania.....	3.5%
Arizona.....	3.2%
Colorado.....	3.2%
Oregon.....	2.8%

#### INTERNATIONAL TRAFFIC, Top 10 of 224 countries from Google Analytics\*:

United States.....	63.9%
Canada .....	5.2%
Australia .....	5.2%
United Kingdom .....	4.5%
France .....	2.4%
Sweden .....	1.8%
Germany .....	1.2%
New Zealand.....	1.1%
Netherlands.....	1.1%
Italy.....	1.0%

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

California.....	22.0%
Texas.....	6.8%
Florida.....	4.6%
New York.....	4.2%
Washington.....	3.9%
Michigan.....	3.4%
Pennsylvania.....	3.3%
Illinois.....	3.1%
Ohio.....	3.1%
Colorado.....	2.8%

#### NON-MOTO ACTIVITIES IN, WHICH YOU PARTICIPATE, OR FOLLOW:

Mountain Biking.....	52.1%
Camping.....	41.5%
Fishing.....	33.7%
Running.....	29.7%
Video Gaming.....	29.3%
Golf.....	24.3%
Road Cycling.....	24.0%
BMX.....	23.1%
Hiking.....	21.7%
Football.....	21.2%
Hunting.....	17.6%
Basketball.....	17.2%
Formula-1.....	16.7%
Baseball.....	16.3%
Snowboarding.....	16.2%
NASCAR.....	15.3%
Off-Road Truck Racing.....	13.8%
Skiing.....	13.4%
Wakeboarding.....	12.3%
Skateboarding.....	11.9%
Hockey.....	11.6%
Rally.....	11.1%
Surfing.....	9.6%
Tennis.....	8.2%
Waterskiing.....	7.7%
Indy Car.....	7.7%
Climbing.....	7.1%
Soccer.....	1.0%
Snowmobiling.....	0.5%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Moto GP .....	0.4%
Rugby .....	0.3%
RC.....	0.2%
Boxing .....	0.2%
Drag racing.....	0.2%
Lacrosse.....	0.2%
Shooting .....	0.1%
Misc. / Fill-in.....	2.6%

**MEDIA CONSUMPTION**

**HOW OFTEN GO ONLINE:**

Avg. times per day .....	7.8%
2-5 times a day .....	37.5%
6-10 times a day .....	18.9%
Once a day.....	12.8%
21 or more times a day .....	12.4%
11-20 times a day .....	12.1%
2-3 times per week .....	4.8%
Once a week or less.....	1.5%

**HAVE MADE ONLINE PURCHASE:**

Yes.....	96.0%
----------	-------

**MAIN SOURCES OF MOTOCROSS INFORMATION:**

Motocross web sites .....	89.2%
Magazines.....	56.4%
At the track / races / events .....	52.0%
Friends.....	46.1%
Social Media.....	41.8%
Television .....	35.9%
Manufacturer web sites .....	27.3%
Local shop .....	24.1%
Podcasts .....	17.2%
Mail-order web sites.....	16.0%
Manufacturer catalogs .....	10.7%
Mail-order catalogs .....	7.8%
Misc. / Fill-in.....	0.9%

**MOTOCROSS ACTIVITY**

**OWN A MOTOCROSS BIKE:**

Yes.....	86.7%
----------	-------

**MOTOCROSS BIKE CURRENTLY OWNED:**

Honda .....	26.5%
Yamaha.....	23.0%
KTM.....	16.8%
Kawasaki .....	16.2%

Suzuki .....	12.3%
Husqvarna.....	1.6%
Maico .....	0.7%
TM .....	0.5%
Husaberg.....	0.4%
Beta.....	0.3%
Gas Gas.....	0.3%
BMW .....	0.2%
CZ .....	0.2%
Bultaco.....	0.2%
Cobra .....	0.1%
Misc. / Fill-in.....	0.7%

**WHAT SIZE IS YOUR PRIMARY BIKE?**

50-85.....	3.3%
100-110.....	1.2%
125 .....	10.5%
150 .....	2.3%
200-230.....	2.2%
250 .....	39.7%
300 .....	2.2%
350 .....	2.4%
400 .....	1.5%
450 .....	29.0%
500 or bigger.....	4.1%
Misc. / Fill-in.....	1.7%

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

2-Stroke .....	41.9%
4-Stroke .....	58.1%

**HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?**

Average .....	2.9
1 .....	25.7%
2 .....	27.6%
3 .....	17.4%
4 .....	11.0%
5 or more.....	18.3%

**WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:**

Yes.....	42.7%
----------	-------

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

KTM .....	26.1%
Honda .....	19.6%
Yamaha.....	16.2%
Kawasaki .....	13.7%
Undecided.....	12.0%

Suzuki .....	7.0%
Husqvarna.....	1.3%
Beta .....	0.6%
Cobra.....	0.6%
Gas Gas.....	0.5%
Husaberg.....	0.5%
TM .....	0.5%
Maico .....	0.4%
BMW .....	0.3%
Misc. / Fill-in.....	0.7%

**WHAT SIZE BIKE DO YOU PLAN TO BUY?**

50-85 .....	4.2%
100-110.....	1.6%
125 .....	6.8%
150 .....	3.8%
200-230.....	1.3%
250 .....	35.8%
300 .....	6.1%
350 .....	5.4%
400 .....	0.4%
450 .....	30.8%
500 or bigger.....	3.0%
Misc. / Fill-in.....	0.8%

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

2-Stroke.....	36.6%
4-Stroke.....	63.4%

**HOW OFTEN DO YOU RIDE MOTOCROSS?**

Average.....	1.1 times per week
4 or more times a week.....	4.5%
2-3 times a week .....	17.3%
About once a week.....	23.7%
2-3 times a month .....	18.8%
About once a month.....	12.1%
I don't ride regularly .....	23.6%

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

Motocross Tracks.....	80.3%
Trail Riding.....	43.2%
Off-Road .....	42.2%
Enduro.....	18.2%
Hare Scramble .....	14.5%
Street / Road .....	13.1%
Dual Sport.....	8.5%
Sand Dunes .....	7.8%
Arenacross .....	7.0%
Trials .....	5.8%
Hill Climbing.....	4.4%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Flat Track .....	3.1%
Supermoto .....	2.9%
FMX .....	1.6%
Ice Racing.....	0.2%
Misc. / Fill-in.....	2.3%

**HAVE YOU ATTENDED A MOTOCROSS OR SUPERCROSS RACE IN THE PAST 12 MONTHS:**  
 Yes..... 73.2%

**HAVE YOU RACED IN THE PAST 12 MONTHS:**  
 Yes..... 46.6%

**MOTOCROSS GEAR, PARTS & ACCESSORIES:**

**RIDING GEAR:**  
 Will purchase within 12 months .. 67.8%

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

Undecided.....	18.5%
Fox.....	16.6%
Troy Lee Designs .....	10.3%
Fly.....	7.9%
Thor .....	7.6%
Shift .....	6.8%
ONE Industries.....	4.9%
JT Racing.....	4.6%
O'Neal.....	3.5%
MSR .....	3.3%
Alpinestars.....	2.6%
Answer .....	2.6%
Alias .....	2.3%
Yoko .....	1.5%
Moose .....	1.4%
Klim.....	1.3%
Scott.....	0.9%
AXO .....	0.8%
UFO .....	0.4%
Seven .....	0.4%
Acerbis .....	0.4%
No Fear.....	0.3%
Pro Grip.....	0.2%
Misc. / Fill-in.....	0.9%

**GLOVES:**  
 Will purchase within 12 months .. 67.8%

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

Undecided.....	20.4%
Fox.....	15.3%
Deft Family.....	9.6%
Troy Lee Designs .....	8.2%
Fly.....	5.9%
Thor .....	5.8%
Shift .....	4.1%
JT Racing.....	3.7%
Novik .....	3.7%
ONE Industries .....	3.4%
O'Neal .....	3.3%
MSR .....	2.2%
Answer.....	2.1%
Alpinestars.....	2.1%
Alias.....	1.4%
Moose .....	1.2%
Scott.....	0.8%
AXO .....	0.7%
Klim .....	0.7%
Oakley.....	0.6%
Mechanix .....	0.4%
No Fear.....	0.4%
UFO .....	0.4%
Acerbis.....	0.3%
EVS.....	0.3%
Fist.....	0.2%
SixSixOne.....	0.2%
Seven .....	0.2%
Pro Grip .....	0.1%
Yoko .....	0.1%
Ricoo.....	0.1%
Risk Racing .....	0.1%
Misc. / Fill-in .....	2.0%

**HELMET:**  
 Will purchase within 12 months .. 46.8%

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

Shoei.....	17.8%
Undecided.....	14.2%
Bell .....	12.0%
Fox.....	9.5%
6D .....	8.3%
Troy Lee Designs .....	7.4%
Arai .....	6.5%
Fly.....	4.3%
Airoh.....	3.8%
Thor .....	2.5%
ONE Industries .....	2.1%
Suomy.....	1.7%
HJC .....	1.3%

AGV.....	0.9%
JT Racing.....	0.9%
O'Neal .....	0.8%
Scorpion.....	0.8%
M2R.....	0.6%
Scott.....	0.6%
UFO .....	0.5%
Lazer .....	0.4%
MSR.....	0.4%
Answer.....	0.3%
Kali Protectives.....	0.3%
Klim .....	0.3%
EVS.....	0.2%
Acerbis .....	0.2%
AFX .....	0.2%
Just 1 Helmet .....	0.2%
SixSixOne .....	0.2%
AXO.....	0.1%
KBC .....	0.1%
Shift.....	0.1%
Xtreme .....	0.1%
Misc. / Fill-in .....	0.4%

**GOGGLES:**  
 Will purchase within 12 months... 56.4%

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

Oakley.....	23.2%
100%.....	16.7%
Scott.....	15.0%
Undecided.....	12.7%
EKS Brand.....	7.6%
Smith Optics .....	5.1%
Spy .....	5.1%
Fox .....	3.7%
Dragon .....	3.2%
Pro Grip .....	1.2%
Utopia .....	0.9%
Von Zipper.....	0.7%
Rip N Roll.....	0.7%
Fly.....	0.6%
Thor.....	0.6%
CTO .....	0.4%
Steel MX.....	0.4%
Blur .....	0.3%
Pro-View.....	0.3%
O'Neal .....	0.2%
Liquid Image.....	0.1%
Moto Optics .....	0.1%
Answer.....	0.1%
Electric .....	0.1%
Moose .....	0.1%
MSR.....	0.1%
Zeal Optics.....	0.1%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Misc. / Fill-in..... 0.7%

**BOOTS:**

Will purchase within 12 months .. 43.7%

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

Alpinestars..... 36.0%
Gaerne ..... 20.1%
Fox..... 12.1%
Sidi ..... 10.8%
Undecided..... 9.7%
SixSixOne..... 1.6%
O'Neal..... 1.5%
TCX ..... 1.5%
Jett ..... 1.3%
Fly..... 0.9%
Thor ..... 0.9%
Scott..... 0.8%
Forma ..... 0.6%
AXO ..... 0.4%
Acerbis ..... 0.2%
Answer ..... 0.2%
Moose ..... 0.2%
MSR ..... 0.2%
Hebo ..... 0.1%
Misc. / Fill-in..... 0.9%

**NECK PROTECTION:**

Will purchase within 12 months .. 20.4%

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

Leatt..... 35.5%
Atlas ..... 27.3%
Undecided..... 18.2%
Alpinestars..... 9.6%
EVS ..... 5.3%
Omega ..... 1.5%
SixSixOne..... 1.1%
Moveo..... 0.6%
RXR..... 0.4%
Ortema..... 0.2%
UFO ..... 0.2%
Misc. / Fill-in..... 0.1%

**KNEE PROTECTION:**

Will purchase within 12 months .. 24.4%

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

Asterisk..... 25.8%
Undecided..... 21.9%
EVS ..... 13.7%

CTi..... 8.6%
POD MX..... 6.8%
Alpinestars ..... 5.0%
Fox ..... 4.9%
Troy Lee Designs ..... 3.0%
SixSixOne..... 2.2%
Thor ..... 2.2%
DonJoy..... 1.1%
O'Neal..... 0.8%
Answer..... 0.6%
ONE Industries ..... 0.6%
Fly..... 0.5%
MSR..... 0.5%
AXO ..... 0.3%
Shift ..... 0.2%
Misc. / Fill-in ..... 1.3%

**EXHAUST:**

Will purchase within 12 months .. 32.4%

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

FMF ..... 41.9%
Pro Circuit ..... 19.0%
Yoshimura ..... 12.6%
Undecided..... 6.5%
Akrapovic ..... 4.8%
Dr. D / Dubach ..... 2.3%
HGS ..... 1.7%
Scalvini ..... 1.7%
DEP..... 1.3%
DG Performance ..... 0.8%
Rocket..... 0.8%
GYTR ..... 0.7%
Doma ..... 0.6%
Leo Vince ..... 0.6%
Bill's Pipes ..... 0.4%
HMF ..... 0.4%
Jardine..... 0.4%
MRD Racing..... 0.4%
Big Gun ..... 0.2%
Circle F ..... 0.2%
Pro Form Racing..... 0.2%
Termignoni ..... 0.2%
Two Brothers ..... 0.2%
DMC ..... 0.1%
Hindle ..... 0.1%
Motoworks..... 0.1%
Vance & Hines ..... 0.1%
Misc. / Fill-in ..... 1.7%

**GRAPHICS:**

Will purchase within 12 months .. 43.0%

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

Undecided..... 25.2%
DeCal Works ..... 16.1%
Factory Effex ..... 8.6%
ONE Industries ..... 4.1%
N-Style..... 3.0%
Throttle Jockey ..... 2.7%
Factory Backing..... 2.6%
Ride PG..... 2.0%
180 Decals ..... 1.7%
Pro Circuit..... 1.6%
Fusion Graphix ..... 1.2%
HBD Moto Grafx ..... 1.1%
Roost MX..... 1.1%
Ringmaster ..... 1.0%
Flu Designs ..... 0.8%
FMF ..... 0.8%
Impulse Graphics..... 0.8%
MGX Unlimited..... 0.8%
Motopro Graphics..... 0.8%
Split Design Co..... 0.7%
139 Designs ..... 0.6%
Dirt Digits ..... 0.6%
ilabb ..... 0.6%
Limited Decal ..... 0.6%
Bike Graphix..... 0.5%
Dirt DNA ..... 0.5%
PHIT Industries..... 0.5%
Techone Designs..... 0.5%
WLM Designs..... 0.5%
4MX Graphics ..... 0.4%
Blend Designs..... 0.4%
Enjoy Mfg..... 0.4%
Lime Nine ..... 0.4%
Victory Circle ..... 0.4%
Magik SC ..... 0.4%
Armored Graphix..... 0.3%
Attack Graphics ..... 0.3%
Black Heart ..... 0.3%
DZ Graphics..... 0.3%
Link Graphics ..... 0.3%
Local Hero MX..... 0.3%
S4 MX..... 0.3%
Skin Industries ..... 0.3%
Source MX..... 0.3%
Black Diamond ..... 0.2%
Blown Concepts..... 0.2%
Creative Graphics ..... 0.2%
E-Sticky ..... 0.2%
EVO MX..... 0.2%
FTR Powersports ..... 0.2%
HG Design LTD ..... 0.2%
Hot Shot MX..... 0.2%
Jake's Garage ..... 0.2%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

MotoConcepts .....	0.2%
Ndub Designs .....	0.2%
Premier Moto.....	0.2%
Primal X Motorsports.....	0.2%
Racestar Graphics.....	0.2%
Ride Industries.....	0.2%
Rusk Racing .....	0.2%
Speed Graffix .....	0.2%
Stellar MX.....	0.2%
Stickman Graphics .....	0.2%
Taneum Industries .....	0.2%
Teence Graphics .....	0.2%
Zeronine .....	0.2%
AMR Racing .....	0.1%
Flatout.....	0.1%
G4 Graphics.....	0.1%
K-Rae Graphics .....	0.1%
LG1 Designs.....	0.1%
Pant Saggin.....	0.1%
Titan MX.....	0.1%
XGX Racing.....	0.1%
Misc. / Fill-in.....	8.1%

**TIRES:**

Will purchase within 12 months .. 74.3%

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

Dunlop .....	43.1%
Bridgestone.....	16.1%
Michelin .....	11.4%
Undecided.....	9.4%
Pirelli .....	8.8%
Maxxis .....	5.3%
Kenda .....	2.0%
IRC .....	0.8%
Metzler .....	0.6%
Mitas.....	0.5%
Golden Tyre.....	0.4%
Black Rock.....	0.2%
Sedona .....	0.2%
Artax.....	0.2%
Motoz .....	0.2%
Shinko.....	0.2%
Cheng Shin .....	0.1%
Full Bore.....	0.1%
Pro Wheel .....	0.1%
CST.....	0.1%
Misc. / Fill-in.....	0.2%

**HANDLEBARS:**

Will purchase within 12 months .. 29.7%

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

Renthal.....	49.7%
Pro Taper .....	29.2%
Undecided.....	5.7%
ODI .....	3.1%
Tag .....	3.1%
Fasst.....	2.1%
Mika Metals.....	1.6%
Easton .....	1.2%
Moose .....	0.7%
Vortex .....	0.7%
Azonic.....	0.3%
Kermaxx .....	0.3%
Kwala.....	0.3%
Sunline .....	0.3%
Acerbis.....	0.1%
O'Neal.....	0.1%
Zap Technix.....	0.1%
Zeta Racing.....	0.1%
Misc. / Fill-in.....	1.3%

**GRIPS:**

Will purchase within 12 months .. 58.9%

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

Renthal.....	38.7%
Pro Taper .....	18.4%
Undecided.....	11.5%
ODI .....	8.8%
Pro Grip .....	5.4%
Scott.....	4.5%
Tag .....	3.2%
Oury .....	1.9%
OEM .....	1.6%
Domino .....	0.7%
Spider.....	0.6%
MSR.....	0.5%
A'ME .....	0.4%
Smith.....	0.4%
Torc1 .....	0.4%
Ariete .....	0.3%
Fly.....	0.3%
Risk Racing .....	0.3%
Moose .....	0.3%
Motion Pro.....	0.3%
Easton .....	0.2%
Kwala.....	0.2%
Pro Wheel .....	0.1%
Zap Technix.....	0.1%

Avon .....	0.1%
DRC .....	0.1%
Hammerhead.....	0.1%
Sunline .....	0.1%
Misc. / Fill-in .....	0.5%

**LEVERS:**

Will purchase within 12 months...25.8%

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

ASV .....	25.9%
Undecided.....	14.5%
ARC .....	12.8%
Sunline .....	10.0%
Works Connection .....	7.0%
OEM .....	6.2%
Renthal .....	6.2%
Pro Taper .....	3.6%
Moose .....	3.1%
MSR.....	2.2%
Tusk .....	1.4%
Magura .....	1.2%
Motion Pro .....	1.2%
Zeta .....	1.1%
Race Tech .....	0.8%
Torc 1 .....	0.6%
Zap Technix.....	0.5%
Ride Engineering .....	0.2%
Wirtz .....	0.2%
Misc. / Fill-in .....	1.3%

**CLUTCH:**

Will purchase within 12 months...29.7%

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

Hinson.....	30.8%
OEM .....	18.6%
Rekluse .....	14.8%
Undecided.....	11.4%
Barnett.....	5.7%
Tusk .....	3.3%
GYTR .....	3.1%
EBC.....	2.9%
ProX.....	2.0%
Wiseco .....	2.0%
Boyesen.....	1.4%
Moose .....	1.4%
DP .....	1.0%
KG.....	0.5%
Magnum.....	0.3%
Revloc.....	0.3%
ESR .....	0.1%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Misc. / Fill-in..... 0.4%

**PISTON:**

Will purchase within 12 months .. 41.6%

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

Wiseco..... 27.2%
OEM..... 22.9%
Vertex..... 12.5%
Undecided..... 11.9%
Pro Circuit..... 4.7%
ProX..... 3.6%
Wossner..... 3.4%
Athena..... 3.3%
CP..... 3.2%
JE..... 2.5%
Cosworth..... 1.6%
Namura..... 1.2%
Moose..... 0.7%
Hot Rods..... 0.5%
Mahle..... 0.2%
LAPC..... 0.1%
Venom..... 0.1%
Misc. / Fill-in..... 0.4%

**FOOTPEGS:**

Will purchase within 12 months .. 19.4%

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

Undecided..... 16.3%
IMS..... 11.7%
Raptor..... 10.6%
Fastway / Promoto..... 9.2%
Pro Taper..... 7.4%
Pro Circuit..... 5.3%
Hammerhead..... 4.2%
OEM..... 3.9%
Lightspeed..... 3.5%
Sunline..... 3.5%
Works Connection..... 3.2%
Tor1..... 2.8%
Ankle Savers..... 2.5%
Moose..... 2.5%
PivotPegz..... 2.1%
Warp 9..... 2.1%
Kite..... 1.4%
MSR..... 1.4%
Scar..... 1.1%
Tusk..... 1.1%
Pro Armor..... 0.7%
Talon..... 0.7%
DRC..... 0.4%
Graves..... 0.4%

Two Brothers..... 0.4%

Misc. / Fill-in..... 1.6%

**WHEELS:**

Will purchase within 12 months .. 16.2%

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

Pre-built..... 51.5%
Custom..... 48.5%

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

Talon / Excel..... 25.7%
Undecided..... 17.3%
Excel Pro Series G2..... 9.9%
Warp 9..... 9.4%
Talon / DID..... 7.4%
Kite / Excel..... 4.0%
Tusk..... 4.0%
OEM..... 3.5%
Rad Manufacturing..... 3.5%
DNA..... 3.0%
Kite / DID..... 2.5%
Pro-Wheel..... 2.5%
Factory Effex..... 2.0%
Sunline..... 1.5%
G-Force Richter..... 1.0%
Haan..... 1.0%
Krieg..... 0.5%
Misc. / Fill-in..... 1.3%

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

Talon..... 26.6%
Undecided..... 20.3%
Excel Pro Series G2..... 10.8%
OEM..... 7.2%
Kite..... 5.9%
Pro-Wheel..... 5.9%
RAD Mfg..... 4.5%
TCR..... 3.6%
Tusk..... 3.2%
DNA..... 2.7%
Sunline..... 2.3%
Factory Effex..... 1.8%
Haan..... 1.8%
Warp 9..... 1.4%
G-Force Richter..... 0.5%
Misc. / Fill-in..... 1.5%

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

Excel..... 53.5%
D.I.D..... 14.9%

Undecided..... 7.5%

Pro-Wheel..... 4.8%

DNA..... 2.6%

Sun..... 2.6%

Tusk..... 2.6%

Factory Effex..... 1.8%

Sunline..... 1.8%

OEM..... 1.3%

RAD Mfg..... 1.3%

G-Force Richter..... 0.9%

SM Pro..... 0.9%

Warp 9..... 0.9%

Misc. / Fill-in..... 2.6%

**SPROCKET:**

Will purchase within 12 months... 57.1%

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

Renthal..... 45.2%
Undecided..... 12.4%
Pro Taper..... 6.3%
Supersprox..... 5.5%
Sunstar..... 4.5%
Iron Man..... 3.2%
Tag..... 2.8%
JT..... 2.7%
Talon..... 2.7%
Vortex..... 2.5%
OEM..... 2.1%
Sunline..... 1.7%
Primary Drive..... 1.6%
AFAM..... 1.4%
Sidewinder..... 1.0%
Mika Metals..... 0.9%
Moose..... 0.8%
DNA..... 0.4%
PBI..... 0.4%
Rocket..... 0.4%
PMP..... 0.3%
Magnum..... 0.2%
MSR..... 0.2%
Pro Wheel..... 0.2%
Chain Gang..... 0.1%
Misc. / Fill-in..... 0.5%

**CHAIN:**

Will purchase within 12 months... 58.9%

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

DID..... 33.1%
Renthal..... 24.6%
Undecided..... 11.7%

Methodology - This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.





RK .....	9.2%
Regina.....	4.8%
Pro Taper .....	4.4%
EK.....	3.2%
Primary Drive.....	1.5%
Tsubaki.....	1.1%
Sunstar.....	0.8%
Mika Metals.....	0.8%
Moose.....	0.7%
Vortex.....	0.7%
KMC.....	0.6%
AFAM.....	0.6%
Sidewinder.....	0.5%
CZ.....	0.4%
MSR.....	0.3%
Sunline.....	0.3%
Iris.....	0.1%
X Ring.....	0.1%
THC.....	0.1%
Misc./ Fill-in.....	0.4%

**BRAKE PADS/ DISCS/  
CALIPERS:**

Will purchase within 12 months .. 63.8%

**IF "YES," WHAT BRAND  
OF BRAKE PADS/ DISCS/  
CALIPERS:**

EBC .....	26.9%
OEM.....	17.6%
Undecided.....	17.5%
Braking.....	10.3%
Brembo.....	6.2%
Galfer.....	5.9%
Renthal.....	4.1%
DP Brakes.....	3.2%
Moose Racing.....	1.4%
SBS Brakes.....	1.4%
Moto-Master.....	1.0%
Ferodo.....	0.9%
Gold Fren.....	0.7%
Excel.....	0.6%
Parts Unlimited.....	0.4%
Vesrah Racing.....	0.4%
Tusk.....	0.3%
Driven.....	0.1%
IMS.....	0.1%
Lyndall.....	0.1%
Magnum.....	0.1%
Misc. / Fill-in.....	0.8%

**SUSPENSION SERVICE:**

Will purchase within 12 months .. 60.2%

**IF "YES," WHAT SUSPENSION  
COMPANY DO YOU PLAN TO  
USE:**

Undecided.....	16.1%
Factory Connection.....	12.0%
Race Tech.....	8.6%
Pro Circuit.....	5.2%
Enzo.....	4.8%
RG3.....	4.0%
Pro-Action.....	3.6%
Öhlins.....	2.5%
EVO.....	1.9%
JM Racing.....	1.3%
MX-Tech.....	1.1%
WP.....	1.1%
MB1.....	0.9%
Shock Therapy.....	0.9%
FCR.....	0.8%
ProMotion.....	0.8%
Superior Suspension Settings.....	0.8%
Devol.....	0.7%
GPS.....	0.7%
PR2.....	0.7%
Tech Care.....	0.7%
Air Ride.....	0.6%
Graeme Brough/ GNZ.....	0.6%
MCR.....	0.6%
Active Ride.....	0.5%
C Cycle.....	0.5%
Dick's Racing.....	0.5%
JP Speed.....	0.5%
Merge Racing.....	0.5%
Pro Valve.....	0.5%
TF Racing.....	0.5%
Too Tech.....	0.5%
Axis.....	0.4%
Choice Suspension.....	0.4%
DC 3 Suspension.....	0.4%
EBR.....	0.4%
Enduro Engineering.....	0.4%
Fox Racing Shox.....	0.4%
JGR.....	0.4%
KPS.....	0.4%
LCS Racing.....	0.4%
Litz Racing.....	0.4%
Noleen.....	0.4%
Powerband Racing.....	0.4%
Privateer Connection.....	0.4%
Shockaholic.....	0.4%
Solva.....	0.4%
TBT.....	0.4%
Weisner Performance.....	0.4%

WMR.....	0.4%
ZR1.....	0.4%
Boughner.....	0.2%
Checkpoint.....	0.2%
Dirt Works.....	0.2%
Euro Suspension.....	0.2%
ESP.....	0.2%
Fastlap.....	0.2%
Fine Line Racing.....	0.2%
Full Travel Innovations.....	0.2%
Harris Performance.....	0.2%
Hitchcock Racing.....	0.2%
Moto Mods.....	0.2%
Motoworks.....	0.2%
Pinnacle.....	0.2%
Poletti.....	0.2%
Precision Concepts.....	0.2%
Speed Technologies.....	0.2%
T7 Suspension.....	0.2%
Bike Tune.....	0.1%
Elka.....	0.1%
Feal.....	0.1%
Grizzly.....	0.1%
High Performance Cycles.....	0.1%
House of Horsepower.....	0.1%
Langston Motorsports.....	0.1%
LT Racing.....	0.1%
M&M Off-Road.....	0.1%
MPE.....	0.1%
Piper Performance.....	0.1%
Planet Advanced.....	0.1%
Pro Racing.....	0.1%
Push Industries.....	0.1%
Racers Edge Performance.....	0.1%
REP.....	0.1%
Schmidt Performance.....	0.1%
Stillwell Performance.....	0.1%
STM.....	0.1%
STS.....	0.1%
Total Control.....	0.1%
Trail Tricks.....	0.1%
TZR.....	0.1%
Misc. / Fill-in.....	11.7%

**BIKE STAND:**

Will purchase within 12 months... 17.3%

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

Undecided.....	30.4%
Matrix.....	25.1%
Works Connection.....	5.8%
MotoConcepts.....	5.6%
Pro Circuit.....	5.6%
FMF.....	3.4%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Cycra .....	2.7%
Fly .....	2.2%
Moose .....	1.9%
ICW .....	1.7%
Polisport .....	1.7%
Akrapovic .....	1.2%
Harbor Freight .....	1.2%
MSR .....	1.2%
Universal .....	1.2%
Ogio .....	1.0%
Pit Posse .....	1.0%
Risk Racing .....	1.0%
Tusk .....	1.0%
Mad Racing .....	0.7%
OEM .....	0.7%
Pro Wheel .....	0.7%
DRC .....	0.5%
FRO Systems .....	0.5%
Rhino Racing .....	0.5%
Misc. / Fill-in .....	1.5%

#### FAVORITE OIL:

Maxima .....	13.4%
Bel-Ray .....	11.5%
Motul .....	8.9%
Amsoil .....	8.2%
Motorex .....	7.4%
Yamalube .....	6.1%
Castrol .....	5.9%
Undecided .....	5.9%
Lucas .....	5.4%
Hondaline .....	4.7%
Shell Rotella .....	4.6%
Mobil .....	2.0%
Spectro .....	2.0%
Silkolene .....	1.7%
Klotz .....	1.6%
Putoline .....	1.1%
Valvoline .....	1.0%
Kawasaki .....	0.9%
Elf .....	0.8%
Redline .....	0.6%
Torco .....	0.6%
Denicol .....	0.6%
Ipone .....	0.6%
Kal-Gard .....	0.6%
Repsol .....	0.6%
Royal Purple .....	0.6%
Blendzall .....	0.5%
Delo .....	0.3%
TiLube .....	0.3%
Dumonde Tech .....	0.2%
Rock Oil .....	0.2%
Pennzoil .....	0.2%
PJ1 .....	0.2%

Panolin .....	0.1%
Quakerstate .....	0.1%
Suzuki .....	0.1%
Misc. / Fill-in .....	0.5%

#### FAVORITE CHAIN LUBE:

Maxima .....	21.4%
Bel-Ray .....	20.0%
Undecided .....	10.7%
Motorex .....	7.0%
Motul .....	6.6%
PJ1 .....	6.0%
WD-40 .....	5.4%
Sikolene .....	3.7%
Lucas Oil .....	2.8%
Amsoil .....	2.3%
Honda OEM .....	2.3%
Castrol .....	2.0%
Yamalube .....	1.5%
Kal-Guard .....	1.1%
Renthal .....	1.0%
Spectro .....	0.9%
Tri-Flow .....	0.6%
Denicol .....	0.6%
Ipone .....	0.6%
Klotz .....	0.6%
TiLube .....	0.5%
Champion .....	0.4%
Moose Racing .....	0.4%
Liquid Performance .....	0.4%
Repsol .....	0.3%
Torco .....	0.3%
Muc-off .....	0.3%
Royal Purple .....	0.3%

#### FAVORITE AIR FILTER:

Twin Air .....	48.5%
No Toil .....	10.5%
UNI .....	9.5%
K&N .....	8.9%
Undecided .....	7.7%
DT1 .....	3.6%
Maxima .....	2.7%
Moose .....	1.6%
Yamaha GYTR .....	1.2%
PJ1 .....	0.9%
HiFlo .....	0.8%
Loudmouth .....	0.8%
Acerbis .....	0.6%
OEM .....	0.5%
MSR .....	0.4%
FunnelWeb .....	0.4%
Bike Master .....	0.1%
PC Racing .....	0.1%
Two Brothers .....	0.1%

Misc. / Fill-in .....	1.1%
-----------------------	------

#### FAVORITE ENGINE COOLANT:

Engine Ice .....	30.1%
Undecided .....	22.1%
Automotive antifreeze .....	10.9%
Maxima Coolanol/Cool-Aide .....	8.3%
Bel-Ray Moto Chill .....	4.7%
Motul Motocool .....	4.7%
Castrol .....	3.3%
Red Line .....	2.8%
Silkolene Pro Cool .....	2.4%
Liquid Performance .....	2.2%
Water .....	2.2%
Prestone Xtreme Sport .....	1.8%
Royal Purple .....	1.8%
OEM .....	0.8%
Evans .....	0.5%
Moose .....	0.4%
Elf .....	0.3%
Motorex .....	0.2%
Putoline .....	0.1%
Zip-ty .....	0.1%
Misc. / Fill-in .....	0.3%

#### WHAT BRAND(S) OF TOOLS DO YOU OWN:

Craftsman .....	70.8%
Motion Pro .....	43.9%
Snap-on .....	43.8%
Dewalt .....	36.8%
Channel Lock .....	32.5%
Makita .....	29.5%
Stanley Tools .....	25.6%
Cresant .....	24.7%
Cobalt .....	21.0%
Mac Tools .....	15.6%
Milwaukee .....	14.4%
Race Tech .....	13.5%
Ryobi .....	12.7%
NGK .....	12.6%
Husky .....	12.2%
Bike Master .....	11.9%
Moose Racing .....	11.7%
FMF .....	11.6%
MSR .....	10.6%
Klein .....	10.0%
Pro Circuit .....	9.9%
Matco Tools .....	9.8%
Excel .....	9.2%
Hitachi .....	9.0%
Parts Unlimited .....	8.9%
DID .....	8.7%
K&N .....	8.6%
Porter Cable .....	8.5%



Wiseco .....	6.2%
Ration-Rite .....	5.7%
Matrix Concepts .....	5.1%
Hot Cams .....	5.0%
Fly Racing .....	4.9%
K&L .....	3.0%
Topeak .....	2.5%
Motorsport Products .....	2.2%
Cruz Tools .....	2.2%
Emgo .....	1.9%
Progressive Suspension .....	1.7%
Drag Specialties .....	1.2%
Hardline .....	1.1%
Helix .....	1.0%
Outerwears .....	1.0%
Air Force Blaster .....	0.9%
Scribner Plastics .....	0.9%
Rowe USA .....	0.8%
Dynatek .....	0.6%
Tire Balls .....	0.6%
Hydro-turf .....	0.6%
Sidchrome .....	0.6%
Tusk .....	0.6%
Facom .....	0.5%
Jims .....	0.5%
Lang Tools .....	0.5%
Tirox .....	0.5%
Beta .....	0.4%
Mastercraft .....	0.4%
Moto Centric .....	0.4%
Simple Solutions .....	0.4%
Torin Jacks Inc .....	0.4%
Stop & Go .....	0.4%
Tecmate .....	0.4%
Kinchrome .....	0.3%
Misc. / Fill-in .....	0.3%

**MOUNTABLE VIDEO CAMERA:**

Will purchase within 12 months .. 28.0%

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

GoPro .....	83.0%
Undecided .....	6.7%
Contour .....	3.5%
Liquid Image .....	1.4%
Replay XD .....	1.4%
iON .....	1.1%
Drift Innovation .....	0.6%
JVC .....	0.3%
Oregon Scientific .....	0.3%
Back Door .....	0.2%
CamOne .....	0.2%
Hoyt Technologies .....	0.2%

Optrix .....	0.2%
Rollei .....	0.2%
Sony .....	0.2%
V.I.O POV .....	0.2%
Vivitar .....	0.2%
Misc. / Fill-in .....	0.1%

**FAVORITE BRAND OF CASUAL SHOE:**

Nike .....	19.1%
Vans .....	12.3%
Undecided .....	12.0%
DC .....	10.4%
New Balance .....	6.9%
Adidas .....	6.5%
Asics .....	4.3%
DVS .....	3.1%
Etnies .....	2.9%
Fox .....	2.6%
Merrell .....	1.8%
Converse .....	1.6%
Sketchers .....	1.5%
Alpinestars .....	1.4%
Puma .....	1.2%
Reebok .....	1.1%
Five Ten .....	1.0%
Brooks .....	0.8%
Salomon .....	0.8%
Globe .....	0.7%
Saucony .....	0.7%
Crocs .....	0.6%
Keen .....	0.6%
Oakley .....	0.4%
Jordan .....	0.4%
Colombia .....	0.4%
The North Face .....	0.4%
Ecco .....	0.3%
Sanuk .....	0.3%
Circa .....	0.2%
Osiris .....	0.2%
Supra .....	0.2%
Toms .....	0.2%
Emerica .....	0.2%
Lakai .....	0.2%
Timberland .....	0.2%
Adio .....	0.1%
eS .....	0.1%
Hi-Tec .....	0.1%
Sperry .....	0.1%
Chacos .....	0.1%
Fallen .....	0.1%
Macbeth .....	0.1%
Red Wing .....	0.1%
Teva .....	0.1%
Under Armor .....	0.1%

Misc. / Fill-in .....

**FAVORITE BRAND OF SUNGLASSES:**

Oakley .....	39.2%
Undecided .....	18.8%
Ray-Ban .....	7.6%
Spy .....	7.0%
Smith Optics .....	3.4%
100% .....	3.1%
Fox .....	2.1%
Dragon .....	1.9%
Maui Jim .....	1.8%
Von Zipper .....	1.8%
Arnette .....	1.8%
Scott .....	1.6%
Electric .....	1.3%
Costa Del Mar .....	1.1%
Bolle' .....	0.7%
Black Flys .....	0.7%
Nike .....	0.5%
Revo .....	0.5%
Rudy Project .....	0.4%
Utopia .....	0.4%
Prada .....	0.4%
Serengeti .....	0.4%
Blur .....	0.3%
Wiley X .....	0.3%
Tifosi .....	0.2%
Persol .....	0.2%
Gatorz .....	0.1%
Gucci .....	0.1%
IVI .....	0.1%
Versace .....	0.1%
Anarchy .....	0.1%
Hoven .....	0.1%
Vuarnet .....	0.1%
Zeal Optics .....	0.1%
Misc. / Fill-in .....	1.7%

**POWERSPORTS ACTIVITY**

**OWN A STREET BIKE:**

Yes .....

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

Sport .....	31.1%
Cruiser .....	15.3%
Dual-sport .....	14.2%
Touring .....	10.7%
Vintage .....	9.9%
Chopper / Custom .....	6.8%
Supernoto .....	5.8%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

Scooter.....	5.5%
Standard.....	0.3%
Misc. / Fill-in.....	0.4%

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

Honda.....	21.5%
Yamaha.....	18.3%
Harley Davidson.....	15.5%
Suzuki.....	11.3%
Kawasaki.....	9.6%
Aprilla.....	0.7%
KTM.....	4.6%
Ducati.....	3.8%
Triumph.....	3.6%
BMW.....	3.5%
Husqvarna.....	1.1%
Buell.....	0.6%
Custom.....	0.6%
MV Agusta.....	0.6%
Husaberg.....	0.4%
BSA.....	0.3%
Derbi.....	0.3%
Indian.....	0.3%
Moto Guzzi.....	0.3%
Norton.....	0.3%
Vespa.....	0.3%
Victory.....	0.3%
Royal Enfield.....	0.1%
Misc. / Fill-in.....	2.1%

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

Yes.....	12.1%
----------	-------

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

Sport.....	23.3%
Dual-Sport.....	19.1%
Cruiser.....	17.0%
Undecided.....	14.7%
Touring.....	9.5%
Supermoto.....	9.2%
Chopper / Custom.....	5.7%
Vintage.....	0.4%
Misc. / Fill-in.....	1.1%

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

Yamaha.....	17.1%
Undecided.....	16.7%
Honda.....	15.0%
Harley Davidson.....	13.9%
KTM.....	13.2%
Suzuki.....	4.5%

BMW.....	3.8%
Kawasaki.....	3.8%
Triumph.....	2.4%
Ducati.....	2.1%
Aprilla.....	1.4%
Husqvarna.....	1.4%
Buell.....	0.7%
Can-Am.....	0.3%
Custom.....	0.3%
Indian.....	0.3%
Victory.....	0.3%
Misc. / Fill-in.....	2.8%

**OWN A SIDE x SIDE ATV?**

Yes.....	5.2%
----------	------

**IF "YES," WHAT BRAND OF SIDE x SIDE ATV:**

Polaris.....	34.4%
Yamaha.....	20.0%
Kawasaki.....	16.8%
John Deere.....	8.0%
Artic Cat.....	4.8%
Can-Am.....	4.0%
Honda.....	4.0%
EZ-Go.....	2.4%
Kubota.....	2.4%
Misc. / Fill-in.....	3.2%

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

Yes.....	2.9%
----------	------

**IF "YES," WHAT BRAND OF SIDE x SIDE ATV:**

Polaris.....	33.3%
Kawasaki.....	17.4%
Can-Am.....	11.6%
Undecided.....	14.7%
Artic Cat.....	7.2%
Yamaha.....	7.2%
Honda.....	4.3%
John Deere.....	4.3%

**OWN AN ATV:**

Yes.....	19.4%
----------	-------

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

Utility.....	53.2%
Sport.....	46.8%

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

Honda.....	30.6%
------------	-------

Yamaha.....	23.8%
Polaris.....	12.4%
Suzuki.....	10.7%
Kawasaki.....	9.9%
Artic Cat.....	2.6%
Can-Am.....	2.4%
KTM.....	1.7%
Kymco.....	1.7%
Bombardier.....	1.1%
Eton.....	0.6%
Misc. / Fill-in.....	2.5%

**PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:**

Yes.....	2.4%
----------	------

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

Sport.....	50.9%
Utility.....	34.5%
Undecided.....	14.6%

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

Undecided.....	29.6%
Yamaha.....	22.2%
Honda.....	18.5%
Kawasaki.....	13.0%
Suzuki.....	7.4%
Bombardier.....	3.7%
Polaris.....	3.7%
Artic Cat.....	1.9%

**OWN A PERSONAL WATERCRAFT:**

Yes.....	9.7%
----------	------

**IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:**

Sea-Doo.....	28.9%
HSR-Benelli.....	28.5%
Honda.....	25.4%
Kawasaki.....	5.3%
Bombardier.....	4.4%
Yamaha.....	0.4%
Misc. / Fill-in.....	7.1%

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

Yes.....	3.5%
----------	------

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.

**IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:**

Yamaha.....	26.7%
Sea-Doo.....	22.1%
Undecided.....	22.1%
Kawasaki.....	17.4%
Bombardier.....	4.7%
Honda.....	3.5%
Misc. / Fill-in.....	3.5%

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

Yes.....	9.0%
----------	------

**IF "YES," WHAT BRAND OF RC CAR/TRUCK:**

Traxxas.....	51.9%
Undecided.....	15.6%
Associated Electrics.....	9.4%
Losi.....	4.2%
HPI Racing.....	3.8%
Kyosho.....	3.3%
Mugen.....	1.9%
Tamiya.....	1.9%
Axial.....	1.4%
Durango.....	1.4%
Hot Bodies.....	0.9%
Venom.....	0.9%
GS Racing.....	0.5%
Thunder Tiger.....	0.5%
XTM Racing.....	0.5%
Misc. / Fill-in.....	1.9%

Hummer.....	0.1%
Misc. / Fill-in.....	0.5%

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

Yes.....	16.1%
----------	-------

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

Ford.....	25.3%
Toyota.....	18.7%
Chevrolet.....	17.9%
Undecided.....	15.2%
Dodge.....	10.4%
GMC.....	5.1%
Nissan.....	2.7%
Volkswagen.....	1.1%
Holden.....	0.8%
Honda.....	0.8%
Mitsubishi.....	0.8%
Mercedes.....	0.5%
Mazda.....	0.3%
Misc. / Fill-in.....	0.4%

**AUTOMOTIVE**

**OWN A PICKUP TRUCK:**

Yes.....	69.0%
----------	-------

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

Ford.....	31.0%
Chevrolet.....	21.5%
Toyota.....	16.9%
Dodge.....	13.9%
GMC.....	6.7%
Nissan.....	5.1%
Mazda.....	1.2%
Mitsubishi.....	0.7%
Honda.....	0.7%
Holden.....	0.6%
Isuzu.....	0.6%
Volkswagen.....	0.4%
Jeep.....	0.1%

Methodology – This survey was conducted on Vital MX in July 2013. Responses were limited to one per person. Results were tabulated from over 3,000 surveys.