

2017 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

48% *Raced in the
Past 12 Months*

81% *Rode MX Track in
Past 12 Months*

40% *Will Buy a New Bike
in the Next Year*

65% *Will Buy New Riding Gear
in the Next Year*

\$103,483 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **21.8%** KTM

Riding Gear to Buy: **17.9%** FOX

Helmet to Buy: **22.8%** BELL

Exhaust to Buy: **47.9%** FMF

Boots to Buy: **37.3%** ALPINESTARS

METHODOLOGY:

This survey was conducted on Vital MX, May - June 2017. Responses were limited to one per person. Results were tabulated from over 6,000 surveys. Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

Male	97.0%
Female	3.0%

MARITAL STATUS:

Married	55.7%
Single	44.3%

AGE:

Average	38
Median	39
19 or under	12.3%
20-29	19.8%
30-39	16.9%
40-49	23.8%
50-59	22.0%
60 or older	5.1%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.9%
High school	26.5%
Some college	28.2%
College	29.3%
Postgraduate degree	10.1%

HOUSEHOLD INCOME:

Average	\$103,483
Median	\$87,500
Under \$25,000	6.4%
\$25,001 - \$50,000	11.4%
\$50,001 - \$75,000	16.2%
\$75,001 - \$100,000	16.2%
\$100,001 - \$125,000	12.6%
\$125,001 - \$150,000	9.9%
\$150,001 - \$175,000	5.7%
\$175,001 - \$200,000	4.2%
\$200,001 - \$225,000	2.3%
\$225,001 - \$250,000	1.9%
\$250,001 or more	4.8%

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

United States	74.5%
Australia	6.6%
Canada	6.2%
United Kingdom	2.2%
New Zealand	1.2%
Sweden	1.1%
South Africa	1.0%
Netherlands	0.7%
France	0.6%
Italy	0.4%

U.S. TRAFFIC:

**Top 10 states from survey responses:*

California	18.8%
Texas	6.2%
Colorado	3.9%
Michigan	3.9%
Florida	3.9%
Washington	3.7%
Pennsylvania	3.4%
Ohio	3.2%
Arizona	3.1%
New York	3.0%

INTERNATIONAL TRAFFIC:

**Top 10 of 224 countries from Google Analytics:*

United States	65.3%
Australia	5.8%
Canada	5.6%
United Kingdom	4.9%
France	2.2%
Sweden	1.8%
Germany	1.4%
New Zealand	1.3%
Netherlands	1.2%
Italy	0.9%

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

California	20.4%
Texas	7.5%
Michigan	4.1%
Washington	4.0%
New York	4.0%
Florida	3.9%
Illinois	3.8%
Pennsylvania	3.7%
Ohio	3.3%

North Carolina	3.3%
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NON-MOTO ACTIVITIES IN WHICH YOU PARTICIPATE, OR FOLLOW:

Mountain Biking	44.4%
Camping	40.7%
Fishing	33.1%
Shooting	31.9%
Hiking	27.1%
Video Gaming	26.7%
Running	23.2%
Golf	20.9%
Hunting	20.3%
Football	18.8%
Moto GP	18.8%
BMX	17.9%
Road Cycling	16.2%
Basketball	16.1%
Baseball	15.7%
Snowboarding	14.4%
Formula 1	12.7%
Skiing	12.0%
Karting	11.5%
Drag Racing	11.5%
Snowmobiling	10.9%
Quads	10.7%
Skateboarding	10.6%
Kayaking	10.5%
Hockey	10.4%
Wakeboarding	10.4%
Soccer	10.2%
RC	10.1%
NASCAR	9.9%
CrossFit	9.9%
Off-Road Truck Racing	9.9%
Side by sides	9.0%
Surfing	8.5%
Climbing	7.3%
Waterskiing	6.9%
Rally	6.5%
Indy Car	6.3%
Boxing	6.0%
Tennis	5.5%
Rugby	3.6%
Lacrosse	1.6%
MMA	0.5%
Jet Skiing	0.4%
Body Building	0.4%
Boating	0.3%
Swimming	0.2%
Snow Biking	0.2%
Scuba Diving	0.2%
Misc. / Fill-in	4.4%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites	81.7%
Social Media	56.7%
Friends	54.8%
Magazines	54.5%
Being at the track / races / events	49.4%
Television	34.9%
Local shop.....	32.0%
Manufacturer web sites.....	24.9%
Podcasts	21.8%
Mail-order web sites.....	14.6%
Manufacturer catalogs	8.7%
Mail-order catalogs	6.3%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes	85.8%
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MOTOCROSS BIKE CURRENTLY OWNED:

Yamaha.....	24.2%
Honda	24.0%
KTM	19.9%
Kawasaki.....	13.3%
Suzuki.....	9.8%
Husqvarna	4.8%
Beta.....	0.5%
Gas Gas.....	0.4%
Bultaco.....	0.3%
Sherco	0.3%
TM.....	0.3%
CZ.....	0.2%
BMW	0.2%
Maico.....	0.1%
Cobra	0.1%
Misc. / Fill-In	1.6%

SIZE OF PRIMARY BIKE:

50-85.....	3.2%
100-110.....	0.9%
125.....	9.4%
150.....	1.6%

200-230.....	2.6%
250.....	38.1%
300.....	3.9%
350.....	4.5%
400.....	1.3%
450.....	28.4%
500 or bigger	4.1%
Misc. / Fill-in.....	2.1%

PRIMARY BIKE 2-STROKE OR 4-STROKE:

2-Stroke.....	39.9%
4-Stroke.....	60.1%

TOTAL DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Average.....	2.8
1.....	23.8%
2.....	27.3%
3.....	17.4%
4.....	12.1%
5 or more.....	19.4%

TYPES OF DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Motocross.....	85.6%
Off-Road (enduro, trail, XC).....	39.5%
Dual-Sport.....	12.6%
Trials.....	1.6%
Pit Bike	0.9%
Vintage.....	0.6%
Supermoto	0.5%
Flat Track.....	0.4%
Adventure.....	0.2%
Misc. / Fill-in.....	0.3%

WHERE NORMALLY BUY NEW PARTS:

Online / mail-order retailer	56.1%
Local shop.....	38.7%
Direct from manufacturer	5.2%

MAIL-ORDER USERS BUY FROM MOST:

Rocky Mountain ATV/MC	35.5%
MotoSport	19.3%
BTO Sports.....	10.4%
Ebay	7.2%
Amazon	5.6%
24MX.....	2.8%
Motorcycle Superstore.....	2.6%
Bike Bandit.....	1.5%
FortNine	1.4%
Dennis Kirk	1.4%
Chaparral.....	1.3%
Revzilla.....	1.2%
Bob's Cycle Supply	1.1%
MX Store.....	0.8%
Undecided.....	0.8%
KTM-Parts	0.5%
Motocross Giant	0.5%
FreestyleXtreme	0.4%
MX Mega Store.....	0.4%
Service Honda	0.4%
Torpedo7.....	0.4%
JP Cycles.....	0.3%
Thumpertalk	0.2%
2 Wheel Parts Supply.....	0.2%
Bud Racing.....	0.2%
DirtBikeBitz	0.2%
Partzilla	0.2%
Misc. / Fill-in.....	3.0%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross web sites.....	76.0%
Magazines	51.6%
Riding friends.....	46.9%
Social media	38.8%
Local motorcycle shop.....	36.4%
Manufacturer websites.....	35.4%
Mail-order websites	24.6%
Manufacturer catalogs.....	13.6%
Mail-order catalogs.....	8.5%
Misc. / Fill-in.....	1.0%

HOW OFTEN RIDE:

Average.....	1.4 times per week
4 or more times a week	7.3%
2-3 times a week.....	20.7%
About once a week	27.3%
2-3 times a month	21.7%
About once a month.....	13.1%

I don't ride regularly 9.9%

FAVORITE TYPE OF RIDING:

Motocross tracks 61.5%
 Off-Road (trail riding, enduro) . 31.1%
 Dual Sport 1.8%
 Trials 1.3%
 Endurocross 1.2%
 Sand Dunes 0.9%
 Street / Road 0.7%
 Supermoto 0.6%
 Flat Track 0.2%
 Misc. / Fill-in 0.7%

TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

Motocross tracks 80.8%
 Off-Road (trail riding, enduro) . 70.9%
 Street / Road 25.4%
 Dual Sport 15.2%
 Sand Dunes 11.7%
 Trials 11.2%
 Endurocross 10.0%
 Supermoto 3.4%
 Flat track 0.4%
 Misc. / Fill-in 0.7%

RACED IN THE PAST 12 MONTHS:

Yes 48.4%

IF "YES," WHAT TYPE OF RACE:

Motocross 82.0%
 Off-road (GNCC, Desert, etc.).. 35.2%
 Arenacross 12.9%
 Endurocross 4.9%
 Supermoto 2.2%
 Trials 0.6%
 Flat Track 1.0%
 Vintage 0.8%
 Supercross 0.5%
 Misc. / Fill-in 0.8%

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

Currently work in shop 5.8%
 Previously worked in shop 21.6%

DIRT / MOTOCROSS BIKE PURCHASE INTENT

WILL REPLACE DIRT/MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes 40.2%

IF "YES," WHAT SIZE:

50-85 4.3%
 100-110 0.8%
 125 7.9%
 150 2.3%
 200-230 1.4%
 250 33.4%
 300 7.3%
 350 5.6%
 400 0.2%
 450 33.3%
 500 or bigger 3.0%
 Misc. / Fill-in 0.5%

IF "YES," 2-STROKE OR 4-STROKE:

2-Stroke 37.8%
 4-Stroke 62.2%

IF "YES," WHAT TYPE:

Motocross 73.4%
 Off-Road (enduro, trail, XC).... 22.0%
 Dual-Sport 4.6%

IF "YES," WHAT BRAND:

KTM 21.8%
 Yamaha 19.9%
 Honda 17.3%
 Undecided 12.2%
 Husqvarna 10.9%
 Kawasaki 10.2%
 Suzuki 4.1%
 Beta 0.9%
 TM 0.7%
 Cobra 0.4%
 Gas Gas 0.4%
 Sherco 0.3%
 Bultaco 0.1%
 Alta 0.1%
 Misc. / Fill-in 0.7%

IF "YES," BRAND OF BIKE, CROSS-TABULATED BY 250:

Yamaha 31.9%
 KTM 16.9%
 Honda 15.6%
 Kawasaki 12.3%
 Undecided 9.3%
 Husqvarna 6.8%
 Suzuki 4.4%
 TM 0.9%
 Beta 0.4%
 Gas Gas 0.4%

IF "YES," BRAND OF BIKE, CROSS-TABULATED BY 450:

Honda 30.4%
 Yamaha 15.8%
 KTM 15.1%
 Undecided 14.2%
 Kawasaki 11.9%
 Husqvarna 6.2%
 Suzuki 5.9%
 Beta 0.2%
 TM 0.2%

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months ... 64.8%

IF "YES," WHAT BRAND:

Undecided	21.0%
Fox.....	17.9%
Fly.....	10.8%
Troy Lee Designs	9.2%
Thor	5.1%
Alias.....	4.7%
Shift	4.6%
Alpinestars	4.0%
Seven	2.8%
Answer.....	2.7%
O'Neal.....	2.5%
Fasthouse	2.5%
JT Racing	1.3%
Klim.....	1.3%
MSR.....	1.3%
Moose	1.1%
FXR	0.9%
AXO	0.7%
ONE Industries.....	0.7%
KTM PowerWear	0.6%
Leatt.....	0.6%
Canvas MX	0.5%
Husqvarna Apparel.....	0.3%
Acerbis.....	0.3%
Shot.....	0.3%
UFO	0.2%
Sinisol	0.2%
Misc. / Fill-in	1.7%

GLOVES:

Will purchase within 12 months ... 64.3%

IF "YES," WHAT BRAND:

Undecided	25.0%
Fox.....	17.2%
Fly.....	8.8%
100%.....	8.3%
Troy Lee Designs	6.7%
Deft Family	3.3%
Alias.....	3.2%
Thor	3.1%
Alpinestars	2.7%
Answer.....	2.3%
Shift	2.3%
Seven	1.7%
Novik	1.6%
O'Neal.....	1.6%
JT Racing	1.2%
MSR.....	1.0%
Fist	0.8%
Leatt.....	0.7%
Moose	0.7%
AXO.....	0.6%
FXR	0.6%
ONE Industries.....	0.6%
Klim	0.4%
EVS.....	0.4%
Husqvarna Apparel.....	0.4%
KTM PowerWear	0.4%
Oakley	0.4%
Acerbis	0.3%
Mechanix Wear	0.2%
Nvrted.....	0.2%
Illusive	0.2%
Scott.....	0.2%
SHOT.....	0.2%
UFO	0.2%
Misc. / Fill-in.....	2.2%

HELMET:

Will purchase within 12 months ... 44.0%

IF "YES," WHAT BRAND:

Bell	22.2%
Undecided	17.3%
6D	9.2%
Fox.....	9.0%
Shoei.....	8.6%
Troy Lee Designs	7.3%
Arai.....	5.3%
Fly.....	5.3%
Airoh.....	3.1%
HJC	1.4%
Just 1	1.2%
O'Neal	1.1%

Leatt.....	0.9%
Suomy.....	0.9%
Thor.....	0.8%
AGV.....	0.6%
Answer	0.6%
EVS.....	0.4%
Scorpion	0.4%
UFO	0.4%
M2R	0.4%
JT Racing	0.3%
ONE Industries	0.3%
Shift.....	0.3%
Acerbis	0.3%
Alias.....	0.2%
KTM PowerWear	0.2%
LS2.....	0.2%
Moto XXX	0.2%
FXR.....	0.2%
Klim	0.2%
Shark.....	0.2%
Misc. / Fill-in.....	0.8%

GOGGLES:

Will purchase within 12 months ... 53.8%

IF "YES," WHAT BRAND:

100%	30.8%
Oakley	17.7%
Undecided	15.0%
Scott	14.1%
EKS Brand	5.9%
Spy	3.9%
Fox	3.2%
Dragon	2.4%
Smith Optics.....	1.4%
Von Zipper	1.4%
Fly	0.6%
KTM PowerWear	0.3%
Answer	0.3%
Rip N Roll	0.2%
Viral	0.2%
Pro Grip.....	0.2%
Thor.....	0.2%
509	0.2%
Blur	0.2%
CTO	0.2%
Pro-Vue.....	0.2%
Misc. / Fill-in.....	1.4%

BOOTS:

Will purchase within 12 months ... 41.8%

IF "YES," WHAT BRAND:

Alpinestars	37.3%
Gaerne.....	21.0%
<i>Undecided</i>	<i>12.0%</i>
Fox.....	11.1%
Sidi	10.1%
Fly.....	1.4%
O'Neal	1.1%
TCX	1.1%
Thor	1.0%
Forma.....	0.8%
AXO	0.6%
Acerbis	0.5%
Jett	0.4%
MSR.....	0.3%
Answer.....	0.2%
JT	0.2%
UFO	0.2%
KTM PowerWear	0.2%
SixSixOne	0.2%
<i>Misc. / Fill-in</i>	<i>0.6%</i>

NECK PROTECTION:

Will purchase within 12 months ... 16.1%

IF "YES," WHAT BRAND:

Leatt.....	29.9%
Atlas.....	27.4%
<i>Undecided</i>	<i>22.7%</i>
Alpinestars	9.2%
EVS	4.5%
Fly.....	1.6%
Troy Lee Designs	1.4%
UFO	0.9%
KTM PowerWear	0.8%
Ortema	0.8%
Moveo.....	0.1%
Omega.....	0.1%
<i>Misc. / Fill-in</i>	<i>0.5%</i>

CHEST PROTECTOR:

Will purchase within 12 months ... 22.4%

IF "YES," WHAT BRAND:

<i>Undecided</i>	<i>27.9%</i>
Fox.....	18.3%
Leatt.....	9.9%
Alpinestars	8.5%
Troy Lee	6.0%
Atlas.....	5.9%
EVS	5.0%

Thor	4.6%
Fly.....	3.8%
Answer	1.4%
Acerbis	1.3%
RXR Protect	1.1%
HRP Sports.....	0.8%
MSR.....	0.8%
O'Neal	0.7%
MotocrossVest.....	0.7%
Six Six One	0.6%
AXO.....	0.5%
Forcefield	0.5%
KTM	0.5%
One Industries	0.3%
<i>Misc. / Fill-in</i>	<i>1.2%</i>

KNEE PROTECTION:

Will purchase within 12 months ... 24.4%

IF "YES," WHAT BRAND:

<i>Undecided</i>	<i>29.7%</i>
Mobius	13.5%
EVS.....	11.5%
Asterisk	8.8%
POD MX	7.3%
CTi.....	6.0%
Leatt	5.7%
Alpinestars	4.4%
Fox.....	3.7%
Thor	1.7%
Troy Lee Designs	1.4%
Acerbis	1.2%
Fly.....	1.1%
DonJoy.....	0.8%
SixSixOne	0.6%
Ortema	0.4%
AXO.....	0.3%
Moose	0.3%
Polisport.....	0.3%
A.R.C.	0.2%
MSR.....	0.2%
ONE Industries	0.2%
Shift	0.2%
<i>Misc. / Fill-in</i>	<i>0.8%</i>

EXHAUST:

Will purchase within 12 months ... 31.1%

IF "YES," WHAT BRAND:

FMF	47.9%
Pro Circuit	15.2%
Yoshimura	8.9%

<i>Undecided</i>	<i>8.7%</i>
Akrapovic	4.6%
Bill's Pipes	3.6%
HGS	1.3%
Dr. D / Dubach	1.2%
Scalvini	1.1%
GYTR.....	1.0%
DEP.....	0.9%
DG Performance	0.6%
Rocket	0.6%
Arrow.....	0.3%
KTM PowerParts	0.2%
Supertrapp	0.2%
Two Brothers	0.2%
<i>Misc. / Fill-in</i>	<i>3.4%</i>

GRAPHICS:

Will purchase within 12 months ... 40.1%

IF "YES," WHAT BRAND:

<i>Undecided</i>	<i>29.6%</i>
DeCal Works	12.5%
Factory Effex	5.1%
180 Decals.....	3.0%
D'Cor.....	2.1%
Factory Backing	1.8%
Attack Graphics	1.7%
N-Style	1.7%
Throttle Jockey	1.7%
Fusion Graphix	1.5%
Motopro Graphics.....	1.3%
Roost MX	1.3%
139 Designs	1.0%
Split Designs Co	1.0%
Bike Graphix	0.8%
EVO MX.....	0.8%
MGX Unlimited	0.8%
Flu Designs.....	0.8%
Pro Circuit	0.7%
Blackbird Racing	0.7%
KTM Team Replica	0.7%
ONE Industries	0.7%
Black Diamond.....	0.6%
Magik SC	0.6%
FMF	0.6%
RedLabel MX	0.6%
Motocal	0.6%
Armored Graphix.....	0.5%
Limited Decal	0.5%
Racestar Grafix	0.5%
Teencee Graphics	0.5%
Cycra.....	0.4%
HBD Moto Grafx.....	0.4%
Techone Designs	0.4%

A01 Designs.....	0.4%
MotoSport.....	0.4%
Workshop Graphics.....	0.4%
Backyard Design.....	0.4%
Defy.....	0.4%
DirtCandy Graphics.....	0.3%
Husqvarna.....	0.3%
KTM PowerParts.....	0.3%
Lime Nine.....	0.3%
S4 MX.....	0.3%
Zeronine.....	0.3%
343 Graphics.....	0.3%
ArcticFX Graphics.....	0.3%
Black Heart.....	0.3%
Enjoy Mfg.....	0.3%
Mad Cow.....	0.3%
Ringmaster.....	0.3%
SSI Decals.....	0.3%
Forty Five Designs.....	0.3%
MX Graphics.....	0.3%
Dirt Digits.....	0.2%
Dirt DNA.....	0.2%
Guts Racing.....	0.2%
K-Rae Graphics.....	0.2%
LCG Graphix.....	0.2%
Link Graphics.....	0.2%
Rusk Racing.....	0.2%
Stellar MX.....	0.2%
Willmax Graphics.....	0.2%
Y&S Designs.....	0.2%
4MX Graphics.....	0.2%
Danger UK.....	0.2%
ilabb.....	0.2%
Kustom MX.....	0.2%
MotoConcepts.....	0.2%
Nine Two Decals.....	0.2%
Ride Industries.....	0.2%
Ryno Designs.....	0.2%
JJW Designs.....	0.2%
TARmx.....	0.2%
Fast Am Productions.....	0.2%
Misc. / Fill-in.....	11.9%

TIRES:

Will purchase within 12 months ... 70.0%

IF "YES," WHAT BRAND:

Dunlop.....	42.8%
Michelin.....	13.6%
Undecided.....	10.9%
Bridgestone.....	9.3%
Pirelli.....	6.9%
Maxxis.....	5.2%
Kenda.....	2.5%

Golden Tyre.....	2.2%
Metzler.....	1.5%
Artrax.....	0.9%
Shinko.....	0.7%
Mitas.....	0.7%
IRC.....	0.6%
Motoz.....	0.4%
Sedona.....	0.3%
STI.....	0.2%
Cheng Shin.....	0.2%
Continental.....	0.2%
Misc. / Fill-in.....	1.0%

HANDLEBARS:

Will purchase within 12 months ... 26.7%

IF "YES," WHAT BRAND:

Renthal.....	40.5%
Pro Taper.....	30.6%
Mika Metals.....	8.9%
Undecided.....	6.3%
ODI.....	2.7%
Fasst Company.....	2.2%
Tag.....	2.0%
Neken.....	1.6%
KTM PowerParts.....	0.8%
Easton.....	0.6%
Fly.....	0.5%
Twisted Engineering.....	0.5%
Tusk.....	0.4%
Vortex.....	0.3%
Torc1.....	0.3%
Acerbis.....	0.2%
Husqvarna.....	0.2%
Moose.....	0.2%
Misc. / Fill-in.....	1.1%

GRIPS:

Will purchase within 12 months ... 52.7%

IF "YES," WHAT BRAND:

ODI.....	27.8%
Renthal.....	23.3%
Pro Taper.....	14.5%
Undecided.....	12.6%
Pro Grip.....	3.9%
Scott.....	3.2%
KTM PowerParts.....	2.2%
Oury.....	1.5%
A'ME.....	1.1%
OEM.....	1.0%
Mika Metals.....	0.9%

Tag.....	0.8%
Domino.....	0.7%
Fly.....	0.7%
Troy Lee Designs.....	0.7%
Moose.....	0.6%
Torc1.....	0.5%
Husqvarna.....	0.5%
EKS Brand.....	0.4%
Motion Pro.....	0.3%
Next Components.....	0.3%
O'Neal.....	0.3%
Spider.....	0.3%
Hammerhead.....	0.2%
Tusk.....	0.2%
MSR.....	0.2%
Neken.....	0.2%
Risk Racing.....	0.2%
Misc. / Fill-in.....	1.1%

LEVERS:

Will purchase within 12 months ... 24.3%

IF "YES," WHAT BRAND:

ARC.....	20.3%
ASV.....	18.3%
Undecided.....	16.3%
Works Connection.....	6.9%
OEM.....	5.6%
Pro Taper.....	4.7%
KTM PowerParts.....	3.0%
Renthal.....	2.7%
Zeta.....	2.3%
Sunline.....	2.1%
Tusk.....	1.9%
Motion Pro.....	1.8%
MSR.....	1.6%
Pro Circuit.....	1.5%
Torc1.....	1.5%
Moose.....	1.1%
GYTR.....	0.8%
Hammerhead.....	0.8%
Magura.....	0.7%
Next Components.....	0.7%
Race Tech.....	0.7%
Streamline Industries.....	0.6%
Apico.....	0.5%
Bud Racing.....	0.5%
Fly Hard Parts.....	0.5%
Husqvarna.....	0.3%
Warp 9.....	0.3%
Factor MRC.....	0.2%
Zap Technix.....	0.2%
Misc. / Fill-in.....	1.8%

CLUTCH:

Will purchase within 12 months ... 26.4%

IF "YES," WHAT BRAND:

Hinson.....	29.5%
Rekluse	23.8%
OEM.....	13.7%
<i>Undecided</i>	11.3%
Barnett	4.5%
EBC.....	3.4%
Boyesen	3.2%
Tusk.....	2.7%
GYTR	1.9%
ProX.....	1.7%
Wiseco	1.6%
Moose	0.6%
DP.....	0.5%
KG.....	0.5%
Bud Racing	0.4%
<i>Misc. / Fill-in</i>	0.8%

PISTON:

Will purchase within 12 months ... 34.8%

IF "YES," WHAT BRAND:

Wiseco	24.8%
OEM.....	18.8%
Vertex	16.3%
<i>Undecided</i>	9.6%
ProX.....	5.0%
KTM PowerParts.....	4.5%
CP-Carrillo.....	3.5%
Wossner	3.5%
Pro Circuit.....	2.8%
Athena.....	2.3%
GYTR	2.1%
JE.....	2.1%
Hot Rods	1.1%
Husqvarna	0.9%
Namura	0.8%
Moose	0.5%
Mahle.....	0.3%
Bud Racing	0.3%
Cosworth.....	0.3%
<i>Misc. / Fill-in</i>	0.6%

FOOTPEGS:

Will purchase within 12 months ... 14.0%

IF "YES," WHAT BRAND:

<i>Undecided</i>	20.0%
IMS.....	11.0%
Raptor Titanium	9.7%
Fastway / Promoto.....	7.5%
Flo Motorsports.....	7.2%
Ankle Savers	4.0%
Pro Taper.....	4.0%
PivotPegz.....	2.8%
Fasst Company	2.5%
Pro Circuit.....	2.5%
Pro Pegs Titanium	2.5%
KTM PowerParts.....	2.2%
OEM.....	2.2%
Scar Racing	2.0%
Tusk.....	2.0%
Moose	1.8%
Works Connection.....	1.8%
Moto Stuff.....	1.7%
Fly Hard Parts	1.3%
MSR.....	1.3%
DRC / Zeta.....	1.2%
Torc1.....	1.2%
Next Components	1.0%
Talon.....	0.8%
Kite	0.7%
Pro Moto Billet.....	0.7%
Sunline	0.7%
Lightspeed.....	0.5%
Warp 9	0.5%
Akrapovic.....	0.3%
Turner	0.3%
Apico	0.2%
Blingstar.....	0.2%
<i>Misc. / Fill-in</i>	2.0%

PRE-BUILT WHEELS:

Will purchase within 12 months ... 14.0%

IF "YES," WHAT BRAND:

Dubya.....	19.4%
Tusk.....	18.1%
<i>Undecided</i>	13.6%
Talon / Excel	10.7%
Excel Pro Series G2.....	7.3%
FasterUSA.....	5.1%
Warp 9	4.4%
Kite / DID	3.4%
DNA.....	2.9%
Kite / Excel	2.7%
Haan.....	2.6%
OEM.....	1.4%
Pro-Wheel	1.4%

Talon / DID	1.4%
Factory Effex.....	1.0%
KTM PowerParts.....	0.9%
SM Pro	0.7%
TCR.....	0.5%
Appalachian Moto Products.....	0.3%
Rad Manufacturing	0.3%
<i>Misc. / Fill-in</i>	1.9%

RIMS:

Will purchase within 12 months ... 9.3%

IF "YES," WHAT BRAND:

Excel	41.4%
D.I.D	16.9%
<i>Undecided</i>	14.3%
Tusk.....	7.6%
Dubya.....	3.9%
Warp 9.....	2.9%
Pro-Wheel	2.6%
Moose.....	2.1%
DNA.....	1.3%
Factory Effex.....	1.3%
OEM	1.0%
Sun	1.0%
Alpina.....	0.8%
Notako.....	0.5%
SM Pro	0.5%
BBR	0.3%
Bud Racing.....	0.3%
Sunline	0.3%
<i>Misc. / Fill-in</i>	1.0%

HUBS:

Will purchase within 12 months ... 4.1%

IF "CUSTOM," WHAT BRAND:

<i>Undecided</i>	17.6%
Talon	16.4%
Dubya.....	10.9%
Excel Pro Series G2.....	9.1%
Kite	9.1%
Tusk	7.9%
OEM.....	6.1%
FasterUSA	5.5%
Warp 9.....	3.6%
Bud Racing.....	3.0%
TCR.....	3.0%
DNA.....	1.8%
Factory Effex.....	1.2%
Pro-Wheel	1.2%
G-Force Richter.....	0.6%
Haan.....	0.6%

Psychic MX.....	0.6%
RAD Mfg.	0.6%
Sunline	0.6%
Misc. / Fill-in	0.6%

SPROCKET:

Will purchase within 12 months ... 54.6%

IF "YES," WHAT BRAND:

Renthal.....	31.4%
Undecided.....	16.6%
Pro Taper	7.0%
Sunstar	5.5%
Supersprox	5.1%
Mika Metals	4.6%
Vortex	3.7%
JT	3.5%
Primary Drive.....	3.1%
KTM PowerParts.....	2.5%
Iron Man	1.9%
Talon.....	1.8%
GYTR	1.6%
Dirt Tricks.....	1.5%
OEM	1.5%
Tag.....	1.1%
Sidewinder	1.0%
Moose	0.9%
AFAM.....	0.8%
MSR.....	0.6%
RK	0.5%
Husqvarna	0.5%
ProX.....	0.5%
Fly Hard Parts	0.4%
Nihilo Concepts.....	0.3%
PBI.....	0.2%
Turner	0.2%
Misc. / Fill-in	1.9%

CHAIN:

Will purchase within 12 months ... 57.6%

IF "YES," WHAT BRAND:

DID.....	33.0%
Renthal.....	15.8%
Undecided.....	14.2%
RK Chain	9.0%
Regina.....	4.3%
EK.....	3.8%
Pro Taper	3.8%
Primary Drive.....	3.2%
Mika Metals	2.7%
KTM PowerParts.....	1.3%
Sunstar	1.2%

Tsubaki	0.8%
Vortex	0.7%
Moose	0.6%
GYTR	0.5%
Fly Hard Parts	0.5%
JT	0.5%
Parts Unlimited.....	0.5%
ProX.....	0.4%
SRT.....	0.4%
Bud Racing.....	0.3%
MSR.....	0.3%
Sidewinder	0.3%
AFAM.....	0.3%
CZ.....	0.3%
Husqvarna	0.3%
KMC	0.3%
Misc. / Fill-in.....	0.6%

BRAKE PADS/ DISCS/**CALIPERS:**

Will purchase within 12 months ... 38.2%

IF "YES," WHAT BRAND:

EBC	22.5%
Undecided.....	18.7%
OEM	11.6%
Braking	9.7%
Galfer	8.0%
Brembo	7.4%
KTM PowerParts.....	3.5%
Tusk	2.4%
DP Brakes	1.7%
Renthal	1.5%
SBS Brakes	1.5%
Moto-Master.....	1.2%
Moto Stuff.....	1.2%
Pro Taper.....	1.2%
Gold Fren	0.9%
Moose Racing.....	0.8%
Mika Metals	0.7%
ProX.....	0.7%
Ferodo.....	0.6%
Bud Racing.....	0.5%
Excel	0.4%
Husqvarna	0.4%
Parts Unlimited.....	0.4%
SRT.....	0.4%
MSR.....	0.3%
Driven	0.3%
Magnum.....	0.2%
Misc. / Fill-in.....	1.1%

PLASTICS:

Will purchase within 12 months ... 31.1%

IF "YES," WHAT BRAND:

Acerbis	31.8%
Cycra.....	20.2%
Undecided.....	13.2%
UFO	11.0%
Polisport	7.0%
OEM	6.8%
RTech.....	2.8%
KTM PowerParts.....	2.7%
MX Plastics	1.5%
Husqvarna	1.0%
DC Plastics	0.4%
VMX	0.4%
Maier.....	0.3%
Preston Petty Products	0.2%
TX Race	0.2%
Misc. / Fill-in.....	0.4%

SEAT OR SEAT COVER:

Will purchase within 12 months ... 27.5%

IF "YES," SEAT OR SEAT COVER:

Seat.....	23.8%
Seat cover	76.2%

IF "SEAT," WHAT BRAND:

Guts.....	17.5%
SDG	12.0%
Seat Concepts	11.6%
KTM PowerParts.....	10.8%
Acerbis	10.0%
OEM	9.2%
Factory Effex.....	8.8%
MotoSeat	5.2%
Think.....	3.6%
Enduro Engineering	2.8%
Husqvarna	2.0%
Factory Backing	1.6%
Undecided.....	1.6%
Hi-Flite	0.8%
Psychic MX	0.4%
Misc. / Fill-in.....	2.4%

IF "SEAT COVER," WHAT BRAND:

MotoSeat.....	20.1%
Factory Effex	11.0%
Guts	10.7%
Factory Seat	5.6%
KTM PowerParts.....	5.2%
DeCal Works.....	4.9%
OEM	4.3%
D'cor	3.5%
Throttle Jockey.....	3.4%
Acerbis	2.8%
Attack Graphics.....	2.3%
Seat Concepts.....	2.3%
SDG	2.0%
N-Style.....	1.9%
<i>Undecided</i>	1.9%
One Industries	1.4%
Flu Designs	1.2%
Husqvarna	1.1%
Enjoy Mfg	1.0%
Traction MX.....	1.0%
Blackbird.....	0.8%
Bud Racing	0.8%
Bike Graphix.....	0.6%
CFX	0.6%
Moose	0.6%
MotoPro.....	0.6%
StompGrip.....	0.5%
BUR.....	0.4%
Ceet.....	0.4%
DR Trim.....	0.4%
Evo-Mx.....	0.4%
Psychic MX.....	0.4%
Tecnosel.....	0.4%
Saddlemen.....	0.2%
S4MX	0.2%
Topline.....	0.2%
<i>Misc. / Fill-in</i>	5.0%

BIKE PROTECTION:

Will purchase within 12 months ... 15.3%

IF "YES," WHAT BRAND:

Works Connection.....	28.8%
Acerbis	24.5%
<i>Undecided</i>	23.2%
Cycra.....	16.8%
TM Designworks.....	13.9%
KTM PowerParts.....	9.5%
Enduro Engineering.....	8.8%
Lightspeed.....	7.5%

Tusk	6.9%
Moose	5.3%
GYTR	5.0%
DeVol Racing.....	4.5%
P3	3.7%
Polisport.....	3.2%
Fastway	2.9%
MSR.....	2.7%
Husqvarna	2.6%
Hyde Racing	1.3%
Leo Vince.....	1.3%
Ricochet Offroad	1.3%
Unabiker.....	1.3%
AXP Motocross.....	1.1%
Flatland Racing	1.1%
Bullet Proof Designs.....	1.0%
7602 Racing	0.8%
DH1	0.6%
ICW	0.6%
Meca/System	0.6%
CF Works	0.5%
CrossPro.....	0.5%
Next Components	0.5%
CRD	0.3%
Emperor Racing.....	0.3%
Pro Carbon	0.3%
Scar	0.3%
Appalachian Moto Products.....	0.2%
MEC.....	0.2%
<i>Misc. / Fill-in</i>	4.2%

SUSPENSION SERVICE:

Will purchase within 12 months ... 45.8%

IF "YES," WHAT SUSPENSION COMPANY:

<i>Undecided</i>	16.4%
Factory Connection	11.8%
Race Tech.....	9.9%
Enzo	4.8%
Pro Circuit.....	3.1%
Pro-Action.....	2.1%
RG3.....	1.8%
WP, North America	1.8%
Ohlins.....	1.6%
TBT.....	1.5%
EVO	1.4%
Fastlap.....	1.2%
Fox Racing Shox	1.0%
Graeme Brough	0.7%
JM Racing	0.7%
FCR.....	0.7%
MX-Tech.....	0.7%

PR2	0.7%
A1 Racing	0.6%
JMR Suspension	0.6%
Kreft	0.6%
KTM World.....	0.6%
Powerband Racing	0.6%
707 Racing	0.6%
Enduro Engineering.....	0.6%
JGR	0.6%
Precision Concepts	0.5%
EBR.....	0.5%
MCR	0.5%
Stillwell Performance	0.5%
Weisner Performance.....	0.5%
AHM Factory Services	0.4%
Marshall's Racing	0.4%
MB1	0.4%
Noleen	0.4%
Privateer Connection	0.4%
Promotion.....	0.4%
SRS	0.4%
TZR.....	0.4%
Blonix.....	0.3%
Dick's Racing	0.3%
Independent Race Shop	0.3%
KPS	0.3%
Pro-Moto	0.3%
Superior Suspension Settings	0.3%
Too Tech	0.3%
Total Control	0.3%
ZR1	0.3%
Checkpoint	0.3%
Devol.....	0.3%
Dirt Works.....	0.3%
MPE	0.3%
Pro Valve.....	0.3%
RMR	0.3%
Six 12	0.3%
Speed Technologies	0.3%
Bud Racing	0.2%
Bumpsticks	0.2%
Division MX.....	0.2%
ESP	0.2%
Fine Line Racing	0.2%
Full Travel Innovations.....	0.2%
Harris Performance.....	0.2%
JP Speed	0.2%
KB5	0.2%
Kumlin Suspension.....	0.2%
LT Racing	0.2%
M21	0.2%
PDR.....	0.2%
Racers Edge Performance	0.2%
REP	0.2%
Shock Therapy.....	0.2%
Tech Care	0.2%
TF Racing.....	0.2%

WER.....	0.2%
Zip-Ty Racing.....	0.2%
Active Ride.....	0.2%
BBS.....	0.2%
C Cycle.....	0.2%
Choice.....	0.2%
Elka.....	0.2%
Hayward Suspension.....	0.2%
Litz Racing.....	0.2%
MPR.....	0.2%
Moto4Play.....	0.2%
Protune Suspension.....	0.2%
Roth Racing.....	0.2%
R Moto Perfrected.....	0.2%
Rider's Edge Suspension.....	0.2%
Schmidt Performance.....	0.2%
Too Trick.....	0.2%
Technical Touch.....	0.2%
WMR.....	0.2%
Misc. / Fill-in.....	15.3%

ENGINE SERVICE:

Will purchase within 12 months ... 15.2%

IF "YES," WHAT ENGINE COMPANY:

Pro Circuit.....	14.5%
Eric Gorr.....	5.7%
Yoshimura.....	4.0%
Undecided.....	3.3%
JGRMX.....	3.1%
Race Tech.....	3.1%
Twisted Development.....	3.1%
OEM Dealer.....	2.9%
Tokyo Mods.....	2.9%
Millennium Technologies.....	2.8%
Varner.....	2.8%
Tom Morgan Racing.....	2.0%
AHM Factory Services.....	1.8%
Tom Zont Racing.....	1.8%
JM Racing.....	1.7%
PR2.....	1.7%
Bill's Pipes.....	1.5%
C4 MX.....	1.3%
Lynk's Racing.....	1.3%
Proven Moto.....	1.3%
Haeseker Racing.....	1.1%
HP Race Development.....	1.1%
Ron Hamp.....	0.9%
Big Bore Thumpers.....	0.7%
Bondi.....	0.7%
DH1 Mods.....	0.6%
Dick's Racing.....	0.6%

Mad Brothers.....	0.6%
MX Zone.....	0.6%
BWR.....	0.4%
Bonzi.....	0.4%
DC Powerhouse.....	0.4%
JMS.....	0.4%
LCS Racing.....	0.4%
Ox Motorsports.....	0.4%
PDR.....	0.4%
WMR.....	0.4%
Finish Line Engines.....	0.2%
Matto Cycle.....	0.2%
MCD Racing.....	0.2%
Pro-Prept Motocross.....	0.2%
Powered by Naveen.....	0.2%
R&D Racing.....	0.2%
Rocket Exhaust.....	0.2%
TBT.....	0.2%
Watts Perfections.....	0.2%
Misc. / Fill-in.....	25.9%

TRIPLE CLAMP:

Will purchase within 12 months ... 8.0%

IF "YES," WHAT BRAND:

X-Trig.....	26.4%
Ride Engineering.....	16.2%
NEKEN.....	14.0%
Undecided.....	12.1%
Pro Circuit.....	8.6%
Applied.....	8.0%
RG3.....	5.4%
Bud Racing.....	1.6%
KTM PowerParts.....	1.6%
Husqvarna.....	1.3%
OEM.....	1.0%
Kite.....	0.6%
Scar Racing.....	0.6%
Misc. / Fill-in.....	2.5%

BIKE STAND:

Will purchase within 12 months ... 15.4%

IF "YES," WHAT BRAND:

Undecided.....	36.5%
Matrix.....	19.5%
Polisport.....	3.6%
Works Connection.....	3.2%
Cycra.....	2.9%
Fly.....	2.6%
FMF.....	2.6%
MotoSport.....	2.6%

Pro Circuit.....	2.6%
Harbor Freight.....	2.2%
KTM PowerParts.....	2.0%
Moose.....	2.0%
MotoConcepts.....	1.9%
Pit Posse.....	1.9%
24mx.....	1.4%
DRC.....	1.2%
MSR.....	1.2%
Bud Racing.....	1.0%
OEM.....	1.0%
Tusk.....	1.0%
Husqvarna.....	0.9%
RTech.....	0.9%
Akrapovic.....	0.7%
ASV.....	0.7%
Universal.....	0.7%
ICW.....	0.5%
K&L Supply.....	0.3%
Risk Racing.....	0.3%
Ogio.....	0.2%
Scar.....	0.2%
TMV.....	0.2%
Misc. / Fill-in.....	1.7%

FUEL TYPE:

Pump gas.....	73.0%
Race fuel.....	27.0%

IF "RACE FUEL," WHAT BRAND:

VP.....	53.0%
Sunoco.....	12.2%
Avgas.....	5.1%
BP.....	3.6%
Shell.....	3.4%
Renegade.....	3.1%
KTM Racing Fuel.....	2.3%
Turbo Blue.....	2.0%
Aspen.....	1.8%
Klotz.....	1.5%
Torco.....	1.3%
Rocket Fuel.....	1.1%
Elf.....	0.8%
Monster.....	0.8%
Trick.....	0.8%
Dragon.....	0.7%
ETS.....	0.6%
Gulf.....	0.4%
Base.....	0.3%
F&L.....	0.3%
Fuse.....	0.3%
Powermist.....	0.3%

TrackTek.....	0.3%
Misc. / Fill-in	4.2%

FAVORITE OIL:

Maxima	13.3%
Amsoil	11.9%
Bel-Ray	9.4%
Motul	8.7%
Yamalube	7.2%
Undecided	6.5%
Castrol.....	5.8%
Motorex	5.1%
Shell Rotella.....	4.7%
Hondaline.....	4.3%
Lucas.....	3.9%
KTM / Motorex	3.6%
Klotz	1.7%
Mobil	1.6%
Spectro	1.6%
Silkolene	1.2%
Valvoline.....	1.2%
Kawasaki.....	0.8%
Putoline.....	0.8%
Royal Purple.....	0.6%
Redline	0.5%
Ipone	0.5%
Torco.....	0.4%
Delo	0.3%
Fuchs.....	0.3%
Elf	0.3%
Rock Oil.....	0.3%
Blendzall.....	0.2%
PJ1	0.2%
Ecstar Suzuki	0.2%
Penrite.....	0.2%
Misc. / Fill-in	2.4%

FAVORITE CHAIN LUBE:

Maxima	21.2%
Bel-Ray	18.6%
Undecided	13.4%
Motul	6.0%
Motorex	4.9%
PJ1	4.5%
WD-40	4.1%
Lucas Oil.....	3.3%
Castrol.....	3.2%
Honda OEM.....	3.1%
Amsoil	3.0%
Yamalube	2.4%
KTM / Motorex	2.3%
Sikolene	2.2%
No Toil.....	0.8%
Klotz	0.6%

Spectro	0.6%
Ipone	0.6%
Renthal	0.5%
Tri-Flow	0.5%
Kal-Guard	0.4%
TiLube.....	0.3%
Liquid Performance	0.2%
Muc-off	0.2%
Royal Purple.....	0.2%
Denicol.....	0.2%
Misc. / Fill-in.....	2.9%

FAVORITE AIR FILTER:

Twin Air.....	44.1%
No Toil.....	11.2%
K&N	9.7%
Undecided	8.6%
UNI.....	7.1%
DT1.....	5.1%
OEM	3.1%
Pro Filter	1.8%
FunnelWeb.....	1.6%
HiFlo	1.3%
Moose	1.1%
Yamaha GYTR.....	1.0%
Acerbis	0.7%
ProX.....	0.6%
Moto Air	0.4%
Putoline	0.4%
Loudmouth.....	0.4%
DNA.....	0.3%
FilGuard.....	0.3%
MSR.....	0.3%
Bike Master	0.2%
PC Racing	0.2%
Misc. / Fill-in.....	0.4%

FAVORITE ENGINE COOLANT:

Engine Ice	26.8%
Undecided	24.4%
Automotive antifreeze	5.7%
Maxima	5.2%
Bel-Ray Moto Chill	4.4%
Prestone.....	3.9%
Evans Waterless	3.4%
Honda.....	3.2%
Motul	2.9%
Yamalube Yamacool	2.6%
Amsoil.....	2.5%
Castrol.....	2.5%
KTM / Motorex	2.1%
Motorex.....	1.8%
OEM	1.8%
Liquid Performance	1.0%

Royal Purple Purple Ice	1.0%
Red Line (Water Wetter)	0.9%
Putoline	0.7%
Silkolene	0.7%
Water.....	0.5%
Elf	0.2%
Spectro	0.2%
Suzuki	0.2%
Zip-ty	0.2%
Misc. / Fill-in.....	1.0%

BRAND(S) OF TOOLS OWNED:

Craftsman	63.6%
Snap-on	40.2%
Motion Pro	38.0%
Dewalt	33.2%
Channel Lock	28.6%
Stanley Tools.....	22.4%
Makita	20.6%
Kobalt.....	20.4%
Cresant	19.7%
Tusk	17.5%
Milwaukee.....	16.4%
Mac Tools	15.9%
Bike Master	15.4%
Race Tech.....	11.9%
Husky	11.7%
KTM PowerParts.....	11.3%
Matco Tools	11.0%
Ryobi.....	10.8%
Park Tools	10.6%
Klein	9.5%
Moose Racing.....	9.2%
Hitachi.....	9.0%
Works Connection	8.6%
FMF	8.5%
MSR.....	8.2%
Mastercraft	8.1%
Porter Cable.....	7.9%
NGK.....	7.1%
Excel	6.8%
SK	6.5%
Parts Unlimited.....	6.5%
Cornwell.....	6.1%
ASV	6.0%
Pro Circuit	5.7%
Pit Posse	5.6%
DID	5.5%
Fasst Company	5.4%
K&N	5.2%
Fly Racing	5.2%
Matrix Concepts	4.6%
Husqvarna	4.4%
Ration-Rite	4.2%
Wiseco	4.1%

Hilti.....	3.9%
Sidchrome	3.5%
Hot Cams	3.3%
Kinchrome	3.2%
Beta.....	2.8%
K&L.....	2.8%
Cruz Tools	2.6%
Bacho.....	2.4%
RK	2.0%
Emgo.....	1.9%
Gedore	1.8%
Topeak	1.8%
Drag Specialties	1.6%
Facom	1.6%
Carlyle	1.6%
Progressive Suspension	1.5%
Motorsport Products.....	1.5%
Helix	1.4%
AEG.....	1.3%
Hardline	1.3%
Halfords	1.2%
Biltema.....	1.1%
Dynatek.....	0.8%
TMV	0.8%
Air Force Blaster.....	0.7%
Rowe USA	0.7%
Outerwears.....	0.7%
Jims.....	0.6%
Sonic Tools	0.6%
Scribner Plastics	0.6%
Lang Tools	0.5%
Torin Jacks Inc	0.5%
Hydro-turf	0.5%
Tire Balls	0.4%
Harbor Freight.....	0.4%
Baron Custom Accessories	0.3%
Tecmate	0.3%
Bluhm Enterprises	0.2%
Stop & Go.....	0.2%
Simple Solutions	0.2%
Moto Centric	0.2%
Tirox	0.2%
Misc. / Fill-in	5.6%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ... 17.6%

IF "YES," WHAT BRAND:

GoPro.....	69.2%
Undecided.....	14.1%
Garmin	6.0%
Sony ActionCam	2.3%
Fly 360.....	2.1%
Contour	0.9%

Liquid Image	0.9%
iON	0.5%
SJ4000.....	0.5%
Back Door	0.3%
CamOne	0.3%
Motocomm.....	0.3%
WASPcam.....	0.3%
Drift Innovation.....	0.2%
Opatrix.....	0.2%
Polaroid.....	0.2%
Replay XD	0.2%
Rollei	0.2%
Shimano	0.2%
Vivitar	0.2%
Misc. / Fill-in.....	1.2%

FAVORITE CASUAL SHOE:

Nike	18.8%
Vans.....	13.3%
Undecided.....	12.9%
Adidas	8.6%
DC.....	6.5%
New Balance	4.6%
Asics	4.0%
Merrell	2.5%
Sketchers.....	2.2%
DVS	2.0%
Etnies	1.9%
Fox.....	1.9%
Converse	1.7%
Keen.....	1.3%
Alpinestars	1.2%
Reebok	1.1%
Puma	1.1%
Brooks.....	1.1%
Salomon	1.0%
Under Armor	1.0%
Sperry.....	1.0%
Justin Boots.....	0.9%
Red Wing	0.8%
Five Ten.....	0.6%
Crocs.....	0.6%
Timberland.....	0.6%
Saucony.....	0.5%
Colombia.....	0.4%
Hi-Tec	0.4%
Jordan.....	0.4%
Globe	0.3%
Supra.....	0.3%
Wolverine.....	0.3%
Ecco	0.3%
Oakley.....	0.2%
Lakai	0.2%
Sanuk	0.2%
Emerica	0.2%

Georgia Boot	0.2%
Misc. / Fill-in.....	3.2%

FAVORITE SUNGLASSES:

Oakley.....	35.1%
Undecided.....	22.2%
Ray-Ban	9.6%
Spy	6.9%
100%	4.4%
Maui Jim	2.1%
Smith Optics.....	2.1%
Costa Del Mar	2.0%
Dragon	1.8%
Fox	1.7%
Von Zipper	1.4%
Arnette	1.2%
Scott.....	1.0%
Electric	0.7%
Bolle.....	0.6%
Black Flys	0.5%
Persol	0.5%
Nike.....	0.4%
Wiley X.....	0.4%
3m	0.4%
Gucci.....	0.4%
Beer Optics.....	0.3%
Serengeti	0.3%
Vuarnet.....	0.3%
Rudy Project.....	0.2%
Under Armor	0.2%
Native.....	0.2%
Revo.....	0.2%
Misc. / Fill-in.....	3.0%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes

30.6%

IF "YES," WHAT BRAND:

Harley Davidson.....	20.7%
Honda.....	19.8%
Yamaha	15.1%
Suzuki	11.6%
Kawasaki.....	8.9%
Ducati.....	4.6%
KTM	4.4%

Triumph	4.1%
BMW	3.9%
Husqvarna	1.1%
Buell	1.0%
Aprilla	0.5%
Victory	0.5%
Can-Am	0.4%
Husaberg	0.4%
Moto Guzzi	0.4%
BSA	0.3%
Custom	0.3%
MV Agusta	0.3%
Cagiva	0.2%
Hyosung	0.2%
Indian	0.2%
Royal Enfield	0.2%
Vespa	0.2%
Misc. / Fill-in	1.1%

STREET BIKE:

Will purchase within 12 months ... 8.9%

IF "YES," WHAT BRAND:

Honda	16.5%
Undecided	14.1%
Yamaha	14.1%
Harley Davidson	11.6%
KTM	8.9%
Kawasaki	7.0%
Ducati	5.8%
Suzuki	5.2%
BMW	4.3%
Husqvarna	4.3%
Triumph	3.1%
Aprilla	1.5%
Indian	1.2%
Buell	0.3%
Custom	0.3%
Royal Enfield	0.3%
Misc. / Fill-in	1.5%

OWN A SIDE X SIDE / UTV:

Yes 7.6% |

IF "YES," WHAT BRAND:

Polaris	43.7%
Yamaha	17.3%
Kawasaki	11.6%
Can-Am	9.7%
Artic Cat	4.3%
Honda	4.0%
John Deere	4.0%

Kubota	2.2%
Misc. / Fill-in	3.2%

SIDE X SIDE / UTV:

Will purchase within 12 months ... 3.5%

IF "YES," WHAT BRAND:

Polaris	36.7%
Yamaha	18.8%
Can-Am	17.2%
Undecided	14.1%
Honda	4.7%
Kawasaki	4.7%
Artic Cat	3.1%
Kubota	0.8%

OWN AN ATV:

Yes 22.1% |

IF "YES," WHAT TYPE:

Utility	55.6%
Sport	44.4%

IF "YES," WHAT BRAND :

Honda	35.6%
Yamaha	24.2%
Polaris	13.3%
Suzuki	10.5%
Kawasaki	7.8%
Artic Cat	3.0%
Can-Am	3.0%
Bombardier	0.8%
KTM	0.5%
Kymco	0.4%
Misc. / Fill-in	0.9%

ATV:

Will purchase within 12 months ... 2.5%

IF "YES," WHAT TYPE:

Sport	46.6%
Utility	36.4%
Undecided	17.0%

IF "YES," WHAT BRAND:

Undecided	24.1%
Honda	24.1%

Yamaha	24.1%
Polaris	10.8%
Suzuki	7.2%
Kawasaki	3.6%
Artic Cat	2.4%
Bombardier	1.2%
Misc. / Fill-in	2.4%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes 71.6% |

IF "YES," WHAT BRAND:

Ford	30.9%
Chevrolet	22.4%
Dodge	15.9%
Toyota	14.9%
GMC	7.5%
Nissan	3.7%
Mitsubishi	0.9%
Mazda	0.8%
Holden	0.7%
Honda	0.6%
Isuzu	0.4%
Volkswagen	0.4%
Suzuki	0.2%
Misc. / Fill-in	0.6%

PICKUP TRUCK:

Will purchase within 12 months ... 14.6%

IF "YES," WHAT BRAND:

Ford	25.7%
Chevrolet	20.8%
Undecided	16.7%
Toyota	13.5%
Dodge	10.3%
GMC	5.8%
Nissan	2.2%
Honda	1.3%
Holden	0.7%
Volkswagen	0.7%
Mazda	0.6%
Mitsubishi	0.6%
Mercedes	0.4%
Misc. / Fill-in	0.7%