

2019 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

38.3% *Raced in the
Past 12 Months*

65.3% *Rode MX Track in
Past 12 Months*

40.7% *Will Buy a New Bike
in the Next Year*

66.6% *Will Buy New Riding Gear
in the Next Year*

\$112,445 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **21.5%** YAMAHA

Riding Gear to Buy: **16.6%** FOX

Helmet to Buy: **20.7%** BELL

Exhaust to Buy: **45.0%** FMF

Boots to Buy: **40.6%** ALPINESTARS

METHODOLOGY:

This survey was conducted on Vital MX, May - June 2019. Responses were limited to one per person. Results were tabulated from over 7,500 surveys. Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

Male	96.9%
Female	3.1%

MARITAL STATUS:

Married	56.5%
Single	43.5%

AGE:

Average	40
Median	42
19 or under	11.2%
20-29	16.3%
30-39	18.0%
40-49	20.7%
50-59	24.5%
60 or older	9.3%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.8%
High school	29.0%
Some college	28.2%
College	28.2%
Postgraduate degree	8.8%

HOUSEHOLD INCOME:

Average	\$112,445
Median	\$87,500
Under \$25,000	7.5%
\$25,001 - \$50,000	12.6%
\$50,001 - \$75,000	16.7%
\$75,001 - \$100,000	17.1%
\$100,001 - \$125,000	12.2%
\$125,001 - \$150,000	11.2%
\$150,001 - \$175,000	6.5%
\$175,001 - \$200,000	4.6%
\$200,001 - \$225,000	2.9%
\$225,001 - \$250,000	2.2%
\$250,001 or more	6.5%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM SURVEY RESPONSES*:

United States	74.2%
Canada	7.0%
Australia	6.6%
United Kingdom	2.4%
New Zealand	1.2%
Netherlands	0.8%
South Africa	0.7%
Sweden	0.7%
Germany	0.5%
France	0.4%

U.S. TRAFFIC, TOP 10 STATES FROM SURVEY RESPONSES*:

California	18.6%
Texas	6.8%
Florida	4.2%
Pennsylvania	4.1%
Ohio	4.0%
Michigan	3.8%
Washington	3.7%
Colorado	3.4%
Arizona	3.0%
New York	2.9%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM GOOGLE ANALYTICS:

United States	65.1%
Australia	6.3%
Canada	6.3%
United Kingdom	6.1%
Sweden	1.1%
France	1.1%
New Zealand	1.1%
Germany	1.0%
Italy	0.9%
Netherlands	0.8%

U.S. TRAFFIC, TOP 10 STATES FROM GOOGLE ANALYTICS:

California	16.0%
Illinois	7.7%
Texas	6.2%
Virginia	4.4%
New York	4.2%

Florida	3.9%
Washington	3.7%
Pennsylvania	3.6%
Michigan	3.5%
Ohio	3.1%

NON-MOTO ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Camping	40.8%
Mountain Biking	38.7%
Shooting	32.9%
Fishing	32.8%
Walking	30.7%
Hiking	28.7%
Swimming	26.4%
Boating	25.1%
Video Gaming	24.9%
Hunting	21.6%
Running	21.1%
Golf	20.3%
BMX	17.1%
Football	16.0%
Basketball	15.5%
Moto GP	14.8%
Road Cycling	14.1%
Baseball	13.3%
Bowling	13.3%
Snowboarding	13.2%
Kayaking	12.7%
Skiing	12.1%
Karting	12.0%
Drag Racing	11.9%
Body Building	11.7%
Formula 1	11.7%
Jet Skiing	11.6%
Quads	11.0%
Snowmobiling	10.9%
RC	9.9%
Skateboarding	9.9%
Hockey	9.7%
Side by sides	9.7%
CrossFit	9.0%
Soccer	8.8%
Wakeboarding	8.5%
Climbing	8.5%
Off-Road Truck Racing	8.5%
Surfing	8.3%
NASCAR	7.3%
MMA	7.3%
Boxing	6.3%
Indy Car	6.2%
Paintball	6.1%
Waterskiing	6.1%

Rally.....	5.4%
Horseback Riding	5.3%
Tennis	5.3%
Scuba Diving	4.8%
Autocross	4.7%
Snow Biking	3.5%
Rugby.....	2.5%
Sailing.....	2.4%
Lacrosse	2.0%
Cricket	1.7%
Misc. / Fill-in	6.1%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites.....	77.5%
Social Media	57.8%
Friends	54.7%
Being at the track / races / events	47.7%
Magazines	47.1%
Television	34.1%
Local shop.....	33.3%
Podcasts	28.2%
Manufacturer web sites.....	27.9%
Mail-order web sites	16.5%
Manufacturer catalogs	9.4%
Mail-order catalogs.....	6.2%
YouTube	0.9%
Podcasts	0.3%
Misc. / Fill-in	3.3%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes	84.2%
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MOTOCROSS BIKE CURRENTLY OWNED:

Yamaha	24.7%
Honda.....	23.5%
KTM	19.2%
Kawasaki	13.9%
Suzuki	8.8%
Husqvarna	6.3%
Beta	0.7%
TM	0.3%
Maico	0.3%

Gas Gas	0.3%
Cobra.....	0.2%
CZ	0.1%
BMW	0.1%
Bultaco	0.1%
Sherco	0.1%
Husaberg	0.1%
Misc. / Fill-In	1.2%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85	3.9%
100-110	1.3%
125	10.2%
150	2.0%
200-230	2.5%
250	37.5%
300	4.4%
350	4.6%
400	1.4%
450	24.7%
500 or bigger.....	4.5%
Misc. / Fill-in	3.0%

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

2-Stroke.....	42.4%
4-Stroke.....	57.6%

HOW MANY TOTAL DIRT/MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average	2.8
1	23.2%
2	26.5%
3	17.8%
4	12.0%
5 or more.....	20.6%

WHAT TYPE(S) OF DIRT/MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Motocross.....	82.7%
Off-Road (enduro, trail, XC)	38.7%
Pit Bike	18.0%
Vintage.....	14.3%
Dual-Sport.....	14.1%
Trials	4.9%

Supermoto	3.8%
Flat Track	2.3%
Adventure.....	0.3%
Misc. / Fill-in.....	2.7%

WHERE DO YOU NORMALLY BUY NEW PARTS:

Online / mail-order retailer	57.3%
Local shop	37.6%
Direct from manufacturer.....	5.1%

IF "ONLINE/MAIL-ORDER," WHAT COMPANY:

Rocky Mountain ATV/MC	34.5%
MotoSport	17.8%
Undecided	11.1%
BTO Sports	5.7%
Ebay	5.6%
Amazon	4.9%
24MX	2.4%
MX Store.....	2.2%
Chaparral	1.8%
Fortnine	1.3%
Revzilla	1.3%
Bike Bandit	1.2%
Motorcycle Superstore	1.1%
Dennis Kirk	1.1%
Bob's Cycle Supply	0.9%
Partzilla	0.4%
Babbits	0.4%
DirtBikeBitz	0.4%
Moto X Outlet.....	0.3%
KTM-Parts	0.3%
Torpedo7	0.2%
Slavens Racing.....	0.2%
JP Cycles	0.2%
Motocross Giant.....	0.2%
MX Mega Store.....	0.2%
Service Honda	0.2%
AOMC.....	0.1%
2 Wheel Parts Supply	0.1%
Bud Racing.....	0.1%
FreestyleXtreme	0.1%
MotoStuff.....	0.1%
MX Store.....	0.1%
Misc. / Fill-in.....	3.6%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross web sites / online product reviews	73.6%
Riding friends	46.6%
Magazines	46.2%
Social media	43.8%
Manufacturer websites	39.7%
Local motorcycle shop	38.0%
Mail-order websites	24.5%
Manufacturer catalogs	13.1%
Mail-order catalogs	7.4%
YouTube	0.6%
Motocross podcasts	0.5%
Misc. / Fill-in	3.7%
Direct from manufacturer	5.0%

HOW OFTEN DO YOU RIDE?

Average	1.2 times per week
4 or more times a week	8.8%
2-3 times a week	19.1%
About once a week	23.1%
2-3 times a month	19.0%
About once a month	11.7%
I don't ride regularly	18.2%

WHAT IS YOUR FAVORITE TYPE OF RIDING?

Motocross tracks	51.1%
Off-Road (trail riding, enduro, etc)	31.9%
Street / Road	3.0%
Vintage MX	2.4%
Dual Sport	2.1%
Trials	1.4%
Endurocross	1.4%
Freestyle	1.0%
Sand Dunes	1.0%
Flat Track	0.7%
Supermoto	0.7%
Misc. / Fill-in	3.2%

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

Motocross tracks	65.3%
Off-Road (trail riding, enduro, etc)	61.4%
Street / Road	25.1%
Dual Sport	13.5%

Sand Dunes	10.2%
Trials	8.4%
Vintage MX	8.2%
None	7.9%
Endurocross	7.8%
Arenacross	7.8%
Flat Track	5.4%
Freestyle	4.0%
Supermoto	3.4%
Ice	2.5%

HAVE YOU RACED IN THE PAST 12 MONTHS?

Yes	38.3%
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WHAT TYPE OF RACE HAVE YOU ENTERED IN THE PAST 12 MONTHS?

Motocross	75.6%
Off-road (GNCC, Desert, Hare & Hound, Worcs, etc)	33.9%
Arenacross	15.0%
Vintage MX	11.6%
Endurocross	7.3%
Flat Track	5.7%
Trials	3.1%
Supermoto	2.5%
Hill Climb	2.3%
Ice	1.4%
Misc. / Fill-in	4.1%

WHAT TYPES OF MOTORCYCLE RACING DO YOU FOLLOW?

Motocross / Outdoor Nationals	93.9%
Supercross	84.3%
MXGP	59.3%
MotoGP	28.4%
Flat track	14.2%
GNCC	2.3%
Enduro/Endurocross	1.5%
Off-Road	0.8%
Speedway	0.6%
WESS	0.6%
Trials	0.3%
Misc. / Fill-in	6.4%

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

Yes, currently	5.1%
Yes, I previously	20.6%
No	74.3%

DIRT / MOTOCROSS BIKE PURCHASE INTENT

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

Yes	40.7%
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IF "YES," WHAT BRAND OF BIKE:

Yamaha	21.5%
KTM	21.0%
Honda	15.9%
Undecided	14.0%
Kawasaki	10.0%
Husqvarna	9.7%
Suzuki	3.9%
Beta	1.2%
TM	0.6%
Gas Gas	0.3%
Cobra	0.2%
BMW	0.1%
Bultaco	0.1%
Misc. / Fill-in	1.5%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85	4.7%
100-110	1.7%
125	7.8%
150	2.6%
200-230	1.3%

250	33.7%
300	6.9%
350	6.1%
400	0.5%
450	27.5%
500 or bigger.....	4.4%
Misc. / Fill-in	2.8%

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

2-Stroke	37.7%
4-Stroke	62.3%

WHAT TYPE OF DIRT/MOTOCROSS BIKE DO YOU PLAN TO BUY?

Motocross	68.8%
Off-Road (enduro, trail, XC)	25.4%
Dual-Sport	5.8%

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

Yamaha	30.8%
Honda.....	16.2%
Undecided	14.1%
KTM	13.5%
Kawasaki	10.4%
Husqvarna	6.4%
Suzuki	6.3%
Beta	0.6%
TM	0.6%
Bultaco.....	0.2%

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

Honda.....	24.3%
Yamaha	18.1%
KTM	18.1%
Kawasaki	15.7%
Undecided	11.5%
Husqvarna	6.6%
Suzuki	5.3%
Beta	0.2%

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months 66.6%

IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided	23.8%
Fox	16.6%
Fly	10.5%
Troy Lee Designs.....	7.9%
Alpinestars	5.5%
Fasthouse	5.0%
Thor.....	4.5%
Shift.....	4.0%
O'Neal	3.9%
Seven.....	3.1%
Answer	2.5%
FXR.....	2.3%
Klim	1.6%
Moose.....	1.0%
MSR.....	0.9%
JT Racing	0.7%
Leatt	0.7%
KTM PowerWear.....	0.5%
AXO	0.4%
Acerbis	0.4%
UFO	0.3%
Shot	0.3%
Canvas MX	0.2%
Husqvarna Apparel	0.2%
Sinisalo.....	0.2%
One Industries	0.1%
Pro Grip.....	0.1%
Rev'it	0.1%
Wicked Family.....	0.1%
250 London.....	0.1%
Callus Moto.....	0.1%
Yoko.....	0.1%
Bolt.....	0.1%

Risk Racing.....	0.1%
Misc. / Fill-in.....	2.2%

GLOVES:

Will purchase within 12 months 65.6%

IF "YES," WHAT BRAND OF GLOVES:

Undecided	26.9%
Fox	16.5%
100%	9.1%
Fly	8.5%
Troy Lee Designs	6.1%
Alpinestars	4.1%
Thor.....	3.4%
Fasthouse.....	2.8%
O'Neal.....	2.6%
Shift.....	2.3%
Answer	2.1%
Seven.....	1.9%
Deft Family	1.8%
FXR	1.3%
Fist.....	1.0%
Klim	0.9%
MSR	0.8%
Moose.....	0.8%
JT Racing	0.6%
Leatt	0.5%
Mechanix Wear	0.4%
Novik.....	0.4%
KTM PowerWear	0.4%
Acerbis	0.2%
AXO	0.2%
EVS	0.2%
SHOT	0.2%
UFO.....	0.2%
Callus Moto.....	0.2%
Canvas MX	0.2%
Oakley	0.2%
Pro Grip.....	0.2%
Scott	0.2%
Sinisalo.....	0.2%
ONE Industries.....	0.1%
Bolt.....	0.1%
Husqvarna Apparel	0.1%
Wicked Family.....	0.1%
AGV Sport	0.1%
Level MX	0.1%
Legacy Racewear	0.1%
Loose Kid Industries	0.1%
Rev'it	0.1%
Risk Racing.....	0.1%
Yoko.....	0.1%

Misc. / Fill-in 1.9%

HELMET:

Will purchase within 12 months 46.6%

IF "YES," WHAT BRAND OF HELMET:

Bell.....	20.7%
Undecided.....	20.0%
Fox.....	11.3%
6D.....	7.7%
Fly.....	7.6%
Shoei.....	6.0%
Arai.....	5.7%
Troy Lee Designs.....	4.9%
Airoh.....	3.2%
O'Neal.....	1.6%
LS2.....	1.2%
Alpinestars.....	1.0%
HJC.....	0.8%
Thor.....	0.8%
Leatt.....	0.7%
FXR.....	0.7%
Suomy.....	0.5%
Answer.....	0.5%
Just 1.....	0.5%
Klim.....	0.5%
Seven.....	0.4%
AGV.....	0.4%
Scorpion.....	0.3%
EVS.....	0.3%
JT Racing.....	0.2%
KTM PowerWear.....	0.2%
Moto XXX.....	0.2%
Shift.....	0.2%
UFO.....	0.2%
509.....	0.2%
M2R.....	0.1%
ONE Industries.....	0.1%
Acerbis.....	0.1%
AFX.....	0.1%
AXO.....	0.1%
KBC.....	0.1%
Moose.....	0.1%
No Fear.....	0.1%
Scott.....	0.1%
Shark.....	0.1%
Z1R.....	0.1%
Misc. / Fill-in.....	0.9%

NECK PROTECTION:

Will purchase within 12 months 16.1%

IF "YES," WHAT BRAND OF NECK PROTECTION:

Leatt.....	28.2%
Undecided.....	25.4%
Atlas.....	21.6%
Alpinestars.....	11.4%
EVS.....	4.5%
Fly.....	3.2%
KTM PowerWear.....	1.6%
Troy Lee Designs.....	1.6%
Ortema.....	0.7%
Omega.....	0.6%
UFO.....	0.5%
Moveo.....	0.4%
Misc. / Fill-in.....	0.5%

CHEST PROTECTOR:

Will purchase within 12 months 23.5%

IF "YES," WHAT BRAND OF CHEST PROTECTOR:

Undecided.....	28.7%
Fox.....	16.3%
Leatt.....	12.7%
Alpinestars.....	12.1%
Thor.....	4.8%
Fly.....	4.0%
Troy Lee.....	3.9%
Atlas.....	3.8%
EVS.....	3.4%
O'Neal.....	1.4%
Answer.....	1.3%
Acerbis.....	1.2%
MotocrossVest.....	1.1%
HRP Sports.....	0.9%
AXO.....	0.6%
KTM.....	0.6%
RXR Protect.....	0.6%
Forcefield.....	0.3%
MSR.....	0.3%
UFO.....	0.3%
One Industries.....	0.2%
Six Six One.....	0.2%
Misc. / Fill-in.....	1.4%

BOOTS:

Will purchase within 12 months 42.5%

IF "YES," WHAT BRAND OF BOOTS:

Alpinestars.....	40.6%
Gaerne.....	16.0%
Undecided.....	15.0%
Fox.....	11.5%
Sidi.....	7.4%
Fly.....	2.3%
O'Neal.....	1.5%
Thor.....	1.4%
Forma.....	0.9%
TCX.....	0.6%
Acerbis.....	0.3%
AXO.....	0.3%
KTM PowerWear.....	0.2%
Answer.....	0.2%
Moose.....	0.2%
Scott.....	0.2%
SixSixOne.....	0.2%
Jett.....	0.1%
ARC.....	0.1%
JT.....	0.1%
Misc. / Fill-in.....	0.9%

KNEE PROTECTION:

Will purchase within 12 months 24.5%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

Undecided.....	31.0%
EVS.....	9.7%
Mobius.....	9.3%
Asterisk.....	8.3%
POD MX.....	7.3%
Leatt.....	7.2%
Alpinestars.....	6.5%
CTi.....	6.3%
Fox.....	3.6%
Acerbis.....	1.6%
Fly.....	1.3%
Thor.....	1.3%
O'Neal.....	1.2%
Troy Lee Designs.....	1.2%
DonJoy.....	0.6%
AXO.....	0.6%
ONE Industries.....	0.5%
Answer.....	0.3%
A.R.C.....	0.3%
MSR.....	0.3%
Ortema.....	0.3%
SixSixOne.....	0.3%

Moose	0.2%
Shift	0.2%
Misc. / Fill-in	0.8%

GOGGLES:

Will purchase within 12 months 53.9%

IF "YES," WHAT BRAND OF GOGGLES:

100%	37.9%
Undecided	14.8%
Scott	13.9%
Oakley	13.3%
EKS Brand	4.9%
Fox	3.4%
Spy	2.3%
Smith Optics	1.6%
Fly	1.0%
Flow Vision Company	0.9%
Dragon	0.9%
509	0.5%
Viral	0.5%
Blur	0.3%
Thor	0.3%
Answer	0.3%
Havoc	0.2%
KTM PowerWear	0.2%
Von Zipper	0.2%
Pro Grip	0.2%
Leatt	0.2%
MSR	0.1%
Rip N Roll	0.1%
Klim	0.1%
Moose	0.1%
Husqvarna Apparel	0.1%
Misc. / Fill-in	1.4%

GRAPHICS:

Will purchase within 12 months:
..... 41.5%

IF "YES," WHAT BRAND OF GRAPHICS:

Undecided	33.1%
DeCal Works	10.4%
Factory Effex	4.1%
SKDA	2.7%
D'Cor Visuals	2.1%
180 Decals	2.0%
Backyard Design	1.6%

Motocal	1.3%
Split Designs Co	1.3%
Throttle Jockey	1.3%
Factory Backing	1.1%
Bike Graphix	1.0%
139 Designs	0.9%
Defy Graphics	0.9%
Fusion Graphix	0.9%
Attack Graphics	0.9%
Roost MX	0.9%
Black Diamond	0.8%
EVO MX	0.7%
MGX Unlimited	0.7%
FMF	0.7%
Motopro Graphics	0.7%
MX Graphics	0.7%
ONE Industries	0.7%
Throttle Syndicate	0.7%
Black Heart MX	0.6%
ERA Moto Co	0.6%
Limited Decal	0.6%
Lime Nine	0.5%
Ringmaster	0.5%
Flu Designs	0.4%
KTM Team Replica	0.4%
MotoSport	0.4%
Workshop Graphics	0.4%
HBD Moto Grafx	0.4%
KTM PowerParts	0.4%
Techone Designs	0.4%
A01 Designs	0.3%
Aggressive Graphix	0.3%
Husqvarna	0.3%
Pro Circuit	0.3%
343 Graphics	0.3%
Armored Graphix	0.3%
Blackbird Racing	0.3%
Cycra	0.3%
Guts Racing	0.3%
Ride Industries	0.3%
Sandbox Kings	0.3%
Teencee Graphics	0.3%
ArcticFX Graphics	0.2%
The Collective Family	0.2%
Creative Graphics	0.2%
Danger UK	0.2%
E-Sticky	0.2%
MotoConcepts	0.2%
Willmax Graphics	0.2%
2 Guys MX Graphix	0.2%
AMR Racing	0.2%
Decallab	0.2%
Dirt Digits	0.2%
Forty Five Designs	0.2%
K-Rae Graphics	0.2%
Matrix Concepts	0.2%
Stickman Graphics	0.2%

319 Designs	0.1%
3B Graphics	0.1%
4MX Graphics	0.1%
Blown Concepts	0.1%
DirtCandy Graphics	0.1%
Fresh Moto	0.1%
LCG Graphix	0.1%
Magik SC	0.1%
Nine Two Decals	0.1%
Racestar Graffix	0.1%
Source MX	0.1%
WLM Designs	0.1%
Y&S Designs	0.1%
Darkside Studio Arts	0.1%
Dirt DNA	0.1%
DZ Graphics	0.1%
Enjoy Mfg	0.1%
GP Grafix	0.1%
Koarse FX	0.1%
Kustom MX	0.1%
Liquid Skinz Design Co	0.1%
Mad Cow	0.1%
Racer Decal	0.1%
Rev Designs	0.1%
Ripped Vinyl	0.1%
Speed Graffix	0.1%
Zeronine	0.1%
BRM Offroad	0.1%
DS Moto Customs	0.1%
DWS Decals	0.1%
FloVision Decals	0.1%
Fokus Graphics	0.1%
H&H	0.1%
Hot Shot MX	0.1%
Jake's Garage	0.1%
LG1 Designs	0.1%
Link Graphics	0.1%
Local Hero MX	0.1%
MXM	0.1%
Ndub Designs	0.1%
OMX	0.1%
PG	0.1%
Premier Moto	0.1%
Primal X Motorsports	0.1%
RedLabel MX	0.1%
Ryno Designs	0.1%
S4 MX	0.1%
Spiral Graphix	0.1%
StayOnStickers	0.1%
Tec Graphics	0.1%
TSS Graphics	0.1%
Twisted Images	0.1%
Misc. / Fill-in	11.5%

EXHAUST:

Will purchase within 12 months 32.0%

IF "YES," WHAT BRAND OF EXHAUST:

FMF	45.0%
Pro Circuit.....	17.0%
<i>Undecided</i>	9.5%
Yoshimura	9.1%
Akrapovic	4.4%
Bill's Pipes	3.6%
HGS	1.6%
Scalvini	1.2%
DG Performance	1.1%
Dr. D / Dubach.....	1.0%
DEP	0.5%
GYTR	0.5%
KTM PowerParts	0.4%
Rocket.....	0.4%
Big Gun.....	0.3%
Doma	0.3%
Bud Racing	0.2%
Dynoport.....	0.2%
Husqvarna	0.2%
Leo Vince	0.2%
Barrett	0.1%
HMF.....	0.1%
M4.....	0.1%
Motoworks.....	0.1%
PFR	0.1%
Arrow	0.1%
CHM	0.1%
Circle F	0.1%
DMC	0.1%
Hindle	0.1%
Lexx	0.1%
Messico.....	0.1%
MRD Racing.....	0.1%
Termignoni	0.1%
<i>Misc. / Fill-in</i>	2.4%

TIRES:

Will purchase within 12 months 70.3%

IF "YES," WHAT BRAND OF TIRES:

Dunlop	39.9%
<i>Undecided</i>	13.5%
Michelin.....	11.5%
Pirelli	6.8%

Bridgestone	6.3%
Maxxis	4.7%
Hoosier.....	4.4%
Kenda	2.6%
Metzler	1.7%
Shinko	1.5%
Golden Tyre	1.4%
Mitas	0.8%
IRC.....	0.8%
Artrax	0.6%
Motoz.....	0.6%
STI	0.5%
Sedona.....	0.4%
Continental.....	0.3%
Pro Wheel	0.1%
Cheng Shin.....	0.1%
Full Bore	0.1%
CST	0.1%
<i>Misc. / Fill-in</i>	1.1%

HANDLEBARS:

Will purchase within 12 months 28.4%

IF "YES," WHAT BRAND OF HANDLEBARS:

Renthal	35.6%
Pro Taper.....	34.7%
Mika Metals	8.2%
<i>Undecided</i>	7.5%
Fasst Company.....	3.0%
ODI	2.4%
Neken	1.9%
Tag Metals	1.7%
KTM PowerParts	0.6%
Fly	0.5%
Tusk	0.4%
Acerbis	0.4%
O'Neal	0.4%
Twisted Engineering	0.4%
Phoenix Handlebars	0.3%
Vortex	0.3%
Husqvarna	0.2%
Torc1	0.2%
Zeta Racing.....	0.2%
Scar	0.1%
Magura	0.1%
Moose.....	0.1%
Rox Speed FX.....	0.1%
Tommaselli / Domino	0.1%
Turner.....	0.1%
<i>Misc. / Fill-in</i>	0.9%

GRIPS:

Will purchase within 12 months 52.7%

IF "YES," WHAT BRAND OF GRIPS:

ODI (including Emig)	28.5%
Renthal	18.5%
Pro Taper.....	16.9%
<i>Undecided</i>	14.6%
Pro Grip.....	3.4%
Scott	2.8%
Oury	1.7%
KTM PowerParts.....	1.5%
OEM.....	1.1%
Tag	1.1%
Mika Metals	1.0%
Fly	0.8%
Torc1	0.8%
Domino.....	0.7%
A'ME	0.6%
EKS Brand	0.6%
Moose.....	0.6%
Troy Lee Designs	0.5%
Motion Pro	0.4%
Husqvarna	0.4%
MSR	0.3%
O'Neal.....	0.3%
Spider	0.3%
Neken	0.2%
Bud Racing.....	0.2%
Tusk.....	0.2%
Ariete.....	0.2%
Avon.....	0.1%
Hammerhead	0.1%
Phoenix Handlebars	0.1%
Scar.....	0.1%
Risk Racing.....	0.1%
RTech.....	0.1%
Smith	0.1%
<i>Misc. / Fill-in</i>	1.0%

FOOTPEGS:

Will purchase within 12 months 14.6%

IF "YES," WHAT BRAND OF FOOTPEGS:

<i>Undecided</i>	24.9%
Flo Motorsports.....	9.7%
IMS.....	9.3%
Raptor Titanium	8.8%

Pro Taper	5.8%
Fastway / Ankle Savers	4.2%
Pro Circuit.....	3.9%
Pro Pegs Titanium	2.4%
DRC / Zeta.....	2.1%
Hammerhead.....	2.1%
Works Connection	1.9%
Bud Racing	1.8%
Scar Racing.....	1.8%
Tusk	1.8%
Fasst Company	1.7%
Pro Moto Billet	1.7%
OEM	1.5%
Moose	1.4%
PivotPegz	1.4%
KTM PowerParts	1.3%
Fly Hard Parts	1.1%
Nihilo	1.1%
RHK.....	0.8%
Akrapovic	0.7%
AS3 Performance.....	0.6%
Lightspeed	0.6%
Apico	0.4%
Kite	0.4%
MSR.....	0.4%
Turner	0.4%
Moto Stuff.....	0.3%
Talon.....	0.3%
Next Components	0.1%
Pro Armor	0.1%
Two Brothers	0.1%
Warp 9	0.1%
Misc. / Fill-in	3.1%

LEVERS:

Will purchase within 12 months 26.5%

IF "YES," WHAT BRAND OF LEVERS:

ASV	20.7%
Undecided.....	18.7%
ARC	16.6%
Works Connection	5.8%
OEM	5.4%
Pro Taper	4.9%
Tusk	2.9%
Renthal.....	2.6%
KTM PowerParts	2.1%
Magura.....	1.9%
Zeta	1.8%
Pro Circuit.....	1.6%
Torc1.....	1.5%
Moose	1.3%

Motion Pro	1.3%
Sunline	1.1%
GYTR.....	1.0%
AS3 Performance	0.9%
Enduro Engineering	0.6%
Bud Racing	0.5%
Fly Hard Parts	0.5%
Husqvarna	0.5%
Next Components	0.5%
Race Tech	0.5%
MSR	0.3%
Scar	0.3%
Apico.....	0.2%
Hammerhead.....	0.2%
Turner.....	0.2%
Factor MRC	0.1%
Psychic MX.....	0.1%
Streamline Industries	0.1%
Zap Technix	0.1%
Misc. / Fill-in	3.2%

CLUTCH:

Will purchase within 12 months 26.6%

IF "YES," WHAT BRAND OF CLUTCH:

Rekluse.....	27.3%
Hinson.....	24.6%
OEM.....	12.7%
Undecided	11.5%
Barnett.....	4.8%
Boyesen.....	3.2%
Tusk	2.8%
EBC.....	2.4%
ProX.....	2.1%
GYTR.....	1.9%
Wiseco	1.9%
DP	0.7%
Bud Racing	0.4%
Magnum	0.3%
Moose.....	0.3%
KG.....	0.2%
STM	0.2%
TMV.....	0.2%
Driven	0.1%
EFM.....	0.1%
Tomar.....	0.1%
Misc. / Fill-in	2.3%

PISTON:

Will purchase within 12 months 34.5%

IF "YES," WHAT BRAND OF PISTON:

Wiseco.....	25.7%
Vertex.....	18.3%
OEM.....	15.1%
Undecided	9.3%
ProX.....	4.9%
Wossner.....	3.9%
KTM PowerParts.....	3.3%
Pro Circuit.....	2.7%
JE.....	2.3%
CP-Carrillo	2.2%
Athena	2.2%
GYTR.....	2.1%
Namura.....	1.6%
Husqvarna	1.2%
Hot Rods	0.5%
Mahle.....	0.5%
Cosworth	0.4%
VHM	0.4%
Bud Racing.....	0.2%
Venom.....	0.2%
Mitaka	0.2%
Arias	0.1%
Moose.....	0.1%
Misc. / Fill-in.....	2.6%

PRE-BUILT WHEELS:

Will purchase within 12 months 13.3%

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

Undecided	17.6%
Dubya	16.3%
Tusk.....	15.2%
Talon / Excel	7.1%
Warp 9.....	5.8%
Excel Pro Series G2	5.3%
FasterUSA.....	4.9%
SM Pro	4.1%
Kite / Excel.....	3.9%
Haan	3.5%
Talon / DID	3.3%
Kite / DID.....	2.7%
Pro-Wheel	2.5%
KTM PowerParts.....	1.7%
DNA	1.1%
Bud Racing.....	0.8%
TCR	0.6%
OEM.....	0.5%
Woody's.....	0.3%

Appalachian Moto Products	0.2%
G-Force Richter	0.2%
OTG Motorsports	0.2%
Rad Manufacturing	0.2%
Misc. / Fill-in	2.4%

RIMS:

Will purchase within 12 months..9.8%

IF "YES," WHAT BRAND OF

RIMS:

Excel	31.8%
D.I.D	21.1%
Undecided	16.9%
Tusk	7.0%
Dubya.....	4.2%
Pro-Wheel.....	3.1%
SM Pro	2.9%
Warp 9	2.9%
Moose	2.0%
OEM	1.5%
Alpina	1.1%
Sunline	0.7%
DNA.....	0.4%
G-Force Richter	0.4%
RAD Mfg	0.4%
Sun	0.4%
BBR	0.2%
Bud Racing	0.2%
DWT	0.2%
Psychic MX	0.2%
Misc. / Fill-in	2.4%

HUBS:

Will purchase within 12 months..4.7%

IF "YES," WHAT BRAND OF

HUBS:

Undecided	20.3%
Talon.....	13.5%
Dubya.....	9.9%
Tusk	9.5%
Excel Pro Series G2	7.7%
Kite	7.2%
OEM	5.4%
Warp 9	4.5%
Haan.....	4.1%
Pro-Wheel.....	4.1%
DNA.....	3.2%
FasterUSA	2.7%

Bud Racing	1.8%
SM Pro Wheels	1.8%
G-Force Richter	1.4%
Krieg	0.5%
LSR	0.5%
RAD Mfg	0.5%
TCR.....	0.5%
Misc. / Fill-in	1.4%

SPROCKET:

Will purchase within 12 months 52.3%

IF "YES," WHAT BRAND OF

SPROCKET:

Renthal	31.4%
Undecided	18.5%
Sunstar	5.3%
Supersprox	5.3%
Pro Taper.....	4.6%
Mika Metals	4.5%
Dirt Tricks.....	4.4%
JT	2.7%
Primary Drive	2.7%
Vortex	2.6%
KTM PowerParts	1.6%
OEM.....	1.6%
Tag	1.4%
Talon	1.3%
Iron Man	1.2%
ProX	1.1%
Sidewinder	1.1%
GYTR.....	0.9%
Fly Hard Parts	0.8%
Moose.....	0.8%
AFAM.....	0.6%
Sprocket Specialists	0.5%
DDC	0.5%
RK.....	0.5%
Husqvarna	0.4%
PBI	0.4%
Turner.....	0.3%
MSR	0.2%
ACD Racing Parts.....	0.2%
SRT	0.2%
Twenty	0.1%
Bud Racing	0.1%
DNA.....	0.1%
Magnum	0.1%
Next Components	0.1%
Rocket.....	0.1%
Misc. / Fill-in	1.9%

CHAIN:

Will purchase within 12 months 55.7%

IF "YES," WHAT BRAND OF

CHAIN:

DID.....	31.2%
Undecided	16.2%
Renthal	15.6%
RK Chain.....	9.5%
Regina	3.8%
Pro Taper.....	3.7%
Primary Drive.....	3.0%
Mika Metals	2.8%
EK	2.7%
Sunstar.....	1.4%
KTM PowerParts.....	1.1%
Tsubaki.....	0.9%
CZ.....	0.7%
ProX	0.7%
Vortex.....	0.7%
Fly Hard Parts	0.6%
GYTR.....	0.6%
AFAM	0.5%
Husqvarna	0.5%
Sidewinder	0.5%
Moose.....	0.4%
Bud Racing.....	0.3%
SRT	0.3%
JT.....	0.3%
KMC.....	0.2%
Parts Unlimited	0.2%
MSR	0.1%
Misc. / Fill-in.....	1.5%

BRAKE PADS / DISCS /

CALIPERS:

Will purchase within 12 months 34.5%

IF "YES," WHAT BRAND OF

BRAKE PADS / DISCS /

CALIPERS:

EBC.....	25.4%
Undecided	18.4%
OEM.....	10.1%
Brembo.....	9.4%
Braking.....	7.2%
Galfer	6.7%
KTM PowerParts.....	3.2%

DP Brakes	3.1%
Tusk	2.0%
Moto-Master	1.7%
Moto Stuff.....	1.3%
Renthal.....	1.3%
ProX.....	1.2%
Pro Taper	0.9%
SBS Brakes	0.9%
Mika Metals.....	0.8%
Husqvarna	0.8%
Ferodo.....	0.7%
Moose Racing.....	0.5%
Excel.....	0.4%
Gold Fren.....	0.4%
Driven.....	0.3%
SRT.....	0.3%
Vesrah Racing.....	0.3%
Bud Racing	0.2%
RHK.....	0.2%
IMS.....	0.1%
Goodridge.....	0.1%
Kite.....	0.1%
Lyndall.....	0.1%
MSR.....	0.1%
Streamline.....	0.1%
Warp 9.....	0.1%
Misc. / Fill-in.....	1.8%

PLASTICS:

Will purchase within 12 months 31.5%

IF "YES," WHAT BRAND OF PLASTICS:

Acerbis.....	32.1%
Undecided.....	15.8%
Cycra.....	13.2%
Polisport.....	11.9%
UFO.....	9.1%
OEM.....	6.5%
RTech.....	2.5%
KTM PowerParts.....	2.3%
DC Plastics.....	1.7%
MX Plastics.....	1.5%
Husqvarna.....	1.0%
TX Race.....	0.5%
VMX.....	0.5%
Maier.....	0.4%
Preston Petty Products.....	0.4%
MEC.....	0.1%
Misc. / Fill-in.....	0.6%

SEAT OR SEAT COVER:

Will purchase within 12 months 28.8%

IF "YES," WHAT SEAT OR SEAT COVER:

Seat.....	23.9%
Seat cover.....	76.1%

IF "SEAT," WHAT BRAND:

Guts.....	21.6%
Undecided.....	20.3%
Seat Concepts.....	14.8%
SDG.....	7.7%
KTM PowerParts.....	7.1%
Acerbis.....	4.8%
MotoSeat.....	4.8%
Enduro Engineering.....	3.9%
OEM.....	2.6%
Think.....	1.6%
Factory Effex.....	1.3%
Husqvarna.....	1.3%
Factory Backing.....	1.0%
Polisport.....	1.0%
Psychic MX.....	0.7%
Misc. / Fill-in.....	5.5%

IF "SEAT COVER," WHAT BRAND:

Undecided.....	26.3%
Guts.....	13.7%
MotoSeat.....	9.4%
Factory Effex.....	4.6%
Thrill Seekers.....	4.0%
D'cor Visuals.....	3.4%
DeCal Works.....	3.2%
Traction MX.....	3.2%
KTM PowerParts.....	2.5%
Ceet.....	2.1%
Factory Seat.....	2.1%
Seat Concepts.....	1.9%
Throttle Jockey.....	1.8%
Blackbird.....	1.6%
SDG.....	1.2%
Acerbis.....	1.0%
180 Decals.....	1.0%
OEM.....	1.0%
SKDA.....	1.0%
Attack Graphics.....	0.9%
N-Style.....	0.9%
Bud Racing.....	0.8%

Tecnosel.....	0.8%
Enjoy Mfg.....	0.7%
One Industries.....	0.7%
DR Trim.....	0.6%
Evo-MX.....	0.6%
Nihilo Concepts.....	0.6%
Topline.....	0.6%
CFX.....	0.5%
Husqvarna.....	0.5%
MSR.....	0.4%
Polisport.....	0.4%
Flu Designs.....	0.3%
Moose.....	0.3%
AS3 Performance.....	0.2%
Fusion Graphix.....	0.2%
S4MX.....	0.2%
StompGrip.....	0.2%
Natty Seats.....	0.2%
Elusive Graphics.....	0.2%
Saddlemen.....	0.1%
Misc. / Fill-in.....	4.6%

BIKE PROTECTION:

Will purchase within 12 months 16.9%

IF "YES," WHAT BRAND(S) OF BIKE PROTECTION:

Acerbis.....	25.6%
Undecided.....	25.2%
Works Connection.....	21.2%
Cycra.....	12.1%
TM Designworks.....	10.7%
Enduro Engineering.....	8.9%
Tusk.....	7.5%
KTM PowerParts.....	6.7%
Lightspeed.....	5.8%
Bullet Proof Designs.....	5.6%
Polisport.....	5.0%
GYTR.....	4.4%
P3.....	4.4%
Pro Carbon.....	4.4%
DeVol Racing.....	4.1%
Moose.....	3.9%
Nihilo.....	2.7%
AXP Racing.....	2.3%
Fastway.....	1.9%
Husqvarna.....	1.9%
MSR.....	1.9%
AS3 Performance.....	1.4%
Ricochet Offroad.....	1.4%
Emperor Racing.....	0.9%
7602 Racing.....	0.8%
CrossPro.....	0.8%

Hyde Racing	0.8%
ICW	0.7%
Unabiker	0.7%
Flatland Racing	0.5%
CRD	0.4%
Scar	0.4%
CF Works	0.3%
Leo Vince	0.3%
Next Components	0.3%
ACD Racing Parts	0.1%
Appalachian Moto Products	0.1%
DH1	0.1%
Misc. / Fill-in	5.4%

TRIPLE CLAMP:

Will purchase within 12 months.. 7.7%

IF "YES," WHAT BRAND OF TRIPLE CLAMP:

X-Trig	29.0%
Undecided.....	15.7%
Pro Circuit.....	11.9%
Ride Engineering	11.0%
NEKEN.....	7.5%
Applied	7.0%
RG3	4.1%
Luxon MX	2.0%
OEM	1.7%
KTM PowerParts	1.5%
Bud Racing	1.2%
Husqvarna	1.2%
Scar Racing.....	1.2%
Kite	0.6%
Misc. / Fill-in	4.6%

SUSPENSION SERVICE:

Will purchase within 12 months 44.7%

IF "YES," WHAT SUSPENSION COMPANY:

Undecided.....	19.7%
Factory Connection.....	10.5%
Race Tech	8.9%
Enzo	4.7%
Pro Circuit.....	3.5%
Pro-Action	2.1%
Öhlins.....	2.0%
RG3.....	2.0%
MX-Tech	1.5%
EVO	1.3%

Fox Racing Shox.....	1.1%
Precision Concepts.....	1.0%
Kreft.....	0.9%
WP, North America	0.9%
FCR.....	0.8%
Powerband Racing	0.8%
JMR Suspension	0.7%
PR2.....	0.7%
AHM Factory Services	0.6%
MCR.....	0.6%
707 Racing	0.6%
Graeme Brough.....	0.6%
Noleen.....	0.6%
Shock Therapy	0.6%
Dirt Works	0.5%
Independent Race Shop	0.5%
TBT	0.5%
Chad's Offroad.....	0.4%
JBI Suspension.....	0.4%
Tech Care	0.4%
TZR.....	0.4%
A1 Racing	0.4%
Bud Racing	0.4%
Devol.....	0.4%
EBR.....	0.4%
Fastlap.....	0.4%
KTM World	0.4%
MB1	0.4%
N2Dirt Suspension.....	0.4%
Technical Touch	0.4%
Total Control.....	0.4%
WER.....	0.4%
C Cycle	0.3%
JM Racing.....	0.3%
JP Speed.....	0.3%
Litz Racing.....	0.3%
Speed Technologies	0.3%
SRS	0.3%
Stillwell Performance	0.3%
Air Ride.....	0.3%
Alltech Suspension	0.3%
Dick's Racing.....	0.3%
Enduro Engineering	0.3%
Enduro Spec	0.3%
KB5	0.3%
K-Tech	0.3%
Superior Suspension Settings.....	0.3%
Tag MX Suspension.....	0.3%
Decker Performance	0.2%
ESP.....	0.2%
Full Travel Innovations.....	0.2%
KPS	0.2%
Motoworks	0.2%
MPE	0.2%
Performance Factory.....	0.2%
Pro Prept	0.2%
Pro Valve	0.2%

RMR.....	0.2%
Roth Racing.....	0.2%
Schmidt Performance.....	0.2%
SGB Suspension.....	0.2%
STS.....	0.2%
WMR Competition Performance	0.2%
Active Ride	0.2%
Airborne Suspension	0.2%
Clean Racing	0.2%
Costanzo	0.2%
Division MX	0.2%
Elka	0.2%
House of Horsepower.....	0.2%
JGR.....	0.2%
LT Racing	0.2%
Moto4Play.....	0.2%
MPR	0.2%
Protune Suspension	0.2%
R Moto Perfected	0.2%
Racers Edge Performance	0.2%
Renegade	0.2%
Rider's Edge Suspension	0.2%
Six 12	0.2%
Slavens Racing.....	0.2%
Suspension Dynamics	0.2%
Suspension Tech	0.2%
Too Tech	0.2%
Weisner Performance	0.2%
Axis	0.1%
Beck's Tech	0.1%
BBS	0.1%
Boughner	0.1%
Bumpsticks.....	0.1%
C4MX.....	0.1%
Choice	0.1%
CSR Suspension	0.1%
DC 3	0.1%
Dyno Time	0.1%
G-Force	0.1%
Kumlin Suspension	0.1%
Landing Gear Suspension	0.1%
M&M Off-Road	0.1%
Merge Racing.....	0.1%
Moto-Vations	0.1%
MX Only	0.1%
ProMax Suspension.....	0.1%
Promotion.....	0.1%
RC Suspension	0.1%
Reynard Modifications.....	0.1%
TF Racing.....	0.1%
Zip-Ty Racing	0.1%
ZR1	0.1%
Blonix.....	0.1%
Boykin.....	0.1%
CCR.....	0.1%
Euro.....	0.1%
Fine Line Racing.....	0.1%

Get Real Racing	0.1%
Hayward Suspension	0.1%
High Performance Cycles	0.1%
Hitchcock Racing	0.1%
Hoey	0.1%
Kontrol Factory	0.1%
Lainer Suspension	0.1%
LCS Racing	0.1%
Manucci Racing	0.1%
Marshall's Racing	0.1%
MCD	0.1%
Mike's Dirt Bike Suspension	0.1%
Moto Mods	0.1%
Moto-Tek	0.1%
Pinnacle	0.1%
Pit Pro MX	0.1%
Planet Advanced	0.1%
Podium Works	0.1%
Poletti	0.1%
Push Industries	0.1%
R&R Racing	0.1%
Race Spec	0.1%
Reactive	0.1%
RE Suspension	0.1%
Reiger Suspension	0.1%
Sage Suspension	0.1%
Santa Cruz Suspension	0.1%
Shockaholic	0.1%
SixFiveO	0.1%
Solid Performance	0.1%
Solva	0.1%
SPMX	0.1%
Super Plush	0.1%
T7	0.1%
Misc. / Fill-in	12.4%

ENGINE SERVICE:

Will purchase within 12 months 15.2%

IF "YES," WHAT ENGINE COMPANY:

Undecided	27.9%
Pro Circuit	10.5%
Eric Gorr	5.0%
Twisted Development	3.1%
Tom Morgan Racing	2.3%
Millennium Technologies	2.2%
Tokyo Mods	2.0%
Race Tech	2.0%
OEM Dealer	1.9%
JGRMX	1.9%
Tom Zont Racing	1.6%
Yoshimura	1.4%

Varner	1.2%
JM Racing	1.1%
Haeseker Racing	1.1%
Proven Moto	0.8%
Lynk's Racing	0.8%
JMS	0.8%
Bud Racing	0.8%
Bill's Pipes	0.8%
AHM Factory Services	0.8%
HP Race Development	0.6%
Big Bore Thumpers	0.6%
WMR Competition Performance	0.5%
LCS Racing	0.5%
C4 MX	0.5%
Bondi	0.5%
TBT	0.3%
R&D Racing	0.3%
PR2	0.3%
Powered by Naveen	0.3%
MCD Racing	0.3%
Dick's Racing	0.3%
DH1 Mods	0.3%
DC Powerhouse	0.3%
Boyko Racing	0.3%
Bonzi	0.3%
Vision Race Preparation	0.3%
Barr's Competition	0.3%
Jett Tuning	0.3%
Watts Perfections	0.2%
SCT Racing Engines	0.2%
Ron Hamp	0.2%
Rocket Exhaust	0.2%
Pro-Prept Motocross	0.2%
PDR	0.2%
MX Zone	0.2%
Mad Brothers	0.2%
Inside Line MX	0.2%
Finish Line Engines	0.2%
Misc. / Fill-in	21.6%

FUEL TYPE:

Pump gas	74.8%
Race fuel	25.2%

IF "RACE FUEL," WHAT BRAND OF FUEL:

VP	58.5%
Sunoco	10.7%
Avgas	5.0%
Shell	3.7%
BP	2.7%
Renegade	2.5%
KTM Racing Fuel	1.8%

Klotz	1.5%
Turbo Blue	1.5%
Dragon	1.2%
Monster	1.1%
Aspen	0.9%
Torco	0.8%
Elf	0.7%
Trick	0.6%
ETS	0.5%
Rocket Fuel	0.5%
Gulf	0.4%
Ignite	0.4%
Base	0.3%
F&L	0.2%
Fuse	0.2%
FTW	0.1%
Powermist	0.1%
TrackTek	0.1%
Misc. / Fill-in	4.2%

BIKE STAND:

Will purchase within 12 months 18.0%

IF "YES," WHAT BRAND OF BIKE STAND:

Undecided	39.3%
Matrix Concepts	15.1%
Works Connection	4.3%
Harbor Freight	4.1%
Pro Circuit	3.6%
Acerbis	3.3%
Fly	3.1%
Tusk	2.0%
FMF	1.9%
MotoSport	1.9%
Moose	1.6%
Cycra	1.4%
Pit Posse	1.4%
Polisport	1.4%
KTM PowerParts	1.3%
MotoConcepts	1.3%
Risk Racing	1.3%
RTech	1.1%
Akrapovic	1.0%
OEM	1.0%
24mx	0.9%
ASV	0.9%
Husqvarna	0.9%
DRC	0.6%
Ogio	0.6%
ICW	0.5%
Universal	0.5%
Bud Racing	0.4%

Mad Racing.....	0.4%
States MX	0.4%
K&L Supply	0.3%
MSR.....	0.3%
Scar	0.3%
Pro Wheel	0.1%
Misc. / Fill-in	1.9%

WHAT BRAND(S) OF TOOLS

DO YOU OWN:

Craftsman.....	61.7%
Snap-on.....	40.6%
Motion Pro.....	36.2%
Dewalt.....	35.1%
Harbor Freight	32.1%
Channel Lock.....	29.1%
Stanley Tools	24.2%
Kobalt	22.0%
Cresant	21.5%
Milwaukee	21.0%
Makita.....	19.3%
Tusk	19.3%
Bosch	15.6%
Mac Tools	15.4%
Bike Master.....	15.1%
GearWrench.....	13.8%
Husky.....	13.8%
Matco Tools.....	11.6%
Ratio-Rite.....	11.3%
Ryobi	11.0%
Park Tools.....	10.5%
Pittsburgh.....	10.5%
KTM PowerParts	10.2%
Klein	10.1%
Race Tech	9.5%
Mastercraft.....	9.3%
Porter Cable	8.8%
Hitachi	8.4%
FMF	8.3%
Moose Racing	8.2%
Works Connection	7.6%
SK	7.1%
Parts Unlimited	6.7%
Cornwell	6.7%
NGK.....	6.4%
MSR.....	6.2%
Pit Posse.....	5.9%
Pro Circuit.....	5.7%
Excel	5.5%
K&N	5.4%
Husqvarna	5.4%
ASV	5.3%
DID	5.3%
Fly Racing.....	5.0%

Fasst Company.....	4.6%
Wiseco	4.3%
Wurth	3.9%
Hilti	3.6%
Kinchrome	3.5%
Sidchrome	3.4%
Matrix Concepts.....	3.3%
Beta	3.1%
Hot Cams	2.7%
K&L	2.7%
Bacho	2.4%
Cruz Tools.....	2.2%
Drag Specialties	2.2%
Motorsport Products	2.2%
RK.....	2.0%
Carlyle.....	1.9%
Emgo	1.9%
Gedore.....	1.8%
Facom.....	1.8%
Stahlwille	1.8%
AEG	1.7%
AmPro.....	1.6%
Hazet	1.4%
Sonic Tools	1.4%
Topeak	1.3%
Halfords	1.3%
Biltema.....	1.2%
Progressive Suspension.....	1.2%
Draper	1.1%
Hardline	1.1%
Helix.....	1.0%
Kowa.....	1.0%
Britool	1.0%
SP	0.9%
Air Force Blaster.....	0.8%
Outerwears	0.7%
Dynatek.....	0.7%
TMV.....	0.6%
Scribner Plastics.....	0.5%
Tire Balls.....	0.5%
Rowe USA	0.5%
Torin Jacks Inc.....	0.4%
Tecmate.....	0.4%
Lang Tools	0.4%
Jims	0.4%
Bluhm Enterprises.....	0.3%
Hydro-turf	0.3%
Stop & Go	0.3%
Baron Custom Accessories	0.3%
Moto Centric	0.2%
Simple Solutions	0.2%
Tirox.....	0.1%
Misc. / Fill-in	5.8%

FAVORITE OIL:

Maxima	15.8%
Amsoil.....	11.3%
Bel-Ray	8.7%
Motul	7.1%
Yamalube	6.8%
Undecided	6.5%
Castrol	5.7%
Motorex.....	5.6%
KTM / Motorex	4.4%
Hondaline	4.0%
Lucas	3.7%
Shell Rotella	3.2%
Klotz.....	2.2%
Mobil.....	1.9%
Spectro	1.6%
Silkolene.....	1.2%
Penrite	1.0%
Kawasaki.....	0.9%
Valvoline	0.7%
Putoline	0.7%
Royal Purple.....	0.6%
Redline	0.6%
Rock Oil	0.4%
Blendzall	0.4%
Elf.....	0.3%
Ipone.....	0.3%
Liqui Moly	0.3%
VP Lubricants	0.3%
Blud Lubricants	0.2%
Fuchs	0.2%
Torco	0.2%
Denicol	0.2%
Dumonde Tech.....	0.2%
Delo	0.1%
Ecstar.....	0.1%
Gulf	0.1%
PJ1	0.1%
TiLube	0.1%
Joe Gibbs Driven.....	0.1%
Kroon	0.1%
Opti.....	0.1%
Repsol.....	0.1%
Misc. / Fill-in.....	1.8%

FAVORITE CHAIN LUBE:

Maxima	22.1%
Bel-Ray	16.9%
Undecided	12.8%
Motul	5.4%
WD-40.....	4.1%
Motorex.....	3.9%
Amsoil.....	3.8%
PJ1	3.7%

Lucas Oil.....	3.4%
KTM / Motorex	3.0%
Castrol.....	2.9%
Honda OEM.....	2.6%
Yamalube.....	2.4%
Sikolene	1.6%
Putoline	1.2%
Spectro	0.7%
No Toil.....	0.5%
Penrite.....	0.5%
Renthal.....	0.5%
Dumonde Tech	0.5%
Klotz	0.5%
DuPont	0.5%
Ipone	0.4%
Champion.....	0.4%
Mika Metals.....	0.4%
Rock Oil.....	0.4%
Bo Motor-Oil	0.3%
Tri-Flow	0.3%
Valvoline	0.3%
Muc-off.....	0.2%
Kal-Guard	0.2%
TiLube	0.2%
Moose Racing.....	0.2%
Napa.....	0.2%
Repsol.....	0.2%
Sunstar	0.2%
Denicol.....	0.1%
Liquid Performance	0.1%
Wurth.....	0.1%
Liquid Wrench.....	0.1%
Royal Purple	0.1%
Torco.....	0.1%
BG.....	0.1%
Vrooam	0.1%
Misc. / Fill-in	1.8%

FAVORITE AIR FILTER:

Twin Air	41.7%
K&N	11.2%
Undecided.....	9.9%
No Toil.....	9.1%
UNI	6.8%
DT1	3.5%
Pro Filter	3.1%
OEM	2.7%
FunnelWeb.....	1.7%
HiFlo.....	1.5%
Moose	1.5%
Yamaha GYTR	1.3%
Acerbis.....	0.8%
ProX.....	0.8%
Tusk	0.8%
Moto Air	0.5%

Loudmouth.....	0.5%
Bike Master.....	0.3%
FilGuard	0.3%
Putoline	0.2%
DNA.....	0.2%
PC Racing	0.1%
MSR.....	0.1%
Two Brothers	0.1%
Misc. / Fill-in	1.3%

FAVORITE ENGINE COOLANT:

Engine Ice	27.2%
Undecided.....	23.2%
Maxima	5.6%
Automotive antifreeze.....	5.0%
Bel-Ray Moto Chill	3.4%
Evans Waterless.....	3.2%
Honda.....	2.7%
KTM / Motorex.....	2.7%
Prestone.....	2.7%
Peak.....	2.7%
Amsoil.....	2.5%
Yamalube Yamacool.....	2.5%
Castrol.....	2.3%
Motul.....	2.1%
OEM.....	1.8%
Motorex.....	1.8%
Red Line / Water Wetter.....	1.2%
Liquid Performance	0.9%
Royal Purple Purple Ice	0.9%
Twin Air IceFlow.....	0.8%
Putoline	0.6%
Silkolene	0.6%
Suzuki	0.4%
Penrite.....	0.4%
Water.....	0.3%
Spectro	0.3%
Elf.....	0.3%
Zip-ty	0.2%
Glystantin.....	0.1%
Moose.....	0.1%
Biltema.....	0.1%
VP Stay Frosty	0.1%
Misc. / Fill-in	1.3%

FAVORITE BRAND OF CASUAL

SHOE:

Nike.....	15.6%
Vans	13.7%
Undecided.....	12.7%
Adidas	12.1%
New Balance	4.8%
DC.....	4.1%

Asics.....	3.8%
Sketchers	3.2%
Merrell.....	2.5%
Under Armor	1.8%
Etnies.....	1.6%
Converse.....	1.5%
Fox	1.4%
Alpinestars	1.4%
Puma.....	1.3%
Keen	1.0%
Brooks	1.0%
DVS.....	0.9%
Salomon	0.9%
Reebok	0.9%
Ariat	0.9%
Red Wing	0.7%
Doc Martens.....	0.7%
Five Ten	0.6%
Justin Boots.....	0.6%
Timberland.....	0.6%
Jordan	0.5%
Crocs	0.5%
Sperry.....	0.5%
Danner.....	0.5%
Saucony.....	0.4%
Colombia.....	0.4%
Wolverine.....	0.4%
Georgia Boot	0.4%
Altra	0.3%
Ecco.....	0.3%
Emerica	0.3%
Hi-Tec	0.3%
Fila	0.2%
Hoka	0.2%
Chippewa	0.2%
eS.....	0.2%
Globe.....	0.2%
Oakley	0.2%
Sidi	0.2%
Mizuno	0.1%
Adio.....	0.1%
Circa	0.1%
Osiris	0.1%
Chacos.....	0.1%
Sanuk.....	0.1%
Supra	0.1%
The North Face.....	0.1%
Fallen.....	0.1%
Lakai.....	0.1%
La Sportiva.....	0.1%
Macbeth.....	0.1%
Scott	0.1%
Misc. / Fill-in.....	2.4%

FAVORITE BRAND OF SUNGLASSES:

Oakley.....	32.2%
Undecided.....	22.3%
Ray-Ban.....	9.9%
100%.....	6.4%
Spy.....	5.2%
Costa Del Mar.....	2.5%
Maui Jim.....	2.1%
Smith Optics.....	1.8%
Fox.....	1.6%
Dragon.....	1.2%
Arnette.....	0.9%
Von Zipper.....	0.9%
Scott.....	0.8%
Wiley X.....	0.6%
Electric.....	0.5%
Nike.....	0.5%
Gucci.....	0.5%
3m.....	0.5%
Bolle.....	0.5%
Heatwave.....	0.4%
Black Flies.....	0.4%
Serengeti.....	0.4%
Persol.....	0.3%
Vuarnet.....	0.3%
Carerra.....	0.3%
Under Armor.....	0.3%
Native.....	0.2%
Nemesis.....	0.2%
Revo.....	0.2%
Anarchy.....	0.2%
Beer Optics.....	0.2%
Prada.....	0.2%
Suncloud.....	0.2%
Tom Ford.....	0.2%
Otis.....	0.1%
Versace.....	0.1%
Zeal Optics.....	0.1%
Blur.....	0.1%
Bomber.....	0.1%
Dang Shades.....	0.1%
Gatorz.....	0.1%
Peppers.....	0.1%
Ryder.....	0.1%
Tifosi.....	0.1%
Misc. / Fill-in.....	4.2%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes.....33.6%

IF "YES," WHAT BRAND OF STREET BIKE:

Harley Davidson.....	19.8%
Honda.....	18.2%
Yamaha.....	15.0%
Suzuki.....	10.4%
Kawasaki.....	10.2%
KTM.....	5.2%
Ducati.....	4.2%
BMW.....	3.9%
Triumph.....	3.3%
Aprilla.....	1.3%
Husqvarna.....	1.2%
Indian.....	0.8%
Victory.....	0.6%
Buell.....	0.6%
Can-Am.....	0.5%
Custom.....	0.5%
Vespa.....	0.4%
BSA.....	0.4%
Moto Guzzi.....	0.4%
Norton.....	0.4%
TM.....	0.2%
Cagiva.....	0.1%
Husaberg.....	0.1%
MV Agusta.....	0.1%
Royal Enfield.....	0.1%
Derbi.....	0.1%
Hyosung.....	0.1%
Ural.....	0.1%
Misc. / Fill-in.....	2.0%

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

Yes.....10.3%

IF "YES," WHAT BRAND OF STREET BIKE:

Yamaha.....	15.8%
Undecided.....	14.4%
Harley Davidson.....	14.4%
Honda.....	14.2%
KTM.....	7.6%
Kawasaki.....	6.4%
Suzuki.....	5.3%
Ducati.....	4.8%

Husqvarna.....	4.1%
BMW.....	3.0%
Triumph.....	3.0%
Indian.....	1.8%
Aprilla.....	0.9%
Can-Am.....	0.7%
Royal Enfield.....	0.7%
Buell.....	0.5%
Custom.....	0.5%
Misc. / Fill-in.....	2.1%

OWN A SIDE X SIDE / UTV:

Yes.....9.1%

IF "YES," WHAT BRAND OF SIDE X SIDE / UTV:

Polaris.....	36.6%
Yamaha.....	17.4%
Kawasaki.....	13.8%
Can-Am.....	13.3%
Honda.....	7.4%
John Deere.....	3.6%
Artic Cat.....	2.8%
Kubota.....	1.0%
Misc. / Fill-in.....	4.1%

PLAN TO BUY A SIDE X SIDE / UTV IN THE NEXT 12 MONTHS:

Yes.....3.8%

IF "YES," WHAT BRAND OF SIDE X SIDE / UTV:

Polaris.....	31.1%
Can-Am.....	20.5%
Undecided.....	12.4%
Honda.....	12.4%
Yamaha.....	10.6%
Kawasaki.....	6.2%
Artic Cat.....	2.5%
John Deere.....	1.9%
Misc. / Fill-in.....	2.5%

OWN AN ATV:

Yes.....24.5%

IF “YES,” WHAT TYPE OF ATV:

Utility.....	54.4%
Sport.....	45.6%

**IF “YES,” WHAT BRAND OF
ATV:**

Honda.....	34.0%
Yamaha.....	24.0%
Polaris.....	12.5%
Suzuki.....	8.6%
Kawasaki.....	7.2%
Can-Am.....	5.1%
Artic Cat.....	3.2%
Bombardier.....	0.9%
Eton.....	0.9%
KTM.....	0.8%
Kymco.....	0.8%
Misc. / Fill-in.....	2.0%

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

Yes.....	4.1%
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IF “YES,” WHAT TYPE OF ATV:

Sport.....	48.6%
Utility.....	34.1%
Undecided.....	17.3%

**IF “YES,” WHAT BRAND OF
ATV:**

Yamaha.....	26.5%
Honda.....	21.9%
Undecided.....	18.7%
Polaris.....	9.7%
Kawasaki.....	5.8%
Bombardier.....	5.2%
Suzuki.....	5.2%
Can-Am.....	2.6%
Artic Cat.....	1.9%
Misc. / Fill-in.....	2.6%

AUTOMOTIVE**OWN A PICKUP TRUCK:**

Yes.....	71.9%
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**IF “YES,” WHAT BRAND OF
TRUCK:**

Ford.....	30.8%
Chevrolet.....	22.7%
Dodge.....	15.5%
Toyota.....	14.5%
GMC.....	7.5%
Nissan.....	3.5%
Holden.....	1.0%
Mitsubishi.....	0.8%
Mazda.....	0.7%
Honda.....	0.6%
Volkswagen.....	0.5%
Isuzu.....	0.4%
Jeep.....	0.1%
Cadillac.....	0.1%
Land Rover.....	0.1%
Datsun.....	0.1%
Misc. / Fill-in.....	1.1%

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

Yes.....	14.6%
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**IF “YES,” WHAT BRAND OF
TRUCK:**

Ford.....	25.1%
Undecided.....	19.1%
Toyota.....	16.7%
Chevrolet.....	15.5%
Dodge.....	11.0%
GMC.....	6.0%
Honda.....	1.6%
Nissan.....	1.6%
Mitsubishi.....	0.8%
Volkswagen.....	0.8%
Holden.....	0.2%
Mercedes.....	0.2%
Misc. / Fill-in.....	1.5%