

2021 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

41.8% *Enduro is Favorite Type of Riding*

\$4,650 *Avg. Cost of Primary Bike*

2.1 *Avg. Number of Bikes*

46.7% *Will Buy a New Bike in the Next Year*

\$123,028 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **6.5%** SPECIALIZED

Fork to Buy: **32.3%** FOX

Rear Shock to Buy: **33.6%** FOX

Brakes to Buy: **36.0%** SHIMANO

Derailleurs / Shifters to Buy: **47.4%** SRAM

METHODOLOGY:

This survey was conducted on Vital MTB, May-June 2021. Responses were limited to one per person. Results were tabulated from 10,000+ surveys. Results have been rounded to the nearest tenth of a percent.

DEMOGRAPHIC INFORMATION

GENDER:

Male.....	96.2%
Female.....	3.8%

MARITAL STATUS:

Single.....	43.1%
Married.....	56.9%

AGE:

Average.....	38
Median.....	39
19 or under.....	11.9%
20-29.....	12.4%
30-39.....	25.8%
40-49.....	29.2%
50-59.....	15.4%
60 or older.....	5.3%

IF HAVE KIDS (UNDER 18) THAT RIDE:

1.....	46.0%
2.....	40.4%
3.....	9.8%
4 or more.....	3.9%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	6.7%
High school.....	15.5%
Some college.....	16.2%
College.....	38.6%
Postgraduate degree.....	22.9%

HOUSEHOLD INCOME:

Average.....	\$123,028
Median.....	\$87,500
Under \$25,000.....	10.5%
\$25,001 - \$50,000.....	12.3%
\$50,001 - \$75,000.....	14.1%
\$75,001 - \$100,000.....	13.6%
\$100,001 - \$125,000.....	11.6%
\$125,001 - \$150,000.....	10.6%
\$150,001 - \$175,000.....	6.8%

\$175,001 - \$200,000.....	5.6%
\$200,001 - \$225,000.....	4.1%
\$225,001 - \$250,000.....	2.5%
\$250,001 or more.....	8.4%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM SURVEY RESPONSES*:

United States.....	43.2%
Canada.....	9.1%
United Kingdom.....	7.8%
Australia.....	6.1%
Germany.....	3.8%
New Zealand.....	3.0%
France.....	1.8%
Italy.....	1.5%
Switzerland.....	1.4%
Sweden.....	1.3%

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

California.....	20.1%
Colorado.....	9.4%
Washington.....	7.3%
Utah.....	4.7%
Oregon.....	4.0%
Pennsylvania.....	3.5%
Idaho.....	3.4%
Texas.....	3.3%
Arizona.....	3.2%
North Carolina.....	3.2%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM GOOGLE ANALYTICS:

United States.....	30.8%
United Kingdom.....	10.5%
Canada.....	8.7%
Australia.....	5.1%
Germany.....	4.4%
Philippines.....	2.9%
France.....	2.6%
Italy.....	2.4%
New Zealand.....	1.9%
Spain.....	1.8%

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

California.....	22.5%
Colorado.....	6.8%
Washington.....	5.6%
Texas.....	5.5%
Oregon.....	4.3%
Utah.....	3.8%
Florida.....	3.6%
New York.....	3.5%
Arizona.....	2.9%
North Carolina.....	2.7%

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

Hiking.....	51.6%
Camping.....	44.7%
Running.....	26.9%
Road Cycling.....	25.5%
Video Gaming.....	25.0%
Swimming.....	24.7%
Skiing.....	24.5%
Bodybuilding / weightlifting.....	21.3%
Snowboarding.....	20.0%
Fishing.....	17.5%
Climbing.....	17.2%
Kayaking.....	15.2%
Motocross/Off-road.....	13.7%
Shooting.....	13.3%
Stand-Up Paddleboarding.....	13.0%
Skateboarding.....	12.9%
BMX.....	12.2%
Golf.....	12.1%
Basketball.....	11.7%
Soccer.....	11.2%
Surfing.....	10.9%
Formula 1.....	10.6%
Football.....	8.0%
CrossFit.....	7.8%
Moto GP.....	7.5%
Tennis.....	7.2%
Hockey.....	6.9%
Hunting.....	6.6%
RC.....	5.9%
Rally.....	5.7%
Baseball.....	4.8%
Wakeboarding.....	4.8%
Sailing.....	4.3%
Rugby.....	4.0%
Snowmobiling.....	3.8%
Boxing.....	3.8%
Scuba Diving.....	3.3%

Waterskiing.....	3.0%
Off-Road Truck Racing.....	2.5%
Drag Racing.....	2.4%
Indy Car.....	2.4%
Cricket.....	2.2%
NASCAR.....	2.2%
Windsurfing.....	2.0%
Kitesurfing.....	1.3%
Lacrosse.....	1.3%
Squash.....	1.2%
Misc. / Fill-In.....	8.7%

NON-MTB BIKES OWNED:

Road.....	43.0%
Commuter.....	32.8%
Gravel.....	25.0%
BMX.....	23.3%
E-mountain.....	11.8%
Cyclocross.....	10.0%
Fat.....	8.6%
E-road.....	1.9%
Triathlon.....	1.5%

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

Mountain bike websites.....	75.1%
YouTube.....	53.5%
Manufacturer websites.....	46.4%
Local bike shop.....	42.0%
Friends.....	41.0%
Demos / Test rides.....	23.4%
Magazines.....	23.2%
Instagram.....	22.9%
Mail-order websites.....	16.8%
Facebook.....	13.6%
Podcasts.....	12.5%
Misc. / Fill-In.....	4.2%

MOUNTAIN BIKING ACTIVITY

HOW OFTEN RIDE:

Average.....	2.5 times a week
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4 or more times a week.....	27.0%
2-3 times a week.....	44.6%
About once a week.....	18.5%
2-3 times a month.....	4.8%
About once a month.....	1.7%

TYPES OF RIDING DONE IN PAST 12 MONTHS:

Trail riding.....	79.5%
Enduro / All-Mountain.....	70.4%
Cross-country.....	51.8%
Downhill / Gravity.....	45.7%
Dirt jumping.....	25.8%
Street riding / Skateparks.....	21.7%

FAVORITE TYPE OF RIDING:

Enduro / All-Mountain.....	41.8%
Trail riding.....	30.0%
Downhill / Gravity.....	16.6%
Cross-country.....	7.3%
Dirt jumping.....	2.5%
Street riding / Skateparks.....	1.8%

ENTERED RACE IN PAST 12 MONTHS:

Yes.....	22.7%
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IF "YES," TYPE OF RACE:

Enduro.....	56.8%
Cross-country.....	33.3%
Downhill.....	31.6%
Endurance (6-24 hour races).....	9.1%
Gravel.....	6.3%
Cyclocross.....	5.7%
4X.....	3.8%
Dual-slalom.....	3.5%
Super D.....	2.9%

RIDDEN A BIKE PARK:

Yes.....	71.1%
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FAVORITE BIKE PARK:

Whistler Mountain Bike Park... 14.9%
Bike Park Wales.....2.7%
Trestle / Winter Park.....2.7%
Morzine.....2.3%
Angel Fire Bike Park.....2.0%
Northstar California.....1.8%
Highland Mountain.....1.7%
Snow Summit / Big Bear.....1.7%

Mammoth.....	1.6%
Snowshoe.....	1.5%
Leogang.....	1.5%
Chatel.....	1.4%
Deer Valley.....	1.4%
Killington.....	1.2%
Winterberg.....	1.2%
Queenstown.....	1.2%
Schladming.....	1.2%
SkyPark at Santa's Village.....	1.1%
Mountain Creek.....	1.0%
Thredbo.....	1.0%
Whakarewarewa.....	1.0%
Windrock Bike Park.....	1.0%
Derby Tasmania.....	1.0%
Silver Mountain.....	1.0%
Saalbach-Hinterglemm.....	1.0%
Silver Star Bike Park.....	0.9%
Are Bike Park.....	0.9%
Livigno.....	0.9%
Blue Mountain Bike Park.....	0.8%
Les Gets.....	0.8%
Portes Du Soleil.....	0.8%
Spider Mountain, Texas.....	0.8%
Vallnord.....	0.8%
Big Sky Montana.....	0.8%
Glentress.....	0.7%
Hafjell.....	0.7%
Maribor.....	0.7%
Bromont, Canada.....	0.7%
Thunder Mountain Bike Park.....	0.6%
Lac Blanc.....	0.6%
Revolution Bike Park.....	0.6%
Skyline Rotorua.....	0.6%
Sun Peaks.....	0.6%
Afan.....	0.6%
Keystone.....	0.6%
Lenzerheide Bike Park.....	0.6%
Beech Mountain.....	0.5%
UK Bike Park.....	0.5%
Black Mountains Cycle Centre....	0.5%
Youyangs.....	0.5%
Misc. / Fill-In.....	32.8%

COST OF CURRENT BIKE:

Average.....	\$4,650
Under \$999.....	8.4%
\$1,000 - \$1,999.....	11.1%
\$2,000 - \$2,999.....	12.5%
\$3,000 - \$3,999.....	14.7%
\$4,000 - \$4,999.....	12.8%
\$5,000 - \$5,999.....	12.1%
\$6,000 - \$6,999.....	8.9%
\$7,000 - \$7,999.....	7.0%
\$8,000 - \$8,999.....	5.0%

\$9,000 - \$9,999.....	2.6%
\$10,000 - \$10,999.....	2.1%
\$11,000 - \$11,999.....	1.1%
Over \$12,000.....	1.8%

HOW MANY BIKES OWNED:

<i>Average</i>	2.1
1.....	35.3%
2.....	35.8%
3.....	16.0%
4.....	6.2%
5 or more.....	6.8%

TYPE(S) OF BIKE(S) OWNED:

Enduro / All-Mountain.....	56.7%
Trail.....	46.3%
Cross-country.....	29.8%
Dirt Jump / Street / 4x.....	18.0%
Downhill.....	15.9%
Electric Mountain Bike.....	9.3%
Freeride / Park.....	8.4%

TRAVEL ON PRIMARY BIKE:

Hardtail.....	14.5%
Under 100 mm.....	2.19%
100mm - 119mm.....	6.0%
120mm - 129mm.....	7.7%
130mm - 139mm.....	9.5%
140mm - 149mm.....	12.4%
150mm - 160mm.....	27.5%
161mm - 180mm.....	14.4%
Over 180mm.....	5.9%

WHEEL SIZE(S) OWNED:

29".....	55.8%
27.5" / 650b.....	45.6%
26".....	34.2%
Mixed (29" front, 27.5" rear).....	7.5%
27.5+.....	5.8%
Fat bike.....	3.5%
29+.....	3.3%
26+.....	1.4%

TIRES SIZE NORMALLY RUN, FRONT:

2.25" or under.....	4.9%
2.3" - 2.35".....	16.2%
2.4".....	24.5%
2.5".....	38.3%
2.6".....	12.4%
2.8" and above.....	3.7%

TIRES SIZE NORMALLY RUN, REAR:

2.25" or under.....	6.3%
2.3" - 2.35".....	23.2%
2.4".....	43.8%
2.5".....	15.6%
2.6".....	7.6%
2.8" and above.....	3.5%

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer.....	47.0%
Local bike shop.....	40.4%
Direct from manufacturer.....	12.6%

MAIL-ORDER USERS BUY FROM MOST:

Jenson USA.....	15.2%
Chain Reaction.....	12.7%
Bike24.....	8.0%
Amazon.....	7.8%
Worldwide Cyclery.....	7.0%
Bike-Components.....	6.2%
Bike-Discount.....	4.0%
Competitive Cyclist.....	3.4%
Ebay.....	2.8%
Wiggle.....	2.6%
Mountain Bikes Direct.....	2.5%
Pushys Australia.....	2.5%
Probikeshop.fr.....	2.5%
Universal Cycles.....	2.5%
Backcountry.....	2.2%
Bikester.....	1.9%
Alltricks.....	1.5%
R2 Bikes.....	1.2%
AliExpress.....	1.1%
Tredz.....	0.9%
Bikeshop.no.....	0.7%
Merlin Cycles.....	0.6%
Fanatik.....	0.5%
Evo.....	0.5%
Bike Tires Direct.....	0.4%
Hibike.....	0.4%
Torpedo 7.....	0.4%
Allegro.....	0.3%
Lost Bike Co.....	0.3%
TBS.....	0.3%
Cambria Bicycle Outfitters.....	0.3%
Nashbar.....	0.3%
Rowerowy.....	0.3%
Colorado Cyclist.....	0.2%
Performance.....	0.2%

Tree Fort Bikes.....	0.2%
Bukalapak.....	0.2%
REI.....	0.2%
Bikes Direct.....	0.1%
Blue Sky Cycling.....	0.1%
BikeParts.com.....	0.1%
Bikewagon.com.....	0.1%
Direct from manufacturer.....	0.1%
Modern Bike.....	0.1%
AEBike.com.....	0.1%
Art's Cyclery.....	0.1%
Evans Cycles.....	0.1%
Koloshop.....	0.1%
Pro Bike Supply.....	0.1%
Misc. / Fill-In.....	3.9%

ARE YOU CONSIDERING PURCHASING FROM CONSUMER-DIRECT BIKE BRAND?

Yes.....	74.1%
No.....	25.9%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time.....	8.5%
75 - 99% of the time.....	9.6%
50 - 74% of the time.....	14.6%
25 - 49% of the time.....	11.8%
Less than 25% of the time.....	55.4%

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

<i>Average</i>	5.5
<i>Median</i>	3
0.....	13.2%
1-3.....	43.4%
4-6.....	23.0%
7-9.....	3.0%
10-12.....	7.8%
13-15.....	1.4%
16-18.....	0.4%
19-21.....	1.1%
22-24.....	0.1%
25 or more.....	6.6%

WORK IN A BIKE SHOP?

Currently work in a shop.....	6.9%
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Previously worked in a shop.....16.9%

MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months...46.7%

IF "YES," REAR TRAVEL:

Hardtail.....	10.6%
Under 100 mm.....	1.6%
100mm - 119mm.....	5.4%
120mm - 129mm.....	8.6%
130mm - 139mm.....	10.8%
140mm - 149mm.....	13.2%
150mm - 160mm.....	24.6%
161mm - 180mm.....	17.6%
Over 180mm.....	7.6%

IF "YES," WHAT WHEEL SIZE:

29".....	55.2%
27.5".....	21.7%
Mixed (29" front, 27.5" rear).....	13.2%
26".....	3.9%
26+.....	0.6%
27.5+.....	2.4%
29+.....	2.2%
Fat bike.....	0.7%

IF "YES," BRAND:

<i>Undecided</i>	17.5%
Specialized.....	6.5%
Santa Cruz.....	6.3%
Canyon.....	5.1%
Trek.....	4.7%
YT Industries.....	4.4%
Commencal.....	4.4%
Transition.....	3.4%
Scott.....	2.4%
Norco.....	2.3%
Kona.....	2.2%
Yeti.....	1.9%
Pivot.....	1.9%
Giant.....	1.8%
Propain.....	1.8%
Orbea.....	1.7%
Nukeproof.....	1.7%
Ibis.....	1.5%
Evil.....	1.4%

Marin.....	1.4%
Polygon.....	1.4%
Rocky Mountain.....	1.3%
Cannondale.....	1.0%
Cube.....	1.0%
Devinci.....	0.9%
Forbidden.....	0.8%
GT.....	0.8%
Revel.....	0.7%
Banshee.....	0.6%
Guerrilla Gravity.....	0.6%
Merida.....	0.6%
Fezzari.....	0.6%
Mondraker.....	0.6%
Vitus.....	0.6%
Privateer.....	0.5%
Intense.....	0.4%
Niner.....	0.4%
Airdrop.....	0.4%
Lapierre.....	0.4%
Focus.....	0.3%
Radon.....	0.3%
Salsa.....	0.3%
Canfield Brothers.....	0.3%
Chromag.....	0.3%
Dartmoor.....	0.3%
Ghost.....	0.3%
BMC.....	0.3%
Orange.....	0.3%
Ragley.....	0.3%
Airborne.....	0.2%
Knolly.....	0.2%
Saracen.....	0.2%
Zerode.....	0.2%
Cotic.....	0.2%
KTM.....	0.2%
Liv/Giant.....	0.2%
NS Bikes.....	0.2%
Alutech.....	0.1%
Bergamont.....	0.1%
Bird.....	0.1%
CTM.....	0.1%
Diamondback.....	0.1%
Haro.....	0.1%
Pole.....	0.1%
Whyte.....	0.1%
Agang.....	0.1%
Fuji.....	0.1%
KHS.....	0.1%
Liteville.....	0.1%
Nicolai.....	0.1%
On-One.....	0.1%
Rose.....	0.1%
Alchemy.....	0.1%
Antidote.....	0.1%
Azonic.....	0.1%
BH.....	0.1%
Deviante.....	0.1%
Foes.....	0.1%
Jamis.....	0.1%

Juliana.....	0.1%
Nordest.....	0.1%
Surly.....	0.1%
Passila.....	0.1%
Balfa.....	0.1%
Bianchi.....	0.1%
Corsair.....	0.1%
DMR.....	0.1%
Hyper.....	0.1%
Iron Horse.....	0.1%
Litespeed.....	0.1%
Lynskey.....	0.1%
Moots.....	0.1%
Mountain Cycle.....	0.1%
Pyga.....	0.1%
RSD.....	0.1%
Spot.....	0.1%
Starling.....	0.1%
Atherton.....	0.1%
Forestal.....	0.1%
Ferrum.....	0.1%
<i>Misc. / Fill-In</i>	2.9%

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

<i>Undecided</i>	18.7%
Canyon.....	6.3%
Trek.....	5.5%
Commencal.....	3.9%
Kona.....	3.9%
Specialized.....	3.9%
Scott.....	2.8%
Devinci.....	2.5%
Giant.....	2.5%
Norco.....	2.5%
Cannondale.....	2.2%
Chromag.....	2.2%
Marin.....	2.2%
Ragley.....	2.2%
GT.....	1.7%
Polygon.....	1.7%
Santa Cruz.....	1.7%
Cube.....	1.4%
Salsa.....	1.4%
Vitus.....	1.4%
Yeti.....	1.4%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY UNDER 119MM REAR TRAVEL:

<i>Undecided</i>	15.9%
Specialized.....	8.6%

Trek.....	6.5%
Canyon.....	7.8%
Scott.....	6.0%
Santa Cruz.....	5.6%
Yeti.....	3.4%
Orbea.....	2.6%
Giant.....	3.0%
Kona.....	2.6%
Marin.....	1.7%
Polygon.....	1.7%
YT Industries.....	2.2%
BMC.....	1.3%
Norco.....	1.3%
Revel.....	1.3%
Commencal.....	1.3%
Cannondale.....	1.3%
Cube.....	1.3%
Pivot.....	0.9%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY 120-139MM REAR TRAVEL:

<i>Undecided</i>	18.5%
Specialized.....	9.1%
Canyon.....	6.2%
Santa Cruz.....	6.2%
Trek.....	5.8%
Yeti.....	4.0%
Scott.....	3.1%
Giant.....	2.7%
Kona.....	2.7%
Polygon.....	2.5%
Ibis.....	2.4%
Orbea.....	2.0%
Norco.....	1.8%
Revel.....	1.8%
YT Industries.....	1.6%
Marin.....	1.5%
Pivot.....	1.5%
Forbidden.....	1.3%
Banshee.....	1.1%
Transition.....	1.1%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY 140-160MM REAR TRAVEL:

<i>Undecided</i>	19.0%
Santa Cruz.....	7.0%
Specialized.....	6.3%
Canyon.....	4.8%
YT Industries.....	4.6%
Transition.....	4.5%
Trek.....	4.1%
Commencal.....	4.1%
Orbea.....	2.3%

Yeti.....	2.1%
Kona.....	2.0%
Pivot.....	2.0%
Ibis.....	1.9%
Marin.....	1.8%
Norco.....	1.8%
Nukeproof.....	1.8%
Propain.....	1.7%
Polygon.....	1.5%
Evil.....	1.5%
Giant.....	1.5%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY 161-180MM REAR TRAVEL:

<i>Undecided</i>	11.2%
YT Industries.....	8.7%
Santa Cruz.....	8.4%
Specialized.....	7.7%
Commencal.....	6.9%
Propain.....	5.1%
Transition.....	5.1%
Canyon.....	4.3%
Trek.....	4.3%
Evil.....	3.4%
Nukeproof.....	3.4%
Scott.....	2.8%
Norco.....	2.6%
Rocky Mountain.....	2.1%
Giant.....	1.5%
Kona.....	1.3%
Pivot.....	1.3%
Canfield Brothers.....	1.2%
GT.....	1.0%
Orbea.....	1.0%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY OVER 180MM REAR TRAVEL:

Commencal.....	12.4%
<i>Undecided</i>	12.0%
YT Industries.....	8.5%
Specialized.....	8.1%
Santa Cruz.....	5.8%
Trek.....	5.4%
Canyon.....	5.0%
Norco.....	4.7%
Pivot.....	3.1%
Propain.....	3.1%
Scott.....	3.1%
Mondraker.....	2.3%
Nukeproof.....	2.3%
GT.....	1.9%
Banshee.....	1.6%

Devinci.....	1.6%
Kona.....	1.6%
Giant.....	1.2%
Intense.....	1.2%
Transition.....	1.2%

FRAME:

Will purchase within 12 months... 20.1%

IF "YES," WHAT BRAND:

<i>Undecided</i>	18.1%
Santa Cruz.....	8.0%
Specialized.....	5.7%
Transition.....	4.5%
Commencal.....	4.4%
Trek.....	2.6%
Yeti.....	2.5%
Banshee.....	2.4%
Evil.....	2.3%
Kona.....	2.3%
Norco.....	2.2%
Forbidden.....	1.8%
Canyon.....	1.6%
Pivot.....	1.6%
Scott.....	1.5%
Airdrop.....	1.4%
Ibis.....	1.3%
Giant.....	1.2%
Propain.....	1.2%
Canfield Brothers.....	1.2%
Chromag.....	1.2%
Nukeproof.....	1.1%
GT.....	1.0%
Dartmoor.....	1.0%
Guerrilla Gravity.....	0.8%
Marin.....	0.8%
YT.....	0.8%
Devinci.....	0.8%
Intense.....	0.8%
Pole.....	0.7%
Cannondale.....	0.7%
NS Bikes.....	0.7%
Ragley.....	0.7%
Revel.....	0.7%
Cotic.....	0.6%
Knolly.....	0.6%
Mondraker.....	0.6%
Privateer.....	0.6%
Alchemy.....	0.5%
Nicolai.....	0.5%
Niner.....	0.5%
Cube.....	0.5%
Deviante.....	0.5%
Foes.....	0.5%
Marino.....	0.5%
Orange.....	0.5%
Orbea.....	0.5%

Rocky Mountain.....	0.5%
Antidote.....	0.4%
Raaw.....	0.4%
Agang.....	0.3%
Pipedream.....	0.3%
Polygon.....	0.3%
Stanton.....	0.3%
Starling.....	0.3%
Alutech.....	0.3%
Ghost.....	0.3%
Kavanz.....	0.3%
Lynskey.....	0.3%
Nordest.....	0.3%
On-One.....	0.3%
Salsa.....	0.3%
Surly.....	0.3%
Bird.....	0.2%
BMC.....	0.2%
Diamondback.....	0.2%
MDE.....	0.2%
Merida.....	0.2%
RSD.....	0.2%
Zerode.....	0.2%
Airborne.....	0.1%
Arrow.....	0.1%
Atomlab.....	0.1%
Avanti.....	0.1%
Bianchi.....	0.1%
Bionicon.....	0.1%
Black Market.....	0.1%
BTR.....	0.1%
Bulls.....	0.1%
DMR.....	0.1%
Ellsworth.....	0.1%
Fezzari.....	0.1%
Lapierre.....	0.1%
Octane One.....	0.1%
Radon.....	0.1%
Voodoo.....	0.1%
Zumbi.....	0.1%
Atherton.....	0.1%
Ferrum.....	0.1%
Azonic.....	0.1%
Berg.....	0.1%
BH.....	0.1%
Black Cat.....	0.1%
DK.....	0.1%
Eminent.....	0.1%
Fairdale.....	0.1%
Haro.....	0.1%
Iron Horse.....	0.1%
Kingdom.....	0.1%
Litespeed.....	0.1%
Liteville.....	0.1%
Look.....	0.1%
Moots.....	0.1%
Morpheus.....	0.1%
Motobecane.....	0.1%
Pace.....	0.1%
Production Privee.....	0.1%

Pyga.....	0.1%
Redline.....	0.1%
Rose.....	0.1%
Saracen.....	0.1%
Schwinn.....	0.1%
Seven.....	0.1%
Spot.....	0.1%
Turner.....	0.1%
Misc. / Fill-In.....	3.2%

SUSPENSION FORK:

Will purchase within 12 months...28.0%

IF "YES," WHAT BRAND:

Fox.....	32.3%
RockShox.....	27.7%
Undecided.....	12.2%
Marzocchi.....	4.8%
Ohlins.....	4.0%
DVO.....	3.6%
Manitou.....	3.3%
EXT.....	3.2%
SR Suntour.....	1.6%
Cane Creek.....	1.4%
Formula.....	0.8%
BOS.....	0.6%
DT Swiss.....	0.6%
MRP.....	0.6%
DNM.....	0.4%
Intend.....	0.4%
X-Fusion.....	0.4%
Specialized.....	0.3%
Cannondale.....	0.2%
Scott.....	0.2%
Magura.....	0.1%
Foes.....	0.1%
Kowa.....	0.1%
RST.....	0.1%
Trust Performance.....	0.1%
Misc. / Fill-In.....	0.8%

REAR SHOCK:

Will purchase within 12 months...22.0%

IF "YES," WHAT BRAND:

Fox.....	33.6%
RockShox.....	17.2%
Undecided.....	11.8%
EXT.....	7.7%
Ohlins.....	6.2%
DVO.....	5.4%
Cane Creek.....	4.7%
Push Industries.....	3.4%
Marzocchi.....	2.9%
Fast.....	0.8%

SR Suntour.....	0.7%
DT Swiss.....	0.7%
MRP.....	0.7%
BOS.....	0.6%
Manitou.....	0.6%
DNM.....	0.6%
Avalanche.....	0.4%
Intend.....	0.4%
X-Fusion.....	0.4%
Formula.....	0.3%
Specialized.....	0.2%
Diverse.....	0.2%
Scott.....	0.1%
Curnutt.....	0.1%
KS/Kind Shock.....	0.1%
Misc. / Fill-In.....	0.2%

WHEELSET:

Will purchase within 12 months...30.1%

IF "YES," PRE-BUILT OR CUSTOM:

Pre-built.....	52.7%
Custom.....	47.3%

IF "PRE-BUILT", MATERIAL

Aluminum.....	52.0%
Carbon.....	31.3%
Undecided.....	16.7%

IF "PRE-BUILT", INTERNAL RIM WIDTH:

Undecided.....	21.2%
25mm and under.....	2.6%
26 - 29mm.....	12.9%
30mm.....	41.9%
31 - 34mm.....	13.9%
35mm.....	5.6%
36mm and over.....	1.9%

IF "PRE-BUILT," WHAT BRAND:

Undecided.....	20.4%
DT Swiss.....	15.1%
Industry Nine.....	7.4%
crankbrothers.....	4.1%
Hunt.....	3.7%
Hope.....	3.6%
We Are One.....	3.4%
Spank.....	3.1%
Mavic.....	3.0%
Bontrager.....	2.5%

Stan's NoTubes.....	2.5%
Roval.....	2.3%
ENVE.....	2.1%
e*thirteen.....	2.1%
Reserve.....	2.1%
Race Face.....	1.8%
Nukeproof.....	1.7%
Halo.....	1.3%
Shimano.....	1.3%
NOBL.....	1.0%
Newmen.....	0.9%
Reynolds.....	0.9%
WTB.....	0.9%
Zipp.....	0.8%
Sun Ringle.....	0.7%
Ibis.....	0.5%
American Classic.....	0.4%
Reverse Components.....	0.4%
DMR.....	0.4%
Mercury Wheels.....	0.4%
RideFast Racing.....	0.4%
Syncros.....	0.4%
A-Class.....	0.3%
Easton.....	0.3%
Transition.....	0.3%
Atomlab.....	0.2%
Canfield Brothers.....	0.2%
Dartmoor.....	0.2%
Formula.....	0.2%
Fulcrum.....	0.2%
Giant.....	0.2%
Novatec.....	0.2%
Revel.....	0.2%
Santa Cruz.....	0.2%
SRAM.....	0.2%
Syntace.....	0.2%
Acros.....	0.1%
Alpha.....	0.1%
Atomik Carbon.....	0.1%
Azonic.....	0.1%
BOX Components.....	0.1%
Chromag.....	0.1%
Cole Wheels.....	0.1%
Factor.....	0.1%
FSA.....	0.1%
Guerrilla Gravity.....	0.1%
Kore.....	0.1%
Light Bicycles.....	0.1%
Maddux.....	0.1%
MSC.....	0.1%
NS Bikes.....	0.1%
Praxis Works.....	0.1%
Ritchey.....	0.1%
Velocity.....	0.1%
Misc. / Fill-In.....	4.0%

IF "CUSTOM", RIM MATERIAL:

Aluminum.....	49.2%
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Carbon.....	37.3%
Undecided.....	13.5%

IF "CUSTOM", INTERNAL RIM WIDTH:

Undecided.....	15.1%
25mm and under.....	2.8%
26 - 29mm.....	15.6%
30mm.....	42.9%
31 - 34mm.....	14.0%
35mm.....	6.7%
36mm and over.....	2.9%

IF "CUSTOM," WHAT BRAND OF RIMS:

Undecided.....	20.6%
DT Swiss.....	21.4%
We Are One.....	6.5%
Stan's NoTubes.....	5.7%
Industry Nine.....	4.7%
ENVE.....	3.3%
NOBL.....	3.3%
Santa Cruz.....	3.1%
Spank.....	3.1%
WTB.....	2.4%
Light Bicycle.....	2.2%
crankbrothers.....	1.8%
Race Face.....	1.4%
Mavic.....	1.3%
Newmen.....	1.2%
Hope.....	1.1%
Halo.....	1.0%
Duke.....	0.8%
NOX Composites.....	0.8%
Zipp.....	0.7%
e*thirteen.....	0.6%
Revel.....	0.6%
Sun Ringle.....	0.6%
Alex.....	0.5%
Bontrager.....	0.5%
Dartmoor.....	0.5%
Nextie.....	0.5%
Atomik Carbon.....	0.4%
Chromag.....	0.4%
Derby.....	0.4%
Ibis.....	0.4%
Nukeproof.....	0.4%
Shimano.....	0.4%
Weinmann.....	0.4%
Whiskey Parts Co.....	0.4%
Arrow.....	0.3%
Black Crow.....	0.3%
Box.....	0.3%
DMR.....	0.3%
Easton.....	0.3%
Reynolds.....	0.3%

Ridefast.....	0.3%
Specialized.....	0.3%
Wheelworks.....	0.3%
Alpha.....	0.2%
American Classic.....	0.2%
Novatec.....	0.2%
Roval.....	0.2%
SRAM.....	0.2%
Syntace.....	0.2%
8150.....	0.1%
Blackjack.....	0.1%
Canfield Brothers.....	0.1%
Da Bomb.....	0.1%
Deflexion.....	0.1%
Factor.....	0.1%
Formula.....	0.1%
Funn.....	0.1%
Kore.....	0.1%
Syncros.....	0.1%
Velocity.....	0.1%
Misc. / Fill-In.....	1.9%

IF "CUSTOM," WHAT BRAND OF HUBS:

Industry Nine.....	20.0%
DT Swiss.....	18.5%
Undecided.....	14.4%
Hope.....	13.8%
Chris King.....	6.4%
Onyx.....	6.2%
Shimano.....	2.8%
Project 321.....	1.0%
Spank.....	1.0%
Halo.....	0.9%
Novatec.....	0.9%
Tune.....	0.8%
Profile.....	0.7%
Race Face.....	0.7%
White Industries.....	0.7%
SRAM.....	0.6%
Box.....	0.5%
Dartmoor.....	0.5%
e*thirteen.....	0.5%
Factor.....	0.5%
American Classic.....	0.4%
Bontrager.....	0.4%
Easton.....	0.4%
crankbrothers.....	0.3%
Specialized.....	0.3%
Sun Ringle.....	0.3%
Newmen.....	0.3%
Aivee.....	0.2%
Atomlab.....	0.2%
DMR.....	0.2%
Funn.....	0.2%
Nukeproof.....	0.2%
Ridefast.....	0.2%
Stan's NoTubes.....	0.2%

Syncros.....	0.2%
NOA.....	0.2%
Koozer.....	0.2%
Erase.....	0.2%
Tairin.....	0.2%
Acros.....	0.1%
Alchemy.....	0.1%
Alpha.....	0.1%
Azonic.....	0.1%
Campagnolo.....	0.1%
Canfield Brothers.....	0.1%
Cole Wheels.....	0.1%
Formula.....	0.1%
Goldtech.....	0.1%
Ibis.....	0.1%
KHE.....	0.1%
Kore.....	0.1%
Paul's.....	0.1%
Phil Wood.....	0.1%
Syntace.....	0.1%
WTB.....	0.1%
Misc. / Fill-In.....	2.6%

TIRES:

Will purchase within 12 months... 74.5%

IF "YES," WHAT BRAND:

Maxxis.....	52.2%
Undecided.....	10.6%
Schwalbe.....	9.2%
Michelin.....	6.4%
Continental.....	4.5%
Vittoria.....	3.3%
Specialized.....	3.1%
WTB.....	2.1%
Kenda.....	1.8%
Bontrager.....	1.2%
Hutchinson.....	0.7%
Onza.....	0.6%
Goodyear.....	0.5%
Vee Tire Co.....	0.5%
e*thirteen.....	0.5%
Teravail.....	0.5%
Versus.....	0.4%
Pirelli.....	0.4%
Mavic.....	0.2%
Panaracer.....	0.2%
CST.....	0.2%
IRC.....	0.1%
MSC.....	0.1%
Wolfpack.....	0.1%
Dugast.....	0.1%
GT.....	0.1%
45NRTH.....	0.1%
DMR.....	0.1%
Duro.....	0.1%
Misc. / Fill-In.....	0.2%

FAVORITE SEALANT BRAND:

Stan's.....	49.5%
Orange Seal.....	14.3%
Muc-Off.....	11.5%
Joe's No-Flats.....	4.1%
Peaty's.....	3.5%
Continental.....	2.3%
Bontrager.....	2.1%
Schwalbe.....	1.8%
Slime.....	1.6%
Effetto Caffelatex.....	1.2%
Giant.....	1.1%
Finish Line.....	0.8%
e13 Tire Plasma.....	0.7%
TruckerCo.....	0.6%
Monkey Sauce.....	0.6%
Vittoria.....	0.4%
OKO.....	0.4%
Hutchison.....	0.4%
Milkit.....	0.2%
Goat Head.....	0.2%
Black Ox.....	0.1%
Specialized.....	0.1%
Squirt.....	0.1%
X-Sauce.....	0.1%
Juice Lubes.....	0.1%
Maxima.....	0.1%
Syncros.....	0.1%
WPL.....	0.1%
Misc. / Fill-In.....	2.0%

TIRE INSERTS:

Will purchase within 12 months... 29.2%

IF "YES," WHAT BRAND:

Cush Core.....	40.7%
Undecided.....	18.4%
Tannus.....	12.2%
Nukeproof.....	5.0%
Rimpack.....	4.6%
Vittoria.....	4.2%
Schwalbe.....	3.1%
Huck Norris.....	2.8%
Flat Tire Defender.....	1.5%
Pepi's.....	1.5%
Panzer.....	1.2%
Bell.....	1.1%
Mynesweepers.....	0.9%
Tubolight.....	0.5%
Tyreinvader.....	0.4%
Misc. / Fill-In.....	2.1%

HANDLEBARS:

Will purchase within 12 months... 26.8%

IF "YES," WHAT BRAND:

Undecided.....	16.3%
OneUp Components.....	14.1%
Renthal.....	13.8%
Deity.....	7.9%
Race Face.....	7.1%
Spank.....	4.6%
Chromag.....	4.2%
Burgtec.....	3.6%
PNW Components.....	3.1%
ENVE.....	1.8%
Nukeproof.....	1.6%
SQLabs.....	1.3%
We Are One.....	1.0%
Fasst.....	0.9%
Pro Taper.....	0.9%
Tag Metals.....	0.7%
e*thirteen.....	0.6%
DMR.....	0.6%
Syncros.....	0.6%
Truvativ.....	0.6%
crankbrothers.....	0.5%
Specialized.....	0.5%
FSA.....	0.5%
Title.....	0.5%
ANVL.....	0.4%
Hope.....	0.4%
Pro Components.....	0.4%
Reverse Components.....	0.4%
Santa Cruz.....	0.4%
3T.....	0.4%
Dartmoor.....	0.4%
ODI.....	0.4%
On-One.....	0.4%
Bontrager.....	0.3%
Easton.....	0.3%
Joystick.....	0.3%
Newmen.....	0.3%
Ritchey.....	0.3%
Salsa.....	0.3%
Syntace.....	0.3%
Acros.....	0.3%
Atomic.....	0.3%
BOX Components.....	0.3%
Funn.....	0.3%
Yeti.....	0.3%
Alpha.....	0.2%
Kore.....	0.2%
Beast.....	0.2%
Thomson.....	0.2%
Tenet.....	0.2%
Whisky Parts Company.....	0.2%
Atomlab.....	0.2%
Black Market.....	0.2%
Control Tech.....	0.2%
Dimension.....	0.2%
Jones.....	0.2%
Kona.....	0.2%
Fasst.....	0.2%

Gemini.....	0.2%
Azonic.....	0.1%
Giant.....	0.1%
NS Bikes.....	0.1%
Sixpack.....	0.1%
WTB.....	0.1%
Blackspire.....	0.1%
Ibis.....	0.1%
Profile.....	0.1%
SMAC.....	0.1%
Truvativ / TLD.....	0.1%
Misc. / Fill-In.....	2.1%

STEM:

Will purchase within 12 months...20.6%

IF "YES," WHAT BRAND:

Undecided.....	20.9%
Deity.....	9.2%
Renthal.....	7.7%
Race Face.....	7.1%
Industry Nine.....	6.4%
OneUp Components.....	5.5%
Burgtec.....	4.9%
Chromag.....	3.9%
Spank.....	2.7%
Nukeproof.....	2.3%
Hope.....	2.0%
PNW Components.....	1.8%
ENVE.....	1.8%
Funn.....	1.3%
Thomson.....	1.3%
e*thirteen.....	1.1%
77 Designz.....	1.0%
Truvativ.....	0.9%
Tag Metals.....	0.8%
Bontrager.....	0.7%
Pro Taper.....	0.7%
We Are One.....	0.7%
ANVL.....	0.6%
DMR.....	0.6%
Ritchey.....	0.6%
Syntace.....	0.6%
Alpha.....	0.5%
Title.....	0.5%
3T.....	0.4%
Acros.....	0.4%
crankbrothers.....	0.4%
Kona.....	0.4%
North Shore Billet.....	0.4%
Pro Components.....	0.4%
Syncros.....	0.4%
Dartmoor.....	0.4%
Intend.....	0.4%
Reverse Components.....	0.4%
Salsa.....	0.4%
Specialized.....	0.4%

Tenet.....	0.4%
Newmen.....	0.4%
Easton.....	0.3%
FSA.....	0.3%
Joystick.....	0.3%
Kore.....	0.3%
ODI.....	0.3%
Gravity.....	0.2%
NS Bikes.....	0.2%
On-One.....	0.2%
Sixpack.....	0.2%
Stem.....	0.2%
9point8.....	0.1%
Atomlab.....	0.1%
BOX Components.....	0.1%
RevGrips.....	0.1%
Twenty6.....	0.1%
Whiskey Parts Co.....	0.1%
WTB.....	0.1%
Azonic.....	0.1%
Blackspire.....	0.1%
Coda.....	0.1%
Control Tech.....	0.1%
Giant.....	0.1%
GT.....	0.1%
Onoff.....	0.1%
Profile.....	0.1%
Misc. / Fill-In.....	2.4%

GRIPS:

Will purchase within 12 months...51.6%

IF "YES," WHAT BRAND:

ODI.....	16.7%
Undecided.....	14.8%
Ergon.....	13.6%
DMR.....	9.6%
Deity.....	7.7%
PNW Components.....	3.5%
ESI.....	3.5%
Sensus.....	3.1%
Renthal.....	2.7%
Race Face.....	2.0%
OneUp Components.....	1.9%
Rev Grips.....	1.9%
Lizard Skins.....	1.8%
Chromag.....	1.7%
Burgtec.....	1.5%
Oury.....	1.2%
Specialized.....	1.0%
Bontrager.....	0.7%
Wolf Tooth.....	0.6%
crankbrothers.....	0.6%
Nukeproof.....	0.6%
SQ Labs.....	0.6%
Santa Cruz.....	0.5%
Pilgraps.....	0.4%

Fabric.....	0.4%
Spank.....	0.4%
SRAM.....	0.4%
SDG.....	0.3%
WTB.....	0.3%
Kona.....	0.2%
Pivot.....	0.2%
Ritchey.....	0.2%
Tag Metals.....	0.2%
Troy Lee Designs.....	0.2%
Animal.....	0.2%
Giant.....	0.2%
Answer.....	0.2%
Cult.....	0.2%
Dartmoor.....	0.2%
Hope.....	0.2%
Red Monkey.....	0.2%
ANVL.....	0.1%
Black Market.....	0.1%
BOX Components.....	0.1%
Evil.....	0.1%
Funn.....	0.1%
Supacaz.....	0.1%
A'ME.....	0.1%
Gravity.....	0.1%
Gusset.....	0.1%
NS Bikes.....	0.1%
Odyssey.....	0.1%
Charge.....	0.1%
Easton.....	0.1%
Fire Eye.....	0.1%
Fi'zi:k.....	0.1%
Pro Components.....	0.1%
Reverse.....	0.1%
Sixpack.....	0.1%
Superstar.....	0.1%
Syncros.....	0.1%
Yeti.....	0.1%
All Mountain Style.....	0.1%
Acros.....	0.1%
ATI.....	0.1%
Azonic.....	0.1%
Clarks.....	0.1%
GripShift.....	0.1%
Intense.....	0.1%
Octane One.....	0.1%
On-One.....	0.1%
Misc. / Fill-In.....	1.3%

HEADSET:

Will purchase within 12 months...13.1%

IF "YES," WHAT BRAND:

Cane Creek.....	25.9%
Chris King.....	19.1%
Undecided.....	15.9%
FSA.....	6.8%

Hope.....	6.6%
Works Components.....	4.7%
Wolftooth.....	4.5%
Acros.....	2.4%
Nukeproof.....	1.8%
Shimano.....	1.8%
Brand-X.....	1.1%
Giant.....	0.8%
Dartmoor.....	0.7%
Aheadset.....	0.6%
BBB.....	0.6%
Superstar.....	0.4%
White Industries.....	0.4%
Acor.....	0.3%
Alpha.....	0.3%
OnOff.....	0.3%
Pro Components.....	0.3%
VP Components.....	0.3%
Animal.....	0.2%
Da Bomb.....	0.2%
Funn.....	0.2%
Ritchey.....	0.2%
Sixpack.....	0.2%
Token.....	0.2%
Candy Components.....	0.1%
Eastern.....	0.1%
On-One.....	0.1%
Reverse Components.....	0.1%
Shadow Conspiracy.....	0.1%
Syncros.....	0.1%
Misc. / Fill-In.....	2.2%

BRAKES:

Will purchase within 12 months... 28.8%

IF "YES," WHAT BRAND:

Shimano.....	36.0%
SRAM.....	14.8%
Magura.....	13.6%
Hope.....	8.7%
Undecided.....	8.0%
TRP.....	6.6%
Hayes.....	3.5%
Formula.....	3.4%
Trickstuff.....	2.3%
Avid.....	0.9%
Tektro.....	0.6%
Box Components.....	0.3%
Brake Force One.....	0.3%
Atomlab.....	0.2%
Grimeca.....	0.1%
FSA.....	0.1%
Misc. / Fill-In.....	0.7%

DERAILLEURS:

Will purchase within 12 months... 25.0%

IF "YES," WHAT BRAND:

SRAM.....	47.4%
Shimano.....	41.2%
Undecided.....	4.1%
BOX Components.....	2.8%
Mircoshift.....	2.6%
TRP.....	0.9%
Sunrace.....	0.2%
Acros.....	0.1%
Campagnolo.....	0.1%
Rotor.....	0.1%
Misc. / Fill-In.....	0.4%

CRANKS:

Will purchase within 12 months... 16.8%

IF "YES," WHAT BRAND:

Shimano.....	22.6%
SRAM.....	21.2%
Race Face.....	13.2%
Undecided.....	12.3%
Cane Creek.....	6.1%
Hope.....	5.3%
Crank Brothers.....	2.6%
Truvativ.....	2.3%
e*thirteen.....	2.2%
FSA.....	1.7%
Rotor.....	1.1%
Canfield Brothers.....	0.8%
DMR.....	0.8%
Praxis Works.....	0.7%
Bontrager.....	0.6%
Deity.....	0.6%
BOX Components.....	0.5%
Profile.....	0.5%
Ingrid.....	0.4%
Miranda Bike Parts.....	0.4%
White Industries.....	0.4%
Blackspire.....	0.3%
BOR.....	0.3%
Dartmoor.....	0.3%
Middleburn.....	0.3%
Cannondale.....	0.2%
Cook Brothers.....	0.2%
Odyssey.....	0.2%
Atomlab.....	0.1%
Gravity.....	0.1%
GT.....	0.1%
Paul.....	0.1%
Specialized.....	0.1%
SR Suntour.....	0.1%
Stages.....	0.1%
Misc. / Fill-In.....	1.4%

BOTTOM BRACKET:

Will purchase within 12 months... 18.0%

IF "YES," WHAT BRAND:

Shimano.....	20.9%
SRAM.....	19.4%
Undecided.....	16.5%
Chris King.....	7.5%
Race Face.....	6.9%
Cane Creek.....	6.0%
Hope.....	5.0%
Wheels Manufacturing.....	4.7%
Enduro Bearings.....	2.0%
E*Thirteen.....	1.3%
FSA.....	1.3%
GXP.....	1.2%
Praxis.....	1.1%
Nukeproof.....	0.8%
Rotor.....	0.7%
BBInfinite.....	0.6%
Kogel.....	0.6%
Truvativ.....	0.6%
White Industries.....	0.6%
Acros.....	0.3%
Hambini.....	0.3%
Profile.....	0.2%
Ceramic Speed.....	0.2%
Miranda Bike Parts.....	0.1%
Reverse Components.....	0.1%
Token.....	0.1%
Misc. / Fill-In.....	1.0%

1X FRONT CHAINRING:

Will purchase within 12 months... 26.2%

IF "YES," WHAT BRAND:

Absolute Black.....	20.2%
Undecided.....	14.4%
SRAM.....	14.4%
Race Face.....	9.3%
Wolf Tooth.....	8.6%
Shimano.....	8.6%
OneUp Components.....	5.3%
Burgtec.....	2.6%
Hope.....	2.0%
Garbaruk.....	1.9%
e*thirteen.....	1.9%
Blackspire.....	1.7%
Renthal.....	1.0%
Chromag.....	0.8%
North Shore Billet.....	0.8%
Rotor.....	0.7%
FSA.....	0.6%
Praxis Works.....	0.6%
MRP.....	0.5%

Unite.....	0.4%
BOX Components.....	0.3%
Truvativ.....	0.3%
Alpha.....	0.2%
Csxxx.....	0.2%
Superstar.....	0.2%
Endless.....	0.2%
Works Components.....	0.2%
Carbocage.....	0.1%
KCNC.....	0.1%
Reverse Components.....	0.1%
Revolution Components.....	0.1%
Snail.....	0.1%
Dartmoor.....	0.1%
Deity.....	0.1%
Kore.....	0.1%
On-One.....	0.1%
Profile.....	0.1%
Straitline.....	0.1%
Surly.....	0.1%
Urbike.....	0.1%
White Industries.....	0.1%
Misc. / Fill-In.....	0.9%

CASSETTE:

Will purchase within 12 months... 28.1%
Yes, modify existing cassette.....3.6%

IF "YES," WHAT BRAND:

SRAM.....	41.1%
Shimano.....	36.3%
SunRace.....	4.6%
e*thirteen.....	3.9%
Undecided.....	3.3%
Garbaruk.....	3.3%
BOX Components.....	2.0%
Microshift.....	1.1%
Absolute Black.....	0.8%
Hope.....	0.8%
ZTTO.....	0.4%
OneUp Components.....	0.3%
Blackspire.....	0.3%
Fire Eye.....	0.1%
Fouriers.....	0.1%
Rotor.....	0.1%
Sunshine.....	0.1%
TRP.....	0.1%
Wolf Tooth.....	0.1%
Misc. / Fill-In.....	1.0%

CHAINGUIDE:

Will purchase within 12 months... 13.5%

IF "YES," WHAT BRAND:

Undecided.....	23.9%
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OneUp Components.....	21.6%
MRP.....	14.3%
e*thirteen.....	12.9%
SRAM.....	5.8%
Shimano.....	4.4%
Absolute Black.....	3.3%
Wolf Tooth.....	1.5%
Nukeproof.....	1.4%
Funn.....	1.3%
77 Designz.....	1.1%
Blackspire.....	0.9%
FSA.....	0.9%
Hope.....	0.9%
Da Bomb.....	0.8%
Mozartt.....	0.7%
STFU.....	0.7%
Bioncion.....	0.5%
CSxxx.....	0.3%
Reverse Components.....	0.3%
Sixpack.....	0.3%
Unite.....	0.3%
Carbocage.....	0.2%
DMR.....	0.2%
Praxis Works.....	0.1%
Shaman Racing.....	0.1%
Syncros.....	0.1%
Truvativ.....	0.1%
Misc. / Fill-In.....	0.9%

PEDALS:

Will purchase within 12 months... 37.1%

IF "YES," WHAT TYPE:

Flat.....	68.1%
Clipless.....	31.9%

IF "CLIPLESS," WHAT BRAND:

Shimano.....	37.6%
crankbrothers.....	31.3%
Undecided.....	8.4%
Time.....	7.7%
HT.....	5.6%
Nukeproof.....	1.5%
Look.....	1.4%
DMR.....	0.8%
Xpedo.....	0.8%
Wellgo.....	0.6%
Azonic.....	0.5%
Garmin.....	0.4%
Bebop.....	0.4%
Dartmoor.....	0.4%
Funn.....	0.3%
Mavic.....	0.1%
Ritchey.....	0.1%
Misc. / Fill-In.....	2.2%

IF "FLAT," WHAT BRAND:

Undecided.....	18.0%
crankbrothers.....	13.2%
OneUp Components.....	12.0%
Deity.....	8.4%
Race Face.....	7.0%
DMR.....	6.7%
Nukeproof.....	4.3%
Burgtec.....	3.8%
Chromag.....	3.4%
HT.....	2.1%
Kona.....	2.0%
Shimano.....	1.8%
Spank.....	1.8%
Pedaling Innovations.....	1.5%
Hope.....	1.4%
Yoshimura.....	1.0%
ANVL.....	0.9%
Bontrager.....	0.9%
Canfield Brothers.....	0.9%
Tenet.....	0.7%
e*thirteen.....	0.6%
Tag Metals.....	0.5%
Funn.....	0.4%
Dartmoor.....	0.3%
Reverse Components.....	0.3%
Sixpack.....	0.3%
Specialized.....	0.3%
Acros.....	0.2%
Blackspire.....	0.2%
Da Bomb.....	0.2%
Odyssey.....	0.2%
Superstar.....	0.2%
NS Bikes.....	0.2%
Syncros.....	0.2%
VP Components.....	0.2%
Unite.....	0.2%
Atomlab.....	0.1%
NC-17.....	0.1%
Straitline.....	0.1%
Wellgo.....	0.1%
45NRTH.....	0.1%
ABD.....	0.1%
Animal.....	0.1%
Azonic.....	0.1%
Cult.....	0.1%
Dimension.....	0.1%
Gusset.....	0.1%
Issi.....	0.1%
Jet Black.....	0.1%
Octane.....	0.1%
Primo.....	0.1%
Pro Taper.....	0.1%
Shadow Conspiracy.....	0.1%
Speedplay.....	0.1%
Transition.....	0.1%
Truvativ.....	0.1%
White Industries.....	0.1%
Misc. / Fill-In.....	2.3%

SEAT:

Yes.....24.6%

IF "YES," WHAT BRAND:

Undecided.....	19.0%
Ergon.....	16.5%
WTB.....	11.8%
Specialized.....	6.1%
SDG.....	5.6%
SQ Lab.....	5.6%
Chromag.....	5.5%
Fabric.....	4.9%
F'iz:ik.....	3.9%
Deity.....	2.7%
Selle Italia.....	2.6%
Bontrager.....	1.2%
Burgtec.....	1.0%
Nukeproof.....	1.0%
DMR.....	0.8%
Brooks.....	0.7%
Charge.....	0.7%
Prologo.....	0.6%
Race Face.....	0.6%
Pro Components.....	0.5%
Selle SMP.....	0.5%
Title.....	0.4%
Bike Yoke.....	0.4%
Reverse Components.....	0.4%
Tioga.....	0.4%
ANVL.....	0.3%
Selle Royal.....	0.3%
Sensus.....	0.3%
Yeti.....	0.3%
Dartmoor.....	0.3%
Funn.....	0.3%
Spank.....	0.3%
Syncros.....	0.3%
Velo.....	0.3%
Animal.....	0.2%
Astute.....	0.2%
Azonic.....	0.2%
Giant.....	0.2%
SixPack.....	0.2%
Selle San Marco.....	0.2%
Terry.....	0.2%
Alienation.....	0.1%
Atmosfair.....	0.1%
BBB.....	0.1%
SNAFU.....	0.1%
Transition.....	0.1%
Black Market.....	0.1%
Eclat.....	0.1%
GT.....	0.1%
Gussett.....	0.1%
Hoffman Bikes.....	0.1%
Joystick.....	0.1%
Odyssey.....	0.1%
Ritchey.....	0.1%

Serfas.....	0.1%
Smanie.....	0.1%
Tag Metals.....	0.1%
THE.....	0.1%
Tune.....	0.1%
Misc. / Fill-In.....	1.4%

DROPPER SEATPOST:

Yes.....24.3%

DROPPER SEATPOST:

OneUp Components.....	22.6%
Undecided.....	15.4%
Fox.....	12.5%
PNW Components.....	12.4%
RockShox.....	8.8%
BikeYoke.....	6.8%
Brand X.....	4.1%
crankbrothers.....	3.7%
KS Suspension.....	2.8%
X-Fusion.....	1.2%
TransX.....	1.0%
e*thirteen.....	0.9%
Race Face.....	0.6%
9point8.....	0.5%
Bontrager.....	0.5%
Magura.....	0.5%
SDG.....	0.5%
Yep Components.....	0.5%
Giant.....	0.4%
Specialized.....	0.4%
Thomson.....	0.3%
Vecnum.....	0.3%
DVO.....	0.3%
Manitou.....	0.3%
Marzocchi.....	0.2%
Tag Metals.....	0.2%
Cane Creek Thudbuster.....	0.1%
Eightpins.....	0.1%
Easton.....	0.1%
FSA.....	0.1%
Gravity Dropper.....	0.1%
KORE.....	0.1%
Maverick.....	0.1%
Nukeproof.....	0.1%
Pro.....	0.1%
DNM.....	0.1%
FUNN.....	0.1%
Gravity.....	0.1%
Misc. / Fill-In.....	1.0%

HELMET:

Yes.....38.7%

IF "YES," WHAT TYPE:

Open-face / half-shell.....	47.3%
Full face, trail/enduro.....	17.4%
Full face, DH.....	13.4%
Convertible (removable chin bar).....	12.2%
3/4 shell.....	9.7%

IF "OPEN FACE," WHAT BRAND:

Undecided.....	25.5%
Troy Lee Designs.....	12.5%
Fox.....	10.2%
POC.....	9.9%
Giro.....	8.2%
Smith Optics.....	7.2%
100%.....	4.1%
Bell.....	3.6%
Specialized.....	2.2%
Lazer.....	1.7%
Leatt.....	1.6%
iXS.....	1.5%
Bontrager.....	1.0%
Endura.....	1.0%
Kali Protectives.....	1.0%
Oakley.....	0.9%
MET.....	0.8%
Fly.....	0.7%
Kask.....	0.7%
Sweet Protection.....	0.6%
Pro-Tec.....	0.5%
Scott.....	0.4%
6D.....	0.4%
7iDP.....	0.4%
Cannondale.....	0.4%
SixSixOne.....	0.4%
Urge.....	0.4%
Alpinestars.....	0.3%
Bluegrass.....	0.3%
O'Neal.....	0.3%
Giant.....	0.2%
Louis Garneau.....	0.2%
Bern.....	0.1%
Mavic.....	0.1%
Rudy Project.....	0.1%
Trek.....	0.1%
Triple 8.....	0.1%
TSG.....	0.1%
Uvex.....	0.1%
Misc. / Fill-In.....	1.0%

IF "FULL FACE," WHAT BRAND:

Undecided.....	22.1%
Troy Lee Designs.....	17.5%
Fox.....	14.8%

100%.....	9.1%
Bell.....	5.7%
Smith Optics.....	5.4%
iXS.....	5.3%
Leatt.....	4.8%
POC.....	3.7%
O'Neal.....	1.6%
7iDP.....	1.5%
Kali Protectives.....	1.5%
Fly.....	1.3%
SixSixOne.....	1.1%
Bluegrass.....	0.8%
Giro.....	0.5%
6D.....	0.4%
Specialized.....	0.4%
Urge.....	0.4%
Lazer.....	0.3%
MET.....	0.3%
Scott.....	0.3%
TSG.....	0.3%
AGV.....	0.1%
Giant.....	0.1%
Kabuto.....	0.1%
Shred.....	0.1%
Sweet Protection.....	0.1%
Misc. / Fill-In.....	0.5%

IF "CONVERTIBLE (FULL FACE W/REMOVABLE CHIN GUARD)," WHAT BRAND:

Bell.....	33.3%
Undecided.....	28.3%
Leatt.....	12.5%
Fox.....	5.4%
Giro.....	4.7%
MET.....	4.0%
100%.....	2.0%
Sweet Protection.....	1.7%
Troy Lee Designs.....	1.4%
Alpinestars.....	0.7%
Bontrager.....	0.7%
iXS.....	0.7%
Lazer.....	0.7%
POC.....	0.7%
Urge.....	0.7%
Giant.....	0.3%
Kali Protectives.....	0.3%
Orbea.....	0.3%
Rudy Project.....	0.3%
Smith Optics.....	0.3%
Specialized.....	0.3%
Uvex.....	0.3%
Misc. / Fill-In.....	0.3%

IF "3/4 SHELL," WHAT BRAND:

Undecided.....	26.6%
Fox.....	20.3%
Giro.....	12.2%
Troy Lee Designs.....	10.6%
POC.....	7.2%
Bell.....	3.8%
100%.....	3.0%
Smith Optics.....	2.1%
Kask.....	1.3%
Lazer.....	1.3%
Specialized.....	1.3%
Bluegrass.....	0.8%
Bontrager.....	0.8%
Leatt.....	0.8%
Scott.....	0.8%
6D.....	0.4%
7iDP.....	0.4%
Alpinestars.....	0.4%
Cannondale.....	0.4%
Endura.....	0.4%
iXS.....	0.4%
Kali Protectives.....	0.4%
Louis Garneau.....	0.4%
Pro-Tec.....	0.4%
SixSixOne.....	0.4%
Triple 8.....	0.4%
Urge.....	0.4%
Misc. / Fill-In.....	2.1%

SHORTS:

Yes.....	37.7%
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IF "YES," WHAT BRAND:

Undecided.....	31.7%
Fox.....	12.4%
Troy Lee Designs.....	9.8%
Endura.....	5.9%
100%.....	4.7%
Dakine.....	2.2%
Zoic.....	2.0%
Leatt.....	1.8%
Pearl Izumi.....	1.8%
Specialized.....	1.5%
7Mesh.....	1.4%
NF.....	1.3%
Race Face.....	1.2%
DHaRCO.....	1.1%
Patagonia.....	1.1%
POC.....	1.1%
Fasthouse.....	0.8%
Five Ten.....	0.7%
Alpinestars.....	0.6%
Assos.....	0.6%
Bontrager.....	0.6%

Royal.....	0.6%
Fly.....	0.6%
ION.....	0.6%
Tasco.....	0.6%
Club Ride.....	0.6%
Yeti.....	0.5%
iXS.....	0.5%
Rapha.....	0.5%
Chromag.....	0.4%
Castelli.....	0.4%
Giro.....	0.4%
Kitsbow.....	0.4%
Narrona.....	0.4%
O'Neal.....	0.4%
Shredly.....	0.4%
Sombrio.....	0.3%
Handup.....	0.3%
Mons Royale.....	0.3%
Nukeproof.....	0.3%
Oakley.....	0.3%
Gore.....	0.3%
Loose Riders.....	0.3%
Abit.....	0.3%
Aero Tech Designs.....	0.2%
Dainese.....	0.2%
Ground Effect.....	0.2%
Louis Garneau.....	0.2%
Scott.....	0.2%
Madison.....	0.2%
Trees.....	0.2%
Azonic.....	0.1%
Cannondale.....	0.1%
Mavic.....	0.1%
NZO.....	0.1%
Rocday.....	0.1%
SixSixOne.....	0.1%
Sugoi.....	0.1%
Vaude.....	0.1%
Altura.....	0.1%
Craft.....	0.1%
Giant.....	0.1%
Kona.....	0.1%
Maloja.....	0.1%
Platzangst.....	0.1%
Thor.....	0.1%
Misc. / Fill-In.....	3.4%

JERSEY:

Yes.....	32.9%
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IF "YES," WHAT BRAND:

Undecided.....	31.8%
Fox.....	13.3%
Troy Lee Designs.....	9.5%
100%.....	5.7%
Endura.....	2.5%
DHaRCO.....	2.2%

Dakine.....	1.8%
Mons Royale.....	1.7%
Leatt.....	1.5%
Fly.....	1.4%
Loose Riders.....	1.3%
POC.....	1.2%
Alpinestars.....	1.1%
7Mesh.....	1.1%
Fasthouse.....	1.0%
Specialized.....	1.0%
Pearl Izumi.....	1.0%
Yeti.....	1.0%
O'Neal.....	0.8%
Club Ride.....	0.8%
Race Face.....	0.8%
Royal.....	0.8%
NF.....	0.7%
ION.....	0.6%
Patagonia.....	0.6%
Rapha.....	0.6%
Chromag.....	0.5%
Handup.....	0.4%
Adidas.....	0.4%
Five Ten.....	0.4%
Nukeproof.....	0.4%
Assos.....	0.3%
Commencal.....	0.3%
Giro.....	0.3%
iXS.....	0.3%
Santa Cruz.....	0.3%
Castelli.....	0.3%
Kona.....	0.3%
Norrona.....	0.3%
Trees.....	0.3%
Zoic.....	0.3%
50to01.....	0.2%
Answer.....	0.2%
Rocday.....	0.2%
Scott.....	0.2%
Sombrio.....	0.2%
Bontrager.....	0.1%
Gore.....	0.1%
Ground Effect.....	0.1%
Hincapie.....	0.1%
Kitsbow.....	0.1%
Klim.....	0.1%
Maloja.....	0.1%
Muddy Fox.....	0.1%
Oakley.....	0.1%
Primal Wear.....	0.1%
Tasco.....	0.1%
The North Face.....	0.1%
Cognitive.....	0.1%
Helfare.....	0.1%
Cannondale.....	0.1%
Dainese.....	0.1%
EVOC.....	0.1%
Kenny.....	0.1%
Platzangst.....	0.1%
Misc. / Fill-In.....	5.1%

GLOVES:

Yes.....39.0%

IF "YES," WHAT BRAND:

Undecided.....	27.0%
Fox.....	16.9%
100%.....	9.5%
Troy Lee Designs.....	8.3%
Handup.....	5.2%
Dakine.....	3.0%
Giro.....	2.9%
Leatt.....	2.1%
Tasco.....	2.0%
Endura.....	1.9%
Specialized.....	1.6%
POC.....	1.4%
Alpinestars.....	1.2%
Fly.....	1.2%
Fist.....	1.1%
Pearl Izumi.....	1.1%
Fasthouse.....	0.9%
7iDP.....	0.7%
SixSixOne.....	0.7%
O'Neal.....	0.6%
Race Face.....	0.6%
Dharco.....	0.5%
Oakley.....	0.5%
Yeti.....	0.5%
Royal.....	0.4%
ION.....	0.4%
iXS.....	0.3%
Loose Riders.....	0.3%
Mechanix.....	0.3%
Bontrager.....	0.3%
EVOC.....	0.3%
Bluegrass.....	0.3%
Grip Grab.....	0.3%
Hestra.....	0.3%
Ergon.....	0.2%
Lizard Skins.....	0.2%
Scott.....	0.2%
Cube.....	0.2%
Deft.....	0.2%
Demon Dirt.....	0.2%
Louis Garneau.....	0.2%
Decathlon.....	0.2%
Sweet Protection.....	0.2%
Dainese.....	0.1%
Kali Protectives.....	0.1%
Chromag.....	0.1%
Cognitive.....	0.1%
Thor.....	0.1%
Zoic.....	0.1%
Callis Moto.....	0.1%
Castelli.....	0.1%
Kona.....	0.1%
Unit.....	0.1%
Misc. / Fill-In.....	2.7%

GOGGLES:

Yes.....15.4%

IF "YES," WHAT BRAND:

100%.....	26.8%
Undecided.....	19.6%
Oakley.....	13.5%
Smith Optics.....	11.4%
Fox.....	5.0%
Leatt.....	4.0%
Melon Optics.....	3.1%
Scott.....	2.2%
POC.....	2.0%
Spy.....	1.5%
Troy Lee Designs.....	0.8%
Bell.....	0.7%
Fly.....	0.7%
Giro.....	0.7%
SixSixOne.....	0.5%
Blur.....	0.4%
EKS Brand.....	0.4%
Flow Vision.....	0.4%
iXS.....	0.4%
O'Neal.....	0.4%
Adidas.....	0.3%
Dragon.....	0.3%
Julbo.....	0.3%
Shred.....	0.3%
Loose Riders.....	0.2%
Rudy Project.....	0.2%
Ryders Eyewear.....	0.2%
Uvex.....	0.2%
Von Zipper.....	0.2%
Endura.....	0.1%
Liquid Image.....	0.1%
Misc. / Fill-In.....	2.6%

RIDING SHOES:

Yes.....36.1%

IF "YES," WHAT TYPE OF RIDING SHOES:

Flat.....	65.3%
Clipless.....	34.7%

IF "FLAT," WHAT BRAND:

Adidas / Five Ten.....	46.9%
Undecided.....	15.4%
Ride Concepts.....	11.4%
Specialized.....	5.3%
Crank Brothers.....	4.0%
Vans.....	3.7%
Etnies.....	2.3%
Leatt.....	2.3%

Shimano.....	1.3%
Giro.....	0.7%
Pearl Izumi.....	0.7%
Fox.....	0.6%
ION.....	0.6%
DC.....	0.6%
Unparallel.....	0.5%
Northwave.....	0.4%
Vaude.....	0.3%
Asics.....	0.3%
Bontrager.....	0.3%
Afton.....	0.2%
Sidi.....	0.2%
45NRTH.....	0.1%
New Balance.....	0.1%
Nike.....	0.1%
Salomon.....	0.1%
Converse.....	0.1%
Emerica.....	0.1%
Oakley.....	0.1%
Misc. / Fill-In.....	1.2%

IF “CLIPLESS”, WHAT BRAND:

Shimano.....	18.8%
Undecided.....	17.6%
Five Ten.....	14.8%
Crank Brothers.....	10.0%
Specialized.....	8.7%
Giro.....	6.2%
Ride Concepts.....	4.9%
Sidi.....	2.3%
F'iz:ik.....	2.1%
Northwave.....	1.9%
Bontrager.....	1.8%
Scott.....	1.4%
Leatt.....	1.1%
Pearl Izumi.....	1.1%
Afton.....	0.9%
ION.....	0.9%
Lake.....	0.9%
Mavic.....	0.6%
O'Neal.....	0.4%
45NRTH.....	0.3%
Gaerne.....	0.3%
Giant.....	0.3%
Unparallel.....	0.3%
Vans.....	0.3%
Cannondale.....	0.1%
Cube.....	0.1%
Diadora.....	0.1%
Louis Garneau.....	0.1%
SixSixOne.....	0.1%
Misc. / Fill-In.....	1.8%

KNEE PROTECTION:

Yes.....	22.9%
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IF “YES,” WHAT BRAND:

Undecided.....	28.8%
Fox.....	11.5%
7 iDP.....	6.9%
Leatt.....	6.0%
Troy Lee Designs.....	5.5%
POC.....	5.1%
ION.....	4.4%
G-Form.....	4.2%
iXS.....	4.2%
100%.....	3.2%
Race Face.....	3.1%
Chromag.....	2.4%
Alpinestars.....	2.3%
Dainese.....	2.2%
Dakine.....	1.8%
SixSixOne.....	1.4%
Pearl Izumi.....	0.9%
Endura.....	0.8%
Kali Protectives.....	0.7%
Scott.....	0.7%
Bluegrass.....	0.5%
Nukeproof.....	0.4%
EVS.....	0.4%
Fly.....	0.4%
Demon Dirt.....	0.3%
Sweet Protection.....	0.3%
Azonic.....	0.2%
Bliss Protection.....	0.2%
Pro-Tec.....	0.1%
RockGardn.....	0.1%
TSG.....	0.1%
Asterisk.....	0.1%
O'Neal.....	0.1%
Slytech.....	0.1%
Misc. / Fill-In.....	0.8%

HYDRATION PACK:

Yes.....	10.1%
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IF “YES,” WHAT BRAND:

Camelbak.....	22.2%
Undecided.....	19.5%
EVOC.....	13.6%
Osprey.....	10.6%
USWE.....	8.8%
DaKine.....	7.4%
Fox.....	2.5%
Leatt.....	2.0%
Deuter.....	1.2%
POC.....	1.0%
Ergon.....	0.8%
Hydrapak.....	0.8%
Scott.....	0.8%
Thule.....	0.8%
Decathlon.....	0.7%

Kathmandu.....	0.7%
Acre.....	0.5%
Arteryx.....	0.5%
Bell.....	0.5%
Ogio.....	0.5%
Race Face.....	0.0%
B'twin.....	0.3%
Patagonia.....	0.3%
Shimano.....	0.3%
Blackburn.....	0.2%
Coleman.....	0.2%
Dainese.....	0.2%
Giant.....	0.2%
Oakley.....	0.2%
Platypus.....	0.2%
Source Outdoor.....	0.2%
Wingnut.....	0.2%
Misc. / Fill-In.....	2.4%

SUNGLASSES (RIDING OR CASUAL):

Yes.....	22.9%
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IF “YES,” WHAT BRAND:

Undecided.....	27.9%
Oakley.....	21.6%
Smith Optics.....	10.8%
100%.....	9.5%
Pit Viper.....	4.6%
Tifosi.....	2.9%
Melon.....	1.7%
Julbo.....	1.6%
POC.....	1.6%
Ray-Ban.....	1.5%
Spy.....	1.2%
Ryders Eyewear.....	1.0%
Maui Jim.....	0.9%
Adidas.....	0.9%
Bolle.....	0.7%
Rudy Project.....	0.7%
Roka.....	0.7%
Scott.....	0.7%
Uvex.....	0.5%
Bliz.....	0.4%
Shimano.....	0.4%
Costa Del Mar.....	0.4%
Dragon.....	0.4%
Sun Cloud.....	0.4%
Arnette.....	0.3%
Electric.....	0.3%
Goodr.....	0.3%
Alpina.....	0.2%
Carrera.....	0.2%
Dang.....	0.2%
Giro.....	0.2%
Knockaround.....	0.2%
Von Zipper.....	0.2%

Native Eyewear.....	0.1%
Optic Nerve.....	0.1%
Quiksilver.....	0.1%
Zeal Optics.....	0.1%
BBB.....	0.1%
Troy Lee Designs.....	0.1%
Misc. / Fill-In.....	4.1%