

2016 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

51% *Raced in the
Past 12 Months*

83% *Rode MX Track in
Past 12 Months*

42% *Will Buy a New Bike
in the Next Year*

69% *Will Buy New Riding Gear
in the Next Year*

\$113,956 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **25.6%** KTM

Riding Gear to Buy: **18.1%** FOX

Helmet to Buy: **16.7%** BELL

Exhaust to Buy: **46.5%** FMF

Graphics to Buy: **14.6%** DECAL WORKS

METHODOLOGY:

This survey was conducted on Vital MX, May - June 2016. Responses were limited to one per person. Results were tabulated from over 5,000 surveys. Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

Male	97.2%
Female	2.8%

MARITAL STATUS:

Married	54.5%
Single	45.5%

AGE:

Average	38
Median	39
19 or under	13.4%
20-29	19.8%
30-39	17.5%
40-49	24.2%
50-59	21.4%
60 or older	3.8%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.9%
High school	29.2%
Some college	26.0%
College	29.7%
Postgraduate degree	9.2%

HOUSEHOLD INCOME:

Average	\$113,956
Median	\$87,500
Under \$25,000	7.6%
\$25,001-\$50,000	14.1%
\$50,001-\$75,000	16.7%
\$75,001-\$100,000	18.3%
\$100,001-\$125,000	13.9%

\$125,001 - \$150,000	9.7%
\$150,001 - \$175,000	5.6%
\$175,001 - \$200,000	4.4%
\$200,001 - \$225,000	2.7%
\$225,001 - \$250,000	1.9%
\$250,001 or more	5.0%

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

United States	73.9%
Canada	6.2%
Australia	6.1%
United Kingdom	2.4%
New Zealand	2.1%
Sweden	0.9%
France	0.8%
Netherlands	0.7%
South Africa	0.6%
Finland	0.5%

U.S. TRAFFIC:

**Top 10 states from survey responses:*

California	19.8%
Texas	7.4%
Pennsylvania	4.4%
Michigan	3.7%
Ohio	3.6%
Florida	3.3%
Washington	3.3%
Arizona	3.2%
Colorado	3.2%
Illinois	2.8%

INTERNATIONAL TRAFFIC:

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

United States	63.8%
Australia	5.5%
Canada	5.4%
United Kingdom	5.3%
France	3.1%
Sweden	1.7%
Germany	1.5%
Netherlands	1.2%
New Zealand	1.2%
Italy	1.0%

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

California	20.6%
Texas	7.5%
New York	4.6%
Florida	4.1%
Michigan	3.7%
Washington	3.7%
Illinois	3.6%
Ohio	3.5%
Pennsylvania	3.4%
North Carolina	2.9%

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

Mountain biking	43.0%
Camping	42.6%
Fishing	34.9%
Shooting	33.6%
Hiking	27.4%
Video gaming	25.8%
Running	24.7%
Golf	22.7%
Hunting	21.4%
Moto GP	20.9%
BMX	20.4%
Football	20.0%
Road cycling	17.9%
Basketball	17.2%
Baseball	16.2%
Snowboarding	16.2%
Formula 1	13.8%
Skiing	12.9%
RC	12.6%
Off-Road truck racing	12.3%
Skateboarding	12.2%
Drag racing	12.1%
Hockey	11.8%
Wakeboarding	11.7%
Snowmobiling	11.6%
Soccer	11.5%
NASCAR	11.4%
Quads	11.1%
Surfing	9.4%
Rally	8.8%
Side X Side	8.5%
Waterskiing	8.1%
Climbing	7.8%
Indy car	6.4%
Tennis	6.1%

Boxing	6.1%
Rugby	3.7%
Lacrosse	1.6%
CrossFit	0.2%
Misc. / Fill-In	4.8%

Husaberg	0.3%
Maico	0.3%
Bultaco	0.2%
CZ	0.2%
Cobra	0.1%
BMW	0.1%
Misc. / Fill-in	1.1%

Supermoto	0.3%
Pit Bike	0.3%
Adventure	0.2%
Misc. / Fill-in	0.1%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites	80.7%
Magazines	59.0%
Friends	56.5%
Social media	56.4%
Being at the track/races/events	54.2%
Television	37.3%
Local shop	35.3%
Manufacturer web sites	26.4%
Podcasts	19.4%
Mail-order web sites	16.3%
Manufacturer catalogs	10.3%
Mail-order catalogs	7.6%
Misc. / Fill-in	0.3%

SIZE OF PRIMARY BIKE:

50-85	3.6%
100-110	1.3%
125	9.3%
150	1.9%
200-230	2.5%
250	40.0%
300	3.6%
350	3.6%
400	1.5%
450	27.8%
500 or bigger	4.3%
Misc. / Fill-in	0.6%

WHERE NORMALLY BUY NEW PARTS:

Online / mail-order retailer	55.7%
Local shop	44.3%

MAIL-ORDER USERS BUY FROM MOST:

Rocky Mountain ATV/MC	27.3%
MotoSport	21.1%
BTO Sports	10.8%
Ebay	9.8%
Motorcycle Superstore	5.2%
Amazon	5.1%
24MX	3.1%
Bike Bandit	2.2%
Chaparral	1.8%
Bob's Cycle Supply	1.5%
Dennis Kirk	1.5%
KTM-Parts	1.0%
Canada's Motorcycle	0.8%
Moto X Outlet	0.7%
Torpedo7	0.7%
Motocross Giant	0.6%
Revzilla	0.6%
MX Store	0.4%
Partzilla	0.3%
Service Honda	0.3%
Bud Racing	0.2%
Thumpertalk	0.2%
2 Wheel Parts Supply	0.2%
AOMC	0.2%
MotoStuff	0.2%
MX Mega Store	0.2%
Misc. / Fill-In	4.1%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes	87.3%
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MOTOCROSS BIKE CURRENTLY OWNED:

Yamaha	24.2%
Honda	23.0%
KTM	19.1%
Kawasaki	16.1%
Suzuki	11.0%
Husqvarna	3.1%
TM	0.4%
Beta	0.4%
Gas Gas	0.4%

PRIMARY BIKE 2-STROKE OR 4-STROKE:

2-Stroke	40.7%
4-Stroke	59.3%

TOTAL DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Average	2.8
1	24.3%
2	26.8%
3	17.5%
4	12.5%
5 or more	19.0%

TYPES OF DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Motocross	86.6%
Off-Road (enduro, trail, XC)	40.0%
Dual-Sport	11.7%
Trials	1.1%
Flat Track	0.4%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross web sites	75.2%
Magazines	57.2%
Riding friends	50.0%
Local motorcycle shop	42.1%
Social media	40.0%
Manufacturer websites	37.8%

Mail-order websites	28.4%
Manufacturer catalogs	15.0%
Mail-order catalogs	10.5%
Misc. / Fill-in	0.6%

HOW OFTEN RIDE:

Average	1.3 times per week
4 or more times a week	7.7%
2-3 times a week	22.8%
About once a week	27.3%
2-3 times a month	20.2%
About once a month	12.7%
I don't ride regularly	9.4%

FAVORITE TYPE OF RIDING:

Motocross tracks	60.7%
Off-road (trail, enduro, etc)	32.1%
Dual sport	1.8%
Trials	1.6%
Endurocross	1.1%
Sand dunes	1.0%
Supermoto	0.5%
Street / road	0.5%
Flat track	0.1%
Misc. / Fill-in	0.6%

TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

Motocross tracks	82.7%
Off-Road (trail, enduro, etc)	71.0%
Street / road	25.0%
Dual sport	14.0%
Sand dunes	12.1%
Endurocross	10.5%
Trials	10.2%
Supermoto	3.3%
Arenacross	0.2%
Flat track	0.2%
Misc. / Fill-in	0.5%

RACED IN THE PAST 12 MONTHS:

Yes	50.5%
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IF "YES," WHAT TYPE OF RACE:

Motocross	83.7%
Off-road (GNCC, Desert, etc)	36.1%
Arenacross	13.2%
Endurocross	4.4%
Supermoto	2.0%
Trials	0.8%
Flat track	0.5%
Supercross	0.4%
Misc. / Fill-in	0.7%

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

Currently work in shop	5.8%
Previously worked in shop	21.5%

DIRT / MOTOCROSS BIKE PURCHASE INTENT

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

Yes	42.0%
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IF "YES," WHAT SIZE:

50-85	4.0%
100-110	0.7%
125	6.6%
150	1.9%
200-230	1.4%
250	35.8%
300	6.2%
350	7.4%
400	0.5%
450	32.3%
500 or bigger	3.1%
Misc. / Fill-in	0.2%

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

2-Stroke	35.7%
4-Stroke	64.3%

IF "YES," WHAT TYPE:

Motocross	75.4%
Off-Road (enduro, trail, XC)	20.9%
Dual-Sport	3.8%

IF "YES," WHAT BRAND:

KTM	25.6%
Yamaha	21.9%
Honda	14.9%
Undecided	11.2%
Kawasaki	10.1%
Husqvarna	8.6%
Suzuki	4.5%
TM	0.8%
Beta	0.6%
Cobra	0.4%
Gas Gas	0.3%
BMW	0.2%
Bultaco	0.1%
Misc. / Fill-in	0.8%

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

Yamaha	31.9%
KTM	19.0%
Honda	12.3%
Undecided	11.5%
Kawasaki	9.9%
Husqvarna	8.1%

Suzuki	5.5%
TM	0.8%
Beta	0.3%
Gas Gas	0.3%

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

Honda	25.3%
Yamaha	18.6%
KTM	16.9%
Undecided	14.3%
Kawasaki	13.4%
Suzuki	6.1%
Husqvarna	4.5%
Beta	0.6%
TM	0.2%

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months ... 68.7%

IF "YES," WHAT BRAND:

Undecided	21.0%
Fox	18.1%
Fly	10.1%
Troy Lee Designs	9.4%
Thor	6.0%
Alias	4.8%
Shift	4.8%
Answer	3.6%
Alpinestars	3.2%
MSR	2.7%
Seven	2.3%
O'Neal	2.2%

JT Racing	1.6%
Klim	1.6%
ONE Industries	1.3%
AXO	1.0%
Moose	1.0%
Fasthouse	0.9%
FXR	0.6%
Shot	0.4%
Acerbis	0.3%
KTM PowerWear	0.3%
Husqvarna Apparel	0.3%
UFO	0.2%
Canvas MX	0.2%
Misc. / Fill-in	1.9%

GLOVES:

Will purchase within 12 months ... 67.8%

IF "YES," WHAT BRAND:

Undecided	24.8%
Fox	17.1%
100%	7.7%
Fly	7.1%
Troy Lee Designs	6.4%
Thor	4.0%
Deft Family	3.7%
Answer	2.8%
Alias	2.8%
Shift	2.5%
Novik	2.3%
MSR	2.2%
Alpinestars	2.2%
O'Neal	1.8%
Seven	1.5%
JT Racing	1.4%
Klim	1.1%
ONE Industries	1.0%
AXO	0.9%
Moose	0.7%
Acerbis	0.4%
FXR	0.4%
KTM PowerWear	0.4%
Leatt	0.4%
Oakley	0.4%
Fist	0.3%
Mechanix Wear	0.3%
EVS	0.3%
Scott	0.3%
Fasthouse	0.3%
UFO	0.3%
NVRTD	0.2%
SixSixOne	0.2%
Misc. / Fill-in	2.0%

HELMET:

Will purchase within 12 months ... 47.4%

IF "YES," WHAT BRAND:

Undecided	17.1%
Bell	16.7%
Fox	10.2%
Shoei	10.2%
6D	8.6%
Arai	6.6%
Troy Lee Designs	6.6%
Fly	5.4%
Airoh	3.8%
Thor	1.5%
Leatt	1.4%
Just 1	1.3%
HJC	1.1%
ONE Industries	1.1%
Suomy	0.9%
Answer	0.8%
MSR	0.8%
M2R	0.7%
O'Neal	0.7%
Scorpion	0.6%
Acerbis	0.3%
EVS	0.3%
KTM PowerWear	0.3%
Alias	0.2%
JT Racing	0.2%
Shift	0.2%
UFO	0.2%
AGV	0.2%
LS2	0.2%
Misc. / Fill-in	1.7%

GOGGLES:

Will purchase within 12 months ... 55.8%

IF "YES," WHAT BRAND:

100%	32.3%
Oakley	18.5%
Undecided	12.6%
Scott	11.3%
EKS Brand	5.8%
Spy	5.2%
Fox	3.1%
Smith Optics	2.4%
Dragon	2.3%
Von Zipper	1.1%
Fly	0.9%

Thor	0.7%
Pro Grip	0.4%
Answer	0.4%
509	0.3%
Viral	0.3%
CTO	0.2%
MSR	0.2%
Rip N Roll	0.2%
Alias	0.2%
Ariete	0.2%
Misc. / Fill-in	1.4%

BOOTS:

Will purchase within 12 months ... 44.5%

IF "YES," WHAT BRAND:

Alpinestars	35.3%
Gaerne	22.4%
Fox	12.7%
Undecided	11.4%
Sidi	9.5%
O'Neal	1.3%
Thor	1.1%
Fly	1.0%
TCX	1.0%
Forma	0.8%
MSR	0.6%
Answer	0.5%
AXO	0.4%
JT	0.4%
KTM PowerWear	0.4%
Scott	0.3%
Acerbis	0.2%
Jett	0.2%
SixSixOne	0.2%
Moose	0.2%
Misc. / Fill-in	0.2%

NECK PROTECTION:

Will purchase within 12 months ... 17.6%

IF "YES," WHAT BRAND:

Leatt	32.3%
Atlas	26.8%
Undecided	19.3%
Alpinestars	9.4%
EVS	4.7%
Troy Lee Designs	2.0%

Fly	1.7%
KTM PowerWear	1.2%
UFO	0.7%
Omega	0.4%
Ortema	0.3%
Misc. / Fill-in	1.1%

CHEST PROTECTOR:

Will purchase within 12 months ... 24.5%

IF "YES," WHAT BRAND:

Undecided	27.7%
Fox	15.0%
Leatt	12.9%
Thor	7.9%
Troy Lee	6.2%
Alpinestars	5.7%
Atlas	5.4%
EVS	3.9%
Fly	3.2%
MSR	2.4%
Answer	2.2%
Acerbis	1.0%
HRP	0.9%
AXO	0.8%
KTM	0.8%
RXR	0.8%
Six Six One	0.6%
O'Neal	0.5%
One Industries	0.4%
Forcefield	0.2%
Misc. / Fill-in	1.6%

KNEE PROTECTION:

Will purchase within 12 months ... 25.7%

IF "YES," WHAT BRAND:

Undecided	25.9%
EVS	11.8%
Asterisk	11.2%
Mobius	11.2%
POD MX	8.1%
CTi	6.8%
Leatt	4.9%
Alpinestars	4.2%
Fox	4.2%
Thor	2.0%
Acerbis	1.6%

Troy Lee Designs	1.3%
Fly	1.2%
DonJoy	1.1%
Answer	0.8%
MSR	0.8%
AXO	0.5%
Ortema	0.5%
SixSixOne	0.5%
O'Neal	0.3%
Moose	0.2%
ONE Industries	0.2%
Misc. / Fill-in	0.8%

EXHAUST:

Will purchase within 12 months ... 33.9%

IF "YES," WHAT BRAND:

FMF	46.5%
Pro Circuit	16.1%
Yoshimura	9.7%
Undecided	8.2%
Akrapovic	4.2%
Bill's Pipes	3.8%
Dr. D / Dubach	1.6%
HGS	1.4%
Scalvini	1.0%
GYTR	0.8%
Rocket	0.7%
DEP	0.7%
DG Performance	0.7%
Dynoport	0.5%
KTM PowerParts	0.4%
Arrow	0.4%
HMF	0.4%
Bud Racing	0.3%
Big Gun	0.2%
PFR	0.2%
Misc. / Fill-in	2.2%

GRAPHICS:

Will purchase within 12 months ... 43.4%

IF "YES," WHAT BRAND:

Undecided	27.2%
DeCal Works	14.6%
Factory Effex	5.7%
180 Decals	3.5%
D'Cor	2.8%

Factory Backing	2.1%
N-Style	1.9%
Roost MX	1.3%
Throttle Jockey	1.2%
ONE Industries	1.1%
Fusion Graphix	1.0%
139 Designs	1.0%
KTM Team Replica	1.0%
Motopro Graphics	1.0%
Split Designs Co	0.9%
DirtCandy Graphics	0.8%
Bike Graphix	0.8%
Lime Nine	0.8%
Limited Decal	0.7%
Attack Graphics	0.7%
Magik SC	0.7%
Armored Graphix	0.6%
Black Diamond	0.6%
FMF	0.6%
Pro Circuit	0.6%
MGX Unlimited	0.5%
Motocal	0.5%
Blackbird Racing	0.5%
HBD Moto Grafx	0.5%
Speed Graffix	0.5%
SSI Decals	0.4%
Techone Designs	0.4%
Dirt Digits	0.3%
EVO MX	0.3%
KTM PowerParts	0.3%
MotoSport	0.3%
RedLabel MX	0.3%
Ride Industries	0.3%
S4 MX	0.3%
The Collective Family	0.3%
Flu Designs	0.3%
Ndub Designs	0.3%
Nine Two Decals	0.3%
PG	0.3%
Ringmaster	0.3%
TSS Graphics	0.3%
Willmax Graphics	0.3%
Zeronine	0.3%
AMR Racing	0.2%
Black Heart	0.2%
JJW Designs	0.2%
Racestar Graffix	0.2%
Rusk Racing	0.2%
Sand Box Kings	0.2%
Teencee Graphics	0.2%
WLM Designs	0.2%
2 Guys MX Graphix	0.2%
343 Graphics	0.2%
Cycra	0.2%
Defy	0.2%
Dirt DNA	0.2%
Enjoy Mfg	0.2%

FiveSixO	0.2%
Husqvarna	0.2%
K-Rae Graphics	0.2%
LG1 Designs	0.2%
Link Graphics	0.2%
MotoConcepts	0.2%
MXM	0.2%
OCD	0.2%
Ripped Vinyl	0.2%
Silo Creationz	0.2%
Watson Decals	0.2%
Workshop Graphics	0.2%
XGX Racing	0.2%
Y&S Designs	0.2%
Misc. / Fill-in	13.6%

ODI	2.7%
Neken	1.5%
Tag	1.5%
Easton	0.8%
Fly	0.7%
Moose	0.5%
Twisted Engineering	0.5%
KTM PowerParts	0.4%
Vortex	0.4%
Acerbis	0.2%
Husqvarna	0.2%
Kermaxx	0.2%
Kwala	0.2%
O'Neal	0.2%
Misc. / Fill-in	1.1%

TIRES:

Will purchase within 12 months ... 72.6%

IF "YES," WHAT BRAND:

Dunlop	45.1%
Michelin	11.7%
Undecided	11.4%
Bridgestone	9.1%
Pirelli	8.1%
Maxxis	4.6%
Kenda	2.6%
Golden Tyre	1.6%
Artrax	1.0%
Metzler	1.0%
Mitas	0.7%
IRC	0.6%
Motoz	0.4%
Sedona	0.3%
STI	0.3%
Continental	0.2%
Shinko	0.2%
Misc. / Fill-in	1.1%

HANDLEBARS:

Will purchase within 12 months ... 30.7%

IF "YES," WHAT BRAND:

Renthal	42.7%
Pro Taper	31.0%
Mika Metals	7.3%
Undecided	4.9%
Fasst Company	2.9%

GRIPS:

Will purchase within 12 months ... 57.1%

IF "YES," WHAT BRAND:

Renthal	26.4%
ODI	20.9%
Pro Taper	18.6%
Undecided	13.7%
Pro Grip	3.6%
Scott	3.5%
KTM PowerParts	1.9%
Oury	1.4%
A'ME	1.0%
Tag	0.9%
Troy Lee Designs	0.9%
OEM	0.9%
Domino	0.8%
Mika Metals	0.8%
Fly	0.6%
EKS Brand	0.5%
Moose	0.5%
Next Components	0.4%
Spider	0.4%
Motion Pro	0.3%
MSR	0.3%
Ariete	0.2%
O'Neal	0.2%
Torc1	0.2%
Misc. / Fill-in	1.1%

LEVERS:

Will purchase within 12 months ... 26.2%

IF "YES," WHAT BRAND:

ASV	17.8%
ARC	16.1%
Undecided	14.9%
Pro Taper	10.0%
Works Connection	6.9%
OEM	3.7%
Renthal	3.7%
Sunline	3.3%
KTM PowerParts	2.7%
Zeta	2.4%
Next Components	1.8%
Moose	1.7%
GYTR	1.5%
Motion Pro	1.4%
Hammerhead	1.3%
MSR	1.2%
Magura	1.1%
Tusk	1.1%
Pro Circuit	1.0%
Tor1	1.0%
Apico	0.8%
Bud Racing	0.7%
Husqvarna	0.6%
Fly Hard Parts	0.5%
Streamline Industries	0.4%
Race Tech	0.3%
Midwest Mountain Engineering	0.2%
RFX	0.2%
Warp 9	0.2%
Misc. / Fill-in	1.4%

CLUTCH:

Will purchase within 12 months ... 29.1%

IF "YES," WHAT BRAND:

Hinson	29.2%
Rekluse	23.3%
OEM	14.3%
Undecided	10.7%
Barnett	5.1%
EBC	3.8%
GYTR	2.9%
Boyesen	1.9%
Tusk	1.8%
Wiseco	1.5%
ProX	1.4%

DP	1.0%
KG	0.7%
Bud Racing	0.5%
Moose	0.5%
Magnum	0.4%
STM	0.3%
Revloc	0.2%
Misc. / Fill-in	0.6%

PISTON:

Will purchase within 12 months ... 36.3%

IF "YES," WHAT BRAND:

Wiseco	24.6%
OEM	20.9%
Vertex	15.6%
Undecided	10.2%
ProX	4.0%
KTM PowerParts	3.7%
Wossner	3.2%
Athena	3.1%
GYTR	2.5%
JE	2.5%
Pro Circuit	2.3%
CP	2.2%
Namura	1.3%
Hot Rods	0.9%
Cosworth	0.7%
Moose	0.6%
Bud Racing	0.5%
Husqvarna	0.5%
Misc. / Fill-in	0.6%

FOOTPEGS:

Will purchase within 12 months ... 21.9%

IF "YES," WHAT BRAND:

Raptor Titanium	14.0%
Undecided	13.6%
Pro Taper	12.4%
IMS	6.6%
Fastway / Promoto	5.8%
Flo Motorsports	4.5%
Pro Circuit	4.3%
Ankle Savers	3.1%
Fasst Company	2.7%
MSR	2.7%
Tor1	2.5%

PivotPegz	2.3%
Scar Racing	2.3%
Lightspeed	2.1%
OEM	2.1%
Tusk	2.1%
Works Connection	1.9%
Next Components	1.4%
KTM PowerParts	1.2%
Moose	1.2%
Fly Hard Parts	1.0%
Sunline	1.0%
Warp 9	1.0%
Pro Pegs Titanium	0.8%
RHK	0.8%
Apico	0.6%
DRC	0.6%
Pro Moto Billet	0.6%
Airtime	0.4%
Blingstar	0.4%
Kite	0.4%
Moto Stuff	0.4%
Pro Armor	0.2%
Spazio	0.2%
Two Brothers	0.2%
Zap Technix	0.2%
Misc. / Fill-in	2.1%

PRE-BUILT WHEELS:

Will purchase within 12 months ... 13.7%

IF "YES," WHAT BRAND:

Dubya	23.0%
Tusk	14.3%
Undecided	11.6%
Talon / Excel	9.8%
Excel Pro Series G2	7.5%
Warp 9	7.3%
Talon / DID	4.2%
Kite / Excel	3.7%
DNA	3.1%
FasterUSA	2.7%
Kite / DID	2.5%
Haan	1.9%
Rad Manufacturing	1.7%
KTM PowerParts	1.5%
Pro-Wheel	1.2%
Factory Effex	1.0%
OEM	0.8%
Woody's	0.8%
G-Force Richter	0.4%
SM Pro	0.4%
Misc. / Fill-in	0.6%

RIMS:

Will purchase within 12 months ... 10.5%

IF "YES," WHAT BRAND:

Excel	45.8%
D.I.D	16.2%
<i>Undecided</i>	10.0%
Dubya	5.9%
Tusk	5.9%
Pro-Wheel	3.9%
Warp 9	3.9%
Moose	1.5%
DNA	1.3%
DWT	0.8%
Factory Effex	0.8%
Bud Racing	0.5%
G-Force Richter	0.5%
Alpina	0.3%
BBR	0.3%
OEM	0.3%
Sun	0.3%
SM Pro	0.3%
Sunline	0.3%
<i>Misc. / Fill-in</i>	1.5%

HUBS:

Will purchase within 12 months ... 4.7%

IF "CUSTOM," WHAT BRAND:

Talon	20.6%
Dubya	15.3%
<i>Undecided</i>	14.1%
Kite	8.2%
Warp 9	7.1%
Tusk	6.5%
Excel Pro Series G2	5.3%
OEM	4.1%
DNA	3.5%
Haan	2.4%
RAD Mfg.	2.4%
FasterUSA	1.8%
Pro-Wheel	1.8%
SM Pro Wheels	1.8%
Factory Effex	1.2%
TCR	1.2%
Bud Racing	0.6%
G-Force Richter	0.6%
LSR	0.6%
Sunline	0.6%
<i>Misc. / Fill-in</i>	0.6%

SPROCKET:

Will purchase within 12 months ... 56.5%

IF "YES," WHAT BRAND:

Renthal	37.6%
<i>Undecided</i>	14.8%
Pro Taper	8.2%
Sunstar	5.5%
Supersprox	5.0%
Mika Metals	3.3%
Vortex	3.0%
Talon	2.8%
JT	2.5%
Primary Drive	2.4%
Iron Man	2.0%
KTM PowerParts	1.9%
OEM	1.4%
Dirt Tricks	1.0%
GYTR	1.0%
Tag	0.9%
AFAM	0.8%
Moose	0.8%
ProX	0.7%
Sidewinder	0.7%
MSR	0.5%
RK	0.4%
Bud Racing	0.3%
Husqvarna	0.3%
Next Components	0.2%
Nihilo Concepts	0.2%
PBI	0.2%
<i>Misc. / Fill-in</i>	1.5%

CHAIN:

Will purchase within 12 months ... 59.2%

IF "YES," WHAT BRAND:

D.I.D	30.1%
Renthal	19.7%
<i>Undecided</i>	13.9%
RK Chain	9.0%
Pro Taper	5.8%
Regina	4.2%
Primary Drive	3.0%
EK	2.5%
Mika Metals	2.0%
Sunstar	1.9%
KTM PowerParts	1.2%
Tsubaki	0.8%
GYTR	0.7%

Vortex	0.7%
Moose	0.6%
AFAM	0.5%
JT	0.5%
CZ	0.5%
MSR	0.5%
Bud Racing	0.3%
Parts Unlimited	0.3%
KMC	0.2%
Fly Hard Parts	0.2%
ProX	0.2%
Sidewinder	0.2%
<i>Misc. / Fill-in</i>	0.6%

**BRAKE PADS/ DISCS/
CALIPERS:**

Will purchase within 12 months ... 42.6%

IF "YES," WHAT BRAND:

EBC	21.7%
<i>Undecided</i>	18.7%
OEM	10.8%
Braking	9.8%
Galfer	8.6%
Brembo	7.8%
KTM PowerParts	2.9%
Pro Taper	2.8%
Renthal	2.4%
DP Brakes	2.2%
Tusk	2.2%
Moto-Master	1.0%
Gold Fren	0.8%
SBS Brakes	0.8%
Mika Metals	0.7%
Moose Racing	0.7%
Moto Stuff	0.6%
Excel	0.5%
ProX	0.5%
Bud Racing	0.4%
Ferodo	0.4%
Husqvarna	0.4%
MSR	0.4%
Parts Unlimited	0.4%
Driven	0.3%
Magnum	0.3%
Vesrah Racing	0.3%
Warp 9	0.3%
Neutron	0.2%
SRT	0.2%
Streamline	0.2%
<i>Misc. / Fill-in</i>	0.6%

PLASTICS:

Will purchase within 12 months ... 32.6%

IF "YES," WHAT BRAND:

Acerbis	33.3%
Cycra	18.8%
<i>Undecided</i>	13.6%
UFO	11.6%
OEM	7.7%
Polisport	5.2%
KTM PowerParts	2.1%
MX Plastics	2.1%
RTech	1.9%
DC Plastics	1.8%
Husqvarna	0.8%
VMX	0.5%
Preston Petty Products	0.2%
<i>Misc. / Fill-in</i>	0.4%

SEAT OR SEAT COVER:

Will purchase within 12 months ... 28.7%

IF "YES," SEAT OR SEAT COVER:

Seat	21.7%
Seat Cover	78.3%

IF "SEAT," WHAT BRAND:

SDG	16.5%
KTM PowerParts	14.6%
Acerbis	11.8%
Guts	8.0%
OEM	8.0%
Seat Concepts	8.0%
Factory Effex	7.5%
MotoSeat	7.1%
Factory Backing	3.8%
Think	3.3%
<i>Undecided</i>	1.9%
Husqvarna	1.4%
Enduro Engineering	0.9%
Racetech	0.9%
<i>Misc. / Fill-in</i>	6.1%

IF "SEAT COVER," WHAT BRAND:

MotoSeat	24.9%
Factory Effex	9.9%
Guts	8.4%
KTM PowerParts	6.4%
DeCal Works	5.4%
Factory Backing	4.1%
OEM	4.0%
D'cor	3.8%
N-Style	3.3%
One Industries	2.6%
Seat Concepts	2.5%
Throttle Jockey	2.5%
Acerbis	2.2%
<i>Undecided</i>	2.1%
SDG	2.0%
Flu Designs	1.7%
Attack Graphics	1.1%
MSR	1.1%
Traction MX	0.9%
Topline	0.9%
Bud Racing	0.7%
Husqvarna	0.7%
StompGrip	0.7%
CFX	0.6%
Enjoy Mfg	0.6%
Ceet	0.5%
Dr. Trim	0.4%
Fusion Graphix	0.4%
Moose	0.4%
BUR	0.2%
Factory Seat	0.2%
Hi-Flite	0.2%
Saddlemen	0.2%
Selle Dalla Valle	0.2%
<i>Misc. / Fill-in</i>	3.8%

BIKE PROTECTION:

Will purchase within 12 months ... 18.2%

IF "YES," WHAT BRAND:

Works Connection	30.7%
Acerbis	24.4%
<i>Undecided</i>	17.5%
Cycra	17.5%
TM Designworks	13.9%
Lightspeed	11.1%
Enduro Engineering	10.6%
KTM PowerParts	9.5%

MSR	7.2%
Moose	7.0%
Tusk	6.3%
DeVol	5.0%
GYTR	4.9%
P3	4.1%
Fastway	3.9%
Polisport	3.4%
Husqvarna	2.3%
AXP Motocross	2.2%
Flatland Racing	1.7%
Unabiker	1.6%
Hyde Racing	1.4%
Ricochet Offroad	1.3%
Scar	1.3%
CrossPro	1.1%
CF Works	0.8%
Emperor Racing	0.8%
Next Components	0.8%
CRD	0.5%
ICW	0.5%
Meca/System	0.5%
SXS	0.5%
7602 Racing	0.3%
B&B	0.3%
DH1	0.3%
Force	0.3%
Leo Vince	0.3%
MEC	0.3%
Pro-Carbon	0.3%
Scorpion	0.3%
SRT	0.3%
<i>Misc. / Fill-in</i>	1.4%

SUSPENSION SERVICE:

Will purchase within 12 months ... 48.3%

IF "YES," WHAT SUSPENSION COMPANY:

<i>Undecided</i>	15.3%
Factory Connection	13.9%
Race Tech	10.1%
Enzo	5.1%
Pro Circuit	3.5%
Pro-Action	3.0%
RG3	2.1%
Ohlins	2.0%
WP, North America	1.6%
JM Racing	1.2%
Fox Racing Shox	1.1%
TBT	1.1%

MX-Tech	1.0%	Krooztune	0.2%
PR2	0.9%	Kumlin Suspension	0.2%
707 Racing	0.7%	M21	0.2%
Bud Racing	0.7%	MPE	0.2%
EVO	0.7%	Privateer Connection	0.2%
Shock Therapy	0.6%	Racers Edge Performance	0.2%
Total Control	0.6%	REP	0.2%
FCR	0.6%	Roth Racing	0.2%
MB1	0.6%	SPMX	0.2%
MCR	0.6%	TF Racing	0.2%
Noleen	0.5%	Too Tech	0.2%
Powerband Racing	0.5%	KPS	0.2%
Axis	0.5%	MCD	0.2%
EBR	0.5%	Mike's Dirt Bike Suspension	0.2%
RC Suspension	0.5%	Motoworks	0.2%
Full Travel Innovations	0.4%	Podium 1	0.2%
Graeme Brough	0.4%	Poletti	0.2%
JP Speed	0.4%	Reynard Modifications	0.2%
KB5	0.4%	Smart Performance	0.2%
Kreft	0.4%	Speed Technologies	0.2%
KTM World	0.4%	TCD	0.2%
Precision Concepts	0.4%	WMR	0.2%
SRS	0.4%	Misc. / Fill-in	12.6%
Stillwell Performance	0.4%		
Tech Care	0.4%		
Dick's Racing	0.4%		
Division MX	0.4%		
GPS	0.4%		
Independent Race Shop	0.4%		
JMR Suspension	0.4%		
Promotion	0.4%		
RMR	0.4%		
Schmidt Performance	0.4%		
Superior Suspension Settings	0.4%		
TZR	0.4%		
Air Ride	0.3%		
AHM Factory Services	0.3%		
Checkpoint	0.3%		
Dirt Works	0.3%		
Elka	0.3%		
ESP	0.3%		
JGR	0.3%		
Litz Racing	0.3%		
Moto-Vations	0.3%		
Performance Factory	0.3%		
Pro-Moto	0.3%		
Protune Suspension	0.3%		
Suspension Tech	0.3%		
ZR1	0.3%		
Bumpsticks	0.2%		
Clean Racing	0.2%		
Devol	0.2%		
Enduro Engineering	0.2%		
Factory Spec	0.2%		
Fastlap	0.2%		
Hayward Suspension	0.2%		
HK	0.2%		

TRIPLE CLAMP:

Will purchase within 12 months... 9.0%

IF "YES," WHAT BRAND:

Ride Engineering	17.7%
X-Trig	15.8%
Undecided	14.6%
Pro Circuit	13.0%
Applied	10.4%
NEKEN	9.5%
RG3	5.4%
Bud Racing	3.5%
KTM PowerParts	3.5%
DH1	0.9%
Emig Racing	0.9%
BRP	0.6%
Husqvarna	0.6%
OEM	0.6%
Scar Racing	0.6%
Misc. / Fill-in	2.2%

BIKE STAND:

Will purchase within 12 months... 17.7%

IF "YES," WHAT BRAND:

Undecided	34.4%
Matrix	20.3%
MSR	5.7%
Works Connection	3.9%
FMF	3.4%
Harbor Freight	3.4%
Pro Circuit	3.2%
MotoConcepts	3.1%
KTM PowerParts	2.8%
Fly	1.9%
24mx	1.5%
MotoSport	1.5%
Cycra	1.3%
Polisport	1.3%
Moose	1.1%
Pit Posse	1.1%
Universal	1.0%
ASV	0.8%
Husqvarna	0.8%
Risk Racing	0.8%
Akrapovic	0.6%
Bud Racing	0.6%
ICW	0.6%
OEM	0.5%
Ogio	0.5%
Tusk	0.5%
K&L Supply	0.3%
RTech	0.3%
States MX	0.3%
DRC	0.2%
Mad Racing	0.2%
TMV	0.2%
Misc. / Fill-in	1.8%

FUEL TYPE:

Pump gas	73.3%
Race fuel	26.7%

IF "RACE FUEL," WHAT BRAND:

VP	57.5%
Sunoco	10.3%
Avgas	4.7%
Renegade	3.7%
Shell	3.2%
BP	2.9%
Turbo Blue	2.6%
KTM Racing Fuel	2.3%
Klotz	1.3%

ETS	1.0%
Trick	1.0%
Dragon	0.9%
Rocket Fuel	0.9%
Torco	0.9%
Undecided	0.9%
Aspen	0.8%
Elf	0.8%
Monster	0.7%
Cam2	0.6%
Gulf	0.6%
FTW	0.3%
Ignite	0.3%
Base	0.2%
F&L	0.2%
Misc. / Fill-in	1.4%

FAVORITE OIL:

Maxima	13.0%
Amsoil	11.9%
Bel-Ray	10.2%
Motul	8.6%
Yamalube	6.2%
Undecided	5.9%
Castrol	5.5%
Lucas	5.2%
Motorex	5.1%
Hondaline	4.6%
Shell Rotella	4.3%
KTM / Motorex	4.0%
Klotz	2.0%
Mobil	1.9%
Spectro	1.3%
Kawasaki	1.1%
Silkolene	1.0%
Valvoline	0.9%
Royal Purple	0.8%
Putoline	0.7%
Delo	0.5%
Elf	0.5%
Torco	0.5%
Ipone	0.4%
Redline	0.4%
Rock Oil	0.3%
Blendzall	0.3%
PJ1	0.3%
Fuchs	0.2%
TiLube	0.2%
Total	0.2%
Misc. / Fill-in	2.1%

FAVORITE CHAIN LUBE:

Maxima	22.2%
Bel-Ray	19.0%
Undecided	11.4%
Motul	6.5%
Motorex	4.8%
PJ1	4.7%
WD-40	4.4%
Lucas Oil	3.4%
Amsoil	3.2%
Castrol	3.1%
KTM / Motorex	3.0%
Honda OEM	2.7%
Sikolene	2.3%
Yamalube	1.9%
No Toil	0.9%
Spectro	0.8%
Renthal	0.7%
Klotz	0.6%
Ipone	0.6%
Kal-Guard	0.6%
Tri-Flow	0.4%
Champion	0.4%
Liquid Performance	0.3%
Sunstar	0.3%
Mika Metals	0.3%
Denicol	0.3%
Moose Racing	0.3%
TiLube	0.3%
Muc-off	0.2%
Royal Purple	0.2%
Torco	0.2%
Misc. / Fill-in	0.2%

FAVORITE AIR FILTER:

Twin Air	44.9%
No Toil	9.8%
K&N	9.8%
Undecided	7.9%
UNI	7.5%
DT1	4.2%
OEM	3.2%
Maxima ProFilter	2.1%
FunnelWeb	1.7%
HiFlo	1.5%
Moose	1.1%
MSR	1.1%
Yamaha GYTR	1.1%
Moto Air	0.7%
Acerbis	0.7%
Loudmouth	0.4%
ProX	0.4%
Bike Master	0.3%

Putoline	0.3%
DNA	0.2%
Misc. / Fill-in	1.0%

FAVORITE ENGINE COOLANT:

Engine Ice	29.2%
Undecided	21.5%
Automotive antifreeze	5.9%
Maxima	5.7%
Prestone	4.3%
Bel-Ray Moto Chill	4.2%
Amsoil	3.4%
Honda	3.2%
Evans	2.9%
Motul	2.6%
KTM / Motorex	2.5%
Castrol	2.2%
OEM	2.2%
Yamalube Yamacool	2.0%
Motorex	1.1%
Red Line	1.1%
Liquid Performance	1.0%
Putoline	0.7%
Water	0.7%
Royal Purple Purple Ice	0.7%
Silkolene	0.6%
Suzuki	0.4%
Elf	0.3%
Spectro	0.3%
Biltema	0.2%
Moose	0.2%
Zip-ty	0.2%
Misc. / Fill-in	0.6%

BRAND(S) OF TOOLS OWNED:

Craftsman	64.3%
Snap-on	41.8%
Motion Pro	39.5%
Dewalt	32.1%
Channel Lock	28.3%
Stanley Tools	23.7%
Makita	21.0%
Cresant	19.7%
Kobalt	18.6%
Bike Master	16.6%
Mac Tools	16.3%
Tusk	16.2%
Milwaukee	14.2%
Matco Tools	11.8%
Park Tools	11.7%
KTM PowerParts	11.5%

Race Tech	10.9%
Ryobi	9.8%
Moose Racing	9.7%
MSR	9.6%
FMF	9.6%
Husky	9.5%
Klein	9.1%
Mastercraft	9.0%
NGK	8.9%
Hitachi	8.1%
Parts Unlimited	7.4%
Excel	7.3%
Pro Circuit	6.9%
K&N	6.8%
ASV	6.7%
Porter Cable	6.6%
DID	6.5%
SK	6.5%
Cornwell	6.4%
Pit Posse	6.2%
Fly Racing	5.7%
Wiseco	5.5%
Fasst Company	5.0%
Matrix Concepts	4.9%
Hilti	4.3%
Hot Cams	4.0%
Ration-Rite	3.8%
Sidchrome	3.8%
Husqvarna	3.7%
K&L	3.4%
Kinchrome	3.3%
Cruz Tools	3.1%
Bacho	2.5%
Facom	2.5%
Beta	2.5%
RK	2.0%
Emgo	2.0%
Progressive Suspension	1.9%
Drag Specialties	1.9%
Helix	1.8%
Biltema	1.6%
Topeak	1.6%
AEG	1.5%
Gedore	1.5%
Carlyle	1.4%
Motorsport Products	1.4%
Halfords	1.3%
Hardline	1.3%
Dynatek	0.9%
Outerwears	0.8%
TMV	0.8%
Tire Balls	0.7%
Lang Tools	0.6%
Air Force Blaster	0.6%
Torin Jacks Inc	0.6%
Scribner Plastics	0.6%
Hydro-turf	0.6%

Jims	0.5%
Rowe USA	0.5%
Tecmate	0.5%
Moto Centric	0.5%
Baron Custom Accessories	0.4%
Simple Solutions	0.4%
Bluhm Enterprises	0.3%
Stop & Go	0.3%
Tirox	0.2%
Pittsburgh	0.2%
Bosch	0.2%
Teng	0.2%
Misc. / Fill-in	3.7%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ... 20.8%

IF "YES," WHAT BRAND:

GoPro	67.7%
Undecided	13.2%
Fly 360	8.5%
Sony ActionCam	1.7%
Contour	1.6%
Garmin	1.4%
Drift Innovation	1.0%
Replay XD	0.7%
SJ4000	0.7%
iON	0.4%
AEE	0.3%
Liquid Image	0.3%
Oregon Scientific	0.3%
Vivitar	0.3%
WASPcam	0.3%
X3Ride	0.3%
Misc. / Fill-in	1.3%

FAVORITE CASUAL SHOE:

Nike	20.3%
Undecided	13.2%
Vans	12.4%
DC	8.7%
Adidas	5.9%
New Balance	4.9%
Asics	3.6%
DVS	3.0%
Merrell	2.7%
Fox	2.4%
Sketchers	2.2%
Etnies	1.8%

Converse	1.7%
Alpinestars	1.1%
Puma	1.1%
Red Wing	0.9%
Reebok	0.9%
Keen	0.9%
Under Armor	0.9%
Brooks	0.8%
Salomon	0.8%
Justin Boots	0.7%
Five Ten	0.7%
Jordan	0.7%
Timberland	0.6%
Crocs	0.5%
Oakley	0.5%
Saucony	0.5%
Sperry	0.4%
Colombia	0.4%
Mizuno	0.4%
Supra	0.4%
Ecco	0.3%
Globe	0.3%
Sanuk	0.3%
Emerica	0.2%
La Sportiva	0.2%
Hi-Tec	0.2%
Osiris	0.2%
Wolverine	0.2%
Teva	0.2%
The North Face	0.2%
Toms	0.2%
Misc. / Fill-in	2.0%

FAVORITE SUNGLASSES:

Oakley	35.6%
Undecided	19.7%
Ray-Ban	8.8%
Spy	7.1%
100%	5.8%
Maui Jim	2.2%
Smith Optics	2.1%
Fox	1.9%
Costa Del Mar	1.9%
Von Zipper	1.7%
Dragon	1.6%
Arnette	1.4%
Scott	1.2%
Electric	0.9%
Bolle	0.7%
Nike	0.5%
Revo	0.4%
Black Flys	0.3%
Persol	0.3%
Serengeti	0.3%

Gucci	0.3%
Beer Optics	0.2%
Vuarnet	0.2%
3m	0.2%
Prada	0.2%
Wiley X	0.2%
Rudy Project	0.2%
Tifosi	0.2%
Native	0.2%
Versace	0.2%
Misc. / Fill-In	3.7%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes	30.4%
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IF "YES," WHAT BRAND:

Honda	20.7%
Harley Davidson	17.7%
Yamaha	15.2%
Suzuki	12.0%
Kawasaki	9.1%
KTM	5.3%
BMW	3.9%
Ducati	3.3%
Triumph	3.2%
Misc. / Fill-In	9.7%

STREET BIKE:

Will purchase within 12 months	10.0%
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IF "YES," WHAT BRAND:

Honda	15.5%
Undecided	15.2%
Yamaha	15.2%
Harley Davidson	12.2%
KTM	10.1%
Ducati	6.3%
Kawasaki	5.7%
Suzuki	5.1%
Husqvarna	3.0%

BMW	2.7%
Triumph	2.4%
Misc. / Fill-In	6.8%

OWN A SIDE X SIDE / UTV:

Yes	7.4%
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IF "YES," WHAT BRAND:

Polaris	45.8%
Yamaha	15.8%
Kawasaki	12.3%
Can-Am	7.5%
Honda	5.1%
Artic Cat	3.2%
John Deere	2.4%
Kubota	1.2%
Misc. / Fill-In	6.7%

SIDE X SIDE / UTV:

Will purchase within 12 months	3.3%
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IF "YES," WHAT BRAND:

Polaris	32.1%
Undecided	22.9%
Yamaha	17.4%
Can-Am	11.0%
Honda	8.3%
Kawasaki	4.6%
Artic Cat	3.7%

OWN AN ATV:

Yes	21.6%
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IF "YES," WHAT TYPE:

Utility	54.3%
Sport	45.7%

IF "YES," WHAT BRAND :

Honda	34.9%
Yamaha	24.1%
Polaris	13.8%
Kawasaki	9.9%
Suzuki	9.3%

Artic Cat	2.6%
Can-Am	2.6%
Bombardier	1.3%
Misc. / Fill-In	1.5%

ATV:

Will purchase within 12 months	3.1%
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IF "YES," WHAT TYPE:

Sport	47.1%
Utility	36.3%
Undecided	16.7%

IF "YES," WHAT BRAND:

Honda	26.9%
Undecided	24.0%
Yamaha	17.3%
Suzuki	8.7%
Polaris	6.7%
Bombardier	3.8%
Kawasaki	2.9%
Artic Cat	1.0%
Misc. / Fill-In	8.7%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes	69.9%
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IF "YES," WHAT BRAND:

Ford	31.8%
Chevrolet	22.7%
Toyota	15.2%
Dodge	14.3%
GMC	7.2%
Nissan	4.3%
Holden	1.1%
Mazda	0.9%
Mitsubishi	0.6%
Volkswagen	0.6%
Isuzu	0.3%

Honda	0.2%
<i>Misc. / Fill-In</i>	0.9%

PICKUP TRUCK:

Will purchase within 12 months .. 15.7%

IF "YES," WHAT BRAND:

Ford	28.7%
Chevrolet	19.1%
<i>Undecided</i>	16.4%
Toyota	14.7%
Dodge	10.2%
GMC	4.5%
Nissan	2.3%
Holden	1.1%
Honda	0.8%
Mazda	0.4%
Mercedes	0.4%
Mitsubishi	0.4%
<i>Misc. / Fill-In</i>	1.1%