



2013 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

| | |
|-------------|-------|
| Male..... | 96.6% |
| Female..... | 3.4% |

AGE:

| | |
|------------------|-------|
| Average..... | 31.9 |
| Median..... | 32.0 |
| 19 or under..... | 16.8% |
| 20-29..... | 25.8% |
| 30-39..... | 31.5% |
| 40-49..... | 19.7% |
| 50 or older..... | 6.2% |

MARITAL STATUS:

| | |
|--------------|-------|
| Married..... | 42.6% |
| Single..... | 57.4% |

HIGHEST LEVEL OF EDUCATION COMPLETED:

| | |
|----------------------------|-------|
| Less than high school..... | 6.1% |
| High school..... | 19.0% |
| Some college..... | 20.6% |
| College..... | 36.3% |
| Postgraduate degree..... | 18.1% |

HOUSEHOLD INCOME:

| | |
|----------------------------|----------|
| Average..... | \$83,148 |
| Median..... | \$62,500 |
| Under \$25,000..... | 20.0% |
| \$25,001 - \$50,000..... | 20.2% |
| \$50,001 - \$75,000..... | 16.8% |
| \$75,001 - \$100,000..... | 14.5% |
| \$100,001 - \$150,000..... | 15.7% |
| \$150,001 - \$250,000..... | 8.9% |
| \$250,001 or more..... | 4.0% |

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

| | |
|---------------------|-------|
| United States..... | 42.2% |
| United Kingdom..... | 8.4% |
| Australia..... | 8.2% |
| Canada..... | 7.8% |
| New Zealand..... | 3.3% |
| France..... | 2.0% |
| Germany..... | 1.9% |
| Italy..... | 1.5% |
| Philippines..... | 1.4% |
| Spain..... | 1.3% |

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

| | |
|---------------------|-------|
| California..... | 24.2% |
| Colorado..... | 10.8% |
| Washington..... | 5.6% |
| Utah..... | 5.3% |
| Oregon..... | 4.0% |
| Massachusetts..... | 3.5% |
| Arizona..... | 3.1% |
| New York..... | 3.0% |
| Pennsylvania..... | 2.6% |
| North Carolina..... | 2.4% |

INTERNATIONAL TRAFFIC, Top 10 of 227 countries from Google Analytics*:

| | |
|---------------------|-------|
| United States..... | 34.9% |
| United Kingdom..... | 9.7% |
| Canada..... | 7.1% |
| Australia..... | 5.4% |
| Germany..... | 4.7% |
| France..... | 3.9% |
| Spain..... | 2.3% |
| Italy..... | 2.1% |
| New Zealand..... | 1.9% |
| Switzerland..... | 1.4% |

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

| | |
|---------------------|-------|
| California..... | 27.5% |
| Colorado..... | 10.1% |
| Washington..... | 5.8% |
| New York..... | 4.3% |
| Utah..... | 4.1% |
| Oregon..... | 3.7% |
| Texas..... | 3.2% |
| Massachusetts..... | 2.9% |
| Arizona..... | 2.5% |
| North Carolina..... | 2.4% |

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

| | |
|-----------------------------|-------|
| Average..... | 8.1 |
| 21 or more times a day..... | 15.2% |
| 11-20 times a day..... | 13.2% |
| 6-10 times a day..... | 18.7% |
| 2-5 times a day..... | 35.1% |
| Once a day..... | 13.3% |
| 2-3 times per week..... | 3.3% |
| Once a week or less..... | 1.1% |

HAVE MADE ONLINE PURCHASE:

| | |
|----------|-------|
| Yes..... | 95.8% |
|----------|-------|

MAIN SOURCES OF MOUNTAIN BIKE INFORMATION:

| | |
|-----------------------------------|-------|
| Mountain bike web sites..... | 87.4% |
| Friends/Family..... | 62.6% |
| Magazines..... | 55.5% |
| Social Media..... | 54.6% |
| Local bike shop..... | 50.0% |
| Manufacturer web sites..... | 46.1% |
| Races / events / group rides..... | 34.3% |
| Mail-order web sites..... | 18.0% |
| Manufacturer catalogs..... | 11.5% |
| Mail-order catalogs..... | 4.9% |
| Working in the Industry..... | 0.3% |
| Misc. / Fill-in answers..... | 1.7% |

*Traffic data is shown for survey responses and site usage (Google Analytics) because survey responses are biased toward English speaking people/areas.

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes..... 97.2%

PRIMARY BIKE IS FULL-SUSPENSION

Yes..... 74.2%

IF "YES," TRAVEL ON PRIMARY BIKE:

8 or more inches 14.9%
6-8 inches 25.9%
5-6 inches 47.2%
3-4 inches 11.1%
Under 3 inches..... 0.9%

COST OF CURRENT BIKE:

Average..... \$3,642
Median..... \$3,500
Under \$500..... 3.7%
\$501 - \$999..... 8.5%
\$1,000 - \$1,999..... 14.3%
\$2,000 - \$2,999..... 17.9%
\$3,000 - \$3,999..... 18.4%
\$4,000 - \$4,999..... 13.6%
\$5,000 - \$7,499..... 17.3%
\$7,500 - \$10,000..... 5.2%
Over \$10,000..... 1.1%

HOW MANY BIKES OWNED:

Average..... 2.3
1 28.9%
2 37.5%
3 19.4%
4 7.3%
5 or more 6.9%

WHAT TYPE(S) OF BIKE(S) DO YOU OWN:

All-Mountain / Trail / Enduro ... 69.1%
Cross Country..... 45.4%
Downhill..... 33.9%
Dirt Jump / Street / 4x 27.9%
Freeride / Park 18.1%

WHAT WHEEL SIZE(S) DO YOU OWN:

26" 92.4%
29" 20.8%
27.5" / 650B 5.7%

WHERE NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer 51.5%
Local bike shop..... 44.8%
Misc. / Fill-in 3.8%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time 8.5%
75 - 99% of the time 9.9%
50 - 74% of the time 15.9%
25 - 49% of the time 13.7%
Less than 25% of the time 52.0%

HOW OFTEN RIDE:

Average times per week..... 2.5
4 or more times a week..... 30.2%
2-3 times a week 45.5%
About once a week 16.5%
2-3 times a month 4.3%
About once a month..... 1.4%
I don't ride regularly 2.0%

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

Cross-country / Trail riding 88.4%
Downhill 65.2%
Bike parks 51.3%
Street riding 37.7%
Pumptrack 37.0%
Dirt jumping 31.7%
Skateparks 14.6%

FAVORITE TYPE OF RIDING:

Cross-country / Trail riding 49.2%
Gravity / downhill..... 43.9%
Dirt jumping 4.4%
Street riding / Skateparks..... 2.5%

ENTERED RACE IN PAST 12 MONTHS:

Yes..... 42.3%

IF "YES," WHAT TYPE OF RACE:

Downhill 50.2%
Cross-country 41.2%
Enduro 35.0%
Endurance races..... 16.6%
Super D 15.5%
Dual-slalom 7.8%
4x 5.8%

RIDDEN A MOUNTAIN BIKE PARK:

Yes 65.1%

IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler Mountain Bike Park 19.4%
Highland Mountain 4.1%
Northstar at Tahoe 4.0%
Trestle / Winter Park..... 3.9%
Mammoth..... 2.8%
Queenstown, New Zealand 2.3%
Chatel, France 2.0%
Mountain Creek 1.9%
Morzine, France 1.8%
Whakarewarewa, New Zealand ... 1.8%
Snowshoe 1.8%
Angel Fire 1.8%
Leogang, Austria..... 1.4%
Glentress, Scotland 1.4%
Canyons 1.3%
Snow Summit / Big Bear 1.3%
Portes Du Soleil, France 1.3%
Vallnord, Andorra..... 1.3%
Ray's Indoor MTB Park 1.3%
Hafjell, Norway 1.2%
Les Gets, France 1.2%
Thredbo, Australia 1.1%
Winterberg, Germany 1.1%
Silver Star 1.1%
Keystone 1.0%
Are Bike Park, Sweden..... 1.0%
Bromont, Canada 0.9%
Maribor, Slovenia 0.9%
UK Bike Park, England 0.9%
Lac Blanc, France 0.8%
Valmont Bike Park, Colorado..... 0.8%
Stevens Pass..... 0.6%
Woodhill, New Zealand 0.6%
Les Duex Alps, France 0.6%
Mt Buller, Australia 0.6%
Plattekill 0.6%
Burke, Vermont 0.5%
Chicksands, UK 0.5%
Sun Peaks 0.5%
Stromlo Australia..... 0.5%
Fernie Bike Park 0.4%
Bootleg Canyon 0.4%
Duthie Hill, WA..... 0.4%
Evolution Crested Butte..... 0.4%
Woodward West 0.3%
Afan, UK..... 0.3%
Panorama 0.3%
Semmering, Austria 0.3%
Nevados de Chillan..... 0.3%
Beech MTN, NC 0.3%

| | |
|-----------------------------|-------|
| Javornik, Slovenia | 0.3% |
| Kicking Horse | 0.3% |
| SolVista | 0.3% |
| YouYangs, Australia | 0.3% |
| Deer Valley, Utah | 0.3% |
| Frisco Bike Park, Colorado | 0.3% |
| Joyride 150 | 0.3% |
| Eagle Park, South Australia | 0.2% |
| Ponte de Lima, Portugal | 0.2% |
| Seven Springs | 0.2% |
| Whiteface | 0.2% |
| Willingen, Germany | 0.2% |
| Attitash | 0.2% |
| Järvsö Sweden | 0.2% |
| Mt. Washington | 0.2% |
| Schladming, Austria | 0.2% |
| El Durazno, Chile | 0.2% |
| Putrajaya, Malaysia | 0.2% |
| Livigno Italy | 0.2% |
| Llandegla, Wales | 0.2% |
| Misc. / Fill-in | 18.3% |

MOUNTAIN BIKE PARTS & APPAREL TO PURCHASE IN THE NEXT 12 MONTHS:

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months .. 46.6%

IF "YES," WHAT TYPE OF BIKE:

| | |
|-------------------------------|-------|
| All-Mountain / Trail / Enduro | 58.0% |
| Downhill | 21.1% |
| Cross Country | 9.8% |
| Dirt Jump / Street / 4x | 6.0% |
| Freeride / Park | 5.1% |

IF "YES," WHAT WHEEL SIZE:

| | |
|--------------|-------|
| 26" | 49.8% |
| 27.5" / 650B | 30.8% |
| 29" | 19.4% |

IF "YES," WHAT BRAND OF COMPLETE BIKE:

| | |
|-------------|-------|
| Undecided | 18.4% |
| Specialized | 13.3% |
| Santa Cruz | 10.5% |
| Giant | 5.6% |
| Trek | 5.1% |
| Kona | 2.8% |
| GT | 2.7% |
| Scott | 2.6% |
| Transition | 2.5% |
| Norco | 2.3% |
| Yeti | 2.3% |
| Intense | 1.9% |

| | |
|-------------------|------|
| Ibis | 1.9% |
| Cannondale | 1.7% |
| Rocky Mountain | 1.7% |
| Banshee | 1.5% |
| Lapierre | 1.4% |
| Devinci | 1.3% |
| Canyon | 1.2% |
| Commencal | 1.1% |
| Nukeproof | 1.0% |
| NS | 0.9% |
| Orange | 0.9% |
| Niner | 0.8% |
| Pivot | 0.8% |
| Mondraker | 0.7% |
| YT Industries | 0.6% |
| Knolly | 0.5% |
| Turner | 0.5% |
| Canfield | 0.5% |
| Evil | 0.5% |
| KHS | 0.5% |
| Cube | 0.4% |
| Mongoose | 0.4% |
| Dartmoor | 0.3% |
| Diamondback | 0.3% |
| Felt | 0.3% |
| Polygon | 0.3% |
| Haro | 0.3% |
| Airborne | 0.2% |
| Black Market | 0.2% |
| Jamis | 0.2% |
| Morewood | 0.2% |
| Foes | 0.2% |
| Marin | 0.2% |
| Zerode | 0.2% |
| Merida | 0.2% |
| Nicolai | 0.2% |
| Salsa | 0.2% |
| BMC | 0.2% |
| Propain | 0.2% |
| Surly | 0.2% |
| Da Bomb | 0.1% |
| Deity | 0.1% |
| Iron Horse | 0.1% |
| Raleigh | 0.1% |
| Alutech | 0.1% |
| DMR | 0.1% |
| Fuji | 0.1% |
| Ghost | 0.1% |
| Agang | 0.1% |
| Cove | 0.1% |
| CTM | 0.1% |
| Focus | 0.1% |
| Guerrilla Gravity | 0.1% |
| Ragley | 0.1% |
| Voodoo | 0.1% |
| Whyte | 0.1% |
| Bilt | 0.1% |

| | |
|------------------------|------|
| Brooklyn Machine Works | 0.1% |
| Btwin | 0.1% |
| Ellsworth | 0.1% |
| Fezzari | 0.1% |
| Kross | 0.1% |
| KTM | 0.1% |
| Morpheus | 0.1% |
| Octane One | 0.1% |
| Radon | 0.1% |
| Redline | 0.1% |
| Sinister | 0.1% |
| SNAFU | 0.1% |
| Spank | 0.1% |
| Vassago | 0.1% |
| Ventana | 0.1% |
| Xprezo | 0.1% |
| Zenith | 0.1% |
| Misc. / Fill-in | 1.7% |

IF "YES," WHAT BRAND OF COMPLETE BIKE, CROSS-TABULATED BY WHEEL SIZE:

| | |
|----------------------|------|
| Undecided 26" | 8.7% |
| Specialized 26" | 7.7% |
| Santa Cruz 27.5" | 6.7% |
| Undecided 27.5" | 6.0% |
| Specialized 29" | 4.5% |
| Undecided 29" | 3.7% |
| Santa Cruz 26" | 2.7% |
| Trek 26" | 2.6% |
| Giant 26" | 2.5% |
| Transition 26" | 2.1% |
| Giant 27.5" | 1.8% |
| Kona 26" | 1.6% |
| Trek 29" | 1.6% |
| Giant 29" | 1.4% |
| GT 26" | 1.4% |
| Devinci 26" | 1.2% |
| GT 27.5" | 1.2% |
| Specialized 27.5" | 1.2% |
| Yeti 26" | 1.2% |
| Norco 27.5" | 1.1% |
| Scott 26" | 1.1% |
| Santa Cruz 29" | 1.1% |
| Scott 27.5" | 1.1% |
| Intense 27.5" | 1.1% |
| Ibis 27.5" | 1.0% |
| Norco 26" | 1.0% |
| Commencal 26" | 1.0% |
| NS 26" | 0.9% |
| Rocky Mountain 27.5" | 0.9% |
| Banshee 26" | 0.9% |
| Nukeproof 26" | 0.9% |
| Cannondale 29" | 0.9% |
| Trek 27.5" | 0.8% |
| Lapierre 27.5" | 0.7% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|-------------------|------|
| Foes | 0.2% |
| Iron Horse | 0.2% |
| Cove | 0.2% |
| Diamondback | 0.2% |
| DMR | 0.2% |
| Fuji | 0.2% |
| Merida | 0.2% |
| Raleigh | 0.2% |
| Voodoo | 0.2% |
| Btwin | 0.1% |
| CTM | 0.1% |
| Ghost | 0.1% |
| Guerrilla Gravity | 0.1% |
| Jamis | 0.1% |
| Marin | 0.1% |
| Morpheus | 0.1% |
| Octane One | 0.1% |
| Ragley | 0.1% |
| Sinister | 0.1% |
| Spank | 0.1% |
| Surly | 0.1% |
| Agang | 0.1% |
| Azonic | 0.1% |
| Bilt | 0.1% |
| BMC | 0.1% |
| Cotic | 0.1% |
| Dirtworks | 0.1% |
| Eastern | 0.1% |
| Fezzari | 0.1% |
| Fort | 0.1% |
| Hupi | 0.1% |
| Kross | 0.1% |
| KTM | 0.1% |
| Litespeed | 0.1% |
| Liteville | 0.1% |
| Look | 0.1% |
| One Ghost | 0.1% |
| Radon | 0.1% |
| Redline | 0.1% |
| Salsa | 0.1% |
| Saracen | 0.1% |
| SNAFU | 0.1% |
| Superco | 0.1% |
| Triton | 0.1% |
| Zenith | 0.1% |
| Misc. / Fill-in | 1.3% |

IF "YES," WHAT BRAND OF COMPLETE BIKE, CROSS-TABULATED BY 27.5" WHEEL SIZE:

| | |
|-------------|-------|
| Santa Cruz | 22.0% |
| Undecided | 19.6% |
| Giant | 5.8% |
| GT | 3.8% |
| Specialized | 3.8% |
| Norco | 3.7% |

| | |
|----------------------|------|
| Scott | 3.6% |
| Intense | 3.5% |
| Ibis | 3.4% |
| Rocky Mountain | 3.0% |
| Trek | 2.6% |
| Lapierre | 2.4% |
| Kona | 2.2% |
| Yeti | 2.0% |
| Banshee | 1.4% |
| Transition | 1.3% |
| Cannondale | 1.2% |
| Canyon | 1.1% |
| Orange | 1.0% |
| Pivot | 1.0% |
| Mondraker | 0.8% |
| Turner | 0.8% |
| Cube | 0.7% |
| KHS | 0.6% |
| Knolly | 0.5% |
| Nukeproof | 0.5% |
| Commencal | 0.4% |
| Devinci | 0.4% |
| Jamis | 0.4% |
| Marin | 0.4% |
| Alutech | 0.3% |
| Niner | 0.3% |
| Agang | 0.2% |
| Black Market | 0.2% |
| Canfield | 0.2% |
| Diamondback | 0.2% |
| Felt | 0.2% |
| Foes | 0.2% |
| Haro | 0.2% |
| Merida | 0.2% |
| Mongoose | 0.2% |
| Morewood | 0.2% |
| Nicolai | 0.2% |
| Polygon | 0.2% |
| Ventana | 0.2% |
| Xprezo | 0.2% |
| Airborne | 0.1% |
| Atomlab | 0.1% |
| Avanti | 0.1% |
| Bicycle Fabrications | 0.1% |
| Bilt | 0.1% |
| BMC | 0.1% |
| Brodie | 0.1% |
| Bulls | 0.1% |
| Evil | 0.1% |
| Fezzari | 0.1% |
| Focus | 0.1% |
| Fuji | 0.1% |
| Ghost | 0.1% |
| Guerrilla Gravity | 0.1% |
| Hyper | 0.1% |
| Iron Horse | 0.1% |
| K9 Industries | 0.1% |

| | |
|-----------------|------|
| Mountain Cycle | 0.1% |
| NS | 0.1% |
| Orbea | 0.1% |
| SNAFU | 0.1% |
| Titan | 0.1% |
| YT Industries | 0.1% |
| Misc. / Fill-in | 0.4% |

IF "YES," WHAT BRAND OF COMPLETE BIKE, CROSS-TABULATED BY 29" WHEEL SIZE:

| | |
|------------------------|-------|
| Specialized | 22.5% |
| Undecided | 18.9% |
| Trek | 8.3% |
| Giant | 7.0% |
| Santa Cruz | 5.6% |
| Cannondale | 4.3% |
| Niner | 3.8% |
| Yeti | 2.5% |
| Ibis | 2.4% |
| Kona | 2.4% |
| Scott | 1.9% |
| Rocky Mountain | 1.7% |
| Pivot | 1.3% |
| Diamondback | 1.0% |
| GT | 1.0% |
| Norco | 1.0% |
| Canyon | 0.8% |
| Felt | 0.8% |
| Intense | 0.8% |
| Salsa | 0.8% |
| Banshee | 0.7% |
| BMC | 0.6% |
| Lapierre | 0.6% |
| Orange | 0.6% |
| Surly | 0.6% |
| Canfield | 0.4% |
| Cube | 0.4% |
| Haro | 0.4% |
| Jamis | 0.4% |
| Transition | 0.4% |
| Whyte | 0.4% |
| Airborne | 0.3% |
| Brooklyn Machine Works | 0.3% |
| Devinci | 0.3% |
| Ellsworth | 0.3% |
| Focus | 0.3% |
| Foes | 0.3% |
| KHS | 0.3% |
| Marin | 0.3% |
| Merida | 0.3% |
| Raleigh | 0.3% |
| Vassago | 0.3% |
| Alutech | 0.1% |
| Arrow | 0.1% |
| Colnago | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|-----------------|------|
| Commencal | 0.1% |
| Cortina | 0.1% |
| DMR | 0.1% |
| Evil | 0.1% |
| Ghost | 0.1% |
| Kross | 0.1% |
| KTM | 0.1% |
| Mondraker | 0.1% |
| Moots | 0.1% |
| On One | 0.1% |
| Polygon | 0.1% |
| Ragley | 0.1% |
| Redline | 0.1% |
| Seven | 0.1% |
| Vitus | 0.1% |
| YT Industries | 0.1% |
| Misc. / Fill-in | 0.5% |

FRAME:

Will purchase within 12 months ...29.5%

IF "YES," WHAT BRAND OF FRAME:

| | |
|-------------------|-------|
| Undecided | 15.4% |
| Specialized | 10.4% |
| Santa Cruz | 9.4% |
| Transition | 4.0% |
| Giant | 3.4% |
| Intense | 3.0% |
| Trek | 3.0% |
| Yeti | 2.7% |
| Banshee | 2.4% |
| Devinci | 2.1% |
| GT | 2.0% |
| Nukeproof | 1.8% |
| Evil | 1.7% |
| Kona | 1.6% |
| Black Market | 1.6% |
| NS | 1.5% |
| Ibis | 1.5% |
| Norco | 1.4% |
| Scott | 1.3% |
| Deity | 1.3% |
| Canfield Brothers | 1.3% |
| Pivot | 1.2% |
| Niner | 1.2% |
| Chromag | 1.1% |
| Turner | 1.1% |
| Zerode | 1.0% |
| Dartmoor | 0.9% |
| Knolly | 0.8% |
| Orange | 0.8% |
| Commencal | 0.7% |
| Cannondale | 0.6% |
| Ragley | 0.6% |
| Rocky Mountain | 0.6% |

| | |
|-------------------|------|
| Da Bomb | 0.6% |
| Cube | 0.5% |
| KHS | 0.5% |
| Production Privee | 0.5% |
| Lapierre | 0.5% |
| Foes | 0.5% |
| Salsa | 0.5% |
| Surly | 0.4% |
| On One | 0.4% |
| Morpheus | 0.4% |
| Nicolai | 0.4% |
| Haro | 0.4% |
| Cove | 0.3% |
| Morewood | 0.3% |
| Propain | 0.3% |
| YT Industries | 0.3% |
| Mongoose | 0.3% |
| Octane One | 0.3% |
| Felt | 0.3% |
| Iron Horse | 0.3% |
| Bianchi | 0.3% |
| Airborne | 0.3% |
| Ritchey | 0.2% |
| Bilt | 0.2% |
| Diamondback | 0.2% |
| Marin | 0.2% |
| Liteville | 0.2% |
| Redline | 0.2% |
| Focus | 0.2% |
| Jamis | 0.2% |
| Mondraker | 0.2% |
| Alutech | 0.2% |
| BMC | 0.2% |
| Canyon | 0.2% |
| Dialed | 0.2% |
| DMR | 0.2% |
| Identiti | 0.2% |
| Chumba | 0.1% |
| Cotic | 0.1% |
| Hyper | 0.1% |
| Litespeed | 0.1% |
| Merida | 0.1% |
| Moots | 0.1% |
| One Ghost | 0.1% |
| Pace | 0.1% |
| Pyga | 0.1% |
| Ram | 0.1% |
| Sandman | 0.1% |
| Titan | 0.1% |
| Xprezo | 0.1% |
| Agang | 0.1% |
| Atomlab | 0.1% |
| Corratec | 0.1% |
| Doberman | 0.1% |
| Eastern | 0.1% |
| Fisher | 0.1% |
| Ghost | 0.1% |

| | |
|------------------------|------|
| Inspired | 0.1% |
| KTM | 0.1% |
| Leaf | 0.1% |
| Momsen | 0.1% |
| Moro | 0.1% |
| Polygon | 0.1% |
| Spank | 0.1% |
| Stanton | 0.1% |
| Superco | 0.1% |
| Zenith | 0.1% |
| Balfa | 0.1% |
| Berg | 0.1% |
| Bicycle Fabrications | 0.1% |
| Brooklyn Machine Works | 0.1% |
| Carver | 0.1% |
| Reeb | 0.1% |
| Seven | 0.1% |
| Singular | 0.1% |
| Stevens | 0.1% |
| Vassago | 0.1% |
| Misc. / Fill-in | 1.0% |

IF "YES," WHAT BRAND OF FRAME, CROSS-TABULATED BY WHEEL SIZE:

| | |
|-----------------------|------|
| Undecided 26" | 8.8% |
| Specialized 26" | 5.6% |
| Santa Cruz 27.5" | 5.4% |
| Undecided 27.5" | 4.8% |
| Transition 26" | 3.3% |
| Santa Cruz 26" | 3.0% |
| Specialized 29" | 2.9% |
| Trek 26" | 2.1% |
| Giant 26" | 1.9% |
| Specialized 27.5" | 1.9% |
| Undecided 29" | 1.8% |
| Banshee 26" | 1.7% |
| Nukeproof 26" | 1.5% |
| Black Market 26" | 1.4% |
| Yeti 27.5" | 1.4% |
| GT 26" | 1.3% |
| Intense 27.5" | 1.3% |
| Devinci 26" | 1.2% |
| NS 26" | 1.2% |
| Deity 26" | 1.1% |
| Evil 26" | 1.1% |
| Intense 26" | 1.1% |
| Yeti 26" | 1.1% |
| Niner 29" | 1.0% |
| Santa Cruz 29" | 1.0% |
| Kona 26" | 0.9% |
| Dartmoor 26" | 0.8% |
| Giant 27.5" | 0.8% |
| Zerode 26" | 0.8% |
| Canfield Brothers 26" | 0.7% |
| Commencal 26" | 0.7% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | | | | | |
|-------------------------|------|----------------------------|------|-------------------------|------|
| Banshee 27.5" | 0.6% | Kona 29" | 0.2% | Ghost 26" | 0.1% |
| Giant 29" | 0.6% | Lapierre 26" | 0.2% | Haro 29" | 0.1% |
| Ibis 29" | 0.6% | Lapierre 27.5" | 0.2% | Hyper 27.5" | 0.1% |
| Knolly 26" | 0.6% | Liteville 26" | 0.2% | Identiti 26" | 0.1% |
| Norco 26" | 0.6% | Morewood 26" | 0.2% | Identiti 29" | 0.1% |
| Norco 27.5" | 0.6% | Nicolai 26" | 0.2% | Inspired 26" | 0.1% |
| Scott 27.5" | 0.6% | Niner 27.5" | 0.2% | Iron Horse 26" | 0.1% |
| Turner 26" | 0.6% | NS 29" | 0.2% | Iron Horse 27.5" | 0.1% |
| Chromag 26" | 0.6% | Nukeproof 27.5" | 0.2% | Iron Horse 29" | 0.1% |
| Chromag 27.5" | 0.6% | Propain 26" | 0.2% | Jamis 27.5" | 0.1% |
| Da Bomb 26" | 0.6% | Redline 26" | 0.2% | Jamis 29" | 0.1% |
| Devinci 27.5" | 0.6% | Ritchey 27.5" | 0.2% | KTM 26" | 0.1% |
| GT 27.5" | 0.6% | Salsa 27.5" | 0.2% | Lapierre 29" | 0.1% |
| Intense 29" | 0.6% | Yeti 29" | 0.2% | Leaf 26" | 0.1% |
| Pivot 26" | 0.6% | YT Industries 26" | 0.2% | Litespeed 27.5" | 0.1% |
| Scott 26" | 0.6% | Agang 26" | 0.1% | Marin 26" | 0.1% |
| Transition 27.5" | 0.6% | Airborne 26" | 0.1% | Marin 27.5" | 0.1% |
| Ibis 27.5" | 0.5% | Alutech 26" | 0.1% | Merida 27.5" | 0.1% |
| Kona 27.5" | 0.5% | Alutech 29" | 0.1% | Momsen 26" | 0.1% |
| Orange 26" | 0.5% | Atomlab 26" | 0.1% | Mondraker 27.5" | 0.1% |
| Trek 27.5" | 0.5% | Balfa 29" | 0.1% | Mondraker 29" | 0.1% |
| Turner 27.5" | 0.5% | Banshee 29" | 0.1% | Moots 27.5" | 0.1% |
| Devinci 29" | 0.4% | Berg 29" | 0.1% | Morewood 27.5" | 0.1% |
| Evil 27.5" | 0.4% | Bianchi 29" | 0.1% | Moro 26" | 0.1% |
| Foes 26" | 0.4% | Bicycle Fabrications 29" | 0.1% | Nicolai 27.5" | 0.1% |
| Ibis 26" | 0.4% | Bilt 26" | 0.1% | Nicolai 29" | 0.1% |
| Morpheus 26" | 0.4% | Bilt 27.5" | 0.1% | Norco 29" | 0.1% |
| Pivot 27.5" | 0.4% | BMC 26" | 0.1% | NS 27.5" | 0.1% |
| Production Privee 26" | 0.4% | BMC 29" | 0.1% | Nukeproof 29" | 0.1% |
| Trek 29" | 0.4% | Brooklyn Machine Works 29" | 0.1% | On One 27.5" | 0.1% |
| Canfield Brothers 27.5" | 0.3% | Cannondale 29" | 0.1% | One Ghost 27.5" | 0.1% |
| Canfield Brothers 29" | 0.3% | Canyon 26" | 0.1% | Orange 27.5" | 0.1% |
| Cannondale 26" | 0.3% | Canyon 29" | 0.1% | Pace 27.5" | 0.1% |
| Cannondale 27.5" | 0.3% | Carver 29" | 0.1% | Polygon 26" | 0.1% |
| Cube 26" | 0.3% | Chumba 27.5" | 0.1% | Production Privee 27.5" | 0.1% |
| Haro 26" | 0.3% | Corratec 26" | 0.1% | Propain 27.5" | 0.1% |
| KHS 26" | 0.3% | Cotic 27.5" | 0.1% | Pyga 27.5" | 0.1% |
| Mongoose 26" | 0.3% | Cove 27.5" | 0.1% | Ragley 29" | 0.1% |
| Octane One 26" | 0.3% | Da Bomb 29" | 0.1% | Ram 27.5" | 0.1% |
| On One 26" | 0.3% | Dartmoor 29" | 0.1% | Reeb 29" | 0.1% |
| Orange 29" | 0.3% | Deity 27.5" | 0.1% | Rocky Mountain 29" | 0.1% |
| Pivot 29" | 0.3% | Deity 29" | 0.1% | Sandman 27.5" | 0.1% |
| Ragley 26" | 0.3% | Dialed 26" | 0.1% | Scott 29" | 0.1% |
| Ragley 27.5" | 0.3% | Dialed 29" | 0.1% | Seven 29" | 0.1% |
| Rocky Mountain 26" | 0.3% | Diamondback 26" | 0.1% | Singular 29" | 0.1% |
| Rocky Mountain 27.5" | 0.3% | Diamondback 27.5" | 0.1% | Spank 26" | 0.1% |
| Salsa 29" | 0.3% | DMR 26" | 0.1% | Stanton 26" | 0.1% |
| Surly 27.5" | 0.3% | DMR 29" | 0.1% | Stevens 29" | 0.1% |
| Airborne 29" | 0.2% | Doberman 26" | 0.1% | Superco 26" | 0.1% |
| Bianchi 26" | 0.2% | Eastern 26" | 0.1% | Surly 26" | 0.1% |
| Black Market 27.5" | 0.2% | Felt 26" | 0.1% | Titan 27.5" | 0.1% |
| Cove 26" | 0.2% | Felt 27.5" | 0.1% | Transition 29" | 0.1% |
| Cube 27.5" | 0.2% | Felt 29" | 0.1% | Vassago 29" | 0.1% |
| Evil 29" | 0.2% | Fisher 26" | 0.1% | Xprezo 27.5" | 0.1% |
| GT 29" | 0.2% | Focus 27.5" | 0.1% | YT Industries 27.5" | 0.1% |
| KHS 27.5" | 0.2% | Focus 29" | 0.1% | Zenith 26" | 0.1% |
| Knolly 27.5" | 0.2% | Foes 29" | 0.1% | Zerode 27.5" | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|-----------------------|------|
| Zerode 29" | 0.1% |
| Misc. / Fill-in | 0.3% |

IF "YES," WHAT BRAND OF FRAME, CROSS-TABULATED BY 26" WHEEL SIZE:

| | |
|-------------------------|-------|
| Undecided | 15.8% |
| Specialized | 10.2% |
| Transition | 6.0% |
| Santa Cruz | 5.3% |
| Trek | 3.8% |
| Giant | 3.5% |
| Banshee | 3.0% |
| Nukeproof | 2.7% |
| Black Market | 2.5% |
| GT | 2.3% |
| Devinci | 2.2% |
| NS | 2.2% |
| Deity | 2.0% |
| Evil | 2.0% |
| Intense | 2.0% |
| Yeti | 2.0% |
| Kona | 1.7% |
| Dartmoor | 1.5% |
| Zerode | 1.5% |
| Canfield Brothers | 1.3% |
| Commencal | 1.3% |
| Knolly | 1.2% |
| Norco | 1.2% |
| Turner | 1.2% |
| Chromag | 1.0% |
| Da Bomb | 1.0% |
| Pivot | 1.0% |
| Scott | 1.0% |
| Orange | 0.8% |
| Foes | 0.7% |
| Ibis | 0.7% |
| Morpheus | 0.7% |
| Production Privee | 0.7% |
| Cannondale | 0.5% |
| Cube | 0.5% |
| Haro | 0.5% |
| KHS | 0.5% |
| Mongoose | 0.5% |
| Octane One | 0.5% |
| On One | 0.5% |
| Ragley | 0.5% |
| Rocky Mountain | 0.5% |
| Bianchi | 0.3% |
| Cove | 0.3% |
| Lapierre | 0.3% |
| Liteville | 0.3% |
| Morewood | 0.3% |
| Nicolai | 0.3% |
| Propain | 0.3% |
| Redline | 0.3% |
| YT Industries | 0.3% |

| | |
|-----------------------|------|
| Agang | 0.2% |
| Airborne | 0.2% |
| Alutech | 0.2% |
| Atomlab | 0.2% |
| Bilt | 0.2% |
| BMC | 0.2% |
| Canyon | 0.2% |
| Corratec | 0.2% |
| Dialed | 0.2% |
| Diamondback | 0.2% |
| DMR | 0.2% |
| Doberman | 0.2% |
| Eastern | 0.2% |
| Felt | 0.2% |
| Fisher | 0.2% |
| Ghost | 0.2% |
| Identiti | 0.2% |
| Inspired | 0.2% |
| Iron Horse | 0.2% |
| KTM | 0.2% |
| Leaf | 0.2% |
| Marin | 0.2% |
| Momsen | 0.2% |
| Moro | 0.2% |
| Polygon | 0.2% |
| Spank | 0.2% |
| Stanton | 0.2% |
| Superco | 0.2% |
| Surly | 0.2% |
| Zenith | 0.2% |
| Misc. / Fill-in | 0.8% |

IF "YES," WHAT BRAND OF FRAME, CROSS-TABULATED BY 27.5" WHEEL SIZE:

| | |
|-------------------------|-------|
| Santa Cruz | 18.6% |
| Undecided | 16.7% |
| Specialized | 6.4% |
| Yeti | 4.8% |
| Intense | 4.5% |
| Giant | 2.9% |
| Banshee | 2.2% |
| Norco | 2.2% |
| Scott | 2.2% |
| Chromag | 1.9% |
| Devinci | 1.9% |
| GT | 1.9% |
| Transition | 1.9% |
| Ibis | 1.6% |
| Kona | 1.6% |
| Trek | 1.6% |
| Turner | 1.6% |
| Evil | 1.3% |
| Pivot | 1.3% |
| Canfield Brothers | 1.0% |
| Cannondale | 1.0% |
| Ragley | 1.0% |

| | |
|-------------------------|------|
| Rocky Mountain | 1.0% |
| Surly | 1.0% |
| Black Market | 0.6% |
| Cube | 0.6% |
| KHS | 0.6% |
| Knolly | 0.6% |
| Lapierre | 0.6% |
| Niner | 0.6% |
| Nukeproof | 0.6% |
| Ritchey | 0.6% |
| Salsa | 0.6% |
| Bilt | 0.3% |
| Chumba | 0.3% |
| Cotic | 0.3% |
| Cove | 0.3% |
| Deity | 0.3% |
| Diamondback | 0.3% |
| Felt | 0.3% |
| Focus | 0.3% |
| Hyper | 0.3% |
| Iron Horse | 0.3% |
| Jamis | 0.3% |
| Litespeed | 0.3% |
| Marin | 0.3% |
| Merida | 0.3% |
| Mondraker | 0.3% |
| Moots | 0.3% |
| Morewood | 0.3% |
| Nicolai | 0.3% |
| NS | 0.3% |
| On One | 0.3% |
| One Ghost | 0.3% |
| Orange | 0.3% |
| Pace | 0.3% |
| Production Privee | 0.3% |
| Propain | 0.3% |
| Pyga | 0.3% |
| Ram | 0.3% |
| Sandman | 0.3% |
| Titan | 0.3% |
| Xprezo | 0.3% |
| YT Industries | 0.3% |
| Zerode | 0.3% |
| Misc. / Fill-in | 2.9% |

IF "YES," WHAT BRAND OF FRAME, CROSS-TABULATED BY 29" WHEEL SIZE:

| | |
|-------------------|-------|
| Specialized | 18.5% |
| Undecided | 11.3% |
| Niner | 6.5% |
| Santa Cruz | 6.5% |
| Giant | 4.2% |
| Ibis | 4.2% |
| Intense | 3.6% |
| Devinci | 2.4% |
| Trek | 2.4% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|------------------------|------|
| Canfield Brothers | 1.8% |
| Orange | 1.8% |
| Pivot | 1.8% |
| Salsa | 1.8% |
| Airborne | 1.2% |
| Evil | 1.2% |
| GT | 1.2% |
| Kona | 1.2% |
| NS | 1.2% |
| Yeti | 1.2% |
| Alutech | 0.6% |
| Balfa | 0.6% |
| Banshee | 0.6% |
| Berg | 0.6% |
| Bianchi | 0.6% |
| Bicycle Fabrications | 0.6% |
| BMC | 0.6% |
| Brooklyn Machine Works | 0.6% |
| Cannondale | 0.6% |
| Canyon | 0.6% |
| Carver | 0.6% |
| Da Bomb | 0.6% |
| Dartmoor | 0.6% |
| Deity | 0.6% |
| Dialed | 0.6% |
| DMR | 0.6% |
| Felt | 0.6% |
| Focus | 0.6% |
| Foes | 0.6% |
| Haro | 0.6% |
| Identiti | 0.6% |
| Iron Horse | 0.6% |
| Jamis | 0.6% |
| Lapierre | 0.6% |
| Mondraker | 0.6% |
| Nicolai | 0.6% |
| Norco | 0.6% |
| Nukeproof | 0.6% |
| Ragley | 0.6% |
| Reeb | 0.6% |
| Rocky Mountain | 0.6% |
| Scott | 0.6% |
| Seven | 0.6% |
| Singular | 0.6% |
| Stevens | 0.6% |
| Transition | 0.6% |
| Vassago | 0.6% |
| Zerode | 0.6% |
| Misc. / Fill-in | 3.2% |

SUSPENSION FORK:

Will purchase within 12 months ... 38.8%

IF "YES," WHAT BRAND OF FORK:

| | |
|-----------------|-------|
| Fox Racing Shox | 36.7% |
| RockShox | 29.7% |
| Undecided | 9.9% |
| Marzocchi | 7.8% |
| X-Fusion | 4.7% |
| BOS | 2.6% |
| Manitou | 2.4% |
| DVO | 2.0% |
| SR Suntour | 1.8% |
| Cannondale | 0.5% |
| Specialized | 0.3% |
| White Brothers | 0.3% |
| DT Swiss | 0.3% |
| Magura | 0.3% |
| RST | 0.2% |
| Foes | 0.1% |
| Misc. / Fill-in | 0.4% |

REAR SHOCK:

Will purchase within 12 months ... 20.6%

IF "YES," WHAT BRAND OF REAR SHOCK:

| | |
|-----------------|-------|
| Fox Racing Shox | 39.6% |
| Cane Creek | 19.7% |
| RockShox | 14.8% |
| Undecided | 9.1% |
| X-Fusion | 4.4% |
| BOS | 3.6% |
| Marzocchi | 2.8% |
| DVO | 1.7% |
| Elka | 0.9% |
| Manitou | 0.9% |
| SR Suntour | 0.6% |
| Specialized | 0.5% |
| Ohlins | 0.4% |
| Avalanche | 0.3% |
| DT Swiss | 0.3% |
| Curnutt | 0.1% |
| KS/Kind Shock | 0.1% |
| Scott | 0.1% |
| Misc. / Fill-in | 0.1% |

WHEELSET:

Will purchase within 12 months ... 37.9%

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

| | |
|-----------|-------|
| Pre-built | 50.8% |
| Custom | 49.2% |

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

| | |
|-------|-------|
| Mavic | 20.3% |
|-------|-------|

| | |
|-------------------|-------|
| Undecided | 17.2% |
| Easton | 7.5% |
| Stan's No Tubes | 5.0% |
| ENVE | 5.0% |
| Spank | 4.3% |
| DT Swiss | 3.6% |
| Hope | 3.6% |
| Industry Nine | 2.7% |
| Crank Brothers | 2.2% |
| Roval | 2.2% |
| Azonic | 2.1% |
| SRAM | 2.0% |
| Bontrager | 2.0% |
| Sun Ringle | 2.0% |
| e*thirteen | 1.9% |
| American Classic | 1.7% |
| Shimano | 1.5% |
| Fulcrum | 1.3% |
| Nukeproof | 1.3% |
| Superstar | 1.2% |
| Halo | 1.0% |
| WTB | 1.0% |
| Atomlab | 0.8% |
| Syntaxe | 0.8% |
| Novatec | 0.7% |
| Giant | 0.5% |
| Gravity | 0.4% |
| Transition | 0.3% |
| Canfield Brothers | 0.3% |
| Light Bicycle | 0.3% |
| Syncros | 0.3% |
| Velocity | 0.3% |
| Cole Wheels | 0.2% |
| Loaded Precision | 0.2% |
| Ritchey | 0.2% |
| A-Class | 0.1% |
| Dartmoor | 0.1% |
| FRM | 0.1% |
| Kore | 0.1% |
| NS | 0.1% |
| Vuelta | 0.1% |
| Control Tech | 0.1% |
| Formula | 0.1% |
| FSA | 0.1% |
| MSC | 0.1% |
| Reynolds | 0.1% |
| Spinergy | 0.1% |
| Surly | 0.1% |
| Misc. / Fill-in | 0.8% |

IF "CUSTOM," WHAT BRAND OF RIMS:

| | |
|-----------------|-------|
| Stan's No Tubes | 20.4% |
| Mavic | 15.1% |
| Undecided | 12.9% |
| ENVE | 8.4% |
| Spank | 7.2% |

| | |
|------------------|------|
| DT Swiss | 4.6% |
| Atomlab | 2.8% |
| Sun Ringle | 2.8% |
| WTB | 2.8% |
| Industry Nine | 2.6% |
| Easton | 1.4% |
| e*thirteen | 1.3% |
| Dartmoor | 1.2% |
| NS Bikes | 1.1% |
| Nukeproof | 1.1% |
| A-Class / Alex | 0.9% |
| Shimano | 0.9% |
| Bontrager | 0.8% |
| Specialized | 0.8% |
| Azonic | 0.7% |
| Crank Brothers | 0.7% |
| Halo | 0.7% |
| Syntaxe | 0.7% |
| Light Bicycle | 0.7% |
| Velocity | 0.6% |
| Superstar | 0.5% |
| Loaded Precision | 0.4% |
| Octane One | 0.4% |
| Syncros | 0.4% |
| Gravity | 0.3% |
| HED | 0.3% |
| SRAM | 0.3% |
| Bombshell | 0.2% |
| Pacenti | 0.2% |
| Arrow | 0.1% |
| Deflexion | 0.1% |
| Surly | 0.1% |
| Alienation | 0.1% |
| American Classic | 0.1% |
| AX Lightness | 0.1% |
| Blackjack | 0.1% |
| Canfield | 0.1% |
| Da Bomb | 0.1% |
| FRM | 0.1% |
| Funn | 0.1% |
| Hope | 0.1% |
| Novatec | 0.1% |
| Panaracer | 0.1% |
| Sixpack | 0.1% |
| Transition | 0.1% |
| Weinmann | 0.1% |
| Xentis | 0.1% |
| Misc. / Fill-in | 2.0% |

IF "CUSTOM," WHAT BRAND OF HUBS:

| | |
|---------------|-------|
| Hope | 27.2% |
| Chris King | 14.4% |
| Undecided | 12.7% |
| DT Swiss | 9.3% |
| Industry Nine | 5.7% |
| Shimano | 5.0% |

| | |
|-------------------|------|
| Hadley | 3.0% |
| Profile | 2.8% |
| Novatec | 1.5% |
| NS Bikes | 1.4% |
| e*thirteen | 1.3% |
| Mavic | 1.2% |
| SRAM | 1.2% |
| Nukeproof | 0.9% |
| Atomlab | 0.8% |
| Superstar | 0.7% |
| Easton | 0.6% |
| Syntaxe | 0.6% |
| Stan's No Tubes | 0.5% |
| Crank Brothers | 0.4% |
| Dartmoor | 0.4% |
| Halo | 0.4% |
| Octane One | 0.4% |
| Spank | 0.4% |
| Specialized | 0.4% |
| Sun Ringle | 0.4% |
| American Classic | 0.4% |
| Formula | 0.4% |
| Tune | 0.4% |
| White Industries | 0.4% |
| Azonic | 0.2% |
| Bontrager | 0.2% |
| Canfield | 0.2% |
| Loaded Precision | 0.2% |
| Aivee | 0.1% |
| Burgtec | 0.1% |
| Chub | 0.1% |
| DMR | 0.1% |
| Fire Eye | 0.1% |
| Kappius | 0.1% |
| Kore | 0.1% |
| Project 321 | 0.1% |
| Surly | 0.1% |
| Aerial Industries | 0.1% |
| Alchemy | 0.1% |
| Bombshell | 0.1% |
| Campagnolo | 0.1% |
| Da Bomb | 0.1% |
| Fatback | 0.1% |
| FRM | 0.1% |
| Funn | 0.1% |
| Goldtech | 0.1% |
| Gusset | 0.1% |
| Hugi | 0.1% |
| Last | 0.1% |
| Mazzorchi | 0.1% |
| MOB | 0.1% |
| Paul's | 0.1% |
| Phil Wood | 0.1% |
| Sixpack | 0.1% |
| Stealth | 0.1% |
| Sunline | 0.1% |
| Velocity | 0.1% |

| | |
|-----------------|------|
| Woodman | 0.1% |
| WTB | 0.1% |
| Xentis | 0.1% |
| Misc. / Fill-in | 0.8% |

TIRES:

Will purchase within 12 months ...79.9%

IF "YES," WHAT BRAND OF TIRES:

| | |
|-----------------|-------|
| Maxxis | 37.4% |
| Schwalbe | 18.5% |
| Undecided | 10.8% |
| Continental | 9.4% |
| Specialized | 7.3% |
| Kenda | 6.2% |
| Bontrager | 2.3% |
| WTB | 2.0% |
| Michelin | 1.1% |
| Geax | 0.8% |
| Panaracer | 0.6% |
| Hutchinson | 0.5% |
| Intense | 0.5% |
| Onza | 0.3% |
| Tioga | 0.3% |
| Mavic | 0.3% |
| CST | 0.2% |
| DMR | 0.2% |
| Vee Tire Co. | 0.2% |
| KHE | 0.1% |
| Duro | 0.1% |
| On One | 0.1% |
| Rubena | 0.1% |
| Halo | 0.1% |
| IRC | 0.1% |
| Surly | 0.1% |
| Nokian | 0.1% |
| Ritchey | 0.1% |
| Misc. / Fill-in | 0.2% |

HANDLEBARS:

Will purchase within 12 months ...34.6%

IF "YES," WHAT BRAND OF HANDLEBARS:

| | |
|-----------|-------|
| Renthal | 14.6% |
| Undecided | 13.0% |
| Race Face | 11.1% |
| Easton | 9.5% |
| Chromag | 8.4% |
| Deity | 7.1% |
| ENVE | 6.0% |
| Truvativ | 3.2% |
| Answer | 2.9% |
| Spank | 2.5% |
| Funn | 1.8% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|--------------------|------|
| Crank Brothers | 1.6% |
| Nukeproof | 1.3% |
| NS Bikes | 1.1% |
| Kore | 1.1% |
| Bontrager | 1.1% |
| Thomson | 0.9% |
| Ritchey | 0.9% |
| Specialized | 0.7% |
| ODI | 0.7% |
| Syntace | 0.7% |
| Azonic | 0.6% |
| FSA | 0.6% |
| Loaded Precision | 0.6% |
| Gravity | 0.6% |
| Black Market | 0.5% |
| Giant | 0.4% |
| Sixpack | 0.4% |
| Syncros | 0.4% |
| Dartmoor | 0.4% |
| Niner | 0.4% |
| SMAC | 0.4% |
| 3T | 0.3% |
| Pro | 0.3% |
| Atomic | 0.2% |
| Sunline | 0.2% |
| Burgtec | 0.2% |
| DMR | 0.2% |
| Reverse Components | 0.2% |
| Salsa | 0.2% |
| Atomlab | 0.1% |
| Joystick | 0.1% |
| Kona | 0.1% |
| Blackspire | 0.1% |
| Candy Components | 0.1% |
| Production Privee | 0.1% |
| USE | 0.1% |
| WTB | 0.1% |
| Misc. / Fill-in | 1.9% |

GRIPS:

Will purchase within 12 months ... 53.9%

IF "YES," WHAT BRAND OF GRIPS:

| | |
|--------------|-------|
| ODI | 34.8% |
| Undecided | 14.9% |
| Lizard Skins | 5.6% |
| ESI | 5.1% |
| Renthal | 3.9% |
| Sensus | 3.9% |
| Oury | 2.9% |
| Specialized | 2.8% |
| Ergon | 2.5% |
| Troy Lee | 2.2% |
| Race Face | 2.0% |
| Chromag | 1.4% |

| | |
|------------------|------|
| Deity | 1.4% |
| Easton | 1.3% |
| Crank Brothers | 1.0% |
| Nukeproof | 1.0% |
| Superstar | 0.8% |
| SRAM | 0.8% |
| Pro | 0.7% |
| Bontrager | 0.6% |
| WTB | 0.6% |
| Answer | 0.6% |
| DMR | 0.6% |
| Spank | 0.5% |
| Animal | 0.5% |
| SDG | 0.4% |
| Yeti | 0.4% |
| Funn | 0.4% |
| Hope | 0.4% |
| Ritchey | 0.4% |
| Odyssey | 0.3% |
| NS Bikes | 0.3% |
| Sunline | 0.3% |
| Gravity | 0.3% |
| Kona | 0.3% |
| Intense | 0.2% |
| Azonic | 0.2% |
| GripShift | 0.2% |
| Loaded Precision | 0.2% |
| A'ME | 0.2% |
| Black Market | 0.2% |
| Sixpack | 0.2% |
| Acros | 0.2% |
| Cult | 0.2% |
| ATI | 0.1% |
| Kore | 0.1% |
| Eastern | 0.1% |
| THE | 0.1% |
| Tioga | 0.1% |
| Charge | 0.1% |
| Fizik | 0.1% |
| Blackspire | 0.1% |
| Clarks | 0.1% |
| Dartmoor | 0.1% |
| Fire Eye | 0.1% |
| GrabOn | 0.1% |
| Moove | 0.1% |
| Serfas | 0.1% |
| SMAC | 0.1% |
| Syncros | 0.1% |
| Syntace | 0.1% |
| Velo | 0.1% |
| Misc. / Fill-in | 0.5% |

STEM:

Will purchase within 12 months .. 25.7%

IF "YES," WHAT BRAND OF STEM:

| | |
|--------------------|-------|
| Undecided | 16.0% |
| Thomson | 9.6% |
| Renthal | 8.8% |
| Easton | 8.0% |
| Race Face | 7.6% |
| Chromag | 5.3% |
| Deity | 4.8% |
| Truvativ | 3.4% |
| Spank | 2.5% |
| Funn | 2.4% |
| Hope | 2.1% |
| Nukeproof | 2.1% |
| Straitline | 2.0% |
| ENVE | 1.8% |
| Syntace | 1.4% |
| Twenty6 | 1.3% |
| Kore | 1.3% |
| Answer | 1.2% |
| Ritchey | 1.0% |
| FSA | 1.0% |
| Crank Brothers | 0.9% |
| Specialized | 0.9% |
| NS Bikes | 0.8% |
| Bontrager | 0.8% |
| DMR | 0.7% |
| Giant | 0.7% |
| Gravity | 0.6% |
| ODI | 0.6% |
| Black Market | 0.6% |
| Dartmoor | 0.6% |
| Loaded Precision | 0.6% |
| Pro | 0.5% |
| Azonic | 0.4% |
| e*thirteen | 0.4% |
| Sunline | 0.4% |
| Syncros | 0.4% |
| 3T | 0.4% |
| Point One Racing | 0.4% |
| Transition | 0.4% |
| Candy Components | 0.3% |
| Atomlab | 0.2% |
| Blackspire | 0.2% |
| North Shore Billet | 0.2% |
| Burgtec | 0.2% |
| Cannondale | 0.2% |
| Dartmoor | 0.2% |
| Kona | 0.2% |
| Niner | 0.2% |
| Superstar | 0.2% |
| WTB | 0.2% |
| 77 Designz | 0.1% |
| Canfield Brothers | 0.1% |
| Chunked | 0.1% |
| Hit-in-run designs | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.



| | |
|----------------------|------|
| Kodex | 0.1% |
| Onoff | 0.1% |
| Sixpack | 0.1% |
| Zipp | 0.1% |
| ANVL Components..... | 0.1% |
| Box Components | 0.1% |
| Control Tech..... | 0.1% |
| Kcnc | 0.1% |
| Moots..... | 0.1% |
| Novyparts | 0.1% |
| On One | 0.1% |
| Profile | 0.1% |
| Rotor..... | 0.1% |
| Salsa | 0.1% |
| Tioga..... | 0.1% |
| Titec..... | 0.1% |
| USE | 0.1% |
| Xlc | 0.1% |
| Misc. / Fill-in..... | 0.8% |

HEADSET:

Will purchase within 12 months ... 19.2%

IF "YES," WHAT BRAND OF HEADSET:

| | |
|------------------------|-------|
| Cane Creek | 29.3% |
| Chris King | 26.3% |
| Undecided..... | 12.0% |
| FSA..... | 7.9% |
| Hope | 6.7% |
| Works Components | 3.2% |
| Nukeproof..... | 2.4% |
| Race Face | 1.6% |
| Crank Brothers | 1.3% |
| Ritchey | 1.2% |
| Shimano..... | 1.1% |
| Acros | 0.8% |
| Gravity..... | 0.7% |
| Octane One..... | 0.5% |
| Dartmoor | 0.5% |
| Superstar..... | 0.5% |
| Funn..... | 0.4% |
| Loaded Precision | 0.4% |
| Animal | 0.3% |
| Aheadset | 0.2% |
| Black Market | 0.2% |
| Eastern | 0.2% |
| K9 Industries | 0.2% |
| Pro | 0.2% |
| Candy Components | 0.2% |
| Sixpack | 0.2% |
| Sunline..... | 0.2% |
| Syncros | 0.2% |
| VP Components..... | 0.2% |
| Acor | 0.1% |
| BBB | 0.1% |

| | |
|----------------------|------|
| Mortop | 0.1% |
| Reset Racing..... | 0.1% |
| Tioga..... | 0.1% |
| WTB | 0.1% |
| Misc. / Fill-in..... | 0.3% |

BRAKES:

Will purchase within 12 months ... 36.1%

IF "YES," WHAT BRAND OF BRAKES:

| | |
|----------------------|-------|
| Shimano | 50.8% |
| Avid | 22.5% |
| Hope | 7.9% |
| Undecided..... | 7.2% |
| Formula..... | 4.8% |
| Hayes | 2.6% |
| Magura..... | 2.2% |
| Tektro | 0.8% |
| Pro Max | 0.2% |
| TRP..... | 0.2% |
| Atomlab | 0.1% |
| Funn..... | 0.1% |
| Trickstuff..... | 0.1% |
| Misc. / Fill-in..... | 0.5% |

DERAILLEURS and/or SHIFTERS

Will purchase within 12 months ... 34.8%

IF "YES," WHAT BRAND OF DERAILLEURS and/or SHIFTERS:

| | |
|----------------------|-------|
| Shimano | 47.7% |
| SRAM..... | 47.6% |
| Undecided..... | 4.0% |
| Campagnolo..... | 0.2% |
| SR Suntour..... | 0.1% |
| Misc. / Fill-in..... | 0.4% |

CRANKS:

Will purchase within 12 months ... 25.6%

IF "YES," WHAT BRAND OF CRANKS:

| | |
|---------------------|-------|
| Shimano | 32.8% |
| SRAM..... | 20.7% |
| Race Face..... | 12.3% |
| Undecided..... | 9.2% |
| e*thirteen | 9.0% |
| Truvativ | 4.5% |
| Profile | 1.6% |
| Deity | 1.3% |
| FSA..... | 1.0% |
| Crank Brothers..... | 0.9% |
| Rotor..... | 0.6% |

| | |
|-----------------------|------|
| Specialized..... | 0.6% |
| Cannondale | 0.4% |
| Funn | 0.4% |
| Gravity | 0.4% |
| Middleburn | 0.4% |
| DMR | 0.3% |
| Primo..... | 0.3% |
| Octane One | 0.2% |
| Odyssey..... | 0.2% |
| Azonic..... | 0.2% |
| Cook Brothers..... | 0.2% |
| Dartmoor..... | 0.2% |
| Surly..... | 0.2% |
| AC..... | 0.1% |
| Atomlab | 0.1% |
| DK..... | 0.1% |
| Gussett | 0.1% |
| Spank | 0.1% |
| THM Carbones | 0.1% |
| White Industries..... | 0.1% |
| Xposure..... | 0.1% |
| Blackspire | 0.1% |
| Bontrager | 0.1% |
| BOR..... | 0.1% |
| Control Tech..... | 0.1% |
| Demolition | 0.1% |
| On One..... | 0.1% |
| Paul | 0.1% |
| Spinergy..... | 0.1% |
| Misc. / Fill-in..... | 0.5% |

CHAINGUIDE:

Will purchase within 12 months ... 22.8%

IF "YES," WHAT BRAND OF CHAINGUIDE:

| | |
|---------------------|-------|
| e*thirteen | 32.0% |
| MRP..... | 18.5% |
| Undecided..... | 16.0% |
| Shimano | 4.6% |
| SRAM..... | 4.2% |
| Gamut | 4.2% |
| Blackspire | 3.6% |
| Straitline..... | 2.5% |
| Bioncion..... | 2.4% |
| CSixx | 2.3% |
| Truvativ..... | 2.1% |
| Race Face..... | 1.5% |
| Shaman Racing | 1.1% |
| DMR | 0.8% |
| Carbocage | 0.7% |
| Superstar | 0.6% |
| Da Bomb..... | 0.4% |
| Gravity/FSA..... | 0.4% |
| Mozartt..... | 0.4% |
| 77 Designz | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|-----------------|------|
| Hope | 0.1% |
| Mr. Dirt | 0.1% |
| N-Gear | 0.1% |
| Paul | 0.1% |
| Sixpack | 0.1% |
| Syntace | 0.1% |
| Widget | 0.1% |
| Misc. / Fill-in | 0.9% |

PEDALS:

Will purchase within 12 months ... 42.9%

IF "YES," WHAT TYPE OF PEDALS:

| | |
|----------|-------|
| Flat | 57.6% |
| Clipless | 42.4% |

IF "CLIPLESS", WHAT BRAND OF CLIPLESS PEDALS:

| | |
|-----------------|-------|
| Shimano | 44.6% |
| Crank Brothers | 34.4% |
| Undecided | 8.7% |
| Time | 7.4% |
| Look | 1.5% |
| Xpedo | 0.8% |
| Wellgo | 0.7% |
| Atomlab | 0.2% |
| Powerplay | 0.2% |
| Ritchey | 0.2% |
| Speedplay | 0.2% |
| Dartmoor | 0.2% |
| Mavic | 0.2% |
| VP Components | 0.2% |
| Azonic | 0.1% |
| Syncros | 0.1% |
| Misc. / Fill-in | 0.3% |

IF "FLAT", WHAT BRAND OF FLAT PEDALS:

| | |
|-------------------|-------|
| Undecided | 19.1% |
| DMR | 7.2% |
| Spank | 6.4% |
| Deity | 5.8% |
| Nukeproof | 5.2% |
| Shimano | 5.0% |
| Crank Brothers | 4.0% |
| Straitline | 4.0% |
| HT | 3.7% |
| Canfield Brothers | 3.4% |
| Wellgo | 2.9% |
| Superstar | 2.9% |
| Specialized | 2.6% |
| e*thirteen | 2.1% |
| Chromag | 1.9% |
| Azonic | 1.4% |
| Twenty6 | 1.4% |

| | |
|------------------------|------|
| NS Bikes | 1.3% |
| Point One Racing | 1.3% |
| Burgtec | 1.1% |
| Kona | 1.0% |
| Xpedo | 1.0% |
| Hope | 1.0% |
| Blackspire | 0.9% |
| Funn | 0.9% |
| Odyssey | 0.8% |
| Answer | 0.8% |
| VP Components | 0.8% |
| Atomlab | 0.7% |
| Da Bomb | 0.7% |
| Dartmoor | 0.7% |
| Truvativ | 0.6% |
| NC-17 | 0.5% |
| Loaded Precision | 0.5% |
| Gravity | 0.4% |
| Animal | 0.4% |
| NRG | 0.4% |
| Sixpack | 0.4% |
| Acros | 0.3% |
| Fire Eye | 0.3% |
| Gussett | 0.2% |
| Octane | 0.2% |
| Syncros | 0.2% |
| Easton | 0.2% |
| Exustar | 0.2% |
| Primo | 0.2% |
| Syntace | 0.2% |
| Tioga | 0.2% |
| ABD | 0.1% |
| Brave | 0.1% |
| Candy Components | 0.1% |
| FLV | 0.1% |
| Premium | 0.1% |
| SNAFU | 0.1% |
| Sunline | 0.1% |
| Transition | 0.1% |
| 45nrth | 0.1% |
| ANVL Components | 0.1% |
| Black Market | 0.1% |
| Bontrager | 0.1% |
| Brooklyn Machine Works | 0.1% |
| Cult | 0.1% |
| Echo | 0.1% |
| Fatality | 0.1% |
| Fly Bikes | 0.1% |
| Inspired | 0.1% |
| Kore | 0.1% |
| Mission Components | 0.1% |
| Moove | 0.1% |
| Orange 8 | 0.1% |
| Revell | 0.1% |
| WTB | 0.1% |
| Misc. / Fill-in | 0.2% |

SEAT:

Will purchase within 12 months ... 29.9%

IF "YES," WHAT BRAND OF SEAT:

| | |
|-------------------|-------|
| Undecided | 19.7% |
| WTB | 16.2% |
| SDG | 11.0% |
| Fizik | 8.1% |
| Chromag | 7.9% |
| Specialized | 6.4% |
| Selle Italia | 5.8% |
| Deity | 2.2% |
| Charge | 2.1% |
| Nukeproof | 1.8% |
| Bontrager | 1.4% |
| Race Face | 1.1% |
| Prologo | 1.0% |
| Selle SMP | 0.9% |
| Brooks | 0.8% |
| Tioga | 0.8% |
| Pro | 0.7% |
| Ergon | 0.5% |
| DMR | 0.5% |
| Giant | 0.5% |
| Funn | 0.4% |
| Kore | 0.4% |
| Spank | 0.4% |
| Terry | 0.4% |
| Shadow Conspiracy | 0.4% |
| Velo | 0.4% |
| Azonic | 0.3% |
| Dartmoor | 0.3% |
| Kona | 0.3% |
| Selle San Marco | 0.3% |
| FSA | 0.3% |
| Animal | 0.2% |
| BBB | 0.2% |
| Black Market | 0.2% |
| Cobb | 0.2% |
| Odyssey | 0.2% |
| Selle Royal | 0.2% |
| SQ Lab | 0.2% |
| THE | 0.2% |
| Transition | 0.2% |
| Crank Brothers | 0.2% |
| Octane One | 0.2% |
| Syncros | 0.2% |
| Control Tech | 0.1% |
| FBM Bike Co | 0.1% |
| Gravity | 0.1% |
| Joystick | 0.1% |
| Mutant Bikes | 0.1% |
| Ritchey | 0.1% |
| Serfas | 0.1% |
| Superstar | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|----------------------|------|
| Atomlab..... | 0.1% |
| Gussett..... | 0.1% |
| Intense..... | 0.1% |
| Koobi..... | 0.1% |
| MacNeil..... | 0.1% |
| Ragley..... | 0.1% |
| Tune..... | 0.1% |
| Misc. / Fill-in..... | 2.8% |

SEATPOST:

Will purchase within 12 months ...27.1%

IF "YES," WHAT TYPE OF SEATPOST:

| | |
|-----------------------|-------|
| Drop/Telescoping..... | 71.4% |
| Regular..... | 28.6% |

IF DROP/TELESCOPING, WHAT BRAND OF SEATPOST:

| | |
|----------------------|-------|
| RockShox..... | 32.0% |
| KS Suspension..... | 28.2% |
| Undecided..... | 15.5% |
| Fox Racing Shox..... | 5.4% |
| Thomson..... | 5.4% |
| Crank Brothers..... | 3.5% |
| Specialized..... | 3.1% |
| Gravity Dropper..... | 2.7% |
| X-Fusion..... | 2.2% |
| Giant..... | 1.2% |
| RASE..... | 0.5% |
| 9point8..... | 0.2% |
| Maverick..... | 0.2% |
| DNM..... | 0.1% |
| Misc. / Fill-in..... | 0.2% |

IF "REGULAR," WHAT BRAND OF SEATPOST:

| | |
|---------------------|-------|
| Thomson..... | 28.0% |
| Undecided..... | 21.1% |
| SDG..... | 6.0% |
| Race Face..... | 4.7% |
| Deity..... | 4.0% |
| Easton..... | 3.8% |
| ENVE..... | 3.3% |
| Crank Brothers..... | 2.2% |
| Chromag..... | 2.0% |
| Nukeproof..... | 2.0% |
| Truvativ..... | 1.8% |
| FSA..... | 1.5% |
| Bontrager..... | 1.2% |
| Giant..... | 1.2% |
| Kore..... | 1.2% |
| Ritchey..... | 1.2% |
| Fizik..... | 1.0% |
| Funn..... | 0.8% |

| | |
|-----------------------|------|
| Azonic..... | 0.7% |
| Da Bomb..... | 0.7% |
| Hope..... | 0.7% |
| KCNC..... | 0.7% |
| Specialized..... | 0.7% |
| Syncros..... | 0.7% |
| Dartmoor..... | 0.5% |
| DMR..... | 0.5% |
| Gravity..... | 0.5% |
| Loaded Precision..... | 0.5% |
| Syntace..... | 0.5% |
| Selle Italia..... | 0.3% |
| Shimano..... | 0.3% |
| Superstar..... | 0.3% |
| USE..... | 0.3% |
| 3T..... | 0.2% |
| Alienation..... | 0.2% |
| American Classic..... | 0.2% |
| Atomlab..... | 0.2% |
| Blackspire..... | 0.2% |
| Brand X..... | 0.2% |
| Brave..... | 0.2% |
| Firefly..... | 0.2% |
| Kalloy..... | 0.2% |
| On-One..... | 0.2% |
| Paul..... | 0.2% |
| Pro..... | 0.2% |
| Schmolke..... | 0.2% |
| Sixpack..... | 0.2% |
| SNAFU..... | 0.2% |
| Spank..... | 0.2% |
| Token..... | 0.2% |
| Tune..... | 0.2% |
| Misc. / Fill-in..... | 1.5% |

HELMET:

Will purchase within 12 months ...47.9%

IF "YES," WHAT BRAND OF HELMET:

| | |
|-----------------------|-------|
| Troy Lee..... | 18.4% |
| Undecided..... | 15.9% |
| Bell..... | 10.8% |
| Fox..... | 9.7% |
| Giro..... | 8.7% |
| POC..... | 8.5% |
| Urge..... | 4.3% |
| SixSixOne..... | 3.8% |
| Specialized..... | 3.5% |
| Kali Protectives..... | 2.9% |
| Fly..... | 1.0% |
| MET..... | 1.0% |
| Pro-Tec..... | 0.8% |
| iXS..... | 0.7% |
| Bluegrass..... | 0.7% |
| THE..... | 0.7% |

| | |
|-----------------------|------|
| Lazer..... | 0.6% |
| TSG..... | 0.6% |
| Mavic..... | 0.6% |
| Kabuto..... | 0.6% |
| Scott..... | 0.6% |
| ONE Industries..... | 0.5% |
| O'Neal..... | 0.5% |
| Airoh..... | 0.4% |
| Trek..... | 0.4% |
| Uvex..... | 0.4% |
| Sweet Protection..... | 0.3% |
| Bern..... | 0.3% |
| Catlike..... | 0.3% |
| Cannondale..... | 0.2% |
| Bontrager..... | 0.2% |
| Louis Garneau..... | 0.2% |
| Shoei..... | 0.2% |
| Rudy Project..... | 0.2% |
| Cratoni..... | 0.1% |
| Triple 8..... | 0.1% |
| Answer..... | 0.1% |
| Giant..... | 0.1% |
| Carrera..... | 0.1% |
| R.E.D..... | 0.1% |
| Misc. / Fill-in..... | 0.9% |

SHORTS:

Will purchase within 12 months ...51.5%

IF "YES," WHAT BRAND OF SHORTS:

| | |
|---------------------|-------|
| Undecided..... | 22.7% |
| Troy Lee..... | 21.2% |
| Fox..... | 12.8% |
| Endura..... | 5.3% |
| Royal..... | 4.4% |
| DaKine..... | 3.7% |
| Pearl Izumi..... | 2.1% |
| ONE Industries..... | 2.0% |
| Sombrio..... | 1.8% |
| Alpinestars..... | 1.7% |
| Specialized..... | 1.6% |
| Race Face..... | 1.6% |
| Zoic..... | 1.2% |
| Jett..... | 1.0% |
| POC..... | 0.9% |
| Oakley..... | 0.8% |
| Mavic..... | 0.8% |
| Sugoi..... | 0.8% |
| Ground Effect..... | 0.6% |
| Nema..... | 0.6% |
| The North Face..... | 0.6% |
| Bontrager..... | 0.5% |
| Club Ride..... | 0.5% |
| Louis Garneau..... | 0.5% |
| NZO..... | 0.5% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|-------------------|------|
| Giant | 0.5% |
| Maloja | 0.5% |
| Yeti | 0.4% |
| Castelli | 0.4% |
| O'Neal | 0.4% |
| Dickies | 0.4% |
| Azonic | 0.3% |
| Cannondale | 0.3% |
| AXO | 0.3% |
| Dainese | 0.3% |
| Fly | 0.3% |
| Gore | 0.3% |
| SixSixOne | 0.3% |
| Scott | 0.3% |
| Dirt Baggies | 0.2% |
| Platzangst | 0.2% |
| Ion | 0.2% |
| Rockgardn | 0.1% |
| iXS | 0.1% |
| Kona | 0.1% |
| Sweet Protection | 0.1% |
| Thor | 0.1% |
| Voler | 0.1% |
| Aero Tech Designs | 0.1% |
| Bellwether | 0.1% |
| Craft | 0.1% |
| Haglofs | 0.1% |
| Hoss | 0.1% |
| Howies | 0.1% |
| Kenny | 0.1% |
| Kitsbow | 0.1% |
| Lavan | 0.1% |
| Madison | 0.1% |
| Narrona | 0.1% |
| 2XU | 0.1% |
| Altura | 0.1% |
| Capestorm | 0.1% |
| Carhartt | 0.1% |
| Champion System | 0.1% |
| DNA | 0.1% |
| Funkier | 0.1% |
| Primal Wear | 0.1% |
| Twin Six | 0.1% |
| Misc. / Fill-in | 1.6% |

JERSEY:

Will purchase within 12 months ...42.4%

IF "YES," WHAT BRAND OF JERSEY:

| | |
|----------------|-------|
| Undecided | 25.4% |
| Troy Lee | 21.9% |
| Fox | 11.5% |
| Royal | 4.4% |
| DaKine | 3.9% |
| ONE Industries | 3.2% |

| | |
|------------------|------|
| Alpinestars | 1.8% |
| Endura | 1.7% |
| Sombrio | 1.6% |
| Pearl Izumi | 1.3% |
| Specialized | 1.3% |
| Race Face | 1.2% |
| Club Ride | 1.0% |
| Nema | 1.0% |
| POC | 1.0% |
| Fly | 0.8% |
| Jett | 0.8% |
| Giant | 0.7% |
| Mavic | 0.7% |
| Castelli | 0.5% |
| Oakley | 0.5% |
| O'Neal | 0.5% |
| Yeti | 0.5% |
| Cannondale | 0.5% |
| Ground Effect | 0.5% |
| Bontrager | 0.4% |
| Primal Wear | 0.4% |
| Thor | 0.4% |
| SixSixOne | 0.4% |
| Gore | 0.3% |
| Louis Garneau | 0.3% |
| Zoic | 0.3% |
| Azonic | 0.3% |
| Maloja | 0.3% |
| The North Face | 0.3% |
| Commencal | 0.2% |
| Ion | 0.2% |
| Kona | 0.2% |
| Sugoi | 0.2% |
| Capo | 0.2% |
| Scott | 0.2% |
| Assos | 0.2% |
| Five Ten | 0.2% |
| iXS | 0.2% |
| NZO | 0.2% |
| Voler | 0.2% |
| Giordana | 0.1% |
| Platzangst | 0.1% |
| SmartWool | 0.1% |
| Sweet Protection | 0.1% |
| THE | 0.1% |
| Twin Six | 0.1% |
| AXO | 0.1% |
| Craft | 0.1% |
| Dainese | 0.1% |
| Haglofs | 0.1% |
| Kenny | 0.1% |
| Phar North | 0.1% |
| Santa Cruz | 0.1% |
| Bellwether | 0.1% |
| Champion System | 0.1% |
| Demon Dirt | 0.1% |
| First Racing | 0.1% |

| | |
|-----------------|------|
| Funkier | 0.1% |
| Giro | 0.1% |
| Hardside | 0.1% |
| Howies | 0.1% |
| Icebreaker | 0.1% |
| Kitsbow | 0.1% |
| Lavan | 0.1% |
| MSR | 0.1% |
| On-One | 0.1% |
| Pactimo | 0.1% |
| Rapha | 0.1% |
| Shift | 0.1% |
| Misc. / Fill-in | 3.3% |

GLOVES:

Will purchase within 12 months ...47.4%

IF "YES," WHAT BRAND OF GLOVES:

| | |
|-------------------|-------|
| Undecided | 22.1% |
| Fox | 19.1% |
| Troy Lee | 15.7% |
| SixSixOne | 5.2% |
| DaKine | 4.3% |
| Giro | 3.1% |
| Specialized | 3.0% |
| POC | 2.8% |
| Royal | 2.6% |
| Alpinestars | 2.0% |
| ONE Industries | 1.8% |
| Pearl Izumi | 1.5% |
| Oakley | 1.5% |
| Endura | 1.2% |
| Deft | 1.0% |
| Race Face | 0.9% |
| Bontrager | 0.8% |
| Fly | 0.8% |
| Answer | 0.8% |
| O'Neal | 0.8% |
| Thor | 0.7% |
| Sombrio | 0.6% |
| Mavic | 0.5% |
| Mechanix | 0.4% |
| Novik | 0.4% |
| Fist | 0.3% |
| Giant | 0.3% |
| iXS | 0.3% |
| Scott | 0.3% |
| Cannondale | 0.3% |
| Nema | 0.3% |
| Jett | 0.2% |
| Lizard Skins | 0.2% |
| Rockgardn | 0.2% |
| AXO | 0.2% |
| POW | 0.2% |
| Shadow Conspiracy | 0.2% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

| | |
|------------------------|------|
| Azonic | 0.1% |
| Dainese | 0.1% |
| Ergon | 0.1% |
| Louis Garneau | 0.1% |
| TSG | 0.1% |
| Gore | 0.1% |
| Ion | 0.1% |
| Lavan | 0.1% |
| Pro-Tec | 0.1% |
| THE | 0.1% |
| Hestra | 0.1% |
| Hirzl | 0.1% |
| Kenny | 0.1% |
| Mace | 0.1% |
| Ninjaz Gloves | 0.1% |
| Serfas | 0.1% |
| Shift | 0.1% |
| Sweet Protection | 0.1% |
| Trek | 0.1% |
| UFO | 0.1% |
| Unit | 0.1% |
| Yeti | 0.1% |
| Misc. / Fill-in | 1.2% |

SUNGLASSES (riding or casual):
Will purchase within 12 months ...49.4%

IF "YES," WHAT BRAND OF SUNGLASSES:

| | |
|----------------------|-------|
| Oakley | 41.2% |
| Undecided | 16.6% |
| Smith Optics | 10.9% |
| Ray-Ban | 3.0% |
| Spy | 3.0% |
| Tifosi | 2.7% |
| Dragon | 1.6% |
| Ryders Eyewear | 1.6% |
| 100% | 1.4% |
| Adidas | 1.4% |
| Fox | 1.4% |
| Rudy Project | 1.4% |
| Giro | 1.1% |
| Native Eyewear | 0.8% |
| Von Zipper | 0.8% |
| Arnette | 0.6% |
| BBB | 0.5% |
| Electric | 0.5% |
| iXS | 0.5% |
| Maui Jim | 0.5% |
| Optic Nerve | 0.5% |
| POC | 0.5% |
| Scott | 0.5% |
| Serfas | 0.5% |
| Uvex | 0.5% |
| Black Ice | 0.3% |
| Blur | 0.3% |

| | |
|-----------------------|------|
| Bolle | 0.3% |
| Carrera | 0.3% |
| Cebe | 0.3% |
| MEC | 0.3% |
| Shimano | 0.3% |
| Anarchy | 0.2% |
| Columbia | 0.2% |
| Costa Del Mar | 0.2% |
| Del Sol | 0.2% |
| ESS | 0.2% |
| Kaenon | 0.2% |
| Louis Garneau | 0.2% |
| Osiris | 0.2% |
| Quiksilver | 0.2% |
| Sabre | 0.2% |
| Specialized | 0.2% |
| Spotters | 0.2% |
| Tom Ford | 0.2% |
| Tresspass | 0.2% |
| Vuarnet | 0.2% |
| Misc. / Fill-in | 0.9% |

GOGGLES:
Will purchase within 12 months ...25.8%

IF "YES," WHAT BRAND OF GOGGLES:

| | |
|----------------------|-------|
| Oakley | 32.2% |
| 100% | 15.5% |
| Undecided | 15.0% |
| Smith Optics | 9.5% |
| Fox | 5.1% |
| Spy | 5.0% |
| Scott | 3.0% |
| POC | 2.5% |
| Adidas | 1.7% |
| Dragon | 1.5% |
| Ryders Eyewear | 1.0% |
| Thor | 0.8% |
| Giro | 0.8% |
| Blur | 0.6% |
| iXS | 0.5% |
| O'Neal | 0.5% |
| Von Zipper | 0.5% |
| Fly | 0.4% |
| EKS Brand | 0.3% |
| Utopia | 0.3% |
| Uvex | 0.3% |
| Julbo | 0.2% |
| Liquid Image | 0.2% |
| Steel MX | 0.2% |
| 509 | 0.2% |
| Bolle | 0.2% |
| Arnette | 0.1% |
| Dean Optics | 0.1% |
| Electric | 0.1% |

| | |
|-----------------------|------|
| Kenny | 0.1% |
| Nema | 0.1% |
| RockGardn | 0.1% |
| Anon | 0.1% |
| Ariete | 0.1% |
| Cebe | 0.1% |
| Duchini | 0.1% |
| HZ | 0.1% |
| Klim | 0.1% |
| Native Eyewear | 0.1% |
| No Fear | 0.1% |
| Progrip | 0.1% |
| Rip N Roll | 0.1% |
| Rudy Project | 0.1% |
| UFO | 0.1% |
| Misc. / Fill-in | 0.2% |

RIDING SHOES:
Will purchase within 12 months ...45.7%

IF "YES," WHAT TYPE OF RIDING SHOES:

| | |
|----------------|-------|
| Flat | 54.3% |
| Clipless | 45.7% |

IF "CLIPLESS", WHAT BRAND OF CLIPLESS SHOES:

| | |
|---------------------|-------|
| Shimano | 20.2% |
| Undecided | 18.1% |
| Five Ten | 17.6% |
| Specialized | 8.3% |
| Mavic | 7.7% |
| Sidi | 6.7% |
| Teva | 5.0% |
| Giro | 4.4% |
| Vans | 2.2% |
| Pearl Izumi | 1.7% |
| Bontrager | 1.5% |
| Northwave | 1.0% |
| Gaerne | 0.9% |
| SixSixOne | 0.9% |
| Louis Garneau | 0.7% |
| Diadora | 0.6% |
| Scott | 0.6% |
| Keen | 0.4% |
| Lake | 0.4% |
| Cannondale | 0.2% |
| DZR | 0.2% |
| Answer | 0.1% |
| AXO | 0.1% |
| Chrome | 0.1% |
| Fly Racing | 0.1% |
| O'Neal | 0.1% |
| Sette | 0.1% |
| Time | 0.1% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

IF "FLAT," WHAT BRAND OF FLAT RIDING SHOES:

| | |
|------------------------|-------|
| Five Ten..... | 62.5% |
| <i>Undecided</i> | 9.3% |
| Teva..... | 7.3% |
| Vans..... | 5.8% |
| Nike..... | 3.0% |
| Shimano..... | 2.1% |
| DC..... | 1.5% |
| Etnies..... | 1.5% |
| Sombrio..... | 1.4% |
| SixSixOne..... | 0.9% |
| Giro..... | 0.8% |
| Fox..... | 0.7% |
| Adidas..... | 0.6% |
| Osiris..... | 0.3% |
| Salomon..... | 0.3% |
| Specialized..... | 0.3% |
| Airwalk..... | 0.2% |
| Converse..... | 0.2% |
| DVS..... | 0.2% |
| Lotek..... | 0.2% |
| Almond..... | 0.1% |
| Circa..... | 0.1% |
| Duffs..... | 0.1% |
| DZR..... | 0.1% |
| Emerica..... | 0.1% |
| Fallen..... | 0.1% |
| Globe..... | 0.1% |
| Merrell..... | 0.1% |
| Oakley..... | 0.1% |
| Puma..... | 0.1% |
| Supra..... | 0.1% |
| The North Face..... | 0.1% |

FAVORITE CASUAL SHOE:

| | |
|------------------------|-------|
| Vans..... | 16.0% |
| Nike..... | 12.7% |
| <i>Undecided</i> | 11.2% |
| Five Ten..... | 8.9% |
| Adidas..... | 8.1% |
| DC..... | 5.4% |
| Salomon..... | 2.6% |
| Merrell..... | 2.6% |
| New Balance..... | 2.6% |
| Teva..... | 2.2% |
| Converse..... | 2.2% |
| Asics..... | 2.1% |
| Etnies..... | 1.8% |
| Keen..... | 1.8% |
| Puma..... | 1.4% |
| Fox..... | 0.9% |
| Timberland..... | 0.8% |
| Sketchers..... | 0.8% |
| Chaco..... | 0.7% |
| DVS..... | 0.7% |

| | |
|------------------------------|------|
| Sanuk..... | 0.7% |
| Reebok..... | 0.6% |
| The North Face..... | 0.6% |
| Globe..... | 0.6% |
| Birkenstock..... | 0.6% |
| Clarks..... | 0.5% |
| Vibram..... | 0.5% |
| Osiris..... | 0.5% |
| Patagonia..... | 0.5% |
| Supra..... | 0.5% |
| Ecko..... | 0.4% |
| Sperry..... | 0.4% |
| Emerica..... | 0.4% |
| La Sportiva..... | 0.3% |
| Airwalk..... | 0.3% |
| Element..... | 0.3% |
| Camper..... | 0.3% |
| Gravis..... | 0.3% |
| Fallen..... | 0.3% |
| Lakai..... | 0.3% |
| Circa..... | 0.3% |
| Duffs..... | 0.2% |
| Toms..... | 0.2% |
| Peal Izumi..... | 0.2% |
| Sombrio..... | 0.2% |
| Adio..... | 0.2% |
| Garmont..... | 0.2% |
| Brooks..... | 0.1% |
| Chrome..... | 0.1% |
| Ipath..... | 0.1% |
| Boxfresh..... | 0.1% |
| LoTek..... | 0.1% |
| Reef..... | 0.1% |
| Saucony..... | 0.1% |
| Simple..... | 0.1% |
| Almond..... | 0.1% |
| eS..... | 0.1% |
| Orchid..... | 0.1% |
| Blundstone..... | 0.1% |
| Vasque..... | 0.1% |
| World Industries..... | 0.1% |
| Cushe..... | 0.1% |
| Geox..... | 0.1% |
| K-Swiss..... | 0.1% |
| Kustom..... | 0.1% |
| Macbeth..... | 0.1% |
| Mizuno..... | 0.1% |
| Rainbow..... | 0.1% |
| Sebago..... | 0.1% |
| <i>Misc. / Fill-in</i> | 0.9% |

KNEE PROTECTION:

Will purchase within 12 months ...29.3%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

| | |
|------------------------------|-------|
| SixSixOne..... | 22.1% |
| <i>Undecided</i> | 18.9% |
| POC..... | 12.1% |
| Troy Lee..... | 10.6% |
| Fox..... | 7.5% |
| Race Face..... | 5.4% |
| iXS..... | 3.5% |
| G-Form..... | 3.3% |
| Alpinestars..... | 2.3% |
| Kali Protectives..... | 1.7% |
| ONE Industries..... | 1.4% |
| Dainese..... | 1.1% |
| O'Neal..... | 1.1% |
| Nukeproof..... | 0.7% |
| Scott..... | 0.6% |
| 7 idp..... | 0.6% |
| Leatt..... | 0.5% |
| Endura..... | 0.5% |
| Sweet Protection..... | 0.5% |
| Bluegrass..... | 0.4% |
| THE..... | 0.4% |
| EVS..... | 0.3% |
| Fuse..... | 0.3% |
| Pro-Tec..... | 0.3% |
| Asterisk..... | 0.3% |
| AXO..... | 0.3% |
| Demon Dirt..... | 0.3% |
| Shadow Conspiracy..... | 0.3% |
| Ion..... | 0.2% |
| Jett..... | 0.2% |
| POD MX..... | 0.2% |
| TSG..... | 0.2% |
| Azonic..... | 0.2% |
| Knox..... | 0.2% |
| Lizard Skins..... | 0.2% |
| RockGardn..... | 0.2% |
| Thor..... | 0.2% |
| Bliss..... | 0.1% |
| Hupi..... | 0.1% |
| Pinstripe..... | 0.1% |
| Colony..... | 0.1% |
| CTI..... | 0.1% |
| UFO..... | 0.1% |
| <i>Misc. / Fill-in</i> | 0.3% |

Methodology – This survey was conducted on Vital MTB in July 2013. Responses were limited to one per person. Results were tabulated from over 8,000 surveys.

HYDRATION PACK:

Will purchase within 12 months ... 19.2%

IF "YES," WHAT BRAND OF HYDRATION PACK:

| | |
|----------------------|-------|
| Camelbak..... | 37.3% |
| Undecided..... | 13.6% |
| Osprey | 12.8% |
| EVOC..... | 10.9% |
| DaKine | 9.4% |
| Fox..... | 2.7% |
| Hydrapak | 1.7% |
| Deuter | 1.3% |
| The North Face..... | 0.9% |
| Oakley | 0.8% |
| Ergon | 0.6% |
| Vaude | 0.5% |
| POC..... | 0.5% |
| Blackburn | 0.4% |
| Crank Brothers | 0.4% |
| Geigerrig..... | 0.4% |
| Giant..... | 0.4% |
| Leatt..... | 0.4% |
| Lezyne | 0.4% |
| Shimano..... | 0.4% |
| Coleman | 0.3% |
| Wingnut..... | 0.3% |
| Bell | 0.2% |
| Salomon..... | 0.2% |
| B'twin | 0.2% |
| Decathlon..... | 0.2% |
| GoLite..... | 0.2% |
| Haglofs | 0.2% |
| MEC..... | 0.2% |
| Moveo..... | 0.2% |
| Ogio..... | 0.2% |
| Platypus | 0.2% |
| Scott..... | 0.2% |
| Cascade Designs..... | 0.1% |
| Gravidade Zero..... | 0.1% |
| Gregory..... | 0.1% |
| Klim..... | 0.1% |
| Mystery Ranch | 0.1% |
| Rockgarden | 0.1% |
| Sette..... | 0.1% |
| Source..... | 0.1% |
| Trespass..... | 0.1% |
| USWE..... | 0.1% |
| Misc. / Fill-in..... | 0.4% |

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ... 25.0%

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

| | |
|----------------------------|-------|
| GoPro..... | 76.7% |
| Contour..... | 9.4% |
| Undecided..... | 8.2% |
| Drift Innovation..... | 1.7% |
| Sony..... | 1.0% |
| Liquid Image | 0.7% |
| Replay XD..... | 0.3% |
| iON | 0.2% |
| CamOne..... | 0.2% |
| V.I.O POV..... | 0.2% |
| AEE..... | 0.1% |
| Epic Action Video Cam..... | 0.1% |
| Midland..... | 0.1% |
| Vivitar..... | 0.1% |
| Back Door..... | 0.1% |
| GoBandit..... | 0.1% |
| JVC..... | 0.1% |
| Polaroid..... | 0.1% |
| Prestigio..... | 0.1% |
| Swann | 0.1% |
| X3Ride..... | 0.1% |
| Xtrax..... | 0.1% |
| Misc. / Fill-in..... | 0.2% |

AUTOMOTIVE

OWN PICKUP TRUCK?

Yes 26.6%

IF "YES," BRAND OWNED:

| | |
|------------------|-------|
| Toyota..... | 29.6% |
| Ford..... | 22.2% |
| Chevrolet | 12.6% |
| Dodge | 9.3% |
| Nissan | 9.3% |
| GMC..... | 3.7% |
| Mitsubishi | 2.5% |
| Volkswagen | 1.6% |
| Mazda | 1.6% |
| Holden | 1.4% |
| Honda | 1.0% |
| Isuzu | 1.0% |
| Land Rover | 0.8% |
| Fiat..... | 0.6% |
| Jeep | 0.6% |
| Suzuki..... | 0.4% |
| Subaru..... | 0.2% |
| Opel..... | 0.2% |
| Scout..... | 0.2% |

| | |
|-----------------------|------|
| Ssanyong..... | 0.2% |
| Daihatsu | 0.1% |
| Datsun | 0.1% |
| Hyundai..... | 0.1% |
| Renault..... | 0.1% |
| Citroen | 0.1% |
| GWM..... | 0.1% |
| Iveco | 0.1% |
| Kia..... | 0.1% |
| Mercedes..... | 0.1% |
| Misc. / Fill-in | 0.1% |

PLAN TO BUY PICKUP IN NEXT 12 MONTHS:

Yes 9.4%

IF "YES," WHAT BRAND OF PICKUP:

| | |
|-----------------------|-------|
| Toyota..... | 32.0% |
| Undecided..... | 18.2% |
| Ford..... | 15.0% |
| Chevrolet..... | 7.3% |
| Nissan | 6.1% |
| Volkswagen | 5.7% |
| Dodge..... | 4.6% |
| Mitsubishi | 2.5% |
| GMC..... | 1.9% |
| Holden..... | 1.3% |
| Land Rover | 1.0% |
| Isuzu..... | 0.8% |
| Honda..... | 0.5% |
| Hyundai..... | 0.5% |
| Mazda | 0.5% |
| Datsun | 0.3% |
| Renault..... | 0.3% |
| BMW | 0.2% |
| Fiat | 0.2% |
| Jeep | 0.2% |
| Subaru..... | 0.2% |
| Suzuki..... | 0.2% |
| Misc. / Fill-in | 0.5% |

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