



2010 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male 96.1%
Female..... 3.9%

MARITAL STATUS:

Married 52.8%
Single 47.2%

AGE:

Average 35.6
Median 37.0
17 or under 10.0%
18-20 6.3%
21-24 7.2%
25-34 19.2%
35-44 29.5%
45 or older 27.8%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 6.2%
High school 27.4%
Some college..... 29.2%
College 29.2%
Postgraduate degree 8.0%

HOUSEHOLD INCOME:

Average \$93,759
Median \$87,500
Under \$25,000 10.2%
\$25,001 - \$50,000 14.9%
\$50,001 - \$75,000 20.2%
\$75,001 - \$100,000 21.4%
\$100,001 - \$150,000 19.8%
\$151,001 - \$250,000 8.6%
\$250,001 or more 4.9%

INTERNATIONAL TRAFFIC, Top 10 of 182 countries:

United States 68.2%

Canada 4.7%
Australia 4.4%
United Kingdom 3.4%
France 1.9%
Belgium 1.3%
Italy 1.2%
Germany 1.2%
Sweden 1.2%
Colombia 1.1%

U.S. TRAFFIC, Top 10:

California 24.6%
Texas 7.6%
Florida 4.7%
New York 4.5%
Washington 3.6%
Pennsylvania 3.3%
Arizona 3.3%
Illinois 3.2%
Michigan 3.0%
Georgia 2.9%

MEDIA CONSUMPTION

HOW OFTEN ONLINE

Average times per day 8.1
21+ times per day 15.1%
11-20 times per day 12.9%
6-10 times per day 19.3%
2-5 times per day 35.9%
Once a day 12.4%
2-3 times a week 3.3%
Once a week or less 1.1%

HAVE MADE ONLINE PURCHASE:

Yes 94.1%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites 90.5%
Magazines 66.9%
Friends 45.5%
Television 32.3%

Manufacturer web sites 28.1%
Local shop 26.9%
Mail-order web sites 19.1%
Mail-order catalogs 13.3%
Manufacturer catalogs 12.6%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes 87.2%

MOTOCROSS BIKE CURRENTLY OWNED:

Honda 30.5%
Yamaha 26.0%
Kawasaki 15.3%
Suzuki 12.5%
KTM 12.1%
Husqvarna 1.1%
Other 2.5%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85 4.6%
100-110 1.3%
125-230 13.1%
250 43.5%
300-426 1.6%
450 or bigger 37.5%

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

2-Stroke 35.1%
4-Stroke 64.9%

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HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average.....	2.5
0	12.8%
1	21.4%
2	22.0%
3	16.4%
4	10.4%
5 or more.....	16.9%

WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes	47.3%
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IF "YES," WHAT BRAND OF BIKE:

KTM	21.7%
Honda.....	19.0%
Undecided.....	17.6%
Yamaha	17.5%
Kawasaki.....	13.8%
Suzuki	9.0%
Husqvarna	0.8%
Cobra.....	0.2%
Misc. / Fill-in answers	0.3%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85	5.6%
100-110	1.3%
125-230	9.4%
250	53.4%
450 or bigger	30.3%

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

2-Stroke.....	33.1%
4-Stroke.....	66.9%

HOW OFTEN DO YOU RIDE MOTOCROSS?

4 or more times a week	7.1%
2-3 times a week	21.8%
About once a week.....	23.2%
2-3 times a month	17.6%
About once a month.....	10.1%
I don't ride regularly.....	20.2%

HAVE ATTENDED A MOTOCROSS OR SUPERCROSS RACE IN THE PAST 12 MONTHS:

Yes.....	79.1%
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MOTOCROSS GEAR & APPAREL TO REPLACE IN THE NEXT 12 MONTHS:

RIDING GEAR:

Will Replace	73%
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IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided.....	20.5%
Fox	15.9%
Thor	14.7%
Troy Lee Designs.....	10.2%
MSR.....	5.8%
Fly.....	4.9%
O'Neal.....	4.6%
No Fear	4.6%
One Industries.....	4.4%
Answer.....	3.8%
Shift	2.5%
Moose	2.2%
Scott.....	1.5%
AXO	1.3%
Acerbis.....	0.6%
Alpinestars.....	0.6%
Misc. / Fill-in answers	1.9%

HELMET:

Will Replace	51.4%
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IF "YES," WHAT BRAND OF HELMET:

Shoei.....	20.4%
Undecided.....	14.9%
Bell	9.5%
Troy Lee Designs.....	9.2%
Arai	8.6%
Fox	7.8%
One Industries.....	5.6%
Thor	3.8%
Fly.....	3.1%
Airoh.....	3.0%
661	2.5%
HJC	2.0%
Answer.....	1.6%
O'Neal.....	1.5%
MSR.....	1.0%
M2R.....	0.9%
No Fear	0.7%

AGV	0.6%
Shark.....	0.5%
Lazer.....	0.4%
Scott.....	0.3%
AXO	0.2%
EVS	0.2%
Shift	0.2%
Suomy.....	0.1%
Vemar	0.1%
Xtreme	0.1%
Misc. / Fill-in answers	1.2%

GOGGLES:

Will Replace	60.1%
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IF "YES," WHAT BRAND OF GOGGLES:

Scott.....	31.0%
Oakley	20.6%
Undecided.....	10.7%
Spy.....	9.8%
Smith	6.0%
Fox.....	4.4%
EKS Brand.....	4.3%
Dragon	3.1%
Von Zipper	2.3%
Utopia	1.6%
Thor	1.2%
Blur.....	0.9%
Pro Grip	0.6%
O'Neal.....	0.5%
Steel MX.....	0.4%
Answer.....	0.3%
Fly.....	0.3%
MSR	0.2%
Misc. / Fill-in answers	1.8%

BOOTS:

Will Replace	46.2%
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IF "YES," WHAT BRAND OF BOOTS:

Alpinestars.....	40.0%
Gaerne	20.6%
Undecided.....	11.1%
Sidi	7.1%
Fox.....	6.0%
661	3.1%
TCX.....	2.4%
Thor	2.0%
Scott.....	1.1%
O'Neal.....	0.8%
Fly.....	0.7%
No Fear	0.7%

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Answer	0.6%
Jett.....	0.6%
Acerbis.....	0.5%
AXO.....	0.5%
Forma.....	0.5%
MSR.....	0.4%
ARC.....	0.2%
Moose.....	0.1%
Shift.....	0.1%
Misc. / Fill-in answers	0.9%

NECK PROTECTION:

Will Replace	25.5%
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IF "YES," WHAT BRAND OF NECK PROTECTION:

Leatt.....	44.8%
Alpinestars.....	26.0%
Undecided.....	17.8%
EVS.....	6.3%
661.....	2.2%
Omega.....	2.1%
Misc. / Fill-in answers	0.8%

KNEE PROTECTION:

Will Replace	24.9%
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IF "YES," WHAT BRAND OF KNEE PROTECTION:

Asterisk.....	23.5%
Undecided.....	21.4%
EVS.....	20.1%
POD MX.....	7.8%
Fox.....	5.8%
661.....	5.4%
Thor.....	3.0%
CTI.....	2.9%
Alpinestars.....	2.8%
MSR.....	1.3%
AXO.....	1.0%
Answer.....	0.9%
Troy Lee.....	0.8%
O'Neal.....	0.6%
Fly.....	0.5%
No Fear.....	0.5%
Moose.....	0.1%
Misc. / Fill-in answers	1.6%

EXHAUST:

Will Replace	31.9%
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IF "YES," WHAT BRAND OF EXHAUST:

FMF.....	35.6%
Pro Circuit.....	27.3%
Yoshimura.....	9.8%
Undecided.....	7.2%
Akrapovic.....	6.1%
Dr. D / Dubach.....	4.2%
Leo Vince.....	1.8%
DEP.....	1.3%
Rocket.....	0.8%
Jardine.....	0.6%
Big Gun.....	0.5%
Vance & Hines.....	0.5%
HGS.....	0.4%
HMF.....	0.4%
Bill's Pipes.....	0.2%
Two Brothers.....	0.2%
Misc. / Fill-in answers	3.1%

GRAPHICS:

Will Replace	45.5%
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IF "YES," WHAT BRAND OF GRAPHICS:

Undecided.....	32.5%
Decal Works.....	16.3%
One Industries.....	15.2%
Factory Effex.....	9.0%
N-Style.....	4.6%
Factory Backing.....	2.7%
Throttle Jockey.....	2.6%
Flu Designs.....	2.2%
Pro Circuit.....	2.2%
PG.....	1.5%
Roost MX.....	1.1%
FMF.....	0.9%
MGX Unlimited.....	0.9%
Fusion Graphix.....	0.7%
Stellar MX.....	0.7%
Speed Graffix.....	0.6%
180 Decals.....	0.5%
Titan MX.....	0.5%
Misc. / Fill-in answers	5.3%

TIRES:

Will Replace	75.5%
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IF "YES," WHAT BRAND OF TIRES:

Dunlop.....	39.5%
Bridgestone.....	15.9%
Michelin.....	13.5%
Undecided.....	10.9%

Pirelli.....	8.2%
Maxxis.....	7.3%
Kenda.....	2.8%
Cheng Shin.....	0.3%
Metzler.....	0.2%
IRC.....	0.1%
Misc. / Fill-in answers	1.3%

HANDLEBARS:

Will Replace	32.5%
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IF "YES," WHAT BRAND OF HANDLEBARS:

Renthal.....	44.4%
Pro Taper.....	30.2%
Tag.....	6.7%
Undecided.....	5.5%
Fasst.....	3.0%
Easton.....	2.6%
Sunline.....	2.4%
Vortex.....	1.1%
Fly.....	0.8%
O'Neal.....	0.5%
Universal.....	0.5%
Acerbis.....	0.4%
909.....	0.3%
Moose.....	0.3%
Misc. / Fill-in answers	1.3%

GRIPS:

Will Replace	63.1%
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IF "YES," WHAT BRAND OF GRIPS:

Renthal.....	37.6%
Pro Taper.....	20.0%
Undecided.....	12.4%
Scott.....	8.8%
Tag.....	6.6%
Pro Grip.....	6.5%
ODI.....	3.6%
Sunline.....	0.9%
Spider.....	0.6%
Oury.....	0.5%
AME.....	0.3%
Misc. / Fill-in answers	2.2%

LEVERS:

Will Replace	30.9%
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IF "YES," WHAT BRAND OF LEVERS:

ASV.....	26.6%
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Sunline	18.9%
Undecided	18.2%
Works Connection	8.0%
ARC	7.1%
Renthal	7.1%
Pro Taper	3.8%
OEM	2.9%
MSR	2.8%
Zeta	1.8%
Moose	0.4%
Ride Engineering	0.2%
Misc. / Fill-in answers	2.2%

SPROCKET:

Will Replace	57.4%
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IF "YES," WHAT BRAND OF SPROCKET:

Renthal	41.9%
Undecided	15.6%
Tag	8.5%
Sunstar	5.7%
Pro Taper	5.4%
Vortex	5.1%
Sunline	3.6%
Sidewinder	2.2%
Primary Drive	1.9%
Moose	1.6%
AFAM	1.5%
Ironman	1.3%
JT	0.7%
Supersprox	0.7%
MSR	0.6%
Talon	0.6%
PBI	0.3%
Misc. / Fill-in answers	2.8%

CHAIN:

Will Replace	59.7%
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IF "YES," WHAT BRAND OF CHAIN:

DID	32.5%
Renthal	21.5%
Undecided	13.4%
RK	12.0%
Regina	6.4%
Pro Taper	2.9%
EK	2.6%
Sidewinder	1.5%
Moose	1.3%
Sunline	1.2%
Vortex	1.1%
Tsubaki	1.0%

AFAM	0.7%
KMC	0.4%
Primary Drive	0.4%
MSR	0.3%
Misc. / Fill-in answers	0.8%

BIKE STAND:

Will Replace	15.0%
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IF "YES," WHAT BRAND OF BIKE STAND:

Undecided	35.4%
Pro Circuit	11.3%
Matrix	9.2%
Universal	7.0%
Ogio	6.5%
FMF	5.0%
Moto Concepts	4.5%
Fly	4.1%
Cycra	3.6%
MSR	3.4%
Akrapovic	1.8%
ASV	0.9%
Mad Racing	0.7%
Pit Posse	0.7%
Moose	0.5%
Rhino Stand	0.5%
Works Connection	0.5%
Misc. / Fill-in answers	4.4%

FAVORITE OIL:

Maxima	18.5%
Amsoil	9.7%
Motul	9.7%
Yamalube	8.6%
Bel-Ray	8.3%
Castrol	8.3%
Hondaline	7.9%
Motorex	6.4%
Silkolene	3.3%
Spectro	3.3%
Undecided	2.7%
Klotz	1.9%
Lucas	1.6%
Kawasaki	1.4%
Shell Rotella	1.4%
Torco	1.2%
PJ1	0.7%
Mobil	0.7%
Redline	0.5%
Elf	0.2%
Kal-Gard	0.2%
Putoline	0.2%
Repsol	0.2%
Rock Oil	0.2%

Royal Purple	0.2%
Valvoline	0.2%
Misc. / Fill-in answers	2.5%

FAVORITE BRAND OF CASUAL SHOE:

Undecided	17.7%
Nike	17.5%
DC	14.7%
Vans	10.7%
Adidas	7.6%
DVS	5.7%
Nike 6.0	4.6%
Etnies	4.0%
Fox	2.9%
Converse	2.3%
New Balance	1.8%
Globe	1.3%
Osiris	1.1%
Adio	0.6%
Asics	0.6%
Puma	0.6%
Merrell	0.5%
Emerica	0.4%
Sketchers	0.4%
Lakai	0.3%
Salomon	0.3%
Oakley	0.2%
DC	0.1%
eS	0.1%
Misc. / Fill-in answers	4.0%

FAVORITE BRAND OF SUNGLASSES:

Oakley	39.2%
Undecided	21.8%
Spy	11.6%
Smith	4.5%
Von Zipper	3.4%
Fox	3.0%
Dragon	2.7%
Arnette	2.3%
Ray-Ban	2.3%
Electric	2.1%
Scott	0.8%
Utopia	0.7%
Costa Del Mar	0.4%
Maui Jim	0.4%
Anarchy	0.3%
Revo	0.3%
Misc. / Fill-in answers	4.1%

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POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes 27.2%

IF "YES," WHAT TYPE OF STREET BIKE:

Sport..... 37.4%
Dual-sport 16.6%
Cruiser..... 16.2%
Touring 9.9%
Chopper / Custom 7.4%
Misc. / Fill-in answers 12.5%

IF "YES," WHAT BRAND OF STREET BIKE:

Honda..... 20.3%
Yamaha 16.8%
Harley Davidson 16.0%
Suzuki 13.5%
Kawasaki..... 11.5%
KTM 5.9%
Triumph 2.7%
Ducati..... 2.4%
BMW 2.2%
Aprilla 1.6%
Victory 0.5%
Misc. / Fill-in answers 6.6%

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

Yes 9.1%

IF "YES," WHAT TYPE OF STREET BIKE:

Sport..... 35.3%
Dual-Sport..... 19.9%
Cruiser..... 15.8%
Undecided..... 8.8%
Touring 7.0%
Chopper / Custom 5.5%
Misc. / Fill-in answers..... 7.7%

IF "YES," WHAT BRAND OF STREET BIKE:

Undecided..... 22.6%
Honda..... 13.9%
Yamaha 12.8%
Harley Davidson 9.4%
Kawasaki..... 9.4%
Suzuki 7.9%
KTM 7.1%
Ducati..... 5.3%

Triumph 3.4%
BMW 2.6%
Aprilla 2.3%
Victory 1.1%
Misc. / Fill-in answers 2.2%

OWN A SIDE x SIDE ATV?

Yes 7.0%

IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Yamaha..... 34.3%
Polaris 17.8%
Kawasaki 14.8%
Honda 12.6%
Artic Cat 3.5%
Suzuki 2.2%
John Deere 1.7%
Kubota 1.3%
Misc. / Fill-in answers 11.8%

PLAN TO BUY A SIDE x SIDE ATV IN THE NEXT 12 MONTHS:

Yes 2.3%

IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Polaris 26.5%
Undecided..... 25.0%
Kawasaki 20.6%
Yamaha..... 17.6%
Honda 10.3%

OWN AN ATV:

Yes 21.2%

IF "YES," WHAT TYPE OF ATV:

Sport 48.9%
Utility..... 51.1%

IF "YES," WHAT BRAND OF ATV:

Yamaha..... 29.8%
Honda 29.3%
Kawasaki 12.0%
Suzuki 10.6%
Polaris 10.3%
Bombardier 2.9%
Artic Cat 2.7%
Misc. / Fill-in answers 2.4%

PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:

Yes..... 3.1%

IF "YES," WHAT TYPE OF ATV:

Sport 50.0%
Utility 36.7%
Undecided..... 13.3%

IF "YES," WHAT BRAND OF ATV:

Honda 30.0%
Undecided..... 21.1%
Yamaha..... 20.0%
Suzuki..... 7.8%
Kawasaki 5.6%
Polaris 5.6%
KTM 3.3%
Artic Cat 2.2%
Bombardier..... 1.1%
Misc. / Fill-in answers 3.3%

OWN A PERSONAL WATERCRAFT:

Yes..... 10.0%

IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Yamaha..... 30.2%
Kawasaki 29.2%
Bombardier 23.4%
Honda 6.9%
Polaris..... 3.1%
Sea-Doo 1.4%
Misc. / Fill-in answers 5.8%

PLAN TO BUY A PERSONAL WATERCRAFT IN THE NEXT 12 MONTHS:

Yes..... 3.3%

IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Yamaha..... 27.6%
Kawasaki 26.5%
Undecided..... 22.4%
Honda 10.2%
Bombardier..... 7.1%
HSR-Benelli 2.0%
Misc. / Fill-in answers 4.2%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes 69.2%

IF "YES," WHAT BRAND OF TRUCK:

Ford..... 31.8%
Chevrolet..... 27.7%
Toyota 14.7%
Dodge..... 13.4%
Nissan 4.8%
GMC 3.1%
Mazda 0.9%
Holden..... 0.7%
Honda..... 0.4%
Mitsubishi 0.3%
Volkswagen 0.3%
Misc. / Fill-in answers 1.9%

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

Yes 16.9%

IF "YES," WHAT BRAND OF TRUCK:

Ford..... 24.9%
Toyota 22.7%
Chevrolet..... 20.3%
Undecided..... 13.5%
Dodge..... 8.2%
Nissan 5.8%
GMC 1.4%
Honda..... 1.2%
Misc. / Fill-in answers 2.0%