

2016 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

40% *Entered a Race Last Year*

\$4,236 *Avg. Cost of Primary Bike*

2.2 *Avg. Number of Bikes*

43% *Will Buy a New Bike
in the Next Year*

\$97,672 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **9.4%** SPECIALIZED

Fork to Buy: **33.3%** ROCKSHOX

Rear Shock to Buy: **40.7%** FOX

Brakes to Buy: **50.4%** SHIMANO

*Derailleurs /
Shifters to Buy:* **54.5%** SHIMANO

METHODOLOGY:

This survey was conducted on Vital MTB, May - June 2016. Responses were limited to one per person. Results were tabulated from over 9,000 surveys. Results have been rounded to the nearest tenth of a percent.

DEMOGRAPHIC INFORMATION

GENDER:

Male	96.5%
Female	3.5%

AGE:

Average	35
Median	35
19 or under	13.1%
20-29	21.1%
30-39	30.3%
40-49	25.4%
50-59	8.1%
60 or older	2.0%

MARITAL STATUS:

Single	50.1%
Married	49.9%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.6%
High school	16.9%
Some college	18.8%
College	38.0%
Postgraduate degree	20.8%

HOUSEHOLD INCOME:

Average	\$97,671
Median	\$87,500
Under \$25,000	15.2%
\$25,001-\$50,000	16.8%
\$50,001-\$75,000	15.1%
\$75,001-\$100,000	15.8%
\$100,001-\$125,000	11.6%

\$125,001-\$150,000	8.8%
\$150,001-\$175,000	4.6%
\$175,001-\$200,000	3.7%
\$200,001-\$225,000	2.6%
\$225,001-\$250,000	1.4%
\$250,001 or more	4.4%

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

United States	38.3%
United Kingdom	10.9%
Australia	9.5%
Canada	7.8%
New Zealand	4.1%
Germany	2.6%
France	2.1%
Italy	1.5%
Spain	1.3%
Sweden	1.0%

U.S. TRAFFIC:

**Top 10 states from survey responses:*

California	24.6%
Colorado	8.9%
Washington	6.3%
Utah	4.8%
Oregon	4.3%
Arizona	4.1%
New York	3.1%
Texas	3.0%
Pennsylvania	2.9%
Massachusetts	2.5%

INTERNATIONAL TRAFFIC:

**Top 10 of 229 countries from Google Analytics:*

United States	33.3%
United Kingdom	10.5%
Canada	7.5%
Australia	5.7%
Germany	5.2%
France	4.2%
New Zealand	2.5%
Spain	2.1%
Italy	2.1%
Switzerland	1.6%

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

California	26.5%
Colorado	8.6%
Washington	6.2%
Utah	4.7%
Texas	4.2%
New York	3.9%
Oregon	3.4%
Virginia	3.2%
Arizona	2.9%
North Carolina	2.6%

NON-MTB ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Hiking	51.1%
Camping	49.3%
Running	33.6%
Road cycling	32.1%
Video gaming	26.4%
Skiing	25.6%
Snowboarding	25.3%
Climbing	22.8%
Fishing	21.3%
Motocross	21.3%
Soccer	17.3%
BMX	16.6%
Shooting	14.9%
Surfing	14.9%
Skateboarding	14.4%
Basketball	14.1%
Golf	12.5%
Football	11.8%
Formula 1	11.6%
Moto GP	11.2%
Rally	10.0%
Tennis	9.1%
Hockey	8.5%
Hunting	8.3%
Wakeboarding	7.8%
Baseball	7.1%
Rugby	7.0%
RC	6.8%
Off-Road truck racing	4.8%
Boxing	4.8%
Snowmobiling	4.6%
Waterskiing	4.2%
Drag Racing	3.6%
NASCAR	2.8%

Indy car	2.5%
Lacrosse	1.9%
Kayaking	0.7%
Swimming	0.7%
Gym / weight training	0.5%
Kite Surfing	0.4%
Martial Arts / MMA	0.3%
Windsurfing	0.3%
Sailing	0.2%
Volleyball	0.2%
Crossfit	0.2%
Stand up paddle boarding	0.2%
Misc. / Fill-in	6.5%

NON-MTB BIKES OWNED:

Road	54.6%
Commuter	38.7%
BMX	29.2%
Cyclocross	15.3%
Fat	8.0%
E-bike	2.6%
Triathlon	2.0%
Beach cruiser	1.5%
Trials	0.9%
Fixie	0.7%
Single speed	0.4%
Track	0.4%
Tandem	0.3%
Touring	0.3%
Misc. / Fill-in	4.1%

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

Mountain bike websites	79.9%
Online product reviews	72.9%
Riding friends	56.8%
Manufacturer websites	51.8%
Local bike shop	50.3%
Magazines	46.6%

Social Media	38.5%
Mail-order websites	22.5%
Manufacturer catalogs	11.3%
Mail-order catalogs	3.7%
Misc. / Fill-in	1.2%

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes	97.3%
-----	-------

HOW OFTEN RIDE:

Average	2.4 times a week
4 or more times a week	23.2%
2-3 times a week	47.9%
About once a week	19.0%
2-3 times a month	5.5%
About once a month	1.8%
I don't ride regularly	2.6%

TYPES OF RIDING DONE IN PAST 12 MONTHS:

Trail Riding	81.8%
Enduro / All-Mountain	73.4%
Cross-Country	61.7%
Downhill / Gravity	58.0%
Dirt Jumping	24.5%
Street Riding / Skateparks	20.2%

FAVORITE TYPE OF RIDING:

Enduro / All-Mountain	37.4%
Trail Riding	29.3%
Downhill / Gravity	24.3%
Cross-Country	5.7%
Dirt Jumping	1.8%
Street Riding / Skateparks	1.4%

ENTERED RACE IN PAST 12 MONTHS:

Yes	40.0%
-----	-------

IF "YES," WHAT TYPE OF RACE:

Enduro	53.8%
Downhill	39.2%
Cross-country	38.1%
Endurance races	14.8%
Cyclocross	7.3%
Super D	6.8%
Dual-slalom	5.1%
4X	3.3%

RIDDEN A MOUNTAIN BIKE PARK:

Yes	70.7%
-----	-------

IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler	19.1%
Queenstown	3.2%
Trestle / Winter Park	2.9%
Northstar California	2.8%
Mammoth	2.7%
Snow Summit / Big Bear	2.5%
Highland Mountain	2.3%
Morzine	2.2%
Glentress	1.9%
Whakarewarewa	1.8%
Angel Fire	1.7%
Bike Park Wales	1.6%
Silver Star	1.6%
Mountain Creek	1.5%
Chatel	1.4%
Leogang	1.4%
Snowshoe	1.3%
Winterberg	1.2%
Mt. Buller	1.2%
Hafjell	1.1%
Les Gets	1.1%
UK Bike Park	1.1%
Canyons	1.1%

Keystone	1.1%
Afan	1.0%
Thredbo	1.0%
Les Duex Alps	0.9%
Portes Du Soleil	0.9%
Vallnord	0.9%
Coast Gravity Park	0.9%
Schladming	0.9%
Rotorua	0.9%
Deer Valley	0.8%
Are Bike Park	0.7%
Stromlo	0.7%
Livigno	0.7%
Lac Blanc	0.7%
Bromont, Canada	0.6%
Duthie Hill	0.6%
Fernie Bike Park	0.6%
Ray's Indoor, Cleveland	0.6%
Beech Mountain	0.6%
Burke	0.6%
Blue Mountain	0.5%
Llandegla	0.5%
Stevens Pass	0.5%
Valmont	0.5%
Sun Peaks	0.4%
Youyangs	0.4%
Nevados de Chillan	0.4%
Bike Park Ireland	0.4%
Bootleg Canyon	0.4%
Eagle Park	0.4%
Evolution / Crested Butte	0.4%
Javornik	0.4%
Plattekill	0.4%
Thunder Mountain	0.4%
Tignes Val d'Isere	0.4%
Whitefish Bike Park	0.4%
Woodhill	0.4%
Bali Bike Park	0.4%
El Durazno	0.4%
Maribor	0.4%
Mt. Bachelor	0.4%
Ponte de Lima	0.4%
Semmering	0.3%
Gisburn Forest	0.3%
Jarvso	0.3%
Revolution	0.3%
Saalbach	0.3%
Silver Mountain	0.3%
Steamboat	0.3%
Chicksands	0.3%
Fujimi Panorama	0.2%
Joyride 150	0.2%
La Pinilla	0.2%
Ray's Indoor, Milwaukee	0.2%
Pila	0.2%
Verbier	0.2%
Granby Ranch	0.2%

Killington	0.2%
Lenzerheide	0.2%
Antur Stiniog	0.2%
Bryce	0.2%
Tamarack	0.2%
Misc. / Fill-in Answers	11.9%

COST OF CURRENT BIKE:

Average	\$4,263
Median	\$3,500
Under \$999	8.0%
\$1,000-\$1,999	11.4%
\$2,000-\$2,999	15.6%
\$3,000-\$3,999	17.9%
\$4,000-\$4,999	13.7%
\$5,000-\$5,999	11.3%
\$6,000-\$6,999	8.3%
\$7,000-\$7,999	5.3%
\$8,000-\$8,999	3.6%
\$9,000-\$9,999	1.8%
\$10,000-\$10,999	1.5%
\$11,000-\$11,999	0.6%
Over \$12,000	0.9%

HOW MANY BIKES OWNED:

Average	2.2
1	29.5%
2	37.3%
3	19.2%
4	7.1%
5 or more	6.9%

TYPE(S) OF BIKE(S) OWNED:

Enduro / All-Mountain	62.2%
Trail	41.6%
Cross-Country	37.0%
Downhill	28.6%
Dirt Jump / Street / 4x	21.1%
Freeride / Park	11.0%

TRAVEL ON PRIMARY BIKE:

Over 185mm (7.2")	10.8%
150mm-180mm (5.9"-7")	41.5%
125mm-145mm (5"-5.7")	20.8%
75mm-120mm (3"-4.7")	11.5%
Under 75 mm (under 3")	0.7%
It's a hardtail	14.7%

WHEEL SIZE(S) OWNED:

26"	63.7%
27.5" / 650b	48.2%
29"	28.7%
27.5+	4.8%
Fat bike	3.8%
26+	2.6%
29+	1.6%

RUNS PRIMARY BIKE

TUBELESS:

Yes	58.6%
No	41.4%

WHERE NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer	55.8%
Local bike shop	39.4%
Direct from manufacturer	4.8%

MAIL-ORDER USERS BUY FROM MOST:

Chain Reaction	37.6%
Jenson	14.2%
Amazon	6.0%
Bike-Components	4.3%
Price Point	3.8%
Ebay	3.4%
Bike-Discount	3.3%
Probikeshop	2.2%
Wiggle	2.1%
Bike24	1.9%
Competitive Cyclist	1.8%
Alltricks	1.7%
Pushys Australia	1.6%
Torpedo 7	1.4%
Backcountry	1.3%
Art's Cyclery	1.2%
Universal Cycles	1.1%
Hibike	0.7%
Evans Cycles	0.4%
Merlin Cycles	0.4%
Rowerow	0.4%
Worldwide Cyclery	0.4%
Performance	0.4%
Mountain Bikes Direct	0.4%
Direct from manufacturer	0.4%
Bike Bling	0.3%

Blue Sky Cycling	0.3%
Nashbar	0.3%
Bikester	0.2%
Bukakapak	0.2%
Bike-Mailorder	0.2%
Bikewagon	0.2%
BikeParts	0.2%
Cambria Bicycle Outfitters	0.2%
Misc. / Fill-in	5.6%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time	9.9%
75-99% of the time	10.3%
50-74% of the time	14.9%
25-49% of the time	12.2%
Less than 25% of the time	52.8%

NUMBER OF PEOPLE GIVEN MTB BUYING ADVICE:

Average	5
Median	3
0	10.7%
1-3	46.5%
4-6	23.9%
7-9	2.7%
10-12	7.3%
13-15	1.4%
16-18	0.4%
19-21	1.0%
22-24	0.0%
25 or more	6.2%

WORK IN A BIKE SHOP:

Currently work in a shop	14.6%
Previously worked in a shop	9.6%

MOUNTAIN BIKE PARTS & APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months ..	42.9%
-----------------------------------	-------

IF "YES," WHAT TYPE:

Enduro / All-Mountain	46.5%
Trail	22.9%
Downhill	17.2%
Cross-Country	7.1%
Dirt Jump / Street / 4x	3.9%
Freeride / Park	2.5%

IF "YES," WHAT WHEEL SIZE:

27.5" / 650b	56.1%
29"	20.3%
27.5+	10.8%
26"	9.4%
26+	1.3%
29+	1.1%
Fat bike	0.9%

IF "YES," FRONT CHAINRING SET-UP:

1x	82.5%
2x	14.2%
3x	3.3%

IF "YES," WHAT BRAND:

Undecided	20.7%
Specialized	9.4%
Santa Cruz	8.1%
YT Industries	5.6%
Trek	4.9%
Giant	4.4%
Canyon	3.3%
Transition	2.5%
Norco	2.3%
Yeti	2.3%
Kona	2.1%
Commencal	2.0%
Devinici	2.0%
Intense	2.0%
Scott	2.0%
Evil	1.9%
Pivot	1.8%
GT	1.4%
Ibis	1.3%
Rocky Mountain	1.3%
Cannondale	1.2%
Mondraker	1.2%
Banshee	0.8%
Cube	0.7%
Nukeproof	0.6%
Niner	0.6%
Knolly	0.6%
Lapierre	0.5%
Whyte	0.5%
Orange	0.5%
NS Bikes	0.4%
Canfield Brothers	0.4%
Diamondback	0.4%
Polygon	0.4%
Nicolai	0.3%
Zerode	0.3%
Salsa	0.3%
BMC	0.2%
Foes	0.2%
Guerrilla Gravity	0.2%
Orbea	0.2%
Turner	0.2%
Dartmoor	0.2%
Ghost	0.2%
Propain	0.2%
Black Market	0.2%
Felt	0.2%
Haro	0.2%
Merida	0.2%
Surly	0.2%
Vitus	0.2%
Airborne	0.2%
Alutech	0.2%
Chromag	0.2%
Cotic	0.2%

Da Bomb	0.2%
Deity	0.2%
Focus	0.2%
Jamis	0.2%
Juliana	0.2%
Liv/Giant	0.2%
On-One	0.2%
Misc. / Fill-in	4.0%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY ENDURO / ALL-MOUNTAIN:

Undecided	18.2%
Santa Cruz	9.3%
Specialized	9.2%
YT Industries	6.6%
Giant	4.8%
Trek	4.1%
Canyon	3.6%
Yeti	3.6%
Transition	3.1%
Evil	2.8%
Commencal	2.6%
Norco	2.4%
Devinci	2.2%
Intense	2.1%
Pivot	2.0%
Scott	1.9%
Kona	1.8%
Mondraker	1.6%
Ibis	1.3%
GT	1.2%

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

Undecided	25.7%
Specialized	9.3%
Santa Cruz	7.7%
Trek	6.7%
YT Industries	5.1%
Giant	3.1%
Transition	3.0%
Ibis	2.8%
Canyon	2.5%
Yeti	2.4%
Kona	2.2%
Evil	2.0%
Cannondale	1.9%
Devinci	1.7%

Pivot	1.7%
Rocky Mountain	1.7%
Whyte	1.5%
Norco	1.4%
Scott	1.3%
Niner	1.1%

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

Undecided	17.5%
Specialized	9.9%
Santa Cruz	7.9%
YT Industries	7.4%
Giant	5.3%
Trek	4.4%
Canyon	4.2%
Intense	3.8%
Devinci	3.5%
Commencal	3.3%
Norco	3.0%
Scott	3.0%
GT	2.8%
Kona	2.4%
Mondraker	2.0%
Nukeproof	1.9%
Transition	1.6%
Pivot	1.4%
Canfield Brothers	1.1%
Rocky Mountain	1.1%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY 27.5" / 650B WHEELSIZE:

Undecided	17.4%
Santa Cruz	8.8%
Specialized	7.1%
YT Industries	6.3%
Giant	5.8%
Canyon	4.3%
Trek	3.8%
Transition	3.1%
Commencal	3.0%
Devinci	2.9%
Norco	2.6%
Intense	2.5%
Yeti	2.3%
Kona	2.1%
Scott	2.1%

Mondraker	1.7%
Evil	1.4%
GT	1.4%
Pivot	1.4%
Rocky Mountain	1.4%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY 29" WHEELSIZE:

Undecided	20.1%
Specialized	11.3%
Santa Cruz	8.1%
YT Industries	7.4%
Trek	7.2%
Yeti	4.5%
Evil	4.0%
Pivot	2.8%
Niner	2.6%
Cannondale	2.4%
Kona	2.2%
Transition	2.2%
Ibis	1.9%
Canyon	1.8%
Cube	1.3%
Giant	1.3%
Intense	1.2%
Norco	1.2%
Scott	1.0%
BMC	0.9%

FRAME:

Will purchase within 12 months ... 21.2%

IF "YES," WHAT BRAND:

Undecided	21.7%
Santa Cruz	8.5%
Specialized	6.4%
Transition	3.9%
Trek	3.5%
Evil	3.2%
Banshee	3.2%
Yeti	2.8%
Commencal	2.8%
Intense	2.5%
Devinci	2.0%
Giant	1.9%
Canfield Brothers	1.9%
NS Bikes	1.8%
Kona	1.6%
Pivot	1.5%
Ibis	1.4%

Norco	1.4%
Dartmoor	1.4%
GT	1.2%
Canyon	1.1%
Knolly	1.1%
Chromag	1.0%
Scott	1.0%
Nukeproof	0.8%
Cotic	0.8%
Nicolai	0.7%
Orange	0.7%
Rocky Mountain	0.7%
Stanton	0.7%
Zerode	0.7%
Niner	0.7%
Polygon	0.6%
Mondraker	0.6%
On-One	0.6%
Deity	0.5%
Turner	0.5%
Cannondale	0.5%
Surly	0.5%
Lapierre	0.4%
Ragley	0.4%
Salsa	0.4%
Airborne	0.3%
Guerrilla Gravity	0.3%
Liteville	0.3%
Production Privee	0.3%
Carver	0.2%
Diamondback	0.2%
Merida	0.2%
Propain	0.2%
Pyga	0.2%
Cube	0.2%
Da Bomb	0.2%
Foes	0.2%
Lynskey	0.2%
Pole	0.2%
Redline	0.2%
Misc. / Fill-in	7.0%

SUSPENSION FORK:

Will purchase within 12 months ... 29.0%

IF "YES," WHAT BRAND:

RockShox	33.3%
Fox	33.1%
Undecided	12.8%
DVO	4.3%
Marzocchi	3.1%
SR Suntour	2.5%
X-Fusion	2.5%

Manitou	2.2%
BOS	2.0%
MRP	1.7%
Ohlins	0.7%
Formula	0.4%
DT Swiss	0.3%
Cannondale	0.2%
Lauf	0.2%
Misc. / Fill-in	0.7%

REAR SHOCK:

Will purchase within 12 months ... 20.7%

IF "YES," WHAT BRAND:

Fox	40.7%
RockShox	21.5%
Undecided	10.5%
Cane Creek	9.9%
DVO	4.7%
Ohlins	3.4%
PUSH	2.7%
BOS	1.4%
X-Fusion	1.1%
Manitou	0.8%
Marzocchi	0.8%
DT Swiss	0.6%
Avalanche	0.5%
EXT	0.4%
MRP	0.3%
Scott	0.2%
Specialized	0.2%
SR Suntour	0.2%
Misc. / Fill-in	0.2%

WHEELSET:

Will purchase within 12 months ... 34.6%

IF "YES," PRE-BUILT OR CUSTOM:

Custom	52.6%
Pre-built	47.4%

IF "PRE-BUILT," WHAT BRAND:

Undecided	21.6%
DT Swiss	10.1%

Mavic	9.5%
Hope	7.0%
Stan's NoTubes	6.9%
Industry Nine	5.7%
ENVE	4.8%
Easton	4.4%
Spank	4.0%
e*thirteen	3.1%
Roval	2.4%
Bontrager	2.0%
Ibis	1.6%
crankbrothers	1.5%
Novatec	1.5%
Shimano	1.4%
Sun Ringle	1.0%
Azonic	1.0%
SRAM	1.0%
American Classic	0.9%
WTB	0.9%
Light Bicycles	0.6%
Superstar	0.6%
Atomlab	0.5%
Race Face	0.5%
NOX Composites	0.4%
Nukeproof	0.4%
Canfield Brothers	0.3%
NOBL	0.3%
NS Bikes	0.3%
Zelvy	0.3%
ANVL	0.3%
DMR	0.2%
Fulcrum	0.2%
Halo	0.2%
Reynolds	0.2%
Misc. / Fill-in	2.2%

IF "CUSTOM," WHAT BRAND OF RIMS:

Undecided	17.2%
Stan's No Tubes	12.2%
DT Swiss	9.0%
Light Bicycle	6.6%
ENVE	6.4%
Spank	5.6%
Easton	4.7%
Mavic	4.5%
WTB	3.2%
Derby	3.1%
e*thirteen	2.4%
NOX Composites	2.3%
Hope	2.1%
Industry Nine	2.1%
Sun Ringle	1.5%

Velocity	1.2%
Ibis	1.0%
Zelvy	0.9%
Alex	0.8%
Halo	0.8%
Nextie	0.8%
Atomik Carbon	0.7%
Bontrager	0.6%
Nukeproof	0.6%
NOBL	0.5%
NS Bikes	0.4%
Ryde	0.4%
Atomlab	0.3%
cSixx	0.3%
Da Bomb	0.3%
Kore	0.3%
Pacenti	0.3%
Specialized	0.3%
crankbrothers	0.3%
Funn	0.3%
Gravity	0.3%
Reynolds	0.3%
Sixpack	0.3%
SRAM	0.3%
Syntaxe	0.3%
American Classic	0.2%
Dartmoor	0.2%
HED	0.2%
Shimano	0.2%
Misc. / Fill-in	3.7%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope	32.0%
Undecided	14.3%
DT Swiss	13.4%
Chris King	10.9%
Industry Nine	7.0%
Shimano	2.9%
Onyx	2.2%
Novatec	1.7%
Hadley	1.5%
SRAM	1.5%
e*thirteen	1.0%
Profile	1.0%
Halo	0.7%
Tune	0.7%
Acros	0.4%
Superstar	0.4%
Atomlab	0.3%
Bontrager	0.3%
Stan's NoTubes	0.3%
Dartmoor	0.3%

Funn	0.3%
Mavic	0.3%
NS Bikes	0.3%
Sun Ringle	0.3%
White Industries	0.3%
American Classic	0.2%
crankbrothers	0.2%
cSixx	0.2%
Formula	0.2%
NOBL	0.2%
Nukeproof	0.2%
Spank	0.2%
Stealth	0.2%
Misc. / Fill-in	4.1%

TIRES:

Will purchase within 12 months... 79.5%

IF "YES," WHAT BRAND:

Maxxis	48.1%
Schwalbe	16.5%
Undecided	11.1%
Continental	5.2%
Specialized	4.8%
WTB	2.5%
Bontrager	2.5%
Kenda	2.1%
Onza	1.4%
e*thirteen	1.4%
Michelin	1.3%
Mavic	0.7%
Vittoria	0.7%
Vee Tire Co.	0.3%
Hutchinson	0.2%
Panaracer	0.2%
45North	0.2%
Misc. / Fill-in	0.9%

HANDLEBARS:

Will purchase within 12 months... 29.1%

IF "YES," WHAT BRAND:

Renthal	20.5%
Race Face	15.1%
Undecided	14.7%
Chromag	7.3%
ENVE	6.2%
Deity	5.8%

Spank	4.4%
Easton	4.1%
Funn	1.8%
Truvativ	1.5%
Answer	1.4%
Nukeproof	1.1%
Thomson	0.9%
Pro	0.9%
Bontrager	0.8%
Joystick	0.8%
Syntaxe	0.7%
Gamut	0.7%
NS Bikes	0.7%
Santa Cruz	0.7%
crankbrothers	0.6%
Kore	0.6%
Azonic	0.6%
Hope	0.6%
Burgtec	0.4%
ODI	0.3%
Reverse Components	0.3%
Ritchey	0.3%
Sixpack	0.3%
3T	0.3%
Gravity	0.3%
FSA	0.3%
Jones	0.3%
Dartmoor	0.2%
Loaded Precision	0.2%
ANVL	0.2%
Atomic	0.2%
Control Tech	0.2%
cSixx	0.2%
Giant	0.2%
Misc. / Fill-in	3.1%

GRIPS:

Will purchase within 12 months... 50.5%

IF "YES," WHAT BRAND:

ODI	28.0%
Undecided	15.3%
ESI	6.2%
Ergon	6.1%
Sensus	6.0%
Lizard Skins	5.2%
Renthal	5.0%
Race Face	3.7%
Chromag	2.5%
DMR	2.2%
Oury	1.9%
Specialized	1.9%

Troy Lee Designs	1.5%
Santa Cruz	1.2%
Easton	1.1%
Deity	0.9%
WTB	0.7%
Bontrager	0.6%
SDG	0.5%
Hope	0.5%
crankbrothers	0.4%
Pro	0.4%
Answer	0.4%
Nukeproof	0.4%
Giant	0.4%
Spank	0.4%
SRAM	0.4%
Funn	0.3%
Red Monkey	0.3%
Ritchey	0.3%
Superstar	0.3%
Dartmoor	0.3%
Yeti	0.3%
NS Bikes	0.2%
FSA	0.2%
Azonic	0.2%
Clarks	0.2%
Cult	0.2%
Fi'zi:k	0.2%
Syncros	0.2%
Misc. / Fill-in	3.4%

STEM:

Will purchase within 12 months ... 21.6%

IF "YES," WHAT BRAND:

Undecided	18.0%
Race Face	13.9%
Renthal	13.9%
Chromag	5.6%
Deity	4.7%
Thomson	4.7%
Hope	4.0%
Easton	3.7%
ENVE	3.6%
Spank	3.4%
Truvativ	2.2%
Funn	2.2%
Syntace	1.8%
Bontrager	1.5%
Pro	1.1%
Answer	1.1%
Joystick	1.0%
Gamut	0.9%

Ritchey	0.9%
FSA	0.7%
3T	0.7%
Nukeproof	0.7%
Burgtec	0.6%
crankbrothers	0.6%
Kore	0.6%
Azonic	0.4%
Dartmoor	0.4%
NS Bikes	0.4%
Straitline	0.4%
ANVL	0.3%
DMR	0.3%
Gravity	0.3%
BOX Components	0.2%
Cannondale	0.2%
Control Tech	0.2%
Giant	0.2%
GT	0.2%
ODI	0.2%
Pacenti	0.2%
Specialized	0.2%
Loaded Precision	0.2%
North Shore Billet	0.2%
Onoff	0.2%
Sixpack	0.2%
WTB	0.2%
Misc. / Fill-in	2.5%

HEADSET:

Will purchase within 12 months ... 14.6%

IF "YES," WHAT BRAND:

Cane Creek	29.1%
Chris King	23.3%
Undecided	14.7%
Hope	11.9%
FSA	5.9%
Works Components	2.3%
Nukeproof	1.7%
Acros	1.2%
Shimano	1.2%
Superstar	0.7%
Dartmoor	0.5%
Da Bomb	0.5%
Funn	0.5%
Giant	0.5%
Ritchey	0.5%
Token	0.5%
Pro	0.4%
Reset Racing	0.4%
WTB	0.4%

Aheadset	0.3%
K9 Industries	0.3%
Octane One	0.3%
Alpha	0.2%
Atomlab	0.2%
Black Market	0.2%
Gravity	0.2%
Sixpack	0.2%
Syntace	0.2%
Misc. / Fill-in	2.2%

BRAKES:

Will purchase within 12 months ... 29.3%

IF "YES," WHAT BRAND:

Shimano	50.4%
SRAM	16.8%
Hope	10.2%
Undecided	6.7%
Avid	6.6%
Magura	4.7%
Formula	1.6%
Hayes	0.7%
Tektro	0.7%
TRP	0.5%
Trickstuff	0.2%
Misc. / Fill-in	0.9%

DERAILLEURS AND/OR SHIFTERS

Will purchase within 12 months ... 26.0%

IF "YES," WHAT BRAND:

Shimano	54.5%
SRAM	39.2%
Undecided	4.3%
BOX Components	1.2%
SR Suntour	0.2%
Misc. / Fill-in	0.7%

CRANKS:

Will purchase within 12 months ... 19.8%

IF "YES," WHAT BRAND:

Race Face	33.4%
Shimano	25.0%
SRAM	15.1%
<i>Undecided</i>	<i>10.9%</i>
Hope	3.4%
e*thirteen	3.1%
Truvativ	1.4%
FSA	0.5%
Middleburn	0.5%
Praxis	0.5%
Profile	0.5%
DMR	0.5%
Rotor	0.5%
Gravity	0.3%
Azonic	0.3%
Canfield Brothers	0.3%
Deity	0.3%
Specialized	0.3%
crankbros	0.2%
Dartmoor	0.2%
GT	0.2%
White Industries	0.2%
<i>Misc. / Fill-in</i>	<i>2.5%</i>

1X FRONT CHAINRING:

Will purchase within 12 months ... 33.1%

IF "YES," WHAT BRAND:

Race Face	24.8%
<i>Undecided</i>	<i>13.4%</i>
Absolute Black	11.6%
SRAM	10.1%
Wolf Tooth	6.7%
OneUp Components	5.1%
Hope	4.5%
Shimano	3.8%
e*thirteen	3.5%
Renthal	3.4%
Blackspire	2.2%
Chromag	1.5%
Superstar	1.1%
MRP	1.0%
Praxis	0.8%
Gamut	0.6%
Works Components	0.5%
Truvativ	0.4%
Csixx	0.3%
Rotor	0.3%
Dartmoor	0.3%
FSA	0.3%

Revolution Components	0.3%
North Shore Billet	0.2%
Garbaruk	0.2%
On-One	0.2%
Burgtec	0.2%
Deity	0.2%
<i>Misc. / Fill-in</i>	<i>2.5%</i>

CASSETTE:

Will purchase within 12 months ... 29.7%

IF "YES," WHAT BRAND:

Shimano	41.5%
SRAM	34.1%
OneUp Components	7.0%
e*thirteen	5.8%
SunRace	4.6%
Hope	2.4%
Wolf Tooth	1.9%
Blackspire	0.6%
Works Components	0.5%
Absolute Black	0.5%
Kore	0.3%
Fire Eye	0.3%
BOX Components	0.2%
<i>Misc. / Fill-in</i>	<i>0.2%</i>

CHAINGUIDE:

Will purchase within 12 months ... 18.2%

IF "YES," WHAT BRAND:

e*thirteen	22.5%
<i>Undecided</i>	<i>19.2%</i>
MRP	15.7%
OneUp Components	15.5%
Shimano	4.4%
SRAM	3.6%
Blackspire	2.8%
Gamut	2.6%
Hope	2.2%
77 Designz	2.0%
cSixx	1.1%
Truvativ	0.8%
Bioncion	0.7%
Absolute Black	0.7%
Carbocage	0.6%
DMR	0.6%
Superstar	0.6%

Da Bomb	0.4%
Gravity	0.4%
Mozartt	0.4%
Shaman Racing	0.4%
Funn	0.4%
Shovel	0.4%
Straitline	0.3%
<i>Misc. / Fill-in</i>	<i>1.6%</i>

PEDALS:

Will purchase within 12 months ... 39.1%

IF "YES," WHAT TYPE:

Flat	54.1%
Clipless	45.9%

IF "FLAT," WHAT BRAND:

<i>Undecided</i>	<i>20.7%</i>
DMR	9.1%
Deity	7.2%
Race Face	6.9%
crankbrothers	5.2%
Chromag	4.6%
Nukeproof	4.5%
Shimano	4.5%
Spank	4.2%
HT	3.2%
Hope	2.4%
VP Components	2.2%
Canfield Brothers	2.2%
Gamut	2.0%
Straitline	1.6%
Wellgo	1.5%
Superstar	1.3%
Xpedo	1.2%
Specialized	1.1%
Azonic	1.0%
Burgtec	0.9%
Funn	0.8%
Fire Eye	0.8%
Pedaling Innovations	0.7%
e*thirteen	0.6%
Da Bomb	0.5%
NS Bikes	0.5%
Twenty6	0.5%
Bontrager	0.4%
Dartmoor	0.4%
Jet Black	0.4%
WTB	0.4%
Loaded Precision	0.3%
Syntaxe	0.3%

Blackspire	0.3%
Cult	0.3%
Forté	0.3%
Giant	0.3%
Gravity	0.3%
Odyssey	0.3%
Point One Racing	0.3%
Reverse Components	0.3%
Sixpack	0.3%
Black Market	0.2%
Easton	0.2%
Kore	0.2%
SNAFU	0.2%
Misc. / Fill-in	2.7%

IF "CLIPLESS," WHAT BRAND:

crankbrothers	37.5%
Shimano	35.7%
Undecided	9.3%
HT	6.6%
Time	5.7%
VP Components	1.0%
Mavic	0.8%
Xpedo	0.8%
Look	0.6%
iSSi	0.3%
Speedplay	0.3%
Bebop	0.2%
Wellgo	0.2%
Misc. / Fill-in	1.0%

SEAT:

Will purchase within 12 months ... 24.9%

IF "YES," WHAT BRAND:

Undecided	19.6%
WTB	15.8%
Chromag	8.9%
SDG	8.8%
F'iz:ik	7.5%
Specialized	6.0%
Ergon	4.9%
Selle Italia	3.8%
Charge	2.9%
Fabric	2.2%
Bontrager	1.5%
Race Face	1.4%
SQ Lab	1.4%
Deity	1.3%
Brooks	1.1%
ANVL	0.7%

Nukeproof	0.7%
Tioga	0.7%
Pro	0.6%
Yeti	0.5%
Joystick	0.4%
GT	0.4%
Spank	0.4%
66sick	0.3%
Selle SMP	0.3%
Prologo	0.3%
Selle San Marco	0.3%
Syncros	0.3%
Velo	0.3%
Kore	0.2%
Alpha	0.2%
Black Market	0.2%
Burgtec	0.2%
Dirty	0.2%
Morgaw	0.2%
Funn	0.2%
Octane One	0.2%
Ragley	0.2%
Serfas	0.2%
Misc. / Fill-in	5.1%

SEATPOST:

Will purchase within 12 months ... 22.7%

IF "YES," WHAT TYPE:

Dropper	84.4%
Regular	15.6%

IF "DROPPER," WHAT BRAND:

RockShox	26.6%
Undecided	16.9%
KS Suspension	14.9%
9point8	9.9%
Fox	7.5%
Race Face	4.1%
Thomson	3.4%
Specialized	2.3%
crankbrothers	2.1%
Giant	2.0%
Bontrager	2.0%
X-Fusion	1.5%
Magura	1.4%
Gravity Dropper	1.0%
Nukeproof	0.5%
DNM	0.4%
DVO	0.4%
Easton	0.4%
Tmars	0.4%

Vecnum	0.2%
Misc. / Fill-in	2.3%

IF "REGULAR," WHAT BRAND:

Undecided	29.5%
Thomson	15.3%
ENVE	5.6%
Race Face	5.6%
SDG	5.6%
Easton	3.4%
FSA	3.0%
Truvativ	2.6%
Chromag	2.2%
Specialized	2.2%
Nukeproof	1.9%
Deity	1.5%
Niner	1.5%
Ritchey	1.5%
Burgtec	1.1%
Cane Creek	1.1%
Hope	1.1%
Pro	1.1%
crankbrothers	0.7%
Giant	0.7%
Sixpack	0.7%
Syntace	0.7%
Tune	0.7%
3T	0.4%
Answer	0.4%
Bontrager	0.4%
Control Tech	0.4%
Da Bomb	0.4%
Erikson	0.4%
F'iz:ik	0.4%
Funn	0.4%
MacNeil	0.4%
Moots	0.4%
Octane	0.4%
Oval	0.4%
Selle Italia	0.4%
Shimano	0.4%
SNAFU	0.4%
USE	0.4%
Misc. / Fill-in	4.5%

HELMET:

Will purchase within 12 months ... 42.5%

IF "YES," WHAT TYPE:Open-Face 53.7%
Full-Face 46.3%**IF "FULL-FACE," WHAT BRAND:**Troy Lee Designs 22.1%
Undecided 17.1%
Bell 15.0%
Fox 9.0%
100% 6.4%
Giro 5.8%
iXS 2.9%
SixSixOne 2.5%
MET 2.2%
Kali Protectives 2.1%
POC 1.9%
Urge 1.8%
7 iDP 1.0%
Specialized 1.0%
Fly 0.9%
Leatt 0.8%
Bluegrass 0.8%
O'Neal 0.8%
6D 0.5%
Airoh 0.4%
Scott 0.3%
Sweet Protection 0.3%
Uvex 0.3%
Kabuto 0.3%
ONE Industries 0.3%
Smith Optics 0.3%
THE 0.3%
Answer 0.2%
Bontrager 0.2%
TSG 0.2%
Misc. / Fill-in 2.4%**IF "OPEN-FACE," WHAT BRAND:***Undecided* 27.8%
Giro 11.3%
Troy Lee Designs 11.3%
Bell 10.2%
POC 6.3%
Fox 5.8%Specialized 3.4%
Smith Optics 2.9%
Urge 2.3%
iXS 2.2%
Kali Protectives 1.9%
SixSixOne 1.3%
Bontrager 1.1%
7 iDP 1.1%
MET 1.0%
Scott 1.0%
6D 0.9%
Giant 0.9%
Fly 0.7%
Lazer 0.7%
Mavic 0.6%
Kask 0.5%
Sweet Protection 0.5%
Uvex 0.4%
Bern 0.4%
Bluegrass 0.4%
TSG 0.4%
Cannondale 0.2%
Catlike 0.2%
Rudy Project 0.2%
Kabuto 0.2%
O'Neal 0.2%
Pro-Tec 0.2%
Misc. / Fill-in 1.4%**SHORTS:**

Will purchase within 12 months ... 47.7%

IF "YES," WHAT BRAND:*Undecided* 27.6%
Troy Lee Designs 17.9%
Fox 15.5%
Endura 5.0%
Dakine 3.2%
Royal 2.6%
Race Face 2.1%
Specialized 2.1%
Alpinestars 2.0%
Pearl Izumi 1.8%
POC 1.3%
Zoic 1.2%
NZO 1.0%
Sombrio 0.9%
ION 0.8%
ONE Industries 0.8%
Bontrager 0.7%
iXS 0.7%
Yeti 0.7%
Fly 0.6%Madison 0.6%
O'Neal 0.6%
Club Ride 0.4%
Ground Effect 0.4%
Sweet Protection 0.4%
DHaRCO 0.3%
Castelli 0.3%
Kitsbow 0.3%
Mavic 0.3%
Giro 0.3%
Maloja 0.3%
Platzangst 0.3%
Acre 0.2%
Louis Garneau 0.2%
Dainese 0.2%
Oakley 0.2%
Shredly 0.2%
Altura 0.2%
Giant 0.2%
Gore 0.2%
Misc. / Fill-in 5.4%**JERSEY:**

Will purchase within 12 months ... 39.6%

IF "YES," WHAT BRAND:*Undecided* 28.3%
Troy Lee Designs 17.6%
Fox 15.3%
Dakine 3.9%
Royal 2.8%
Alpinestars 2.1%
Endura 2.1%
Race Face 1.9%
Specialized 1.4%
ONE Industries 1.3%
Yeti 1.0%
Fly 1.0%
POC 1.0%
ION 0.9%
Pearl Izumi 0.9%
Sombrio 0.9%
Loose Riders 0.8%
iXS 0.7%
O'Neal 0.7%
Club Ride 0.6%
DHaRCO 0.6%
Bontrager 0.5%
Zoic 0.5%
Ground Effect 0.4%
Scott 0.4%
Commencal 0.3%
Giant 0.3%

Morvelo	0.3%
Santa Cruz	0.3%
Mavic	0.3%
Primal Wear	0.3%
Answer	0.2%
Castelli	0.2%
Dainese	0.2%
Rocday	0.2%
SixSixOne	0.2%
Adidas	0.2%
Kitsbow	0.2%
Maloja	0.2%
Pactimo	0.2%
Sweet Protection	0.2%
Gore	0.2%
Icebreaker	0.2%
Mons Royale	0.2%
Oakley	0.2%
Voler	0.2%
Misc. / Fill-in	7.5%

GLOVES:

Will purchase within 12 months ... 45.3%

IF "YES," WHAT BRAND:

Undecided	26.2%
Fox	17.0%
Troy Lee Designs	14.3%
100%	7.9%
Giro	3.5%
Dakine	3.5%
Specialized	2.5%
POC	2.1%
Endura	1.8%
SixSixOne	1.8%
Royal	1.5%
Alpinestars	1.5%
Pearl Izumi	1.0%
Race Face	0.8%
Bontrager	0.8%
Fly	0.8%
Mechanix	0.7%
O'Neal	0.7%
Fist	0.6%
ION	0.6%
Oakley	0.6%
ONE Industries	0.6%
Deft	0.5%
Answer	0.5%
iXS	0.5%
Thor	0.5%
Handup	0.4%

Leatt	0.4%
Dainese	0.3%
7iDP	0.3%
Sombrio	0.3%
Scott	0.3%
EVOC	0.2%
Grip Grab	0.2%
Yeti	0.2%
Demon Dirt	0.2%
Ergon	0.2%
Novik	0.2%
Misc. / Fill-in	4.3%

SUNGLASSES (RIDING OR CASUAL):

Will purchase within 12 months ... 27.2%

IF "YES," WHAT BRAND:

Oakley	31.6%
Undecided	24.7%
Smith Optics	11.4%
100%	4.7%
Ryders Eyewear	3.2%
Spy	3.1%
Ray-Ban	2.9%
Adidas	1.7%
Tifosi	1.5%
Julbo	1.0%
Rudy Project	1.0%
POC	0.7%
Electric	0.7%
Bolle	0.6%
Uvex	0.6%
Dragon	0.6%
Native Eyewear	0.6%
Von Zipper	0.5%
Arnette	0.4%
Fox	0.4%
Shimano	0.4%
Maui Jim	0.3%
Melon Optics	0.3%
BBB	0.3%
Costa Del Mar	0.3%
Vans	0.3%
Revo	0.2%
Anarchy	0.2%
Black Ice	0.2%
Endura	0.2%
Optic Nerve	0.2%
Scott	0.2%
Serfas	0.2%

Specialized	0.2%
Misc. / Fill-in	5.1%

GOGGLES:

Will purchase within 12 months ... 22.4%

IF "YES," WHAT BRAND:

100%	36.6%
Undecided	16.6%
Oakley	16.3%
Smith Optics	13.7%
Fox	3.5%
Spy	2.2%
Scott	1.5%
Ryders Eyewear	1.0%
Melon Optics	0.9%
POC	0.9%
Dragon	0.7%
Adidas	0.6%
O'Neal	0.4%
EKS Brand	0.4%
Giro	0.4%
iXS	0.3%
Thor	0.3%
Ethen	0.2%
Arnette	0.2%
Julbo	0.2%
Misc. / Fill-in	3.0%

RIDING SHOES:

Will purchase within 12 months ... 41.2%

IF "YES," WHAT TYPE:

Flat	51.5%
Clipless	48.5%

IF "FLAT," WHAT BRAND:

Five Ten	71.3%
Undecided	11.0%
Vans	3.2%
Shimano	2.3%
Specialized	2.1%
Adidas	1.5%
Giro	1.4%
Teva	1.0%
SixSixOne	0.8%
Etnies	0.7%

Fox	0.7%
DC	0.6%
Nike	0.6%
Sombrio	0.3%
New Balance	0.2%
Supra	0.2%
Misc. / Fill-in	2.2%

IF "CLIPLESS", WHAT BRAND:

Five Ten	25.7%
Undecided	17.9%
Shimano	17.4%
Specialized	12.0%
Giro	8.3%
Mavic	4.4%
Sidi	2.7%
Northwave	2.4%
Pearl Izumi	1.6%
Bontrager	1.3%
Scott	1.0%
SixSixOne	0.6%
Vans	0.6%
Louis Garneau	0.5%
Diadora	0.4%
Teva	0.4%
Gaerne	0.4%
Lake	0.4%
Fiz:ik	0.3%
Fly	0.2%
O'Neal	0.2%
Misc. / Fill-in	1.3%

KNEE PROTECTION:

Will purchase within 12 months ... 28.2%

IF "YES," WHAT BRAND:

Undecided	24.1%
Troy Lee Designs	10.9%
Fox	9.0%
SixSixOne	7.5%
7 iDP	6.1%
iXS	5.7%
POC	5.7%
Race Face	5.6%
G-Form	3.5%
Leatt	3.5%
Dainese	2.8%
Alpinestars	2.5%
ION	2.1%
Dakine	1.3%
Bliss Protection	1.2%
Kali Protectives	1.0%

Nukeproof	1.0%
Scott	0.6%
O'Neal	0.5%
Sweet Protection	0.4%
Demon Dirt	0.3%
Endura	0.3%
YT Industries	0.2%
Fuse	0.2%
Specialized	0.2%
Misc. / Fill-in	3.5%

HYDRATION PACK:

Will purchase within 12 months ... 17.9%

IF "YES," WHAT BRAND:

Camelbak	31.8%
Undecided	19.6%
EVOC	11.5%
Osprey	10.1%
DaKine	7.1%
USWE	3.4%
Source Outdoor	2.1%
Deuter	1.9%
Fox	1.9%
Leatt	1.6%
Acre	0.5%
B'twin	0.5%
Hydrapak	0.5%
Ergon	0.4%
Mavic	0.4%
Platypus	0.4%
Shimano	0.4%
Dainese	0.3%
Geigerrig	0.3%
Arteryx	0.2%
Alpinestars	0.2%
Fly	0.2%
Ogio	0.2%
Vaude	0.2%
Wingnut	0.2%
Bell	0.2%
Camelback	0.2%
Mission Workshop	0.2%
MEC	0.2%
Scott	0.2%
Misc. / Fill-in	3.1%

FAVORITE BRAND OF TOOLS:

Park Tool	47.1%
Undecided	27.3%
Topeak	2.9%
Lezyne	2.6%
Pedros	2.5%
Birzman	2.4%
crankbrothers	2.3%
X-Tools	1.5%
Unior	1.1%
Ice Toolz	1.1%
BBB	1.0%
Specialized	1.0%
Hope	0.7%
Abbey	0.4%
Bontrager	0.4%
DT Swiss	0.3%
Pro	0.3%
Leatherman	0.2%
SuperB	0.2%
Blackburn	0.2%
Bell	0.2%
Hozan	0.2%
Misc. / Fill-in	4.0%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months ... 13.4%

IF "YES," WHAT BRAND:

GoPro	67.8%
Undecided	11.4%
Sony Action Cam	6.2%
SJCAM SJ4000	3.1%
Garmin VIRB	3.0%
Fly 360	1.8%
Xiaomi	1.2%
Contour	1.1%
Shimano	0.5%
Nikon	0.4%
Back Door	0.2%
Drift Innovation	0.2%
Polaroid	0.2%
Replay XD	0.2%
Misc. / Fill-in	2.6%