

2018 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

42% *Enduro is Favorite Type of Riding*

\$4,342 *Avg. Cost of Primary Bike*

2.2 *Avg. Number of Bikes*

46% *Will Buy a New Bike in the Next Year*

\$107,406 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **8.1%** SANTA CRUZ

Fork to Buy: **36.0%** FOX

Rear Shock to Buy: **39.0%** FOX

Brakes to Buy: **40.5%** SHIMANO

Derailleurs / Shifters to Buy: **45.9%** SHIMANO

METHODOLOGY:

This survey was conducted on Vital MTB, May - June 2018. Responses were limited to one per person. Results were tabulated from over 10,000 surveys. Results have been rounded to the nearest tenth of a percent.

DEMOGRAPHIC INFORMATION

GENDER:

Male.....	96.3%
Female.....	3.7%

AGE:

Average.....	36
Median.....	37
19 or under.....	11.7%
20-29.....	17.6%
30-39.....	29.7%
40-49.....	28.6%
50-59.....	10.1%
60 or older.....	2.3%

MARITAL STATUS:

Single.....	45.6%
Married.....	54.4%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	5.1%
High school.....	16.6%
Some college.....	18.3%
College.....	38.3%
Postgraduate degree.....	21.8%

HOUSEHOLD INCOME:

Average.....	\$107,406
Median.....	\$87,500
Under \$25,000.....	12.3%
\$25,001 - \$50,000.....	14.7%
\$50,001 - \$75,000.....	15.5%
\$75,001 - \$100,000.....	15.6%
\$100,001 - \$125,000.....	11.8%
\$125,001 - \$150,000.....	8.9%
\$150,001 - \$175,000.....	6.4%
\$175,001 - \$200,000.....	4.1%
\$200,001 - \$225,000.....	3.1%
\$225,001 - \$250,000.....	1.8%
\$250,001 or more.....	5.8%

INTERNATIONAL TRAFFIC:

Top 10 countries, survey responses

United States.....	43.1%
United Kingdom.....	9.1%
Australia.....	8.2%
Canada.....	7.7%
New Zealand.....	3.7%
Germany.....	2.5%
France.....	2.3%
Italy.....	1.4%
Spain.....	1.2%
Switzerland.....	1.1%

U.S. TRAFFIC:

Top 10 states, survey responses

California.....	23.1%
Colorado.....	10.9%
Washington.....	6.7%
Utah.....	4.6%
Texas.....	3.7%
Oregon.....	3.7%
Arizona.....	3.3%
New York.....	3.2%
North Carolina.....	3.2%
Pennsylvania.....	2.3%

INTERNATIONAL TRAFFIC:

Top 10 countries, Google Analytics

United States.....	33.8%
United Kingdom.....	8.7%
Canada.....	6.9%
Australia.....	4.8%
Germany.....	4.8%
France.....	3.4%
Italy.....	2.7%
Spain.....	2.3%
New Zealand.....	2.0%
Switzerland.....	1.6%

U.S. TRAFFIC:

Top 10 states, Google Analytics

California.....	20.1%
Colorado.....	7.2%
Massachusetts.....	5.8%
Washington.....	5.1%
Texas.....	4.8%
Kansas.....	4.1%
Utah.....	3.9%
New York.....	3.6%
Oregon.....	3.0%
Florida.....	2.9%

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

Hiking.....	49.6%
Camping.....	48.0%
Running.....	29.7%
Road Cycling.....	29.5%
Swimming.....	28.6%
Skiing.....	26.4%
Video Gaming.....	24.3%
Snowboarding.....	23.0%
Bodybuilding / Weightlifting.....	22.6%
Climbing.....	21.5%
Fishing.....	18.6%
Kayaking.....	15.7%
Motocross / Off-Road	
Motorcycling.....	15.5%
BMX.....	14.0%
Shooting.....	13.4%
Soccer.....	13.1%
Skateboarding.....	12.7%
Surfing.....	12.3%
Basketball.....	11.7%
Golf.....	11.7%
Stand Up Paddleboarding.....	11.1%
Football.....	9.4%
CrossFit.....	8.6%
Formula 1.....	8.5%
Moto GP.....	7.9%
Tennis.....	7.6%
Hockey.....	7.5%
Rally.....	6.8%
Hunting.....	6.7%
Baseball.....	5.7%
Wakeboarding.....	5.7%
RC.....	5.6%
Scuba Diving.....	4.8%
Sailing.....	4.7%
Boxing.....	4.5%
Rugby.....	4.5%
Off-Road Truck Racing.....	4.1%
Snowmobiling.....	3.8%
Waterskiing.....	3.3%
Drag Racing.....	2.8%
Cricket.....	2.4%
Squash.....	2.2%
Indy Car.....	2.2%
Windsurfing.....	2.1%
NASCAR.....	2.0%
Lacrosse.....	1.9%
Kitesurfing.....	1.7%
Yoga.....	0.4%
Volleyball.....	0.3%
MMA.....	0.2%

Snowshoeing	0.2%
Rowing	0.1%
Triathlon	0.1%
Trail building	0.1%
Misc. / Fill-In	6.5%

NON-MTB BIKES OWNED:

Road	48.9%
Commuter	37.8%
BMX	26.6%
Cyclocross	13.9%
Fat	9.2%
E-bike	4.8%
Triathlon	2.0%

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

Mountain bike websites	72.4%
Online product reviews	70.3%
Riding friends	53.3%
Local bike shop	51.9%
Manufacturer websites	47.6%
Magazines	41.7%
Social Media	38.4%
Demos / Test rides	37.6%
Mail-order websites	19.1%
Podcasts	11.5%
Manufacturer catalogs	9.2%
Mail-order catalogs	3.1%
Misc. / Fill-In	3.0%

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes	96.6%
No	3.4%

HOW OFTEN RIDE:

Average	2.4 times a week
4 or more times a week	25.4%
2-3 times a week	47.3%
About once a week	20.1%
2-3 times a month	5.6%
About once a month	1.7%

TYPES OF RIDING DONE IN PAST 12 MONTHS:

Trail	83.8%
Enduro / All-Mountain	73.9%
Cross-Country	58.9%
Downhill / Gravity	52.3%
Dirt Jumping	24.7%
Street / Skateparks	22.8%

FAVORITE TYPE OF RIDING:

Enduro / All-Mountain	42.3%
Trail	30.7%
Downhill / Gravity	18.3%
Cross-Country	5.8%
Dirt Jumping	1.6%
Street / Skateparks	1.3%

ENTERED RACE IN PAST 12 MONTHS:

Yes	37.1%
-----------	-------

IF "YES," TYPE OF RACE:

Enduro	59.4%
Cross-country	38.3%
Downhill	32.8%
Endurance (6-24 hour races)	13.5%
Cyclocross	7.1%
Super D	6.4%
Dual-slalom	5.2%
4X	3.1%

RIDDEN A BIKE PARK:

Yes	71.4%
-----------	-------

FAVORITE BIKE PARK:

Whistler Mountain Bike Park	15.6%
Bike Park Wales	2.8%
Trestle / Winter Park	2.6%
Northstar California	2.5%
Mammoth	2.4%
Highland Mountain	2.1%
Queenstown	2.1%
Snow Summit / Big Bear	2.0%
Morzine	1.9%
Leogang	1.7%
Angel Fire Bike Park	1.6%
Mountain Creek	1.6%
Chatel	1.4%
Snowshoe	1.3%
Thredbo	1.3%
Vallnord	1.2%
Silver Star Bike Park	1.2%
Whakarewarewa	1.1%
Deer Valley	1.1%
Blue Mountain Bike Park	1.0%
Keystone	1.0%
Schladming	1.0%
Skyline Rotorua	1.0%
Thunder Mountain Bike Park	0.9%
Glentress	0.9%
Killington	0.9%
Portes Du Soleil	0.9%
Christchurch Adventure Park	0.9%
Les Deux Alpes	0.9%
Lac Blanc	0.8%
Winterberg	0.8%
Livigno	0.8%
Les Gets	0.8%
Revolution Bike Park	0.8%
Hafjell	0.8%
SkyPark at Santa's Village	0.8%
Mt. Buller	0.7%
Silver Mountain	0.7%
Windrock	0.7%
Bromont, Canada	0.7%
Are Bike Park	0.6%
Evolution / Crested Butte	0.6%
Ray's Indoor Park, Cleveland	0.6%
Afan	0.5%
Bike Park Ireland	0.5%
Burke	0.5%
Sun Peaks	0.5%
Coast Gravity Park	0.5%
Beech Mountain	0.5%
Steamboat	0.5%
Verbier Bike Park	0.5%
Canyons	0.4%
Lenzerheide Bike Park	0.4%
Mt. Bachelor	0.4%
Stevens Pass	0.4%

Stromlo	0.4%
Youyangs	0.4%
Fernie Bike Park	0.4%
Antur Stiniog	0.4%
Bailey Mountain Bike Park	0.4%
Nevados de Chillan	0.4%
Maydena Bike Park	0.4%
Maribor	0.4%
Valmont Bike Park	0.4%
Llandegla	0.3%
UK Bike Park	0.3%
Duthie Hill	0.3%
Jarvso	0.3%
Tignes Val d'Isere	0.3%
Black Mountains Cycle Centre	0.3%
Bootleg Canyon	0.3%
Saalbach-Hinterglemm	0.3%
Whitefish Bike Park	0.3%
Ponte de Lima	0.3%
Putrajaya	0.3%
Ray's Indoor Park, Milwaukee	0.3%
Spicak Bike Park	0.3%
Bali Bike Park	0.3%
El Durazno	0.3%
Krvavec Bike Park	0.3%
Eagle Park	0.3%
Kicking Horse	0.3%
Panorama	0.2%
Woodhill	0.2%
Borovets MTB Park	0.2%
Chicksands	0.2%
Tamarack Bike Park	0.2%
Mt. Washington	0.2%
Geisskopf	0.2%
Whiteface	0.2%
Joyride 150	0.2%
Plattekill	0.2%
Wairoa Gorge	0.2%
Green Valleys	0.2%
Garden Route Trail Park	0.2%
La Pinilla	0.2%
Willingen	0.2%
Woodward West	0.2%
Misc. / Fill-In	15.6%

COST OF CURRENT BIKE:

Average	\$4,342
Median	\$3,500
Under \$999	7.8%
\$1,000 - \$1,999	10.8%
\$2,000 - \$2,999	15.7%
\$3,000 - \$3,999	16.6%
\$4,000 - \$4,999	14.2%
\$5,000 - \$5,999	11.7%
\$6,000 - \$6,999	8.3%

\$7,000 - \$7,999	6.1%
\$8,000 - \$8,999	3.9%
\$9,000 - \$9,999	2.2%
\$10,000 - \$10,999	1.5%
\$11,000 - \$11,999	0.5%
Over \$12,000	0.9%

HOW MANY BIKES OWNED:

Average	2.2
1	31.3%
2	37.6%
3	17.3%
4	7.1%
5 or more	6.7%

TYPE(S) OF BIKE(S) OWNED

Enduro / All-Mountain	63.7%
Trail	45.4%
Cross-country	36.4%
Downhill	21.0%
Dirt Jump / Street / 4x	19.0%
Freeride / Park	9.1%

TRAVEL ON PRIMARY BIKE:

Over 185mm (7.2")	7.2%
150mm - 180mm (5.9" - 7")	44.8%
125mm - 145mm (5" - 5.7")	22.0%
75mm - 120mm (3" - 4.7")	11.1%
Under 75 mm (under 3")	0.8%
It's a hardtail	14.1%

WHEEL SIZE(S) OWNED:

27.5" / 650b	56.3%
26"	46.0%
29"	37.6%
27.5+	10.7%
Fat bike	4.2%
26+	2.6%
29+	2.3%

PRIMARY BIKE TUBELESS:

Yes	70.5%
No	29.5%

TIRE SIZE:

2.25" or under	6.0%
2.3" - 2.35"	32.2%
2.4"	27.0%
2.5"	24.5%

2.6"	6.3%
2.8" and above	4.0%

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer	49.3%
Local bike shop	40.3%
Direct from manufacturer	10.4%

IF ALL BRANDS WERE AVAILABLE EVERYWHERE, WHAT'S YOUR PREFERRED OUTLET FOR PURCHASING A NEW BIKE:

Local bicycle shop	56.1%
Undecided	17.4%
Online from bicycle manufacturer	16.8%
Online from retailer	5.2%
Other	4.5%

MAIL-ORDER USERS BUY FROM MOST:

Chain Reaction	29.6%
Jenson USA	20.0%
Amazon	6.7%
Bike-Components	4.7%
Bike24	3.4%
Bike-Discount	3.0%
Ebay	2.9%
Mountain Bikes Direct	2.6%
Backcountry	2.6%
Worldwide Cyclery	2.4%
Probikeshop.fr	2.1%
Competitive Cyclist	1.9%
Wiggle	1.6%
Alltricks	1.4%
Universal Cycles	1.2%
Hibike	1.0%
Art's Cyclery	0.8%
Pushys Australia	0.7%
Torpedo 7	0.7%
Nashbar	0.6%
Bikester	0.6%
Tredz	0.6%
Bukalapak	0.3%
Bikeshop.no	0.4%
Merlin Cycles	0.4%

Performance	0.4%
Allegro	0.3%
Colorado Cyclist.....	0.3%
Rowerowry.....	0.2%
Direct from manufacturer	0.2%
Evans Cycles.....	0.2%
Koloshop.....	0.2%
Price Point.....	0.2%
R2 Bikes	0.2%
Blue Sky Cycling	0.2%
Evo	0.2%
Fanatik	0.2%
Bike Bling	0.1%
Cambria Bicycle Outfitters	0.1%
Cyclings-Parts.....	0.0%
Chris Willemse Cycles	0.0%
REI	0.1%
TBS	0.1%
Tree Fort Bikes.....	0.1%
Bikes Direct	0.1%
Western Bike Works	0.1%
BikeParts.com	0.1%
Bike Tires Direct	0.1%
Bikewagon.com.....	0.1%
Go Ride.....	0.1%
Mojo Wheels.....	0.1%
SmartBikeParts.com.....	0.1%
Misc. / Fill-In.....	4.3%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time	9.8%
75 - 99% of the time	10.5%
50 - 74% of the time	15.7%
25 - 49% of the time	12.7%
Less than 25% of the time	51.4%

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

Average.....	4.9
Median.....	3
0.....	12.7%
1-3.....	46.2%
4-6.....	22.3%
7-9.....	3.1%
10-12.....	7.5%
13-15.....	1.2%
16-18.....	0.2%
19-21.....	0.9%
22-24.....	0.0%

25 or more..... 5.9%

WORK IN A BIKE SHOP?

Currently work in a shop

Previously worked in a shop

MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months... 46.4%

IF "YES," WHAT TYPE:

Enduro / All-Mountain	51.5%
Trail.....	20.8%
Downhill.....	11.4%
Cross-Country	7.7%
Dirt Jump / Street / 4x	3.9%
Electric MTB.....	2.6%
Freeride / Park.....	2.2%

IF "YES," WHAT WHEEL SIZE:

27.5" / 650b.....	42.5%
29".....	37.7%
27.5+.....	10.3%
26".....	5.9%
29+.....	2.0%
26+.....	1.1%
Fat bike.....	0.5%

IF "YES," FRONT CHAINRING SET-UP:

1x.....	90.0%
2x.....	7.3%
3x.....	2.7%

IF "YES," BRAND:

Undecided.....	17.9%
Santa Cruz.....	8.1%

Specialized	7.4%
YT Industries.....	6.7%
Trek	4.7%
Canyon	4.0%
Commencal	3.7%
Transition	3.5%
Giant.....	3.3%
Yeti.....	2.8%
Kona.....	2.3%
Ibis.....	2.2%
Norco.....	2.2%
Pivot.....	2.2%
Scott	2.2%
Rocky Mountain.....	2.0%
Evil.....	1.7%
Intense	1.6%
Cannondale.....	1.2%
Mondraker	1.0%
Nukeproof	1.0%
Orbea.....	0.9%
Devinci.....	0.9%
GT	0.9%
Polygon	0.8%
Diamondback	0.7%
Banshee	0.6%
Guerrilla Gravity	0.6%
Propain	0.5%
NS Bikes	0.5%
Knolly.....	0.5%
Marin.....	0.5%
Merida	0.5%
Vitus.....	0.5%
Cube	0.5%
Orange.....	0.4%
Pole.....	0.4%
BMC.....	0.3%
Chromag.....	0.3%
Dartmoor	0.3%
Canfield Brothers	0.3%
Whyte.....	0.3%
Felt	0.2%
Focus	0.2%
Juliana	0.2%
Zerode	0.2%
Cotic	0.2%
KTM.....	0.2%
Niner.....	0.2%
Jamis.....	0.2%
Lapierre	0.2%
Liv/Giant	0.2%
Salsa	0.2%
CTM.....	0.1%
Fuji.....	0.1%
Radon	0.1%
Airborne	0.1%
Fezzari.....	0.1%
Nicolai.....	0.1%
Agang	0.1%
Alutech.....	0.1%
Bird.....	0.1%

Foes	0.1%
Haro	0.1%
Saracen	0.1%
Turner	0.1%
Antidote	0.1%
Alchemy	0.1%
Bergamont	0.1%
DMR	0.1%
Ellsworth	0.1%
Liteville	0.1%
Morpheus	0.1%
On-One	0.1%
Schwinn	0.1%
Spot	0.1%
Misc. / Fill-In	2.9%

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

Undecided	16.2%
Santa Cruz	9.4%
YT Industries	8.2%
Specialized	6.4%
Transition	4.6%
Trek	4.0%
Commencal	3.9%
Canyon	3.9%
Ibis	3.3%
Yeti	3.3%
Giant	2.8%
Evil	2.5%
Pivot	2.3%
Rocky Mountain	2.3%
Kona	2.0%
Scott	1.9%
Intense	1.4%
Norco	1.4%
Orbea	1.3%
Nukeproof	1.3%

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

Undecided	22.9%
Specialized	8.0%
Santa Cruz	6.8%
Trek	6.3%
YT Industries	4.4%
Giant	4.2%
Canyon	3.6%
Yeti	3.3%
Pivot	3.0%
Rocky Mountain	2.8%

Norco	2.6%
Kona	2.4%
Transition	2.4%
Ibis	2.2%
Intense	1.8%
Cannondale	1.6%
Commencal	1.4%
Diamondback	1.3%
Evil	1.3%
GT	1.0%

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

Undecided	15.5%
YT Industries	10.9%
Commencal	7.3%
Specialized	6.7%
Santa Cruz	6.3%
Trek	4.8%
Canyon	4.6%
Kona	4.0%
Norco	4.0%
Transition	3.6%
Scott	2.9%
Giant	2.5%
Mondraker	2.3%
GT	2.1%
Intense	2.1%
Polygon	1.9%
Propain	1.7%
Cannondale	1.3%
NS Bikes	1.3%
Banshee	1.0%

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

Undecided	17.0%
YT Industries	8.8%
Santa Cruz	7.0%
Canyon	6.3%
Specialized	5.5%
Commencal	5.3%
Giant	4.6%
Transition	3.8%
Trek	3.3%
Kona	2.6%
Pivot	2.4%
Rocky Mountain	2.4%
Yeti	2.2%
Norco	1.8%
Scott	1.7%

Intense	1.7%
Nukeproof	1.6%
Mondraker	1.5%
Cannondale	1.2%
Evil	1.2%

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

Undecided	17.9%
Santa Cruz	9.9%
Specialized	9.4%
YT Industries	6.2%
Trek	5.4%
Ibis	4.2%
Yeti	4.1%
Transition	4.0%
Evil	2.7%
Pivot	2.6%
Norco	2.3%
Scott	2.3%
Commencal	2.2%
Rocky Mountain	2.2%
Intense	1.9%
Kona	1.8%
Canyon	1.7%
Giant	1.5%
Orbea	1.5%
Cannondale	1.1%

FRAME:

Will purchase within 12 months... 20.6%

IF "YES," WHAT BRAND:

Undecided	20.7%
Santa Cruz	9.0%
Transition	4.2%
Specialized	3.8%
Commencal	3.6%
Evil	3.6%
Yeti	3.3%
Trek	2.7%
Kona	2.3%
YT	2.1%
Banshee	1.8%
Giant	1.7%
Pivot	1.7%
Dartmoor	1.6%
Rocky Mountain	1.6%
Canyon	1.5%
Norco	1.5%
Intense	1.4%
Chromag	1.3%

Cotic	1.3%
Ibis	1.3%
Canfield Brothers	1.2%
Nukeproof	1.2%
Mondraker	1.1%
Devinci	1.0%
Scott	1.0%
Guerrilla Gravity	0.9%
GT	0.8%
Knolly	0.7%
Polygon	0.7%
Pole	0.6%
Surly	0.6%
NS Bikes	0.6%
Production Privee	0.6%
Cannondale	0.4%
Niner	0.4%
Salsa	0.4%
Airborne	0.4%
Octane One	0.4%
On-One	0.4%
Sick Bicycle Co.	0.4%
Stanton	0.4%
Deity	0.3%
Merida	0.3%
Nicolai	0.3%
Orbea	0.3%
Ragley	0.3%
Saracen	0.3%
Alutech	0.3%
Bianchi	0.3%
Cube	0.3%
DMR	0.3%
KTM	0.3%
Marin	0.3%
Last Bicycles	0.3%
RAAW	0.3%
Antidote	0.2%
Army	0.2%
Focus	0.2%
Foes	0.2%
Orange	0.2%
Propain	0.2%
Turner	0.2%
Zerode	0.2%
Agang	0.2%
Fuji	0.2%
Ghost	0.2%
Lapierre	0.2%
BTR	0.2%
Starling	0.2%
Avanti	0.1%
Bulls	0.1%
Dialed	0.1%
Diamondback	0.1%
Jamis	0.1%
Liteville	0.1%
Lynskey	0.1%
MDE	0.1%
Mongoose	0.1%

Pyga	0.1%
Sobre	0.1%
Supercor	0.1%
Misc. / Fill-In	5.9%

SUSPENSION FORK:

Will purchase within 12 months... 28.2%

IF "YES," WHAT BRAND:

Fox	36.0%
RockShox	25.5%
Undecided	14.3%
DVO	4.9%
MRP	4.1%
Marzocchi	2.7%
Cane Creek	2.4%
Manitou	2.4%
Ohlins	1.9%
SR Suntour	1.5%
X-Fusion	0.8%
Formula	0.8%
BOS	0.6%
Cannondale	0.5%
DT Swiss	0.3%
Magura	0.2%
RST	0.2%
Specialized	0.1%
DNM	0.1%
Kowa	0.1%
Scott	0.1%
Misc. / Fill-In	0.6%

REAR SHOCK:

Will purchase within 12 months... 22.0%

IF "YES," WHAT BRAND:

Fox	39.0%
RockShox	16.3%
Undecided	12.1%
Cane Creek	8.0%
DVO	6.4%
Push Industries	5.2%
Ohlins	5.1%
MRP	1.6%
EXT	1.2%
BOS	0.9%
X-Fusion	0.6%
SR Suntour	0.5%
Avalanche	0.5%
DT Swiss	0.4%
Manitou	0.4%
Diverse	0.3%
Marzocchi	0.3%
Fast Holy Grail	0.3%

Curnutt	0.2%
Risse Racing	0.2%
Misc. / Fill-In	0.8%

WHEELSET:

Will purchase within 12 months... 33.4%

IF "YES," PRE-BUILT OR CUSTOM:

Custom	47.2%
Pre-built	52.8%

IF "PRE-BUILT", MATERIAL:

Aluminum	49.9%
Carbon	26.3%
Undecided	23.9%

IF "PRE-BUILT", INTERNAL RIM WIDTH:

Undecided	34.2%
25 mm and under	3.6%
26 - 29 mm	16.2%
30 mm	27.4%
31 - 34 mm	11.0%
35 mm	5.5%
36 mm and over	2.1%

IF "PRE-BUILT," WHAT BRAND:

Undecided	31.0%
DT Swiss	11.4%
Hope	5.2%
Stan's NoTubes	4.6%
Santa Cruz	4.5%
Mavic	4.2%
Industry Nine	4.0%
Bontrager	3.2%
ENVE	3.1%
Spank	2.7%
Race Face	2.5%
E*Thirteen	2.1%
Roval	2.0%
Crankbrothers	1.8%
WTB	1.5%
Nukeproof	1.1%
Ibis	1.0%
Shimano	0.9%
SRAM	0.9%
Halo	0.8%
NOBL	0.8%

We Are One.....	0.8%
Giant.....	0.7%
Reynolds.....	0.6%
Easton.....	0.6%
Light Bicycles.....	0.5%
Sun Ringle.....	0.3%
Box Components.....	0.3%
Syntace.....	0.3%
American Classic.....	0.3%
Nextie.....	0.2%
A-Class.....	0.2%
Azonic.....	0.2%
Dartmoor.....	0.2%
Novatec.....	0.2%
Alpha.....	0.2%
Canfield Brothers.....	0.2%
Praxis Works.....	0.2%
Newman.....	0.2%
Hunt.....	0.2%
Syncros.....	0.2%
Fulcrum.....	0.1%
Gravity.....	0.1%
On-One.....	0.1%
RideFast Racing.....	0.1%
Superstar.....	0.1%
Atomik Carbon.....	0.1%
DMR.....	0.1%
Derby.....	0.1%
FSA.....	0.1%
Maddux.....	0.1%
Spinergy.....	0.1%
Transition.....	0.1%
Velocity.....	0.1%
Misc. / Fill-In.....	2.7%

IF "CUSTOM", RIM MATERIAL:

Aluminum.....	52.0%
Carbon.....	28.8%
Undecided.....	19.2%

IF "CUSTOM", INTERNAL RIM WIDTH:

Undecided.....	20.7%
25 mm and under.....	3.1%
26 - 29 mm.....	19.3%
30 mm.....	31.2%
31 - 34 mm.....	16.3%
35 mm.....	6.3%
36 mm and over.....	3.2%

IF "CUSTOM," WHAT BRAND OF RIMS:

Undecided.....	27.6%
DT Swiss.....	14.9%
Stan's NoTubes.....	10.2%
Spank.....	4.5%
ENVE.....	3.9%
Industry Nine.....	3.1%
WTB.....	3.1%
Light Bicycle.....	3.0%
Mavic.....	2.4%
Hope.....	2.2%
Race Face.....	1.6%
NOBL.....	1.4%
We Are One.....	0.0%
NOX Composites.....	1.3%
Santa Cruz.....	0.0%
E*Thirteen.....	1.2%
Nextie.....	1.1%
Derby.....	1.0%
Ibis.....	1.0%
Bontrager.....	0.9%
Crankbrothers.....	0.8%
Sun Ringle.....	0.8%
Dartmoor.....	0.7%
Alex.....	0.6%
Roval.....	0.4%
Halo.....	0.4%
Atomlab.....	0.3%
Blackjack.....	0.3%
Box.....	0.3%
Easton.....	0.3%
Novatec.....	0.3%
Shimano.....	0.3%
Wheelworks.....	0.0%
Velocity.....	0.3%
Nukeproof.....	0.3%
Zelvy.....	0.3%
Ryde.....	0.2%
Sixth Element.....	0.0%
Duke.....	0.2%
Kore.....	0.2%
Newman.....	0.0%
Reynolds.....	0.2%
Acros.....	0.2%
Atomik Carbon.....	0.2%
Knight.....	0.0%
Loaded Precision.....	0.2%
NS Bikes.....	0.2%
Praxis Works.....	0.0%
SRAM.....	0.2%
8150.....	0.0%
Alpha.....	0.1%
Cole Wheels.....	0.1%
Curve.....	0.1%
Pacenti.....	0.1%
Specialized.....	0.1%
Syncros.....	0.1%

Syntace.....	0.1%
American Classic.....	0.1%
Asterion.....	0.1%
Bombshell.....	0.1%
Canfield Brothers.....	0.1%
DMR.....	0.1%
FRM.....	0.1%
Funn.....	0.1%
HED.....	0.1%
Salsa.....	0.1%
Weinmann.....	0.1%
Misc. / Fill-In.....	5.9%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope.....	25.0%
Undecided.....	20.1%
DT Swiss.....	13.8%
Industry Nine.....	10.4%
Chris King.....	7.2%
Onyx.....	4.8%
Shimano.....	2.0%
Novatec.....	1.7%
Project 321.....	1.4%
SRAM.....	0.9%
E*Thirteen.....	0.9%
Profile.....	0.8%
Bontrager.....	0.8%
Hadley.....	0.7%
Crankbrothers.....	0.6%
Halo.....	0.5%
Mavic.....	0.5%
Race Face.....	0.5%
Acros.....	0.4%
White Industries.....	0.4%
Dartmoor.....	0.3%
Nukeproof.....	0.3%
Stan's NoTubes.....	0.3%
Tune.....	0.3%
Syntace.....	0.3%
Box.....	0.2%
NOBL.....	0.2%
Spank.....	0.2%
Aivee.....	0.2%
Alpha.....	0.2%
Atomlab.....	0.2%
NS Bikes.....	0.2%
Sun Ringle.....	0.2%
American Classic.....	0.2%
Fire Eye.....	0.2%
Kore.....	0.2%
Specialized.....	0.2%
Wheelworks.....	0.2%
Bitex.....	0.1%
Formula.....	0.1%
Ibis.....	0.1%
Newman.....	0.1%

Surly.....	0.1%
Aerial Industries.....	0.1%
Alchemy.....	0.1%
Bombshell.....	0.1%
Campagnolo.....	0.1%
Canfield Brothers.....	0.1%
Da Bomb.....	0.1%
Factor.....	0.1%
Funn.....	0.1%
Kappius.....	0.1%
Stealth.....	0.1%
Syncros.....	0.1%
Misc. / Fill-In.....	1.4%

TIRES:

Will purchase within 12 months... 78.7%

IF "YES," WHAT BRAND:

Maxxis.....	56.4%
Schwalbe.....	11.5%
Undecided.....	10.8%
Continental.....	4.7%
Specialized.....	3.5%
WTB.....	2.1%
Bontrager.....	2.0%
Michelin.....	1.5%
E*Thirteen.....	1.4%
Onza.....	1.2%
Kenda.....	1.2%
Vittoria.....	0.8%
Hutchinson.....	0.5%
Goodyear.....	0.4%
Mavic.....	0.3%
Vee Tire Co.....	0.3%
Panaracer.....	0.2%
45North.....	0.1%
Surly.....	0.1%
CST.....	0.1%
GT.....	0.1%
Intense.....	0.1%
Rubena.....	0.1%
Tioga.....	0.1%
Misc. / Fill-In.....	0.8%

HANDLEBARS:

Will purchase within 12 months... 26.8%

IF "YES," WHAT BRAND:

Renthal.....	23.7%
Undecided.....	17.2%
Race Face.....	13.1%
Deity.....	8.0%
Chromag.....	6.8%
Spank.....	4.7%

ENVE.....	3.1%
Burgtec.....	1.4%
Truvativ.....	1.3%
Easton.....	1.1%
Nukeproof.....	1.1%
Joystick.....	1.1%
Crankbrothers.....	1.0%
Answer.....	0.8%
Bontrager.....	0.8%
Specialized.....	0.8%
Hope.....	0.7%
Syntace.....	0.7%
Funn.....	0.7%
Pro.....	0.7%
Box Components.....	0.6%
ANVL.....	0.6%
Ritchey.....	0.5%
SQLabs.....	0.5%
Thomson.....	0.5%
DMR.....	0.4%
NS Bikes.....	0.4%
Santa Cruz.....	0.4%
Reverse Components.....	0.4%
Truvativ / TLD.....	0.4%
Alpha.....	0.3%
Giant.....	0.3%
ODI.....	0.3%
Syncros.....	0.3%
3T.....	0.2%
Atomic.....	0.2%
Kore.....	0.2%
Azonic.....	0.2%
Black Market.....	0.2%
FSA.....	0.2%
Jones.....	0.2%
SMAC.....	0.2%
Whisky Parts Company.....	0.2%
Atomlab.....	0.1%
Blackspire.....	0.1%
Salsa.....	0.1%
Surly.....	0.1%
WTB.....	0.1%
Control Tech.....	0.1%
Dartmoor.....	0.1%
Gravity.....	0.1%
Kona.....	0.1%
Niner.....	0.1%
OnOff.....	0.1%
Sixpack.....	0.1%
Misc. / Fill-In.....	2.4%

GRIPS:

Will purchase within 12 months... 52.4%

IF "YES," WHAT BRAND:

ODI.....	21.6%
Undecided.....	18.1%

Ergon.....	12.7%
DMR.....	5.8%
ESI.....	5.2%
Renthal.....	4.0%
Sensus.....	3.5%
Deity.....	3.5%
Lizard Skins.....	3.1%
Race Face.....	2.9%
Chromag.....	2.1%
Oury.....	1.5%
Rev Grips.....	1.3%
Specialized.....	1.3%
Santa Cruz.....	1.2%
Crankbrothers.....	0.9%
Bontrager.....	0.6%
Nukeproof.....	0.6%
Troy Lee Designs.....	0.5%
Hope.....	0.5%
Red Monkey.....	0.5%
Fabric.....	0.4%
WTB.....	0.4%
Burgtec.....	0.4%
SRAM.....	0.3%
Wolf Tooth.....	0.3%
Animal.....	0.2%
Giant.....	0.2%
Answer.....	0.2%
Box Components.....	0.2%
Easton.....	0.2%
Odyssey.....	0.2%
Sixpack.....	0.2%
Yeti.....	0.2%
Cult.....	0.2%
Funn.....	0.2%
Kona.....	0.2%
Acros.....	0.2%
Pilgrips.....	0.2%
Ritchey.....	0.2%
Syncros.....	0.2%
Dartmoor.....	0.1%
NS Bikes.....	0.1%
SDG.....	0.1%
Superstar.....	0.1%
ANVL.....	0.1%
ATI.....	0.1%
Joystick.....	0.1%
Pro.....	0.1%
Azonic.....	0.1%
Black Market.....	0.1%
Fi'zi:k.....	0.1%
Supacaz.....	0.1%
VP Components.....	0.1%
A'ME.....	0.1%
Dimension.....	0.1%
Evil.....	0.1%
GrabOn.....	0.1%
Intense.....	0.1%
Jet Black.....	0.1%
Salsa.....	0.1%
Serfas.....	0.1%

TMR Designs Imprint	0.1%
Misc. / Fill-In	1.7%

STEM:

Will purchase within 12 months... 20.8%

IF "YES," WHAT BRAND:

Undecided	21.0%
Renthal	15.9%
Race Face	12.1%
Deity	7.9%
Chromag	4.9%
Hope	4.5%
Thomson	2.5%
Spank	2.4%
Truvativ	2.3%
ENVE	2.2%
Burgtec	1.8%
Syntace	1.8%
Crankbrothers	1.4%
Bontrager	1.1%
Easton	1.0%
Nukeproof	0.9%
Pro	0.9%
Joystick	0.9%
ANVL	0.8%
Funn	0.8%
Answer	0.7%
Box Components	0.7%
NS Bikes	0.6%
Ritchey	0.6%
FSA	0.6%
Specialized	0.5%
3T	0.5%
Cannondale	0.5%
Kore	0.4%
Atomlab	0.3%
Dartmoor	0.3%
DMR	0.3%
Acros	0.3%
Azonic	0.3%
Alpha	0.2%
Blackspire	0.2%
Giant	0.2%
Niner	0.2%
ODI	0.2%
Onoff	0.2%
Sixpack	0.2%
Straitline	0.2%
E*Thirteen	0.2%
Gamut	0.2%
Promax	0.2%
Zipp	0.2%
77 Designz	0.1%
Candy Components	0.1%
Production Privee	0.1%
SNAFU	0.1%

WTB	0.1%
Da Bomb	0.1%
Control Tech	0.1%
Gravity	0.1%
Hit-in-run Designs	0.1%
Kodex	0.1%
Kona	0.1%
Loaded Precision	0.1%
Moots	0.1%
MRP	0.1%
Profile	0.1%
Stem	0.1%
Sulpur Components	0.1%
Sunline	0.1%
Syncros	0.1%
Misc. / Fill-In	2.6%

HEADSET:

Will purchase within 12 months... 14.6%

IF "YES," WHAT BRAND:

Cane Creek	28.9%
Chris King	17.0%
Undecided	16.2%
Hope	12.2%
FSA	7.2%
Works Components	4.0%
Acros	2.1%
Shimano	2.1%
Ritchey	0.9%
Wolf Tooth	0.7%
Giant	0.6%
Nukeproof	0.6%
Aheadset	0.4%
BBB	0.4%
Dartmoor	0.4%
Intend	0.3%
Eastern	0.3%
Superstar	0.3%
Octane One	0.2%
On-One	0.2%
Pro	0.2%
White Industries	0.2%
Alpha	0.2%
Atomlab	0.2%
Da Bomb	0.2%
Reset Racing	0.2%
Sixpack	0.2%
Syntace	0.2%
WTB	0.2%
Black Market	0.1%
Ciari	0.1%
Funn	0.1%
OnOff	0.1%
Rove	0.1%
Sunline	0.1%
Syncros	0.1%

VP Components	0.1%
Woodman	0.1%
Misc. / Fill-In	2.5%

BRAKES:

Will purchase within 12 months... 30.7%

IF "YES," WHAT BRAND:

Shimano	40.5%
Hope	14.6%
SRAM	13.3%
Magura	8.6%
Undecided	8.5%
TRP	5.1%
Formula	3.9%
Avid	2.5%
Trickstuff	0.8%
Hayes	0.5%
Box Components	0.4%
Tektro	0.4%
Atomlab	0.1%
Brake Force One	0.1%
Cane Creek	0.1%
FSA	0.1%
Promax	0.1%
Misc. / Fill-In	0.4%

DERAILLEURS AND/OR SHIFTERS:

Will purchase within 12 months... 23.0%

IF "YES," WHAT BRAND:

Shimano	45.9%
SRAM	45.6%
Undecided	5.2%
Box Components	2.7%
Campagnolo	0.2%
SR Suntour	0.2%
Misc. / Fill-In	0.3%

CRANKS:

Will purchase within 12 months... 17.5%

IF "YES," WHAT BRAND:

Race Face	24.1%
Shimano	21.2%
SRAM	18.7%
Undecided	12.9%
Hope	5.1%
E*Thirteen	3.1%

Cane Creek	1.8%
Praxis Works	1.7%
Truvativ	1.6%
Rotor	1.4%
Crank Brothers	1.1%
FSA	0.8%
Deity	0.6%
DMR	0.6%
Box Components	0.5%
Canfield Brothers	0.5%
Specialized	0.4%
Atomlab	0.3%
Cannondale	0.3%
Profile	0.3%
Bontrager	0.2%
Miranda	0.2%
SR Suntour	0.2%
Blackspire	0.1%
DK	0.1%
Middleburn	0.1%
AC	0.1%
Azonic	0.1%
Cook Brothers	0.1%
Demolition	0.1%
Funn	0.1%
Gravity	0.1%
GT	0.1%
Gussett	0.1%
MRP	0.1%
On-One	0.1%
Paul	0.1%
Primo	0.1%
SNAFU	0.1%
Sugino	0.1%
White Industries	0.1%
Misc. / Fill-In	1.0%

1X FRONT CHAINRING:

Will purchase within 12 months... 31.5%

IF "YES," WHAT BRAND:

Race Face	17.8%
Undecided	16.2%
SRAM	13.1%
Absolute Black	12.4%
Wolf Tooth	8.4%
OneUp Components	6.8%
Shimano	4.9%
Hope	3.9%
Blackspire	2.2%
E*Thirteen	2.2%
Renthal	2.1%
Chromag	0.7%
Rotor	0.7%
Superstar	0.7%
Burgtec	0.7%
Garbaruk	0.6%

Praxis Works	0.6%
MRP	0.5%
On-One	0.4%
Works Components	0.4%
FSA	0.3%
Box Components	0.3%
Dartmoor	0.3%
Deity	0.3%
Revolution Components	0.3%
North Shore Billet	0.2%
Csxxx	0.2%
Gamut	0.2%
Kore	0.2%
Profile	0.2%
Truvativ	0.2%
Endless	0.1%
HCC	0.1%
KA Engineering	0.1%
Salsa	0.1%
White Industries	0.1%
Alpha	0.1%
Campagnolo	0.1%
Funn	0.1%
Fulcrum	0.1%
Octane	0.1%
Surly	0.1%
Misc. / Fill-In	1.0%

BOTTOM BRACKET:

Will purchase within 12 months... 19.3%

IF "YES," WHAT BRAND:

Shimano	19.9%
Undecided	16.5%
SRAM	14.0%
Hope	12.2%
Race Face	12.1%
Chris King	8.7%
Wheels Manufacturing	3.6%
Praxis Works	2.2%
Enduro Bearings	2.0%
GXP	1.7%
FSA	1.6%
E*Thirteen	0.9%
Koegl	0.8%
Rotor	0.3%
Acros	0.2%
Misc. / Fill-In	3.2%

CASSETTE:

Will purchase within 12 months... 28.8%
Will modify existing cassette... 4.7%

IF "YES," WHAT BRAND:

SRAM	34.5%
Shimano	30.9%
E*Thirteen	10.2%
SunRace	9.5%
Undecided	4.8%
OneUp Components	2.0%
Box Components	1.8%
Hope	1.5%
Garbaruk	1.4%
Wolf Tooth	1.3%
Absolute Black	0.5%
Fire Eye	0.3%
Praxis Works	0.3%
Response	0.1%
Fouriers	0.1%
Kore	0.1%
Misc. / Fill-In	0.8%

CHAINGUIDE:

Will purchase within 12 months... 17.3%

IF "YES," WHAT BRAND:

Undecided	23.1%
MRP	18.8%
E*Thirteen	17.6%
OneUp Components	17.5%
Shimano	4.3%
SRAM	3.0%
Hope	2.3%
Absolute Black	2.1%
Wolf Tooth	1.5%
Blackspire	1.2%
77 Designz	1.1%
Funn	0.7%
Shovel	0.7%
CSixx	0.7%
Mozartt	0.7%
DMR	0.4%
FSA	0.4%
Gamut	0.4%
Carbocage	0.3%
Straitline	0.3%
Superstar	0.3%
Da Bomb	0.2%
Gravity	0.2%
Zelvy	0.1%
Bioncion	0.1%
Mr. Dirt	0.1%
Paul	0.1%
Praxis Works	0.1%
Sixpack	0.1%
Sunline	0.1%
Syncros	0.1%
Syntaxe	0.1%
Truvativ	0.1%

Misc. / Fill-In 1.6%

PEDALS:

Will purchase within 12 months... 39.9%

IF "YES," WHAT TYPE:

Flat 61.6%
Clipless..... 38.4%

IF "FLAT," WHAT BRAND:

Undecided 21.2%
DMR..... 9.8%
Crankbrothers 9.1%
Race Face 8.9%
Deity..... 7.6%
OneUp 6.3%
Nukeproof 5.5%
Shimano 3.0%
HT 2.8%
Spank 2.8%
Kona 2.6%
Chromag 2.5%
Burgtec 2.1%
Hope 1.7%
Canfield Brothers 1.3%
Pedaling Innovations 1.2%
Specialized 1.0%
Wellgo 0.9%
Superstar 0.8%
NS Bikes 0.6%
Funn 0.5%
Azonic 0.5%
Fire Eye 0.4%
Kore 0.4%
Straitline 0.4%
VP Components 0.4%
Xpedo 0.4%
Acros 0.3%
Blackspire..... 0.3%
Bontrager..... 0.3%
ANVL..... 0.3%
Dartmoor 0.3%
Odyssey 0.3%
Gamut..... 0.2%
Jet Black..... 0.2%
Sixpack..... 0.2%
45nrth 0.2%
Gravity 0.2%
NC-17..... 0.2%
On-One..... 0.2%
Steele Industries 0.2%
WTB..... 0.2%
Animal..... 0.1%
Answer 0.1%
Atomlab..... 0.1%

Cult..... 0.1%
Easton..... 0.1%
Exustar 0.1%
NRG..... 0.1%
Sunline 0.1%
Psynde 0.1%
Reverse 0.1%
Twenty6 0.1%
ABD 0.1%
Black Market 0.1%
Brooklyn Machine Works 0.1%
Da Bomb 0.1%
Dimention..... 0.1%
Fly Bikes 0.1%
Forte 0.1%
Gussett..... 0.1%
Inspired..... 0.1%
Orange 8 0.1%
Premium 0.1%
Primo 0.1%
Speedplay 0.1%
Syncros 0.1%
Syntace 0.1%
Truvativ 0.1%
Misc. / Fill-In 0.9%

IF "CLIPLESS," WHAT BRAND:

Shimano 37.1%
Crankbrothers 33.9%
Undecided 9.2%
HT 6.6%
Time 4.9%
Nukeproof 3.6%
DMR..... 0.7%
Look 0.7%
Xpedo 0.6%
Funn 0.4%
Mavic 0.4%
Bebop 0.2%
Ritchey 0.2%
Speedplay 0.2%
Wellgo..... 0.2%
Atomlab..... 0.1%
Misc. / Fill-In 1.1%

SEAT:

Yes 25.9%

IF "YES," WHAT BRAND:

Undecided 18.5%
WTB..... 16.4%
Ergon 9.1%
Chromag 7.9%
Fabric 6.8%
SDG..... 6.1%

Specialized 6.1%
Fizik 5.7%
SQ Lab 3.1%
Deity..... 2.8%
Selle Italia..... 1.9%
Bontrager..... 1.4%
Brooks 1.2%
Charge 1.0%
Race Face 1.0%
Prologo 0.8%
Burgtec 0.7%
Nukeproof 0.6%
Tioga 0.5%
Joystick 0.4%
ANVL..... 0.4%
Velo 0.3%
Alpha 0.3%
DMR..... 0.3%
ISM..... 0.3%
Pro 0.3%
Selle Royal 0.3%
Funn 0.2%
Giant..... 0.2%
Selle SMP..... 0.2%
Syncros 0.2%
Terry..... 0.2%
Animal..... 0.2%
Gussett..... 0.2%
Shadow Conspiracy..... 0.2%
Reverse 0.1%
Selle San Marco 0.1%
Serfas 0.1%
Alienation..... 0.1%
Azonic 0.1%
BBB..... 0.1%
Dartmoor 0.1%
Fly Bikes 0.1%
Forte 0.1%
Kona 0.1%
Odyssey 0.1%
Ragley 0.1%
Yeti 0.1%
Misc. / Fill-In 2.5%

DROPPER SEATPOST:

Yes 25.0%

DROPPER SEATPOST:

Undecided 19.8%
Fox 14.9%
OneUp 13.3%
RockShox 9.0%
KS Suspension 8.4%
BikeYoke 6.1%
Brand X 5.0%
Crankbrothers 4.9%
9point8 2.3%

E*Thirteen	1.9%
Race Face	1.6%
X-Fusion	1.4%
Specialized	1.3%
Bontrager	1.2%
PNW Components	1.1%
Giant	1.0%
Thomson	0.9%
DVO	0.7%
DNM	0.5%
SDG	0.4%
Gravity Dropper	0.3%
FUNN	0.3%
Magura	0.3%
Yep Components	0.2%
FSA	0.2%
Lyne Components	0.2%
TranzX	0.1%
Cane Creek Thudbuster	0.1%
Easton	0.1%
KORE	0.1%
Marzocchi	0.1%
Misc. / Fill-In	2.0%

HELMET:

Yes	42.0%
-----	-------

IF "YES," WHAT TYPE:

Open Face	54.6%
Full Face	28.2%
Convertible	17.2%

IF "OPEN FACE," WHAT BRAND:

Undecided	27.1%
Troy Lee Designs	12.3%
Giro	10.0%
POC	8.2%
Bell	6.4%
Fox	6.4%
Smith Optics	5.7%
Kask	3.2%
Kali Protectives	2.7%
Specialized	2.5%
7iDP	1.6%
iXS	1.5%
6D	1.3%
MET	1.2%
Bontrager	1.1%
100%	1.0%
Scott	1.0%
Leatt	0.8%
Giant	0.8%
SixSixOne	0.8%

Urge	0.8%
Sweet Protection	0.5%
Bluegrass	0.4%
Fly	0.3%
Lazer	0.3%
Bern	0.2%
TSG	0.2%
Endura	0.2%
Kabuto	0.2%
Pro-Tec	0.2%
Uvex	0.2%
Catlike	0.1%
O'Neal	0.1%
ONE Industries	0.1%
Rudy Project	0.1%
Airoh	0.1%
Answer	0.1%
Cannondale	0.1%
Cratoni	0.1%
Kenny	0.1%
Louis Garneau	0.1%
THE	0.1%
Misc. / Fill-In	0.3%

IF "FULL FACE," WHAT BRAND:

Fox	22.7%
Troy Lee Designs	22.7%
Undecided	18.2%
100%	9.8%
Bell	4.8%
POC	4.8%
Giro	3.0%
7iDP	1.4%
SixSixOne	1.4%
iXS	1.2%
6D	1.0%
Specialized	1.0%
Fly	0.9%
Kali Protectives	0.9%
MET	0.9%
O'Neal	0.9%
Bluegrass	0.7%
Leatt	0.7%
Urge	0.5%
Shred	0.4%
Airoh	0.3%
ONE Industries	0.3%
Scott	0.2%
AGV	0.1%
Answer	0.1%
Cannondale	0.1%
Kabuto	0.1%
Pryme	0.1%
Shoei	0.1%
Sweet Protection	0.1%
THE	0.1%

TSG	0.1%
Misc. / Fill-In	0.5%

IF "CONVERTIBLE," WHAT BRAND:

Bell	44.6%
Undecided	23.4%
Giro	13.9%
Leatt	8.4%
Fox	2.1%
Troy Lee Designs	1.6%
100%	1.1%
POC	0.7%
Lazer	0.5%
Uvex	0.5%
7iDP	0.4%
iXS	0.4%
Kali Protectives	0.4%
MET	0.4%
Answer	0.2%
Bontrager	0.2%
Cannondale	0.2%
Cratoni	0.2%
Kask	0.2%
Shred	0.2%
SixSixOne	0.2%
Smith Optics	0.2%
Misc. / Fill-In	0.2%

SHORTS:

Yes	42.8%
-----	-------

IF "YES," WHAT BRAND:

Undecided	29.9%
Fox	14.7%
Troy Lee Designs	12.9%
Endura	4.8%
Dakine	3.6%
100%	3.4%
Zoic	2.5%
Alpinestars	1.9%
Pearl Izumi	1.9%
Race Face	1.8%
Royal	1.6%
POC	1.3%
Specialized	1.3%
Yeti	1.1%
DHaRCO	1.0%
ION	1.0%
Sombrio	0.9%
Bontrager	0.8%
Club Ride	0.6%
Leatt	0.6%
Patagonia	0.5%

NZO	0.5%
Assos	0.4%
iXS	0.4%
Fly	0.4%
Kitsbow	0.4%
Scott	0.4%
Giro	0.4%
Ground Effect	0.4%
Madison	0.4%
7 Mesh	0.4%
O'Neal	0.3%
Mavic	0.3%
Narrona	0.3%
Platzangst	0.3%
Sugoi	0.3%
Giant	0.2%
RocDay	0.2%
Maloja	0.2%
Sweet Protection	0.2%
Castelli	0.2%
Louis Garneau	0.2%
Shredly	0.2%
Chromag	0.2%
Cannondale	0.2%
Dainese	0.2%
Dirt Baggies	0.2%
ONE Industries	0.2%
The North Face	0.2%
Funkier	0.1%
Gore	0.1%
Performance	0.1%
Fasthouse	0.1%
Loose Riders	0.1%
Zimstern	0.1%
2XU	0.1%
Azonic	0.1%
Bellwether	0.1%
Dickies	0.1%
PVR Industries	0.1%
Qloom	0.1%
Aero Tech Designs	0.1%
Altura	0.1%
Carhartt	0.1%
Craft	0.1%
Cube	0.1%
Haglofs	0.1%
SixSixOne	0.1%
Twin Six	0.1%
Voler	0.1%
Misc. / Fill-In	2.5%

JERSEY:

Yes 36.3%

IF "YES," WHAT BRAND:

Undecided 33.0%
Fox 14.6%

Troy Lee Designs	10.8%
100%	4.3%
Dakine	3.3%
Alpinestars	2.3%
Royal	1.8%
Endura	1.8%
DHaRCO	1.6%
Yeti	1.3%
ION	1.1%
Specialized	1.1%
Loose Riders	1.1%
Race Face	1.0%
POC	1.0%
Sombrio	0.9%
Pearl Izumi	0.9%
Leatt	0.9%
Mons Royale	0.8%
Club Ride	0.7%
Fly	0.7%
iXS	0.7%
Castelli	0.5%
Scott	0.5%
Giro	0.4%
O'Neal	0.4%
Assos	0.4%
Bontrager	0.4%
Nukeproof	0.4%
Zoic	0.4%
Kitsbow	0.3%
Giant	0.3%
Ground Effect	0.3%
Maloja	0.3%
Mavic	0.3%
Chromag	0.3%
Santa Cruz	0.3%
Adidas	0.2%
7 Mesh	0.2%
Commencal	0.2%
Louis Garneau	0.2%
Rocday	0.2%
Dainese	0.2%
Fasthouse	0.2%
ONE Industries	0.2%
Platzangst	0.2%
Sweet Protection	0.2%
Answer	0.1%
Cannondale	0.1%
EVOC	0.1%
Kona	0.1%
Norrna	0.1%
Oakley	0.1%
Patagonia	0.1%
Primal Wear	0.1%
Voler	0.1%
Demon Dirt	0.1%
Kenny	0.1%
Mondraker	0.1%
Morvelo	0.1%
NZO	0.1%
SixSixOne	0.1%

YT Industries	0.1%
2XU	0.1%
Five Ten	0.1%
Foog Wear	0.1%
Gore	0.1%
Icebreaker	0.1%
Rocky Mountain	0.1%
SmartWool	0.1%
The North Face	0.1%
Thor	0.1%
TSG	0.1%
Twin Six	0.1%
Misc. / Fill-In	4.3%

GLOVES:

Yes 41.8%

IF "YES," WHAT BRAND:

Undecided	28.1%
Fox	16.0%
Troy Lee Designs	10.7%
100%	9.3%
Handup	4.2%
Giro	3.6%
Dakine	3.2%
Alpinestars	1.9%
Endura	1.9%
POC	1.9%
Specialized	1.6%
Fist	1.1%
Leatt	1.0%
Royal	0.9%
Tasco	0.8%
Fly	0.8%
Pearl Izumi	0.7%
7iDP	0.7%
Bontrager	0.7%
SixSixOne	0.7%
Yeti	0.6%
ION	0.6%
O'Neal	0.6%
Oakley	0.5%
Mechanix	0.4%
Race Face	0.4%
Giant	0.4%
Scott	0.4%
Answer	0.3%
Dainese	0.3%
Rocday	0.3%
Sombrio	0.3%
EVOC	0.3%
Kali Protectives	0.2%
iXS	0.2%
Thor	0.2%
Grip Grab	0.2%
ONE Industries	0.2%
Mavic	0.2%

AXO.....	0.1%
Louis Garneau.....	0.1%
Sweet Protection.....	0.1%
Castelli.....	0.1%
Deft.....	0.1%
Fasthouse.....	0.1%
Hestra.....	0.1%
Lizard Skins.....	0.1%
Ninjaz Gloves.....	0.1%
On-One.....	0.1%
Azonic.....	0.1%
Ergon.....	0.1%
Hirzl.....	0.1%
Novik.....	0.1%
Seven.....	0.1%
Trek.....	0.1%
Unit.....	0.1%
Misc. / Fill-In.....	2.2%

GOGGLES:

Yes 18.5%

IF "YES," WHAT BRAND:

100%.....	35.0%
Undecided.....	19.1%
Oakley.....	13.6%
Smith Optics.....	11.5%
Fox.....	3.5%
Melon Optics.....	2.5%
Scott.....	2.3%
POC.....	2.0%
Spy.....	1.6%
Giro.....	1.3%
Adidas.....	1.1%
Ryders Eyewear.....	0.9%
Dragon.....	0.8%
Fly.....	0.6%
Julbo.....	0.4%
Von Zipper.....	0.4%
Troy Lee Designs.....	0.3%
Uvex.....	0.3%
509.....	0.2%
EKS Brand.....	0.2%
iXS.....	0.2%
Anon.....	0.1%
Cebe.....	0.1%
O'Neal.....	0.1%
Pit Vipers.....	0.1%
Rudy Project.....	0.1%
Arnette.....	0.1%
Beer Optics.....	0.1%
Bolle.....	0.1%
Kenny.....	0.1%
Loose Riders.....	0.1%
Shred.....	0.1%
Thor.....	0.1%
UFO.....	0.1%

Misc. / Fill-in..... 0.8%

SUNGLASSES (RIDING OR CASUAL):

Yes 24.0%

IF "YES," WHAT BRAND:

Oakley.....	26.8%
Undecided.....	24.9%
100%.....	9.8%
Smith Optics.....	9.8%
Ryders Eyewear.....	2.9%
Tifosi.....	2.2%
Julbo.....	2.1%
Ray-Ban.....	2.0%
Pit Viper.....	1.4%
Spy.....	1.5%
Adidas.....	1.2%
POC.....	1.2%
Electric.....	0.8%
Native Eyewear.....	0.8%
Rudy Project.....	0.7%
Scott.....	0.7%
Bolle.....	0.6%
Maui Jim.....	0.6%
Dragon.....	0.5%
Endura.....	0.5%
Sun Cloud.....	0.5%
Costa Del Mar.....	0.5%
Uvex.....	0.5%
Fox.....	0.3%
Kaenon.....	0.3%
Arnette.....	0.3%
BBB.....	0.3%
Melon.....	0.0%
Von Zipper.....	0.3%
Vans.....	0.2%
Giro.....	0.2%
Louis Garneau.....	0.2%
Revo.....	0.2%
Shimano.....	0.2%
Spotters.....	0.2%
Zeal Optics.....	0.2%
Cebe.....	0.1%
Lazer.....	0.1%
Quiksilver.....	0.1%
Ariete.....	0.1%
Black Ice.....	0.1%
Carrera.....	0.1%
Columbia.....	0.1%
Dita.....	0.1%
MEC.....	0.1%
Northwave.....	0.1%
Shred.....	0.1%
Specialized.....	0.1%
Troy Lee Designs.....	0.1%

Misc. / Fill-In..... 3.9%

RIDING SHOES:

Yes 38.9%

IF "YES," WHAT TYPE OF RIDING SHOES:

Flat 58.7%

Clipless..... 41.3%

IF "CLIPLESS", WHAT BRAND

Five Ten.....	22.9%
Undecided.....	18.9%
Shimano.....	18.4%
Giro.....	9.8%
Specialized.....	7.2%
Fiz'ik.....	3.5%
Northwave.....	2.7%
Pearl Izumi.....	2.7%
Sidi.....	2.5%
Mavic.....	2.1%
Afton.....	1.7%
Bontrager.....	1.4%
Lake.....	0.9%
Scott.....	0.9%
Ion.....	0.8%
Giant.....	0.5%
Louis Garneau.....	0.3%
SixSixOne.....	0.3%
AXO.....	0.2%
Teva.....	0.2%
Cannondale.....	0.1%
Chrome.....	0.1%
Cube.....	0.1%
Diadora.....	0.1%
Gaerne.....	0.1%
O'Neal.....	0.1%
Oakley.....	0.1%
Serfas.....	0.1%
Vans.....	0.1%
Venzo.....	0.1%
Misc. / Fill-In.....	1.5%

IF "FLAT," WHAT BRAND:

Five Ten.....	67.2%
Undecided.....	11.3%
Vans.....	3.6%
Giro.....	3.1%
Shimano.....	2.9%
Specialized.....	2.8%
Adidas.....	1.9%
Afton.....	1.7%
ION.....	0.8%

Nike	0.6%
Bontrager	0.5%
DC	0.3%
Etnies	0.3%
SixSixOne	0.3%
SCG	0.3%
Fox	0.2%
Only What's Necessary	0.2%
Sombrio	0.2%
O'Neal	0.2%
Chrome	0.1%
Mavic	0.1%
Oakley	0.1%
Pearl Izumi	0.1%
Teva	0.1%
Emerica	0.1%
Es	0.1%
Merrell	0.1%
New Balance	0.1%
Salomon	0.1%
Sidi	0.1%
Misc. / Fill-In	0.6%

KNEE PROTECTION:

Yes 28.0%

IF "YES," WHAT BRAND:

Undecided	27.5%
7iDP	11.5%
Fox	8.4%
Troy Lee Designs	6.5%
iXS	6.2%
POC	6.1%
Leatt	4.5%
ION	4.3%
G-Form	3.9%
Race Face	3.9%
Alpinestars	2.5%
SixSixOne	2.2%
Dakine	2.0%
Dainese	2.0%
Kali Protectives	1.8%
Scott	1.3%
Bliss Protection	0.7%
Bluegrass	0.6%
Endura	0.6%
Nukeproof	0.6%
Fly	0.4%
Sweet Protection	0.4%
O'Neal	0.2%
Specialized	0.2%
Fuse	0.2%
AXO	0.1%
Amplifi	0.1%
Demon Dirt	0.1%
Lizard Skins	0.1%
Slytech	0.1%

TSG	0.1%
Misc. / Fill-In	0.7%

HYDRATION PACK:

Yes 14.7%

IF "YES," WHAT BRAND:

Camelbak	27.2%
Undecided	21.2%
Osprey	12.7%
EVOC	12.2%
DaKine	7.0%
USWE	4.3%
Fox	1.6%
Thule	1.3%
Ergon	1.0%
Deuter	0.9%
Shimano	0.9%
Source Outdoor	0.8%
Henty	0.6%
Leatt	0.6%
Hydrapak	0.5%
B'twin	0.4%
Fly	0.4%
POC	0.4%
Scott	0.4%
Bell	0.3%
Coleman	0.3%
ION	0.3%
Platypus	0.3%
Vaude	0.3%
Acre	0.2%
Alpinestars	0.2%
Decathlon	0.2%
Mavic	0.2%
MEC	0.2%
Mystery Ranch	0.2%
Ogio	0.2%
Saloman	0.2%
The North Face	0.2%
Arteryx	0.1%
Cascade Designs	0.1%
Dainese	0.1%
Geigerrig	0.1%
Giant	0.1%
Gregory	0.1%
Haglofs	0.1%
Inov8	0.1%
Kathmandu	0.1%
Klim	0.1%
Lezyne	0.1%
Nathan	0.1%
Tresspass	0.1%
Misc. / Fill-in	1.4%