



2014 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male	96.7%
Female.....	3.3%

AGE:

Average	33
Median	33
19 or under	14.5%
20-29	24.2%
30-39	31.4%
40-49	21.7%
50 or older	8.1%

MARITAL STATUS:

Married	45.7%
Single	54.3%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	5.5%
High school.....	18.0%
Some college.....	19.8%
College.....	37.0%
Postgraduate degree	19.7%

HOUSEHOLD INCOME:

Average	\$89,733
Median	\$62,500
Under \$25,000	16.5%
\$25,001 - \$50,000	18.1%
\$50,001 - \$75,000	15.7%
\$75,001 - \$100,000	14.8%
\$100,001 - \$125,000	11.0%
\$125,001 - \$150,000	7.4%
\$150,001 - \$175,000	5.1%
\$175,001 - \$200,000	3.3%
\$200,001 - \$225,000	2.5%
\$225,001 - \$250,000	1.3%
\$250,001 or more.....	4.2%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States.....	38.4%
Australia.....	9.6%
United Kingdom	9.0%
Canada	7.2%
New Zealand.....	3.7%
France	2.3%
Germany	2.1%
Italy.....	1.5%
Spain.....	1.3%
Portugal.....	1.2%

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

California	24.2%
Colorado	10.0%
Washington.....	6.2%
Utah	5.2%
Oregon	4.7%
New York	3.6%
Texas.....	3.3%
Arizona	3.2%
Pennsylvania.....	2.6%
Massachusetts	2.6%

INTERNATIONAL TRAFFIC, Top 10 of 229 countries from Google Analytics*:

United States.....	33.2%
United Kingdom	10.8%
Canada	6.6%
Australia.....	5.5%
Germany	4.6%
France	3.8%
Spain	2.4%
Italy.....	2.2%
New Zealand.....	2.0%
Switzerland	1.4%

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

California.....	25.4%
Colorado	9.1%
Washington.....	5.5%
Utah	4.1%
Texas	3.8%
New York	3.7%
Oregon.....	3.6%
Virginia.....	3.2%
Arizona	2.9%
Illinois.....	2.7%

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

Average per day.....	7.8
21 or more times a day	14.3%
11-20 times a day.....	12.3%
6-10 times a day.....	19.2%
2-5 times a day.....	33.9%
Once a day.....	13.6%
2-3 times per week.....	4.9%
Once a week or less	1.9%

MAIN SOURCES OF MOUNTAIN BIKE INFORMATION:

Mountain bike websites.....	86.9%
Social media	58.0%
Magazines.....	52.0%
Friends / family.....	48.5%
Local bike shop.....	45.5%
Manufacturer websites.....	43.5%
Races / events / group rides	33.0%
Mail-order websites	20.0%
Working in the industry.....	14.0%
Manufacturer catalogs	10.9%
Mail-order catalogs.....	4.0%
Misc. / Fill-In.....	0.9%

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

Methodology – This survey was conducted on Vital MTB, June- July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes 97.6%

HOW OFTEN RIDE:

Average 2.5 times a week

4 or more times a week 27.4%

2-3 times a week 45.4%

About once a week 18.3%

2-3 times a month 5.3%

About once a month 1.4%

I don't ride regularly 2.2%

TYPES OF RIDING DONE IN PAST 12 MONTHS:

Trail riding 88.1%

Cross-country 70.7%

Downhill 61.6%

Bike parks 44.6%

Street riding 34.3%

Pumptrack 32.6%

Dirt jumping 25.7%

Skateparks 12.3%

FAVORITE TYPE OF RIDING:

Enduro / all-mountain 34.2%

Trail riding 27.2%

Downhill / gravity 26.8%

Cross-country 7.3%

Dirt jumping 2.9%

Street riding / skateparks 1.6%

ENTERED RACE IN PAST 12 MONTHS:

Yes 40.8%

IF "YES," WHAT TYPE OF RACE:

Downhill 43.0%

Enduro 43.0%

Cross-country 40.2%

Endurance (6-24 hour races) 16.4%

Super D 10.3%

Dual-slalom 5.3%

4X 4.4%

FARTHEST DISTANCE YOU'VE TRAVELED TO RIDE IN THE PAST 12 MONTHS:

Under 200 miles 35.8%

201 - 400 miles 25.8%

401 - 600 miles 13.0%

601 - 800 miles 6.3%

801 - 1,000 miles 4.7%

Over 1,000 miles 14.4%

RIDDEN A MOUNTAIN BIKE PARK:

Yes 66.4%

IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler Mountain Bike Park 16.9%

Trestle / Winter Park 2.9%

Highland Mountain 2.8%

Northstar at Tahoe 2.8%

Mammoth 2.4%

Queenstown 2.1%

Snow Summit / Big Bear 2.0%

Whakarewarewa 1.9%

Chatel 1.7%

Angel Fire 1.5%

Glentress 1.5%

Morzine 1.5%

Mountain Creek 1.5%

Les Gets 1.4%

Silver Star Bike Park 1.3%

Hafjell 1.2%

Leogang 1.2%

Afan 1.1%

Keystone 1.1%

Snowshoe 1.1%

Winterberg 1.1%

Bike Park Wales 1.0%

Mt. Buller 1.0%

Les Duex Alps 0.9%

Portes Du Soleil 0.9%

Thredbo 0.9%

Are Bike Park 0.8%

Canyons 0.8%

Duthie Hill 0.8%

Lac Blanc 0.8%

Maribor 0.8%

Nevados de Chillan 0.8%

Stromlo 0.8%

UK Bike Park 0.8%

Vallnord 0.8%

You Yangs 0.8%

Bromont 0.7%

Fernie Bike Park 0.6%

Livigno 0.6%

Schladming 0.6%

Valmont Bike Park 0.6%

Chicksands 0.5%

Coast Gravity Park 0.5%

El Durazno 0.5%

Javornik 0.5%

Llandegla 0.5%

Beech Mountain 0.4%

Deer Valley 0.4%

Eagle Park 0.4%

Evolution / Crested Butte 0.4%

Ray's MTB Park, Cleveland 0.4%

Semmering 0.4%

Stevens Pass 0.4%

Bootleg Canyon 0.3%

Burke 0.3%

Kicking Horse 0.3%

Plattekill 0.3%

Ponte de Lima 0.3%

Ray's MTB Park, Milwaukee 0.3%

Rostrevor 0.3%

Rotorua MTB Park 0.3%

Steamboat 0.3%

Sun Peaks 0.3%

Woodhill 0.3%

Bike Park Ireland 0.2%

Blue Mountain, Ontario 0.2%

Blue Mountain, PA 0.2%

Borovets Mountain Bike Park 0.2%

Forest of Dean 0.2%

Fujimi 0.2%

Giba Gorge 0.2%

Gisburn Forest 0.2%

Joyride 150 0.2%

La Pinilla Bike Park 0.2%

Lenzerhide 0.2%

Lysterfield 0.2%

Morgins 0.2%

Mt. Bachelor 0.2%

Mt. Washington 0.2%

Pila 0.2%

Revolution Bike Park 0.2%

Seven Springs 0.2%

Silver Mountain Bike Park 0.2%

Spicak, Czech Republic 0.2%

Sugarloaf 0.2%

Whiteface 0.2%

Woodward West 0.2%

Alafia State Park 0.1%

Antur Stiniog 0.1%

Aston Hill 0.1%

Bryce Bike Park 0.1%

Coed y Brenin 0.1%

Dalby Forest 0.1%

Frisco Bike Park 0.1%

Granby Ranch 0.1%

Hamsterly Forest 0.1%

Jarvso 0.1%

Laggan Wolftrax 0.1%

Lumberyard 0.1%

Makara Peak 0.1%

Pamporovo, 0.1%

Panorama 0.1%

Putrajaya 0.1%

Tamarack Bike Park 0.1%

Verbier 0.1%

Wheel Mill	0.1%
Willingen	0.1%
Misc. / Fill-In	18.0%

TYPE(S) OF BIKE(S) OWNED:

Enduro / all-mountain	55.2%
Trail	39.1%
Downhill	31.2%
Dirt Jump / street / 4x	23.6%
Freeride / park	14.9%
Cross-country	14.8%

WHEEL SIZE(S) OWNED:

26"	84.8%
27.5" / 650B	18.7%
29"	25.4%

PRIMARY BIKE IS FULL-SUSPENSION

Yes	73.8%
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IF "YES," TRAVEL ON PRIMARY BIKE:

Over 185mm (over 7.2")	16.3%
150mm - 180mm (5.9"-7")	44.3%
125mm - 145mm (5"-5.7")	25.0%
75mm - 120mm (3"-4.7")	13.9%
Under 75mm (under 3")	0.5%

COST OF CURRENT BIKE:

Average	\$4,013
Median	\$3,500
Under \$999	9.8%
\$1,000 - \$1,999	13.9%
\$2,000 - \$2,999	15.9%
\$3,000 - \$3,999	17.8%
\$4,000 - \$4,999	12.2%
\$5,000 - \$5,999	10.5%
\$6,000 - \$6,999	8.1%
\$7,000 - \$7,999	4.6%
\$8,000 - \$8,999	3.1%
\$9,000 - \$9,999	1.9%
\$10,000 - \$10,999	1.2%
\$11,000 - \$11,999	0.5%
Over \$12,000	0.5%

RUNS PRIMARY BIKE TUBELESS:

Yes	41.6%
No	58.4%

HOW MANY BIKES OWNED:

Average	2.2
1	29.7%
2	37.1%

3	19.5%
4	7.0%
5 or more	6.7%

WHERE NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer	57.4%
Local bike shop	42.6%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time	8.1%
75 - 99% of the time	9.6%
50 - 74% of the time	13.8%
25 - 49% of the time	12.8%
Less than 25% of the time	55.6%

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

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months	43.8%
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IF "YES," WHAT TYPE OF BIKE:

Enduro / all-mountain	46.8%
Downhill	19.1%
Trail	16.6%
Cross-country	9.4%
Freeride / park	4.3%
Dirt Jump / street / 4x	3.9%

IF "YES," WHAT WHEEL SIZE:

26"	28.9%
27.5" / 650B	51.7%
29"	19.4%

IF "YES," FRONT CHAINRING SET-UP:

1x	63.3%
2x	28.9%
3x	7.8%

IF "YES," WHAT BRAND OF COMPLETE BIKE:

Undecided	15.2%
Specialized	12.2%
Santa Cruz	10.5%
Giant	5.9%
Trek	5.7%
YT Industries	3.1%
Yeti	2.7%
Canyon	2.7%
Kona	2.7%

Scott	2.5%
Norco	2.4%
Devinci	2.2%
Cannondale	2.0%
Intense	2.0%
Transition	2.0%
GT	1.7%
Pivot	1.6%
Lapierre	1.3%
Commencal	1.2%
Rocky Mountain	1.2%
Banshee	1.0%
Niner	1.0%
Ibis	0.9%
Nukeproof	0.8%
Knolly	0.7%
Polygon	0.7%
Airborne	0.6%
Evil	0.6%
NS Bikes	0.6%
Mondraker	0.6%
Cube	0.5%
Merida	0.5%
Marin	0.4%
On-One	0.4%
Orange	0.4%
Canfield Brothers	0.3%
Jamis	0.3%
Salsa	0.3%
Diamondback	0.3%
Nicolai	0.3%
Dartmoor	0.2%
Felt	0.2%
Guerrilla Gravity	0.2%
KHS	0.2%
Turner	0.2%
Focus	0.2%
Iron Horse	0.2%
Liv/Giant	0.2%
Agang	0.2%
Ghost	0.2%
KTM	0.2%
Mongoose	0.2%
Surly	0.2%
Antidote	0.1%
BMC	0.1%
Deity	0.1%
Ellsworth	0.1%
Haro	0.1%
Morewood	0.1%
Radon	0.1%
Zerode	0.1%
Bergamont	0.1%
Bianchi	0.1%
CTM	0.1%
DMR	0.1%
Juliana	0.1%

Methodology – This survey was conducted on Vital MTB, June-July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

Lynskey.....	0.1%
Orbea.....	0.1%
Ragley.....	0.1%
Solid.....	0.1%
Xprezo.....	0.1%
Black Market.....	0.1%
Chromag.....	0.1%
Cove.....	0.1%
Foes.....	0.1%
Liteville.....	0.1%
MDE.....	0.1%
Morpheus.....	0.1%
Motobecane.....	0.1%
Mountain Cycle.....	0.1%
Schwinn.....	0.1%
Stevens.....	0.1%
Voodoo.....	0.1%
Misc. / Fill-in.....	3.1%

IF "YES," WHAT BRAND OF COMPLETE BIKE, CROSS-TABULATED BY 26" WHEELSIZE:

Undecided.....	18.4%
Specialized.....	14.6%
Santa Cruz.....	5.5%
Giant.....	5.1%
Trek.....	4.8%
Kona.....	3.1%
Transition.....	3.1%
Scott.....	3.0%
Canyon.....	2.6%
Norco.....	2.6%
Devinci.....	2.5%
YT Industries.....	2.5%
Yeti.....	2.4%
GT.....	2.0%
Commencal.....	1.9%
Banshee.....	1.6%
Polygon.....	1.6%
Intense.....	1.5%
Nukeproof.....	1.4%
Evil.....	1.3%
Cannondale.....	1.2%
NS Bikes.....	1.2%
Airborne.....	1.1%
Dartmoor.....	1.0%
Rocky Mountain.....	1.0%
Knolly.....	0.7%
Lapierre.....	0.7%
Iron Horse.....	0.5%
Mongoose.....	0.5%
Deity.....	0.4%
Mondraker.....	0.4%
Orange.....	0.4%
Pivot.....	0.4%
Agang.....	0.3%

Antidote.....	0.3%
DMR.....	0.3%
Merida.....	0.3%
Surly.....	0.3%
Zerode.....	0.3%
Bergamont.....	0.2%
Black Market.....	0.2%
Cube.....	0.2%
Diamondback.....	0.2%
Guerrilla Gravity.....	0.2%
Haro.....	0.2%
Jamis.....	0.2%
KHS.....	0.2%
Morewood.....	0.2%
Mountain Cycle.....	0.2%
Voodoo.....	0.2%
Bianchi.....	0.1%
Bulls.....	0.1%
Corsair.....	0.1%
CTM.....	0.1%
Eastern.....	0.1%
Focus.....	0.1%
Ghost.....	0.1%
Juliana.....	0.1%
Karpriel.....	0.1%
Kross.....	0.1%
Liv/Giant.....	0.1%
Look.....	0.1%
Morpheus.....	0.1%
Nicolai.....	0.1%
Niner.....	0.1%
On-One.....	0.1%
Radon.....	0.1%
Rose.....	0.1%
Seven.....	0.1%
Turners.....	0.1%
Misc. / Fill-In.....	2.9%

IF "YES," WHAT BRAND OF COMPLETE BIKE, CROSS-TABULATED BY 27.5"/650b WHEELSIZE:

Santa Cruz.....	14.8%
Undecided.....	13.9%
Giant.....	8.0%
Specialized.....	7.4%
Trek.....	5.2%
YT Industries.....	4.6%
Canyon.....	3.2%
Norco.....	3.1%
Kona.....	3.0%
Devinci.....	2.6%
Yeti.....	2.6%
Intense.....	2.5%
Scott.....	2.3%
Transition.....	2.0%
Cannondale.....	1.9%

GT.....	1.9%
Lapierre.....	1.8%
Rocky Mountain.....	1.5%
Commencal.....	1.1%
Knolly.....	1.0%
Ibis.....	0.9%
Mondraker.....	0.9%
Banshee.....	0.8%
Merida.....	0.6%
Nukeproof.....	0.6%
Cube.....	0.5%
NS Bikes.....	0.5%
Orange.....	0.5%
Evil.....	0.4%
Jamis.....	0.4%
Nicolai.....	0.4%
On-One.....	0.4%
Airborne.....	0.4%
Canfield Brothers.....	0.4%
Marin.....	0.4%
Polygon.....	0.4%
Diamondback.....	0.3%
Guerrilla Gravity.....	0.3%
Liv/Giant.....	0.3%
Pivot.....	0.3%
Felt.....	0.2%
Focus.....	0.2%
KHS.....	0.2%
KTM.....	0.2%
Turner.....	0.2%
Radon.....	0.2%
Xprezo.....	0.2%
Agang.....	0.1%
Cove.....	0.1%
Ellsworth.....	0.1%
Foes.....	0.1%
Juliana.....	0.1%
Liteville.....	0.1%
Morewood.....	0.1%
Orbea.....	0.1%
Pyga.....	0.1%
Salsa.....	0.1%
Schwinn.....	0.1%
Alutech.....	0.1%
BH.....	0.1%
Bianchi.....	0.1%
BMC.....	0.1%
Breezer.....	0.1%
Brooklyn Machine Works.....	0.1%
Btwin.....	0.1%
Cortina.....	0.1%
CTM.....	0.1%
Fezzari.....	0.1%
Ghost.....	0.1%
Haro.....	0.1%
Iron Horse.....	0.1%
Klein.....	0.1%

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Niner	0.1%
Propain	0.1%
Ragley	0.1%
Raleigh	0.1%
Sinister	0.1%
Surly	0.1%
Whyte	0.1%
Zerode	0.1%
Misc. / Fill-In	1.9%

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

Specialized	22.9%
Undecided	17.3%
Trek	9.2%
Santa Cruz	5.9%
Niner	4.8%
Yeti	3.8%
Cannondale	3.7%
Scott	2.9%
Kona	2.2%
Giant	2.1%
Canyon	1.7%
Intense	1.7%
Ibis	1.6%
GT	1.1%
Marin	1.1%
Salsa	1.1%
Lapierre	1.0%
Cube	0.8%
Norco	0.8%
Pivot	0.8%
Rocky Mountain	0.8%
Airborne	0.6%
Canfield Brothers	0.6%
Felt	0.6%
On-One	0.6%
Transition	0.6%
Banshee	0.5%
BMC	0.5%
Commencal	0.5%
Devinci	0.5%
Ghost	0.5%
Merida	0.5%
Nukeproof	0.5%
Diamondback	0.3%
Ellsworth	0.3%
Motobecane	0.3%
Stevens	0.3%
Turner	0.3%
Bergamont	0.2%
Bianchi	0.2%
CTM	0.2%
DK	0.2%
Fisher	0.2%

Focus	0.2%
Haro	0.2%
Jamis	0.2%
KTM	0.2%
Litespeed	0.2%
Lynskey	0.2%
Mondraker	0.2%
Moots	0.2%
Polygon	0.2%
Ragley	0.2%
Ripley	0.2%
YT Industries	0.2%
Misc. / Fill-In	2.1%

FRAME:

Will purchase within 12 months... 25.7%

IF "YES," WHAT BRAND:

Undecided	17.3%
Santa Cruz	11.1%
Specialized	7.2%
Banshee	3.5%
Giant	3.3%
Yeti	3.3%
Devinci	3.2%
Trek	3.1%
Transition	2.9%
Intense	2.6%
Canfield Brothers	2.0%
Kona	1.7%
Commencal	1.6%
Knolly	1.5%
Scott	1.5%
Dartmoor	1.5%
Nukeproof	1.5%
GT	1.4%
Pivot	1.4%
Niner	1.2%
Norco	1.2%
NS Bikes	1.1%
Cannondale	1.0%
Deity	1.0%
Ibis	1.0%
On-One	1.0%
Evil	0.9%
Mondraker	0.9%
YT Industries	0.9%
Turner	0.8%
Cotic	0.7%
Orange	0.7%
Polygon	0.7%
Surly	0.7%
Lapierre	0.6%
Airborne	0.5%
Cube	0.5%
Rocky Mountain	0.5%

Black Market	0.4%
Lynskey	0.4%
Morewood	0.4%
Guerrilla Gravity	0.4%
Merida	0.4%
Nicolai	0.4%
Antidote	0.3%
Chromag	0.3%
Octane One	0.3%
Production Privee	0.3%
Salsa	0.3%
Zerode	0.3%
DMR	0.3%
Liteville	0.3%
Canyon	0.2%
Cove	0.2%
Felt	0.2%
Foes	0.2%
Ghost	0.2%
Diamondback	0.2%
Ellsworth	0.2%
Marin	0.2%
Mutant	0.2%
Pyga	0.2%
Ram	0.2%
Stanton	0.2%
Vassago	0.2%
Bianchi	0.1%
Bicycle Fabrications	0.1%
Bilt	0.1%
BMC	0.1%
Brooklyn Machine Works	0.1%
Da Bomb	0.1%
Eastern	0.1%
Empire	0.1%
Lenz	0.1%
Orbea	0.1%
Propain	0.1%
Ragley	0.1%
Retrotec	0.1%
Ritchey	0.1%
Spank	0.1%
Tonic Fabrication	0.1%
Ventana	0.1%
Xprezo	0.1%
Agang	0.1%
Army	0.1%
Arrow	0.1%
Atomlab	0.1%
Avanti	0.1%
Black Cat	0.1%
Breezer	0.1%
Brodie	0.1%
Carver	0.1%
Doberman	0.1%
Fairdale	0.1%
Fisher	0.1%

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Fuji.....	0.1%
Hammerhead.....	0.1%
Haro.....	0.1%
Hunter.....	0.1%
Hyper.....	0.1%
Identiti.....	0.1%
Iron Horse.....	0.1%
Jamis.....	0.1%
KHS.....	0.1%
KTM.....	0.1%
MDE.....	0.1%
Momsen.....	0.1%
Mongoose.....	0.1%
Moots.....	0.1%
Morpheus.....	0.1%
Pride.....	0.1%
Ripley.....	0.1%
Ritte.....	0.1%
Rock Lobster.....	0.1%
Rose.....	0.1%
Ruff Cycles.....	0.1%
Saracen.....	0.1%
Schwinn.....	0.1%
Seven.....	0.1%
Singular.....	0.1%
Sinister.....	0.1%
Sobre.....	0.1%
Spot.....	0.1%
Titus.....	0.1%
Tomac.....	0.1%
Triton.....	0.1%
Twenty Two Cycles.....	0.1%
Wilier.....	0.1%
Zukas.....	0.1%
Zumbi.....	0.1%
Misc. / Fill-In.....	1.4%

SUSPENSION FORK:

Will purchase within 12 months... 36.8%

IF "YES," WHAT BRAND:

RockShox.....	42.1%
Fox.....	26.3%
Undecided.....	10.2%
Marzocchi.....	6.7%
BOS.....	3.1%
X-Fusion.....	2.8%
Manitou.....	2.6%
DVO.....	1.7%
SR Suntour.....	1.4%
DT Swiss.....	0.5%
MRP.....	0.5%
Cannondale.....	0.4%
Magura.....	0.3%
Formula.....	0.2%
RST.....	0.2%

Specialized.....	0.2%
Ohlins.....	0.1%
Scott.....	0.1%
Cane Creek.....	0.1%
DNM.....	0.1%
Misc. / Fill-In.....	0.7%

REAR SHOCK:

Will purchase within 12 months... 21.5%

IF "YES," WHAT BRAND:

Cane Creek.....	30.0%
Fox.....	27.1%
RockShox.....	21.2%
Undecided.....	8.5%
BOS.....	3.1%
Marzocchi.....	2.1%
Ohlins.....	2.0%
X-Fusion.....	1.7%
DVO.....	1.2%
Avalanche.....	0.4%
Manitou.....	0.4%
DT Swiss.....	0.4%
Elka.....	0.4%
Magura.....	0.2%
Specialized.....	0.2%
SR Suntour.....	0.2%
Diverse.....	0.1%
KS/Kind Shock.....	0.1%
Risse Racing.....	0.1%
Scott.....	0.1%
MRP.....	0.1%
Misc. / Fill-In.....	0.4%

WHEELSET:

Will purchase within 12 months... 37.0%

IF "YES," PRE-BUILT OR CUSTOM:

Pre-built.....	54.3%
Custom.....	45.7%

IF "PRE-BUILT," WHAT BRAND:

Undecided.....	17.1%
Mavic.....	16.2%
Stan's No Tubes.....	7.0%
ENVE.....	6.0%
DT Swiss.....	4.7%
Industry Nine.....	4.2%
Hope.....	4.0%
Spank.....	3.9%
Easton.....	3.7%
Roval.....	3.2%
Sun Ringle.....	2.3%
SRAM.....	2.1%
e*thirteen.....	2.0%

Shimano.....	2.0%
Bontrager.....	1.9%
Crank Brothers.....	1.8%
Azonic.....	1.6%
Ibis.....	1.4%
Nukeproof.....	1.2%
WTB.....	1.2%
American Classic.....	1.2%
Light Bicycles.....	1.0%
Novatec.....	0.9%
Superstar.....	0.9%
Syntace.....	0.7%
Atomlab.....	0.7%
Canfield Brothers.....	0.7%
Fulcrum.....	0.7%
Halo.....	0.7%
Race Face.....	0.7%
Reynolds.....	0.5%
Syncros.....	0.5%
Dartmoor.....	0.3%
Giant.....	0.3%
Gravity.....	0.3%
DMR.....	0.2%
Funn.....	0.2%
Loaded Precision.....	0.2%
NS Bikes.....	0.2%
Maddux.....	0.1%
Spinergy.....	0.1%
A-Class.....	0.1%
Acros.....	0.1%
Ellsworth.....	0.1%
Factor.....	0.1%
Formula.....	0.1%
Guerrilla Gravity.....	0.1%
On-One.....	0.1%
Sunline.....	0.1%
THE.....	0.1%
Transition.....	0.1%
Velocity.....	0.1%
Misc. / Fill-In.....	0.9%

IF "CUSTOM," WHAT BRAND OF RIMS:

Stan's No Tubes.....	18.1%
Undecided.....	14.4%
Mavic.....	11.4%
ENVE.....	8.6%
Spank.....	6.4%
Light Bicycle.....	6.3%
DT Swiss.....	3.1%
WTB.....	2.2%
e*thirteen.....	1.8%
SRAM.....	1.8%
Industry Nine.....	1.7%
Derby.....	1.5%
Sun Ringle.....	1.4%
Alex.....	1.4%

Methodology – This survey was conducted on Vital MTB, June-July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

Dartmoor.....	1.2%
Halo.....	1.1%
Ibis.....	1.0%
Atomlab.....	0.8%
Syntaxe.....	0.8%
Velocity.....	0.8%
NOX Composites.....	0.8%
Nukeproof.....	0.8%
Easton.....	0.7%
NS Bikes.....	0.7%
Canfield Brothers.....	0.6%
Hope.....	0.6%
Pacenti.....	0.5%
Specialized.....	0.5%
Da Bomb.....	0.5%
American Classic.....	0.4%
Bontrager.....	0.4%
Crank Brothers.....	0.4%
Shimano.....	0.4%
Superstar.....	0.4%
Duke.....	0.3%
Gravity.....	0.3%
Race Face.....	0.3%
Zelvy.....	0.3%
Asterion.....	0.2%
AX Lightness.....	0.2%
Azonic.....	0.2%
DMR.....	0.2%
Novatec.....	0.2%
Reynolds.....	0.2%
Surly.....	0.2%
Alienation.....	0.2%
Blackjack.....	0.2%
HED.....	0.2%
Loaded Precision.....	0.2%
Ryde.....	0.2%
Sixpack.....	0.2%
Weinmann.....	0.2%
Arrow.....	0.1%
Bombshell.....	0.1%
Curve.....	0.1%
Factor.....	0.1%
Formula.....	0.1%
Kore.....	0.1%
Salsa.....	0.1%
Syncros.....	0.1%
Tioga.....	0.1%
Misc. / Fill-In.....	2.3%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope.....	26.7%
Chris King.....	11.9%
Undecided.....	11.3%
DT Swiss.....	10.0%
Industry Nine.....	6.5%
Shimano.....	3.7%

Hadley.....	3.0%
Novatec.....	2.3%
Profile.....	2.1%
SRAM.....	2.1%
Mavic.....	1.7%
Superstar.....	1.3%
Dartmoor.....	1.1%
NS Bikes.....	1.0%
Canfield Brothers.....	0.9%
Halo.....	0.9%
Nukeproof.....	0.7%
Da Bomb.....	0.6%
Spank.....	0.6%
American Classic.....	0.5%
Crank Brothers.....	0.5%
Ibis.....	0.5%
Specialized.....	0.5%
Stan's No Tubes.....	0.5%
Syntaxe.....	0.5%
Tune.....	0.5%
e*thirteen.....	0.5%
Formula.....	0.5%
Bontrager.....	0.4%
Project 321.....	0.4%
White Industries.....	0.4%
Atomlab.....	0.3%
DMR.....	0.2%
Easton.....	0.2%
Sun Ringle.....	0.2%
Aivee.....	0.2%
Alchemy.....	0.2%
Azonic.....	0.2%
Marzocchi.....	0.2%
MOB.....	0.2%
Octane One.....	0.2%
Race Face.....	0.2%
Stealth.....	0.2%
Xentis.....	0.2%
Bombshell.....	0.1%
Chub.....	0.1%
Factor.....	0.1%
Fire Eye.....	0.1%
Goldtech.....	0.1%
On-One.....	0.1%
Phil Wood.....	0.1%
Sixpack.....	0.1%
Transition.....	0.1%
Velocity.....	0.1%
WTB.....	0.1%
Misc. / Fill-In.....	2.3%

TIRES:

Will purchase within 12 months... 80.5%

IF "YES," WHAT BRAND:

Maxxis.....	37.9%
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Schwalbe.....	19.8%
Undecided.....	10.9%
Continental.....	9.2%
Specialized.....	6.7%
Kenda.....	3.7%
Bontrager.....	2.4%
WTB.....	1.9%
Michelin.....	1.5%
Mavic.....	0.8%
Geax.....	0.7%
Hutchinson.....	0.7%
Onza.....	0.7%
Panaracer.....	0.4%
On-One.....	0.2%
Halo.....	0.2%
Vee Tire Co.....	0.2%
Surly.....	0.2%
Intense.....	0.2%
DMR.....	0.2%
Rubena.....	0.2%
CST.....	0.1%
Tioga.....	0.1%
Ritchey.....	0.1%
Vredestein.....	0.1%
Arrow.....	0.1%
45North.....	0.1%
Duro.....	0.1%
IRC.....	0.1%
KHE.....	0.1%
Misc. / Fill-In.....	0.4%

HANDLEBARS:

Will purchase within 12 months... 32.4%

IF "YES," WHAT BRAND:

Renthal.....	19.4%
Undecided.....	14.1%
Race Face.....	13.0%
Easton.....	7.6%
Chromag.....	6.6%
ENVE.....	6.3%
Deity.....	4.7%
Spank.....	2.9%
Answer.....	2.4%
Truvativ.....	2.4%
Funn.....	1.9%
Thomson.....	1.5%
Nukeproof.....	1.4%
Crank Brothers.....	1.0%
Ritchey.....	0.9%
Specialized.....	0.9%
Bontrager.....	0.9%
NS Bikes.....	0.9%
FSA.....	0.8%
Gravity.....	0.7%
Kore.....	0.7%

Dartmoor.....	0.6%
Joystick.....	0.6%
ODI.....	0.5%
Syntace.....	0.5%
Azonic.....	0.4%
Burgtec.....	0.4%
Pro.....	0.4%
Giant.....	0.4%
Niner.....	0.4%
ANVL.....	0.3%
DMR.....	0.3%
Sixpack.....	0.3%
3T.....	0.2%
Atomlab.....	0.2%
Loaded Precision.....	0.2%
Production Privee.....	0.2%
Syncros.....	0.2%
Atomic.....	0.2%
Black Market.....	0.2%
Salsa.....	0.2%
SMAC.....	0.2%
Jones.....	0.1%
On-One.....	0.1%
Reverse Components.....	0.1%
Sunline.....	0.1%
Tioga.....	0.1%
Ibis.....	0.1%
Santa Cruz.....	0.1%
SNAFU.....	0.1%
Whisky Parts Company.....	0.1%
WTB.....	0.1%
Misc. / Fill-In.....	1.1%

GRIPS:

Will purchase within 12 months... 52.3%

IF "YES," WHAT BRAND:

ODI.....	32.1%
Undecided.....	15.0%
Lizard Skins.....	6.7%
ESI.....	6.3%
Renthal.....	5.0%
Ergon.....	3.4%
Sensus.....	3.4%
Specialized.....	2.8%
Race Face.....	2.6%
Oury.....	2.5%
Troy Lee Designs.....	1.8%
Easton.....	1.5%
Chromag.....	1.4%
Deity.....	1.0%
Superstar.....	1.0%
Bontrager.....	0.9%
Crank Brothers.....	0.9%
Pro.....	0.9%
Nukeproof.....	0.8%

Hope.....	0.7%
SRAM.....	0.6%
WTB.....	0.5%
Answer.....	0.5%
Ritchey.....	0.5%
Dartmoor.....	0.4%
Funn.....	0.4%
Gravity.....	0.4%
Yeti.....	0.4%
DMR.....	0.3%
Loaded Precision.....	0.3%
Cult.....	0.3%
NS Bikes.....	0.3%
Animal.....	0.2%
Sixpack.....	0.2%
Spank.....	0.2%
ANVL.....	0.2%
Santa Cruz.....	0.2%
Syncros.....	0.2%
Azonic.....	0.1%
Charge.....	0.1%
Clarks.....	0.1%
Octane One.....	0.1%
Odyssey.....	0.1%
SDG.....	0.1%
TMR Designs Imprint.....	0.1%
A'ME.....	0.1%
Fizik.....	0.1%
Moove.....	0.1%
Sunline.....	0.1%
ATI.....	0.1%
Fire Eye.....	0.1%
Giant.....	0.1%
Kore.....	0.1%
OnOff.....	0.1%
Red Monkey.....	0.1%
Acros.....	0.1%
Eastern.....	0.1%
Intense.....	0.1%
Portland Design Works.....	0.1%
Serfas.....	0.1%
Syntace.....	0.1%
Ti-Springs.....	0.1%
Velo.....	0.1%
Misc. / Fill-In.....	1.0%

STEM:

Will purchase within 12 months... 24.9%

IF "YES," WHAT BRAND:

Undecided.....	17.3%
Renthal.....	12.3%
Race Face.....	10.5%
Thomson.....	7.5%
Easton.....	6.7%
Chromag.....	5.9%

Deity.....	3.3%
Hope.....	3.1%
Spank.....	3.1%
Truvativ.....	2.4%
ENVE.....	2.3%
Funn.....	2.2%
Syntace.....	1.7%
Ritchey.....	1.3%
Straitline.....	1.3%
Nukeproof.....	1.1%
Answer.....	1.0%
FSA.....	0.8%
Gravity.....	0.8%
Kore.....	0.8%
Bontrager.....	0.8%
Loaded Precision.....	0.8%
Pro.....	0.8%
Giant.....	0.6%
NS Bikes.....	0.6%
Azonic.....	0.6%
Crank Brothers.....	0.6%
Specialized.....	0.6%
Twenty6.....	0.6%
DMR.....	0.5%
3T.....	0.5%
Burgtec.....	0.4%
Dartmoor.....	0.3%
Joystick.....	0.3%
Niner.....	0.3%
Onoff.....	0.3%
Sixpack.....	0.3%
ANVL.....	0.2%
e*thirteen.....	0.2%
North Shore Billet.....	0.2%
Point One Racing.....	0.2%
Profile.....	0.2%
Sulphur Components.....	0.2%
Superstar.....	0.2%
Syncros.....	0.2%
Gamut.....	0.2%
ODI.....	0.2%
On-One.....	0.2%
Salsa.....	0.2%
Zipp.....	0.2%
Acros.....	0.1%
Atomlab.....	0.1%
Blackspire.....	0.1%
Canfield Brothers.....	0.1%
Cannondale.....	0.1%
Chunked.....	0.1%
Kodex.....	0.1%
Moots.....	0.1%
Octane One.....	0.1%
Production Privee.....	0.1%
SNAFU.....	0.1%
77 Designz.....	0.1%
Black Market.....	0.1%

Methodology – This survey was conducted on Vital MTB, June-July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

Box Components.....	0.1%
Candy Components.....	0.1%
Coda.....	0.1%
Control Tech.....	0.1%
MRP.....	0.1%
Transition.....	0.1%
WTB.....	0.1%
Misc. / Fill-In.....	1.1%

HEADSET:

Will purchase within 12 months... 16.8%

IF "YES," WHAT BRAND:

Cane Creek.....	29.6%
Chris King.....	27.5%
Undecided.....	12.1%
Hope.....	8.2%
FSA.....	6.8%
Works Components.....	2.5%
Nukeproof.....	1.3%
Ritchey.....	1.0%
Acros.....	0.9%
Shimano.....	0.9%
Crank Brothers.....	0.9%
Race Face.....	0.9%
Dartmoor.....	0.5%
Gravity.....	0.4%
Atomlab.....	0.3%
Black Market.....	0.3%
Loaded Precision.....	0.3%
Reset Racing.....	0.3%
Superstar.....	0.3%
VP Components.....	0.3%
Funn.....	0.3%
Octane One.....	0.3%
Pro.....	0.3%
Syncros.....	0.3%
BBB.....	0.2%
Da Bomb.....	0.2%
Giant.....	0.2%
OnOff.....	0.2%
Shadow Conspiracy.....	0.2%
Sixpack.....	0.2%
Sunline.....	0.2%
Tioga.....	0.2%
WTB.....	0.2%
Acor.....	0.1%
Animal.....	0.1%
Candy Components.....	0.1%
Colony.....	0.1%
Eastern.....	0.1%
K9 Industries.....	0.1%
Mortop.....	0.1%
Rove.....	0.1%
Spank.....	0.1%
Syntaxe.....	0.1%

Token.....	0.1%
Misc. / Fill-In.....	0.9%

BRAKES:

Will purchase within 12 months... 34.0%

IF "YES," WHAT BRAND:

Shimano.....	54.8%
Avid.....	14.5%
Hope.....	8.4%
SRAM.....	7.1%
Undecided.....	6.1%
Formula.....	3.3%
Magura.....	2.3%
Hayes.....	1.9%
Tektro.....	0.5%
TRP.....	0.2%
FSA.....	0.1%
Atomlab.....	0.1%
Brake Force One.....	0.1%
Misc. / Fill-In.....	0.7%

DERAILLEURS and/or SHIFTERS

Will purchase within 12 months... 29.8%

IF "YES," WHAT BRAND:

Shimano.....	51.3%
SRAM.....	43.9%
Undecided.....	4.2%
Campagnolo.....	0.2%
Misc. / Fill-In.....	0.4%

CRANKS:

Will purchase within 12 months... 22.8%

IF "YES," WHAT BRAND:

Shimano.....	31.0%
Race Face.....	23.7%
SRAM.....	19.1%
Undecided.....	9.3%
e*thirteen.....	4.9%
Truvativ.....	2.6%
Crank Brothers.....	1.3%
FSA.....	0.9%
Deity.....	0.8%
Profile.....	0.8%
Canfield Brothers.....	0.6%
Rotor.....	0.6%
Middleburn.....	0.6%
Cannondale.....	0.3%
Gravity.....	0.3%
Specialized.....	0.3%
Atomlab.....	0.2%
Bontrager.....	0.2%
Cook Brothers.....	0.2%

Dartmoor.....	0.2%
Funn.....	0.2%
DMR.....	0.1%
Odyssey.....	0.1%
SNAFU.....	0.1%
SR Suntour.....	0.1%
THM Carbones.....	0.1%
Azonic.....	0.1%
Blackspire.....	0.1%
Control Tech.....	0.1%
Demolition.....	0.1%
Gussett.....	0.1%
MRP.....	0.1%
Primo.....	0.1%
Sugino.....	0.1%
Xposure.....	0.1%
Misc. / Fill-In.....	0.8%

1X FRONT CHAINRING:

Will purchase within 12 months... 27.9%

IF "YES," WHAT BRAND:

Race Face.....	34.4%
SRAM.....	11.8%
Undecided.....	10.3%
Wolf Tooth.....	8.0%
e*thirteen.....	7.5%
Hope.....	5.7%
Shimano.....	3.8%
Renthal.....	3.3%
Blackspire.....	2.1%
MRP.....	1.2%
Chromag.....	1.1%
Truvativ.....	1.0%
Deity.....	0.8%
Superstar Components.....	0.7%
Absolute Black.....	0.6%
North Shore Billet.....	0.5%
Profile.....	0.5%
Revolution Components.....	0.5%
Works Components.....	0.5%
Gamut.....	0.5%
FSA.....	0.4%
Rotor.....	0.4%
Dartmoor.....	0.3%
On-One.....	0.3%
Campagnolo.....	0.3%
Carbocage.....	0.3%
Csxxx.....	0.3%
Endless.....	0.2%
Middleburn.....	0.2%
Straitline.....	0.2%
Praxis.....	0.2%
T-Bolt.....	0.2%
Octane.....	0.1%
Pacenti.....	0.1%

Methodology – This survey was conducted on Vital MTB, June-July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

Sugino.....	0.1%
Surly.....	0.1%
Widget.....	0.1%
All-City.....	0.1%
Azonic.....	0.1%
Rennen.....	0.1%
White Industries.....	0.1%
Misc. / Fill-In.....	1.1%

CHAINGUIDE:

Will purchase within 12 months... 17.2%

IF "YES," WHAT BRAND:

e*thirteen.....	28.8%
Undecided.....	19.1%
MRP.....	17.9%
Blackspire.....	4.8%
Gamut.....	4.1%
SRAM.....	3.7%
Shimano.....	3.3%
CSixx.....	2.2%
Bioncion.....	2.1%
Truvativ.....	2.0%
Straitline.....	1.8%
Race Face.....	1.7%
Hope.....	1.3%
DMR.....	1.1%
Superstar.....	1.0%
Mozartt.....	0.7%
Carbocage.....	0.6%
Shaman Racing.....	0.6%
Da Bomb.....	0.4%
Gravity.....	0.4%
Paul.....	0.3%
N-Gear.....	0.2%
Syncros.....	0.2%
Syntace.....	0.2%
77 Designz.....	0.1%
Funn.....	0.1%
Krex.....	0.1%
Mr. Dirt.....	0.1%
Sixpack.....	0.1%
Sunline.....	0.1%
Widget.....	0.1%
Misc. / Fill-In.....	0.9%

PEDALS:

Will purchase within 12 months... 41.3%

IF "YES," WHAT TYPE:

Clipless.....	45.2%
Flats.....	54.8%

IF "CLIPLESS," WHAT BRAND:

Shimano.....	49.1%
Crank Brothers.....	29.0%

Undecided.....	7.7%
Time.....	7.2%
Mavic.....	1.2%
VP Components.....	1.1%
Look.....	0.6%
Speedplay.....	0.6%
Ritchey.....	0.6%
HT.....	0.5%
Funn.....	0.4%
Wellgo.....	0.4%
Xpedo.....	0.4%
Bebop.....	0.2%
Azonic.....	0.2%
Syncros.....	0.2%
Atomlab.....	0.1%
Dartmoor.....	0.1%
Misc. / Fill-In.....	0.6%

IF "FLAT," WHAT BRAND:

Undecided.....	19.2%
DMR.....	7.4%
Shimano.....	6.2%
Spank.....	5.8%
Deity.....	5.4%
Race Face.....	4.9%
Nukeproof.....	4.5%
Chromag.....	3.8%
HT.....	3.5%
Crank Brothers.....	3.4%
Wellgo.....	3.3%
VP Components.....	2.6%
Straitline.....	2.4%
Superstar.....	2.2%
Canfield Brothers.....	2.0%
Hope.....	1.6%
Burgtec.....	1.5%
Specialized.....	1.3%
Point One Racing.....	1.3%
Azonic.....	1.2%
Answer.....	1.0%
e*thirteen.....	1.0%
Xpedo.....	1.0%
Funn.....	0.8%
NS Bikes.....	0.8%
Odyssey.....	0.8%
Dartmoor.....	0.7%
Blackspire.....	0.6%
Twenty6.....	0.6%
Gravity.....	0.6%
Atomlab.....	0.4%
Kona.....	0.4%
Loaded Precision.....	0.4%
Animal.....	0.3%
Da Bomb.....	0.3%
Kore.....	0.3%
NC-17.....	0.3%
Bontrager.....	0.3%

Fly Bikes.....	0.3%
Gussett.....	0.3%
Moove.....	0.3%
Sixpack.....	0.3%
WTB.....	0.3%
45nrth.....	0.2%
Acros.....	0.2%
ANVL.....	0.2%
Easton.....	0.2%
Jet Black.....	0.2%
NRG.....	0.2%
Octane.....	0.2%
Shadow Conspiracy.....	0.2%
Black Market.....	0.1%
Fire Eye.....	0.1%
Forte.....	0.1%
Inspired.....	0.1%
On-One.....	0.1%
Orange 8.....	0.1%
Primo.....	0.1%
Truvativ.....	0.1%
Candy Components.....	0.1%
Exustar.....	0.1%
Fatality.....	0.1%
Mission Components.....	0.1%
Premium.....	0.1%
SNAFU.....	0.1%
Sunline.....	0.1%
Syncros.....	0.1%
Syntace.....	0.1%
Tioga.....	0.1%
Transition.....	0.1%
Misc. / Fill-In.....	1.3%

SEAT:

Will purchase within 12 months... 27.9%

IF "YES," WHAT BRAND:

Undecided.....	19.9%
WTB.....	15.9%
SDG.....	10.7%
Chromag.....	8.5%
Fizik.....	7.5%
Specialized.....	5.9%
Selle Italia.....	5.8%
Charge.....	3.6%
Deity.....	1.8%
Ergon.....	1.8%
Bontrager.....	1.4%
Race Face.....	1.4%
Brooks.....	1.3%
Nukeproof.....	1.2%
Prologo.....	1.1%
Tioga.....	1.1%
Selle SMP.....	0.7%
Velo.....	0.6%

Methodology – This survey was conducted on Vital MTB, June-July 2014. Responses were limited to one per person. Results were tabulated from over 8,000 surveys. Results have been rounded to the nearest tenth of a percent.

ANVL	0.4%
Crank Brothers	0.4%
Giant	0.4%
Dartmoor	0.3%
Funn	0.3%
Pro	0.3%
Selle San Marco	0.3%
SQ Lab	0.3%
THE	0.3%
Atomlab	0.3%
Ritchey	0.3%
BBB	0.2%
Joystick	0.2%
Kore	0.2%
Odyssey	0.2%
Shadow Conspiracy	0.2%
Spank	0.2%
Yeti	0.2%
Dirty	0.2%
DMR	0.2%
Eclat	0.2%
FSA	0.2%
Gravity	0.2%
Serfas	0.2%
Syncros	0.2%
Terry	0.2%
FBM Bike Co.	0.1%
Intense	0.1%
Koobi	0.1%
MacNeil	0.1%
Octane One	0.1%
Smanie	0.1%
Transition	0.1%
Tune	0.1%
Animal	0.1%
Atmosfair	0.1%
Azonic	0.1%
Black Market	0.1%
Control Tech	0.1%
Federal	0.1%
Fit Bike Co.	0.1%
Fly Bikes	0.1%
Forte	0.1%
On-One	0.1%
Ragley	0.1%
Selle Royal	0.1%
SNAFU	0.1%
Stolen	0.1%
Superstar	0.1%
Misc. / Fill-In	1.6%

SEATPOST:

Will purchase within 12 months... 24.9%

IF "YES," WHAT TYPE:

Dropper 73.3%

Regular 26.7%

IF "DROPPER," WHAT BRAND:

RockShox	37.4%
KS Suspension	23.8%
Undecided	14.2%
Thomson	7.7%
Fox Racing Shox	4.2%
Specialized	3.5%
Gravity Dropper	1.9%
Crank Brothers	1.5%
Giant	1.5%
X-Fusion	1.5%
Vecnum	1.4%
Yep Components	0.3%
9point8	0.2%
DNM	0.2%
Maverick	0.1%
Misc. / Fill-In	0.7%

IF "REGULAR," WHAT BRAND:

Thomson	26.4%
Undecided	25.3%
SDG	6.6%
Race Face	3.8%
Easton	3.0%
ENVE	3.0%
Chromag	2.6%
Deity	2.3%
Truvativ	1.9%
Ritchey	1.7%
Bontrager	1.6%
Crank Brothers	1.6%
Giant	1.4%
FSA	1.2%
Funn	1.0%
Nukeproof	1.0%
Syntace	0.9%
Gravity	0.7%
Loaded Precision	0.7%
Shimano	0.7%
Specialized	0.7%
Superstar	0.7%
3T	0.5%
Dartmoor	0.5%
Kore	0.5%
Niner	0.5%
Syncros	0.5%
Answer Options	0.3%
Azonic	0.3%
Burgtec	0.3%
Erikson	0.3%
Fizik	0.3%
Hope	0.3%
KCNC	0.3%
MacNeil	0.3%

Octane	0.3%
Pro	0.3%
Schmolke	0.3%
Tune	0.3%
Alienation	0.2%
Cane Creek	0.2%
Charge	0.2%
Control Tech	0.2%
DMR	0.2%
Jawbone	0.2%
Kalloy	0.2%
Moots	0.2%
Paul	0.2%
Tamer	0.2%
Misc. / Fill-In	2.8%

LIGHT SYSTEM:

Yes..... 14.4%

IF "YES," WHAT BRAND:

Undecided	40.6%
Niterider	8.2%
Magicshine	5.2%
Cateye	4.3%
Light & Motion	4.3%
Exposure Lights	3.9%
CREE	3.8%
Lezyne	3.7%
Hope	3.5%
Serfas	2.9%
Lupine	2.5%
Gloworm	1.9%
Ay Up	1.5%
Cygolite	1.3%
Blackburn	1.2%
Bontrager	0.8%
Petzl	0.8%
UltraFire	0.8%
Gemini	0.7%
BBB	0.6%
Giant Bicycles	0.6%
Xeccon	0.6%
Jet Lites	0.5%
Shimano	0.5%
Topeak	0.5%
Dinotte	0.4%
Xtreme Bright	0.4%
Fenix	0.3%
Knog	0.3%
Lumicycle	0.2%
Sigma Sport	0.2%
Supernova	0.2%
Electron	0.1%
Fizik	0.1%
Infini	0.1%
Mtiger Sports	0.1%
Nitecore	0.1%

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Portland Design Works	0.1%
Misc. / Fill-In	1.6%

HELMET:

Will purchase within 12 months... 46.1%

FULL FACE HELMET:

Yes

IF "FULL FACE," WHAT BRAND:

Troy Lee Designs	26.9%
Undecided	14.2%
Fox	11.7%
SixSixOne	7.3%
Bell.....	6.6%
Giro.....	5.8%
POC.....	4.0%
Kali Protectives.....	3.1%
Urge	3.0%
MET	2.7%
iXS	2.2%
Specialized.....	1.7%
Fly	1.6%
Airoh.....	1.3%
THE.....	0.9%
Bluegrass.....	0.8%
Kabuto.....	0.8%
O'Neal	0.8%
ONE Industries	0.5%
Scott	0.4%
Shoei	0.4%
Smith Optics	0.4%
6D	0.3%
Kenny.....	0.3%
Lazer	0.2%
Sweet Protection	0.2%
TSG.....	0.2%
AGV.....	0.1%
Pro-Tec	0.1%
Trek.....	0.1%
Answer	0.1%
Bern.....	0.1%
Bontrager	0.1%
Cannondale	0.1%
Cratoni	0.1%
Louis Garneau.....	0.1%
Rockgardn.....	0.1%
Rudy Project	0.1%
Misc. / Fill-In	0.8%

OPEN FACE HELMET:

Yes

IF "OPEN FACE," WHAT BRAND:

Undecided

Troy Lee Designs.....	11.6%
Bell	11.3%
Giro.....	11.0%
POC	8.3%
Fox.....	5.4%
Smith Optics	3.7%
Specialized.....	3.6%
iXS	3.4%
Urge	2.4%
SixSixOne	2.1%
Kali Protectives.....	1.9%
MET.....	1.8%
Scott.....	1.5%
Mavic	1.3%
Fly.....	1.2%
Bontrager	0.9%
Lazer	0.9%
Pro-Tec	0.9%
TSG.....	0.7%
Bern	0.6%
Sweet Protection	0.5%
Uvex	0.5%
Bluegrass	0.5%
Catlike.....	0.4%
Cannondale	0.4%
Giant	0.3%
Azonic.....	0.2%
Cratoni	0.2%
Rudy Project	0.2%
Trek.....	0.2%
Triple 8	0.2%
Kabuto	0.1%
Louis Garneau.....	0.1%
ONE Industries	0.1%
Shoei	0.1%
Dainese	0.1%
THE	0.1%
Misc. / Fill-In	1.5%

SHORTS:

Will purchase within 12 months... 50.4%

IF "YES," WHAT BRAND:

Undecided.....	24.7%
Troy Lee Designs.....	19.5%
Fox.....	13.0%
Endura.....	5.7%
Royal.....	4.2%
Dakine.....	3.4%
Race Face.....	2.2%
ONE Industries	2.0%
Pearl Izumi.....	1.9%
Specialized.....	1.9%
Alpinestars	1.8%
Zoic.....	1.5%
NZO.....	0.9%

POC	0.9%
Mavic.....	0.8%
Yeti.....	0.8%
Bontrager	0.8%
iXS.....	0.6%
Oakley	0.6%
Ground Effect	0.5%
ION.....	0.5%
Sombrio	0.5%
O'Neal.....	0.5%
Gore.....	0.4%
Scott.....	0.4%
Kitsbow	0.4%
Maloja.....	0.4%
Nema	0.4%
SixSixOne.....	0.4%
Sugoi.....	0.4%
Castelli.....	0.4%
Fly.....	0.4%
Cannondale.....	0.4%
Dickies.....	0.3%
Kenny	0.3%
Azonic	0.2%
Giant	0.2%
Club Ride.....	0.2%
Jett	0.2%
Altura	0.2%
Platzangst.....	0.2%
The North Face	0.2%
Craft.....	0.1%
Shredly.....	0.1%
Assos	0.1%
Bellwether	0.1%
Funkier.....	0.1%
Ground Zero	0.1%
Intrepid Apparel.....	0.1%
Ibex.....	0.1%
Louis Garneau	0.1%
Performance.....	0.1%
Thor	0.1%
Voler.....	0.1%
2XU	0.1%
Aero Tech Designs	0.1%
DHaRCO	0.1%
Haglofs	0.1%
Narrona.....	0.1%
Oz Racing	0.1%
THE	0.1%
AXO	0.1%
Capestorm.....	0.1%
Carhartt.....	0.1%
Champion System.....	0.1%
Dainese	0.1%
Dirt Baggies.....	0.1%
Helly Hansen	0.1%
Howies.....	0.1%
Loeka	0.1%

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Mace	0.1%
Madison	0.1%
North Face	0.1%
Primal Wear	0.1%
PVR Industries	0.1%
Ruckus	0.1%
Sweet Protection	0.1%
Vaude	0.1%
Misc. / Fill-In	1.5%

JERSEY:

Will purchase within 12 months... 41.1%

IF "YES," WHAT BRAND:

Undecided	27.3%
Troy Lee Designs	21.4%
Fox	13.1%
Royal	4.6%
Dakine	3.1%
One Industries	3.1%
Endura	2.3%
Alpinestars	1.7%
Specialized	1.5%
Mavic	1.4%
Race Face	1.3%
Pearl Izumi	1.1%
Bontrager	0.7%
O'Neal	0.7%
Castelli	0.6%
POC	0.6%
ION	0.6%
Yeti	0.6%
Fly	0.5%
Sombrio	0.5%
Ground Effect	0.4%
iXS	0.4%
Maloja	0.4%
Primal Wear	0.4%
Club Ride	0.4%
Kenny	0.4%
Kitsbow	0.4%
Santa Cruz	0.4%
Zoic	0.4%
Gore	0.3%
Giant	0.3%
Nema	0.3%
Oakley	0.3%
Craft	0.3%
Scott	0.3%
SixSixOne	0.3%
Sugoi	0.3%
Dainese	0.2%
Icebreaker	0.2%
Kona	0.2%
Louis Garneau	0.2%
NZO	0.2%

Voler	0.2%
Azonic	0.1%
Cannondale	0.1%
Champion System	0.1%
Platzangst	0.1%
Rapha	0.1%
Shift	0.1%
2XU	0.1%
Assos	0.1%
AXO	0.1%
Commencal	0.1%
Howies	0.1%
Jett	0.1%
Pactimo	0.1%
Rocky Mountain	0.1%
Ruckus	0.1%
Zimstern	0.1%
Adidas	0.1%
Answer Options	0.1%
b"Twinn	0.1%
Capo	0.1%
DHaRCO	0.1%
Evoc	0.1%
First Racing	0.1%
Foog Wear	0.1%
Funkier	0.1%
Giro	0.1%
Haglofs	0.1%
Loose Riders	0.1%
Morvelo	0.1%
Muddy Fox	0.1%
No Fear	0.1%
Norrone	0.1%
Nukeproof	0.1%
OZ Racing	0.1%
The North Face	0.1%
Thor	0.1%
Twin Six	0.1%
Verge	0.1%
Misc. / Fill-In	2.8%

GLOVES:

Will purchase within 12 months... 46.3%

IF "YES," WHAT BRAND:

Undecided	24.1%
Fox	18.9%
Troy Lee Designs	15.8%
100%	3.7%
Giro	3.6%
SixSixOne	3.4%
Dakine	3.3%
Specialized	2.8%
Royal	2.3%
POC	2.0%
ONE Industries	1.9%

Endura	1.8%
Alpinestars	1.6%
Pearl Izumi	1.3%
Oakley	1.2%
Race Face	0.9%
Deft	0.9%
O'Neal	0.9%
Bontrager	0.7%
Answer	0.7%
Mechanix	0.6%
iXS	0.5%
Fly	0.4%
Thor	0.4%
Dainese	0.4%
Ergon	0.3%
ION	0.3%
Mavic	0.3%
Giant	0.3%
Unit	0.3%
Azonic	0.3%
Sombrio	0.2%
Gore	0.2%
Kenny	0.2%
Novik	0.2%
Scott	0.2%
Cannondale	0.2%
Grip Grab	0.2%
Hestra	0.2%
Kali Protectives	0.2%
Lizard Skins	0.2%
Nema	0.2%
Fist	0.1%
Demon Dirt	0.1%
JT Racing	0.1%
Kona	0.1%
Louis Garneau	0.1%
POW	0.1%
THE	0.1%
Castelli	0.1%
EVOC	0.1%
On-One	0.1%
Rockgarden	0.1%
Serfas	0.1%
Seven	0.1%
TSG	0.1%
Yeti	0.1%
Misc. / Fill-In	1.0%

SUNGLASSES (riding or casual):

Will purchase within 12 months... 31.7%

IF "YES," WHAT BRAND:

Oakley	37.8%
Undecided	21.2%
Smith Optics	10.5%
Spy	4.0%

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Ray-Ban	3.2%
Tifosi	2.4%
Rudy Project	1.5%
100%	1.4%
Dragon	1.2%
Adidas	1.1%
Ryders Eyewear	0.9%
POC	0.8%
Electric	0.8%
Fox	0.8%
Julbo	0.8%
Shimano	0.8%
Bolle	0.7%
Maui Jim	0.7%
Von Zipper	0.6%
Native Eyewear	0.5%
Uvex	0.5%
Carrera	0.4%
Endura	0.4%
Kaenon	0.4%
Arnette	0.3%
Costa Del Mar	0.3%
Scott	0.3%
BBB	0.3%
ESS	0.3%
Zeal Optics	0.2%
ION	0.2%
Ariete	0.1%
Giro	0.1%
Optic Nerve	0.1%
Quiksilver	0.1%
Pit Viper	0.1%
Serfas	0.1%
Specialized	0.1%
Sun Cloud	0.1%
Vans	0.1%
Lazer	0.1%
Louis Garneau	0.1%
Osiris	0.1%
Sabre	0.1%
Salice	0.1%
Misc. / Fill-In	3.2%

GOGGLES:

Will purchase within 12 months... 22.7%

IF "YES," WHAT BRAND:

100%	25.0%
Oakley	24.1%
Undecided	15.1%
Smith Optics	12.2%
Spy	4.1%
Fox	3.9%
POC	2.1%
Scott	2.1%
Dragon	1.4%

Adidas	1.3%
Ryders Eyewear	0.9%
O'Neal	0.8%
Troy Lee Designs	0.6%
Giro	0.5%
EKS Brand	0.4%
iXS	0.4%
Von Zipper	0.4%
Bolle	0.3%
Fly	0.3%
Rudy Project	0.3%
Kenny	0.3%
No Fear	0.3%
Thor	0.3%
509	0.2%
Julbo	0.2%
Utopia	0.2%
Uvex	0.2%
Anon	0.1%
Arnette	0.1%
Blur	0.1%
Electric	0.1%
Steel MX	0.1%
Tifosi	0.1%
Zeal Optics	0.1%
Ariete	0.1%
Beer Goggles	0.1%
Progrip	0.1%
RockGardn	0.1%
Misc. / Fill-In	0.9%

RIDING SHOES:

Will purchase within 12 months... 42.7%

IF "YES," WHAT TYPE OF RIDING SHOES:

Clipless	51.2%
Flat	48.8%

IF "CLIPLESS", WHAT BRAND:

Five Ten	22.8%
Undecided	17.7%
Shimano	16.3%
Mavic	10.1%
Giro	8.8%
Specialized	6.2%
Sidi	4.4%
Bontrager	2.4%
Pearl Izumi	2.2%
Teva	1.5%
Northwave	1.3%
Vans	1.0%
Louis Garneau	0.8%
Scott	0.8%
Diadora	0.7%

SixSixOne	0.6%
DZR	0.6%
Lake	0.3%
Cannondale	0.3%
Gaerne	0.3%
Answer	0.2%
Fizik	0.2%
Keen	0.1%
O'Neal	0.1%
Serfas	0.1%
Sette	0.1%
THE	0.1%

IF "FLAT," WHAT BRAND:

Five Ten	67.6%
Undecided	9.6%
Vans	4.0%
Teva	3.6%
Shimano	3.0%
DC	1.7%
Nike	1.3%
SixSixOne	1.2%
Etnies	1.2%
Giro	0.9%
Specialized	0.8%
Sombrio	0.6%
Adidas	0.5%
Fox	0.4%
Airwalk	0.4%
Oakley	0.2%
Salomon	0.2%
Almond	0.1%
DZR	0.1%
Element	0.1%
Fallen	0.1%
Lotek	0.1%
New Balance	0.1%
Puma	0.1%
Asics	0.1%
Bontrager	0.1%
Chrome	0.1%
Converse	0.1%
Dianese	0.1%
DVS	0.1%
Emerica	0.1%
Es	0.1%
Odessa	0.1%
Sidi	0.1%
The North Face	0.1%
Misc. / Fill-In	1.1%

KNEE PROTECTION:

Will purchase within 12 months... 29.1%

IF "YES," WHAT BRAND:

Undecided	21.3%
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SixSixOne	12.9%
Troy Lee Designs	10.3%
POC	8.7%
Fox	7.6%
Dainese	5.6%
iXS	5.1%
Race Face	5.0%
G-Form	3.7%
7 iDP	2.7%
Nukeproof	2.2%
Alpinestars	1.7%
Kali Protectives	1.5%
Leatt	1.5%
Bliss Protection	1.1%
ONE Industries	0.9%
Bluegrass	0.8%
ION	0.8%
Scott	0.7%
O'Neal	0.5%
Endura	0.5%
Fuse	0.4%
EVS	0.3%
Pro-Tec	0.3%
Sweet Protection	0.3%
TSG	0.3%
Asterisk	0.3%
CTi	0.2%
Demon Dirt	0.2%
Lizard Skins	0.2%
Shadow Conspiracy	0.2%
AXO	0.2%
Pinstripe	0.2%
POD MX	0.2%
Azonic	0.1%
Jett	0.1%
Knox	0.1%
Polygon	0.1%
THE	0.1%
Thor	0.1%
YT Industries	0.1%
Misc. / Fill-In	1.1%

HYDRATION PACK:

Will purchase within 12 months... 19.4%

IF "YES," WHAT BRAND:

Camelbak	35.6%
Undecided	16.1%
Osprey	11.7%
EVOC	11.3%
DaKine	6.8%
Deuter	2.6%
Fox	2.3%
Ergon	1.5%
Shimano	1.3%
Geigerrig	1.0%

Leatt	0.9%
Hydrapak	0.9%
POC	0.7%
Platypus	0.6%
USWE	0.6%
The North Face	0.5%
Acre	0.5%
Oakley	0.5%
Ogio	0.5%
Wingnut	0.5%
B'twin	0.4%
Mavic	0.4%
Source Outdoor	0.4%
Vaude	0.4%
Decathlon	0.2%
Bell	0.2%
Crank Brothers	0.2%
Inov8	0.2%
Mystery Ranch	0.2%
Arteryx	0.1%
Fly	0.1%
Giant	0.1%
Haglofs	0.1%
Kathmandu	0.1%
Klim	0.1%
Saloman	0.1%
Scott	0.1%
Misc. / Fill-In	0.7%

FAVORITE BRAND OF TOOLS:

Park Tool	49.2%
Undecided	26.6%
Lezyne	3.7%
Pedros	3.5%
Topeak	2.6%
Crank Brothers	2.5%
X-Tools	1.9%
BBB	1.3%
Ice Toolz	1.3%
Specialized	1.3%
Birzman	1.2%
Hope	0.6%
Bontrager	0.6%
Pro	0.6%
Leatherman	0.5%
DT Swiss	0.4%
Feedback	0.3%
SuperB	0.3%
Bell	0.2%
Blackburn	0.2%
Sette	0.2%
Titan	0.2%
Hozan	0.2%
SKS	0.2%
Cyclo	0.1%
Ritchey	0.1%
Campagnolo	0.1%

Avenir	0.1%
Cube	0.1%
Fix-It-Sticks	0.1%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months... 19.5%

IF "YES," WHAT BRAND:

GoPro	67.6%
Undecided	9.8%
Sony	6.3%
Contour	4.9%
Shimano	3.5%
Garmin	2.4%
Drift Innovation	2.1%
Replay XD	0.5%
SJ4000	0.4%
iON	0.3%
Polaroid	0.3%
Epic Action Video Cam	0.2%
Emerson	0.2%
JVC	0.2%
Motocomm	0.2%
Wasp	0.2%
CamOne	0.1%
ISAW	0.1%
Liquid Image	0.1%
Oregon Scientific	0.1%
Reel	0.1%
Toshiba	0.1%
V.I.O POV	0.1%
Misc. / Fill-In	0.6%

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