

2019 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

42% *Enduro is Favorite Type of Riding*

\$4,370 *Avg. Cost of Primary Bike*

2.2 *Avg. Number of Bikes*

45.3% *Will Buy a New Bike in the Next Year*

\$108,405 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **7.9%** SANTA CRUZ

Fork to Buy: **35.4%** FOX

Rear Shock to Buy: **39.1%** FOX

Brakes to Buy: **39.0%** SHIMANO

Derailleurs / Shifters to Buy: **46.8%** SRAM

METHODOLOGY:

This survey was conducted on Vital MTB, May - June 2019. 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% |

MARITAL STATUS:

| | |
|---------------|-------|
| Single | 45.6% |
| Married | 54.4% |

AGE:

| | |
|----------------------|-------|
| <i>Average</i> | 37 |
| <i>Median</i> | 38 |
| 19 or under | 12.0% |
| 20-29 | 15.5% |
| 30-39 | 27.9% |
| 40-49 | 28.5% |
| 50-59 | 12.8% |
| 60 or older | 3.3% |

HIGHEST LEVEL OF EDUCATION COMPLETED:

| | |
|-----------------------------|-------|
| Less than high school | 5.8% |
| High school | 17.0% |
| Some college | 18.2% |
| College | 38.1% |
| Postgraduate degree | 20.9% |

HOUSEHOLD INCOME:

| | |
|-----------------------------|-----------|
| <i>Average</i> | \$108,405 |
| <i>Median</i> | \$87,500 |
| Under \$25,000 | 12.1% |
| \$25,001 - \$50,000 | 15.1% |
| \$50,001 - \$75,000 | 14.9% |
| \$75,001 - \$100,000 | 14.8% |
| \$100,001 - \$125,000 | 11.7% |
| \$125,001 - \$150,000 | 8.8% |
| \$150,001 - \$175,000 | 7.3% |
| \$175,001 - \$200,000 | 5.0% |
| \$200,001 - \$225,000 | 3.0% |
| \$225,001 - \$250,000 | 1.7% |
| \$250,001 or more | 5.7% |

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM SURVEY RESPONSES*:

| | |
|----------------------|-------|
| United States | 43.1% |
| United Kingdom | 8.9% |
| Australia | 7.5% |
| Canada | 7.3% |
| New Zealand | 4.0% |
| Germany | 2.9% |
| France | 2.2% |
| Italy | 1.7% |
| Philippines | 1.3% |
| Switzerland | 1.2% |

U.S. TRAFFIC, TOP 10 STATES FROM SURVEY RESPONSES:

| | |
|----------------------|-------|
| California | 21.9% |
| Colorado | 9.8% |
| Washington | 6.7% |
| Utah | 4.8% |
| Arizona | 4.1% |
| Texas | 3.9% |
| Oregon | 3.8% |
| Pennsylvania | 3.2% |
| North Carolina | 2.9% |
| New York | 2.6% |

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM GOOGLE ANALYTICS:

| | |
|----------------------|-------|
| United States | 34.4% |
| United Kingdom | 9.6% |
| Canada | 7.2% |
| Australia | 5.4% |
| Germany | 4.4% |
| France | 3.3% |
| Italy | 2.4% |
| New Zealand | 2.2% |
| Spain | 1.9% |
| Switzerland | 1.6% |

U.S. TRAFFIC, TOP 10 STATES FROM GOOGLE ANALYTICS:

| | |
|------------------|-------|
| California | 19.5% |
| Colorado | 7.1% |
| Washington | 5.5% |
| Texas | 4.6% |

| | |
|----------------------|------|
| Utah | 3.8% |
| New York | 3.7% |
| Florida | 3.0% |
| Arizona | 2.9% |
| Oregon | 2.6% |
| North Carolina | 2.6% |

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

| | |
|------------------------------------|-------|
| Hiking | 51.0% |
| Camping | 46.5% |
| Running | 29.6% |
| Swimming | 28.9% |
| Road Cycling | 27.1% |
| Skiing | 26.1% |
| Video Gaming | 24.6% |
| Bodybuilding / weightlifting | 23.0% |
| Climbing | 22.1% |
| Snowboarding | 21.6% |
| Fishing | 18.7% |
| Kayaking | 15.5% |
| BMX | 14.8% |
| Motocross/Off-road | 14.6% |
| Shooting | 14.6% |
| Skateboarding | 14.0% |
| Soccer | 13.6% |
| Basketball | 12.8% |
| Stand-Up Paddleboarding | 12.3% |
| Surfing | 11.5% |
| Golf | 11.5% |
| Football | 9.3% |
| Formula 1 | 9.0% |
| CrossFit | 8.6% |
| Hunting | 7.7% |
| Moto GP | 7.7% |
| Tennis | 7.4% |
| Hockey | 7.2% |
| Rally | 6.3% |
| Baseball | 5.9% |
| Wakeboarding | 5.8% |
| Scuba Diving | 4.8% |
| Sailing | 4.6% |
| RC | 4.6% |
| Boxing | 4.5% |
| Rugby | 4.5% |
| Snowmobiling | 3.6% |
| Waterskiing | 3.1% |
| Off-Road Truck Racing | 2.8% |
| Cricket | 2.6% |
| Drag Racing | 2.6% |
| Indy Car | 2.1% |
| Windsurfing | 1.9% |
| Squash | 1.9% |

| | |
|----------------------|------|
| Kitesurfing..... | 1.8% |
| NASCAR..... | 1.8% |
| Lacrosse..... | 1.4% |
| Misc. / Fill-In..... | 8.1% |

NON-MTB BIKES OWNED:

| | |
|-----------------|-------|
| Road..... | 47.7% |
| Commuter..... | 35.0% |
| BMX..... | 24.9% |
| Gravel..... | 17.7% |
| Cyclocross..... | 12.2% |
| Fat..... | 9.0% |
| E-bike..... | 7.3% |
| Triathlon..... | 1.9% |

DO YOU HAVE KIDS (UNDER 18) THAT RIDE?

| | |
|----------|-------|
| Yes..... | 18.9% |
| No..... | 81.1% |

IF HAVE KIDS THAT RIDE:

| | |
|-------------------------|-------|
| Boy(s) 8 & under:..... | 41.9% |
| Boy(s) 10-13:..... | 28.8% |
| Boy(s) 14-17:..... | 19.7% |
| Girl(s) 8 & under:..... | 32.6% |
| Girls(s) 10-13:..... | 22.5% |
| Girls(s) 14-17:..... | 11.5% |

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

| | |
|-----------------------------|-------|
| Mountain bike websites..... | 76.9% |
| YouTube..... | 50.4% |
| Local bike shop..... | 49.0% |
| Manufacturer websites..... | 45.7% |
| Riding friends..... | 42.7% |
| Demos / Test rides..... | 30.4% |
| Magazines..... | 30.2% |
| Instagram..... | 24.9% |
| Mail-order websites..... | 18.0% |
| Facebook..... | 16.5% |
| Podcasts..... | 10.8% |

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

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

| | |
|----------|-------|
| Yes..... | 96.1% |
| No..... | 3.9% |

HOW OFTEN RIDE:

| | |
|-----------------------------|------------------|
| Average..... | 2.4 times a week |
| 4 or more times a week..... | 23.4% |
| 2-3 times a week..... | 45.0% |
| About once a week..... | 19.7% |
| 2-3 times a month..... | 6.9% |
| About once a month..... | 2.0% |

TYPES OF RIDING DONE IN PAST 12 MONTHS:

| | |
|---------------------------------|-------|
| Trail riding..... | 80.9% |
| Enduro / All-Mountain..... | 73.7% |
| Cross-country..... | 55.9% |
| Downhill / Gravity..... | 50.9% |
| Dirt jumping..... | 24.0% |
| Street riding / Skateparks..... | 22.6% |

FAVORITE TYPE OF RIDING:

| | |
|---------------------------------|-------|
| Enduro / All-Mountain..... | 41.8% |
| Trail riding..... | 30.3% |
| Downhill / Gravity..... | 17.9% |
| Cross-country..... | 6.7% |
| Dirt jumping..... | 1.9% |
| Street riding / Skateparks..... | 1.5% |

ENTERED RACE IN PAST 12 MONTHS:

| | |
|----------|-------|
| Yes..... | 35.0% |
|----------|-------|

IF "YES," TYPE OF RACE:

| | |
|----------------------|-------|
| Enduro..... | 58.5% |
| Cross-country..... | 37.4% |
| Downhill..... | 30.6% |
| Endurance races..... | 13.4% |

| | |
|------------------|------|
| Cyclocross..... | 6.6% |
| Dual-slalom..... | 5.8% |
| Super D..... | 5.3% |
| 4X..... | 3.0% |

RIDDEN A BIKE PARK:

| | |
|----------|-------|
| Yes..... | 72.0% |
|----------|-------|

FAVORITE BIKE PARK:

| | |
|----------------------------------|-------|
| Whistler Mountain Bike Park ... | 15.8% |
| Bike Park Wales..... | 2.8% |
| Trestle / Winter Park..... | 2.6% |
| Highland Mountain..... | 2.4% |
| Northstar California..... | 2.4% |
| Morzine..... | 2.1% |
| Angel Fire Bike Park..... | 2.0% |
| Queenstown..... | 1.9% |
| Mammoth..... | 1.8% |
| Snow Summit / Big Bear..... | 1.7% |
| Mountain Creek..... | 1.5% |
| Leogang..... | 1.4% |
| Winterberg..... | 1.4% |
| Whakarewarewa,..... | 1.3% |
| Deer Valley..... | 1.3% |
| Chatel..... | 1.3% |
| Thredbo..... | 1.3% |
| Glentress..... | 1.2% |
| Snowshoe..... | 1.1% |
| Killington..... | 1.1% |
| Les Gets..... | 1.0% |
| Livigno..... | 1.0% |
| Vallnord..... | 1.0% |
| SkyPark at Santa's Village..... | 1.0% |
| Portes Du Soleil..... | 0.9% |
| Schladming..... | 0.9% |
| Thunder Mountain Bike Park..... | 0.9% |
| Revolution Bike Park..... | 0.8% |
| Silver Star Bike Park..... | 0.8% |
| Skyline Rotorua..... | 0.8% |
| Christchurch Adventure Park..... | 0.8% |
| Silver Mountain..... | 0.8% |
| Keystone..... | 0.7% |
| Coast Gravity Park..... | 0.7% |
| Bromont, Canada..... | 0.7% |
| Hafjell..... | 0.7% |
| Lac Blanc..... | 0.7% |
| Mt. Buller..... | 0.7% |
| Are Bike Park..... | 0.6% |
| Blue Mountain Bike Park..... | 0.6% |
| Maydena Bike Park..... | 0.6% |
| Les Deux Alpes..... | 0.6% |
| Afan..... | 0.6% |
| Burke..... | 0.6% |
| Lenzerheide Bike Park..... | 0.6% |

| | |
|-----------------------------------|------|
| Beech Mountain..... | 0.5% |
| Mt. Bachelor..... | 0.5% |
| Black Mountains Cycle Centre..... | 0.5% |
| Duthie Hill..... | 0.5% |
| Maribor..... | 0.5% |
| Ray's Indoor, Cleveland..... | 0.5% |
| UK Bike Park..... | 0.5% |
| Evolution / Crested Butte..... | 0.4% |
| Nevados de Chillan..... | 0.4% |
| Windrock Bike Park..... | 0.4% |
| Stevens Pass..... | 0.4% |
| Antur Stiniog..... | 0.4% |
| Canyons..... | 0.4% |
| Fernie Bike Park..... | 0.4% |
| Panorama..... | 0.4% |
| Windrock Bike Park..... | 0.3% |
| Bailey Mountain Bike Park..... | 0.3% |
| Steamboat..... | 0.3% |
| Whitefish Bike Park..... | 0.3% |
| Jarvso..... | 0.3% |
| Spicak Bike Park..... | 0.3% |
| Mt. Washington..... | 0.3% |
| Ponte de Lima..... | 0.3% |
| Sun Peaks..... | 0.3% |
| Llandegla..... | 0.3% |
| Semmering..... | 0.3% |
| Tignes Val d'Isere..... | 0.3% |
| Valmont Bike Park..... | 0.3% |
| Woodhill..... | 0.3% |
| Youyangs..... | 0.3% |
| Spider Mountain, Texas..... | 0.3% |
| Verbier Bike Park..... | 0.3% |
| Bike Park Ireland..... | 0.2% |
| Eagle Park..... | 0.2% |
| El Durazno..... | 0.2% |
| Krvavec Bike Park..... | 0.2% |
| Fujiten Bike Park..... | 0.2% |
| Plattekill..... | 0.2% |
| Big Sky Montana..... | 0.2% |
| Kalnica, Slovakia..... | 0.2% |
| Chicksands..... | 0.2% |
| Bootleg Canyon..... | 0.2% |
| Kicking Horse..... | 0.2% |
| Willingen..... | 0.2% |
| La Pinilla, Spain..... | 0.2% |
| Gisburn Forest..... | 0.2% |
| Granby Ranch..... | 0.2% |
| Attitash..... | 0.2% |
| Bali Bike Park..... | 0.2% |
| Seven Springs..... | 0.2% |
| Stromlo..... | 0.2% |
| Saalbach-Hinterglemm..... | 0.2% |
| Snowmass, CO..... | 0.2% |
| Pila, Aosta..... | 0.1% |
| Spirit Mountain Duluth..... | 0.1% |
| Tamarack Bike Park..... | 0.1% |
| Derby Tasmania..... | 0.1% |

| | |
|---------------------------|-------|
| Frisco Bike Park..... | 0.1% |
| Mt. Shasta Bike Park..... | 0.1% |
| Boomerang Farm..... | 0.1% |
| Paganella Bike Park..... | 0.1% |
| Whiteface..... | 0.1% |
| Åre, Sweden..... | 0.1% |
| Misc. / Fill-In..... | 15.4% |

COST OF CURRENT BIKE:

| | |
|--------------------------|---------|
| Average..... | \$4,370 |
| Under \$999..... | 8.5% |
| \$1,000 - \$1,999..... | 11.0% |
| \$2,000 - \$2,999..... | 13.9% |
| \$3,000 - \$3,999..... | 17.3% |
| \$4,000 - \$4,999..... | 13.8% |
| \$5,000 - \$5,999..... | 12.1% |
| \$6,000 - \$6,999..... | 7.8% |
| \$7,000 - \$7,999..... | 5.7% |
| \$8,000 - \$8,999..... | 4.6% |
| \$9,000 - \$9,999..... | 2.0% |
| \$10,000 - \$10,999..... | 1.4% |
| \$11,000 - \$11,999..... | 0.6% |
| Over \$12,000..... | 1.2% |

HOW MANY BIKES OWNED:

| | |
|----------------|-------|
| Average..... | 2.2 |
| 1..... | 32.6% |
| 2..... | 36.0% |
| 3..... | 17.4% |
| 4..... | 7.0% |
| 5 or more..... | 7.0% |

TYPE(S) OF BIKE(S) OWNED

| | |
|------------------------------|-------|
| Enduro / All-Mountain..... | 62.0% |
| Trail..... | 46.1% |
| Cross-country..... | 33.2% |
| Downhill..... | 19.6% |
| Dirt Jump / Street / 4x..... | 18.1% |
| Freeride / Park..... | 8.6% |
| Electric Mountain Bike..... | 4.1% |

TRAVEL ON PRIMARY BIKE:

| | |
|--------------------------------|-------|
| It's a hardtail..... | 14.9% |
| Under 75 mm (under 3")..... | 0.8% |
| 75mm - 120mm (3" - 4.7")..... | 10.3% |
| 125mm - 145mm (5" - 5.7")..... | 21.8% |
| 150mm - 180mm (5.9" - 7")..... | 45.9% |
| Over 185mm (7.2")..... | 6.3% |

WHEEL SIZE(S) OWNED:

| | |
|-------------------|-------|
| 27.5" / 650b..... | 52.8% |
| 29"..... | 43.8% |
| 26"..... | 40.9% |
| 27.5+..... | 13.4% |
| Fat bike..... | 4.1% |
| 29+..... | 2.7% |
| 26+..... | 2.0% |

PRIMARY BIKE TUBELESS:

| | |
|----------|-------|
| Yes..... | 73.0% |
| No..... | 27.0% |

TIRE SIZE:

| | |
|---------------------|-------|
| 2.25" or under..... | 5.7% |
| 2.3" - 2.35"..... | 25.2% |
| 2.4"..... | 27.3% |
| 2.5"..... | 28.8% |
| 2.6"..... | 8.5% |
| 2.8" and above..... | 4.5% |

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

| | |
|-----------------------------------|-------|
| Online / mail-order retailer..... | 48.0% |
| Local bike shop..... | 41.5% |
| Direct from manufacturer..... | 10.5% |

MAIL-ORDER USERS BUY FROM MOST:

| | |
|----------------------------|-------|
| Chain Reaction..... | 24.9% |
| Jenson USA..... | 19.7% |
| Amazon..... | 7.7% |
| Bike-Components..... | 5.0% |
| Worldwide Cyclery..... | 4.6% |
| Bike24..... | 4.1% |
| Mountain Bikes Direct..... | 3.0% |
| Bike-Discount..... | 3.0% |
| Ebay..... | 2.9% |
| Backcountry..... | 2.7% |
| Probikeshop.fr..... | 2.6% |
| Competitive Cyclist..... | 2.5% |
| Wiggle..... | 2.4% |
| Pushys Australia..... | 1.4% |
| Alltricks..... | 1.2% |
| Universal Cycles..... | 1.1% |
| Bikester..... | 0.8% |
| Hibike..... | 0.6% |
| Bikeshop.no..... | 0.6% |
| Tredz..... | 0.4% |

| | |
|---------------------------------|------|
| Evo..... | 0.4% |
| REI..... | 0.4% |
| Torpedo 7..... | 0.4% |
| Fanatik..... | 0.3% |
| Nashbar..... | 0.3% |
| Performance..... | 0.3% |
| R2 Bikes..... | 0.3% |
| Rowerow..... | 0.3% |
| Allegro..... | 0.2% |
| BikeParts.com..... | 0.2% |
| Bike Tires Direct..... | 0.2% |
| Blue Sky Cycling..... | 0.2% |
| Evans Cycles..... | 0.2% |
| Merlin Cycles..... | 0.2% |
| AliExpress..... | 0.2% |
| Bikes Direct..... | 0.2% |
| Bukalapak..... | 0.2% |
| Direct from manufacturer..... | 0.2% |
| Pro Bike Supply..... | 0.1% |
| Amain..... | 0.1% |
| Art's Cyclery..... | 0.1% |
| Bikewagon.com..... | 0.1% |
| Koloshop..... | 0.1% |
| AEBike.com..... | 0.1% |
| Bike Bling..... | 0.1% |
| TBS..... | 0.1% |
| Cambria Bicycle Outfitters..... | 0.1% |
| Colorado Cyclist..... | 0.1% |
| Price Point..... | 0.1% |
| SmartBikeParts.com..... | 0.1% |
| Tree Fort Bikes..... | 0.1% |
| Wheelworld.com..... | 0.1% |
| Misc. / Fill-In..... | 3.1% |

ARE YOU CONSIDERING PURCHASING FROM CONSUMER-DIRECT BIKE BRAND?

| | |
|----------|-------|
| Yes..... | 72.7% |
| No..... | 27.0% |

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

| | |
|--------------------------------|-------|
| 100% of the time..... | 9.2% |
| 75 - 99% of the time..... | 11.3% |
| 50 - 74% of the time..... | 15.2% |
| 25 - 49% of the time..... | 13.0% |
| Less than 25% of the time..... | 51.3% |

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

| | |
|-----------------|-------|
| Average..... | 5.1 |
| Median..... | 3.0 |
| 0..... | 12.9% |
| 1-3..... | 44.0% |
| 4-6..... | 23.5% |
| 7-9..... | 2.8% |
| 10-12..... | 7.4% |
| 13-15..... | 1.5% |
| 16-18..... | 0.3% |
| 19-21..... | 0.9% |
| 22-24..... | 0.4% |
| 25 or more..... | 6.3% |

WORK IN A BIKE SHOP?

| | |
|----------------------------------|-------|
| Currently work in a shop..... | 7.3% |
| Previously worked in a shop..... | 17.0% |

MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

| | |
|------------------------------------|-------|
| Will purchase within 12 months.... | 45.3% |
|------------------------------------|-------|

IF "YES," WHAT TYPE:

| | |
|------------------------------|-------|
| Enduro / All-Mountain..... | 48.2% |
| Trail..... | 20.3% |
| Downhill..... | 11.4% |
| Cross-country..... | 8.6% |
| Electric MTB..... | 5.5% |
| Dirt Jump / Street / 4x..... | 3.6% |
| Freeride / Park..... | 2.4% |

IF "YES," WHAT WHEEL SIZE:

| | |
|-------------------|-------|
| 29"..... | 48.0% |
| 27.5" / 650b..... | 31.5% |
| 27.5+..... | 11.1% |

| | |
|---------------|------|
| 26"..... | 5.3% |
| 29+..... | 2.4% |
| 26+..... | 0.9% |
| Fat bike..... | 0.7% |

IF "YES," BRAND:

| | |
|------------------------|-------|
| Undecided..... | 18.2% |
| Santa Cruz..... | 7.9% |
| Specialized..... | 6.8% |
| YT Industries..... | 6.0% |
| Canyon..... | 5.0% |
| Trek..... | 4.4% |
| Commencal..... | 4.3% |
| Transition..... | 3.5% |
| Giant..... | 3.3% |
| Yeti..... | 3.1% |
| Scott..... | 2.7% |
| Ibis..... | 2.3% |
| Evil..... | 1.8% |
| Pivot..... | 1.7% |
| Kona..... | 1.6% |
| Rocky Mountain..... | 1.6% |
| Norco..... | 1.5% |
| Intense..... | 1.4% |
| Cannondale..... | 1.3% |
| GT..... | 1.1% |
| Nukeproof..... | 1.1% |
| Guerrilla Gravity..... | 1.0% |
| Mondraker..... | 1.0% |
| Orbea..... | 0.9% |
| Propain..... | 0.8% |
| Devinci..... | 0.8% |
| Marin..... | 0.7% |
| Diamondback..... | 0.7% |
| Fezzari..... | 0.6% |
| Cube..... | 0.5% |
| Polygon..... | 0.5% |
| Merida..... | 0.5% |
| Knolly..... | 0.4% |
| NS Bikes..... | 0.4% |
| Eminent..... | 0.4% |
| Radon..... | 0.4% |
| Banshee..... | 0.3% |
| Vitus..... | 0.3% |
| Saracen..... | 0.3% |
| Dartmoor..... | 0.3% |
| Salsa..... | 0.3% |
| Pole..... | 0.3% |
| Airborne..... | 0.2% |
| Chromag..... | 0.2% |
| Haro..... | 0.2% |
| Nicolai..... | 0.2% |
| Niner..... | 0.2% |
| KTM..... | 0.2% |
| Ragley..... | 0.2% |
| Surly..... | 0.2% |
| Ellsworth..... | 0.2% |
| Lapierre..... | 0.2% |

| | |
|-------------------|------|
| Orange | 0.2% |
| Zerode | 0.2% |
| Cotic | 0.2% |
| Forbidden | 0.2% |
| Alchemy | 0.2% |
| BMC | 0.2% |
| Canfield Brothers | 0.2% |
| Ghost | 0.2% |
| Jamis | 0.2% |
| Liv/Giant | 0.2% |
| Whyte | 0.1% |
| Antidote | 0.1% |
| Hope | 0.1% |
| Alutech | 0.1% |
| Bianchi | 0.1% |
| CTM | 0.1% |
| Da Bomb | 0.1% |
| DMR | 0.1% |
| Focus | 0.1% |
| Fuji | 0.1% |
| Morpheus | 0.1% |
| Motobecane | 0.1% |
| Pyga | 0.1% |
| Ancillotti | 0.1% |
| Misc. / Fill-In | 3.3% |

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

| | |
|-------------------|-------|
| Undecided | 16.9% |
| Santa Cruz | 9.7% |
| YT Industries | 5.9% |
| Specialized | 5.2% |
| Transition | 5.0% |
| Canyon | 4.8% |
| Commencal | 4.6% |
| Trek | 4.5% |
| Yeti | 4.3% |
| Evil | 2.6% |
| Giant | 2.5% |
| Ibis | 2.3% |
| Scott | 2.3% |
| Pivot | 1.8% |
| Kona | 1.7% |
| Intense | 1.6% |
| Rocky Mountain | 1.6% |
| Nukeproof | 1.4% |
| Mondraker | 1.4% |
| Guerrilla Gravity | 1.2% |

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

| | |
|-------------------|-------|
| Undecided | 22.7% |
| Santa Cruz | 7.7% |
| Specialized | 5.9% |
| Trek | 5.2% |
| Ibis | 4.8% |
| Giant | 4.7% |
| YT Industries | 3.8% |
| Canyon | 3.5% |
| Commencal | 3.0% |
| Yeti | 2.7% |
| Scott | 2.6% |
| Transition | 2.2% |
| Rocky Mountain | 2.1% |
| Cannondale | 1.9% |
| Guerrilla Gravity | 1.9% |
| Evil | 1.7% |
| Norco | 1.7% |
| Pivot | 1.5% |
| Kona | 1.2% |
| Intense | 1.1% |

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

| | |
|---------------|-------|
| Undecided | 12.7% |
| Specialized | 11.4% |
| YT Industries | 10.0% |
| Commencal | 8.0% |
| Santa Cruz | 7.6% |
| Canyon | 6.5% |
| Trek | 4.0% |
| Giant | 3.6% |
| Scott | 2.7% |
| Transition | 2.7% |
| GT | 2.5% |
| Kona | 2.5% |
| Intense | 2.2% |
| Norco | 1.8% |
| Devinci | 1.6% |
| Cannondale | 1.3% |
| NS Bikes | 1.3% |
| Pivot | 1.3% |
| Propain | 1.3% |
| Saracen | 1.3% |

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

| | |
|----------------|-------|
| Undecided | 18.6% |
| YT Industries | 8.9% |
| Santa Cruz | 8.8% |
| Canyon | 6.3% |
| Commencal | 5.4% |
| Specialized | 5.3% |
| Transition | 4.3% |
| Giant | 3.7% |
| Trek | 3.5% |
| Kona | 2.3% |
| Rocky Mountain | 1.9% |
| Scott | 1.7% |
| Propain | 1.6% |
| Yeti | 1.5% |
| Mondraker | 1.5% |
| Norco | 1.5% |
| Evil | 1.2% |
| Intense | 1.1% |
| Ibis | 1.1% |
| Cannondale | 1.0% |

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

| | |
|-------------------|-------|
| Undecided | 17.8% |
| Santa Cruz | 7.5% |
| Specialized | 7.0% |
| Trek | 5.3% |
| YT Industries | 5.2% |
| Yeti | 4.9% |
| Canyon | 4.5% |
| Commencal | 4.1% |
| Ibis | 3.8% |
| Transition | 3.5% |
| Scott | 3.1% |
| Giant | 2.7% |
| Evil | 2.5% |
| Pivot | 2.2% |
| Intense | 1.6% |
| Cannondale | 1.6% |
| Guerrilla Gravity | 1.5% |
| Rocky Mountain | 1.5% |
| Kona | 1.4% |
| Orbea | 1.4% |

FRAME:

Will purchase within 12 months ...21.8%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| <i>Undecided</i> | 18.2% |
| Santa Cruz | 9.9% |
| Transition | 5.1% |
| Yeti | 3.8% |
| Commencal | 3.6% |
| Evil | 3.6% |
| Specialized | 3.6% |
| Trek | 2.5% |
| Guerrilla Gravity | 2.0% |
| Ibis | 1.8% |
| Canyon | 1.8% |
| Intense | 1.6% |
| YT | 1.6% |
| Scott | 1.6% |
| Banshee | 1.5% |
| Nukeproof | 1.4% |
| Kona | 1.4% |
| Chromag | 1.3% |
| NS Bikes | 1.3% |
| Pivot | 1.2% |
| Giant | 1.1% |
| Knolly | 1.0% |
| Cannondale | 1.0% |
| Norco | 1.0% |
| Rocky Mountain | 0.9% |
| Dartmoor | 0.9% |
| GT | 0.9% |
| Nicolai | 0.9% |
| Propain | 0.7% |
| Stanton | 0.7% |
| Pole | 0.7% |
| Ragley | 0.7% |
| Cotic | 0.6% |
| Marin | 0.6% |
| Niner | 0.6% |
| Orange | 0.6% |
| Revel | 0.6% |
| Airborne | 0.5% |
| Cube | 0.5% |
| Devinci | 0.5% |
| Polygon | 0.5% |
| Zerode | 0.5% |
| Canfield Brothers | 0.4% |
| Surly | 0.4% |
| Forbidden | 0.4% |
| Diamondback | 0.4% |
| Eminent | 0.4% |
| Merida | 0.4% |
| Mondraker | 0.4% |
| Orbea | 0.4% |
| Salsa | 0.4% |
| DMR | 0.3% |
| Jamis | 0.3% |

| | |
|------------------------------|------|
| Production Privee | 0.3% |
| Alutech | 0.3% |
| Ghost | 0.3% |
| KTM | 0.3% |
| Starling | 0.3% |
| Alchemy | 0.2% |
| Bianchi | 0.2% |
| Felt | 0.2% |
| Foes | 0.2% |
| Liteville | 0.2% |
| MDE | 0.2% |
| Octane One | 0.2% |
| Saracen | 0.2% |
| Bird | 0.2% |
| Tantrum | 0.2% |
| Da Bomb | 0.2% |
| Ellsworth | 0.2% |
| Focus | 0.2% |
| Haro | 0.2% |
| Lynskey | 0.2% |
| On-One | 0.2% |
| Pyga | 0.2% |
| Ritchey | 0.2% |
| BTR | 0.2% |
| Kingdom | 0.2% |
| Marino | 0.2% |
| Nordest | 0.2% |
| Pipedream | 0.2% |
| RSD | 0.2% |
| Agang | 0.1% |
| Arrow | 0.1% |
| Chumba | 0.1% |
| Corratec | 0.1% |
| Inspired | 0.1% |
| KHS | 0.1% |
| Lapierre | 0.1% |
| Look | 0.1% |
| Pace | 0.1% |
| Redline | 0.1% |
| Airdrop | 0.1% |
| Curtis | 0.1% |
| Kavenz | 0.1% |
| Radon | 0.1% |
| <i>Misc. / Fill-In</i> | 4.0% |

SUSPENSION FORK:

Will purchase within 12 months...28.9%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Fox | 35.4% |
| RockShox | 25.5% |
| <i>Undecided</i> | 12.6% |
| DVO | 5.8% |
| Marzocchi | 3.1% |
| Ohlins | 2.9% |
| MRP | 2.5% |
| Manitou | 2.3% |

| | |
|------------------------------|------|
| SR Suntour | 2.0% |
| Cane Creek | 1.9% |
| Formula | 1.2% |
| X-Fusion | 1.0% |
| Trust Performance | 0.8% |
| BOS | 0.6% |
| DT Swiss | 0.6% |
| Cannondale | 0.4% |
| RST | 0.3% |
| DNM | 0.2% |
| Wren | 0.2% |
| Maverick | 0.1% |
| Intend | 0.1% |
| Scott | 0.1% |
| Magura | 0.1% |
| Specialized | 0.1% |
| <i>Misc. / Fill-In</i> | 0.4% |

REAR SHOCK:

Will purchase within 12 months... 22.7%

IF "YES," WHAT BRAND:

| | |
|------------------------------|-------|
| Fox | 39.1% |
| RockShox | 16.9% |
| <i>Undecided</i> | 10.5% |
| DVO | 7.2% |
| Cane Creek | 6.1% |
| Ohlins | 5.3% |
| Push Industries | 4.5% |
| EXT | 2.5% |
| Marzocchi | 1.3% |
| MRP | 1.2% |
| Manitou | 1.1% |
| BOS | 0.7% |
| X-Fusion | 0.6% |
| DT Swiss | 0.5% |
| SR Suntour | 0.5% |
| Fast | 0.4% |
| Curnutt | 0.3% |
| Specialized | 0.3% |
| Avalanche | 0.2% |
| Scott | 0.2% |
| Diverse | 0.1% |
| DNM | 0.1% |
| Magura | 0.1% |
| Intend | 0.1% |
| <i>Misc. / Fill-In</i> | 0.2% |

WHEELSET:

Will purchase within 12 months... 31.5%

IF "YES," PRE-BUILT OR CUSTOM:

| | |
|----------------|-------|
| Pre-built..... | 52.6% |
| Custom | 47.4% |

IF "PRE-BUILT", MATERIAL:

| | |
|-----------------|-------|
| Aluminum | 56.1% |
| Carbon | 29.2% |
| Undecided | 14.7% |

IF "PRE-BUILT", INTERNAL RIM WIDTH:

| | |
|----------------------|-------|
| Undecided | 26.6% |
| 25 mm and under..... | 3.6% |
| 26 - 29 mm | 15.1% |
| 30 mm | 32.9% |
| 31 - 34 mm | 14.3% |
| 35 mm | 5.4% |
| 36 mm and over..... | 2.2% |

IF "PRE-BUILT," WHAT BRAND:

| | |
|----------------------|-------|
| Undecided | 22.0% |
| DT Swiss | 11.4% |
| Hope | 6.8% |
| Industry Nine..... | 5.7% |
| Santa Cruz | 4.6% |
| Mavic | 4.5% |
| Stan's NoTubes..... | 4.1% |
| crankbrothers..... | 3.6% |
| Bontrager..... | 2.8% |
| Spank..... | 2.8% |
| e*thirteen..... | 2.8% |
| Race Face | 2.8% |
| Halo | 1.9% |
| Hunt..... | 1.7% |
| ENVE | 1.7% |
| We Are One | 1.6% |
| Roval | 1.3% |
| Reynolds..... | 1.2% |
| Shimano | 1.2% |
| WTB | 1.2% |
| Zipp | 1.0% |
| Nukeproof | 0.9% |
| Ibis..... | 0.7% |
| NOBL..... | 0.5% |
| Novatec | 0.5% |
| Sun Ringle..... | 0.5% |
| BOX Components | 0.4% |
| Easton..... | 0.4% |
| Syncros..... | 0.4% |

| | |
|-------------------------|------|
| Atomlab..... | 0.4% |
| Light Bicycles | 0.4% |
| SRAM | 0.4% |
| American Classic..... | 0.3% |
| Fulcrum | 0.3% |
| RideFast Racing | 0.3% |
| A-Class | 0.2% |
| Funn..... | 0.2% |
| Gravity..... | 0.2% |
| Reverse Components..... | 0.2% |
| Azonic | 0.1% |
| Canfield Brothers | 0.1% |
| DMR..... | 0.1% |
| FSA | 0.1% |
| Giant..... | 0.1% |
| Guerrilla Gravity | 0.1% |
| Maddux..... | 0.1% |
| Mercury Wheels | 0.1% |
| Nextie | 0.1% |
| Acros | 0.1% |
| Alpha | 0.1% |
| Atomik Carbon..... | 0.1% |
| Control Tech..... | 0.1% |
| Ellsworth | 0.1% |
| Formula | 0.1% |
| Loaded Precision | 0.1% |
| NS Bikes..... | 0.1% |
| Praxis Works | 0.1% |
| Rolf..... | 0.1% |
| Salsa | 0.1% |
| Spinergy | 0.1% |
| Superstar..... | 0.1% |
| Surly | 0.1% |
| Syntace | 0.1% |
| Velocity | 0.1% |
| Vuelta | 0.1% |
| Misc. / Fill-In..... | 3.8% |

IF "CUSTOM", RIM MATERIAL:

| | |
|----------------|-------|
| Aluminum..... | 54.2% |
| Carbon | 32.1% |
| Undecided..... | 13.7% |

IF "CUSTOM", INTERNAL RIM WIDTH:

| | |
|----------------------|-------|
| Undecided..... | 15.7% |
| 25 mm and under..... | 3.2% |
| 26 - 29 mm | 15.9% |
| 30 mm..... | 37.2% |
| 31 - 34 mm | 16.7% |
| 35 mm..... | 8.2% |
| 36 mm and over..... | 3.1% |

IF "CUSTOM," WHAT BRAND OF RIMS:

| | |
|-------------------------|-------|
| Undecided..... | 19.7% |
| DT Swiss | 18.3% |
| Stan's NoTubes | 10.5% |
| Spank | 5.6% |
| Industry Nine..... | 5.1% |
| ENVE | 3.1% |
| We Are One..... | 2.8% |
| Race Face | 2.7% |
| Light Bicycle | 2.1% |
| Mavic | 2.1% |
| WTB | 2.1% |
| Santa Cruz | 2.1% |
| NOBL | 1.9% |
| Hope | 1.7% |
| e*thirteen | 1.5% |
| Nextie | 1.1% |
| Bontrager..... | 1.1% |
| Ibis..... | 1.1% |
| Alex | 0.9% |
| NOX Composites | 0.9% |
| Sun Ringle | 0.9% |
| Zipp | 0.8% |
| crankbrothers..... | 0.6% |
| Dartmoor | 0.6% |
| Derby | 0.6% |
| Newmen..... | 0.6% |
| Duke | 0.5% |
| SRAM..... | 0.5% |
| Reynolds..... | 0.4% |
| Chromag | 0.4% |
| Easton | 0.3% |
| Halo | 0.3% |
| Velocity | 0.3% |
| Black Crow | 0.3% |
| Acros | 0.2% |
| Atomlab | 0.2% |
| Nukeproof..... | 0.2% |
| Roval | 0.2% |
| Shimano..... | 0.2% |
| Zelvy..... | 0.2% |
| 8150 | 0.2% |
| Alpha | 0.2% |
| Atomik Carbon..... | 0.2% |
| Box | 0.2% |
| Funn..... | 0.2% |
| Gravity..... | 0.2% |
| Reverse Components..... | 0.2% |
| Ridefast..... | 0.2% |
| Specialized..... | 0.2% |
| Syncros | 0.2% |
| Syntace | 0.2% |
| American Classic..... | 0.1% |
| Asterion | 0.1% |
| Bombshell..... | 0.1% |
| Canfield Brothers | 0.1% |
| Cole Wheels | 0.1% |

| | |
|-----------------------|------|
| DMR..... | 0.1% |
| HED | 0.1% |
| Kore..... | 0.1% |
| Novatec | 0.1% |
| Octane One..... | 0.1% |
| Weinmann | 0.1% |
| Misc. / Fill-In | 2.5% |

IF "CUSTOM," WHAT BRAND OF HUBS:

| | |
|-------------------------|-------|
| Hope..... | 21.6% |
| Industry Nine..... | 16.4% |
| DT Swiss..... | 15.7% |
| Undecided | 12.0% |
| Chris King..... | 9.2% |
| Onyx..... | 5.8% |
| Shimano | 1.9% |
| e*thirteen..... | 1.1% |
| Novatec | 1.1% |
| Profile..... | 1.0% |
| Bontrager..... | 0.9% |
| Hadley | 0.9% |
| Project 321 | 0.9% |
| SRAM | 0.9% |
| crankbrothers..... | 0.7% |
| Halo | 0.5% |
| Acros | 0.4% |
| Funn | 0.4% |
| Race Face | 0.4% |
| Tune | 0.4% |
| Factor | 0.3% |
| Formula | 0.3% |
| NOBL..... | 0.3% |
| Spank..... | 0.3% |
| Stan's NoTubes..... | 0.3% |
| Sun Ringle | 0.3% |
| White Industries | 0.3% |
| Atomlab..... | 0.2% |
| Superstar..... | 0.2% |
| Syntaxe | 0.2% |
| Alpha..... | 0.2% |
| Bombshell | 0.2% |
| Box | 0.2% |
| Dartmoor | 0.2% |
| Ibis..... | 0.2% |
| MOB..... | 0.2% |
| Nukeproof | 0.2% |
| Phil Wood | 0.2% |
| Reverse Components..... | 0.2% |
| Specialized | 0.2% |
| Stealth..... | 0.2% |
| Aerial Industries | 0.1% |
| Alchemy | 0.1% |
| American Classic | 0.1% |
| Azonic | 0.1% |
| Campagnolo | 0.1% |
| Canfield Brothers | 0.1% |

| | |
|------------------------|------|
| Chub | 0.1% |
| Da Bomb | 0.1% |
| DMR..... | 0.1% |
| Easton | 0.1% |
| Fire Eye | 0.1% |
| Kore..... | 0.1% |
| Loaded Precision | 0.1% |
| Mavic | 0.1% |
| Rohloff | 0.1% |
| Sixpack | 0.1% |
| Surly | 0.1% |
| Syncros | 0.1% |
| WTB..... | 0.1% |
| Misc. / Fill-In..... | 1.9% |

TIRES:

Will purchase within 12 months....76.7%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Maxxis | 55.0% |
| Undecided..... | 10.8% |
| Schwalbe | 10.0% |
| Continental | 4.5% |
| Specialized | 3.3% |
| Michelin | 3.2% |
| WTB | 2.9% |
| Bontrager..... | 2.1% |
| Kenda | 1.4% |
| Vittoria | 1.3% |
| e*thirteen..... | 1.1% |
| Onza | 0.9% |
| Goodyear | 0.7% |
| Hutchinson | 0.4% |
| Mavic..... | 0.3% |
| Vee Tire Co. | 0.3% |
| Panaracer | 0.2% |
| CST | 0.1% |
| 45North..... | 0.1% |
| Pirelli | 0.1% |
| Misc. / Fill-In..... | 1.1% |

HANDLEBARS:

Will purchase within 12 months....27.4%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Renthal | 20.5% |
| Undecided..... | 16.9% |
| Deity..... | 11.0% |
| Race Face | 8.7% |
| Chromag | 5.4% |
| OneUp Components | 4.7% |
| Spank..... | 4.0% |
| ENVE | 2.9% |
| Burgtec | 2.1% |

| | |
|-------------------------|------|
| Nukeproof..... | 1.7% |
| Joystick | 1.2% |
| Hope | 1.0% |
| Answer..... | 0.9% |
| Pro | 0.8% |
| Specialized..... | 0.7% |
| Thomson | 0.7% |
| Santa Cruz | 0.7% |
| crankbrothers | 0.7% |
| Easton | 0.7% |
| Truvativ | 0.7% |
| Reverse Components..... | 0.6% |
| SQLabs | 0.6% |
| Syntaxe | 0.6% |
| ANVL | 0.6% |
| Bontrager | 0.5% |
| Fasst..... | 0.5% |
| Syncros | 0.5% |
| PNW | 0.5% |
| ODI..... | 0.4% |
| Ritchey..... | 0.4% |
| DMR..... | 0.4% |
| Giant..... | 0.4% |
| Tag Metals | 0.4% |
| BOX Components | 0.3% |
| FSA..... | 0.3% |
| Funn..... | 0.3% |
| Truvativ / TLD | 0.3% |
| 3T..... | 0.3% |
| Azonic | 0.3% |
| Acros | 0.2% |
| Dartmoor | 0.2% |
| NS Bikes..... | 0.2% |
| Tag Metals | 0.2% |
| We Are One..... | 0.2% |
| Alpha | 0.2% |
| Atomic..... | 0.2% |
| Jones | 0.2% |
| Kore | 0.2% |
| WTB | 0.2% |
| Atomlab | 0.1% |
| Control Tech..... | 0.1% |
| Promax..... | 0.1% |
| SMAC..... | 0.1% |
| Pro Taper | 0.1% |
| Blackspire..... | 0.1% |
| Coda..... | 0.1% |
| Gravity..... | 0.1% |
| Loaded Precision | 0.1% |
| MRP..... | 0.1% |
| Niner | 0.1% |
| Salsa..... | 0.1% |
| Titec..... | 0.1% |
| USE | 0.1% |
| BBB | 0.1% |
| Misc. / Fill-In..... | 2.3% |

STEM:

Will purchase within 12 months ...21.8%

IF "YES," WHAT BRAND:

| | |
|--------------------------|-------|
| <i>Undecided</i> | 20.6% |
| Deity | 11.9% |
| Renthal | 10.9% |
| Race Face | 7.3% |
| OneUp Components | 5.6% |
| Chromag | 5.3% |
| Hope | 3.6% |
| Burgtec | 2.7% |
| Spank | 2.5% |
| Thomson | 2.3% |
| ENVE | 2.1% |
| Nukeproof | 1.7% |
| Industry Nine | 1.6% |
| ANVL | 1.2% |
| Truvativ | 1.2% |
| crankbrothers | 1.1% |
| DMR | 1.1% |
| Pro | 0.9% |
| Funn | 0.8% |
| Specialized | 0.8% |
| Bontrager | 0.7% |
| Answer | 0.6% |
| Joystick | 0.5% |
| Ritchey | 0.5% |
| Syntace | 0.5% |
| Easton | 0.4% |
| FSA | 0.4% |
| NS Bikes | 0.4% |
| Tag Metals | 0.4% |
| Intend | 0.4% |
| Azonic | 0.3% |
| BOX Components | 0.3% |
| Syncros | 0.3% |
| PNW | 0.3% |
| 3T | 0.3% |
| Alpha | 0.3% |
| Dartmoor | 0.3% |
| e*thirteen | 0.3% |
| Profile | 0.3% |
| 77 Designz | 0.2% |
| Acros | 0.2% |
| Cannondale | 0.2% |
| Kore | 0.2% |
| Octane One | 0.2% |
| Reverse Components | 0.2% |
| Straitline | 0.2% |
| Tag Metals | 0.2% |
| Control Tech | 0.2% |
| GT | 0.2% |
| ODI | 0.2% |
| Onoff | 0.2% |
| Salsa | 0.2% |
| USE | 0.2% |

| | |
|------------------------------|------|
| 9point8 | 0.2% |
| We Are One | 0.2% |
| Canfield Brothers | 0.1% |
| Giant | 0.1% |
| Gravity | 0.1% |
| Loaded Precision | 0.1% |
| On-One | 0.1% |
| Point One Racing | 0.1% |
| Sixpack | 0.1% |
| Stem | 0.1% |
| Xlc | 0.1% |
| Black Market | 0.1% |
| Blackspire | 0.1% |
| Kcnc | 0.1% |
| North Shore Billet | 0.1% |
| Promax | 0.1% |
| RevGrips | 0.1% |
| Rotor | 0.1% |
| Sunline | 0.1% |
| Superstar | 0.1% |
| WTB | 0.1% |
| Zipp | 0.1% |
| <i>Misc. / Fill-In</i> | 2.5% |

GRIPS:

Will purchase within 12 months...51.7%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| ODI | 20.2% |
| <i>Undecided</i> | 16.9% |
| Ergon | 11.0% |
| DMR | 8.4% |
| Sensus | 4.6% |
| ESI | 4.5% |
| Deity | 4.3% |
| Renthal | 3.0% |
| Lizard Skins | 2.6% |
| Race Face | 2.2% |
| Rev Grips | 2.0% |
| Chromag | 1.9% |
| Specialized | 1.4% |
| Oury | 1.3% |
| crankbrothers | 0.9% |
| Santa Cruz | 0.9% |
| Fabric | 0.8% |
| Bontrager | 0.7% |
| Nukeproof | 0.7% |
| Red Monkey | 0.7% |
| OneUp Components | 0.7% |
| Burgtec | 0.6% |
| Troy Lee Designs | 0.6% |
| NS Bikes | 0.4% |
| SRAM | 0.4% |
| Hope | 0.4% |
| SDG | 0.4% |
| Pro | 0.3% |
| Answer | 0.3% |

| | |
|------------------------------|------|
| Easton | 0.3% |
| Wolf Tooth | 0.3% |
| WTB | 0.3% |
| SQ Labs | 0.3% |
| Giant | 0.3% |
| Tag Metals | 0.3% |
| Syncros | 0.2% |
| Funn | 0.2% |
| Dartmoor | 0.2% |
| Yeti | 0.2% |
| Acros | 0.2% |
| BOX Components | 0.2% |
| Joystick | 0.2% |
| Kona | 0.2% |
| Ritchey | 0.2% |
| A'ME | 0.1% |
| Cult | 0.1% |
| Supacaz | 0.1% |
| Animal | 0.1% |
| Blackspire | 0.1% |
| Gravity | 0.1% |
| Odyssey | 0.1% |
| Evil | 0.1% |
| Spank | 0.1% |
| Black Market | 0.1% |
| Clarks | 0.1% |
| Fi'zi:k | 0.1% |
| Intense | 0.1% |
| On-One | 0.1% |
| OnOff | 0.1% |
| Sixpack | 0.1% |
| Pivot | 0.1% |
| <i>Misc. / Fill-In</i> | 2.1% |

HEADSET:

Will purchase within 12 months... 15.5%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Cane Creek | 28.8% |
| Chris King | 21.5% |
| <i>Undecided</i> | 14.5% |
| Hope | 11.4% |
| FSA | 5.7% |
| Works Components | 3.7% |
| Shimano | 1.5% |
| Nukeproof | 1.4% |
| Acros | 1.0% |
| Wolftooth | 0.6% |
| Ritchey | 0.6% |
| WTB | 0.6% |
| Intend | 0.6% |
| Aheadset | 0.4% |
| Dartmoor | 0.4% |
| Pro | 0.4% |
| Superstar | 0.4% |
| Brand-X | 0.4% |
| Reset Racing | 0.3% |

| | |
|-------------------------|------|
| Reverse Components..... | 0.3% |
| Syncros | 0.3% |
| Syntaxe | 0.3% |
| Alpha..... | 0.2% |
| Funn | 0.2% |
| Giant..... | 0.2% |
| Acor..... | 0.2% |
| Atomlab..... | 0.2% |
| BBB..... | 0.2% |
| Black Market..... | 0.2% |
| Gravity | 0.2% |
| K9 Industries | 0.2% |
| Octane One..... | 0.2% |
| Rove | 0.2% |
| Token | 0.2% |
| VP Components | 0.2% |
| Candy Components | 0.1% |
| Ciari..... | 0.1% |
| Da Bomb | 0.1% |
| Mortop..... | 0.1% |
| OnOff..... | 0.1% |
| Shadow Conspiracy..... | 0.1% |
| Sixpack..... | 0.1% |
| Tioga | 0.1% |
| Misc. / Fill-In | 1.9% |

BRAKES:

Will purchase within 12 months ...31.0%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| Shimano | 39.0% |
| SRAM | 15.7% |
| Magura | 11.8% |
| Hope..... | 9.6% |
| Undecided | 8.4% |
| TRP | 4.8% |
| Formula | 2.8% |
| Avid..... | 2.2% |
| Trickstuff..... | 1.9% |
| Hayes..... | 1.7% |
| Tektro | 0.5% |
| Box Components..... | 0.2% |
| Brake Force One | 0.2% |
| Cane Creek..... | 0.2% |
| Atomlab..... | 0.1% |
| FSA | 0.1% |
| Misc. / Fill-In | 0.6% |

DERAILLEURS:

Will purchase within 12 months ...24.4%

IF "YES," WHAT BRAND:

| | |
|---------------|-------|
| SRAM | 46.8% |
| Shimano | 42.4% |

| | |
|----------------------|------|
| Undecided..... | 5.4% |
| BOX Components | 3.2% |
| Campagnolo | 0.4% |
| TRP | 0.4% |
| Microshift..... | 0.4% |
| Sunrace | 0.2% |
| Acros | 0.1% |
| SR Suntour | 0.1% |
| Rotor..... | 0.1% |
| Misc. / Fill-In..... | 0.6% |

CRANKS:

Will purchase within 12 months....17.6%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Shimano..... | 22.2% |
| SRAM | 19.9% |
| Race Face | 16.1% |
| Undecided..... | 12.5% |
| Hope | 5.7% |
| Cane Creek..... | 4.6% |
| e*thirteen..... | 4.5% |
| Crank Brothers | 2.0% |
| Truvativ | 1.8% |
| Rotor..... | 1.3% |
| DMR..... | 1.2% |
| FSA | 0.8% |
| Canfield Brothers | 0.8% |
| Praxis Works | 0.7% |
| Profile..... | 0.5% |
| BOX Components | 0.4% |
| Specialized | 0.4% |
| Bontrager..... | 0.4% |
| Deity | 0.4% |
| White Industries | 0.4% |
| Miranda Bike Parts..... | 0.3% |
| SR Suntour | 0.3% |
| Azonic | 0.2% |
| Cannondale..... | 0.2% |
| Middleburn..... | 0.2% |
| Odyssey | 0.2% |
| Colony | 0.1% |
| Dartmoor | 0.1% |
| GT..... | 0.1% |
| Primo..... | 0.1% |
| AC | 0.1% |
| BOR..... | 0.1% |
| Funn..... | 0.1% |
| Gravity..... | 0.1% |
| On-One..... | 0.1% |
| THM Carbones..... | 0.1% |
| Misc. / Fill-In..... | 1.3% |

BOTTOM BRACKET:

Will purchase within 12 months....18.6%

IF "YES," WHAT BRAND:

| | |
|----------------------------|-------|
| Shimano..... | 20.5% |
| SRAM..... | 18.6% |
| Undecided..... | 15.8% |
| Chris King | 11.4% |
| Hope | 10.2% |
| Race Face | 8.2% |
| Wheels Manufacturing | 3.9% |
| Enduro Bearings | 2.2% |
| FSA..... | 2.1% |
| GXP | 1.5% |
| Praxis | 0.9% |
| Rotor..... | 0.8% |
| E*Thirteen | 0.8% |
| Acros | 0.5% |
| BBInfinite..... | 0.3% |
| Profile | 0.3% |
| Truvativ | 0.2% |
| White Industries | 0.1% |
| Token..... | 0.1% |
| Miranda Bike Parts..... | 0.1% |
| Reverse Components..... | 0.1% |
| Misc. / Fill-In..... | 1.3% |

1X FRONT CHAINRING:

Will purchase within 12 months... 29.1%

IF "YES," WHAT BRAND:

| | |
|--------------------------|-------|
| SRAM..... | 16.1% |
| Undecided..... | 15.2% |
| Absolute Black | 13.7% |
| Race Face | 13.6% |
| Wolf Tooth | 9.0% |
| Shimano..... | 6.8% |
| OneUp Components | 5.6% |
| Hope | 3.6% |
| e*thirteen | 2.6% |
| Blackspire | 1.9% |
| Renthal..... | 1.6% |
| Burgtec | 1.2% |
| Rotor..... | 0.9% |
| Chromag | 0.8% |
| North Shore Billet | 0.5% |
| Praxis Works | 0.4% |
| Superstar..... | 0.4% |
| Csixx..... | 0.4% |
| MRP..... | 0.4% |
| FSA..... | 0.3% |
| Garbaruk..... | 0.3% |
| Truvativ | 0.3% |
| BOX Components | 0.2% |
| Works Components | 0.2% |
| Alpha | 0.2% |
| Deity | 0.2% |
| Reverse Components..... | 0.2% |
| Surly | 0.2% |

| | |
|-----------------------------|------|
| Azonic | 0.1% |
| Campagnolo | 0.1% |
| Gamut | 0.1% |
| Profile | 0.1% |
| Revolution Components | 0.1% |
| Dartmoor | 0.1% |
| Octane | 0.1% |
| Misc. / Fill-In | 2.2% |

CASSETTE:

| | |
|-------------------------------------|-------|
| Will purchase within 12 months ... | 27.8% |
| Yes, modify existing cassette | 4.6% |

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| SRAM | 39.2% |
| Shimano | 30.8% |
| SunRace | 8.7% |
| e*thirteen | 7.5% |
| Undecided | 4.7% |
| Hope | 2.2% |
| BOX Components | 2.1% |
| Wolf Tooth | 1.0% |
| Garbaruk | 0.8% |
| OneUp Components | 0.6% |
| Absolute Black | 0.5% |
| Fire Eye | 0.2% |
| Blackspire | 0.1% |
| TRP | 0.1% |
| Fouriers | 0.1% |
| Kore | 0.1% |
| Praxis | 0.1% |
| Misc. / Fill-In | 1.2% |

CHAINGUIDE:

| | |
|------------------------------------|-------|
| Will purchase within 12 months ... | 16.3% |
|------------------------------------|-------|

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided | 20.9% |
| MRP | 20.1% |
| OneUp Components | 19.3% |
| e*thirteen | 15.4% |
| SRAM | 4.3% |
| Shimano | 4.2% |
| Hope | 2.1% |
| Absolute Black | 1.7% |
| Wolf Tooth | 1.3% |
| Funn | 1.1% |
| 77 Designz | 0.9% |
| Carbocage | 0.8% |
| Gamut | 0.6% |
| Blackspire | 0.6% |
| Da Bomb | 0.6% |
| CSixx | 0.5% |
| FSA | 0.4% |

| | |
|--------------------------|------|
| Shaman Racing | 0.4% |
| Shovel | 0.4% |
| Truvativ | 0.4% |
| DMR | 0.3% |
| Gravity | 0.3% |
| Mozartt | 0.3% |
| Reverse Components | 0.3% |
| Syncros | 0.2% |
| N-Gear | 0.2% |
| Bioncion | 0.1% |
| Krex | 0.1% |
| Mr. Dirt | 0.1% |
| Paul | 0.1% |
| Superstar | 0.1% |
| Widget | 0.1% |
| Misc. / Fill-In | 2.0% |

PEDALS:

| | |
|--------------------------------------|-------|
| Will purchase within 12 months | 38.0% |
|--------------------------------------|-------|

IF "YES," WHAT TYPE:

| | |
|----------------|-------|
| Flat | 66.0% |
| Clipless | 34.0% |

IF "CLIPLESS," WHAT BRAND:

| | |
|-----------------------|-------|
| Shimano | 38.2% |
| crankbrothers | 32.8% |
| Undecided | 7.6% |
| HT | 6.8% |
| Time | 6.8% |
| Nukeproof | 1.9% |
| DMR | 1.2% |
| Look | 1.2% |
| Funn | 0.5% |
| Ritchey | 0.5% |
| Xpedo | 0.5% |
| Speedplay | 0.3% |
| Mavic | 0.2% |
| Azonic | 0.1% |
| Bebop | 0.1% |
| Powerplay | 0.1% |
| Syncros | 0.1% |
| Misc. / Fill-In | 1.3% |

IF "FLAT," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided | 18.4% |
| crankbrothers | 14.1% |
| Race Face | 8.4% |
| DMR | 8.2% |
| Deity | 6.9% |
| OneUp Components | 6.8% |
| Nukeproof | 4.6% |

| | |
|------------------------------|------|
| Burgtec | 3.6% |
| Chromag | 3.2% |
| HT | 2.5% |
| Shimano | 2.3% |
| Hope | 2.3% |
| Spank | 2.3% |
| Pedaling Innovations | 1.7% |
| Kona | 1.4% |
| ANVL | 1.3% |
| Superstar | 0.8% |
| Canfield Brothers | 0.7% |
| Wellgo | 0.7% |
| Bontrager | 0.7% |
| Specialized | 0.6% |
| VP Components | 0.6% |
| Funn | 0.6% |
| Blackspire | 0.5% |
| Tag Metals | 0.5% |
| Sixpack | 0.4% |
| Odyssey | 0.3% |
| Reverse Components | 0.3% |
| Azonic | 0.3% |
| Straitline | 0.3% |
| Dartmoor | 0.2% |
| Fire Eye | 0.2% |
| 45nrth | 0.2% |
| Exustar | 0.2% |
| Acros | 0.1% |
| Alpha | 0.1% |
| Atomlab | 0.1% |
| Brooklyn Machine Works | 0.1% |
| Eastern | 0.1% |
| Easton | 0.1% |
| FLV | 0.1% |
| NC-17 | 0.1% |
| NRG | 0.1% |
| Octane | 0.1% |
| On-One | 0.1% |
| Shadow Conspiracy | 0.1% |
| Syncros | 0.1% |
| Truvativ | 0.1% |
| Twenty6 | 0.1% |
| White Industries | 0.1% |
| WTB | 0.1% |
| Xpedo | 0.1% |
| Answer | 0.1% |
| Cult | 0.1% |
| Echo | 0.1% |
| Forte | 0.1% |
| Gamut | 0.1% |
| Gravity | 0.1% |
| Gussett | 0.1% |
| Inspired | 0.1% |
| Jet Black | 0.1% |
| Kore | 0.1% |
| MSC | 0.1% |
| NS Bikes | 0.1% |
| OnOff | 0.1% |
| Primo | 0.1% |
| SNAFU | 0.1% |

| | |
|-----------------------|------|
| Transition | 0.1% |
| Tenet..... | 0.1% |
| Misc. / Fill-In | 1.6% |

SEAT:

| | |
|-----------|-------|
| Yes | 26.1% |
|-----------|-------|

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Undecided | 19.0% |
| Ergon..... | 12.7% |
| WTB..... | 12.4% |
| Specialized | 6.9% |
| SDG..... | 6.4% |
| Chromag..... | 6.3% |
| Fabric | 6.0% |
| Deity..... | 4.0% |
| F'iz:ik..... | 3.8% |
| SQ Lab | 3.4% |
| Selle Italia | 2.2% |
| Brooks | 1.5% |
| Bontrager..... | 1.2% |
| Charge | 1.0% |
| Burgtec | 0.9% |
| ANVL..... | 0.8% |
| Nukeproof | 0.7% |
| Prologo | 0.6% |
| Spank..... | 0.6% |
| Tioga | 0.6% |
| Pro | 0.5% |
| Giant..... | 0.4% |
| Race Face | 0.4% |
| Selle Royal | 0.4% |
| DMR..... | 0.4% |
| Joystick..... | 0.3% |
| Selle SMP..... | 0.3% |
| Syncros | 0.2% |
| Tag Metals..... | 0.2% |
| Errant..... | 0.2% |
| Reverse Components..... | 0.2% |
| Smanie..... | 0.2% |
| Alpha | 0.1% |
| BBB..... | 0.1% |
| Control Tech | 0.1% |
| Selle San Marco | 0.1% |
| Serfas..... | 0.1% |
| Terry..... | 0.1% |
| Yeti..... | 0.1% |
| Black Market..... | 0.1% |
| Brev. M | 0.1% |
| GT | 0.1% |
| Kona | 0.1% |
| Odyssey..... | 0.1% |
| Ritchey | 0.1% |
| Shadow Conspiracy..... | 0.1% |
| Transition | 0.1% |
| Misc. / Fill-In | 3.3% |

SEATPOST:

| | |
|----------|-------|
| Yes..... | 24.8% |
|----------|-------|

DROPPER SEATPOST:

| | |
|-----------------------------|-------|
| Undecided..... | 17.9% |
| OneUp Components | 15.7% |
| Fox..... | 15.0% |
| RockShox | 9.2% |
| PNW Components..... | 6.4% |
| BikeYoke..... | 5.8% |
| Brand X | 5.8% |
| KS Suspension | 5.0% |
| crankbrothers..... | 3.1% |
| e*thirteen..... | 1.4% |
| Race Face | 1.3% |
| DVO | 1.2% |
| Specialized | 1.1% |
| X-Fusion..... | 1.1% |
| SDG..... | 1.0% |
| Bontrager..... | 0.9% |
| 9point8..... | 0.9% |
| Giant..... | 0.8% |
| Thomson..... | 0.8% |
| Tag Metals..... | 0.4% |
| DNM..... | 0.3% |
| Gravity Dropper | 0.3% |
| Yep Components | 0.3% |
| FSA | 0.2% |
| Magura | 0.2% |
| Cane Creek Thudbuster | 0.2% |
| Easton..... | 0.2% |
| FUNN | 0.2% |
| Marzocchi..... | 0.2% |
| DSP | 0.1% |
| KORE..... | 0.1% |
| Maverick..... | 0.1% |
| Nukeproof..... | 0.1% |
| Vecnum | 0.1% |
| Misc. / Fill-In..... | 2.6% |

HELMET:

| | |
|----------|-------|
| Yes..... | 42.5% |
|----------|-------|

IF "YES," WHAT TYPE:

| | |
|--|-------|
| Open Face..... | 54.3% |
| Full Face..... | 31.3% |
| Convertible (full-face w/removable chin guard) | 14.4% |

IF "FULL FACE," WHAT BRAND:

| | |
|----------|-------|
| Fox..... | 24.9% |
|----------|-------|

| | |
|------------------------|-------|
| Troy Lee Designs | 22.1% |
| Undecided..... | 18.4% |
| 100%..... | 8.8% |
| Bell | 4.9% |
| Leatt..... | 3.1% |
| POC | 2.6% |
| SixSixOne..... | 2.4% |
| Fly..... | 1.3% |
| O'Neal..... | 1.3% |
| Giro | 1.2% |
| iXS..... | 1.1% |
| 7iDP..... | 1.0% |
| Endura | 0.9% |
| Kali Protectives | 0.8% |
| Bluegrass | 0.6% |
| MET..... | 0.6% |
| 6D | 0.4% |
| Airoh..... | 0.4% |
| Specialized..... | 0.4% |
| Shred..... | 0.3% |
| Urge | 0.3% |
| Mavic..... | 0.2% |
| Smith Optics | 0.2% |
| AGV | 0.1% |
| Azonic | 0.1% |
| Bontrager | 0.1% |
| Cannondale..... | 0.1% |
| Giant | 0.1% |
| Kabuto | 0.1% |
| Kask | 0.1% |
| Lazer..... | 0.1% |
| Sweet Protection..... | 0.1% |
| Trek | 0.1% |
| Oakley | 0.1% |
| TSG | 0.1% |
| Misc. / Fill-In..... | 0.8% |

IF "OPEN FACE," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided..... | 24.9% |
| Troy Lee Designs | 10.7% |
| Fox..... | 9.5% |
| Giro..... | 9.0% |
| POC | 8.9% |
| Bell | 7.1% |
| Smith Optics | 5.3% |
| Specialized..... | 3.5% |
| Kali Protectives | 2.3% |
| Bontrager | 2.3% |
| 100%..... | 1.7% |
| iXS..... | 1.7% |
| Lazer..... | 1.1% |
| Oakley | 1.1% |
| Leatt..... | 0.9% |
| Scott..... | 0.9% |
| SixSixOne..... | 0.7% |
| MET..... | 0.7% |

| | |
|-----------------------|------|
| Giant..... | 0.6% |
| Kask..... | 0.6% |
| Urge..... | 0.6% |
| 6D..... | 0.5% |
| 7iDP..... | 0.5% |
| TSG..... | 0.5% |
| Rudy Project..... | 0.4% |
| Endura..... | 0.4% |
| Fly..... | 0.3% |
| O'Neal..... | 0.3% |
| Sweet Protection..... | 0.3% |
| Cannondale..... | 0.2% |
| Catlike..... | 0.2% |
| Mavic..... | 0.2% |
| Pro-Tec..... | 0.2% |
| Trek..... | 0.2% |
| Uvex..... | 0.2% |
| Kabuto..... | 0.1% |
| Louis Garneau..... | 0.1% |
| Suomy..... | 0.1% |
| Alpinestars..... | 0.1% |
| AGV..... | 0.1% |
| Bern..... | 0.1% |
| Bluegrass..... | 0.1% |
| ONE Industries..... | 0.1% |
| Shoei..... | 0.1% |
| Shred..... | 0.1% |
| Misc. / Fill-In..... | 1.2% |

IF "CONVERTIBLE (FULL FACE W/REMOVABLE CHIN GUARD)," WHAT BRAND:

| | |
|-----------------------|-------|
| Bell..... | 33.3% |
| Undecided..... | 24.7% |
| Giro..... | 10.3% |
| Fox..... | 6.4% |
| MET..... | 5.8% |
| Leatt..... | 4.5% |
| Troy Lee Designs..... | 2.8% |
| Sweet Protection..... | 1.9% |
| POC..... | 1.7% |
| 100%..... | 1.3% |
| Urge..... | 1.3% |
| Kali Protectives..... | 0.9% |
| Bontrager..... | 0.6% |
| iXS..... | 0.4% |
| Lazer..... | 0.4% |
| Specialized..... | 0.4% |
| Uvex..... | 0.4% |
| 6D..... | 0.2% |
| 7iDP..... | 0.2% |
| Airoh..... | 0.2% |
| Bluegrass..... | 0.2% |
| Kask..... | 0.2% |
| Mavic..... | 0.2% |
| O'Neal..... | 0.2% |

| | |
|----------------------|------|
| Scott..... | 0.2% |
| Smith Optics..... | 0.2% |
| Trek..... | 0.2% |
| Misc. / Fill-In..... | 0.6% |

SHORTS:

| | |
|----------|-------|
| Yes..... | 42.2% |
|----------|-------|

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided..... | 30.4% |
| Fox..... | 16.1% |
| Troy Lee Designs..... | 11.3% |
| Endura..... | 4.7% |
| 100%..... | 3.6% |
| Dakine..... | 3.0% |
| Zoic..... | 2.4% |
| Pearl Izumi..... | 2.0% |
| Alpinestars..... | 1.7% |
| Race Face..... | 1.5% |
| Specialized..... | 1.5% |
| POC..... | 1.4% |
| Leatt..... | 1.1% |
| Royal..... | 1.1% |
| Fly..... | 1.0% |
| Patagonia..... | 0.9% |
| Yeti..... | 0.9% |
| Sombrio..... | 0.8% |
| DHaRCO..... | 0.8% |
| ION..... | 0.7% |
| Club Ride..... | 0.6% |
| iXS..... | 0.6% |
| Bontrager..... | 0.6% |
| Kitsbow..... | 0.6% |
| NZO..... | 0.5% |
| O'Neal..... | 0.5% |
| Assos..... | 0.5% |
| Giro..... | 0.4% |
| Madison..... | 0.4% |
| Louis Garneau..... | 0.4% |
| Castelli..... | 0.3% |
| Shredly..... | 0.3% |
| Narrona..... | 0.3% |
| Gore..... | 0.3% |
| Oakley..... | 0.3% |
| Dickies..... | 0.2% |
| Ground Effect..... | 0.2% |
| Scott..... | 0.2% |
| Altura..... | 0.2% |
| Acre..... | 0.2% |
| Azonic..... | 0.2% |
| Giant..... | 0.2% |
| Mavic..... | 0.2% |
| SixSixOne..... | 0.2% |
| Sweet Protection..... | 0.2% |
| Aero Tech Designs..... | 0.1% |
| AXO..... | 0.1% |
| Cannondale..... | 0.1% |

| | |
|----------------------|------|
| Dainese..... | 0.1% |
| Maloja..... | 0.1% |
| Carhartt..... | 0.1% |
| Platzangst..... | 0.1% |
| Sugoi..... | 0.1% |
| 2XU..... | 0.1% |
| Chrome..... | 0.1% |
| Funkier..... | 0.1% |
| Haglofs..... | 0.1% |
| Helly Hansen..... | 0.1% |
| Kona..... | 0.1% |
| Performance..... | 0.1% |
| Primal Wear..... | 0.1% |
| THE..... | 0.1% |
| TSG..... | 0.1% |
| Misc. / Fill-In..... | 3.3% |

JERSEY:

| | |
|----------|-------|
| Yes..... | 35.5% |
|----------|-------|

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| Undecided..... | 32.5% |
| Fox..... | 15.7% |
| Troy Lee Designs..... | 9.7% |
| 100%..... | 4.6% |
| Dakine..... | 2.7% |
| Alpinestars..... | 1.8% |
| Endura..... | 1.8% |
| Mons Royale..... | 1.5% |
| Loose Riders..... | 1.5% |
| Fly..... | 1.4% |
| Royal..... | 1.4% |
| DHaRCO..... | 1.2% |
| POC..... | 1.1% |
| Yeti..... | 1.0% |
| Leatt..... | 1.0% |
| Pearl Izumi..... | 0.9% |
| Fasthouse..... | 0.9% |
| Club Ride..... | 0.9% |
| O'Neal..... | 0.8% |
| Sombrio..... | 0.7% |
| Race Face..... | 0.7% |
| Zoic..... | 0.6% |
| Santa Cruz..... | 0.6% |
| Specialized..... | 0.6% |
| ION..... | 0.5% |
| Nukeproof..... | 0.5% |
| Bontrager..... | 0.4% |
| iXS..... | 0.4% |
| Patagonia..... | 0.4% |
| Scott..... | 0.4% |
| Castelli..... | 0.4% |
| Primal Wear..... | 0.3% |
| Chromag..... | 0.3% |
| Adidas..... | 0.3% |
| Giro..... | 0.3% |
| Kitsbow..... | 0.3% |

| | |
|-----------------------|------|
| Voler..... | 0.3% |
| 7Mesh..... | 0.3% |
| Giant..... | 0.2% |
| Morvelo..... | 0.2% |
| Commencal..... | 0.2% |
| Dainese..... | 0.2% |
| Gore..... | 0.2% |
| Norrone..... | 0.2% |
| Pactimo..... | 0.2% |
| Sweet Protection..... | 0.2% |
| Assos..... | 0.1% |
| Cannondale..... | 0.1% |
| Five Ten..... | 0.1% |
| Ground Effect..... | 0.1% |
| Louis Garneau..... | 0.1% |
| Mavic..... | 0.1% |
| Muddy Fox..... | 0.1% |
| NZO..... | 0.1% |
| Oakley..... | 0.1% |
| ONE Industries..... | 0.1% |
| SixSixOne..... | 0.1% |
| Sugoi..... | 0.1% |
| Thor..... | 0.1% |
| Twin Six..... | 0.1% |
| Handup..... | 0.1% |
| Trees..... | 0.1% |
| Answer..... | 0.1% |
| b'Twin..... | 0.1% |
| Demon Dirt..... | 0.1% |
| EVO..... | 0.1% |
| Rocday..... | 0.1% |
| YT Industries..... | 0.1% |
| Tasco..... | 0.1% |
| 2XU..... | 0.1% |
| AXO..... | 0.1% |
| Azonic..... | 0.1% |
| Capestorm..... | 0.1% |
| Maloja..... | 0.1% |
| Rocky Mountain..... | 0.1% |
| Misc. / Fill-In..... | 4.0% |

GLOVES:

Yes.....40.8%

IF “YES,” WHAT BRAND:

| | |
|-----------------------|-------|
| Undecided..... | 27.0% |
| Fox..... | 17.8% |
| Troy Lee Designs..... | 9.4% |
| 100%..... | 9.2% |
| Handup..... | 5.3% |
| Giro..... | 3.3% |
| Dakine..... | 3.2% |
| Endura..... | 2.0% |
| Fist..... | 1.6% |
| POC..... | 1.5% |
| Alpinestars..... | 1.5% |
| Specialized..... | 1.3% |

| | |
|-----------------------|------|
| Leatt..... | 1.2% |
| Pearl Izumi..... | 1.2% |
| Fly..... | 0.9% |
| Tasco..... | 0.9% |
| SixSixOne..... | 0.8% |
| Royal..... | 0.7% |
| 7iDP..... | 0.5% |
| ION..... | 0.5% |
| Mechanix..... | 0.5% |
| O'Neal..... | 0.5% |
| Race Face..... | 0.5% |
| Bontrager..... | 0.4% |
| Answer..... | 0.4% |
| Oakley..... | 0.4% |
| Yeti..... | 0.4% |
| Grip Grab..... | 0.3% |
| Mavic..... | 0.3% |
| Sweet Protection..... | 0.3% |
| Gore..... | 0.2% |
| Sombrio..... | 0.2% |
| Giant..... | 0.2% |
| iXS..... | 0.2% |
| Louis Garneau..... | 0.2% |
| Scott..... | 0.2% |
| Castelli..... | 0.2% |
| Deft..... | 0.2% |
| Kali Protectives..... | 0.2% |
| Seven..... | 0.2% |
| Thor..... | 0.2% |
| G-Form..... | 0.2% |
| Dharco..... | 0.2% |
| Ergon..... | 0.1% |
| EVO..... | 0.1% |
| Lizard Skins..... | 0.1% |
| Fasthouse..... | 0.1% |
| Callis Moto..... | 0.1% |
| Azonic..... | 0.1% |
| Dainese..... | 0.1% |
| Hestra..... | 0.1% |
| ONE Industries..... | 0.1% |
| Unit..... | 0.1% |
| Bluegrass..... | 0.1% |
| Club Ride..... | 0.1% |
| JT Racing..... | 0.1% |
| Novik..... | 0.1% |
| Pro-Tec..... | 0.1% |
| UFO..... | 0.1% |
| Misc. / Fill-In..... | 2.4% |

GOGGLES:

Yes.....19.1%

IF “YES,” WHAT BRAND:

| | |
|-------------------|-------|
| 100%..... | 31.1% |
| Undecided..... | 17.8% |
| Smith Optics..... | 13.0% |
| Oakley..... | 12.1% |

| | |
|-----------------------|------|
| Fox..... | 4.7% |
| Melon Optics..... | 3.7% |
| Scott..... | 3.0% |
| Leatt..... | 1.8% |
| Spy..... | 1.6% |
| Adidas..... | 1.3% |
| POC..... | 1.3% |
| Giro..... | 1.1% |
| Troy Lee Designs..... | 0.7% |
| Ryders Eyewear..... | 0.6% |
| Fly..... | 0.4% |
| O'Neal..... | 0.4% |
| Uvex..... | 0.4% |
| Dragon..... | 0.4% |
| Julbo..... | 0.4% |
| iXS..... | 0.3% |
| Thor..... | 0.3% |
| Rudy Project..... | 0.2% |
| 50900%..... | 0.1% |
| Blur..... | 0.1% |
| EKS Brand..... | 0.1% |
| RockGardn..... | 0.1% |
| Shred..... | 0.1% |
| Von Zipper..... | 0.1% |
| Anon..... | 0.1% |
| Beer Optics..... | 0.1% |
| Cebe..... | 0.1% |
| Dean Optics..... | 0.1% |
| Duchini..... | 0.1% |
| Electric..... | 0.1% |
| Liquid Image..... | 0.1% |
| Progrip..... | 0.1% |
| Tifosi..... | 0.1% |
| Zeal Optics..... | 0.1% |
| Loose Riders..... | 0.2% |
| Flow Vision..... | 0.1% |
| Endura..... | 0.1% |
| Misc. / Fill-in..... | 1.3% |

RIDING SHOES:

Yes.....38.0%

IF “YES,” WHAT TYPE OF RIDING SHOES:

| | |
|---------------|-------|
| Flat..... | 63.1% |
| Clipless..... | 36.9% |

IF “CLIPLESS”, WHAT BRAND:

| | |
|----------------|-------|
| Undecided..... | 20.1% |
| Five Ten..... | 19.1% |
| Shimano..... | 18.3% |
| Giro..... | 9.6% |

| | |
|-----------------|------|
| Specialized | 7.1% |
| Sidi | 3.9% |
| Mavic | 3.0% |
| Northwave | 2.8% |
| Afton | 2.5% |
| Fiz:ik | 2.3% |
| Bontrager | 1.6% |
| Ride Concepts | 1.6% |
| Pearl Izumi | 1.4% |
| Lake | 1.0% |
| Scott | 0.9% |
| O'Neal | 0.4% |
| Unparallel | 0.4% |
| Fly | 0.3% |
| Gaerne | 0.3% |
| SixSixOne | 0.3% |
| AXO | 0.2% |
| Cannondale | 0.2% |
| Giant | 0.2% |
| Answer | 0.1% |
| Chrome | 0.1% |
| Cube | 0.1% |
| Diadora | 0.1% |
| DZR | 0.1% |
| Louis Garneau | 0.1% |
| Oakley | 0.1% |
| Vans | 0.1% |
| Misc. / Fill-In | 1.8% |

IF "FLAT," WHAT BRAND:

| | |
|-----------------------|-------|
| Five Ten | 57.5% |
| Undecided | 13.2% |
| Ride Concepts | 5.8% |
| Adidas | 4.0% |
| Vans | 4.0% |
| Shimano | 2.0% |
| Specialized | 1.7% |
| Giro | 1.5% |
| Afton | 1.4% |
| Etnies | 1.2% |
| Northwave | 1.1% |
| ION | 0.8% |
| Unparallel | 0.8% |
| Bontrager | 0.6% |
| SixSixOne | 0.5% |
| Fox | 0.3% |
| Teva | 0.3% |
| Nike | 0.3% |
| Converse | 0.2% |
| Salomon | 0.2% |
| Merrell | 0.2% |
| DC | 0.1% |
| Oakley | 0.1% |
| Only What's Necessary | 0.1% |
| Sidi | 0.1% |
| The North Face | 0.1% |
| Asics | 0.1% |
| Chrome | 0.1% |

| | |
|-----------------|------|
| Emerica | 0.1% |
| New Balance | 0.1% |
| Misc. / Fill-In | 1.5% |

KNEE PROTECTION:

| | |
|-----|-------|
| Yes | 26.7% |
|-----|-------|

IF "YES," WHAT BRAND:

| | |
|------------------|-------|
| Undecided | 27.8% |
| Fox | 11.7% |
| 7 iDP | 6.2% |
| POC | 6.1% |
| iXS | 6.0% |
| Troy Lee Designs | 4.5% |
| Leatt | 4.2% |
| G-Form | 4.0% |
| 100% | 3.9% |
| Race Face | 3.2% |
| Alpinestars | 2.9% |
| ION | 2.9% |
| Kali Protectives | 2.9% |
| Dakine | 2.3% |
| SixSixOne | 2.1% |
| Dainese | 1.5% |
| Endura | 1.2% |
| Scott | 0.8% |
| Fly | 0.6% |
| O'Neal | 0.5% |
| Demon Dirt | 0.5% |
| Nukeproof | 0.5% |
| Bliss Protection | 0.4% |
| Bluegrass | 0.4% |
| EVS | 0.3% |
| Sweet Protection | 0.3% |
| AXO | 0.2% |
| TSG | 0.2% |
| YT Industries | 0.2% |
| Azonic | 0.1% |
| Fuse | 0.1% |
| POD MX | 0.1% |
| Polygon | 0.1% |
| Slytech | 0.1% |
| Asterisk | 0.1% |
| Colony | 0.1% |
| Core Rate | 0.1% |
| CTi | 0.1% |
| Hupi | 0.1% |
| Pro-Tec | 0.1% |
| RockGardn | 0.1% |
| THE | 0.1% |
| UFO | 0.1% |
| Misc. / Fill-In | 1.1% |

HYDRATION PACK:

| | |
|-----|-------|
| Yes | 14.2% |
|-----|-------|

IF "YES," WHAT BRAND:

| | |
|-----------------|-------|
| Camelbak | 26.4% |
| Undecided | 22.0% |
| EVOC | 12.6% |
| Osprey | 11.7% |
| USWE | 7.4% |
| DaKine | 6.1% |
| Fox | 2.0% |
| Ergon | 1.1% |
| Deuter | 1.1% |
| Leatt | 1.0% |
| Bell | 0.8% |
| POC | 0.7% |
| Hydrapak | 0.6% |
| Henty | 0.6% |
| Thule | 0.5% |
| B'twin | 0.4% |
| Shimano | 0.4% |
| Acre | 0.3% |
| Arteryx | 0.3% |
| Dainese | 0.2% |
| Geigerrig | 0.2% |
| Lezyne | 0.2% |
| Mavic | 0.2% |
| Oakley | 0.2% |
| Platypus | 0.2% |
| Scott | 0.2% |
| Source Outdoor | 0.2% |
| Vaude | 0.2% |
| Wingnut | 0.2% |
| Blackburn | 0.1% |
| Coleman | 0.1% |
| Decathlon | 0.1% |
| Fly | 0.1% |
| Giant | 0.1% |
| Haglofs | 0.1% |
| Inov8 | 0.1% |
| Klim | 0.1% |
| Ogio | 0.1% |
| Patagonia | 0.1% |
| Misc. / Fill-in | 1.4% |

SUNGLASSES (RIDING OR CASUAL):

| | |
|-----|-------|
| Yes | 24.0% |
|-----|-------|

IF "YES," WHAT BRAND:

| | |
|----------------|-------|
| Oakley | 27.1% |
| Undecided | 26.9% |
| Smith Optics | 11.6% |
| 100% | 8.4% |
| Tifosi | 2.5% |
| Pit Viper | 2.4% |
| Ryders Eyewear | 1.8% |
| Ray-Ban | 1.8% |

| | |
|------------------------|------|
| Julbo | 1.5% |
| Spy | 1.3% |
| POC | 1.1% |
| Adidas | 1.0% |
| Native Eyewear | 0.8% |
| Maui Jim | 0.7% |
| Costa Del Mar | 0.7% |
| Rudy Project..... | 0.7% |
| Uvex | 0.6% |
| Electric | 0.5% |
| Fox | 0.5% |
| Scott | 0.5% |
| Bolle | 0.5% |
| Shimano | 0.3% |
| Dragon..... | 0.2% |
| Zeal Optics | 0.2% |
| Arnette..... | 0.2% |
| Carrera..... | 0.2% |
| Troy Lee Designs | 0.2% |
| Vans | 0.2% |
| Von Zipper | 0.2% |
| BBB..... | 0.1% |
| Cebe | 0.1% |
| Columbia..... | 0.1% |
| Endura | 0.1% |
| Lazer..... | 0.1% |
| MEC | 0.1% |
| Optic Nerve | 0.1% |
| Sun Cloud..... | 0.1% |
| Vuarnet..... | 0.1% |
| Blur..... | 0.1% |
| Giro | 0.1% |
| ION..... | 0.1% |
| Kaenon | 0.1% |
| Louis Garneau..... | 0.1% |
| Osiris | 0.1% |
| Quiksilver..... | 0.1% |
| Revo | 0.1% |
| Specialized | 0.1% |
| Tresspass | 0.1% |
| Misc. / Fill-In | 4.0% |