



## 2011 Audience Survey

### DEMOGRAPHIC INFORMATION

#### GENDER:

Male ..... 98.5%  
 Female..... 1.5%

#### AGE:

Average ..... 18.9  
 Median ..... 17.0  
 13 or under ..... 9.7%  
 14-17 ..... 49.0%  
 18-20 ..... 16.2%  
 21-24 ..... 10.8%  
 25-34 ..... 8.9%  
 35 or older ..... 5.4%

#### HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school..... 30.5%  
 High school ..... 41.6%  
 Some college ..... 11.6%  
 College ..... 12.9%  
 Postgraduate degree ..... 3.5%

#### HOUSEHOLD INCOME:

Average ..... \$76,042  
 Median ..... \$62,500  
 Under \$25,000 ..... 22.7%  
 \$25,001 - \$50,000 ..... 23.7%  
 \$50,001 - \$75,000 ..... 18.4%  
 \$75,001 - \$100,000 ..... 13.8%  
 \$100,001 - \$150,000 ..... 10.3%  
 \$151,001 - \$250,000 ..... 5.8%  
 \$250,001 or more ..... 5.4%

#### INTERNATIONAL TRAFFIC, Top 10 countries from survey responses\*:

United States ..... 48.3%  
 United Kingdom ..... 13.7%  
 Australia ..... 9.9%  
 Canada ..... 5.9%  
 Germany ..... 2.0%  
 France ..... 1.7%  
 New Zealand ..... 1.5%  
 Mexico ..... 1.1%  
 Brazil ..... 0.9%  
 Spain ..... 0.8%

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

California ..... 19.2%  
 New York ..... 5.9%  
 Florida ..... 5.5%  
 New Jersey ..... 4.8%  
 Texas ..... 4.8%  
 Pennsylvania ..... 4.6%  
 Arizona ..... 4.5%  
 Ohio ..... 4.2%  
 Illinois ..... 3.9%  
 Michigan ..... 3.4%

#### INTERNATIONAL TRAFFIC, Top 10 of 178 countries from Google Analytics\*:

United States ..... 39.5%  
 United Kingdom ..... 12.7%  
 Australia ..... 5.6%  
 Canada ..... 4.8%  
 Germany ..... 3.7%  
 France ..... 3.5%  
 Colombia ..... 1.9%  
 Spain ..... 1.8%  
 Argentina ..... 1.7%  
 Mexico ..... 1.7%

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

California ..... 20.9%  
 New York ..... 7.0%  
 Texas ..... 5.4%  
 Florida ..... 5.2%  
 New Jersey ..... 4.6%  
 Pennsylvania ..... 4.6%  
 Illinois ..... 4.0%  
 Arizona ..... 3.9%  
 Ohio ..... 3.8%  
 Massachusetts ..... 3.3%

### MEDIA CONSUMPTION

#### HOW OFTEN GO ONLINE:

Average times per day ..... 5.4  
 21+ times per day ..... 7.6%  
 10-20 times per day ..... 6.3%  
 6-9 times per day ..... 12.7%  
 2-5 times per day ..... 37.5%  
 Once a day ..... 22.6%  
 2-3 times per week ..... 9.7%  
 Once a week or less ..... 3.6%

#### HAVE MADE ONLINE PURCHASE:

Yes ..... 89.8%

#### BROWSE THE INTERNET ON PHONE:

Yes ..... 53.4%

### BMX ACTIVITY

#### HOW LONG HAVE BEEN RIDING:

Less than a year ..... 14.1%  
 1-2 years ..... 29.3%  
 3-5 years ..... 28.1%  
 6-10 years ..... 13.7%  
 11-15 years ..... 7.0%

\*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 BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

16 or more years ..... 7.8%

**FAVORITE TYPES OF RIDING:**

Street ..... 77.2%  
Skatepark ..... 71.7%  
Dirt ..... 49.8%  
Vert ..... 9.3%  
Flatland ..... 7.3%  
Racing ..... 7.4%

**FAVORITE RIDER, Top 50:**

Garrett Reynolds ..... 5.8%  
Aaron Ross ..... 4.3%  
Chase Hawk ..... 3.8%  
Mike Aitken ..... 3.7%  
Harry Main ..... 3.4%  
Mark Webb ..... 3.3%  
Nigel Sylvester ..... 3.1%  
Dakota Roche ..... 3.1%  
Brett Banasiewicz ..... 2.4%  
Tom Dugan ..... 2.2%  
Mat Hoffman ..... 1.9%  
Nathan Williams ..... 1.9%  
Chase Dehart ..... 1.8%  
Ty Morrow ..... 1.6%  
Dave Mirra ..... 1.4%  
Drew Bezanson ..... 1.4%  
Dan Lacey ..... 1.3%  
Ruben Alcantara ..... 1.3%  
Scotty Cranmer ..... 1.3%  
Dennis Enarson ..... 1.2%  
Sean Sexton ..... 1.0%  
Chad Kerley ..... 1.0%  
Van Homan ..... 0.9%  
Bruno Hoffmann ..... 0.9%  
Alex Coleborn ..... 0.9%  
Edwin DeLaRosa ..... 0.9%  
Sean Burns ..... 0.9%  
Kyle Baldock ..... 0.8%  
Corey Martinez ..... 0.8%  
Chris Doyle ..... 0.8%  
Ryan Guettler ..... 0.8%  
Daniel Dhers ..... 0.7%  
Pat Casey ..... 0.7%  
Ryan Nyquist ..... 0.7%  
Jamie Bestwick ..... 0.7%  
Terry Adams ..... 0.6%  
Mike Spinner ..... 0.6%  
Tony Hamlin ..... 0.6%  
Adam Banton ..... 0.5%  
Randy Taylor ..... 0.5%  
Seth Kimbrough ..... 0.5%  
Corey Bohan ..... 0.5%  
Anthony Napolitan ..... 0.4%  
Andy Buckworth ..... 0.4%  
Lil' Sean Ricany ..... 0.4%

Alex Kennedy ..... 0.4%  
Stefan Lantschner ..... 0.4%  
Matt Beringer ..... 0.4%  
Morgan Wade ..... 0.4%  
Simone Barraco ..... 0.4%  
Other ..... 30.2%

**WHERE NORMALLY BUY NEW BIKES/PARTS:**

Online/mail-order retailer ..... 55.1%  
Local bike shop ..... 44.9%

**MAIL-ORDER USERS BUY FROM MOST OFTEN:**

Dan's Comp ..... 52.7%  
Winstanley's ..... 4.9%  
Chain Reaction ..... 4.8%  
Source BMX ..... 4.5%  
Albe's ..... 3.9%  
Empire ..... 3.9%  
Strictly BMX ..... 3.4%  
Custom Riders ..... 3.0%  
Alan's BMX ..... 2.7%  
Parano Garage ..... 2.1%  
Unleaded ..... 1.1%  
BMX City ..... 1.0%  
Undecided ..... 1.0%  
Evans Cycles ..... 0.9%  
Soul Cycle ..... 0.8%  
3 Ride ..... 0.6%  
Back Bone BMX ..... 0.6%  
Staff ..... 0.6%  
Crucial BMX Shop ..... 0.6%  
Action Village ..... 0.5%  
TBB ..... 0.5%  
Mystic BMX ..... 0.4%  
Ebay ..... 0.3%  
BMX Element ..... 0.3%  
Peoples Store ..... 0.3%  
Brighton BMX Co. .... 0.2%  
Extreme Direct ..... 0.2%  
Infamous BMX ..... 0.2%  
All Day BMX ..... 0.2%  
East Pro Shop ..... 0.2%  
Grounded BMX ..... 0.2%  
Rad BMX Shop ..... 0.2%  
Hardcore Hobbies ..... 0.2%  
BMX Direct ..... 0.2%  
Groove BMX ..... 0.1%  
Childstore ..... 0.1%  
Dream BMX ..... 0.1%  
Flatland Fuel ..... 0.1%  
Frontocean ..... 0.1%  
Amazon ..... 0.1%  
Ave BMX ..... 0.1%

Evolution BMX ..... 0.1%  
Lifer BMX ..... 0.1%  
Paco Bikes ..... 0.1%  
Ride On BMX ..... 0.1%  
Rite ..... 0.1%  
Sidewall ..... 0.1%  
BMX-shop ..... 0.1%  
Misc. / Fill-in answers ..... 1.2%

**BMX PARTS & APPAREL**

**CURRENT BIKE:**

Fit ..... 9.2%  
Wethepeople ..... 8.1%  
Eastern ..... 5.8%  
Haro ..... 5.0%  
Fly ..... 4.0%  
United ..... 3.7%  
Sunday ..... 3.7%  
Kink ..... 3.7%  
Mirraco ..... 3.5%  
S&M ..... 3.5%  
Premium ..... 3.2%  
Verde ..... 3.1%  
Cult ..... 2.8%  
Colony ..... 2.6%  
Stolen ..... 2.4%  
Subrosa ..... 2.3%  
GT ..... 2.3%  
Federal ..... 2.1%  
DK ..... 2.1%  
Mongoose ..... 1.7%  
Hoffman ..... 1.6%  
FBM ..... 1.4%  
Diamondback ..... 1.3%  
Mutiny ..... 1.3%  
Proper ..... 1.1%  
MacNeil ..... 1.0%  
Black Eye ..... 0.9%  
Redline ..... 0.9%  
Felt ..... 0.8%  
Superstar ..... 0.8%  
Sputnic ..... 0.7%  
Volume ..... 0.7%  
BSD ..... 0.6%  
Amity ..... 0.6%  
Mankind ..... 0.5%  
Cardinal ..... 0.5%  
Simple ..... 0.5%  
Standard ..... 0.5%  
Specialized ..... 0.5%  
Terrible One ..... 0.4%  
KHE ..... 0.4%  
Free Agent ..... 0.4%  
Giant ..... 0.3%  
SE ..... 0.3%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Tree	0.3%
2Hip	0.3%
Total BMX	0.2%
Deluxe	0.2%
Failure	0.2%
Hyper	0.2%
Skavenger	0.2%
The Take	0.2%
Forgotten	0.2%
NS Bikes	0.2%
Tempered	0.2%
Mutante	0.1%
Nitrous	0.1%
Solid	0.1%
Supercross	0.1%
Norco	0.1%
Stereo	0.1%
Country	0.1%
The Make	0.1%
Integral	0.1%
Metal	0.1%
Kis Bike Co	0.1%
Pilgrim	0.1%
Stranger	0.1%
Misc. / Fill-in answers	3.6%

**COMPLETE BIKE:**

Will purchase within 12 months.. 26.4%

**IF "YES," WHAT BRAND OF COMPLETE BIKE:**

Undecided	12.3%
Wethepeople	7.4%
Fit	6.0%
Sunday	5.4%
Kink	4.5%
Eastern	4.1%
Colony	3.9%
United	3.9%
Verde	3.9%
Cult	3.8%
Premium	3.4%
Stolen	3.3%
Haro	3.1%
Mirraco	3.0%
S&M	2.7%
Subrosa	2.6%
DK	2.1%
Fly	2.1%
GT	1.6%
Federal	1.5%
Diamondback	1.3%
Mutiny	1.2%
FBM	1.1%
Hoffman	1.1%

Mongoose	1.0%
BSD	0.7%
KHE	0.7%
Proper	0.7%
Felt	0.6%
SE	0.6%
Black Eye	0.6%
Redline	0.6%
Amity	0.5%
Superstar	0.5%
Mankind	0.4%
Nitrous	0.4%
Standard	0.4%
Terrible One	0.4%
Volume	0.4%
Free Agent	0.3%
Mutant	0.3%
2Hip	0.2%
Amber	0.2%
Skavenger	0.2%
Specialized	0.2%
Total BMX	0.2%
Tree	0.2%
Cardinal	0.2%
Faction	0.2%
Failure	0.2%
Hyper	0.2%
Metal	0.2%
The Set	0.2%
Simple	0.2%
Stereo	0.2%
Tempered	0.2%
MacNeil	0.1%
Deluxe	0.1%
Sputnic	0.1%
Stranger	0.1%
The Take	0.1%
Misc. / Fill-in answers	2.5%

**FRAME:**

Will purchase within 12 months...48.8%

**IF "YES," WHAT BRAND OF FRAME:**

Undecided	10.5%
Cult	8.6%
S&M	6.5%
Fit	5.1%
Fly	5.1%
Federal	4.1%
Mutiny	3.5%
Colony	3.4%
United	3.2%
Premium	3.1%
Wethepeople	3.1%

Sunday	3.1%
BSD	2.5%
Subrosa	2.4%
Eastern	2.3%
Total BMX	1.8%
Haro	1.6%
Kink	1.6%
FBM	1.5%
Proper	1.3%
Mirraco	1.2%
Terrible One	1.1%
Amity	1.1%
Skavenger	1.1%
Verde	1.0%
DK	0.9%
Sputnic	0.9%
Stolen	0.9%
Cardinal	0.8%
Hoffman	0.8%
MacNeil	0.8%
Black Eye	0.7%
Volume	0.7%
Superstar	0.5%
Mankind	0.5%
Standard	0.4%
Stranger	0.4%
Redline	0.4%
Tree	0.4%
2Hip	0.3%
Failure	0.3%
Felt	0.3%
Guerra	0.3%
Mongoose	0.3%
KHE	0.3%
Metal	0.3%
Supercross	0.3%
Bone Deth	0.3%
Simple	0.3%
Tempered	0.3%
The Take	0.3%
Deluxe	0.2%
Diamondback	0.2%
GT	0.2%
Solid	0.2%
The Set	0.2%
Hyper	0.2%
Free Agent	0.1%
Impurity	0.1%
Mutant	0.1%
NS Bikes	0.1%
SE	0.1%
Eighties	0.1%
Kis Bike Co	0.1%
Pilgram Bikes	0.1%
United	0.1%
Dartmoor	0.1%
Flatware	0.1%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Intense.....	0.1%
Nitrous.....	0.1%
Quamen.....	0.1%
Stereo.....	0.1%
Misc. / Fill-in answers.....	4.9%

**FORK:**

Will purchase within 12 months.. 41.8%

**IF "YES," WHAT BRAND OF**

**FORK:**

Odyssey.....	15.0%
Fit.....	10.1%
Undecided.....	9.4%
S&M.....	6.6%
Cult.....	6.1%
Shadow Conspiracy.....	5.7%
Colony.....	4.4%
Federal.....	3.5%
Fly.....	2.9%
Primo.....	2.8%
Eclat.....	2.4%
Wethepeople.....	2.1%
Sunday.....	2.0%
Kink.....	1.8%
MacNeil.....	1.6%
Eastern.....	1.6%
BSD.....	1.5%
Mutiny.....	1.4%
Premium.....	1.3%
Demolition.....	1.1%
Total BMX.....	1.1%
DK.....	1.0%
Stolen.....	0.9%
Subrosa.....	0.9%
Haro.....	0.7%
Animal.....	0.7%
Verde.....	0.6%
Hoffman.....	0.5%
Mirraco.....	0.5%
Volume.....	0.4%
Amity.....	0.4%
Nitrous.....	0.4%
Skavenger.....	0.4%
GT.....	0.3%
KHE.....	0.3%
Salt.....	0.3%
Standard.....	0.3%
Superstar.....	0.3%
Black Eye.....	0.2%
Bluesix.....	0.2%
Failure.....	0.2%
FBM.....	0.2%
Felt.....	0.2%
Impurity.....	0.2%

Kis Bike Co.....	0.2%
SE.....	0.2%
2Hip.....	0.2%
Amber.....	0.2%
Deluxe.....	0.2%
Redline.....	0.2%
Simple.....	0.2%
Sputnic.....	0.2%
Tree.....	0.2%
Supercross.....	0.2%
Bombshell.....	0.1%
Mutant Bikes.....	0.1%
Proper.....	0.1%
United.....	0.1%
Answer Options.....	0.1%
Diamondback.....	0.1%
Eighties Bike Co.....	0.1%
Guerra.....	0.1%
Mongoose.....	0.1%
The Set.....	0.1%
Misc. / Fill-in answers.....	2.8%

**HANDLEBARS:**

Will purchase within 12 months...46.9%

**IF "YES," WHAT BRAND OF**

**HANDLEBARS:**

S&M.....	11.9%
Undecided.....	9.4%
Shadow Conspiracy.....	6.0%
Cult.....	5.9%
Odyssey.....	5.6%
Fly.....	4.6%
Kink.....	4.3%
Colony.....	3.4%
Federal.....	3.2%
Animal.....	3.2%
Wethepeople.....	2.9%
Fit.....	2.8%
BSD.....	2.5%
Mutiny.....	2.2%
Sunday.....	2.1%
United.....	2.1%
Premium.....	1.9%
Primo.....	1.9%
Demolition.....	1.8%
Eastern.....	1.6%
Stolen.....	1.4%
MacNeil.....	1.2%
Eclat.....	1.1%
Subrosa.....	1.1%
DK.....	0.9%
Total BMX.....	0.9%
Haro.....	0.8%
FBM.....	0.7%

Proper.....	0.7%
Coalition.....	0.6%
Alienation.....	0.6%
Hoffman.....	0.5%
Terrible One.....	0.5%
Amity.....	0.5%
Simple.....	0.5%
Failure.....	0.4%
SNAFU.....	0.4%
Volume.....	0.4%
Skavenger.....	0.4%
Tempered.....	0.3%
Verde.....	0.3%
Amber.....	0.3%
Standard.....	0.3%
Superstar.....	0.3%
Bone Deth.....	0.3%
Mankind.....	0.2%
Stranger.....	0.2%
Nitrous.....	0.2%
KHE.....	0.2%
Solid.....	0.2%
Sputnic.....	0.2%
Tree.....	0.2%
Guerra.....	0.1%
Redline.....	0.1%
Salt.....	0.1%
Supercross.....	0.1%
Deluxe.....	0.1%
Profile.....	0.1%
Vocal.....	0.1%
Madera.....	0.1%
Mission.....	0.1%
Poverty.....	0.1%
Black Label.....	0.1%
Cardinal.....	0.1%
Country.....	0.1%
Eighties.....	0.1%
Flatware.....	0.1%
Mutante.....	0.1%
Sinz.....	0.1%
The Set.....	0.1%
Misc. / Fill-in answers.....	2.2%

**STEM:**

Will purchase within 12 months ..37.6%

**IF "YES," WHAT BRAND OF**

**STEM:**

Undecided.....	9.7%
Animal.....	7.9%
Fit.....	6.7%
Odyssey.....	6.7%
S&M.....	6.6%
Cult.....	6.5%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Shadow Conspiracy .....	6.4%
Colony.....	4.9%
Profile .....	4.7%
Primo.....	3.2%
Fly.....	2.9%
Eclat .....	2.7%
Eastern .....	2.5%
Proper.....	2.4%
Demolition .....	2.2%
Mutiny.....	2.1%
BSD.....	1.8%
Premium.....	1.7%
Stolen .....	1.7%
Kink .....	1.4%
Subrosa .....	1.0%
FBM.....	0.9%
MacNeil .....	0.9%
Wethepeople .....	0.8%
Haro .....	0.7%
SNAFU .....	0.7%
Coalition .....	0.7%
DK .....	0.7%
Superstar .....	0.7%
Tempered.....	0.7%
Madera .....	0.6%
Verde.....	0.6%
Hoffman.....	0.4%
Salt .....	0.4%
Sputnic .....	0.4%
Alienation .....	0.3%
KHE.....	0.3%
Nice.....	0.3%
Amity .....	0.3%
Tree .....	0.3%
Mission .....	0.3%
Terrible One.....	0.2%
Mankind.....	0.2%
Amber .....	0.1%
Mutant.....	0.1%
Redline .....	0.1%
Simple.....	0.1%
Standard .....	0.1%
Bicycle Union .....	0.1%
Poverty.....	0.1%
Ezra .....	0.1%
Flatware .....	0.1%
Kis Bike Co.....	0.1%
The Set .....	0.1%
United .....	0.1%
Misc. / Fill-in answers .....	1.4%

**GRIPS:**

Will purchase within 12 months.. 77.4%

**IF "YES," WHAT BRAND OF GRIPS:**

ODI.....	37.5%
Animal .....	11.6%
Odyssey .....	7.9%
Undecided.....	7.0%
Fly.....	3.6%
Cult .....	3.2%
Shadow Conspiracy .....	3.1%
Fit.....	3.1%
Duo.....	2.0%
United .....	1.7%
Stolen .....	1.3%
Wethepeople .....	1.2%
Eclat.....	1.1%
Primo .....	1.1%
Proper .....	1.1%
Demolition.....	1.0%
Eastern .....	1.0%
DK .....	0.9%
Kink .....	0.8%
Colony .....	0.8%
Federal .....	0.8%
Haro .....	0.7%
S&M .....	0.7%
Alienation .....	0.6%
Hoffman.....	0.5%
Subrosa .....	0.4%
A'ME.....	0.4%
Deluxe.....	0.4%
Diamondback.....	0.4%
MacNeil .....	0.3%
Terrible One.....	0.3%
Mutiny .....	0.3%
Revenge.....	0.3%
Mankind.....	0.2%
Salt .....	0.2%
Black Label.....	0.2%
Cardinal .....	0.2%
Deco.....	0.1%
Felt.....	0.1%
Redline.....	0.1%
KHE.....	0.1%
ATI .....	0.1%
Premium .....	0.1%
FBM.....	0.1%
Lizard Skins.....	0.1%
Mission .....	0.1%
Oury.....	0.1%
SE .....	0.1%
Misc. / Fill-in answers .....	1.3%

**RIMS:**

Will purchase within 12 months...44.0%

**IF "YES," WHAT BRAND OF RIMS:**

Odyssey.....	19.2%
G-Sport .....	12.0%
Alienation .....	10.9%
Primo .....	7.5%
Undecided.....	7.4%
Shadow Conspiracy .....	4.9%
Cinema.....	4.4%
Animal .....	4.3%
Fly.....	4.0%
Eclat.....	2.7%
Proper .....	2.7%
Colony .....	2.6%
Sun.....	2.3%
Demolition.....	2.2%
Stolen.....	2.2%
Eastern.....	1.0%
Alex .....	1.0%
DK .....	0.9%
Hoffman.....	0.9%
Haro.....	0.8%
Premium .....	0.8%
MacNeil .....	0.7%
Salt.....	0.6%
Fit .....	0.6%
Nitrous.....	0.6%
KHE.....	0.4%
Superstar .....	0.4%
Mission .....	0.3%
Simple.....	0.3%
Redline.....	0.3%
Skyway .....	0.2%
Atomlab.....	0.2%
Condemed.....	0.1%
Dartmoor .....	0.1%
Sputnic .....	0.1%
Misc. / Fill-in answers.....	0.6%

**HUBS:**

Will purchase within 12 months ..39.1%

**IF "YES," WHAT BRAND OF HUBS:**

Profile .....	24.0%
G-Sport .....	8.3%
Primo .....	7.8%
Shadow Conspiracy .....	7.0%
Undecided.....	6.9%
Odyssey .....	6.3%
Eclat.....	4.8%
Animal .....	4.5%
Colony .....	3.0%
Proper .....	3.0%
Demolition.....	2.7%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Eastern	2.2%
Tree	2.0%
Wethepeople	1.7%
KHE	1.6%
BSD	1.5%
Fly	1.2%
Madera	1.1%
Alienation	1.0%
Stolen	0.8%
Federal	0.8%
Cinema	0.7%
DK	0.7%
Simple	0.6%
Haro	0.5%
MacNeil	0.5%
Salt	0.5%
Hoffman	0.4%
Premium	0.4%
Coalition	0.3%
Fit	0.3%
Superstar	0.3%
Felt	0.2%
Deluxe	0.2%
Kink	0.2%
Nitrous	0.2%
Dartmoor	0.1%
Kis Bike Co	0.1%
Redline	0.1%
Sputnic	0.1%
Alius	0.1%
Chris King	0.1%
Ezra	0.1%
NS Bikes	0.1%
SNAFU	0.1%
Misc. / Fill-in answers	1.1%

**TIRES:**

Will purchase within 12 months.. 68.9%

**IF "YES," WHAT BRAND OF**

**TIRES:**

Odyssey	19.8%
Fit	16.4%
Animal	10.8%
Maxxis	7.8%
Undecided	7.7%
Fly	5.9%
KHE	5.4%
Demolition	3.7%
Duo	2.8%
Wethepeople	2.7%
Shadow Conspiracy	2.7%
Tioga	2.4%
Primo	2.2%
Kenda	1.6%

Eastern	1.3%
Alienation	0.9%
Premium	0.8%
Federal	0.6%
Revenge Industries	0.5%
Eclat	0.5%
Haro	0.5%
SNAFU	0.4%
Hoffman	0.3%
Salt	0.3%
Colony	0.3%
IRC	0.2%
Redline	0.2%
Intense	0.2%
Schwalabe	0.1%
Cult	0.1%
CST	0.1%
Specialized	0.1%
Subrosa	0.1%
Xposure	0.1%
Misc. / Fill-in answers	0.6%

**PEGS:**

Will purchase within 12 months...33.1%

**IF "YES," WHAT BRAND OF**

**PEGS:**

Animal	19.1%
Shadow Conspiracy	18.4%
Undecided	11.2%
Stolen	5.1%
G-Sport	4.7%
Primo	4.3%
Colony	3.9%
Demolition	3.1%
Eclat	2.6%
Wethepeople	2.5%
Fly	2.3%
Kink	2.3%
Cult	2.2%
Federal	2.1%
United	1.7%
DK	1.6%
Eastern	1.5%
MacNeil	1.5%
Salt	1.3%
Odyssey	1.1%
Hoffman	1.1%
Tree	0.8%
Bone Deth	0.6%
Sam Baskett	0.6%
Subrosa	0.5%
KHE	0.5%
Terrible One	0.4%
Felt	0.4%

Poverty	0.3%
Redline	0.3%
GT	0.2%
The Set	0.2%
Profile	0.2%
Amber	0.1%
Dartmoor	0.1%
Coalition	0.1%
Guerra	0.1%
Diamondback	0.1%
Ezra	0.1%
Failure	0.1%
Premium	0.1%
Misc. / Fill-in answers	0.8%

**CRANKS:**

Will purchase within 12 months ..37.1%

**IF "YES," WHAT BRAND OF**

**CRANKS:**

Profile	18.8%
Odyssey	15.4%
Primo	7.3%
Undecided	6.7%
Eclat	5.8%
Fly	5.2%
Colony	3.2%
Shadow Conspiracy	3.0%
Stolen	3.0%
Demolition	2.8%
Subrosa	2.8%
Premium	2.7%
Eastern	2.6%
Redline	1.9%
Fit	1.8%
DK	1.8%
Madera	1.4%
Wethepeople	1.3%
SNAFU	1.3%
Animal	1.3%
MacNeil	1.1%
Haro	1.0%
United	0.8%
Total BMX	0.8%
Mission	0.7%
Salt	0.6%
Nitrous	0.6%
Black Label	0.5%
KHE	0.4%
Kink	0.4%
Mankind	0.3%
Sputnic	0.2%
Felt	0.2%
Poverty	0.2%
Foundation	0.2%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Strickly.....	0.2%
The Set.....	0.2%
Shimano.....	0.1%
Amber.....	0.1%
Guerra.....	0.1%
Solid.....	0.1%
Zion.....	0.1%
Diamondback.....	0.1%
St. Martin.....	0.1%
Misc. / Fill-in answers.....	1.0%

**PEDALS:**

Will purchase within 12 months.. 57.9%

**IF "YES," WHAT BRAND OF**

**PEDALS:**

Odyssey.....	33.3%
Animal.....	8.7%
Premium.....	8.4%
Undecided.....	7.0%
Eclat.....	6.0%
Fly.....	5.6%
Shadow Conspiracy.....	5.5%
Colony.....	5.3%
Eastern.....	2.4%
Primo.....	2.3%
Stolen.....	1.9%
DK.....	1.2%
Demolition.....	1.2%
Fit.....	0.9%
Wellgo.....	0.9%
Haro.....	0.9%
Black Label.....	0.8%
Duo.....	0.7%
Superstar.....	0.6%
United.....	0.6%
S&M.....	0.5%
Alienation.....	0.4%
MacNeil.....	0.4%
Salt.....	0.4%
Fatality.....	0.4%
Profile.....	0.3%
SNAFU.....	0.3%
Diamondback.....	0.2%
Hoffman.....	0.2%
DMR.....	0.2%
Mission.....	0.2%
Redline.....	0.2%
Felt.....	0.2%
KHE.....	0.2%
Nice.....	0.2%
Deluxe.....	0.1%
Shimano.....	0.1%
Ezra.....	0.1%
Amber.....	0.1%

Guerra.....	0.1%
Atomlab.....	0.1%
Deco.....	0.1%
Misc. / Fill-in answers.....	0.9%

**CHAIN:**

Will purchase within 12 months...43.9%

**IF "YES," WHAT BRAND OF**

**CHAIN:**

Shadow Conspiracy.....	39.4%
KMC.....	26.2%
Undecided.....	10.3%
DK.....	7.8%
Stolen.....	3.5%
KHE.....	3.0%
Eastern.....	1.5%
Fly.....	1.5%
Cult.....	1.5%
Salt.....	1.2%
Sputnic.....	1.2%
Odyssey.....	1.0%
YBN.....	0.5%
Mechanik.....	0.3%
Gusset.....	0.2%
Whippermann.....	0.1%
Supercross.....	0.1%
Misc. / Fill-in answers.....	0.9%

**SPROCKET:**

Will purchase within 12 months...34.9%

**IF "YES," WHAT BRAND OF**

**SPROCKET:**

Undecided.....	11.4%
Odyssey.....	8.4%
Shadow Conspiracy.....	7.6%
Animal.....	6.7%
Cult.....	6.3%
Profile.....	5.0%
Tree.....	4.9%
S&M.....	3.5%
Eastern.....	3.4%
Colony.....	3.0%
Eclat.....	2.2%
Fly.....	2.1%
Proper.....	2.1%
United.....	2.0%
DK.....	2.0%
Fit.....	2.0%
BSD.....	1.9%
Premium.....	1.9%
Kink.....	1.8%
Federal.....	1.7%

Total BMX.....	1.6%
Stolen.....	1.6%
Demolition.....	1.4%
Wethepeople.....	1.3%
Primo.....	1.1%
Haro.....	0.9%
Sputnic.....	0.8%
Subrosa.....	0.8%
MacNeil.....	0.7%
Terrible One.....	0.7%
Mutiny.....	0.6%
Black Label.....	0.6%
Coalition.....	0.6%
Madera.....	0.6%
FBM.....	0.5%
Hoffman.....	0.5%
Tempered.....	0.5%
Cardinal.....	0.4%
Deluxe.....	0.4%
SNAFU.....	0.4%
Superstar.....	0.4%
Banned.....	0.4%
Felt.....	0.3%
KHE.....	0.3%
Mankind.....	0.3%
Diamondback.....	0.2%
Failure.....	0.2%
Standard.....	0.2%
Linq.....	0.2%
Amber.....	0.1%
X Rated.....	0.1%
Ezra.....	0.1%
Kis Bike Co.....	0.1%
Guerra.....	0.1%
Metal.....	0.1%
Simple.....	0.1%
Salt.....	0.1%
Mission.....	0.1%
Misc. / Fill-in answers.....	0.8%

**BRAKES:**

Will purchase within 12 months .. 16.5%

**IF "YES," WHAT BRAND OF**

**BRAKES:**

Odyssey.....	30.1%
Fly.....	16.4%
Undecided.....	12.6%
Eclat.....	6.7%
SNAFU.....	5.1%
Demolition.....	4.6%
Proper.....	3.8%
Colony.....	3.3%
Tektro.....	3.3%
Dia Compe.....	2.1%

Methodology – This survey was conducted on Vital BMX in July 2011. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Primo.....	2.1%
Shimano .....	2.0%
Dia Tech.....	1.6%
Salt .....	1.1%
Revenge Industries.....	0.9%
Superstar .....	0.9%
Bicycle Union .....	0.3%
Amber .....	0.2%
Misc. / Fill-in answers .....	2.7%

**SEAT:**

Will purchase within 12 months.. 40.5%

**IF "YES," WHAT BRAND OF SEAT:**

Shadow Conspiracy .....	10.8%
Undecided.....	10.3%
Animal .....	9.7%
Odyssey.....	7.0%
Kink .....	5.7%
Federal .....	4.7%
Eclat .....	4.6%
Premium.....	4.2%
Cult .....	3.5%
MacNeil .....	3.0%
Fit.....	3.0%
Colony.....	2.3%
Total BMX.....	2.2%
BSD.....	2.1%
United .....	2.1%
Demolition .....	2.0%
Stolen .....	1.6%
Fly .....	1.4%
Eastern .....	1.4%
Wethepeople .....	1.3%
Primo.....	1.1%
Mutiny.....	0.9%
S&M .....	0.9%
Haro .....	0.8%
Subrosa .....	0.8%
Black Label .....	0.7%
Alienation .....	0.7%
Duo .....	0.7%
SNAFU .....	0.7%
Verde.....	0.7%
DK .....	0.6%
Madera .....	0.6%
Deluxe.....	0.6%
FBM.....	0.6%
Hoffman.....	0.4%
Tempered .....	0.4%
Deco.....	0.4%
Diamondback .....	0.4%
KHE .....	0.4%
Coalition .....	0.3%

Nice.....	0.3%
Profile .....	0.3%
2Hip .....	0.3%
Mutant.....	0.3%
Simple.....	0.3%
Metal.....	0.2%
Failure.....	0.2%
Poverty.....	0.2%
Redline.....	0.2%
Tioga.....	0.2%
Amber .....	0.1%
Salt.....	0.1%
SE .....	0.1%
Sputnic.....	0.1%
Back Bone BMX .....	0.1%
Season.....	0.1%
UGP .....	0.1%
Bicycle Union .....	0.1%
Kis Bike Co .....	0.1%
Misc. / Fill-in answers .....	0.9%

**SEATPOST:**

Will purchase within 12 months...17.9%

**IF "YES," WHAT BRAND OF SEATPOST:**

Animal .....	20.3%
Undecided.....	14.7%
Shadow Conspiracy .....	7.4%
Odyssey .....	6.1%
MacNeil.....	4.9%
Kink .....	3.9%
Stolen.....	3.9%
Eclat.....	3.7%
Fit.....	3.2%
Federal .....	2.7%
Colony .....	2.6%
Fly.....	2.2%
Wethepeople .....	2.1%
Premium .....	1.9%
United .....	1.8%
BSD .....	1.5%
S&M .....	1.3%
Alienation .....	1.2%
Hoffman.....	1.1%
Primo .....	1.1%
Demolition .....	1.0%
Subrosa .....	1.0%
Eastern .....	0.8%
Haro .....	0.8%
SNAFU .....	0.7%
Kis Bike Co .....	0.7%
Cult .....	0.6%
Nitrous .....	0.5%
Simple.....	0.5%

Thompson .....	0.5%
Deco .....	0.4%
FBM .....	0.4%
Sputnic.....	0.4%
Amber.....	0.3%
Felt.....	0.3%
Supercross .....	0.3%
Madera.....	0.2%
Mankind.....	0.2%
Poverty.....	0.2%
SE .....	0.2%
2Hip.....	0.1%
Coalition .....	0.1%
Failure.....	0.1%
KHE.....	0.1%
Redline.....	0.1%
Tioga.....	0.1%
Salt.....	0.1%
Misc. / Fill-in answers.....	1.2%

**MOUNTABLE VIDEO CAMERA:**

Will purchase within 12 months ..14.9%

**IF "YES," WHAT BRAND OF MOUNTABLE VIDEO CAMERA:**

GoPro .....	74.8%
Undecided.....	12.0%
Venom Snake Eye .....	3.1%
Contour.....	2.2%
Epic Action Video Cam.....	2.1%
Liquid Image .....	1.2%
Drift Innovation.....	1.0%
Hoyt Technologies.....	0.6%
MotoComm .....	0.6%
Oregon Scientific.....	0.5%
V.I.O POV .....	0.5%
Misc. / Fill-in answers.....	1.4%

**FAVORITE HELMET:**

Pro-Tec .....	46.8%
Undecided.....	13.3%
TSG .....	8.1%
Fox.....	5.9%
Bell .....	5.2%
Triple 8 .....	3.9%
661 .....	2.9%
Capix .....	2.3%
King Kong .....	1.9%
Alk13 .....	1.4%
Pryme .....	1.4%
Giro.....	1.3%
Bern .....	1.3%
POC .....	1.2%
Krusher .....	0.7%
R.E.D. ....	0.7%

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S-One .....	0.6%
Vigor.....	0.3%
Troy Lee.....	0.3%
Fly.....	0.1%
X-Rated.....	0.1%
Kali .....	0.1%
Misc. / Fill-in answers .....	0.4%

Utopia .....	0.1%
Locs .....	0.1%
Hoven .....	0.1%
Maui Jim.....	0.1%
Prada.....	0.1%
Armani.....	0.1%
Carrera .....	0.1%
Terrible One.....	0.1%
Spy.....	0.1%
Misc. / Fill-in answers .....	0.8%

**FAVORITE SHOES:**

Nike.....	29.5%
Vans .....	28.0%
Etnies .....	7.5%
DC.....	7.4%
Lotek.....	3.9%
Osiris.....	3.7%
Undecided .....	2.5%
Orchid .....	2.4%
Adidas .....	1.7%
DVS .....	1.3%
Emerica.....	1.3%
Fallen .....	1.1%
Almond .....	1.1%
Lakai .....	1.1%
Globe.....	1.1%
Supra.....	1.0%
Duffs .....	0.8%
Converse .....	0.8%
Es .....	0.8%
Adio .....	0.7%
Circa.....	0.7%
Ipath .....	0.4%
Five Ten.....	0.3%
Zoo York.....	0.3%
Airwalk .....	0.1%
Macbeth .....	0.1%
Puma .....	0.1%
Element .....	0.1%
Odessa Footwear.....	0.1%
Rebook .....	0.1%
Misc. / Fill-in answers .....	0.3%

**FAVORITE SUNGLASSES:**

Oakley.....	27.8%
Undecided .....	19.3%
Ray-Ban .....	14.2%
Vans .....	13.1%
Kink .....	5.0%
Fox .....	4.0%
Spy .....	3.4%
Von Zipper.....	3.3%
Electric .....	2.8%
Dragon .....	2.0%
Arnette .....	1.8%
Smith.....	0.9%
Black Flies .....	0.6%
Dishonour .....	0.2%

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