



2015 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male	96.6%
Female.....	3.4%

AGE:

Average	34
Median	34
19 or under	13.2%
20-29	22.8%
30-39	31.4%
40-49	24.2%
50 or older	8.4%

MARITAL STATUS:

Single	51.1%
Married	48.9%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....	5.7%
High school.....	17.4%
Some college.....	19.8%
College.....	37.8%
Postgraduate degree	19.3%

HOUSEHOLD INCOME:

Average	\$96,957
Median	\$87,500
Under \$25,000	15.5%
\$25,001 - \$50,000	17.0%
\$50,001 - \$75,000	16.1%
\$75,001 - \$100,000	16.4%
\$100,001 - \$125,000	10.8%
\$125,001 - \$150,000	7.6%
\$150,001 - \$175,000	4.6%
\$175,001 - \$200,000	3.6%
\$200,001 - \$225,000	2.6%
\$225,001 - \$250,000	1.0%
\$250,001 or more.....	4.8%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States.....	40.3%
United Kingdom	10.8%
Australia.....	8.1%
Canada	7.4%
New Zealand.....	3.6%
Germany	2.4%
France	2.3%
Italy.....	1.5%
Portugal.....	1.2%
Spain.....	1.2%

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

California	24.8%
Colorado	9.8%
Washington.....	6.3%
Utah	5.0%
New York	3.6%
Oregon	3.6%
Pennsylvania.....	3.3%
Texas.....	3.2%
Arizona	3.0%
North Carolina	2.8%

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

United States.....	34.5%
United Kingdom	10.7%
Canada	6.3%
Australia.....	5.2%
Germany	4.8%
France	4.0%
New Zealand.....	2.5%
Italy.....	2.2%
Spain.....	2.1%
Switzerland	1.5%

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

California.....	30.2%
Colorado	8.6%
Virginia.....	6.4%
Washington.....	5.3%
Utah	3.9%
New York	3.4%
Texas	3.3%
Oregon.....	3.2%
Florida	2.4%
Arizona	2.3%

NON-MTB ACTIVITIES IN WHICH YOU PARTICIPATE OR FOLLOW:

Hiking.....	49.5%
Camping	48.5%
Running	35.2%
Road cycling.....	35.0%
Video gaming	30.2%
Skiing	24.6%
Snowboarding.....	24.1%
Fishing	22.4%
Climbing.....	22.2%
Motocross	21.8%
Soccer	19.4%
BMX.....	18.2%
Shooting.....	15.7%
Surfing	14.8%
Skateboarding	13.8%
Basketball	13.6%
Golf.....	13.5%
Football.....	13.1%
Formula 1	12.4%
Moto GP	11.4%
Rally	10.0%
Tennis	9.7%
Hockey.....	9.1%
Wakeboarding	8.3%
Hunting.....	8.0%
Baseball	7.9%
RC.....	7.1%
Rugby	6.5%

Boxing.....	5.8%
Off-road truck racing	4.9%
Snowmobiling.....	4.2%
Waterskiing.....	4.1%
Drag racing	3.5%
Indy car.....	2.8%
NASCAR.....	2.8%
Lacrosse.....	2.3%
Gym / Weightlifting / Crossfit	1.1%
Canoeing / Kayaking.....	1.0%
Swimming.....	0.7%
Martial arts.....	0.5%
Sailing.....	0.3%
Stand up paddle boarding.....	0.2%
Cricket.....	0.2%
Squash.....	0.2%
Kitesurfing.....	0.2%
Triathlon	0.2%
Volleyball	0.2%
Windsurfing.....	0.2%
Badminton.....	0.2%
Paintball.....	0.2%
Scuba Diving / Snorkeling.....	0.2%
Snowshoeing.....	0.2%
Misc. / Fill-In.....	4.1%

MOUNTAIN BIKING ACTIVITY

OWN A MOUNTAIN BIKE:

Yes..... 97.2%

HOW OFTEN DO YOU RIDE:

Average..... 2.4 times a week
 4 or more times a week..... 25.0%
 2-3 times a week..... 46.5%
 About once a week..... 18.8%
 2-3 times a month..... 5.2%
 About once a month..... 1.9%
 I don't ride regularly..... 2.6%

FAVORITE TYPE OF RIDING:

Enduro / All-mountain..... 37.0%
 Trail riding..... 27.3%
 Downhill / Gravity..... 25.6%
 Cross-country..... 6.5%
 Dirt jumping..... 2.2%
 Street riding / Skateparks..... 1.5%

ENTERED RACE IN PAST 12 MONTHS:

Yes.....40.9%

IF "YES," WHAT TYPE OF RACE:

Enduro.....48.7%
 Cross-country.....40.7%
 Downhill.....39.3%
 Endurance races (6-24 hour).....15.3%
 Super D.....9.4%
 Cyclocross.....7.1%
 Dual-slalom.....4.9%
 4X.....3.8%

RIDDEN A MOUNTAIN BIKE PARK:

Yes.....69.1%

IF "YES," FAVORITE MOUNTAIN BIKE PARK:

Whistler.....15.9%
 Highland.....3.0%
 Northstar California.....2.9%
 Trestle / Winter Park.....2.8%
 Snow Summit / Big Bear.....2.7%
 Mammoth.....2.5%
 Queenstown.....2.2%
 Mountain Creek.....2.0%
 Angel Fire.....1.8%
 Glentress.....1.7%
 Chatel.....1.7%
 Whakarewarewa.....1.7%
 Bike Park Wales.....1.6%
 Les Gets.....1.4%
 Morzine.....1.4%
 Hafjell.....1.4%
 Afan.....1.3%
 Snowshoe.....1.3%
 Silver Star.....1.3%
 Canyons.....1.1%
 Leogang.....1.1%
 Winterberg.....1.1%
 Les Duex Alpes.....1.0%
 Portes Du Soleil.....1.0%
 UK Bike Park.....1.0%
 Are Bike Park.....0.9%
 Keystone.....0.9%
 Youyangs.....0.9%
 Vallnord.....0.8%
 Mt. Buller.....0.8%
 Ray's Indoor, Cleveland.....0.8%
 Nevados de Chillan.....0.8%
 Coast Gravity Park.....0.7%
 Livigno.....0.7%
 Bromont.....0.7%

Thredbo.....0.7%
 Duthie Hill.....0.7%
 Stromlo.....0.7%
 Schladming.....0.6%
 Maribor.....0.6%
 Ray's Indoor, Milwaukee.....0.6%
 Valmont.....0.6%
 Blue Mountain.....0.6%
 Evolution / Crested Butte.....0.6%
 Redwoods Rotorua.....0.6%
 Deer Valley.....0.5%
 Lac Blanc.....0.5%
 Llandegla.....0.5%
 Beech Mountain.....0.5%
 Stevens Pass.....0.5%
 Burke.....0.5%
 Gisburn Forest.....0.5%
 Plattekill.....0.4%
 Sun Peaks.....0.4%
 Eagle Park.....0.4%
 Fernie Bike Park.....0.4%
 Mt. Bachelor.....0.3%
 Joyride 150.....0.3%
 Tignes Val d'Isere.....0.3%
 Bootleg Canyon.....0.3%
 Chicksands.....0.3%
 Ponte de Lima.....0.3%
 El Durazno.....0.3%
 Javornik.....0.3%
 Steamboat.....0.3%
 Woodhill.....0.3%
 Bike Park Ireland.....0.3%
 Lenzerheide.....0.3%
 Revolution.....0.3%
 Semmering.....0.3%
 Skyline Rotorua.....0.3%
 Jarvso.....0.2%
 Spirit Mountain.....0.2%
 Verbier.....0.2%
 Four Forty.....0.2%
 Špi ák.....0.2%
 Seven Springs.....0.2%
 La Pinilla.....0.2%
 Lumberyard.....0.2%
 Panorama.....0.2%
 Whiteface.....0.2%
 Fujimi Panorama.....0.2%
 Granby Ranch.....0.2%
 Kicking Horse.....0.2%
 Mont-Sainte-Anne.....0.2%
 Putrajaya Challenge Park.....0.2%
 Saalbach-Hinterglemm.....0.2%
 Woodward West.....0.2%
 Misc. / Fill-In.....16.3%

TYPE(S) OF BIKE(S) OWNED:

Enduro / All-mountain	60.1%
Trail.....	38.6%
Cross-country.....	37.7%
Downhill	28.9%
Dirt Jump / Street / 4x.....	21.6%
Freeride / Park.....	12.0%

WHEEL SIZE(S) OWNED:

26".....	74.6%
27.5" / 650b.....	37.3%
29".....	27.5%
27+.....	1.4%
29+.....	1.4%

PRIMARY BIKE IS FULL-SUSPENSION

Yes.....	83.7%
----------	-------

IF "YES," TRAVEL ON PRIMARY BIKE:

Over 185mm (7.2").....	14.7%
150mm - 180mm (5.9" - 7").....	47.3%
125mm - 145mm (5" - 5.7").....	21.5%
75mm - 120mm (3" - 4.7").....	15.7%
Under 75 mm (under 3").....	0.8%

COST OF CURRENT BIKE:

Average.....	\$4,202
Median.....	\$3,500
Under \$999.....	8.5%
\$1,000 - \$1,999.....	12.0%
\$2,000 - \$2,999.....	15.8%
\$3,000 - \$3,999.....	18.1%
\$4,000 - \$4,999.....	13.5%
\$5,000 - \$5,999.....	10.7%
\$6,000 - \$6,999.....	7.5%
\$7,000 - \$7,999.....	5.1%
\$8,000 - \$8,999.....	3.9%
\$9,000 - \$9,999.....	1.9%
\$10,000 - \$10,999.....	1.6%
\$11,000 - \$11,999.....	0.7%
Over \$12,000.....	0.7%

HOW MANY BIKES OWNED:

Average.....	2.2
1.....	30.3%
2.....	37.8%
3.....	18.9%
4.....	7.1%
5 or more.....	6.0%

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer	55.8%
Local bike shop.....	44.2%

MAIL-ORDER USERS BUY FROM MOST:

Chain Reaction	39.7%
Jenson.....	13.1%
Amazon.....	5.7%
Price Point.....	4.5%
Ebay.....	4.4%
Bike-Components	3.7%
Bike-Discount.....	2.5%
Wiggle.....	2.0%
Probikeshop.....	1.8%
Art's Cyclery.....	1.6%
Backcountry.....	1.4%
Competitive Cyclist.....	1.4%
Universal Cycles.....	1.3%
Alltricks.....	1.2%
Hibike.....	0.9%
Torpedo 7.....	0.8%
Bike24.....	0.7%
Merlin Cycles.....	0.7%
Nashbar.....	0.7%
Pushys Australia.....	0.7%
Performance.....	0.6%
Bike-Mailorder.....	0.5%
Cambria Bicycle Outfitters.....	0.4%
Rowerow.....	0.4%
Bike Bling.....	0.4%
Blue Sky Cycling.....	0.3%
Evans Cycles.....	0.3%
Pro Bike Supply.....	0.3%
BikeParts.com.....	0.2%
QBP.....	0.2%
Tree Fort Bikes.....	0.2%
Worldwide Cyclery.....	0.2%
Bikes Direct.....	0.2%
Bikewagon.com.....	0.2%
Chain Love.....	0.2%
Mountain Bikes Direct.....	0.2%
Bukalapak.....	0.2%
Pinkbike.....	0.2%
REI.....	0.2%
Misc. / Fill-in.....	5.9%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time.....	9.8%
75 - 99% of the time.....	10.8%
50 - 74% of the time.....	14.4%
25 - 49% of the time.....	13.4%
Less than 25% of the time.....	51.6%

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

Mountain bike websites	87.4%
Riding friends.....	58.1%

Manufacturer websites.....	52.1%
Local bike shop.....	52.0%
Magazines.....	50.6%
Social media.....	42.0%
Mail-order websites.....	26.2%
Manufacturer catalogs.....	12.2%
Mail-order catalogs.....	4.6%
Misc. / Fill-In.....	0.7%

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

Average.....	5
Median.....	3
0.....	9.7%
1-3.....	46.6%
4-6.....	24.8%
7-9.....	3.4%
10-12.....	7.1%
13-15.....	1.3%
16-18.....	0.3%
19-21.....	1.0%
22-24.....	0.1%
25 or more.....	5.5%

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

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months...	42.4%
-----------------------------------	-------

IF "YES," WHAT TYPE OF BIKE:

Enduro / All-mountain	49.1%
Downhill.....	18.4%
Trail.....	17.2%
Cross-country.....	8.3%
Dirt Jump / Street / 4x.....	4.1%
Freeride / Park.....	2.8%

IF "YES," WHAT WHEEL SIZE:

26".....	14.6%
27.5" / 650b.....	62.5%
29".....	17.6%
27+.....	3.5%
29+.....	1.9%

IF "YES," FRONT CHAINRING SET-UP:

1x.....	73.7%
2x.....	21.5%
3x.....	4.8%

IF "YES," BRAND OF COMPLETE BIKE:

Undecided.....	17.4%
Specialized.....	10.9%
Santa Cruz.....	8.7%
YT Industries.....	5.8%
Trek.....	5.7%
Giant.....	5.3%
Transition.....	3.1%
Norco.....	2.5%
Scott.....	2.4%
Kona.....	2.4%
Yeti.....	2.3%
Canyon.....	2.3%
Intense.....	2.2%
Commencal.....	2.1%
Devinci.....	1.6%
GT.....	1.3%
Ibis.....	1.3%
Cannondale.....	1.2%
Pivot.....	1.2%
Evil.....	1.2%
Nukeproof.....	1.1%
Rocky Mountain.....	1.0%
Mondraker.....	0.9%
Banshee.....	0.7%
Niner.....	0.6%
Knolly.....	0.6%
NS Bikes.....	0.6%
Cube.....	0.6%
Orange.....	0.6%
Lapierre.....	0.6%
Canfield Brothers.....	0.5%
Airborne.....	0.4%
Turner.....	0.4%
Merida.....	0.3%
Salsa.....	0.3%
Radon.....	0.3%
Polygon.....	0.3%
On-One.....	0.3%
Marin.....	0.3%
BMC.....	0.3%
Surly.....	0.2%
Orbea.....	0.2%
Nicolai.....	0.2%
Ghost.....	0.2%
Foes.....	0.2%
Felt.....	0.2%
Diamondback.....	0.2%
KHS.....	0.2%
Guerrilla Gravity.....	0.2%
Rose.....	0.2%
Focus.....	0.2%
Dartmoor.....	0.2%
Whyte.....	0.2%
Haro.....	0.2%
Fezzari.....	0.2%

Chromag.....	0.2%
Author.....	0.2%
Misc. / Fill-in.....	5.4%

IF "YES," BRAND OF COMPLETE BIKE, TOP 15 CROSS-TABULATED BY ENDURO / ALL-MOUNTAIN BIKES:

Undecided.....	15.8%
Santa Cruz.....	10.7%
Specialized.....	9.8%
YT Industries.....	8.1%
Giant.....	4.9%
Trek.....	4.5%
Transition.....	3.7%
Yeti.....	3.4%
Canyon.....	3.2%
Commencal.....	3.1%
Norco.....	2.8%
Intense.....	2.7%
Kona.....	2.0%
Ibis.....	1.8%
Devinci.....	1.5%

IF "YES," BRAND OF COMPLETE BIKE, TOP 15 CROSS-TABULATED BY TRAIL BIKES:

Undecided.....	22.7%
Specialized.....	13.6%
Trek.....	10.6%
Santa Cruz.....	7.3%
Giant.....	5.4%
Transition.....	4.8%
Yeti.....	3.2%
Evil.....	2.3%
Pivot.....	2.2%
Intense.....	1.8%
Rocky Mountain.....	1.8%
Cannondale.....	1.8%
Ibis.....	1.6%
Devinci.....	1.6%
Scott.....	1.4%

IF "YES," BRAND OF COMPLETE BIKE, TOP 15 CROSS-TABULATED BY DOWNHILL BIKES:

Undecided.....	14.4%
Specialized.....	12.2%
YT Industries.....	9.4%
Santa Cruz.....	9.0%
Giant.....	6.9%
Scott.....	4.6%
Kona.....	4.3%
Trek.....	4.2%

Norco.....	4.0%
Intense.....	3.4%
Devinci.....	3.0%
Commencal.....	2.7%
GT.....	2.6%
Transition.....	2.4%
Pivot.....	1.6%

IF "YES," BRAND OF COMPLETE BIKE, TOP 15 CROSS-TABULATED BY 27.5"/650b WHEELSIZE:

Undecided.....	16.2%
Santa Cruz.....	11.2%
YT Industries.....	8.3%
Specialized.....	7.7%
Giant.....	6.8%
Trek.....	4.4%
Transition.....	4.0%
Norco.....	3.2%
Intense.....	2.9%
Yeti.....	2.8%
Commencal.....	2.8%
Canyon.....	2.6%
Scott.....	2.4%
Kona.....	2.4%
Devinci.....	2.0%

IF "YES," BRAND OF COMPLETE BIKE, TOP 15 CROSS-TABULATED BY 29" WHEELSIZE:

Specialized.....	22.6%
Undecided.....	18.2%
Trek.....	9.7%
Santa Cruz.....	6.1%
Cannondale.....	3.7%
Evil.....	3.3%
Niner.....	2.4%
Giant.....	2.3%
Transition.....	2.1%
Pivot.....	2.1%
Kona.....	1.9%
Scott.....	1.7%
Rocky Mountain.....	1.7%
Intense.....	1.7%
Ibis.....	1.7%

Methodology – This survey was conducted on Vital MTB, June-July 2015. Responses were limited to one per person. Results were tabulated from over 9,000 surveys. Results have been rounded to the nearest tenth of a percent.

FRAME:

Will purchase within 12 months... 22.9%

IF "YES," WHAT BRAND:

Undecided 17.6%
 Santa Cruz 9.9%
 Specialized 6.6%
 Transition 4.0%
 Banshee 3.7%
 Trek 3.0%
 Commencal 2.5%
 Yeti 2.5%
 Intense 2.4%
 Evil 2.2%
 Canfield Brothers 2.1%
 Devinci 2.1%
 Giant 2.0%
 Pivot 1.6%
 Kona 1.6%
 Ibis 1.4%
 Norco 1.4%
 Chromag 1.3%
 Scott 1.3%
 GT 1.2%
 Dartmoor 1.2%
 YT Industries 1.2%
 Niner 1.1%
 Nukeproof 1.0%
 Knolly 0.9%
 NS Bikes 0.9%
 Stanton 0.9%
 Polygon 0.7%
 Airborne 0.7%
 Cotic 0.7%
 Turner 0.7%
 Cannondale 0.6%
 Canyon 0.6%
 On-One 0.6%
 Black Market 0.6%
 Orange 0.6%
 Guerrilla Gravity 0.5%
 Mondraker 0.5%
 Nicolai 0.5%
 Rocky Mountain 0.5%
 Salsa 0.4%
 Foes 0.4%
 Deity 0.3%
 Lapierre 0.3%
 Merida 0.3%
 Octane One 0.3%
 Production Privee 0.3%
 Surly 0.3%
 Antidote 0.3%
 Cube 0.3%
 DMR 0.3%
 Morpheus 0.3%

Zerode 0.3%
 BMC 0.2%
 Diamondback 0.2%
 Liteville 0.2%
 Orbea 0.2%
 Ram 0.2%
 Saracen 0.2%
 Xprezo 0.2%
 Alutech 0.2%
 Balfa 0.2%
 Moots 0.2%
 Reeb 0.2%
Misc. / Fill-in 8.1%

SUSPENSION FORK:

Will purchase within 12 months... 32.4%

IF "YES," WHAT BRAND:

RockShox 38.1%
 Fox 28.9%
Undecided 10.7%
 Marzocchi 5.8%
 DVO 3.8%
 BOS 3.0%
 Manitou 3.0%
 X-Fusion 2.5%
 SR Suntour 1.4%
 MRP 0.6%
 Cannondale 0.5%
 Formula 0.4%
 Magura 0.2%
 RST 0.2%
 DT Swiss 0.2%
Misc. / Fill-in 0.7%

REAR SHOCK:

Will purchase within 12 months... 21.0%

IF "YES," WHAT BRAND:

Fox 31.8%
 RockShox 24.7%
 Cane Creek 20.4%
Undecided 8.5%
 BOS 3.3%
 Marzocchi 2.7%
 Ohlins 2.2%
 DVO 2.1%
 X-Fusion 1.6%
 Manitou 0.7%
 Push 0.6%
 SR Suntour 0.4%
 Avalanche 0.3%
Misc. / Fill-in 0.9%

WHEELSET:

Will purchase within 12 months... 34.9%

IF "YES," PRE-BUILT OR CUSTOM:Custom 51.3%
Pre-built 48.7%**IF "PRE-BUILT," WHAT BRAND:**

Undecided 20.3%
Mavic 12.6%
Stan's NoTubes 5.9%
DT Swiss 5.7%
Hope 5.6%
ENVE 5.5%
Spank 5.0%
Industry Nine 4.5%
Roval 3.4%
Easton 3.1%
Ibis 2.6%
SRAM 2.4%
Shimano 2.3%
Bontrager 2.2%
e*thirteen 1.9%
American Classic 1.6%
Light Bicycle 1.4%
Sun Ringle 1.1%
crankbrothers 1.0%
WTB 1.0%
Novatec 0.9%
Race Face 0.9%
Superstar 0.9%
Nukeproof 0.8%
Azonic 0.6%
Atomlab 0.5%
Canfield Brothers 0.4%
Reynolds 0.4%
Halo 0.4%
Loaded Precision 0.4%
Syntace 0.4%
ANVL 0.3%
Syncros 0.3%
Velocity 0.3%
A-Class 0.2%
DMR 0.2%
Ellsworth 0.2%
Ritchey 0.2%
Misc. / Fill-in 2.9%

IF "CUSTOM," WHAT BRAND OF RIMS:

Undecided 15.5%
Stan's No Tubes 13.3%
Mavic 7.9%
DT Swiss 6.9%
ENVE 6.5%
Light Bicycle 6.0%
Spank 5.6%
WTB 4.0%
Derby 2.5%
e*thirteen 2.2%
Sun Ringle 2.2%
Industry Nine 2.2%
Easton 2.0%
NOX Composites 1.5%
Ibis 1.5%
Hope 1.3%
Velocity 1.3%
Alex 1.1%
Dartmoor 1.0%
Zelvy 1.0%
Nextie 0.8%
Atomlab 0.7%
crankbrothers 0.7%
Nukeproof 0.7%
Superstar 0.7%
Bontrager 0.6%
Atomik Carbon 0.5%
Specialized 0.5%
Syntace 0.5%
Halo 0.4%
Pacenti 0.4%
Ryde 0.4%
Shimano 0.4%
Asterion 0.4%
Duke 0.4%
Loaded Precision 0.4%
Da Bomb 0.3%
DMR 0.3%
Nobl 0.3%
SRAM 0.3%
Azonic 0.2%
FireEye 0.2%
Novatec 0.2%
Reynolds 0.2%
Surly 0.2%
Misc. / Fill-in 3.8%

IF "CUSTOM," WHAT BRAND OF HUBS:

Hope 29.4%
DT Swiss 13.4%
Undecided 12.5%
Chris King 11.9%
Industry Nine 7.5%
Shimano 3.5%
Profile 2.1%
Novatec 1.9%
Hadley 1.3%
e*thirteen 1.2%
Superstar 1.2%
SRAM 1.1%
Dartmoor 0.8%
Mavic 0.8%
Stealth 0.6%
crankbrothers 0.6%
White Industries 0.6%
Atomlab 0.5%
Bontrager 0.5%
Tune 0.5%
Azonic 0.4%
Nukeproof 0.4%
Sun Ringle 0.4%
Acros 0.4%
NS Bikes 0.4%
Onyx 0.4%
Canfield Brothers 0.3%
Da Bomb 0.3%
DMR 0.3%
Specialized 0.3%
Stan's NoTubes 0.3%
Aivee 0.2%
American Classic 0.2%
Halo 0.2%
Kappius 0.2%
Reverse 0.2%
Spank 0.2%
Misc. / Fill-in 3.1%

TIRES:

Will purchase within 12 months... 80.2%

IF "YES," WHAT BRAND:

Maxxis	42.2%
Schwalbe.....	19.5%
Undecided.....	11.1%
Continental.....	6.7%
Specialized.....	6.5%
Kenda.....	2.8%
WTB.....	2.7%
Bontrager.....	2.4%
Michelin.....	1.4%
Onza.....	1.1%
Mavic.....	0.7%
Vittoria.....	0.5%
Hutchinson.....	0.5%
Panaracer.....	0.3%
Surly.....	0.2%
Vee Tire Co.....	0.2%
Intense.....	0.2%
DMR.....	0.2%
Misc. / Fill-in.....	0.9%

HANDLEBARS:

Will purchase within 12 months... 30.7%

IF "YES," WHAT BRAND:

Renthal.....	18.5%
Race Face.....	15.9%
Undecided.....	13.1%
Chromag.....	6.0%
Easton.....	5.8%
Deity.....	5.5%
ENVE.....	5.3%
Spank.....	5.1%
Answer.....	2.7%
Truvativ.....	2.5%
Thomson.....	1.6%
Funn.....	1.3%
Nukeproof.....	1.1%
Bontrager.....	1.1%
crankbrothers.....	0.8%
KORE.....	0.8%
Syntace.....	0.8%
NS Bikes.....	0.7%
Santa Cruz.....	0.7%
Dartmoor.....	0.6%
ODI.....	0.6%
Pro.....	0.5%
Specialized.....	0.5%
Joystick.....	0.5%
Burgtec.....	0.5%
FSA.....	0.4%
Loaded Precision.....	0.4%
Ritchey.....	0.4%
Giant.....	0.3%
Niner.....	0.3%
ANVL.....	0.3%
Black Market.....	0.3%
BOX Components.....	0.3%
Gamut.....	0.3%
Hope.....	0.3%
Sixpack.....	0.3%
SMAC.....	0.3%
Atomic.....	0.2%
Azonic.....	0.2%
Jones.....	0.2%
Production Privee.....	0.2%
3T.....	0.2%
Gravity.....	0.2%
Salsa.....	0.2%
Syncros.....	0.2%
Misc. / Fill-in.....	2.5%

GRIPS:

Will purchase within 12 months... 51.8%

IF "YES," WHAT BRAND:

ODI.....	31.1%
Undecided.....	16.0%
Lizard Skins.....	6.6%
ESI.....	6.1%
Ergon.....	5.0%
Sensus.....	4.3%
Renthal.....	4.2%
Race Face.....	2.8%
Chromag.....	2.0%
Specialized.....	2.0%
Oury.....	2.0%
Troy Lee Designs.....	1.7%
Santa Cruz.....	1.2%
Easton.....	1.2%
Deity.....	1.0%
Superstar.....	0.9%
Hope.....	0.9%
Nukeproof.....	0.8%
Bontrager.....	0.7%
crankbrothers.....	0.6%
SRAM.....	0.5%
Yeti.....	0.5%
Answer.....	0.4%
Ritchey.....	0.4%
WTB.....	0.4%
Dartmoor.....	0.3%
Spank.....	0.3%
Giant.....	0.3%
Pro.....	0.3%
Red Monkey.....	0.3%
SDG.....	0.3%
Animal.....	0.2%
Syncros.....	0.2%
ANVL.....	0.2%
Moove.....	0.2%
Funn.....	0.2%
Black Market.....	0.2%
Clarks.....	0.2%
FireEye.....	0.2%
Odyssey.....	0.2%
Misc. / Fill-in.....	3.7%

STEM:

Will purchase within 12 months.. 23.7%

IF "YES," WHAT BRAND:

Undecided	17.5%
Race Face	12.6%
Renthal	12.1%
Thomson	6.3%
Easton	5.1%
Deity	5.0%
Chromag	4.8%
Spank	3.7%
Hope.....	3.4%
ENVE.....	2.9%
Truvativ.....	2.6%
Answer	1.8%
Syntaxe.....	1.8%
Funn	1.6%
Bontrager	1.0%
KORE	1.0%
Pro.....	1.0%
Straitline.....	1.0%
crankbrothers	0.9%
Ritchey	0.9%
Nukeproof	0.8%
Gamut	0.7%
Specialized.....	0.7%
3T.....	0.6%
Dartmoor.....	0.6%
FSA.....	0.5%
NS Bikes	0.5%
ANVL	0.4%
Joystick	0.4%
Niner	0.4%
ODI	0.4%
Loaded Precision.....	0.4%
Burgtec.....	0.3%
Giant	0.3%
Production Privee.....	0.3%
Twenty6	0.3%
Gravity	0.3%
Profile	0.3%
Syncros	0.3%
Da Bomb.....	0.2%
Sixpack	0.2%
Superstar	0.2%
Azonic.....	0.2%
Control Tech.....	0.2%
Onoff.....	0.2%
On-One	0.2%
Sulfur Components	0.2%
Misc. / Fill-in	2.8%

HEADSET:

Will purchase within 12 months... 15.8%

IF "YES," WHAT BRAND:

Cane Creek	28.3%
Chris King.....	26.7%
Undecided.....	12.9%
Hope	9.8%
FSA.....	7.0%
Works Components	3.9%
Nukeproof.....	1.5%
Shimano.....	1.3%
Dartmoor.....	1.1%
Acros.....	0.6%
Atomlab	0.5%
Da Bomb.....	0.4%
Ritchey.....	0.4%
WTB	0.4%
BBB	0.3%
Giant	0.3%
Gravity	0.3%
Octane One	0.3%
Acor	0.3%
Colony	0.3%
Pro.....	0.3%
Sixpack	0.3%
crankbrothers	0.2%
Funn	0.2%
Shadow Conspiracy	0.2%
Token.....	0.2%
Misc. / Fill-in	2.2%

BRAKES:

Will purchase within 12 months... 31.6%

IF "YES," WHAT BRAND:

Shimano.....	52.4%
SRAM.....	14.6%
Avid.....	8.7%
Hope	8.5%
Undecided.....	6.6%
Magura.....	3.7%
Formula	2.1%
Hayes	1.4%
Tektro	0.4%
TRP.....	0.3%
Misc. / Fill-in	1.2%

DERAILLEURS/SHIFTERS:

Will purchase within 12 months... 28.1%

IF "YES," WHAT BRAND:

Shimano	59.0%
SRAM	36.0%
<i>Undecided</i>	4.0%
BOX Components	0.4%
Campagnolo	0.2%
SR Suntour	0.2%
<i>Misc. / Fill-in</i>	0.2%

CRANKS:

Will purchase within 12 months... 21.6%

IF "YES," WHAT BRAND:

Race Face	30.3%
Shimano	29.7%
SRAM	14.0%
<i>Undecided</i>	10.0%
Hope	4.1%
e*thirteen	2.5%
Truvativ	1.3%
Profile	0.9%
Deity	0.8%
FSA	0.7%
Rotor	0.7%
Middleburn	0.6%
Canfield Brothers	0.5%
Specialized	0.5%
Octane One	0.3%
Cook Brothers	0.2%
Blackspire	0.2%
Bontrager	0.2%
Funn	0.2%
<i>Misc. / Fill-in</i>	2.5%

CHAINGUIDE:

Will purchase within 12 months... 16.3%

IF "YES," WHAT BRAND:

e*thirteen	27.5%
MRP	20.5%
<i>Undecided</i>	18.9%
Shimano	4.5%
Gamut	4.4%
Blackspire	4.2%
SRAM	3.7%
77 Designz	1.8%
Bioncion	1.5%
Hope	1.5%
CSixx	1.2%
Superstar	1.2%
Straitline	0.9%
Carbocage	0.8%
DMR	0.8%
Gravity	0.8%
Truvativ	0.8%
Shaman Racing	0.8%
Da Bomb	0.6%
FSA	0.6%
Funn	0.4%
Mozartt	0.3%
Shoval	0.3%
Sixpack	0.3%
Race Face	0.2%
Syncros	0.2%
<i>Misc. / Fill-in</i>	1.3%

1X FRONT CHAINRING:

Will purchase within 12 months... 28.8%

IF "YES," WHAT BRAND:

<i>Undecided</i>	24.8%
Race Face	22.7%
SRAM	9.2%
Shimano	6.3%
Wolf Tooth	5.1%
Absolute Black	4.9%
Hope	4.2%
Renthal	4.0%
e*thirteen	3.7%
Chromag	2.3%
Blackspire	1.7%
Superstar	1.4%
OneUp Components	1.0%
Works Components	0.6%
Gamut	0.5%
FSA	0.5%
Praxis	0.5%
Truvativ	0.4%
Dartmoor	0.4%
On-One	0.4%
Deity	0.4%
MRP	0.4%
Rotor	0.4%
KORE	0.3%
Endless	0.3%
North Shore Billet	0.3%
Octane	0.2%
KCNC	0.2%
Middleburn	0.2%
Profile	0.2%
Revolution Components	0.2%
Straitline	0.2%
<i>Misc. / Fill-in</i>	2.3%

PEDALS:

Will purchase within 12 months... 40.3%

IF "YES," WHAT TYPE:Flat 55.9%
Clipless 44.1%**IF "FLAT," WHAT BRAND:**

Undecided 21.1%
DMR 9.0%
Deity 7.1%
Spank 6.0%
Nukeproof 5.6%
Race Face 5.2%
Shimano 5.0%
Chromag 3.2%
Canfield Brothers 2.5%
crankbrothers 2.5%
HT 2.4%
Specialized 2.2%
Hope 2.0%
Straitline 1.8%
Superstar 1.7%
Wellgo 1.7%
Xpedo 1.3%
Azonic 1.2%
Burgtec 1.2%
Gamut 1.2%
e*thirteen 1.0%
VP Components 1.0%
Twenty6 0.8%
Funn 0.7%
Kona 0.7%
Odyssey 0.7%
Fire Eye 0.7%
NS Bikes 0.6%
Answer 0.5%
Loaded Precision 0.5%
Blackspire 0.4%
Dartmoor 0.4%
KORE 0.4%
NC-17 0.4%
Ti-Springs 0.4%
Sixpack 0.4%
Bontrager 0.3%
Gravity 0.3%
Jet Black 0.3%
Moove 0.3%
Truvativ 0.3%
Acros 0.2%
ANVL 0.2%
Da Bomb 0.2%
Origin8 0.2%
Animal 0.2%
Atomlab 0.2%
Candy Components 0.2%
Chunked 0.2%

Forte 0.2%
NRG 0.2%
Point One Racing 0.2%
Premium 0.2%
Misc. / Fill-in 2.5%

IF "CLIPLESS," WHAT BRAND:

Shimano 49.0%
crankbrothers 27.9%
Undecided 7.8%
Time 6.7%
HT 2.8%
VP Components 1.0%
Speedplay 0.8%
Look 0.8%
Mavic 0.8%
Xpedo 0.8%
Funn 0.5%
iSSi 0.4%
Atomlab 0.2%
Ritchey 0.2%
Syncros 0.2%
Misc. / Fill-in 0.3%

SEAT:

Will purchase within 12 months... 26.4%

IF "YES," WHAT BRAND:

Undecided 19.2%
WTB 16.5%
SDG 9.6%
Chromag 8.6%
F'iz:ik 7.3%
Specialized 7.0%
Selle Italia 4.0%
Charge 3.2%
Ergon 2.4%
Deity 2.0%
Bontrager 1.8%
Brooks 1.4%
Prologo 1.3%
Race Face 1.3%
Nukeproof 1.0%
Tioga 1.0%
SQ Lab 0.8%
Fabric 0.7%
Selle SMP 0.7%
Yeti 0.7%
ANVL 0.6%
Pro 0.5%
Dirty 0.4%
Giant 0.4%
Spank 0.4%
Gravity 0.3%
Selle San Marco 0.3%
Velo 0.3%
Joystick 0.3%
Kona 0.3%
KORE 0.3%
Animal 0.2%
Dartmoor 0.2%
DMR 0.2%
Funn 0.2%
Odyssey 0.2%
Reverse 0.2%
Ritchey 0.2%
Syncros 0.2%
Terry 0.2%
Alienation 0.2%
BBB 0.2%
Cobb 0.2%
FSA 0.2%
Intense 0.2%
Tune 0.2%
Misc. / Fill-in 2.7%

SEATPOST:

Will purchase within 12 months... 23.0%

IF "YES," WHAT TYPE:Dropper 80.5%
Regular 19.5%**IF "DROPPER," WHAT BRAND:**RockShox 36.6%
KS Suspension 20.2%
Undecided 17.5%
Thomson 8.5%
Fox Racing Shox 4.5%
Specialized 3.0%
9point8 2.1%
X-Fusion 1.5%
Giant 0.9%
Gravity Dropper 0.9%
Vecnum 0.9%
crankbrothers 0.8%
Marzocchi 0.6%
Yep Components 0.6%
Misc. / Fill-in 1.3%**IF "REGULAR," WHAT BRAND:**Thomson 25.8%
Undecided 21.6%
SDG 6.0%
Race Face 4.2%
ENVE 3.9%
Easton 3.6%
Deity 3.0%
Bontrager 2.4%
Chromag 2.1%
FSA 1.8%
Funn 1.8%
Specialized 1.5%
Truvativ 1.5%
Da Bomb 1.2%
Niner 1.2%
Ritchey 1.2%
Syntace 1.2%
Giant 0.9%
Nukeproof 0.9%
Pro 0.9%
Syncros 0.9%
Alienation 0.6%
Answer 0.6%
Burgtec 0.6%
Control Tech 0.6%
Erikson 0.6%
Gravity 0.6%
KCNC 0.6%
Tune 0.6%
Acros 0.3%Atomlab 0.3%
Cane Creek 0.3%
crankbrothers 0.3%
Dartmoor 0.3%
Ergon 0.3%
F'iz:ik 0.3%
Hope 0.3%
KORE 0.3%
Loaded Precision 0.3%
Lynskey 0.3%
Moots 0.3%
Oval 0.3%
Shimano 0.3%
Titec 0.3%
Uberbike 0.3%
Ultimate Machine 0.3%
USE 0.3%
Misc. / Fill-in 2.1%**LIGHT SYSTEM:**

Yes 13.8%

IF "YES," WHAT BRAND:*Undecided* 39.8%
Niterider 8.8%
Light & Motion 4.6%
Cateye 4.1%
Hope 4.0%
CREE 3.5%
Lezyne 2.9%
Magicshine 2.9%
Bontrager 2.8%
Gloworm 2.8%
Lupine 2.7%
Exposure Lights 2.5%
Serfas 2.1%
Cygolite 1.9%
Ay Up 0.9%
Blackburn 0.8%
Petzl 0.8%
Fenix 0.7%
F'iz:ik 0.6%
Jet Lites 0.6%
Shimano 0.5%
Sigma Sport 0.5%
Trail Led 0.5%
Gemini 0.4%
Knog 0.4%
Lumicycle 0.4%
BBB 0.3%
Electron 0.3%
Nitecore 0.3%
Xtreme Bright 0.3%
Four4th 0.2%
Giant 0.2%
Klite 0.2%
Moon 0.2%
Nitelights 0.2%
SolarStorm 0.2%
Specialized 0.2%
Topeak 0.2%
Misc. / Fill-in 3.9%

HELMET:

Will purchase within 12 months... 44.0%

IF "YES," WHAT TYPE:Full face..... 45.9%
Open face 54.1%**IF "FULL FACE," WHAT BRAND:**

Troy Lee Designs	23.3%
Bell	18.9%
Fox	11.0%
Undecided	7.0%
Giro	5.9%
SixSixOne	5.2%
iXS	3.7%
MET	3.6%
POC	2.9%
Kali Protectives	2.8%
Urge	2.1%
Specialized	1.7%
Fly	1.4%
Bluegrass	1.1%
O'Neal	1.1%
Airoh	0.7%
ONE Industries	0.6%
Kabuto	0.5%
Smith Optics	0.5%
100%	0.4%
Scott	0.4%
Shoei	0.4%
6D	0.3%
7iDP	0.3%
Demon Dirt	0.3%
Sweet Protection	0.3%
THE	0.3%
Lazer	0.3%
Leatt	0.3%
Uvex	0.3%
Pro-Tec	0.2%
TSG	0.2%
Misc. / Fill-In	2.0%

IF "OPEN**FACE," WHAT BRAND:**

Bell	14.1%
Undecided	13.0%
Troy Lee Designs	12.9%
Giro	11.0%
POC	7.4%
Fox	6.1%
Specialized	5.1%
iXS	4.6%
Smith Optics	4.2%
Kali Protectives	3.2%
SixSixOne	2.3%
MET	1.6%
Urge	1.6%
Bontrager	1.3%
Scott	1.0%
Lazer	0.9%
Mavic	0.9%
Bluegrass	0.8%
Pro-Tec	0.7%
Bern	0.5%
Sweet Protection	0.5%
Trek	0.5%
Catlike	0.5%
Rudy Project	0.4%
TSG	0.4%
Uvex	0.4%
Fly	0.4%
Giant	0.4%
Kask	0.4%
Louis Garneau	0.4%
THE	0.4%
7iDP	0.2%
Airoh	0.2%
Cannondale	0.2%
O'Neal	0.2%
Misc. / Fill-In	1.6%

SHORTS:

Will purchase within 12 months... 48.4%

IF "YES," WHAT BRAND:

Undecided	25.0%
Troy Lee Designs	18.8%
Fox	14.2%
Endura	5.8%
Royal	3.6%
Dakine	3.1%
Race Face	2.5%
Alpinestars	2.1%
Pearl Izumi	1.6%
Zoic	1.4%
Specialized	1.2%
Bontrager	1.1%
POC	1.0%
NZO	0.8%
Sombrio	0.8%
ONE Industries	0.8%
Yeti	0.8%
ION	0.7%
Club Ride	0.7%
Fly	0.5%
SixSixOne	0.5%
iXS	0.5%
Kitsbow	0.5%
Altura	0.4%
Ground Effect	0.4%
Dickies	0.4%
O'Neal	0.4%
Sweet Protection	0.4%
DHaRCO	0.3%
Maloja	0.3%
Scott	0.3%
Shredly	0.3%
Assos	0.3%
Louis Garneau	0.3%
Platzangst	0.3%
Azonic	0.3%
Castelli	0.3%
Madison	0.3%
Oakley	0.3%
The North Face	0.3%
Mavic	0.2%
THE	0.2%
Cannondale	0.2%
Gore	0.2%
Sugoi	0.2%
Aero Tech Designs	0.2%
Narrona	0.2%
PVR Industries	0.2%
Misc. / Fill-in	4.7%

JERSEY:

Will purchase within 12 months... 39.7%

IF "YES," WHAT BRAND:

Undecided	27.0%
Troy Lee Designs	19.7%
Fox	13.7%
Royal	3.5%
Dakine	3.2%
Alpinestars	2.3%
Endura	1.8%
ONE Industries	1.8%
Race Face	1.7%
Specialized	1.3%
Loose Riders	1.0%
POC	0.9%
Fly	0.9%
Yeti	0.8%
Sombrio	0.7%
Bontrager	0.7%
ION	0.7%
iXS	0.7%
Zoic	0.7%
Mavic	0.6%
Club Ride	0.6%
Pearl Izumi	0.6%
Primal Wear	0.5%
Santa Cruz	0.5%
Kitsbow	0.4%
Ground Effect	0.4%
SixSixOne	0.4%
DHaRCO	0.4%
O'Neal	0.4%
Scott	0.4%
Thor	0.4%
Castelli	0.3%
Cannondale	0.3%
Maloja	0.3%
THE	0.3%
Voler	0.3%
Giant	0.2%
Icebreaker	0.2%
Sweet Protection	0.2%
Adidas	0.2%
Nukeproof	0.2%
Champion System	0.2%
Dainese	0.2%
Louis Garneau	0.2%
Oakley	0.2%
Rapha	0.2%
Twin Six	0.2%
Misc. / Fill-in	7.8%

GLOVES:

Will purchase within 12 months... 44.5%

IF "YES," WHAT BRAND:

Undecided	24.5%
Fox	17.8%
Troy Lee Designs	15.2%
100%	4.9%
Giro	3.9%
Dakine	3.2%
SixSixOne	2.8%
Specialized	2.5%
Alpinestars	2.4%
Royal	2.0%
Endura	1.9%
POC	1.8%
Race Face	1.3%
ONE Industries	1.1%
Pearl Izumi	1.1%
Oakley	0.9%
Answer	0.7%
Bontrager	0.7%
Fly	0.7%
O'Neal	0.6%
Deft	0.5%
iXS	0.5%
ION	0.5%
Mechanix	0.4%
Thor	0.4%
Azonic	0.4%
Ergon	0.4%
Dainese	0.4%
Yeti	0.4%
Giant	0.3%
Sombrio	0.3%
Fist	0.2%
Mavic	0.2%
Scott	0.2%
EVOC	0.2%
Kali Protectives	0.2%
Handup	0.2%
Lizard Skins	0.2%
Seven	0.2%
Misc. / Fill-in	3.9%

SUNGLASSES (riding or casual):

Will purchase within 12 months... 30.0%

IF "YES," WHAT BRAND:

Oakley	34.0%
Undecided	21.6%
Smith Optics	9.8%
100%	4.0%
Spy	3.8%
Ray-Ban	3.7%
Ryders Eyewear	3.1%
Adidas	2.0%
Tifosi	2.0%
Rudy Project	1.6%
Uvex	1.0%
Julbo	0.9%
Electric	0.8%
Dragon	0.8%
Fox	0.8%
Arnette	0.6%
Bolle	0.6%
Maui Jim	0.6%
Costa Del Mar	0.5%
POC	0.4%
Shimano	0.4%
Vans	0.4%
Native Eyewear	0.4%
Von Zipper	0.3%
Endura	0.3%
Scott	0.3%
Wiley X	0.2%
Zeal Optics	0.2%
BBB	0.2%
Lazer	0.2%
Madison	0.2%
Sun Cloud	0.2%
Tom Ford	0.2%
Misc. / Fill-in	4.1%

GOGGLES:

Will purchase within 12 months... 20.5%

IF "YES," WHAT BRAND:

100%	30.3%
Oakley	22.2%
Undecided	15.7%
Smith Optics	9.9%
Spy	3.9%
Fox	3.8%
POC	2.0%
Dragon	1.5%
Scott	1.5%
Ryders Eyewear	1.4%
Adidas	1.2%
Rudy Project	0.7%
Fly	0.6%
Giro	0.5%
Troy Lee Designs	0.5%
EKS Brand	0.4%
Von Zipper	0.4%
Julbo	0.3%
O'Neal	0.3%
Uvex	0.3%
509	0.2%
Blur	0.2%
Bolle	0.2%
Electric	0.2%
Misc. / Fill-in	1.8%

RIDING SHOES:

Will purchase within 12 months... 42.0%

IF "YES," WHAT TYPE OF RIDING SHOES:

Flat	51.7%
Clipless	48.3%

IF "FLAT," WHAT BRAND:

Five Ten	71.4%
Undecided	8.7%
Vans	4.0%
Specialized	3.1%
Shimano	2.3%
Teva	1.8%
DC	1.2%
Etnies	1.0%
Nike	0.8%
Adidas	0.7%
Giro	0.7%
SixSixOne	0.7%
Fox	0.6%
Sombrio	0.5%
Airwalk	0.3%
DVS	0.3%
Chrome	0.2%
Misc. / Fill-in	1.9%

IF "CLIPLESS", WHAT BRAND:

Five Ten	26.3%
Undecided	17.8%
Shimano	17.3%
Specialized	8.5%
Giro	7.6%
Mavic	6.2%
Sidi	4.4%
Bontrager	2.4%
Pearl Izumi	2.0%
Northwave	1.7%
Scott	1.0%
Teva	0.8%
Vans	0.6%
F'iz:ik	0.5%
Louis Garneau	0.5%
SixSixOne	0.4%
Gaerne	0.3%
Lake	0.3%
O'Neal	0.3%
Misc. / Fill-in	1.0%

KNEE PROTECTION:

Will purchase within 12 months... 27.3%

IF "YES," WHAT BRAND:

Undecided	22.8%
SixSixOne	9.9%
Fox	8.6%
Troy Lee Designs	8.4%
7iDP	7.0%
Race Face	6.9%
POC	6.4%
iXS	5.7%
G-Form	4.0%
Dainese	3.2%
Leatt	2.2%
Alpinestars	2.1%
Bliss Protection	1.9%
ION	1.7%
Kali Protectives	1.7%
Nukeproof	1.3%
Scott	0.9%
Sweet Protection	0.5%
Bluegrass	0.4%
Demon Dirt	0.4%
O'Neal	0.3%
Specialized	0.3%
TSG	0.3%
YT Industries	0.3%
Endura	0.2%
Pro-Tec	0.2%
Shadow Conspiracy	0.2%
Fly	0.2%
Knox	0.2%
THE	0.2%
Misc. / Fill-in	1.6%

HYDRATION PACK:

Will purchase within 12 months... 18.1%

IF "YES," WHAT BRAND:

Camelbak	30.3%
<i>Undecided</i>	15.9%
EVOC	15.2%
Osprey	13.5%
DaKine	5.7%
Fox	2.2%
Deuter	1.9%
USWE	1.7%
Source Outdoor	1.3%
Ergon	1.2%
Leatt	1.0%
Acre	0.9%
Platypus	0.8%
Dainese	0.7%
Shimano	0.7%
B'twin	0.6%
Hydrapak	0.6%
Ogio	0.6%
POC	0.6%
Inov8	0.4%
Scott	0.4%
The North Face	0.4%
Vaude	0.3%
Arteryx	0.2%
Decathlon	0.2%
Mavic	0.2%
Fly	0.2%
Geigerrig	0.2%
Nathan	0.2%
Saloman	0.2%
Wingnut	0.2%
<i>Misc. / Fill-in</i>	1.9%

BIKE RACK:

Will purchase within 12 months... 18.3%

IF "YES," WHAT BRAND:

Thule	48.5%
Yakima	16.3%
Kuat	11.3%
Saris	5.7%
Bell	2.1%
Rocky Mounts	2.1%
Prorack	1.9%
Swagman	1.8%
Rhino-Rack	1.6%
SeaSucker	1.6%
SportRack	1.2%
Hollywood	1.1%
Allen Sports	1.0%
Advantage	0.7%
Rack Stash	0.6%
Softride	0.6%
Whispbar	0.6%
Inno	0.3%
Curt	0.2%
Graber	0.2%
Reese	0.2%
<i>Misc. / Fill-in</i>	0.4%

FAVORITE BRAND OF TOOLS:

Park Tool	48.9%
<i>Undecided</i>	26.3%
Pedros	3.1%
Lezyne	2.9%
crankbrothers	2.6%
Topeak	2.2%
Birzman	2.0%
X-Tools	1.6%
Specialized	1.1%
Ice Toolz	1.1%
BBB	0.9%
Unior	0.8%
Hope	0.6%
DT Swiss	0.5%
Bontrager	0.4%
Pro	0.4%
Leatherman	0.4%
SuperB	0.2%
Bell	0.2%
Blackburn	0.2%
Fix-It-Sticks	0.2%
Abbey	0.2%
Hozan	0.2%
Cyclo	0.2%
<i>Misc. / Fill-in</i>	2.8%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months... 16.5%

IF "YES," WHAT BRAND:

GoPro	67.7%
<i>Undecided</i>	9.0%
Sony Action Cam	8.5%
Garmin VIRB	3.2%
SJCAM	2.3%
Contour	1.9%
Drift Innovation	0.9%
Shimano	0.9%
Fly 360	0.9%
iON	0.5%
Rollei	0.5%
Replay XD	0.4%
Panasonic	0.3%
Xiaomi	0.3%
CamOne	0.3%
Polaroid	0.3%
AEE	0.2%
Emerson	0.2%
Hitcase	0.2%
JVC	0.2%
Muvi	0.2%
Wasp	0.2%
<i>Misc. / Fill-in</i>	0.9%