

2020 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

38% *Enduro is Favorite Type of Riding*

\$4,135 *Avg. Cost of Primary Bike*

2.1 *Avg. Number of Bikes*

47.3% *Will Buy a New Bike in the Next Year*

\$116,067 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **6.4%** SANTA CRUZ

Fork to Buy: **37.8%** FOX

Rear Shock to Buy: **39.3%** FOX

Brakes to Buy: **41.1%** SHIMANO

Derailleurs / Shifters to Buy: **46.7%** SHIMANO

METHODOLOGY:

This survey was conducted on Vital MTB, May - June 2020. 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 | 95.9% |
| Female | 4.2% |

MARITAL STATUS:

| | |
|---------------|-------|
| Single | 56.8% |
| Married | 43.2% |

AGE:

| | |
|-------------------|-------|
| Average | 38 |
| Median | 39 |
| 19 or under | 11.5% |
| 20-29 | 13.9% |
| 30-39 | 25.4% |
| 40-49 | 28.3% |
| 50-59 | 16.1% |
| 60 or older | 4.8% |

DO YOU HAVE KIDS (UNDER 18) THAT RIDE?

| | |
|-----------|-------|
| Yes | 35.1% |
| No | 64.9% |

IF HAVE KIDS THAT RIDE:

| | |
|-----------------|-------|
| 1 | 47.3% |
| 2 | 39.6% |
| 3 | 9.4% |
| 4 or more | 3.7% |

HIGHEST LEVEL OF EDUCATION COMPLETED:

| | |
|-----------------------------|-------|
| Less than high school | 6.0% |
| High school | 16.0% |
| Some college | 18.1% |
| College | 38.1% |
| Postgraduate degree | 21.8% |

HOUSEHOLD INCOME:

| | |
|---------------|-----------|
| Average | \$116,067 |
|---------------|-----------|

| | |
|-----------------------------|----------|
| Median | \$87,500 |
| Under \$25,000 | 10.0% |
| \$25,001 - \$50,000 | 11.7% |
| \$50,001 - \$75,000 | 13.3% |
| \$75,001 - \$100,000 | 13.1% |
| \$100,001 - \$125,000 | 10.4% |
| \$125,001 - \$150,000 | 9.2% |
| \$150,001 - \$175,000 | 6.4% |
| \$175,001 - \$200,000 | 5.0% |
| \$200,001 - \$225,000 | 3.5% |
| \$225,001 - \$250,000 | 1.7% |
| \$250,001 or more | 6.2% |

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM SURVEY RESPONSES*:

| | |
|----------------------|-------|
| United States | 45.2% |
| Canada | 10.5% |
| United Kingdom | 9.6% |
| Australia | 7.6% |
| New Zealand | 2.9% |
| Germany | 2.3% |
| France | 1.5% |
| Philippines | 1.2% |
| Italy | 1.0% |
| Switzerland | 0.9% |

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

| | |
|----------------------|-------|
| California | 20.3% |
| Colorado | 8.9% |
| Washington | 6.2% |
| Utah | 4.4% |
| Texas | 4.0% |
| Oregon | 4.0% |
| Arizona | 3.6% |
| Pennsylvania | 3.2% |
| North Carolina | 3.0% |
| New York | 2.8% |

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM GOOGLE ANALYTICS:

| | |
|----------------------|-------|
| United States | 34.0% |
| United Kingdom | 11.4% |
| Canada | 8.0% |
| Australia | 5.9% |
| Germany | 4.3% |

| | |
|-------------------|------|
| France | 2.6% |
| New Zealand | 2.2% |
| Italy | 2.1% |
| Spain | 1.7% |
| Sweden | 1.5% |

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

| | |
|---------------------|-------|
| California | 22.3% |
| Colorado | 7.3% |
| Texas | 5.4% |
| Washington | 5.4% |
| Utah | 4.2% |
| New York | 3.5% |
| Florida | 3.4% |
| Oregon | 3.1% |
| Arizona | 3.0% |
| Massachusetts | 2.8% |

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

| | |
|------------------------------------|-------|
| Hiking | 53.8% |
| Camping | 47.3% |
| Running | 30.1% |
| Swimming | 28.5% |
| Video Gaming | 27.7% |
| Road Cycling | 27.0% |
| Skiing | 25.5% |
| Bodybuilding / weightlifting | 24.7% |
| Fishing | 20.8% |
| Snowboarding | 20.4% |
| Climbing | 19.6% |
| Kayaking | 17.2% |
| Shooting | 16.5% |
| Motocross / Off-road | 14.0% |
| Stand-Up Paddleboarding | 13.5% |
| Skateboarding | 13.4% |
| Golf | 13.2% |
| Basketball | 12.9% |
| BMX | 12.3% |
| Soccer | 12.3% |
| Surfing | 11.4% |
| Football | 9.8% |
| CrossFit | 9.4% |
| Formula 1 | 7.8% |
| Hunting | 7.8% |
| Tennis | 7.7% |
| Hockey | 7.5% |
| Moto GP | 6.6% |
| Baseball | 6.1% |

| | |
|----------------------------|------|
| Rally..... | 5.3% |
| Wakeboarding..... | 5.2% |
| RC..... | 5.1% |
| Rugby..... | 4.8% |
| Boxing..... | 4.6% |
| Scuba Diving..... | 4.4% |
| Sailing..... | 4.2% |
| Snowmobiling..... | 3.6% |
| Waterskiing..... | 3.5% |
| Off-Road Truck Racing..... | 3.0% |
| Drag Racing..... | 2.9% |
| Cricket..... | 2.6% |
| Windsurfing..... | 2.2% |
| Indy Car..... | 2.1% |
| NASCAR..... | 1.9% |
| Squash..... | 1.8% |
| Lacrosse..... | 1.8% |
| Kitesurfing..... | 1.3% |
| Misc. / Fill-In..... | 8.3% |

NON-MTB BIKES OWNED:

| | |
|-----------------|-------|
| Road..... | 46.5% |
| Commuter..... | 33.0% |
| BMX..... | 24.8% |
| Gravel..... | 21.0% |
| Cyclocross..... | 10.0% |
| Fat..... | 8.9% |
| E-mountain..... | 7.4% |
| E-road..... | 2.1% |
| Triathlon..... | 2.1% |

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

| | |
|-----------------------------|-------|
| Mountain bike websites..... | 75.5% |
| YouTube..... | 57.7% |
| Manufacturer websites..... | 47.2% |
| Local bike shop..... | 46.0% |
| Friends..... | 41.1% |
| Demos / Test rides..... | 27.6% |
| Magazines..... | 26.5% |
| Instagram..... | 22.2% |
| Mail-order websites..... | 18.3% |
| Facebook..... | 15.7% |
| Podcasts..... | 11.2% |

Misc. / Fill-In..... 4.3%

MOUNTAIN BIKING ACTIVITY

HOW OFTEN RIDE:

| | |
|-----------------------------|------------------|
| Average..... | 2.6 times a week |
| 4 or more times a week..... | 28.4% |
| 2-3 times a week..... | 45.4% |
| About once a week..... | 16.7% |
| 2-3 times a month..... | 4.9% |
| About once a month..... | 1.4% |

TYPES OF RIDING DONE IN PAST 12 MONTHS:

| | |
|---------------------------------|-------|
| Trail riding..... | 84.4% |
| Enduro / All-Mountain..... | 67.5% |
| Cross-country..... | 57.0% |
| Downhill / Gravity..... | 43.4% |
| Dirt jumping..... | 24.2% |
| Street riding / Skateparks..... | 24.1% |

FAVORITE TYPE OF RIDING:

| | |
|---------------------------------|-------|
| Enduro / All-Mountain..... | 38.2% |
| Trail riding..... | 36.0% |
| Downhill / Gravity..... | 13.4% |
| Cross-country..... | 8.0% |
| Dirt jumping..... | 2.6% |
| Street riding / Skateparks..... | 1.9% |

ENTERED RACE IN PAST 12 MONTHS:

Yes..... 25.7%

IF "YES," TYPE OF RACE:

| | |
|----------------------------------|-------|
| Enduro..... | 55.7% |
| Cross-country..... | 36.4% |
| Downhill..... | 26.6% |
| Endurance (6-24 hour races)..... | 13.6% |
| Gravel..... | 6.0% |
| Cyclocross..... | 5.9% |
| Dual-slalom..... | 4.2% |
| 4X..... | 3.3% |
| Super D..... | 3.1% |

RIDDEN A BIKE PARK:

Yes..... 66.5%

FAVORITE BIKE PARK:

| | |
|----------------------------------|-------|
| Whistler Mountain Bike Park ... | 16.4% |
| Bike Park Wales..... | 3.4% |
| Trestle / Winter Park..... | 2.7% |
| Northstar California..... | 2.2% |
| Highland Mountain..... | 2.0% |
| Snow Summit / Big Bear..... | 2.0% |
| Angel Fire Bike Park..... | 1.9% |
| Morzine..... | 1.8% |
| Mammoth..... | 1.7% |
| Snowshoe..... | 1.6% |
| Deer Valley..... | 1.5% |
| Mountain Creek..... | 1.4% |
| Silver Star Bike Park..... | 1.3% |
| Derby Tasmania..... | 1.2% |
| Thredbo..... | 1.2% |
| Chatel..... | 1.1% |
| SkyPark at Santa's Village..... | 1.1% |
| Saalbach-Hinterglemm..... | 1.1% |
| Killington..... | 1.1% |
| Queenstown..... | 1.0% |
| Thunder Mountain Bike Park..... | 1.0% |
| Winterberg..... | 1.0% |
| Glentress..... | 0.9% |
| Whakarewarewa..... | 0.9% |
| Are Bike Park..... | 0.9% |
| Leogang..... | 0.9% |
| Blue Mountain Bike Park..... | 0.9% |
| Windrock Bike Park..... | 0.9% |
| Portes Du Soleil..... | 0.8% |
| Revolution Bike Park..... | 0.7% |
| Les Gets..... | 0.7% |
| Spider Mountain, Texas..... | 0.7% |
| Coast Gravity Park..... | 0.7% |
| Big Sky Montana..... | 0.7% |
| Christchurch Adventure Park..... | 0.7% |
| Silver Mountain..... | 0.7% |
| Bromont, Canada..... | 0.6% |
| Keystone..... | 0.6% |
| Livigno..... | 0.6% |
| Schladming..... | 0.6% |
| Afan..... | 0.6% |
| Vallnord..... | 0.6% |
| Maribor..... | 0.6% |
| Skyline Rotorua..... | 0.6% |
| Bailey Mountain Bike Park..... | 0.5% |
| Beech Mountain..... | 0.5% |
| Lac Blanc..... | 0.5% |
| Mt. Bachelor..... | 0.5% |
| UK Bike Park..... | 0.5% |
| Maydena Tasmania..... | 0.5% |

| | |
|------------------------------------|------|
| Canyons | 0.5% |
| Hafjell | 0.5% |
| Les Deux Alpes | 0.5% |
| Sun Peaks | 0.5% |
| Burke | 0.4% |
| Duthie Hill | 0.4% |
| Lenzerheide Bike Park | 0.4% |
| Stevens Pass | 0.4% |
| Gisburn Forest | 0.4% |
| Valmont Bike Park | 0.4% |
| Bike Park Ireland | 0.4% |
| Nevados de Chillan | 0.4% |
| Snowmass | 0.4% |
| Black Mountains Cycle Centre | 0.3% |
| Fernie Bike Park | 0.3% |
| Ray's MTB Park, Cleveland | 0.3% |
| Kicking Horse | 0.3% |
| Eagle Park | 0.3% |
| Kalnica, Slovakia | 0.3% |
| Tamarack Bike Park | 0.3% |
| Boomerang Farm | 0.3% |
| Paganella Bike Park | 0.3% |
| Panorama | 0.3% |
| Spirit Mountain, Duluth | 0.3% |
| Verbier Bike Park | 0.3% |
| Bootleg Canyon | 0.3% |
| Fujiten Bike Park | 0.3% |
| Jarvso | 0.3% |
| Llandegla | 0.3% |
| Steamboat | 0.3% |
| Stromlo | 0.3% |
| Youyangs | 0.3% |
| Chicksands | 0.3% |
| Mt. Washington | 0.3% |
| Spicak Bike Park | 0.3% |
| Evolution / Crested Butte | 0.2% |
| Mt. Buller | 0.2% |
| Pila, Aosta | 0.2% |
| Willingen | 0.2% |
| Woodhill | 0.2% |
| Bali Bike Park | 0.2% |
| Bryce Bike Park | 0.2% |
| El Durazno | 0.2% |
| Joyride 150 | 0.2% |
| La Pinilla, Spain | 0.2% |
| Krvavec Bike Park | 0.2% |
| Semmering | 0.2% |
| Whitefish Bike Park | 0.2% |
| Antur Stiniog | 0.2% |
| Frisco Bike Park | 0.2% |
| Attitash | 0.2% |
| Tignes Val d'Isere | 0.2% |
| Granby Ranch | 0.1% |
| Seven Springs | 0.1% |
| Fujimi Panorama, Japan | 0.1% |
| Mt. Shasta Bike Park | 0.1% |
| Plattekill | 0.1% |

| | |
|-----------------------------------|-------|
| Woodward West | 0.1% |
| Borovets, Bulgaria | 0.1% |
| Klinovec | 0.1% |
| La Thuile | 0.1% |
| Pylypets Bike Park, Ukraine | 0.1% |
| Boyne Highlands | 0.1% |
| Lumberyard | 0.1% |
| Wheel Mill | 0.1% |
| Adventure Park, Costa Rica | 0.1% |
| Putrajaya | 0.1% |
| Whiteface | 0.1% |
| Javornik | 0.1% |
| Ponte de Lima | 0.1% |
| Misc. / Fill-In | 14.1% |

COST OF CURRENT BIKE:

| | |
|---------------------------|---------|
| Average | \$4,135 |
| Under \$999 | 12.2% |
| \$1,000 - \$1,999 | 12.2% |
| \$2,000 - \$2,999 | 14.7% |
| \$3,000 - \$3,999 | 15.9% |
| \$4,000 - \$4,999 | 12.3% |
| \$5,000 - \$5,999 | 10.9% |
| \$6,000 - \$6,999 | 7.6% |
| \$7,000 - \$7,999 | 5.3% |
| \$8,000 - \$8,999 | 3.7% |
| \$9,000 - \$9,999 | 1.9% |
| \$10,000 - \$10,999 | 1.4% |
| \$11,000 - \$11,999 | 0.6% |
| Over \$12,000 | 1.2% |

HOW MANY BIKES OWNED:

| | |
|-----------------|-------|
| Average | 2.1 |
| 1 | 38.3% |
| 2 | 34.1% |
| 3 | 15.2% |
| 4 | 6.4% |
| 5 or more | 6.1% |

TYPE(S) OF BIKE(S) OWNED

| | |
|-------------------------------|-------|
| Enduro / All-Mountain | 54.8% |
| Trail | 48.7% |
| Cross-country | 33.5% |
| Dirt Jump / Street / 4x | 15.2% |
| Downhill | 14.0% |
| Freeride / Park | 7.7% |
| Electric Mountain Bike | 5.8% |

TRAVEL ON PRIMARY BIKE:

| | |
|--------------------------------|-------|
| It's a hardtail | 18.4% |
| Under 75 mm (under 3") | 1.04% |
| 75mm - 120mm (3" - 4.7") | 12.0% |

| | |
|---------------------------------|-------|
| 125mm - 145mm (5" - 5.7") | 23.4% |
| 150mm - 180mm (5.9" - 7") | 40.8% |
| Over 185mm (7.2") | 4.3% |

WHEEL SIZE(S) OWNED:

| | |
|--------------------|-------|
| 29" | 50.3% |
| 27.5" / 650b | 44.9% |
| 26" | 36.5% |
| 27.5+ | 13.5% |
| Fat bike | 3.7% |
| 29+ | 3.3% |
| 26+ | 2.5% |

PRIMARY BIKE TUBELESS:

| | |
|-----------|-------|
| Yes | 70.9% |
| No | 29.1% |

TIRE SIZE:

| | |
|----------------------|-------|
| 2.25" or under | 7.0% |
| 2.3" - 2.35" | 21.7% |
| 2.4" | 27.4% |
| 2.5" | 28.4% |
| 2.6" | 11.0% |
| 2.8" and above | 4.5% |

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

| | |
|------------------------------------|-------|
| Online / mail-order retailer | 47.3% |
| Local bike shop | 41.3% |
| Direct from manufacturer | 11.5% |

MAIL-ORDER USERS BUY FROM MOST:

| | |
|-----------------------------|-------|
| Chain Reaction | 18.8% |
| Jenson USA | 18.6% |
| Amazon | 8.6% |
| Worldwide Cyclery | 7.3% |
| Bike-Components | 4.3% |
| Bike24 | 4.1% |
| Ebay | 3.8% |
| Mountain Bikes Direct | 3.1% |
| Wiggle | 2.8% |
| Bike-Discount | 2.6% |
| Competitive Cyclist | 2.4% |
| Pushys Australia | 2.1% |
| Probikeshop.fr | 1.9% |
| Backcountry | 1.8% |
| Universal Cycles | 1.7% |
| Alltricks | 1.2% |

| | |
|----------------------------------|------|
| Bikester | 0.9% |
| AliExpress | 0.8% |
| R2 Bikes | 0.8% |
| Tredz | 0.8% |
| Merlin Cycles | 0.7% |
| REI | 0.6% |
| Bikeshop.no | 0.6% |
| Torpedo 7 | 0.5% |
| Bike Tires Direct..... | 0.4% |
| Hibike | 0.4% |
| Evo | 0.4% |
| TBS | 0.3% |
| Cambria Bicycle Outfitters | 0.2% |
| Colorado Cyclist | 0.2% |
| Evans Cycles..... | 0.2% |
| Nashbar | 0.2% |
| Performance..... | 0.2% |
| Tree Fort Bikes | 0.2% |
| Bikes Direct | 0.2% |
| BikeParts.com..... | 0.2% |
| Koloshop..... | 0.2% |
| Modern Bike | 0.2% |
| Allegro | 0.2% |
| Bukalapak | 0.2% |
| Direct from manufacturer | 0.2% |
| Fanatik | 0.2% |
| Pro Bike Supply..... | 0.2% |
| Canada Bicycle Parts | 0.1% |
| Price Point..... | 0.1% |
| Amain | 0.1% |
| Art's Cyclery | 0.1% |
| Bikewagon.com | 0.1% |
| AEBike.com | 0.1% |
| Blue Sky Cycling..... | 0.1% |
| Rowerow | 0.1% |
| Wheelworld.com..... | 0.1% |
| Misc. / Fill-In..... | 3.7% |

ARE YOU CONSIDERING PURCHASING FROM CONSUMER-DIRECT BIKE BRAND?

| | |
|-----------|-------|
| Yes | 75.5% |
| No | 24.5% |

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

| | |
|----------------------------|-------|
| 100% of the time..... | 8.8% |
| 75 - 99% of the time | 10.2% |
| 50 - 74% of the time | 15.6% |
| 25 - 49% of the time | 12.8% |

Less than 25% of the time.....52.5%

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

| | |
|-----------------|-------|
| Average | 5.5 |
| Median | 5 |
| 0 | 13.8% |
| 1-3 | 44.8% |
| 4-6 | 22.7% |
| 7-9 | 3.1% |
| 10-12 | 6.8% |
| 13-15 | 1.0% |
| 16-18 | 1.2% |
| 19-21 | 1.0% |
| 22-24 | 0.6% |
| 25 or more..... | 5.0% |

WORK IN A BIKE SHOP?

| | |
|-----------------------------------|-------|
| Currently work in a shop | 5.3% |
| Previously worked in a shop | 15.7% |

MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months....47.3%

IF "YES," WHAT TYPE:

| | |
|-------------------------------|-------|
| Enduro / All-Mountain | 42.4% |
| Trail | 25.7% |
| Cross-country | 9.9% |
| Electric MTB..... | 8.2% |
| Downhill..... | 8.0% |
| Dirt Jump / Street / 4x | 4.1% |
| Freeride / Park | 1.8% |

IF "YES," WHAT WHEEL SIZE:

29" 54.5% |

| | |
|--------------------|-------|
| 27.5" / 650b | 24.8% |
| 27.5+..... | 10.6% |
| 26" | 4.9% |
| 29+..... | 3.4% |
| 26+..... | 1.4% |
| Fat bike | 0.6% |

IF "YES," BRAND:

| | |
|-------------------------|-------|
| Undecided..... | 20.7% |
| Santa Cruz | 6.4% |
| Specialized..... | 6.1% |
| YT Industries | 5.6% |
| Trek | 4.7% |
| Commencal..... | 4.3% |
| Canyon..... | 3.9% |
| Norco | 3.2% |
| Giant | 2.7% |
| Scott..... | 2.5% |
| Yeti | 2.5% |
| Ibis | 2.5% |
| Transition..... | 2.4% |
| Pivot..... | 2.2% |
| Kona | 1.4% |
| Rocky Mountain | 1.5% |
| Nukeproof..... | 1.3% |
| Cannondale | 1.2% |
| Evil | 1.1% |
| Marin | 1.1% |
| Orbea | 1.0% |
| GT..... | 0.9% |
| Devinci | 0.9% |
| Propain..... | 0.9% |
| Merida | 0.8% |
| Polygon..... | 0.8% |
| Intense | 0.8% |
| Cube..... | 0.7% |
| Vitus | 0.7% |
| Revel..... | 0.7% |
| Diamondback..... | 0.6% |
| Privateer..... | 0.5% |
| Whyte | 0.5% |
| Mondraker | 0.5% |
| Fezzari | 0.5% |
| Salsa..... | 0.4% |
| Banshee | 0.4% |
| Dartmoor | 0.4% |
| Guerrilla Gravity | 0.4% |
| Forbidden..... | 0.4% |
| NS Bikes..... | 0.3% |
| Cotic | 0.3% |
| Knolly..... | 0.3% |
| Lapierre | 0.2% |
| Orange | 0.2% |
| Ghost | 0.2% |
| Liv/Giant | 0.2% |
| Niner | 0.2% |
| Arrow..... | 0.2% |
| BMC | 0.2% |

| | |
|------------------------|------|
| Chromag..... | 0.2% |
| Airdrop..... | 0.2% |
| Bird..... | 0.2% |
| Canfield Brothers..... | 0.2% |
| Focus..... | 0.2% |
| Haro..... | 0.2% |
| KTM..... | 0.2% |
| Nicolai..... | 0.2% |
| Surly..... | 0.2% |
| Airborne..... | 0.1% |
| Eminent..... | 0.1% |
| Fuji..... | 0.1% |
| Jamis..... | 0.1% |
| Radon..... | 0.1% |
| Ragley..... | 0.1% |
| Zerode..... | 0.1% |
| Agang..... | 0.1% |
| Bianchi..... | 0.1% |
| Saracen..... | 0.1% |
| Alchemy..... | 0.1% |
| Antidote..... | 0.1% |
| Hope..... | 0.1% |
| Mongoose..... | 0.1% |
| On-One..... | 0.1% |
| Pole..... | 0.1% |
| Felt..... | 0.1% |
| KHS..... | 0.1% |
| Kross..... | 0.1% |
| Motobecane..... | 0.1% |
| Pyga..... | 0.1% |
| Starling..... | 0.1% |
| Deviante..... | 0.1% |
| Rose..... | 0.1% |
| Spot Brand..... | 0.1% |
| Misc. / Fill-In..... | 2.8% |

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

| | |
|------------------------|-------|
| <i>Undecided</i> | 18.4% |
| Santa Cruz..... | 6.6% |
| YT Industries..... | 6.5% |
| Specialized..... | 5.7% |
| Commencal..... | 5.4% |
| Yeti..... | 3.9% |
| Transition..... | 3.7% |
| Norco..... | 3.5% |
| Pivot..... | 3.5% |
| Canyon..... | 3.4% |
| Trek..... | 3.3% |
| Ibis..... | 3.2% |
| Nukeproof..... | 1.8% |
| Evil..... | 1.7% |
| Rocky Mountain..... | 1.7% |
| Propain..... | 1.6% |
| Scott..... | 1.6% |

| | |
|----------------|------|
| Giant..... | 1.5% |
| Kona..... | 1.4% |
| Privateer..... | 1.2% |

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

| | |
|------------------------|-------|
| <i>Undecided</i> | 24.7% |
| Santa Cruz..... | 6.8% |
| Trek..... | 5.1% |
| Specialized..... | 4.3% |
| Giant..... | 4.2% |
| YT Industries..... | 4.2% |
| Ibis..... | 3.9% |
| Norco..... | 3.7% |
| Canyon..... | 3.0% |
| Scott..... | 2.1% |
| Yeti..... | 2.0% |
| Marin..... | 1.9% |
| Transition..... | 1.9% |
| Pivot..... | 1.8% |
| Commencal..... | 1.7% |
| Kona..... | 1.7% |
| Orbea..... | 1.6% |
| Nukeproof..... | 1.4% |
| Cannondale..... | 1.3% |
| Rocky Mountain..... | 1.2% |

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

| | |
|------------------------|-------|
| <i>Undecided</i> | 12.8% |
| Specialized..... | 9.7% |
| YT Industries..... | 8.8% |
| Santa Cruz..... | 8.4% |
| Commencal..... | 8.1% |
| Scott..... | 5.6% |
| Trek..... | 5.0% |
| Canyon..... | 3.8% |
| Giant..... | 3.8% |
| Devinici..... | 2.8% |
| Norco..... | 2.8% |
| GT..... | 2.2% |
| Intense..... | 2.2% |
| Transition..... | 2.2% |
| Yeti..... | 2.2% |
| Pivot..... | 1.6% |
| Mondraker..... | 1.3% |
| Nukeproof..... | 1.3% |
| Rocky Mountain..... | 1.3% |
| Arrow..... | 0.9% |
| Evil..... | 0.9% |
| Kona..... | 0.9% |

| | |
|---------------|------|
| NS Bikes..... | 0.9% |
|---------------|------|

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

| | |
|------------------------|-------|
| <i>Undecided</i> | 20.5% |
| Santa Cruz..... | 7.8% |
| YT Industries..... | 7.8% |
| Commencal..... | 4.7% |
| Canyon..... | 4.6% |
| Transition..... | 4.2% |
| Specialized..... | 3.6% |
| Trek..... | 3.4% |
| Norco..... | 2.6% |
| Giant..... | 2.5% |
| Nukeproof..... | 2.1% |
| Yeti..... | 2.0% |
| Scott..... | 1.8% |
| Marin..... | 1.7% |
| Pivot..... | 1.5% |
| Ibis..... | 1.4% |
| Kona..... | 1.4% |
| Rocky Mountain..... | 1.4% |
| Intense..... | 1.3% |
| Propain..... | 1.2% |

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

| | |
|------------------------|-------|
| <i>Undecided</i> | 19.5% |
| Specialized..... | 7.1% |
| Santa Cruz..... | 5.9% |
| YT Industries..... | 5.2% |
| Trek..... | 5.2% |
| Commencal..... | 4.3% |
| Ibis..... | 3.7% |
| Norco..... | 3.6% |
| Canyon..... | 3.4% |
| Yeti..... | 3.1% |
| Scott..... | 3.1% |
| Giant..... | 2.8% |
| Pivot..... | 2.7% |
| Transition..... | 2.1% |
| Rocky Mountain..... | 1.7% |
| Cannondale..... | 1.5% |
| Kona..... | 1.5% |
| Orbea..... | 1.5% |
| Evil..... | 1.3% |
| Privateer..... | 1.0% |

FRAME:

Will purchase within 12 months ...20.4%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| <i>Undecided</i> | 19.6% |
| Santa Cruz | 8.3% |
| Specialized | 3.9% |
| Commencal | 3.8% |
| Yeti | 3.8% |
| Transition | 3.7% |
| Ibis | 2.6% |
| Trek | 2.5% |
| Evil | 2.4% |
| Banshee | 2.2% |
| Norco | 1.8% |
| Scott | 1.8% |
| Kona | 1.5% |
| Canyon | 1.4% |
| Giant | 1.4% |
| Nukeproof | 1.4% |
| Pivot | 1.4% |
| Dartmoor | 1.2% |
| YT | 1.2% |
| Marin | 1.1% |
| Marino | 1.1% |
| Cotic | 1.0% |
| Canfield Brothers | 0.9% |
| Chromag | 0.9% |
| Intense | 0.9% |
| Privateer | 0.9% |
| GT | 0.9% |
| Guerrilla Gravity | 0.9% |
| Forbidden | 0.8% |
| Revel | 0.8% |
| Rocky Mountain | 0.8% |
| Knolly | 0.8% |
| NS Bikes | 0.8% |
| Cannondale | 0.7% |
| Nicolai | 0.6% |
| Surly | 0.6% |
| Airborne | 0.5% |
| Airdrop | 0.5% |
| Devinci | 0.5% |
| Mondraker | 0.5% |
| On-One | 0.5% |
| Propain | 0.5% |
| Ragley | 0.5% |
| Starling | 0.5% |
| Alchemy | 0.4% |
| Bird | 0.4% |
| Orange | 0.4% |
| Pole | 0.4% |
| RSD | 0.4% |
| Deviate | 0.4% |
| Stanton | 0.4% |
| Orbea | 0.4% |
| Production Privee | 0.4% |

| | |
|----------------------------|------|
| BMC | 0.3% |
| KTM | 0.3% |
| Octane One | 0.3% |
| Salsa | 0.3% |
| Army | 0.2% |
| DMR | 0.2% |
| Nordest | 0.2% |
| Saracen | 0.2% |
| Agang | 0.2% |
| Bianchi | 0.2% |
| Cube | 0.2% |
| Da Bomb | 0.2% |
| Eminent | 0.2% |
| Fezzari | 0.2% |
| Foes | 0.2% |
| Jamis | 0.2% |
| Merida | 0.2% |
| Niner | 0.2% |
| Pace | 0.2% |
| Pipedream | 0.2% |
| Pyga | 0.2% |
| Raaw | 0.2% |
| Vassago | 0.2% |
| Zerode | 0.2% |
| Alutech | 0.1% |
| Atomlab | 0.1% |
| Black Market | 0.1% |
| Diamondback | 0.1% |
| Focus | 0.1% |
| Haro | 0.1% |
| Lynskey | 0.1% |
| Mongoose | 0.1% |
| Moots | 0.1% |
| Polygon | 0.1% |
| Schwinn | 0.1% |
| Antidote | 0.1% |
| Arrow | 0.1% |
| BH | 0.1% |
| Bicycle Fabrications | 0.1% |
| Bilt | 0.1% |
| Bionicon | 0.1% |
| BTR | 0.1% |
| Chumba | 0.1% |
| Cove | 0.1% |
| Dean | 0.1% |
| Deity | 0.1% |
| Dialed | 0.1% |
| DK | 0.1% |
| Ellsworth | 0.1% |
| Fuji | 0.1% |
| Ghost | 0.1% |
| Identiti | 0.1% |
| Karpiel | 0.1% |
| Kavenz | 0.1% |
| KHS | 0.1% |
| Kingdom | 0.1% |
| Lapierre | 0.1% |
| Liteville | 0.1% |
| Look | 0.1% |
| Morewood | 0.1% |

| | |
|------------------------------|------|
| Morpheus | 0.1% |
| Radon | 0.1% |
| Redline | 0.1% |
| Ritchey | 0.1% |
| Rose | 0.1% |
| Seven | 0.1% |
| Spot | 0.1% |
| Stevens | 0.1% |
| Supercor | 0.1% |
| Tantrum | 0.1% |
| Tonic Fabrication | 0.1% |
| Triton | 0.1% |
| Turner | 0.1% |
| Voodoo | 0.1% |
| Zumbi | 0.1% |
| <i>Misc. / Fill-In</i> | 3.5% |

SUSPENSION FORK:

Will purchase within 12 months... 28.0%

IF "YES," WHAT BRAND:

| | |
|------------------------------|-------|
| Fox | 37.8% |
| RockShox | 23.7% |
| <i>Undecided</i> | 13.3% |
| Marzocchi | 4.7% |
| DVO | 4.3% |
| Manitou | 2.9% |
| Ohlins | 2.8% |
| SR Suntour | 2.7% |
| Cane Creek | 2.3% |
| MRP | 1.4% |
| X-Fusion | 0.6% |
| Formula | 0.5% |
| Cannondale | 0.3% |
| RST | 0.3% |
| BOS | 0.3% |
| DT Swiss | 0.3% |
| Magura | 0.3% |
| EXT | 0.3% |
| Trust Performance | 0.2% |
| Intend | 0.2% |
| DNM | 0.1% |
| Scott | 0.1% |
| Specialized | 0.1% |
| Spinner | 0.1% |
| <i>Misc. / Fill-In</i> | 0.7% |

REAR SHOCK:

Will purchase within 12 months... 19.8%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Fox | 39.3% |
| RockShox | 15.8% |
| <i>Undecided</i> | 10.0% |

| | |
|-----------------|------|
| DVO | 6.5% |
| Ohlins | 5.8% |
| Cane Creek | 5.1% |
| EXT | 4.0% |
| Push Industries | 3.6% |
| Marzocchi | 2.1% |
| Manitou | 1.2% |
| MRP | 1.1% |
| X-Fusion | 1.0% |
| SR Suntour | 0.9% |
| BOS | 0.4% |
| Avalanche | 0.3% |
| Curnutt | 0.3% |
| DT Swiss | 0.3% |
| DNM | 0.2% |
| Fast | 0.2% |
| Specialized | 0.2% |
| Magura | 0.2% |
| Diverse | 0.1% |
| Intend | 0.1% |
| KS/Kind Shock | 0.1% |
| Scott | 0.1% |
| Misc. / Fill-In | 1.0% |

WHEELSET:

Will purchase within 12 months ...32.3%

IF "YES," PRE-BUILT OR CUSTOM:

| | |
|-----------|-------|
| Pre-built | 57.6% |
| Custom | 42.4% |

IF "PRE-BUILT", MATERIAL

| | |
|-----------|-------|
| Aluminum | 50.6% |
| Carbon | 29.3% |
| Undecided | 20.1% |

IF "PRE-BUILT", INTERNAL RIM WIDTH:

| | |
|-----------------|-------|
| Undecided | 26.9% |
| 25 mm and under | 2.9% |
| 26 - 29 mm | 13.4% |
| 30 mm | 34.9% |
| 31 - 34 mm | 14.8% |
| 35 mm | 5.4% |
| 36 mm and over | 1.8% |

IF "PRE-BUILT," WHAT BRAND:

| | |
|-----------|-------|
| Undecided | 23.5% |
|-----------|-------|

| | |
|----------------------|-------|
| DT Swiss | 11.1% |
| Industry Nine | 7.9% |
| Hunt | 4.2% |
| crankbrothers | 3.7% |
| Stan's NoTubes | 3.4% |
| Spank | 3.3% |
| Bontrager | 3.2% |
| Mavic | 3.2% |
| Hope | 3.1% |
| Race Face | 2.3% |
| Reserve (Santa Cruz) | 2.3% |
| ENVE | 2.3% |
| We Are One | 2.2% |
| e*thirteen | 2.1% |
| Halo | 2.0% |
| Roval | 2.0% |
| WTB | 1.5% |
| NOBL | 1.3% |
| Zipp | 1.2% |
| Shimano | 1.1% |
| Ibis | 0.9% |
| Nukeproof | 0.9% |
| Giant | 0.7% |
| Reynolds | 0.7% |
| Sun Ringle | 0.6% |
| Light Bicycles | 0.5% |
| Newmen | 0.5% |
| RideFast Racing | 0.4% |
| BOX Components | 0.3% |
| Fulcrum | 0.3% |
| SRAM | 0.3% |
| Alpha | 0.3% |
| American Classic | 0.3% |
| Easton | 0.3% |
| Novatec | 0.3% |
| Revel | 0.3% |
| Atomik Carbon | 0.2% |
| Chromag | 0.2% |
| Dartmoor | 0.2% |
| Control Tech | 0.1% |
| Factor | 0.1% |
| FSA | 0.1% |
| Guerrilla Gravity | 0.1% |
| Maddux | 0.1% |
| Nextie | 0.1% |
| NS Bikes | 0.1% |
| On-One | 0.1% |
| Reverse Components | 0.1% |
| Salsa | 0.1% |
| Spinergy | 0.1% |
| Superstar | 0.1% |
| A-Class | 0.1% |
| Acros | 0.1% |
| Azonic | 0.1% |
| Cole Wheels | 0.1% |
| MSC | 0.1% |
| Syncros | 0.1% |
| Velocity | 0.1% |
| Misc. / Fill-In | 2.9% |

IF "CUSTOM", RIM MATERIAL:

| | |
|-----------|-------|
| Aluminum | 48.9% |
| Carbon | 35.8% |
| Undecided | 15.7% |

IF "CUSTOM", INTERNAL RIM WIDTH:

| | |
|-----------------|-------|
| Undecided | 17.0% |
| 25 mm and under | 2.8% |
| 26 - 29 mm | 13.8% |
| 30 mm | 37.5% |
| 31 - 34 mm | 16.6% |
| 35 mm | 9.2% |
| 36 mm and over | 3.1% |

IF "CUSTOM," WHAT BRAND OF RIMS:

| | |
|----------------------|-------|
| Undecided | 23.1% |
| DT Swiss | 15.6% |
| Stan's NoTubes | 6.4% |
| We Are One | 5.7% |
| Spank | 4.8% |
| Industry Nine | 4.7% |
| Reserve (Santa Cruz) | 3.6% |
| ENVE | 2.7% |
| NOBL | 2.3% |
| Race Face | 1.9% |
| WTB | 1.9% |
| Hope | 1.8% |
| Light Bicycle | 1.8% |
| crankbrothers | 1.5% |
| e*thirteen | 1.4% |
| Halo | 1.2% |
| Mavic | 1.2% |
| Bontrager | 0.8% |
| Ibis | 0.8% |
| Newmen | 0.8% |
| NOX Composites | 0.8% |
| Sun Ringle | 0.8% |
| Zipp | 0.8% |
| Reynolds | 0.7% |
| Alex | 0.6% |
| Easton | 0.5% |
| Revel | 0.5% |
| Atomik Carbon | 0.4% |
| Nukeproof | 0.4% |
| SRAM | 0.4% |
| Nextie | 0.4% |
| Roval | 0.4% |
| Wheelworks | 0.4% |
| Specialized | 0.4% |
| Black Crow | 0.3% |
| Canfield Brothers | 0.3% |
| Derby | 0.3% |

| | |
|-----------------------|------|
| Duke..... | 0.3% |
| 8150..... | 0.2% |
| Acros..... | 0.2% |
| Asterion..... | 0.2% |
| Azonic..... | 0.2% |
| Blackjack..... | 0.2% |
| Chromag..... | 0.2% |
| Formula..... | 0.2% |
| Gravity..... | 0.2% |
| Kore..... | 0.2% |
| NS Bikes..... | 0.2% |
| Ryde..... | 0.2% |
| Shimano..... | 0.2% |
| Velocity..... | 0.2% |
| Weinmann..... | 0.2% |
| Alpha..... | 0.1% |
| American Classic..... | 0.1% |
| Atomlab..... | 0.1% |
| Bombshell..... | 0.1% |
| Da Bomb..... | 0.1% |
| Dartmoor..... | 0.1% |
| Deflexion..... | 0.1% |
| DMR..... | 0.1% |
| Factor..... | 0.1% |
| Funn..... | 0.1% |
| HED..... | 0.1% |
| Novatec..... | 0.1% |
| Octane One..... | 0.1% |
| Ritchey..... | 0.1% |
| Superstar..... | 0.1% |
| Syncros..... | 0.1% |
| Syntaxe..... | 0.1% |
| Misc. / Fill-In..... | 3.4% |

IF "CUSTOM," WHAT BRAND OF HUBS:

| | |
|-----------------------|-------|
| Industry Nine..... | 19.8% |
| Undecided..... | 15.5% |
| Hope..... | 15.2% |
| DT Swiss..... | 11.1% |
| Onyx..... | 8.4% |
| Chris King..... | 7.8% |
| Shimano..... | 3.8% |
| Race Face..... | 1.5% |
| Profile..... | 1.2% |
| Novatec..... | 1.1% |
| Spank..... | 1.1% |
| e*thirteen..... | 1.0% |
| Halo..... | 1.0% |
| Project 321..... | 1.0% |
| SRAM..... | 0.9% |
| Bontrager..... | 0.6% |
| crankbrothers..... | 0.5% |
| Factor..... | 0.5% |
| Hadley..... | 0.5% |
| Atomlab..... | 0.4% |
| White Industries..... | 0.4% |

| | |
|-------------------------|------|
| Aivee..... | 0.3% |
| American Classic..... | 0.3% |
| Formula..... | 0.3% |
| Nukeproof..... | 0.3% |
| Specialized..... | 0.3% |
| Sun Ringle..... | 0.3% |
| Acros..... | 0.2% |
| Alpha..... | 0.2% |
| Azonic..... | 0.2% |
| Da Bomb..... | 0.2% |
| Easton..... | 0.2% |
| Mavic..... | 0.2% |
| NOBL..... | 0.2% |
| Phil Wood..... | 0.2% |
| Reverse Components..... | 0.2% |
| Stan's NoTubes..... | 0.2% |
| Aerial Industries..... | 0.1% |
| Bombshell..... | 0.1% |
| Box..... | 0.1% |
| Burgtec..... | 0.1% |
| Campagnolo..... | 0.1% |
| Canfield Brothers..... | 0.1% |
| Dartmoor..... | 0.1% |
| DMR..... | 0.1% |
| Fatback..... | 0.1% |
| Fire Eye..... | 0.1% |
| Funn..... | 0.1% |
| Hugi..... | 0.1% |
| KHE..... | 0.1% |
| Kore..... | 0.1% |
| Marzocchi..... | 0.1% |
| NS Bikes..... | 0.1% |
| Paul's..... | 0.1% |
| Superstar..... | 0.1% |
| Tune..... | 0.1% |
| Misc. / Fill-In..... | 2.0% |

TIRES:

Will purchase within 12 months...73.7%

IF "YES," WHAT BRAND:

| | |
|------------------|-------|
| Maxxis..... | 52.8% |
| Undecided..... | 13.2% |
| Schwalbe..... | 8.0% |
| Michelin..... | 5.0% |
| Continental..... | 4.8% |
| Specialized..... | 2.7% |
| WTB..... | 2.7% |
| Bontrager..... | 1.9% |
| Kenda..... | 1.8% |
| Vittoria..... | 1.7% |
| e*thirteen..... | 0.7% |
| Onza..... | 0.7% |
| Goodyear..... | 0.5% |
| Vee Tire Co..... | 0.4% |
| Versus..... | 0.4% |
| Teravail..... | 0.3% |

| | |
|----------------------|------|
| Hutchinson..... | 0.3% |
| Pirelli..... | 0.3% |
| Mavic..... | 0.2% |
| Panaracer..... | 0.2% |
| Tioga..... | 0.2% |
| 45North..... | 0.1% |
| CST..... | 0.1% |
| DMR..... | 0.1% |
| Surly..... | 0.1% |
| Halo..... | 0.1% |
| IRC..... | 0.1% |
| Nokian..... | 0.1% |
| Misc. / Fill-In..... | 0.7% |

FAVORITE SEALANT BRAND:

| | |
|---------------------------|-------|
| Stan's..... | 49.6% |
| Orange Seal..... | 14.3% |
| Muc-Off..... | 8.3% |
| Joe's No-Flats..... | 3.9% |
| Continental..... | 3.4% |
| Bontrager..... | 3.4% |
| Slime..... | 3.2% |
| Schwalbe..... | 3.0% |
| Peaty's..... | 2.4% |
| Effetto Caffelatex..... | 1.4% |
| Finish Line..... | 1.4% |
| e13 Tire Plasma..... | 1.1% |
| TruckerCo..... | 0.9% |
| Hutchison..... | 0.6% |
| Vittoria..... | 0.3% |
| Specialized..... | 0.2% |
| Wickens & Soderstrom..... | 0.2% |
| Goat Head..... | 0.1% |
| Monkey Sauce..... | 0.1% |
| OKO..... | 0.1% |
| Giant..... | 0.1% |
| Misc. / Fill-In..... | 2.0% |

TIRE INSERTS:

Will purchase within 12 months... 25.5%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Cush Core..... | 42.2% |
| Undecided..... | 24.6% |
| Nukeproof..... | 6.5% |
| Schwalbe..... | 5.5% |
| Rimpack..... | 3.6% |
| Vittoria..... | 3.4% |
| Huck Norris..... | 2.4% |
| Tannus..... | 2.0% |
| Pepi's..... | 1.8% |
| Bell..... | 1.4% |
| Flat Tire Defender..... | 1.4% |
| Mynesweepers..... | 0.9% |
| Panzer..... | 0.9% |

Misc. / Fill-In 3.5%

HANDLEBARS:

Will purchase within 12 months ... 26.6%

IF "YES," WHAT BRAND:

Undecided 18.5%
 Rental 14.8%
 OneUp Components 9.6%
 Deity 9.4%
 Race Face 8.6%
 Chromag 4.4%
 Spank 3.7%
 Nukeproof 2.4%
 ENVE 2.3%
 Burgtec 2.0%
 PNW Components 1.7%
 Bontrager 0.8%
 e*thirteen 0.8%
 Easton 0.8%
 SQLabs 0.8%
 Thomson 0.8%
 Joystick 0.7%
 Pro Taper 0.7%
 Santa Cruz 0.7%
 Answer 0.6%
 Syncros 0.6%
 ANVL 0.6%
 crankbrothers 0.6%
 Hope 0.6%
 Truvativ 0.6%
 FSA 0.6%
 Funn 0.6%
 Pro Components 0.5%
 Ritchey 0.5%
 DMR 0.5%
 Giant 0.4%
 Specialized 0.4%
 Syntace 0.4%
 Tag Metals 0.4%
 We Are One 0.4%
 NS Bikes 0.4%
 Alpha 0.3%
 Azonic 0.3%
 BOX Components 0.3%
 Fasst 0.3%
 Dartmoor 0.3%
 Surly 0.3%
 Atomic 0.2%
 Kore 0.2%
 ODI 0.2%
 3T 0.2%
 Ibis 0.2%
 Kona 0.2%
 Truvativ / TLD 0.2%
 Acros 0.1%
 Blackspire 0.1%

Black Market 0.1%
 Newmen 0.1%
 Control Tech 0.1%
 Jones 0.1%
 On-One 0.1%
 Reverse Components 0.1%
 Salsa 0.1%
 WTB 0.1%
 Dimension 0.1%
 Sixpack 0.1%
 Whisky Parts Company 0.1%
 Misc. / Fill-In 2.7%

STEM:

Will purchase within 12 months... 21.5%

IF "YES," WHAT BRAND:

Undecided 22.2%
 Race Face 9.7%
 Deity 9.5%
 Rental 8.1%
 OneUp Components 5.1%
 Chromag 4.8%
 Industry Nine 4.7%
 Burgtec 2.6%
 Spank 2.4%
 Thomson 2.4%
 Nukeproof 2.3%
 Hope 2.0%
 ENVE 1.6%
 PNW Components 1.3%
 Funn 1.3%
 Bontrager 1.1%
 Truvativ 1.0%
 ANVL 0.9%
 DMR 0.8%
 e*thirteen 0.8%
 crankbrothers 0.6%
 Dartmoor 0.6%
 Pro Components 0.6%
 Syntace 0.6%
 3T 0.5%
 77 Designz 0.5%
 Intend 0.5%
 Kore 0.5%
 NS Bikes 0.5%
 Ritchey 0.5%
 FSA 0.4%
 Specialized 0.4%
 Answer 0.3%
 Easton 0.3%
 Giant 0.3%
 Joystick 0.3%
 RevGrips 0.3%
 Tag Metals 0.3%
 We Are One 0.3%
 Syncros 0.3%

9point8 0.2%
 Acros 0.2%
 Alpha 0.2%
 BOX Components 0.2%
 Kona 0.2%
 Profile 0.2%
 Pro Taper 0.2%
 Azonic 0.2%
 Cannondale 0.2%
 GT 0.2%
 Sixpack 0.2%
 Control Tech 0.1%
 Gamut 0.1%
 Gravity 0.1%
 North Shore Billet 0.1%
 On-One 0.1%
 Reverse Components 0.1%
 Salsa 0.1%
 Twenty6 0.1%
 WTB 0.1%
 Atomlab 0.1%
 Black Market 0.1%
 Blackspire 0.1%
 Coda 0.1%
 Kcnc 0.1%
 ODI 0.1%
 Onoff 0.1%
 Point One Racing 0.1%
 Promax 0.1%
 Rotor 0.1%
 Superstar 0.1%
 Titec 0.1%
 Transition 0.1%
 Xlc 0.1%
 Zipp 0.1%
 Misc. / Fill-In 2.3%

GRIPS:

Will purchase within 12 months... 52.6%

IF "YES," WHAT BRAND:

Undecided 18.8%
 ODI 16.8%
 Ergon 13.0%
 DMR 8.3%
 Deity 6.3%
 ESI 3.6%
 Sensus 2.8%
 Race Face 2.7%
 Lizard Skins 2.5%
 PNW Components 2.4%
 Rev Grips 2.2%
 Chromag 1.8%
 Rental 1.8%
 Oury 1.3%
 OneUp Components 1.3%
 crankbrothers 1.1%

| | |
|------------------------|------|
| Burgtec | 1.1% |
| Nukeproof | 0.8% |
| Specialized | 0.8% |
| Bontrager..... | 0.8% |
| Santa Cruz | 0.6% |
| Fabric | 0.5% |
| Wolf Tooth..... | 0.5% |
| SRAM | 0.4% |
| Pivot | 0.4% |
| Spank..... | 0.4% |
| Giant..... | 0.4% |
| Hope..... | 0.4% |
| Troy Lee Designs | 0.3% |
| SQ Labs..... | 0.3% |
| Cult..... | 0.3% |
| WTB..... | 0.3% |
| BOX Components | 0.2% |
| Answer | 0.2% |
| Evil..... | 0.2% |
| Joystick..... | 0.2% |
| Syncros | 0.2% |
| NS Bikes | 0.2% |
| Azonic | 0.2% |
| Ritchey | 0.2% |
| SDG..... | 0.2% |
| ANVL..... | 0.1% |
| Pro Components | 0.1% |
| Supacaz | 0.1% |
| Acros | 0.1% |
| Dartmoor | 0.1% |
| Kona | 0.1% |
| Red Monkey | 0.1% |
| Tag Metals..... | 0.1% |
| Funn | 0.1% |
| Serfas..... | 0.1% |
| A'ME..... | 0.1% |
| Animal..... | 0.1% |
| Easton..... | 0.1% |
| Gravity | 0.1% |
| GripShift..... | 0.1% |
| Odyssey | 0.1% |
| Sixpack | 0.1% |
| SNAFU..... | 0.1% |
| Superstar..... | 0.1% |
| Yeti..... | 0.1% |
| Misc. / Fill-In | 1.5% |

HEADSET:

Will purchase within 12 months ... 14.4%

IF "YES," WHAT BRAND:

| | |
|-----------------------|-------|
| Cane Creek..... | 31.9% |
| Chris King | 18.9% |
| Undecided | 17.5% |
| Hope | 7.5% |
| FSA | 6.5% |
| Works Components..... | 2.9% |

| | |
|-------------------------|------|
| Wolftooth | 2.3% |
| Nukeproof..... | 1.5% |
| Shimano..... | 1.4% |
| Acros | 1.2% |
| Giant..... | 0.8% |
| Da Bomb | 0.7% |
| Aheadset | 0.6% |
| Ritchey | 0.6% |
| Dartmoor | 0.5% |
| Syncros | 0.5% |
| Alpha | 0.4% |
| Brand-X..... | 0.4% |
| Pro Components | 0.3% |
| Acor | 0.3% |
| Animal | 0.3% |
| Eastern..... | 0.2% |
| Octane One..... | 0.2% |
| Syntace | 0.2% |
| BBB..... | 0.1% |
| Candy Components | 0.1% |
| Colony | 0.1% |
| Funn..... | 0.1% |
| Mortop | 0.1% |
| OnOff | 0.1% |
| On-One | 0.1% |
| Reverse Components..... | 0.1% |
| Rove | 0.1% |
| Shadow Conspiracy..... | 0.1% |
| Sixpack | 0.1% |
| Superstar..... | 0.1% |
| VP Components | 0.1% |
| Misc. / Fill-In..... | 1.3% |

BRAKES:

Will purchase within 12 months...29.3%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Shimano..... | 41.1% |
| SRAM | 15.9% |
| Magura | 11.0% |
| Undecided..... | 9.5% |
| Hope | 8.6% |
| TRP | 4.4% |
| Avid..... | 2.3% |
| Hayes..... | 2.0% |
| Formula | 1.9% |
| Trickstuff..... | 1.2% |
| Tektro | 0.6% |
| Box Components | 0.3% |
| Brake Force One..... | 0.2% |
| Atomlab..... | 0.1% |
| FSA | 0.1% |
| Grimeca | 0.1% |
| Misc. / Fill-In..... | 0.8% |

DERAILLEURS:

Will purchase within 12 months... 25.5%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Shimano..... | 46.7% |
| SRAM..... | 36.8% |
| Undecided..... | 7.2% |
| BOX Components | 4.8% |
| Mircoshift | 2.2% |
| TRP | 1.4% |
| Acros | 0.2% |
| Campagnolo..... | 0.2% |
| SR Suntour | 0.1% |
| Sunrace | 0.1% |
| Rotor..... | 0.1% |
| Misc. / Fill-In..... | 0.4% |

CRANKS:

Will purchase within 12 months... 17.9%

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Shimano | 22.7% |
| SRAM..... | 19.8% |
| Race Face | 15.1% |
| Undecided..... | 14.2% |
| Cane Creek | 5.2% |
| Hope | 3.4% |
| Truvativ | 3.4% |
| e*thirteen | 2.8% |
| Crank Brothers | 2.0% |
| FSA..... | 1.4% |
| Rotor..... | 1.1% |
| DMR..... | 0.8% |
| Canfield Brothers | 0.6% |
| BOX Components | 0.5% |
| Deity | 0.5% |
| Profile | 0.5% |
| Praxis Works | 0.4% |
| Odyssey | 0.4% |
| Ingrid | 0.4% |
| Atomlab | 0.3% |
| Bontrager | 0.3% |
| Miranda Bike Parts..... | 0.3% |
| Blackspire..... | 0.2% |
| Cannondale..... | 0.2% |
| GT..... | 0.2% |
| Middleburn | 0.2% |
| White Industries | 0.2% |
| Stages..... | 0.2% |
| BOR..... | 0.1% |
| Cook Brothers..... | 0.1% |
| Dartmoor | 0.1% |
| Demolition..... | 0.1% |
| Funn..... | 0.1% |

| | |
|-----------------------|------|
| SR Suntour | 0.1% |
| Colony | 0.1% |
| DK | 0.1% |
| Gravity | 0.1% |
| Paul | 0.1% |
| Primo | 0.1% |
| Specialized | 0.1% |
| Surly | 0.1% |
| Syncros | 0.1% |
| THM Carbones | 0.1% |
| Misc. / Fill-In | 1.4% |

BOTTOM BRACKET:

Will purchase within 12 months ... 19.0%

IF "YES," WHAT BRAND:

| | |
|----------------------------|-------|
| Shimano | 21.9% |
| Undecided | 18.7% |
| SRAM | 16.7% |
| Chris King | 8.6% |
| Race Face | 8.5% |
| Hope | 7.5% |
| Wheels Manufacturing | 3.4% |
| E*Thirteen | 2.4% |
| Cane Creek | 2.1% |
| Enduro Bearings | 1.8% |
| FSA | 1.6% |
| Praxis | 1.1% |
| GXP | 1.0% |
| BBInfinite | 0.8% |
| Truvativ | 0.8% |
| Rotor | 0.5% |
| White Industries | 0.5% |
| Profile | 0.3% |
| Acros | 0.2% |
| Kogel | 0.2% |
| Token | 0.2% |
| Nukeproof | 0.2% |
| Misc. / Fill-In | 0.8% |

1X FRONT CHAINRING:

Will purchase within 12 months ... 28.8%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| Undecided | 18.2% |
| Absolute Black | 17.4% |
| SRAM | 13.6% |
| Race Face | 12.1% |
| Shimano | 8.6% |
| Wolf Tooth | 7.7% |
| OneUp Components | 5.8% |
| Hope | 2.6% |
| e*thirteen | 2.3% |
| Blackspire | 1.5% |

| | |
|-----------------------------|------|
| Burgtec | 1.4% |
| Garbaruk | 0.8% |
| Renthal | 0.8% |
| Chromag | 0.6% |
| FSA | 0.6% |
| North Shore Billet | 0.5% |
| MRP | 0.4% |
| BOX Components | 0.3% |
| Superstar | 0.3% |
| Works Components | 0.3% |
| Rotor | 0.3% |
| Csixx | 0.2% |
| Deity | 0.2% |
| Azonic | 0.2% |
| Dartmoor | 0.2% |
| On-One | 0.2% |
| Niner | 0.1% |
| Praxis Works | 0.1% |
| Profile | 0.1% |
| Reverse Components | 0.1% |
| Revolution Components | 0.1% |
| Truvativ | 0.1% |
| Snail | 0.1% |
| Uberbike | 0.1% |
| Endless | 0.1% |
| Middleburn | 0.1% |
| Surly | 0.1% |
| Misc. / Fill-In | 1.5% |

CASSETTE:

Will purchase within 12 months... 28.2%

Yes, modify existing cassette 4.7%

IF "YES," WHAT BRAND:

| | |
|------------------------|-------|
| SRAM | 37.8% |
| Shimano | 35.3% |
| SunRace | 6.0% |
| Undecided | 5.6% |
| e*thirteen | 4.4% |
| BOX Components | 3.7% |
| Garbaruk | 1.5% |
| OneUp Components | 1.1% |
| Microshift | 0.8% |
| Absolute Black | 0.7% |
| Hope | 0.7% |
| Wolf Tooth | 0.6% |
| Blackspire | 0.3% |
| Praxis | 0.2% |
| ZTTO | 0.2% |
| TRP | 0.2% |
| Sunshine | 0.2% |
| Fire Eye | 0.1% |
| Fouriers | 0.1% |
| Misc. / Fill-In | 0.6% |

CHAINGUIDE:

Will purchase within 12 months... 15.0%

IF "YES," WHAT BRAND:

| | |
|--------------------------|-------|
| Undecided | 24.3% |
| OneUp Components | 19.1% |
| e*thirteen | 14.1% |
| MRP | 13.3% |
| SRAM | 6.0% |
| Shimano | 4.6% |
| Absolute Black | 3.6% |
| Wolf Tooth | 2.0% |
| Funn | 1.5% |
| 77 Designz | 1.4% |
| Hope | 1.1% |
| FSA | 0.9% |
| Mozartt | 0.8% |
| Blackspire | 0.6% |
| DMR | 0.4% |
| CSixx | 0.4% |
| Gravity | 0.4% |
| Shaman Racing | 0.4% |
| Sixpack | 0.4% |
| Bioncion | 0.3% |
| Da Bomb | 0.3% |
| Praxis Works | 0.3% |
| Shovel | 0.3% |
| Carbocage | 0.2% |
| Mr. Dirt | 0.2% |
| Gamut | 0.1% |
| Paul | 0.1% |
| Reverse Components | 0.1% |
| Superstar | 0.1% |
| Syncros | 0.1% |
| Syntace | 0.1% |
| Truvativ | 0.1% |
| Nukeproof | 0.5% |
| Misc. / Fill-In | 2.3% |

PEDALS:

Will purchase within 12 months... 40.1%

IF "YES," WHAT TYPE:

| | |
|----------------|-------|
| Flat | 69.8% |
| Clipless | 30.2% |

IF "CLIPLESS," WHAT BRAND:

| | |
|---------------------|-------|
| Shimano | 45.2% |
| crankbrothers | 27.5% |
| Undecided | 8.2% |
| Time | 6.6% |

| | |
|-----------------------|------|
| HT | 3.9% |
| Nukeproof | 2.4% |
| Look | 1.4% |
| Xpedo | 0.8% |
| DMR..... | 0.6% |
| Misc. / Fill-In | 3.5% |

IF "FLAT," WHAT BRAND:

| | |
|---------------------------|-------|
| Undecided | 20.8% |
| crankbrothers..... | 13.4% |
| Race Face | 10.4% |
| Deity..... | 9.0% |
| OneUp Components | 7.0% |
| DMR..... | 6.5% |
| Nukeproof | 4.5% |
| Chromag..... | 3.5% |
| Burgtec | 2.6% |
| Shimano | 2.1% |
| HT | 2.0% |
| Pedaling Innovations..... | 1.5% |
| Spank..... | 1.5% |
| Hope | 1.3% |
| Bontrager..... | 0.9% |
| Canfield Brothers | 0.8% |
| Wellgo..... | 0.7% |
| Kona | 0.7% |
| Yoshimura | 0.7% |
| Specialized | 0.6% |
| ANVL..... | 0.5% |
| Odyssey..... | 0.5% |
| e*thirteen..... | 0.4% |
| Xpedo | 0.4% |
| Superstar..... | 0.4% |
| Tag Metals..... | 0.4% |
| Reverse Components..... | 0.3% |
| Cult..... | 0.3% |
| Dartmoor | 0.3% |
| Blackspire..... | 0.2% |
| NS Bikes | 0.2% |
| Sixpack..... | 0.2% |
| Issi | 0.2% |
| Da Bomb | 0.2% |
| Straitline | 0.2% |
| VP Components | 0.2% |
| Tenet..... | 0.2% |
| WTB..... | 0.2% |
| Azonic | 0.1% |
| Funn | 0.1% |
| NC-17..... | 0.1% |
| Shadow Conspiracy..... | 0.1% |
| Twenty6 | 0.1% |
| Atomlab..... | 0.1% |
| Exustar | 0.1% |
| Fire Eye..... | 0.1% |
| Gussett..... | 0.1% |
| Jet Black..... | 0.1% |
| Kore..... | 0.1% |
| Octane | 0.1% |

| | |
|----------------------|------|
| Primo | 0.1% |
| SNAFU..... | 0.1% |
| Truvativ | 0.1% |
| Misc. / Fill-In..... | 2.6% |

SEAT:

| | |
|----------|-------|
| Yes..... | 27.0% |
|----------|-------|

IF "YES," WHAT BRAND:

| | |
|-------------------------|-------|
| Undecided..... | 23.0% |
| Ergon..... | 16.3% |
| WTB..... | 12.0% |
| SDG..... | 6.0% |
| Fabric..... | 5.7% |
| Chromag..... | 5.6% |
| Specialized | 4.4% |
| Deity..... | 3.6% |
| SQ Lab..... | 3.5% |
| F'iz:ik..... | 3.1% |
| Selle Italia..... | 2.3% |
| Brooks | 1.3% |
| Charge | 1.1% |
| Bontrager..... | 0.8% |
| DMR..... | 0.8% |
| Pro Components | 0.7% |
| Burgtec | 0.7% |
| Spank..... | 0.5% |
| Race Face | 0.5% |
| ANVL..... | 0.4% |
| Nukeproof..... | 0.4% |
| Syncros..... | 0.4% |
| Giant | 0.3% |
| Joystick..... | 0.3% |
| Prologo | 0.3% |
| Selle Royal | 0.3% |
| Animal..... | 0.3% |
| Selle SMP..... | 0.3% |
| Reverse Components..... | 0.2% |
| Tag Metals..... | 0.2% |
| Serfas..... | 0.2% |
| Tioga..... | 0.2% |
| Velo | 0.2% |
| Black Market..... | 0.1% |
| FSA | 0.1% |
| Odyssey..... | 0.1% |
| Tune..... | 0.1% |
| Sensus..... | 0.1% |
| BBB..... | 0.1% |
| Funn..... | 0.1% |
| GT..... | 0.1% |
| Hoffman Bikes | 0.1% |
| Ritchey | 0.1% |
| Selle San Marco | 0.1% |
| Smanie..... | 0.1% |
| Terry..... | 0.1% |
| Bike Yoke..... | 0.1% |
| Misc. / Fill-In..... | 2.1% |

SEATPOST:

| | |
|----------|-------|
| Yes..... | 27.0% |
|----------|-------|

DROPPER SEATPOST:

| | |
|-----------------------------|-------|
| Undecided..... | 20.9% |
| OneUp Components | 18.4% |
| PNW Components | 12.6% |
| Fox..... | 12.1% |
| RockShox | 7.6% |
| BikeYoke..... | 5.2% |
| Brand X | 4.4% |
| crankbrothers | 4.1% |
| KS Suspension..... | 2.9% |
| X-Fusion..... | 1.1% |
| e*thirteen | 1.0% |
| Giant..... | 0.9% |
| 9point8..... | 0.9% |
| Bontrager..... | 0.8% |
| Race Face | 0.7% |
| SDG..... | 0.6% |
| Specialized..... | 0.6% |
| Tag Metals..... | 0.4% |
| DVO..... | 0.3% |
| FSA..... | 0.2% |
| Thomson..... | 0.2% |
| Yep Components | 0.2% |
| DNM..... | 0.2% |
| Trans-X..... | 0.2% |
| Magura..... | 0.2% |
| Gravity Dropper | 0.1% |
| Nukeproof..... | 0.1% |
| Cane Creek Thudbuster | 0.1% |
| FUNN..... | 0.1% |
| Marzocchi..... | 0.1% |
| Pro..... | 0.1% |
| Vecnum | 0.1% |
| Misc. / Fill-In..... | 2.1% |

HELMET:

| | |
|----------|-------|
| Yes..... | 40.7% |
|----------|-------|

IF "YES," WHAT TYPE:

| | |
|---|-------|
| Open Face..... | 59.7% |
| Full Face | 26.3% |
| Convertible (full-face w/removable chin guard)..... | 14.0% |

IF "FULL FACE," WHAT BRAND:

| | |
|------------------------|-------|
| Troy Lee Designs | 26.1% |
| Fox..... | 20.7% |
| Undecided..... | 18.3% |

| | |
|------------------|------|
| 100% | 6.2% |
| POC | 3.8% |
| Bell | 3.7% |
| iXS | 3.2% |
| Leatt | 2.8% |
| Kali Protectives | 2.2% |
| 7iDP | 2.0% |
| O'Neal | 1.8% |
| SixSixOne | 1.5% |
| Giro | 1.0% |
| Fly | 0.8% |
| Bluegrass | 0.6% |
| 6D | 0.5% |
| Specialized | 0.5% |
| Alpinestars | 0.4% |
| Endura | 0.4% |
| Smith Optics | 0.4% |
| MET | 0.3% |
| Shred | 0.3% |
| Sweet Protection | 0.3% |
| Urge | 0.3% |
| AGV | 0.1% |
| Bern | 0.1% |
| Bontrager | 0.1% |
| Cannondale | 0.1% |
| Catlike | 0.1% |
| Kask | 0.1% |
| Mavic | 0.1% |
| Oakley | 0.1% |
| Orbea | 0.1% |
| Rudy Project | 0.1% |
| Scott | 0.1% |
| Trek | 0.1% |
| TSG | 0.1% |
| Uvex | 0.1% |
| Misc. / Fill-In | 0.4% |

IF "OPEN FACE," WHAT BRAND:

| | |
|------------------|-------|
| Undecided | 28.5% |
| Fox | 14.1% |
| Troy Lee Designs | 9.6% |
| Giro | 9.2% |
| POC | 8.6% |
| Smith Optics | 4.8% |
| Bell | 4.5% |
| 100% | 2.6% |
| Specialized | 2.6% |
| Bontrager | 2.0% |
| Kali Protectives | 1.2% |
| Leatt | 1.2% |
| Lazer | 1.1% |
| iXS | 1.1% |
| Alpinestars | 0.7% |
| Oakley | 0.7% |
| Scott | 0.7% |
| Endura | 0.7% |

| | |
|------------------|------|
| Kask | 0.7% |
| SixSixOne | 0.7% |
| 7iDP | 0.5% |
| Fly | 0.4% |
| Sweet Protection | 0.4% |
| Bern | 0.3% |
| TSG | 0.3% |
| Shred | 0.2% |
| 6D | 0.2% |
| Giant | 0.2% |
| MET | 0.2% |
| O'Neal | 0.2% |
| Trek | 0.2% |
| Uvex | 0.2% |
| AGV | 0.1% |
| Catlike | 0.1% |
| Mavic | 0.1% |
| Pro-Tec | 0.1% |
| Urge | 0.1% |
| Cannondale | 0.1% |
| Kabuto | 0.1% |
| ONE Industries | 0.1% |
| Orbea | 0.1% |
| Suomy | 0.1% |
| Vigor | 0.1% |
| Misc. / Fill-In | 0.7% |

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

| | |
|------------------|-------|
| Bell | 37.3% |
| Undecided | 32.1% |
| Giro | 6.7% |
| Leatt | 4.6% |
| MET | 3.8% |
| Fox | 3.6% |
| Troy Lee Designs | 2.9% |
| POC | 1.4% |
| Smith Optics | 1.0% |
| Kali Protectives | 0.7% |
| 100% | 0.5% |
| 6D | 0.5% |
| Lazer | 0.5% |
| Sweet Protection | 0.5% |
| Uvex | 0.5% |
| 7iDP | 0.2% |
| Alpinestars | 0.2% |
| Bontrager | 0.2% |
| Catlike | 0.2% |
| Endura | 0.2% |
| iXS | 0.2% |
| O'Neal | 0.2% |
| Oakley | 0.2% |
| Pro-Tec | 0.2% |
| Scott | 0.2% |
| SixSixOne | 0.2% |

| | |
|-----------------|------|
| Urge | 0.2% |
| Misc. / Fill-In | 0.7% |

SHORTS:

| | |
|-----|-------|
| Yes | 41.9% |
|-----|-------|

IF "YES," WHAT BRAND:

| | |
|------------------|-------|
| Undecided | 36.0% |
| Fox | 14.0% |
| Troy Lee Designs | 9.8% |
| Endura | 4.4% |
| 100% | 2.7% |
| Pearl Izumi | 2.4% |
| Dakine | 2.2% |
| Zoic | 2.0% |
| Patagonia | 1.4% |
| Leatt | 1.3% |
| Race Face | 1.3% |
| Alpinestars | 1.2% |
| POC | 1.1% |
| 7Mesh | 1.0% |
| DHaRCO | 1.0% |
| Specialized | 0.9% |
| Fasthouse | 0.8% |
| ION | 0.7% |
| Bontrager | 0.7% |
| Club Ride | 0.7% |
| Fly | 0.6% |
| Sombrio | 0.6% |
| Royal | 0.6% |
| iXS | 0.5% |
| O'Neal | 0.5% |
| Yeti | 0.5% |
| Chromag | 0.5% |
| Gore | 0.4% |
| Mons Royale | 0.4% |
| Giro | 0.3% |
| Castelli | 0.3% |
| Nukeproof | 0.3% |
| Shredly | 0.3% |
| Madison | 0.3% |
| Scott | 0.3% |
| Assos | 0.2% |
| Ground Effect | 0.2% |
| Louis Garneau | 0.2% |
| Narrona | 0.2% |
| Oakley | 0.2% |
| Sweet Protection | 0.2% |
| Trees | 0.2% |
| Azonic | 0.2% |
| Dainese | 0.2% |
| Maloja | 0.2% |
| NZO | 0.2% |
| Rocday | 0.2% |
| Kitsbow | 0.2% |
| SixSixOne | 0.2% |
| Sugoi | 0.2% |

| | |
|-------------------|------|
| 2XU | 0.1% |
| Aero Tech Designs | 0.1% |
| Altura | 0.1% |
| AXO | 0.1% |
| Cannondale | 0.1% |
| Capestorm | 0.1% |
| Chrome | 0.1% |
| Craft | 0.1% |
| Cube | 0.1% |
| Funkier | 0.1% |
| Giant | 0.1% |
| Handup | 0.1% |
| Helly Hansen | 0.1% |
| Kona | 0.1% |
| Mavic | 0.1% |
| Performance | 0.1% |
| Platzangst | 0.1% |
| Primal Wear | 0.1% |
| Ride NF | 0.1% |
| TSG | 0.1% |
| Vaude | 0.1% |
| Misc. / Fill-In | 3.0% |

JERSEY:

Yes 33.7%

IF "YES," WHAT BRAND:

| | |
|------------------|-------|
| Undecided | 34.5% |
| Fox | 13.9% |
| Troy Lee Designs | 10.6% |
| 100% | 4.1% |
| Dakine | 1.8% |
| Fasthouse | 1.6% |
| Leatt | 1.6% |
| Alpinestars | 1.4% |
| DHaRCO | 1.4% |
| Mons Royale | 1.4% |
| Endura | 1.3% |
| Fly | 1.2% |
| POC | 1.1% |
| O'Neal | 1.1% |
| Pearl Izumi | 1.1% |
| Patagonia | 1.0% |
| Loose Riders | 1.1% |
| 7Mesh | 0.9% |
| Club Ride | 0.9% |
| Yeti | 0.8% |
| Royal | 0.8% |
| Cromag | 0.7% |
| Race Face | 0.6% |
| Specialized | 0.6% |
| Adidas | 0.6% |
| ION | 0.5% |
| Nukeproof | 0.5% |
| Santa Cruz | 0.5% |
| Sombrio | 0.4% |
| iXS | 0.4% |

| | |
|------------------|------|
| Trees | 0.4% |
| Bontrager | 0.3% |
| Castelli | 0.3% |
| Handup | 0.3% |
| Primal Wear | 0.3% |
| Rapha | 0.3% |
| Dainese | 0.2% |
| Giant | 0.2% |
| Kona | 0.2% |
| Louis Garneau | 0.2% |
| Assos | 0.2% |
| Cannondale | 0.2% |
| Cube | 0.2% |
| Kitsbow | 0.2% |
| Commencal | 0.2% |
| EVOC | 0.2% |
| Five Ten | 0.2% |
| Gore | 0.2% |
| Ground Effect | 0.2% |
| Scott | 0.2% |
| AXO | 0.1% |
| Maloja | 0.1% |
| Morvelo | 0.1% |
| Norrone | 0.1% |
| Platzangst | 0.1% |
| Sugoi | 0.1% |
| Zoic | 0.1% |
| 2XU | 0.1% |
| b'Twin | 0.1% |
| Demon Dirt | 0.1% |
| Mavic | 0.1% |
| NZO | 0.1% |
| Oakley | 0.1% |
| Pactimo | 0.1% |
| Rocday | 0.1% |
| Rocky Mountain | 0.1% |
| Sweet Protection | 0.1% |
| Tasco | 0.1% |
| Thor | 0.1% |
| TSG | 0.1% |
| Voler | 0.1% |
| Zimstern | 0.1% |
| Misc. / Fill-In | 4.8% |

GLOVES:

Yes 40.8%

IF "YES," WHAT BRAND:

| | |
|------------------|-------|
| Undecided | 30.3% |
| Fox | 17.7% |
| Troy Lee Designs | 9.0% |
| 100% | 7.5% |
| Handup | 4.9% |
| Dakine | 3.3% |
| Giro | 2.3% |
| Tasco | 1.9% |
| Endura | 1.8% |

| | |
|-------------------|------|
| Pearl Izumi | 1.8% |
| Fist | 1.4% |
| POC | 1.4% |
| Leatt | 1.3% |
| Specialized | 1.3% |
| Alpinestars | 1.1% |
| Fasthouse | 0.9% |
| O'Neal | 0.8% |
| Fly | 0.6% |
| Bontrager | 0.6% |
| Race Face | 0.5% |
| SixSixOne | 0.5% |
| Mechanix | 0.4% |
| Yeti | 0.4% |
| 7iDP | 0.3% |
| iXS | 0.3% |
| Answer | 0.3% |
| Dainese | 0.3% |
| Hestra | 0.3% |
| ION | 0.3% |
| Royal | 0.3% |
| Sombrio | 0.3% |
| Dharco | 0.3% |
| Giant | 0.2% |
| Grip Grab | 0.2% |
| Sweet Protection | 0.2% |
| Scott | 0.2% |
| Castelli | 0.2% |
| JT Racing | 0.2% |
| Kali Protectives | 0.2% |
| Lizard Skins | 0.2% |
| Louis Garneau | 0.2% |
| Deft | 0.1% |
| G-Form | 0.1% |
| Oakley | 0.1% |
| Azonic | 0.1% |
| Ergon | 0.1% |
| Gore | 0.1% |
| Shadow Conspiracy | 0.1% |
| AXO | 0.1% |
| Callis Moto | 0.1% |
| Demon Dirt | 0.1% |
| EVOC | 0.1% |
| Thor | 0.1% |
| TSG | 0.1% |
| Misc. / Fill-In | 2.6% |

GOGGLES:

Yes 16.1%

IF "YES," WHAT BRAND:

| | |
|--------------|-------|
| 100% | 26.7% |
| Undecided | 22.8% |
| Oakley | 13.6% |
| Smith Optics | 9.3% |
| Fox | 5.8% |
| Melon Optics | 3.3% |

| | |
|------------------|------|
| POC | 2.2% |
| Scott | 2.2% |
| Leatt | 2.0% |
| Giro | 1.3% |
| Spy | 1.1% |
| O'Neal | 0.9% |
| Adidas | 0.8% |
| Dragon | 0.6% |
| iXS | 0.6% |
| Julbo | 0.6% |
| Troy Lee Designs | 0.6% |
| Bell | 0.5% |
| Rudy Project | 0.5% |
| Blur | 0.4% |
| Fly | 0.4% |
| Uvex | 0.4% |
| Endura | 0.3% |
| Loose Riders | 0.2% |
| Shred | 0.3% |
| Electric | 0.2% |
| Anon | 0.1% |
| Cebe | 0.1% |
| EKS Brand | 0.1% |
| Flow Vision | 0.1% |
| Liquid Image | 0.1% |
| Progrip | 0.1% |
| Ryders Eyewear | 0.1% |
| SixSixOne | 0.1% |
| Von Zipper | 0.1% |
| Misc. / Fill-in | 2.2% |

RIDING SHOES:

Yes37.7%

IF "YES," WHAT TYPE OF RIDING SHOES:

| | |
|----------|-------|
| Flat | 65.8% |
| Clipless | 34.2% |

IF "CLIPLESS", WHAT BRAND:

| | |
|---------------|-------|
| Undecided | 24.0% |
| Shimano | 19.3% |
| Five Ten | 17.6% |
| Specialized | 8.5% |
| Giro | 5.9% |
| F'iz:ik | 3.3% |
| Pearl Izumi | 2.9% |
| Sidi | 2.6% |
| Ride Concepts | 1.9% |
| Leatt | 1.8% |
| Bontrager | 1.7% |
| Afton | 1.5% |

| | |
|-----------------|------|
| Mavic | 1.4% |
| Lake | 1.0% |
| Northwave | 0.9% |
| O'Neal | 0.8% |
| Scott | 0.8% |
| Diadora | 0.3% |
| Gaerne | 0.3% |
| Louis Garneau | 0.3% |
| SixSixOne | 0.3% |
| Vans | 0.3% |
| Answer | 0.2% |
| Cannondale | 0.2% |
| AXO | 0.1% |
| Cube | 0.1% |
| Giant | 0.1% |
| Unparallel | 0.1% |
| Misc. / Fill-In | 1.8% |

IF "FLAT," WHAT BRAND:

| | |
|-----------------------|-------|
| Five Ten | 51.5% |
| Undecided | 14.1% |
| Ride Concepts | 8.7% |
| Vans | 5.8% |
| Adidas | 4.0% |
| Shimano | 2.5% |
| Leatt | 1.7% |
| Specialized | 1.6% |
| Giro | 1.4% |
| Etnies | 1.2% |
| Afton | 0.7% |
| ION | 0.7% |
| Fox | 0.6% |
| Bontrager | 0.5% |
| Nike | 0.5% |
| Northwave | 0.3% |
| SixSixOne | 0.3% |
| Unparallel | 0.3% |
| DC | 0.3% |
| Salomon | 0.2% |
| Asics | 0.2% |
| New Balance | 0.2% |
| Only What's Necessary | 0.2% |
| Chrome | 0.1% |
| Merrell | 0.1% |
| Oakley | 0.1% |
| Sidi | 0.1% |
| Converse | 0.1% |
| Emerica | 0.1% |
| Misc. / Fill-In | 2.0% |

KNEE PROTECTION:

Yes.....24.7%

IF "YES," WHAT BRAND:

| | |
|-----------|-------|
| Undecided | 30.8% |
|-----------|-------|

| | |
|------------------|-------|
| Fox | 11.2% |
| POC | 6.8% |
| G-Form | 5.6% |
| 7 iDP | 5.6% |
| iXS | 5.6% |
| Troy Lee Designs | 5.2% |
| Leatt | 4.7% |
| Race Face | 3.4% |
| ION | 2.5% |
| 100% | 2.5% |
| Dakine | 2.4% |
| Alpinestars | 1.6% |
| SixSixOne | 1.5% |
| Dainese | 1.5% |
| Kali Protectives | 1.3% |
| Endura | 0.9% |
| Scott | 0.8% |
| Pearl Izumi | 0.7% |
| Fly | 0.6% |
| Nukeproof | 0.5% |
| O'Neal | 0.5% |
| TSG | 0.5% |
| Chromag | 0.5% |
| Sweet Protection | 0.3% |
| Bliss Protection | 0.3% |
| Demon Dirt | 0.2% |
| Azonic | 0.2% |
| Bluegrass | 0.2% |
| AXO | 0.1% |
| EVS | 0.1% |
| POD MX | 0.1% |
| Pro-Tec | 0.1% |
| Slytech | 0.1% |
| Asterisk | 0.1% |
| Polygon | 0.1% |
| RockGardn | 0.1% |
| Misc. / Fill-In | 0.9% |

HYDRATION PACK:

Yes.....12.5%

IF "YES," WHAT BRAND:

| | |
|-----------|-------|
| Undecided | 26.6% |
| Camelbak | 25.4% |
| Osprey | 12.0% |
| EVOC | 8.4% |
| USWE | 7.1% |
| DaKine | 5.3% |
| Leatt | 1.8% |
| Fox | 1.6% |
| Ergon | 0.9% |
| Ogio | 0.7% |
| Shimano | 0.7% |
| Decathlon | 0.5% |
| Deuter | 0.5% |
| Patagonia | 0.5% |
| Scott | 0.5% |

| | | | |
|----------------------|------|------------------------|------|
| Thule | 0.5% | Scott..... | 0.3% |
| Bell | 0.3% | Sun Cloud..... | 0.3% |
| Blackburn | 0.3% | Troy Lee Designs | 0.3% |
| B'twin | 0.3% | Arnette | 0.2% |
| Dainese | 0.3% | MEC | 0.2% |
| Hydrapak | 0.3% | Vuarnet | 0.2% |
| Platypus | 0.3% | Von Zipper | 0.2% |
| Source Outdoor | 0.3% | BBB | 0.2% |
| Orange Mud | 0.3% | Lazer..... | 0.2% |
| Lezyne | 0.3% | Vans..... | 0.2% |
| Henty | 0.3% | Carrera | 0.1% |
| Acre | 0.2% | Endura | 0.1% |
| Fly | 0.2% | Louis Garneau | 0.1% |
| Geigerrig | 0.2% | Quiksilver | 0.1% |
| Inov8 | 0.2% | Zeal Optics | 0.1% |
| Oakley | 0.2% | Misc. / Fill-In..... | 4.8% |
| POC | 0.2% | | |
| Vaude | 0.2% | | |
| Arteryx | 0.1% | | |
| Coleman | 0.1% | | |
| Giant..... | 0.1% | | |
| Kathmandu | 0.1% | | |
| Wingnut..... | 0.1% | | |
| Misc. / Fill-in..... | 1.7% | | |

SUNGLASSES (RIDING OR CASUAL):

Yes23.6%

IF "YES," WHAT BRAND:

| | |
|----------------------|-------|
| Undecided | 29.5% |
| Oakley | 22.0% |
| Smith Optics..... | 10.9% |
| 100% | 8.5% |
| Pit Viper | 3.9% |
| Ray-Ban | 2.4% |
| Julbo | 1.9% |
| Tifosi | 1.8% |
| POC | 1.5% |
| Spy | 1.3% |
| Rudy Project..... | 1.3% |
| Adidas | 0.8% |
| Ryders Eyewear | 0.8% |
| Maui Jim | 0.7% |
| Fox | 0.6% |
| Electric | 0.5% |
| Bolle | 0.5% |
| Shimano | 0.5% |
| Melon Optics..... | 0.5% |
| Uvex | 0.5% |
| Optic Nerve | 0.4% |
| Dragon..... | 0.4% |
| Native Eyewear | 0.4% |
| Costa Del Mar | 0.3% |
| Giro | 0.3% |
| Roka | 0.3% |