

2020 Vital MX AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

32.8% *Raced in the
Past 12 Months*

63.3% *Rode MX Track in
Past 12 Months*

40.1% *Will Buy a New Bike
in the Next Year*

65.6% *Will Buy New Riding Gear
in the Next Year*

\$120,986 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Next Bike to Buy: **20.4%** KTM

Riding Gear to Buy: **15.8%** FOX

Helmet to Buy: **18.1%** BELL

Exhaust to Buy: **42.8%** FMF

Boots to Buy: **39.8%** ALPINESTARS

METHODOLOGY:

This survey was conducted on Vital MX, May - June 2020. Responses were limited to one per person. Results were tabulated from over 6,000 surveys.

Results have been rounded to the nearest tenth of a percent.



DEMOGRAPHIC INFORMATION

GENDER:

Male	97.3%
Female	2.7%

MARITAL STATUS:

Married	60.4%
Single	39.6%

AGE:

Average	42
Median	44
19 or under	8.6%
20-29	12.7%
30-39	18.8%
40-49	21.3%
50-59	25.7%
60 or older	13.0%

YEARS RIDING:

Less than a year	2.0%
1-2 years	3.7%
3-5 years	6.7%
6-10 years	8.4%
11-15 years	10.0%
16-20 years	10.9%
21 or more years	58.3%

DO YOU HAVE KIDS (UNDER 18) THAT RIDE?

Yes	31.1%
No	68.9%

IF HAVE KIDS THAT RIDE:

1	49.5%
2	36.2%
3	9.8%
4 or more	4.4%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.5%
High school	26.8%
Some college	28.3%

College	29.4%
Postgraduate degree	10.1%

HOUSEHOLD INCOME:

Average	\$120,986
Median	\$87,500
Under \$25,000	6.3%
\$25,001 - \$50,000	11.0%
\$50,001 - \$75,000	16.2%
\$75,001 - \$100,000	16.1%
\$100,001 - \$125,000	12.5%
\$125,001 - \$150,000	11.5%
\$150,001 - \$175,000	7.1%
\$175,001 - \$200,000	6.2%
\$200,001 - \$225,000	3.9%
\$225,001 - \$250,000	2.6%
\$250,001 or more	6.7%

INTERNATIONAL TRAFFIC:

**Top 10 countries from survey responses:*

United States	74.8%
Australia	6.5%
Canada	6.0%
United Kingdom	2.7%
New Zealand	1.5%
South Africa	0.7%
Sweden	0.7%
France	0.6%
Netherlands	0.6%
Germany	0.6%

U.S. TRAFFIC:

**Top 10 states from survey responses:*

California	18.1%
Texas	6.1%
Florida	4.8%
Washington	4.4%
Michigan	4.0%
Ohio	4.0%
Arizona	3.7%
North Carolina	3.4%
Pennsylvania	3.1%
New York	3.0%

INTERNATIONAL TRAFFIC:

**Top 10 of 224 countries from Google Analytics:*

United States	62.5%
Australia	7.1%
United Kingdom	6.9%
Canada	6.4%
France	1.2%
Sweden	1.2%

New Zealand	1.1%
Germany	1.0%
Italy	0.9%
Netherlands	0.8%

U.S. TRAFFIC:

**Top 10 states from Google Analytics:*

California	16.7%
Texas	6.4%
Illinois	5.6%
New York	4.6%
Florida	4.2%
Pennsylvania	4.0%
Washington	3.7%
Michigan	3.5%
Ohio	3.5%
North Carolina	3.2%

NON-MOTO ACTIVITIES IN WHICH YOU PARTICIPATE, OR FOLLOW:

Mountain Biking	43.9%
Camping	42.3%
Fishing	33.5%
Shooting	33.1%
Hiking	31.3%
Walking	31.2%
Video Gaming	25.8%
Boating	25.7%
Swimming	25.4%
Running	21.9%
Hunting	20.3%
Golf	19.9%
Moto GP	15.9%
Road Cycling	15.9%
BMX	15.3%
Football	15.2%
Basketball	13.8%
Snowboarding	12.7%
Formula 1	12.5%
Kayaking	12.3%
Skiing	12.2%
Baseball	12.1%
Body Building	11.4%
Bowling	11.4%
Jet Skiing	11.3%
Side by sides	11.3%
Drag Racing	11.1%
Quads	11.0%
Karting	10.6%
RC	10.2%
Skateboarding	10.2%
Snowmobiling	10.1%

Hockey	10.0%
Off-Road Truck Racing	9.3%
NASCAR	9.1%
Wakeboarding	8.7%
CrossFit	8.7%
Soccer	8.5%
MMA	7.9%
Surfing	7.8%
Climbing	7.6%
Boxing	6.7%
Waterskiing	6.6%
Rally	6.5%
Indy Car	6.2%
Paintball	5.3%
Tennis	5.3%
Scuba Diving	4.9%
Horseback Riding	4.8%
Snow Biking	3.7%
Autocross	3.6%
Rugby	2.9%
Sailing	2.5%
Cricket	1.7%
Lacrosse	1.6%
Misc. / Fill-in	4.9%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites	76.9%
Social Media	56.5%
Friends	54.6%
Being at the track/races/events ..	45.9%
Magazines	44.9%
Local shop	32.3%
Television	31.0%
Podcasts	30.5%
Manufacturer web sites	28.7%
Mail-order web sites	17.1%
Manufacturer catalogs	8.7%
Mail-order catalogs	6.1%
Misc. / Fill-in	4.3%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes	84.8%
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MOTOCROSS BIKE CURRENTLY OWNED:

Yamaha	23.6%
Honda	22.4%
KTM	20.4%
Kawasaki	13.6%
Suzuki	8.3%
Husqvarna	6.9%
Beta	0.9%
Gas Gas	0.6%
BMW	0.3%
Maico	0.3%
TM	0.3%
Bultaco	0.2%
Husaberg	0.1%
Sherco	0.1%
Montesa	0.1%
CZ	0.1%
Hodaka	0.1%
Alta	0.1%
Cobra	0.1%
Misc. / Fill-in	1.6%

SIZE OF PRIMARY BIKE:

50-85	3.2%
100-110	0.8%
125	9.3%
150	1.8%
200-230	2.2%
250	37.2%
300	5.0%
350	5.6%
400	1.7%
450	25.6%
500 or bigger	4.5%
Misc. / Fill-in	3.2%

PRIMARY BIKE 2-STROKE OR 4-STROKE:

2-Stroke	42.1%
4-Stroke	57.9%

TOTAL DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Average	2.8
1	23.6%
2	25.5%
3	18.1%
4	12.7%
5 or more	20.1%

TYPES OF DIRT/MOTOCROSS BIKES IN HOUSEHOLD:

Motocross	81.6%
Off-Road (enduro, trail, XC)	41.3%
Pit Bike	19.1%
Dual-Sport	15.2%
Vintage	14.7%
Trials	5.4%
Supermoto	3.5%
Flat Track	2.6%
Misc. / Fill-in	3.7%

WHERE NORMALLY BUY NEW PARTS:

Online / mail-order retailer	58.2%
Local shop	37.2%
Direct from manufacturer	4.6%

MAIL-ORDER USERS BUY FROM MOST:

Rocky Mountain ATV/MC	39.0%
MotoSport	16.8%
Undecided	10.4%
Ebay	5.3%
Amazon	4.7%
BTO Sports	3.9%
24MX	3.1%
MX Store	2.4%
Chaparral	1.9%
Dennis Kirk	1.3%
Bike Bandit	1.1%
Revzilla	0.9%
FortNine	0.9%
Partzilla	0.7%
Bob's Cycle Supply	0.6%
DirtBikeBitz	0.6%
Motorcycle Superstore	0.5%
AOMC	0.5%
Babbits	0.5%
KTM-Parts	0.3%
Moto X Outlet	0.2%
Misc. / Fill-in	4.6%

SOURCES USED FOR PRODUCT RESEARCH:

Motocross web sites / online product reviews	73.7%
Riding friends	46.4%
Magazines	43.7%

Social media	42.6%
Manufacturer websites.....	39.8%
Local motorcycle shop.....	36.9%
Mail-order websites	26.3%
Manufacturer catalogs	12.1%
Mail-order catalogs	7.4%
Misc. / Fill-in	4.8%

HOW OFTEN RIDE:

Average	1.2 times per week
4 or more times a week.....	7.8%
2-3 times a week	18.8%
About once a week.....	23.9%
2-3 times a month	19.1%
About once a month.....	11.4%
I don't ride regularly	19.0%

FAVORITE TYPE OF RIDING:

Motocross tracks.....	49.5%
Off-Road (trail riding, enduro) ..	33.7%
Dual Sport.....	2.8%
Street / Road	2.7%
Vintage MX	2.4%
Trials	1.7%
Endurocross	1.4%
Freestyle.....	0.8%
Sand Dunes	0.8%
Flat Track.....	0.7%
Supermoto.....	0.7%
Misc. / Fill-in	3.0%

TYPES OF RIDING DONE IN THE PAST 12 MONTHS:

Off-Road (trail riding, enduro) ..	63.3%
Motocross tracks.....	63.3%
Street / Road	25.3%
Dual Sport.....	14.2%
Sand Dunes	9.3%
None.....	8.3%
Trials	8.2%
Vintage MX	7.8%
Endurocross	7.7%
Arenacross	6.4%
Flat Track.....	5.0%
Freestyle.....	3.4%
Supermoto.....	3.1%
Ice	2.0%

RACED IN THE PAST 12 MONTHS:

Yes	32.8%
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IF "YES," WHAT TYPE OF RACE:

Motocross.....	74.7%
Off-road	37.0%
Arenacross	13.2%
Vintage MX	12.0%
Endurocross	5.9%
Flat Track	5.2%
Trials	3.5%
Hill Climb	2.5%
Supermoto	2.1%
Ice.....	1.8%
Misc. / Fill-in	4.0%

TYPES OF MOTORCYCLE RACING FOLLOWED:

Motocross / Outdoor Nationals ..	94.8%
Supercross	88.3%
MXGP	59.8%
MotoGP.....	29.5%
Flat track	15.7%
GNCC	4.7%
Hard Enduro.....	1.2%
Misc. / Fill-in	6.3%

WORK (OR HAVE WORKED) IN A MOTORCYCLE SHOP:

Currently work in shop	4.0%
Previously worked in shop.....	23.4%

DIRT / MOTOCROSS BIKE PURCHASE INTENT

WILL REPLACE DIRT/MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes	40.1%
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IF "YES," WHAT SIZE:

50-85	4.3%
100-110	2.9%
125	7.2%
150	2.5%

200-230	1.3%
250.....	32.7%
300.....	6.9%
350.....	7.0%
400.....	0.6%
450.....	26.8%
500 or bigger	4.9%
Misc. / Fill-in.....	3.0%

IF "YES," 2-STROKE OR 4-STROKE:

2-Stroke	36.2%
4-Stroke	63.8%

IF "YES," WHAT TYPE:

Motocross.....	66.5%
Off-Road (enduro, trail, XC).....	27.6%
Dual-Sport.....	6.0%

IF "YES," WHAT BRAND:

KTM.....	20.4%
Yamaha	18.4%
Undecided	17.0%
Honda	14.9%
Kawasaki	11.1%
Husqvarna	10.9%
Suzuki.....	3.1%
Beta	0.8%
Gas Gas	0.8%
Sherco.....	0.8%
TM.....	0.3%
Maico	0.2%
BMW	0.2%
Bultaco	0.2%
Misc. / Fill-in.....	0.9%

IF "YES," BRAND OF BIKE, CROSS-TABULATED BY 250:

Yamaha	29.2%
Honda	15.6%
Undecided	15.4%
KTM.....	14.5%
Kawasaki	11.4%
Husqvarna	7.8%
Suzuki.....	4.0%
Beta	0.7%
Gas Gas	0.5%

IF "YES," BRAND OF BIKE, CROSS-TABULATED BY 450:

Honda.....	23.6%
Kawasaki.....	18.5%
Yamaha.....	16.8%
Undecided.....	15.3%
KTM.....	14.8%
Husqvarna.....	5.4%
Suzuki.....	4.8%
Gas Gas.....	0.6%

MOTOCROSS GEAR, PARTS & ACCESSORIES PURCHASE INTENT

RIDING GEAR:

Will purchase within 12 months ...65.6%

IF "YES," WHAT BRAND:

Undecided.....	26.9%
Fox.....	15.8%
Fly.....	10.5%
Troy Lee Designs.....	7.0%
Alpinestars.....	5.9%
Thor.....	4.6%
O'Neal.....	4.1%
Fasthouse.....	4.0%
Seven.....	3.2%
Shift.....	2.9%
FXR.....	2.7%
Klim.....	1.7%
Leatt.....	1.5%
Answer.....	1.5%
Moose.....	0.8%
MSR.....	0.7%
JT Racing.....	0.5%
Husqvarna Apparel.....	0.4%
KTM PowerWear.....	0.3%
UFO.....	0.3%
Acerbis.....	0.3%
AXO.....	0.3%
Yoko.....	0.2%
509.....	0.2%
Canvas MX.....	0.2%
Shot.....	0.2%

Misc. / Fill-in.....3.2%

GLOVES:

Will purchase within 12 months....65.1%

IF "YES," WHAT BRAND:

Undecided.....	29.6%
Fox.....	16.7%
100%.....	8.4%
Fly.....	8.1%
Troy Lee Designs.....	5.5%
Alpinestars.....	3.8%
O'Neal.....	3.1%
Thor.....	3.0%
Fasthouse.....	2.8%
Seven.....	2.2%
Shift.....	1.6%
FXR.....	1.5%
Answer.....	1.2%
Deft Family.....	1.2%
Fist.....	1.1%
Leatt.....	0.9%
Klim.....	0.8%
MSR.....	0.7%
Moose.....	0.5%
Mechanix Wear.....	0.5%
Novik.....	0.5%
Scott.....	0.4%
Five.....	0.4%
Acerbis.....	0.4%
JT Racing.....	0.3%
KTM PowerWear.....	0.3%
UFO.....	0.3%
AXO.....	0.3%
EVS.....	0.3%
Husqvarna Apparel.....	0.2%
Illusive.....	0.2%
Misc. / Fill-in.....	2.8%

HELMET:

Will purchase within 12 months....44.9%

IF "YES," WHAT BRAND:

Undecided.....	21.6%
Bell.....	18.1%
6D.....	8.9%
Fox.....	8.7%
Fly.....	6.8%
Troy Lee Designs.....	6.8%
Shoei.....	6.7%
Arai.....	6.0%
Airoh.....	2.9%
Alpinestars.....	1.6%

Leatt.....	1.5%
O'Neal.....	1.5%
HJC.....	0.9%
LS2.....	0.9%
Suomy.....	0.7%
Thor.....	0.5%
Just 1.....	0.5%
FXR.....	0.4%
Scorpion.....	0.4%
Seven.....	0.4%
Shift.....	0.4%
509.....	0.3%
AGV.....	0.3%
Answer.....	0.3%
Acerbis.....	0.2%
Klim.....	0.2%
Scott.....	0.2%
Misc. / Fill-in.....	2.6%

GOGGLES:

Will purchase within 12 months... 51.1%

IF "YES," WHAT BRAND:

100%.....	34.4%
Undecided.....	16.8%
Oakley.....	14.5%
Scott.....	14.2%
EKS Brand.....	4.3%
Fox.....	3.6%
Spy.....	2.8%
Flow Vision Company.....	1.2%
Fly.....	0.9%
Smith Optics.....	0.9%
Leatt.....	0.8%
Dragon.....	0.7%
Thor.....	0.5%
509.....	0.4%
Viral.....	0.4%
Havoc.....	0.3%
Von Zipper.....	0.3%
Pro Grip.....	0.3%
Misc. / Fill-in.....	2.6%

BOOTS:

Will purchase within 12 months... 42.5%

IF "YES," WHAT BRAND:

Alpinestars.....	39.8%
Gaerne.....	17.3%
Undecided.....	15.4%
Fox.....	9.1%
Sidi.....	8.8%
O'Neal.....	1.6%

Leatt.....	1.4%
Fly.....	1.3%
Forma.....	1.1%
Thor.....	0.8%
TCX.....	0.7%
Acerbis.....	0.6%
Answer.....	0.3%
AXO.....	0.2%
KTM PowerWear.....	0.2%
Misc. / Fill-in.....	1.4%

NECK PROTECTION:

Will purchase within 12 months ...14.8%

IF "YES," WHAT BRAND:

Leatt.....	30.6%
Undecided.....	29.6%
Atlas.....	14.7%
Alpinestars.....	12.5%
EVS.....	6.1%
KTM PowerWear.....	1.9%
Fly.....	1.6%
Troy Lee Designs.....	1.6%
Ortema.....	0.3%
Misc. / Fill-in.....	1.1%

CHEST PROTECTOR:

Will purchase within 12 months ...25.1%

IF "YES," WHAT BRAND:

Undecided.....	32.5%
Alpinestars.....	15.5%
Fox.....	15.0%
Leatt.....	11.6%
Thor.....	4.7%
EVS.....	3.9%
Fly.....	3.5%
Troy Lee.....	3.1%
Atlas.....	2.3%
Acerbis.....	1.2%
RXR Protect.....	1.1%
HRP Sports.....	1.0%
O'Neal.....	0.8%
Answer.....	0.7%
AXO.....	0.5%
KTM.....	0.5%
Six Six One.....	0.4%
MSR.....	0.3%
Misc. / Fill-in.....	1.4%

KNEE PROTECTION:

Will purchase within 12 months ...24.7%

IF "YES," WHAT BRAND:

Undecided.....	33.9%
Asterisk.....	8.8%
EVS.....	8.8%
Mobius.....	7.8%
POD MX.....	7.7%
Leatt.....	7.6%
CTi.....	6.0%
Alpinestars.....	5.7%
Fox.....	4.4%
Acerbis.....	1.8%
Thor.....	1.8%
Troy Lee Designs.....	1.0%
Fly.....	0.9%
O'Neal.....	0.6%
AXO.....	0.5%
DonJoy.....	0.5%
Answer.....	0.3%
Ortema.....	0.3%
Polisport.....	0.3%
Misc. / Fill-in.....	1.2%

EXHAUST:

Will purchase within 12 months: ...30.7%

IF "YES," WHAT BRAND:

FMF.....	42.8%
Pro Circuit.....	19.7%
Undecided.....	10.8%
Yoshimura.....	8.1%
Akrapovic.....	5.2%
Bill's Pipes.....	3.3%
HGS.....	1.6%
DG Performance.....	1.0%
DEP.....	0.9%
Scalvini.....	0.8%
Dr. D / Dubach.....	0.7%
Big Gun.....	0.6%
Rocket.....	0.4%
Bud Racing.....	0.3%
GYTR.....	0.2%
Misc. / Fill-in.....	3.5%

GRAPHICS:

Will purchase within 12 months: ..42.3%

IF "YES," WHAT BRAND:

Undecided.....	31.0%
DeCal Works.....	11.5%
SKDA.....	4.3%
Factory Effex.....	2.8%
Backyard Design.....	2.6%

D'Cor Visuals.....	2.1%
Throttle Jockey.....	2.1%
180 Decals.....	2.1%
Bike Graphix.....	1.7%
Rival Ink.....	1.6%
Factory Backing.....	1.2%
Throttle Syndicate.....	1.2%
Attack Graphics.....	1.1%
Split Designs Co.....	1.1%
Motocal.....	1.1%
ERA Moto Co.....	1.0%
Fusion Graphix.....	0.9%
139 Designs.....	0.8%
FMF.....	0.7%
N-Style.....	0.7%
Black Diamond.....	0.6%
Roost MX.....	0.6%
Blackbird Racing.....	0.6%
MX Graphics.....	0.6%
Pro Circuit.....	0.6%
A01 Designs.....	0.5%
HBD Moto Grafx.....	0.5%
Willmax Graphics.....	0.5%
2 Guys MX Graphix.....	0.4%
AMR Racing.....	0.4%
KTM Team Replica.....	0.4%
Motopro Graphics.....	0.4%
Sandbox Kings.....	0.4%
Motocutz MX.....	0.4%
EVO MX.....	0.3%
Liquid Skinz Design Co.....	0.3%
ONE Industries.....	0.3%
Aggressive Graphix.....	0.3%
Black Heart MX.....	0.3%
Defy Graphics.....	0.3%
Guts Racing.....	0.3%
Lime Nine.....	0.3%
Matrix Concepts.....	0.3%
Racestar Graffix.....	0.3%
Viscid Design Co.....	0.3%
The Collective Family.....	0.2%
Danger UK.....	0.2%
Flu Designs.....	0.2%
KTM PowerParts.....	0.2%
Kustom MX.....	0.2%
Limited Decal.....	0.2%
Techone Designs.....	0.2%
WLM Designs.....	0.2%
Rippinruts.....	0.2%
Westeffex.....	0.2%
Cor Moto.....	0.2%
Misc. / Fill-in.....	15.6%

TIRES:

Will purchase within 12 months... 70.4%

IF "YES," WHAT BRAND:

Dunlop	41.7%
<i>Undecided</i>	13.6%
Michelin	12.1%
Bridgestone	6.8%
Pirelli	6.0%
Maxxis	4.2%
Hoosier	2.7%
Kenda	2.3%
Shinko	2.1%
Metzler	1.8%
IRC	1.2%
Golden Tyre	1.1%
Mitas	0.9%
Motoz	0.6%
Artrax	0.5%
Sedona	0.4%
Cheng Shin	0.4%
Continental	0.2%
<i>Misc. / Fill-in</i>	1.5%

HANDLEBARS:

Will purchase within 12 months ...28.8%

IF "YES," WHAT BRAND:

Renthal	37.6%
Pro Taper	31.0%
<i>Undecided</i>	8.6%
Mika Metals	7.4%
ODI	3.4%
Fasst Company	3.1%
Neken	1.6%
Tag Metals	1.5%
Phoenix Handlebars	1.0%
Fly	0.7%
Tusk	0.6%
KTM PowerParts	0.5%
Scar	0.4%
Vortex	0.4%
Acerbis	0.3%
Husqvarna	0.3%
Moose	0.3%
Twisted Engineering	0.3%
<i>Misc. / Fill-in</i>	1.0%

GRIPS:

Will purchase within 12 months ...54.2%

IF "YES," WHAT BRAND:

ODI	32.4%
Renthal	18.9%
<i>Undecided</i>	15.0%

Pro Taper	13.5%
Pro Grip	3.1%
Scott	2.5%
Oury	2.1%
KTM PowerParts	1.3%
OEM	1.1%
Mika Metals	1.0%
Tag	0.9%
Fly	0.8%
Torc1	0.7%
A'ME	0.6%
O'Neal	0.5%
Domino	0.4%
Moose	0.4%
Neken	0.4%
Scar	0.3%
Spider	0.3%
Troy Lee Designs	0.3%
Tusk	0.3%
Motion Pro	0.3%
<i>Misc. / Fill-in</i>	2.8%

LEVERS:

Will purchase within 12 months...24.5%

IF "YES," WHAT BRAND:

<i>Undecided</i>	20.8%
ARC	19.0%
ASV	18.7%
Works Connection	5.6%
OEM	5.1%
Pro Taper	4.6%
KTM PowerParts	2.5%
Renthal	2.3%
Tusk	2.3%
Zeta	1.9%
Magura	1.8%
Fly Hard Parts	1.3%
Motion Pro	1.3%
Torc1	1.3%
Pro Circuit	1.2%
Sunline	1.1%
Flo Motorsports	1.0%
GYTR	0.8%
Husqvarna	0.7%
Moose	0.7%
Scar	0.7%
Apico	0.6%
AS3 Performance	0.6%
MSR	0.5%
Race Tech	0.3%
Bud Racing	0.2%
Enduro Engineering	0.2%
Hammerhead	0.2%
Streamline Industries	0.2%

Warp 9	0.2%
Zap Technix	0.2%
<i>Misc. / Fill-in</i>	1.8%

CLUTCH:

Will purchase within 12 months... 25.5%

IF "YES," WHAT BRAND:

Rekluse	28.7%
Hinson	26.4%
OEM	14.0%
<i>Undecided</i>	10.4%
Barnett	4.3%
Tusk	3.6%
EBC	2.9%
Boyesen	1.9%
GYTR	1.9%
ProX	1.9%
Wiseco	1.1%
DP	1.0%
Moose	0.5%
Bud Racing	0.3%
Magnum	0.2%
STM	0.2%
<i>Misc. / Fill-in</i>	0.7%

PISTON:

Will purchase within 12 months... 32.1%

IF "YES," WHAT BRAND:

Wiseco	23.3%
Vertex	20.1%
OEM	16.3%
<i>Undecided</i>	12.0%
ProX	4.4%
Wossner	4.4%
KTM PowerParts	3.8%
JE	2.7%
Pro Circuit	2.6%
CP-Carrillo	2.1%
Athena	1.9%
GYTR	1.6%
Namura	1.3%
Husqvarna	1.0%
Hot Rods	0.6%
Mahle	0.3%
VHM	0.3%
Bud Racing	0.2%
Cosworth	0.2%
<i>Misc. / Fill-in</i>	0.9%

FOOTPEGS:

Will purchase within 12 months ...15.6%

IF "YES," WHAT BRAND:

Undecided.....	25.4%
IMS	11.0%
Flo Motorsports	8.0%
Fastway / Ankle Savers	7.3%
Raptor Titanium.....	5.3%
Pro Pegs Titanium	4.2%
Tusk	3.7%
Fly Hard Parts.....	2.7%
Pro Taper	2.5%
Works Connection	2.2%
DRC / Zeta.....	2.0%
Fasst Company	2.0%
KTM PowerParts	1.8%
OEM	1.8%
Pro Circuit.....	1.8%
Scar Racing.....	1.8%
Pro Moto Billet	1.5%
Nihilo	1.3%
Akrapovic	1.2%
Moose	1.2%
PivotPegz.....	1.2%
Hammerhead.....	0.8%
Lightspeed	0.8%
Apico	0.7%
Talon.....	0.7%
XC Gear.....	0.7%
Bud Racing	0.5%
Moto Stuff.....	0.5%
MSR.....	0.5%
RHK.....	0.5%
AS3 Performance.....	0.3%
Warp 9	0.3%
Misc. / Fill-in	3.7%

PRE-BUILT WHEELS:

Will purchase within 12 months ...12.9%

IF "YES," WHAT BRAND:

Dubya.....	19.8%
Undecided.....	14.5%
Tusk	14.3%
Warp 9	7.4%
Excel Pro Series G2.....	6.6%
Talon / Excel.....	6.6%
FasterUSA	4.1%
Haan.....	3.9%
Kite / Excel	3.1%
SM Pro.....	3.1%
KTM PowerParts	2.5%
Talon / DID.....	2.3%

Pro-Wheel	1.9%
TCR.....	1.4%
OEM.....	1.2%
Kite / DID	0.8%
Appalachian Moto Products.....	0.6%
Rad Manufacturing	0.6%
Woody's	0.6%
DNA.....	0.4%
G-Force Richter	0.2%
MX Champ	0.2%
OTG Motorsports.....	0.2%
Misc. / Fill-in	3.5%

RIMS:

Will purchase within 12 months.....8.2%

IF "YES," WHAT BRAND:

Excel	40.1%
D.I.D	16.4%
Undecided.....	11.8%
Tusk	7.2%
Dubya.....	4.6%
Pro-Wheel	3.6%
Warp 9.....	3.3%
OEM.....	3.0%
Moose.....	1.3%
BBR	1.0%
Bud Racing	1.0%
SM Pro	1.0%
Sun	1.0%
DNA.....	0.3%
G-Force Richter	0.3%
MX Champ	0.3%
Notako.....	0.3%
RAD Mfg	0.3%
Sunline	0.3%
Misc. / Fill-in	2.6%

HUBS:

Will purchase within 12 months.....3.9%

IF "CUSTOM," WHAT BRAND:

Undecided.....	18.5%
Talon	15.8%
Dubya.....	11.0%
Excel Pro Series G2	7.5%
FasterUSA.....	6.8%
OEM.....	6.2%
Tusk	6.2%
Haan.....	4.8%
Pro-Wheel	4.8%
Kite.....	4.1%
Warp 9.....	4.1%
RAD Mfg	2.1%

TCR.....	2.1%
G-Force Richter.....	1.4%
MX Champ.....	1.4%
DNA	0.7%
SM Pro Wheels	0.7%
Misc. / Fill-in.....	2.1%

SPROCKET:

Will purchase within 12 months... 52.7%

IF "YES," WHAT BRAND:

Renthal	30.9%
Undecided	18.5%
Supersprox	5.6%
Sunstar.....	5.4%
Mika Metals	5.0%
Dirt Tricks	4.8%
Pro Taper.....	4.4%
JT.....	3.0%
Primary Drive.....	2.9%
Vortex.....	2.4%
KTM PowerParts.....	1.8%
Talon	1.4%
OEM.....	1.3%
Tag	1.2%
AFAM	1.0%
GYTR.....	1.0%
Iron Man.....	1.0%
RK	0.8%
Sprocket Specialists	0.8%
Fly Hard Parts	0.7%
Moose.....	0.7%
ProX	0.7%
DDC	0.7%
Sidewinder	0.5%
Husqvarna	0.4%
Nihilo Concepts.....	0.3%
Scar.....	0.3%
MSR	0.2%
Misc. / Fill-in.....	2.2%

CHAIN:

Will purchase within 12 months... 55.9%

IF "YES," WHAT BRAND:

DID.....	33.8%
Undecided	16.1%
Renthal	15.6%
RK Chain.....	8.1%
Regina	4.0%
Primary Drive.....	3.8%
Pro Taper.....	3.1%
EK	2.8%
Mika Metals	2.8%

Sunstar	1.1%
Fire Power Parts.....	0.9%
KTM PowerParts	0.8%
ProX.....	0.7%
AFAM.....	0.6%
Fly Hard Parts.....	0.6%
Tsubaki	0.6%
CZ	0.6%
Vortex	0.5%
GYTR	0.4%
JT	0.4%
KMC	0.4%
Husqvarna	0.3%
Moose	0.3%
Sidewinder	0.3%
Parts Unlimited	0.2%
SRT	0.2%
Misc. / Fill-in	0.8%

BRAKE PADS/ DISCS/ CALIPERS:

Will purchase within 12 months ...34.1%

IF "YES," WHAT BRAND:

EBC	23.7%
Undecided.....	18.7%
OEM	12.7%
Brembo	9.5%
Braking	7.5%
Galfer	6.3%
DP Brakes	3.6%
Tusk	2.7%
KTM PowerParts	2.4%
Moto-Master	2.4%
SBS Brakes	1.6%
Renthal.....	1.0%
Husqvarna	0.9%
Mika Metals.....	0.8%
Moto Stuff.....	0.7%
Ferodo	0.6%
Moose Racing.....	0.6%
ProX.....	0.5%
Gold Fren.....	0.4%
Pro Taper	0.4%
Vesrah Racing.....	0.4%
Excel	0.3%
Parts Unlimited	0.2%
Misc. / Fill-in	2.0%

PLASTICS:

Will purchase within 12 months ...32.9%

IF "YES," WHAT BRAND:

Acerbis	38.7%
Undecided	15.8%
Polisport	11.7%
Cycra	9.7%
UFO	7.9%
OEM.....	6.1%
RTech.....	2.3%
KTM PowerParts	1.9%
DC Plastics.....	1.6%
Husqvarna	1.2%
MX Plastics.....	1.2%
VMX	0.6%
Maier.....	0.3%
Misc. / Fill-in	0.9%

SEAT OR SEAT COVER:

Will purchase within 12 months....29.3%

IF "YES," SEAT OR SEAT COVER:

Seat	28.3%
Seat cover	71.7%

IF "SEAT," WHAT BRAND:

Seat Concepts.....	24.7%
Guts	22.7%
Undecided	19.7%
OEM.....	5.4%
Acerbis	4.7%
SDG	4.4%
KTM PowerParts	3.7%
Factory Effex	3.4%
Enduro Engineering	3.1%
Think	2.0%
MotoSeat.....	1.7%
Husqvarna	0.7%
Polisport	0.7%
Psychic MX.....	0.3%
Misc. / Fill-in	2.7%

IF "SEAT COVER," WHAT BRAND:

Undecided	25.1%
Guts	16.2%
Thrill Seekers.....	7.6%
MotoSeat.....	7.0%
Factory Effex	3.5%
Acerbis	3.3%
DeCal Works.....	2.9%
KTM PowerParts	2.5%

D'cor Visuals	2.3%
Attack Graphics.....	1.8%
Throttle Jockey.....	1.8%
Traction MX.....	1.8%
Blackbird.....	1.6%
SDG.....	1.6%
Seat Concepts.....	1.5%
SKDA.....	1.5%
180 Decals.....	1.4%
OEM.....	1.4%
Factory Seat.....	1.3%
Ceet	1.1%
Topline	0.9%
Bud Racing.....	0.8%
Polisport	0.8%
Tecnosel	0.8%
Enjoy Mfg	0.6%
N-Style	0.6%
Evo-MX	0.5%
Flu Designs	0.5%
Moose.....	0.5%
One Gripper.....	0.5%
Fusion Graphix.....	0.4%
Nihilo Concepts.....	0.4%
One Industries	0.4%
Selab.....	0.4%
AS3 Performance	0.3%
Bike Graphix	0.3%
CFX.....	0.3%
FourWerx	0.3%
Sella Dalla Valle	0.3%
Misc. / Fill-in.....	3.5%

BIKE PROTECTION:

Will purchase within 12 months... 19.5%

IF "YES," WHAT BRAND:

Undecided	29.5%
Acerbis	28.3%
Works Connection.....	20.1%
TM Designworks.....	11.7%
Cycra	11.5%
Enduro Engineering	9.0%
Tusk.....	8.3%
KTM PowerParts.....	7.0%
Bullet Proof Designs	5.9%
Polisport	5.8%
Moose.....	5.6%
Pro Carbon	4.9%
Lightspeed.....	4.8%
P3	4.8%
GYTR.....	4.2%
Nihilo	4.2%
AXP Racing	4.1%
DeVol Racing.....	3.8%

Fastway	2.8%
Husqvarna	2.5%
Ricochet Offroad	2.3%
Emperor Racing	1.7%
MSR	1.5%
Scar	1.5%
AS3 Performance	1.3%
ICW	1.0%
7602 Racing	0.8%
CF Works	0.8%
Flatland Racing	0.8%
SXS	0.8%
CrossPro	0.7%
Hyde Racing	0.7%
Next Components	0.7%
ACD Racing Parts	0.6%
Force Accessories	0.6%
Appalachian Moto Products	0.4%
Bark Busters	0.4%
CRD	0.4%
CMT Composition	0.4%
Meca'System	0.4%
Unabiker	0.4%
DH1	0.3%
Leo Vince	0.3%
MEC	0.3%
Misc. / Fill-in	3.8%

SUSPENSION SERVICE:

Will purchase within 12 months ...43.7%

IF "YES," WHAT SUSPENSION COMPANY:

Undecided	18.8%
Race Tech	10.5%
Factory Connection	10.1%
Enzo	4.8%
Pro Circuit	3.3%
Pro-Action	2.1%
Öhlins	1.9%
WP, North America	1.6%
MX-Tech	1.6%
Kreft	1.2%
RG3	1.2%
TBT	1.2%
EVO	0.8%
Graeme Brough	0.8%
AHM Factory Services	0.7%
JM Racing	0.7%
TZR	0.7%
812 Suspension	0.6%
Fox Racing Shox	0.6%
JB1 Suspension	0.6%
Precision Concepts	0.6%

Protune Suspension	0.6%
Superior Suspension Settings	0.6%
EBR	0.5%
JMR Suspension	0.5%
Shock Therapy	0.5%
SRS	0.5%
Total Control	0.5%
Chad's Offroad	0.5%
MCR	0.5%
MPE	0.5%
Powerband Racing	0.5%
REP	0.5%
707 Racing	0.4%
Enduro Engineering	0.4%
FCR	0.4%
Racers Edge Performance	0.4%
SGB Suspension	0.4%
Technical Touch	0.4%
Fastlap	0.3%
Independent Race Shop	0.3%
KPS	0.3%
K-Tech	0.3%
Lainer Suspension	0.3%
N2Dirt Suspension	0.3%
Noleen	0.3%
Tech Care	0.3%
AEO	0.3%
Airborne Suspension	0.3%
Axis	0.3%
JP Speed	0.3%
MB1	0.3%
Reiger Suspension	0.3%
Reynard Modifications	0.3%
Solid Performance	0.3%
Solva	0.3%
Stillwell Performance	0.3%
Tag MX Suspension	0.3%
WMR Competition Performance	0.3%
ZR1	0.3%
A1 Racing	0.2%
Active Ride	0.2%
Air Ride	0.2%
BBS	0.2%
Boughner	0.2%
Clean Racing	0.2%
Dick's Racing	0.2%
Dirt Works	0.2%
Division MX	0.2%
Enduro Spec	0.2%
Full Travel Innovations	0.2%
JGR	0.2%
KB5	0.2%
Krooztune	0.2%
KTM World	0.2%
Kumlin Suspension	0.2%
LCS Racing	0.2%
MPR	0.2%

PDR Performance	0.2%
PR2	0.2%
Privateer Connection	0.2%
Pro Valve	0.2%
Renegade	0.2%
Roth Racing	0.2%
Six 12	0.2%
SPMX	0.2%
TF Racing	0.2%
WER	0.2%
Misc. / Fill-in	15.8%

ENGINE SERVICE:

Will purchase within 12 months... 14.4%

IF "YES," WHAT ENGINE COMPANY:

Undecided	28.8%
Pro Circuit	9.1%
Twisted Development	5.8%
Tom Morgan Racing	3.3%
Eric Gorr	2.7%
Tom Zont Racing	2.5%
Race Tech	2.3%
Tokyo Mods	1.9%
Varnier	1.9%
OEM Dealer	1.5%
Bondi	1.2%
Haeseker Racing	1.2%
JGRMX	1.2%
Bill's Pipes	1.0%
Bud Racing	1.0%
Millennium Technologies	1.0%
AHM Factory Services	0.8%
Big Bore Thumpers	0.8%
Dick's Racing	0.8%
JM Racing	0.8%
Power Seal USA	0.8%
Powered by Naveen	0.8%
PR2	0.8%
BWR	0.6%
Boyko Racing	0.6%
LA Sleeve	0.6%
Proven Moto	0.6%
R&D Racing	0.6%
Reynard Modifications	0.6%
Yoshimura	0.6%
AEO	0.4%
DASA	0.4%
JMS	0.4%
Pro-Prept Motocross	0.4%
XPR	0.4%
WMR Competition Performance	0.4%

Bonzi.....	0.2%
DC Powerhouse.....	0.2%
Finish Line Engines.....	0.2%
Inside Line MX.....	0.2%
Lynk's Racing.....	0.2%
MCD Racing.....	0.2%
Rocket Exhaust.....	0.2%
TBT.....	0.2%
Watts Perfections.....	0.4%
Misc. / Fill-in.....	18.7%

TRIPLE CLAMP:

Will purchase within 12 months7.2%

IF "YES," WHAT BRAND:

X-Trig.....	32.4%
Ride Engineering.....	13.7%
Undecided.....	12.5%
Pro Circuit.....	9.4%
NEKEN.....	5.5%
KTM PowerParts.....	5.1%
RG3.....	3.9%
Scar Racing.....	3.1%
Applied.....	2.7%
OEM.....	2.7%
Husqvarna.....	2.0%
Luxon MX.....	2.0%
Kite.....	1.6%
Misc. / Fill-in.....	3.5%

BIKE STAND:

Will purchase within 12 months ...16.8%

IF "YES," WHAT BRAND:

Undecided.....	39.9%
Matrix Concepts.....	11.4%
Harbor Freight.....	5.1%
Works Connection.....	4.8%
Tusk.....	4.4%
Acerbis.....	3.9%
Pro Circuit.....	3.2%
Fly.....	3.1%
24mx.....	2.9%
KTM PowerParts.....	2.4%
Polisport.....	2.0%
FMF.....	1.5%
Moose.....	1.5%
Risk Racing.....	1.5%
MotoSport.....	1.4%
Pit Posse.....	1.0%
Cycra.....	0.9%
Scar.....	0.9%

Husqvarna.....	0.7%
ICW.....	0.7%
MotoConcepts.....	0.7%
OEM.....	0.7%
Akrapovic.....	0.5%
DRC.....	0.5%
ASV.....	0.3%
Bud Racing.....	0.3%
MSR.....	0.3%
Universal.....	0.3%
Misc. / Fill-in.....	3.1%

FUEL TYPE:

Pump gas.....76.8%

Race fuel.....23.2%

IF "RACE FUEL," WHAT BRAND:

VP.....	61.3%
Sunoco.....	11.2%
Avgas.....	6.4%
BP.....	2.5%
Renegade.....	2.1%
Shell.....	2.0%
Klotz.....	1.5%
KTM Racing Fuel.....	1.4%
Turbo Blue.....	1.2%
Torco.....	1.1%
Aspen.....	0.9%
Cam2.....	0.9%
ETS.....	0.9%
Trick.....	0.9%
Rocket Fuel.....	0.7%
Dragon.....	0.6%
Elf.....	0.5%
F&L.....	0.4%
Base.....	0.2%
Ignite.....	0.2%
Monster.....	0.2%
Misc. / Fill-in.....	2.7%

FAVORITE OIL:

Maxima.....	16.9%
Amsoil.....	10.8%
Bel-Ray.....	8.6%
Motul.....	7.6%
Undecided.....	7.1%
Motorex.....	6.5%
Yamalube.....	6.2%
Castrol.....	5.2%
Shell Rotella.....	4.4%
Hondaline.....	3.7%
KTM / Motorex.....	3.7%

Lucas.....	3.4%
Klotz.....	2.0%
Mobil.....	1.6%
Spectro.....	1.4%
Putoline.....	1.2%
Kawasaki.....	1.0%
Valvoline.....	0.8%
Penrite.....	0.8%
Silkolene.....	0.8%
Blendzall.....	0.6%
Ipone.....	0.5%
Blud Lubricants.....	0.4%
Fuchs.....	0.4%
Liqui Moly.....	0.4%
Redline.....	0.4%
Torco.....	0.4%
Rock Oil.....	0.3%
Royal Purple.....	0.3%
Elf.....	0.2%
Delo.....	0.2%
Misc. / Fill-in.....	2.2%

FAVORITE CHAIN LUBE:

Maxima.....	24.6%
Bel-Ray.....	16.2%
Undecided.....	13.7%
Motul.....	5.4%
WD-40.....	4.8%
Motorex.....	4.5%
PJ1.....	3.5%
Amsoil.....	3.3%
Lucas Oil.....	2.9%
Honda OEM.....	2.5%
Castrol.....	2.5%
KTM / Motorex.....	2.2%
Yamalube.....	2.0%
Sikolene.....	1.5%
Putoline.....	1.2%
Klotz.....	0.9%
No Toil.....	0.6%
Ipone.....	0.6%
Dumonde Tech.....	0.5%
Penrite.....	0.5%
Spectro.....	0.4%
Renthal.....	0.4%
Muc-off.....	0.4%
Mika Metals.....	0.3%
Champion.....	0.3%
Kal-Guard.....	0.3%
Napa.....	0.3%
DuPont.....	0.2%
Tri-Flow.....	0.2%
Valvoline.....	0.2%
Wurth.....	0.2%
Repsol.....	0.2%
Sunstar.....	0.2%

Misc. / Fill-in 2.6%

FAVORITE AIR FILTER:

Twin Air 44.5%
 K&N 10.9%
 Undecided 9.7%
 No Toil 9.1%
 UNI 6.6%
 DT1 3.1%
 Pro Filter 3.0%
 OEM 2.7%
 FunnelWeb 1.8%
 HiFlo 1.6%
 Yamaha GYTR 1.5%
 Tusk 0.9%
 Acerbis 0.7%
 Moose 0.7%
 ProX 0.5%
 Moto Air 0.4%
 Loudmouth 0.3%
 DNA 0.3%
 FilGuard 0.3%
 Putoline 0.2%
 Two Brothers 0.2%
 Misc. / Fill-in 1.1%

FAVORITE ENGINE COOLANT:

Engine Ice 28.0%
 Undecided 23.0%
 Maxima 5.8%
 Automotive antifreeze 4.6%
 Bel-Ray Moto Chill 3.7%
 Honda 3.1%
 Evans Waterless 3.1%
 Peak 2.6%
 KTM / Motorex 2.6%
 Prestone 2.4%
 Motul 2.3%
 Motorex 2.3%
 Amsoil 2.2%
 OEM 2.2%
 Castrol 2.1%
 Yamalube Yamacool 2.0%
 Red Line / Water Wetter 1.2%
 Royal Purple Purple Ice 0.9%
 Putoline 0.8%
 Twin Air IceFlow 0.7%
 Liquid Performance 0.6%
 Penrite 0.5%
 Elf 0.4%
 Water 0.4%
 Silkolene 0.4%
 Spectro 0.3%
 Suzuki 0.2%
 Misc. / Fill-in 1.6%

BRAND(S) OF TOOLS OWNED:

Craftsman 63.6%
 Snap-on 40.9%
 Motion Pro 38.4%
 Dewalt 36.7%
 Harbor Freight 32.0%
 Channel Lock 31.6%
 Stanley Tools 23.1%
 Milwaukee 23.0%
 Crescent 22.5%
 Kobalt 21.9%
 Tusk 21.5%
 Makita 19.5%
 Bike Master 15.9%
 Mac Tools 15.9%
 Bosch 15.4%
 GearWrench 13.4%
 Ryobi 12.9%
 Park Tools 12.2%
 Husky 12.0%
 Matco Tools 11.6%
 Klein 11.4%
 Pittsburgh 11.2%
 Ratio-Rite 11.1%
 Porter Cable 10.1%
 Race Tech 9.6%
 KTM PowerParts 9.5%
 Mastercraft 8.9%
 Moose Racing 8.6%
 FMF 8.0%
 Works Connection 7.8%
 Hitachi 7.3%
 SK 6.9%
 Cornwell 6.5%
 NGK 6.4%
 Parts Unlimited 6.3%
 Pit Posse 5.9%
 Pro Circuit 5.6%
 ASV 5.2%
 DID 5.2%
 Excel 5.0%
 K&N 5.0%
 MSR 5.0%
 Fly Racing 4.9%
 Husqvarna 4.8%
 Fasst Company 4.7%
 Wurth 3.9%
 Hilti 3.7%
 Wiseco 3.7%
 Kinchrome 3.4%
 Sidchrome 3.3%
 K&L 3.1%
 Beta 3.0%
 Bacho 3.0%
 Matrix Concepts 2.7%
 Hot Cams 2.7%

Carlyle 2.4%
 Cruz Tools 2.4%
 Topoak 2.3%
 Facom 2.2%
 Emgo 2.0%
 Drag Specialties 2.0%
 RK 1.9%
 Gedore 1.9%
 AEG 1.8%
 Stahlwille 1.7%
 Draper 1.6%
 AmPro 1.5%
 Biltema 1.3%
 Halfords 1.3%
 Raboconda 1.3%
 Motorsport Products 1.3%
 Kowa 1.2%
 Sonic Tools 1.2%
 Hardline 1.1%
 Progressive Suspension 1.1%
 Britool 1.1%
 Hazet 1.1%
 SP 0.8%
 Torin Jacks Inc 0.8%
 Lang Tools 0.7%
 Helix 0.7%
 Dynatek 0.7%
 Outerwears 0.7%
 Rowe USA 0.7%
 TMV 0.6%
 Air Force Blaster 0.6%
 Scribner Plastics 0.6%
 Jims 0.5%
 Moto Centric 0.4%
 Hydro-turf 0.3%
 Tire Balls 0.3%
 Stop & Go 0.3%
 Tecmate 0.3%
 Tirox 0.3%
 Baron Custom Accessories 0.2%
 Teng 0.2%
 Ridgid 0.2%
 Bluhm Enterprises 0.2%
 Simple Solutions 0.2%
 Misc. / Fill-in 3.7%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months... 17.8%

IF "YES," WHAT BRAND:

GoPro 73.9%
 Undecided 16.2%
 Garmin 1.3%
 Fly 360 1.1%

Insta360	0.7%
Panasonic	0.5%
Vivitar	0.5%
AEE	0.3%
CamOne	0.3%
Epic Action Video Cam.....	0.3%
Polaroid.....	0.3%
Replay XD	0.3%
Sony ActionCam.....	0.3%
Misc. / Fill-in	3.8%

USE OR INTERESTED IN FOLLOWING PRODUCT:

Vitamins/supplements	43.1%
Electrolytes	41.9%
Energy bars	36.6%
None.....	33.7%
CBD	33.4%
Protein/whey protein.....	30.2%
Recovery powders	27.7%
Misc. / Fill-in	1.6%

FAVORITE SUNGLASSES:

Oakley.....	31.1%
Undecided.....	24.2%
100%.....	8.2%
Ray-Ban	7.5%
Spy	4.8%
Maui Jim	3.1%
Costa Del Mar.....	2.9%
Smith Optics	2.1%
Fox	1.7%
Arnette	1.0%
Dragon	0.9%
Scott.....	0.9%
Heatwave	0.8%
Von Zipper.....	0.7%
Black Flys	0.6%
Bolle.....	0.5%
Wiley X.....	0.5%
Electric	0.5%
Pit Viper.....	0.4%
Revo.....	0.4%
Carrera	0.4%
Nike	0.4%
Native.....	0.4%
Serengeti	0.4%
Gucci.....	0.3%
3m	0.3%
Tifosi.....	0.3%
Persol	0.2%
Nemesis	0.2%
Under Armor.....	0.2%
Misc. / Fill-in	4.0%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes35.2%

IF "YES," WHAT BRAND:

Honda.....	19.3%
Harley Davidson	18.5%
Yamaha	13.1%
Suzuki	12.3%
Kawasaki.....	9.5%
KTM.....	5.1%
BMW	5.0%
Triumph	3.6%
Ducati.....	3.4%
Aprilla	1.4%
Husqvarna	1.1%
Indian	0.8%
Victory	0.7%
Buell.....	0.6%
Royal Enfield	0.6%
BSA.....	0.4%
Moto Guzzi	0.4%
Husaberg	0.3%
Hyosung	0.3%
Norton	0.3%
Misc. / Fill-in	3.3%

STREET BIKE:

Will purchase within 12 months...10.1%

IF "YES," WHAT BRAND:

Undecided	17.4%
Honda.....	15.1%
Yamaha	15.1%
Harley Davidson	10.5%
KTM.....	8.7%
Kawasaki.....	6.1%
Ducati.....	5.5%
Suzuki	5.5%
Indian	4.4%
Husqvarna	2.9%
BMW	2.0%
Aprilla	1.7%
Triumph	1.7%
Custom	0.6%
Royal Enfield	0.6%

Buell.....	0.3%
Victory	0.3%
Misc. / Fill-in.....	1.5%

OWN A SIDE X SIDE / UTV:

Yes 10.2%

IF "YES," WHAT BRAND:

Polaris.....	43.8%
Yamaha	13.2%
Can-Am.....	10.6%
Kawasaki.....	9.7%
Honda	8.6%
Artic Cat.....	4.9%
John Deere.....	2.3%
Kubota	1.2%
Misc. / Fill-in.....	5.7%

SIDE X SIDE / UTV:

Will purchase within 12 months ... 4.8%

IF "YES," WHAT BRAND:

Polaris.....	23.4%
Undecided	22.2%
Can-Am.....	20.3%
Honda	13.3%
Yamaha	8.2%
Kawasaki	5.7%
Artic Cat.....	1.9%
John Deere.....	0.6%
Kubota	0.6%
Misc. / Fill-in.....	3.8%

OWN AN ATV:

Yes 23.2%

IF "YES," WHAT TYPE:

Utility	59.8%
Sport.....	40.2%

IF "YES," WHAT BRAND :

Honda	32.4%
Yamaha	26.2%
Polaris.....	14.0%
Suzuki.....	8.3%
Kawasaki.....	6.3%
Can-Am.....	4.0%
Artic Cat.....	3.2%
Bombardier.....	0.7%
KTM.....	0.4%

Kymco0.4%
 Misc. / Fill-in 4.1%

ATV:

Will purchase within 12 months 4.1%

IF "YES," WHAT TYPE:

Utility42.3%
 Sport.....38.5%
 Undecided..... 19.2%

IF "YES," WHAT BRAND:

Honda.....24.2%
 Yamaha22.5%
 Undecided20.0%
 Polaris16.7%
 Kawasaki5.8%
 Can-Am3.3%
 Suzuki3.3%
 Artic Cat1.7%
 Bombardier1.7%
 CFMOTO.....0.8%

Chevrolet.....17.6%
 Undecided15.5%
 Toyota11.8%
 Dodge.....10.4%
 GMC7.2%
 Nissan.....2.5%
 Holden.....1.2%
 Jeep0.8%
 Volkswagen0.8%
 Tesla.....0.6%
 Mitsubishi0.6%
 Honda0.4%
 Mazda.....0.4%
 Mercedes0.4%
 Misc. / Fill-in0.6%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes72.6%

IF "YES," WHAT BRAND:

Ford.....32.0%
 Chevrolet20.8%
 Dodge.....15.6%
 Toyota.....13.7%
 GMC8.2%
 Nissan4.0%
 Holden1.1%
 Honda.....0.9%
 Mitsubishi0.9%
 Volkswagen0.9%
 Mazda0.8%
 Jeep0.3%
 Misc. / Fill-in0.9%

PICKUP TRUCK:

Will purchase within 12 months... 14.3%

IF "YES," WHAT BRAND:

Ford.....29.0%