

2008 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male96.3%
Female.....3.7%

MARITAL STATUS:

Married.....48.4%
Single51.6%

AGE:

Average32.4
Median39.0
17 or under14.2%
18-208.3%
21-247.3%
25-3419.3%
35-4432.2%
45 or older18.6%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school.....8.4%
High school26.4%
Some college28.9%
College27.7%
Postgraduate degree8.6%

HOUSEHOLD INCOME:

Average\$95,788
Median\$87,500
Under \$25,000.....9.8%
\$25,001 - \$50,00013.4%
\$50,001 - \$75,00020.0%
\$75,001 - \$100,00020.9%
\$100,001 - \$150,00021.9%
\$151,000 - \$250,0009.6%
\$250,001 or more4.4%

INTERNATIONAL DISTRIBUTION:

United States74.6%
Canada.....3.8%
Australia.....3.0%
United Kingdom.....2.5%
France.....2.3%
Italy1.2%
Netherlands1.2%
Germany.....1.2%
Belgium.....0.9%
Spain0.9%

[Click here for a complete list of countries](#)

UNITED STATES DISTRIBUTION:

California27.4%
Texas7.9%
Florida4.8%
New York4.1%
Arizona.....3.6%
Washington.....3.2%
Ohio.....3.0%
Illinois3.0%
Georgia.....2.9%
Pennsylvania2.8%

[Click here for complete United States distribution](#)

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

4 or more times per day47.9%
2-3 times per day30.8%
Once a day.....15.5%
2-3 times a week3.5%
Once a week or less.....2.3%

HAVE MADE AN ONLINE PURCHASE:

Yes.....93.8%

MAIN SOURCES OF MOTOCROSS INFORMATION:

Internet86.7%
Magazines48.0%
Friends.....35.7%
Track24.6%
Television.....20.6%
Local shop.....16.0%
Catalogs.....12.4%
Other2.9%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes.....85.5%

MOTOCROSS BIKE CURRENTLY OWNED:

Honda33.4%
Yamaha.....27.1%
Kawasaki.....14.3%
Suzuki12.3%
KTM.....9.4%
Other3.5%

WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Will replace51.3%

BRAND:

Honda28.7%
Yamaha.....19.8%
Undecided14.2%
Kawasaki.....13.8%
Suzuki11.4%
KTM.....10.6%
Other1.5%

HOW OFTEN RIDE MOTOCROSS:

4 or more times a week9.5%
2-3 times a week24.5%
About once a week23.6%
2-3 times a month.....15.1%
About once a month8.3%
Don't ride regularly.....19.0%

HAVE ATTENDED A MOTOCROSS OR SUPERCROSS RACE IN THE PAST 12 MONTHS:

Yes.....79.9%

MOTOCROSS GEAR & APPAREL TO REPLACE IN THE NEXT 12 MONTHS

RIDING GEAR:

Will replace 77.3%

BRAND:

Undecided 22.6%
 Thor 18.1%
 Fox 16.3%
 Troy Lee Designs 8.7%
 MSR 5.7%
 No Fear 5.6%
 Answer 5.4%
 Fly 3.8%
 O'Neal 3.6%
 Shift 3.0%
 AXO 1.5%
 Moose 1.3%
 Other 4.4%

HELMET:

Will replace 54.2%

BRAND:

Undecided 18.9%
 Shoei 12.3%
 Arai 12.2%
 Troy Lee 8.3%
 One Industries 8.2%
 Fox 7.9%
 Bell 6.5%
 Thor 6.1%
 661 5.7%
 HJC 2.3%
 Fly 1.9%
 O'Neal 1.1%
 MSR 0.7%
 No Fear 0.7%
 AXO 0.5%
 EVS 0.5%
 Shift 0.5%
 KBC 0.5%
 Moose 0.3%
 Answer 0.2%
 Other 4.6%

GOGGLES:

Will replace 63.7%

BRAND:

Scott 30.7%
 Oakley 19.7%
 Spy 15.4%
 Undecided 10.1%
 Smith 6.4%
 Dragon 3.2%
 Fox 2.8%
 Utopia 2.4%
 ProGrip 1.8%
 Thor 1.7%
 Blur 0.9%
 O'Neal 0.5%
 Fly 0.5%
 Answer 0.2%
 Moose 0.1%
 Other 3.5%

BOOTS:

Will replace 50.4%

BRAND:

Alpinestars 40.8%
 Gaerne 22.4%
 Undecided 11.5%
 Fox 7.4%
 Sidi 5.6%
 661 2.5%
 TCX 1.9%
 Thor 1.4%
 AXO 1.3%
 O'Neal 1.3%
 No Fear 0.8%
 Berik 0.6%
 Scott 0.6%
 MSR 0.4%
 Fly 0.3%
 Shift 0.2%
 Answer 0.1%
 Moose 0.1%
 Other 0.8%

NECK PROTECTION:

Will replace 43.3%

BRAND:

Leatt 44.5%
 EVS 23.1%
 Undecided 21.3%
 Alpinestars 7.1%
 661 2.6%
 Other 1.3%

EXHAUST:

Will replace 35.7%

BRAND:

FMF 32.1%
 Pro Circuit 24.4%
 Yoshimura 10.0%
 Undecided 8.6%
 Akrapovic 6.1%
 Dr. D 5.9%
 Leo Vince 2.9%
 White Brothers 2.6%
 Rocket 1.1%
 Big Gun 0.7%
 HMF 0.6%
 Two Brothers 0.6%
 MDK 0.5%
 DMC 0.2%
 Other 3.7%

GRAPHICS:

Will replace 47.2%

BRAND:

Undecided 24.4%
 One Industries 19.8%
 Decal Works 14.8%
 Factory Effex 8.9%
 N-Style 6.1%
 Flu 2.0%
 Throttle Jockey 2.0%
 Olkom 0.3%
 Other 21.8%

TIRES:

Will replace 76.4%

BRAND:

Dunlop 35.6%
 Bridgestone 15.8%
 Michelin 13.4%
 Maxxis 11.7%
 Undecided 10.0%
 Pirelli 6.5%
 Kenda 4.0%
 Metzeler 1.1%
 Cheng Shin 0.5%
 IRC 0.5%
 Innova 0.1%
 Other 1.0%

HANDLEBARS:

Will replace 37.8%

BRAND:

Renthal 45.4%
 Pro Taper 31.9%
 Undecided 5.4%
 Tag 5.1%
 Sunline 2.6%
 Easton 2.5%
 FMF 0.7%
 Universal 0.5%
 Azonic 0.3%
 KTM 0.2%
 O'Neal 0.2%
 Fly 0.1%
 Other 5.0%

SPROCKET:

Will replace 60.0%

BRAND:

Renthal 43.2%
 Undecided 16.4%
 Tag 7.0%
 Sunline 5.9%
 Vortex 5.9%
 Pro Taper 5.4%
 Sunstar 5.2%
 Talon 2.9%
 Afam 1.7%
 Moose 0.7%
 MSR 0.7%
 Turner 0.1%
 Two Brothers 0.1%
 Other 4.8%

FAVORITE OIL:

Maxima 21.1%
 Undecided 13.7%
 Bel-Ray 10.8%
 Castrol 9.0%
 Motorex 7.2%
 Silkolene 4.6%
 Torco 3.6%
 PJ1 2.0%
 Panolin 1.3%
 Other 26.8%

Methodology – This survey was conducted on Vital MX in May, 2008. Responses were limited to one per person. Results were tabulated from over 2,600 completed surveys. To assure the highest accuracy, geographic data was pulled from 3rd party measurement that tracks every visitor to the site.

CHAIN:

Will replace.....	62.9%
BRAND:	
DID.....	30.1%
Renthal.....	24.3%
Undecided.....	14.1%
RK.....	12.5%
Regina.....	6.8%
Sunline.....	3.8%
EK.....	2.6%
Tsubaki.....	1.2%
Vortex.....	1.2%
MSR.....	0.7%
Moose.....	0.5%
Other.....	1.6%

FAVORITE BRAND OF CASUAL SHOES:

Nike.....	18.5%
Undecided.....	15.2%
DC.....	13.3%
Vans.....	10.8%
DVS.....	7.7%
Etnies.....	5.9%
Adidas.....	5.9%
Fox.....	3.6%
Osiris.....	2.2%
Converse.....	1.8%
Globe.....	1.3%
Adio.....	1.2%
Other.....	12.7%

FAVORITE BRANDS OF SUNGLASSES*:

Oakley.....	34.6%
Undecided.....	22.0%
Spy.....	15.9%
Von Zipper.....	3.7%
Fox.....	3.5%
Dragon.....	3.1%
Electric.....	2.3%
Utopia.....	1.2%
Hoven.....	0.4%
Other.....	13.2%

POWERSPORTS ACTIVITY**OWN A STREET BIKE:**

Yes.....	24.6%
----------	-------

TYPE:

Sport.....	39.7%
Dual-sport.....	16.9%
Cruiser.....	16.3%
Touring.....	5.8%
Chopper.....	5.4%
Other.....	15.9%

BRAND:

Honda.....	23.5%
Suzuki.....	15.5%
Yamaha.....	15.3%
Harley Davidson.....	12.7%
Kawasaki.....	9.7%
KTM.....	6.1%
Ducati.....	4.3%
BMW.....	3.0%
Aprillia.....	1.9%
Triumph.....	1.9%
Buell.....	1.3%
Victory.....	0.2%
Other.....	4.8%

PLAN TO BUY STREET BIKE IN THE NEXT 12 MONTHS:

Yes.....	12.8%
----------	-------

TYPE:

Sport.....	45.7%
Dual-sport.....	23.0%
Cruiser.....	11.9%
Touring.....	5.8%
Chopper.....	3.6%
Other.....	10.1%

BRAND:

Yamaha.....	15.8%
Honda.....	15.5%
Undecided.....	13.7%
Suzuki.....	13.7%
KTM.....	10.1%
Kawasaki.....	7.9%
Harley Davidson.....	7.2%
Ducati.....	4.3%
Aprillia.....	3.2%
Triumph.....	2.2%
BMW.....	1.1%
Buell.....	0.4%
Victory.....	0.4%
Other.....	4.7%

OWN AN ATV:

Yes.....	19.9%
----------	-------

BRAND:

Honda.....	31.0%
Yamaha.....	28.9%
Suzuki.....	10.7%
Polaris.....	8.6%
Kawasaki.....	7.7%
Bombardier.....	3.3%
Artic Cat.....	2.6%
Other.....	7.2%

PLAN TO BUY ATV IN THE NEXT 12 MONTHS:

Yes.....	3.8%
----------	------

BRAND:

Yamaha.....	25.3%
Undecided.....	25.3%
Honda.....	15.7%
Bombardier.....	6.0%
Kawasaki.....	6.0%
Suzuki.....	6.0%
Polaris.....	4.8%
Artic Cat.....	2.4%
Other.....	8.4%

OWN A PERSONAL WATERCRAFT:

Yes.....	9.7%
----------	------

BRAND:

Yamaha.....	28.9%
Bombardier.....	24.0%
Kawasaki.....	23.5%
Honda.....	7.4%
Other.....	16.2%

PLAN TO BUY PERSONAL WATERCRAFT IN THE NEXT 12 MONTHS:

Yes.....	3.2%
----------	------

BRAND:

Kawasaki.....	27.3%
Yamaha.....	21.2%
Undecided.....	19.7%
Bombardier.....	16.7%
Honda.....	7.6%
Other.....	7.6%

OWN A PICKUP TRUCK:

Yes.....	66.9%
----------	-------

BRAND:

Ford.....	30.2%
Chevrolet.....	27.4%
Toyota.....	15.3%
Dodge.....	13.4%
Nissan.....	5.3%
Mazda.....	1.0%
Honda.....	0.3%
Other.....	7.0%

PLAN TO BUY PICKUP TRUCK IN THE NEXT 12 MONTHS:

Yes.....	17.5%
----------	-------

BRAND:

Toyota.....	26.6%
Chevrolet.....	21.0%
Ford.....	20.4%
Undecided.....	16.4%
Dodge.....	6.7%
Nissan.....	3.8%
Honda.....	0.8%
Other.....	4.3%

Methodology – This survey was conducted on Vital MX in May, 2008. Responses were limited to one per person. Results were tabulated from over 2,600 completed surveys. To assure the highest accuracy, geographic data was pulled from 3rd party measurement that tracks every visitor to the site.

*Smith sunglasses was inadvertently left off the survey – we apologize for the error.