



2013 Audience Survey

DEMOGRAPHIC INFORMATION

GENDER:

Male.....	97.7%
Female.....	2.3%

MARITAL STATUS:

Married.....	55.3%
Single.....	44.7%

AGE:

Avg.	37
Median.....	39
19 or under	11.9%
20-29.....	19.6%
30-39.....	20.4%
40-49.....	27.6%
50-59.....	18.8%
60 or older	1.7%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	5.6%
High school	26.3%
Some college	29.1%
College	29.8%
Postgraduate degree.....	9.2%

HOUSEHOLD INCOME:

Average.....	\$101,176
Median.....	\$87,500
Under \$25,000	8.4%
\$25,001 - \$50,000.....	15.4%
\$50,001 - \$75,000.....	16.9%
\$75,001 - \$100,000.....	20.8%
\$100,001 - \$150,000.....	21.4%
\$150,001 - \$250,000.....	11.5%
\$250,001 or more	5.6%

INTERNATIONAL TRAFFIC, Top 10 countries from survey responses*:

United States.....	71.8%
Australia	5.8%
Canada	5.8%
New Zealand.....	2.0%
Sweden	1.8%
United Kingdom	1.8%
France	1.0%
Netherlands.....	1.0%
Germany	0.9%
Belgium	0.6%
Italy	0.6%

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

California	19.8%
Texas	7.0%
Washington.....	5.3%
Florida	4.7%
Michigan.....	4.3%
Ohio	4.2%
Pennsylvania.....	3.5%
Arizona	3.2%
Colorado	3.2%
Oregon	2.8%

INTERNATIONAL TRAFFIC, Top 10 of 224 countries from Google Analytics*:

United States.....	63.9%
Canada	5.2%
Australia	5.2%
United Kingdom	4.5%
France	2.4%
Sweden	1.8%
Germany	1.2%
New Zealand.....	1.1%
Netherlands.....	1.1%
Italy	1.0%

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

California	22.0%
Texas	6.8%
Florida	4.6%
New York.....	4.2%
Washington.....	3.9%
Michigan.....	3.4%
Pennsylvania.....	3.3%
Illinois	3.1%
Ohio	3.1%
Colorado	2.8%

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

Mountain Biking.....	52.1%
Camping.....	41.5%
Fishing	33.7%
Running	29.7%
Video Gaming.....	29.3%
Golf	24.3%
Road Cycling	24.0%
BMX	23.1%
Hiking	21.7%
Football	21.2%
Hunting	17.6%
Basketball	17.2%
Formula-1	16.7%
Baseball.....	16.3%
Snowboarding	16.2%
NASCAR	15.3%
Off-Road Truck Racing	13.8%
Skiing.....	13.4%
Wakeboarding	12.3%
Skateboarding	11.9%
Hockey	11.6%
Rally.....	11.1%
Surfing	9.6%
Tennis	8.2%
Waterskiing.....	7.7%
Indy Car	7.7%
Climbing	7.1%
Soccer	1.0%
Snowmobiling.....	0.5%

Moto GP	0.4%
Rugby	0.3%
RC.....	0.2%
Boxing	0.2%
Drag racing.....	0.2%
Lacrosse.....	0.2%
Shooting	0.1%
Misc. / Fill-in.....	2.6%

MEDIA CONSUMPTION

HOW OFTEN GO ONLINE:

Avg. times per day	7.8%
2-5 times a day	37.5%
6-10 times a day	18.9%
Once a day	12.8%
21 or more times a day	12.4%
11-20 times a day	12.1%
2-3 times per week	4.8%
Once a week or less	1.5%

HAVE MADE ONLINE PURCHASE:

Yes.....	96.0%
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MAIN SOURCES OF MOTOCROSS INFORMATION:

Motocross web sites	21.0%
Magazines.....	13.3%
At the track / races / events	12.2%
Friends	10.8%
Social Media.....	9.8%
Television	8.4%
Manufacturer web sites	6.4%
Local shop	5.7%
Podcasts	4.0%
Mail-order web sites	3.8%
Manufacturer catalogs	2.5%
Mail-order catalogs	1.8%
Misc. / Fill-in.....	0.2%

MOTOCROSS ACTIVITY

OWN A MOTOCROSS BIKE:

Yes.....	86.7%
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MOTOCROSS BIKE CURRENTLY OWNED:

Honda	26.5%
Yamaha.....	23.0%
KTM	16.8%
Kawasaki	16.2%

Suzuki	12.3%
Husqvarna	1.6%
Maico	0.7%
TM	0.5%
Husaberg.....	0.4%
Beta	0.3%
Gas Gas.....	0.3%
BMW	0.2%
CZ	0.2%
Bultaco.....	0.2%
Cobra	0.1%
Misc. / Fill-in	0.7%

WHAT SIZE IS YOUR PRIMARY BIKE?

50-85	3.3%
100-110.....	1.2%
125	10.5%
150	2.3%
200-230.....	2.2%
250	39.7%
300	2.2%
350	2.4%
400	1.5%
450	29.0%
500 or bigger.....	4.1%
Misc. / Fill-in	1.7%

IS YOUR PRIMARY BIKE A 2-STROKE OR 4-STROKE?

2-Stroke	41.9%
4-Stroke	58.1%

HOW MANY TOTAL MOTOCROSS BIKES ARE IN YOUR HOUSEHOLD?

Average	2.9
1	25.7%
2	27.6%
3	17.4%
4	11.0%
5 or more.....	18.3%

WILL REPLACE MOTOCROSS BIKE IN THE NEXT 12 MONTHS:

Yes.....	42.7%
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IF "YES," WHAT BRAND OF BIKE:

KTM	26.1%
Honda	19.6%
Yamaha.....	16.2%
Kawasaki	13.7%
Undecided.....	12.0%

Suzuki	7.0%
Husqvarna	1.3%
Beta	0.6%
Cobra.....	0.6%
Gas Gas.....	0.5%
Husaberg.....	0.5%
TM	0.5%
Maico	0.4%
BMW	0.3%
Misc. / Fill-in	0.7%

WHAT SIZE BIKE DO YOU PLAN TO BUY?

50-85	4.2%
100-110.....	1.6%
125	6.8%
150	3.8%
200-230.....	1.3%
250	35.8%
300	6.1%
350	5.4%
400	0.4%
450	30.8%
500 or bigger.....	3.0%
Misc. / Fill-in	0.8%

DO YOU PLAN TO BUY A 2-STROKE OR 4-STROKE?

2-Stroke.....	36.6%
4-Stroke.....	63.4%

HOW OFTEN DO YOU RIDE MOTOCROSS?

Average.....	1.1 times per week
4 or more times a week.....	4.5%
2-3 times a week	17.3%
About once a week.....	23.7%
2-3 times a month	18.8%
About once a month.....	12.1%
I don't ride regularly	23.6%

WHAT TYPES OF RIDING HAVE YOU DONE IN THE PAST 12 MONTHS:

Motocross Tracks.....	80.3%
Trail Riding.....	43.2%
Off-Road	42.2%
Enduro.....	18.2%
Hare Scramble	14.5%
Street / Road	13.1%
Dual Sport.....	8.5%
Sand Dunes	7.8%
Arenacross	7.0%
Trials	5.8%
Hill Climbing.....	4.4%

Flat Track	3.1%
Supermoto	2.9%
FMX	1.6%
Ice Racing.....	0.2%
Misc. / Fill-in.....	2.3%

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

Yes..... 73.2%

HAVE YOU RACED IN THE PAST 12 MONTHS:

Yes..... 46.6%

MOTOCROSS GEAR, PARTS & ACCESSORIES:

RIDING GEAR:

Will purchase within 12 months .. 67.8%

IF "YES," WHAT BRAND OF RIDING GEAR:

Undecided.....	18.5%
Fox.....	16.6%
Troy Lee Designs	10.3%
Fly.....	7.9%
Thor	7.6%
Shift	6.8%
ONE Industries	4.9%
JT Racing.....	4.6%
O'Neal.....	3.5%
MSR	3.3%
Alpinestars.....	2.6%
Answer	2.6%
Alias	2.3%
Yoko	1.5%
Moose	1.4%
Klim.....	1.3%
Scott.....	0.9%
AXO	0.8%
UFO	0.4%
Seven	0.4%
Acerbis	0.4%
No Fear	0.3%
Pro Grip	0.2%
Misc. / Fill-in.....	0.9%

GLOVES:

Will purchase within 12 months .. 67.8%

IF "YES," WHAT BRAND OF GLOVES:

Undecided.....	20.4%
Fox.....	15.3%
Deft Family.....	9.6%
Troy Lee Designs	8.2%
Fly.....	5.9%
Thor	5.8%
Shift	4.1%
JT Racing.....	3.7%
Novik	3.7%
ONE Industries	3.4%
O'Neal	3.3%
MSR	2.2%
Answer.....	2.1%
Alpinestars.....	2.1%
Alias.....	1.4%
Moose	1.2%
Scott.....	0.8%
AXO	0.7%
Klim.....	0.7%
Oakley.....	0.6%
Mechanix	0.4%
No Fear	0.4%
UFO	0.4%
Acerbis.....	0.3%
EVS.....	0.3%
Fist.....	0.2%
SixSixOne.....	0.2%
Seven	0.2%
Pro Grip	0.1%
Yoko	0.1%
Ricoo.....	0.1%
Risk Racing	0.1%
Misc. / Fill-in	2.0%

HELMET:

Will purchase within 12 months .. 46.8%

IF "YES," WHAT BRAND OF HELMET:

Shoei.....	17.8%
Undecided.....	14.2%
Bell	12.0%
Fox.....	9.5%
6D	8.3%
Troy Lee Designs	7.4%
Arai	6.5%
Fly.....	4.3%
Airoh.....	3.8%
Thor	2.5%
ONE Industries	2.1%
Suomy	1.7%
HJC	1.3%

AGV.....	0.9%
JT Racing.....	0.9%
O'Neal	0.8%
Scorpion.....	0.8%
M2R.....	0.6%
Scott.....	0.6%
UFO	0.5%
Lazer	0.4%
MSR.....	0.4%
Answer	0.3%
Kali Protectives.....	0.3%
Klim	0.3%
EVS.....	0.2%
Acerbis	0.2%
AFX	0.2%
Just 1 Helmet	0.2%
SixSixOne	0.2%
AXO.....	0.1%
KBC	0.1%
Shift.....	0.1%
Xtreme	0.1%
Misc. / Fill-in	0.4%

GOGGLES:

Will purchase within 12 months... 56.4%

IF "YES," WHAT BRAND OF GOGGLES:

Oakley.....	23.2%
100%	16.7%
Scott.....	15.0%
Undecided.....	12.7%
EKS Brand.....	7.6%
Smith Optics	5.1%
Spy	5.1%
Fox	3.7%
Dragon	3.2%
Pro Grip	1.2%
Utopia	0.9%
Von Zipper.....	0.7%
Rip N Roll.....	0.7%
Fly.....	0.6%
Thor.....	0.6%
CTO	0.4%
Steel MX.....	0.4%
Blur	0.3%
Pro-Vue.....	0.3%
O'Neal	0.2%
Liquid Image.....	0.1%
Moto Optics	0.1%
Answer	0.1%
Electric	0.1%
Moose	0.1%
MSR.....	0.1%
Zeal Optics.....	0.1%

Misc. / Fill-in..... 0.7%

BOOTS:

Will purchase within 12 months .. 43.7%

IF "YES," WHAT BRAND OF BOOTS:

Alpinestars..... 36.0%
Gaerne 20.1%
Fox..... 12.1%
Sidi 10.8%
Undecided..... 9.7%
SixSixOne..... 1.6%
O'Neal..... 1.5%
TCX 1.5%
Jett 1.3%
Fly..... 0.9%
Thor 0.9%
Scott..... 0.8%
Forma 0.6%
AXO 0.4%
Acerbis 0.2%
Answer 0.2%
Moose 0.2%
MSR 0.2%
Hebo 0.1%
Misc. / Fill-in..... 0.9%

NECK PROTECTION:

Will purchase within 12 months .. 20.4%

IF "YES," WHAT BRAND OF NECK PROTECTION:

Leatt..... 35.5%
Atlas 27.3%
Undecided..... 18.2%
Alpinestars..... 9.6%
EVS 5.3%
Omega 1.5%
SixSixOne..... 1.1%
Moveo..... 0.6%
RXR..... 0.4%
Ortema 0.2%
UFO 0.2%
Misc. / Fill-in..... 0.1%

KNEE PROTECTION:

Will purchase within 12 months .. 24.4%

IF "YES," WHAT BRAND OF KNEE PROTECTION:

Asterisk..... 25.8%
Undecided..... 21.9%
EVS 13.7%

CTi..... 8.6%
POD MX..... 6.8%
Alpinestars..... 5.0%
Fox 4.9%
Troy Lee Designs 3.0%
SixSixOne..... 2.2%
Thor 2.2%
DonJoy..... 1.1%
O'Neal..... 0.8%
Answer..... 0.6%
ONE Industries 0.6%
Fly..... 0.5%
MSR..... 0.5%
AXO 0.3%
Shift 0.2%
Misc. / Fill-in..... 1.3%

EXHAUST:

Will purchase within 12 months .. 32.4%

IF "YES," WHAT BRAND OF EXHAUST:

FMF 41.9%
Pro Circuit 19.0%
Yoshimura 12.6%
Undecided..... 6.5%
Akrapovic 4.8%
Dr. D / Dubach 2.3%
HGS 1.7%
Scalvini 1.7%
DEP..... 1.3%
DG Performance..... 0.8%
Rocket..... 0.8%
GYTR 0.7%
Doma 0.6%
Leo Vince 0.6%
Bill's Pipes 0.4%
HMF 0.4%
Jardine..... 0.4%
MRD Racing..... 0.4%
Big Gun 0.2%
Circle F 0.2%
Pro Form Racing..... 0.2%
Termignoni 0.2%
Two Brothers 0.2%
DMC 0.1%
Hindle 0.1%
Motoworks..... 0.1%
Vance & Hines 0.1%
Misc. / Fill-in..... 1.7%

GRAPHICS:

Will purchase within 12 months .. 43.0%

IF "YES," WHAT BRAND OF GRAPHICS:

Undecided..... 25.2%
DeCal Works 16.1%
Factory Effex 8.6%
ONE Industries 4.1%
N-Style..... 3.0%
Throttle Jockey 2.7%
Factory Backing..... 2.6%
Ride PG..... 2.0%
180 Decals 1.7%
Pro Circuit..... 1.6%
Fusion Graphix 1.2%
HBD Moto Grafx 1.1%
Roost MX..... 1.1%
Ringmaster 1.0%
Flu Designs 0.8%
FMF 0.8%
Impulse Graphics 0.8%
MGX Unlimited..... 0.8%
Motopro Graphics..... 0.8%
Split Design Co. 0.7%
139 Designs 0.6%
Dirt Digits 0.6%
ilabb 0.6%
Limited Decal 0.6%
Bike Graphix..... 0.5%
Dirt DNA 0.5%
PHIT Industries..... 0.5%
Techone Designs..... 0.5%
WLM Designs..... 0.5%
4MX Graphics 0.4%
Blend Designs 0.4%
Enjoy Mfg..... 0.4%
Lime Nine 0.4%
Victory Circle 0.4%
Magik SC 0.4%
Armored Graphix..... 0.3%
Attack Graphics 0.3%
Black Heart 0.3%
DZ Graphics..... 0.3%
Link Graphics 0.3%
Local Hero MX..... 0.3%
S4 MX..... 0.3%
Skin Industries 0.3%
Source MX..... 0.3%
Black Diamond 0.2%
Blown Concepts..... 0.2%
Creative Graphics 0.2%
E-Sticky 0.2%
EVO MX..... 0.2%
FTR Powersports 0.2%
HG Design LTD 0.2%
Hot Shot MX..... 0.2%
Jake's Garage 0.2%

MotoConcepts	0.2%
Ndub Designs	0.2%
Premier Moto.....	0.2%
Primal X Motorsports.....	0.2%
Racestar Graphics.....	0.2%
Ride Industries.....	0.2%
Rusk Racing	0.2%
Speed Graffix	0.2%
Stellar MX.....	0.2%
Stickman Graphics	0.2%
Taneum Industries	0.2%
Teencee Graphics	0.2%
Zeronine	0.2%
AMR Racing	0.1%
Flatout.....	0.1%
G4 Graphics.....	0.1%
K-Rae Graphics	0.1%
LG1 Designs.....	0.1%
Pant Saggin.....	0.1%
Titan MX	0.1%
XGX Racing	0.1%
Misc. / Fill-in.....	8.1%

TIRES:

Will purchase within 12 months .. 74.3%

IF "YES," WHAT BRAND OF TIRES:

Dunlop	43.1%
Bridgestone.....	16.1%
Michelin	11.4%
Undecided.....	9.4%
Pirelli	8.8%
Maxxis	5.3%
Kenda	2.0%
IRC	0.8%
Metzler	0.6%
Mitas.....	0.5%
Golden Tyre.....	0.4%
Black Rock	0.2%
Sedona	0.2%
Artax.....	0.2%
Motoz	0.2%
Shinko.....	0.2%
Cheng Shin	0.1%
Full Bore.....	0.1%
Pro Wheel	0.1%
CST.....	0.1%
Misc. / Fill-in.....	0.2%

HANDLEBARS:

Will purchase within 12 months .. 29.7%

IF "YES," WHAT BRAND OF HANDLEBARS:

Renthal.....	49.7%
Pro Taper	29.2%
Undecided.....	5.7%
ODI	3.1%
Tag	3.1%
Fasst.....	2.1%
Mika Metals.....	1.6%
Easton	1.2%
Moose	0.7%
Vortex	0.7%
Azonic.....	0.3%
Kermaxx	0.3%
Kwala.....	0.3%
Sunline.....	0.3%
Acerbis.....	0.1%
O'Neal.....	0.1%
Zap Technix.....	0.1%
Zeta Racing.....	0.1%
Misc. / Fill-in.....	1.3%

GRIPS:

Will purchase within 12 months .. 58.9%

IF "YES," WHAT BRAND OF GRIPS:

Renthal.....	38.7%
Pro Taper	18.4%
Undecided.....	11.5%
ODI	8.8%
Pro Grip	5.4%
Scott.....	4.5%
Tag	3.2%
Oury.....	1.9%
OEM	1.6%
Domino	0.7%
Spider.....	0.6%
MSR.....	0.5%
A'ME	0.4%
Smith.....	0.4%
Torcl.....	0.4%
Ariete	0.3%
Fly.....	0.3%
Risk Racing	0.3%
Moose	0.3%
Motion Pro.....	0.3%
Easton	0.2%
Kwala.....	0.2%
Pro Wheel	0.1%
Zap Technix.....	0.1%

Avon	0.1%
DRC	0.1%
Hammerhead.....	0.1%
Sunline	0.1%
Misc. / Fill-in	0.5%

LEVERS:

Will purchase within 12 months...25.8%

IF "YES," WHAT BRAND OF LEVERS:

ASV	25.9%
Undecided.....	14.5%
ARC	12.8%
Sunline	10.0%
Works Connection	7.0%
OEM	6.2%
Renthal	6.2%
Pro Taper	3.6%
Moose	3.1%
MSR.....	2.2%
Tusk	1.4%
Magura.....	1.2%
Motion Pro	1.2%
Zeta	1.1%
Race Tech	0.8%
Torc 1	0.6%
Zap Technix	0.5%
Ride Engineering	0.2%
Wirtz	0.2%
Misc. / Fill-in	1.3%

CLUTCH:

Will purchase within 12 months...29.7%

IF "YES," WHAT BRAND OF CLUTCH:

Hinson.....	30.8%
OEM	18.6%
Rekluse	14.8%
Undecided.....	11.4%
Barnett.....	5.7%
Tusk	3.3%
GYTR	3.1%
EBC.....	2.9%
ProX.....	2.0%
Wiseco	2.0%
Boyesen.....	1.4%
Moose	1.4%
DP	1.0%
KG.....	0.5%
Magnum	0.3%
Revloc	0.3%
ESR	0.1%

Misc. / Fill-in..... 0.4%

PISTON:

Will purchase within 12 months .. 41.6%

IF "YES," WHAT BRAND OF PISTON:

Wiseco 27.2%
OEM 22.9%
Vertex 12.5%
Undecided..... 11.9%
Pro Circuit 4.7%
ProX 3.6%
Wossner 3.4%
Athena 3.3%
CP 3.2%
JE 2.5%
Cosworth 1.6%
Namura 1.2%
Moose 0.7%
Hot Rods 0.5%
Mahle 0.2%
LAPC 0.1%
Venom 0.1%
Misc. / Fill-in..... 0.4%

FOOTPEGS:

Will purchase within 12 months .. 19.4%

IF "YES," WHAT BRAND OF FOOTPEGS:

Undecided..... 16.3%
IMS 11.7%
Raptor 10.6%
Fastway / Promoto..... 9.2%
Pro Taper 7.4%
Pro Circuit 5.3%
Hammerhead 4.2%
OEM 3.9%
Lightspeed 3.5%
Sunline..... 3.5%
Works Connection..... 3.2%
Torc1 2.8%
Ankle Savers 2.5%
Moose 2.5%
PivotPegz..... 2.1%
Warp 9 2.1%
Kite 1.4%
MSR 1.4%
Scar 1.1%
Tusk 1.1%
Pro Armor..... 0.7%
Talon..... 0.7%
DRC..... 0.4%
Graves..... 0.4%

Two Brothers 0.4%

Misc. / Fill-in..... 1.6%

WHEELS:

Will purchase within 12 months .. 16.2%

IF "YES," BUYING PRE-BUILT OR CUSTOM:

Pre-built 51.5%
Custom..... 48.5%

IF "PRE-BUILT," WHAT BRAND OF PRE-BUILT WHEELS:

Talon / Excel..... 25.7%
Undecided..... 17.3%
Excel Pro Series G2..... 9.9%
Warp 9 9.4%
Talon / DID..... 7.4%
Kite / Excel 4.0%
Tusk 4.0%
OEM 3.5%
Rad Manufacturing 3.5%
DNA 3.0%
Kite / DID 2.5%
Pro-Wheel..... 2.5%
Factory Effex 2.0%
Sunline 1.5%
G-Force Richter 1.0%
Haan..... 1.0%
Krieg 0.5%
Misc. / Fill-in 1.3%

IF "CUSTOM," WHAT BRAND OF HUBS:

Talon..... 26.6%
Undecided..... 20.3%
Excel Pro Series G2..... 10.8%
OEM 7.2%
Kite 5.9%
Pro-Wheel..... 5.9%
RAD Mfg 4.5%
TCR 3.6%
Tusk 3.2%
DNA 2.7%
Sunline 2.3%
Factory Effex 1.8%
Haan..... 1.8%
Warp 9 1.4%
G-Force Richter 0.5%
Misc. / Fill-in 1.5%

IF "CUSTOM," WHAT BRAND OF RIMS:

Excel 53.5%
D.I.D 14.9%

Undecided..... 7.5%

Pro-Wheel 4.8%
DNA..... 2.6%
Sun 2.6%
Tusk 2.6%
Factory Effex 1.8%
Sunline 1.8%
OEM 1.3%
RAD Mfg 1.3%
G-Force Richter 0.9%
SM Pro 0.9%
Warp 9 0.9%
Misc. / Fill-in 2.6%

SPROCKET:

Will purchase within 12 months... 57.1%

IF "YES," WHAT BRAND OF SPROCKET:

Renthal 45.2%
Undecided..... 12.4%
Pro Taper 6.3%
Supersprox 5.5%
Sunstar 4.5%
Iron Man 3.2%
Tag 2.8%
JT 2.7%
Talon 2.7%
Vortex 2.5%
OEM 2.1%
Sunline 1.7%
Primary Drive 1.6%
AFAM..... 1.4%
Sidewinder 1.0%
Mika Metals 0.9%
Moose 0.8%
DNA..... 0.4%
PBI 0.4%
Rocket 0.4%
PMP 0.3%
Magnum 0.2%
MSR 0.2%
Pro Wheel 0.2%
Chain Gang 0.1%
Misc. / Fill-in 0.5%

CHAIN:

Will purchase within 12 months... 58.9%

IF "YES," WHAT BRAND OF CHAIN:

DID 33.1%
Renthal 24.6%
Undecided..... 11.7%

RK	9.2%
Regina.....	4.8%
Pro Taper	4.4%
EK.....	3.2%
Primary Drive	1.5%
Tsubaki	1.1%
Sunstar	0.8%
Mika Metals.....	0.8%
Moose	0.7%
Vortex.....	0.7%
KMC.....	0.6%
AFAM	0.6%
Sidewinder.....	0.5%
CZ.....	0.4%
MSR	0.3%
Sunline.....	0.3%
Iris.....	0.1%
X Ring	0.1%
THC.....	0.1%
Misc./ Fill-in.....	0.4%

BRAKE PADS/ DISCS/ CALIPERS:

Will purchase within 12 months .. 63.8%

IF "YES," WHAT BRAND OF BRAKE PADS/ DISCS/ CALIPERS:

EBC	26.9%
OEM.....	17.6%
Undecided.....	17.5%
Braking.....	10.3%
Brembo	6.2%
Galfer.....	5.9%
Renthal	4.1%
DP Brakes.....	3.2%
Moose Racing.....	1.4%
SBS Brakes.....	1.4%
Moto-Master.....	1.0%
Ferodo.....	0.9%
Gold Fren.....	0.7%
Excel.....	0.6%
Parts Unlimited.....	0.4%
Vesrah Racing	0.4%
Tusk.....	0.3%
Driven.....	0.1%
IMS.....	0.1%
Lyndall	0.1%
Magnum	0.1%
Misc. / Fill-in.....	0.8%

SUSPENSION SERVICE:

Will purchase within 12 months .. 60.2%

IF "YES," WHAT SUSPENSION COMPANY DO YOU PLAN TO USE:

Undecided.....	16.1%
Factory Connection	12.0%
Race Tech	8.6%
Pro Circuit	5.2%
Enzo.....	4.8%
RG3.....	4.0%
Pro-Action	3.6%
Öhlins	2.5%
EVO.....	1.9%
JM Racing.....	1.3%
MX-Tech	1.1%
WP.....	1.1%
MB1	0.9%
Shock Therapy.....	0.9%
FCR.....	0.8%
ProMotion.....	0.8%
Superior Suspension Settings	0.8%
Devol	0.7%
GPS.....	0.7%
PR2	0.7%
Tech Care.....	0.7%
Air Ride	0.6%
Graeme Brough/ GNZ	0.6%
MCR	0.6%
Active Ride	0.5%
C Cycle	0.5%
Dick's Racing.....	0.5%
JP Speed.....	0.5%
Merge Racing	0.5%
Pro Valve	0.5%
TF Racing	0.5%
Too Tech.....	0.5%
Axis.....	0.4%
Choice Suspension.....	0.4%
DC 3 Suspension	0.4%
EBR	0.4%
Enduro Engineering.....	0.4%
Fox Racing Shox	0.4%
JGR	0.4%
KPS.....	0.4%
LCS Racing	0.4%
Litz Racing	0.4%
Noleen.....	0.4%
Powerband Racing	0.4%
Privateer Connection	0.4%
Shockaholic	0.4%
Solva.....	0.4%
TBT.....	0.4%
Weisner Performance	0.4%

WMR	0.4%
ZR1	0.4%
Boughner.....	0.2%
Checkpoint.....	0.2%
Dirt Works	0.2%
Euro Suspension	0.2%
ESP	0.2%
Fastlap.....	0.2%
Fine Line Racing.....	0.2%
Full Travel Innovations.....	0.2%
Harris Performance	0.2%
Hitchcock Racing.....	0.2%
Moto Mods.....	0.2%
Motoworks	0.2%
Pinnacle.....	0.2%
Poletti.....	0.2%
Precision Concepts.....	0.2%
Speed Technologies	0.2%
T7 Suspension.....	0.2%
Bike Tune.....	0.1%
Elka	0.1%
Feal	0.1%
Grizzly	0.1%
High Performance Cycles	0.1%
House of Horsepower	0.1%
Langston Motorsports	0.1%
LT Racing	0.1%
M&M Off-Road.....	0.1%
MPE	0.1%
Piper Performance	0.1%
Planet Advanced.....	0.1%
Pro Racing	0.1%
Push Industries.....	0.1%
Racers Edge Performance.....	0.1%
REP	0.1%
Schmidt Performance.....	0.1%
Stillwell Performance	0.1%
STM	0.1%
STS	0.1%
Total Control.....	0.1%
Trail Tricks	0.1%
TZR.....	0.1%
Misc. / Fill-in	11.7%

BIKE STAND:

Will purchase within 12 months... 17.3%

IF "YES," WHAT BRAND OF BIKE STAND:

Undecided.....	30.4%
Matrix	25.1%
Works Connection	5.8%
MotoConcepts.....	5.6%
Pro Circuit.....	5.6%
FMF	3.4%

Cycra	2.7%
Fly	2.2%
Moose	1.9%
ICW	1.7%
Polisport	1.7%
Akrapovic	1.2%
Harbor Freight	1.2%
MSR	1.2%
Universal	1.2%
Ogio	1.0%
Pit Posse	1.0%
Risk Racing	1.0%
Tusk	1.0%
Mad Racing	0.7%
OEM	0.7%
Pro Wheel	0.7%
DRC	0.5%
FRO Systems	0.5%
Rhino Racing	0.5%
Misc. / Fill-in	1.5%

FAVORITE OIL:

Maxima	13.4%
Bel-Ray	11.5%
Motul	8.9%
Amsoil	8.2%
Motorex	7.4%
Yamalube	6.1%
Castrol	5.9%
Undecided	5.9%
Lucas	5.4%
Hondaline	4.7%
Shell Rotella	4.6%
Mobil	2.0%
Spectro	2.0%
Silkolene	1.7%
Klotz	1.6%
Putoline	1.1%
Valvoline	1.0%
Kawasaki	0.9%
Elf	0.8%
Redline	0.6%
Torco	0.6%
Denicol	0.6%
Ipone	0.6%
Kal-Gard	0.6%
Repsol	0.6%
Royal Purple	0.6%
Blendzall	0.5%
Delo	0.3%
TiLube	0.3%
Dumonde Tech	0.2%
Rock Oil	0.2%
Pennzoil	0.2%
PJ1	0.2%

Panolin	0.1%
Quakerstate	0.1%
Suzuki	0.1%
Misc. / Fill-in	0.5%

FAVORITE CHAIN LUBE:

Maxima	21.4%
Bel-Ray	20.0%
Undecided	10.7%
Motorex	7.0%
Motul	6.6%
PJ1	6.0%
WD-40	5.4%
Sikolene	3.7%
Lucas Oil	2.8%
Amsoil	2.3%
Honda OEM	2.3%
Castrol	2.0%
Yamalube	1.5%
Kal-Guard	1.1%
Renthal	1.0%
Spectro	0.9%
Tri-Flow	0.6%
Denicol	0.6%
Ipone	0.6%
Klotz	0.6%
TiLube	0.5%
Champion	0.4%
Moose Racing	0.4%
Liquid Performance	0.4%
Repsol	0.3%
Torco	0.3%
Muc-off	0.3%
Royal Purple	0.3%

FAVORITE AIR FILTER:

Twin Air	48.5%
No Toil	10.5%
UNI	9.5%
K&N	8.9%
Undecided	7.7%
DT1	3.6%
Maxima	2.7%
Moose	1.6%
Yamaha GYTR	1.2%
PJ1	0.9%
HiFlo	0.8%
Loudmouth	0.8%
Acerbis	0.6%
OEM	0.5%
MSR	0.4%
FunnelWeb	0.4%
Bike Master	0.1%
PC Racing	0.1%
Two Brothers	0.1%

Misc. / Fill-in	1.1%
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FAVORITE ENGINE COOLANT:

Engine Ice	30.1%
Undecided	22.1%
Automotive antifreeze	10.9%
Maxima Coolanol/Cool-Aide	8.3%
Bel-Ray Moto Chill	4.7%
Motul Motocool	4.7%
Castrol	3.3%
Red Line	2.8%
Silkolene Pro Cool	2.4%
Liquid Performance	2.2%
Water	2.2%
Prestone Xtreme Sport	1.8%
Royal Purple	1.8%
OEM	0.8%
Evans	0.5%
Moose	0.4%
Elf	0.3%
Motorex	0.2%
Putoline	0.1%
Zip-ty	0.1%
Misc. / Fill-in	0.3%

WHAT BRAND(S) OF TOOLS DO YOU OWN:

Craftsman	70.8%
Motion Pro	43.9%
Snap-on	43.8%
Dewalt	36.8%
Channel Lock	32.5%
Makita	29.5%
Stanley Tools	25.6%
Cresant	24.7%
Cobalt	21.0%
Mac Tools	15.6%
Milwaukee	14.4%
Race Tech	13.5%
Ryobi	12.7%
NGK	12.6%
Husky	12.2%
Bike Master	11.9%
Moose Racing	11.7%
FMF	11.6%
MSR	10.6%
Klein	10.0%
Pro Circuit	9.9%
Matco Tools	9.8%
Excel	9.2%
Hitachi	9.0%
Parts Unlimited	8.9%
DID	8.7%
K&N	8.6%
Porter Cable	8.5%

Wiseco	6.2%
Ration-Rite	5.7%
Matrix Concepts	5.1%
Hot Cams	5.0%
Fly Racing	4.9%
K&L	3.0%
Topeak	2.5%
Motorsport Products	2.2%
Cruz Tools	2.2%
Emgo	1.9%
Progressive Suspension	1.7%
Drag Specialties	1.2%
Hardline	1.1%
Helix	1.0%
Outerwears	1.0%
Air Force Blaster	0.9%
Scribner Plastics	0.9%
Rowe USA	0.8%
Dynatek	0.6%
Tire Balls	0.6%
Hydro-turf	0.6%
Sidchrome	0.6%
Tusk	0.6%
Facom	0.5%
Jims	0.5%
Lang Tools	0.5%
Tirox	0.5%
Beta	0.4%
Mastercraft	0.4%
Moto Centric	0.4%
Simple Solutions	0.4%
Torin Jacks Inc	0.4%
Stop & Go	0.4%
Tecmate	0.4%
Kinchrome	0.3%
Misc. / Fill-in	0.3%

MOUNTABLE VIDEO CAMERA:

Will purchase within 12 months .. 28.0%

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

GoPro	83.0%
Undecided	6.7%
Contour	3.5%
Liquid Image	1.4%
Replay XD	1.4%
iON	1.1%
Drift Innovation	0.6%
JVC	0.3%
Oregon Scientific	0.3%
Back Door	0.2%
CamOne	0.2%
Hoyt Technologies	0.2%

Optrix	0.2%
Rollei	0.2%
Sony	0.2%
V.I.O POV	0.2%
Vivitar	0.2%
Misc. / Fill-in	0.1%

FAVORITE BRAND OF CASUAL SHOE:

Nike	19.1%
Vans	12.3%
Undecided	12.0%
DC	10.4%
New Balance	6.9%
Adidas	6.5%
Asics	4.3%
DVS	3.1%
Etnies	2.9%
Fox	2.6%
Merrell	1.8%
Converse	1.6%
Sketchers	1.5%
Alpinestars	1.4%
Puma	1.2%
Reebok	1.1%
Five Ten	1.0%
Brooks	0.8%
Salomon	0.8%
Globe	0.7%
Saucony	0.7%
Crocs	0.6%
Keen	0.6%
Oakley	0.4%
Jordan	0.4%
Colombia	0.4%
The North Face	0.4%
Ecco	0.3%
Sanuk	0.3%
Circa	0.2%
Osiris	0.2%
Supra	0.2%
Toms	0.2%
Emerica	0.2%
Lakai	0.2%
Timberland	0.2%
Adio	0.1%
eS	0.1%
Hi-Tec	0.1%
Sperry	0.1%
Chacos	0.1%
Fallen	0.1%
Macbeth	0.1%
Red Wing	0.1%
Teva	0.1%
Under Armor	0.1%

Misc. / Fill-in

1.5%

FAVORITE BRAND OF SUNGLASSES:

Oakley	39.2%
Undecided	18.8%
Ray-Ban	7.6%
Spy	7.0%
Smith Optics	3.4%
100%	3.1%
Fox	2.1%
Dragon	1.9%
Maui Jim	1.8%
Von Zipper	1.8%
Arnette	1.8%
Scott	1.6%
Electric	1.3%
Costa Del Mar	1.1%
Bolle'	0.7%
Black Flys	0.7%
Nike	0.5%
Revo	0.5%
Rudy Project	0.4%
Utopia	0.4%
Prada	0.4%
Serengeti	0.4%
Blur	0.3%
Wiley X	0.3%
Tifosi	0.2%
Persol	0.2%
Gatorz	0.1%
Gucci	0.1%
IVI	0.1%
Versace	0.1%
Anarchy	0.1%
Hoven	0.1%
Vuarnet	0.1%
Zeal Optics	0.1%
Misc. / Fill-in	1.7%

POWERSPORTS ACTIVITY

OWN A STREET BIKE:

Yes

30.0%

IF "YES," WHAT TYPE OF STREET BIKE:

Sport	31.1%
Cruiser	15.3%
Dual-sport	14.2%
Touring	10.7%
Vintage	9.9%
Chopper / Custom	6.8%
Supernoto	5.8%

Scooter.....	5.5%
Standard.....	0.3%
Misc. / Fill-in.....	0.4%

IF "YES," WHAT BRAND OF STREET BIKE:

Honda	21.5%
Yamaha.....	18.3%
Harley Davidson.....	15.5%
Suzuki.....	11.3%
Kawasaki.....	9.6%
Aprilla.....	0.7%
KTM.....	4.6%
Ducati.....	3.8%
Triumph.....	3.6%
BMW.....	3.5%
Husqvarna.....	1.1%
Buell.....	0.6%
Custom.....	0.6%
MV Agusta.....	0.6%
Husaberg.....	0.4%
BSA.....	0.3%
Derbi.....	0.3%
Indian.....	0.3%
Moto Guzzi.....	0.3%
Norton.....	0.3%
Vespa.....	0.3%
Victory.....	0.3%
Royal Enfield.....	0.1%
Misc. / Fill-in.....	2.1%

PLAN TO BUY A STREET BIKE IN THE NEXT 12 MONTHS:

Yes.....	12.1%
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IF "YES," WHAT TYPE OF STREET BIKE:

Sport	23.3%
Dual-Sport.....	19.1%
Cruiser.....	17.0%
Undecided.....	14.7%
Touring.....	9.5%
Supermoto.....	9.2%
Chopper / Custom.....	5.7%
Vintage.....	0.4%
Misc. / Fill-in.....	1.1%

IF "YES," WHAT BRAND OF STREET BIKE:

Yamaha.....	17.1%
Undecided.....	16.7%
Honda.....	15.0%
Harley Davidson.....	13.9%
KTM.....	13.2%
Suzuki.....	4.5%

BMW.....	3.8%
Kawasaki.....	3.8%
Triumph.....	2.4%
Ducati.....	2.1%
Aprilla.....	1.4%
Husqvarna.....	1.4%
Buell.....	0.7%
Can-Am.....	0.3%
Custom.....	0.3%
Indian.....	0.3%
Victory.....	0.3%
Misc. / Fill-in.....	2.8%

OWN A SIDE x SIDE ATV?

Yes.....	5.2%
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IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Polaris.....	34.4%
Yamaha.....	20.0%
Kawasaki.....	16.8%
John Deere.....	8.0%
Artic Cat.....	4.8%
Can-Am.....	4.0%
Honda.....	4.0%
EZ-Go.....	2.4%
Kubota.....	2.4%
Misc. / Fill-in.....	3.2%

PLAN TO BUY A SIDE x SIDE ATV IN THE NEXT 12 MONTHS:

Yes.....	2.9%
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IF "YES," WHAT BRAND OF SIDE x SIDE ATV:

Polaris.....	33.3%
Kawasaki.....	17.4%
Can-Am.....	11.6%
Undecided.....	14.7%
Artic Cat.....	7.2%
Yamaha.....	7.2%
Honda.....	4.3%
John Deere.....	4.3%

OWN AN ATV:

Yes.....	19.4%
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IF "YES," WHAT TYPE OF ATV:

Utility.....	53.2%
Sport.....	46.8%

IF "YES," WHAT BRAND OF ATV:

Honda.....	30.6%
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Yamaha.....	23.8%
Polaris.....	12.4%
Suzuki.....	10.7%
Kawasaki.....	9.9%
Artic Cat.....	2.6%
Can-Am.....	2.4%
KTM.....	1.7%
Kymco.....	1.7%
Bombardier.....	1.1%
Eton.....	0.6%
Misc. / Fill-in.....	2.5%

PLAN TO BUY AN ATV IN THE NEXT 12 MONTHS:

Yes.....	2.4%
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IF "YES," WHAT TYPE OF ATV:

Sport.....	50.9%
Utility.....	34.5%
Undecided.....	14.6%

IF "YES," WHAT BRAND OF ATV:

Undecided.....	29.6%
Yamaha.....	22.2%
Honda.....	18.5%
Kawasaki.....	13.0%
Suzuki.....	7.4%
Bombardier.....	3.7%
Polaris.....	3.7%
Artic Cat.....	1.9%

OWN A PERSONAL WATERCRAFT:

Yes.....	9.7%
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IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Sea-Doo.....	28.9%
HSR-Benelli.....	28.5%
Honda.....	25.4%
Kawasaki.....	5.3%
Bombardier.....	4.4%
Yamaha.....	0.4%
Misc. / Fill-in.....	7.1%

PLAN TO BUY A PERSONAL WATERCRAFT IN THE NEXT 12 MONTHS:

Yes.....	3.5%
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IF "YES," WHAT BRAND OF PERSONAL WATERCRAFT:

Yamaha.....	26.7%
Sea-Doo.....	22.1%
Undecided.....	22.1%
Kawasaki.....	17.4%
Bombardier.....	4.7%
Honda.....	3.5%
Misc. / Fill-in.....	3.5%

PLAN TO BUY A RC CAR/TRUCK IN THE NEXT 12 MONTHS:

Yes.....	9.0%
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IF "YES," WHAT BRAND OF RC CAR/TRUCK:

Traxxas.....	51.9%
Undecided.....	15.6%
Associated Electrics.....	9.4%
Losi.....	4.2%
HPI Racing.....	3.8%
Kyosho.....	3.3%
Mugen.....	1.9%
Tamiya.....	1.9%
Axial.....	1.4%
Durango.....	1.4%
Hot Bodies.....	0.9%
Venom.....	0.9%
GS Racing.....	0.5%
Thunder Tiger.....	0.5%
XTM Racing.....	0.5%
Misc. / Fill-in.....	1.9%

AUTOMOTIVE

OWN A PICKUP TRUCK:

Yes.....	69.0%
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IF "YES," WHAT BRAND OF TRUCK:

Ford.....	31.0%
Chevrolet.....	21.5%
Toyota.....	16.9%
Dodge.....	13.9%
GMC.....	6.7%
Nissan.....	5.1%
Mazda.....	1.2%
Mitsubishi.....	0.7%
Honda.....	0.7%
Holden.....	0.6%
Isuzu.....	0.6%
Volkswagen.....	0.4%
Jeep.....	0.1%

Hummer.....	0.1%
Misc. / Fill-in.....	0.5%

PLAN TO BUY A PICKUP TRUCK IN THE NEXT 12 MONTHS:

Yes.....	16.1%
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IF "YES," WHAT BRAND OF TRUCK:

Ford.....	25.3%
Toyota.....	18.7%
Chevrolet.....	17.9%
Undecided.....	15.2%
Dodge.....	10.4%
GMC.....	5.1%
Nissan.....	2.7%
Volkswagen.....	1.1%
Holden.....	0.8%
Honda.....	0.8%
Mitsubishi.....	0.8%
Mercedes.....	0.5%
Mazda.....	0.3%
Misc. / Fill-in.....	0.4%