

2022 Vital MTB AUDIENCE SURVEY

DEMOGRAPHIC OVERVIEW:

41.2% *Enduro is Favorite Type of Riding*

\$5,105 *Avg. Cost of Primary Bike*

2.3 *Avg. Number of Bikes*

41.0% *Will Buy a New Bike in the Next Year*

\$114,748 *Avg. Household Income*

PRODUCT CATEGORY OVERVIEW:

Complete Bike to Buy: **7.5%** SPECIALIZED

Fork to Buy: **33.0%** ROCKSHOX

Rear Shock to Buy: **28.8%** FOX

Brakes to Buy: **31.9%** SHIMANO

Derailleurs / Shifters to Buy: **49.6%** SRAM

METHODOLOGY:

This survey was conducted on Vital MTB, June-August 2022. Responses were limited to one person. Results were tabulated from 10,000+ surveys. Results have been rounded to the nearest tenth of a percent.

DEMOGRAPHIC INFORMATION

GENDER:

Male	96.0%
Female	4.0%

MARITAL STATUS:

Single	43.2%
Married	56.8%

AGE:

Average	39
Median	40
19 or under	11.5%
20-29	11.6%
30-39	25.0%
40-49	28.7%
50-59	17.2%
60 or older	6.0%

IF HAVE KIDS (UNDER 18) THAT RIDE:

1	48.6%
2	40.3%
3	8.6%
4	1.5%
5	0.2%
6	0.2%
7 or more	0.5%

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	6.3%
High school	15.4%
Some college	16.6%
College	38.8%
Postgraduate degree	22.8%

HOUSEHOLD INCOME:

Average	\$114,748
Median	\$87,500
Under \$25,000	10.2%

\$25,001 - \$50,000	10.9%
\$50,001 - \$75,000	12.9%
\$75,001 - \$100,000	12.9%
\$100,001 - \$125,000	11.4%
\$125,001 - \$150,000	10.6%
\$150,001 - \$175,000	8.0%
\$175,001 - \$200,000	6.6%
\$200,001 - \$225,000	4.7%
\$225,001 - \$250,000	2.8%
\$250,001 or more	8.8%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM SURVEY RESPONSES*:

United States	45.2%
Canada	8.3%
United Kingdom	7.8%
Australia	6.8%
Germany	3.7%
New Zealand	3.2%
Italy	1.2%
France	1.2%
Switzerland	1.2%
Austria	1.2%

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

California	18.8%
Colorado	8.5%
Washington	7.2%
Utah	5.0%
Oregon	4.6%
Pennsylvania	3.7%
Arizona	3.6%
Texas	3.5%
North Carolina	3.4%
Idaho	2.8%

INTERNATIONAL TRAFFIC, TOP 10 COUNTRIES FROM GOOGLE ANALYTICS:

United States	32.9%
United Kingdom	9.8%
Canada	8.8%
Australia	5.8%
Germany	4.4%
France	2.9%
New Zealand	2.1%

Italy	2.1%
Philippines	1.8%
Spain	1.5%

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

California	21.6%
Colorado	7.2%
Washington	5.8%
New York	5.5%
Texas	5.1%
Arizona	4.0%
Utah	3.6%
North Carolina	3.1%
Oregon	3.1%
Florida	3.0%

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

Hiking	53.3%
Camping	46.8%
Skiing	27.1%
Swimming	26.3%
Video Gaming	26.3%
Road Cycling	25.8%
Running	25.3%
Bodybuilding / weightlifting	25.0%
Snowboarding	20.8%
Climbing	18.0%
Fishing	17.8%
Kayaking	15.9%
Motocross / Off-road	15.5%
Shooting	14.7%
Stand-Up Paddleboarding	14.7%
Formula 1	14.1%
Skateboarding	13.1%
BMX	12.7%
Soccer	12.3%
Golf	12.1%
Basketball	11.8%
Surfing	11.3%
Football	9.1%
Tennis	8.3%
Moto GP	8.0%
Rally	7.7%
Hockey	7.3%
Hunting	7.0%
RC	6.6%
CrossFit	6.6%
Baseball	5.8%

Wakeboarding.....	4.8%
Snowmobiling.....	4.2%
Scuba Diving.....	4.2%
Sailing.....	4.1%
Rugby.....	4.0%
Boxing.....	3.9%
Off-Road Truck Racing.....	3.4%
Drag Racing.....	2.9%
Indy Car.....	2.8%
Waterskiing.....	2.8%
NASCAR.....	2.4%
Cricket.....	2.2%
Windsurfing.....	2.1%
Kitesurfing.....	1.4%
Squash.....	1.4%
Lacrosse.....	1.3%
Misc. / Fill-In.....	9.6%

NON-MTB BIKES OWNED:

Road.....	41.4%
Commuter.....	34.5%
Gravel.....	27.8%
BMX.....	22.7%
E-mountain.....	14.6%
Fat.....	8.8%
Cyclocross.....	8.5%
E-road.....	2.8%
Triathlon.....	1.4%

MEDIA CONSUMPTION

MAIN SOURCES USED TO RESEARCH MOUNTAIN BIKE PRODUCT PURCHASES:

Mountain bike websites.....	81.5%
YouTube.....	55.5%
Manufacturer websites.....	47.8%
Local bike shop.....	43.9%
Friends.....	40.5%
Demos / Test rides.....	23.0%
Instagram.....	20.8%
Magazines.....	20.5%
Mail-order websites.....	17.6%
Podcasts.....	13.6%
Facebook.....	11.1%
Misc. / Fill-In.....	4.1%

MOUNTAIN BIKING ACTIVITY

HOW OFTEN RIDE:

Average.....	2.6 times a week
4 or more times a week.....	45.4%
2-3 times a week.....	17.7%
About once a week.....	5.9%
2-3 times a month.....	2.0%
About once a month.....	3.2%

TYPES OF RIDING DONE IN PAST 12 MONTHS:

Trail riding.....	81.5%
Enduro / All-Mountain.....	73.8%
Cross-country.....	52.2%
Downhill / Gravity.....	51.8%
Dirt jumping.....	25.8%
Street riding / Skateparks.....	22.1%

FAVORITE TYPE OF RIDING:

Enduro / All-Mountain.....	41.2%
Trail riding.....	29.3%
Downhill / Gravity.....	18.9%
Cross-country.....	6.7%
Dirt jumping.....	2.3%
Street riding / Skateparks.....	1.7%

ENTERED RACE IN PAST 12 MONTHS:

Yes.....	30.1%
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IF "YES," TYPE OF RACE:

Enduro.....	59.6%
Cross-country.....	33.0%
Downhill.....	31.4%
Endurance races (6-24 hours).....	9.5%
Gravel.....	7.0%
Cyclocross.....	5.3%
4X.....	2.1%
Dual-slalom.....	4.8%
Super D.....	3.7%

RIDDEN A BIKE PARK:

Yes.....	75.1%
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FAVORITE BIKE PARK:

Whistler Mountain Bike Park.....	15.1%
Bike Park Wales.....	2.8%
Trestle / Winter Park.....	2.7%
Angel Fire Bike Park.....	2.2%
Northstar California.....	2.2%
Morzine.....	2.1%
Snow Summit / Big Bear.....	2.0%
Snowshoe.....	1.9%
Highland Mountain.....	1.8%
Deer Valley.....	1.8%
Killington.....	1.4%
Leogang.....	1.4%
Mountain Creek.....	1.4%
Mammoth.....	1.4%
Queenstown.....	1.3%
Thunder Mountain Bike Park.....	1.3%
Windrock Bike Park.....	1.3%
Schladming.....	1.1%
Thredbo.....	1.1%
Derby Tasmania.....	1.1%
Bromont, Canada.....	1.0%
Portes Du Soleil.....	1.0%
Winterberg.....	1.0%
Chatel.....	0.9%
Hafjell.....	0.9%
Sun Peaks.....	0.9%
Livigno.....	0.8%
Silver Mountain.....	0.8%
Are Bike Park.....	0.7%
Saalach-Hinterglemm.....	0.7%
Silver Star Bike Park.....	0.7%
SkyPark at Santa's Village.....	0.7%
Mt. Bachelor.....	0.7%
Vallnord.....	0.7%
Whakarewarewa,.....	0.7%
Big Sky Montana.....	0.7%
Glentress.....	0.7%
Blue Mountain Bike Park.....	0.6%
Christchurch Adventure Park.....	0.6%
Lenzerheide Bike Park.....	0.6%
Lac Blanc.....	0.6%
Les Gets.....	0.6%
Spider Mountain.....	0.6%
Pila, Aosta.....	0.5%
Revolution Bike Park.....	0.5%
Duthie Hill.....	0.5%
Maribor.....	0.5%
Snowmass.....	0.5%
Beech Mountain.....	0.5%
Black Mountains Cycle Centre.....	0.5%

Misc. / Other 37.2%

COST OF CURRENT BIKE:

Average \$5,105
 Under \$999 7.3%
 \$1,000 - \$1,999 8.9%
 \$2,000 - \$2,999 10.8%
 \$3,000 - \$3,999 12.7%
 \$4,000 - \$4,999 12.0%
 \$5,000 - \$5,999 13.4%
 \$6,000 - \$6,999 10.5%
 \$7,000 - \$7,999 7.5%
 \$8,000 - \$8,999 6.1%
 \$9,000 - \$9,999 3.8%
 \$10,000 - \$10,999 3.0%
 \$11,000 - \$11,999 1.2%
 Over \$12,000 2.8%

HOW MANY BIKES OWNED:

Average 2.3
 1 31.7%
 2 34.7%
 3 18.0%
 4 7.7%
 5 or more 7.8%

TYPE(S) OF BIKE(S) OWNED:

Enduro / All-Mountain 60.0%
 Trail 47.2%
 Cross-country 30.0%
 Dirt Jump / Street / 4x 18.7%
 Downhill 17.0%
 Electric Mountain Bike 12.7%
 Freeride / Park 9.1%

TRAVEL ON PRIMARY BIKE:

Hardtail 13.4%
 Under 100 mm 2.0%
 100mm - 119mm 5.2%
 120mm - 129mm 7.2%
 130mm - 139mm 9.1%
 140mm - 149mm 12.7%
 150mm - 160mm 28.4%
 161mm - 180mm 16.5%
 Over 180mm 5.5%

WHEEL SIZE(S) OWNED:

29" 62.1%
 27.5" / 650b 41.5%

26" 32.4%
 Mixed (29" front, 27.5" rear) 12.9%
 27.5+ 4.8%
 Fat bike 3.8%
 29+ 3.4%
 26+ 1.3%

TIRES SIZE NORMALLY RUN, FRONT:

2.25" or under 4.1%
 2.3" - 2.35" 12.3%
 2.4" 25.5%
 2.5" 42.4%
 2.6" 13.5%
 2.8" and above 2.2%

TIRES SIZE NORMALLY RUN, REAR:

2.25" or under 5.2%
 2.3" - 2.35" 19.2%
 2.4" 47.7%
 2.5" 17.6%
 2.6" 7.9%
 2.8" and above 2.3%

WHERE DO YOU NORMALLY BUY NEW BIKES/PARTS:

Online / mail-order retailer 48.8%
 Local bike shop 38.8%
 Direct from manufacturer 12.3%

MAIL-ORDER USERS BUY FROM MOST:

Jenson USA 14.7%
 Chain Reaction 10.8%
 Bike24 7.2%
 Worldwide Cyclery 6.8%
 Bike-Components 6.7%
 Amazon 6.3%
 Bike-Discount 4.3%
 Mountain Bikes Direct 3.9%
 Competitive Cyclist 3.2%
 Universal Cycles 2.9%
 Backcountry 2.8%
 Pushys Australia 2.4%
 Wiggle 2.2%
 Ebay 2.1%
 Bikester 1.7%
 Probikeshop.fr 1.6%

Tredz 1.3%
 Alltricks 1.1%
 Evo 1.1%
 Fanatik 1.1%
 AliExpress 1.0%
 R2 Bikes 1.0%
 Lost Bike Co 0.9%
 Bikeshop.no 0.8%
 Torpedo 7 0.6%
 Bike Tires Direct 0.6%
 Merlin Cycles 0.6%
 REI 0.5%
 Allegro 0.3%
 Cambria Bicycle Outfitters 0.3%
 Performance 0.3%
 Bicicletta 0.3%
 BikeInn 0.3%
 Bicycles Online 0.3%
 TBS 0.3%
 Nashbar 0.3%
 MTB Direct 0.3%
 Bikes Direct 0.2%
 Colorado Cyclist 0.2%
 Hibike 0.2%
 Price Point 0.2%
 Pro Bike Supply 0.2%
 Rowerow 0.2%
 Art's Cyclery 0.1%
 Bike Bling 0.1%
 Bukalapak 0.1%
 Koloshop 0.1%
 Planet Cyclery 0.1%
 Direct from manufacturer 0.1%
 Modern Bike 0.1%
 Amain 0.1%
 BikeParts.com 0.1%
 Tree Fort Bikes 0.1%
 Misc. / Fill-In 4.8%

ARE YOU CONSIDERING PURCHASING FROM CONSUMER-DIRECT BIKE BRAND?

Yes 73.3%
 No 26.7%

HOW OFTEN REPAIRS DONE BY LOCAL BIKE SHOP:

100% of the time 7.7%
 75 - 99% of the time 8.5%
 50 - 74% of the time 13.2%

25 - 49% of the time..... 11.7%
 Less than 25% of the time..... 58.9%

NUMBER OF PEOPLE USERS HAVE GIVEN MTB BUYING ADVICE TO:

Average.....5.3
 Median.....3
 0.....13.5%
 1-3.....42.3%
 4-6.....22.7%
 7-9.....3.3%
 10-12.....8.7%
 13-15.....1.7%
 16-18.....0.3%
 19-21.....1.1%
 22-24.....0.1%
 25 or more.....6.3%

WORK IN A BIKE SHOP?

Currently work in a shop..... 7.8%
 Previously worked in a shop..... 18.1%

MOUNTAIN BIKE PARTS/APPAREL PURCHASE INTENT

COMPLETE MOUNTAIN BIKE:

Will purchase within 12 months... 41.0%

IF "YES," REAR TRAVEL:

Hardtail..... 10.0%
 Under 100 mm..... 1.1%
 100mm - 119mm..... 4.3%
 120mm - 129mm..... 9.0%
 130mm - 139mm..... 8.4%
 140mm - 149mm..... 12.9%
 150mm - 160mm..... 25.9%
 161mm - 180mm..... 19.0%
 Over 180mm..... 9.3%

IF "YES," WHAT WHEEL SIZE:

29"..... 57.1%

Mixed (29" front, 27.5" rear) 18.6%
 27.5" 15.6%
 26" 2.9%
 29+ 2.7%
 27.5+ 1.8%
 26+ 0.9%
 Fat bike..... 0.5%

IF "YES," BRAND:

Undecided 17.1%
 Specialized 7.5%
 Canyon 6.3%
 Commencal 5.8%
 Santa Cruz 5.7%
 Trek 5.5%
 Transition 5.0%
 YT Industries..... 3.4%
 Scott 2.6%
 Pivot 2.5%
 Norco 2.2%
 Orbea 2.2%
 Giant..... 2.1%
 Propain 2.1%
 Yeti 2.1%
 Nukeproof 1.6%
 Rocky Mountain..... 1.6%
 Ibis..... 1.3%
 Intense 1.2%
 Polygon 1.1%
 Cannondale..... 1.1%
 Kona 1.1%
 Cube 1.0%
 Forbidden 1.0%
 Evil..... 0.9%
 Mondraker 0.9%
 Fezzari 0.8%
 Revel 0.8%
 Devinci 0.7%
 Banshee 0.6%
 We Are One..... 0.6%
 Marin 0.5%
 Dartmoor 0.5%
 Canfield Brothers 0.4%
 Guerrilla Gravity 0.4%
 GT 0.4%
 Scor 0.4%
 KTM..... 0.3%
 Ghost 0.3%
 Lapierre 0.3%
 Niner..... 0.3%
 Vitus 0.3%
 Chromag 0.2%
 Cotic..... 0.2%
 Privateer 0.2%
 Alchemy 0.2%
 Deviate 0.2%
 REEB 0.2%
 Airborne 0.2%

Atherton 0.2%
 BMC..... 0.2%
 Diamondback 0.2%
 Knolly..... 0.2%
 Orange..... 0.1%
 Airdrop 0.1%
 Bird 0.1%
 Haro..... 0.1%
 Nicolai..... 0.1%
 Surly..... 0.1%
 Whyte..... 0.1%
 CTM..... 0.1%
 Merida 0.1%
 Ragley 0.1%
 Allied..... 0.1%
 Antidote..... 0.1%
 Liv/Giant 0.1%
 Pace 0.1%
 Starling 0.1%
 Focus 0.1%
 Haibike 0.1%
 Husqvarna 0.1%
 NS 0.1%
 On One 0.1%
 Atomlab..... 0.1%
 Hope..... 0.1%
 Juliana 0.1%
 KHS..... 0.1%
 MongOOSE..... 0.1%
 Pyga..... 0.1%
 RSD 0.1%
 Salsa 0.1%
 Misc. / Fill-In 3.0%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY HARDTAIL:

Undecided 21.3%
 Canyon 8.2%
 Trek 6.7%
 Commencal 4.6%
 Cannondale..... 4.3%
 Specialized 3.2%
 Kona 2.8%
 Santa Cruz 2.8%
 Nukeproof 2.5%
 Giant..... 2.1%
 Chromag 1.8%
 Cotic..... 1.8%
 Cube 1.4%
 Dartmoor 1.4%
 Polygon 1.4%
 Surly..... 1.4%
 Transition 1.4%
 Banshee 1.1%
 GT 1.1%

Orbea.....	1.1%
Pace.....	1.1%
Scott.....	1.1%
Vitus.....	1.1%
Yeti.....	1.1%
YT Industries.....	1.1%

IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 110-119MM REAR TRAVEL

Undecided.....	22.9%
Specialized.....	8.5%
Canyon.....	5.9%
Santa Cruz.....	5.9%
Scott.....	5.9%
Trek.....	5.9%
Giant.....	5.1%
Orbea.....	4.2%
Cube.....	3.4%
Revel.....	3.4%
Pivot.....	2.5%
Cannondale.....	1.7%
Fezzari.....	1.7%
Alchemy.....	0.9%
BMC.....	0.9%
Commencal.....	0.9%
Niner.....	0.9%
Norco.....	0.9%
Propain.....	0.9%
Rocky Mountain.....	0.9%

IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 120-129MM REAR TRAVEL:

Undecided.....	20.5%
Scott.....	8.3%
Trek.....	6.3%
Canyon.....	5.5%
Santa Cruz.....	5.5%
Giant.....	4.3%
Transition.....	4.3%
Ibis.....	3.5%
Rocky Mountain.....	3.2%
Specialized.....	3.2%
Kona.....	2.4%
Norco.....	2.4%
Pivot.....	2.4%
YT Industries.....	2.4%
Revel.....	2.0%
Fezzari.....	1.6%
Niner.....	1.6%
Polygon.....	1.6%
Evil.....	1.2%

Marin.....	1.2%
Yeti.....	1.2%

IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 130-139MM REAR TRAVEL:

Undecided.....	22.4%
Canyon.....	7.6%
Polygon.....	5.9%
Specialized.....	4.6%
Trek.....	4.6%
Forbidden.....	3.8%
Giant.....	3.8%
Santa Cruz.....	3.8%
YT Industries.....	3.8%
Yeti.....	3.4%
Commencal.....	3.0%
Rocky Mountain.....	3.0%
Banshee.....	2.5%
Norco.....	2.5%
Pivot.....	2.5%
Transition.....	2.1%
Ibis.....	1.7%
Scott.....	1.7%
Cannondale.....	1.3%
Mondraker.....	1.3%
Orbea.....	1.3%

IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 140-149MM REAR TRAVEL:

Undecided.....	16.9%
Specialized.....	8.2%
Trek.....	7.1%
Orbea.....	6.0%
Canyon.....	5.7%
Santa Cruz.....	5.4%
Pivot.....	4.6%
Transition.....	3.5%
Commencal.....	3.0%
Ibis.....	2.7%
Scott.....	2.5%
Yeti.....	2.5%
Propain.....	2.2%
Rocky Mountain.....	2.2%
YT Industries.....	2.2%
Evil.....	1.9%
Giant.....	1.9%
Cube.....	1.6%
Norco.....	1.6%

Nukeproof.....	1.4%
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IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 150-160MM REAR TRAVEL:

Undecided.....	17.1%
Specialized.....	9.3%
Transition.....	7.2%
Canyon.....	5.7%
Commencal.....	5.6%
Trek.....	5.5%
Santa Cruz.....	5.3%
Norco.....	3.4%
Yeti.....	3.3%
YT Industries.....	2.7%
Pivot.....	2.3%
Orbea.....	2.2%
Giant.....	1.8%
Scott.....	1.6%
Propain.....	1.5%
We Are One.....	1.5%
Revel.....	1.4%
Ibis.....	1.2%
Intense.....	1.2%
Nukeproof.....	1.2%

IF “YES,” WHAT BRAND, TOP 20 CROSS-TABULATED BY 161-180MM REAR TRAVEL:

Undecided.....	11.4%
Specialized.....	9.5%
Transition.....	9.5%
Commencal.....	7.3%
Santa Cruz.....	7.2%
Canyon.....	6.4%
YT Industries.....	6.2%
Propain.....	4.6%
Trek.....	3.7%
Nukeproof.....	3.1%
Intense.....	2.4%
Norco.....	2.2%
Orbea.....	1.8%
Evil.....	1.7%
Pivot.....	1.7%
Rocky Mountain.....	1.7%
Yeti.....	1.7%
Scott.....	1.3%
Cube.....	1.1%
Devinci.....	1.1%
Forbidden.....	1.1%

IF "YES," WHAT BRAND, TOP 20 CROSS-TABULATED BY OVER 180MM REAR TRAVEL:

Commencal	18.3%
Undecided	11.4%
Santa Cruz	9.5%
Specialized	7.6%
Canyon	6.8%
YT Industries.....	6.1%
Pivot	4.6%
Propain	3.8%
Scott	3.8%
Trek	3.4%
Mondraker	3.0%
Norco	2.3%
Intense	1.9%
Nukeproof	1.9%
Devinci	1.5%
Transition	1.5%
Banshee	1.1%
Canfield Brothers	1.1%
Forbidden	1.1%

FRAME:

Will purchase within 12 months... 21.4%

IF "YES," WHAT BRAND:

Undecided	19.4%
Santa Cruz	8.6%
Commencal	6.5%
Specialized	6.5%
Transition	5.4%
Trek	2.4%
Nukeproof	2.3%
Banshee	1.7%
Forbidden	1.7%
Norco	1.7%
Yeti	1.7%
Propain	1.6%
Revel	1.5%
Evil	1.4%
Pivot	1.4%
Canyon	1.3%
Kona	1.3%
Giant	1.2%
Chromag	1.1%
Ibis	1.1%
Intense	1.1%
GT	1.0%
Scott	1.0%
Rocky Mountain.....	1.0%

YT	1.0%
Ragley	0.9%
Canfield Brothers	0.8%
Devinci	0.8%
Raaw.....	0.8%
NS Bikes	0.8%
Cannondale.....	0.7%
Marino	0.7%
Guerrilla Gravity	0.6%
Atherton	0.6%
Dartmoor	0.6%
Mondraker	0.6%
Privateer	0.6%
We Are One.....	0.6%
Cotic	0.5%
Fezzari	0.5%
Nicolai	0.5%
Orbea	0.5%
Pipedream.....	0.5%
Salsa	0.5%
REEB	0.5%
Marin	0.4%
Antidote.....	0.3%
Kingdom.....	0.3%
Scor	0.3%
Bird	0.3%
Deviate	0.3%
Airdrop	0.3%
Alchemy	0.3%
Allied.....	0.3%
Cube	0.3%
DMR.....	0.3%
Foes	0.3%
Nordest	0.3%
Starling	0.3%
Airborne	0.2%
Knolly.....	0.2%
Pole	0.2%
Polygon	0.2%
Pyga.....	0.2%
Berg.....	0.1%
Black Market.....	0.1%
Ferrum.....	0.1%
Ghost	0.1%
Haro.....	0.1%
Niner.....	0.1%
RSD.....	0.1%
Spot	0.1%
Zerode	0.1%
Deity.....	0.1%
Diamondback	0.1%
Ellsworth	0.1%
Hope	0.1%
Lynskey.....	0.1%
MDE.....	0.1%
Passila.....	0.1%
Schwinn.....	0.1%
Misc. / Fill-In	5.7%

SUSPENSION FORK:

Will purchase within 12 months... 30.1%

IF "YES," WHAT BRAND:

RockShox	33.0%
Fox	28.4%
Undecided	12.6%
Ohlins	5.0%
Marzocchi.....	4.4%
DVO	3.6%
Manitou	3.2%
EXT	2.5%
SR Suntour	2.1%
Cane Creek.....	0.9%
Intend	0.8%
MRP	0.7%
DT Swiss	0.4%
Formula	0.4%
X-Fusion.....	0.4%
BOS	0.3%
Cannondale.....	0.2%
Scott	0.2%
DNM	0.1%
RST	0.1%
Misc. / Fill-In	0.7%

REAR SHOCK:

Will purchase within 12 months... 23.5%

IF "YES," WHAT BRAND:

Fox	28.8%
RockShox	22.5%
Undecided	11.6%
EXT	8.5%
Ohlins	6.7%
DVO	4.6%
Push Industries	4.4%
Cane Creek.....	3.8%
Marzocchi.....	2.5%
SR Suntour	1.0%
MRP	0.9%
DNM	0.6%
Formula	0.6%
Intend	0.5%
X-Fusion.....	0.5%
Avalanche.....	0.4%
DT Swiss	0.4%
Manitou	0.4%
Fast.....	0.3%
BOS	0.2%
Specialized	0.2%
Misc. / Fill-In	0.9%

WHEELSET:

Will purchase within 12 months... 31.5%

IF "YES," PRE-BUILT OR CUSTOM:

Pre-built..... 52.5%
Custom 47.5%

IF "PRE-BUILT", MATERIAL

Aluminum 47.9%
Carbon..... 36.7%
Undecided 15.5%

IF "PRE-BUILT", INTERNAL RIM WIDTH:

Undecided 20.9%
25 mm and under..... 2.9%
26 - 29 mm 12.8%
30 mm 43.7%
31 - 34 mm 13.8%
35 mm 4.6%
36 mm and over..... 1.4%

IF "PRE-BUILT," WHAT BRAND:

Undecided 21.4%
DT Swiss 12.8%
Industry Nine..... 6.5%
We Are One..... 5.4%
Hunt..... 5.3%
crankbrothers..... 3.5%
Bontrager..... 3.2%
Hope..... 2.7%
Reserve..... 2.7%
Mavic 2.6%
Roval 2.6%
Race Face 2.3%
NOBL..... 2.2%
Spank..... 2.2%
Stan's NoTubes..... 2.1%
Nukeproof 1.9%
ENVE 1.6%
e*thirteen..... 1.6%
Reynolds..... 1.1%
Shimano 1.1%
Zipp 1.1%
Halo 0.9%
WTB..... 0.8%
Newmen 0.6%
Spinergy 0.6%

Giant..... 0.5%
Syncros..... 0.5%
Novatec 0.5%
American Classic 0.3%
Dartmoor 0.3%
Easton..... 0.3%
Evil Loopholes 0.3%
FSA 0.3%
Revel 0.3%
RideFast Racing 0.3%
SRAM 0.3%
A-Class..... 0.2%
Canfield Brothers 0.2%
Chromag..... 0.2%
Factor 0.2%
Formula 0.2%
Light Bicycles 0.2%
Reverse Components..... 0.2%
Sun Ringle..... 0.2%
Alpha 0.1%
Atomik Carbon..... 0.1%
Azonic..... 0.1%
Cole Wheels 0.1%
DMR..... 0.1%
Fulcrum 0.1%
Ibis..... 0.1%
Maddux 0.1%
Mercury Wheels..... 0.1%
NS Bikes 0.1%
Ritchey 0.1%
Misc. / Fill-In 4.9%

IF "CUSTOM", RIM MATERIAL:

Aluminum 43.1%
Carbon..... 42.0%
Undecided 15.0%

IF "CUSTOM", INTERNAL RIM WIDTH:

Undecided 11.4%
25 mm and under..... 2.1%
26 - 29 mm 12.8%
30 mm 45.7%
31 - 34 mm 17.0%
35 mm 7.4%
36 mm and over..... 3.6%

IF "CUSTOM," WHAT BRAND OF RIMS:

Undecided 20.3%
DT Swiss 19.3%

We Are One..... 10.1%
Industry Nine..... 5.3%
NOBL..... 4.9%
Stan's NoTubes..... 4.5%
Spank..... 3.5%
Reserve..... 3.4%
Light Bicycle..... 2.2%
Race Face 2.0%
ENVE 1.8%
crankbrothers..... 1.6%
Zipp 1.4%
Bontrager..... 1.2%
WTB..... 1.0%
Duke 0.9%
Halo 0.9%
Hope 0.9%
Newmen 0.9%
NOX Composites 0.8%
Mavic 0.7%
Sun Ringle..... 0.7%
Nextie 0.6%
8150..... 0.5%
Reynolds..... 0.5%
Roval 0.5%
Chromag..... 0.4%
e*thirteen..... 0.4%
Factor 0.4%
Revel 0.4%
Wheelworks..... 0.4%
Dartmoor 0.3%
Derby..... 0.3%
Ibis..... 0.3%
Nukeproof 0.3%
Velocity..... 0.3%
Atomik Carbon..... 0.2%
Da Bomb 0.2%
Specialized 0.2%
SRAM 0.2%
Weinmann 0.2%
Alex 0.1%
American Classic 0.1%
Arrow 0.1%
Black Crow..... 0.1%
Blackjack..... 0.1%
Box 0.1%
Deflexion..... 0.1%
DMR..... 0.1%
FSA 0.1%
Funn 0.1%
Novatec 0.1%
Ridefast 0.1%
Shimano 0.1%
Syntace 0.1%
Whiskey Parts Co..... 0.1%
Misc. / Fill-In 3.3%

IF "CUSTOM," WHAT BRAND OF HUBS:

Industry Nine.....	22.5%
Undecided	16.1%
DT Swiss	15.9%
Hope.....	11.5%
Onyx.....	10.3%
Chris King	5.9%
Shimano	1.7%
Spank.....	1.7%
Factor	1.3%
Novatec	1.2%
Project 321	1.1%
Bontrager.....	0.8%
Nukeproof	0.6%
Profile.....	0.6%
crankbrothers.....	0.5%
White Industries	0.5%
e*thirteen.....	0.4%
Koozer	0.4%
Race Face	0.4%
SRAM	0.4%
Erase.....	0.3%
Halo.....	0.3%
Newmen	0.3%
Tairin	0.3%
Funn	0.2%
Hadley	0.2%
Sun Ringle.....	0.2%
Syncros.....	0.2%
Tune	0.2%
Aivee	0.1%
Atomlab.....	0.1%
Azonic	0.1%
Box.....	0.1%
Canfield Brothers	0.1%
Dartmoor	0.1%
DMR.....	0.1%
Easton.....	0.1%
Formula	0.1%
Reverse Components.....	0.1%
Specialized	0.1%
Stan's NoTubes.....	0.1%
Syntace	0.1%
Misc. / Fill-In	2.4%

TIRES:

Will purchase within 12 months... 77.9%

IF "YES," WHAT BRAND:

Maxxis.....	50.4%
Undecided	10.4%
Schwalbe	10.3%
Continental	5.5%
Michelin	5.2%

Specialized	4.9%
Vittoria	2.7%
WTB.....	1.9%
Kenda	1.3%
Bontrager.....	1.2%
Pirelli	0.7%
Versus.....	0.7%
Goodyear	0.7%
Onza	0.6%
Vee Tire Co.	0.4%
Hutchinson	0.4%
Teravail	0.3%
e*thirteen.....	0.3%
Wolfpack.....	0.3%
Mavic	0.2%
CST	0.2%
Panaracer	0.2%
45NRTH.....	0.2%
MCS	0.1%
IRC	0.1%
Suomi	0.1%
Misc. / Fill-In	1.0%

FAVORITE SEALANT BRAND:

Stan's	47.2%
Orange Seal	15.6%
Muc-Off	12.3%
Peaty's	3.9%
Joe's No-Flats	3.9%
Bontrager.....	1.7%
Schwalbe	1.2%
Slime	1.2%
Continental	1.2%
Effetto Caffelatex	1.2%
e13 Tire Plasma.....	0.9%
TruckerCo	0.9%
Finish Line	0.8%
Specialized	0.8%
Giant.....	0.5%
Milkit.....	0.5%
Squirt.....	0.5%
Vittoria	0.5%
Maxima	0.4%
X-Sauce.....	0.4%
OKO	0.3%
Monkey Sauce.....	0.3%
Black Ox	0.3%
Hutchison	0.3%
Juice Lubes.....	0.2%
Syncros.....	0.2%
WPL	0.1%
Misc. / Fill-In	2.7%

TIRE INSERTS:

Will purchase within 12 months... 28.6%

IF "YES," WHAT BRAND:

Cush Core.....	48.1%
Undecided	13.3%
Tannus.....	11.0%
Rimpack	5.9%
Nukeproof	4.6%
Vittoria	4.3%
Panzer.....	2.2%
Schwalbe	2.1%
Huck Norris	1.8%
Tubolight.....	1.2%
Mynesweepers.....	0.8%
Flat Tire Defender	0.7%
Bell.....	0.5%
Pepi's	0.5%
Tyreinvader	0.1%
Misc. / Fill-In	2.8%

HANDLEBARS:

Will purchase within 12 months... 28.2%

IF "YES," WHAT BRAND:

OneUp Components	16.4%
Undecided	14.3%
Renthal	12.7%
Deity.....	7.9%
Race Face	5.1%
Chromag.....	4.7%
Spank.....	4.0%
PNW Components.....	3.8%
Burgtec	3.3%
Nukeproof	2.2%
ENVE	2.2%
SQLabs	2.0%
Title	1.9%
Pro Taper	1.3%
Tag Metals.....	1.2%
Bontrager.....	1.0%
e*thirteen.....	0.9%
Syncros.....	0.8%
We Are One.....	0.7%
Easton.....	0.7%
Hope	0.7%
On-One	0.6%
Santa Cruz	0.6%
crankbrothers.....	0.6%
Fasst	0.6%
Truvativ	0.6%
Syntace	0.4%
Reverse Components.....	0.4%
Specialized	0.4%
Tenet.....	0.4%
FSA	0.3%
Jones.....	0.3%
Trail 1	0.3%
Ritchey	0.3%

Whisky Parts Company	0.3%
Beast	0.2%
DMR	0.2%
Kore	0.2%
ODI	0.2%
Salsa	0.2%
Sixpack	0.2%
Thomson	0.2%
Acros	0.2%
ANVL	0.2%
Azonic	0.2%
Dartmoor	0.2%
Joystick	0.2%
Pro Components	0.2%
Truvativ / TLD	0.2%
WTB	0.2%
Yeti	0.2%
Atomlab	0.1%
Atomic	0.1%
Black Market	0.1%
Control Tech	0.1%
Funn	0.1%
NS Bikes	0.1%
3T	0.1%
Alpha	0.1%
Gemini	0.1%
Giant	0.1%
Ibis	0.1%
RideFast	0.1%
Misc. / Fill-In	2.4%

STEM:

Will purchase within 12 months... 22.3%

IF "YES," WHAT BRAND:

Undecided	18.2%
Deity	8.6%
Renthal	7.0%
Race Face	6.9%
Industry Nine	6.2%
OneUp Components	6.1%
Burgtec	4.4%
Chromag	3.6%
Spank	2.8%
Nukeproof	2.3%
Hope	2.1%
Title	2.0%
PNW Components	1.8%
ENVE	1.6%
e*thirteen	1.5%
5 Dev	1.3%
Thomson	1.3%
ANVL	1.2%
Funn	1.1%
DMR	1.0%
Bontrager	0.8%
Tag Metals	0.8%

Tenet	0.8%
Bike Yoke	0.8%
Truvativ	0.8%
We Are One	0.8%
FSA	0.7%
77 Designz	0.6%
Pro Taper	0.6%
Syntace	0.6%
Intend	0.6%
Syncros	0.6%
Yoshimura	0.6%
North Shore Billet	0.4%
BOX Components	0.4%
Sixpack	0.4%
Specialized	0.4%
Trail One	0.4%
Dartmoor	0.3%
Giant	0.3%
Atomlab	0.2%
Azonic	0.2%
crankbrothers	0.2%
Easton	0.2%
NS Bikes	0.2%
Pro Components	0.2%
Profile	0.2%
3T	0.1%
Acros	0.1%
Gemini	0.1%
Joystick	0.1%
Newmen	0.1%
RevGrips	0.1%
Ritchey	0.1%
SQlab	0.1%
9point8	0.1%
Beast	0.1%
GT	0.1%
Kona	0.1%
ODI	0.1%
Onoff	0.1%
Reverse Components	0.1%
Whiskey Parts Co.	0.1%
WTB	0.1%
Misc. / Fill-In	4.5%

GRIPS:

Will purchase within 12 months... 54.8%

IF "YES," WHAT BRAND:

ODI	17.0%
Undecided	14.2%
Ergon	13.3%
DMR	9.5%
Deity	7.6%
PNW Components	4.3%
Sensus	3.6%
ESI	3.5%
Burgtec	2.4%

Lizard Skins	2.2%
Rev Grips	2.0%
Race Face	1.9%
Chromag	1.8%
OneUp Components	1.7%
Renthal	1.6%
Oury	1.4%
Wolf Tooth	0.7%
All Mountain Style	0.6%
SQ Labs	0.6%
Bontrager	0.6%
Nukeproof	0.6%
crankbrothers	0.5%
Santa Cruz	0.5%
Specialized	0.5%
Fabric	0.4%
Tag Metals	0.3%
Spank	0.3%
Syncros	0.3%
Bike Yoke	0.3%
Pilgrims	0.3%
WTB	0.3%
Ritchey	0.2%
SDG	0.2%
Cult	0.2%
Funn	0.2%
Hope	0.2%
Pro Components	0.2%
SRAM	0.2%
Giant	0.1%
Kona	0.1%
Pivot	0.1%
Red Monkey	0.1%
Reverse	0.1%
Supacaz	0.1%
Trail One	0.1%
Troy Lee Designs	0.1%
Evil	0.1%
Pro Taper	0.1%
Yeti	0.1%
BOX Components	0.1%
Dartmoor	0.1%
Jet Black	0.1%
Azonic	0.1%
GrabOn	0.1%
Odyssey	0.1%
Sixpack	0.1%
Misc. / Fill-In	2.1%

HEADSET:

Will purchase within 12 months... 16.3%

IF "YES," WHAT BRAND:

Cane Creek	34.9%
Chris King	18.0%
Undecided	14.7%
FSA	5.9%

Hope.....	5.9%
Wolf Tooth.....	5.3%
Works Components.....	4.1%
Nukeproof.....	1.9%
Shimano.....	1.3%
Acros.....	1.2%
Enduro Bearings.....	0.8%
Ritchey.....	0.6%
Brand-X.....	0.4%
White Industries.....	0.4%
Giant.....	0.3%
On-One.....	0.3%
Da Bomb.....	0.2%
Dartmoor.....	0.2%
Funn.....	0.2%
Superstar.....	0.2%
Acor.....	0.1%
Aheadset.....	0.1%
Alpha.....	0.1%
Animal.....	0.1%
Eastern.....	0.1%
Pro Components.....	0.1%
Reverse Components.....	0.1%
Syncros.....	0.1%
Misc. / Fill-In.....	2.7%

BRAKES:

Will purchase within 12 months... 31.6%

IF "YES," WHAT BRAND:

Shimano.....	31.9%
Magura.....	15.9%
SRAM.....	14.0%
TRP.....	9.4%
Undecided.....	8.1%
Hope.....	7.8%
Hayes.....	5.6%
Formula.....	2.3%
Trickstuff.....	2.3%
Tektro.....	0.9%
Avid.....	0.7%
Box Components.....	0.1%
Brake Force One.....	0.1%
FSA.....	0.1%
Atomlab.....	0.0%
Grimeca.....	0.0%
Misc. / Fill-In.....	0.9%

DERAILLEURS:

Will purchase within 12 months... 26.6%

IF "YES," WHAT BRAND:

SRAM.....	49.6%
Shimano.....	38.2%

Undecided.....	5.2%
Mircoshift.....	2.6%
TRP.....	1.2%
BOX Components.....	1.0%
Archer Components.....	0.3%
Sunrace.....	0.2%
Rotor.....	0.2%
Campagnolo.....	0.1%
Misc. / Fill-In.....	1.3%

CRANKS:

Will purchase within 12 months... 18.4%

IF "YES," WHAT BRAND:

SRAM.....	20.2%
Shimano.....	20.0%
Race Face.....	11.9%
Undecided.....	11.7%
Cane Creek.....	6.6%
5 Dev.....	6.4%
Hope.....	5.0%
Truvativ.....	2.6%
e*thirteen.....	2.2%
Canfield Brothers.....	2.0%
Crank Brothers.....	1.4%
Miranda Bike Parts.....	1.2%
Rotor.....	1.1%
FSA.....	1.0%
Profile.....	0.6%
White Industries.....	0.5%
Cannondale.....	0.4%
Middleburn.....	0.4%
Praxis Works.....	0.4%
Bontrager.....	0.2%
DMR.....	0.2%
GT.....	0.2%
Ingrid.....	0.2%
Atomlab.....	0.1%
Blackspire.....	0.1%
BOX Components.....	0.1%
Dartmoor.....	0.1%
Gravity.....	0.1%
Specialized.....	0.1%
SR Suntour.....	0.1%
Misc. / Fill-In.....	3.0%

BOTTOM BRACKET:

Will purchase within 12 months... 19.4%

IF "YES," WHAT BRAND:

SRAM.....	22.0%
Shimano.....	20.2%
Undecided.....	14.0%
Cane Creek.....	7.4%

Chris King.....	7.3%
Race Face.....	6.4%
Hope.....	5.5%
Wheels Manufacturing.....	4.7%
Enduro Bearings.....	1.9%
Kogel.....	1.2%
Ceramic Speed.....	1.1%
E*Thirteen.....	1.1%
Nukeproof.....	1.0%
FSA.....	0.9%
Rotor.....	0.9%
BBInfinite.....	0.4%
GXP.....	0.4%
Hambini.....	0.4%
Praxis.....	0.4%
Token.....	0.4%
Truvativ.....	0.4%
White Industries.....	0.4%
Profile.....	0.3%
Acros.....	0.1%
Miranda Bike Parts.....	0.1%
Misc. / Fill-In.....	1.2%

1X FRONT CHAINRING:

Will purchase within 12 months... 28.2%

IF "YES," WHAT BRAND:

Absolute Black.....	17.1%
SRAM.....	16.7%
Undecided.....	15.3%
Wolf Tooth.....	8.7%
Race Face.....	8.3%
Shimano.....	8.3%
OneUp Components.....	4.3%
Garbaruk.....	2.4%
Burgtec.....	2.0%
e*thirteen.....	2.0%
Hope.....	1.9%
Blackspire.....	1.8%
5 Dev.....	1.1%
North Shore Billet.....	1.1%
Renthal.....	0.8%
Rotor.....	0.7%
Chromag.....	0.7%
Unite.....	0.7%
Csxxx.....	0.6%
Snail.....	0.5%
Deity.....	0.4%
BOX Components.....	0.4%
Praxis Works.....	0.2%
Endless.....	0.2%
FSA.....	0.2%
On-One.....	0.2%
Truvativ.....	0.2%
Uberbike.....	0.2%
White Industries.....	0.2%
Works Components.....	0.2%

MRP	0.1%
Superstar	0.1%
Alpha	0.1%
Dartmoor	0.1%
KCNC	0.1%
Kore	0.1%
Profile	0.1%
Surly	0.1%
Misc. / Fill-In	2.3%

CASSETTE:

Will purchase within 12 months...	30.9%
Yes, modify existing cassette	3.6%

IF "YES," WHAT BRAND:

SRAM	41.5%
Shimano	34.8%
e*thirteen	5.3%
Garbaruk	4.4%
SunRace	4.0%
Undecided	3.5%
Microshift	1.5%
BOX Components	1.2%
ZTTO	0.5%
Hope	0.4%
Wolf Tooth	0.4%
Absolute Black	0.3%
OneUp Components	0.3%
TRP	0.3%
Sunshine	0.2%
Fouriers	0.1%
Rotor	0.1%
Fire Eye	0.1%
Misc. / Fill-In	1.0%

CHAINGUIDE:

Will purchase within 12 months...	15.0%
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IF "YES," WHAT BRAND:

OneUp Components	21.8%
Undecided	17.0%
MRP	16.2%
e*thirteen	14.3%
Shimano	6.3%
SRAM	3.6%
Absolute Black	2.8%
Nukeproof	2.2%
Funn	1.9%
Wolf Tooth	1.8%
77 Designz	1.3%
FSA	1.1%
Cascade Components	1.1%
Hope	0.9%
Blackspire	0.8%

CSixx	0.7%
STFU	0.7%
DMR	0.6%
Mozartt	0.6%
Unite	0.6%
Da Bomb	0.3%
Reverse Components	0.3%
Syncros	0.3%
Bioncion	0.2%
Carbocage	0.2%
Shaman Racing	0.2%
Truvativ	0.2%
Sixpack	0.1%
Misc. / Fill-In	1.8%

PEDALS:

Will purchase within 12 months...	38.1%
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IF "YES," WHAT TYPE:

Flat	65.5%
Clipless	34.5%

IF "CLIPLESS," WHAT BRAND:

Shimano	37.3%
crankbrothers	30.2%
HT	6.9%
Time	6.5%
Undecided	5.5%
Nukeproof	2.7%
Hope	1.9%
Look	1.5%
Funn	1.0%
Wellgo	0.6%
Xpedo	0.5%
DMR	0.4%
Misc. / Fill-In	5.0%

IF "FLAT," WHAT BRAND:

Undecided	19.1%
crankbrothers	14.2%
OneUp Components	11.4%
Deity	6.8%
DMR	6.6%
Race Face	6.0%
Nukeproof	4.8%
Chromag	3.7%
Burgtec	3.6%
PNW Components	2.1%
Yoshimura	1.8%
Shimano	1.7%
HT	1.5%
Pedaling Innovations	1.3%
Tenet	1.3%
Spank	0.9%

Hope	0.8%
5 Dev	0.7%
Bontrager	0.7%
Canfield Brothers	0.6%
Hustle Bike Labs	0.6%
Specialized	0.6%
Kona	0.5%
Tag Metals	0.5%
ANVL	0.5%
Sensus	0.5%
e*thirteen	0.4%
Da Bomb	0.3%
Reverse Components	0.3%
Sixpack	0.3%
Unite	0.3%
Wellgo	0.3%
45NRTH	0.2%
Cult	0.2%
Azonic	0.1%
Gussett	0.1%
Jet Black	0.1%
Odyssey	0.1%
Pro Taper	0.1%
Straitline	0.1%
VP Components	0.1%
Acros	0.1%
Animal	0.1%
Atomlab	0.1%
Dartmoor	0.1%
Dimention	0.1%
Funn	0.1%
Issi	0.1%
Primo	0.1%
Transition	0.1%
Truvativ	0.1%
White Industries	0.1%
Misc. / Fill-In	3.4%

SEAT:

Yes	27.1%
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IF "YES," WHAT BRAND:

Undecided	18.9%
Ergon	18.6%
WTB	11.1%
Specialized	7.2%
Chromag	6.8%
SQ Lab	4.5%
SDG	3.8%
F'iz:ik	3.4%
Fabric	3.0%
Deity	2.3%
Selle Italia	2.0%
Burgtec	1.8%
Bontrager	1.3%
DMR	1.1%
Title	1.1%

Brooks	0.9%
Nukeproof	0.9%
Bike Yoke	0.8%
Pro Components	0.8%
Selle SMP	0.8%
Race Face	0.8%
Spank	0.7%
Reverse Components	0.4%
Syncros	0.4%
Charge	0.4%
ANVL	0.3%
Giant	0.3%
Prologo	0.3%
Selle San Marco	0.3%
Selle Royal	0.3%
Yeti	0.3%
Gussett	0.2%
Sensus	0.2%
Terry	0.2%
Beast	0.1%
Funn	0.1%
Velo	0.1%
Animal	0.1%
Astute	0.1%
Atmosfair	0.1%
Azonic	0.1%
Black Market	0.1%
Eclat	0.1%
GT	0.1%
Joystick	0.1%
Ritchey	0.1%
Smanie	0.1%
Tag Metals	0.1%
Tioga	0.1%
Transition	0.1%
Tune	0.1%
Misc. / Fill-In	2.6%

DROPPER SEATPOST:

Yes	25.0%
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DROPPER SEATPOST:

OneUp Components	27.6%
Undecided	15.1%
PNW Components	11.6%
RockShox	10.4%
Fox	9.5%
BikeYoke	7.2%
Brand X	3.3%
crankbrothers	2.2%
KS Suspension	1.8%
TransX	1.5%
X-Fusion	1.1%
Bontrager	1.0%
e*thirteen	0.9%
Manitou	0.6%
Race Face	0.6%

Giant	0.5%
SDG	0.5%
Magura	0.5%
Vecnum	0.4%
9point8	0.3%
DVO	0.3%
Specialized	0.3%
Thomson	0.3%
Nukeproof	0.2%
DNM	0.1%
FSA	0.1%
FUNN	0.1%
Gravity Dropper	0.1%
Pro	0.1%
Yep Components	0.1%
Easton	0.1%
Tag Metals	0.1%
Misc. / Fill-In	1.5%

HELMET:

Yes	40.5%
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IF "YES," WHAT TYPE:

Open-face / half-shell	45.3%
Full face, trail/enduro	19.7%
Full face, DH	16.0%
3/4 shell	9.6%
Convertible (remove chin bar)	9.4%

IF "OPEN FACE," WHAT BRAND:

Undecided	26.1%
Troy Lee Designs	10.9%
Fox	10.4%
POC	9.3%
Giro	8.0%
Smith Optics	6.6%
Bell	5.1%
Specialized	3.6%
100%	2.6%
Lazer	2.3%
Leatt	2.2%
Bontrager	1.7%
iXS	0.9%
MET	0.9%
Kask	0.8%
Endura	0.7%
Oakley	0.7%
Abus	0.7%
Kali Protectives	0.6%
Scott	0.6%
6D	0.5%
O'Neal	0.5%
Sweet Protection	0.5%

TSG	0.5%
Alpinestars	0.4%
Bern	0.3%
SixSixOne	0.3%
Urge	0.3%
7iDP	0.2%
Bluegrass	0.2%
Cannondale	0.2%
Louis Garneau	0.2%
Pro-Tec	0.2%
Rudy Project	0.2%
Fly	0.1%
Giant	0.1%
Trek	0.1%
Uvex	0.1%
Misc. / Fill-In	1.1%

IF "FULL FACE TRAIL/ENDURO," WHAT BRAND:

Undecided	19.5%
Fox	18.2%
Troy Lee Designs	10.6%
POC	8.7%
Smith Optics	8.7%
iXS	6.3%
Leatt	5.2%
100%	5.0%
Bell	3.5%
7iDP	2.4%
Kali Protectives	2.2%
Specialized	1.5%
Giro	1.3%
O'Neal	1.1%
SixSixOne	1.1%
Fly	0.7%
Endura	0.4%
Sweet Protection	0.4%
6D	0.2%
Kabuto	0.2%
Lazer	0.2%
MET	0.2%
Scott	0.2%
Trek	0.2%
TSG	0.2%
Urge	0.2%
Misc. / Fill-In	1.5%

IF "FULL FACE DH," WHAT BRAND:

Troy Lee Designs	26.1%
Fox	19.3%
Undecided	14.8%
100%	11.9%

Leatt	6.9%
Bell	5.5%
POC	2.6%
Smith Optics	2.4%
7iDP	1.3%
Giro	1.3%
iXS	1.3%
O'Neal	1.1%
Specialized	0.8%
Bluegrass	0.5%
Kali Protectives	0.5%
6D	0.3%
Bontrager	0.3%
Cannondale	0.3%
Fly	0.3%
Lazer	0.3%
MET	0.3%
Orbea	0.3%
Scott	0.3%
TSG	0.3%
Misc. / Fill-In	1.3%

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

Undecided	28.6%
Bell	21.9%
Leatt	19.2%
Giro	8.0%
Fox	3.1%
MET	2.7%
Sweet Protection	2.7%
POC	2.2%
Smith Optics	1.3%
Troy Lee Designs	1.3%
Lazer	0.9%
SixSixOne	0.9%
Uvex	0.9%
6D	0.5%
7iDP	0.5%
Bern	0.5%
Bontrager	0.5%
Fly	0.5%
Kali Protectives	0.5%
O'Neal	0.5%
Pro-Tec	0.5%
Specialized	0.5%
Urge	0.5%
Misc. / Fill-In	1.7%

IF "3/4 SHELL," WHAT BRAND:

Undecided	24.1%
Fox	23.2%

POC	10.3%
Giro	8.9%
Troy Lee Designs	8.5%
Specialized	3.1%
Lazer	2.7%
100%	2.2%
Bell	2.2%
Kali Protectives	2.2%
Leatt	2.2%
Smith Optics	2.2%
7iDP	1.3%
Bluegrass	0.9%
Bontrager	0.9%
Fly	0.9%
Scott	0.9%
6D	0.5%
Kask	0.5%
MET	0.5%
SixSixOne	0.5%
TSG	0.5%
Misc. / Fill-In	0.9%

SHORTS:

Yes	38.8%
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IF "YES," WHAT BRAND:

Undecided	26.8%
Fox	14.2%
Troy Lee Designs	9.3%
Endura	4.5%
100%	3.3%
Leatt	2.7%
DHARCO	2.6%
Zoic	2.2%
Pearl Izumi	2.0%
Rapha	1.6%
POC	1.6%
7Mesh	1.4%
Specialized	1.2%
Dakine	1.1%
Patagonia	1.1%
Race Face	1.1%
Tasco	1.1%
Club Ride	0.9%
Fasthouse	0.8%
Kitsbow	0.8%
NF	0.7%
O'Neal	0.7%
Yeti	0.7%
Handup	0.7%
Abit	0.6%
ION	0.6%
Mons Royale	0.6%
Royal	0.6%
Assos	0.5%
Alpinestars	0.5%
Chromag	0.5%

Ground Effect	0.4%
iXS	0.4%
Louis Garneau	0.4%
Nukeproof	0.4%
Scott	0.4%
686 x Evil	0.4%
Loose Riders	0.4%
Sombrio	0.4%
Bontrager	0.3%
Giro	0.3%
Castelli	0.3%
Ketl	0.0%
Five Ten	0.2%
Maloja	0.2%
Narrona	0.2%
NZO	0.2%
Oakley	0.2%
Decathlon	0.0%
Sweet Protection	0.0%
Dainese	0.2%
Rocday	0.2%
Shredly	0.2%
Fly	0.1%
SixSixOne	0.1%
Vaude	0.1%
Aero Tech Designs	0.1%
Cannondale	0.1%
Gore	0.1%
Madison	0.1%
Mavic	0.1%
PNW Components	0.1%
Trees	0.1%
Misc. / Fill-In	6.4%

PANTS:

Yes	44.8%
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IF "YES," WHAT BRAND:

Undecided	24.3%
Fox	15.5%
Troy Lee Designs	8.7%
100%	4.8%
DHARCO	4.4%
Endura	4.1%
Leatt	3.9%
Specialized	3.2%
NF	3.0%
Rapha	2.6%
Yeti	1.2%
Fasthouse	1.1%
Pearl Izumi	1.1%
POC	1.0%
Royal	1.0%
O'Neal	0.9%
Race Face	0.9%
Mons Royale	0.7%
Nukeproof	0.7%

Chromag.....	0.6%
Club Ride.....	0.6%
ION.....	0.6%
Patagonia.....	0.6%
Tasco.....	0.6%
7Mesh.....	0.6%
Cannondale.....	0.5%
Dakine.....	0.5%
Five Ten.....	0.5%
Scott.....	0.5%
Zoic.....	0.5%
Fly.....	0.4%
Giro.....	0.4%
Ground Effect.....	0.4%
Alpinestars.....	0.4%
Handup.....	0.3%
Kitsbow.....	0.3%
Loose Riders.....	0.3%
Narrona.....	0.3%
Callus.....	0.3%
Frankd.....	0.3%
Pit Viper.....	0.3%
686 x Evil.....	0.2%
Aero Tech Designs.....	0.2%
Bontrager.....	0.2%
Castelli.....	0.2%
Gore.....	0.2%
ilabb.....	0.2%
NZO.....	0.2%
Shredly.....	0.2%
Vaude.....	0.2%
Chrome.....	0.1%
Dainese.....	0.1%
iXS.....	0.1%
Maloja.....	0.1%
Oakley.....	0.1%
Platzangst.....	0.1%
Rocday.....	0.1%
SixSixOne.....	0.1%
Sombrio.....	0.1%
Thor.....	0.1%
Trees.....	0.1%
Misc. / Fill-In.....	4.7%

JERSEY:

Yes 33.7%

IF “YES,” WHAT BRAND:

Undecided.....	27.9%
Fox.....	11.9%
Troy Lee Designs.....	9.7%
DHaRCO.....	4.5%
100%.....	3.6%
Leatt.....	3.4%
Fasthouse.....	2.1%
Mons Royale.....	2.0%
Loose Riders.....	1.7%

Endura.....	1.5%
7Mesh.....	1.3%
O'Neal.....	1.3%
Rapha.....	1.1%
POC.....	1.0%
Yeti.....	1.0%
NF.....	1.0%
Specialized.....	0.9%
Royal.....	0.8%
Commencal.....	0.8%
50to01.....	0.7%
Helfare.....	0.7%
Kitsbow.....	0.7%
Patagonia.....	0.7%
Club Ride.....	0.7%
Cognitive.....	0.6%
Cromag.....	0.6%
Santa Cruz.....	0.6%
Dakine.....	0.5%
Handup.....	0.5%
Pearl Izumi.....	0.5%
ION.....	0.5%
Nukeproof.....	0.5%
Race Face.....	0.5%
Alpinestars.....	0.4%
Primal Wear.....	0.4%
Scott.....	0.4%
Adidas.....	0.4%
Assos.....	0.4%
iXS.....	0.4%
Thor.....	0.4%
YT Industries.....	0.4%
Dainese.....	0.3%
Fly.....	0.3%
Giro.....	0.3%
Oakley.....	0.3%
Sombrio.....	0.3%
Frankd.....	0.3%
Ground Effect.....	0.2%
ilabb.....	0.2%
Voler.....	0.2%
Zoic.....	0.2%
Ketl.....	0.2%
Velocio.....	0.2%
686 x Evil.....	0.2%
Answer.....	0.2%
Bontrager.....	0.2%
Five Ten.....	0.2%
Gore.....	0.2%
Norrone.....	0.2%
Callus.....	0.2%
Cannondale.....	0.1%
Castelli.....	0.1%
EVOC.....	0.1%
Maloja.....	0.1%
PNW Components.....	0.1%
Rocday.....	0.1%
Tasco.....	0.1%
Trees.....	0.1%
Twin Six.....	0.1%

Wolf Tooth.....	0.1%
Broken Riders.....	0.1%
Loose Riders.....	0.1%
Misc. / Fill-In.....	5.8%

GLOVES:

Yes 42.7%

IF “YES,” WHAT BRAND:

Undecided.....	24.0%
Fox.....	15.7%
Troy Lee Designs.....	9.7%
100%.....	7.7%
Handup.....	5.9%
Giro.....	3.3%
Dakine.....	3.0%
Leatt.....	2.7%
Endura.....	2.1%
POC.....	1.9%
Tasco.....	1.9%
Fist.....	1.5%
Specialized.....	1.5%
Fasthouse.....	1.3%
Dharco.....	1.1%
Alpinestars.....	1.0%
O'Neal.....	1.0%
Fly.....	0.9%
Pearl Izumi.....	0.9%
7iDP.....	0.8%
Chromag.....	0.7%
Mechanix.....	0.7%
Race Face.....	0.6%
Yeti.....	0.5%
Cognitive.....	0.5%
SixSixOne.....	0.5%
G-Form.....	0.5%
Hestra.....	0.5%
Royal.....	0.5%
Bontrager.....	0.4%
Sweet Protection.....	0.4%
Lizard Skins.....	0.3%
Decathlon.....	0.3%
Scott.....	0.3%
Bluegrass.....	0.2%
Answer.....	0.2%
Castelli.....	0.2%
Dainese.....	0.2%
ION.....	0.2%
Oakley.....	0.2%
45NRTH.....	0.2%
iXS.....	0.2%
Cannondale.....	0.1%
EVOC.....	0.1%
Grip Grab.....	0.1%
Thor.....	0.1%
Zoic.....	0.1%
Azonic.....	0.1%

Callis Moto.....	0.1%
Ergon.....	0.1%
Kali Protectives.....	0.1%
Loose Riders.....	0.1%
Misc. / Fill-In.....	3.2%

GOGGLES:

Yes.....	17.4%
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IF “YES,” WHAT BRAND:

100%.....	28.3%
Undecided.....	17.3%
Oakley.....	13.1%
Smith Optics.....	12.6%
Fox.....	5.4%
Leatt.....	4.8%
Melon Optics.....	2.6%
Scott.....	2.4%
POC.....	2.2%
Troy Lee Designs.....	1.2%
Spy.....	1.1%
Giro.....	0.7%
iXS.....	0.7%
Dragon.....	0.6%
Fly.....	0.6%
Julbo.....	0.6%
Pit Viper.....	0.6%
O’Neal.....	0.5%
Ryders Eyewear.....	0.4%
Adidas.....	0.3%
Bell.....	0.2%
SixSixOne.....	0.2%
Blur.....	0.1%
Endura.....	0.1%
EKS Brand.....	0.1%
Flow Vision.....	0.1%
Loose Riders.....	0.1%
Rudy Project.....	0.1%
Shred.....	0.1%
Uvex.....	0.1%
Misc. / Fill-In.....	3.0%

RIDING SHOES:

Yes.....	38.0%
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IF “YES,” WHAT TYPE OF RIDING SHOES:

Flat.....	60.8%
Clipless.....	39.2%

IF “FLAT,” WHAT BRAND:

Adidas / Five Ten.....	42.4%
Ride Concepts.....	16.1%
Undecided.....	15.1%
Vans.....	4.8%
Etnies.....	4.0%
Crank Brothers.....	3.4%
Specialized.....	3.3%
Leatt.....	2.4%
Shimano.....	1.8%
Giro.....	0.8%
Unparallel.....	0.7%
ION.....	0.6%
Northwave.....	0.5%
Endura.....	0.5%
Bontrager.....	0.5%
Fox.....	0.4%
Afton.....	0.3%
Nike.....	0.3%
DC.....	0.2%
Pearl Izumi.....	0.2%
Oakley.....	0.2%
Converse.....	0.1%
New Balance.....	0.1%
Vaude.....	0.1%
Misc. / Fill-In.....	1.4%

IF “CLIPLESS”, WHAT BRAND:

Undecided.....	16.3%
Shimano.....	15.6%
Five Ten.....	13.5%
Crank Brothers.....	10.6%
Specialized.....	9.5%
Ride Concepts.....	7.9%
Giro.....	4.2%
Sidi.....	3.7%
Fizik.....	2.9%
Leatt.....	2.4%
Northwave.....	2.4%
Bontrager.....	1.3%
Pearl Izumi.....	1.3%
ION.....	0.7%
Lake.....	0.7%
Mavic.....	0.6%
Scott.....	0.6%
O’Neal.....	0.3%
Vans.....	0.3%
Afton.....	0.2%
Cube.....	0.2%
Louis Garneau.....	0.2%
Unparallel.....	0.2%
Cannondale.....	0.1%
Diadora.....	0.1%
Gaerne.....	0.1%
Giant.....	0.1%
SixSixOne.....	0.1%
Misc. / Fill-In.....	3.8%

KNEE PROTECTION:

Yes.....	24.8%
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IF “YES,” WHAT BRAND:

Undecided.....	24.9%
Fox.....	13.9%
Leatt.....	7.5%
7 iDP.....	7.2%
POC.....	5.6%
G-Form.....	5.5%
Troy Lee Designs.....	5.1%
iXS.....	4.6%
ION.....	3.5%
100%.....	2.7%
Race Face.....	2.6%
Chromag.....	2.1%
Dainese.....	1.6%
Rapha.....	1.6%
Alpinestars.....	1.5%
Dakine.....	1.5%
Endura.....	1.3%
SixSixOne.....	1.3%
Sweet Protection.....	0.9%
Nukeproof.....	0.5%
O’Neal.....	0.5%
Bluegrass.....	0.4%
Pearl Izumi.....	0.4%
Bliss Protection.....	0.4%
Scott.....	0.4%
Kali Protectives.....	0.2%
Pro-Tec.....	0.2%
Azonic.....	0.1%
Asterisk.....	0.1%
Demon Dirt.....	0.1%
RockGardn.....	0.1%
TSG.....	0.1%
Misc. / Fill-In.....	2.0%

HYDRATION PACK:

Yes.....	10.8%
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IF “YES,” WHAT BRAND:

Camelbak.....	23.2%
Undecided.....	20.2%
USWE.....	13.5%
Osprey.....	11.2%
EVOC.....	10.9%
Dakine.....	4.3%
Leatt.....	2.7%
Fox.....	1.8%
POC.....	1.6%
Deuter.....	1.1%
Decathlon.....	1.0%
Hydrapak.....	0.6%

Source Outdoor	0.6%
Thule	0.6%
B'twin	0.5%
Race Face	0.5%
Arteryx	0.3%
Bell	0.3%
Coleman	0.3%
Dainese	0.3%
Ergon	0.3%
Scott	0.3%
Wingnut.....	0.3%
Patagonia	0.2%
Shimano	0.2%
Misc. / Fill-In	3.0%

Dang	0.1%
Knockaround.....	0.1%
Louis Garneau	0.1%
Optic Nerve	0.1%
Von Zipper	0.1%
Misc. / Fill-In	5.5%

SUNGLASSES (RIDING OR CASUAL):

Yes 25.9%

IF "YES," WHAT BRAND:

Undecided	23.9%
Oakley	23.5%
Smith Optics.....	10.5%
100%	8.1%
Pit Viper	5.3%
Tifosi	3.6%
POC	2.4%
Ray-Ban	2.2%
Melon	1.9%
Julbo	1.7%
Maui Jim	1.3%
Spy	1.3%
Goodr	1.0%
Ryders Eyewear	0.9%
Roka	0.8%
Rudy Project.....	0.8%
Bolle.....	0.5%
Uvex	0.5%
Endura	0.4%
Costa Del Mar	0.3%
Electric	0.3%
Vans	0.3%
Adidas	0.3%
Bliz	0.3%
Giro	0.3%
Shimano	0.3%
Zeal Optics	0.3%
Arnette.....	0.2%
Quiksilver.....	0.2%
Scott	0.2%
Vuarnet.....	0.2%
Alpina.....	0.1%
Carrera.....	0.1%
Dragon.....	0.1%
Native Eyewear	0.1%
BBB.....	0.1%