

Helmet Hair Magazine.com Reader Survey Results 2005*

Reader Average Age:

41 - 50	36.6%
35 - 40	22.6%
51 - 60	18.3%
25 - 34	17.2%
61 - 70	3.2%
71 - 80	2.2%

Marital Status:

Single	46.2%
Married	53.8%

Education:

College Degree	34.4%
Graduate Degree	19.4%

Household Income:

25,000 - 74,999	49.5%
75,000 - 99,999	18.7%
100,000 - 124,999	16.5%

Licensed to Ride a Motorcycle: 92.4%

Years of Riding Experience:

20+	27.3%
2 - 4	25%
Up to 1	22.7%
5 - 10	14.8%
11 - 20	10.2%

Reason You Ride: Recreation/Enjoyment 90.1%

Current Motorcycle:

Make		Most popular model owned

Harley Davidson	31%	Sportster & Heritage
Honda	21%	CBR's
Suzuki	13%	Intruder
Yamaha	12%	V-Star
BMW	9%	F650ST
Kawasaki	9%	Ninja
Ducati	6%	Monster
Triumph	4%	Daytona
Big Dog	1%	Mastiff

Years owned:

2000-2005 models 60%
1990's models 29%
1980's models 6%
1970's models 3%
1960's models 0%
1950's models 1%

If you are considering a new motorcycle, which one?

Make		Most popular model wanted

Harley Davidson	35%	Heritage
Honda	22%	Shadow
BMW	9%	R1200GS
Buell	9%	Ulysses
Ducati	9%	Monster
Kawasaki	6%	Ninja
Aprilia	3%	RS series
BSA	3%	A10
Suzuki	3%	Intruder
Victory	3%	Vegas

Years interested in:

2000-2006 models wanted 96%
1990's models wanted 2%
1950's, 60's, 70's, 80's models wanted 2%

Riding Styles:

Touring Street	85.7%
X-Country	7.7%
Road Racing	6.6%

What are your concerns when choosing a motorcycle:

Seat height	34%
Girth	30%
Price	26%
Rep for reliability	25%

Female riders are most satisfied with The Industry in these categories:

Helmets	37%
Gloves	35%
Rider training	25%
Boots	24%
Jackets	24%

Female riders are most dissatisfied with The Industry in these categories:

Race gear	44%
Technical service	27%

** 53% of Helmet Hair readers responded to survey*

Disclaimer: 1% to 2% margin for error