



INDUSTRY BACKGROUND

- ▶ There are more than 11 million ATVs in the US
- ▶ More than 35 million Americans ride all-terrain vehicles
- ▶ 78% of riding is recreational, 22% of riding is for work or doing chores
- ▶ Median rider age is 32 years
- ▶ 18% of riders are students
- ▶ 55% of riders are married
- ▶ 36% of riders work in business, finance or in the information industry
- ▶ 82% of riders are male
- ▶ Average miles ridden is up 48% over the last 5 years
- ▶ Median household income is \$49,600
- ▶ 25% of riders are college graduates, post grads or have graduate degrees
- ▶ Female ridership among all riders is up. From 13% in 2003 to 18% in 2009