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