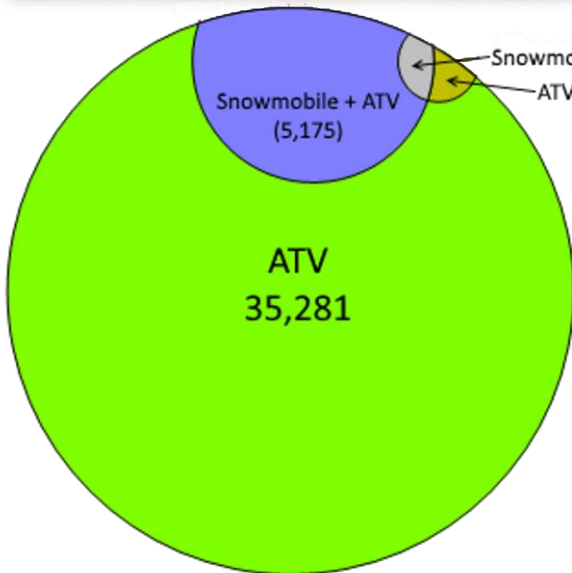


ATV Riders



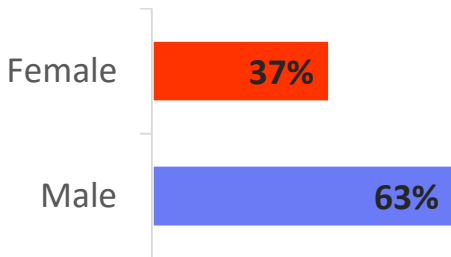
Population of Riders **N=40,997**

12-Month Spending



Median Household Income: **\$83,000**

Median Age: **50**



Outings
\$42.1 m

Equipment
\$104.6 m

Accessories **\$4.9 m**

Admin
\$8.5 m

millions

Fuel	\$11.1
Food and beverage	\$10.6
Entertainment	\$1.7
Lodging	\$5.5
Outing fees	\$13.2
Equipment	\$74.3
Equipment accessories	\$7.5
Repairs	\$9.4
Trailers	\$13.4
Wearable accessories	\$4.9
Permits	\$1.2
Insurance	\$5.3
Plates	\$1.2
OHV fund	\$0.8

Total Spending \$160.0 million

Components may not add to total due to rounding

A sample of 844 households were interviewed online between June 17 and August 14, 2015. These respondents reported on 2,534 riders within their households. The median length of interview was 15-minutes, covering demographics, riding habits, spending by category on regular outings, spending by category on special outings, and expenses not directly related to specific outings.

All Terrain Vehicle Riders

Primary location for riding
Ride at all

