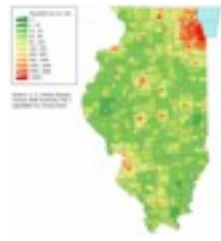




# THE MIDWEST'S PREMIER MOTORCYCLE FESTIVAL

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Population Density In Area Around Multi-Lakes





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Michigan Bike Owners **308,417**

## Multi-Lakes Surrounding Counties Population

County	Population	Bike Owners
Oakland	1,202,174	28,164
Macomb	831,427	23,330
Wayne	1,925,848	35,437
Lapeer	90,875	5,338
Genesee	428,790	13,427
Livingston	182,575	7,730
Wastenaw	347,376	6,908
<b>TOTAL</b>	<b>5,009,065</b>	<b>120,334</b>

## Surrounding States and Canadian Bike Owners

State	Bike Owners
Ohio	386,497
Wisconsin	195,912
Illinois	208,645
Indiana	105,834
Ontario, Canada	181,197
<b>Total</b>	<b>1,078,085</b>



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### Additional Demographics

The number of households in America that own a motorcycle increased by 26% while the total number of households only increased 5%.

The total population increased by only 5% while motorcycle ownership increase 19% to 10.4 million motorcycles. An estimated 25 million people rode motorcycles last year.

Women ownership of motorcycles increased to 12.3%. 15% of women riders belonged to Generation X and 14% were Generation Y. There are an estimated 5.7 million women riding which is 23% of total riders.

Motorcycle households have more money than regular households. The average income for motorcycle households was \$59,290 compared to \$50,233.

We're buying more new bikes. 46% of the bikes bought in 2008 were brand new which is up 7%.

Generation X and Y prefer Sport Bikes while Baby Boomers prefer the more traditional looking Touring and Cruising Bike.

Most people say that they are using their bikes for basic transportation instead of just recreation.

Results show that Test Rides are now a more important factor than advertising when buying a bike.

Touring Riders spent more money on parts and maintenance on their bikes. Sport Bike Riders spent more on apparel.

25% of non motorcycle owners have a positive outlook towards motorcycles while 33% are neutral. 42% have a negative attitude towards motorcycles.