

## Survey: Riders Plan to Increase Seat Time in 2006

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A survey recently conducted by Brandware of 2,544 motorcycle, power boat, bass boat and ATV owners, shows that both male and female motorcyclists expect to ride their bikes for approximately 22 more hours than they did in the past year. Male motorcyclists expect to ride 172 hours over the next year, while female riders expect to ride 146 hours.

According to the survey - requested by Nationwide Insurance, in conjunction with the American Motorcyclist Association (AMA) - both male and female motorcyclists committed over half of their total money spent on leisure activities to accessories and improvements to their motorcycle over the past five years. Male riders invested more than \$7,000 on their bikes over this time period, more than any other group of powersports enthusiast.