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EXECUTIVE SUMMARY

Foremost Insurance is pleased to present the 2015 Motorcycle Market Facts Study. The primary focus of our research is to better understand the characteristics, attitudes and motivations of the motorcycle owner population. This knowledge is used to help design and implement motorcycle insurance solutions to meet the complex needs of motorcycle owners.

The group of motorcyclists completing our survey were 56% male, with more than half in the 25-49 age category. Forty-four percent have a four year or advanced degree and the average annual household income of our respondents was just under $69k.

Harley Davidson was far and away the most popular make among our group of motorcyclists (40%). Sport and Cruisers accounted for 65% of the bikes in the survey. The average model year was 2003 with a purchase price of $8,572. Nearly three-quarters (72%) own just a single bike with almost half (46%) expecting to purchase their next motorcycle within the next two years.

Seventy-eight percent of motorcyclists in this survey were fully insured, with an annual policy the coverage term of choice. A little over half of our respondents don’t ride their bike for a portion of the year, with 42% of owners dropping or altering coverage during the off-season. Seventy-nine percent insure multiple items with their motorcycle carrier. Sixty-three percent of our motorcyclists owned one or more additional recreational product.

Foremost® knows motorcycle insurance and tailors coverage with motorcycle enthusiasts in mind. Let your local Foremost agent help you choose the right policy for your motorcycle, so you can go out and enjoy the ride while someone else takes care of the paperwork!
METHODOLOGY

Collected 8,811 completed surveys

Method

- Fielded June 4 - June 12, 2015
- Email invitations were sent out to members of SSI online survey panel
- SSI provided pre-targeted panelists from their online consumer panel

Sample

- Must own or be the primary rider of a motorcycle or motor scooter/moped
- Must be 18 years of age or older
RESPONDENT PROFILE

Median household income was just under $69k annually and rec-product ownership was 2.9 per household.

92% use at least one form of social media, and 81% are considered heavy social media users.

63% of respondents own more than one recreational product.

44% had a four year or advanced degree.

Age skewed toward younger demographic. 41% of respondents were 18-34 years old.

56% MALE

44% FEMALE
33% of motorcyclists had $100 or more in customization into their primary bike ($3,047 average).

Just over half of the respondents ride their bike on a seasonal basis. 42% alter insurance coverage in some way during the off-season.

79% insure multiple products with their motorcycle insurer.

Sport (35%) and Cruiser (29%) bikes made up the majority of responses.

72% own a single motorcycle.
RESPONDENTS BY STATE
**Gender**

- Male: 44%
- Female: 56%

**Ethnicity**

- White: 75%
- Hispanic: 11%
- African American: 9%
- Asian: 5%
- American Indian/Alaska Native: 2%
- Other: 2%

**Age**

- 18-24: 14%
- 25-34: 27%
- 35-49: 28%
- 50-64: 23%
- 64-74: 6%
- 75 & older: 2%

Base: Total Sample 8,811
**RESPONDENT DEMOGRAPHICS**

**EDUCATION**

- Less than High School: 1%
- High School/GED: 17%
- Some College: 25%
- Two-Year College Degree: 13%
- Four-Year College Degree: 29%
- Advanced Degree: 15%

**EMPLOYMENT**

- Employed Full-Time: 58%
- Employed Part-Time: 10%
- Retired: 7%
- Self-Employed: 7%
- Homemaker: 6%
- Full-Time Student: 5%
- Out-of-Work Looking: 4%
- Unable to Work/Disabled: 3%
- Out of Work Not Looking: 1%

Base: Total Sample 8,811
61% of respondents have an internet-enabled mobile phone used to access apps.

81% of users visit social media sites at least once per day.

Base: Total Sample 8,811
Median household income for our respondents was $68,769.

Base: Sample Size 8,811
RECREATIONAL PRODUCT OWNERSHIP

- ATV: 28%
- Classic Automobile or Truck: 20%
- Motorized Powerboat: 19%
- Motor Scooter/Moped: 19%
- Antique Automobile or Truck: 15%
- Golf Cart: 14%
- Personal Watercraft/Jet Ski®: 13%
- Snowmobile: 12%
- RV Motor Home: 10%
- RV Travel Trailer: 10%
- Mobile Home/Manufactured Home: 10%
- Non-Motorized Boat: 10%
- Sailboat: 8%
- Dune Buggy: 6%
- Modified Street Rod: 5%
- Modular Home: 5%
- Horse Trailer with Living Quarters: 5%

- Own more than one recreational product: 63%
- Average specialty items owned: 2.90
- Motorcycles per household: 1.38
Sport (35%) and Cruiser (29%) made up the majority of responses.
**MOTORCYCLE MARKET SCORECARD**

### Purchase Price
- $9,238

### Average Model Year
- 2003

### Year Purchased
- 2008

### Average Customization
- $3,047

#### MAKE

- **Harley Davidson**: 33%
- **Honda**: 21%
- **Kawasaki**: 11%
- **Yamaha**: 11%
- **Suzuki**: 7%
- **BMW**: 6%
- **Ducati**: 3%
- **CanAm**: 1%
- **Triumph**: 1%
- **Buell**: 1%
- **Victory/Indian/Polaris**: 1%
- **KTM**: 1%
- **Aprilla**: 1%
- **Other**: 2%
MOTOR SCOOTER/MOPED SCORECARD

MAKE

Honda 40%
Yamaha 17%
Suzuki 12%
Vespa 6%
Piaggio 4%
Aprilla 2%
Other 16%
**MOTORCYCLE PURCHASE DETAIL**

Where did you purchase this motorcycle?

- Dealership: 64%
- Private Party: 35%

When do you plan to purchase your next motorcycle?

- Within the next two years: 46%
- Three to five years: 25%
- No purchase plans: 29%

How many motorcycles do you own?

- One: 72%
- Two: 20%
- Three: 4%
- Four: 2%
- Five or more: 1%

Purchase Type

- New: 54%
- Used: 46%
Do you own a trailer used to tow your motorcycle?

- Yes: 35%
- No: 53%
- It's never towed: 12%

Our respondents rode their motorcycle an average of twelve times per month.

### Days Ridden Per Month

<table>
<thead>
<tr>
<th>Days</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0</td>
<td>1%</td>
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<td>1-5</td>
<td>26%</td>
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<tr>
<td>6-10</td>
<td>24%</td>
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<tr>
<td>11-15</td>
<td>19%</td>
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<td>16-20</td>
<td>15%</td>
</tr>
<tr>
<td>21+</td>
<td>15%</td>
</tr>
</tbody>
</table>
MOTORCYCLE RIDING HABITS

Year-Round: 49%
Seasonal: 51%

51% of respondents ride their motorcycle seasonally.

Miles Ridden in Past 12 Months:

- 100 miles or less: 11%
- 101-500 miles: 17%
- 501-1,000 miles: 23%
- 1,001-5,000 miles: 33%
- 5,001-10,000 miles: 13%
- More than 10,000 miles: 4%
- Average Miles Ridden: 2,906

Off-Season Insurance Coverage:

- No Change in Coverage: 58%
- Altered/Reduced Coverage: 25%
- Not Insured: 17%
MOTORCYCLE ASSOCIATIONS

Base: Total Sample 8,811

- American Motorcyclist Association (AMA) 13%
- HOG (Harley Owners Group) 10%
- BMW Motorcycle Owners of America 6%
- A Brotherhood Aiming Towards Education (ABATE) 6%
- Christian Motorcyclists Association 4%
- Riders of Kawasaki 4%
- Woman on Wheels (WOW) 3%
- HRA (Honda Riders Association) 3%
- Riders Association of Triumph 3%
- Ducati Desmo Owners Club 2%
- Buell Riders Adventure Group 2%
- Goldwing Road Riders Association 2%
- Star Touring and Riding Association 2%
- Moto Guzzi National Owners Club 2%
- Royal Star Touring and Riding Association 2%
- United Sidecar Association 2%
- Goldwing Touring Association 2%
- Venture Touring Society 1%
- Indian Riders Group 1%
- Another motorcycle association / organization 2%
- No one in my household belongs to any of these 52%