



2011 Sturgis Motorcycle Rally Survey Results

Registrations and Survey Responses were gathered from US and Canadian citizens on-line at www.sturgismotorcyclerrally.com and www.blackhillsvacations.com between August 4th and August 13th 2011; and at the Sturgis Motorcycle Rally via seven (7) computer kiosk locations at the Sturgis Community Center Motorcycle Expo, located at 1401 Lazelle Street, and the Sturgis Armory Rally Headquarters, located at 1019 Main St, between August 4th and August 13, 2011.

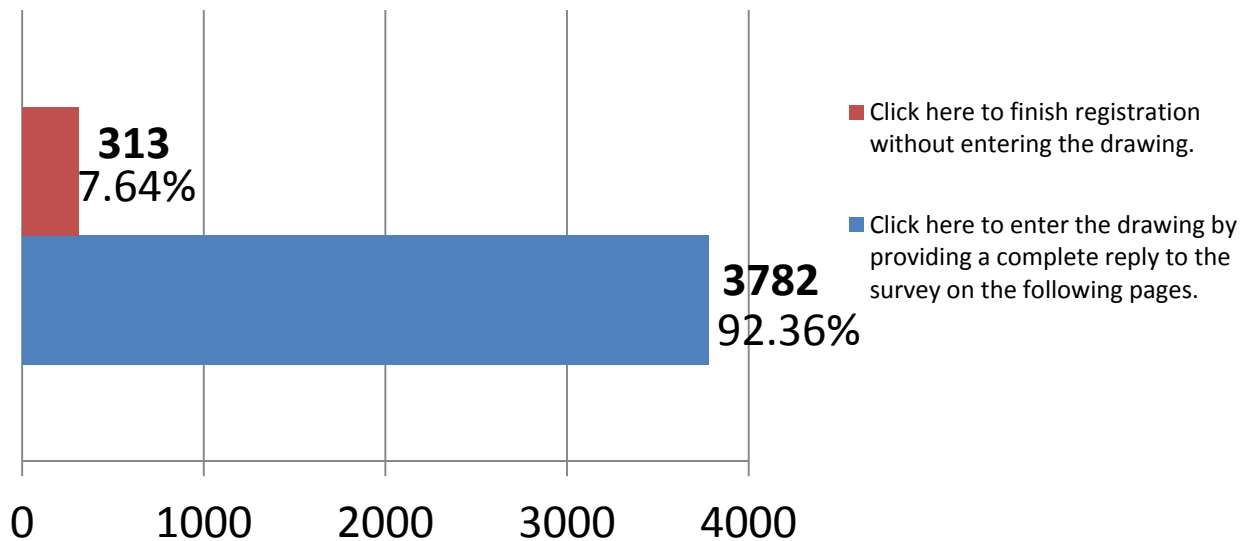
4341 Users Registered (- 30.39% from 2010)

4095 Users Responded to the Survey (93.99%

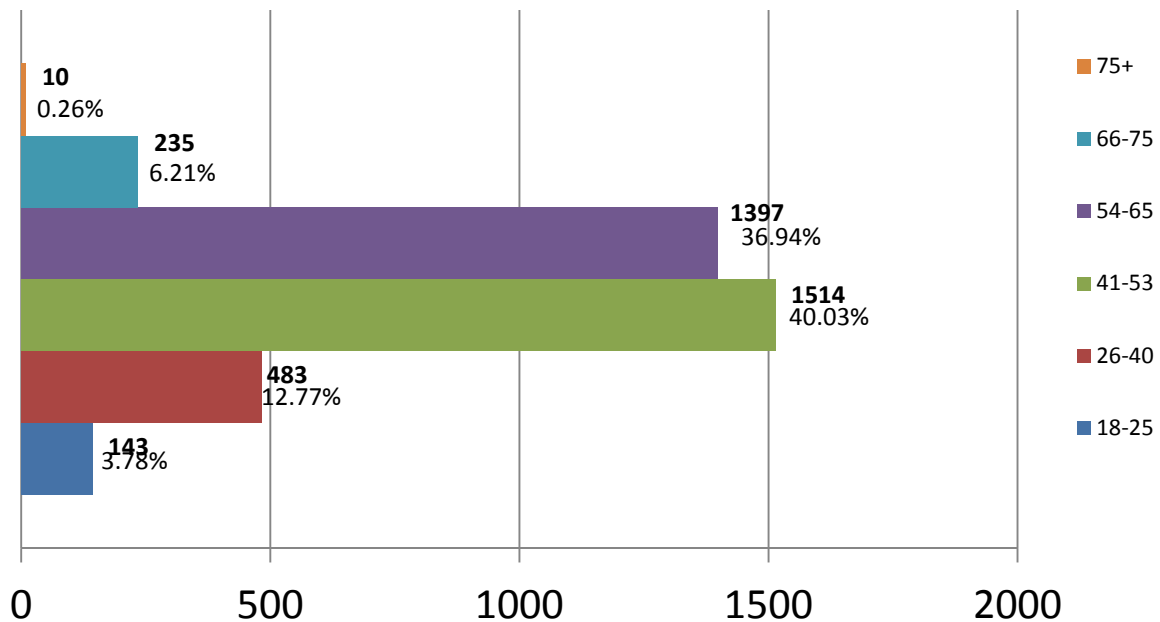
Responded, 2010 Response was 84.39%, UP 11.38%)

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Do you want to enter the drawing?



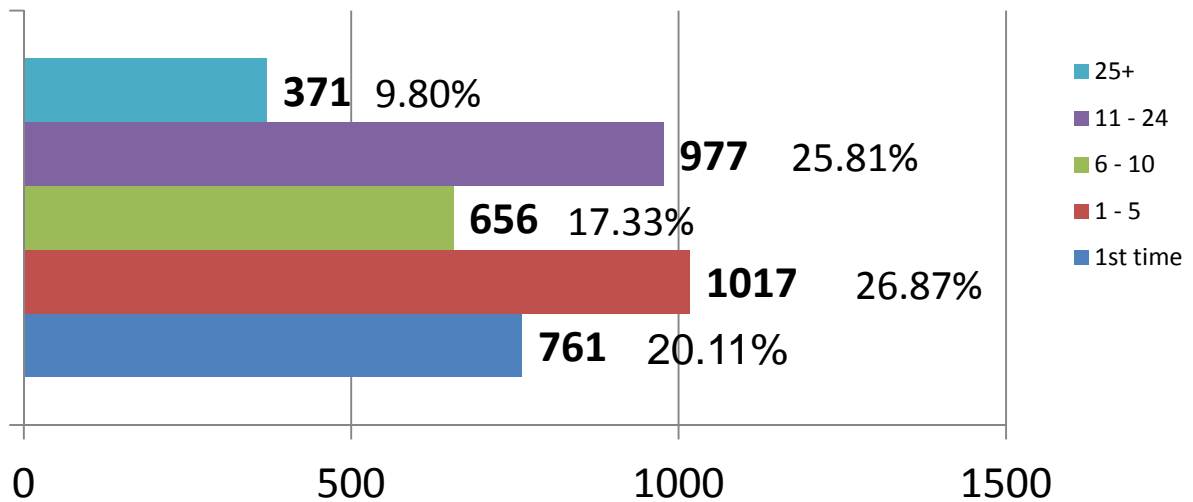
What is your Age?



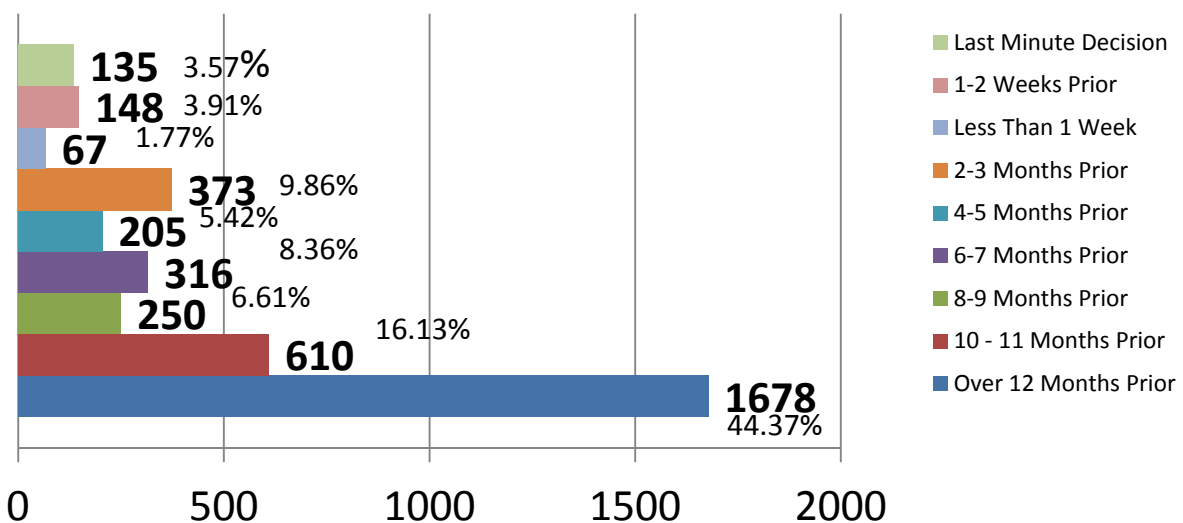


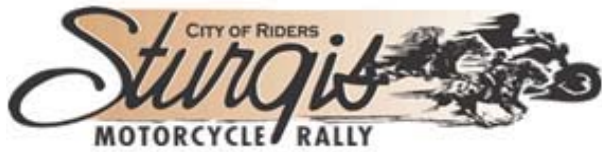
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How many Sturgis Motorcycle Rally's have you previously attended?



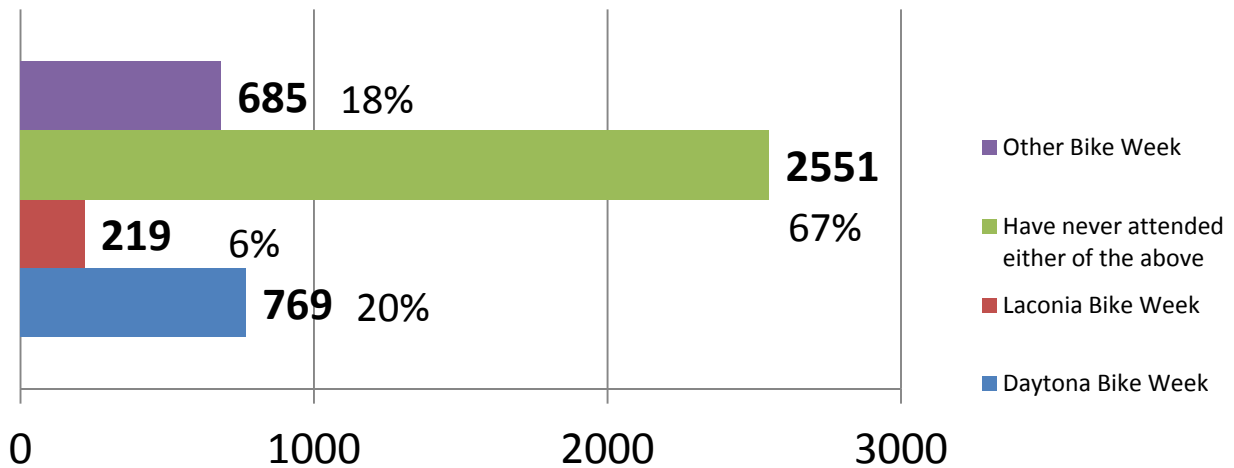
How many months prior to the Sturgis Motorcycle Rally do you make your decision to attend?



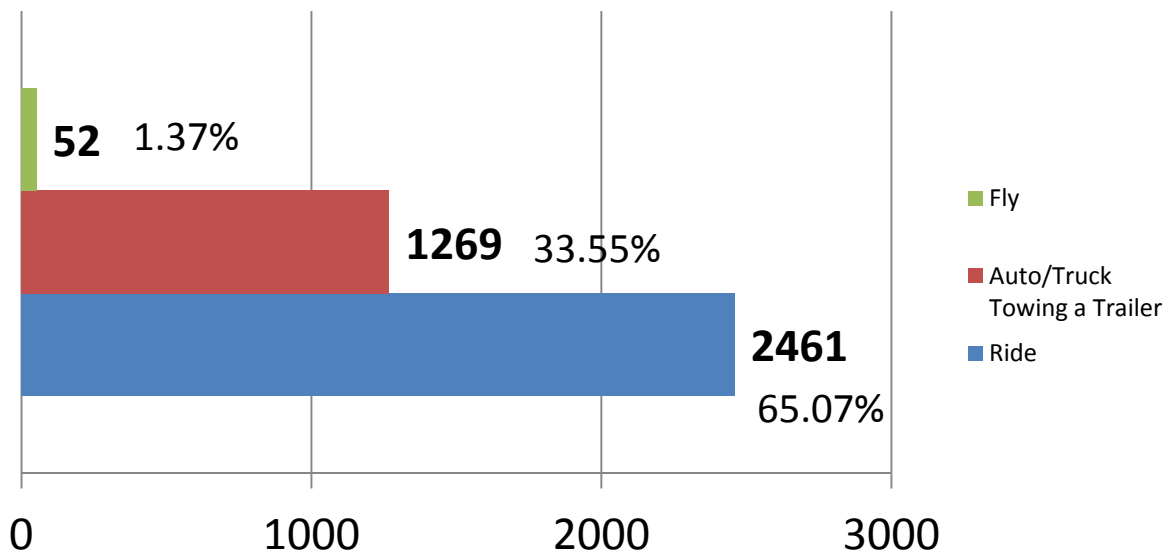


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Do you regularly attend?



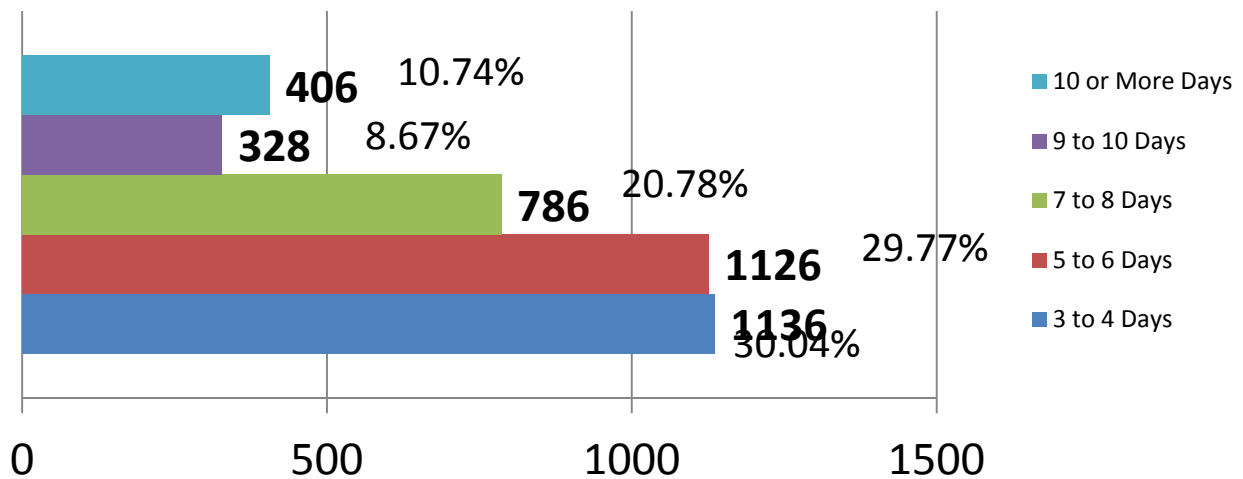
How do you travel to the Sturgis Motorcycle Rally?



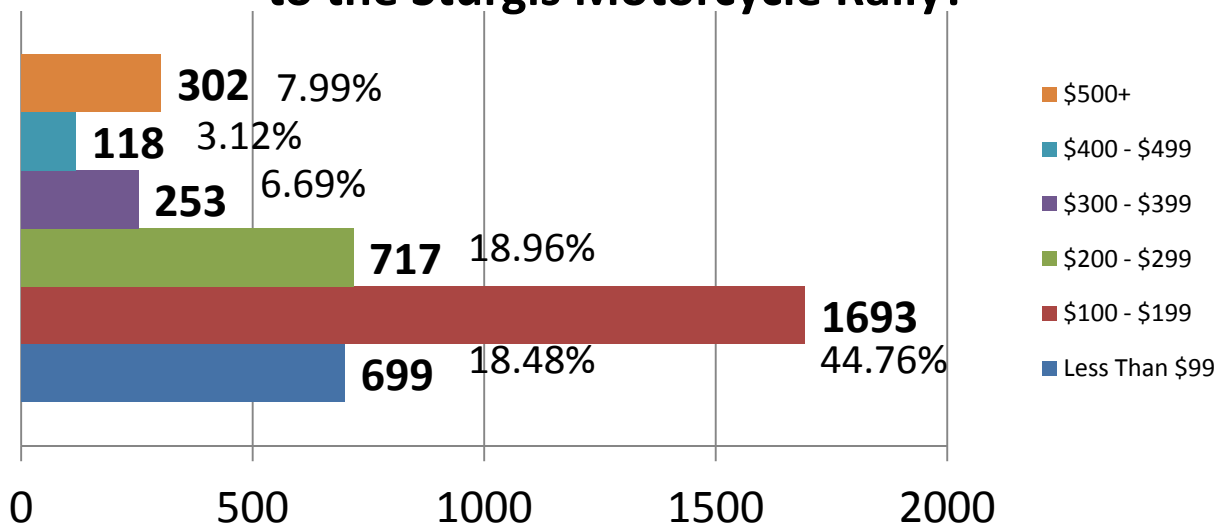


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When you attend the Sturgis Motorcycle Rally, what is your average length of stay in the Black Hills area?

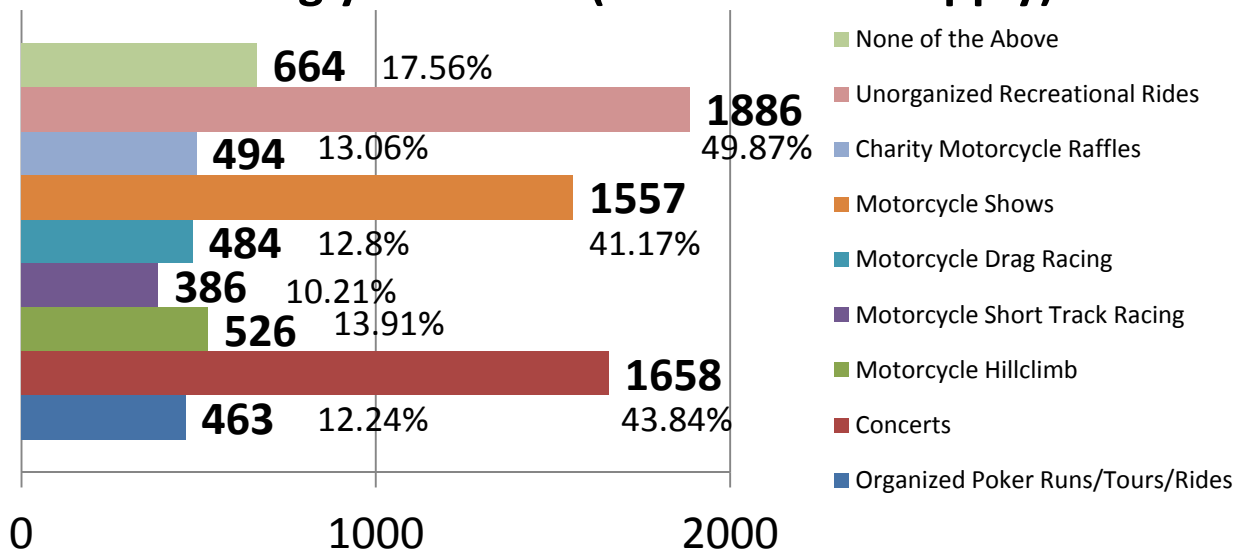


As an individual, how much do you spend per day – inclusive of fuel, accommodations, meals, attractions, retail/merchandise purchases, extras – during your visit to the Sturgis Motorcycle Rally?

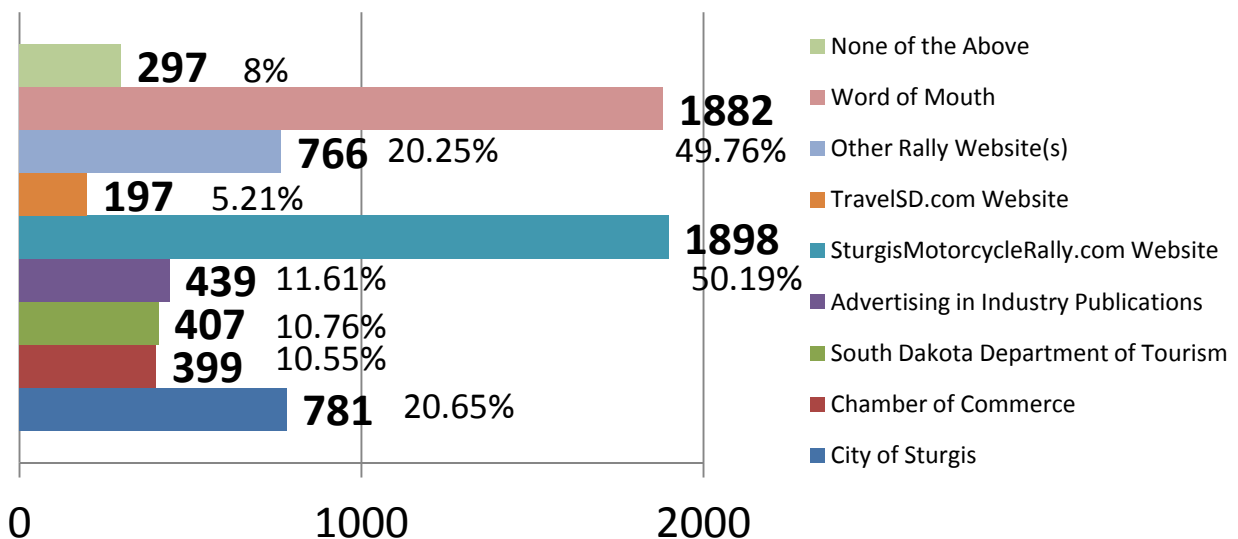


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In what events/activities do you plan to participate during your visit? (Check all that apply)

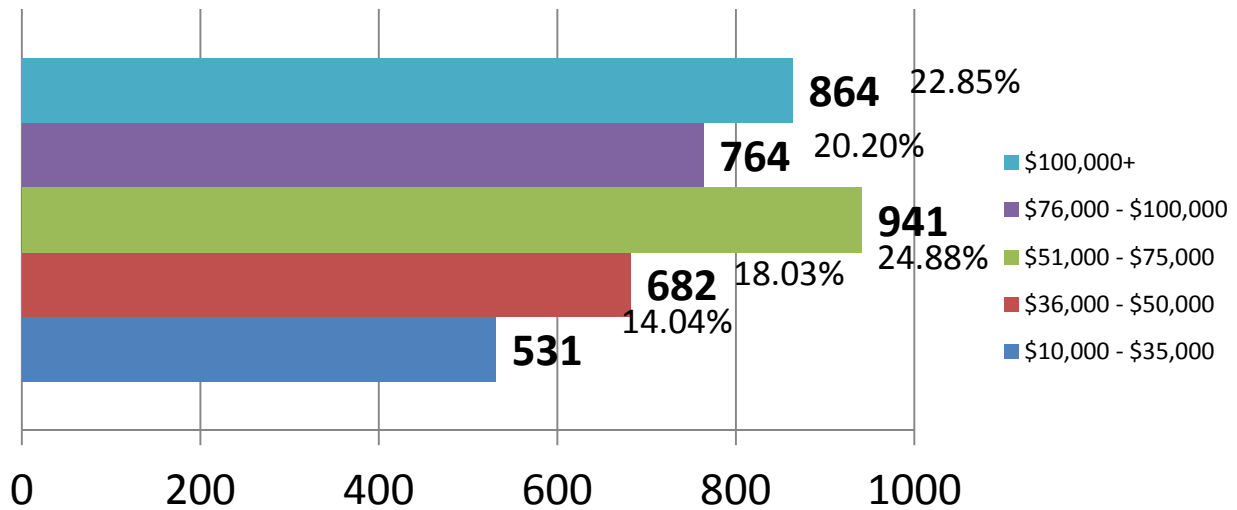


How do you get information regarding the Sturgis Motorcycle Rally? (Check all that apply)

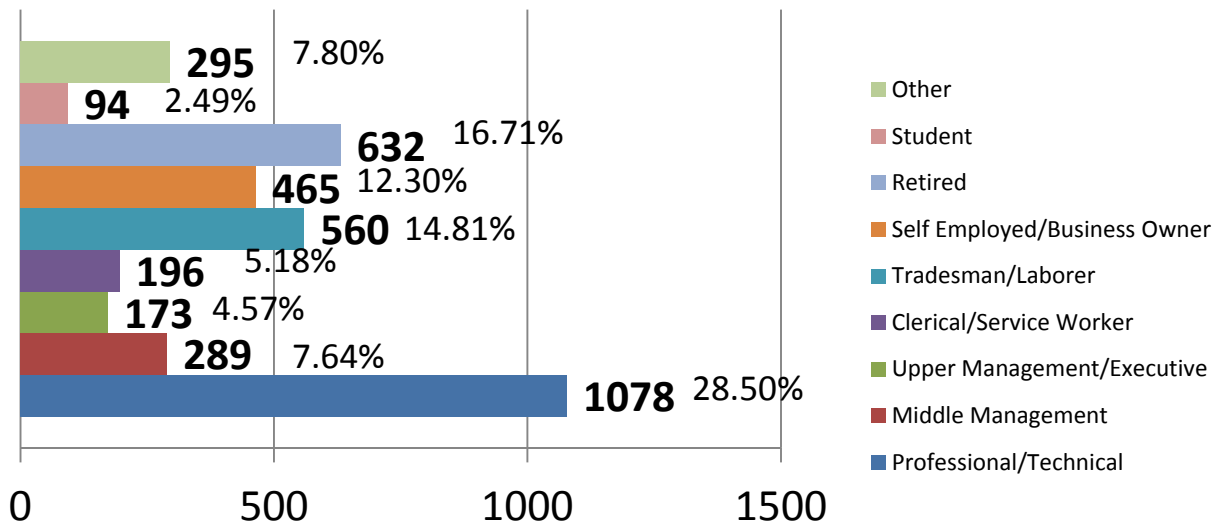


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Describe your annual household income:

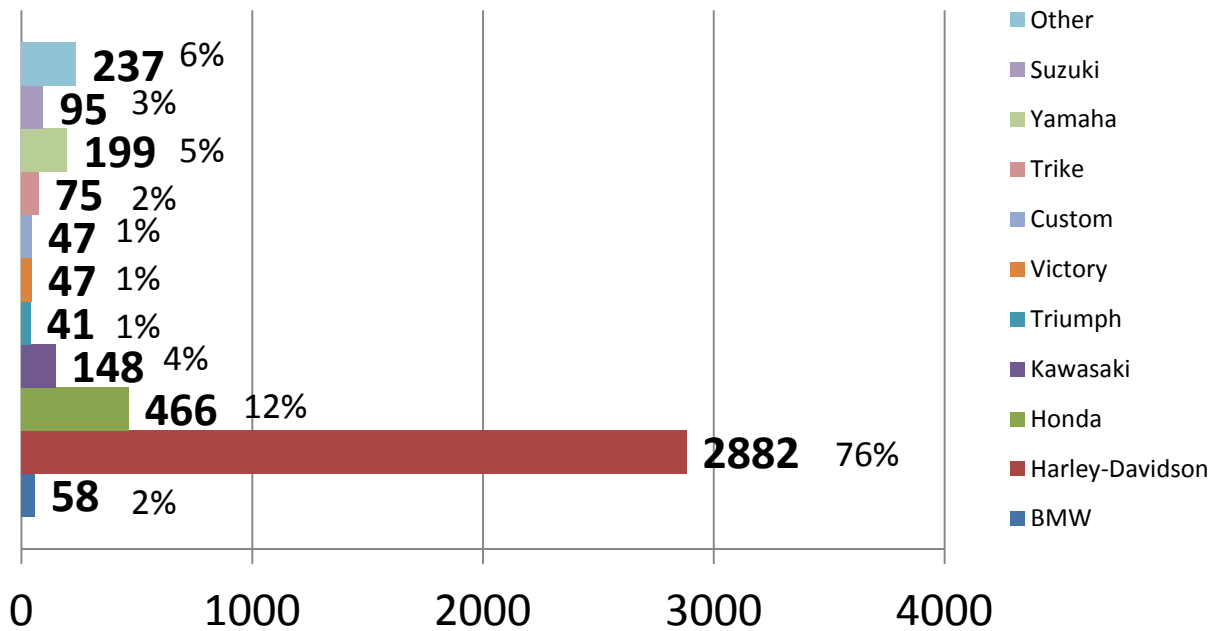


Describe your occupation:

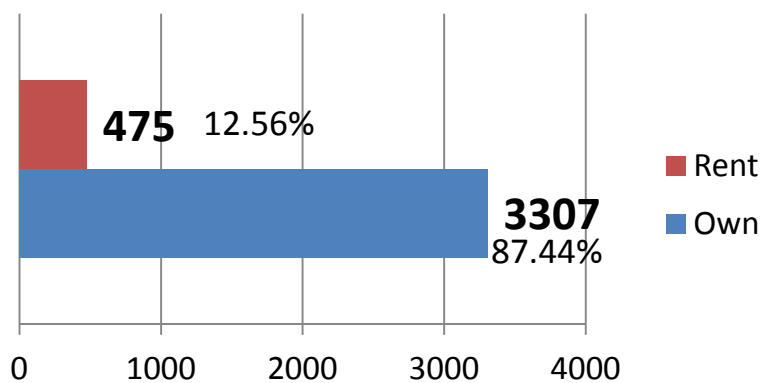


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What do you ride?

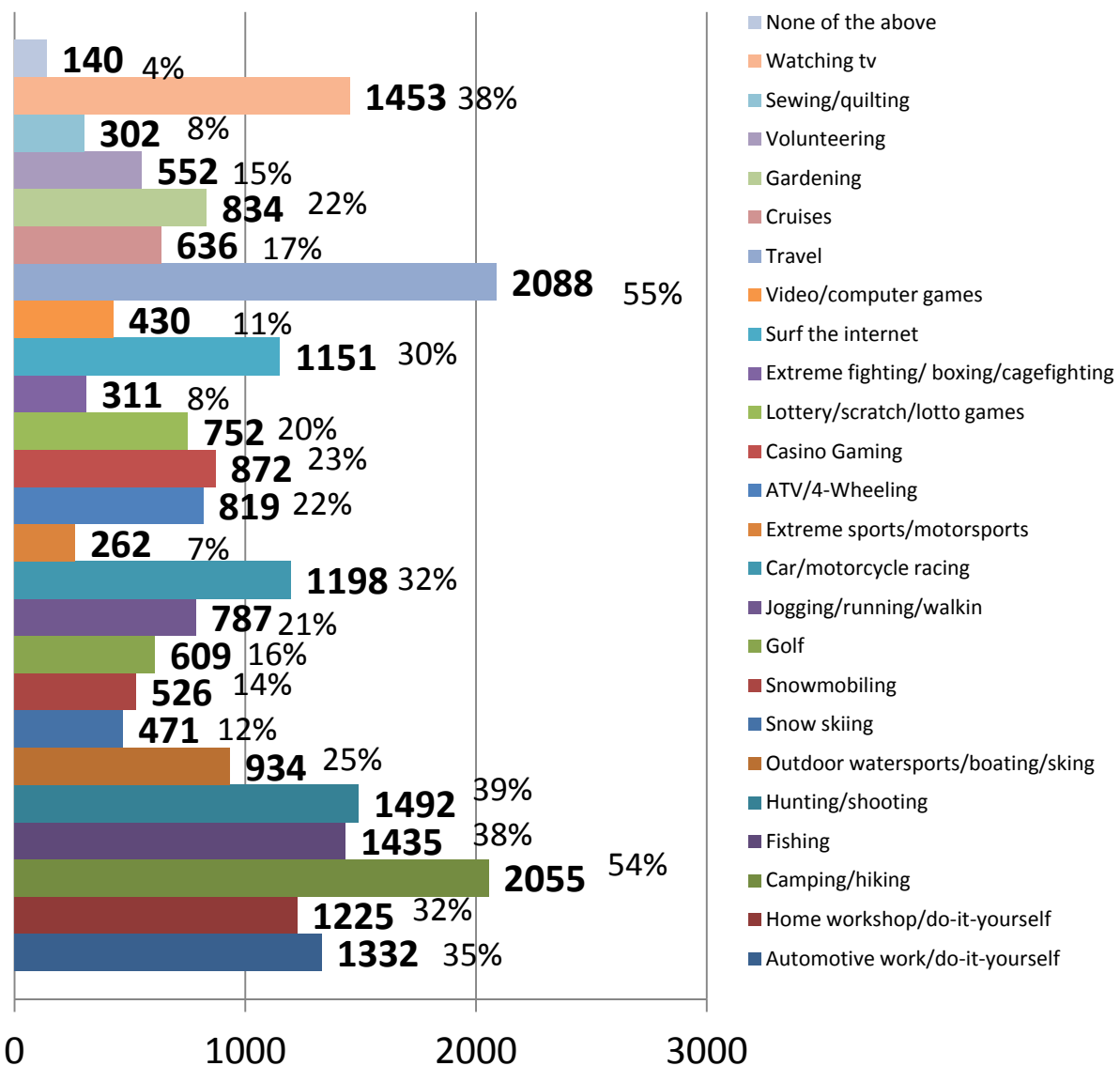


For your primary residence, do you:



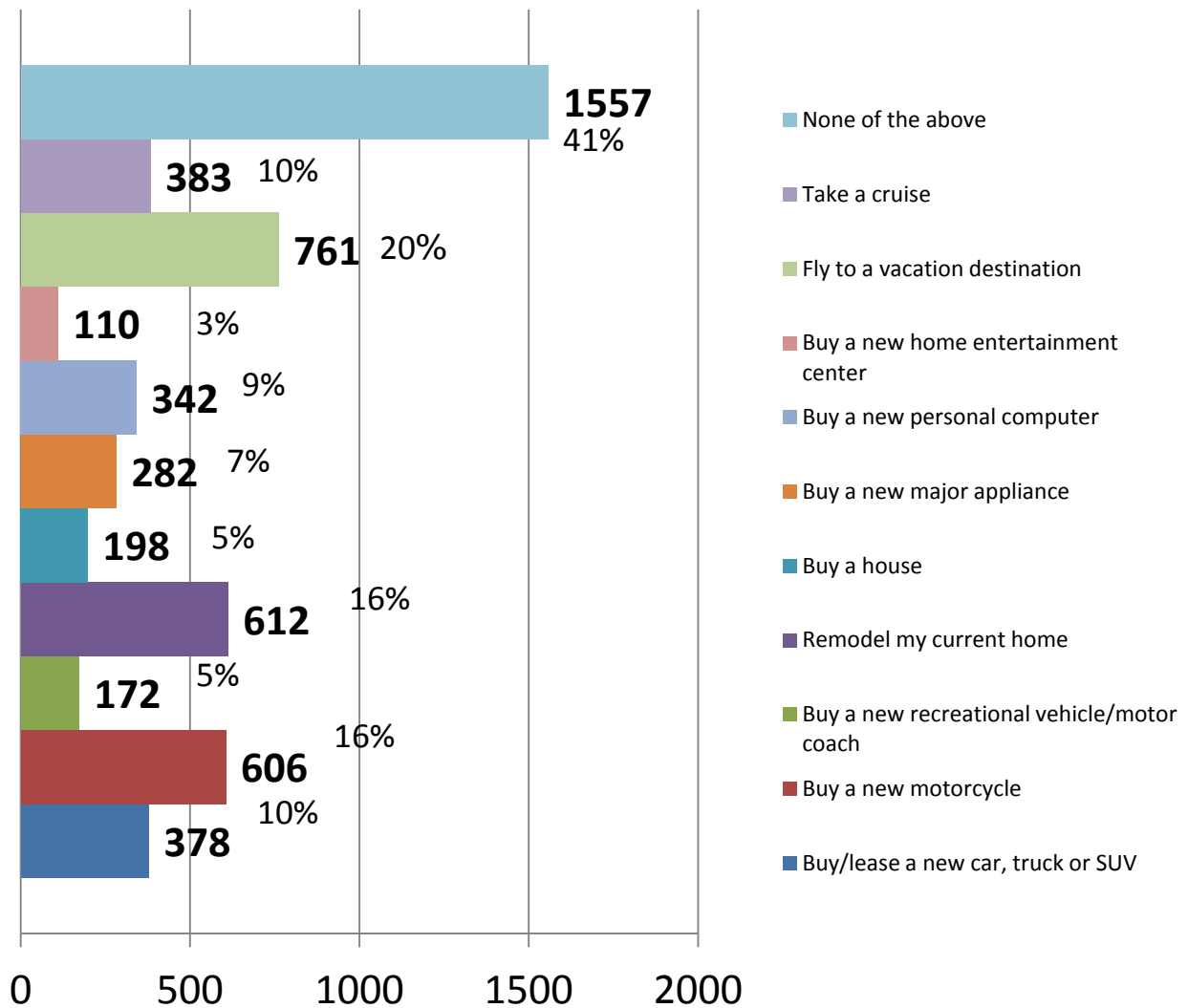
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To help us understand our attendees' lifestyles, please indicate the interests or activities that you enjoy in addition to motorcycling (Check all that apply):



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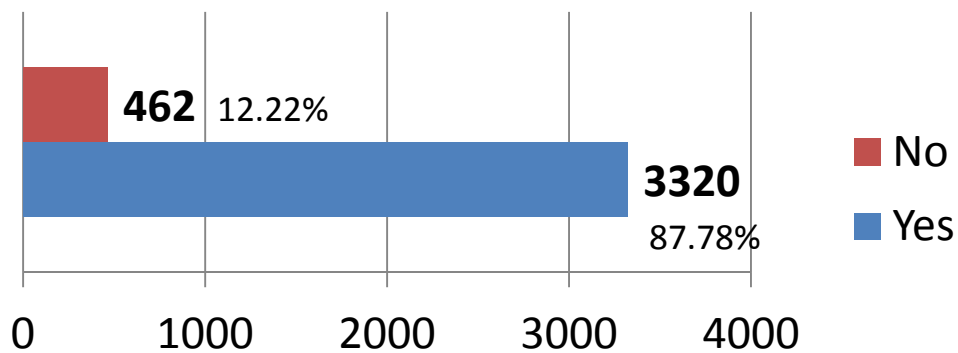
Which of the following do you plan to do within the next 6 to 12 months?



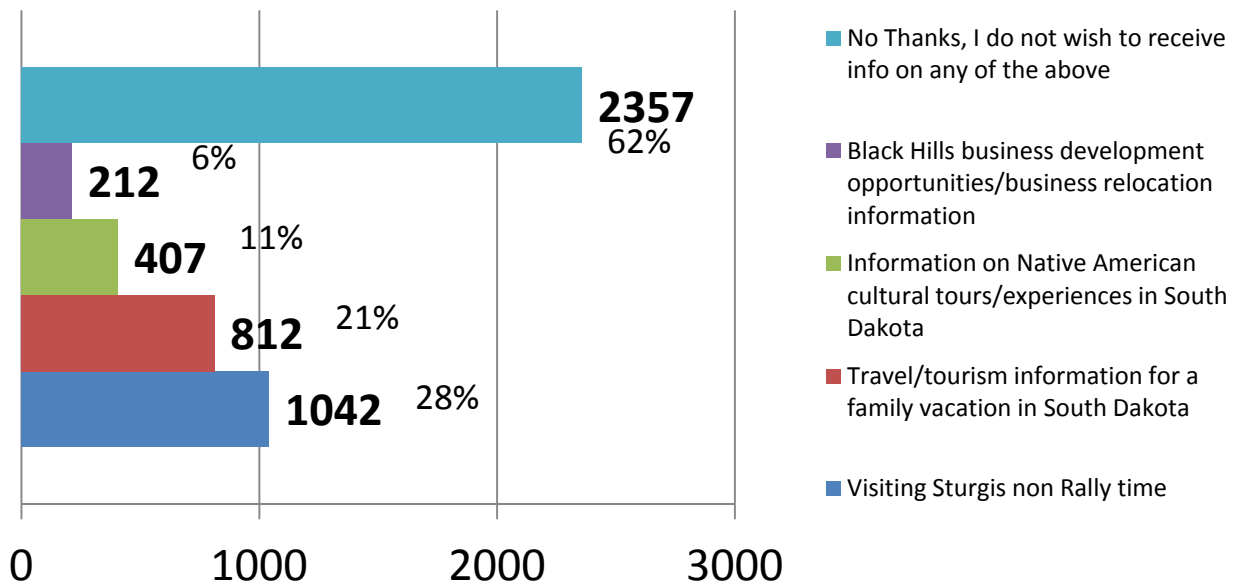


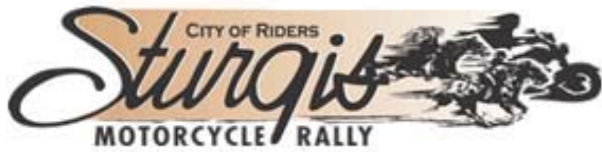
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Do you, or would you consider, bringing your family to the Black Hills during non-rally times for your family vacation:



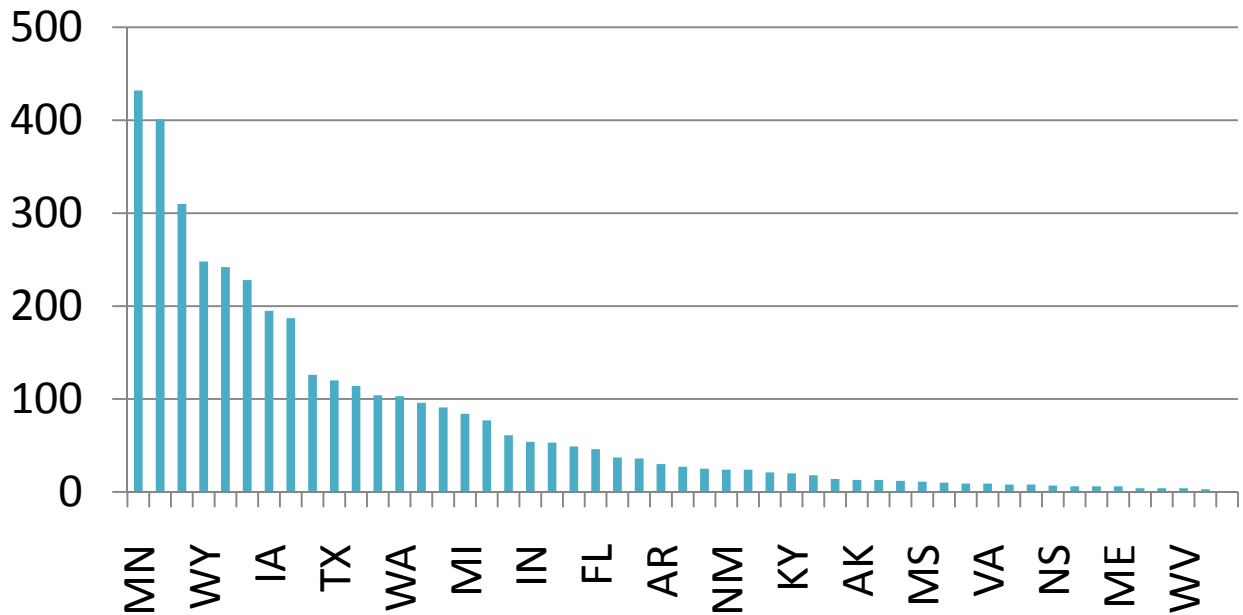
Are you interested in receiving: (Check all that apply)





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US States from Survey Respondents



Top 10 US States

