**Factors in Purchasing Motorcycle Gear (Form C)**

For each factor, indicate whether it is not importance, less important, neutral, important, or very important when purchasing motorcycle gear.

After indicating importance for each item, **rank** the **3 most important** factors from 1 (most important) to 3 (third most important).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factors in purchasing motorcycle gear** | **Level of importance** | | | | | **Rank the top three** |
| **Not Important** | **Less Important** | **Neutral** | **Important** | **Very Important** |
| **Cost** |  |  |  |  |  |  |
| **Sales, discounts or special savings deal** |  |  |  |  |  |  |
| **Crash protection (for example, has tough/armored material)** |  |  |  |  |  |  |
| **rash avoidance (for example, helps make me more visible to other drivers)** |  |  |  |  |  |  |
| **State Law Requires It** |  |  |  |  |  |  |
| **It is DOT-Certified** |  |  |  |  |  |  |
| **Other certifications (such as CE/European ratings)** |  |  |  |  |  |  |
| **It matches the gear of another person/people in my riding group** |  |  |  |  |  |  |
| **It matches the look of my motorcycle** |  |  |  |  |  |  |
| **I like the way I look in it** |  |  |  |  |  |  |
| **Someone else likes the way I look in it** |  |  |  |  |  |  |
| **Comfort** |  |  |  |  |  |  |
| **Weather Resistance** |  |  |  |  |  |  |
| **Durability** |  |  |  |  |  |  |
| **Machine Washable** |  |  |  |  |  |  |
| **Brand/Logo** |  |  |  |  |  |  |
| **Style** |  |  |  |  |  |  |
| **Color** |  |  |  |  |  |  |
| **Customer/Expert Reviews** |  |  |  |  |  |  |
| **Personal Recommendations** |  |  |  |  |  |  |
| **Other (please specify)**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |  |  |