

## 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)						
Crash 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						

<b>Personal Recommendations</b>						
<b>Other (please specify)</b> <hr/>						