

The Perfect Motorcycle

Questionnaire Determine Your Style

Interpretation of your answers to this questionnaire are in the book *The Perfect Motorcycle: How to Choose, Find and Buy the Perfect New or Used Bike* which is available at www.amazon.com and www.theperfectmotorcycle.com

- 1) My top three favorite motorcycle-related cultural influences are: (check three)
- On Any Sunday*, by Bruce Brown
 - Extreme sport bike stunts, featuring groups such as The Adrenalin Crew
 - Zen and the Art of Motorcycle Maintenance* by Robert Pirsig
 - Supercross coverage on television
 - Then Came Bronson*, with Michael Parks
 - The Motorcycle Diaries*
 - Discovery Channel's *Biker Build-Off*
 - The World's Fastest Indian* with Anthony Hopkins
 - Born Losers* the first of the Billy Jack series
 - The Long Way Round (and Down)* with Ewan McGregor and Charlie Boorman
 - Chopper Chicks in Zombietown*
 - Evel Knievel
 - Biker Boys* with Laurence Fishburne
 - The 1968 movie, *Girl on a Motorcycle*
 - The Wild One* with Marlon Brando
 - Faster*, the MotoGP documentary
 - American Chopper* with the Teutuls
 - Motorcycle Mania/Monster Garage* with Jesse James
 - The seminal chopper classic, *Easy Rider*
 - Wild Hogs*
 - The Great Escape* starring Steve McQueen
- _____ Write in your own

- 2) Which of the following celebrities were *never* motorcyclists?
- | | |
|--|---|
| <input type="checkbox"/> Jay Leno | <input type="checkbox"/> William Shatner |
| <input type="checkbox"/> Michael Jordan | <input type="checkbox"/> Patti Labelle |
| <input type="checkbox"/> Jessica Alba | <input type="checkbox"/> Steve McQueen |
| <input type="checkbox"/> Willie G. Davidson | <input type="checkbox"/> Cher |
| <input type="checkbox"/> Kate Hudson | <input type="checkbox"/> Laurence Fishburne |
| <input type="checkbox"/> Arnold Schwarzenegger | <input type="checkbox"/> Angelina Jolie |
| <input type="checkbox"/> Shaquille O'Neal | <input type="checkbox"/> Malcolm Forbes |
| <input type="checkbox"/> Roy Rogers | <input type="checkbox"/> Pink |
| <input type="checkbox"/> Mary Hart | <input type="checkbox"/> Charles Lindbergh |
| <input type="checkbox"/> Wesley Snipes | <input type="checkbox"/> Ann Margret |
| <input type="checkbox"/> Ted Koppel | <input type="checkbox"/> Elvis Presley |
| <input type="checkbox"/> Wynona Judd | <input type="checkbox"/> Queen Latifah |
| <input type="checkbox"/> George Orwell | <input type="checkbox"/> Che Guevara |
| <input type="checkbox"/> Sheryl Crow | <input type="checkbox"/> Alanis Morissette |
| <input type="checkbox"/> Wilt Chamberlain | <input type="checkbox"/> Lawrence of Arabia |

- 3) What is your motorcycling image? (Check the style that best applies to you.)
- I'm a rebel. So are the bad-asses I ride with.
 - Extreme attitude. Intense. WFO Shredder.
 - I've paid life's dues, and this bike is my reward.
 - If I rode past, you'd say, "Damn. That's just too sexy!"
 - I'm successful, intelligent, and have style.
 - I am frugal, environmentally conscious and thoughtful.
 - I defy description. People say, "What the hell was that, that just went past?"
 - I am a savvy, experienced rider.
 - I don't care what you think. You can think whatever you want.
 - I am an adult with a lust for life, out having fun.
 - I am athletic and brave. I am a winner, a champion, and I can prove it.
 - None of the above? Write-in your image
- _____

- 4) Motorcycles are great vehicles for fulfilling human social needs, too. Riders need to match the functionality of a bike, its basic purpose, with their social needs, especially if they plan to ride two-up. (Check all that apply.)

I ride alone to

- Escape normal life
- Connect with the solitude of nature
- Be autonomous, independent, self-reliant
- Meet new people in other places
- Go really fast

I ride with a passenger

- To share the expense of the trip
- Who is a family member or friend to share the experience of the trip
- For dating purposes
- Who is my significant other

I ride my motorcycle with another rider who has his/her own bike and is a

- Riding buddy
- Family member
- My significant other

I ride with a group

- Of peers in a structured social club, it's part of a life-style
- At rallies
- In a racing club

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Now, go back and consider which of these activities you enjoy most, ranking your first, second, third, fourth, and fifth choice. If you participate in or would like to participate in fewer than five activities, just rank those you checked.

- 1st Choice _____
2nd Choice _____
3rd Choice _____
4th Choice _____
5th Choice _____

Answer each question by circling a number from one to five that best describes your current situation. These numbers correspond to a range of possibilities. The low- and high-end of the range are always described by numbers one and five. If you fall in the exact middle of the range, circle the middle number, three.

- 5) *How long* have you been riding? 1 2 3 4 5
1. New to motorcycling
 2. 1–2 years
 3. 3–10 years
 4. 11–30 years
 5. 30+ years
- 6) Do your *friends* ride motorcycles? 1 2 3 4 5
1. None
 5. All
- 7) Are motorcycle riding and events part of your *community*? 1 2 3 4 5
1. No, not at all.
 5. Bikes are integrated into the culture and the economy.
- 8) To what extent has direct *advertising* and product placement in magazines, books, television, and movies affected your preferences? Be honest.
1 2 3 4 5
1. No effect.
 5. I remember poring over brochures and magazines memorizing every spec. These influence me greatly.
- 9) Does your *family* support your decision to ride motorcycles? 1 2 3 4 5
1. They don't know yet. Please don't tell them.
 5. Motorcycles have always been around in my family, and they are just part of life.
- 10) Do you feel *restricted* in your right to ride where and how you would like? 1 2 3 4 5
1. No. I come and go as I please.
 5. Yes. I'm not allowed to ride in my neighborhood, the nearby trails have been closed, and my insurance rates are outrageous.
- 11) Describe the *location* where you live. 1 2 3 4 5
1. I live in a major metropolitan area.
 5. My home is very isolated.
- 12) Describe the length of your *riding season*. 1 2 3 4 5
1. Northern latitudes—5–6 months per year.
 5. Southern latitudes—11–12 months per year.
(*Lucky Duck!*)
- 13) How does *weather* affect your riding? 1 2 3 4 5
1. Motorcycles are to be ridden in nice weather. No rain, no cold, no clouds.
 5. If the visibility is less—or the snow depth is more—than my wheelbase, I'll stay home. Otherwise, I'm out there.
- 14) How do you feel about *cleaning* your motorcycle?
1 2 3 4 5
1. I let the rain wash my bike and believe it's a badge of honor to leave it so dirty and greasy you can't tell what brand it is.
 5. Cleaning my bike is a ritual that I perform religiously and that brings me deep satisfaction. My bike looks better than it did when it was new.
- 15) Rate your *pride of ownership*. 1 2 3 4 5
1. You don't like my bike? Well, that's why your head's on a swivel. Look the other way!
 5. There's nothing better than showing off my motorcycle.