

# HarleyTV.com

## Web Survey & Analytics Report

2008 RESULTS



**SYNDICATE**  
**PICTURES**

114 West State St. Media, PA 19063  
Phone: 610.565.9640 • Fax: 610.565.9641  
[www.syndicatepictures.com](http://www.syndicatepictures.com) • [info@syndicatepictures.com](mailto:info@syndicatepictures.com)

# HARLEY TV.COM STATS & SURVEY RESULTS

## General Statistics:

**Average views:** 3 videos per person

**Total videos viewed:** 1,800

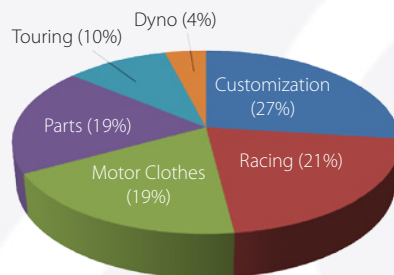
**Number of viewers:** 629

### Most viewed videos:

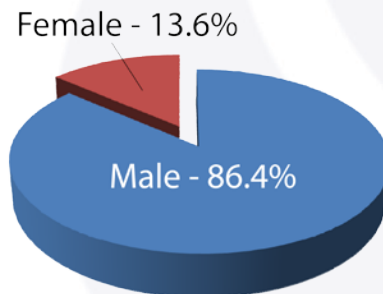
1. Customization
2. Racing
3. Motor Clothes
4. Parts
5. Touring
6. The "Dyno" Room

**Sent to friends:** 22 times

## Video Views:



## Viewer Gender:



**Would viewers be willing to send in videos?** 36% said they would.

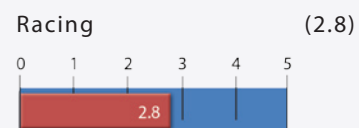
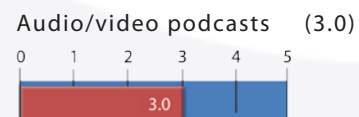
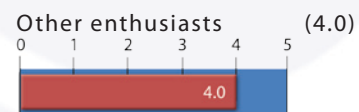
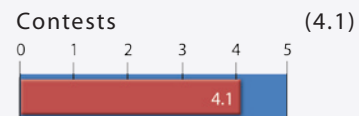
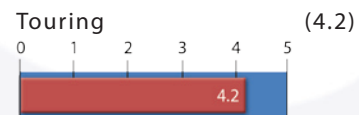
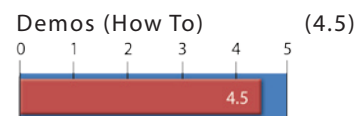
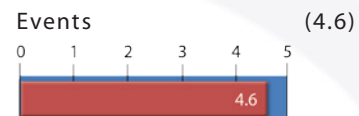
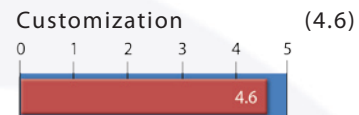
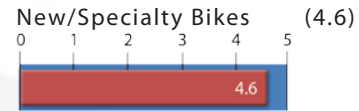
**Encoding preference:** Most people watched **Flash Video** and **Windows Media Video**, although most people said they preferred Windows Media. Moving forward I would suggest either Flash or Windows Media player.

**Viewer gender:** 86.4% - Male Viewers | 13.6% - Female Viewers

**Age Range:** 21 - 73 | Mean Age: 50

## Survey Results:

**Interest levels** rated from 1 to 5. 1 is lowest, 5 is highest. Overall HIGH interest.



People show an interest in all categories, but the top 4 are **"new bikes"**, **"customization"**, **"events"**, and **"how-to"**.



**SYNDICATE  
PICTURES**

114 West State St. Media, PA 19063

Phone: 610.565.9640 • Fax: 610.565.9641

www.syndicatepictures.com • info@syndicatepictures.com