

# Truck Trend Traction

**Truck Trend male subscribers are heavy tire purchasers. They exceed the average consumer for propensity to purchase all kinds and brands of tires.**

**On average they spent \$759 on tires in the past year, that's \$470 more than the U.S. consumer!**

### Spending

*Index (100=U.S. Average)*

Purchased any tires in the past year	204
On average, they purchased 5+ tires/year	153
Spent over \$500/year on tires	419
Avg. amount spent on tires (\$759/year)	263

### Kinds

Mud/Terrain	408
Mud//Snow	406
Touring	214
All Terrain	213
High Performance	111

### Brands

Yokohama	194
Bridgestone	181
B.F. Goodrich	171
Pirelli	150
Michelin	134
Goodyear	104

**Tuck Trend Subscribers  
 Number of tires purchased/year**

