

Yes	22.3%								
No	77.7%								
Q18									
What brands of motorcycles do you own or are in your household? Check all that apply.									
Honda	44.7%								
Yamaha	43.1%								
KTM	27.2%								
Kawasaki	26.8%								
Suzuki	17.8%								
Husqvarna	9.3%								
Harley-Davidson	7.8%								
Triumph	1.9%								
Stacyc	1.7%								
Beta	1.6%								
Ducati	1.5%								
BMW	1.3%								
GasGas	1.0%								
SSR	1.0%								
Can-Am	0.8%								
Cobra	0.6%								
Sherco	0.5%								
Oset	0.5%								
Aprilia	0.5%								
YCF	0.4%								
Alta	0.3%								
Piranha	0.2%								
Christini	0.0%								
SWM	0.0%								
Other	6.7%								
None	6.5%								
Q19									
What types of powersports vehicles do you own or are in your household? Check all that apply.									
4-Stroke MX	61.1%								
2-Stroke MX	44.7%								
Pit Bike/Trail Bike	27.4%								
ATV	15.7%								
Enduro	15.1%								
Dual Sport/Adventure	11.6%								
Vintage MX Bike	10.8%								
Sport Bike	10.5%								
Side-by-Side (UTV)	8.8%								
Pee-Wee	8.3%								
Cruiser	8.2%								
Snowmobile	5.7%								
Personal Watercraft	5.4%								
Scooter	4.3%								
Tourer	3.5%								
Trials Bike	3.2%								
Electric	3.1%								
Go-Kart	2.5%								
Snowbike	0.9%								
Other	3.5%								
None	6.3%								
Q20									
What types of powersports vehicles do you plan to purchase in the next 12 months? Check all that apply.									
4-Stroke MX	32.7%								
2-Stroke MX	19.1%								

Body Armor	7.4%								
Kidney Belt	4.5%								
Enduro Jacket	4.1%								
Wrist Brace	4.1%								
Elbow Guards	3.8%								
Cooling Vest	1.4%								
Other	1.1%								
Undecided	10.4%								

Q30

What brands of helmets do you own? Check all that apply.

Bell	37.6%								
Fox	28.9%								
Fly	22.2%								
Shoei	21.0%								
Troy Lee Designs	17.3%								
HJC	14.7%								
Arai	10.4%								
O'Neal	9.0%								
6D	7.7%								
Thor	6.5%								
Leatt	3.2%								
LS2	3.2%								
MSR	2.9%								
Scorpion	2.9%								
Alpinestars	2.9%								
Answer	2.8%								
EVS	2.4%								
Shift	2.1%								
AGV	1.9%								
Airoh	1.8%								
Suomy	1.4%								
M2R	1.4%								
GMax	1.2%								
Just1	1.1%								
JT Racing	1.0%								
AFX	0.9%								
Z1R	0.9%								
KBC	0.7%								
Klim	0.7%								
AXO	0.4%								
Kali	0.3%								
UFO	0.3%								
Zox	0.3%								
Other	4.7%								
None	2.1%								

Q31

What brands of boots do you own? Check all that apply.

Alpinestars	55.3%								
Fox	23.5%								
Gaerne	22.5%								
Sidi	10.2%								
O'Neal	7.6%								
Fly	6.4%								
THOR	3.9%								
Forma	2.0%								
AXO	1.7%								
TCX	1.2%								

MSR	1.2%								
Answer	0.9%								
Hi-Point	0.9%								
Leatt	0.8%								
Acerbis	0.7%								
Moose	0.7%								
Other	2.3%								
None	5.3%								

Q32

What brands of jerseys do you own? Check all that apply.

Fox	47.6%								
Fly	36.6%								
THOR	25.4%								
Troy Lee Designs	22.3%								
O'Neal	20.8%								
Shift	17.8%								
Answer	15.1%								
MSR	12.8%								
Fasthouse	6.4%								
Alpinestars	5.5%								
Seven	5.3%								
Moose	4.9%								
Alias	4.2%								
Klim	3.3%								
JT Racing	3.3%								
AXO	3.1%								
FXR	3.1%								
Leatt	1.4%								
Acerbis	1.1%								
Hallman Racing	0.8%								
Shot MX	0.7%								
UFO	0.3%								
Pro Grip	0.2%								
Other	5.9%								
None	4.4%								

Q33

What brands of riding pants do you own? Check all that apply.

Fox	43.9%								
Fly	34.1%								
THOR	22.7%								
Troy Lee Designs	20.8%								
O'Neal	18.6%								
Shift	16.0%								
Answer	13.1%								
MSR	11.7%								
Fasthouse	5.1%								
Seven	4.7%								
Alpinestars	4.5%								
Moose	4.3%								
Alias	3.9%								
Klim	3.5%								
JT Racing	3.1%								
AXO	3.1%								
FXR	3.0%								
Leatt	1.3%								
Acerbis	0.9%								
Shot MX	0.6%								

Hallman Racing	0.4%								
UFO	0.1%								
Pro Grip	0.1%								
Other	5.7%								
None	5.6%								

Q34

What brands of gloves do you own? Check all that apply.

Fox	48.8%								
Fly	32.6%								
Troy Lee Designs	18.7%								
THOR	17.9%								
100%	17.8%								
O'Neal	15.9%								
Shift	12.4%								
Answer	12.3%								
MSR	9.3%								
Alpinestars	8.5%								
Mechanix Wear	5.9%								
Fasthouse	4.4%								
Moose	4.1%								
Seven	3.8%								
Klim	3.1%								
JT Racing	2.5%								
Deft	2.3%								
FXR	2.1%								
Novik	2.0%								
Leatt	1.8%								
AXO	1.7%								
Oakley	1.6%								
EVS	1.1%								
Scott	0.9%								
Five	0.4%								
Hallman Racing	0.4%								
Risk	0.3%								
Pro Grip	0.2%								
UFO	0.1%								
Other	7.2%								
None	2.8%								

Q35

What brands of goggles do you own? Check all that apply.

100%	50.4%								
Scott	35.4%								
Oakley	33.8%								
Spy	13.8%								
Fox	12.0%								
Smith	10.8%								
EKS	9.0%								
Fly	6.5%								
Dragon	5.3%								
THOR	2.4%								
VonZipper	1.7%								
Pro Grip	1.5%								
Leatt	1.5%								
Utopia	1.4%								
Blur	1.4%								
509	1.0%								
Viral	0.7%								

Answer	0.4%								
Arnette	0.4%								
Moose	0.2%								
ARC	0.1%								
ICAN	0.1%								
Other	3.8%								
None	3.6%								

Q36

What brands of chest protector/body armor do you own? Check all that apply.

Fox	24.8%								
THOR	13.5%								
Leatt	13.3%								
EVS	10.4%								
Alpinestars	10.0%								
Fly	5.2%								
Troy Lee Designs	4.9%								
O'Neal	2.8%								
HRP	2.6%								
Atlas	2.6%								
Answer	2.3%								
MSR	1.6%								
Acerbis	1.5%								
AXO	1.5%								
Moose	1.1%								
Shift	1.0%								
Forcefield	0.2%								
Other	3.7%								
None	23.4%								

Q37

What brand of neck brace do you own?

Leatt	23.7%								
Atlas	10.7%								
EVS	6.1%								
Alpinestars	4.9%								
Fly	0.4%								
Other	0.5%								
None	58.9%								

Q38

What brand of knee braces do you own?

EVS	17.4%								
Asterisk	8.3%								
Cti/Ossur	6.4%								
Leatt	5.7%								
Mobius	4.9%								
POD	4.6%								
Alpinestars	4.2%								
Troy Lee Designs	1.7%								
Fly	1.6%								
Atlas	0.4%								
Other	5.4%								
None	46.6%								

Q39

What brand of helmet/sports/POV camera do you own?

GoPro	54.4%								
Sony	1.1%								
Garmin	1.0%								
Contour	0.8%								

Moose	0.6%								
None	1.4%								
Other	8.9%								

Q66

What brands of lubricants do you use regularly in your 4-stroke engine or 2-stroke crankcase? Check all that apply.

Maxima	40.5%								
Bel-Ray	20.3%								
Yamalube	19.5%								
Motorex	18.1%								
Honda-/HP-2	16.7%								
Amsoil	13.7%								
Lucas Oil	11.2%								
Motul	10.8%								
Castrol	5.2%								
Mobil 1	4.6%								
Kawasaki	3.6%								
Spectro	3.5%								
Valvoline	3.0%								
PJ1	2.4%								
Silkolene	2.3%								
Klotz	2.1%								
Suzuki/Ecstar	1.5%								
Redline	1.2%								
Pennzoil	1.2%								
Blud	0.6%								
Blendzall	0.4%								
Firepower	0.2%								
None	0.2%								
Other	6.6%								

Q67

What brands of premix oil do you use regularly in your 2-stroke engine? Check all that apply.

Maxima	21.9%								
Amsoil	11.0%								
Yamalube	10.9%								
Motorex	8.3%								
Bel-Ray	7.0%								
Motul	5.1%								
Klotz	4.9%								
Spectro	4.1%								
Honda-/HP-2	4.0%								
Lucas Oil	3.6%								
Castrol	2.5%								
Blendzall	1.2%								
Redline	1.1%								
Silkolene	0.9%								
Kawasaki	0.6%								
None	30.5%								
Other	2.7%								

Q68

Which brands of engine coolant do you use regularly? Check all that apply.

Engine Ice	48.5%								
Maxima	16.3%								
Pro Honda	9.7%								
Bel-Ray	6.5%								
Evans	5.4%								
Motul	5.0%								
Amsoil	3.3%								

Yes	18.9%								
No	81.1%								
Q72									
What vehicle(s) do you plan on purchasing in the next 12 months? Check all that apply.									
Trailer Behind Truck/Car	40.3%								
Truck	39.4%								
Box/Sprinter Van	16.0%								
Toy Hauler/Camper	15.1%								
Hitch Rack	8.3%								
Motor Home/Fun Mover	4.6%								
SUV	4.3%								
Other	2.9%								
Q73									
How do you currently haul your bike to the track? Check all that apply.									
Truck	66.9%								
Trailer Behind Truck/Car	39.2%								
Toy Hauler/Camper	9.5%								
Hitch Rack	9.3%								
Box/Sprinter Van	8.8%								
Motor Home/Fun Mover	1.9%								
SUV	1.7%								
I don't haul a bike	2.3%								
Other	1.7%								
Q74									
Do you own a truck?									
Yes	77.0%								
No	23.0%								
Q75									
What brand(s) of truck? Check all that apply.									
Ford	32.2%								
Chevrolet	27.5%								
Dodge	17.7%								
Toyota	17.0%								
GMC	11.1%								
Nissan	3.4%								
Jeep	1.2%								
Honda	0.9%								
Other	2.0%								
Q76									
What truck accessories do you plan to purchase in the next 12 months? Check all that apply.									
Tires	26.0%								
Cleaning/washing products	18.1%								
Wheels	11.8%								
Lights	7.9%								
Lift kit	7.2%								
Exhaust	6.7%								
Seat Cover	5.3%								
Tonneau Cover	4.9%								
Bed liner/mat	4.8%								
Floor mats/liners	4.1%								
Bike rack	2.0%								
None	51.0%								
Other	1.3%								
Q77									
In the last 30 days, how often have you washed your truck?									
1-2 times	57.8%								
3-4 times	28.7%								

5-6 times	5.8%							
6+ times	4.3%							
Never	3.5%							
Q78								
What cleaning product brands do you normally use? Check all that apply.								
Meguiar's	47.7%							
Armor All	40.3%							
Mothers	24.4%							
Turtle Wax	23.6%							
Slick Products	15.1%							
Chemical Guys	14.0%							
Other	12.0%							
Q79								
How often do you do each of the following?								
	Never	Once a year	Once every few months	Once a month	Once a week	Multiple times per week	Once a day	
Mountain Biking	34.3%	8.8%	20.3%	10.8%	11.0%	13.8%	1.0%	
Camping	21.6%	22.7%	35.6%	14.5%	4.2%	1.4%	0.1%	
Street Motorcycling	59.1%	5.7%	8.3%	7.5%	7.9%	10.0%	1.6%	
Fitness/Working out	10.0%	1.9%	6.5%	6.9%	15.7%	48.3%	10.7%	
Hunting	67.6%	12.9%	11.0%	2.9%	2.3%	3.2%	0.1%	
Road Bicycling	62.7%	3.2%	10.1%	7.2%	7.4%	8.6%	0.7%	
ATV Riding	65.5%	7.4%	12.5%	7.6%	4.5%	2.1%	0.4%	
Snowboarding/Skiing	56.5%	21.7%	10.2%	5.1%	3.7%	2.7%	0.2%	
Video Gaming	47.0%	4.8%	11.8%	8.4%	10.7%	13.2%	4.1%	
BMX	80.0%	4.8%	6.6%	2.9%	2.9%	2.4%	0.4%	
Snowmobiling	81.0%	9.6%	4.2%	1.7%	2.1%	1.5%	0.1%	
Boating/Water sports	45.4%	16.0%	21.7%	8.0%	4.9%	3.7%	0.2%	
Q80								
Do you consume energy drinks?								
Yes	32.7%							
No	47.1%							
Sometimes	20.2%							
Q81								
Which energy drink do you prefer?								
Red Bull	38.2%							
Monster	37.5%							
Rockstar	11.0%							
5-hour Energy	2.8%							
NOS	1.1%							
Other	9.4%							
Q82								
Do you use CBD?								
Yes	18.6%							
No	72.2%							
Sometimes	9.2%							
Q83								
Do you take/are interested in supplements?								
Yes	38.7%							
No	50.5%							
Sometimes	10.8%							
Q84								
Do you read <i>Racer X</i> magazine?								
Yes	82.2%							
No	17.8%							
Q85								
On average, how many other people read your copy of <i>Racer X Illustrated</i>?								

0	38.6%							
1	34.3%							
2	18.9%							
3	5.1%							
4	1.6%							
5	0.4%							
6+	1.1%							

Q86

What other motorcycle publications have you purchased besides *Racer X*? Check all that apply.

Motocross Action	46.3%							
Dirt Bike	33.9%							
American Motorcyclist	19.0%							
Cycle News	16.7%							
Cycle World	7.5%							
MotoPlayground	5.8%							
Dirt Wheels	5.2%							
Trail Rider	3.4%							
Motorcyclist	3.0%							
VMX (Vintage Motocross)	3.0%							
Upshift	2.3%							
Meta	2.2%							
MXP	1.4%							
None	28.0%							
Other	5.5%							

Q87

What moto podcasts do you listen to?

Pulp MX Show	54.3%							
Racer X Podcast	49.0%							
Keefer Tested	25.5%							
Main Event	16.9%							
Exhaust	14.4%							
Real Talk 447	11.0%							
Moto Marketing	4.9%							
Moto X Pod	3.8%							
VMX Radio	1.7%							
None	33.6%							
Other	10.5%							

Q88

How often do you visit each of the following websites?

	Never	Once a year	Once every few months	Once a month	Once a week	Once a day	Multiple times per day
RacerXOnline.com	2.6%	3.1%	12.1%	15.9%	29.4%	24.4%	12.5%
VitalMX.com	33.0%	5.2%	16.8%	14.8%	15.6%	8.9%	5.7%
SwapMotoLive.com	54.6%	4.8%	12.1%	11.0%	11.8%	3.7%	2.1%
PulpMX.com	37.0%	4.6%	15.2%	15.9%	19.5%	5.6%	2.3%
SupercrossLive.com	25.2%	7.9%	27.3%	17.5%	19.4%	2.1%	0.7%
MotocrossActionMag.com	48.5%	7.2%	14.7%	10.9%	11.1%	5.5%	2.1%
AMASupercross.com	31.6%	8.9%	27.4%	16.3%	13.9%	1.3%	0.6%
ThumperTalk.com	54.2%	8.9%	17.6%	10.1%	6.5%	2.1%	0.7%
RacerTV.com	48.2%	8.9%	19.9%	13.0%	8.0%	1.5%	0.6%
CycleNews.com	65.0%	8.5%	9.2%	6.7%	7.5%	2.4%	0.7%
DirtRider.com	61.6%	9.6%	12.7%	9.0%	5.3%	1.1%	0.7%
MXGP.com	57.2%	8.0%	15.3%	9.6%	7.8%	1.8%	0.3%
GNCCRacing.com	66.3%	7.8%	11.3%	7.3%	5.4%	1.4%	0.4%
MXSports.com	61.9%	8.6%	15.0%	7.9%	5.2%	1.0%	0.2%
MotoXAddicts.com	77.9%	6.6%	7.4%	4.0%	2.9%	0.9%	0.3%
RacerXVT.com	83.2%	5.0%	6.4%	3.1%	1.7%	0.4%	0.2%

MXSportsProRacing.com	79.0%	5.7%	8.4%	3.8%	2.4%	0.5%	0.3%
MXVice.com	83.8%	4.6%	6.0%	3.1%	1.4%	0.7%	0.4%
Transmoto.com.au	89.1%	3.6%	4.1%	1.9%	0.8%	0.4%	0.2%
MotoOnline.com.au	90.8%	3.1%	3.5%	1.1%	1.1%	0.4%	0.1%
MXLarge.com	91.2%	3.1%	2.7%	1.6%	0.7%	0.7%	0.1%
MotoNews.com	89.5%	3.9%	4.0%	1.5%	0.6%	0.3%	0.3%

Q89

What types of motorcycle racing do you watch on TV? Check all that apply.

AMA Supercross	96.8%
AMA Motocross	96.2%
Monster Energy Cup	87.4%
Red Bull Straight Rhythm	82.0%
Motocross of Nations	71.4%
Loretta Lynn MX	52.1%
FIM World Motocross	49.1%
X Games	45.0%
GNCC	33.1%
MotoGP	31.4%
EnduroCross	28.8%
Flat Track	17.6%
AMA Superbike/MotoAmerica	15.7%
World Superbike	10.9%
Supermoto	9.9%
ATV Motocross	9.8%
Dew Tour	7.6%
Ice Racing	4.7%
None	0.8%
Other	1.8%

Q90

Did you purchase NBC Sports Gold package for SX/MX viewing?

Yes	57.2%
No	42.8%

Q91

What types of motorcycle racing have you attended in the last 12 months? Check all that apply.

AMA Supercross	47.4%
AMA Motocross	38.9%
Local Series Races	21.3%
Monster Energy Cup	6.5%
GNCC	5.5%
Loretta Lynn MX	4.4%
Red Bull Straight Rhythm	3.0%
Flat Track	2.9%
Motocross of Nations	2.5%
EnduroCross	1.6%
AMA Superbike/MotoAmerica	1.6%
ATV Motocross	1.3%
X Games	1.2%
FIM World Motocross	1.1%
Baja 1000	1.0%
MotoGP	0.9%
Mint 400	0.9%
Lucas Oil Off Road Truck Racing	0.8%
Supermoto	0.7%
Ice Racing	0.5%
World Superbike	0.3%
Bercy/Paris Supercross	0.3%
Dew Tour	0.2%

None	15.2%							
Other	15.5%							