

Suzuki	18.1%								
Husqvarna	10.5%								
Harley-Davidson	10.3%								
GasGas	4.2%								
Triumph	2.4%								
Ducati	2.1%								
BMW	2.0%								
Beta	1.7%								
SSR	1.7%								
Can-Am	0.9%								
Cobra	0.6%								
Aprilia	0.6%								
Sherco	0.4%								
TM	0.2%								
YCF	0.1%								
Piranha	0.0%								
Christini	0.0%								
SWM	0.0%								
Other	9.7%								
None	7.8%								

Q15

What types of powersports vehicles do you own or are in your household? Check all that apply.

4-Stroke MX	63.2%								
2-Stroke MX	50.2%								
Pit Bike/Trail Bike	31.3%								
ATV	20.3%								
Enduro	18.9%								
Dual Sport/Adventure	16.7%								
Vintage MX Bike	14.6%								
Cruiser	12.8%								
Side-by-Side (UTV)	11.2%								
Sport Bike	9.3%								
Pee-Wee Gas Powered	8.9%								
Snowmobile	8.5%								
Scooter	5.4%								
Personal Watercraft	5.3%								
Tourer	4.8%								
Trials Bike	3.5%								
Go-Kart	2.8%								
Pee-Wee Electric Powered	2.4%								
Snowbike	1.4%								
Electric Full-size	0.6%								
Other	3.0%								
None	7.3%								

Q16

What types of powersports vehicles do you plan to purchase in the next 12 months? Check all that apply.

4-Stroke MX	41.5%								
2-Stroke MX	26.9%								
Dual Sport/Adventure	13.7%								
Enduro	10.6%								
Side-by-Side (UTV)	10.0%								
Pit Bike/Trail Bike	9.9%								
Vintage MX Bike	7.8%								
Electric full-size	4.7%								
Sport Bike	4.0%								
ATV	3.8%								
Pee-Wee Gas Powered	3.2%								

Moose	6.2%								
Acerbis	0.5%								
TrueMX	0.8%								
Ride 509	0.1%								
REV'IT	0.1%								
Ridge Moto	0.0%								
Shot MX	0.4%								
UFO	0.5%								
Pro Grip	0.0%								
Other	4.4%								
None	6.0%								

Q27

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

Fox	44.7%								
Fly	35.6%								
Troy Lee Designs	24.8%								
THOR	23.6%								
O'Neal	16.6%								
Shift	14.9%								
Answer	13.3%								
MSR	11.7%								
Fasthouse	7.2%								
Moose	6.6%								
FXR	6.2%								
Alpinestars	6.1%								
Klim	4.7%								
Seven	4.5%								
JT Racing	3.3%								
AXO	2.8%								
Alias	2.5%								
Leatt	1.1%								
Hallman Racing	1.0%								
Acerbis	0.7%								
Shot MX	0.3%								
UFO	0.3%								
Pro Grip	0.0%								
Canvas MX	0.3%								
TrueMX	0.8%								
Ridge Moto	0.1%								
Ride 509	0.0%								
REV'IT	0.4%								
Renen	0.8%								
Other	4.6%								
None	7.4%								

Q28

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

Fox	50.0%								
Fly	33.9%								
Troy Lee Designs	24.0%								
100%	19.8%								
THOR	18.5%								
O'Neal	14.9%								
Answer	11.8%								
MSR	11.6%								
Shift	11.5%								
Alpinestars	7.2%								
Mechanix Wear	7.2%								

Other	1.1%								
None	10.2%								
Q38									
Do you plan to modify your engine in the next 12 months?									
Yes	24.1%								
No	75.9%								
Q39									
Do you plan to modify/service your suspension in the next 12 months									
Yes	63.8%								
No	36.2%								
Q40									
What brand of graphics are on your current bike(s)?									
Stock/OEM graphics	45.1%								
DeCal Works	25.5%								
Factory Effex	12.5%								
N-Style	4.5%								
Throttle Jockey	3.5%								
Factory Backing	2.3%								
D'COR	2.6%								
Attack	2.4%								
SKDA	2.0%								
One Industries	1.8%								
Throttle Syndicate	1.6%								
Fusion Graphix	1.2%								
180 Decals	1.4%								
MotoPro Graphics	1.2%								
Motocal	1.2%								
Flu Designs	1.0%								
Dirt Digits	0.8%								
Armored Graphix	0.7%								
OMX	0.5%								
Powersport Grafix	0.4%								
Adept	0.3%								
Black Heart MX	0.2%								
Dirt Design	0.2%								
Red Label Motographix	0.1%								
Stellar MX	0.0%								
Other	20.1%								
None	8.6%								
Q41									
What brand of hubs do you use?									
Stock/OEM	88.2%								
Tusk	7.2%								
Talon	6.1%								
RK Excel	5.8%								
Dubya USA	4.2%								
Warp 9	4.1%								
Pro Wheel	1.8%								
MX Forged	1.1%								
Kite	1.0%								
DNA	0.6%								
Moose	0.2%								
Other	2.9%								
Q42									
What brand of plastics do you use?									
Stock/OEM	70.6%								
Acerbis	48.5%								

HiFlo	1.7%								
Funnel Web	1.7%								
Moose	1.4%								
PC Racing	0.2%								
None	0.2%								
Other	2.2%								

Q58

What brands of oil filters do you use regularly? Check all that apply.

Stock/OEM	65.1%								
K&N	26.0%								
HiFlo	20.1%								
Maxima	7.4%								
Fram	3.3%								
EMGO	1.8%								
Moose	1.0%								
Parts Unlimited	1.7%								
PC Racing	1.1%								
Bikemaster	1.0%								
None	14.3%								
Other	4.9%								

Q59

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

Maxima	41.7%								
Bel-Ray	21.8%								
Motorex	21.0%								
Yamalube	18.3%								
Honda-/HP-2	16.3%								
Amsoil	13.6%								
Lucas Oil	10.7%								
Motul	10.5%								
Spectro	5.0%								
Kawasaki	4.8%								
Castrol	4.2%								
Mobil 1	3.7%								
Valvoline	3.3%								
Klotz	2.0%								
Silkolene	1.7%								
PJ1	1.7%								
Redline	1.6%								
Suzuki/Ecstar	1.4%								
Blendzall	1.2%								
Blud	1.1%								
Pennzoil	0.8%								
Firepower	0.5%								
None	0.2%								
Other	5.5%								

Q60

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

Maxima	25.3%								
Amsoil	11.7%								
Yamalube	12.7%								
Bel-Ray	8.1%								
Motorex	9.9%								
Motul	5.2%								
Klotz	5.1%								
Honda-/HP-2	4.8%								
Spectro	5.0%								

Lucas Oil	3.6%								
Castrol	1.6%								
Redline	1.3%								
Silkolene	0.3%								
Kawasaki	0.6%								
Blendzall	1.7%								
Blud	0.8%								
None	25.0%								
Other	3.6%								

Q61

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

Engine Ice	47.0%								
Maxima	16.9%								
Pro Honda	10.6%								
Bel-Ray	5.2%								
Evans	4.6%								
Motul	4.4%								
Twin-Air IceFlow	2.0%								
Liquid Performance	2.1%								
Red Line	2.3%								
Spectro	1.0%								
Amsoil	4.7%								
Castrol	1.6%								
I have an air cooled bike	5.4%								
None	0.4%								
Other	10.4%								

Q62

What brand(s) of fuel do you use regularly? Check all that apply.

VP Racing	32.0%								
Sunoco	10.6%								
ETS	0.2%								
Shell	8.5%								
Renegade	1.8%								
Pump Gas	77.5%								

Q63

What brands of chain lubricant do you use regularly? Check all that apply.

Maxima	48.6%								
Bel-Ray	23.8%								
WD-40	18.8%								
Motorex	10.1%								
PJ1	8.6%								
Motul	5.8%								
Honda-/HP-2	5.4%								
Amsoil	3.7%								
Lucas Oil	4.4%								
Silkolene	2.4%								
Yamalube	4.3%								
Spectro	1.4%								
Klotz	0.6%								
Renthal	0.5%								
Kal-Gard	0.8%								
Kawasaki	0.6%								
TiLube	0.7%								
Moose	0.3%								
Suzuki/Ecstar	0.5%								
Repsol	0.1%								
Torco	0.6%								

Other	5.4%								
Q64									
What brands of sprocket do you use? Check all that apply.									
Renthal	49.8%								
Stock/OEM	40.4%								
Sunstar	18.9%								
Pro Taper	12.6%								
Primary Drive	9.0%								
Supersprox	8.6%								
Vortex	8.2%								
Mika Metals	4.5%								
JT	4.5%								
Tag	0.9%								
Talon	1.5%								
GYTR	1.1%								
Moose	1.2%								
Sprocket Specialists	2.4%								
AFAM	0.9%								
Galfer	0.2%								
MSR	0.4%								
Flo	0.5%								
Magnum	0.1%								
Other	4.7%								
Q65									
What brand of battery do you use? Check all that apply.									
Stock/OEM	67.3%								
Yuasa	15.3%								
Fire Power	13.3%								
Tusk	4.8%								
Shorai	4.6%								
Antigravity	4.4%								
Bike Master	3.4%								
Motosport	1.4%								
Odyssey	0.8%								
Other (Please specify)	10.4%								
Q66									
Do you own a truck?									
Yes	80.1%								
No	19.9%								
Q67									
Do you use or have you used CBD?									
Yes	42.3%								
No	57.7%								
Q68									
Do you consume performance/health/fitness products (i.e. protein drinks, pre-workout, etc)?									
Yes	34.3%								
No	40.7%								
Sometimes	25.0%								
Q69									
Do you read <i>Racer X</i> magazine?									
Yes	84.6%								
No	15.4%								
Q70									
On average, how many other people read your copy of <i>Racer X Illustrated</i>?									
0	34.2%								
1	35.5%								
2	21.3%								

3	5.8%							
4	1.4%							
5	0.5%							
6+	1.4%							

Q71

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

Motocross Action	51.6%							
Dirt Bike	36.5%							
American Motorcyclist	21.6%							
Cycle News	20.6%							
MotoPlayground	5.7%							
VMX (Vintage Motocross)	4.1%							
Dirt Wheels	3.7%							
Trail Rider	3.5%							
Upshift	2.6%							
Meta	2.3%							
MXP	1.4%							
None	27.9%							
Other	3.3%							

Q72

What moto podcasts do you listen to?

Pulp MX Show	59.7%							
Racer X Podcast	57.3%							
Whiskey Throttle	40.4%							
Keefer Tested	29.3%							
Gypsy Tales	27.3%							
Main Event	20.8%							
Exhaust	17.0%							
Moto: 60	15.1%							
Re-Raceables	13.4%							
Real Talk 447	12.0%							
Industry Seating	10.5%							
Moto Marketing	6.3%							
Moto X Pod	6.1%							
VMX Radio	1.8%							
Dirt Buzz	1.3%							
The Moto Aftermath Show	1.2%							
None	24.1%							
Other	6.8%							

Q73

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	2.1%	1.7%	8.5%	12.5%	30.4%	27.1%	17.7%
VitalMX.com	27.8%	4.9%	16.8%	16.1%	18.1%	9.5%	6.9%
SwapMotoLive.com	49.4%	5.7%	12.6%	12.4%	13.9%	4.0%	1.9%
PulpMX.com	29.6%	5.2%	15.7%	16.8%	24.5%	6.1%	2.0%
SupercrossLive.com	23.3%	7.4%	27.8%	18.3%	18.4%	2.7%	2.2%
MotocrossActionMag.com	39.2%	7.1%	15.2%	11.4%	13.8%	9.2%	4.3%
AMASupercross.com	28.6%	9.5%	27.3%	15.6%	15.8%	2.3%	0.9%
ThumperTalk.com	50.1%	9.4%	16.3%	11.6%	8.5%	3.4%	0.7%
RacerTV.com	38.8%	7.1%	22.9%	16.0%	12.4%	2.0%	0.8%
CycleNews.com	52.7%	9.0%	13.6%	9.6%	11.2%	3.0%	0.9%
DirtRider.com	56.4%	9.7%	15.3%	8.8%	7.3%	1.9%	0.6%
MXGP.com	47.2%	10.4%	16.8%	12.8%	10.2%	1.3%	1.3%
GNCCRacing.com	60.8%	9.2%	11.5%	9.8%	6.8%	1.3%	0.7%
MXSports.com	55.6%	8.9%	17.7%	10.9%	4.5%	1.4%	1.0%

MotoXAddicts.com	75.0%	7.3%	8.2%	4.1%	4.0%	1.2%	0.3%
MXSportsProRacing.com	71.9%	6.8%	11.2%	5.0%	3.8%	0.4%	0.9%
MXVice.com	78.0%	7.1%	6.4%	4.2%	3.2%	0.6%	0.4%
Transmoto.com.au	86.8%	4.6%	3.8%	2.0%	2.3%	0.3%	0.3%
MotoOnline.com.au	87.9%	3.8%	3.5%	2.0%	1.9%	0.4%	0.4%
MXLarge.com	86.6%	4.4%	3.4%	2.6%	2.3%	0.4%	0.3%
MotoNews.com	84.5%	5.0%	4.9%	2.4%	1.9%	0.8%	0.4%

Q74

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

AMA Motocross	98.1%						
AMA Supercross	96.2%						
FIM World Motocross	58.3%						
Loretta Lynn MX	57.8%						
Motocross of Nations	57.1%						
GNCC	40.1%						
MotoGP	38.8%						
X Games	37.9%						
EnduroCross	29.2%						
Flat Track	25.3%						
AMA Superbike/MotoAmerica	19.6%						
World Superbike	13.9%						
ATV Motocross	10.8%						
Supermoto	7.0%						
Dew Tour	5.3%						
Ice Racing	3.5%						
None	0.8%						
Other	3.3%						

Q75

Did you purchase Peacock for SX/MX viewing?

Yes	72.0%						
No	28.0%						

Q76

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

AMA Motocross	53.8%						
AMA Supercross	45.4%						
GNCC	7.0%						
Loretta Lynn MX	6.2%						
Flat Track	4.9%						
Motocross of Nations	2.0%						
AMA Superbike/MotoAmerica	2.0%						
EnduroCross	1.9%						
FIM World Motocross	1.6%						
MotoGP	1.3%						
X Games	0.4%						
None	17.8%						
Other	15.5%						