

ATV	18.6%								
Enduro	15.8%								
Dual Sport/Adventure	15.3%								
Side-by-Side (UTV)	11.5%								
Vintage MX Bike	11.3%								
Cruiser	10.7%								
Sport Bike	10.7%								
Pee-Wee Gas Powered	7.2%								
Snowmobile	6.9%								
Personal Watercraft	4.1%								
Scooter	3.8%								
Tourer	3.8%								
Trials Bike	2.8%								
Pee-Wee Electric Powered	2.5%								
Go-Kart	1.8%								
Snowbike	0.9%								
Electric Full-size	0.7%								
Other	3.4%								
None	6.3%								

Q16

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

4-Stroke MX	24.0%								
2-Stroke MX	18.3%								
Dual Sport/Adventure	9.4%								
Side-by-Side (UTV)	7.2%								
Pit Bike/Trail Bike	6.2%								
Enduro	4.8%								
Vintage MX Bike	4.1%								
Electric full-size	2.9%								
ATV	2.9%								
Sport Bike	2.4%								
Pee-Wee Gas Powered	2.0%								
Pee-Wee Electric Powered	2.0%								
Snowmobile	2.0%								
Personal Watercraft	1.4%								
Cruiser	1.3%								
Tourer	1.2%								
Trials Bike	0.9%								
Snowbike	0.9%								
Scooter	0.8%								
Go-Kart	0.4%								
Other	2.0%								
None	37.4%								

Q17

Have you been riding more or less in the past year?

More	57.2%								
Less	42.8%								

Q18

What types of off-road (non-racing) recreational riding do you participate in? Check all that apply.

Motocross	69.7%								
Trail	66.6%								
Desert	21.3%								
Dual Sport/Adventure	21.5%								
ATV	13.2%								
UTV	12.1%								
Trials	6.6%								
None	2.9%								
Other	3.7%								

Q19

How many members of your household ride and/or race?

1	42.4%								
2	30.1%								
3	12.9%								
4	5.8%								
5+	3.0%								

KBC	1.8%								
AGV	1.7%								
Airoh	1.7%								
Klim	1.7%								
Suomy	1.6%								
GMax	1.6%								
Shift	1.5%								
EVS	1.4%								
AFX	1.4%								
Just1	1.0%								
Ride 509	1.0%								
Other (Please specify)	6.1%								
I don't own a riding helmet	2.2%								

Q24

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

Alpinestars	63.1%								
Fox	23.3%								
Gaerne	20.6%								
Sidi	10.9%								
O'Neal	7.4%								
THOR	6.5%								
Fly	4.9%								
Leatt	3.6%								
Forma	1.9%								
MSR	1.3%								
Acerbis	1.3%								
Answer	1.1%								
TCX	1.1%								
Other	3.4%								
None	6.2%								

Q25

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

Fox	51.4%								
Fly	35.3%								
THOR	29.9%								
Troy Lee Designs	26.1%								
O'Neal	18.5%								
MSR	15.1%								
Answer	14.9%								
Shift	13.2%								
Fasthouse	9.6%								
Alpinestars	9.4%								
FXR	7.5%								
Moose	6.9%								
Klim	5.5%								
Seven	4.9%								
JT Racing	4.8%								
Hallman Racing	2.4%								
Leatt	1.6%								
TrueMX	1.5%								
Acerbis	1.2%								
Canvas MX	1.1%								
Other (Please specify)	10.0%								
None	4.4%								

Q26

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

Fox	44.9%								
Fly	32.0%								
THOR	26.8%								
Troy Lee Designs	23.1%								
O'Neal	16.2%								
MSR	13.9%								
Answer	12.8%								
Shift	11.1%								
Alpinestars	8.8%								

Fasthouse	7.0%								
FXR	6.8%								
Moose	5.9%								
Klim	5.3%								
Seven	4.5%								
JT Racing	3.8%								
Leatt	1.8%								
Hallman Racing	1.3%								
TrueMX	1.3%								
Renen	1.0%								
Other	11.6%								
None	6.3%								

Q27

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

Fox	49.8%								
Fly	31.5%								
Troy Lee Designs	23.0%								
THOR	19.7%								
100%	19.3%								
O'Neal	12.8%								
MSR	11.4%								
Answer	11.3%								
Alpinestars	10.2%								
Shift	8.2%								
Fasthouse	6.9%								
Mechanix Wear	6.2%								
FXR	4.9%								
Klim	4.1%								
Moose	4.0%								
JT Racing	4.0%								
Seven	3.2%								
Leatt	2.5%								
Oakley	2.0%								
EVS	1.7%								
TrueMX	1.6%								
Defl	1.5%								
Novik	1.5%								
Scott	1.4%								
Hallman Racing	1.0%								
Other	10.5%								
None	3.2%								

Q28

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

100%	52.8%								
Scott	38.9%								
Oakley	35.9%								
Fox	12.4%								
Spy	11.7%								
Smith	9.2%								
EKS	7.7%								
Fly	6.2%								
FMF Vision	4.9%								
Leatt	3.4%								
Dragon	3.3%								
THOR	3.0%								
VonZipper	1.6%								
Flo Vision	1.6%								
509	1.5%								
Pro Grip	1.2%								
Other (Please specify)	8.1%								
None	4.4%								

Q29

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

Fox	32.4%								
Leatt	19.3%								

Other	1.4%								
None	5.0%								
Q36									
How much money have you spent on aftermarket accessories in the last 12 months?									
\$0	4.5%								
\$1-250	10.4%								
\$251-500	19.7%								
\$501-750	13.0%								
\$751-999	9.3%								
\$1,000-1,499	15.9%								
\$1,500+	27.2%								
Q37									
What aftermarket accessories do you plan to purchase in the next 12 months? Check all that apply.									
Tires	78.9%								
Lubricants	72.5%								
Air Filter	61.3%								
Oil Filter	54.2%								
Chain	53.8%								
Grips	51.3%								
Cleaning Products	47.7%								
Sprockets	46.6%								
Graphics/Numbers	40.0%								
Brake Pads	39.1%								
Plastics	29.2%								
Suspension Mods/Components	29.2%								
Hand Tools	23.7%								
Exhaust Pipe	23.4%								
Handlebars	22.8%								
Seat Cover	19.4%								
Chain Guide/Rollers	18.2%								
Silencer/Muffler	15.4%								
Handlebar Controls	15.3%								
Battery	15.1%								
Footpegs	15.1%								
Handguards	14.1%								
Bike Stand	13.9%								
Gear Bag	12.3%								
Wheels/Spokes/Hubs	12.0%								
Shift Lever	11.9%								
Engine Performance Mods	11.8%								
Cables	11.0%								
Clutch Performance Mods	10.8%								
Skidplate	10.3%								
Bike Mat	9.9%								
Rims	9.9%								
Brake Rotor	9.2%								
Seat	8.6%								
Radiator Hoses	7.5%								
Brake Lines	7.2%								
Triple Clamps	6.8%								
Power Washer	6.6%								
Tuning/Engine Mapping Device	6.2%								
Toolbox	5.8%								
Brake Pedal	4.8%								
Steering Dampener	4.2%								
Other (Please specify)	2.2%								
None	12.2%								
Q38									
Do you plan to modify your engine in the next 12 months?									
Yes	18.6%								
No	81.4%								
Q39									
Do you plan to modify/service your suspension in the next 12 months									
Yes	59.8%								
No	40.2%								

Other (Please specify)	3.6%								
JT	1.1%								
Other	1.8%								
Q55									
What brands of chain guide do you use? Check all that apply.									
Stock/OEM	77.3%								
TM Designworks	24.6%								
Acerbis	12.4%								
Polisport	2.9%								
Moose	2.1%								
GYTR	1.8%								
Primary Drive	1.4%								
Lightspeed	1.4%								
Other (Please specify)	2.2%								
None	0.9%								
Q56									
What brand of grips do you use? Check all that apply.									
ODI/Emig Grips	40.7%								
Renthal	38.6%								
Pro Taper	25.8%								
Stock/OEM	20.8%								
Scott	12.4%								
Oury	5.4%								
Pro-Grip	4.3%								
Troy Lee Designs	1.2%								
Tag	1.0%								
O'Neal	1.0%								
Smith	1.0%								
Other (Please specify)	6.8%								
Q57									
What brands of air filters do you use regularly? Check all that apply.									
Twin-Air	72.0%								
Stock/OEM	31.6%								
Uni Filter	17.9%								
No Toil	15.7%								
K&N	9.2%								
Maxima/ProFilter	8.2%								
DT-1	2.5%								
Funnel Web	2.1%								
HiFlo	1.6%								
Moose	1.0%								
Other (Please specify)	2.1%								
Q58									
What brands of oil filters do you use regularly? Check all that apply.									
Stock/OEM	65.9%								
K&N	25.0%								
HiFlo	22.5%								
Maxima	8.1%								
Fram	3.5%								
PC Racing	2.1%								
EMGO	1.5%								
Moose	1.5%								
Parts Unlimited	1.3%								
Other (Please specify)	5.2%								
My bike doesn't use an oil filter	12.6%								
Q59									
What brands of lubricants do you use regularly in your 4-stroke engine or 2-stroke crankcase? Check all that apply.									
Maxima	42.2%								
Bel-Ray	21.4%								
Yamalube	19.5%								
Motorex	17.5%								
Honda-/HP-2	16.7%								
Amsoil	14.5%								
Lucas Oil	12.4%								
Motul	11.7%								

Spectro	4.9%								
Castrol	4.8%								
Mobil 1	4.8%								
Valvoline	4.1%								
Kawasaki	3.3%								
Klotz	2.8%								
Silkolene	2.1%								
Redline	1.8%								
PJ1	1.7%								
Pennzoil	1.6%								
Suzuki/Ecstar	1.6%								
Blud	1.1%								
Firepower	0.9%								
Liqui Moly	0.9%								
Other (Please specify)	5.3%								
Other	4.9%								

Q60

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

Maxima	36.1%								
Amsoil	15.6%								
Yamalube	14.7%								
Bel-Ray	12.1%								
Motorex	10.4%								
Klotz	10.3%								
Motul	8.9%								
Spectro	8.9%								
Lucas Oil	5.5%								
Honda-/HP-2	5.1%								
Castrol	2.6%								
Blendzall	1.4%								
Other (Please specify)	9.2%								
I don't own a 2-stroke	28.1%								

Q61

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

Engine Ice	49.7%								
Maxima	17.7%								
Pro Honda	10.8%								
Bel-Ray	6.2%								
Evans	4.3%								
Motul	4.3%								
Amsoil	4.2%								
Twin-Air IceFlow	3.5%								
Castrol	1.8%								
Red Line	1.7%								
Liquid Performance	1.3%								
Other (Please specify)	10.9%								
I only have an air cooled bike	6.3%								

Q62

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

Pump Gas	76.3%								
VP Racing	33.4%								
Sunoco	10.9%								
Shell	6.4%								
Renegade	2.0%								
ETS	0.7%								

Q63

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

Maxima	52.1%								
Bel-Ray	23.3%								
WD-40	13.9%								
PJ1	10.1%								
Motorex	8.1%								
Motul	5.7%								
Honda-/HP-2	5.5%								
Lucas Oil	5.4%								

4	2.5%							
5	0.4%							
6+	1.7%							

Q72

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

Motocross Action	46.3%							
Dirt Bike	31.8%							
American Motorcyclist	21.8%							
Cycle News	20.6%							
MotoPlayground	6.0%							
Other (Please specify)	4.4%							
VMX (Vintage Motocross)	4.2%							
Dirt Wheels	3.4%							
Trail Rider	3.0%							
Upshift	2.5%							
MXP	1.3%							
Vahna	1.2%							
None	31.5%							

Q73

What moto podcasts do you listen to?

Pulp MX Show	66.0%							
Racer X Race Review Podcast	53.0%							
Whisky Throttle	37.8%							
Gypsy Tales	30.2%							
Keefer Tested	25.0%							
I don't listen to moto podcasts	19.8%							
Exhaust	15.1%							
Moto:60	13.9%							
Re-Raceables	12.4%							
Main Event	8.8%							
Industry Seating	8.2%							
Real Talk 447	6.2%							
Moto X Pod	5.8%							
Bubba's World	4.8%							
Moto Marketing	3.9%							
VMX Radio	2.4%							
The Moto Aftermath Show	1.2%							
Dirt Buzz	1.2%							
Other (Please specify)	8.7%							

Q74

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	1.5%	1.7%	10.1%	14.6%	31.0%	25.6%	15.5%
VitalMX.com	26.0%	6.6%	18.1%	14.4%	17.5%	10.5%	7.0%
SwapMotoLive.com	53.0%	4.8%	12.8%	12.3%	12.4%	3.5%	1,29%
PulpMX.com	28.4%	6.2%	18.7%	18.1%	21.9%	4.9%	1,84%
SupercrossLive.com	24.2%	7.3%	23.9%	20.9%	19.5%	3.3%	1.0%
MotocrossActionMag.com	44.2%	7.2%	14.0%	12.9%	12.8%	5.6%	3.2%
AMASupercross.com	30.1%	8.0%	24.1%	17.4%	15.9%	3.1%	1.5%
ThumperTalk.com	56.4%	10.5%	16.2%	8.4%	6.3%	1.6%	0.5%
RacerTV.com	42.8%	8.4%	22.1%	12.9%	10.6%	2.1%	1.2%
CycleNews.com	55.4%	7.2%	13.4%	8.2%	10.6%	4.1%	1.2%
Vurbmoto.com	56.4%	8.6%	14.4%	9.5%	8.1%	2.1%	1.0%
DirtRider.com	56.7%	9.1%	15.8%	9.1%	6.8%	2.1%	0.5%
MXGP.com	50.8%	9.5%	18.5%	11.5%	8.0%	1.2%	0.7%
GNCCRacing.com	62.3%	9.0%	13.4%	7.7%	5.7%	1.0%	0.9%
MXSports.com	55.8%	9.6%	17.1%	9.0%	6.5%	1.3%	0.8%
MotoXAddicts.com	81.1%	5.3%	6.5%	3.3%	2.3%	0.9%	0.7%
MXSportsProRacing.com	72.6%	7.4%	8.6%	6.4%	3.9%	0.4%	0.7%
MXVice.com	81.2%	6.2%	5.7%	2.9%	2.5%	1.0%	0.5%
Transmoto.com.au	89.0%	4.0%	3.6%	1.1%	1.3%	0.5%	0.5%
MotoOnline.com.au	91.1%	2.8%	2.7%	1.1%	1.6%	0.2%	0.5%
MXLarge.com	91.2%	3.0%	2.5%	0.9%	1.3%	0.8%	0.4%
MotoNews.com	87.4%	4.0%	4.6%	1.2%	1.5%	0.7%	0.7%

