

## 2023 Racer X Readers' Choice Survey

Q1	
<b>Age:</b>	
Under 18	1.2%
18-20	1.6%
21-24	2.3%
25-34	13.4%
35-44	19.9%
45-54	21.6%
55-59	15.5%
60+	24.5%
Q2	
<b>Country:</b>	
United States of America	93.3%
Canada	3.9%
Australia/New Zealand	0.9%
United Kingdom of Great Britain and Northern Ire	0.4%
Other	1.5%
Q3	
<b>Annual household income:</b>	
Under \$15K	1.5%
\$15-24K	2.8%
\$25-39K	4.7%
\$40-74K	19.5%
\$75-99K	16.8%
\$100-149K	27.2%
\$150K+	27.5%
Q4	
<b>Do you own a motorcycle or Powersports Vehicle?</b>	
Yes	93.7%
No	6.3%
Q5	
<b>How many bikes do you own? Avg. 2.9</b>	
1	22.0%
2	23.0%
3	17.7%
4	12.3%
5+	25.0%
Q6	
<b>What size bike(s) do you own?</b>	
0-50cc	17.2%
51-60cc	2.9%
61-80cc	12.3%
81-110cc	23.4%
111-125cc	27.3%
126-175cc	11.9%
176-250cc	45.2%
251-300cc	20.2%
301-350cc	11.9%
351-500cc	41.4%
501-650cc	9.8%
651-800cc	7.4%
801-1000cc	8.8%
1001cc+	14.7%
Electric	2.7%
Q7	
<b>What year(s) is your bike?</b>	
Pre 65	1.9%
66-69	3.4%
70-79	16.30%
80-89	14.7%
90-99	14.0%
2000-2009	46.0%
2010-2015	23.6%
2016-2021	49.5%
2022-2024	36.9%
Q8	
<b>What brands of motorcycles do you own or are in your household? Check all that apply.</b>	

Honda	52.2%								
Yamaha	48.0%								
KTM	34.1%								
Kawasaki	31.8%								
Suzuki	18.9%								
Husqvarna	14.6%								
Harley-Davidson	10.8%								
GasGas	5.0%								
Beta	3.2%								
BMW	2.9%								
Triumph	2.5%								
SSR	1.5%								
Ducati	1.2%								
Cobra	1.1%								
Can-Am	1.1%								
Other	13.8%								
None	7.0%								
<b>Q9</b>									
<b>What types of powersports vehicles do you own or are in your household? Check all that apply.</b>									
4-Stroke MX	61.7%								
2-Stroke MX	50.7%								
Pit Bike/Trail Bike	34.7%								
Enduro	21.8%								
Dual Sport/Adventure	20.3%								
ATV	20.1%								
Vintage MX Bike	17.8%								
Side-by-Side (UTV)	13.3%								
Sport Bike	11.2%								
Cruiser	10.8%								
Snowmobile	9.2%								
Pee-Wee Gas Powered	7.9%								
Personal Watercraft	5.4%								
Scooter	5.0%								
Tourer	4.8%								
Trials Bike	4.1%								
Pee-Wee Electric Powered	1.5%								
Go-Kart	1.1%								
Electric Full-size	1.2%								
Snowbike	1.0%								
Other	3.7%								
None	6.3%								
<b>Q10</b>									
<b>Do you own an electric motorcycle?</b>									
Yes	2.7%								
No	97.3%								
<b>Q11</b>									
<b>What brand of electric motorcycle?</b>									
KTM	20.7%								
Oset	13.8%								
Zero	13.8%								
Husqvarna	3.5%								
Stark Varg	3.5%								
Other	44.8%								
<b>Q12</b>									
<b>Do you plan to buy an electric motorcycle?</b>									
Yes	15.4%								
No	84.6%								
<b>Q13</b>									
<b>What brand of electric motorcycle do you plan to buy?</b>									
Stark Varg	42.0%								
KTM	21.0%								
Husqvarna	6.4%								
GasGas	5.7%								
Zero	4.5%								
Beta	4.5%								
Oset	1.3%								
Other	31.9%								
<b>Q14</b>									

























Honda-/HP-2	4.7%									
Lucas Oil	3.5%									
Castrol	1.4%									
Blendzall	1.4%									
Redline	1.3%									
Other	5.4%									
I don't own a 2-stroke	27.0%									
<b>Q75</b>										
<b>Which brands of engine coolant do you use regularly? Check all that apply.</b>										
Engine Ice	52.2%									
Maxima	18.9%									
Pro Honda	12.1%									
Bel-Ray	6.3%									
Evans	4.3%									
Motul	4.2%									
Twin-Air IceFlow	3.6%									
Amsoil	3.0%									
Red Line	2.3%									
Liquid Performance	1.3%									
Castrol	1.2%									
Other	11.3%									
I only have an air cooled bike	6.8%									
<b>Q76</b>										
<b>What brand(s) of fuel do you use regularly? Check all that apply.</b>										
Pump Gas	79.2%									
VP Racing	31.8%									
Sunoco	11.7%									
Shell	6.2%									
Renegade	1.4%									
ETS	1.0%									
<b>Q77</b>										
<b>What brands of chain lubricant do you use regularly? Check all that apply.</b>										
Maxima	50.9%									
Bel-Ray	22.3%									
WD-40	16.5%									
PJ1	9.8%									
Motorex	9.7%									
Pro Honda	6.6%									
Motul	6.3%									
Lucas Oil	5.0%									
Yamalube	4.8%									
Amsoil	2.9%									
Silkolene	2.1%									
Spectro	1.4%									
Klotz	1.2%									
Renthal	1.2%									
Other	7.0%									
<b>Q79</b>										
<b>What brand of battery do you use? Check all that apply.</b>										
Stock/OEM	73.9%									
Yuasa	18.3%									
Fire Power	16.8%									
Antigravity	11.0%									
Tusk	7.3%									
Shorai	4.8%									
Bike Master	3.7%									
Motosport	1.1%									
Other	3.3%									
My bike doesn't use a battery	17.7%									
<b>Q80</b>										
<b>Do you own a truck?</b>										
Yes	79.8%									
No	20.2%									
<b>Q81</b>										
<b>Do you use or have you used CBD?</b>										
Yes	32.9%									
No	67.1%									
<b>Q82</b>										



Dirt Buzz	0.5%						
Other	9.3%						
I don't listen to moto podcasts	21.0%						

**How often do you visit each of the following websites?**

Q89	Never	Once a year	Once every few months	Once a month	Once a week	Once a day	Multiple times per day
RacerXOnline.com	1.1%	2.00%	12.08%	12.75%	33.46%	25.89%	12.66%
VitalMX.com	27.6%	4.40%	18.85%	14.52%	19.33%	9.90%	5.38%
SwapMotoLive.com	51.7%	5.70%	15.43%	10.70%	11.28%	3.57%	1.54%
PulpMX.com	28.8%	6.80%	17.69%	17.02%	22.60%	5.29%	1.73%
SupercrossLive.com	23.4%	9.00%	26.71%	16.78%	20.93%	2.60%	0.58%
MotocrossActionMag.com	41.8%	7.60%	16.86%	11.66%	13.01%	6.74%	2.31%
AMASupercross.com	30.9%	9.30%	26.18%	16.75%	14.24%	2.12%	0.48%
ThumperTalk.com	59.3%	9.50%	15.35%	8.49%	5.50%	1.54%	0.29%
RacerTV.com	42.6%	9.10%	24.08%	12.04%	10.02%	1.73%	0.39%
CycleNews.com	54.4%	5.90%	14.95%	7.62%	12.73%	3.66%	0.68%
Vurbmoto.com	56.8%	7.50%	16.54%	10.19%	6.63%	1.54%	0.77%
DirtRider.com	58.8%	9.80%	15.83%	8.35%	5.28%	1.44%	0.48%
MXGP.com	50.4%	10.80%	18.62%	11.80%	7.10%	0.86%	0.38%
GNCCRacing.com	64.2%	8.80%	12.70%	7.22%	5.29%	1.25%	0.48%
MXSports.com	56.8%	8.80%	18.09%	9.53%	5.39%	0.96%	0.38%
MotoXAddicts.com	82.9%	5.80%	6.24%	3.27%	1.34%	0.29%	0.19%
MXSportsProRacing.com	75.1%	5.90%	10.85%	4.61%	2.50%	0.58%	0.48%
MXVice.com	83.4%	5.30%	6.45%	2.99%	1.06%	0.48%	0.29%
Transmoto.com.au	90.6%	3.20%	3.27%	1.83%	0.48%	0.48%	0.10%
MotoOnline.com.au	91.4%	2.80%	3.08%	1.44%	0.77%	0.38%	0.10%
MXLarge.com	89.6%	4.10%	3.85%	1.54%	0.38%	0.29%	0.19%
MotoNews.com	87.2%	4.70%	4.52%	2.50%	0.77%	0.7%	0.10%

**Q90**

**Which of the following platforms do you use to get information from Racer X? Check all that apply.**

Racer X Website	75.9%						
Racer X Magazine	52.4%						
Instagram	43.2%						
Youtube	38.4%						
Facebook	35.3%						
Podcast	26.4%						
Email Newsletter	22.0%						
Twitter/X	14.0%						

**Q91**

**What types of motorcycle racing have you watched on TV/streamed in the last 12 months? Check all that apply.**

AMA Motocross	97.7%						
AMA Supercross	97.3%						
Motocross of Nations	72.3%						
FIM World Motocross	53.5%						
X Games	27.8%						
Loretta Lynn MX	48.7%						
GNCC	34.2%						
EnduroCross	25.3%						
Arenacross	40.5%						
MotoGP	33.1%						
World Supercross (WSX)	54.3%						
Flat Track	18.9%						
AMA Superbike/MotoAmerica	15.4%						
Supermoto	6.3%						
World Superbike	9.4%						
Dew Tour	2.8%						
ATV Motocross	7.7%						
Ice Racing	1.7%						
I don't watch motorcycle racing on TV	0.4%						
Other	3.0%						

**Q92**

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

AMA Motocross	61.9%						
AMA Supercross	54.8%						
Motocross of Nations	5.9%						
FIM World Motocross	1.4%						
X Games	1.1%						



Loretta Lynn MX	4.1%							
GNCC	6.5%							
EnduroCross	2.6%							
Arenacross	7.2%							
MotoGP	1.5%							
Flat Track	4.2%							
AMA Superbike/MotoAmerica	3.0%							
I don't attend events	14.9%							
Other	8.7%							