	eaders' Choice Survey	
1		
ge:		
nder 18 years old	1.0%	
8-20 years old	1.6%	
11-24 years old	2.6%	
5-34 years old	22.4%	
5-44 years old	25.1%	
15-54 years old	17.2%	
5-59 years old	11.6%	
60+	18.6%	
2		
nnual household income:		_
nder \$30K	5.9%	
31K-\$50K	7.9%	
51K-\$80K	15.2%	
31K-\$100K	16.6%	
101K-\$150K	26.2%	
151K-\$249K	19.9%	
250K+	8.4%	
3		
o you own a motorcycle?		
es	90.0%	
lo	10.0%	
4		
ow many bikes do you own?		
	24.1%	
	27.3%	
	17.0%	
	9.9%	
	21.6%	
hat size bike(s) do you own	?	
50cc	14.5%	
60cc	3.9%	
L-80cc	11.0%	
1-110cc	19.6%	
11-125cc	22.1%	
26-175cc	11.5%	
.76-250cc	40.0%	
51-300cc	25.5%	
01-350cc	12.8%	
51-500cc	35.4%	
01-650cc	9.2%	
51-800cc	9.7%	
1-1000cc	8.9%	
01cc+	11.6%	
ectric	4.2%	

06		
Q6 What kind of bike stand do you use?		
Box	56.5%	
Lift	37.7%	
Side/kick stand	37.1%	
Friangle	30.3%	
None	2.7%	
Other (Please specify)	4.6%	
Other (Please specify)	4.6%	
Q7		
What year(s) is your bike?		
Pre 65	1.3%	
66-69	2.0%	
70-79	13.1%	
80-89	13.1%	
90-99	14.9%	
2000-2009	42.1%	
2010-2015	21.4%	
2016-2021	43.5%	
2022-2024	46.6%	
2025	4.5%	
2023	4.5%	
Q8		
	own or are in your household? Check a	l that
apply.		
Honda	52.1%	
Yamaha	44.4%	
Kawasaki	29.6%	
KTM	26.6%	
KTIVI	20.070	and the second s
Suzuki	19.3%	
Suzuki		
Suzuki Husqvarna	19.3% 11.8%	
Suzuki Husqvarna Harley-Davidson	19.3% 11.8% 7.1%	
Suzuki Husqvarna Harley-Davidson GasGas	19.3% 11.8% 7.1% 4.9%	
Suzuki Husqvarna Harley-Davidson GasGas BMW	19.3% 11.8% 7.1% 4.9% 4.1%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta	19.3% 11.8% 7.1% 4.9% 4.1% 3.8%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric) Beta (Electric) Beta (Electric)	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric) Beta (Electric) Stark Varg Razor	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.1% 0.8%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric) Beta (Electric) Beta (Electric) Beta (Electric) Stark Varg Razor Super Bolt	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.1% 1.1	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric) Beta (Electric) Stark Varg Razor Super Bolt TM	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.1% 0.8% 0.7%	
Suzuki Husqvarna Harley-Davidson GasGas BMW Beta Honda (Electric) Triumph STACYC KTM (Electric) Kawasaki (Electric) Ducati Sherco Can-Am Cobra Surron SSR GasGas (Electric) Beta (Electric) Beta (Electric) Beta (Electric) Stark Varg Razor Super Bolt	19.3% 11.8% 7.1% 4.9% 4.1% 3.8% 3.2% 3.1% 2.7% 2.4% 2.2% 1.9% 1.6% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.1% 1.1	

Rawrr	0.5%	
Aprilia	0.5%	
SWM	0.5%	
Zero	0.5%	
'CF	0.4%	
Oset	0.4%	
Christini	0.4%	
Gowow	0.3%	
Cake	0.3%	
Flux	0.2%	
Kove	0.1%	
Other (Please specify)	7.7%	
I don't own a motorcycle	8.3%	
Q9		
What types of powersports vehicles do y all that apply.	ou own or are in your household? Check	
4-Stroke MX	52.9%	
2-Stroke MX	44.8%	
Pit Bike/Trail Bike	29.9%	
Enduro	21.8%	
ATV	17.5%	
Dual Sport/Adventure	17.2%	
Vintage MX Bike	16.3%	
Sport Bike	12.8%	
Side-by-Side (UTV)	10.8%	
Cruiser	9.8%	
Pee-Wee Gas Powered	8.6%	
Boat	6.8%	
Snowmobile	5.7%	
Scooter	4.6%	
Trials Bike	4.6%	
Pee-Wee Electric Powered	4.5%	
Electric Full-size	4.0%	
Personal Watercraft (jet ski, etc)	3.8%	
Tourer	3.3%	
Go-Kart	2.8%	
Snowbike	0.8%	
Other (Please specify)	2.3%	
I don't own a powersport vehicle	7.8%	
· · ·		
Q10		
What types of powersports vehicles do y	ou plan to purchase in the next 12	
months? Check all that apply.		
4-Stroke MX	34.9%	
2-Stroke MX	28.4%	
Dual Sport/Adventure	14.3%	
Pit Bike/Trail Bike	12.6%	
Enduro	12.1%	
Vintage MX Bike	12.0%	
Side-by-Side (UTV)	10.0%	
Electric Full-size	9.9%	
ATV	8.3%	
Sport Bike	7.2%	
Pee-Wee Gas Powered	6.9%	
Cruiser	5.9%	

Pee-Wee Electric Powered	5.9%	
Boat	5.3%	
Snowmobile	4.7%	
Snowmobile Trials Bike		
	4.2%	
Go-Kart	4.2%	
Personal Watercraft (jet ski, etc)	3.3%	
Scooter	2.8%	
Tourer	2.7%	
Snowbike	1.7%	
Other (Please specify)	1.4%	
I don't plan to purchase a powersports vehicle	33.3%	
Q11		
Do you insure your powersports vehicle(s)?		
Yes	61.0%	
No No	39.0%	
I don't own a powersports vehicle	6.8%	
i don i own a powersports venicle	0.0/0	
Q12		
With who?		
Progressive	35.8%	
GEICO	18.6%	
State Farm	13.5%	
All State	12.6%	
Erie	3.3%	
NationWide	2.6%	
Other (Please specify)	13.5%	
Q13		
Have you been riding more or less in the past yea	r?	
mare you been maing more or less in the past yea		
More	61.8%	
More	61.8%	
More Less	61.8%	
More Less	61.8%	
More Less Q14 What types of off-road (non-racing) recreational i	61.8% 38.2%	in?
More Less Q14 What types of off-road (non-racing) recreational in Check all that apply.	61.8% 38.2% riding do you participate	in?
More Less Q14 What types of off-road (non-racing) recreational r Check all that apply. Motocross	61.8% 38.2% riding do you participate	in?
More Less Q14 What types of off-road (non-racing) recreational in Check all that apply.	61.8% 38.2% riding do you participate 67.2% 59.4%	in?
More Less Q14 What types of off-road (non-racing) recreational r Check all that apply. Motocross	61.8% 38.2% riding do you participate	in?
More Less Q14 What types of off-road (non-racing) recreational r Check all that apply. Motocross Trail	61.8% 38.2% riding do you participate 67.2% 59.4%	in?
More Less Q14 What types of off-road (non-racing) recreational in Check all that apply. Motocross Trail Desert Dual Sport/Adventure	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5%	in?
More Less Q14 What types of off-road (non-racing) recreational r Check all that apply. Motocross Trail Desert	61.8% 38.2% Fiding do you participate 67.2% 59.4% 19.5% 25.6%	in?
More Less Q14 What types of off-road (non-racing) recreational of Check all that apply. Motocross Trail Desert Dual Sport/Adventure Trials	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4%	in?
More Less Q14 What types of off-road (non-racing) recreational recreational recreational recreational recreational recreational recreational recreational recreation recreatio	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1%	in?
More Less Q14 What types of off-road (non-racing) recreational riding	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9%	in?
More Less Q14 What types of off-road (non-racing) recreational riding	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1%	in?
More Less Q14 What types of off-road (non-racing) recreational of Check all that apply. Motocross Trail Desert Dual Sport/Adventure Trials ATV UTV I don't participate in off-road recreational riding Other (Please specify)	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9%	in?
More Less Q14 What types of off-road (non-racing) recreational riding	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9%	in?
More Less Q14 What types of off-road (non-racing) recreational of Check all that apply. Motocross Trail Desert Dual Sport/Adventure Trials ATV UTV I don't participate in off-road recreational riding Other (Please specify)	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9% 3.1%	in?
More Less Q14 What types of off-road (non-racing) recreational riding Other (Please specify) Q15	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9% 3.1%	in?
More Less Q14 What types of off-road (non-racing) recreational recre	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9% 3.1%	in?
More Less Q14 What types of off-road (non-racing) recreational recrea	61.8% 38.2% riding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9% 3.1% /or race? 40.2% 29.1%	in?
More Less Q14 What types of off-road (non-racing) recreational riding Other (Please specify) Q15 How many members of your household ride and/1 2	61.8% 38.2% fiding do you participate 67.2% 59.4% 19.5% 25.6% 10.6% 14.4% 12.1% 2.9% 3.1%	in?

None	7.7%		
None	1.170		
Q16			
What types of riding or organized racing do	you or someone in your ho	usehold	
participate in? Check all that apply.			
Motocross	60.9%		
Recreational	36.7%		
Hare Scrambles	23.8%		
Enduro	20.4%		
Desert	11.9%		
Vintage/Historic	10.8%		
Pit Bike	9.9%		
GNCC	9.1%		
Arenacross	9.0%		
Grand Prix (Moto and XC hybrid)	7.9%		
Bike Cross Country	7.3%		
Supercross	7.2%		
ATV	6.1%		
Observed Trials	5.0%		
Freestyle	4.4%		
Flat Track	4.3%		
EnduroCross	3.6%		
24-Hour Races	2.8%		
Other (Please specify)	5.7%		
V	2.7,0		
Q17			
Q17 Do you purchase motorcycle gear and hard	parts?		
	parts?		
Do you purchase motorcycle gear and hard			
Do you purchase motorcycle gear and hard Yes	91.3%		
Do you purchase motorcycle gear and hard Yes No	91.3%		
Do you purchase motorcycle gear and hard Yes No Q18	91.3% 8.7%		
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in	91.3% 8.7%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply.	91.3% 8.7% In the next 12 months? Check	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves	91.3% 8.7% h the next 12 months? Check	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants	91.3% 8.7% h the next 12 months? Check 63.0% 59.0%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey	91.3% 8.7% In the next 12 months? Check 63.0% 59.0% 57.4%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles	91.3% 8.7% n the next 12 months? Check 63.0% 59.0% 57.4% 54.4%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots	91.3% 8.7% h the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants	91.3% 8.7% h the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector	91.3% 8.7% h the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket	91.3% 8.7% 8.7% 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1%	k all that	
Po you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector	91.3% 8.7% 1. the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector Kidney Belt	91.3% 8.7% h the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9% 7.5%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector Kidney Belt Elbow Guards	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9% 7.5% 7.3%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector Kidney Belt Elbow Guards Wrist Brace	91.3% 8.7% 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9% 7.5% 7.3% 6.7%	k all that	
Po you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector Kidney Belt Elbow Guards Wrist Brace Cooling Vest	91.3% 8.7% 1 the next 12 months? Check 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9% 7.5% 7.3% 6.7% 6.3%	k all that	
Do you purchase motorcycle gear and hard Yes No Q18 What riding gear do you plan to purchase in apply. Gloves Pants Jersey Goggles Helmet Boots Socks Chest Protector Knee Brace Body Armor Compression Undergarments Hydration Pack Enduro Jacket Neck Protector Kidney Belt Elbow Guards Wrist Brace	91.3% 8.7% 63.0% 59.0% 57.4% 54.4% 52.1% 43.9% 31.4% 22.8% 19.1% 13.6% 12.5% 11.1% 10.1% 8.9% 7.5% 7.3% 6.7%	k all that	

Q19			
What brands of helmets do you own	2 Chack all that apply		
Bell	36.9%		
Fox	28.5%		
	25.3%		
Fly			
Shoei	21.8%		
Troy Lee Designs	18.4%		
HJC	13.6%		
Arai	12.9%		
6D	12.2%		
Alpinestars	9.4%		
O'Neal	7.9%		
Thor	6.9%		
MSR	5.5%		
Leatt	4.9%		
Answer	4.4%		
Scorpion	3.9%		
FXR	3.4%		
LS2	3.4%		
EVS	3.3%		
Acerbis	3.2%		
Klim	2.8%		
AGV	2.3%		
Shift	2.1%		
AFX	2.0%		
Suomy	2.0%		
Ride 509	2.0%		
КВС	2.0%		
Airoh	1.9%		
Just1	1.6%		
Z1R	1.6%		
GMax	1.5%		
UFO	1.5%		
Pro Grip	1.4%		
RDRCO	1.1%		
SMK	1.1%		
Givi	0.9%		
күт	0.8%		
Other (Please specify)	2.8%		
I don't own a riding helmet	3.3%		
The state of the s	5.570		
Q20			
What brands of boots do you own?			
Alpinestars	58.1%		
Gaerne	23.3%		
Fox	22.9%		
Sidi	14.5%		
Fly	9.8%		
O'Neal	9.8%		
THOR	5.7%		
Leatt	5.2%		
Moose	3.8%		
MSR	3.8%		
TCX	3.3%		
Forma	3.0%		
Shift	2.7%		
Joint Land	L.1/0		

Atlas	2.6%	
Answer	2.6%	
Acerbis	2.2%	
Bilt	2.0%	
FXR	2.0%	
Arc	1.7%	
RDRCO	1.3%	
Other (Please specify)	2.2%	
I don't own riding boots	7.8%	
Q21		
What brands of jerseys do you own?	Check all that apply.	
Fox	41.9%	
Fly	34.7%	
THOR	25.7%	
Troy Lee Designs	22.1%	
O'Neal	18.0%	
MSR	17.2%	
Alpinestars	15.8%	
Shift	11.6%	
FXR/FTA	10.1%	
Answer	9.9%	
Fasthouse	9.0%	
Moose	8.0%	
Klim	6.4%	
Seven	6.4%	
JT Racing	5.1%	
One Industries	3.5%	
Leatt	3.2%	
Acerbis	3.1%	
Canvas MX	3.0%	
Hallman Racing	2.2%	
TrueMX	2.2%	
Bilt	1.9%	
Renen	1.7%	
Ride 509	1.6%	
RDRCO	1.6%	
UFO	1.5%	
Pro Grip	1.3%	
Enthrown	1.2%	
REV'IT	1.2%	
Ridge Moto	1.2%	
Just1	0.8%	
Other (Please specify)	4.6%	
I don't own jerseys	6.5%	
Q22		
	haalaall Ahataanah	
What brands of pants do you own? C		
Fox	38.9%	
Fly	31.0%	
THOR	22.3%	
Troy Lee Designs	19.1%	
Shift	15.6%	
Answer	15.1%	
MSR	14.8%	

eatt	10.6%			
)'Neal	9.3%			
Moose	9.3%			
(lim	8.1%			
T Racing	8.1%			
asthouse	7.5%			
	6.1%			
even				
Alpinestars	5.1%			
XR/FTA	4.7%			
cerbis	4.6%			
JFO	3.7%			
ro Grip	2.8%			
DRCO	2.3%			
Iallman Racing	2.3%			
Renen	2.2%			
Canvas MX	2.2%			
rueMX	2.0%			
One Industries	1.9%			
inthrown	1.8%			
tidge Moto	1.7%			
tide 509	1.6%			
REV'IT	1.5%			
silt	1.4%			
ust1	1.2%			
Other (Please specify)	0.8%			
don't own riding pants	8.0%			
don't own riding pants	8.0%			
) 223 Vhat brands of gloves do you own? C	Check all that apply.			
023 What brands of gloves do you own? C Ox	Check all that apply. 45.5%			
023 What brands of gloves do you own? C ox ly	Check all that apply. 45.5% 32.8%			
023 What brands of gloves do you own? Cox ly roy Lee Designs	Check all that apply. 45.5% 32.8% 21.3%			
023 What brands of gloves do you own? Coox ly iroy Lee Designs 00%	Check all that apply. 45.5% 32.8% 21.3% 20.6%			
NATURE TO SEE THE PROPERTY OF	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3%			
023 What brands of gloves do you own? Coox ly iroy Lee Designs 00%	Check all that apply. 45.5% 32.8% 21.3% 20.6%			
NATURE TO SEE THE PROPERTY OF	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3%			
Nhat brands of gloves do you own? Cox ly roy Lee Designs 00% THOR	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0%			
Nhat brands of gloves do you own? Cox ly roy Lee Designs 00% HOR alpinestars	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7%			
NATE OF THE PROPERTY OF THE PR	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Alpinestars J'Neal JSR Answer asthouse	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7%			
Nhat brands of gloves do you own? Cox Ox Ily Troy Lee Designs OO% HOR Ilpinestars O'Neal MSR Answer asthouse hift	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5%			
Nhat brands of gloves do you own? Cox ly roy Lee Designs 00% HOR Ilpinestars D'Neal MSR Inswer Tasthouse hift XR/FTA	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5%			
Nhat brands of gloves do you own? Cox Vox Voy Voy Voy Voy Voy Voy V	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Ilpinestars D'Neal MSR Answer Sasthouse hift XR/FTA Mechanix Wear	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Alpinestars D'Neal ASR Answer Fasthouse Inift XX/FTA Alechanix Wear Aloose	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 7.5% 6.5% 5.8% 5.5%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Alpinestars I'Neal ASR Answer asthouse hift XXF/TA Aechanix Wear Aoose Clim eatt	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Alpinestars D'Neal ASR Answer Fasthouse Inift XX/FTA Alechanix Wear Aloose	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% HOR Alpinestars I'Neal ASR Answer asthouse hift XXF/TA Aechanix Wear Aoose Clim eatt	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0%			
Nhat brands of gloves do you own? Cox Ox Ily Troy Lee Designs OO% HOR Ilpinestars O'Neal MSR Inswer fasthouse hift XR/FTA Mechanix Wear Moose Ilim eatt even	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6%			
Nhat brands of gloves do you own? Cox Ily Iroy Lee Designs OO% IHOR Islpinestars O'Neal I/ISR Islsthouse Ihift XR/FTA I/Idechanix Wear I/Ioose Islim IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1%			
Nhat brands of gloves do you own? O OX Ily Troy Lee Designs OO% CHOR Alpinestars D'Neal ASR Answer Sasthouse hift XR/FTA Alechanix Wear Aloose Clim eatt even T Racing Dakley One Industries	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8%			
Nhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% THOR Alpinestars D'Neal ASR Answer Tasthouse Thift XXR/FTA Alechanix Wear Aloose Clim Teating Dakley One Industries VS	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5%			
Vhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% THOR Alpinestars D'Neal ASR Answer asthouse hift XXF/FTA Alechanix Wear Aloose Clim eatt even T Racing Dakley One Industries VS Deft	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5% 2.1%			
Vhat brands of gloves do you own? Cox Ox Ily Froy Lee Designs OO% HOR Alpinestars D'Neal ASR Answer asthouse hift XR/FTA Mechanix Wear Moose Ilim eatt even T Racing Oakley One Industries VS Oeft	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5% 2.1%			
Nhat brands of gloves do you own? Cox Ox Ily Troy Lee Designs OO% HOR Ilpinestars O'Neal MSR Answer fasthouse hift XXR/FTA Mechanix Wear Moose Ilim eatt even T Racing Oakley One Industries IVS Oeft Iovik Cott	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5% 2.1% 2.1%			
Vhat brands of gloves do you own? Cox Ily Troy Lee Designs 00% CHOR Ilpinestars D'Neal MSR Inswer Sasthouse Shift XR/FTA Mechanix Wear Moose Clim Eeatt Eeven T Racing Dakley One Industries VS Deft Llovik Lovik	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5% 2.1% 2.1% 2.1% 1.8%			
Nhat brands of gloves do you own? Cox Ox Ily Troy Lee Designs OO% HOR Ilpinestars O'Neal MSR Answer fasthouse hift XXR/FTA Mechanix Wear Moose Ilim eatt even T Racing Oakley One Industries IVS Oeft Iovik Cott	Check all that apply. 45.5% 32.8% 21.3% 20.6% 17.3% 16.0% 13.7% 13.4% 9.2% 7.7% 7.5% 6.5% 5.8% 5.5% 4.0% 3.6% 3.4% 3.1% 2.8% 2.5% 2.1% 2.1%			

UFO	1.6%	
REV'IT	1.6%	
Five	1.4%	
Ride 509	1.3%	
Pro Grip	1.2%	
Ridge Moto	1.2%	
Risk	1.1%	
Renen	1.1%	
Enthrown	1.0%	
Other (Please specify)	5.9%	
I don't own riding gloves	4.8%	
Q24		
What brands of goggles do you own?	Chack all that apply	
100%	51.7%	
Scott	33.9%	
Oakley	33.5%	
Fox	14.5%	
Smith	10.9%	
Spy	10.7%	
EKS	8.6%	
FMF Vision	8.5%	
Fly	6.7%	
Dragon	5.0%	
Leatt	4.2%	
THOR	3.8%	
509	3.6%	
Flo Vision	3.6%	
VonZipper	3.1%	
Pro Grip	2.5%	
Blur	2.5%	
TrueMX	2.3%	
Havoc	2.1%	
RDRCO	2.0%	
Answer	2.0%	
Moose	2.0%	
EVS	1.9%	
Cosmic	1.7%	
Viral	1.5%	
Just1	1.4%	
ARC	1.1%	
Other (Please specify)	2.8%	
I don't own goggles	5.4%	
Q25		
What brands of chest protector/bod		that apply.
Fox	23.1%	
Alpinestars	17.3%	
Leatt	16.8%	
THOR	12.5%	
EVS	11.6%	
Troy Lee Designs	6.9%	
Fly	6.4%	
HRP	4.7%	
Acerbis	4.7%	

-1	
O'Neal	4.4%
MSR	4.0%
tlas	3.6%
1oose	2.7%
nswer	2.6%
Bilt	2.3%
Forcefield	2.2%
Shift	2.2%
RXR	1.9%
Ride 509	1.8%
G-Form	1.5%
Other (Please specify)	2.5%
I don't own a chest protector	21.9%
•	
Q26	
What brands of neck braces do you ow	vn? Check all that apply.
Leatt	17.2%
Atlas	10.6%
Alpinestars	9.4%
EVS	8.6%
O'Neal	5.0%
Fly	4.7%
REV'IT	4.6%
Other (Please specify)	0.3%
I don't own a neck brace	61.4%
I GOILL OWIL & HECK DIACE	01.470
Q27	
What brands of knee braces do you ov	vn? Check all that apply.
EVS	28.1%
Asterisk	18.3%
CTI/Ossur	17.4%
Mobius	16.6%
Leatt	15.9%
POD	14.5%
	14.0%
Alpinestars Travelag Designs	
Troy Lee Designs	10.6%
Fly	7.6%
Atlas	5.8%
RXR	5.0%
Other (Please specify)	3.7%
I don't own knee braces	48.7%
020	
Q28	
What brands of knee pads/sleeves do	
EVS	35.5%
Fox	24.2%
Leatt	15.2%
Alpinestars	14.7%
THOR	10.6%
Fly Racing	8.4%
O'neal	8.0%
Acerbis	6.6%
Ride 509	6.5%
Troy Lee Designs	6.2%
	0.270

Answer	5.4%	
Moose	4.6%	
Bilt	4.5%	
Forcefield		
G-Form	4.3% 3.1%	
Other (Please specify)	3.1%	
I don't own knee pads/sleeves	39.2%	
Q29		
Do you own a gear bag?		
Yes	71.1%	
No	28.9%	
222		
Q30		
What brand(s)? OGIO	38.1%	
Fox	19.7%	
O'Neal	19.7%	
Fly	10.4%	
	10.4%	
Alpinestars MSR	9.2%	
Rocky Mountain	7.8%	
Thor	6.7%	
Troy Lee	5.7%	
Klim	5.2%	
Zulz	3.8%	
Other (Diese specify)	1 / 00/	
Other (Please specify)	14.0%	
	14.0%	
Other (Please specify) Q31	14.0%	
Q31 What method do you use most often to puro	hase your Stock/OEM	parts?
Q31 What method do you use most often to puro Local Powersports Shop		parts?
Q31 What method do you use most often to puro Local Powersports Shop Online	chase your Stock/OEM 24.8% 68.4%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts	chase your Stock/OEM 24.8%	parts?
Q31 What method do you use most often to puro Local Powersports Shop Online	chase your Stock/OEM 24.8% 68.4%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts	24.8% 68.4% 5.7%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify)	24.8% 68.4% 5.7%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify)	24.8% 68.4% 5.7% 1.2%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O	24.8% 68.4% 5.7% 1.2%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O	24.8% 68.4% 5.7% 1.2%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain	24.8% 68.4% 5.7% 1.2% EM parts? 68.2% 67.6%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon	24.8% 68.4% 5.7% 1.2% EM parts? 68.2% 67.6% 26.1%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay	24.8% 68.4% 5.7% 1.2% EM parts? 68.2% 67.6% 26.1% 23.2%	parts?
What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon E-Bay Direct from the company	24.8% 68.4% 5.7% 1.2% BEM parts? 68.2% 67.6% 26.1% 23.2% 12.6%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral	24.8% 68.4% 5.7% 1.2% SEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply	24.8% 68.4% 5.7% 1.2% PEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply Facebook Marketplace	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0% 4.9%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply	24.8% 68.4% 5.7% 1.2% PEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply Facebook Marketplace	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0% 4.9%	parts?
Q31 What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/OEM Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply Facebook Marketplace	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% PEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0% 4.9%	parts?
What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply Facebook Marketplace Other (Please specify)	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0% 4.9% 5.3%	
What method do you use most often to pure Local Powersports Shop Online I don't purchase Stock/OEM parts Other (Please specify) Q32 Where online do you purchase your Stock/O Motosport Rocky Mountain Amazon E-Bay Direct from the company Chaparral MX Locker AOMC Bob's Cycle Supply Facebook Marketplace Other (Please specify)	Ehase your Stock/OEM 24.8% 68.4% 5.7% 1.2% DEM parts? 68.2% 67.6% 26.1% 23.2% 12.6% 7.6% 7.1% 6.3% 6.0% 4.9% 5.3%	

Other (Please specify)	0.9%			
I don't purchase aftermarket accessories	5.9%			
34				
Vhere online do you purchase your aftermark	et accessories?			
Rocky Mountain	69.1%			
Votosport	69.1%			
Amazon	28.8%			
E-Bay	25.8%			
Direct from the company	14.6%			
Chaparral	9.1%			
MX Locker	8.6%			
Bob's Cycle Supply	7.3%			
Facebook Marketplace	6.2%			
AOMC	5.4%			
Other (Please specify)	6.3%			
Other triedse specify)	0.3/0			
Q35				
How much money have you spent on aftermar	ket accessories in th	ne last 12		
months?				
\$0	5.1%			
\$1-\$250	14.4%			
\$251-\$750	22.2%			
\$751-\$1,000	18.5%			
\$1,001-\$1,500	13.6%			
\$1,501-\$2,500	12.5%			
	13.8%			
	13.8%			
\$2,501+	13.8%			
\$2,501+ Q36		12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p		12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply.	ourchase in the next	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires	ourchase in the next	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants	61.3% 55.4%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter	61.3% 55.4% 46.6%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain	61.3% 55.4% 46.6% 42.6%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter	61.3% 55.4% 46.6% 42.6% 41.3%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips	61.3% 55.4% 46.6% 42.6% 41.3% 40.6%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 17.5%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery Handlebar Controls	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery Handlebar Controls Footpegs	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5% 12.5% 12.1%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery Handlebar Controls Footpegs Silencer/Muffler	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5% 12.5% 12.1% 11.8%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery Handlebar Controls Footpegs	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5% 12.5% 12.1%	12 months?		
\$2,501+ Q36 What aftermarket accessories do you plan to p Check all that apply. Tires Lubricants Air Filter Chain Oil Filter Grips Sprockets Cleaning Products Brake Pads Graphics/Numbers Plastics Suspension Mods/Components Exhaust Pipe Handlebars Seat Cover Hand Tools Chain Guide/Rollers Battery Handlebar Controls Footpegs Silencer/Muffler	61.3% 55.4% 46.6% 42.6% 41.3% 40.6% 34.9% 34.5% 29.8% 28.2% 23.1% 22.1% 17.5% 17.3% 17.0% 15.6% 12.6% 12.5% 12.5% 12.1% 11.8%	12 months?		

Engine Performance Mods	9.8%			
Seat	9.4%			
Cables	9.4%			
utch Performance Mods	8.8%			
kidplate	8.6%			
Rims	8.1%			
Gear Bag	7.8%			
Shift Lever	7.3%			
Brake Rotor	7.2%			
Tuning/Engine Mapping Device	6.6%			
Bike Mat	6.0%			
Triple Clamps	6.0%			
Radiator Hoses	5.9%			
Brake Pedal	5.4%			
Brake Lines	5.3%			
Power Washer	4.4%			
Toolbox	4.2%			
Steering Dampener	3.6%			
Other (Please specify)	0.7%			
I do not plan to purchase any aftermarket accesso	12.0%			
007				
Q37	12.01			
What brand of graphics are on your current bike(s)		apply.		
Stock/OEM graphics	48.5%			
DeCal Works	26.2%			
Factory Effex	14.6%			
Throttle Jockey	8.7%			
N-Style	8.2%			
Factory Backing	5.6%			
D'COR	5.4%			
SKDA	5.1%			
Fusion Graphix	4.9%			
Backyard Design	4.1%			
Flu Designs	4.1%			
180 Decals	3.9%			
Attack	3.9%			
MotoPro Graphics	3.4%			
Black Heart MX	3.0%			
Motocal	2.9%			
Throttle Syndicate	2.8%			
396 Graphics	2.8%			
Powersport Grafix	2.7%			
Red Label Motographix	2.6%			
OMX	2.5%			
Stellar MX	2.3%			
One Industries	2.2%			
Armored Graphix	2.0%			
	1.8%			
Dirt Digits				
Adept	1.5%			
Dirt Design	1.4%			
Scrub Designz	1.4%			
Other (Please specify)	14.6%			
I don't own a dirt bike	8.4%			

Q38

you plan to modify/service your suspension in the next 12 months? 63.3% 36.7% 50 do you currently use to service/rebuild your suspension? (Check all that hy) 50 do you currently use to service/rebuild your suspension? (Check all that hy) 50 do you currently use to service/rebuild your suspension? (Check all that hy) 50 do you currently use to service/rebuild your suspension? (Check all that hy) 50 do you currently use to service/rebuild your suspension? (Check all that hy) 50 do you currently use to service/rebuild your suspension? (Check all that hy) 60 do you currently use to service/rebuild your suspension? (Check all that hy) 61 do you currently use to service/rebuild your suspension? (Check all that hy) 62 do you currently use to service/post 63 do you currently use to service/post 64 do you currently use to service/post 63 do you currently use to service/post 64 do you currently use to service/post 64 do you currently use to service/post 63 do you currently use to service/post 64 do you currently use to service/post 64 do you currently use to service/post 64 do you currently use to service/post 65 do you currently use to service/post 66 do you currently use to service/post 67 do you currently use to service/post 68 do you currently use to service/post 69 do you currently use to service/post 60 do you currently use to service/post 60 do you currently use to service/post 60 do you currently use to service/post 61 do you currently use to service/post 62 do you currently use to service/post 63 do you currently your suspension 64 do you currently use to service/post 64 do you currently your suspension 65 do you currently your suspension 66 do you currently your suspension 67 do you currently your suspension 68 do you currently your suspension 69 do you currently your suspension 60 do you currently your suspension 61 do you currently your suspension 6	De concertante de la concertante del la concertante del la concertante de la concertante del la concertante de la concer	the most 42 may 11 2
you plan to modify/service your suspension in the next 12 months? 63.3% 36.7% 36.7% 31.4% 31.4% 31.4% 31.4% 31.4% 31.4% 31.7% 31.4% 31.7% 31.4%		
you plan to modify/service your suspension in the next 12 months? 63.3% 36.7% 36.7% 70 0 do you currently use to service/rebuild your suspension? (Check all that sty) 10 it myself 31.4% 31.4	Yes	
you plan to modify/service your suspension in the next 12 months? 63.3% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 36.7% 37.8% 36.7% 31.4%	No	69.5%
you plan to modify/service your suspension in the next 12 months? 63.3% 36.7%		
you plan to modify/service your suspension in the next 12 months? 63.3% 36.7% 36.3% 36.7% 31.4% 31.4% 31.4% 31.4% 31.4% 31.2% 31.2% 31.2% 41.2% 31.4% 31.2% 31.4% 31.2% 31.2% 41.2%	Q39	
63.3% 36.7% 36.7% 36.7% 36.7% 31.4%		spension in the next 12 months?
36,7%	res	
o do you currently use to service/rebuild your suspension? (Check all that sly) it myself 31.4% 31.	No	
o do you currently use to service/rebuild your suspension? (Check all that hy) it myself		36.776
o do you currently use to service/rebuild your suspension? (Check all that hy) it imyself al Powersports shop e Tech 20.9% torry Connection 112.7% -Tech 10.7% Circuit 7.2% ech 6.6% firenai 9.34 8.4 8.4 8.4 8.4 8.4 8.4 8.4 8.4 8.4 8.		
It myself 31.4% all a Powersports shop 26.4% all a Powersports shop all a Powe	Q40	
al Powersports shop al Pow		ebuild your suspension? (Check all that
al Powersports shop e Tech 20.9% Tech 20.9	apply)	
re Tech	I do it myself	
tory Connection 12.7% 10.7%		
Circuit	Race Tech	
Circuit 7.2% ech 6.6% form 1 5.3% ech 6.6% form 1 6.5%	Factory Connection	
tech 6.6%	MX-Tech	
Section Sect	Pro Circuit	
1.	K-Tech	
lium Works	Andreani	5.3%
to Lab to Lab 4.1% 1. Industries 3.9% -Action 3.5% of War 3.4% of War 3.4% of War 3.4% of Sacing 3.2% cision Service 2.9% -Suspension 2.5% pension Done Right 2.3% clabs 2.2% R Suspension 1.8% ere (Please specify) 18.4% 1. Industries 1.	PR2	4.7%
to Lab	Podium Works	4.7%
Action	Enzo Racing	4.5%
Action 3.5%	Moto Lab	4.1%
Action 3.5%	Evo Industries	3.9%
of War 3.4% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2% 3.2	Pro-Action	
Suspension	Art of War	
Suspension 3.2% 2.9% 2.9% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5	TCD Racing	
Cision Service 2.9%	A1 Suspension	
Suspension 2.5% Suspension 2.5% Suspension Done Right 2.3% Suspension Done Right 2.2% Suspension 1.8% Suspensi	Precision Service	
pension Done Right 2.3% Etabs 2.2% R Suspension 1.8% Per (Please specify) 18.4%		
Suspension 1.8%		
R Suspension 1.8% 18.4%	Dirtlabs	
Ser (Please specify) 18.4%		
Lat brands of hubs do you use? Check all that apply. ck/OEM 83.4% bya USA 9.3% k rp 9 7.8% el Pro Series G2 7.6% bya USA 9.3% wheel 5.7% ter USA 4.6% an 3.6% ose 3.5% e 3.4% Champ 2.9% Forged 2.6% A 2.4% R 2.0% E 3.6% R 3.0% R 3.6% R 3.0%		
at brands of hubs do you use? Check all that apply. ck/OEM 83.4% bya USA 9.3% k 8.4% rp 9 7.8% el Pro Series G2 7.6% by Wheel 5.7% ter USA 4.6% an 3.6% ose 3.5% e 3.4% Champ 2.9% Forged 2.6% A 2.4% R 2.0% In 1.6%	Other (Flease Specify)	10.470
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at brands of hubs do you use? Check all that apply. ck/OEM 83.4% bya USA 9.3% k 8.4% rp 9 7.8% el Pro Series G2 7.6% by Wheel 5.7% ter USA 4.6% an 3.6% ose 3.5% e 3.4% Champ 2.9% Forged 2.6% A 2.4% R 2.0% In 1.6%	Q41	
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Ton 7.1%		
Wheel 5.7% 4.6% 4.6% 5.7% 5.7% 5.7% 5.7% 5.7% 5.7% 5.7% 5.7	Talon	
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3.6% 3.5% 3.5% 3.4% 3.4% 3.4% 3.4% 3.4% 3.4% 3.4% 3.4		
ose 3.5% e 3.4% Champ 2.9% Forged 2.6% A 2.4% R 2.0% I 1.6%		
2.9% Forged 2.6% A 2.4% C 2.0% C 1.6%	Haan	
Champ 2.9% Forged 2.6% A 2.4% R 2.0% L 1.6%	Moose	
Forged 2.6%	Kite	
A 2.4% 2.0% 1.6% 1.6%	MX Champ	
2.0% 1.6%	MX Forged	
1.6%	DNA	
	TCR	
1 Racing 1 4%	LSR	1.6%
4 NUCHIS 1.470	LSR Bud Racing	1.6% 1.4%

Other (Please specify)	1.8%		
	1.8%		
Q42			
What brands of plastics do you use?	Check all that apply.		
Stock/OEM	72.6%		
Acerbis	46.8%		
Polisport	19.0%		
UFO	17.5%		
	16.2%		
Cycra			
DC Plastics RTech	7.3%		
	4.1%		
Preston Petty	3.1%		
Other (Please specify)	1.0%		
Q43			
What brands of footpegs do you use	? Check all that apply.		
Stock/OEM	74.5%		
Fastway	11.7%		
IMS	10.8%		
Flo Motorsports	10.7%		
Pro Taper	9.0%		
	8.2%		
Raptor Titanium Turner Performance			
Turner Performance	6.1%		
Moto Stuff	5.5%		
JFG Racing	5.2%		
Billet MX	4.5%		
Pro-One	1.7%		
	1.7% 5.9%		
Pro-One			
Pro-One Other (Please specify)			
Pro-One Other (Please specify)	5.9%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do ye	5.9% bu use? Check all that apply.		
Pro-One Other (Please specify) Q44 What brands of levers/controls do your Stock/OEM	5.9% ou use? Check all that apply. 69.0%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do your Stock/OEM ASV	5.9% Du use? Check all that apply. 69.0% 20.8%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do your Stock/OEM ASV Arc Works Connection	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yes Stock/OEM ASV Arc Works Connection Tusk Pro Taper	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yes Stock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yes Stock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yes Stock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yes Stock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify)	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify)	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7% 4.2%		
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify) Q45 Did you purchase pre-built wheel set	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7%	last	
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify) Q45 Did you purchase pre-built wheel set 3 years?	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7% 4.2% ts (rim, hub spoke, wheels combo) in the	last	
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify) Q45 Did you purchase pre-built wheel set 3 years? Yes	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7% 4.2% ts (rim, hub spoke, wheels combo) in the	last	
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify) Q45 Did you purchase pre-built wheel set 3 years?	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7% 4.2% ts (rim, hub spoke, wheels combo) in the	last	
Pro-One Other (Please specify) Q44 What brands of levers/controls do yestock/OEM ASV Arc Works Connection Tusk Pro Taper Renthal Motion Pro Magura Polisport Zeta MSR Fire Power Other (Please specify) Q45 Did you purchase pre-built wheel set 3 years? Yes	5.9% bu use? Check all that apply. 69.0% 20.8% 14.7% 12.6% 11.2% 10.4% 9.6% 8.3% 6.5% 5.3% 3.6% 3.5% 1.7% 4.2% ts (rim, hub spoke, wheels combo) in the	last	

Do you plan to buy a complete wheelse	et in the next 12 months?	
Yes	9.8%	
No	90.2%	
,	30.270	
.47		
What brand(s) of pre-built wheel sets d	lid you purchase?	
Dubya USA	31.7%	
Warp 9	26.5%	
Tusk	22.8%	
FasterUSA	17.6%	
Excel Pro Series G2	17.3%	
Talon / Excel	15.3%	
Kite / Excel	13.8%	
KTM PowerParts	11.5%	
Haan	9.8%	
DID	9.2%	
MX Champ	8.9%	
Talon / DID	8.1%	
Pro-Wheel	8.1%	
Bud Racing	6.9%	
OEM	6.9%	
Woody's	6.6%	
SM Pro	4.9%	
TCR	4.9%	
Appalachian Moto Products	4.6%	
Rad Manufacturing	3.7%	
Other (Please specify)	7.2%	
, , , , , , , , , , , , , , , , , , , ,		
Q48		
What brands of wheels/rims do you us		
	78.6%	
Excel	24.2%	
Excel D.I.D.	14.8%	
Excel D.I.D. Dubya USA	14.8% 11.5%	
Excel D.I.D. Dubya USA Tusk	14.8% 11.5% 11.2%	
Excel D.I.D. Dubya USA Tusk Warp 9	14.8% 11.5% 11.2% 11.0%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel	14.8% 11.5% 11.2% 11.0% 7.5%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing	14.8% 11.5% 11.2% 11.0% 7.5% 3.4%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9% 1.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify)	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9% 1.7%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify)	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify) Q49 What brands of exhaust pipe do you us	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify) Q49 What brands of exhaust pipe do you us Stock/OEM	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0% 1.9% 1.7% 2.0%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify) Q49 What brands of exhaust pipe do you us Stock/OEM FMF	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0%	
Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify) Q49 What brands of exhaust pipe do you us Stock/OEM FMF Pro Circuit	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0% 1.7% 2.0% 47.7% 27.4%	
Stock/OEM Excel D.I.D. Dubya USA Tusk Warp 9 Pro Wheel Bud Racing Sun Moose SM Pro Alpina DWT Krieg MX Champ Other (Please specify) Q49 What brands of exhaust pipe do you us Stock/OEM FMF Pro Circuit Yoshimura	14.8% 11.5% 11.2% 11.0% 7.5% 3.4% 3.1% 2.9% 2.7% 2.7% 2.7% 2.0% 1.9% 1.7% 2.0%	

Akrapovic 6.0% DG 4.9% Big Gun 4.0% Dubach-Dr.D 3.3%
Big Gun 4.0%
Nuhach Dr D
ט.וט־3.3%
ud Racing 3.2%
calvini 2.7%
Rocket 2.6%
Arrow 2.3%
DEP 2.3%
Leo Vince 2.3%
SuperTrapp 2.2%
HFM 1.6%
OXA 1.3%
N/A (I own an electric bike) 0.4%
Other (Please specify) 4.5%
Other (riease specify) 4.5%
Q50
What brand of piston is in your bike?
StockOEM 64.5%
Wiseco 14.9%
JE 7.7%
ProX 5.2%
Wossner 4.1%
Namura 1.8%
Vertex 1.6%
Athena 1.4%
Other (Please specify) 0.5%
Q51
What brand of clutch plates do you own/use?
OEM 64.7%
Hinson 18.2%
Pokluco 1F 99/
Barnett Clutches 11.1%
Barnett Clutches 11.1% Tusk 10.9%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6% Other (Please specify) 1.6%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6% Other (Please specify) 1.6%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6% Other (Please specify) 1.6% Q52 What brands of tires do you ride with regularly? Check all that apply.
Barnett Clutches 11.1% ————————————————————————————————————
Barnett Clutches 11.1% ————————————————————————————————————
Barnett Clutches 11.1% ————————————————————————————————————
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6% Other (Please specify) 1.6% Q52 What brands of tires do you ride with regularly? Check all that apply. Dunlop 69.1% Michelin 25.4% Bridgestone 16.8% Maxxis 13.2%
Barnett Clutches 11.1%
Barnett Clutches 11.1% Tusk 10.9% EBC 8.7% DP Clutches 6.6% Other (Please specify) 1.6% What brands of tires do you ride with regularly? Check all that apply. Dunlop 69.1% Michelin 25.4% Bridgestone 16.8% Maxxis 13.2% Pirelli 11.5% Kenda 9.9%
Barnett Clutches 11.1%
Barnett Clutches 11.1% ————————————————————————————————————
Barnett Clutches 11.1%
Barnett Clutches 11.1% ————————————————————————————————————
Barnett Clutches 11.1% 10.9% EBC 10.9% EBC 8.7% OP Clutches 6.6% Other (Please specify) 1.6% Other (Please specify) 1.6% Opportunity of tires do you ride with regularly? Check all that apply. Dunlop 69.1% Opportunity Oppo
Barnett Clutches 11.1% ————————————————————————————————————

MotoZ	3.2%		
Sedona	2.8%		
Continental	2.8%		
Vee Rubber	2.4%		
Mitas	2.2%		
Hi-Point	1.8%		
Gibson	1.6%		
Duro	1.6%		
Full Bore	1.1%		
AMS	0.9%		
Other (Please specify)	1.6%		
other (Hease speediff)	1.070		
153			
Vhat brake pad brands do you use? Check	all that apply.		
itock/OEM	66.2%		
BC	34.6%		
Braking	15.2%		
Galfer	12.7%		
Гusk	12.1%		
Brembo	10.9%		
Renthal	7.1%		
Moto-Master	4.6%		
OP	4.4%		
Moose	3.8%		
AP Racing	3.2%		
Moto Stuff	2.7%		
SBS	1.6%		
Other (Please specify)	1.1%		
Q54			
What brake rotor brands do you use? Chec	k all that apply.		
tock/OEM	79.5%		
Galfer			
	15 2%		
	15.2%		
Braking	13.2%		
Braking Brembo	13.2% 11.8%		
Braking Brembo Fusk	13.2% 11.8% 11.2%		
Braking Brembo Tusk EBC	13.2% 11.8% 11.2% 10.1%		
Braking Brembo Tusk EBC Moto-Master	13.2% 11.8% 11.2% 10.1% 7.3%		
Braking Brembo Tusk EBC Moto-Master Moto Stuff	13.2% 11.8% 11.2% 10.1% 7.3% 4.1%		
Braking Brembo Tusk EBC Moto-Master Moto Stuff Other (Please specify)	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify)	13.2% 11.8% 11.2% 10.1% 7.3% 4.1%		
Braking Brembo Fusk BBC Moto-Master Moto Stuff Other (Please specify)	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Ch	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0%		
Braking Brembo Tusk BBC Woto-Master Woto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Ch	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0%		
Braking Brembo Tusk BBC Woto-Master Woto Stuff Other (Please specify) Wy bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Chechtal Bitock/OEM	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0%		
Braking Brembo Fusk BBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Checkenthal Brock/OEM Pro Taper	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Chenthal Brock/OEM Pro Taper Mika Metals	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 1.0% 1.0% 1.0% 39.0% 37.7% 9.7%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Chenthal Brock/OEM Pro Taper Mika Metals DDI	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7% 9.7% 7.1%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Chenthal Brock/OEM Pro Taper Mika Metals DDI Neken	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7% 9.7% 7.1% 6.5%		
Braking Brembo Tusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Chenthal Stock/OEM Pro Taper Mika Metals DDI Neken Tag	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7% 9.7% 7.1% 6.5% 6.0%		
Braking Brembo Fusk EBC Moto-Master Moto Stuff Other (Please specify) My bike doesn't use a brake rotor Q55 What brands of handlebars do you use? Che Renthal Stock/OEM Pro Taper Mika Metals DDI Neken Fag Fasst	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7% 9.7% 7.1% 6.5%		
Braking Brembo Tusk EBC Moto-Master	13.2% 11.8% 11.2% 10.1% 7.3% 4.1% 1.0% 1.0% 55.1% 39.0% 37.7% 9.7% 7.1% 6.5% 6.0%		

O'Neal	3.2%	
Moose		
	3.1%	
MSR	2.8%	
Vortex	1.7%	
Other (Please specify)	1.8%	
Q56		
What brand of handguards do you u	202	
Acerbis	35.3%	
Cycra	17.2%	
Stock/OEM	14.2%	
Barkbusters	6.5%	
Renthal	4.5%	
Polisport	3.7%	
Moose	3.4%	
RoxSpeed	2.7%	
UFO	2.5%	
Powermadd	1.8%	
Fire Power	1.8%	
Maier	0.6%	
Other (Please specify)	8.6%	
None	34.2%	
Q57		
What brands of triple clamps do you		
Stock/OEM	84.0%	
Pro Taper	8.6%	
Applied	7.1%	
Xtrig	7.1%	
Pro Circuit	6.8%	
Ride Engineering	6.3%	
RG3	4.5%	
Neken	4.1%	
Works Connection	3.9%	
TAG	3.4%	
Luxon	3.3%	
Talon	1.7%	
Other (Please specify)	1.6%	
(
Q58		
What brands of chain do you use? C	heck all that apply.	
DID	46.8%	
Stock/OEM	36.1%	
Renthal	32.4%	
RK	15.9%	
Primary Drive	12.6%	
Pro Taper	8.8%	
EK	6.8%	
Regina	6.5%	
Sunstar	6.3%	
Fire Power	6.2%	
Moose	4.5%	
Tsubaki	4.1%	
JT	3.8%	

KMC	2.6%	
Flo	2.2%	
Mika Metals	1.9%	
Other (Please specify)	1.3%	
Q59		
What brands of chain guide do you us	se? Check all that annly	
Stock/OEM	74.7%	
TM Designworks	22.3%	
Acerbis	16.5%	
Primary Drive	7.1%	
Polisport	6.9%	
Lightspeed	5.6%	
GYTR	5.5%	
Moose	5.2%	
UFO	4.8%	
Other (Please specify)	1.1%	
None	1.2%	
000		
Q60		
What brands of grips do you use? Che		
Renthal	40.9%	
ODI/Emig Grips	40.3%	
Stock/OEM	26.7%	
Pro Taper	22.5%	
Scott	12.6%	
Pro-Grip	7.9%	
Oury	6.5%	
Tag	4.4%	
Troy Lee Designs	4.4%	
O'Neal	3.4%	
Moose	2.7%	
EKS Brand	2.5%	
Torc1	2.4%	
Preston Petty	2.2%	
	2.0%	
Smith Boyesen	1.4%	
Phoenix		
	1.3%	
Other (Please specify)	2.0%	
Q61		
What brands of air filters do you use	regularly? Check all that apply.	
Twin-Air	64.8%	
Stock/OEM	36.7%	
Uni Filter	19.6%	
No Toil		
	13.0%	
Maxima/ProFilter	12.8%	
K&N	12.7%	
DT-1	5.4%	
Funnel Web	5.1%	
HiFlo	4.8%	
PC Racing	4.6%	
Moose	4.5%	
Other (Please specify)	3.1%	

0.6% 7? Check all that apply.			
/? Check all that apply.			
/? Check all that apply.			
/? Check all that apply.			
69.4%			
26.4%			
11.6%			
ly in your 4-stroke engine or 2	-		
46.9%			
22.6%			
21.8%			
20.2%			
19.8%			
0.7%			
ly in your 2-stroke engine? Cha	eck all		
., , ou ou oue engine, en			
36.6%			
	23.4% 16.0% 8.3% 6.7% 6.5% 6.3% 5.3% 3.6% 5.3% 11.6% ly in your 4-stroke engine or 2 46.9% 22.6% 21.8% 20.2% 19.8% 14.1% 10.2% 8.1% 6.9% 6.4% 5.6% 5.4% 4.3% 3.3% 3.1% 2.8% 2.6% 2.5% 2.5% 2.2% 2.1% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1	23.4% 16.0% 8.3% 6.7% 6.5% 6.3% 5.3% 3.6% 5.33% 11.6% ly in your 4-stroke engine or 2- 46.9% 22.6% 21.8% 20.2% 19.8% 14.1% 10.2% 8.1% 6.9% 6.4% 5.6% 5.4% 4.3% 3.3% 3.1% 2.8% 2.6% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5	23.4% 16.0% 8.3% 6.7% 6.5% 6.3% 5.3% 3.6% 5.3% 3.6% 5.3% 11.6% ly in your 4-stroke engine or 2- 46.9% 22.6% 21.8% 20.2% 19.8% 14.1% 12.1% 10.2% 8.1% 6.9% 6.4% 5.6% 5.4% 4.3% 3.3% 3.1% 2.8% 2.6% 2.5% 2.5% 2.2% 2.1% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1

Bel-Ray	12.5%		
Motul	12.4%		
Pro Honda	9.2%		
Klotz	8.9%		
Spectro	8.7%		
Lucas Oil	6.5%		
VP Racing	6.5%		
Castrol	4.2%		
Silkolene	3.3%		
Blendzall	3.3%		
Kawasaki	3.1%		
Redline	2.9%		
Blud	2.7%		
Other (Please specify)	2.6%		
Liqui Moly	2.4%		
I don't own a 2-stroke	24.7%		
T don't own a 2 stroke	21.770		
Q65			
Which brands of engine coolant do you	use? Check all that apply.		
Engine Ice	46.2%		
Maxima	24.8%		
Pro Honda	16.5%		
Evans	9.0%		
Bel-Ray	7.8%		
Motul	7.8%		
VP Racing	7.5%		
Amsoil	5.4%		
Twin-Air IceFlow	5.2%		
Castrol	4.4%		
Liquid Performance	4.0%		
Spectro	3.8%		
Red Line	3.3%		
Other (Please specify)	11.1%		
I have an air cooled bike	7.6%		
N/A (I own an electric bike)	0.8%		
IN/A (I OWIT all electric bike)	0.8%		
Q66			
What brand(s) of fuel do you use regula	rly? Check all that apply.		
Pump Gas	70.6%		
VP Racing	27.8%		
Shell	13.9%		
Sunoco	13.2%		
ETS	6.8%		
Renegade	6.4%		
.0	51.112		
Q67			
What brands of chain lubricant do you u	ise regularly? Check all that apply.		
Maxima	51.0%		
Bel-Ray	20.8%		
WD-40	18.5%		
Motorex	12.6%		
Pro Honda			
Pro Honda PJ1	10.8% 10.5%		

Motul	7.7%		
Lucas Oil	7.0%		
Yamalube	6.0%		
Silkolene	3.8%		
VP Racing	3.6%		
Spectro	3.0%		
Renthal	3.0%		
Kawasaki	2.9%		
Suzuki/Ecstar	2.9%		
Klotz	2.6%		
Moose	2.4%		
TiLube	2.1%		
Kal-Gard	1.8%		
Repsol	1.7%		
Torco	1.7%		
Liqui Moly	1.3%		
Other (Please specify)	3.5%		
Q68			
What brands of sprocket do you use			
Renthal	51.5%		
Stock/OEM	50.4%		
Sunstar	22.5%		
Primary Drive	15.8%		
Supersprox	13.3%		
Pro Taper	12.5%		
JT	9.0%		
Vortex	7.5%		
Mika Metals	6.4%		
Moose	3.9%		
Tag	3.6%		
Talon	3.1%		
Sprocket Specialists	2.9%		
AFAM	2.8%		
GYTR	2.6%		
MSR	2.4%		
Galfer	2.2%		
Flo	2.1%		
MotoMaster	1.8%		
Magnum	1.3%		
Other (Please specify)	4.5%		
Q69			
	Check all that apply		
What brand of battery do you use? Stock/OEM	Check all that apply. 67.4%		
Fire Power	20.6%		
	18.8%		
Yuasa	18.8%		
Antigravity			
Tusk	9.7%		
Optima Bika Mastar	7.9%		
Bike Master	7.2%		
Odyssey	6.8%		
Shorai	6.6%		
Motosport	6.3%		
BS Battery	4.4%		

Other (Discussion 15.)	1.00/
Other (Please specify)	1.9%
My bike doesn't use a battery	16.9%
Q70	
Do you own a truck?	
Yes	79.2%
No	20.8%
110	20.070
Q71	
Do you consume any of the following brai	
products (i.e. protein drinks, pre-workout	, etc)?
Gatorade	41.8%
Ryno Power	11.6%
ARMA	10.9%
Bucked Up	9.6%
C4	8.2%
Jocko	6.6%
Gu	6.0%
None	35.2%
Other (Please specify)	7.9%
Other (riease specify)	7.370
Q72	
How do you find out about new products	?
Racer X	79.2%
Other Motocross Websites	44.7%
Instagram	42.7%
Facebook	33.8%
Twitter/X	14.9%
YouTube	39.3%
Tik Tok	9.2%
Print	15.4%
Podcast	27.2%
Email Newsletters	15.2%
Influencers	9.5%
Social Media Ads	18.1%
Dealership/store displays	25.1%
Other (Please specify)	6.9%
Q73	
How often do you consume/read print ma	aterial (magazines, catalogs, brochures
etc.)?	62.22
Every day	23.3%
A few times a week	22.9%
Once a week	13.8%
A few times a month	20.5%
Every couple months	19.6%
Q74	
Do you read Racer X magazine?	
Yes	75.7%
No	24.3%
Q75	

What format?			
rint only	31.4%		
igital only	20.6%		
oth	48.0%		
276			
On average, how many other people read	your print copy of Racer X?		
0	34.2%		
1	27.5%		
2	17.8%		
3	8.8%		
4	4.3%		
5	1.9%		
6+	5.7%		
UT	3.776		
Q77			
What other motorcycle print publications	s do you read besides Racer X? Chec	k all	
that apply.			
Motocross Action	45.1%		
Dirt Bike	34.1%		
American Motorcyclist	24.0%		
Cycle News	22.7%		
Dirt Wheels	10.2%		
MotoPlayground	10.0%		
VMX (Vintage Motocross)	9.7%		
Trail Rider	7.9%		
Vahna	7.0%		
Upshift	6.8%		
MXP	5.4%		
	1.4%		
Other (Please specify)			
None	28.20%		
Q78			
What moto podcasts do you listen to?			
Pulp MX Show	71.1%		
Racer X Race Review Podcast	57.4%		
Gypsy Tales	44.2%		
Keefer Tested	39.0%		
	35.5%		
Mhickov Throttle			
Exhaust	23.2%	1	
Exhaust Moto:60	22.4%		
Exhaust Moto:60 Re-Raceables	22.4% 19.4%		
Exhaust Moto:60 Re-Raceables Main Event	22.4% 19.4% 17.0%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod	22.4% 19.4% 17.0% 15.2%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating	22.4% 19.4% 17.0% 15.2% 13.1%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating	22.4% 19.4% 17.0% 15.2% 13.1% 9.6%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447	22.4% 19.4% 17.0% 15.2% 13.1% 9.6% 7.4%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447 The Moto Aftermath Show	22.4% 19.4% 17.0% 15.2% 13.1% 9.6%		
Whiskey Throttle Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447 The Moto Aftermath Show Moto Marketing VMX Radio	22.4% 19.4% 17.0% 15.2% 13.1% 9.6% 7.4%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447 The Moto Aftermath Show Moto Marketing	22.4% 19.4% 17.0% 15.2% 13.1% 9.6% 7.4% 7.2%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447 The Moto Aftermath Show Moto Marketing VMX Radio Dirt Buzz	22.4% 19.4% 17.0% 15.2% 13.1% 9.6% 7.4% 7.2% 6.5%		
Exhaust Moto:60 Re-Raceables Main Event Moto X Pod Industry Seating Real Talk 447 The Moto Aftermath Show Moto Marketing VMX Radio	22.4% 19.4% 17.0% 15.2% 13.1% 9.6% 7.4% 7.2% 6.5% 3.1%		

	Never	Once a year	Once every few months	Once a month	Once a week	Once a day	Multiple times per day
RacerXOnline.com	2.2%	2.6%	10.7%	13.8%	30.0%	25.5%	15.1%
<u>VitalMX.com</u>	22.9%	5.5%	16.3%	16.2%	17.2%	15.3%	6.6%
SwapMotoLive.com	45.9%	5.5%	13.1%	12.6%	11.6%	8.1%	3.4%
PulpMX.com	28.0%	5.8%	16.3%	16.4%	20.8%	8.5%	4.2%
SupercrossLive.com	26.3%	7.0%	20.3%	16.0%	20.4%	7.3%	2.7%
MotocrossActionMag.com	36.7%	7.1%	14.0%	14.3%	13.3%	11.0%	3.7%
AMASupercross.com	28.9%	8.7%	20.7%	16.0%	16.5%	5.5%	3.6%
ThumperTalk.com	48.5%	9.2%	14.3%	9.9%	9.0%	6.4%	2.7%
RacerTV.com	36.3%	7.6%	22.9%	12.2%	10.4%	5.3%	5.2%
CycleNews.com	49.1%	7.2%	11.0%	9.0%	12.1%	7.5%	4.1%
Vurbmoto.com	46.9%	8.0%	15.0%	11.1%	9.2%	6.9%	2.9%
DirtRider.com	53.4%	7.8%	13.2%	8.8%	7.0%	6.1%	3.8%
MXGP.com	45.7%	9.5%	16.8%	10.6%	8.2%	6.3%	3.0%
GNCCRacing.com	55.8%	6.9%	12.9%	9.5%	6.6%	5.6%	2.8%
MXSports.com	49.6%	8.6%	15.8%	10.4%	6.6%	5.4%	3.7%
MotoXAddicts.com	73.2%	4.8%	4.7%	3.6%	4.7%	5.5%	3.5%
MXSportsProRacing.com	66.1%	5.3%	9.0%	5.8%	5.1%	5.1%	3.6%
MXVice.com	72.9%	4.8%	6.0%	3.3%	4.1%	6.1%	2.8%
	77.7%	3.0%	3.6%	3.7%	3.7%	5.7%	2.7%
Transmoto.com.au							
MotoOnline.com.au	77.9%	2.7%	3.4%	3.1%	4.3%	5.1%	3.6%
MXLarge.com MotoNews.com	76.9% 75.6%	4.2% 4.4%	4.3% 4.1%	2.5% 3.3%	4.0% 3.4%	5.0% 6.2%	3.2% 2.9%
Which of the following platforms do you	use most often to get in	formation from					
Which of the following platforms do you Racer X? Check all that apply.		formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website	64.7%	formation from					
Q80 Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine	64.7% 41.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine	64.7% 41.1% 39.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube	64.7% 41.1% 39.1% 34.3%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook	64.7% 41.1% 39.1% 34.3% 29.0%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast	64.7% 41.1% 39.1% 34.3% 29.0% 20.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X	64.7% 41.1% 39.1% 34.3% 29.0%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X?	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter OR1 How do you watch videos from Racer X? On YouTube Racer X website Social media	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube Racer X website	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter On YouTube Racer X website Social media Other (Please specify)	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1%	formation from					
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter OR 1 How do you watch videos from Racer X? On YouTube Racer X website Social media Other (Please specify) OR 2 What types of motorcycle racing have you	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2%						
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter OR 1 How do you watch videos from Racer X? On YouTube Racer X website Social media Other (Please specify)	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2%						
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube Racer X website Social media Other (Please specify) Q82 What types of motorcycle racing have you months? Check all that apply. AMA Motocross	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2%						
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube Racer X website Social media Other (Please specify) Q82 What types of motorcycle racing have you months? Check all that apply. AMA Motocross AMA Supercross	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2%						
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter On YouTube Racer X website Social media Other (Please specify) Q82 What types of motorcycle racing have you months? Check all that apply. AMA Motocross AMA Supercross SuperMotocross Finals	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2% u watched on TV/stream 89.6% 87.4% 76.7%						
Which of the following platforms do you Racer X? Check all that apply. Racer X Website Instagram Racer X Magazine Youtube Facebook Podcast Twitter/X Email Newsletter Q81 How do you watch videos from Racer X? On YouTube Racer X website Social media Other (Please specify) Q82 What types of motorcycle racing have you months? Check all that apply. AMA Motocross	64.7% 41.1% 39.1% 34.3% 29.0% 20.1% 18.4% 14.1% 66.6% 59.4% 31.6% 2.2% u watched on TV/stream 89.6% 87.4%						

Loretta Lynn MX 44.5% GNCC 41.3%	
EnduroCross 30.3%	
Arenacross 26.2%	
AntoGP 25.2%	
World Supercross (WSX) 23.9%	
Flat Track 16.3%	
AMA Superbike/MotoAmerica 10.8%	
Supermoto 9.1%	
World Superbike 8.2%	
Dew Tour 7.7%	
ATV Motocross 4.6%	
Ice Racing 4.2%	
Other (Please specify) 0.6%	
I don't watch motorcycle racing on TV 0.6%	
Q83	
What types of motorcycle racing events have you attended in the last 12	
months? Check all that apply. AMA Supercross 62.6%	
·	
AMA Motocross 50.9%	
SuperMotocross Finals 17.5%	
GNCC 9.9%	
Motocross of Nations 9.5%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3% EnduroCross 8.0%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3% EnduroCross 8.0%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3% EnduroCross 8.0% Flat Track 7.3%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3% EnduroCross 8.0% Flat Track 7.3% Other (Please specify) 7.3% FIM World Motocross 6.7%	
Motocross of Nations 9.5% Loretta Lynn MX 9.3% Arenacross 9.3% X Games 9.2% MotoGP 8.3% EnduroCross 8.0% Flat Track 7.3% Other (Please specify) 7.3%	