

A person wearing a racing helmet and goggles, holding a thin rod or tool, against a textured, colorful background. The helmet is white with a clear visor and has the 'BELL HELMETS' logo on the forehead. The person is wearing glasses and is looking down at the rod they are holding. The background is a mix of red, orange, and green textures, suggesting a racing environment.

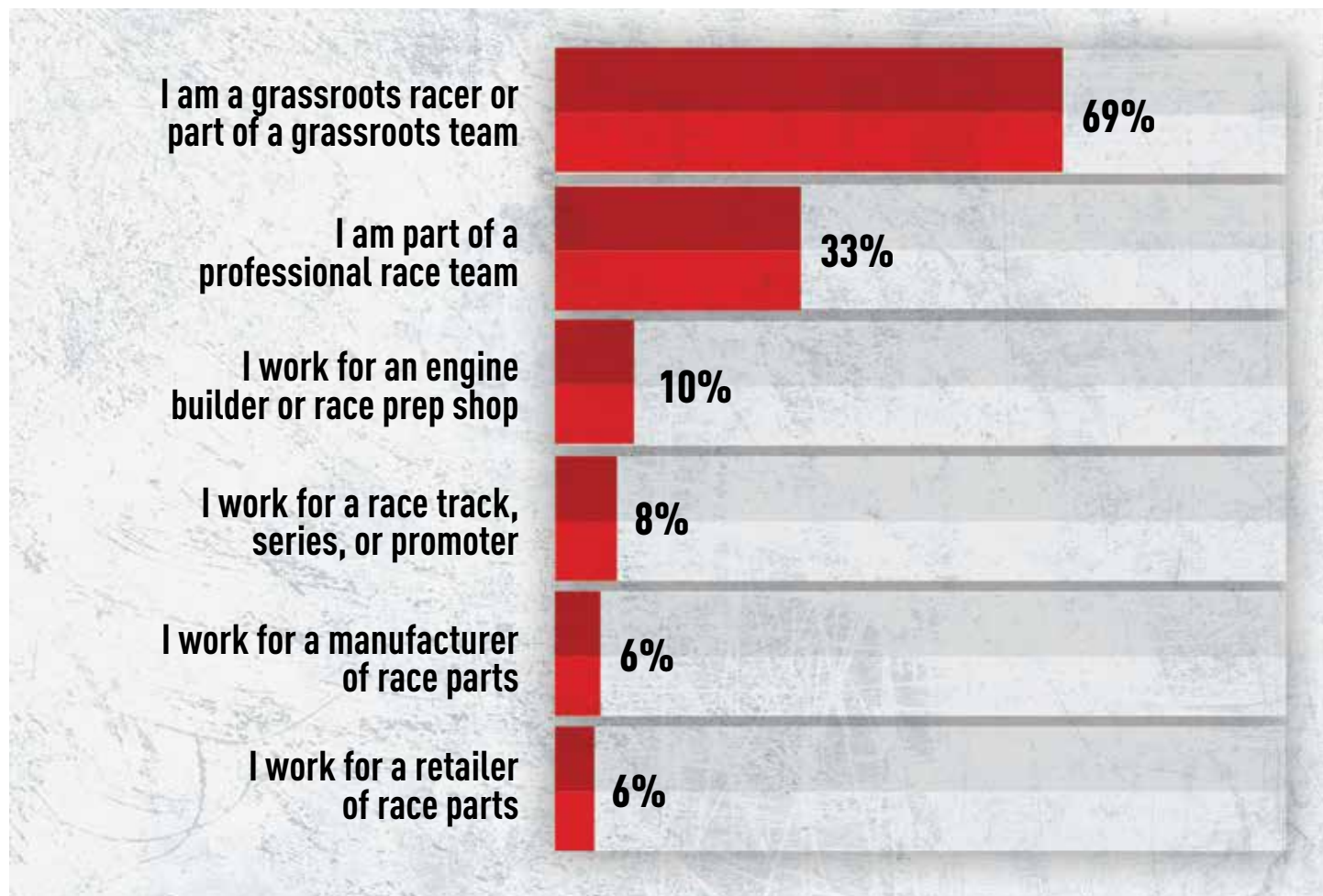
**PRI**

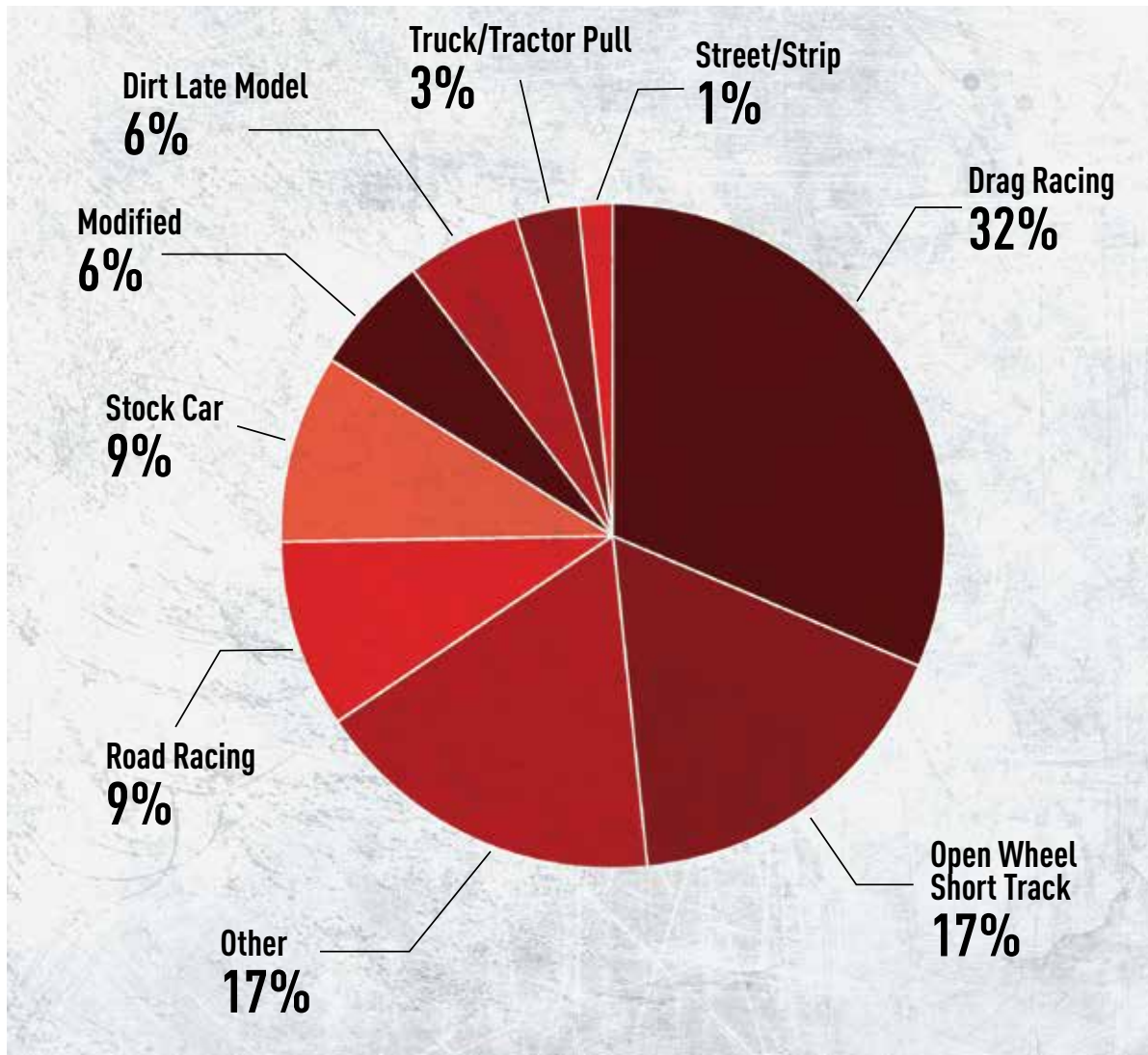
# 2023 RACER SURVEY RESULTS

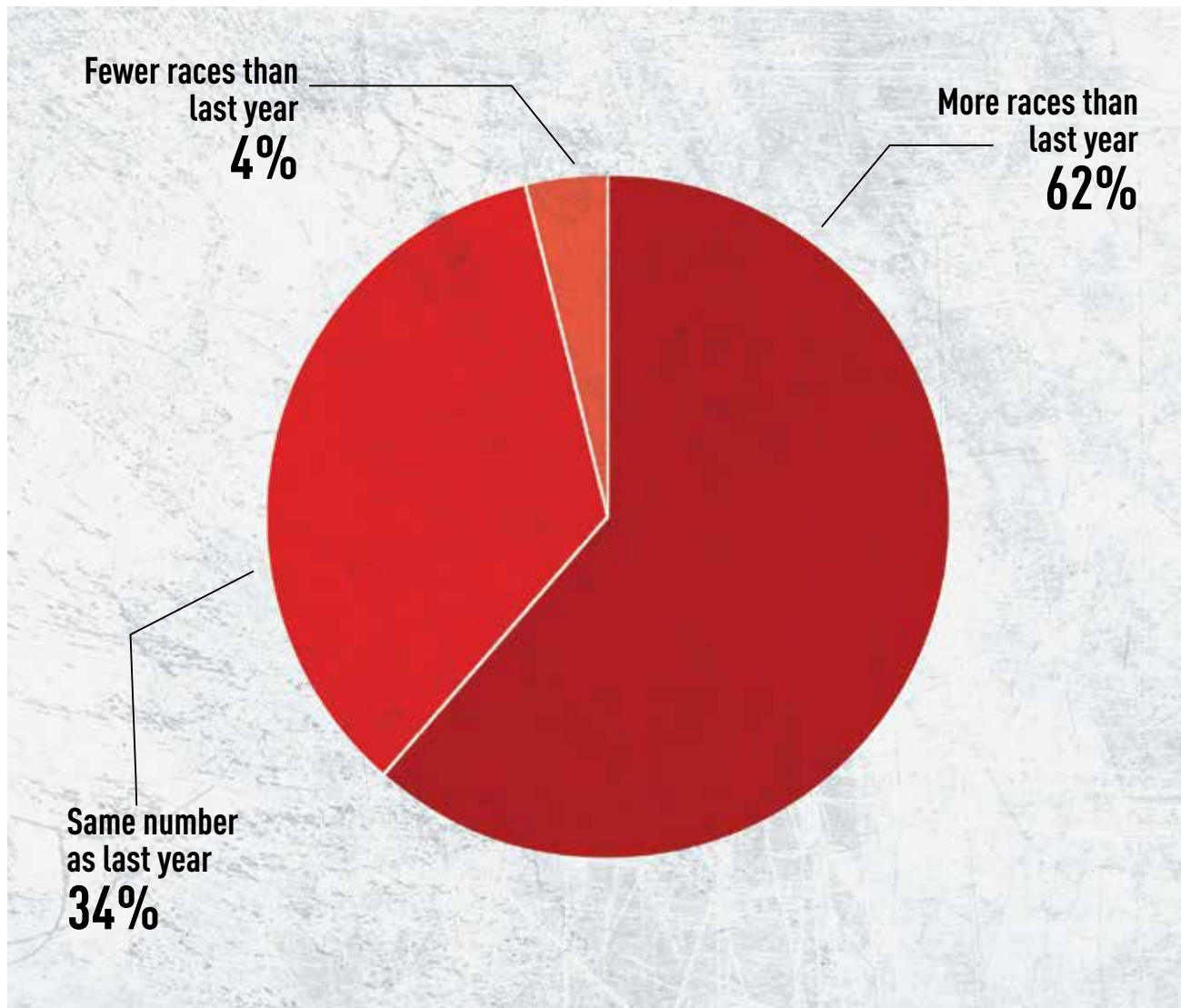
PRI's first-ever poll of teams' buying habits reveals how and where competitors across all types of motorsports, from the grassroots to the professional ranks, source and purchase their parts. Our survey results provide a snapshot for retail businesses so they can better understand and connect with their customers.

## What is your level of involvement within motorsports?

*(More than one answer provided)*



**What type of racing does your team mainly participate in?**

**In 2023, is your team planning to run:**

## Racers said they...



**78%**

Tend to stick to the same suppliers vs. trying new ones



**81%**

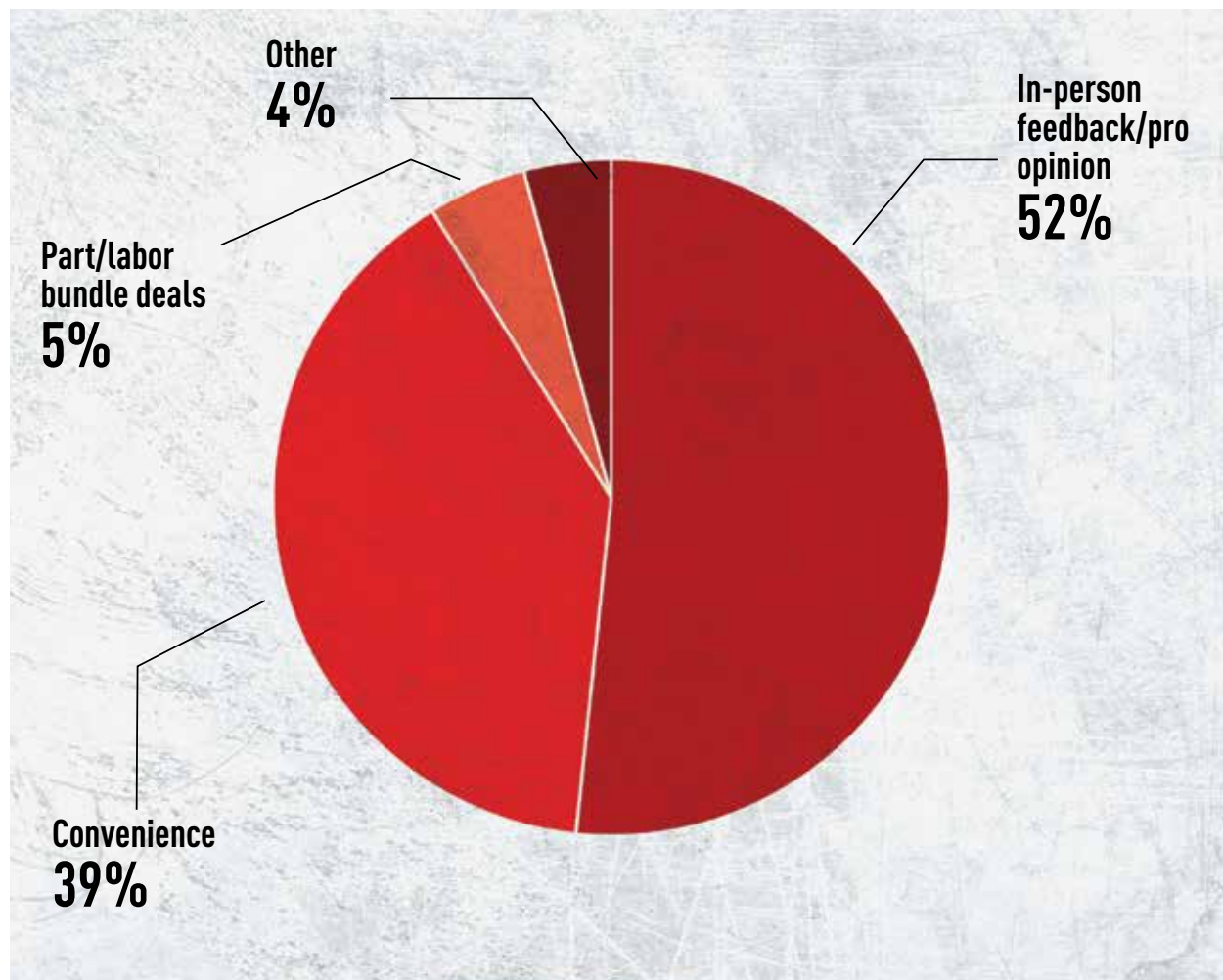
Buy parts from suppliers across the country vs. using local suppliers only



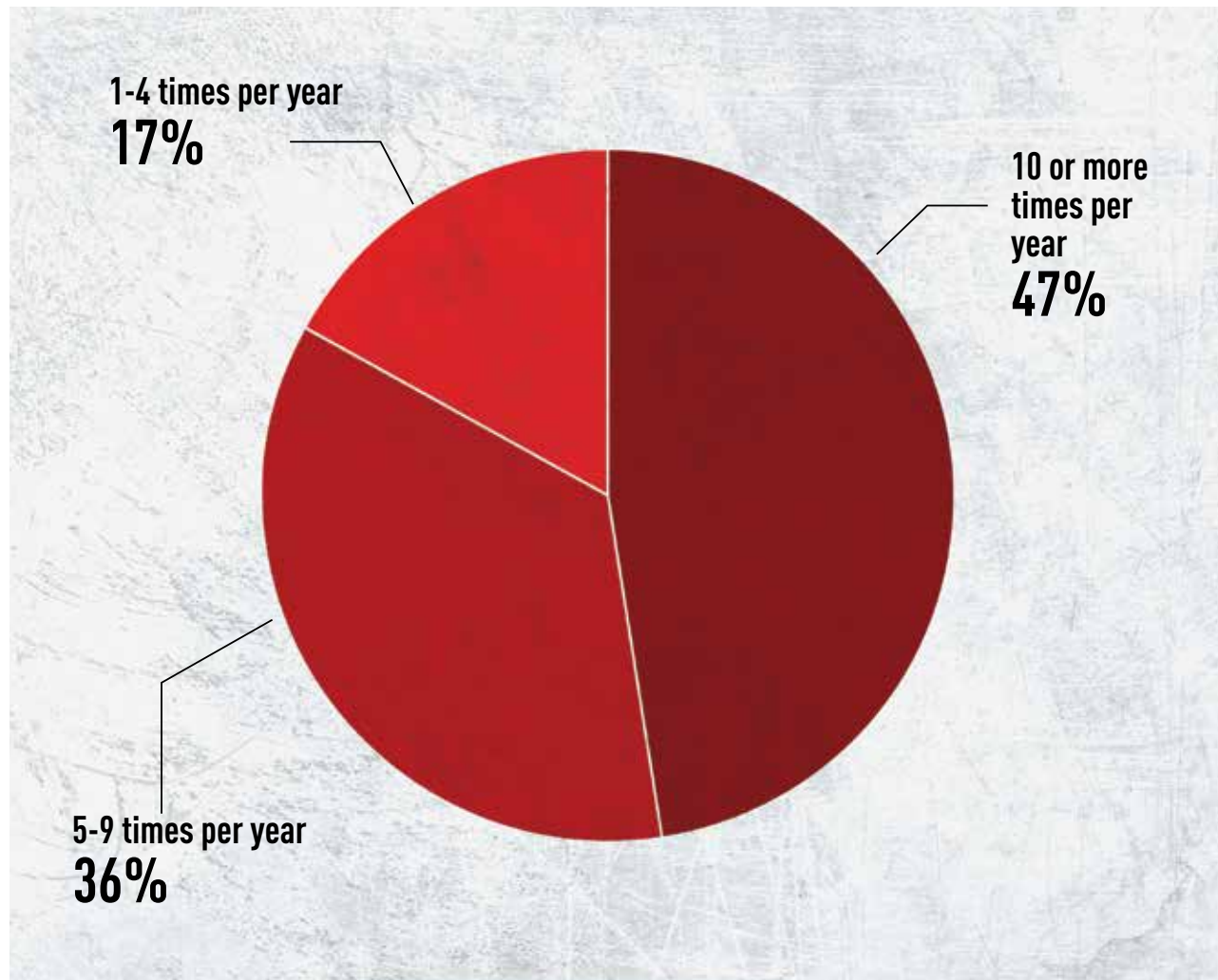
**93%**

Buy parts as needed throughout the year vs. mostly all at once

## What is the biggest advantage of buying parts at a local shop?

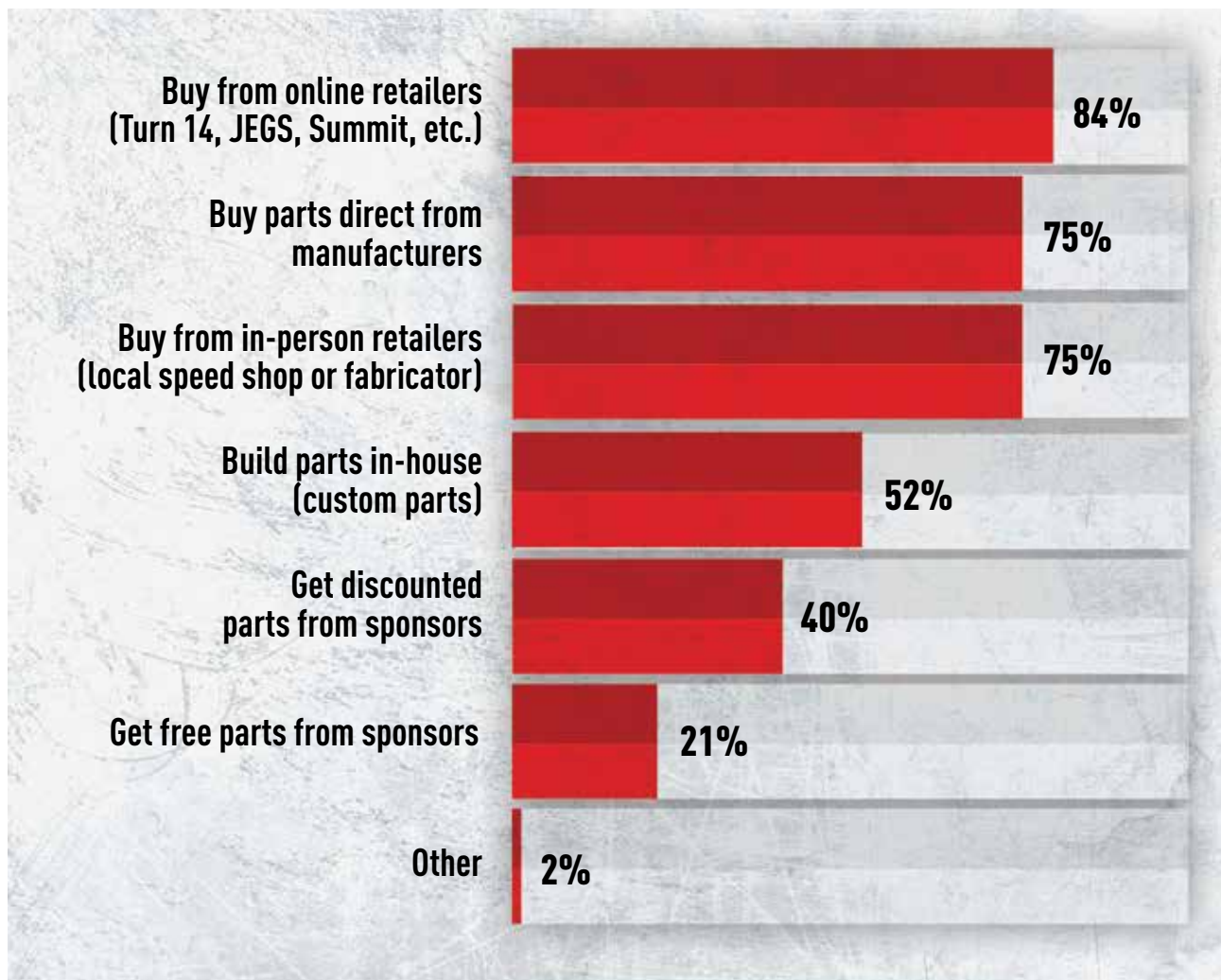


## How often do you buy new parts for your race car?



## Where do you get parts for your race car?

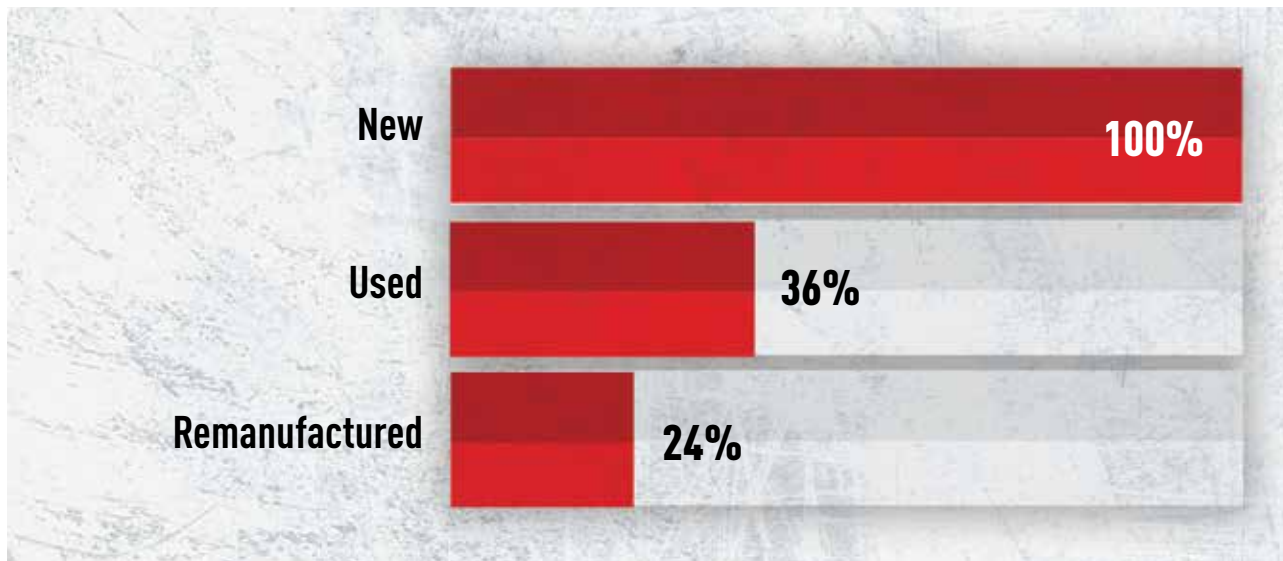
*(More than one answer provided)*



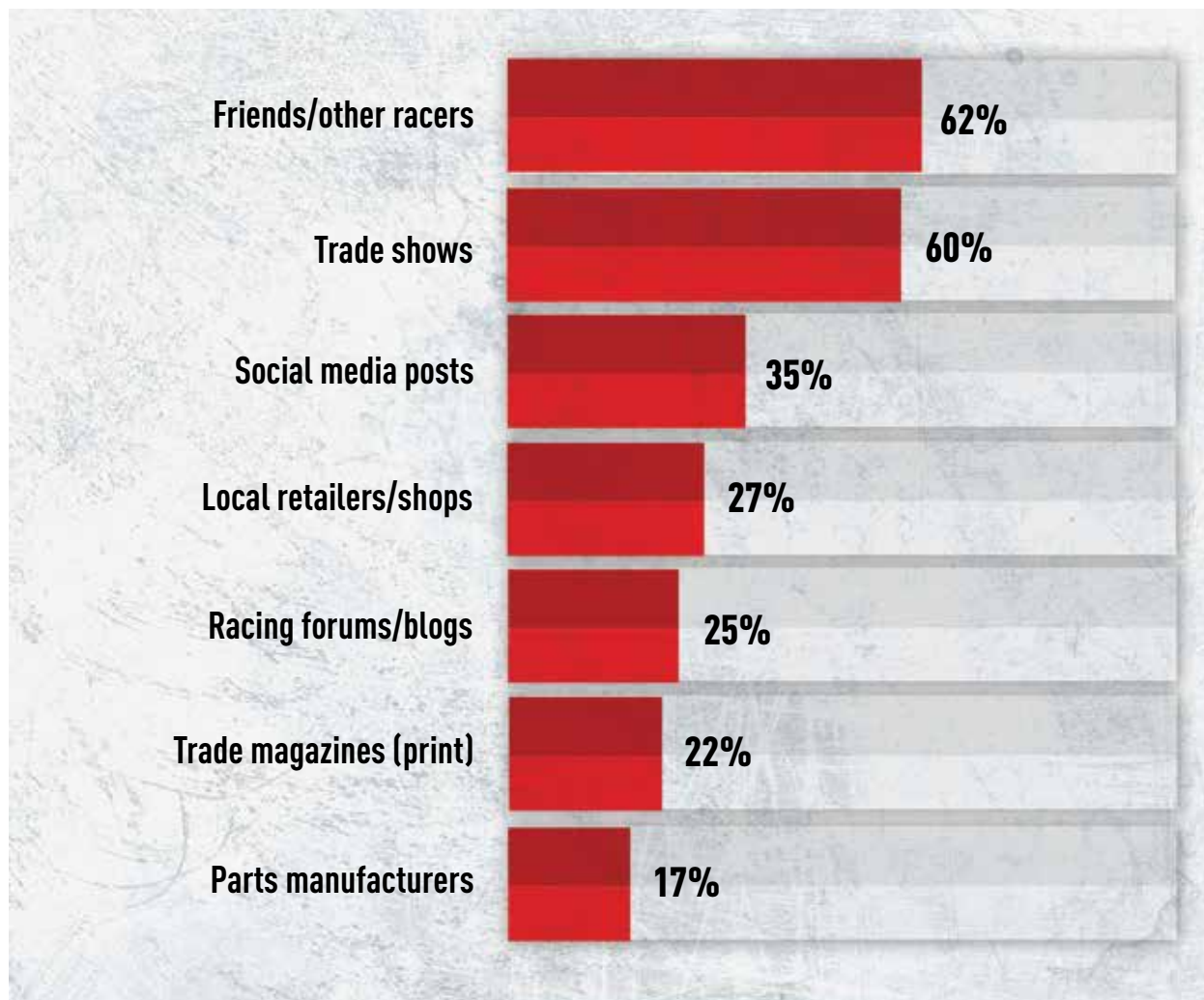


## What type of parts do you buy for your race car?

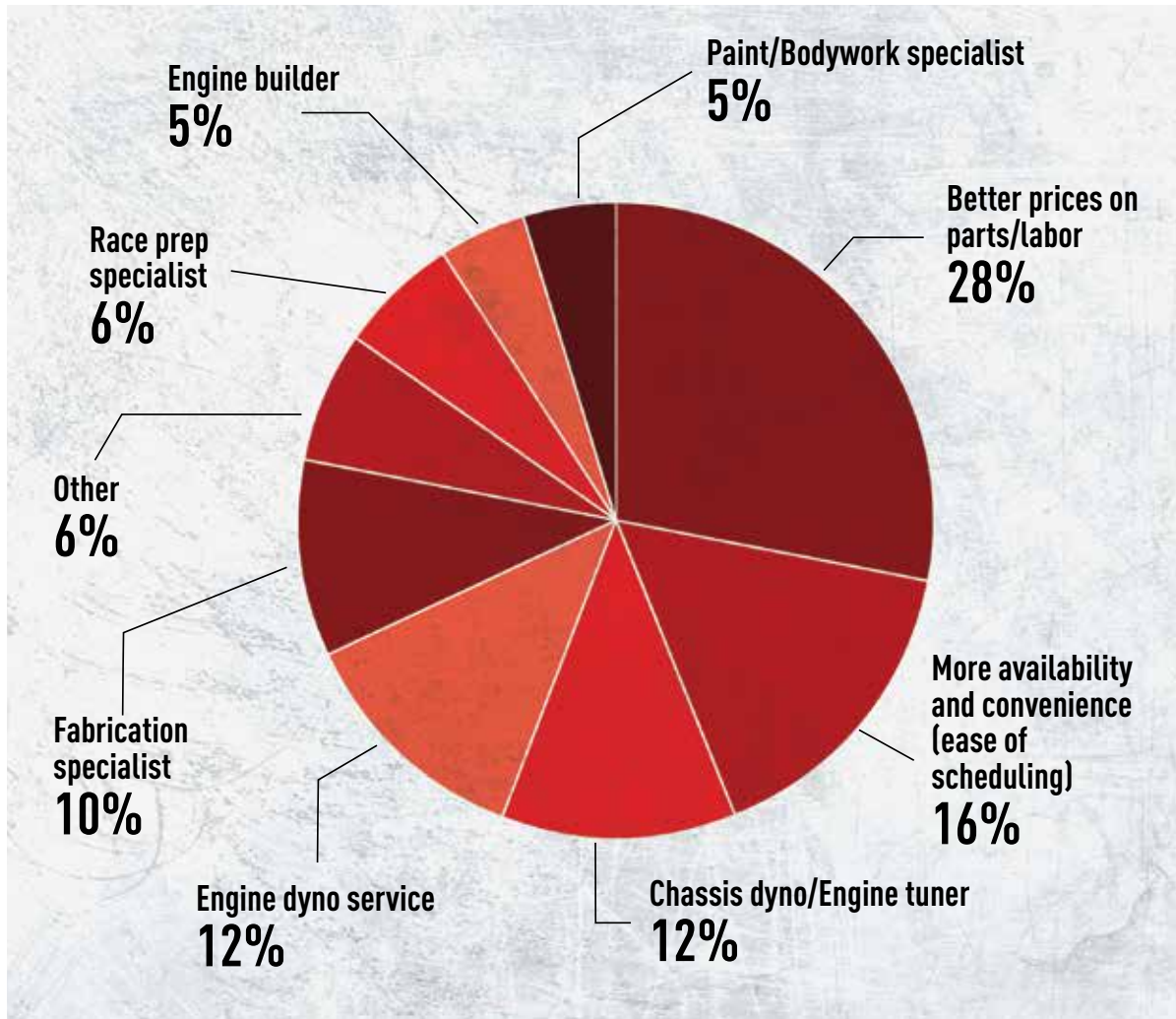
*(More than one answer provided)*



## What are your top three sources for information about new racing products?

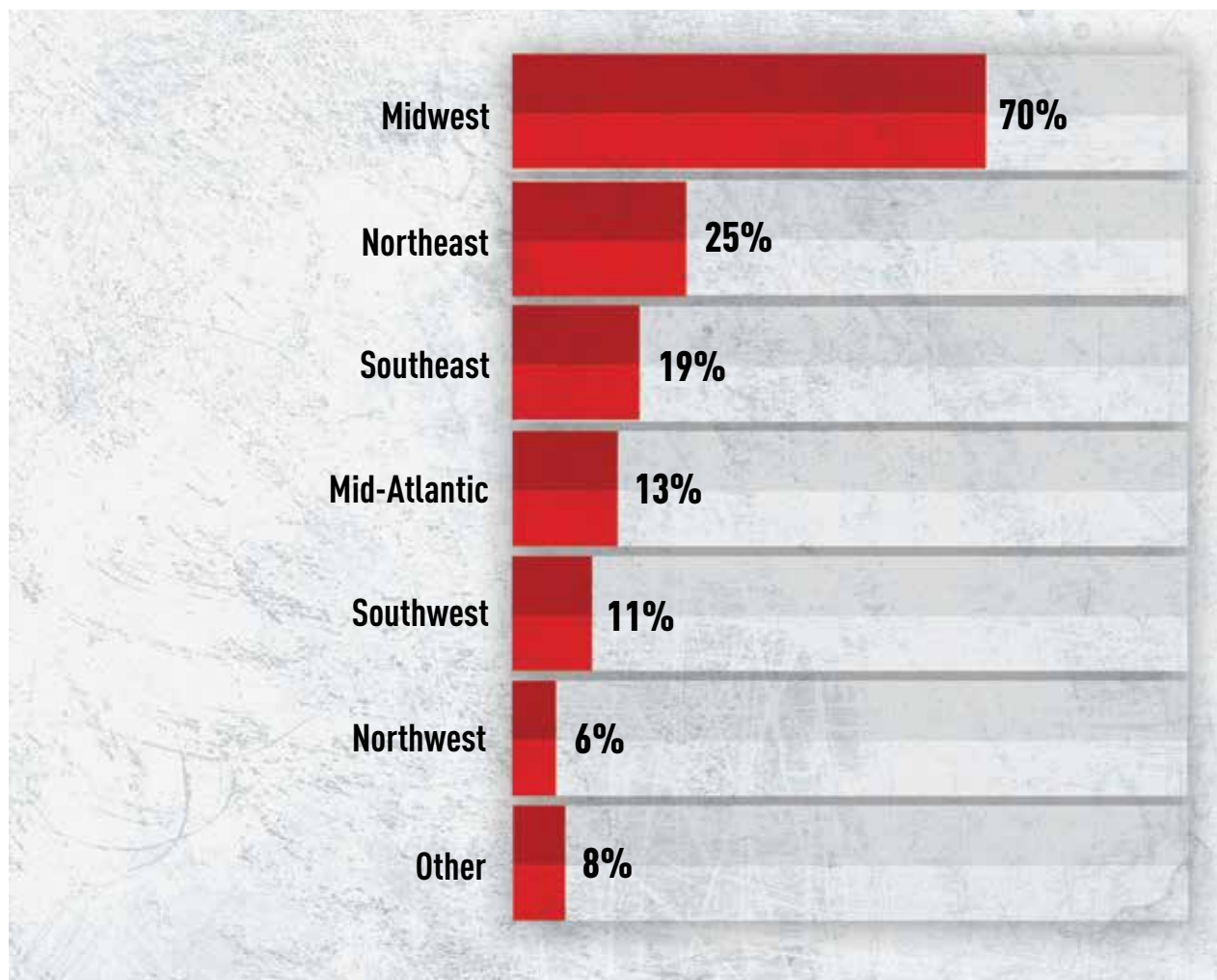


## Which do you most wish your preferred speed shop could offer but doesn't?



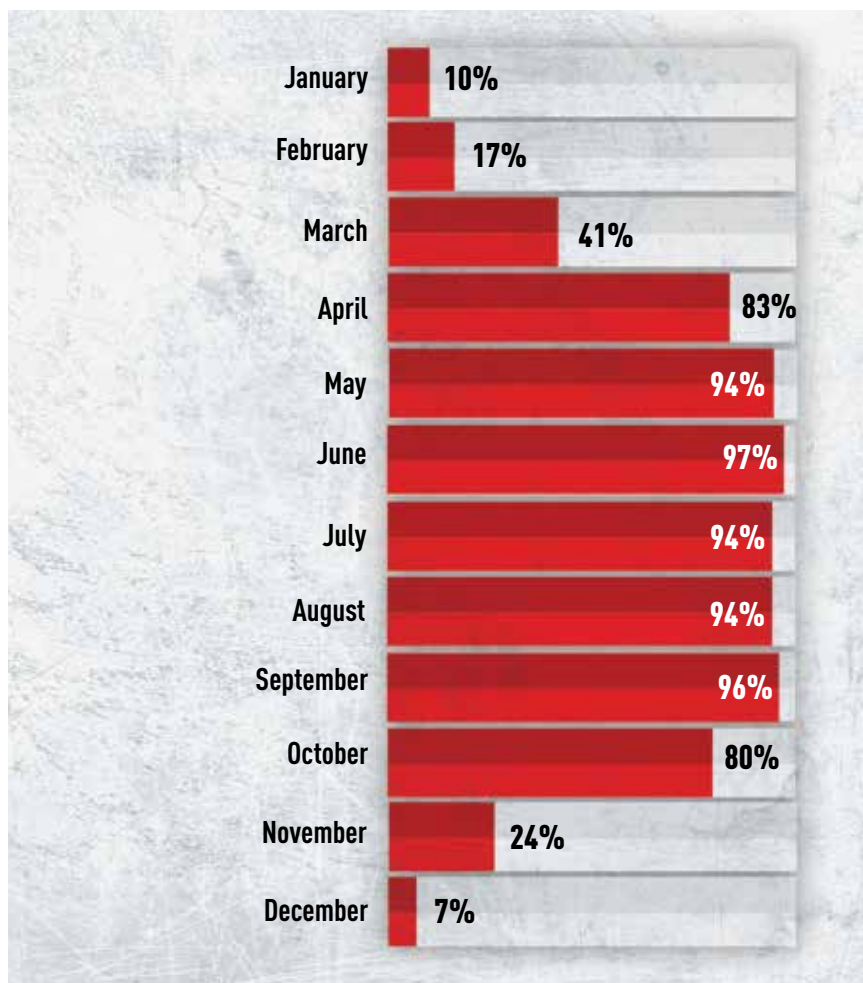
## What region(s) do you race in?

*(More than one answer provided)*



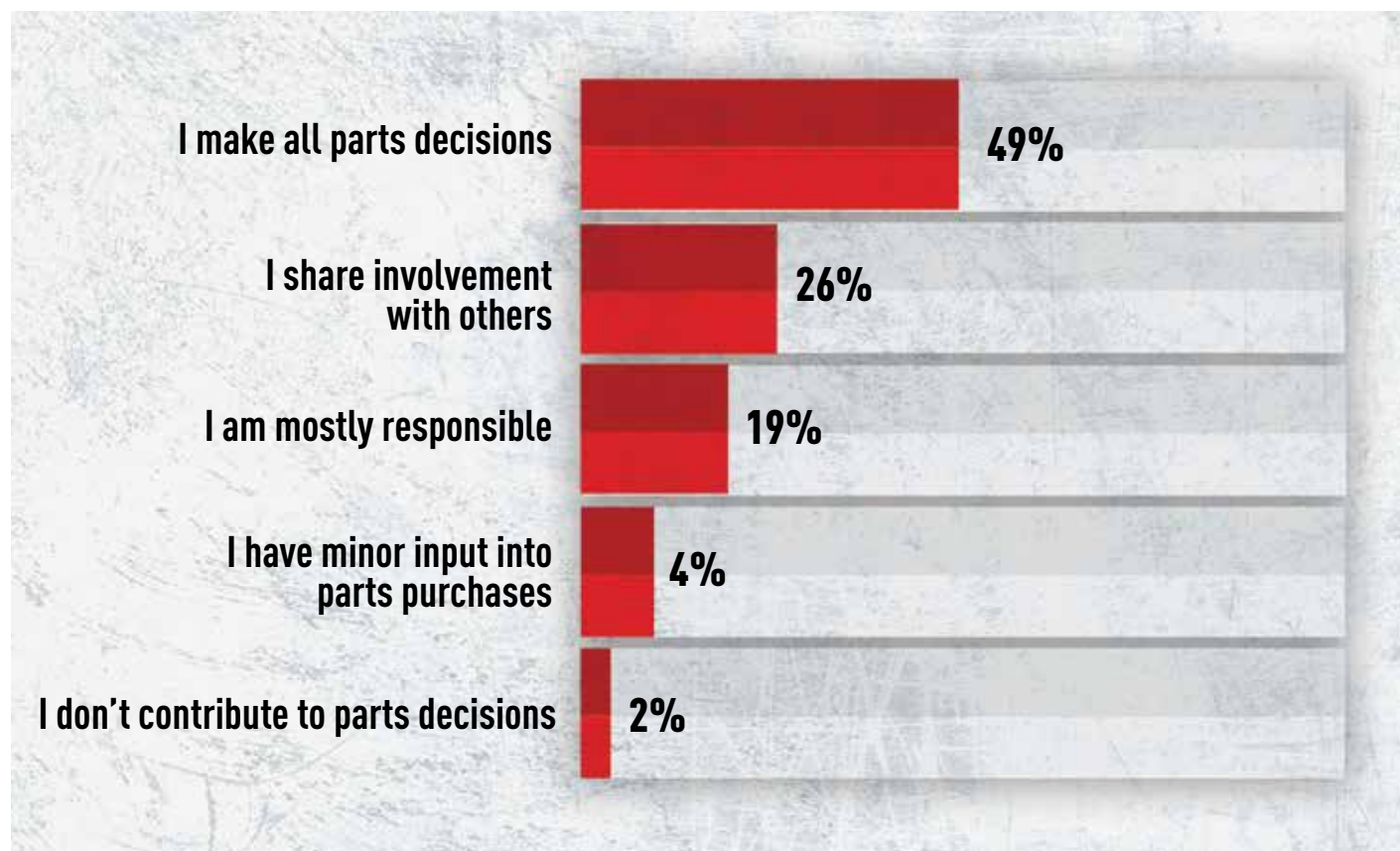
**During which months does your team typically race?**

*(More than one answer provided)*

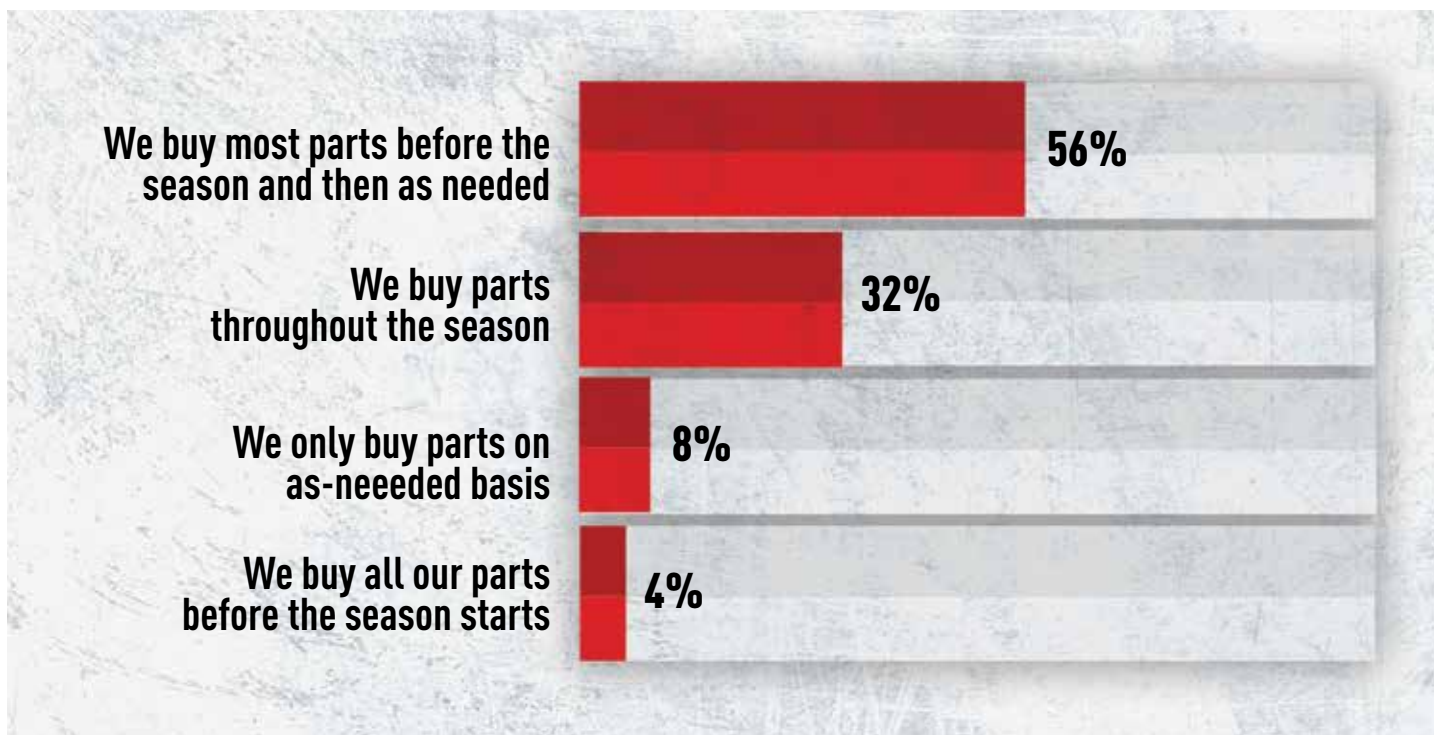


**What best describes your level of involvement in purchasing parts for your race car or team?**

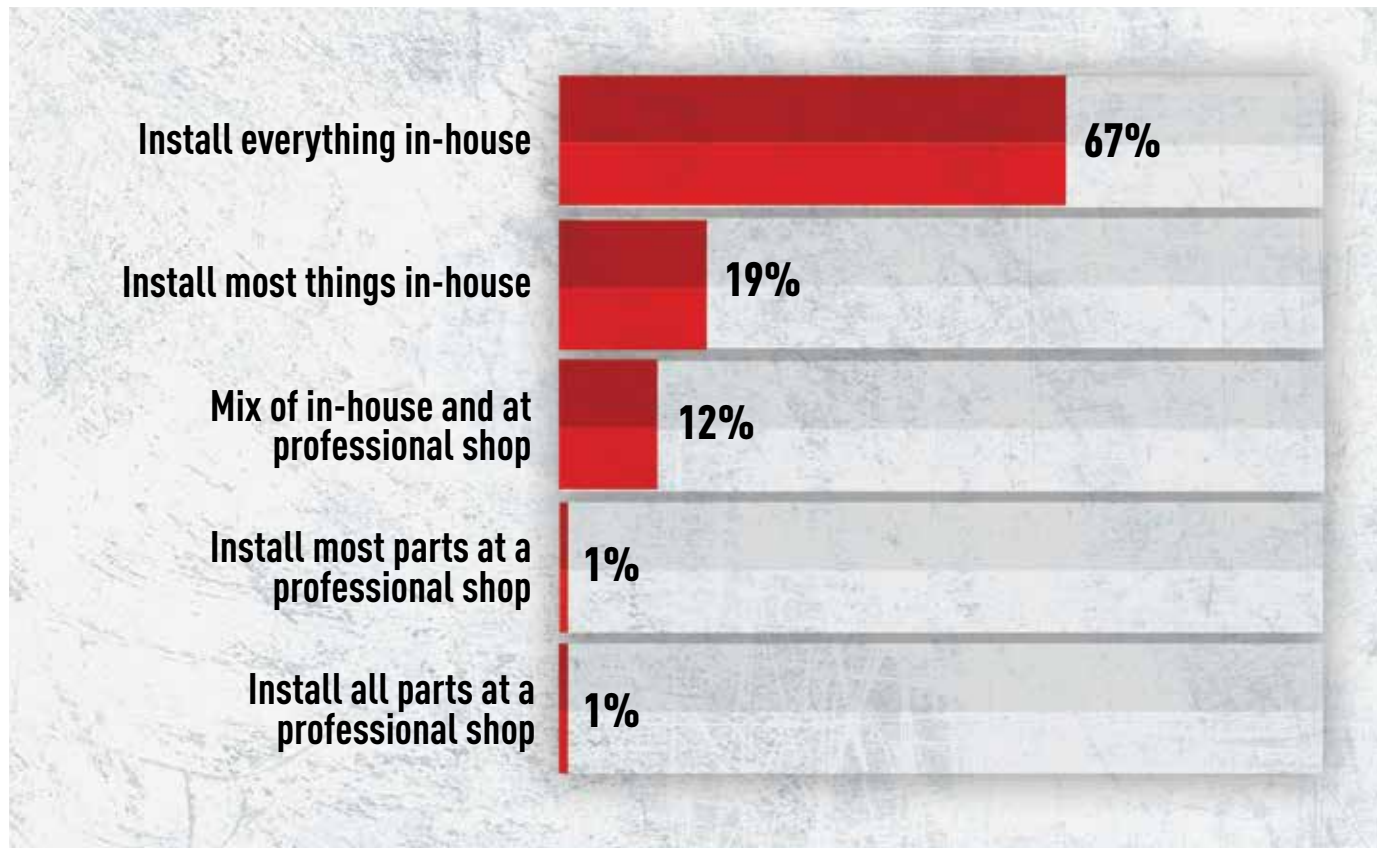
*(More than one answer provided)*



## When do you typically buy parts for you race car?

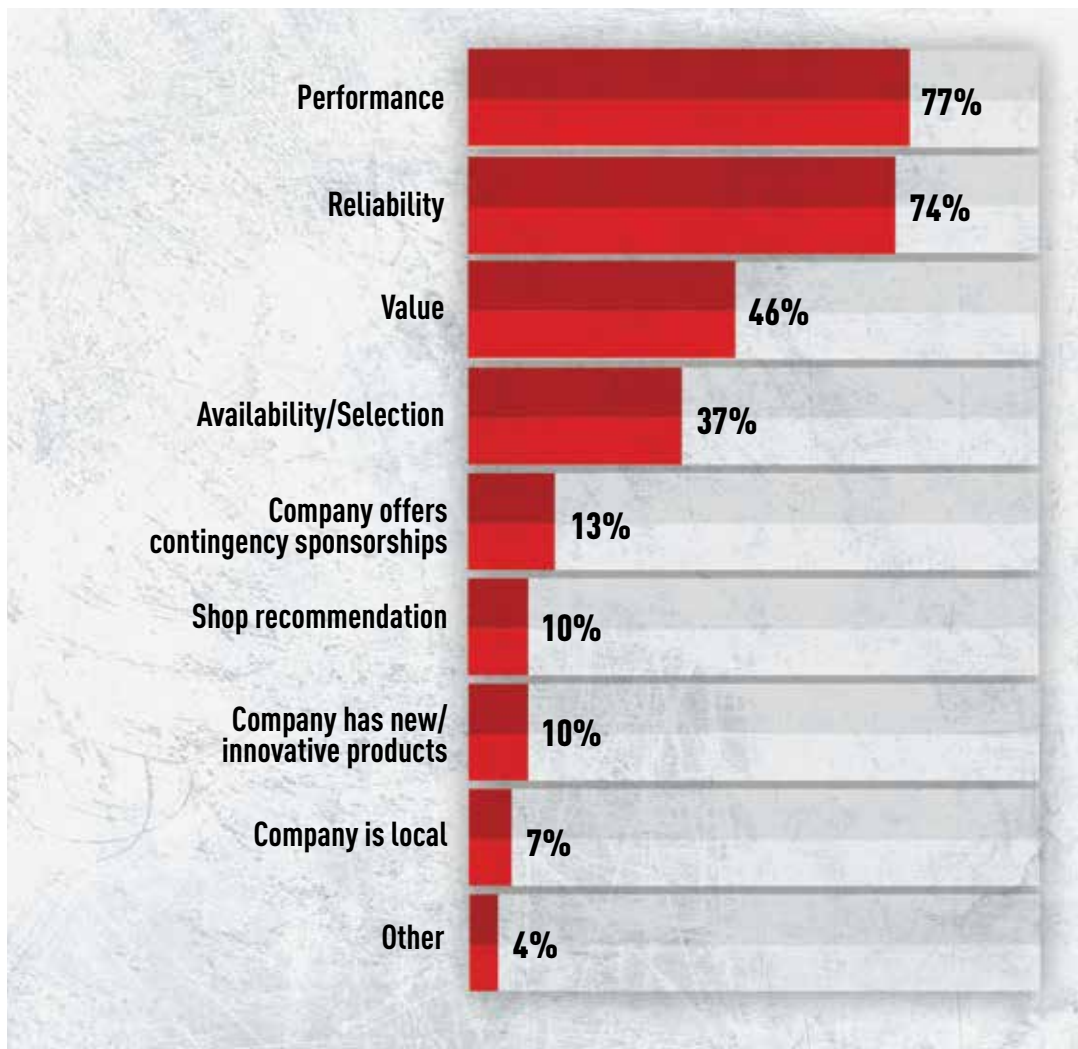


## How do you install new parts on your race car?





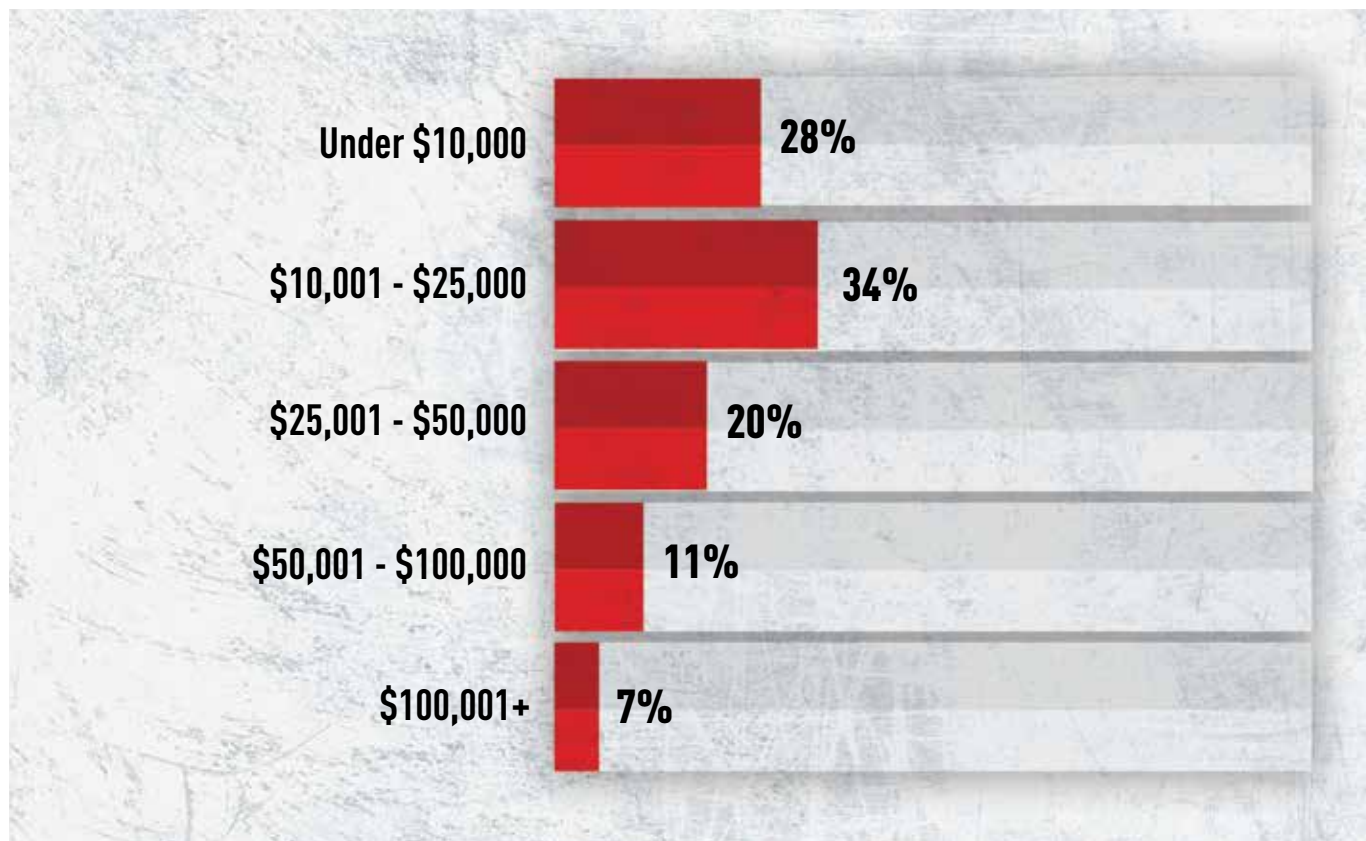
**When deciding which companies/brands to buy from, what matters most? *(Top 3 selected)***



## Does “Made in the USA” make you more likely to buy a part?



## How much do you think you spent on parts and services for race car/race program last year?



**For 2023, do you expect your spending will increase, decrease, or stay the same?**

