PRI surveys thousands of motorsports retail businesses across the US each year to uncover the latest trends in sales, marketing, operations, promotions, pricing, hiring, communications, and more. The feedback we receive from speed shops, fabricators, engine builders, machinists, service/install/repair shops, performance tuners, and race prep shops reveals which types of racing are moving the retail needle, as well as how business is getting done for thousands of small and mid-sized companies industrywide. In addition to illustrating the state of the marketplace, our survey results provide a baseline to help retail business owners learn more about how their peers across the nation are faring. What follows are the complete results of PRI’s latest Motorsports Retail Business Survey.
DESCRIBE YOUR PRIMARY BUSINESS:

- Engine Builder: 21%
- Fabricator: 17%
- Retailer: 12%
- Machine Shop: 10%
- Combo/Retailer & Engine Builder: 10%
- Combo/Retailer & Fabricator: 9%
- Race Prep Shop: 5%
- Tuner/Installer: 4%
- Vintage Supplier: 2%
- Other: 10%

2022 Motorsports Retail Business Survey
DESCRIBE THE MAJORITY OF YOUR CUSTOMER BASE:

- Drag Racing: 33%
- Street/Strip: 19%
- Stock Car: 8%
- Road Racing: 7%
- Dirt Late Model: 6%
- Open Wheel Short Track: 5%
- Vintage: 5%
- Truck/Tractor Pulling: 4%
- Modified: 3%
- Off-Road: 2%
- Marine: 2%
- Karting: 1%
- Other: 5%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
WHAT IS THE FASTEST-GROWING MARKET SEGMENT FOR YOUR BUSINESS?

- Drag Racing: 24%
- Street/Strip: 23%
- Vintage: 11%
- Stock Car: 6%
- Road Racing: 6%
- Truck/Tractor Pulling: 5%
- Modified: 4%
- Open Wheel Short Track: 4%
- Dirt Late Model: 4%
- Karting: 3%
- Marine: 2%
- Off-Road: 2%
- Other: 6%

2022 Motorsports Retail Business Survey
COMPIRED TO 2020, DID YOUR SALES IN 2021...

- **INCREASE**: 42%
- **STAY THE SAME**: 40%
- **DECREASE**: 18%

*2022 MOTORSPORTS RETAIL BUSINESS SURVEY*
DID YOUR COMPANY’S CUSTOMER BASE OVER THE PAST 12 MONTHS...

- **INCREASE** 47%
- **STAY THE SAME** 40%
- **DECREASE** 13%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
WEBSITES: DOES YOUR COMPANY HAVE A WEBSITE?

YES 45%

NO 55%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
WEBSITES: BY TYPE OF BUSINESS:

RETailer
NO - 31%
YES - 69%

ENGINE BUILDER
NO - 58%
YES - 42%

DRAG COMBINATION RETAILER & ENGINE BUILDER RACING
NO - 42%
YES - 58%

FABRICATOR
NO - 80%
YES - 20%

COMBINATION RETAILER & FABRICATOR
NO - 51%
YES - 49%

MACHINE SHOP
NO - 64%
YES - 36%

RACE PREP SHOP
NO - %
YES - 44%

TUNER/INSTALLER
NO - 44%
YES - 56%

VINTAGE
NO - 50%
YES - 50%

OTHER
NO - 51%
YES - 49%
WEBSITES: IF YOU DON'T HAVE ONE, WHICH OF THE FOLLOWING IS THE BIGGEST BARRIER TO CREATING ONE?

- Time to build or maintain it: 32%
- Don't see value in it: 23%
- Computer skills: 15%
- Budget: 13%
- Manpower: 7%
- Other: 10%

2022 Motorsports Retail Business Survey
WEBSITES: HOW OFTEN DOES YOUR COMPANY MAKE UPDATES?

- Daily: 9%
- Multiple times a week: 10%
- Weekly: 8%
- Monthly: 26%
- Yearly: 17%
- Hardly ever: 30%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
SOCIAL MEDIA: DOES YOUR COMPANY USE SOCIAL MEDIA TO PROMOTE THE BUSINESS?

55% YES

45% NO

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
SOCIAL MEDIA: WHAT ARE THE TOP THREE SOCIAL MEDIA SITES OR PLATFORMS YOUR COMPANY USES? *(MORE THAN ONE ANSWER PROVIDED)*

- **Facebook**: 97%
- **Instagram**: 53%
- **YouTube**: 32%
- **Twitter**: 15%
- **LinkedIn**: 9%
- **Snapchat**: 6%
- **TikTok**: 6%
- **Other**: 4%

2022 Motorsports Retail Business Survey
SOCIAL MEDIA: HOW OFTEN DOES YOUR COMPANY POST ON SOCIAL MEDIA?

- **Multiple times a day**: 4%
- **Daily**: 16%
- **Multiple times a week**: 18%
- **Weekly**: 30%
- **Monthly**: 23%
- **Hardly ever**: 9%

2022 Motorsports Retail Business Survey
SOCIAL MEDIA: WHAT IS YOUR PRIMARY GOAL WITH SOCIAL MEDIA?

- Creating/Boosting Brand Awareness: 28%
- Increasing Sales: 26%
- Publicizing Sales/Promotions: 23%
- Communicating with Customers: 11%
- Congratulating Winning Customers/Sponsored Racers: 6%
- Posting Fun Pictures/Memes: 3%
- Other: 3%

2022 Motorsports Retail Business Survey
Which of the following are the most effective methods for promoting your business? (More than one answer provided)

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>39%</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>27%</td>
</tr>
<tr>
<td>Sponsorships (Events, Cars, Drivers, etc.)</td>
<td>23%</td>
</tr>
<tr>
<td>Website</td>
<td>18%</td>
</tr>
<tr>
<td>Race Track Signage</td>
<td>11%</td>
</tr>
<tr>
<td>Forums/Chat Rooms</td>
<td>1%</td>
</tr>
<tr>
<td>E-mail Blasts</td>
<td>4%</td>
</tr>
<tr>
<td>Print Publications</td>
<td>3%</td>
</tr>
<tr>
<td>Direct Mail (Print)</td>
<td>2%</td>
</tr>
<tr>
<td>Television</td>
<td>1%</td>
</tr>
<tr>
<td>Radio</td>
<td>1%</td>
</tr>
<tr>
<td>Blogs</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>None of These</td>
<td>13%</td>
</tr>
</tbody>
</table>

2022 Motorsports Retail Business Survey
WHAT IS YOUR PRIMARY FUNCTION AT THE RACE TRACK?

- Trackside Service: 27%
- Networking: 27%
- Watch Races: 19%
- Trackside Sales: 7%
- Other: 20%

2022 Motorsports Retail Business Survey
<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise prices of products and/or services</td>
<td>55%</td>
</tr>
<tr>
<td>Purchase new shop equipment</td>
<td>43%</td>
</tr>
<tr>
<td>Purchase used shop equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Hire additional employee(s)</td>
<td>20%</td>
</tr>
<tr>
<td>Begin manufacturing products</td>
<td>10%</td>
</tr>
<tr>
<td>Lay off/fire employee(s)</td>
<td>5%</td>
</tr>
<tr>
<td>Lower prices of products and/or services</td>
<td>3%</td>
</tr>
<tr>
<td>Open an additional location</td>
<td>2%</td>
</tr>
<tr>
<td>Close a location</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>13%</td>
</tr>
</tbody>
</table>

2022 motorsports retail business survey
DO YOU PLAN TO HIRE ADDITIONAL EMPLOYEES IN THE NEXT 12 MONTHS?

- **YES**: 25%
- **NO**: 53%
- **DON'T KNOW**: 22%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
HOW HAVE RAW MATERIAL AND/OR PRODUCT SHORTAGES AFFECTED YOUR ABILITY TO SERVE YOUR CUSTOMERS IN THE LAST 12 MONTHS?

- They haven’t: 7%
- Minimally: 23%
- Moderately: 33%
- Significantly: 37%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
WHEN IT COMES TO YOUR PRODUCTS AND/OR SERVICES, IN THE NEXT 12 MONTHS DO YOU PLAN TO...

- RAISE PRICES: 54%
- KEEP PRICING THE SAME: 46%
- LOWER PRICES: 0%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
DOES YOUR COMPANY ALSO MANUFACTURE PRODUCTS?

- **YES**: 37%
- **NO**: 63%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
THROUGH WHICH CHANNELS DOES YOUR COMPANY SELL PRODUCTS? (MORE THAN ONE ANSWER PROVIDED)

- **In-person at your shop**: 80%
- **Over the phone**: 50%
- **Trackside at races**: 32%
- **Through your company’s website**: 21%
- **Through an online marketplace (Amazon, eBay, etc.)**: 12%
- **Through a mail-order catalog**: 2%
- **Other**: 9%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
DOES YOUR COMPANY PLAN TO SELL PRODUCTS ONLINE?

- **Yes**: 12%
- **No**: 63%
- **Don’t Know**: 25%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
DOES YOUR COMPANY SELL USED PARTS?

49% YES
51% NO

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
BESIDES FACE TO FACE, HOW ELSE DO YOU COMMUNICATE WITH YOUR CUSTOMERS? (MORE THAN ONE ANSWER PROVIDED)

- PHONE: 90%
- EMAIL: 72%
- TEXT: 69%
- SOCIAL MEDIA: 48%
- VIDEO CHAT (ZOOM, FACETIME, SKYPE/TEAMS, ETC.): 7%
- OTHER: 2%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
HOW WOULD YOU DESCRIBE THE SCOPE OF YOUR BUSINESS?

- LOCAL: 40%
- REGIONAL: 31%
- NATIONAL: 16%
- INTERNATIONAL: 13%

2022 MOTORSPORTS RETAIL BUSINESS SURVEY
What are your company's approximate annual sales?

- Less than $250,000: 44%
- $250,000 to $500,000: 14%
- $500,000 to $1,000,000: 10%
- $1,000,000 to $2,000,000: 7%
- $2,000,000 to $5,000,000: 3%
- $5,000,000 to $10,000,000: 2%
- $10,000,000 to $20,000,000: 1%
- More than $20,000,000: 2%
- Prefer not to answer: 17%

2022 Motorsports Retail Business Survey