



Motorcycling Australia

Motocross Rider Survey 2008

METHOD:

Surveys were handed out to riders in the Australian Motocross Championship at the fourth round held at Raymond Terrace.

This was conducted on 18 May 2008, and was given to riders as they signed in for the meeting.

A total of 45 surveys were completed, with a random sample take of riders throughout both the Pro Opens and Pro Lites classes.

The actual questions asked are above the graphs which summarise the responses.

Please do not distribute the results of this survey without first discussing with MA, whose intellectual property these results remain.

SOME KEY FINDINGS:

89% of respondents are happy with how the MX Championship is run

86% of respondents believe there has been a notable improvement in the past five years

78% of respondents believe the venues being raced at are suitable

78% of respondents believe the Championship is well promoted

Less than 50% of respondents believe that the Championship receives adequate media coverage

4.4% of respondents were not happy with the level of communication from MA

No respondents were dissatisfied with personal dealings they had with MA staff members

38% of respondents never refer to the MoMS in a year

58% of respondents refer to the MoMS only once or twice a year

NOTES ON THE SURVEY:

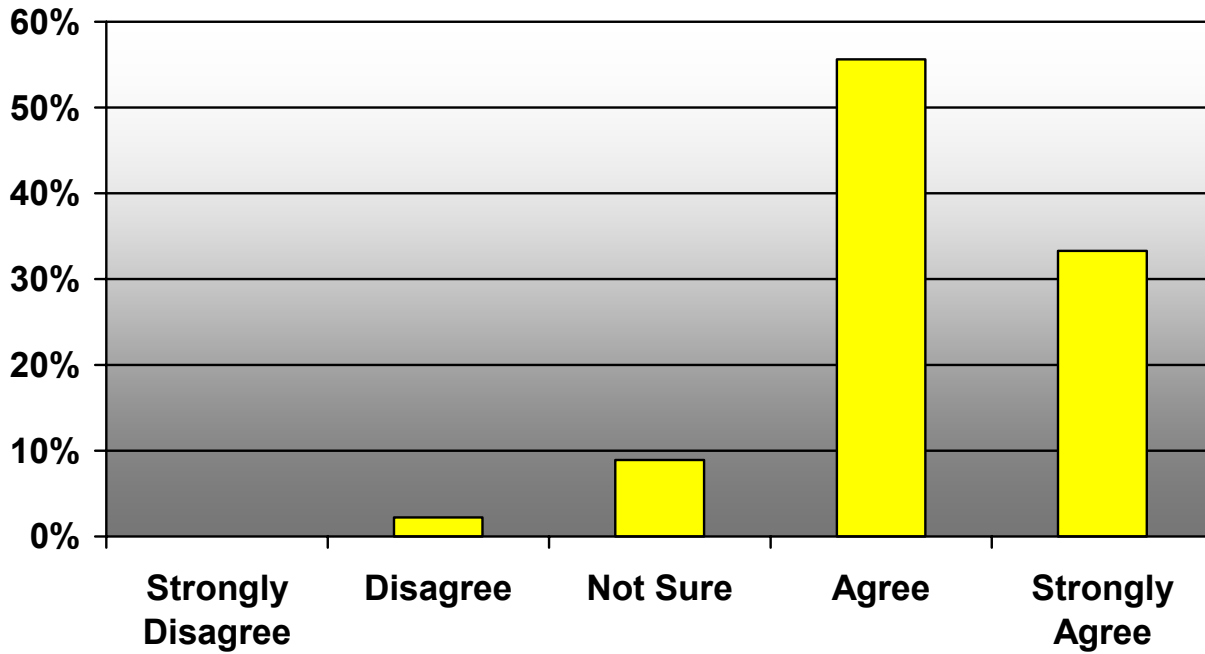
Question number eight, and the final section asking for comments contain various different answers. These answers have been put into sub-groups and listed.

All of the other questions were based on a sliding scale, which included the following options:

Strongly Agree, Agree, Not Sure, Disagree and Strongly Disagree.



1. You are currently happy with the way that the Championship is run:

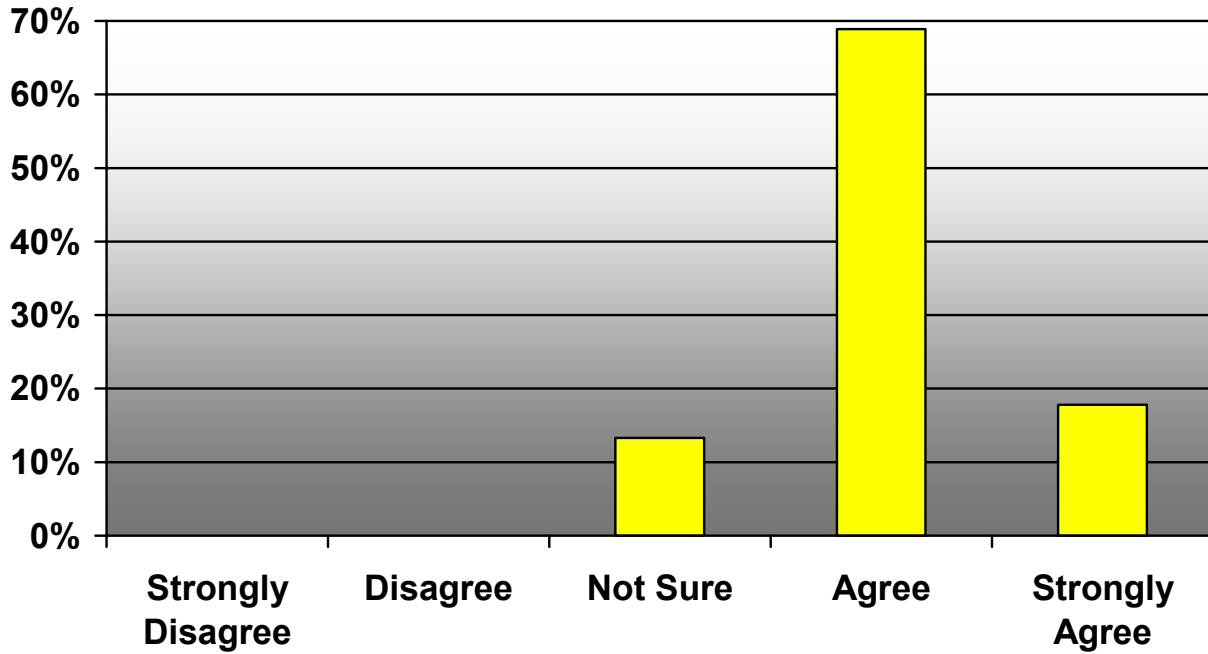


IN SHORT:

- 40 of the 45 respondents said that they agree or strongly agree
- 1 respondent disagreed



2. There has been a noticeable improvement in the Championship over the past five years:

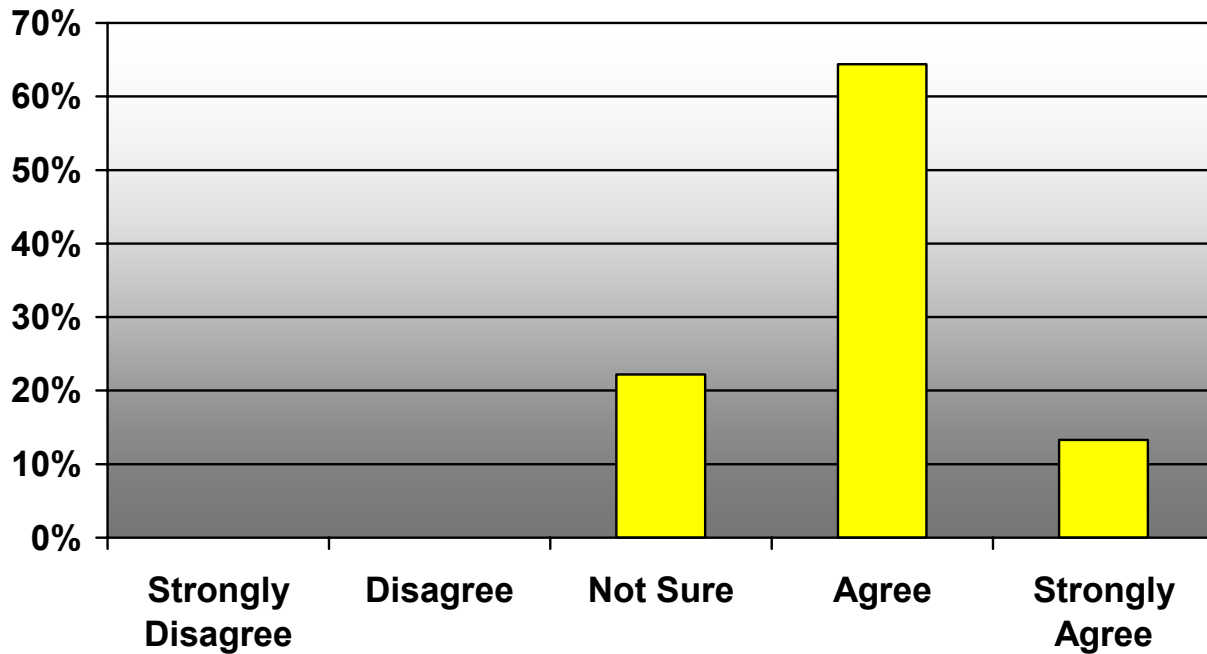


IN SHORT:

- 69% of respondents agreed with the statement with a further 18% strongly agreeing
- More than 85% of respondents either agreed or strongly agreed with the statement
- No respondents disagreed with the statement



3. The venues you are racing at are suitable Australian Championship venues:

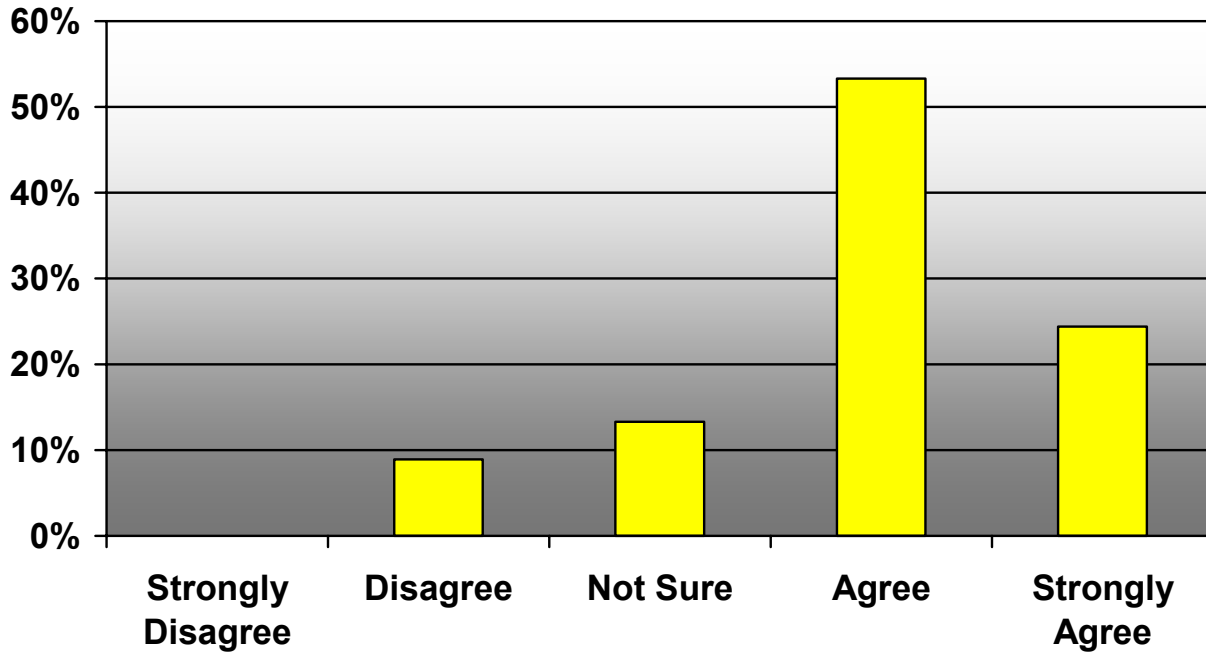


IN SHORT:

- 64% of respondents agreed with the statement
- More than 22% of respondents were not sure about the statement (this equates to 10/45)
- No respondents disagreed with the statement



4. The Championship you are racing in is well promoted:

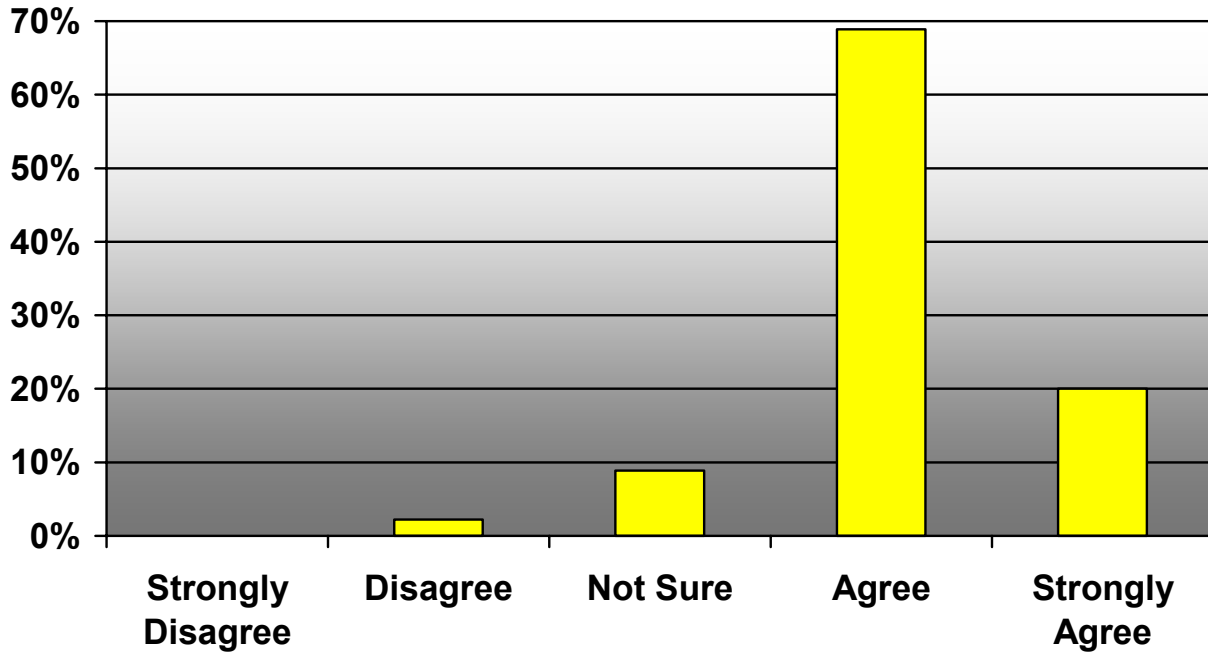


IN SHORT:

- Just over half of the respondents said that they agree, with a further quarter strongly agreeing – this equated to 78% of respondents happy with Championship promotion
- The remaining 22% were either unsure, or disagreed



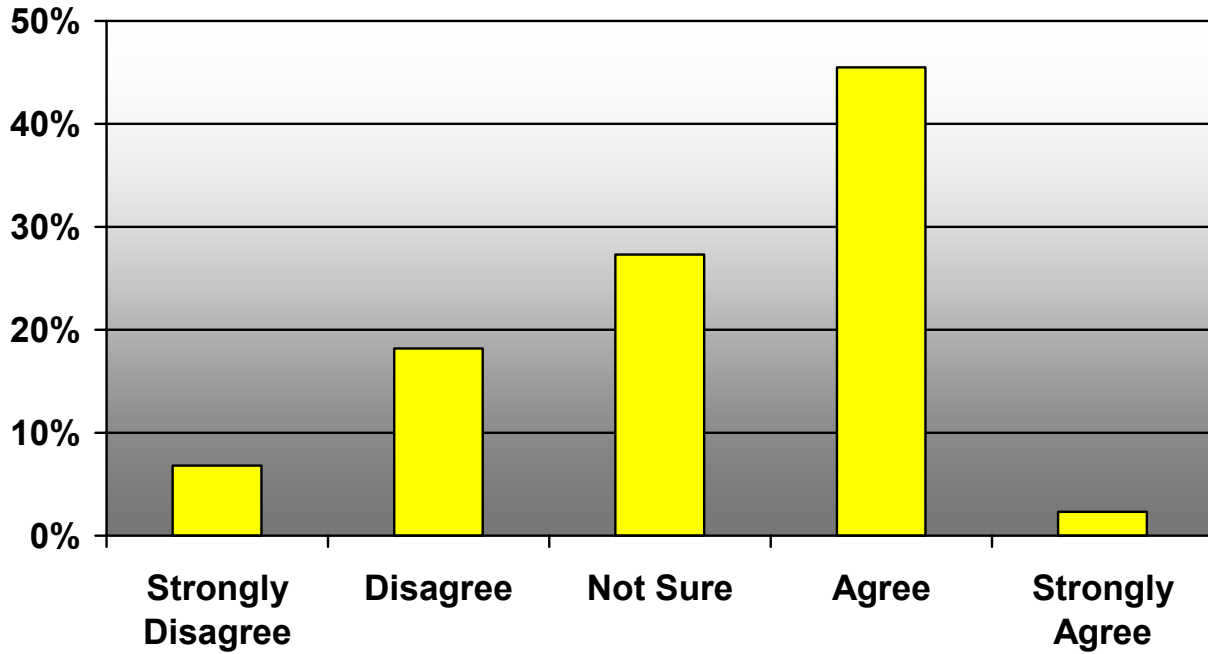
5. The promoter of your Championship communicates well with you:



IN SHORT:

- 69% of respondents agreed with the statement
- 20% of respondents strongly agreed
- 1 respondent disagreed

6. The Championship you are racing in receives adequate media coverage:



IN SHORT:

- 48% of respondents agreed or strongly agreed with the statement
- 25% of respondents disagreed or strongly disagreed with the statement
- 27% were not sure about the statement



7. What are the major improvements that you think should be made to the Championship:

Media

- Televised, more media coverage
- More media coverage
- The Promotion and Media coverage the people at home don't know about it so don't come and it's never on TV.
- TV Coverage
- More coverage
- Put on TV
- Media coverage

Prize money

- More money
- Prizemoney
- Prizemoney

Privateers

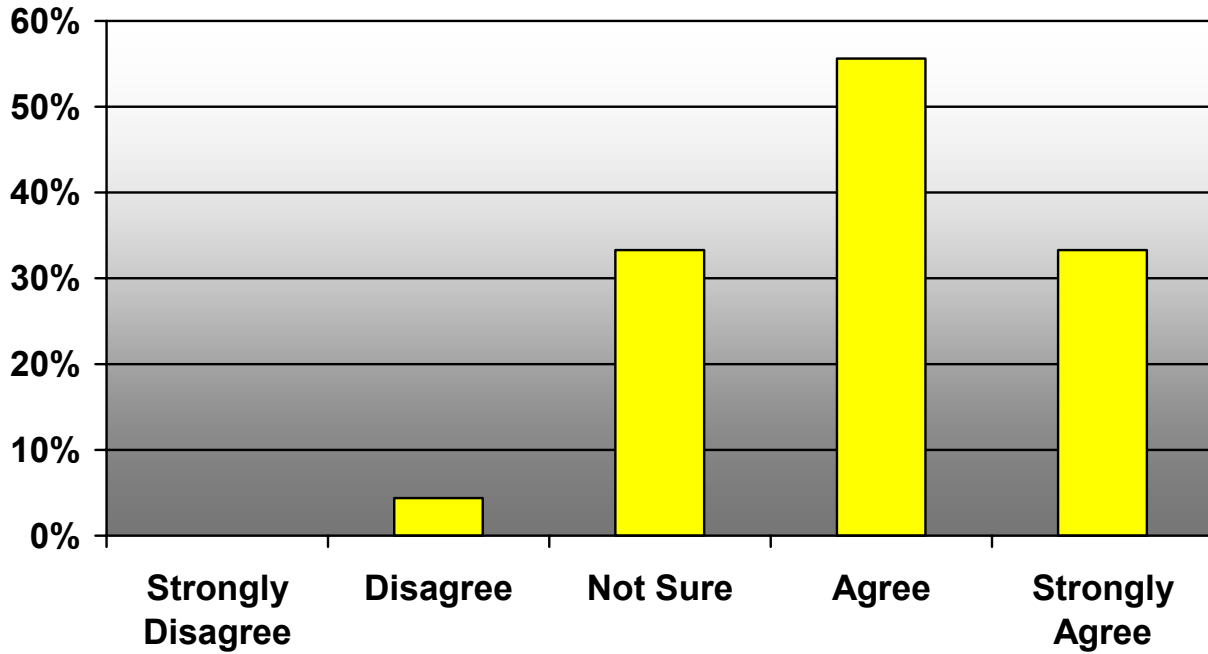
- Help privateers more
- Help privateers more
- Privateer Support
- Bit of word for the not factory riders

Other

- Better tracks set up to a pro level
- Longer series
- Race at Wonthaggi and Barrabool
- More rounds
- More Sponsorship
- Mechanics Area
- A few more signs around near the track



8. You are happy with the level of communication you receive from Motorcycling Australia:

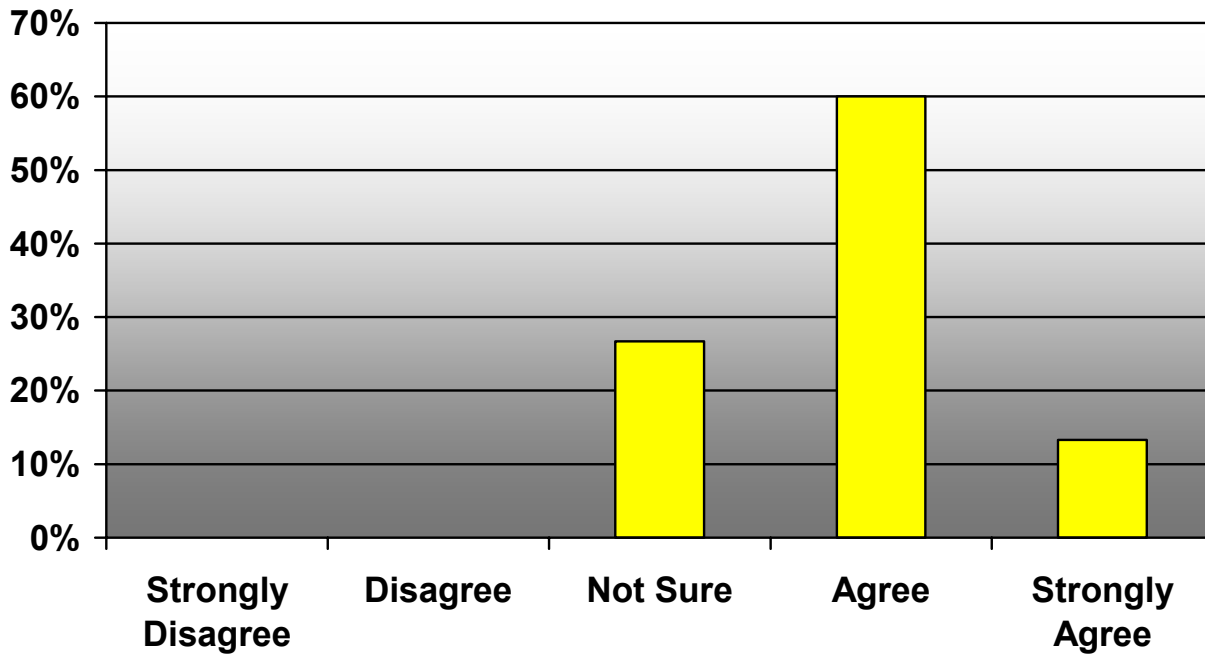


IN SHORT:

- Two of the 45 respondents disagreed with the statement
- 15 respondents were not sure
- 62% either agreed or strongly agreed



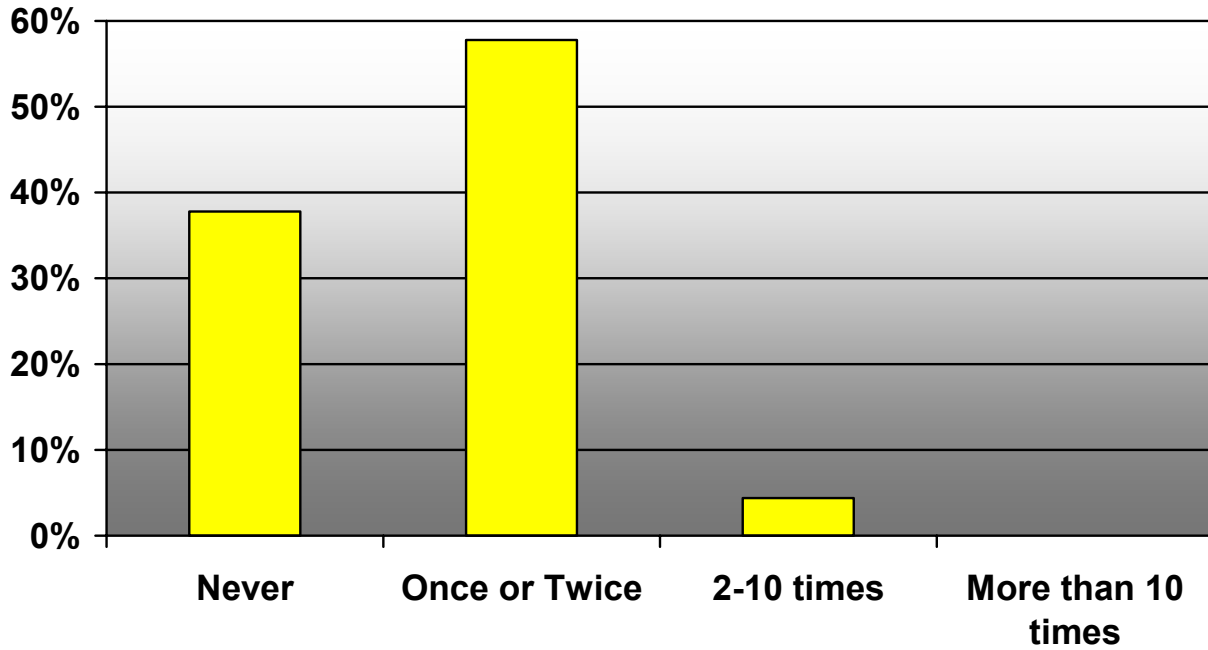
9. You are satisfied with the personal dealings you have had with MA staff members:



IN SHORT:

- 60% of respondents agreed with the statement
- Just under 27% of respondents said they were not sure how to respond
- No respondents disagreed with the comment

10. How often each year do you refer to the Manual of Motorcycle Sport:



IN SHORT:

- 38% of respondents said that they never read the MoMS
- Just under 60% said they read the MoMS once or twice each year

