



The Off-Road Expo audience is comprised of powersports and off-roading enthusiasts who are actively researching the newest ATVs, UTVs/SXS, gear, equipment and how-to information from industry experts.

**19,100+**  
ANNUAL  
ATTENDANCE

**28,837+**  
CUSTOM EMAIL  
SUBSCRIBERS

**1,970,816**  
AVG. MONTHLY PAGE VIEWS

**1X**  
EVENTS

**43,130+**  
SOCIAL MEDIA  
AUDIENCE

**115,611**  
AVG. MONTHLY UNIQUE VISITORS

**16,313,770**  
ANNUAL MEDIA  
IMPRESSIONS

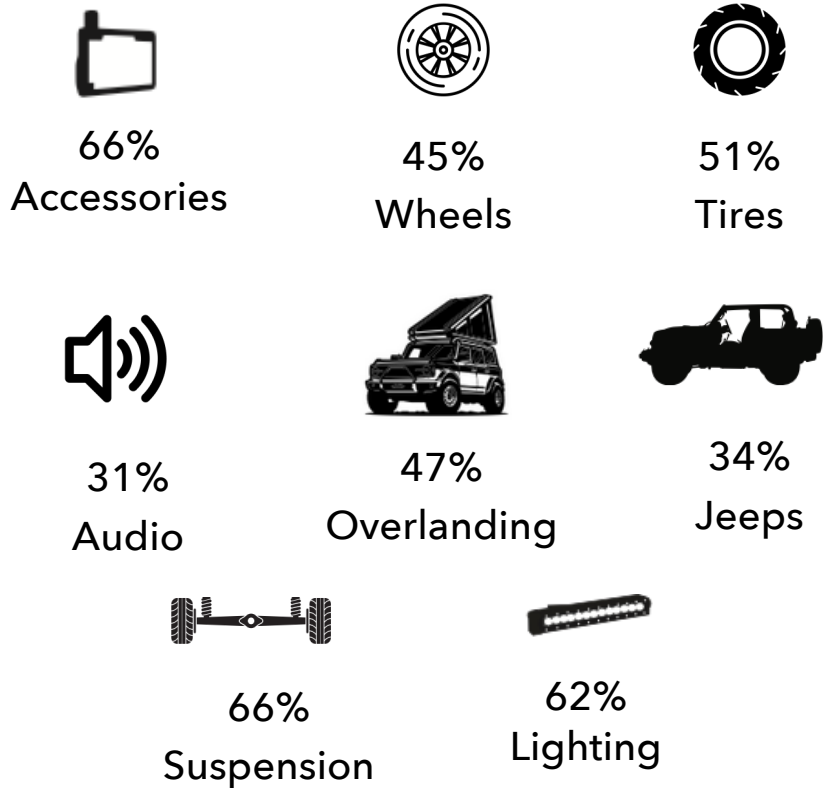
**20,000**  
ON-SITE  
SHOW MAPS

**BACK IN OCTOBER  
FOR 2026**

**OFF-ROAD EXPO**  
California  
Oct. 3 - Oct. 4, 2026

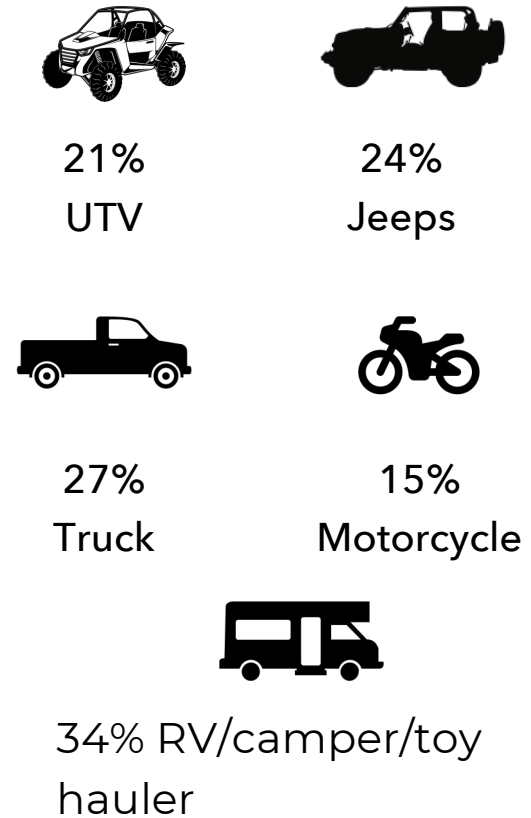


### Most Sought After Products



### Vehicle Purchase Intent

(next 24 months)



# AUDIENCE PROFILE

Off-Road Expo's audiences represent the most passionate 4x4 enthusiasts in the off-roading industry. They are an active, adventurous market whose passions are inspired by the outdoors and the thrill of off-roading.

## AFFLUENT, PASSIONATE ENTHUSIASTS



AVERAGE HOUSEHOLD INCOME OF **\$100K**



**76%** AVERAGING IN AGE BETWEEN 25 - 54



MARRIED **67%**



**79%** MALE **19%** FEMALE

**85%**

ATV/UTV/SXS OWNERS



**24%**

PLAN TO PURCHASE A NEW ATV/UTV/SXS IN THE NEXT 12 MONTHS

**86%**

TRUCK OWNERS



**49%**

RV/CAMPER/TOY HAULER OWNERS



## OUTDOOR ACTIVITIES ENJOYED



**40%** PARTICIPATES IN FISHING



**32%** PARTICIPATES IN HUNTING



**82%** PARTICIPATES IN CAMPING



**39%** PARTICIPATES IN BOATING



**97%** PARTICIPATES IN OFF-ROADING



**45%** PARTICIPATES IN ATTENDING OTHER SPORTING EVENTS

Source: 2024 Off-Road Expo Survey