



MOTORSPORTS AMID THE PANDEMIC

Audience Sentiment Survey Summary

April 27, 2020



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On April 21-22, 2020, we ran a six-question, multiple-choice survey through RACER.com, prompted by the graphic shown to the right from which we received 3,756 responses (approximately 300 of which came in after the promotion period).

The aim of the survey was to get a sense of audience engagement and mood as the effects of the COVID-19 outbreak has taken hold and caused an unprecedented disruption to motorsports and life as whole. In summary, the results show that our audience remains highly engaged, open to new ways to get their racing fixation met such as through virtual racing and are cautiously optimistic about the near future of the sport.

The majority of our audience looks forward to returning to events, albeit with more precautions befitting the current state of affairs.

Most assuring is that the overall trend of the responses indicates that survey participants took the questions seriously and answered them thoughtfully and honestly.

Following is the full detail of each question and the breakdown of responses.



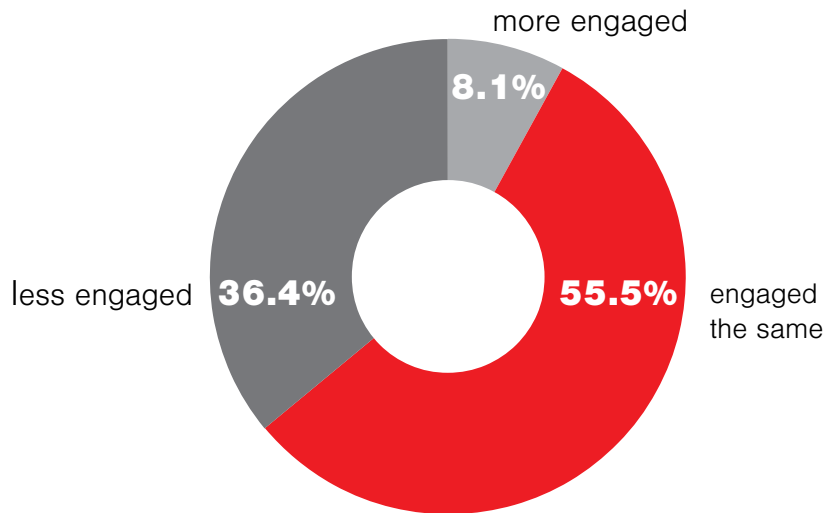
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Q1

Has your engagement with motorsport changed with the pause in racing?

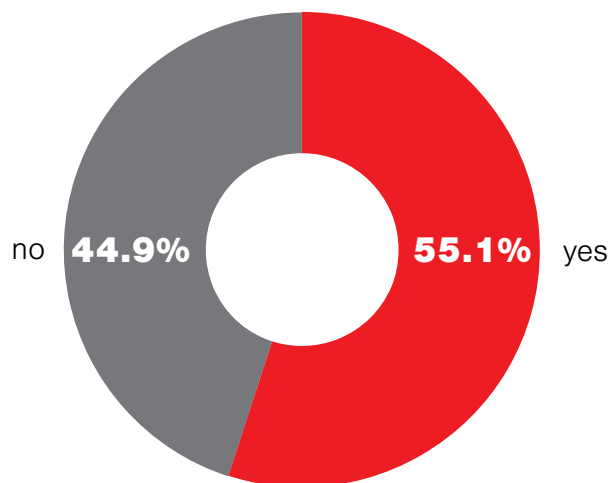
Answered: 3,750 / Skipped: 6



Q2

Have you found Eracing to be entertaining?

Answered: 3,736 / Skipped: 20



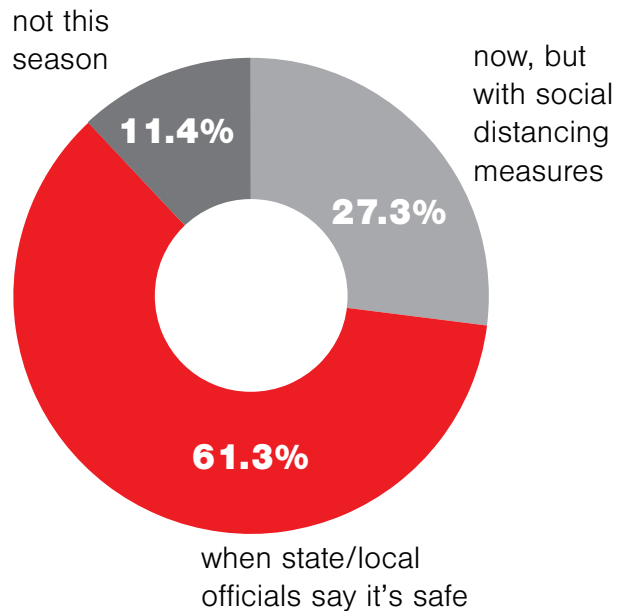
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Q3

When do you think it's appropriate for the major series to get back to racing?

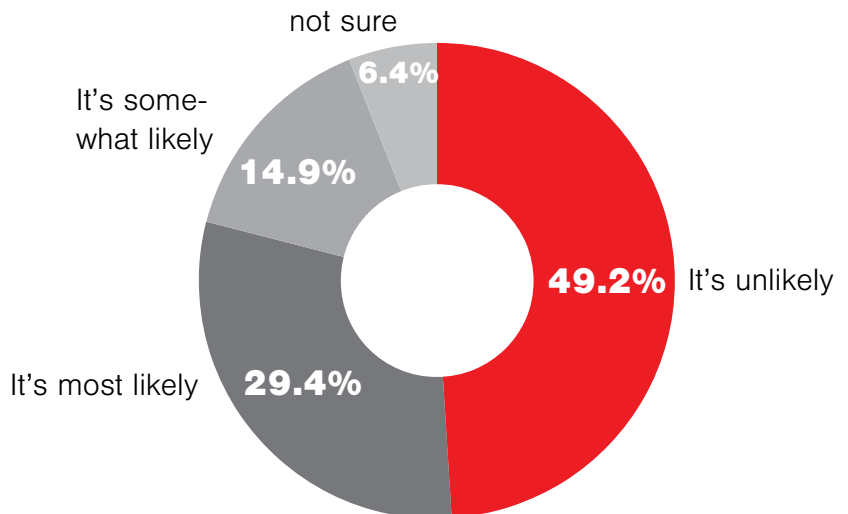
Answered: 3,741 / Skipped: 15



Q4

How likely do you think it is that live racing will return to pre-pandemic normal this year?

Answered: 3,749 / Skipped: 7



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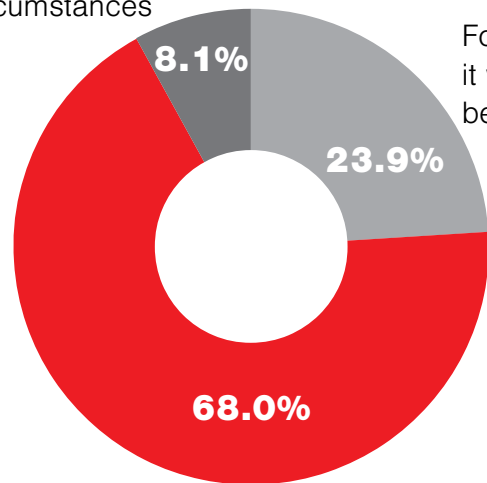
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Q5

How would you feel about racing events taking place without a live audience?

Answered: 3,742 / Skipped: 14

Under no circumstances



For now, it would be ideal

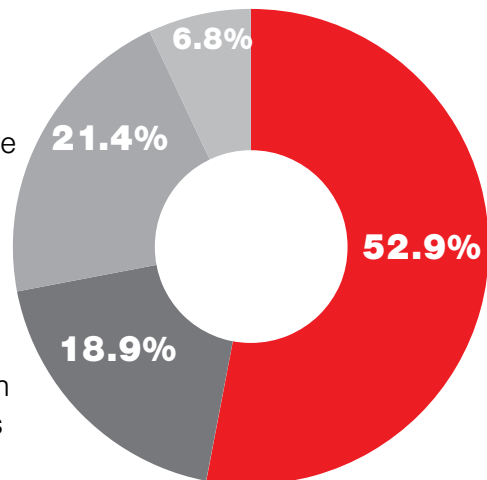
It wouldn't be great, but it would be better than no racing at all

Q6

How likely are you to attend a racing event after the pandemic?

Answered: 3,751 / Skipped: 5

doubt it



might, but want to be sure it's safe first

definitely will, but with precautions

definitely will

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Future surveys are planned, possibly with the same, or very similar, questions to gauge if sentiment has shifted as the state of the pandemic and the imposed measures wear on. Other topics, and or, audience segments may also be targeted.

For more information on the survey please contact:

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