



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant
Sentiment Survey Summary

May 4, 2020



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

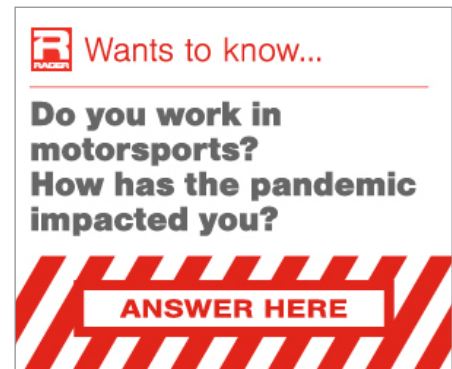
On April 29 to May 1, 2020, we ran a nine-question, multiple-choice survey through RACER.com, prompted by the graphic shown to the right from which we received 360 responses (45 of which came in after the promotion period).

The aim of the survey was to get a sense of how the COVID-19 pandemic has affected those working and volunteering within motorsport.

Given that the respondents are overwhelmingly negatively affected by the pandemic, the responses were on the whole understandably more subdued than the those given by the mostly enthusiast audience surveyed the prior week.

Nevertheless, the survey did show that on the whole most within the community are trying to make the best of a difficult situation with conservatively positive outlook, tempered by an abundance of caution.

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



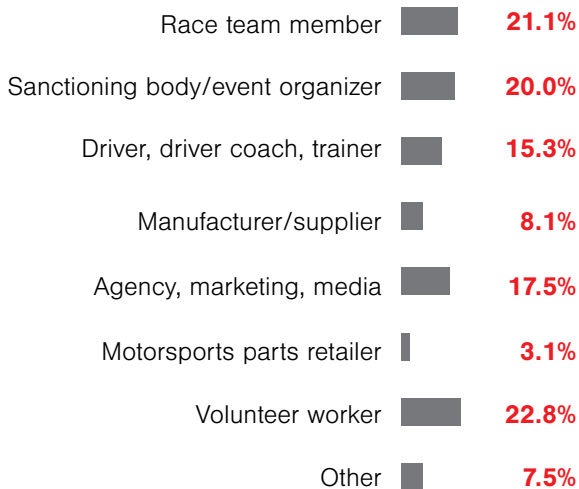
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

Q1

Which of the following most closely describes your role in motorsports?

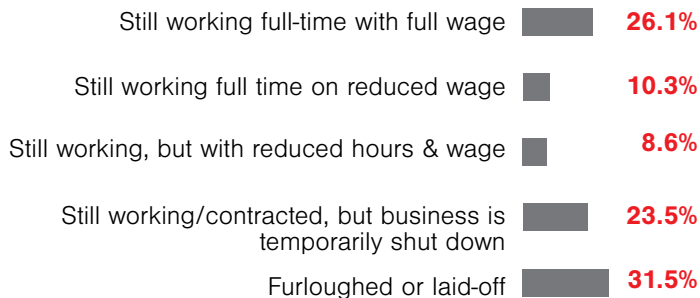
Answered: 360 / Skipped: 0



Q2

Currently, are you:

Answered: 349 / Skipped: 11



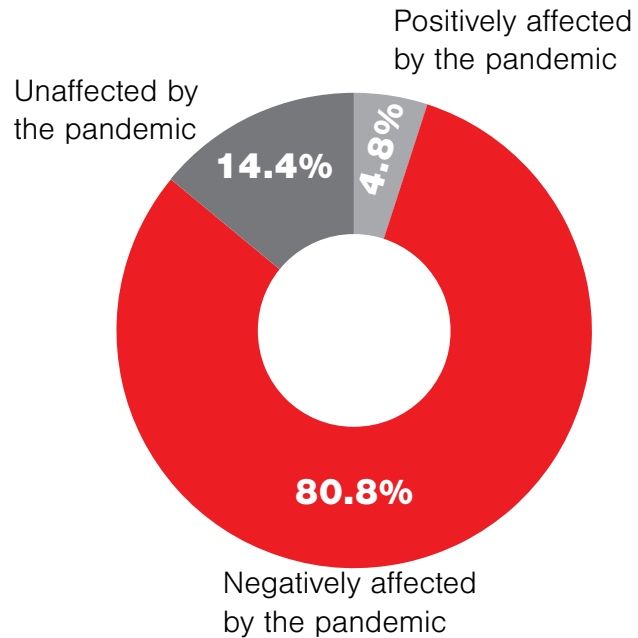
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

Q3

Overall, my business, place of employment or enterprise has been:

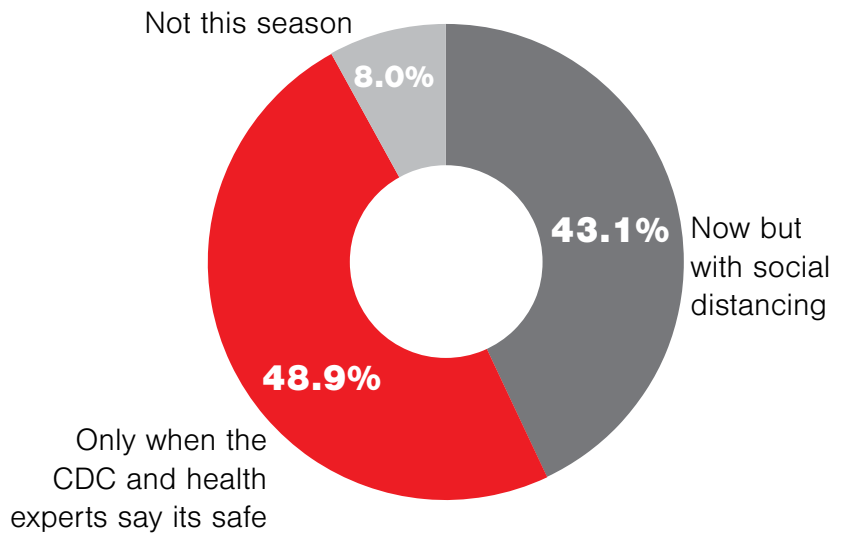
Answered: 354 / Skipped: 6



Q4

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

Answered: 360 / Skipped: 0



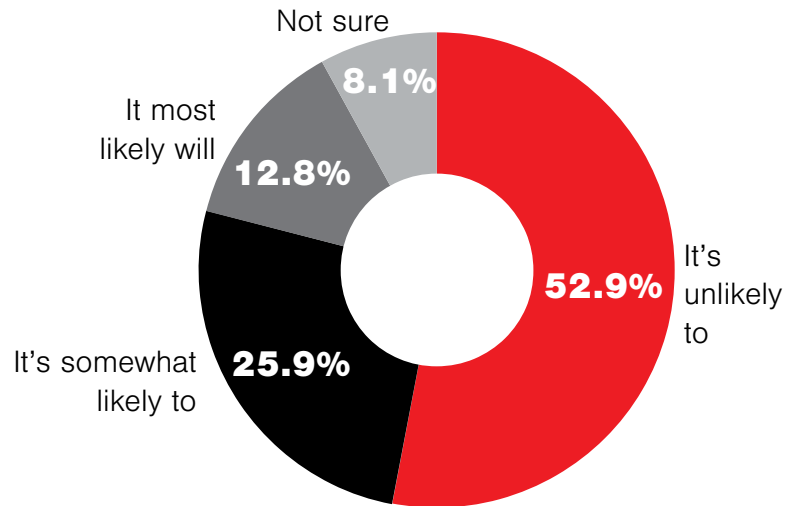
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

Q5

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

Answered: 359 / Skipped: 1

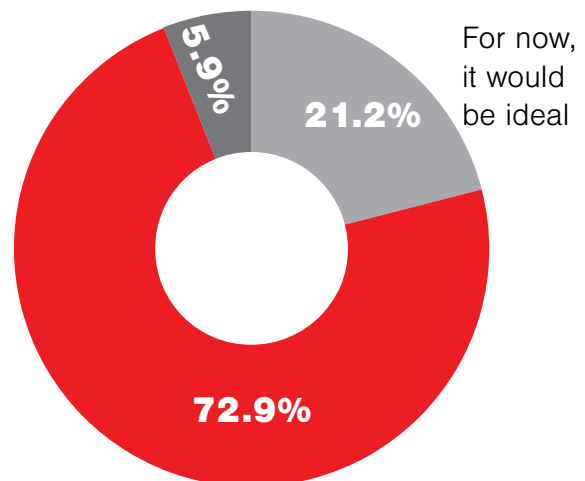


Q6

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

Answered: 358 / Skipped: 2

Under no circumstances



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

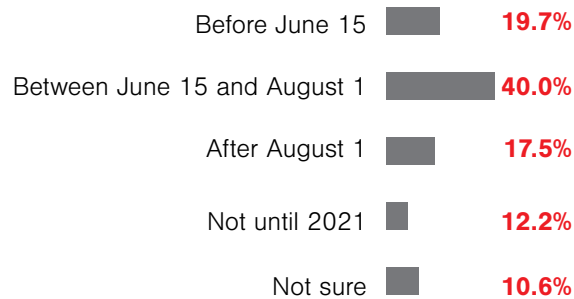
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

Q7

When do you foresee a return to racing?

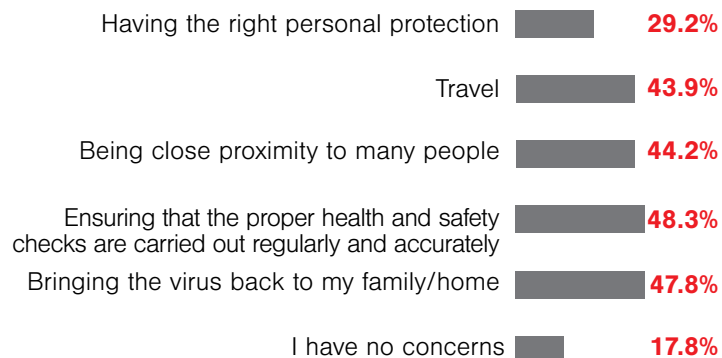
Answered: 360 / Skipped: 0



Q8

Once racing begins again, what will you be most concerned with? Check all that apply

Answered: 360 / Skipped: 0



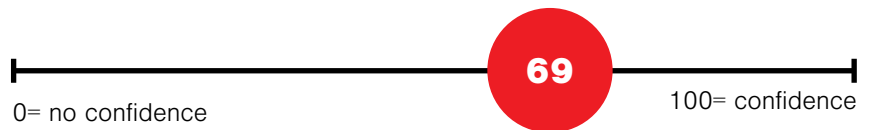
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary



Overall, how confident are you that motorsports will recover from the pandemic?

Answered: 360 / Skipped: 0



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary

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:

Paul Pfanner
Founder, President & CEO
paul.pfanner@racer.com

Bruce Kukuk
VP, Associate Publisher
bruce@racer.com

George Tamayo
Creative Director/Brand Strategist
RACER Studio
george.tamayo@racer.com

Racer Media & Marketing, Inc.
17030 Red Hill Ave
Irvine, CA 92614
949.417.6700

racer.com
advertise.racer.com
racerstudio.com