

MOTORSPORTS AMID THE PANDEMIC

Audience Sentiment Survey Summary #2

May 11, 2020



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Big increase in audience who say it's appropriate for racing to resume with social distancing

RACER conducted a second audience survey from May 7 through 10 to gauge whether their sentiment on motorsports amid the COVID-19 pandemic had shifted over the ensuing 15 days. The period saw some easing of stay-at-home orders in a number of states as well as announcements from both NASCAR and IndyCar that some modified resumption of racing would begin by the second half of May. However, that uplifting news was tempered by an announcement during the same period that some events around Monterey Car Week in August were canceled.

The recent survey was made up of eight questions, including two new questions about audience confidence and monthly spending. With a pair of notable exceptions, four of the six questions featured in the original survey all tracked within three percentage points on the follow-up survey.

Total respondents for the second survey amounted to 1,639.

Complete results of the second audience sentiment survey follow with net gains/losses in percentage points shown in the parenthesis.



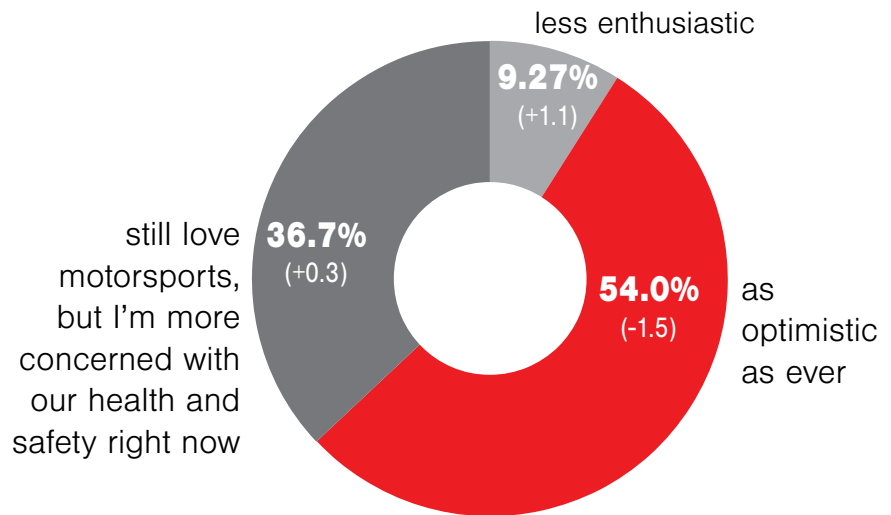
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Q1

Has the pandemic changed your outlook on motorsports?

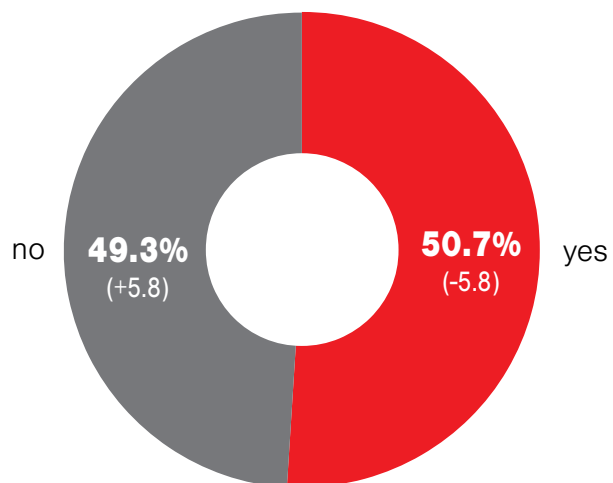
Answered: 1,639 / Skipped: 1



Q2

Have you found Eracing to be entertaining?

Answered: 1,634 / Skipped: 6



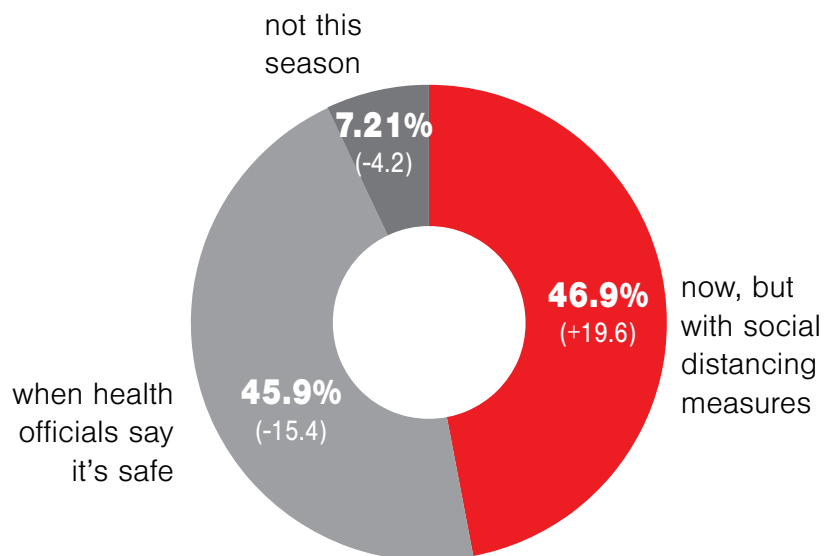
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Q3

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

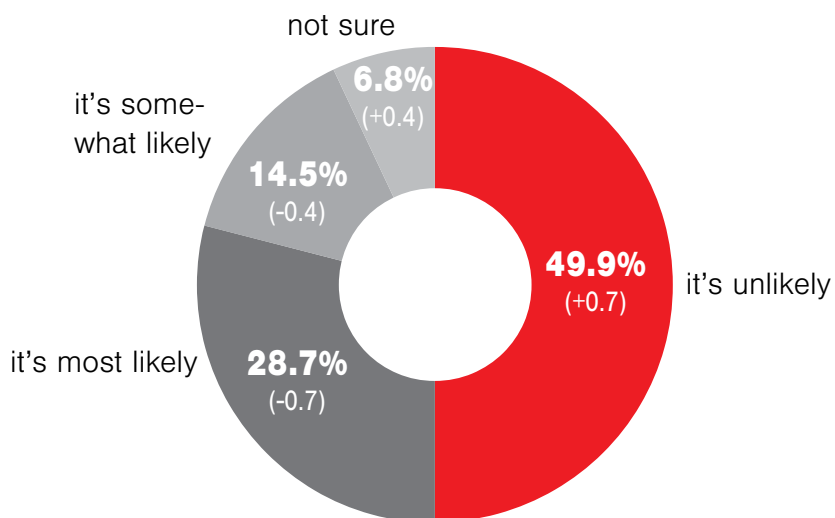
Answered: 1,636 / Skipped: 4



Q4

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

Answered: 1,638 / Skipped: 2



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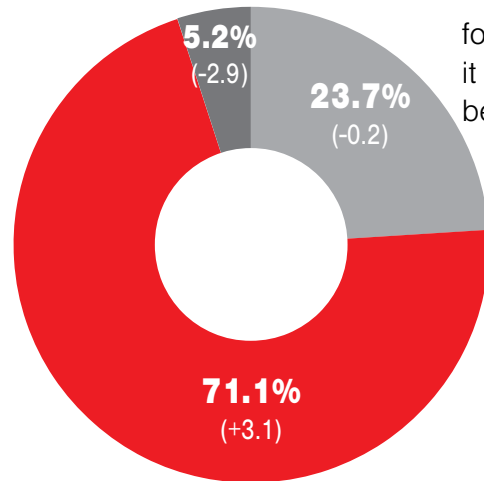
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Q5

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

Answered: 1,630 / Skipped: 10

under no circumstances without a live audience



for now, it would be ideal

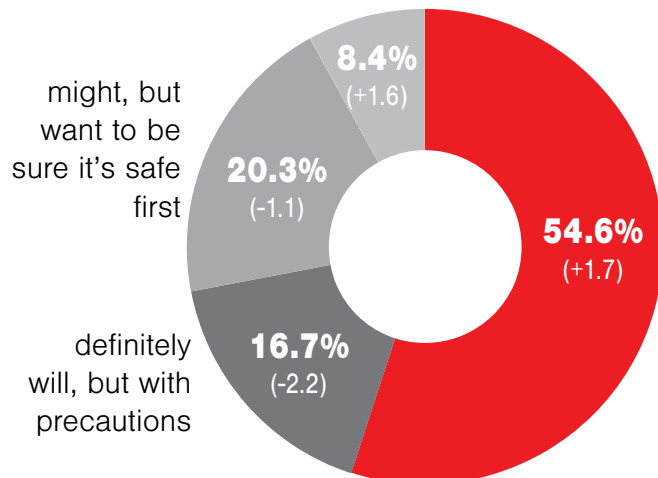
it wouldn't be great, but it would be better than no racing at all

Q6

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

Answered: 1,633 / Skipped: 7

doubt it



definitely will

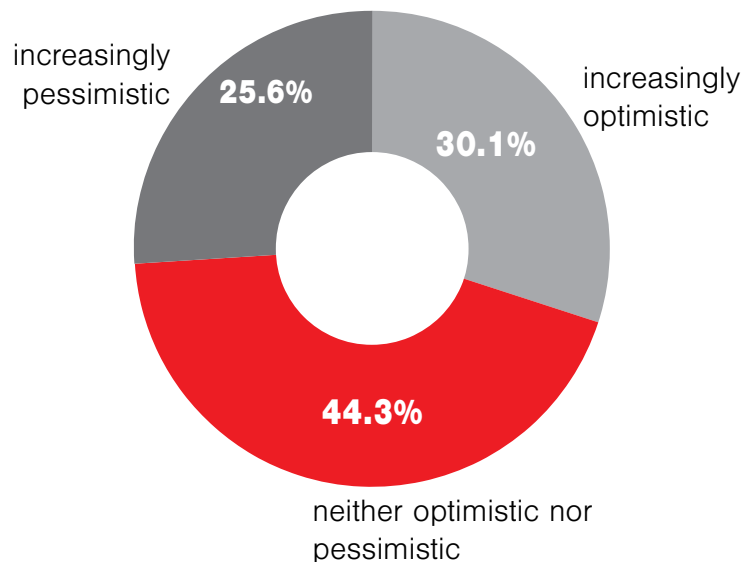
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Q7

Looking at the bigger picture since the pandemic began, is your outlook for the next six months:

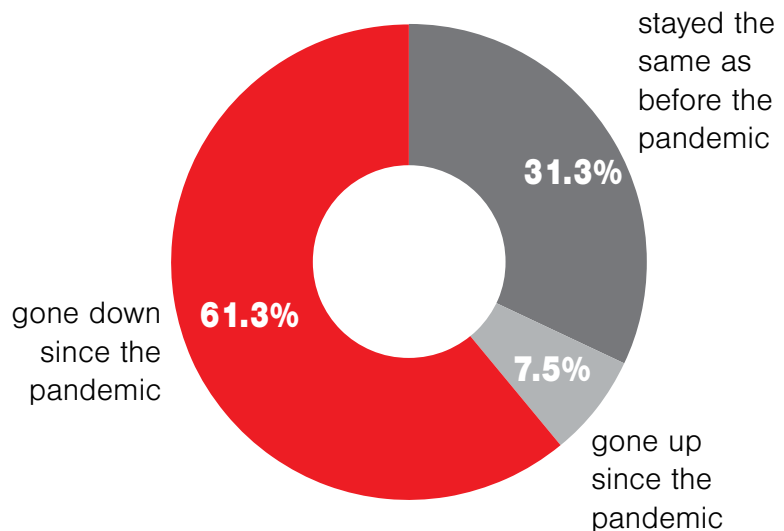
Answered: 1,638 / Skipped: 2



Q8

Since the pandemic began, has your monthly spending on nonessential items:

Answered: 1,635 / Skipped: 5



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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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