



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant

Sentiment Survey Summary #3

June 2, 2020



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #3

Closer to normal?

The third in a series of surveys asking motorsports participants how the coronavirus pandemic has impacted them ran from May 28 to 31 with 251 respondents (-312).

Some obvious anomalies occurred within the first three questions such as the fact that “other” was the largest segment responding at 40.7% of those surveyed, an increase of 34 points over the prior survey. It’s also notable that 44.6% responded that they are now working full time at a full salary, a 21-point increase. Those two points coupled with an interesting response to question three, which was updated to better reflect the current circumstance, showed that only 60% now say that their business or place of employment has been negatively impacted by the virus, a 21-point drop as well as 10 point increase in those who say that their business is unaffected. And, in a new category, 11% say that their business is showing signs of improvement could all imply that many in the motorsport business are indeed back to work and getting closer to normal.

Indeed over the course of the surveys, the trend toward resuming racing with proper social distancing has steadily climbed from a little more than 40% to the current high mark of 55.8%. Moreover, in a new question, nearly half of all respondents say that racing should continue this season with limited spectators in attendance and another 27% would be fine with full spectators in attendance.

However, neither of those stats completely allay the basic concerns that hold majorities or near majorities within the sport’s workforce. A growing number – 52% – are still concerned with bringing the virus home to their family. Likewise growing numbers are also concerned with being in close proximity to other people (46%) and ensuring that proper health and safety checks are carried out (43.2%).

Finally, in another mixed signal, overall confidence that motorsports will recover from the pandemic slipped by 2 points to 67 out of a possible 100 points.



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #3

Q1

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

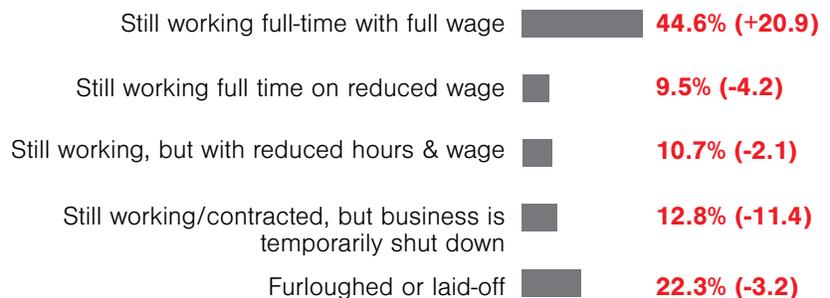
Answered: 248 / Skipped: 3



Q2

Currently, are you:

Answered: 242 / Skipped: 9



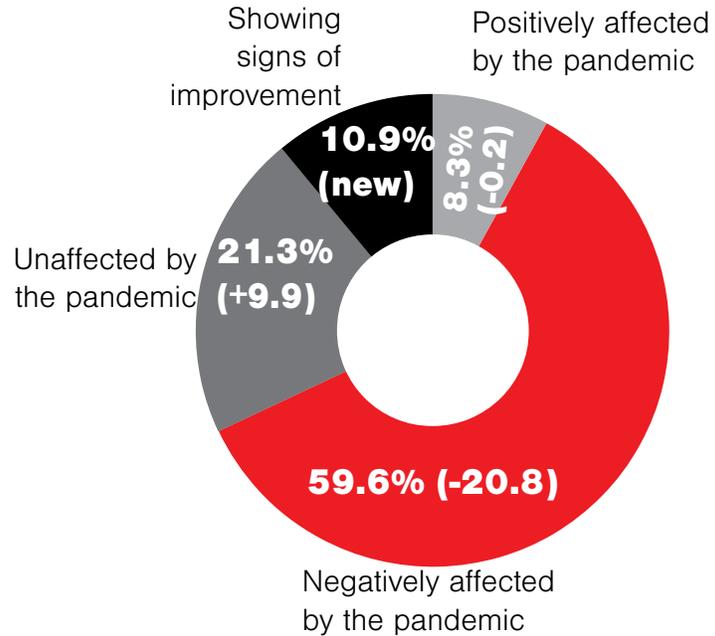
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #3

Q3

(UPDATED): Overall my business, place of employment or enterprise continues to be or is:

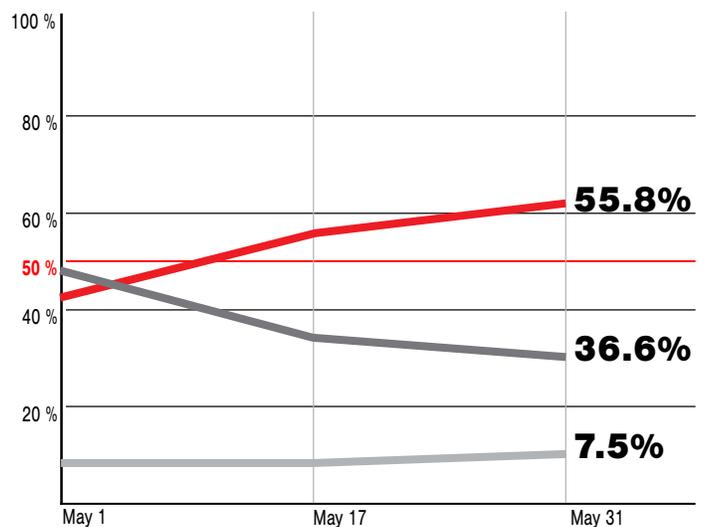
Answered: 240 / Skipped: 11



Q4

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

Answered: 247 / Skipped: 4



- Now but with social distancing
- Only when the CDC / health experts say its safe
- Not this season

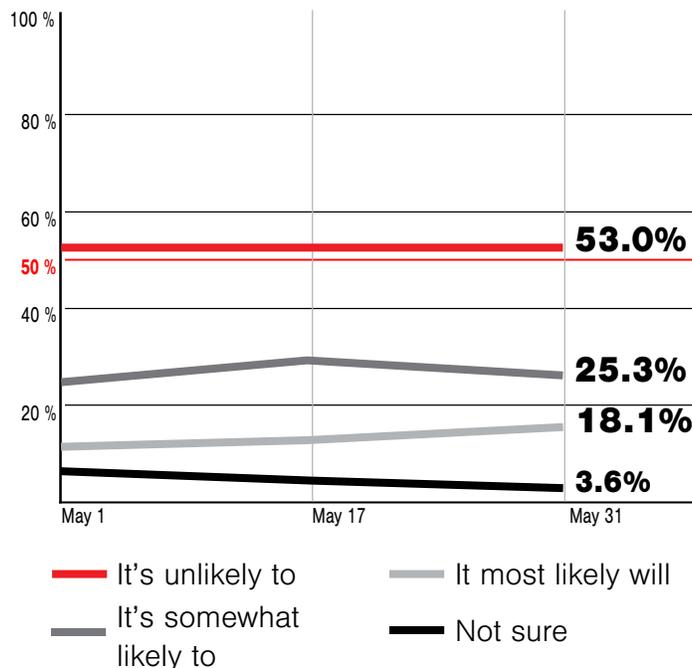
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #3

Q5

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

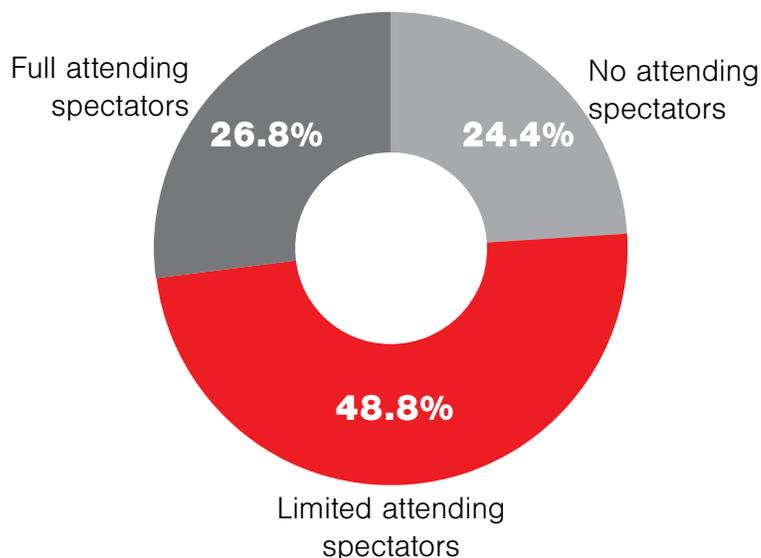
Answered: 249 / Skipped: 2



Q6

(NEW) Should racing continue this year with:

Answered: 246 / Skipped: 5



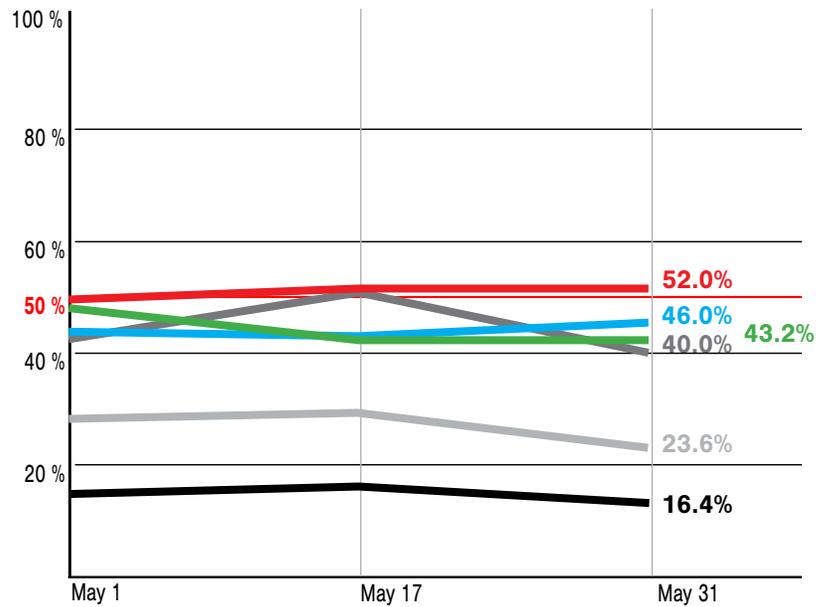
MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #3

Q7

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

Answered: 250 / Skipped: 1



- Having the right personal protection
- Travel
- Being close proximity to many people
- Ensuring that the proper health and safety checks are carried out regularly and accurately
- Bringing the virus back to my family/home
- I have no concerns

Q8

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

Answered: 250 / Skipped: 1



MOTORSPORTS AMID THE PANDEMIC

Motorsports Participant Sentiment Survey Summary #2

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