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Growth of F1 in America



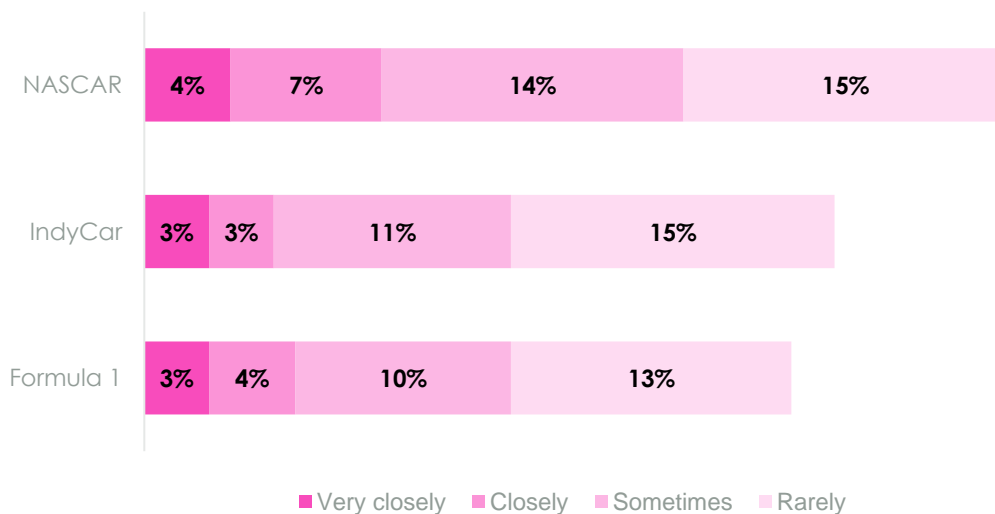
Growth of Formula 1

Almost a fifth of US adults follow F1 at least sometimes, equal with IndyCar.

Formula 1 is fast becoming as popular in the US as some of its most established motorsport competitions. Almost a third of US adults (31%) say they have watch Formula 1 at least rarely, with around one in five (18%) US adults saying they watch the sport sometimes or more often. This is the same amount as those who say the same about IndyCar (18%), a series that includes the Indy 500, one of the country’s biggest motorsport events.

NASCAR remains the most popular motorsport series in the US however, with a quarter of US adults (25%) following the sport at least sometimes. Looking at other sports, international soccer (23%), such as the World Cup, is also similarly popular to NASCAR, and consequently slightly more popular than Formula 1.

Percentage of US Adults who Follow the Following Motorsport Series



Formula 1’s current level of popularity is largely driven by new fans. Almost two fifths of those who follow Formula 1 (39%) say they have only started doing to within the past year, compared to a quarter (25%) who have followed the sport for 5 years or more. Nearly half of women (46%) say they have been following Formula 1 only in the past year, compared to a third of men (35%), suggesting the sport is attracting an increasingly diverse fanbase.

Among those who have watched Formula 1, the primary reasons for doing so were because it is exciting and that they like the cars (both 39%), followed by enjoying motorsports, and their family watching it (both 22%). Women and Gen Z respondents were both more likely than average to have watched formula 1 as a result of family already watching it (both 32%).

The sport’s growth in popularity shows no signs of slowing down, with three in ten Formula 1 watchers (30%) saying they plan on watching the sport more in 2023 than they did in the previous season.

A fifth of Drive to Survive viewers did not watch Formula 1 before watching the series.

Around one in six US adults (15%) say they have watched at least some of the Netflix Series ‘Drive to Survive,’ a number that more than doubles (38%), among those who have watched Formula 1. Whilst the majority of those who have watched both Formula 1 and Drive to Survive were already following the sport before watching the Netflix series, (87%), whereas around a tenth (9%) did not.

Among those who had watched Formula 1 before Drive to Survive, more than four in five (84%) say the show had a positive impact on their view of Formula 1. Drive to Survive fans were also highly likely to describe the show as exciting as opposed to dull (82% vs 18%) and easy to understand compared to difficult (81% vs 19%).

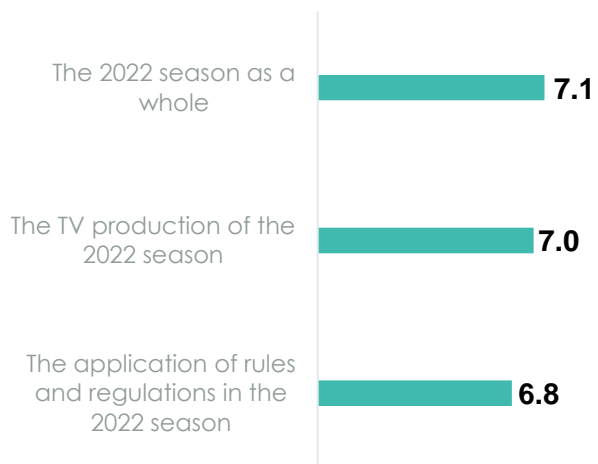
Attitudes towards Formula 1

Two in five had highly positive views of the 2022 Formula 1 season.

Amid a major rule change designed to encourage more overtaking, two in five US adults who watch Formula 1 (40%) were happy with the outcome of the 2022 season as a whole, scoring the season at least eight out of ten. This compares to just 4% who scored between one and three out of ten when asked this.

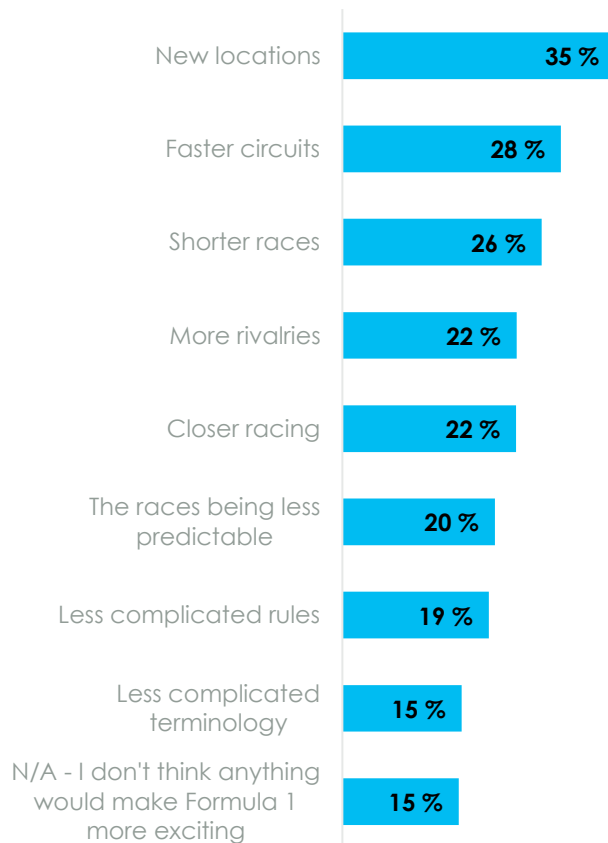
Similar numbers of US Formula 1 watchers were happy with the TV production of the season (39%) whilst a third (33%) were happy with the application of rules and regulations in 2022 after the previous season’s championship was decided by a controversial interpretation of the rules.

Happniess with the following aspects of the 2022 season (Average score out of ten)



Length of races and accessibility are the primary reasons for not watching Formula 1 more.

Ways to make Formula 1 more exciting



Among those who watch Formula 1 infrequently (sometimes or rarely), races taking too long, a lack of accessibility, and being too busy to watch races (all 26%) were the main reasons cited. Accessibility was a particular concern for fans of Formula 1's main competitors, NASCAR (30%) and IndyCar (33%). Among all watchers of Formula 1, new locations (35%), faster circuits (28%), and shorter races (26%) were the areas that would make Formula 1 more exciting.

Regarding adding new races to the calendar, slightly more US Formula 1 watchers say they would want more than the 23 races currently scheduled for the 2023 season than would want fewer races (53% vs 47%).

When asked to trade off historic tracks with new locations, a similar split was noted, with 53% preferring to keep historic tracks, even if it meant not racing in new locations, compared to 47% who would rather add new locations to the calendar, even if it meant losing historic tracks.

Whilst there is support for utilising Formula 1 for social change, a majority don't want the sport influenced by politics.

A third of US adults (33%) say that Formula 1 should utilise its platform to influence social change, compared to 18% who disagree. Despite this, more than half (51%) say that motorsport should be the focus and politics should not influence the sport.

Looking at the environment, two in five (40%) agree that Formula 1 should be environmentally responsible, compared to one eighth against this (12%).

More US adults agree it's ok for alcohol companies to sponsor Formula 1 teams than those who don't (17%), with 32% thinking the same about crypto companies (vs 15% who disagree). The country is

more split when it comes to vaping companies sponsoring Formula 1 teams, with 27% agreeing this is fine, and the same amount (27%) disagreeing.

When asked about social topics in Formula 1, a lack of female drivers (35%) was most likely to be considered an issue among Formula 1 watchers, followed by the sport's environmental impact, a lack of female representation in the teams (both 31%) and Lewis Hamilton being the only Black driver in Formula 1 (27%).

A majority of F1 watchers are positive about the sport's impact, on and off-track.

Despite this, there is overall agreement that Formula 1 is trending in a positive direction on many of these issues. Three in five Formula 1 watchers (59%) agree the sport is committed to having a positive influence socially, with 55% think the same about the Formula 1's environmental impact.

Looking more specifically at the sport on-track, the story is even more positive. Two in three watchers of Formula 1 (67%) say Formula 1 is committed to improving the sport, and three in five US adults who have watched the sport for at least five years (61%) say that the sport has both improved and become more accessible in this period.

About Opinium

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