

2025

AUDIENCE METRICS

Report Generated: 11/10/25



3,030,825
Total YTD Viewership

189,300
Average per Event

1,207,000
FOX SPORTS P02+



1,823,825
Total OTT/Digital



Telecasts/livestreams included in this report:

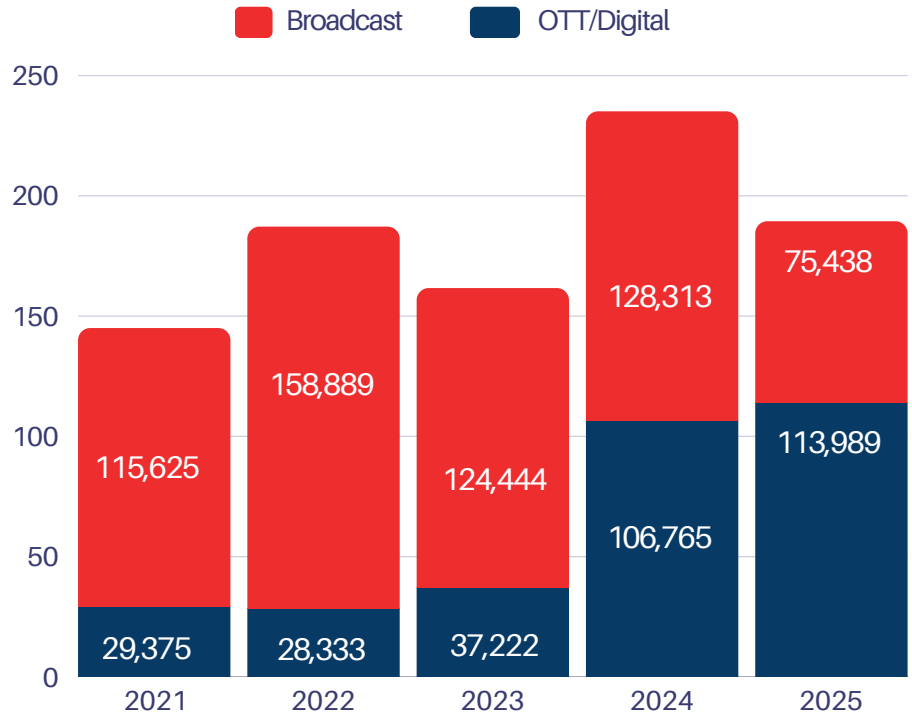
16

54

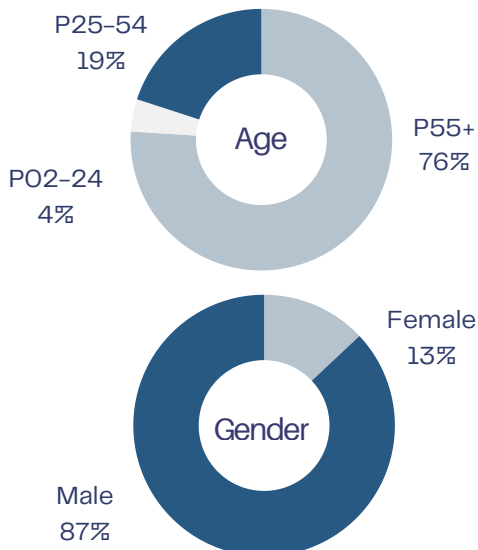
16

FS1 Premiers FS1/FS2 Re-Airs Livestreamed Events

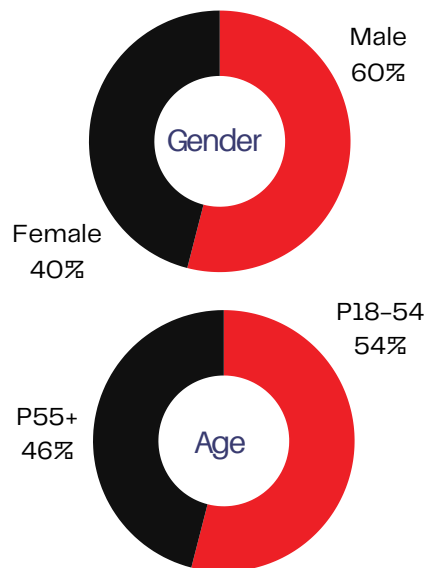
2025 AVERAGE VIEWERSHIP || YTD



DEMOGRAPHICS



FLORACING DEMOGRAPHICS



Audience Insights

- Viewers from **all 50 states** and **8 countries worldwide**, with Canada ranking #2.
- **Top 5 States by Viewership:** Pennsylvania, Illinois, Indiana, Ohio, New York.
- **Top 5 States by Subscriptions:** Illinois, Michigan, California, Ohio, New York.
- **Mobile** is the leading consumption platform, accounting for **37% of total viewership**.

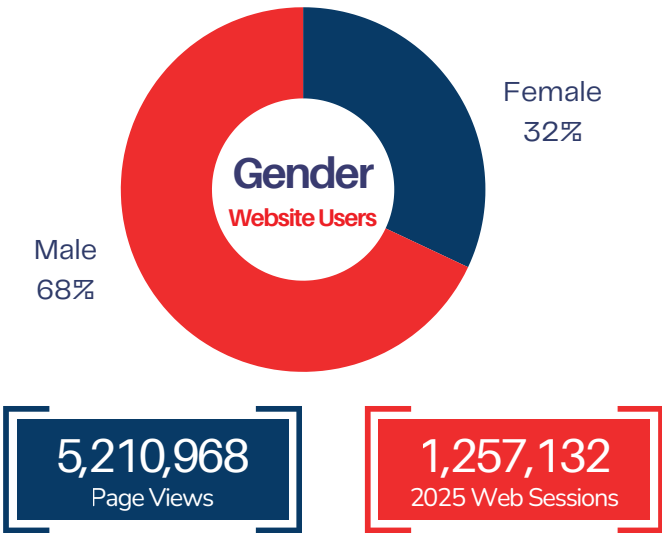
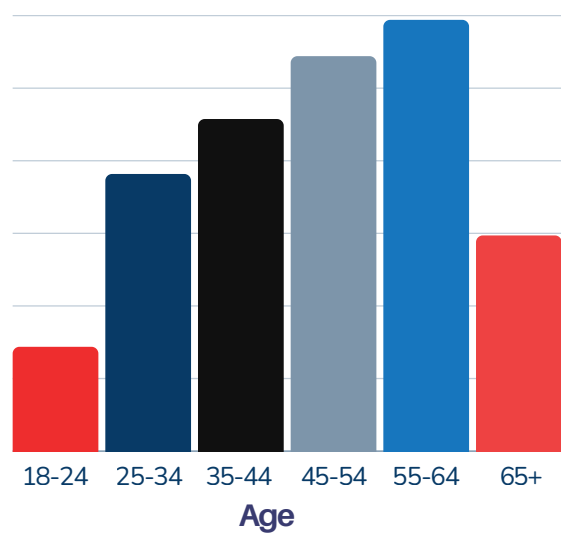
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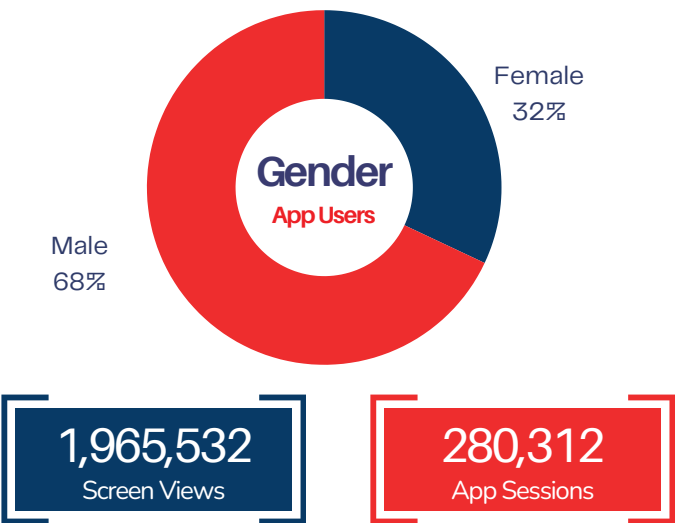
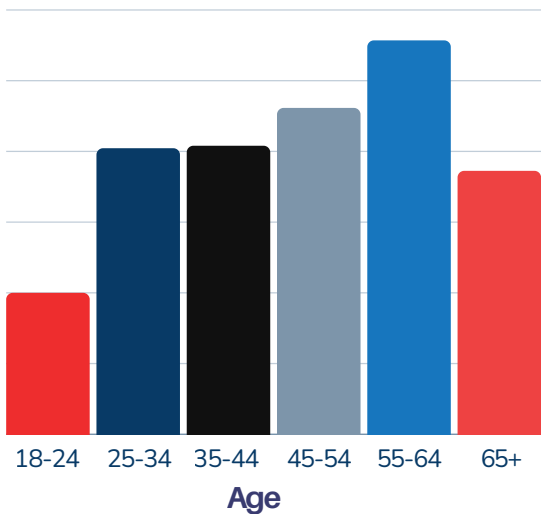
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AMERICANFLATTRACK.COM || USER DEMOGRAPHICS



AMERICAN FLAT TRACK MOBILE APP || USER DEMOGRAPHICS



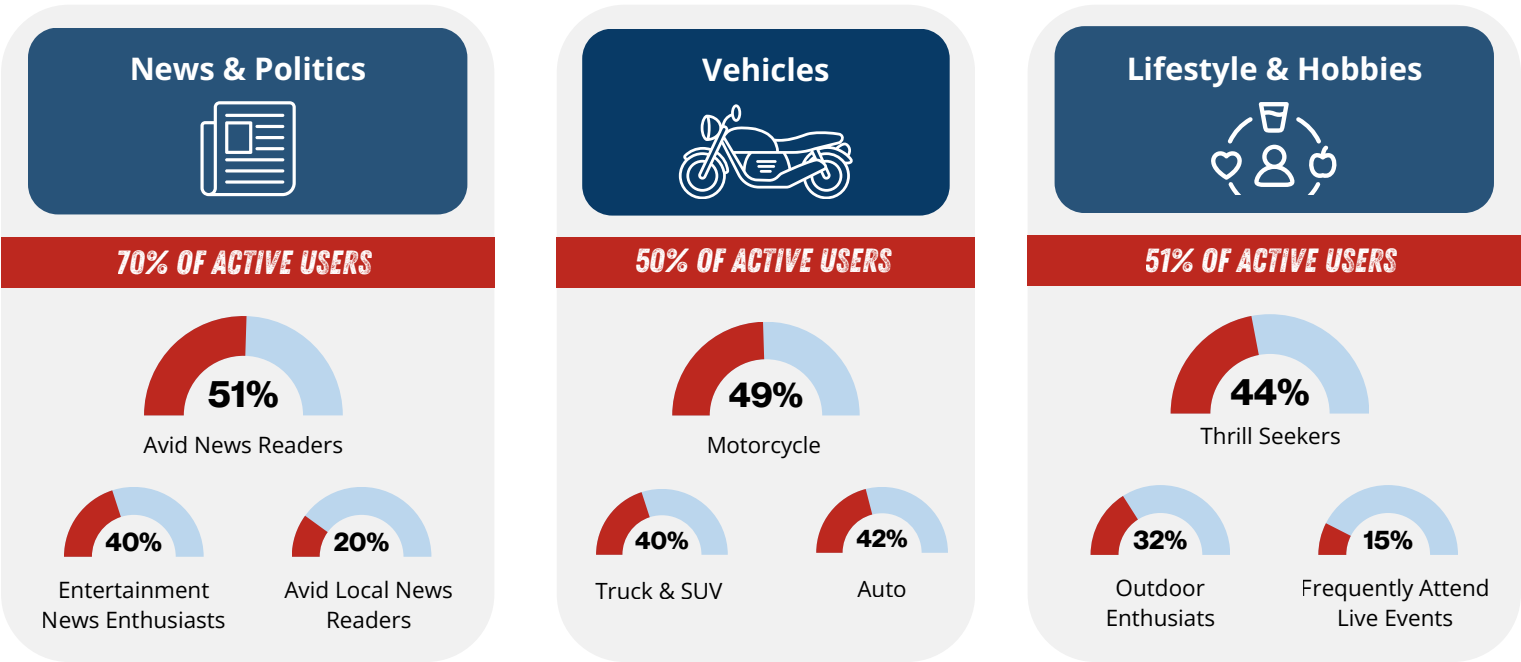
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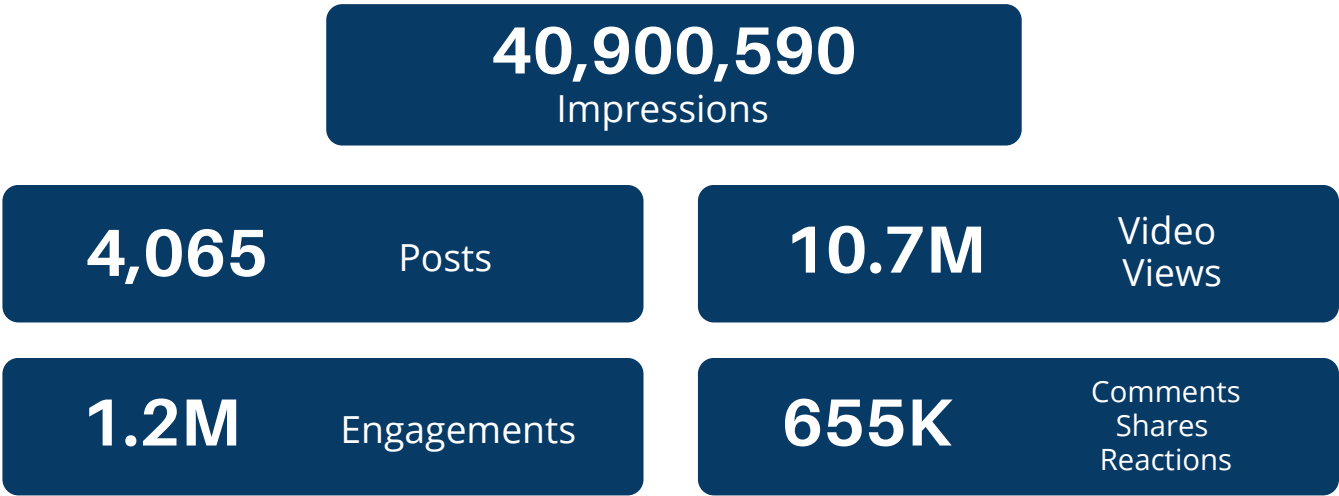
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AMERICANFLATTRACK.COM || TOP AFFINITY CATEGORIES



AMERICAN FLAT TRACK || SOCIAL MEDIA HIGHLIGHTS YTD



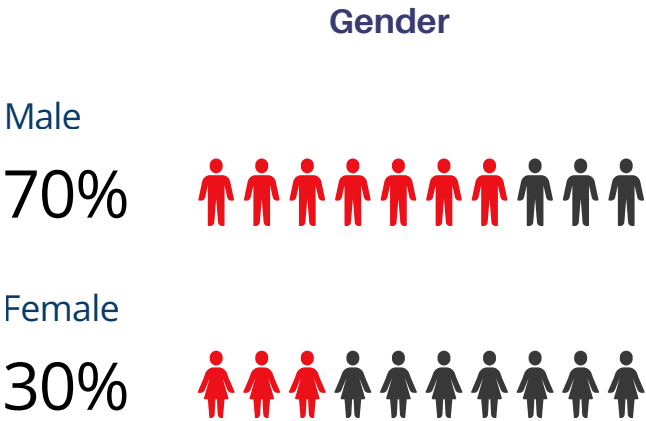
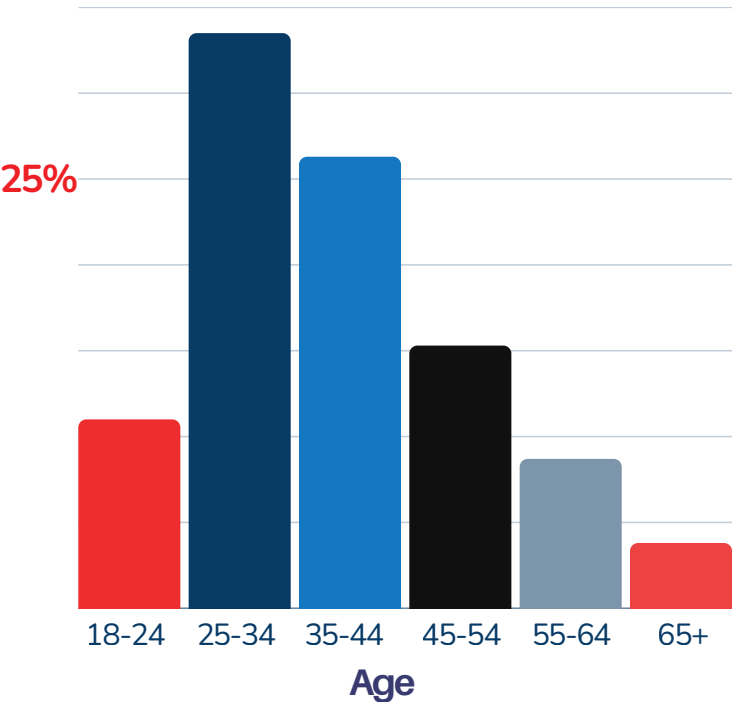
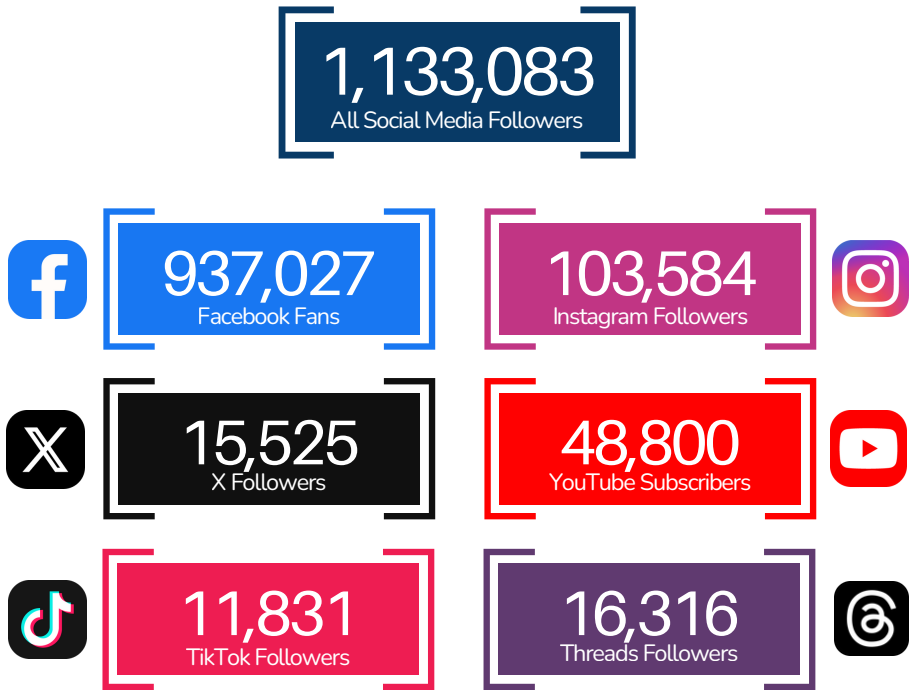
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AMERICAN FLAT TRACK || SOCIAL MEDIA YTD AUDIENCE



60% of American Flat Track’s social media audience falls within the highly desirable **25-44** age range.