

2026

AUDIENCE METRICS

Report Generated: 10/1/26



4,306,282
Total Viewership

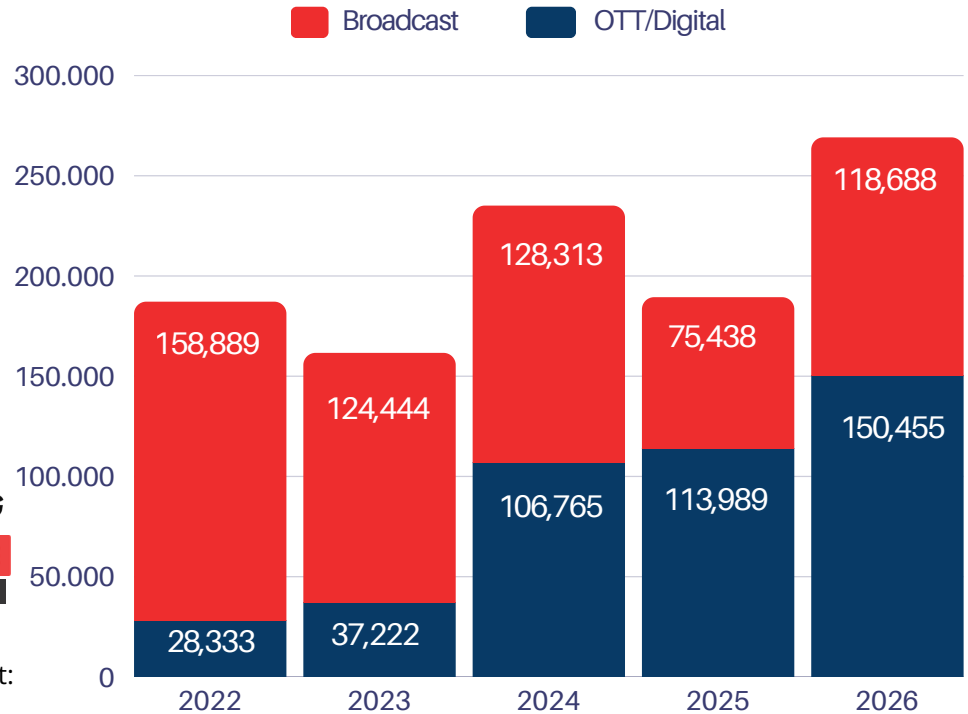
269,142
Average per Event

1,899,000
FOX SPORTS P02+

2,407,282
Total OTT/Digital



2026 AVERAGE VIEWERSHIP

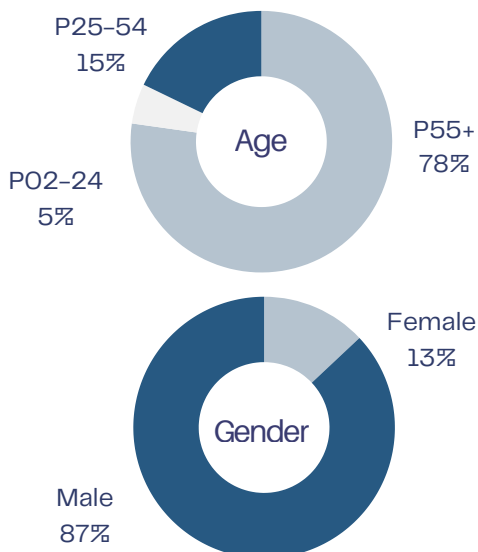


Telecasts/livestreams included in this report:

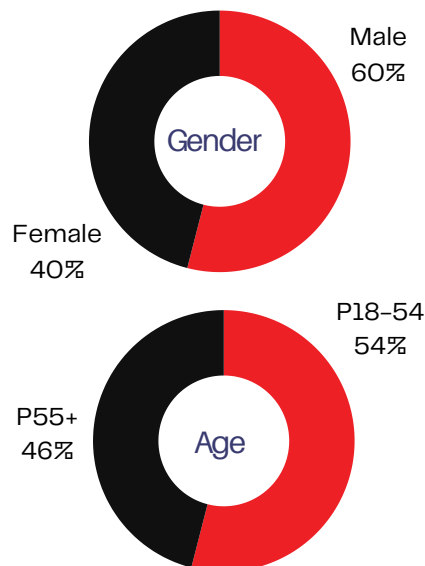
15	1	70	16
FS1 Premiers	FOX Premiers	FS1/FS2 Re-Airs	Livestreamed Events



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**.

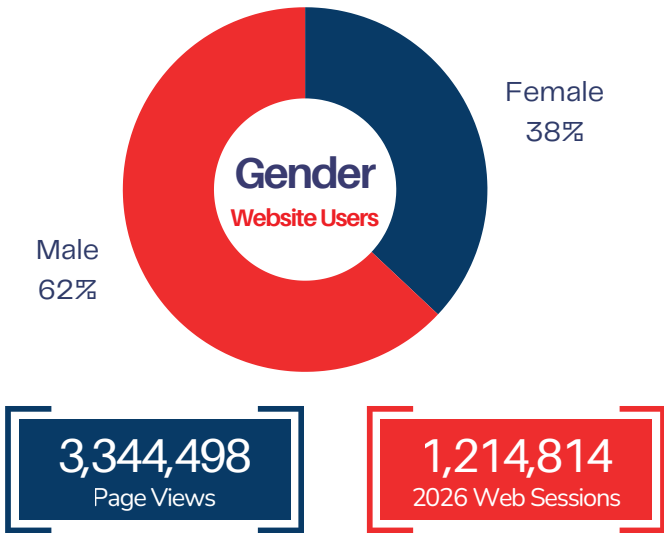
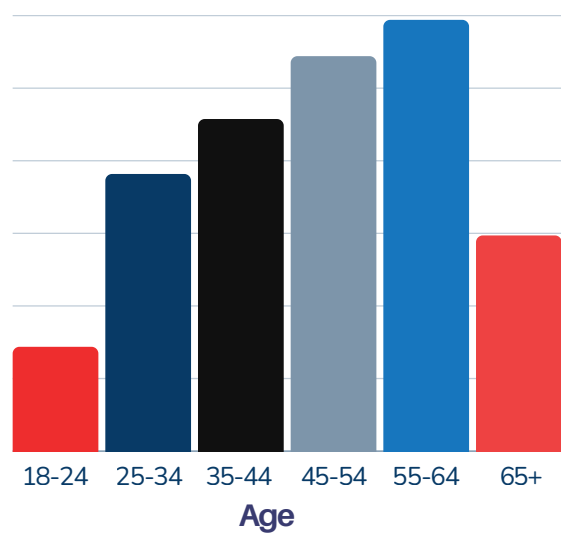
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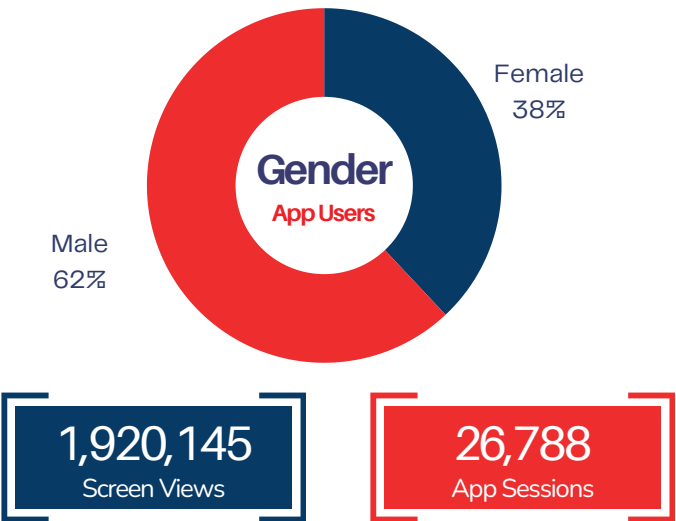
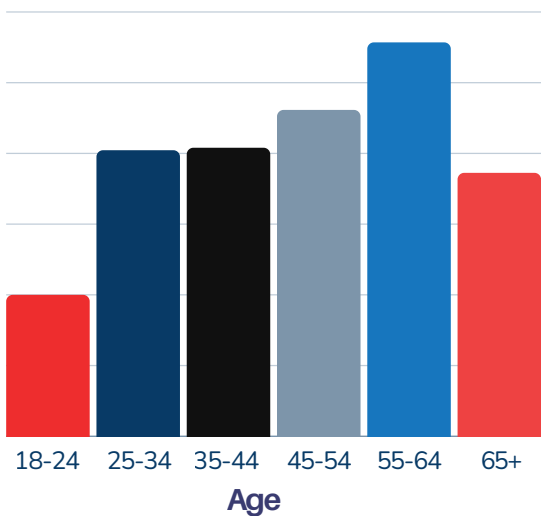
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AMERICANFLATTRACK.COM || USER DEMOGRAPHICS



AMERICAN FLAT TRACK MOBILE APP || USER DEMOGRAPHICS



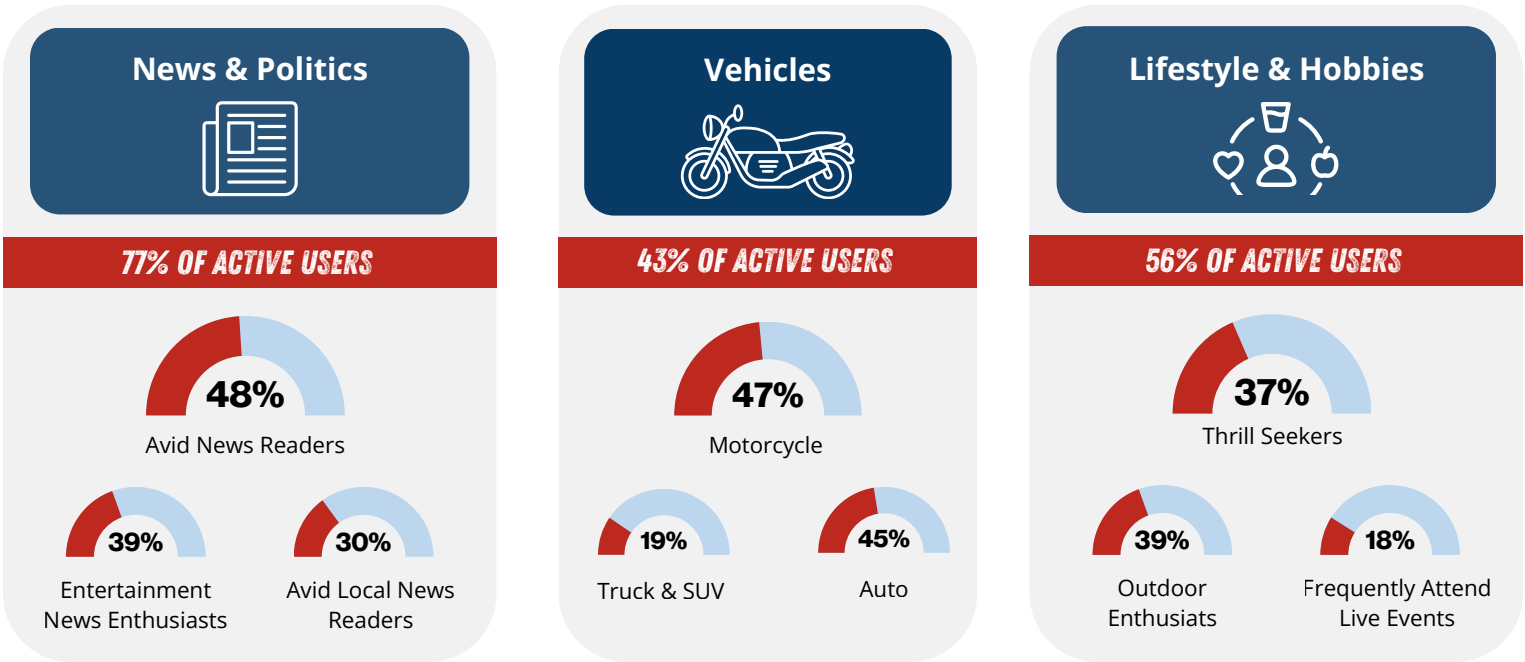
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AUDIENCE METRICS

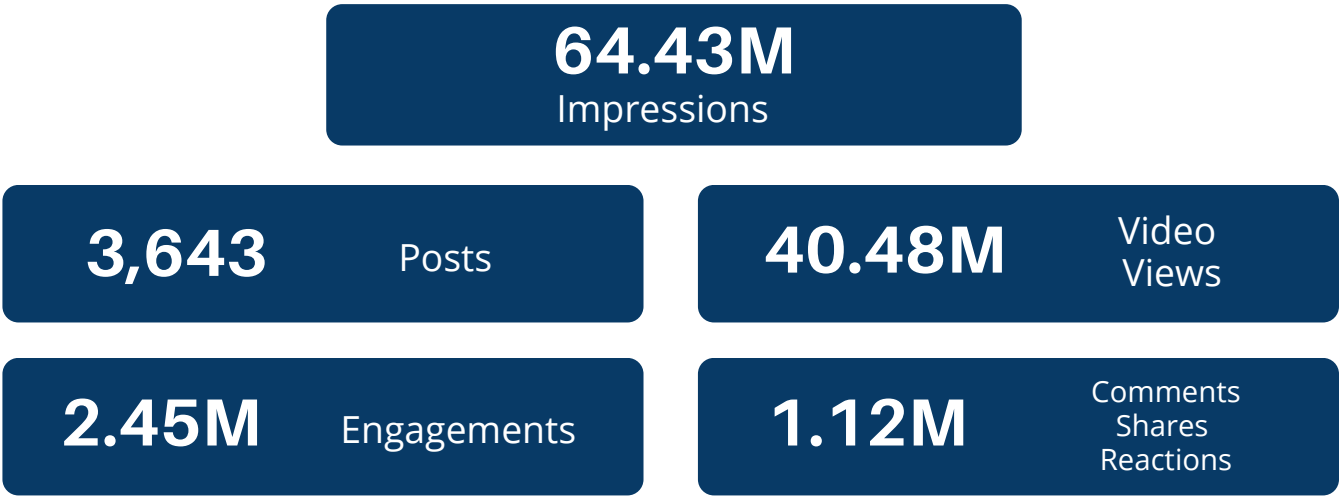
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AMERICANFLATTRACK.COM || TOP AFFINITY CATEGORIES



AMERICAN FLAT TRACK || SOCIAL MEDIA HIGHLIGHTS



2026

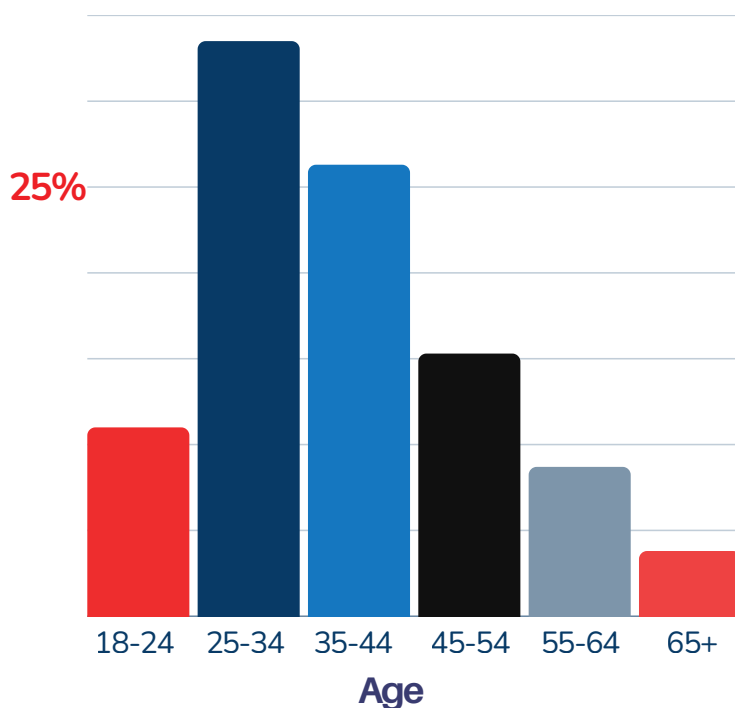
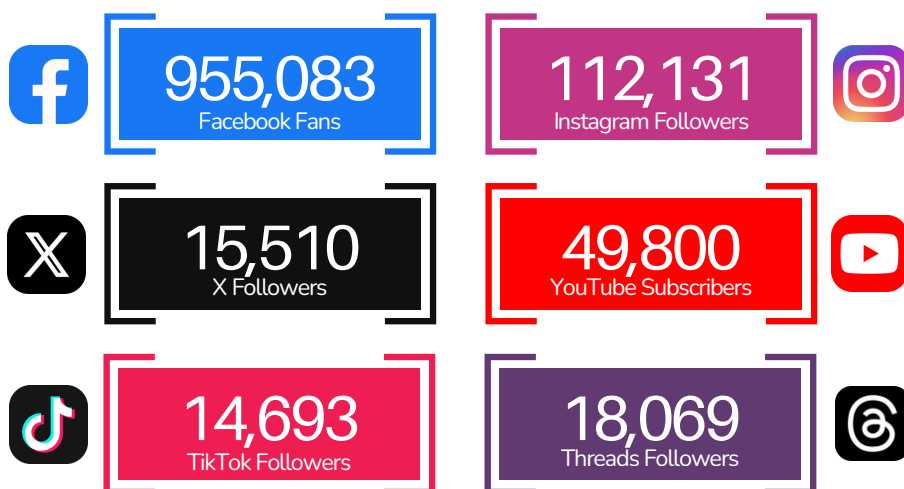
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AMERICAN FLAT TRACK || SOCIAL MEDIA YTD AUDIENCE

1,165,286
All Social Media Followers



Gender

Male

70%



Female

30%



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