

2026

# AUDIENCE METRICS

Report Generated: 6/12/26



**1,336,912**  
Total Viewership

**222,818**  
Average per Event

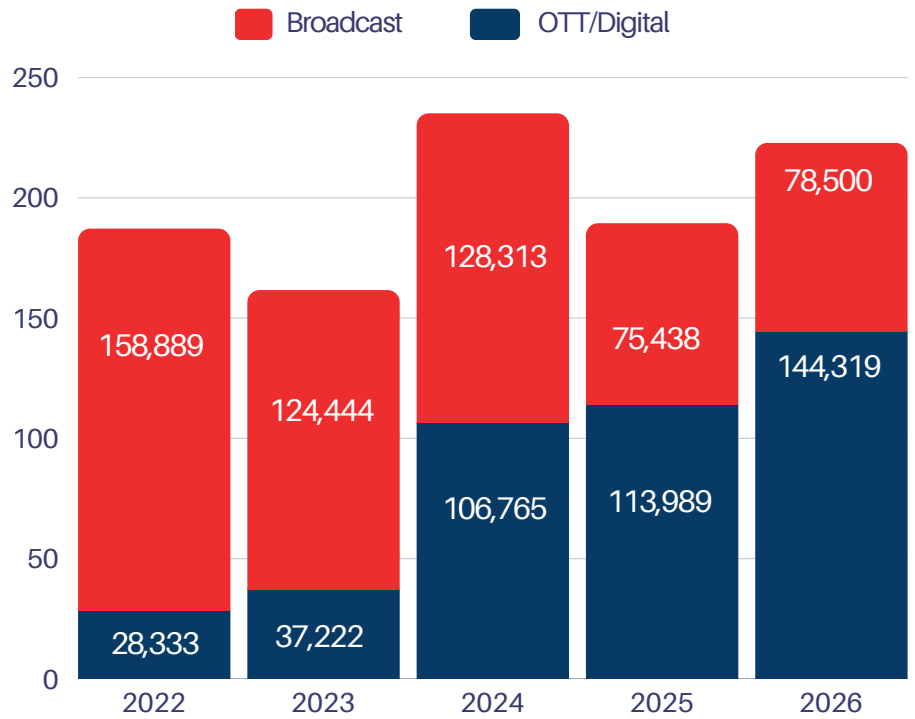
**471,000**  
FOX SPORTS P02+



**865,912**  
Total OTT/Digital



## 2026 AVERAGE VIEWERSHIP

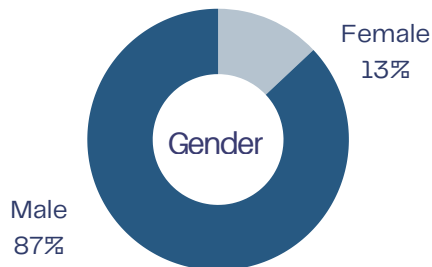
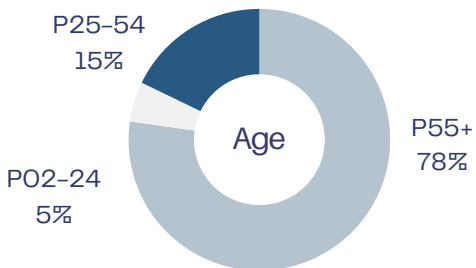


Telecasts/livestreams included in this report:

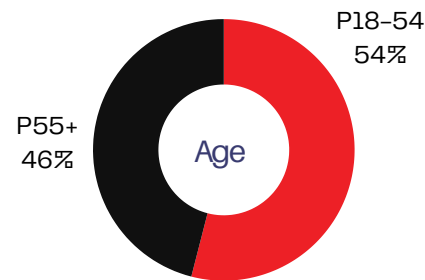
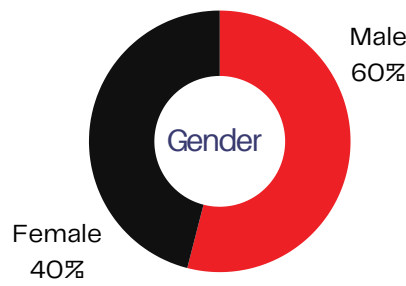
**6** FS1 Premiers    **19** FS1/FS2 Re-Airs    **6** Livestreamed Events



## 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**.

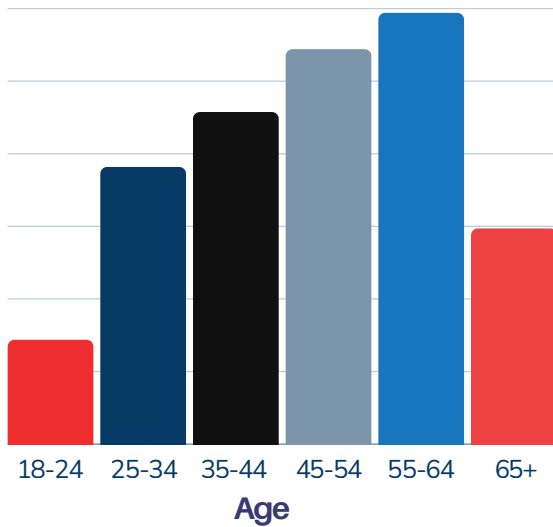
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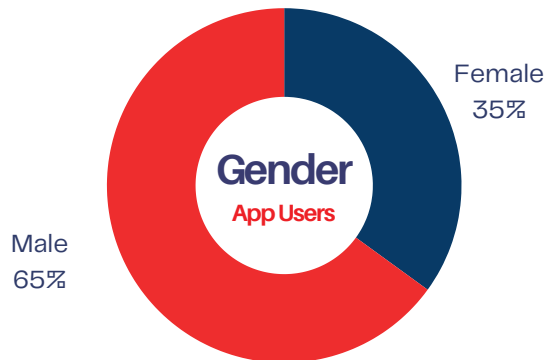
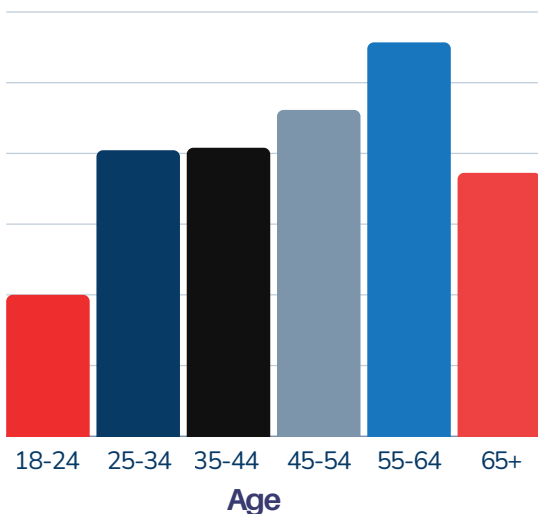
## AMERICANFLATTRACK.COM || USER DEMOGRAPHICS



1,837,157  
Page Views

694,244  
2026 Web Sessions

## AMERICAN FLAT TRACK MOBILE APP || USER DEMOGRAPHICS



785,539  
Screen Views

117,985  
App Sessions

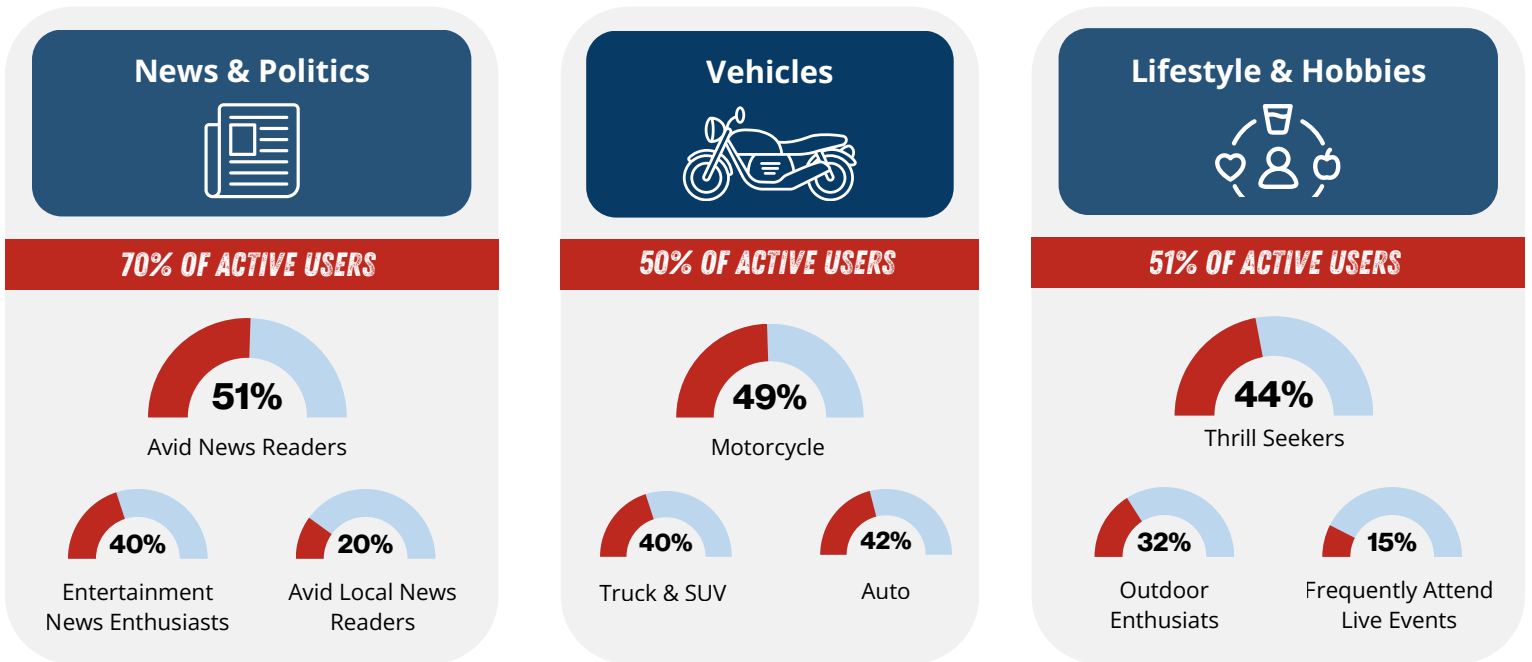
2026

# AUDIENCE METRICS

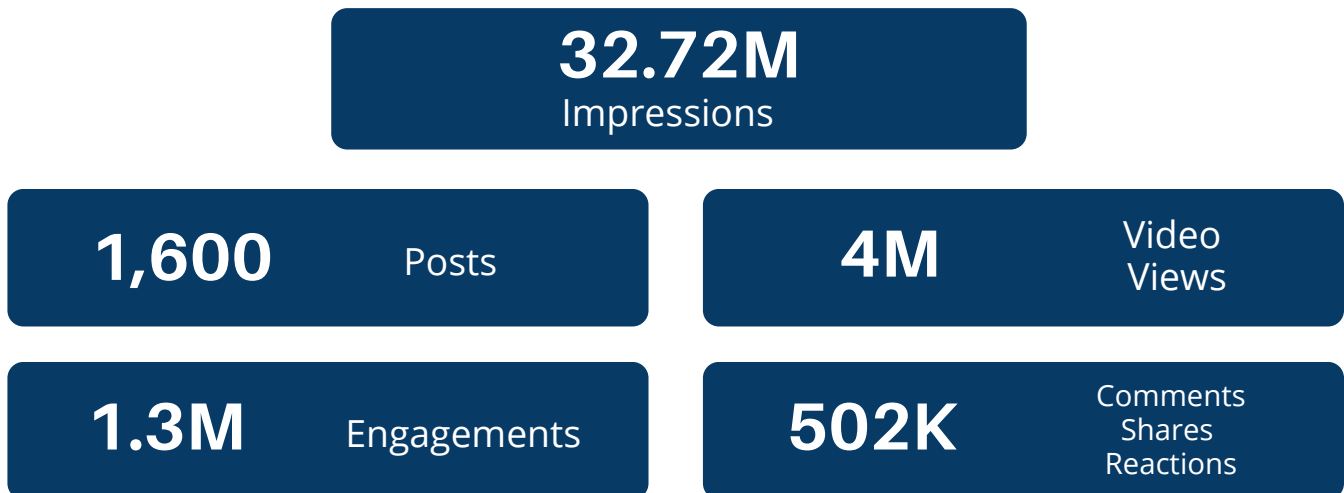
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## AMERICANFLATTRACK.COM || TOP AFFINITY CATEGORIES



## AMERICAN FLAT TRACK || SOCIAL MEDIA HIGHLIGHTS



2026

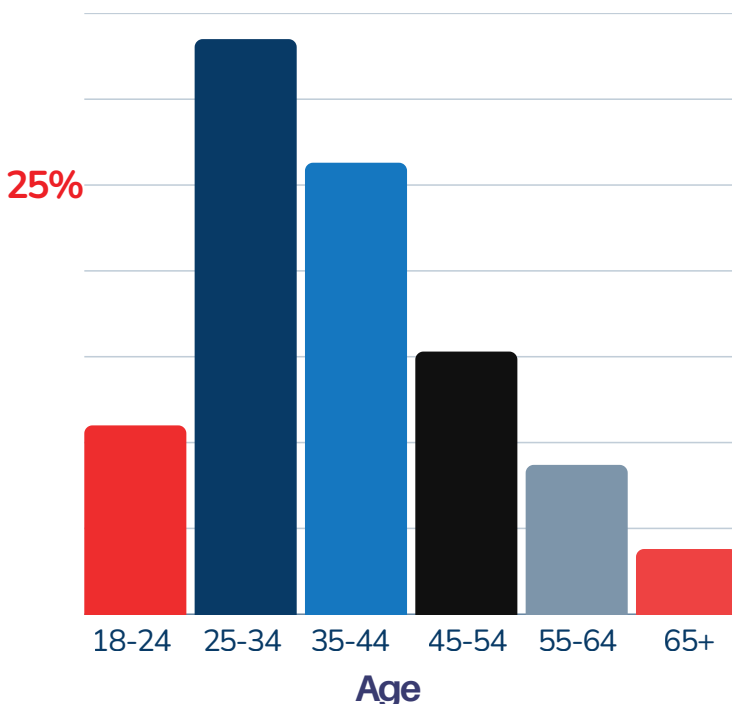
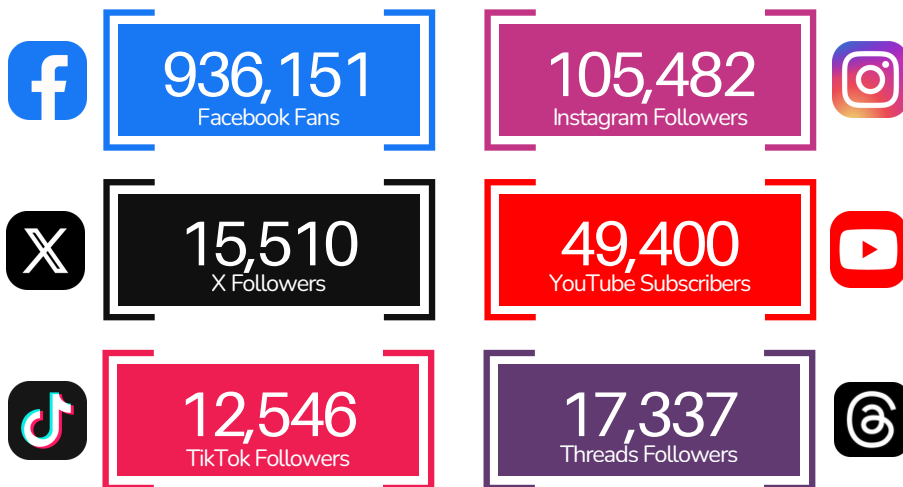
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## AMERICAN FLAT TRACK || SOCIAL MEDIA YTD AUDIENCE

**1,136,426**  
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.