

2026

# AUDIENCE METRICS

Report Generated: 9/2/26



**3,610,926**  
Total Viewership

**257,923**  
Average per Event

**1,678,000**  
FOX SPORTS P02+



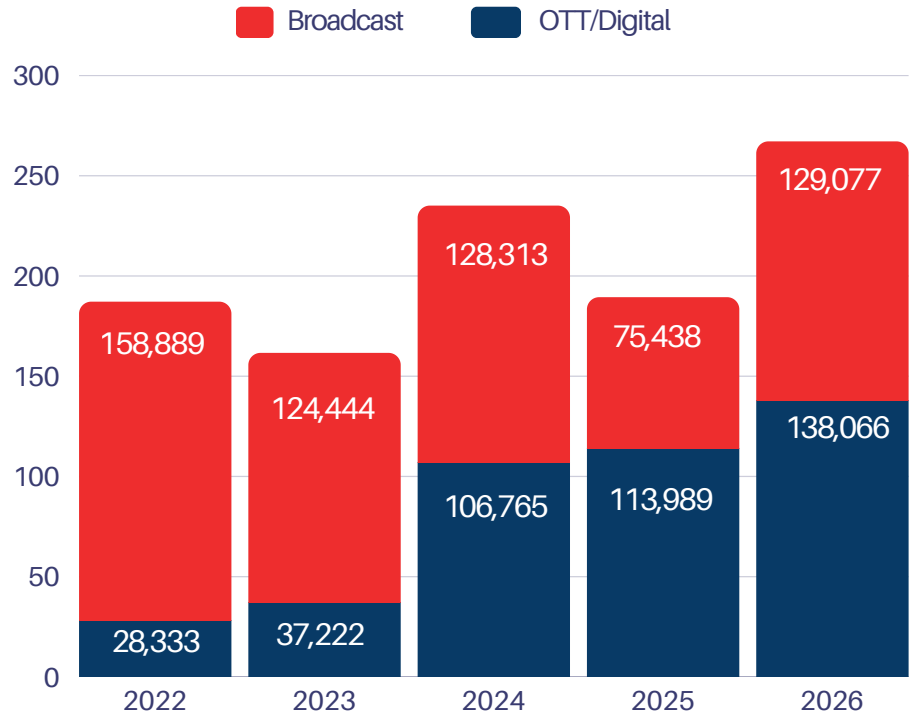
**1,932,926**  
Total OTT/Digital



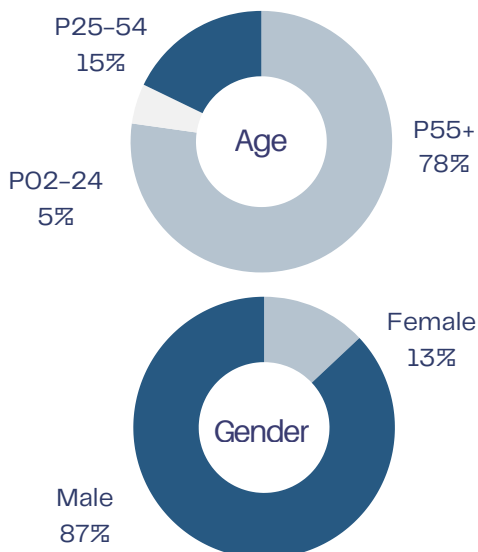
Telecasts/livestreams included in this report:

|              |              |                 |                     |
|--------------|--------------|-----------------|---------------------|
| <b>12</b>    | <b>1</b>     | <b>57</b>       | <b>14</b>           |
| FS1 Premiers | FOX Premiers | FS1/FS2 Re-Airs | Livestreamed Events |

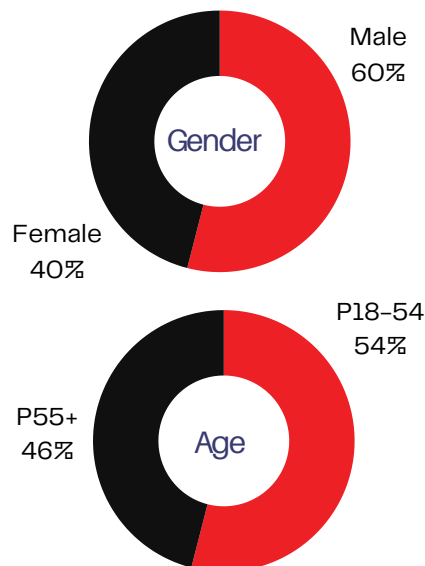
## 2026 AVERAGE VIEWERSHIP



## 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**.

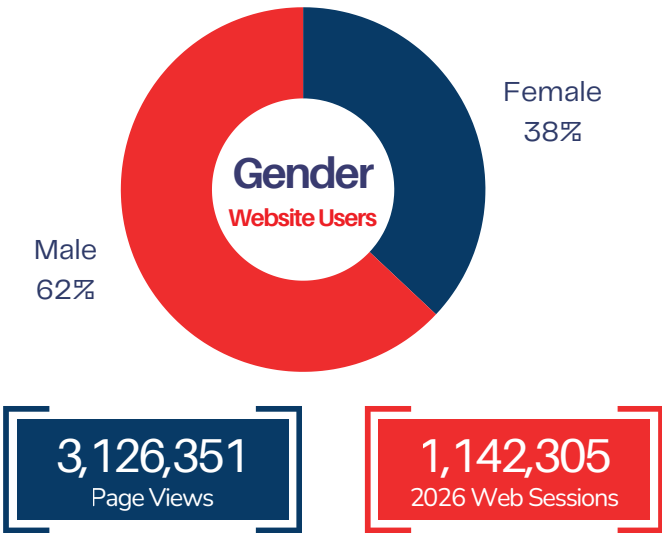
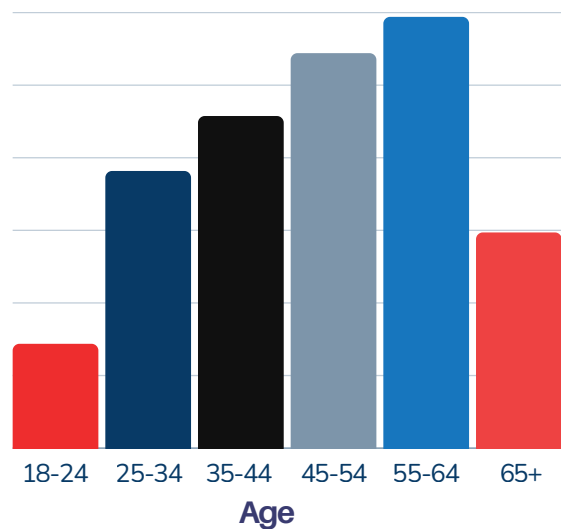
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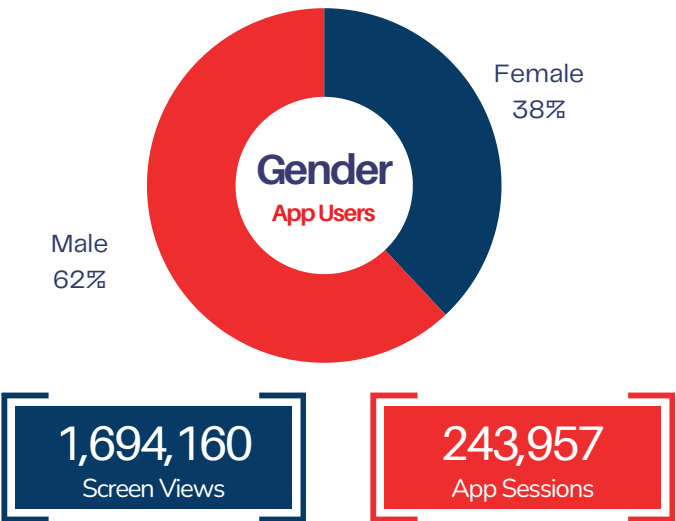
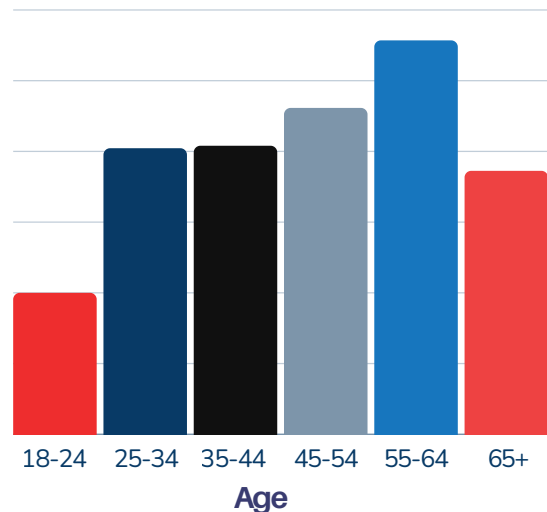
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## AMERICANFLATTRACK.COM || USER DEMOGRAPHICS



## AMERICAN FLAT TRACK MOBILE APP || USER DEMOGRAPHICS



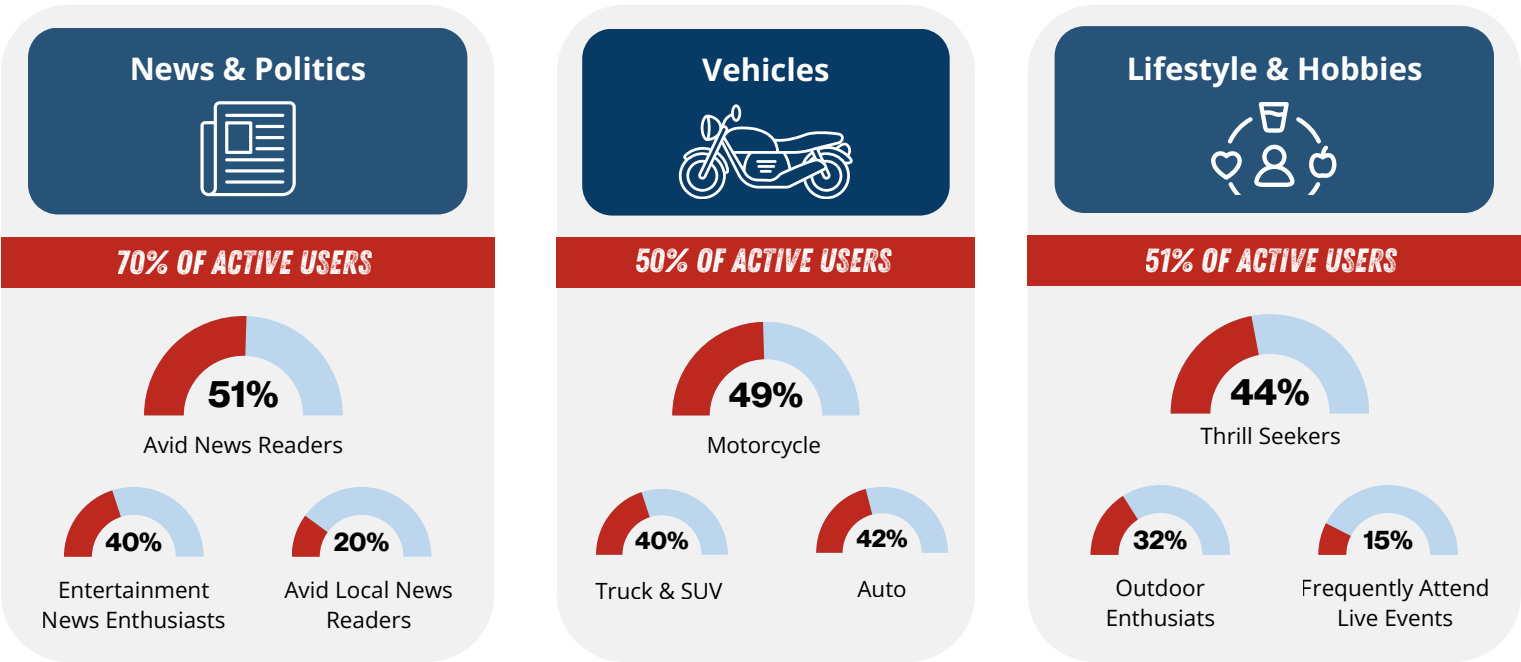
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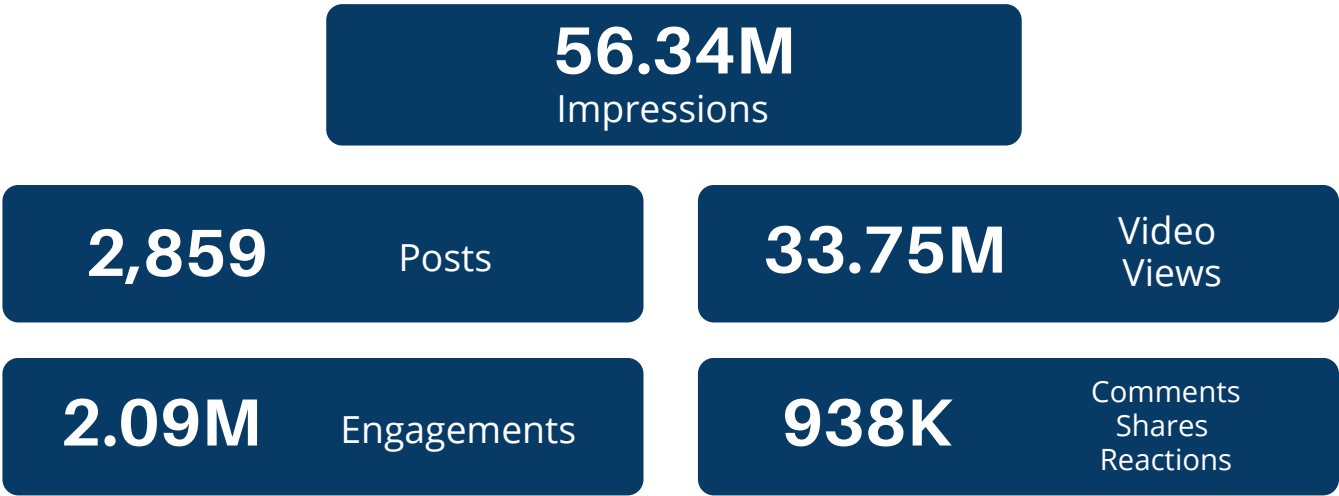
Report Generated: 9/2/26



## AMERICANFLATTRACK.COM || TOP AFFINITY CATEGORIES



## AMERICAN FLAT TRACK || SOCIAL MEDIA HIGHLIGHTS



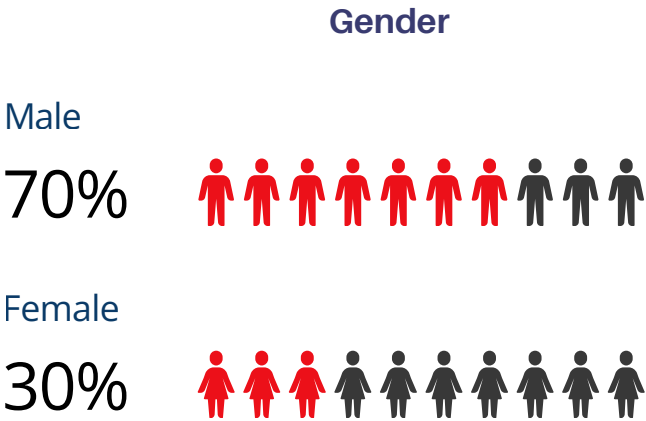
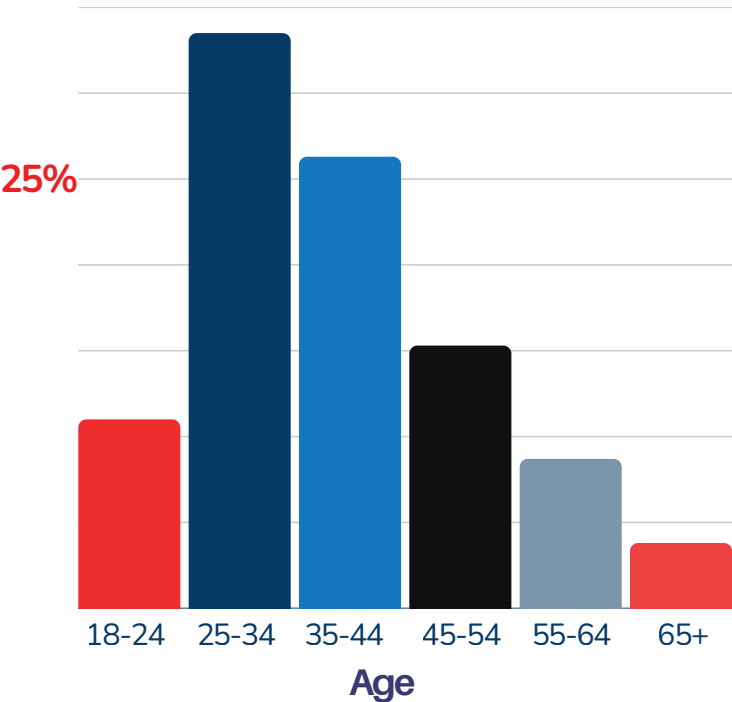
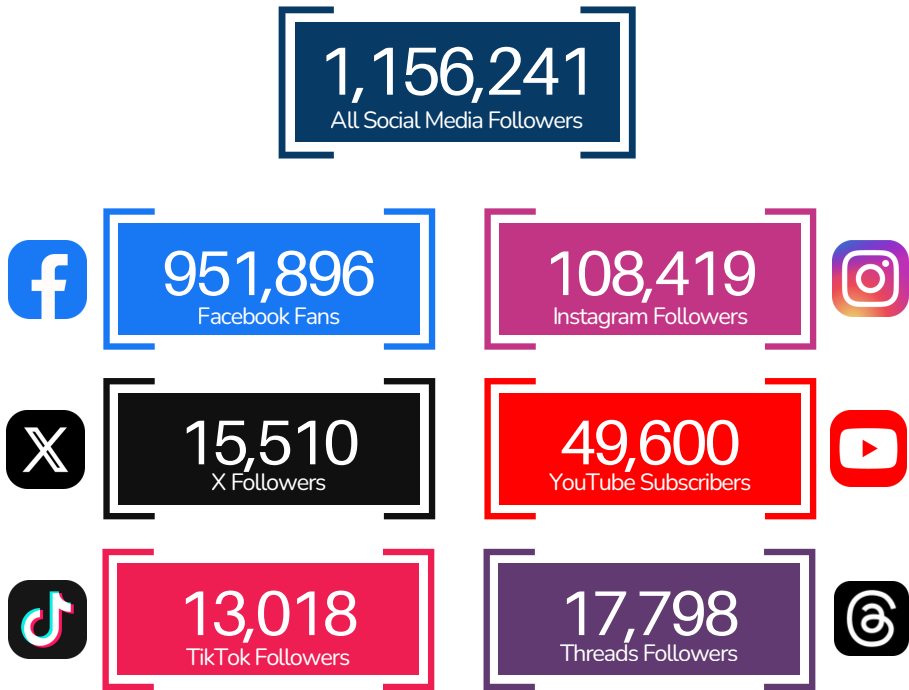
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## AMERICAN FLAT TRACK || SOCIAL MEDIA YTD AUDIENCE



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