



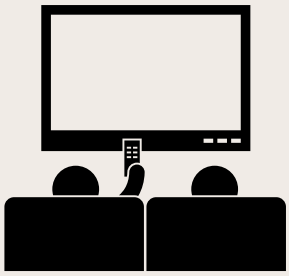
2025

AUDIENCE REPORT

TRANS AM SERIES



SPEED SPORT 1 Broadcast Metrics



2.4 M

Streaming Starts



50.6 M

Minutes Streamed



260

Broadcast Airings

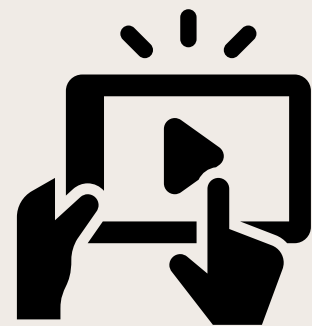


YouTUBE Live Stream Metrics



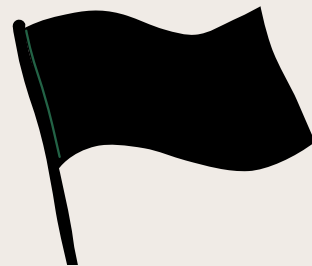
38.5K

Total Subscribers



260K

Total Live Stream Views

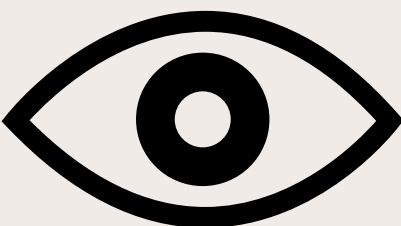


26

Live Events Streamed

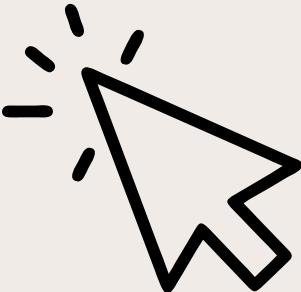


Trans Am Social Media Channels



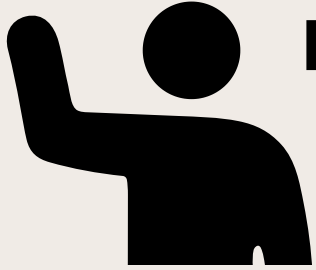
16 M

Total Impressions



937k

Total Engagements



19.3k

Net New Followers



140k

Total Social Following

38

thousand



53

thousand



33

thousand



10

thousand



6

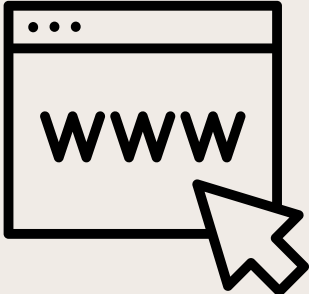
thousand



Trans Am Digital Channels

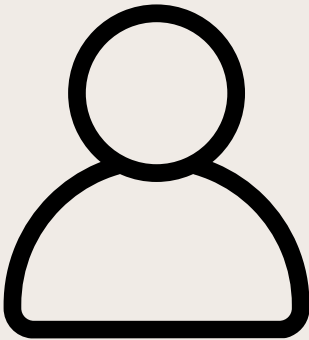


PRESENTED BY



727 K

Website Page Views

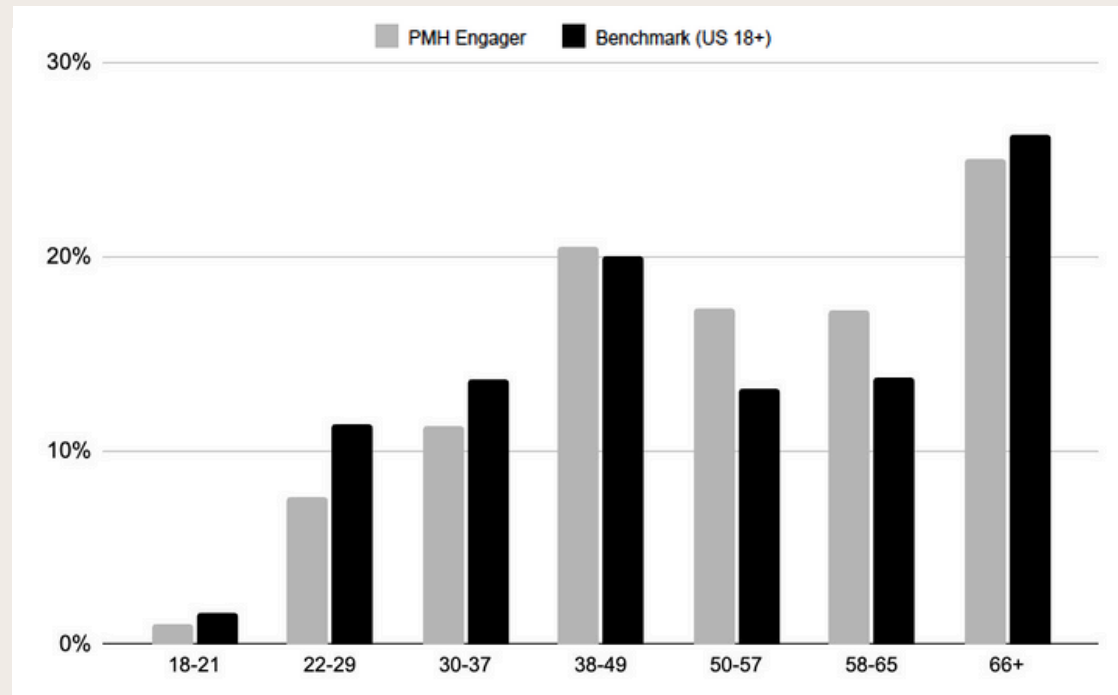


196 K

Website Users



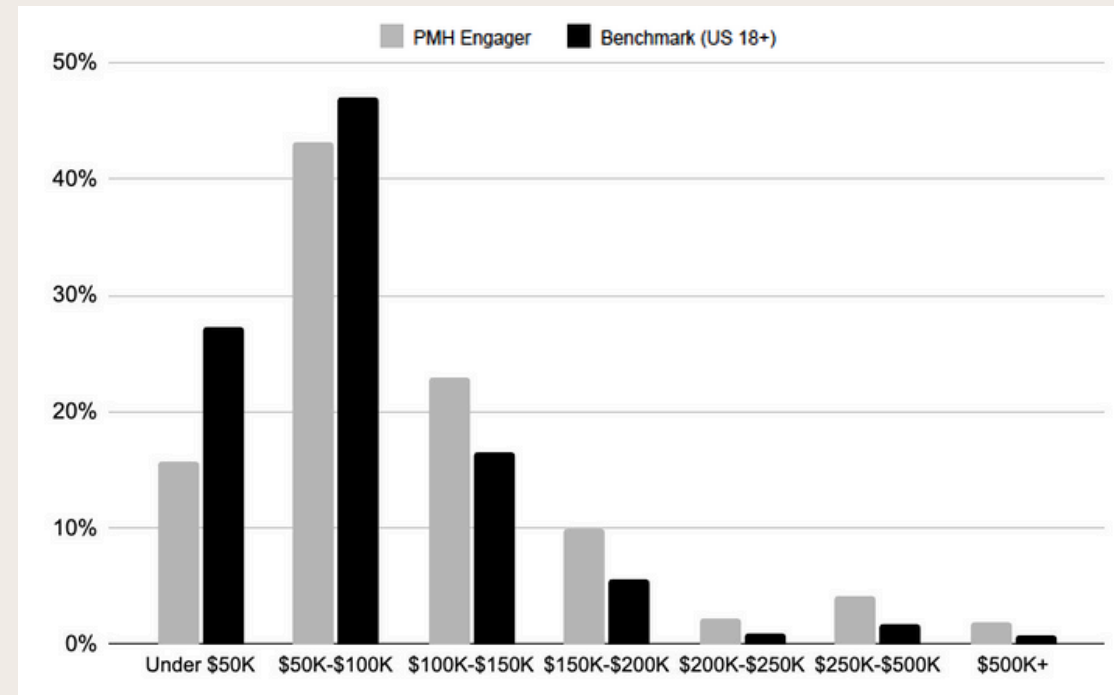
Meet the Audience: Racing America



Age Range

A quarter of Racing America Engagers are 65+, although this is a smaller representation than the US Population.

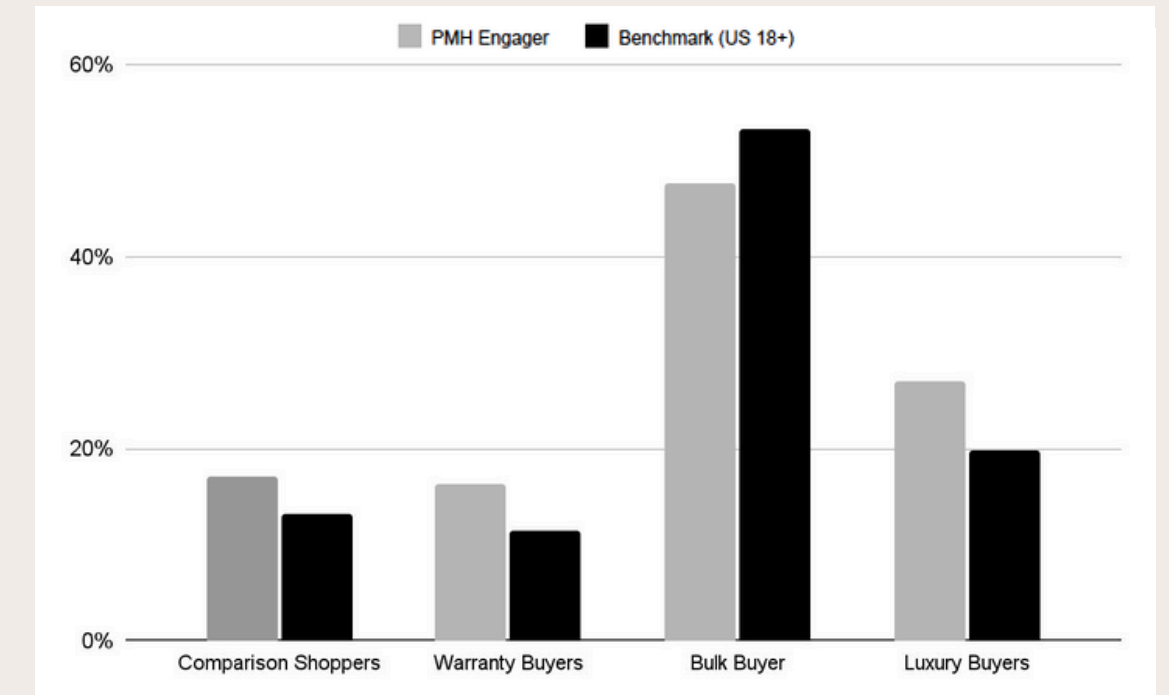
40% of Engagers are Gen X (45-60) and 27% are Millennials (29-44).



Household Income (HHI)

The majority of Racing America Engagers (+43%) have HHI \$50K-100K, likely representing the MSR engagers and fans of motorsports.

Although a smaller percentage (6%), Racing America Engagers are nearly 6.5x more likely to have HHI +\$250K, and nearly 2.5x more likely to have HHI +\$1MM.



Shopper Type

Racing America Engagers are 36% more likely to be Luxury Buyers, but they are still discerning customers who are 31% more likely to be Comparison Shoppers.

Value-driven brands will be interesting to learn that 48% of Racing America Engagers are driven value and savings (Bulk Buyers).