

FORMULA ONE VS FORMULA E

FORMULA ONE ATTRACTS A LARGE GLOBAL AUDIENCE WITH FAST CARS, FAMOUS DRIVERS AND A YEAR-ROUND COMPETITION WITH RACES ON ALL CONTINENTS. BUT ITS ELECTRICAL EQUIVALENT FORMULA E IS ALSO BECOMING MORE AND MORE POPULAR, COMBINING INNOVATION AND COMPETITIVENESS ON STREET CIRCUITS IN BIG CITIES. WHAT ARE THE DIFFERENCES AND SIMILARITIES?



FORMULA ONE

FORMULA E

GLOBAL INTEREST

42%

24%

CONTINENTS RANKED BY INTEREST LEVEL

1. AFRICA
2. ASIA
3. SOUTH AMERICA
4. EUROPE
5. NORTH AMERICA

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WHO ARE THE FANS?

FORMULA ONE AVERAGE AGE: 43

FORMULA E AVERAGE AGE: 39

MALE 57%

FEMALE 43%

MALE 55%

FEMALE 45%



PREFER TO WATCH ON TV



OFTEN USE SMARTPHONE AND GAMING CONSOLE

WHAT MAKES IT INTERESTING?

FORMULA ONE

- CARS
- SPEED
- DRIVERS

FORMULA E

- ENVIRONMENTAL FRIENDLY
- ELECTRIC POWERED CARS
- TECHNOLOGY/INNOVATION

Based on the results of an online survey conducted in December 2019 among n=10.000 respondents in 22 markets (general population). Scope: Netherlands, France, Germany, Spain, UK, Italy, Poland, Russia, USA, Mexico, Brazil, Chile, China, Japan, Indonesia, Thailand, Vietnam, Middle East, South Africa, Nigeria, Argentina, Colombia.