

CSM FORMULA E FAN SEGMENTATION



May 2017



HIGHLIGHTS

1

CSM has created a research-based segmentation of the motorsport fan base including Formula E

2

Six segments identified including the 'Next Generation' – the future of Formula E but have a different relationship with it:

- *Knowledgeable but less engaged*
- *Do not consume the sport via traditional or social media*
- *Appear to like being associated with it*

3

The main benefits of segmentation are:

- *Greater understanding of Formula E fans*
- *Insight into how best to communicate and engage with them*
- *Better understanding of their product and service purchase behaviour through indexing*



CSM GLOBAL SPORTS FAN SURVEY

1 A comprehensive global sports survey

- 18,000 respondents in 18 countries
- Nationally representative sample of the adult (16+) population

2 Additional focus on motorsport

- Segment profiles for Formula E, Formula 1 and other motorsports
- Multi-country view of fan segments to identify regional variances

3 Consumer profile of the fans

- Product adoption profile – from innovators to laggards
- Purchase behaviour across 83 products and services

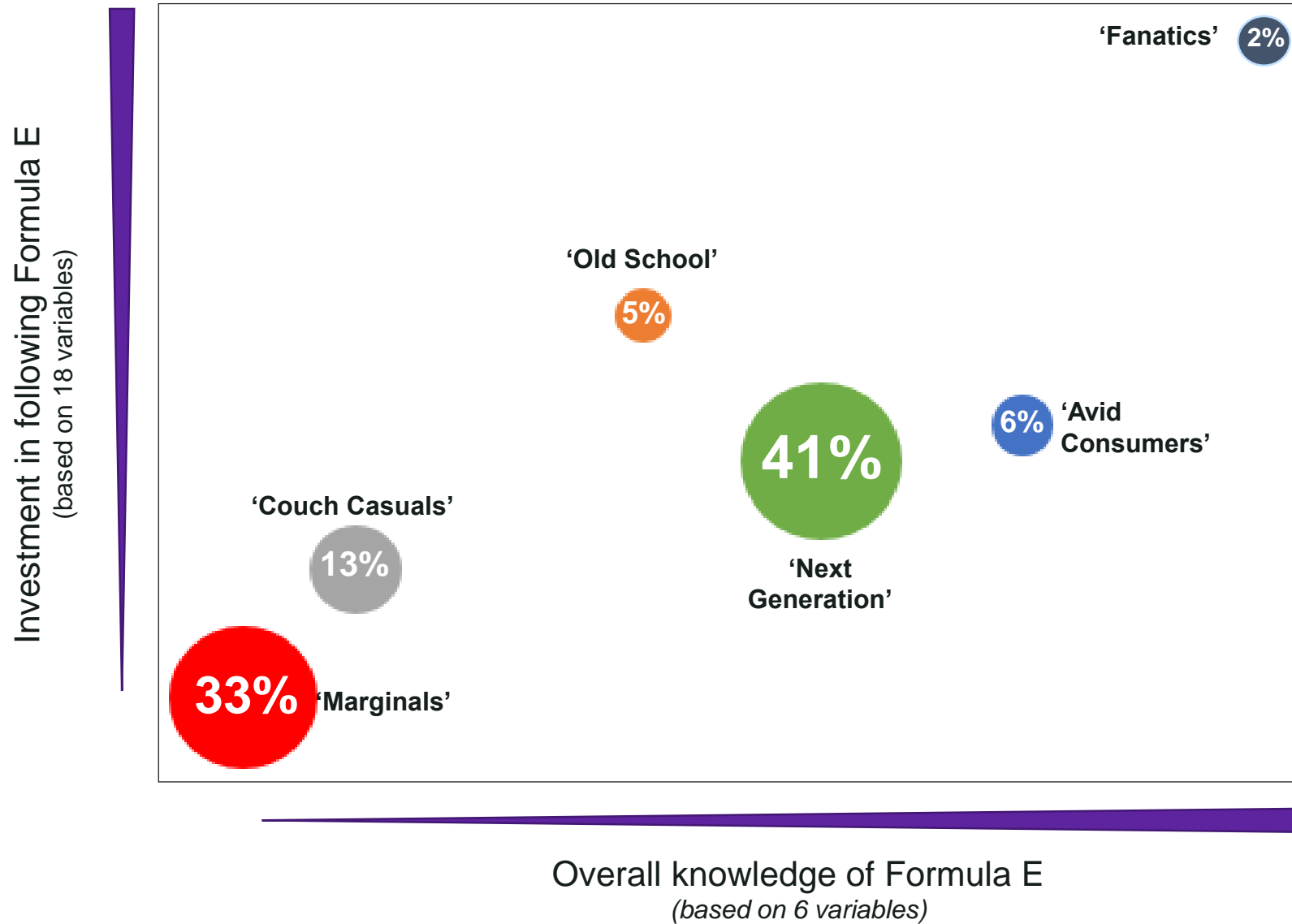
4 Bespoke analytics

- Analytics software enables us to provide relevant bespoke analysis
- Cross-tabulations of variables for targeted insights



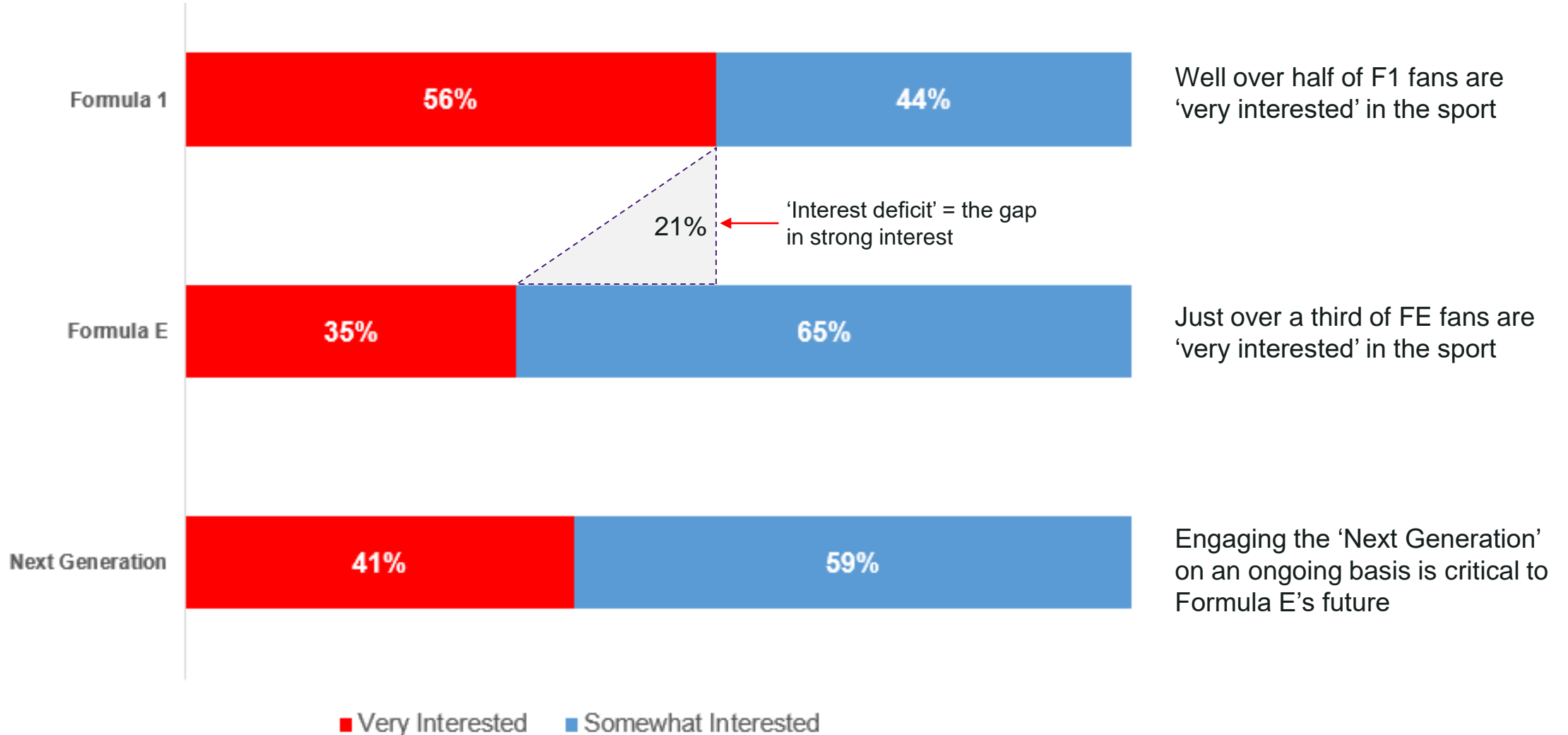


CSM FORMULA E SEGMENTATION – 6 KEY CLUSTERS



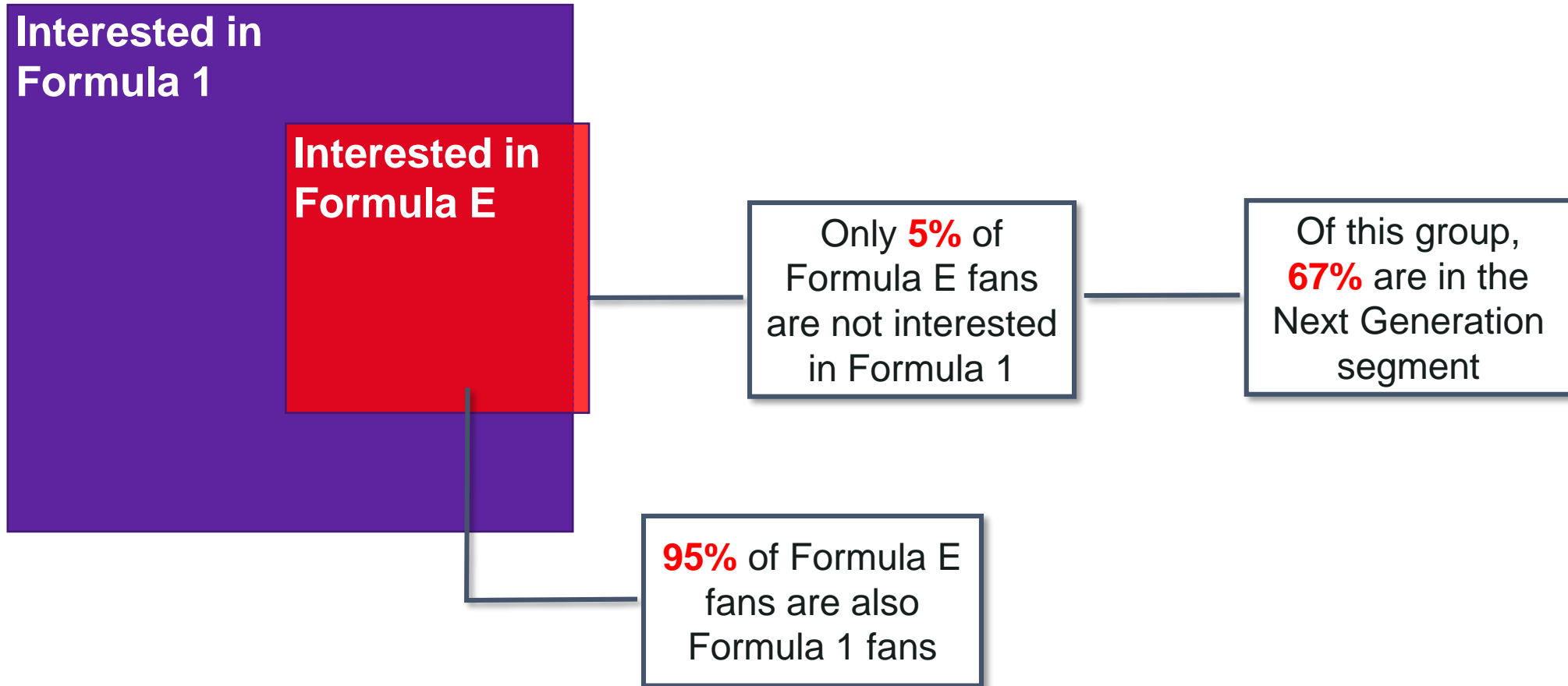


BENCHMARKED AGAINST FORMULA 1, FORMULA E'S CHALLENGE IS TO FILL THE 'INTEREST DEFICIT' AS IT BECOMES MORE ESTABLISHED



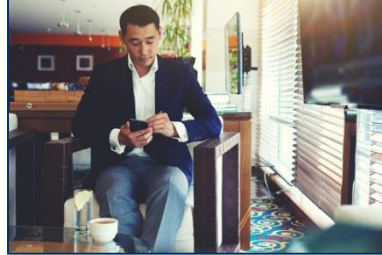


THE VAST MAJORITY OF FORMULA E FANS ARE ALSO FORMULA 1 FANS





SEGMENT PROFILE: FANATICS (2%)



Younger

High ABC1

Asian/US

Active lives

Very knowledgeable

Emotionally engaged

Passionate

Brand-savvy

Buy merchandise



Golden segment, strong influencers but comparatively small



SEGMENT PROFILE: AVID CONSUMERS (6%)



- Younger
- More female
- Asian
- High knowledge
- Less emotion
- Many touchpoints
- Love content
- Strong communicators
- Brands



Big consumers but currently less emotionally engaged



SEGMENT PROFILE: OLD SCHOOL (5%)



Older male

Average knowledge

Low social & TV

Traditional media

Find Formula E exciting and modern

Low merchandise

Sponsor aware



A more traditional motorsports fan



SEGMENT PROFILE: COUCH CASUALS (13%)



Older

Male & female

Euro/LatAm

Low knowledge/spend

Watch TV

Like news sites

Enjoy reading

Lacking passion about Formula E



Like watching Formula E on TV and reading about it



SEGMENT PROFILE: MARGINALS (33%)



Older males

Low ABC1

No knowledge

Zero spend

Infrequent TV

No brands

Low engagement of any type



A fringe group who require good marketing to engage them



SEGMENT PROFILE: NEXT GENERATION (41%)



Youngest

M&F

Asian & USA

High knowledge

Low media use

No TV

Buy some merchandise

Formula E lacking excitement



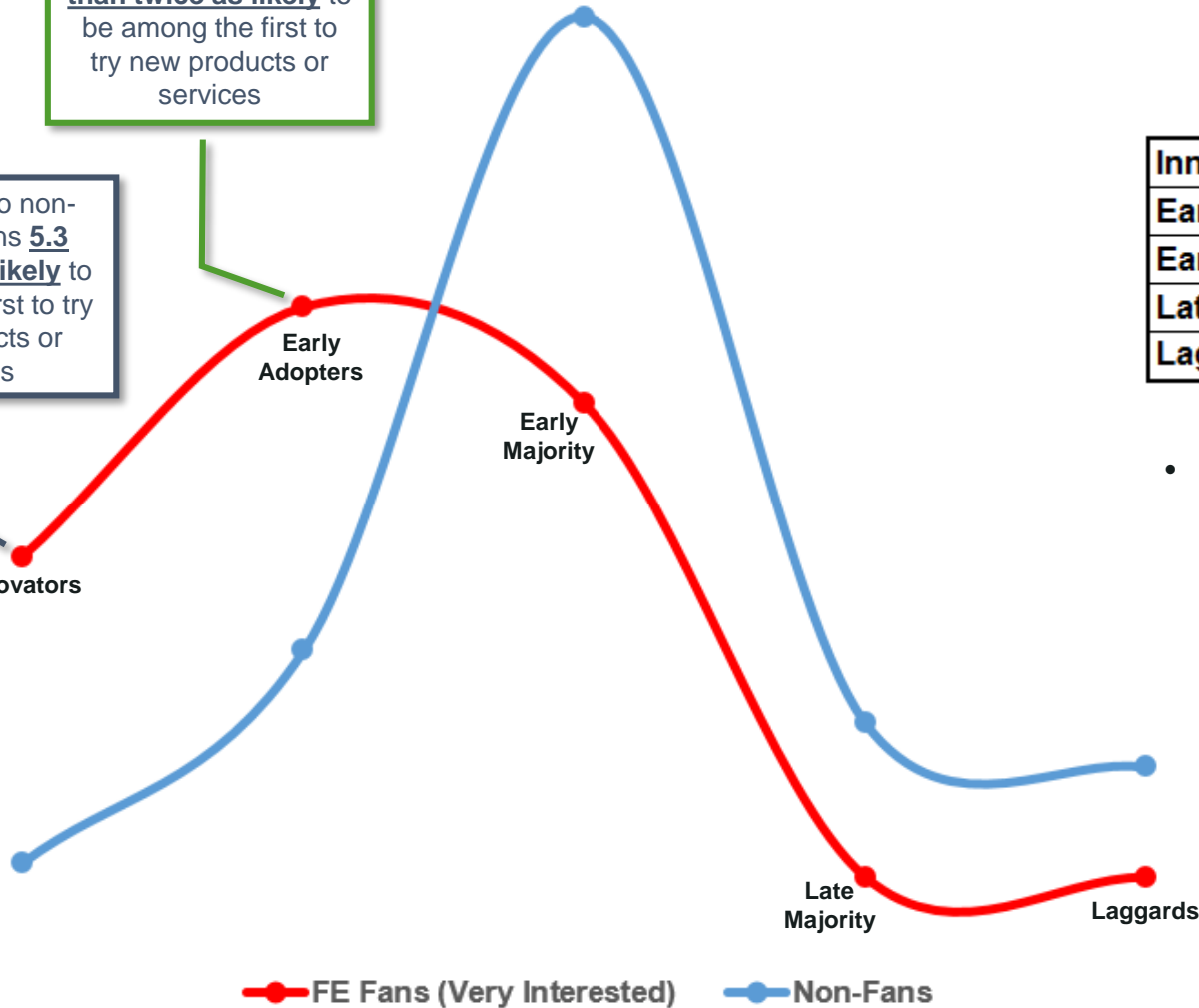
The largest group, more Millennial, knowledgeable yet less engaged, they seem to like the image of Formula E. They have the most potential but will require innovative engagement



SOME OF THE FORMULA E SEGMENTS ARE MUCH MORE LIKELY TO BE AT THE EARLY STAGES OF THE PRODUCT LIFECYCLE

Compared to non-fans, FE fans **more than twice as likely** to be among the first to try new products or services

Compared to non-fans, FE fans **5.3 times more likely** to be the very first to try new products or services



	Next Generation	Fanatics	Avid Consumers	Old School	Couch Casuals	Marginals	FE Fans
Innovators	249	487	300	166	64	39	160
Early Adopters	155	145	157	177	113	96	131
Early Majority	58	21	45	74	118	116	84
Late Majority	63	4	20	27	53	92	65
Laggards	25	45	91	10	52	109	60

- Against the general population, Fanatics heavily over-index as Innovators, with Avid Consumers and Next Generation also very strong



FORMULA E PRODUCT INDEXING

- Indexing covers 83 products and services across multiple categories:
 - Automotive ○ Consumer services ○ Fashion ○ FMCG ○ Online services
 - Beverages ○ Electronics ○ Financial services ○ Gaming ○ Travel
- As an example, a member of the Next Generation segment is 2.1 times more likely to have purchased a VR headset in the last 12 months than the general population

Example: Electronics

		Next Generation	Fanatics	Avid Consumers	Old School	Couch Casuals	Marginals	FE Fans
Video games console	<12 months	196	360	263	137	117	63	147
	1-3 years	177	155	148	173	115	86	137
Laptop/PC	<12 months	148	204	171	122	110	81	123
	1-3 years	109	110	95	142	113	107	110
Camera	<12 months	187	289	205	119	103	66	136
	1-3 years	136	143	130	151	125	101	124
Subscription TV	<12 months	128	218	153	163	128	104	126
	1-3 years	160	116	153	91	112	99	129
Tablet	<12 months	157	277	181	119	112	91	132
	1-3 years	121	90	112	139	131	101	115
TV	<12 months	149	193	145	119	104	91	123
	1-3 years	114	122	96	154	122	98	111
Action camera	<12 months	219	284	273	116	114	51	150
	1-3 years	186	284	171	153	123	81	143
VR headset	<12 months	211	388	286	151	122	56	154
	1-3 years	254	374	246	153	68	48	159
Wearable technology	<12 months	165	298	174	126	130	83	135
	1-3 years	180	142	138	163	106	102	140

FE fans are all those who are interested in Formula E

The darker the colour, the higher the index



For further information

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A blurred background of a Formula 1 race track. In the foreground, a teal and black racing car is visible, moving from left to right. The car has 'JAGUAR' written on its side. The driver's helmet is visible. The background shows a blurred track and a blue sky with light clouds. A purple rectangular box with a white dotted pattern is overlaid on the top half of the image, containing the text 'THANK YOU' in white, bold, sans-serif capital letters.

THANK YOU