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Lights out and away WEC goes?

Independent Research Report

2026

November



Is the **World Endurance Championship** standing before a **historic chance** to win over dissatisfied F1 fans?

Formula 1 is in the middle of its biggest boom ever. By its own count, it **drew** a record **6.7 million spectators** across the 2025 season and now claims **827 million fans worldwide**, more of them younger and female than ever before.

Yet scroll through the comments under many F1 posts, and the mood is very different from the headline numbers. A vocal group of long-standing fans says the sport they grew up with is slowly pushing them away.

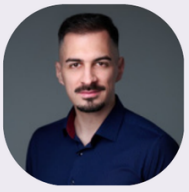
At the same time, **endurance racing is growing too**, with crowds at WEC races rising and many of them there for the first time, although growing from a much smaller base.

So is this just a loud minority online? Or can WEC turn disappointed F1 fans into a lasting community of its own?

And if the opportunity is real, how should WEC go about it?

We set out to find out.

This is an independent study. We did it for the love of the sport.



ANDRÁS POLGÁR
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The study in one page

We read **675 Reddit comments**, surveyed **52 fans online** from 19 countries, and **32 fans at the 6 Hours of Monza**.

> ## The short answer: some are drifting.
>
> But most of the fans who now follow WEC more than F1 loved endurance racing already. F1's changes moved it up their list.

1 **Long-time F1 fans almost never watch more**

1 of 34 online, 1 of 16 at Monza. Most of the rest watch less.

2 **The push is the racing product, not the price**

The 2026 regulations come first in every source, then the sense that F1 has become a show.

3 **Fans who follow both rate WEC higher**

7.4 vs 5.8 online, 9.0 vs 6.2 at Monza.

4 **Switchers are real, but not the main source of growth**

About 1 in 4 new WEC fans online, 1 in 5 at Monza. Le Mans, car brands, friends and sim racing bring in the rest.

5 **At the track, access is what WEC sells**

The paddock, the drivers, the freedom to walk the circuit: named most often at Monza (10 of 25).

What WEC can do: use the window before F1's new engines arrive in 2027 to turn interest into loyalty. Bring sim racers and friends of fans to the track, make a first visit the start of a habit, carry Le Mans viewers into the rest of the season, and make the drivers known.

Read with care: all three samples chose to take part and lean towards endurance racing. They show that the drift is real and what it looks like, not how big it is.

Table of Contents

The Study in One Page 3

Methodology 5
Three sources, one big question

Reddit Sentiment Analysis 6
What people on the web say

The Hypothesis 11
Deciding what we're after

The Online Survey 12
What the fans told us online

At the Track 19
The 6 Hours of Monza

What It Means for WEC 25
Findings and recommendations

Where to Next 30
What we would measure next

Sources & Method Notes 31

Methodology

Three methods, one big question

1. Reddit sentiment analysis: what fans say unprompted.

We captured comments in **two popular Reddit threads** about the state of F1 and the pull of endurance racing. This showed us **the mood, the main complaints** and the language fans use, and it shaped our hypothesis.

2. Online fan survey: testing the trend.

A short survey, shared in fan communities, checking whether the same picture appears when fans are asked directly: are they **watching less F1**, why, and is their time **going to endurance** racing?

3. Fieldwork at the 6 Hours of Monza

What's better than asking the fans **in person**? At the **6 Hours of Monza** we surveyed fans in person and held short interviews to understand the story.

Stage 1: Reddit sentiment analysis

Read this first: a skewed lens

Reddit is a useful place to hear fans, but it is not a mirror of all F1 fans. Three filters stack up before a single comment reaches us:

- **Who is on Reddit.** Mostly younger, very engaged, English-speaking fans who follow the sport closely, not the millions who simply switch on a race.
- **Who answers a thread like this.** "Is F1 going in the right direction?" invites the unhappy. "Are people drifting to WEC?" invites those who drifted, and the question itself puts the idea on the table. People with strong feelings write; satisfied fans mostly scroll past.
- **What gets upvoted.** Upvotes reward comments the crowd already agrees with, so they amplify the dominant mood rather than measure it.

So read this section as **how the most vocal fans think and talk**, not as how many fans feel this way. By its own figures, F1's crowds and following are still growing in 2026. An angry thread and a growing sport can both be real: new fans arrive while some long-time fans step back.

We read **675 Reddit comments across two threads**, one asking whether **Formula 1** is heading in the **right direction** and one asking whether **fans are moving to WEC**.

The mood towards F1 felt harsh. The evidence that fans are leaving for endurance racing seemed real, but **far more divided** than the anger suggests.

76%
of comments that took a side were negative about F1's direction
r/formula1

24%
say they watch less F1 in 2026; 41 stopped or missed most of the season
r/formula1

23 of 41
who described their own habits have switched or cut back on F1
r/motorsports

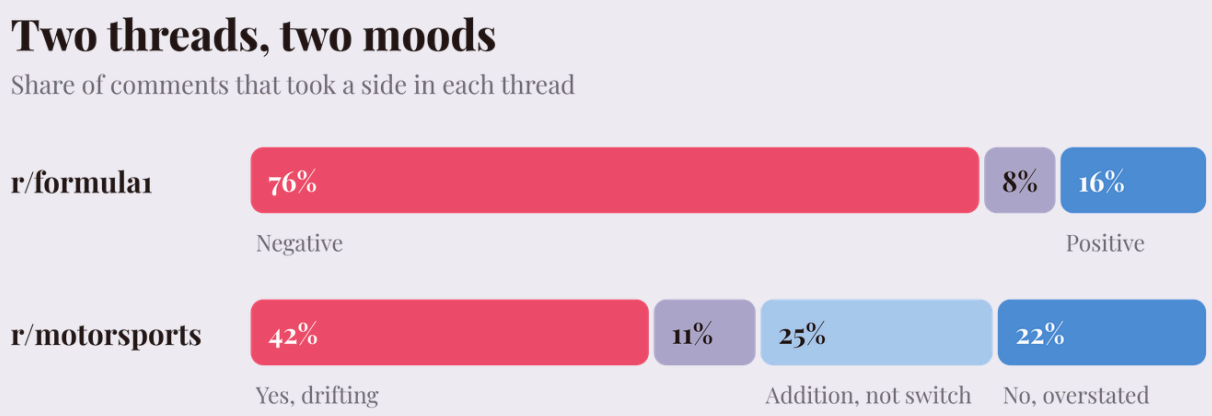
42% vs 22%
"yes, fans are drifting" vs "no, it's overstated"
r/motorsports

Stage 1: Reddit sentiment analysis

Two threads, two moods

The two threads ask related questions in different places, and they come back with different answers.

On **r/formula1**, where people gather because they follow F1, the discussion is close to unanimous: **something has gone wrong**. On **r/motorsports**, where fans follow many series, the idea that people are abandoning **F1 meets real pushback.**



The most upvoted reply on r/motorsports, at 47 upvotes, called the drift idea "nonsense reactionism" and pointed out that most fans keep watching F1 even when they are unhappy. Weighted by upvotes, the yes and no camps there are close: 42% against 36%.

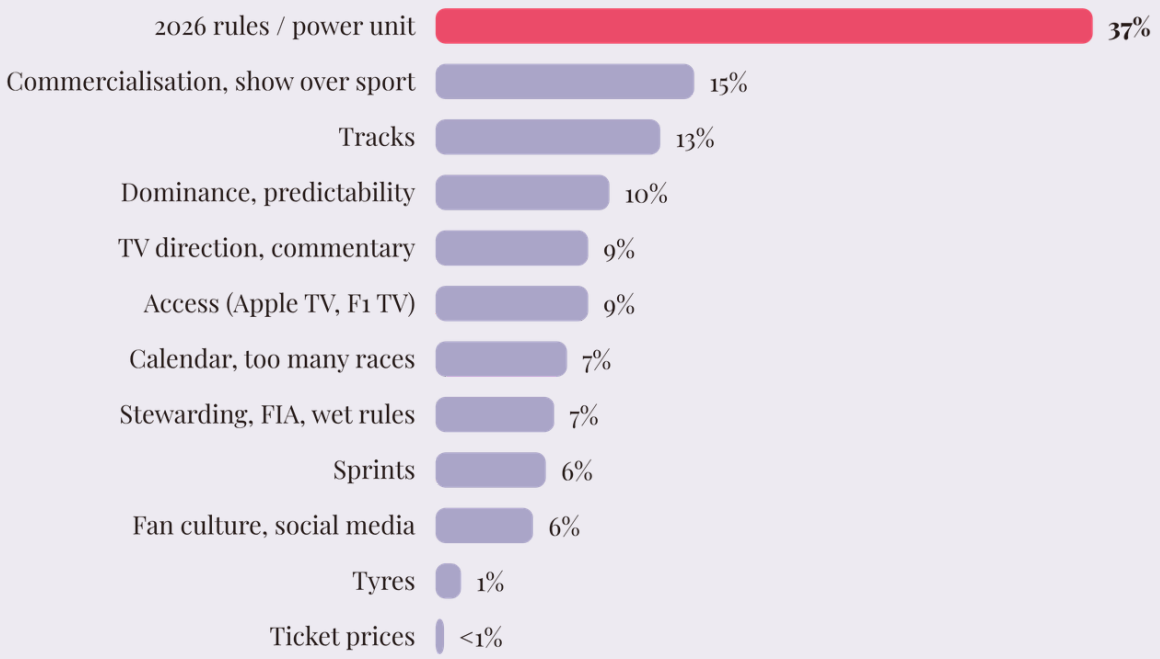
What F1 fans are really angry about

On r/formula1 the **2026 regulations dominate** everything else. Fans describe overtakes that feel like a button press, cars slowing on the straights to recharge, and races decided by battery management rather than driver skill.

Stage 1: Reddit sentiment analysis

The 2026 rules dominate the complaints

Share of 414 critical or mixed r/formula1 comments naming each topic



> World Driver Championship is now World Deployment Championship.
>
> — r/formula1 commenter

> In the decades I've been following F1, I have never been this disinterested before.
>
> — r/formula1 commenter, 508 upvotes

Stage 1: Reddit sentiment analysis

Who is leaving

The fans most likely to say they have **cut back** are the ones **who have watched longest.** Of the 49 r/formula1 commenters who mention following the sport for ten years or more, 36 are critical and 24 have reduced their viewing. Commenters who call themselves **new fans lean the other way.**

Several date their exit precisely, often to the first races under the new rules.

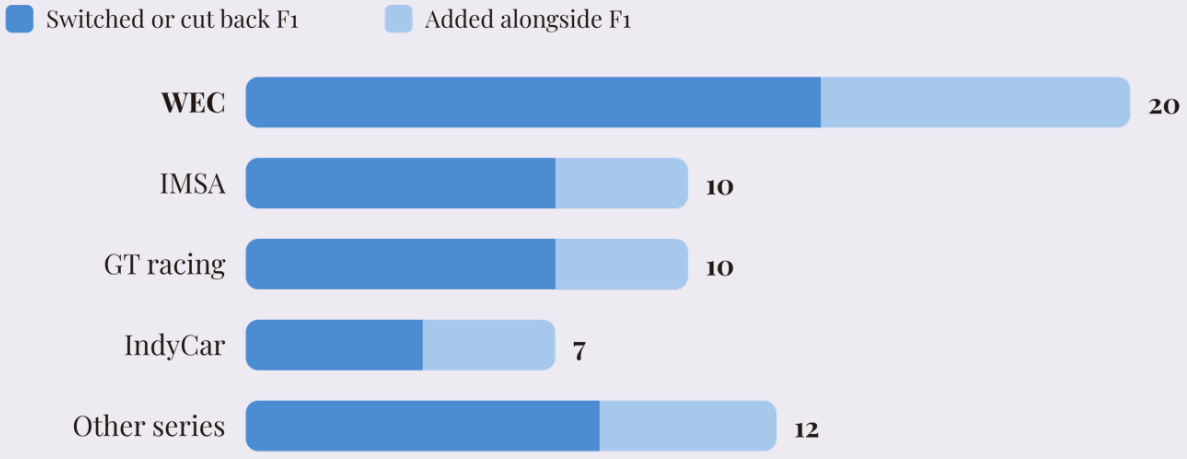
> I didn't miss single F1 race from 1996 to 2025, but I haven't watched this season since the 2nd race.
>
> — r/motorsports commenter

Where they go

When commenters describe their own move, **WEC is the destination they name most**, followed by IMSA and GT racing. But a third of the moves are additions, not replacements: fans who keep F1 and add endurance racing **alongside it.**

Where fans who move are going

Series named by r/motorsports commenters describing their own move



Other series: NASCAR, BTCC, Supercars, WRC, bikes and other sports. A commenter can name several.

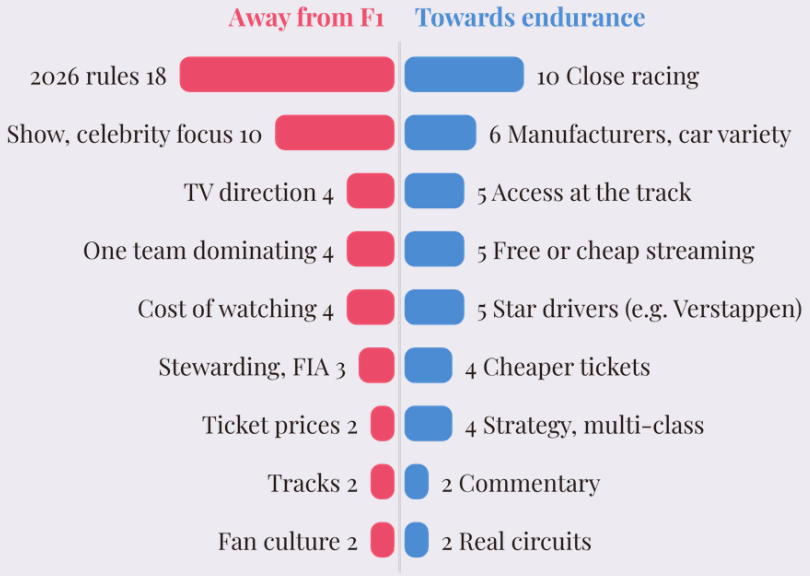
Stage 1: Reddit sentiment analysis

Push and pull

The reasons people give split into two kinds: what pushes them away from F1, and what pulls them towards endurance and GT racing. The push is concentrated in a couple of things. The pull is spread across many, and several of them have nothing to do with F1 at all.

Pushed by F1, pulled by endurance

Reasons r/motorsports commenters give, number of comments



That matters for the hypothesis.

If the pull were only "anything but 2026 F1", the growth of endurance racing **would depend on F1's troubles.** Fans instead talk about *manufacturers, paddock access, free streaming and familiar drivers*. Those are reasons endurance racing could keep growing even after F1 fixes its rules.

Forming the hypothesis

Reddit suggested the shift is real, but comment threads can't tell us how widespread it is.

So we turned what we found into a hypothesis to test with real fans.

The hypothesis we are testing

- Long-time **F1 fans are disengaging**, mainly because of the 2026 rules.
- **Some of them are moving to endurance** racing, with WEC the most common destination.
- This is **a main driver of WEC's growth**, alongside manufacturers, access, streaming and star drivers.



Stage 2: The online survey

Read this first: who answered

This survey reached fans mostly through Reddit, and largely through our own thread asking whether people are drifting to WEC. That stacks three filters on top of each other:

- **Reddit itself** leans towards younger, highly engaged, critical fans.
- **The thread's question** drew people who already had an opinion about F1 and WEC, and put the idea of drifting in front of them before they answered.
- **Choosing to take part** adds one more step: the people who clicked through care enough to spend their time on it.

The result shows: **41 of our 52 respondents follow WEC**, far more than among F1 viewers in general. So every number in this section describes engaged, WEC-curious fans, not F1's audience as a whole.

Two things can be true at once

By its own figures, **Formula 1 is growing.** F1 says every race weekend of 2026 has sold out, that crowds at the first eleven rounds were 6% higher than at the same races in 2025, and that its social following grew by a fifth in a year.

In some markets, such as Brazil, Italy and China, TV audiences are up sharply. Not every number points up: in the US, independent data shows household reach fell steeply after F1 moved from ESPN to Apple TV this year.

WEC is growing too. The FIA and ACO report trackside crowds up 8% in 2026, with 40% of this year's attendees at a WEC race for the first time.

None of this contradicts what our respondents told us. A sport can win millions of new fans while some of its long-time fans step back, and both can be true at the same time. Our study doesn't measure F1's audience as a whole. It looks closely at one group: engaged fans who care enough to talk about it.

Stage 2: The online survey

52

fans answered from 19 countries; 34 have followed F1 for 10+ years

online survey

30 of 52

watch less F1 than two years ago, or have stopped

online survey

13 of 41

WEC followers follow WEC more than F1, or say it has replaced F1

online survey

0

people named ticket prices as a reason for watching less F1

online survey

Many of them are watching less

More than **half** of our respondents **watch less Formula 1** than they did two years ago, and four have stopped entirely.

We expected this to be a veterans' story. It isn't, quite: fans of ten years or more and newer fans cut back at similar rates. The real difference is at the other end. Only one of the 34 long-time fans watches more F1 today. Among the 18 newer fans, five do.

In our sample, watching less is common at every level

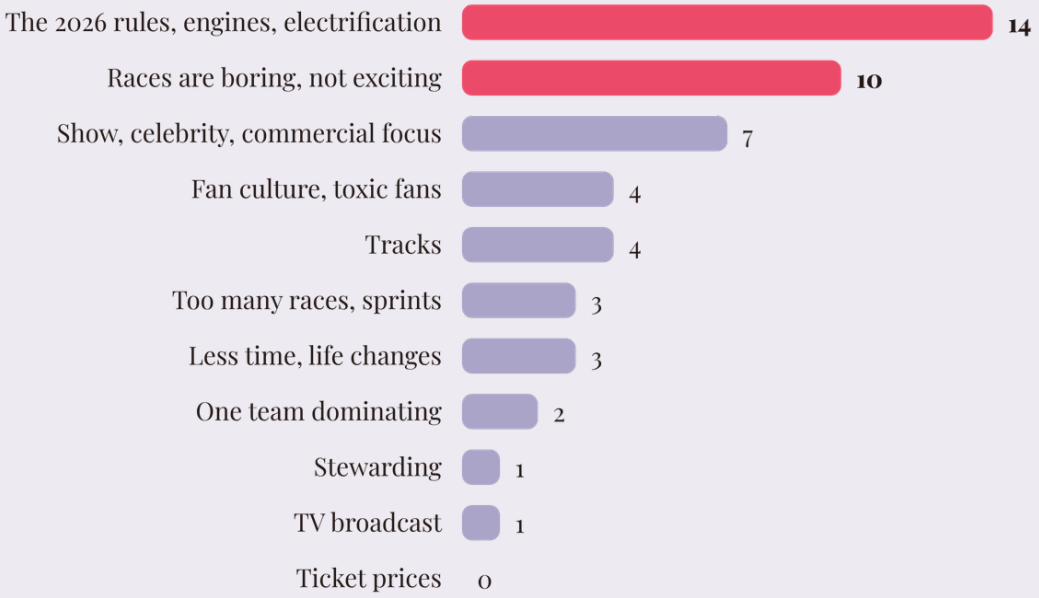
Compared with two years ago, number of respondents



Stage 2: The online survey

Why our respondents watch less F1

Reasons given by the 30 who watch less F1 (open answers, coded); one person can give several



> Qualifying has become the most entertaining part of the race weekend.
>
> — Survey respondent, 10–19 years following F1

> The motorsport started to feel way too refined, but not exciting to watch.
>
> — Survey respondent, 18–24

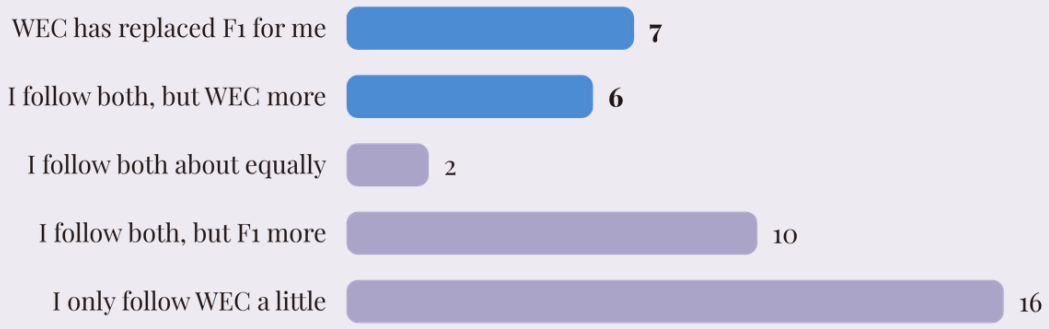
Stage 2: The online survey

Where their time goes

41 of the 52 follow WEC in some way. **For 13 of them, WEC has overtaken F1**: seven say it has replaced F1 and six follow it more than F1. The shift is strongest exactly where our hypothesis says it should be. Of the 21 long-time fans who watch less F1, 20 follow WEC, and ten now follow it more than F1, or have dropped F1 for it.

Some fans who follow both series now lean towards WEC

13 of 41 WEC followers follow WEC more than F1, or have dropped F1 for it



Asked how likely they would be to recommend each series to a friend, the same 41 people put WEC clearly ahead. 25 of them gave WEC the higher score, 11 gave F1 the higher score.

Respondents recommend WEC over F1

Average likelihood to recommend, same 41 people



25 of the 41 gave WEC a higher score than F1; 11 gave F1 the higher score.

F1 was rated on a 1–10 scale and WEC on 0–10, so read the gap as direction, not an exact difference.

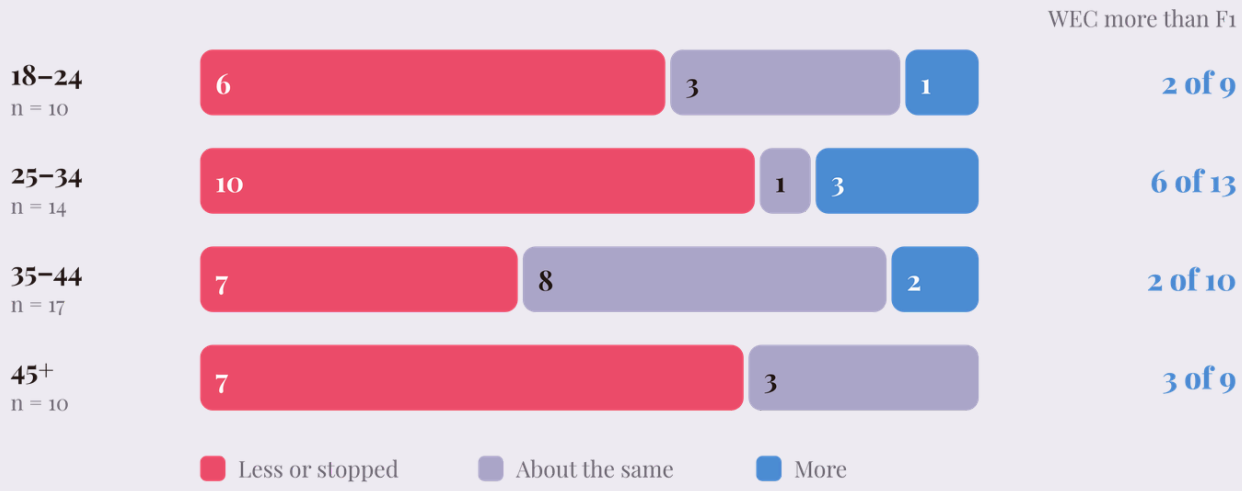
Stage 2: The online survey

Age tells a different story

Our hypothesis talks about **long-time** fans, and it's **easy to read that as older** fans. The survey says they are not the same thing. Split by age, the 35–44s hold on to F1, and every other group cuts back, most of all the 25–34s and the over-45s.

In our sample, 35–44s hold on; the others cut back

F1 viewing compared with two years ago, by age; right: WEC followers who follow WEC more than F1



Under 35, 16 of 24 watch less F1, and 8 of the 22 WEC followers follow WEC more.

The 25–34s move most: 10 of 14 watch less, and they rate WEC higher than any other group. The 18–24s are more mixed about F1, but almost all of them follow WEC (9 of 10), mostly through Le Mans and car brands, and seven of those nine haven't been to a WEC race yet.

The 35–44s are the most loyal to F1. Eight of 17 watch as much as before, and they rate F1 and WEC almost equally. They are also the largest group in our sample.

Over 45, everyone has followed F1 for 20 years or more and they give F1 its lowest score. But 8 of the 9 WEC followers were endurance fans before 2018, and more of them have been to a WEC race than any other group. For them, WEC isn't new; it has simply moved up the list.

That points to two different audiences for WEC: **young newcomers** who still have to be brought to the track, and **long-time endurance fans** who are already there. The groups are small, so this is a direction to check at Monza, not a finding.

Stage 2: The online survey

But who are the new fans?

If switching F1 fans were driving WEC's growth, most of WEC's recent arrivals would be **long-time F1 fans who cut back**. They aren't. Of the 16 respondents who started following WEC in 2023 or later, four fit that description. The other twelve came another way, most often through a car brand or Le Mans.

Who are the new WEC fans?

The 16 respondents who started following WEC in 2023 or later



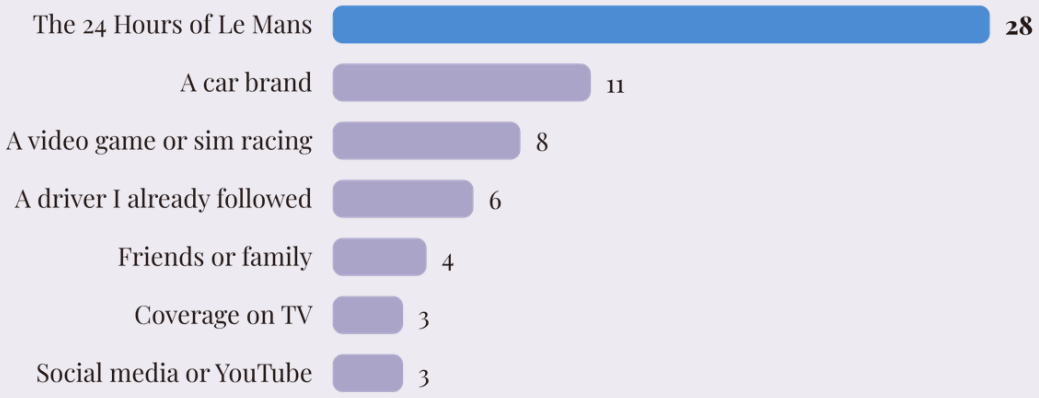
4 are long-time F1 fans (10+ years) who now watch less F1

12 came another way, most often through a car brand (6) or Le Mans (5)

There is a second twist. Many of the fans who follow WEC more than F1 today were endurance fans **long before 2023**. They didn't discover WEC because of F1's troubles; **F1's troubles moved WEC up their list**. That is a change in priorities more than a wave of new arrivals.

Le Mans is the front door

What first got the 41 WEC followers interested; several answers allowed



Stage 2: The online survey

Where the hypothesis stands

Partly

Long-time F1 fans are disengaging

Many fans are watching less, not only the veterans. What sets long-time fans apart is that almost none of them are watching more. By age, only the 35–44s hold on.

Held up

They are moving to endurance racing

Half of the long-time fans who watch less now follow WEC more than F1, and WEC followers rate WEC well above F1.

Partly

This is a main driver of WEC's growth

Switchers are about 1 in 4 new WEC fans. Le Mans, the manufacturers and sim racing bring in most of the rest.

An online survey can only take us so far. The fans who matter most for this question are the ones who actually show up at the track, so we take the same questions **to the 6 Hours of Monza.**



Stage 3: At the Track

At the track, it's about being close

Reddit gave us the anger. The online survey gave us **the pattern.**

For the third step we went to the 6 Hours of Monza and asked the people who actually showed up. **32 fans from 11 countries answered at the track or in the days after**. They tell the same story as everyone else, with one twist: in person, what endurance racing offers is not the cars on screen, but being close to them.

Read this first: who we met

A WEC race is the one place where everyone is, by definition, an endurance fan. Two more things shape this sample:

- **Monza is Ferrari's home.** 12 of the 32 named Ferrari as their manufacturer, and 11 are Italian.
- **The crowd we reached was young.** 27 of 32 are under 35. Older fans were harder to find, or less willing to stop.

So this section doesn't measure WEC's audience. It checks whether the pattern from Reddit and the online survey shows up again, in a different place, among different people.

32
fans from 11 countries, surveyed at the 6 Hours of Monza

Monza survey

15 of 27
F1 followers watch less F1 than two years ago, or have stopped

Monza survey

9.0 vs 6.2
how likely they would recommend WEC vs F1, same 1–10 scale

Monza survey

10 of 25
open answers say WEC gives them access: paddock, drivers, circuit

Monza survey

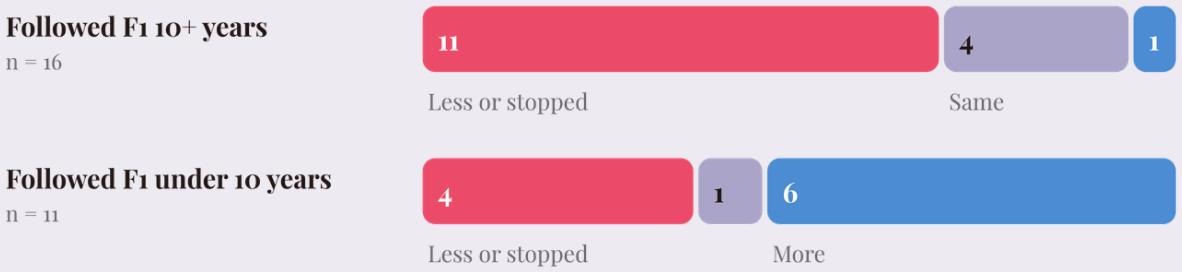
Stage 3: At the Track

The same direction, again and again

27 of the 32 follow or have followed **F1**. More than **half of them now watch less** of it, and four have stopped. As online, the split runs along how long people have followed the sport. Among fans of ten years or more, 11 of 16 watch less and only one watches more. Among newer fans it's the other way round: 6 of 11 watch more.

At the track, long-time fans cut back

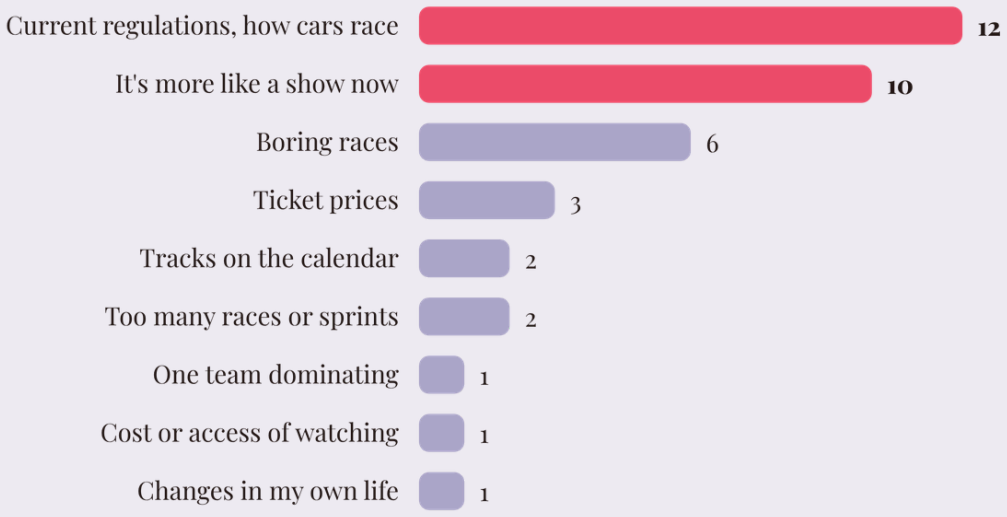
F1 viewing compared with two years ago, Monza respondents who follow F1



The reasons are the ones we've heard all along. Of the 15 who watch less, 12 named the **current regulations**. One thing is new: three people named ticket prices, which no one did online.

The regulations again come first

Reasons given by the 15 at Monza who watch less F1; several answers allowed



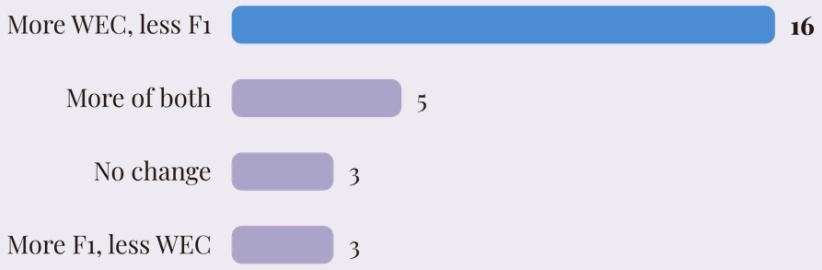
Stage 3: At the Track

Where their time goes

Asked how their time between the two series has changed, 16 of the 27 said more WEC and less F1. Only 3 moved the other way. When they rate the two series on the same scale, WEC wins clearly: 20 gave WEC the higher score, 3 gave F1 the higher score.

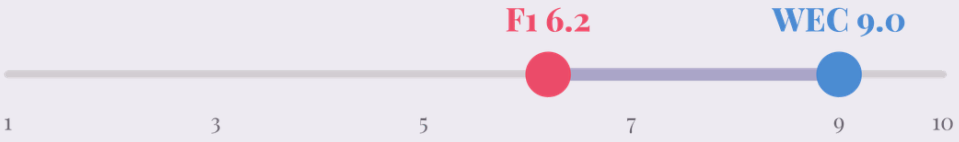
More WEC, less F1 is the most common shift

How has your watching time between F1 and WEC changed? 27 F1 followers at Monza



At the track, WEC is recommended far above F1

Average likelihood to recommend, the same 27 people, both on a 1–10 scale



20 of the 27 gave WEC a higher score than F1; 3 gave F1 the higher score.

Switching, or moving up the list?

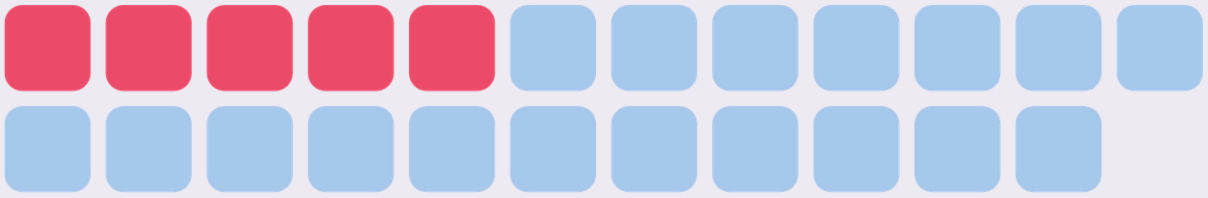
This was the **question we came to Monza to answer.** Of the 11 long-time fans who watch less F1, 10 now watch more WEC. But six of those ten were following WEC before 2023. They didn't discover endurance racing because F1 changed. They already loved it, and F1's changes moved it up their list.

The same holds for WEC's newcomers. 23 of the 32 started following WEC in 2023 or later. Only 5 of them are long-time F1 fans who cut back.

Stage 3: At the Track

About 1 in 5 new WEC fans at Monza is a switcher

The 23 respondents who started following WEC in 2023 or later



5 long-time F1 fans (10+ years) who now watch less F1

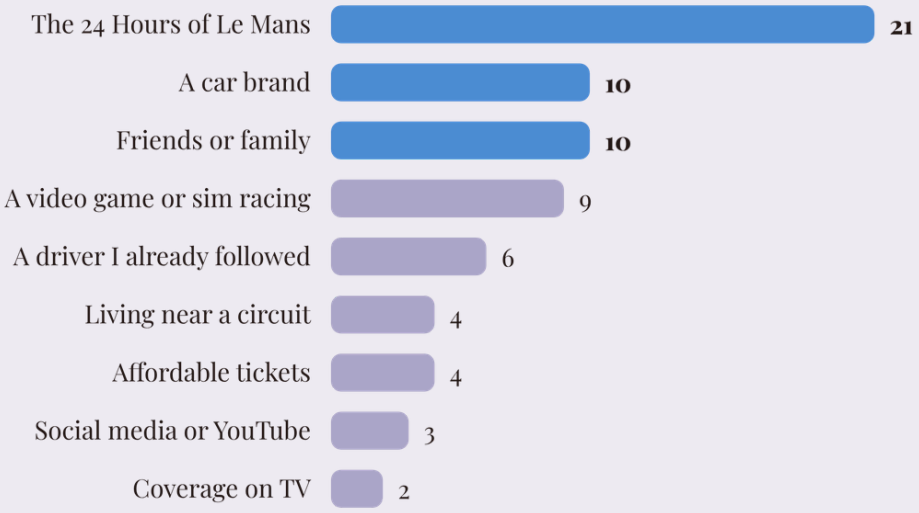
18 came another way: Le Mans, car brands, friends, sim racing

A young crowd, and how it got there

16 of the 32 are aged 18–24, and 10 were at their first WEC race. Le Mans is again the front door. But at the track two other routes stand out: friends and family, and sim racing. Four of the ten first-timers named a racing game or sim racing.

Le Mans, brands and friends bring people in

What first got you interested in WEC? All 32 Monza respondents; several answers allowed



Online, friends or family were named by 4 of 41 WEC followers. At Monza, by 10 of 32.

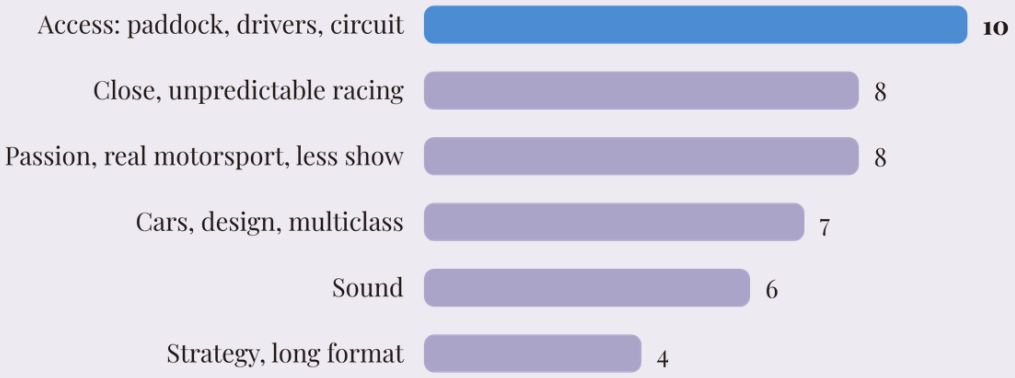
Stage 3: At the Track

What WEC gives them, in their words

Online, fans praised the variety of cars and racing that feels real. **At the track, the order changes.** The most common answer is **access:** the paddock, the drivers, the freedom to walk the circuit and watch from different corners. Sound, barely mentioned online, comes up in almost a quarter of the answers.

In person, access comes first

What does WEC give you that F1 doesn't? 25 open answers, coded; one answer can mention several



> If you watch it live, you have access to the paddock. At F1 it's nearly impossible to access the paddock.
>
> — Monza respondent, 18–24, Switzerland

> Racing. Decent cars. Different cars. Engine sounds. Better drivers. More accessible. Actual overtaking.
>
> — Monza respondent, 45–54, 20+ years following F1, has stopped watching it

> Different viewpoints during the race, the chance to walk around the circuit freely. A calmer atmosphere, but still alive with passion for motorsport.
>
> — Monza respondent, 18–24, Italy (translated from Italian)

Stage 3: At the Track

Three sources, one pattern

Each claim checked against Reddit, the online survey and the fans we met at Monza

	Reddit two threads, 675 comments	Online survey 52 respondents	At Monza 32 respondents
Long-time F1 fans are disengaging Held up	**36 of 49** long-time commenters critical; 24 say they cut back	**21 of 34** long-time fans watch less; 1 watches more	**11 of 16** long-time fans watch less; 1 watches more
They are moving to endurance racing Held up	**WEC** the series named most by those who moved	**10 of 21** long-time decliners now follow WEC more than F1	**10 of 11** long-time decliners now watch more WEC
This is driving WEC's growth Partly	**Mixed** pull factors spread across many reasons	**4 of 16** new WEC fans are switchers	**5 of 23** new WEC fans are switchers

Three different groups, reached three different ways, point the same direction. That's the strongest thing this study can say. What none of the three can say is **how many F1 fans this describes.**





Are F1 fans actually drifting to endurance?

Some are. But most of the fans who now follow WEC more than F1 were endurance fans already, and F1's changes simply **moved it up their list**. Three sources, reached in three different ways, point the same direction on almost everything. Here is what held up, what fans told us in their own words, and what WEC could do with it.

What the evidence says

Held up

Long-time F1 fans almost never watch more

Online, 1 of 34 fans of ten years or more watches more F1; at Monza, 1 of 16. Most of the rest watch less.

Held up

The reason is the racing, not the price

The 2026 regulations come first in every source, followed by the sense that F1 has become a show.

Held up

Fans who follow both rate WEC higher

Online, 7.4 against 5.8 for F1. At Monza, on the same scale, 9.0 against 6.2.

Partly

Switchers are driving WEC's growth

They are about 1 in 4 new WEC fans online and 1 in 5 at Monza. Le Mans, car brands, friends and sim racing bring in most of the rest.

Partly

Fans are switching

Many are re-ranking instead. Online, 8 of the 13 fans who follow WEC more than F1 were following it before 2023; at Monza, 6 of 10. They already loved endurance racing.

Open

How many F1 fans this describes

All three samples chose to take part and lean towards endurance racing. They show that the drift is real and what it looks like, not how big it is.

Open

Whether it lasts

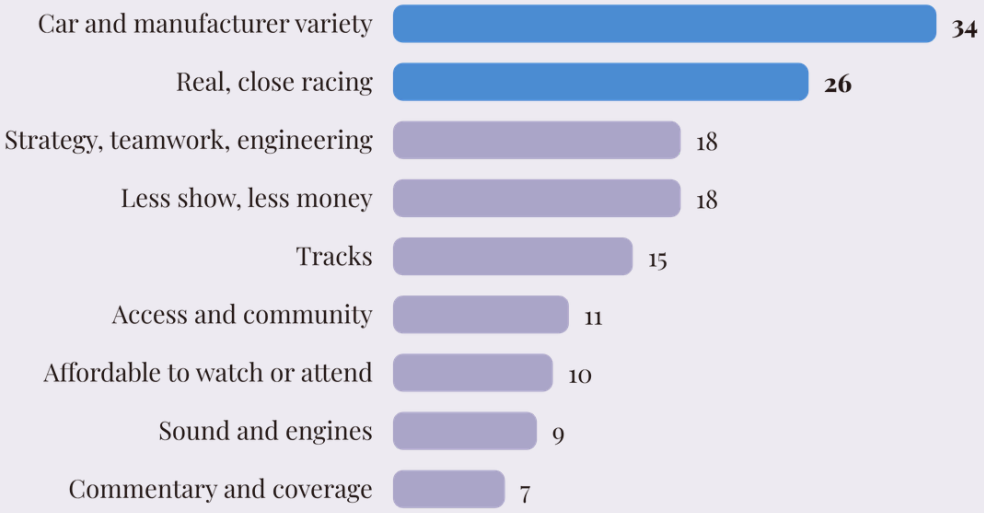
F1 changes its engines from 2027, with V8s planned by 2030 or 2031. Fans who came because of F1's rules may go back.

Stage 4: What it means for WEC

What fans find in endurance racing

The cars and the racing pull fans in

The 103 comments and answers describing what WEC or other series give them



> WEC is just pure racing.
>
> — Survey respondent, 18–24, 10–19 years following F1

> It feels more raw and more focused on the cars and the teams themselves.
>
> — Survey respondent, WEC has replaced F1



Five messages, in fans' words

1 Real racing

Overtakes that feel earned and a result nobody can predict.

real racing | proper wheel to wheel | flat out | "not know who wins"

2 Every car looks different

Brands, liveries and engines give fans something to support.

manufacturer diversity | cars actually look different | Hypercar | engine variety

3 Racing as a team sport

Strategy, stints and three drivers sharing one car.

strategy | teamwork | multiple drivers | different challenge

4 Close to the action

Paddock access, grid walks and fair prices. The strongest message at the track.

walk through the paddock | see the cars up close | close-knit community | affordable to watch live

5 Watch it your way

The long format as freedom: on in the background, onboards for every car.

flexibility with my schedule | day-long background | onboards | WEC+

Words to stay away from

WEC's top class is hybrid too, so bashing batteries backfires. And many fans add WEC rather than leave F1, so attacking F1 pushes away the people WEC wants.

anti-battery | "F1 is dead" | "quit F1" | celebrity-first content



What stops people

Based on Reddit comments and open answers in the online survey, not on the Monza fieldwork.

The length

"2 hours is about the most amount of time I can put into a race."

No star culture around the drivers

Most WEC drivers are little known to the wider public, even though the grid has a strong group of former F1 drivers. What WEC lacks is F1's personality culture, and for some fans that is a drawback.

Hard to follow

"The classes confuse me but it's great."

Price and availability depend on the country

WEC+ is cheap, but some rival series are free on YouTube.

Why WEC should act now

F1 is already fixing what fans complain about most. **From 2027 the power split shifts** towards the combustion engine, and **V8s are planned by 2030 or 2031.** If that works, some of the attention that moved to endurance racing could move back. The next few seasons are a window.

The goal is not to win fans from F1, but to keep them when F1 gets better.

Fans who stay for the cars, the access and the people will stay whatever engine F1 runs.



What WEC can do with this

A More people at the track

WHAT FANS SAID	WHAT WEC COULD DO
Sim racing was named by 9 of 32 at Monza, and by 4 of the 10 first-timers	**From the game to the grandstand.** Before every round, a hotlap or online race in Le Mans Ultimate, the official WEC game. The prizes are experiences, not merchandise: paddock passes, grid walks, a garage visit, meeting the drivers. Builds on: Le Mans Ultimate, Le Mans Virtual Series
10 of 32 at Monza first got interested through friends or family	**A referral ticket that rewards the fan.** Bring a first-timer and get a paddock upgrade, so existing fans do the recruiting. New
10 of 32 at Monza were at their first WEC race	**Turn a first visit into a habit.** A first-timer pack (a guide to the day, a meeting point) and a discounted ticket for next season, so one visit isn't the last. New
Car brands brought in 10 of 32 at Monza	**Owners' club days with the manufacturers.** A stand, reserved parking, a meeting with the team. New

B More people following online and on TV

WHAT FANS SAID	WHAT WEC COULD DO
Most drivers are little known, and there is no F1-style personality culture; sim racing is a way in	**Drivers in the sim, against fans.** WEC drivers streaming in Le Mans Ultimate against fans: personalities without the circus, for an audience that already plays. New
Le Mans brought in 28 of 41 WEC followers online and 21 of 32 at Monza	**A Le Mans funnel.** A planned follow-up for Le Mans viewers, with a free WEC+ round, so June interest carries into the rest of the season. Builds on: FIAWEC+
"2 hours is about the most I can put into a race"; "the classes confuse me"	**The race in 10 minutes**, plus a live "where are we" tracker and a guide to which hours to watch, and a one-minute "WEC for F1 fans" explainer for the classes. Shorter showcase races are worth testing too. New
Fans gave us the words: "real racing", "cars actually look different"	**Use fans' own words.** Build search ads, posts and clips on the five messages, timed around F1 race weekends. New
The drift debate happens on Reddit and YouTube	**Bring the communities in.** Access passes and early news for creators and fan communities, so the people already talking carry the message. New

Where to next

This study answers whether the drift is real and how it sounds. The questions that would help WEC grow are the ones it can't answer yet:

How big is it, and where?
A representative, multi-market measure of F1 fans open to endurance racing.

Who goes, and who watches?
Segments that separate trackside fans from home viewers, and newcomers from long-time endurance fans.

Which messages work?
Testing the five messages with fans who haven't come yet.

What would move them?
Price and package sensitivity for tickets, WEC+ and a first visit.

Does it last?
The same questions, asked again each season, as F1's new engines arrive.

We started this one for the love of the sport. We'd be glad to talk about what the next one could look like.

Follow OFFDESK Research on LinkedIn for the next study.

Sources & method notes

Reddit sentiment analysis. Two threads, comments saved from each thread's page and coded by hand for stance, topic, change in viewing and series named. r/formula1, "Is F1 going in the right direction?": 569 of 1,028 comments. r/motorsports, "Are people drifting to WEC (endurance) because of how F1 is now?": 106 of 118 comments. October 2026. Quotes are shown without usernames.

Online survey. Open-link survey, 24 October – 2 November 2026, shared on Reddit and in fan communities. 56 responses, 52 valid (one duplicate and three empty responses removed). WEC questions analysed only for the 41 respondents who follow WEC. F1 was rated on a 1–10 scale and WEC on 0–10.

Fieldwork at the 6 Hours of Monza. In-person survey distributed by QR-code cards, 6–8 November 2026; responses accepted until 10 November. 37 responses, 32 valid (one empty, two unfinished, one nonsensical and one under-18 response removed). Both series rated on a 1–10 scale. One answer translated from Italian.

Keyword analysis. 773 Reddit comments and open survey answers, keyword search with hand-written patterns, checked by reading. Counts show how often an idea comes up, not how many fans hold it.

Context figures are the organisers' own unless stated:

- Formula 1, "Formula 1's record-breaking 2025 season in numbers", formula1.com: 6.7 million attendance, 827 million fans.
- Formula 1, "In numbers", formula1.com, 29 July 2026: sold-out 2026 weekends, crowds up 6%, social following.
- USA TODAY / Samba TV, 22 August 2026: US household reach after the move to Apple TV.
- FIA and ACO joint release, 29 September 2026: WEC crowds up 8%, 40% first-time attendees.
- F1 engine plans: RaceTeq (May 2026); Motorsport.com.
- Le Mans Ultimate and Le Mans Virtual Series: lemansultimate.com; Traxion.
- WEC's 2025–2026 messaging: fiawec.com news, RACER, 24h-lemans.com.

OFFDESK Research is an independent market research studio. This study was self-funded and has no connection to F1, the FIA, the ACO or any team.