

**ENIGMA INDEPENDENT EVENT AUDITS**  
Unbiased Intelligence for Senior Marketers

# 2017 INDIANAPOLIS 500

Indianapolis, Indiana

May 28, 2017



**enigma**  
research



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## Favorite drivers

- 1 Helio Castroneves (3)
- 2 Tony Kanaan (10)
- 3 Fernando Alonso (29)

## Most recalled sponsors

- 1 Verizon Wireless
- 2 Penngrade
- 3 Fuzzy's Vodka

## Most visited brand activations

- 1 Chevrolet
- 2 Firestone
- 3 Honda

## Top beverages purchased on-site

- 1 Beer
- 2 Soda
- 3 Bottled water

## Most appreciated brand activations

- 1 Nerf Nitro Kids Zone
- 2 Disney
- 3 Crown Royal

## Top preferred brands of attendees

- Wireless services: Verizon
- Vehicle: Chevrolet
- Liquor: Fuzzy's Vodka

## Least visited brand activations

- 1 Advance Auto Parts
- 2 Nerf Nitro Kids Zone
- 3 Disney

## Tourism and economic impact

- Percentage non-local: 67%
- Estimated hotel room nights: 118,300
- Estimated economic impact of attendees: \$146.5M

## Most popular features within brand activations

- 1 Yamaha boats and personal watercraft
- 2 Crown Royal Wall of Gratitude
- 3 Disney Junior Race Car

## Best attendee comments

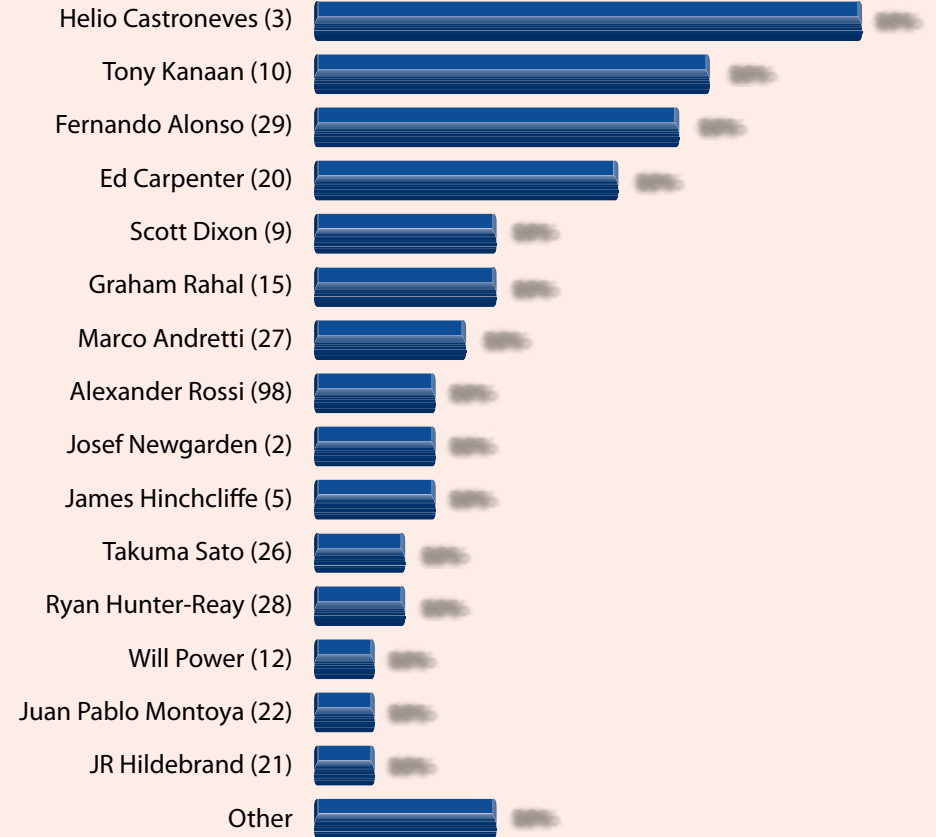
- "IMS is one of the most special places on earth! The race gets better every year! IndyCar is the best product in racing!"
- "Our group consisted of 18 people ranging from one rookie to people attending their 42nd race in a row."
- "I do support brands that sponsor IndyCar and its teams. It weighs heavily on my buying decisions."

# Event Experience

## Indianapolis 500 experiences (aided)



## Favorite driver at Indianapolis 500 (aided)



## Event ratings

excellent
  good
  fair
  poor



Quality of entertainment



Variety of entertainment



Value for admission price



Cleanliness



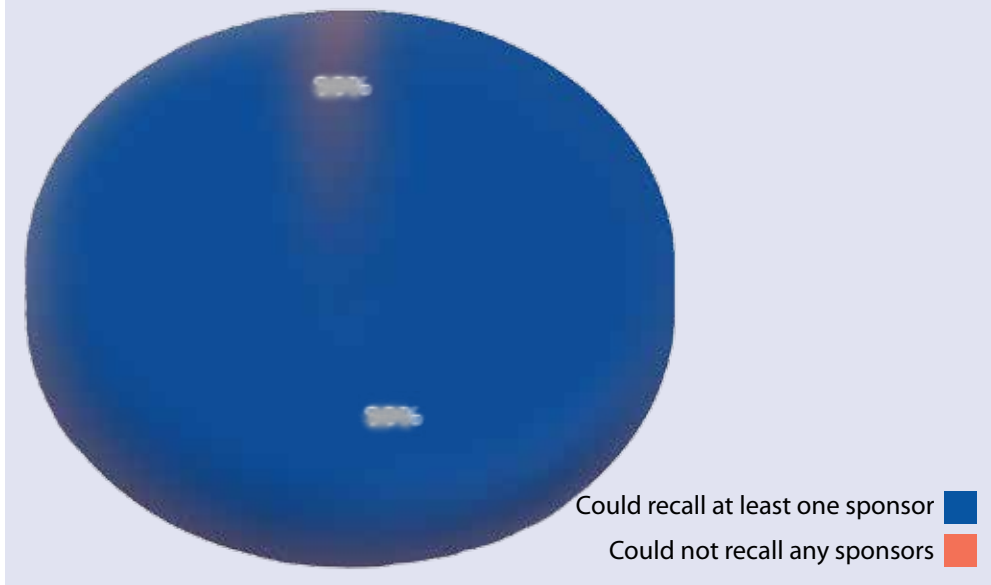
Variety of food and beverage



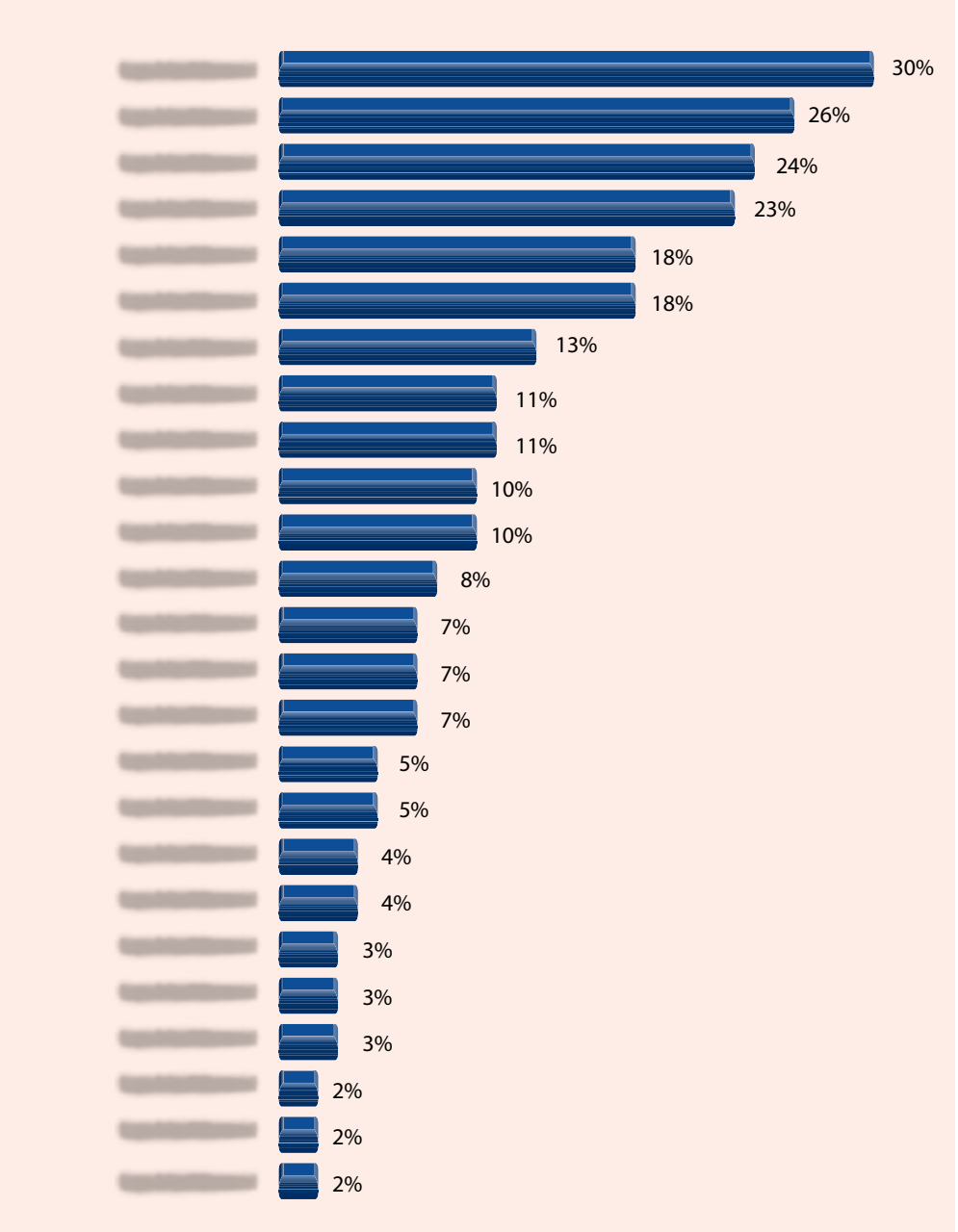
Quality of food and beverage

# Sponsor Recall and Appreciation

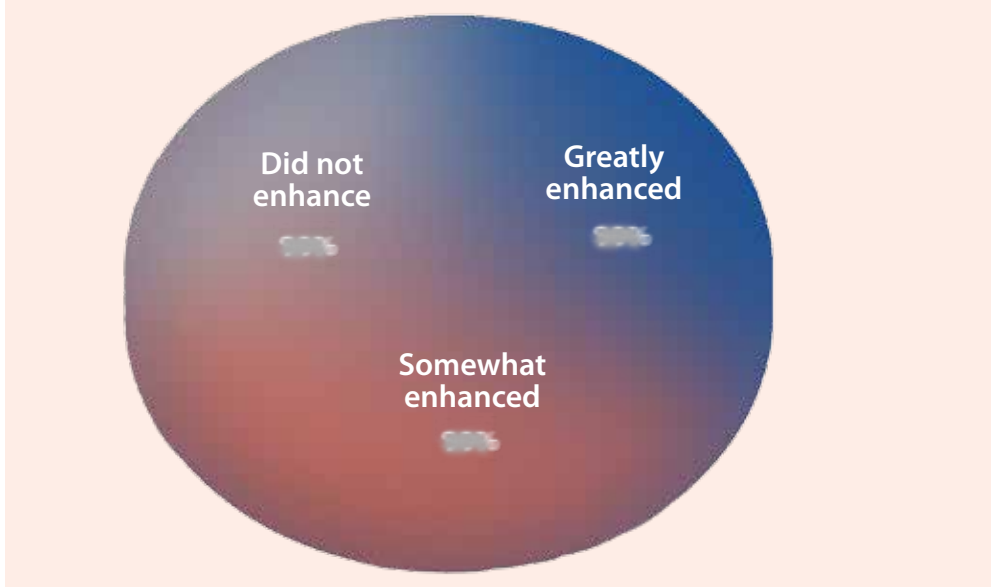
## Sponsor recall



## Sponsor recall (top 3 unaided among those who could recall sponsors)



## Extent to which brands and corporate sponsors enhanced experience



# Exhibit Evaluations



Chevrolet

1



Firestone

2



Honda

3



**PARTICIPATION RANKING**

**ENHANCEMENT RANKING**

**PARTICIPATION**

Entered exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ACTIONS TAKEN (among those who entered)**

Looked at Corvette display	<input type="checkbox"/>	Looked at race car display	<input type="checkbox"/>	Looked at race cars on display	<input type="checkbox"/>
Looked at Indy 500 pace cars	<input type="checkbox"/>	Received paper racing helmet	<input type="checkbox"/>	Looked at motorcycles or ATVs	<input type="checkbox"/>
Received free Chevrolet t-shirt	<input type="checkbox"/>	Played electronic driving game	<input type="checkbox"/>	Registered to win Honda merchandise	<input type="checkbox"/>
Looked at part and accessory displays	<input type="checkbox"/>	Used photo kiosk	<input type="checkbox"/>	Received gift or merchandise	<input type="checkbox"/>
Sat in vehicle	<input type="checkbox"/>	Used charging station	<input type="checkbox"/>	Spoke with Honda representative	<input type="checkbox"/>
Took photo with car or driver	<input type="checkbox"/>	Used tattoo station	<input type="checkbox"/>	Sat in vehicle	<input type="checkbox"/>
Watched stage presentations	<input type="checkbox"/>			Played Honda Forza driving game	<input type="checkbox"/>
Played or watched driving video game	<input type="checkbox"/>			Relaxed in Acura lounge	<input type="checkbox"/>
Used charging station	<input type="checkbox"/>				

**EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)**

Greatly enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)**

GM Owners	<input type="checkbox"/>	All respondents	<input type="checkbox"/>	Honda/Acura owners	<input type="checkbox"/>
Other brand owners	<input type="checkbox"/>			Other brand owners	<input type="checkbox"/>



# Exhibit Evaluations



Cooper Tires

4



GEICO

5



Yamaha

6

**PARTICIPATION RANKING**

**ENHANCEMENT RANKING**

**PARTICIPATION**

Entered exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ACTIONS TAKEN** (among those who entered)

Looked at Cooper Tires	<input type="checkbox"/>	Looked at race car on display	<input type="checkbox"/>	Looked at boats and personal watercraft	<input type="checkbox"/>
Received Cooper Tires bag	<input type="checkbox"/>	Received gift or merchandise	<input type="checkbox"/>	Entered contest to win Waverunner	<input type="checkbox"/>
Spoke with representative	<input type="checkbox"/>	Played contest to guess number of geckos	<input type="checkbox"/>	Looked at generators	<input type="checkbox"/>
		Played or watched remote control cars	<input type="checkbox"/>	Used charging station	<input type="checkbox"/>
		Watched GEICO stage presentation	<input type="checkbox"/>		
		Took photo with car or driver	<input type="checkbox"/>		
		Saw or met driver	<input type="checkbox"/>		

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT** (among those who entered)

All respondents	<input type="checkbox"/>	GEICO customers	<input type="checkbox"/>	Motorcycle, ATV, and UTV owners	<input type="checkbox"/>
		Other customers	<input type="checkbox"/>	Boat and RV owners	<input type="checkbox"/>



# Exhibit Evaluations



Disney

7



Nerf Nitro Kids Zone

8



Advance Auto Parts

9



**PARTICIPATION RANKING**

**ENHANCEMENT RANKING**

**PARTICIPATION**

Entered exhibit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saw from outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not see	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ACTIONS TAKEN** (among those who entered)

Looked at Disney Junior race car	<input type="checkbox"/>	Played on inflatables	<input type="checkbox"/>	Spun wheel to win prize	<input type="checkbox"/>
Participated in Mickey Meet & Greet	<input type="checkbox"/>	Played or watched driving video game	<input type="checkbox"/>	Entered Speedperks program for \$20 off purchase	<input type="checkbox"/>
Received face painting, helmet, or driver's license	<input type="checkbox"/>	Used caricature or face painting stations	<input type="checkbox"/>	Relaxed with family or friends	<input type="checkbox"/>
Received customized balloon roadster	<input type="checkbox"/>				
Used coloring and licence plate activity	<input type="checkbox"/>				

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Somewhat enhanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not enhance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT** (among those who entered)

All respondents	<input type="checkbox"/>	All respondents	<input type="checkbox"/>	All respondents	<input type="checkbox"/>
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# Beverage Activation Evaluations



Miller Lite bars

1



Fuzzy's Vodkas

2



Crown Royal

3

**PARTICIPATION RANKING**

**ENHANCEMENT RANKING**

**PARTICIPATION**

Entered exhibit	Miller Lite bars	Fuzzy's Vodkas	Crown Royal
Saw from outside	Miller Lite bars	Fuzzy's Vodkas	Crown Royal
Did not see	Miller Lite bars	Fuzzy's Vodkas	Crown Royal

**ACTIONS TAKEN** (among those who entered)

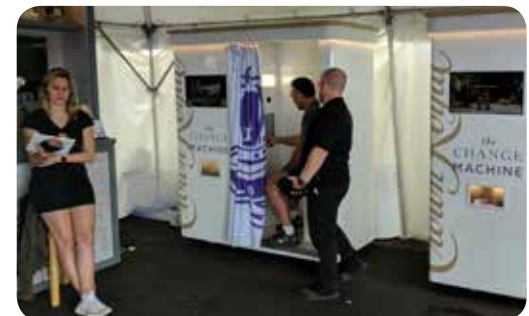
Purchased Miller Lite product	Purchased Fuzzy's Vodkas	Looked at Wall of Gratitude
Purchased other product	Relaxed with family or friends	Saw mini Crown Royal race car
Relaxed with family or friends	Purchased other products	Received free Crown Royal beverage sample
	Watched race from Fuzzy's Turn 2 Suites	Visited Overseas Troop Care Package display
		Received Crown Royal merchandise
		Used photo kiosk

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	Miller Lite bars	Fuzzy's Vodkas	Crown Royal
Somewhat enhanced	Miller Lite bars	Fuzzy's Vodkas	Crown Royal
Did not enhance	Miller Lite bars	Fuzzy's Vodkas	Crown Royal

**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT** (among those who entered)

Miller preferred brand	Fuzzy's Vodkas preferred brand	Crown Royal preferred brand
Other preferred brand	Other preferred brand	Other preferred brand



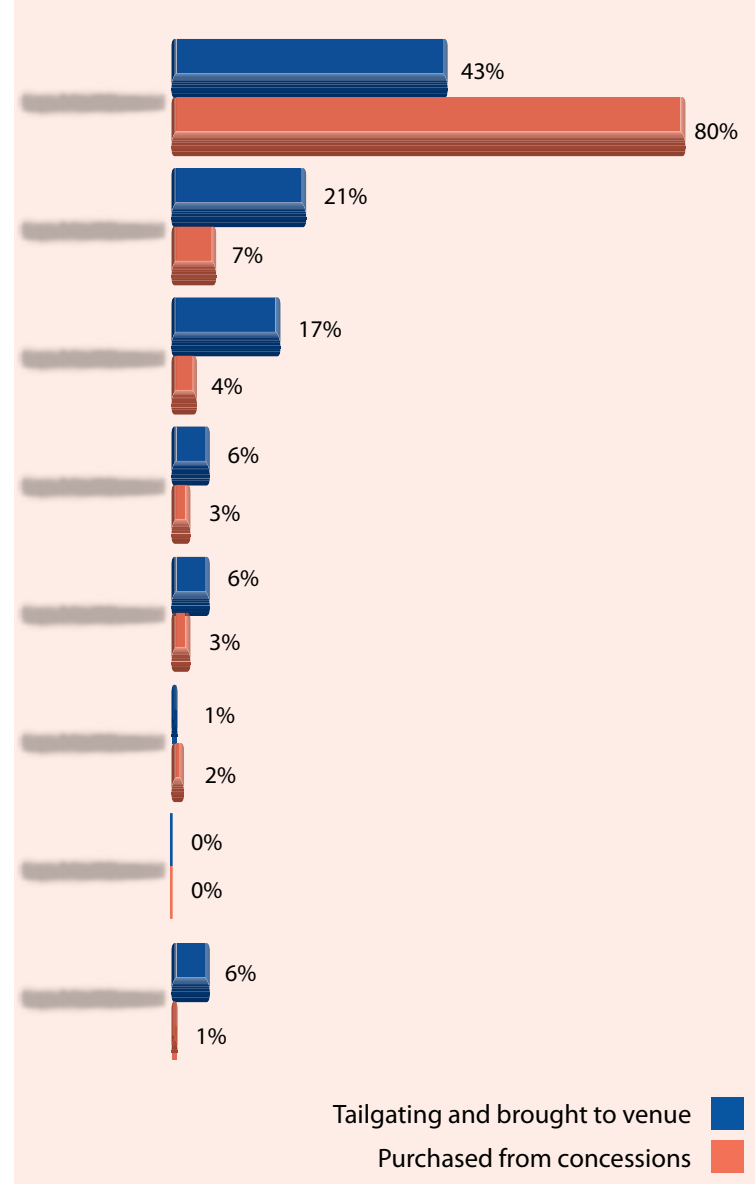


# Beverage Consumption

Beverages consumed on-site	Tailgating and brought to venue		Purchased from concessions	
	Percentage consumed	Average consumed at event (among consumers)	Percentage consumed	Average consumed at event (among consumers)
Bottled water				
Beer				
Soda				
Liquor or spirits				
Coffee or coffee drinks				
Energy drinks				
Juice				
Wine or wine coolers				
Other beverages				

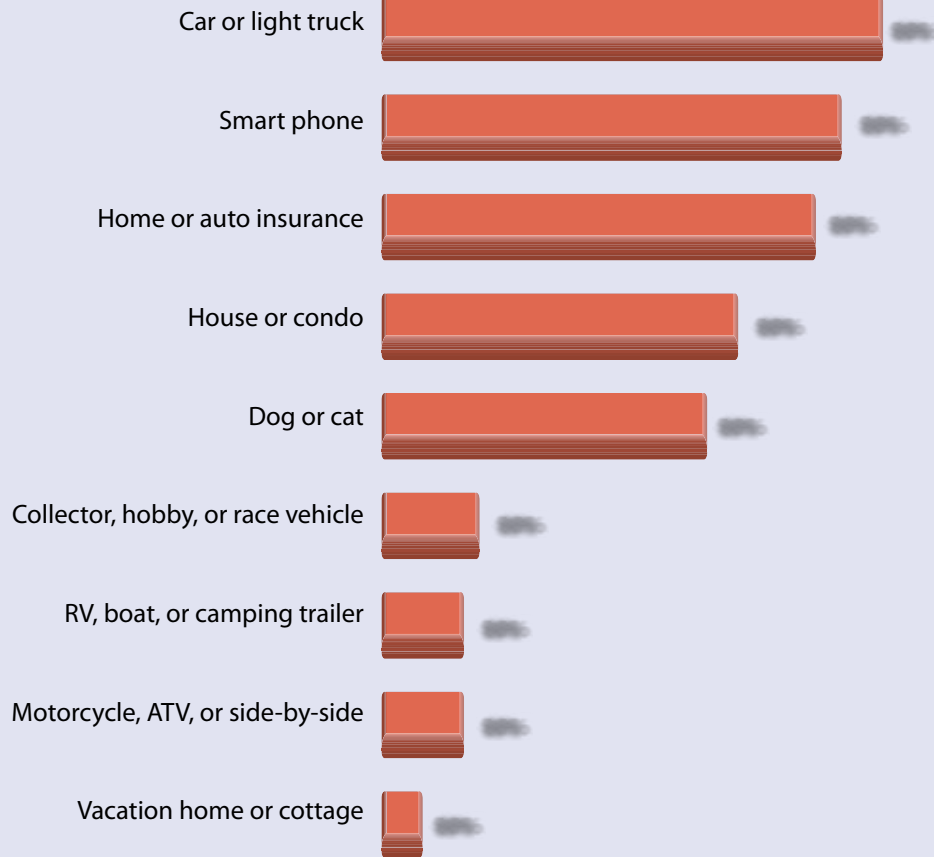


## Type of liquor or spirits consumed most (among those who consumed liquor or spirits)

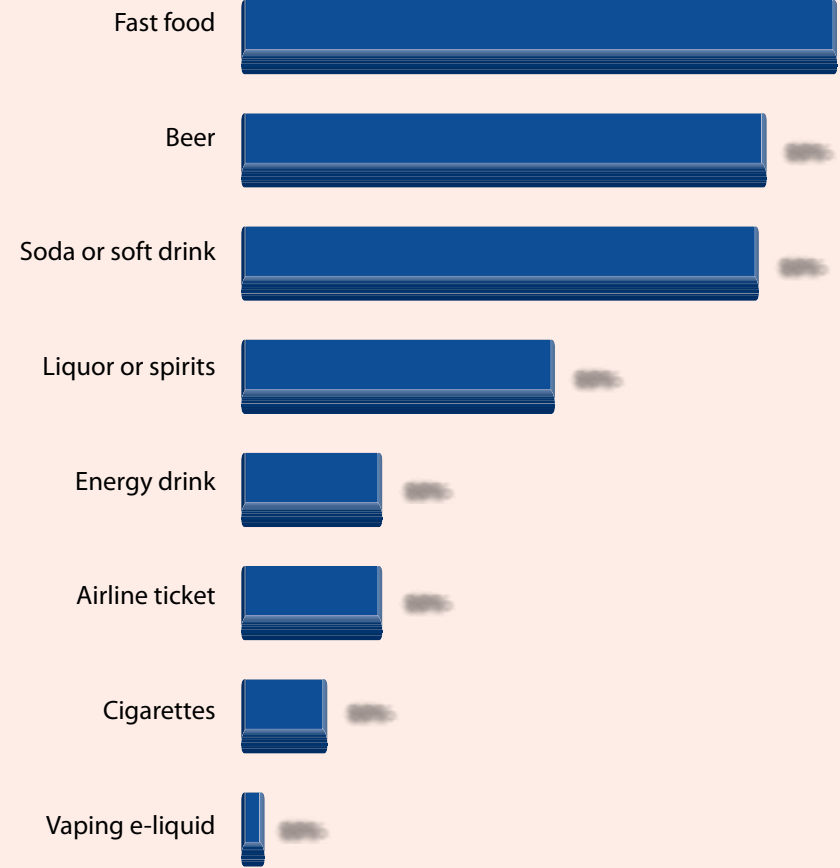


# Product Ownership and Use

## Product ownership

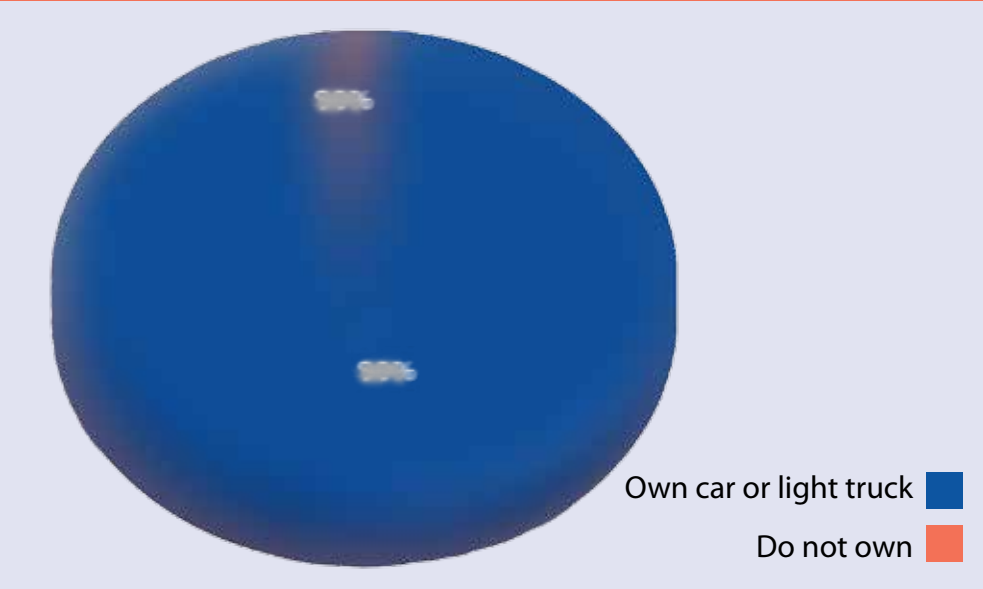


## Products purchasing within next 30 days

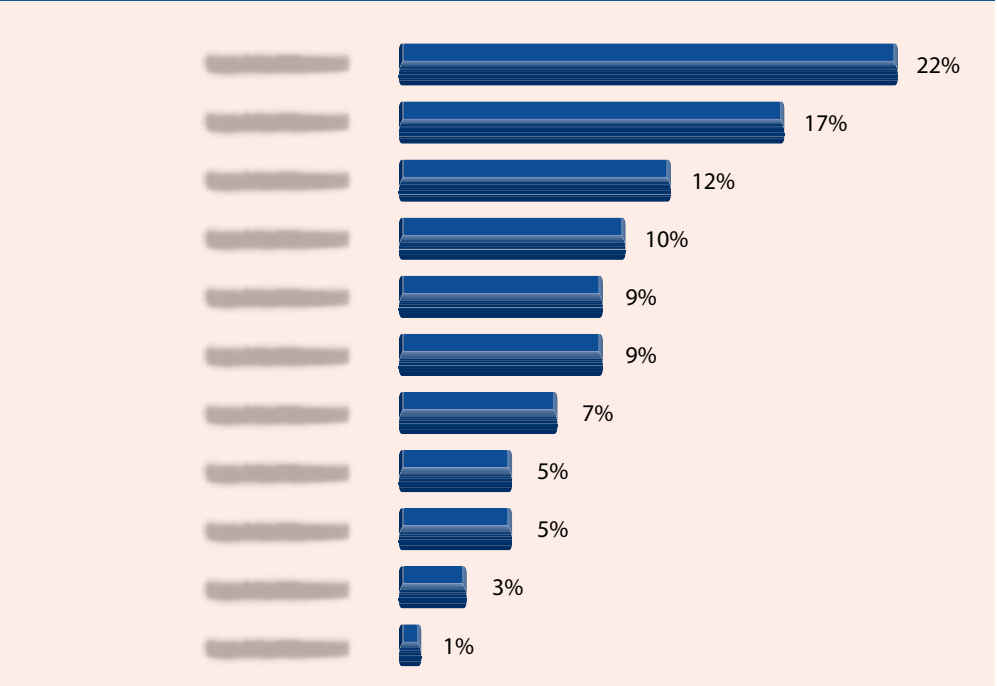


# Vehicle Preferences

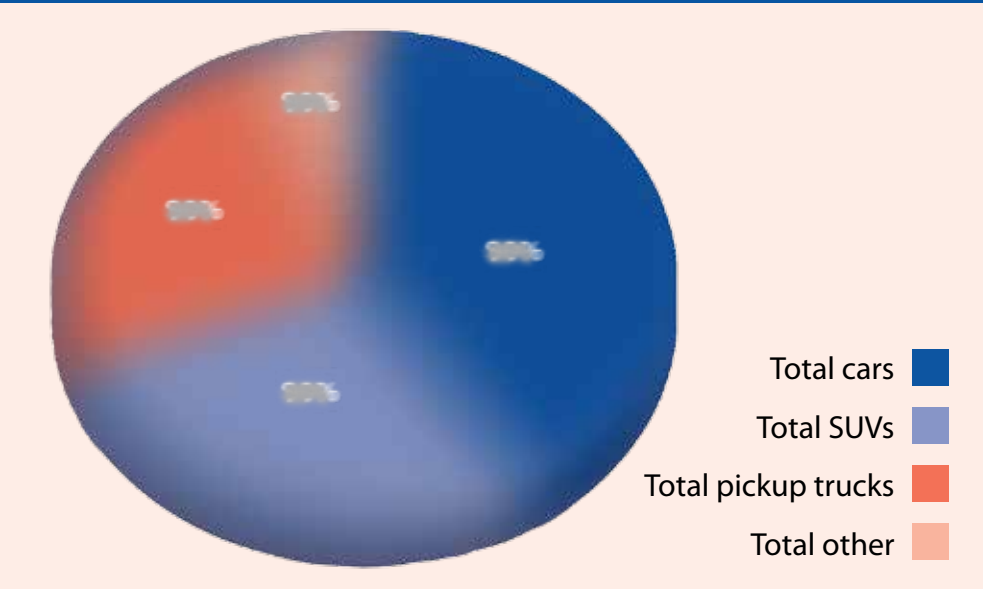
## Vehicle ownership



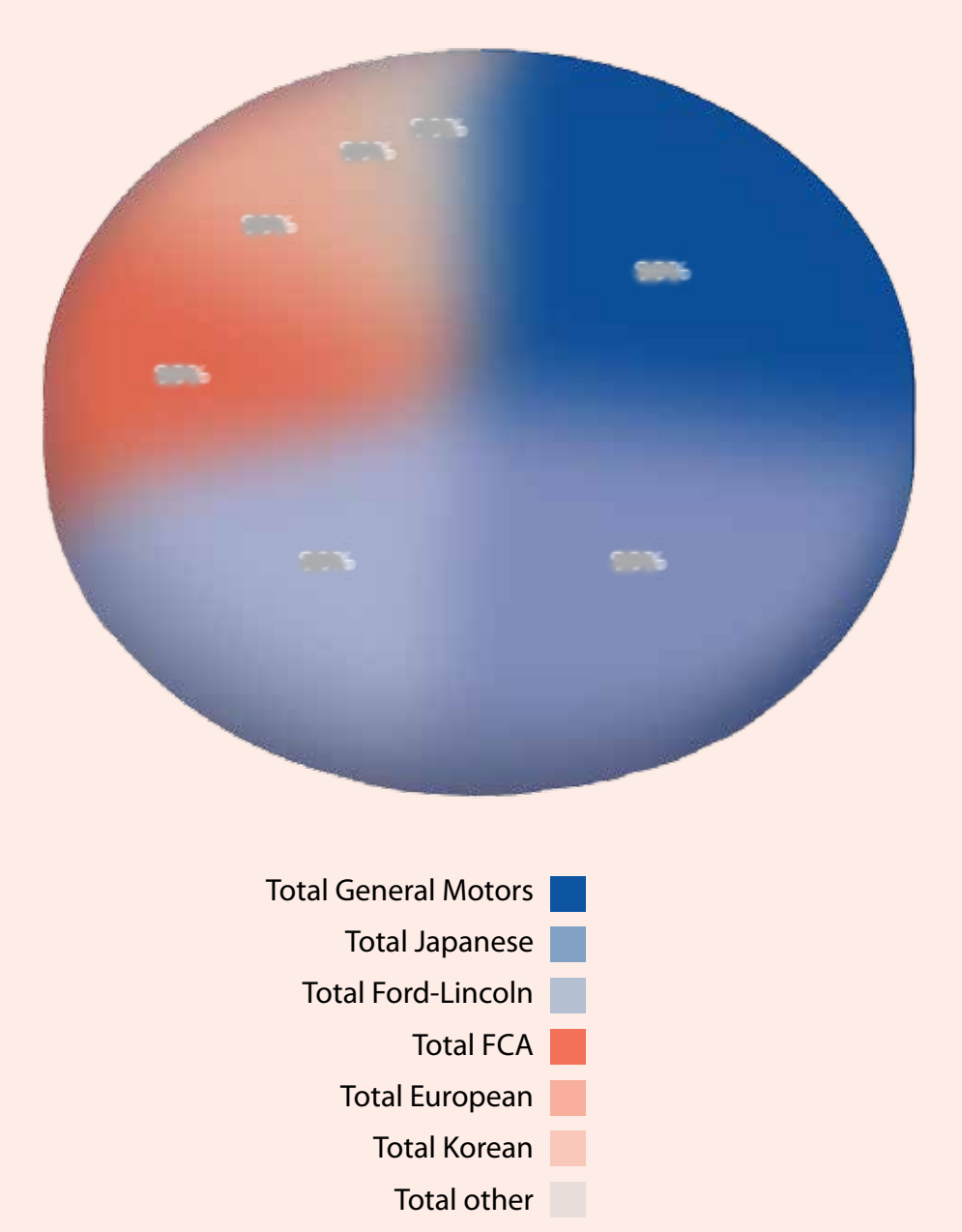
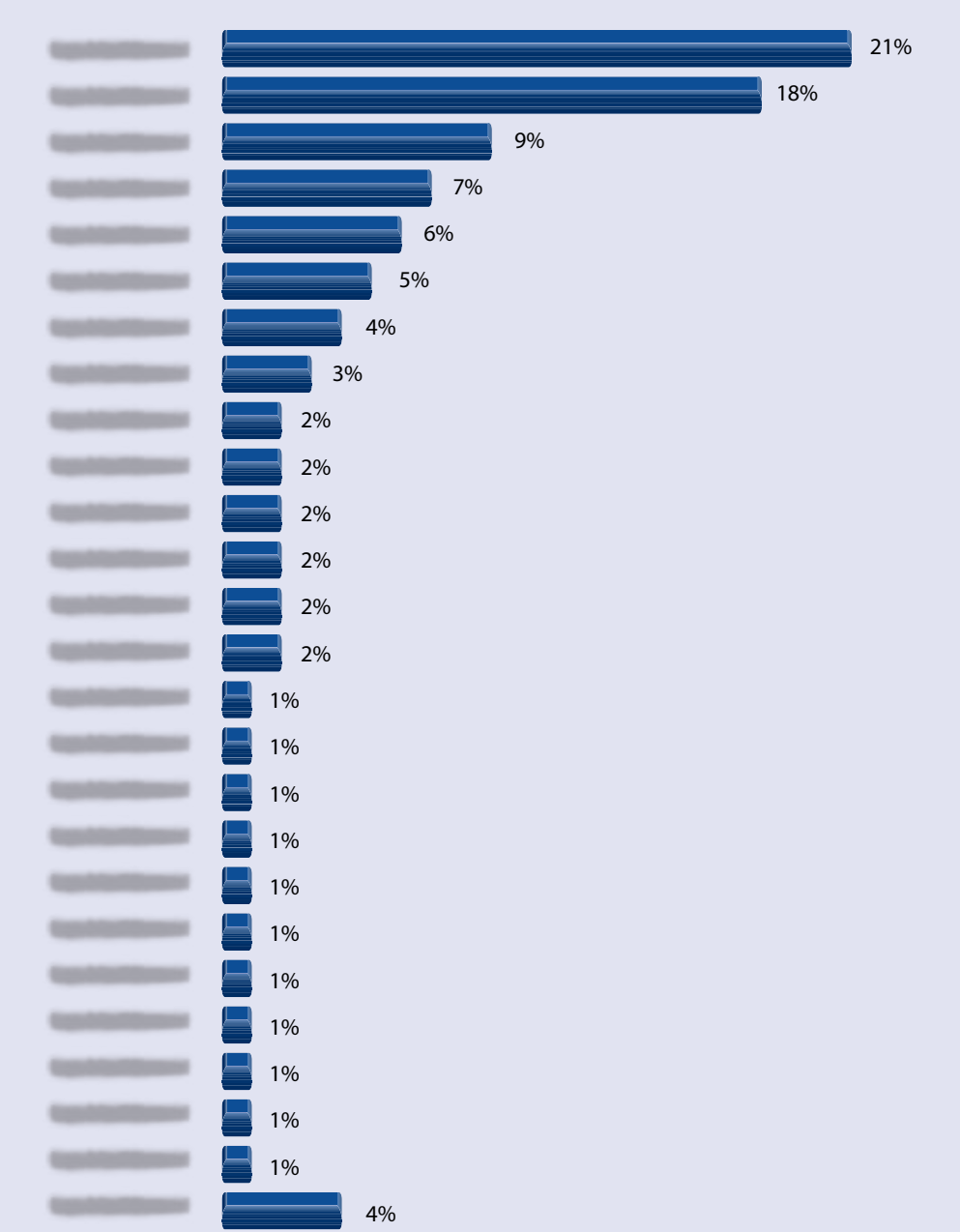
## Type of vehicle driven (among owners)



## Total vehicles



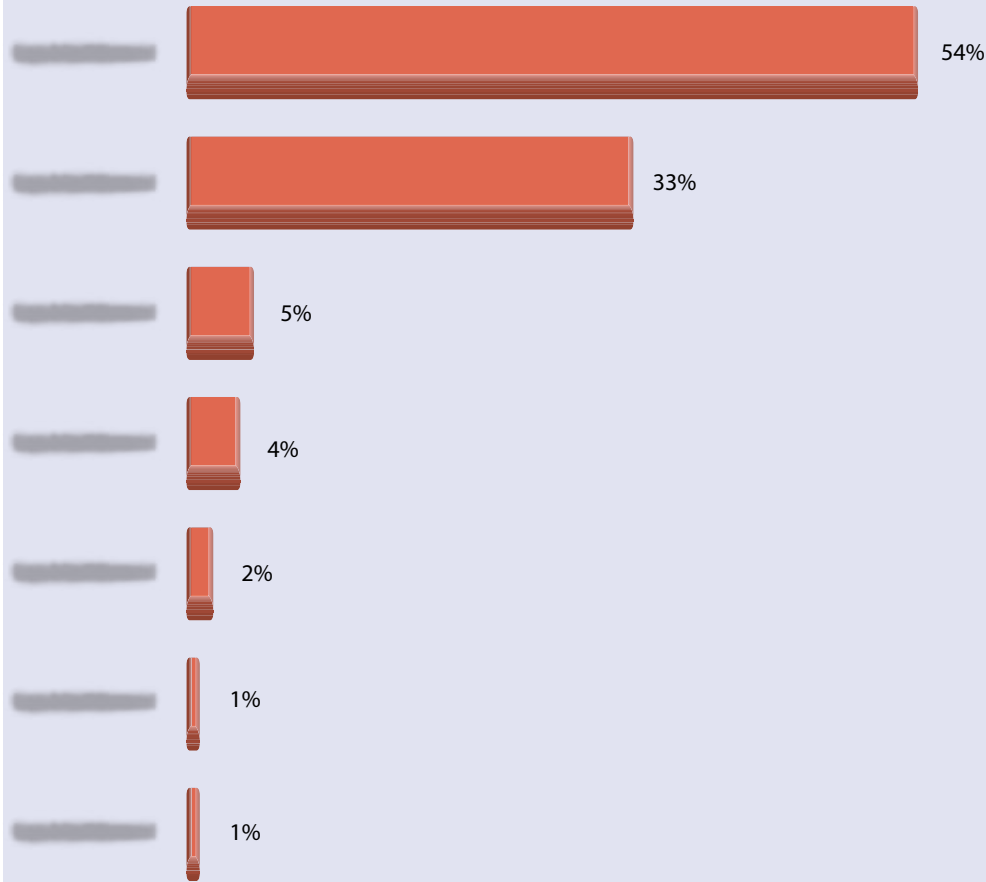
# Brand of Vehicle Driven (among owners)



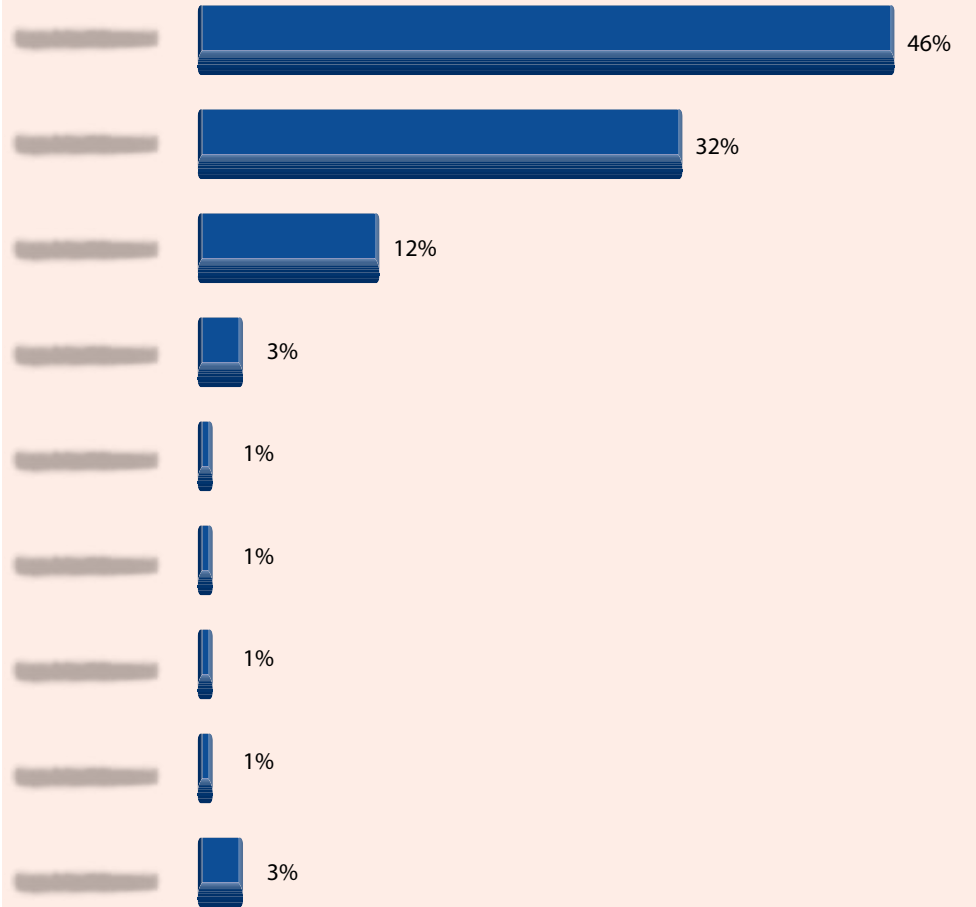


# Telecommunications Brand Preferences

## Smart phone or tablet used most often (among owners)



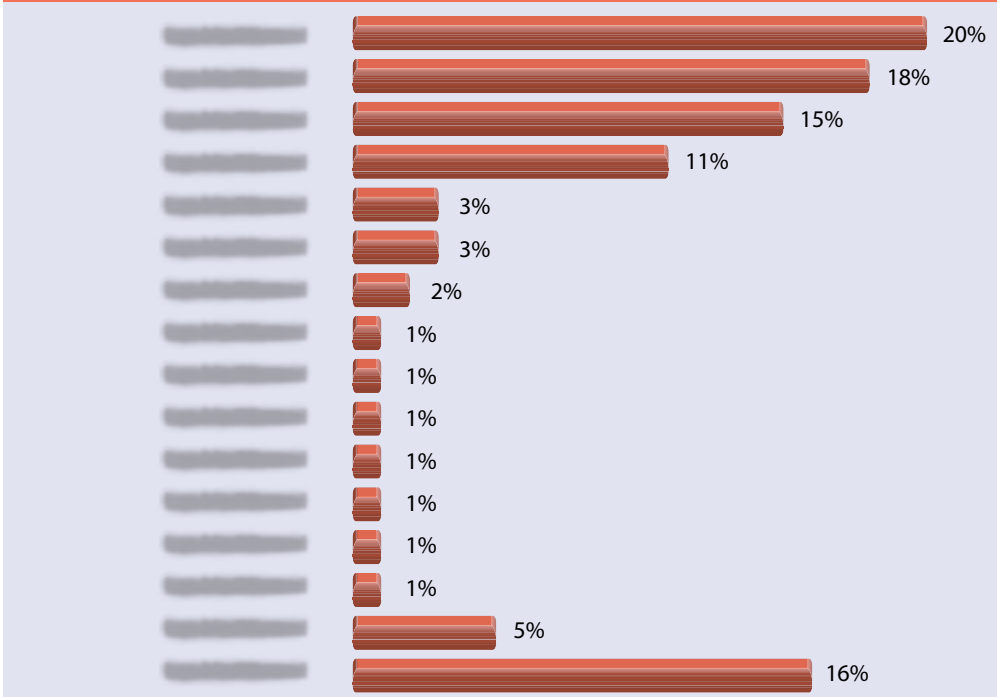
## Wireless service provider (among users)



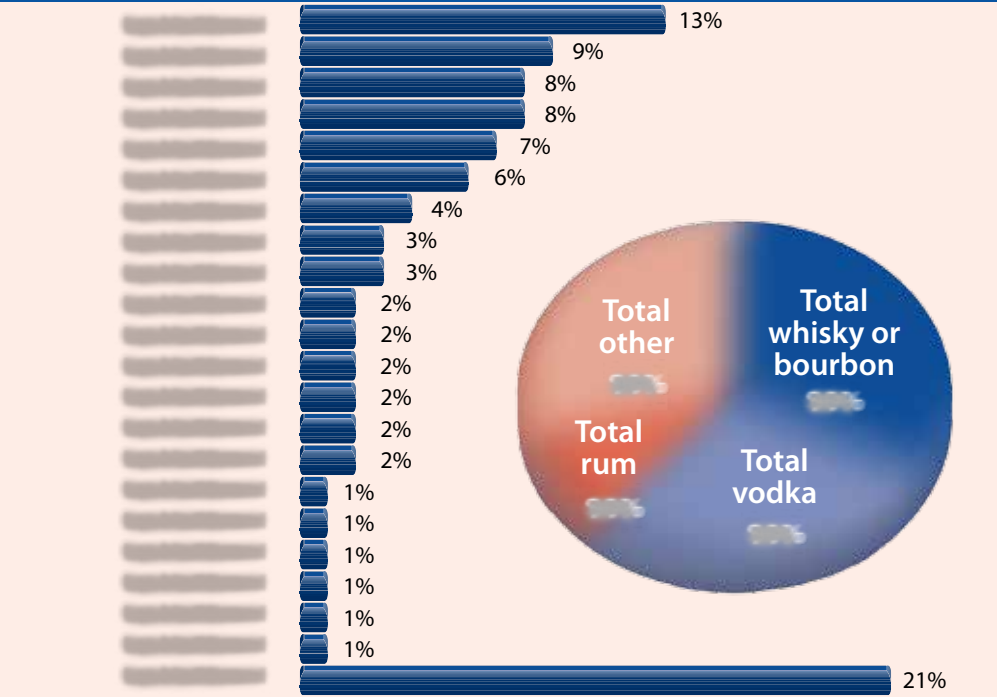
# Beverage Brand Preferences

PREVIEW  
VERSION

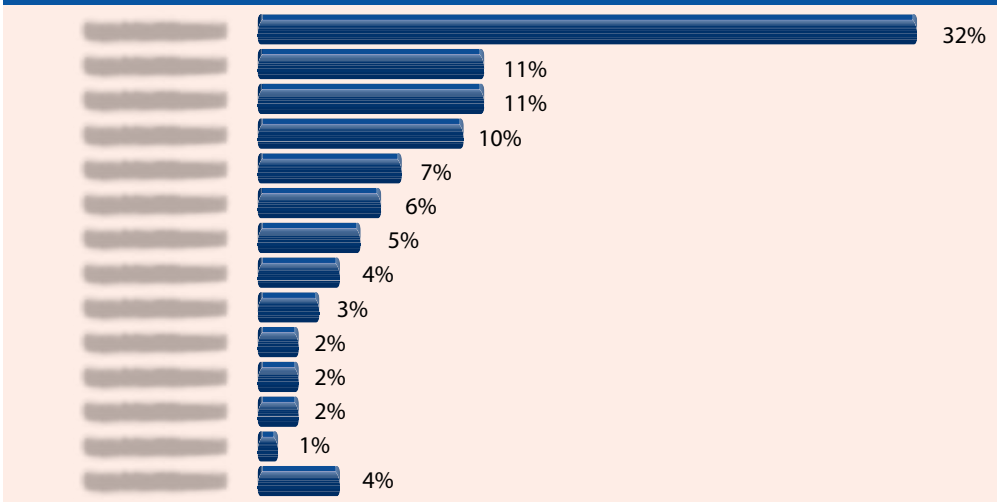
## Beer brand drink most often (among beer drinkers)



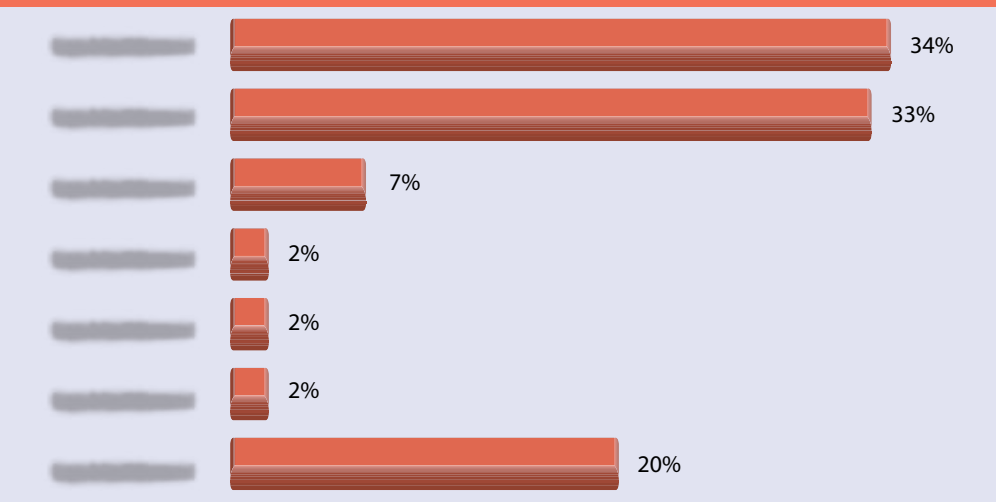
## Preferred liquor or spirits brand (among liquor drinkers)



## Soda brand drink most often (among soda drinkers)

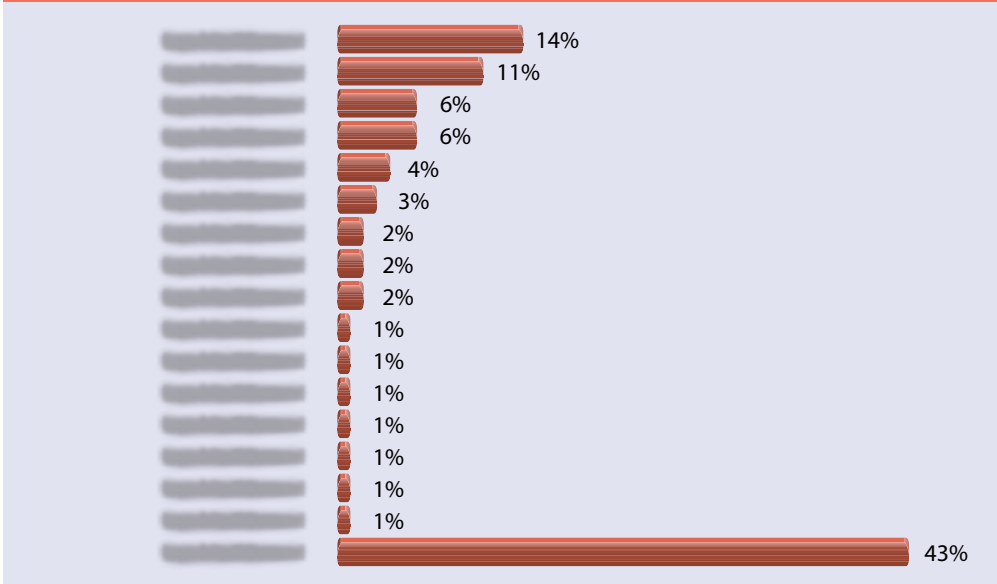


## Preferred energy drink brand (among energy drink consumers)

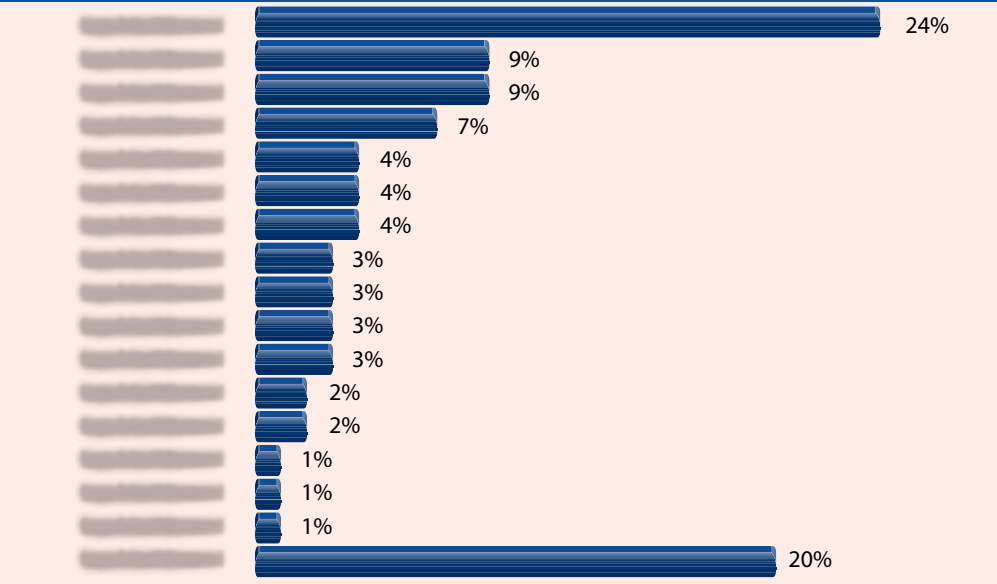


# Other Brand Preferences

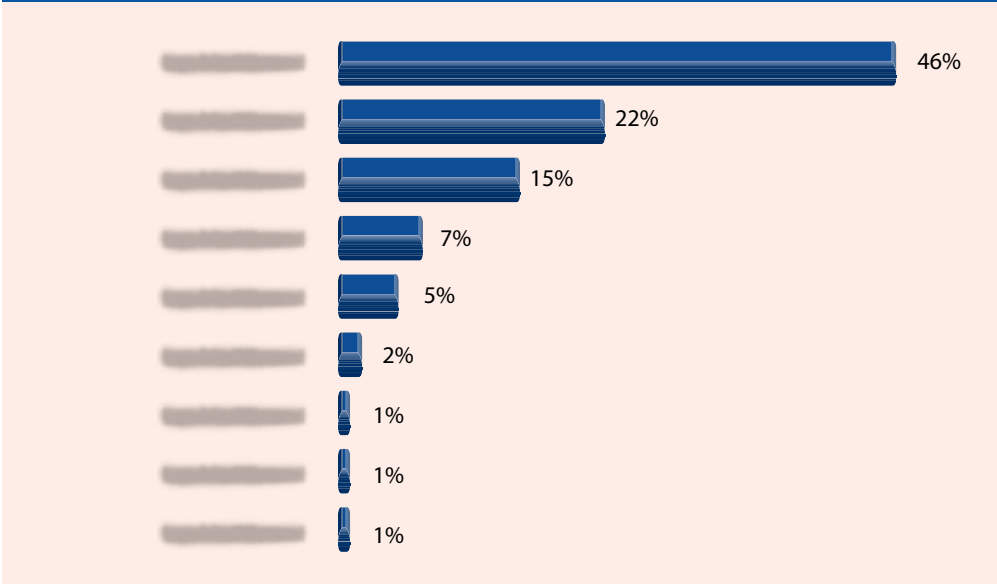
## Bank used most often



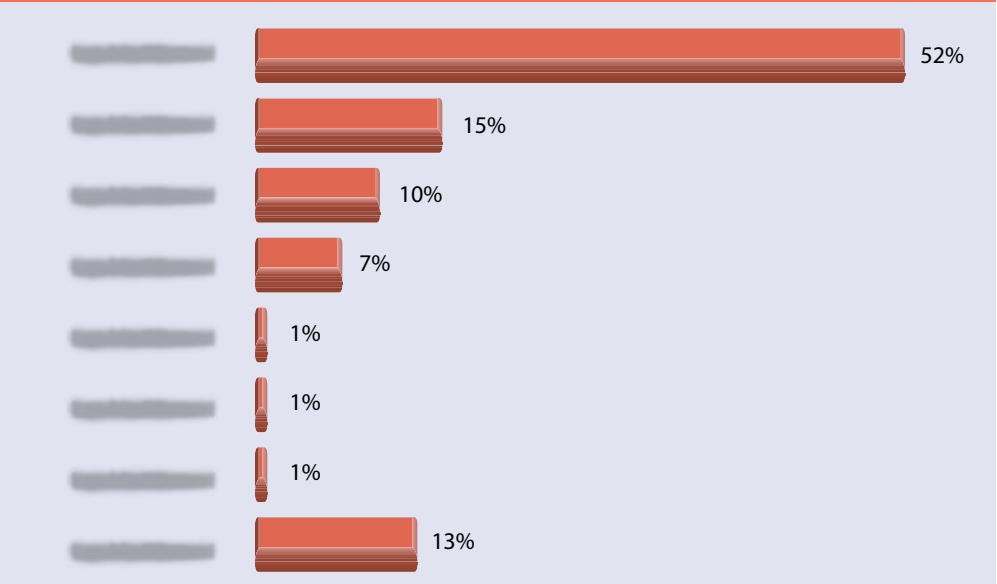
## Auto insurance company



## Preferred US airline (among those flying within 30 days)

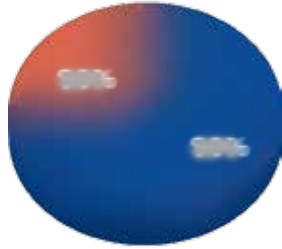


## Preferred cigarette brand (among smokers)

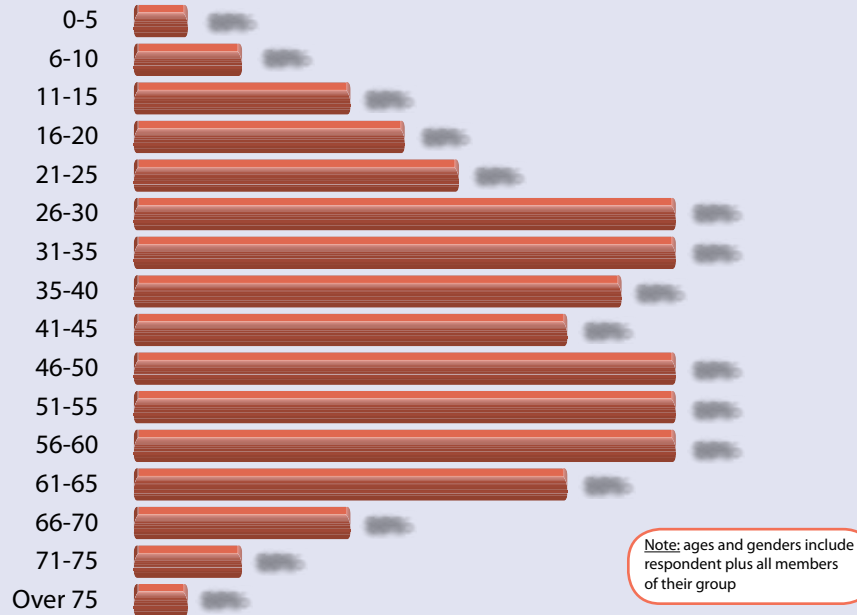


# Demographics of Attendees

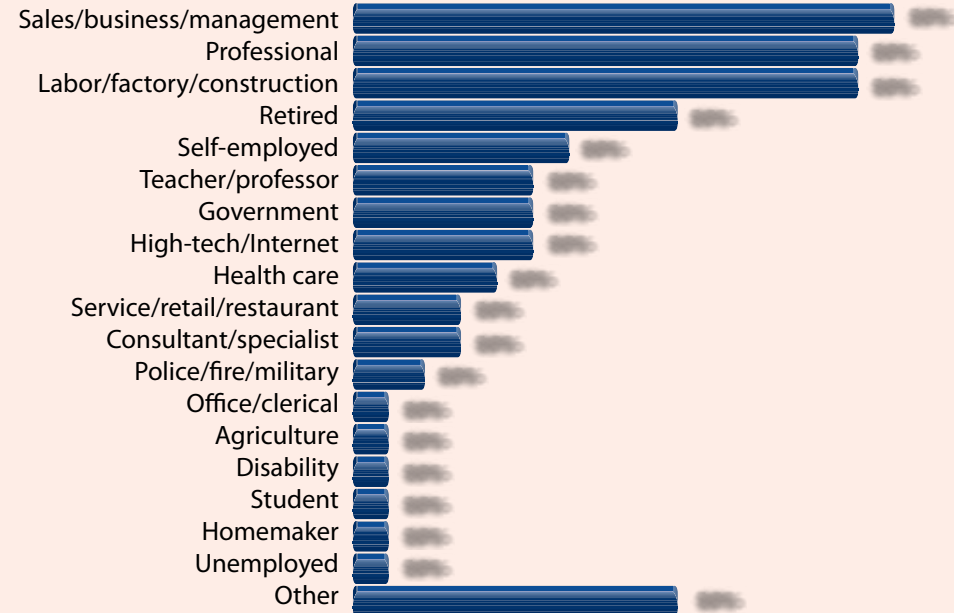
Male ■  
Female ■



## Age categories



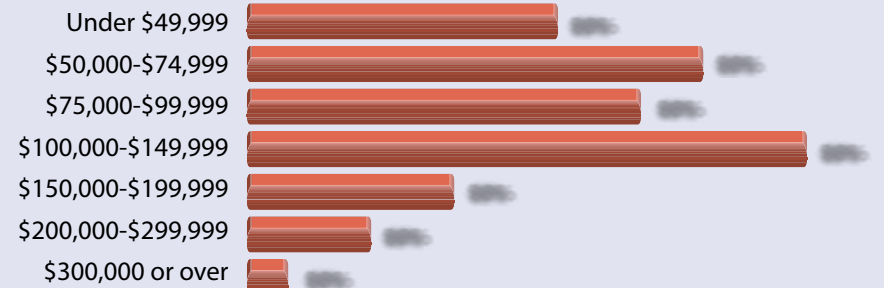
## Occupation



## Current living situation

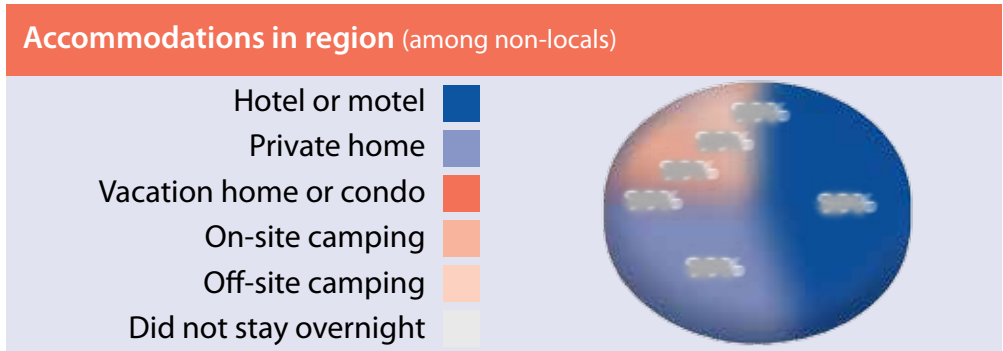
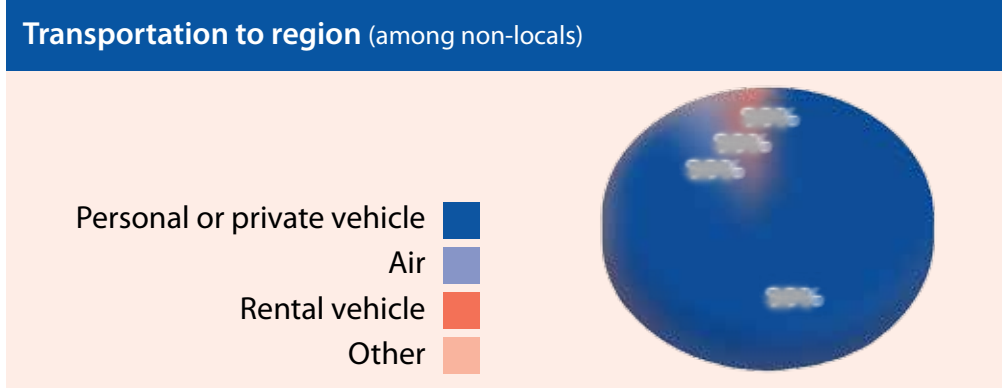
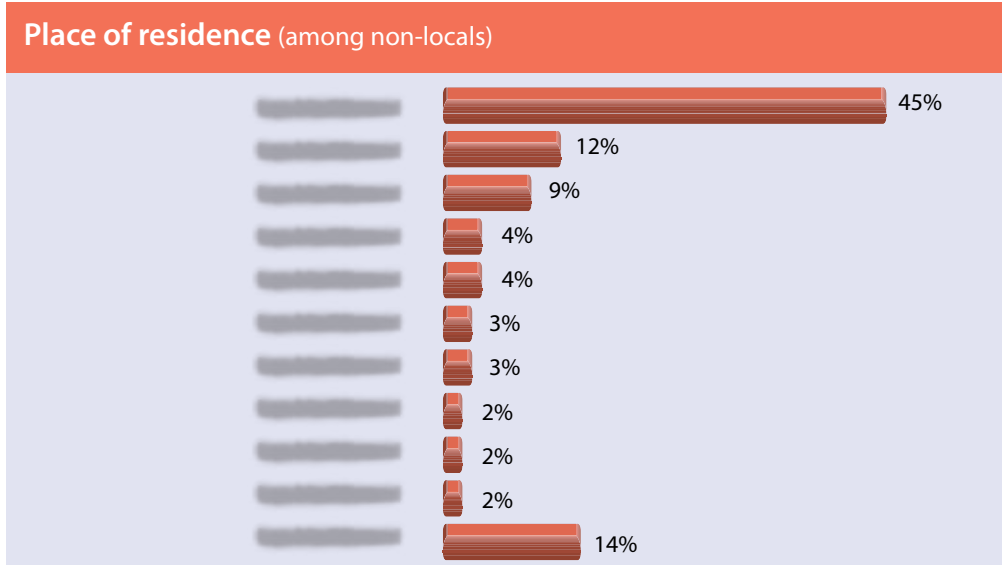


## Household income (before taxes)





Estimated attendance	
Total person-visits	
Average visits per person	
<b>Estimated unique attendees</b> (from published attendance)	
Total locals (Indianapolis Metropolitan Area)	
Total non-locals (outside Indianapolis Metropolitan Area)	
<b>Estimated unique attendees</b>	
<b>Average nights stayed</b> (all non-locals)	
<b>Attendee hotel/motel room nights</b>	



# Economic Impact of Attendees



## Total spending by non-locals



## Economic impact (Industry output)



Direct and indirect



Induced



## Total employment supported (full-year job equivalents)



## Total taxes supported



Federal



State



Local



## Spending by non-local attendees

Admission tickets



Accommodations or camping



Restaurants outside event site



Shopping and retail



Tailgating or outside food bev



Parking, fuel, and repairs



Groceries



Concessions at event site



Other entertainment



Car rentals



Retail clothing



Public transit or taxis



Ride share services



## Total spending by non-locals



## Spending by local attendees (not economic impact)

Admission tickets



Tailgating or outside food bev



Shopping and retail



Restaurants outside event site



Concessions at event site



Parking and fuel



Retail clothing



Ride share services



Public transit or taxis



## Total spending by locals



# Comments from Attendees

"Concessions need to get more creative. They need to serve breakfast at the track. We all get there super early!"

"Continue building the village atmosphere around the speedway."

"Food was better before you went gourmet. The sandwiches were 'over-produced'."

"I do support brands that sponsor IndyCar and its teams. It weighs heavily on my buying decisions."

"I love Indy! I'd give up season tickets for the Colts to have good seats at the Indy 500 any day!"

"I love the Indy 500. Ticket holder 28 years and recently got a tattoo related to IMS at age 66."

"I work for a small race team. The Indianapolis 500 has been a big part of my family for over 60 years."

"IMS is one of the most special places on earth! The race gets better every year! IndyCar is the best product in racing!"

"Our group consisted of 18 people ranging from one rookie to people attending their 42nd race in a row."

"Please continue to tighten security on race day. I would like to see metal detectors."

"Stop blacking out the Indianapolis market. The younger kids in the area need to grow up watching it."

"Stop the Snake Pit music fest. It's loud and takes away from the race."

"The facility gets better every year! We drive 1100 miles to get to the race and love it."

"The race is my #1 annual event and Indy is a great place to live, work, and raise a family."

"The vocalists and music this year were super. Military demo from 101st excellent. Great race!"

"This was a bucket list event for my father-in-law who has cancer. He wasn't feeling too good that day but still had the time of his life."

"This year was my 57th straight Indy 500. I hope to make many more. My first was 1960."

"Took my fiancé to her first Indy 500 ever! She thought she wouldn't like the racing or the crowd but she absolutely loved both!"

"Try to broaden the marketing to more regions. Nobody in California knows what this event is anymore but when I bring people with me they love it."

"When I am there it is 100% for the racing. The only thing I do before the race is stand by garage area and tell my wife everything that has happened in the past."





Enigma Independent Event Audits provide unbiased data for senior marketers. Leading event marketing brands subscribe to confidential reports. Event promoters and marketing agencies are not involved in the data collection. Unauthorized copying or distribution is strictly prohibited.

## Survey technique

Survey method	Unbiased, online post-event survey
Field dates	One week commencing Sunday evening
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 1200 respondents
Incentive for respondents	\$200 Visa gift card

## Verification

- Skill-testing questions at end of survey verify actual attendance
- Names and email addresses of respondents collected
- Subscribers may request skill-testing response data or email lists for independent verification

## About Enigma Research Corporation®

- World's leading event research firm
- Approximately 1000 events surveyed since 1993
- Offices in New York, Toronto, and Santa Monica

## Other Enigma Independent Event Audits

- No list of events is publicly distributed. Consultants must be contacted for a list of scheduled events.

