

# The formula of F1 fans

GWI.

32%

more likely to drink sparkling wine

62%

more likely to drive a Mercedes-Benz

57%

of fans think brands should be eco-friendly

48%

of 2021 finale viewers think Lewis Hamilton should've won

21%

became interested in F1 through documentaries

18%

of F1 fans drink Red Bull

44%

take notice of sponsorship on drivers' suits

31%

of F1 fans are female

All stats are Q4 2021, Sports dataset unless otherwise stated

Want to find out more?

[gwi.com](https://gwi.com)

