

## NASCAR FAN BASE DEMOGRAPHICS

### GENDER DISTRIBUTION

- The NASCAR fan base is 63% male, 37% female.

Gender	NASCAR Fans
Male	63%
Female	37%

### AGE DISTRIBUTION

- NASCAR fans are just as likely as the U.S. population to be 18-44 (98 index vs. U.S. population).

Age	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
18-24	12%	10%	83
25-34	18%	17%	94
35-44	18%	20%	111
45-54	19%	22%	116
55-64	15%	16%	107
65+	18%	15%	83
18-44	48%	47%	98

### INCOME DISTRIBUTION

- NASCAR fans are middle class and just as affluent as the U.S. population: 54% earn \$50,000+ per year (104 index vs. U.S. population)

Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Under \$30,000	23%	21%	91
\$30,000-\$50,000	25%	25%	100
\$50,000-\$75,000	18%	19%	106
\$75,000-\$100,000	14%	15%	107
\$100,000+	20%	20%	100
\$50,000+	52%	54%	104

### PRESENCE OF CHILDREN

- NASCAR is a sport the whole family can enjoy: 2 out of 5 NASCAR fans have children under the age of 18 (100 index vs. U.S. population)

Children	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
% of families with kids under 18	40%	40%	100

### GEOGRAPHIC DISTRIBUTION

- NASCAR fans live in regions that mirror the U.S. population.

Geographic Region	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Northeast	18%	15%	83
Midwest	22%	25%	114
South	37%	40%	108
West	23%	20%	87

### MINORITIES

- 1 out of 5 NASCAR fans is a minority.

Minorities	Proportion of All NASCAR Fans
Member of a minority group <sup>^</sup>	20%
Hispanic	9%
African-American	8%

Source: Scarborough Research (USA+ Release 1, 2011)

Fandom is determined through the use of the following question: "How interested are you in NASCAR?" ["very interested", "somewhat interested", "a little bit interested", or "not at all interested"]. NASCAR fans are those respondents who indicate they are "a little bit", "somewhat" or "very" interested in NASCAR.