



## THE NASCAR FAN BASE



# NASCAR Fan Base Demographics

- 75 Million adult fans in the U.S.
- 1/3 of the U.S. adult population
- 60% Male, 40% Female
- Equally or more likely to be:
  - Younger
  - Affluent
  - Families



Age	U.S. Population	NASCAR Fans	Index Fans vs. U.S. Pop
18-24	13%	14%	108
25-34	19%	20%	105
35-44	17%	19%	112
45-54	21%	22%	105
55-64	13%	12%	92
65+	17%	13%	76
18-34	32%	34%	106
18-44	49%	53%	108

Income	U.S. Population	NASCAR Fans	Index Fans vs. U.S. Pop
Under \$30,000	34%	33%	97
\$30,000-\$50,000	23%	24%	104
\$50,000-\$70,000	16%	17%	106
\$70,000-\$100,000	14%	15%	107
\$100,000+	13%	11%	85
\$50,000+	43%	43%	100

Children	U.S. Population	NASCAR Fans	Index Fans vs. U.S. Pop
% of families with kids under 18	35%	37%	106

Source: 2005 ESPN Sports Poll (18+)



# NASCAR Fan Base Demographics

One in five NASCAR fans is a minority

Ethnicity	2001	2005	% Change
Hispanics	8.1%	8.9%	+10%
African Americans	8.1%	8.6%	+6%
<b>Total Minorities</b>	<b>19.2%</b>	<b>21.0%</b>	<b>+9%</b>

Source: 2005 Scarborough USA+

NASCAR fans are more affluent, educated and tech-savvy than they were only a few years ago.

Demographic	2001	2005	% change
HHI \$50,000+	36%	43%	+19%
HHI \$100,000+	8%	11%	+38%
4+ years college	23%	26%	+13%
PC owner / HH has Internet access	86%	92%	+7%

Source: 2001, 2005 ESPN Sports Poll (18+)



# The National Appeal of NASCAR on Television

NASCAR is the #1 or #2 rated regular season sport on television in the following major U.S. markets:



## Largest NASCAR Television Markets

1. Atlanta 2. New York 3. Charlotte 4. Indianapolis T5. Los Angeles T5. Orlando

Note: Top 5 markets based on average number of households tuned in per network event.

Source: Nielsen Media Research / Markets based on 56 Nielsen metered markets, NIMS 2006

