



NASCAR FAN BASE DEMOGRAPHICS

GENDER DISTRIBUTION

- NASCAR is gender neutral, 60% male, 40% female.

Gender	NASCAR Fans
Male	60%
Female	40%

AGE DISTRIBUTION

- NASCAR fans are just as likely as the U.S. population to be 18-44.

Age	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
18-24	11%	10%	91
25-34	20%	18%	90
35-44	15%	18%	120
45-54	23%	27%	117
55-64	13%	13%	100
65+	18%	14%	78
18-44	46%	46%	100

INCOME DISTRIBUTION

- NASCAR fans are middle class and just as affluent as the U.S. population: 45% earn \$50,000+ per year (96 index vs. U.S. population)

Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Under \$30,000	31%	32%	103
\$30,000-\$50,000	22%	23%	105
\$50,000-\$70,000	15%	17%	113
\$70,000-\$100,000	14%	13%	93
\$100,000+	18%	15%	83
\$50,000+	47%	45%	96

PRESENCE OF CHILDREN

- NASCAR is a sport the whole family can enjoy: 39% have children under the age of 18 (105 index vs. U.S. population)

Children	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
% of families with kids under 18	37%	39%	105

GEOGRAPHIC DISTRIBUTION

- NASCAR fans live in regions that mirror the U.S. population, as they are within 3 percentage points of the U.S. population in every region.

Region	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Northeast	18%	17%	94
Midwest	21%	23%	110
South	39%	41%	105
West	22%	19%	86

Source: 2009 ESPN Sports Poll, a service of TNS. (18+)

MINORITIES

- 1 out of 5 NASCAR fans is a minority.

Minorities	Proportion of All NASCAR Fans (5-Year Trend)		% Change
	2005	2009	
Member of a minority group[^]	19.2%	20.0%	+4%
Hispanic	8.3%	8.3%	+/-0%
African-American	7.6%	8.6%	+12%

[^] indicates results based on "all NASCAR fans" minus "all white non-Hispanics"

Source: Scarborough Research USA+ 2009, Release 1.

Note: in both sources, fandom is determined using a 4-point interest scale in which respondents indicate their interest level in NASCAR: "very interested", "somewhat interested", "a little bit interested", or "not at all interested". NASCAR fans are those respondents who indicate they are "somewhat" or "very" interested in NASCAR.