



# NASCAR FAN BASE DEMOGRAPHICS

## GENDER DISTRIBUTION

- NASCAR is gender neutral, a fit for the entire family

Gender	NASCAR Fans
Male	60%
Female	40%

## AGE DISTRIBUTION

- NASCAR fans are just as likely to be 18-34 and 18-44.

Age	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
18-24	13%	13%	100
25-34	18%	18%	100
35-44	17%	18%	106
45-54	22%	24%	109
55-64	13%	13%	100
65+	17%	14%	82
18-34	31%	31%	100
18-44	48%	49%	102

## INCOME DISTRIBUTION

- NASCAR fans are middle class and just as affluent as the U.S. population: 47% earn \$50,000+ per year (100 index vs. U.S. population)

Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Under \$30,000	31%	31%	100
\$30,000-\$50,000	22%	22%	100
\$50,000-\$70,000	16%	17%	106
\$70,000-\$100,000	15%	15%	100
\$100,000+	16%	15%	94
\$50,000+	47%	47%	100

## PRESENCE OF CHILDREN

- NASCAR is a sport the whole family can enjoy: 38% have children under the age of 18 (103 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%	38%	103

## GEOGRAPHIC DISTRIBUTION

- NASCAR fans live in regions that mirror the U.S. population, as they are within 2 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%	16%	89
Midwest	22%	24%	109
South	38%	40%	105
West	22%	20%	91

Source: 2007 ESPN Sports Poll (18+).

## MINORITIES

- 1 out of 5 NASCAR fans is a minority.

Minorities	Proportion of All NASCAR Fans (5-Year Trend)		% Change
	2003	2007	
Member of a minority group <sup>^</sup>	19.6%	20.5%	+5%
Hispanic	8.3%	9.0%	+8%
African-American	8.2%	8.2%	0%

<sup>^</sup> indicates results based on "all NASCAR fans" minus "all white non-Hispanics"

Source Scarborough USA+ (2003, 2007).

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 at least "somewhat interested" in NASCAR (i.e. Top 2 Box).