

# NASCAR Demographics

1 in 3 adult Americans  
(75 million) are NASCAR fans

NASCAR is gender neutral (60% male), a fit for the entire family

Significant increase in adult NASCAR fans base (+19%, up to 75 from 63 million in 2000)

Considerable increase in the number of "hardcore" fans (+60%, up to 40 million from 25 million in 2000)

40% of NASCAR fans have children under the age of 18

72% of fans are more likely to buy a product if it is associated with NASCAR



## Geographic breakdown

Regions	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Northeast	20%	20%	100
Midwest	23%	24%	104
South	35%	38%	109
West	21%	19%	90