

# NASCAR Demographics



Fans spread through all age groups  
42% earn \$50,000+ per year

32% of fans are between the ages of 18-34  
58% of fans are between the ages of 18-44

Age	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
18-24	11%	11%	100
25-34	21%	21%	100
35-44	21%	26%	124
45-54	19%	19%	100
55-64	13%	15%	115
65+	15%	9%	60

The average income of a NASCAR fan is \$43,280 annually,  
the average income of a family of four is \$60,000

Income	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
Under \$20,000	19%	13%	68
\$20,000-\$30,000	20%	16%	80
\$30,000-\$50,000	22%	29%	132
\$50,000-\$75,000	18%	22%	122
\$75,000-\$100,000	12%	12%	100
\$100,000+	9%	8%	89