

NASCAR Demographics

Racing is a Diverse Family Sport

NASCAR fan base is more diverse than ever

% of the NASCAR fan base 18+

Ethnicity	1999	2002	% Change
Hispanics	7.0%	8.6%	+23%
African Americans	6.9%	8.9%	+29%

NASCAR fans are more likely to have kids under the age of 18 than the U.S. population

Regions	U.S. Population	NASCAR Fans	Index NASCAR Fans vs. U.S. Population
% of families with kids under the age of 18	36%	40%	111

% of 12-17 year olds

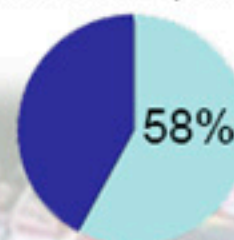
% of 7-11 year olds



Non-Fans



NASCAR Fans



who are fans of NASCAR

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