



NASCAR Demographics



About NASCAR from various publications



“NASCAR fans remain fiercely devout and frighteningly informed – as regards the nuances of their chosen sport, they are the most sophisticated and knowledgeable in America and nobody else is close.” *GQ (Gentleman’s Quarterly)*

“The National Association of Stock Car Auto Racing is challenging NFL football, NBA basketball, NHL Hockey, figure skating and golf for the title of hottest sport of the decade.” *TV Guide*

“Once viewed as a regional attraction with marginal audience, NASCAR racing is now the nation’s fastest-growing spectator sport...It’s fans are devoted, not just to the races and cars and the drivers, but also the companies whose corporate logos adorn them.” *The Washington Post*

“The sights and sounds of big and loud American stock car look-alikes with commercials all over their sheet metal, racing door handle to door handle at 200 m.p.h. have captivated audiences like no other motor racing series and TV is exploiting it’s surging popularity.” *The Los Angeles Times*

“Fan-friendly, family-oriented and sponsor-conscious, major-league stock car auto racing continues to draw attention as America’s fastest growing spectator sport.” *Fort Worth Star Telegram*

“NASCAR is a smash hit with middle America, and the demographics of it’s legion of fans appeal to mass merchants of consumer products.” *The Detroit News*

“These people (fans) were serious about racing. They wore their NASCAR shirts, their NASCAR hats. A few left toting actual driven-on tires. When I took a walk during the race, I was astonished at how many folks were standing in concession lines.” *Atlanta Journal-Constitution*