

NASCAR Demographics



Auto Racing has some unique advantages verse “stick and ball sports”

- People Like Me**
 - Fans can easily identify with the drivers
 - “Regular” physiques, “Regular” guys, “Role Models”
- Driving-Done by All**
 - In the US, there may be no activity more universal than driving an automobile
- Longest Season**
 - Auto racing is “live” for approximately 10 months per year offering fans and sponsors many opportunities
- Competition & Cooperation**
 - Teams compete every week for right to race; “all-star race”
 - Cooperation evident in unwritten code of conduct
- Family Participation**
 - Wives and children of the NASCAR family are visible at the tracks and in victory lane celebrations.
 - Multi-generational sport for both Fans & Drivers
 - Family developed & lead sport since 1948



Q. How closely do you associate “_____” with NASCAR?

Strong Association

“Absolutes” Strong Association

- Heritage
- Drivers
- Applicable/“Relatable”
- “Stock” Cars
- Fun
- All Teams in All Events
- Power
- Performance
- Speed
- Sponsors
- Ambitious
- Aggressive

