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

Association with NASCAR (% Top 2 Box) Intense Competition Skillful Competitor **Uniquely American** Teamwork Thrilling and Exciting Edge of Seat Action Non-Stop Action Athletes that are Regular People Straight Up Open to All Down to Earth Athletes I Admire Honorable 46% Like a Big Family

Q. How closely do you associate " with NASCAR?

Strong Association

"Absolutes" Strong Association

- Heritage
- Drivers
- Applicable Relatable
- "Stock" Cars
- All Teams in All Events
- Power
- Performance
- Speed
- Sponsors
- Ambitious
- Aggressive