

# NASCAR QUICK FACTS

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- NASCAR is outpacing all other sports in growth of PAID attendance.
- NASCAR has a fan base of nearly 75 million in United States.
- On the average, a NASCAR fan will watch 18 races on television.
- 40% of NASCAR fans have children under the age of 18 (111 index vs. U.S. pop)
- 91% of NASCAR fans are high school graduates and 75% have at least some college education, or are college graduates.
- 74% of NASCAR fans own their own homes.
- 74% of NASCAR fans own two or more automobiles.
- 80% of NASCAR fans carry a major credit card.
- 96% of NASCAR fans use a personal computer.
- The average income of a NASCAR fan is \$43,280 annually, the average income of a family of four is \$60,000.
- 1 in 5 NASCAR fans have a income of \$75,000 or greater.
- 36% of NASCAR fans earn \$50,000+ per year
- 10.1% of NASCAR fans are African-American, compared to 11.7% of NFL
- NASCAR had more corporate revenue (\$1.5 Bil.) money compared with \$445 million for the NFL and \$340 million for Major League Baseball.
- NASCAR is actively in 38 states, promoting and sanctioning over 1,000 races.
- 72% of fans are more likely to buy a product if it is associated with NASCAR. Over 65% of NASCAR fans that attend races, are out of towners, or out state.
- 17 of top 20 attended sporting events in the U.S. are NASCAR races, with 300,000 at Indianapolis, 220,000 at Texas Motor Speedway (twice yearly), 170,000 Bristol Motor Speedway, TN (twice yearly), 180,000 at Lowe's Motor Speedway, NC (Twice yearly, not included All-Star Race)

