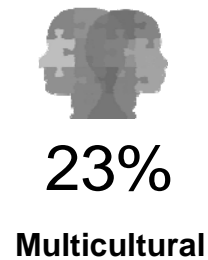
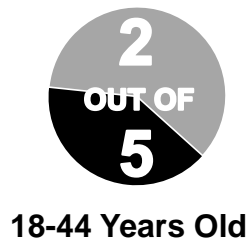
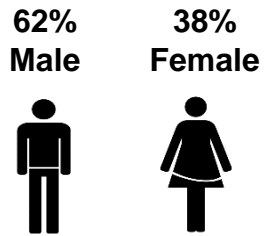
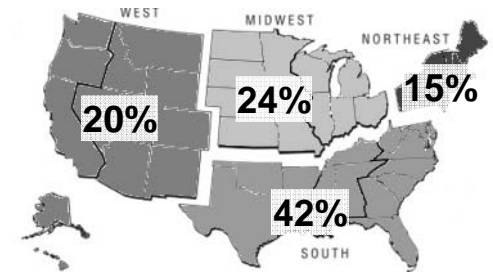


NASCAR Fan Base Demographics



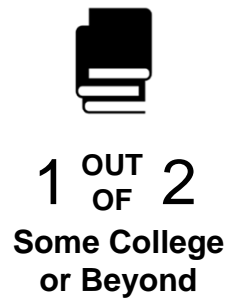
Geographic Distribution



Top 5 NASCAR Markets

(by number of people interested in the sport)

1. Los Angeles
2. New York
3. Chicago
4. Dallas
5. Atlanta



Source: Nielsen Scarborough (USA+ Release 1, 2015). Field dates: February 2014-March 2015. Sample size is approximately 47,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.
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