

Fan Base

Personal / household demographics
Scarborough USA+ - Release 1 2016

	US Population	NHRA Fan	Index
Male	48.7%	71.8%	147
Male 21 - 34	12.4%	14.1%	114
Male 25 - 54	25.9%	36.0%	139
Household income up to \$75k	65.6%	71.1%	108
Household income \$30k - \$100k	56.1%	57.9%	103
Employed Full-Time	43.0%	44.5%	103
Blue Collar Occupation	22.5%	31.1%	138
Technical / Vocational School	29.6%	37.8%	128

One of the best marketing platforms to reach key male demos, reflect the middle class and a sizable amount of NHRA fans have strong technical / vocational skills

