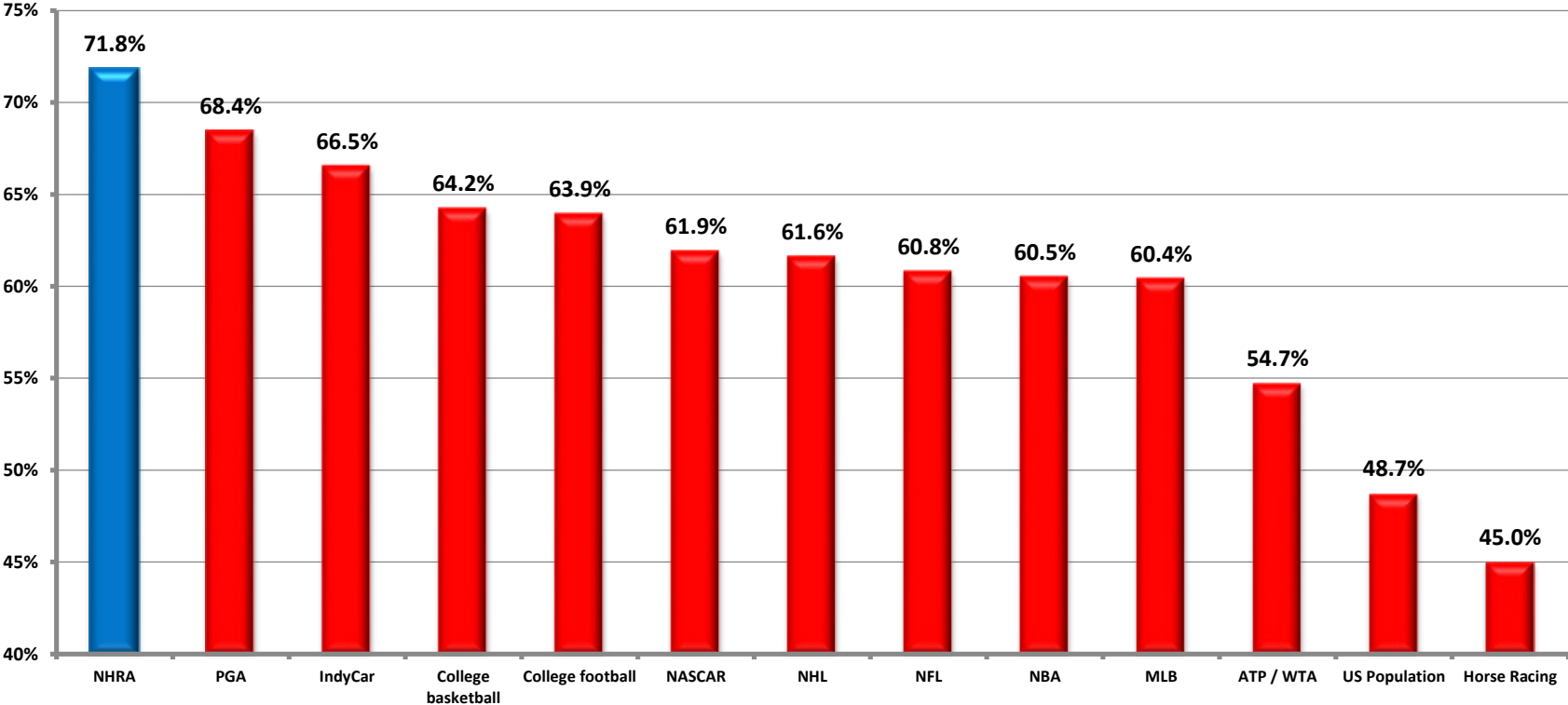


Fan Base (Male 18+)

Personal demographics: Age / Gender of respondent
 Scarborough USA+ - Release 1 2016

- Compared to other major sports properties, NHRA provides one of the best sports marketing platforms to reach key male demos



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