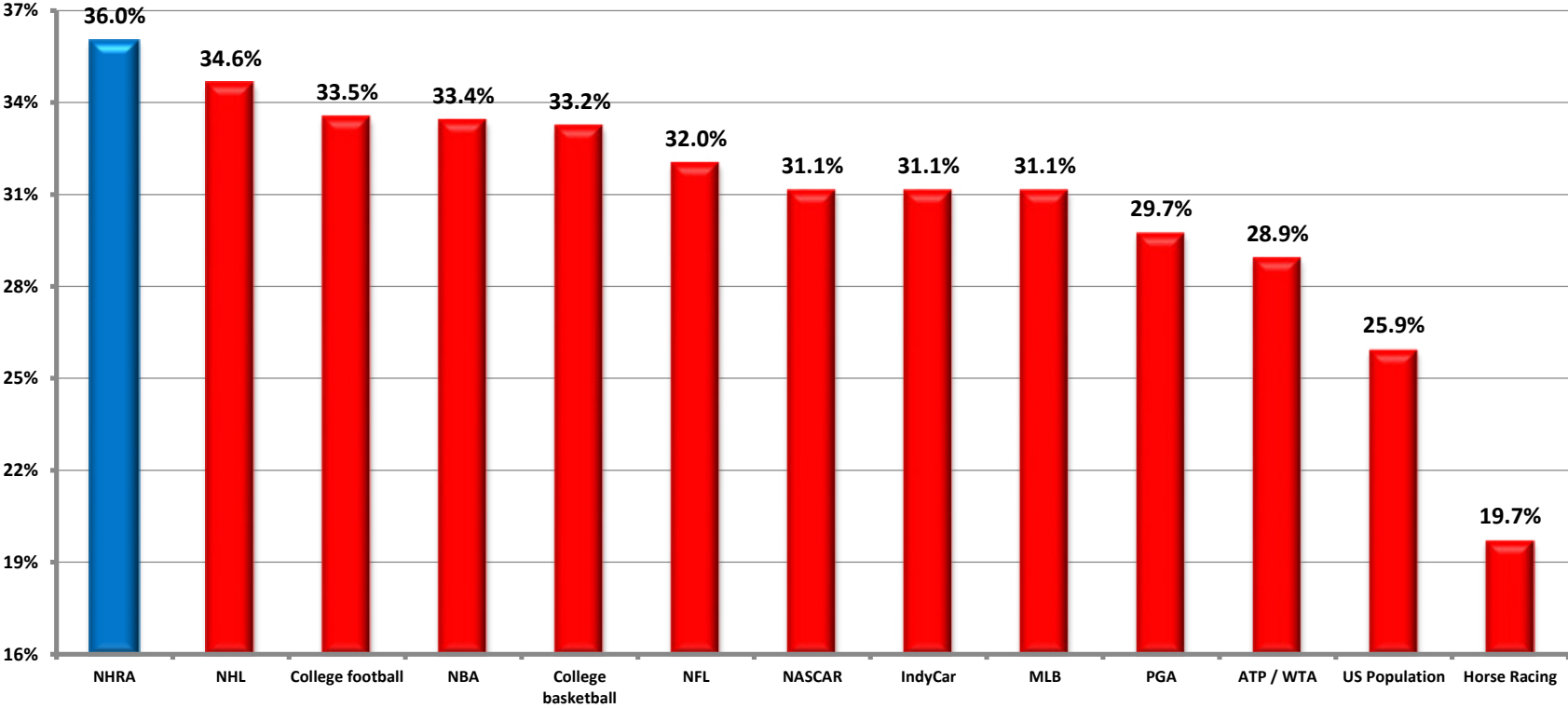


# Fan Base (Male 25 – 54)

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

- NHRA's fan base is more likely to be male 25 – 54 than fans of all other major sports properties – 36.0% of NHRA fans



Index	139	134	129	129	128	124	120	120	120	115	112	100	76
-------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	----

