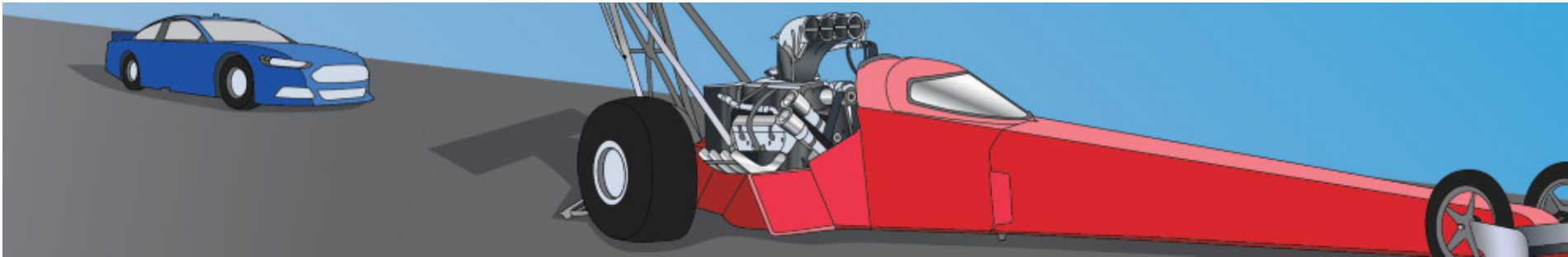


NASCAR vs. NHRA

Personal / household demographics
 Scarborough USA+ - Release 1 2016



	NASCAR Fan	NHRA Fan	Index
Male	61.9%	71.8%	116
Average Age	50.01	47.21	94
Age 18 - 24	8.2%	10.9%	133
Male 18 - 34	13.4%	18.7%	140
Male 18 - 49	28.0%	34.4%	123
African-American	8.2%	11.0%	134
Hispanic	8.1%	9.8%	121
Asian or Other	5.5%	6.8%	124
Blue Collar Occupation	25.9%	31.1%	120

NHRA delivers a better motorsports marketing platform than NASCAR to reach a younger, more diverse audience that is also more likely to have a blue collar occupation

