



# UNIQUE Fan Base (Diversity)



## Personal demographics: Race Scarborough USA+ - Release 1 2016

- A rich history of diverse fans makes NHRA the envy of other motorsports sanctioning bodies
- NHRA fans are more likely to be Hispanic and / or African-American than NASCAR and IndyCar fans

### Hispanic

- 20% more likely than 
- 6% more likely than 

### African-American

- 34% more likely than 
- 18% more likely than 

- NHRA events are contested in 7 of the 8 most populated Hispanic DMAs in the United States

