



Gender

Female	21%
Male	79%

Average Age

Under 18	15%
19-25	27%
26-35	19%
36-45	19%
46 & Over	20%

Education

Non High School Grad	10%
Some Vocational	18%
Some College	24%
College Grad	25%
High School Grad	23%

Average Income

Less than \$15,000	16%
\$15,000-\$25,000	16%
\$25,000-\$35,000	19%
\$35,000-\$45,000	15%
\$45,000-above	34%

Occupation Category

Blue Collar/Labor	26%
Business Owner	9%
Computer Related	9%
Management	9%
Mechanical/Vocational	15%
Professional	7%
Sales	23%

Race Fan Duration

Less than 1 Year	1%
1-3 Years	6%
3-5 Years	15%
More than 5 Years	78%

Fan Category

Moderate Race Fan	12%
Hard Core Race Fan	50%
Serious Race Fan	38%

Events Attended Per Year

Less than 5	2%
5-10 Events	8%
10-20 Events	12%
Almost Every Week	78%

Questionnaire asked to fans:

I support companies who sponsor race teams and try and choose their products or services whenever possible.

Strongly Agree	40%
Agree	40%
No Opinion	10%
Disagree	10%

I choose products from sponsors over companies who are not sponsors when the price is slightly higher.

Strongly Agree	18%
Agree	60%
No Opinion	21%
Disagree	1%

I believe that sponsorship of race teams is important and necessary to the continuation of the sport.

Strongly Agree	78%
Agree	16%
No Opinion	5%
Disagree	1%

I often find out about local and national businesses because of sponsorship or promotions at the track.

Strongly Agree	30%
Agree	50%
No Opinion	19%
Disagree	1%

I pay attention to the companies who sponsor cars and race events.

Strongly Agree	65%
Agree	25%
No Opinion	9%
Disagree	1%

I would consider buying products at the track offered by companies who are sponsors.

Strongly Agree	28%
Agree	58%
No Opinion	12%
Disagree	2%

Source:

Checkered Flag Enterprises LLC Demographic Survey