



**NEXT
GEN**

MRN.

THE VOICE OF NASCAR

NASCAR

2023 Next Gen Fan Study



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Agenda

- 1. Why this study**
- 2. Appeal of NASCAR**
- 3. NASCAR Fan Demographics**
- 4. NASCAR Fan Consumer Behavior**
- 5. Takeaways**



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1. Why this study

- **To supplement Nielsen/Scarborough**
- **To look at the “fly over” markets, the other 120 DMAs not surveyed by Scarborough**
- **To prospect markets (and similar markets) where we need partners**
 - **Ashtabula, OH**
 - **Bowling Green, KY**
 - **Durant, OK**
 - **Victoria, TX**
 - **Vincennes, IN/IL**
- **To put real data into current Motor Racing Network partner’s hands**





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% of 12+ Persons That Enjoy Motorsports

Motorsports Fan Highlights

2. Appeal of NASCAR

	Total 12+
Yes	36.0%
No	64.0%

	Enjoy Motorsports
Enjoy NASCAR	92.0%
Male	70.4%
Female	29.6%

92% of

Motorsports fans are fans of



- **When you are talking about auto racing in the United States, you are talking about NASCAR**
- **No other type of motorsport comes close**
- **Heavy male interest like most sports**



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3. NASCAR Fan Demographics

% of Motorsports Fans in Various Demographic Categories

	Enjoy Motorsports
25-54	49.3%
Income over \$75K	23.1%
Income over \$100K	12.0%
Married	50.9%
Child Under 18 in Household	44.4%

Almost
51% of
fans are married

- **NASCAR fans outperform general population in percentage in radio’s favorite demo of 25-54 (49.3% vs. 37%)**
- **NASCAR fans are more likely to be married than gen pop (50.9% vs. 45%)**
- **Over 23% of NASCAR fans earn more than \$75k with over half of those earning more than \$100k**



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4. NASCAR Consumer Behavior



fans over index on average

10.1%

Index of Motorsports Fans Consumer Behavior Against Total Survey 12+ Population

	Total 12+	Enjoy Motorsports
New/Used car in next 6 months	28.2%	40.2%
New/Used truck in next 6 months	19.0%	30.7%
Outdoor sports/recreation equipment in next 6 months	28.2%	44.2%
Outdoor power tools/equipment for home/work in next 6 months	31.1%	46.4%
Remodeling home in next 6 months	24.8%	32.0%
Financial services in next 6 months	32.5%	44.4%
Medical/health services in next 6 months	61.4%	67.8%
Major electronic items in next 6 months	32.2%	43.6%
New phone in next 6 months	33.1%	44.9%
Visiting a casino in next 6 months	29.3%	37.1%
Eat out at least once/week	71.0%	75.6%
Traveling in next year	60.3%	66.2%
Grocery shopper in home	79.8%	80.9%
Buying/renting new home in next year	22.7%	29.3%
Car repair/tires/batteries in next 6 months	45.4%	57.6%
Registered voter/plan to vote in next election	67.0%	70.2%
Purchase major household item in next 6 months	39.5%	48.0%
Active military/Reserve/Veteran	6.9%	10.7%
Trucking/construction/building/ground maintenance occupation	9.2%	13.3%
Used video/audio streaming services in past month	85.8%	90.2%
Enjoy listening to/watching Motorsports	36.9%	84.7%



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4. NASCAR Consumer Behavior (Continued)

% of Motorsports Fans by Radio Format

	Enjoy Motorsports
Sports	61.3%
Rock/Classic Rock	45.2%
Country	43.1%
Classic Hits	43.0%
News/Talk	42.4%
Christian Contemporary/Gospel	41.3%
Hispanic/Tejano	40.1%
Total Population	36.0%
Top 40	33.8%
Adult Contemporary	33.0%
Adult Album Alternative	18.7%

61% of
*sports format
listeners are fans*



- **We expected large percentages from Sports, Rock, & Country formatted radio stations**
- **We didn't expect that Christian Contemporary and Hispanic/Tejano formats would out index the general population**
- **Even AC and Top 40 stations have a third of listeners interested in NASCAR**

5. Takeaways

- **NASCAR fans are radio listeners with almost half in the 25-54 age group**
- **NASCAR is far and away America's Favorite form of Auto Racing**
- **Over half of NASCAR fans are married and you can make all the same assumptions about them as you do your station's listeners**
- **NASCAR fans represent major spending power and over index gen pop as consumers of products and services**
- **Almost every radio format has a large NASCAR fan base listening to it**





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What Next?

- **Make a plan now to sell the 2024 season in the September - November timeframe**
- **If you are not cross promoting on all of your cluster stations, start now. There are NASCAR fans listening to all your stations.**
- **If you are not promoting in other outside media, consider ways to do that, target places that might share audience with the top radio formats for NASCAR**
- **Target new businesses in the consumer categories from page 6**
- **Consider working with your local TV and cable system that carries NASCAR for promotional and sales opportunities. Have the TV sellers sell radio, and your sellers sell TV to clients that make sense.**
- **Remember when it comes to auto racing in the U.S., nothing comes close to the size of the NASCAR fanbase**

92% of
*Motorsports fans
are fans of*



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THANK YOU!

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