

# The Power of NASCAR

A Compilation of Insights and Supporting Data  
from Independent Sources



# Point of View: Insights Based on What the Data Tells Us

NASCAR delivers a massive audience – one of the largest among all major sports in the U.S. today. With millions of sponsor-loyal consumers engaged in the sport across television, digital, and social media platforms, it's no surprise that nearly 1 in 4 Fortune 500 companies invest in NASCAR to build their brands.

Compared to other major sports, NASCAR is a leader in key media consumption metrics, including television viewership and surpassing all other major sports in the U.S. when it comes to proportion of event viewed on television and digital consumption on the league website.

Research by multiple independent sources show NASCAR is #1 in fan loyalty to sponsor brands – an important insight into the quality of the NASCAR audience and key competitive advantage of the sport.

# What the Data Tells Us about the NASCAR Audience

## National Reach

**Largest fan base markets** (LA, NY, Chicago, Dallas, Atlanta, Detroit, Charlotte) each have over **1 million+** NASCAR fans

Sources: Nielsen Scarborough (USA+ Release 1 2024)

## Digital Technology Users

Nearly all NASCAR fans use **smartphones (94%)** and **over half** of NASCAR fans own **tablets (60%)**

Non-fans have similar to useage / ownership of smartphones and / or tablets.

Source: MRI-Simmons (USA 2024 Fall)

## Increasing Diversity

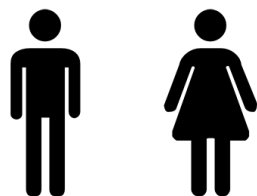
The proportion of NASCAR fans who are multicultural has **increased from 20% to 26%** since 2011

Source: Nielsen Scarborough (USA+ Release 1 2024)



# NASCAR Fan Base Demographics

60% Male  
40% Female

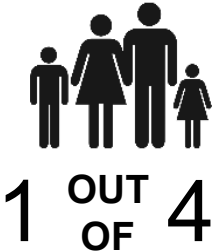


More Than



18-44 Years Old

More Than



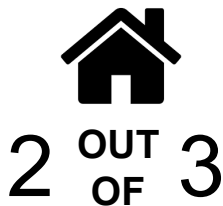
Households with Children



\$92,000

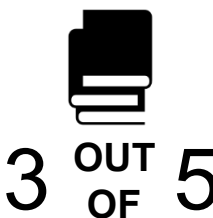
Average Household Income

More Than



Homeowners

Nearly



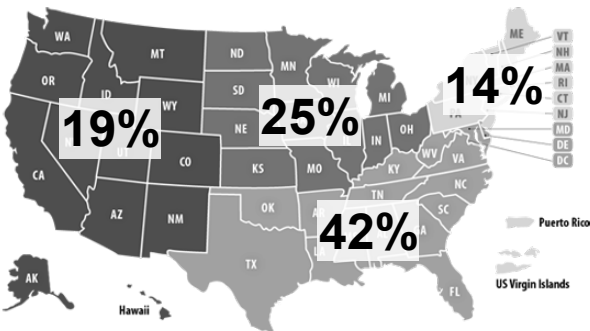
Some College or Beyond



26%

Multicultural

## Geographic Distribution



## Top 5 NASCAR Markets

| Number of Fans | Proportion of Fans |
|----------------|--------------------|
| 1. Los Angeles | 1. Roanoke         |
| 2. New York    | 2. Charlotte       |
| 3. Chicago     | 3. Birmingham      |
| 4. Dallas      | 4. Greensboro      |
| 5. Atlanta     | 5. Knoxville       |

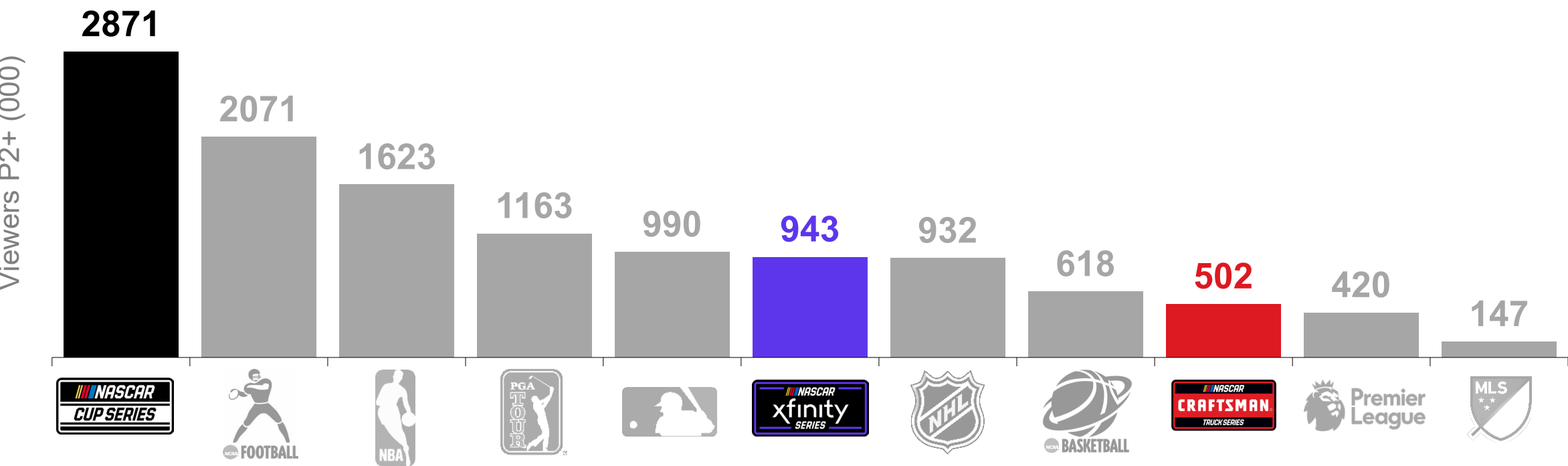
Source: Nielsen Scarborough (USA+ Release 1, 2024). Field dates: Jan 2023– April 2024. Sample size is approximately 47,000 NASCAR fans. Fandom is determined by using the following question: “How interested are you in [NASCAR]?” [“very”, “somewhat”, “a little bit”, or “not at all”]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.



# 2024 Major Sports Television Viewership

**KEY INSIGHT:** With the exception of the NFL, the average number of viewers tuned in per minute for the NASCAR Cup Series surpassed that of all other major sports in the U.S. in 2024.

Average Number of Viewers in the U.S. Tuned in Per Minute  
Per Event Across Entire Season



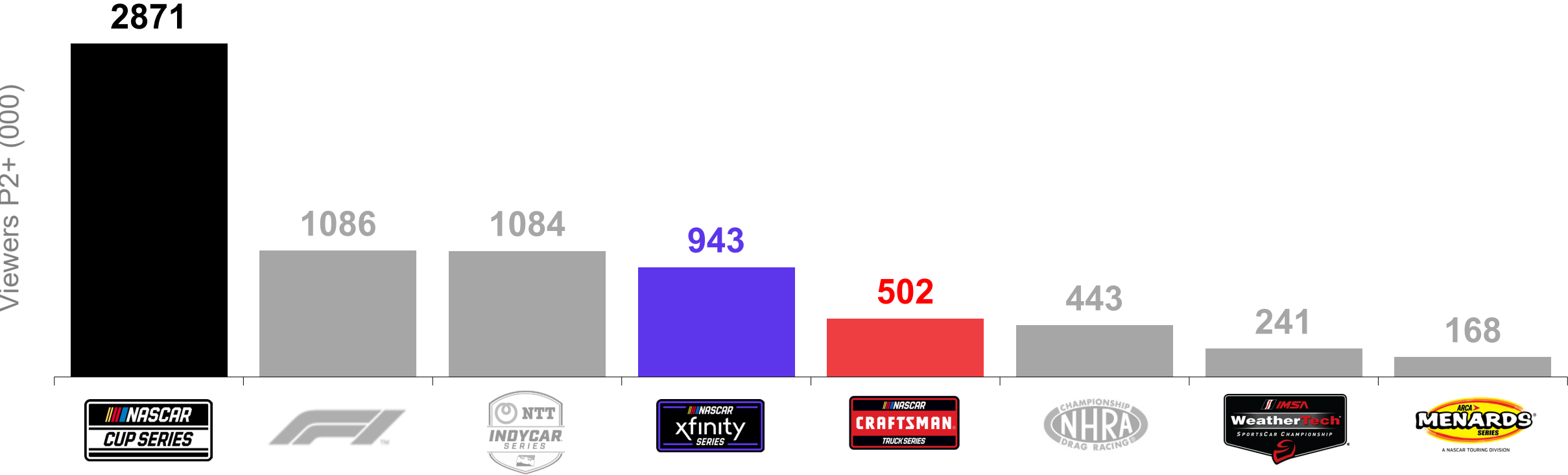
Source: The Nielsen Company. Based on Live + Same Day data stream. Ranked based on the number of Viewers (P2+) tuned in. Results reflect the following completed seasons (regular seasons and playoffs): NCS (2024), NCAAF (2023-24), NBA (2023-24), PGA TOUR (2024), MLB (2024), NXS (2024), NHL (2023-24), NCAAB (2023-24), NCTS (2024), EPL (2023-24), and MLS (2024). During the 2024-25 season, the NFL had an average of 12.3 million viewers tuned in per minute.



# 2024 Motorsports Landscape on Television in the U.S.

**KEY INSIGHT:** When it comes to the average number of viewers tuned in per minute per event across the 2024 season, the NASCAR Cup Series had 2.9 million viewers, the NASCAR Xfinity Series had 943,000 viewers, and the NASCAR Craftsman Truck Series had 502,000 viewers.

Average Number of Viewers in the U.S. Tuned in Per Minute Per Event Across Entire Season

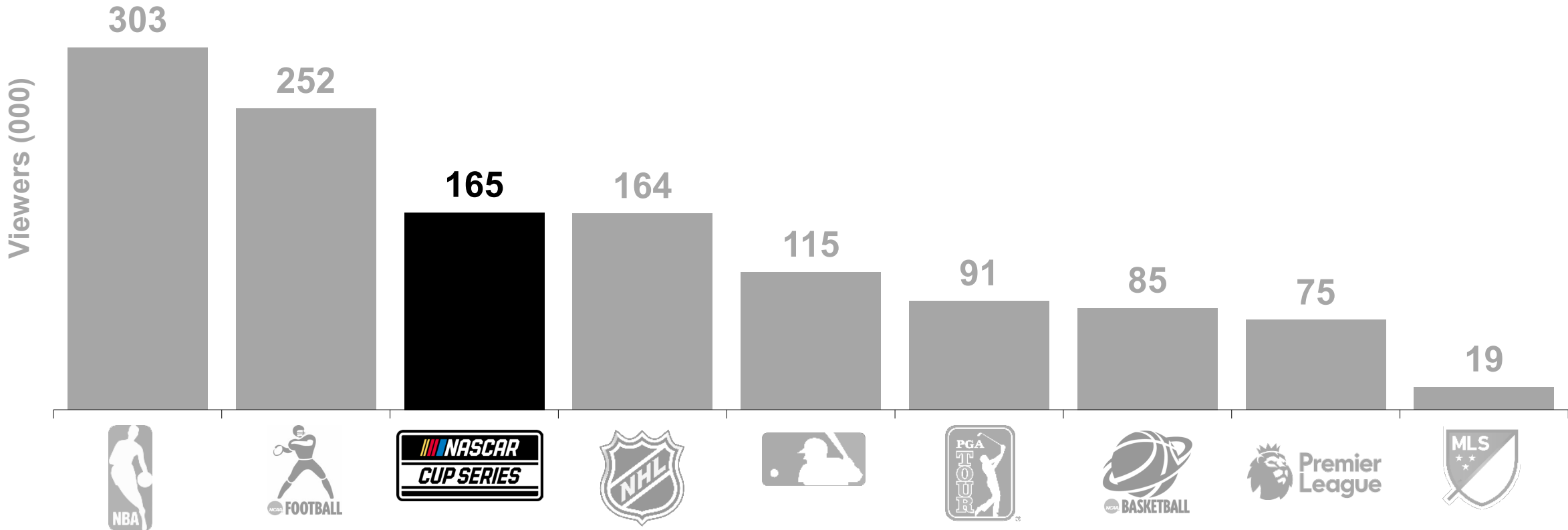


Source: The Nielsen Company. Based on Live + Same Day data stream. Ranked based on the number of Viewers (P2+) tuned in. Results reflect the following completed seasons (regular seasons and playoffs): NCS (2024), F1 (2024), INDYCAR (2024), NXS (2024), NCTS (2024), NHRA (2024), IMSA (2024) and ARCA (2024).



# NASCAR Delivers More 18-34 TV Viewers than Most Other Sports

Average Number of Viewers 18-34 in the U.S. Tuned in Per Minute Per Event Across Entire Season



Read: The NASCAR Cup Series had an average of 165,000 Viewers in Adults 18-34 per event in the 2024 season.

Source: The Nielsen Company. Based on Live + Same Day data stream. Results reflect the following completed seasons: NBA (2023-24), NCAAF (2023-24), NCS (2024), MLB (2024), PGA TOUR (2024), NCAAB (2023-24), NHL (2023-24), EPL (2023-24) and MLS (2024). Results exclude NFL (1.7M Viewers 18-34, 24-25).

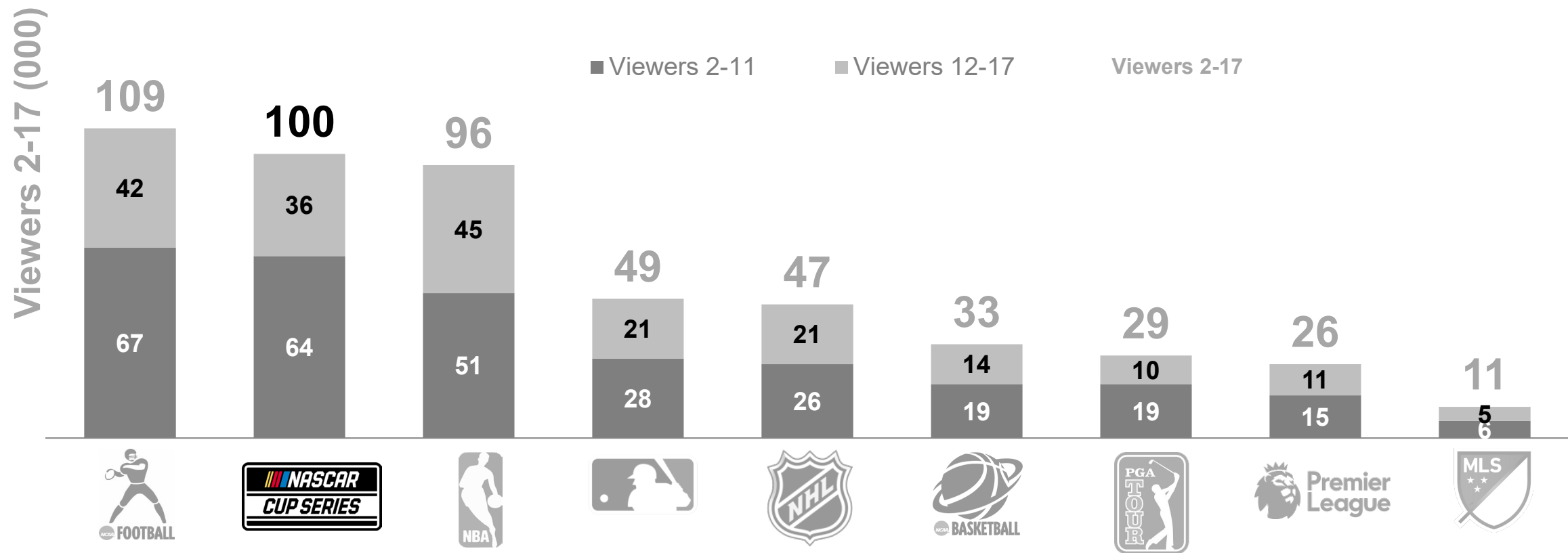


# 2-17 Year Old Television Audience Per Event

## Major Sports Television Viewership

KEY INSIGHT: NASCAR delivers on the size of kids reached per event.

Audience Size Per Event: 2-17 Year Olds



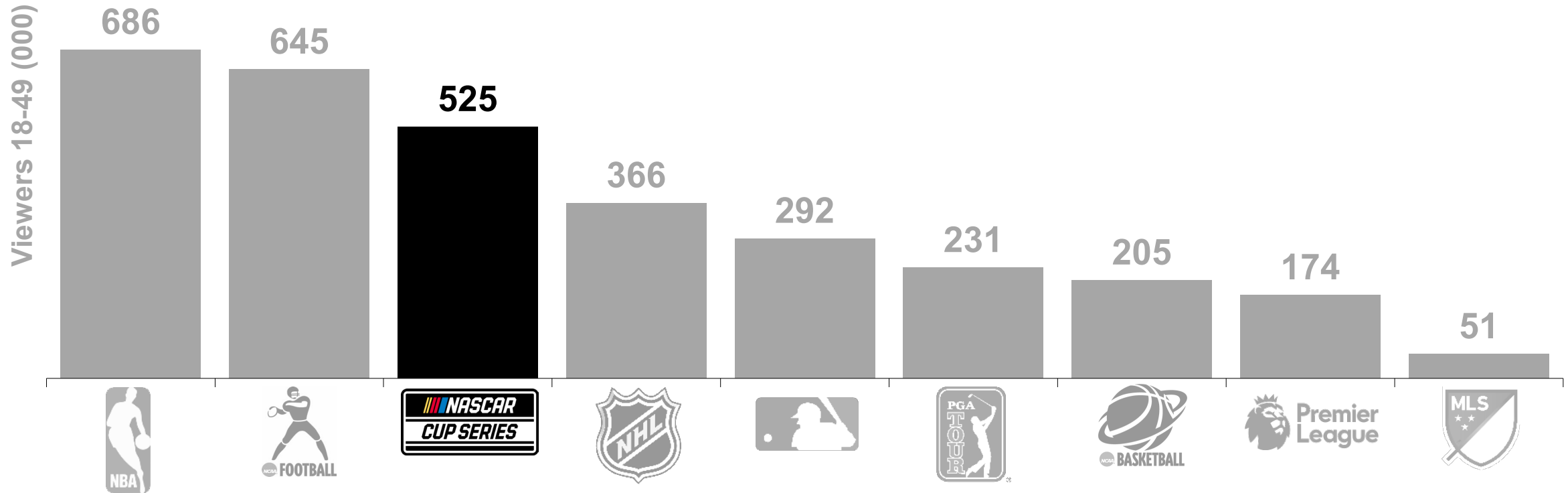
Source: The Nielsen Company. Based on Live + Same Day data stream. Results reflect the following completed seasons: NBA (2023-24), NCAA (2023-24), NCS (2024), MLB (2024), PGA TOUR (2024), NCAA (2023-24), NHL (2023-24), EPL (2023-24) and MLS (2024). Results exclude NFL (455K Viewers 2-11, 317K Viewers 12-17, 772K Viewers 2-17, 24-25).





# NASCAR Delivers More 18-49 TV Viewers than Most Other Sports

Average Number of Viewers 18-49 in the U.S. Tuned in Per Minute  
Per Event Across Entire Season



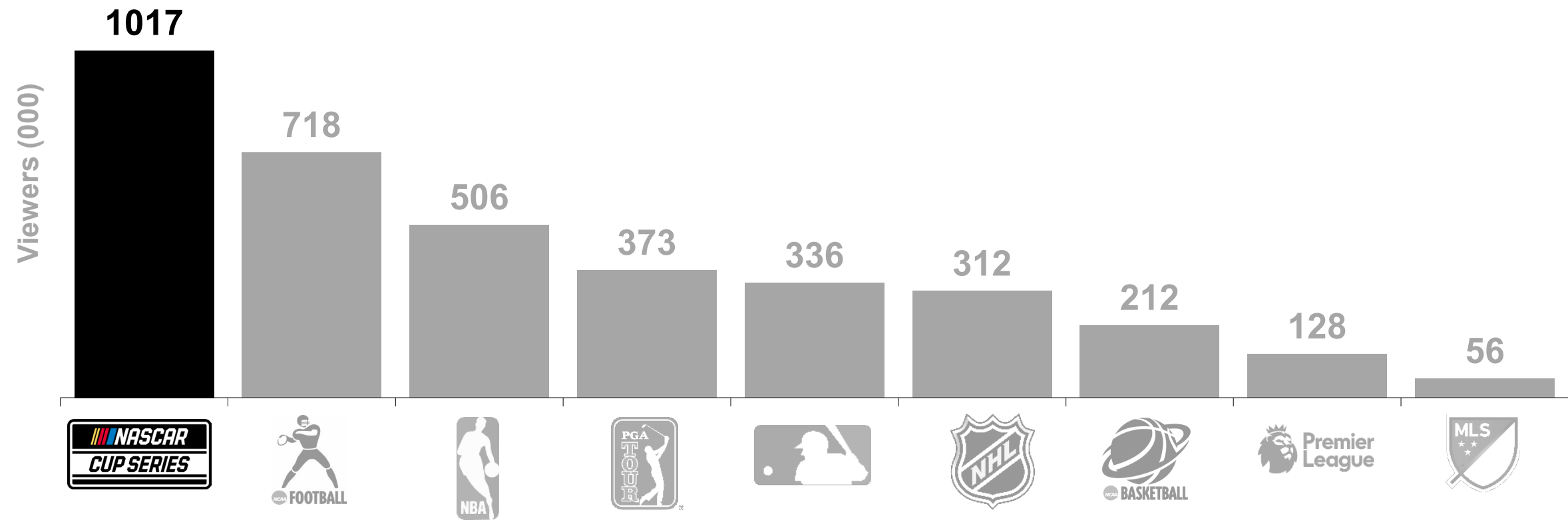
Read: The NASCAR Cup Series had an average of 525,000 Viewers in Adults 18-49 per event in the 2024 season.

Source: The Nielsen Company. Based on Live + Same Day data stream. Results reflect the following completed seasons: NBA (2023-24), NCAAF (2023-24), NCS (2024), MLB (2024), PGA TOUR (2024), NCAAB (2023-24), NHL (2023-24), EPL (2023-24) and MLS (2024). Results exclude NFL (4.2M Viewers 18-49, 2024-25).

# Female Television Viewership Per Event

## Most Recently Completed Season

Average Number of Female viewers 2+ in the U.S. Tuned in Per Minute Per Event Across Entire Season



Source: The Nielsen Company. Based on Live + Same Day data stream. Ranked based on the number of Viewers (P2+) tuned in. Results reflect the following completed seasons: NCS (2024), NCAAF (2023-24), NBA (2023-24), PGA TOUR (2024), MLB (2024), NCAAB (2023-24), NHL (2023-24), EPL (2023-24) and MLS (2024). Results exclude NFL (avg. of 4.4 million viewers F2+, 24-25).



# INFLUENTIAL VOICES

**ENHANCED INDUSTRY COLLABORATION** around Influencer Marketing has created impressive scale as NASCAR is showcased to new audiences

Year-To-Date

**4,200**

Pieces of content

**1B+**

Impressions

**16M+**

Social Engagements

**470**

Voices Activated



## 2024 Key Events

Driven by The Rock, DJ Khaled, and Pitbull, the **DAYTONA 500** holds the top spot for impressions delivered (**800M**)

**CHICAGO STREET RACE** emerged as the most active race weekend with over **70 voices** activated, delivering **500+ posts** (previously held by 'Dega Spring, 300 posts)



# NASCAR FAN REWARDS

**THE FIRST-OF-ITS-KIND PROGRAM** designed to deepen engagement with fans for a variety of actions (not just purchases), NASCAR Fan Rewards saw impressive growth and positive feedback from both fans and the industry

**250,000+ MEMBERS**, with **30%** new to the NASCAR database

Redesigned member dashboard resulting in increased engagement and a more stable platform

**50M POINTS REDEEMED** for tickets, merchandise, and experiences Increased interest from Official NASCAR Partners, with involvement from Xfinity, Pit Boss, Powerball, Ally Bank, and Advance Auto Parts

THIS WAS AN  
INCREDIBLE  
EXPERIENCE...  
SUCH AN  
AWESOME  
PROGRAM.

This was an incredible experience. How lucky to have my favorite driver win on the night I will be in Victory Lane. THANK YOU SO MUCH! I plan to participate in Fan Rewards again next season and hope to see Victory Lane again. The infield experience prior was so much fun. This is such an awesome program.

- Dawn and Sam Burch





# 2024 SOCIAL / DIGITAL FAN ENGAGEMENT

## 16.1 MILLION SOCIAL FOLLOWERS (+12% YOY)

An impressive milestone – with growth seen in key platforms for reaching new fans



**+50% YoY**  
(3.2M)



**+19% YoY**  
(2.4M)



**+16% YoY**  
(1.3M)



**+2% YoY**  
(5.5M)



**+1% YoY**  
(3.7M)

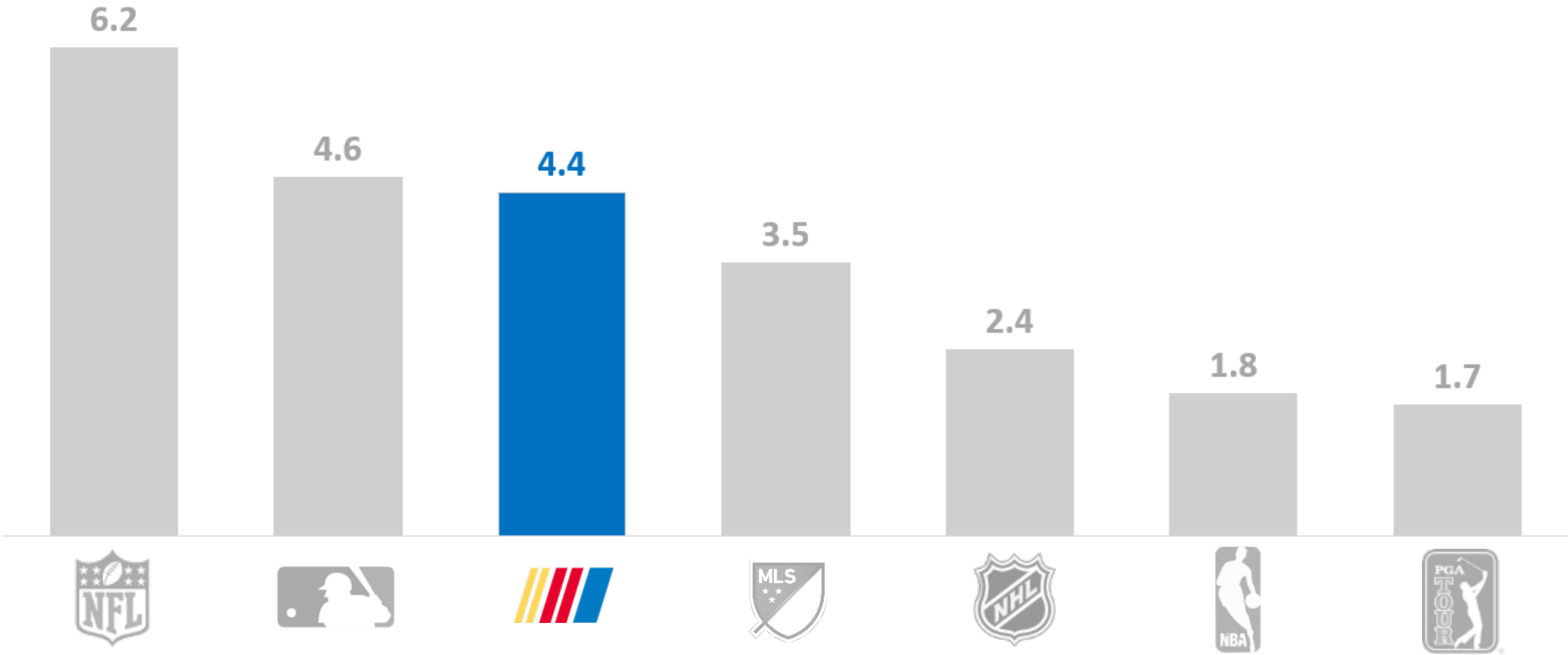
This marks the sixth consecutive year in a row of year-over-year growth in unique visitors to [NASCAR.COM](https://www.nascar.com), and its largest single-season audience size (5.8M avg uniqs/mo) since 2015

- Unique Visitors +2%, Total Visits +1%, Page Views +2%
- Fantasy Live +8% in registered players and weekly entries YoY
- 225 million total visits and over 1 Billion page views consumed across the NASCAR Digital platform
- 214 million off-platform video views, +9% YoY



# Digital Audience Consumption

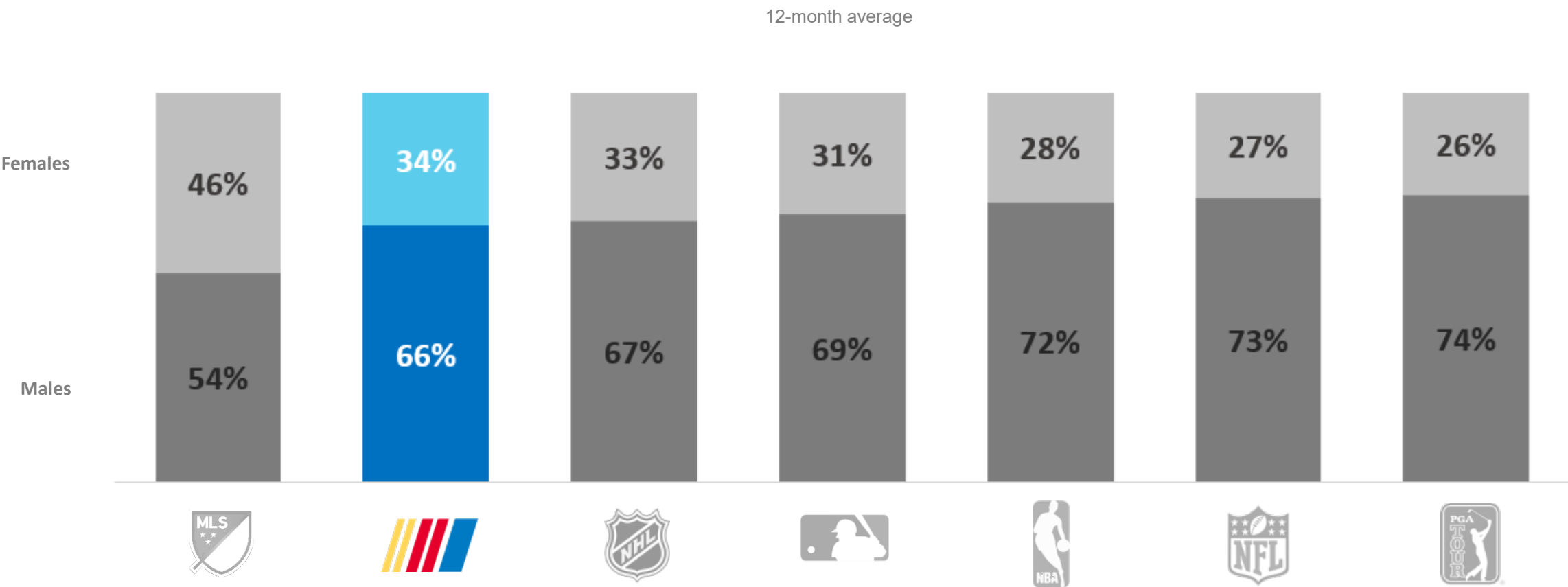
**KEY INSIGHT:** NASCAR ranks as the #3 site for digital consumption among all major sports league websites, with visitors viewing 4.4 pages per visit (on average)





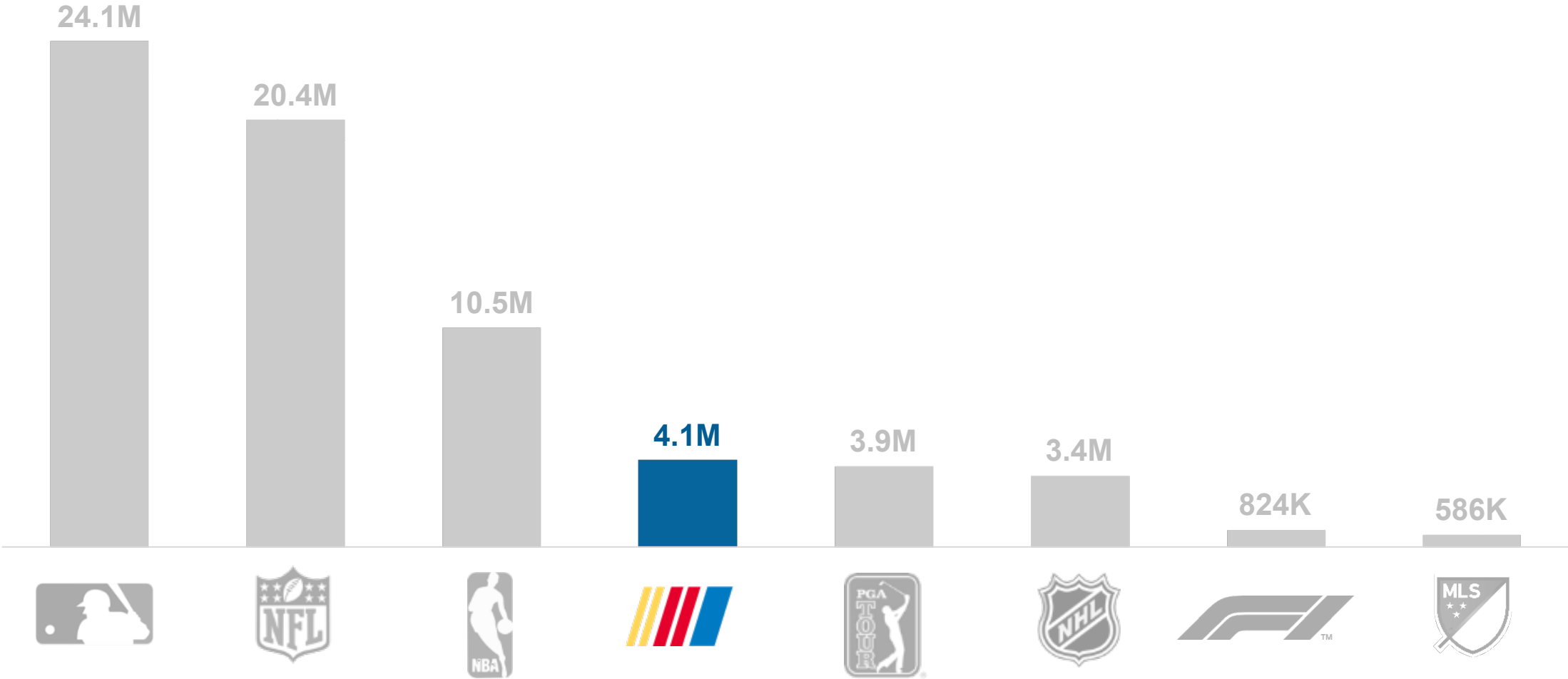
# Male / Female Digital Audience

**KEY INSIGHT:** NASCAR continues to be a leader when it comes to female concentration of visitors (34%) compared to other major sports league websites.



# Sports Leagues Websites Comparison for last 12 months

KEY INSIGHT: **NASCAR.COM** averaged the fourth most uniques each month (4.2M) from Dec '23 – Nov '24





# Fan Loyalty to Sponsors

## NASCAR Works for Building Brands

**Nearly 1 out of 4** Fortune 500 companies invest in the sport

Source: NASCAR Industry, 2022-2023

## #1 in Fan Loyalty to Sponsors

NASCAR surpasses all other major US sports:  
**#1** in fans who consider trying, consciously support, and recommend sponsors

Sources: MarketCast / SBJ (Sponsorship Breakthrough Study 2023)

## Sponsor Loyal Fans

**2 out of 3** NASCAR fans agree that sponsors enable race teams and drivers to compete

**1 out of 2** NASCAR fans agree they talk positively about brands that are sponsors of NASCAR

Source: NASCAR Fan Engagement Tracker, Directions Research, Nov 2024

## Diverse Fans are Sponsor Loyal

**More than 3 out of 5** diverse NASCAR fans agree that sponsors enable race teams and drivers to compete

**More than 1 out of 2** diverse NASCAR fans agree seeing the “Official Sponsor of NASCAR” tagline in advertising makes them more likely to purchase from sponsors

Source: NASCAR Fan Engagement Tracker, Directions Research, Nov 2024



# Independent Research: NASCAR Ranks #1 in Fan Loyalty to Sponsors

Proportion of Each Sport's Avid Fans who Are More Likely to Support the Sport's Official Sponsors in the Following Ways

