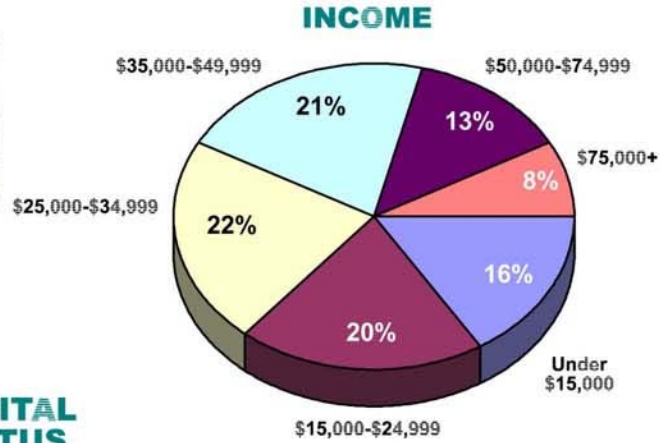
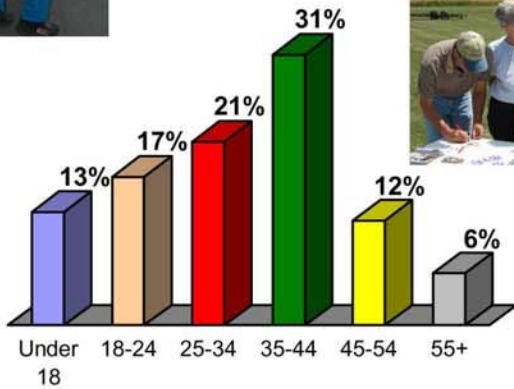
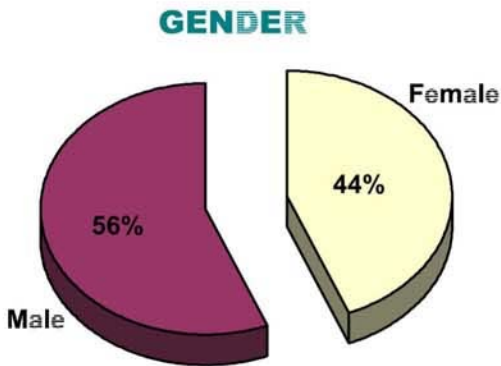


# WHO YOU WILL REACH

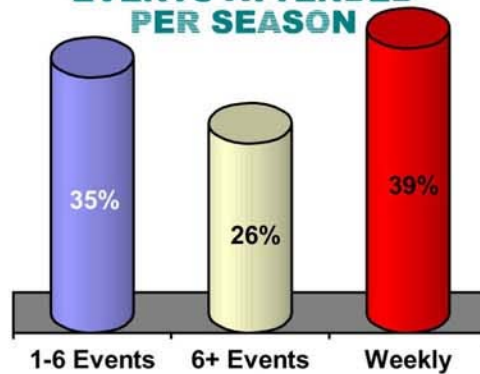
## NASCAR AUDIENCE ANALYSIS



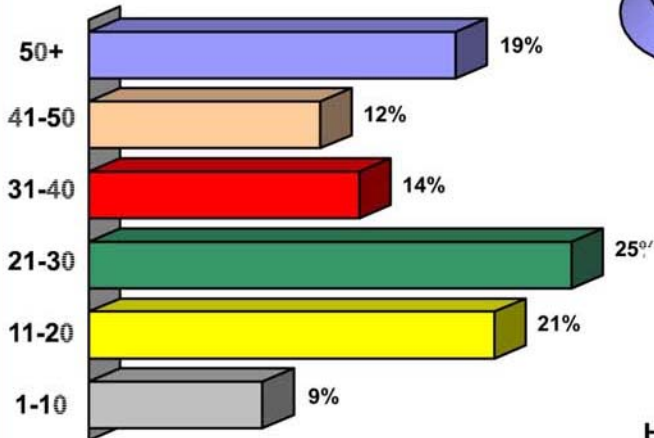
### MARITAL STATUS



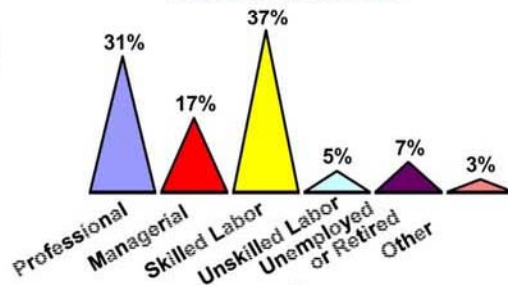
### EVENTS ATTENDED PER SEASON



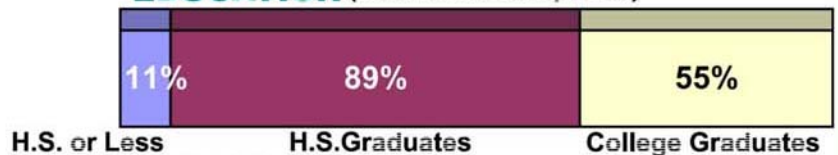
### MILES TRAVELED (one way)



### OCCUPATION



### EDUCATION (Last Level Completed)



Over 70% of NASCAR fans consciously choose NASCAR sponsors' products over other brands -Performance Research Marketing | Newport, RI