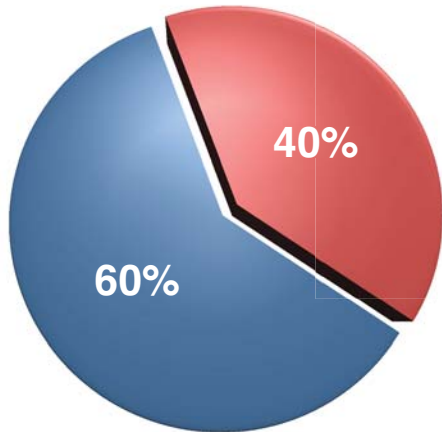


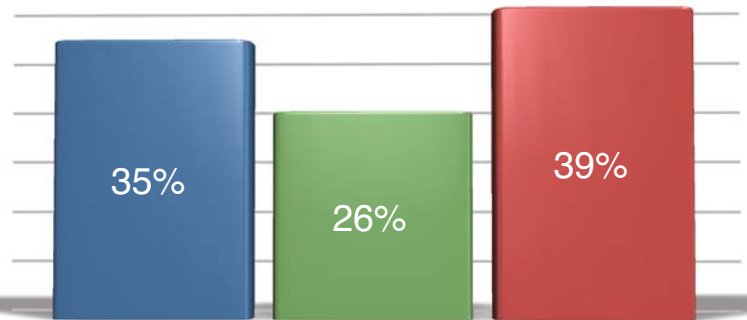
WHO WILL YOU REACH?

Stafford Motor Speedway has compiled demographic information on our NASCAR Whelen All-American Racing Series audiences and formatted the information into the following graphs and charts for your review.

Gender



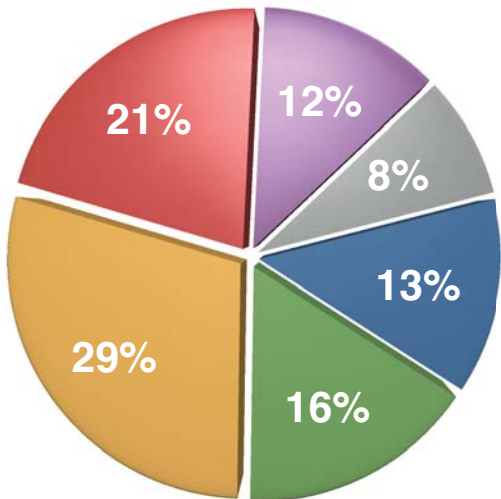
● Men ● Women



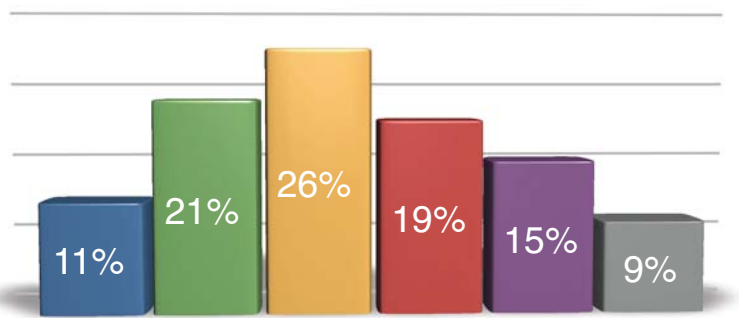
Events Attended Per Season

■ 1-6 Events ■ 6+ Events ■ Weekly

Income

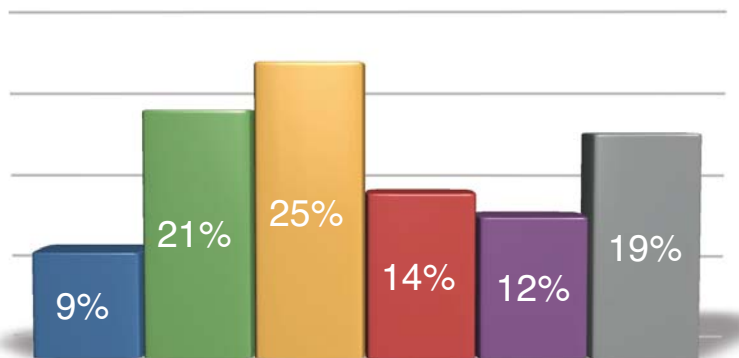


● Under \$20,000 ● \$20,000 - \$30,000
 ● \$30,000 - \$50,000 ● \$50,000 - \$75,000
 ● \$75,000 - \$100,000 ● \$100,000+



Age

■ 18-24 ■ 25-35 ■ 35-44
 ■ 45-54 ■ 55-64 ■ 65+



Miles Traveled (one way)

■ 1-10 ■ 11-20 ■ 21-30
 ■ 31-40 ■ 41-50 ■ 50+

OVER 70% OF NASCAR FANS CONSCIOUSLY CHOOSE NASCAR SPONSORS' PRODUCTS OVER OTHER BRANDS - Performance Research Marketing / Newport, RI