THIS IS NASCAR.
IMMERSIVE, DYNAMIC & BEST-IN-CLASS
HOUSEHOLD SHARE
+9% over 2020
+11% over 2019
VIEWERS
2020 (-4%) and
2019 (-6%)

CONSISTENTLY THE #2 MOTORSPORT ON TV
VIEWERSHIP
+10% YoY
SHARE
+19% YoY

CONSISTENT PERFORMER FOR FS1
VIEWERSHIP
+15% YoY
SHARE
+24% YoY

POSITIVE MOMENTUM ON TELEVISION

LONGEST STREAK of NCS races with YoY gains Since 2011
(Viewers across Michigan – Vegas II)

17x #1 or #2 sport of weekend

FS1 23 of top 25 telecasts were NASCAR related
From January - August

NBCSN Top 10 telecasts were NASCAR related
From January - August
EXCITED & ENGAGED FANS

202M VISITS (.com)
920M PG VIEWS (+2% YoY)

INSIGHT INTO NASCAR BRAND HEALTH

87.7M ENGAGEMENTS (Social)

8 MIN 23 SEC AVG SESSION TIME (+11% YoY)

2.4x POSITIVE BUZZ
1.4x POSITIVE IMPRESSION

Source: YouGov SportsIndex
Data reflects YTD results as of 10/20/21

TOP 2021 CONTENT

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TOP 2021 CONTENT
THE MOST BRAND LOYAL FANS IN ALL SPORTS

4 OF 5 NASCAR FANS BELIEVE IT IS IMPORTANT TO BE AWARE OF THE SPORT’S OFFICIAL SPONSORS

The NASCAR audience is also the most likely in sports to:

- **TRY**: 65%
- **SUPPORT**: 67%
- **RECOMMEND**: 64%

Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]?
Source: MarketCast (formerly Turnkey Intelligence), results published in SBJ, n=400 for each sport’s entire study
Note: Data reflects latest results for each sports property as of May 2021.

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For information about becoming a NASCAR Official Partner and/or Track-Level Sponsorship Packages, please contact the NASCAR Partnership Sales team at Sponsorship@NASCAR.com