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SPECIAL MOTORSPORTS ISSUE

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MOTORSPORTS SPONSORSHIP, ADVERTISING & MARKETING

Ford's Expedition

Ford Motor Company outlines its marketing strategy in auto racing and tells why it considers NASCAR key for its motorsports initiative.

Eddie And His Cruisers

With its marketing program in place in Europe, Red Bull is turning to the IRL's Eddie Cheever to increase its market share in the U.S.

Sprint Links Its Success With The Pettys

Company leverages its tie to the Petty Racing Family to reach its key 25-to-54-year-old target market.

Searching For The Right Mix Of Age And Talent

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**1) Have You Driven A Ford Lately? Racing Helps Fuel Sales**

By [Tim Glase](#), Staff Writer, *The Sports Business Daily*

While some may consider the oft-repeated marketing mantra, "Win on Sunday, Sell on Monday," a tired cliché, the executives at Ford Motor Company take the motto very seriously in its extensive motorsports ventures and stress that the company's involvement at any level of auto racing is to sell more Ford products and services. While Ford is currently involved on a marketing level with teams in NASCAR, the NHRA and CART, the company is also designated as the official automobile of various race tracks, including Kansas Speedway, Dover Speedway, Atlanta Motor Speedway, Milwaukee Mile, Kentucky Speedway and Nashville Superspeedway. Ford Global Marketing Dir Burt Diamond said, "We are trying to build equity for the Ford 'oval.' We're trying to engender owner loyalty to Ford owners and, with that, predispose other people to our products." NASCAR is especially attractive to Ford because of its demographics, as about 40% of its fan base are females (for more on the demographic breakdown of racing fans, see #5, #15 and #16). Diamond: "There's very few sports out there where you get that even of a distribution between men and women." Diamond added, "If you look at things like age demographics and economics, you can see that NASCAR gets a disproportionate amount of fan-ship. If you look at the whole U.S. population and the age group of 18-34 or 34-55, and then you look at that same demographic in NASCAR fan-ship, you would be proportionately higher than the U.S., so it's a pretty good market for us to go after."

GIVING BACK: In an effort to reach Ford owners, the company has set up the Team Ford Racing fan club, which currently has a membership approaching 45,000. Team Ford Marketing Manager Jim Owens stressed data showing that 50% of Ford owners are race fans, and said that each Ford owner receives information regarding Team Ford Racing and an invitation to join the club. While Team Ford Racing was originally started as an e-mail-based fan club, it now offers entertainment and events at various tracks and venues around the country. There are three tiers to club membership. A Qualified Membership is free and provides online perks, including Games, Wallpapers, Screensavers and Insider News. Pole Position memberships, which cost \$9.95 per year, give members everything a Qualified membership does, plus member discounts on tickets and entry to exclusive events such as at-track hospitality. Meanwhile, Winner's Circle memberships, which costs \$24.95 plus \$4.95 shipping &

handling per year, also come with the online components, but members also receive a Team Ford Racing rewards package, including a membership card, the Team Ford Racing magazine and club apparel shipped to the member's home. As part of the club, members have a chance to win a trip to a race, where they will participate at a Team Ford Racing hospitality tent and in a Q&A session with some Ford drivers, which include NASCAR's Dale Jarrett and Rusty Wallace, CART's Jimmy Vasser and the NHRA's John Force. Diamond also said that in some cases, Ford will purchase 400-500 tickets for a specific race and offer a package for sale to Team Ford Members that includes race tickets and all hospitality arrangements they would not otherwise have access to.

FAN-FRIENDLY: Since '97, Ford has been holding Ford Fan Appreciation Days, which include driver appearances, at various venues. While admission is free, consumers must visit their local Ford dealer to receive tickets. Ford PR Manager Dan Zacharias said, "The main goal is to try and drive showroom traffic. The rate of return has been anywhere from 6-14%. Most promotional events generate maybe a 1-2% return rate, so this is an event that has proven to be beneficial." Ford also uses its show car program to attract potential consumers to its products. Diamond: "We also have an asset called the tech tour, which has our various show cars from the various racing



Ford Fan Days Often Feature The Motorcraft Pit Crew Challenge

venues that we participate in. It's much more of a mobile unit that can be used in a variety of venues, not only at an auto show." Motorcraft, a division of Ford, has the "Pit Crew Challenge," which is a mobile consumer interactive unit which travels to various race tracks and auto shows and allows fans to experience what it's like to participate in pit stops. Diamond said Ford has been active in gathering information with all the various marketing programs. Diamond: "We gather information about who's coming, why they're coming and what they're purchase intentions are." Campbell & Company's Greg Shea, whose company serves as Ford's marketing agency, added, "We're actually able to track, based on the information we get from attendees, whether or not they purchase a vehicle within a specified period of time. It tells us whether or not the traffic that we're driving into dealerships around these races in support of these fan days results in product sales. And we're finding that there are product sales."

NASCAR VS. CART: While Ford has been affiliated with CART teams since '96, it has been from more of a technical perspective than a marketing perspective. Shea: "We draw the distinction between being in a racing series on a marketing level and on a technology level. Our CART involvement is a little bit more targeted in a non-consumer related way. We do a lot of technology expansion and safety work in CART. There still is a strong business reason for us to be there, but we're not quite as focused on the consumer marketing end as we are in engineering, technology and safety development." While Ford will not be using CART as a marketing vehicle after this season, Diamond offered some thoughts on the differences between CART and NASCAR: "In NASCAR, you are looking at a fan base that's more domestically loyal than what you would see in CART. All you have to do is walk the parking lot of any NASCAR race, and I would say probably 9 out of ten vehicles are either a Ford, GM or Chrysler product. But if you look at the demographics of who goes to a CART race, it's probably not too good a fit for us because there is a much higher proportion of foreign vehicles. ... If you look at it purely from a business level, you have to look at NASCAR as an asset versus CART as an asset. Given the size of the audience and the interest of the audience, NASCAR just presents a much broader opportunity for the use of selling our products and services."

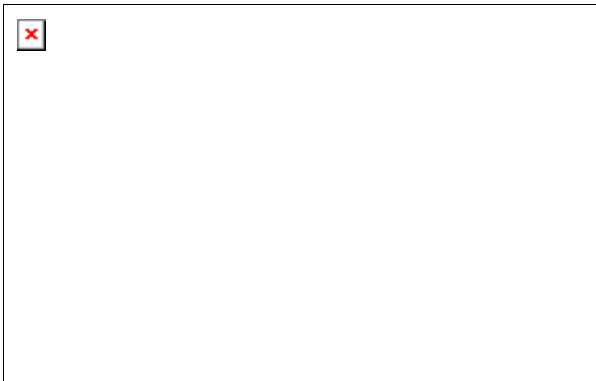
OVALS ALL THE TIME: In evaluating Ford's involvement in motorsports, Diamond said, "If you look at where NASCAR is today and how much it's grown in the past few years -- you can see it in the TV ratings, you can see it in the fact that now NASCAR is a 40-week sport -- and now when you go to the race track every seat is filled. From a return on investment and a marketing perspective, our dollars are

better spent being in NASCAR."

2) Bull Market? Red Bull Kicks Off U.S. Effort With Indy Tie

By [Tim Glase](#), Staff Writer, *The Sports Business Daily*

Red Bull, an energy drink available in almost all of Europe and many parts of North and South America, Africa and Australia, sold over one billion cans worldwide in '01, making the brand a market leader. With its European rollout complete, Red Bull has turned its marketing focus to the U.S., and the '02 racing season marks the beginning of the brand's official sponsorship of the IRL's Cheever Racing. During this weekend's Indianapolis 500, the Red Bull logo will have a significant presence, as Cheever Racing will field three entries for drivers -- Eddie Cheever, Tomas Scheckter and Max Papis -- capable of winning the prestigious U.S. open-wheel race. Meanwhile, Red Bull isn't the only energy drink in the IRL ranks, as rival Pit Bull serves as the sanctioning body's official energy drink and sponsors the Brayton Racing team.



Cheever Racing's Tomas Scheckter

LITTLE ON-SITE ACTIVATION: Winning sells energy drinks, or at least that's what Red Bull execs are banking on. Team Owner and driver Eddie Cheever said, "They want us to win races and be successful, which is a very pleasant change from what we have done in the past. Red Bull is a very particular company. Their strategy is very different from what you would see from a Coca-Cola or a Pepsi or a Budweiser. They have been very successful at launching their product all over the world using motorsports as their marketing medium, and they do not plan to deviate from that strategy." But there is very limited

activation around the sponsorship, except for the brand's on-track presence during motorsports events. Cheever: "We have done some promotions with them, but it's a lot more limited than what we have done with other companies in the past." Cheever was quick to point out, "I'm involved in one very special appearance, and it's called the Indianapolis 500." Meanwhile, Cheever did say that Red Bull is planning future promotions, which will be initiated in the offseason, but did not give details.

EUROPEAN BRANDING: Red Bull also has a major motorsports presence in Europe, most notably as a long-time sponsor of the Sauber Formula One team. But Red Bull's sponsorship has not been limited to just Formula One, as the company also has ties in F3000, Formula Renault, BMW Formula ADAC, Formula 3 and the GP1 motorcycle world championship. The objective of the brand's support is to promote the careers of younger talents and to support the disciplines which are less popular with the public -- a sign to race-car drivers and enthusiasts that Red Bull is not interested in short-term successes, but in building long-term partnerships. While Red Bull is also involved in sponsorship in action sports, Cheever noted racing is the cornerstone of the company's marketing plan. Looking ahead to the brand's U.S. efforts, Cheever said, "They are going to market the product exactly the same way they did it in Europe, but modify it for the American culture." But with the sizeable difference in popularity between American open-wheel racing and Formula One, which has a passionate following in Europe, one must wonder if Red Bull's IRL effort will reap the same rewards as its Formula One tie has. Cheever expressed confidence in the IRL's future, saying, "The IRL's business philosophy is now being embraced by a lot of people, and it is a lot easier to communicate the opportunity to companies than it was before. Now it's up to the racing teams and marketing companies to try to tailor that

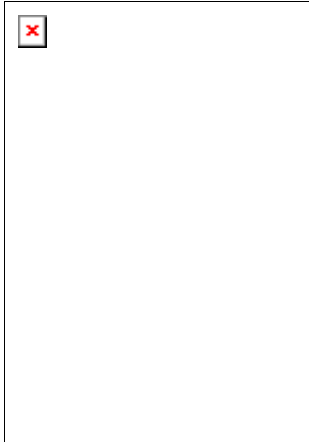
opportunity to try to fit their needs. The one consistent is that we have to be excellent executioners of our race plan and the public has to embrace what we're doing." Cheever's team also wears the logos of associate sponsor Lincoln Financial and Nissan Infiniti.

ACADEMIC REWARDS: Red Bull has also launched an initiative this year for U.S. drivers, who have the chance to be invited to the Red Bull Formula One Academy, a program that aims to train and develop talented U.S. drivers. Selected drivers will compete and train in Austria at Red Bull's expense. While on-track performance is important, part of the drivers' evaluation will also be based on marketability. Red Bull will then select four drivers to compete in various series in Europe. While Cheever is not involved in the day-to-day duties of the program, he said, "Their goal, over time, is to have an American Formula One team, and I think to make it successful, you are going to have to have an American driver."

3) What's In A Name? Sprint Hops In For A Ride With The Pettys

By [Tim Glase](#), Staff Writer, *The Sports Business Daily*

The national appeal of NASCAR's first family, the Pettys, was the main impetus in Sprint's decision to become associated with Petty Enterprises in '97 as primary sponsor of Adam Petty's efforts in various racing circuits while preparing for a Winston Cup career. While the company's original blueprint laid out plans to compete in Winston Cup full-time in '01, the tragic death of the 19-year-old Petty in '00 altered the company's strategy. However, Sprint remained committed to Petty Enterprises, and in '01, the No. 45 Sprint Dodge made its first Daytona 500 appearance with Adam's father, Kyle, driving for the team.



Kyle Petty

ALL IN THE FAMILY: Sprint Dir of Corporate Sponsorship Marketing Brian Dunmore told THE DAILY recently: "We really made a decision to get more involved with the Petty family than to get involved in NASCAR. One of the reasons for that is just the incredible exposure that the Pettys get, both from a media standpoint and because they are affiliated with an A-list of other corporate sponsors, including Coca-Cola and General Mills." AT&T's status as an official sponsor of NASCAR also was motivation for Sprint to take the team route. Dunmore said, "We felt that the place to invest in NASCAR was with a team. NASCAR is cluttered with team sponsors and NASCAR sponsors and track sponsors. It's pretty evident that the real affinity in NASCAR is with the teams. With any NASCAR team sponsorship, you get such great brand exposure and that's clearly an objective."

TARGETING THE SPRINT USER: One of the objectives for Sprint's sponsorship is to attract consumers aged 25-54, especially the high-end multiple-communications device user, people who have both long distance and a wireless phone, small business owners and telecommuters. Sprint also uses its sponsorship to help its business units meet their business objectives, both from a promotional and business-to-business standpoint. Sprint continues to run various consumer-based racing promotions through its three divisions -- global markets, local and wireless. In the near future, Sprint PCS will offer a Petty-themed virtual prepaid phone card, which can be purchased on the company's Web site. Meanwhile, Sprint utilizes the b-to-b aspect with at-track hospitality and off-track appearances with Kyle Petty. Dunmore said Sprint has also used the Richard Petty Driving Experience "very effectively as a customer entertainment and hospitality event, where we take smaller groups of customers to the experience." Sprint also leverages its team connection via a considerable amount of hospitality events at NASCAR races for its customers, retailers and vendors.

LOOKING TO EXPAND ITS EFFORTS: While Sprint has yet to do a great deal of joint marketing or efforts with vendors or retailers to date, Dunmore said, "That's something we might do more of going forward." Dunmore: "The number one thing they want is access to the Pettys. They recognize the value that Richard and Kyle bring and help them appeal to NASCAR fans." One such partnership with vendors included a one-race deal between Sprint, Samsung and RadioShack during the April 7 Winston Cup Samsung/RadioShack 500 at Texas Motor Speedway, which Dunmore said "coincided with the heavy promotion period of Sprint/Samsung phones in RadioShack stores during the March to April time frame." Under the deal, Petty's No. 45 Dodge carried the Samsung and RadioShack logos. Kyle Petty also did a store appearance before the race, which RadioShack supported with advertising. Meanwhile, Sprint's show car program makes appearances at its top retailers and vendors.

GEOGRAPHIC ROOTS: Though NASCAR has grown beyond its Southeastern roots, Dunmore said that the Southeastern core of the sport is a good match for its local telecom division, which is concentrated in the Southeast. But Dunmore added that the sponsorship still has a national scope, saying, "In order to make it a corporate sponsorship, it really has to be a national appeal." Dunmore: "Seeing the diversification of the sport, seeing the growth of the sport nationwide across different demographic groups was the element that convinced us to get involved in NASCAR. But while it is a national sponsorship, it does have an appeal to one of our divisions given its regional focus."

ON-AIR AD BUY: Beginning last season, the Sprint PCS division bought ad time on NASCAR TV partners Fox and NBC, and the creative that is currently running features Kyle and his wife, Patti. Dunmore said that the impact of NASCAR's new TV deal with Fox and NBC/Turner, now in its second season, has exceeded the company's expectations. Dunmore: "I think we all anticipated that the TV audience would be greater than it was prior to the network deal. But we certainly didn't foresee just how much that audience has grown and also how it's sustained going into this year. With that, and with the continued marketing by NASCAR and the teams, what we're really pleased with is the greater diversification of the NASCAR audience that we've seen over the last five to seven years, but I think the TV package has really accelerated that, so that there are more of our target customers who are now NASCAR fans. What you're seeing with the TV package is that a lot of viewers who maybe were casual NASCAR fans are now becoming hard-core NASCAR fans, and that's been really good for us."

MEASUREMENT: In measuring the success of Sprint's sponsorship, Dunmore said, "There is some direct revenue that we derive from this sponsorship. For example, Petty Enterprises and affiliated companies use Sprint products and services, so we can look at that. We also look at how much promotional revenue has been derived. In other words, when business units are taking these assets and putting them into promotions, how much business did they get from that? We'll look at the hospitality efforts, and we look at how much revenue is represented by customers and prospective customers at those events. And we look at the brand building aspect, the amount of exposure and impressions and put a value against that." Dunmore said that Sprint is evaluating its business relationship with the Petty family with its deal set to expire, adding, "What the Petty deal represents and the value of their enduring appeal and the growth of NASCAR has definitely exceeded our expectations, and for those reasons, it certainly makes the sponsorship very valuable to us. But we're currently in the process of evaluating whether it makes sense to go forward."

4) License To Drive: NASCAR Enjoying Its Own Youth Movement

By [Tim Glase](#), Staff Writer, *The Sports Business Daily*

This year's Winston Cup campaign resembles the young and the restless, as the top stock car racing series has become a stage for a youth-infused movement that promises to change the face of the

sport. In the first 11 races decided this season, seven have been won by drivers 31 and under. While 26-year-old rookie Jimmie Johnson took Lowe's Home Improvement to the winner's circle in California, 23-year-old sophomore Kurt Busch put his Rubbermaid-Sharpie Ford in victory lane at Bristol, and the 24-year-old Ryan Newman's Alltel Ford was the first one to the checkered during The Winston last week. Their youthful vigor and immediate success is no doubt attractive to advertisers coveting the 18-34 demographic, and marketing execs are studying what this new youth-dynamic means to the future of the sport.



Ryan Newman Celebrating His Victory In The Winston

THE KIDS ARE ALRIGHT: CMI Cotter Group Managing Dir Tom Cotter said, "We've been involved in a number of sponsor, driver, team marriages. I would say, until recently, sponsors didn't want to explore younger drivers. In the past, sponsors have been afraid of young drivers, because young drivers crash a lot and they have no fear, which can be good or bad." But Camp & Associates President Larry Camp, whose company handles PR for young, up-and-coming Busch Series regulars Ashton Lewis Jr. and Kevin Grubb, as well as Winston Cup veteran Bobby Labonte, points out, "That these drivers have

come along and are winning right out of the box is testament to the fact that the sport in general has changed." Hawk Sports Management President and former Dale Earnhardt Inc. CEO Don Hawk said, "There's been a little culture change in attitude, and some sponsors are really willing to tolerate a younger driver that's a little more vocal and aggressive than years ago." Veteran driver Johnny Benson said, "I think the only people who look at the age are the sponsors. They want to get a guy they can build a program around. I can't blame them for that as long as the driver is talented."

IS IT SAFE? Cotter is pleased that corporate sponsors are starting to feel more comfortable with younger drivers. Cotter: "Traditionally, it's been much safer to go with a tried-and-true veteran. I've never been in favor of that, because there are some guys who just are not good drivers, but they go from one team to the next because they are safe and they won't embarrass the sponsor. The problem with that is the sponsorship just goes nowhere, it's like in a purgatory. The team will finish every week in 24th place, but what good is that? A company is not spending as much money as they are to come home in 24th place." But the future of NASCAR is in the hands of these younger drivers. Camp: "Certainly there is an aging out of the veteran drivers right now -- some in various stages, and some more advanced than others. Certainly there has been an influx of great new talent, and that talent is at a much more advanced level competitively than perhaps ever before in our sport. We've got young kids that started their career, literally, at five-years-old, as opposed to those, like Dale Jarrett, who started later in life, at 18, 19 years old." Cotter added, "These are young drivers, but they're certainly not new drivers. They're veterans, and they are coming to NASCAR with a career's worth of experience."

LONG-TERM PLANNING: While Johnson, Newman and others have had considerable success this year, not every young driver entering NASCAR is going to find smooth driving conditions. Hawk acknowledged that young drivers are under a great deal of pressure because of the success of drivers like Busch. Hawk: "It's made it easy to sell to a sponsor that it can happen in this young age. But it puts a whole lot of pressure on the young driver, because if that driver goes a year without winning when drivers like Johnson have made it look easy, you almost wonder if a sponsor will say, 'Man, did we pick the wrong one?'" Cotter said sponsoring a young driver should be viewed as an investment: "Companies are now realizing that they are investing in the future, that they don't have to show a return on the investment with great performance on the track next month or this quarter, but maybe in the next two years they might start seeing something." Nonetheless, Hawk added, "There's an appeal to certain

companies to get the young-looking, clean-cut, well-spoken guy. Some companies want a guy that's maybe just a hair on edge, and not afraid to voice his opinion with his mouth or the nose of his race car."

OH, BEHAVE! The maturity factor still weighs on corporate America's decision-making when it comes to supporting NASCAR teams and drivers. Hawk noted that despite the new youth element, "There are some companies that will take track record over youth because it's an awful lot of money to spend. ... Young drivers haven't closed up the door to the experienced driver who's married and has two kids." Cotter added, "For veterans, sponsors have been much more easy to get than if you are some young guy that's just being given a shot; that's a tough sell." Camp noted, "Most sponsors just want to win in their respective marketplace. We have a very diverse base of sponsors, and the key for them is whether or not that racing team and that driver will win for them, and a lot of times that's off the race track just as well as it is on the race track. There's several factors in the equation, and it's not just a question of, 'Oh, we want a young driver.'" Meanwhile, Cotter said that while the 18-34 demo is the jewel for most companies, sponsors shouldn't be too quick to neglect the older consumers. Cotter: "There are people that are older than 30 that still are watching races and they have billions of dollars worth of consumer power in their hands."

ONE FOR THE AGES: The following lists the average age of regular drivers in NASCAR, Formula One, CART and the IRL over the last four years.

	2002	2001	2000	1999
FORMULA ONE	27.9	27.4	28.5	28.9
CART	30.0	30.3	30.0	30.1
INDY RACING LEAGUE	32.9	33.6	32.7	34.1
NASCAR WINSTON CUP	36.8	35.9	38.9	38.5

5) Number Crunchers: Tracking The Auto Racing Fan

Scarborough Sports Marketing surveys respondents about their interest in different sports leagues. The following details the demographic breakdown among somewhat or very avid fans for CART, IRL and NASCAR. For example, 13.7% of CART's fans are between the ages of 18-24, and therefore a CART fan is 13% more likely to be aged 18-24 than the general population. Data was collected among 200,000 respondents between February '00 and March '01 (*Scarborough Sports Marketing*).

SCARBOROUGH SPORTS MARKETING DEMOS: CART, IRL AND NASCAR

DEMOGRAPHIC	CART		IRL		NASCAR	
	%	INDEX	%	INDEX	%	INDEX
AGE						
18 - 24	13.7%	113	10.7%	88	12.3%	102
25 - 34	20.8%	110	17.3%	92	20.7%	109
35 - 44	25.4%	118	23.5%	109	24.4%	102
45 - 54	20.3%	107	19.9%	105	19.3%	103
55 - 64	11.2%	94	13.2%	111	11.9%	101
65+	8.6%	52	15.4%	93	11.5%	69

GENDER

Men	79.0%	164	68.1%	141	66.2%	137
Women	21.0%	41	31.9%	62	33.8%	65

EDUCATION

Less than HS Graduation	9.8%	96	9.6%	94	9.8%	96
High School Graduation	34.2%	109	33.7%	108	36.9%	117
Some College (1-3 Years-Not Graduate)	36.3%	100	38.1%	105	36.4%	101
College Grad (4+ years)	19.7%	88	18.7%	83	16.9%	77

EMPLOYMENT STATUS

Employed Full-Time (35 hours +)	66.5%	121	59.5%	109	64.5%	115
White Collar	46.1%	98	43.8%	93	45.5%	97
Blue Collar	32.4%	149	28.1%	129	29.9%	137
Professional/Managerial	22.1%	98	20.4%	90	20.6%	92

RACE

White	86.6%	105	88.0%	106	88.4%	107
Black/African-American	8.2%	67	7.7%	63	7.4%	61
Asian	2.1%	86	1.7%	71	1.4%	61
Other Race	3.1%	119	2.6%	98	2.8%	109
Spanish/Hispanic Origin	12.7%	105	9.4%	78	8.0%	67

HOUSEHOLD INCOME

<\$25,000	12.1%	79	13.4%	88	14.6%	85
\$25,000 - \$49,999	37.5%	100	38.2%	101	40.0%	105
\$50,000 - \$74,999	22.0%	109	22.2%	111	21.3%	111
\$75,000+	28.4%	105	26.2%	97	24.2%	95

KIDS IN HH:

None	54.9%	94	59.5%	102	56.0%	96
One	19.4%	112	17.1%	99	18.4%	107
Two or More	25.7%	106	23.4%	96	25.6%	104

6) Consumer Reports: NASCAR Fans Step Up To The Bar

The following examines the beer and soft drink consumption habits among those who declared themselves somewhat or very avid NASCAR fans. Also provided is data on the frequency with which these NASCAR fans frequent fast food and sit-down restaurants. Data was collected among over 200,000 adults between February '00 and March '01 (*Scarborough Sports Marketing*).

BEER, SOFT DRINK AND FAST FOOD CONSUMPTION AMONG NASCAR FANS

BEER CONSUMPTION (PAST 30 DAYS)	%	INDEX
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Any beer (excluding non-alcoholic)	51.8%	119
Any domestic light beer	36.0%	133
Any domestic regular beer	31.2%	127
Any imported beer	20.2%	98

For example, 36.0% of somewhat or very avid NASCAR fans have consumed a domestic light beer within the past 30 days and therefore are 33% more likely to have consumed that type of beer compared to the general adult population.

SOFT DRINKS, JUICES, TEAS, ETC. (PAST SEVEN DAYS)	%	INDEX
Diet Soft Drinks	41.1%	100
Regular Soft Drinks	72.4%	112
Sports Drinks	25.8%	136
Bottled Tea Drinks	26.1%	107
100% Fruit Juice in bottle or can	39.2%	97
Other Bottle Fruit drinks	29.7%	107
Coffee	45.7%	102
Bottled Water	50.0%	104

For example, 72.4% of somewhat or very avid NASCAR fans have consumed a regular soft drink in the past seven days, which measures 12% higher than the general adult population.

# TIMES AT FAST FOOD RESTAURANT (PAST 30 DAYS)			# OF TIMES AT A SIT-DOWN RESTAURANT (PAST 30 DAYS)		
	%	INDEX		%	INDEX
None	4.5%	54	None	10.1%	83
1-2 times	10.8%	71	1-2 times	23.8%	91
3+ times	84.7%	111	3+ times	66.2%	107

For example, 84.7% of somewhat or very avid NASCAR fans have attended a fast food restaurant 3+ times in the past 30 days, and are therefore 11% more likely than the general adult population to fall within that category.

NASCAR Fans Buy Domestic And Love Their Trucks

The following tracks automobile ownership among domestic and foreign subcategories among somewhat or very avid NASCAR fans (*Scarborough Sports Marketing*).

DOMESTIC	%	INDEX	FOREIGN	%	INDEX
Subcompact	8.8%	148	Subcompact	10.3%	85
Compact	20.0%	112	Compact	12.0%	79
Mid-size	26.1%	115	Mid-size	5.8%	72
Large	9.7%	112	Large	0.5%	86
Luxury	6.4%	104	Luxury	4.4%	71
Trucks	38.5%	158	Trucks	6.2%	130
Vans	16.2%	113	Vans	1.2%	64

Sport utility	18.3%	121	Sport utility	5.2%	92
Other	0.2%	126	Other	0.0%	16

For example, 38.5% of NASCAR fans own a domestic truck and are 58% more likely compared to the general adult population to own such a vehicle.

7) IRL Features 20 Sponsors And Three New Partners Signed In '02

The following offers a comprehensive list of corporate sponsors of the IRL. Sponsors are categorized as either Official Sponsors or Contingency Award Sponsors. Official Sponsors have category exclusivity and are signed on a yearly basis. Contingency Award Sponsors offer an award per race on a race-to-race basis, and the award may vary according to the race. Only cars displaying the Contingency Award Sponsor's decal and/or using their product are eligible for the award. For example, the Robert Bosch Corporation offers \$2,000 per race to highest finishing team using Bosch spark plugs. The prize is increased to \$27,500 at the Indy 500. Sponsorship benefits are tailored to the individual partners, and may include use of marks and logos, hospitality opportunities, radio and TV promo spots, exposure with teams and tracks and mention on the official league Web site. For future sponsorship opportunities, please contact Assistant VP/Marketing Partnerships Jeff Fernandez at (317) 492-5039.

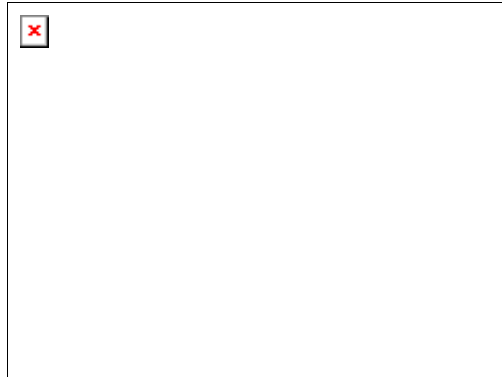
PARTNER	CATEGORY	PARTNER SINCE
Featherlite Trailers	Trailer	1996
Holmatro	Safety Equipment Supplier	1996
Keco Coatings	Contingency Award Sponsor	1996
Klotz Special Formula	Contingency Award Sponsor	1996
Lincoln Electric	Welder	1996
MBNA Motorsports	Affinity Card/MBNA Pole Award	1996
Robert Bosch Corp.	Contingency Award Sponsor	1996
Coors Brewing/Coors Light	Beer/Coors Pit Stop	1998
Delphi Automotive Systems	Electronics Provider	1998
Firestone	Tire/Contingency Award Sponsor	1998
General Motors/Chevrolet	Pace Vehicle & Safety Vehicle	1998
PerkinElmer	Instrument Supplier/Fuel Certification	1998
WorldCom	Communications Company	1998
Safety-Kleen	Environmental Service Company	1999
Creative Communications	Contingency Award Sponsor	2001
Earl's Indy	Contingency Award Sponsor	2001
Maurice Lacroix Swiss Watches	Watch	2001
Bombardier	Business Aircraft/Rookie of the Year Award	2002
Pit Bull	Energy Drink	2002
Reebok Int'l	Clothier	2002



8) NASCAR Using Multiple Media Platforms To Promote Brand

By [Schuyler Baehman](#), Senior Staff Writer, *The Sports Business Daily*

NASCAR and iN Demand formally announced a three-year partnership in April to develop "NASCAR In Car on iN Demand," which will offer a multi-channel TV package to complement broadcasts of NASCAR Winston Cup races. The service is set to launch June 16, and NASCAR Managing Dir of New Media Jeffrey Pollack said that NASCAR tested the new programming during The Winston at Lowe's Motor Speedway earlier this month and said the eight-car testing "went very well." Pollack: "We're right on track for a national launch on June 16." The digital cable service, which is a season-long package and not a pay-per-view, race-by-race service, offers seven channels — one with a simulcast of the race, one featuring real-time race statistics and a leaderboard and five channels dedicated to views from in-car cameras with live team audio and real-time car data displayed on animated dashboards. The '02 season will cost \$99 and will be available for the June 16 Michigan 400 as a free preview. The package next season will include all 36 Winston Cup points races. The in-car camera channels will use the feed from the main broadcaster of the race, either Fox/FX or NBC/TNT. Therefore, when the main race broadcast goes to a commercial, all of the "NASCAR In Car On iN Demand" channels will also break. Accordingly, ad inventory will continue to be sold by the networks. Pollack: "This package is a first for NASCAR and a good experience for our fans, drivers, teams, tracks and sponsors."



NASCAR.com's TrackPass

LOGGED ON: Meanwhile, Pollack said the governing body is pleased with its Internet partnership with Turner Sports Interactive, as the two relaunched NASCAR.com in February in an effort to appeal to users on a daily basis. Pollack: "NASCAR.com has never looked better, and Turner has done a great job with the redesign. All of the feedback that we have heard from fans, partners and everyone throughout the industry is very positive." Pollack added the TrackPass feature — a pay service offering enhanced

multimedia that currently has about 53,000 subscribers — "is an excellent value for NASCAR fans who want to experience the full range of multimedia NASCAR.com has to offer, and its early success affirms the potential and inevitability of the Internet subscription model." But Pollack emphasized that TrackPass, like the iN Demand product, complements NASCAR's free media offerings: "There will always be a wealth of free content available through NASCAR.com just as there will always be races for free on free TV." For user numbers on NASCAR.com, please see #11.

THE FREQUENCY: On another media front, XM Satellite Radio debuted its 24-hour NASCAR Radio channel February 12, the only channel dedicated to a single-sport on the service. The channel is part of the basic tier of XM programming, which is available for \$9.95 per month after start-up subscription and equipment costs of around \$200. Content includes race coverage of the Winston Cup, Busch and Craftsman Truck series, as well as shoulder programming. XM exceeded most Wall Street analyst expectations for Q1 subscriber growth, ending with more than 76,000 total subscribers as of March 31. Pollack said part of the success can be attributed to its NASCAR programming: "NASCAR is a proven

brand builder for media companies. We've helped increase distribution for FX. NASCAR TV has helped Speed Channel become the fastest growing sports cable network. And XM, like iN Demand, has recognized that NASCAR content is an important asset for them as well."

9) Winston Cup Season-To-Date Nielsen Ratings

The following presents Nielsen ratings for Winston Cup races season-to-date. Also included are ratings the remaining '02 races received in '01 and '00. Ratings are for the same race locations as last year, although some of the title sponsors have changed. For example, this year's Subway 400 compares to last year's Dura-Lube 400, both of which were raced at North Carolina Speedway. Fox' seven-race coverage is averaging a 6.2/15. Meanwhile, FX' two-race coverage is averaging a 4.1.

DATE	RACE	'02		'01		'00	
		NET	RAT/SHR	NET	RAT/SHR	NET	RAT/SHR
2/10	Budweiser Shootout	TNT	4.1/9	Fox	4.8/12	CBS	3.8/11
2/17	Daytona 500	NBC	10.9/26	Fox	10.0/24	CBS	8.4/22
2/24	Subway 400	Fox	6.3/15	Fox	8.2/19	TNN	5.2/12
3/3	UAW-DaimlerChrysler 400	Fox	6.4/13	Fox	6.5/13	ABC	4.0/10
3/10	MBNA America 500	Fox	6.0/15	Fox	6.7/17	ABC	5.7/15
3/17	Carolina Dodge Dealers 400	Fox	5.8/14	Fox	6.1/15	ESPN	4.6/10
3/24	Food City 500	Fox	6.2/16	Fox	6.2/15	ESPN	4.9/12
4/7	Samsung/RadioShack 500 (delay)	Fox	3.3/8	Fox	7.0/18	CBS	6.0/15
4/8	(Race on Monday)	FX	2.1/7				
4/14	Virginia 500	FX	4.5/11	Fox	5.4/15	ESPN	4.8/11
4/21	Aaron's 499	Fox	7.0/16	Fox	6.4/17	ABC	5.3/14
4/28	NAPA Auto Parts 500	Fox	5.9/13	Fox	5.4/14	ABC	4.2/12
5/4	Pontiac Excitement 400 (delay)	FX	4.1/7	FX	4.0/8	ESPN	3.5/7
	(Race on Sunday)	FX	4.1/11				
5/18	The Winston	FX	4.1/8	FX	3.7/9	TNN	3.5/7

DATE	RACE	'01		'00	
		NET	RAT/SHR	NET	RAT/SHR
5/27	Coca-Cola 600	Fox	5.3/11	TBS	4.3/9
6/3	MBNA Platinum 400	Fox	4.8/13	TNN	4.2/11
6/10	Kmart 400	FX	4.8/13	CBS	4.4/13
6/17	Pocono 500	Fox	4.4/12	TNN	1.7/5
6/24	Dodge/Save Mart 350	Fox	5.0/13	ESPN	4.6/10
7/7	Pepsi 400	NBC	6.1/13	CBS	5.2/12
7/15	Tropicana 400	NBC	5.6/14	N/A	
7/22	New England 300	TNT	5.2/12	TNN	4.5/12
7/29	Pennsylvania 500	TNT	5.2/13	TBS	4.2/11
8/5	Brickyard 400	NBC	6.2/16	ABC	3.7/10
8/12	Global Crossing @ The Glen	NBC	4.7/13	ESPN	3.8/10

8/19	Pepsi 400	TNT	4.2/9	ESPN	4.1/10
8/25	Sharpie 500	TNT	4.1/8	ESPN	3.7/7
9/2	Mountain Dew Southern 500	TNT	4.4/12	ESPN	2.8/6
9/8	Chevy Monte Carlo 400	TNT	3.5/6	ESPN	3.4/6
9/23	MBNA Cal Ripken Jr. 400	NBC	4.5/10	TNN	3.2/7
9/30	Protection One 400	NBC	4.7/11	N/A	
10/7	UAW-GM Quality 500	TNT	2.7/5	TBS	3.4/7
10/15	Old Dominion 500	TNT	1.5/5	ESPN	2.9/7
10/21	EA Sports 500	NBC	4.8/11	ESPN	3.9/9
10/28	Checker Auto Parts 500	NBC	4.0/9	TNN	2.8/6
11/4	Pop Secret 400	TNT	3.6/8	TNN	3.1/7
11/11	Pennzoil 400	NBC	3.8/9	NBC	3.6/8
11/18	NAPA 500	NBC	3.9/10	ESPN	2.0/7
11/23	New Hampshire 300	NBC	3.2/9	TNN	3.1/7

10) Busch Grand National Season-To-Date Nielsen Ratings

The following presents Nielsen ratings for the '02 Busch Grand National races season-to-date. Also included are ratings the remaining '02 races received in '01 and '00. Ratings are compared to the same race locations as last year, although some title sponsors have changed. For example, this year's Aaron's 312 held at Talladega is compared to last year's Subway 300 held at Talladega. Fox' four-race Busch coverage is averaging a 2.4/7. On FX, the seven-race coverage is averaging a 1.6/ (1,250,000 HHs).

DATE	RACE	'02		'01		'00	
		NET	RAT	NET	RAT	NET	RAT
2/16	EAS/GNC Live Well 300	TNT	2.7	Fox	3.2	CBS	3.2
2/23	1-866RBCTerm.com 200	Fox	2.3	FX	1.8	TNN	1.2
3/2	Sam's Town 300	FX	2.0	FX	1.8	ESPN2	1.6
3/16	DarlingtonRaceway.com 200	FX	1.6	FX	1.3	ESPN	1.5
3/23	Channellock 250	FX	1.8	FX	1.8	ESPN	1.6
4/6	O'Reilly 300	Fox	2.4	Fox	2.6	CBS	1.6
4/13	Pepsi 300	FX	1.5	FX	1.2	TNN	1.2
4/20	Aaron's 312	Fox	2.5	Fox	2.1	ESPN2	1.6
4/27	Auto Club 300	Fox	2.4	Fox	1.7	ESPN	1.4
5/3	Hardee's 250	FX	1.7	FX	1.2	ESPN2	1.3
5/11	Busch 200	FX	1.3	FX	0.9	TNN	1.6
5/19	Stacker 2 200	FX	1.6	FX	1.3	ESPN	1.5

DATE	RACE	'01		'00	
		NET	RAT	NET	RAT
3/10	Aaron's 312 (Atlanta)	FX	1.7	ABC	2.1
5/26	CARQUEST Auto Parts 300	Fox	1.9	TBS	1.4
6/2	MBNA Platinum 200	FX	1.7	TNN	1.3
6/16	Outback Steakhouse 300	FX	1.2	N/A	

7/1	GNC Live Well 250	FX	1.8	CBS	1.4
7/8	GNC Live Well 200	TNT	1.2	ESPN	1.5
7/14	Sam's Club presents the Hills Bros. Coffee 300	NBC	2.2	N/A	
7/21	CARQUEST Auto Parts 250	TNT	1.2	TNN	1.0
7/28	NAPA Auto Care 250	NBC	1.8	ESPN2	0.6
8/4	Kroger 200	TNT	1.6	ESPN	1.0
8/18	NAPAOnline.com 250	TNT	1.5	ESPN	1.1
8/24	Food City 250	TNT	1.4	ESPN	1.1
9/1	South Carolina 200	TNT	1.4	ESPN	1.0
9/7	Autolite FRAM 250	TNT	1.5	ESPN2	1.1
9/22	MBNA.com 200	TNT	1.1	TNN	1.1
9/29	Mr. Goodcents 300	NBC	1.5	N/A	
10/6	Little Trees 300	TNT	1.1	TBS	1.0
10/14	Sam's Town 250	NBC	2.6	TNN	0.8
10/27	Outback Steakhouse 200	TNT	1.4	TNN	0.6
11/3	Sam's Club 200	TNT	1.4	TNN	0.8
11/10	GNC Live Well 300	NBC	1.6	NBC	1.6

NOTE: The Busch race in Atlanta will occur later this season.

11) NASCAR.com Users Race Home For Checkered Flag

The following tracks the monthly unique audience and average time spent per person at NASCAR.com. Also provided is the percent change month-to-month for the site. Here, unique audience represents the total number of home and work Internet users who have accessed NASCAR.com at least once each month. Average time spent reflects the average amount of time a user spent at NASCAR.com for that month. For April '01-March '02, the data is based on a sample size of 62,000 Internet users with access at home and 8,000 users with access at work. For April '02, there are 50,000 panelists at home and 7,000 panelists at work (*Nielsen//NetRatings*).

USAGE STATISTICS FOR NASCAR.com (APRIL '01-APRIL '02)

MONTH	UNIQUE AUDIENCE		AVERAGE TIME SPENT (HH:MM:SS)	
	(000s)	% +/-		% +/-
April '01	2,852	--	0:26:46	--
May '01	2,746	-3.7%	0:21:46	-18.7%
June '01	2,600	-5.3%	0:26:42	22.7%
July '01	3,204	23.2%	0:31:08	16.6%
August '01	2,990	-6.7%	0:27:47	-10.8%
September '01	2,956	-1.1%	0:28:51	3.8%
October '01	2,758	-6.7%	0:35:55	24.5%
November '01	2,598	-5.8%	0:27:23	-23.8%
December '01	1,469	-43.5%	0:17:17	-36.9%
January '02	1,884	28.3%	0:19:04	10.3%

February '02	3,245	72.2%	0:35:35	86.6%
March '02	3,708	14.3%	0:27:55	-21.5%
April '02	3,728	0.5%	0:29:18	5.0%

**TOP TEN SPORTS SITES: APRIL '02
(WORK AND HOME USERS)**

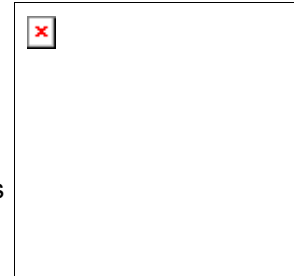
RK BRAND OR CHANNEL	UNIQUE AUDIENCE	AVERAGE TIME SPENT (HH:MM:SS)
1) ESPN	11,718	1:12:11
2) Yahoo! Sports	6,339	1:13:19
3) MLB.com	6,067	0:26:31
4) SportsLine.com	5,996	0:40:16
5) CNN.com	4,965	0:17:33
6) NFL Internet Network	4,446	0:15:49
7) NASCAR.com	3,728	0:29:18
8) NBA Internet Network	2,718	0:16:31
9) FansOnly	2,386	0:12:40
10) sportingnews.com	1,682	0:21:07



12) CART Hopes New Joint Venture Model Helps Build Its Brand

By [Tim Glase](#), Staff Writer, *The Sports Business Daily*

As CART proceeds with its 23rd season since its inception in '79, the sanctioning body is taking one of its most aggressive steps in an effort to better control the presentation of its product to increase the brand awareness of the open-wheel series while aiming to secure its longterm financial stability. CART events have traditionally been promoted by race promoters, such as IMG and Dover Motorsports. But new CART President & CEO Chris Pook has been making some dramatic changes in the organization since he took the reins last December, and the former promoter of one of CART's most successful events, the Grand Prix of Long Beach, has directed the sanctioning body to develop a new joint venture business model in which CART is co-promoting some of its races starting this year.



HELLO, CLEVELAND! The first event using this model will be the July 14 Marconi Grand Prix of Cleveland, which has been promoted by IMG, who will share those duties this year. CART events in Denver and Miami will also be use this new business model, and the sanctioning body is currently negotiating to utilize the structure at three other venues this season. CART VP/Joint Venture Operations Rena Shanaman said, "We feel that the joint venture model allows CART to leverage its own assets probably in a more effective way than the promoters could do on their own. This step could also give us a little more control or influence over how the CART brand is being presented and packaged for the public's consumption. It will allow us to have greater success in introducing CART to a larger number of people and making the brand more familiar within the markets that we race."

BETTER BUSINESS? CART is certainly banking on the new business model helping the company reassure Wall Street on its long-term viability, and while its stock price was trading as high as \$35 in mid-'99, the stock has hovered anywhere from \$13.40 to \$17.00 since news of the joint promotion broke early this year. Another key objective of the new model is to have the CART brand more closely associated with the event. Shanaman: "Rather than the residents and people in the Cleveland area just thinking about the event being the Cleveland Grand Prix weekend, it's the CART Cleveland Grand Prix weekend." Speaking of the Cleveland event in July, Shanaman added, "All the advertising and collateral materials that are being put out into the marketplace is being reinforced as being a CART event and an IMG Motorsports event. There is some CART advertising, including TV spots and print ads that will be integrated with the specific event advertising." CART also plans to use more of its drivers and team owners for appearances and bring in show cars, which Shanaman said are resources CART "has not utilized to our best advantage in the past." While the race promoters have traditionally been focused on the local marketplace, Shanaman said the new model will allow CART to leverage its marketing platform "as a global force to hopefully introduce some of the companies we do business with into these local markets where we have a joint venture position."

GENESIS OF THE IDEA: The joint venture model was actually conceived by some of CART's race promoters, with IMG the first to negotiate such an arrangement. But Shanaman noted CART brings a different objective and new energy to some of these events, saying, "In a market like Cleveland, the race has been around for 20 years, and IMG is a well-established worldwide business based in the Cleveland area. By CART coming in, it's kind of awakened more interest from the business community and helped them realize that the Cleveland race is not something for them to take for granted, especially with the economic impact that CART brings to town with its events. Now that we are a joint venture partner, we're able to help community leaders understand that there are many markets that would like to have a CART race. Perhaps the leaders will take a greater appreciation or understanding of the value of having a CART race and be willing to step up and support the race in a greater way than they have in recent years."

PIECES IN PLACE FOR SUCCESS? Because race promoters like IMG have been promoting CART events for years, the wheels are already in motion when it comes to each of their events. In looking at how CART's increased role will be implemented, Shanaman said, "We are not in there to completely turn that operation upside down. There's an awful lot of experience and an awful lot of visibility of each of our promoters have, and we're not going to go in and absolutely insist that we do X and they Y. We meet with the promoter and assess where CART can each be most effective in improving the results of the race and go down the road doing that. Each of those meetings is going to be individualized for the respective promoter." Shanaman also said, "What we're trying to do is create a win-win situation where CART can successfully stage races in each of its markets, and working together with the promoter in that market really creates some successful events that will help build awareness and generate successful financial results for both the promoter and for CART."

DETAILS: While some promoters in the past have criticized the amount of CART's sanctioning fee, the new joint venture means that the fees for promoters willing to cede some control to CART have been reduced. Despite the drop in sanctioning fees, Shanaman added, "We have great confidence in our ability over the long-term to be successful in our efforts and then realize the profits down the road. While it would appear there is a reduction right now, over a three-five-six-year period we feel that there would be a greater financial benefit to CART by following such a model." Sanctioning fees are expected to range from \$43-44M for this season's 18 events. In '01, CART collected sanctioning fees totaling \$47.2M over 20 races. Meanwhile, not every race will be co-promoted by CART. Shanaman: "Where we have races that the promoter feels and CART feels are just fine on their own, and they really are not interested in having CART come in and share ownership over the long term, those races are continuing to do what they have done. We have several domestic races that are not joint ventures, and they will continue to not be joint ventures. But where there is interest, both on CART's part and the

promoter's part, we are evaluating and negotiating such agreements." Shanaman added that races in neither Mexico City nor Japan are joint ventures, but CART events in the U.K. and Germany are likely to be a joint venture. Meanwhile, CART will solely promote the July 7 Grand Prix of Chicago. The race had been in limbo after Chicago Motor Speedway (CMS) suspended operations in February when speedway officials were unable to renegotiate CART's sanctioning fee, which reportedly was \$4-6M. Instead of CMS paying CART a sanctioning fee to host the event, CART will now pay CMS a fee to use the facility. But Shanaman said of CART promoting races, "I don't foresee necessarily that CART will look to take a lot of events in-house. You can't just come up with a generic plan that will work in each and every market. The reason we created this joint venture operations division is to more closely work with promoters in individual markets."

13) Motorsports Marketwatch: Greensboro And Indianapolis Tops

Scarborough Sports Marketing surveys respondents about their interest in different sports leagues. The following details market-by-market fan avidity for CART, IRL and NASCAR. For example, 36.1% of respondents in Greensboro are somewhat or very avid NASCAR fans, thus Greensboro residents are 116% more likely to be somewhat or very avid NASCAR fans compared to the general population. The data was collected among 200,000 respondents from February '00 to March '01 (*Scarborough Sports Marketing*).

SCARBOROUGH MARKET-BY-MARKET BREAKDOWN OF FAN AVIDITY (CART, IRL AND NASCAR)

CART

RK MARKET/DMA	%	INDEX
1) Indianapolis	13.1%	229
2) Grand Rapids/Kalamazoo/Battle Creek	9.7%	170
3) Dayton	8.5%	149
4) Sacramento/Stockton/Modesto	8.2%	144
5) Dallas/Fort Worth	8.1%	142
t5) Fresno/Visalia, CA	8.1%	142
7) Tucson	8.0%	140
t8) Columbus	7.6%	134
t8) Toledo	7.6%	133
t8) Phoenix	7.6%	132

IRL

1) Indianapolis	26.3%	262
2) Dayton	16.7%	166
3) Toledo	15.8%	158
4) Des Moines/Ames	15.4%	154
5) Flint/Saginaw/Bay City	15.3%	152
6) Grand Rapids/Kalamazoo/Battle Creek	15.1%	150
7) Fresno/Visalia, CA	14.2%	142
8) Louisville	13.6%	136
9) Albuquerque/Santa Fe	13.5%	135

10) Sacramento/Stockton/Modesto	13.4%	134
NASCAR		
1) Greensboro	36.1%	216
2) Charlotte	35.7%	214
3) Indianapolis	31.5%	189
4) Charleston, WV	31.3%	188
5) Greenville, SC	29.1%	174
6) Wilkes-Barre/Scranton	27.8%	167
7) Knoxville	26.7%	160
8) Harrisburg	26.5%	158
9) Orlando/Daytona Beach	26.0%	156
t10) Flint	25.9%	155
t10) Nashville	25.9%	155

14) Pulling Into The Garage: NASCAR Is Race Fans Favorite

The ESPN Sports Poll, a service of TNS Intersearch, asks fans about their favorite type of auto racing. The following details the favorite type of auto racing among fans of at least two auto racing series from May '01-December '01. Also included are the favorite types of racing from '95-'00 for fans of a single racing series (*ESPN Sports Poll*).

FAVORITE RACING TYPE AMONG FANS OF TWO RACING SERIES (MAY '01 - DECEMBER '01)

RACING TYPE	N=1,248
NASCAR stock car racing	57.6%
NHRA Drag racing	11.4%
Motorcycle racing	10.5%
IRL Indy style racing	7.8%
Formula 1	7.1%
None	2.7%
CART	2.0%
Other (Specify)	0.9%

FAVORITE RACING TYPE OF AUTO RACING FANS (JANUARY '95 - DECEMBER '00)

	'95	'96	'97	'98	'99	'00
RACING TYPE	N=5,355	N=6,643	N=8,597	N=9,843	N=7,944	N=1,818
Stock Car	36.1%	43.2%	48.8%	54.8%	56.7%	55.7%
Open Wheel	25.5%	23.8%	19.1%	14.3%	10.7%	9.1%
Drag	15.4%	12.4%	12.4%	11.5%	9.5%	12.2%
Off Road	6.8%	5.5%	5.2%	4.0%	2.8%	5.3%
Motorcycle	6.9%	5.5%	4.8%	4.7%	5.0%	6.6%

Formula One	3.9%	3.9%	3.4%	4.0%	2.9%	3.9%
None	4.7%	5.0%	5.6%	5.7%	6.1%	4.3%

15) Where Do You Find NASCAR, CART And IRL Fans? Not At The Symphony!

The following presents different leisure activities and their popularity among somewhat or very avid NASCAR and CART/IRL fans. Also included are different events attended by these fans in the past twelve months. Data was collected among 200,000 respondents from February '00 to March '01 (*Scarborough Sports Marketing*).

LEISURE ACTIVITIES PAST 12 MONTHS

NASCAR FANS	%	INDEX	CART/IRL FANS	%	INDEX
Hunting	14.0%	222	Hunting	12.1%	191
Fishing	34.9%	161	Fishing	32.7%	151
Power boating	12.4%	152	Power boating	13.3%	163
Camping	27.5%	140	Camping	26.2%	134
Golf	21.3%	132	Golf	20.4%	127
Bowling	24.4%	114	Bowling	22.6%	106
Swimming	40.5%	113	Swimming	39.0%	108
Bicycling	27.3%	107	Bicycling	30.7%	120
Gardening	48.7%	105	Gardening	48.7%	105
Photography	26.8%	103	Photography	28.6%	110
Hiking - backpacking	13.5%	99	Hiking - backpacking	15.1%	110
In-line skating	5.8%	99	In-line skating	6.3%	108
Walking for exercise	53.8%	91	Walking for exercise	55.1%	93
Jogging - running	16.0%	88	Jogging - running	16.5%	90
Snow skiing	4.7%	84	Snow skiing	5.5%	98
Tennis	4.6%	75	Tennis	4.8%	79

For example, 14.% of somewhat or very avid NASCAR fans participated in hunting in the past 12 months, and are 122% more likely to have gone hunting compared to the general population.

EVENTS ATTENDED PAST 12 MONTHS

NASCAR FANS	%	INDEX	CART/IRL FANS	%	INDEX
NASCAR event	15.4%	455	NASCAR event	12.1%	357
IRL event	2.2%	351	IRL event	3.9%	628
CART event	3.0%	242	CART event	5.4%	433
Country music concert	11.9%	180	Country music concert	10.4%	156
Rock concert	17.0%	124	Rock concert	17.3%	126
Comedy club	8.6%	114	Comedy club	8.7%	115
R&B/rap/hip-hop concert	3.2%	80	R&B/rap/hip-hop concert	3.7%	93
Live theater	16.5%	67	Live theater	18.7%	76
Symphony concert, opera, etc.	5.0%	64	Symphony concert, opera, etc.	6.6%	84

Dance or ballet performance 4.4% 59 Dance or ballet performance 5.2% 70

For example, since 3.2% of somewhat or very avid NASCAR fans have attended a R&B/rap/hip-hop concert in the past 12 months, they are 20% less likely than the general adult population to have attended such a concert.

16) Consumer Reports: NASCAR's Growing Female Fan Base

The following profiles the demographic breakdown of females who declared themselves to be somewhat or very avid NASCAR fans. Also provided is the participatory and consumption habits of those female respondents who claimed to be somewhat or very avid NASCAR fans (*Scarborough Sports Marketing*).

DEMOS

AGE	%	INDEX
18-24	12.4%	108
25-34	20.7%	116
35-44	24.4%	116
45-54	18.6%	99
55-64	11.2%	94
65+	12.8%	67

For example, 12.4% of somewhat or very avid female NASCAR fans are aged 18-24, and therefore are 8% more likely to fall into this group compared to the general female adult population.

EDUCATION	%	INDEX
	9.8%	98
High School Graduation	37.6%	116
Some College (1-3 Years Not Graduate)	38.0%	101
College Graduate (4+ Years)	14.6%	72

LEISURE ACTIVITIES IN PAST 12 MONTHS

ACTIVITY	%	INDEX
Hunting	3.7%	282
Fishing	23.3%	173
Camping	25.0%	149
Power boating	7.7%	138
Swimming	43.3%	121
Bowling	23.5%	117
In-line skating	6.6%	116
Photography	30.0%	115
Bicycling	24.0%	113

For example, 3.4% of somewhat or very avid female NASCAR fans have played tennis in the last 12 months, and therefore are 25% less likely to have played tennis in that timeframe compared to the general female

population.

EVENTS ATTENDED IN PAST 12 MONTHS

EVENT	%	INDEX
NASCAR event	14.8%	614
IRL event	1.5%	471
CART event	2.3%	283
Country music concert	14.5%	213

SOFT DRINKS, JUICES, TEAS, ETC. (PAST SEVEN DAYS)

	%	INDEX
Diet Soft Drinks	44.1%	104
Regular Soft Drinks	68.2%	113
Sports Drinks	18.5%	137
Bottled Tea Drinks	25.7%	111
100% Fruit Juice in bottle or can	40.9%	99
Other Bottle Fruit drinks	30.8%	110
Coffee	46.7%	101
Bottled Water	56.1%	111

For example, 40.9% of somewhat or very avid female NASCAR fans have consumed 100% fruit juice in a bottle or can, which is 1% less than the general female adult population.

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