

SERIES

DEMOGRAPHICS



SPEED World Challenge Fan Profile

The following profile is based on data collected at race events during the 2004-2008 racing seasons and provides a compelling look at SPEED World Challenge fans.

WORLD CHALLENGE DELIVERS A KEY DEMOGRAPHIC GROUP

- 87 percent are male.
- 48 percent are married.
- Nearly 33 percent are under age 30; 52 percent are under age 40.
- 63 percent own their own residence.
- 48 percent of the households make more than \$75,000.
- 74 percent attended at least some college; 49 percent have college or other advanced degrees.
- Over 22 percent hold management or ownership positions; 13 percent are students.

WORLD CHALLENGE ATTRACTS A COMMITTED FAN BASE

- 84 percent were aware of the SPEED World Challenge prior to the race weekend.
- 46 percent of race fans indicate that they bought their race tickets specifically to see either the SPEED World Challenge GT or Touring Car event.
- 49 percent of race fans attend more than three events per year.
- 49 percent would travel more than 201 miles to see a racing event.
- 79 percent have watched the SPEED World Challenge on SPEED.
- 68 percent have watched more than three SPEED World Challenge events on SPEED.
- Nearly 30 percent have watched more than six SPEED World Challenge races this season.
- More than 50 percent watch SPEED six or more hours per week.
- 49 percent follow racing online via SPEEDtv.com.

WORLD CHALLENGE FANS ARE TRUE CAR ENTHUSIASTS

- 76 percent own more than one automobile.
- Nearly 50 percent of the cars owned by fans are less than 5 years old.
- More than 75 percent have purchased products to work on their own cars in the past 12 months.
- More than 50 percent have modified their automobiles with aftermarket components.
- 61 percent spend more than \$1,000/year on aftermarket parts and accessories for their automobile.
- 77 percent have purchased oil in the past 12 months with most performing the change themselves.

WORLD CHALLENGE FANS REPRESENT HIGHLY ACTIVE CONSUMERS

- More than 70 percent plan to purchase electronics equipment in the next 12 months.
- 92 percent own a computer, with nearly all owners online.
- 60 percent spend six or more hours online per week.
- 39 percent typically purchase their auto parts online.

WORLD CHALLENGE IMPACTS CONSUMER ACTIONS

- 70 percent would consider making a car purchase based on a manufacturers' involvement in racing.
- 61 percent would be more likely to purchase a specific model car based on its performance in the SPEED World Challenge.

SPEED World Challenge Event Demographics

Gender:	
Male	86.67%
Female	13.33%
Marital Status:	
Married	47.61%
Single	44.87%
Divorced	7.52%
Age:	
Under 18	5.45%
18-24	16.30%
25-29	10.42%
30-34	9.19%
35-39	10.30%
40-49	24.44%
50+	23.89%
Do you:	
Rent	23.96%
Own	63.44%
Live w/ parents	13.60%
Number living in household:	
1-2	48.59%
3-4	40.39%
5-6	9.15%
Over 6	1.87%
Household income:	
Under \$20,000	5.69%
\$20,001-35,000	8.24%
\$35,001-50,000	14.99%
\$50,001-75,000	22.77%
\$75,001-100,000	19.95%
Over \$100,000	28.53%
Education:	
Some High School	6.05%
High School Graduate	16.11%
Some College	28.81%
College Graduate	34.29%
Masters/Doctorates	10.63%
Vocational	4.12%
Occupation:	
Student	13.23%
Military	1.78%
Retired	6.49%
Teacher	2.09%
Manager/Proprietor	10.07%
Sales/Promotions	8.22%

Admin. Assistant	2.27%
Doctor	1.21%
Lawyer	1.00%
Self Employed	12.11%
Skilled Trade	18.26%
Engineer	7.96%
Other	15.32%
What type of music do you listen to most often?	
Classic Rock	46.18%
Alternative Rock	31.18%
Country	18.59%
Rap	12.66%
Hip/Hop	15.20%
Oldies	14.16%
Top 40	9.13%
Jazz	13.20%
Classical	9.47%
Funk	4.53%
Reggae	8.52%
Other	9.35%
Have you purchased any of the following in the last 12 months?	
Computer	37.73%
Car	39.57%
DVD player	28.77%
Television	26.24%
Cell phone	43.42%
CD player	13.34%
Motorcycle	9.45%
Satellite radio	8.21%
MP3 player	20.60%
Home Stereo System	9.69%
Car Audio System	12.27%
Do you plan to purchase any of the following in the next 12 months?	
Computer	15.71%
Car	25.23%
DVD Player	5.57%
Television	12.39%
Cell phone	9.90%
Motorcycle	9.88%
Satellite radio	5.06%
MP3 player	5.76%
Home Stereo System	5.96%
Car Audio System	7.79%

How many Road Racing events do you attend per year?	
First time	15.54%
1-2	35.40%
3-4	27.41%
5-6	9.19%
7 or more	12.46%
Which other types of racing have you attended?	
NASCAR	39.20%
Drag Racing	33.39%
Indy Car/CART	39.85%
Dirt Track	20.61%
Rally	13.65%
Motorcycles	24.53%
Other	15.54%
How far did you travel to this event?	
1-50 miles	38.56%
51-100 miles	22.09%
101-150 miles	10.62%
151-200 miles	7.50%
More than 201	21.23%
How far would you travel to an event?	
1-50 miles	11.61%
51-100 miles	16.69%
101-150 miles	11.34%
151-200 miles	11.87%
More than 201	48.49%
Which of the following products did you purchase in past year?	
Oil	76.56%
Oil/air filters	65.13%
Auto accessories	59.59%
Hand tools	53.17%
Spark plugs	42.50%
Auto appearance products	41.58%
Other replacement auto parts	33.36%
Synthetic motor oil	38.16%
Power tools	40.44%
Oil additives	21.81%
Express package delivery	18.59%
Rental vehicles	23.44%
Quick oil change from special facility	18.19%
Financial planning services	9.05%
How many cars do you currently own?	
1	23.97%
2	34.64%
3	21.33%
4 or more	20.05%

What model year car do you drive?	
Year	
2008 – 2004	27.60%
2003 – 2001	23.40%
2000 – 1998	16.42%
1997 – 1995	11.71%
1994 – 1992	7.39%
1991 – 1989	5.31%
1988 – 1986	3.42%
1985 or older	4.75%
Would you consider making a car purchase based on a manufacturer's racing performance?	
Yes	80.70%
No	19.30%
Would you be likely to purchase a car based on its performance in SPEED World Challenge?	
Yes	63.90%
No	36.10%
Have you modified your car with any of the following?	
Tires	52.91%
Wheels	40.34%
Air Intake	35.23%
Exhaust	35.14%
Suspension	31.14%
Lights	18.98%
Wings or Spoilers	10.10%
Supercharger/Turbo Charger	11.31%
Where do you typically purchase after market products?	
On-line	38.94%
Auto parts shop	45.55%
Local Speed Tuner shop	18.09%
Mail Order	10.51%
How much per year do you spend on automotive supplies, accessories, and parts?	
Under \$1,000	38.56%
\$1,000-\$3,000	31.47%
\$3,001-\$5,000	14.99%
\$5,001-\$7,000	6.10%
\$7,001 or more	8.88%
Do you own a computer?	
Yes	92.39%
No	7.61%
Are you connected to the Internet?	
Yes	89.73%
No	10.27%

How many hours do you spend on the Internet each week?	
0-5 hours	40.24%
6-10 hours	30.25%
11-15 hours	11.56%
More than 15 hours	17.95%
Which of the following Racing Organization websites have you visited in the past 12 months?	
sccapro.com	16.18%
NASCAR.com	34.53%
world-challenge.com	21.75%
grand-am.com	16.24%
indyracing.com	19.57%
NHRA.com	14.04%
wrc.com	8.81%
americanlemans.com	30.85%
Which of the following Racing News related websites have you visited in the past 12 months?	
speedtv.com	49.20%
autoweek.com	22.56%
motorsport.com	15.84%
autosport.com	9.45%
theracesite.com	4.97%
autoracing1.com	5.86%
crash.net	3.24%
urbanracer.com	2.71%
Before this event had you heard of the SPEED World Challenge?	
Yes	83.78%
No	16.11%
Do you get SPEED Channel in your area?	
Yes	87.52%
No	12.48%

If Yes, how much time do you spend watching SPEED Channel each week?	
Less than 5 hours	47.47%
6-10 hours	33.70%
11-15 hours	8.88%
More than 15 hours	9.95%
Have ever watched a SPEED World Challenge GT or SPEED World Challenge Touring Car Race?	
Yes	79.05%
No	20.95%
If Yes, how many?	
1-2	31.68%
3-4	28.09%
5-6	10.70%
More than 6	29.53%
Which of the following publications have you read or purchased in the last 12 months?	
<i>Car & Driver</i>	48.01%
<i>AutoWeek</i>	29.83%
<i>Motor Trend</i>	28.40%
<i>Grassroots Motorsports</i>	12.48%
<i>Racer</i>	17.70%
<i>Sport Compact Car</i>	11.04%
<i>Super Street</i>	9.29%
<i>Eurotuner</i>	5.70%
<i>European Car</i>	7.93%
<i>Speed Sport News</i>	5.67%
<i>SportsCar</i>	11.46%
<i>Modified Mag</i>	5.24%
<i>Road & Track</i>	4.53%
Other	11.23%

Source: On-site surveys conducted at each SCCA SPEED World Challenge event during the 2004 – 2008 racing seasons.