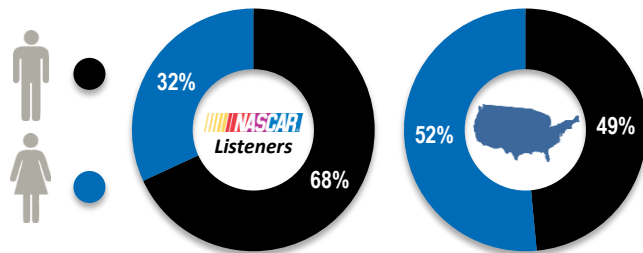


NASCAR LISTENER PROFILE



Gender



Household Income

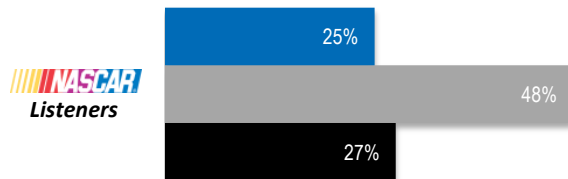
NASCAR Listeners



Income Bracket	NASCAR Listeners	US Population
< \$50,000	39%	47%
\$50,000 - \$74,999	19%	16%
\$75,000 - \$99,999	17%	14%
\$100,000 - \$149,999	15%	13%
\$150,000 +	11%	10%

Age

18 - 34 Years 35 - 54 Years 55 + Years



Marital Status

NASCAR Listeners



Marital Status	NASCAR Listeners	US Population
Single (Never Married)	28%	30%
Married	59%	52%
Other	13%	18%

31%
of NASCAR fans
claim to follow
NASCAR on radio*

74%
are very familiar with
companies that
sponsor NASCAR*

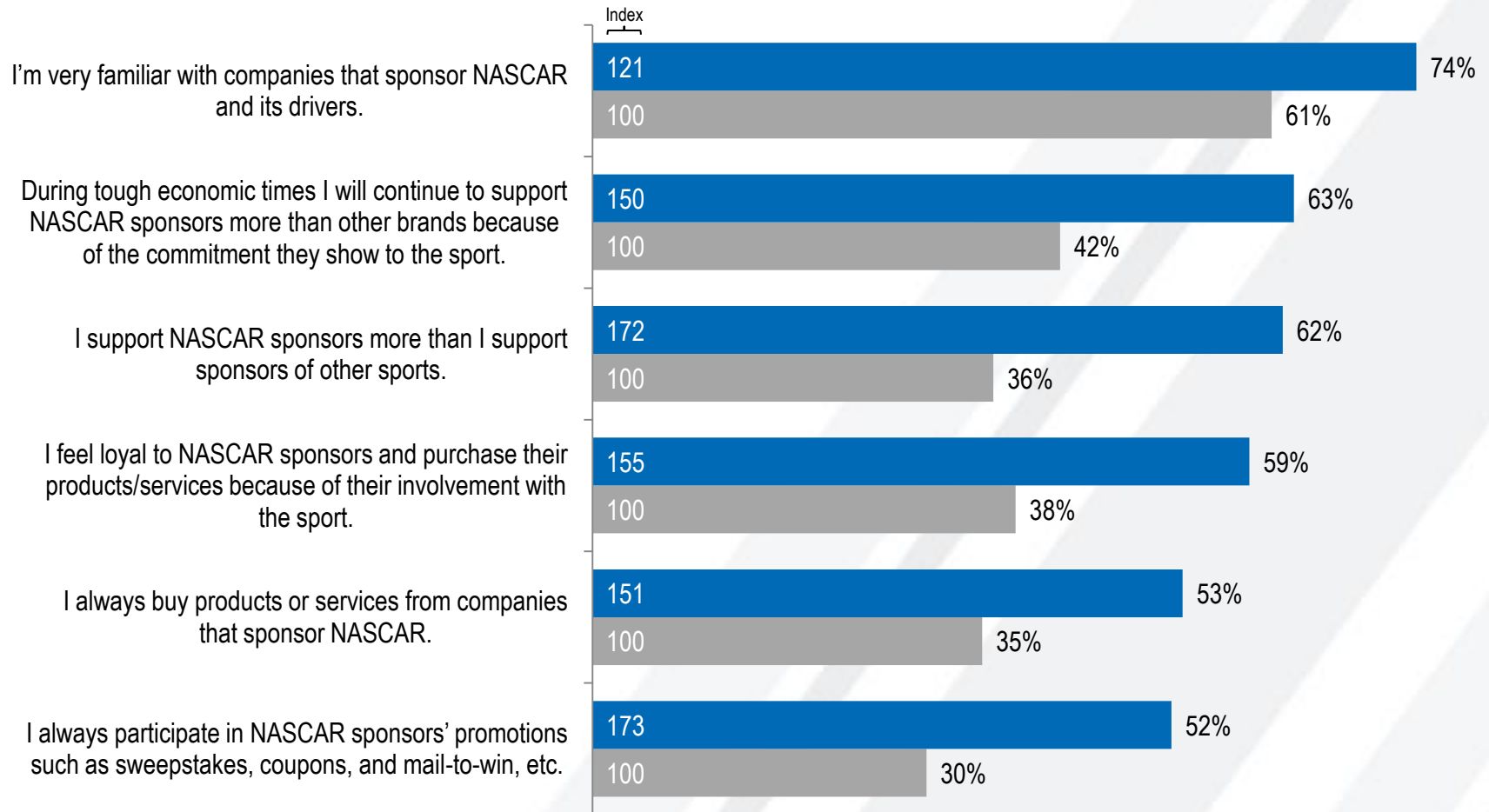
SPONSOR AFFINITY



Fans Who Keep Up With NASCAR On Radio

Radio Followers vs. Non-Listeners Index

■ Radio Listeners ■ Non-Radio Listeners



Source: Ipsos, NASCAR Brand Tracker

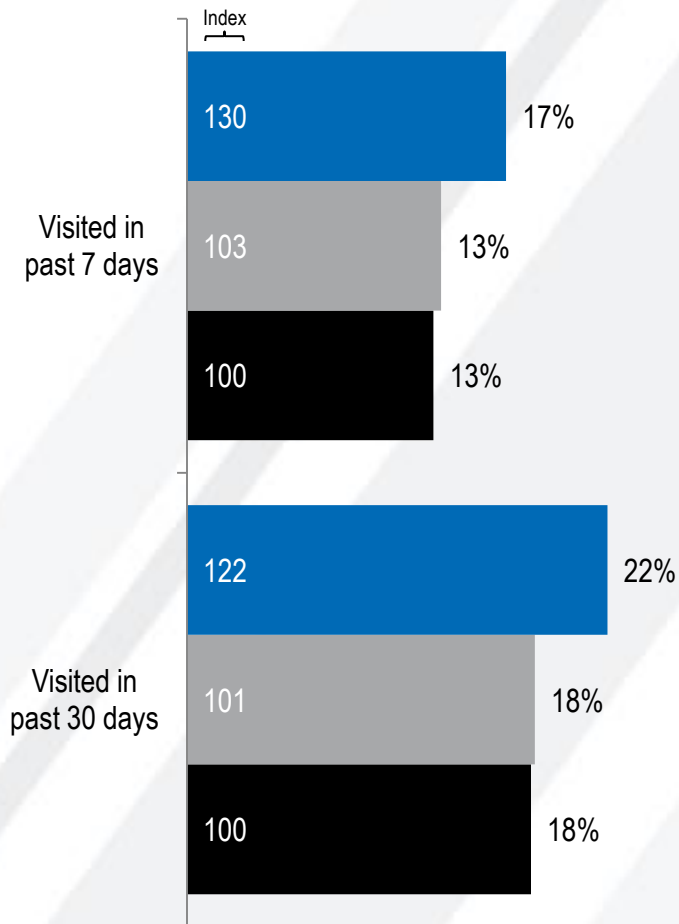
Question: "Below is a series of statements people have made about NASCAR and its sponsors. For each statement please indicate whether you agree or disagree, moderately, or strongly."

RADIO STATIONS ONLINE



Radio Station Websites Website Visits

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



More than **1-in-5 NASCAR Listeners visit radio station websites** during the course of a month. NASCAR Listeners are **30% more likely to visit a radio station website during the week** than the general population and are likely to be impressed by digital advertising.

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

RADIO ONLINE



Listen to Radio on Internet or App Listened in Past 30 Days						
Type of Online Radio	NASCAR Listeners		NASCAR Fans		General Population	
	Target %	Index	Target %	Index	Target %	Index
Any online radio	33%	134	26%	106	25%	100
Internet radio	27%	141	21%	108	19%	100
Local radio station online	22%	141	17%	111	15%	100
Type of Device Used	Target %	Index	Target %	Index	Target %	Index
Listened on smartphone	19%	124	16%	105	15%	100
Listened on computer	15%	124	13%	111	12%	100
Listened on tablet	7%	144	5%	101	5%	100

1-in-3 NASCAR Listeners **listen to radio programs on the internet** or by using an app. NASCAR Listeners are **34% more likely to listen to the radio online** than the general population. Those who listen to NASCAR on the radio are **more likely to listen to the radio on a smartphone, computer, or tablet** than the general population.

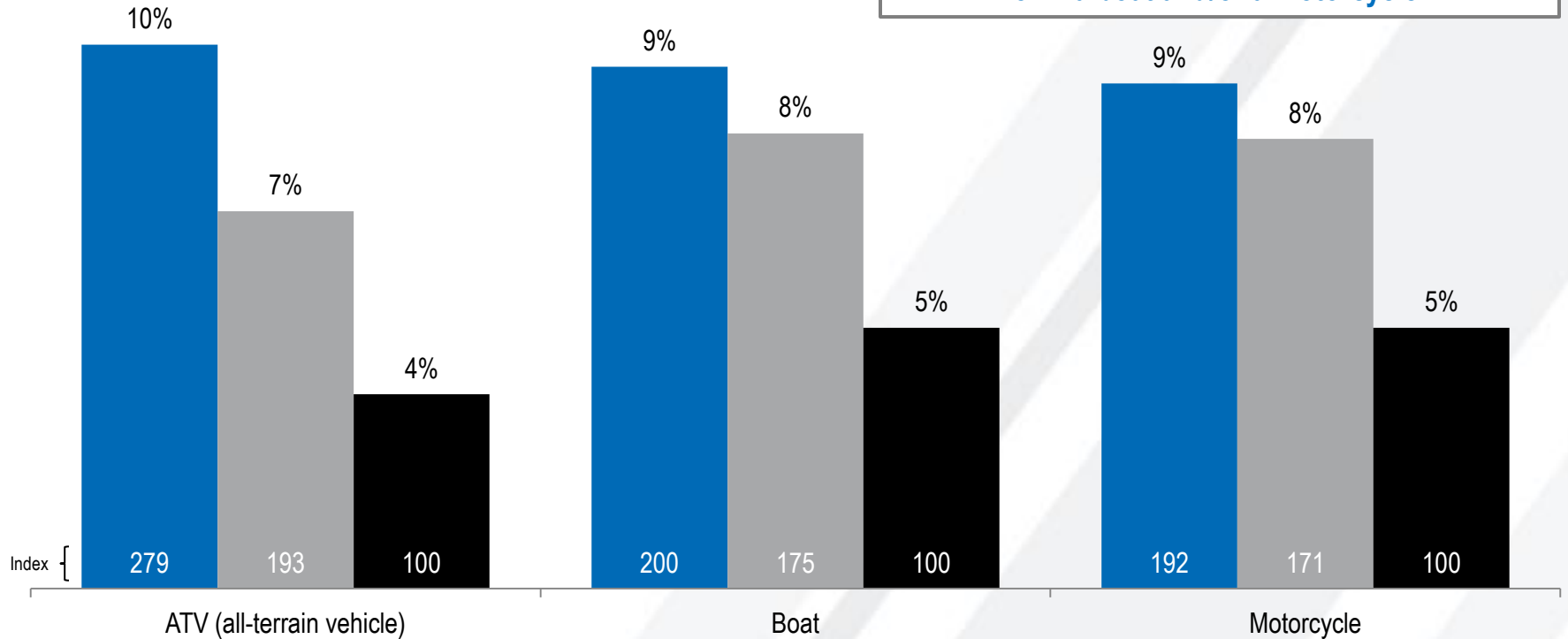
"BIG BOY TOYS"



Alternative Vehicles Owned Currently in Household

■ NASCAR Listeners ■ NASCAR Fans ■ General Population

NASCAR Listeners are nearly **3X as likely** as the general public to own an **ATV** and **2X as likely** to own a **boat and/or a motorcycle**.



Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

CONSUMER ELECTRONICS



Household Items Currently in Household	NASCAR Listeners		NASCAR Fans		General Population	
	Target %	Index	Target %	Index	Target %	Index
Wireless/cell phone service	96%	103	94%	101	94%	100
Computer (desktop or laptop)	95%	102	93%	100	93%	100
High-definition television (HDTV)	86%	108	83%	105	79%	100
Smartphone	78%	106	71%	97	73%	100
Tablet	65%	108	58%	96	60%	100
Digital camera	63%	123	56%	109	51%	100
Blu-ray or DVD player	55%	121	49%	107	46%	100
Digital Video Recorder	52%	109	50%	106	47%	100
Video game system	45%	132	37%	108	34%	100
MP3 player	33%	112	30%	103	29%	100

NASCAR Listeners are **likely to spend money on consumer electronics** for their household.

AUTOMOTIVE SERVICES

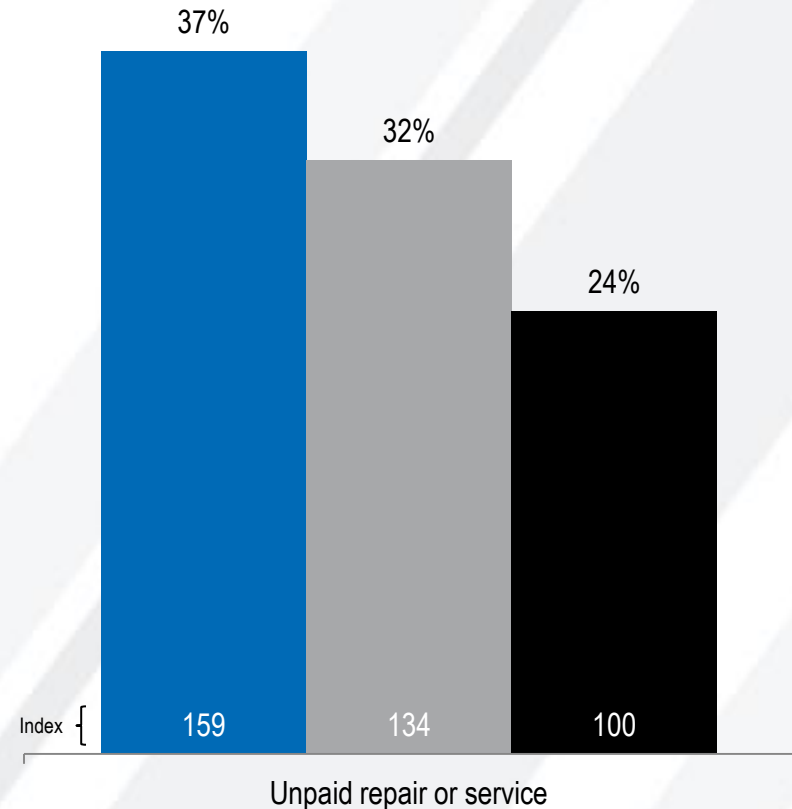


Vehicle Repairs or Services Done in Past 12 Months

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



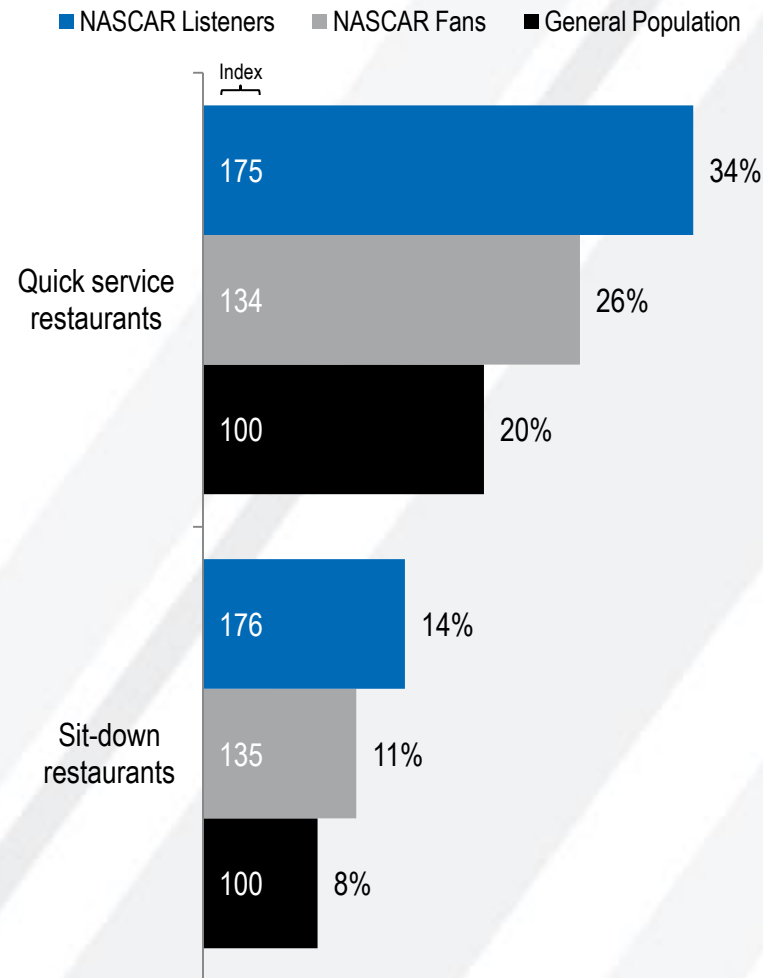
NASCAR Listeners are **60% more likely to service vehicles without a paid-for service** than the U.S. population.



RESTAURANT CONSUMPTION



Frequent Restaurant User Used (at least 10 Times) in Past 30 Days



During the course of a month, NASCAR Listeners **consume meals from a QSR 10 times or more.** Listeners are **75% more likely to eat at quick service and sit-down restaurants** than the general public.

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

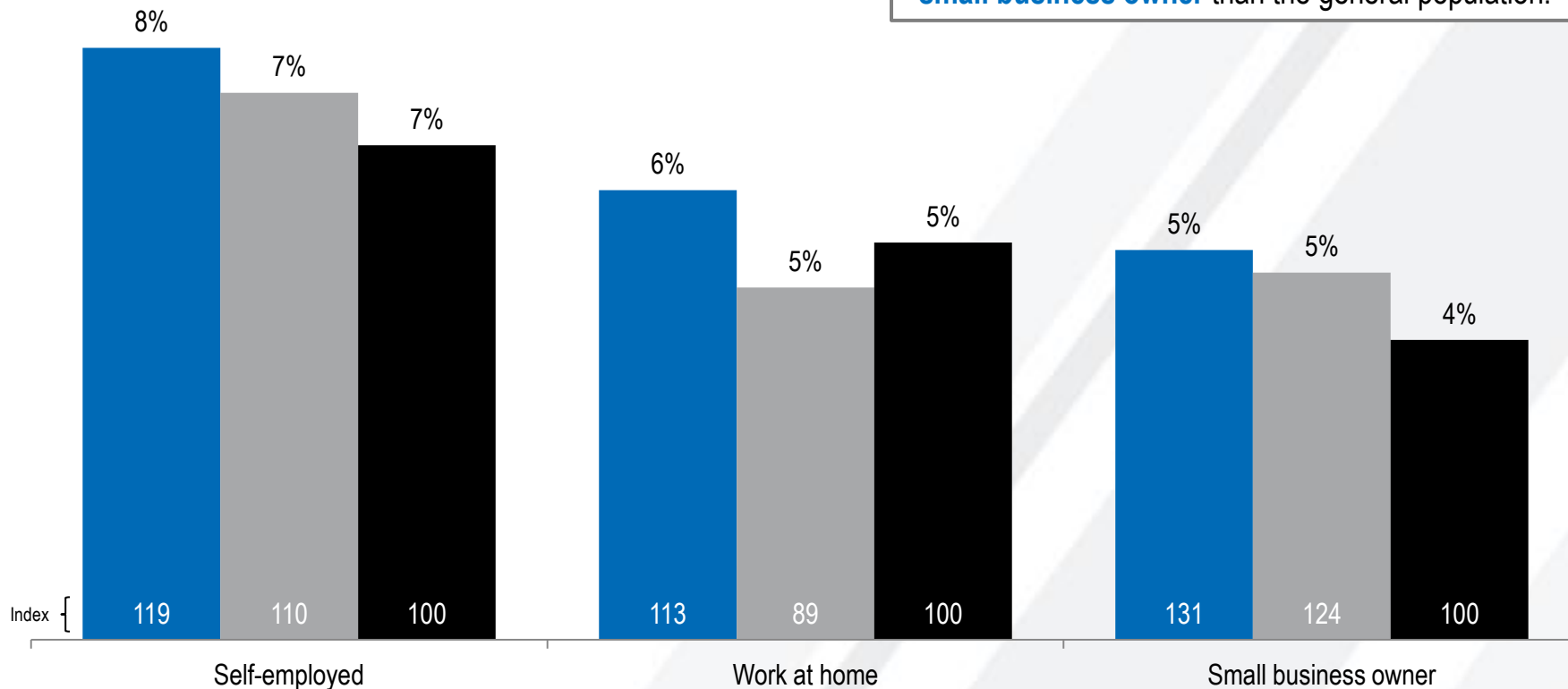
BUSINESS & EMPLOYMENT



Work Lifestyle Current Lifestyle Characteristics

■ NASCAR Listeners ■ NASCAR Fans ■ General Population

NASCAR Listeners are **30% more likely to be a small business owner** than the general population.



Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
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 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

BANKING & FINANCE



Financial Services						
<i>Household Currently Uses</i>	NASCAR Listeners		NASCAR Fans		General Population	
Type of Items	Target %	Index	Target %	Index	Target %	Index
Checking account	85%	102	85%	102	83%	100
Debit or ATM card	75%	109	71%	103	69%	100
Savings account	75%	109	70%	102	69%	100
Online banking	39%	111	36%	102	35%	100
Online bill paying	37%	117	32%	101	32%	100
Home mortgage	36%	125	32%	110	29%	100
Auto loan	27%	140	24%	123	19%	100
Money market account	17%	120	15%	104	14%	100
Home improvement or equity loan	12%	179	9%	126	7%	100
Certificates of Deposit (CDs)	11%	115	10%	108	9%	100
Student loan	11%	101	9%	82	10%	100
Personal loan	7%	130	7%	126	5%	100
Refinanced home mortgage	7%	106	7%	107	6%	100

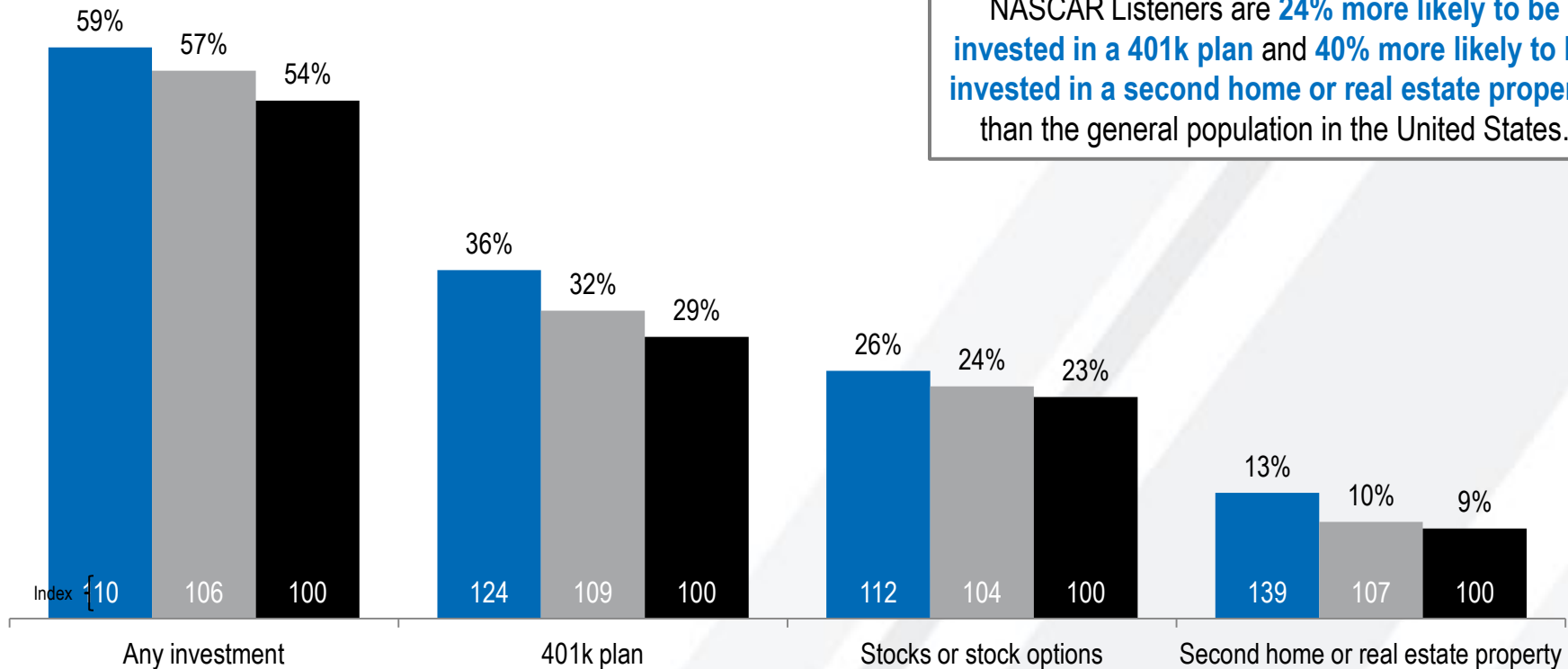
Those who listen to NASCAR on the radio **use a variety of financial services.**

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States



Type of Investments Household Currently Has

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



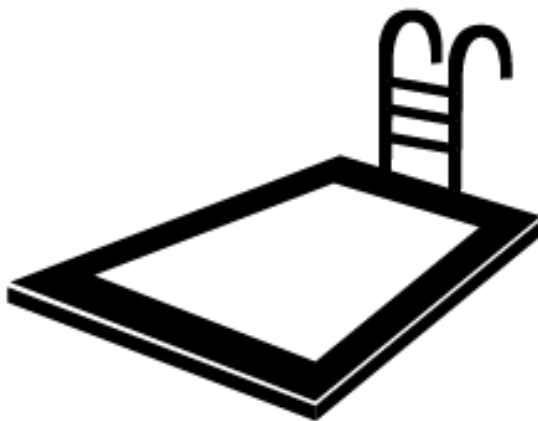
Nearly **60%** of those who listen to NASCAR on the radio currently **have at least one investment**. NASCAR Listeners are **24% more likely to be invested in a 401k plan** and **40% more likely to be invested in a second home or real estate property** than the general population in the United States.

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

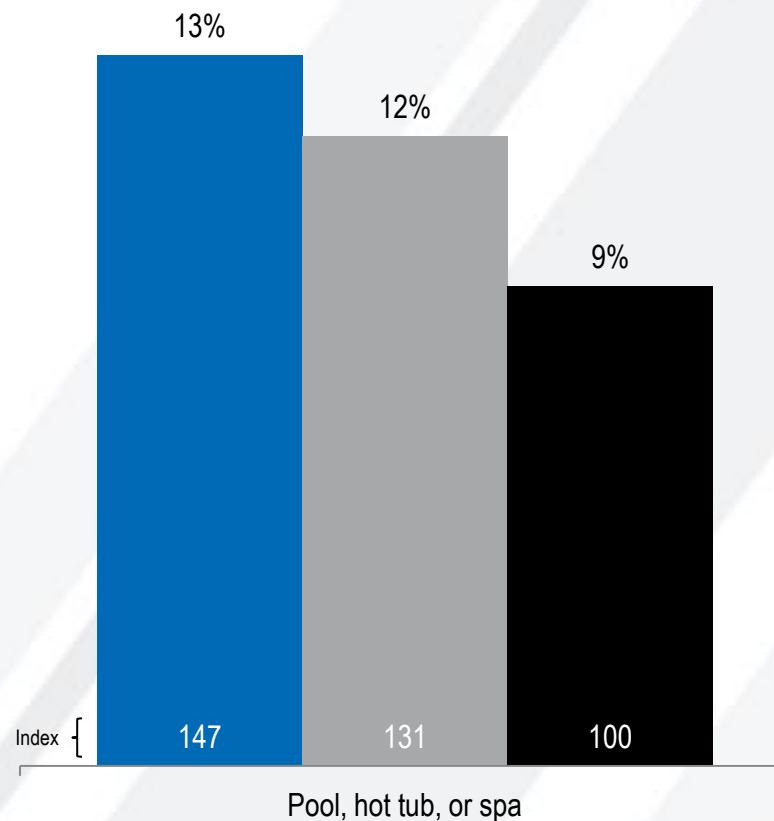


Pools and Spas Household Currently Has

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



Those who listen to NASCAR on the radio are nearly **50% more likely to own a pool, hot tub, or spa** than the general the U.S. population.

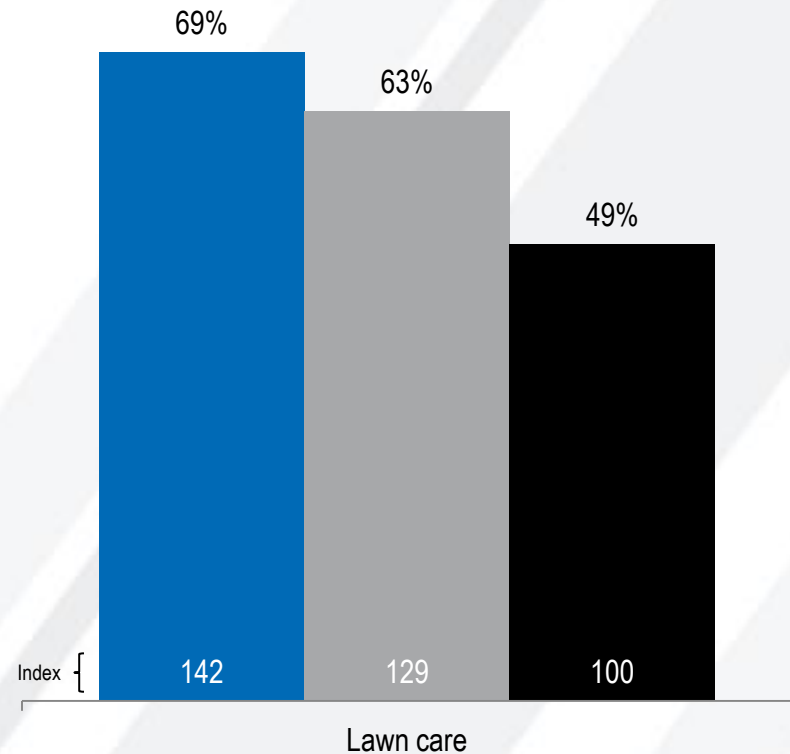




NASCAR Listeners are **42% more likely to care for their own lawn** than the general the U.S. population.

Any Lawn Work Done in Past 12 Months

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



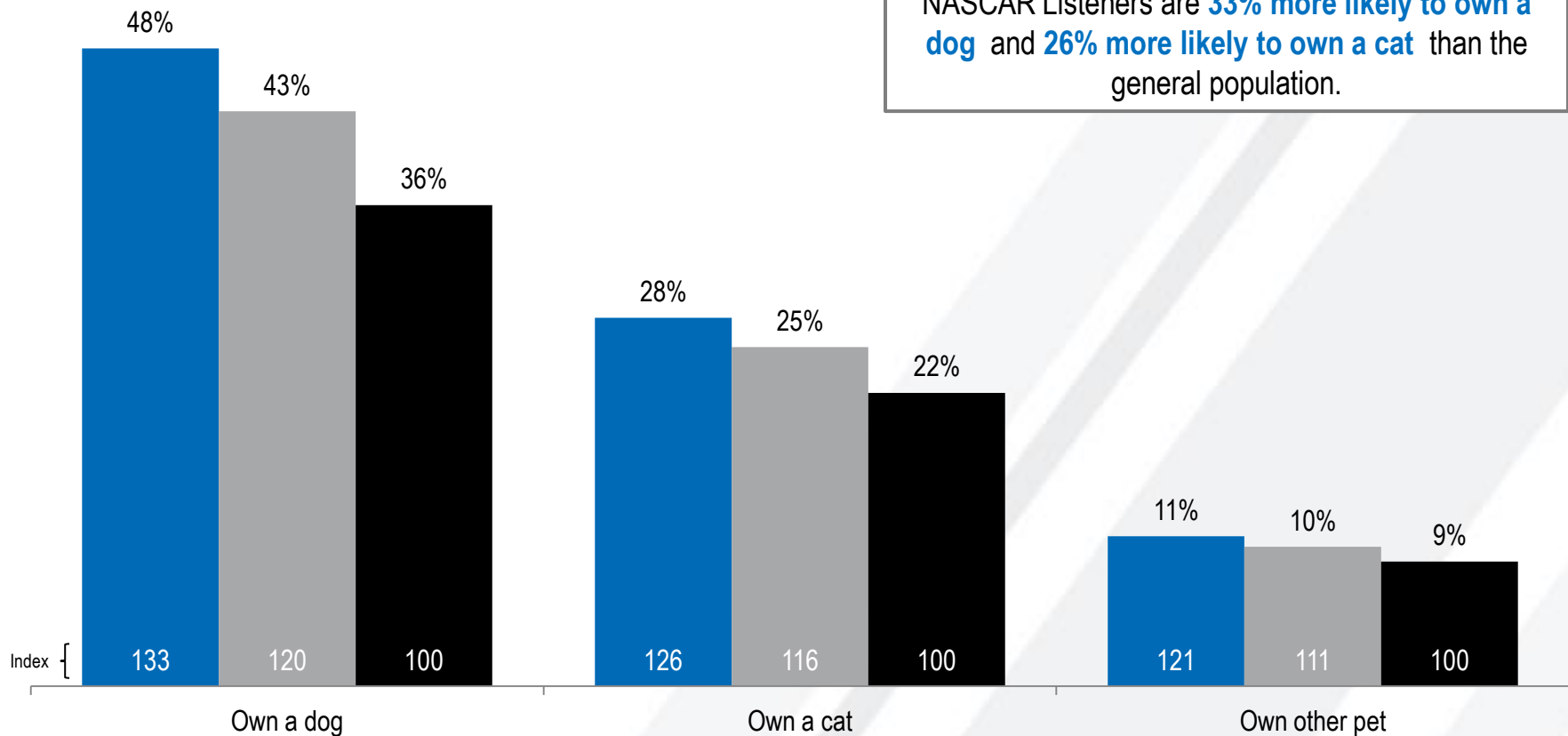
PET OWNERS



Pets at Home

Any Pet Currently in Household

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
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 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

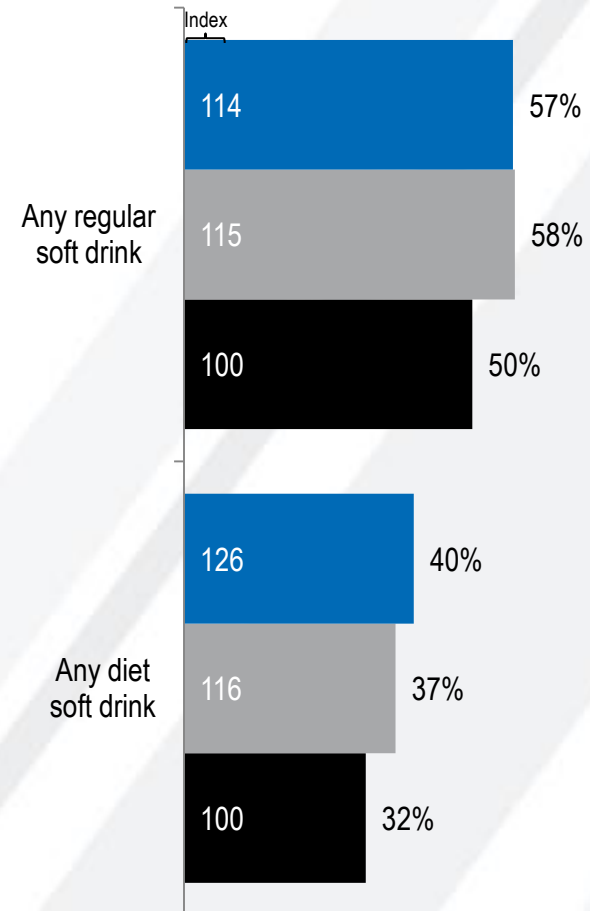
SOFT DRINKS



During the course of a week, nearly **60%** of NASCAR Listeners **drink regular soft drinks**. Listeners are also **26% more likely to drink diet soft drinks** than the general population.

Soft Drink Consumption Drank in Past 7 Days

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



SOFT DRINKS



Soft Drink Consumption <i>Drank in Past 7 Days</i>						
Soft Drink Brands	NASCAR Listeners		NASCAR Fans		General Population	
	Target %	Index	Target %	Index	Target %	Index
Coca-Cola	29%	124	29%	124	23%	100
Pepsi	22%	136	21%	133	16%	100
Mountain Dew	18%	195	15%	163	9%	100
Dr Pepper	17%	140	17%	135	12%	100
Diet Coke	16%	123	16%	119	13%	100
Sprite	12%	108	14%	119	12%	100
Coca-Cola Zero	12%	157	10%	132	7%	100
Diet Pepsi	11%	136	10%	128	8%	100
A&W Root Beer	9%	120	11%	143	8%	100
Cherry Coke	9%	137	9%	135	7%	100
Diet Mountain Dew	8%	253	6%	189	3%	100
Diet Dr Pepper	8%	147	8%	144	5%	100
Canada Dry	8%	102	9%	120	7%	100
7Up	6%	106	8%	127	6%	100
Caffeine Free Diet Coke	6%	104	7%	116	6%	100

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

ALCOHOLIC BEVERAGES

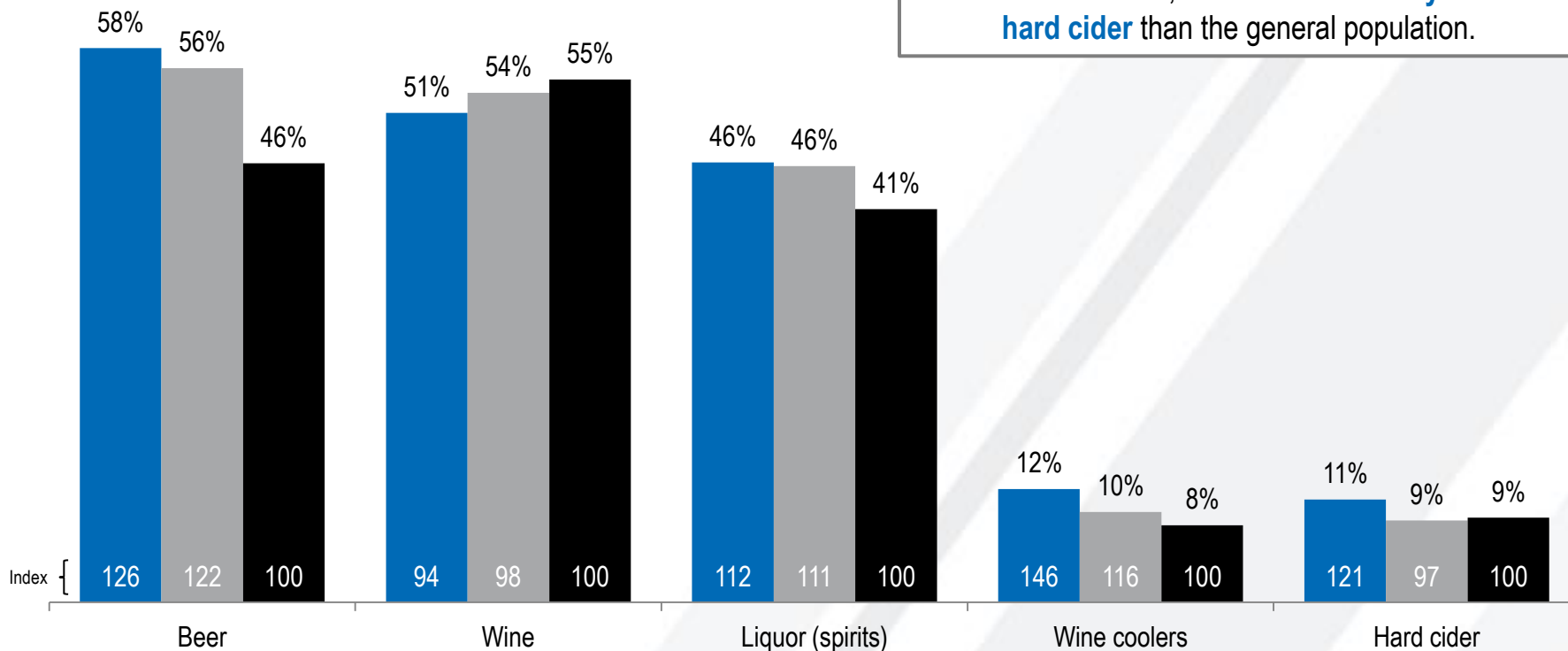


Alcoholic Beverage Consumption

Claim to Drink

■ NASCAR Listeners ■ NASCAR Fans ■ General Population

58% of NASCAR Listeners **drink beer**. Listeners are 26% more likely to drink beer, 46% more likely to drink wine coolers, and 20% more likely to drink hard cider than the general population.



Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

ALCOHOLIC BEVERAGES



Beer Consumption <i>Drank in Past 30 Days</i>						
Beer Brands	NASCAR Listeners		NASCAR Fans		General Population	
	Target %	Index	Target %	Index	Target %	Index
Bud Light	20%	176	17%	151	12%	100
Coors Light	12%	180	11%	160	7%	100
Miller Lite	12%	222	10%	169	6%	100
Samuel Adams	10%	180	8%	135	6%	100
Budweiser	9%	179	8%	170	5%	100
Yuengling	6%	178	5%	144	3%	100
Blue Moon	6%	104	7%	114	6%	100
Corona Extra	5%	94	7%	120	6%	100
Heineken	5%	111	6%	127	5%	100
Michelob Ultra	5%	202	4%	170	3%	100
Bud Light Lime	4%	221	3%	170	2%	100
Busch Light	4%	327	3%	244	1%	100
Busch	4%	395	3%	266	1%	100
Guinness	4%	124	4%	139	3%	100
Corona Light	3%	97	4%	125	4%	100

Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
 NASCAR Listeners: Listened to NASCAR event in past 12 months
 NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
 General Population: Respondents from the Top 77 DMAs in the United States

ALCOHOLIC BEVERAGES



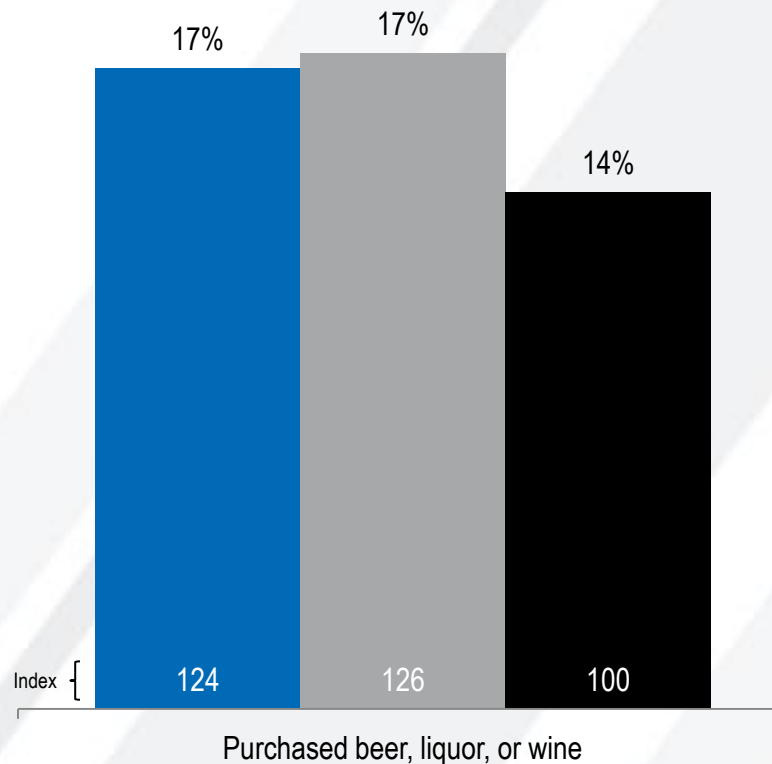
Liquor Drink Consumption <i>Drank in Past 30 Days</i>						
Type of Liquor	NASCAR Listeners		NASCAR Fans		General Population	
	Target %	Index	Target %	Index	Target %	Index
Vodka	20%	110	19%	106	18%	100
Bourbon whiskey	14%	152	14%	148	10%	100
Rum	13%	117	12%	114	11%	100
Tequila	11%	109	12%	114	10%	100
Pre-mixed cocktails (with liquor)	6%	107	6%	106	6%	100
Canadian whiskey	4%	159	4%	147	3%	100
Scotch whisky	4%	76	6%	107	5%	100
Gin	4%	79	4%	90	5%	100
Brandy	3%	132	3%	125	2%	100
Blended or rye whiskey	2%	73	3%	112	3%	100
Any whiskey	19%	124	20%	133	15%	100

Nearly **1-in-5** NASCAR Listeners **drink whiskey** during the month. Those who listen to NASCAR on the radio are **24% more likely to drink whiskey** than the general population.



Purchase Drinks at a Bar or Nightclub Bought in the Past 30 Days

■ NASCAR Listeners ■ NASCAR Fans ■ General Population



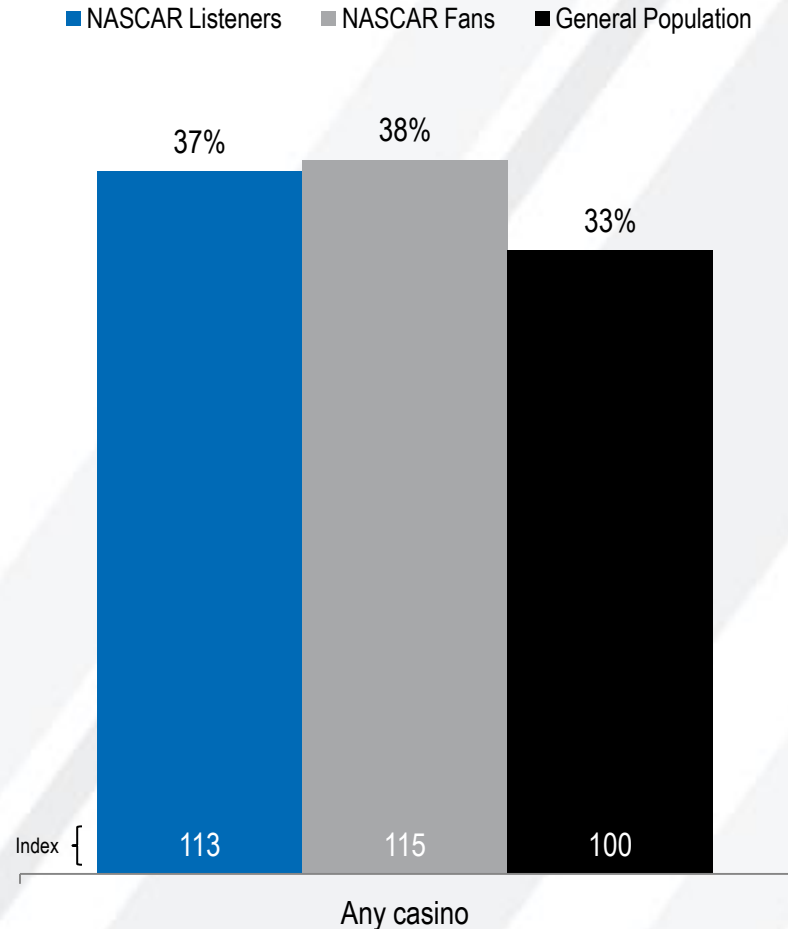
Those who listen to NASCAR on the radio are **24% more likely to go to a bar or nightclub for drinks** than the general population.

GAMBLING & CASINOS



37% of NASCAR Listeners **go to a casino at least once during the course of a year.**

Casino Visits
Visited in the Past 12 Months



Source: Scarborough 2015 Multi-Market Release 1 (February 2014 - March 2015)
NASCAR Listeners: Listened to NASCAR event in past 12 months
NASCAR fans: Watched, Attended, or Listened to NASCAR event in past 12 months
General Population: Respondents from the Top 77 DMAs in the United States