

The Fans...

GENERAL DEMOGRAPHICS SAMPLING A

Gender	76% Male 24% Female
Income	17% < \$25K 27% \$25-\$34K 28% \$35-\$54K 8% > \$55K
Age	13% 19-24 39% 25-39 42% 40-54
Home Ownership	70% Own Home

Personal Vehicle Ownership
NO DATA

Marital Status	59% Married
Education	72% HS/Some Col. 24% Col. Grad
Where They Live	34% Northeast 33% Midwest 23% West 10% South
Number of Children	33% None 45% one 16% two 6% more than two

GENERAL DEMOGRAPHICS SAMPLING B

Gender	58% Male 42% Female
Income	21% < \$30K 30% \$30-\$49K 23% \$50-\$74K 26% > \$75K
Age	39% 18-34 28% 35-44 33% 45+
Home Ownership	71% Own Home

Personal Vehicle Ownership
74% Own Vehicle
25% Lease

Marital Status	67% Married
Education	94% HS Grad 38% Some/Col. Grad
Where They Live	37% Northeast 24% Midwest 19% West 20% South
Number of Children	NO DATA

Source: World Racing Group event demographics breakdown from 2007 (random sampling from 5000 weekly events/140 touring events)

Source: USMTS event demographics breakdown from 2008 (random sampling from 90 touring events)

FAN LIFESTYLE SURVEY RESULTS

Outdoor activity participation the past year?

	Fan Response
Fishing	39%
Camping Trips	31%
Boating	27%
Hunting	26%
Motorcycling	25%
Target Shooting	19%
Bicycling	16%
Snowmobiling	11%
Personal Watercrafts	10%
Backpacking/Hiking	8%
Water Skiing	7%

Outdoor activity item ownership.

	Fan Response
Cooler	82%
Outdoor Grill	81%
Sleeping Bag	51%
Fishing Rod or Reel	48%
Rifle or Shotgun	45%
Bicycle	42%
Camping Equipment	37%
Camping Tent	26%
Hunting Clothes	24%
Backpacking Equipment	3%

Other activities within the past year.

	Fan Response
Go to the Movies	63%
Play Video Games	51%
Go to Bars, Night Clubs, or Dance Clubs	47%
Visit Theme Parks	23%
Go to Comedy Clubs	15%

Technology usage.

	Fan Response
Use a Cell Phone	87%
Use a Stereo or Radio	86%
Use a Digital Camera	82%
Use a Portable CD or Mp3 Player	54%

Electronic ownership.

	Fan Response
Cell Phone	86%
Personal Computer	84%
Digital Camera	82%
CD Player	80%
Flat Screen TV	50%
Laptop Computer	48%
Home Theatre Stereo System	43%
Mp3 Player	37%
DVR (i.e. Tivo)	34%
GPS Navigation System	33%

Computer ownership.

	Fan Response
1	37%
2-3	51%
4+	10%

Television ownership.

	Fan Response
1	5%
2-3	51%
4+	42%

DIY project participation the past year.

	Fan Response
Work on Automobiles	61%
Home Improvement Projects	58%

Tool ownership.

	Fan Response
Electric Power Tools	84%
Non-electric Tools	81%
Shop Vacuum	72%
Weed Eater	72%
Air Compressor	68%
Push Lawn Mower	60%
Generator	46%
Arm/band/table Saws	42%
Riding Lawn Mower	39%
Portable Workbench	29%

Most frequented store categories.	
	Fan Response
Supermarkets	87%
Convenience Stores	76%
Mass Retailers	89%
Discount Retailers	58%
Drug Stores	51%
Automotive Specialty	71%
Home Improvement	81%
Home Electronics	44%
Clothing Stores	53%
Sporting Good Retailers	54%
Outdoorsman Retailers	38%
Office Supply Retailer	40%
Online Store	60%

Stores frequented within the past year.	
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Supermarkets	86%
Convenience Stores	78%
Mass Retailers	86%
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Drug Stores	51%
Automotive Specialty	58%
Home Improvement	68%
Home Electronics	32%
Clothing Stores	45%
Sporting Good Retailers	34%
Outdoorsman Retailers	26%
Office Supply Retailers	33%
Online Stores	46%

Most frequented grocery stores.	
	Fan Response
Wal-Mart	22%
HyVee	8%
Kroger	8%
Giant	3%
Safeway	3%
Food Lion	3%
Publix	2%
Cub Foods	2%
Fareway	2%
Pick n Save	1%
Bi-Lo	1%
Albertson's	1%
Other	43%

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Safeway	3%
Food Lion	3%
Publix	2%
Cub Foods	2%
Fareway	2%
Other	46%

Most frequented convenience stores/ gas stations.	
	Fan Response
Shell	8%
BP	8%
Casey's	7%
Quick Trip	5%
KwikStar/KwikTrip	4%
Speedway	3%
Sheetz	3%
7-11	3%
Circle K	2%
Exxon	2%
Mobil	2%
Kum and Go	2%
Other	50%

Do you shop at discount retailers?	
	Fan Response
Yes	58%
No	40%

Most frequented discount stores.	
	Fan Response
Dollar General	23%
Family Dollar	12%
Dollar Tree	10%
Wal-Mart	4%
Big Lots	1%
Other	50%

Most enjoyed snack foods.	
	Fan Response
Chips	80%
Jerky or Meat Snacks	61%
Candy Bars	59%
Pastries	38%
Hard Candies	26%

Which of the following are you more likely to visit?	
	Fan Response
Fast Food Restaurant	26%
Buffet	5%
Sandwich Shop	10%
Pizza Place	8%
Sit Down Restaurant	49%

Which of the following restaurant types have you eaten at in the past month?	
	Fan Response
Fast Food	87%
Buffet	46%
Sandwich Shop	62%
Pizza Place	70%
Sit Down Restaurant	89%

Pet ownership.	
	Fan Response
Dog	61%
Cat	33%
Fish	12%
Horse	3%
Hamster	1%

Vehicle ownership.	
	Fan Response
Truck	72%
Car	62%
SUV	33%
Motorcycle	15%
Van	11%

Source: The information in this analysis comes from the latest available data in the Three Wide Media Subscriber Survey, conducted Winter 2008/2009. This survey consisted of 4,210 random subscribers that fit into the fan category. This survey was conducted online.