



DIRT TRACK RACING



35 Million Fans

750 Dirt Tracks Across the Nation

Multi-Million Dollar per Year Industry

DEMOGRAPHICS

70% MALE

30% FEMALE

82% OWN HOMES

Ages 25-62

INCOME 78% (35K TO 100K)

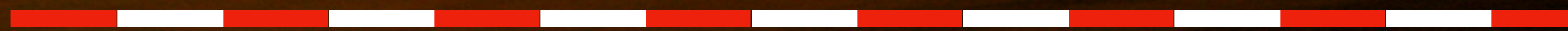
Retired **5%**

Student **11%**

Tech. Trade/Manufacturing **48%**

Professional **36%**

OCCUPATION



A silhouette of a person with long hair, seen from behind, looking out over a body of water during a sunset or sunrise. The sky is dark with some light reflecting off the water.

High School **42%**

Vocational School **22%**

College Graduate **26%**

Less Than 2 Years in College **10%**

EDUCATION LEVEL

A photograph of three race cars on a dirt track, viewed through a chain-link fence. The cars are in motion, kicking up dust. The car in the foreground is a white and blue Chevrolet SS. The car in the background on the right is a blue and yellow car with 'Branson TRACTO' visible on its side. The car on the left is partially obscured and has a red and white striped pattern.

90%

**LOYALTY
TO BRAND
THAT
SUPPORTS
RACING**



95%

**OF FANS ASKED
KNEW ABOUT
OR HAD
HEARD OF
DIXIE SPEEDWAY**

ATTENDANCE



9% 1 TO 2 VISITS PER YEAR

73% 3-5 VISITS PER YEAR

11% 10 OR MORE VISITS PER YEAR

7% ALL EVENTS

Dirt Racing Fans Are
Avid Social Media Followers
-With Over **40,000**
Facebook Followers

Ranked 4th Among Dirt Track Racing Pages.

