

THE HISPANIC NASCAR FAN — THE FIRST FULL REPORT A Knowledge Networks/rEvolution Study

Why is it needed?

- Hispanics have long been NASCAR's final frontier. While the sport has gone boldly beyond its Southern roots to become a major force nationally, Hispanics have not learned to love the sport at the same pace. That's a huge untapped opportunity. Hispanics are America's fastest-growing demographic (accounting for 50 percent of population growth in the U.S. since 2000).
- While NASCAR has done multiple internal research studies of Hispanic Fans, until now, there hasn't been any really authoritative, in-depth study of Hispanic NASCAR Fans available to anyone.

What you'll learn

- How popular is NASCAR among Hispanics compared to the U.S. as a whole? What other sports is NASCAR competing with for share of mind? How do Hispanic NASCAR Fans compare demographically to other Hispanics and to NASCAR Fans as a whole?
- What are the barriers to growing NASCAR's appeal among Hispanics? What draws Hispanic Fans to NASCAR? How important are Hispanic drivers? Who are their favorites?
- How do Hispanic Fans engage with NASCAR in terms of TV viewing, race attendance, merchandise ownership, etc.?
- Which sponsors have generated most awareness among Hispanic NASCAR Fans compared to other fans? Does NASCAR sponsorship have the same impact on Hispanic Fans as on other fans in terms of raising brand opinion and sales?

- In each case, data from Hispanic Fans is compared to similar data from NASCAR Fans as a whole from other surveys conducted by Knowledge Networks (KN) and rEvolution, so you'll be able to see how Hispanic Fans differ.

Who produced it?

- The survey was designed and results analyzed by leading independent sports marketing agency rEvolution and Top 25 market research firm Knowledge Networks, which also fielded the research. KN and rEvolution have strong credentials in sports research, having partnered to develop a ground-breaking ROI model used by many leading NASCAR sponsors. rEvolution SVP Darren Marshall, who authored the report with the KN team, is viewed as one of the top sports research experts in the business.
- NASCAR was a charter buyer of the report, as were a leading broadcaster and a leading sponsor.



How was the research conducted?

- A statistically balanced survey of 661 Hispanic NASCAR Fans and 680 Hispanic Non-fans was fielded on KN's KnowledgePanel LatinoSM from November 3rd through 10th 2008. With KnowledgePanel LatinoSM, KN has taken quality of U.S. Hispanic representation to the next level by providing PCs and Internet service for Latinos who did not have them; this represents roughly 50% of the Latino population. Research is conducted in both Spanish and English.

What would I get?

- You'll get an analysis of our syndicated results in the form of a 50-page PowerPoint report and WebEx presentation. The cost of the report is \$15,000.

To order, please call or email:

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