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NASCAR: Still the Stereotypical Southern Sport or Has It Gone Mainstream?

Allyse N. Wolfinger

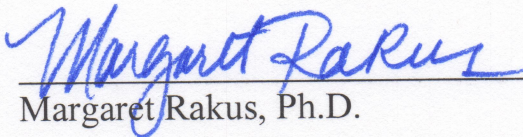
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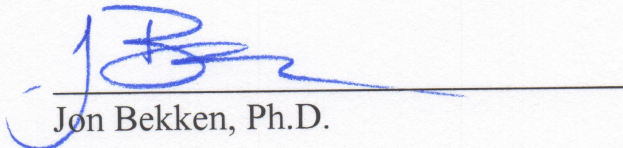
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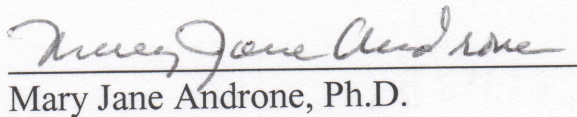
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NASCAR: Still the Stereotypical Southern Sport or Has It Gone Mainstream?

Abstract

This study explored NASCAR's regional expansion and the potentially increased awareness of NASCAR among media consumers. Data was collected using a survey of college students from the state of Pennsylvania, a key demographic in NASCAR regional expansion in a state located outside of the traditional South. This study looked to support that NASCAR's regional expansion has increased women and minorities who self-identify themselves as NASCAR fans and that local media consumption has increased the awareness of NASCAR drivers, sponsors, and its associated stereotype among Pennsylvania residents. This study adds to the little research that has been done on the subject of NASCAR and to serve as a model for further research.

Introduction

When automobile racing became an organized sport with the formation of the National Association of Stock Car Auto Racing in 1948, it was viewed as a southern man's sport enjoyed by the "moonshiners" and southern rebels. The good old southern boys in NASCAR were considered to be sweet tea and fried chicken loving, cheap domestic beer drinking, drivers of only American-made cars who enjoyed listening to old country music and waving the Confederate flag (Marcoplos, 34). The growth of stock car racing in the 1950s and 1960s primarily took place in the South and not other areas with a strong racing presence. "It was in this second stage of development that the sport emerged as a uniquely southern institution" (Adlerman, Mitchell, Webb, and Hanak, 241). In recent years, the NASCAR sanctioning body has fought to break away from its

southern roots to become a well respected, mainstream sport in the eyes of media consumers.

Beginning in the late 1960s and early 1970s, the sanctioning body began expanding the racing schedule to include tracks outside the traditional southern states of Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, and Virginia (Alderman, Mitchell, Webb, and Hanak, 241). By 2001, NASCAR's three top divisions were racing at tracks in big markets such as Las Vegas, Texas, Phoenix, California, and Kansas City, Kansas. Of the 2001 thirty-six race schedule, 47% of the races run were on tracks located outside of the traditional southern states (Alderman, Mitchell, Webb, and Hanak, 241).

NASCAR's modern era began in 1971 with the renaming of its top division to the Winston Cup Series when R.J. Reynolds Tobacco Company purchased the rights to be its title sponsor (Alderman, Mitchell, Webb, and Hanak, 241). It was during the 1970s that NASCAR's regional expansion began amongst its drivers. The forty-three-car field was now not just full of drivers from the South, but from many different parts of the country. NASCAR is no longer

a largely southern phenomenon. Over the past decade, it has grown well beyond its cultural and geographic roots. There are more drivers today from California than from the Carolinas, and the 38-race schedule takes its top division, the Sprint Cup Series, from rural New Hampshire to the rarefied confine of northern California's wine country (Yost, D7).

Throwback driver Tony Stewart criticized fellow competitor Jimmie Johnson for being "the glad-handling, charity-golf-event hosting, Eddie Haskell-acting, California-born

suck-up;" a far cry from the good old southern boys such as NASCAR greets Richard Petty, Cale Yarborough, Darrell Waltrip, and Dale Earnhardt (Guy, 54-60).

NASCAR is also looking to expand its demographics, and in order for the sport to grow its seventy-five million person fan base it is going to have to expand its driver demographics, which are mainly white males (Yost, D7). In an effort to expand its fan base, NASCAR implemented its Drive for Diversity program in 2004 with the sole purpose of attracting more female and minority drivers (Yost, D7). Thus far, NASCAR has three minority driver, Juan Pablo Montoya, Patrick Carpentier, and Chrissy Wallace, competing in its top three divisions. Their additions have helped to increase NASCAR awareness among its growing 40% female fan base and what were once dismal Hispanic and Canadian fan bases (Yost, D7).

NASCAR has also teamed with Virginia State University, which has a large African American student population, "to expose the nation's number one spectator sport to a broader audience to increase awareness" (Diversity In). As NASCAR continues to expand its regional imagery, the sport continues to rise in popularity. "Although the sport has long been popular with southern working-class men, crowds at stock car races are increasingly affluent and diverse. A significant number of women, college graduates, and nonsoutherners now identify themselves as fans" (Alderman, Mitchell, Webb, and Hanak, 238).

In recent years, NASCAR has attempted to broaden its fan base by using the media to increase the awareness among media consumers. With the signing of a six-year television contract with major television networks FOX, TNT, and NBC worth \$2.8 billion in 2000, the NASCAR season, was for the first time, being broadcast fully and had

the opportunity to reach wider audiences that cable television contracts were able to offer (Alderman, Mitchell, Webb, and Hanak, 238). The signing of this contract and the subsequent 2005 contract, worth \$4.8 billion with the FOX/Speed, TNT, and ABC/ESPN television networks, has made NASCAR the second highest rated television sporting series, second only to the NFL (Bernstein, D4). Canada has also introduced a new sports channel, TSN2, “that will offer live and exclusive coverage” of NASCAR races (Binning, 1).

The large television contracts have attracted business groups looking to increase their presence in sports, including Fenway Sports Group. Owned by the Boston Red Sox baseball team majority owner, John Henry, Fenway Sports Group, in association with Roush Racing, has begun marketing NASCAR to fans in the New England area (Abelson, A1). Roush Fenway Racing holds an annual “Roush Fenway Racing Day at Fenway Park” that attracts a crowd of about 100,000 fans to raise awareness of NASCAR among fans that are outside of the 16% of the total NASCAR fan base in the northeast region (Abelson, A1).

To increase its awareness among consumers, NASCAR has used the media to reach a society that is dependent upon receiving their information from media sources. The signing of two major television contracts has exposed the sport to many different demographics in regions far removed from its southern roots (Alderman, Mitchell, Webb, and Hanak, 238). Drivers Tony Stewart and Dale Earnhardt Jr. have radio shows on Sirius Satellite Radio that reach the many subscribers of the radio frequency (Ryan, 10C). The Sports Museum of America in Manhattan has a display devoted to three-time defending Sprint Cup Champion Jimmie Johnson, alongside displays highlighting Olympic

medalists and boxer Muhammad Ali (Kelley, 58). In a recent survey, the European Interactive Advertising Association found that sports fans are more likely to use both television and the Internet in combination. (Sports fans, 11). NASCAR now offers TrackPass on its website to keep track of a specific driver that may not be a feature on the television broadcast.

By reaching out to different forms of media outside of the southern area, NASCAR used media dependency of consumers to raise awareness that the sport is far different from the southern workingman's sport it once was. By developing a message to show consumers that drivers are no longer just "good old southern boys" and much of the racing takes place on tracks outside the traditional South, NASCAR framed the sport as mainstream in hopes the media would report more on what the sport represents today than what it represented at its inception.

This study was designed to research how NASCAR, through its regional expansion, has increased its awareness among media consumers. Using a survey of college students throughout Pennsylvania, this study examined how successful NASCAR's efforts in expanding beyond its southern roots have been in a state outside of the traditional South. College students are a highly informed public because they are such large media consumers. The survey examined their awareness of NASCAR drivers, sponsors, tracks, and sports stereotypes, as well as their media consumption and demographics.

Literature Review

Introduction

For the past several years, NASCAR's sanctioning body has been trying to transcend the sport to be nationally recognized and respected through regional expansion and the delivery of the message that NASCAR racing is no longer just the southern man's sport. This study aims to show that NASCAR's regional expansion has raised awareness for the sport among media consumers. A discussion of NASCAR's efforts for regional expansion along with its connection to agenda setting, agenda melding, and framing theories, its use of the media, its attempts at creating a fan base beyond the stereotypical southern working man, and how a broader range of sponsorships have helped show it is a national sport is necessary for readers to understand the significance of this study.

Regional Expansion

Since the late 1980s, NASCAR has expanded its schedule to include several racetracks outside of the traditional South. In his study examining the geographic expansion and regional identity in NASCAR, Douglas Hurt found that during the 1960s and 1970s, 72% and 75% respectively, of the tracks visited by NASCAR were located in the southeastern region of the United States (123). In their economic study on the benefits of the North Carolina motorsports industry, John Cornaughton and Ronald Madsen found that "The southeastern part of the United States has traditionally been viewed as the cradle of stock car racing. During the past decade, NASCAR has expanded out of its traditional geographic region" (185). Hurt also found that in the 1990s and early 2000s, the number of southeastern tracks on the NASCAR schedule fell to 47% with the addition of tracks in Phoenix; Sonoma and Fontana, California; New Hampshire; Indianapolis;

Dallas-Fort Worth; Las Vegas; Homestead-Miami; Chicago; and Kansas City, Kansas to the NASCAR schedule (125). The additions of these new racetracks have taken race dates away from traditional southern tracks with a long-standing history in the sport of NASCAR in favor of tracks with access to larger markets that are able to reach a more diversified fan base.

An important track subtraction occurred after the 1996 season when NASCAR removed North Wilkesboro, North Carolina from racing after 45 years of hosting Nextel Cup (now Sprint Cup) events. Deleting races from tracks like North Wilkesboro allows NASCAR to place dates in northern and western markets that NASCAR abandoned in the 1950s and 1960s. It is clear the organization hopes to create a dispersed pattern of track location in order to reach new markets and potential fans, particularly those in western states (Hurt, 125).

Other already established tracks are also campaigning for a date on the limited 36-race NASCAR Sprint Cup schedule. Tracks in Illinois, Kentucky, and Tennessee that host races in NASCAR's lower divisions are actively campaigning for a race on the schedule that is now re-evaluated and reconfigured every year (Hurt, 125).

In addition to adding races to already established tracks, NASCAR has proposed several new racetrack construction projects in major cities throughout the country. Several "tracks are proposed or under construction in Mississippi, Texas, Pennsylvania, West Virginia, New York/New Jersey, Connecticut, Colorado, and Washington" (Hurt, 125). According to Hurt, although the NASCAR schedule has not seen a significant track change since 2001 with the addition of tracks in Chicago and Kansas City, the

sanctioning body continues to receive proposals regarding the construction of new tracks in several key market areas (125). Dennis Coates and David Gearhart found that as of February 2008, NASCAR was still seriously considering the proposals of racetrack construction in Seattle, Washington; Staten Island, New York; and Denver, Colorado (42). If these tracks were to be completed or given the endorsement of NASCAR, their addition to the schedule would likely come at the expense of already established tracks that do not offer the same big markets as the areas in which the new tracks would be built, as has been the precedence set by the addition of newer tracks to the schedule.

Not only have NASCAR track venues diverged from the South, but its stable of drivers has as well. In their study describing NASCAR's transcultural move that expanded upon NASCAR research they considered outdated, Alderman, Mitchell, Webb, and Hanak found that 69% of the drivers that competed in the 2001 NASCAR season were from states outside the traditional South as compared to only 28% in the 1970 season (241). Although North Carolina native Dale Earnhardt, Jr. is celebrated as NASCAR's most popular driver, the current three-time defending Sprint Cup champion Jimmie Johnson calls California home. "States that have significantly increased their contribution of racing talent include California, Kentucky, Missouri, New York, Indiana, and Wisconsin. California has surpassed North Carolina as the top source of [Sprint] Cup driving talent" (Alderman, Mitchell, Webb, and Hanak, 242). According to Douglas Hurt's study of NASCAR's geographical expansion, "Drivers from the traditional stock car core of South Carolina, Georgia, and Florida have dropped off precipitously" (130). The high numbers from certain states may be in part because of the high number of familial relations following in predecessor's footsteps. According to Peter Groothuis'

2005 study on familial relations in NASCAR that tried to find support for his idea of nepotism in NASCAR, 23 of the 73 drivers in NASCAR had familial relations to another driver (250). With such a high number of relations, several drivers may come from one state due to family ties.

Connection to Theory

NASCAR's attempt to bring its message of being a national sport to the general public through the use of the media can be explored through the agenda setting and agenda melding theories. "Agenda setting describes the process by which the mass media select and concentrate on certain issues, leading people to perceive those issues as more important than others" (Coleman and McCombs, 496). The media picked up on NASCAR's reinvented image in the 1990s when then president Bill France, Jr. made the decision to expand the sport into different markets and reduce its strong link to the American South, which helped media consumers see NASCAR's new image (Alderman, Mitchell, Webb, and Hanak, 242; Hurt, 122). According to Donald Shaw, Maxwell McCombs, David Weaver, and Bradley Hamm there are two levels of mass media agenda setting. Media consumers learn the broad issues in level one of agenda setting and they adopt those broad topics and the way the issues are framed in level two (13-14). NASCAR's rise to the second most watched spectator sport has put the sport on the radar of the mass media (Alderman, Mitchell, Webb, Hanak, 238). With the increased coverage by the mass media, NASCAR's redefined message that it is no longer just the sport of the South was brought into the public's focus. NASCAR's surging popularity showed the media that it was a story worth covering, and by including it in their coverage of

important issues, increased the perception of the public that NASCAR is an important national sport.

NASCAR provided its new message to the mass media, but it was the function of media to frame their angles on the story. Shaw, McCombs, Weaver, and Hamm define framing as the way in which the media take an organization's message and present it to the public(13-14). They also believe that audiences take in that angle and entwine it into their thinking.

Audiences also absorb the attributes of news - the frames and slants in the way the news is presented - and this suggests that while the mass media do not tell us what to think, the mass media do have considerable power to tell us how to think about topics with implications for social policy (Shaw, McCombs, Weaver, and Hamm, 2).

The media could have angled the story to suggest something different from the national expansion message NASCAR was trying to promote, but the media angled the story to reflect NASCAR's original message that it is more than a southern sport. Theoretically, the public would take in the framed idea from the media that NASCAR is a national sport and incorporate that idea into their thinking.

NASCAR continues to distance itself from its southern roots by adding new racetracks to its schedule, finding driving talent from states outside of the South, and accepting sponsorship from companies all over the United States (Adlerman, Mitchell, Webb, and Hanak, 247). They have stuck to the message they wanted the media to pick up and the media has reported the national image of the sport. The media has framed the image of NASCAR to be that of a national sport, presenting that image to a media

dependent society that theoretically would have them adopt the idea of NASCAR as a national sport.

Media Use and Creating a Diverse Fan Base

NASCAR has helped to increase awareness with the signing of two substantial television contracts. "National coverage began in the late 1970s with televised races" being aired on cable stations such as ESPN and TNN (Hurt, 122; Alderman, Mitchell, Webb, and Hanak, 242). However, it was not until the early 2000s when NASCAR signed a multibillion-dollar television contract with several reputable stations. In 2000, NASCAR signed a six-year, \$2.8 billion television contract with FOX, TNT, and NBC stations putting NASCAR on network television for its entire season (Alderman, Mitchell, Webb, and Hanak, 238). NASCAR's current television contract has its races aired on FOX, TNT, ABC, and ESPN. Its increased television exposure has made NASCAR "second only to the National Football League (NFL) in television ratings" (Alderman, Mitchell, Webb, and Hanak, 238). M. Graham Spann projects in his study on NASCAR fans that "most of us have seen sports news reports of Jeff Gordon winning a race" (356). Alderman, Mitchell, Webb, and Hanak found that fans are increasingly attracted to NASCAR because of expanding television coverage" (242).

The death of popular NASCAR driver Dale Earnhardt Sr. in 2001 brought unprecedented media attention to the sport. "Media sources showed fans gathered at racetracks, churches, and other memorial services where they prayed, cried, and talked to each other about what Earnhardt meant to them personally, and to the quality of their lives" (Spann, 352). In addition, his birthday was declared Dale Earnhardt Day in North Carolina and the governor of South Carolina declared the week of March 13, 2001, Dale

Earnhardt Memorial Week (Spann, 352). Daniel Wann and Paula Waddill's study on the importance of identification with NASCAR drivers found that fans that highly identified with another driver were just as likely to list painful responses to the death of Dale Earnhardt as fans that highly identified themselves as Earnhardt fans (100-101). They had predicted that fans that identified with other drivers would not list painful responses to Earnhardt's death (Wann and Waddill, 96). Hurt found that NASCAR fans believed Earnhardt was one of them (133). The media attention surrounding the death of one of the most popular NASCAR drivers catapulted the sport into the mainstream and "brought unprecedented media attention to NASCAR fans" (Spann, 352).

NASCAR fans have been stereotyped to be the southern, working-class, white male, but NASCAR has been working using different forms of media to diversify its fan base. According to Spann, "One popular myth about NASCAR fans is that they are all white, working-class males. Concomitantly, some assume that racism and sexism also flourish among these males given that the confederate flag is a widely displayed symbol at race venues (Spann, 353). Alderman, Mitchell, Webb, and Hanak report that "a significant number of women, college graduates, and nonsoutherners now identify themselves as fans" (238). According to Spann, nearly 13% of NASCAR fans have household incomes of \$75,000 or higher, women 18 and older account for 40% of the total fan base, and 40% of the entire NASCAR fan base has attended college (354-355). These newer and diversified fans hold NASCAR to be a nationally recognized sport and do not have the attachment to the southern roots NASCAR has most closely been associated with. Hurt found that "to newer fans outside the South, NASCAR holds

national significance as an exciting, fastgrowing, American sport with personable and accessible stars” (133).

National Sponsorship

NASCAR helped redefine its national image by breaking ties with its traditional southern sponsors in favor of more nationally recognized sponsors. In 2004, NASCAR switched title sponsors for its highest division from the traditional southern sponsor R.J. Reynolds Tobacco Company to Nextel Communications after a 33-year partnership (Alderman, Mitchell, Webb, and Hanak, 242). Lucas Marcoplos noted in his study about attending an actual NASCAR event as someone who knew nothing about the sport that “the sponsors were diverse. The most visible was the Reese’s car painted bright orange. Other cars were sponsored by Gunbroker.com, Navy, Coast Guard, Marines, Clorox, Dollar General, and McDonalds” (39). He also noted that “in a brilliant advertising feat, Advil had managed to sponsor a car” (Marcoplos, 39). Nonautomotive sponsors have become vast in NASCAR, including sponsorships by Tide, Coca-Cola, DuPont, Sprint, Kellogg’s, and Viagra (Alderman, Mitchell, Webb, Hanak, 242). These companies help to promote NASCAR and its drivers as, according to Joanne Mackellar’s study of fanatics, fans can find their favorite driver on just about anything (17). Tom Regan and Taylor Damonte believe that NASCAR markets are socioeconomically beneficial (296). In their study of the South Carolina NASCAR market, they recount the loss of two highly traditional and historical southern races sponsored by Mountain Dew and TransSouth that were replaced on the schedule in favor of larger market tracks sponsored by nationally recognized companies (Regan and Damonte, 297). NASCAR has diversified its

sponsorship of its series, its races, and its cars to fit its new image as a nationally recognized sport.

Because there has been little research done on NASCAR's regional expansion and its effects on media consumers, this study looks to show that

H1: Women in the state of Pennsylvania self-identify as NASCAR fans more than men.

H2: More minorities in the state of Pennsylvania self-identify as NASCAR fans than Caucasians.

H3: NASCAR Sprint Cup Series driver recognition is related to media consumption.

H4: NASCAR Sprint Cup Series sponsor recognition is related to media consumption.

H5: NASCAR's stereotype of being a southern white man's sport is indirectly related to media consumption.

H6: NASCAR's stereotype of being a boring sport is indirectly related to media consumption.

Method

To measure the awareness of NASCAR racing among media consumers, 300 college students were recruited with a 32% response rate. The survey gauged the awareness of NASCAR racing among a key demographic the sport is looking to reach in its regional expansion. A survey was the most appropriate method of inquiry because it measured the cognitive beliefs and perceptions about a phenomenon. Daniel Wann and Paula Waddill used a survey to measure people's reactions and responses to the fatal

crash that killed NASCAR driver Dale Earnhardt, Sr. in their study on the importance of identification with NASCAR drivers (97). A survey allowed me to ask respondents the extent to which they believed certain claims about NASCAR to be true or accurate and the extent to which they agreed or disagreed with certain statements regarding NASCAR racing. A survey permitted me to inquire about the respondent's behavior from the past, present, and future in reference to their media use. I was able to ask many questions on one particular topic, giving me flexibility in my analysis (Baxter and Babbie, 199). Wann and Waddill asked several questions in specific categories of sports fandom, reactions to the fatal crash, and responses to the crash (97). A survey also allowed me to ask demographic questions such as age, race, home state, college or university, and their year in college.

College students are generally very busy with classes, work, and extra curricular activities. When dealing with a demographic that is generally busy, the most convenient and time effective method yields the best results for a researcher. A survey was the most appropriate method of inquiry in relations to college students because it is a convenient and easy method that took little time for them to complete. It was also self-administered, which made getting a large sample feasible (Baxter and Babbie, 199).

Participants

Survey participants were college students attending a college or university in the state of Pennsylvania. It was important for my study to use a state outside of the traditional South to measure the awareness of NASCAR after its efforts to regionally expand and become a nationally recognized sport. The 150 participants had to be at least 18 years of age to participate in the survey. Choosing Pennsylvania is purposive sampling

because it is my choice of one state to represent many. Choosing college students is both convenience sampling because college students are easily accessible to me, and snowball sampling because I reached out to students at other colleges asking them to participate and forward the survey to other students at their college.

Throughout this study and survey there were many unconventional terms used that readers would benefit from having defined. The two main terms in regards to my study are regional expansion and media consumers. NASCAR's regional expansion is its push to become a nationally recognized sport by expanding its schedule to include tracks outside of the traditional South and by creating a fan base in addition to the white, southern workingman. A media consumer is someone who actively engages in using at least one form of media per day. Also needing further explanation for survey participants was the term sports fan. As defined in my survey a sports fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players. Defining these key terms helped readers and participants of this study understand exactly what I was looking for in response to the questions posed.

The unit of analysis for my survey is media consumers. My research is focused on finding the awareness of NASCAR racing among media consumers. Therefore, media consumers are my unit of analysis.

Materials

My survey was a questionnaire broken down into different sections with relatable questions. The first section of the survey asked about a participant's feelings toward different sports stereotypes. The questions asked the extent to which participants agree or disagree with certain stereotypes associated with different sports. Section two asked

participants to rank their local media coverage in newspapers, on television, and on the radio of several different sports. The third section asked the participants which sports they consider themselves to be fans of. The fourth section asked participants their knowledge of different sports. Section five of the survey asked participants about their media use and which forms of media they get their sports information from. The final two main sections of the survey asked the participants about their attendance at different sporting events and finally their knowledge of NASCAR racing. The survey ended by asking relevant demographic information.

There are many variables that needed to be taken into consideration as the data from the survey was analyzed. The most important variable was a participant's level of media consumption. A participant's level of media consumption may have affected their awareness of NASCAR racing, their ability to recognize NASCAR drivers and sponsors through cued recall, the stereotype associated with NASCAR racing, and their self-identification as a NASCAR fan. Those participants who actively consume media on a regular basis may have been more likely to have a higher awareness of NASCAR racing, its drivers and sponsors, and its stereotype. If the participants did not use media, their answers were analyzed separately from those who use media to identify different relationships between media use and awareness. If a participant self-identified himself/herself as a NASCAR fan, his/her awareness of NASCAR, its drivers and sponsors, and its stereotype could also be higher.

Procedures

The survey was conducted using Survey Monkey. After systematically choosing 350 Albright students from the student directory, an e-mail was sent with the link to the

survey and asked for their participation. I also sent an e-mail to students I know from other Pennsylvania colleges asking for their participation and to send it to other students at their colleges asking for their participation. The survey was open on Survey Monkey for two months and ended on February 28, 2009. I sent three additional reminder e-mails asking for student participation.

Once 97 surveys had been recorded I began my analysis of the data. I used quantitative data analysis, which is the process of converting data into numerical form (Baxter and Babbie, 257). I designed a codebook where all of the possible answers to the survey questions were given a numerical value. I then performed a normalcy test to determine whether each of the variables were considered normal to determine which tests would be performed to find the statistics I would use.

To test the extent to which two variables are associated with, or related to, one another I used statistics of association. My hypotheses predicted that media consumption is positively correlated to awareness of NASCAR, its drivers and sponsors, and its stereotype. To measure how local media consumption effects NASCAR racing awareness, its drivers and sponsors, and its stereotype, I used the Pearson and Spearman's correlations. This helped to determine if the variables are positively or negatively related to one another. To find if women and minorities self-identify as NASCAR fans more than men and Caucasians respectively, I will use the Chi-square test.

Findings

The 97 participants are representative in terms of gender, but were not a representative sample of the number of minorities or the total population of college and university students. College student enrollment has gradually increased over many years.

Between 1995 and 2005 college enrollment increased by 17.5 million with female enrollment increased by 27% or 10,032 students and male enrollment increased by 18% or 7,456 students (nces.ed.gov). In 2005, 65.7% of college students were Caucasian while 12.7% were African American, 10.8% were Hispanic, 6.5% were Asian/Pacific Islanders, 1% were American Indian/Alaskan Natives, and 3.3% were non resident aliens (nces.ed.gov). In 2008, there were 434 Pennsylvania colleges and universities with approximately 713,048 students' enrolled (educationbug.org).

Hypothesis 3- NASCAR Sprint Cup Series driver recognition is related to media consumption- was tested using the variables of total media consumption and recognition of NASCAR drivers and was supported and statistically significant. The questions "Below is a list of names. Please check ALL the names you recognize as NASCAR Sprint Cup Series drivers." and "Indicate how often you use each form of media to watch or receive sports information." were used to measure the relationship between the two variables. This hypothesis was tested using three different levels of NASCAR Sprint Cup Series drivers. A level drivers are those who are covered most often by several different media outlets. A level drivers included Dale Earnhardt, Jr.; Tony Stewart ; and Jeff Gordon. B level drivers are those who are covered less often by several different media outlets. B level drivers included David Ragan, Elliott Sadler, and Clint Bowyer. Athletes who were not NASCAR drivers were also included to see whether participants were able to choose only those who were NASCAR Sprint Cup Series drivers. Athletes who are not NASCAR drivers that were included were Patrick Kane; Davis Love, III; Adam Morrison; and Alex Smith.

The relationship between total media consumption and recognition of only **A level NASCAR Sprint Cup drivers** was investigated using Spearman's rho correlation. Preliminary analyses were performed for all variables to ensure no violation of the assumptions of normality, linearity, and homoscedasticity. There was a moderate, positive correlation between the two variables, $\rho=.41$, $n=90$, $p<.01$ with levels of media consumption associated with levels of A level driver recognition. The recognition of A level NASCAR drivers increased with higher levels of media consumption.

The relationship between total media consumption and recognition of only **B level NASCAR Sprint Cup drivers** was investigated using Spearman's rho correlation. There was a weak, positive correlation between the two variables, $\rho=.28$, $n=90$, $p<.01$ with levels of media consumption and recognition of B level NASCAR drivers. The recognition of B level NASCAR drivers increased with higher levels of media consumption.

The relationship between total media consumption and recognition of people who were **not NASCAR drivers** was investigated using Spearman's rho correlation. There was a weak, positive correlation that was not statistically significant and did not meet an acceptable level of error between the two variables, $\rho=.03$, $n=90$, $p<.64$, with media consumption associated with recognition of people who were not NASCAR drivers. This means that few participants erroneously identified athletes who were not NASCAR Sprint Cup Series drivers. This means that the more media participants consumes, the less likely they were to erroneously identify athletes who were not NASCAR drivers.

The relationship between media consumption and A level drivers was stronger than the relationship between B level drivers and media consumption. This would

suggest that media consumption is related to level of knowledge of NASCAR drivers, given that A level drivers are more intensely covered than B level drivers.

Hypothesis 4- NASCAR Sprint Cup Series sponsor recognition is related to media consumption- was tested using the variables of media consumption and recognition of NASCAR Sprint Cup Series Sponsors and found to be supported and significant. The questions "Indicate how often you use each form of media to watch or receive sports information in a week." and "Below are a list of sponsors. Please check all of the sponsor names you recognize as being associated with NASCAR racing." were used to measure the relationship between the two variables. This hypothesis was tested using three different levels of NASCAR Sprint Cup Series sponsors. A level sponsors are those who are seen most often in media coverage. A level sponsors included AAA, Budweiser, and The Home Depot. B level sponsors are those who are seen less often in media coverage. B level sponsors included Pedigree Dog Food, Bass Pro Shops, and Adidas. Companies who were not NASCAR sponsors were also included to see whether participants were able to choose only those who were NASCAR Sprint Cup Series sponsors. Companies who are not NASCAR Sprint Cup Series sponsors that were included are Wal-Mart, Wendy's, the Marines, Mercedes, and Apple.

The relationship between total media consumption and recognition of **all NASCAR Sprint Cup Series sponsors** was investigated using Spearman's rho correlation. There was a moderate, positive correlation between the two variables, $\rho=.47$, $n=90$, $p<.01$, with media consumption associated with recognition of all NASCAR Sprint Cup Series sponsors. The recognition of all NASCAR sponsors increased with higher levels of media consumption.

The relationship between total media consumption and recognition of **A level NASCAR Sprint Cup Series sponsors** was investigated using Spearman's rho correlation. There was a moderate, positive correlation between the two variables, $\rho=.43$, $n=90$, $p<.01$, with media consumption associated with recognition of A level NASCAR Sprint Cup Series sponsors. The recognition of A level NASCAR sponsors increased with higher levels of media consumption.

The relationship between total media consumption and recognition of **B level NASCAR Sprint Cup Series sponsors** was investigated using Spearman's product-moment correlation coefficient. There was a moderate, positive correlation between the two variables, $\rho=.38$, $n=90$, $p<.01$, with media consumption associated with recognition of B level NASCAR Sprint Cup Series sponsors. The recognition of B level NASCAR sponsors increased with higher levels of media consumption.

The relationship between total media consumption and recognition of companies who are **not NASCAR Sprint Cup Series sponsors** was investigated using Spearman's rho correlation. There was a moderate, positive correlation between the two variables, $\rho=.32$, $n=90$, $p<.01$, with media consumption associated with recognition of all NASCAR Sprint Cup Series sponsors. This means that several participants erroneously identified companies that are not NASCAR Sprint Cup Series sponsors. This means that the more media participants consumes, the more likely they were to erroneously identify companies who were not NASCAR sponsors.

Again, higher levels of NASCAR sponsor knowledge was associated with higher levels of media assumption, with the relationship between media consumption and A

level sponsors being the strongest relationship. Thus, increased media attention combined with high levels of media consumption are related to an increase in NASCAR knowledge.

Hypothesis 6- NASCAR's stereotype of being a boring sport is indirectly related to media consumption- was tested using the variable of media consumption and whether participants believed NASCAR racing was boring. The results indicated a relationship but was not statistically significant. The questions "Most sports fans think racing is boring." and "Indicate how often you use each form of media to watch or receive sports information in a week." were used to measure the relationship between the two variables.

The relationship between total media consumption and the belief that most sports fans think NASCAR is boring was investigated using Spearman's rho correlation. There was a weak, negative correlation that was not statistically significant between the two variables, $\rho = -.03$, $n = 90$, $p > .81$, with media consumption not associated with most sports fans thinking NASCAR is boring.

Hypothesis 1- women in the state of Pennsylvania self-identify as NASCAR fans more than men- was tested using the variables of gender and self-identifying as a NASCAR fan and was found to be supported but not significant. The questions "What is your gender?", "Check all of the sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.", and "Check the top THREE sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players." were used to test whether more women than men self-identify themselves as NASCAR fans.

A Chi-square test for independence (with Yates Continuity Correction) indicated a weak, non significant association between gender and self-identifying as a NASCAR fan, $X^2(1, n=83)=2.3$, $p=.13$, $\phi=-.206$. Another Chi-square test for independence (with Yates Continuity Correction) indicated a weak non significant association between gender and self-identifying NASCAR as a top 3 favorite sport, $X^2(1, n=83)=.65$, $p=.42$, $\phi=-.13$. While not statistically significant, these results suggest that fan status is not related to gender; the gender gap may be closing. In fact descriptive statistics show that 10.5% of the women surveyed self-identified as NASCAR fans.

Hypothesis 5- NASCAR's stereotype of being a southern white man's sport is indirectly related to media consumption- was tested using the variables of media consumption and whether participants felt racing was still a white man's sport and was found to be not supported and not significant. The questions "The typical NASCAR fan is a southern white person." and "Indicate how often you use each form of media to watch or receive sports information in a week." were used to determine the relationship between the variables.

The relationship between total media consumption and the belief that NASCAR is still a white southern man's sport was investigated using Pearson product-moment correlation coefficient. There was a weak, positive correlation that was not statistically significant between the two variables, $r=.01$, $n=90$, $p>.91$, with media consumption associated with the belief that NASCAR is still a southern white man's sport.

StereoQ1 * Q19index Crosstabulation

		Q19index																
		0	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Total
StereoQ1 4	Count	0	1	0	0	0	1	0	0	1	2	2	1	0	1	0	0	5
	% within StereoQ1	.0%	11.1%	.0%	.0%	.0%	11.1%	.0%	.0%	11.1%	22.2%	22.2%	11.1%	.0%	11.1%	.0%	.0%	100.0%
	% within Q19index	.0%	16.7%	.0%	.0%	.0%	33.3%	.0%	.0%	12.5%	50.0%	40.0%	33.3%	.0%	100.0%	.0%	.0%	10.0%
	% of Total	.0%	1.1%	.0%	.0%	.0%	1.1%	.0%	.0%	1.1%	2.2%	2.2%	1.1%	.0%	1.1%	.0%	.0%	10.0%
3	Count	14	5	7	1	5	1	5	1	5	1	2	0	3	0	3	1	54
	% within StereoQ1	25.9%	9.3%	13.0%	1.9%	9.3%	1.9%	9.3%	1.9%	9.3%	1.9%	3.7%	.0%	5.6%	.0%	5.6%	1.9%	100.0%
	% within Q19index	70.0%	83.3%	77.8%	100.0%	62.5%	33.3%	45.5%	50.0%	62.5%	25.0%	40.0%	.0%	100.0%	.0%	75.0%	50.0%	60.0%
	% of Total	15.6%	5.6%	7.8%	1.1%	5.6%	1.1%	5.6%	1.1%	5.6%	1.1%	2.2%	.0%	3.3%	.0%	3.3%	1.1%	60.0%
2	Count	6	0	2	0	2	1	6	1	1	1	1	1	0	0	1	0	23
	% within StereoQ1	26.1%	.0%	8.7%	.0%	8.7%	4.3%	26.1%	4.3%	4.3%	4.3%	4.3%	4.3%	.0%	.0%	4.3%	.0%	100.0%
	% within Q19index	30.0%	.0%	22.2%	.0%	25.0%	33.3%	54.5%	50.0%	12.5%	25.0%	20.0%	33.3%	.0%	.0%	25.0%	.0%	25.6%
	% of Total	6.7%	.0%	2.2%	.0%	2.2%	1.1%	6.7%	1.1%	1.1%	1.1%	1.1%	1.1%	.0%	.0%	1.1%	.0%	25.6%
1	Count	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	3
	% within StereoQ1	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	33.3%	.0%	.0%	33.3%	.0%	.0%	.0%	33.3%	100.0%
	% within Q19index	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	12.5%	.0%	.0%	33.3%	.0%	.0%	.0%	50.0%	3.3%
	% of Total	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	1.1%	.0%	.0%	.0%	1.1%	3.3%
0	Count	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
	% within StereoQ1	.0%	.0%	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	100.0%
	% within Q19index	.0%	.0%	.0%	.0%	12.5%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
	% of Total	.0%	.0%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
Total Count	Count	20	6	9	1	8	3	11	2	8	4	5	3	3	1	4	2	90
	% within StereoQ1	22.2%	6.7%	10.0%	1.1%	8.9%	3.3%	12.2%	2.2%	8.9%	4.4%	5.6%	3.3%	3.3%	1.1%	4.4%	2.2%	100.0%
	% within Q19index	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	22.2%	6.7%	10.0%	1.1%	8.9%	3.3%	12.2%	2.2%	8.9%	4.4%	5.6%	3.3%	3.3%	1.1%	4.4%	2.2%	100.0%

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Hypothesis 2- more minorities in the state of Pennsylvania self-identify as NASCAR fans than Caucasians- was tested using the variables of race and self-identification as a NASCAR fan and was found to be not supported and significant. The questions “Which of these groups best describes you”, “Check all of the sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.”, and “Check the top THREE sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.” were used to determine if more minorities than Caucasians self-identify as NASCAR fans.

A Chi-square test for independence indicated a moderately significant relationship between ethnicity and self-identifying as a NASCAR fan, $X^2 (1, n=80) = 9.5, p=.01$, Cramer’s $V=.43$. A Chi-square test for independency indicated a moderately significant relationship between ethnicity and self-identifying NASCAR as a top 3 favorite sport, $X^2 (1, n=80) = 9.5, p=.01$, Cramer’s $V=.43$.

Fanof * Race Crosstabulation

			Race					
			1	2	4	5	8	9
Fanof 0	Count	66	2	1	1	0	0	70
	% within Fanof	94.3%	2.9%	1.4%	1.4%	.0%	.0%	100.0%
	% within Race	89.2%	100.0%	100.0%	100.0%	.0%	.0%	87.5%
	% of Total	82.5%	2.5%	1.2%	1.2%	.0%	.0%	87.5%
1	Count	8	0	0	0	1	1	10
	% within Fanof	80.0%	.0%	.0%	.0%	10.0%	10.0%	100.0%
	% within Race	10.8%	.0%	.0%	.0%	100.0%	100.0%	12.5%
	% of Total	10.0%	.0%	.0%	.0%	1.2%	1.2%	12.5%

Total	Count	74	2	1	1	1	1	80
	% within Fanof	92.5%	2.5%	1.2%	1.2%	1.2%	1.2%	100.0%
	% within Race	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	92.5%	2.5%	1.2%	1.2%	1.2%	1.2%	100.0%

Top3 * Race Crosstabulation

			Race						
			1	2	4	5	8	9	Total
Top3	0	Count	66	2	1	1	0	0	70
		% within Top3	94.3%	2.9%	1.4%	1.4%	.0%	.0%	100.0%
		% within Race	89.2%	100.0%	100.0%	100.0%	.0%	.0%	87.5%
		% of Total	82.5%	2.5%	1.2%	1.2%	.0%	.0%	87.5%
	1	Count	8	0	0	0	1	1	10
		% within Top3	80.0%	.0%	.0%	.0%	10.0%	10.0%	100.0%
		% within Race	10.8%	.0%	.0%	.0%	100.0%	100.0%	12.5%
		% of Total	10.0%	.0%	.0%	.0%	1.2%	1.2%	12.5%
Total		Count	74	2	1	1	1	1	80
		% within Top3	92.5%	2.5%	1.2%	1.2%	1.2%	1.2%	100.0%
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	92.5%	2.5%	1.2%	1.2%	1.2%	1.2%	100.0%

Discussion

The current study examined NASCAR's regional expansion in association with driver and sponsor recognition, self-identification as a NASCAR fan, and the idea that NASCAR is still a stereotypical southern sport in relation to media consumption. In the past several years NASCAR has tried to increase visibility, name recognition, and awareness. Thus far there attempts at creating a more recognizable sport has a whole has been successful. They have marketed their drivers in many different ways including

appearances on popular television shows, appearances in popular entertainment magazines, and appearances at different types of popular sporting events such as the Super Bowl. They have also marketed the sport as an everyday person sport by showing fans such as celebrities and prominent businessmen and women during their telecasts. NASCAR's attempt to market themselves to the mainstream media as not the stereotypical southern sport with stereotypical southern drivers has been successful in regards to visibility, name recognition, and awareness.

I believe that a relationship between media consumption and recognition of NASCAR Sprint Cup series drivers and sponsors was supported. However, due to multiple media input and intertextual media discourse, the ability to isolate the impact of particular forms of media with a sample of this size was not viable. In their study on the impact of intertextuality on television and print advertisements, Jacqueline Hitchon and Jerzy Jura define intertextuality as "one text including various references from another text or texts" (145). They go on to say that intertextuality in print and television advertisements specifically, is a "mutual cross-referencing" (145). The media draws on different discourses to help shape the reality of the media being reported to consumers. Without knowing where the different discourses came from in relation to the participants of this study, it is difficult to determine their knowledge of NASCAR learned from their specific personal media consumption.

With the pervasiveness of advertising in media today, participants may have been able to identify NASCAR sponsors more because they recognized the name from other media advertising rather than because they knew it was associated with NASCAR racing. The fact that all companies listed in the questions were thought to be sponsors of

NASCAR racing may be due more to the fact that the companies are advertising in media more so than the fact that the participants really believed them to be NASCAR Sprint Cup Series sponsors. Name recognition is high; some participants may have responded based more on name recognition than on specific knowledge of NASCAR. This is one area of the study that needs further exploration. The current level of media coverage of NASCAR, combined with the high visibility of sponsors across markets and media, make it difficult to determine if consumer knowledge of the association between NASCAR and sponsors is increasing or if general knowledge about NASCAR and name recognition of sponsor corporations is increasing. Sponsors are interested almost solely on getting the name of their brand or product to the masses, not necessarily that their brand or product be recognized in association with NASCAR racing. NASCAR racing is just a small portion of the advertising that companies use to get their brand or product out to the masses, and may be another reason why participants were able to recognize sponsors more regularly than just knowing solely that the sponsor is associated with NASCAR racing. It is possible that A level sponsors like Budweiser and The Home Depot were more regularly recognized because of their advertising in all forms of media rather than their association with NASCAR racing.

Further, college students are a demographic that is considered to use a lot of media in many different forms. Heavy media users, like college students, use media across platforms. For this reason, breaking apart the variables in this study concerning media consumption in a meaningful way is a complex task. The level of media consumption as a research variable or the operationalization of this variable may need to be reconceptualized.

Agenda setting theory seems to be connected to the fact that participants could more easily recognize A level drivers because they receive more media coverage than other drivers. The fact that participants could more regularly identify A level Sprint Cup drivers is a result of the media coverage surrounding NASCAR. The media tends to cover successful, already established figureheads more than drivers who are just beginning or have yet to prove themselves as successful figureheads. The fact that drivers Tony Stewart, Jeff Gordon, and Dale Earnhardt, Jr. were more regularly recognized by participants as being Sprint Cup Series drivers is due to the amount of positive media coverage all three receive. All three drivers are framed as successful, figureheads to the sport and are therefore more easily recognizable to those who use the media. B level drivers such as David Ragan, Clint Bowyer, and Elliott Sadler were not regularly identified as Sprint Cup Series drivers because they receive less media coverage and with the media coverage they receive, they are considered unproven talents and therefore less likely to be recognized as Sprint Cup Series drivers. The fact that some participants choose athletes who were not NASCAR Sprint Cup Series drivers appears to be connected to the sponsor names being visible more generally in media discourse, and not necessarily because the participants believed them to be Sprint Cup Series drivers.

The fact that participants identified certain drivers or sponsors may be due to selective attention to the media they consume. Those with a particular interest in sports or NASCAR may pay more attention to the media's mention of NASCAR racing. For those that are less interested in sports or NASCAR, they may be exposed to NASCAR in the media, but may not pay close attention to what is being reported due to their lack of interest. An example of this would be the clips shown on television newscasts or on

ESPN's SportsCenter. Both media outlets may mention NASCAR racing in their broadcast, but only those inclined to want to know about NASCAR or sports news in general would pay close attention to what is being reported.

Another interesting aspect that could have been explored farther in this study had time permitted, was the knowledge of NASCAR with those who self-identify as sports fans and those who do not. It would be interesting to see if those that self-identify as sports fans are more knowledgeable about NASCAR due to the sports related media they consume in comparison to those who do not self-identify themselves as sports fans and do not consume sports related media. There is a chance that patterns and differences may be seen among those that self-identify as sports fans that are not seen among those that do not self-identify as sports fans. A change to the original questionnaire used in this study to include a question asking if a participant self-identified themselves as a sports fan could have been compared with the knowledge questions regarding NASCAR Sprint Cup Series drivers and sponsors.

It is possible that the number of females who self-identified themselves as NASCAR fans is more prevalent in this study than in the statistics that measure overall NASCAR fans because considerably more females took the survey than males. If the ratio of female to male participants had been closer the number of females and males that self-identify as NASCAR fans may have been closer to the 40/60 ratio of the overall statistics of NASCAR fans. However, college females only make up a percentage of adult female sports fans and there is a possibility that some college females consider themselves to be sports fans for social membership purposes, which means that the college demographic may potentially be different than the larger population. Overall, the

number of female respondents that self-identified as NASCAR fans is indicative of the continuing increase in female fans. The number of minority fans that self-identified as NASCAR fans was closer to the ratio of the overall minority statistics of NASCAR fans. While the sport has been proactive in their attempt to get more minority fans, a considerable portion of the fan population is Caucasian. NASCAR still has much work to do if they want to increase their minority fan base because overall the majority of their fans are Caucasian.

Participants overwhelmingly believed that NASCAR is still a southern, white man's sport. Despite all of the effort that NASCAR is putting forth to show that they are more than just a southern sport, people still generally believe this stereotype. A slow rate of perception change of stereotypes coupled with media images reinforcing the NASCAR stereotype by showing fans tail gaiting in their RVs, drinking cheap domestic beers like Budweiser, and waving their Confederate flags may be three factors to consider. In fact, there are many fans of NASCAR today that are businessmen, college graduates, minorities, and celebrities.

Media framing seems to be connected to the perception that NASCAR racing is not boring. Many media outlets now show more wrecks and flips, making the races more exciting to watch. ESPN's SportsCenter often show race highlights of wrecks, flips, and occasional fights as well as exciting finishes and victory celebrations. Races are no longer being shown as cars just making laps. Presenting NASCAR races as high energy, high risk, thrillers may exuberate fans and entice non-fans.

As NASCAR continues its push into the mainstream, it is beginning to become mentioned in the same sentence as sports like Major League Baseball, the NFL, and

professional hockey. National as well as local media are beginning to cover NASCAR on a more regular basis as the sports continues to transcend into the mainstream. It continually beats Major League Baseball and professional hockey in the ratings and is second in both ratings and fan identification to the NFL. Reaching out to fans that are not the stereotypical NASCAR fans such as women, minorities, and college graduates will continue to bring the sport to a new level national recognition. NASCAR will need to continue to do more with their minority programs to be able to compete with the diverse fan bases of Major League Baseball and the NFL. While NASCAR is still behind the NFL in ratings and fans, it is second in both categories despite still being considered a stereotypical boring, southern sport.

I think that a lot of things could have been done differently to get a more representative sample and have a more accurate account of participants' beliefs and recognition of NASCAR racing. A content analysis of Pennsylvania sports coverage would have better prepared me for this study. The development of a measure of media consumption dealing with pervasive media and high rates of multiple platform consumption would help future research. Changes to the original questionnaire to include a question that speaks to whether the participant self-identified as a sports fan would have added an additional and important variable to test the relationships of NASCAR knowledge and media consumption with. Changes to the NASCAR knowledge section in relation to choosing drivers and sponsors from a list that included A level, B level, and non drivers and sponsors could have produced a more comprehensive data set.

In future studies a larger more inclusive sample would be needed to have a more representative participant response. A stratified random sample of high, moderate, and

low level media consumers would be a more ideal and representative sample. However, college students, that was the sample used in this study, as a whole are generally thought to be high, multi-media consumers. Including college students from other states considered to be northern would add to the population and could produce a stratified random sample of media consumers. Also expanding the sample to include participants in addition to college students would create a more representative and stratified sample.

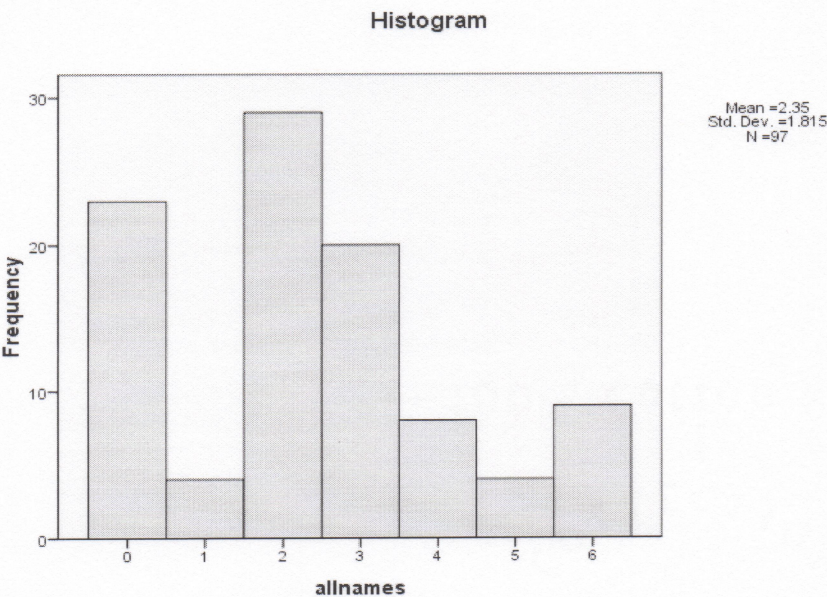
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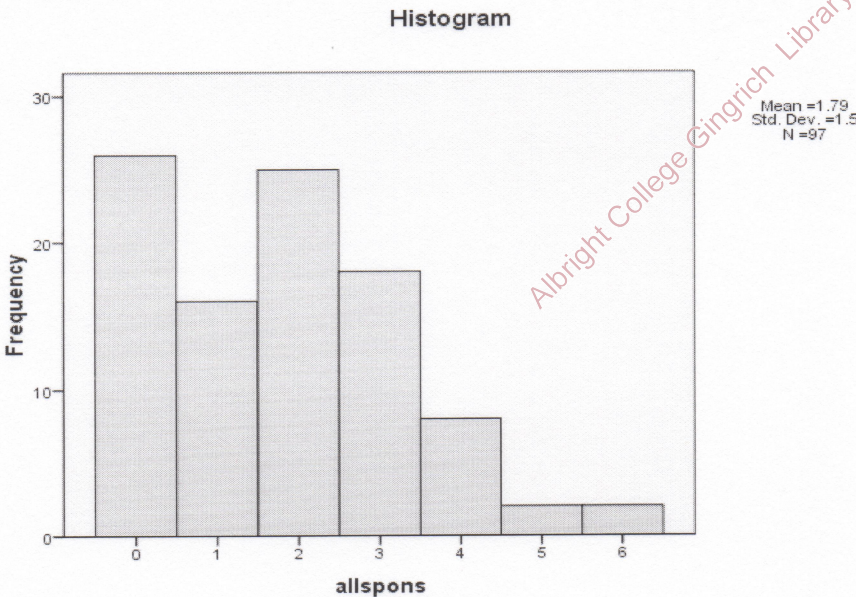
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Appendix A: Test Results

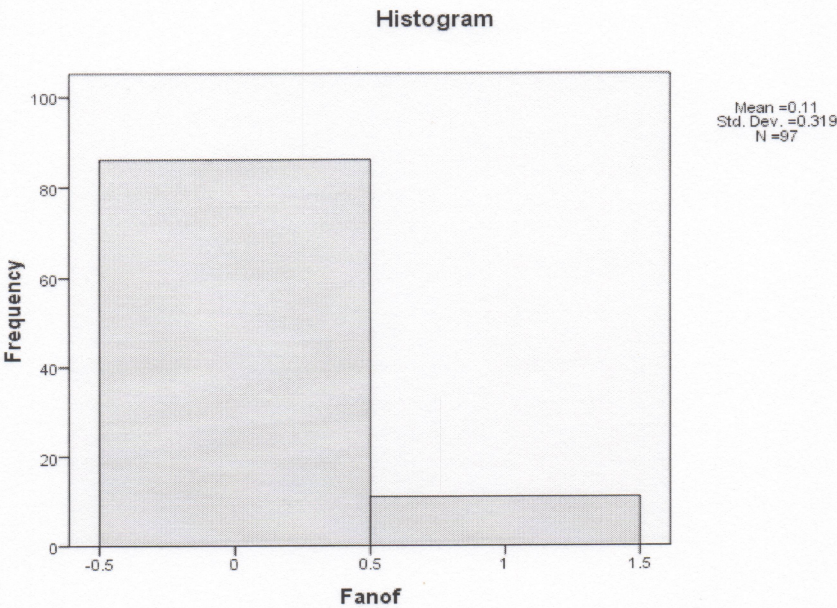
Normalcy Test for All Drivers and Media Consumption



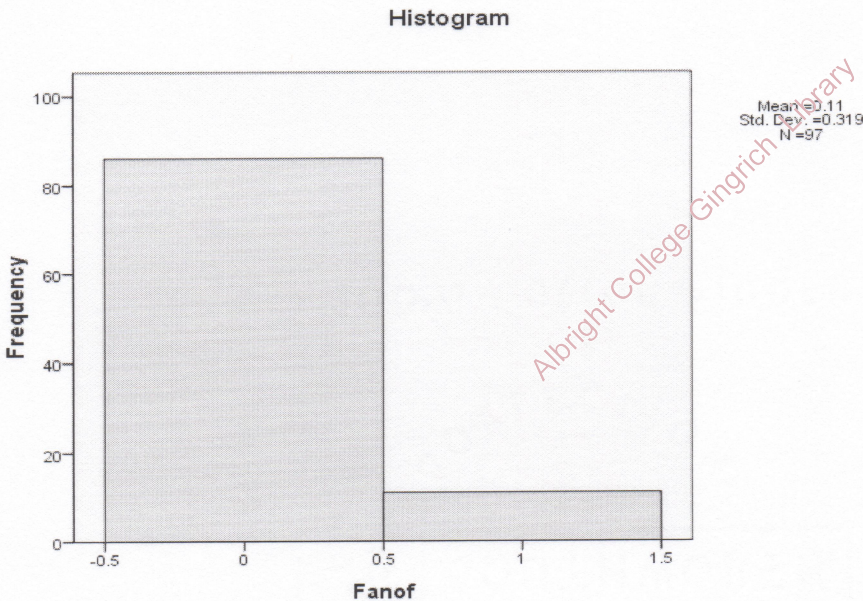
Normalcy Test for All Sponsors and Media Consumption



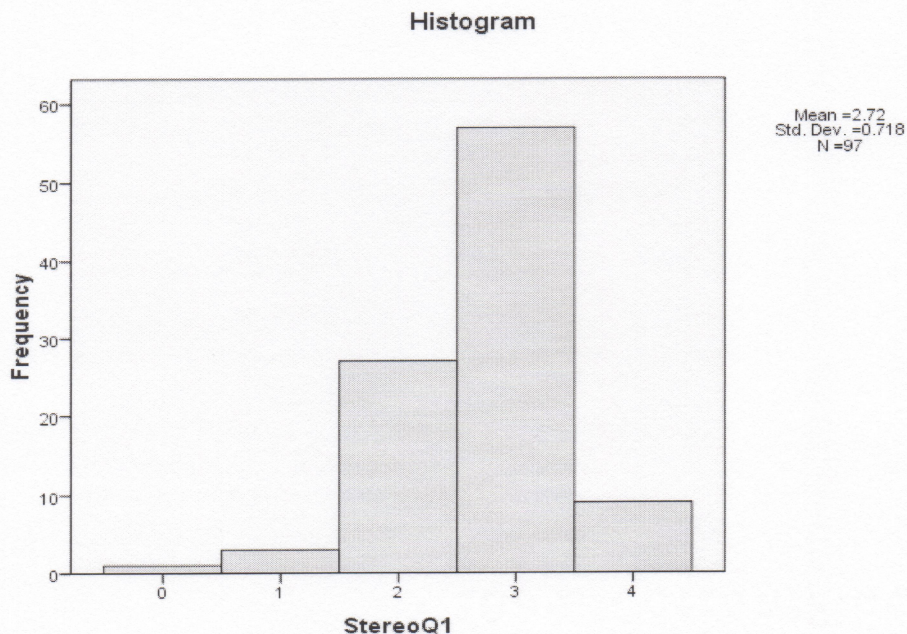
Normalcy Test for Gender and Self-Identification as a NASCAR fan



Normalcy Test for Minorities and Self-Identification as a NASCAR Fan



Normalcy Test for Stereotype and Media Consumption



Pearson and Spearman's Test for A Level NASCAR Drivers and Media Consumption

Correlations

Correlations		Q19index	Anames
Q19index	Pearson Correlation	1.000	.430**
	Sig. (2-tailed)		.000
	N	90	90
Anames	Pearson Correlation	.430**	1.000
	Sig. (2-tailed)	.000	
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Q19index	Anames
Spearman's rho	Q19index	Correlation Coefficient	1.000	.405**
		Sig. (2-tailed)	.	.000
		N	90	90
	Anames	Correlation Coefficient	.405**	1.000
		Sig. (2-tailed)	.000	.
		N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Tests for B Level Drivers and Media Consumption

Correlations

Correlations

		Q19index	Bnames
Q19index	Pearson Correlation	1.000	.258*
	Sig. (2-tailed)		.014
	N	90	90
Bnames	Pearson Correlation	.258*	1.000
	Sig. (2-tailed)	.014	
	N	90	97

*. Correlation is significant at the 0.05 level (2-tailed).

Nonparametric Correlations

Correlations

			Q19index	Bnames
Spearman's rho	Q19index	Correlation Coefficient	1.000	.275**
		Sig. (2-tailed)	.	.009
		N	90	90

Bnames	Correlation Coefficient	.275**	1.000
	Sig. (2-tailed)	.009	.
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Tests for Non-NASCAR Drivers and Media Consumption

Correlations

Correlations		Q19index	non divers
Q19index	Pearson Correlation	1.000	.047
	Sig. (2-tailed)		.660
	N	90	90
non divers	Pearson Correlation	.047	1.000
	Sig. (2-tailed)	.660	
	N	90	97

Nonparametric Correlations

Correlations			Q19index	non divers
Spearman's rho	Q19index	Correlation Coefficient	1.000	.050
		Sig. (2-tailed)	.	.640
		N	90	90
	non divers	Correlation Coefficient	.050	1.000
		Sig. (2-tailed)	.640	.
		N	90	97

Pearson and Spearman's Test for A Level Sponsors and Media Consumption

Correlations

Correlations		Q19index	aspons
Q19index	Pearson Correlation	1.000	.433**
	Sig. (2-tailed)		.000
	N	90	90
aspons	Pearson Correlation	.433**	1.000
	Sig. (2-tailed)	.000	
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations			Q19index	aspons
Spearman's rho	Q19index	Correlation Coefficient	1.000	.429**
		Sig. (2-tailed)	.	.000
		N	90	90
	aspons	Correlation Coefficient	.429**	1.000
		Sig. (2-tailed)	.000	.
		N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Test for B Level Sponsors and Media Consumption

Correlations

Correlations		Q19index	bspons
Q19index	Pearson Correlation	1.000	.410**
	Sig. (2-tailed)		.000

	N	90	90
bspons	Pearson Correlation	.410**	1.000
	Sig. (2-tailed)	.000	
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Q19index	bspons
Spearman's rho	Q19index	Correlation Coefficient	1.000	.376**
		Sig. (2-tailed)	.	.000
	N		90	90
	bspons	Correlation Coefficient	.376**	1.000
		Sig. (2-tailed)	.000	.
	N		90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Tests for Non-Sponsors and Media Consumption

Correlations

Correlations

		Q19index	nonspons
Q19index	Pearson Correlation	1.000	.318**
	Sig. (2-tailed)		.002
	N	90	90
nonspons	Pearson Correlation	.318**	1.000
	Sig. (2-tailed)	.002	
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			Q19index	nonspons
Spearman's rho	Q19index	Correlation Coefficient	1.000	.318**

	Sig. (2-tailed)	.	.002
	N	90	90
nonspons	Correlation Coefficient	.318**	1.000
	Sig. (2-tailed)	.002	.
	N	90	97

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Test for All Sponsors and Media Consumption

Correlations

Correlations			
		allspons	Q19index
allspons	Pearson Correlation	1.000	.505**
	Sig. (2-tailed)		.000
	N	97	90
Q19index	Pearson Correlation	.505**	1.000
	Sig. (2-tailed)	.000	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations				
			allspons	Q19index
Spearman's rho	allspons	Correlation Coefficient	1.000	.470**
		Sig. (2-tailed)	.	.000
		N	97	90
	Q19index	Correlation Coefficient	.470**	1.000
		Sig. (2-tailed)	.000	.
		N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson and Spearman's Tests for Racing Is Boring and Media Consumption

Correlations

Correlations		Q19index	FanthinQ2
Q19index	Pearson Correlation	1.000	-.055
	Sig. (2-tailed)		.607
	N	90	90
FanthinQ2	Pearson Correlation	-.055	1.000
	Sig. (2-tailed)	.607	
	N	90	97

Nonparametric Correlations

Correlations			Q19index	FanthinQ2
Spearman's rho	Q19index	Correlation Coefficient	1.000	-.026
		Sig. (2-tailed)	.	.810
		N	90	90
	FanthinQ2	Correlation Coefficient	-.026	1.000
		Sig. (2-tailed)	.810	.
		N	90	97

Pearson and Spearman's Tests for NASCAR Is a Southern Man's Sport and Media Consumption

Correlations

Correlations		StereoQ1	Q19index
StereoQ1	Pearson Correlation	1.000	.012
	Sig. (2-tailed)		.913
	N	97	90
Q19index	Pearson Correlation	.012	1.000
	Sig. (2-tailed)	.913	

Correlations

		StereoQ1	Q19index
StereoQ1	Pearson Correlation	1.000	.012
	Sig. (2-tailed)		.913
	N	97	90
Q19index	Pearson Correlation	.012	1.000
	Sig. (2-tailed)	.913	
	N	90	90

Nonparametric Correlations

Correlations

			StereoQ1	Q19index
Spearman's rho	StereoQ1	Correlation Coefficient	1.000	.048
		Sig. (2-tailed)	.	.655
		N	97	90
	Q19index	Correlation Coefficient	.048	1.000
		Sig. (2-tailed)	.655	.
		N	90	90

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Chi-Square Test and Crosstabs for Gender and Self-Identification as a NASCAR Fan

Gender * Fanof Crosstabulation

			Fanof		
			0	1	Total
Gender 1	Count		22	6	28
	% within Gender		78.6%	21.4%	100.0%
	% within Fanof		30.1%	60.0%	33.7%
	% of Total		26.5%	7.2%	33.7%
2	Count		51	4	55
	% within Gender		92.7%	7.3%	100.0%
	% within Fanof		69.9%	40.0%	66.3%
	% of Total		61.4%	4.8%	66.3%
Total	Count		73	10	83
	% within Gender		88.0%	12.0%	100.0%
	% within Fanof		100.0%	100.0%	100.0%
	% of Total		88.0%	12.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.509 ^a	1	.061		
Continuity Correction ^b	2.300	1	.129		
Likelihood Ratio	3.302	1	.069		
Fisher's Exact Test				.080	.068
Linear-by-Linear Association	3.466	1	.063		
N of Valid Cases	83				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.37.

b. Computed only for a 2x2 table

Chi-Square Test and Crosstabs for Gender and Self-Identify NASCAR As Top 3 Favorite Sport

Gender * Top3 Crosstabulation

			Top3		
			0	1	Total
Gender 1	Count		23	5	28
	% within Gender		82.1%	17.9%	100.0%
	% within Top3		31.5%	50.0%	33.7%
	% of Total		27.7%	6.0%	33.7%
2	Count		50	5	55
	% within Gender		90.9%	9.1%	100.0%
	% within Top3		68.5%	50.0%	66.3%
	% of Total		60.2%	6.0%	66.3%
Total	Count		73	10	83
	% within Gender		88.0%	12.0%	100.0%
	% within Top3		100.0%	100.0%	100.0%
	% of Total		88.0%	12.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.346 ^a	1	.246	.293	.208
Continuity Correction ^b	.645	1	.422		
Likelihood Ratio	1.282	1	.257		
Fisher's Exact Test					
Linear-by-Linear Association	1.329	1	.249		
N of Valid Cases	83				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.37.

b. Computed only for a 2x2 table

Chi-Square Test and Crosstabs for Ethnicity and Self-Identification as a NASCAR Fan

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.764 ^a	5	.011
Likelihood Ratio	9.587	5	.088
Linear-by-Linear Association	9.790	1	.002
N of Valid Cases	80		

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .13.

Chi-Square Test and Crosstabs for Ethnicity and Self-Identifying NASCAR As Top 3 Favorite Sport

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.764 ^a	5	.011
Likelihood Ratio	9.587	5	.088
Linear-by-Linear Association	9.790	1	.002
N of Valid Cases	80		

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .13.

Appendix B: IRB Proposal

Albright College Institutional Review Board for Ethical Research with Human Participants

Research Review Form

Submitted by: Allyse Wolfinger

Email address of experimenter:

anw091@albright.edu

Department or Program: Communications

Faculty Sponsor (if student): Margaret Rakus

Email address of faculty sponsor: mrakus@alb.edu

Title of Proposal:

How has NASCAR's regional expansion increased awareness among media consumers?

Signed: _____ Date: _____

Faculty Sponsor Signature: _____

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1. ***Summary of the Proposal:***

Briefly describe the study's purpose, the participants, and the method. Attach any written materials being used in the study to this form (e.g., consent form, questionnaires, stimuli, etc.).

The stereotype of a typical NASCAR racing fan is that of a southern, white, working class male. For several years NASCAR has been working to change its image of a traditional southern sport and the image of its stereotyped fan. This study's purpose is to show that NASCAR's regional expansion into areas outside of the traditional South has increased its awareness among media consumers.

My participants are all college students aged 18 years or older from that attend a college or university in the state of Pennsylvania. Choosing college students from the state of Pennsylvania will serve as an example of a state outside of the traditional South and represent a key market NASCAR has targeted during its regional expansion.

To measure the awareness of NASCAR among college students I will be using a survey. Participants will be recruited by e-mail. Through systematic samples of the Albright College student directory, 150 students will be e-mailed asking for their participation in my survey. I also plan to reach out to other Communications professors at other Pennsylvania colleges and universities to ask for their student's participation. The survey will be available using Survey Monkey for one month ending January 15, 2009.

2. ***Characteristics of Participants:***

a. Gender: M _____ F _____ Both _____X_____

b. Approximate Number of Participants: 150

c. Approximate Ages: 18-23

d. Any other special or identifying characteristics college students in Pennsylvania

3. ***Selection of Participants:***

a. How will the participants be sampled, recruited, or otherwise enlisted as participants in the study?

Participants will be recruited by e-mail. Through systematic samples of the Albright College student directory, 150 students will be e-mailed asking for their participation in my survey. I will also look to other communications professors at other Pennsylvania colleges and universities to send an e-mail to their students asking for their participation to gather a broader sample.

- b. Describe the manner in which informed consent will be obtained for each appropriate category. Attach a copy of the informed consent to this form. If no informed consent form is being used, explain why.

- 1) Adult Participants: Before taking the survey the consent form will appear. By clicking the next button on the survey participants agree with its terms and conditions and are giving their consent to take part in the survey.
- 2) Child Participants: Participants must be 18 years of age or older, so no children will be surveyed.
- 3) Any other special or protected group: N/A

4. What precautions will be taken to ensure the privacy and anonymity of the participants (e.g., not requesting names, codes for identifying participants, etc.)?

To ensure the privacy and anonymity of the participants, I will not request their names at any time during the course of the survey. I will not reveal specific answers given by participants; all data presented will be in group form.

5. What specific measures will be taken to safeguard the data in your possession (e.g., protected from public access)?

All of the data collected will be protected from public access on Survey Monkey. When the survey is closed, I will download the results and then remove them from Survey Monkey. If any information is taken from the computer it will be hidden in my possession so that no one will be able to access to protect the data and information.

6. Describe in detail the possible physical, psychological or social risks to the participants, either immediate or long range. Estimate the seriousness and extent of the risks.

The immediate risk to participants is embarrassment from being asked questions pertaining to an unfamiliar topic. The seriousness and extent should be minimal.

7. Describe the procedures that will be used to reduce the risk described in the preceding question. Include a detailed description of your debriefing procedure or explain why no debriefing procedure will be used.

The questions used in the survey are aimed at asking about sports in general and given explanations of abbreviations and terms the participant may be unfamiliar with. The section devoted solely to NASCAR racing is brief and constructed only to gauge a participant's awareness, not his or her knowledge.

8. Assess the potential benefits of the research.

There has been little research conducted on NASCAR racing in general. My study will help to further the little research that has been conducted and can serve as a model for future studies.

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1. Consent Form

This survey is being conducted by an Albright College senior gathering information for an honors thesis regarding sports and media consumption.

In this survey, I will ask you questions about sports and media, as well as demographics. This survey should take you no longer than 20 minutes to complete.

Keep in mind that your participation in this survey is completely voluntary and you are free to withdraw at any time without penalty.

The Institutional Review Board of Albright College has approved this study.

Complete anonymity is guaranteed. We will never know whether or not you complete this survey and if you choose to begin, you may stop at any time. All answers will remain completely confidential. I will never ask for your name so it will not be associated with your responses to this survey. Data will be reported in group form only. Thank you again for your participation.

You may contact the researcher of this project, Allyse Wolfinger, Professor Margaret Rakus, or Bonnie Rhode (IRB Chair), at any time to report questions, concerns, or to request a copy of the final research report at:
Albright College, PO Box 15234, Reading, PA 19612
anw091@albright.edu, mrakus@alb.edu, brhode@alb.edu

By clicking "next," I acknowledge that I have been informed of and understand my rights and what I am expected to do for this study. I freely consent to participate. I acknowledge that I am at least 18 years of age and a current full time student at a Pennsylvania college or university.

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2. Sports Opinions

In this first section, we are interested in your opinion regarding several different sports.

1. Consider the following statements describing the average or typical fan and indicate the extent to which you agree or disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
The typical baseball fan is an older person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical NASCAR fan is an educated person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical football fan drinks and eats in the parking lot before a game.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical basketball fan is an African American person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical baseball fan is a young, college aged person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical NASCAR fan is a southern white person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The typical football fan is an educated business person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Consider the following statements describing sports fans and indicate the extent to which you agree or disagree.

	Strongly Disagree	Disagree	Agree	Strongly Disagree
Most sports fans think racing is boring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most sports fans think football is masculine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most sports fans think baseball is a national pastime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most sports fans think basketball is outdated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most sports fans think hockey is violent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3. Local Media

In the next section, we are interested in your local media's sports coverage. Use each number only once and use all the numbers from 1 to 6.

3. Rank all of the sports your local NEWSPAPER(S) covers, with 6 being the least covered sport and 1 being the most covered sport.

	Most Covered	2	3	4	5	Least Covered
MLB Baseball	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NFL Football	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NASCAR Racing	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NBA Basketball	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NHL Hockey	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PGA Tour	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Rank all of the sports your local RADIO STATION(S) cover, with 6 being the least covered sport and 1 being the most covered sport.

	Most Covered	2	3	4	5	Least Covered
MLB Baseball	○	○	○	○	○	○
NFL Football	○	○	○	○	○	○
NASCAR Racing	○	○	○	○	○	○
NBA Basketball	○	○	○	○	○	○
NHL Hockey	○	○	○	○	○	○
PGA Tour	○	○	○	○	○	○

5. Rank all of the sports your local TELEVISION STATION(S) cover, with 6 being the least covered sport and 1 being the most covered sport.

[illegible]

6. Rank your local sports coverage IN NEWSPAPER, ON RADIO STATIONS, AND TELEVISION, with 6 being the least covered sport and 1 being the most covered sport.

[illegible]

4. Sports Your A Fan Of

In this next section, we are interested in the sports you consider yourself to be a fan of. The definition of a fan in this instance is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.

7. Check all of the sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.

☐ MLB Baseball

☐ NFL Football

☐ NASCAR Racing

☐ WNBA Basketball

☐ NBA Basketball

☐ NHL Hockey

☐ PGA Tour

☐ WPGA Tour

☐ MLS Soccer

☐ ATP Tennis

8. Check the top THREE sports you consider yourself a fan of. A fan is an enthusiastic devotee of a sport who follows games regularly and knows the names and statistics of key players.

☐ MLB Baseball

☐ NFL Football

☐ NASCAR Racing

☐ WNBA Basketball

☐ NBA Basketball

☐ NHL Hockey

☐ PGA Tour

☐ WPGA Tour

☐ MLS Soccer

☐ ATP Tennis

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5. Sports Knowledge

In this next section, we are interested in your knowledge of sports.

9. Consider the following statements and identify the extent to which you agree or disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I know little or nothing about NASCAR racing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know little or nothing about football.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know little or nothing about baseball.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know little or nothing about golf.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Consider the following statements and identify the extent to which you agree or disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I understand the rules of football.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the rules of baseball.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the rules of NASCAR racing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the rules of golf.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Consider the following statements and identify the extent to which you agree or disagree.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I understand the playoff system used by baseball.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the playoff system used by NASCAR racing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the playoff system used by football.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the playoff system used by hockey.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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6. Sporting Event Attendance

In the next section, we are interested in whether or not you have attended any sporting events.

12. Check all of the sports for which you have attended a game, race, match, or meet in the past year.

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> MLB Baseball | <input type="checkbox"/> NHL Hockey |
| <input type="checkbox"/> NFL Football | <input type="checkbox"/> PGA Tour |
| <input type="checkbox"/> NASCAR Racing | <input type="checkbox"/> WPGA Tour |
| <input type="checkbox"/> WNBA Basketball | <input type="checkbox"/> MLS Soccer |
| <input type="checkbox"/> NBA Basketball | <input type="checkbox"/> ATP Tennis |

13. If you have attended a game, race, match, or meet, please indicate how many you have been to in the past year.

	0	1	2	3	4	5 or more
MLB Baseball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NFL Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NASCAR Racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WNBA Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NBA Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NHL Hockey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PGA Tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WPGA Tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MLS Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ATP Tennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. If you have attended a NASCAR Sprint Cup Series race(s), please indicate in which state(s) you attended.

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Pennsylvania | <input type="checkbox"/> Delaware |
| <input type="checkbox"/> New Jersey | <input type="checkbox"/> Maryland |
| <input type="checkbox"/> New York | <input type="checkbox"/> Ohio |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Florida |
| <input type="checkbox"/> Virginia | <input type="checkbox"/> New Hampshire |

7. NASCAR Racing Knowledge

In this next section, we are interested in your knowledge of NASCAR racing.

15. Please check all of the NASCAR Sprint Cup Series drivers listed.

- | | |
|---|---|
| <input type="checkbox"/> Jeff Gordon | <input type="checkbox"/> Elliott Sadler |
| <input type="checkbox"/> Davis Love III | <input type="checkbox"/> Tony Stewart |
| <input type="checkbox"/> Adam Morrison | <input type="checkbox"/> David Ragan |
| <input type="checkbox"/> Alex Smith | <input type="checkbox"/> Brad Penny |
| <input type="checkbox"/> Clint Bowyer | <input type="checkbox"/> Patrick Kane |
| <input type="checkbox"/> Dale Earnhardt Jr. | |

16. Please check all of the sponsors listed that are associated with NASCAR racing.

- | | |
|--|---|
| <input type="checkbox"/> Pedigree Dog Food | <input type="checkbox"/> Wendy's |
| <input type="checkbox"/> Walmart | <input type="checkbox"/> AAA |
| <input type="checkbox"/> Mercedes | <input type="checkbox"/> Adidas |
| <input type="checkbox"/> Marines | <input type="checkbox"/> Budweiser |
| <input type="checkbox"/> Bass Pro Shops | <input type="checkbox"/> The Home Depot |
| <input type="checkbox"/> Apple | |

17. Please check all of the tracks a NASCAR Sprint Cup Series race is held.

- | | |
|---|--|
| <input type="checkbox"/> Daytona International Speedway | <input type="checkbox"/> Pocono Raceway |
| <input type="checkbox"/> Flemington Raceway | <input type="checkbox"/> Connecticut Motor Speedway |
| <input type="checkbox"/> Orlando Motor Speedway | <input type="checkbox"/> Indianapolis Motor Speedway |
| <input type="checkbox"/> New Hampshire International Speedway | <input type="checkbox"/> Chicagoland Speedway |
| <input type="checkbox"/> Lowe's Motor Speedway | <input type="checkbox"/> Napa Valley Raceway |
| <input type="checkbox"/> Los Angeles Raceway | |

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8. Media Use

In this next section, we are interested in the forms of media you use to watch and get information about sports.

18. Check all the forms of media you use to get information about sports.

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> Radio | <input type="checkbox"/> E-mail Newsletters |
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Other |

19. Indicate how often you use each form of media to watch or receive sports information in a week.

	0 Hours	1-5 Hours	5-10 Hours	10-15 Hours	15 or more Hours	Don't watch sports
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail Newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Please indicate how many NASCAR Sprint Cup Series races you have watched on television in the past year.

	0	1	2	3	4	5 or more
NASCAR Sprint Cup races	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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9. Demographics

In this last section, we are interested in your general information.

21. What is your age?

22. What is your gender?

☐ Male

☐ Female

23. In what state do you attend college?

Please Choose One

State

24. What college or university are you currently attending?

25. What is your college status?

☐ Freshman

☐ Sophomore

☐ Junior

☐ Senior

☐ Graduate Student

☐ I am not a college student

26. In what state do you permanently live?

Please Choose One

State

27. Which of these groups best describes you?

☐ Caucasian

☐ African American

☐ Chinese

☐ Japanese

☐ Korean

☐ Filipino

☐ Vietnamese

☐ American Indian

☐ Hispanic

☐ Latino

Other (please specify)

28. Do you have a NASCAR racetrack in your home state?

☐ Yes

☐ No