

Reaching the Heartland Demographic



Fun Facts

Tidbits

Programs

160 Commerce Drive Rochester, NY 14623-1154

All ideas expressed here are property of *Evolution* and subject to change and/or cancellation

Who makes up the Heartland Demographic?

The Heartland Demographic is a term Evolution has coined, with the help of a few of our clients. These folks can best be described as living in the Southern and Midwest United States, believe strongly in their religious faiths, love country music, and have strong loyalties towards car racing and local sports.

According to the US Census, the Southern states have grown significantly in population while the northeast has lessened.

According to a study published by the Country Music Association in 2003, Country Music listeners are 54% women, 46% men. 64% of Country Music listeners are married. 60% of the women describe themselves as homemakers. 42% of adult Country Music listeners are between the ages of 25-44.

America's Fastest-Growing Sport

NASCAR has become the hottest professional sport in the United States, and is second only to the National Football League in terms of television ratings. Much of the growth in this popularity is attributed to the heavy connection with corporate America and the sports national television exposure. NASCAR fans are considered to be the most brand-loyal in all of sports, and spend over \$2 billion in annual licensed product sales. As a result, corporate America has turned the drivers into walking billboards, and plastered their faces on thousands of products.

NASCAR claims 75 million fans, a 19 percent jump in the last decade. NASCAR has the reputation of being a southern, redneck sport, but this conception is largely misleading. According to NASCAR, its fan demographics closely parallel national averages.

African-Americans make up 10 percent of NASCAR fans, as opposed to 11.7 percent of NFL fans. This percentage has jumped dramatically in recent years, up 86 percent since 1999.

Forty percent of NASCAR fans are female, and the number is growing. And most surprising is the even geographic distribution of NASCAR fans. Twenty percent of NASCAR fans live in the northeast, which is equal to the percentage of the U.S. population that lives in the northeast. The South accounts for 38 percent of NASCAR fans, and 35 percent of the U.S. population.

Source: nascarfans.wetpaint.com – The community for NASCAR fans: *All About Racin'*

Heartland Demographic Programs

NASCAR Programs

- Evolution has access to 8 NASCAR Speedway tracks.
- Options vary depending on the needs of your advertiser.
Past programs have included:
 - Sampling opportunities.
 - On-Site displays and booths.
 - On-Site events.
 - Souvenir Programs.
 - And much more! Contact us for a schedule of opportunities.



Festival Programs

- The south is famous for its festivals. From the Mudbug to the Peach festival, we've got you covered!
- A Variety of options are available to you such as:
 - Sampling opportunities.
 - On-Site displays and booths.
 - On-Site events.
 - Advertising opportunities.
 - Sponsorship opportunities.
 - And much more! Contact us for listings and opportunities.



Rodeo Programs



- All across the heartland rodeos are popular, from the Cowtown to the Roundup, your products will be there.
- Let us provide you with a number of options to meet your advertisers needs such as:
 - Sampling opportunities.
 - On-Site displays and booths.
 - On-Site events.
 - Advertising opportunities.
 - Sponsorship opportunities.
 - Many more opportunities exist. Contact us for listings and opportunities.

Church group Programs



- Evolution has access to over 1,000 church groups across the heartland.
- Have your product sampled at the barbeque, or the pancake breakfast.
- And much more, contact us for regions and participation guidelines.

Country Music Shows



- At large scale country music venues your products can be highlighted.
- Allow us to show you the many options we can provide for:
 - Sampling opportunities.
 - On-Site displays and booths.
 - On-Site events.
 - Advertising opportunities.
 - Sponsorship opportunities.
 - And much more, contact us for listings and opportunities.