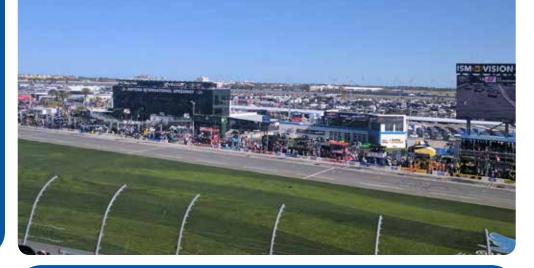
ENIGMA INDEPENDENT EVENT AUDITS Unbiased Intelligence for Senior Marketers



2017 DAYTONA SPEEDWEEKS Daytona Beach, Florida



February 18-26, 2017

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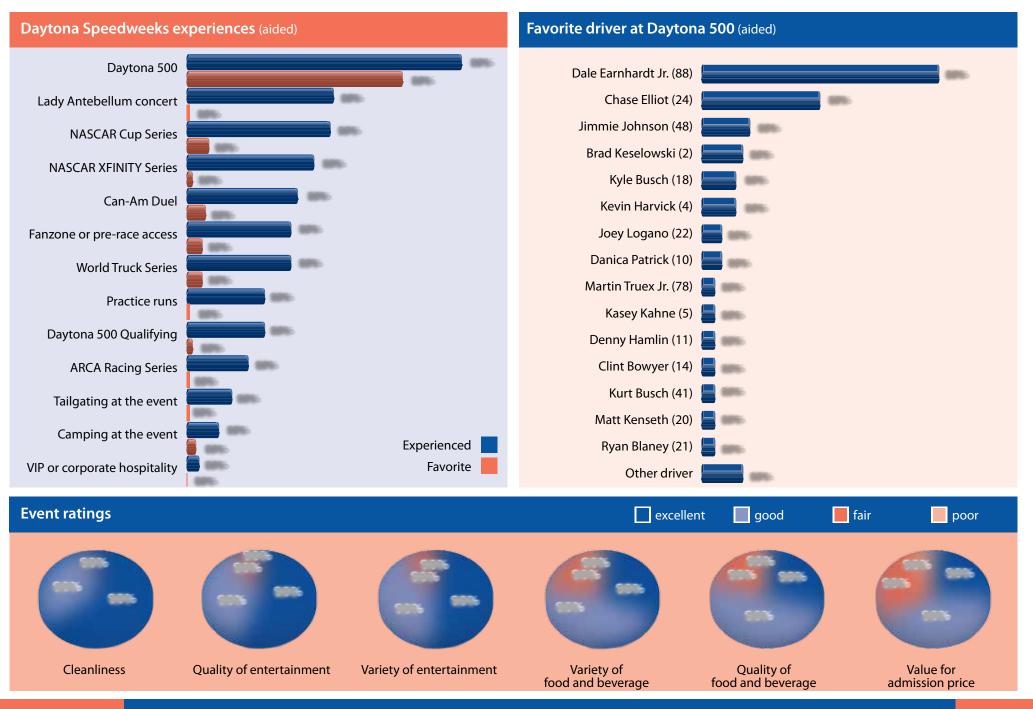
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Highlights

Favorite drivers	Most recalled sponsors
1 Dale Earnhardt Jr. (88)	1 Monster Energy
2 Chase Elliot (24)	2 Toyota
3 Jimmie Johnson (48)	3 Chevrolet
Most visited vehicle manufacturer exhibits	Top beverages consumed on-site
1 Chevrolet	1 Bottled water
2 Toyota	2 Beer
3 Ford	3 Soda
Most appreciated non-manufacturer exhibits	Top preferred brands of attendees
1 Lucas Oil	Auto insurance: State Farm
2 U.S Air Force	Wireless services: Verizon
3 General Tire	Vehicle: Chevrolet
Least visited exhibits	Tourism and economic impact
1 Fifth Third Bank	Percentage non-local: 74%
2 Microsoft Windows 10	Estimated hotel room nights: 58,600
3 Lucas Oil	Estimated economic impact of attendees: \$118.4M
Most popular features within brand activations	Best attendee comments
1 Axalta painted motorcycles	• "Love the area! Love Daytona Speedway! Definitely want to go back! Everyone was so nice. NASCAR fans are the best!"
2 U.S. Air Force fighter jet	"It would be nice if the Fanzone had some more entertainment and stayed
3 New Holland machinery	open an hour after the races." "We were disappointed in the lack of Monster Energy merchandise available."
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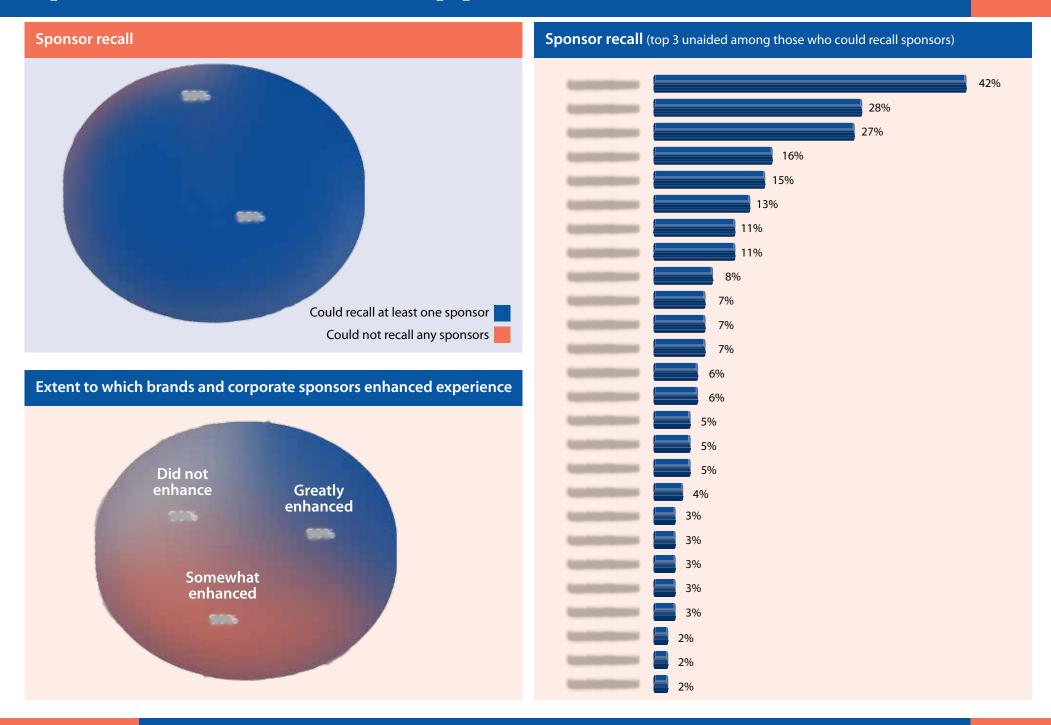
Event Experience



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Sponsor Recall and Appreciation



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Vehicle Manufacturer Exhibit Evaluations

					Guess	
	Chevrolet		Toyota		Ford	
PARTICIPATION RANKING	1		2		3	
ENHANCEMENT RANKING						
PARTICIPATION						
Entered exhibit	675-		675		675	
Saw from outside	675		675		675	
Did not see	675		675		675	
	Received free Chevrolet t-shirt Took photo with car or driver	85. 85.	Tried or watched Toyota Thrill Ride Received gift or merchandise Took photo with	675-	Spun wheel to win Took photo with car or driver	675 675
	Cationuchiala		car or driver	89%	Played or watched Crew Challenge games	675-
	Sat in vehicle	840-	Sat in vehicle Visited Toyota Owners Hub	88%	Saw or met driver	685-
	Saw or met driver	675	Saw or met NASCAR driver	675	Played or watched driving game	675-
			Rode Ferris Wheel	68%-	Guessed number to win	675-
EXTENT ENHANCED EVENT EX	XPERIENCE (among those w	vho entered)				
Greatly enhanced	675		675		675	
Somewhat enhanced	675-		675		675	
Did not enhance	675		675		675	
MORE LIKELY TO PURCHASE	BRAND THAN BEFORE THE EV	/ENT (among the	se who entered)			
	GM owners	675-	Toyota owners	60%-	Ford-Lincoln owners	685-
	Other brand owners	68%	Other brand owners	685	Other brand owners	685

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PREVIEW VERSION

Vehicle Manufacturer Exhibit Evaluations

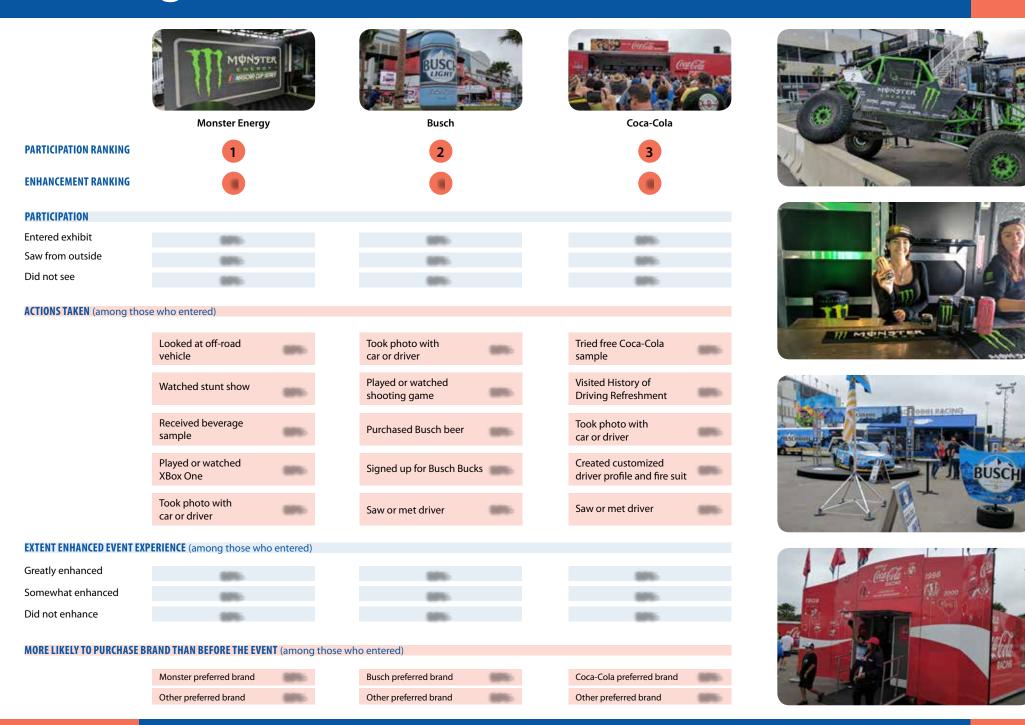


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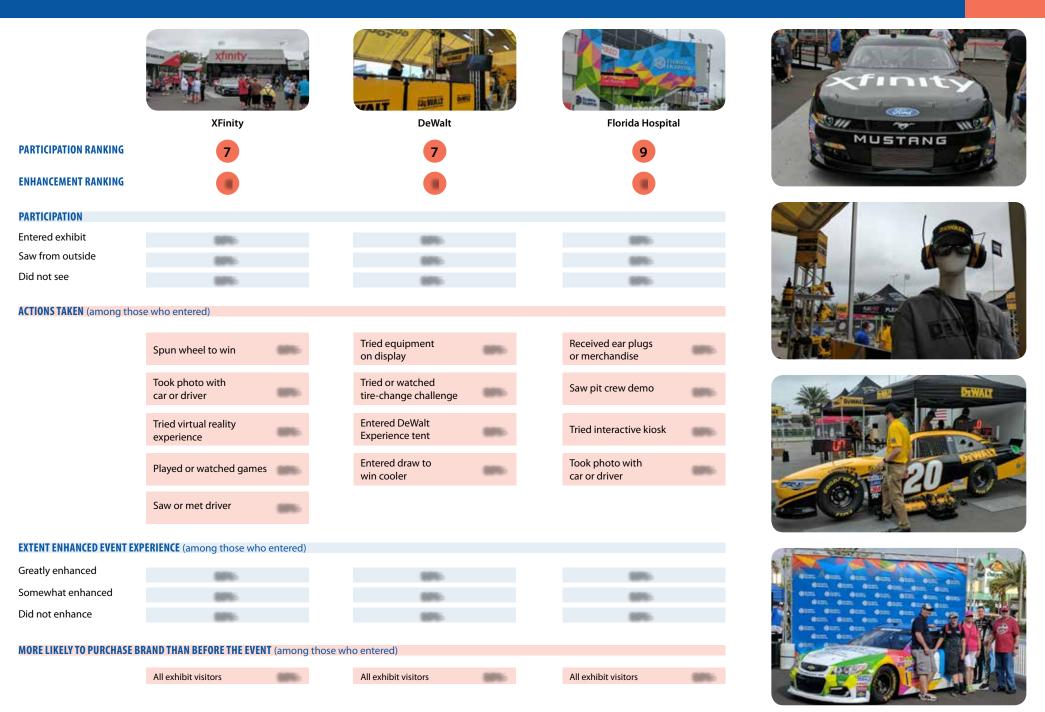
PREVIEW VERSION

Beverage Activation Evaluations









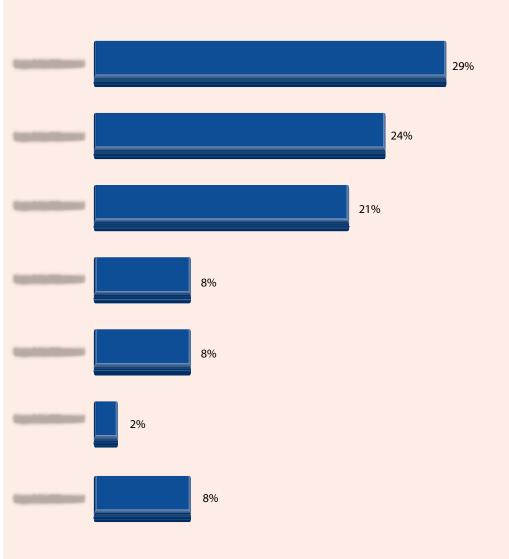


On-site Beverage Consumption

	On-site Purchases		
Beverages consumed on-site	Percentage consumed on-site	Average daily consumption on-site (among consumers)	
Bottled water	875	675	
Beer	675	675-	
Soda	875	875	
Liquor or spirits	en.	-	
Energy drinks	875	875	
Coffee or coffee drinks	675	675-	
Wine or wine coolers	875	875-	
Juice	895	895	
Other beverages	675	675	

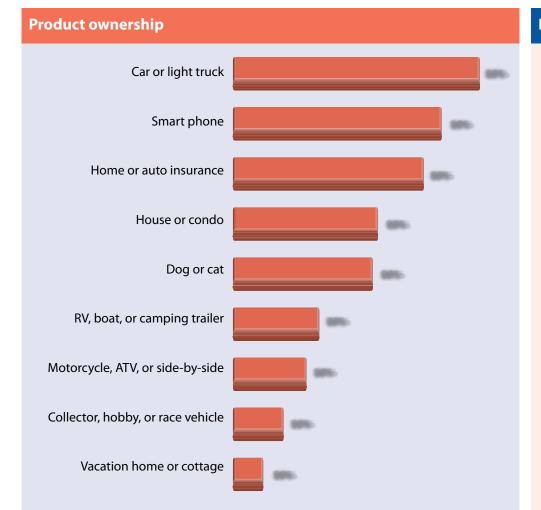


Type of liquor or spirits consumed most on-site (among those who consumed liquor or spirits)

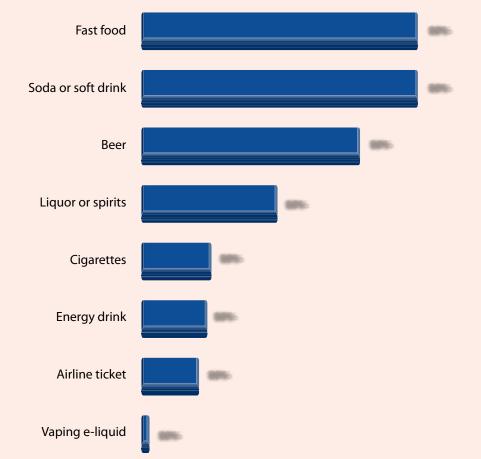


PREVIEW VERSION

Product Ownership and Use



Products purchasing within next 30 days







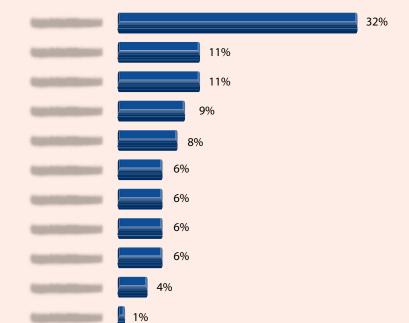




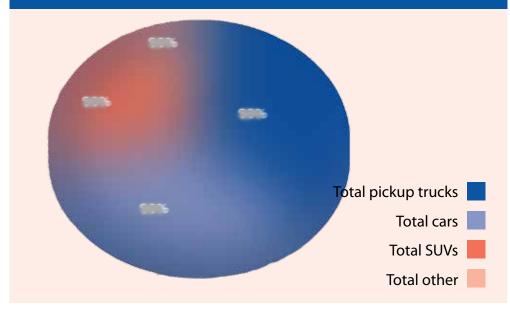
Vehicle Preferences



Type of vehicle driven (among owners)



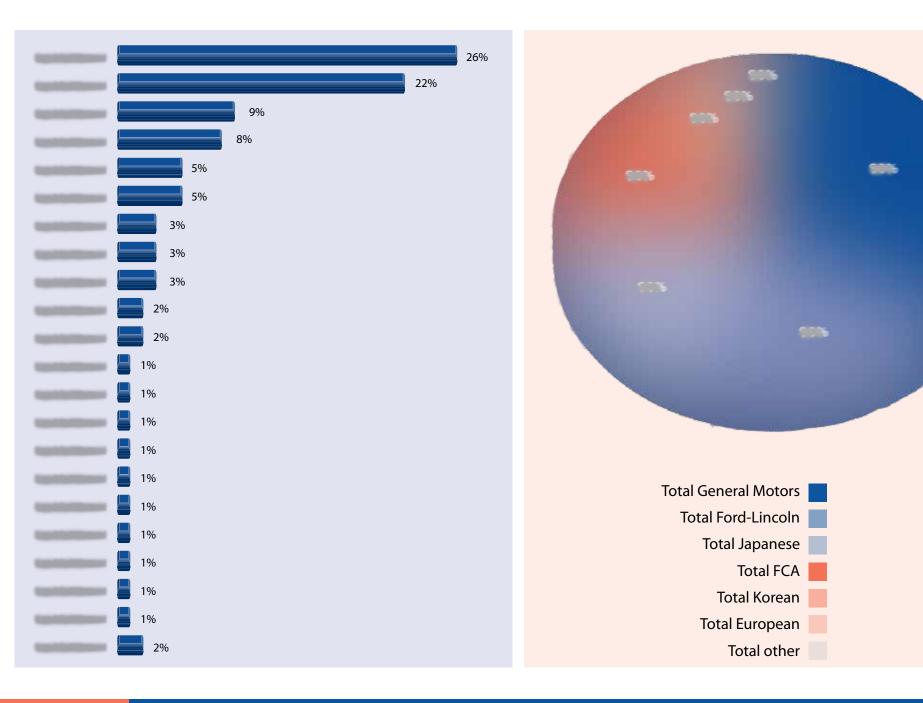
Total vehicles



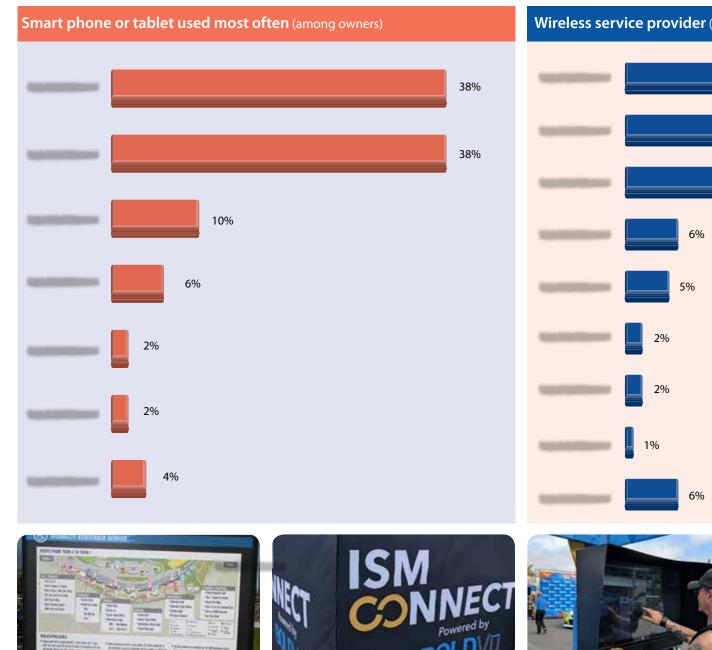


Brand of Vehicle Driven (among owners)

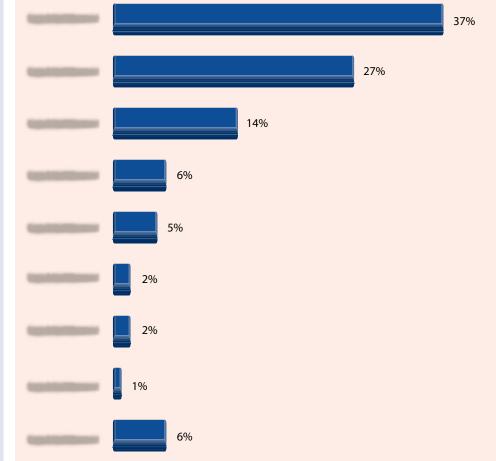




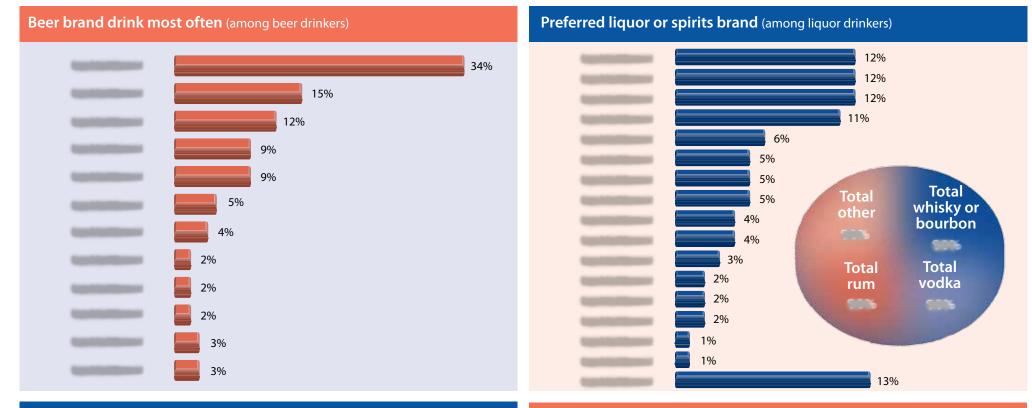
Telecommunications Brand Preferences



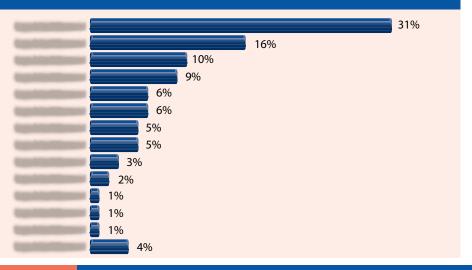
Wireless service provider (among users)



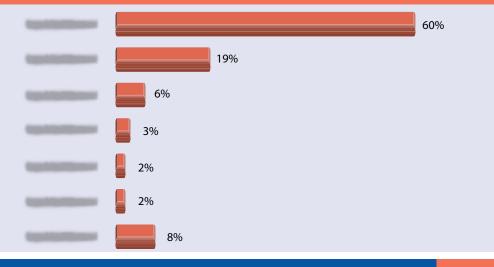
Beverage Brand Preferences



Soda brand drink most often (among soda drinkers)



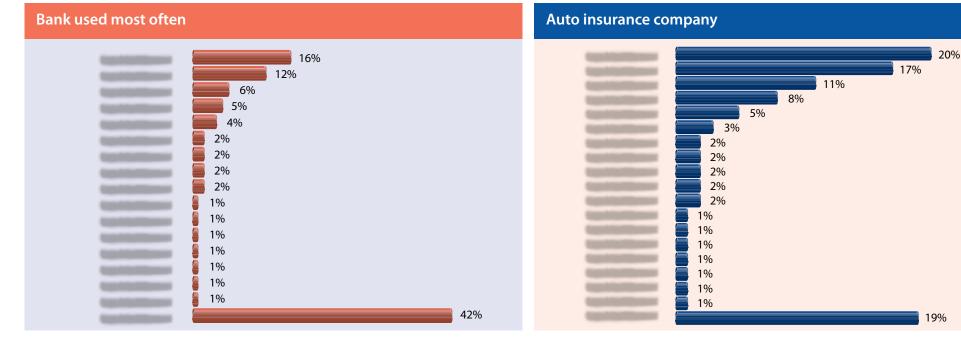
Preferred energy drink brand (among energy drink consumers)



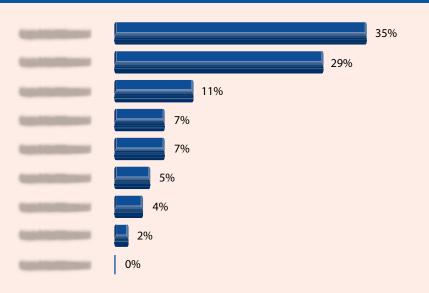
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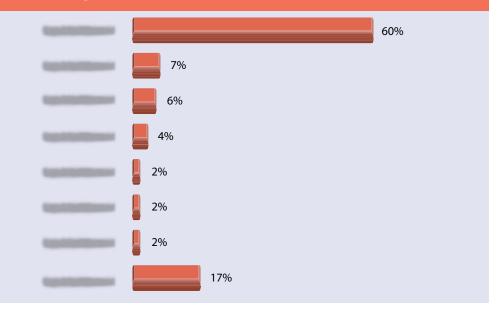
Other Brand Preferences



Preferred US airline (among those flying within 30 days)



Preferred cigarette brand (among smokers)



Demographics of Attendees

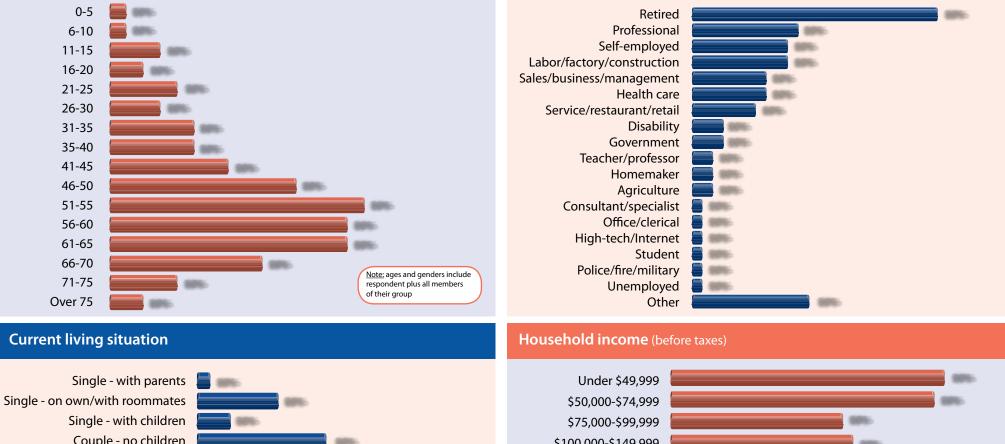




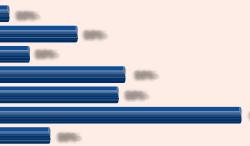


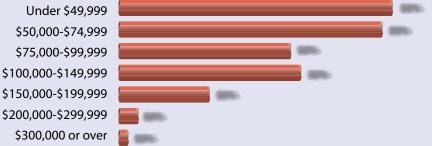
Age categories





Couple - no children Couple - with children Couple - children grown Other





Tourism and Economic Impact

Estimated attendance		Place of residence (among non-locals)		
Total person-visits	875	38 7% 6% 5% 4% 4% 3% 3%		
Average visits per person	875	3% 2% 2% 2% 2% 2% 1%		
Estimated unique attendees	676	1% 1% 1% 1% 1% 1%		
Total locals (Daytona Beach Area)	876	Transportation to region (among non-locals)		
Total non-locals (outside Daytona Beach Area)	875	Personal or private vehicle		
Estimated unique attendees (from published attendance)	an.	Air Rental vehicle Other		
		Accommodations in region (among non-locals)		
Average nights stayed (all non-locals)		Hotel or motel Private home		
Attendee hotel/motel room nights	985	Vacation home or condo On-site camping Off-site camping		
		Did not stay overnight		

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Economic Impact of Attendees



Total spending by non-locals	90%
Economic impact (Industry output)	995
Direct and indirect	875
Induced	895
Total employment supported (full-year job equivalents)	90%
Total taxes supported	985
Federal	675
State	675
Local	675

Spending by non-local attendees

Admission tickets	-
Accommodations or camping	-
Restaurants outside event site	-
Shopping and retail	-
Groceries	-
Concessions at event site	-
Parking, fuel, and repairs	-
Tailgating or outside food	-
Other entertainment	-
Car rentals	-
Retail clothing	-
Public transit or taxis	-
Ride share services	
Total spending by non-locals	

Spending by local attendees (not economic impact)

Admission tickets	
Shopping and retail	
Parking and fuel	
Restaurants outside event site	
Concessions at event site	
Tailgating or outside food	
Retail clothing	
Public transit or taxis	
Ride share services	
Total spending by locals	

Comments from Attendees

'First time to Daytona and it brought tears to my eyes!!!! Dream come true and will be 'My husband and I always enjoy Daytona 500. Next year we plan on the whole coming back". Speedweek. It will be our vacation." 'One thing I don't like is they have about 10 or 12 people walking around with bullhorns "Florida Hospital phone charging stations were useful. Wish they were everywhere." telling me how I'm going to hell because I come to a NASCAR event on Sunday". 'Really miss seeing the haulers and having fun walking around outside the track area". 'Free parking lot with bus service done very well!" 'Had a great day. Brought father-in-law to celebrate his 90th birthday. 'The new stadium is awesome. Love the escalators". He is looking forward to next year for 91!" 'I do not like the Midway. Much preferred the trailers and flea market aspect 'There were not as many vendors or displays in the midway. I missed the Budweiser Clydesdales, the National Guard, and Army displays". of years past". Tickets for the race are getting way too high. Tracks forget who supported them in the "I missed Florida Lottery on the Midway. Why??" past. Used to attend at least 5 races a year now 0 or 1". It was awesome! We drove all the way from California and camped on 'We are not happy with the new format for the Daytona 500. It creates a much longer day in comparison to the prior format". Lake Lloyd for 11 days!" 'It would be nice if the Fanzone had some more entertainment and stayed 'We were disappointed in the lack of Monster Energy merchandise available". open an hour after the races". Love the area! Love Daytona Speedway! Definitely want to go back! Everyone 'When the back stretch was open I bought 18-24 seats annually for 14 years. was so nice. NASCAR fans are the best! In the new stadium I only purchase 6 seats". 'Moved from Connecticut to Florida so we could attend more 'Wish they served coffee at the stadium". Speedweeks and Bike Week events".









Methodology

Enigma Independent Event Audits provide unbiased data for senior marketers. Leading event marketing brands subscribe to confidential reports. Event promoters and marketing agencies are not involved in the data collection. Unauthorized copying or distribution is strictly prohibited.

Survey technique

Survey method	Unbiased, online post-event survey
Field dates	One week commencing final Sunday evening of event
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 750 respondents
Incentive for respondents	\$200 Visa gift card

Verification

- Skill-testing questions at end of survey verify actual attendance
- Names and email addresses of respondents collected
- Subscribers may request skill-testing response data or email lists for independent verification

About Enigma Research Corporation®

- World's leading event research firm
- Approximately 1000 events surveyed since 1993
- Offices in New York, Toronto, and Santa Monica

Other Enigma Independent Event Audits

No list of events is publicly distributed. Consultants must be contacted for a list of scheduled events.

