

Table 1 – Illustrative Archival Data from Study 1 Regarding Fan Perceptions of NASCAR

Search Prompt	Citation	Illustrative Quotes
“Why is NASCAR popular?”	http://www.sportingnews.com/nascar/news/nascar-racer-details-the-sports-long-ro/1oji44irm1ebd16kn8173udk49	<p>“ 1 History: It's fairly well known that NASCAR rose out of the 1930's, as prohibition created a need for "moonshine runners," guys who could drive the illegal booze across state lines and outrun the cops doing it. . . .</p> <p>2. Drivers: Unlike the superstars of Formula 1 or other premier sports, the stars of NASCAR were relatable. As the saying goes, "Good ol' boys out of the South." This perception was rampant throughout the sport. This was evident in the way NASCAR always made it a point to keep the drivers accessible to the fans. If you wanted to meet your favorite driver, there weren't too many hoops to hop through. As NASCAR's popularity grew, these "everyman" relatable stars identified with their fans and vice versa. As NASCAR's founder Bill France Sr. said, "<i>Common men in common cars could appeal to common folk en masse.</i>" . . . 3 Entertainment: . . . NASCAR has always been about "the show . . . No one person, team, or manufacturer was bigger than the show of NASCAR</p>
“Why do American's love NASCAR?”	https://www.reddit.com/r/AskReddit/comments/why_do_americans_love_nascar_so_much_whats_the_bottom_comments	<p>1.Drama - They know the drivers and their personalities. There are drivers that are media friendly, drivers that are dickheads, and drivers that are considered "good guys" and "whiners," and when you put them next to each other at 190-210mph, the cars aren't the only things that blow up. 2.Lots of people who like NASCAR know what's going on under the hood. . . . Any vehicle run in a NASCAR race is to a car what the space shuttle is to your standard privately owned prop-job. 3.Its spectacle, . . . Racing, it could be argued, is one of few sports where death during an event is a very real possibility, and this has been tragically proven several times in the last few years. Also, it's a chance to get the grill and some beers out, hang out with friends, and cheer for something, and that's almost universal among sports in general, and America in particular.</p>
“Why do People Love NASCAR”	http://www.espn.com/travel/news/story?id=2764684	<p>1. The Pure Excitement There are thrilling moments at any sporting event, but as "Spinal Tap" guitarist Nigel Tufnel said of the volume knobs on his amps, "These go to eleven."2. The Camaraderie . . . There are no visiting fans in this sport. There are Jeff Gordon fans everywhere. There are Tony Stewart fans everywhere. And they all have learned to get along. 3. The Merchandise . . . Just about anything you can think of is available with your driver's image or autograph on it, all emblazoned in the bright colors that adorn his race car. 4. The Access The thing that has fueled NASCAR's impressive rise among favorite American sports the most is the way it treats its fans. NASCAR hasn't forgotten this and fans can still take tours throughout the pits and garage area on race weekends. Imagine Yankees fans getting a tour through the dugout while Derek Jeter and Alex Rodriguez talk batting stances. Or Colts fans walking by the meeting rooms as Peyton Manning listens to the newest game plan. It just doesn't happen. 5. The Variety For some people, short-track racing is what it's all about. For others, super-speedway races are the tops. Still others prefer road courses as the ultimate tests of a driver's skills. 6. The Food. Football fans often brag about the tailgating cookouts going on outside their stadiums before the games. Bet they can't match those of NASCAR fans. Grills are everywhere. And so are food vendors. 7. The Human Scenery Fans will wear the damndest things to a NASCAR race. Some look silly. Some look sexy. Some look like they were left behind by the mother ship. But it's all good. A NASCAR race is one of the few places people can wear in carefree fashion a racecar on their heads or go shirtless with a large, red 8 painted on their chests (in recognition of Dale Earnhardt Jr.'s vehicle). 8. The Local Hangouts Each speedway host city has a handful of inimitable haunts where team members and fans often mingle. 9. The Pageantry One of the most impressive sights in all of sports is a national anthem at a NASCAR race. The teams, decked out in their flashy uniforms, line up side-by-side down pit road, facing the flag together as jets fly overhead. The stands are awash with color, as fans are decked out in t-shirts, sweatshirts and jackets of every hue. Pit road looks like a parade, as cars line up two-by-two in their unique paint schemes. 10. The Pre-Race Entertainment Jets fly overhead as one of the major undercurrents of this sport — patriotism — goes on full display. The end result is one of the best overall experiences in all of sports and why so many in the pilgrimage that is NASCAR's following spend their vacations at the raceway.</p>
“Can you describe the typical NASCAR Fan to me?”	http://autoandracing.blogspot.com/2009/03/can-you-describe-typical-nascar-fan-to.html	<p>- a typical NASCAR fan would be a hard-working small-town person who enjoys a little fun. They typically are churchgoers and are very patriotic. Most of the men would have short hair while the women have an equal amount of fans with both short and long hair. They are big on alcohol, but they always drink responsibly. Put em at a race, and they go nuts! It doesn't take alot at the race to get them to enjoy themselves.</p> <p>- Go to Walmart . . . and you have a NASCAR fan, add in a mullet and some generic beer and a trailer hitch to the truck and you are 90% there.</p>
Why do people like NASCAR?	<p>https://answers.yahoo.com/question/index?qid=20110224122326AASduji</p> <p>https://answers.yahoo.com/question/index?qid=20070320080105AAbgfV1</p>	<p>- I don't watch NASCAR for the crashes. I watch it because it's One of the definitions of America, right behind baseball. Think about it. NASCAR is a pure American sport.</p> <p>- The best damn sport in the world. Our drivers risk their lives every week to win a race to the finish. The adrenaline rush one gets at the race says it all</p> <p>- boogey boogey, hillbilly heaven. Take your wife/sister to a race and hoot, shoot.</p> <p>- It's excitement, adrenaline and an atmosphere that cannot be duplicated. The only way to know what it's like is to go there in person and see for yourself. Different people come away from their first race with different emotions but you cannot leave one unaffected. The sights, smells and noise all push your senses to their maximum limits and then just a little beyond.</p>

Table 2
Archival and Interview Evidence of NASCAR’s Identity from Study 1*

* Strong evidence indicated if consistent and repeated mention of finding across all data sources (i.e., blogs, books, articles for archival data, and fans and experts for interview data).

Value	Evidence Linking Value to Collective Identity
<p>Patriotism</p> <p>Definition Patriotism was viewed as “pride in America” and “respect and honor for the military.” NASCAR’s long-history of affiliation with the military and its celebration of America through ceremony and song (pledge of allegiance, military color guard, military flyovers at every race, in addition to the national anthem), were seen as evidence that NASCAR valued Patriotism.</p>	<p>Overall Evidence that Value is Central to Collective Identity: Strong</p> <p>Examples: “NASCAR is really about being American. American cars, American drivers, American tracks. It’s a celebration of what America does best and that’s ingrained it the fabric of NASCAR.” “[In terms of NASCAR’s identity] for sure there’s a lot of patriotism and Americana, sort of, there’s flyovers, there’s usually a military presence, there’s a lot of sort of American theme songs. Yeah, and _____ that’s just, you know, going back to the history of NASCAR, how long it’s been around and, you know, and they’ve always kept that, you know, involvement.” “NASCAR is about American virtues, and American cars. For some people, when they let Toyota into the Sprint cup, it was considered second only to Pearl Harbor on the list of Japanese affronts to western civilization.” [sociologist and author]</p>
<p>Family and Community</p> <p>Definition The value of family was reported by fans to mean a commitment to family and community, the importance of bonding with family and friends, and the preservation of “family values” (i.e., such as duty, responsibility, wholesomeness, and religion).</p>	<p>Overall Evidence that Value is Central to Collective Identity: Strong</p> <p>Examples: “NASCAR is unique because it doesn't idolize its athletes, rather, it treats them like members of a huge family, both the fans and the sport. It's unlike any other in the world!” “I think it’s really family oriented, like and... and women like it too because there’s such a high amount of women that like it as well so it’s like something the family can go to together. And NASCAR is sort of known for being a great family type event with lots of families going every year together.”</p>
<p>Competition</p> <p>Definition The value of Competition meant to fans a sense of “no holds barred” and tough “mano y mano” competition among the drivers</p>	<p>Overall Evidence that Value is Central to Collective Identity: Strong</p> <p>Examples: “NASCAR is about competition and speed. The sound of those BIG block V-8's, the smell of the racing fuel, the sight of the legends of the sport running nose to tail, door to door on that high banked asphalt.” “The rumble of the engines, the excitement of the crowd, the smell of burning rubber...it doesn't get any better than that.”</p>
<p>Tradition</p> <p>Definition The value of Tradition encompassed many of the ceremonies and routines that had been part of NASCAR since its days as a rural, dirt-track sport. This included the tradition of racing in venues that were far from big cities, such as Bristol, Tennessee and Martinsville, Virginia, as well as continuing pre-race ceremonies such as the televised invocation and the military color guard.</p>	<p>Overall Evidence that Value is Central to Collective Identity : Strong</p> <p>Examples: “NASCAR is about the traditions and people who started it. Like the type of guy Dale Earnhardt was. A down to earth, grass roots racer who never forgot where he came from, a mill town in NC.” “I think that NASCAR is define by, you know, tradition and history. You know, the fact that, what, Daytona started as, you know, bootleggers, people that were whiskey bootleggers would all get together on Daytona Beach and race their cars because they were all... had souped up their cars to outrun the police. I mean, you know, so I love the history and the traditions. And they still keep the races at these tracks in out of the way places like Bristol, Tennessee, which is great and, you know part of the identity of NASCAR.”</p>

Table 3: Archival and Interview Evidence Regarding Predictors of Fan Identification with NASCAR from Study 1*

* Strong evidence indicated if extended discussion of finding in at least 1/2 of data. Moderate evidence indicated if extended discussion of finding in ¼ of data.

<p>Evidence of Perceived <i>Opportunity for Authentic Self-Expression</i> as the Primary Predictor of Fan Identification</p> <p>Overall Archival Evidence: Moderate</p> <p>Examples from Archival Evidence: Opportunities for Authentic Self-Expression in General - From NASCAR Nation Blog: “I love NASCAR because it allows you to be true to yourself!! Tony Stewart made me a fan of NASCAR because he’s a genuine person. He is who he is. I feel like I can do that as a NASCAR fan.” - From NASCAR Nation Blog: “I can say that I’m very proud of it and I tell everybody, “Hey, I’m a NASCAR fan!” I’m also the first person to say I’m a country girl. I feel like I can do that when I’m with NASCAR fans.” -Report from blog about luncheon honoring 5-time Sprint Car Champion Jimmie Johnson: “Jimmie Johnson hates wearing suits, of course. When this luncheon ends, he will not wait 10 minutes to tear the suit off. There’s nothing interesting or strange about that. Jimmie Johnson drives race cars.”</p> <p>Opportunities for Authentic Self-Expression Related to Patriotism From blog about what it means to be a NASCAR fan: “NASCAR is a uniquely American sport. We wrap ourselves in the American flag, whether it’s our patriotism, what we do for the military or what we give back to the communities in which we race in. It’s easy to be patriotic when you’re at a NASCAR race.”</p> <p>Overall Interview Evidence: Strong</p> <p>Examples from Interview Evidence: Opportunities for Authentic Self Expression in General “My favorite driver is Jeff Burton. It’s kind of the way he carries himself and you ask him a question, you get an answer. You might not like the answer but that’s what you get. He’s a straight shooter. There isn’t... he’s not trying to put on a facade or... He is who he is and when you get a chance to meet him, that’s the way he projects himself. I’ve had the opportunity to meet a lot of the other drivers and they’re that way too. . . .and I like knowing that everyone can be themselves around NASCAR. I guess that’s one of the main reasons I’m a fan.”</p> <p>Opportunities for Authentic Self-Expression Related to Patriotism “I think one of the things that you can definitely tell by going to the track is how involved the fans can get while they’re there. Especially when it comes to honoring the military and saluting the American flag. Anyone in military uniform can get into the infield and lots of times they give them special passes to pit row. People in the stands will always give way to people in military uniform, and everyone stands up and is respectful for all the American salutes before the race. Not just the Star Spangled Banner, but the Pledge of Allegiance and the color guard. NASCAR fans really love to wave the American flag and you can see them do that at any race.”</p> <p>“I think pretty much alone among the professional sports, NASCAR not only allows, but positively revels in the very traditional American virtue of patriotism. It’s not only OK to be patriotic at a NASCAR event, its encouraged and applauded.”</p> <p>Opportunities for Authentic Self-Expression Related to Family “Okay, family is always important to me personally. And what I like about NASCAR and family is to see them [the drivers] doing a lot of charity work and it’s usually both of them, the husband and wife, that go out, you know, to the different hospitals or with the different patients. And it seems like in whole that the NASCAR community is a whole family. And they have the children there every now and then when the children get to say the command, you know, and things like that. I just think that they’re more family oriented. And I feel good about being there and being a part of that family. Its important to me that children can look up to a sport that I’m part of.”</p> <p>Opportunities for Authentic Self-Expression Related to Competition “NASCAR really allows a lot of no-holds barred competition, and I really like that. I mean, I want somebody who’s out there that’s willing to hit somebody else to win if they want it that bad. Without that kind of competition you’re going to see the same person win all the time and that’s so boring. I don’t want to see the same driver in the victory lane. I like that anyone can be knocked out at any time, I like that you can cheer for someone to wreck and some unknown driver can win the day. I like that I can do that at NASCAR and it’s OK.”</p> <p>Opportunities for Authentic Self-Expression Related to Tradition “I mean, I guess you look at it, and not to put myself in a category, but to me it’s a redneck sport and I find that the rich and famous come to it because they want to relate to being a redneck or they want to relate to those... that fan base. And that’s the way I look at it. I’m not trying to say anything wrong or discourage anybody, but that’s it. Everybody wants to let their hair down. You know, not everybody can be rich, not everybody can be famous, but everybody can be a redneck. And I love that that they give us that, you know, the chance to be a redneck out in the open.”</p>
