



General:

The alcohol and spirits industry accounts for **\$900 billion** annually.

How ONTrack Compares:

- 146 million Americans (21+ years old) have consumed 5+ drinks on an occasion in the past 30 days
- Over 35 million ONTrack audience members consumed 5+ drinks in the past 30 days



One ONTrack ad reaches 33% of all US consumers of alcohol

- Close to 100 million Americans drink alcohol each year
- 33 Million ONTrack audience members purchased alcohol last year

One ONTrack ad reaches 24% of all US consumers that drank 5+ drinks in the past 30 days

- 64% of Americans ages 21-25 years consume alcohol
- 60% of Americans ages 26-34 years consume alcohol
- 55% of Americans ages 45-49 years consume alcohol

ONTrack's audience is exclusively made up of the highest consumption groups

- 82% of Americans who live in upper-income households (\$75,000+) consume alcohol
- Horse racing fans skew significantly higher in income and education

Over 90% of all ONTrack venues serve alcohol

Consumption Demographics—Sports Wagering Enthusiasts 21+



Horse Racing Fans (21+):

- Most often purchase vodka and rum followed closely by tequila and whiskey
- Are more likely than the average to have a post-secondary education (*indexes 115*)
- Have higher income: \$70K to \$100K (*indexes 136*)
- Are more likely to visit bars/nightclubs to watch a specialty sporting event (*indexes 336*)
- Drink more beer than the average

Sources

- National Institute of Alcohol Abuse and Alcoholism (NIAAA), 2008
- U.S. Department of Health and Human Services and SAMHSA, 2008
- TNS Media Research