

We think before you act.

Quantitative Data Report

Visitor Survey

Pittsburgh Vintage Grand Prix

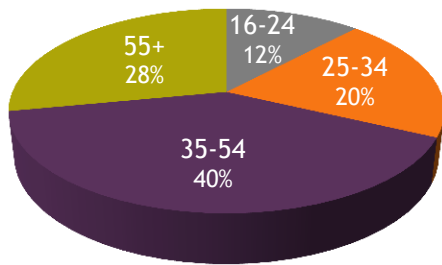
10/12/2015

Pittsburgh Vintage Grand Prix at Schenley Park Visitor Demographics

<u>Attendance Estimation</u>	
Weekend Race/Car Shows at Schenley Park	196,377
Kick-off Rally, Gala, and other various Race Week Events/Car Shows	50,500
Entire 10-day Race Week	246,877

Age/Gender

- The audience was 62% male and 38% female
- Ages ranged from 16-65+



Annual Household Income

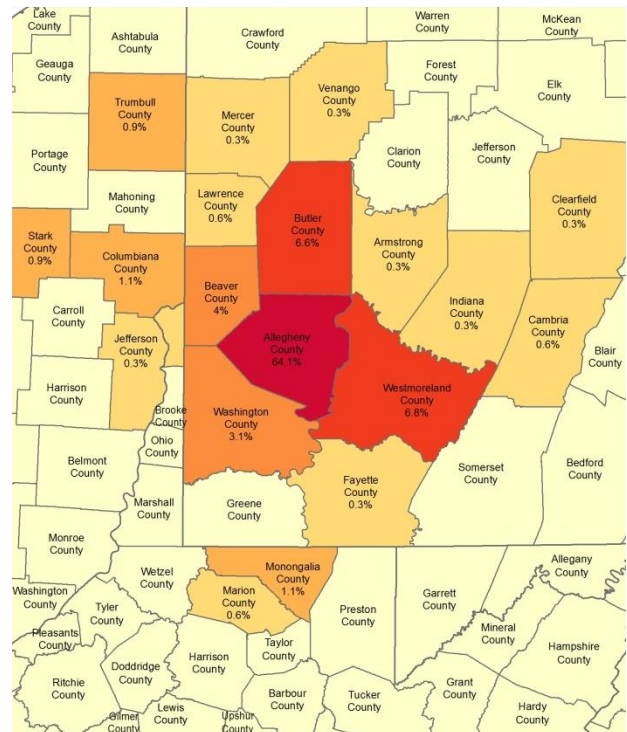
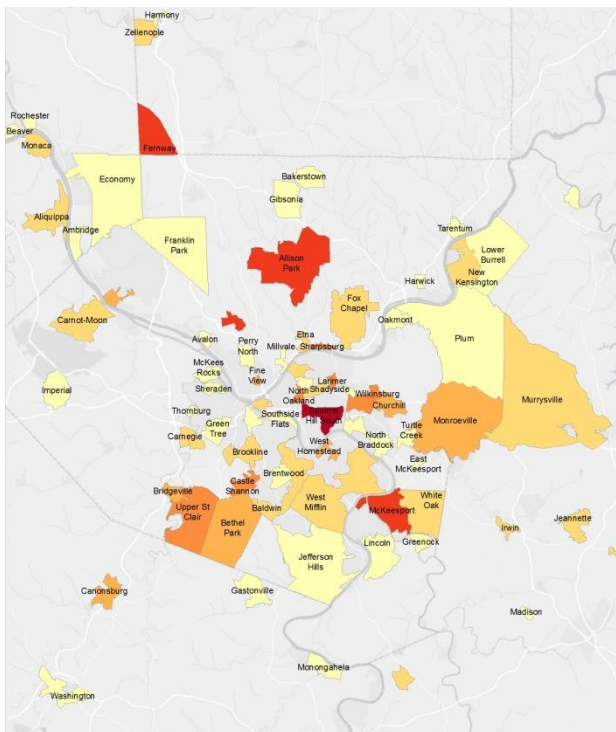
- 31% earn less than \$75,000
- 14% earn between \$50,000 - \$75,000
- 14% earn between \$75,000 - \$100,000
- 34% earn more than \$100,000

Visitor History

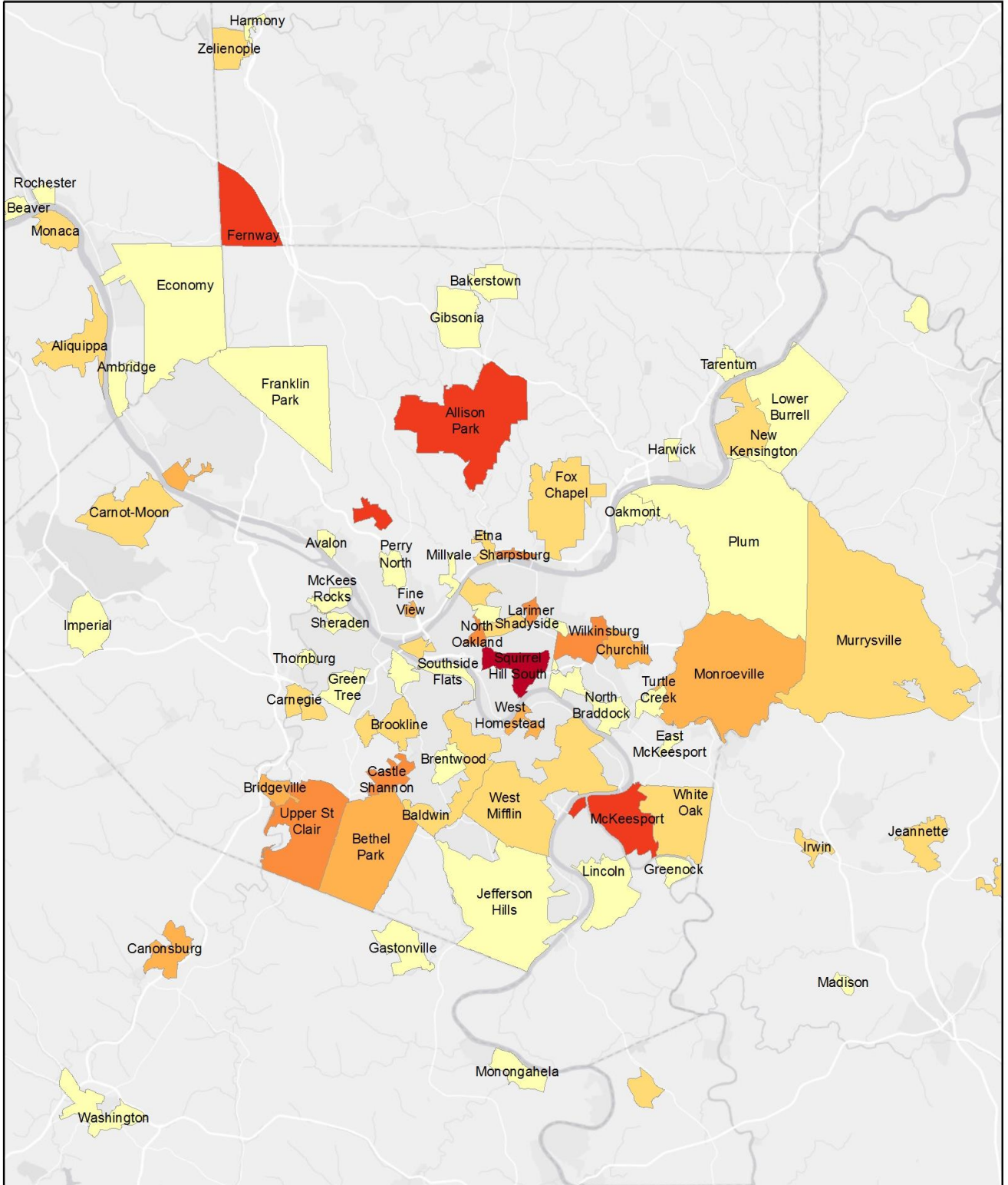
- 23% were first time visitors
- 38% had visited 2-5 times
- 17% have visited 6-10 times
- 22% have visited more than 10 times

Geography—86% of attendees were from Pennsylvania

- 40% were from the City of Pittsburgh
- 43% were from the Southwestern PA region (beyond Pittsburgh metro area)



Residential Zip Codes for 2015 PVGP Visitor Survey Respondents Greater Pittsburgh Neighborhood Map



Legend

Percent of Responders by City/Neighborhood

■ 0.3% - 0.5%
 ■ 0.6% - 1%
 ■ 1.1% - 1.5%
 ■ 1.6% - 2%
 ■ 2.1% - 3.5%
 ■ 3.6% - 7.3%

1 in = 5 miles



Residential Zip Codes for 2015 PVGP Visitor Survey Respondents National City/State Map



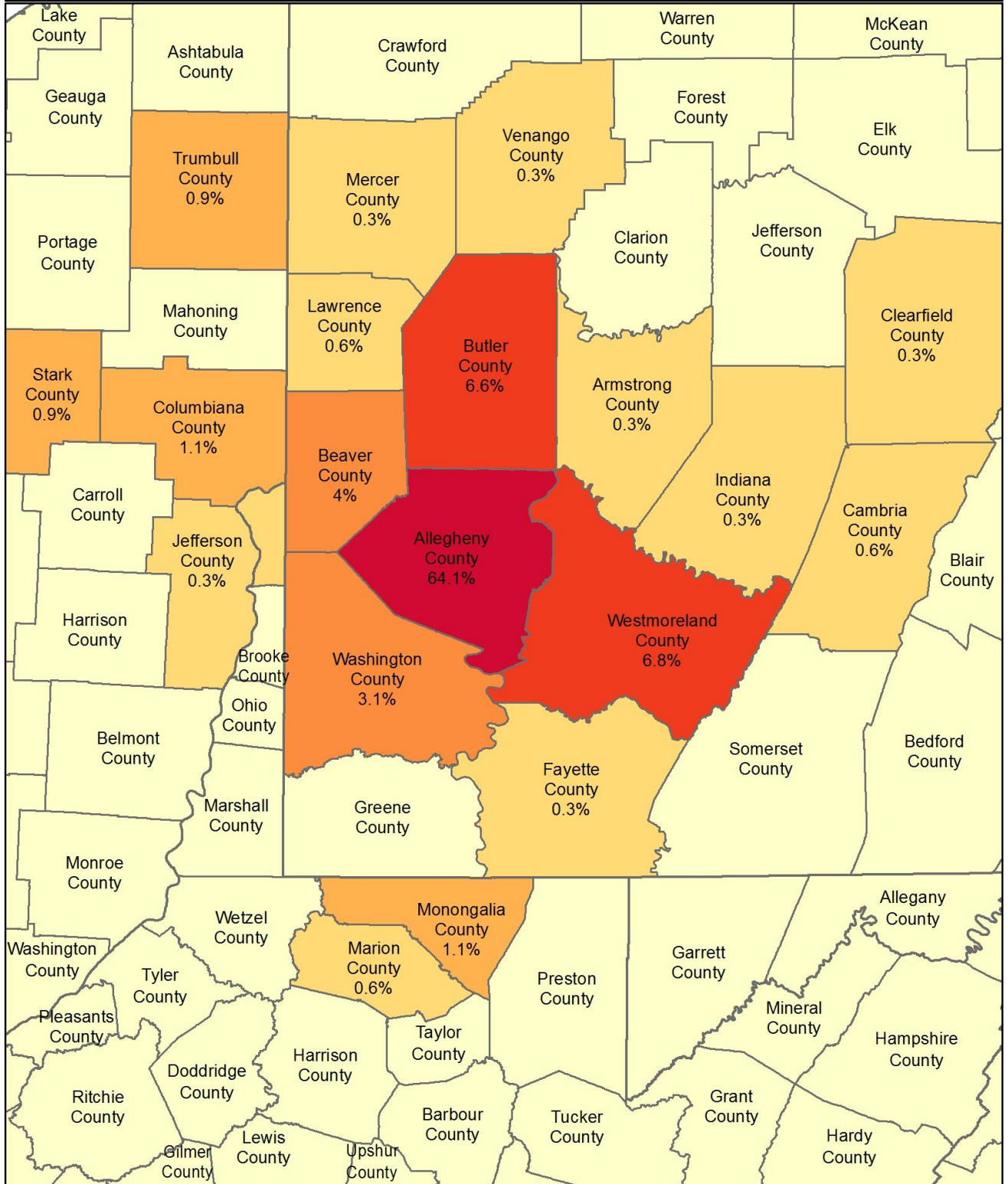
Legend
Density of PVGP Visitor Survey Respondents (Low --> High)



1 in = 150 miles



Residential Zip Codes for 2015 PVGP Visitor Survey Respondents Regional County Map



Legend
Percent of Responders by County

0%	0.01% - 0.57%	0.58% - 1.14%	1.15% - 3.99%	4% - 6.84%	6.85% - 64.1%
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1 in = 20 miles