



Daytona 500	Date	Network	HHLD		A18-49		A25-54	
			Live US AA %	Live+SD US AA %	Live US AA %	Live+SD US AA %	Live US AA %	Live+SD US AA %
60th Annual	2/18/2018	FOX	4.8	5.3	1.8	2.1	2.6	2.9
59th Annual	2/26/2017	FOX	6.0	6.6	2.6	2.8	3.5	3.9
58th Annual	2/21/2016	FOX	6.0	6.6	2.5	2.7	3.4	3.8
57th Annual	2/22/2015	FOX	7.1	7.7	2.9	3.2	4.1	4.4
56th Annual	2/23/2014	FOX						
	1:30P (Race)		5.4	5.6	2.6	2.8	3.5	3.7
	2:17P (Rain Delay)		4.0	4.2	1.7	1.7	2.2	2.4
	6P (Resumes)		3.3	3.4	1.4	1.4	1.9	2.0
55th Annual	2/24/2013	FOX	9.2	9.9	4.3	4.8	5.5	6.2
54th Annual	2/27/2012	FOX	7.7	8.0	4.2	4.5	5.3	5.7
53rd Annual	2/20/2011	FOX	8.3	8.7	4.6	4.8	5.9	6.2
52nd Annual	2/14/2010	FOX	7.5	7.7	4.2	4.3	5.3	5.5
51st Annual	2/15/2009	FOX	8.9	9.2	5.4	5.7	6.7	7.0
50th Annual	2/17/2008	FOX	10.0	10.2	6.3	6.5	7.5	7.8
49th Annual	2/18/2007	FOX	10.0	10.1	6.6	6.8	7.7	7.9
48th Annual	2/19/2006	NBC	11.3	11.3	7.0	7.1	8.3	8.4
47th Annual	2/20/2005	FOX	10.9		7.5		8.7	
46th Annual	2/15/2004	NBC	10.6		7.0		8.0	
45th Annual	2/16/2003	FOX	9.8		6.5		7.5	
44th Annual	2/17/2002	NBC	10.9		7.5		8.4	
43rd Annual	2/18/2001	FOX	10.0		7.8		8.3	

Source: The Nielsen Company



<u>Daytona 500</u>	<u>Date</u>	<u>Network</u>	<u>Winner</u>	<u>Notes</u>
60th Annual	2/18/2018	FOX	Austin Dillon	Green-White-Checker finish. Up against 2018 Winter Olympics.
59th Annual	2/26/2017	FOX	Kurt Busch	
58th Annual	2/21/2016	FOX	Denny Hamlin	Photo finish over Martin Truex, Jr.
57th Annual	2/22/2015	FOX	Joey Logano	Green-White-Checker finish
56th Annual	2/23/2014	FOX	Dale Earnhardt, Jr.	Rain-delay during race.
	1:30P (Race)			
	2:17P (Rain Delay)			
	6P (Resumes)			
55th Annual	2/24/2013	FOX	Jimmie Johnson	Danica Patrick won the pole for the race (first female to do so)
54th Annual	2/27/2012	FOX	Matt Kenseth	Persistent rains prevented race from running on 2/26.
53rd Annual	2/20/2011	FOX	Trevor Bayne	
52nd Annual	2/14/2010	FOX	Jamie McMurray	
51st Annual	2/15/2009	FOX	Matt Kenseth	Race shortened due to rain.
50th Annual	2/17/2008	FOX	Ryan Newman	Harley J. Earl Trophy plated in gold, not silver.
49th Annual	2/18/2007	FOX	Kevin Harvick	Green-White-Checker finish
48th Annual	2/19/2006	NBC	Jimmie Johnson	Green-White-Checker finish
47th Annual	2/20/2005	FOX	Jeff Gordon	Green-White-Checker finish
46th Annual	2/15/2004	NBC	Dale Earnhardt, Jr.	
45th Annual	2/16/2003	FOX	Michael Waltrip	Race shortened due to rain.
44th Annual	2/17/2002	NBC	Ward Burton	
43rd Annual	2/18/2001	FOX	Michael Waltrip	First race shown by FOX. Death of Dale Earnhardt Sr.

Source: The Nielsen Company

Green-White-Checker finish: New rule which adds laps to race to determine winner.