



| 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 % |
| 61st Annual | 2/17/2019 | FOX | 4.9 | 5.3 | 1.7 | 1.8 | 2.4 | 2.6 |
| 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> |
|--------------------|--------------------|----------------|---------------------|--|
| 61st Annual | 2/17/2019 | FOX | Denny Hamlin | Green-White-Checker finish |
| 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.