



FUN FACTS

November 26, 2015

| | |
|-------------------------------|--------|
| Total Pre-Registered | 17,904 |
| Total Packet Pick-Up Sign Ups | 1,148 |
| Total Outta Town Dash Around | 427 |
| Lil' Gobblers | 336 |
| Total Participants | 19,295 |

| | |
|------------------------------------|--------|
| Total Competitive Participants | 6,944 |
| Total Non-Competitive Participants | 11,555 |

| | |
|---------------------------|--------|
| Total Male Participants | 7,949 |
| Total Female Participants | 10,367 |

Gender/Age Group Breakdown

| Age | Male | Female |
|------------|-------|--------|
| 10 & Under | 394 | 379 |
| 11-19 | 1,321 | 1,665 |
| 20-29 | 1,682 | 2,543 |
| 30-39 | 1,394 | 1,972 |
| 40-49 | 1,311 | 1,754 |
| 50-59 | 1,218 | 1,459 |
| 60-69 | 498 | 496 |
| 70-79 | 95 | 74 |
| 80 & Above | 108 | 54 |
| Unknown | 52 | 44 |

Years Participated (12,681 Pre-Registered responses)

| | |
|-----------------------|------|
| 1 st Dash! | 39% |
| 2-5 Times | 48% |
| 6-9 Times | 11% |
| 10-12 Times | 2.2% |
| All 13 Times! | .29% |

Education (8,904 Pre-Registered responses)

| | |
|----------------------|------|
| High School | 9.0% |
| Some College | 17% |
| College Graduate | 43% |
| Some Graduate School | 6.0% |
| Graduate School | 26% |

Income Level (8,425 Pre-Registered response)

| | |
|----------------------|------|
| \$25,000 and Under | 10% |
| \$25,000 - \$34,999 | 5.0% |
| \$35,000 - \$49,999 | 9.1% |
| \$50,000 - \$74,999 | 15% |
| \$75,000 - \$124,000 | 26% |
| \$125,000 and Over | 35% |

How Did You Hear About the Drumstick Dash? (10,769 Pre-Registered Responses)

| | |
|-----------------------|-------|
| Friend | 56% |
| Social Media | 12.3% |
| Other | 11% |
| TV | 6.2% |
| Mail | 4.7% |
| Radio | 3.4% |
| Internet Search | 2.9% |
| Employer is a Sponsor | 2.0% |
| Billboard | 1.6% |

Top Indiana Cities (50 or more)

| | |
|---------------|-------|
| Indianapolis | 8,618 |
| Carmel | 1,884 |
| Fishers | 858 |
| Zionsville | 850 |
| Greenwood | 707 |
| Brownsburg | 410 |
| Westfield | 375 |
| Noblesville | 355 |
| Avon | 223 |
| Greenfield | 211 |
| McCordsville | 194 |
| New Palestine | 185 |
| Plainfield | 177 |
| Mooresville | 116 |
| Franklin | 93 |
| Lebanon | 78 |
| Pendleton | 74 |
| Camby | 67 |
| Bloomington | 65 |
| Bargersville | 63 |
| Anderson | 63 |

Represented United States

| | | |
|--------------|-------------|---------------|
| Alaska | Alabama | Arkansas |
| Arizona | California | Colorado |
| Connecticut | Wash. D.C. | Delaware |
| Florida | Georgia | Iowa |
| Illinois | Indiana | Kansas |
| Kentucky | Louisiana | Massachusetts |
| Maryland | Maine | Michigan |
| Minnesota | Missouri | Mississippi |
| Montana | N. Carolina | Nebraska |
| N. Hampshire | N. Jersey | N. Mexico |
| Nevada | N. York | Ohio |
| Oklahoma | Oregon | Pennsylvania |
| S. Dakota | S. Carolina | Tennessee |
| Texas | Virginia | Vermont |
| Washington | Wisconsin | W. Virginia |