



FUN FACTS

November 24, 2016

Total Pre-Registered	19,357
Total Packet Pick-Up Sign Ups	122
Total Outta Town Dash Around	374
Children and Lil' Gobblers	1,978
Total Participants	20,136

Total Competitive Participants	7,103
Total Non-Competitive Participants	12,254

Total Male Participants (44%)	8,566
Total Female Participants (56%)	11,059

Gender/Age Group Breakdown

Age	Male	Female
10 & Under	741	684
11-19	1,323	254
20-29	1,833	2,690
30-39	1,430	1,980
40-49	1,230	1,588
50-59	1,221	1,494
60-69	567	581
70-79	86	84
80 & Above	8	15
Unknown	15	9

Years Participated

1 st Dash!	38%
Participated last year?	50%
All 14 Dashes	84

Education (11,660 Pre-Registered responses)

High School	7.5%
Some College	17%
College Graduate	44%
Some Graduate School	5.3%
Graduate School	26%

Income Level (8,993 Pre-Registered response)

\$25,000 and Under	10%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	16%

\$75,000 - \$124,000	25%
\$125,000 - \$199,999	20%
\$200,000 and Over	15%

How Did You Hear About the Drumstick Dash? (13,918 Pre-Registered Responses)

Friend	61%
Social Media	11%
Other	11%
TV	3.6%
Mail	2.7%
Radio	3.1%
Internet Search	3.1%
Employer is a Sponsor	2.0%
Billboard	1.6%

Top Cities (50 or more)

Indianapolis	8,727
Carmel	1,684
Greenwood	858
Fishers	803
Zionsville	795
Brownsburg	405
Westfield	402
Noblesville	382
Chicago	313
Greenfield	214
Avon	191
Plainfield	169
New Palestine	156
Mooresville	127
Franklin	104
Bloomington	95
Pendleton	93
Lebanon	86
McCordsville	80
Bargersville	77
Martinsville	65
Camby	61

Top 10 States

Indiana	8620
Illinois	646
Ohio	150
Virginia	90
Florida	86
Michigan	79
New York	69
Missouri	68
Texas	65
California	64

Top 5 Teams (1,007 teams)

Tiger Running Club	218
F.C. Tucker Company	150
Huntington Bank	147
OrthoIndy	88
Back on My Feet	69