



FUN FACTS

November 23, 2017

Total Pre-Registered	18,524
Total Packet Pick-Up Sign Ups	731
Total Outta Town Dash Around	236
Timed Official Finishers	15,243
Lil' Gobbler's Run	548
Total Participants	19,255

Total 4.6-mile Timed Finishers/Registered	6,577/9,825
Total 2.75-mile Timed Finishers/Registered	8,666/8,364

5-7 min/mile "Fit Turkey"	1,600
8-9 min/mile	4,645
10 min/mile or slower	7,288
Walking for Fun	4,629

Gender/Age Group Breakdown

Age	Total	Male (44%)	Female (56%)
Kids 7 & Under	786	412	374
8-12	895	458	438
13-19	2,169	983	1186
20-29	4,105	1,661	2,444
30-39	3,398	1,447	1,951
40-49	2,609	1,096	1,513
50-59	2,739	1,269	1,470
60-69	1,254	612	642
70 & Above	238	118	120

Education (10,289 Pre-Registered responses)

High School	8%
Some College	17%
College Graduate	44%
Some Graduate School	5%
Graduate School Degree	26%

Income Level (7,656 Pre-Registered response)

\$25,000 and Under	8%
\$25,000 - \$34,999	5%
\$35,000 - \$49,999	8%
\$50,000 - \$74,999	15%
\$75,000 - \$124,000	27%
\$125,000 - \$199,999	20%
\$200,000 and Over	17%

Years Participated

1 st Dash!	32%
Participated last year?	54%
All 15 Dashes	90

How Did You Hear About the Drumstick Dash?

Friend	60%
Social Media	11%
Other	14%
Employer's a Sponsor	4%
TV	3%
Mail	3%
Radio	3%
Internet Search	3%

Top 25 Cities (last year's rank) 11,286 surveyed

1. Indianapolis (1)	4,806	43%
2. Carmel (2)	877	8%
3. Fishers (4)	558	5%
4. Greenwood (3)	359	3%
5. Chicago (9)	343	3%
6. Zionsville (4)	263	2%
7. Noblesville (8)	230	2%
8. Avon (11)	136	1%
9. Westfield (7)	122	
10. Brownsburg (6)	120	
11. Greenfield (10)	80	
12. Plainfield (12)	77	
13. Anderson (N/A)	63	
14. Bloomington (16)	61	
15. West Lafayette (N/A)	58	
16. Mooresville (14)	51	
17. New Palestine (13)	46	
18. Franklin (15)	46	
19. Fortville (N/A)	43	
20. New York (N/A)	40	
21. Martinsville (21)	37	
22. Shelbyville (N/A)	33	
23. Columbus (N/A)	32	
24. Lafayette (N/A)	30	
25. Evansville (N/A)	30	

Top 10 States (11,286 surveyed)

Indiana	8692
Illinois	863
Ohio	163
Missouri	106
Texas	98
Florida	96
California	91
Michigan	88
Tennessee	77
Virginia	90

Top 5 Teams (813 teams)

St Vincent	468
Tiger Running Club	233
Allison Transmission	233
Huntington Bank	125
F.C. Tucker Company	112