



Boat Racing Demographics US: Live Attendees

Gender: 52% Male | 48% Female
 Income: 37% make > \$80,000
 Relationship Status: 48% Married
 Age: Under 25 - 21%, 26-39 - 39%, 40-54 - 27%, 55-71 - 12%, 72 and older - 2%

Boat Racing Demographics Canada: Live Attendees

Income: 13% >\$25,000, 20% \$25,000-\$44,999, 27% \$45,000-\$69,999, 20% \$70,000-99,999, 19% \$100,000+
 Full Time Employment 67% Age: Under 24 years- 24%, 25-34 years- 24%, 35-44 years- 22%, 45-54 years- 20%, 55+years- 10%

Website Demographics

Country: 87.77% United States
 Language: 91.29% English
 Gender: 81.3% Male, 18.7% Female
 Age: 18-24 5.22%, 25-34 14.59%, 35-44 21.11%, 45-54 27.12%, 55-64 23.45%, 65+ 8.51%

Social Media Demographics

Country: 90% United States
 Language: 95% English
 Gender: 79% Male, 21% Female
 Age: 18-24 9%, 25-34 23%, 35-44 17%, 45-54 16%, 55-64 9%, 65+ 4%

Powerboat Race Attendance

Gulfport, Florida	26,000 spectators over the 3 day event
Bradenton, Florida	75,000 spectators over the 2 day event
Port Neches, Texas	20,000 spectators over the 3 day event
LaPorte, Indiana	18,000 spectators over the 3 day event
Nashville, Tennessee	30,000 spectators over the 3 day event
Bay City, Michigan	25,000 spectators over the 3 day event, 30 yr. event
Trenton, Michigan	27,000 spectators over the 3 day event, 67 yr. event
Quebec, Canada	133,000 spectators over the 3 day event, 78 yr. event
Seattle, Washington	400,000 spectator over the 3 day event, 66 yr. event
Pittsburgh, Pa.	75,000 spectators over the 2 day race event, 40 yr. event 1-1.5 million for the festival
Detroit, Michigan	100,000 spectators over the 3 day event , 100 yr. event