



## *Bodybuilding Enthusiast- Spectator Demographics*

### Gender

- **Female:** 48%
- **Male:** 52%

### Household Income

- **Less than \$35K:** 16%
- **\$35K - \$54.9K:** 19%
- **\$55K - \$74.9K:** 16%
- **\$75K +:** 36%

### Age

**Avg. Age = 32**

- **18-24:** 29%
- **25-34:** 37%
- **35-44:** 20%
- **45-54:** 10%
- **55+:** 15%

**STATISTIC SOURCE: [WWW.BODYBUILDING.COM](http://WWW.BODYBUILDING.COM)**