



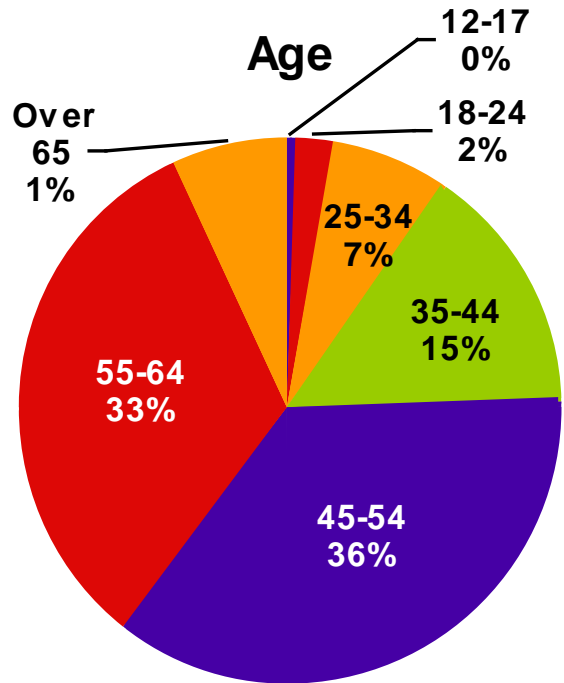
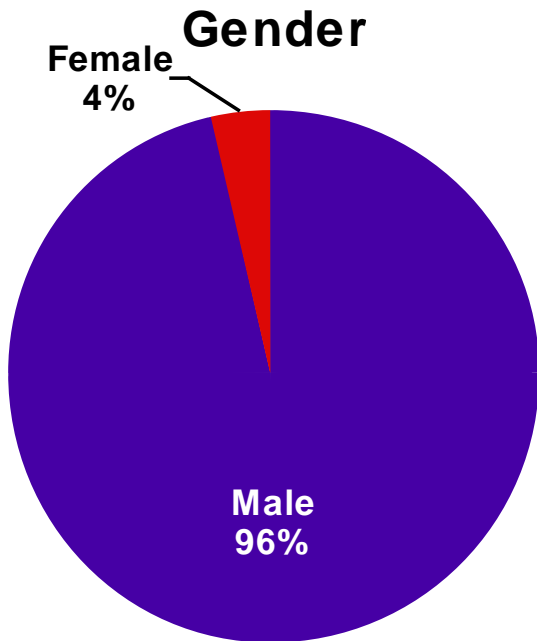
dragracingonline.com

2009 Reader Survey Results

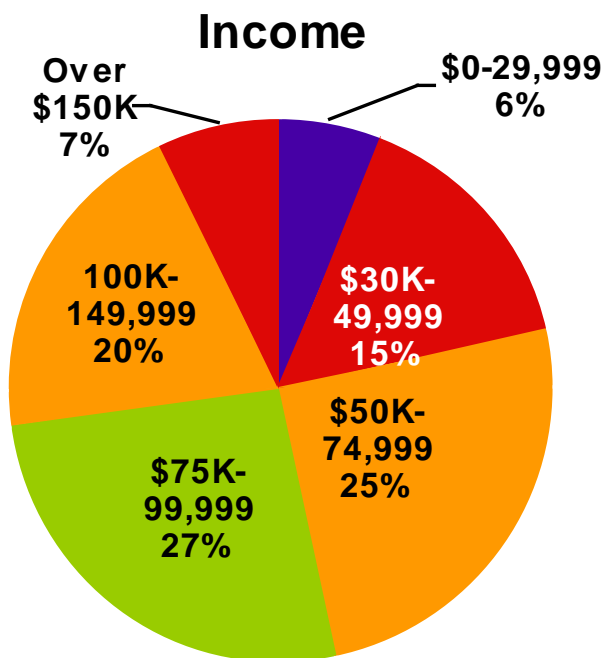
The 2009 DragRacingOnline.com Reader Survey represents a total of 831 responses sampled from September 9 to October 15, 2009

For [advertising rates](#) contact Darr Hawthorne at 818-424-6656
or hawthorne@racingnetsource.com

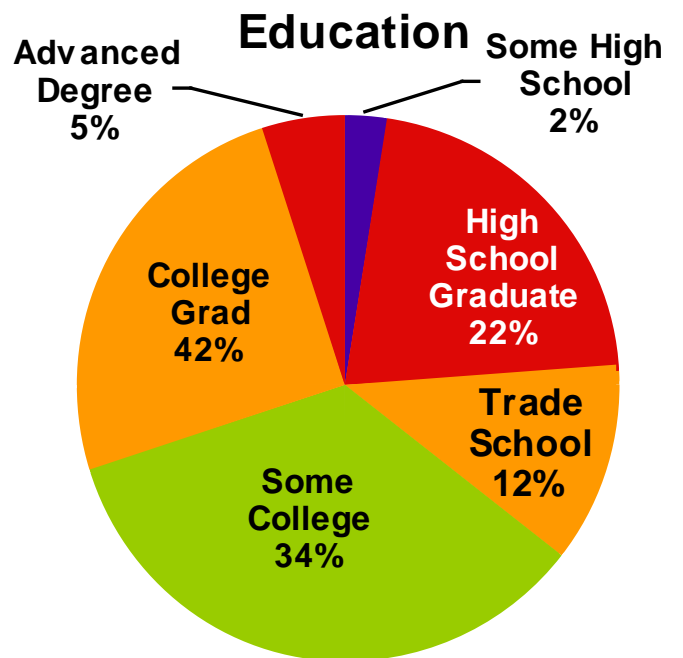
OUR READERS.



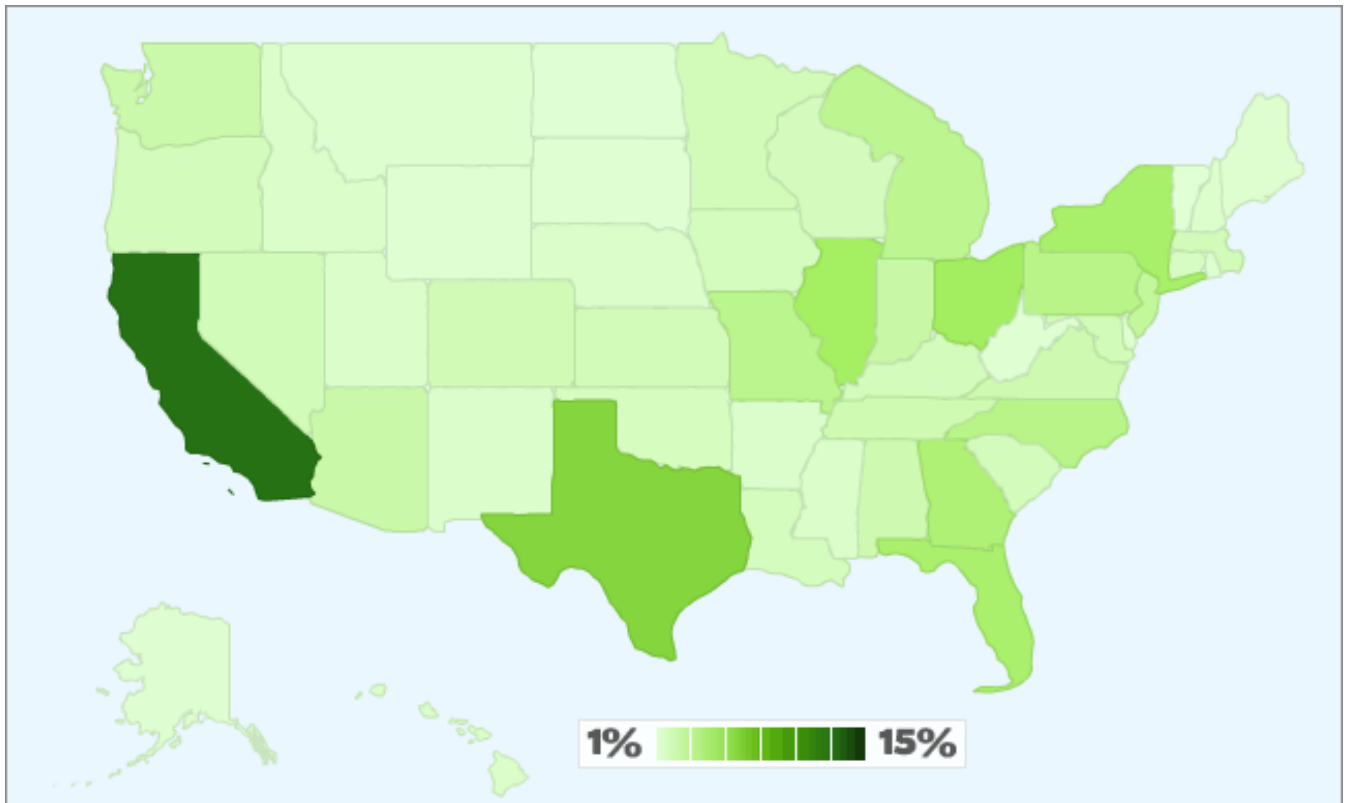
Average Age is **51.11**



Average Income is **\$87,108**



OUR READERS.

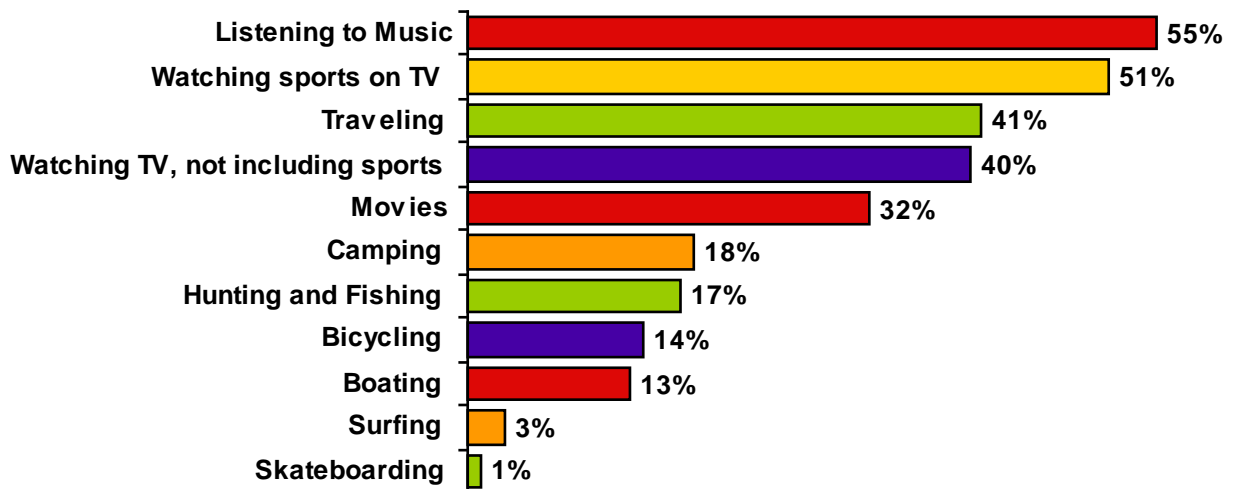


Where They Live

- 88% Live in the United States
- 5% Live in Canada
- 2% Live in Australia
- 2% Live in the United Kingdom
- 1% Live in Sweden
- 2% Live elsewhere in the World

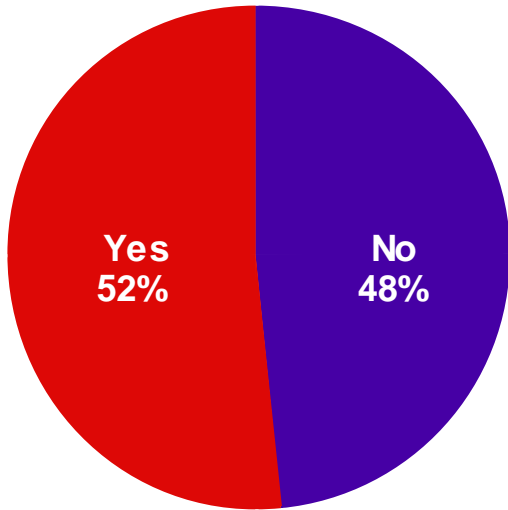
SOURCE: Google Analytics

What They Like

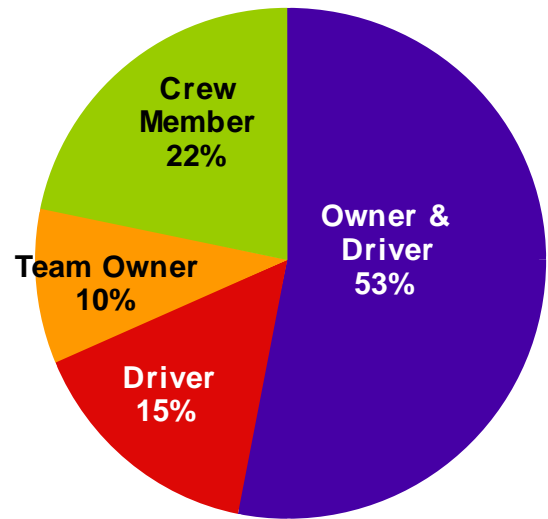


DRAG RACING

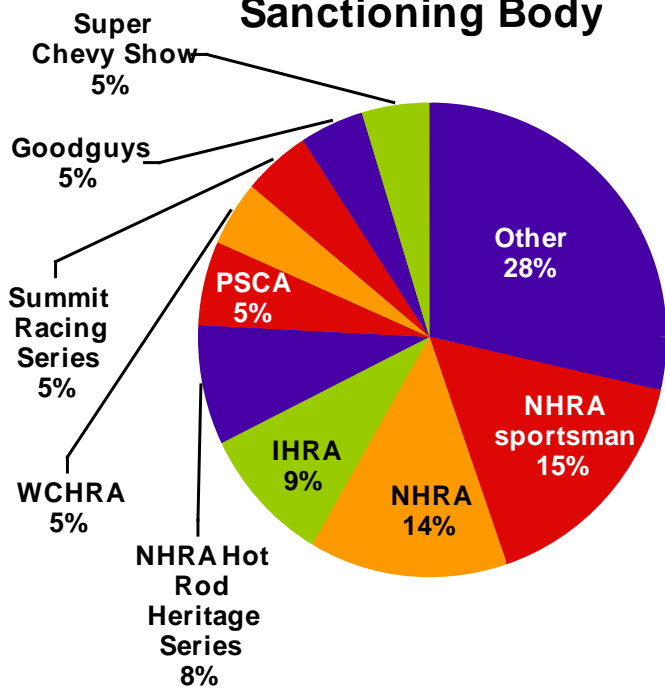
Do They Drag Race?



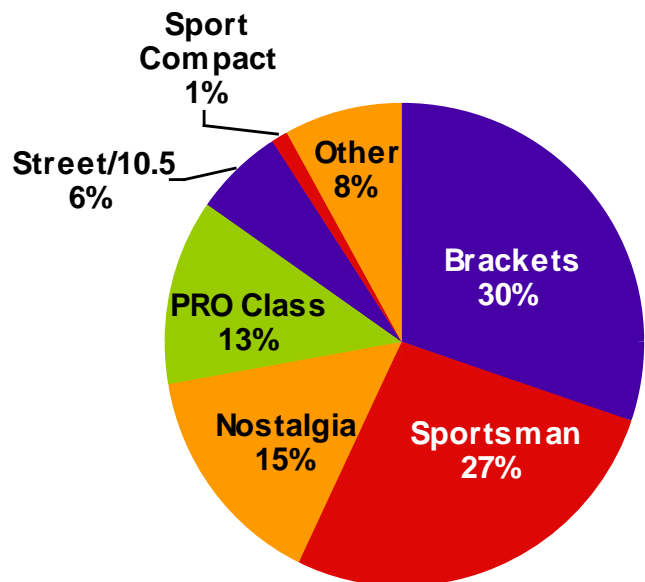
In What Capacity?



Sanctioning Body

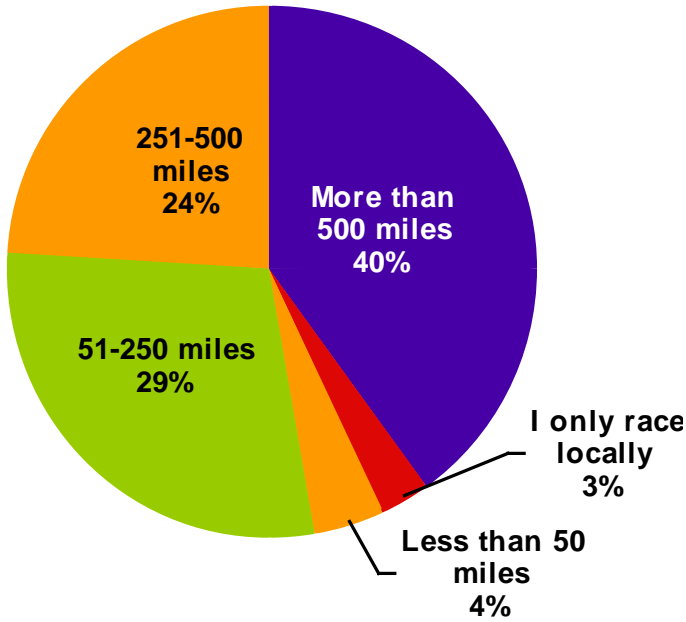


Class

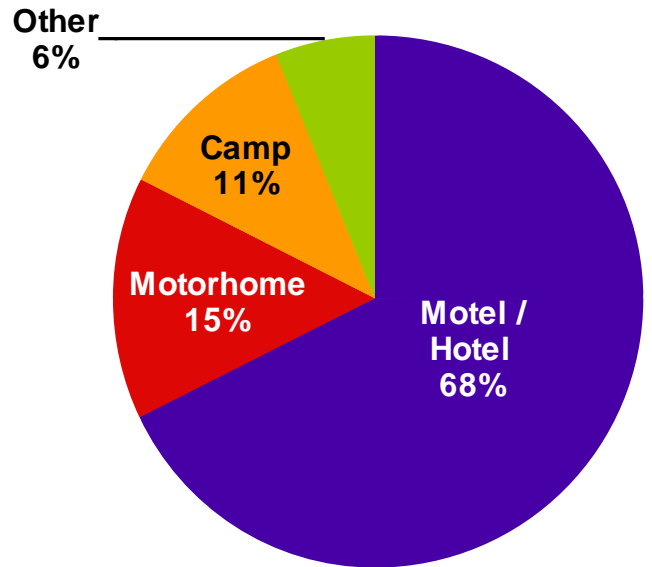


DRAG RACING

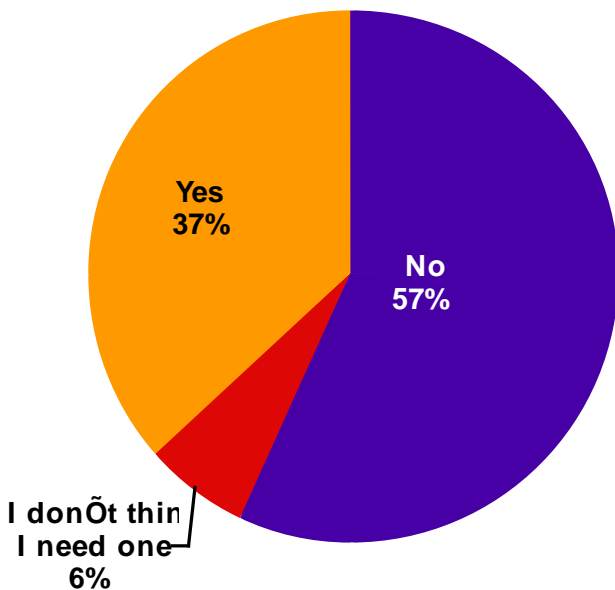
How Far Do They Travel To Race?



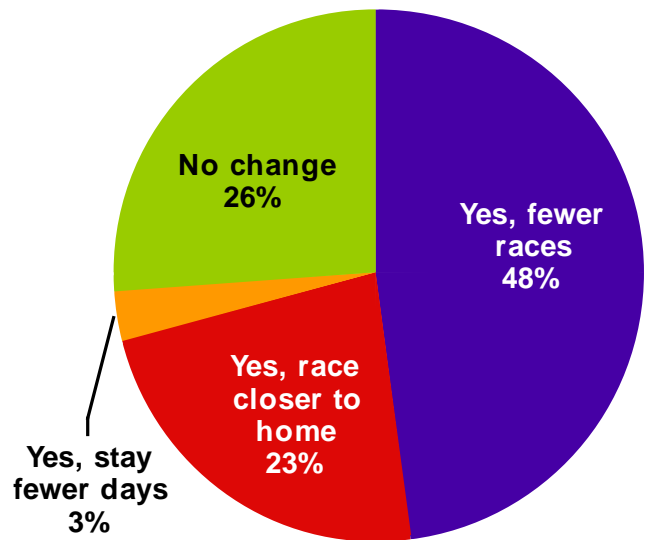
Where Do They Stay?



Use SFI Restraint?

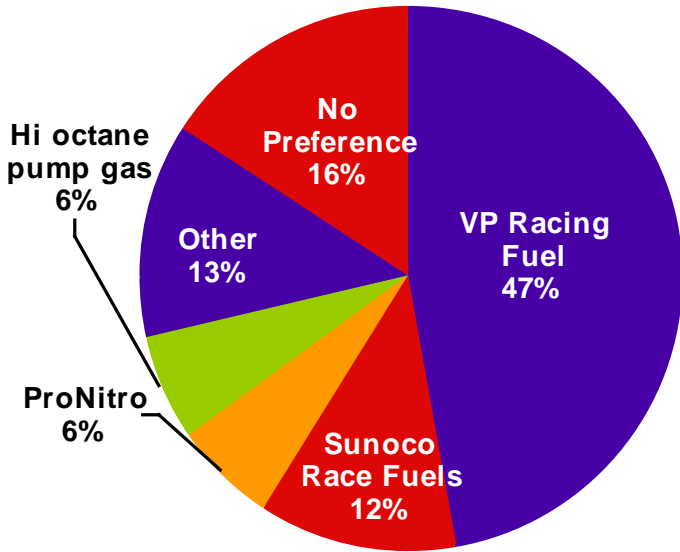


Recession Affect Racing?

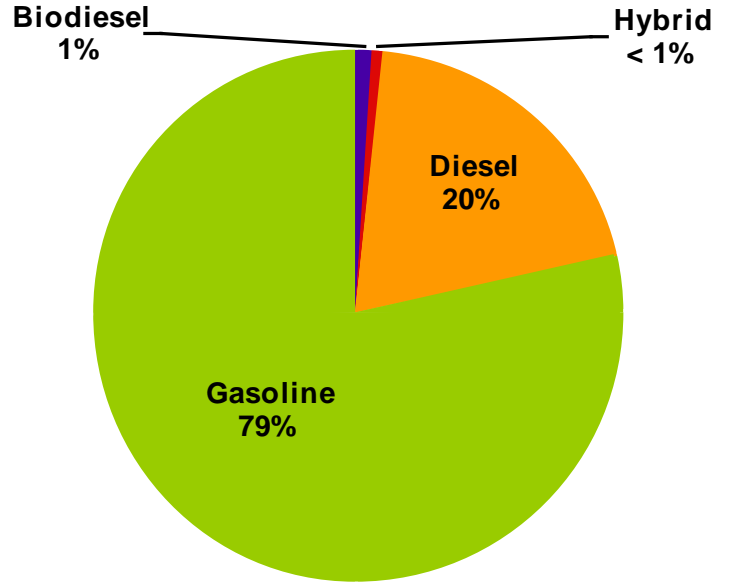


DRAG RACING

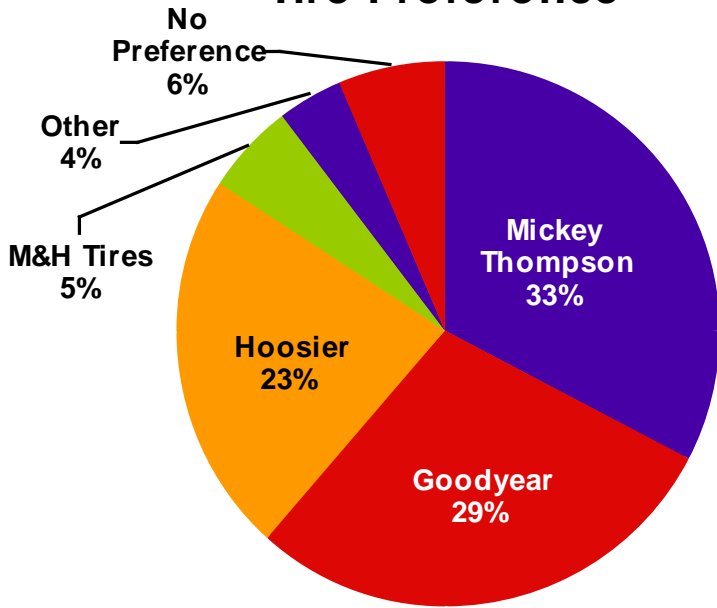
Fuel Preference



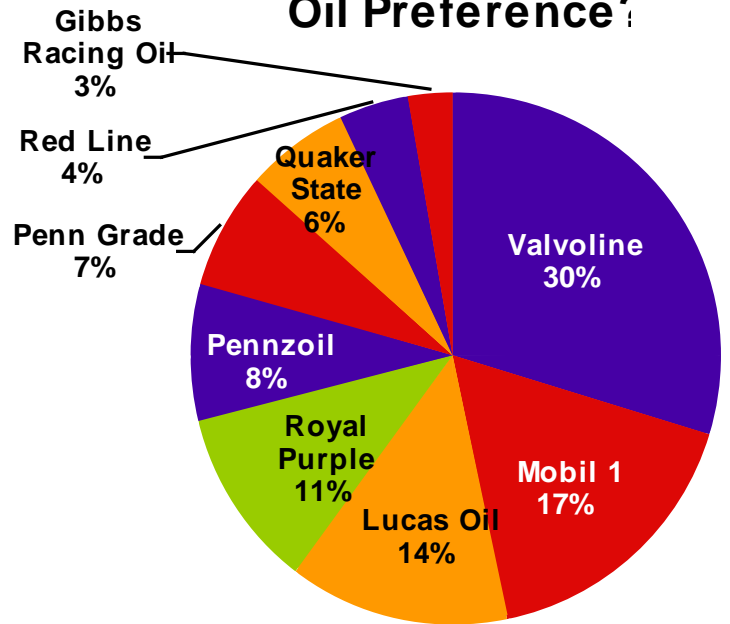
Recreational Vehicle Fuel



Tire Preference

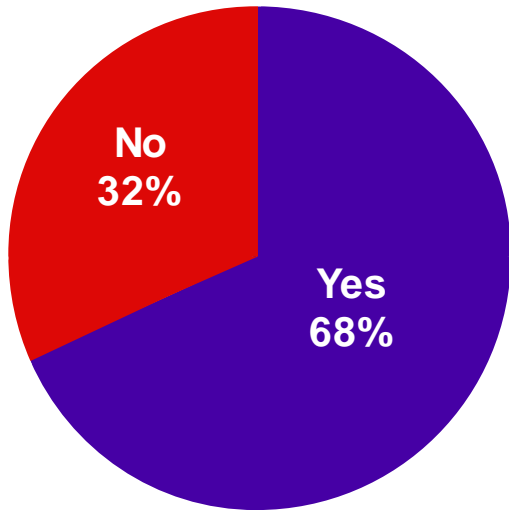


Oil Preference

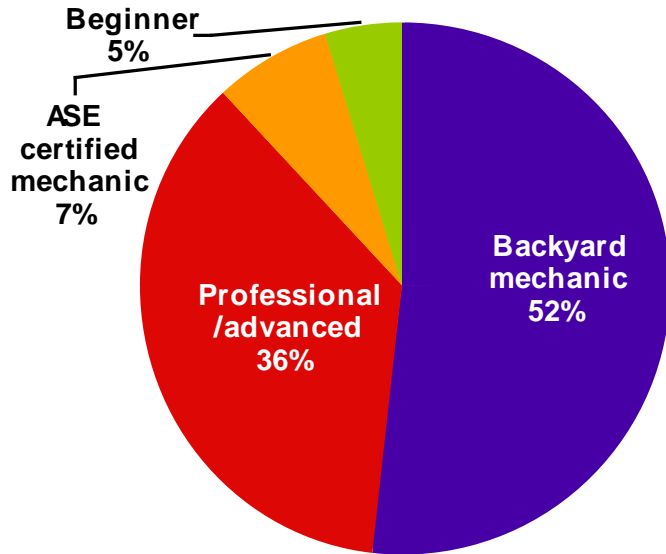


AUTOMOTIVE

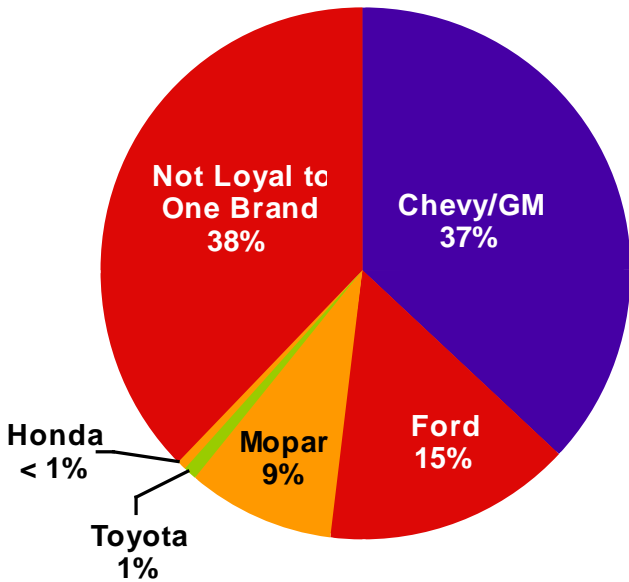
Have they modified their vehicle?



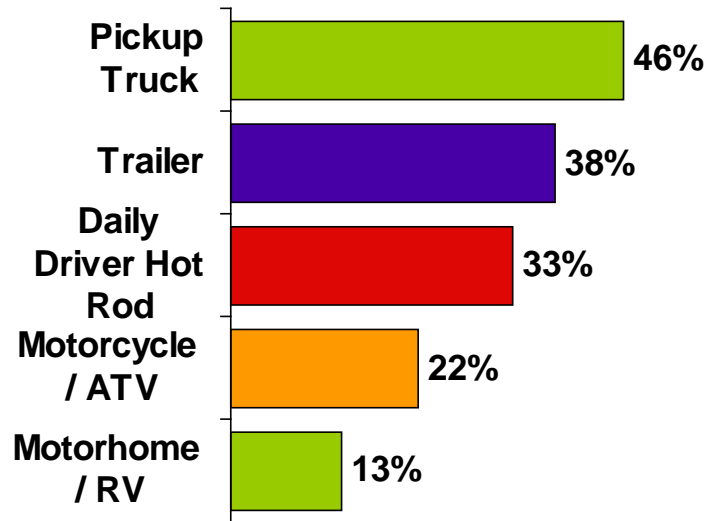
Mechanical Skill Level



Loyal to one brand of car?

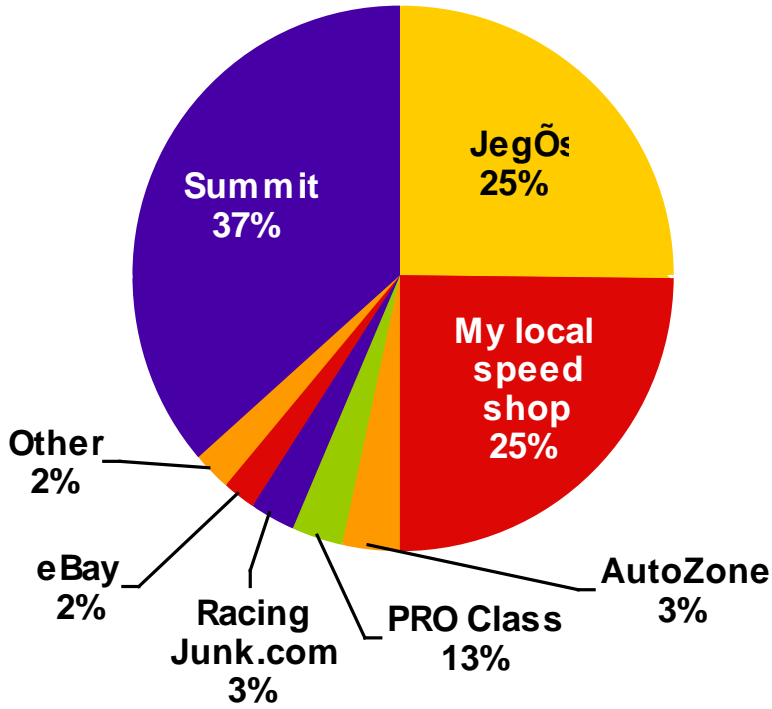


What other vehicles do they own?

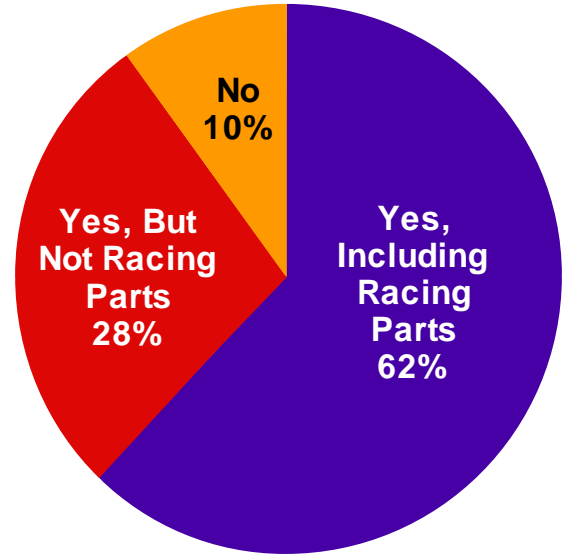


SHOPPING HABITS

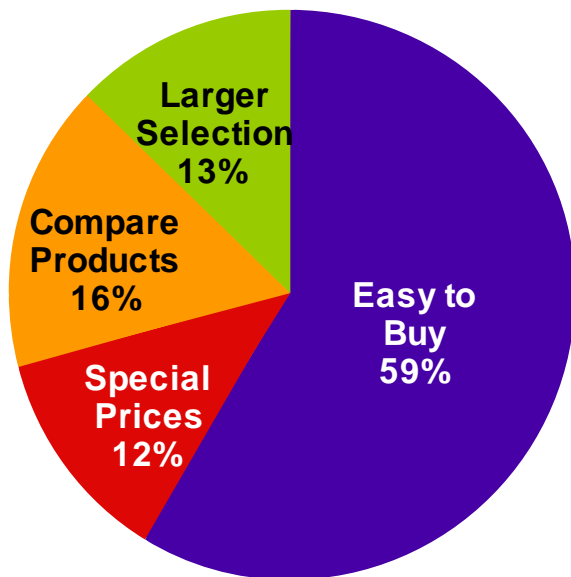
Where do they buy parts?



Buy Online?



Yes. Why?

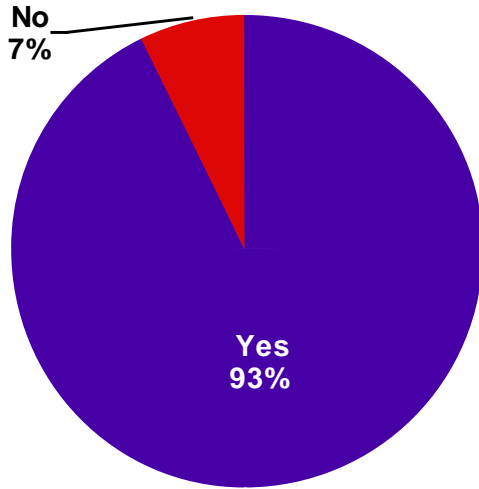


No. Why Not?

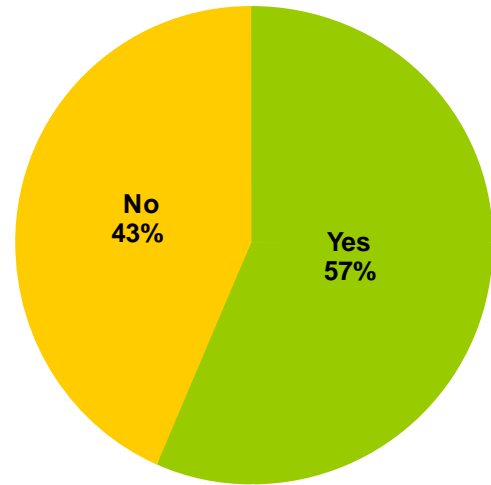


SHOPPING HABITS

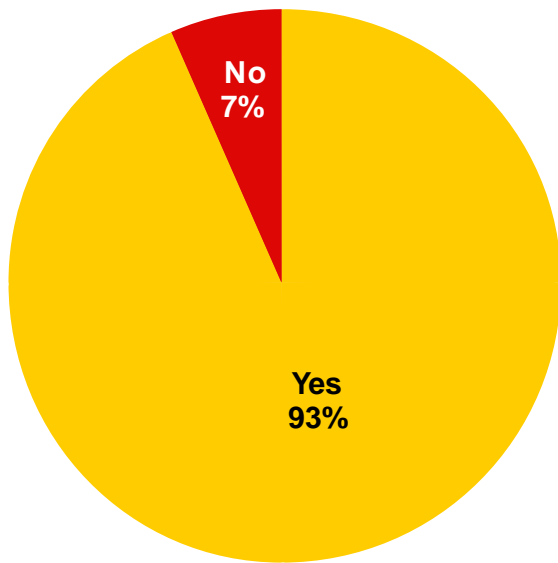
Read ads on DRO?



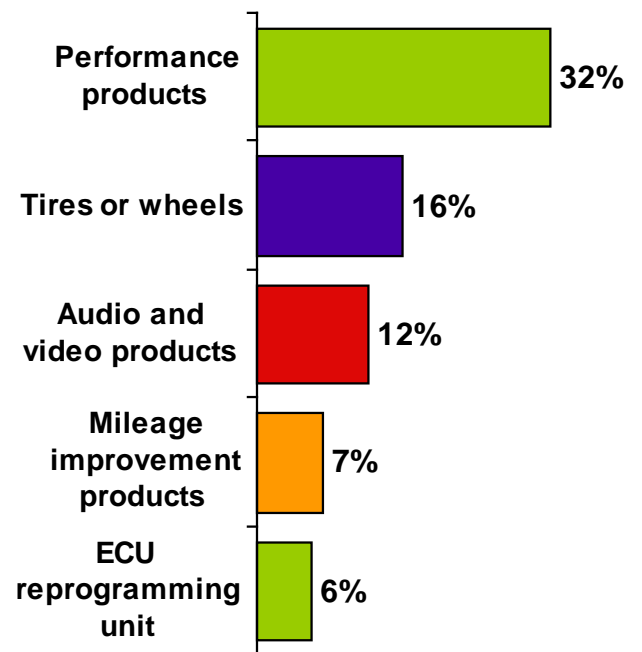
Bought From DRO Ad?



Click on DRO Ads?

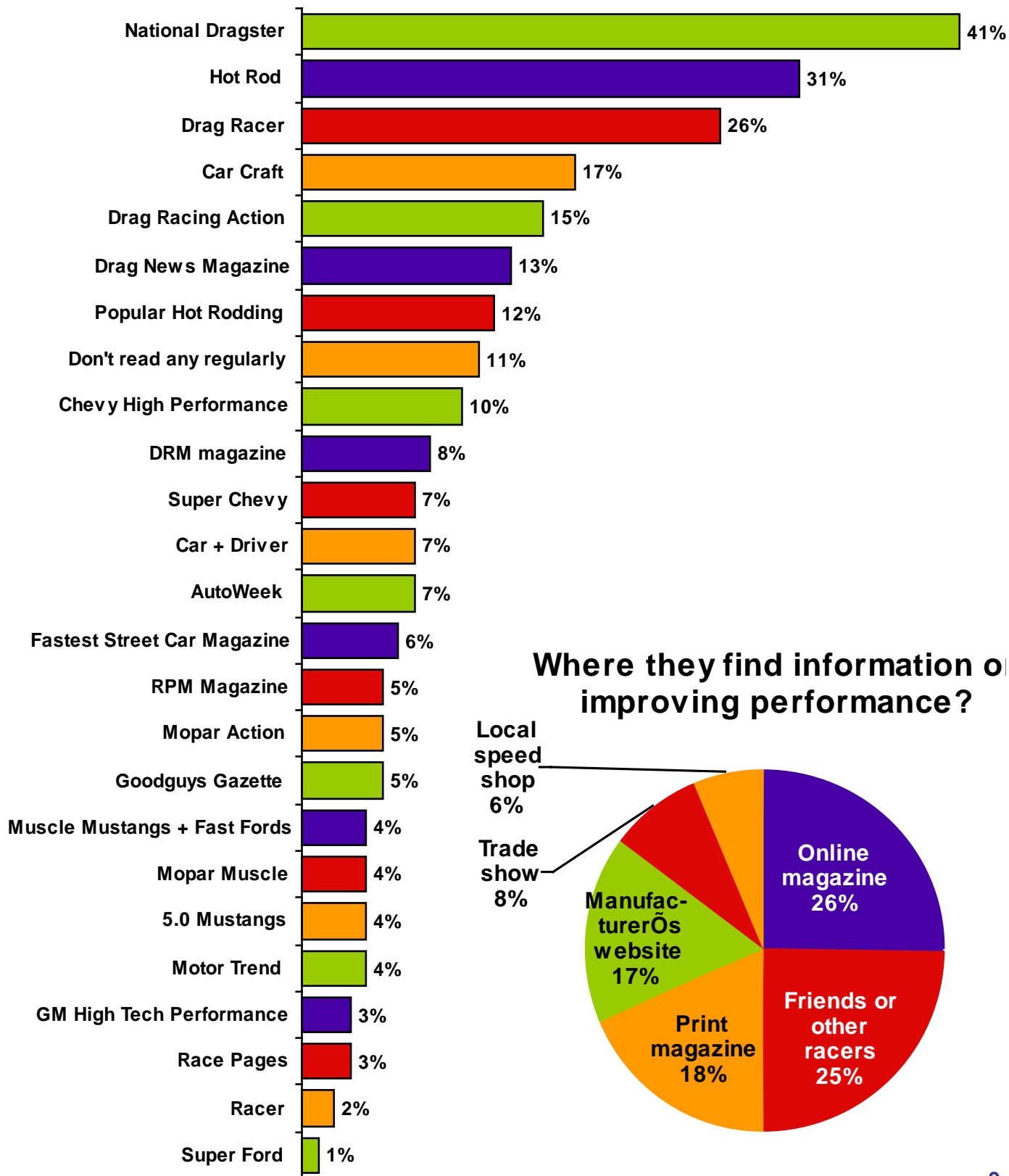


Products they've purchased online

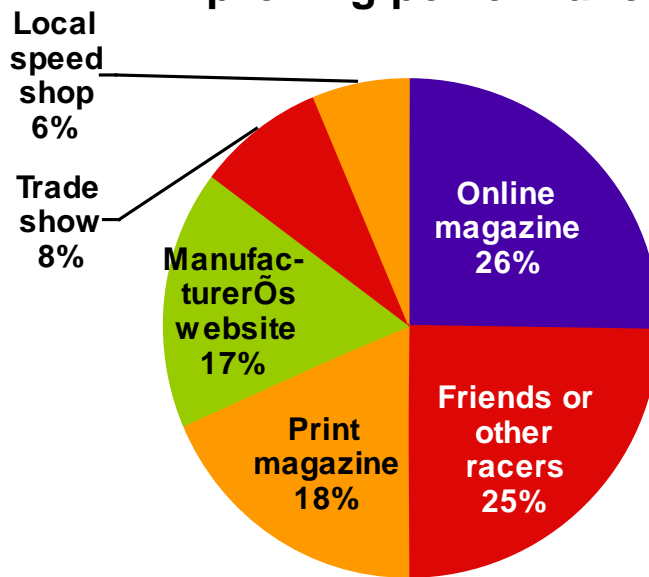


READING HABITS

Print Magazines They Read

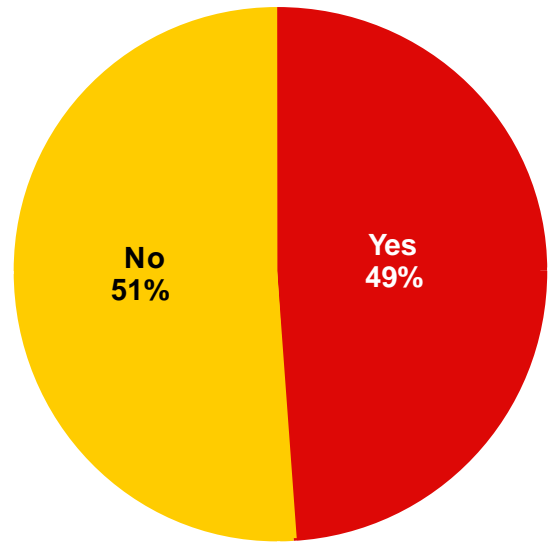
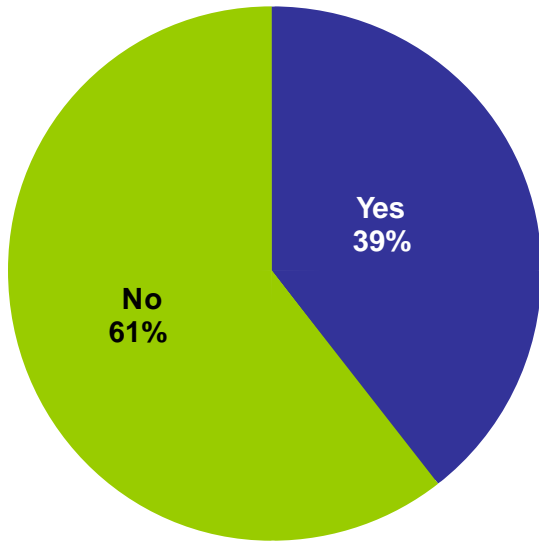


Where they find information on improving performance?

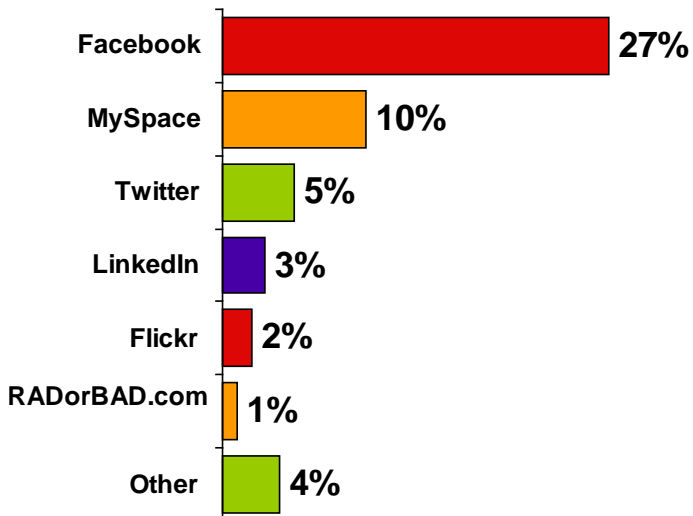


NEW

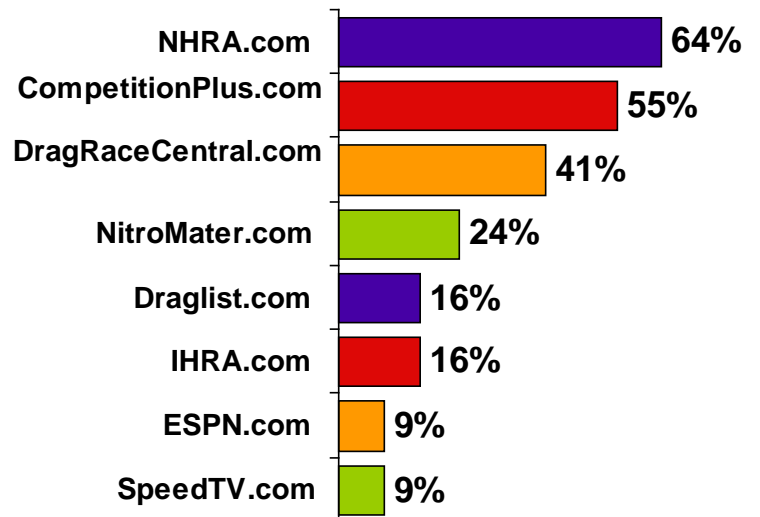
Member of any social networks Participate in Forums and Chat'



Social Networks They Visit

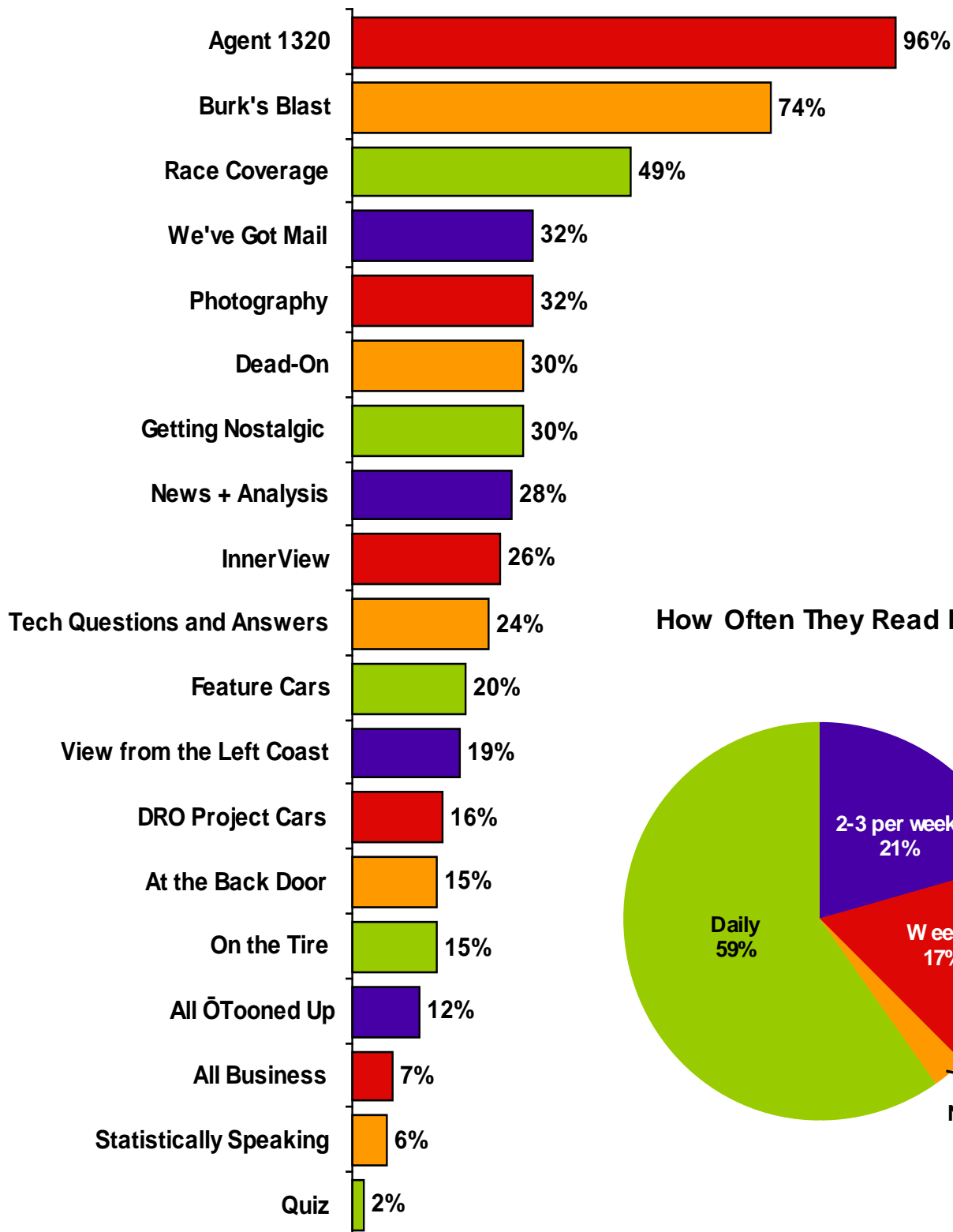


Other Web Sites They Visit

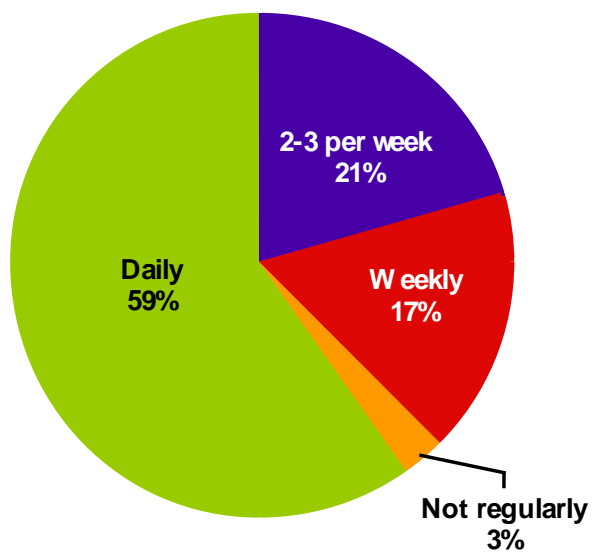


ABOUT DRO

Favorite Column or Feature

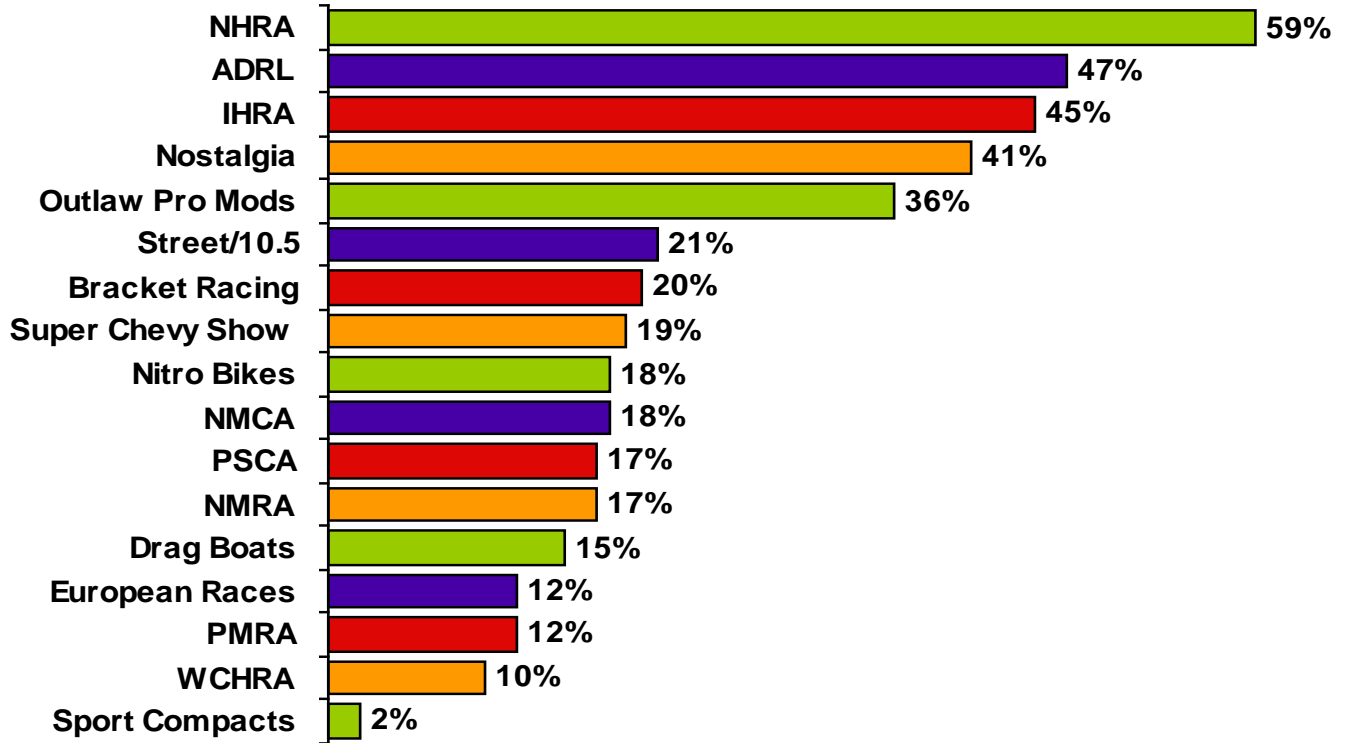


How Often They Read DRO



ABOUT DRO

Sanctioning body we should cover?



DRO web site functionality they use

