**Research data:**

* Formula 1 themed racing event idea:

The idea behind this business proposal is to create a business around serving, hosting, and catering for/towards F1 themed events (For Example Birthday Parties, Celebratory Events, Catering Events, Children/Youth events and Adult RC F1 racing event {Such as Tournaments, Racing and such}). Minimum age requirement will be 15 years of age.

It will mainly be hosted in Chicago, but can be Nationwide or Statewide.

Links to the files, datasets and data sources :

[Formula racing - Explore - Google Trends](https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=Formula%20racing&hl=en)

[Formula 1 Race Fan Ratings (kaggle.com)](https://www.kaggle.com/datasets/codingminds/formula-1-race-fan-ratings)

<https://en.wikipedia.org/wiki/Safety_car#List_of_safety_car_deployments_in_Formula_One_races>

[List of red-flagged Formula One races - Wikipedia](https://en.wikipedia.org/wiki/List_of_red-flagged_Formula_One_races)

<https://www.kaggle.com/datasets/jtrotman/formula-1-race-events>

[Formula racing, Formula 1: Drive to Survive - Explore - Google Trends](https://trends.google.com/trends/explore?date=today%205-y&geo=US&q=%2Fm%2F05h35z,%2Fg%2F11fk09r5d0)

[Formula 1 Fandom is Accelerating in the U.S. (nielsen.com)](https://www.nielsen.com/insights/2018/formula-1-fandom-is-accelerating-in-the-us/)

Customer information:  
Target market male/young professionals   
Age 18 - 30  
Demographics   
annual income higher 70 000 to 100 000  
Location based or worldwide: majority Europe and world wide but recent spike in interest in USA

Annual income

Formula 1 Themed Events