

USA Triathlon

Membership Survey Report

Colorado Springs, Colorado



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Table of Contents

| | | |
|----------------------|-------|----|
| Executive Summary | _____ | 3 |
| Methodology | _____ | 3 |
| Key Findings | _____ | 3 |
| Quantitative Results | _____ | 4 |
| Qualitative Results | _____ | 29 |

Executive Summary

The 2016 USA Triathlon (USAT) Membership Survey is designed to gain a better understanding of the demographics, participation patterns and purchasing trends of USA Triathlon annual members. The survey results will assist USA Triathlon in the evaluation of programs so that USA Triathlon can best support its members. This survey assesses the preferences and opinions of those who contributed to the 2016 USA Triathlon Membership Survey. The last official Membership Survey was completed in 2009.

Methodology

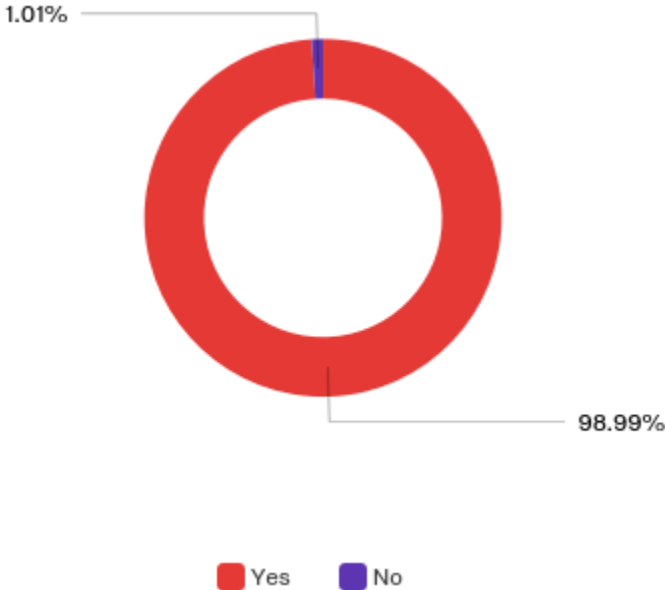
The survey was emailed on March 2, 2016 to all annual adult members of USA Triathlon who have not opted out of organizational communications and are eligible to receive USA Triathlon communications. The survey was successfully sent to 89,921 email addresses. The survey was started by 14,786 individuals and fully completed by 12,293 individuals. Seventy-eight questions were asked with 62 questions requiring responses and 16 that were optional. The survey link was active for 152 days. The average survey completion time was 86 minutes. It is assumed that the results take into account a 3% variance.

Key Findings

The top three membership benefits most noted by respondents were the ability to avoid a one-day fee on race day, the opportunity to receive newsletters and a subscription to the quarterly *USA Triathlon Magazine*. The top recommendations for improvement were to promote the membership benefits more often to current annual members, as some commented that they were unsure of the benefits given to them as members. Additionally, nearly 100% of respondents said they plan to compete in at least one event within the next 12 months. The most requested areas of support were increased race and equipment discounts along with more events, educational opportunities and tracking technology at events. Over the next five to 10 years, respondents would like to see USA Triathlon place greater focus on youth programming and increased education, especially on safety and nutrition. Overall, survey respondents were pleased with the programs and services offered to them by USA Triathlon.

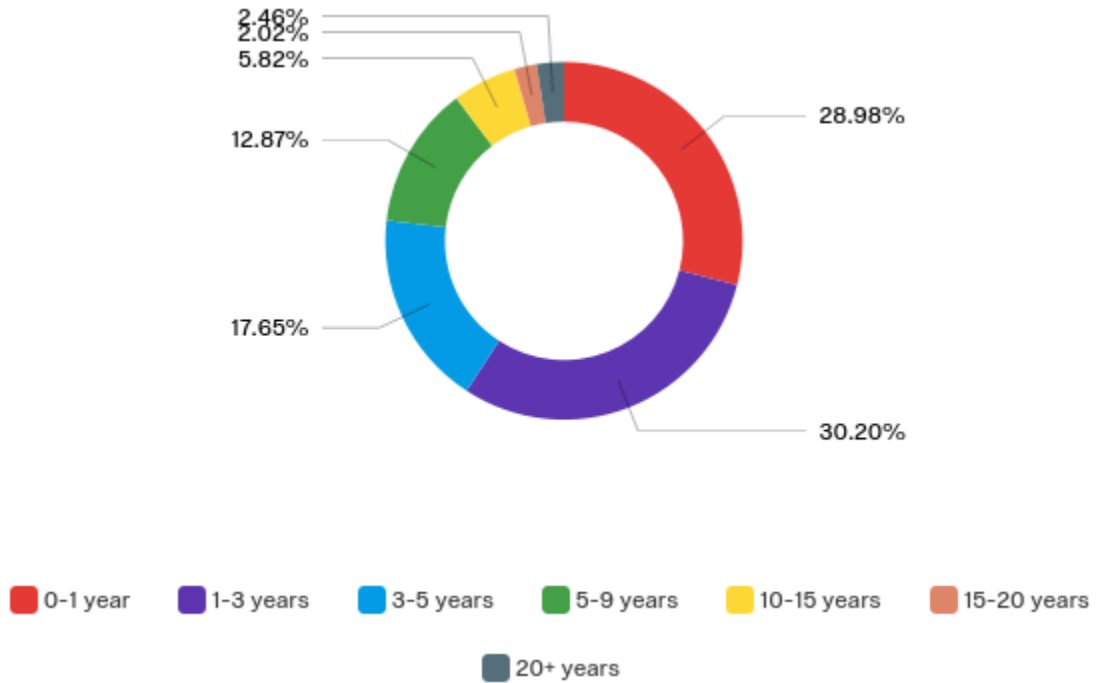
Quantitative Results

USA Triathlon Annual Membership



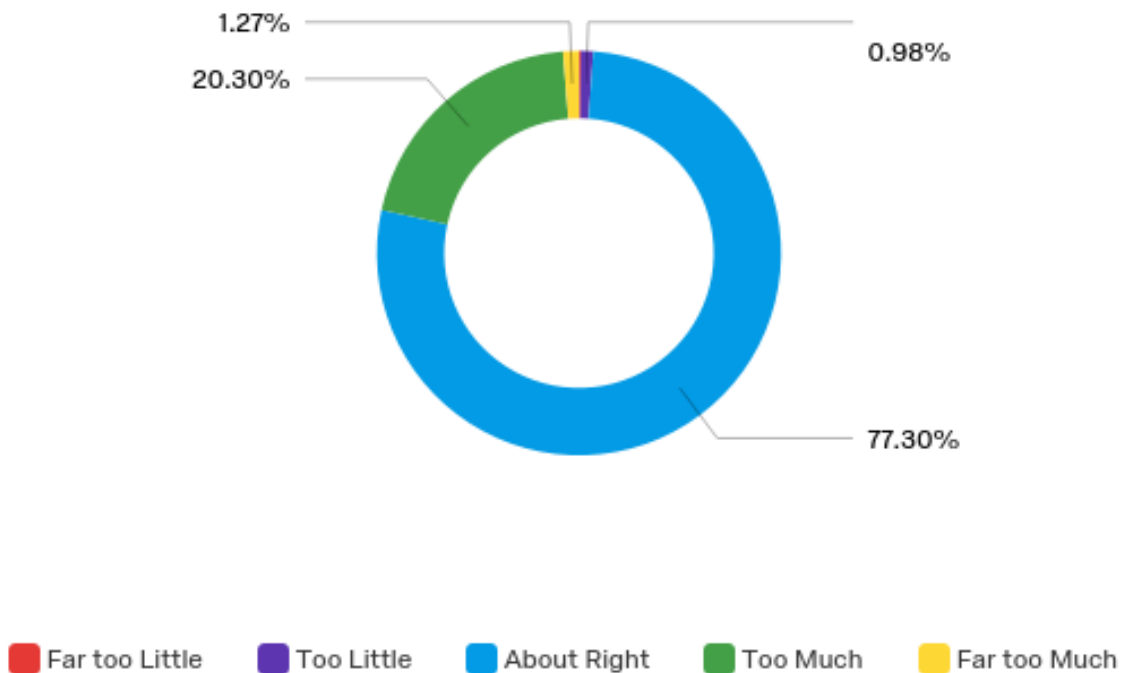
Ninety-nine percent of the 12,293 respondents were annual members of USA Triathlon at the time of completing the survey. The primary response given when asked who or what influenced respondents to get into the sport was a friend. Those who said a family member encouraged them to try a triathlon primarily said that their spouse got them into the sport.

Years as a USA Triathlon Annual Member



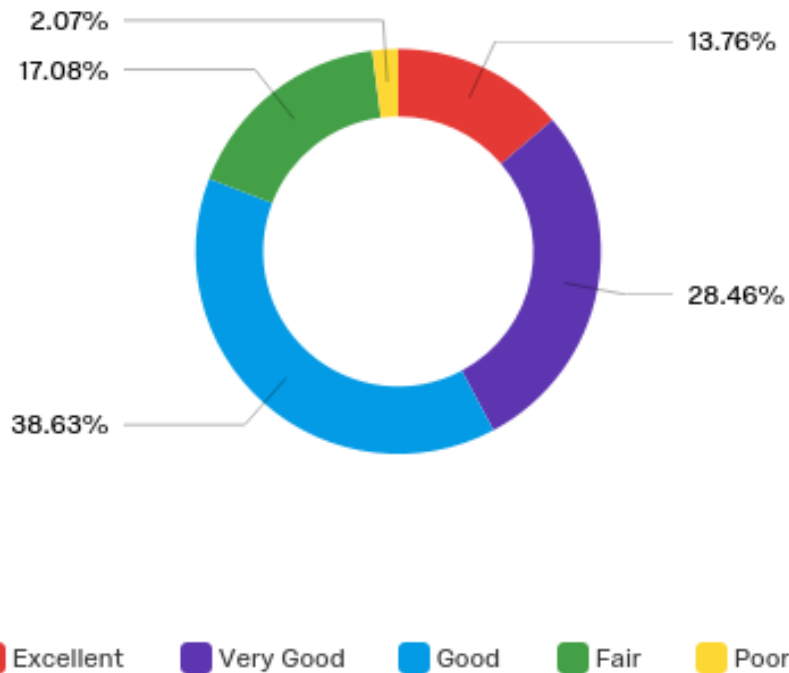
Over three-fourths of USA Triathlon’s annual membership has been involved with the organization, which was founded in 1982, for five years or fewer. Just under 3% of participants have been a member for more than 20 years.

Annual Membership Fee



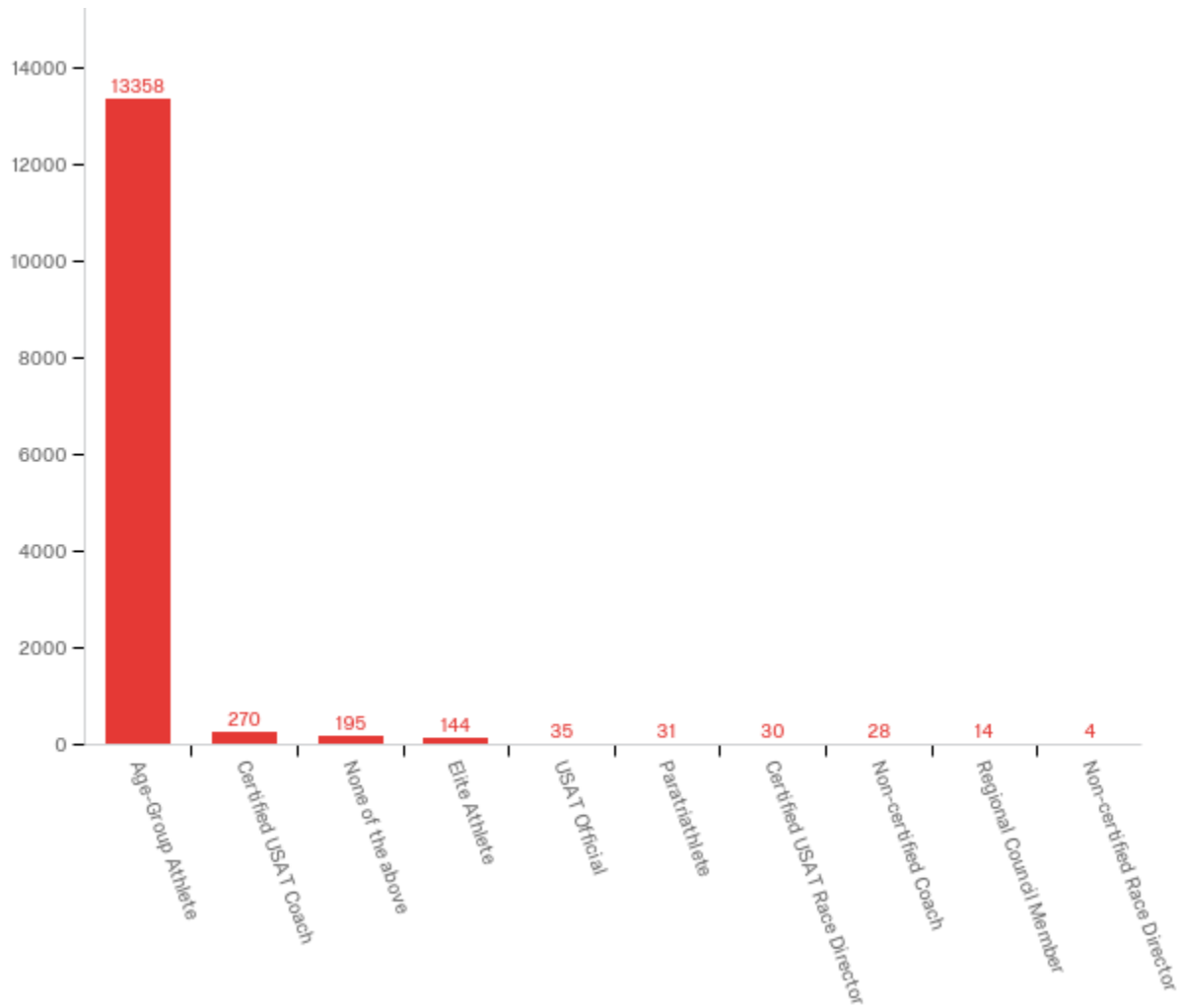
Seventy-seven percent of survey respondents felt that the \$50 membership fee was about right. Less than 25% felt that the membership fee was too much.

Value of the USA Triathlon Membership



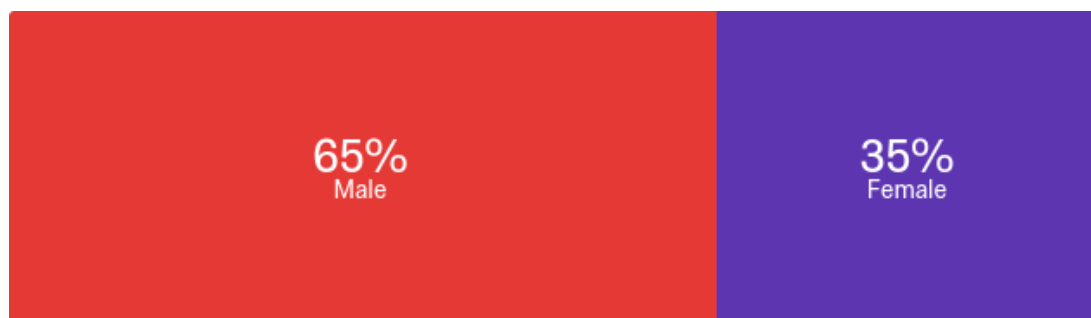
Over 80% of survey participants rated the value of their membership as 'Good' or better. USA Triathlon could improve its membership program by providing additional discounts for races and gear, offering more information about member benefits and giving out more swag for signing up for a membership, according to respondents.

USA Triathlon Member Makeup



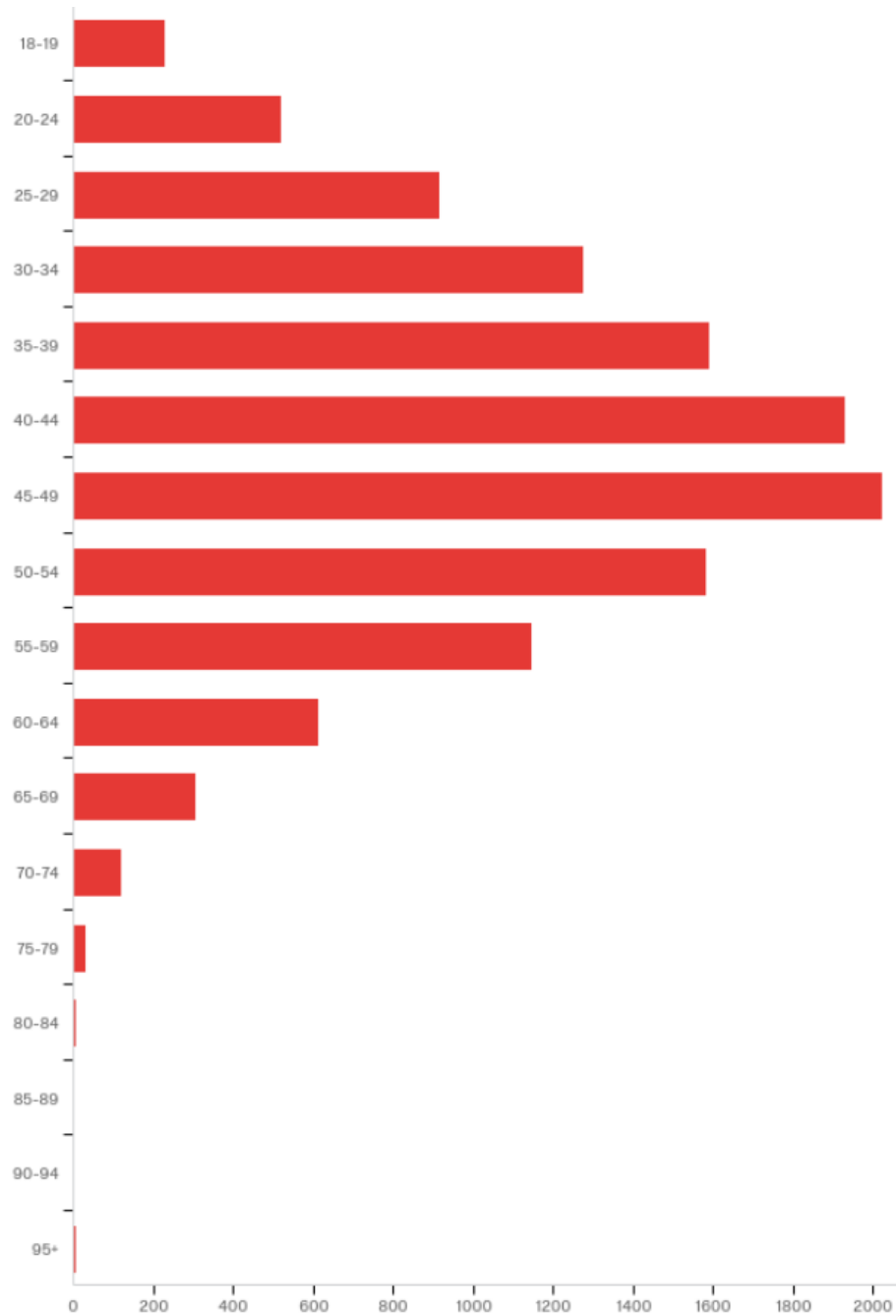
Nearly 95% of participants classified themselves as age group athletes. You may recognize some of these famous age-group triathletes: Zac Efron, Brett Favre and Hines Ward.

Gender Demographics



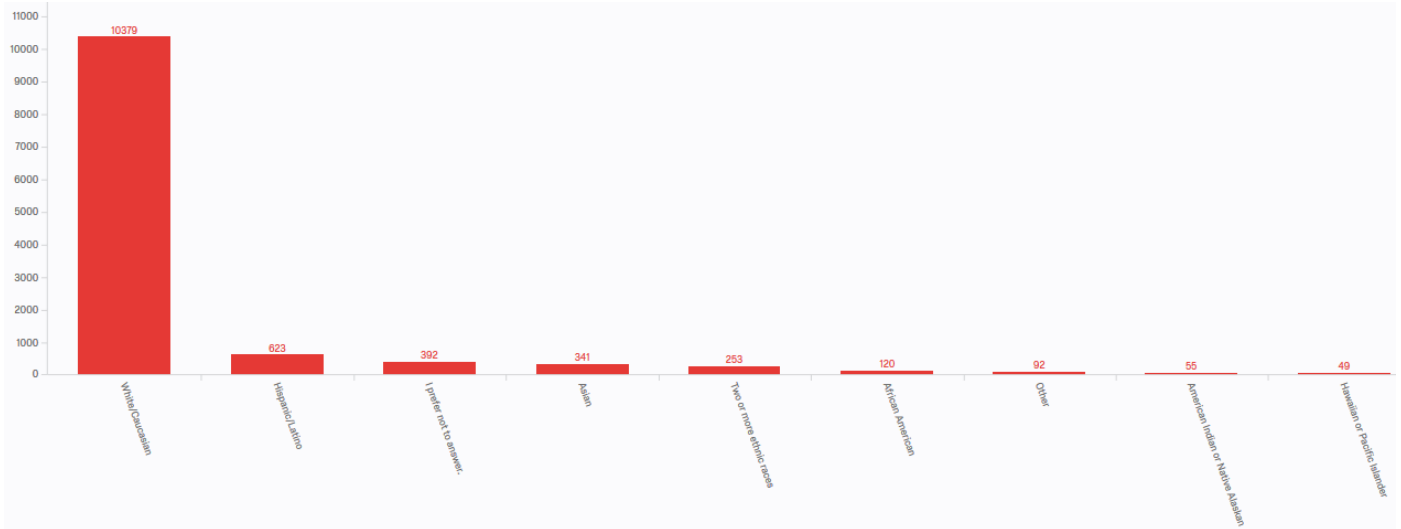
Up 5% from 2009, nearly two-thirds of survey participants were male.

Age Demographics



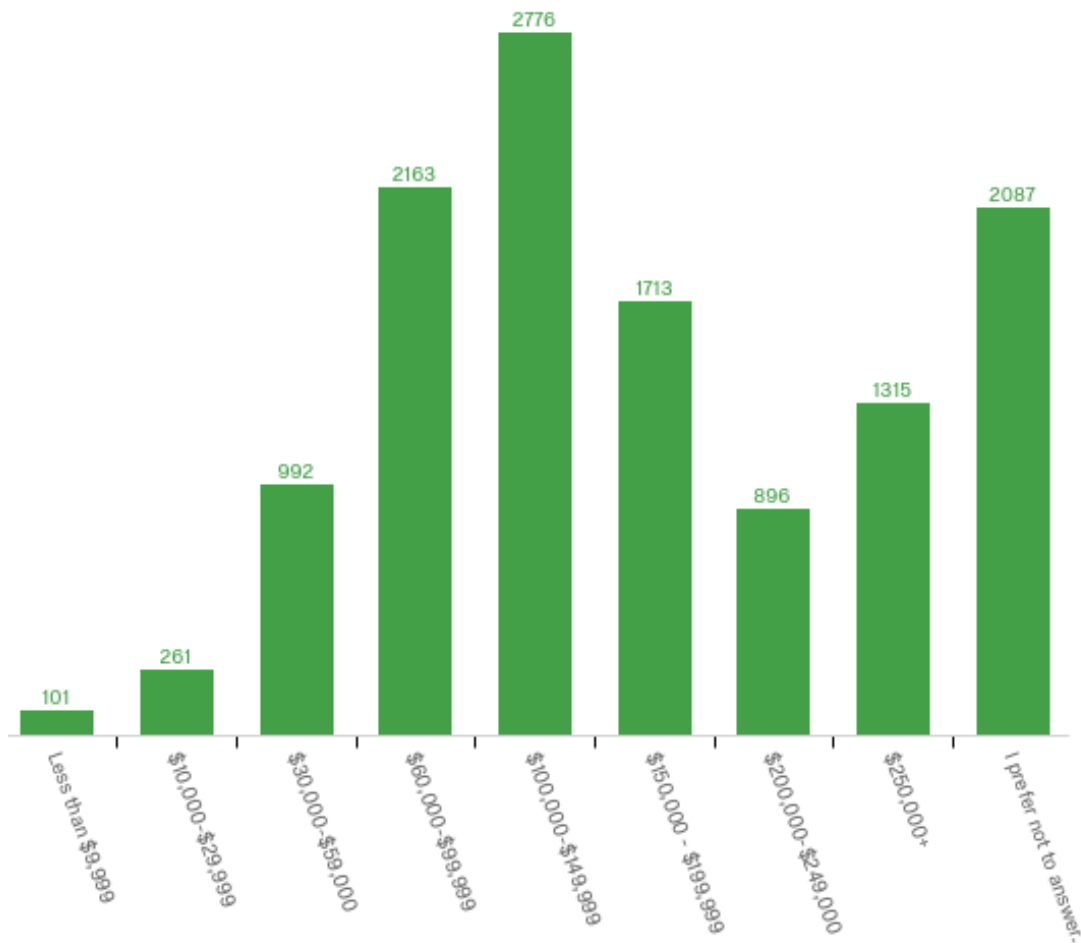
In the 2009 Membership Survey, the largest age group was comprised of those 35-39 years of age. However, in the 2016 study, the largest age group is now those ages 45-49.

Ethnicity



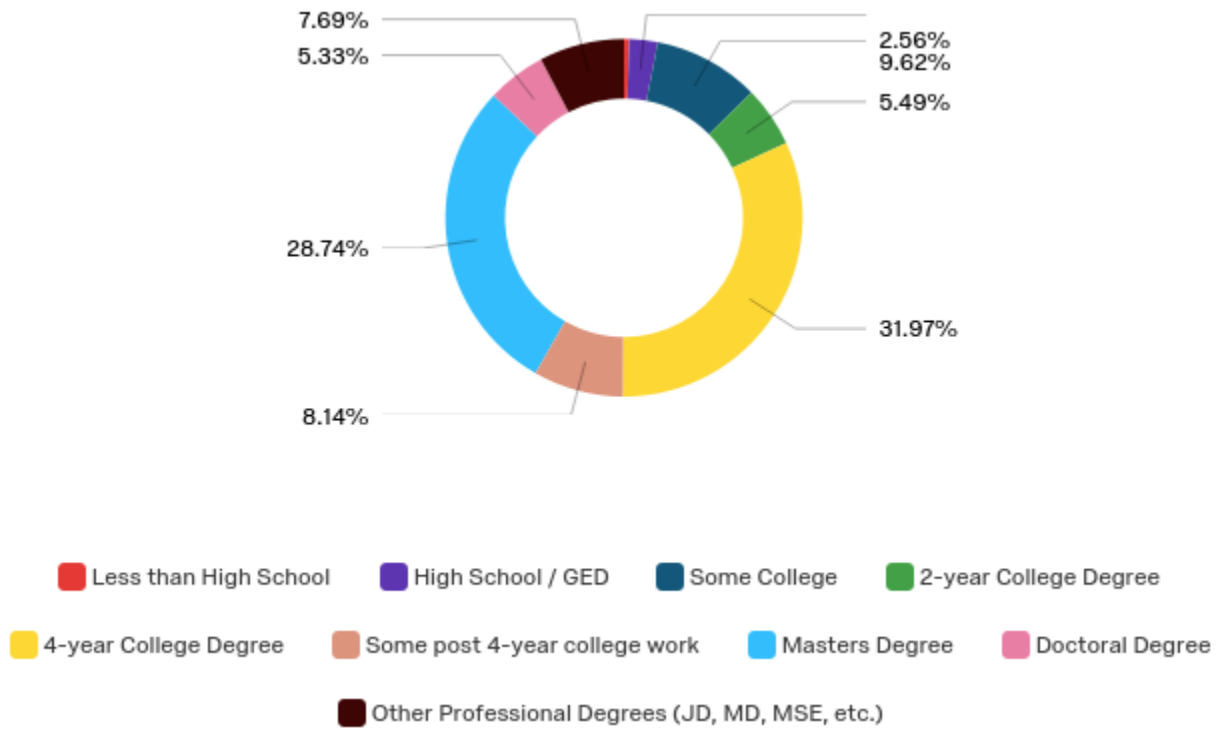
The percentage of Hispanics participating in multisport has increased by 2% since the 2009 Membership Survey was completed.

Annual Income Level



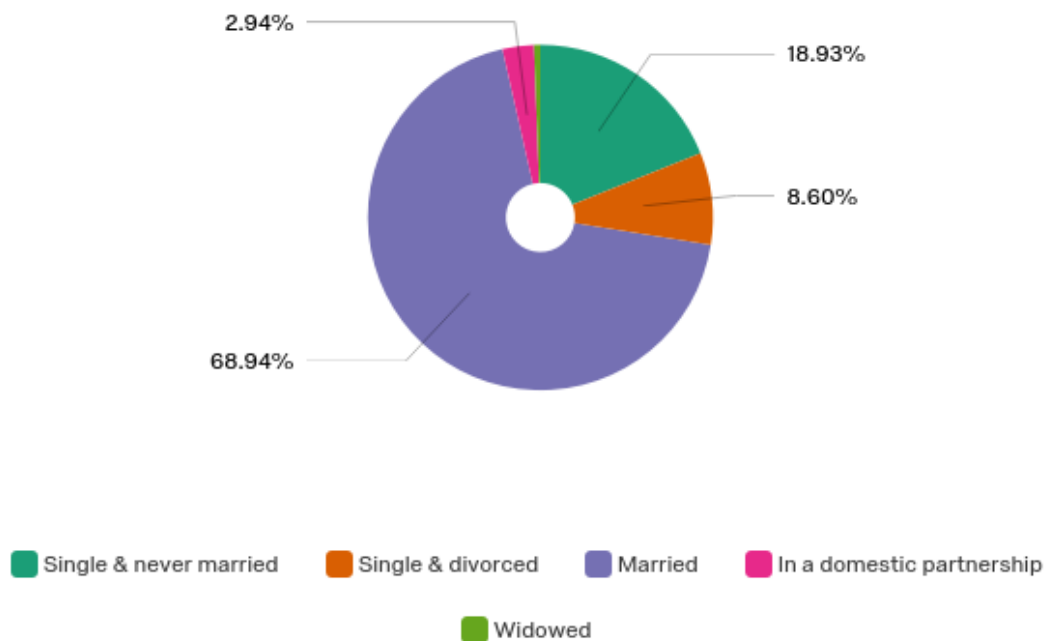
Over half of survey respondents said their household income is over \$100,000 a year.

Highest Level of Education Completed



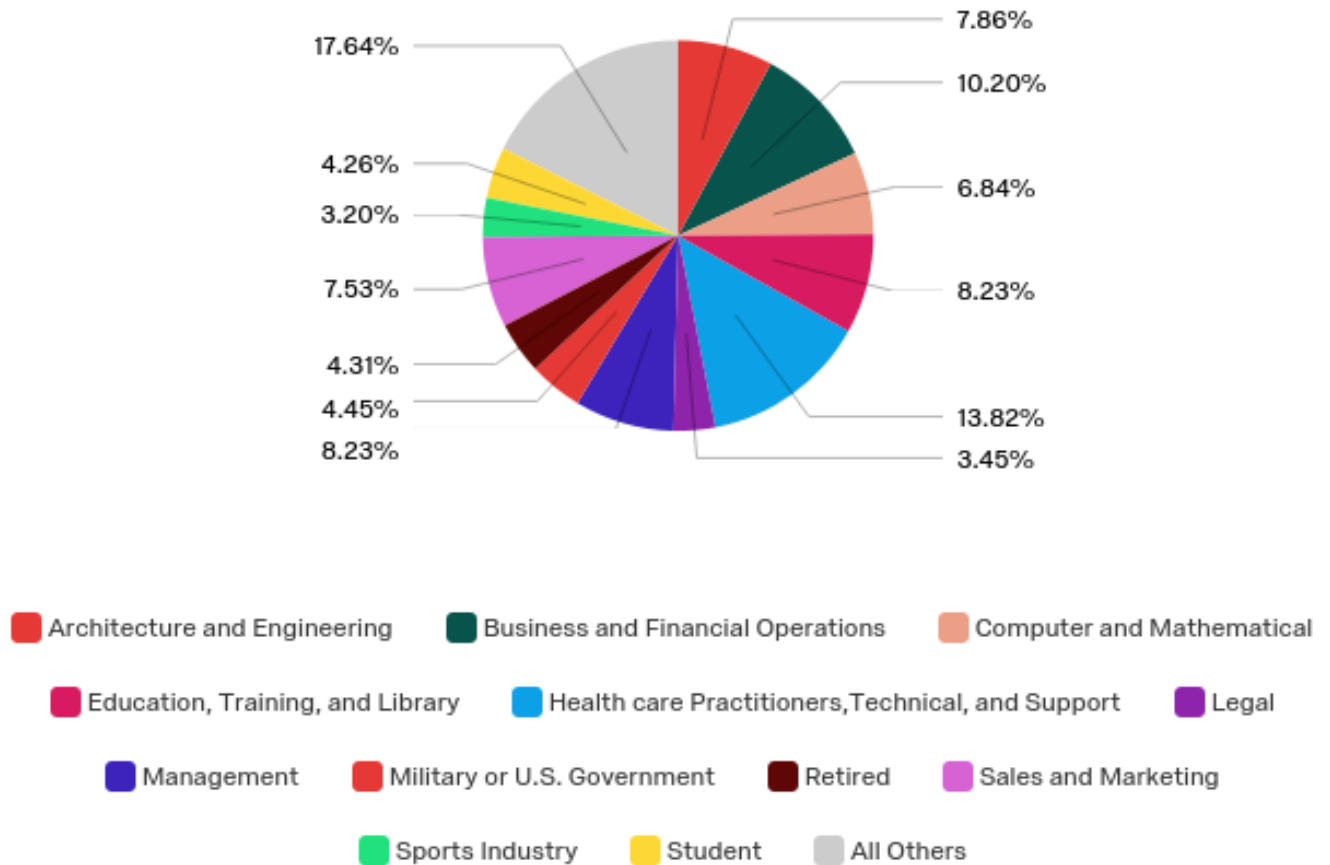
Over 80% of survey participants have a 4-year college degree or higher. Nearly one-third also have a master's degree. Just over 5% of respondents have their doctorate.

Relationship Status



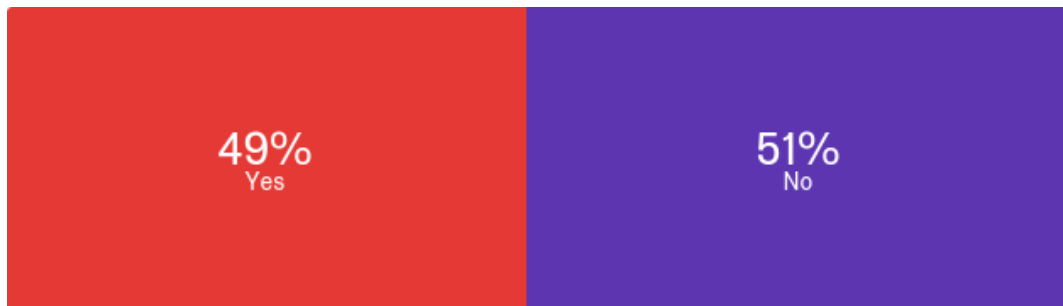
Over two-thirds of survey participants are married with 40% having more than one minor in their household.

Member Occupations



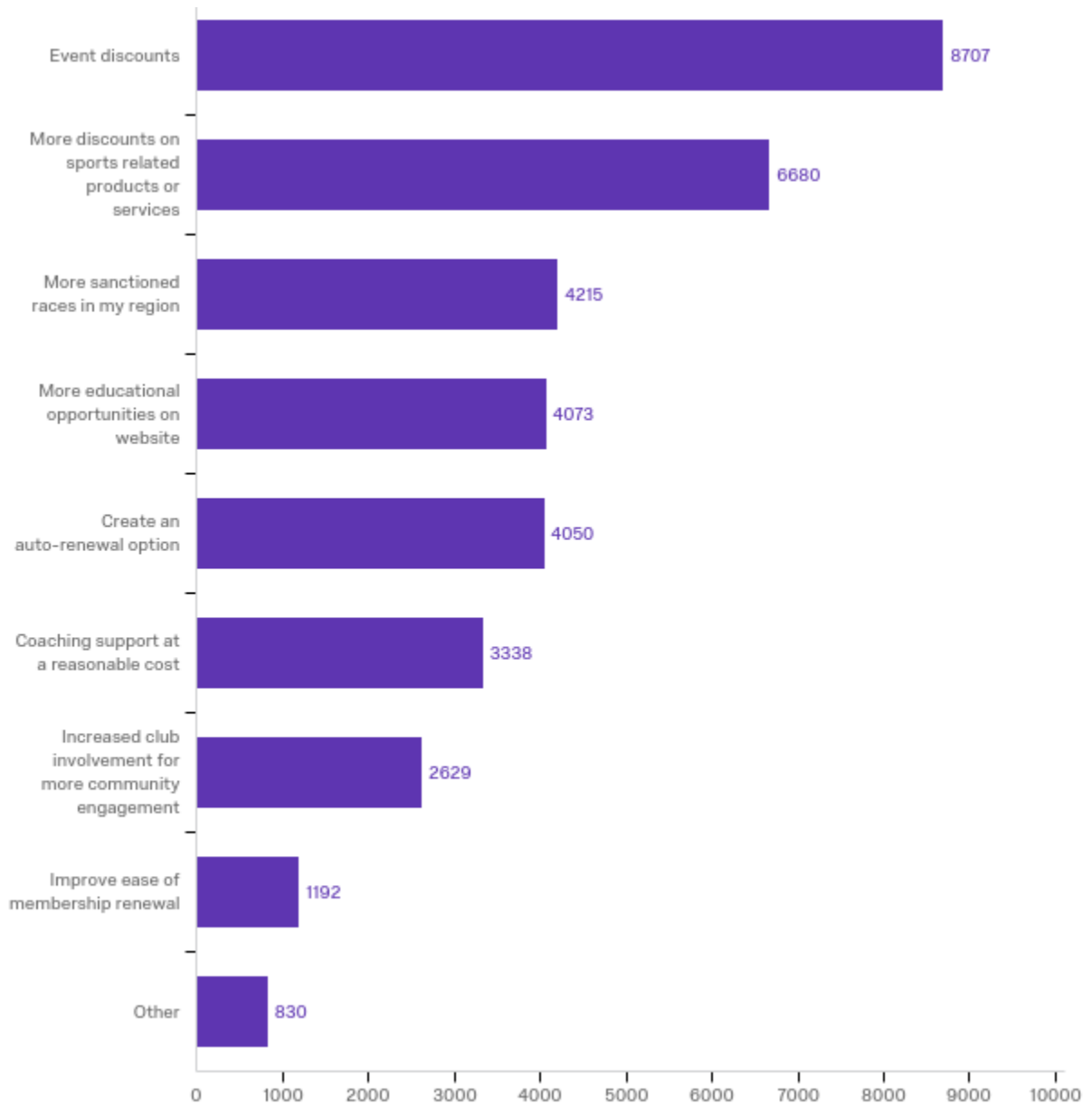
Nearly 14% of participants work in the medical field, with business and finance being the second most popular profession at 10%. Less than 1% are unemployed.

Multisport Club or Team Involvement



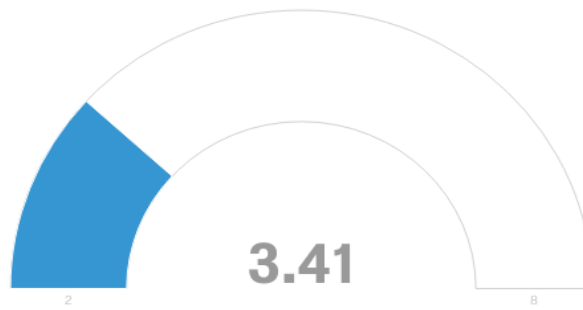
49% of respondents said they belonged to a triathlon club. Among many other benefits, registered clubs receive race discounts from USA Triathlon, monthly newsletters and an opportunity to apply for funding through the club grant program. Additionally, individual clubs also have benefits that they extend to members. To find a club in your area, please visit: www.usatriathlon.org/findclub.

Membership Needs



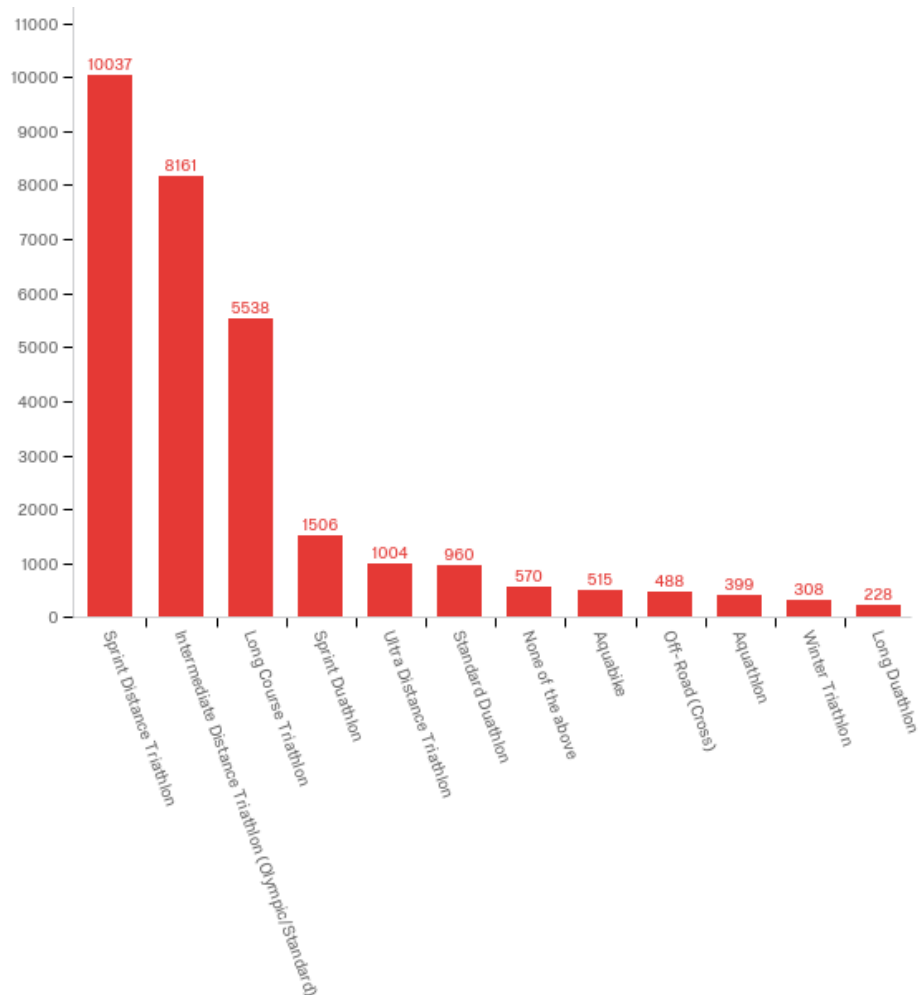
The biggest membership need requested from respondents was a need for more discounts on gear, equipment and race registrations. One-third of respondents also would like to see more races and more educational opportunities, such as webinars or event-specific clinics.

Average Yearly Participation in Multisport Events



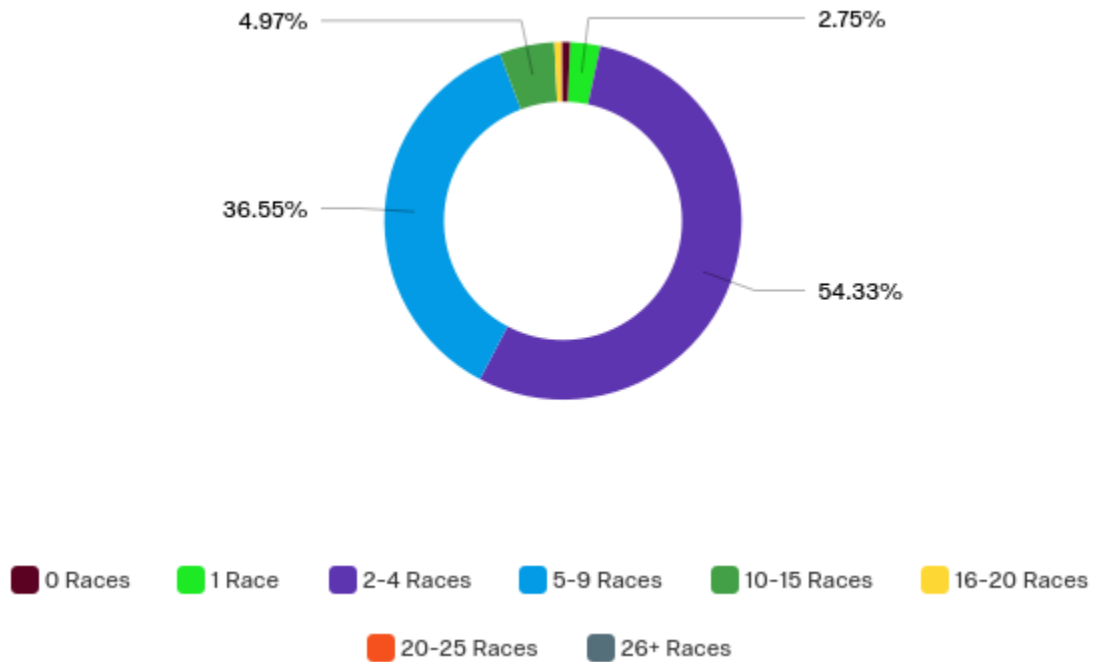
In 2016, respondents said they participated in an average of 3.41 races. In 2009, that number was 4.2. This is just short of the average 3.5 races respondents plan to participate in this year. Five percent of respondents compete in 10 or more races a year.

Most Common Distances and Disciplines



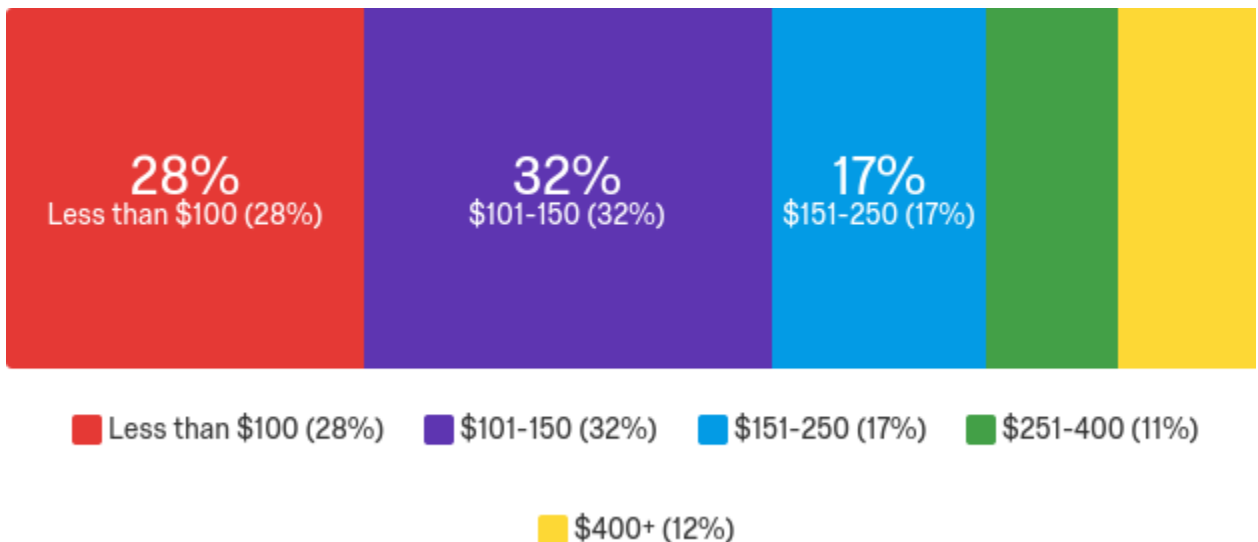
Nearly 75% of participants who completed the 2016 USA Triathlon Membership Survey stated that they mostly raced sprint-distance events within the past year. The second most popular distance was the Olympic distance, also referred to as standard, intermediate or international distance.

Expected Multisport Participation in the Next 12 Months



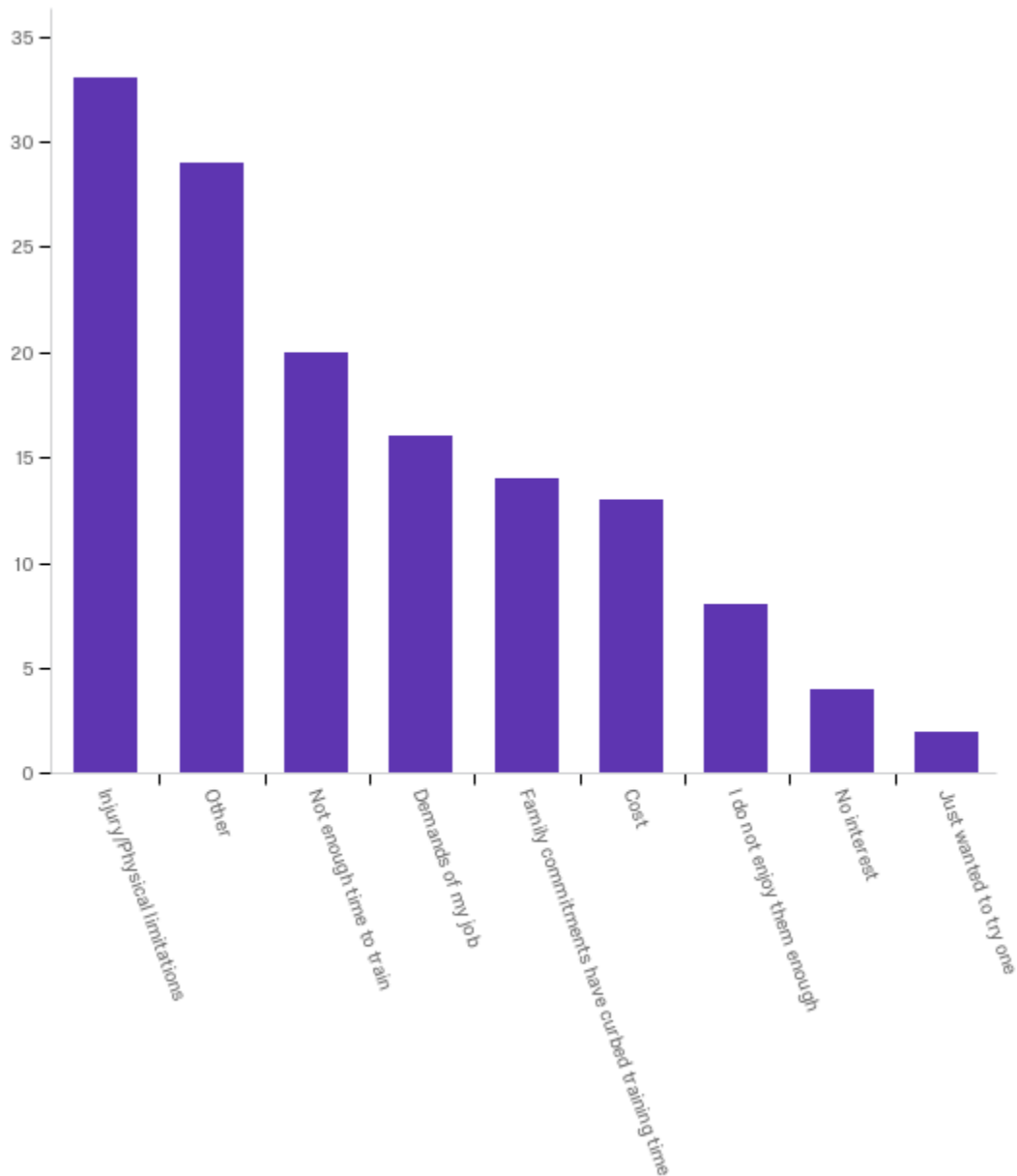
Ninety percent of respondents expect to participate in 2-9 races within the next 12 months. Just over half of the respondents will compete in 2-4 races, a number that is consistent with the average number of races completed in 2015.

Maximum Entry Fees



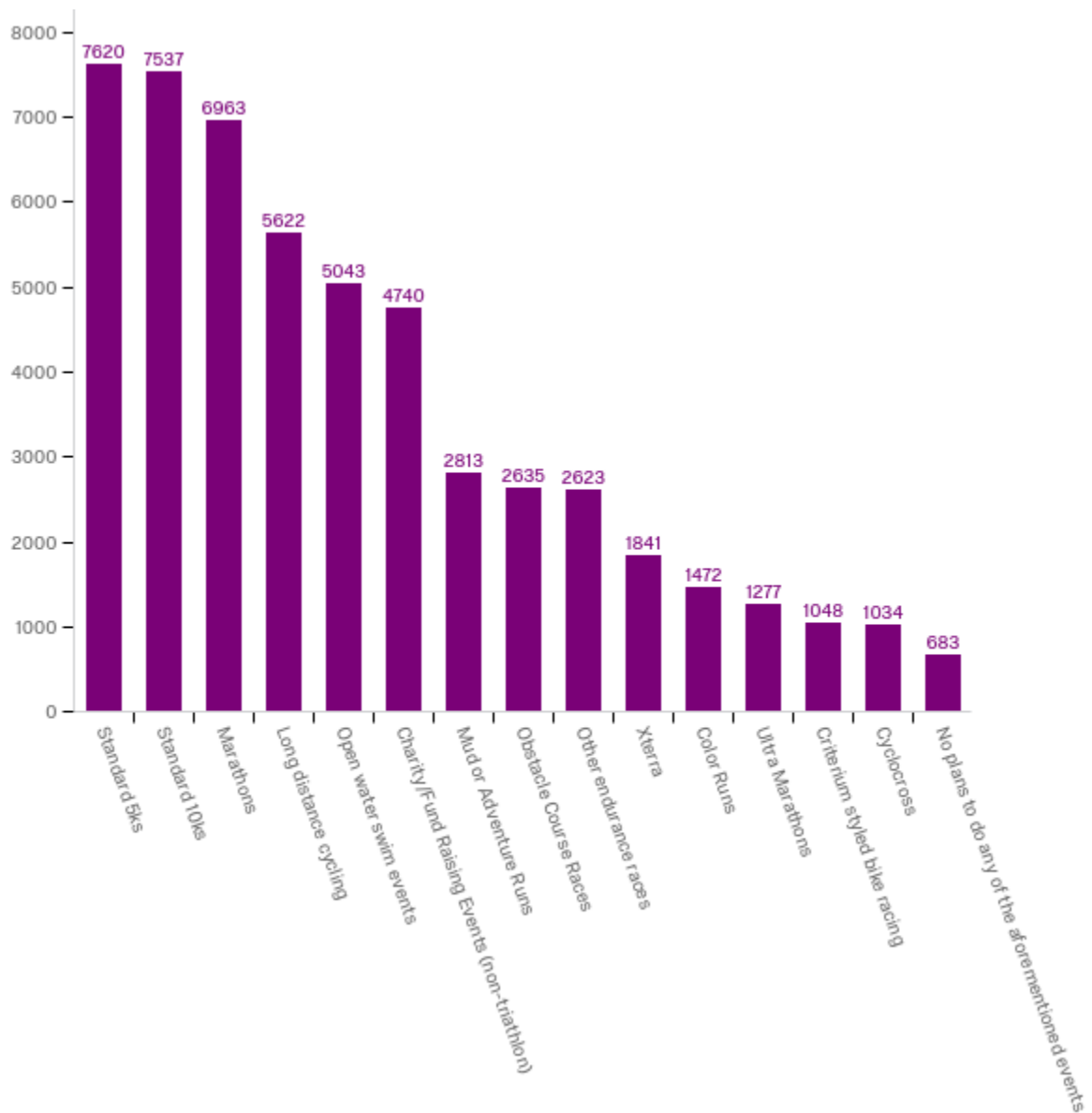
A far cry from the \$1 entry fee charged at the first U.S.-based triathlon in 1974, 32% of survey participants are willing to pay \$101-150 dollars per race with 40% willing to pay more.

Reasons for Not Participating in Any Multisport Events in the Next Year



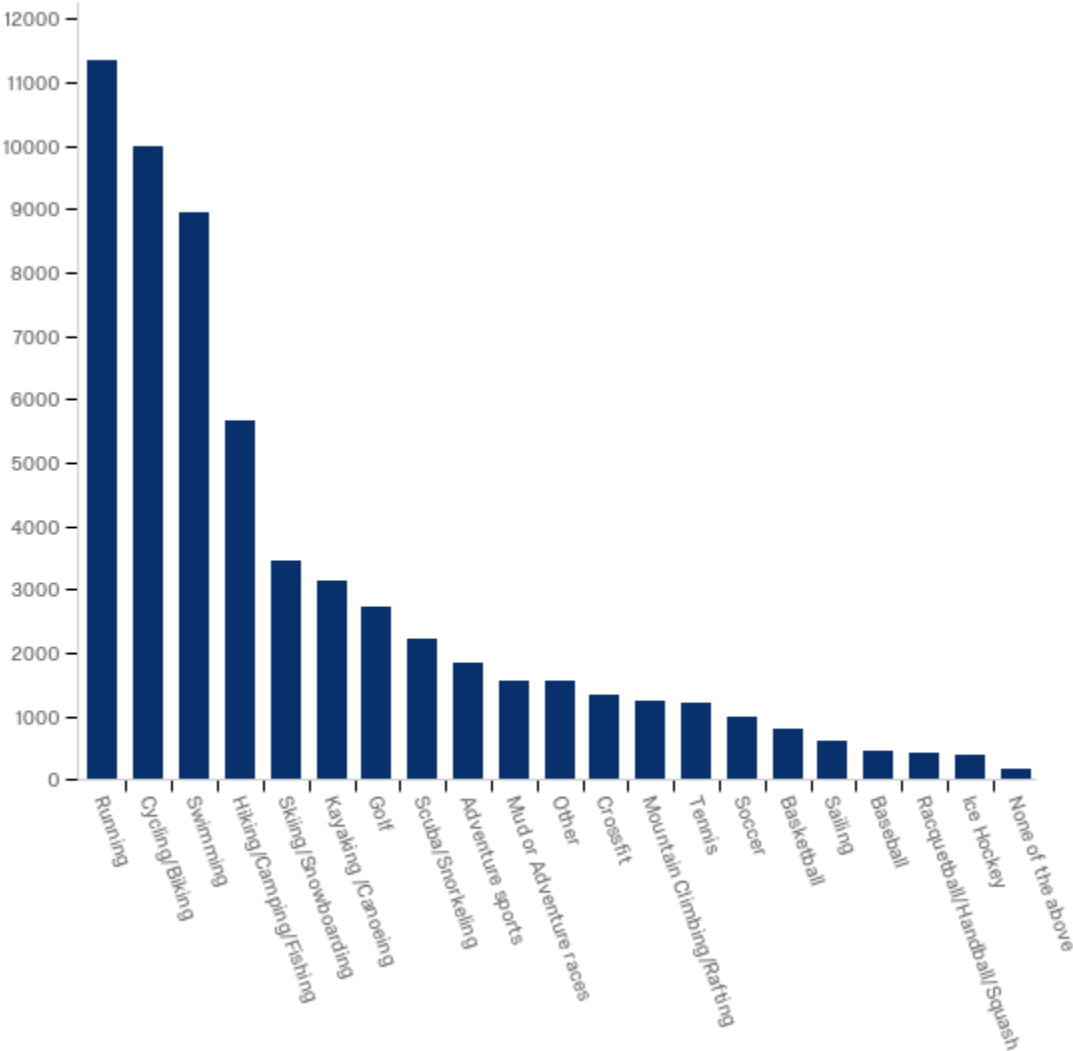
Nearly 24% said that an injury or physical limitation will keep them out of sport for the 2017 racing season. Of those that selected 'Other', the primary reasons listed were needing a break from the sport, not having a coach and wanting to focus on something different. Did you know that USA Triathlon is the National Governing Body for aquathlon, aquabike, duathlon, off-road triathlon and winter triathlon? Multisport athletes can compete in a variety of disciplines to ensure they never have to stop doing what they love.

Plans or Desires to Participate in Other Non-Multisport Endurance Events



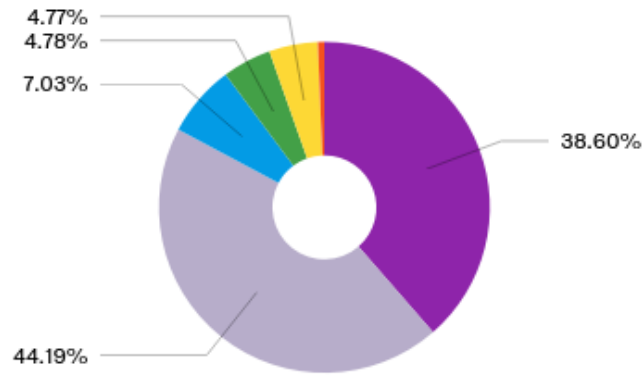
Nearly 95% of respondents said they plan to do an endurance event in the future. Although down nearly 10% in participation from 2009, of the events listed, the most popular endurance events were still 5ks, 10ks and marathons. Did you know that USA Triathlon manages a program called Expo in a Box? This program supports promotion of multisport events at running expos.

USA Triathlon Member Sport Participation



Aside from the three primary events of multisport, most respondents said they hiked, camped or participated in winter sports. Of the 11% that selected other, yoga was the number one response.

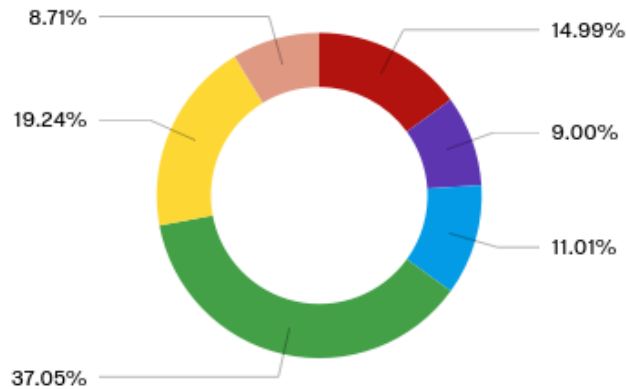
Multisport Training Methods



- I train year round or mostly year round and follow a precise training plan
- I train year round or mostly year round without a precise plan
- I only train in season and use a precise plan
- I only train in season and do not use a precise plan
- I don't do specialized training for multisport races but generally stay in shape
- None of the above

While 83% said they train year-round for events, 44% of respondents said they train without a precise plan with 38% training with a plan. Through USA Triathlon, members have access to free training plans, certified coaches and the Find a Coach Program.

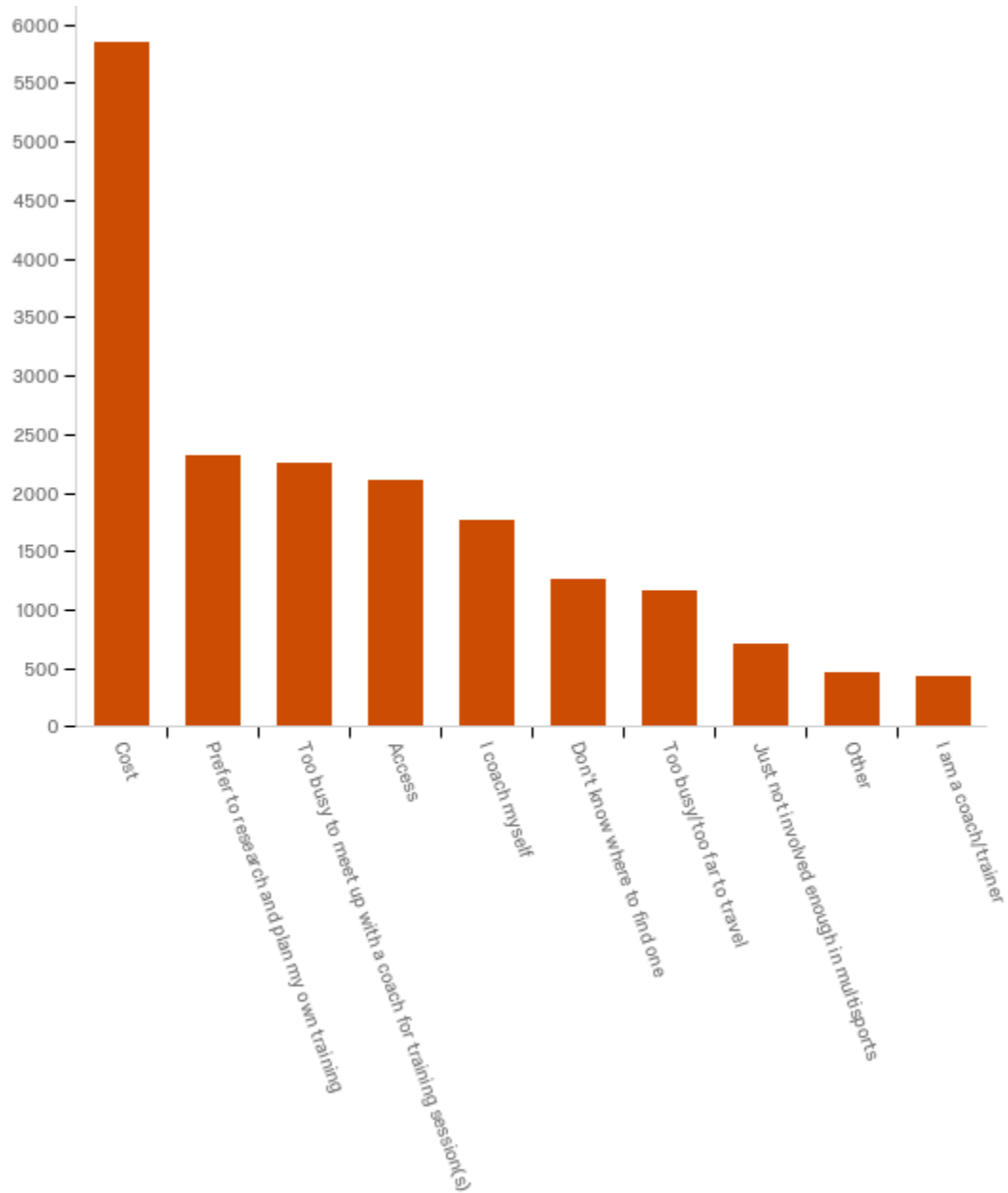
Percentage of Members that use a Coach



- Yes, an in-person coach regularly
- Yes, an in-person coach but infrequently
- Yes, but we communicate electronically
- No, but I would like to
- No, I don't want a coach
- No, I don't need a coach

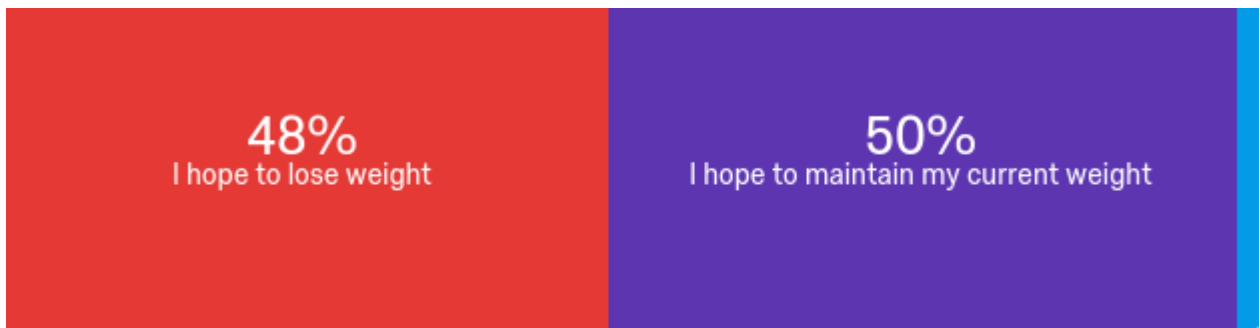
While over 50% said they do not use a coach, 37% said they would like to moving forward.

Why Members don't use a Coach



Cost was said to be the No. 1 reason for not having an in-person coach. The second and third most-popular reasons were athletes' preference to research and plan their own training and time constraints. Of those that selected other, the primary reason was wanting to have fun with the sport.

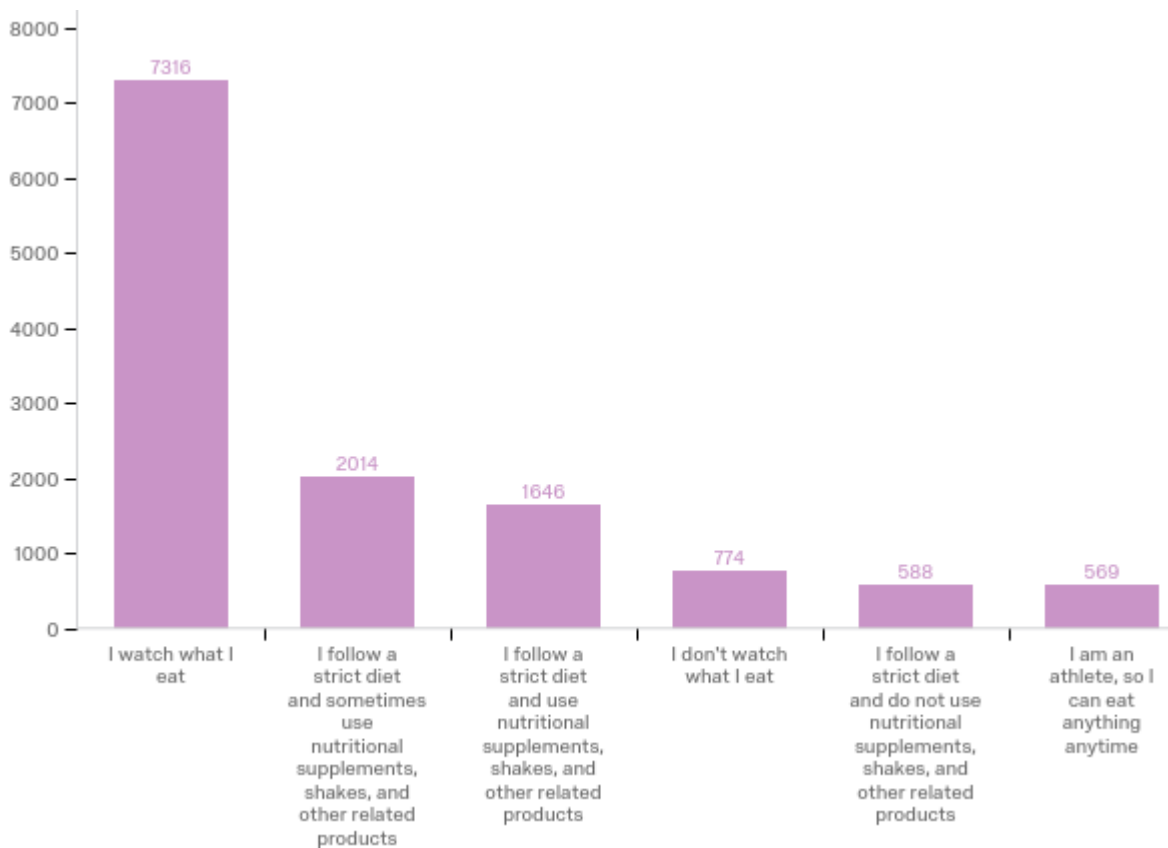
Body Weight Perspectives



■ I hope to lose weight (48%) ■ I hope to maintain my current weight (50%)

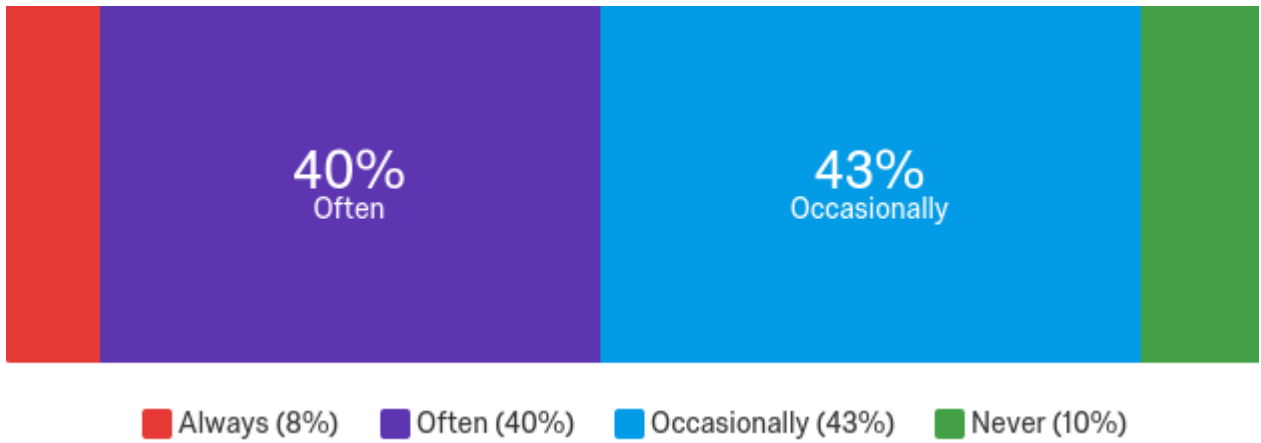
■ I hope to gain weight (2%)

Approach to Nutrition and Health



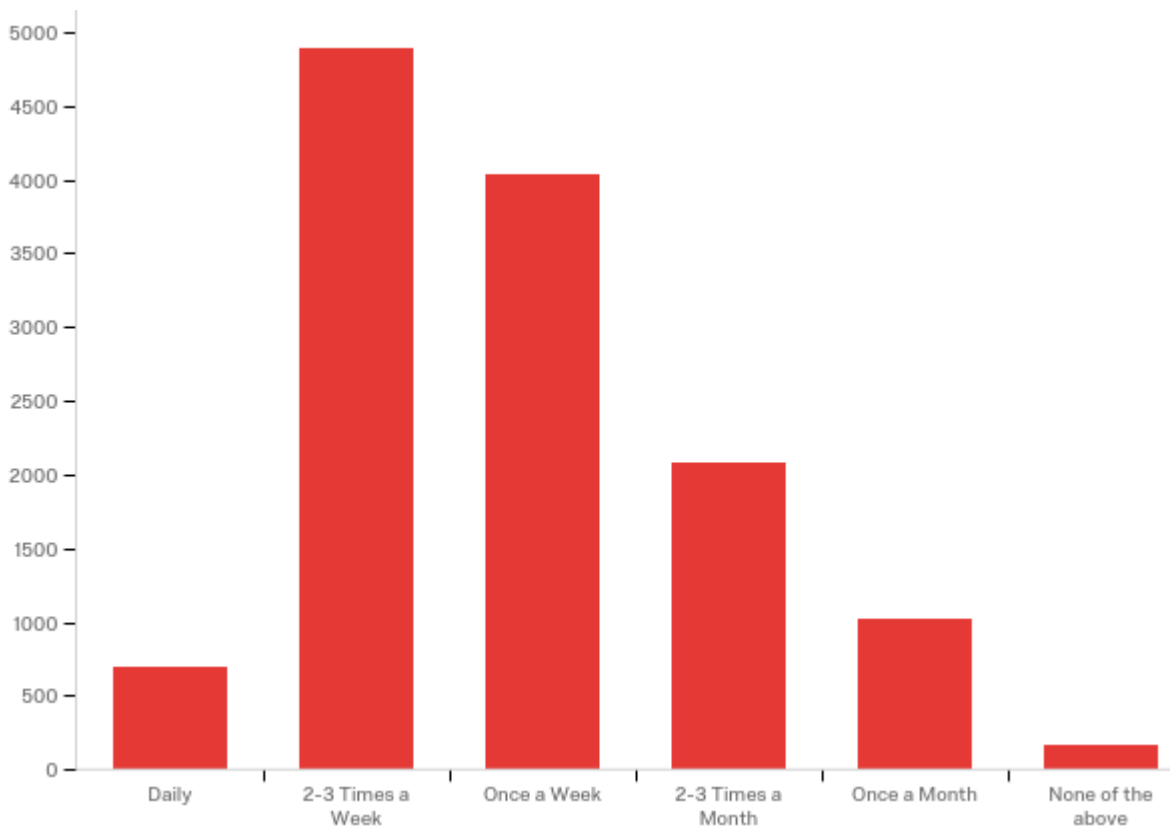
Over half of survey participants said they watch what they eat but don't necessarily follow a strict diet. Of those who do follow a strict diet, the majority categorized themselves as vegetarians.

Consumption of Organic Foods



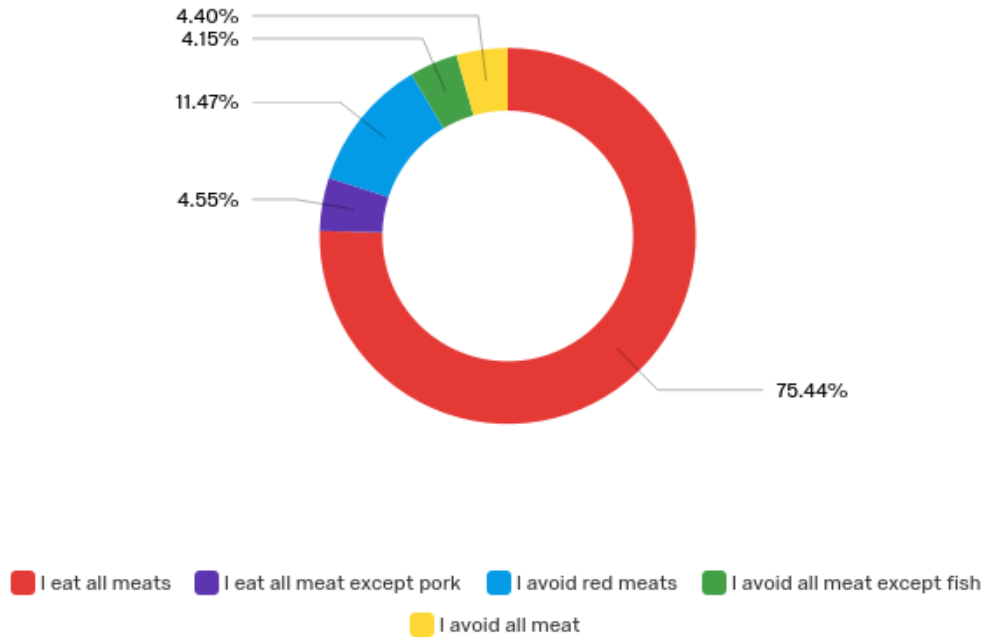
Forty-three percent of respondents said they occasionally eat organic foods. Of the 90% that said they did eat organic foods, they primarily shopped at their local grocery store or Whole Foods.

Consumption or Purchase of Restaurant Food



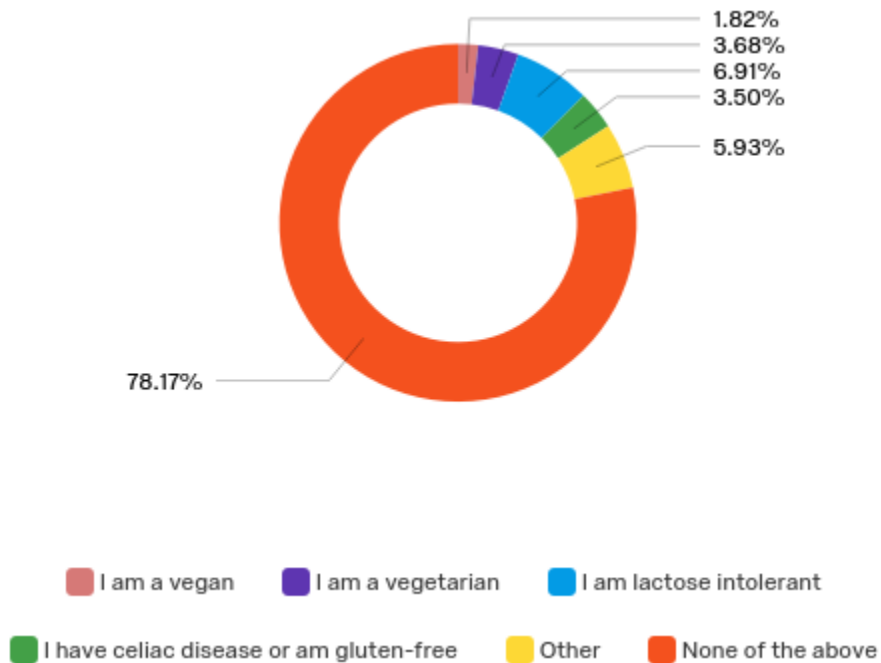
Seventy-five percent of respondents said they eat out at least once a week.

Approach to Eating Meat



Over three-quarters of respondents said they eat all meats.

Dietary Restrictions



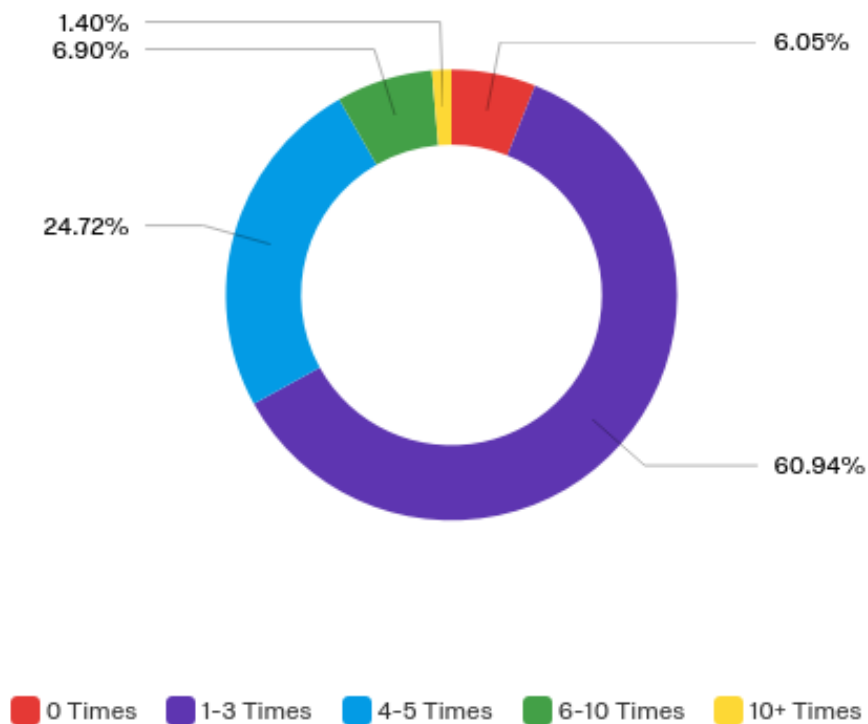
While most participants don't have dietary restrictions, of those who do, the primary dietary restriction chosen was lactose intolerance. Of the 6% that selected other, the primary reasons were food allergies and diabetic restrictions.

Consumption of Nutritional Products in Training or Competition



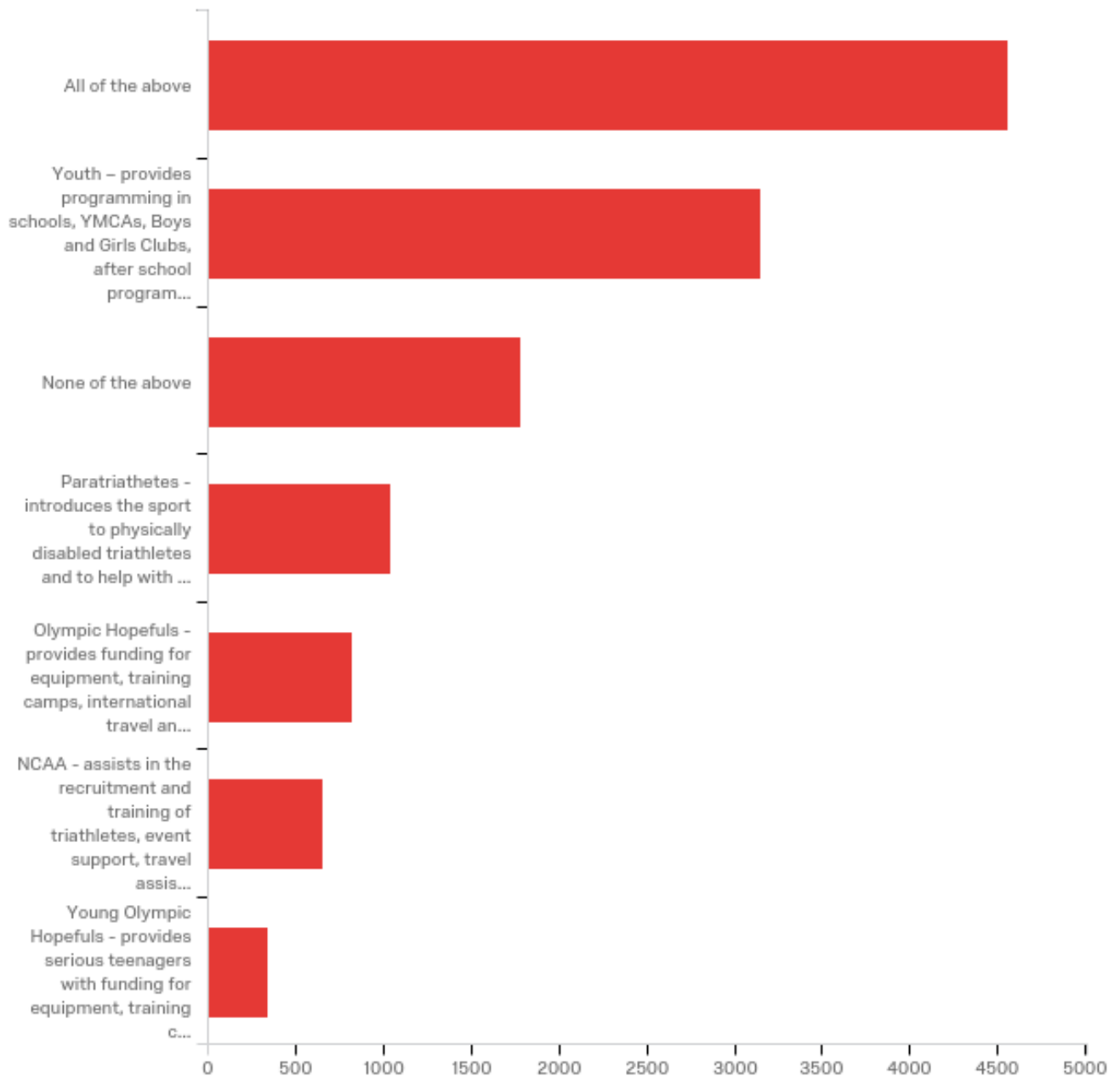
Of the 77% of respondents that said they did use nutritional products, the top three brands were GU, Clif and Hammer. If 100% of those who responded ate one energy gel for the average 3.41 races, energy gel could stretch over three and a half miles.

Number of Times Members Will Travel to Another Community to Do a Triathlon



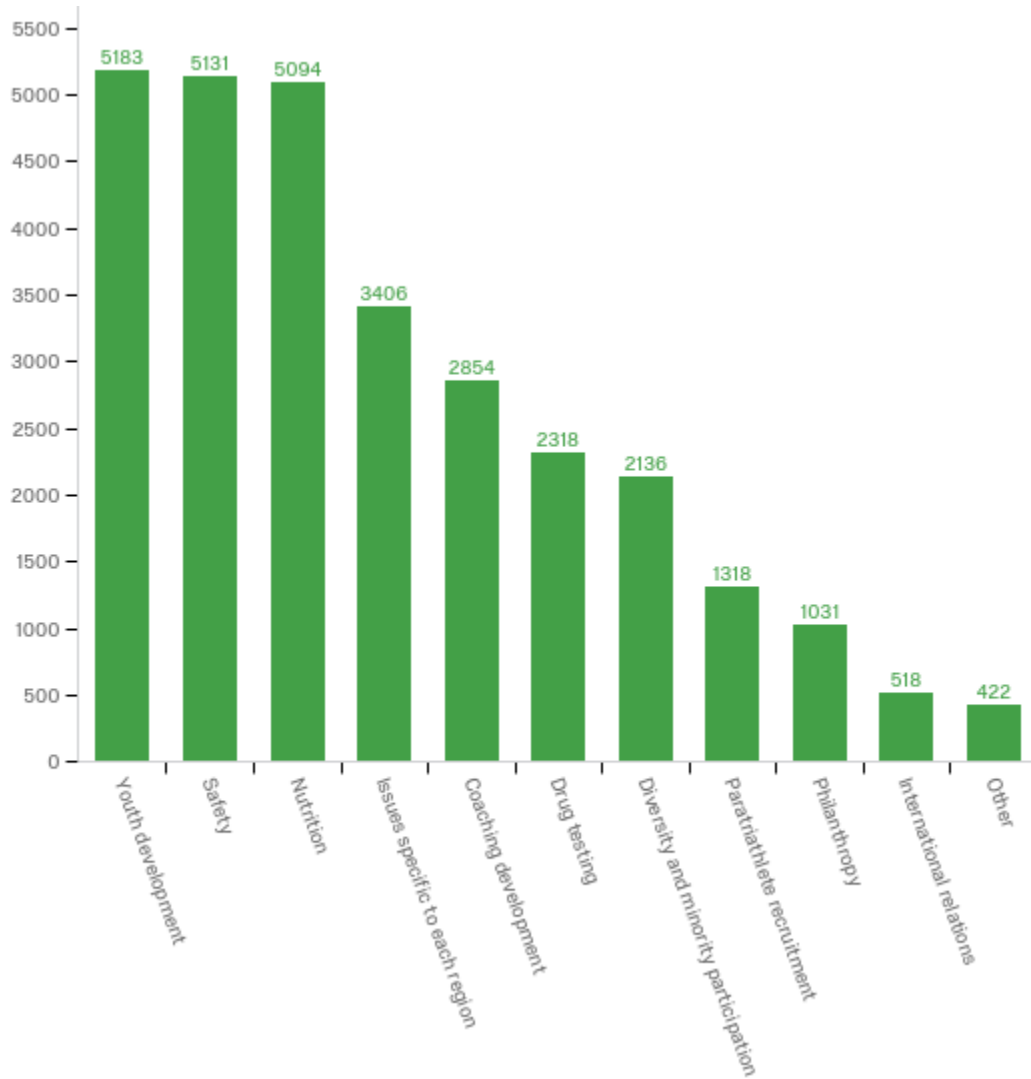
Ninety-four percent of respondents plan to travel outside of their communities to do a triathlon, with 61% planning to travel one to three times throughout the year. Sixty-eight percent traveled up to 1,000 miles outside of their communities to race last year.

Programmatic Areas Members are Most Passionate About the Foundation Supporting



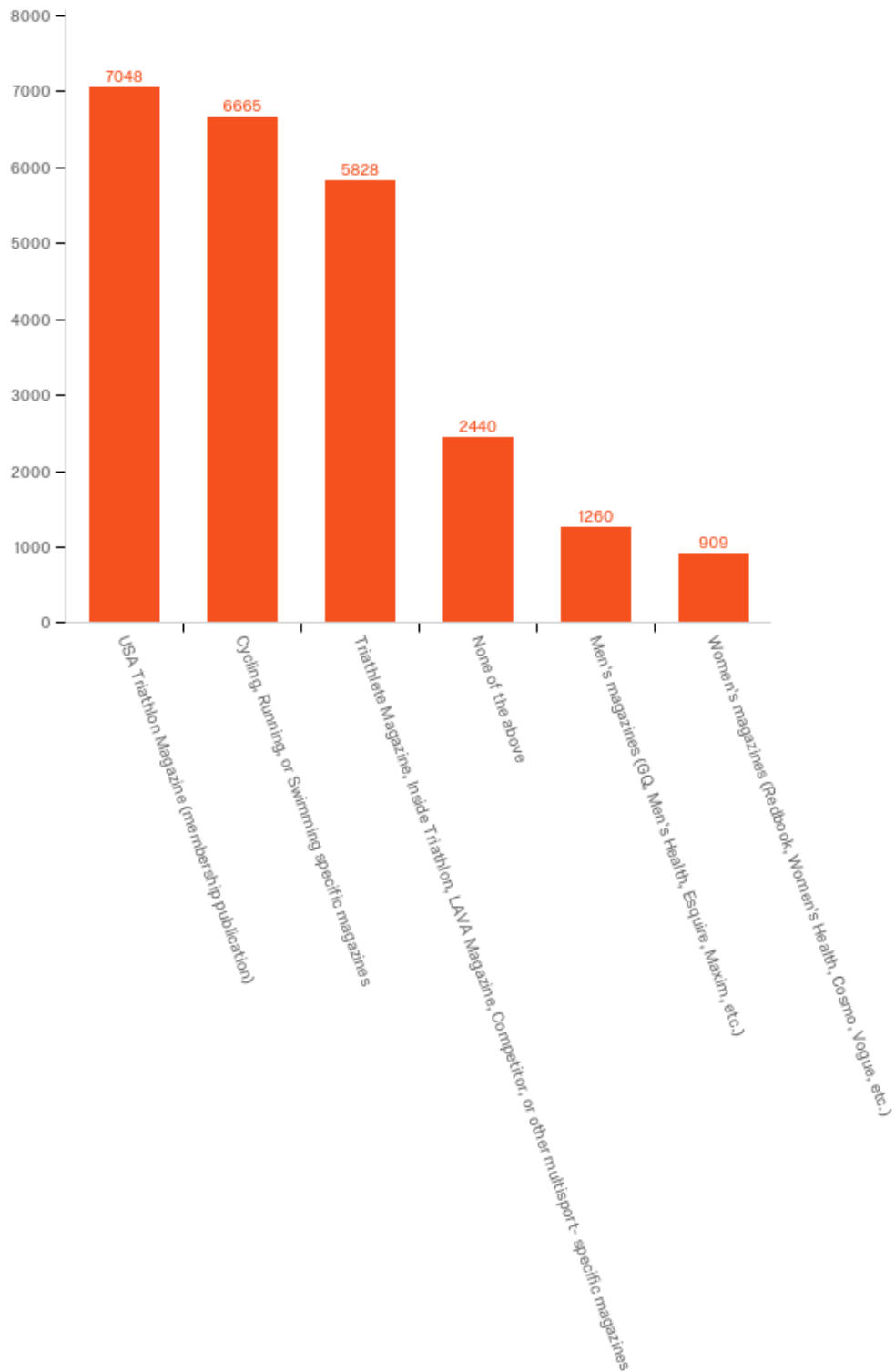
Thirty-seven percent of respondents would like to see the USA Triathlon foundation focus on all programs with youth programming chosen as the highest priority. With over 40,000 USA Triathlon Youth Annual Members, youth programming is one of USA Triathlon's key focus areas for 2017 and beyond. USA Triathlon also has a newly revamped youth section on its website that contains resources for parents, coaches, and youth and junior athletes.

Member Recommendations for USA Triathlon Initiatives for the Next 5-10 Years



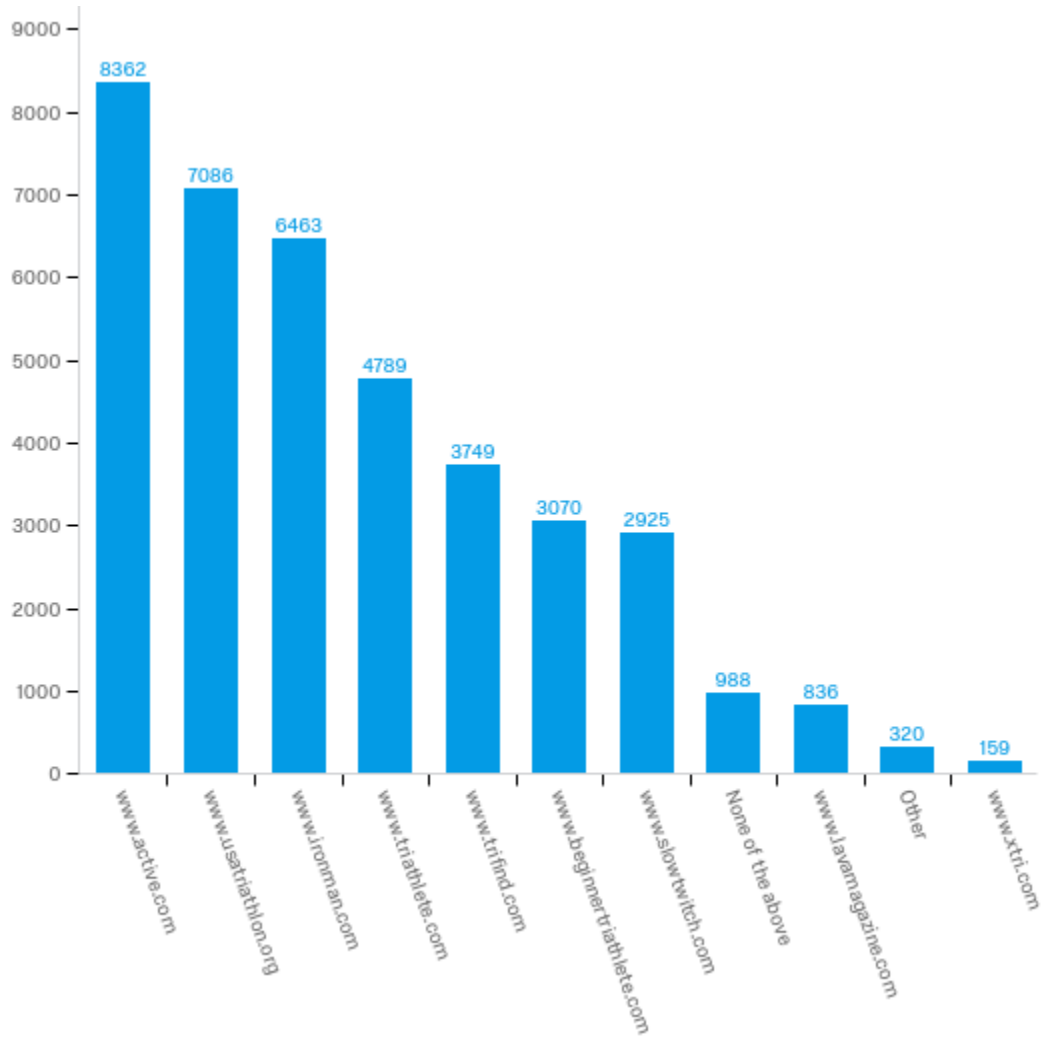
Survey respondents most want to see USA Triathlon focus on youth development, increased course safety and nutrition over the next five to 10 years. USA Triathlon currently operates the Youth and Junior National Championships, Splash and Dash Youth Aquathlon Series and the DECA Kids Club.

Magazine Readership



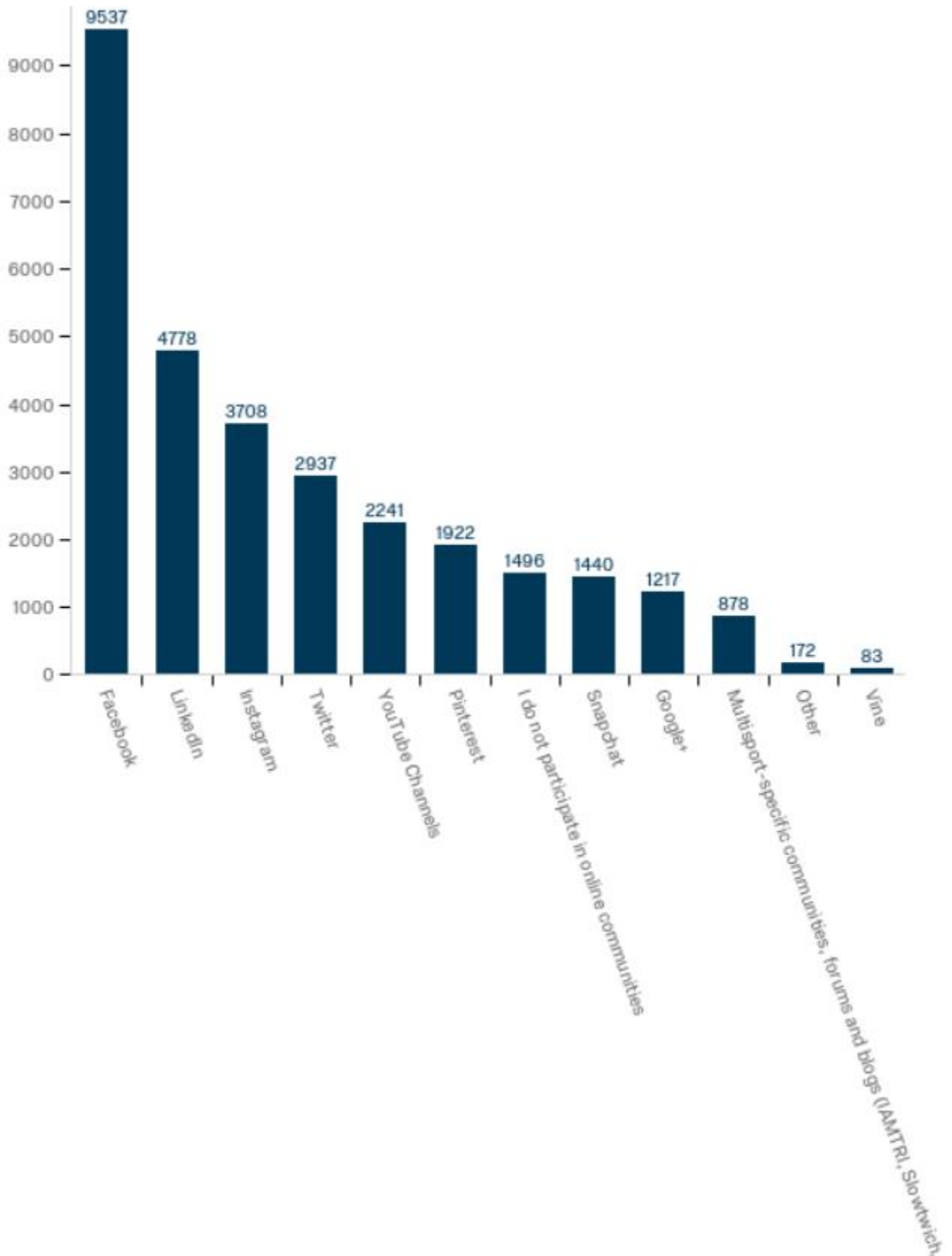
Survey participants said they read a mix of magazines, with *USA Triathlon Magazine* being the most read followed by discipline-specific magazines such as *Runner's World*.

Most Frequented Triathlon-Related Websites



Of triathlon-related websites, nearly 70% of participants said they've most visited Active.com.

Social Media and Online Community Participation



Almost 80% of participants primarily use Facebook as their main form of social media. LinkedIn beat out Instagram by 10% for the second-place spot.

Qualitative Results

Sentiments on Multisport Participation

Respondents mostly agreed that they participate in multisport to get in shape and stay fit. Studies have shown that cross-training can help prevent injury by balancing your fitness regimen across different parts of the body.

Stance on USA Triathlon Responsibilities

Over half of the respondents agree that USA Triathlon does a good job of communicating benefits, meeting individual multisport needs and communicates effectively on rankings and rules. Additionally, respondents feel that the website is valuable and effective. While less than 10% disagreed with any of the statements, of those that did, they would like to see more regional opportunities to participate in governance.

Importance of USA Triathlon's Roles and Responsibilities

At 75%, respondents said setting safety standards for races was of the highest importance of USA Triathlon's roles and responsibilities. Training for race officials and race directors ranked second and third in importance.

Stance on USA Triathlon Programs and Services

Nearly two-thirds of all respondents felt that the USA Triathlon programs and services have increased their understanding of multisport activities, helped to change lives for the better and improved their overall health.

Most Important factors when Selecting an Event

Proximity to home was the No. 1 factor for deciding to participate in a multisport event. Additionally, respondents placed high consideration on the time of year and cost when evaluating participation in a multisport event. Event reviews were ranked as the least important factor when deciding to participate in an event.

Most Important Race Elements

Edging out all other factors by nearly 10%, aid station frequency and location was ranked as the most important race element. The registration process and bike course layout and safety closely followed as the second and third most important elements. Beer tents and the vendor expo were ranked as the least important race elements.