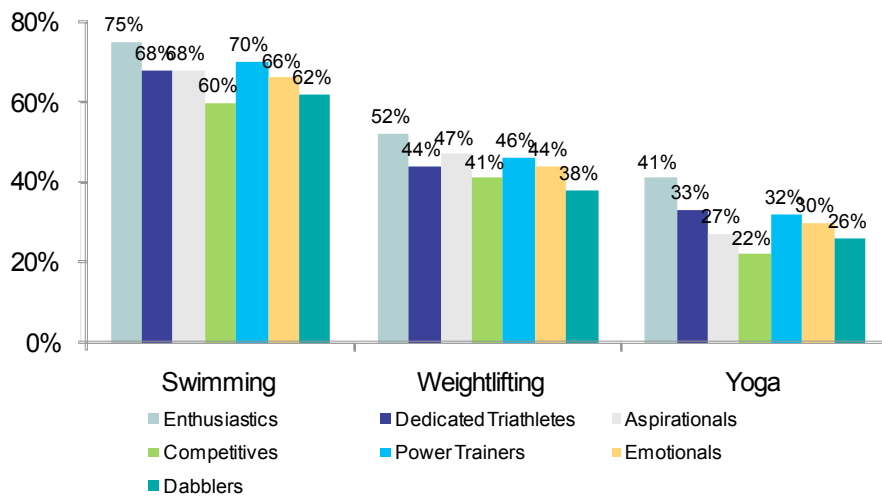


**Table 56**  
**Other Sports Activity that Triathletes Participate In**  
*By Segmentation for 3 Sports that Vary Among segments*



Participation in other sports does vary to some extent depending on geographic region. Most notably, triathletes living in Mountain states are the most likely to participate in hiking, camping and fishing, snow skiing and snowboarding, as well as mountain climbing and rafting.

Those along the Gulf Coast are less likely to participate in snow skiing and snowboarding or yoga. Those in New England are more heavily involved in snow sports and, to a lesser extent, yoga.

Perhaps the most notable finding in terms of regional participation is the relative lack of variability for many of these sports. The high level of sports activity among triathletes suggests significant opportunity for cross-marketing products, activities, and travel events to the triathlon community.

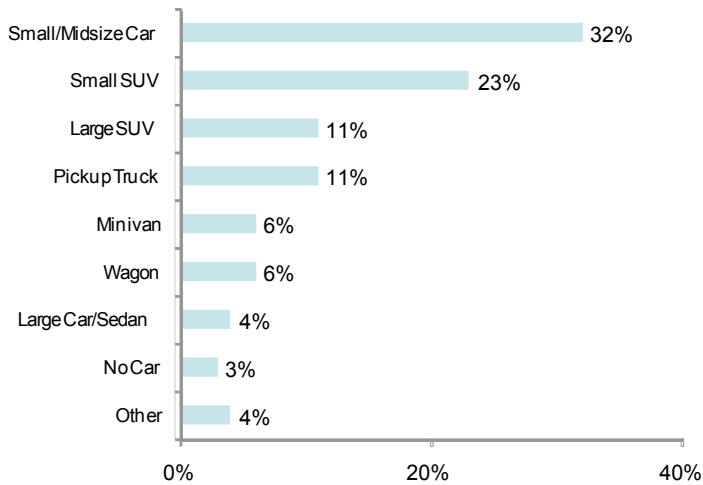
**Table 57**  
**Other Sports Activity that Triathletes Participate In**  
**By Region**

	New England	Mid Atlantic	South Atlantic	East North Central	West North Central	East South Central	West South Central	Mountain	Pacific
Biking /Cycling	78%	79%	79%	80%	78%	81%	79%	80%	80%
Swimming	69%	66%	66%	68%	65%	68%	66%	72%	71%
Weightlifting	46%	44%	45%	48%	50%	46%	45%	47%	42%
Hiking /Camping and Fishing	46%	37%	38%	40%	39%	47%	39%	60%	52%
Snow Skiing or Snowboarding	48%	37%	23%	31%	30%	19%	21%	50%	40%
Yoga	37%	33%	30%	30%	32%	27%	27%	35%	36%
Golf	24%	26%	24%	28%	25%	26%	25%	24%	19%
Kayaking /Canoeing	30%	24%	23%	24%	21%	23%	19%	15%	21%
Scuba /Sno rkeling	15%	15%	20%	13%	14%	15%	16%	19%	23%
Adventure Sports	14%	17%	14%	14%	15%	16%	15%	19%	18%
Mountain climbing /rafting	16%	13%	11%	9%	11%	13%	9%	23%	16%
Tennis	14%	15%	15%	13%	11%	14%	12%	12%	11%
Water Skiing	7%	7%	9%	10%	13%	14%	11%	13%	9%
Soccer	10%	9%	10%	9%	7%	10%	10%	9%	10%
Basketball	6%	9%	8%	9%	9%	12%	8%	8%	7%
Sailing	10%	7%	7%	7%	5%	5%	5%	4%	7%
Raquetball/Handball/Squash	7%	5%	6%	6%	6%	5%	6%	7%	4%
Baseball	4%	4%	3%	4%	3%	5%	5%	3%	4%
Ice Hockey	6%	4%	2%	4%	5%	1%	1%	3%	2%



For triathletes, small and midsize sedans are the most popular cars—the choice of one in three respondents (32 percent). SUVs also are popular with triathletes: 23 percent own small SUVs and 11 percent, large SUVs.

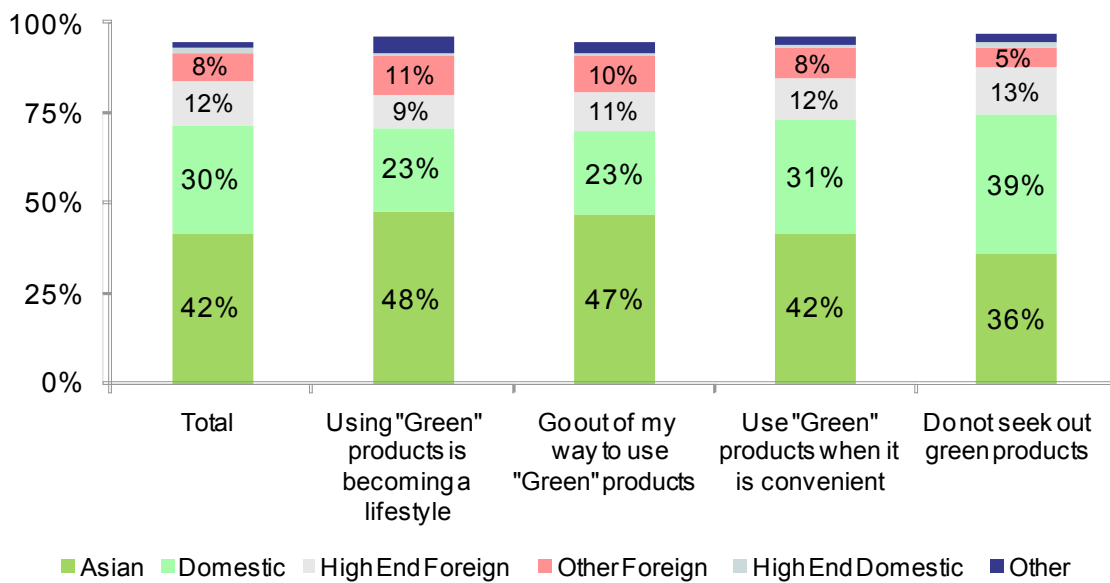
**Table 58**  
**Car Ownership – Type of Car**



Triathletes have a strong preference for foreign over domestic cars. More than two in five (42 percent) own a low- or medium-end Asian brand compared with 30 percent who own comparable domestic cars. Another one in five owns a foreign car—a high-end Asian or European car (12 percent) or a low- or medium-end European car (8 percent).

Among those who are particularly concerned about the environment, ownership of low- or medium-end Asian brands is even higher.

**Table 59**  
**CarOwnership – Make**  
*By Green Orientation*



## Chapter VI. Nutrition, Diet, and the Environment

Nutrition is an area of growth in terms of triathletes' use of and willingness to increase spending on nutrition-related products. Deeper exploration of triathletes' nutrition, dieting, and eating habits shows that there is a strong focus on staying in shape and eating right, but this focus, for most triathletes, does not mean giving up certain food groups altogether.

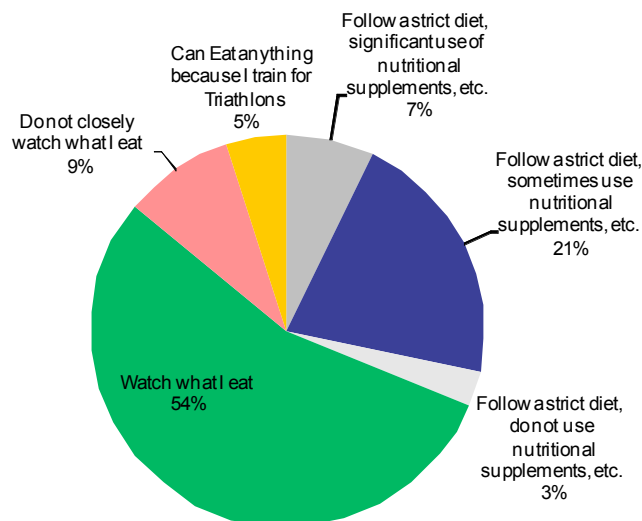
Overall, triathletes' approach to nutrition focuses on making smart choices in managing food intake. As a group, triathletes eat less often at restaurants, and most say that they either follow a strict diet or pay attention to what they eat.

In terms of being "green," triathletes as a group are aware of the products they choose to use and attentive to seeking out the "right" choices. However, triathletes demonstrate few differences related to their level of participation in and attitudes towards triathlon.

One way or another, most triathletes profess that they are careful about what they eat. Just 14 percent say that either they don't watch what they eat or they feel they can eat almost anything because they train aggressively for triathlon and perhaps other sports as well.

Slightly more than one in four triathletes use nutritional supplements as part of a dietary approach. A few these triathletes (7 percent) say that significant use of nutritional supplements is part of a strict diet that they follow. Others use nutritional supplements but in a less regimented approach, while following a strict diet.

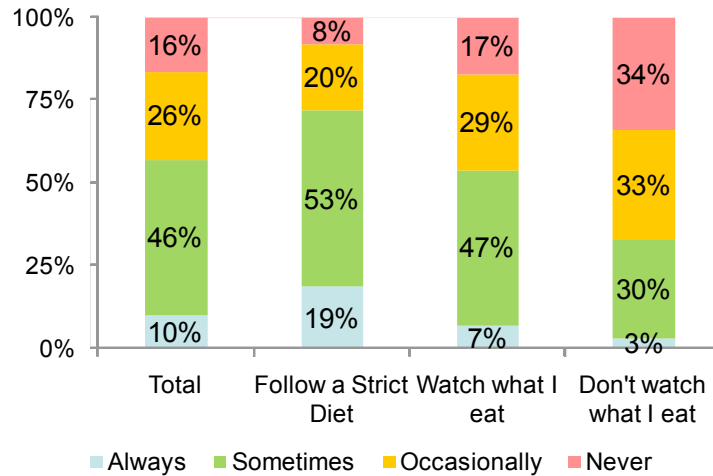
**Table 60**  
**Approach to Nutrition and Health**



Many triathletes prefer organic foods, one in ten (10 percent) always purchasing organic foods and another 46 percent at least sometimes buying organic foods.

Among those who follow a strict diet, use of organic foods is significantly higher. Twice as many triathletes (19 percent) say they always use organic foods, and when that group is combined with those who use organic foods only sometimes, nearly three-quarters of those who follow a strict diet use organic foods on a regular basis.

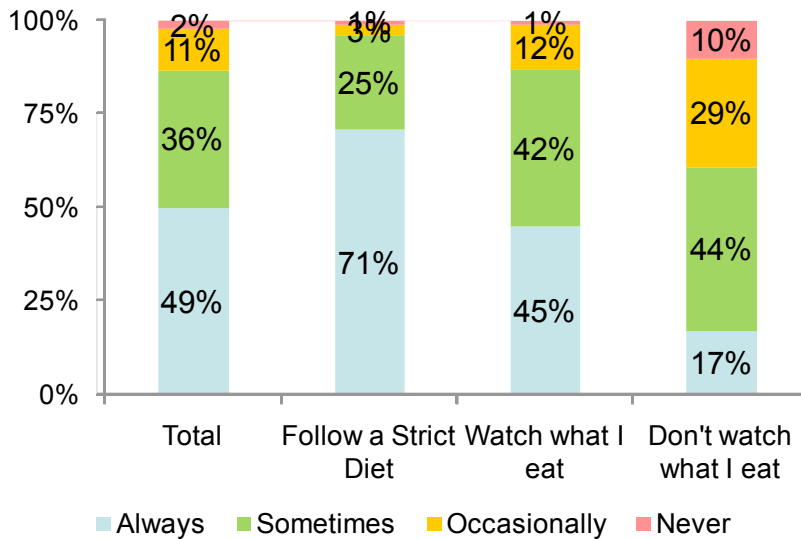
**Table 61**  
**Usage of Organic Foods**  
*By Approach to Nutrition and Health*



Triathletes appear to be very attentive to food labels: Half of those responding (49 percent) say that they always read food labels. And another third (36 percent) sometimes read food labels.

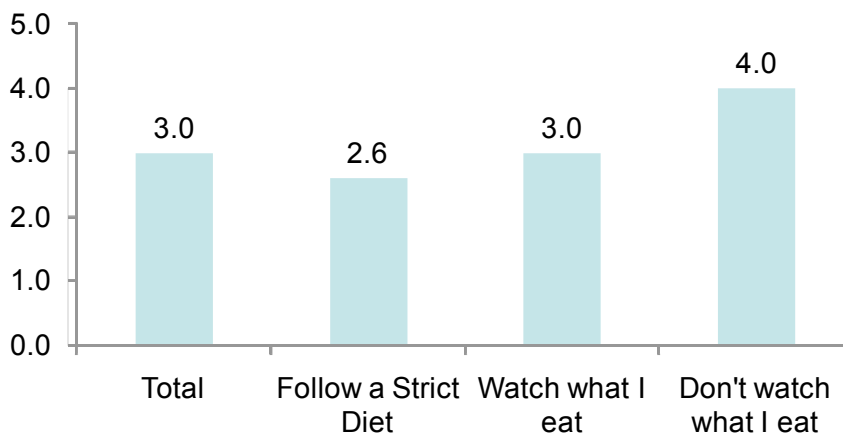
Among those who follow a strict diet nearly three-quarters (71 percent) always read food labels. Among those who do not watch their weight, relatively few respondents read labels all the time (17 percent).

**Table 62**  
**Food Label Reading Habits**  
*By Approach to Nutrition and Health*



Triathletes eat in restaurants relatively infrequently. On average, they eat in restaurants three times per week, which is far less than the general population. Furthermore, those who follow a strict diet eat out even less frequently—just twice a week.

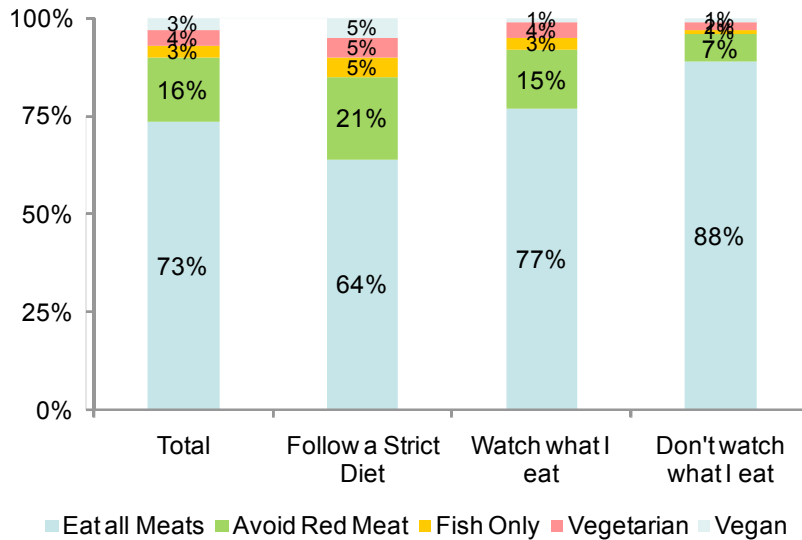
**Table 63**  
**Weekly Visits to Restaurants**  
*By Approach to Nutrition and Health*



Although most triathletes are at least careful about what they eat, and many are on strict diets, the results do not show large-scale vegetarianism. Three-quarters of triathletes say that they eat all meats (73 percent), and 16 percent say they avoid red meat.

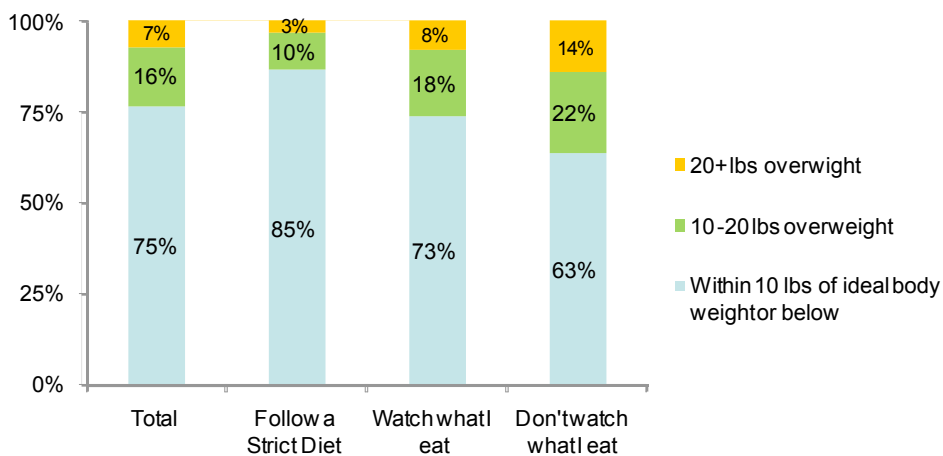
Among those following the strictest diets, one in ten claims to be either vegetarian (5 percent) or vegan (5 percent).

**Table 64**  
**Approach to Eating Meat**  
*By Approach to Nutrition and Health*



Triathletes' weight correlates with their diet approach. Among those who follow a strict diet, the vast majority (85 percent) are not at all overweight. Triathletes who don't particularly watch what they eat are much more likely to be overweight, with more than a third (36 percent) being 10 or more pounds overweight.

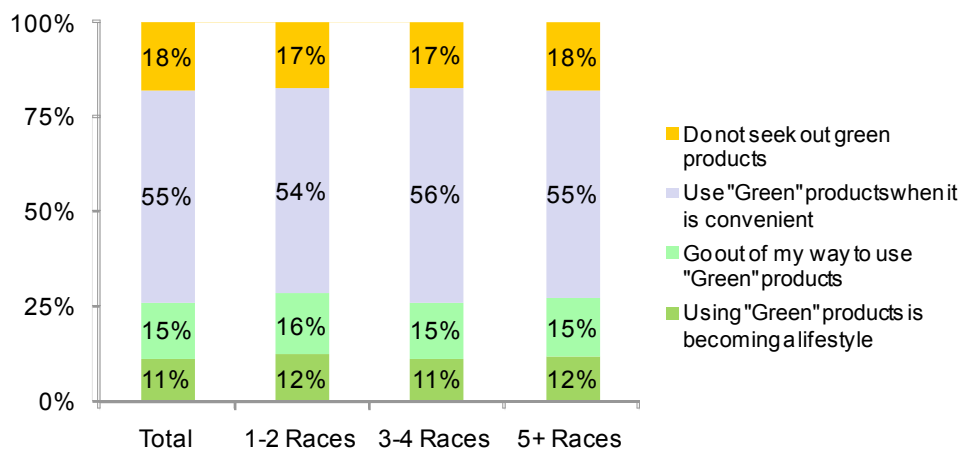
**Table 65**  
**Weight Situation**  
*By Approach to Nutrition and Health*



Most triathletes are quite conscious of available green products. One-quarter of triathletes either feels that using green products is becoming a lifestyle (11 percent) or goes out of the way to use green products (15 percent). About half of triathletes say that they use green products—mainly when it is convenient for them to do so (55 percent).

A study of the use of green products on the basis of the number of races participated in, shows that triathlon participation has little relationship with being green.

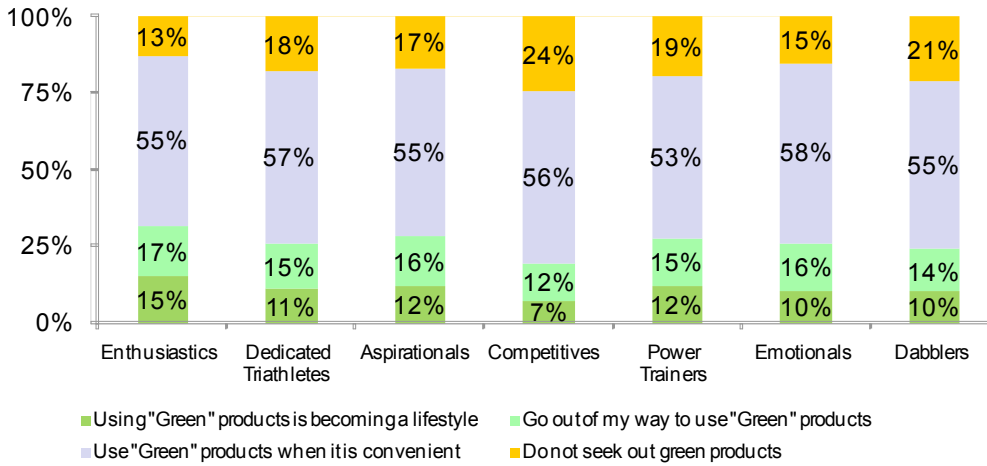
**Table 66**  
**Attitude Towards and Use of Green Products**  
*By Number of Triathlons Participated in Past Year*



There are some differences however in green consciousness and orientation among the seven triathlete segments. Enthusiastics are actually most focused on using green products, with one-third of triathletes in this segment viewing it as a lifestyle or making a special effort to find green products. Aspirationals and power trainers also have a slightly stronger green orientation. Competitives appear to have the least orientation toward using green products.



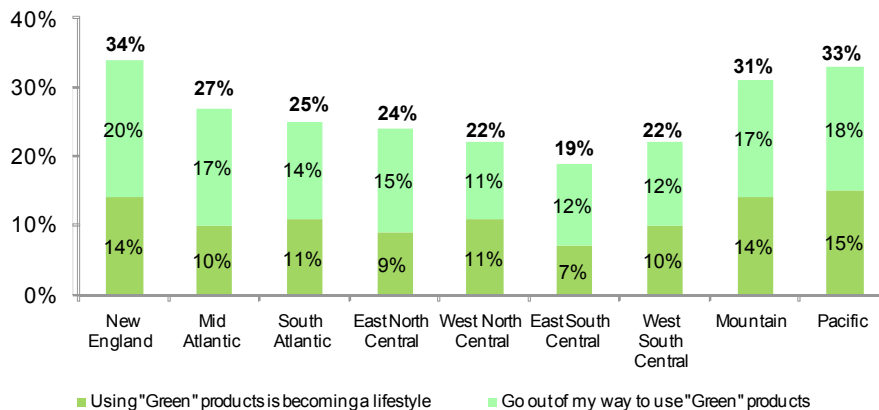
**Table 67**  
**Attitude Towards and Use of Green Products**  
*By Segmentation*



Much like the general population, triathletes' orientation toward green products is strongest in the Northeast and West (both the Mountain and the Pacific Coast regions). Populations in South Central states along the Gulf Coast and Plains states (West North Central) are least oriented to buying and using green products.

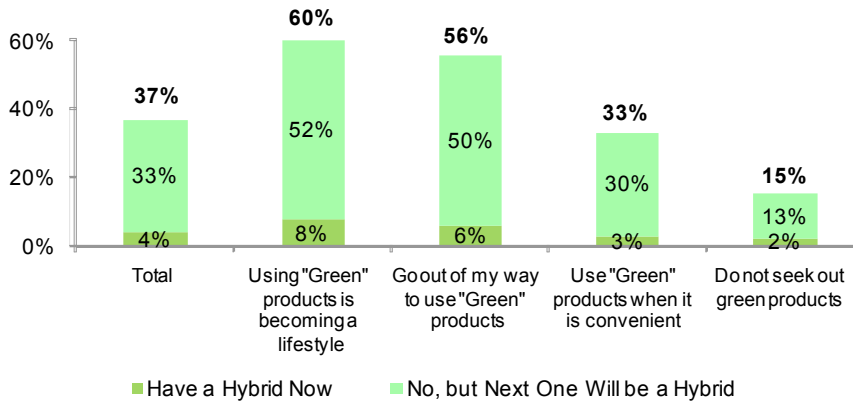
Nevertheless, compared with the population overall, triathletes are quite possibly more conscious of and sensitive to the environment than are nontriathletes regardless of geographic region. This, however, this is outside the scope of this study.

**Table 68**  
**Attitude Towards and Use of Green Products**  
*By Region*



Green orientation does translate into purchases when it comes to hybrid cars. Overall, 4 percent of triathletes say that their primary car is currently a hybrid car. However, another third of the triathlete population say that their next car will be a hybrid. Both of these figures are considerably higher among those who see green as a lifestyle, with 8 percent currently owning a hybrid and more than half (52 percent) saying their next car will be a hybrid. These statistics are nearly as high among those who “go out of their way” to find green products.

**Table 69**  
**Ownership and Intent to Buy a Hybrid Vehicle**  
*By Green Orientation*



## Chapter VII. Race Safety and Race Day Activities

In general, triathletes seem to have no major concerns about safety. However, this does not mean that they see no opportunity for improvement when it comes to safety and race day activities.

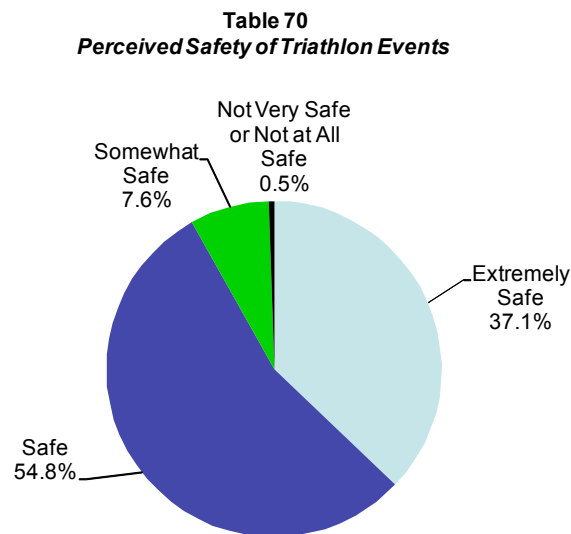
Study respondents assessed their satisfaction with a number of race day–related activities and race elements. They also highlighted the issues they feel are most in need of the attention of USAT and race directors.

The most critical need for improvement is in the area of bike course safety.

This is important not only in terms of continuing to improve race safety. Taking action by responding to these concerns and communicating with triathletes about improvements instituted, the USAT and race directors will stimulate participants’ engagement in the sport and ensure its continuing growth.

Most triathletes believe that the races are safe, with more than one in three (37 percent) saying that the races are extremely safe and more than half (55 percent) saying that the races are safe. According to less than 1 percent, races are not very safe or not at all safe.

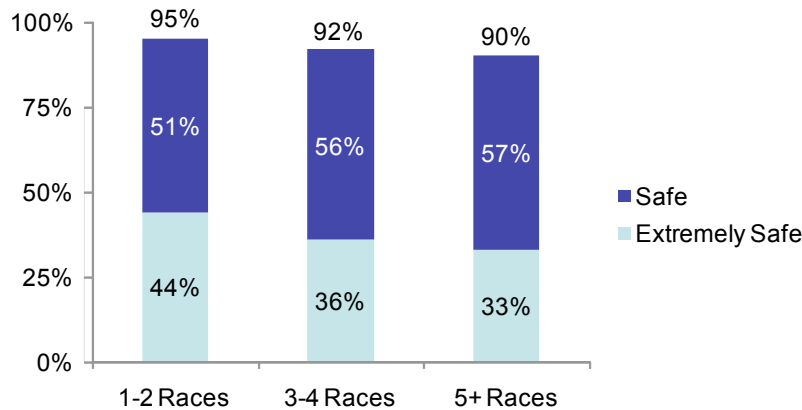
While these numbers do say that there are no major concerns about safety, there do remain opportunities to further improve triathlon safety.



When safety assessments are compared on the basis of participants’ race frequency, analysis shows that triathletes who participate most frequently have more concerns about safety than do other participants.

Again, even among frequent participants in triathlon, there are no major safety concerns. Still, there are opportunities to improve safety.

**Table 71**  
**Perceived Safety of Triathlon Events**  
*By Number of Triathlons Participated in Past Year*



In their assessment of a wide variety of race elements, triathletes say that they are most satisfied with the registration and body-marking process (46 percent), race staffing (46 percent), and run course safety (44 percent).

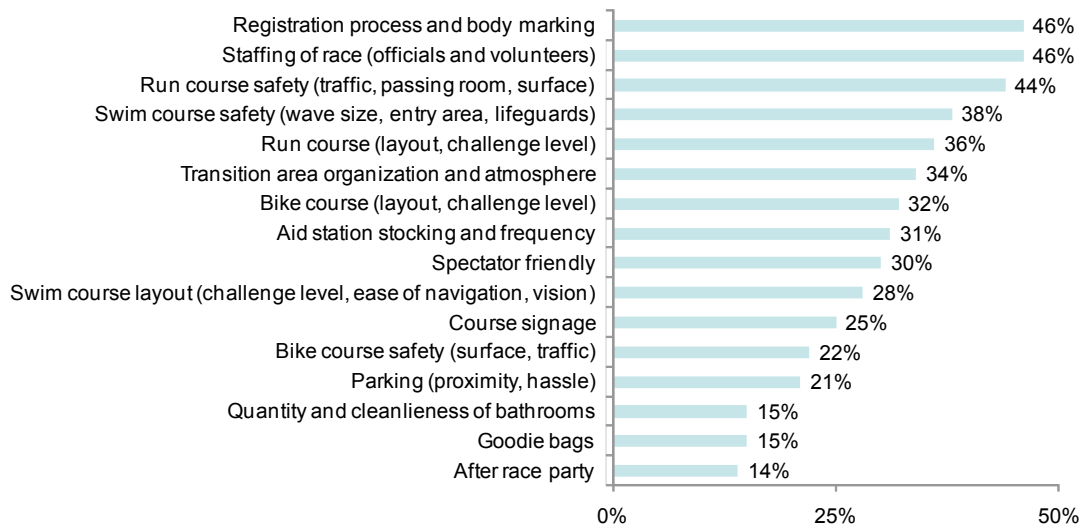
Scoring somewhat lower on the satisfaction scale are swim course safety (38 percent), the run course layout and challenge (35 percent), the transition area (34 percent), the bike course (32 percent), aid stations (31 percent), and the level of spectator friendliness (30 percent).

Of the safety-related race elements, triathletes are least satisfied with the bike course safety (22 percent), course signage (25 percent), and swim course layout (28 percent).

Triathletes are also generally less satisfied with parking proximity (21 percent), bathroom quantity and cleanliness (15 percent), goodie bags (15 percent), and post-race parties (14 percent).

***Overall, there is room to improve satisfaction with most race elements.***

**Table 72**  
**Satisfaction with Various Elements of Races Triathletes have Participated In**  
**% Extremely Satisfied**

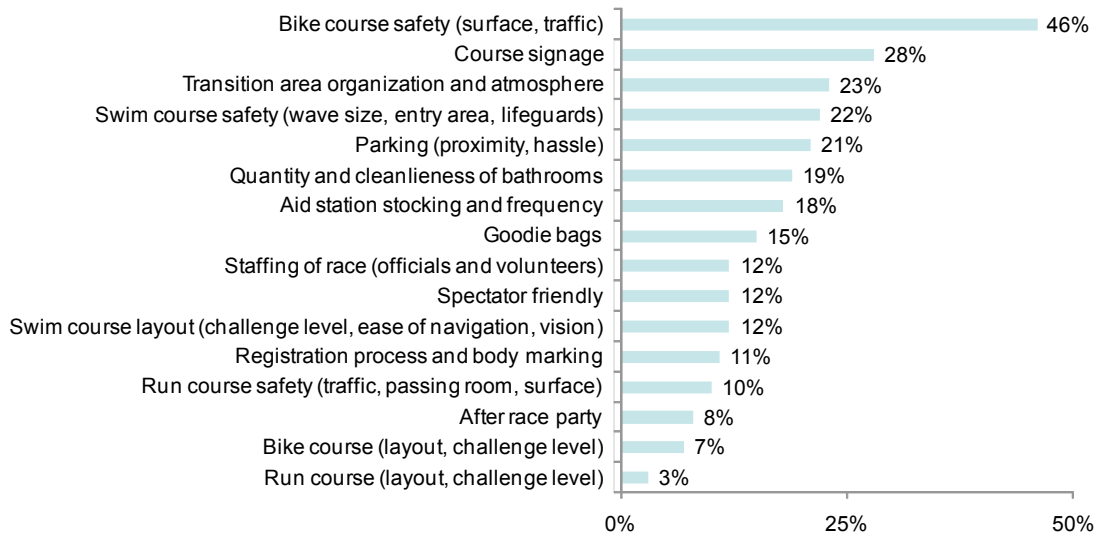


Triathletes’ were asked to specify which of the race elements most need the attention of the USAT and race directors. Their answers are specific and clear. By far, bike course safety is the race element that is seen as most important. Nearly half the triathletes (46 percent) say that bike course safety should be the top priority for the USAT and race directors.

The next-highest priority is rated considerably lower than bike course safety, but it is a related concern. Course signage is highlighted by more than one in four triathletes (28 percent) as an area in need of improvement.

The only other safety-related race elements that rank high on triathletes’ improvement priorities are the transition area (23 percent) and swim course safety (22 percent). Parking proximity and bathroom quantity and cleanliness also rank high on the improvement priority list.

**Table 73**  
**Races Elements that Should be Top Priorities for the USAT and Race Directors**  
*% Saying Each Element Should be a Top Priority*



If, on the basis of the overall ranking of triathletes' priorities, it wasn't obvious that bike course safety should be a priority, it is certainly clear in the light of the differences in priority rankings based on level of participation. Those who participate most frequently in triathlons place even greater priority on improving bike course safety.

For other high-priority race elements, there are only modest differences based on race participation.

**Table 74**  
**Races Elements that Should be Top Priorities for the USAT and Race Directors**  
*Top Priorities By Number of Triathlons Participated in Past Year*

