

USA Triathlon



2008 Strategic Planning Survey Membership Report

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Executive Summary

USA Triathlon has been engaged in a long-term, visionary, strategic planning process for the past year. This report documents one of the final steps in the process – reaching out to the entire membership with an online survey to gain a better understanding of attitudes, opinions, experiences, and needs so that USAT may serve them better.

Asking members to help us understand who they are, how they participate, what they value, and what they need to keep successfully pursuing the multi-sport lifestyle accomplished two objectives. It provided insight into the issues that may define the future of USAT programs and services, and it built community among the membership. Many respondents commented that they appreciated being asked.

USA Triathlon could be described as a beginner or novice organization, with seventy-five percent of members reporting that they have been a part of the organization for one to four years. This high level of new memberships demonstrates the explosive growth of the sport. It presents both an opportunity and a threat to the organization as new members have unique needs that must be met or retention may decline.

In keeping with the majority of members being relative novices to the multi-sport lifestyle, it's not surprising that requests for information and services on nutrition, training, coaching, and “racing 101” were substantial.

More than a quarter of members (26%) said that they would like to get involved with the leadership and governance of the organization. This is a high level of interest in volunteer leadership. It presents another area of opportunity for USAT.

According to members, the “multi-sport” lifestyle is one which could very quickly become unaffordable, regardless of level of fitness, talent, or desire. If members can’t afford to race, the membership will decline. Requests for “free” or “discounted” information, programs, and services dominated write-in responses. While membership fees were considered “reasonable” by eighty-one percent of members, the perceived value of the membership could be increased by providing additional discounts to offset the costs of participation. One way to achieve this, frequently cited by members, was to offer more local and regional races and clinics to offset the costs of travel.

USAT must provide value to members beyond the one-day race fee savings to increase its relevance and ensure its continued growth. For now, members are mostly satisfied with USAT. Significant improvement may be achieved by focusing on meeting the substantial needs of newer members to keep growing the sport.

Increasing the perceived value of the memberships will also improve the image of USAT. The sport and the organization have the potential to grow together. Asking members to share their two cents is a good start. USAT should share the summary results of the survey and the outcomes of the strategic planning process that are built upon these results, engaging members even more.

Introduction

The leadership of USA Triathlon has been working on strategic planning for the past year. The members who have participated in this process have brought considerable vision and experience to the process.

This report documents the results of a membership-wide survey, providing a more in-depth look at the typical experiences, wants, and needs of members. The objective of the membership survey and this report is to improve understanding of the membership so that planners may better define goals, meet needs, and ultimately achieve the goals of USAT to include everyone in the multi-sport lifestyle.

An important step in this process is giving members a chance to participate by asking them about their attitudes, opinions, and needs. On April 24, 2008, all USA Triathlon members were asked to participate in a membership-wide strategic planning survey. The survey was designed to identify long term strategic planning issues, gauge priorities, and build consensus about the future direction USAT should take.

Methods

A census survey methodology was used to give every member an equal opportunity to participate in planning for the future of USAT. This census approach was also utilized to increase unity and buy-in, as USAT is a rapidly growing organization.

The approach worked. Members received an email invitation to participate in the survey along with a link to the online survey. A total of 82,446 survey invitations were sent to members with email addresses on file. Of these, 3,732 “bounced” or were

returned as undeliverable. Possible reasons for the 4% bounce rate include changes in email addresses or Internet service providers, or errors in the addresses provided.

Of the 78,714 members who received invitations via email, 16,594 clicked on the survey link and 13,434 actually completed the survey. The overall response rate was slightly higher than 17%, exceeding expectations for the online survey.

Because of the high response rate, the confidence interval for the results exceeded 95%, meaning the results of the Membership Survey may be projected to the entire membership of USA Triathlon. The results are representative of the population.

Seven of the twenty-five total survey items were qualitative in nature, meaning respondents were able to write-in their open-ended responses. Because more than 55,000 total responses were received for these items, response sets were randomly sampled to achieve 90% confidence for the comments.

Some individual items had more than 300 pages of text comments when imported to a Word document. For this reason, the complete text file for each of the seven survey items will be provided on disc for USAT storage and use, rather than being included in this report.

Finally, incentives to participate were provided on a random lottery basis. Names were drawn from the list of individuals who had completed surveys. Nine USAT memberships (or renewals) valued at \$39 each were awarded. Winners were notified by email and their names were also posted on the website.

Pilot Survey

The membership survey process began with the development of a Pilot Survey which was administered to a sample of key stakeholders within the USAT leadership and governance. Members of the National Board, the Strategic Planning Committee, and Regional Presidents were all invited to participate.

Twenty-nine individuals were invited to complete the Pilot Survey and provide feedback on its utility for the membership strategic planning process. Thirteen total individuals completed the Pilot Survey. Based on feedback from this group, questions about future directions for the sport were added. Results of the Pilot Survey are provided in Appendix A.

Membership Survey Results

Demographics

Who completed the Strategic Planning Survey? Sixty-three percent of respondents were male; thirty-seven percent female. Ages ranged from “under 15” to “80+,” but sixty-five percent of respondents were between the ages of 30 and 49. The largest group was the “30-39” years group, accounting for thirty-five percent of respondents. Sixteen percent said that they were “20-29.” Thirteen percent reported that they were “50-59” years of age.

When asked to describe themselves with all categories that apply, most respondents (96%) described themselves as “Adult Athlete.” Nine percent respectively also described themselves as “Duathlon” or “Volunteer,” followed by four percent

“Coach” and three percent as “Youth Athlete.” “Race Directors” made up just one percent of these responses, as did “Official,” “Sponsor,” “Community Partner,” and “Medical Personnel.” Despite many comments by members about the focus of the organization on “Elite Pro” and “Elite ITU” athletes, these groups combined accounted for about 1% of respondents.

Table 1: Age of Members

Under 15	1%
16-19	1%
20-29	16%
30-39	35%
40-49	30%
50-59	13%
60-69	3%
70-79	< 1%
80+	< 1%

When asked to choose a single category to best describe themselves, 92% selected “Adult Athlete,” followed by “Youth Athlete” at 2%, “Duathlon” at 2%, “Coach” at 1%, and “Other” also at 1% of responses. All other categories represented less than one percent of total responses.

Where do USAT members live? Membership is spread across the nation, though certain regions are more densely inhabited by triathletes. These areas with heavy clusters

of triathletes present another opportunity area for USAT to target membership services and regional race opportunities.

Areas of concentration include: Texas, California, Georgia, North Carolina, Florida, Virginia, New York, Massachusetts, Ohio, Illinois, and Indiana.

Interest in Governance

Twelve percent of respondents were unaware that USAT has a national staff, a national board of directors, regional governance, and committees. More than a third of respondents (35%) said that they would like to learn more about the governance of USAT. More than a quarter of respondents (26%) said that they would be interested in getting involved in leadership and governance of USAT.

This is a surprisingly high level of interest in volunteer leadership. It presents another area of opportunity for USAT.

Which members expressed the most interest in getting involved with governance? Twenty-eight percent of male respondents expressed interest in governance, compared to twenty-three percent of females. The “20-29” year age group expressed the most interest in governance of any surveyed, with thirty-one percent expressing a willingness to volunteer in this capacity, compared to twelve percent interest in both the “under 15” and “80+” age groups. All mid-years age groups expressed substantial interest, however, ranging from 25%-28%.

As far as experience level is concerned, members at all levels of experience expressed interest in governance. Interest levels ranged from 25% for first year members to 32% for “11-13” year members, and 21% for 20+ year members.

Experience with USAT

More than ten thousand survey respondents (75%) reported that they are new to USAT, with thirty-three percent reporting that this is their first year of participation and forty-two percent saying that they have been members for just “2-4” years.

Why did current members join USAT in the first place? When asked who or what influenced them to join, members said they joined because they had to be members to race (32%), the fee structure inspired them to join (26%), or family and friends encouraged them (14%). Other reasons for joining included: encouraged by local clubs to join (8%), insurance savings (5%), wanted to see if they could do it (4%), the quest for health (3%), and experience with school races (3%). All other reasons for joining comprised less than one percent of total responses.

The astonishing level of new memberships demonstrates both the growth of the sport and the opportunity for USAT to engage and retain them as lifelong members. The big question to answer is how to keep these new members long term?

Multisport Race Participation

Most athletes (55%) reported that they participate in three to five races per year. Of the athletes participating in the lower range of one or two races per year, three percent

said that they generally participate in one race per year; eight percent said that they participate in two races per year.

Of the athletes participating in six or more multisport races each year (33%), thirteen percent report about six races per year, five percent report seven races per year, and six percent report eight races per year, on average. Five percent of respondents report participation in ten or more multisport races per year.

Table 2: Participation in Sanctioned Multisport Races/Year

Number of Races/Year	Percentage
0	1%
1	5%
2	13%
3	22%
4	20%
5	16%
6	9%
7	4%
8	4%
9	1%
10	1%
More than 10	3%

Of the race participation reported each year, approximately eighty-five percent were reported to be USAT sanctioned events. Participation rates in sanctioned events are provided in Table 2. Participation in non-sanctioned events was greater overall, but the

pattern of annual number of races was similar. For both sanctioned and non-sanctioned races, most people participated in 3-5 races per year.

From write-in comments throughout the survey, members made it clear that sanctioned races are appreciated, but it’s not always possible for them to tell which are sanctioned and which are not.

Membership Value

When asked about the value of their USAT memberships, forty-six percent said that they were “valuable,” and eleven percent reported that they were “very valuable.” Thirty-seven percent rated their memberships as “somewhat valuable.” Just five percent said that memberships were “not very valuable.”

Table 3: Value of the USAT Membership

How do you rate the value of your membership?	
Not very valuable	5%
Somewhat valuable	37%
Valuable	46%
Very valuable	11%

To explore the concept of value, the \$39 annual membership fee was also investigated. Fifteen percent of respondents said that the fee was “expensive,” compared to eighty-one percent who said that it was “reasonable.” Four percent said the fee was “inexpensive.”

Members of USAT frequently cited the expense of triathlon participation as a major issue for them every time they had an open-ended response option.

When asked which benefits would add value to their membership with USAT, more than half of respondents (53%) said they wanted discounts and “free stuff” to offset the expense of participation.

Here is a partial list of the many discounts requested by members: event registration discounts, early registration discounts, hotel discounts, air travel discounts, bike transportation airline discounts, equipment discounts, online merchant discounts, local health club discounts, retail store discounts, corporate sponsor discounts, and USAT merchandise discounts.

According to members, the “multi-sport” lifestyle is one which could very quickly become unaffordable, regardless of level of fitness, talent, or desire.

Benefits of Membership

Fifteen benefits of membership were listed for survey participants. They were asked to check all benefits that they have used in the past year. These benefits were rank ordered from most used to least used.

The most used benefit of membership, reported by eighty percent of respondents, was cost savings at events by not having to pay the one-day license fee. This benefit of membership is not only the most used benefit, it was also cited by twenty-six percent of members as the reason they had joined USAT (Question 20).

The second most used benefit of membership, the magazine, was cited by seventy-four percent of respondents who reported that they had used the subscription to the quarterly USA Triathlon publication, USA Triathlon Life. This benefit of

membership was also explored by members in the qualitative section of the survey. When asked for additional comments, suggestions, or feedback (Question 25), a number of respondents commented that the magazine was exceptional. One respondent said, “Love the quarterly magazine provided to me. It is as good as the triathlon magazines that charge and there are less (sic) ads.”

The membership card and key fob were reportedly used by sixty-four percent of members, followed by the USAT sticker (60%), and E-newsletters (55%).

Inclusion in the USAT national ranking system was reported as a benefit used by thirty-four percent of members. The official USA Triathlon Rulebook was used by twenty-two percent of members. The Membership Guide was a benefit used by seventeen percent.

The benefits reported as least-used by members follow: eligibility to compete at National Championships (9%), excess accident insurance (7%), eligibility to qualify as a team USA member and compete at World Championship events (7%), Member’s Only Forum (5%), “other” responses (3%), having a voice in the direction and development of multisport by joining USAT committees and commissions (2%), and use of regional training centers (1%).

It is interesting to note that many write-in responses were received that commented on member awareness of benefits. Many respondents said that the survey listing the benefits was the first time they had heard of many of the resources and perks available to them.

Table 4: Rank Order of Benefits Used by Members

1 – Savings at events by not having to pay the one-day license fee	80%
2 – Subscription to the quarterly USAT publication USA Triathlon Life	74%
3 – Membership card and key fob	64%
4 – USA Triathlon sticker	60%
5 – E-newsletters to keep you informed	55%
6 – Inclusion in the USAT national ranking system	34%
7 – The official USAT Rulebook	22%
8 – Membership guide	17%
9 – Eligibility to compete at National Championships	9%
10 – Excess accident insurance	7%
11 – Eligibility to qualify as a Team USA member and compete at World Championships	7%
12 – Member’s Only Forum	5%
13 – Other	3%
14 – Have a voice in direction and development of multisport by joining USAT committees and commissions	2%
15 – Use of regional training centers	1%

Membership Satisfaction

Overall, members are satisfied with their USAT memberships. Seventy-eight percent rated their level of satisfaction as “good” or “excellent.” Twenty percent said that their satisfaction level was “fair.” Just two percent rated satisfaction as “poor.”

When asked to describe any experiences that have influenced satisfaction ratings, more than thirty percent of respondents complied. The expense of the sport itself was cited by many as a deterrent to participation. Anything USAT can do to increase the ability of members to participate will keep memberships active and the sport growing. Suggestions included more local or regional races to minimize travel expense, more discounts, and partnerships with sponsors to reduce costs for gear, participation, etc.

The value of the membership was mentioned as well, with frequent racers saying the membership pays for itself by avoiding day use fees. To improve the perceived value of the \$39 fee, beyond day use savings, USAT should consider ways to add value to the membership, such as discounts and drawings.

The USAT magazine received many favorable comments. USAT officials and USAT races were regarded as professional and well organized. The need for more education and training was consistently cited.

Negative comments included confusion with the ranking system, understanding how qualifying requirements work, and navigating the website. One member suggested that rather than making members work to find information, provide detailed information on the USAT site on how you qualify for each type of championship, when and where each will be held, and how many qualify.

By making the website an indispensable information source for triathletes, the membership would be essential.

To understand the issue of satisfaction better, consider member ratings of agreement on statements about USAT programs and services. Members were asked to rate their levels of agreement from “1” – strongly disagree, to “10” – strongly agree, on eight items relating to the goods and services provided as a part of USAT membership.

Table 5: Member Ratings of Agreement on Success of USAT Programs and Services

On a scale of 1-10, from low agreement to high, rate the degree to which you agree with the following statements	Strongly Disagree 1-3	Mid-Range Agreement 4-7	Strongly Agree 8-10
USAT provides an acceptable level of insurance coverage for participants	4%	66%	29%
USAT provides enough continuing education opportunities to meet my needs	11%	67%	22%
USAT offers enough regional opportunities for participation in governance	9%	68%	25%
The USAT website is valuable and effective	9%	54%	37%
The USAT office is accessible and responsive to my needs	7%	67%	27%
USAT communicates effectively about competitive multi-sport race calendars	8%	51%	40%
USAT communicates effectively about multi-sport rankings and rules	5%	46%	49%
USAT has done a good job of meeting my individual multi-sport needs	7%	51%	43%

The highest ratings of agreement were achieved on providing effective communication about multi-sport rankings and rules (49% strong agreement), meeting individual multi-sport needs (43% strong agreement), communicating effectively about competitive multi-sport race calendars (40% strong agreement), and the value and effectiveness of the website (37% strong agreement).

The lowest ratings of agreement were received on providing enough continuing education opportunities to meet member needs (11% strong disagreement), providing enough regional opportunities for participation in governance (9% strong disagreement), communicating effectively about competitive multi-sport race calendars (8% strong disagreement), and the USAT office being accessible and responsive to member needs (7% strong disagreement).

Communication & Satisfaction

Members were also asked about communication. Does USAT communicate with you too much, the right amount, or not enough? Eighty-five percent said that USAT communicates with them “the right amount.” Six percent said communication efforts were too frequent. Likewise, six percent said that communication was too infrequent.

Qualitative, write-in responses help provide some understanding of these ratings. Members consistently rated the USAT magazine highly. Emails pushing commerce rather than education were mentioned as negative aspects of the membership. When members receive communication perceived as helpful, rather than as spam, communication is perceived positively. Nutrition was listed over and over as a multi-sport need. Communication on this topic would be welcomed.

Satisfaction is a difficult concept to analyze and understand because there are so many factors that may influence member perceptions. Sometimes the best way to gain an understanding of satisfaction is to read the comments made by members. Members who responded to the open-ended question about experiences that have influenced their

ratings of satisfaction were widely divergent, but they do provide a snapshot into the experience of members that may explain ratings. A few interesting comments follow.

“The sport is becoming dominated by female, Caucasian, squeaky-voiced, ear-bud wearing, self-centered....never mind....one of you is probably reading this....”

“....There is a true sense that anyone can be part of the overall USAT community. While I have been a longtime member of the USCF I have to admit I feel more at home and comfortable with USAT members and much much safer at all USAT events that I ever did at any USCF events.”

“Membership fee is very reasonable. What you get for \$39.00 is an excellent value. USA Cycling to (sic) getting ridiculous with their fees. As a Cat. 4 and Sport Mountain Biker, I paid \$90.00 for these two licenses. Being a budget racer, it takes some time each year to re-join USA Cycling. On the other hand, look into the membership fee for USAT and it was an easy decision to join.”

“I like the age group national championship program, but have found it difficult to understand qualifying requirements (placing at certain events, time qualifying, etc) and the number of national championship events is confusing – short course,

long course, collegiate, club. All of these have different qualifying races/standards and are not well explained...”

“I am dismayed by the high price associated with participation in all triathlons. As a governing body, USAT should throw some of its weight around to reduce the financial burdens of the sport. The heavy financial toll of paying for races is effectively turning off potential triathletes. I have personal experience with this.”

Because so many qualitative, write-in responses were received, readers of this report are encouraged to obtain and review the comprehensive list of all responses available on disc.

Impact of Membership

Respondents were asked about the impact USA Triathlon membership has had on their lives. They were asked to rate their level of agreement with five statements. Response options included “disagree,” “disagree somewhat,” “agree somewhat,” and “agree.”

The highest rated impact of membership was eighty-one percent “agreeing” or “agreeing somewhat” that USAT programs and services have helped them increase their understanding of multi-sport activities.

Table 6: Ratings of Agreement on the Impact of USAT Membership

Rate the degree to which you agree or disagree with the following statements	Disagree	Disagree Somewhat	Agree Somewhat	Agree
USAT programs and services have helped me increase my understanding of multi-sport activities	6%	13%	53%	28%
USAT programs and services have helped me improve my performance in multi-sport events	13%	28%	45%	14%
USAT programs and services have helped me improve my overall health	12%	24%	44%	20%
USAT programs and services have helped me meet new and interesting people	12%	23%	41%	24%
USAT programs and services have helped me change my life for the better	11%	20%	46%	23%

Sixty-nine percent “agree” or “agree somewhat” that USAT programs and services have helped them change their lives for the better. Sixty-five percent “agree” or “agree somewhat” that USAT programs and services have helped them meet new and interesting people. Sixty-four percent “agree” or “agree somewhat” that the USAT programs and services provided through their memberships have helped them improve their overall health.

Finally, fifty-nine percent “agree” or “agree somewhat” said that USAT program and services have helped them improve their performance in multi-sport events.

Which areas had the lowest levels of agreement? Forty-one percent “disagreed” or “disagreed somewhat” that USAT has helped them improve their performance in multi-sport events.

The Future of USAT

When asked about the issues they would like to see USAT focus on in the next 10 years, members made it clear that they would like to see more focus on education, regional opportunities, outreach, and development. In order to grow the sport, the athletes need to have the right tools, information, and opportunities.

Nutrition was the number one request posted by fifty-eight percent of respondents. Regional opportunities (52%), developmental programs and outreach (36%), coaching development (36%), and safety (32%) rounded out the top five. See Table 7 below for the complete list.

Although members were asked to select from a list of issues, additional write-in responses were shared by members. These included mentoring programs, regional clinics, regional races, and opportunities to get involved with regional governance and leadership.

Table 7: Rank Order of Issues for USAT to Focus On in the Next 10 Years

1 – Nutrition	58%
2 – Regional Opportunities	52%
3 – Developmental Programs/Outreach	36%
4 – Coaching Development	36%
5 - Safety	32%
6 – Physiology	31%
7 – Drug Testing	17%
8 – Philanthropy	11%
9 – Minority Participation	11%
10 – International Relations	6%

With seventy-five percent of members fairly new to the sport (0-4 years), the need for additional education, developmental programs, training, and support is evident.

Members were also asked to share their multi-sport needs, telling USAT how it could serve them better in the future. No single category of need emerged as a standout member request. Instead, twelve percent of respondents requested tips, information, and assistance on topics such as swimming, training, nutrition and dietary plans, coaching certifications, and beginning triathletes. Twelve percent requested more local races, clinics, and clubs. Ten percent of members said that they were satisfied. Seven percent requested “free stuff” to increase the value of the memberships. Another six percent requested lower membership fees to make the sport more affordable.

Table 8: What USAT Could Do in the Next 5 Years to Improve its Value

#1 Priority	%
Provide More Information (beginners, developmental programs, local events, training programs, and nutrition)	33%
Improve the Website (comprehensive race listings, race updates, better updated calendar, training plans, athlete forums)	14%
Provide Discounts & Freebies (web resources, t-shirts w/ membership, discounts on products & services)	12%
Provide More Local & Regional Races	21%
Fees (Discount the fees, decrease the fees, or keep the fees flat)	9%
Miscellaneous (less than 1% each)	11%

The final open-ended question posed to members, “What could USAT do in the next 5 years to improve its value to you?” yielded interesting, but not unexpected results. Members were asked to rank their priorities. Number one priorities appear in the above table. Members need more information (33%), more local and regional races (21%), an improved website (14%) with comprehensive race listings, calendars, and updates, plus training plans, and athlete forums. Members would like to see additional value for their \$39 fee in the form of discounts and freebies (12%). These might include product and service discounts as well as web resources, and free t-shirts with membership. Members

also requested reduced or stable fees (9%). A fee increase at this time, without value added, would most likely hurt membership.

Overall, the trend that has emerged from the membership survey is a desire for more value from the \$39 membership. Although not perceived as expensive, there is an emerging deficit of information, experience, and assistance that could easily and inexpensively be filled by USAT.

Suggestions/Lessons Learned

Use Zoomerang to send all membership survey invitations, rather than Constant Contact, or another email service. When you use Zoomerang to administer the surveys, you maintain the use of all of its features. You may guarantee respondent confidentiality, thereby increasing honesty and response rates, but not lose the ability to collect email addresses of respondents for incentives. Zoomerang stores respondent email addresses for this purpose.

Zoomerang also has a tracking feature that allows you to monitor response rates and send automatic reminders to people who have not yet completed the survey.

Don't saturate members with surveys. Develop a research plan that includes annual data collection efforts that are well-timed, adequately spaced, well-publicized, and incentivized.

Share the results of member surveys with respondents so they know that their efforts were valued and heard. More than a quarter of members want to get involved with USA Triathlon. Recruit them and build consensus and loyalty.

APPENDICES

APPENDIX A

Pilot Survey Results

Zoomerang Survey Results

PILOT - Membership Strategic Planning Survey 2008

Response Status: Completes

Filter: No filter applied

Jun 06, 2008 10:20 AM PST

1. Are you Male or Female?

Male	10	77%
Female	3	23%
Total	13	100%

2. What is your age?

Under 15	0	0%
16-19	0	0%
20-29	1	8%
30-39	0	0%
40-49	4	31%
50-59	3	23%
60-69	5	38%
70-79	0	0%
80+	0	0%
Total	13	100%

3. In which state do you currently reside?

13 Responses

4. How would you describe your membership and participation in USA Triathlon? (please mark all that apply)

Youth Athlete	0	0%
Adult Athlete	11	85%
Female Athlete	1	8%
Elite Pro Athlete	1	8%
Elite ITU Athlete	1	8%
Duathlon	2	15%
Race Director	4	31%
Official	4	31%
Volunteer	7	54%
Coach	3	23%
Sponsor	1	8%
Community Partner	0	0%
Medical Personnel	0	0%
Governance/Leadership	11	85%
One Day Member	0	0%
Other, please specify	2	15%

5. Although you may belong to more than one member category, which one category best describes how you see yourself as a member of USAT?

Youth Athlete	0	0%
Adult Athlete	1	8%
Female Athlete	0	0%
Elite Pro Athlete	0	0%
Elite ITU Athlete	1	8%
Duathlon	0	0%
Race Director	1	8%
Official	0	0%
Volunteer	0	0%
Coach	0	0%
Sponsor	0	0%
Community Partner	0	0%
Medical Personnel	0	0%
Governance/Leadership	9	69%
One Day Member	0	0%
Other, please specify	1	8%
Total	13	100%

6. Are you aware that USA Triathlon has a national staff, a national board of directors, regional governance, and committees?

Yes	13	100%
No	0	0%
Total	13	100%

7. Would you like to learn more about the governance of USAT?

Yes	7	58%
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No	5	42%
Total	12	100%

8. Would you be interested in getting involved in the leadership and governance of USAT?

Yes	11	85%
No	2	15%
Total	13	100%

9. How many multisport races, on average, do you participate in each year?

0	0	0%
1	0	0%
2	2	15%
3	3	23%
4	2	15%
5	1	8%
6	2	15%
7	0	0%
8	0	0%
9	0	0%
10	1	8%
More than 10	2	15%
Total	13	100%

10. Of the above mentioned number of races, how many are USAT Sanctioned?

	0	0	0%
	1	0	0%
	2	2	15%
	3	3	23%
	4	4	31%
	5	0	0%
	6	1	8%
	7	0	0%
	8	0	0%
	9	2	15%
	10	1	8%
More than 10		0	0%
Total		13	100%

11. How many years total have you been a member of USAT?

This is my first year		0	0%
	4-Feb	1	8%
	7-May	2	15%
	10-Aug	3	23%
	13-Nov	0	0%
14-16		1	8%
17-20		3	23%
More than 20		3	23%
Not sure		0	0%
Total		13	100%

12. Which member benefits have you used in the past year? (Check all that apply)

Subscription to the quarterly USA Triathlon publication USA Triathlon Life	12	92%
Inclusion in the USA Triathlon national ranking system after competing in at least three USAT sanctioned triathlon events or two duathlon events	6	46%
Excess accident insurance while participating in USAT sanctioned events	3	23%
Savings at events by not having to pay the one-day license fee	7	54%
Members-only forum	1	8%
Membership card and key fob	10	77%
Membership guide for reference throughout the season	2	15%
USA Triathlon sticker	9	69%
The official USA Triathlon Rulebook	6	46%
Have a voice in the direction and development of multisport by joining USAT Committees and Commissions	10	77%
Eligibility to qualify as a Team USA Triathlon/Duathlon member and compete at ITU World Championship events.	3	23%
Eligibility to compete at USAT Short Course Triathlon, Duathlon and Collegiate National Championships.	2	15%
E-newsletters to keep you informed	10	77%
Use of Regional Training Centers	1	8%
Other, please specify	1	8%

13. What additional benefits would add value to your USAT membership?

8 Responses

14. Do you think the \$39 annual membership fee is

Inexpensive	6	46%
Reasonable	7	54%
Expensive	0	0%
Total	13	100%

15. How do you rate the value of your membership?

Not very valuable	1	8%
Somewhat valuable	2	15%
Valuable	6	46%
Very valuable	4	31%
Total	13	100%

16. How would you rate your overall level of satisfaction with your membership in USA Triathlon?

Poor	0	0%
Fair	3	23%
Good	3	23%
Excellent	7	54%
Total	13	100%

17. Please describe any experiences that have influenced your satisfaction rating

6 Responses

18. Rate the degree to which you agree or disagree with the following statements:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Disagree	Disagree Somewhat	Agree Somewhat	Agree
USAT programs and services have helped me increase my understanding of multi-sport activities	0 0%	1 8%	5 42%	6 50%
USAT programs and services have helped me improve my performance in multi-sport events	2 18%	2 18%	3 27%	4 36%
USAT programs and services have helped me improve my overall health	2 17%	1 8%	4 33%	5 42%
USAT programs and services have helped me meet new and interesting people	0 0%	0 0%	2 17%	10 83%
USAT programs and services have helped me change my life for the better	1 8%	0 0%	5 42%	6 50%

19. On a scale of 1-10, from low agreement to high, rate the degree to which you agree with the following statements

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	St Disagree	2	3	4	5	6	7	8	9	St Agree
USAT provides an acceptable level of insurance coverage for participants	0 0%	0 0%	0 0%	0 0%	1 8%	1 8%	2 17%	1 8%	3 25%	4 33%
USAT provides enough continuing education opportunities to meet my needs	0 0%	1 8%	3 25%	1 8%	1 8%	0 0%	2 17%	1 8%	3 25%	0 0%
USAT offers enough regional opportunities for participation in governance	0 0%	0 0%	0 0%	0 0%	2 17%	1 8%	1 8%	1 8%	3 25%	4 33%
The USAT website is valuable and effective	1 8%	0 0%	1 8%	2 17%	2 17%	1 8%	3 25%	0 0%	2 17%	0 0%
The USAT office is accessible and responsive to my needs	0 0%	1 8%	1 8%	0 0%	1 8%	3 25%	1 8%	0 0%	3 25%	2 17%
USAT communicates effectively about competitive multi-sport race calendars	0 0%	1 8%	0 0%	0 0%	1 8%	0 0%	4 33%	1 8%	4 33%	1 8%
USAT communicates effectively about multi-sport rankings and rules	0 0%	0 0%	0 0%	1 8%	1 8%	2 17%	1 8%	3 25%	3 25%	1 8%
USAT has done a good job of meeting my individual multi-sport needs	0 0%	0 0%	0 0%	0 0%	2 17%	1 8%	3 25%	2 17%	2 17%	2 17%

20. Since becoming a member, have you ever let your membership lapse for at least one year?		
Yes	1	8%
No	11	92%
Total	12	100%

21. How likely are you to renew your membership when it expires?		
Will not renew	0	0%
Might renew	1	8%
Will probably renew	0	0%
Will renew	11	92%
Total	12	100%

22. If you have decided not to renew your membership, why? (check all that apply)		
Injured/Health reasons	1	33%
Sport too expensive	0	0%
Do not wish to support USAT	0	0%
Membership too expensive	0	0%
Not racing as much	1	33%
Bad experience at a race	0	0%
Not enough sanctioned events in my area	0	0%
Other, please specify	3	100%

23. Who or what influenced you to join USA Triathlon?		
--	--	--

11 Responses

24. Do you feel USAT communicates with you:

Too much	2	17%
The right amount	10	83%
Not enough	0	0%
Other, please specify	0	0%
Total	12	100%

25. Tell us about your multi-sport needs. How could USAT serve you better?

7 Responses

26. What would you like to see USA Triathlon focus on to improve its value to you in the next five years?

13 Responses

27. If you have any additional comments, suggestions, or feedback for USAT please provide them in the space below:

3 Responses

28. Are you interested in receiving information on any of the following USAT programs? (more than one may be selected)

Coaching	2	67%
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Officials program	0	0%
Ambassador program	0	0%
Race Director certification	1	33%
Starting/joining a multisport club	1	33%
National Challenge Competition	0	0%
Other, please specify	0	0%

29. If you indicated you would like to receive information on any of the above please enter your email address here:

3 Responses

30. Please enter any other comments or suggestions you have for the USA Triathlon Membership Services department. Your feedback is extremely important to us and will be used to make improvements and create future programs.

3 Responses

APPENDIX B

Membership Survey Results

Zoomerang Survey Results

2008 Membership Strategic Planning Survey

Response Status: Completes

Filter: No filter applied

May 23, 2008 7:25 AM PST

1. Are you Male or Female?

Male	8469	63%
Female	4914	37%
Total	13383	100%

2. What is your age?

Under 15	169	1%
16-19	195	1%
20-29	2161	16%
30-39	4683	35%
40-49	3959	30%
50-59	1706	13%
60-69	467	3%
70-79	66	0%
80+	3	0%
Total	13409	100%

3. In which state do you currently reside?

13375 Responses

4. How would you describe your membership and participation in USA Triathlon? (please mark all that apply)

Youth Athlete	354	3%
Adult Athlete	12856	96%
Elite Pro Athlete	43	0%
Elite ITU Athlete	30	0%
Duathlon	1204	9%
Race Director	160	1%
Official	85	1%
Volunteer	1232	9%
Coach	486	4%
Sponsor	92	1%
Community Partner	71	1%
Medical Personnel	101	1%
Governance/Leadership	33	0%
One Day Member	86	1%
Other, please specify	321	2%

5. Although you may belong to more than one member category, which one category best describes how you see yourself as a member of USAT?

Youth Athlete	296	2%
Adult Athlete	12307	92%
Elite Pro Athlete	37	0%
Elite ITU Athlete	15	0%
Duathlon	286	2%
Race Director	16	0%
Official	21	0%
Volunteer	25	0%
Coach	141	1%
Sponsor	2	0%
Community Partner	5	0%
Medical Personnel	8	0%
Governance/Leadership	6	0%

One Day Member	32	0%
Other, please specify	121	1%
Total	13318	100%

6. Are you aware that USA Triathlon has a national staff, a national board of directors, regional governance, and committees?

Yes	11801	88%
No	1597	12%
Total	13398	100%

7. Would you like to learn more about the governance of USAT?

Yes	4650	35%
No	8701	65%
Total	13351	100%

8. Would you be interested in getting involved in the leadership and governance of USAT?

Yes	3509	26%
No	9803	74%
Total	13312	100%

9. How many multisport races, on average, do you participate in each year?

0	61	0%
1	342	3%
2	1083	8%
3	2294	17%

	4	2570	19%
	5	2532	19%
	6	1706	13%
	7	706	5%
	8	796	6%
	9	128	1%
	10	421	3%
More than 10		711	5%
Total		13350	100%

10. Of the above mentioned number of races, how many are USAT Sanctioned?

	0	112	1%
	1	663	5%
	2	1777	13%
	3	2921	22%
	4	2710	20%
	5	2152	16%
	6	1202	9%
	7	535	4%
	8	536	4%
	9	98	1%
	10	184	1%
More than 10		363	3%
Total		13253	100%

11. How many years total have you been a member of USAT?

This is my first year	4424	33%
2-4	5646	42%
5-7	1715	13%
8-10	707	5%
11-13	256	2%

14-16	175	1%
17-20	172	1%
More than 20	210	2%
Not sure	97	1%
Total	13402	100%

12. Which member benefits have you used in the past year? (Check all that apply)

Subscription to the quarterly USA Triathlon publication USA Triathlon Life	9642	74%
Inclusion in the USA Triathlon national ranking system after competing in at least three USAT sanctioned triathlon events or two duathlon events	4515	34%
Excess accident insurance while participating in USAT sanctioned events	967	7%
Savings at events by not having to pay the one-day license fee	10441	80%
Members-only forum	613	5%
Membership card and key fob	8347	64%
Membership guide for reference throughout the season	2237	17%
USA Triathlon sticker	7874	60%
The official USA Triathlon Rulebook	2865	22%
Have a voice in the direction and development of multisport by joining USAT Committees and Commissions	219	2%
Eligibility to qualify as a Team USA Triathlon/Duathlon member and compete at ITU World Championship events.	889	7%
Eligibility to compete at USAT Short Course Triathlon, Duathlon and Collegiate National Championships.	1124	9%
E-newsletters to keep you informed	7262	55%
Use of Regional Training Centers	160	1%
Other, please specify	341	3%

13. What additional benefits would add value to your USAT membership?

3321 Responses

14. Do you think the \$39 annual membership fee is

Inexpensive	556	4%
Reasonable	10863	81%
Expensive	1975	15%
Total	13394	100%

15. How do you rate the value of your membership?

Not very valuable	705	5%
Somewhat valuable	5015	37%
Valuable	6193	46%
Very valuable	1463	11%
Total	13376	100%

16. How would you rate your overall level of satisfaction with your membership in USA Triathlon?

Poor	215	2%
Fair	2712	20%
Good	8037	60%
Excellent	2389	18%
Total	13353	100%

17. Please describe any experiences that have influenced your satisfaction rating

4096 Responses

18. Rate the degree to which you agree or disagree with the following statements:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Disagree	Disagree Somewhat	Agree Somewhat	Agree
USAT programs and services have helped me increase my understanding of multi-sport activities	866 6%	1718 13%	7082 53%	3677 28%
USAT programs and services have helped me improve my performance in multi-sport events	1742 13%	3734 28%	5980 45%	1841 14%
USAT programs and services have helped me improve my overall health	1578 12%	3143 24%	5864 44%	2664 20%
USAT programs and services have helped me meet new and interesting people	1606 12%	3103 23%	5390 41%	3163 24%
USAT programs and services have helped me change my life for the better	1457 11%	2658 20%	6041 46%	3116 23%

19. On a scale of 1-10, from low agreement to high, rate the degree to which you agree with the following statements

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	StD	2	3	4	5	6	7	8	9	
USAT provides an acceptable level of insurance coverage for participants	129 1%	106 1%	241 2%	390 3%	4615 36%	1431 11%	2101 16%	1974 15%	867 7%	935 7%
USAT provides enough continuing education	304	378	722	866	4080	1619	1950	1578	663	692

2008 Strategic Planning Survey Membership Report

opportunities to meet my needs	2%	3%	6%	7%	32%	13%	15%	12%	5%	5%
USAT offers enough regional opportunities for participation in governance	244	313	595	722	4396	1515	1899	1618	706	713
	2%	2%	5%	6%	35%	12%	15%	13%	6%	6%
The USAT website is valuable and effective	207	323	631	691	2374	1545	2480	2325	1306	1188
	2%	2%	5%	5%	18%	12%	19%	18%	10%	9%
The USAT office is accessible and responsive to my needs	191	243	393	582	4791	1273	1744	1578	828	920
	2%	2%	3%	5%	38%	10%	14%	13%	7%	7%
USAT communicates effectively about competitive multi-sport race calendars	197	282	540	658	2108	1458	2430	2410	1491	1474
	2%	2%	4%	5%	16%	11%	19%	18%	11%	11%
USAT communicates effectively about multi-sport rankings and rules	153	176	329	448	1966	1285	2343	2706	1799	1791
	1%	1%	3%	3%	15%	10%	18%	21%	14%	14%
USAT has done a good job of meeting my individual multi-sport needs	221	224	368	505	2345	1417	2346	2458	1600	1507
	2%	2%	3%	4%	18%	11%	18%	19%	12%	12%

20. Who or what influenced you to join USA Triathlon?

10770 Responses

21. Do you feel USAT communicates with you:

Too much	814	6%
The right amount	11224	85%
Not enough	800	6%
Other, please specify	428	3%
Total	13266	100%

22. Tell us about your multi-sport needs. How could USAT serve you better?

5300 Responses

23. What should USA Triathlon do in the next five years to improve its value to you?

13421 Responses

24. Which of the following issues would you like to see USA Triathlon focus on in the next 10 years?

Regional Opportunities	6526	52%
Minority Participation	1401	11%
Developmental Programs (outreach)	4612	36%
Coaching Development	4569	36%
Philanthropy	1449	11%
International Relations	801	6%
Drug Testing	2135	17%
Nutrition	7350	58%
Safety	4040	32%
Physiology	3919	31%

25. If you have any additional comments, suggestions, or feedback for USAT please provide them in the space below along with your email address to be considered for USAT prizes in the drawing:

5073 Responses

(Qualitative responses are available on CD)