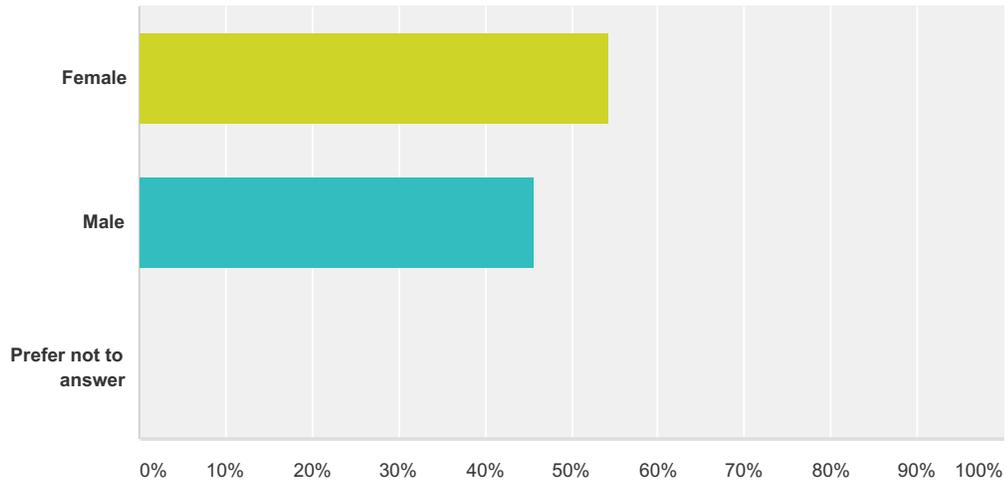


### Q1 What is your gender?

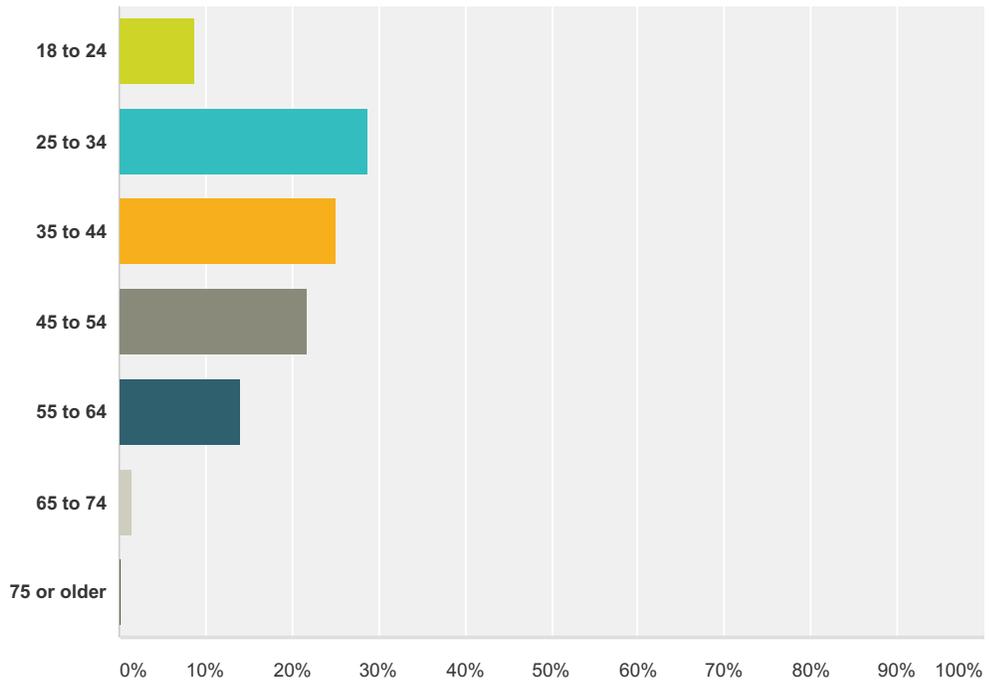
Answered: 400 Skipped: 0



Answer Choices	Responses	
Female	54.25%	217
Male	45.75%	183
Prefer not to answer	0.00%	0
<b>Total</b>		<b>400</b>

## Q2 What is your age?

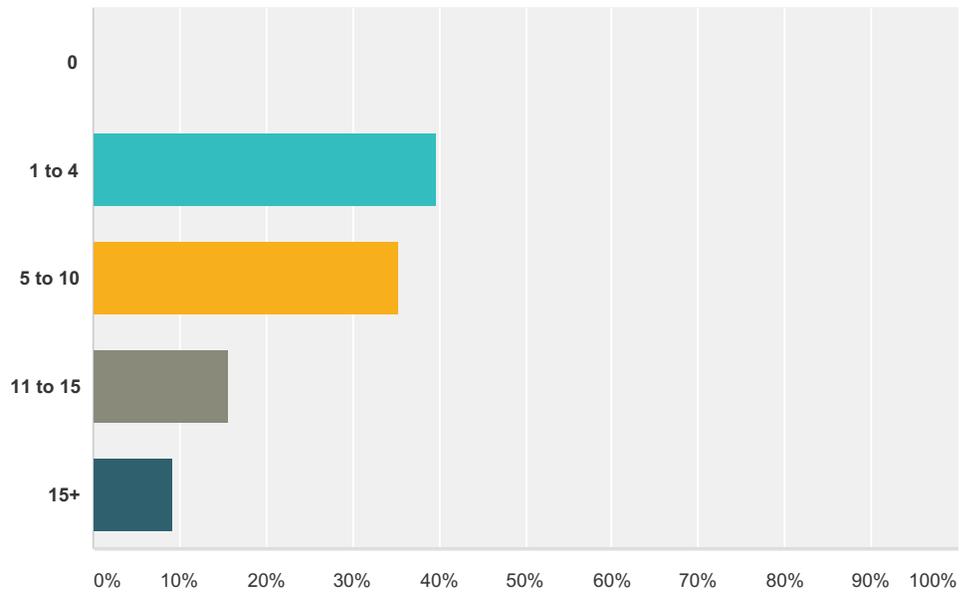
Answered: 400 Skipped: 0



Answer Choices	Responses
18 to 24	8.75% 35
25 to 34	28.75% 115
35 to 44	25.00% 100
45 to 54	21.75% 87
55 to 64	14.00% 56
65 to 74	1.50% 6
75 or older	0.25% 1
<b>Total</b>	<b>400</b>

### Q3 How many races do you run per year on average?

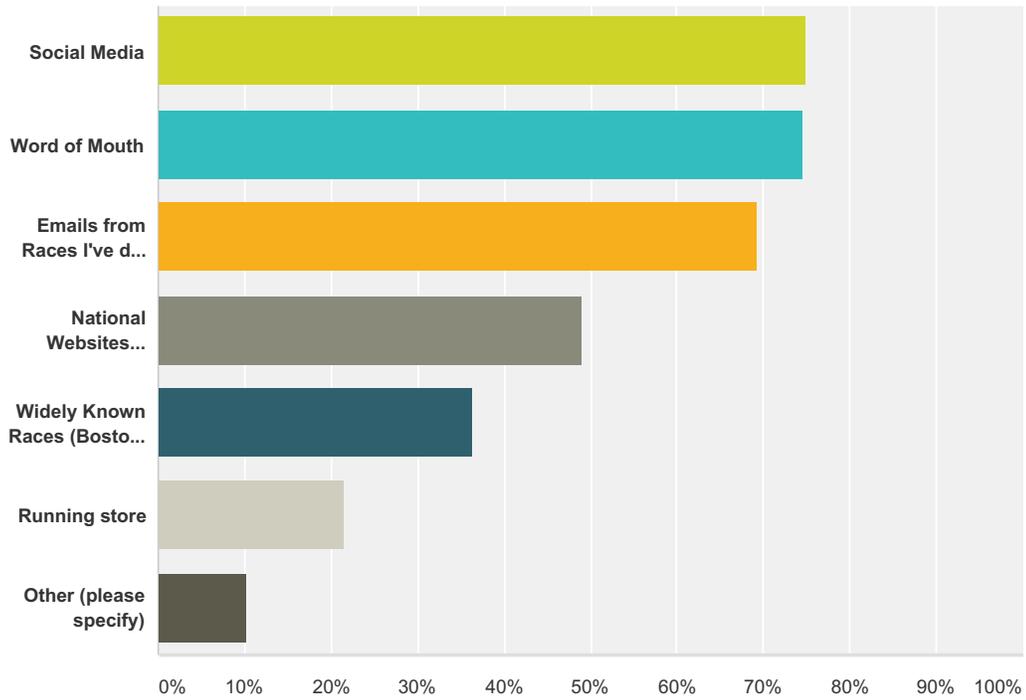
Answered: 400 Skipped: 0



Answer Choices	Responses
0	0.00% 0
1 to 4	39.75% 159
5 to 10	35.25% 141
11 to 15	15.75% 63
15+	9.25% 37
<b>Total</b>	<b>400</b>

### Q4 Where do you hear about races? (Please check all that apply.)

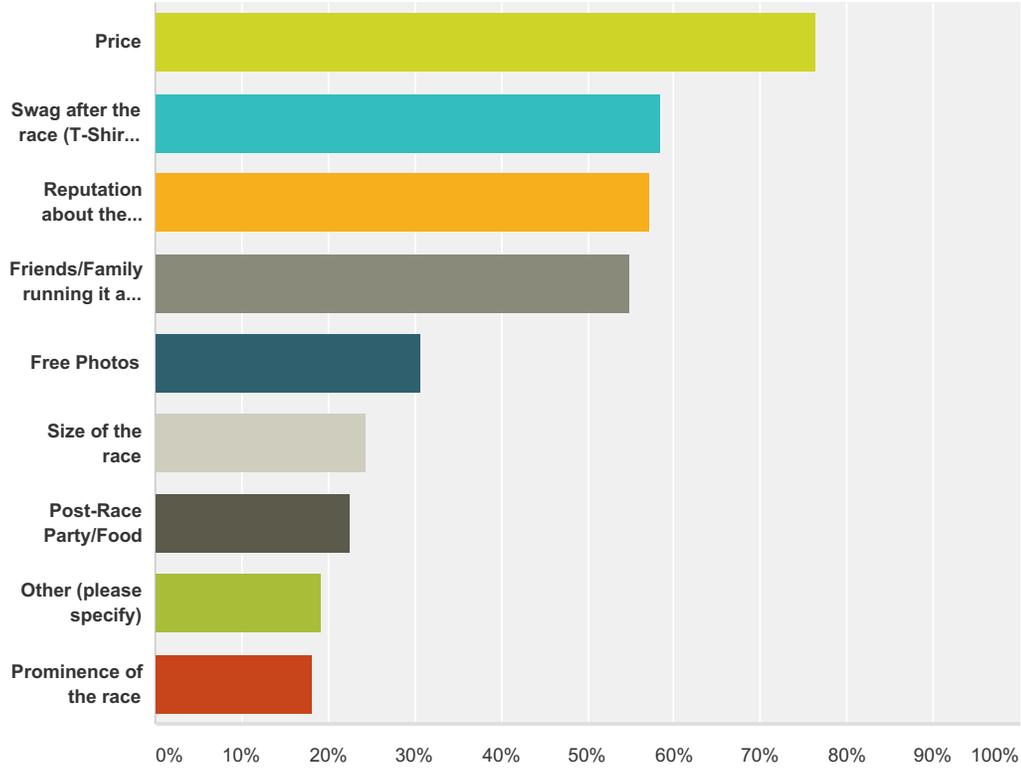
Answered: 400 Skipped: 0



Answer Choices	Responses	Count
Social Media	75.00%	300
Word of Mouth	74.50%	298
Emails from Races I've done in the past	69.25%	277
National Websites (Active.com, Cool Running, etc.)	49.00%	196
Widely Known Races (Boston Marathon, New York City Marathon, etc.)	36.25%	145
Running store	21.50%	86
Other (please specify)	10.25%	41
<b>Total Respondents: 400</b>		

**Q5 When choosing a race, which of the following factors are important to you? (Please check all that apply.)**

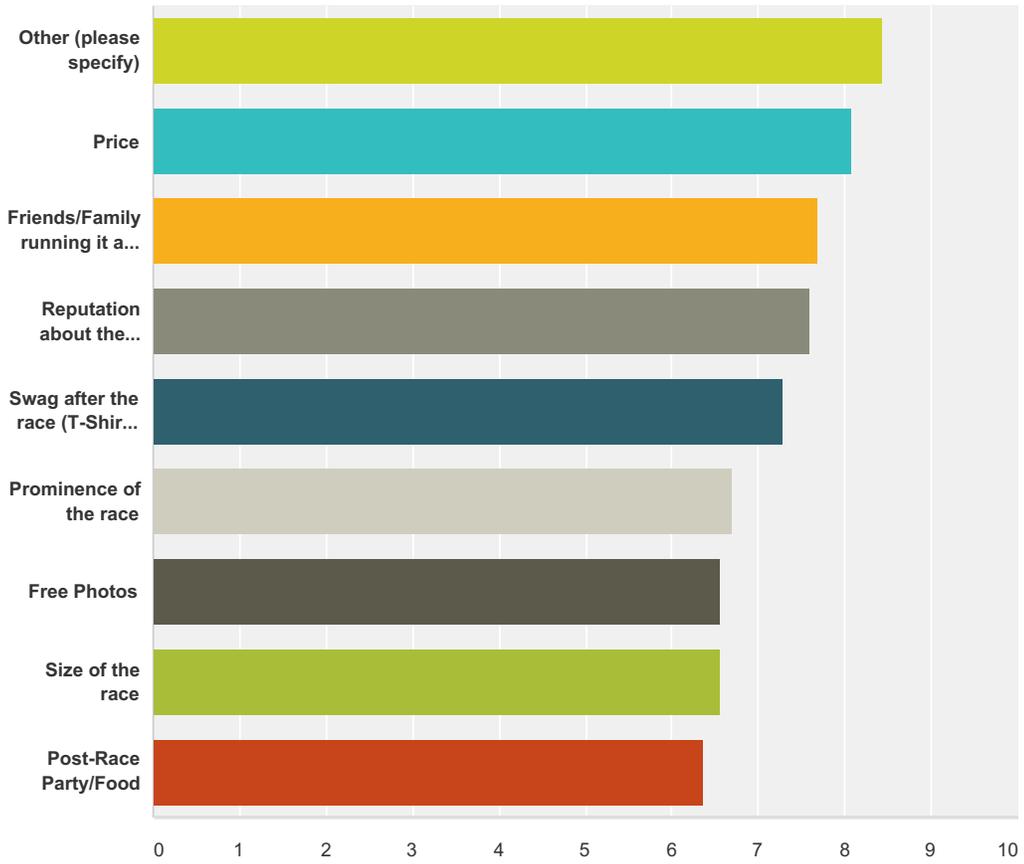
Answered: 400 Skipped: 0



Answer Choices	Responses	
Price	76.50%	306
Swag after the race (T-Shirts, Finisher Medals, Gift Bags, etc.)	58.50%	234
Reputation about the race/atmosphere	57.25%	229
Friends/Family running it as well	55.00%	220
Free Photos	30.75%	123
Size of the race	24.50%	98
Post-Race Party/Food	22.50%	90
Other (please specify)	19.25%	77
Prominence of the race	18.25%	73
<b>Total Respondents: 400</b>		

**Q6 Please rank those factors in order of most to least important.**

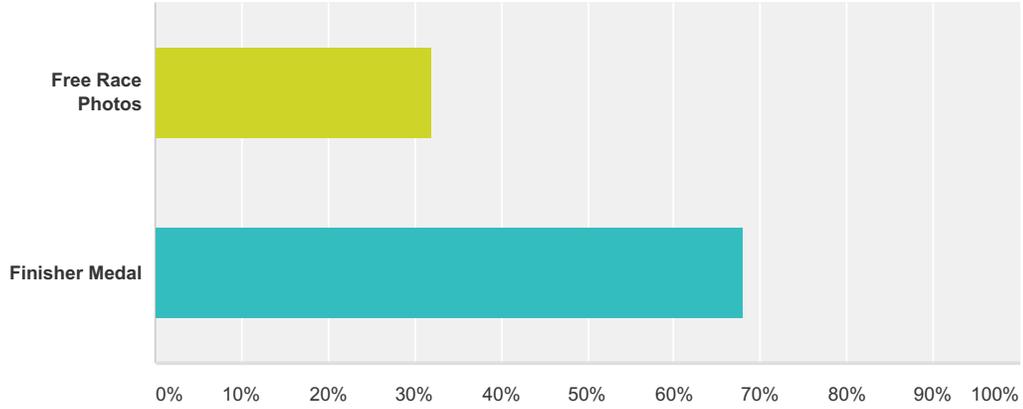
Answered: 400 Skipped: 0



	1	2	3	4	5	6	7	8	9	Total	Score
Other (please specify)	59.74% 46	29.87% 23	6.49% 5	2.60% 2	1.30% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	77	8.44
Price	46.41% 142	27.12% 83	16.67% 51	6.54% 20	2.94% 9	0.33% 1	0.00% 0	0.00% 0	0.00% 0	306	8.07
Friends/Family running it as well	32.27% 71	29.55% 65	21.82% 48	10.91% 24	2.73% 6	1.82% 4	0.00% 0	0.91% 2	0.00% 0	220	7.68
Reputation about the race/atmosphere	30.13% 69	27.07% 62	23.58% 54	12.23% 28	4.80% 11	2.18% 5	0.00% 0	0.00% 0	0.00% 0	229	7.59
Swag after the race (T-Shirts, Finisher Medals, Gift Bags, etc.)	14.10% 33	33.76% 79	29.49% 69	14.53% 34	4.70% 11	3.42% 8	0.00% 0	0.00% 0	0.00% 0	234	7.28
Prominence of the race	12.33% 9	21.92% 16	26.03% 19	17.81% 13	13.70% 10	4.11% 3	2.74% 2	1.37% 1	0.00% 0	73	6.71
Free Photos	10.57% 13	12.20% 15	31.71% 39	23.58% 29	14.63% 18	5.69% 7	0.81% 1	0.00% 0	0.81% 1	123	6.55
Size of the race	12.24% 12	19.39% 19	18.37% 18	24.49% 24	16.33% 16	5.10% 5	4.08% 4	0.00% 0	0.00% 0	98	6.55
Post-Race Party/Food	5.56% 5	17.78% 16	22.22% 20	32.22% 29	11.11% 10	6.67% 6	4.44% 4	0.00% 0	0.00% 0	90	6.37

### Q7 Would you rather receive free professional race photos, or a finisher medal following a race?

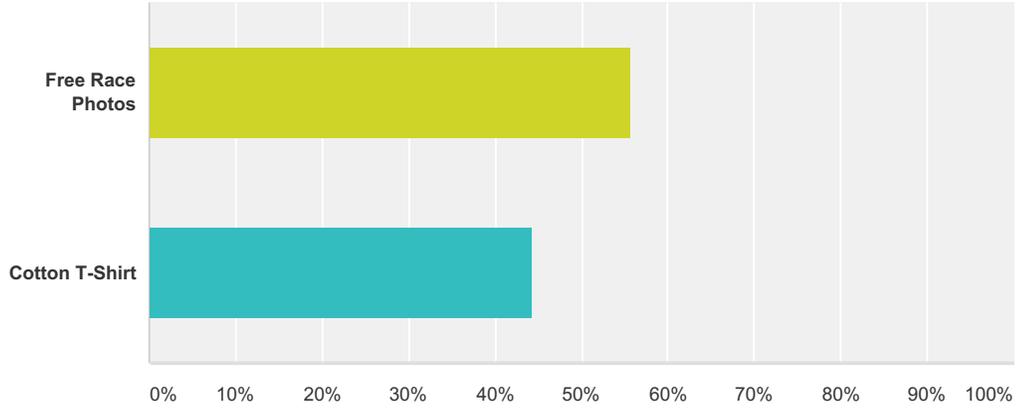
Answered: 398 Skipped: 2



Answer Choices	Responses
Free Race Photos	31.91% 127
Finisher Medal	68.09% 271
<b>Total</b>	<b>398</b>

### Q8 Would you rather receive free professional race photos, or a cotton t-shirt following a race?

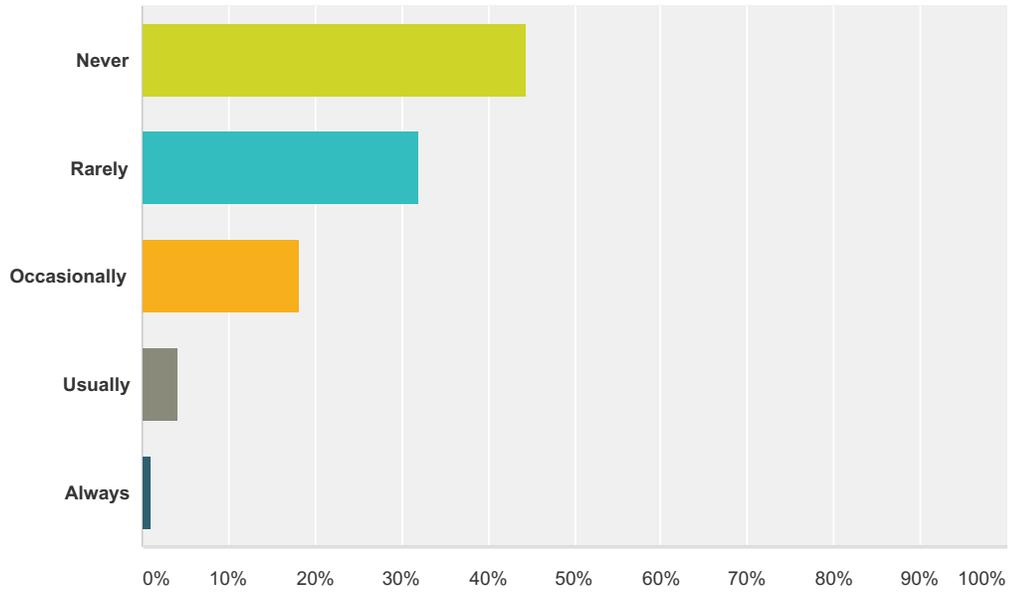
Answered: 400 Skipped: 0



Answer Choices	Responses
Free Race Photos	55.75% 223
Cotton T-Shirt	44.25% 177
<b>Total</b>	<b>400</b>

### Q9 When not provided for free, how often do you purchase race photos of yourself?

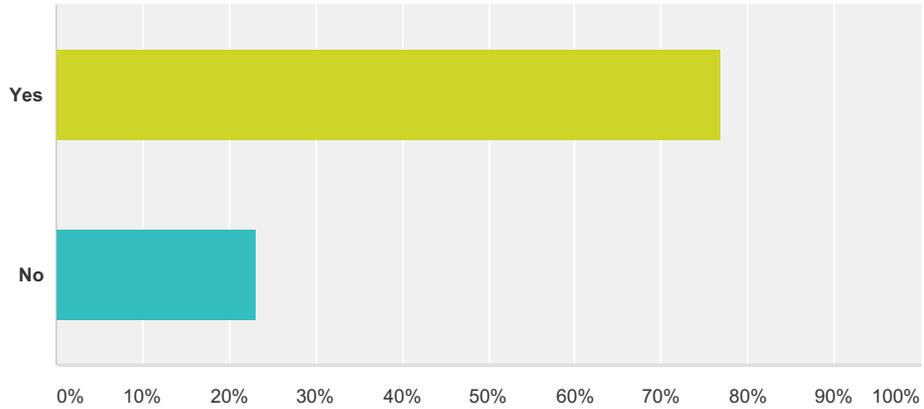
Answered: 400 Skipped: 0



Answer Choices	Responses	Count
Never	44.50%	178
Rarely	32.00%	128
Occasionally	18.25%	73
Usually	4.25%	17
Always	1.00%	4
<b>Total</b>		<b>400</b>

**Q10 If all the other factors were the same, would you be more likely to enter a race with free race photos?**

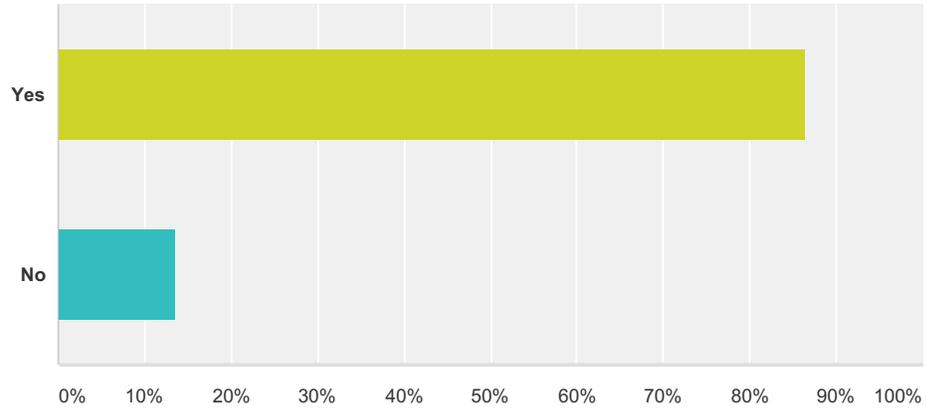
Answered: 400 Skipped: 0



Answer Choices	Responses
Yes	76.75% 307
No	23.25% 93
<b>Total</b>	<b>400</b>

**Q11 Would you be willing to pay an additional \$2.00 in race registration fees in order to receive 6-10 free high quality digital race photos of yourself?**

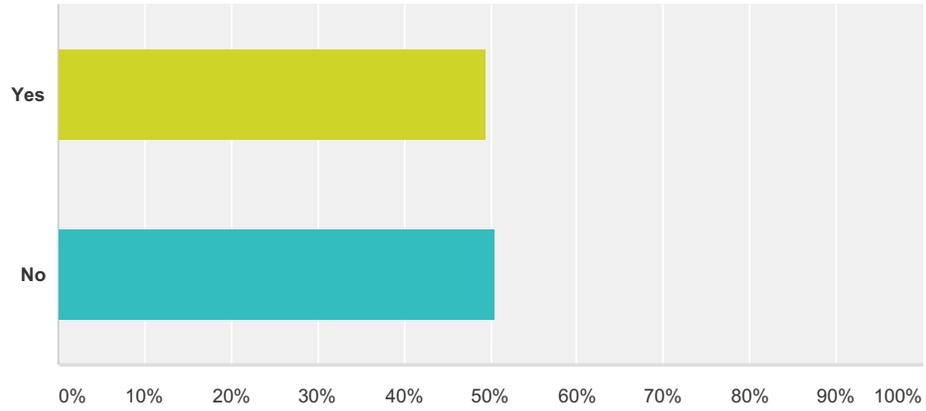
Answered: 400 Skipped: 0



Answer Choices	Responses
Yes	86.50% 346
No	13.50% 54
<b>Total</b>	<b>400</b>

**Q12 Would you be willing to pay an additional \$5.00 in race registration fees in order to receive 6-10 free high quality digital race photos of yourself?**

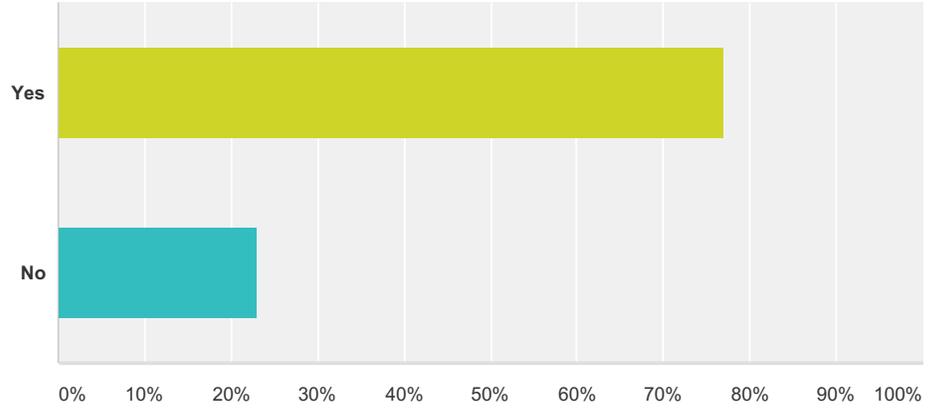
Answered: 400 Skipped: 0



Answer Choices	Responses	
Yes	49.50%	198
No	50.50%	202
<b>Total</b>		<b>400</b>

**Q13 If you saw photos of your friends enjoying a race, would you be more likely to do participate in that event in the future?**

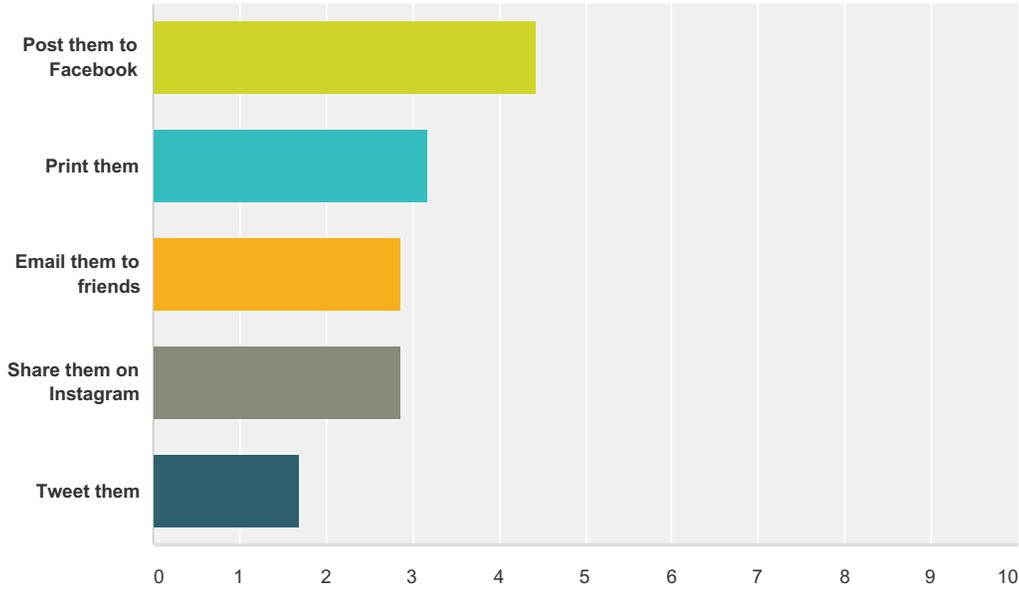
Answered: 400 Skipped: 0



Answer Choices	Responses	
Yes	77.00%	308
No	23.00%	92
<b>Total</b>		<b>400</b>

**Q14 If you received free digital photos of yourself from the race, what would you most likely do with them? (Please rank 1-5 with 1 being the most likely thing you would do with the photos.)**

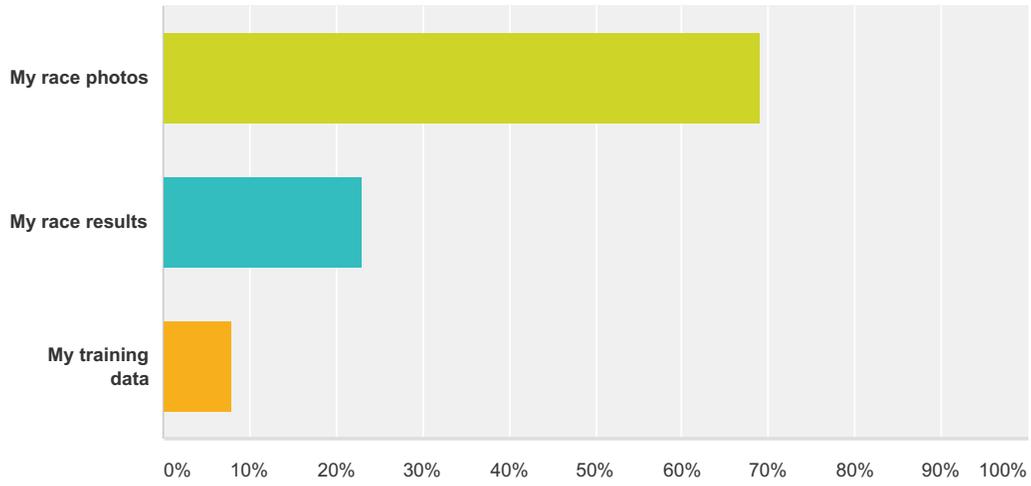
Answered: 400 Skipped: 0



	1	2	3	4	5	Total	Score
Post them to Facebook	64.00% 256	22.75% 91	7.75% 31	2.50% 10	3.00% 12	400	4.42
Print them	16.00% 64	26.75% 107	29.50% 118	14.50% 58	13.25% 53	400	3.18
Email them to friends	9.00% 36	18.75% 75	35.00% 140	22.75% 91	14.50% 58	400	2.85
Share them on Instagram	9.00% 36	27.50% 110	15.75% 63	35.00% 140	12.75% 51	400	2.85
Tweet them	2.00% 8	4.25% 17	12.00% 48	25.25% 101	56.50% 226	400	1.70

### Q15 What are you most likely to share on social media?

Answered: 400 Skipped: 0



Answer Choices	Responses
My race photos	69.00% 276
My race results	23.00% 92
My training data	8.00% 32
<b>Total</b>	<b>400</b>