



Group Thesis – Oslo Maraton

Bachelor of International Marketing

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14.5.12

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## Executive Summary

Fokus Bank Oslo Maraton is arranged every fall in the streets of Oslo, by the track and field club SK Vidar. Since the re-launch of the event in 2004 Fokus Bank Oslo Marathon has had an enormous growth in number of runners participating. Back in 2007, a bit over 4,300 runners attended the race – in 2011 over 16,000 runners finished. Fokus Bank Oslo Maraton wants to continue the growth and at the same time increase the number of international participants. This thesis has mainly been focused on how Fokus Bank Oslo Maraton should attract American runners and increase their brand awareness in the U.S.

Secondary data was collected through Running USA, to attain insight in the world of running and how people perceive a marathon with a cause to run for and cancer as this cause. We analyzed data from the Simmons One View database to find characteristics on runners in the U.S. Qualitative interviews was conducted with runners in and around New York City to better understand the research questions and lay the basis for our primary research. The online survey was distributed through several running forums, websites online, the running club New York Flyers and through the track and field team at Fordham University. The purpose of collecting these data was to gather information about how the Fokus Bank Oslo Maraton could reach out to, and get more American runners to participate in the race. The data was collected through Qualtrics.com an internet based research tool. The findings identified two main target segments, “marathon collectors” and “casual runners”.

After analyzing the data, recommendations were made on how the Fokus Bank Oslo Maraton most effectively could reach out to the American target segments. Through extensive use of social media, converting their existing Norwegian Facebook-, Twitter-, and web page to English and creating their own Ning - Social Network, the frameworks for the communication should be set. By implementing Grete Waits’ heritage, the fight against cancer as their core value to make a statement that the Fokus Bank Oslo Maraton is more than the average marathon. In addition to being a marathon with a significant reason to run, the Fokus Bank Oslo Maraton is most of all a beautiful marathon with an amazing course. This will be communicated through the new slogan: “The Fokus Bank Oslo Maraton, 26.2 miles of Beautiful Pain”

## Acknowledgements

In writing this thesis we have encountered challenges and problems we could not solve without the help and guidance we have received. Thank you to our two advisors Dr. Mary Long and Dr. Martin Topol for your exceptional guidance and patience. We would also like to thank Prof. Paul Kurnit for his superior advice regarding important marketing and advertising objectives. Last but not least a special thanks to Jostein Røraas and SK Vidar for excellent communication throughout the whole process in making this thesis. Every email has been responded, every request has been accepted, and every issue has been solved – making it a dream for us to cooperate and work with you.

Best,

Alexander, Bjørn Petter and Martin.

## Introduction

Fokus Bank Oslo Maraton (hereby referred to as the FBOM) is a 30-year-old marathon and is held in Oslo, Norway. It's the biggest marathon in Norway and is arranged each fall by the Norwegian sport club Sportsklubben Vidar. SK Vidar is a pure track and field club and besides arranging the FBOM, they arrange the "Bislett Games", which is a part of the Diamond League. The famous Norwegian runner Grete Waitz has been a member of the club.

The FBOM has around 16,000 runners each year divided over the 5 different distances; Marathon – 42,195 meters, Half Marathon – 21,100 meter, 10,000 meter, 3,000 meter and a children's race.

The number of participants has increased dramatically the past five years. In the period between 1994 and early 2000s Oslo Maraton suffered from declining participation. The interest started to rise again in 2004 when Grete and Jack Waitz alongside with SK Vidar took the initiative to revitalize the event. In 2008 6,300 people attended, and in 2011 the number was up to 16,075 from 70 different nations. 95% of those who finished were Norwegians.

The FBOM's objectives are to increase the number of international participants, and to increase their brand awareness internationally. In this thesis we have mainly concentrated on the American market. Oslo Maraton is more than just a race – it is a family event and a celebration of winners. This is the message Oslo Maraton want to communicate to the American market.

The corporate and company goal is to attract more runners, both professional and amateurs. By actively targeting these runners in the right way, the FBOM will hopefully end up as a "want to run marathon" for runners all over the world.

## **Business Review – The Fokus Bank Oslo Maraton**

As with most sporting events, the FBOM depends heavily on strong partners and sponsors.

Today the sponsors of the FBOM are:

### **Title Sponsor**

Fokus Bank (a branch of Danske Bank)

### **Main sponsors**

Kredinor (financial collection company)

G-Sport (Chain of sports equipment-stores)

Powerade (Sports drink by the Coca-Cola company)

Asics (Sports equipment manufacturer)

### **Media partners**

VG (Verdens Gang, Norways 2<sup>nd</sup> largest tabloid)

Radio Norge (Norways 2<sup>nd</sup> largest commercial radio channel)

The past few years several changes have been made to the races hosted by The FBOM. The 5k was replaced by a 3k, and the 10k has been renamed “10 for Grete” in honor of Grete Waitz. The distances the FBOM offers today has the past years got a stable number of participants.

## **The Main Event – Marathon/Long-Distance Race**

The FBOM is both a race and a way to self-realization. Many people believe that running a marathon or testing your limits in another way is important to prove for yourself that you are able to accomplish something great. There are many races, which put your strength and persistence to the test, and they all want to make you feel like you have accomplished a great achievement. The FBOM wants to emphasize, that no matter what time you finish in, you are still a winner. Completing such a test will give you the feeling of doing something big, something to be proud of, and for some; status among others.

## **The Fokus Bank Oslo Maraton's Business**

The FBOM operates in the business category marathons/sports events. The different distances they host provides fun and engagement for participants, but at the same time give them a challenge. The business category defined as “sports events” is broad. Running, cross-country skiing, and cycling represent the major sports events in the industry in Norway. The FBOM also competes with similar events like Birkebeiner Rittet/Rennet (Off-road cycling and cross-country Skiing), hill races, other marathons and shorter distance races. In the international arena the conditions are a little bit different. The World Marathon Majors are the dominant players in the market-- Berlin, London, New York, Chicago and Boston are the most popular races. The FBOM is small compared to these marathons. All the marathon majors attract a tremendous amount of participants (35,000-45,000). New York Marathon attracts the most; in 2011 45,000 participants finished the race. Stockholm, Amsterdam, Rotterdam and Hamburg also host popular marathons that attract 20,000-40,000 participants.

The competition among the different events is quite strong, and reputation and heritage are important factors to attract participants. Prize money and sponsorship is often used to attract professional runners – like other track and field events.

## Environmental Analysis (PESTLE)

In order to understand the environment in which FBOM competes, we use a pestle analysis, which divides the environment into six major categories.

### Political:

- The Mayor in Oslo and his office are extremely positive towards the FBOM.
- The city government facilitates different logistics around the city, help with police and traffic regulations, and create positive PR. (Dagbladet.no, Appendix A)
- The national political governance is very stable, and political turmoil is not present.

### Economic:

- The demographic trends of lower income for people across the globe will affect the number of international participants in the FBOM.
- The economic trends in both U.S and Europe are in decline. This past year the European economy has faced the belt-tightening effects of a decade of poor economic decisions. The United States is still struggling with the effects of the financial crisis.
- Increases in fuel prices make international flying more expensive, and effect people's willingness to travel.

### Social:

- Health is becoming more and more important, and getting more public attention in media across the globe. The attitude towards running is more positive than ever.
- Health is not the only reason to participate in a race. A survey conducted by *Runners World* in February 2011 indicates that running for a charity is a huge motivation for people to run a marathon. (Runners World, Appendix A)
- Increased travel caused by globalization is an important factor. People travel a lot more and the world is getting "smaller".



**Technological:**

- The expanding use of social media makes it easier to communicate with people across the globe, and get information about events.
- Access to participant data from other marathons and/or social media groups can make it easier to reach potential international participants.

**Legal:**

- Authorities in some countries require a medical certificate from a doctor from every participant – to be sure they are suited to run a marathon. This rule does not apply in Norway.

**Environmental:**

- Values: Hobbies are important to people, but the economic situation which both Europe and the United States are facing right now forces people to prioritize their spending.
- Running is not an expensive hobby, people might feel spending excessive amount of money to travel in support of their hobby is not appropriate.

**Customer Perspective**

The FBOM has races for everyone. Anyone can compete, either just for fun, or for honor and personal goals. The FBOM wants to attract international marathon runners competing in all categories. The split between male and female participants was about 59% male and 41% female in 2010, but in 2011 it was closer to 50/50.

The FBOM has had an increase in new participants the last couple of years. The largest increase has been among women in their mid-thirties.

## Segments

For the American market we have determined two different segments for The FBOM to target. We have named the first one “Marathon Collectors” and the other, “Casual Runners”.

<b><i>Attribute or Attitude importance by target market segments:</i></b>		
Segments		Top attributes or attitudes by importance
1	"Marathon Collectors"	International runners, male and female. Experienced/serious marathon runners. Travel around the world to experience new marathons.
2	"Casual Runners"	Everyday runners, which are less serious about their running. Wants to experience Oslo and have a good time running. Both male and female.

## The Competitive Environment

The FBOM competes with the 5 Marathon Majors and other large races in Europe. Below, we have provided further information about these races in comparison to the FBOM: (Sources Competition, Appendix A)

### Boston

When: Patriots Day, 3rd Monday in April

Participants: 26,895 (2010)

*Highest numbers of participants were the centennial in 1996 with 38,708 participants. The oldest marathon event still being held.*

### **London**

When: April 21<sup>st</sup>.

Participants: 36,459 (2010)

*Course has been the same since the beginning 31 years ago.*

### **Berlin**

When: Last weekend in September

Participants: 40,827 (2010)

*Flat profile*

### **Chicago**

When: October 7<sup>th</sup>.

Participants: 45,000

*Fast and flat route*

### **New York City**

When: 1st Sunday in November

Participants: 45,103 finishers (2010)

*Runs through all 5 boroughs.*

### **Analysis**

The 5 majors are five of the world's largest and most prestigious marathon events, and they get a lot of media attention. These events are events most marathoners strive to participate in, and the best of the best compete for large sums of money, publicity, and recognition within the marathon-world. The events are spread out through the year, and the autumn (September through November) marathons (Berlin, Chicago, and New York) are The FBOM main competitors amongst the five. The FBOM is arranged in the third week in September. Berlin and Chicago marathons are the ones that are most like the Oslo Maraton with a flat and fast course profile. All of the five are historic events and they will stay on top as the most sought after races.

## **Other Competitive Races**

### **Paris**

When: April 15<sup>th</sup>.

Participants: 37,000 (2010)

*The only one of the major marathons that requires a note from a doctor stating that the participant's physical condition is good enough to run a marathon. This is normal for all races in France. Paris is a "famous" city all over the world, and a popular destination for travel.*

### **Stockholm**

When: June 1<sup>st</sup>.

Participants: 20.000

*Two loops of a route with a slight difference. The event is pretty similar to the Oslo Maraton, which makes this one of the main competitors.*

### **Tromsø**

When: June

Participants: 4,250 (2011)

*Runs during midnight sun, which makes this a very special marathon event that can attract a lot of runners if they choose to expand, and focus their marketing of the event.*

### **Amsterdam**

When: October 21st (2012)

Participants: 31,463 (2010)

*Amsterdam airport (Schiphol) is one of the world's largest hubs for traveling which makes it accessible for American runners traveling to Europe. Amsterdam is a well-known city and is a common and convenient travel destination for Americans.*

**Rock 'n' Roll Marathon**

When: Different times in different locations

Participants: Varies in different locations

*Rock 'n' Roll Marathon Series is a worldwide marathon/music event that was originally founded in the United States. The series has 29 events in 2012, 25 in the United States and 4 in Europe. We have been told that they are planning to expand further, and Oslo is one of the locations they are moving into in June 2013.*

**Analysis**

All of the European marathon events are strong competitors for attracting American runners, no matter when the event is being held, the average American runners (maybe except "Marathon Collectors") will not travel more than once a year to European events. We consider the Stockholm, Rock 'n' Roll, and Tromsø marathons to be The FBOM main competitors. As Scandinavian events the FBOM and the other two share much of the culture, scenery, and experiences, which can make it "unnecessary" for American runners to attend more than one of the Scandinavian events. Amsterdam and Paris are also large competitors because of the "fame" of the cities and easy accessibility via multiple direct flights from the United States.

## **Problems and Opportunities**

In this section we will discuss problems and opportunities related to product, organizational structure and finance, and consumers.

The FBOM's road towards where they are today has been difficult. In the late 1990's they experienced difficult times. The number of participants had declined for many years, and at one point it was decided not to arrange the event at all. In the time period 2000-2004 the streets of Oslo were free for runners in September. This changed in 2004; SK Vidar, Jack-, and Grete Waitz took the initiative to revitalize the event, and this was the beginning of the FBOM we know today. The FBOM has had an enormous growth in number of participants, and they have the capacity to accommodate even more runners the upcoming years.

The course is quite flat and "easy", this makes it possible for runners to improve their personal best, and it could attract world record holders in an attempt to break the world record.

The FBOM has experienced low demand in the past, and this can happen again. In order to avoid new declines, they need to look for new ways to develop their products and branding, and adjust to market needs and demands. Changing the course and make it more interesting, or create hypes and draw attention from media using creative ideas could be possible ways of constantly refreshing the event.

## **Organizational Structure and Financial Situation**

When we look internally at the FBOM, we see a small organization. The FBOM is mostly organized by volunteers, and the budget is relatively small. This is a problem concerning several areas such as marketing, prize money and other money-funded activities. In other words, the FBOM has to find cost effective ways of conducting business. Today the FBOM's main sponsor is Fokus Bank. Signing sponsorship contracts with well-known brands, while also retaining existing deals, will be crucial to grow into a larger organization. If the FBOM can create a name for themselves, the sponsors will be easier to get, which could fix many of the monetary issues.

**Consumer and customer-review**

Discussed below is a short overview of what problems and opportunities the FBOM has regarding consumers.

At any given time running trends affect the interest and demand for participation in marathons. In later years we have witnessed a steady rise in marathon participation. Running a marathon has usually been something people did to attend a race or to beat their own time. Today more and more chooses to run marathons because of other reasons; surroundings, heritage, "collecting marathons", causes, the status, lifestyle trends, and so forth. For the FBOM this is a big opportunity – a marathon worth collecting. The FBOM offers beautiful surroundings, a whole festival around the event, a fast course and a significant reason to run. The FBOM has to make people aware of these benefits, if they don't want to be "just another marathon".

The number of participants in the FBOM continues to increase. By reaching for international participants, the FBOM can continue their growth. The problem is that not many know about the event internationally. To change this, the FBOM needs to specifically target international runners through advertisement and promotions.

**SWOT (SWTO):**

In order to easily understand the strengths, weaknesses, threats and opportunities, around the product and business we have used this table to set up a SWOT (SWTO) analysis.

#	Strengths	Weaknesses	Threats	Opportunities
Product				
1	Variety of races; Children's race, 3km, 10km, half marathon and full marathon	Few participants in the full-length marathon category.	Major marathons attract 10,000s of people to the full-marathon	Wider interest. Can be a family trip.
2	Two laps around the same course makes it easier to arrange the event	Makes the course less interesting	Other marathons usually have better layouts of their courses that attracts a lot of runners	Might be possible to expand the course.
3	Flat course, possible to beat previous marathon records	Not challenging enough for professional marathoners.	Other marathons may attract the professional marathoners that seek more challenging and prestigious courses	Easier to attract nonprofessional marathoners with an easier course. More people will feel comfortable entering a marathon with an easier course
Brand/Organization				
1	Largest marathon event in Norway	Large in Norway is still small on an international scale	Tromsø Midnight Sun Marathon is more unique (race during the night with midnight sun)	Oslo is a larger city with room for a lot more participants.
2	The marathon was revitalized by Grete Waitz, who was a famous marathoner	Unfortunately she passed away in 2011 and cannot be a spokesperson for the marathon anymore	By using Grete's name and heritage, everyone not familiar with Grete will distance them self even more from the FBOM.	Using Grete Waitz's name, a name known in the US (at least by the potential participants).



## Target Market Segments

The FBOM's primary target market are individual marathon collectors who travel around the world running marathons. This group is characterized as serious marathon runners with high ambitions. The secondary target market is less serious marathoners, with intentions to have a good time running, experience a new place and achieve a personal goal.

The target market segments we have suggested are selected based on secondary data collected at Simmons One-View database of runners in the United States, the annual running report collected by Running USA (RUSA), and primary data collected by us.

The criteria for the selection on Simmons-One-View were; individuals who run whenever they have a chance and have an active lifestyle, positive attitude towards travelling, high household income, highly educated, and working full or part time. The criteria were chosen based on available data on Simmons-One-View that matched the profile of an active runner of the FBOM. The result was a sample of 25,318 runners weighted to represent 221,841.

The survey conducted by Running USA in 2011 shows that the significant part of marathon runners, both women and men, are aged between 25 and 54 years. The survey also states that today's core runners in the United States are highly educated. 77.2% have earned a college diploma, which is way higher than the national average in the United States. 72.9% report a household income of more than \$75,000. The runners are motivated to run as a means to stay in shape, relieve stress and stay healthy.

An important consideration to note is the increase in popularity for half-marathons. Since 2000, the number of participants in half-marathons has grown by more than 10% per year (from 482,000 in 2000 to 1,385,000 in 2010). Women are leading the way in this category; in 2010 59% of the finishers were women

The annual survey conducted by Running USA also provides data about the typical American female and male runner. Demographics, running history, running routine, running preferences and motivation are all detailed explained below.

**Typical U.S. Female Runner (RUSA)**

## Demographics:

- Average Age: 38.5
- 63.2% Married
- 78.2% College educated
- 70.3% Earn a household income of \$75,000+

## Running History:

- Average number of years running: 9.9 years
- Average number of running events participated in during the last 12 months: 7.2 events
- 51.8% have completed 1 marathon or more in their lifetime

## Running Routine:

- 70.4% Run/Jog 4+ hours each week
- 77.7% run 12 months a year
- Average number of days run per week: 4.0
- Average number of miles run per week: 21.9
- 66.1% describe themselves as 'Frequent/Fitness Runners'

## Running Preferences:

- Favorite race distance is the Half-Marathon (39.0%)
- Interested in entering next year: Half-Marathon (77.0%), 5K (57.3%), 10K (56.0%), Marathon (43.3%)

## Motivation:

- Primary motivation to start running: For Exercise (25.0%), Weight Concerns (14.5%), Needed a New
- Challenge (9.3%)
- Motivation to continue to run: Staying in Shape (76.8%), Staying Healthy (74.2%), Relieving Stress (64.4%)

**Typical U.S. Male Runner (RUSA)**

## Demographics:

- Average Age: 43.6
- 71.0% Married
- 76.2% College educated
- 76.0% Earn a household income of \$75,000+

## Running History:

- Average number of years running: 14.2 years
- Average number of running events participated in during the last 12 months: 8.7 events
- 66.5% have completed 1 marathon or more in their lifetime

## Running Routine:

- 75.1% Run/Jog 4+ hours each week
- 80.9% run 12 months a year
- Average number of days run per week: 4.3
- Average number of miles run per week: 27.2
- 58.9% describe themselves as 'Frequent/Fitness Runners' and 30.8% as 'Serious Competitive Runners'

## Running Preferences:

- Favorite race distance is the Half-Marathon (35.2%)
- Interested in entering next year: Half-Marathon (70.4%), 5K (57.1%), 10K (55.0%), Marathon (53.2%)

## Motivation:

- Primary motivation to start running: For Exercise (22.4%), Weight Concerns (13.6%),
- Competed in School and Never Stopped (11.3%)

- Motivation to continue to run: Staying in Shape (75.2%), Staying Healthy (71.1%), and Having Fun (62.0%)

Based on the secondary data have we formulated these two target market segments:

- **Marathon collectors in the US**

- High household income [\$75,000+]
- Male and female
- Age: 24 to 54
- Positive attitude towards travel in Europe/Scandinavia
- High education
- One time runners (of Oslo Maraton) + repeaters
- Run 30-60++ miles a week
- Have attended more than 3 marathons/half-marathons the past 3 years
- Serious runners
- Participates in races all over the world
- Serious competing

- **Casual Runners in the US**

- High income [\$100,000+]
- Age: 24 - 54
- Male and female
- Well educated
- Run less than 30 miles a week
- Less experienced and serious
- Positive attitude towards travel
- Run less than 30 miles per week
- Have attended less than 3 marathons/half-marathons the past 3 years
- Less serious and experienced runners
- Run for fun

## Positioning:

The FBOM should try to position itself as more than just the average marathon. When the average person thinks about the FBOM their thoughts should be filled with so much more than just “a marathon”.

Oslo is one of the world’s most beautiful cities. The marathon course runs along some of Oslo’s most amazing tourist attractions, and while running the participants can see the attractions up close.

In addition to being one of the world’s most beautiful marathons, the FBOM was made famous by the Norwegian, world-class athlete Grete Waitz. She died of cancer in 2011, and spent her last years fighting cancer. Since FBOM has close relations to Grete, it should be natural for them to engage in her fight against cancer. The FBOM has the opportunity to be associated with a cause greater than just accomplishing something for the participants individually – instead of just running for a new personal record or self-realization – you also run for the fight against cancer. Imagine running for a great cause while you experience one of the world’s most beautiful cities and have the opportunity to get a new record because of the fast track course.

### **Reaching out to the “Marathon Collectors” and “Casual Runners”:**

The FBOM’s target is the person who loves to run, with the urge to accomplish something big for a cause that matters in beautiful surroundings. We suggest targeting the “marathon collectors”, who wants to broaden their marathon horizon. Further we want these runners to feel that the FBOM is one of the marathons you have to “collect”, in order to be a real marathoner. We also suggest targeting the runners who want to run their first, or one of their first marathons. What would be a better place to start your “marathon-career” than at a beautiful marathon with fast course – great for new record, and a cause worth fighting for!

### **Benefits from running the FBOM:**

The runner gets more than just a new record to brag about or the satisfaction of running a whole marathon. He or she shows that they care about something much bigger than themselves, when running to support the fight against such an awful disease as cancer. In

addition to prestige and the feeling of accomplishing something great, you run for a cause larger than life. Another aspect of the benefits is that while running the course, you get to see all the beautiful tourist attractions of Oslo. You get the benefit of a sightseeing tour while running. On the way you see the beautiful Oslo Fjord, as well as the beautiful buildings, such as the Norwegian Opera House. The FBOM is going to be a marathon you must have under your belt in order to be a proud marathoner.

**Ownership:**

We want the runners to feel part of something big. While running the marathon you participate in a fight bigger than yourself and your own motives. In addition, the marathon collectors have bragging rights for running the Fokus Bank Oslo Maraton; “26.2 miles of beautiful pain” the marathon collector should be proud to have it in his or her portfolio, and when one marathon collector has it, others might want it as well. We want the participants to be as proud of “collecting” the FBOM as one of the marathon majors.

## Research and Research Design

In this section you will find the framework for our research based on research design from the book Marketing Research (Malhotra, Naresh K. 2010)

**1. Problem definition:****Management decision problem:**

What should be done to increase the number of Americans running in the FBOM?

**Marketing research problem:**

- Determine which type of U.S. runners the FBOM should target to gain market share in the international race market, and which means are the best to meet the goal of becoming a large international race event.
- Which factors are the most important to attract U.S. runners to the FBOM?
- What is the best way to attract these runners to the FBOM?
- What do U.S. runners consider as important factors when choosing a marathon?

- What are U.S. runners' attitudes towards travel and traveling outside the U.S. for a marathon?
- Who should the FBOM target? (Habits/psychographics/demographics)
- How to target them?
- How do runners find out about marathons?

## 2. Theoretical Framework:

To determine the approach to the problem we have adopted an objective/theoretical framework, which requires a degree of creativity as researchers. A basic consumer behavior model is used to explain the runners' decision-making process for choosing a marathon (Figure 1.1, Appendix B)

The model of consumer decision making process (Figure 1.1, Appendix B) depicts which factors a runner find important to start the process of choosing a marathon – and on what basis runners in the U.S. choose where to participate in a race.

The *input* component of the consumer decision-making model shows external influences that serve as sources for information for the consumer about the FBOM related to values, attitudes and behavior. The FBOM's marketing efforts is their attempt to reach, inform and persuade customers.

Sociocultural input is very important. A comment from a friend, an article in a magazine, or influence from a member in a runners club are factors that may determine whether or not the consumer goes deeper in to the decision making process. This could also be referred to as word-of-mouth.

The next step of the model defines the *process* part. The "need recognition" is most likely to occur when the consumer is faced with a "problem". "Where am I going to run next year?" The consumer starts the pre-purchase search and depending on earlier experience (psychological field) and new information the consumer starts the evaluation of alternatives. When evaluating the different alternatives the consumer tends to use two different types of information. The

first is evoked set, which is a list of marathons he or she will consider; the second is the criteria he or she will use to evaluate each marathon.

The *output* part is when the consumer applies to the race, participates, and decides to run it again. The post-purchase evaluation is now an experience used to evaluate other races.

### **Research questions:**

RQ1: What drives runners to travel to marathons?

RQ2: Which channels should the FBOM utilize to reach American runners?

RQ3: What is the main reason for people running?

RQ4: How well is the FBOM recognized as brand/race?

RQ5: Who is most likely to travel to Oslo for running a race?

### **3. Research Design:**

Below we describe the different research methods used for this study.

Exploratory research design:

- Secondary data for the U.S. (Simmons OneView, and Running USA's Annual Marathon Report, 2011, Rite Aid Cleveland Marathon Survey). (Internet Sources, Appendix A)
- Qualitative research (interview with runners and staff in runners stores) to develop understanding of running motivations and behavior. The qualitative research was used to help guide the formulation of a questionnaire for the descriptive research. (Depth interviews, Appendix B)

Descriptive research design:

- Quantitative data from a survey of American runners. (Online survey, Appendix B)  
The quantitative data was collected through the New York based runners club, NY Flyers, Marathon/Running pages on Facebook.com, and through international/American



running forums online like the “Running Times”, “Lets Run”, and “active.com”. (Posts on online forums/Facebook.com, Appendix B)

## Sales Objectives

In defining the Sales Objectives have we chosen to use two different approaches; *outside macro* approach and *inside macro* approach. The outside macro approach is based on the total market sales history and the FBOM market share history. The inside macro approach is based on internal numbers and the output of this is our sales projections for the next three years. We have used the straight-trend-line projection to calculate the projected increase of market-share/volume for the FBOM the next three years. The process for developing our projections was as follows:

- Used the average of the last five years sales/participants to estimate the upcoming years.
- The numbers from 2012 is based on numbers of participants that have applied so far this year.
- Then applied a bottom-up-model with quantitative data used to adjust the projections (sales trends, industry sales)

This analysis gives us an indication of how much the FBOM will increase sales in the upcoming years, and what position they will have in the market in terms of shares. Due to restricted sources of information we have made some assumptions in our projection of sales objectives. There are the assumptions we took:

- The market is based on the FBOM's seven largest competitors in Europe; Berlin Marathon, London Marathon, Paris Marathon, Amsterdam Marathon, Rotterdam Marathon, Stockholm Marathon and Hamburg Marathon
- Revenues and total market sales volume are based on numbers of participants in the different marathons
- Every marathon has a different entry-fee, which also differs depending on what time the participant applies – we therefore standardized the fee for every event to be \$100.
- In the inside macro approach have we used an average price in which the customer generates in sales.

- Using the inside micro approach we based our projections on the same numbers as in the macro approach, and determined projections from the bottom based on geographical area where the customer/participant originates from. Based on the existing customer-base we have divided the geographical areas in to six categories:
  - Norwegians
  - Other Scandinavians
  - Other Europe
  - Asia
  - North America
  - Rest of the World

Logically our estimations must be considered with a certain amount of discretion because of the inaccuracy in the number. On the other hand, this gives us a good overview of what position the FBOM has in the market today and some prediction of where they will be moving the next years.

We have also taken some qualitative assumptions in projecting sales for 2012, but since the number do not differ that much, we have chosen not to use this adjustment in our final sales objectives.

## **Final Sales Objective**

### **Short Term (One Year)**

1. Increase the total dollar sales by 10.94% and number of participants with 11.1% over the previous year, from \$1,596,256 to \$1,792,312, and from 17,483 to 19,666.

### **Long Term**

1. Increase the total sales 9.89% and number of participants with 9.89% from 2013 to 2014. From \$1,792,312 to \$1,988,368, and from 19,666 to 21,849.
2. Increase the total sales 8.98% and number of participant with 9.08% from 2014 to 2015, from \$1,988,368 to \$2,184,424 and 21,896 to 24,042.

Three years Sales Projections (\$)			
In \$			
Year	Market Sales (\$)	Comp. Share Market	Company Sales (\$)
2013	24,769,000	7.24%	1,792,312
2014	25,540,000	7.79%	1,988,368
2015	26,320,000	8.30%	2,184,424

Three years Sales Projections (# Participants)			
Year	Market Sales # Participants	Company Unit SOM	Company Sales Units
2013	247,690	7.94%	19,666
2014	255,400	8.55%	21,849
2015	263,200	9.10%	24,032

Market Sales Volume Company (Europe)					
Year	Sales \$	% Change from prev. year		# Participants	% Change from prev. year
2007	19,300,000	-		193,000	-
2008	20,000,000	3.5%		200,000	3.5%
2009	21,350,000	6.32%		213,500	6.32%
2010	22,700,000	5.94%		227,000	5.94%
2011	23,200,000	2.15%		232,000	2.15%
2012	23,980,000	3.25%		239,800	3.25%
Projections for the next three years					
2013	24,760,000	3.19%		247,690	3.19%
2014	25,540,000	3.02%		255,400	3.02%
2015	26,320,000	2.96%		263,200	2.96%

Company Sales Volume					
Year	Sales \$	% Change from prev. year		# Participants	% Change from prev. year
2007	419,916	29.84%		4384	30.63%
2008	539,780	22.21%		6012	27.08%
2009	996,370	45.82%		10,923	44.96%
2010	1,405,142	32.64%		15,354	28.86%
2011	1,400,200	-0.04%		15,300	-0.04%
2012	1,596,256	12.28%		17,483	12.49%
Projections for the next three years					
2013	1,792,312	10.94%		19,666	11.1%
2014	1,988,368	9.86%		21,849	9.99%
2015	2,184,424	8.98%		24,032	9.08%

# Research Results

## Objective

The objective of the research conducted was to understand what should be done to increase the number of American participant in the FBOM.

## Methodology

Exploratory research:

- Secondary data collected (Internet sources, Appendix A):
  - o Simmons One-View
    - Running USA's Annual Marathon Report, 2011
    - Rite Aid Cleveland Marathon Survey
- Qualitative interviews with 6 runners and employees in runner stores. (Depth interviews, Appendix B)

Descriptive research:

- Quantitative online survey (Online survey, Appendix B)
  - Qualitrics.com were used as a survey tool
  - The survey was conducted in April 2012
  - The survey was completed by American individuals
  - Fielded to:
    - Track and field students at Fordham University
    - Members of the New York Flyers
    - Users of Runners World Online Forum, Run Down Online Forum +++
    - Members of running/marathon pages on Facebook.com
  - 168 respondents – 154 valid – 14 invalid.

### Sample Demographics

Gender	Frequency	Percentage	Valid Percentage
Male	60	39	49.6
Female	61	39.6	50.4
Missing	33	21.4	
Total valid	121	78.6	100

Age	Frequency	Percentage	Valid Percentage
Under 19	1	0.6	0.8
20 - 24	21	13.6	17.4
25 - 29	15	9.7	12.4
30 - 34	18	11.7	14.9
35 - 39	19	12.3	15.7
40 - 44	18	11.7	14.9
45 - 49	10	6.5	8.3
50 - 54	11	7.1	9.1
55 - 59	4	2.6	3.3
60 - 64	3	1.9	2.5
65 - 69	1	0.6	0.8
70+	0	0	0
Missing	33	21.4	
Total valid	121	78.6	100

### Brief summary

We started our research by collecting secondary data to help us getting background information and data about runners in the U.S. in terms of demographics, interest, reasons for running, etc.

Based on the secondary data we designed an interview guide and started doing one on one interviews of both professional and amateur runners, as well as running store employees. In total we talked to 6 people. When meeting runners we visited Central Park, talked to runners along the Hudson River, employees in running stores, and people running the “All State Half-Marathon” in Queens, NY.

Our overall impression from the interviews was that runners had little or no knowledge of the FBOM - on the other hand, almost everyone recalled Grete Waitz. One of the older runners mentioned that they had seen her training in Central Park many years ago. Heritage and running for a cause, along with a fun experience was, according to our interview respondents, much more important than entry-fee.

Some quotes from our interviews with runners:

“I would love to run in Oslo, I’ve heard so much nice about the city” – Dan, 54 Years old.

“Grete Waitz; maybe the most incredible runner New York Marathon ever has had participating” – Carl, 52 years old.

The more experienced runners emphasized the importance of the possibility to beat their own personal best time. These runners felt that the New York City Marathon, which most of them had run, has a tough course making it hard to get a new “personal best”.

The quantitative research consisted of 37 questions in an online survey, but with some skips making the total a bit less depending on how the respondent answered. The survey was launched on Thursday April 12, 2012.

The survey is the main basis for our recommendations to the FBOM, and was aimed towards American runners. The survey is naturally not representative of all runners, but gives an indication that will be helpful to determine marketing efforts needed to attract American runners to Norway. The respondents responded to the survey on a voluntarily basis, and did not get any payment from either Qualtrics or us. All the respondents had the chance to

participate in a raffle to win a \$25 gift card from Amazon.com. Five of the respondents were picked at random and were sent their gift cards.

We have used a non-probability sampling technique with a convenience sample. Both runners we interviewed in person, and people taking the online survey can be considered a convenience samples. We targeted runners/marathoners by approaching them, and those responding to the survey in runner forums were self-selected.

## **Key Findings & Conclusions**

### **RQ 1:**

The most important factors for the segments “Marathon Collectors” and “Casual Runners” combined is the location of the race, having a fun race experience, the entry-fee, and the course difficulty (Table 2.1 – 2.1 / Chart 2.1, Appendix B).

### **RQ 2:**

The most important sources of information for both segments are through; running websites, internet search, the race’s website, Word-of-Mouth, and runners clubs (Table 3.2, 3.4, 3.5, 3.6, 3.7, Appendix B). 3 of the 5 most important sources of information are online – which is a good indication that online advertising and promotion should be in focus for the FBOM. With the extensive use of social media in the U.S. today it is likely that Word-of-Mouth and the information from runners clubs are also communicated online, but our research cannot back this up.

### **RQ 3:**

Both segments mostly run for the same reasons; fun, preparation for races, and to relieve stress. However, a larger group of the “Casual Runners” runs for health reasons with 81.5% compared to the Marathon Collectors at 64.9% (Table 4.2, 4.3, 4.4, 4.5, Appendix B).

### **RQ 4:**

The knowledge of the Oslo Maraton amongst American runners is not that great. Only 32.4% of the “Marathon Collectors” had heard of the event, while 26.4% of the two segments combined had heard of it in some context (Table 5.1, Appendix B).



Compared to the other large European marathons the brand awareness is low, and needs to be increased.

**RQ 5:**

Out of the respondents in the combined segments 66.7% answered yes or maybe to whether they would consider traveling to Scandinavia to run in a race (Table 6.1, Appendix B). The “Marathon Collectors” have traveled more to foreign races the past 3 years (Table 6.2, Appendix B).

To attract American runners to the FBOM, the focus of the advertising/promotion should be on promoting the scenery and the sightseeing opportunities of the event. Economy and expenses are also very important to American runners, and a “package deal” with hotel/flight, etc. could attract a larger number of attendees. (Chart 6.1, Appendix B)

All research and findings are to be found in the appendix.

## Recommendations

Through extensive primary research and analyzing reliable secondary data, we have come up with a variety of recommendations that will help the FBOM increase their number of American participants. Our recommendations are meant to be guidelines and proposals to use in their strategy to attract more international runners. These recommendations are primarily made with focus on the American market, but it can help the FBOM attract even more runners from all around the world.

### Travel Package

Our research showed that 39% of our identified segments found a package deal as an important reason to choose the FBOM and Norway as a travel destination (Chart 6.1, Appendix B). We recommend that FBOM enter an agreement with a travel agency, offering American customers a U.S package deal including; hotel, airfare, transportation to/from the airport in Norway, an optional guided tour in Oslo and of course the entry fee. Considering Norwegian Airlines new cross Atlantic flight from Oslo to New York in the first quarter of 2013, the competition on the route will be higher in which will decrease the prices. Norwegian has previously stated that they will offer prices as low as \$330 (Dinside.no, Appendix A). A single bedded hotel room for two persons varies from \$700 to \$1800 for seven days in September. The costs of a round-trip from Oslo Airport Gardermoen, to the city center will be approximately \$60 (Flytoget.no, Appendix A), and sightseeing \$45 (Visitoslo.no, Appendix A). We can assume that the costs for hotel, airfare, transportation and sightseeing in total will be around \$1,300 – if the customer decides to order early. The survey showed that the respondents were willing to pay between \$1,140 and \$1,390 for a package deal including all the elements referred to above (Table 8.1, Appendix B).

### Entry promotion for American Runners

64% of the segments we identified in our survey answered that entry-fee was an important race attribute (Table 2.5 / Chart 2.1, Appendix B). As a promotional tool, we recommend that American runners who register for the marathon before 1<sup>st</sup> of February 2013 get the entry fee for free. Offering a free entre-fee would be a good start to attract American participants. It is

important to see this as a long-term effort. Our research identified Word-of-mouth as very important, and subconscious crowd sourcing (outsourcing to an undefined public) can be the recipe for the FBOM to further increase number of international participants. *One* satisfied customer can mean several new customers the following year, and word-of-mouth was according to our survey the most important influence for the respondents in learning about races they enter.

## **Website**

In determining which marketing communication tools the FBOM should apply in the United States, we have built our recommendations on the existing marketing and public relation strategy.

One of the most important channel of communication for the FBOM is their website, our research showed that 54% of the segments we identified found the webpage to be the most important channel of communication (Table 3.5, Appendix B). This is where participants/customers can find information about the race, apply, get news and updates etc. Considering the relatively small marketing budget the FBOM has, they need to utilize alternative (low-cost) methods to reach their target audience. The respondents ranked Internet search and running websites and race websites are the second, third and fourth most used sources for discovering and learning about races, making this channel extremely important for the FBOM.

The English website the FBOM has today provides limited information. An international website with regular news, detailed information about the race, offers and package deals, and an easy way to apply to the race is essential and basic. The URL is Norwegian (en.oslomaraton.no) and this makes it hard for a person in the United States to look it up. The page and its functions do not work in Google Chrome, and the updates of news are non-existing.

For the FBOM to succeed in the American market they need to provide a website that is functional, updated frequently with relevant information and easy to access for both the U.S. consumers and other international participants/spectators.

First priority should be to acquire a .com domain, [www.oslomaraton.com](http://www.oslomaraton.com) and [www.oslomarathon.com](http://www.oslomarathon.com), which directs to the “correct” page. This is an essential step towards an “internationalization” of the FBOM. A .com website will make the information flow towards the markets outside of Norway much more accessible for the international markets.

A total redesign of the homepage may be required – but it should not be too expensive. The website is the most important channel of information, and spending a couple of thousand dollars on design will leverage itself by having satisfied customers.

Registration/applying for the races are today done through the website. The prices are listed in Norwegian Kroner – we suggest that an easier way of applying be implemented and that the prices be listed in local currency for the international participant. This will make it easier and more convenient for international runners to register for the FBOM.

### **Grete Waitz and the Cancer cause**

42,86% of the respondents in our survey stated that they would like to run a marathon in order to support a cause (Table 9.1, Appendix B). And Runners world USA’s report stated that 86% of their respondents ran for a cancer charity event each year (Runners World, Appendix A). Our survey also concluded that cancer was the number one cause to run for (Table 9.2, Appendix B). As mentioned earlier Grete Waitz revitalized the FBOM back in 2004. Grete Waitz, who was one of the world’s most famous marathon runners, and one of Norway’s best-known athletes, died of cancer in 2011. Grete Waitz is especially well known in the U.S. She has won the New York City Marathon 9 times and was close to the Marathons Organizer Fred Lebow. Fred Lebow also died of cancer, and during his last year alive, Grete Waitz ran his last New York City Marathon by his side. Gret Waitz was the big front figure for Adidas’s campaign during the New York City marathon and has an enormous potential to make the FBOM known in the U.S.

Grete Waitz is associated with the fight against cancer and by using her as their front figure the FBOM has everything to win. First of all we recommend calling the marathon “Grete’s Double”. Unofficially calling it by this name, or as a tagline will communicate this in a powerful way, and there will be no doubt that, Grete Waitz’s heritage will effectively enhance the FBOM top of

mind position. The FBOM provides a much greater cause than just a marathon, associated with an elite athlete and a significant reason to run.

Today, there is a possibility to pay an extra amount, in order to run for the “Active against cancer team” (Team Aktiv). This option is limited to 250 places, which should be expanded to facilitate more runners. 35 % of our respondents that would run for a cause said they were willing to pay an extra fee of between \$26 and \$61 if the proceedings went towards a good cause (Table 9.3, Appendix B).

## **Social Media**

Social media as a communication channel has become more and more important in the last five years. A study conducted by Syncapse.com (Vg.no, Appendix A) says that every “like” on Facebook is worth about \$100-\$160 in extra sales for a company.

Social media, even though it is a digital form, can be described as word of mouth. 72.5 % of the segments we identified found the word of mouth to be the most important channel of communication (Table 3.6, Appendix B).

We recommend an extensive use of social media. The FBOM has done a good job so far by implementing Facebook.com and Twitter in their communication towards the Norwegian market, but there is still a long way to go to reach out to the international masses. A similar social media strategy as the Norwegian one should be applied with the intention to reach the international market. While creating an English Twitter account and Facebook page with relevant updates and elements, the FBOM should also implement a Ning network, in the international communication strategy.

Frequent news about possible package deals, race info, general running tips, contests, etc. should be posted on the website and on Twitter and Facebook with links to the website. The FBOM should keep a regular flow of information tailored to seasonal changes with a peak before September when the race is held.

The FBOM must utilize this opportunity in social media and use it in their favor. A lot of the information and news provided on the Norwegian pages can be translated and posted on similar English accounts. The Norwegian Facebook page has over 6.500 followers. One of the biggest competitors, Stockholm Marathon, has only 2.600 followers on their Swedish Facebook page, and no English version. The FBOM can be the first capitol-marathon in Scandinavia having an English Facebook page – and they ought to seize that opportunity. A few suggestions for the Facebook page are; Training programs specially tailored for the FBOM and events where American Runners can meet and run together in e.g. New York, contests where “likers” can tag them self in a picture and win running/gear, entry-fee, travel package, or other promotional prizes can be a fun way to engage the members of the group and create certain hype.

For the Twitter account the current situation is a bit different – it only has 300 followers, a number, which is very low, even in a Norwegian context. Even though social media is a good low-cost way of communicating, it needs a great amount of attention to succeed. By actively engaging in the use of social media, we believe the FBOM can capture a large base of followers on an English Twitter account as well. The twitter account can be used to share information, have a dialogue with followers/runners/other marathons/sponsors etc., and challenge famous athletes and celebrities to participate in the races.

To create brand experience and customer loyalty through social media it is smart to look at other businesses and individuals who have been successful in the past. By learning from others and adapting strategies that have worked before the FBOM can slowly build up their base of followers and further expand internationally.

McDonalds Canada gained 9,503 new followers with the usage of a promoted account. The budget for the campaign was only \$15,000, and the use of diverse hash-tags made them reach the targets they aimed for.

As a promotional tool, the FBOM can use our slogan recommendation #beautifulpain as a hash-tag when twittering new posts or promoting sponsors. A promotional account will, as we can see it, not be necessary for the FBOM in the beginning, but it can be something to consider later on.

Social media is also a perfect tool for two-way communication with the customer/participant and can be used to answer relevant questions. By engaging in dialogs with runners in the U.S. and respond to tweets talking about the event, the FBOM can steadily build customer relations. A conversation can be converted in to action(s).

Posting live feeds about timing/GPS tracking on the participants Twitter or Facebook account (during the race) could be a possible new way of using use social media. The participant could sign up for a live news-feed where race information like; time, where the participant is in the course, and final time of the lap is posted directly on the participants Twitter or Facebook account during the race. Friends and family can then follow the participant, and make comments during the race.

Another possibility is to create a Ning account. Ning is a tool that let you create your own social network. A Ning social network is almost like Facebook.com, the difference is that the FBOM “is” the social network itself. Users who join the network can create their own profile, share pictures, stories, join groups and write in the forum. This will be a place to meet for everyone that has a connection to the FBOM.

The FBOM Ning network will be a place where members can meet other runner from around the world. They can share their running experiences with others, join running groups within the network who run together to train for the marathon. It is a perfect place to brag about your earlier achievement in Oslo, show pictures, share personal records, and give and get tips on running. People from all the world, can meet each other on this site, find friends to travel to Norway with, do their regular running workouts with or just meet likeminded people with a common interest; the Fokus Bank Oslo Maraton. The Ning network offers the opportunity for people to arrange group trips to Oslo and may end up in friendships for life. The main point of the Ning network will be to gather people on this common platform where their profile and most importantly the FBOM becomes a part of their identity.

The FBOM should implement this network as soon as possible. Invite everyone from Twitter, Facebook and the website to join. There are very few marathons out there who provides this to their participants and fans, so by offering this now, the FBOM can create awareness around the

marathon in addition to create a large customer base which is easy to reach through this network.

Another tool to make the use of social media easier and more efficient is a tool called HootSuite. HootSuite is a program/website that lets you gather all of your social media accounts in one place. HootSuite links together, Facebook and Twitter account, so that the FBOM can have a full overview of what is going on their different accounts. You can see all the “tags” on Facebook displayed in a simple analysis. Mentions on twitter are shown in the same way, and by seeing these mentions in one place, it will be very easy to respond on everything in a short period of time. HootSuite also provides the option to send messages, updates, news, and promotions at specific times and dates in the future across all platforms. This means that Friday night before leaving work, a message to all “Facebook friends” at Saturday evening, can be written and made ready to send and HootSuite will do the rest, by sending the information through both accounts.

The analyzing tool also creates a nice opportunity to monitor brand awareness, responses to news and promotions communicated to the target markets. By implementing this now the FBOM can manage all account with minimal effort and at the same time create consistency across all platforms. No twitter user will miss out on a great deal, even though he is not a Facebook user.

In summary, we recommend that the FBOM adopt a tailored, totally integrated web-strategy where the website, Twitter and Facebook are seamed together. All information is consistent, and posted on the three channels at the same time. This will ease the communication and make it transparent to the customer. The information posted on Twitter and Facebook should contain links generating traffic to the website. A sleek design should be applied on the website. All official news and posts needs to be sent out with “the same voice”.

## **Slogan**

In our research we found beautiful scenery and sightseeing as the most important and third most important reason when choosing to travel to Norway, to participate in the FBOM (Table



6.1, Appendix B). Oslo is a city with beautiful scenery. The course runs along the beautiful Oslo fjord, the Norwegian parliament, the royal palace, the beautiful Oslo harbor, the Norwegian opera house, and other amazing sights (Oslo Maraton.no, Appendix A). You can experience many of the city's tourist attractions, the wonderful architecture, and the amazing landscape. There is beauty all around, but this is still a marathon, and a marathon equals pain.

On the other hand, because of this wonderful scenery it is beautiful pain, every step of the way. To effectively communicate the beauty to everyone that emphasize this as a main reason to travel, we suggest using the slogan: "Fokus Bank Oslo Marathon – 26.2 miles of Beautiful pain!". The FBOM sends out a message stating the celebration of the marathon, the beautiful scenery, and acknowledges the cancer commitment the FBOM emphasizes in one simple line.

A catchy slogan is important in advertising and promotions, and can add an attribute to the brand name. We have also come up with a few other suggestions for slogans towards the U.S. market.

- Oslo Maraton – *beautiful pain*
- Oslo Maraton – *run it, live it, love it!*

*Run it, live it, love it* simply states the joy, engagement, happiness, and festival that the FBOM creates.

### **Bringing in high profiled athletes**

Something special needs to be done for the FBOM to really get the attention from runners in the U.S. To attract a well-known American celebrity or athlete, who is not necessarily a marathoner, to come to run in a race would be a good PR-stunt. Lance Armstrong would be the perfect candidate. He has personally been diagnosed with cancer and survived, after doing so (and winning the Tour de France seven times) he has actively been fighting cancer through his foundation LIVESTRONG. Armstrong is also a fairly good triathlete, and it is not unlikely for him to compete in a marathon. Oslo is also a symbolic city for Armstrong – it was in there he won his world championship title in 1993. The idea of getting such a prominent athlete to run in

the FBOM may seem unrealistic, but he has visited Oslo several times, and to support the fight against cancer he has gone to extreme lengths in the past.

## **Evaluation**

### **Execution**

This marketing plan will be executed in October 2012 – just after this year’s race, and in time for online promotions during the New York City Marathon. Simultaneously the FBOM should launch their new website, open up an English Twitter account and Facebook page and start their marketing effort towards the American market.

### **Marketing Budget**

SK Vidar is a non-profit organization; the resources available for spending on international marketing are extremely limited. In an American context the budget is very low, but we hope that by using untraditional ways of exposing the brand, the FBOM can leverage awareness and attract American runners.

Head of communications will be responsible for the implementation of the plan, helped by volunteers from SK Vidar. Due to the limited resources, promotional material and communication elements will primarily be produced internally. The FBOM needs a new webpage, and it would be preferred that this is done by a professional outside of the company. To make people aware of the FBOM’s existence we recommend a half-page ad in the magazine Runners World, the ads in Runners World are executed with high quality, and it is important to present the FBOM with the same quality and execution as the other ads. This can be done cost efficiently internally in the organization, but an advertising agency is preferred as the knowledge probably is limited internally.

Marketing Budget Fokus Bank Oslo Maraton		
Budget Objective	Cost in \$	% of Total Budget
<b>Social Media</b>		
<i>Twitter</i>	2000	3,7%
<i>Facebook</i>	2000	3,7%
<b>Internet</b>		
<i>Webpage</i>	2000	3,7%
<b>Media</b>		
<i>1/2 page in</i>	20000	37,9%
<i>Runners World</i>		
<b>Resources</b>		
<i>Head of PR</i>	8000	15,0%
<i>Volunteers</i>	0	0,0%
<b>Production</b>		
<i>Webpage</i>	10000	19,0%
<i>Prom. Material</i>	9000	17,0%
<b>Total</b>	<b>53000</b>	<b>100%</b>

## Calendar

Calendar for marketing; fall 2012, and spring/summer/fall 2013.

Calendar	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Social Media												
Twitter	Launch	News & promotion					Final call	Training Program / Information				
Facebook	Launch	News & promotion					Final call	Training Program / Information				
Ning	Launch	News & promotion					Final call	Training Program / Information				
Promotion												
Sales promotion	Repeaters	N.Y.M.	Christmas promotion	New Year resolutions		Massive sales	Final call					
Contests		N.Y.M. contest			Entry contest		Final call				Gear contest	
Webpage												
News and updates	Launch	News & promotion					Training Program / Information					

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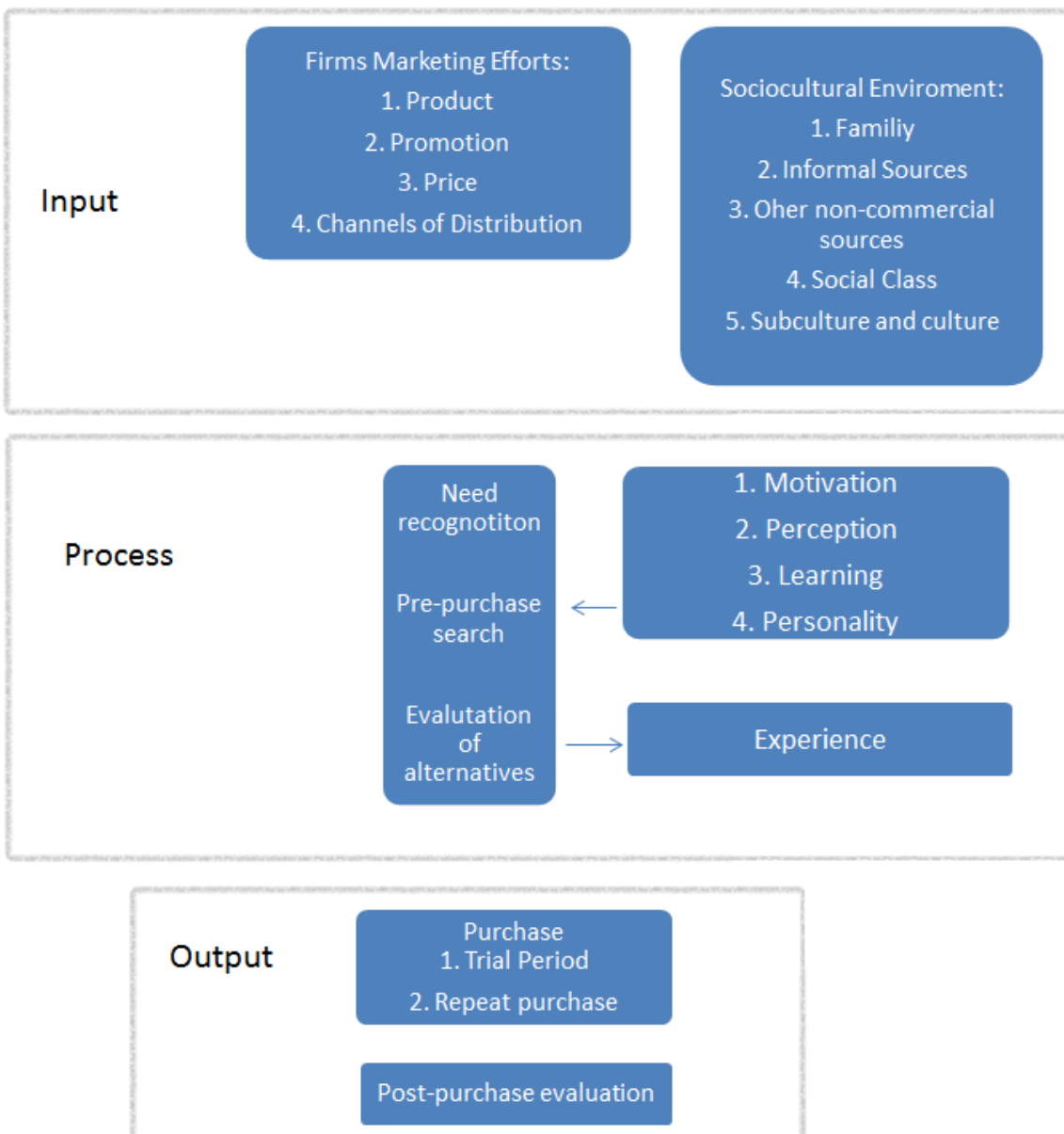
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## Appendix B

### Figure 1.1: Consumer Behavior Model



## Depth interviews with runners in New York – Summaries:

***“Dan”, 54:***

**How would you describe a typical marathoner?**

Like training long distance, enjoy long distance

Healthy

Enjoy traveling all over the world

**Previous marathons?**

Berlin last year, that was one of the best, it was flat and fast

Rio de Janeiro

Puerto Rico

All over the United States

15 times NY

London

Belfast

Dublin

**Have you been running in Scandinavia?**

No

But I would like it

I plan to run in Stockholm in 2 years

**How do you choose which marathons you run?**

Internet search

If I like a race I come back to it.

Last year I did Berlin and I liked it so much I am going back this year

**Where did you have your best marathon experience?**

In Chicago, I got my personal best there

**Where was your worst marathon experience?**

The first time I ran in New York, I had no experience, got blisters and pain

**What differentiates a good marathon from a bad?**

Easy course is the most important

Rio is a flat good course

Good scenery is also important

**Is the heritage/history important for you?**

Not really

**Does the number of participants/size matter?**

No, this week I am doing one with only 300 people in New Jersey to train for the Boston Marathon in April

**How many marathons do you run in a year?**

Sometimes 4-5

Have run 51, but I started late in life to run marathons

**What do you think of running for a cause?**

I have not really done that

I'm going to do a 15k in the park for colon cancer this month

**Have you ever heard of Grete Waitz?**

A lot, she is my favorite.

**Have you heard of the Oslo Maraton?**

Yes

**How do you think Oslo Maraton should be marketed to get international runners?**

I would like to go, because I have heard a lot of great things about Oslo

Grete Waitz was from there

I've heard it is beautiful there, so maybe something about that

***"John", 32.***

**How frequently do you travel to races?**

I just find races I like and then I go, varies each year.

**How frequently outside the US?**

It doesn't matter where the race is, if I like the race I will travel there.

If I get a good race I go, I love running

**How would you describe a person that is actively engaged in sports?**

Training every day

For me, I run over 100 miles per week

**How often do you run?**

Twice a day, morning and the after noon

**How many marathons have you run?**

About 15

**Is this (All State half-marathon) your first victory?**

I have won a lot of other races

**How was your experience in this half-marathon?**

As you get more experienced you just run

This was a good race

I know my body, and it worked well today

**When you think of the “large marathons”, which comes to mind?**

A lot of big races

New York, Boston, Berlin, Chicago

**Have you run in any of them?**

Ran in New York 2011, got 12<sup>th</sup> place

I wanted to be under 10<sup>th</sup>, but it didn't work this year

**Would you run to support a cause?**

I did a breast cancer marathon once

**Do you have any cause you would like to run for?**

Running for me is a job

Need to be good prize money

Prize money is the most important to me, but I like to run for fun too

**Have you heard of Grete Waitz?**

No

**Would you consider going to Norway/Scandinavia to run?**

Yes

I would like to go if they cover transportation and stay, I would go even if the prize isn't big.

**Is the course important to you?**

It does not matter if it is flat or not, it is just different.

You have to run differently if the course is not flat.

***“Carl”, 52:***

**Actively engaged in sports?:**

Young at heart and mind

Energetic

Responsive to all the new wizardry around the world

**Do you run on a regular basis, and how often?:**

In the past more, used to run marathons (New York Marathon 12 times)

3 times a week, less in the winter

**Any more marathons?**

Only New York

**Which marathons do you know of?**

Boston

Not heard of the marathon majors

Paris

**Planning to run a marathon in the future:**

Don't think so

Run for pleasure, not timing himself

**Cause?**

Personal

Like causes

Womens breast cancer

Aids walk

**Does the entry fee matter?**

Heritage is more important

Too crowded, media spectacle

**Have you heard of Grete Waitz?**

Yes, I remember seeing her training in Central park



Maybe the most incredible runner New York Marathon ever has had participating  
Didn't know her, but I knew Lebow.

**When you did run marathons, was it to get a personal best time?**

First times just focused on finishing

If you want to be serious about running a marathon you have to work on the time

Best times later, 2:40 as best time

**Have you heard of the Oslo Marathon?:**

Doesn't come to mind

Is not ringing out there like London or Paris or Berlin, and the big ones out there

**Extra info:**

Never been in a road runners club

***"Christina", 32:***

**Do you like to travel? How frequently do you travel?**

Love to travel

Several times throughout a year

travel through work and in spare time.

**How would you describe a person who is actively engaged in sports?**

A person who cares about staying in shape while having fun.

Believe that there must be fun to care about working out. Active 3-4 times a week.

**How often do you run?**

6 times a week. I love running and feel that a day without running. is not a day worth living.

**Have you ever run a race? What kind?**

I think I have run almost every race there is. Everything from a 100m

1k, 3k, 5k, 7k, 10k, half marathon, marathon, ultra-marathon, and a several day long  
marathon.

**How many times have you been in these kinds of races?**

That's a hard question. More than I can count. That's for sure. During the last three months I  
have run 4 10k's, one marathon and one half marathon.

**What kind of races do you see yourself running in the future?**

Every kind I am allowed to participate in. I usually participate in race when I am on business trips so it could be anything all over the world.

**Would you rather run for a cause or just for yourself?**

My self is more than enough. But I would definitely run to support a cause, even though my main intention is the joy itself.

**Does the entry fee influence your decision to participate in a race or marathon?**

No, this is my hobby. I pay the fee, no matter how expensive it is.

**Would you be willing to pay if an additional fee was added to run the cause?**

I don't know if I would pay an extra fee, running to support is enough for me.

**Which cause would you rather run for?**

My sister has breast cancer so I think that is the cause I would fight the most for.

**What is your favorite marathon so far?**

My favorite marathon is the New York City marathon. There is so many people and the hole event is amazing. I love the city so this is definitely my favorite.

***“Mary”, 26:***

**How would you describe a typical marathoner?**

Someone who likes to stay healthy and wants to prove that they can do it

**How often do you run?**

Run as training 2-3 times a week

**How often do you run in races?**

Maybe once a month, too busy some months

**What kind of races do you run?**

I run 5k, 10k

Have run one half-marathon

Do not like longer races than 10k

**Which half-marathon?**

Small one in New Jersey

**Have you ever run in a race outside the U.S.?**

No, just run in the U.S.

**Would you consider running in another country?**

I don't have time now, busy with college/job

Maybe when I'm older

**What do you think of running for a cause?**

I might consider doing a short race for a good cause

Would have to be in New York

**When you think of large marathon events, which come to mind?**

New York

Boston

London

Know there are a lot more in the US, Chicago

**Have you ever heard of Grete Waitz?**

Not really

**Have you heard of the Oslo Maraton?**

No, I have heard of the city, but not a marathon there.

***"Guilia", 23:***

**How would you describe a typical marathoner?**

A person with a passion and urge for something amazing!

**How often do you run?**

I run 4-5 times a week.

**How often do you run in races?**

Once, maybe twice a year.

**What kind of races do you run?**

Half marathons only.

**Which half-marathon?**

I run half marathons in Central Park.

**Have you ever run in a race outside the U.S.?**

No, unfortunately not.

**Would you consider running in another country?**

It would be nice, going to another place running. But I don't think I can afford it at the moment.

**What do you think of running for a cause?**

I think it is fantastic running to support a good cause.

**When you think of large marathon events, which come to mind?**

New York, of course! Boston and LA.

**Have you ever heard of Grete Waitz?**

It sounds familiar. But I can't recall it

**Have you heard of the Oslo Maraton?**

Not Oslo Marathon. But I've heard of Oslo.

## Online Survey

The online survey created and distributed through various online runners forums, running/marathon pages on Facebook.com, the NY Flyers, and Fordham University's track and field team:

### Survey

We are a group of students that are currently writing our Bachelor thesis at Pace University. This is a survey about running, please answer openly and truthfully.

All data that is collected will be anonymous. If you choose to enter the raffle for the \$25 Amazon gift cards no data will be connected to your name or email address.

**We thank you for participating!**

Do you currently reside in the United States?

- ☐ Yes
- ☐ No

First you will be asked a few questions about your traveling habits.

How frequently do you travel outside of the United States?

- ☐ At least 1 time per year
- ☐ 2 times per year
- ☐ 3 times per year
- ☐ More than 3 times per year
- ☐ None of the above

When you travel outside of the US., with whom do you travel? (Please check all that apply)

- ☐ I travel alone
- ☐ Friend(s)
- ☐ Family
- ☐ Colleagues
- ☐ Organized group(s)

The following questions concern your running habits

Approximately how many miles a week do you run?

- ☐ 0 - 9 miles
- ☐ 10 - 19 miles
- ☐ 20 - 29 miles
- ☐ 30 - 39 miles
- ☐ 40 - 49 miles
- ☐ 50 - 59 miles
- ☐ 60 - 69 miles
- ☐ 70 miles or more

What are your main reasons for running? (Please check all that apply)

- ☐ Social
- ☐ Health reasons
- ☐ Preparation for races

- ☐ Fun
- ☐ Relieving stress
- ☐ Other

Have you run a race in the past 3 years?

- ☐ Yes
- ☐ No

Approximately how many times in the past 3 years have you participated in the following kinds of races in the United States? (Drag the slider to the correct number)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
3km																
5km																
10km																
Half-Marathon																
Marathon																
Other																

How did you learn about the races in which you participated? (Please check all that apply)

- ☐ Running magazine
- ☐ Running website
- ☐ Brochure, flyer or poster
- ☐ Internet search
- ☐ Race website
- ☐ Word-of-mouth
- ☐ Runners club (email, website, meeting etc.)
- ☐ E-mail
- ☐ Billboard
- ☐ Expo
- ☐ Other

Which of the following distance(s) are you most likely to run in 2013? (Please check all that apply)

- ☐ 3km
- ☐ 5km
- ☐ 10km
- ☐ Half-Marathon
- ☐ Marathon
- ☐ Other

Please rank what is most important to you about a race:

	Extremely Important	Very Important	Neither Important nor Unimportant	Very Unimportant	Not at all Important
Size of race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prizes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestige of race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entry-fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment at the race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Race course difficulty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fun race experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you traveled to another country to participate in a race in the past 3 years?

- ☐ Yes  
☐ No

To which country/countries did you travel, to attend a race? (If more than 5 countries, please write down the most recent)

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>
4	<input type="text"/>
5	<input type="text"/>

What are your main reasons for traveling to other countries to run? (Please check the 3 most important)

- ☐ Experience new countries  
☐ Meet other runners  
☐ Bigger prizes  
☐ More prestigious  
☐ Size of race  
☐ Friends/family participation  
☐ Entertainment at the race  
☐ Other



Please rank your selections of main reasons for traveling to other countries to run, where 1 is the most important.

	1	2	3	4	5	6	7	8
» Experience new countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Meet other runners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Bigger prizes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» More prestigious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Size of race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Friends/family participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Entertainment at the race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5	6	7	8
» Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you traveled to another country to participate in a race, with whom did you travel? (Please check all that apply)

- ☐ I traveled alone  
☐ Friend(s)  
☐ Family  
☐ Runners club  
☐ Business colleagues  
☐ Other

How many times have you participated in the following races in a country OTHER THAN THE U.S. in the past 3 years? (Drag the slider to the correct number)

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
3km	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5km	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10km	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Half-marathon	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Marathon	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

What are the main reason(s) you haven't traveled to another country to run? (Please check the 3 most important)

- ☐ Travel is too expensive
- ☐ Entry fees are too expensive
- ☐ Too time consuming
- ☐ Too competitive
- ☐ I am more comfortable running in the U.S.
- ☐ I am not familiar enough with races outside of the U.S.
- ☐ Traveling outside the U.S. is too difficult
- ☐ I need to register too far in advance
- ☐ Too hard to find out about the races
- ☐ These races are for serious or professional runners
- ☐ I do not have other people to travel with
- ☐ Language barriers
- ☐ Other

Are you a member of a runner's club?

- ☐ Yes
- ☐ No

Which of these international marathons have you heard of? (Please check all that apply)

- ☐ London Marathon
- ☐ Berlin Marathon
- ☐ Amsterdam Marathon
- ☐ Paris Marathon
- ☐ Rotterdam Marathon
- ☐ Oslo Marathon
- ☐ Rome Marathon
- ☐ Stockholm Marathon
- ☐ Kosice Marathon
- ☐ Istanbul Marathon
- ☐ Hamburg Marathon
- ☐ The Rock 'n' Roll Marathon
- ☐ None of the above

How did you hear about the Oslo Marathon?

What is your impression of Oslo Marathon?

Have you ever traveled to Norway?

- ☐ Yes
- ☐ No

What was the purpose of your trip(s) to Norway? (Please check all that apply)

- ☐ Business trip
- ☐ Vacation
- ☐ Family vacation
- ☐ Race
- ☐ Study
- ☐ Other

Did you participate in the Oslo Marathon?

- ☐ Yes
- ☐ No

Did you...

- ☐ Run in the Oslo Marathon
- ☐ Observe the Oslo Marathon
- ☐ Volunteer/work at the Oslo Marathon

Oslo Marathon is a race event held in Norway's capital, Oslo every year in September. The race event was founded by the famous runner Grete Waitz, and the event consists of a 3km, 10km, half-marathon, marathon, and a childrens race. The amazing scenery in one of Scandinavia's most beautiful cities, makes this race event a unique experience.

Would you ever consider traveling to Scandinavia to run in a race?

- ☐ Yes
- ☐ No
- ☐ Maybe

What would make you want to travel to Norway to participate in the Oslo Marathon? (Please check the 3 most important)

- ☐ Famous runners participating
- ☐ Events for the whole family
- ☐ Reputation of the course
- ☐ Package deal with hotel/flight, etc.
- ☐ Accessibility of sightseeing
- ☐ The natural scenery of the race course
- ☐ Prize money
- ☐ A fast track course
- ☐ Other

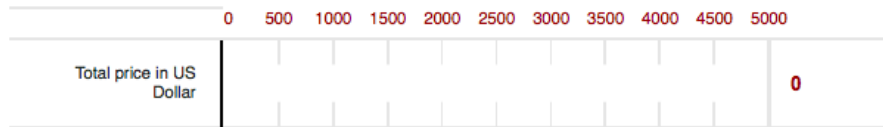
Why would you NOT travel to Scandinavia for a race? (Please check all that apply)

- ☐ Travel is too expensive
- ☐ Entry fees are too expensive
- ☐ Too time consuming
- ☐ Too competitive
- ☐ I am more comfortable running in the U.S.
- ☐ I am not familiar enough with races in Scandinavia
- ☐ Traveling to Scandinavia is too difficult
- ☐ I need to register too far in advance
- ☐ Too hard to find out about the races
- ☐ These races are for serious or professional runners
- ☐ I do not have other people to travel with
- ☐ Language barriers
- ☐ Other

What do you think is a reasonable entry fee to pay for a race? (Drag the slider to the correct number)



What do you think is reasonable to pay for a package-deal that includes flight, hotel, and entry fee to the Oslo Marathon? (Drag the slider to the correct number)



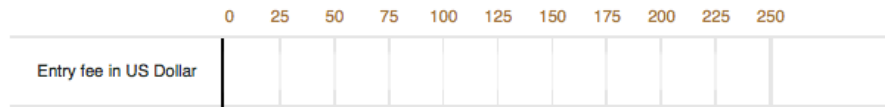
Some running events support a cause, (e.g., medical research, poverty, education) would this attract you to participate in a race?

- ☐ Yes  
☐ No

What kind of cause would you be most willing to run for?

- ☐ Cancer  
☐ Medical research  
☐ Poverty  
☐ Education  
☐ Homelessness  
☐ Heart disease  
☐ AIDS  
☐ Other

In addition to the entry fee, how much would you be willing to spend as a donation to your favorite cause?(Drag the slider to the correct number)



What is your gender?

- ☐ Male
- ☐ Female

How old are you?

- ☐ Under 19
- ☐ 20 - 24
- ☐ 25 - 29
- ☐ 30 - 34
- ☐ 35 - 39
- ☐ 40 - 44
- ☐ 45 - 49
- ☐ 50 - 54
- ☐ 55 - 59
- ☐ 60 - 64
- ☐ 65 - 69
- ☐ 70+

What is the highest level of education you have completed?

- ☐ Less than High School
- ☐ High School / GED
- ☐ Some College
- ☐ 2-year College Degree
- ☐ 4-year College Degree
- ☐ Masters Degree
- ☐ Doctoral Degree
- ☐ Professional Degree (JD, MD)

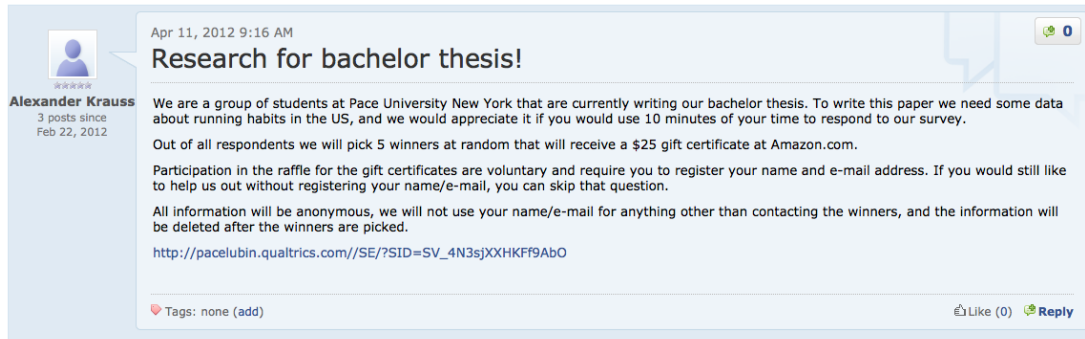
6. What is your combined annual household income?

To enter the raffle for the \$25 Amazon gift card please enter your name and email address. (Only the winners will be contacted, you will not receive any additional emails or advertising. All information will be kept confidential, and deleted once the raffle is finished.)

Full name

Email address

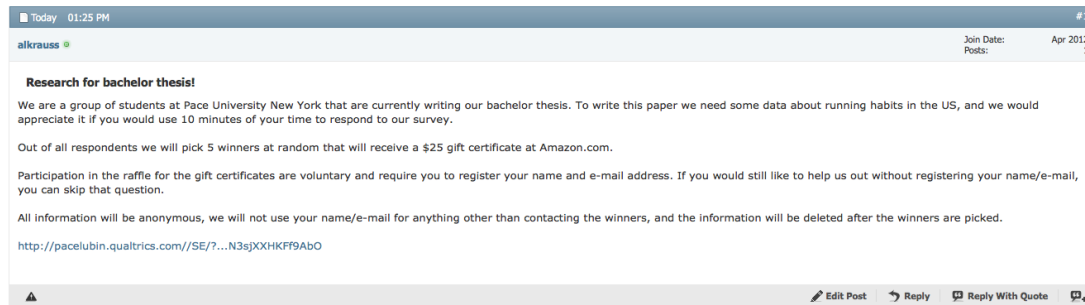
## Posts on runners' forums online:



URL: <http://community.active.com/message/1195522#1195522>

URL: <http://community.active.com/message/1195521#1195521>

URL: <http://community.active.com/message/1195520#1195520>




URL: <http://runningtimes.com/forums/showthread.php?13930-Research-for-bachelor-thesis!&p=272796#post272796>



Alexander Krauss	<b>Research for bachelor thesis!</b> 4/11/2012 11:14AM We are a group of students at PaceUniversity New York that are currently writing our bachelor thesis. To write this paper we need some data about running habits in the US, and we would appreciate it if you would use 10 minutes of your time to respond to our survey.  Out of all respondents we will pick 5 winners at random that will receive a \$25 gift certificate at Amazon.com.  Participation in the raffle for the gift certificates are voluntary and require you to register your name and e-mail address. If you would still like to help us out without registering your name/e-mail, you can skip that question.  All information will be anonymous, we will not use your name/e-mail for anything other than contacting the winners, and the information will be deleted after the winners are picked.  <a href="http://pacelubin.qualtrics.com/SE/?SID=SV_4N3sjXXHKF9AbO">http://pacelubin.qualtrics.com/SE/?SID=SV_4N3sjXXHKF9AbO</a>
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URL: [http://www.letsrun.com/forum/flat\\_read.php?thread=4527863](http://www.letsrun.com/forum/flat_read.php?thread=4527863)

## Posts on Facebook.com:



**Alexander Krauss**

We are a group of students at Pace University New York that are currently writing our bachelor thesis. To write this paper we need some data about running habits in the US, and we would appreciate it if you would use 10 minutes of your time to respond to our survey.

Out of all respondents we will pick 5 winners at random that will receive a \$25 gift certificate at Amazon.com.


Participation in t...

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 Martin Haave Sveen and Bjørn Petter Nygaard like this.

Write a comment...

URL: <https://www.facebook.com/pages/Running-in-the-USA/135996236213>

URL: <https://www.facebook.com/pages/Running/93961945054>

URL: <https://www.facebook.com/social.marathon>

## Research and analysis:

**Table 1.1:**

Segments based on the respondent's number of attended marathons and half- marathons the past 3 years.

Statistics		
SEGMENTS		
N	Valid	91
	Missing	63
Mean		1.4066
Std. Error of Mean		.05178
Median		1.0000
Mode		1.00
Std. Deviation		.49392
Variance		.244
Range		1.00
Minimum		1.00
Maximum		2.00
Sum		128.00
Percentiles	25	1.0000
	50	1.0000
	75	2.0000

**Table 1.2:**

Frequency distribution of the two segments "Marathon Collectors" and Casual Runners".

SEGMENTS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Casual Runners	54	35.1	59.3	59.3
	Marathon Collectors	37	24.0	40.7	100.0
	Total	91	59.1	100.0	
Missing	System	63	40.9		
Total		154	100.0		

## Research Question 1:

**Table 2.1:**

The importance of the size of the race event by the two segments.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_SIZE_R	Very Important	Count	12	15	27
		% within IMPORTANCE_SIZE_R	44.4%	55.6%	100.0%
		% within SEGMENTS	22.6%	42.9%	30.7%
		% of Total	13.6%	17.0%	30.7%
	Neither important nor unimportant	Count	36	16	52
		% within IMPORTANCE_SIZE_R	69.2%	30.8%	100.0%
		% within SEGMENTS	67.9%	45.7%	59.1%
		% of Total	40.9%	18.2%	59.1%
	Very unimportant	Count	5	4	9
		% within IMPORTANCE_SIZE_R	55.6%	44.4%	100.0%
		% within SEGMENTS	9.4%	11.4%	10.2%
		% of Total	5.7%	4.5%	10.2%
Total	Count	53	35	88	
	% within IMPORTANCE_SIZE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.2:**

The importance of the prizes of the race event by segment.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_PRIZE_R	Very important	Count	7	5	12
		% within IMPORTANCE_PRIZE_R	58.3%	41.7%	100.0%
		% within SEGMENTS	13.2%	14.3%	13.6%
		% of Total	8.0%	5.7%	13.6%
	Neither important nor unimportant	Count	15	9	24
		% within IMPORTANCE_PRIZE_R	62.5%	37.5%	100.0%
		% within SEGMENTS	28.3%	25.7%	27.3%
		% of Total	17.0%	10.2%	27.3%
	Very unimportant	Count	31	21	52
		% within IMPORTANCE_PRIZE_R	59.6%	40.4%	100.0%
		% within SEGMENTS	58.5%	60.0%	59.1%
		% of Total	35.2%	23.9%	59.1%
Total	Count	53	35	88	
	% within IMPORTANCE_PRIZE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.3:**

The importance of the prestige of the race event by segment.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_ PRESTIGE_R	Very important	Count	11	10	21
		% within IMPORTANCE_ PRESTIGE_R	52.4%	47.6%	100.0%
		% within SEGMENTS	20.8%	28.6%	23.9%
		% of Total	12.5%	11.4%	23.9%
	Neither important nor unimportant	Count	21	13	34
		% within IMPORTANCE_ PRESTIGE_R	61.8%	38.2%	100.0%
		% within SEGMENTS	39.6%	37.1%	38.6%
		% of Total	23.9%	14.8%	38.6%
	Very unimportant	Count	21	12	33
		% within IMPORTANCE_ PRESTIGE_R	63.6%	36.4%	100.0%
		% within SEGMENTS	39.6%	34.3%	37.5%
		% of Total	23.9%	13.6%	37.5%
Total	Count	53	35	88	
	% within IMPORTANCE_ PRESTIGE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.4:**

The importance of the location of the race event by segment.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_ LOCATION_R	Very important	Count	51	32	83
		% within IMPORTANCE_ LOCATION_R	61.4%	38.6%	100.0%
		% within SEGMENTS	96.2%	91.4%	94.3%
		% of Total	58.0%	36.4%	94.3%
	Neither important nor unimportant	Count	2	3	5
		% within IMPORTANCE_ LOCATION_R	40.0%	60.0%	100.0%
		% within SEGMENTS	3.8%	8.6%	5.7%
		% of Total	2.3%	3.4%	5.7%
Total	Count	53	35	88	
	% within IMPORTANCE_ LOCATION_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.5:**

The importance of the entry-fee of the race event by segment.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_ENTRY_FEE_R	Very important	Count	36	20	56
		% within IMPORTANCE_ENTRY_FEE_R	64.3%	35.7%	100.0%
		% within SEGMENTS	67.9%	57.1%	63.6%
		% of Total	40.9%	22.7%	63.6%
	Neither important nor unimportant	Count	15	12	27
		% within IMPORTANCE_ENTRY_FEE_R	55.6%	44.4%	100.0%
		% within SEGMENTS	28.3%	34.3%	30.7%
		% of Total	17.0%	13.6%	30.7%
	Very unimportant	Count	2	3	5
		% within IMPORTANCE_ENTRY_FEE_R	40.0%	60.0%	100.0%
		% within SEGMENTS	3.8%	8.6%	5.7%
		% of Total	2.3%	3.4%	5.7%
Total	Count	53	35	88	
	% within IMPORTANCE_ENTRY_FEE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.6:**

The importance of the entertainment at the race event by segment.

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE ENTERTAINMENT_R	Very important	Count	5	3	8
		% within IMPORTANCE_ENTERTAINMENT_R	62.5%	37.5%	100.0%
		% within SEGMENTS	9.4%	8.6%	9.1%
		% of Total	5.7%	3.4%	9.1%
	Neither important nor unimportant	Count	20	10	30
		% within IMPORTANCE_ENTERTAINMENT_R	66.7%	33.3%	100.0%
		% within SEGMENTS	37.7%	28.6%	34.1%
		% of Total	22.7%	11.4%	34.1%
	Very unimportant	Count	28	22	50
		% within IMPORTANCE_ENTERTAINMENT_R	56.0%	44.0%	100.0%
		% within SEGMENTS	52.8%	62.9%	56.8%
		% of Total	31.8%	25.0%	56.8%
Total	Count	53	35	88	
	% within IMPORTANCE_ENTERTAINMENT_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.7:**

The importance of the race course difficulty of the race event by segment.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_COURSE_DIFFICULTY_R	Very important	Count	21	21	42
		% within IMPORTANCE_COURSE_DIFFICULTY_R	50.0%	50.0%	100.0%
		% within SEGMENTS	39.6%	60.0%	47.7%
		% of Total	23.9%	23.9%	47.7%
	Neither important nor unimportant	Count	25	13	38
		% within IMPORTANCE_COURSE_DIFFICULTY_R	65.8%	34.2%	100.0%
		% within SEGMENTS	47.2%	37.1%	43.2%
		% of Total	28.4%	14.8%	43.2%
	Very unimportant	Count	7	1	8
		% within IMPORTANCE_COURSE_DIFFICULTY_R	87.5%	12.5%	100.0%
		% within SEGMENTS	13.2%	2.9%	9.1%
		% of Total	8.0%	1.1%	9.1%
Total		Count	53	35	88
		% within IMPORTANCE_COURSE_DIFFICULTY_R	60.2%	39.8%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	60.2%	39.8%	100.0%



**Table 2.8:**

The importance of the website of the race event by segment.

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_WEBSITE_R	Very important	Count	9	8	17
		% within IMPORTANCE_WEBSITE_R	52.9%	47.1%	100.0%
		% within SEGMENTS	17.0%	22.9%	19.3%
		% of Total	10.2%	9.1%	19.3%
	Neither important nor unimportant	Count	23	10	33
		% within IMPORTANCE_WEBSITE_R	69.7%	30.3%	100.0%
		% within SEGMENTS	43.4%	28.6%	37.5%
		% of Total	26.1%	11.4%	37.5%
	Very unimportant	Count	21	17	38
		% within IMPORTANCE_WEBSITE_R	55.3%	44.7%	100.0%
		% within SEGMENTS	39.6%	48.6%	43.2%
		% of Total	23.9%	19.3%	43.2%
Total	Count	53	35	88	
	% within IMPORTANCE_WEBSITE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 2.9**

The importance of the expo at the race event by segment.

Crosstab			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_EXPO_R	Very important	Count	4	5	9
		% within IMPORTANCE_EXPO_R	44.4%	55.6%	100.0%
		% within SEGMENTS	7.5%	14.3%	10.2%
		% of Total	4.5%	5.7%	10.2%
	Neither important nor unimportant	Count	18	8	26
		% within IMPORTANCE_EXPO_R	69.2%	30.8%	100.0%
		% within SEGMENTS	34.0%	22.9%	29.5%
		% of Total	20.5%	9.1%	29.5%
	Very unimportant	Count	31	22	53
		% within IMPORTANCE_EXPO_R	58.5%	41.5%	100.0%
		% within SEGMENTS	58.5%	62.9%	60.2%
		% of Total	35.2%	25.0%	60.2%
Total	Count	53	35	88	
	% within IMPORTANCE_EXPO_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

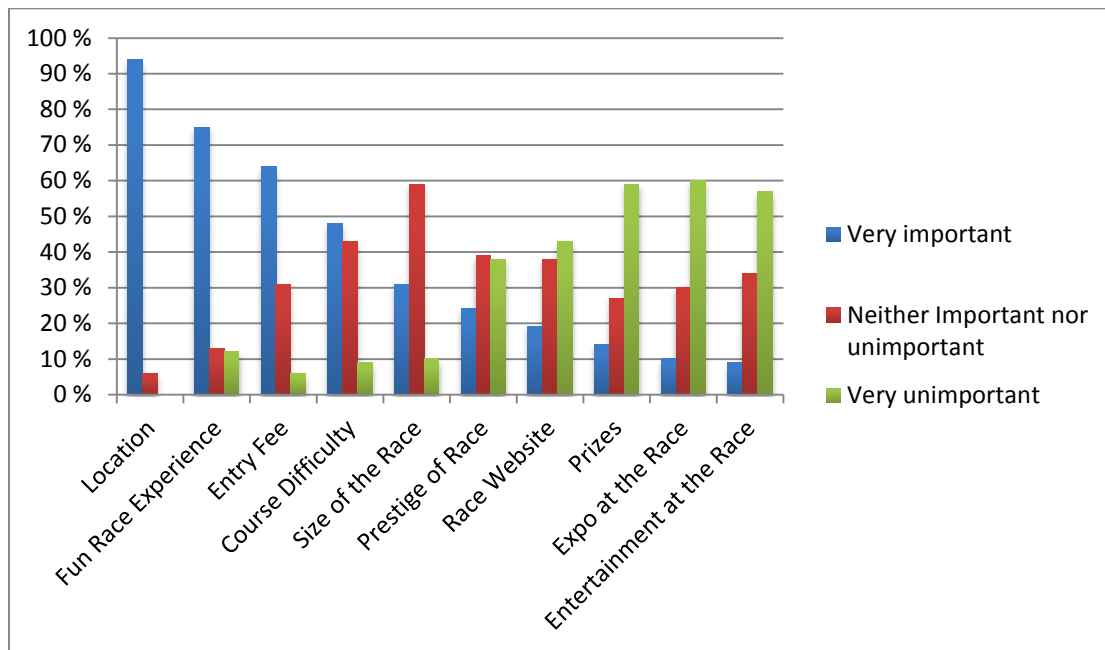
**Table 2.10:**

The importance of a fun race experience at the race event by segment.

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
IMPORTANCE_FUN_EXPERIENCE_R	Very important	Count	38	28	66
		% within IMPORTANCE_FUN_EXPERIENCE_R	57.6%	42.4%	100.0%
		% within SEGMENTS	71.7%	80.0%	75.0%
		% of Total	43.2%	31.8%	75.0%
	Neither important nor unimportant	Count	8	3	11
		% within IMPORTANCE_FUN_EXPERIENCE_R	72.7%	27.3%	100.0%
		% within SEGMENTS	15.1%	8.6%	12.5%
		% of Total	9.1%	3.4%	12.5%
	Very unimportant	Count	7	4	11
		% within IMPORTANCE_FUN_EXPERIENCE_R	63.6%	36.4%	100.0%
		% within SEGMENTS	13.2%	11.4%	12.5%
		% of Total	8.0%	4.5%	12.5%
Total	Count	53	35	88	
	% within IMPORTANCE_FUN_EXPERIENCE_R	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Chart 2.1:**

Distribution of importance of the different race attributes.



## Research Questions 2:

Crosstabs of the different means of communicating about races to the different segments.

**Table 3.1:**

How many respondents in the segments learn about races through magazines.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_MAGAZINE 1	Count		16	12	28
	% within LEARN_MAGAZINE		57.1%	42.9%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		57.1%	42.9%	100.0%
Total	Count		16	12	28
	% within LEARN_MAGAZINE		57.1%	42.9%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		57.1%	42.9%	100.0%

**Table 3.2:**

How many respondents in the segments learn about races through running websites.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_RUNNING_WEBSITE 1	Count		39	21	60
	% within LEARN_RUNNING_WEBSITE		65.0%	35.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		65.0%	35.0%	100.0%
Total	Count		39	21	60
	% within LEARN_RUNNING_WEBSITE		65.0%	35.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		65.0%	35.0%	100.0%

**Table 3.3:**

How many respondents in the segments learn about races through flyers, brochures, etc.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_FLYER 1	Count		23	10	33
	% within LEARN_FLYER		69.7%	30.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		69.7%	30.3%	100.0%
Total	Count		23	10	33
	% within LEARN_FLYER		69.7%	30.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		69.7%	30.3%	100.0%

**Table 3.4:**

How many respondents in the segments learn about races through internet search.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_INTERNET 1	Count		36	28	64
	% within LEARN_INTERNET		56.3%	43.8%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		56.3%	43.8%	100.0%
Total	Count		36	28	64
	% within LEARN_INTERNET		56.3%	43.8%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		56.3%	43.8%	100.0%

**Table 3.5:**

How many respondents in the segments learn about races through the race's website.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_RACE_WEBSITE 1	Count		25	25	50
	% within LEARN_RACE_WEBSITE		50.0%	50.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		50.0%	50.0%	100.0%
Total	Count		25	25	50
	% within LEARN_RACE_WEBSITE		50.0%	50.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		50.0%	50.0%	100.0%

**Table 3.6:**

How many respondents in the segments learn about races through Word-of-Mouth.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_WOM 1	Count		39	27	66
	% within LEARN_WOM		59.1%	40.9%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		59.1%	40.9%	100.0%
Total	Count		39	27	66
	% within LEARN_WOM		59.1%	40.9%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		59.1%	40.9%	100.0%

**Table 3.7:**

How many respondents in the segments learn about races through runners clubs.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_RUNNERS_CLUB 1	Count		20	19	39
	% within LEARN_RUNNERS_CLUB		51.3%	48.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		51.3%	48.7%	100.0%
Total	Count		20	19	39
	% within LEARN_RUNNERS_CLUB		51.3%	48.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		51.3%	48.7%	100.0%

**Table 3.8:**

How many respondents in the segments are members of a runners club.

**MEMBER\_OF\_RUNNERS\_CLUB \* SEGMENTS Crosstabulation**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
MEMBER_OF_RUNNERS_CLUB	Yes	Count	28	23	51
		% within MEMBER_OF_RUNNERS_CLUB	54.9%	45.1%	100.0%
		% within SEGMENTS	52.8%	69.7%	59.3%
		% of Total	32.6%	26.7%	59.3%
	No	Count	25	10	35
		% within MEMBER_OF_RUNNERS_CLUB	71.4%	28.6%	100.0%
		% within SEGMENTS	47.2%	30.3%	40.7%
		% of Total	29.1%	11.6%	40.7%
Total	Count		53	33	86
	% within MEMBER_OF_RUNNERS_CLUB		61.6%	38.4%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		61.6%	38.4%	100.0%



**Table 3.9:**

How many respondents in the segments learn about races through e-mail.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_EMAIL 1	Count		15	13	28
	% within LEARN_EMAIL		53.6%	46.4%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		53.6%	46.4%	100.0%
Total	Count		15	13	28
	% within LEARN_EMAIL		53.6%	46.4%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		53.6%	46.4%	100.0%

**Table 3.10:**

How many respondents in the segments learn about races through billboards.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_BILLBOARD 1	Count		1	2	3
	% within LEARN_BILLBOARD		33.3%	66.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		33.3%	66.7%	100.0%
Total	Count		1	2	3
	% within LEARN_BILLBOARD		33.3%	66.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		33.3%	66.7%	100.0%

**Table 3.11:**

How many respondents in the segments learn about races through expos.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_EXPO 1	Count		5	6	11
	% within LEARN_EXPO		45.5%	54.5%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		45.5%	54.5%	100.0%
Total	Count		5	6	11
	% within LEARN_EXPO		45.5%	54.5%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		45.5%	54.5%	100.0%

**Table 3.12:**

How many respondents in the segments learn about races through other sources.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
LEARN_OTHER 1	Count		2	1	3
	% within LEARN_OTHER		66.7%	33.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		66.7%	33.3%	100.0%
Total	Count		2	1	3
	% within LEARN_OTHER		66.7%	33.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		66.7%	33.3%	100.0%

**Table 3.13:**

Which other sources of information were mentioned.

**LEARN\_OTHER\_TEXT \* SEGMENTS Crosstabulation**

		SEGMENTS		Total
		Casual Runners	Marathon Collectors	
LEARN_OTHER_TEXT	Count	52	36	88
	% within LEARN_OTHER_TEXT	59.1%	40.9%	100.0%
	% within SEGMENTS	96.3%	97.3%	96.7%
	% of Total	57.1%	39.6%	96.7%
	College track races	Count	1	0
		Count	0	1
	% within LEARN_OTHER_TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	running forums	Count	1	0
		Count	0	1
	% within LEARN_OTHER_TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	Running in the USA website	Count	0	1
		Count	1	1
	% within LEARN_OTHER_TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
Total	Count	54	37	91
	% within LEARN_OTHER_TEXT	59.3%	40.7%	100.0%
	% within SEGMENTS	100.0%	100.0%	100.0%
	% of Total	59.3%	40.7%	100.0%

## Research Question 3:

Crosstabs of which reasons are the most important reasons for the segments to run.

**Table 4.1:**

How many respondents in the segments run to be social.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_SOCIAL 1	Count		21	17	38
	% within REASON_FOR_RUNNING_SOCIAL		55.3%	44.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		55.3%	44.7%	100.0%
Total	Count		21	17	38
	% within REASON_FOR_RUNNING_SOCIAL		55.3%	44.7%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		55.3%	44.7%	100.0%

**Table 4.2:**

How many respondents in the segments run because of health reasons.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_HEALTH 1	Count		44	24	68
	% within REASON_FOR_RUNNING_HEALTH		64.7%	35.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		64.7%	35.3%	100.0%
Total	Count		44	24	68
	% within REASON_FOR_RUNNING_HEALTH		64.7%	35.3%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		64.7%	35.3%	100.0%

**Table 4.3:**

How many respondents in the segments run to prepare for races.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_PREPARATION 1	Count		46	33	79
	% within REASON_FOR_RUNNING_PREPARATION		58.2%	41.8%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		58.2%	41.8%	100.0%
Total	Count		46	33	79
	% within REASON_FOR_RUNNING_PREPARATION		58.2%	41.8%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		58.2%	41.8%	100.0%

**Table 4.4:**

How many respondents in the segments run for fun.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_FUN 1	Count		40	28	68
	% within REASON_FOR_RUNNING_FUN		58.8%	41.2%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		58.8%	41.2%	100.0%
Total	Count		40	28	68
	% within REASON_FOR_RUNNING_FUN		58.8%	41.2%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		58.8%	41.2%	100.0%

**Table 4.5:**

How many respondents in the segments run to relieve stress.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_STRESS	1	Count	38	25	63
		% within REASON_FOR_RUNNING_STRESS	60.3%	39.7%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	60.3%	39.7%	100.0%
Total		Count	38	25	63
		% within REASON_FOR_RUNNING_STRESS	60.3%	39.7%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	60.3%	39.7%	100.0%

**Table 4.6:**

How many respondents in the segments run because of other reasons.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
REASON_FOR_RUNNING_OTHER	1	Count	2	2	4
		% within REASON_FOR_RUNNING_OTHER	50.0%	50.0%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%
Total		Count	2	2	4
		% within REASON_FOR_RUNNING_OTHER	50.0%	50.0%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

**Table 4.7:**

Total values for each of the previous variables compared to each other, all respondents.

		Statistics					
		REASON_FOR _RUNNING_ SOCIAL	REASON_FOR _RUNNING_ HEALTH	REASON_FOR _RUNNING_ PREPARATIO N	REASON_FOR _RUNNING_ FUN	REASON_FOR _RUNNING_ STRESS	REASON_FOR _RUNNING_ OTHER
N	Valid	47	106	104	94	90	7
	Missing	107	48	50	60	64	147

## Research Question 4:

Crosstab of knowledge of the Oslo Maraton and the two different segments:

**Table 5.1:**

How many of the respondents in the segments have heard of the Oslo Maraton.

HEARD_OF_OSLO * SEGMENTS Crosstabulation				
		SEGMENTS		Total
		Casual Runners	Marathon Collectors	
HEARD_OF_OSLO 1	Count	12	12	24
	% within HEARD_OF_OSLO	50.0%	50.0%	100.0%
	% within SEGMENTS	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%
Total	Count	12	12	24
	% within HEARD_OF_OSLO	50.0%	50.0%	100.0%
	% within SEGMENTS	100.0%	100.0%	100.0%
	% of Total	50.0%	50.0%	100.0%



**Table 5.2:**

How many of the respondents in the segments (combined) have heard of the mentioned international marathons.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HEARD_OF_LONDON * SEGMENTS	78	50.6%	76	49.4%	154	100.0%
HEARD_OF_BERLIN * SEGMENTS	72	46.8%	82	53.2%	154	100.0%
HEARD_OF_AMSTERDAM * SEGMENTS	47	30.5%	107	69.5%	154	100.0%
HEARD_OF_PARIS * SEGMENTS	64	41.6%	90	58.4%	154	100.0%
HEARD_OF_ROTTERDAM * SEGMENTS	44	28.6%	110	71.4%	154	100.0%
HEARD_OF_OSLO * SEGMENTS	24	15.6%	130	84.4%	154	100.0%
HEARD_OF_ROME * SEGMENTS	51	33.1%	103	66.9%	154	100.0%
HEARD_OF_STOCKHOLM * SEGMENTS	29	18.8%	125	81.2%	154	100.0%
HEARD_OF_KOSICE * SEGMENTS	4	2.6%	150	97.4%	154	100.0%
HEARD_OF_ISTANBUL * SEGMENTS	11	7.1%	143	92.9%	154	100.0%
HEARD_OF_HAMBURG * SEGMENTS	18	11.7%	136	88.3%	154	100.0%
HEARD_OF_ROCKNROLL * SEGMENTS	67	43.5%	87	56.5%	154	100.0%
HEARD_OF_NONE * SEGMENTS	2	1.3%	152	98.7%	154	100.0%

**Table 5.3:**

How many of the respondents in the segments (combined) have heard of the mentioned international marathons with percentages of the total number of respondents in the combined segments.

Marathon event	Number of respondents	Percentage of segments
London Marathon	78	85.7%
Berlin Marathon	72	79.1%
Rock 'n' Roll Marathon	67	73.6%
Paris Marathon	64	70.3%
Rome Marathon	51	56.0%
Amsterdam Marathon	47	51.6%
Rotterdam Marathon	44	48.4%
Stockholm Marathon	29	31.9%
Oslo Maraton	24	26.4%
Hamburg Marathon	18	19.8%
Istanbul Marathon	11	12.1%
Kosice Marathon	4	4.4%
None	2	2.2%

## Research Question 5:

Crosstabs of the respondents in the two different segments and their travel needs/wants/previous experiences.

**Table 6.1:**

How many of the respondents in the two different segments would consider traveling to Scandinavia to run in a race.

**CONSIDER\_SCANDINAVIA\_RECODED \* SEGMENTS Crosstabulation**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
CONSIDER_SCANDINAVIA_RECODED	Maybe or Yes	Count	34	20	54
		% within CONSIDER_SCANDINAVIA_RECODED	63.0%	37.0%	100.0%
		% within SEGMENTS	66.7%	66.7%	66.7%
		% of Total	42.0%	24.7%	66.7%
	No	Count	17	10	27
		% within CONSIDER_SCANDINAVIA_RECODED	63.0%	37.0%	100.0%
		% within SEGMENTS	33.3%	33.3%	33.3%
		% of Total	21.0%	12.3%	33.3%
Total	Count	51	30	81	
	% within CONSIDER_SCANDINAVIA_RECODED	63.0%	37.0%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	63.0%	37.0%	100.0%	

**Table 6.2**

How many of the respondents in the two different segments have traveled to a race in a foreign country the past 3 years.

**TRAVEL\_TO\_RACE \* SEGMENTS Crosstabulation**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_TO_RACE	Yes	Count	5	10	15
		% within TRAVEL_TO_RACE	33.3%	66.7%	100.0%
		% within SEGMENTS	9.4%	28.6%	17.0%
		% of Total	5.7%	11.4%	17.0%
	No	Count	48	25	73
		% within TRAVEL_TO_RACE	65.8%	34.2%	100.0%
		% within SEGMENTS	90.6%	71.4%	83.0%
		% of Total	54.5%	28.4%	83.0%
Total	Count	53	35	88	
	% within TRAVEL_TO_RACE	60.2%	39.8%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	60.2%	39.8%	100.0%	

**Table 6.3:**

How many of the respondents in the segments find "Famous Runners" to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS	Total
			Casual Runners	
TRAVEL_NORWAY_ RACE_REASON_ FAMOUS_RUNNERS	1	Count	2	2
		% within TRAVEL_NORWAY_ RACE_REASON_ FAMOUS_RUNNERS	100.0%	100.0%
		% within SEGMENTS	100.0%	100.0%
		% of Total	100.0%	100.0%
Total		Count	2	2
		% within TRAVEL_NORWAY_ RACE_REASON_ FAMOUS_RUNNERS	100.0%	100.0%
		% within SEGMENTS	100.0%	100.0%
		% of Total	100.0%	100.0%

**Table 6.4:**

How many of the respondents in the segments find “Events for the whole family” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_ RACE_REASON_FAMILY_ EVENTS	1	Count	10	7	17
		% within TRAVEL_NORWAY_ RACE_REASON_FAMILY_ EVENTS	58.8%	41.2%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%
Total		Count	10	7	17
		% within TRAVEL_NORWAY_ RACE_REASON_FAMILY_ EVENTS	58.8%	41.2%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

**Table 6.5:**

How many of the respondents in the segments find the “Reputation of the course” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_ RACE_REASON_ REPUTATION	1	Count	8	5	13
		% within TRAVEL_NORWAY_ RACE_REASON_ REPUTATION	61.5%	38.5%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	61.5%	38.5%	100.0%
Total		Count	8	5	13
		% within TRAVEL_NORWAY_ RACE_REASON_ REPUTATION	61.5%	38.5%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	61.5%	38.5%	100.0%

**Table 6.6:**

How many of the respondents in the segments find a “Package deal with hotel/flight, etc.” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_ RACE_REASON_ PACKAGE_DEAL	1	Count	21	12	33
		% within TRAVEL_NORWAY_ RACE_REASON_ PACKAGE_DEAL	63.6%	36.4%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	63.6%	36.4%	100.0%
Total		Count	21	12	33
		% within TRAVEL_NORWAY_ RACE_REASON_ PACKAGE_DEAL	63.6%	36.4%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	63.6%	36.4%	100.0%

**Table 6.7:**

How many of the respondents in the segments find “Accessibility of sightseeing” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_ RACE_REASON_ SIGHTSEEING	1	Count	14	11	25
		% within TRAVEL_NORWAY_ RACE_REASON_ SIGHTSEEING	56.0%	44.0%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	56.0%	44.0%	100.0%
Total		Count	14	11	25
		% within TRAVEL_NORWAY_ RACE_REASON_ SIGHTSEEING	56.0%	44.0%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	56.0%	44.0%	100.0%

**Table 6.8:**

How many of the respondents in the segments find the “Natural scenery of the race course” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_RACE_REASON_SCENERY 1	Count		23	11	34
	% within TRAVEL_NORWAY_RACE_REASON_SCENERY		67.6%	32.4%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		67.6%	32.4%	100.0%
Total	Count		23	11	34
	% within TRAVEL_NORWAY_RACE_REASON_SCENERY		67.6%	32.4%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		67.6%	32.4%	100.0%

**Table 6.9:**

How many of the respondents in the segments find the “Prize money” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS	Total
			Casual Runners	
TRAVEL_NORWAY_RACE_REASON_PRIZE 1	Count		1	1
	% within TRAVEL_NORWAY_RACE_REASON_PRIZE		100.0%	100.0%
	% within SEGMENTS		100.0%	100.0%
	% of Total		100.0%	100.0%
Total	Count		1	1
	% within TRAVEL_NORWAY_RACE_REASON_PRIZE		100.0%	100.0%
	% within SEGMENTS		100.0%	100.0%
	% of Total		100.0%	100.0%



**Table 6.10:**

How many of the respondents in the segments find a “Fast track course” to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_RACE_REASON_FAST_COURSE 1	Count		8	2	10
	% within TRAVEL_NORWAY_RACE_REASON_FAST_COURSE		80.0%	20.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		80.0%	20.0%	100.0%
Total	Count		8	2	10
	% within TRAVEL_NORWAY_RACE_REASON_FAST_COURSE		80.0%	20.0%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		80.0%	20.0%	100.0%

**Table 6.11:**

How many of the respondents in the segments find “Other”-reasons to be one of the top 3 most important reasons to travel to race in the Oslo Maraton.

**Crosstab**

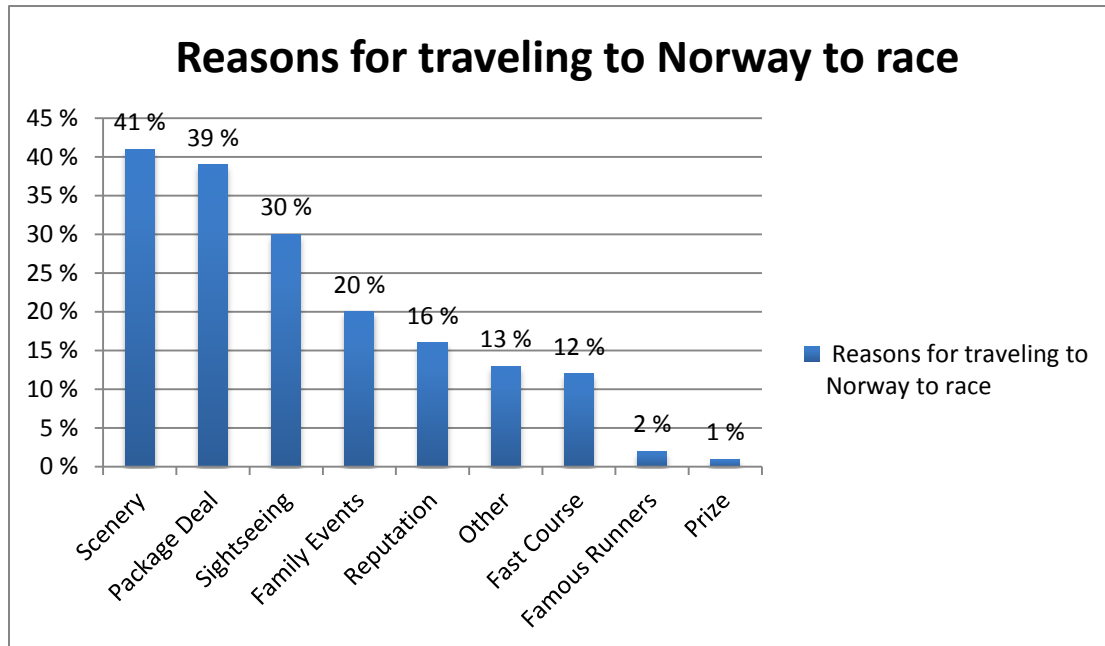
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
TRAVEL_NORWAY_RACE_REASON_OTHER 1	Count		6	5	11
	% within TRAVEL_NORWAY_RACE_REASON_OTHER		54.5%	45.5%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		54.5%	45.5%	100.0%
Total	Count		6	5	11
	% within TRAVEL_NORWAY_RACE_REASON_OTHER		54.5%	45.5%	100.0%
	% within SEGMENTS		100.0%	100.0%	100.0%
	% of Total		54.5%	45.5%	100.0%

Table 6.12  
The responses to which “Other reasons” were most important.

Crosstab		SEGMENTS		Total
		Casual Runners	Marathon Collectors	
TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	Count	49	32	81
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	60.5%	39.5%	100.0%
	% within SEGMENTS	90.7%	86.5%	89.0%
	% of Total	53.8%	35.2%	89.0%
	ability to experience Norway	Count	0	1
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
	Actually, I don't know why I would run Oslo, and I can't use the back button. Why are you pimping Oslo? Do you have a connection/are you the race organizers?	Count	0	1
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
	Convenience (easy, cheap to get to etc.)	Count	1	0
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	Discount entry to Birkebeiner	Count	0	1
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
	economy	Count	1	0
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	Friends attending	Count	1	0
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	hot looking women	Count	0	1
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
	its Norway	Count	0	1
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	.0%	100.0%	100.0%
	% within SEGMENTS	.0%	2.7%	1.1%
	% of Total	.0%	1.1%	1.1%
	low cost	Count	1	0
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
	Would need other reasons to go, usually family in the area, to justify such expense	Count	1	0
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	100.0%	.0%	100.0%
	% within SEGMENTS	1.9%	.0%	1.1%
	% of Total	1.1%	.0%	1.1%
Total	Count	54	37	91
	% within TRAVEL_NORWAY RACE_REASON_OTHER_ TEXT	59.3%	40.7%	100.0%
	% within SEGMENTS	100.0%	100.0%	100.0%
	% of Total	59.3%	40.7%	100.0%

**Chart 6.1:**

Percentage distribution of the combined segments top 3 most important reasons to travel to race in the Oslo Maraton.



## Entry fees by segments:

**Table 7.1:**

Descriptive statistics of how much the respondents in the segments (combined) are willing to pay in entry fees to run in a race.

Statistics		
ENTRY_FEE_SEGMENTS		
N	Valid	84
	Missing	70
Mean		93.2024
Median		81.0000
Mode		101.00
Std. Deviation		67.86375
Variance		4605.489
Range		427.00
Minimum		16.00
Maximum		443.00
Sum		7829.00
Percentiles	25	51.0000
	50	81.0000
	75	102.0000

## Travel Package by segments:

**Table 8.1:**

Descriptive statistics of how much the respondents in the segments (combined) are willing to pay for a travel package including hotel/flight, etc. to travel to Norway and run in the Oslo Maraton.

Statistics		
TRAVEL_PACKAGE_SEGMENTS		
N	Valid	84
	Missing	70
Mean		1345.3333
Median		1185.0000
Mode		1001.00
Std. Deviation		840.08996
Variance		705751.141
Range		4516.00
Minimum		1.00
Maximum		4517.00
Sum		113008.00
Percentiles	25	971.2500
	50	1185.0000
	75	1755.0000

## Charity causes:

Crosstab of segments and if they would be encouraged to run for a good cause:

**Table 9.1:**

How many of the respondents in the segments would be attracted to run in a race by the race supporting a good cause.

Crosstab					
			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
WOULD_RUN_FOR_CAUSE	Yes	Count	22	14	36
		% within WOULD_RUN_FOR_CAUSE	61.1%	38.9%	100.0%
		% within SEGMENTS	42.3%	43.8%	42.9%
		% of Total	26.2%	16.7%	42.9%
	No	Count	30	18	48
		% within WOULD_RUN_FOR_CAUSE	62.5%	37.5%	100.0%
		% within SEGMENTS	57.7%	56.3%	57.1%
		% of Total	35.7%	21.4%	57.1%
Total	Count	52	32	84	
	% within WOULD_RUN_FOR_CAUSE	61.9%	38.1%	100.0%	
	% within SEGMENTS	100.0%	100.0%	100.0%	
	% of Total	61.9%	38.1%	100.0%	

Crosstab of the ones in each segments that answered “yes” to the question if they would run for a cause, and which cause they would run for:

**Table 9.2:**

How many of the respondents in the segments would run for which kind of charity/cause.

Crosstab			SEGMENTS		Total
			Casual Runners	Marathon Collectors	
WHICH_CAUSE	Cancer	Count	10	5	15
		% within WHICH_CAUSE	66.7%	33.3%	100.0%
		% within SEGMENTS	45.5%	35.7%	41.7%
		% of Total	27.8%	13.9%	41.7%
	Medical Research	Count	2	3	5
		% within WHICH_CAUSE	40.0%	60.0%	100.0%
		% within SEGMENTS	9.1%	21.4%	13.9%
		% of Total	5.6%	8.3%	13.9%
	Poverty	Count	2	1	3
		% within WHICH_CAUSE	66.7%	33.3%	100.0%
		% within SEGMENTS	9.1%	7.1%	8.3%
		% of Total	5.6%	2.8%	8.3%
	Education	Count	3	3	6
		% within WHICH_CAUSE	50.0%	50.0%	100.0%
		% within SEGMENTS	13.6%	21.4%	16.7%
		% of Total	8.3%	8.3%	16.7%
	Homelessness	Count	1	0	1
		% within WHICH_CAUSE	100.0%	.0%	100.0%
		% within SEGMENTS	4.5%	.0%	2.8%
		% of Total	2.8%	.0%	2.8%
	AIDS	Count	1	1	2
		% within WHICH_CAUSE	50.0%	50.0%	100.0%
		% within SEGMENTS	4.5%	7.1%	5.6%
		% of Total	2.8%	2.8%	5.6%
	Other	Count	3	1	4
		% within WHICH_CAUSE	75.0%	25.0%	100.0%
		% within SEGMENTS	13.6%	7.1%	11.1%
		% of Total	8.3%	2.8%	11.1%
Total		Count	22	14	36
		% within WHICH_CAUSE	61.1%	38.9%	100.0%
		% within SEGMENTS	100.0%	100.0%	100.0%
		% of Total	61.1%	38.9%	100.0%

**Table 9.3:**

Descriptive statistics of how much the respondents in the segments (combined) would want to pay as an extra fee (in addition to the entry fee) to support the cancer cause.

Statistics		
CANCER_FEE		
N	Valid	19
	Missing	135
Mean		66.5789
Median		51.0000
Mode		51.00
Std. Deviation		61.40514
Variance		3770.591
Range		235.00
Minimum		16.00
Maximum		251.00
Sum		1265.00
Percentiles	25	26.0000
	50	51.0000
	75	61.0000



**Table 9.4:**

Distribution of the amounts the respondents in the segments (combined) would want to pay as an extra fee (in addition to the entry fee) to support the cancer cause.

		CANCER_FEE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16.00	1	.6	5.3	5.3
	21.00	1	.6	5.3	10.5
	26.00	3	1.9	15.8	26.3
	27.00	1	.6	5.3	31.6
	49.00	1	.6	5.3	36.8
	51.00	6	3.9	31.6	68.4
	52.00	1	.6	5.3	73.7
	61.00	1	.6	5.3	78.9
	101.00	2	1.3	10.5	89.5
	202.00	1	.6	5.3	94.7
	251.00	1	.6	5.3	100.0
	Total	19	12.3	100.0	
Missing	System	135	87.7		
Total		154	100.0		

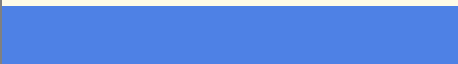

## **Appendix C**

Reports from Qualtrics of respondents sourced through Facebook/Online runners forums:

### Initial Report – Facebook/Online Runners Forums

Last Modified: 04/22/2012

#### 1. Do you currently reside in the United States?

#	Answer		Response	%
1	Yes		112	96%
2	No		5	4%
	Total		117	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.04
Variance	0.04
Standard Deviation	0.20
Total Responses	117

## 2. How frequently do you travel outside of the United States?

#	Answer		Response	%
1	At least 1 time per year		28	27%
2	2 times per year		6	6%
3	3 times per year		4	4%
4	More than 3 times per year		4	4%
5	None of the above		63	60%
	Total		105	100%









Statistic	Value
Min Value	1
Max Value	5
Mean	3.65
Variance	3.17
Standard Deviation	1.78
Total Responses	105

### 3. When you travel outside of the US., with whom do you travel? (Please check all that apply)

#	Answer		Response	%
1	I travel alone		10	24%
2	Friend(s)		17	40%
3	Family		32	76%
4	Colleagues		7	17%
5	Organized group(s)		3	7%







Statistic	Value
Min Value	1
Max Value	5
Total Responses	42

#### 4. Approximately how many miles a week do you run?

#	Answer		Response	%
1	0 - 9 miles		7	7%
2	10 - 19 miles		16	16%
3	20 - 29 miles		15	15%
4	30 - 39 miles		29	28%
5	40 - 49 miles		12	12%
6	50 - 59 miles		6	6%
7	60 - 69 miles		4	4%
8	70 miles or more		13	13%
	Total		102	100%

Statistic	Value
Min Value	1
Max Value	8
Mean	4.20
Variance	4.14
Standard Deviation	2.03
Total Responses	102



#### 5. What are your main reasons for running? (Please check all that apply)

#	Answer		Response	%
1	Social		28	27%
2	Health reasons		76	75%
3	Preparation for races		78	76%
4	Fun		70	69%
5	Relieving stress		67	66%
6	Other		3	3%

Other
weight loss
challenge
sex

Statistic	Value
Min Value	1
Max Value	6
Total Responses	102

#### 6. Have you run a race in the past 3 years?

#	Answer		Response	%
1	Yes		93	91%
2	No		9	9%
	Total		102	100%












Statistic	Value
Min Value	1
Max Value	2
Mean	1.09
Variance	0.08
Standard Deviation	0.29
Total Responses	102

**7. Approximately how many times in the past 3 years have you participated in the following kinds of races in the United States? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	0.00	15.00	5.36	4.73	14
2	5km	0.00	15.00	6.72	4.80	83
3	10km	1.00	13.00	3.93	3.18	61
4	Half-Marathon	0.00	15.00	5.46	4.25	63
5	Marathon	0.00	15.00	4.02	3.28	49
6	Other	1.00	15.00	6.90	4.59	51





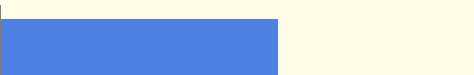



**8. How did you learn about the races in which you participated? (Please check all that apply)**

#	Answer		Response	%
1	Running magazine		23	25%
2	Running website		54	59%
3	Brochure, flyer or poster		36	40%
4	Internet search		61	67%
5	Race website		44	48%
6	Word-of-mouth		63	69%
7	Runners club (email, website, meeting etc.)		32	35%
8	E-mail		19	21%
9	Billboard		2	2%
10	Expo		10	11%
11	Other		6	7%

Other
Running in the USA website
running forums
completed for school
team
school
College track races

Statistic	Value
Min Value	1
Max Value	11
Total Responses	91

**9. Which of the following distance(s) are you most likely to run in 2013? (Please check all that apply)**

#	Answer		Response	%
1	3km		6	7%
2	5km		65	71%
3	10km		53	58%
4	Half-Marathon		66	73%
5	Marathon		56	62%
6	Other		20	22%

Other
10-mile, 12k, 50-mile
8K
4M, 5M, 20K
4M,5M,10M,18M,30k
Trail Races
15K
8k
12k, 10 miles, 25k
12K
4 mile
Ultra-marathon
5 mile, 10 mile, 7k
15K
mile/1500m
50K
10 miler
10 mile

8K
----



Statistic	Value
Min Value	1
Max Value	6
Total Responses	91

**10. Please rank what is most important to you about a race:**

#	Question	Extremely Important	Very Important	Neither Important nor Unimportant	Very Unimportant	Not at all Important	Responses	Mean
1	Size of race	7	23	47	6	6	89	2.79
2	Prizes	4	8	24	14	39	89	3.85
3	Prestige of race	4	15	27	14	29	89	3.55
4	Location of race	39	43	7	0	0	89	1.64
5	Entry-fee	9	42	34	2	2	89	2.39
6	Entertainment at the race	1	5	31	20	32	89	3.87
7	Race course difficulty	9	31	37	8	4	89	2.63
8	Website	1	11	31	22	24	89	3.64
9	Expo	1	6	29	22	31	89	3.85
10	Fun race experience	28	39	11	4	7	89	2.13

Statistic	Size of race	Prizes	Prestige of race	Location of race	Entry-fee	Entertainment at the race	Race course difficulty	Website	Explo	Fun race experience
Min Value	1	1	1	1	1	1	1	1	1	1
Max Value	5	5	5	3	5	5	5	5	5	5
Mean	2.79	3.85	3.55	1.64	2.39	3.87	2.63	3.64	3.85	2.13
Variance	0.87	1.47	1.52	0.39	0.63	1.03	0.90	1.10	1.04	1.32
Standard Deviation	0.94	1.21	1.23	0.63	0.79	1.01	0.95	1.05	1.02	1.15
Total Responses	89	89	89	89	89	89	89	89	89	89

**11. Have you traveled to another country to participate in a race in the past 3 years?**

#	Answer		Response	%
1	Yes		10	11%
2	No		79	89%
	Total		89	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.89
Variance	0.10
Standard Deviation	0.32
Total Responses	89










**12. To which country/countries did you travel, to attend a race? (If more than 5 countries, please write down the most recent)**

1	2	3	4	5
Turkey				
Canada				
Canada				
Serbia				
usa	china	UK		
Singapore	France	Japan	Canada	Thailand
Canada				
Australia	China			
Australia				

Statistic	Value
Total Responses	9

**13. What are your main reasons for traveling to other countries to run? (Please check the 3 most important)**

#	Answer		Response	%
1	Experience new countries		3	30%
2	Meet other runners		3	30%
3	Bigger prizes		1	10%
4	More prestigious		3	30%
5	Size of race		3	30%
6	Friends/family participation		4	40%
7	Entertainment at the race		0	0%
8	Other		2	20%

**Other**

Unique race experience

Was there on business already

Statistic	Value
Min Value	1
Max Value	8
Total Responses	10

**14. When you traveled to another country to participate in a race, with whom did you travel?  
(Please check all that apply)**

#	Answer		Response	%
1	I traveled alone		6	60%
2	Friend(s)		4	40%
3	Family		6	60%
4	Runners club		2	20%
5	Business colleagues		1	10%
6	Other		0	0%

Other







Statistic	Value
Min Value	1
Max Value	5
Total Responses	10

**15. How many times have you participated in the following races in a country OTHER THAN THE U.S. in the past 3 years? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	8.00	14.00	10.33	3.21	3
2	5km	3.00	15.00	9.75	4.99	4
3	10km	1.00	12.00	6.80	5.54	5
4	Half-marathon	1.00	13.00	4.86	4.45	7
5	Marathon	1.00	13.00	5.25	5.39	8
6	Other	8.00	12.00	10.67	2.31	3

**16. What are the main reason(s) you haven't traveled to another country to run? (Please check the 3 most important)**



#	Answer		Response	%
1	Travel is too expensive		56	72%
2	Entry fees are too expensive		6	8%
3	Too time consuming		37	47%
4	Too competitive		1	1%
5	I am more comfortable running in the U.S.		16	21%
6	I am not familiar enough with races outside of the U.S.		20	26%
7	Traveling outside the U.S. is too difficult		8	10%

8	I need to register too far in advance		2	3%
9	Too hard to find out about the races		5	6%
10	These races are for serious or professional runners		6	8%
11	I do not have other people to travel with		4	5%
12	Language barriers		1	1%
13	Other		13	17%

Other
No race's available during my dates of travel
no real reason, just haven't
Haven't felt the urge to
Not interested
I don't really like traveling
takes a lot more planning, have one scheduled for this fall
scheduled for this fall - Vancouver BC
I don't fly!
I want to tour when I travel, not race train
time off from work

Statistic	Value
Min Value	1
Max Value	13
Total Responses	78











**17. Are you a member of a runner's club?**




#	Answer		Response	%
1	Yes		44	46%
2	No		52	54%
	Total		96	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.54
Variance	0.25
Standard Deviation	0.50
Total Responses	96








**18. Which of these international marathons have you heard of? (Please check all that apply)**

#	Answer		Response	%
1	London Marathon		78	81%
2	Berlin Marathon		66	69%
3	Amsterdam Marathon		46	48%
4	Paris Marathon		56	58%
5	Rotterdam Marathon		46	48%
6	Oslo Marathon		20	21%
7	Rome Marathon		42	44%
8	Stockholm Marathon		23	24%
9	Kosice Marathon		4	4%
10	Istanbul Marathon		10	10%

11	Hamburg Marathon		19	20%
12	The Rock 'n' Roll Marathon		70	73%
13	None of the above		6	6%

Statistic	Value
Min Value	1
Max Value	13
Total Responses	96

**19. How did you hear about the Oslo Marathon?**

#	Answer		Response	%
1	Word-of-mouth		2	10%
2	Running magazine		4	20%
3	Running website		8	40%
4	E-mail		0	0%
5	Race website		0	0%
6	Internet search		2	10%
7	Expo		0	0%
8	Brochure		0	0%
9	Runners club		0	0%
10	Other		4	20%
	Total		20	100%

Statistic	Value
Min Value	1
Max Value	10
Mean	4.30
Variance	10.12
Standard Deviation	3.18
Total Responses	20

**20. What is your impression of Oslo Marathon?****Text Response**

good, competitive, fast

No Impression

I believe it is low-key

competitive up front

I'd love to travel to Norway someday, and it looks very enjoyable, but I'm a mother to two youngsters with a husband in the military and the scheduling would not be easy!

sounds pretty

None

None

No impression

Seems like fun

Don't know anything about it

don't know much about it

I don't have an impression of it. I've just heard that it exists.



fun

competitive

Interesting location, would be fun to go if I was able
very softly
Norway - should be decent weather, nice city
??






Statistic	Value
Total Responses	19

## 21. Have you ever traveled to Norway?

#	Answer		Response	%
1	Yes		9	10%
2	No		85	90%
	Total		94	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.90
Variance	0.09
Standard Deviation	0.30
Total Responses	94

## 22. What was the purpose of your trip(s) to Norway? (Please check all that apply)

#	Answer		Response	%
1	Business trip		2	22%
2	Vacation		5	56%
3	Family vacation		5	56%
4	Race		1	11%
5	Study		1	11%
6	Other		0	0%

Other

Statistic	Value
Min Value	1
Max Value	5
Total Responses	9



**23. What would make you want to travel to Norway to participate in the Oslo Marathon?**  
**(Please check the 3 most important)**

#	Answer		Response	%
1	Famous runners participating		3	5%
2	Events for the whole family		20	36%
3	Reputation of the course		12	21%
4	Package deal with hotel/flight, etc.		34	61%
5	Accessibility of sightseeing		24	43%
6	The natural scenery of the race course		27	48%
7	Prize money		1	2%
8	A fast track course		8	14%

9	Other		13	23%
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Other
low cost
Discount entry to Birkebeiner
Winning the lottery
Friends attending
economy
If I had the money
Actually, I don't know why I would run Oslo, and I can't use the back button. Why are you pimping Oslo? Do you have a connection/are you the race organizers?
time to train
quality of competition
Would need other reasons to go, usually family in the area, to justify such expense

Statistic	Value
Min Value	1
Max Value	9
Total Responses	56



**24. What do you think is a reasonable entry fee to pay for a race? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in US Dollar	10.00	465.00	88.33	82.55	93

**25. What do you think is reasonable to pay for a package-deal that includes flight, hotel, and entry fee to the Oslo Marathon? (Drag the slider to the correct number)**

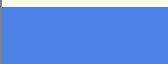







#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Total price in US Dollar	0.00	4,515.00	1,331.72	874.62

**26. Some running events support a cause, (e.g., medical research, poverty, education) would this attract you to participate in a race?**

#	Answer		Response	%
1	Yes		43	47%
2	No		49	53%
	Total		92	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.53
Variance	0.25
Standard Deviation	0.50
Total Responses	92

**27. What kind of cause would you be most willing to run for?**

#	Answer		Response	%
1	Cancer		15	35%
2	Medical research		5	12%
3	Poverty		6	14%
4	Education		5	12%
5	Homelessness		2	5%
6	Heart disease		2	5%
7	AIDS		1	2%
8	Other		7	16%
	Total		43	100%



Other
All of those are equally good causes
Lupus
Mental Illness
Mental Health Research
Any/All Good Cause

Statistic	Value
Min Value	1
Max Value	8
Mean	3.44
Variance	6.63
Standard Deviation	2.58
Total Responses	43

**28. In addition to the entry fee, how much would you be willing to spend as a donation to your favorite cause?(Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in US Dollar	20.00	241.00	73.97	51.97	38


**29. What is your gender?**

#	Answer		Response	%
1	Male		45	50%
2	Female		45	50%
	Total		90	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.50
Variance	0.25
Standard Deviation	0.50
Total Responses	90



**30. How old are you?**

#	Answer		Response	%
1	Under 19		1	1%
2	20 - 24		10	11%
3	25 - 29		15	17%
4	30 - 34		14	16%
5	35 - 39		16	18%
6	40 - 44		12	13%
7	45 - 49		9	10%
8	50 - 54		8	9%
9	55 - 59		1	1%
10	60 - 64		3	3%
11	65 - 69		1	1%
12	70+		0	0%
	Total		90	100%


Statistic	Value
Min Value	1
Max Value	11
Mean	5.01
Variance	4.80
Standard Deviation	2.19
Total Responses	90






**31. What is the highest level of education you have completed?**

#	Answer		Response	%
1	Less than High School		1	1%
2	High School / GED		0	0%
3	Some College		9	10%
4	2-year College Degree		1	1%
5	4-year College Degree		34	38%
6	Masters Degree		34	38%
7	Doctoral Degree		3	3%
8	Professional Degree (JD, MD)		8	9%
	Total		90	100%

Statistic	Value
Min Value	1
Max Value	8
Mean	5.46
Variance	1.71
Standard Deviation	1.31
Total Responses	90

**32. 6. What is your combined annual household income?**

#	Answer		Response	%
1	under \$20,000		6	7%
2	20,000-29,999		1	1%
3	30,000-39,999		6	7%
4	40,000-49,999		3	3%
5	50,000-59,999		5	6%
6	60,000-69,999		3	3%
7	70,000-79,999		1	1%
8	80,000-89,999		10	11%
9	90,000-99,999		6	7%
10	100,000-109,999		7	8%

11	110,000- 119,999		7	8%
12	120,000- 129,999		4	5%
13	130,000- 139,999		0	0%
14	140,000- 149,999		3	3%
15	150,000+		12	14%
16	Do not want to answer		13	15%
	Total		87	100%

Statistic	Value
Min Value	1
Max Value	16
Mean	9.74
Variance	23.41
Standard Deviation	4.84
Total Responses	87

**34. Please rank your selections of main reasons for traveling to other countries to run, where 1 is the most important.**

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Experience new countries	3	0	0	0	0	0	0	0	3
2	Meet other runners	2	1	0	0	0	0	0	0	3
3	Bigger prizes	0	1	0	0	0	0	0	0	1
4	More prestigious	1	2	0	0	0	0	0	0	3
5	Size of race	0	0	3	0	0	0	0	0	3
6	Friends/family participation	2	2	0	0	0	0	0	0	4
7	Entertainment at the race	0	0	0	0	0	0	0	0	0
8	Other	2	0	0	0	0	0	0	0	2
	Total	10	6	3	0	0	0	0	0	-

Other

Unique race experience



Statistic	Experience new countries	Meet other runners	Bigger prizes	More prestigious	Size of race	Friends/family participation	Entertainment at the race	Other
Min Value	1	1	2	1	3	1	-	1
Max Value	1	2	2	2	3	2	-	1
Mean	1.00	1.33	2.00	1.67	3.00	1.50	0.00	1.00
Variance	0.00	0.33	0.00	0.33	0.00	0.33	0.00	0.00
Standard Deviation	0.00	0.58	0.00	0.58	0.00	0.58	0.00	0.00
Total Responses	3	3	1	3	3	4	-	2

**35. Did you participate in the Oslo Marathon?**

#	Answer		Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	100%

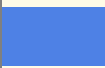


Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	1

**36. Did you...**

#	Answer		Response	%
1	Run in the Oslo Marathon		0	0%
2	Observe the Oslo Marathon		1	100%
3	Volunteer/work at the Oslo Marathon		0	0%
	Total		1	100%







Statistic	Value
Min Value	2
Max Value	2
Mean	2.00
Variance	0.00
Standard Deviation	0.00
Total Responses	1




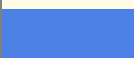
**37. Would you ever consider traveling to Scandinavia to run in a race?**

#	Answer		Response	%
1	Yes		20	22%
2	No		36	39%
3	Maybe		36	39%
	Total		92	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.17
Variance	0.58
Standard Deviation	0.76
Total Responses	92

**38. Why would you NOT travel to Scandinavia for a race? (Please check all that apply)**

#	Answer		Response	%
1	Travel is too expensive		25	69%
2	Entry fees are too expensive		1	3%
3	Too time consuming		14	39%
4	Too competitive		0	0%
5	I am more comfortable running in the U.S.		6	17%
6	I am not familiar enough with races in Scandinavia		7	19%
7	Traveling to Scandinavia is too difficult		6	17%
8	I need to register too far		0	0%

	in advance			
9	Too hard to find out about the races		0	0%
10	These races are for serious or professional runners		2	6%
11	I do not have other people to travel with		2	6%
12	Language barriers		7	19%
13	Other		10	28%

Other
Just haven't
same as before
Not interested
I have responsibilities at home and can't go away for long
white people
i do not fly!
I'm not interested in racing
Would prefer to spend time in Scandinavia doing tourism
I am not interested in running races. I run for health and stress ... I do not need or want to run competitively.
I'm not interested.

Statistic	Value
Min Value	1
Max Value	13
Total Responses	36





## **Appendix D**

### **Reports from Qualtrics of respondents sourced through Fordham University's Track and Field team:**

**Initial Report – Fordham University**




**Last Modified: 04/23/2012**

#### **1. Do you currently reside in the United States?**

#	Answer		Response	%
1	Yes		17	100%
2	No		0	0%
	Total		17	100%




Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	17

**2. How frequently do you travel outside of the United States?**

#	Answer		Response	%
1	At least 1 time per year		5	29%
2	2 times per year		0	0%
3	3 times per year		1	6%
4	More than 3 times per year		0	0%
5	None of the above		11	65%
	Total		17	100%






Statistic	Value
Min Value	1
Max Value	5
Mean	3.71
Variance	3.47
Standard Deviation	1.86
Total Responses	17

### 3. When you travel outside of the US., with whom do you travel? (Please check all that apply)

#	Answer		Response	%
1	I travel alone		0	0%
2	Friend(s)		4	67%
3	Family		3	50%
4	Colleagues		0	0%
5	Organized group(s)		1	17%



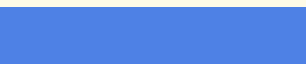



Statistic	Value
Min Value	2
Max Value	5
Total Responses	6

#### 4. Approximately how many miles a week do you run?

#	Answer		Response	%
1	0 - 9 miles		1	6%
2	10 - 19 miles		7	41%
3	20 - 29 miles		5	29%
4	30 - 39 miles		1	6%
5	40 - 49 miles		3	18%
6	50 - 59 miles		0	0%
7	60 - 69 miles		0	0%
8	70 miles or more		0	0%
	Total		17	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.88
Variance	1.49
Standard Deviation	1.22
Total Responses	17



#### 5. What are your main reasons for running? (Please check all that apply)

#	Answer		Response	%
1	Social		8	47%
2	Health reasons		13	76%
3	Preparation for races		11	65%
4	Fun		11	65%
5	Relieving stress		10	59%
6	Other		3	18%

Other
stay in shape
On the track team at college
Sport Fitness

Statistic	Value
Min Value	1
Max Value	6
Total Responses	17

#### 6. Have you run a race in the past 3 years?

#	Answer		Response	%
1	Yes		16	94%
2	No		1	6%
	Total		17	100%







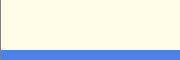

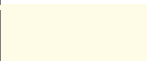
Statistic	Value
Min Value	1
Max Value	2
Mean	1.06
Variance	0.06
Standard Deviation	0.24
Total Responses	17

**7. Approximately how many times in the past 3 years have you participated in the following kinds of races in the United States? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	1.00	4.00	2.75	1.26	4
2	5km	2.00	15.00	7.73	4.04	15
3	10km	1.00	9.00	3.33	2.74	9
4	Half-Marathon	2.00	5.00	3.71	0.95	7
5	Marathon	1.00	4.00	2.60	1.52	5
6	Other	3.00	15.00	8.67	5.28	6









**8. How did you learn about the races in which you participated? (Please check all that apply)**

#	Answer		Response	%
1	Running magazine		4	25%
2	Running website		4	25%
3	Brochure, flyer or poster		3	19%
4	Internet search		8	50%
5	Race website		5	31%
6	Word-of-mouth		12	75%
7	Runners club (email, website, meeting etc.)		6	38%
8	E-mail		4	25%
9	Billboard		0	0%
10	Expo		0	0%
11	Other		5	31%

Other
team
teammates
college track team
Coach
used to be on college team

Statistic	Value
Min Value	1
Max Value	11
Total Responses	16

**9. Which of the following distance(s) are you most likely to run in 2013? (Please check all that apply)**

#	Answer		Response	%
1	3km		2	13%
2	5km		11	69%
3	10km		3	19%
4	Half-Marathon		8	50%
5	Marathon		3	19%
6	Other		4	25%

Other
800m and below
100m, 200m
5 mile
Duathlon

Statistic	Value
Min Value	1
Max Value	6
Total Responses	16

**10. Please rank what is most important to you about a race:**

#	Question	Extremely Important	Very Important	Neither Important nor Unimportant	Very Unimportant	Not at all Important	Responses	Mean
1	Size of race	1	2	10	2	0	15	2.87
2	Prizes	0	2	5	5	3	15	3.60
3	Prestige of race	1	4	6	2	2	15	3.00
4	Location of race	5	10	0	0	0	15	1.67
5	Entry-fee	3	9	3	0	0	15	2.00
6	Entertainment at the race	0	3	7	3	2	15	3.27
7	Race course difficulty	2	6	6	1	0	15	2.40
8	Website	0	2	6	4	3	15	3.53
9	Expo	0	0	8	4	3	15	3.67
10	Fun race experience	3	8	3	0	1	15	2.20

Statistic	Size of race	Prizes	Prestige of race	Location of race	Entry-fee	Entertainment at the race	Race course difficulty	Website	Explo	Fun race experience
Min Value	1	2	1	1	1	2	1	2	3	1
Max Value	4	5	5	2	3	5	4	5	5	5
Mean	2.87	3.60	3.00	1.67	2.00	3.27	2.40	3.53	3.67	2.20
Variance	0.55	0.97	1.29	0.24	0.43	0.92	0.69	0.98	0.67	1.03
Standard Deviation	0.74	0.99	1.13	0.49	0.65	0.96	0.83	0.99	0.82	1.01
Total Responses	15	15	15	15	15	15	15	15	15	15

**11. Have you traveled to another country to participate in a race in the past 3 years?**

#	Answer		Response	%
1	Yes		0	0%
2	No		15	100%
	Total		15	100%

Statistic	Value
Min Value	2
Max Value	2
Mean	2.00
Variance	0.00
Standard Deviation	0.00
Total Responses	15

**12. To which country/countries did you travel, to attend a race? (If more than 5 countries, please write down the most recent)**

1	2	3	4	5
---	---	---	---	---

Statistic	Value
Total Responses	0

**13. What are your main reasons for traveling to other countries to run? (Please check the 3 most important)**

#	Answer		Response	%
1	Experience new countries		0	0%
2	Meet other runners		0	0%
3	Bigger prizes		0	0%
4	More prestigious		0	0%
5	Size of race		0	0%
6	Friends/family participation		0	0%
7	Entertainment at the race		0	0%
8	Other		0	0%

Other



Statistic	Value
Min Value	-
Max Value	-
Total Responses	0

**14. When you traveled to another country to participate in a race, with whom did you travel?**  
**(Please check all that apply)**

#	Answer		Response	%
1	I traveled alone		0	0%
2	Friend(s)		0	0%
3	Family		0	0%
4	Runners club		0	0%
5	Business colleagues		0	0%
6	Other		0	0%

Other






Statistic	Value
Min Value	-
Max Value	-
Total Responses	0

**15. How many times have you participated in the following races in a country OTHER THAN THE U.S. in the past 3 years? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	0.00	0.00	0.00	0.00	-
2	5km	0.00	0.00	0.00	0.00	-
3	10km	0.00	0.00	0.00	0.00	-
4	Half-marathon	0.00	0.00	0.00	0.00	-
5	Marathon	0.00	0.00	0.00	0.00	-
6	Other	0.00	0.00	0.00	0.00	-

**16. What are the main reason(s) you haven't traveled to another country to run? (Please check the 3 most important)**

#	Answer		Response	%
1	Travel is too expensive		11	73%
2	Entry fees are too expensive		0	0%
3	Too time consuming		5	33%
4	Too competitive		1	7%
5	I am more comfortable running in the U.S.		1	7%
6	I am not familiar enough with races outside of the U.S.		6	40%
7	Traveling outside the U.S. is too difficult		0	0%

8	I need to register too far in advance		0	0%
9	Too hard to find out about the races		1	7%
10	These races are for serious or professional runners		1	7%
11	I do not have other people to travel with		2	13%
12	Language barriers		1	7%
13	Other		3	20%

#### Other

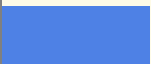

I'd rather relax on vacation

The thought has never crossed my mind

hassle--I have run outside the US but only because there was a race in the place I was already vacationing










Statistic	Value
Min Value	1
Max Value	13
Total Responses	15




### 17. Are you a member of a runner's club?

#	Answer		Response	%
1	Yes		5	31%
2	No		11	69%
	Total		16	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.69
Variance	0.23
Standard Deviation	0.48
Total Responses	16




**18. Which of these international marathons have you heard of? (Please check all that apply)**

#	Answer		Response	%
1	London Marathon		13	81%
2	Berlin Marathon		7	44%
3	Amsterdam Marathon		6	38%
4	Paris Marathon		7	44%
5	Rotterdam Marathon		3	19%
6	Oslo Marathon		6	38%
7	Rome Marathon		6	38%
8	Stockholm Marathon		4	25%
9	Kosice Marathon		0	0%
10	Istanbul Marathon		2	13%

11	Hamburg Marathon		2	13%
12	The Rock 'n' Roll Marathon		8	50%
13	None of the above		2	13%

Statistic	Value
Min Value	1
Max Value	13
Total Responses	16

**19. How did you hear about the Oslo Marathon?**

#	Answer		Response	%
1	Word-of-mouth		4	67%
2	Running magazine		1	17%
3	Running website		1	17%
4	E-mail		0	0%
5	Race website		0	0%
6	Internet search		0	0%
7	Expo		0	0%
8	Brochure		0	0%
9	Runners club		0	0%
10	Other		0	0%
	Total		6	100%



Statistic	Value
Min Value	1
Max Value	3
Mean	1.50
Variance	0.70
Standard Deviation	0.84
Total Responses	6

## 20. What is your impression of Oslo Marathon?

Text Response
I have no opinion
Amazing Views, fresh air, fun entertainment after race
Good
ok
NA
I have only heard about it and not given it much thought.

Statistic	Value
Total Responses	6

### 21. Have you ever traveled to Norway?

#	Answer		Response	%
1	Yes		0	0%
2	No		16	100%
	Total		16	100%

Statistic	Value
Min Value	2
Max Value	2
Mean	2.00
Variance	0.00
Standard Deviation	0.00
Total Responses	16

**22. What was the purpose of your trip(s) to Norway? (Please check all that apply)**

#	Answer		Response	%
1	Business trip		0	0%
2	Vacation		0	0%
3	Family vacation		0	0%
4	Race		0	0%
5	Study		0	0%
6	Other		0	0%

Other

Statistic	Value
Min Value	-
Max Value	-
Total Responses	0

**23. What would make you want to travel to Norway to participate in the Oslo Marathon?**  
**(Please check the 3 most important)**

#	Answer		Response	%
1	Famous runners participating		0	0%
2	Events for the whole family		4	29%
3	Reputation of the course		1	7%
4	Package deal with hotel/flight, etc.		10	71%
5	Accessibility of sightseeing		8	57%
6	The natural scenery of the race course		9	64%
7	Prize money		0	0%
8	A fast track course		1	7%

9	Other		1	7%
---	-------	---	---	----

Other
ability to experience Norway

Statistic	Value
Min Value	2
Max Value	9
Total Responses	14

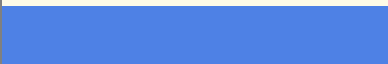

**24. What do you think is a reasonable entry fee to pay for a race? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in USD	15.00	117.00	66.50	29.63	16

**25. What do you think is reasonable to pay for a package-deal that includes flight, hotel, and entry fee to the Oslo Marathon? (Drag the slider to the correct number)**

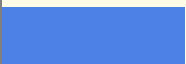





#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Total price in USD	0.00	2,875.00	1,423.50	671.53

**26. Some running events support a cause, (e.g., medical research, poverty, education) would this attract you to participate in a race?**

#	Answer		Response	%
1	Yes		13	81%
2	No		3	19%
	Total		16	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.19
Variance	0.16
Standard Deviation	0.40
Total Responses	16

**27. What kind of cause would you be most willing to run for?**

#	Answer		Response	%
1	Cancer		5	38%
2	Medical research		1	8%
3	Poverty		1	8%
4	Education		3	23%
5	Homelessness		1	8%
6	Heart disease		0	0%
7	AIDS		2	15%
8	Other		0	0%
	Total		13	100%

Other





Statistic	Value
Min Value	1
Max Value	7
Mean	3.15
Variance	4.97
Standard Deviation	2.23
Total Responses	13

**28. In addition to the entry fee, how much would you be willing to spend as a donation to your favorite cause?(Drag the slider to the correct number)**





#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in \$	10.00	201.00	58.25	53.55	12

**29. What is you gender?**

#	Answer		Response	%
1	Male		6	38%
2	Female		10	63%
	Total		16	100%






Statistic	Value
Min Value	1
Max Value	2
Mean	1.63
Variance	0.25
Standard Deviation	0.50
Total Responses	16

**30. How old are you?**

#	Answer		Response	%
1	Under 19		0	0%
2	20 - 24		11	69%
3	25 - 29		0	0%
4	30 - 34		2	13%
5	35 - 39		0	0%
6	40 - 44		2	13%
7	45 - 49		0	0%
8	50 - 54		1	6%
9	55 - 59		0	0%
10	60 - 64		0	0%
11	65 - 69		0	0%
12	70+		0	0%
	Total		16	100%







Statistic	Value
Min Value	2
Max Value	8
Mean	3.13
Variance	3.72
Standard Deviation	1.93
Total Responses	16



**31. What is the highest level of education you have completed?**

#	Answer		Response	%
1	Less than High School		0	0%
2	High School / GED		0	0%
3	Some College		1	6%
4	2-year College Degree		1	6%
5	4-year College Degree		11	69%
6	Masters Degree		1	6%
7	Doctoral Degree		0	0%
8	Professional Degree (JD, MD)		2	13%
	Total		16	100%

Statistic	Value
Min Value	3
Max Value	8
Mean	5.25
Variance	1.53
Standard Deviation	1.24
Total Responses	16

**32. 6. What is your combined annual household income?**

#	Answer		Response	%
1	under \$20,000		4	25%
2	20,000- 29,999		1	6%
3	30,000- 39,999		0	0%
4	40,000- 49,999		2	13%
5	50,000- 59,999		1	6%
6	60,000- 69,999		2	13%
7	70,000- 79,999		0	0%
8	80,000- 89,999		0	0%
9	90,000- 99,999		0	0%
10	100,000- 109,999		2	13%

11	110,000- 119,999		0	0%
12	120,000- 129,999		0	0%
13	130,000- 139,999		0	0%
14	140,000- 149,999		0	0%
15	150,000+		3	19%
16	Do not want to answer		1	6%
	Total		16	100%



Statistic	Value
Min Value	1
Max Value	16
Mean	7.00
Variance	32.27
Standard Deviation	5.68
Total Responses	16

**34. Please rank your selections of main reasons for traveling to other countries to run, where 1 is the most important.**

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Experience new countries	0	0	0	0	0	0	0	0	0
2	Meet other runners	0	0	0	0	0	0	0	0	0
3	Bigger prizes	0	0	0	0	0	0	0	0	0
4	More prestigious	0	0	0	0	0	0	0	0	0
5	Size of race	0	0	0	0	0	0	0	0	0
6	Friends/family participation	0	0	0	0	0	0	0	0	0
7	Entertainment at the race	0	0	0	0	0	0	0	0	0
8	Other	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0	-

Other

Statistic	Experience new countries	Meet other runners	Bigger prizes	More prestigious	Size of race	Friends/family participation	Entertainment at the race	Other
Min Value	-	-	-	-	-	-	-	-
Max Value	-	-	-	-	-	-	-	-
Mean	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Variance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Standard Deviation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Responses	-	-	-	-	-	-	-	-

**35. Did you participate in the Oslo Marathon?**

#	Answer		Response	%
1	Yes		0	0%
2	No		0	0%
	Total		0	0%

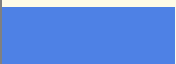


Statistic	Value
Min Value	-
Max Value	-
Mean	0.00
Variance	0.00
Standard Deviation	0.00
Total Responses	0

**36. Did you...**

#	Answer		Response	%
1	Run in the Oslo Marathon		0	0%
2	Observe the Oslo Marathon		0	0%
3	Volunteer/work at the Oslo Marathon		0	0%
	Total		0	0%









Statistic	Value
Min Value	-
Max Value	-
Mean	0.00
Variance	0.00
Standard Deviation	0.00
Total Responses	0






**37. Would you ever consider traveling to Scandinavia to run in a race?**

#	Answer		Response	%
1	Yes		4	36%
2	No		2	18%
3	Maybe		5	45%
	Total		11	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.09
Variance	0.89
Standard Deviation	0.94
Total Responses	11

**38. Why would you NOT travel to Scandinavia for a race? (Please check all that apply)**

#	Answer		Response	%
1	Travel is too expensive		1	50%
2	Entry fees are too expensive		1	50%
3	Too time consuming		1	50%
4	Too competitive		1	50%
5	I am more comfortable running in the U.S.		1	50%
6	I am not familiar enough with races in Scandinavia		1	50%
7	Traveling to Scandinavia is too difficult		1	50%
8	I need to register too far		1	50%

	in advance			
9	Too hard to find out about the races		1	50%
10	These races are for serious or professional runners		1	50%
11	I do not have other people to travel with		1	50%
12	Language barriers		1	50%
13	Other		1	50%

Other

I don't have a good reason



Statistic	Value
Min Value	1
Max Value	13
Total Responses	2

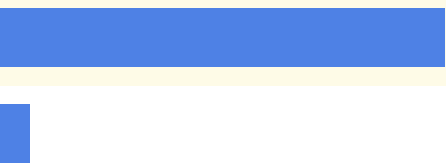
## **Appendix E**

**Reports from Qualtrics of respondents sourced through the runners club the New York Flyers:**

**Initial Report – New York Flyers**

**Last Modified: 04/23/2012**

**1. Do you currently reside in the United States?**

#	Answer		Response	%
1	Yes		29	94%
2	No		2	6%
	Total		31	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.06
Variance	0.06
Standard Deviation	0.25
Total Responses	31

## 2. How frequently do you travel outside of the United States?

#	Answer		Response	%
1	At least 1 time per year		10	36%
2	2 times per year		4	14%
3	3 times per year		0	0%
4	More than 3 times per year		5	18%
5	None of the above		9	32%
	Total		28	100%



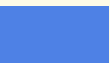




Statistic	Value
Min Value	1
Max Value	5
Mean	2.96
Variance	3.15
Standard Deviation	1.77
Total Responses	28

### 3. When you travel outside of the US., with whom do you travel? (Please check all that apply)

#	Answer		Response	%
1	I travel alone		7	39%
2	Friend(s)		9	50%
3	Family		9	50%
4	Colleagues		2	11%
5	Organized group(s)		2	11%



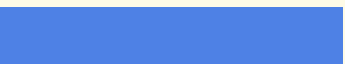



Statistic	Value
Min Value	1
Max Value	5
Total Responses	18

#### 4. Approximately how many miles a week do you run?

#	Answer		Response	%
1	0 - 9 miles		2	8%
2	10 - 19 miles		3	12%
3	20 - 29 miles		6	23%
4	30 - 39 miles		8	31%
5	40 - 49 miles		4	15%
6	50 - 59 miles		0	0%
7	60 - 69 miles		2	8%
8	70 miles or more		1	4%
	Total		26	100%

Statistic	Value
Min Value	1
Max Value	8
Mean	3.85
Variance	2.94
Standard Deviation	1.71
Total Responses	26

#### 5. What are your main reasons for running? (Please check all that apply)

#	Answer		Response	%
1	Social		12	48%
2	Health reasons		19	76%
3	Preparation for races		18	72%
4	Fun		16	64%
5	Relieving stress		14	56%
6	Other		1	4%

Other
Weight loss

Statistic	Value
Min Value	1
Max Value	6
Total Responses	25

#### 6. Have you run a race in the past 3 years?

#	Answer		Response	%
1	Yes		25	100%
2	No		0	0%
	Total		25	100%





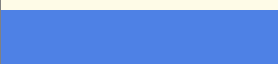

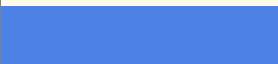



Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	25

**7. Approximately how many times in the past 3 years have you participated in the following kinds of races in the United States? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	0.00	15.00	4.00	7.35	4
2	5km	1.00	15.00	6.76	5.38	17
3	10km	2.00	15.00	8.94	4.97	17
4	Half-Marathon	1.00	15.00	7.21	4.58	19
5	Marathon	0.00	11.00	4.20	3.21	20
6	Other	0.00	15.00	8.63	5.16	16





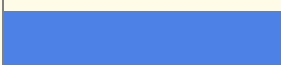



**8. How did you learn about the races in which you participated? (Please check all that apply)**

#	Answer		Response	%
1	Running magazine		4	17%
2	Running website		14	58%
3	Brochure, flyer or poster		3	13%
4	Internet search		10	42%
5	Race website		14	58%
6	Word-of-mouth		11	46%
7	Runners club (email, website, meeting etc.)		14	58%
8	E-mail		5	21%
9	Billboard		1	4%
10	Expo		2	8%
11	Other		0	0%

Other

Statistic	Value
Min Value	1
Max Value	10
Total Responses	24

**9. Which of the following distance(s) are you most likely to run in 2013? (Please check all that apply)**

#	Answer		Response	%
1	3km		1	4%
2	5km		11	46%
3	10km		14	58%
4	Half-Marathon		16	67%
5	Marathon		18	75%
6	Other		7	29%

Other
4 mile, 5 mile, 10 mile, 15k
4 and 5 mile
5 miles, 15k
50k, 50M, 100M
4 mile
4 mile
4M, 5M



Statistic	Value
Min Value	1
Max Value	6
Total Responses	24

**10. Please rank what is most important to you about a race:**

#	Question	Extremely Important	Very Important	Neither Important nor Unimportant	Very Unimportant	Not at all Important	Responses	Mean
1	Size of race	6	5	10	0	1	22	2.32
2	Prizes	3	3	5	1	10	22	3.55
3	Prestige of race	2	5	8	4	3	22	3.05
4	Location of race	11	10	1	0	0	22	1.55
5	Entry-fee	4	11	4	3	0	22	2.27
6	Entertainment at the race	2	1	8	2	9	22	3.68
7	Race course difficulty	4	9	7	1	1	22	2.36
8	Website	3	5	5	3	6	22	3.18
9	Expo	2	3	2	3	12	22	3.91
10	Fun race experience	8	9	2	1	2	22	2.09

Statistic	Size of race	Prizes	Prestige of race	Location of race	Entry-fee	Entertainment at the race	Race course difficulty	Website	Experience	Fun race experience
Min Value	1	1	1	1	1	1	1	1	1	1
Max Value	5	5	5	3	4	5	5	5	5	5
Mean	2.32	3.55	3.05	1.55	2.27	3.68	2.36	3.18	3.91	2.09
Variance	1.08	2.35	1.38	0.35	0.87	1.75	1.00	2.06	2.09	1.52
Standard Deviation	1.04	1.53	1.17	0.60	0.94	1.32	1.00	1.44	1.44	1.23
Total Responses	22	22	22	22	22	22	22	22	22	22

**11. Have you traveled to another country to participate in a race in the past 3 years?**

#	Answer		Response	%
1	Yes		7	32%
2	No		15	68%
	Total		22	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.68
Variance	0.23
Standard Deviation	0.48
Total Responses	22

**12. To which country/countries did you travel, to attend a race? (If more than 5 countries, please write down the most recent)**

1	2	3	4	5
Germany	x	x	x	x
Greece				
Germany				
Bermuda				
norway				

Statistic	Value
Total Responses	5

**13. What are your main reasons for traveling to other countries to run? (Please check the 3 most important)**

#	Answer		Response	%
1	Experience new countries		3	60%
2	Meet other runners		0	0%
3	Bigger prizes		1	20%
4	More prestigious		1	20%
5	Size of race		1	20%
6	Friends/family participation		1	20%
7	Entertainment at the race		0	0%
8	Other		1	20%




Other

history of race



Statistic	Value
Min Value	1
Max Value	8
Total Responses	5

**14. When you traveled to another country to participate in a race, with whom did you travel?  
(Please check all that apply)**

#	Answer		Response	%
1	I traveled alone		0	0%
2	Friend(s)		4	80%
3	Family		2	40%
4	Runners club		1	20%
5	Business colleagues		0	0%
6	Other		0	0%

Other





Statistic	Value
Min Value	2
Max Value	4
Total Responses	5

**15. How many times have you participated in the following races in a country OTHER THAN THE U.S. in the past 3 years? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	3km	0.00	0.00	0.00	0.00	-
2	5km	0.00	0.00	0.00	0.00	-
3	10km	1.00	1.00	1.00	0.00	1
4	Half-marathon	0.00	0.00	0.00	0.00	-
5	Marathon	1.00	1.00	1.00	0.00	4
6	Other	1.00	1.00	1.00	0.00	1

**16. What are the main reason(s) you haven't traveled to another country to run? (Please check the 3 most important)**

#	Answer		Response	%
1	Travel is too expensive		7	47%
2	Entry fees are too expensive		2	13%
3	Too time consuming		8	53%
4	Too competitive		2	13%
5	I am more comfortable running in the U.S.		1	7%
6	I am not familiar enough with races outside of the U.S.		0	0%
7	Traveling outside the U.S. is too difficult		1	7%

8	I need to register too far in advance		2	13%
9	Too hard to find out about the races		2	13%
10	These races are for serious or professional runners		0	0%
11	I do not have other people to travel with		1	7%
12	Language barriers		0	0%
13	Other		6	40%

Other
Been busy, have run abroad before
just can not find the time
Travel is limited to family trips
I will be travelling this fall (2012) to run the Berlin Marathon
No reason to go there when there are thousands of races here
Not enough time when I'm traveling to fit a race in!











Statistic	Value
Min Value	1
Max Value	13
Total Responses	15



#### 17. Are you a member of a runner's club?

#	Answer		Response	%
1	Yes		20	100%
2	No		0	0%
	Total		20	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	20

**18. Which of these international marathons have you heard of? (Please check all that apply)**






#	Answer		Response	%
1	London Marathon		19	95%
2	Berlin Marathon		18	90%
3	Amsterdam Marathon		13	65%
4	Paris Marathon		19	95%
5	Rotterdam Marathon		13	65%
6	Oslo Marathon		9	45%
7	Rome Marathon		13	65%
8	Stockholm Marathon		12	60%
9	Kosice Marathon		2	10%
10	Istanbul Marathon		3	15%

11	Hamburg Marathon		4	20%
12	The Rock 'n' Roll Marathon		17	85%
13	None of the above		0	0%

Statistic	Value
Min Value	1
Max Value	12
Total Responses	20



**19. How did you hear about the Oslo Marathon?**

#	Answer		Response	%
1	Word-of-mouth		2	22%
2	Running magazine		0	0%
3	Running website		2	22%
4	E-mail		0	0%
5	Race website		0	0%
6	Internet search		2	22%
7	Expo		2	22%
8	Brochure		0	0%
9	Runners club		1	11%
10	Other		0	0%
	Total		9	100%



Statistic	Value
Min Value	1
Max Value	9
Mean	4.78
Variance	8.19
Standard Deviation	2.86
Total Responses	9

**20. What is your impression of Oslo Marathon?**

Text Response
nothing in particular
no impression
no impression
I don't do Norwegian impressions
it is a race I would like to do in the future
sucks
n/a
CXZCZX
none

Statistic	Value
Total Responses	9

**21. Have you ever traveled to Norway?**

#	Answer		Response	%
1	Yes		1	5%
2	No		19	95%
	Total		20	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.95
Variance	0.05
Standard Deviation	0.22
Total Responses	20







**22. What was the purpose of your trip(s) to Norway? (Please check all that apply)**

#	Answer		Response	%
1	Business trip		0	0%
2	Vacation		0	0%
3	Family vacation		0	0%
4	Race		1	100%
5	Study		0	0%
6	Other		0	0%

Other

Statistic	Value
Min Value	4
Max Value	4
Total Responses	1

**23. What would make you want to travel to Norway to participate in the Oslo Marathon?**  
**(Please check the 3 most important)**

#	Answer		Response	%
1	Famous runners participating		0	0%
2	Events for the whole family		2	14%
3	Reputation of the course		4	29%
4	Package deal with hotel/flight, etc.		8	57%
5	Accessibility of sightseeing		6	43%
6	The natural scenery of the race course		10	71%
7	Prize money		0	0%
8	A fast track course		4	29%

9	Other		4	29%
---	-------	---	---	-----

Other
its Norway
hot looking women
Convenience (easy, cheap to get to etc.)
nothing, no interest

Statistic	Value
Min Value	2
Max Value	9
Total Responses	14



**24. What do you think is a reasonable entry fee to pay for a race? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in USD	9.00	200.00	75.39	52.97	18

**25. What do you think is reasonable to pay for a package-deal that includes flight, hotel, and entry fee to the Oslo Marathon? (Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Total price in USD	0.00	5,000.00	1,289.12	1,179.84





**26. Some running events support a cause, (e.g., medical research, poverty, education) would this attract you to participate in a race?**

#	Answer		Response	%
1	Yes		5	31%
2	No		11	69%
	Total		16	100%



Statistic	Value
Min Value	1
Max Value	2
Mean	1.69
Variance	0.23
Standard Deviation	0.48
Total Responses	16

**27. What kind of cause would you be most willing to run for?**

#	Answer		Response	%
1	Cancer		2	40%
2	Medical research		1	20%
3	Poverty		1	20%
4	Education		0	0%
5	Homelessness		0	0%
6	Heart disease		0	0%
7	AIDS		1	20%
8	Other		0	0%
	Total		5	100%



Other

Statistic	Value
Min Value	1
Max Value	7
Mean	2.80
Variance	6.20
Standard Deviation	2.49
Total Responses	5

**28. In addition to the entry fee, how much would you be willing to spend as a donation to your favorite cause?(Drag the slider to the correct number)**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Entry fee in \$	15.00	250.00	95.20	91.59	5

**29. What is you gender?**

#	Answer		Response	%
1	Male		10	63%
2	Female		6	38%
	Total		16	100%







Statistic	Value
Min Value	1
Max Value	2
Mean	1.38
Variance	0.25
Standard Deviation	0.50
Total Responses	16

**30. How old are you?**

#	Answer		Response	%
1	Under 19		0	0%
2	20 - 24		0	0%
3	25 - 29		1	6%
4	30 - 34		2	13%
5	35 - 39		3	19%
6	40 - 44		4	25%
7	45 - 49		1	6%
8	50 - 54		2	13%
9	55 - 59		3	19%
10	60 - 64		0	0%
11	65 - 69		0	0%
12	70+		0	0%
	Total		16	100%

Statistic	Value
Min Value	3
Max Value	9
Mean	6.25
Variance	3.67
Standard Deviation	1.91
Total Responses	16




**31. What is the highest level of education you have completed?**






#	Answer		Response	%
1	Less than High School		0	0%
2	High School / GED		1	6%
3	Some College		0	0%
4	2-year College Degree		1	6%
5	4-year College Degree		5	31%
6	Masters Degree		6	38%
7	Doctoral Degree		1	6%
8	Professional Degree (JD, MD)		2	13%
	Total		16	100%

Statistic	Value
Min Value	2
Max Value	8
Mean	5.63
Variance	2.12
Standard Deviation	1.45
Total Responses	16



**32. 6. What is your combined annual household income?**

#	Answer		Response	%
1	under \$20,000		0	0%
2	20,000-29,999		0	0%
3	30,000-39,999		0	0%
4	40,000-49,999		0	0%
5	50,000-59,999		0	0%
6	60,000-69,999		2	13%
7	70,000-79,999		0	0%
8	80,000-89,999		0	0%
9	90,000-99,999		1	6%
10	100,000-109,999		2	13%

11	110,000- 119,999		0	0%
12	120,000- 129,999		2	13%
13	130,000- 139,999		1	6%
14	140,000- 149,999		1	6%
15	150,000+		4	25%
16	Do not want to answer		3	19%
	Total		16	100%

Statistic	Value
Min Value	6
Max Value	16
Mean	12.50
Variance	11.60
Standard Deviation	3.41
Total Responses	16

**34. Please rank your selections of main reasons for traveling to other countries to run, where 1 is the most important.**

#	Answer	1	2	3	4	5	6	7	8	Responses
1	Experience new countries	3	0	0	0	0	0	0	0	3
2	Meet other runners	0	0	0	0	0	0	0	0	0
3	Bigger prizes	1	0	0	0	0	0	0	0	1
4	More prestigious	0	1	0	0	0	0	0	0	1
5	Size of race	0	0	1	0	0	0	0	0	1
6	Friends/family participation	1	0	0	0	0	0	0	0	1
7	Entertainment at the race	0	0	0	0	0	0	0	0	0
8	Other	0	0	0	0	0	0	0	0	0
	Total	5	1	1	0	0	0	0	0	-

Other

Statistic	Experience new countries	Meet other runners	Bigger prizes	More prestigious	Size of race	Friends/family participation	Entertainment at the race	Other
Min Value	1	-	1	2	3	1	-	-
Max Value	1	-	1	2	3	1	-	-
Mean	1.00	0.00	1.00	2.00	3.00	1.00	0.00	0.00
Variance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Standard Deviation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Responses	3	-	1	1	1	1	-	-

**35. Did you participate in the Oslo Marathon?**

#	Answer		Response	%
1	Yes		1	100%
2	No		0	0%
	Total		1	100%

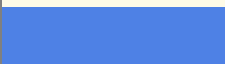


Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	1

**36. Did you...**

#	Answer		Response	%
1	Run in the Oslo Marathon		0	0%
2	Observe the Oslo Marathon		0	0%
3	Volunteer/work at the Oslo Marathon		1	100%
	Total		1	100%

Statistic	Value
Min Value	3
Max Value	3
Mean	3.00
Variance	0.00
Standard Deviation	0.00
Total Responses	1



**37. Would you ever consider traveling to Scandinavia to run in a race?**


#	Answer		Response	%
1	Yes		8	47%
2	No		4	24%
3	Maybe		5	29%
	Total		17	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.82
Variance	0.78
Standard Deviation	0.88
Total Responses	17



**38. Why would you NOT travel to Scandinavia for a race? (Please check all that apply)**

#	Answer		Response	%
1	Travel is too expensive		1	33%
2	Entry fees are too expensive		0	0%
3	Too time consuming		1	33%
4	Too competitive		0	0%
5	I am more comfortable running in the U.S.		0	0%
6	I am not familiar enough with races in Scandinavia		0	0%
7	Traveling to Scandinavia is too difficult		0	0%
8	I need to register too far		0	0%

	in advance			
9	Too hard to find out about the races		0	0%
10	These races are for serious or professional runners		0	0%
11	I do not have other people to travel with		0	0%
12	Language barriers		0	0%
13	Other		2	67%

#### Other

Why are we talking about the Oslo Marathon??? I thought this was an academic survey. This is starting to look like a comercial scam. It makes me less likely to have any interest in the Oslo Marathon.

Really?

Statistic	Value
Min Value	1
Max Value	13
Total Responses	3