2011 Oakland Running Festival Post Race Survey

1. Which Race Did You Run?

	Response Percent	Response Count
Marathon	25.5%	288
Half-Marathon	**58.7%**	**664**
Team-Relay	7.3%	83
5K	8.2%	93
Kids Fun Run	0.3%	3
	answered question	**1,131**
	skipped question	**0**

2. What Factors Influenced Your Decision to Participate in the Oakland Running Festival? (Check all that apply)

	Response Percent	Response Count
A Race Sponsor	2.8%	30
Friends and/or Family	43.5%	460
Date of the Race	37.2%	393
Location/Proximity	**80.6%**	**852**
Course	34.4%	364
Boston Qualifier	1.7%	18
Not Sure	0.9%	10
Reputation of the Race Organizers	6.8%	72
Other (please specify)		215
answered question		**1,057**
skipped question		**74**

3. Rate the Quality of the Start Line Area (5 is Best)

	Response Percent	Response Count
1	1.9%	21
2	2.9%	32
3	10.4%	115
4	39.3%	435
5	**45.6%**	**505**
answered question		**1,108**
skipped question		**23**

4. Rate the Quality of the Race Route (5 is Best)

	Response Percent	Response Count
1	1.4%	15
2	5.0%	55
3	13.1%	145
4	40.0%	443
5	**40.6%**	**450**
	answered question	**1,108**
	skipped question	**23**

5. Rate the Quality of the Fan Support on the Course? (5 is best)

	Response Percent	Response Count
1	0.4%	4
2	2.4%	27
3	12.4%	137
4	30.0%	332
5	**54.9%**	**608**
	answered question	**1,108**
	skipped question	**23**

6. Rate the Quality of the Relay Exchange Points--If Applicable (5 is Best)

	Response Percent	Response Count
1	2.0%	5
2	2.0%	5
3	21.1%	52
4	28.7%	71
5	**46.2%**	**114**
	answered question	**247**
	skipped question	**884**

7. Rate the Quality of the Finish Line Area (5 is Best)

	Response Percent	Response Count
1	1.4%	15
2	2.7%	30
3	11.6%	129
4	36.2%	401
5	**48.1%**	**533**
	answered question	**1,108**
	skipped question	**23**

8. Rate the Quality of the Post-Race Food & Beverages (5 is Best)

	Response Percent	Response Count
1	3.7%	41
2	8.1%	89
3	**34.8%**	**383**
4	34.2%	377
5	19.2%	212
	answered question	**1,102**
	skipped question	**29**

9. Rate the Quality of the Celebration Village Activities & Entertainment (5 is best)

	Response Percent	Response Count
1	2.3%	25
2	5.0%	55
3	30.8%	339
4	**40.5%**	**446**
5	21.5%	237
	answered question	**1,102**
	skipped question	**29**

10. Do You Plan to Run Again Next Year? (March 24 & 25, 2012)

	Response Percent	Response Count
Yes	**68.8%**	**755**
No	3.6%	39
Not Sure	27.7%	304
	answered question	**1,098**
	skipped question	**33**

11. Would You Recommend the Oakland Running Festival to a Friend

	Response Percent	Response Count
Yes	**96.6%**	**1,061**
No	3.4%	37
	answered question	**1,098**
	skipped question	**33**

12. How Did Your Opinion of the City of Oakland Change After Participating In The Event?

	Response Percent	Response Count
After participating, I now have a more postive image of Oakland	**48.3%**	**521**
My image of Oakland was positive before the race and it did not change	42.7%	461
My image of Oakland was negative before the race and it did not change	1.9%	21
After participating, I now have a more negative image of Oakland	0.6%	7
Not Sure	6.4%	69
Comments On Your Image of the City of Oakland		320
answered question		**1,079**
skipped question		**52**