



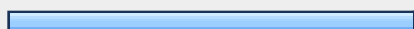




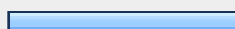
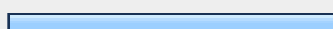



# Oakland Running Festival Post Race Survey

1. Which Race Did You Run?			
		Response Percent	Response Count
Marathon		24.6%	378
<b>Half-Marathon</b>		<b>55.9%</b>	<b>858</b>
Team-Relay		10.0%	153
5K		8.8%	135
Kids Fun Run		0.7%	10
		<i>answered question</i>	<b>1,534</b>
		<i>skipped question</i>	<b>0</b>




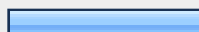
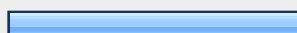

2. Rate the Quality of the Information on the Website (5 is best)			
		Response Percent	Response Count
1		0.8%	12
2		1.5%	23
3		8.6%	131
4		40.1%	614
5		<b>46.9%</b>	<b>717</b>
Never viewed the website		2.2%	33
		<i>answered question</i>	<b>1,530</b>
		<i>skipped question</i>	<b>4</b>




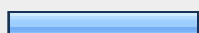
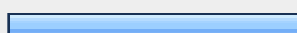

3. Rate the Ease of the Registration Process (5 is best)			Response Percent	Response Count
1			1.1%	17
2			1.4%	22
3			6.1%	93
4			24.7%	378
5			<b>62.8%</b>	<b>961</b>
I registered at the expo			3.9%	59
			<i>answered question</i>	<b>1,530</b>
			<i>skipped question</i>	<b>4</b>

4. Rate the Quality of the Information Received After Registration (5 is Best)			Response Percent	Response Count
1			0.4%	6
2			1.2%	19
3			7.5%	115
4			35.6%	544
5			<b>50.6%</b>	<b>772</b>
I registered at the expo			4.6%	71
			<i>answered question</i>	<b>1,527</b>
			<i>skipped question</i>	<b>7</b>

5. Rate the Quality of the Information Received in the Email Blasts (5 is Best)			Response Percent	Response Count
1			0.5%	7
2			1.2%	19
3			7.8%	119
4			33.3%	509
5			51.3%	783
I did not receive the email blasts			5.9%	90
			<i>answered question</i>	<b>1,527</b>
			<i>skipped question</i>	<b>7</b>

6. Rate the Quality of the Information Provided in the Online Runner Information Booklet (5 is Best)			Response Percent	Response Count
1			0.5%	7
2			1.2%	18
3			5.9%	90
4			28.9%	441
5			55.2%	843
Did not look at the online booklet			8.4%	128
			<i>answered question</i>	<b>1,527</b>
			<i>skipped question</i>	<b>7</b>

7. Rate the Accessibility of the Health & Fitness Expo/Package Pick Up (5 is Best)			Response Percent	Response Count
1			2.1%	31
2			3.9%	59
3			13.0%	196
4			29.5%	445
5			<b>44.9%</b>	<b>679</b>
Did not attend the Expo			6.7%	101
			<i>answered question</i>	<b>1,511</b>
			<i>skipped question</i>	<b>23</b>





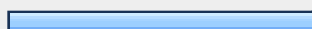
8. Rate the Hours of the Health & Fitness Expo/Package Pick Up (5 is Best)			Response Percent	Response Count
1			2.6%	39
2			3.3%	50
3			12.6%	190
4			28.9%	437
5			<b>45.7%</b>	<b>691</b>
Did not Attend the Expo			6.9%	104
			<i>answered question</i>	<b>1,511</b>
			<i>skipped question</i>	<b>23</b>




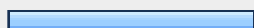

9. Rate the Ease of Packet Pick Up (5 is best)			Response Percent	Response Count
1			2.9%	44
2			5.6%	84
3			12.9%	195
4			28.3%	428
5			50.3%	760
			<i>answered question</i>	1,511
			<i>skipped question</i>	23

10. Rate the Quality of the Vendors			Response Percent	Response Count
1			3.2%	49
2			9.9%	150
3			34.0%	513
4			36.0%	544
5			16.9%	255
			<i>answered question</i>	1,511
			<i>skipped question</i>	23

11. Rate the Quality of the Race Premiums (5 is Best)			Response Percent	Response Count
1			2.6%	40
2			6.7%	101
3			35.1%	530
4			<b>37.3%</b>	<b>563</b>
5			18.3%	277
			<i>answered question</i>	<b>1,511</b>
			<i>skipped question</i>	<b>23</b>

12. Rate the Quality and Selection of Items in the Official Merchandise Store(5 is Best)			Response Percent	Response Count
1			2.1%	32
2			6.0%	91
3			20.6%	312
4			27.9%	422
5			11.4%	172
<b>Did Not Visit the Official Merchandise Area at the Expo</b>			<b>31.9%</b>	<b>482</b>
			Comments	373
			<i>answered question</i>	<b>1,511</b>
			<i>skipped question</i>	<b>23</b>

13. Rate the Quality of the Start Line Area (5 is Best)			
		Response Percent	Response Count
1		0.6%	9
2		2.6%	39
3		12.8%	192
4		36.9%	551
5		47.1%	704
		<i>answered question</i>	<b>1,495</b>
		<i>skipped question</i>	<b>39</b>






14. Rate the Quality of the Race Route (5 is Best)			
		Response Percent	Response Count
1		0.7%	11
2		2.0%	30
3		11.8%	177
4		37.9%	567
5		47.5%	710
		<i>answered question</i>	<b>1,495</b>
		<i>skipped question</i>	<b>39</b>







15. Rate the Quality of the Volunteers at the On-Course Aid Stations (5 is best)			Response Percent	Response Count
1			0.4%	6
2			1.6%	24
3			5.6%	84
4			21.5%	321
5			<b>70.9%</b>	<b>1,060</b>
			<i>answered question</i>	<b>1,495</b>
			<i>skipped question</i>	<b>39</b>







16. Rate the Quality of the Set Up and Quantity of the On-Course Aid-Stations (5 is Best)			Response Percent	Response Count
1			0.9%	14
2			3.4%	51
3			9.9%	148
4			30.4%	454
5			<b>55.4%</b>	<b>828</b>
			<i>answered question</i>	<b>1,495</b>
			<i>skipped question</i>	<b>39</b>






17. Rate the Quality of the Fan Support on the Course? (5 is best)			Response Percent	Response Count
1			0.3%	5
2			1.5%	22
3			7.9%	118
4			24.7%	370
5			65.6%	980
			<i>answered question</i>	<b>1,495</b>
			<i>skipped question</i>	<b>39</b>

18. Rate the Quality of the Relay Exchange Points--If Applicable (5 is Best)			Response Percent	Response Count
1			3.4%	12
2			3.4%	12
3			19.3%	68
4			30.9%	109
5			43.1%	152
			<i>answered question</i>	<b>353</b>
			<i>skipped question</i>	<b>1,181</b>

19. Rate the Quality of the Finish Line Area (5 is Best)			Response Percent	Response Count
1			1.6%	24
2			4.1%	62
3			14.1%	211
4			34.8%	521
5			45.3%	677
			<i>answered question</i>	1,495
			<i>skipped question</i>	39

20. Rate the Quality of the Medical Treatment(5 is Best)			Response Percent	Response Count
1			0.1%	1
2			0.1%	2
3			1.0%	15
4			2.7%	39
5			4.0%	58
<b>Did Not Utilize</b>			92.1%	1,339
			<i>answered question</i>	1,454
			<i>skipped question</i>	80

21. Rate the Quality of the Massage Treatment(5 is Best)			Response Percent	Response Count
1			0.2%	3
2			0.3%	5
3			1.2%	18
4			2.5%	36
5			5.9%	85
<b>Did Not Utilize</b>			<b>89.9%</b>	<b>1,303</b>
		<i>answered question</i>		<b>1,450</b>
		<i>skipped question</i>		<b>84</b>

22. Rate the Quality of the Post-Race Food & Beverages (5 is Best)			Response Percent	Response Count
1			3.8%	56
2			8.2%	121
3			30.8%	457
4			<b>35.3%</b>	<b>524</b>
5			22.0%	326
		<i>answered question</i>		<b>1,484</b>
		<i>skipped question</i>		<b>50</b>

23. Rate the Quality of the Signage In and Around the Village (5 is best)			Response Percent	Response Count
1			2.0%	29
2			5.7%	84
3			26.1%	388
4			40.4%	599
5			25.9%	384
			<i>answered question</i>	<b>1,484</b>
			<i>skipped question</i>	<b>50</b>

24. Rate the Quality of the Celebration Village Activities & Entertainment (5 is best)			Response Percent	Response Count
1			1.5%	23
2			4.1%	61
3			26.8%	397
4			43.1%	640
5			24.5%	363
			<i>answered question</i>	<b>1,484</b>
			<i>skipped question</i>	<b>50</b>

25. Rate the Quality of the Runners Bag Check Area (5 is best)			Response Percent	Response Count
1			0.7%	10
2			1.9%	28
3			5.5%	80
4			9.5%	140
5			17.7%	260
Did not use bag check			64.7%	949
			<i>answered question</i>	1,467
			<i>skipped question</i>	67

26. Do You Plan to Run Again Next Year? (March 26 & 27, 2011)			Response Percent	Response Count
Yes			70.1%	1,040
No			2.8%	41
Not Sure			27.1%	402
			<i>answered question</i>	1,483
			<i>skipped question</i>	51

27. Would You Recommend the Oakland Running Festival to a Friend			Response Percent	Response Count
Yes			97.8%	1,451
No			2.2%	32
			<i>answered question</i>	1,483
			<i>skipped question</i>	51