

Summary Report

Summary Report: 2017 Lake Run Ride Survey

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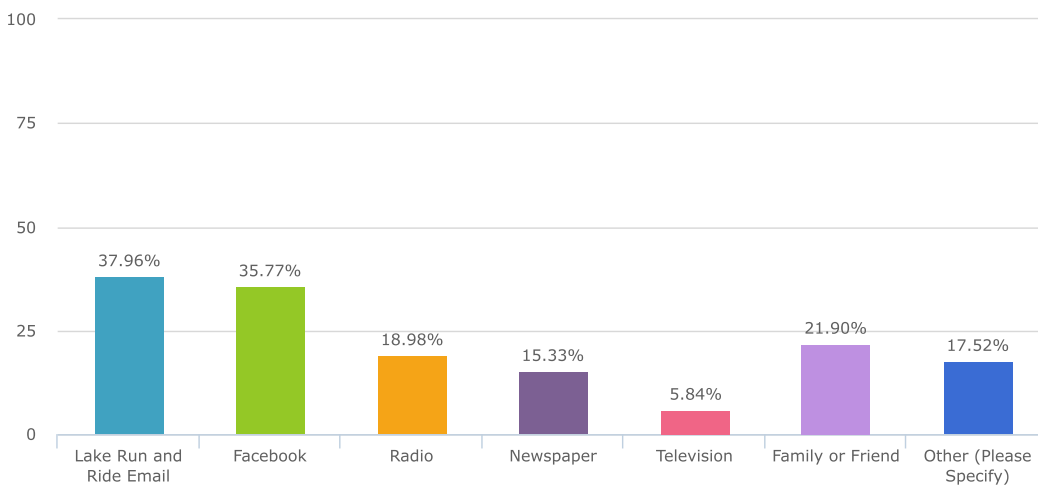
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Summary Report

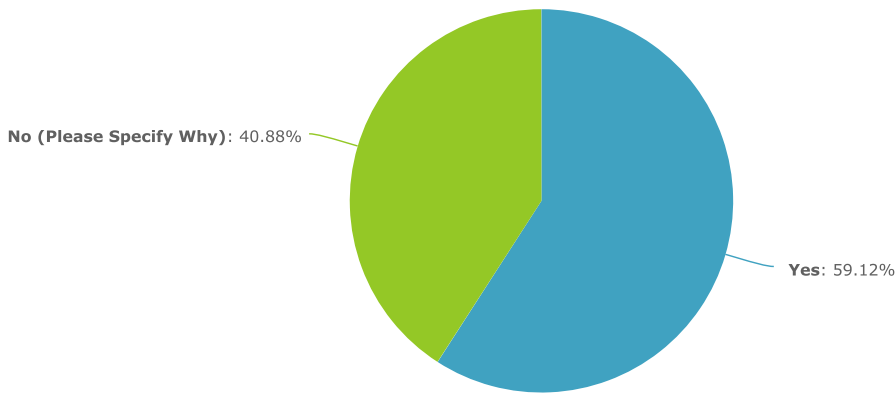
2017 Lake Run Ride Survey

1. How did you hear about the Sportsmans Warehouse Lake Run and Ride this year? (select all that apply)



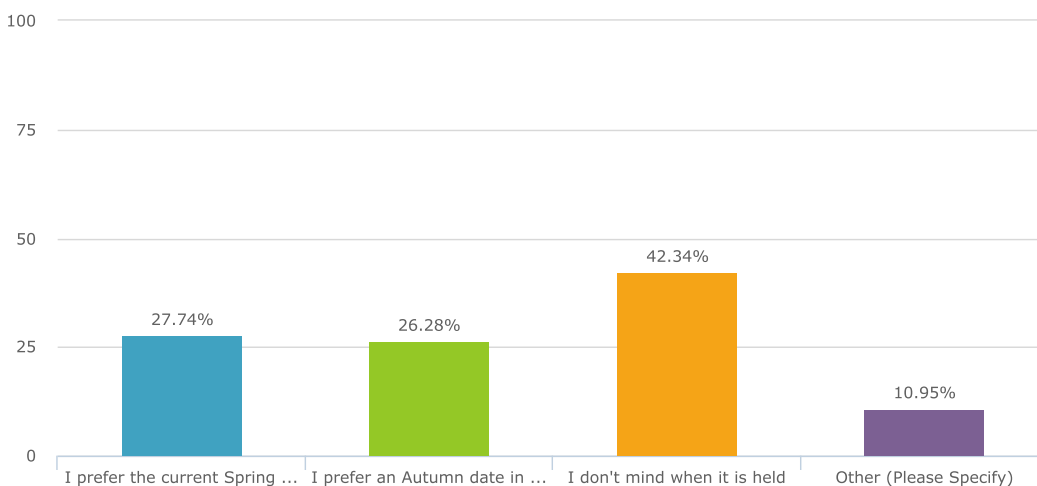
Lake Run and Ride Email	37.96%	52
Facebook	35.77%	49
Radio	18.98%	26
Newspaper	15.33%	21
Television	5.84%	8
Family or Friend	21.90%	30
Other (Please Specify)	17.52%	24
Total Responses		137
Skipped		0

2. Did you participate in the Sportsmans Warehouse Lake Run and Ride this year?



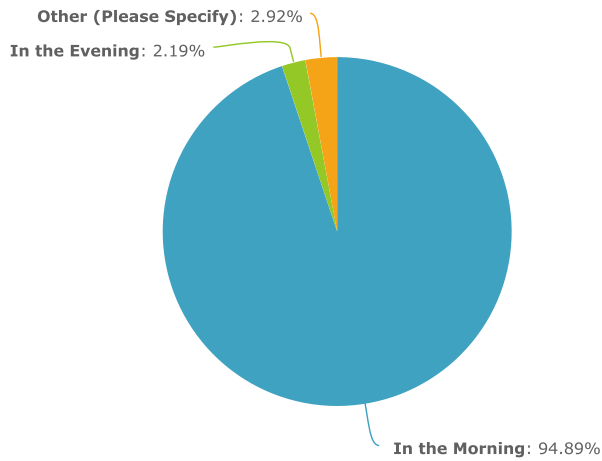
Yes	59.12%	81
No (Please Specify Why)	40.88%	56
Total Responses		137
Skipped		0

3. This year there were a lot of sporting finals and other events on the same day as the Lake Run Ride keeping people away. An option to reduce the clash with other events is to consider holding the Lake Run and Ride in Autumn. How do you feel about when the Lake Run and Ride is held during the year?



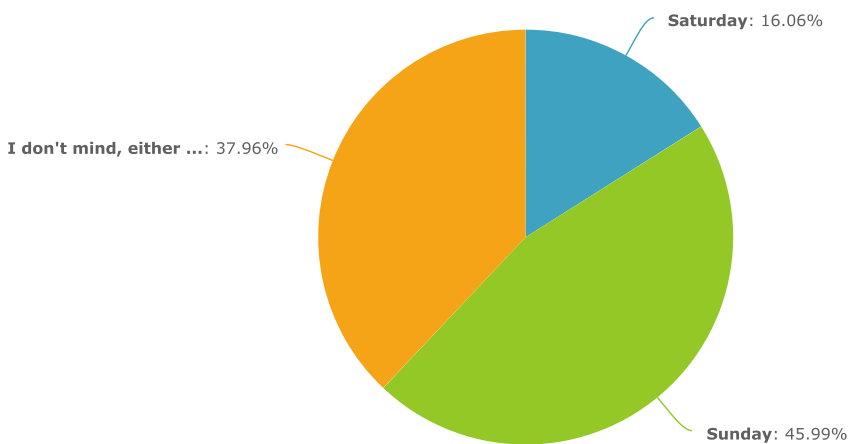
I prefer an Autumn date in March	26.28%	36
I don't mind when it is held	42.34%	58
Other (Please Specify)	10.95%	15
Total Responses		137
Skipped		0

4. What time of day would you prefer to start the event?



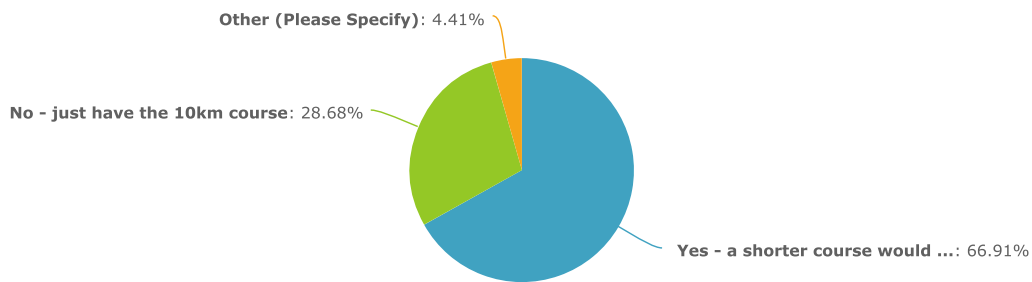
In the Morning	94.89%	130
In the Evening	2.19%	3
Other (Please Specify)	2.92%	4
Total Responses		137
Skipped		0

5. What day on a weekend would you prefer?



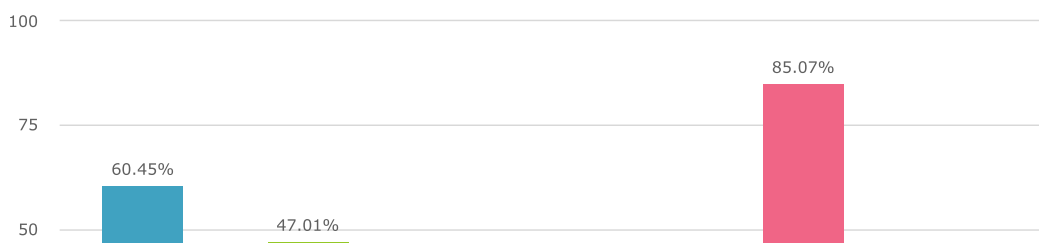
Saturday	16.06%	22
Sunday	45.99%	63
I don't mind, either Saturday or Sunday	37.96%	52
Total Responses		137
Skipped		0

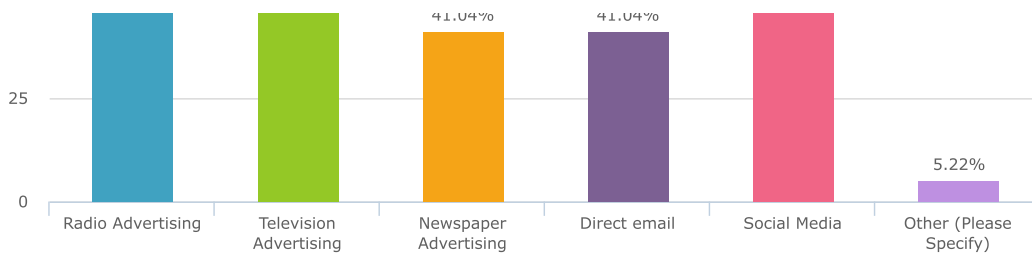
6. Do you think the Lake Run and Ride should have shorter distance (5km) in addition to the 10km course?



Yes - a shorter course would attract more participants	66.91%	91
No - just have the 10km course	28.68%	39
Other (Please Specify)	4.41%	6
Total Responses		136
Skipped		1

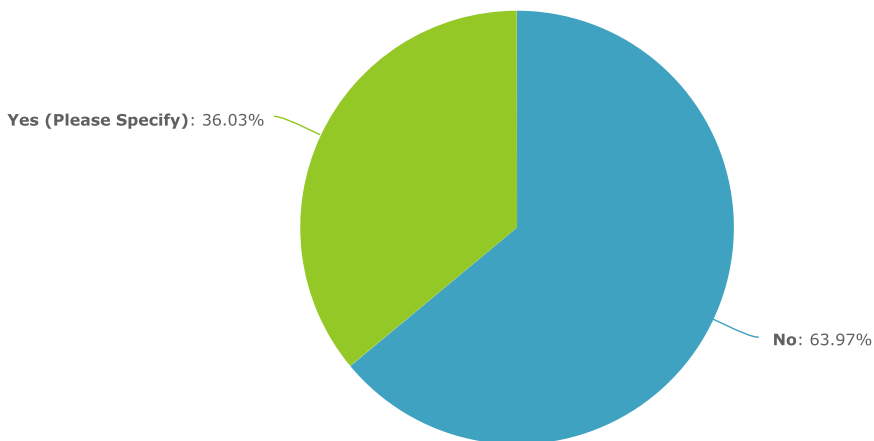
7. What do you feel are the more effective ways for the Sportsmans Warehouse Lake Run and Ride to raise awareness of the event? (select all that apply)





Radio Advertising	60.45%	81
Television Advertising	47.01%	63
Newspaper Advertising	41.04%	55
Direct email	41.04%	55
Social Media	85.07%	114
Other (Please Specify)	5.22%	7
Total Responses		134
Skipped		3

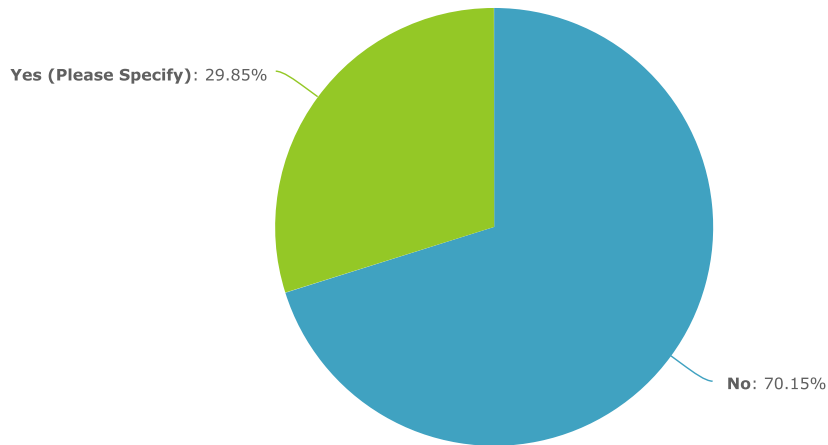
8. Do you have any other suggestions on how to maximise participation in the Sportsmans Warehouse Lake Run and Ride?



No	63.97%	87
Yes (Please Specify)	36.03%	49
Total Responses		136
Skipped		1

9. Do you have any other suggestions on how to improve the Sportsmans Warehouse Lake Run and

Ride?



No	70.15%	94
Yes (Please Specify)	29.85%	40
Total Responses		134
Skipped		3

10. To be part of the \$200 Sportsmans Warehouse gift voucher draw for completing this survey, please enter your name and phone number or email address.

Total Responses	120
Skipped	17