

# Tri-K Triathlon: 2023 Racer Survey - Morning Event

Thanks for taking your valuable time to complete this survey. This survey is being sent to the contact for each registered racer for the Sunday, May 28 Tri-K Triathlon morning event (ages 10 to adult) whether you actually appeared at the event or not. A separate survey will be issued to the ages 4 to 9 kids' event, and to the Volunteers.

The survey should take 5 minutes or so to complete depending on whether you enter more information in the comment fields. If you are completing one survey for multiple racers, you can combine your answers into one survey. Otherwise, submit the form for each racer and their category. For Team Relay participants, complete one survey for the team.

The survey response you provide will be crucial information that may influence aspects of next year's event. Information provided will be use for this purpose as well as high-level demographic analysis. The responses are anonymous unless you specifically provide the optional follow-up contact information at the end of the survey.

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\* Indicates required question

1. Where did you see Tri-K event promotions? \*

Various communication channels were used to promote the Tri-K for racer awareness and registration. We want to focus on those channels that give us the best bang for the buck.

Which of the following were you aware of, and rate their effectiveness in - from your point of view - getting the message out and being the trigger to register.

Mark only one oval per row.

	Did not come into play	Saw it, but it didn't sway me	Convincing, but wasn't the one that hooked me	Hooked me, and I registered because of this
<b>Emails received based on prior years' involvement</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Comox Valley Record Ads and Articles.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Facebook Page and Advertising</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Web Site</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Word of Mouth</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Notices on various bulletin boards</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other (Specify Below)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Communication Comments

Use the comments field below to add any communication-specific comments. If you had other communication channels that made you aware of the Tri-K Triathlon, please provide them below.

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3. Athlete Registration \*

What was your experience with the online registration feature?

*Mark only one oval.*

1   2   3   4   5

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Very      Very Good

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4. Registration Comments

If you rated the above at 3 or less, tell us what you found difficult to follow when registering, or issues you had.

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## 5. What were your Registration Categories? \*

Multiple categories can be selected for a survey responder that represents more than one registrant, and the responses are the same regardless of the category.

*Check all that apply.*

- Aquabike (Swim, Bike)
- Aquathlon (Swim, Run)
- Duathlon (Run, Bike, Run)
- Ages 10 - 11 Individual
- Ages 10 - 11 Team
- Ages 12 - 15 Individual
- Ages 12 - 15 Team
- Just-Tri-It
- Family Team (Ages 12+)
- Triathlon Individual (Ages 16+) Sprint Distance (750m/20k/5k)
- Triathlon Team Relay (Ages 16+) Sprint Distance - Swim, Bike, and Run Participants

## 6. After registering, did you (or your child if you are completing this survey as a parent/guardian) attend the Tri-K Triathlon event? \*

*Mark only one oval.*

- Registered but did not attend the event      *Skip to question 13*
- Registered and attended the event      *Skip to question 7*

### Info from Racers Attending the Tri-K Event

7. Athletes' Communications \*

After registering, the athletes should have received information about the event, and notices of what was to be expected next. How valuable were these?

Mark only one oval per row.

	Did not receive or know about	Little value	Moderate value	High value
<b>Email communications</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Web site content</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Facebook postings</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Athletes' Guide document (available online for download viewing and printing)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Saturday morning optional pre-race orientation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Communications Comments

If you rated the above as moderate or little value, tell us what you think could be done to improve.

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9. Athlete's Package \*

The athletes' package came in a blue fabric bag and included a t-shirt, identity wristbands, bib number, race belt, bike number, and other items. Think about the package pickup option on Saturday versus Sunday race morning, and the contents of the Athletes' Package.

Mark only one oval per row.

	Did Not Get It	Little Value	Moderate Value	High Value
<b>Package Pickup: Saturday @ Shoreline</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Package Pickup: Race Morning</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Package Contents</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Athletes' Package Comments

If you rated the above as moderate or little value, tell us what you think could be done to improve.

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11. Event Day Racer Area Comments \*

Thinking about the event day, what were your impressions of each of the racer segments?

**\*NOTE\*: There was a miscommunication with the lunches with athletes being told to only select one wrap for lunch. It was supposed to be one lunch wrap for a first serving, and then come back for more wraps if wanted. Also, the normal draw for door prizes and presenting the trophies was not done because of the delay in compiling results. Apologies for the above - these will be corrected for next year's event.**

Mark only one oval per row.

	Poorly organized and offputting	-	Somewhat Acceptable	-	Well organized and helpful for my race
Check in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transition setup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athlete briefing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool marshalling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pool swim (Duathlon: use for 1st run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transition to Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike Course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transition to Run	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Run Course (Includes Water Station)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finish  
(Timing

Finish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Event Day Racer Area Comments

If you rated the above as "Satisfactory" or less, tell us what you think could be done to improve.

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Final Survey Questions

13. All things considered, how likely is it that you would register for next year's Tri-K Triathlon current scheduled for Sunday, May 26, 2024? \*

Mark only one oval.

1   2   3   4   5

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Would      Definitely!

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14. General Comments

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15. (Optional) Follow-up Contact Info

If you would like a follow up on your responses and comments in this survey, please provide your first and last name, and email address.

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