

Repucom South Africa

2011 Old Mutual Two Oceans Marathon

Participant Study

REPUcom
south africa

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INTRODUCTION

Background

The Old Mutual Two Oceans Marathon (OMTOM) commissioned Repucom SA to conduct research amongst participants on proposed changes to improve the event. The primary aim of this research was to provide OMTOM with an analysis of participant reactions to some of their proposed changes going forward.

Methodology

This research was conducted through an online survey. The link to the questionnaire was sent to the 57 000+ OMTOM runners and running clubs on the OMTOM database between 24 June and 1 July 2011. Respondents were asked to voluntarily complete the survey.

Due to the nature of this methodology the sample is skewed towards upper LSM respondents. Although 82.8% of OMTOM entries are done on-line, a face-to-face study targeted at lower LSM participants would be required to ensure a truly representative sample

Total Sample: n = 4532

Old Mutual Two Oceans Race Participant demographics for half & ultra-marathon runners

Total Entries – half marathon	2011	2010
Males	50.00%	50.67%
Females	50.00%	49.32%
Novices	53.52%	51.23%
Juniors (16 - 19 yrs)	2.06%	2.43%
Male & Female over 40 yrs	33.01%	35.58%
Clubs		
WP Entries (SA)	54.70%	54.70%
Non-WP Entries (SA)	41.00%	42.02%
Africa Entries	1.81%	1.54%
International Entries	2.50%	2.87%
Temporary Licenses	67.72%	66.24%

Total Entries – ultra marathon	2011	2010
Males	75.14%	74.34%
Females	24.86%	25.65%
Novices	35.77%	34.09%
Male & Female over 40 yrs	57.14%	56.27%
Clubs		
WP Entries (SA)	24.07%	25.45%
Non-WP Entries (SA)	67.62%	66.75%
Africa Entries	2.28%	2.28%
International Entries	6.03%	5.51%

2011 OMTOM Race Entry Stats

Total Online Entries: 2011 = 82.8%
21km: 96% online
56km: 61% online

2011 Participant Survey Mailer

Individuals: n = 57,997
Running Clubs: n = 739

NB: database made up of current and past runners. Built up over the last 10 years.

Total Survey Respondents

Sample: n = 4532

In this research Repucom SA set out to answer the following questions:

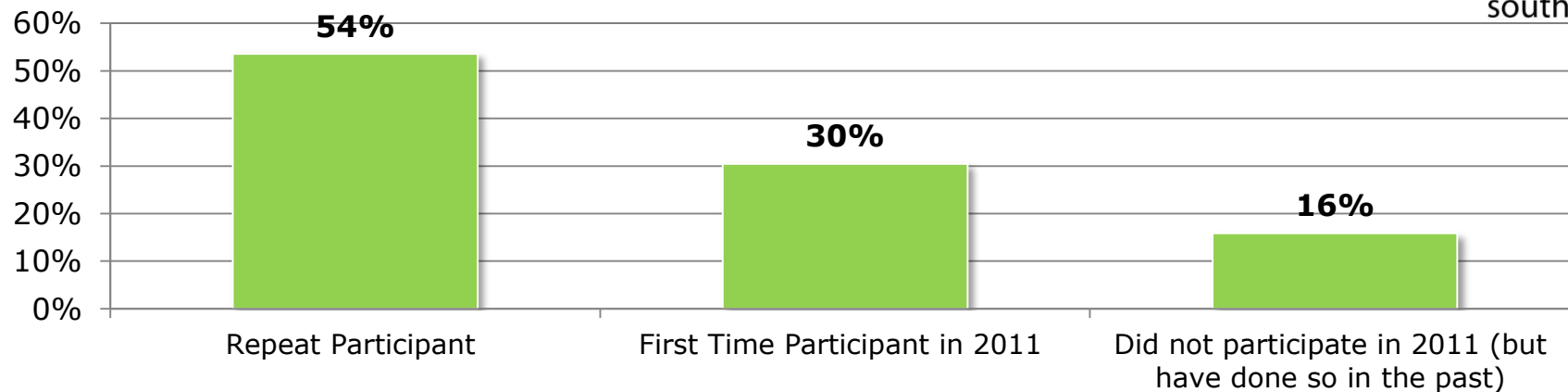
1. Why do participants take part in the event?
2. What is it about the event that they like and what is it that they do not like?
3. What is the level of event sponsor and partner awareness?
4. What day over the Easter weekend would participants prefer the race took place on?
5. Would participants support the idea of moving one of the races to the Sunday of Easter weekend?
6. Would participants support the idea of changing the half marathon route?
7. Would participants support the idea of changing the start times?
8. How do participants rate various elements of the race?



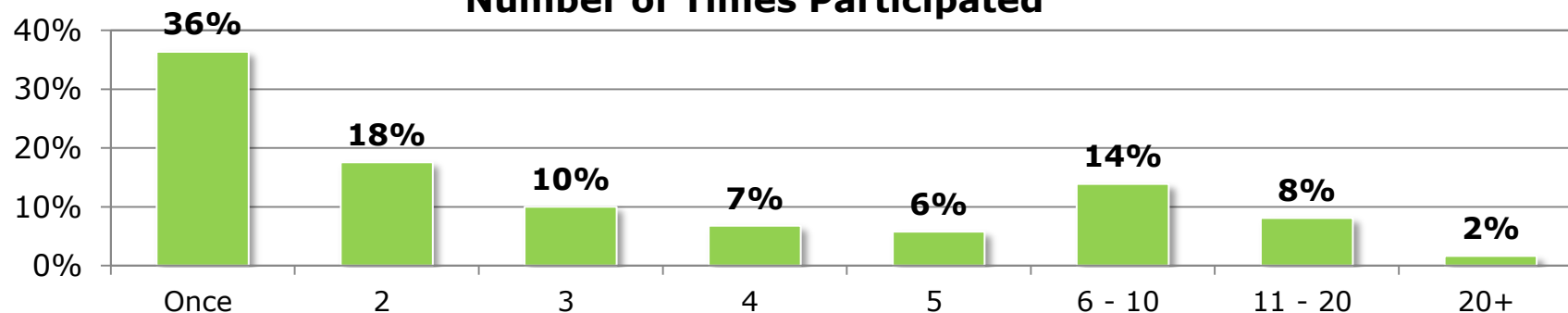
RESPONDENT DEMOGRAPHICS

Respondent Demographics

Participation



Number of Times Participated

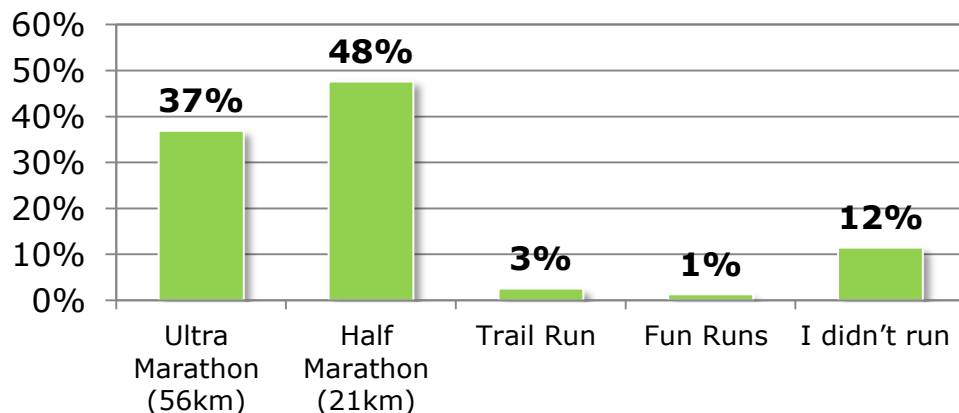


- Both novices and repeat participants participated in our research.
- Repeat participants are spread over having run the race twice and up to more than 20 times

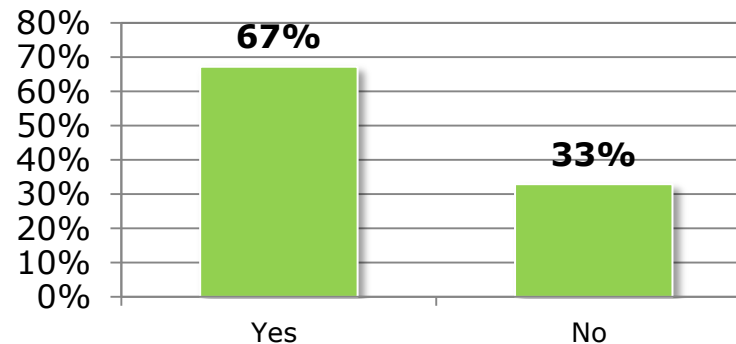
NB: Charts show survey respondents profile and not the event participant profile

Respondent Demographics

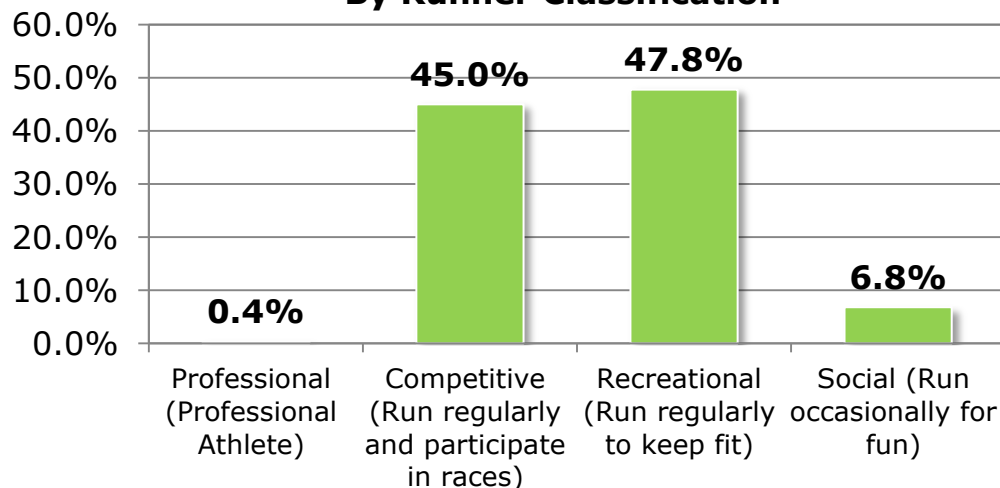
By Distance Run



By Club Membership

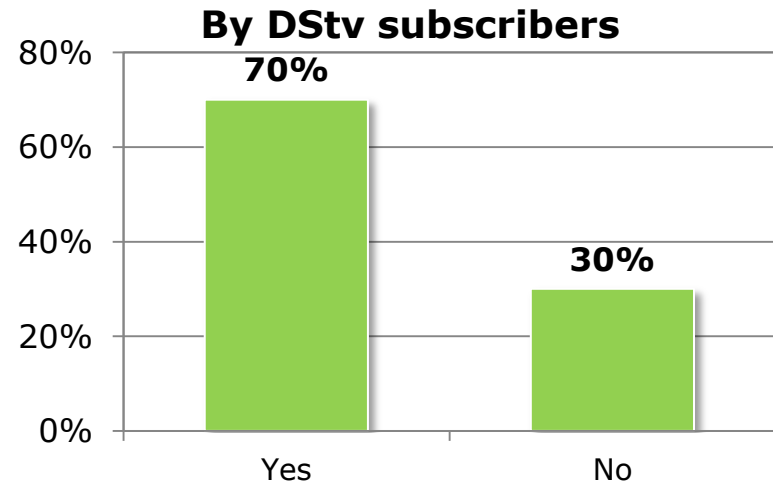
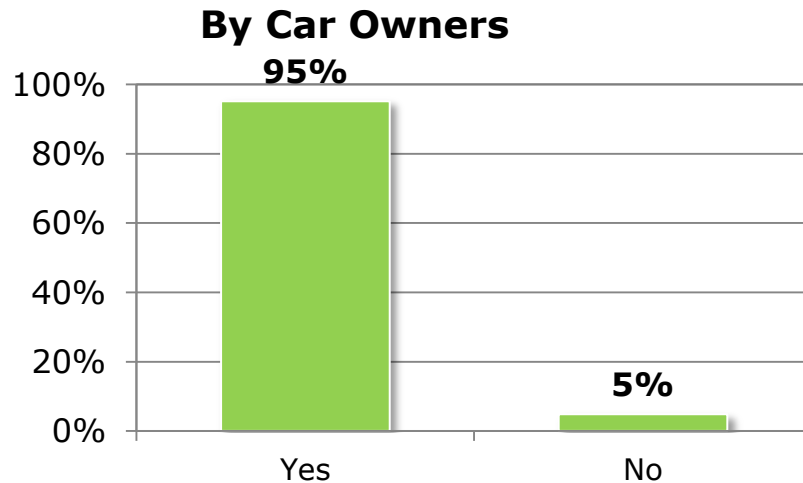


By Runner Classification



- 33% of respondents were not members of a running club, yet we know that nearly 68% of the 21km runners run with temporary licences
- Although 'more' half marathon runners responded to our questionnaire (48% vs 37%) they are still slightly under represented as they make up 62% of the total OMTOM participant number (62% vs 38%)

NB: Charts show survey respondents profile and not the event participant profile

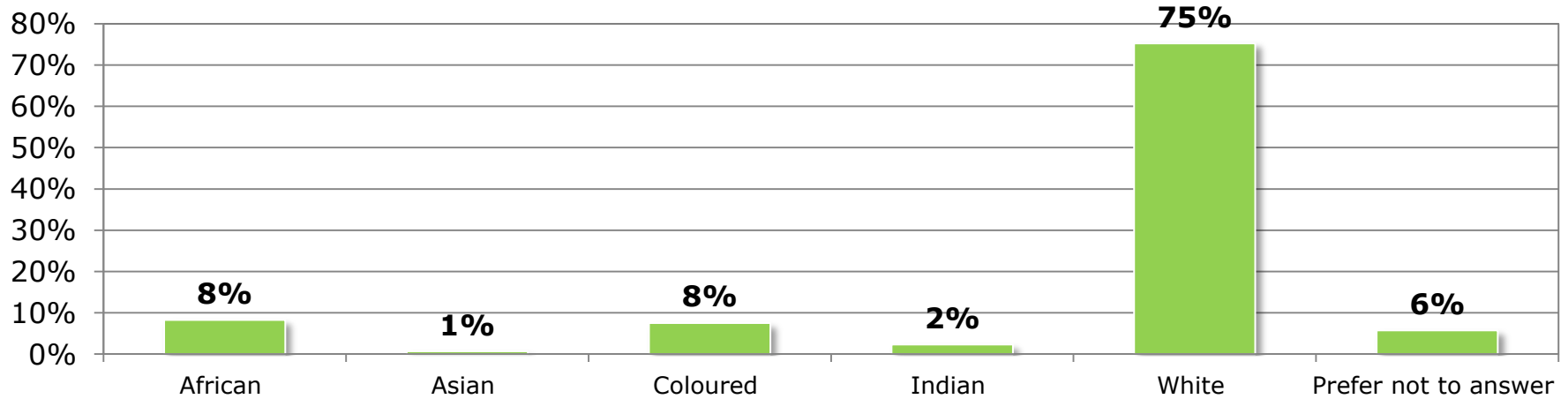


- The charts above show that the majority of the respondents are in the upper LSMs i.e. LSM 7+. The number of respondents who own cars suggests that 95% of all respondents are LSM 7 and higher.
- 70% of respondents are DStv subscribers which is indicative of the fact that they are likely to fall into LSM 9+

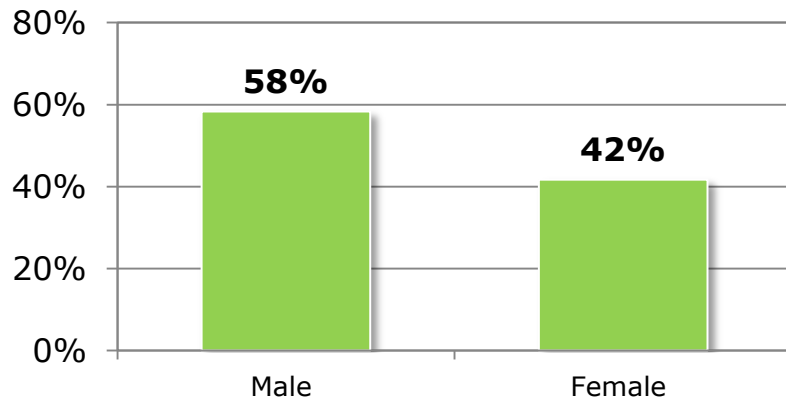
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Respondent Demographics

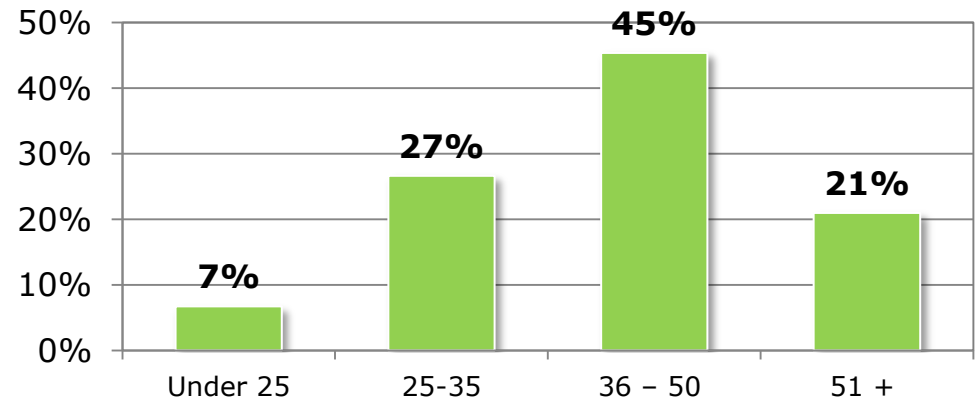
By Ethnicity



By Gender



By Age

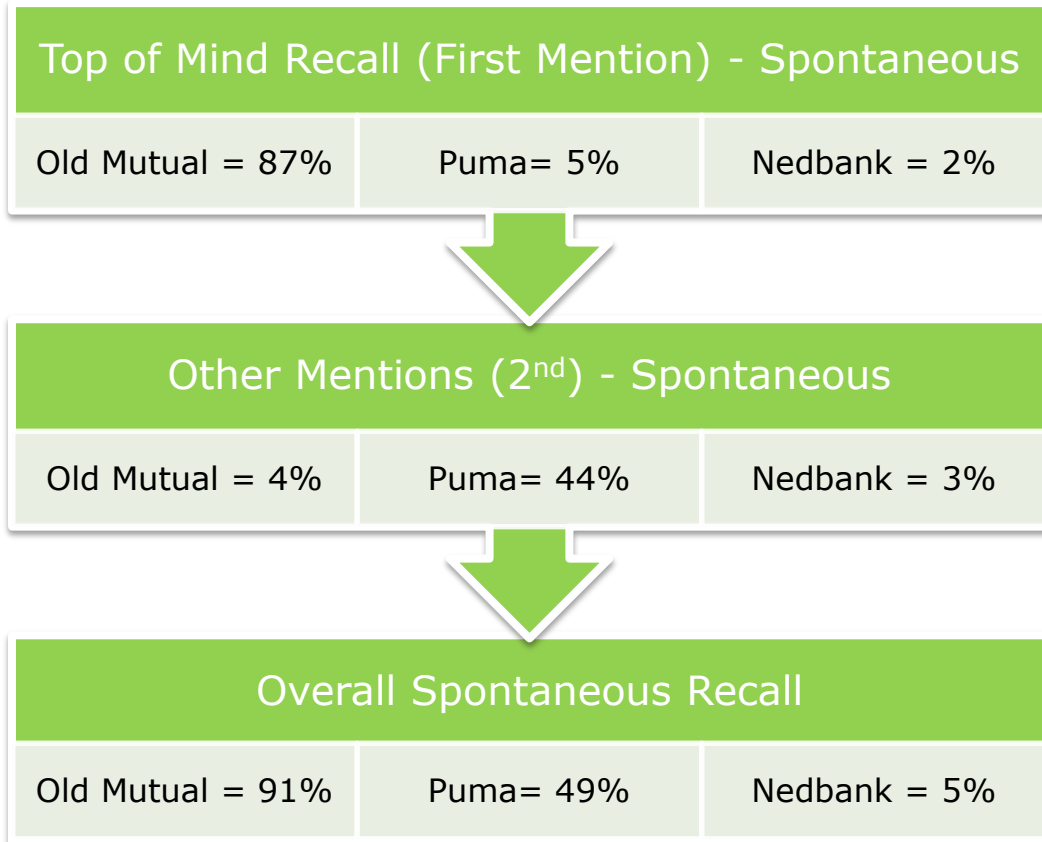


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RESULTS IN DETAIL

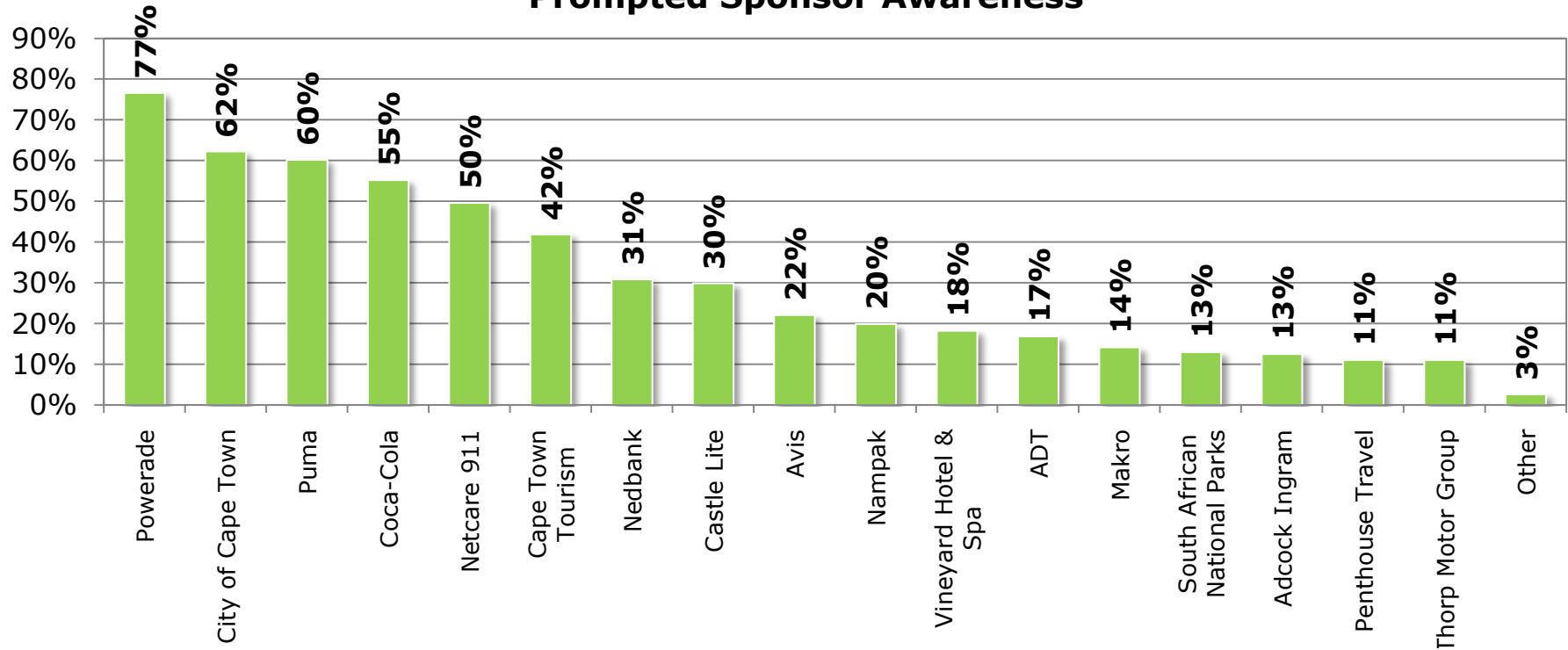
Cumulative Sponsor Awareness Summary



- The chart is a comparative illustration of spontaneous sponsor awareness - top three brands
- 87% of all respondents mentioned Old Mutual spontaneously as a sponsor before any other brand
- Overall nine in ten (91%) respondents spontaneously identified Old Mutual as a sponsor, half (49%) mentioned Puma and 5% mentioned Nedbank

Who are the other sponsors and partners of the Old Mutual Two Oceans Marathon?

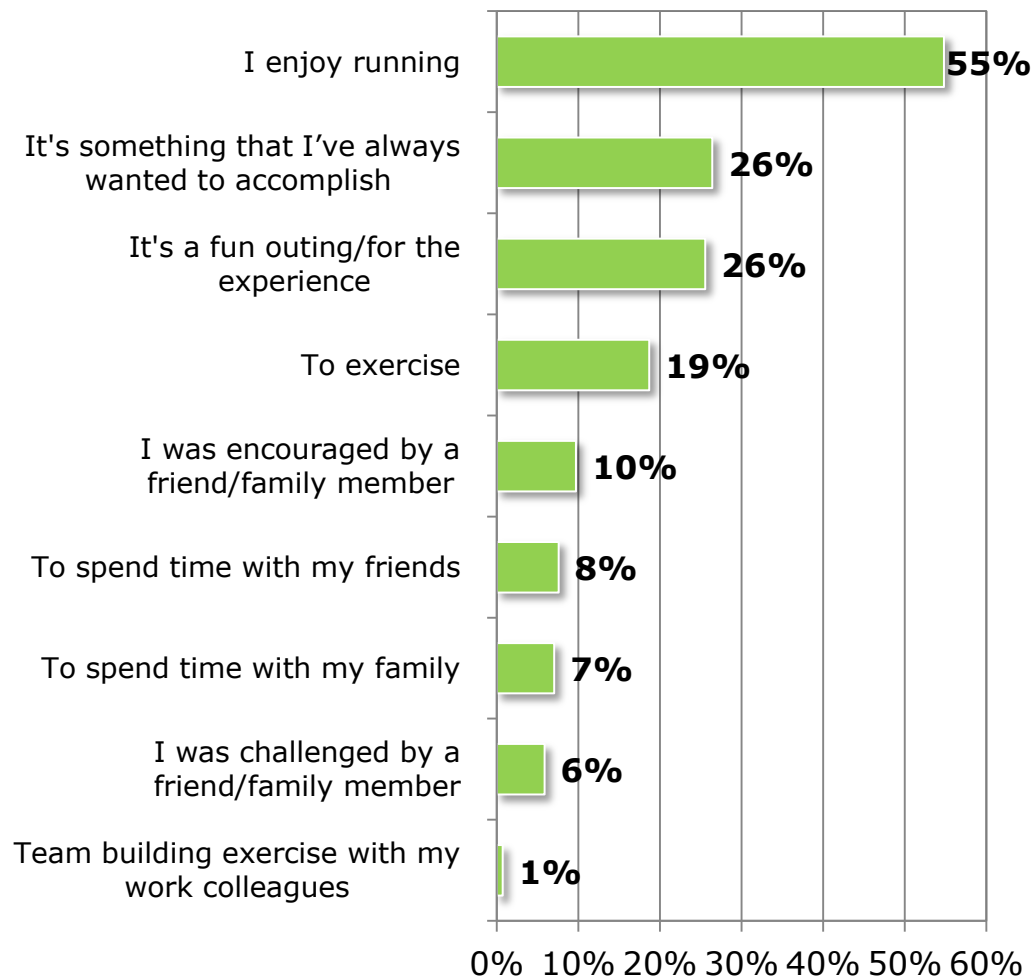
Prompted Sponsor Awareness



- The chart above shows prompted awareness for all the other Old Mutual Two Oceans Marathon sponsors and partners.
- The above indicates two key issues for sponsors:
 - An actively-traded sponsorship environment – lots of sponsors
 - Sponsorship leveraging requires differentiation and noticeability – it's an activation challenge

What made you decide to run the 2011 Old Mutual Two Oceans Marathon;

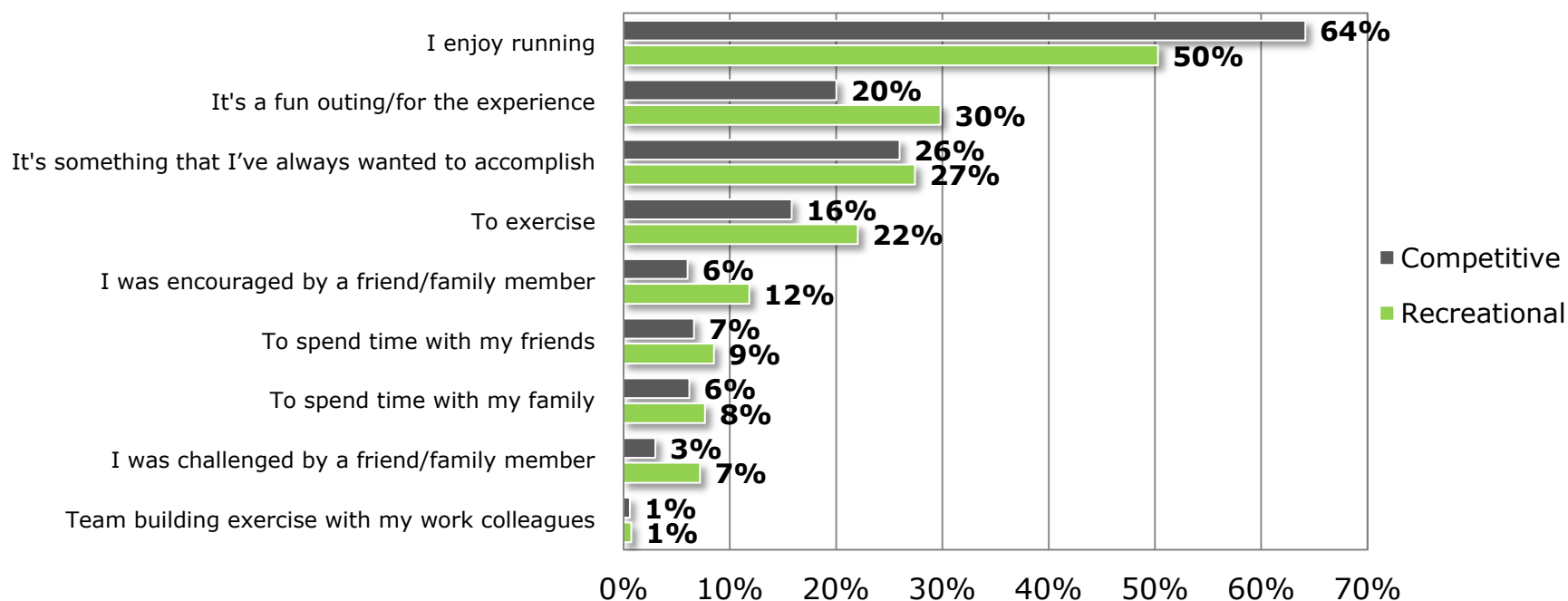
Reason For Participating



- The chart shows the biggest reason given for participating is the enjoyment of running
- The differentiating factor for OMTOM is about the accomplishment, in addition to being for the experience - for one in four respondents (26%).
- Also interesting to note, is that one in ten respondents took part because they were encouraged by a friend or family member and 6% were challenged by a friend or family member.

What made you decide to run the 2011 Old Mutual Two Oceans Marathon; Competitive vs. Recreational runners

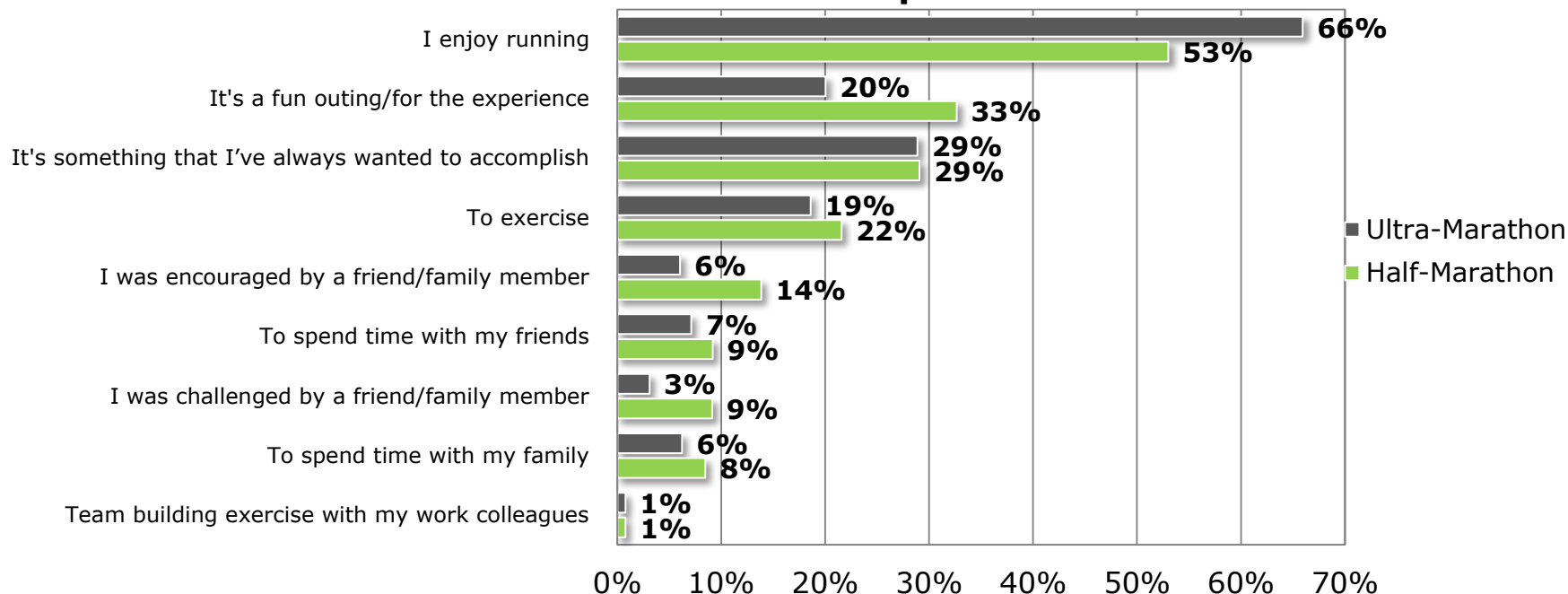
Reason For Participation



- The enjoyment of running is still the biggest factor for both groups but it's by far the biggest reason for competitive runners.
- The recreational runners are participating for the 'experience' and the 'accomplishment'. They are also the ones being encouraged and challenged, to participate.

What made you decide to run the 2011 Old Mutual Two Oceans Marathon; Ultra-Marathon vs. Half-Marathon

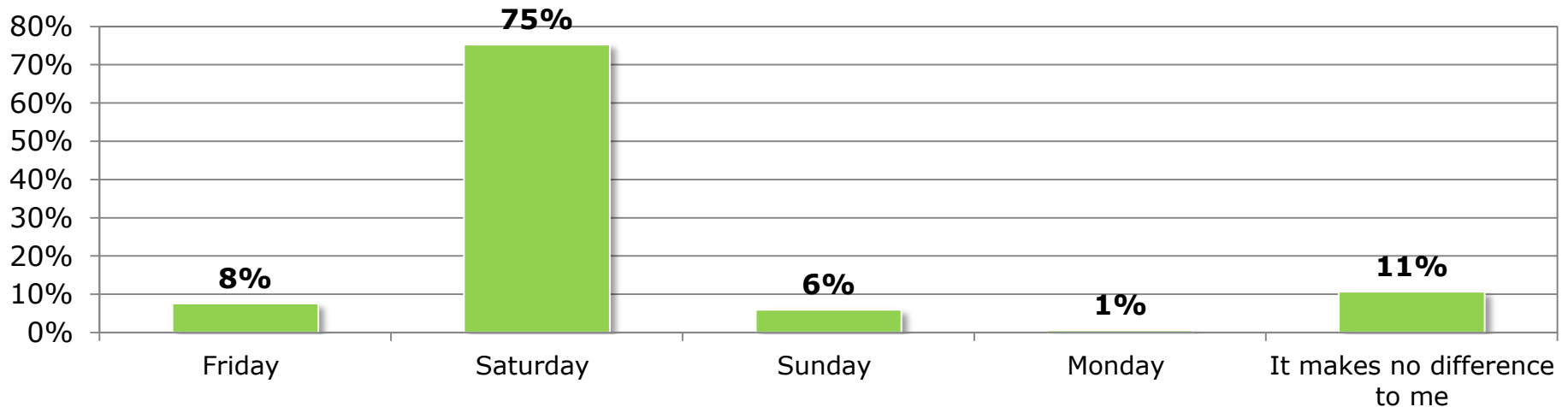
Reason For Participation



- For the half-marathon runners it's about the experience and the accomplishment of the Two Oceans.
- Irrespective of the distance run, taking part in the Old Mutual Two Oceans Marathon is something runners want to accomplish.
- The half-marathon runners are more encouraged or challenged to participate than the ultra-marathon runners

If you could choose what day of the Easter Weekend the race takes place on, which day would you choose?

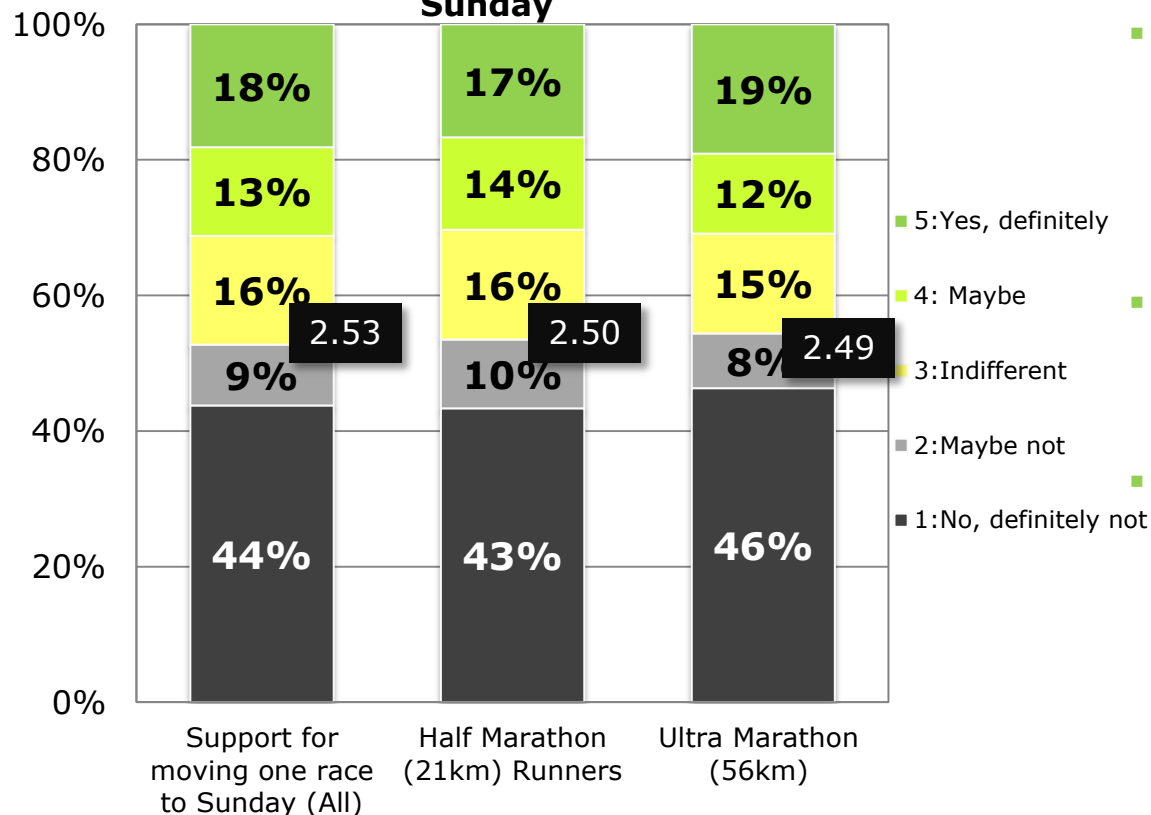
Most Preferred Race Day Over Easter Weekend



- A significant percentage of respondents (75%) prefer the race to take place on the Saturday of Easter weekend.

Would you support the idea of moving one of the races to the Sunday instead of the Saturday in order to reduce the congestion?

Support the Idea - move one of the Races to Sunday

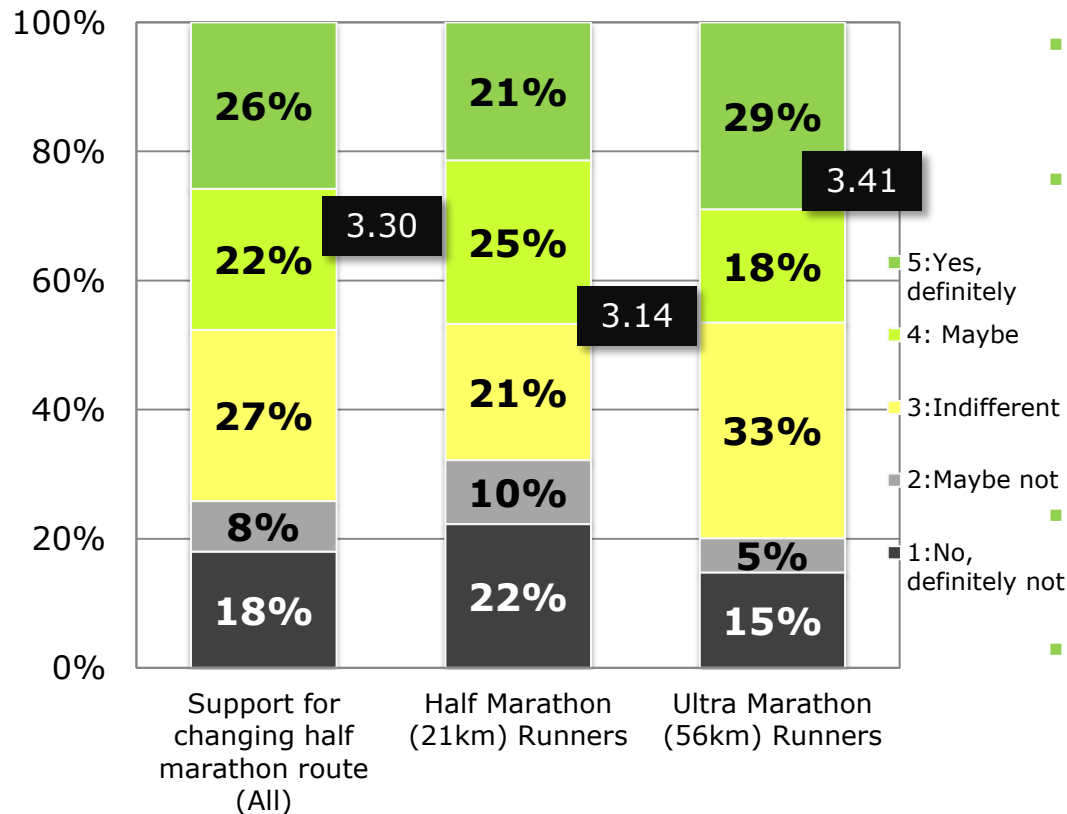


- Respondents are more against the idea than for the one race to be moved to the Sunday - especially when you look at no, definitely not vs. yes, definitely.
- The sentiment is similar amongst half-marathon runners and ultra-marathon runners
- Moving one race to another day is not the desired solution for congestion, according to this research study's respondents

Overall more than half (53%) the respondents are against the idea of moving one of the races to the Sunday instead of the Saturday in order to reduce congestion.

Would you support the idea of changing the half marathon route to accommodate all the participants?

Support for Changing The Half Marathon Route

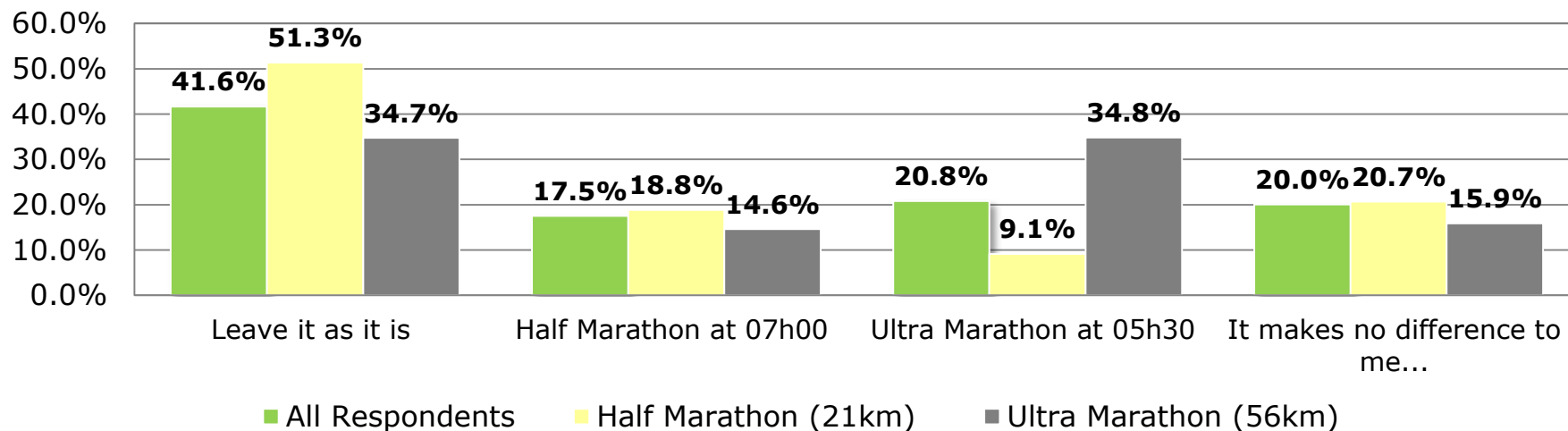


- The overall response is more in favour (48% vs 26%) of this option.
- As can be expected, the ultra-marathon runners are 'more' strongly in favour of this idea than the half marathon runners. Yet on par with overall positive support (46% vs 47%)
- They are also significantly more indifferent.
- Any decision made around the change of route will receive some strong opposition (22%).

Runners feel more strongly about the day on which the races are run, than the routes being changed

Currently the starting times are: Half Marathon at 06h00 and Ultra Marathon at 06h25. What options would you prefer?

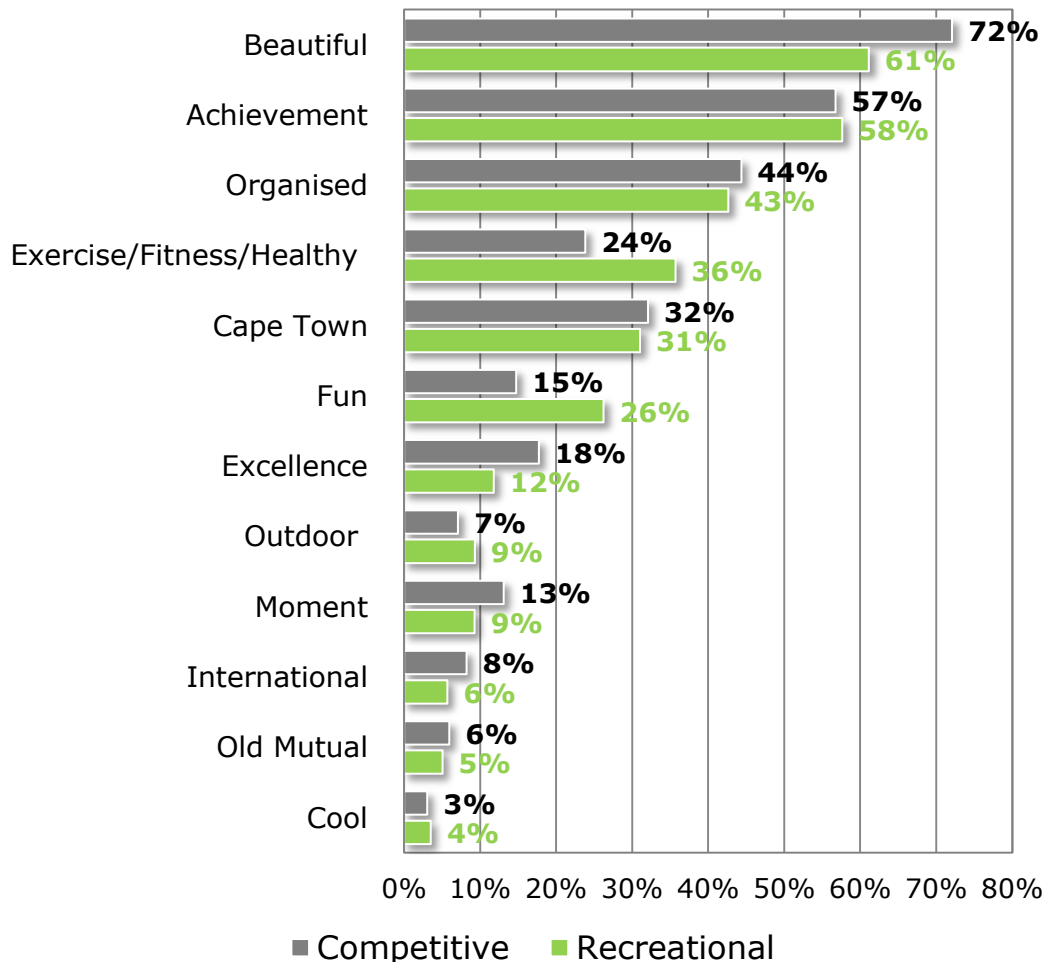
Options For Changing the Starting Times



- Ultra-marathon runners are equally in favour of 'leaving it as it is' as they are to making it at 5:30am.
- Half-marathon runners prefer the time to be left as is.

From the list below please select three words that best describe the Old Mutual Two Oceans Marathon to you?

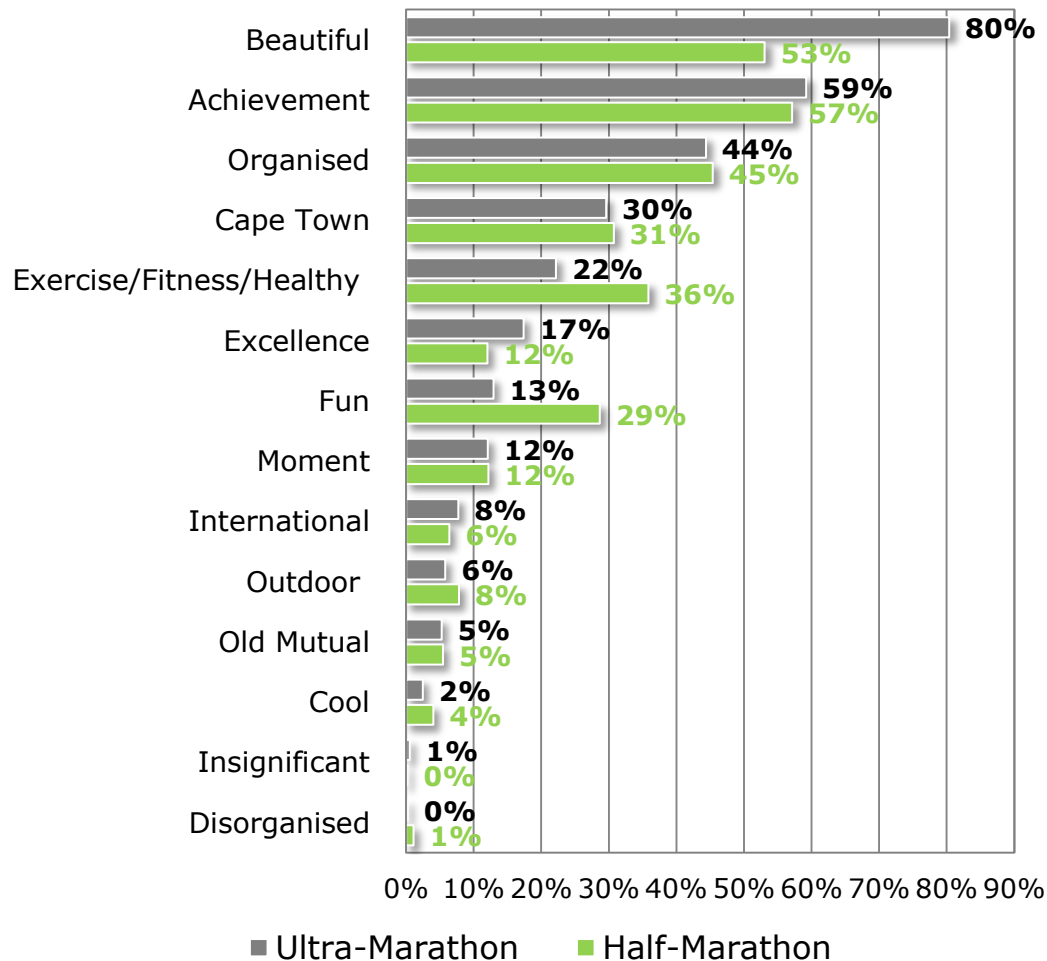
Event Descriptors



- The sense of achievement amongst the recreational runners is a notable finding.
- The competitive runners have a greater appreciation for the 'beauty' of the race. This is a real differentiator for the event.
- The third differentiating factor is Cape Town for both classifications of runners

From the list below please select three words that best describe the Old Mutual Two Oceans Marathon to you?

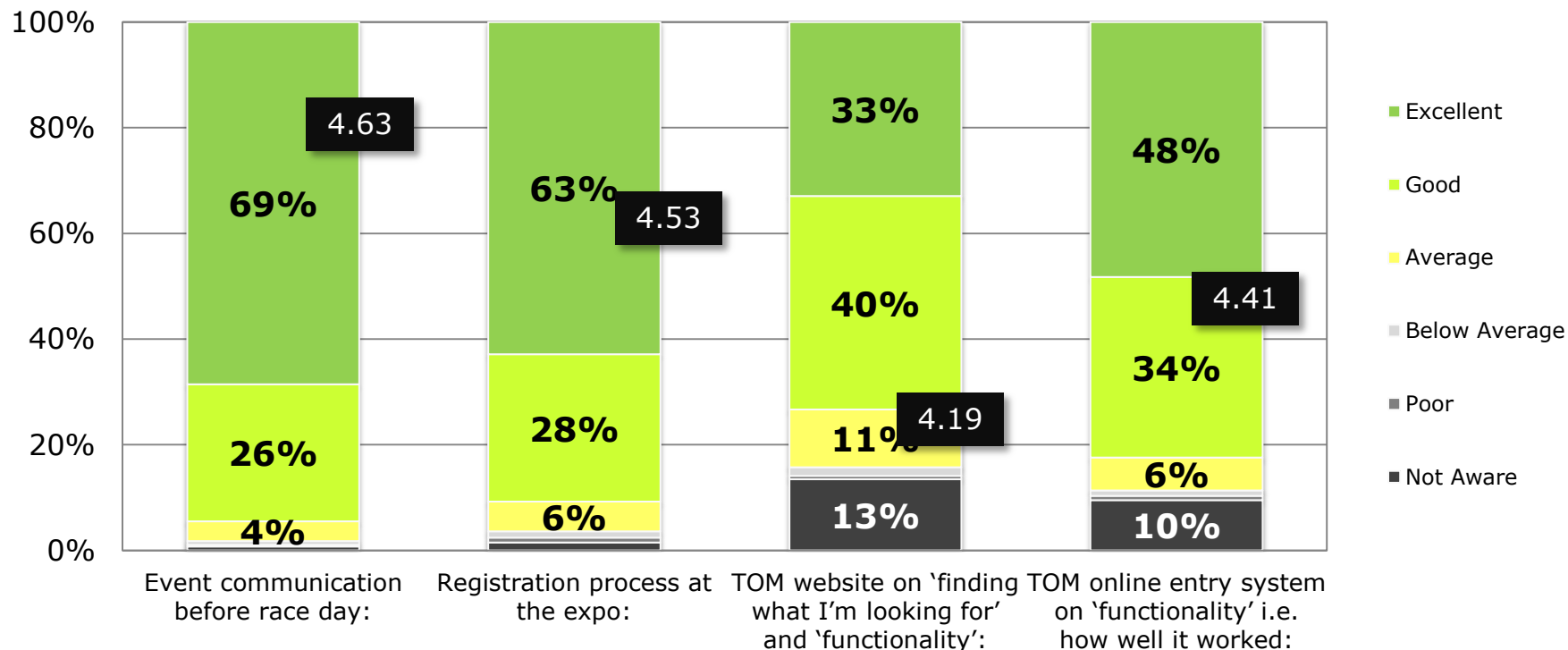
Event Descriptors



- Beautiful is even more pronounced as a differentiating factor amongst the ultra-marathon runners
- For half-marathon runners it's about the 'achievement' more than anything else.

How would you rate the following aspects of the event? From (1 = Poor) to (5 = Excellent) or Not Aware:

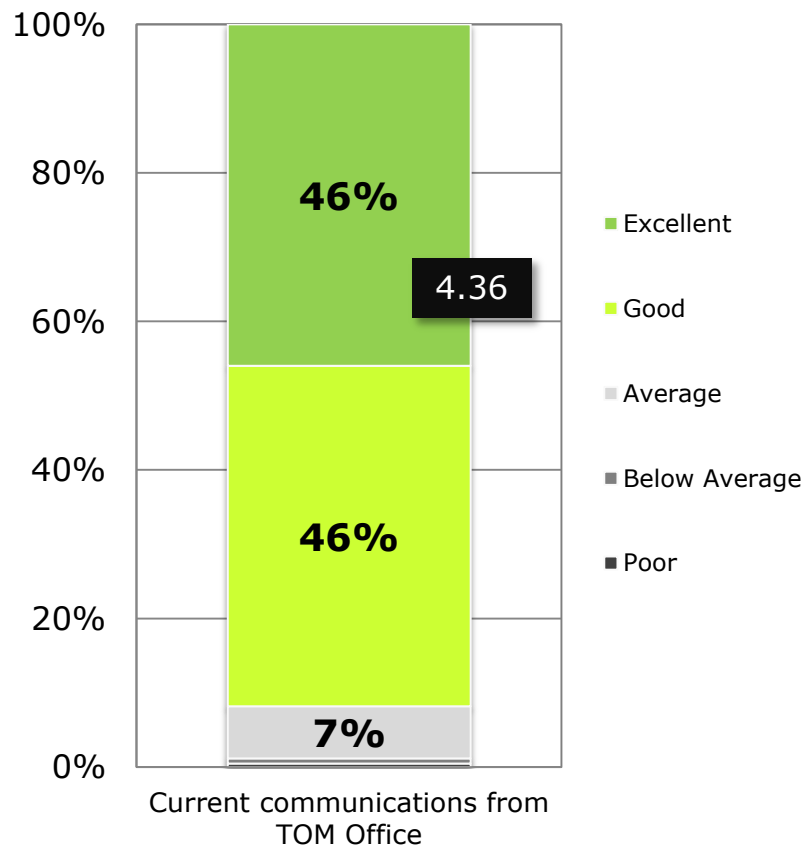
Rating of Event Aspects



Take note: For an on-line study, the percentage of respondents 'not aware' of the website and online entry system elements are relatively high and is an area that needs to be addressed.

On a scale from 1 – 5, where 1=Poor and 5=Excellent, please rate the current communications you receive from the Two Oceans Marathon Office?

**Please Rate Current Communications
From TOM Office**

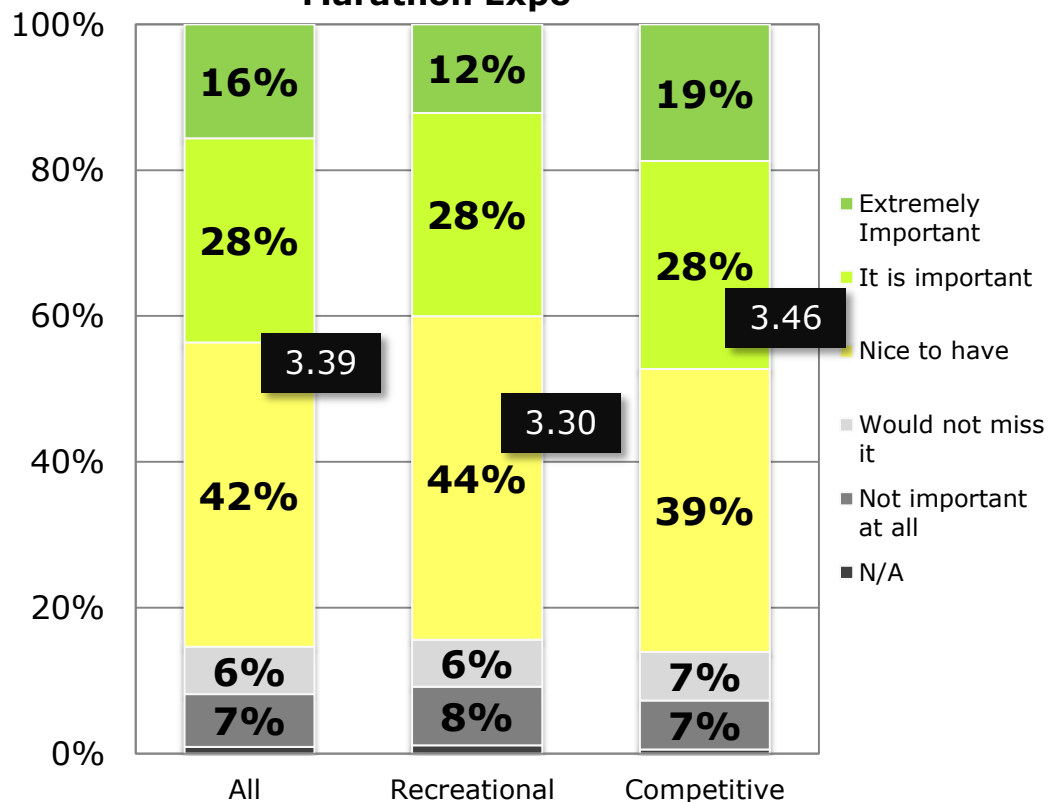


- The chart shows that respondents are extremely satisfied with the current communication from the TOM office.

92% of all respondents rated the current communications received from the Two Oceans Marathon Office either Good or Excellent.

Rate the importance of the Old Mutual Two Oceans Marathon Expo to you, (besides collecting your race number there):

Rate the importance of the Two Oceans Marathon Expo



- A large proportion of respondents (42%) feel it's just 'nice to have'. The objective should be to change the Expo to a 'must have' scenario amongst race participants.
- Respondent feedback indicated potential issues to further investigate would be; to move the Expo to a bigger venue, and to review merchandise availability and pricing.

What is it about the Old Mutual Two Oceans Marathon that you like?

Common Themes + Verbatim Quotes

Atmosphere/Vibe

- "Amazing atmosphere, energy and vibe. Look forward to it every year."
- "The vibe of all the runners and support from alongside the road."

Camaraderie

- "It is a race with great camaraderie - you feel like everyone is cheering you on and you feel part of a team!"
- "Camaraderie, supporters en route"

Scenery/Route

- "The beauty of Cape Town, the route is very scenic. The supporters along the route"
- "The route, the atmosphere as well as the ambience"

The Challenge

- "The Ultra marathon route is one of the best, if not the best, of any race I've run, from a challenge point of view, as well as a beauty aspect."
- "The size, challenge and spirit of the whole event."

Organisation

- "Everything! Superb organisation, amazing atmosphere."
- "...It is extremely well organised, the event itself is amazing..."

Cape Town

- "I love my annual pilgrimage to Cape Town and I love the race."
- "A great Cape Town event. Lots of history. Always a memorable day with a lasting sense of achievement."

Is there anything about the Old Mutual Two Oceans Marathon that you don't like? *Stand Out Themes +Verbatim Quotes*

Congestion @ start

- "The congestion during the run... walk for a good few minutes before even crossing the start line, and a few K's into the race having to slow back down into a narrower road...!"
- "The congestion for the first half of the race"

Parking

- "Parking at registration"
- "I have to get to the venue very early to get parking at the campus"

Facilities

- "there should be more medics and toilets and water points on the 21km. First medics only at 12km!"
- "There are no toilets for ladies... I lost over 20 minutes in the first half of the race waiting for a toilet"

Other

- "Running most of the race in the dark."
- "Prize-giving is noisy and does not celebrate the various winner categories."

Other

- "The website is useless and the detailed results come out tooooooooooo late"
- "The items are very much over priced especially the leisure wear, more expensive than comrades items"

TV coverage

- "The TV coverage concentrated solely on the front runners of the event. All compete for the glory, not only those who take the first positions."
- "The fact that only the top 10 runners (men/woman) enjoy TV coverage ...this takes all the fun out of the race"

If you could change one thing about the Old Mutual Two Oceans Marathon, what would that be? *Stand Out Themes*
+Verbatim Quotes

Congestion at start

- "Congestion at the start. Only a matter of time until someone is seriously hurt by the pushing crowds."
- "MASSIVE congestion at the start of the half marathon.., makes people not want to enter and many people get hurt when you can't see in the dark."

Chip Timing

- "Take start time as each person crosses start mat and finish time at finish mat to calculate the true time for each runner, rather than use the single gun start time to calculate runners time. I feel VERY strongly about this!"
- "Timing - Reason some runners only cross the start line 3-4 minutes after the gun"

Expo

- "Expo is average compared to Comrades one. Introduce better places to chill, eat etc."
- "Re-evaluate the pricing in the Expo to make it more affordable."

Media/Communication

- "More TV coverage for the 21km"
- "Better communication for first time runners"
- "An information kiosk at the finish to get directions to pick up points etc"

21 Km Route

- "I do not intend to ever run the full marathon. Don't know how, but would be nice if half marathon includes a section next to the sea. Maybe use a different starting point? "
- "The half marathon route does not have any spectacular views for runners... would be great if the route could include sections along the sea."

Facilities

- "More parking closer to the finish, or a park and ride"
- "Perhaps more medical points on Southern Cross road."
- "Jelly babies at water points"



FINDINGS

Findings

1. **Why do respondents participate in the Old Mutual Two Oceans Marathon?**
 - This study shows that **the love for running combined with a sense of achievement** are the key drivers of participation.
2. **What is it about the event that they like and what is it that they do not like?**
 - Most respondents stated that they particularly liked the **atmosphere** around the event, the **camaraderie** amongst participants as well as the **views and scenery** along the route. Negative sentiments were around the **congestion at the start** of the race and the **related 'chip-timing'** issues.
3. **What day over the Easter Weekend would participants prefer the races take place?**
 - Our study shows that most participating respondents (75%) would prefer the races to take place on the **Saturday** of Easter weekend.

Findings

5. **Would participants support the idea of moving one of the races to the Sunday?**
 - Almost half (**44%**) of the respondents felt **strongly against** moving one of the races to Easter Sunday (opposed to Saturday)
6. **Would participants support the idea of changing the half marathon route?**
 - Almost half (**48%**) of respondents were **positive** around the idea of changing the route with a quarter (26%) being opposed to the idea.
7. **Would participants support the idea of changing the starting times?**
 - Half-marathon respondents say **leave the starting time as is**, whilst ultra-marathon respondents **feel equally for leaving the time unchanged** as **changing it to 5:30am**.
8. **Which words best describe the Old Mutual Two Oceans Marathon?**
 - Outside of traditional race adjectives – **“beautiful” and “achievement”** are the key descriptors of the race.

Findings

11. How important is the Expo to respondents?

- The EXPO is currently rated as '**nice to have**'. It needs to become a 'must have' element. This could be done through:
 - Moving the Expo to a bigger venue.
 - Respondents complained that the venue was too small and became overcrowded which made it an unpleasant experience
 - Increasing the number and variety of food vendors.
 - Some respondents indicated that they **would like to spend more time** at the Expo.
 - Reviewing quantities and pricing of **merchandise**.

12. TV coverage

- Participants want **more coverage of the 21km** race and stated that more coverage of the **entire field** should be included, not only the winners.
- Runners would like to see themselves, their friends and family – forming part of the sense of achievement that is key to their participation.



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THANK YOU