

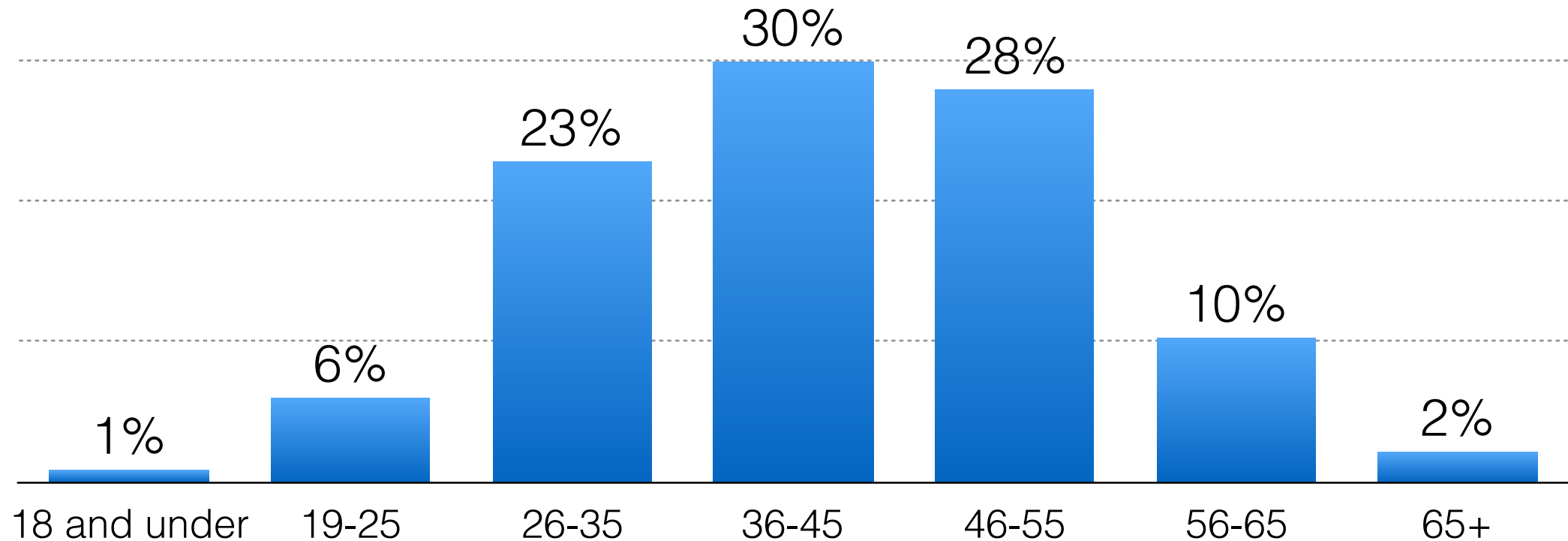
Tupper Lake Tinman 2017

Survey Results and Direct Spend



Registrant Demographics

Age Breakdown

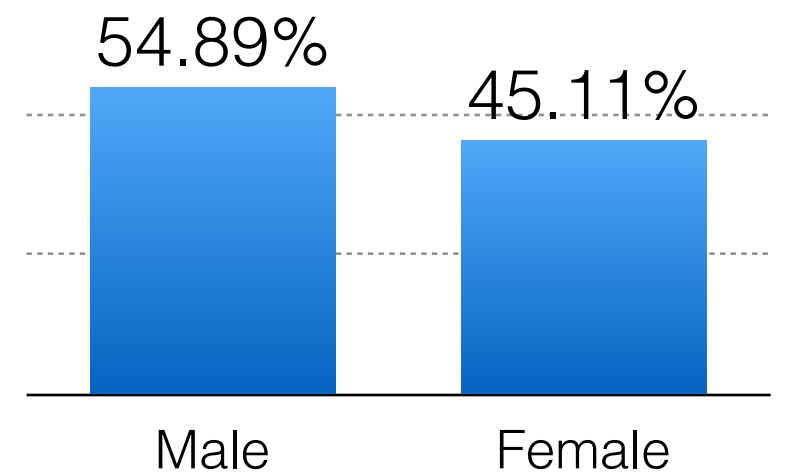


Breakdown of Registrants

New York	388
Quebec	66
Massachusetts	37
Ontario	31
New Jersey	28
Pennsylvania	19
Connecticut	13
Vermont	11
Virginia	8
New Hampshire	7
Colorado	5
Other	20

Average Distance Traveled

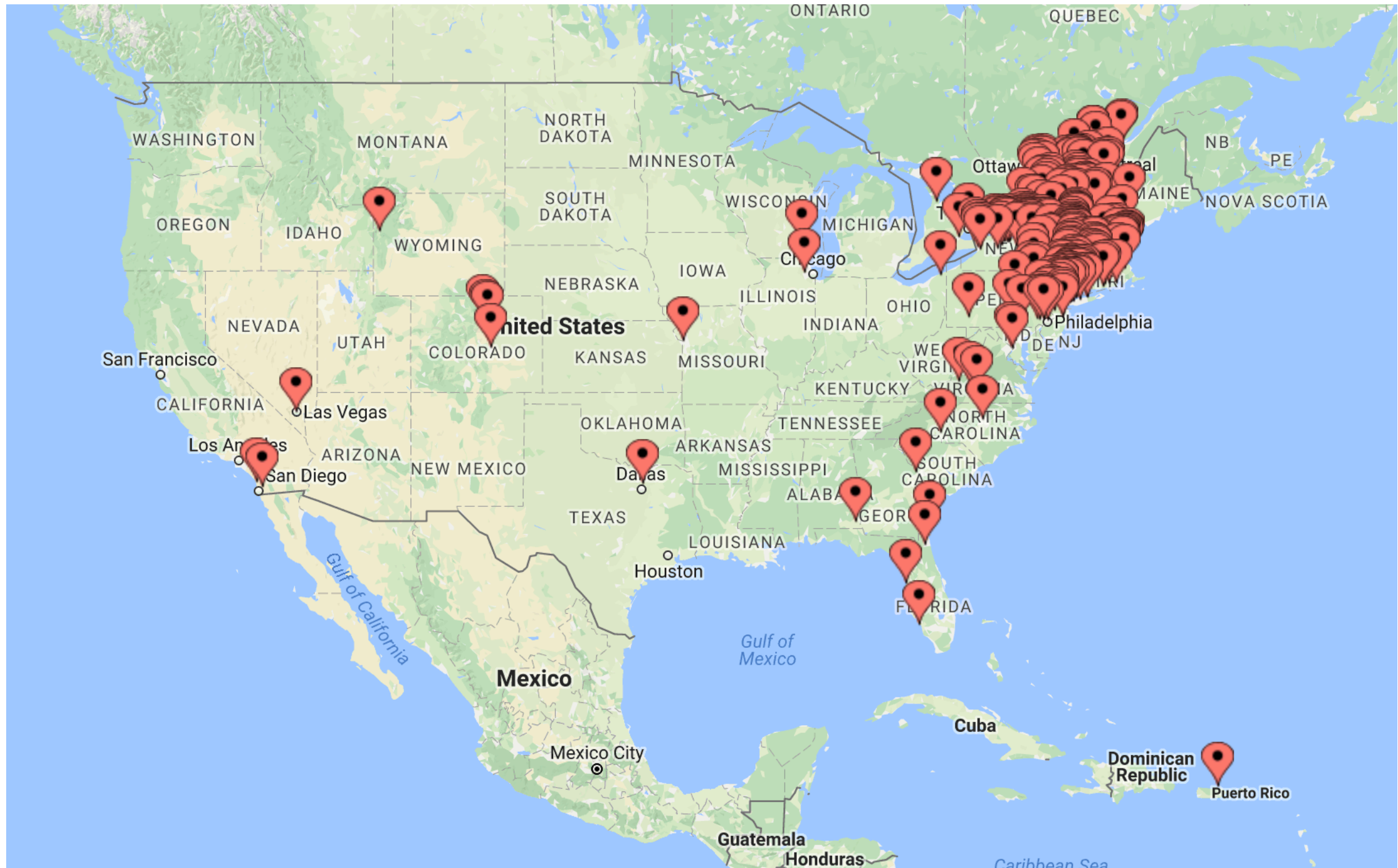
186.24 Miles



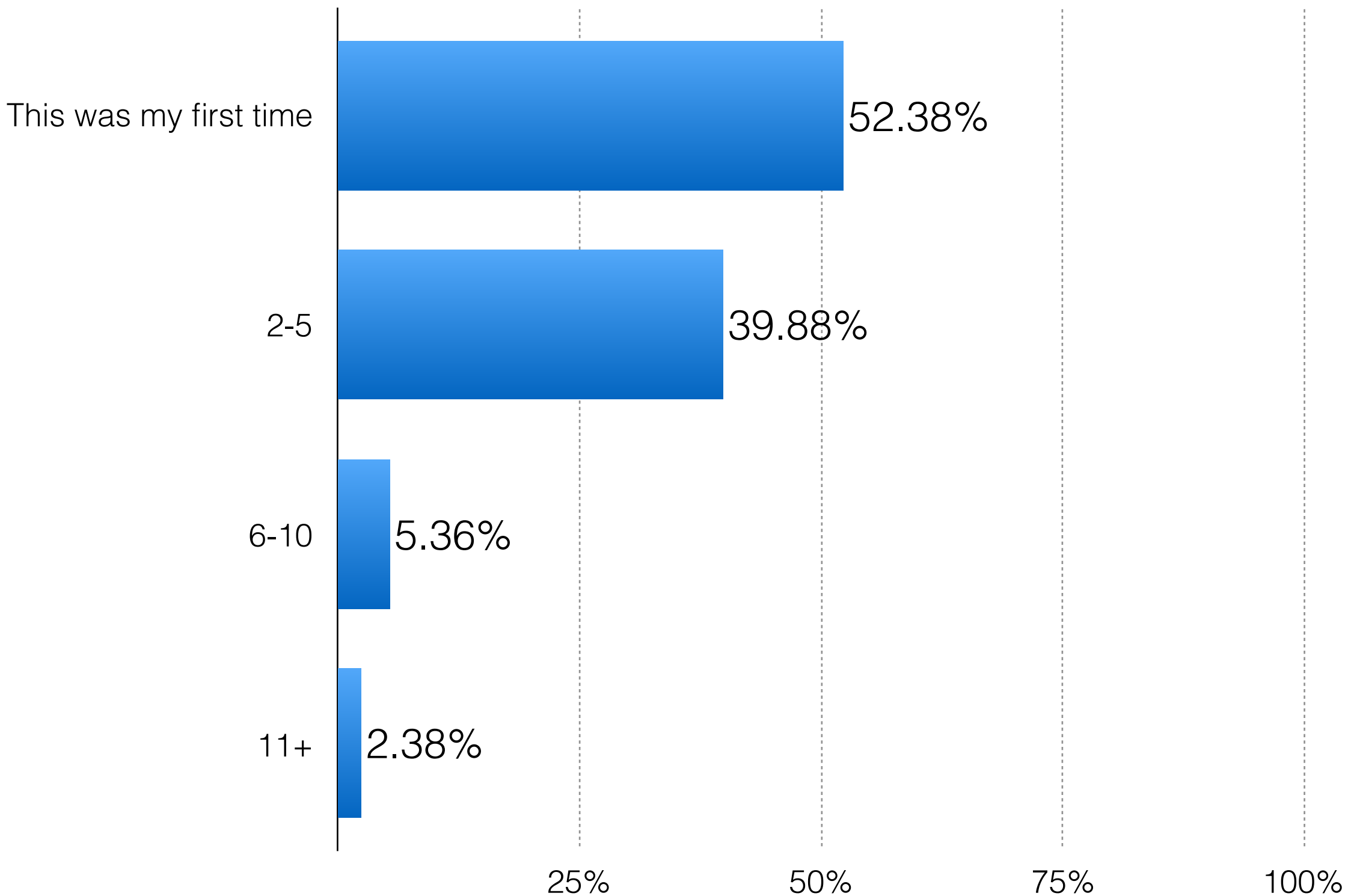
Methodology

- Athletes were invited to take the survey through a notification at packet pickup, on the Tinman Facebook page, on the event's homepage, as well as in post-race email.
- The respondents were entered to win either a free pass for next year's race or a pair of passes to the Wild Center.
- Of the 594 Tinman participants this year, 168 people completed the survey, resulting in a 6% margin of error.

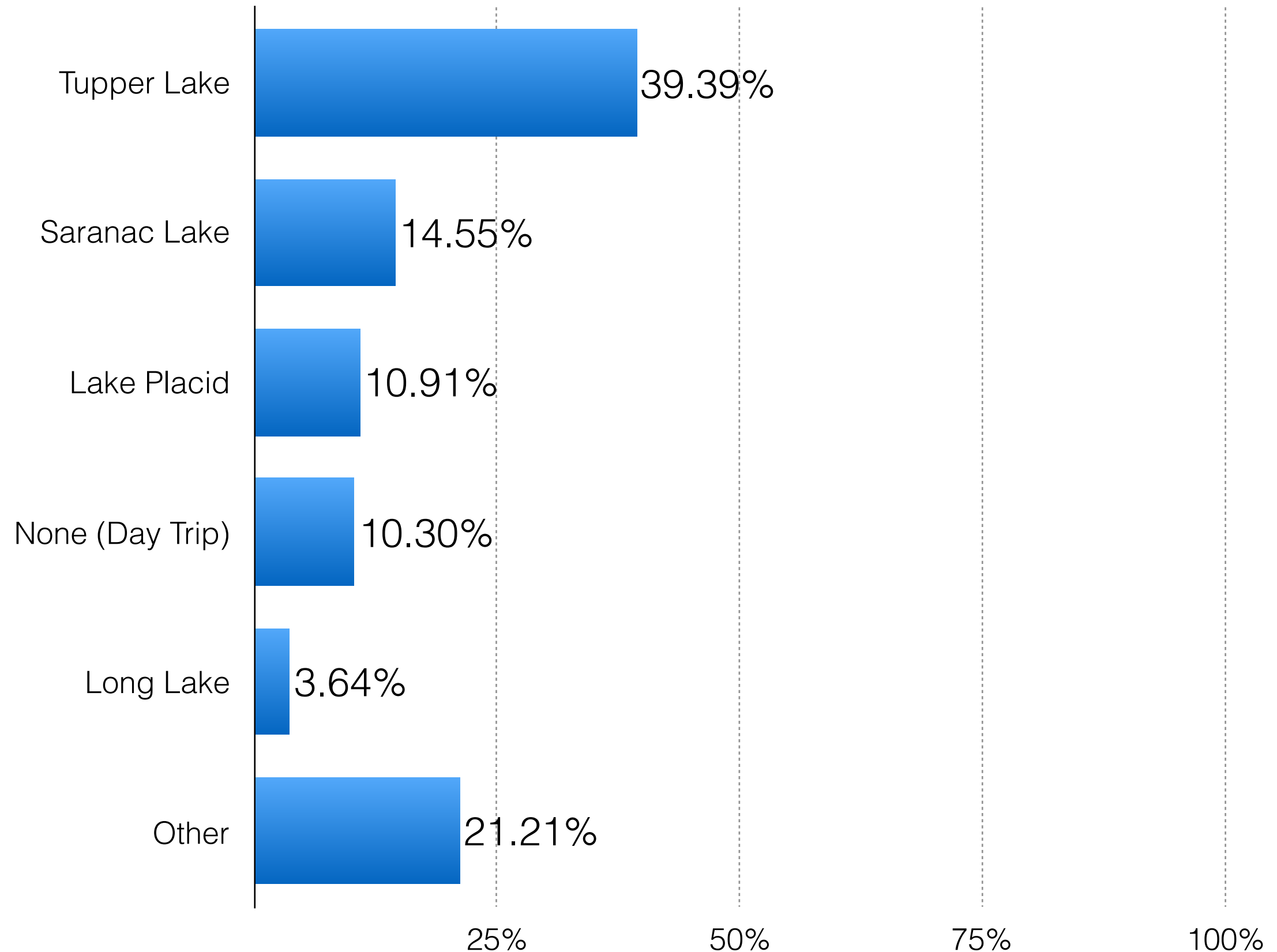
Locations of this year's participants



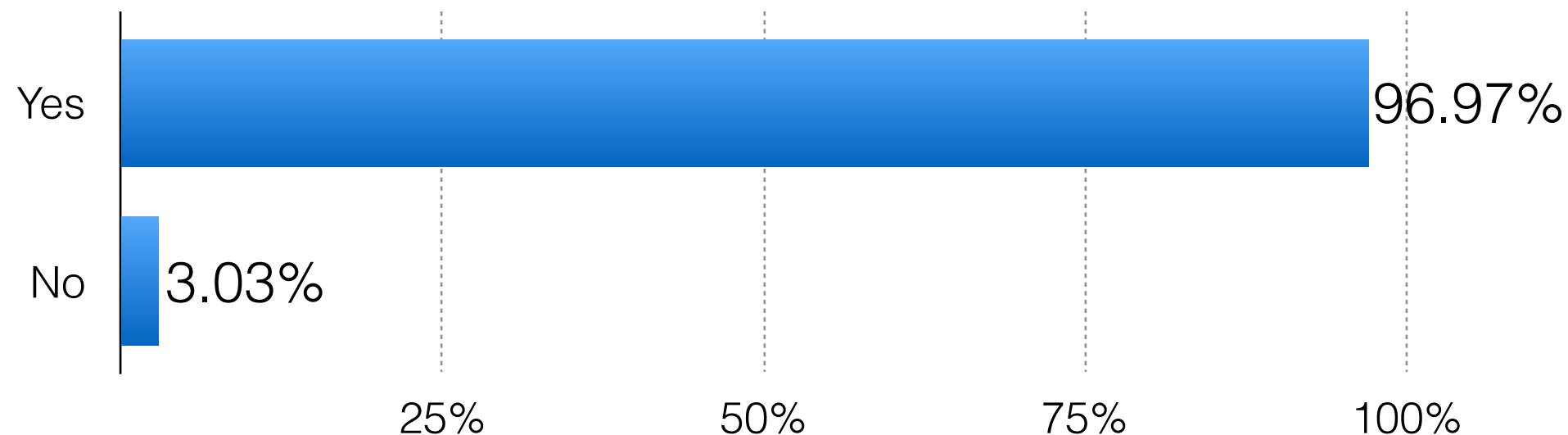
How many times have you participated in the Tupper Lake Tinman?



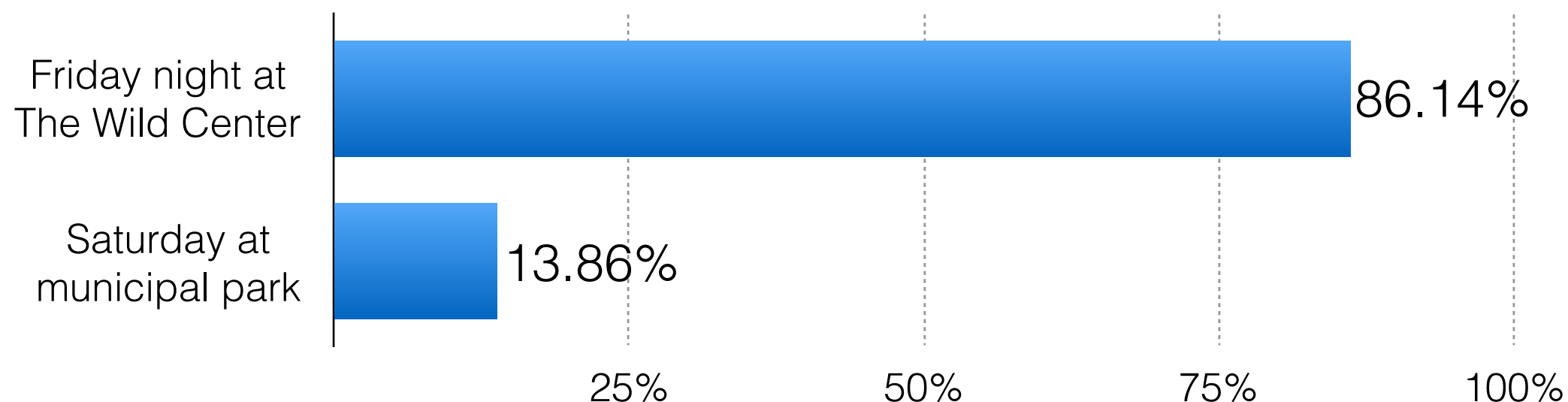
Where did you stay?



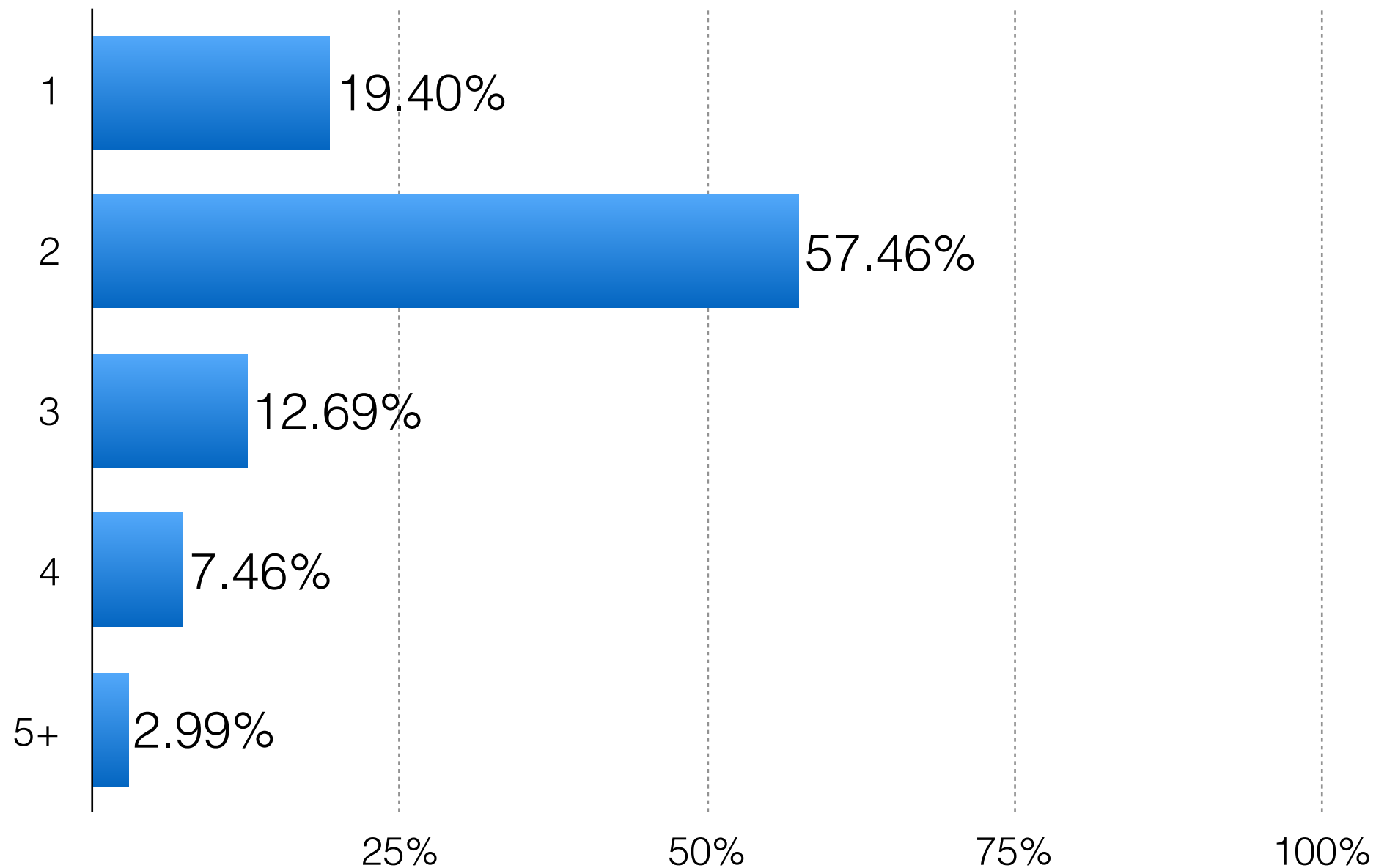
Would you participate in the Tupper Lake Tinman again?



When did you check in and pick up your race packet?

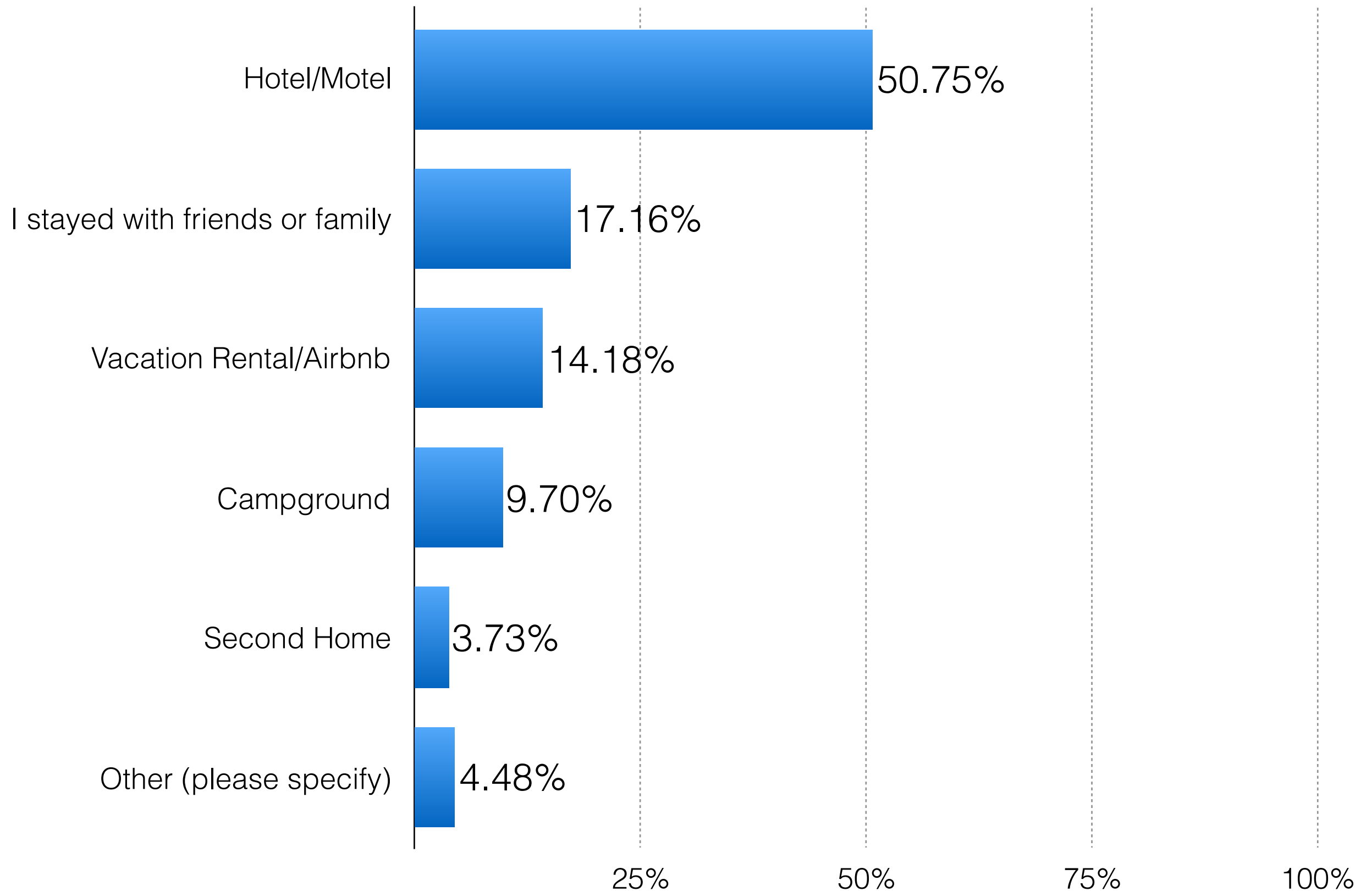


How many nights did you stay for the Tinman race?

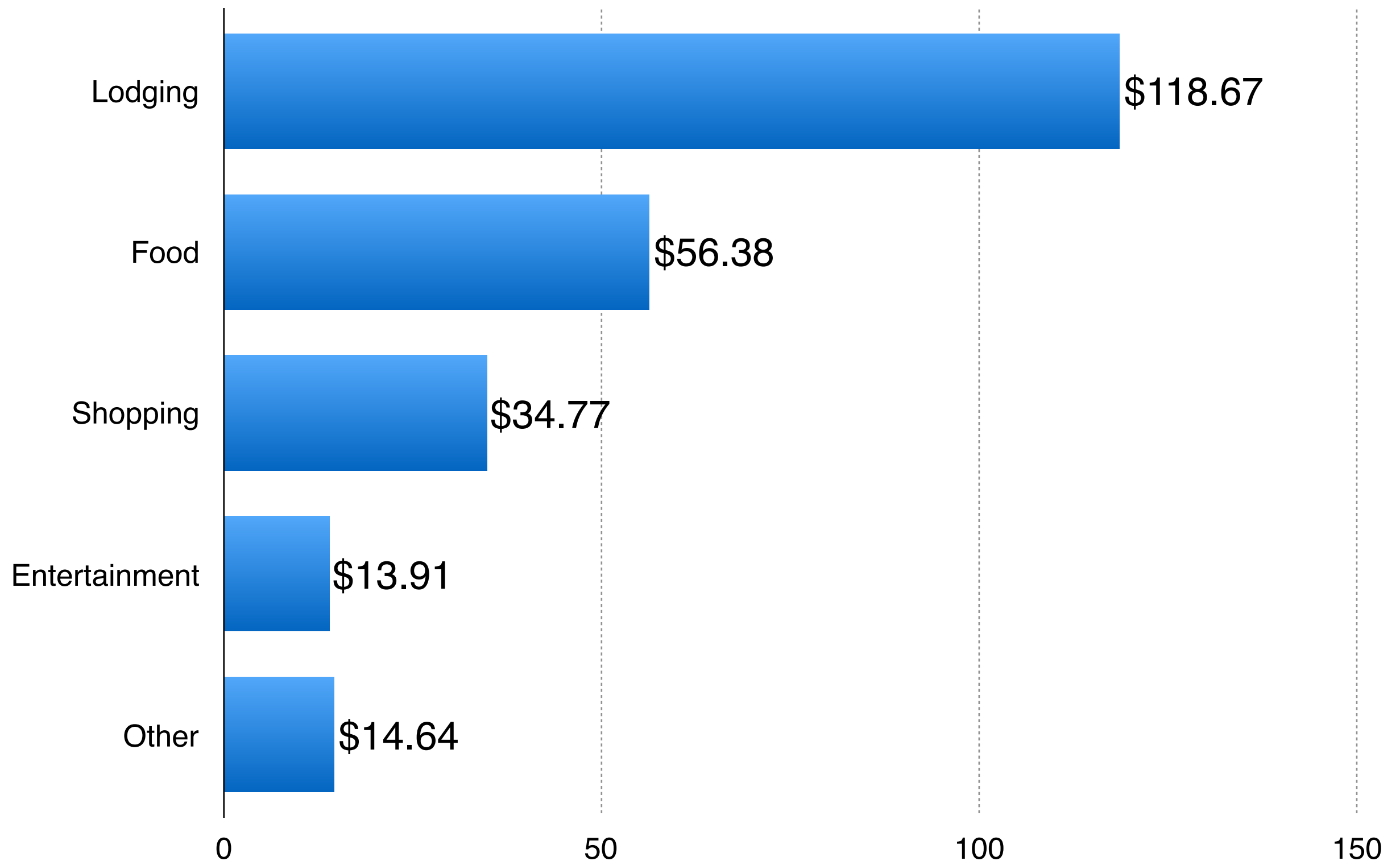


Average nights stayed for Tinman participants: 2.15 nights

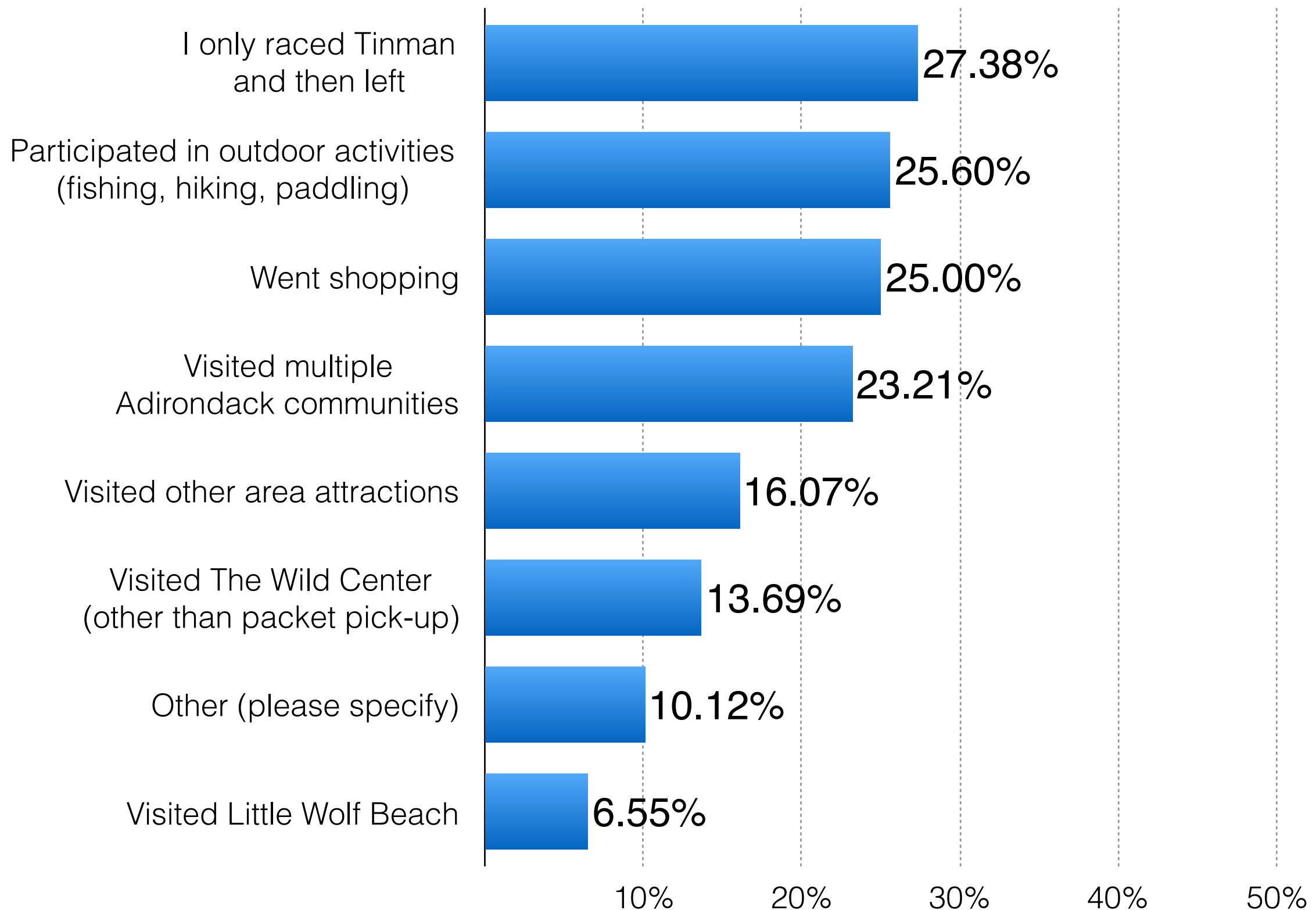
What was your primary type of lodging?



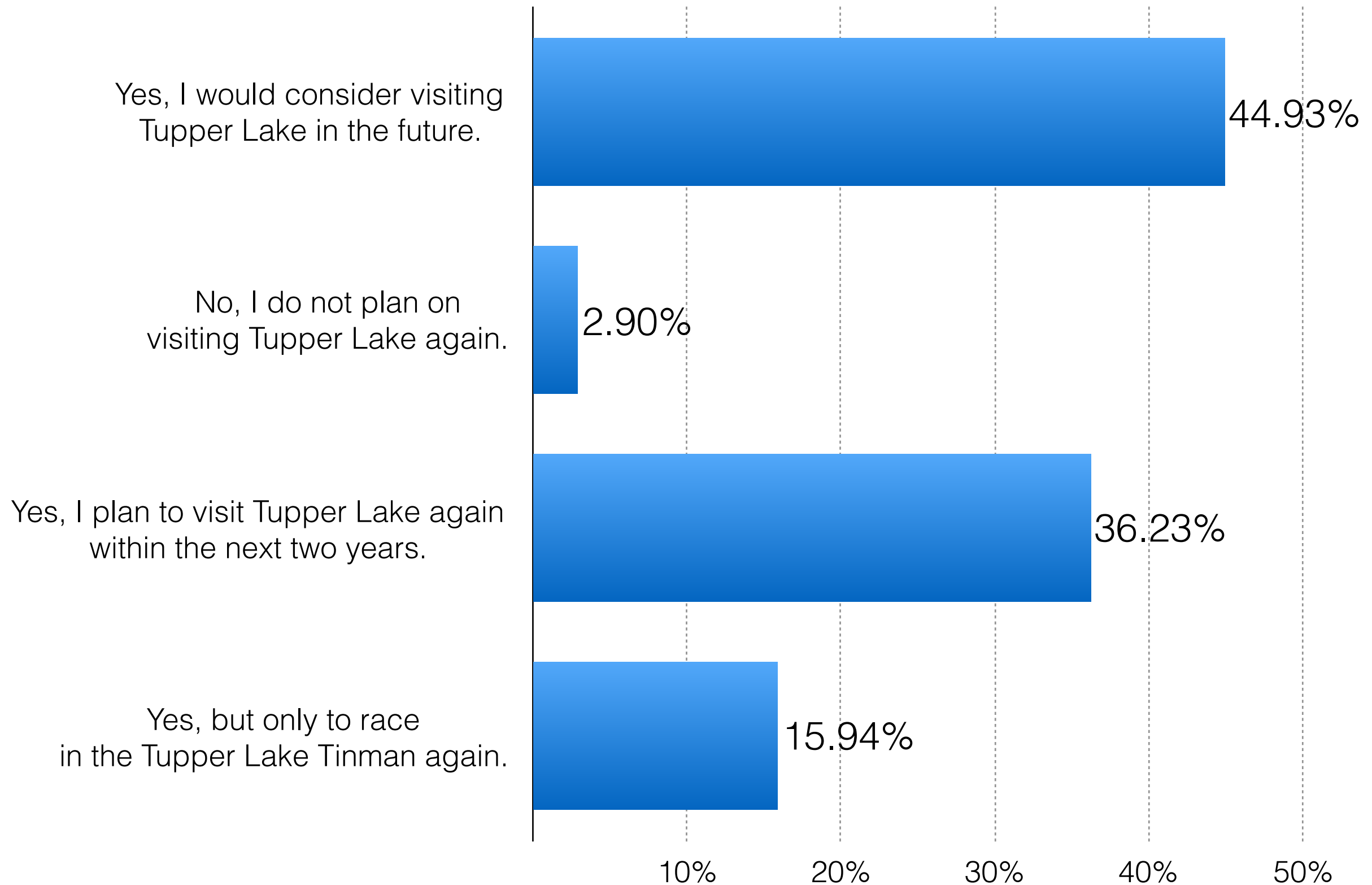
What was your estimated daily expenditures for the following categories?



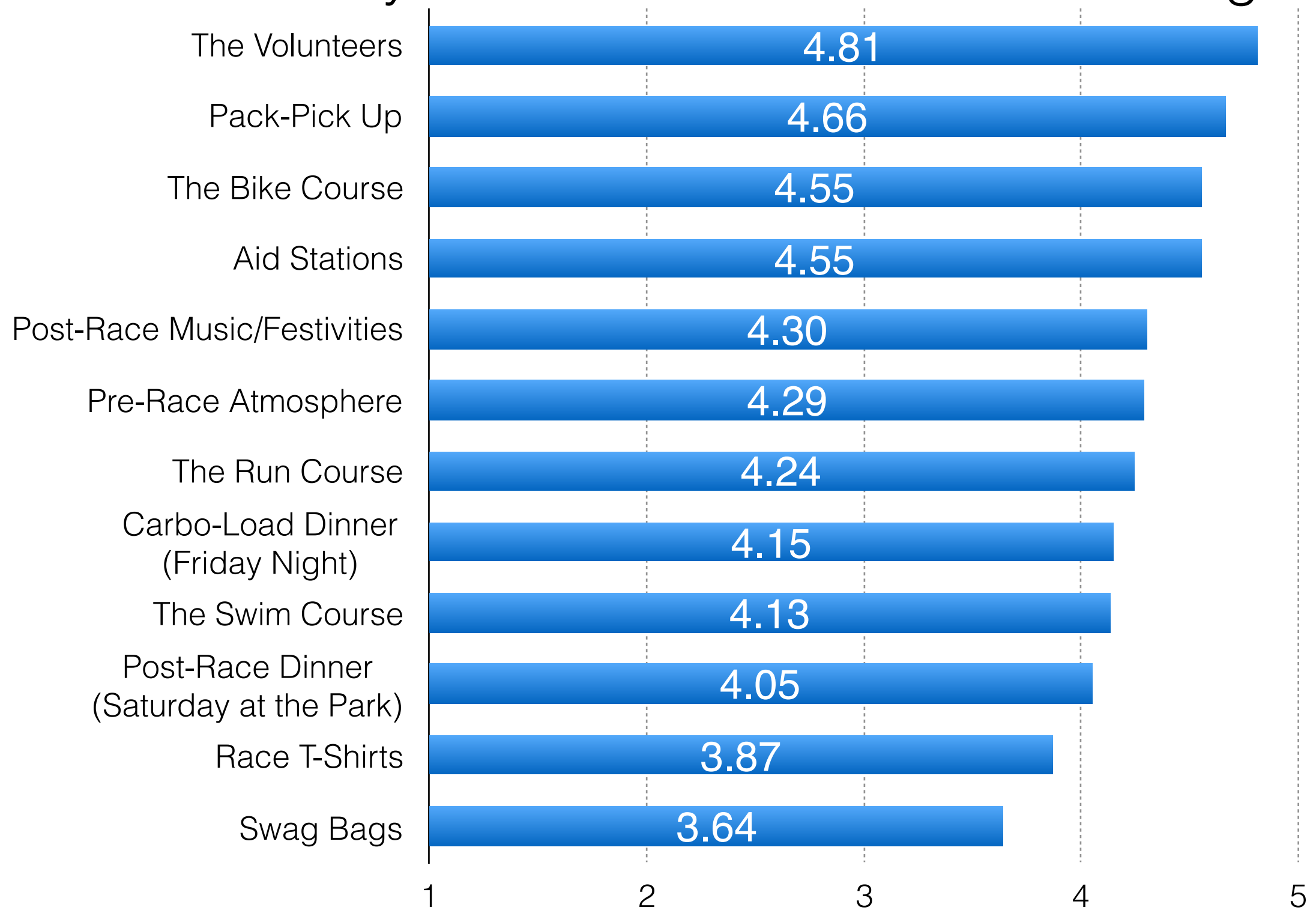
While you were in the Adirondacks for Tinman what other activities did you do? (select all that apply)



Would you consider visiting Tupper Lake again? (Pick the answer that best applies)

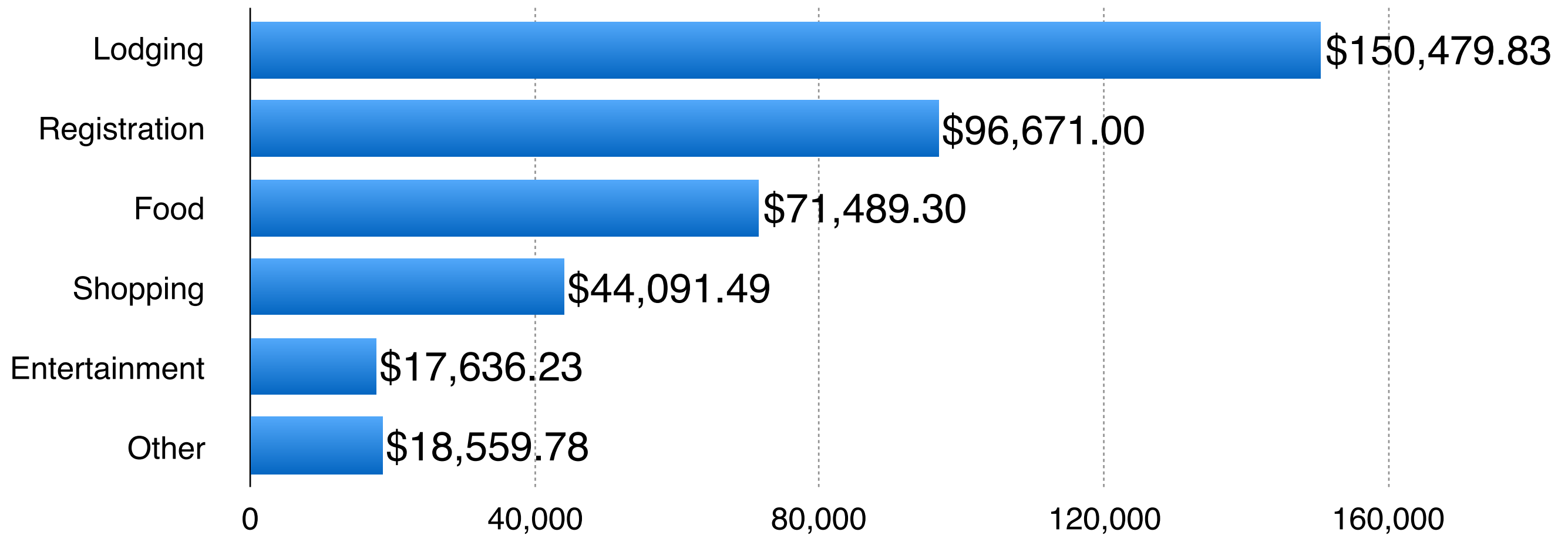


Please rate your satisfaction with the following:



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5- Very satisfied

Estimated Expenditures



Total Pretax Estimated Regional Direct Spend: \$398,927.64

Estimated county tax: \$9,840.42

*Direct spend calculated with 6% margin of error using a sample size of 168 respondents of 594 total participants. Athletes were invited to take the survey through a notification at packet pickup, on the Tinman Facebook page, on the event's homepage, as well as in post-race email.