

1. Please rate each of the communication media/channels below as to how frequently you refer to it for club and running community related information.

	Never	Occassionally	Frequently	Always	Response Count
Kalamazoo Area Runners Group Email Distribution	1.7% (2)	13.4% (16)	34.5% (41)	50.4% (60)	119
Kalamazoo Area Runners Website	7.6% (9)	46.2% (55)	31.1% (37)	15.1% (18)	119
Event/Program Blogsites (Beyond, Fast Track, Safari, Turkey Trot)	16.0% (19)	40.3% (48)	34.5% (41)	9.2% (11)	119
Social Media	31.4% (37)	22.0% (26)	33.9% (40)	12.7% (15)	118
The Rundown Newsletter	8.4% (10)	27.7% (33)	27.7% (33)	36.1% (43)	119
Print Material (brochures/annual report)	48.7% (58)	40.3% (48)	6.7% (8)	4.2% (5)	119
Word of Mouth (not social media)	19.3% (23)	50.4% (60)	26.9% (32)	3.4% (4)	119
Event/Health Expos	36.8% (43)	51.3% (60)	9.4% (11)	2.6% (3)	117
Through Attendance at Local Running Events	8.5% (10)	58.5% (69)	28.0% (33)	5.1% (6)	118
Through Attendance Group Runs/Training Programs	14.5% (17)	46.2% (54)	30.8% (36)	8.5% (10)	117
Other (please specify)					4
answered question					119
skipped question					0

2. Please rate the below content as to its importance/level of interest to you.

	Not Important	Somewhat Important	Important	Very Important	Critical	Response Count
Club Training Programs	9.2% (11)	14.3% (17)	28.6% (34)	34.5% (41)	13.4% (16)	119
Local Training Programs	6.8% (8)	19.5% (23)	27.1% (32)	34.7% (41)	11.9% (14)	118
Club Social Events	12.7% (15)	40.7% (48)	33.1% (39)	11.0% (13)	2.5% (3)	118
Running Related Fundraising Events for Local Charities	15.3% (18)	28.0% (33)	34.7% (41)	19.5% (23)	2.5% (3)	118
Photos	21.0% (25)	30.3% (36)	36.1% (43)	11.8% (14)	0.8% (1)	119
Training Articles/Tips/Schedules	4.2% (5)	19.3% (23)	36.1% (43)	30.3% (36)	10.1% (12)	119
Nutrition	8.4% (10)	26.1% (31)	37.0% (44)	24.4% (29)	4.2% (5)	119
Information on Group Runs	1.7% (2)	14.3% (17)	32.8% (39)	37.8% (45)	13.4% (16)	119
Motivational Stories on Running Experiences/Philosophy	15.3% (18)	35.6% (42)	27.1% (32)	18.6% (22)	3.4% (4)	118
Motivational Quotes	26.1% (31)	33.6% (40)	26.1% (31)	11.8% (14)	2.5% (3)	119
Contact Information for Leadership Team Members	18.5% (22)	29.4% (35)	31.1% (37)	17.6% (21)	3.4% (4)	119
Statistics on Running	15.1% (18)	35.3% (42)	31.9% (38)	16.8% (20)	0.8% (1)	119
Club Running Events	2.6% (3)	12.9% (15)	34.5% (40)	34.5% (40)	15.5% (18)	116
Club Educational Clinics	7.6% (9)	20.2% (24)	42.0% (50)	26.1% (31)	4.2% (5)	119
Local Running Events	1.7% (2)	8.5% (10)	28.0% (33)	37.3% (44)	24.6% (29)	118
Information on Half/Full Marathons	3.4% (4)	11.8% (14)	25.2% (30)	41.2% (49)	18.5% (22)	119
Member News (i.e Featured Member Article)	13.4% (16)	26.1% (31)	33.6% (40)	19.3% (23)	7.6% (9)	119
Leadership/Volunteer Opportunities	10.3% (12)	36.8% (43)	31.6% (37)	17.9% (21)	3.4% (4)	117
Member Race Results and Narratives	9.2% (11)	18.5% (22)	30.3% (36)	29.4% (35)	12.6% (15)	119
Information on Discount Sponsors	4.2% (5)	17.8% (21)	31.4% (37)	36.4% (43)	10.2% (12)	118

Information on Club Apparel/Accessories	10.2% (12)	29.7% (35)	36.4% (43)	20.3% (24)	3.4% (4)	118
Club Championship Series Information	16.2% (19)	31.6% (37)	25.6% (30)	19.7% (23)	6.8% (8)	117
Trail Running (not ultras)	17.8% (21)	26.3% (31)	30.5% (36)	20.3% (24)	5.1% (6)	118
Ultra Running	43.2% (51)	28.8% (34)	17.8% (21)	8.5% (10)	1.7% (2)	118
Track and Field	34.2% (40)	35.0% (41)	18.8% (22)	8.5% (10)	3.4% (4)	117
Cross Country	30.5% (36)	28.8% (34)	26.3% (31)	11.0% (13)	3.4% (4)	118
Road Racing	8.7% (10)	10.4% (12)	33.9% (39)	34.8% (40)	12.2% (14)	115

Other (please specify) 0

answered question	119
skipped question	0

3. What suggestions do you have for enhancing Kalamazoo Area Runners media and/or content?

	Response Count
	33
answered question	33
skipped question	86

Q1. Please rate each of the communication media/channels below as to how frequently you refer to it for club and running community related information.

1	race calendar web sites (i.e. runmichigan.com, gazellesports.com, classicrace.com, etc.)	Nov 22, 2011 12:09 PM
2	Facebook	Nov 22, 2011 6:33 AM
3	Athlinks	Nov 22, 2011 3:46 AM
4	my wife	Nov 21, 2011 7:44 PM

Q3. What suggestions do you have for enhancing Kalamazoo Area Runners media and/or content?

1	I use the website often.	Nov 29, 2011 4:57 PM
2	I think you are doing a wonderful job as is.	Nov 28, 2011 4:33 PM
3	I appreciate all that KAR does for its members. I wish I could do more, attend more, volunteer more for this organization. I need a better way to remember discount codes for KAR as I always forget. Great Job on all your staff does!!!	Nov 27, 2011 12:17 PM
4	keep up the good work	Nov 26, 2011 8:18 PM
5	None	Nov 25, 2011 1:25 PM
6	sometimes, too many emails but overall it is good.	Nov 23, 2011 4:00 PM
7	Instead of the same faces/names how about interviewing random members to find what they do or get from the organization?	Nov 23, 2011 3:50 PM
8	I enjoy getting E mails from KAR and I enjoy all the different information in Rundown. Thank you for the great communication	Nov 22, 2011 5:34 PM
9	I have found the current format and messages to be helpful and sufficient.	Nov 22, 2011 2:15 PM
10	I'd really like to see some fun track events. Maybe some longer relays.	Nov 22, 2011 1:49 PM
11	the photos that Robin did for the championship dessert, maybe could post a slide show somewhere. would like to see. keep plugging away at your website, its good.	Nov 22, 2011 1:14 PM
12	I generally check my home e-mail everyday. I do not always go to the club website or social media	Nov 22, 2011 9:49 AM
13	Overall KAR is a great organization.	Nov 22, 2011 9:08 AM
14	Less e-mails pertaining to specific events. For example, if I don't have any interest in the jingle bell run I don't want to receive e-mails about just that. If I'm not in the Safari training I don't want e-mails about what the workout for the week is. Include all of that in the rundown and I will review that.	Nov 22, 2011 8:25 AM
15	cant think of anything	Nov 22, 2011 8:15 AM
16	Cold have more enrollment if people know about local big events like half and full marathon upcoming info in public places posted in places like YWCA, Meijer, Malls.	Nov 22, 2011 7:56 AM
17	perhaps find group interests for people not specifically interested in marathons?? Perhaps already have this...	Nov 22, 2011 7:50 AM
18	Everythings working good for me, thanks.	Nov 22, 2011 6:27 AM
19	Profile some mid- to back of pack (and happy to stay there) in the Rundown. There are people who love running but rarely run more than 10+ pace, and they're okay with that. Running is their lifestyle. I'd like to read about folks who never expect to even place in their age group, like what keeps them running? Look through your membership for familiar names who run just about every race	Nov 22, 2011 5:44 AM

Q3. What suggestions do you have for enhancing Kalamazoo Area Runners media and/or content?

for years and talk to those people, too.

20	A "newbie" forum or welcome would be good. As a new runner attending group runs can initially be daunting if you don't know too many within the community.	Nov 22, 2011 5:37 AM
21	List more races Michigan races	Nov 22, 2011 4:39 AM
22	I think athlinks could become more of a hub for communication.	Nov 22, 2011 3:46 AM
23	not informed enough to make a valid suggestion	Nov 22, 2011 3:34 AM
24	I feel that you are already doing an incredible job in communicating important info and fun stuff too. I appreciate all the effort and thought that goes into it!	Nov 22, 2011 3:34 AM
25	KAR is doing a very good job, thank you.	Nov 22, 2011 3:09 AM
26	It works for me! Keep it up. Oh - maybe add a QR code to our printed stuff. Makes it more interactive plus all the cool kids are doing it now.	Nov 22, 2011 2:59 AM
27	I think you do a wonderful job. Sometimes I do not hear about certain events, but that is my own fault. You use multiple mediums to get the message out there.	Nov 22, 2011 2:23 AM
28	facebook comments	Nov 21, 2011 8:15 PM
29	More information on training or casual runs during the week, especially daytime running groups.	Nov 21, 2011 8:13 PM
30	I am an extrem newbie to running. I would like to know more about run/walk charity / awareness events where competitiveness is less important	Nov 21, 2011 7:44 PM
31	a few bulletin boards around town would attract interest be creative about pleas for volunteers shorten president's letter in rundown	Nov 21, 2011 7:20 PM
32	None. Great work!	Nov 21, 2011 7:14 PM
33	took me a while to find the turkey trot registration. I thought there should have been a direct link to registration in the rundown	Nov 21, 2011 7:06 PM