

COMPETITIONS AND TRAVEL

Community Research Survey
June 2023



CREATIVE SERVICES THAT MAKE A REAL DIFFERENCE

Key Findings

We asked our community if they attend or participate in competitions, tournaments or events (“competitions”) for youth or adults. These could range from youth sports like soccer or martial arts, to a band festival, to participating in or attending an adult basketball competition, track meet, or even a 5k or marathon.

While nearly all respondents participate in or attend competitions in the fall (92%) and spring (92%), a substantial percentage participate or attend in winter (78%) and summer (72%). Frequency of participation is evenly distributed among participants, from a few times a month to about once a year.

Most respondents are fine with a limited amount of travel for competitions (66%), but they would prefer to stay locally (68%). When people travel, they stay overnight when the circumstances require it.

Interest in additional indoor competition space is strong; it is very high for those who support youth in sports that compete indoors and for which costs are substantial.

Most people have some level of interest in developing more indoor competition space in our area:

- Extremely interested (33%)
- Very interested (24%)
- Somewhat interested (32%)
- Not so interested (7%)
- Not at all interested (5%)

The likelihood of being extremely interested in developing more indoor competition space is statistically significant for those who:

- Participate in competitions a few times a month
- Typically travel 100 – 200 miles for competitions
- Support or transport youth to basketball, track and volleyball competitions
- Support or transport youth and typically spend between \$250 and \$499 per trip

Methodology

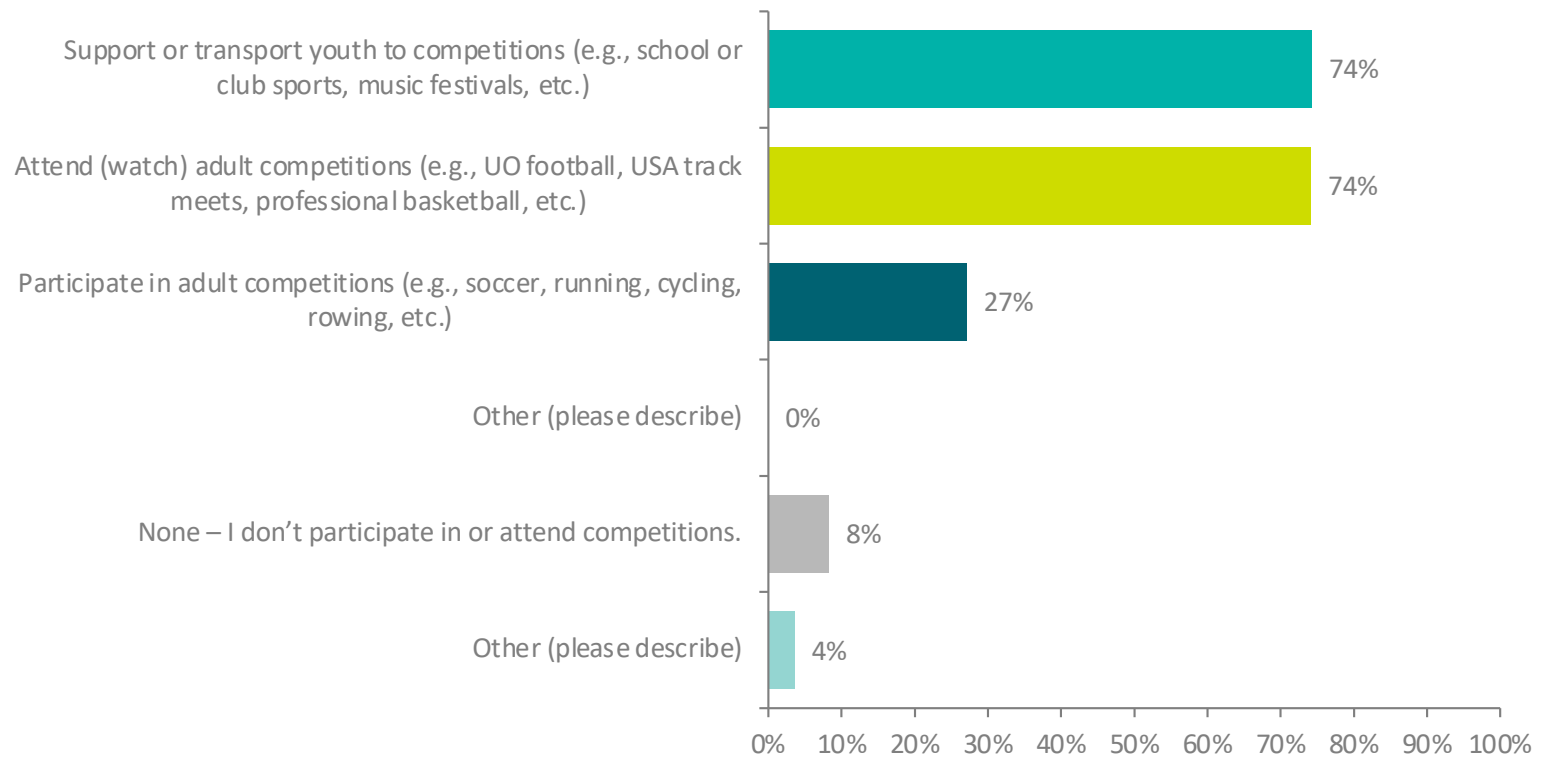
In June, 2023, Turell Group conducted a community survey to gauge the experience of those who attend or participate in competitions. The survey was distributed to individuals who have signed up to participate in Turell Group Community Research Surveys, and through Turell Group's channels and connections. In addition, the survey was distributed by Travel Lane County and KidSports. Participation was incentivised through a \$1 donation to KidSports for each completed survey.

A total of 782 participants completed the survey. The results are not a representative sample of the Eugene/Springfield community, and portray a snapshot of those who elected to participate. The results are not generalizable to the broader community, but do give a general sense of attitudes of individuals who are participating in competitions and their related travel.



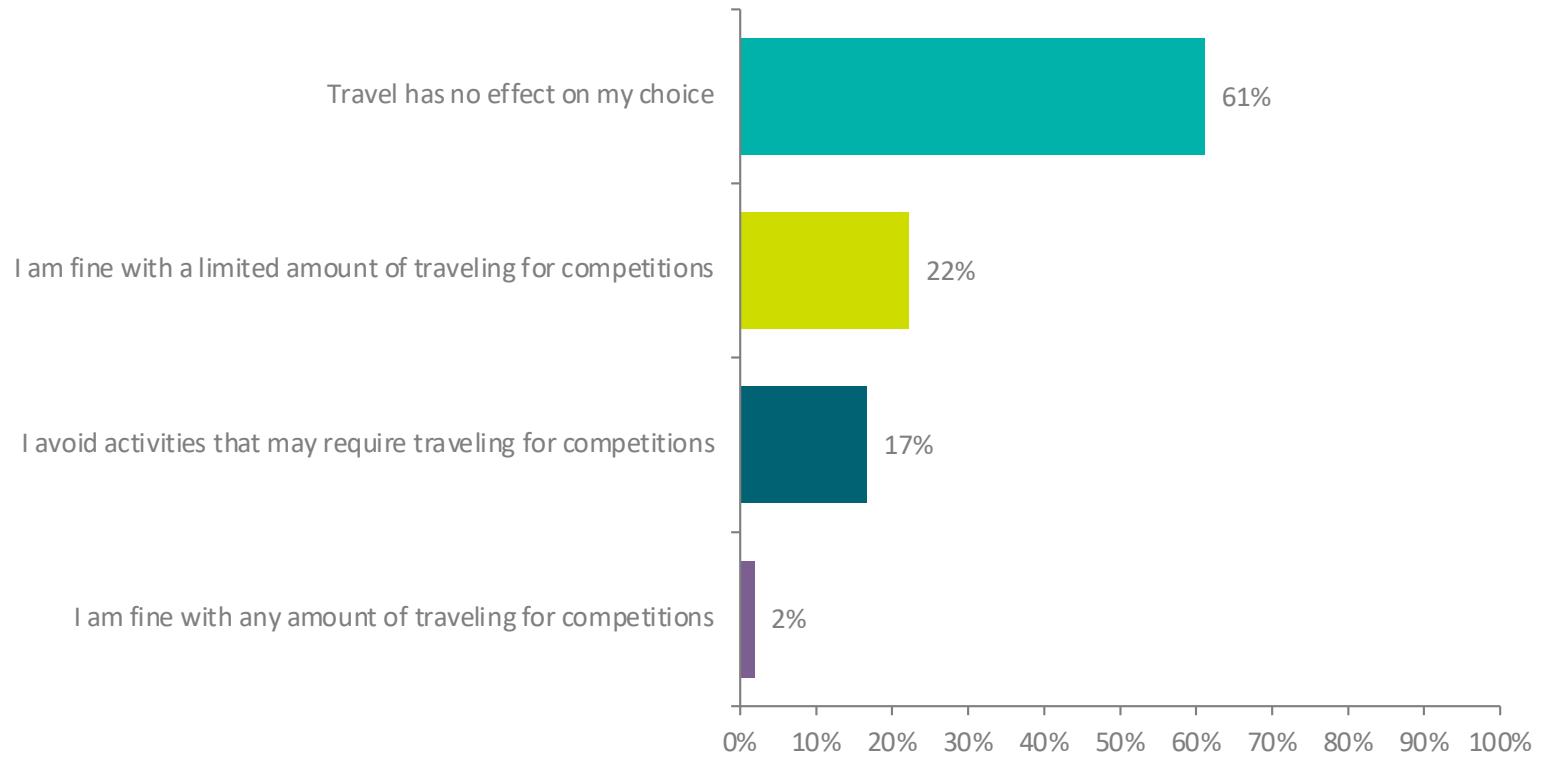
Q1: Do you or your family participate in or attend any of the following types of competitions? (Select all that apply.)

Answered: 782 Skipped: 0



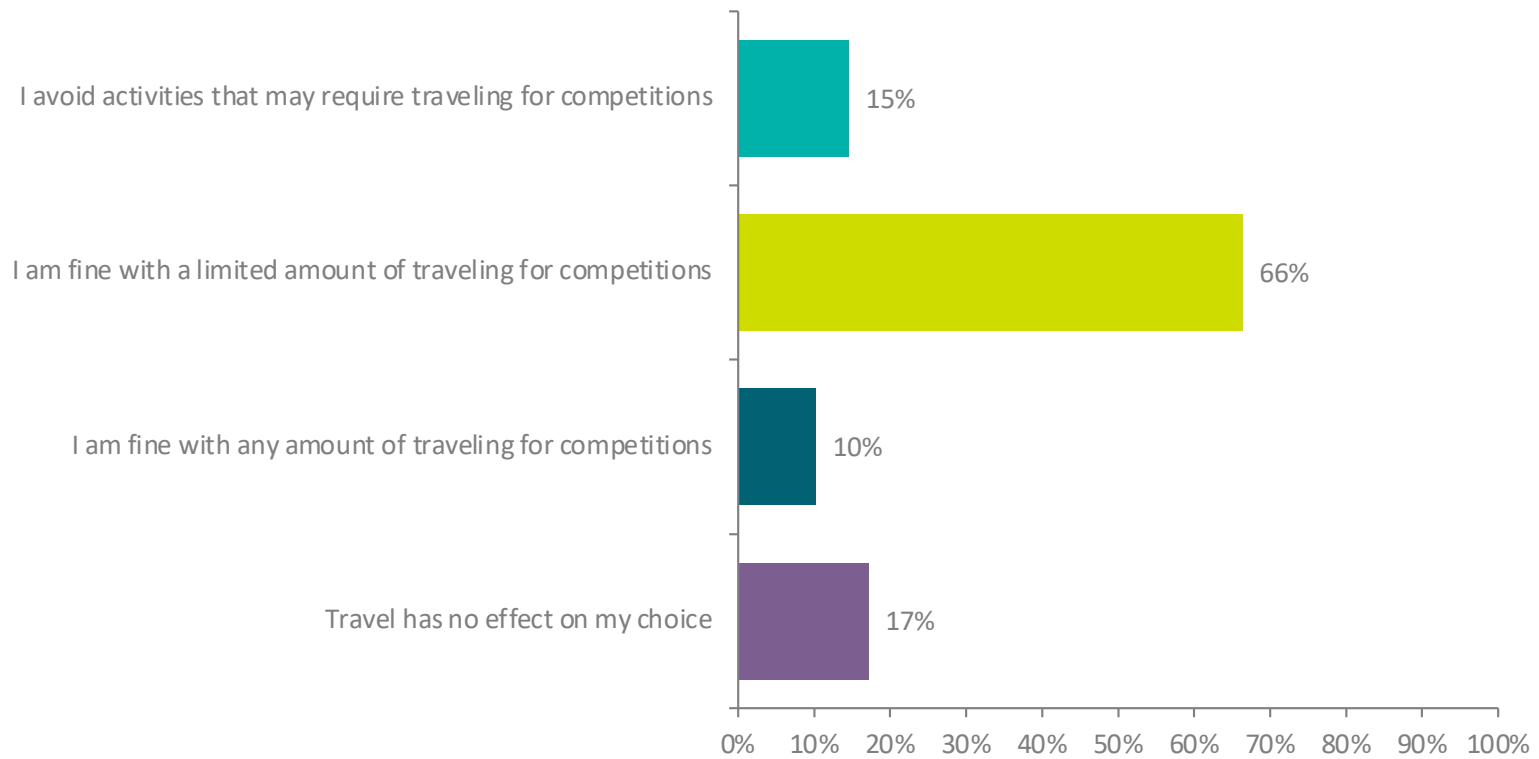
Q2a - Those who *don't* participate in or attend competitions: Is your decision of whether to sign up for activities affected by the need to travel for competitions?

Answered: 54 Skipped: 728



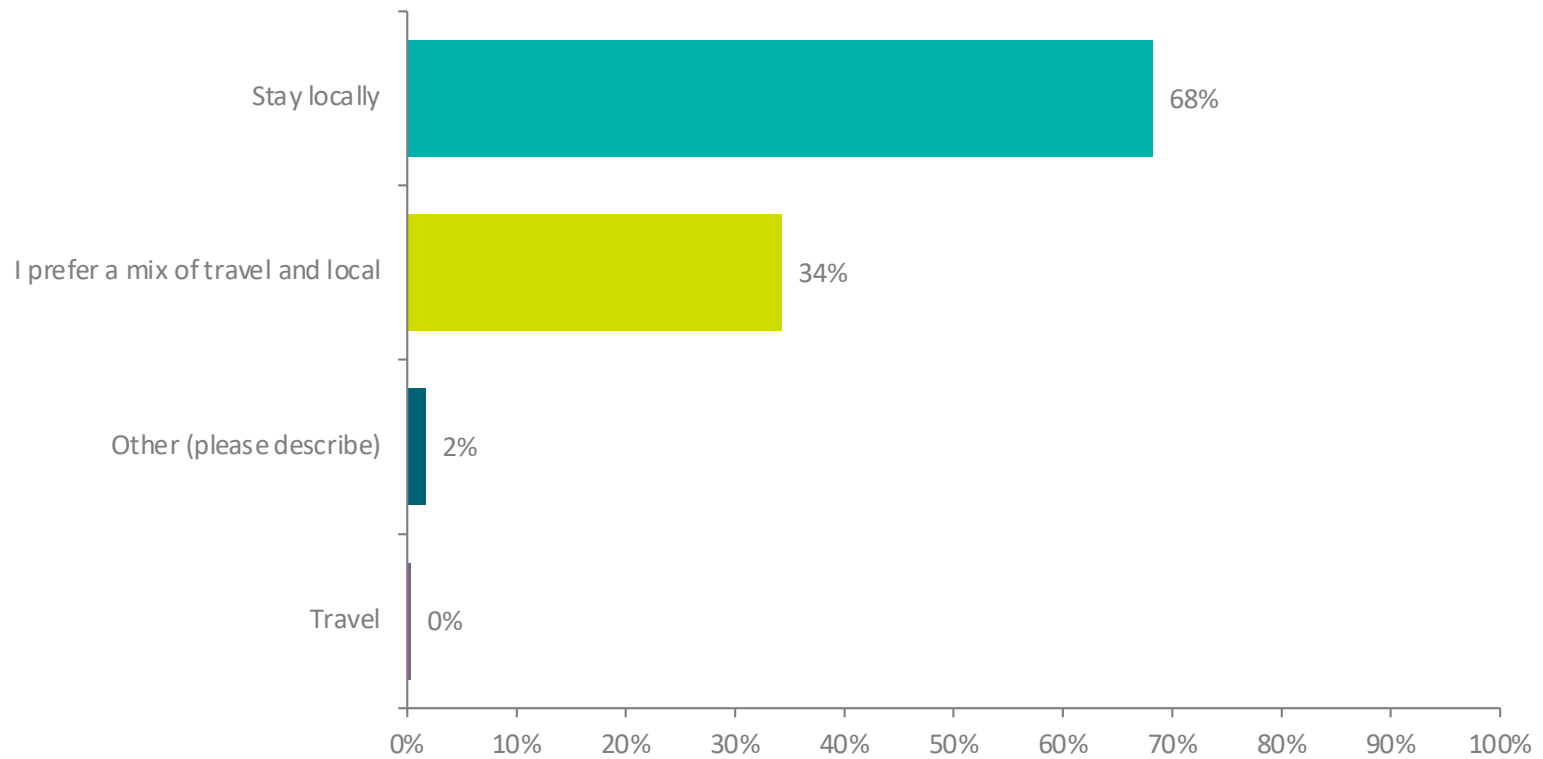
Q2b - Those who *do* participate in or attend competitions: Is your decision of whether to sign up for activities affected by the need to travel for competitions?

Answered: 666 Skipped: 116



Q3: If you had the choice, would you prefer to travel for competitions or stay locally?

Answered: 666 Skipped: 116



Q5: What competitions do you or your family typically participate in or attend? (Select all that apply.)

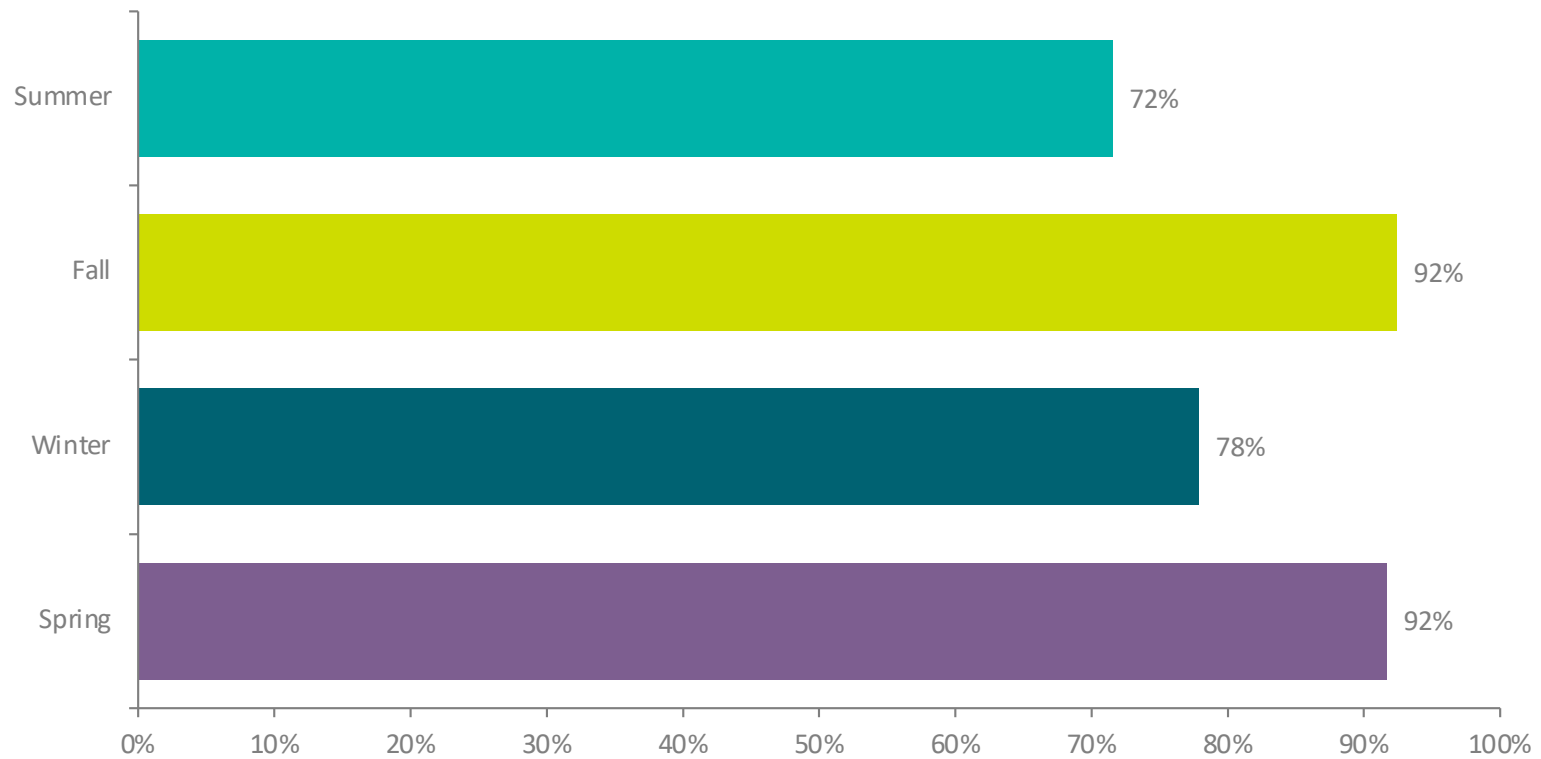
Answered: 662 Skipped: 120

ANSWER CHOICES	RESPONSES	
Basketball	58%	385
Soccer	53%	353
Baseball/Softball/T-Ball	48%	321
Football	38%	257
Track	30%	199
Volleyball	25%	172
Running	23%	157
Swimming	16%	110
Golf	11%	75
Dance	11%	74
Gymnastics & Tumbling	11%	70
Band	10%	63
Lacrosse	8%	55

Skiing (downhill or XC)	8%	55
Cross Country	8%	53
Pickleball	7%	49
Martial Arts	7%	43
Cycling	6%	41
Triathlon	3%	23
Cheerleading	3%	19
Wrestling	3%	18
Chess	3%	17
Skateboarding	3%	17
Tennis	2%	12
Rowing	2%	10
Hockey	2%	9
Speech & Debate	1%	7

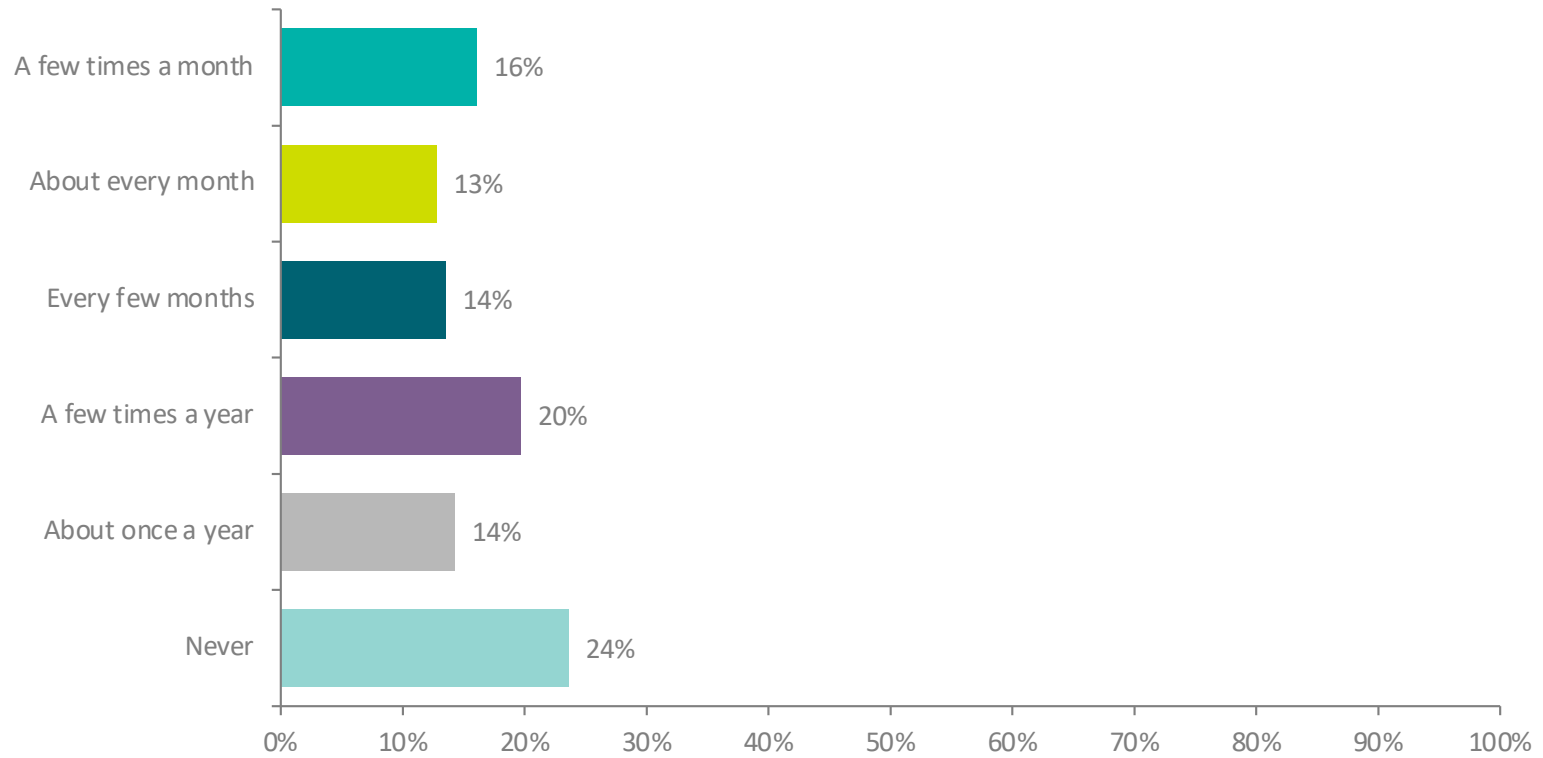
Q5: In what season(s) do you or your family participate in or attend competitions? (Select all that apply.)

Answered: 660 Skipped: 122



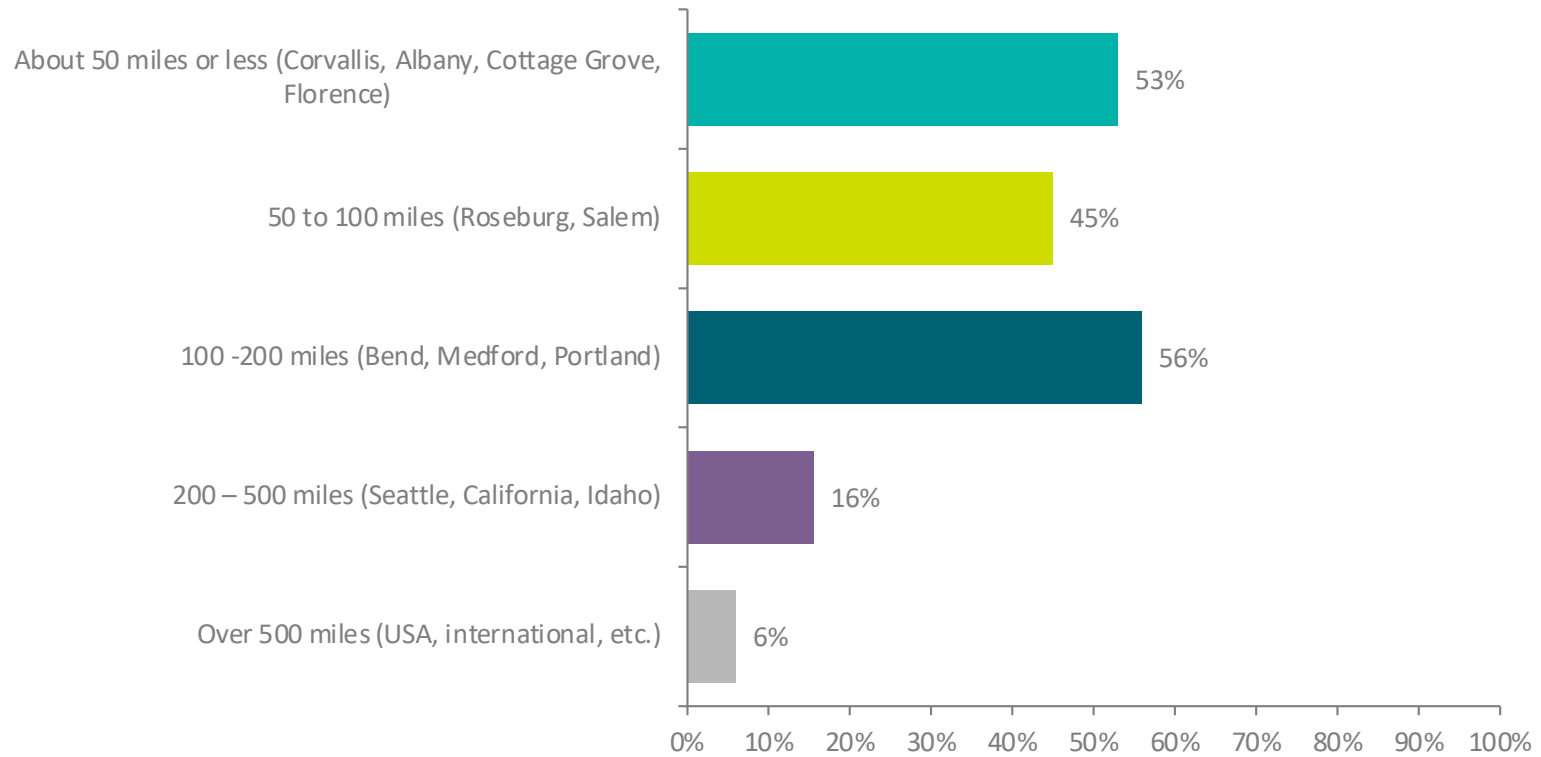
Q6: Roughly, how often do you travel out of town to attend a competition?

Answered: 665 Skipped: 117



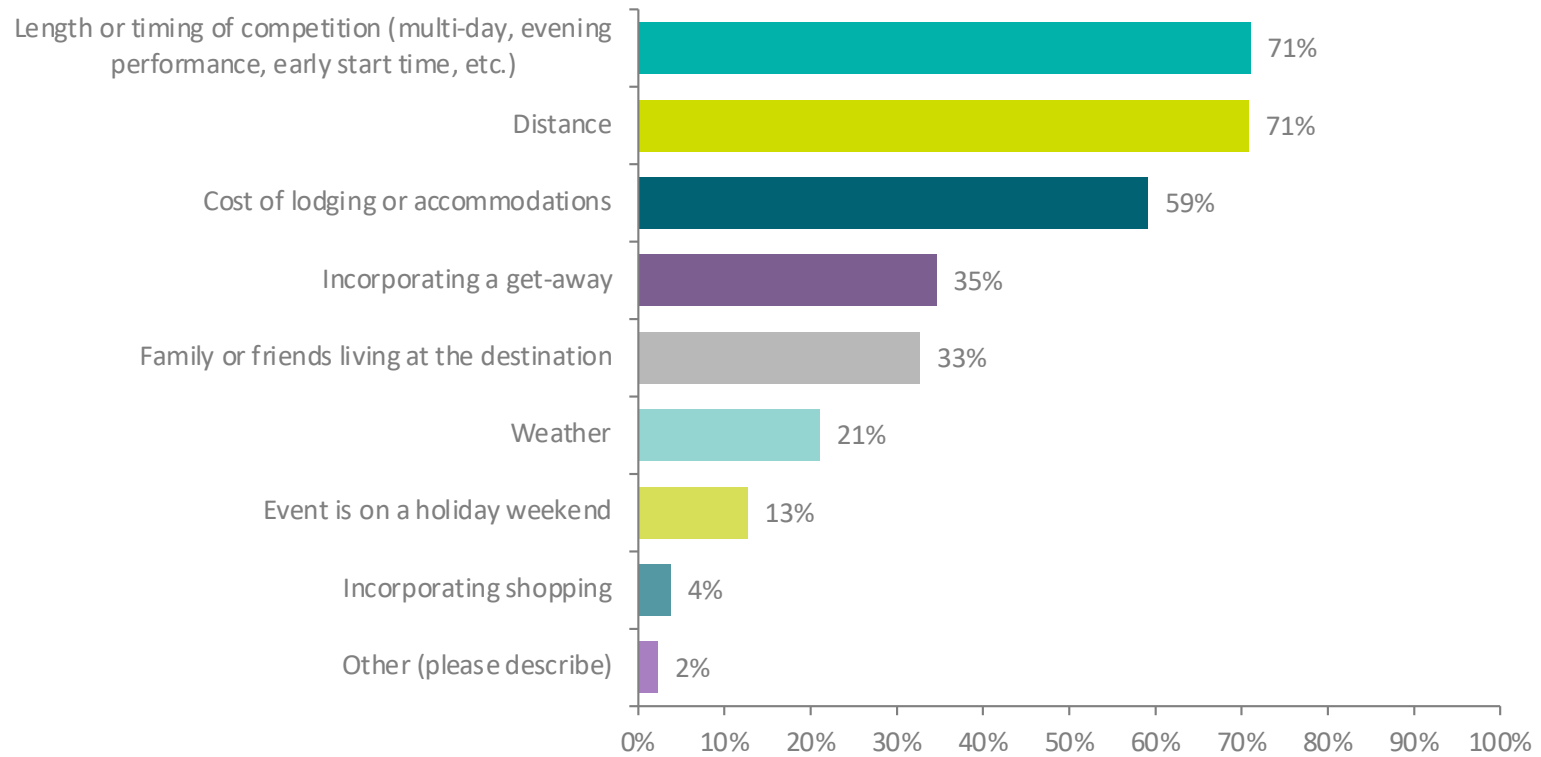
Q7: When you travel for a competition, how far away are your typical destinations? (Select all that apply.)

Answered: 483 Skipped: 299



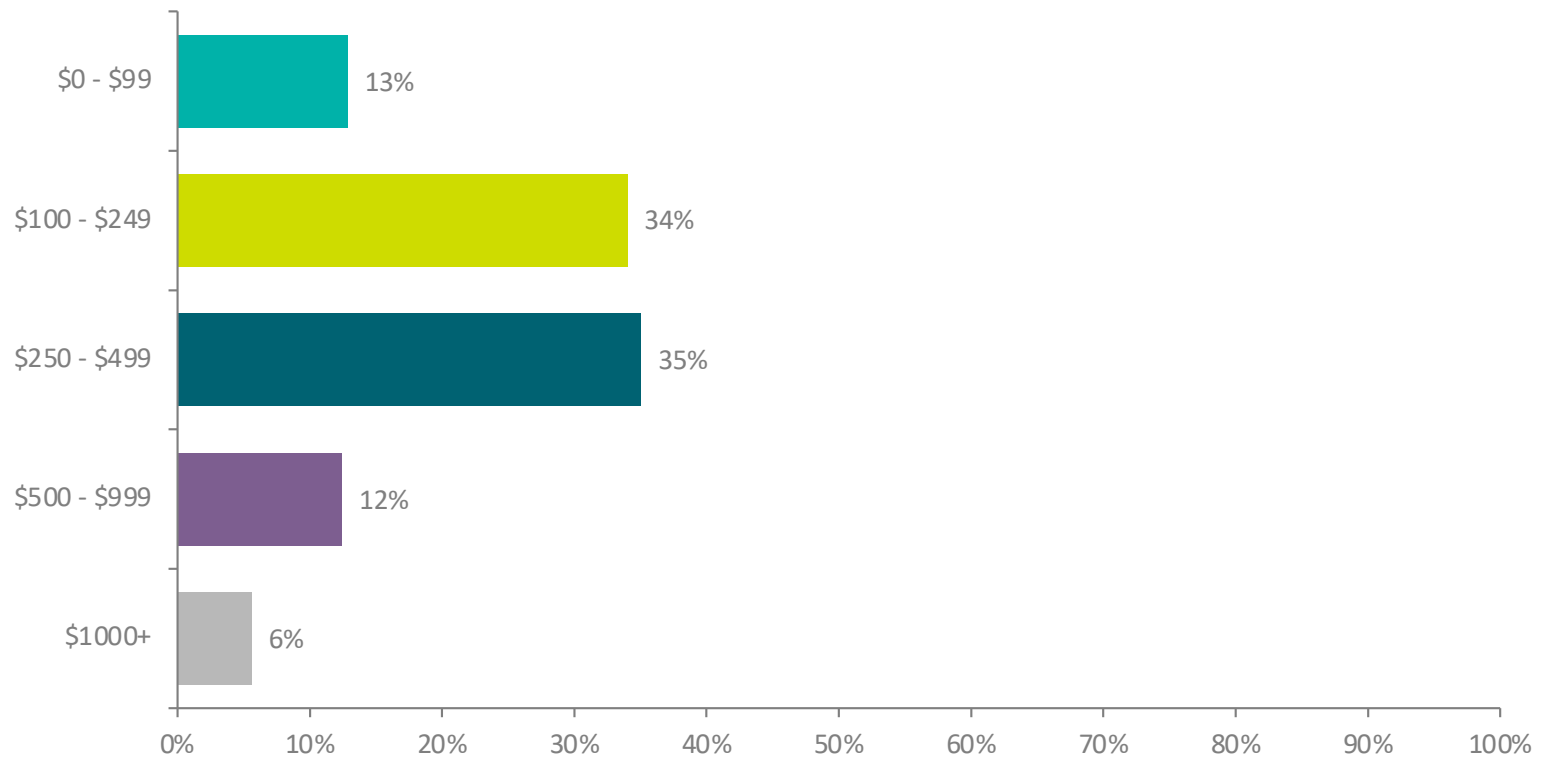
Q8: What factor(s) influence your decision of whether to spend the night when you travel for sports or performances? (Select all that apply.)

Answered: 480 Skipped: 302



Q9: About how much do you typically spend in travel costs to attend or participate in a competition or event? (Include gas or airfare, accommodations, food, etc.)

Answered: 482 Skipped: 300



Q10: What is your level of interest in the development of more indoor competition space in our area?

Answered: 689 Skipped: 93

