

TRACK TOWN

Community Research Survey

March 2024



CREATIVE SERVICES THAT MAKE A REAL DIFFERENCE

Key Findings

We asked our community if they are familiar with Eugene/Springfield area's identity as TrackTown, and how negative or positive they are about hosting large track events here.

Awareness

Nearly all respondents know what TrackTown is (98%), with over half (51%) indicating they participate regularly.

Sentiment

Most respondents are extremely positive about the Eugene/Springfield area hosting large track events. With 60% indicating a 5 – Extremely Positive – and an average of 4.17, the support of hosting large track events is high.

Data was collected from two sources – one which was solicited by Travel Lane County (TLC), and one which was solicited from Turell Group's (TG) database of people who have opted in to participate in Community Research. There is a significant difference in the

sentiment of the two groups. The group solicited by TLC scored the track events an average score of 4.37, while the TG group gave it an average score of 3.52.

This may indicate that the general public may be less enthusiastic about hosting large track events than those solicited by TLC. Regardless of the source, however, the community is still quite positive about the track events.

Evaluating the data to see if people who are more involved have a more positive impression, there is a moderate positive relationship, suggesting that as familiarity with TrackTown increases, the more positive people are about hosting large track events here.

We also analyzed the data for any relationship between sentiment and ZIP code and found no relationship of significance, implying that where the individual lives is not having a negative or positive effect. Residents in the Eugene/Springfield area are the primary participants. Sample sizes outside of this area are too small to evaluate for significance.

Engagement

Most respondents (93%) participated in or attended a running or track event in 2024. The most common being an event at Hayward Field.

Half of respondents (50%) volunteered in a running or track event in 2024, with the most common being at Hayward Field.

Marketing Awareness

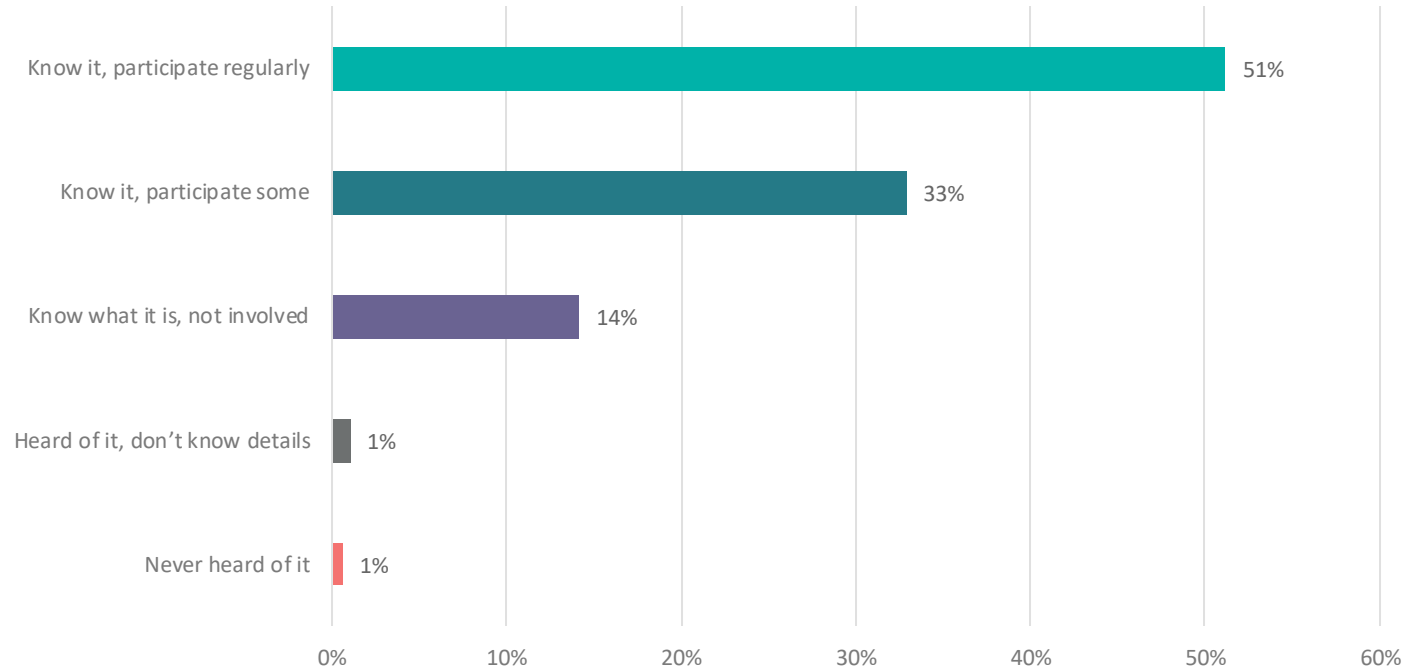
Nearly all respondents (99%) remember seeing or hearing something that promoted TrackTown – the most memorable being banners on Ferry Street Bridge (19%) followed by large banners or graphics on windows of buildings in Eugene (16%).

Methodology

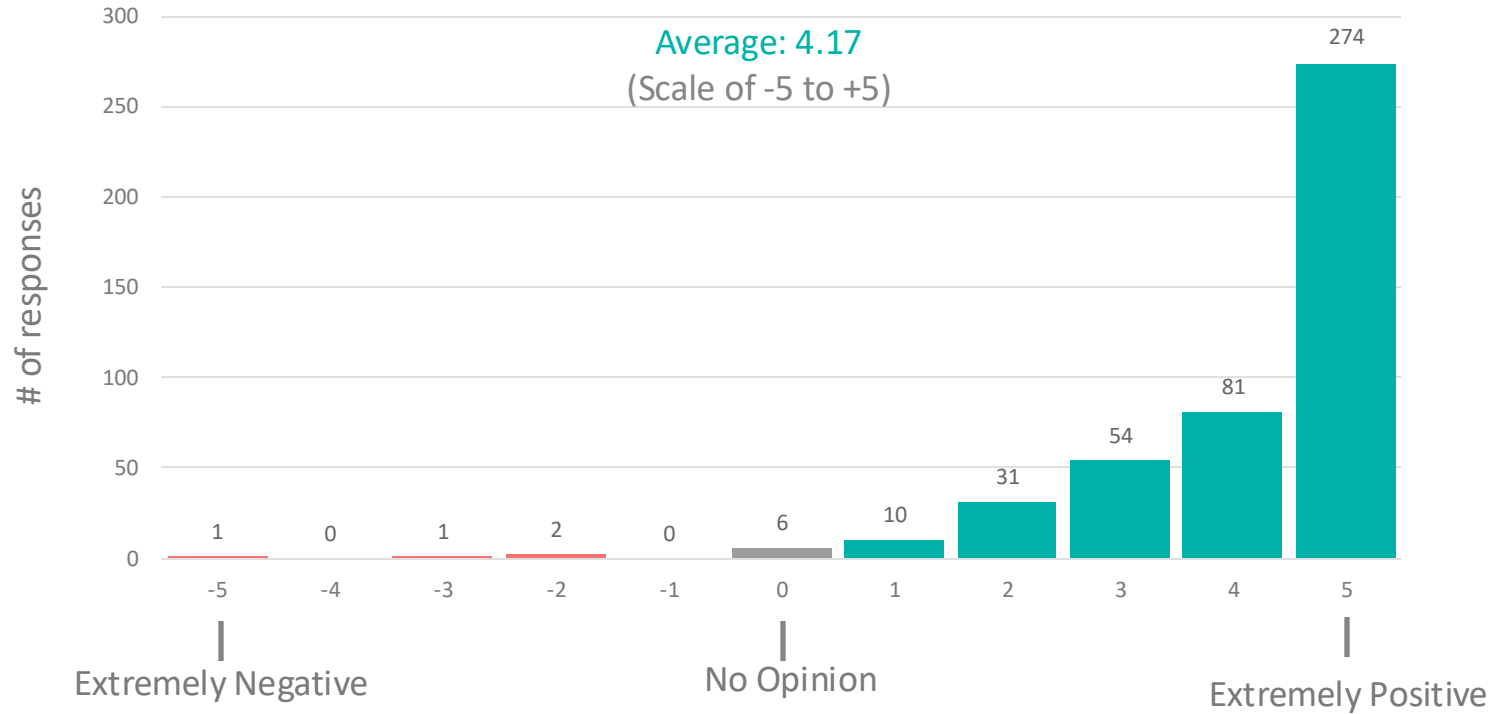
In March 2025, Turell Group conducted a community survey to gauge the awareness of and sentiment toward TrackTown. The survey was distributed to individuals who have signed up to participate in Turell Group Community Research Surveys, and through Turell Group's channels and connections. In addition, the survey was distributed by Travel Lane County and Oregon Track Club. Participation was incentivised through a \$1 donation to Oregon Track Club for each completed survey.

A total of 459 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.

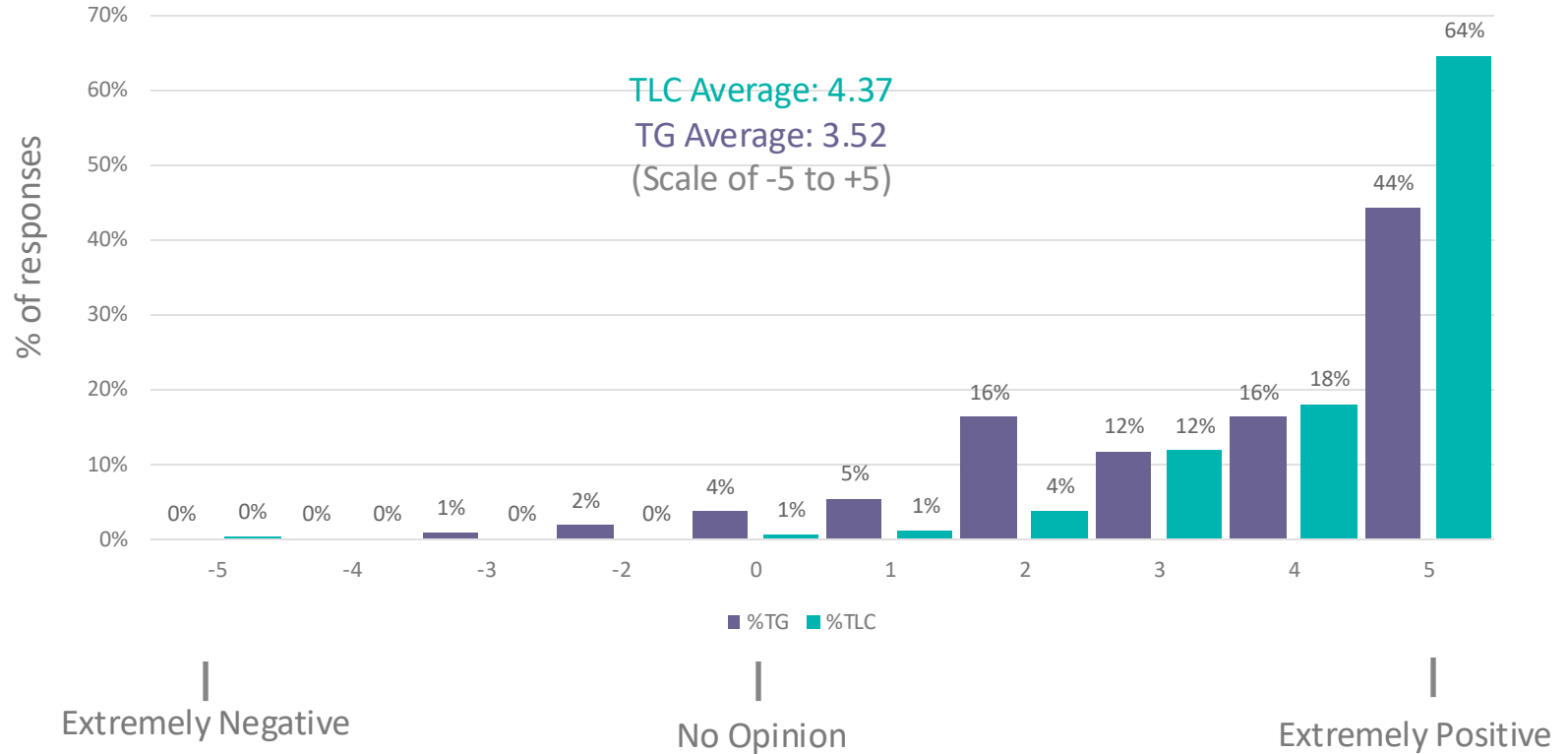
1. How familiar are you with the Eugene/Springfield area's identity as TrackTown?



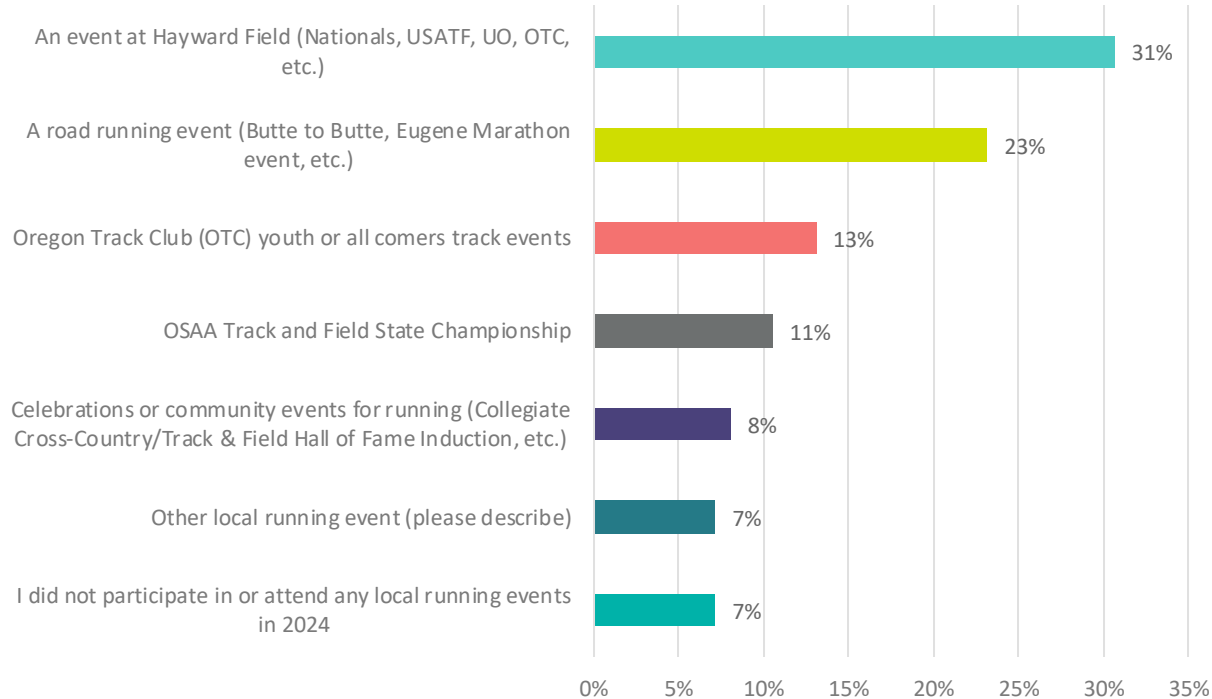
2. What is your opinion of the Eugene/Springfield area hosting large track events here?



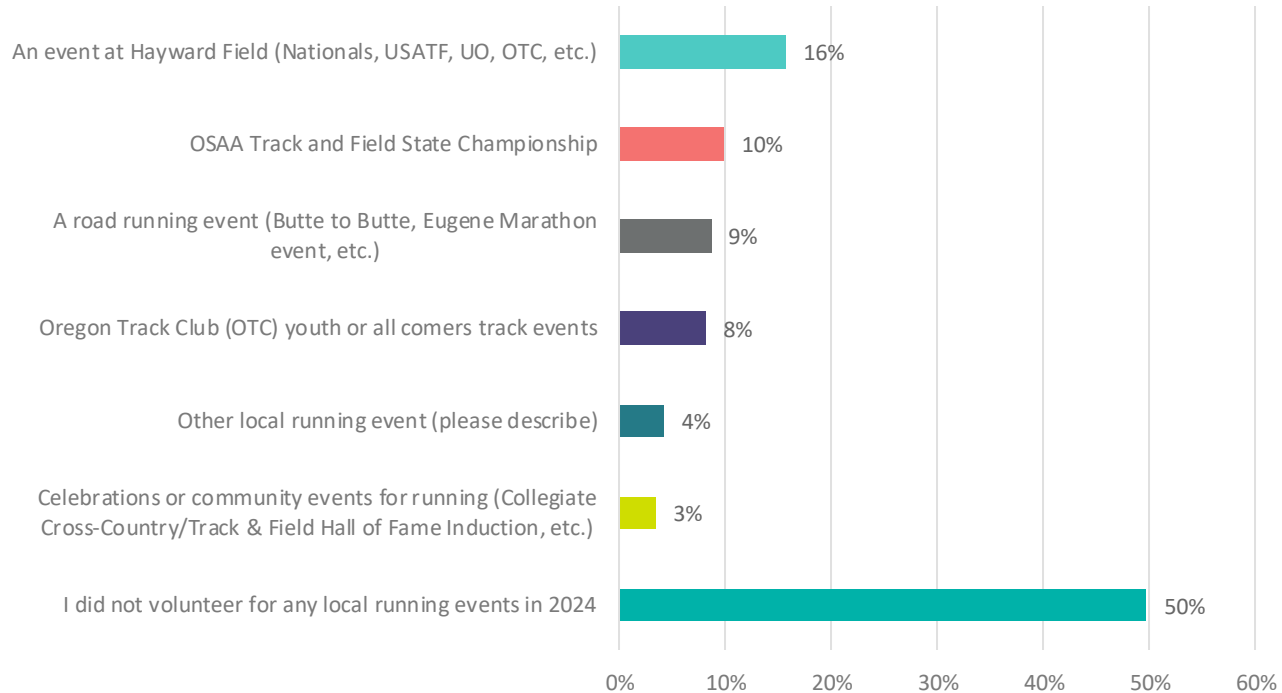
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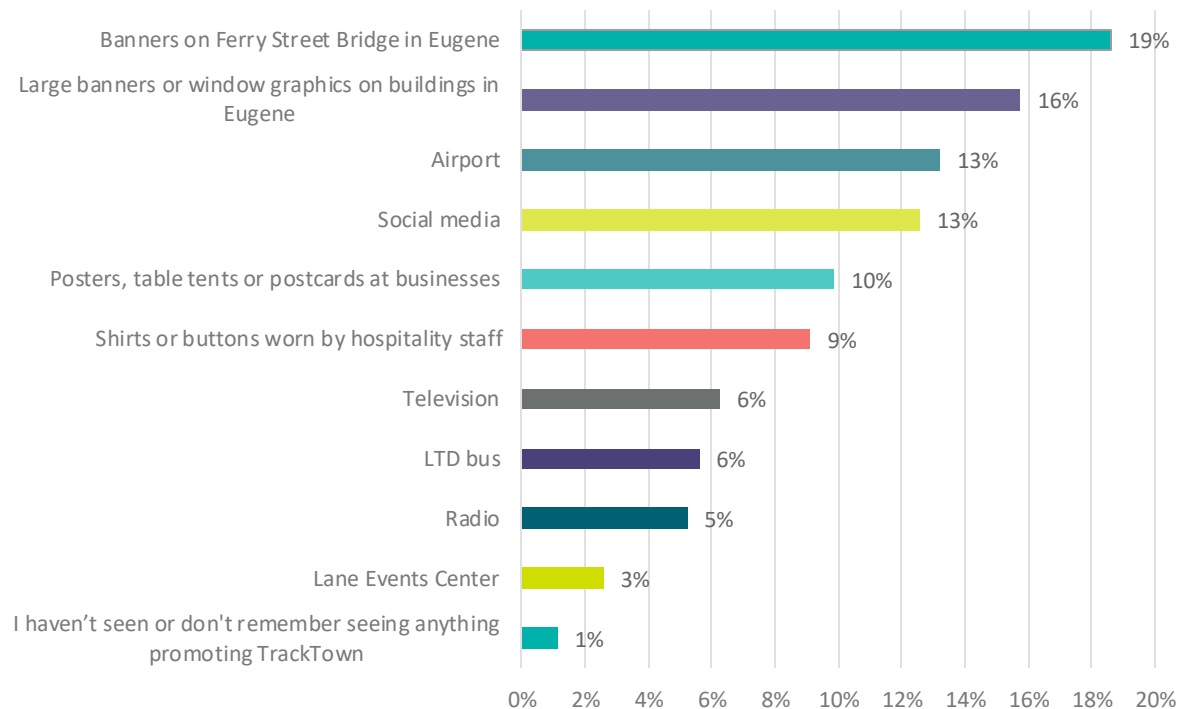
3. In 2024, did you participate in or attend any of the following?
(Select all you did in 2024.)



4. In 2024, did you volunteer at any of the following?
(Select all you did in 2024.)



5. Where, if at all, have you seen or heard Welcome to TrackTown promotions, such as depicted in the above images?
(Select all that apply.)



ZIP Codes

Participation by ZIP

The following are the ZIP codes provided by respondents for codes that had 3 or more respondents.

ZIP code	Number of Respondents
97068	3
97330	5
97355	3
97401	90
97402	33
97403	21
97404	34
97405	117
97408	32
97424	3
97426	4
97448	3
97452	3
97477	41
97478	18
97487	4