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# Missoula Marathon: Participant Study

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## ***Introduction***

The purpose of this study was to provide the organizers of the first Missoula Marathon with an understanding of their race participants and the total money spent in Missoula. The population of interest was registered Missoula Marathon participants. Of the 1,162 runners registered, 552 were from Missoula County, 217 were from another Montana county, 393 were from out-of-state or country. E-mail addresses were available for the majority of participants making a web-based survey a viable option for this study.

## ***Methods***

E-mail addresses of 856 participants (74% of all runners) were obtained from the race organizers. An e-mail was sent to the race participants within the week following the marathon. The email explained the purpose of the study and gave the participants a link to the web survey. No reminder e-mails were sent to the participants.

The survey consisted of 33 questions, however, not all questions applied to all respondents. The questions asked depended upon where the respondent resided. All respondents were asked questions regarding their satisfaction with the event and demographic questions, like household income. Missoula County residents were not asked about their trip characteristics and were not asked expenditure information. Residents of other counties, states, and countries were asked about their trip characteristics and their expenditures in the area.

## ***Limitations***

This survey was sent to participants with e-mail addresses. It is assumed that these participants represent all participants of the Missoula Marathon.

## ***Results***

The survey link was e-mailed to 856 participants. Twenty-six surveys were returned as undeliverable making a total of 830 possible respondents. A 50% response rate was obtained (417 completed surveys). Of the surveys received, 215 of them were from Missoula County (39% response rate), 63 were other Montana residents (29% response rate), and 139 were from participants who live out-of-state or country (35% response rate). A total of 229 females and 187 males with a mean age of 39.59 completed the survey.

Of the out-of-state respondents, 31 were from Washington, 10 were from Colorado, 8 were from Idaho, 7 were from California, and 7 were from Oregon. Thirty of the fifty states were represented. International participants included 5 from Canada, 1 from Australia, 1 from Japan, and 1 from Spain.

## ***Trip Characteristics***

Trip characteristics were asked of respondents not from Missoula County. For respondents from other Montana counties, the mean number of nights away from home was 1.08, and the mean number of nights spent in the community of the event was 1.07. The mean group size was 2.75. For respondents from out-of-state or country, the mean number of nights away from home was 5.32. The mean number of nights spent in

Montana was 3.91, and the mean number of nights spent in the community of the event was 3.06. The mean group size was 3.42.

## Expenditures

Expenditure information was asked of the respondents not from Missoula County. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Missoula County in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The mean expenditure for both out-of-county and out-of-state/country for each category can be found in Table 1 along with the percentage of people who reported that they spent \$0 in that category. The mean total expenditure for out-of-county respondents was \$218.71 and the mean total expenditure for out-of-state/country respondents was \$536.96. The direct expenditure for out-of-county respondents was \$47,457.90 and for out-of-state/country respondents was \$211,021.35. The total direct expenditure of Missoula Marathon runners in Missoula was \$258,479.25.

**Table 1- Expenditure Data: Total Money Spent in Missoula County**

<b>Expenditure Category</b>	<b>Out-of-County Mean Expenditure</b>	<b>Out-of-County % who did not spend money in each category</b>	<b>Out-of-State Mean Expenditure</b>	<b>Out-of-State % who did not spend money in each category</b>
Motel/Hotel/B&B	\$45.68	69.8%	\$157.26	33.8%
Campground	\$0.44	98.4%	\$3.27	95.7%
Restaurant/Bar	\$47.60	23.8%	\$104.03	11.5%
Groceries/Snacks	\$13.81	49.2%	\$38.90	28.1%
Gasoline	\$36.62	25.4%	\$45.10	25.9%
Local transportation	0	100%	\$7.16	96.4%
Auto rental	0	100%	\$32.51	84.9%
Retail goods	\$50.24	58.7%	\$92.09	43.9%
Gratuity	\$4.44	71.4%	\$12.36	52.5%
Entertainment/Recreation	\$3.81	88.9%	\$19.99	74.1%
Licenses, entrance fees, admissions	\$16.06	73.0%	\$24.28	65.5%
Total	\$218.70	-	\$536.95	-
TOTAL Contribution	\$47,457.90	-	\$211,021.35	

## Results by Residence

Further results are provided by analyzing all respondents, respondents from Missoula County, the rest of Montana, and out-of-state respondents. Appendix A shows the results of all respondents (sample size of 417). Appendix B shows the results for Missoula County residents (sample size of 215). Appendix C shows the results for Montana residents who are from other counties (sample size of 63), and Appendix D shows results for out-of-state respondents (sample size of 139).

## Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix E and represent all respondents together for each question.