



Research Summary for the 2017 Spoke n'Hot Gran Fondo



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Prepared June 18, 2018

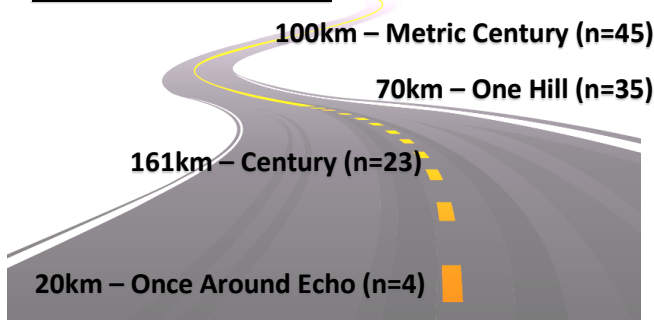
On August 6, 2017 a total of 228 cyclists completed one of four routes (i.e., 20km, 70km, 100km, 161km) of the Spoke n'Hot Gran Fondo. The 2017 event started with fog in the morning and a temperature near 10 degrees Celsius. The fog cleared in the morning and the temperature reached a high near 27 degrees Celsius. Thank you to everyone who participated in the event and those who completed the survey.

This 2017 research project was conducted in association with the event and explored event satisfaction and happiness through participant experiences at the event. An online survey was distributed to event participants. A total of 107 people completed the survey providing a response rate of 46.93%.

Here is a summary of the research

Rider Information

Event Distances Covered:



Participant Gender:

53 Female



46 Male



Club Membership:

Not A Cycling Club Member

(n=29)

Spoke n'Hot

(n=28)

Spokesmen

(n=21)

Event Information

Three BEST aspects of the event	# of people likely to participate next year	Participation contributes to happiness in life	# of people who would RECOMMEND the event
<p>-Social → opportunities to interact with their social group & the cycling community.</p> <p>-Event setting → location, scenery, & weather.</p> <p>-Elements → signage, bagpiper, challenging route, & beer gardens.</p>	98	<p>Much (n=41)</p> <p>Very Much (n=34)</p> <p>Moderately (n=22)</p> <p>Somewhat (n=8)</p>	101

