

**The Sixth Annual Marine Corp Historic Half:
Economic Contribution and Characteristics of Participants**

May 19, 2013

By

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1. Executive Summary

- Besides many spectators, vendors and volunteers, 7,781 runners participated of the inaugural Historic 10K, the Semper Fred 5K and the largest Marine Corps Historic Half in the City of Fredericksburg, VA on May 19, 2013.
- Of the 50 states, there were participants from 36 states, and 5 foreign countries in the race. Excluding spectators, the number of people brought to the City of Fredericksburg was 18,674 approximately.
- Excluding the local spectators, vendors and volunteers, 8,870 persons indicated that the Historic Half event was the primary purpose for visiting the Fredericksburg.
- The survey participants indicated a higher percentage of female runners (52.8%) than male runners (47.2%).
- Of all participants, approximately 23.4% were city residents and 49.8% of the non-residents participants stayed in Fredericksburg Hotels or nearby hotels for one or more nights while 50.04% participants lodged in private houses in or around Fredericksburg.
- The average length of stay was 2.73 nights. Amongst survey participants from out-of-town most people stayed for only one night (71.7%).
- During the event a combined total of \$4,394,077.33 to \$8,667,015.66 was spent on tourism, shopping, restaurant and gasoline by the participants and persons accompanying them. The total impact of this spending after multiplier effect works could fall between \$10.7 million and \$21.6 million, while the local government's revenue was estimated to be between \$320K and 650K
- The survey respondents indicated that Gatorade was by far the most impressive sponsor (33.4%) followed by VA Runner (22.1%), Michelob Ultra (11.4%), Mary Washington Healthcare (7.8%), Geico (7.5%), Hyundai (6%), and Select Physical Therapy (5.3%), while there were a number of other sponsors also.
- The event brought high income groups to the region. Over 57.8% of the participants were from households with incomes exceeding \$75K while 42.1% of the participants came from households with income exceeding \$100K.

2. Introduction

The Sixth Annual Marine Corps Historic Half, 13.1 mile run was held in the Fredericksburg, Virginia on May 19, 2013. Thousands of runners participated in the challenge, which was highlighted by the steep incline up the Hospital Hill, located on the Mary Washington Healthcare campus. In addition to the Marine Corps Historic Half, Historic Half 10K, and the Semper Fred Run, a 5K alternative, was also organized. The Hilton Garden Inn Fredericksburg, located next to the Historic Half start, as well as the official finish line for the Half, Historic 10K and Semper Fred 5K served as the headquarters hotel. In this document, the Historic Half, Historic 10K, and Semper Fred Run would be referred to as the “Historic Half,” “the event” or “the race.” To measure the economic impact of the event, the Department of Economic Development and Tourism, City of Fredericksburg in cooperation with Marine Corps Marathon, the sponsor of the event, engaged services of Dr. Mukesh Srivastava, College of Business, University of Mary Washington, located in Fredericksburg, Virginia. Based on the previous survey instrument, Dr. Srivastava provided his input for survey modifications. The survey was launched online by the Marine Corps Marathon immediately after the race. The respondents included runners, organizers and sponsors.

Through this survey, an attempt was made to seek answers to the following questions:

- What was the total number of people who came to Fredericksburg as a result of the event?
- How many participated in running Historic Half Marathon race?
- What was their demographic analysis as it relates to gender, household income and education?
- How many of these people were visiting Fredericksburg for the first time?
- What was their mode of travel to Fredericksburg?
- For overnight stay, what type of facilities they used?
- If they visited Fredericksburg for the Half, how many nights did they stay?

- Prior to participating in the Historic Half, what was their experience with Fredericksburg?
- When did they arrive in Fredericksburg?
- Was the Historic Half the primary purpose for visiting the Fredericksburg area?
- While at the Healthy Lifestyle Expo, how much did they spend in total?
- What was their expenditure outside of the Healthy Lifestyle Expo?
- Which sponsor made the best impression?
- Will they return to beat Hospital Hill again next year?

3. Background

In 2008, the City of Fredericksburg, Virginia entered into an agreement with the Marine Corps Marathon™ Organization to hold the annual Historic Half in the city until at least 2015. The Marine Corps Marathon™ Organization is a non-profit headquartered in Quantico, Virginia. It is best-known for its sponsorship of the Marine Corps Marathon™, very popular marathon held annually in October in Washington, DC area. The inaugural Historic Half was held in May 2008. Since then Marine Corps Marathon has organized Historic Half event annually. The total number of participants has now grown from 3826 in 2008 to 7806 in 2013. This year's event included three races - Historic Half had 6,290 participants, while Samper Fred accounted for 742 participants, and Historic 10K consisted of 774 participants.

Based on the survey, participants came from 36 states. Five participants from foreign countries also participated in the race. Of the U.S. participants, 69.8% came from Virginia. The neighboring states of Maryland, Pennsylvania and North Carolina accounted for 9.6%, 3.4% and 2.4% participants, respectively. New York and New Jersey each provided 2.3% and 2.1% of the participants. The state of Florida and Massachusetts supplied 1.6% and 1.1% participants, respectively.

4. Survey Methodology

To conduct the survey for this report, Dr. Srivastava worked with the Marine Corps Marathon™ organization to construct two survey forms, which can be accessed via the following hyperlinks:

1. <http://surveys.questionpro.com/a/t/CPglBZKgwRN> (Historic Half Survey)
2. <http://2013EconImpact.questionpro.com> (Sponsor/Organizer Survey)

These survey forms or instruments are extension of the surveys conducted previously, and borrows from the form administered by the team from the International Institute of Tourism Studies of the George Washington University for their study of the impact of the October 2006 Marine Corps Marathon.¹

The data was collected via the distribution of online survey link to the race participants after the event had taken place on May 19, 2013. The survey was kept open for responses until May 31, 2013. Of the 2321 participants who viewed the survey, only 1113 completed the survey entirely or partially. However, 1402 participants started but did not fill out the survey. The response rate of completed surveys, entirely or partially was approximately 48%. In-terms of absolute numbers, the sample size 1113 represents significantly higher participation as compared to the year 2008 when the sample for the survey was only 428.

5. Findings and Computational Methodology

The key findings of the Historic Half Marathon survey and methodology employed are as follows:

What was the total number of people who came to Fredericksburg as a result of the event?

This number was obtained by adding number of runners, how many persons accompanied each runner, the number of vendors, how many people accompanied each

¹ International Institute of Tourism Studies. 2007. "The 31st Annual Marine Corps Marathon™: Economic Contribution and Characteristics of Visitors and Local Spectators" The George Washington University. Mimeo. 2 April.

vendor, the number of volunteers, and the spectators who came to Fredericksburg just to watch the event.

Runners and their parties – This number was obtained from the event as noted on the Historic Half Marathon website. The average size of the individuals accompanying runners was estimated from the survey data. The survey asked runners – ‘How many individuals attended the weekend with you?’ This facilitated an estimate of the number of people accompanying actual runners. Excluding the local spectators, the number of people brought to the City of Fredericksburg was 18,674 approximately.

Sponsors and their parties – The number of parties and the size of parties can be estimated similarly. As per the survey data, each sponsor came with a party of 4 persons. Thus, the total number of sponsors participated the event were 39.

Vendors and their party – Total number of registered vendors for the event were 70 with average of two people in their party.

Volunteers – Total number of volunteers at the event was 457.

From the registration data posted on the website, there were 6,290 registrants in the Historic Half Marathon, 742 registrants in Semper Fred 5K and 774 registrants in Historic 10K. However, there was some drop-off between registration and the race day. Only 7,781 runners ran the races. With an average of 2.4 persons accompanying the runners, the total number runners and their parties would be 18,674. This number does not include sponsors, vendors, volunteers, and their respective parties.

Running Status of Participants

The survey asked to identify the statement that best represents participation in Historic Half Weekend. Over half (52.5%) of the participants were running Historic Half for the first time, while 30.3 percent had run the Historic Half previously. The first time Historic 10K runners were 7.8 percent.

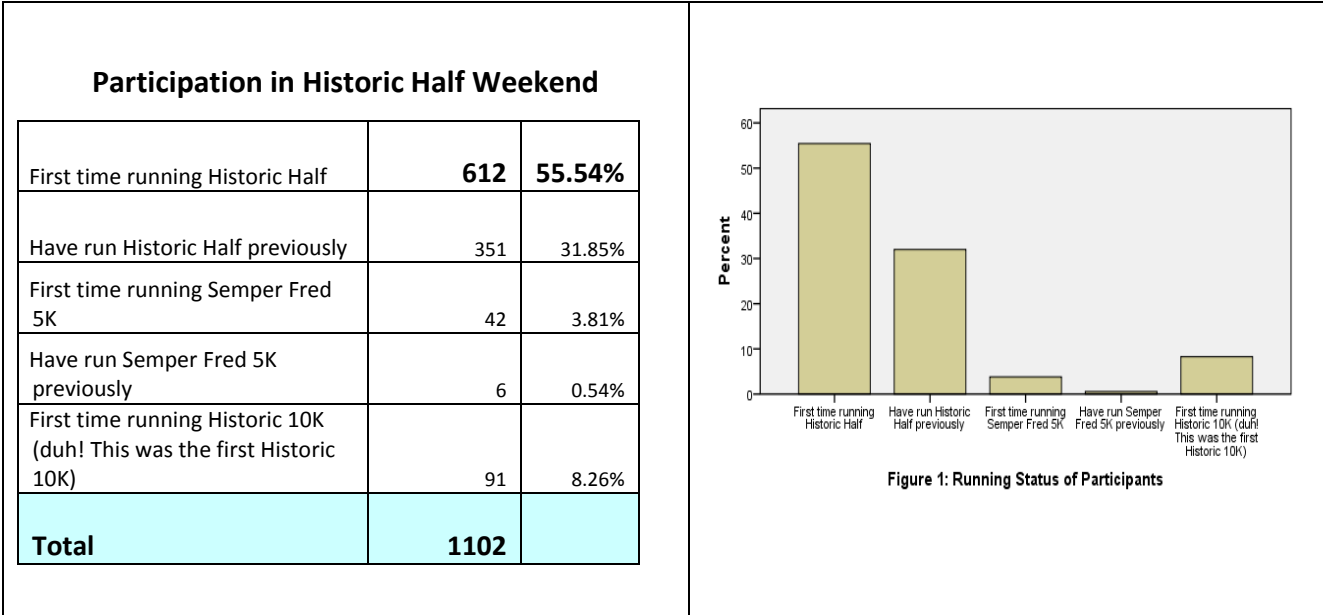


Table 1: Running Status of Participants

Demographic Analysis as it relates to the gender, household income and education
 gender status of respondents

On the basis of registered participants, the gender breakdown of Historic Half participants was 52.8% female and 47.2% male.

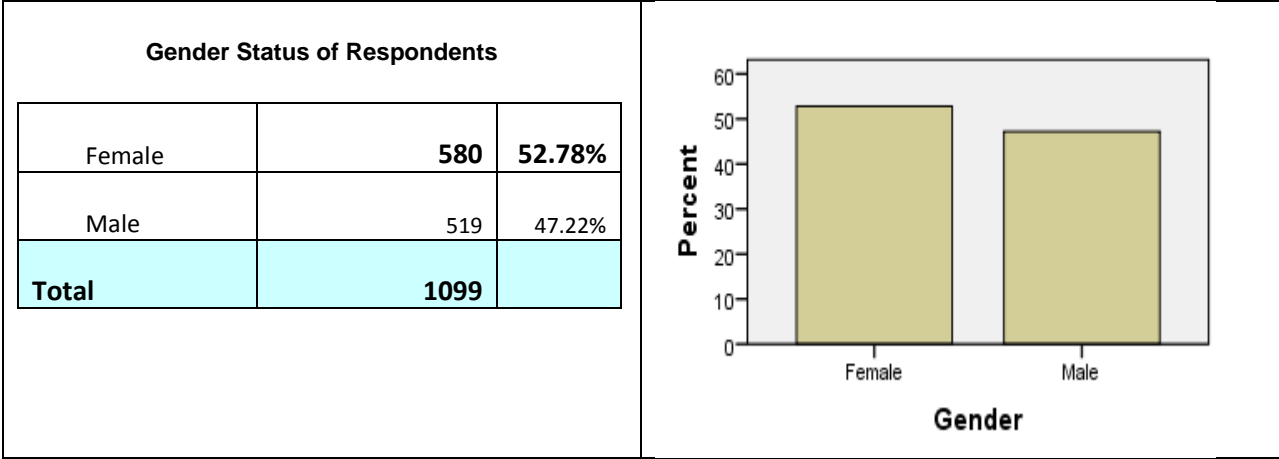


Table 2: Gender Status of Respondents

Household Income of Survey Respondents

Based on survey data, approximately 40% of the respondents indicated to be from \$100,000+ household income group. Only 8.7% participants were from the \$25,000 to \$50,000 household income group. The event brought high income groups to the region. Over 57.8% of the participants were from households with incomes exceeding \$75K.

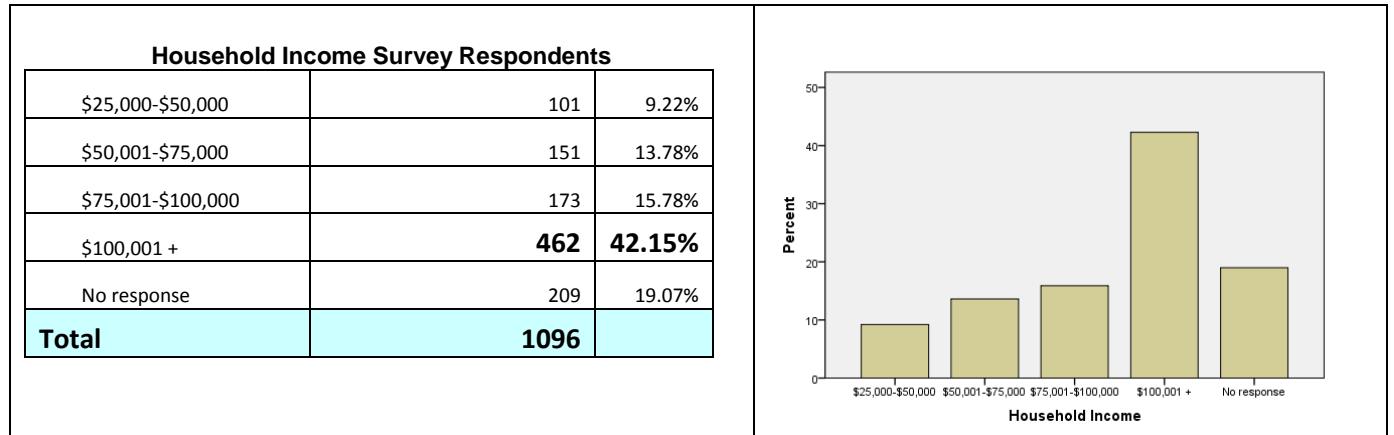


Table 3: Household Income Survey Respondents

Education Status of Survey Respondents

Over half (50.2%) of the survey participants indicated college degree of be their highest education while 27.9% had a master’s degree. There were some (6.4%) doctoral degree holder participants as well. The participants with high school degrees accounted for 11.9%.

Highest Education Survey Respondents		
High School	130	11.87%
College	550	50.23%

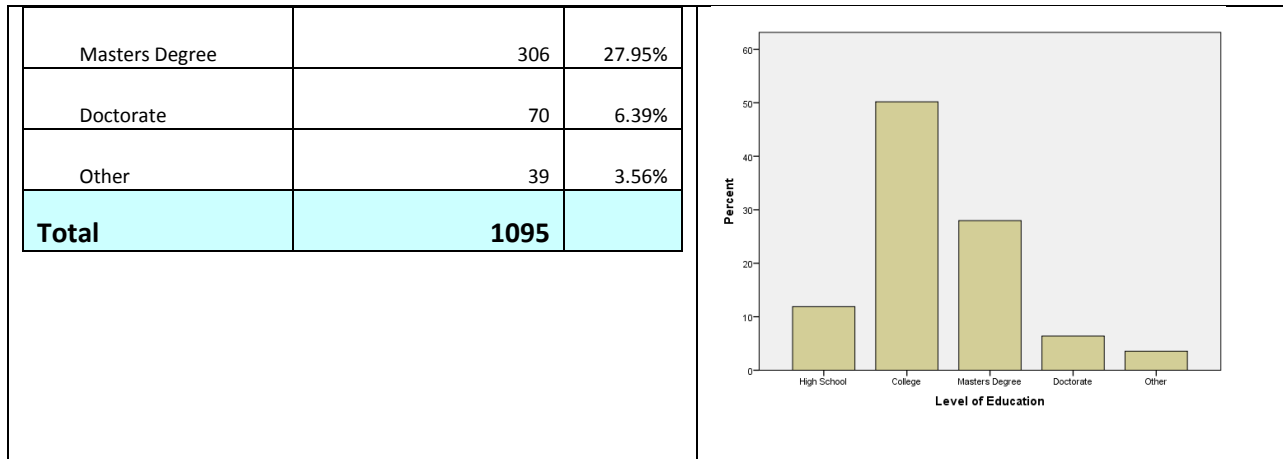


Table 4: Highest Education Survey Respondents

Prior to participating in the Historic Half, what was your experience with Fredericksburg?

Live here.	338	27.98%
Work here.	89	7.37%
Relatives here.	132	10.93%
Never visited before.	269	22.27%
Visited within the last year.	254	21.03%
Visited a long time ago.	126	10.43%
Total	1208	

Table 4.1: Prior to Historic half participants’ Fredericksburg experience

Travel Mode to Fredericksburg (Non-Resident)

The travel mode to Fredericksburg for most (70.4%) participants was personal vehicle while 3.6% came by plane. Some participants used rental cars (2.1%) and train (0.5%) as their means of transportation.

Travel Mode to Fredericksburg, if Non-Resident	
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Plane	39	3.57%
Rental car	23	2.11%
Personal vehicle	769	70.42%
Train	5	0.46%
I live in Fredericksburg	256	23.44%
Total	1092	

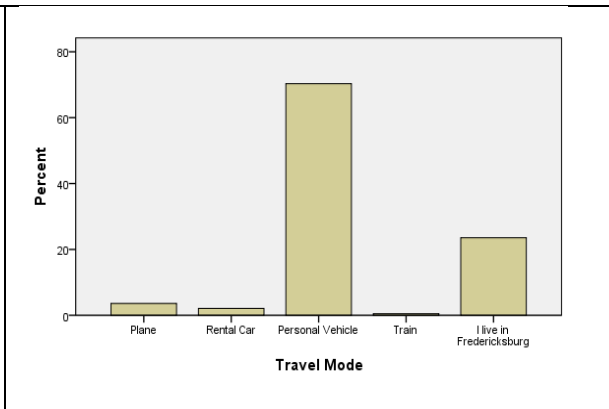


Table 5: Travel Mode to Fredericksburg, if Non-Resident

Overnight Stay Status

What type of facilities they used?

Of all respondents, 42.2 % stayed overnight in Fredericksburg Hotels while 7.6% in hotels outside Fredericksburg. However, 17.2% participants stayed in private residences in Fredericksburg, and a higher number (32.9%) of participants stayed in private residences outside Fredericksburg.

How many nights did you stay?

Non-resident participants mostly stayed one night (34.7%) in Fredericksburg. Approximately, 9% survey respondents stayed two nights where as 4.7% stayed more than two nights.

If Non-Resident, Where did you stay?		
Fredericksburg hotel.	321	42.24%
Hotel outside Fredericksburg.	58	7.63%
A private residence in Fredericksburg.	131	17.24%
A private residence outside Fredericksburg.	250	32.89%

Total	760	
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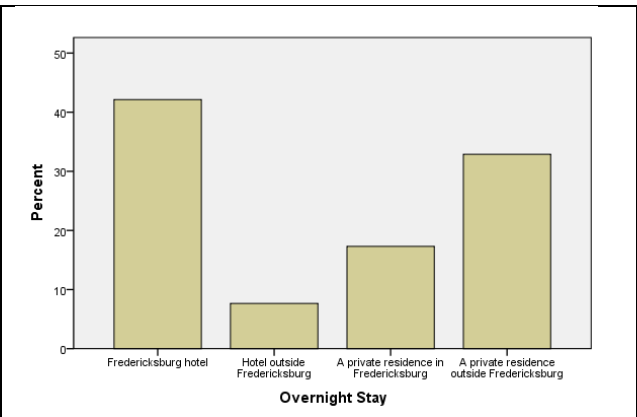


Table 6: If Non-Resident, Where did you stay?

If Non-Resident, How many nights did you stay?		
One night	325	34.69%
Two nights	84	8.96%
More than two nights	44	4.70%
Does not apply	484	51.65%
Total	937	

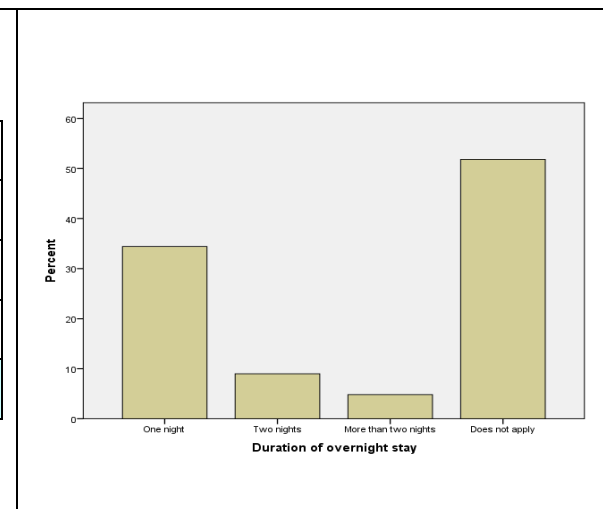


Table 7: If Non-Resident, How many nights did you stay?

When did you arrive?

The highest number of survey respondents indicated that they arrived in Fredericksburg on Sunday morning (38.7%) followed by the second largest group arriving on Saturday afternoon (35.9%). Some respondents indicated that they arrived on Saturday morning (9.5%) while others arrived on Friday afternoon (11.5%) and Friday morning (4.3%).

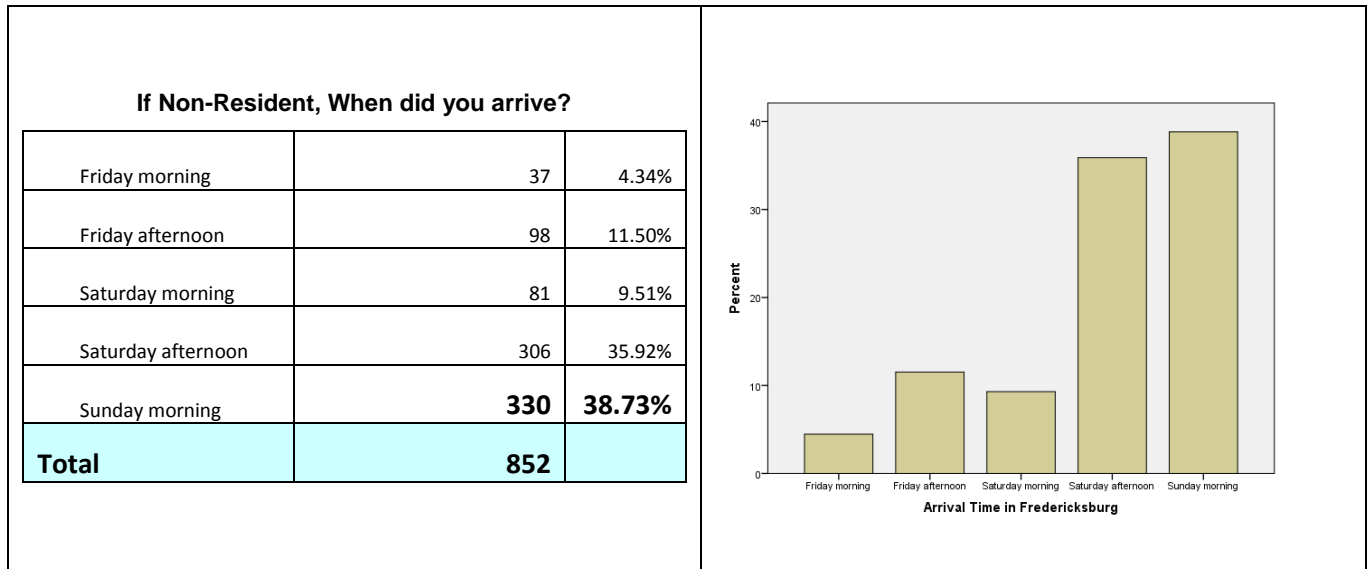


Table 8: If Non-Resident, When did you arrive?

What was the primary purpose of visit – Historic Half Marathon?

Of all respondents, 86.1% indicated that the Historic Half Marathon was the primary purpose of their visit.

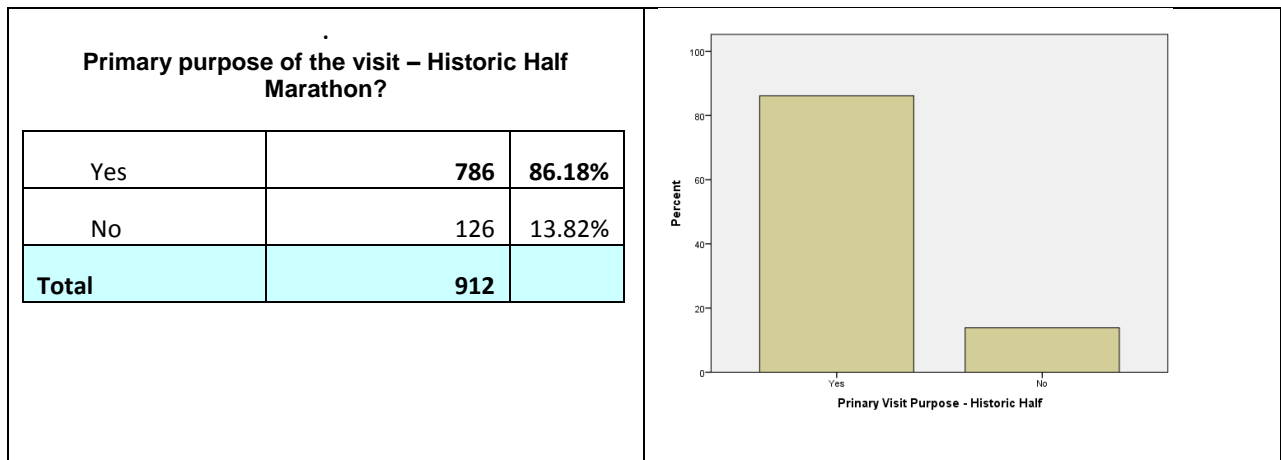


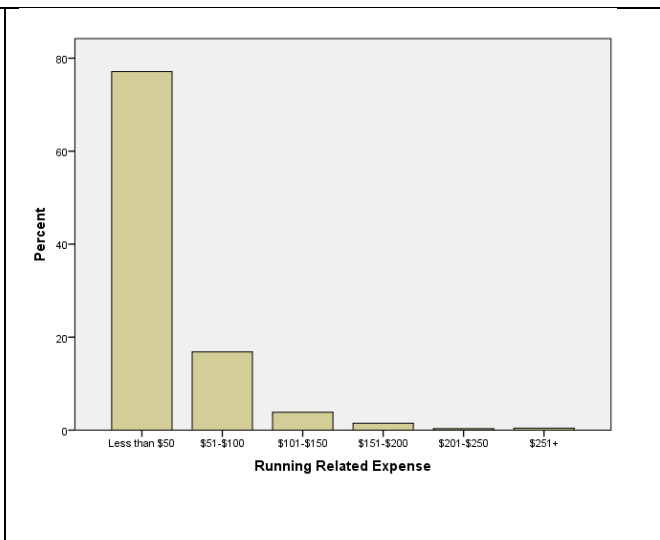
Table 9: Primary purpose of the visit – Historic Half Marathon?

Expense categories at Healthy Lifestyle Expo

Survey respondents were asked how much money they spent on various activities at Healthy Lifestyle Expo. The expenses included running related, food/fuel and others.

Table 10.1 represent running and food/fuel related expenses.

Running-related purchases		
Less than \$50	725	77.21%
\$51-\$100	157	16.72%
\$101-\$150	36	3.83%
\$151-\$200	14	1.49%
\$201-\$250	3	0.32%
\$251+	4	0.43%
Total	939	



Food/Fuel		
Less than \$50	669	92.40%
\$51-\$100	41	5.66%
\$101-\$150	9	1.24%
\$151-\$200	2	0.28%
\$201-\$250	2	0.28%
\$251+	1	0.14%
Total	724	

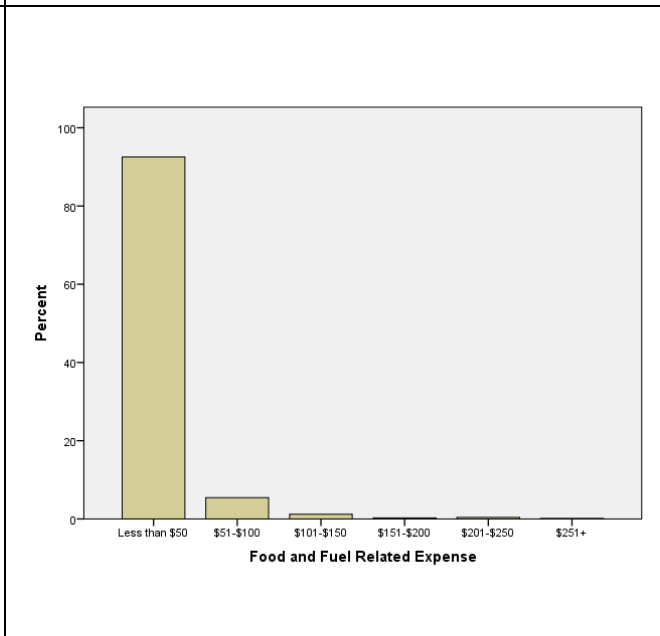


Table 10.1: Expenses at Healthy Lifestyle Expo: Running and Food/Fuel

The following table shows expenses other than running related and food/fuel expenses.

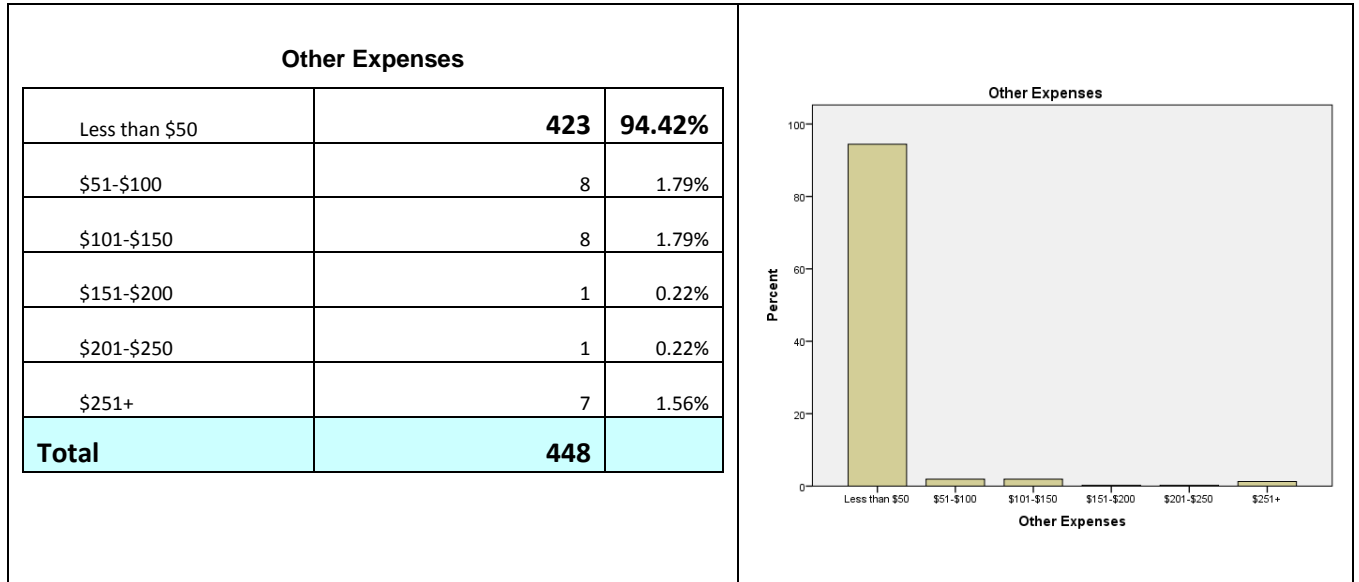


Table 10.2: Expenses at Healthy Lifestyle Expo: Other expenses

Estimation of expenses at Healthy Lifestyle Expo

This category of expense has been estimated by gathering the mean of expenditure categories along with the associated range or level of dollar amount. Total per person Healthy Life Expo expenses were estimated to be \$179.00 per person. This number was

	Mean	Level	Amount
Running-related purchases	1.32	\$50	\$66.0
Food/Fuel	1.11	\$50	\$55.5
Other (please specify below)	1.15	\$50	\$57.5
Total per person			\$179.00

Table 10.3: Estimation of Expenses at Healthy Lifestyle Expo

obtained by adding running related spending (\$66.00), Food/Fuel Spending (\$55.50) and Other expenses (57.50).

Expenses outside the Historic Half Healthy Lifestyle Expo

Survey respondents were asked how much money they spent on various activities outside Healthy Lifestyle Expo. The expenses included running related, lodging, food, retail, transportation, entertainment and others expenses not accounted in the listed categories. Tables 11.1, 11.2, 11.3, 11.4, 11.5, 11.6 and 11.7 represent running related, lodging, food, retail, transportation, entertainment and others expenses not accounted in the listed categories related expenses.

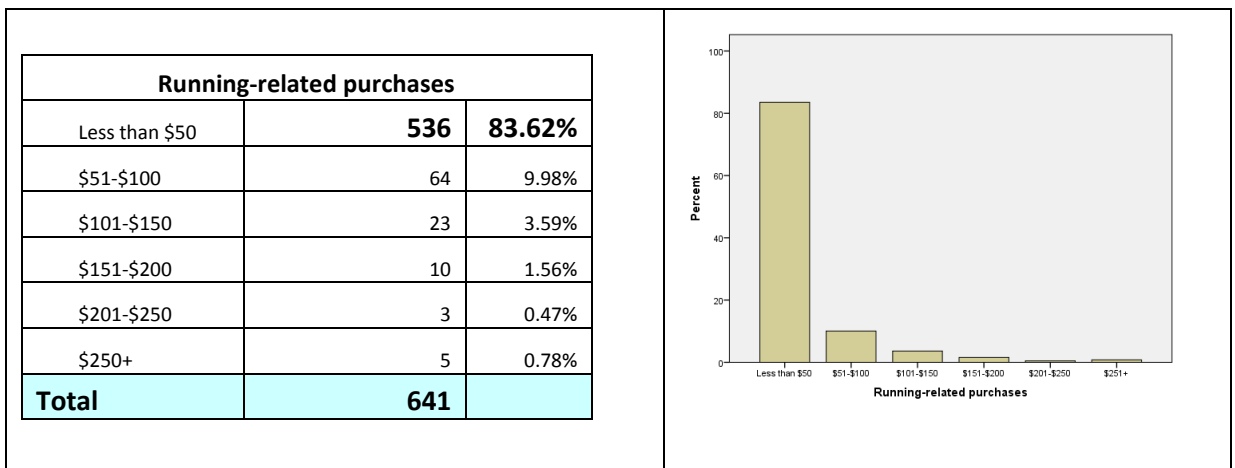


Table 11.1: Running-related

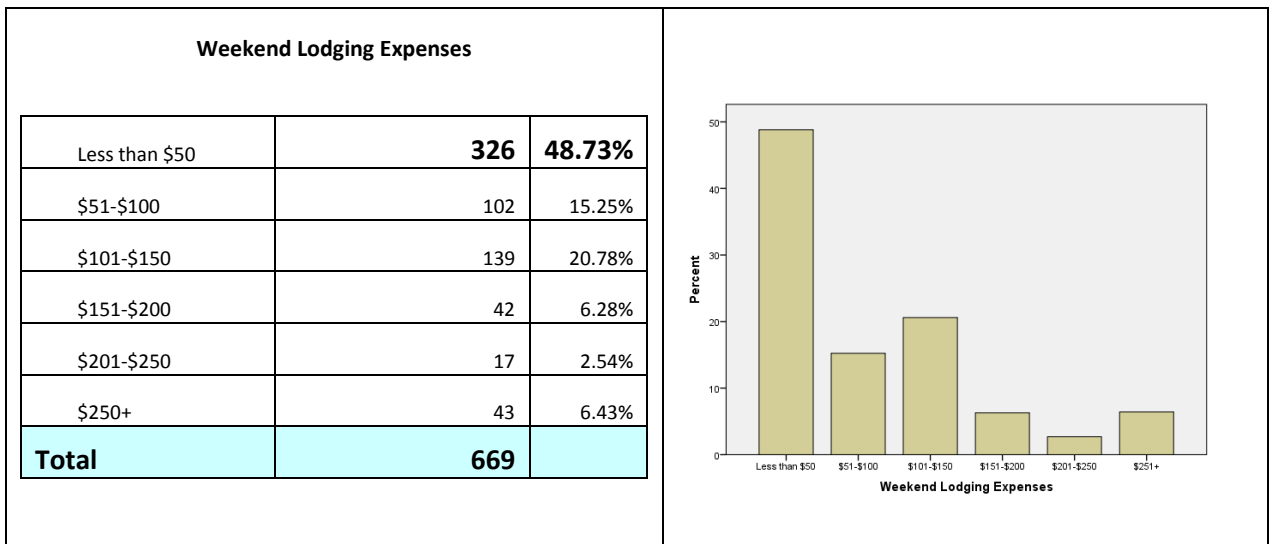


Table 11.2: Lodging

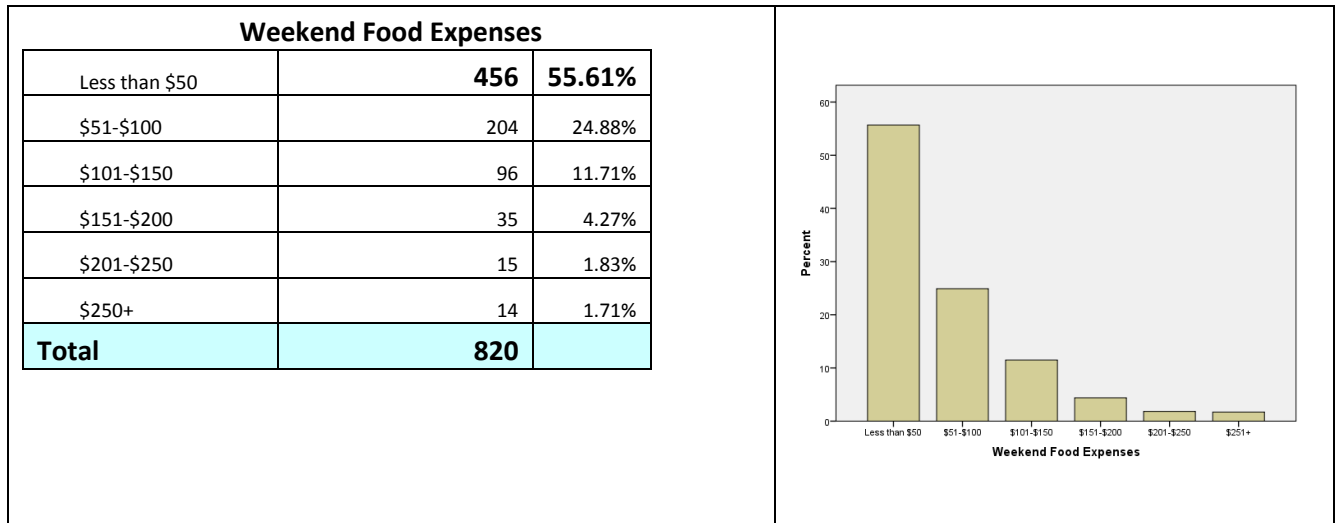


Table 11.3: Food

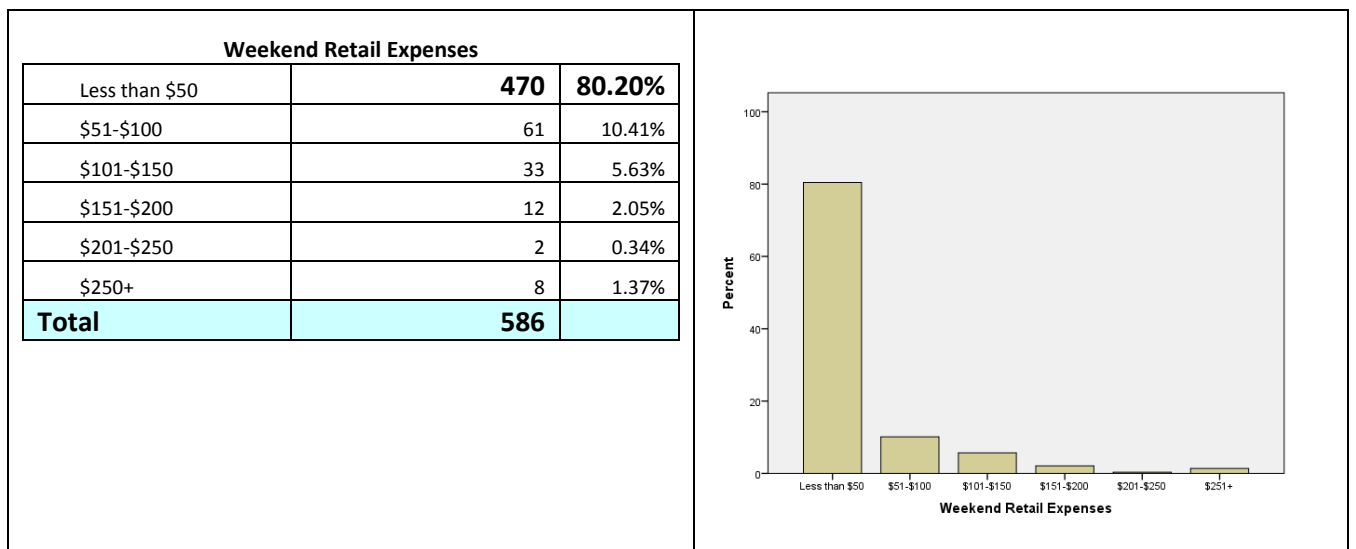
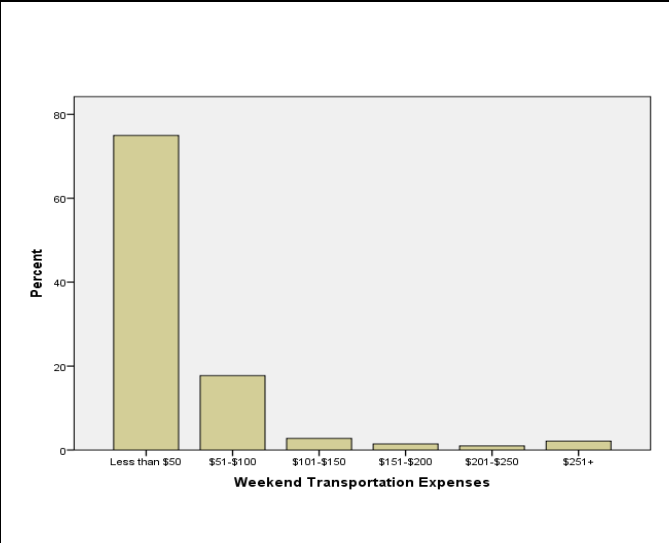


Table 11.4: Retail

Weekend Transportation Expenses		
Less than \$50	463	74.92%
\$51-\$100	110	17.80%
\$101-\$150	17	2.75%
\$151-\$200	9	1.46%
\$201-\$250	6	0.97%
\$250+	13	2.10%
Total	618	



11.5: Transportation

Weekend Entertainment Expenses		
Less than \$50	479	94.66%
\$51-\$100	18	3.56%
\$101-\$150	6	1.19%
\$151-\$200	2	0.40%
\$201-\$250	1	0.20%
\$250+	0	0.00%
Total	506	

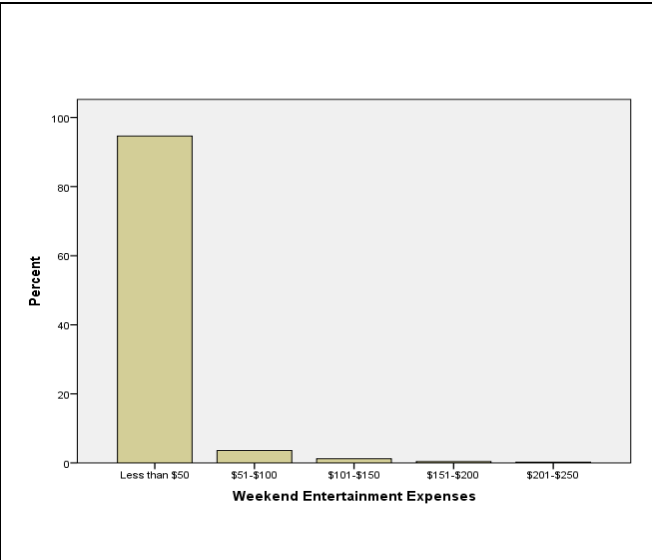


Table 11.6: Entertainment

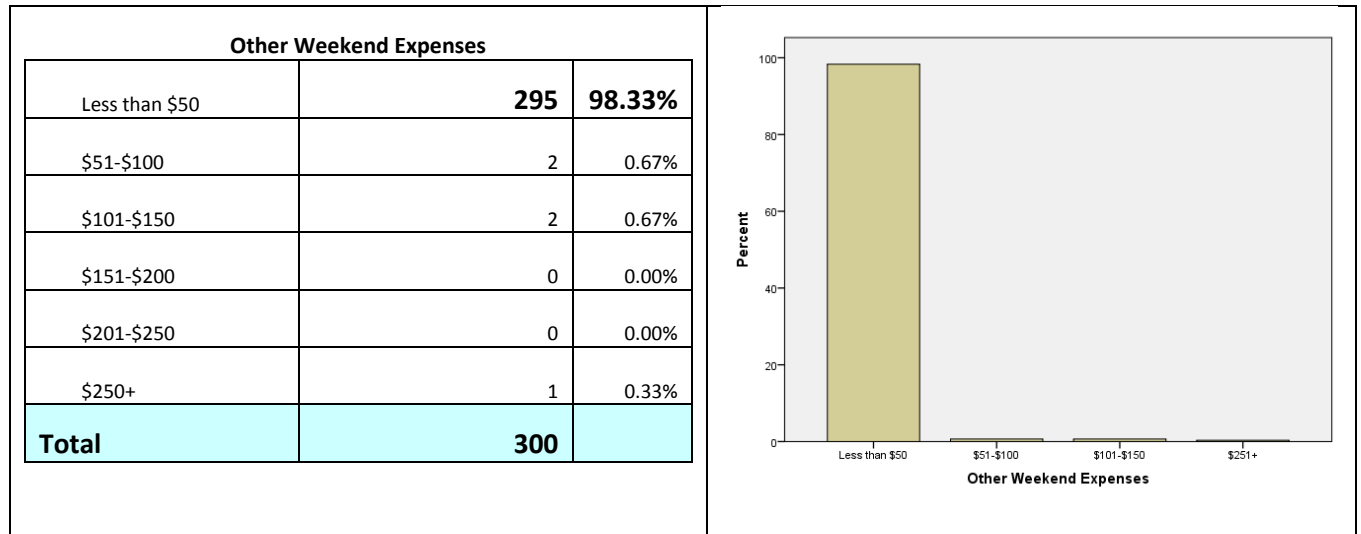


Table 11.7: Others

Estimation of outside the Historic Half Healthy Lifestyle Expo expenses

This category of expenses has been also estimated by multiplying the means of expenditure categories with the associated range or level of dollar amount. Total per person outside Healthy Life Expo expenses were estimated to be \$397.50 per person. This number was obtained by adding spending regarding running related (\$64.00), food (\$88.50), retail (\$68.00), transportation (\$71.00), entertainment (\$54.00) and Other expenses (\$52.00).

	Mean	Level	Amount
Running-related purchases	1.28	50	\$ 64.00
Lodging*	2.18	100	\$ 218.00
Food	1.77	50	\$ 88.50
Retail	1.36	50	\$ 68.00
Transportation** \$71.00	1.42	50	\$ 11.00
Entertainment	1.08	50	\$ 54.00
Others	1.04	50	\$ 52.00
Total			\$ 337.50

Table 11.8: Estimated Expenses Outside Healthy Lifestyle Expo

*Lodging (\$218) not included in the expense estimation as it is calculated separately

** Within the transportation cost category expense due to gasoline is estimated at \$11.00 (3 gallons @ \$3.60).

This estimated expense per person outside Healthy Lifestyle Expo does not include lodging expenses as these were calculated separately.

Estimation of Monies Spent during the event

This estimation is based on the number of parties of various types participating in the event. There are categorized into two broad groups – Resident and Non-residents of the Fredericksburg. The Residents and Non-residents participants were 6,592, and 12,082, respectively.

Table 11.9 provides a conservative estimate of revenues generated due the event based on the calculations describes in Tables 10.3 and 11.8 regarding the expenses incurred by the participant in the Healthy Lifestyle Expo and Outside Healthy Lifestyle Expo.

Revenues

		Minimum	Maximum
Non-resident participants			
Lodging (2 person or 1 person per room) @218 per night		\$1,739,686.33	\$3,479,372.66
Healthy LifeStyle Expo - \$179.00x12082		\$2,162,678	
Outside Lifestyle Expo \$337.50x12082			\$4,007,675.00
Resident participants			
Healthy LifeStyle Expo		\$491,713	
Outside Healthy Lifestyle Expo –			\$1,179,968
Estimated Revenue		\$4,394,077.33	\$8,667,015.66

Table 11.9: Estimated Revenue during the Historic Half Marathon Event

Assumptions: The following assumptions have been made:

1. Non-resident visitors rented hotel/private houses in Fredericksburg or outside Fredericksburg

2. Non-resident and resident visitors did not spend monies twice for the same category of expenses inside and outside Healthy Lifestyle Expo.
3. Vendors did not spend monies inside the Healthy Lifestyle Expo.
4. Most volunteers were local and incurred nominal expenses only.

Participation Experience Ranking

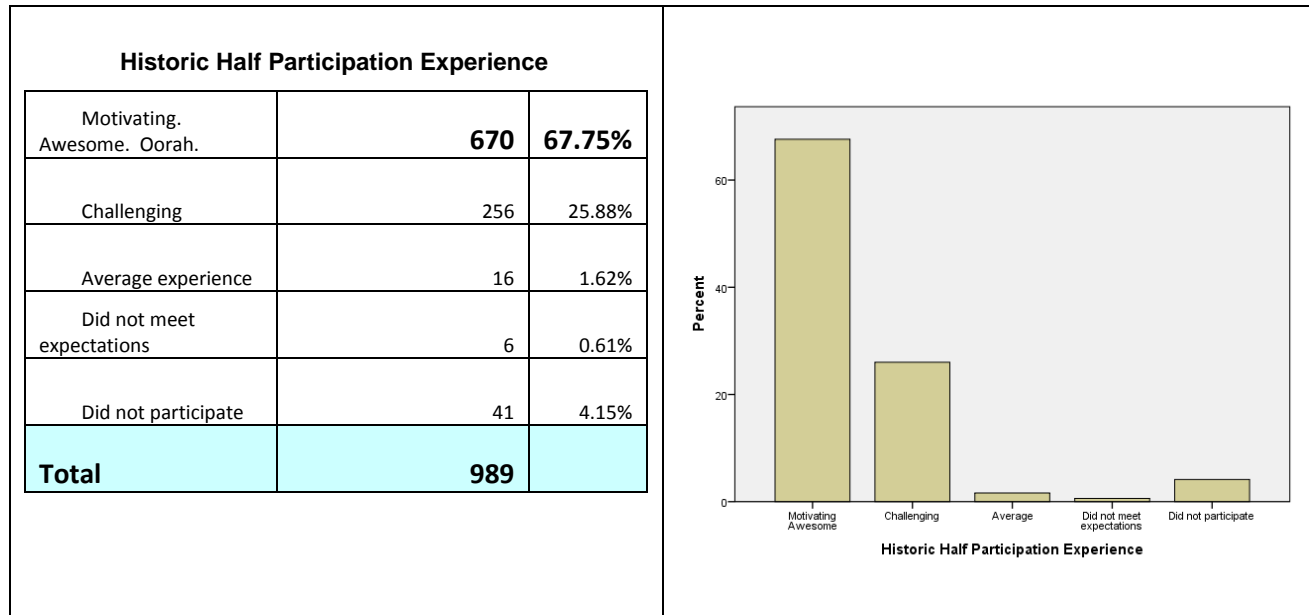


Table 12.1: Historic half

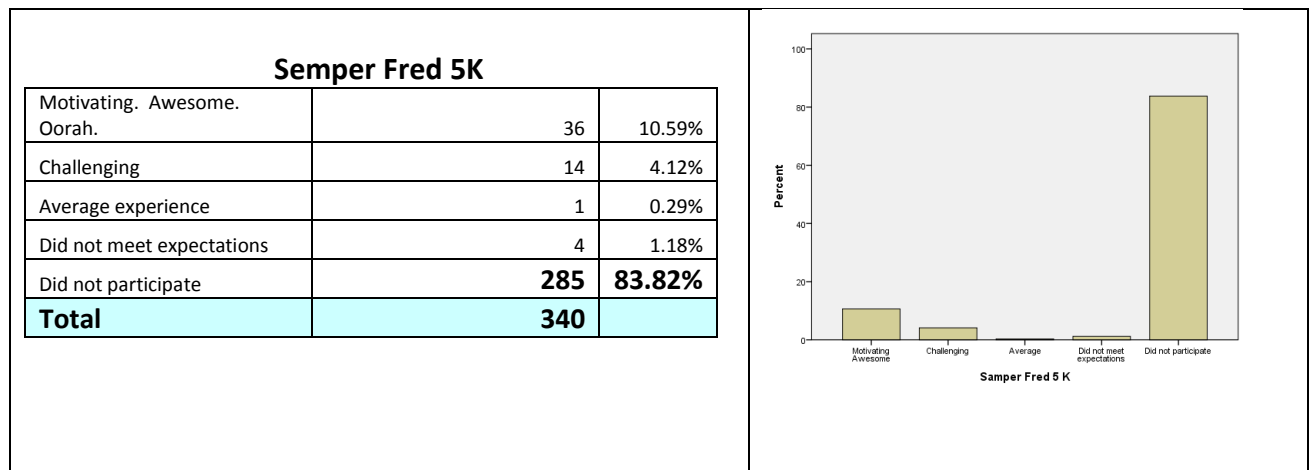


Table 12.2: Semper Fred 5K

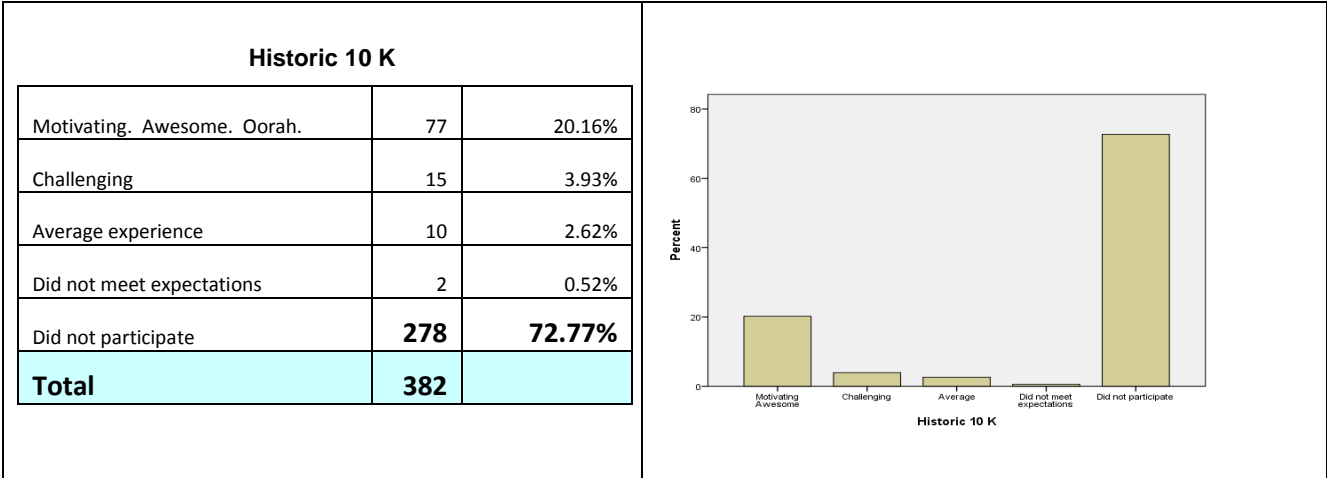


Table 12.3: Historic 10K

Best Sponsor Impression

Survey respondents were asked to identify sponsors that made best impressions on them during the event. Gatorade made the best impression (33.44%), which was followed by VA Runner (22.09%), Michelob Ultra (11.35%), Mary Washington Healthcare (7.77%), Geico (7.46%), Hyundai (6.03%) and Select Therapy (5.32%). The other sponsors also made impressions on 6.43% respondents. The list of other noted sponsors is described in Table 13.2.

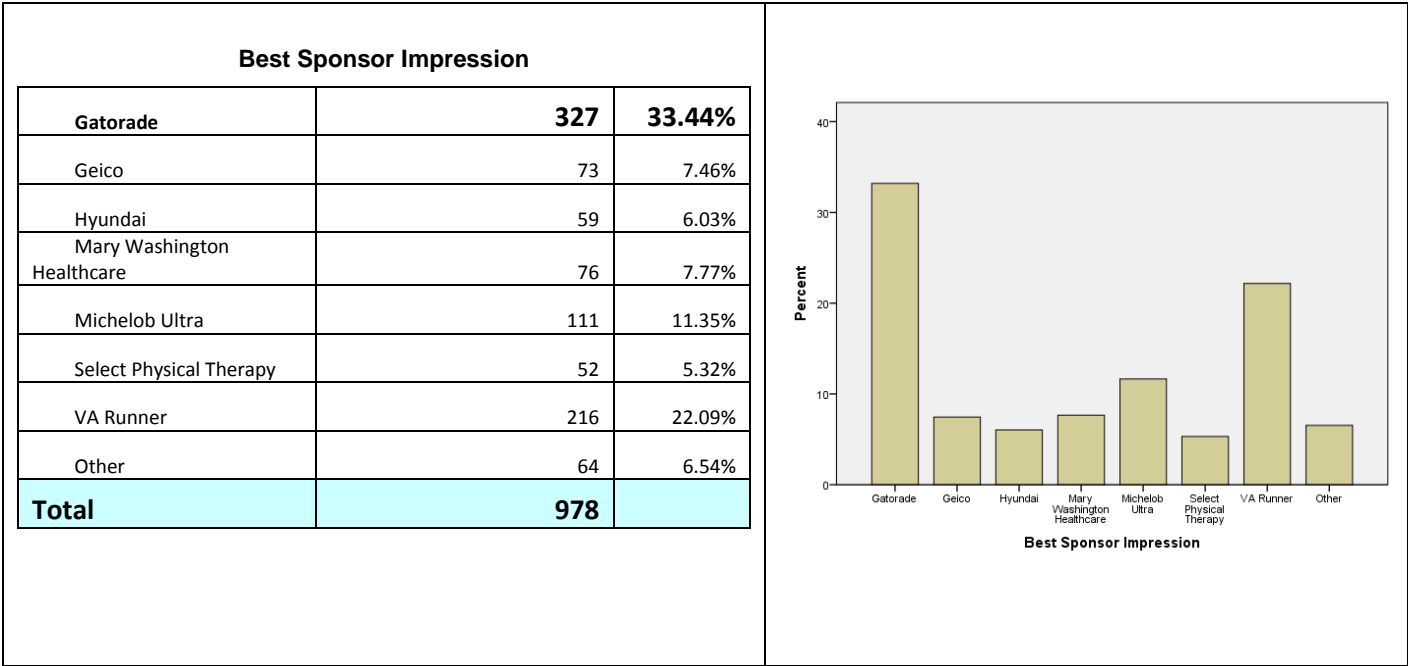


Table 13.1: Best Sponsor Impression

ATT	Official race merchandise
Best Sole Inc.	power company that sponsored mile markers
Complete nutrition	Qdoba during the Expo
Dole	Semperfi fund
Dominion	Sport Beans
Fisher House!!!	The Marine Corps
Hands for Hope	Therapy Dogs and Horse
Jelly Belly Sport Beans	University of Mary Washington
Marines	USAA
Marines	USMC
Massage Woodbridge	WALMART
NAUS	Wegman's

Table 13.2: Other Noted Sponsors that made impression

Finish Time Goal Status

Most of the runner (66.82%) indicated that they either met or beat their finish time goal as reported in the table below.

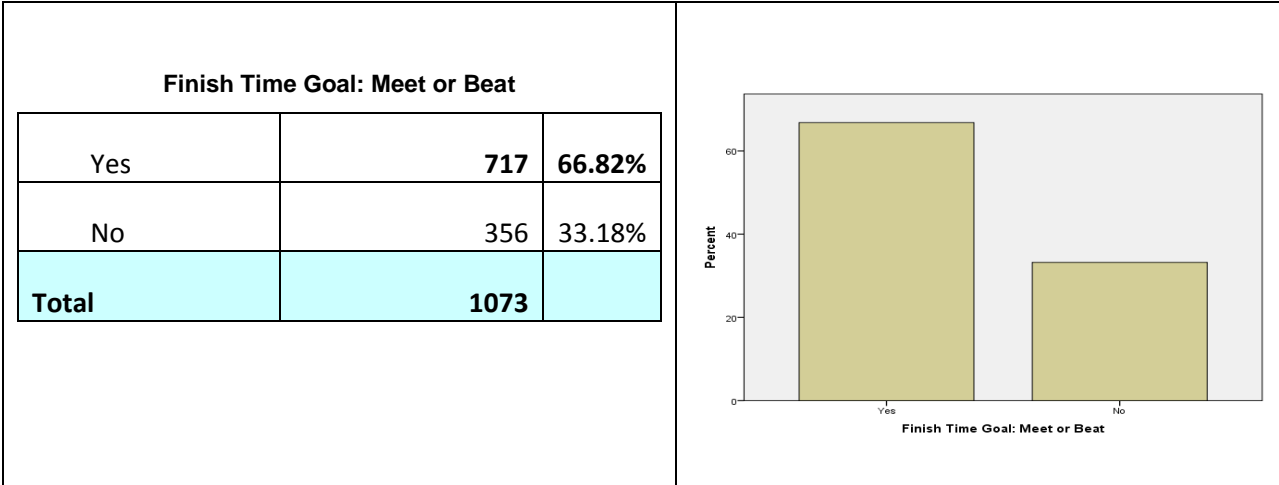


Table 14: Finish Time Goal Status

Hospital Hill Challenge Status

Of all respondents, 60.33% found Hospital Hill segment of the race challenging and merely 8.17% found it to be not difficult, as they chose the survey response - “owned the hill.” In contrast, 20.02% of the participants found the Hospital Hill to be brutal.

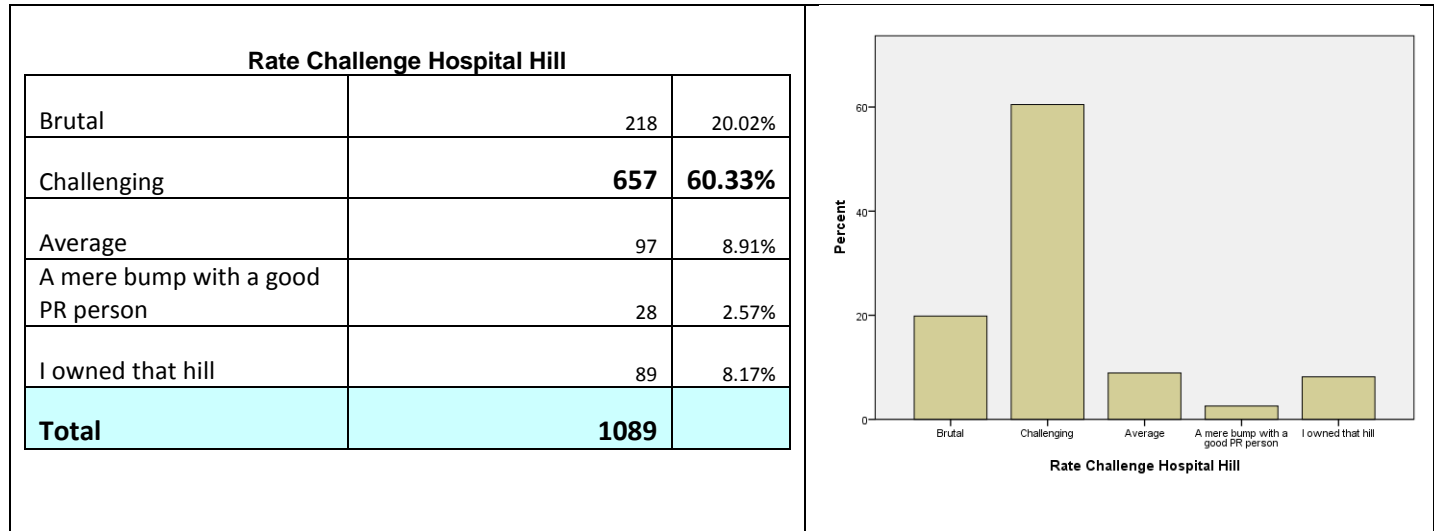


Table 15: Hospital Hill Challenge Status

Hospital Hill again next year

Most participants (69.75%) indicated that they would like to participate in the 2014 Historic Half.

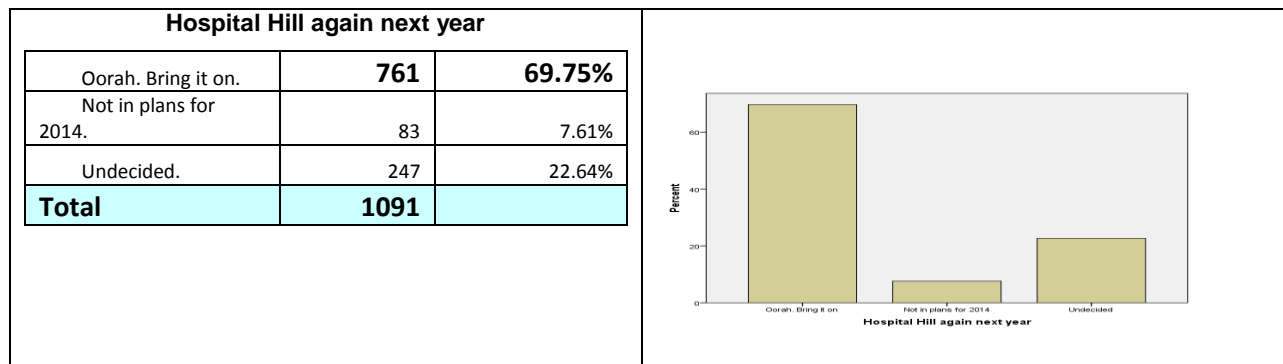


Table 16: Will you return to Hospital Hill Challenge in 2014?

Event Satisfaction Survey

Survey participants ranked all categories on survey satisfaction highly. The majority selected every category as top notch or good, indicating a high degree of satisfaction (Table 17.1 to 17.12).

Online registration		
Top Notch	814	74.75%
Good	249	22.87%
Neutral	18	1.65%
Disappointed	8	0.73%
Total	1089	

Table 17.1: Online Registration

Competitor shirt		
Top Notch	490	44.95%
Good	388	35.60%
Neutral	108	9.91%
Disappointed	104	9.54%
Total	1090	

Table 17.2: Competitor Shirt

Finisher medal		
Top Notch	885	81.34%
Good	148	13.60%
Neutral	28	2.57%
Disappointed	27	2.48%
Total	1088	

Table 17.3: Finisher medal

On-course entertainment		
Top Notch	513	46.94%
Good	441	40.35%
Neutral	108	9.88%
Disappointed	31	2.84%
Total	1093	

Table 17.4: On-course Entertainment

Baggage		
Top Notch	351	38.11%
Good	232	25.19%
Neutral	320	34.74%
Disappointed	18	1.95%
Total	921	

Table 17.5: Baggage

Shuttles and Parking		
Top Notch	382	38.09%
Good	304	30.31%
Neutral	213	21.24%
Disappointed	104	10.37%
Total	1003	

Table 17.6: Shuttles and Parking

Expo Booths		
Top Notch	293	28.07%
Good	505	48.37%
Neutral	188	18.01%
Disappointed	58	5.56%
Total	1044	

Table 17.7: Expo Booths

Packet Pick-up		
Top Notch	720	66.67%
Good	274	25.37%
Neutral	62	5.74%
Disappointed	24	2.22%
Total	1080	

Table 17.8: Packet Pickup

Hospitality		
Top Notch	750	70.89%
Good	259	24.48%
Neutral	43	4.06%
Disappointed	6	0.57%
Total	1058	

Table 17.9: Hospitality

Mile Markers		
Top Notch	761	70.01%
Good	256	23.55%
Neutral	41	3.77%
Disappointed	29	2.67%
Total	1087	

Table 17.10: Mile Markers

Track A Runner Service		
Top Notch	508	53.08%
Good	195	20.38%
Neutral	230	24.03%
Disappointed	24	2.51%
Total	957	

Table 17.11: Track-A-Runner Service

Finish Festival Booths		
Top Notch	433	42.37%
Good	368	36.01%
Neutral	188	18.40%
Disappointed	33	3.23%
Total	1022	

Table 17.12: Finish Festival Booths

Prior Experience with Fredericksburg

Most participants were non-residents. Only 27.98% of the respondents were residents while 7.37% worked in Fredericksburg.

Prior to participating in the Historic Half, what was your experience with Fredericksburg?		
Live here.	338	27.98%
Work here.	89	7.37%
Relatives here.	132	10.93%
Never visited before.	269	22.27%
Visited within the last year.	254	21.03%
Visited a long time ago.	126	10.43%
Total	1208	

Table 18: Experience Status with Fredericksburg, Prior to Historic Half

Reasons for choosing to run Marine Corps Historic Half

The most prominent reason to run the Historic Half indicated by the runners (25.09%) was that they were familiar with the reputation of the Marine Corps Historic Half. Some runners(15.63%) choose Historic Half because they had previously participated in it. Also, 15.99% respondents ran the Historic Half because they were looking for a Half Marathon event.

Why did you choose to run Marine Corps Historic Half?		
I know of the Marine Corps Marathon's reputation	488	25.09%
I live and run in Fredericksburg	244	12.54%
I wanted the opportunity to visit Fredericksburg	49	2.52%
I was looking for a half marathon	311	15.99%
I ran in the Historic Half previously	304	15.63%
Personal affiliation with the Marine Corps	190	9.77%
Friend or family running another distance event	85	4.37%
On recommendation of a fellow runner	164	8.43%
I ran the 5K or 10K	110	5.66%
Total	1945	

Table 19: Why did you choose to run Marine Corps Historic Half?

6. Conclusion

Any survey-based report needs caution in-terms of interpretation of survey data. Assumptions have been made in estimating the numbers with respect to participants, expenses incurred by them and preferences regarding various aspects of the race itself. The sample size of 1,113 is sufficient to estimate the event and participants attributes reasonably. However, a more precise and goal-driven survey design could be undertaken in the future to further improve the quality of survey results.

The Sixth Annual Marine Corp Historic Half appears to have been a successful event. It attracted a large number of higher income group to the region. Participants came to the race from a large number of states and a few from foreign countries as well. Over half of the participants were first time runners in the Historic Half Marathon event. Approximately, 86% were visiting Fredericksburg to participate in the race itself, and perhaps have been charmed by the Fredericksburg, and hopefully may revisit.