

PROFILE OF A MOB-STER

THE MOB-STER EXPERIENCE FROM START TO FINISH:

Mob™-sters – those people who wear costumes, crawl through mud, scale obstacles, chase zombies, run through color or foam and more – have caught our interest. We surveyed our ACTIVE Lifestyle Panel members in 2012 and learned a lot, yet we were still curious. So we surveyed them again this year...check out the new things we discovered:

THE PARTICIPANT

WHO THEY ARE:

MALE
40%



FEMALE
60%

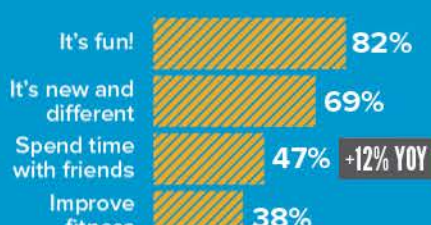
29-39
43%



40-50
47%

18-28
10%

WHAT ARE THEIR TOP MOTIVATORS:



HOW THEY HEAR ABOUT EVENTS:



SOCIAL MEDIA
34%

+17% YOY



FRIEND
56%



ACCESS EVENT
INFO ON
MOBILE DEVICES
27%

WHEN THEY REGISTER:



THE EVENT

WHAT MOB EVENTS THEY PARTICIPATE IN:

27%



MUD RUN

26%



OBSTACLE RACE

21%



PAINT RUN

+300% YOY

11%



ADVENTURE RACE

10%



NIGHT/GLOW RUN

4%



ZOMBIE RUN

WHAT ADDS TO THE EVENT?

58%

Say having spectators along the event course adds to the excitement.

27%

Say they buy event merchandise.

THE EXPERIENCE

HOW MANY FRIENDS & FAMILY THEY INFLUENCE:



1 PERSON
15%



2 PEOPLE
22%

+8% YOY



5+ PEOPLE
29%

HOW THEY PARTICIPATE:



HOW THEY SHARE ON FACEBOOK:

55% **+8% YOY** Posted photos of the event

26% Posted pre-event

33% Posted after registration

45% Posted after the event

WHAT'S NEXT:

64%

Plan on 1-2 Mob events in next 12 months

63% **-15% YOY**

Plan on participating in the same event

2013 VS 2012 SURVEY RESULTS - KEY TAKEAWAYS:

- + Big increase in wanting to spend time with friends as a motivator. Mob-sters are even more social.
- + 25% increase in team participation! It's still more about having fun and trying something new.
- + 300% increase in new events like The Color Run®, 5k Foam Fest, Run or Dye™ and Color Me Rad 5k. Mud runs and obstacle courses still rule, but new ideas catch on fast.
- + Participants have more choices and are registering later in 2013 vs. 2012
- + Increased rates of posting event photos on Facebook and hearing about events via social media in 2013. Social media drives participation & engagement!
- + Most responders intend to participate in a Mob event in the next 12 months (in fact, 64% plan on participating in 1-2 events), but there's less loyalty. More responders answer "not sure" when asked if they'll participate in the *same event* next year.