

## SUPPORTING STATEMENT – PART B

### B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

#### 1. Description of the Activity

All runners who finish will be invited to take the race feedback survey. For the Marine Corps Marathon Organization's (MCMO) economic impact surveys, response will be limited to those runners who finished and reported their home zip code as being outside of the Greater Fredericksburg Region (for the half marathon) and the Washington, D.C. Metropolitan area (for the full marathon). Based on information from previous years, it is estimated that approximately 55% of Historic Half registered runners live outside the Greater Fredericksburg Region and approximately 73% of Marine Corps Marathon registered runners live outside the Washington, D.C. metro area. However, around 10% of these participants who finish are estimated to respond to the survey. In previous years, the response rate has varied from 5% to 10%.

#### 2. Procedures for the Collection of Information

Descriptive statistics are used to summarize and describe the key features of the dataset including percentages and means. No stratification, sampling, or estimation procedures will be used. With over 400 surveys collected the degree of confidence is 95%.

#### 3. Maximization of Response Rates, Non-response, and Reliability

The MCMO leverages its established email cadence to maximize survey engagement. Runners who finish anticipate a post-race email containing results, photos, and other key information, which leads to high open rates. By embedding the survey link within this expected communication, the MCMO anticipates a 10% response rate for both their customer survey for race feedback and the economic impact study, which is in line with the typical 10-15% click-through rate for links in emails.

To further minimize non-response bias, the survey is intentionally brief, composed of easy-to-answer, industry-standard questions.

#### 4. Tests of Procedures

The survey utilizes industry-standard questions for both customer satisfaction and economic impact analysis. Because the questions are based on established and widely used models, no preliminary testing of the survey instrument is planned.

#### 5. Statistical Consultation and Information Analysis

The person consulted on the statistical aspects of the design was Dr. Neirotti, her contact information is as follows, Director Sport Management Programs (BBA, MSSM, MBA, Sport Philanthropy Certificate) Fungler Hall, 2201 G Street NW Suite 301 p Washington, DC 20052202/994-6623 w 301-440-8044 mobile.

Dr. Neirotti is a tenured professor at George Washington University and not an employee of the government or of the Marine Corps Marathon Office.