

# **FUTURE CHALLENGES**

**Members Survey 2013**

**(2013 Challengers Only)**



**Helping men, women and children who have cancer**

**[www.cancerbrowndog.co.uk](http://www.cancerbrowndog.co.uk)**

**Registered Charity 1111550**

# Response to Questionnaire

**Response to the survey was excellent**

## **SNOWDON CHALLENGERS**

**45 CHALLENGERS & 2 GROUND SUPPORT = 47**

**31 MEMBERS COMPLETED THE SURVEY = 66% RESPONSE**

## **RICKETY BRIDGE CHALLENGERS**

**17 CHALLENGERS & 1 GROUND SUPPORT = 18**

**18 MEMBERS COMPLETED THE SURVEY = 83% RESPONSE**

# What is your FAVOURITE TYPE OF CHALLENGE

## SNOWDON CHALLENGERS

1	What is your favourite type of challenge?	1st	2nd	3rd	Points	%
	Walking Challenges - Mountains	8	5	2	36	20%
	Walking Challenges - Coastal	13	8		55	32%
	Biking Challenges	4		5	17	9%
	Bi-Athlons i.e.walk-bike-run/swim	7	1	1	24	13%
	Bi-Athlons -i.e. walk - bike	3	3	2	17	9%
	Water Challenges i.e. canoe	9		2	29	16%
	Marathons	1			1	1%

53% OF MEMBERS SAID THEY LIKE  
WALKING CHALLENGES –  
MOUNTAINS OR COASTAL

## RICKETY BRIDGE CHALLENGERS

1	What is your favourite type of challenge?	1st	2nd	3rd	Points	%
	Walking Challenges - Mountains	3	1	1	12	15%
	Walking Challenges - Coastal	10	1	3	37	46%
	Biking Challenges	2	2		10	13%
	Bi-Athlons i.e.walk-bike-run/swim	1			3	4%
	Duo-Athlons -i.e. walk - bike	1		2	5	6%
	Water Challenges i.e. canoe	2		2	10	13%
	Marathons		1		2	3%

61% OF MEMBERS SAID THEY LIKE  
WALKING CHALLENGES –  
MOUNTAINS OR COASTAL

Note: Points calculated as follows – 1<sup>st</sup> = 3, 2<sup>nd</sup> = 2, 3<sup>rd</sup> = 1 point

# WHICH OF THESE CHALLENGES WOULD YOU DO?

## SNOWDON CHALLENGERS

2	Lake District Triathlon - 20+ mile bike ride, climb a mountain and then run 5 miles 1 day event - start Saturday morning - Approx Cost £135	8	3	5	35	21%
	50 mile Coastal Walk (through the night) 2 day event - start Friday Midday - Approx Cost £90	10	2	3	37	23%
	Coast to Coast Bike Ride 2 day event - start Friday late morning - Approx. Cost £135	8	5	3	37	23%
	120 mile bike ride in England, then France and on to Belgium - finish in Bruges 2 day event - start late Friday morning - Approx Cost £170	13	7	1	54	33%

33% OF MEMBERS SAID THEY WOULD TAKE PART IN A EUROPEAN BIKE RIDE (ORCHID)

## RICKETY BRIDGE CHALLENGERS

2	To take part in one of the 3 Triathlon activities in the Lake District (or 2 if you wish) - see left 1 day event - start Saturday morning - Approx Cost £135 (£120 no biking)	1		1	4	12%
	A coastal walk no longer than 20 miles (either as part of the bigger coastal walk shown left or a separate walk). 1 day event - start Saturday morning - Cost £90-£130 (1 or 2 night stay)	5	1	2	21	64%
	A Bike Challenge - join the last 20 or 30 miles of the coast to coast - 1 day event - start Saturday morning - Approx Cost £90	1	1	1	8	24%
	Sponsored walk in Bruges 1 day event - start Saturday - travel Friday afternoon to Bruges Approx Cost £150	1	2	1	8	24%

64% OF MEMBERS SAID THEY WOULD TAKE PART IN A COASTAL CHALLENGE

ONLY 12% WERE INTERESTED IN JOINING A TRIATHLON IN THE LAKES

Note: Points calculated as follows – 1<sup>st</sup> = 3, 2<sup>nd</sup> = 2, 3<sup>rd</sup> = 1 point

# Duration & Cost Preferences

## SNOWDON CHALLENGERS

3	<b>Duration Preference..... I prefer (please tick)</b>					
	1 day challenge				6	20%
	2 day challenge				12	40%
	No preference				12	40%
4	<b>Cost..... I would pay (tick all boxes you would pay)</b>					
	Less than £100				36	42%
	£100 - £130				27	31%
	£130 - £170				16	19%
	Over £170				7	8%

80% OF MEMBERS PREFERRED A 2 DAY CHALLENGE OR HAD NO PREFERENCE

LESS THAN £130 APPEARS TO BE THE PREFERRED PRICE, BUT 19% SAID THEY WERE HAPPY TO PAY MORE

## RICKETY BRIDGE CHALLENGERS

3	<b>Duration Preference..... I prefer (please tick)</b>					
	1 day challenge				7	47%
	2 day challenge				3	20%
	No preference				4	40%
	No Tick				1	6%
4	<b>Cost..... I would pay (tick all boxes you would pay)</b>					
	Less than £100				10	67%
	£100 - £130				8	53%
	£130 - £170				4	27%
	Over £170				3	20%
	No Tick				4	27%

87% OF MEMBERS PREFERRED A 1 DAY CHANGE OR HAD NO PREFERENCE

LESS THAN £100 APPEARS TO BE THE PREFERRED PRICE, BUT 53% WERE HAPPY TO PAY £130

# Locations where challenges would like to go (both challenges)

5	Location - I would really like a challenge in .....					
	France / Belgium / Spain / Europe				8	42%
	Scotland / Scottish Islands / Ben Nevis				7	37%
	The Lakes				2	11%
	Sussex				1	5%
	UK				1	5%

79% OF THE SUGGESTIONS WRITTEN DOWN WERE MORE FURTHER AWAY SUCH AS EUROPE & SCOTLAND

# Conclusions

- **Challenges members like.....**
  - There is no question that all members like walking related challenges, either up mountains or coastal walks (Snowdon 52% and Rickety 61%)
- **Challenges people would do.....**
  - Snowdon members - of the 4 options given, the Triathlon in the Lakes appears to be the least favourite
  - Rickety members – were really up for a coastal challenge, but had little interest in joining a Triathlon in the Lakes
- **Duration...**
  - Snowdon members appear to like a 2 day event
  - Rickety Bridge members appear to prefer a 1 day event
- **Cost...**
  - More members in Snowdon appear to be prepared to pay more for challenges
  - Rickety Bridge members would prefer the challenge to be cheaper – less than £100
- **Future locations**
  - 39% of members listed a preference (19 out of 49 people) and 79% of them were interested in doing challenges that were further away e.g. Europe and Scotland