

PRE-RACE SURVEY

Introduction to the Cherry Blossom Study

This is a study conducted by researchers at the University of Oxford in collaboration with the organizers of the Credit Union Cherry Blossom Ten Mile Run & 5K Run/Walk.

STUDY OVERVIEW

The purpose of this research is to study participation and performance in road running events such as the Cherry Blossom 10 mile run. If you agree to participate, you will be asked to **complete two 10-minute surveys**:

- Survey 1 will be completed today.
- Survey 2 will be completed after the race. We will send you a survey link by email and you will have at most 7 days to complete it.

During the surveys, we will ask you basic questions about your socio-economic background, your running experience, participation and performance in the Cherry Blossom 10 mile run, and you will complete a few psychology scales and decision-making tasks.

If you complete this study, you will be entered in a lottery draw for the chance to win prizes such as an **Under Armour gift card** of \$10, \$25 or \$150, or a **guaranteed free entry in the 2020 Cherry Blossom 10 mile run**.

PRIVACY AND CONFIDENTIALITY

In order to participate in the study, we will ask you to **provide your bib number and a valid email address**. Your bib number will be used to merge responses from the two surveys and to link them to the registration and race results databases. We will use your email address to send you the second survey and, should you win one, email you an Under Armour electronic gift card.

The confidentiality of your research records will be strictly maintained. At the conclusion of the study, we will delete all personally identifiable information from our dataset and replace it with a random participant number. Data from this study will be used in presentations, short reports, and academic papers. The general results of the study will also be shared with the race organizers.

To maintain the confidentiality and credibility of the study, we ask you that **you do not discuss the content of the surveys or your answers with other fellow runners** before the conclusion of the study.

ELIGIBILITY AND RIGHTS

In order to participate in the study, you must be:

1. at least 18 years of age
2. a registered participant in the 2019 Cherry Blossom **10 mile** run.

Participation in this study is entirely voluntary. You can withdraw from the study at any time. There is no penalty for choosing not to participate or withdrawing. However, note that failure to give complete and accurate answers in both surveys may make you ineligible to receive a prize.

There are no risks beyond those usually involved when participating in road running events and online activities and there are also no personal benefits. Your participation in this study may increase scientific knowledge and improve the organization of future road races. Note that we hold no responsibility for potential injuries or accidents that might occur during the race.

CONTACT INFORMATION

If you any questions, comments or complaints, do not hesitate to contact us at cucbresearch@gmail.com. Please save this email address for your records.

CONSENT

If you are willing to participate, please answer the following questions:

I am 18 years or older: YES/NO

I have read and understand the above information: YES/NO

I want to participate in this research and continue with the study: YES/NO

[NEXT button - go to new page]

Thank you for taking part in our study! As researchers [and fellow runners], we are excited to learn about your running :)

Before we start, enter your bib number in the box below. Please make sure you enter the correct information:

[TEXT BOX]

[NEXT button - go to new page]

Part 1: Basic socio-demographics

What is your **gender**? Male/Female

What **year** were you born in?

What is the **highest level of school** you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

How much **total combined money** did all members of your household earn **last year**?
Please indicate the answer that includes your entire household income in 2018 before taxes:

- Less than \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Prefer not to answer

Part 2: Your participation in the Cherry Blossom 10 mile run [RESTRICT ATTENTION TO 10M]

How many times have you completed the Cherry Blossom 10 mile run? [dropdown menu with max number of participations corresponding to starting year of the race]

[if previously participated] What time did you do in your **most recent** participation? [dropdown with increments of 1 minute] (record response time)

[if previously participated] What is your **personal best** in the Cherry Blossom 10 mile run? [dropdown with increments of 1 minute] (record response time)

How well have you trained for this year's race? (1= did not train at all, 7 = trained extremely well)

What **time** are you aiming for on Sunday? [dropdown with increments of 1 minute]

How **much would it mean to you** to achieve this goal? (1= Nothing at all, 7 = A great deal)

How **committed** are you to this goal? (1= Not committed at all, 7 = extremely committed)

How **confident** are you that you will meet your goal? (1= not confident at all, 7 = certain)

[NEXT PAGE - RANDOM ASSIGNMENT TO TREATMENTS]

[T0] Good luck with the race! Don't forget to pace yourself. Let's see how things go on Sunday!

[T1] Good luck with the race! Don't forget to pace yourself. Runners are often too optimistic about the goals they set.

We have to say that we would be surprised if you met the goal you chose. Although we're certain you can make it in your dreams. 😊

Let's see how things go on Sunday!

[T2] Good luck with the race! Don't forget to pace yourself. Runners are often too optimistic about the goals they set.

We have to say that we would be surprised if you met the goal you chose. Although we're certain you can make it in your dreams. 😊

In fact, we are willing to bet money on your race performance: if we are wrong and you meet your goal, **we will send you a \$X Under Armour gift card** by email once you completed Survey 2!

[vary \$X to be \$10 or \$25]

Let's see how things go on Sunday!

[T3] Good luck with the race! Don't forget to pace yourself. If you meet your goal, **we will send you a \$X Under Armour gift card** by email once you completed Survey 2!

[vary \$X to be \$10 or \$25]

Let's see how things go on Sunday!

[NEW PAGE]

[ALL TREATMENTS]

Before ending the survey, we have a few more questions for you:

Do you plan to **keep track of your time on Sunday** with a watch/phone? YES/NO

Do you usually **keep track of your time** with a watch/phone when you race?

- Always
- Most of the time
- Sometimes
- Rarely
- Never
- It is my first time doing an official race.

For the next question, please enter a percentage in each box. You can enter any number between 0 and 100 in each box but your answers should sum to 100.

What do you think are the chances that you will be:

[SHOULD SUM TO 100]

At least 10:00 minutes faster than your time goal of hh:mm	[__]
5:00-9:59 minutes faster than your time goal of hh:mm	[__]
1:00-4:59 minutes faster than your time goal of hh:mm	[__]
Less than one minute above or below your time goal of hh:mm	[__]
1:00-4:59 minutes slower than your time goal of hh:mm	[__]
5:00-9:59 minutes slower than your time goal of hh:mm	[__]
At least 10:00 minutes slower than your time goal of hh:mm	[__]
Total	[100]

Thank you so much for your answers! This is the end of Survey 1.

Please enter your email address so we can send you the second survey after the race.

[TEXT BOX]

POST-RACE SURVEY

Welcome to Survey 2! This is the final survey. We expect that it will take you less than 10 minutes.

Before we start, please supply the following information:

Enter your **bib number** in the box below. Please make sure you enter the correct information:

[TEXT BOX]

Enter your **email address**, so we can send you any Under Armour gift card you might have won.

[TEXT BOX]

Please indicate how you accessed **Survey 1**:

- At the Expo
- Via the email link
- Via the facebook group

Thank you! Let's get started:

What was your **goal time** in the 2019 Cherry Blossom 10 mile run? [record response time]

- [dropdown] hh:mm
- I do not know/I cannot remember.

How **long did it take you to complete** the 2019 Cherry Blossom 10 mile run? [record response time]

- [dropdown] hh:mm
- I do not know/I cannot remember.

During Survey 1, do you remember having seen any **information or comment regarding your time goal** for the race? If so, do you recall what the information was? (record response time)

Please provide as much detail as possible:

[TEXT BOX - force text entry of at least one sentence or corresponding number of characters]

[NEW PAGE]

If you proved us wrong by meeting your goal [if T2] / If you met your goal [if T3], you will be entitled to receive a \$X Adidas gift card.

If you'd rather not receive the gift card, **we can make a donation on your behalf to a charity of your choice.**

Please select the option you prefer:

- I prefer to receive the gift card.
- I prefer to donate the amount to charity (you will be able to select your charity on the next page).

[If chose gift card] Thank you. We will verify your official time and email you a \$X gift card if you met your goal. Please allow for 14 business days.

[If chose donation] Thank you. We will verify your official time and donate to your chosen charity if you met your goal. Please allow for 14 business days. Please enter the charity you would like us to make a donation to on your behalf:

- Children's Miracle Network Hospitals
- World Wildlife Fund
- DAV (Disabled American Veterans) Charitable Service Trust
- American Youth Soccer Organisation
- Other: **[TEXT BOX]**

How proud do you feel of your participation in the 2019 Cherry Blossom 10 mile run?

- 1- Nothing to be proud of
- 2- Somewhat proud
- 3- Moderately proud
- 4- Very proud
- 5- Extremely proud

How would you rate your race performance? **[grade scale on Qualtrics]**

On a scale of 0 to 10, with 0 being "Completely unwilling to take risks" and 10 being "Completely willing to take risks", how do you see yourself: are you a person who is generally fully prepared to take risks, or do you try to avoid risks?

- 0-Completely unwilling to take risks
- 1-
 - 2-
 - 3-
 - 4-
 - 5-
 - 6-
 - 7-
 - 8-
 - 9-
- 10-Completely willing to take risks

How many friends or relatives also participated in the 10 mile run on Sunday? **[0 to 50+]**

How many friends or relatives also participated in the 5K run-walk on Sunday? **[0 to 50+]**

Please rate the extent to which you agree with the following statements (1 = strongly disagree; 7 = strongly agree)

I participate in road running events

To motivate myself to run regularly
To push myself to run faster
For the medal
To feel badass
For the t-shirt
To have fun

Did you purchase, or do you plan to purchase, any of the race photos? YES, I HAVE ALREADY PURCHASED MY RACE PHOTOS/YES, I INTEND TO PURCHASE MY RACE PHOTOS/NO

Did you purchase the race medal when you registered? Yes/No

[If No] You still have the opportunity to **purchase the medal**. If you are interested, please select your preferred option below.

Your information will be transmitted to the race organizers so they can order the right number of medals.

- Regular medal (\$20)
- Enhanced medal with official time (\$25)
- No medal

How many medals do you own from races you have completed?

- None.
- Between 1 and 5 medals.
- Between 6 and 10 medals.
- Between 11 and 20 medals.
- More than 20 medals.

Not sure what to do of your medals?

Feel free to click on any of the links below if you want suggestions:

[Randomize the order of the two ideas + **track clicks**] (**record response time**)

- Medal hangers
 - [Like these](#)
 - [Or these](#)
- Donations:
 - [Sports Medal Recycling](#)
 - [Medals 4 Mettle.](#)

Below are a number of words and phrases that describe different feelings and emotions. Read each item and then **indicate the extent to which you feel this way**.

[SHOULD THE ORDER OF THE ITEMS BE RANDOMIZED? Check Tracy's work to see what she does]

1 - not at all 2 3 4 5 - extremely

accomplished

like I am achieving

confident

fulfilled

productive

like I have self-worth

successful

arrogant

conceited

egotistical

pompous

smug

snobbish

stuck-up

Thank you for your answers!

Before we end the survey, we have a message for you.



Click on the **Next** button to see what it is...



Hello badass runner!

You might have what it takes to create a “Race” Commitment by signing up for your next race and/or committing to a new time goal for an upcoming race.

T1 [You probably won't bother, but if you think you've got what it takes, now [it's time to prove it](#)] **track clicks**

T2 [If you think you've got what it takes, now [it's time to prove it.](#)] **track clicks**

Using StickK.com is free and very easy. You can set whatever goal you want and even set penalties on yourself if you don't make it... To make sure you stay on track, we suggest you nominate us as a referee. Let's bring on the challenge... will you bother? / Let's bring on the challenge...

There are just 4 easy steps to reach your goal:

1. Create your account (it's free!)
2. Make a commitment
3. Add our email as your referee: cucbresearch@gmail.com
4. Start working!

Let's see what you decide :)

P.S. We're not related to StickK in any way. We just think it is a cool tool.

Finally, do you have any comments for us about the study?

Thank you for taking part in this study! We will be in touch regarding your race results and prize draw.

Feel free to email us at cucbresearch@gmail.com if you have any questions in the meantime!

Press the final Next button to save and submit your responses.