



Media Information

For immediate release:

British Triathlon Community Uncovered

London, UK, 12 November 2012 – The Triathlon Industry Association (TIA) is today launching the most comprehensive research study ever undertaken of the British triathlon community.

Conducted over an intensive four-month period, the project will seek to collect up to 10,000 responses to provide an authoritative and insightful report into the behavioural and buying trends of Britain's active triathlete population.

The Triathlon Industry Association, which comprises event organisers, equipment manufacturers, tour operators, retailers, distributors, and media, will be working in conjunction with the sport's governing body, the British Triathlon Federation to pool data for a comprehensive approach.

Following the Brownlee brothers' Olympic medal-winning heroics in Hyde Park this summer, the profile of the sport continues to go from strength to strength, and its key stakeholders are keen to add substance to this strength by understanding the triathlete community more fully.

The TIA study will provide a detailed insight into:

- **Participation:** ranging from when people started the sport to how active they are now
- **Expenditure:** what, where and when people are buying and how much they spend
- **Demographic data:** who are Britain's triathletes and what else do they do?

For a long time, the figure of 100,000 active triathletes in the UK has been bandied about, as has the 'fastest-growing participatory sport' label, but with little science behind either. With an ever-increasing event schedule, both domestically and internationally, and a greater diversity of events being offered, the industry is keen to quantify how this is affecting the size of the multisport community, its participation levels and the longevity of participation.

The study will be undertaken on behalf of TIA by MultiSport Research Ltd, whose Managing Director, Gary Roethenbaugh has for a long time been frustrated by the paucity of available data. Drawing inspiration from across the pond, he comments:

“In 2008, USA Triathlon commissioned a great study, called ‘The Mind of a Triathlete’, which offered an interesting set of insights into the US triathlon community – particularly into the level of loyalty and dedication felt towards its sport. Triathlon Business International (TBI) & Active have also looked at tri participation in the US. We want to mirror some of this work understanding demographics and participation, and build upon this by looking at expenditure, to create an accurate picture of the total market size in the UK.”

The research project is the first major undertaking by the Triathlon Industry Association, which was formed earlier this year. Chairman, Ryan Bowd, is excited about the potential of its findings:

“The Triathlon Industry Association was created to provide a platform for the industry to work collaboratively for mutual gain. Individually, we all have pockets of data we can access, but only by working together can we hope to understand our community more fully. The results of this study will be hugely important in providing the industry’s key stakeholders with the information and intelligence they need to continue to grow this fantastic sport.”

<https://www.research.net/s/UK_triathlete_survey_2012 link to research study>

For more information about TIA, visit: www.triathlonindustryassociation.org.

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Further Information:

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