

TRIATHLON BUSINESS INTERNATIONAL (TBI)



RESPONDENT SUMMARY DATA

TRIATHLON INDUSTRY CONFIDENCE INDEX 2016

Prepared by MultiSport Research

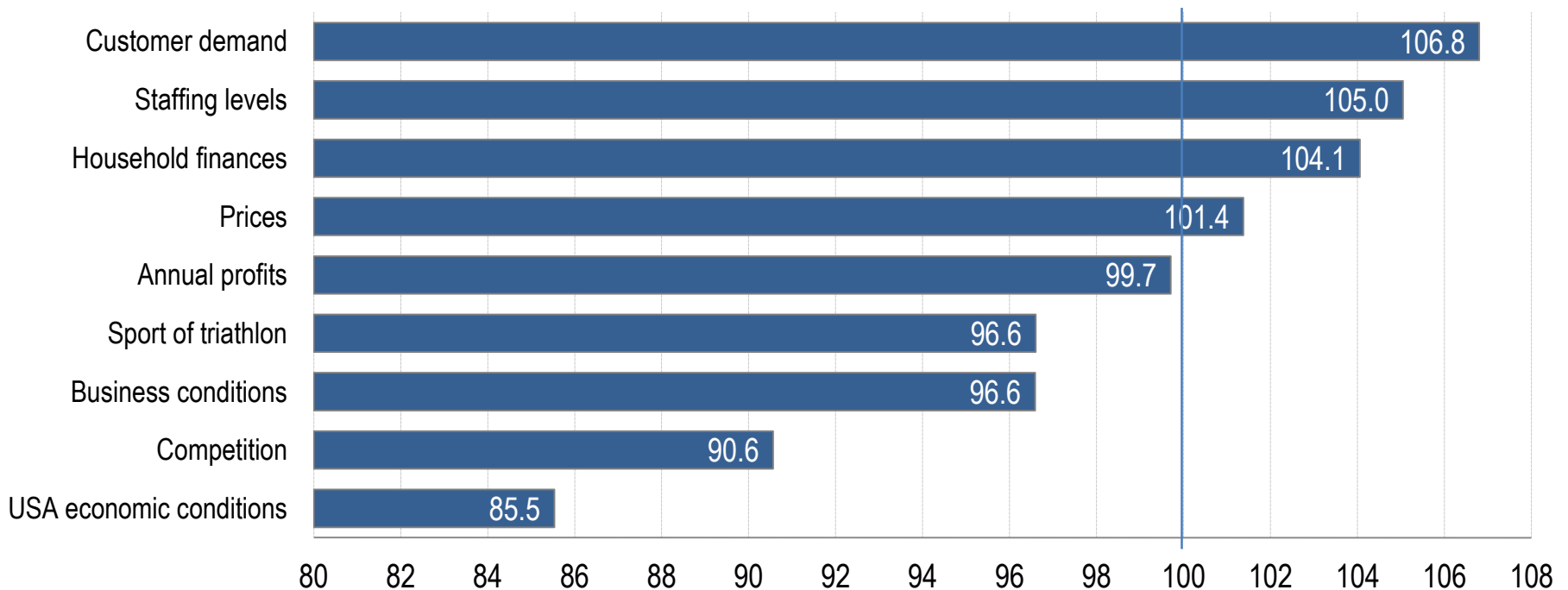
Jan-Feb, 2016

TBI – TRIATHLON INDUSTRY CONFIDENCE INDEX 2016

TBI USA Industry Confidence Survey – year on year: index

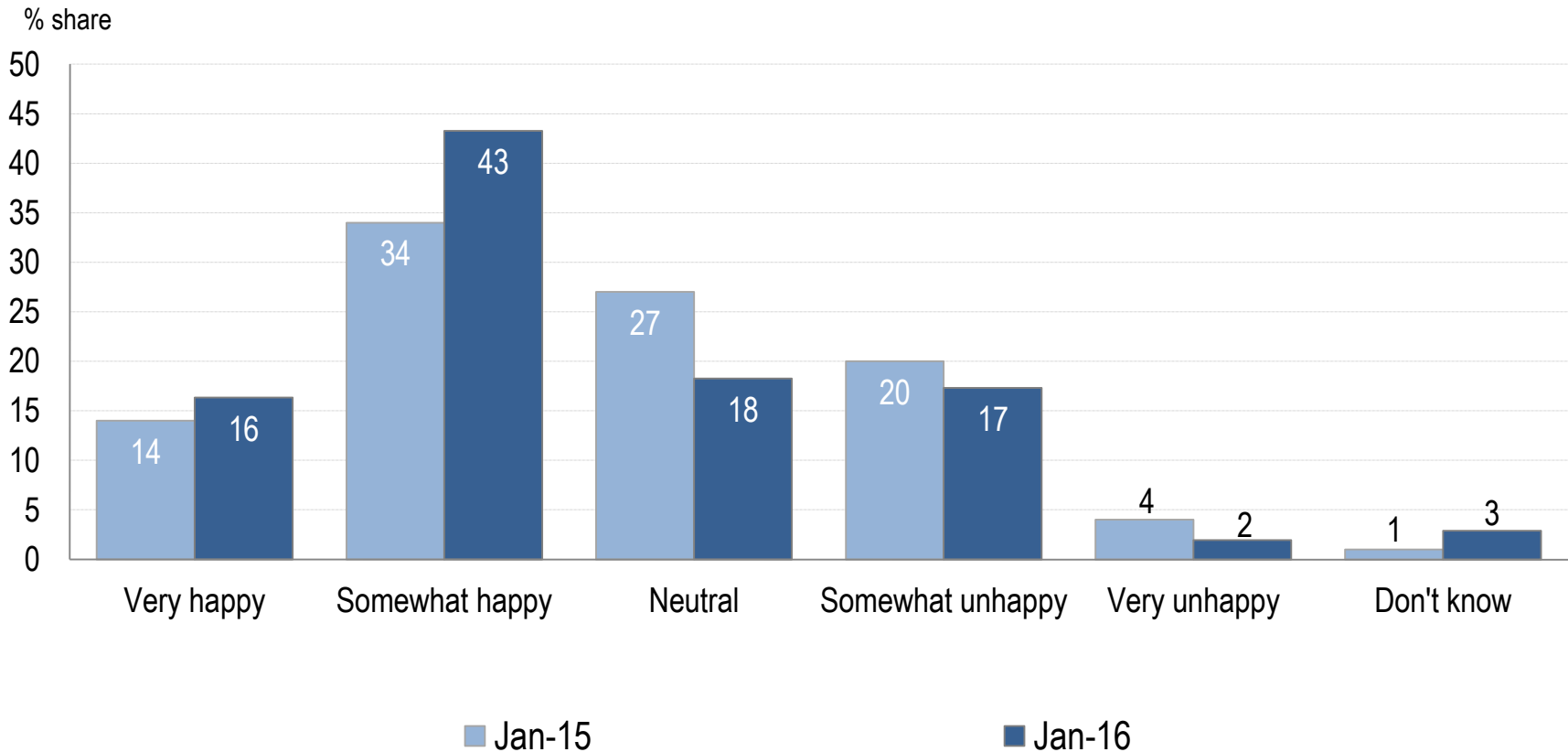
TBI USA Industry Confidence Index 2016

(Based on weighted averages from final survey data, Jan 2016 vs Jan 2015)



The TBI Industry Confidence Index uses 100 as its baseline figure – representing the level of consumer confidence in Jan 2015. All indices/figures reflect an increase or decrease in confidence in relation to the benchmark of 100.

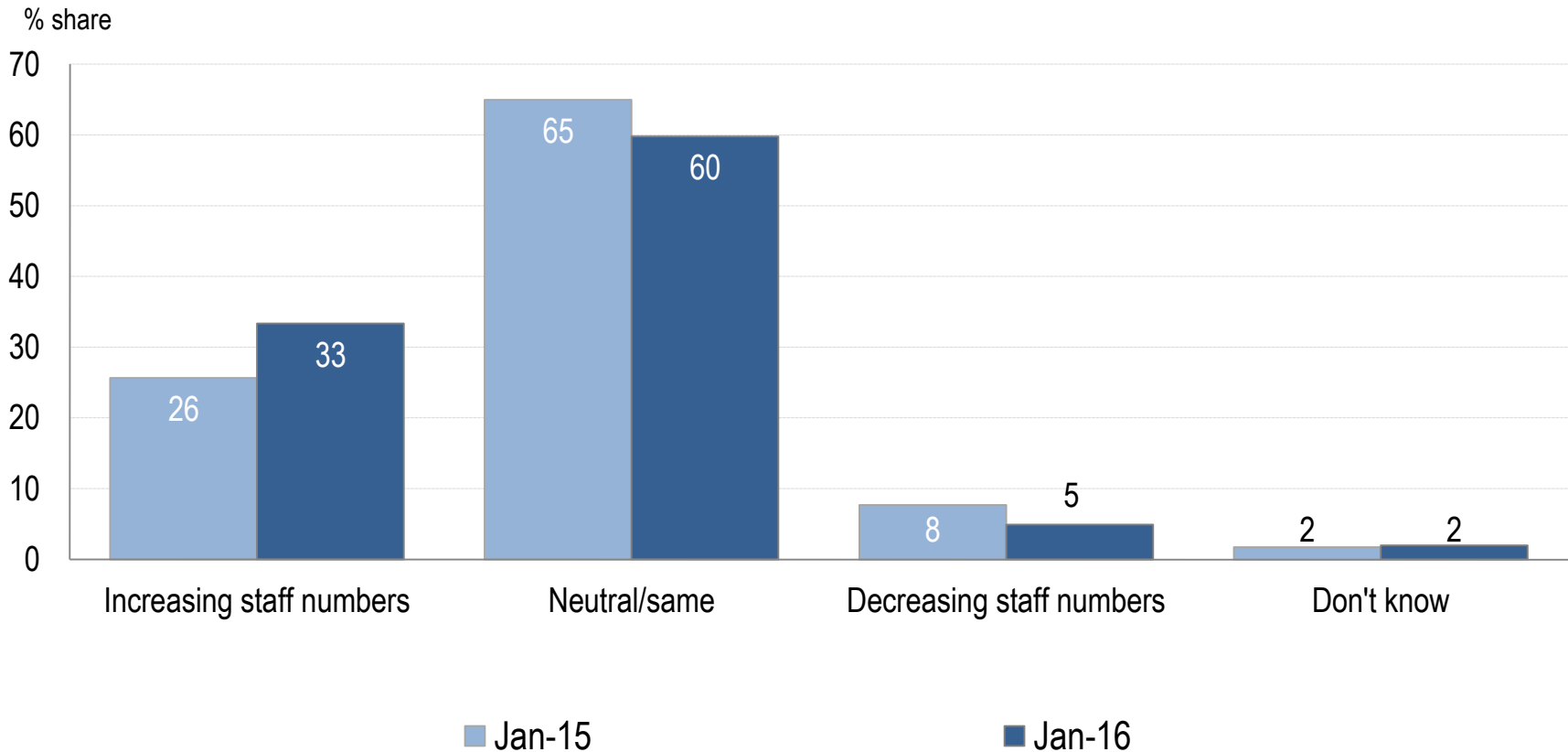
How do you feel about current levels of customer demand? (Demand for respondents' products/services, B2C & B2B as a marker of sentiment)



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

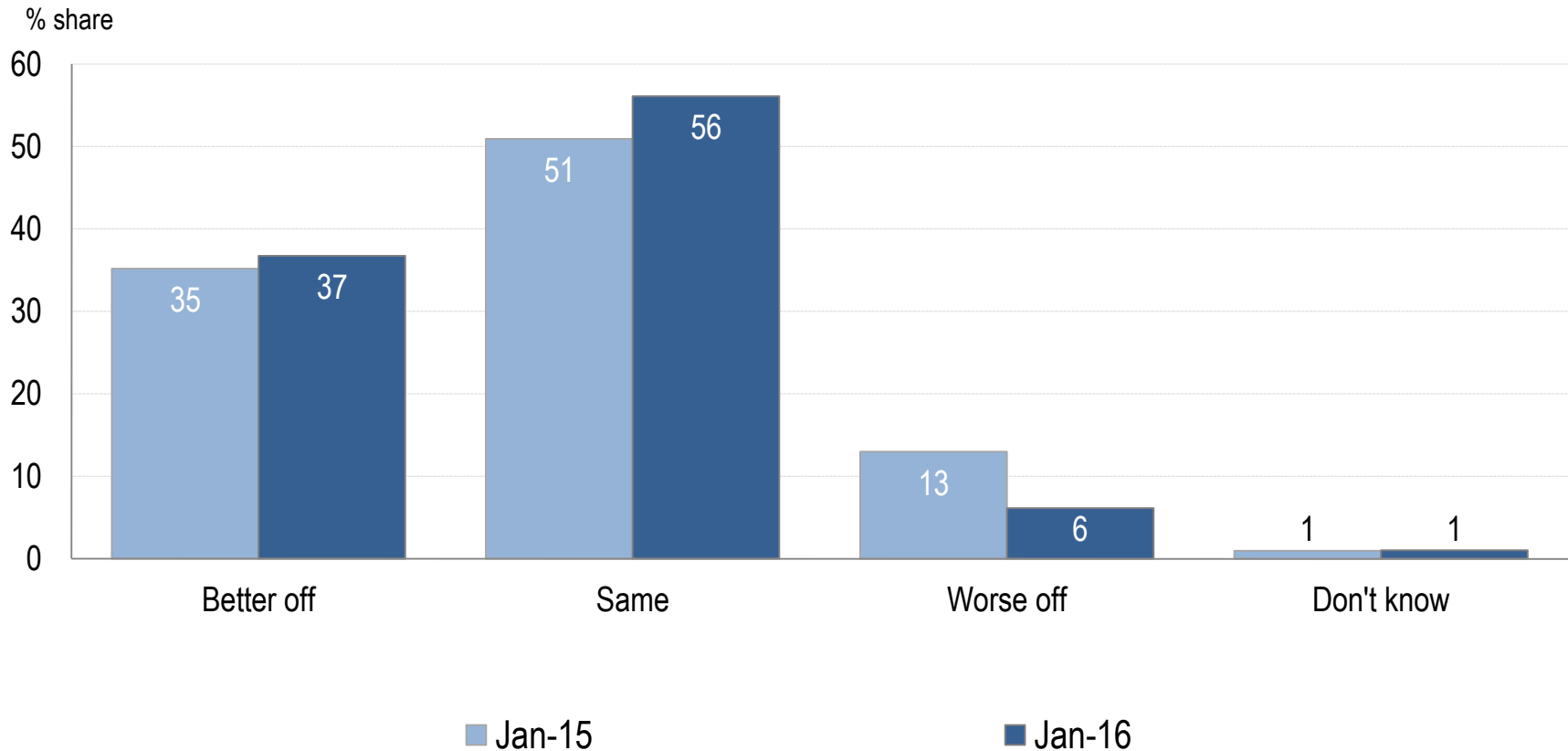
What are your expectations for staffing levels for the next 6 months?

(Please consider permanent staffing, rather than seasonal or temporary staff)



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

Looking ahead, do think over the next 12 months, that you (and your family/household) will be better off financially, worse off, or about the same?

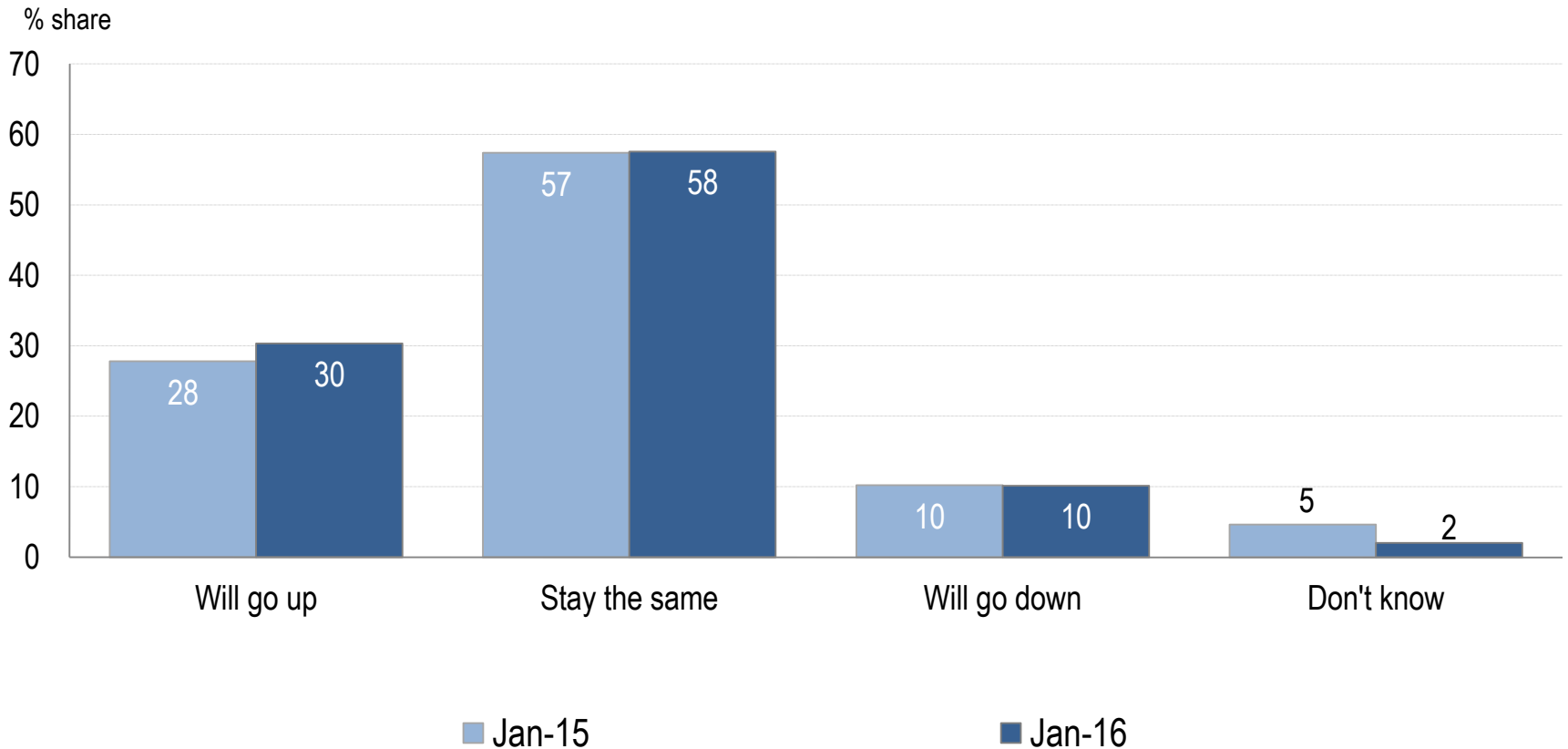


Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

TBI – TRIATHLON INDUSTRY CONFIDENCE INDEX 2016

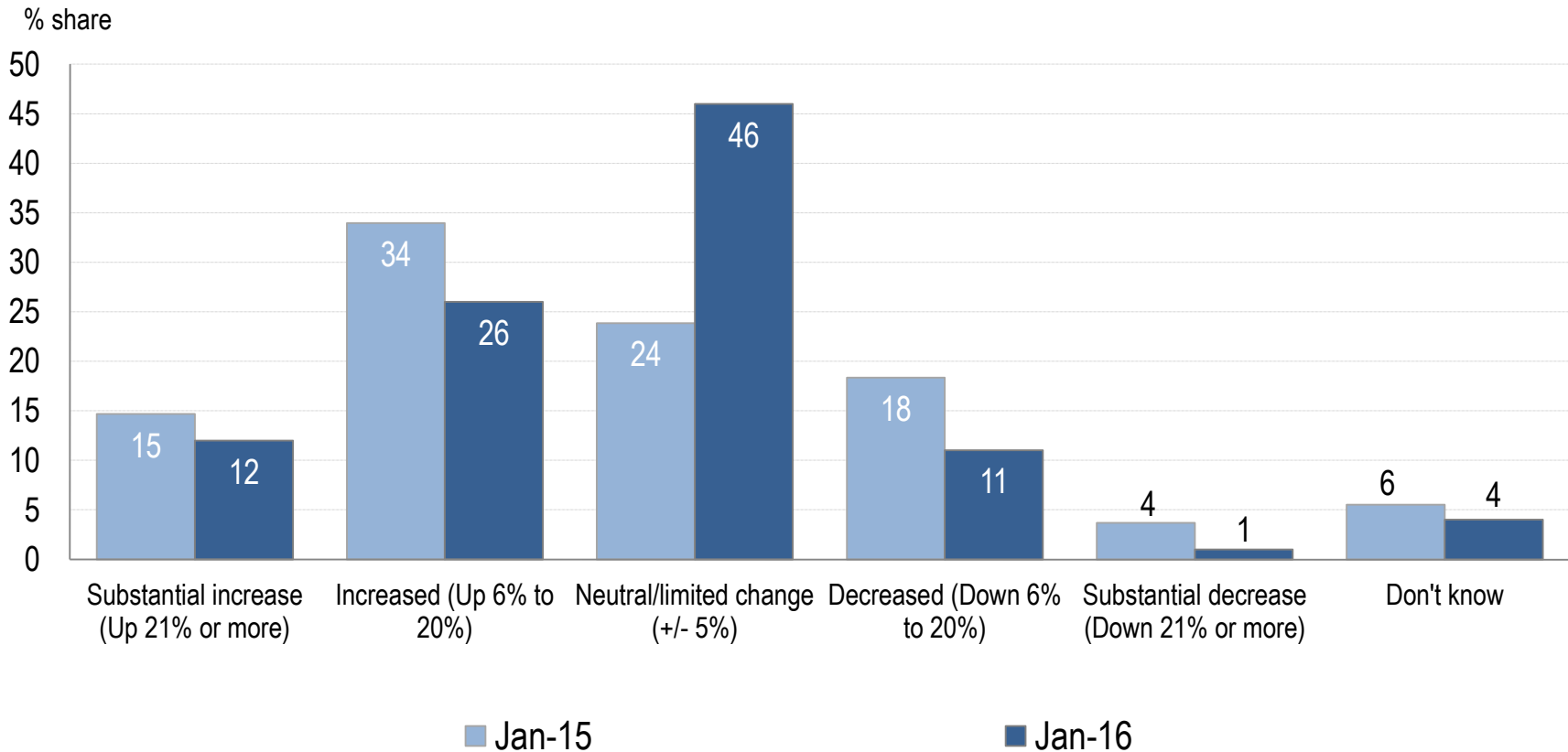
TBI USA Industry Confidence Survey – year on year: prices

Over the next 12 months, in your triathlon business area, do you think prices (paid by your customers) will go up, go down, or stay where they are now?



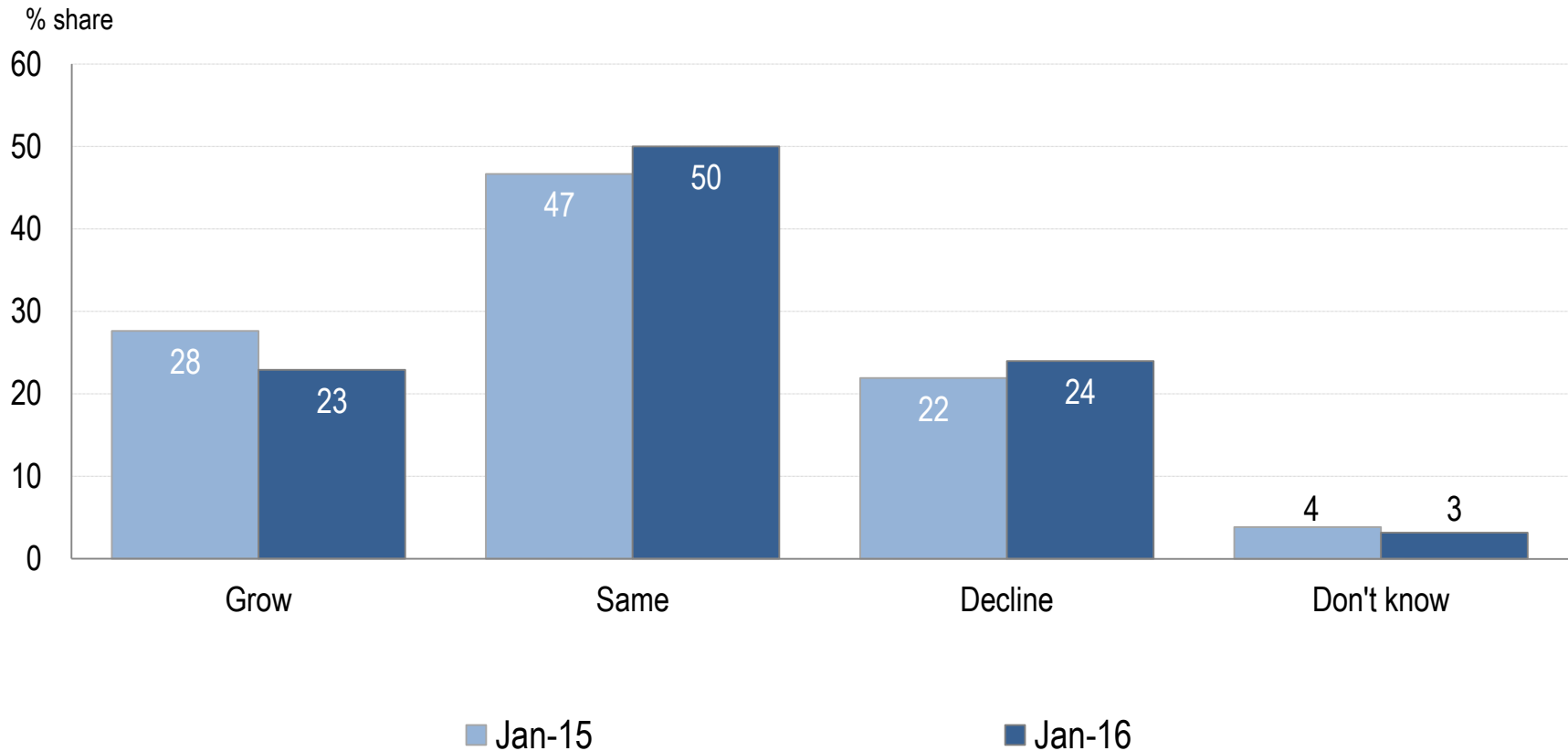
Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

How have your annual profits (EBIT) increased or decreased year-on-year?



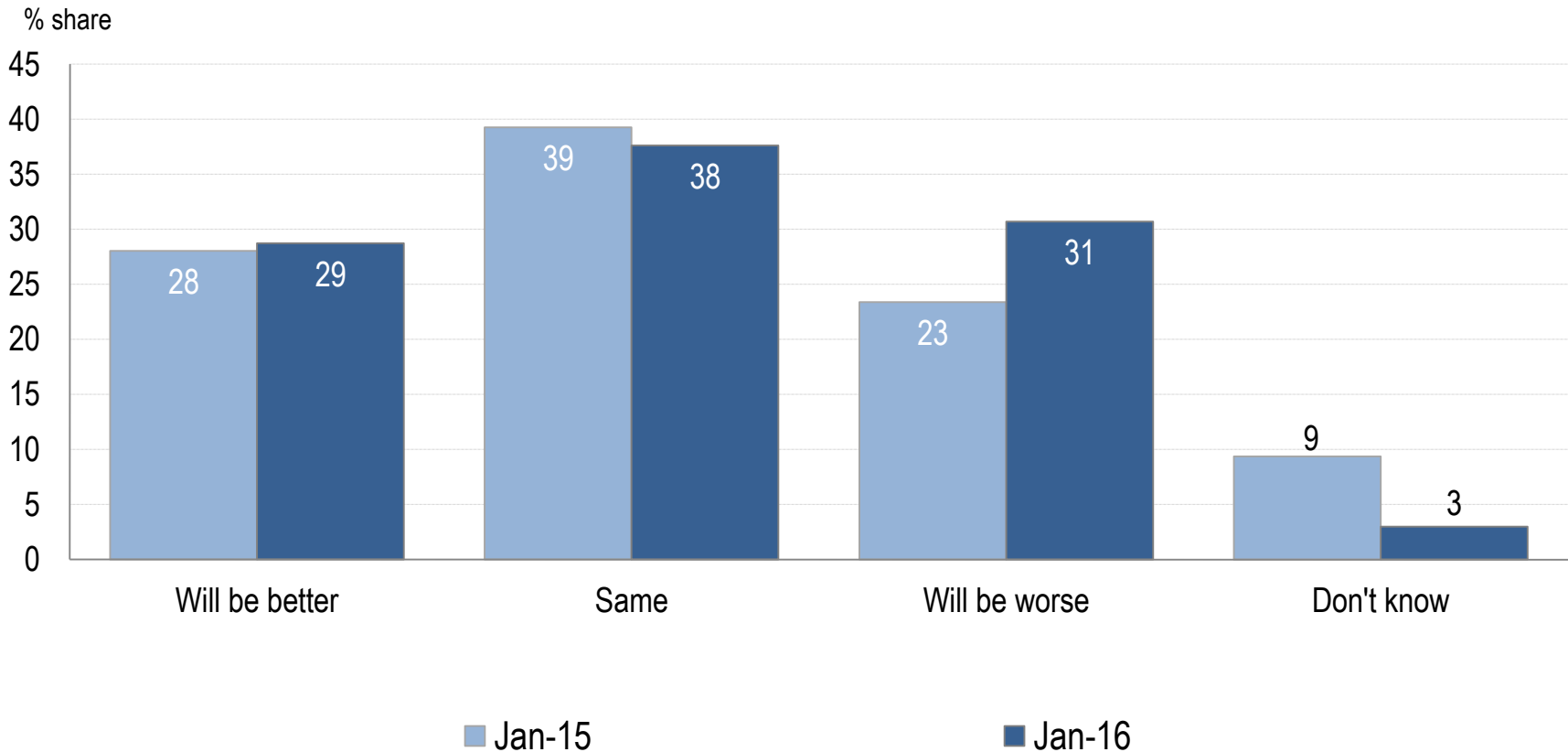
Source: TBI Multisport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

Over the next 12 months, do you feel that the sport of triathlon in the USA will grow, decline, or stay about the same?



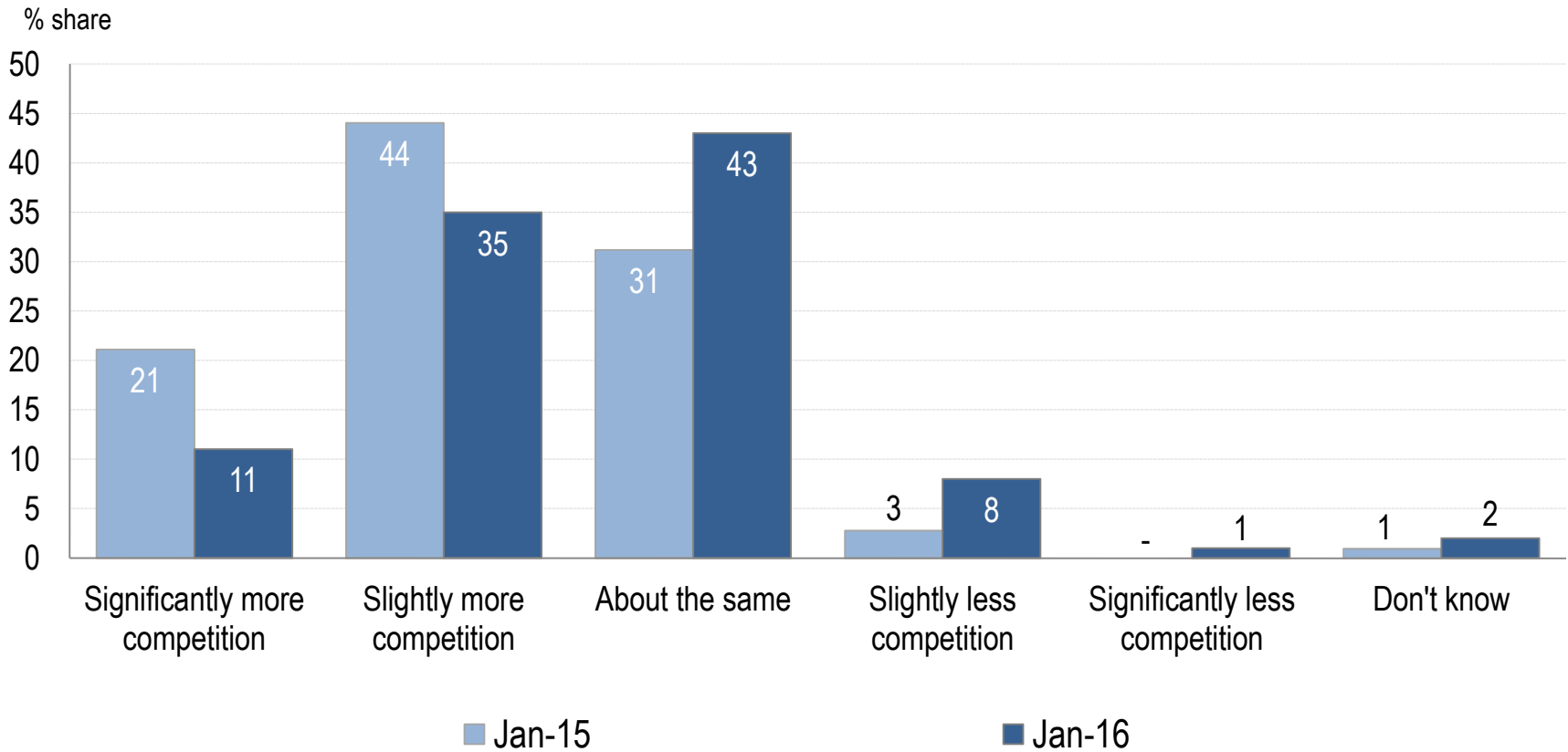
Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

Do you think that business conditions for triathlon over the next 12 months will be better, worse, the same, or not sure in comparison to the past 12 months?



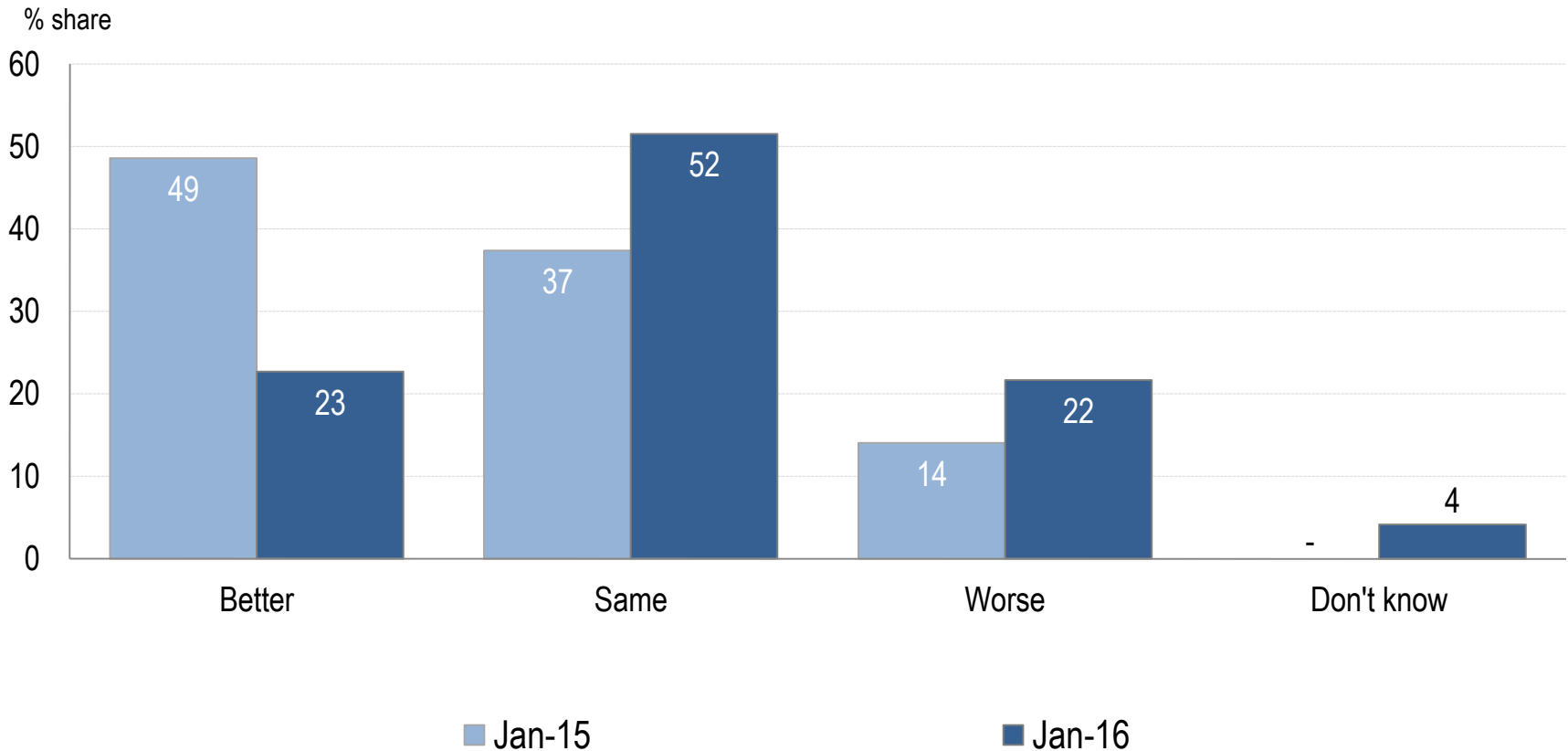
Source: TBI Multisport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

How has competition, for your business overall, increased or decreased this past 12 months?



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

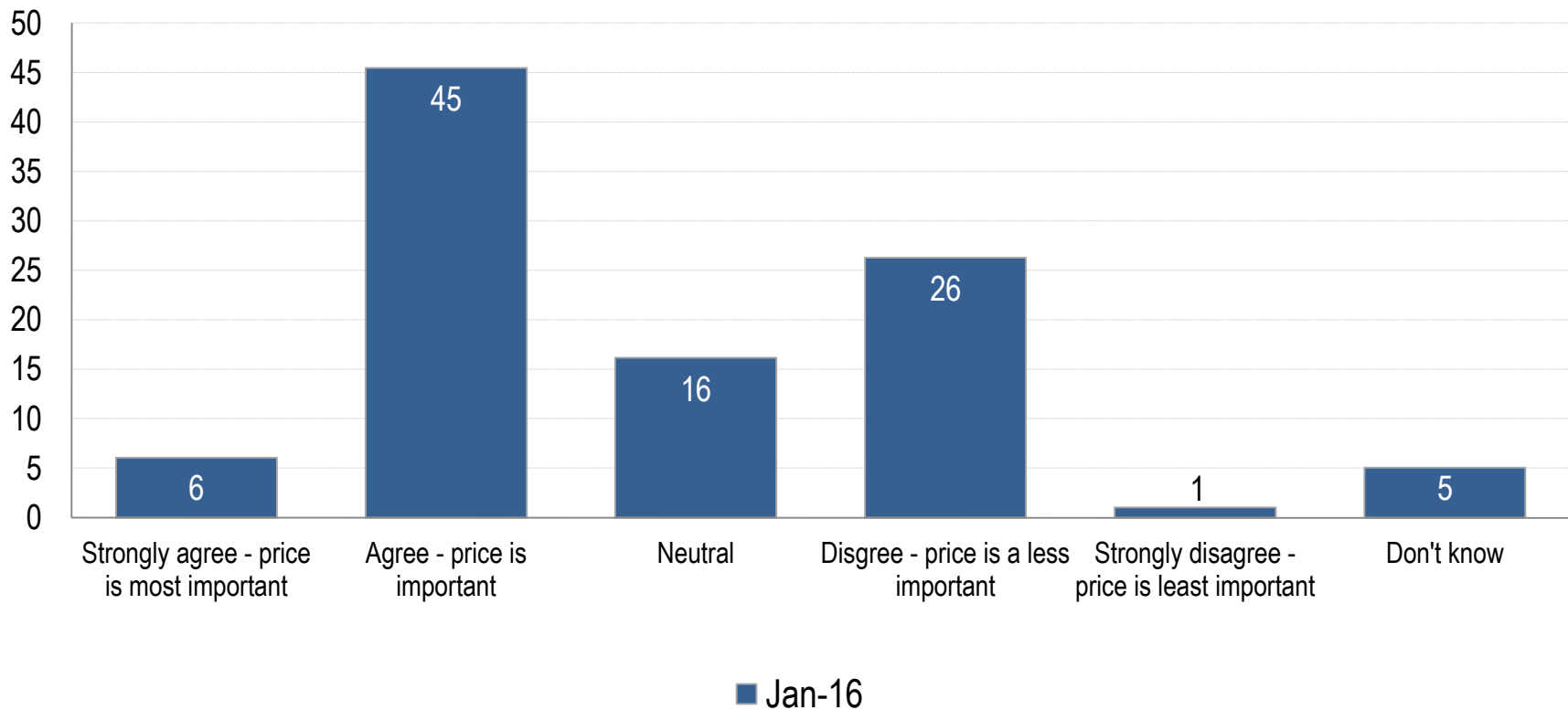
In the United States over the next 12 months, do you think economic conditions will be better, worse, or about the same?



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2015 vs Jan 2016 data / numbers may vary due to rounding

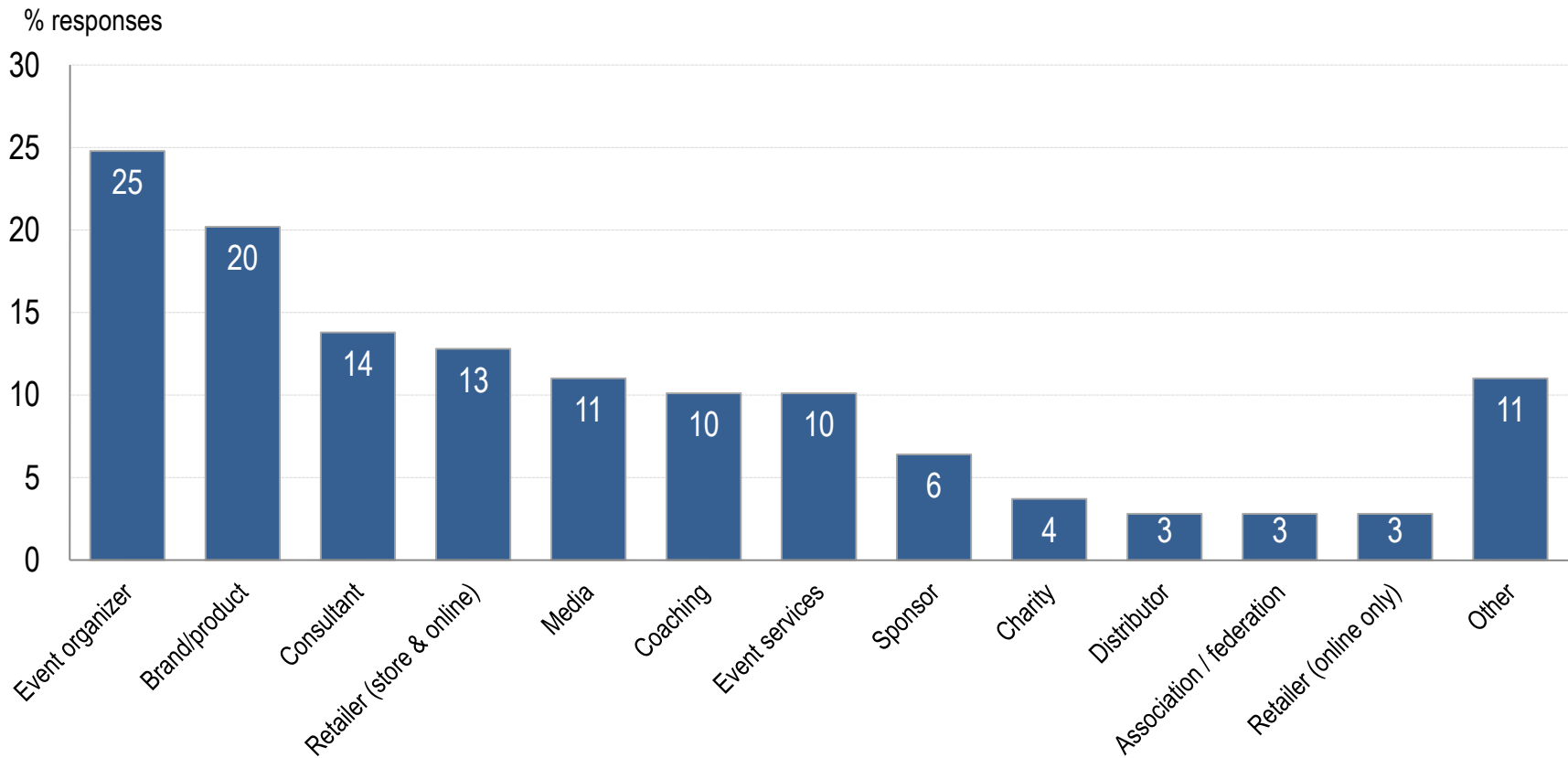
TBI USA Industry Confidence Survey – year on year: event entry pricing

Do you think that the entry fee (and any increase in price as race day approaches) is the primary factor for a participant to not enter an event?
 (Or, are athletes less concerned by any price increases that may apply as race day approaches?)



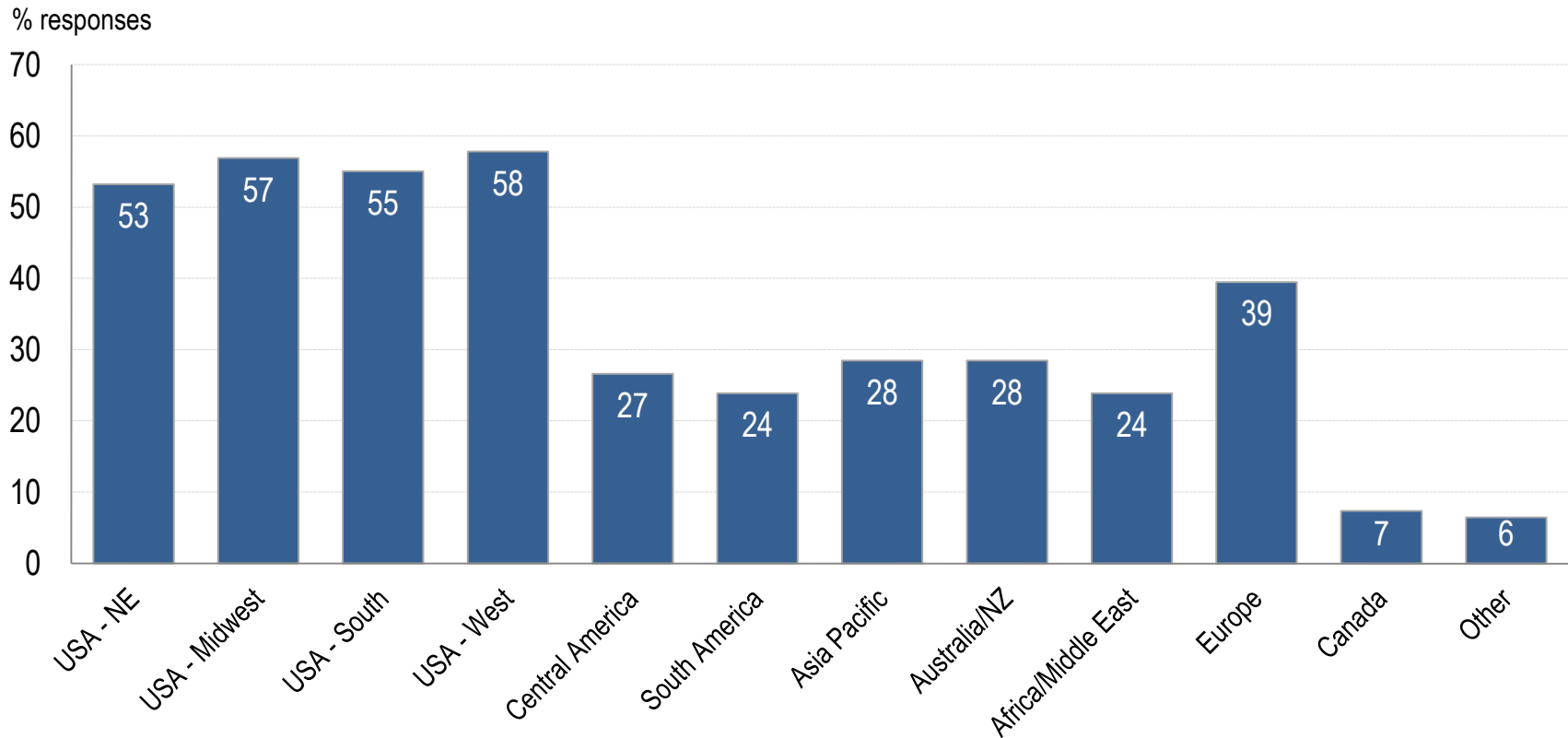
Source: TBI MultiSport Industry Confidence Survey responses, Jan 2016 data / numbers may vary due to rounding

Respondent companies: Main business activities



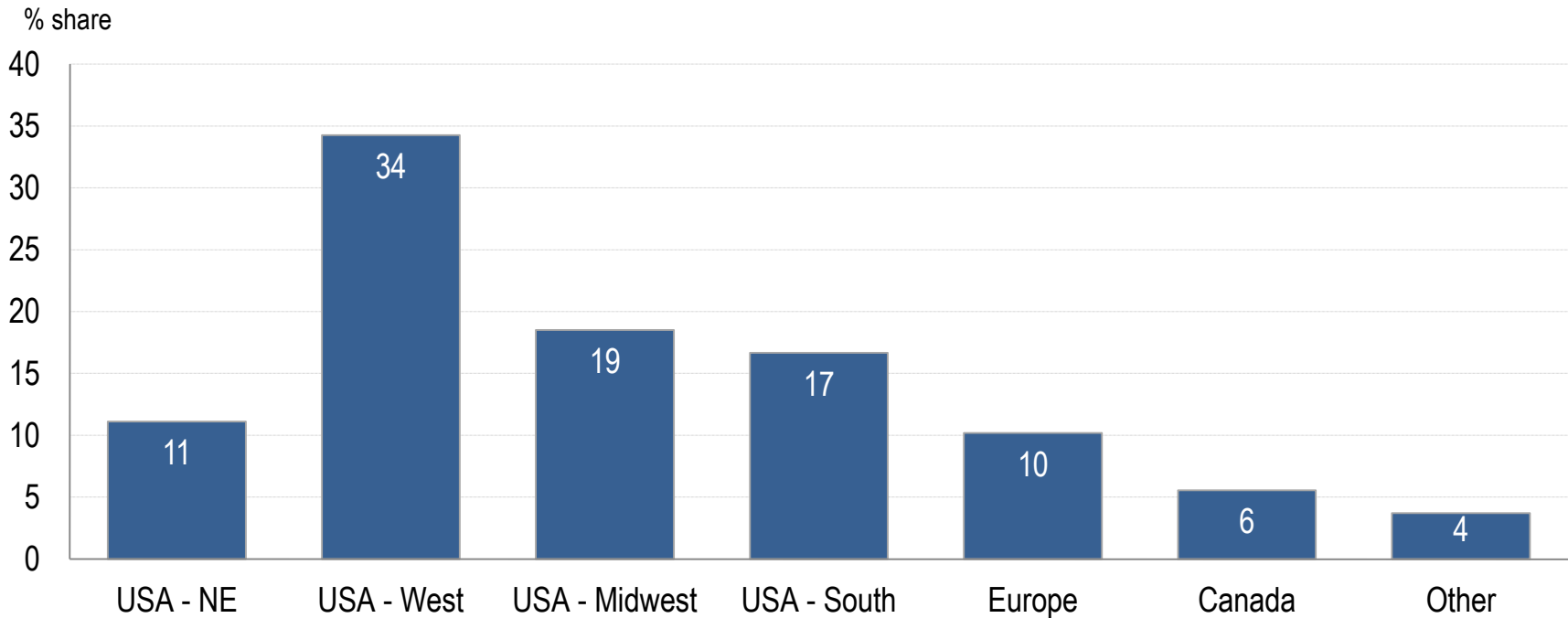
Source: TBI MultiSport Industry Confidence Survey responses, Jan 2016 data / numbers may vary due to rounding

Respondent companies: Regions where business activities are conducted



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2016 data / numbers may vary due to rounding

Respondent companies: Primary base of business HQ



Source: TBI MultiSport Industry Confidence Survey responses, Jan 2016 data / numbers may vary due to rounding

A triathlete is wrapped in a silver emergency blanket and is being hugged by a woman. The scene is outdoors at a triathlon event, with other participants and spectators visible in the background.

Thank You!

Thank you very much for your time.

For any questions or follow up data requests, please contact:

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