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Participants in 2010 IMT Des Moines Marathon give event high ratings

Des Moines, Iowa—More than 99% of participants in the 2010 IMT Des Moines Marathon would recommend the race to a friend, according to the results of a new survey by Corona Insights.

“That number really flattered us,” said Chris Burch, IMT Des Moines Marathon director of racing and events. “We know we have good word of mouth among athletes all over the country, but that rating was still higher than we could have expected.” It also explains the 41% participants who said they signed up because “this race has a good reputation.”

Among the athletes who responded to Corona’s survey, 92% rated the experience “good” (27%) or “very good” (65%).

The event earned extremely high marks in comparison to other 2010 races for crowd support, course support, course entertainment and volunteers. “Those numbers are such a positive indicator, because they’re not just about our race,” Burch said. “They’re really about Des Moines as a whole.” Of the respondents who live outside Polk County, 52% said they traveled 100 miles or more to participate.

Asked whether they thought the race was a good value for the entry fee, 94% said yes.

For complete results of the Corona Insights survey, go to DesMoinesMarathon.com.

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For IMT Des Moines Marathon event information, please visit the Web site at desmoinesmarathon.com or call 515.288.2692.