

Extrasports

Shoes brand survey

SaintÉLyon 2018



December 17th, 2018

Context

SaintÉLyon | Nov. 30th & Dec. 1st 2018 – 65th

Localization : Saint-Etienne (42) - Lyon (69)

7 formulas:

- 81 km (2 100 m D+ | 2 400 m D-) solo & relays 2/3/4
- 44 km (1 400 m D+ | 1 900 m D-)
- 22 km (450 m D+ | 600 m D-)
- 12 km (250 m D+ | 350 m D-)

Weather conditions : cold, strong rain, muddy ground

65 % nature (paths)

35 % urban (road)

Survey sent to all the runners who provided a valid e-mail address

→ **15 251** qualified contacts


→ **4 346** answers or a **28,5 %** answer rate

NB : In consideration of the number of answers, the error margin rate of the survey is inferior to 5%.



Key figures

17 000
runners

 81 km Men
Guillaume Porche
06:26:12

 81 km Women
Aigul Mingazova
07:55:35

23% women

77% men

900 volunteers

21 Nationalities

53% From the Auvergne
– Rhône – Alpes
Region

16% From the Parisian
area

69% ABC1 (NRS social
grade)

40 Average age

19 partners

81% Are motivated by the
personal challenge

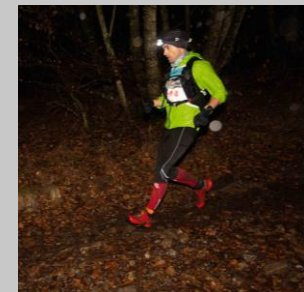
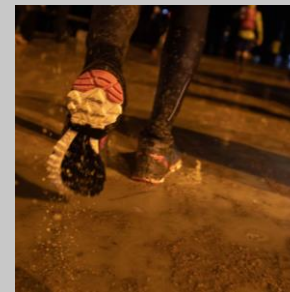
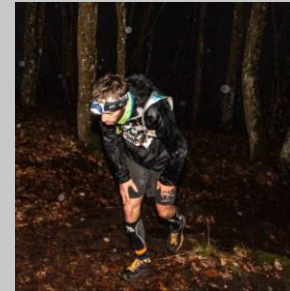
91% Are satisfied of the
race course

74% New participants
(2018/2017)

Shoes brand representation

« Which shoes brand did you use during the race ? »

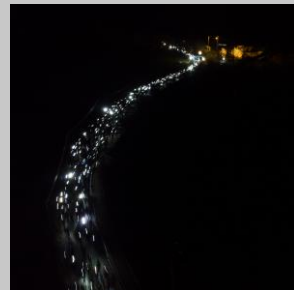
Brand	2018 %	2017 %
Salomon	18,4	18
Hoka One One	12,2	9,8
Asics	11,9	17,6
Brooks	10,9	11,2
Kalenji	9,3	8,6
Saucony	8,8	6,9
Mizuno	7,4	10,6
New Balance	5,4	4,7
Adidas	4,5	4,3
Nike	2,8	1,5
Others	2,5	1,8
La Sportiva	2,4	2
Altra Running	1,3	1
Inov-8	0,9	1
The North Face	0,7	0,4
Scott	0,6	0,6
Total	100	100



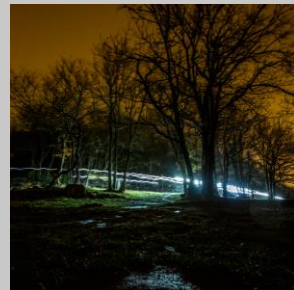
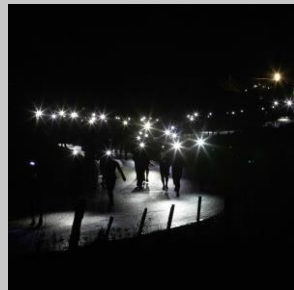
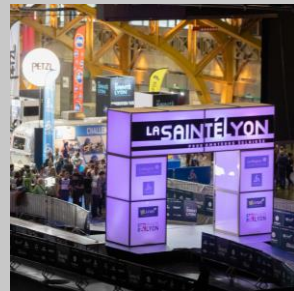
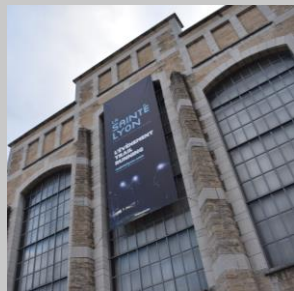
*Others : Columbia Montrail (0,5%) | On Running (0,5%) | Salming (0,2%)

Merrell (0,2%) | Dynafit (0,2%) | Skechers (0,2%) | Reebok (0,2%)

Puma (0,1%) | Raidlight (0,1%) | Tecnica (0,1%) | Scarpa (0,1%) | Veets (0,1%)



LA
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