
Extrasports

Satisfaction survey - Partners

SaintÉLyon 2019



December 17th, 2019

Context

SaintÉLyon | Nov. 30th & Dec. 1st 2019 – 66th

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

8 formulas:

- 152 km (4 350 m D+ | 4 350 m D-)
- 76 km (2 100 m D+ | 2 450 m D-) solo & relays 2/3/4
- 44 km (1 000 m D+ | 1 500 m D-)
- 23km (500 m D+ | 650 m D-)
- 12 km (250 m D+ | 400 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

→ **15 071** qualified contacts

→ **4 954** answers or a **32,87 %** answer rate

NB : Error margin rate of the survey is inferior to 5%



Key figures

17 000

runners



76 km Men
Cédric Fleureton
05:54:17



76 km Women
Camille Bruyas
06:54:00

24%

women

76%

men

900

volunteers

26

Nationalities

56%

From the Auvergne
– Rhône-Alpes
Region

15%

From the Parisian
area

69%

ABC1 (NRS social
grade)

38

Average age

19

partners

81%

Are motivated by the
personal challenge

91%

Are satisfied of the
race course

73%

New participants
(2019/2017)

Partners unaided awareness

« Can you name a partner of SaintéLyon 2019 ? »**

Partenaire	2019 %	2018 %
Odlo	33,8	30,8
i-Run.fr	21,0	16,8
A-R-A Region	12,2	18,7
IDK (Don't know)	10,8	11,6
BV Sport	6,2	8,7
Other*	4,2	2,7
Petzl	3,0	2,3
Isostar	3,0	2,4
St-Yorre	2,8	2,6
City of Lyon	1,3	3,1
Tiger Balm	0,7	-
Ninkasi	0,3	0,4
Crédit Mutuel	0,3	0,1
CryoAdvance	0,3	0,1
Total	100	100



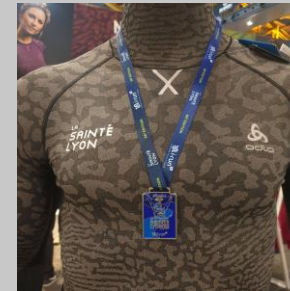
* Other : Diverse (Non-partners) | Grand Lyon | Centre Léon Bérard
Ibis | RFM | Life+ | Lyon Sport Santé | City of St-Etienne | Live Trail

** Open question, free answer

Assessment of partner activations

« What activities did you enjoy most? »**

Partners	2019 %
BV Sport finisher t-shirt	62,4
Odlo headband runner gift	43,4
i-Run.fr finisher medal	37,8
Ninkasi beer on arrival	22,6
Recovery area by BV Sport	7,8
Nutrition products Isostar	6,2
E-motion Trail moovies	3,7
Massage with Tiger Balm products	2,4
Muscle recovery Life+	2,3
Cryotherapy by Cryoadvance	2,3
Lyon Sport Santé Conference	2,2
Biathlon by Odlo	1,9

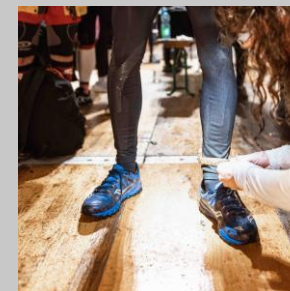


** Checkboxes, several possible choices

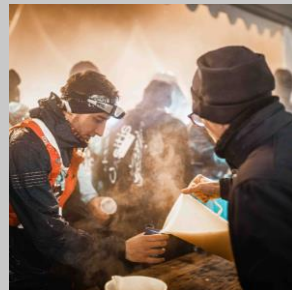
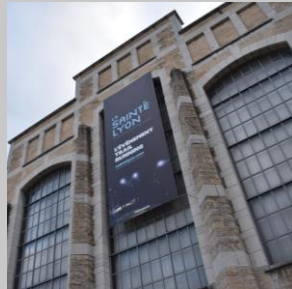
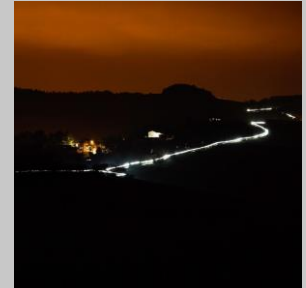
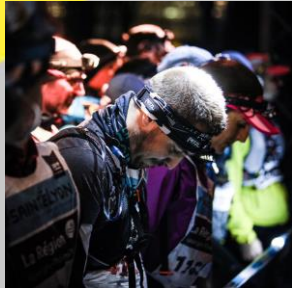
Shoes brand representation

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

Brand	2019 %	2018 %	2017 %
Salomon	18	18,4	18
Hoka One One	14,9	12,2	9,8
Asics	12	11,9	17,6
Kalenji	10	9,3	8,6
Brooks	9,3	10,9	11,2
Saucony	8,1	8,8	6,9
New Balance	5,1	5,4	4,7
Mizuno	5	7,4	10,6
Autres*	4,6	2,5	1,8
Adidas	3,7	4,5	4,3
La Sportiva	3,1	2,4	2
Nike	2,6	2,8	1,5
Altra Running	1,3	1,3	1
Scott	1	0,6	0,6
Inov-8	0,8	0,9	1
The North Face	0,5	0,7	0,4



*Autres : On Running (0,5%) | Columbia Montrail (0,3%) | Salming (0,2%)
 Merrell (0,2%) | Dynafit (0,2%) | Skechers (0,1%) | Reebok (0,1%)
 Puma (0,1%) | Raidlight (0,1%) | Tecnica (0,1%) | Haglöf (0,1%) | ...





Extrasports

5 rue Vauban - 69 006 Lyon
04 72 45 92 45

Baptiste Guillot
b.guillot@extra-sports.com

Fanny Kretz
f.kretz@extra-sports.com

Jules Sentenat
j.sentenat@extra-sports.com

