
Extrasports

Shoes brand survey

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

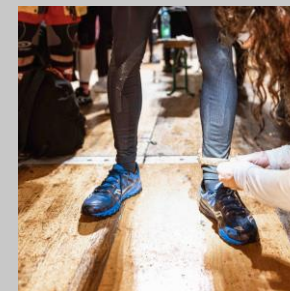
91% Are satisfied of the
race course

73% New participants
(2019/2017)

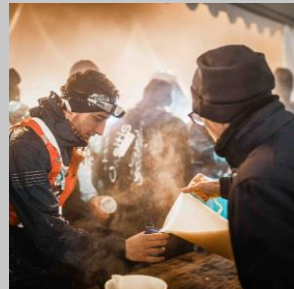
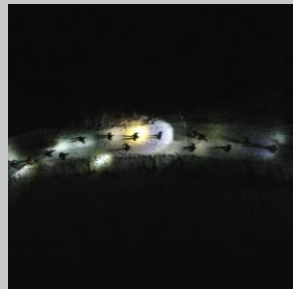
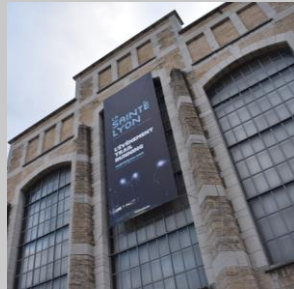
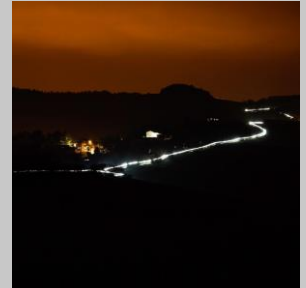
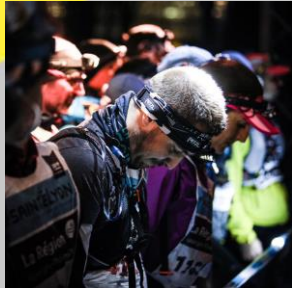
Shoes brand representation

« 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%) | ...





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