



Satisfaction survey (partners)

Asics SaintÉLyon 2021



December 17th, 2021

Context

Asics SaintÉLyon | November 27 & 28, 2021 – 67th

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

8 formulas :

- 156 km (4 400 m D+ | 4 400 m D-)
- 78 km (2 040 m D+ | 2 300 m D-) solo & relays 2/3/4
- 46 km (1 000 m D+ | 1 500 m D-)
- 23 km (400 m D+ | 550 m D-)
- 13 km (250 m D+ | 350 m D-)

Weather conditions : cold, snow / rain, ice / muddy ground

65 % nature (paths)

35 % urban (road)

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

- **13 209** qualified contacts
- **3 256** answers or a **24,65 %** answer ra
- Error margin rate of the survey is **+ or - 3%**



Key figures

15 000
runners



78 km Men
Thomas Cardin &
Romain Lieux
05:56



76 km Women
Sandrine Flechet
07:31

24% women

76% men

900 volunteers

28 Nationalities

56% From the Auvergne
– Rhône – Alpes
Region

14% From the Parisian
area

69% ABC1 (NRS social
grade)

38 Average age

19 partners

65% Are motivated by the
personal challenge

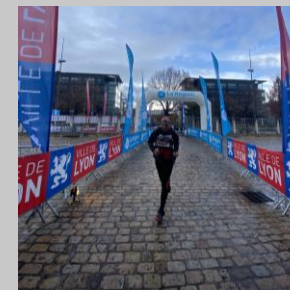
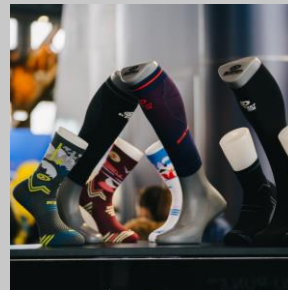
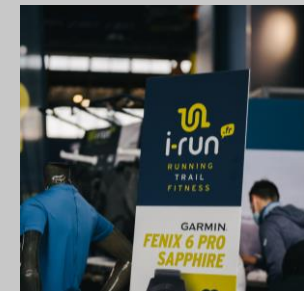
90% Are satisfied of the
race course

72% New participants
(2021/2019)

Spontaneous awareness partners

« Who do you think is the main partner of the event? »**

Partner	2021 %	2019 %	2018 %
Asics	80,6	-	-
Odlo (ex-partner)	-	33,8	30,0
Région A-R-A	5,9	12,2	18,7
IDK No opinion	5,7	10,8	11,6
i-Run.fr	2,3	21,0	16,8
BV Sport	1,5	6,2	8,7
Others*	1,1	8,3	5,7
Ville de Lyon	1,0	1,3	3,1
CT Lyon	0,7	-	-
Petzl	0,6	3,0	2,3
St-Yorre	0,2	2,8	2,6
Baume du Tigre	0,1	-	-
Ninkasi	0,1	0,3	0,4
Gorilla	0,1	-	-
Crédit Mutuel	0,1	0,3	0,1
Total	100	100	100



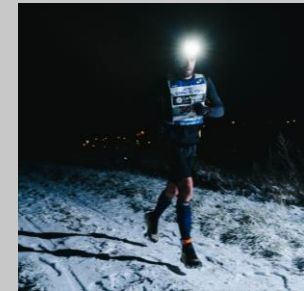
*Others : CryoaAdvance | TA Energy | Centre Léon Bérard | Clinique du Parc Lyon | RFM
Accor | Baume du Tigre...

** Open question, free answer

Evaluation of Partner gifts

« Your opinion on the proposed elements? »**

Partner	😊 %	😐 %	😞 %
i-Run.fr Finisher medal	76	9	15
BV Sport t-shirt Finisher	73	7	20
Région A-R-A Bib	73	3	24
Asics Shoe Bag (only 156 km)	71	-	29
Ninkasi Beer Finisher	48	41	11
Gorilla technical shoelaces	39	32	28



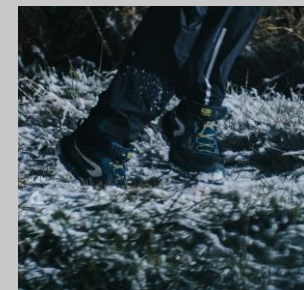
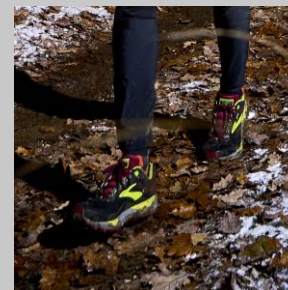
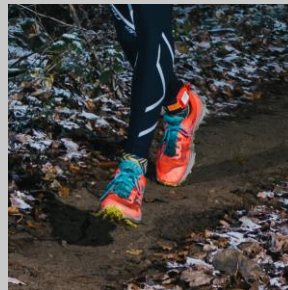
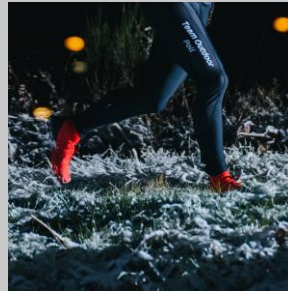
** Checkboxes, with one choice only :

“not satisfied” | “unhappy” | “no opinion” | “satisfied” | “very satisfied”

Shoes brand representation

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

Brand	2021 %	2019 %	2018 %
Salomon	18	18	18,4
Hoka	15,9	14,9	12,2
Asics	12,6	12	11,9
Saucony	9,7	8,1	8,8
Brooks	9,4	9,3	10,9
Kalenji	7,2	10	9,3
Mizuno	4,2	5	7,4
La Sportiva	3,7	3,1	2,4
New Balance	3,3	5,1	5,4
Nike	3,3	2,6	2,8
Others*	3,2	4,6	2,5
No opinion	2,4	-	-
Adidas	2,3	3,7	4,5
Altra Running	2	1,3	1,3
Scott	1,7	1	0,6
On Running	1,1	0,5	0,4
Total	100	100	100

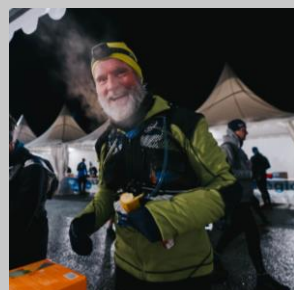
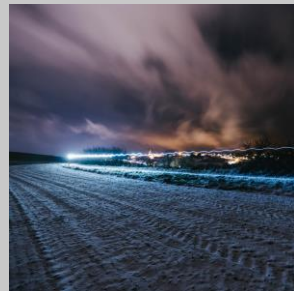
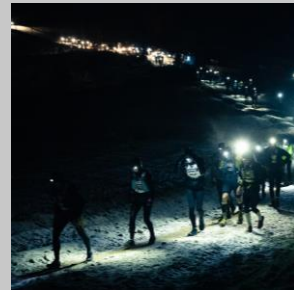
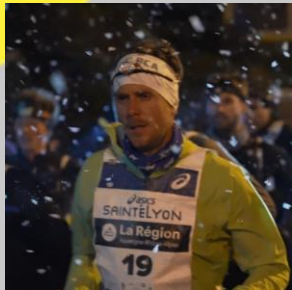


*Others : Dynafit (0,5%) | The North Face (0,4%) | Inov-8 (0,4%) | Raidlight (0,4%)

Columbia Montrail (0,3%) | Scarpa (0,3%) | Salming (0,2%) | Merrell (0,2%) | Veets (0,2%)

Tecnica (0,1%) | Haglöfs (0,1%) | Vibram Five Fingers (0,1%)

** Checkboxes, with one choice only



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