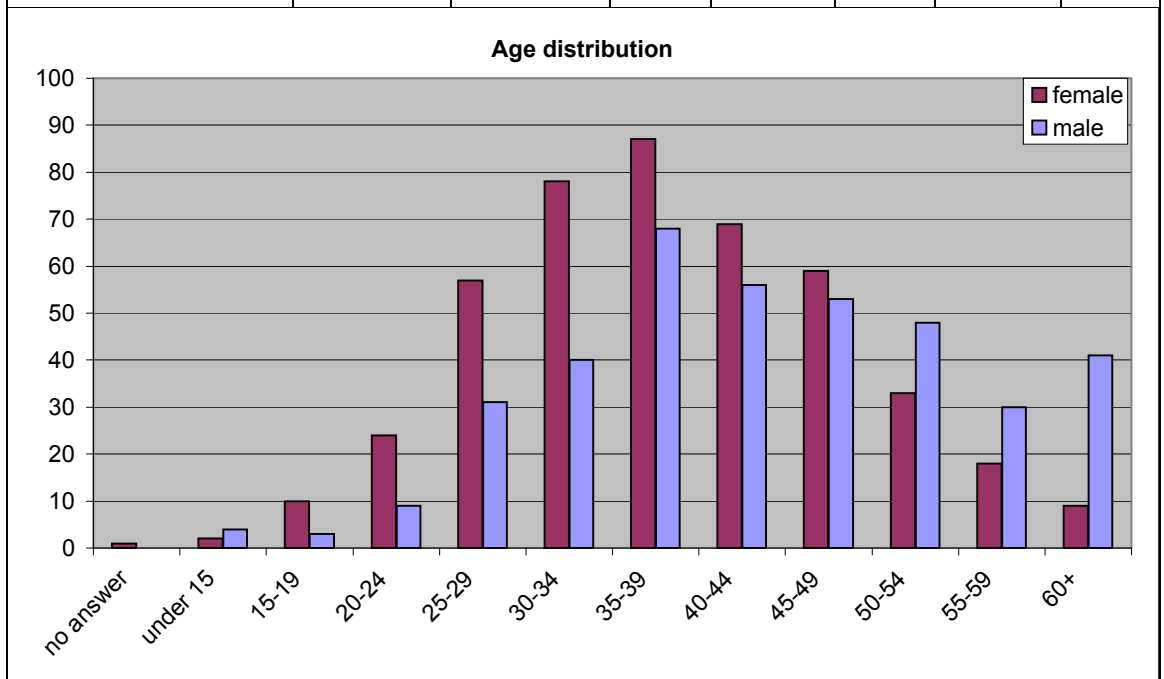


RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male
Total respondents	830		447		383
1. What is your age group?					
no answer	1	0.12%	1	0.22%	-
under 15	6	0.72%	2	0.45%	4
15-19	13	1.57%	10	2.24%	3
20-24	33	3.98%	24	5.37%	9
25-29	88	10.60%	57	12.75%	31
30-34	118	14.22%	78	17.45%	40
35-39	155	18.67%	87	19.46%	68
40-44	125	15.06%	69	15.44%	56
45-49	112	13.49%	59	13.20%	53
50-54	81	9.76%	33	7.38%	48
55-59	48	5.78%	18	4.03%	30
60+	50	6.02%	9	2.01%	41



2. Gender					
male	384	46.27%			
female	446	53.73%			
3. Marital status					
no answer	6	0.72%	5	1.12%	1
single	276	33.25%	186	41.61%	90
married	548	66.02%	256	57.27%	292

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

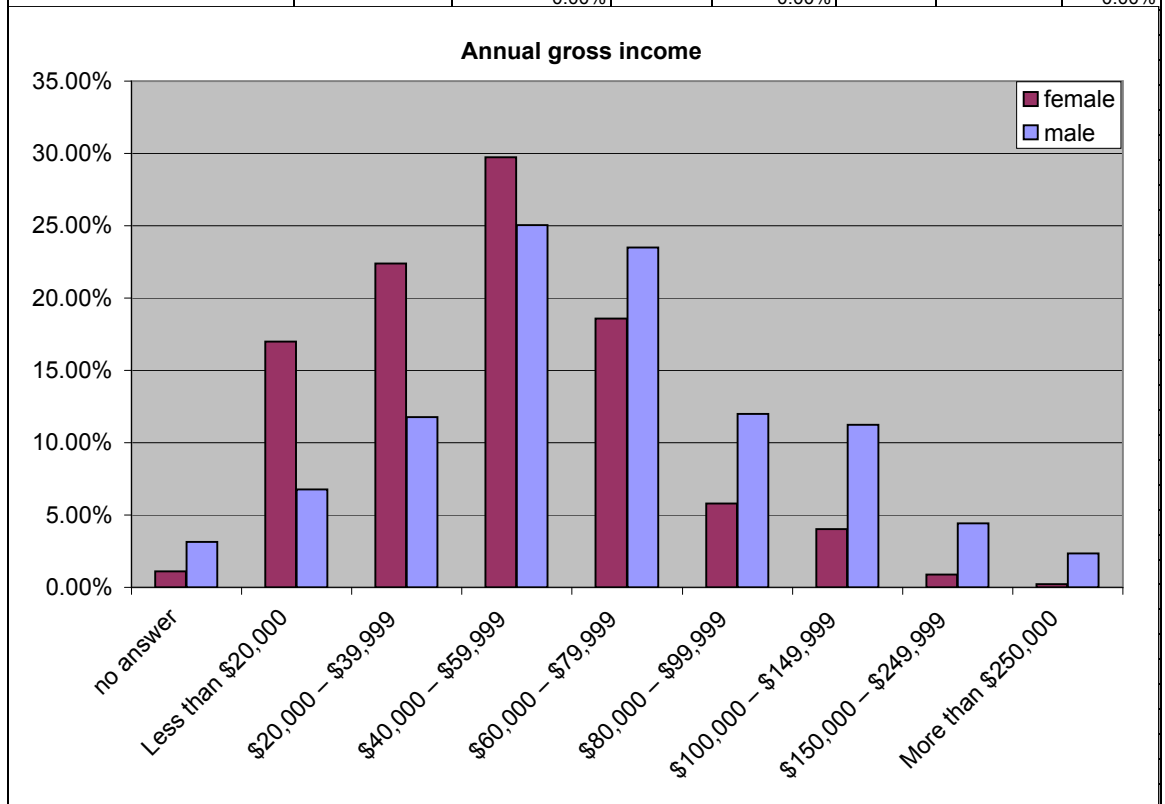
	total			female		male	
Total respondents	830			447		383	
4. Occupation							
no answer	2	0.24%	0	0.00%		2	0.52%
banking/finance	52	6.27%	19	4.25%		33	8.62%
corporate	52	6.27%	29	6.49%		23	6.01%
education	104	12.53%	68	15.21%		36	9.40%
healthcare	130	15.66%	95	21.25%		35	9.14%
fitness industry	28	3.37%	21	4.70%		7	1.83%
legal	10	1.20%	7	1.57%		3	0.78%
retail sales	28	3.37%	15	3.36%		13	3.39%
hospitality	20	2.41%	9	2.01%		11	2.87%
government	81	9.76%	38	8.50%		43	11.23%
trade	35	4.22%	2	0.45%		33	8.62%
student	43	5.18%	28	6.26%		15	3.92%
home duties	29	3.49%	28	6.26%		1	0.26%
retired	38	4.58%	10	2.24%		28	7.31%
unemployed	4	0.48%	1	0.22%		3	0.78%
information technology	21	2.53%	8	1.79%		13	3.39%
other (as specified)	153	18.43%	68	15.21%		85	22.19%
administration							
advertising							
childcare							
construction							
consultant							
engineering							
emergency services inc defence force							
mining							
research							
self employed							
science							
5. Where do you live?							
Australia	762	91.81%	409	91.50%		353	92.17%
state:							0.00%
Victoria	290	34.94%	155	34.68%		135	35.25%
Queensland	135	16.27%	75	16.78%		60	15.67%
New South Wales	195	23.49%	108	24.16%		87	22.72%
Tasmania	20	2.41%	13	2.91%		7	1.83%
South Australia	45	5.42%	19	4.25%		26	6.79%
Western Australia	45	5.42%	23	5.15%		22	5.74%
ACT	28	3.37%	15	3.36%		13	3.39%
Northern Territory	4	0.48%	1	0.22%		3	0.78%
New Zealand	64	7.71%	38	8.50%		26	6.79%
North Island NZ	49	5.90%	27	6.04%		22	5.74%
South Island NZ	15	1.81%	10	2.24%		5	1.31%
other	4	0.48%	1	0.22%		3	0.78%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
6. Annual gross income per year						
no answer	17	2.05%	5	1.12%	12	3.13%
Less than \$20,000	102	12.29%	76	17.00%	26	6.79%
\$20,000 – \$39,999	145	17.47%	100	22.37%	45	11.75%
\$40,000 – \$59,999	229	27.59%	133	29.75%	96	25.07%
\$60,000 – \$79,999	173	20.84%	83	18.57%	90	23.50%
\$80,000 – \$99,999	72	8.67%	26	5.82%	46	12.01%
\$100,000 – \$149,999	61	7.35%	18	4.03%	43	11.23%
\$150,000 – \$249,999	21	2.53%	4	0.89%	17	4.44%
More than \$250,000	10	1.20%	1	0.22%	9	2.35%
		0.00%		0.00%		0.00%



7. Are you a member of a running club?						
no answer			0.00%		0.00%	
yes	266	32.05%	135	30.20%	131	34.20%
no	564	67.95%	311	69.57%	253	66.06%
8. How many fun runs/walks do you enter a year?						
no answer	2	0.24%	1	0.22%	1	0.26%
none	73	8.80%	42	9.40%	31	8.09%
3 or less	295	35.54%	162	36.24%	133	34.73%
4-6	286	34.46%	160	35.79%	126	32.90%
7-10	96	11.57%	53	11.86%	43	11.23%
more than 10	78	9.40%	28	6.26%	50	13.05%
9. Do you walk or run the events you enter?						
no answer	57	6.87%	39	8.72%	18	4.70%
walk	6	0.72%	4	0.89%	2	0.52%
run	707	85.18%	364	81.43%	343	89.56%
run and walk	60	7.23%	40	8.95%	20	5.22%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

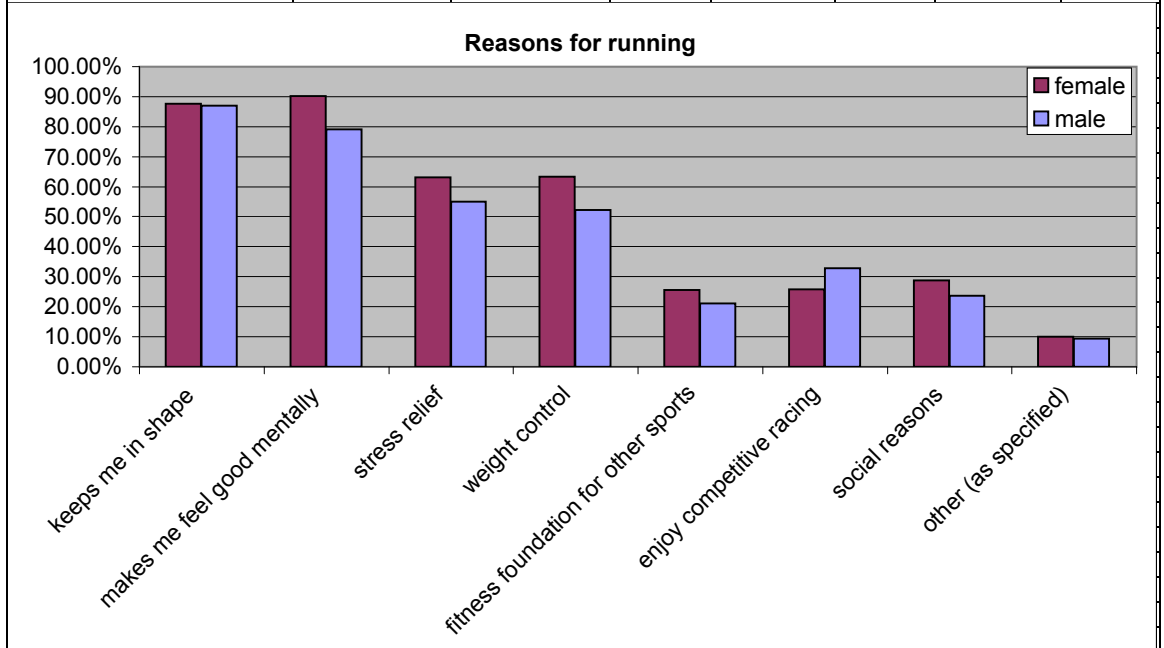
	total			female		male	
Total respondents	830			447		383	
10. How long have you been a runner?							
no answer	4	0.48%	3	0.67%		1	0.26%
less than a year	55	6.63%	39	8.72%		16	4.18%
1-5 years	264	31.81%	169	37.81%		95	24.80%
5-10 years	141	16.99%	78	17.45%		63	16.45%
10-15 years	99	11.93%	62	13.87%		37	9.66%
15-20 years	71	8.55%	39	8.72%		32	8.36%
more than 20 years	196	23.61%	57	12.75%		139	36.29%
11. How far do you run each week?							
no answer	2	0.24%	1	0.22%		1	0.26%
less than 20km	163	19.64%	106	23.71%		162	42.30%
20-50km	481	57.95%	262	58.61%		480	125.33%
50-100km	162	19.52%	72	16.11%		161	42.04%
100+km	22	2.65%	6	1.34%		21	5.48%
12. How often do you run?							
no answer	3	0.36%	1	0.22%		2	0.52%
once a week	10	1.20%	5	1.12%		5	1.31%
2-4 times a week	422	50.84%	233	52.13%		189	49.35%
4-6 times a week	365	43.98%	195	43.62%		170	44.39%
8+ times a week	30	3.61%	13	2.91%		17	4.44%
13. What pace per kilometre do you run in training?							
no answer	20	2.41%	17	3.80%		3	0.78%
3:30	10	1.20%	4	0.89%		6	1.57%
3:45	13	1.57%	5	1.12%		8	2.09%
4:00	26	3.13%	10	2.24%		16	4.18%
4:15	30	3.61%	11	2.46%		19	4.96%
4:30	83	10.00%	25	5.59%		58	15.14%
4:45	85	10.24%	42	9.40%		43	11.23%
5:00	159	19.16%	75	16.78%		84	21.93%
5:15	59	7.11%	30	6.71%		29	7.57%
5:30	106	12.77%	60	13.42%		46	12.01%
5:45	57	6.87%	39	8.72%		18	4.70%
6:00	93	11.20%	60	13.42%		33	8.62%
6:15	24	2.89%	16	3.58%		8	2.09%
6:30	22	2.65%	17	3.80%		5	1.31%
6:45	11	1.33%	10	2.24%		1	0.26%
7:00 or more	32	3.86%	26	5.82%		6	1.57%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
14. What are your reasons for running?						
keeps me in shape	725	87.35%	392	87.70%	333	86.95%
makes me feel good mentally	706	85.06%	403	90.16%	303	79.11%
stress relief	493	59.40%	282	63.09%	211	55.09%
weight control	483	58.19%	283	63.31%	200	52.22%
fitness foundation for other sports	195	23.49%	114	25.50%	81	21.15%
enjoy competitive racing	241	29.04%	115	25.73%	126	32.90%
social reasons	220	26.51%	129	28.86%	91	23.76%
other (as specified)	81	9.76%	45	10.07%	36	9.40%
discipline						
freedom						
habit						
dog						
addicted						
health reasons						
confidence/self esteem						
challenge						
gets me out of the house/office						
self time						
love it						
because I can						
fun/enjoyment						



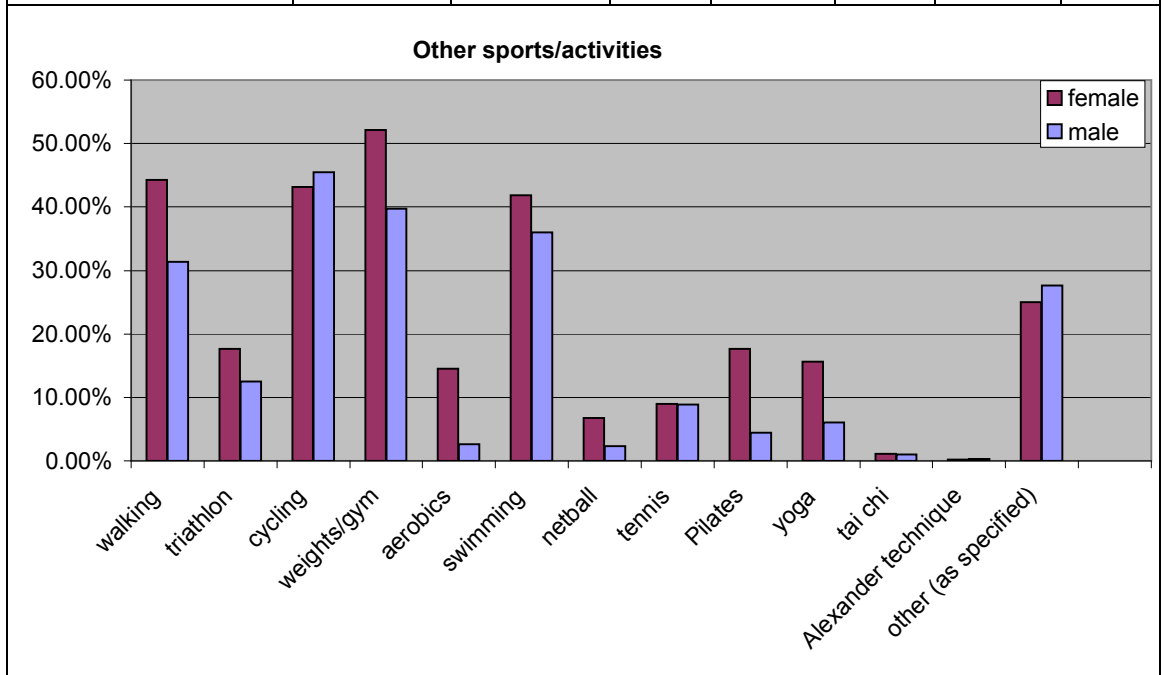
15. Barring injury or illness, do you see yourself as a lifetime runner?						
no answer	7	0.84%	4	0.89%	3	0.78%
yes	812	97.83%	443	99.11%	369	96.34%
no	11	1.33%	0	0.00%	11	2.87%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male
Total respondents	830		447		383
16. What other sports/activities do you participate in?					
walking	318	38.31%	198	44.30%	120
triathlon	127	15.30%	79	17.67%	48
cycling	367	44.22%	193	43.18%	174
weights/gym	385	46.39%	233	52.13%	152
aerobics	75	9.04%	65	14.54%	10
swimming	325	39.16%	187	41.83%	138
netball	39	4.70%	30	6.71%	9
tennis	74	8.92%	40	8.95%	34
Pilates	96	11.57%	79	17.67%	17
yoga	93	11.20%	70	15.66%	23
tai chi	9	1.08%	5	1.12%	4
Alexander technique	2	0.24%	1	0.22%	1
other (as specified)	218	26.27%	112	25.06%	106
basketball					
bushwalking					
cricket					
dancing					
football					
golf					
hiking					
horse riding					
skiing					
soccer					

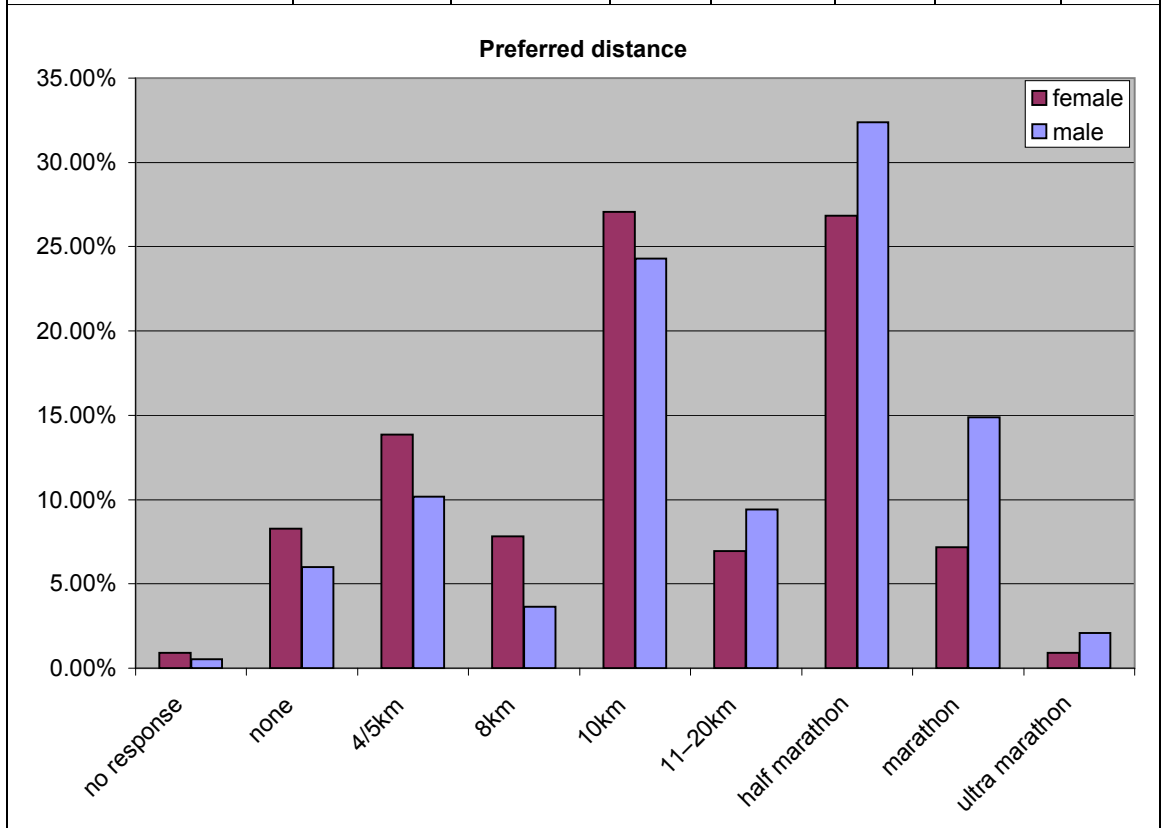


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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006
male/female comparison

	total			female		male	
Total respondents	830			447		383	
17. What events have you entered in the past year?							
none	106	12.77%	52	11.63%		54	14.10%
4/5km	304	36.63%	193	43.18%		111	28.98%
8km	241	29.04%	136	30.43%		105	27.42%
10km	462	55.66%	247	55.26%		215	56.14%
11-20km	221	26.63%	90	20.13%		131	34.20%
half marathon	390	46.99%	188	42.06%		202	52.74%
marathon	160	19.28%	66	14.77%		94	24.54%
ultra marathon	32	3.86%	12	2.68%		20	5.22%
trail run	85	10.24%	37	8.28%		48	12.53%
track race	71	8.55%	31	6.94%		40	10.44%
cross-country	113	13.61%	60	13.42%		53	13.84%
triathlon	117	14.10%	72	16.11%		45	11.75%
duathlon	45	5.42%	28	6.26%		17	4.44%
swimming	48	5.78%	29	6.49%		19	4.96%
multisport adventure race	29	3.49%	13	2.91%		16	4.18%
18. What is your preferred racing distance?							
no response	6	0.72%	4	0.89%		2	0.52%
none	60	7.23%	37	8.28%		23	6.01%
4/5km	101	12.17%	62	13.87%		39	10.18%
8km	49	5.90%	35	7.83%		14	3.66%
10km	214	25.78%	121	27.07%		93	24.28%
11-20km	67	8.07%	31	6.94%		36	9.40%
half marathon	244	29.40%	120	26.85%		124	32.38%
marathon	89	10.72%	32	7.16%		57	14.88%
ultra marathon	12	1.45%	4	0.89%		8	2.09%

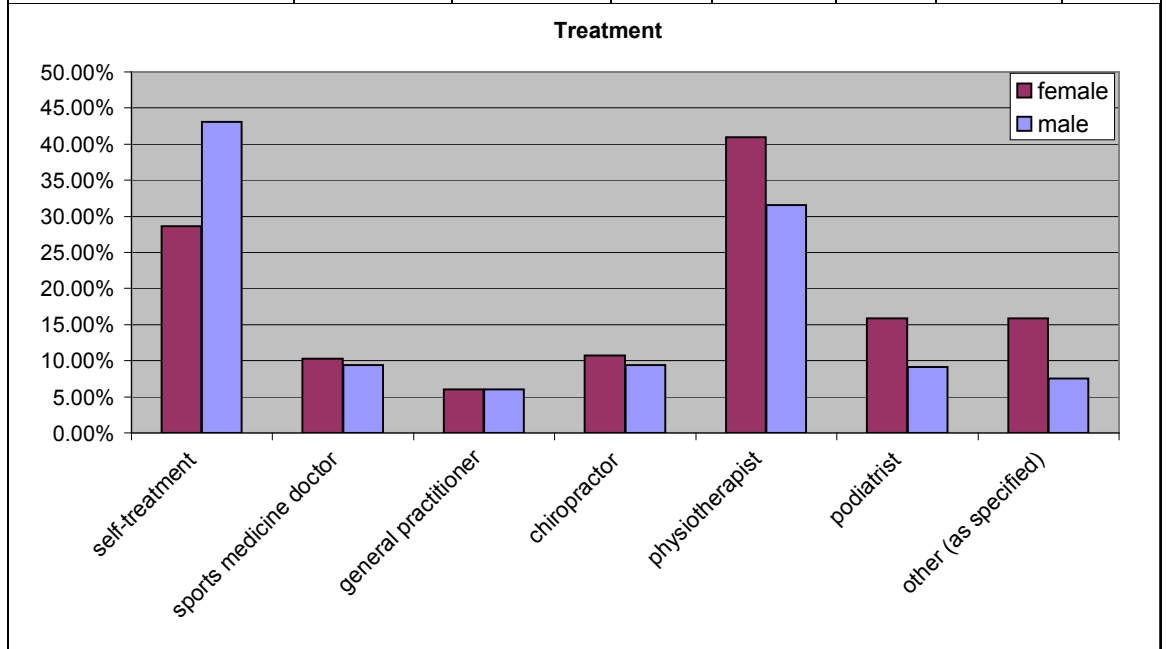


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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
19. What injuries have you had in the past year?						
none	213	25.66%	125	27.96%	88	22.98%
lower back	155	18.67%	86	19.24%	69	18.02%
knee	180	21.69%	95	21.25%	85	22.19%
hamstring	92	11.08%	47	10.51%	45	11.75%
foot	143	17.23%	78	17.45%	65	16.97%
hips	69	8.31%	43	9.62%	26	6.79%
shin splints	73	8.80%	43	9.62%	30	7.83%
calf	87	10.48%	33	7.38%	54	14.10%
Achilles tendonitis	100	12.05%	46	10.29%	54	14.10%
quadriceps	7	0.84%	3	0.67%	4	1.04%
other (as specified)	121	14.58%	112	25.06%	9	2.35%
ankle	27	3.25%				
groin	6	0.72%				
ITB	23	2.77%	16	3.58%	7	1.83%
neck	5	0.60%				
plantar facitis	6	0.72%				
sciatic nerve	4	0.48%				
shoulder	5	0.60%				
stress fracture	6	0.72%				
20. What treatment did you have?						
self-treatment	293	35.30%	128	28.64%	165	43.08%
sports medicine doctor	82	9.88%	46	10.29%	36	9.40%
general practitioner	50	6.02%	27	6.04%	23	6.01%
chiropractor	84	10.12%	48	10.74%	36	9.40%
physiotherapist	304	36.63%	183	40.94%	121	31.59%
podiatrist	106	12.77%	71	15.88%	35	9.14%
other (as specified)	100	12.05%	71	15.88%	29	7.57%
acupuncture	12	1.45%				
bowen therapist	4	0.48%				
massage	30	3.61%	23	5.15%	7	1.83%
myotherapist	4	0.48%				
osteopath	23	2.77%	20	4.47%	3	0.78%
surgery	11	1.33%				

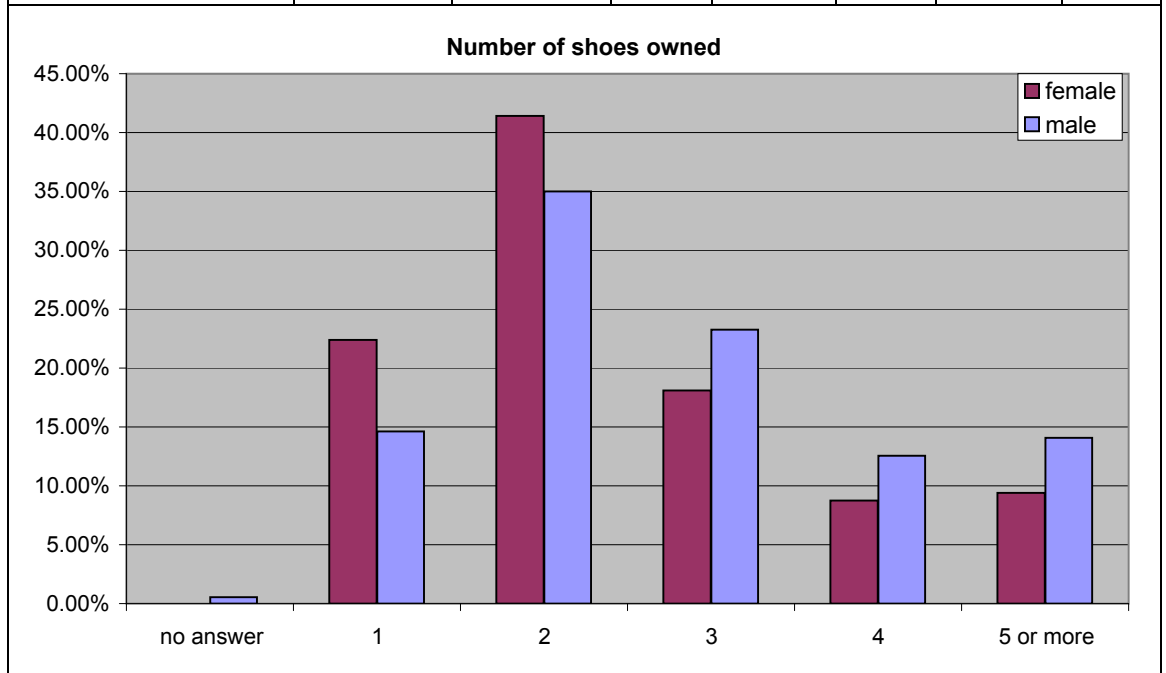


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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
21. Have you consulted a						
personal trainer	123	14.82%	90	20.13%	33	8.62%
dieticians	55	6.63%	42	9.40%	13	3.39%
masseur	239	28.80%	147	32.89%	92	24.02%
coach	115	13.86%	71	15.88%	44	11.49%
online coach	49	5.90%	31	6.94%	18	4.70%
other (as specified)	18	2.17%	8	1.79%	10	2.61%
friend/family	5	0.60%	2	0.45%	3	0.78%
books						
22. What type of running shoes do you own?						
training shoes	791	95.30%	430	96.20%	361	94.26%
racing shoes	186	22.41%	77	17.23%	109	28.46%
spikes	61	7.35%	25	5.59%	36	9.40%
trail shoes	65	7.83%	31	6.94%	34	8.88%
23. How many pairs of running shoes do you own?						
no answer	2	0.24%		0.00%	2	0.52%
1	156	18.80%	100	22.37%	56	14.62%
2	319	38.43%	185	41.39%	134	34.99%
3	170	20.48%	81	18.12%	89	23.24%
4	87	10.48%	39	8.72%	48	12.53%
5 or more	96	11.57%	42	9.40%	54	14.10%



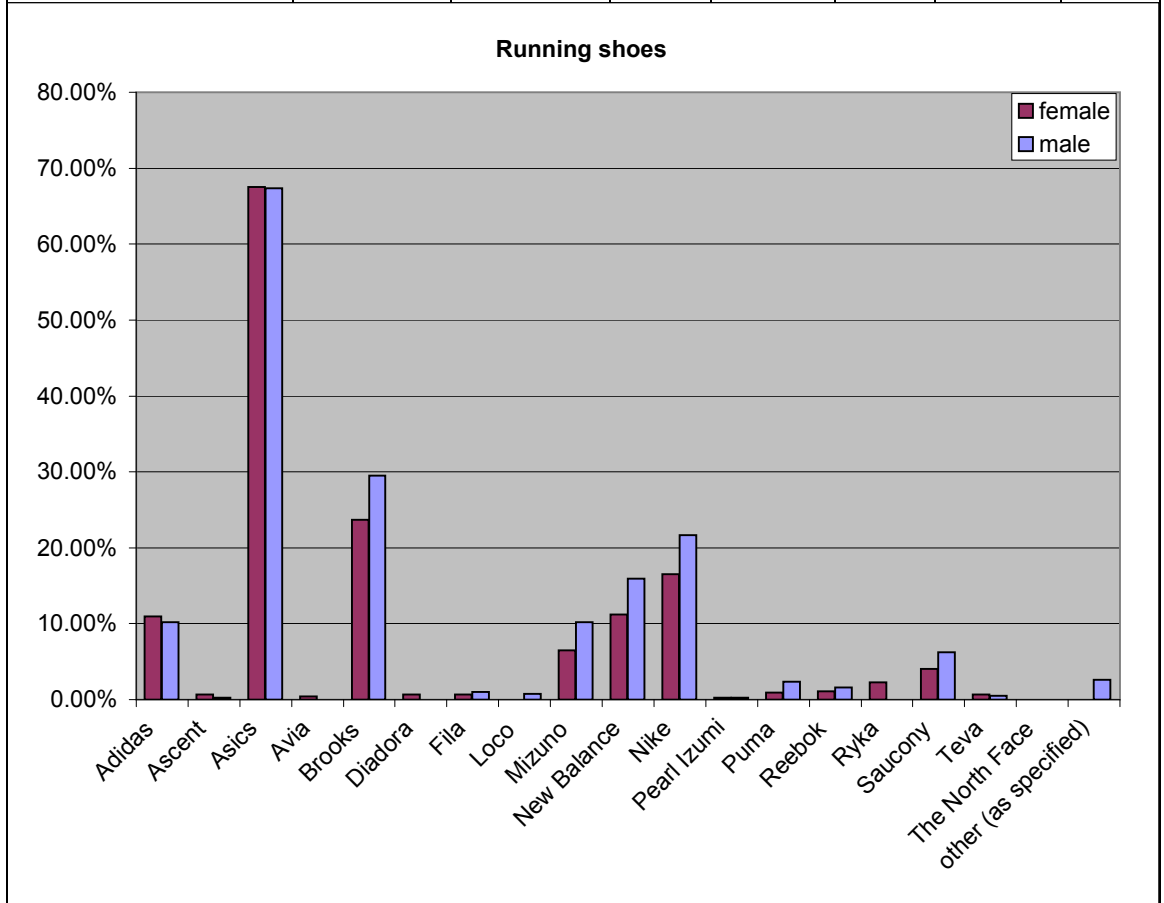
24. Rank the features considered when buying running shoes.					
(1 most important, 10 least important)					
fit/comfort	1		1		1
injury prevention features	2		2		2
performance features	3		3		3
weight	4		4		4
price	5		5		5
brand	6		6		6
appearance	7		7		7
weather protection	8		8		8

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006
male/female comparison

	total		female		male	
Total respondents	830		447		383	
25. What brand of running shoes do you own?						
Adidas	88	10.60%	49	10.96%	39	10.18%
Ascent	4	0.48%	3	0.67%	1	0.26%
Asics	560	67.47%	302	67.56%	258	67.36%
Avia	2	0.24%	2	0.45%	-	0.00%
Brooks	219	26.39%	106	23.71%	113	29.50%
Diadora	3	0.36%	3	0.67%	-	0.00%
Fila	7	0.84%	3	0.67%	4	1.04%
Loco	3	0.36%	0	0.00%	3	0.78%
Mizuno	68	8.19%	29	6.49%	39	10.18%
New Balance	111	13.37%	50	11.19%	61	15.93%
Nike	157	18.92%	74	16.55%	83	21.67%
Pearl Izumi	2	0.24%	1	0.22%	1	0.26%
Puma	13	1.57%	4	0.89%	9	2.35%
Reebok	11	1.33%	5	1.12%	6	1.57%
Ryka	10	1.20%	10	2.24%	-	0.00%
Saucony	42	5.06%	18	4.03%	24	6.27%
Teva	5	0.60%	3	0.67%	2	0.52%
The North Face	0	0.00%	0	0.00%	-	0.00%
other (as specified)	10	1.20%	0	0.00%	10	2.61%
Dunlop	5	0.60%	1	0.22%		0.00%
Salomon	2	0.24%				
Slazenger	1	0.12%	1	0.22%		0.00%
Timberland	1	0.12%				
Lynx	1	0.12%				



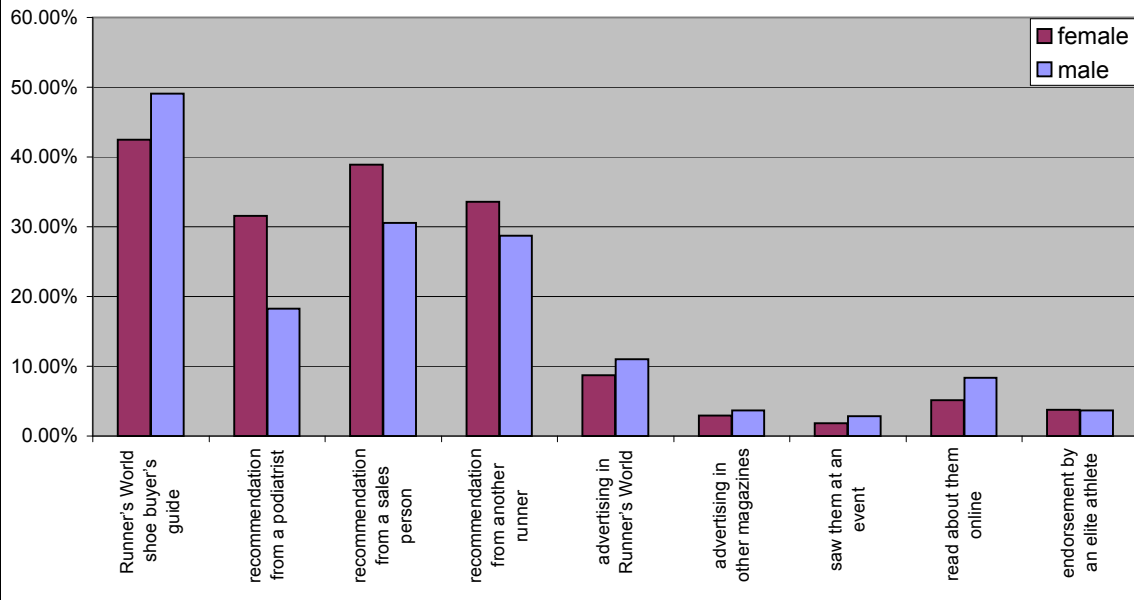
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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total			female		male	
Total respondents	830			447		383	
26. What price did you pay for your shoes?							
no response							
less than \$100	16	1.93%	9	2.01%		7	1.83%
\$100 – \$139	75	9.04%	39	8.72%		36	9.40%
\$140 – \$159	99	11.93%	49	10.96%		50	13.05%
\$160 – \$199	282	33.98%	149	33.33%		133	34.73%
\$200 – \$239	251	30.24%	127	28.41%		124	32.38%
\$240 – \$259	87	10.48%	64	14.32%		23	6.01%
\$260 – \$299	19	2.29%	11	2.46%		8	2.09%
\$300 – \$350	0	0.00%	0	0.00%		-	0.00%
more than \$350	1	0.12%	0	0.00%		1	0.26%
27. What influences your decision to buy a certain brand of running shoe?							
Runner's World shoe buyer's guide	378	45.54%	190	42.51%		188	49.09%
recommendation from a podiatrist	211	25.42%	141	31.54%		70	18.28%
recommendation from a sales person	291	35.06%	174	38.93%		117	30.55%
recommendation from another runner	260	31.33%	150	33.56%		110	28.72%
advertising in Runner's World	81	9.76%	39	8.72%		42	10.97%
advertising in other magazines	27	3.25%	13	2.91%		14	3.66%
saw them at an event	19	2.29%	8	1.79%		11	2.87%
read about them online	55	6.63%	23	5.15%		32	8.36%
endorsement by an elite athlete	31	3.73%	17	3.80%		14	3.66%

Reasons to buy particular running shoes



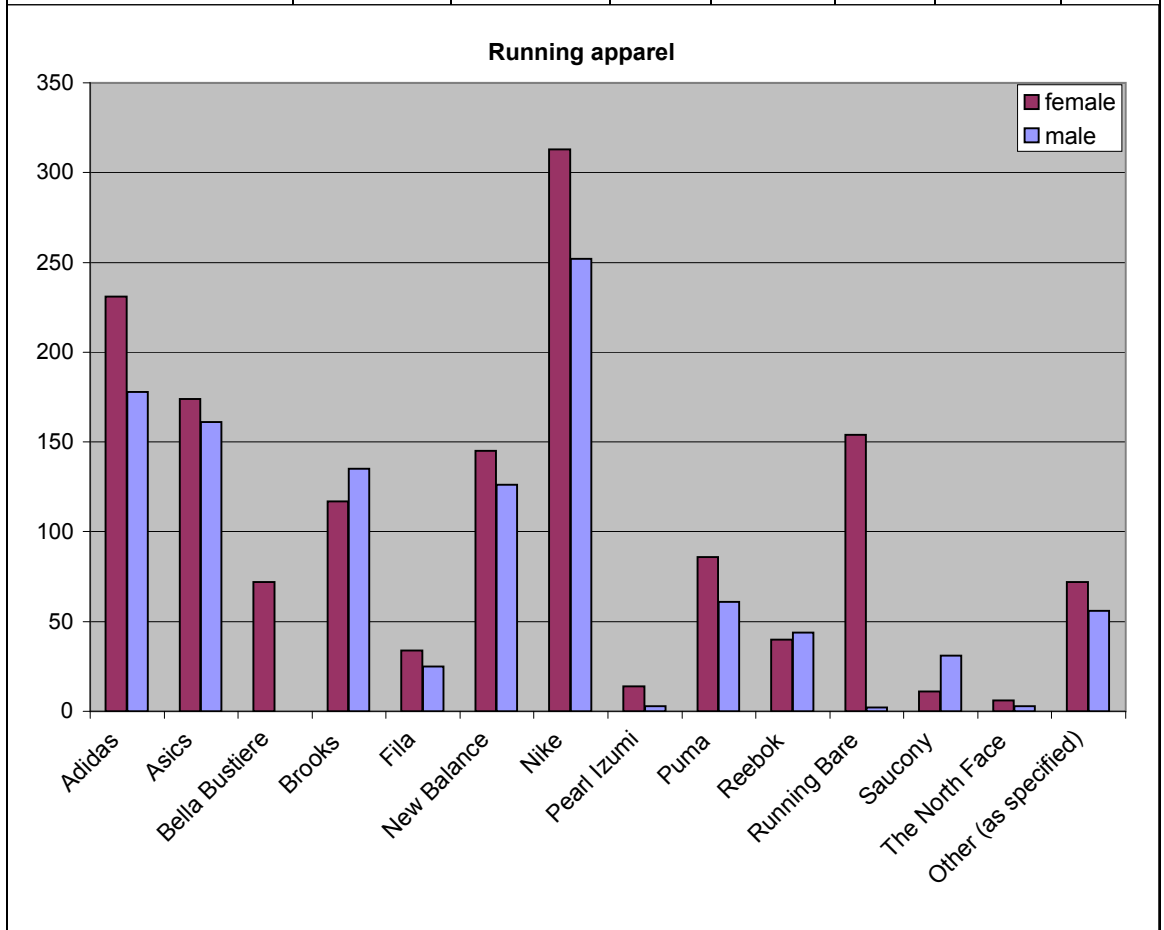
28. Which of the following running apparel do you own?							
shorts	778	93.73%	402	89.93%		376	98.17%
singlet	623	75.06%	311	69.57%		312	81.46%
cotton T-shirt	463	55.78%	242	54.14%		221	57.70%
cotton long-sleeve T-shirt	223	26.87%	119	26.62%		104	27.15%
technical fabric T-shirt	467	56.27%	264	59.06%		203	53.00%
technical fabric long-sleeve T-shirt	277	33.37%	146	32.66%		131	34.20%
socks	785	94.58%	419	93.74%		366	95.56%
sports tights	347	41.81%	221	49.44%		126	32.90%
hat/cap	598	72.05%	324	72.48%		274	71.54%
gloves	202	24.34%	108	24.16%		94	24.54%
running jacket	237	28.55%	133	29.75%		104	27.15%
jogging bra	367	44.22%	367	82.10%		-	0.00%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006
male/female comparison

	total		female		male	
Total respondents	830		447		383	
29. What brand of running apparel do you own?						
Adidas	409	49.28%	231	51.68%	178	46.48%
Asics	335	40.36%	174	38.93%	161	42.04%
Bella Bustiere	72	8.67%	72	16.11%	-	0.00%
Brooks	252	30.36%	117	26.17%	135	35.25%
Fila	59	7.11%	34	7.61%	25	6.53%
New Balance	271	32.65%	145	32.44%	126	32.90%
Nike	565	68.07%	313	70.02%	252	65.80%
Pearl Izumi	17	2.05%	14	3.13%	3	0.78%
Puma	147	17.71%	86	19.24%	61	15.93%
Reebok	84	10.12%	40	8.95%	44	11.49%
Running Bare	156	18.80%	154	34.45%	2	0.52%
Saucony	42	5.06%	11	2.46%	31	8.09%
The North Face	9	1.08%	6	1.34%	3	0.78%
Other (as specified)	128	15.42%	72	16.11%	56	14.62%
Skins	3	0.36%	3	0.67%	-	0.00%
Slazenger	4	0.48%	0	0.00%	4	1.04%
Spalding	5	0.60%	0	0.00%	5	1.31%
Diadora	10	1.20%	1	0.22%	9	2.35%
Orca	10	1.20%	4	0.89%	6	1.57%
Thorlo	11	1.33%	6	1.34%	5	1.31%
Mizuno	15	1.81%	5	1.12%	10	2.61%
Lorna Jane	20	2.41%	20	4.47%	-	0.00%

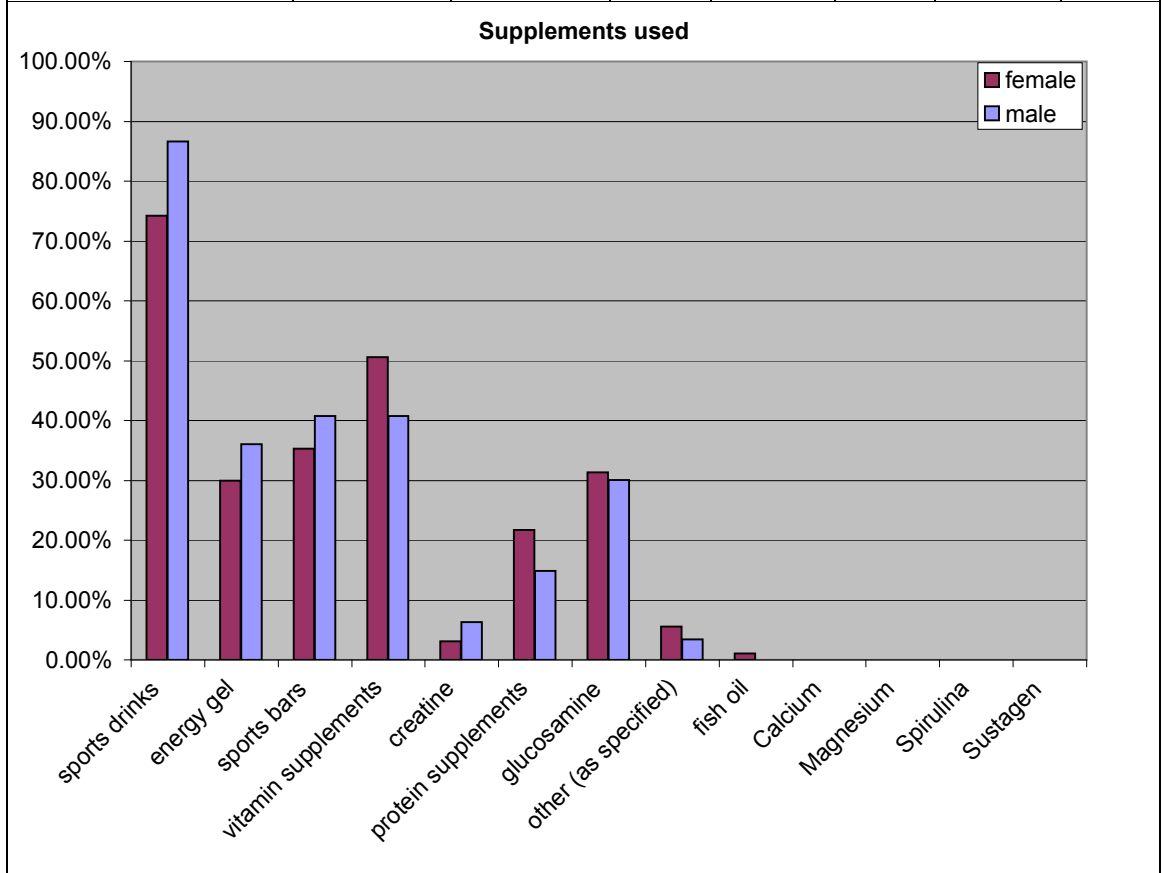


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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006
male/female comparison

	total		female		male
Total respondents	830		447		383
30. Which of the following supplements have you used in the past year?					
sports drinks	664	80.00%	332	74.27%	332
energy gel	272	32.77%	134	29.98%	138
sports bars	314	37.83%	158	35.35%	156
vitamin supplements	382	46.02%	226	50.56%	156
creatine	38	4.58%	14	3.13%	24
protein supplements	154	18.55%	97	21.70%	57
glucosamine	255	30.72%	140	31.32%	115
other (as specified)	38	4.58%	25	5.59%	13
fish oil	8	0.96%	5	1.12%	
Calcium	2	0.24%			
Magnesium	3	0.36%			
Spirulina	4	0.48%			
Sustagen	3	0.36%			

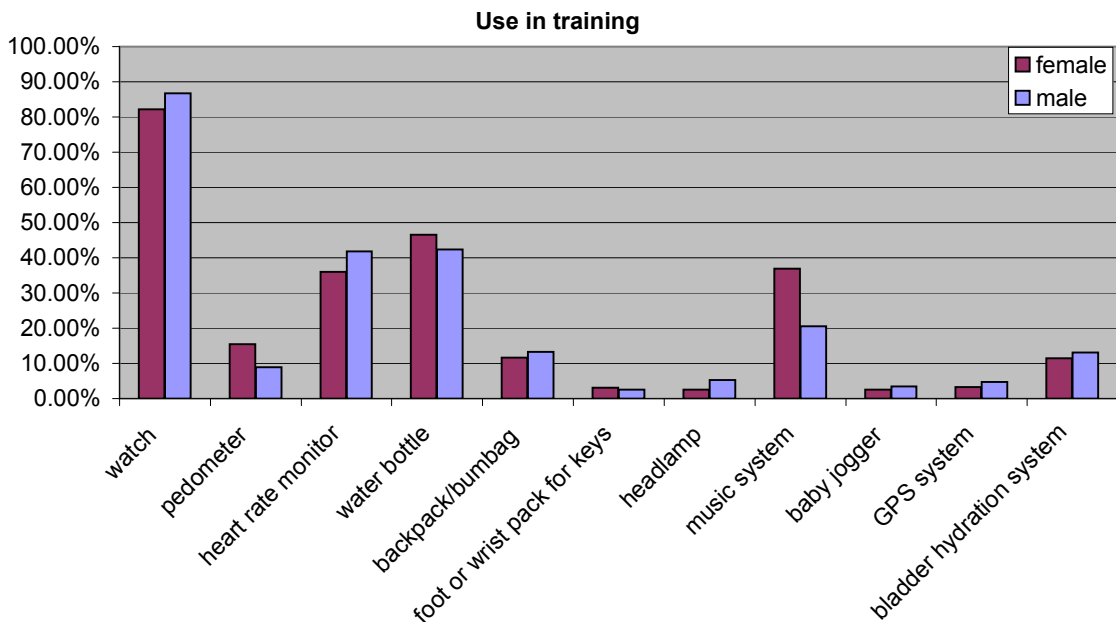


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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total			female		male	
Total respondents	830			447		383	
31. Which of the following do you use in training? (you can tick more than one)							
watch	699	84.22%	367	82.10%		332	86.68%
pedometer	103	12.41%	69	15.44%		34	8.88%
heart rate monitor	321	38.67%	161	36.02%		160	41.78%
water bottle	370	44.58%	208	46.53%		162	42.30%
backpack/bumbag	103	12.41%	52	11.63%		51	13.32%
foot or wrist pack for keys	24	2.89%	14	3.13%		10	2.61%
headlamp	31	3.73%	11	2.46%		20	5.22%
music system	244	29.40%	165	36.91%		79	20.63%
baby jogger	24	2.89%	11	2.46%		13	3.39%
GPS system	33	3.98%	15	3.36%		18	4.70%
bladder hydration system	101	12.17%	51	11.41%		50	13.05%



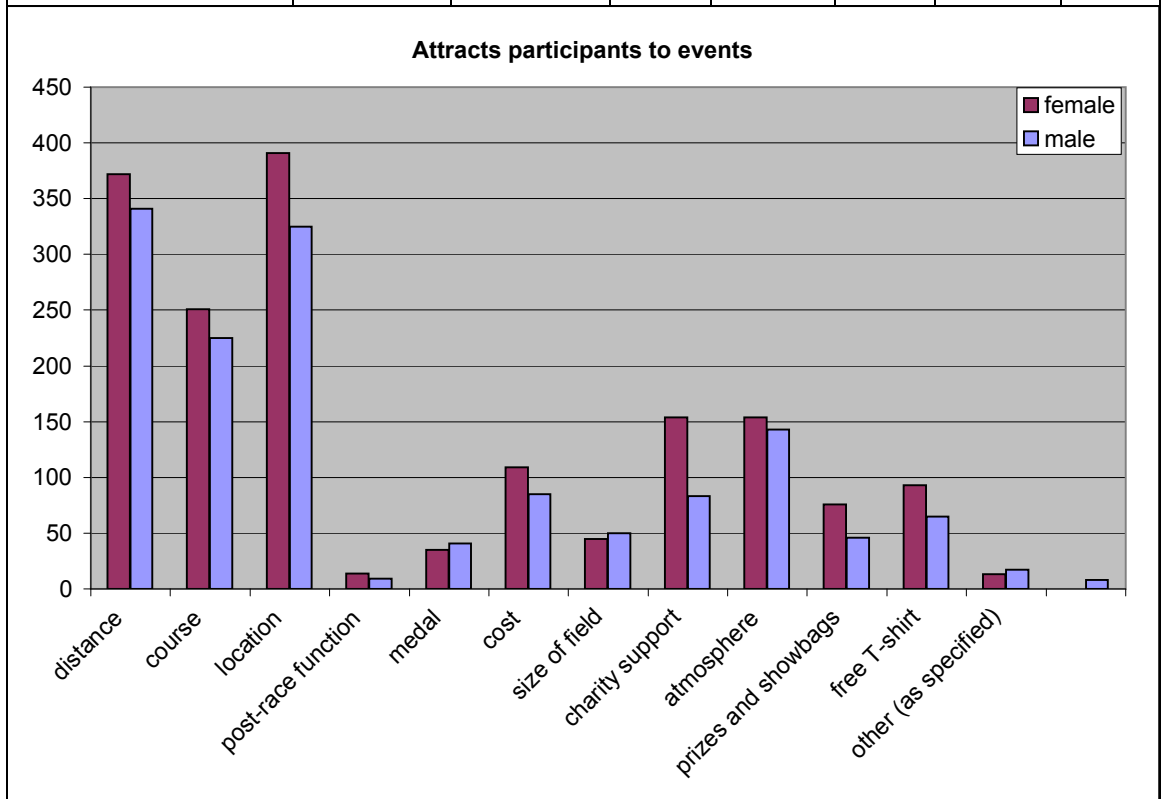
32. What products have you purchased through adverts or editorial in Runner's World?							
none	227	27.35%	125	27.96%		102	26.63%
shoes	148	17.83%	63	14.09%		85	22.19%
baby jogger	6	0.72%	3	0.67%		3	0.78%
apparel	54	6.51%	30	6.71%		24	6.27%
watch	159	19.16%	75	16.78%		84	21.93%
heart rate monitor	68	8.19%	31	6.94%		37	9.66%
pedometer	15	1.81%	10	2.24%		5	1.31%
treadmill	5	0.60%	3	0.67%		2	0.52%
socks	100	12.05%	52	11.63%		48	12.53%
race entry	228	27.47%	124	27.74%		104	27.15%
Runner's World subscription	411	49.52%	232	51.90%		179	46.74%
Runner's World wall calendar	55	6.63%	29	6.49%		26	6.79%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
33. What attracts you to a particular event?						
distance	713	85.90%	372	83.22%	341	89.03%
course	476	57.35%	251	56.15%	225	58.75%
location	716	86.27%	391	87.47%	325	84.86%
post-race function	23	2.77%	14	3.13%	9	2.35%
medal	76	9.16%	35	7.83%	41	10.70%
cost	194	23.37%	109	24.38%	85	22.19%
size of field	95	11.45%	45	10.07%	50	13.05%
charity support	237	28.55%	154	34.45%	83	21.67%
atmosphere	297	35.78%	154	34.45%	143	37.34%
prizes and showbags	122	14.70%	76	17.00%	46	12.01%
free T-shirt	158	19.04%	93	20.81%	65	16.97%
other (as specified)	30	3.61%	13	2.91%	17	4.44%
date	10	1.20%	2	0.45%	8	2.09%
organisation/ established	2	0.24%	2	0.45%	-	0.00%
women only	2	0.24%	2	0.45%	-	0.00%



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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

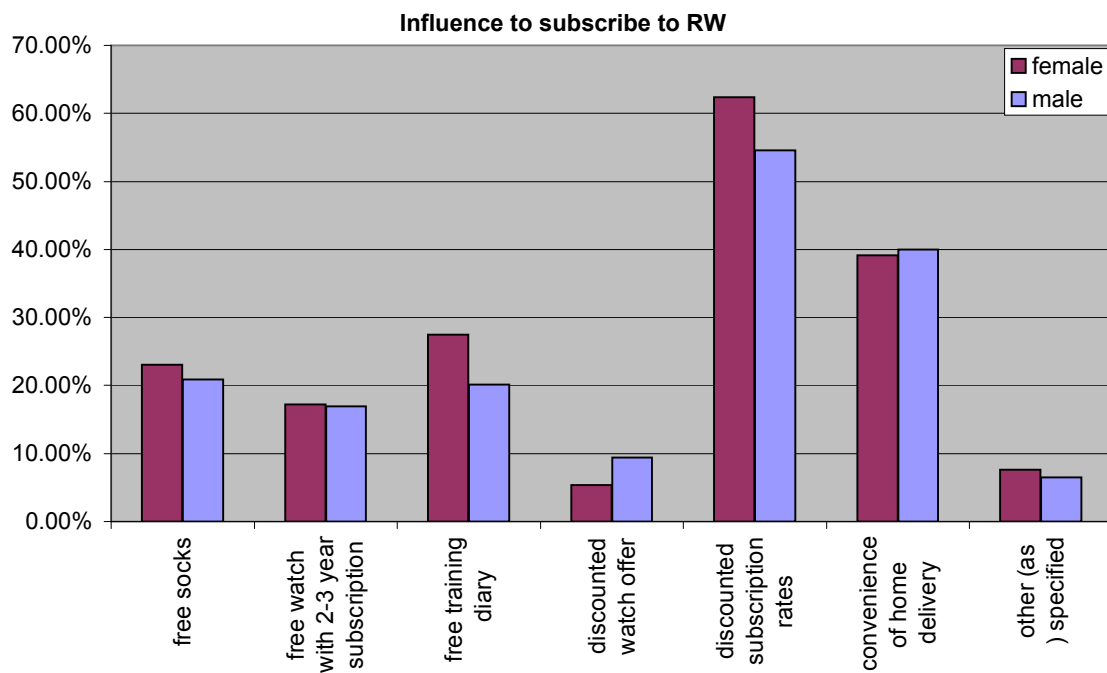
	total			female		male	
Total respondents	830			447		383	
34. Are you a Runner's World subscriber?							
no response				0.00%			0.00%
Yes	535	64.46%	276	61.74%	259	67.62%	
no	295	35.54%	171	38.26%	124	32.38%	
35. How long did you subscribe for?							
not applicable	299	36.02%	172	38.48%	127	33.16%	
1 year	266	32.05%	141	31.54%	125	32.64%	
2 years	135	16.27%	66	14.77%	69	18.02%	
3 years	131	15.78%	69	15.44%	62	16.19%	
36. Where did you get this copy of Runner's World?							
no answer	1		1	0.22%	-	0.00%	
subscription	526	63.37%	268	59.96%	258	67.36%	
newsagent	258	31.08%	154	34.45%	104	27.15%	
running store	4	0.48%	1	0.22%	3	0.78%	
race	1	0.12%	1	0.22%	-	0.00%	
family/friend	23	2.77%	10	2.24%	13	3.39%	
prize subscription	7	0.84%	4	0.89%	3	0.78%	
work	2	0.24%	0	0.00%	2	0.52%	
library	4	0.48%	2	0.45%	2	0.52%	
other (as specified)	9	1.08%	6	1.34%	3	0.78%	
Borders Bookshop	4	0.48%	0	0.00%	4	1.04%	
Replacement for NZ Runnr	1	0.12%	0	0.00%	1	0.26%	
37. If you are not a subscriber, what are your reasons for not subscribing?							
no answer				0.00%	-	0.00%	
Expense	48	5.78%	35	7.83%	13	3.39%	
prefer occasional issues	60	7.23%	34	7.61%	26	6.79%	
haven't got around to it	144	17.35%	76	17.00%	68	17.75%	
other (as specified)	63	7.59%	37	8.28%	26	6.79%	
Partner has subscription	7	0.84%					
Travelling - haven't got a p	5	0.60%					
Like to support local news	3	0.36%					
This is the first issue I've t	4	0.48%					

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total		female		male	
Total respondents	830		447		383	
38. What would influence you to subscribe/renew your subscription?						
free socks	183	22.05%	103	23.04%	80	20.89%
free watch with 2-3 year subscrip	142	17.11%	77	17.23%	65	16.97%
free training diary	200	24.10%	123	27.52%	77	20.10%
discounted watch offer	60	7.23%	24	5.37%	36	9.40%
discounted subscription rates	488	58.80%	279	62.42%	209	54.57%
convenience of home delivery	328	39.52%	175	39.15%	153	39.95%
other (as specified)	59	7.11%	34	7.61%	25	6.53%
content/quality	10	1.20%				
competitions	8	0.96%				
RW t-shirt/products	6	0.72%				
discount on other products	3	0.36%				



39. What might influence your decision not to renew your subscription?						
expense	320	38.55%	188	42.06%	132	34.46%
no longer running	268	32.29%	148	33.11%	120	31.33%
injury	51	6.14%	25	5.59%	26	6.79%
overseas travel	160	19.28%	100	22.37%	60	15.67%
other (as specified)	82	9.88%	41	9.17%	41	10.70%
Repetitive articles	10	1.20%	4	0.89%	6	1.57%
Poor content	10	1.20%	4	0.89%	6	1.57%
Overseas content	5	0.60%	1	0.22%	4	1.04%
40. How long have you been reading Runner's World Australia and New Zealand?						
no answer	3	0.36%	2	0.45%	1	0.26%
since the first issue in July 1998	135	16.27%	55	12.30%	80	20.89%
started this issue	26	3.13%	17	3.80%	9	2.35%
less than 1 year	129	15.54%	79	17.67%	50	13.05%
1-2 years	157	18.92%	88	19.69%	69	18.02%
2-3 years	88	10.60%	47	10.51%	41	10.70%
3-4 years	144	17.35%	78	17.45%	66	17.23%
5 years	148	17.83%	81	18.12%	67	17.49%

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total			female		male	
Total respondents	830			447		383	
41. What most influences your decision to buy Runner's World? (tick one only)							
no answer	24	2.89%	14	3.13%		10	2.61%
cover photo	8	0.96%	4	0.89%		4	1.04%
cover headlines	70	8.43%	41	9.17%		29	7.57%
features	233	28.07%	120	26.85%		113	29.50%
table of contents	63	7.59%	25	5.59%		38	9.92%
events calendar	39	4.70%	18	4.03%		21	5.48%
I buy it anyway	393	47.35%	225	50.34%		168	43.86%
42. Rank the content of the magazine in order of its importance to you (1 most important, 10 least important):							
training advice			1			1	
diet/nutrition			2			2	
stories about ordinary runners			3			3	
sports medicine news			4			5	
race calendar			5			6	
women's section			6			4	
features on races			7			7	
where to run			8			8	
profiles of top athletes			9			9	
race reports and results			10			10	
competitions or giveaways			11			11	
other (as specified)							
shoe reviews							
product reviews							
letters							
injury advice							
43. Which are your favourite columns in Runner's World?							
Fast Lane (Ed Eyestone)	157	18.92%	74	16.55%		83	21.67%
Galloway on Training (Jeff Galloway)	437	52.65%	223	49.89%		214	55.87%
Julia Thorn's Journal	308	37.11%	184	41.16%		124	32.38%
Nutrition (Alison Walsh)	523	63.01%	305	68.23%		218	56.92%
Len's Johnson's World Running	149	17.95%	54	12.08%		95	24.80%
Pat's Chat (Pat Carroll)	336	40.48%	160	35.79%		176	45.95%
Letters (reader contributions)	374	45.06%	207	46.31%		167	43.60%
The Inside Track (Terry O'Halloran)	176	21.20%	86	19.24%		90	23.50%
The Penguin Chronicles (John Blain)	334	40.24%	204	45.64%		130	33.94%
44. Where do you get information about running events?							
Runner's World magazine	723	87.11%	388	86.80%		335	87.47%
www.ausrun.com.au	304	36.63%	162	36.24%		142	37.08%
Run for Your Life	101	12.17%	50	11.19%		51	13.32%
VO2 Max (NZ)	9	1.08%	6	1.34%		3	0.78%
club newsletter or website	188	22.65%	93	20.81%		95	24.80%
Cool Running Australia	276	33.25%	138	30.87%		138	36.03%
Cool Running NZ	44	5.30%	23	5.15%		21	5.48%
speciality running store	130	15.66%	83	18.57%		47	12.27%
friends	320	38.55%	193	43.18%		127	33.16%
mailouts	223	26.87%	127	28.41%		96	25.07%
gym	108	13.01%	78	17.45%		30	7.83%
other (as specified)	80	9.64%	45	10.07%		35	9.14%
other events	8	0.96%					
other websites	11	1.33%					
Personal Trainer	3	0.36%					
Newspapers	19	2.29%					
Internet	6	0.72%					

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RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey July 2006 male/female comparison

	total			female		male	
Total respondents	830			447		383	
45. What other sports magazines do you buy or subscribe to?							
Australian Triathlete	85	10.24%	52	11.63%		33	8.62%
Triathlon and Multisport	93	11.20%	57	12.75%		36	9.40%
Inside Sport	33	3.98%	8	1.79%		25	6.53%
Bicycling Australia	64	7.71%	31	6.94%		33	8.62%
Men's Health	69	8.31%	14	3.13%		55	14.36%
Sports Illustrated	7	0.84%	2	0.45%		5	1.31%
Women in Sport	6	0.72%	5	1.12%		1	0.26%
Australian Tennis	6	0.72%	3	0.67%		3	0.78%
Women's Fitness	70	8.43%	68	15.21%		2	0.52%
NZ Runner	17	2.05%	11	2.46%		6	1.57%
Alpha	22	2.65%	9	2.01%		13	3.39%
New Zealand Multisport	5	0.60%	2	0.45%		3	0.78%
VO2 Max (NZ)	11	1.33%	7	1.57%		4	1.04%
Run For Your Life	144	17.35%	79	17.67%		65	16.97%
46. Have you registered for running events online?							
no response	1	0.12%	1	0.22%		-	0.00%
yes	517	62.29%	284	63.53%		233	60.84%
no	312	37.59%	162	36.24%		150	39.16%
47. How often have you visited www.ausrun.com.au in the past six months?							
no response	9	1.08%	6	1.34%		3	0.78%
none	293	35.30%	163	36.47%		130	33.94%
daily	3	0.36%	2	0.45%		1	0.26%
several times a week	25	3.01%	18	4.03%		7	1.83%
once a week	53	6.39%	27	6.04%		26	6.79%
several times a month	98	11.81%	52	11.63%		46	12.01%
once a month	128	15.42%	63	14.09%		65	16.97%
less than once a month	221	26.63%	117	26.17%		104	27.15%
48. What features have you made use of on our website?							
event calendar	347	41.81%	186	41.61%		161	42.04%
training information	273	32.89%	158	35.35%		115	30.03%
entry forms	174	20.96%	101	22.60%		73	19.06%
online subscription	65	7.83%	33	7.38%		32	8.36%
online shop	58	6.99%	33	7.38%		25	6.53%
online race entry	121	14.58%	72	16.11%		49	12.79%
other	28	3.37%	15	3.36%		13	3.39%
49. What features would bring you back to the site more often?							
race results	212	25.54%	105	23.49%		107	27.94%
training or nutrition advice	448	53.98%	255	57.05%		193	50.39%
chat forums	103	12.41%	57	12.75%		46	12.01%
news	181	21.81%	96	21.48%		85	22.19%
competitions	173	20.84%	98	21.92%		75	19.58%
entry forms in our race listing	205	24.70%	118	26.40%		87	22.72%
50. How many people other than you read your copy of Runner's World?							
None	267	32.17%	133	29.75%		134	34.99%
1	340	40.96%	203	45.41%		137	35.77%
2	162	19.52%	88	19.69%		74	19.32%
3 or more	61	7.35%	24	5.37%		37	9.66%

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