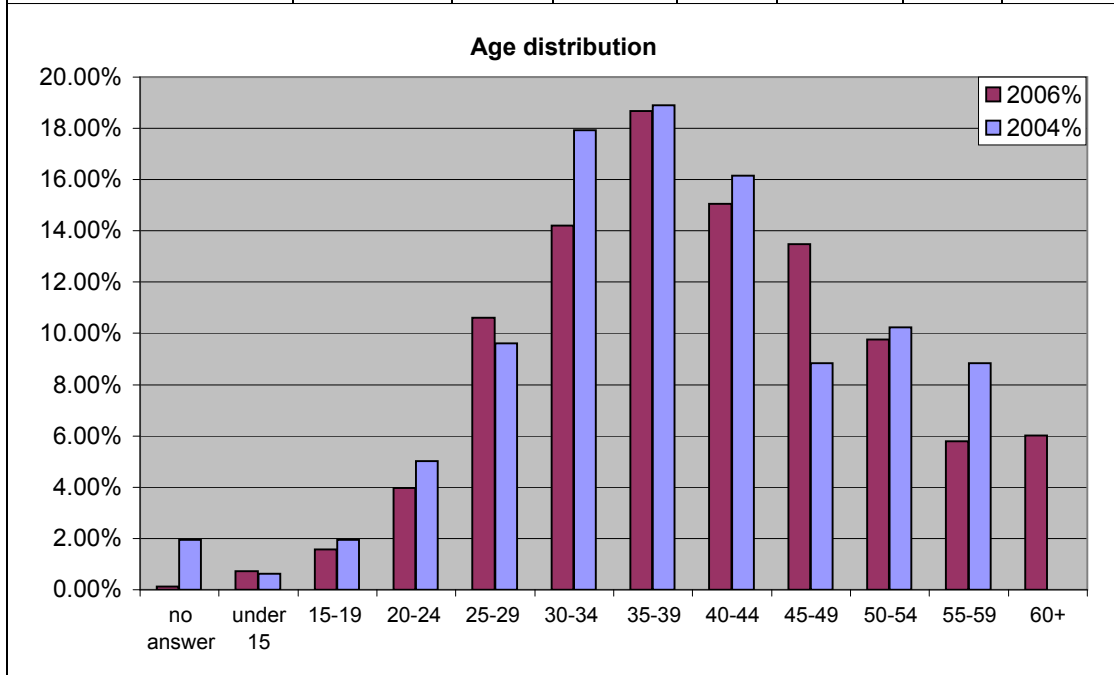


# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>Total respondents</b>			830				
<b>1. What is your age group?</b>							
no answer		1	0.12%		1.94%		0.27%
under 15		6	0.72%		0.62%		
15-19		13	1.57%		1.94%		
20-24		33	3.98%		5.03%		7.29%
25-29		88	10.60%		9.62%		
30-34		118	14.22%		17.92%		28.41%
35-39		155	18.67%		18.89%		
40-44		125	15.06%		16.15%		35.15%
45-49		112	13.49%		8.83%		
50-54		81	9.76%		10.24%		21.13%
55-59		48	5.78%	55+	8.83%		7.75%
60+		50	6.02%				
<b>mean</b>			<b>40.84</b>		<b>38.80</b>		



<b>2. Gender</b>							
male		384	46.27%		50.04%		54.15%
female		446	53.73%		49.96%		45.66%
<b>3. Marital status</b>							
no answer		6	0.72%		62.00%		0.18%
single		276	33.25%		32.30%		32.75%
married		548	66.02%		67.08%		67.07%

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

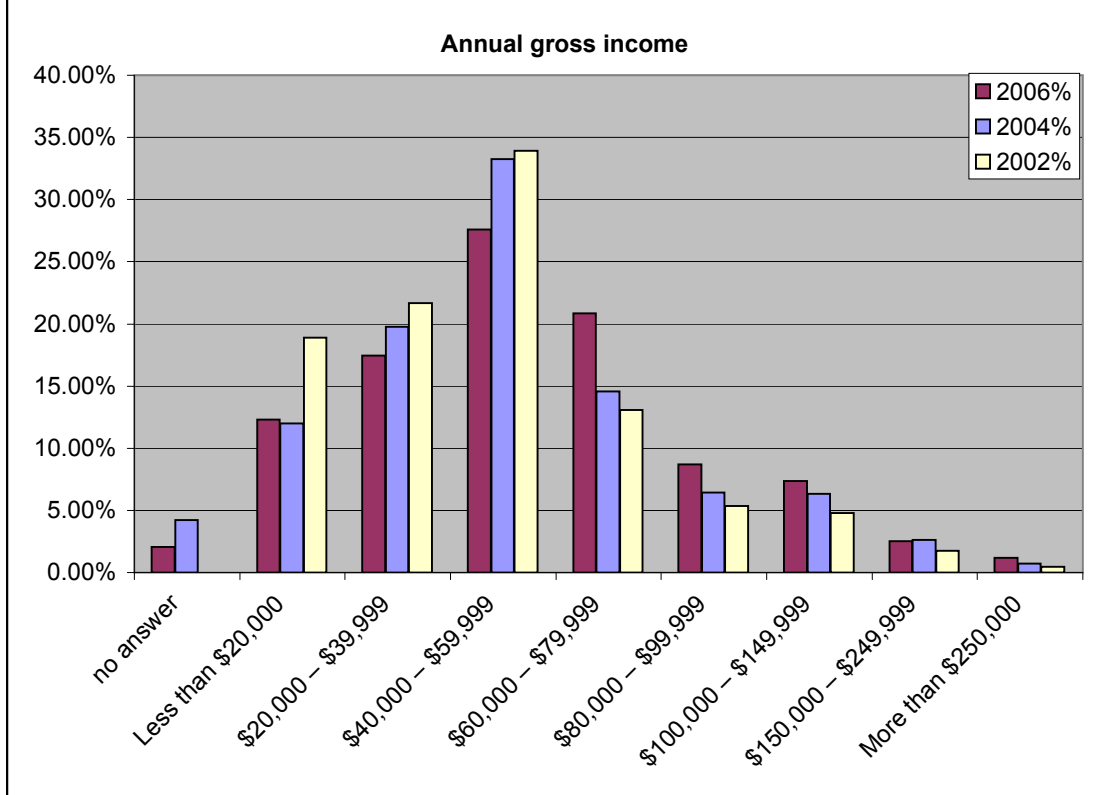
		2006%	2004%	2002%
<b>4. Occupation</b>				
no answer	2	0.24%	0.44%	8.24%
banking/finance	52	6.27%	7.59%	5.63%
corporate	52	6.27%	7.50%	10.15%
education	104	12.53%	11.39%	10.98%
healthcare	130	15.66%	12.62%	14.94%
fitness industry	28	3.37%	3.71%	
legal	10	1.20%	2.21%	1.48%
retail sales	28	3.37%	3.44%	4.43%
hospitality	20	2.41%	2.56%	1.75%
government	81	9.76%	9.89%	9.13%
trade	35	4.22%	4.50%	
student	43	5.18%	5.21%	6.46%
home duties	29	3.49%	3.97%	5.17%
retired	38	4.58%	3.35%	2.86%
unemployed	4	0.48%	0.62%	0.83%
information technology	21	2.53%	5.03%	4.24%
other (as specified)	153	18.43%	15.98%	13.71%
administration	5	0.60%		
advertising	3	0.36%		
childcare	2	0.24%		
construction	4	0.48%		
consultant	4	0.48%		
engineering	6	0.72%		
emergency services inc defence force	10	1.20%		
mining	11	1.33%		
research	3	0.36%		
self employed	5	0.60%		
science	3	0.36%		
<b>5. Where do you live?</b>				
Australia	762	91.81%	92.94%	94.93%
state:				
Victoria	290	34.94%	34.07%	35.06%
Queensland	135	16.27%	18.36%	18.63%
New South Wales	195	23.49%	25.51%	26.38%
Tasmania	20	2.41%	2.82%	2.40%
South Australia	45	5.42%	3.44%	4.80%
Western Australia	45	5.42%	4.50%	4.06%
ACT	28	3.37%	3.71%	2.77%
Northern Territory	4	0.48%	0.53%	1.01%
New Zealand	64	7.71%	6.80%	4.43%
North Island NZ	49	5.90%	1.68%	
South Island NZ	15	1.81%	5.12%	
other	4	0.48%	0.26%	0.46%

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>6. Annual gross income per year</b>				
no answer	17	2.05%	4.24%	
Less than \$20,000	102	12.29%	12.00%	18.91%
\$20,000 – \$39,999	145	17.47%	19.77%	21.68%
\$40,000 – \$59,999	229	27.59%	33.27%	33.95%
\$60,000 – \$79,999	173	20.84%	14.56%	13.10%
\$80,000 – \$99,999	72	8.67%	6.44%	5.35%
\$100,000 – \$149,999	61	7.35%	6.35%	4.80%
\$150,000 – \$249,999	21	2.53%	2.65%	1.75%
More than \$250,000	10	1.20%	0.71%	0.46%



<b>7. Are you a member of a running club?</b>				
no answer			0.18%	0.27%
yes	266	32.05%	35.22%	32.29%
no	564	67.95%	64.61%	67.44%
<b>8. How many fun runs/walks do you enter a year?</b>				
no answer	2	0.24%	0.88%	8.30%
none	73	8.80%		
3 or less	295	35.54%	41.66%	31.55%
4-6	286	34.46%	33.89%	31.55%
7-10	96	11.57%	13.33%	13.38%
more than 10	78	9.40%	10.24%	15.22%
<b>9. Do you walk or run the events you enter?</b>				
no answer	57	6.87%	0.71%	
walk	6	0.72%	2.38%	
run	707	85.18%	96.91%	
run and walk	60	7.23%		

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>10. How long have you been a runner?</b>							
no answer		4	0.48%		0.44%		1.38%
less than a year		55	6.63%		9.27%		
1-5 years		264	31.81%		33.45%		38.38%
5-10 years		141	16.99%		16.77%		20.85%
10-15 years		99	11.93%		12.89%		11.90%
15-20 years		71	8.55%		10.06%	15+	27.49%
more than 20 years		196	23.61%		17.12%		
<b>11. How far do you run each week?</b>							
no answer		2	0.24%		0.35%		3.14%
less than 20km		163	19.64%		20.74%		14.85%
20-50km		481	57.95%		55.69%		63.28%
50-100km		162	19.52%		21.80%	50+	18.73%
100+km		22	2.65%		1.41%		
<b>12. How often do you run?</b>							
no answer		3	0.36%		0.71%		8.94%
once a week		10	1.20%		1.32%	<3	1.20%
2-4 times a week		422	50.84%		47.22%	3-6	83.12%
4-6 times a week		365	43.98%		45.10%	7-9	5.54%
8+ times a week		30	3.61%		5.65%	10+	1.20%
<b>13. What pace per kilometre do you run in training?</b>							
no answer		20	2.41%		2.03%		
3:30		10	1.20%		1.50%		
3:45		13	1.57%		1.94%		
4:00		26	3.13%		4.41%		
4:15		30	3.61%		4.32%		
4:30		83	10.00%		9.71%	4-4:30	18.08%
4:45		85	10.24%		11.03%		
5:00		159	19.16%		15.80%		
5:15		59	7.11%		9.44%		
5:30		106	12.77%		11.39%	4:30-5:30	20.20%
5:45		57	6.87%		5.47%		
6:00		93	11.20%		11.74%	5:30-6:00	25.37%
6:15		24	2.89%		2.65%		
6:30		22	2.65%		3.00%		
6:45		11	1.33%		1.06%	6-7:00	1.20%
7:00 or more		32	3.86%		4.50%	7:00+	1.20%

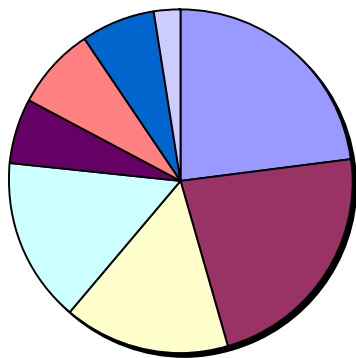
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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>14. What are your reasons for running?</b>				
keeps me in shape	725	87.35%	88.26%	93.27%
makes me feel good mentally	706	85.06%	85.00%	
stress relief	493	59.40%	60.64%	54.52%
weight control	483	58.19%	58.78%	50.74%
provides a fitness foundation for other sports	195	23.49%	24.71%	14.11%
enjoy competitive racing	241	29.04%	31.60%	23.52%
social reasons	220	26.51%	26.30%	22.97%
other (as specified)	81	9.76%		
discipline	1	0.12%		
freedom	1	0.12%		
habit	2	0.24%		
dog	3	0.36%		
addicted	3	0.36%		
health reasons	3	0.36%		
confidence/self esteem	3	0.36%		
challenge	4	0.48%		
gets me out of the house/office	4	0.48%		
self time	5	0.60%		
love it	5	0.60%		
because I can	5	0.60%		
fun/enjoyment	11	1.33%		

**Reasons for running**



- keeps me in shape
- makes me feel good mentally
- stress relief
- weight control
- provides a fitness foundation for other sports
- enjoy competitive racing
- social reasons
- other (as specified)

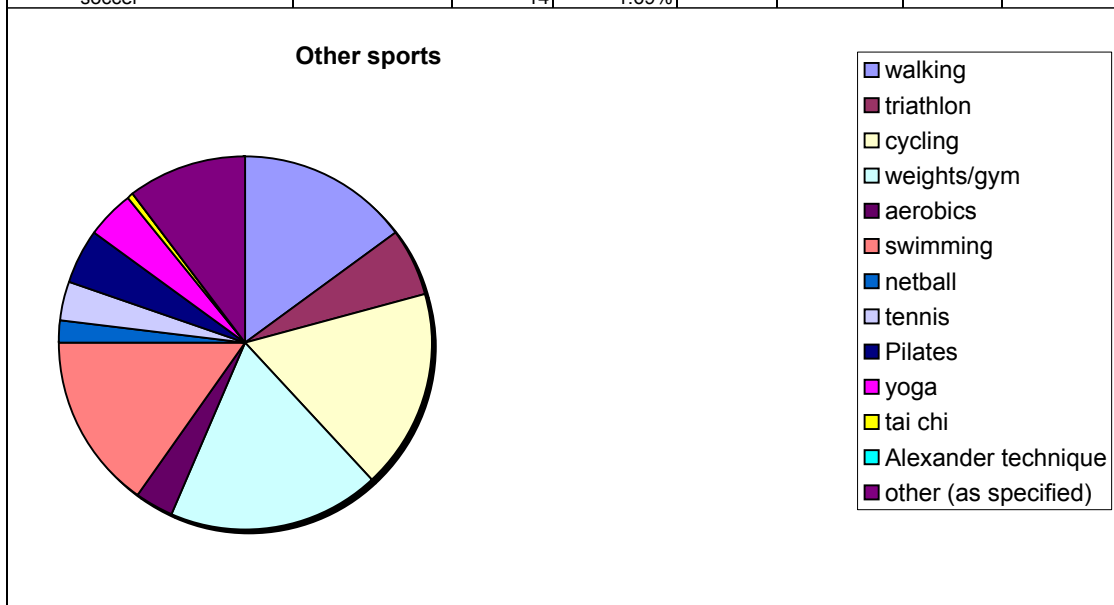
<b>15. Barring injury or illness, do you see yourself as a lifetime runner</b>				
no answer	7	0.84%	0.53%	
yes	812	97.83%	97.18%	
no	11	1.33%	2.29%	

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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>16. What other sports/activities do you participate in?</b>							
walking		318	38.31%		32.13%		
triathlon		127	15.30%		16.77%		
cycling		367	44.22%		37.86%		
weights/gym		385	46.39%		46.43%		
aerobics		75	9.04%		9.62%		
swimming		325	39.16%		32.30%		
netball		39	4.70%				
tennis		74	8.92%				
Pilates		96	11.57%				
yoga		93	11.20%				
tai chi		9	1.08%				
Alexander technique		2	0.24%				
other (as specified)		218	26.27%		29.92%		
basketball		16	1.93%				
bushwalking		8	0.96%				
cricket		11	1.33%				
dancing		5	0.60%				
football		15	1.81%				
golf		29	3.49%				
hiking		4	0.48%				
horse riding		6	0.72%				
skiing		12	1.45%				
soccer		14	1.69%				

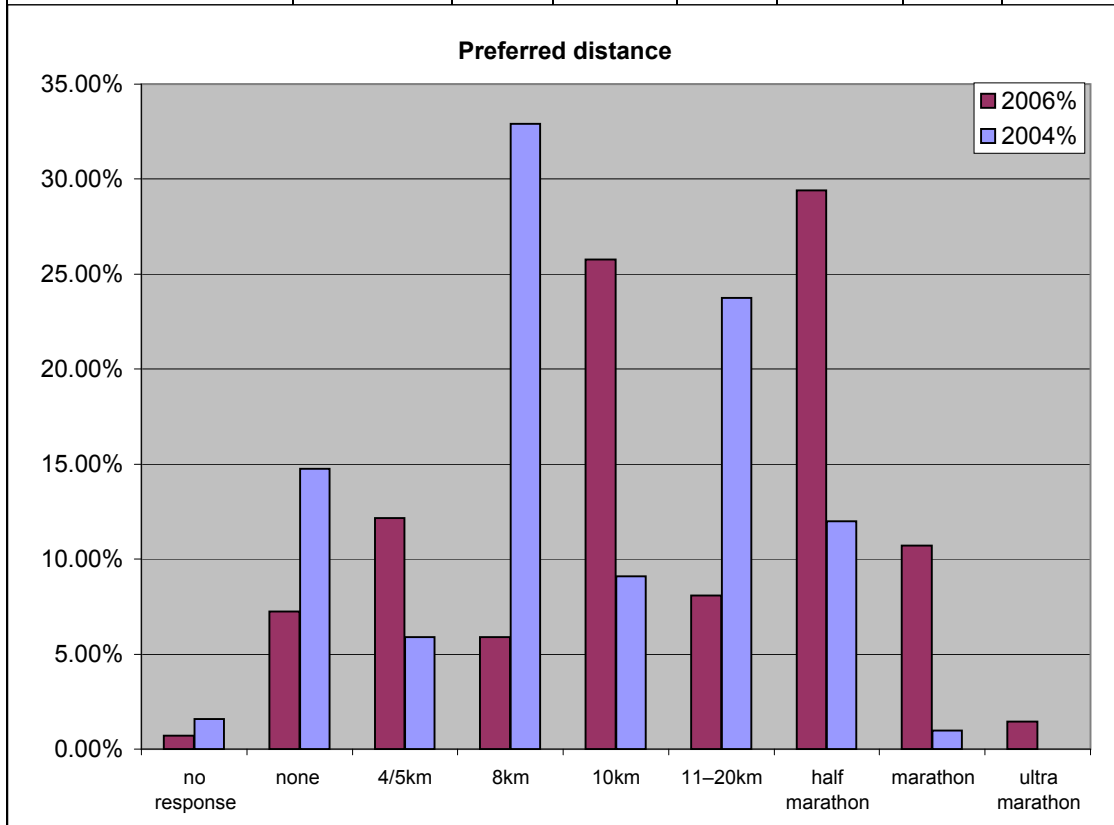


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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>17. What events have you entered in the past year</b>				
none	106	12.77%	10.41%	
4/5km	304	36.63%	39.89%	
8km	241	29.04%	31.42%	
10km	462	55.66%	60.02%	
11-20km	221	26.63%	28.33%	
half marathon	390	46.99%	45.37%	
marathon	160	19.28%	21.54%	
ultra marathon	32	3.86%	3.80%	
trail run	85	10.24%	11.12%	
track race	71	8.55%	8.83%	
cross-country	113	13.61%	14.92%	
triathlon	117	14.10%	13.50%	
duathlon	45	5.42%	6.44%	
swimming	48	5.78%	5.56%	
multisport adventure race	29	3.49%	2.38%	
<b>18. What is your preferred racing distance?</b>				
no response	6	0.72%		
none	60	7.23%	1.59%	
4/5km	101	12.17%	14.74%	
8km	49	5.90%	5.91%	
10km	214	25.78%	32.92%	66.61%
11-20km	67	8.07%	9.09%	
half marathon	244	29.40%	23.74%	50.18%
marathon	89	10.72%	12.00%	22.79%
ultra marathon	12	1.45%	0.97%	2.86%

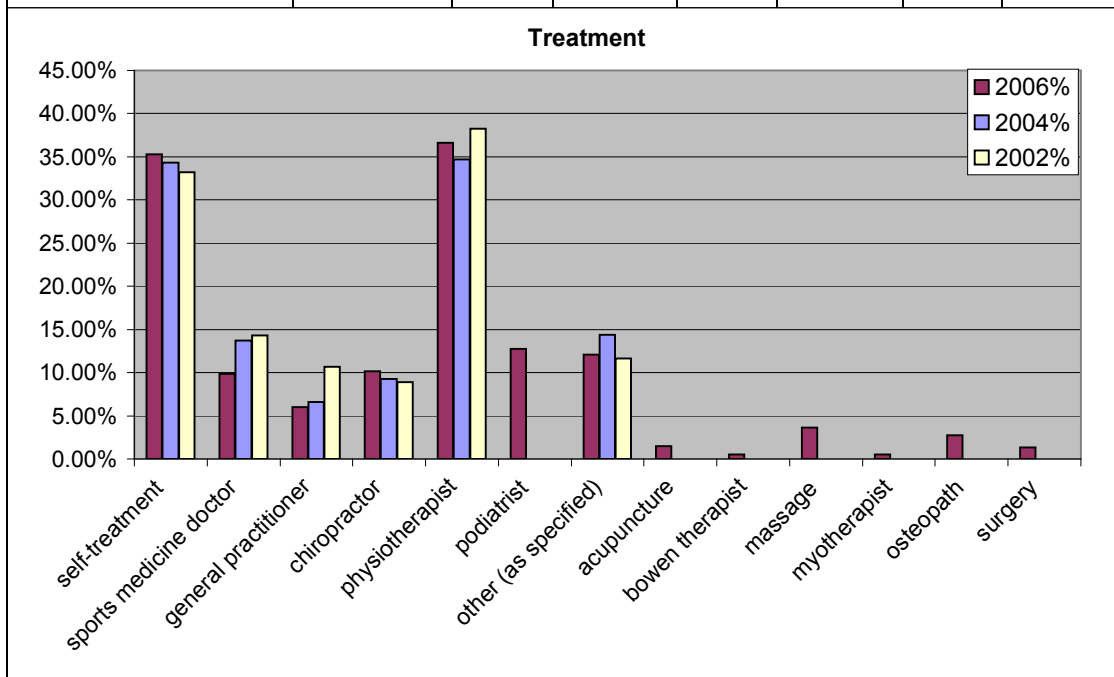


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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>19. What injuries have you had in the past year?</b>				
none	213	25.66%	27.36%	
lower back	155	18.67%	18.98%	18.82%
knee	180	21.69%	25.42%	27.49%
hamstring	92	11.08%	10.15%	10.79%
foot	143	17.23%	14.30%	19.37%
hips	69	8.31%	8.56%	8.12%
shin splints	73	8.80%	11.56%	13.19%
calf	87	10.48%	13.06%	14.48%
Achilles tendonitis	100	12.05%	8.91%	9.69%
quadriceps	7	0.84%	1.59%	1.75%
other (as specified)	121	14.58%	10.15%	
ankle	27	3.25%		
groin	6	0.72%		
ITB	23	2.77%		
neck	5	0.60%		
plantar facitis	6	0.72%		
sciatic nerve	4	0.48%		
shoulder	5	0.60%		
stress fracture	6	0.72%		
<b>20. What treatment did you have?</b>				
self-treatment	293	35.30%	34.33%	33.21%
sports medicine doctor	82	9.88%	13.68%	14.30%
general practitioner	50	6.02%	6.62%	10.70%
chiropractor	84	10.12%	9.27%	8.86%
physiotherapist	304	36.63%	34.69%	38.28%
podiatrist	106	12.77%		
other (as specified)	100	12.05%	14.39%	11.62%
acupuncture	12	1.45%		
bowen therapist	4	0.48%		
massage	30	3.61%		
myo therapist	4	0.48%		
osteopath	23	2.77%		
surgery	11	1.33%		

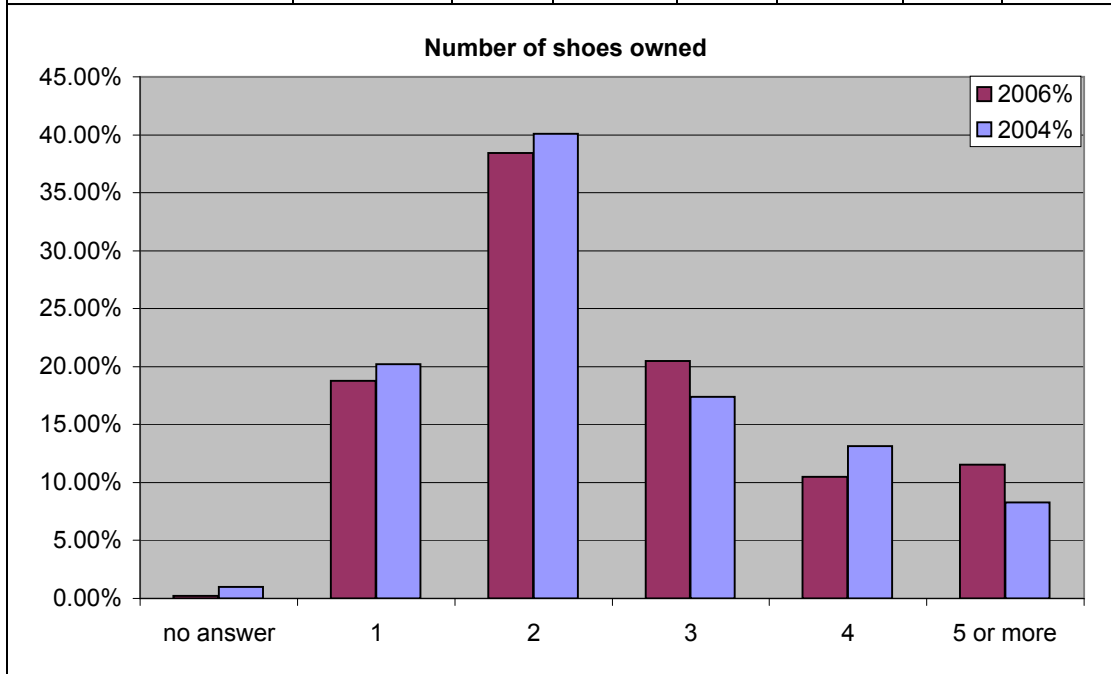


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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>21. Have you consulted a</b>							
personal trainer		123	14.82%				
dietitian		55	6.63%				
masseur		239	28.80%				
coach		115	13.86%				
online coach		49	5.90%				
other (as specified)		18	2.17%				
friend/family		5	0.60%				
books							
<b>22. What type of running shoes do you own?</b>							
training shoes		791	95.30%		95.41%		96.86%
racing shoes		186	22.41%		21.09%		18.63%
spikes		61	7.35%		8.74%		8.03%
trail shoes		65	7.83%		5.91%		
<b>23. How many pairs of running shoes do you own?</b>							
no answer		2	0.24%		1.00%		
1		156	18.80%		20.21%		
2		319	38.43%		40.07%		
3		170	20.48%		17.39%		
4		87	10.48%		13.15%		
5 or more		96	11.57%		8.30%		



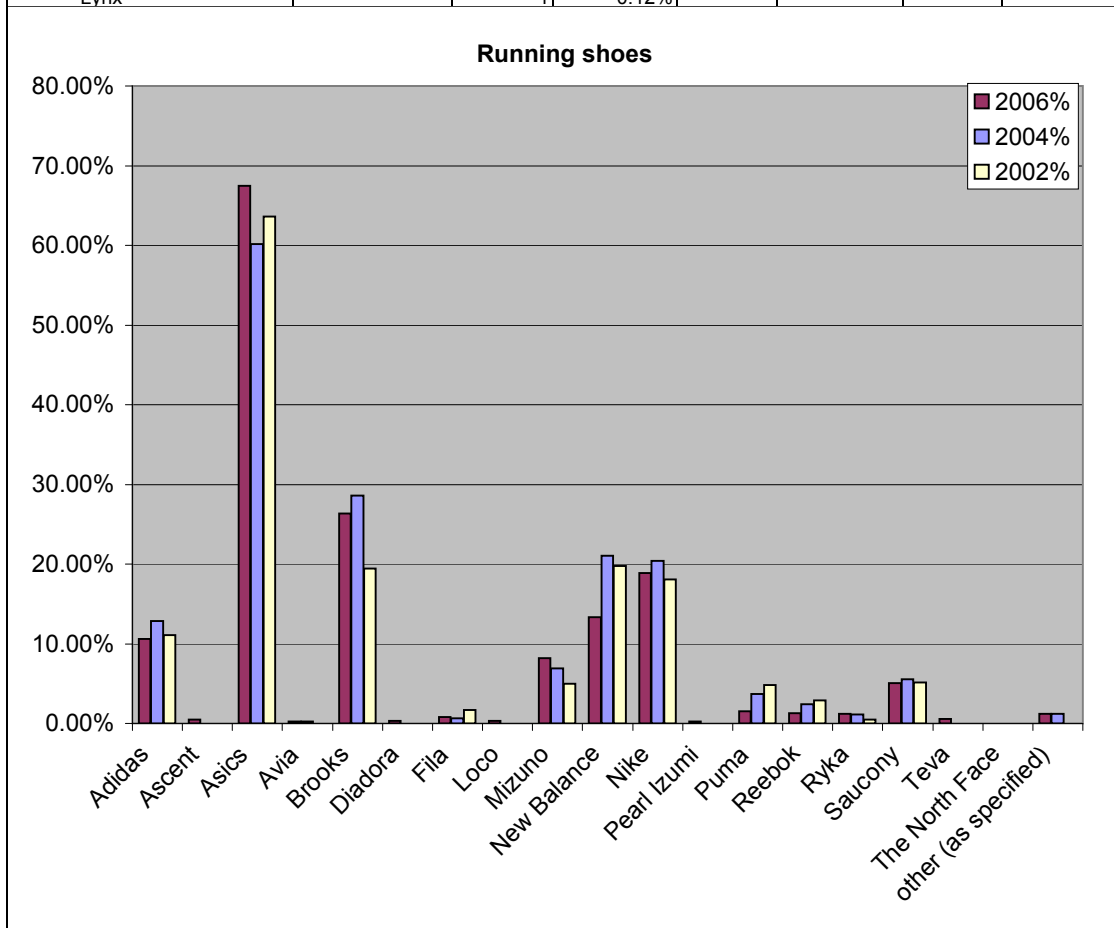
<b>24. Rank the features considered when buying running shoes:</b>						
(1 most important, 10 least important)						
fit/comfort		1			1	
injury prevention features		2			2	
performance features		3			3	
weight		4			4	
price		5			5	
brand		6			6	
appearance		7			8	
weather protection		8			7	

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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>25. What brand of running shoes do you own?</b>							
Adidas		88	10.60%		12.89%		11.07%
Ascent		4	0.48%				
Asics		560	67.47%		60.19%		63.65%
Avia		2	0.24%		0.26%		
Brooks		219	26.39%		28.60%		19.46%
Diadora		3	0.36%				
Fila		7	0.84%		0.62%		1.66%
Loco		3	0.36%				
Mizuno		68	8.19%		6.88%		4.98%
New Balance		111	13.37%		21.01%		19.74%
Nike		157	18.92%		20.39%		18.08%
Pearl Izumi		2	0.24%				
Puma		13	1.57%		3.71%		4.80%
Reebok		11	1.33%		2.38%		2.86%
Ryka		10	1.20%		1.15%		0.46%
Saucony		42	5.06%		5.56%		5.17%
Teva		5	0.60%				
The North Face		0	0.00%				
other (as specified)		10	1.20%		1.24%		
Dunlop		5	0.60%				
Salomon		2	0.24%				
Slazenger		1	0.12%				
Timberland		1	0.12%				
Lynx		1	0.12%				

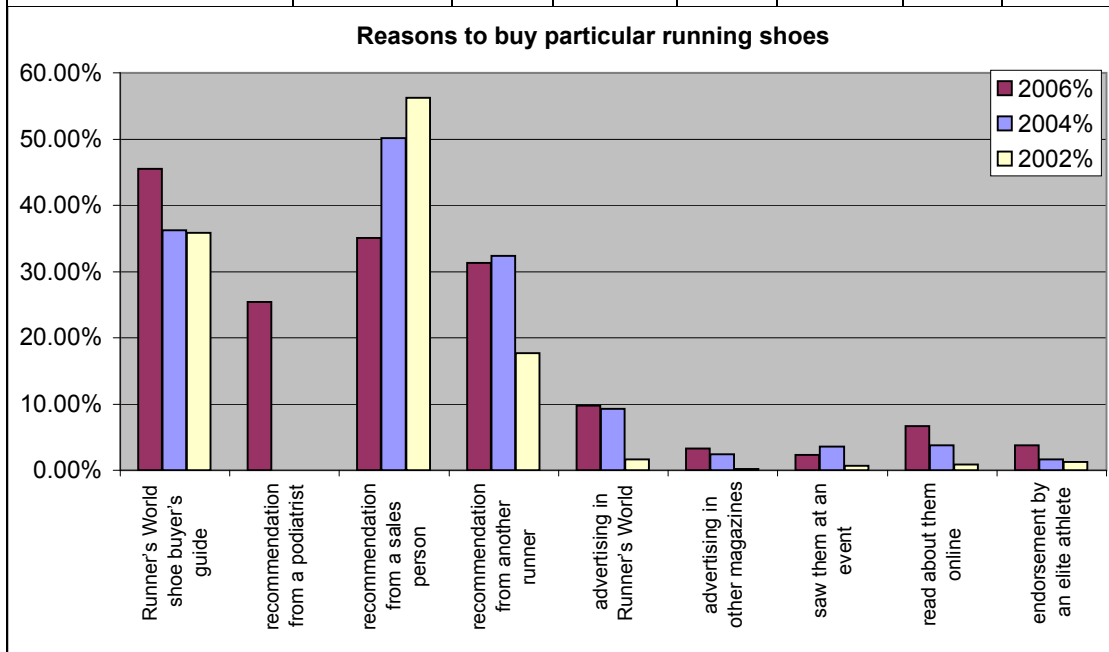


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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

			2006%		2004%		2002%
<b>26. What price did you pay for your shoes?</b>							
no response					0.44%		
less than \$100	16	1.93%		2.91%		0.00%	
\$100 – \$139	75	9.04%		13.95%		18.27%	
\$140 – \$159	99	11.93%		13.50%		26.94%	
\$160 – \$199	282	33.98%		31.86%		23.34%	
\$200 – \$239	251	30.24%		26.21%		15.77%	
\$240 – \$259	87	10.48%		8.38%		9.30%	
\$260 – \$299	19	2.29%		2.56%	\$250+	1.11%	
\$300 – \$350	0	0.00%		0.09%			
more than \$350	1	0.12%		0.09%			
<b>27. What influences your decision to buy a certain brand of running shoe</b>							
Runner's World shoe buyer's guide	378	45.54%		36.19%		35.89%	
recommendation from a podiatrist	211	25.42%					
recommendation from a sales person	291	35.06%		50.13%		56.27%	
recommendation from another runner	260	31.33%		32.39%		17.71%	
advertising in Runner's World	81	9.76%		9.27%		1.66%	
advertising in other magazines	27	3.25%		2.38%		0.18%	
saw them at an event	19	2.29%		3.62%		0.65%	
read about them online	55	6.63%		3.80%		0.83%	
endorsement by an elite athlete	31	3.73%		1.68%		1.29%	



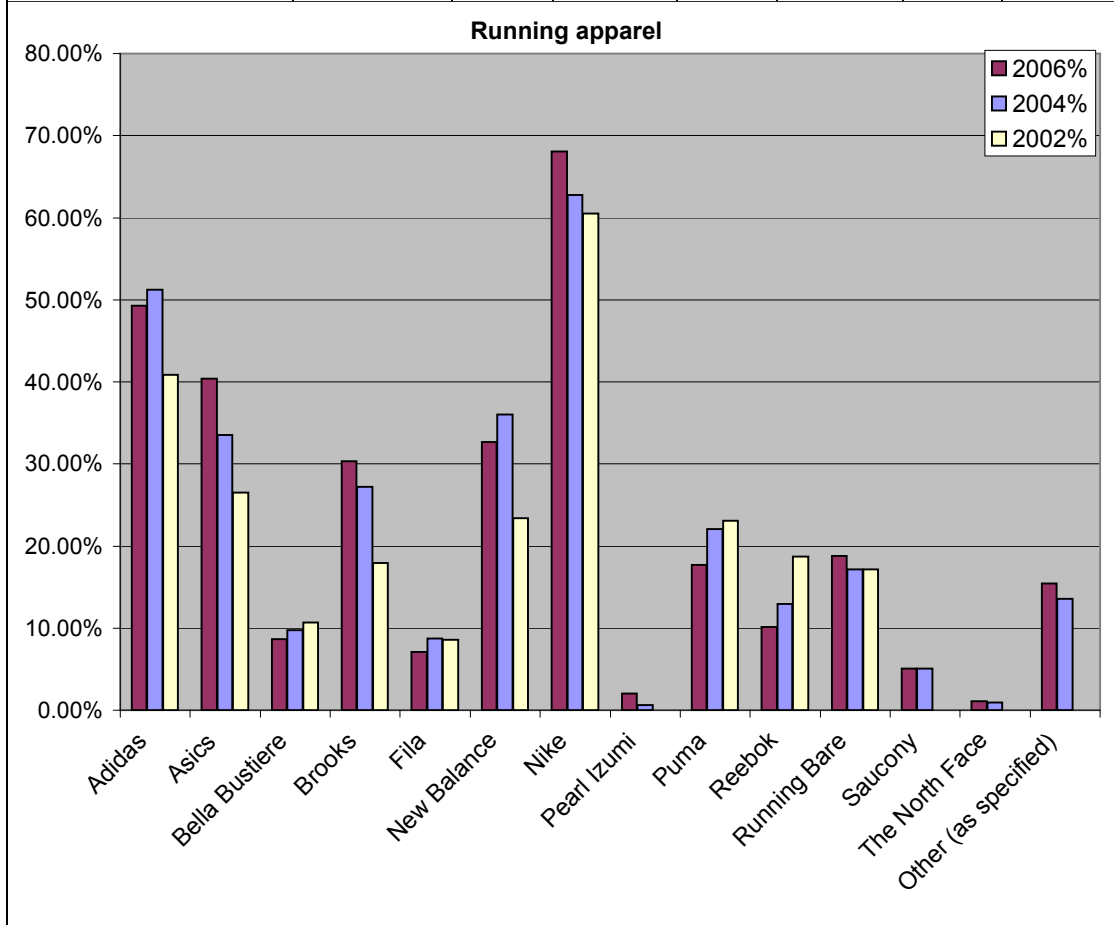
<b>28. Which of the following running apparel do you own?</b>							
shorts	778	93.73%		94.26%		91.61%	
singlet	623	75.06%					
cotton T-shirt	463	55.78%		73.35%		88.47%	
cotton long-sleeve T-shirt	223	26.87%		38.75%		51.94%	
technical fabric T-shirt	467	56.27%		52.52%			
technical fabric long-sleeve T-shirt	277	33.37%		27.45%			
socks	785	94.58%		94.79%		90.50%	
sports tights	347	41.81%		44.84%		38.01%	
hat/cap	598	72.05%		70.26%		59.50%	
gloves	202	24.34%		24.89%		21.22%	
running jacket	237	28.55%		27.89%			
jogging bra	367	44.22%		42.63%		40.50%	

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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>29. What brand of running apparel do you own?</b>				
Adidas	409	49.28%	51.19%	40.87%
Asics	335	40.36%	33.54%	26.48%
Bella Bustiere	72	8.67%	9.71%	10.70%
Brooks	252	30.36%	27.18%	17.90%
Fila	59	7.11%	8.74%	8.58%
New Balance	271	32.65%	36.01%	23.43%
Nike	565	68.07%	62.75%	60.52%
Pearl Izumi	17	2.05%	1%	
Puma	147	17.71%	22%	23.06%
Reebok	84	10.12%	12.97%	18.73%
Running Bare	156	18.80%	17.12%	17.16%
Saucony	42	5.06%	5.03%	
The North Face	9	1.08%	0.97%	
Other (as specified)	128	15.42%	13.59%	
Skins	3	0.36%		
Slazenger	4	0.48%		
Spalding	5	0.60%		
Diadora	10	1.20%		
Orca	10	1.20%		
Thorlo	11	1.33%		
Mizuno	15	1.81%		
Lorna Jane	20	2.41%		

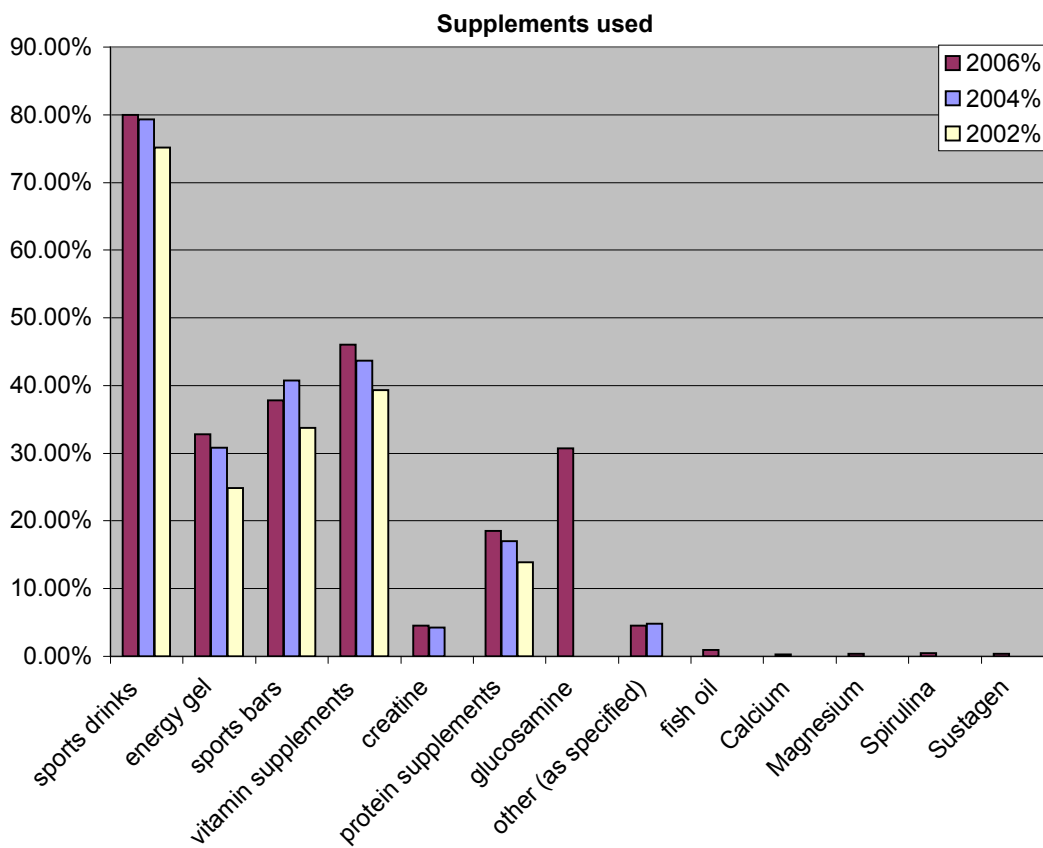


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# RUNNER'S WORLD

Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>30. Which of the following supplements have you used in the past year</b>				
sports drinks	664	80.00%	79.35%	75.18%
energy gel	272	32.77%	30.80%	24.82%
sports bars	314	37.83%	40.78%	33.76%
vitamin supplements	382	46.02%	43.69%	39.30%
creatine	38	4.58%	4.24%	
protein supplements	154	18.55%	17.03%	13.93%
glucosamine	255	30.72%		
other (as specified)	38	4.58%	4.85%	
fish oil	8	0.96%		
Calcium	2	0.24%		
Magnesium	3	0.36%		
Spirulina	4	0.48%		
Sustagen	3	0.36%		



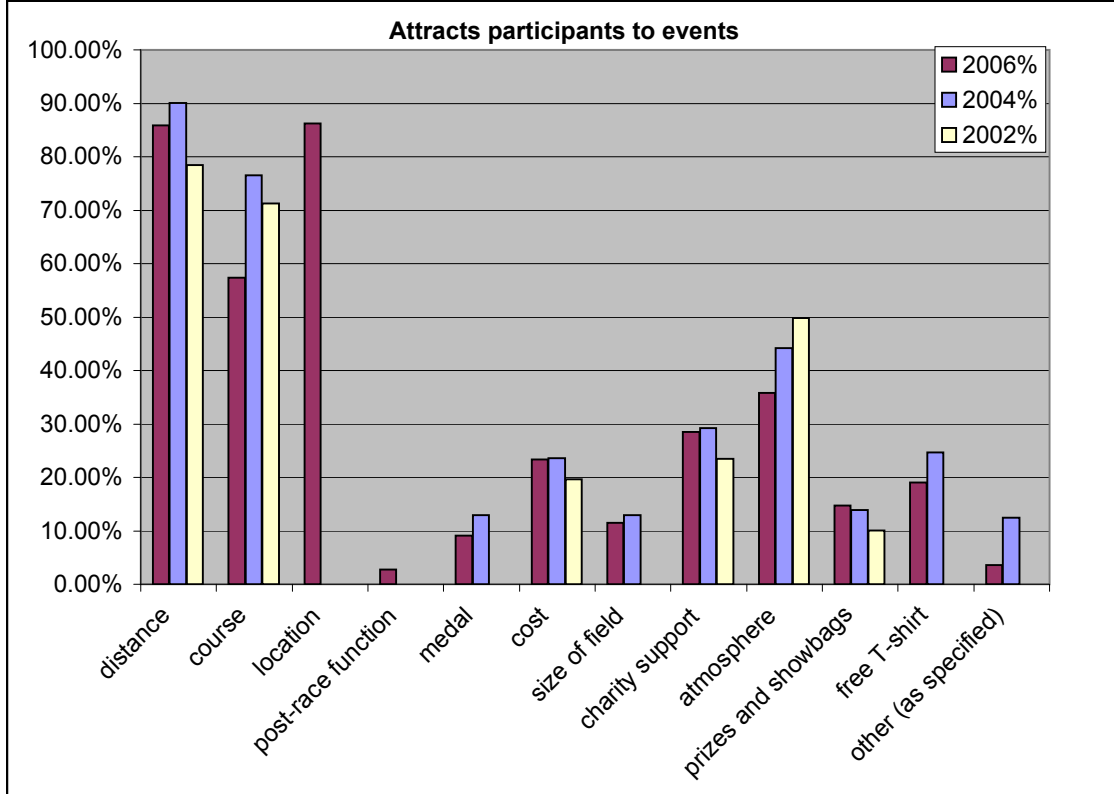
<b>31. Which of the following do you use in training? (you can tick more than one)</b>				
watch	699	84.22%	86.76%	
pedometer	103	12.41%	7.15%	
heart rate monitor	321	38.67%	35.75%	
water bottle	370	44.58%	58.16%	
backpack/bumbag	103	12.41%	19.42%	
foot or wrist pack for keys	24	2.89%	5.30%	
headlamp	31	3.73%	2.56%	
music system	244	29.40%	20.39%	
baby jogger	24	2.89%	4.85%	
GPS system	33	3.98%		
bladder hydration system	101	12.17%		

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>32. What products have you purchased through adverts or editorial in Runner's World</b>				
none	227	27.35%	39.72%	
shoes	148	17.83%	21.54%	21.03%
baby jogger	6	0.72%	0.79%	1.29%
apparel	54	6.51%	6.62%	6.55%
watch	159	19.16%	21.01%	9.78%
heart rate monitor	68	8.19%	8.91%	6.18%
pedometer	15	1.81%	1.77%	0.46%
treadmill	5	0.60%	0.26%	
socks	100	12.05%	19.33%	
race entry	228	27.47%	29.13%	29.43%
Runner's World subscription	411	49.52%		
Runner's World wall calendar	55	6.63%		
<b>33. What attracts you to a particular event?</b>				
distance	713	85.90%	90.11%	78.41%
course	476	57.35%	76.52%	71.22%
location	716	86.27%		
post-race function	23	2.77%		
medal	76	9.16%	12.89%	
cost	194	23.37%	23.57%	19.65%
size of field	95	11.45%	12.97%	
charity support	237	28.55%	29.21%	23.52%
atmosphere	297	35.78%	44.22%	49.82%
prizes and showbags	122	14.70%	13.95%	10.06%
free T-shirt	158	19.04%	24.71%	
other (as specified)	30	3.61%	12.44%	
date	10	1.20%		
organisation/ established company	2	0.24%		
women only	2	0.24%		



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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

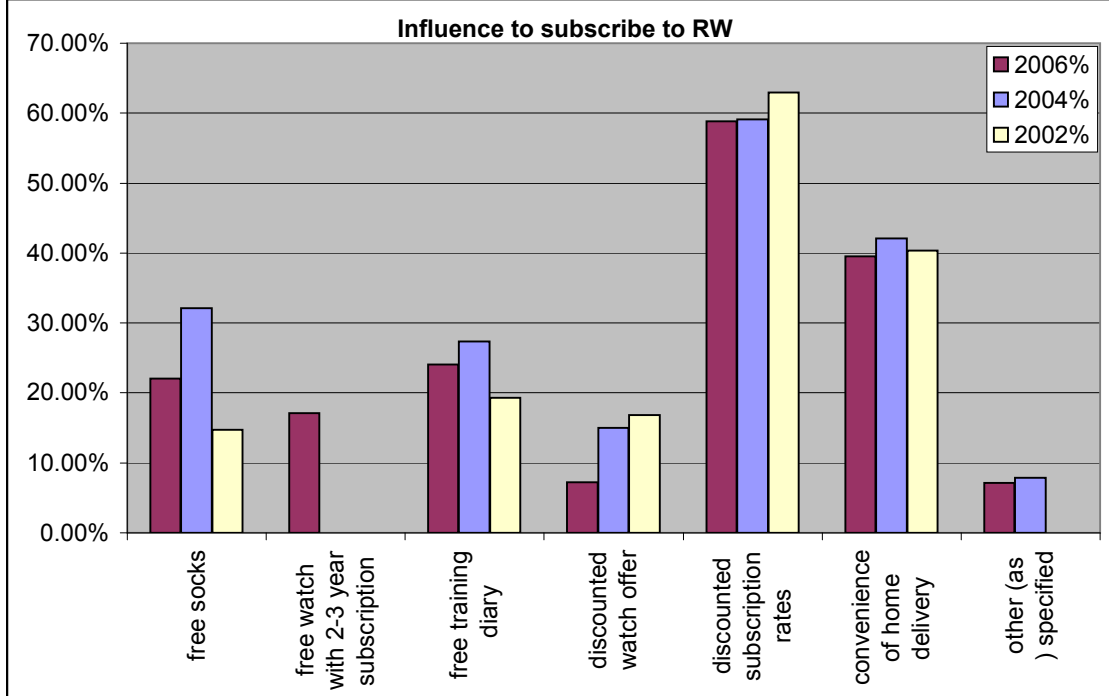
		2006%	2004%	2002%
<b>34. Are you a Runner's World subscriber?</b>				
no response			0.62%	0.27%
Yes	535	64.46%	59.84%	56.37%
no	295	35.54%	39.54%	43.36%
<b>35. How long did you subscribe for?</b>				
not applicable	299	36.02%	39.81%	41.79%
1 year	266	32.05%	30.98%	36.25%
2 years	135	16.27%	13.42%	12.92%
3 years	131	15.78%	15.80%	9.04%
<b>36. Where did you get this copy of Runner's World?</b>				
no answer			58.96%	55.43%
subscription	526	63.37%		
newsagent	258	31.08%	33.10%	42.07%
running store	4	0.48%		
race	1	0.12%	0.71%	0.28%
family/friend	23	2.77%	3.62%	1.57%
prize subscription	7	0.84%	0.79%	0.28%
work	2	0.24%		
library	4	0.48%		
other (as specified)	9	1.08%	2.82%	0.37%
Borders Bookshop	4	0.48%		
Replacement for NZ Runner sub	1	0.12%		
<b>37. If you are not a subscriber, what are your reasons for not subscribing</b>				
no answer			1.15%	
Expense	48	5.78%	9.27%	10.52%
prefer occasional issues	60	7.23%	13.50%	12.27%
haven't got around to it	144	17.35%		
other (as specified)	63	7.59%	15.89%	
Partner has subscription	7	0.84%		
Travelling - haven't got a permanent address	5	0.60%		
Like to support local newsagent	3	0.36%		
This is the first issue I've bought	4	0.48%		

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>38. What would influence you to subscribe/renew your subscription'</b>				
free socks	183	22.05%	32.13%	14.76%
free watch with 2-3 year subscription	142	17.11%		
free training diary	200	24.10%	27.36%	19.28%
discounted watch offer	60	7.23%	15.00%	16.88%
discounted subscription rates	488	58.80%	59.14%	62.92%
convenience of home delivery	328	39.52%	42.10%	40.31%
other (as specified)	59	7.11%	7.86%	
content/quality	10	1.20%		
competitions	8	0.96%		
RW t-shirt/products	6	0.72%		
discount on other products	3	0.36%		



<b>39. What might influence your decision not to renew your subscription'</b>					
expense	320	38.55%	42.98%	26.38%	
no longer running	268	32.29%	31.95%	29.52%	
injury	51	6.14%	5.74%	2.77%	
overseas travel	160	19.28%	19.42%	11.90%	
other (as specified)	82	9.88%	7.41%		
Repetitive articles	10	1.20%			
Poor content	10	1.20%			
Overseas content	5	0.60%			

<b>40. How long have you been reading Runner's World Australia and New Zealand</b>					
no answer	3	0.36%	53.00%		
started this issue	26	3.13%	4.85%		
less than 1 year	129	15.54%	17.21%	45.66%	
1-2 years	157	18.92%	22.33%	21.31%	
2-3 years	88	10.60%	17.21%	52.40%	
3-4 years	144	17.35%	13.50%		
5 years	148	17.83%	24.36%	0.18%	
since the first issue in July 1998	135	16.27%			

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# RUNNER'S WORLD

## Runner's World Australia and New Zealand reader survey, July 2006

		2006%	2004%	2002%
<b>41. What most influences your decision to buy Runner's World? (tick one only)</b>				
no answer	24	2.89%	3.09%	
cover photo	8	0.96%	1.15%	2.68%
cover headlines	70	8.43%	13.68%	16.05%
features	233	28.07%		
table of contents	63	7.59%	19.86%	25.74%
events calendar	39	4.70%	8.03%	13.28%
I buy it anyway	393	47.35%	54.19%	52.49%
<b>42. Rank the content of the magazine in order of its importance to you (1 most important, 10 least important):</b>				
training advice	1		1	1
diet/nutrition	2		2	2
stories about ordinary runners	3		3	3
sports medicine news	4		4	
race calendar	5		5	
women's section	6		7	
features on races	7			
where to run	8			
profiles of top athletes	9		6	
race reports and results	10		8	
competitions or giveaways	11		9	
other (as specified)				
shoe reviews				
product reviews				
letters				
injury advice				
<b>43. Which are your favourite columns in Runner's World?</b>				
Fast Lane (Ed Eyestone)	157	18.92%	37.07%	45.94%
Galloway on Training (Jeff Galloway)	437	52.65%	66.02%	58.49%
Julia Thorn's Journal	308	37.11%	22.77%	
Nutrition (Alison Walsh)	523	63.01%	64.70%	
Len's Johnson's World Running	149	17.95%	21.62%	
Pat's Chat (Pat Carroll)	336	40.48%		
Letters (reader contributions)	374	45.06%	40.69%	42.34%
The Inside Track (Terry O'Halloran)	176	21.20%	26.39%	
The Penguin Chronicles (John Bingham)	334	40.24%	43.16%	39.67%
<b>44. Where do you get information about running events?</b>				
Runner's World magazine	723	87.11%	83.58%	83.95%
www.ausrun.com.au	304	36.63%		
Run for Your Life	101	12.17%		
VO2 Max (NZ)	9	1.08%		
club newsletter or website	188	22.65%	29.74%	
Cool Running Australia	276	33.25%	29.48%	28.14%
Cool Running NZ	44	5.30%	4.59%	3.78%
speciality running store	130	15.66%	14.12%	15.13%
friends	320	38.55%	34.77%	
mailouts	223	26.87%	32.92%	
gym	108	13.01%	15.27%	
other (as specified)	80	9.64%	14.21%	
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

			2006%		2004%		2002%
<b>45. What other sports magazines do you buy or subscribe to'</b>							
Australian Triathlete		85	10.24%		10.24%		11.53%
Triathlon and Multisport		93	11.20%		11.83%		10.15%
Inside Sport		33	3.98%		5.83%		6.09%
Bicycling Australia		64	7.71%		8.47%		7.66%
Men's Health		69	8.31%		9.89%		8.30%
Sports Illustrated		7	0.84%		1.41%		1.29%
Women in Sport		6	0.72%		1.50%		3.41%
Australian Tennis		6	0.72%		0.88%		0.55%
Women's Fitness		70	8.43%		9.27%		8.03%
NZ Runner		17	2.05%		3.27%		
Alpha		22	2.65%				
New Zealand Multisport		5	0.60%		1.32%		
VO2 Max (NZ)		11	1.33%				
Run For Your Life		144	17.35%				
<b>46. Have you registered for running events online</b>							
no response		1	0.12%		0.44%		
yes		517	62.29%		54.37%		
no		312	37.59%		45.19%		
<b>47. How often have you visited www.ausrun.com.au in the past six months'</b>							
no response		9	1.08%				
none		293	35.30%		25.95%		37.82%
daily		3	0.36%		0.62%		0.55%
several times a week		25	3.01%		4.24%		
once a week		53	6.39%		44.04%		5.17%
several times a month		98	11.81%		10.24%		13.01%
once a month		128	15.42%		7.50%		13.65%
less than once a month		221	26.63%		7.41%		28.60%
<b>48. What features have you made use of on our website</b>							
event calendar		347	41.81%		48.46%		
training information		273	32.89%		40.69%		
entry forms		174	20.96%		20.48%		
online subscription		65	7.83%		10.50%		
online shop		58	6.99%		4.68%		
online race entry		121	14.58%		17.39%		
other		28	3.37%		4.41%		
<b>49. What features would bring you back to the site more often'</b>							
race results		212	25.54%		27.10%		35.52%
training or nutrition advice		448	53.98%		57.02%		61.35%
chat forums		103	12.41%		12.36%		
news		181	21.81%		24.18%		
competitions		173	20.84%		29.39%		
entry forms in our race listing		205	24.70%		28.86%		
<b>50. How many people other than you read your copy of Runner's World</b>							
None		267	32.17%		7.41%		14.86%
1		340	40.96%		59.22%		46.31%
2		162	19.52%		22.59%		26.75%
3 or more		61	7.35%		10.77%		12.08%

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