Project: RunMyWay

Research Report
NSW Office of Sport: May 2025

Agenda

01 **Research Details**

Project context and objectives

02 **Nike After Dark Tour**

Relevant event intel

03 **Running Habits**

Attitudinal and behaviour intel/traits

04 **Implications**

Key learnings and ideas moving forward

01: Research Details

RunMyWay Logistics

Context

Background:

- The Run My Way survey has been developed under a partnership between the Office of Sport and Transport for NSW to capture attitudes and behaviours regarding running, including perceptions of safety by women, girls and gender diverse runners.
- This survey will be conducted at a number of running events in NSW during 2025.
- This report reflects data captured at the Nike After Dark Tour in Sydney on 12 April 2025.

RunMyWay

Research Objectives:

- Capture running/training experience & behaviour:
  - Training behaviour, including time of day, devices, travel to events/training, etc

- Perceptions of safety when running:
  - Attitudinal factors impacting running/training locations, etc

- Profiling:
  - Basic demographics (age/postcode).

RunMyWay Logistics

Research Considerations & Design

Capture Restrictions:

- A hybrid design was employed involving F2F surveying at event and QR code handout:
    - QR hand out helped manage the event time/distractions challenges
    - Allowed runners to complete post event
    - Combination of push/pull capture optimised budget/event efficiencies

Runners Involvement:

- N=257 surveys were completed in total, with approx.: N=80 captured at event
- Runner age representation:
    - Ranged from 17 yrs to 71 yrs
    - Median age was 33 yrs

QR Code Card/s

Postcodes

Sydney LGA's were grouped into several areas.

Inner:
Inner City, Eastern Suburbs, Inner West, Lower North Shore

North:
Outer North West, Hills District, NW Suburbs, Northern Suburbs, Outer North, Upper, Forest District, Upper/Lower Northern Beaches
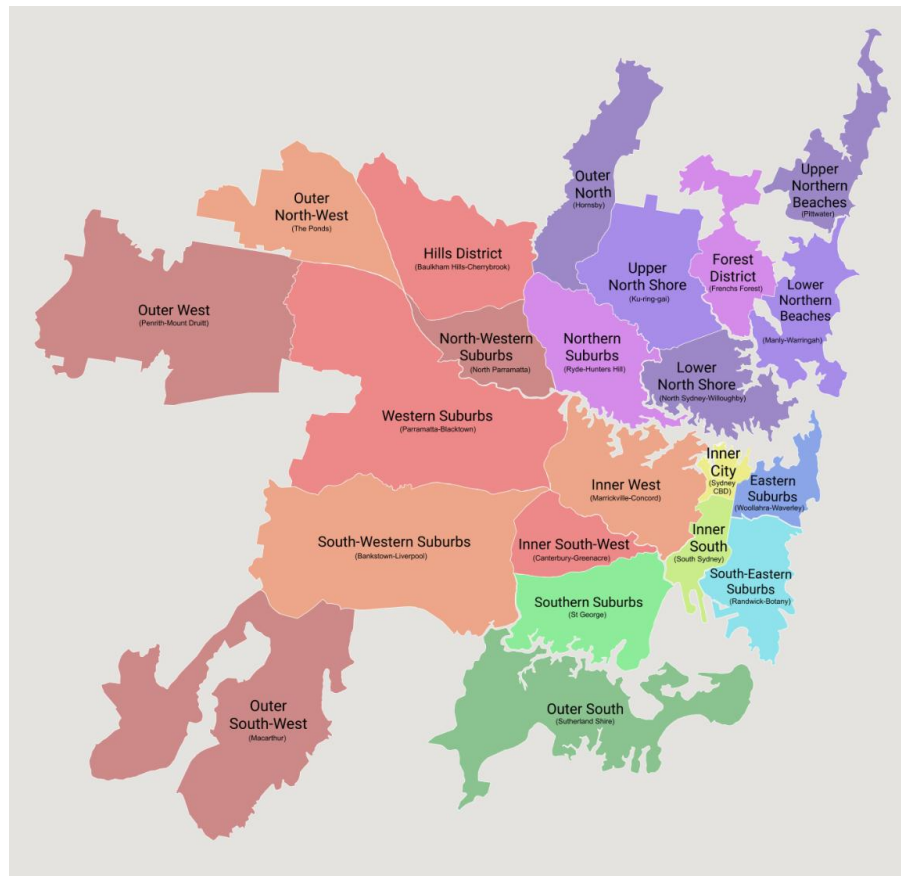
South:
Inner South, Southern Suburbs, Outer South, South Eastern Suburbs, Inner South West

West:
Western Suburbs, Outer West, South Western Suburbs, Outer South West
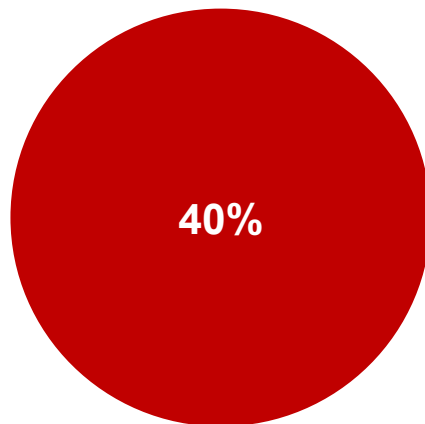
Other:
Postcodes outside Sydney area

02: After Dark Tour

After Dark Tour

The Nike After Dark Tour was the first half marathon for 4-in-10 runners.

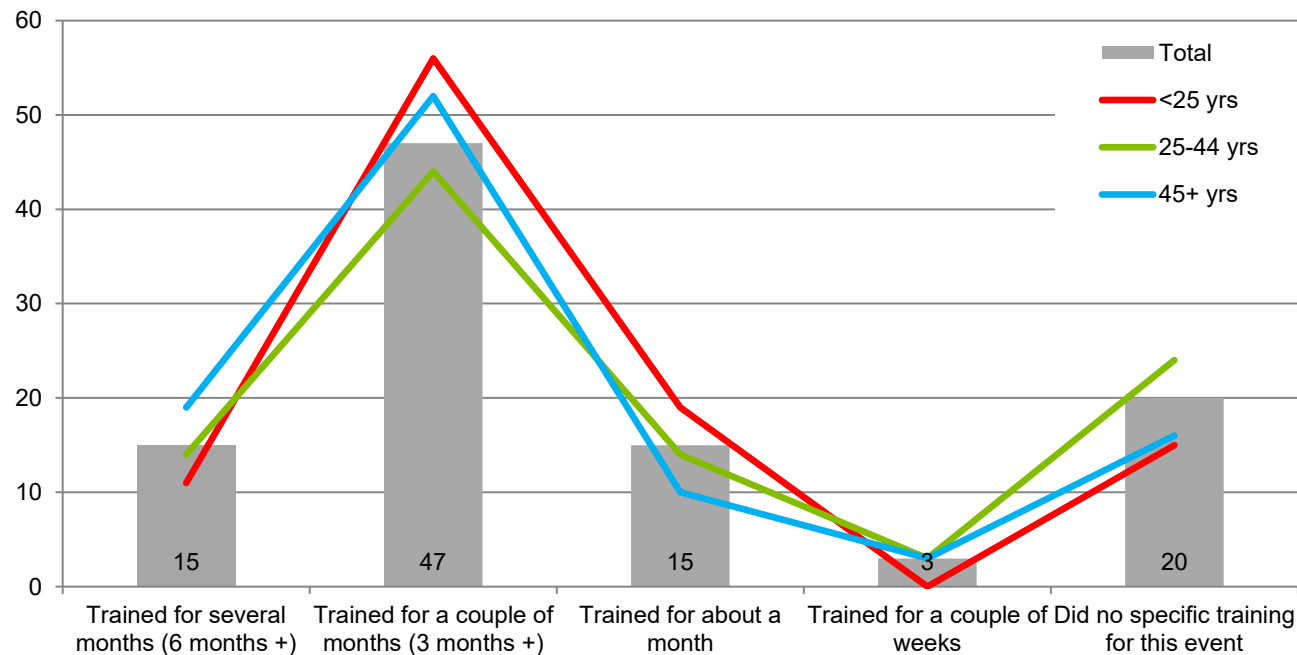This jumps to close to 8-in-10 for younger runners (<25 yrs).

FIRST HALF MARATHON

40%

FIRST HALF MARATHON	(%)
Total	**40**
<25 yrs	78
25-44 yrs	39
45+ yrs	24

Training

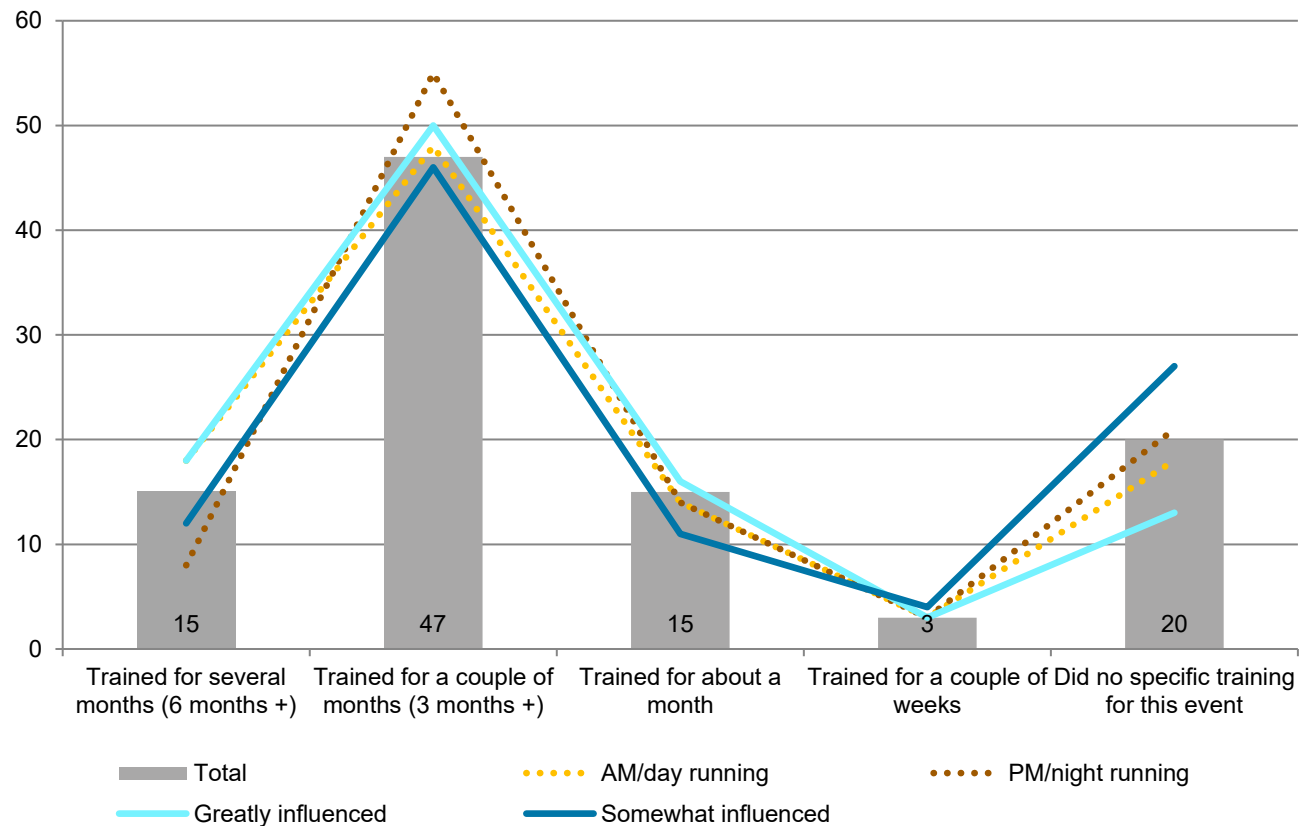Almost 1-in-2 runners trained for a couple of months prior to event.

Training was mostly consistent across age profiles.

1-in-5 runners did no training prior to the event.

Training

Duration of training prior to event shows little variation in running time of day or the influence re: sense of safety.

Preparation

Over 8-in-10 runners went on solo runs prior to event.

Younger runners more likely to use treadmill at home/gym.

Older runners more likely to have paid membership/coach.

Legend:
- Total (grey bars)
- <25 yrs (red)
- 25-44 yrs (green)
- 45+ yrs (blue)

Bar values: Solo runs 84, Runs with a friend/s 67, Social run clubs (free) 34, Treadmill run at gym/home 25, Paid fitness membership/coach 20, Training runs organised by event sponsor 10, Other 7
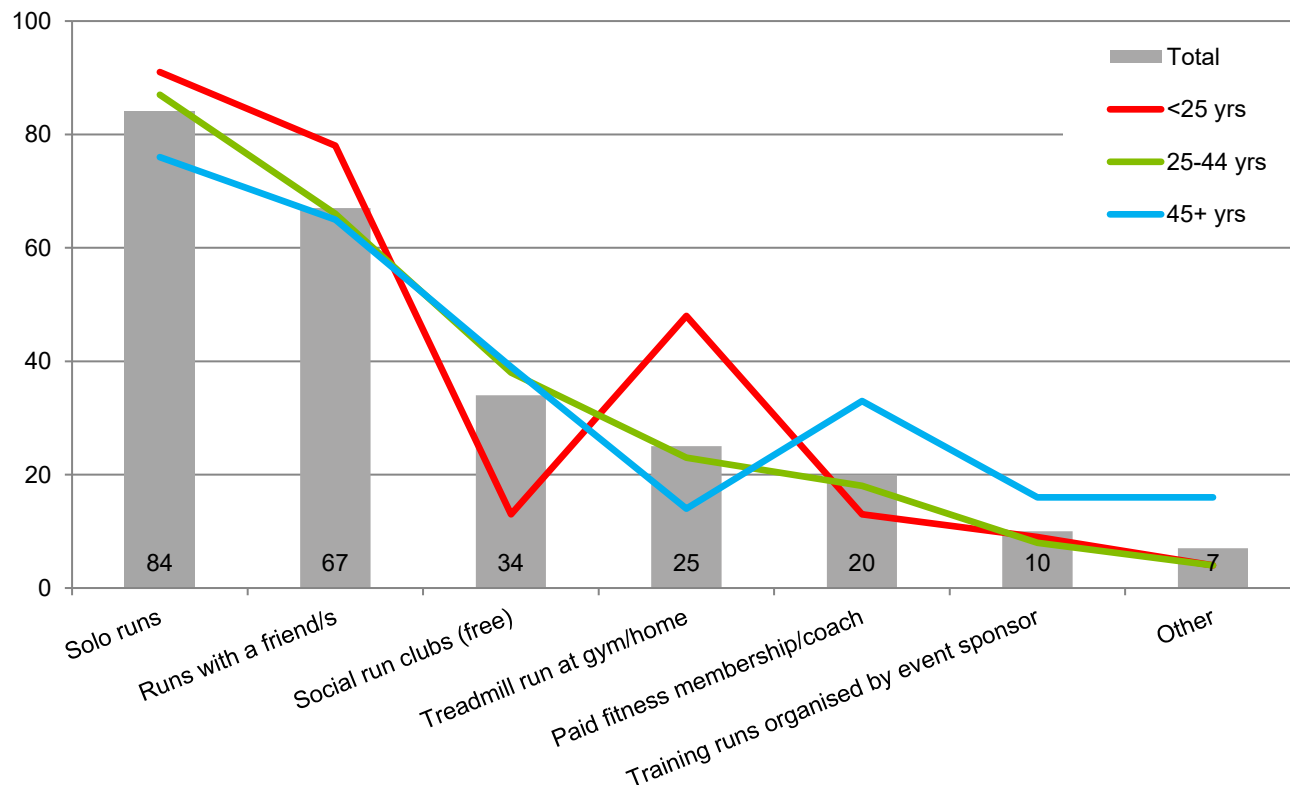
Preparation

Those that go on social club runs are more likely to to run during the day, while those using a treadmill are more likely to run at night.
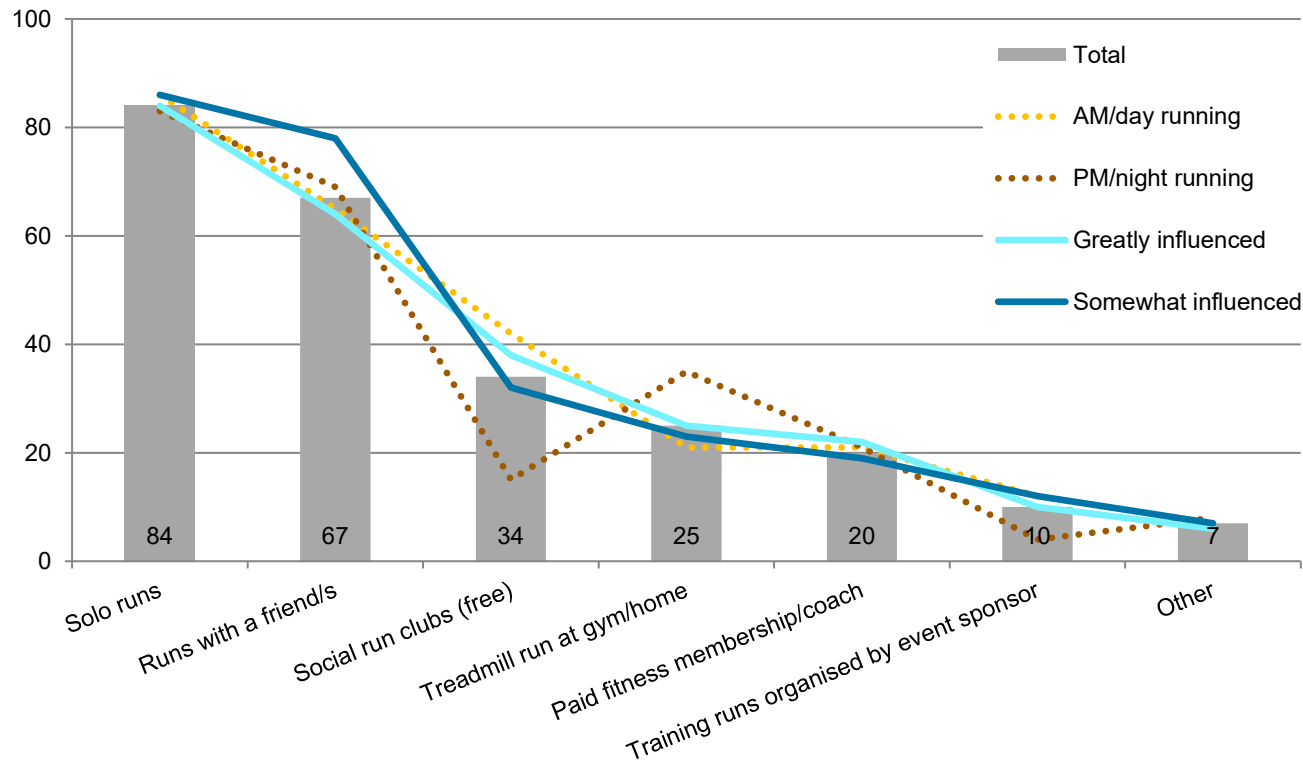
Event Transport

Just over 1-in-3 used private vehicle.

3-in-10 used light rail... with 45+ yrs over indexing.
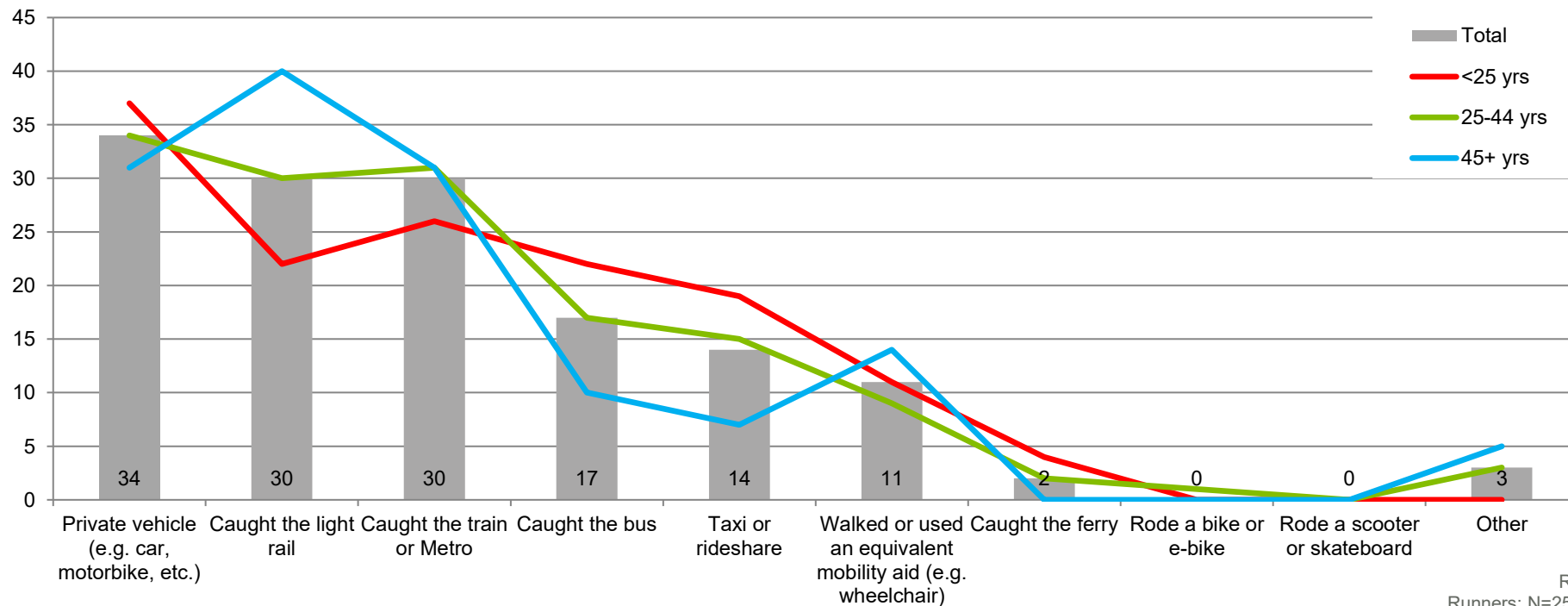
Younger runners more likely to use bus or rideshare service.

R3.
Runners: N=257.

Event Transport

Runners from the North more likely to use private vehicle than runners from other locations.

Runners from the West and South over index train/Metro.

Runners from Inner over index light rail.

R3.
Runners: N=257.
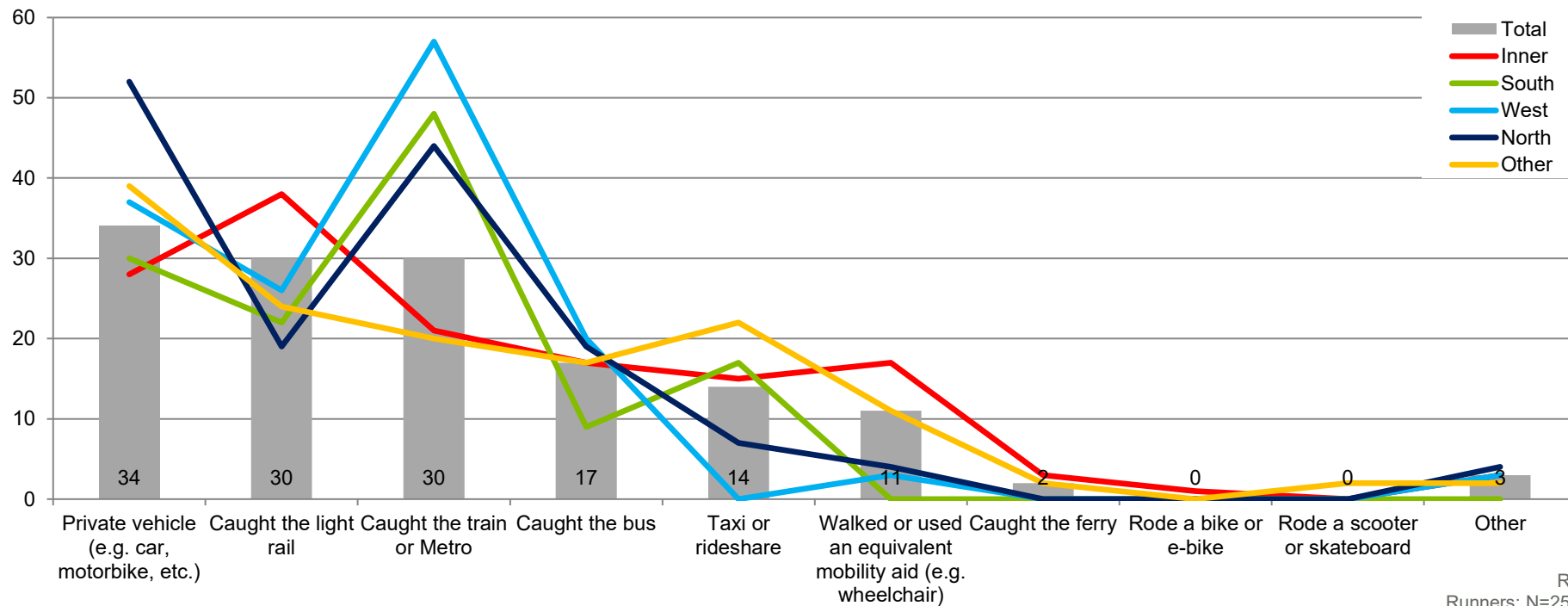
03: Running Habits

Running Motivations

The top three (3) reasons for running include: physical fitness, to challenge self and to improve/maintain mental health.
Younger runners more likely to challenge self, while older runners are slightly over index on mental health benefits.
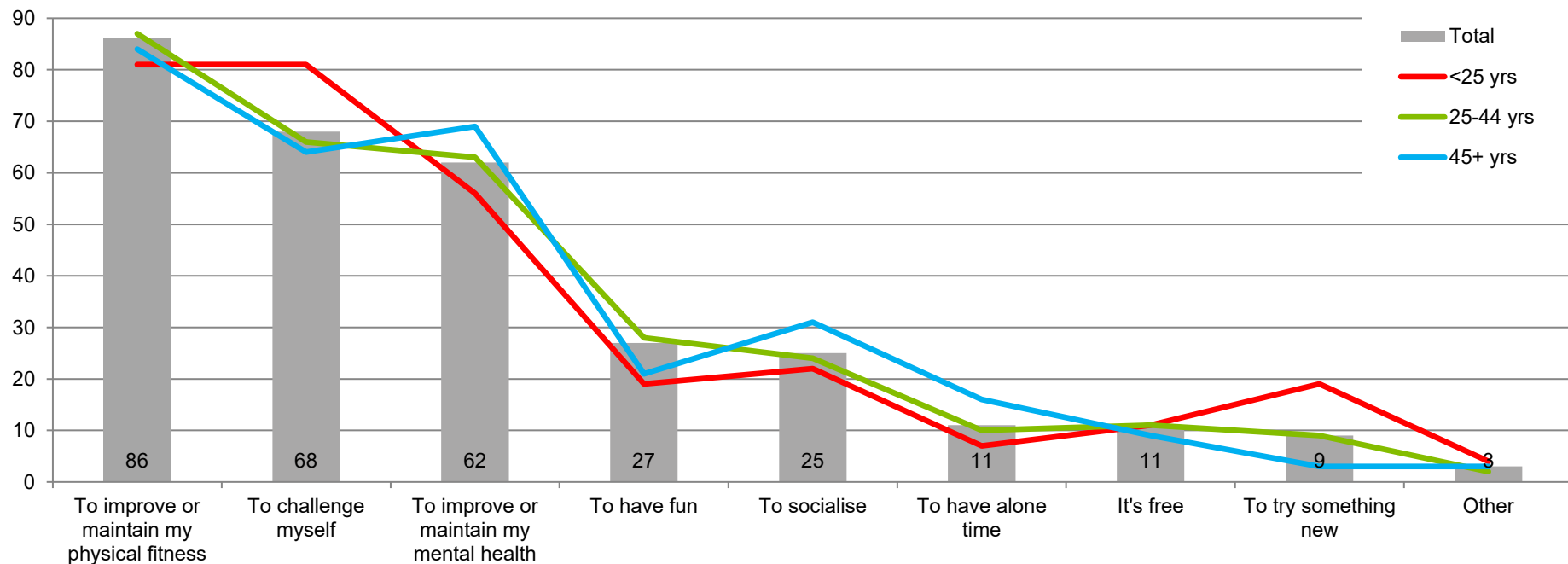
Key Running Motivation

When pushed for their key reason for running, just under 1-in-2 are motivated by physical fitness.

Other key running motivations consistent with top (3).

R4a.
Runners: N=257.
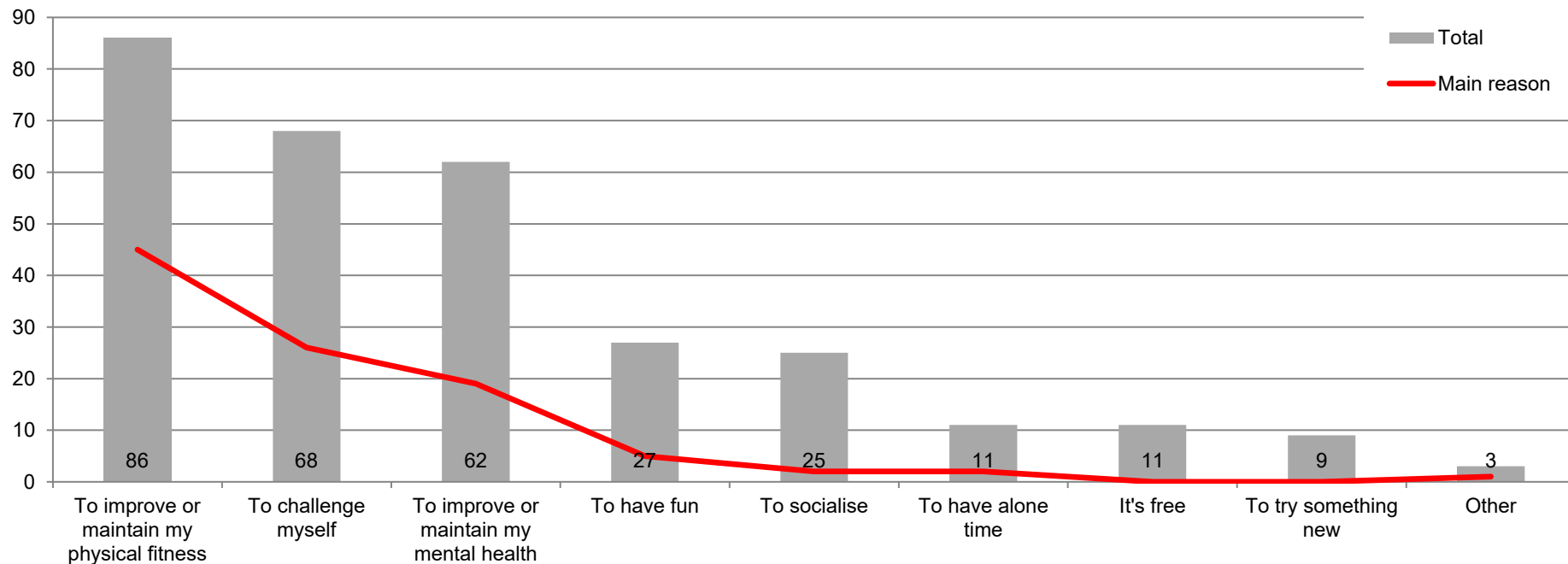
Items on Run

Over 8-in-10 runners run with their phone, with younger runners slightly over indexing.

Older runners appear to be more skin health conscious... over indexing on hat and sunglasses.

They also appear to be more planned... over indexing on taking 'fuel'.

Legend:
- Total
- <25 yrs
- 25-44 yrs
- 45+ yrs

Phone	Headphones	Personal fitness accessory	Hat	Nutrition, hydration or fuel	Sunglasses	Head lamp	A pet	A change of clothes	Other
86	76	76	61	46	41	11	4	0	1
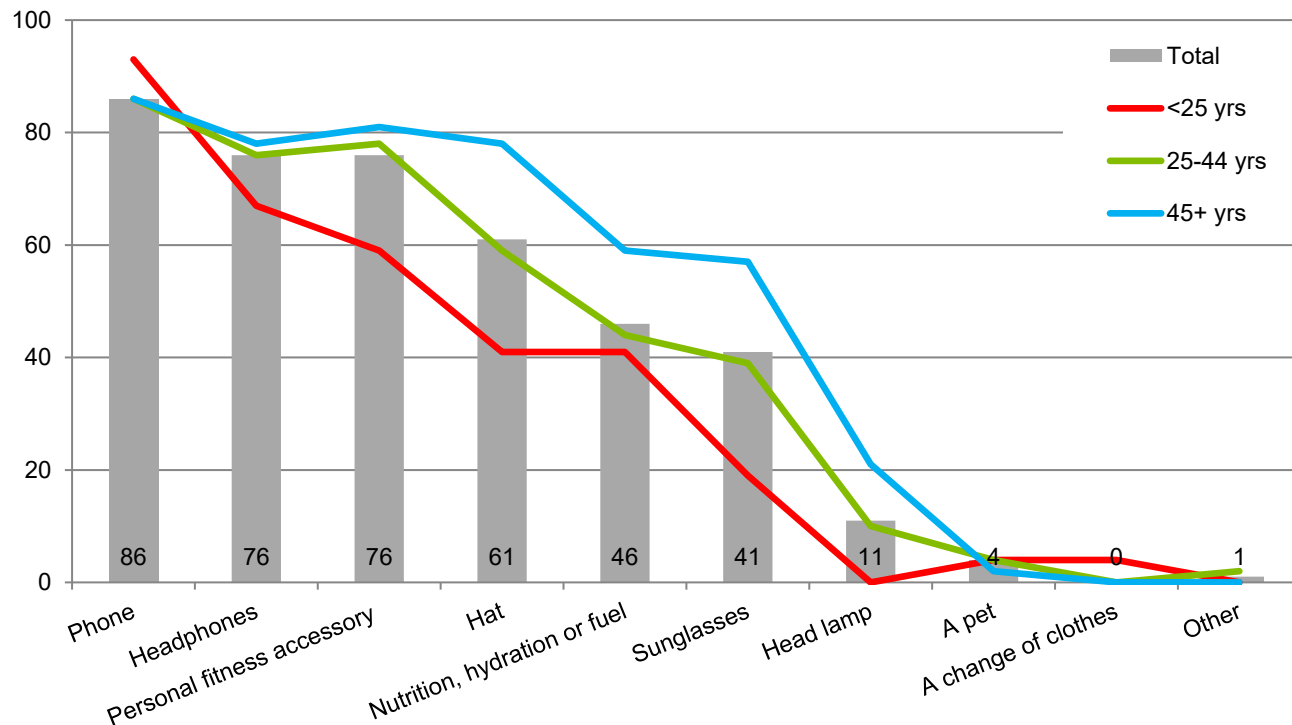
Items on Run

Runners from the North under index on most items.

Runners from the West over index personal fitness accessories such as smartwatch, etc.
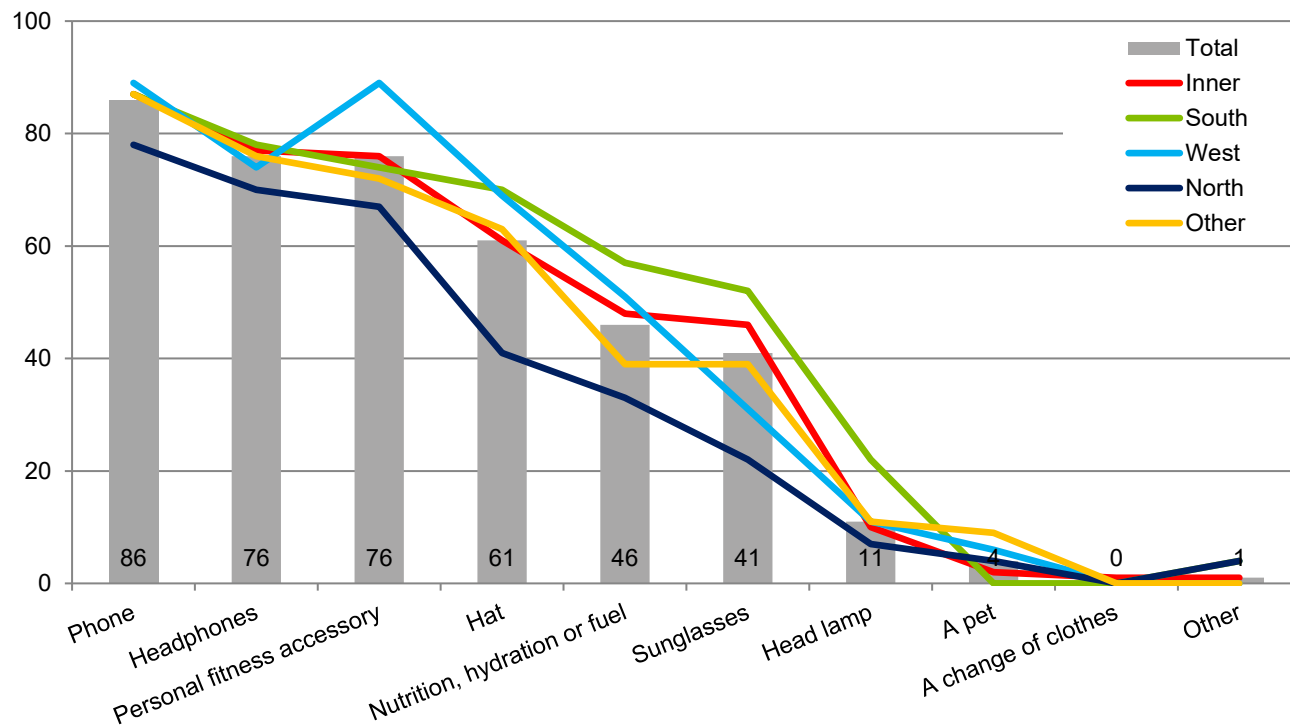
Items on Run

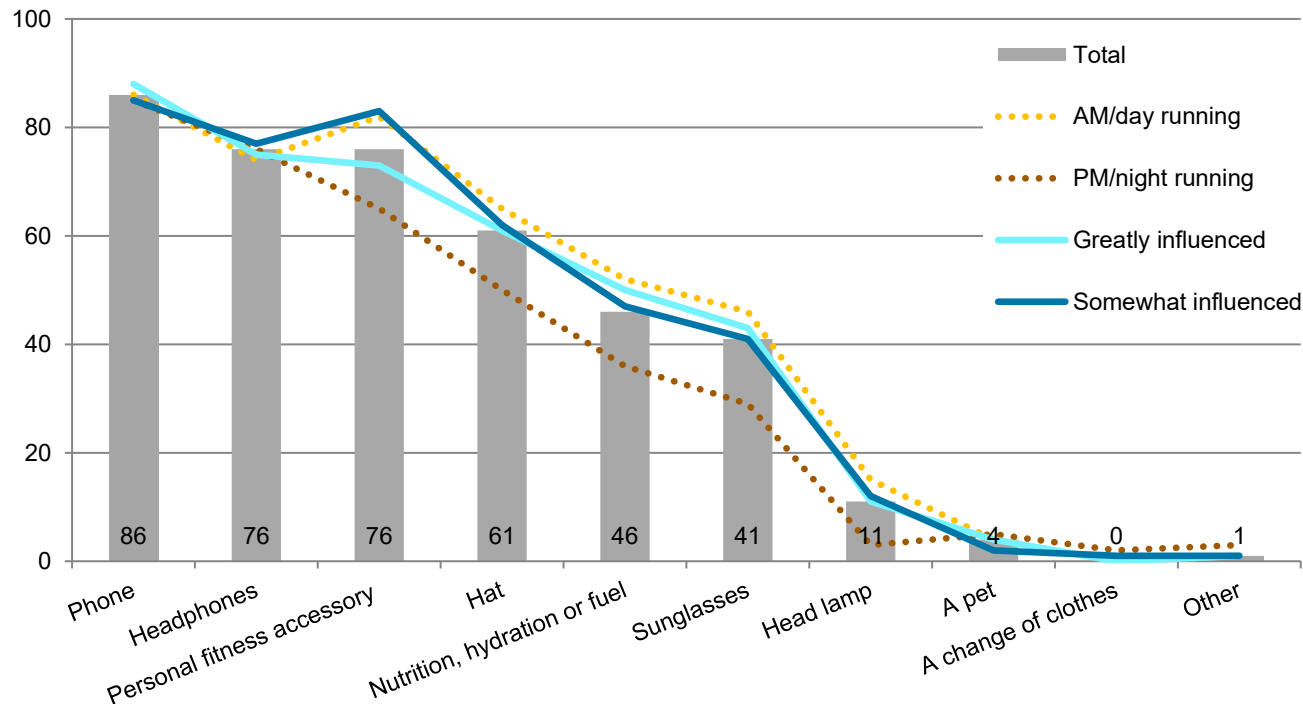Little variation evident between re: items taken on run and time of day and/or influence re: sense of safety.

Apps.

App. type usage while running is relatively high, with almost all runners using an App.

Almost 8-in-10 use 'Strava' making it the most popular App.

Gamin Connect comes in second, with almost 1-in-2 claiming usage.

Variation between age profiles evident, with those 25-44 yrs over indexing top two (2) Apps, while the younger (< 25 yrs) under indexing same Apps.

Legend: Total | <25 yrs | 25-44 yrs | 45+ yrs

Values: Strava 77, Garmin Connect 49, Apple Watch fitness 22, Nike training 19, Runna 8, Map My Run 2, Other 6, No I don't track my run 2
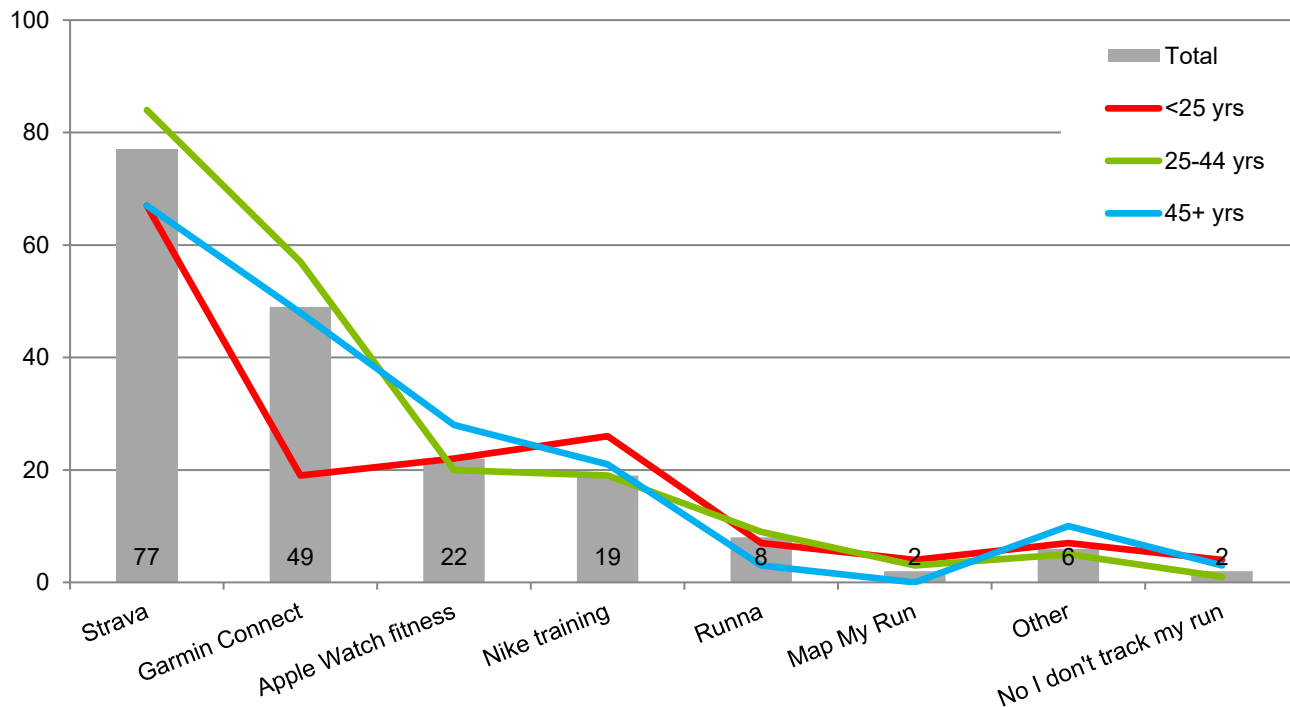
Apps.

Little variation evident between Apps. type used on run and time of day and/or influence re: sense of safety.

Legend:
- Total
- AM/day running
- PM/night running
- Greatly influenced
- Somewhat influenced

Chart data labels (Total):
Strava 77, Garmin Connect 49, Apple Watch fitness 22, Nike training 19, Runna 8, Map My Run 2, Other 6, No I don't track my run 2
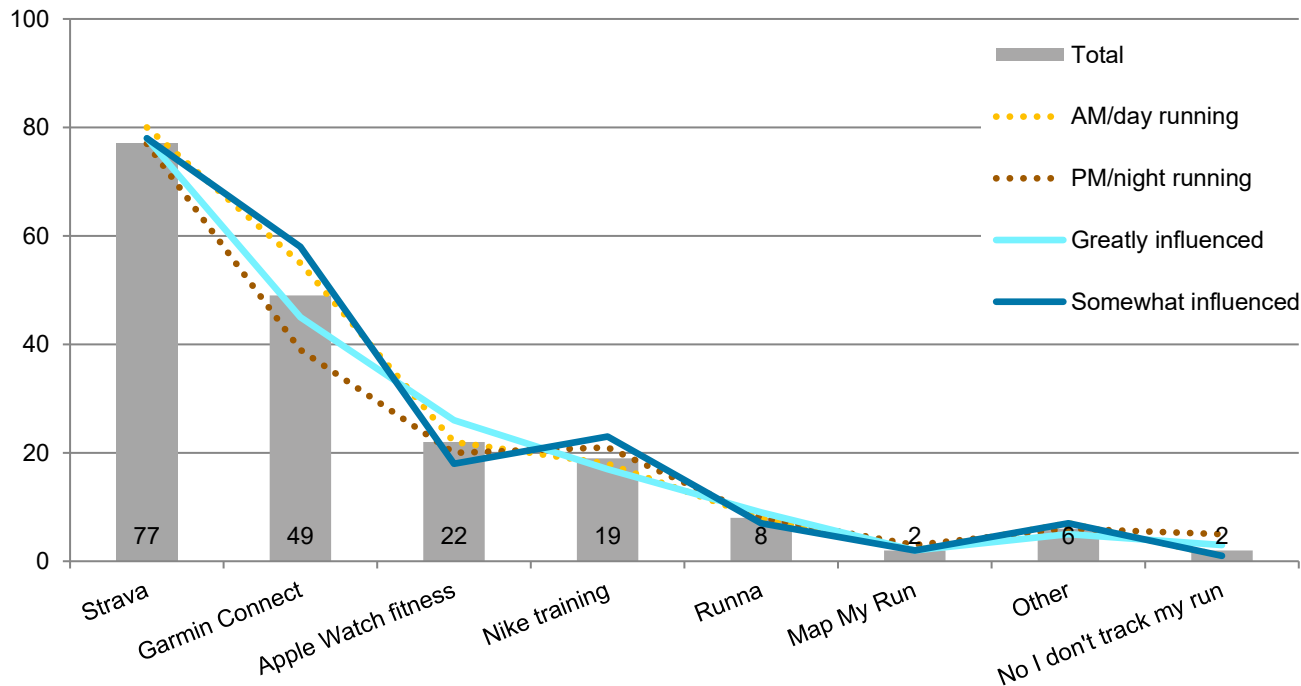
Apps. Usage

Most runners use Apps. to track progress and results.

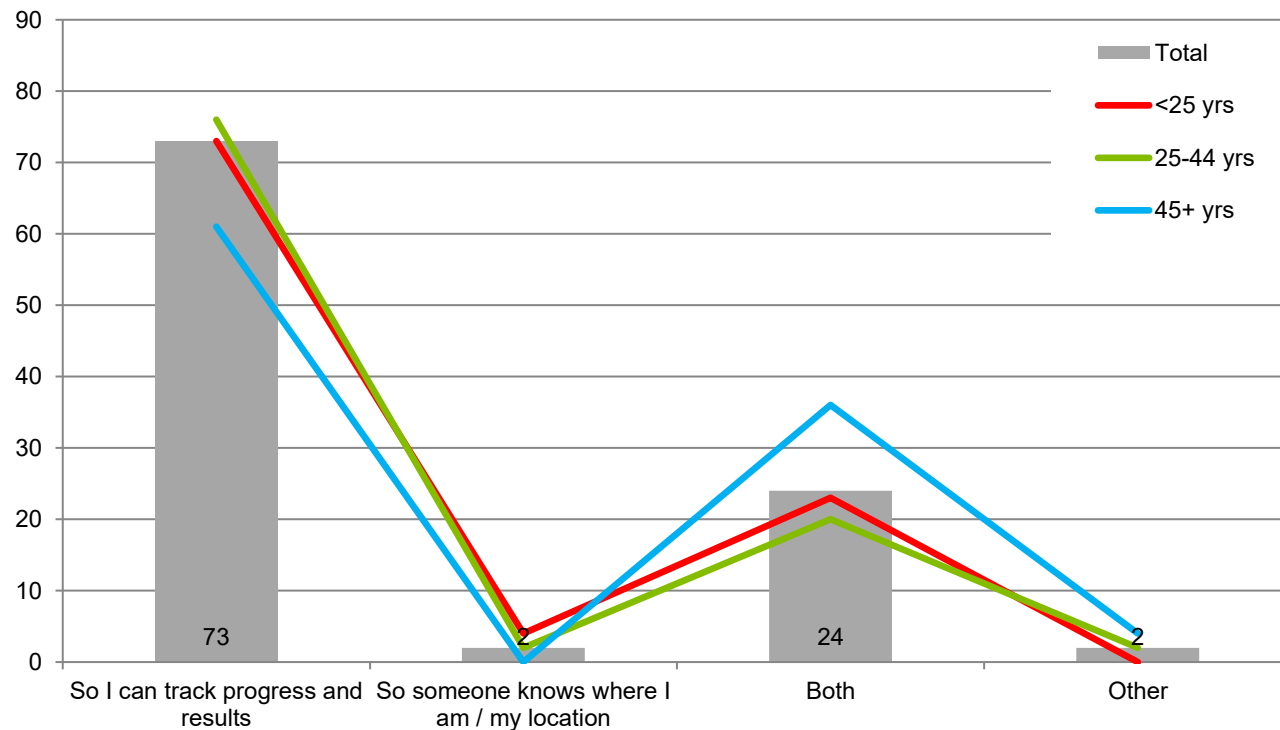Almost all (97%) use to track results and so someone knows their location.

Verly little variation evident across age profiles.

Apps. Usage

Runners from the South and Other (i.e. outside Sydney) are slightly more likely to use Apps. for both tracking progress and so someone knows their location.

Legend:
- Total
- Inner
- South
- West
- North
- Other

Y-axis: 0 to 90

X-axis categories: So I can track progress and results (73), So someone knows where I am / my location (2), Both (24), Other (2)
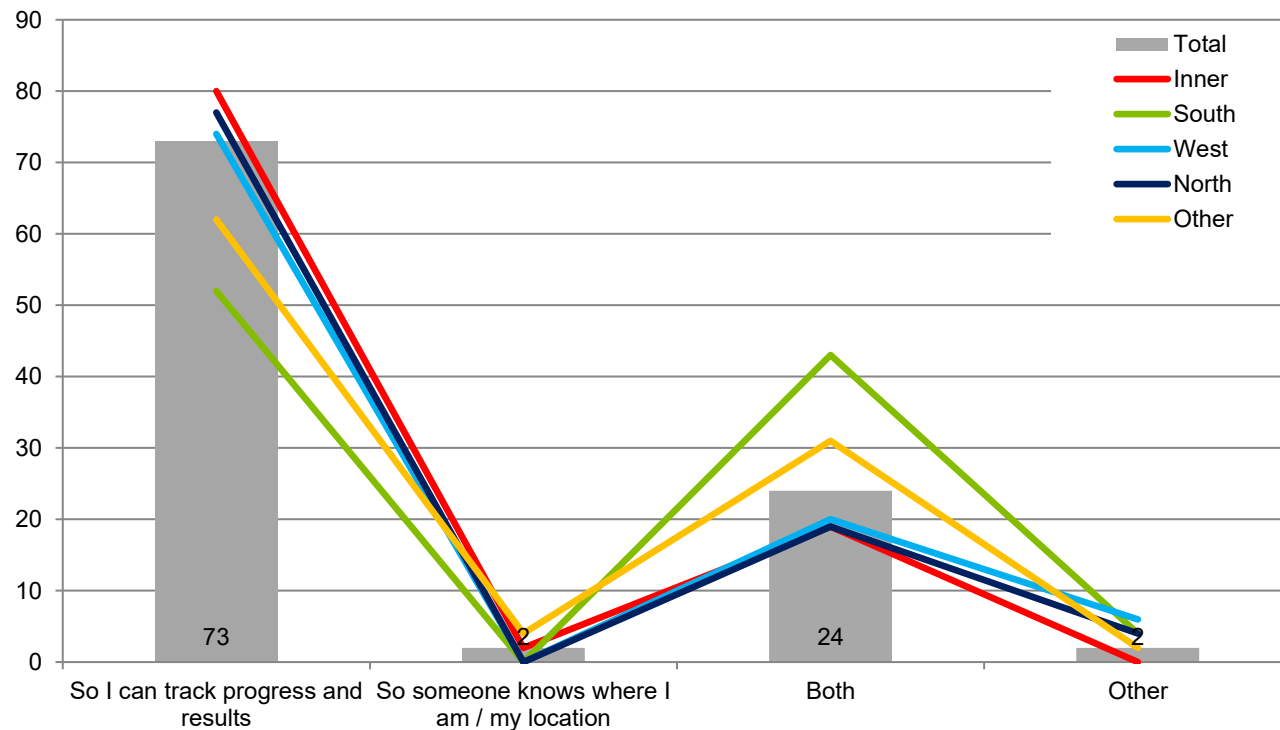
Apps. Usage

Little variation evident between Apps. usage/purpose and time of day and/or influence re: sense of safety.
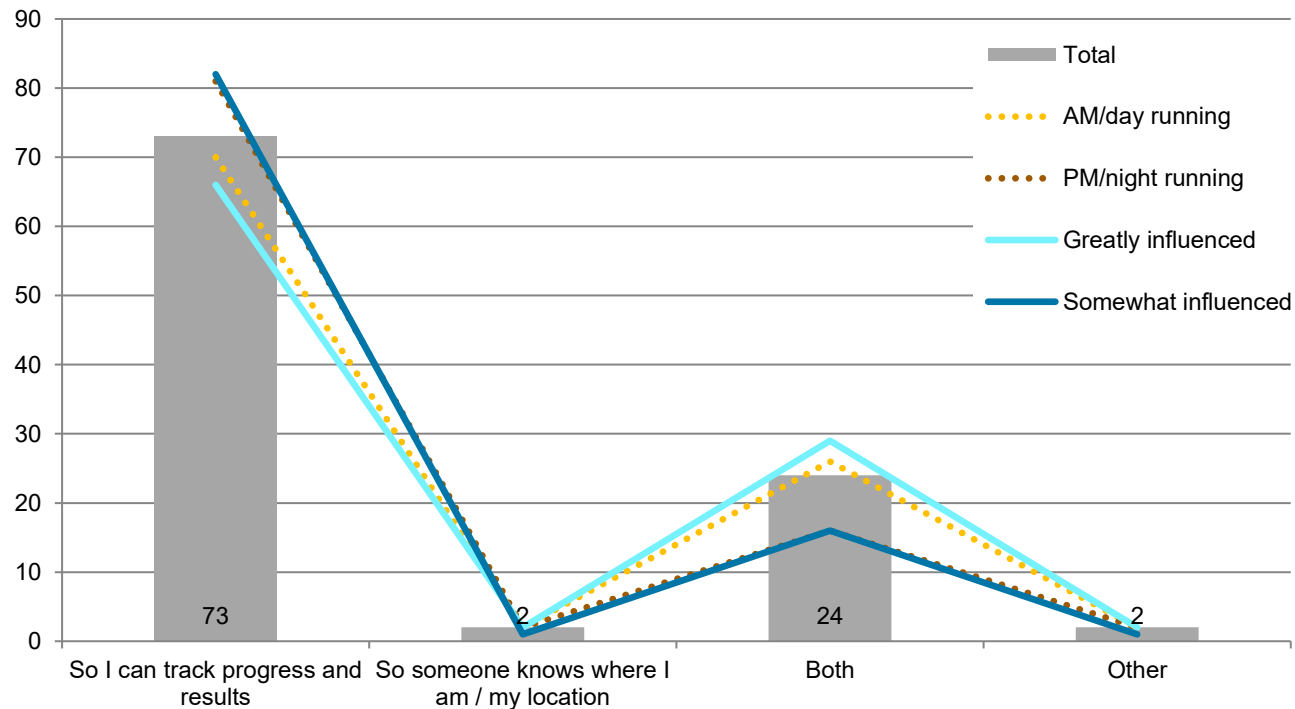
Going Running

Just over half walk from home re: travel to/from training runs.

Almost 1-in-3 use vehicle... slightly over indexing older runners.

Going Running

Runners from the West and North are more likely to drive to running location/route.
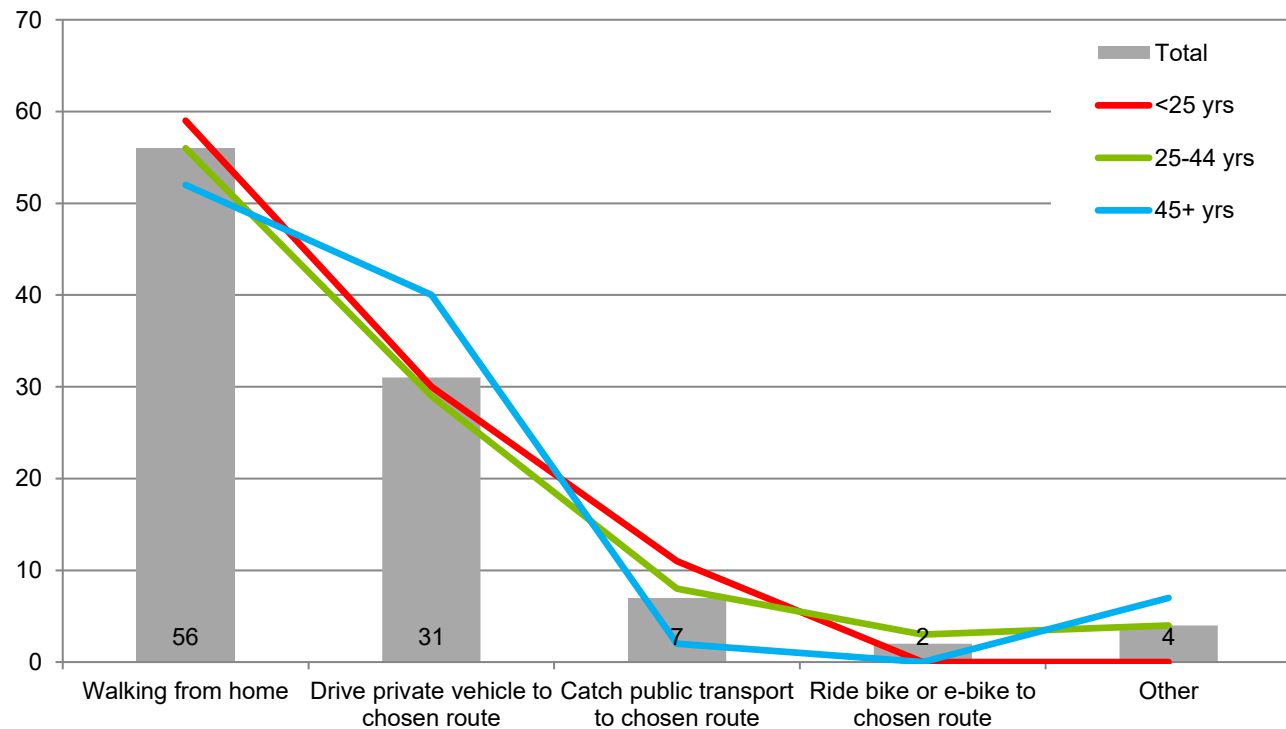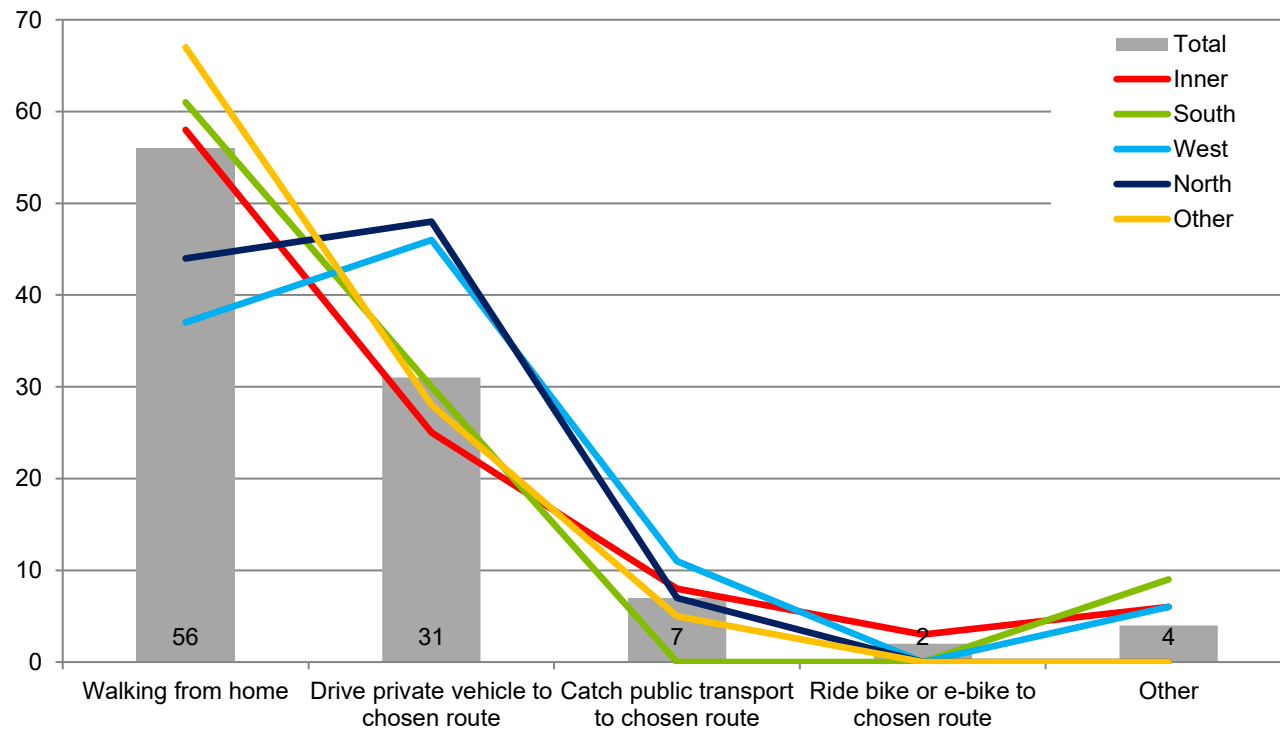
Going Running

Little variation evident between mode of travel to training runs and time of day and/or influence re: sense of safety.

Those that train PM/night marginally over index public transport as a mode of travel.

Chart legend:
- Total (grey bars)
- AM/day running
- PM/night running
- Greatly influenced
- Somewhat influenced

Categories (x-axis):
- Walking from home — 56
- Drive private vehicle to chosen route — 31
- Catch public transport to chosen route — 7
- Ride bike or e-bike to chosen route — 2
- Other — 4

R7.
Influenced= Sense of Safety.
Runners: N=257.
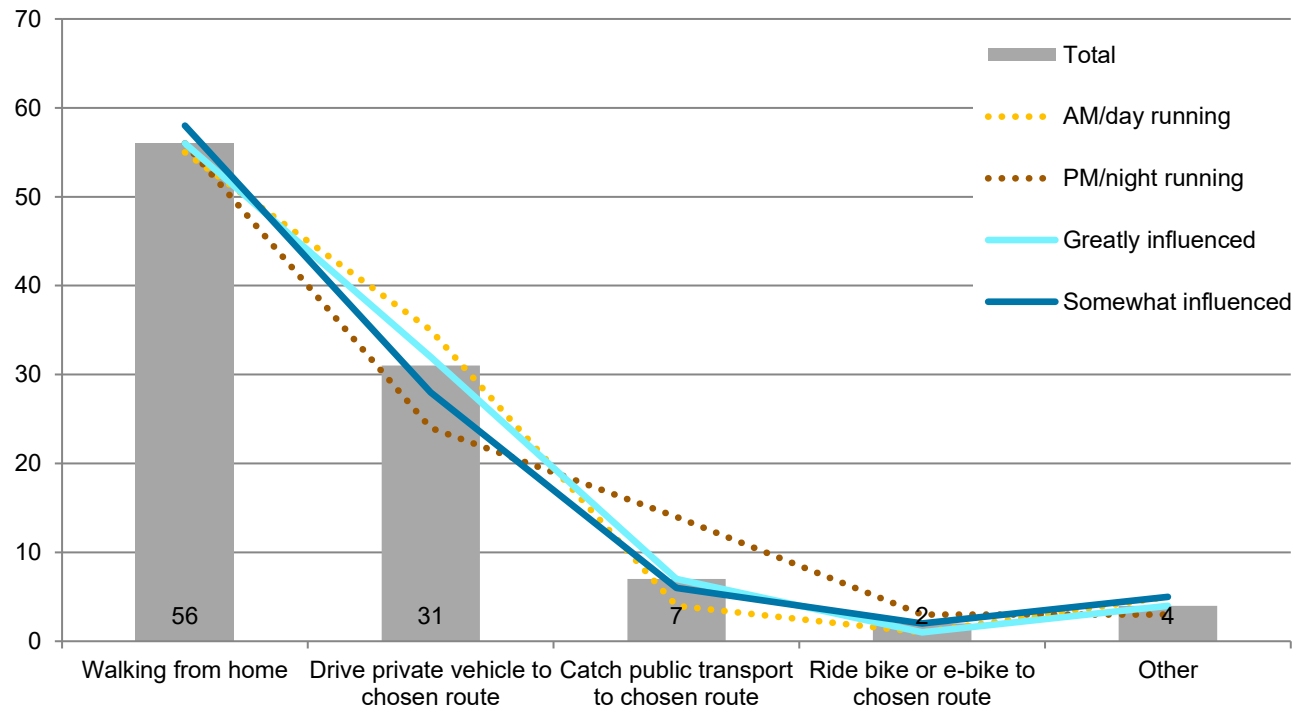
Training Time

Early morning training runs is the preferred time of day for 6-in-10 runners.

Considerable variation between age profiles evident... possibly a reflection of other commitments like work.

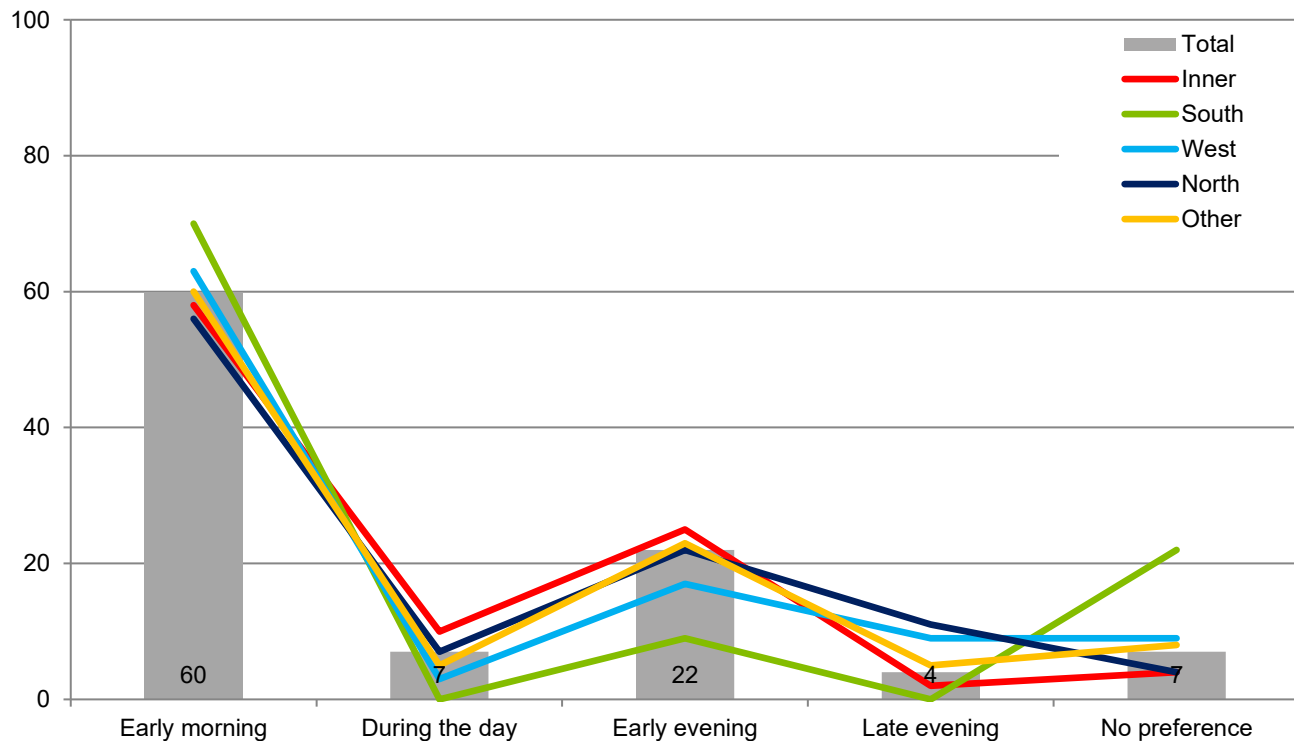Younger runners more likely to training early evening vs. other day parts.

Older runners the reverse... over indexing early morning.

R8.
Runners: N=251.
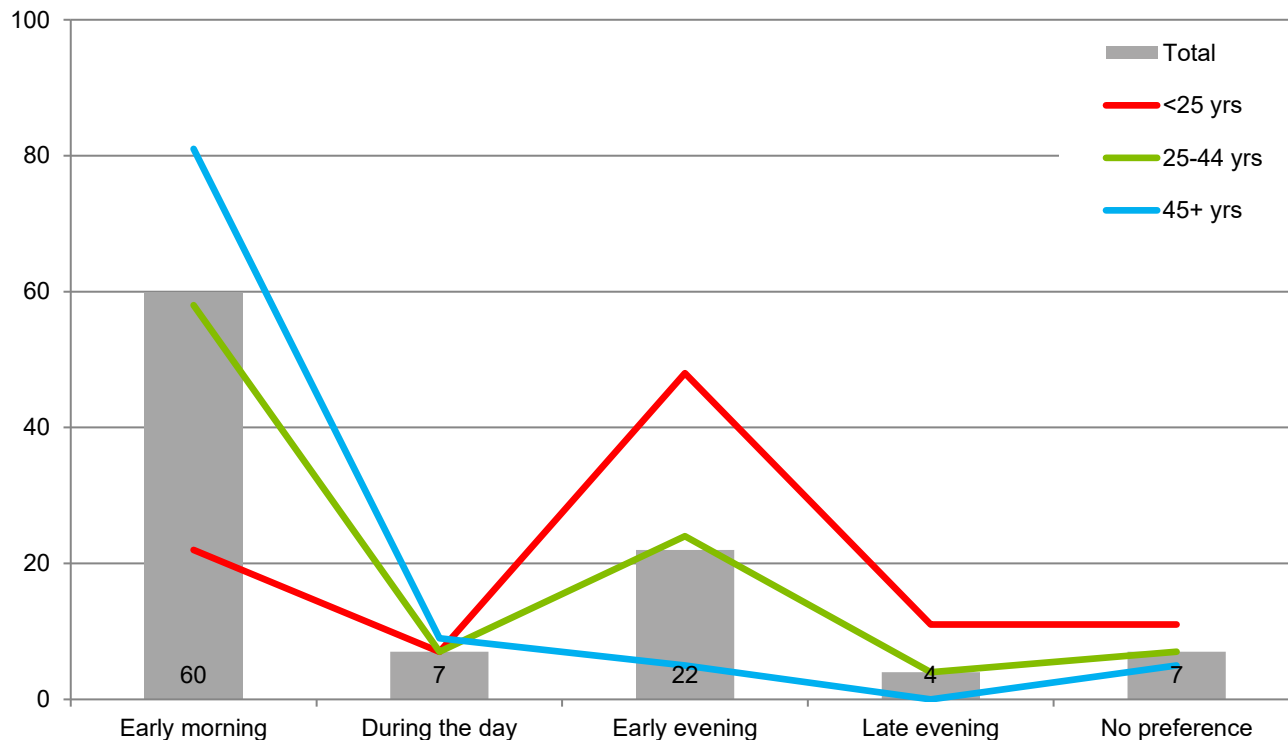
Training Time

Runners location has little impact on time of day they tend to train.

Training Time

Sense of safety influence does not appear to impact on time of day training runs.

Other commitments most probably more of an influence.
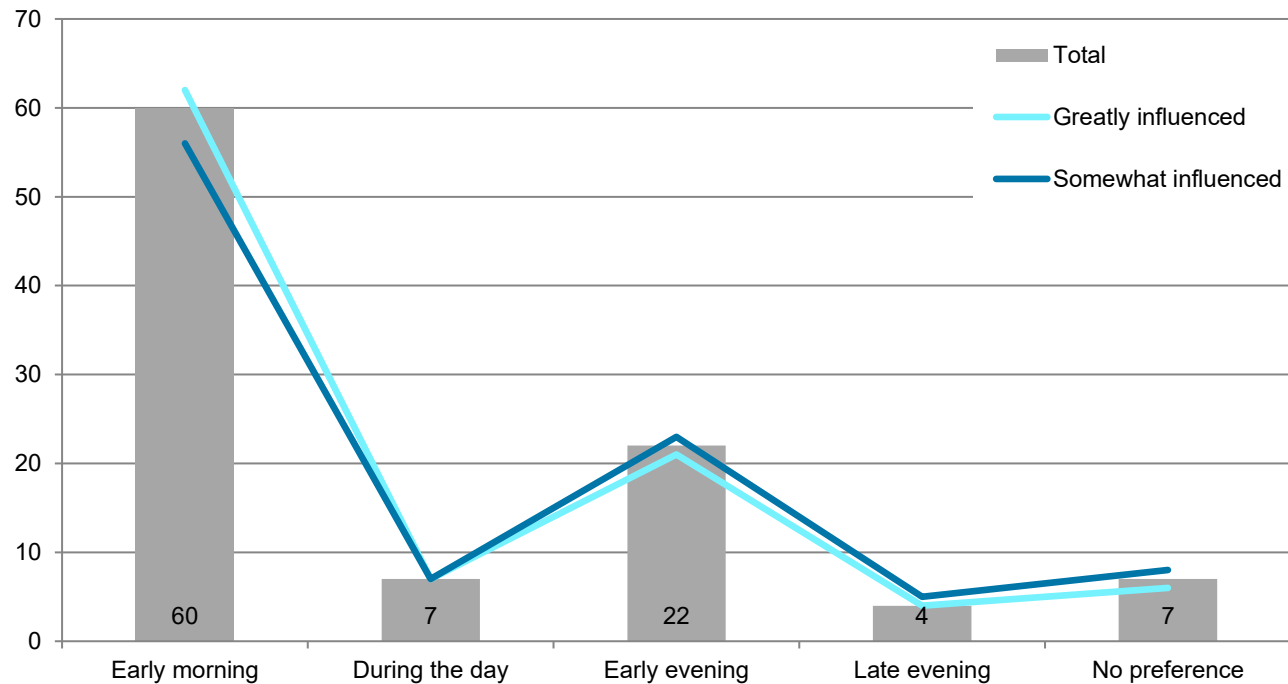
Sense of Safety

Just over 1-in-2 runners admit a sense of safety influences their running habits.

Older runners tend to have a slightly higher sense of safety influence vs. other age profiles.

Only 6% state that a sense of safety has no influence on their running habits.

Legend:
- Total
- <25 yrs
- 25-44 yrs
- 45+ yrs

Bar values:
- Greatly influences my running habits: 56
- Somewhat influences my running habits: 38
- No influence at all on my running habits: 6
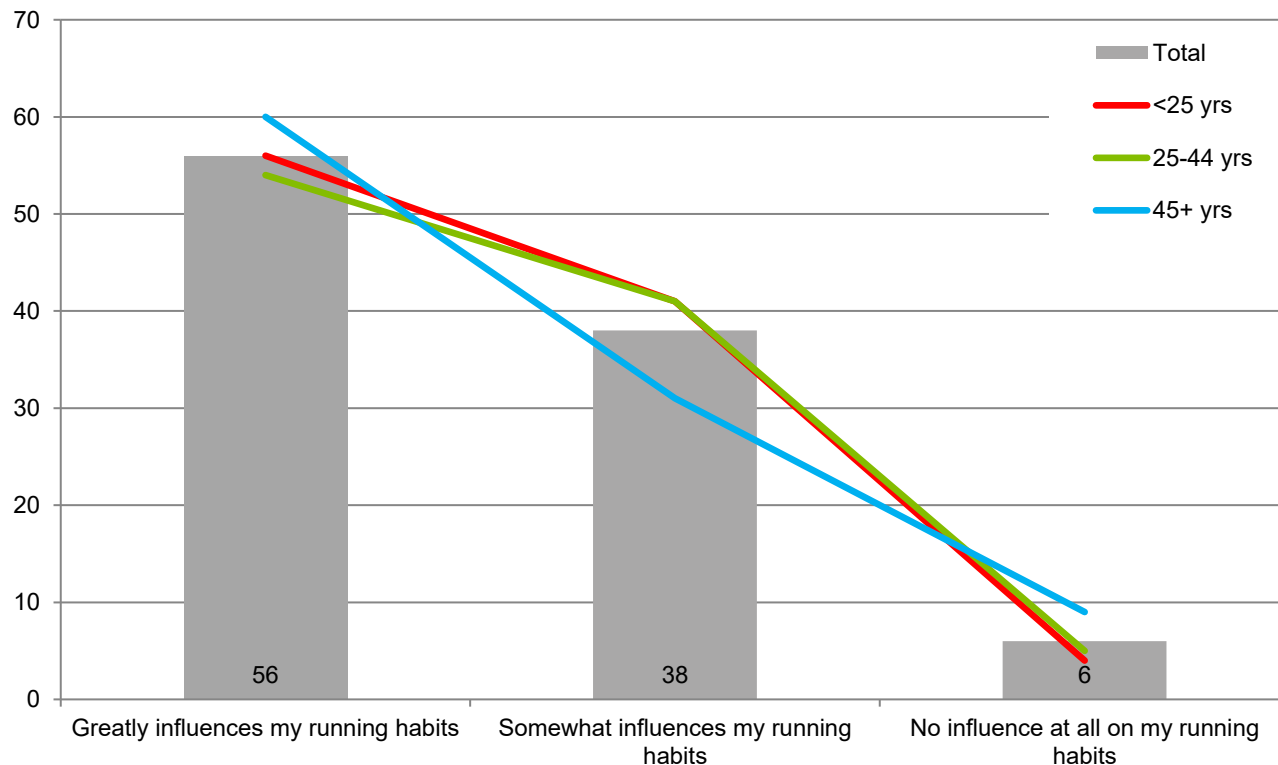
Sense of Safety

Runners from outside Sydney area admit a sense of safety influences their running habits more so than runners from Sydney locations.

Runners from the North indicate a sense of safety has no influence on their training/running at levels higher than runners from other locations.
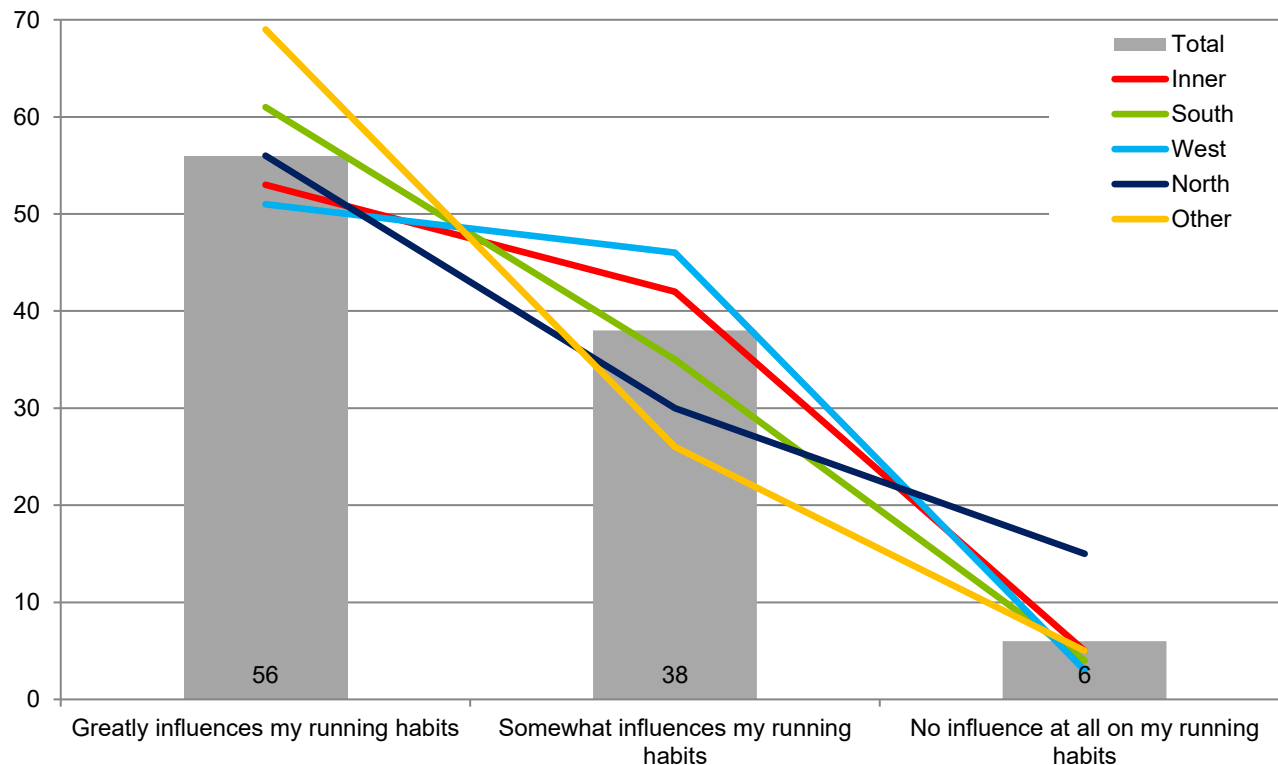
Sense of Safety

Little variation in time of day
training and sense of safety
influence.

Legend:
- Total
- AM/day running
- PM/night running

Chart values:
- Greatly influences my running habits: 56
- Somewhat influences my running habits: 38
- No influence at all on my running habits: 6
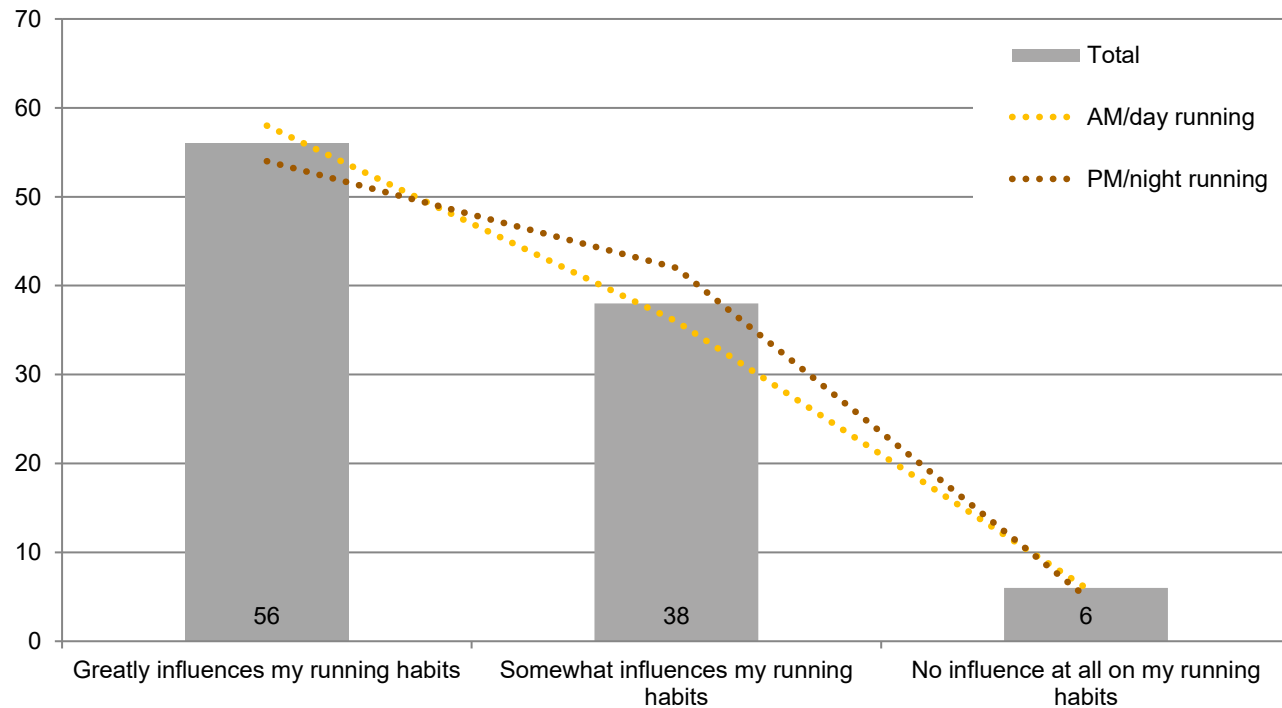
Running Location Factors

The top three (3) factors that influence where runners choose to run include: good lighting/visibility, well maintained path and scenic points of interest.

Older runners tend to be less influenced by continuous path and more influenced by familiarity vs. other age profiles.
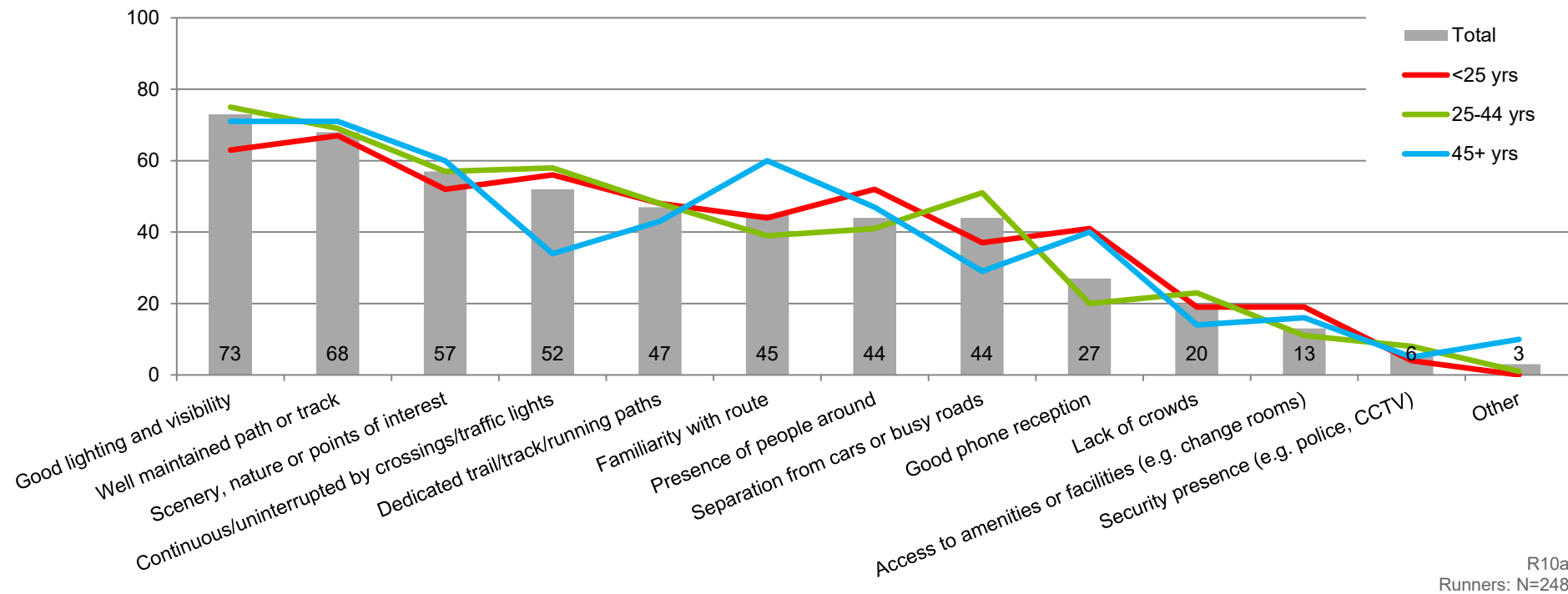
Phone reception more important for both younger/older runners.

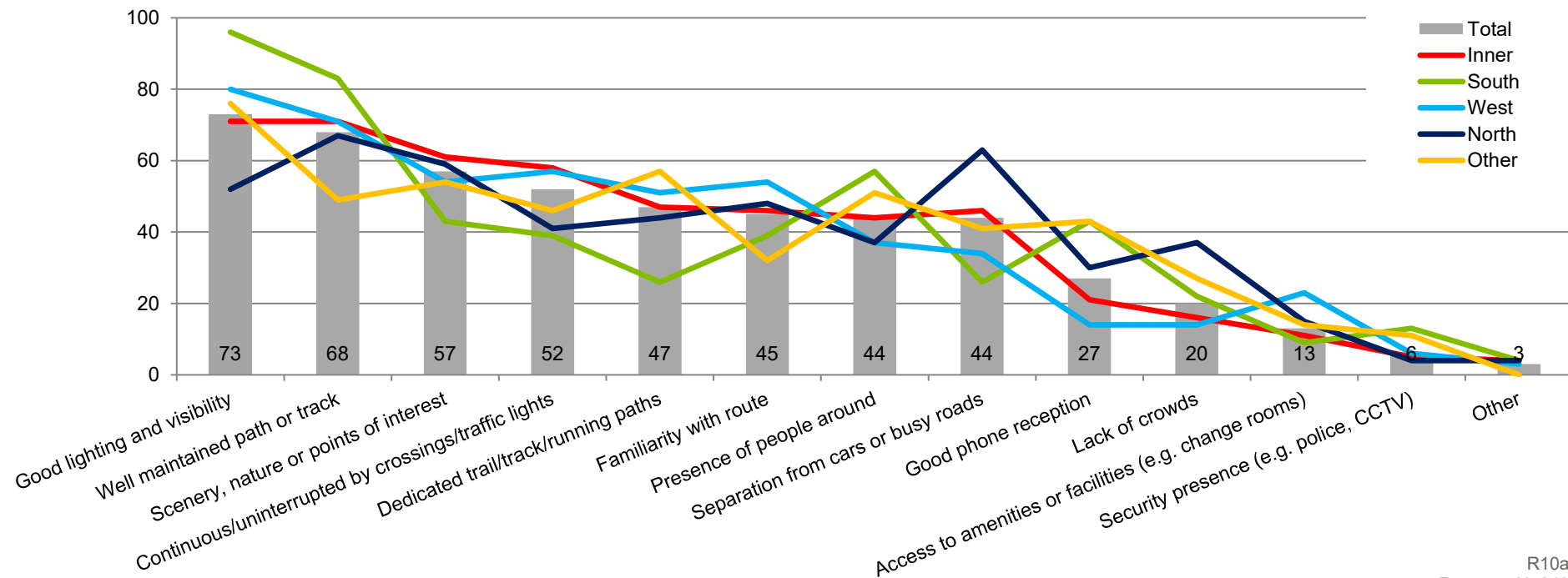Security presence has little influence on running locations.

Running Location Factors

Good lighting/visibility is more important to runners from the South.

Runners from the North marginally over index separation from cars vs. runners from other locations.

Runners from the South indicate scenic routes and dedicated paths are less important (under indexing).
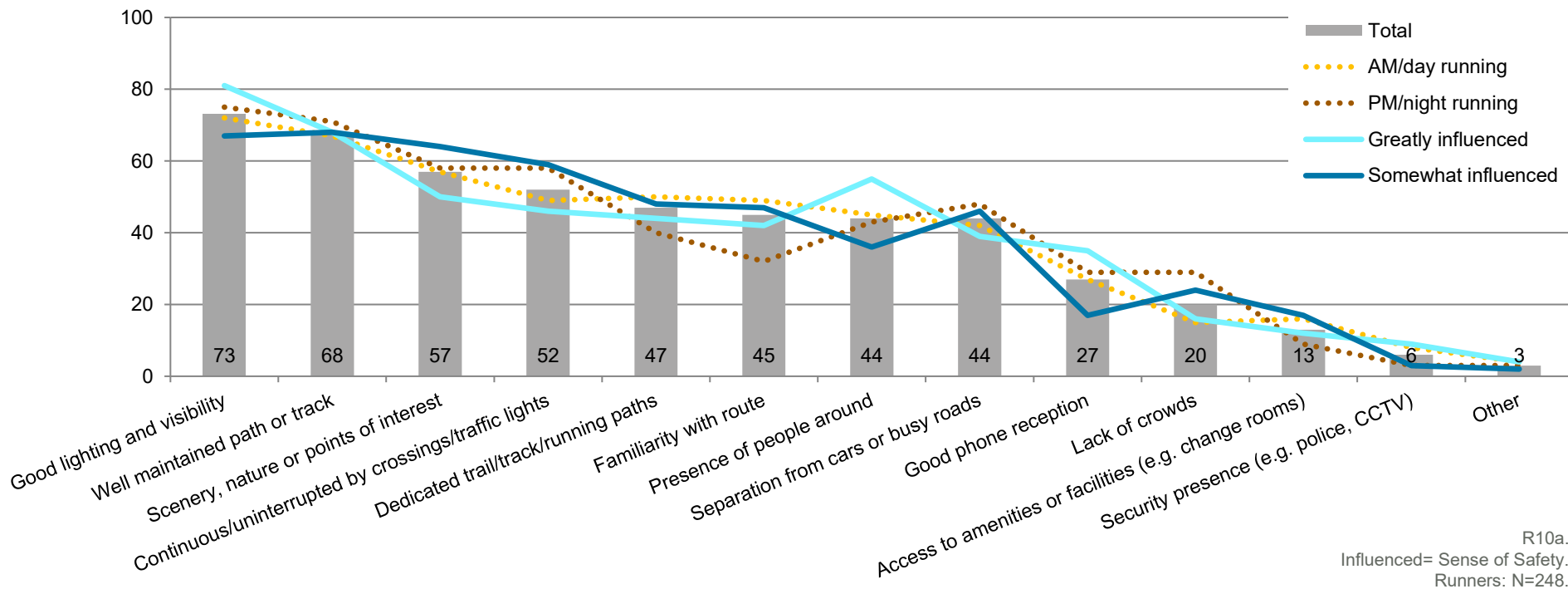
Running Location Factors

Little variation evident.

Runners who are greatly influenced by a sense of safety are more likely to choose locations where there is a presence of people around.

They also marginally over index good lighting/visibility.

Legend:
- Total
- AM/day running
- PM/night running
- Greatly influenced
- Somewhat influenced

Factor	Total
Good lighting and visibility	73
Well maintained path or track	68
Scenery, nature or points of interest	57
Continuous/uninterrupted by crossings/traffic lights	52
Dedicated trail/track/running paths	47
Familiarity with route	45
Presence of people around	44
Separation from cars or busy roads	44
Good phone reception	27
Lack of crowds	20
Access to amenities or facilities (e.g. change rooms)	13
Security presence (e.g. police, CCTV)	6
Other	3

R10a.
Influenced= Sense of Safety.
Runners: N=248.

Running Location: Key Factor

The top three (3) **key** factors that influence where runners choose to run include:

- good lighting/visibility
- scenic points of interest
- presence of people around.

R10a.
Runners: N=248.
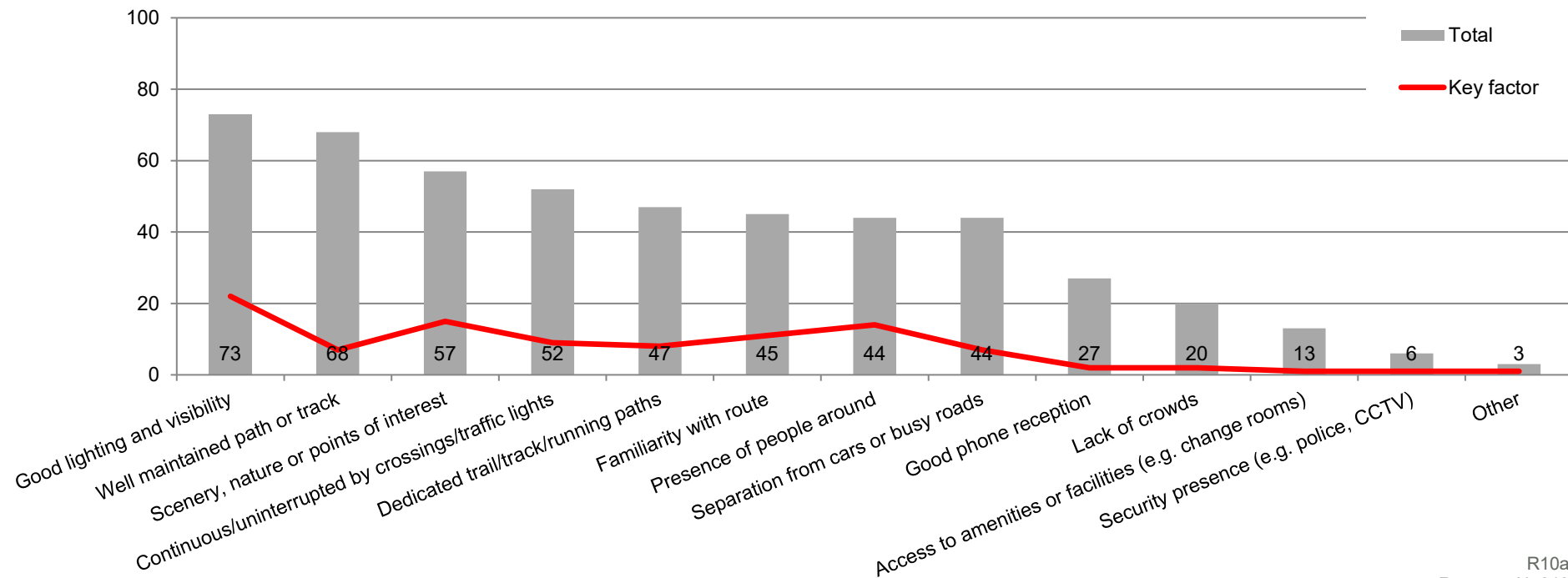
04: Implications

Implications

The more Office of Sport (OoS) can integrate and algin with event organisers, the more likelihood runners will enjoy a positive experience.

These events provide a touchpoint opportunity for NSW Gov. to further support and enhance runners experience... from transport, to training tips and mental health services exposure.

01 After Dark Tour

- First half marathon for many runners – especially younger
- **Consider providing tips/support for newbies**
- Majority used public transport to/from event
- **Consider further integration to enhance runners experience**

02 Running Motivations

- Mental health almost as important as physical health for most runners
- **Consider alignment of relevant Gov. services with similar events... touchpoint opportunity**

03 Training Items & Devices

- Majority of runners take phone on training runs, with Strava the most popular App.
- **Strava offers sponsored challenges... touchpoint opportunity?**

04 Sense of Safety

- Vast majority of runners indicate a sense of safety influences their training/running habits
- **Training time of day more about managing other commitments (i.e. work) than safety... promote lunch time?**

05 Moving Forward

- Improving survey capture... some ideas
- **Consider access to runners contact details, surveying at event starting location, T-shirts for field team, incentives (ideally money can't buy) to boost involvement**

Thank You