



# Running in China and popular training methods

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# What have I been doing?

1. I am a book writer and translator.
2. I am a pioneer who've promoted and introduced Pose Method, Daniels' Running Formula and other scientific running knowledge to the Chinese world.
3. In 2015, I began the first running camp in China highlighting scientific training. And now there are more than 1,500 similar camps around China.
4. I've certificated over 600 running coaches in Asia.

# 1.Runner Portrait

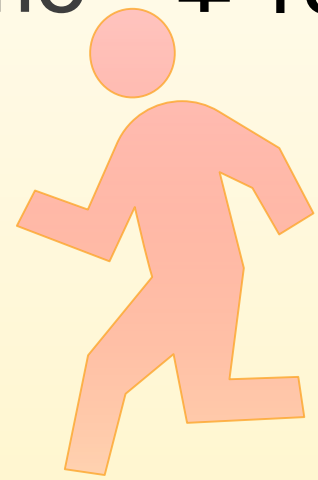
Annual income ¥ 156,000 CYN

Age 38.3

Married 67%

Male 83.8%

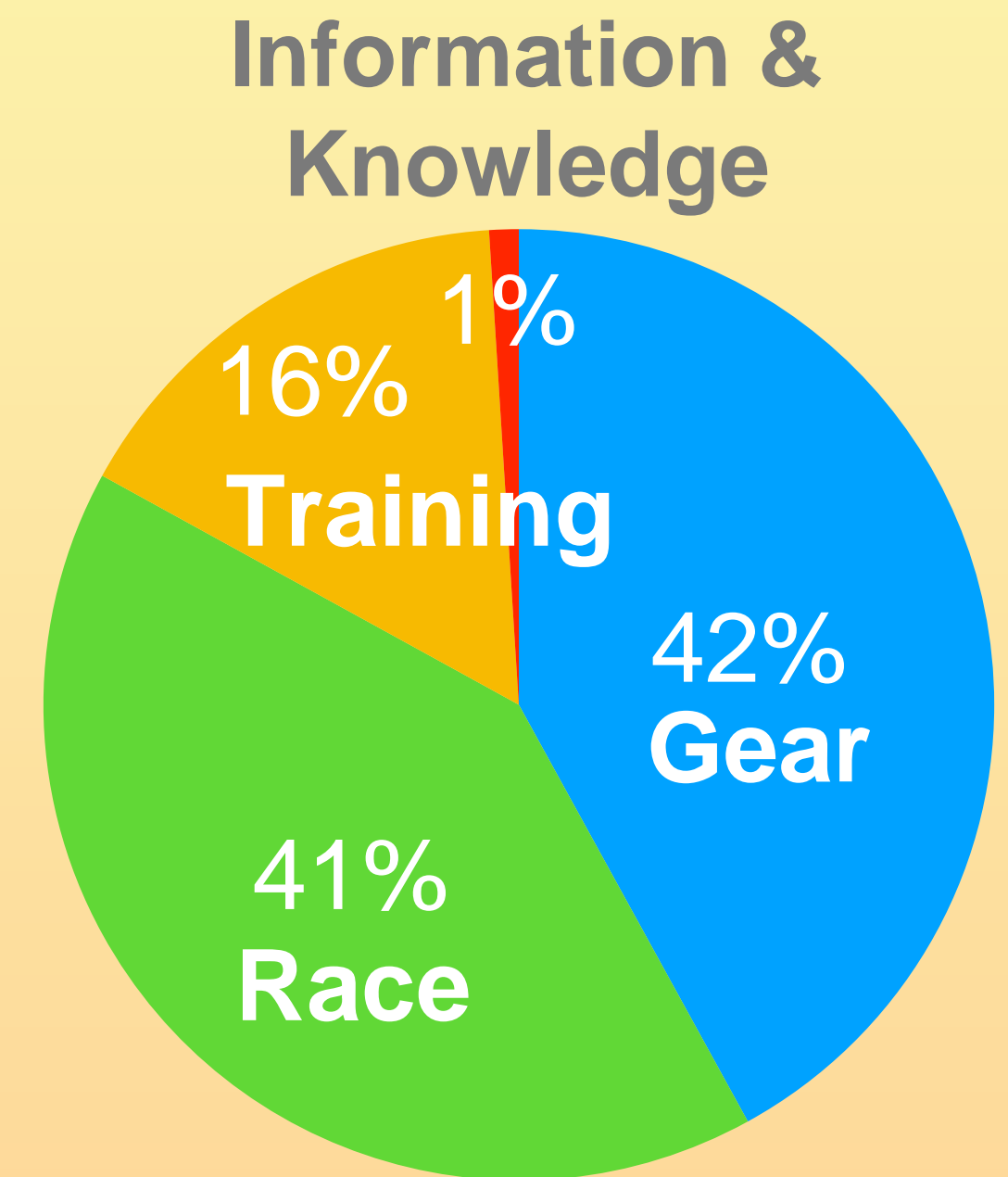
Female 16.2%



Serious runner

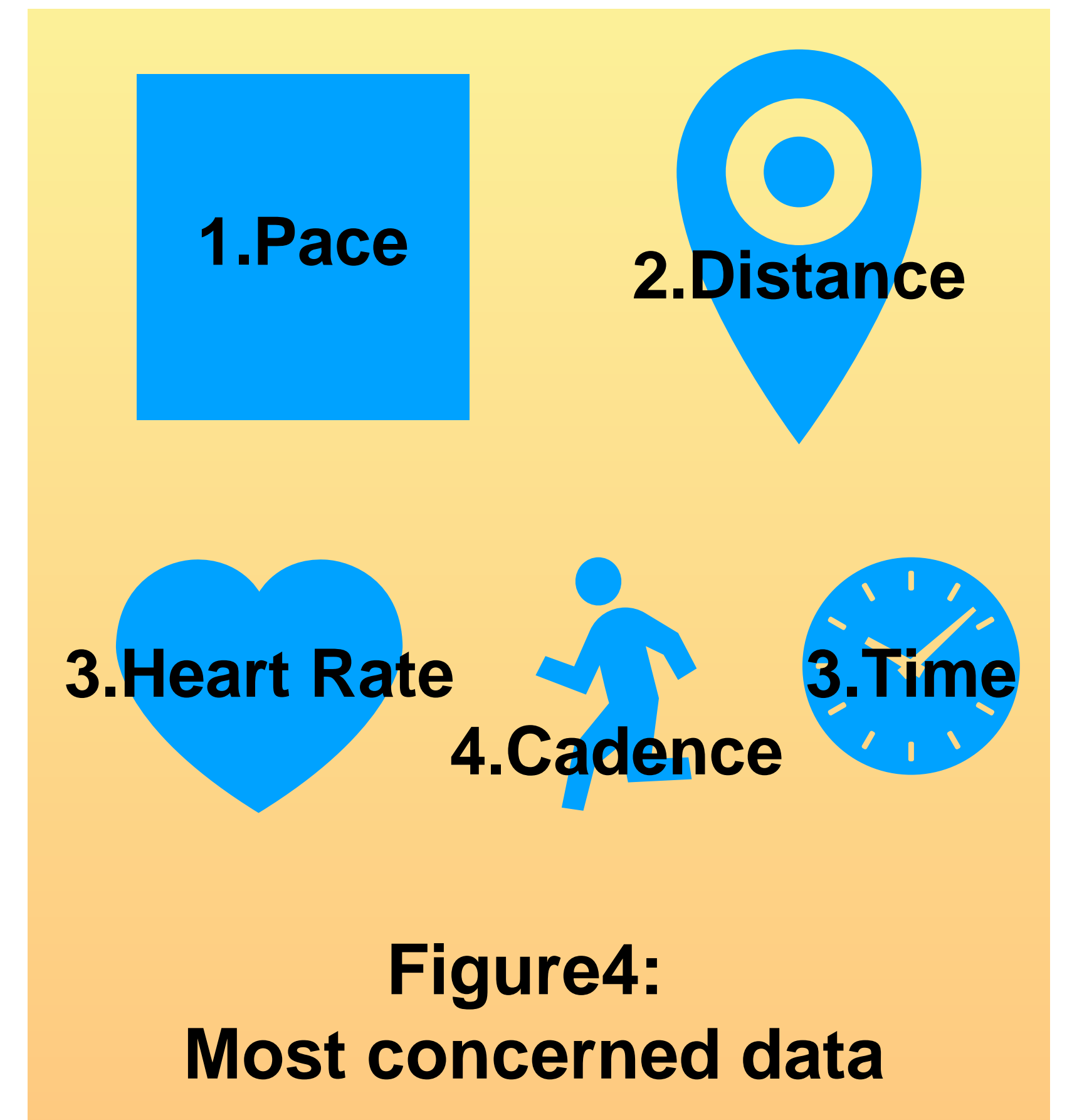
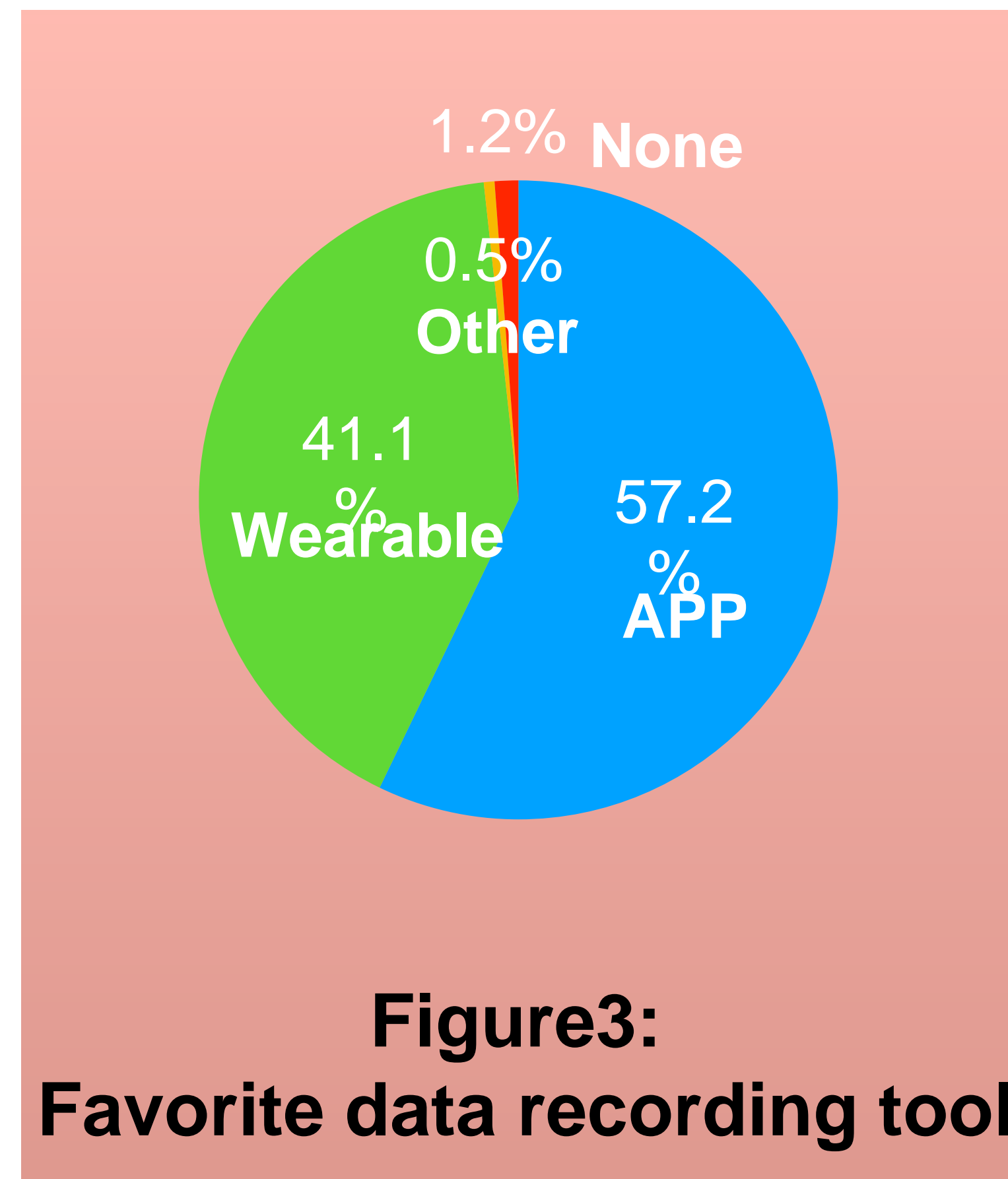
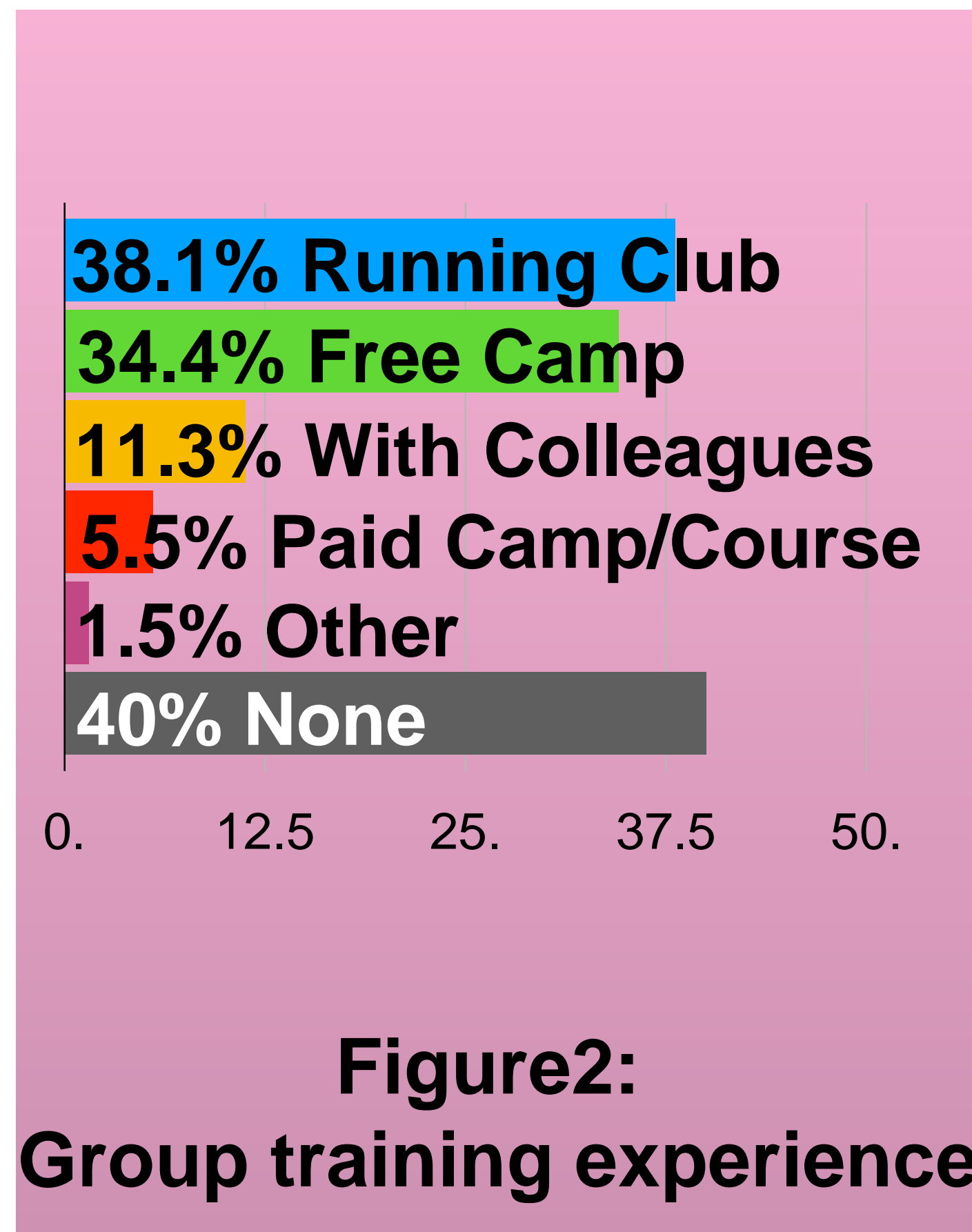
Monthly running volume 147km

Runners mostly come from the richest cities, e.g. Shanghai, Beijing and Guangzhou.



**Figure1: Running product consumption preference**

# 2. Training and Gear



# 3. Information and Knowledge

## Top 5 frequently used channel:

1. Web/App
2. WeChat
3. Books
4. WEIBO
5. Online Course

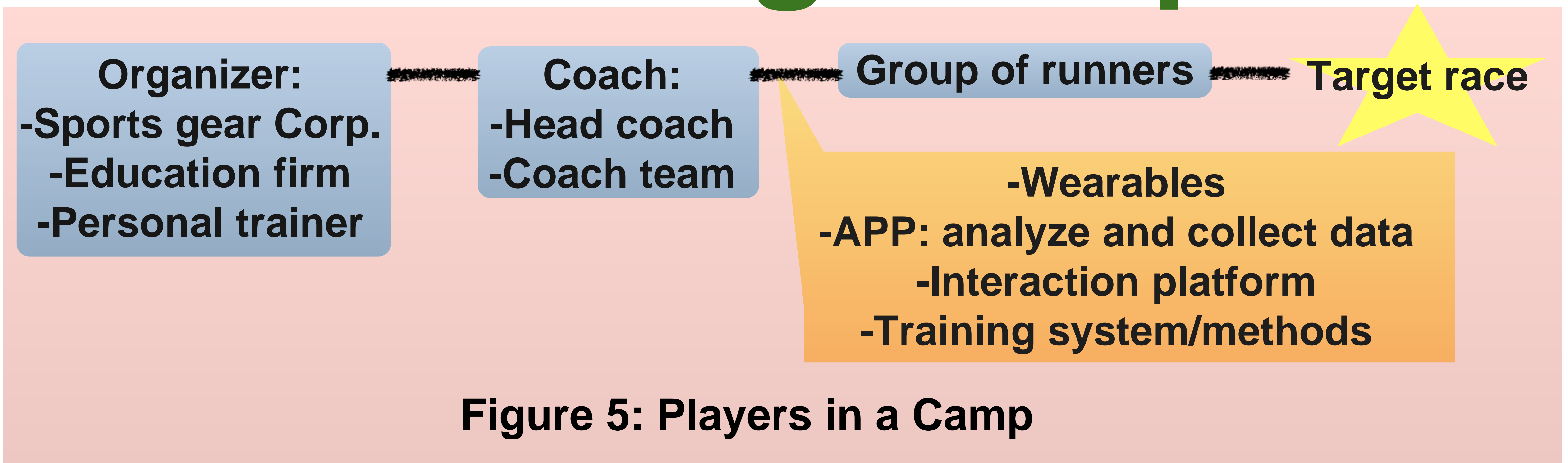
## Top 5 paid source:

1. Books
2. Web/App
3. WeChat
4. Online Course
5. Magazine

## Top 5 popular content:

1. Training
2. Race Registration
3. Injury Prevention
4. Race Report
5. Gear

# Training Camp



1. Runners spend 1 to 4 months interact with coach and organizer, so that they deeply penetrate into coach's training philosophy and brands.
2. Collectivism culture.

# Popular training methods

- No method. Just run and accumulate the mileage.
- Pose Method, Dr. Nicholas Romanov
- Daniels' Running Formula, Dr. Jack Daniels
- Hansons Marathon Method, Luke Humphrey, Keith Hanson, Kevin Hanson
- MAF Method, "The Big Book of Endurance Training and Racing", Dr. Maffetone



# Runners in China



# crave new knowledge!



was only 1 running book published per year on average. From 2014 until now, there are





# Thank you.

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