



2022 GLOBAL RUNNER SURVEY



INTRODUCTION

METHODOLOGY

Field Dates:
April–May 2022
5,500+ runners responded

Sample:
Reflective of convenience
random sample.

**Results reflective of
core runners:**
For the purpose of this
survey, a “runner” is defined
as a self selected individual
who participates in movement
- running, jogging, or walking -
at any point in time during the
calendar year and may or may
not participate in organized
running events.

BACKGROUND

The **Running USA Global Runner Survey** is the second-generation iteration of the previous research product known as the National Runner Survey. It is a comprehensive study designed to assess the demographics, lifestyle, perspectives, habits and preferences of the running population nationwide.

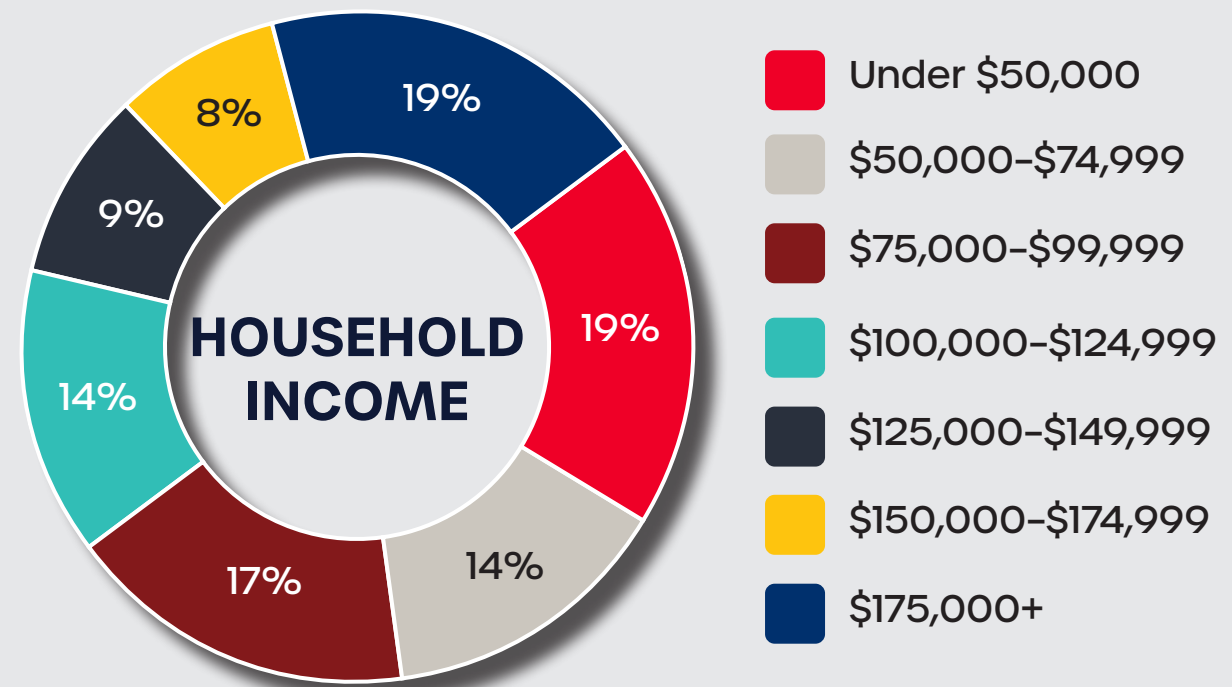
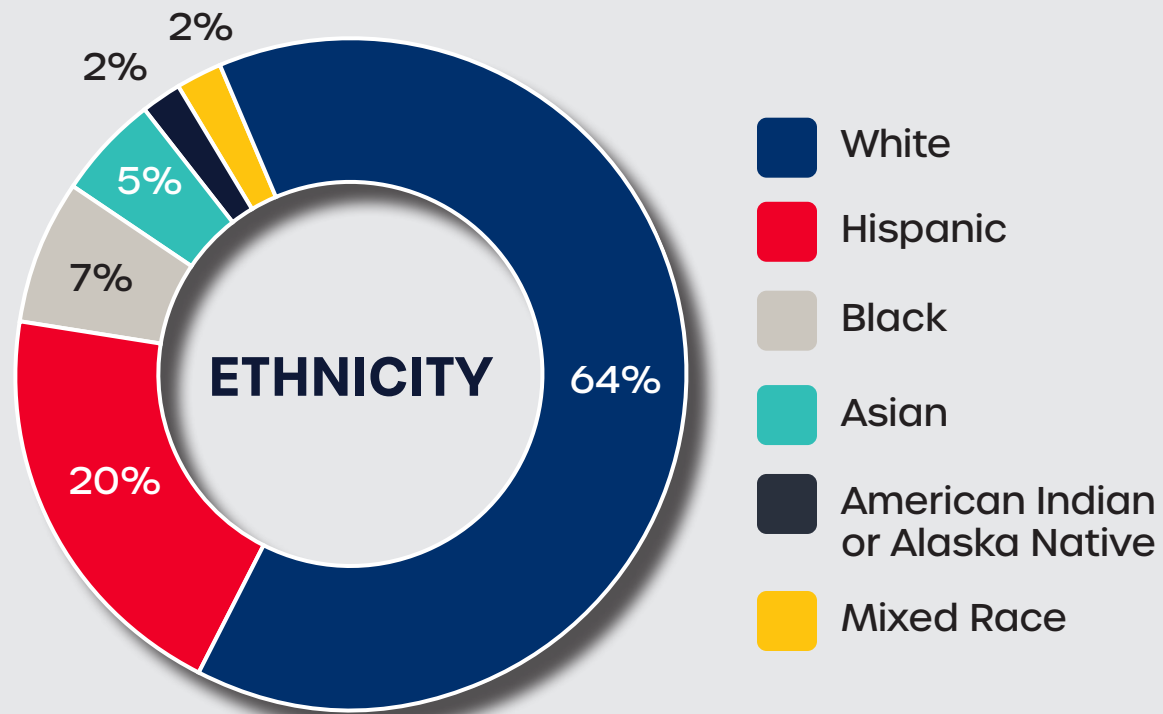
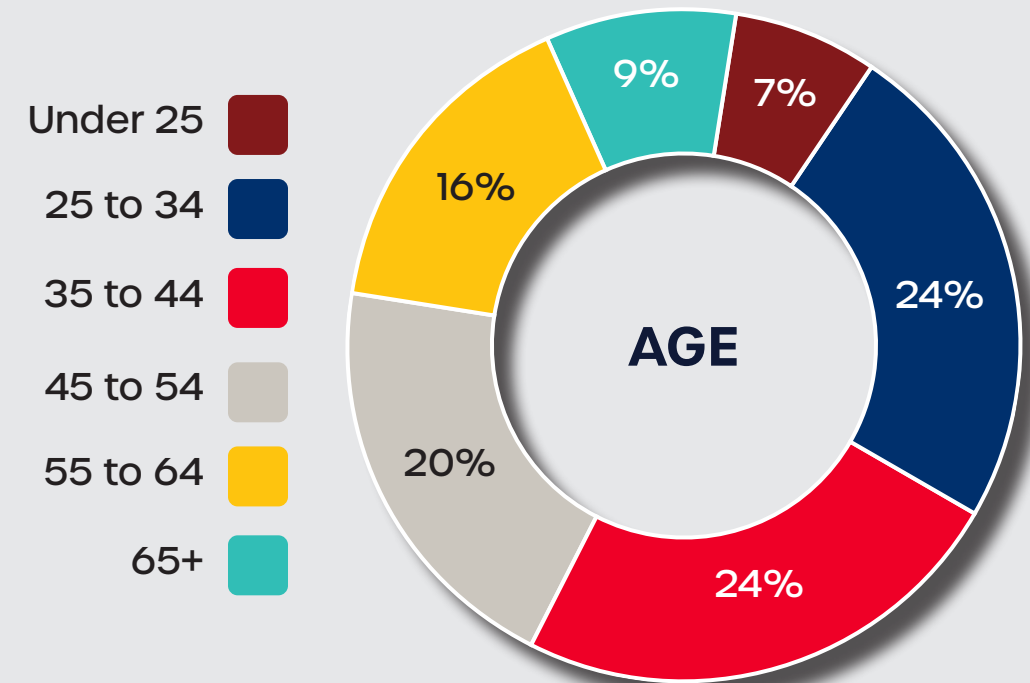
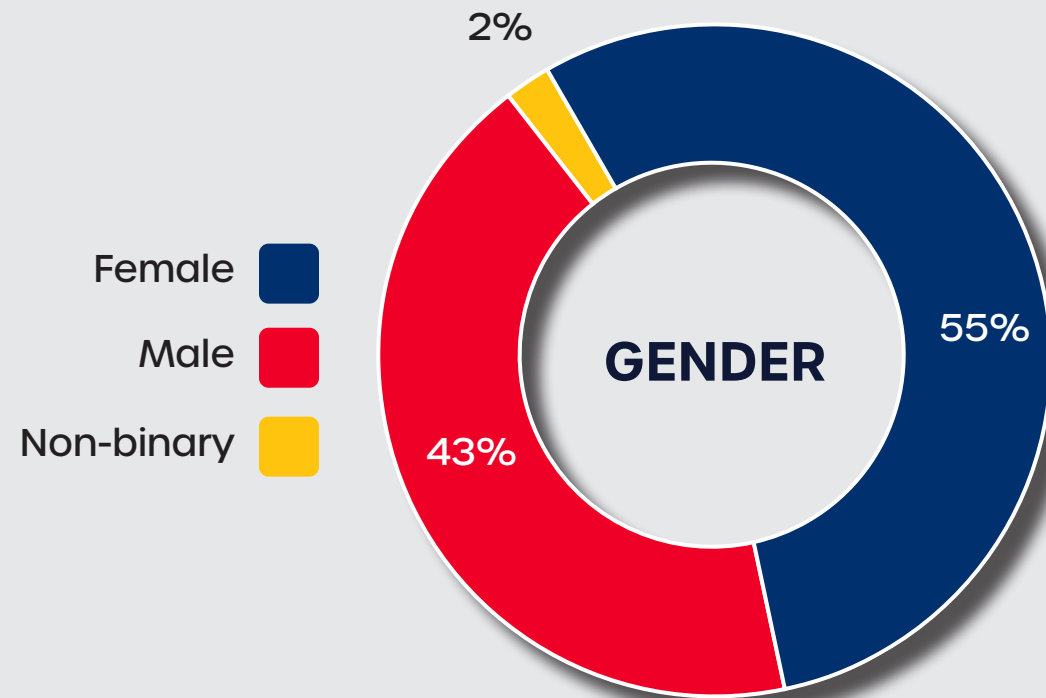
Initially launched in 2007, the Survey is distributed electronically on an annual basis to race directors, media, running retailers, brands and vendors, running clubs and others who have an interest or do business within the running industry. The research for the results contained herein was conducted among North American respondents from April to May 2022.

TOPICS SURVEYED

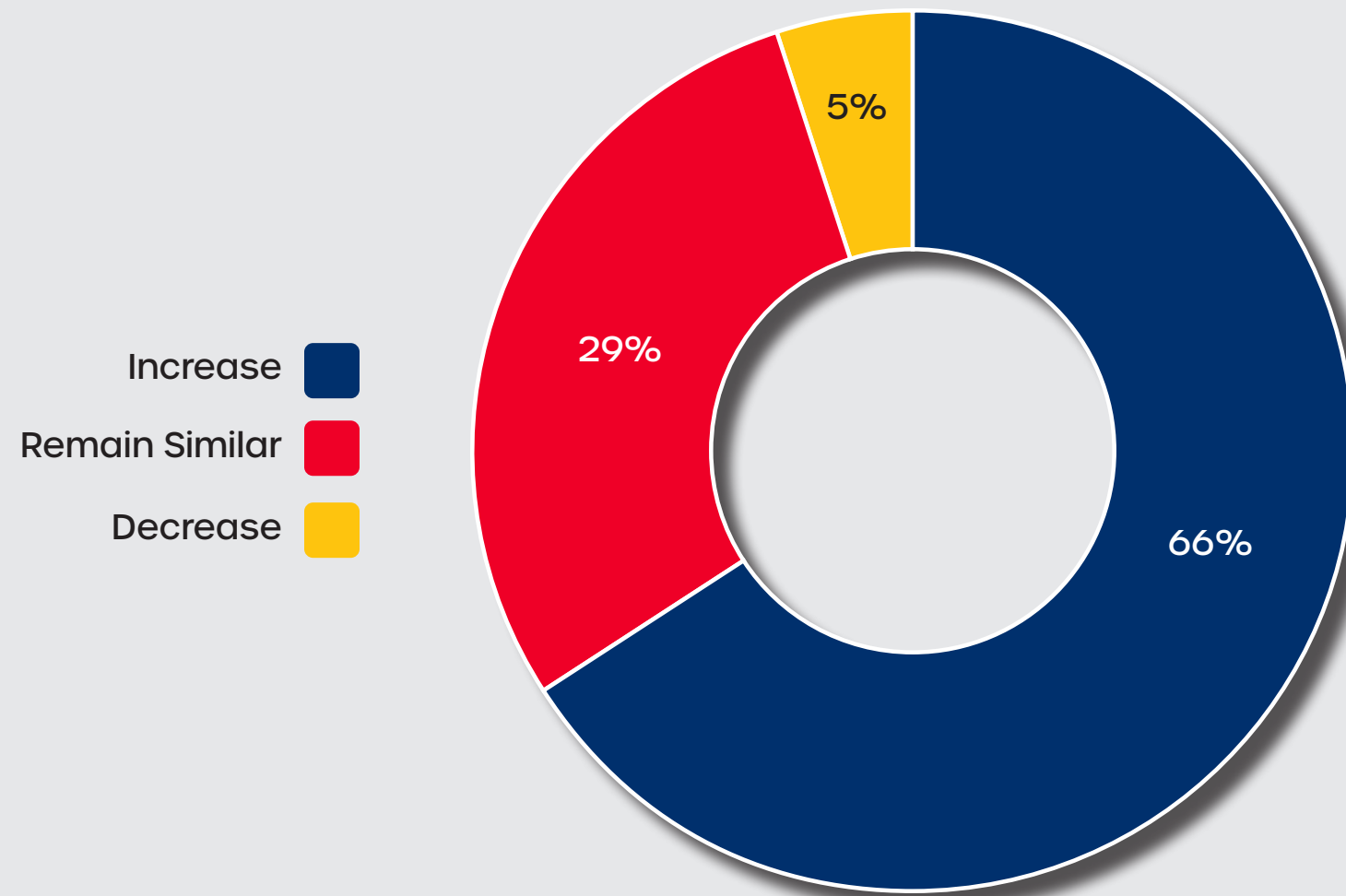
The **2020 Global Runner Survey** measures the following areas:

- ▶ Demographics
- ▶ Sports Participation
- ▶ Spending on Running
- ▶ Perspectives on Diversity, Equity and Inclusion in the Sport
- ▶ Runner Profiles
- ▶ Running Preferences
- ▶ Event Preferences
- ▶ Sports & Fitness Products

RESPONDENT PROFILE



EXPECTED EVENT PARTICIPATION



VIRTUAL EVENT PARTICIPATION

Average number
of virtual events
in last 12 months

18

Participated in
virtual events
in last 12 months

49%

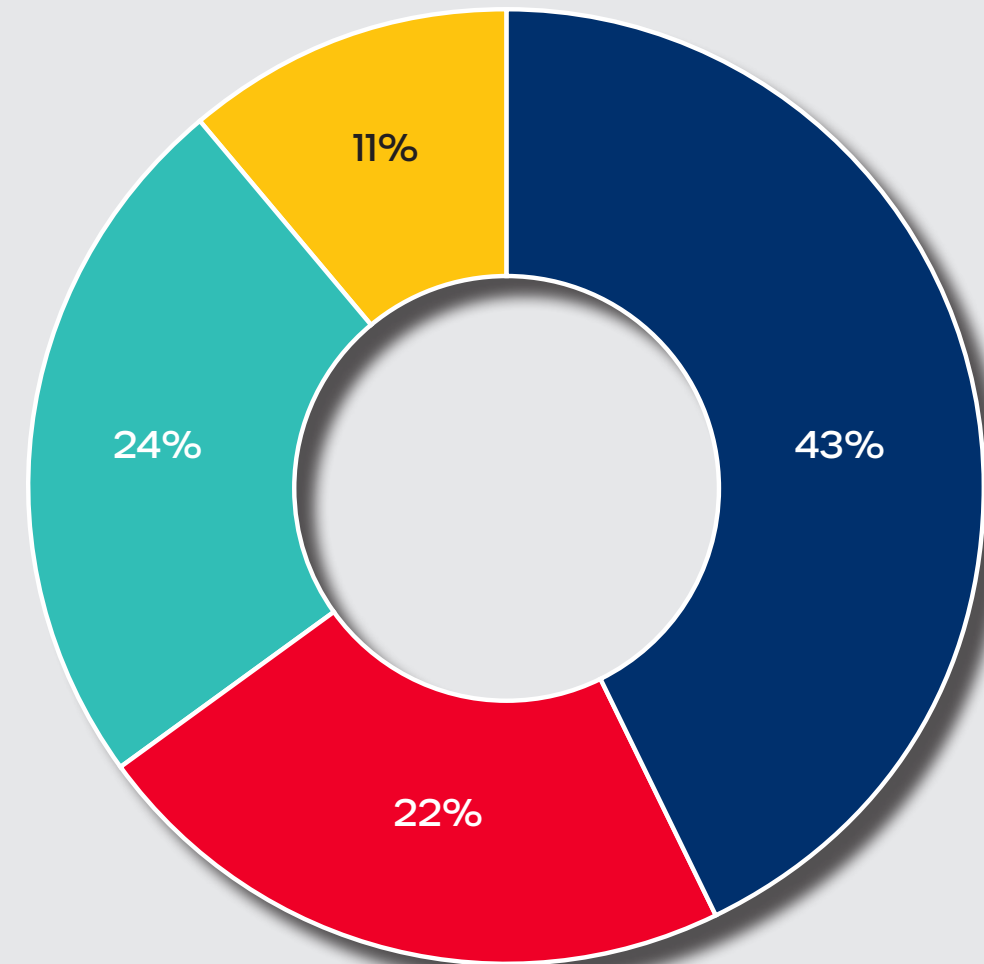
Participated in
virtual events rather
than in-person

18%

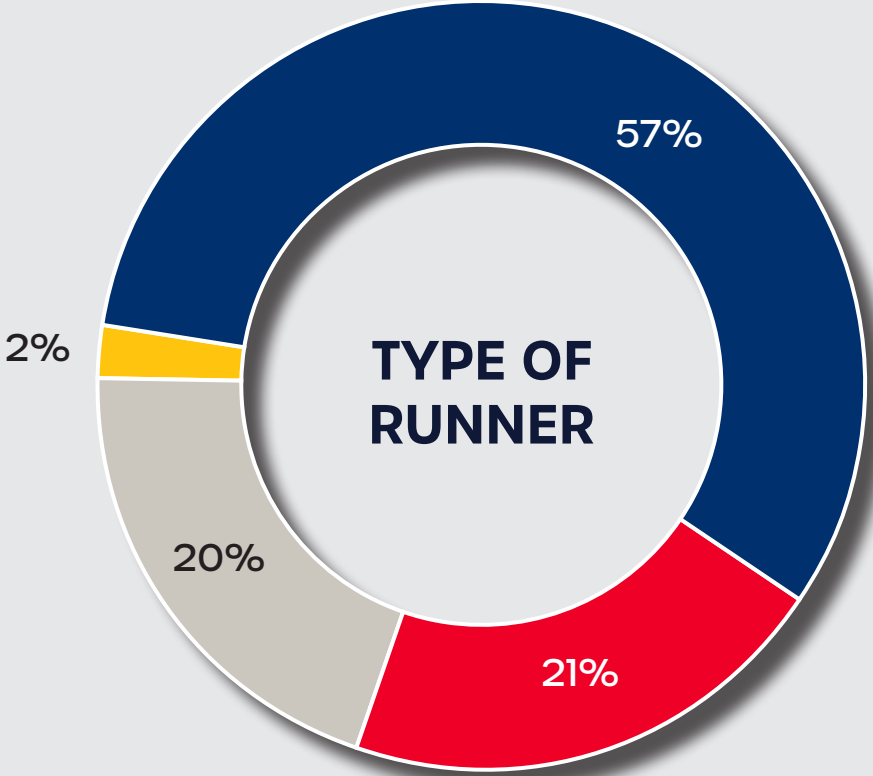
Finish more
Finish same number
Finish fewer
Not sure



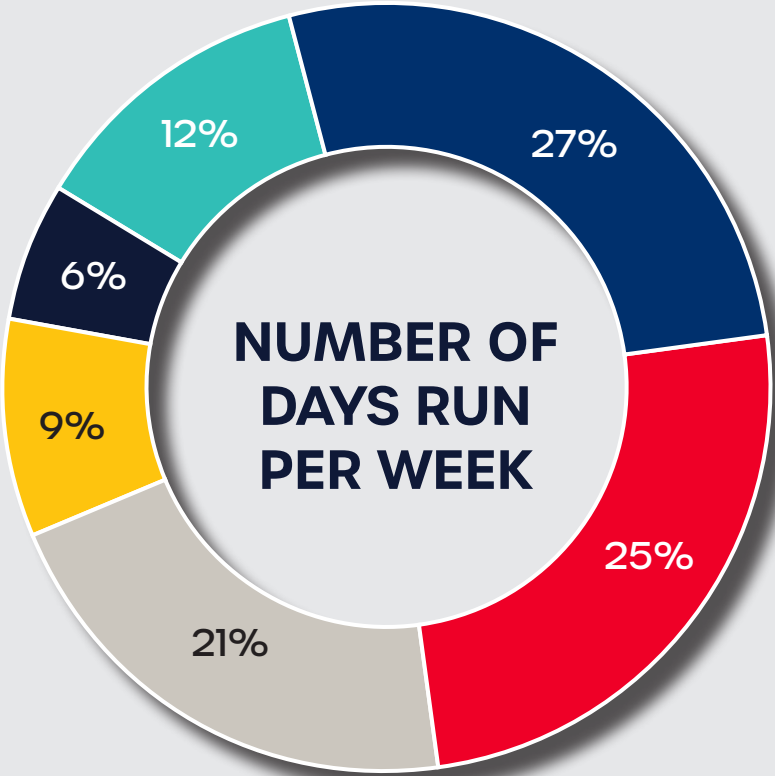
Next 12 Months



RUNNING HABITS & EVENT PREFERENCES

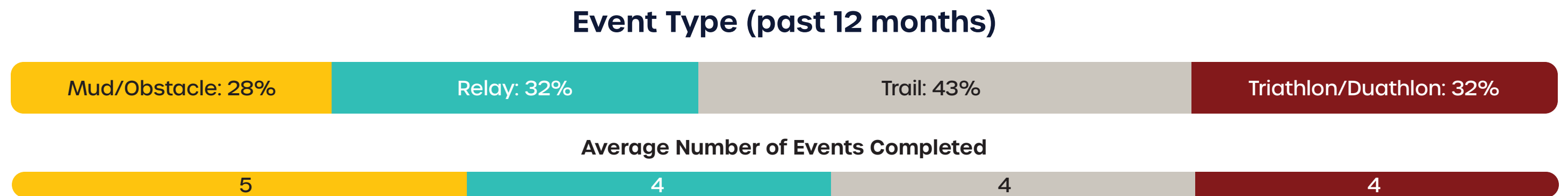
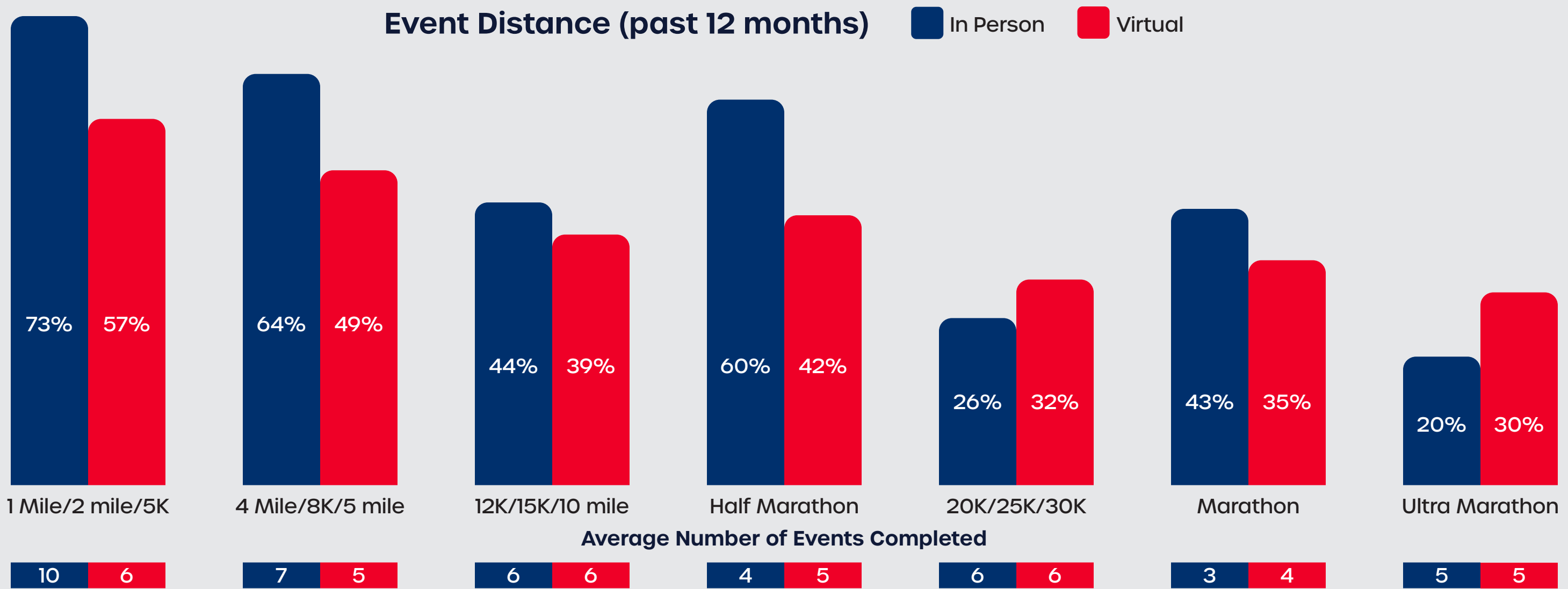


- Frequent/Fitness
- Serious/Competitive
- Jogger/Recreational
- Not a runner

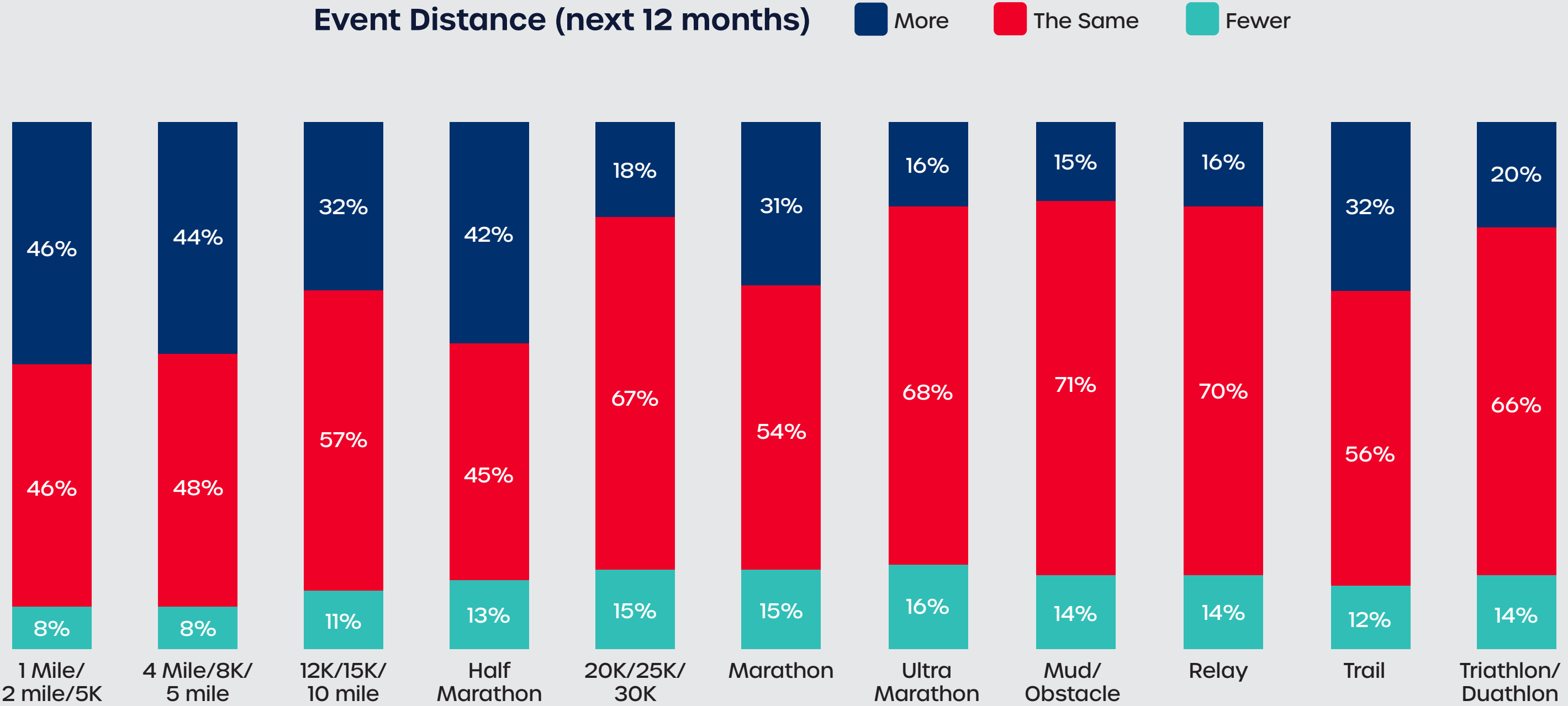


- 1-2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

RUNNING HABITS & EVENT PREFERENCES

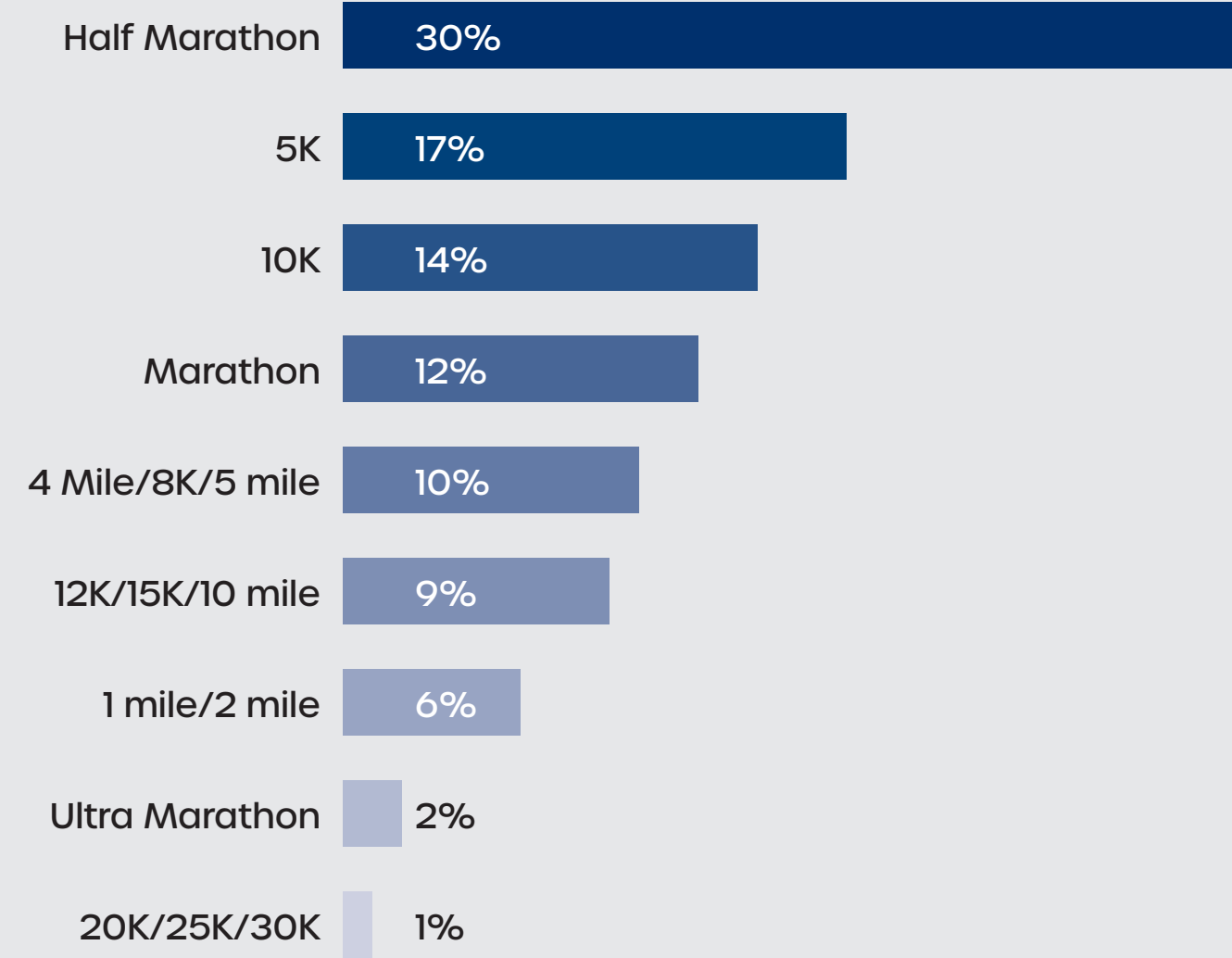


RUNNING HABITS & EVENT PREFERENCES

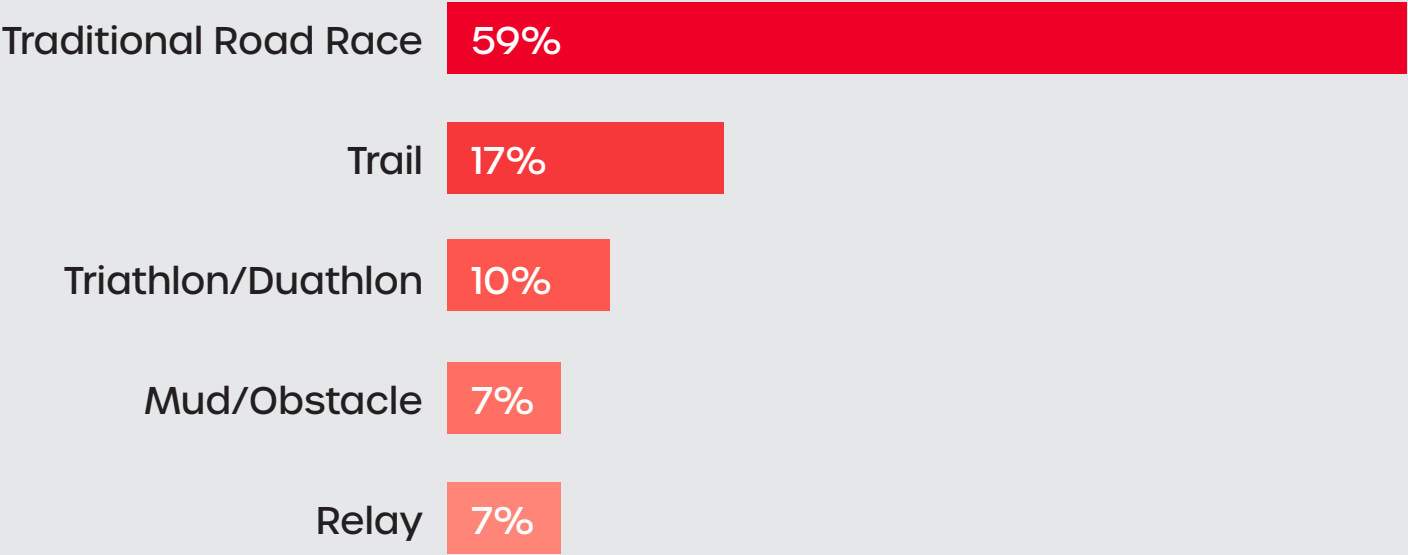


RUNNING HABITS & EVENT PREFERENCES

Favorite Event Distance

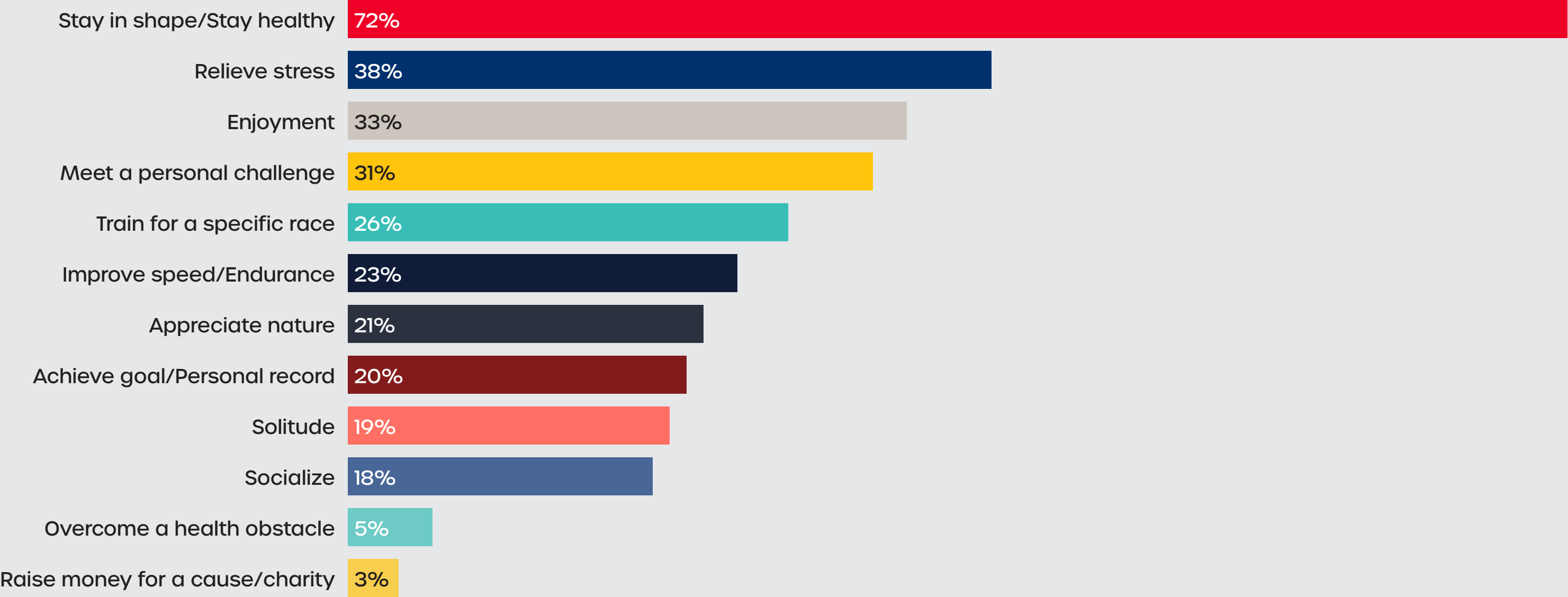


Favorite Event Type



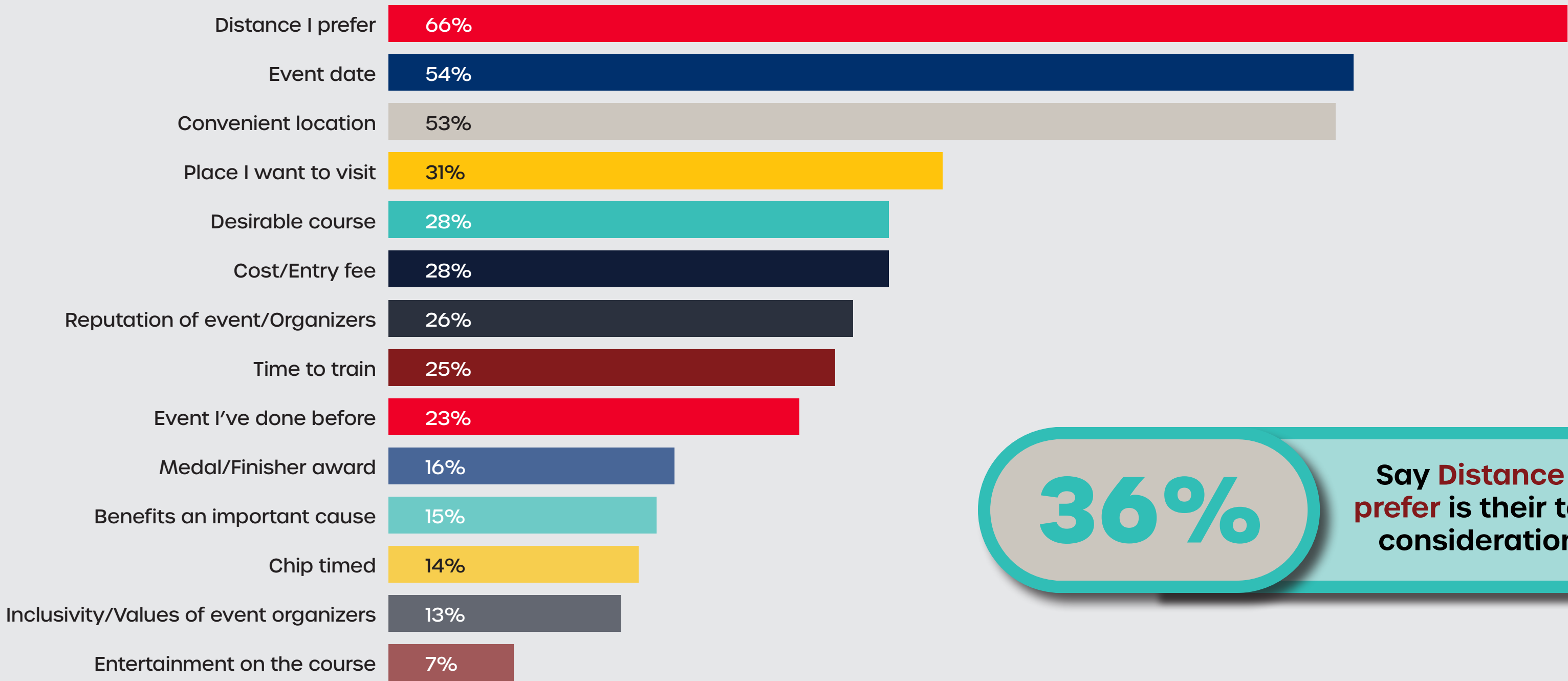
RUNNING HABITS & EVENT PREFERENCES

Reasons for Running



RUNNING HABITS & EVENT PREFERENCES

Reasons for Choosing Events



36% Say **Distance I prefer** is their top consideration

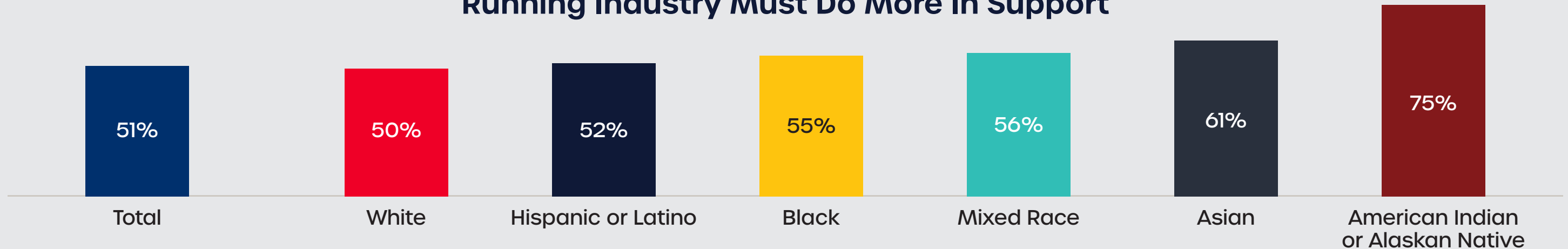
EVENT ATTITUDES & PERCEPTIONS

Agree Disagree

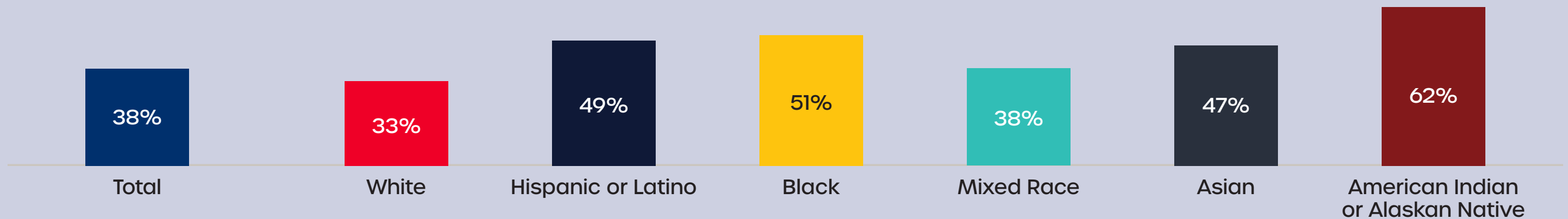


DIVERSITY, EQUITY & INCLUSION

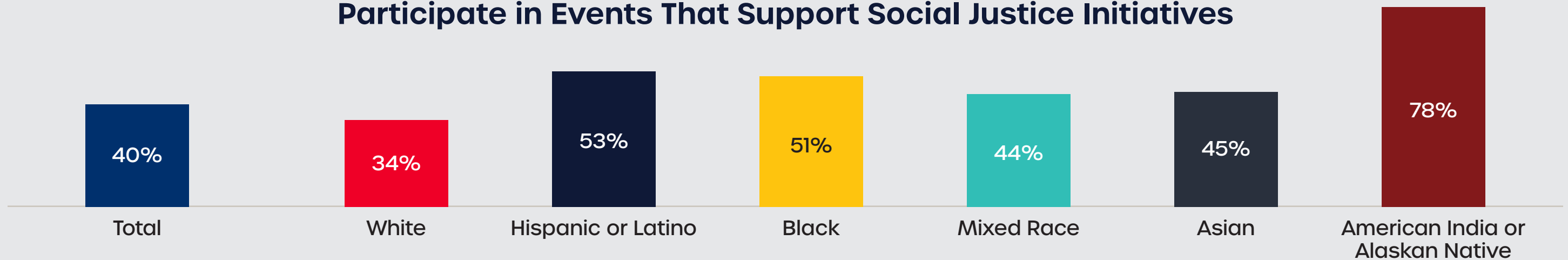
Running Industry Must Do More In Support



Seek Out Inclusive Events

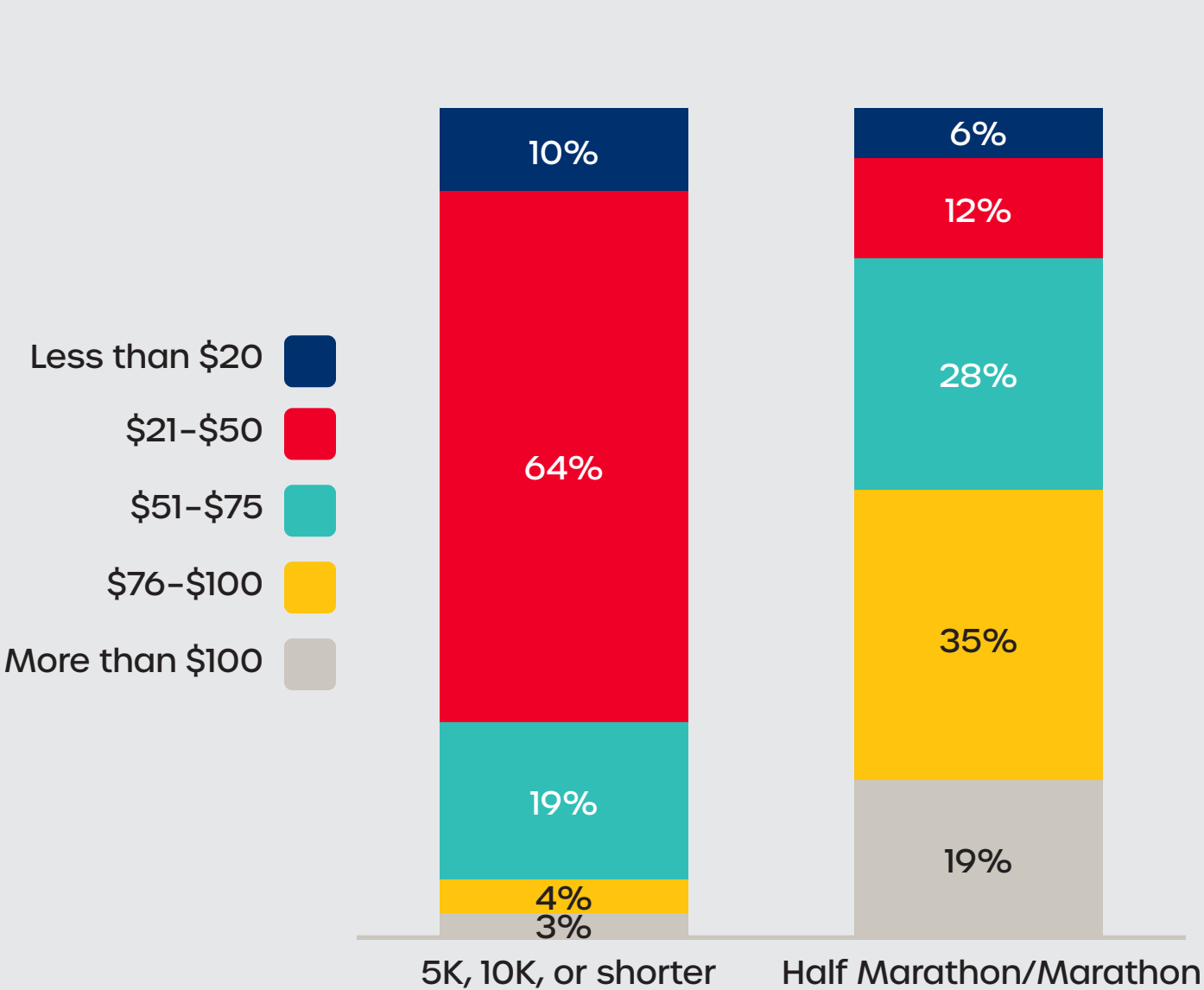


Participate in Events That Support Social Justice Initiatives

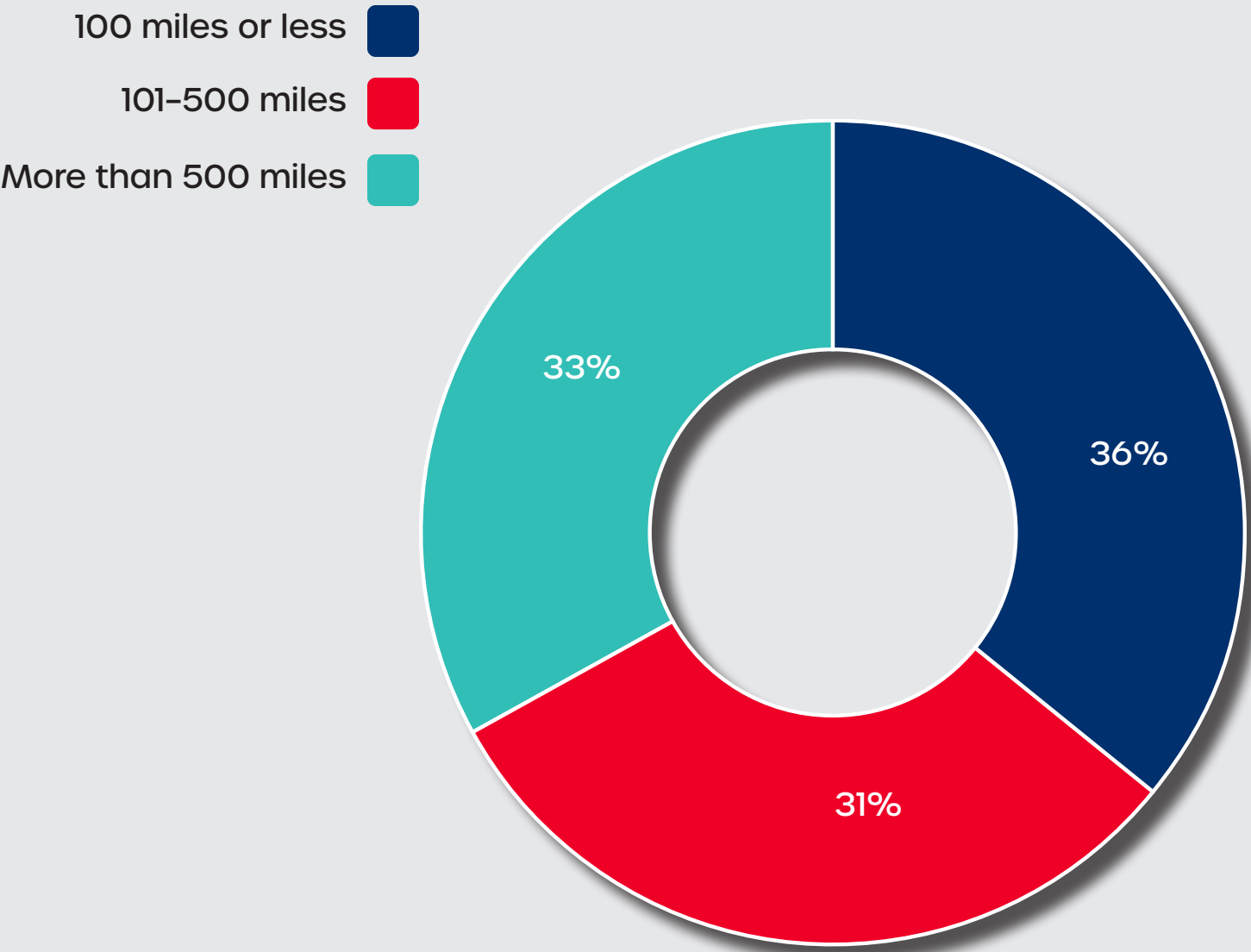


ENTRY FEES & WILLINGNESS TO TRAVEL

Average Entry Fee

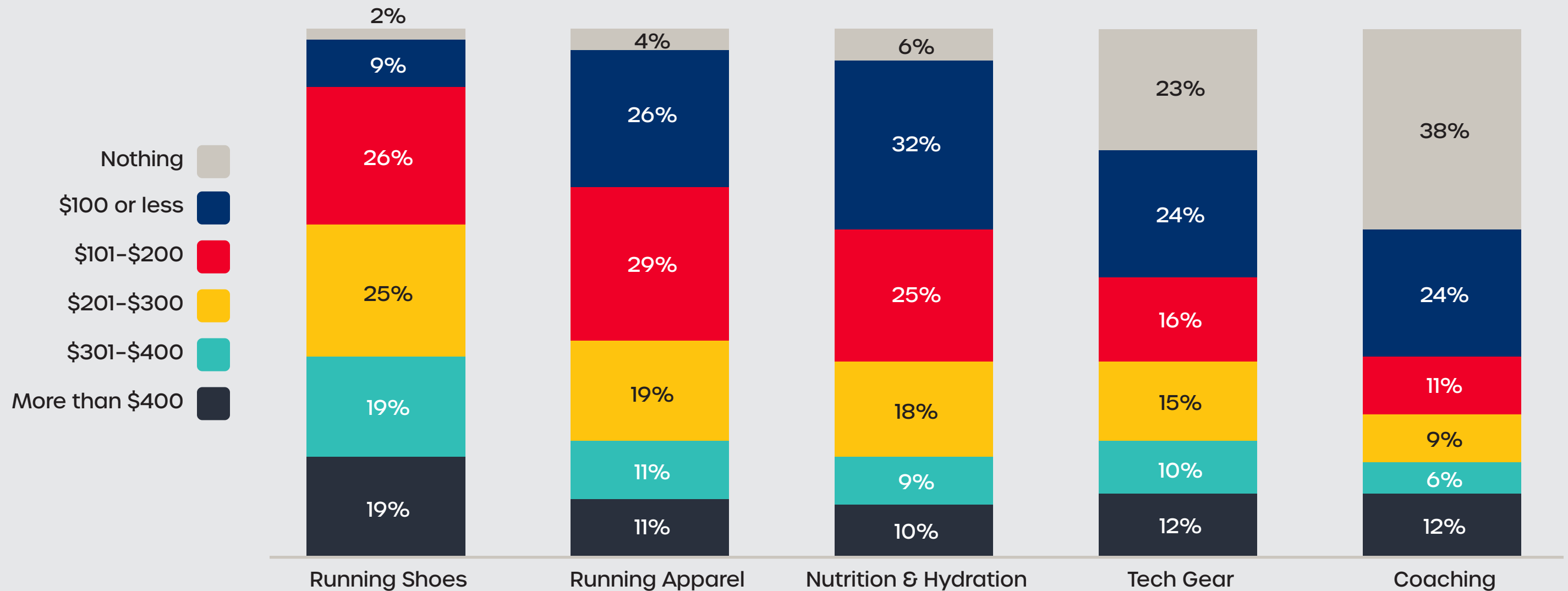


Distance Willing to Travel



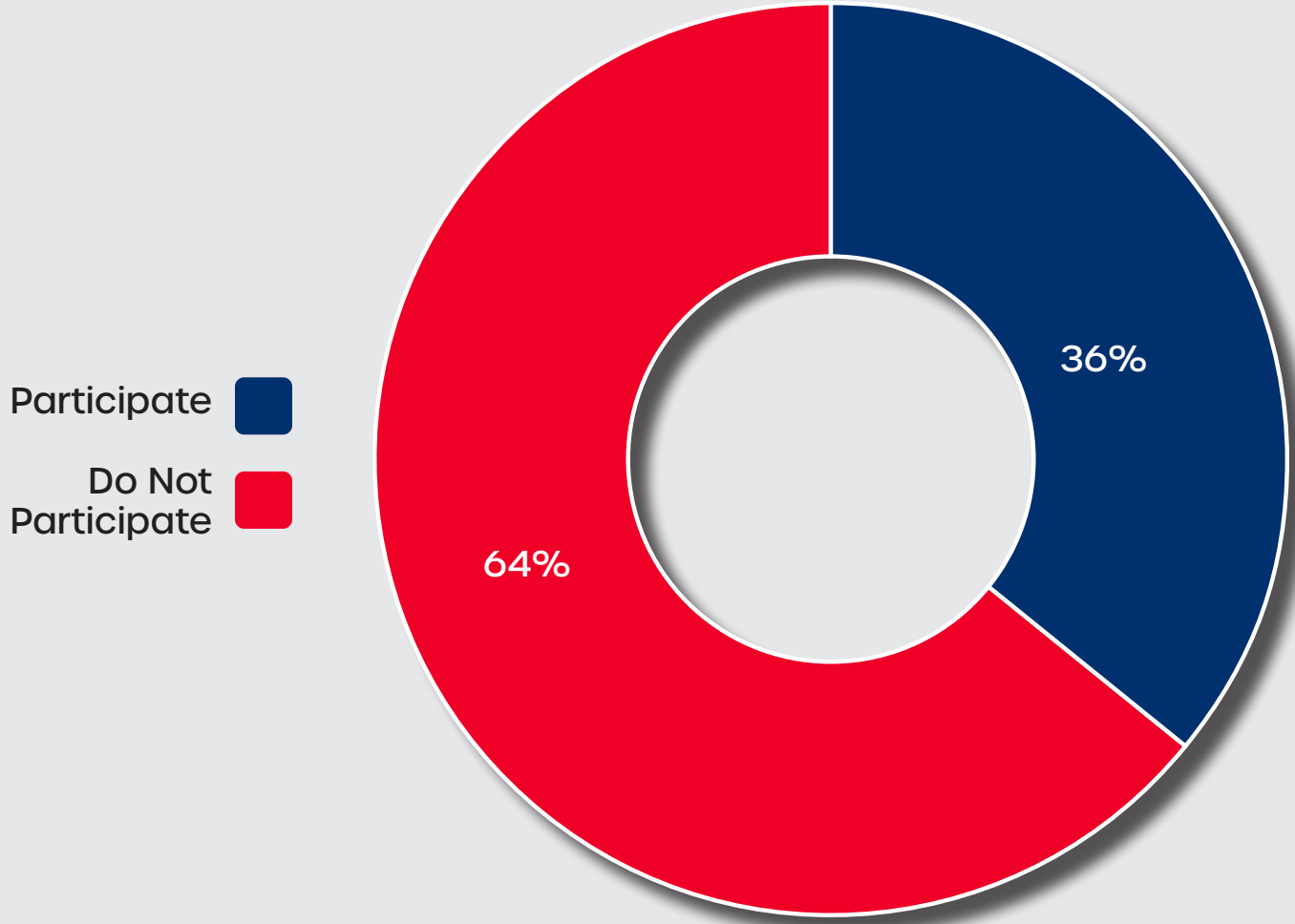
\$\$ SPENT IN PAST 12 MONTHS

An Overall Average of \$1,748 Spent

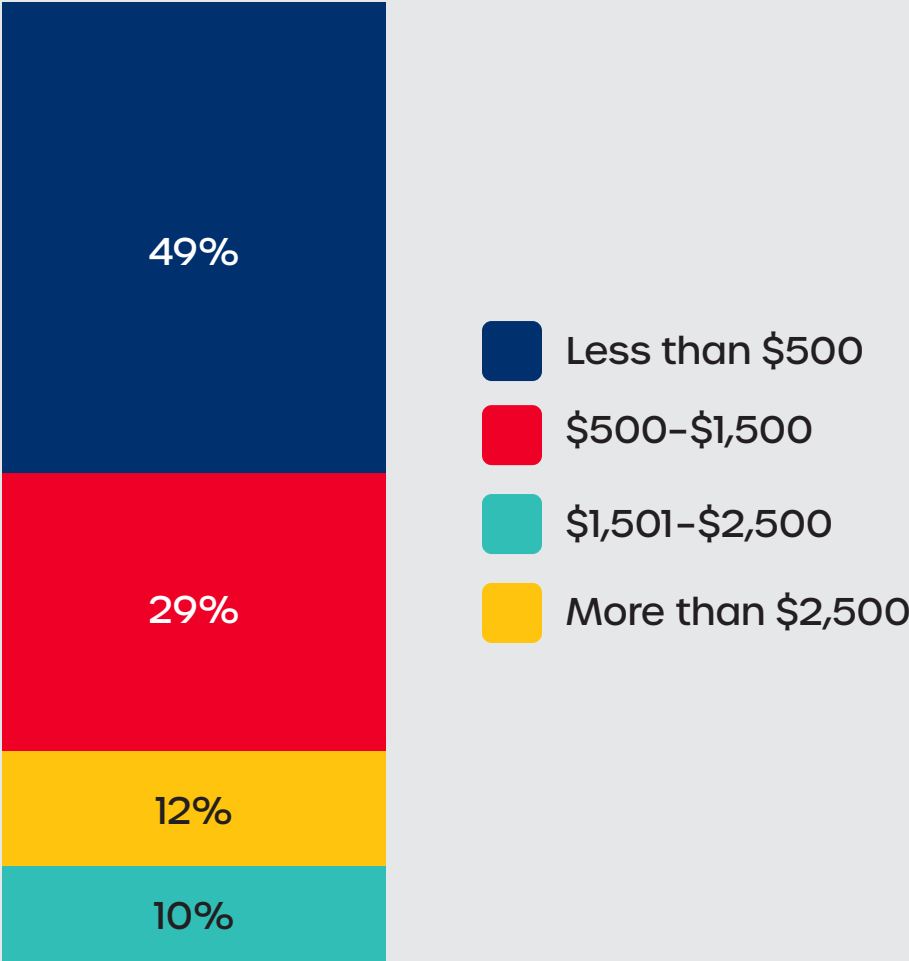


CHARITY FUNDRAISING

Participate in Charity Fundraising



Raised in Past 12 Months



BLACK RUNNER SNAPSHOT

| Running Habits | | Event Preferences | | Event Attitudes | |
|---|---|--|---|---|---|
| Are serious/ competitive runners | 29% (21% among all others) | More likely to prefer 1 mile or 2 mile | 3X | Would pay more for a VIP experience | 40% (31% among all others) |
| Run 1-2 days per week | 31% (12% among all others) | More likely to prefer 12K, 15K, or 10 mile | 2X | Disagree there are less events offered now | 34% (16% among all others) |
| Will do more virtual events in the next 12 months | 25% (11% among all others) | More likely to prefer mud/obstacle and relay races | 2X | Feel running events are worse today than five years ago | 33% (16% among all others) |
| | | Do not prefer larger races | 31% (25% among all others) | | |

AMERICAN INDIAN/ALASKA NATIVE RUNNER SNAPSHOT

| Running Habits | | Event Preferences | | Event Attitudes | | Reasons to Run | |
|---|--------------------------------------|--|--------------------------------------|--|--------------------------------------|----------------------------|--------------------------------------|
| Avg. years running experience | 7 (14 among all others) | More likely to prefer 1 mile or 2 mile | 4X | Feel running events are better today than five years | 69% (40% among all others) | To relieve stress | 54% (38% among all others) |
| Runs 5+ days/wk. | 55% (35% among all others) | More likely to prefer 4 mile, 8K, or 5 mile | 2X | Would pay more for a VIP experience | 48% (31% among all others) | To improve speed/endurance | 38% (23% among all others) |
| Plans to do more virtual events in next 12 months | 21% (11% among all others) | More likely to prefer mud obstacle and relay races | 2X | Choose events with inclusive organizers | 34% (13% among all others) | To socialize | 26% (18% among all others) |
| | | Prefer larger races | 55% (37% among all others) | Choose events based on organizer reputation | 31% (26% among all others) | For solitude | 25% (19% among all others) |
| | | | | Choose events that benefit an important cause | 23% (15% among all others) | | |

ASIAN, HISPANIC & MIXED RACE RUNNER SNAPSHOT

| Asian Runners | | Hispanic Runners | | Mixed Race Runners | |
|---------------------------------------|--------------------------------------|---|--------------------------------------|--|--------------------------------------|
| Frequent/fitness runners | 62% (57% among all others) | Run to meet a personal challenge | 40% (31% among all others) | Frequent/fitness runners | 67% (57% among all others) |
| Run to relieve stress | 47% (38% among all others) | More likely to mud/obstacle and relay races | 2X | Run five days/week | 27% (21% among all others) |
| More likely to prefer marathons | 2X | Prefer larger races | 45% (37% among all others) | Run to improve speed/endurance | 31% (23% among all others) |
| Choose events with a desirable course | 34% (28% among all others) | Would pay more for a VIP experience | 39% (31% among all others) | Choose events they have enough time to train for | 33% (25% among all others) |
| Prefer larger races | 50% (37% among all others) | | | Choose events with inclusive organizers | 20% (13% among all others) |

NON-BINARY RUNNER SNAPSHOT

| Running Habits | | Event Preferences | | Event Attitudes | |
|--|---|--|-------------|---|---|
| Are serious/ competitive runners | 26% (21% among all others) | More likely to prefer 1 mile or 2 mile | 3X | Raise \$ for charity through running | 61% (36% among all others) |
| Average years running experience | 5 (14 among all others) | More likely to prefer 4 mile, 8K, or 5 mile | 2X | Would pay more for a VIP experience | 40% (31% among all others) |
| Run five or more days per week | 44% (35% among all others) | More likely to prefer 12K, 15K, or 10 mile | 2X | Feel virtual events match up to real life | 30% (10% among all others) |
| Run to meet a personal challenge | 70% (31% among all others) | More likely to prefer relay events | 2.5X | Feel running events are worse today than five years ago | 30% (16% among all others) |
| Will do more virtual events in the next year | 27% (11% among all others) | More likely to prefer triathlons/duathlons | 2X | | |

UNDER 25 YEAR OLD RUNNER SNAPSHOT

| Running Habits | | Event Preferences | | Event Attitudes | |
|--|---|--|---|---|---|
| Are serious/ competitive runners | 27% (21% among all others) | More likely to prefer 1 mile or 2 mile | 4X | Raise \$ for charity through running | 51% (36% among all others) |
| Run 1-2 days per week | 26% (12% among all others) | More likely to prefer 4 mile, 8K, or 5 mile | 2X | Do not feel it is easy to find events | 29% (14% among all others) |
| Run to meet a personal challenge | 59% (31% among all others) | More likely to prefer 12K, 15K, or 10 mile | 2X | Do not feel they receive a good value for race entry fees | 25% (10% among all others) |
| Will do more virtual events in the next year | 21% (11% among all others) | More likely to prefer relay events | 2.5X | Would participate more if entry fees were lower | 24% (12% among all others) |
| | | More likely to prefer mud/obstacle events | 2X | Feel running events are worse today | 24% (16% among all others) |
| | | More likely to prefer larger races | 46% (37% among all others) | | |

25-64 YEAR OLD RUNNER SNAPSHOT

| 25-44 Year Olds | | 45-64 Year Olds | |
|---|--------------------------------------|--|--------------------------------------|
| Prefer larger races | 44% (37% among all others) | Run to stay in shape/ stay healthy | 81% (72% among all others) |
| Choose events based on inclusivity/ values of organizers | 18% (13% among all others) | Run to train for a specific event | 33% (26% among all others) |
| Feel running events are better today | 47% (40% among all others) | As likely to prefer marathons | 1.25X |
| Would pay more for a VIP experience | 37% (31% among all others) | Choose events based on date | 65% (54% among all others) |
| | | Choose events in places they want to visit | 38% (31% among all others) |

65+ YEAR OLD RUNNER SNAPSHOT

| Running Habits | | Event Preferences | | Event Attitudes | |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|--------------------------------------|
| Are serious/ competitive runners | 29% (21% among all others) | More likely to prefer 5K events | 1.5X | Feel virtual events do not match up to real life | 89% (75% among all others) |
| Run to stay in shape/stay healthy | 85% (72% among all others) | Prefer traditional road races | 69% (56% among all others) | Feel running events are worse today | 22% (16% among all others) |
| Run for enjoyment | 49% (33% among all others) | Do not prefer larger races | 32% (25% among all others) | Would participate more if entry fees were lower | 28% (12% among all others) |
| Run to train for a specific event | 31% (26% among all others) | Choose events based on distance | 79% (66% among all others) | | |
| | | Choose events based on location | 66% (53% among all others) | | |
| | | Choose events based on date | 64% (54% among all others) | | |
| | | Prefer events they've done before | 34% (23% among all others) | | |
| | | Choose events that are chip timed | 19% (14% among all others) | | |

FAVORITE BRANDS

Running Shoes

| | |
|---|---|
|  |  |
| 39% | 24% |
|  |  |
| 23% | 21% |
|  |  |
| 19% | 19% |
|  |  |
| 17% | 9% |
|  |  |
| 9% | 4% |
|  | OTHER |
| 2% | 5% |

Running Apparel

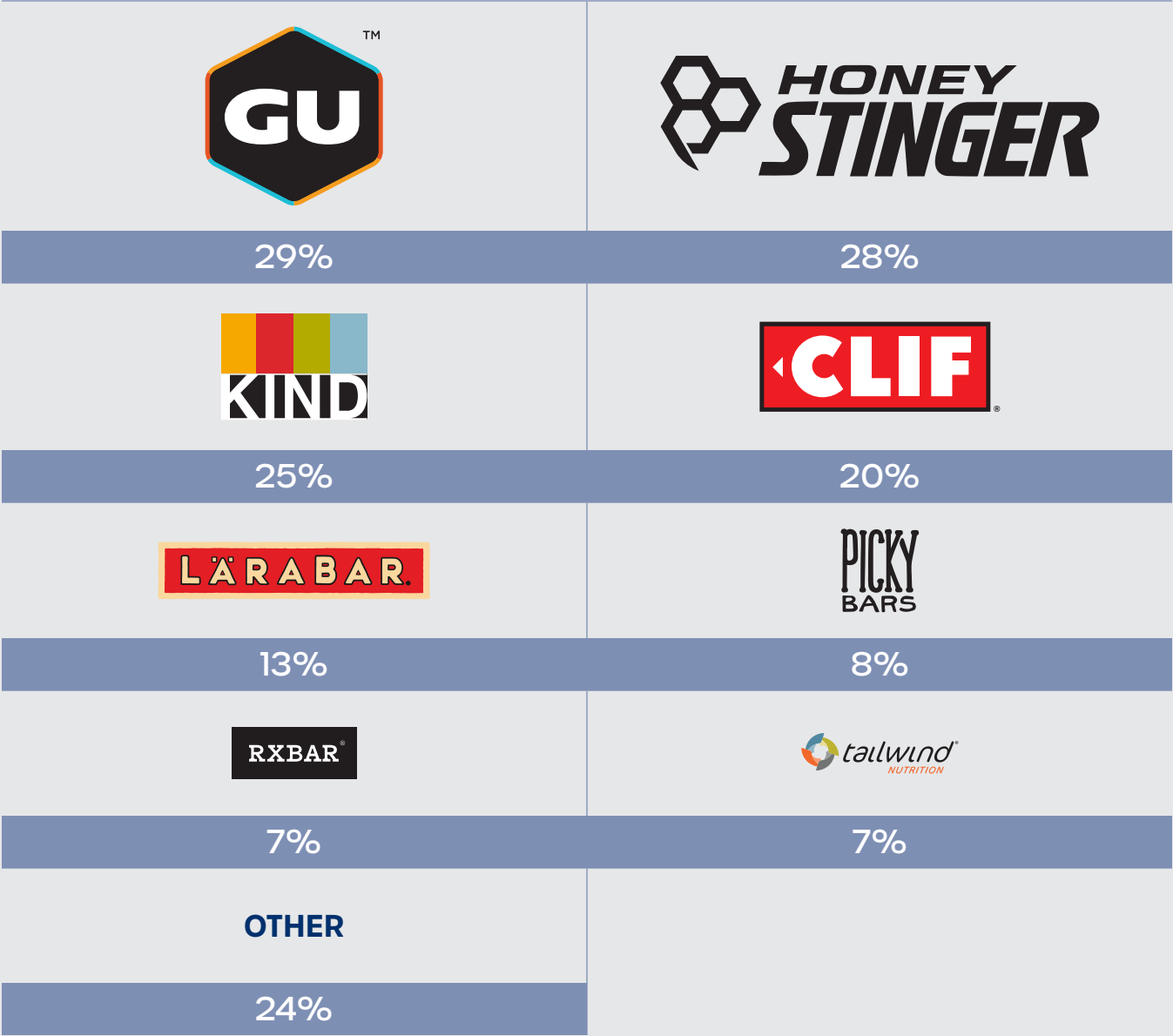
| | |
|---|---|
|  |  |
| 37% | 28% |
|  |  |
| 25% | 19% |
|  |  |
| 15% | 14% |
|  |  |
| 14% | 11% |
|  |  |
| 8% | 8% |
|  |  |
| 8% | 6% |
|  | OTHER |
| 3% | 16% |

FAVORITE BRANDS

Sports Hydration



Sports Fuel



FAVORITE BRANDS

Running Apps

| | | | |
|---|---|---|--|
|  |  |  |  |
| 49% | 31% | 19% | 19% |
|  |  |  |  |
| 16% | 11% | 10% | 10% |
|  |  |  |  |
| 7% | 6% | 6% | 4% |
|  |  |  | OTHER |
| 3% | 1% | 1% | 11% |

ABOUT RUNNING USA

Running USA is a non-profit organization committed to the growth and success of the running industry. Our promise is to deliver quality education, exceptional industry content, valuable research and ample networking opportunities. We connect. We support. We educate. Running USA brings together an entire community. As the voice of endurance running, we're all about connection and collaboration. Whether we're connecting race organizers with sponsors, partners and athletes, or connecting our members with vital information and best practices, our goal is to raise the profile of running and help more people get more out of it. For more information, visit www.runningusa.org

MEMBERSHIP

Nicole Sparrow
Membership Development Director
nicole@runningusa.org

MEDIA COVERAGE & PRESS

Leah Etling
Communications Director
leah@runningusa.org

For more Running USA research, news and information, visit runningusa.org