



2016 National Runner Survey





Introduction





Introduction and Methodology

The National Runner Survey is a comprehensive study designed to assess the demographics, lifestyle, attitudes, habits and product preferences of the running population nationwide.

Initially launched in 2007, the National Runner Survey is distributed electronically on an annual basis to race directors, media members, running stores, brands and vendors, running clubs and others who frequent the running industry.

Field Dates: January 2016-April 2016

10,000+ runners responded

Sample: Reflective of a convenience random sample.

Results reflective of core runners:

- Active adult participants who tend to enter running events and train year-round
- First-time runners invited to participate but the majority of responses came from core runners

Caution: Results not reflective of the running industry as a whole

The National Runner Survey measures the following areas:

- Demographics
- Sports Participation
- Technology
- Running Routine
- Running Events
- Running Shoes & Apparel
- Travel
- Food & Drink
- Generations
- Gender
- Sports & Fitness Products

Executive Summary: Runners



Average 20 miles a week and tend to run year-round



U.S. runners tend to be more frequent/fitness runners



They skew female - 63%



U.S. runners represent an affluent, healthy target



They are motivated to run, primarily for health-related reasons

Executive Summary: Events

Runners attend events as both fun runners and competitors

The half marathon continues to be the most popular event in terms of participation and favored distance

U.S. runners average **7** events in the past year and are planning on participating in **7** over the next year

Word of mouth and Facebook are key information channels:

- **Two-thirds** say it is easy to find an event they want to participate in
- **18%** say there are too many events to choose from
- **One in four** say social media is their first choice for event information

The **top 5** factors impacting participation are:

- Preferred distance
- Date
- Convenient location
- Fun
- Have time to train

Willing to travel – **three in four** have travelled overnight in the last 12 months and plan to do so in the next 12 months

Half are always looking for a new event experience. Only **4 in 10** like participating in the same event year year

Executive Summary: Race Fees



Half feel race entry fees are too expensive

Cost/entry is among the top 10 factors on decision to register

6 in 10 would participate in more events if entry fees were lower

Half receive good value for their race entry fee

Executive Summary: Social Media

4 in 10 like to share their race experiences with others via social media.

Over half are (on Facebook):

- Posting race photos and videos
- Following events
- Posting general running photos and videos
- Discussing running-related activities

Over 4 in 10 are (on Facebook):

- Recruiting others to join them for an upcoming race
- Communicating with training partners
- Following other runners
- Tracking family / friends in a race
- Posting their race results
- Looking for running motivation



Executive Summary: Technology



Runners are connected with their technology.

At least half run with:

- Cell phone
- GPS item
- Sports watch

The cell phone is most central for running activities overall.

Executive Summary: Generations

What are some of the differences between Millennials, Gen X, Baby Boomers and Matures?

Runner Profile Differences

Millennials appear to desire more out of their running, seeking fun, nature, challenge, state of mind, etc.

Millennials and Gen X are most likely to run with their cell phone.

Matures are most likely to run with a hat and with their keys.

Event Differences

Millennials and Gen X expressed the most interest in mud/obstacle, color, and glow/night runs.

Millennials rated fun a more important factor than those older.

Race entry fees are more critical to Millennials & Gen X.

Facebook and word of mouth are important channels for connecting with these generations.

Tech Differences

Millennials and Gen X use their phone much more for running related activities.

Social Channel Differences

Millennials and Gen X use social channels the most for running related activities.

Instagram is an important channel for Millennials.

Executive Summary: Genders

What are some of the key differences between men and women?

Running Behavior Differences

Females tend to run for a wider variety of reasons, including to improve their state of mind, socialize, relieve stress, and achieve a goal.

35% of females and 28% of males are likely to run with at least one other person.

Females run with their cell phones more and use their phone for more running related activities.

Running Event Differences

Males are more likely to identify themselves as a competitor, while females are more likely to classify themselves as a fun runner.

Females express more interest in a 10K, half marathon, and color run, while males are more interested in a marathon.

For females, fun, having time to train, benefitting a cause, medals, and cost are more important factors.

Use of Social Media

Females use social media much more so than males for running related activities.

70% of women post photos & videos post-race, while 53% of men do.

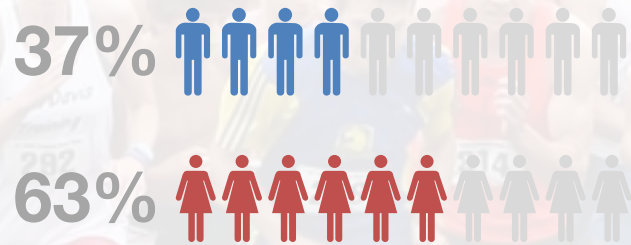


Runner Profile

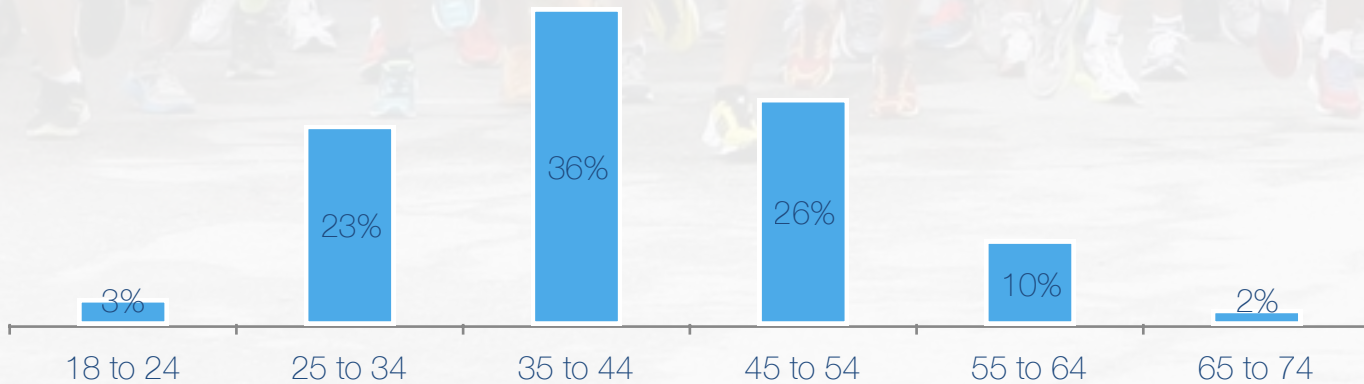


Demographics

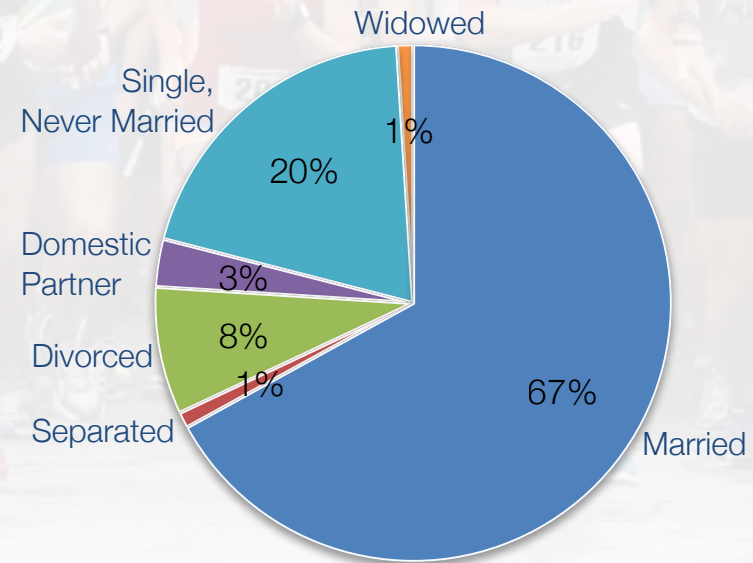
Gender



Age



Marital Status



Demographics

Household Composition %

Number in Household

| | |
|-----------|----|
| 1 | 14 |
| 2 | 32 |
| 3 | 16 |
| 4 | 23 |
| 5 or more | 14 |

Number of Children Under 19 in Household

| | |
|-----------|----|
| 0 | 52 |
| 1 | 16 |
| 2 | 22 |
| 3 | 8 |
| 4 or more | 3 |

Education %

| | |
|--|----|
| Currently full time student and under 19 | 4 |
| Attended college 1-3 years | 8 |
| Associate's Degree | 6 |
| Technical or Trade Degree | 2 |
| Graduated from 4-year college | 36 |
| Post-graduate study without degree | 6 |
| Master's degree | 29 |
| Doctoral degree | 8 |

Employment

| | |
|--------------------|----|
| Employed full-time | 87 |
| Student | 3 |
| Retired | 3 |
| Homemaker | 6 |
| Unemployed | 2 |

Ethnicity %

| | |
|------------------------|----|
| White/Caucasian | 83 |
| Black/African-American | 8 |
| Asian/Pacific Islander | 4 |
| Hispanic | 6 |
| American Indian | 1 |
| Other | 2 |

Annual Income (Employed)

| | |
|---------------------|----|
| Less than \$15,000 | 3 |
| \$15,000-\$24,999 | 3 |
| \$25,000-\$34,999 | 6 |
| \$35,000-\$49,999 | 12 |
| \$50,000-\$74,999 | 23 |
| \$75,000-\$99,999 | 16 |
| \$100,000-\$124,999 | 10 |
| \$125,000-\$149,999 | 5 |
| \$150,000-\$174,999 | 3 |
| \$175,000-\$199,999 | 2 |
| \$200,000 or more | 4 |
| Don't know/Refused | 15 |



Runner Behavior



How Runners Classify Themselves

Jogger /
Recreational Runner

20%

Serious /
Competitive Runner

14%

65%

Runners primarily describe themselves of frequent / fitness runners.

Frequent / Fitness
Runner

Running Habits

73%

Run 12 months / year

Years Running

7

Miles per Week

20

59%

Run at least
4 days per week

**Runners tend to run throughout the year
and at least 4 times a week.**

Running Motivators

| Primary Motivation to Start Running | % |
|---|-----------|
| For exercise | 24 |
| Weight concerns | 12 |
| Competed in school / never stopped | 10 |
| To enter a race | 9 |
| Family/Friend encouragement | 8 |
| Because I enjoy it | 7 |
| Needed a new challenge | 6 |
| To relieve stress | 5 |
| To get in shape for another sport | 5 |
| Health concerns besides weight | 4 |

| Primary Motivation to Continue to Run | % |
|--|-----------|
| Staying healthy | 77 |
| Staying in shape | 76 |
| Relieving stress | 66 |
| To enter / train for a race | 64 |
| Having fun | 59 |
| Improving my state of mind | 57 |
| Meeting a personal challenge | 56 |
| Achieving a goal | 55 |
| Controlling my weight | 53 |
| Improving speed or endurance | 50 |
| Socializing with friends/family/others | 49 |
| Appreciating nature, scenery | 45 |
| Being by myself for awhile | 43 |
| Getting into the natural environment | 36 |
| Competing against others | 24 |



Runners are motivated by a desire to stay healthy, stay in shape, relieve stress, and enter / train for a race.

Running Preferences



Preferred Time of Day to Run

| | |
|-----------------|------------|
| Early AM | 63% |
| Mid-Morning | 27% |
| Noon | 8% |
| Early Afternoon | 9% |
| Mid-Afternoon | 14% |
| Early Evening | 40% |
| Late Evening | 9% |

| | |
|--------------------------------|------------|
| Easy Runs (aerobic) | 82% |
| Long Runs (> 1 hour) | 80% |
| Hill Training | 47% |
| Pace Workouts | 44% |
| Tempo Runs | 37% |
| Recovery Runs | 28% |
| Fartlek | 16% |
| Pickups | 7% |



How Prefer to Run

| | |
|-----------------------|------------|
| By Self | 49% |
| With one other person | 18% |
| In a group | 14% |
| No preference | 19% |

| | |
|-------------------|------------|
| Paved Path | 61% |
| Dirt Trail | 55% |
| Rural Road | 55% |
| Urban Road | 47% |
| Park | 41% |
| Mountains | 24% |
| Outdoor track | 18% |
| Beach | 15% |



Regular Running Workouts



Favorite Running Venues/Surfaces

Items Regularly Run With



Cell Phone
61%



GPS Item
52%



Sports Watch
52%



Sunglasses
45%



Keys
41%

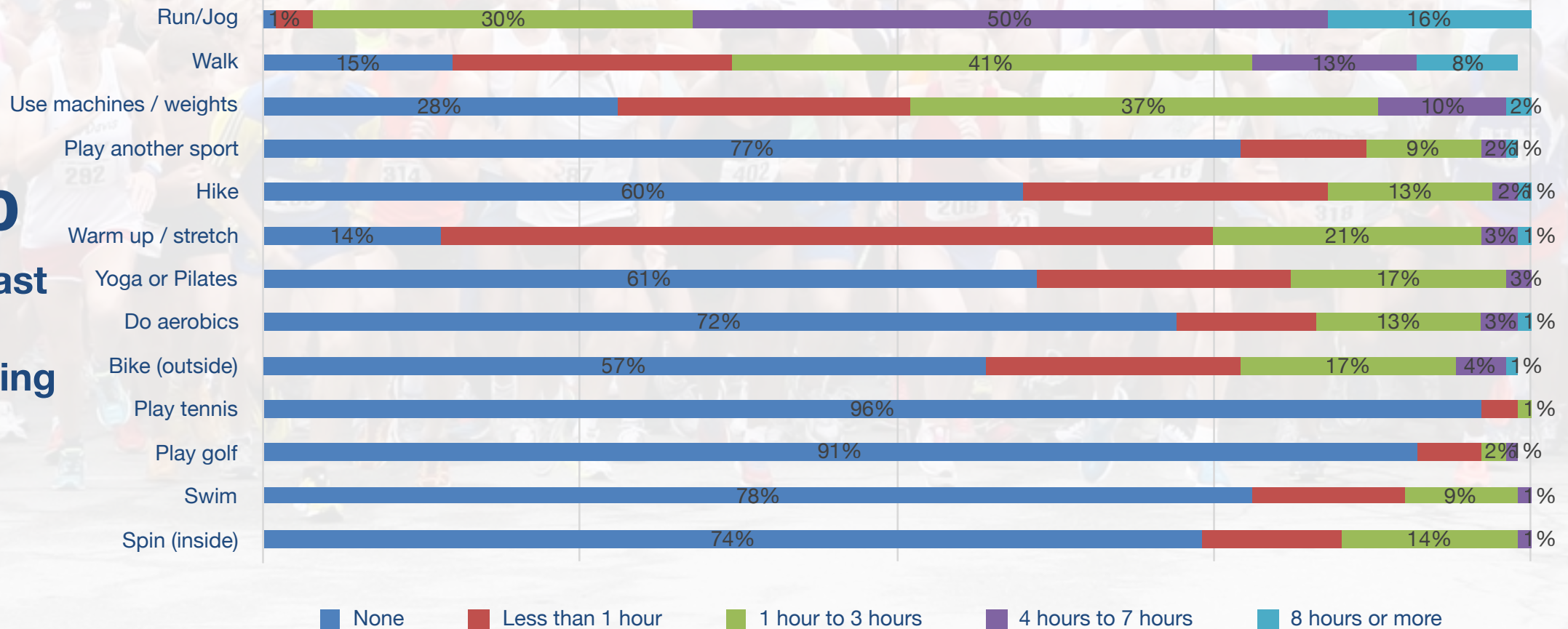


Hat/Visor
39%

| Items Regularly Run With | % |
|--|----|
| Personal ID | 32 |
| Portable audio system/ipod/MP3 | 32 |
| Water bottle | 28 |
| Reflective Gear | 27 |
| Energy bars/gel | 26 |
| Hydration accessories (belt, backpack) | 24 |
| SpiBelt (or similar waist belt) | 20 |
| Compression Gear | 19 |
| Sunscreen | 18 |
| Heart rate monitor | 18 |
| Cash/Credit Card | 17 |
| Chapstick/Lipgloss | 16 |
| Sports Drink | 10 |
| Sweatband | 9 |
| Dog | 9 |
| Pedometer | 8 |
| Pepper Spray | 6 |
| Sleeves | 5 |
| Toilet Paper | 5 |
| Nothing | 4 |
| Inhaler | 4 |
| Baby jogger/Racing stroller | 3 |
| Knee Straps | 3 |

Hours Spent on Activity Per Week

66%
Spend at least
4 hours
a week running



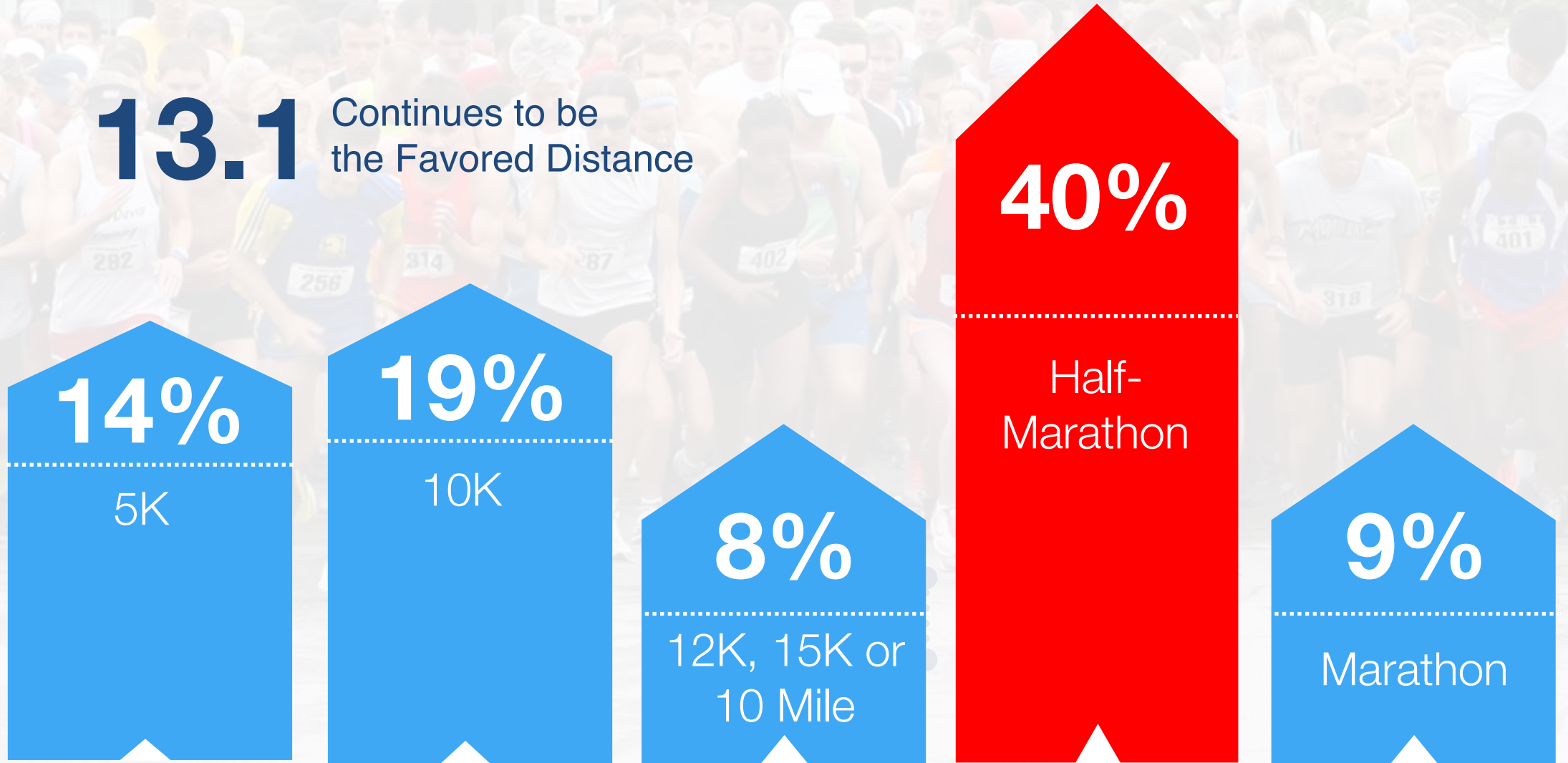


Running Event Behavior



Favorite Race Distance

13.1 Continues to be the Favored Distance



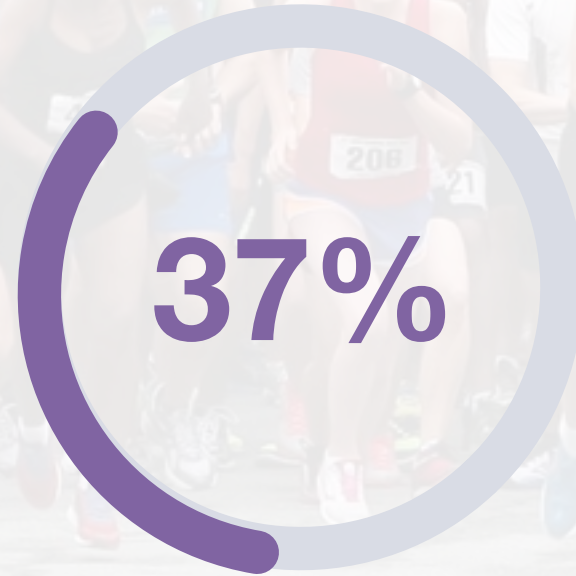
How Runners Attend Running Events



Fun Runner



Competitor



Fitness Participant

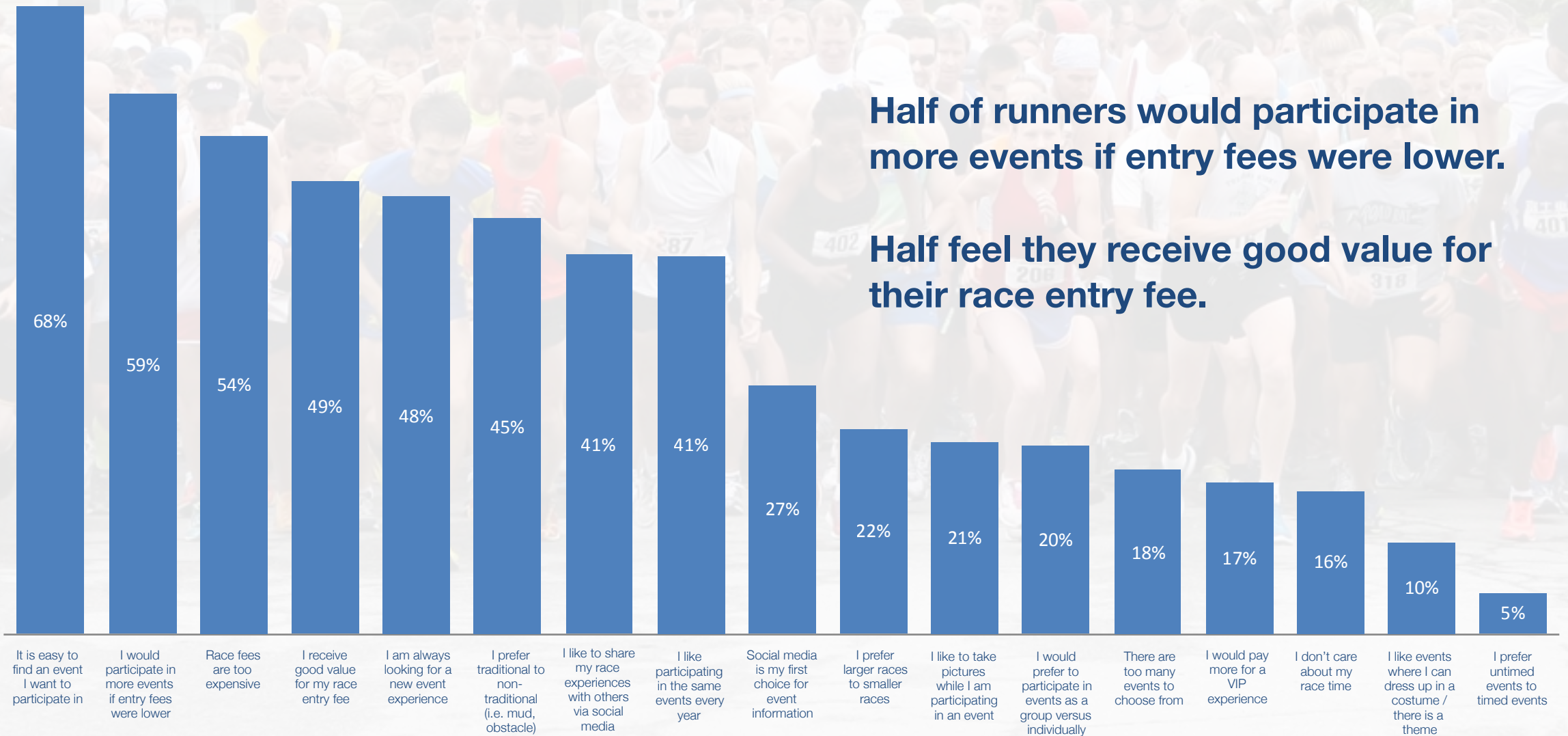


Outdoor Enthusiast

Running Event Attitudes and Behaviors

Half of runners would participate in more events if entry fees were lower.

Half feel they receive good value for their race entry fee.



Top Factors Impacting Event Participation



69%: Preferred Distance



52%: Health/Injury



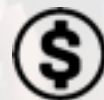
67%: Date of Event



51%: Scenic Course



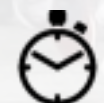
59%: Location is Convenient



50%: Cost/Entry Fee



57%: Sounds Fun



47%: Chip Timed



54% Have Time to Train



43% Reputation of Event Organizers

Other Factors Impacting Event Participation

| Importance of Factors in Determining Event Participation | % |
|--|----|
| My friends are doing it | 36 |
| Medal or other memento for finishers | 36 |
| Accurate, certified course | 35 |
| Quality t-shirt | 35 |
| Promise of a unique event | 26 |
| No crowds/traffic/hassles expected | 26 |
| It benefits an important cause | 25 |
| It is an event I participated in before | 23 |
| Free race photos or videos | 18 |
| Entertainment on course or finish | 17 |
| Fast course | 17 |
| Good age group awards | 13 |
| Qualifier | 11 |
| There is an expo | 10 |
| Something offered for other family members | 9 |
| It is a new event | 8 |
| Random participant awards | 7 |
| Has a social media app / site for sharing experience | 7 |
| Appropriate training group is available | 4 |
| Race is part of a local grand prix | 4 |
| Elite runners in the field | 3 |
| Women only event | 2 |

Event Participation

7

**Average Number
of Events
Finished Past 12
Months / Plan to
Enter Next Year**

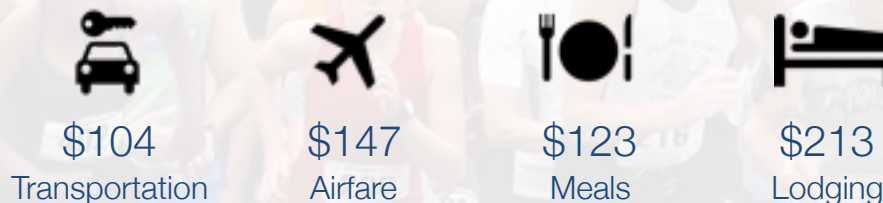
| Distance | % Entered Last 2 Years | % Most Interested in Entering in 2016 |
|---------------------------------------|------------------------|---------------------------------------|
| 5K (3.1 mile) | 78 | 53 |
| Half-Marathon (13.1 miles) | 75 | 73 |
| 10K (6.2 mile) | 62 | 54 |
| Marathon (26.2 miles) | 41 | 40 |
| 12K, 15K or 10 mile | 38 | 31 |
| 4 mile, 8K or 5 mile | 30 | 20 |
| Trail Race | 29 | 33 |
| Fun Run or Untimed Run | 24 | 9 |
| Mud/Obstacle | 18 | 16 |
| Triathlon/Duathlon | 14 | 17 |
| Color | 11 | 6 |
| 1 mile or 2 mile | 10 | 6 |
| Glow / Night | 9 | 8 |
| 20K, 25K or 30K | 9 | 9 |
| Ultra Distance (more than 26.2 miles) | 8 | 13 |
| Cross-Country Race | 6 | 3 |

Event Travel Information

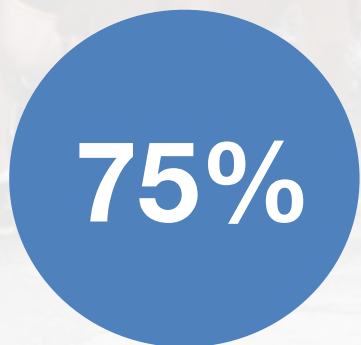
Likely to Travel Overnight to Run in an Event in Next 12 Months



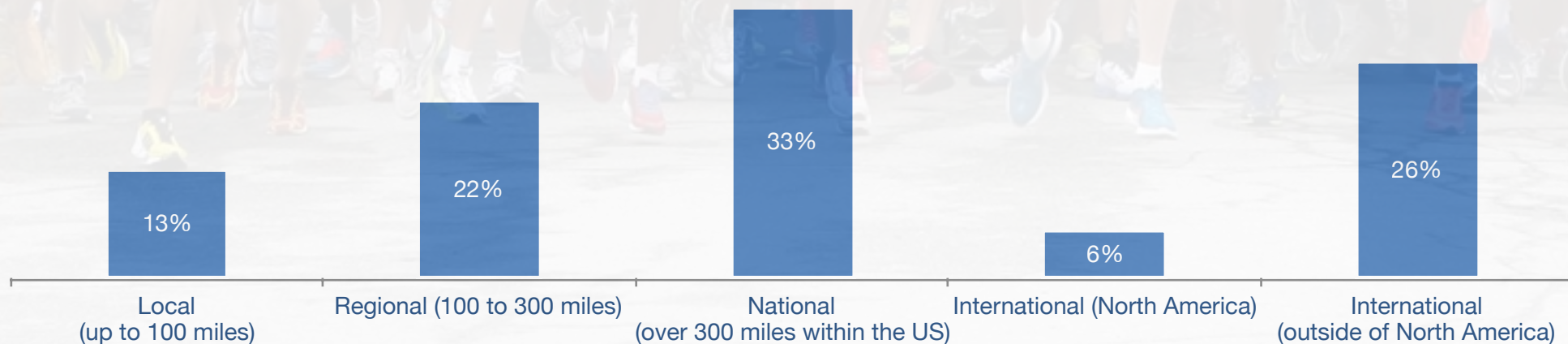
Avg. Amount Spent on Most Recent Running Related Trip Where Stayed Overnight



How Far Willing to Travel to Run an Event



Took an Overnight Trip for Running Related Events in Last 12 Months



Race Entry Fees

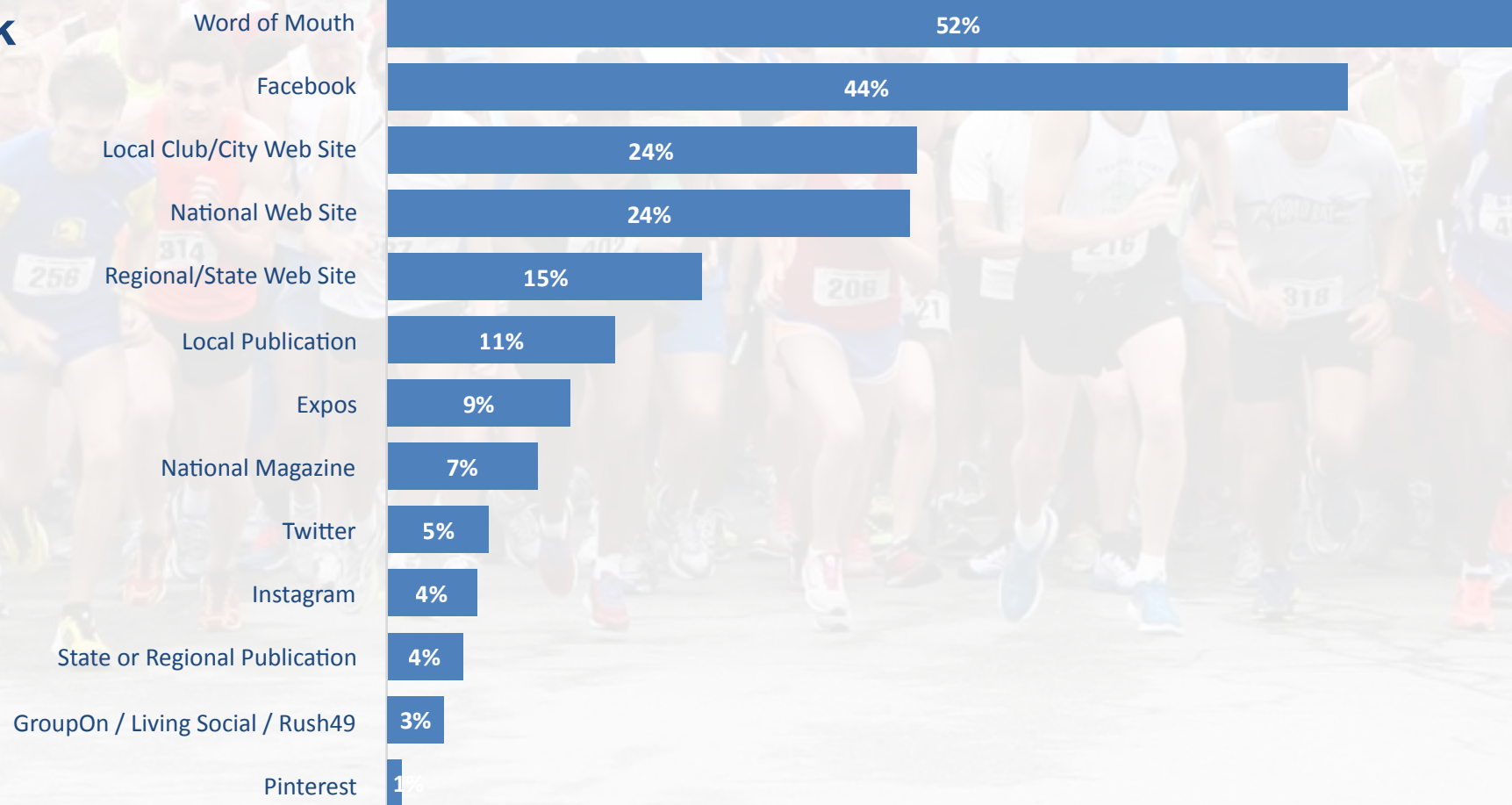
| Fees | 5K (%) | 10K (%) |
|--------------|-----------|-----------|
| \$10 or Less | 4 | 3 |
| \$15 | 3 | 1 |
| \$20 | 11 | 4 |
| \$25 | 26 | 10 |
| \$30 | 23 | 17 |
| \$35 | 18 | 20 |
| \$40 | 8 | 21 |
| \$50 or more | 3 | 12 |

| Fees | Half Marathon (%) | Marathon (%) |
|---------------|-------------------|--------------|
| \$50 or Less | 15 | 7 |
| \$60 | 15 | 3 |
| \$70 | 17 | 6 |
| \$80 | 17 | 10 |
| \$90 | 12 | 12 |
| \$100 | 11 | 22 |
| \$110 | 5 | 10 |
| \$120 | 3 | 8 |
| \$130 | 1 | 4 |
| \$140 | 1 | 2 |
| \$150 or more | 3 | 16 |



Primary Source of Race Information

Referrals and Facebook are key channels for race information, followed by local and national sites.

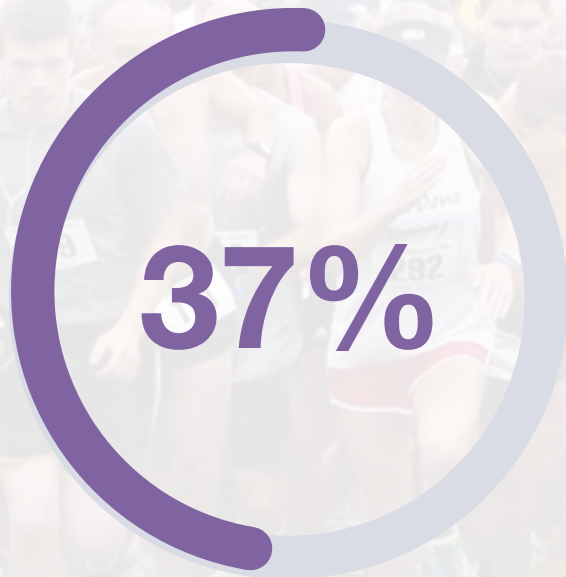




Running Media & Technology



Running Information Channels



Follow the competitive side of running

| Running/Sports Publications Read Regularly | % |
|--|-----------|
| Runner's World | 58 |
| Competitor | 14 |
| Women's Health | 9 |
| Women's Running Magazine | 9 |
| Fitness Magazine | 8 |
| Local running club publication | 8 |
| Running Times | 8 |
| Men's Health | 7 |
| Shape | 7 |
| Trail Runner | 7 |
| Triathlete | 5 |
| Sports Illustrated | 4 |
| UltraRunning | 3 |
| Muscle & Fitness | 3 |
| Club Running (RRCA) | 2 |
| Track & Field News | 2 |

| Running Related Websites Visit Most Often | % |
|---|-----------|
| Active.com | 51 |
| Runnersworld.com | 41 |
| MapMyRun.com | 31 |
| Local Club Website | 16 |
| Competitor.com | 16 |
| Athlinks.com | 15 |
| RunningintheUSA.com | 11 |
| Strava | 10 |
| imATHLETE.com | 9 |
| Coolrunning.com | 8 |
| Halhigdon.com | 7 |
| Marathonguide.com | 7 |
| WomensRunning | 6 |
| USATF.org | 6 |



Runner Technology



Technology and Running Activities

Runners are using technology in a variety of ways

| Activities | Phone / App on Phone | Watch | Wearable Tracking Device | Online Website |
|----------------------------|----------------------|-------|--------------------------|----------------|
| Play music | 59% | 2% | 5% | 2% |
| Track mileage | 43% | 43% | 21% | 16% |
| Map routes | 40% | 12% | 7% | 29% |
| Tracking workouts | 38% | 29% | 14% | 18% |
| GPS | 37% | 47% | 18% | 5% |
| Track nutrition / calories | 29% | 6% | 6% | 9% |
| Training programs | 20% | 5% | 3% | 24% |
| Track steps | 18% | 18% | 22% | 3% |
| Interval training | 16% | 24% | 8% | 5% |
| Virtual coach | 11% | 3% | 2% | 5% |
| None of these | 10% | 10% | 14% | 11% |

Social Media for Running Activities

Runners are using social media in a variety of ways

| Activities | Facebook | Twitter | Instagram | Pinterest |
|---|----------|---------|-----------|-----------|
| Post race photos and videos | 62% | 8% | 23% | 1% |
| Follow events | 57% | 12% | 13% | 1% |
| Post general running photos and videos | 52% | 8% | 20% | 1% |
| Discuss running-related activities | 52% | 8% | 9% | 1% |
| Post your race results | 49% | 7% | 13% | 0% |
| Recruit others to join me an an upcoming race | 49% | 4% | 6% | 0% |
| Communicate with training partners | 46% | 4% | 6% | 0% |
| Look for running motivation | 44% | 10% | 18% | 11% |
| Track friends / family in a race | 44% | 6% | 7% | 1% |
| Follow other runners (non-professional) | 43% | 12% | 18% | 1% |
| Look for running training advice | 38% | 8% | 7% | 8% |
| Recruit others to train with you | 37% | 3% | 5% | 0% |
| Share your current training | 36% | 6% | 11% | 1% |
| Post your mileage / running routes | 35% | 5% | 9% | 0% |
| Fundraise for a charity event | 32% | 4% | 5% | 1% |
| Follow professional runners | 25% | 13% | 15% | 1% |
| None of these | 19% | 24% | 24% | 23% |



Running Shoes & Apparel



Running Shoes

3

Average Number of Running Shoes Purchased in Last 12 Months

\$101

Average Amount Paid for Last Running Shoe

| Running Shoe Brand Last Purchased | % |
|-----------------------------------|----|
| Brooks | 23 |
| ASICS | 18 |
| Saucony | 14 |
| Nike | 9 |
| New Balance | 7 |
| Mizuno | 7 |
| Hoka One One | 6 |
| adidas | 3 |
| Altra | 3 |
| Newton | 2 |
| Salomon | 2 |
| Pearl Izumi | 1 |
| Skechers | 1 |
| Vibram Five Fingers | 1 |
| Reebok | 1 |

| Channel Purchased Last Pair of Running Shoes | % |
|---|----|
| Online | 31 |
| Athletic Footwear store (Foot Locker, Athlete's Foot, Finish Line, etc) | 7 |
| Sporting Goods Store (Sport's Authority, Dicks, Big 5, etc) | 6 |
| Outlet Store | 3 |
| Mail Order | 2 |
| Outdoor Sports Store (REI, EMS, etc) | 2 |
| Department Store (JC Penney's, Sears, Macy's, Kohl's, etc) | 2 |
| Race Expo | 2 |
| Shoe Store (DSW, Payless, Famous Footwear, etc) | 2 |
| Other | 3 |

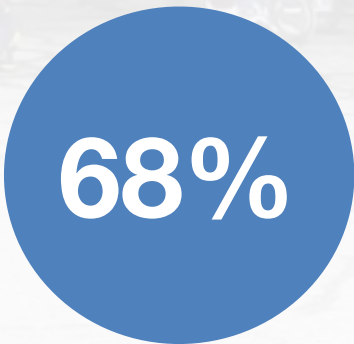
Running Shoes

| What Influenced Shoe Purchase | % |
|--|----|
| Same brand I always wear | 50 |
| Recommendation from salesperson | 29 |
| Recommendation from another runner | 16 |
| Sale Price | 15 |
| Shoe buying guide in magazine | 7 |
| Online review | 6 |
| Found in online search | 5 |
| Saw at an event or expo | 2 |
| Elite athlete endorsement | 1 |
| Saw picture or video of shoe on social media | 1 |
| Ad in magazine | 1 |
| Ad online | 1 |
| Other | 11 |

| Reasons Do Not Plan to Purchase Same Brand Again | % |
|--|----|
| Fit of Shoe | 51 |
| Recommendation from another runner | 30 |
| Recommendation from Salesperson | 28 |
| Cost | 25 |
| Shoe guide reviews | 23 |
| Magazine article/shoe guide | 7 |
| Running club shoe review | 5 |
| Seeing the shoe at an expo/ event | 5 |
| Endorsement by an elite runner | 2 |
| Advertisement | 2 |
| Other | 15 |

| Purchasing Criteria for Running Shoes | % |
|---------------------------------------|----|
| Fit/Comfort | 92 |
| Cushioning | 49 |
| Price | 46 |
| Stability | 41 |
| Weight | 37 |
| Style/Appearance | 28 |
| Injury-Prevention Features | 28 |
| Brand | 27 |
| Color | 24 |
| Motion Control | 11 |
| Weather Protection | 5 |

Will Purchase the Same Brand Again



Running Apparel

\$247

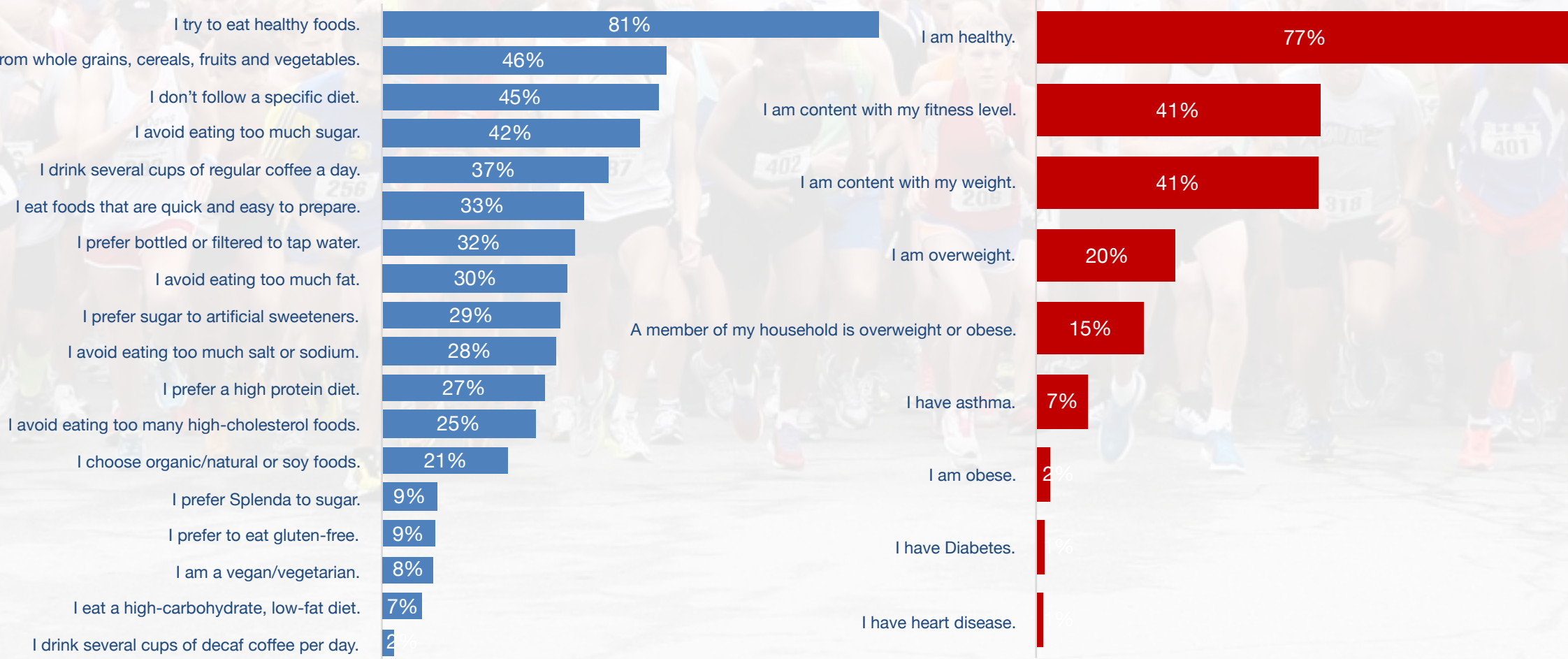
Average Amount Spent on Running Related Sports Apparel in Last 12 Months

| Where Purchased Sports Apparel in Last 12 Months | % |
|---|----|
| Specialty running store | 53 |
| Online | 53 |
| Sporting goods store (Dick's, Oshman's, Modell's, etc.) | 46 |
| Race Expo | 24 |
| Department store | 17 |
| Outlet Store | 16 |
| Discount department store (Kmart, Walmart, etc.) | 15 |
| Outdoor sports store | 12 |
| Mail order | 6 |
| Athletic footwear store (Foot Locker, Athlete's Foot, etc.) | 5 |
| Other | 6 |

| Favorite Brands of Sports Apparel (Top 20) | % |
|--|----|
| Nike | 50 |
| Under Armour | 41 |
| Brooks | 25 |
| ASICS | 19 |
| Champion | 18 |
| adidas | 18 |
| Athleta | 15 |
| Lululemon | 15 |
| New Balance | 15 |
| The North Face | 15 |
| Smartwool | 14 |
| Saucony | 13 |
| Target | 12 |
| REI | 10 |
| Moving Comfort | 10 |
| Columbia | 8 |
| Road Runner Sports | 8 |
| Pearl Izumi | 8 |
| Oiselle | 8 |
| Reebok | 7 |

Health and Lifestyle

Runners tend to be healthy individuals.





Appendix



Appendix: Profile by Runner Type

| | Serious / Competitive Runner | Frequent / Fitness Runner | Jogger / Recreational Runner |
|--|------------------------------|---------------------------|------------------------------|
| Running History/Routine | | | |
| Miles per week | 35 miles | 21 miles | 12 miles |
| Number of events finished past 12 months | 11 | 7 | 5 |
| Run 12 months a year | 88% | 78% | 46% |
| Traveled to run with an overnight stay | 84% | 76% | 64% |
| Favorite Race Distance | | | |
| Half-marathon (13.1 miles) | 37% | 45% | 24% |
| Marathon (26.2 miles) | 22% | 9% | 3% |
| 5K (3.1 mile) | 13% | 11% | 28% |
| 10K (6.2 mile) | 9% | 19% | 27% |
| 12K or 15K or 10 mile | 6% | 9% | 6% |
| Ultra Distance (more than 26.2 miles) | 5% | 3% | 1% |
| 1 mile, 2 mile or 3 mile | 4% | 0% | 2% |
| 4 mile or 8K or 5 mile | 2% | 3% | 8% |
| Running Shoes / Apparel | | | |
| Pairs of Running Shoes Purchased | 4.1 | 3.0 | 2.2 |
| Spent \$100+ on running apparel | 83% | 82% | 75% |
| Spent \$90+ on running shoes | 69% | 70% | 67% |
| Health | | | |
| Content with weight | 55% | 42% | 26% |
| Content with fitness level | 50% | 43% | 25% |

Appendix: Generations - Profiles



| | Millennials | Gen X | Baby Boomers | Matures |
|--|-------------|-------|--------------|---------|
| How Classify Self as a Runner | | | | |
| Frequent / Fitness Runner | 65% | 68% | 69% | 48% |
| Jogger / Recreational Runner | 19% | 20% | 17% | 21% |
| Serious Competitive Runner | 16% | 12% | 14% | 30% |
| Motivation to Continue to Run | | | | |
| Staying healthy | 83% | 79% | 76% | 79% |
| Staying in shape | 81% | 78% | 73% | 74% |
| Relieving stress | 75% | 70% | 61% | 48% |
| To enter / train for a race | 74% | 69% | 62% | 62% |
| Having fun | 68% | 59% | 56% | 51% |
| Achieving a goal | 67% | 58% | 51% | 44% |
| Meeting a personal challenge | 65% | 59% | 52% | 41% |
| Improving my state of mind | 65% | 59% | 55% | 44% |
| Improving speed or endurance | 62% | 53% | 46% | 41% |
| Controlling my weight | 54% | 58% | 53% | 46% |
| Being by myself for awhile | 53% | 46% | 38% | 29% |
| Appreciating nature, scenery | 53% | 46% | 43% | 41% |
| Socializing with friends/family/other participants | 50% | 52% | 47% | 47% |
| Getting into the natural environment | 44% | 37% | 34% | 35% |
| Competing against others | 31% | 21% | 22% | 35% |
| Items Regularly Run With | | | | |
| Cell phone | 61% | 67% | 56% | 36% |
| Keys | 51% | 40% | 39% | 42% |
| Hat/Visor | 28% | 40% | 46% | 55% |
| Hydration accessories (belt, backpack) | 20% | 26% | 27% | 20% |

Appendix: Genders - Profiles



| | Male | Female |
|--|------|--------|
| Motivation to Continue to Run | | |
| Relieving stress | 63% | 71% |
| Improving my state of mind | 54% | 62% |
| Achieving a goal | 53% | 60% |
| Socializing with friends/family/other participants | 43% | 54% |
| Competing against others | 32% | 19% |
| How Prefer to Run | | |
| By self | 53% | 48% |
| No preference | 20% | 18% |
| In a group | 15% | 14% |
| With one other person | 13% | 21% |
| Items Regularly Run With | | |
| Cell phone | 49% | 68% |
| How Use Phone / App on phone | | |
| Play music | 50% | 65% |
| Track mileage | 39% | 46% |
| Tracking workouts | 34% | 40% |
| Track nutrition / calories | 22% | 33% |
| Training programs | 16% | 22% |

Appendix: Generations - Events

| | Millennials | Gen X | Baby Boomers | Matures |
|---|-------------|-------|--------------|---------|
| Events Most Interested in Entering 2016 | | | | |
| Mud/Obstacle | 22% | 18% | 12% | 4% |
| Glow / Night | 11% | 8% | 7% | 5% |
| Color | 9% | 6% | 4% | 2% |
| Importance of Event Elements | | | | |
| It sounds fun | 62% | 58% | 54% | 38% |
| Cost / Entry free | 56% | 51% | 47% | 39% |
| How Find Out About Events | | | | |
| Word of Mouth | 57% | 54% | 49% | 40% |
| Facebook | 48% | 51% | 37% | 14% |
| Instagram | 9% | 4% | 1% | 0% |
| Twitter | 8% | 5% | 3% | 2% |
| Event Attitudes | | | | |
| I would participate in more events if entry fees were lower | 73% | 64% | 56% | 46% |
| Race fees are too expensive | 61% | 56% | 53% | 56% |
| I like to share my race experience with others via social media | 47% | 47% | 38% | 21% |



Appendix: Genders - Events



| | Male | Female |
|--|------|--------|
| How Attend Running Events | | |
| A Competitor | 68% | 51% |
| A Fun Runner | 48% | 61% |
| A Fitness Participant | 35% | 40% |
| An Outdoor Enthusiast | 20% | 20% |
| How Classify Self as a Runner | | |
| Frequent / Fitness Runner | 65% | 69% |
| Serious Competitive Runner | 20% | 11% |
| Jogger / Recreational Runner | 15% | 20% |
| Events Most Interested in Entering Next 12 Months | | |
| Half-Marathon (13.1 miles)– | 71% | 76% |
| 5K (3.1 mile)– | 55% | 54% |
| 10K (6.2 mile)– | 53% | 57% |
| Marathon (26.2 miles)– | 46% | 38% |
| Trail Race– | 35% | 32% |
| 4 mile, 8K or 5 mile– | 20% | 21% |
| Triathlon/Duathlon– | 18% | 18% |
| Mud/Obstacle– | 18% | 15% |
| Ultra Distance (more than 26.2 miles)– | 17% | 11% |
| Glow / Night– | 7% | 9% |
| Color– | 4% | 8% |

Appendix: Genders - Events

| | Male | Female |
|---|------|--------|
| Importance of Event Elements | | |
| It sounds fun | 52% | 60% |
| I have time to train | 49% | 58% |
| Health/Injury | 49% | 55% |
| Cost / Entry free | 46% | 53% |
| Medal or other momento for finishers | 31% | 40% |
| It benefits an important cause | 20% | 27% |
| How Find Out About Events | | |
| Facebook | 36% | 49% |
| Event Attitudes | | |
| I would participate in more events if entry fees were lower | 40% | 50% |
| I like to share my race experience with others via social media | 21% | 30% |

Appendix: Generations - Technology



| | Millennials | Gen X | Baby Boomers | Matures |
|-----------------------------|-------------|-------|--------------|---------|
| Phone / App on phone | | | | |
| Play music | 65% | 67% | 50% | 21% |
| Track mileage | 47% | 50% | 36% | 16% |
| Tracking workouts | 42% | 43% | 31% | 13% |
| Map routes | 43% | 45% | 35% | 15% |
| GPS | 40% | 41% | 32% | 15% |
| Track nutrition / calories | 32% | 34% | 23% | 4% |
| Track steps | 21% | 19% | 17% | 5% |
| Training programs | 21% | 23% | 17% | 8% |
| Interval training | 17% | 18% | 13% | 6% |
| Virtual coach | 11% | 13% | 10% | 6% |
| None of these | 8% | 6% | 12% | 34% |

Appendix: Generations - Social Media



| | Millennials | Gen X | Baby Boomers | Matures |
|---|-------------|-------|--------------|---------|
| Facebook | | | | |
| Post race photos and videos | 63% | 68% | 59% | 40% |
| Follow events | 59% | 63% | 52% | 32% |
| Discuss running-related activities | 50% | 58% | 50% | 28% |
| Recruit others to join me an an upcoming race | 49% | 56% | 45% | 18% |
| Post general running photos and videos | 48% | 58% | 50% | 32% |
| Post your race results | 48% | 55% | 45% | 23% |
| Communicate with training partners | 43% | 51% | 44% | 21% |
| Track friends / family in a race | 41% | 49% | 43% | 27% |
| Look for running motivation | 40% | 49% | 42% | 18% |
| Follow other runners (non-professional) | 39% | 48% | 43% | 27% |
| Recruit others to train with you | 37% | 44% | 33% | 10% |
| Look for running training advice | 36% | 44% | 35% | 16% |
| Share your current training | 34% | 42% | 34% | 16% |
| Fundraise for a charity event | 33% | 35% | 29% | 13% |
| Post your mileage / running routes | 32% | 40% | 33% | 14% |
| None of these | 14% | 16% | 23% | 46% |

Appendix: Generations - Social Media



| | Millennials | Gen X | Baby Boomers | Matures |
|---|-------------|-------|--------------|---------|
| Twitter | | | | |
| Follow professional runners | 19% | 14% | 9% | 4% |
| Follow events | 17% | 12% | 10% | 2% |
| Follow other runners (non-professional) | 17% | 12% | 8% | 3% |
| Look for running motivation | 14% | 10% | 7% | 3% |
| Post race photos and videos | 12% | 8% | 6% | 5% |
| Look for running training advice | 12% | 8% | 6% | 1% |
| Discuss running-related activities | 12% | 8% | 5% | 2% |
| Post general running photos and videos | 11% | 8% | 6% | 2% |
| Post your race results | 11% | 7% | 6% | 2% |
| Share your current training | 10% | 6% | 4% | 1% |
| Track friends / family in a race | 9% | 6% | 5% | 1% |
| Post your mileage / running routes | 7% | 5% | 4% | 1% |
| Recruit others to join me an an upcoming race | 6% | 5% | 3% | 1% |
| Fundraise for a charity event | 6% | 5% | 3% | 0% |
| Communicate with training partners | 6% | 4% | 3% | 1% |
| Recruit others to train with you | 5% | 3% | 2% | 0% |
| None of these | 22% | 21% | 27% | 41% |

Appendix: Generations - Social Media

| | Millennials | Gen X | Baby Boomers | Matures |
|---|-------------|-------|--------------|---------|
| Instagram | | | | |
| Post race photos and videos | 42% | 23% | 11% | 4% |
| Follow other runners (non-professional) | 34% | 18% | 8% | 2% |
| Post general running photos and videos | 34% | 20% | 10% | 1% |
| Look for running motivation | 34% | 18% | 7% | 2% |
| Follow professional runners | 29% | 15% | 6% | 1% |
| Follow events | 24% | 13% | 5% | 1% |
| Post your race results | 24% | 13% | 6% | 2% |
| Share your current training | 21% | 11% | 4% | 1% |
| Post your mileage / running routes | 17% | 9% | 4% | 1% |
| Discuss running-related activities | 17% | 10% | 3% | 1% |
| Look for running training advice | 15% | 6% | 3% | 3% |
| Track friends / family in a race | 12% | 7% | 4% | 1% |
| Recruit others to join me an an upcoming race | 11% | 6% | 2% | 1% |
| Communicate with training partners | 10% | 6% | 2% | 1% |
| Recruit others to train with you | 9% | 4% | 2% | 1% |
| Fundraise for a charity event | 9% | 5% | 2% | 1% |
| None of these | 19% | 21% | 28% | 42% |



Appendix: Genders - Social Media



| | Male | Female |
|---|------|--------|
| How Use Social Media / Channels | | |
| Facebook | | |
| Post race photos and videos | 52% | 70% |
| Follow events | 47% | 63% |
| Post your race results | 44% | 52% |
| Post general running photos and videos | 42% | 57% |
| Discuss running-related activities | 42% | 59% |
| Recruit others to join me an an upcoming race | 39% | 55% |
| Track friends / family in a race | 38% | 48% |
| Follow other runners (non-professional) | 37% | 47% |
| Communicate with training partners | 37% | 51% |
| Look for running motivation | 34% | 49% |
| Post your mileage / running routes | 31% | 37% |
| Look for running training advice | 30% | 43% |
| Share your current training | 30% | 40% |
| Recruit others to train with you | 28% | 43% |
| Fundraise for a charity event | 25% | 36% |

Appendix: Genders - Social Media

| | Male | Female |
|---|------|--------|
| How Use Social Media / Channels | | |
| Instagram | | |
| Post race photos and videos | 14% | 29% |
| Post general running photos and videos | 12% | 24% |
| Follow other runners (non-professional) | 11% | 23% |
| Look for running motivation | 11% | 22% |
| Follow professional runners | 9% | 19% |
| Post your race results | 9% | 16% |
| Follow events | 8% | 16% |
| Share your current training | 7% | 13% |
| Post your mileage / running routes | 6% | 10% |
| Discuss running-related activities | 5% | 12% |
| Track friends / family in a race | 5% | 8% |
| Look for running training advice | 4% | 9% |
| Recruit others to join me an an upcoming race | 4% | 7% |
| Communicate with training partners | 4% | 7% |
| Recruit others to train with you | 3% | 6% |
| Fundraise for a charity event | 3% | 6% |
| Look for running motivation | 3% | 16% |
| Look for running training advice | 2% | 11% |





2016 National Runner Survey

To learn more and stay up-to-date on all the most recent Running USA research, please visit

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