



# *women's* **Running**

2018 AUDIENCE STUDY

## METHODOLOGY

The 2018 *Women's Running* Audience Study was conducted by Attlesey Consulting of Santa Fe, New Mexico. The study commenced on August 8, 2018. The survey was promoted on WomensRunning.com during the fieldwork. *Women's Running* broadcast three email invitations to the email list (82,000+ names). Another three email invitations were sent via the *Women's Running* newsletter (82,000+ names). Social media promoted the survey via paid ads along with organic promotion on Facebook, Twitter and Instagram. The readers were asked to participate in the survey via a supplied URL.

By the closing date of September 10, 2018, 6,905 returns had been received. Respondents were filtered so that only *Women's Running* readers aged 18 and older were included. The respondent filtering yielded a net survey respondent count of 6,572.

As an incentive, respondents were offered to enter a sweepstakes for the following:

### GRAND PRIZE

- MYRUN TECHNOGYM worth \$4,390

### SECOND PRIZES

- Nathan Sports Fireball Hydration Vest with Double Flasks (\$100)
- Nathan Sports SpeedDraw Plus Insulated Handheld (\$35)
- Nathan Sports Zephyr Fire 100 Hand Torch (LED lights) (\$30)
- Jaybird Freedom 2 with SPEEDFIT Wireless Sport Headphones (\$100)
- Jaybird Freedom 2 with SPEEDFIT Wireless Sport Headphones (\$100)
- Cotopaxi Prize Package (Veloz, \$100 gift card, Questival entry) (\$265)

### THIRD PRIZES (x15)

- Buff Multifunctional Headband (\$15)

Percentages were computed based the number of respondents answering the respective questions unless otherwise noted.

Means were computed using the midpoint of values in closed-ended questions. For the bottom range the

midpoint was used (e.g., Less than 10 = 4.5); for the top range the lower limit of the range was used (e.g., 50 or more = 50).

Medians were computed using a summation process to reach the value at which 50% of the responses were higher and 50% were lower. With grouped data, the median value was calculated by taking the required proportion of the range within which the median value (50%) fell.

Indices are provided where available. The indices enable *Women's Running* to compare demographic characteristics and product usage information of its U.S. readers with those of U.S. adults from the GfK MRI Survey of the American Consumers. For example, 25.8% of *Women's Running's* U.S. audience has a household income of \$150,000 or more, while 13.9% of GfK MRI U.S. adults have an HHI of \$150,000+. The index is calculated as follows:

$$(25.8 \div 13.9) \times 100 = 186$$

An index of 100 indicates no difference between the respondents and GfK MRI U.S. adults. Thus, an index of 186 means that the incidence of readers with a household income of \$150,000 or more among *Women's Running's* audience is 86% greater than that of all U.S. adults (a propensity of nearly twice as likely). Data from the GfK MRI Doublebase 2018 Syndicated Study were employed to calculate all indices.

The tabulation and analysis of the data in this report were done according to accepted research practices.

This report provides the *Women's Running* total audience as well as the sole/primary audiences (consume content from source all or most of the time) of four audience sub-segments. Table headings appear as below (Respondent count for each segment is shown here.):

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Respondent count (n)	6,572	6,331	NA	3,636	1,545	838

Questions about this study may be directed to:

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## SHADING KEY

-  MARKET LEADER
-  SECOND IN MARKET
-  THIRD IN MARKET

## EXECUTIVE SUMMARY

The Women's Running 2018 Audience Study offers agencies, marketers, and health/fitness influencers a wealth of market research on America's fast-growing audience of active women who enjoy running. We asked 6,572 women runners 74 detailed questions about how much they run, how much they spend on running, which retailers they prefer, their favorite places to run, their favorite health and fitness activities, their use of fitness equipment and technology, how they assess their own health, and their reasons for running and racing. They also told us what changes would make them more likely to run more than they do now. In responses to 20 shopping questions, thousands of women told us their 100 most and least favorite brands in 9 product categories including running apparel (50+ brands), shoes (40+ brands), sports watches (20+ brands), headphones, and fitness gear—and they told us:

### **"I run to feel healthy—and to become the best version of myself."**

In this 86-page report, Women's Running readers tell us why they run, why they participate in races and events, and how they regard their health. Their answers show us a readership that enjoys running to achieve physical health and a sense of well-being. For our readers, running began as a way to get in shape or achieve a challenging goal and turned into a committed passion for running that helps them stay in shape, relieve stress, and get some "me time."

### **Profile of the Women's Running Reader**

The Women's Running reader is a committed runner, with around 10 years of running

experience. She is a dedicated, every day exerciser—our average reader spends up to 8 hours exercising each week! She prefers to run solo, often listens to music or podcasts during runs, and spends frequently on running and fitness. She is a highly educated, working professional who is married. About half our readers have two children. She travels for work three times more often than the typical American and two times more for pleasure than average.

- 99.7% female
- 43% are under age 40 and 76% are under age 50.
- 73% graduated college or earned a higher degree (MRI 245) while 27% earned a Master's degree (MRI 328).
- 71% are married. 44% have children living in the household.
- \$127K mean HHI

### **Running and Health & Fitness**

The average Women's Running reader joined our running community in her late 20s or early 30s to get or stay in shape. She runs nearly 4 days a week for more than 18 miles, averaging an impressive 4.75 miles per run. She runs on 198 days of the year for a yearly average total mileage of 941 miles. Our readers run most often on roads, but they also log significant indoor miles on the treadmill and some miles on trails.

Running is the most important piece of her active lifestyle, but she gets a lot of exercise each week from other activities including walking (68%), weight or strength training (67%), yoga or Pilates (51%), hiking (48%), home workout videos (42%), and cycling (32%). The average Women's Running reader spends nearly 5 hours exercising outdoors (running and walking) and another 3 hours

inside (weight/strength training, yoga, and home workout videos).

### **Spending: Apparel, Shoes, and Travel**

Women's Running readers are very active spenders on running and health/fitness. Our average reader spends \$1,438 each year on goods and services plus an added \$1,155 on running-related travel. To replace all her sports and health/fitness gear, our average reader would have to spend \$3,233.

99% bought running apparel last year, spending an average of \$314. 92% intend to buy running apparel in the next year. 96% bought running shoes last year, spending an average of \$271. 89% intend to buy running shoes in the next year. 66% of Women's Running readers visited or purchased from a running specialty retailer within the past year. A similar percentage visited big box sports retailers.

### **Running Events and Racing**

93% participate in running events. Our readers run 6-9 races per year, but when we asked them why they participate in running events, they told us they weren't in it to win it. They run races for fun—and to run their best times. Their favorite running events are 5K (92%, 3.7 per year), half-marathon (80%, 2.4 per year), and 10K (75%, 2.3 per year). Road racing is most popular (5.7 per year) while 34% ran a trail race (2.2 per year).

### **Reader Engagement and Loyalty**

Women's Running readers are enthusiastic about our content! The average *Women's Running* reader has been enjoying our content for just over 4 years. 26% have been reading for 5-9 years. They spend 1.4 hours reading each issue

of *Women's Running* magazine. 89% of readers visit [WomensRunning.com](http://WomensRunning.com) and 41% visit the site more than once a week.

- 91% of *Women's Running* magazine readers said they are likely or extremely likely to recommend *Women's Running* to a friend or family member. Our readers' favorite content includes training plans and workouts, injury prevention and treatment, nutrition advice and recipes, apparel and shoe reviews, and mental health coverage.
- 73% regularly give advice on running products, issues, or races and events.
- 95% have acted on ads they saw in *Women's Running* magazine. 88% acted on ads they saw on [WomensRunning.com](http://WomensRunning.com).

### **Training and Fitness Technology**

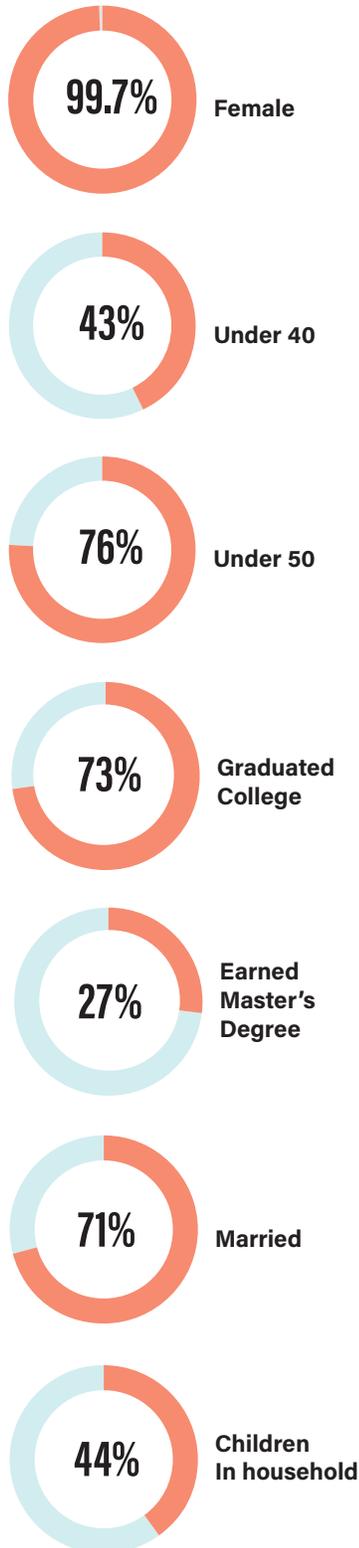
Our readers are heavy tech users; 68% use tech on all of their runs.

- 70% always run with a smartphone and 64% always run with a GPS sports watch. 58% own a fitness tracker and say they always run with it.
- 53% prefer to run alone. 31% prefer to run with others.
- 71% run with some kind of structured plan and 77% track their workouts with a GPS sports watch or fitness tracker.
- 81% listen to music or podcasts while they run. 65% listen to audio on at least half their runs or more.
- 88% own a sports watch. 90% own fitness equipment including yoga gear (77%), strength/weight gear (53%), and resistance bands (51%).

# EXECUTIVE SUMMARY

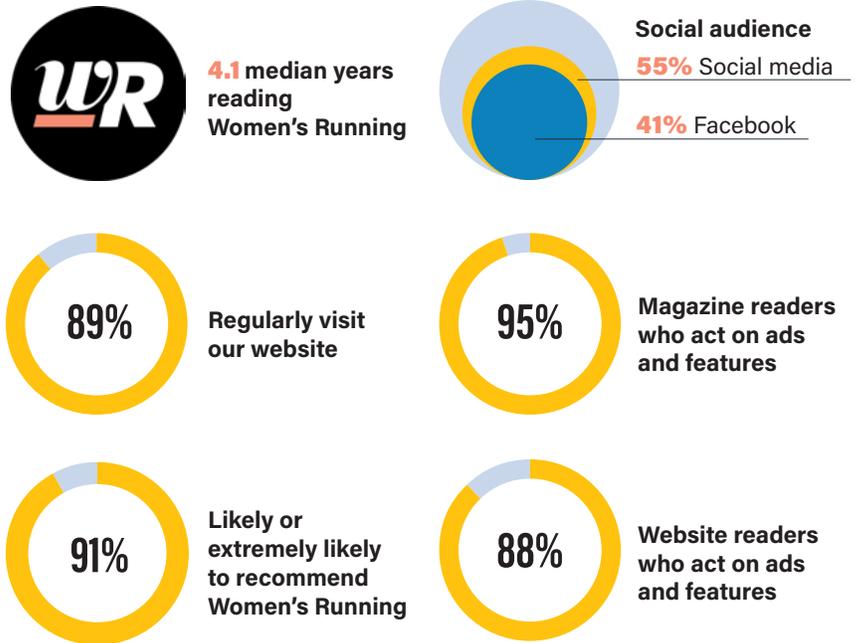
## DEMOGRAPHICS

\$127,000 MEAN HHI



## READER LOYALTY AND ENGAGEMENT

1.4 HOURS SPENT READING EACH ISSUE



## SPENDING



**\$1,438**

Average reader spending each year on goods and services

**\$1,155**

What the average reader spends on running-related travel each year

**\$3,233**

What the average reader must spend to replace all her sports and health/fitness gear

## RUNNING AND FITNESS



**~4 days**  
per week  
**>18 miles**  
per week  
**4.75-mile run**  
average



**×12 = 198 days** or **941 miles** per year

## REASONS FOR RUNNING

### START RUNNING



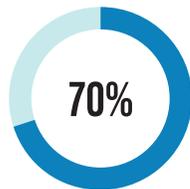
### RUNNING NOW



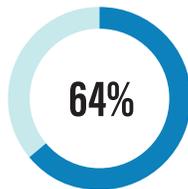
### RACING



## RUNNING WITH TECH



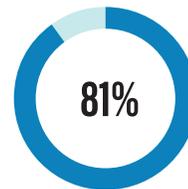
Always run with a smartphone



Always run with a GPS sports watch



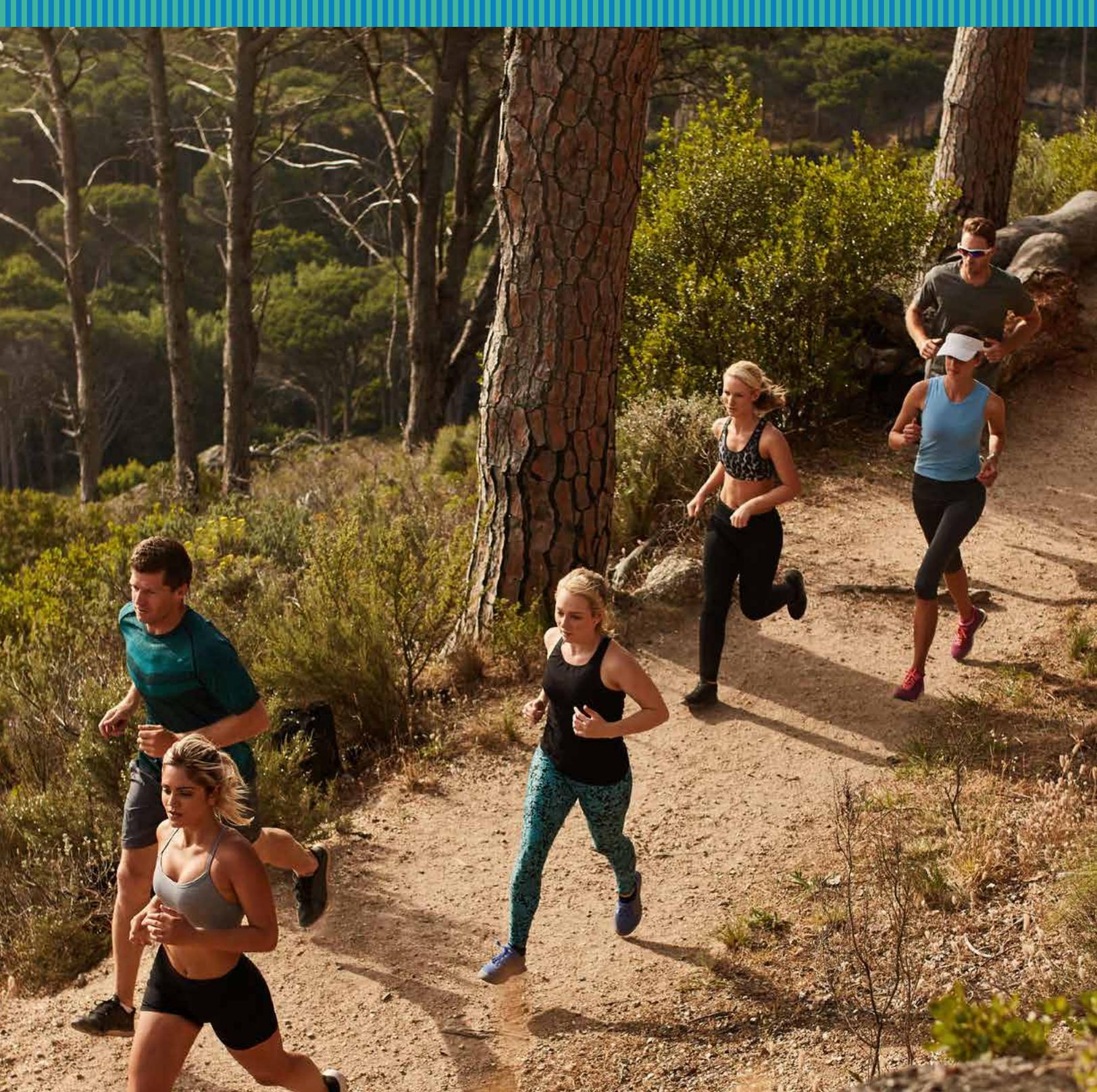
Own a fitness tracker and say they always run with it



Listen to music or podcasts while they run

## OTHER ACTIVITIES





# Women's Running Audience

## WOMEN'S RUNNING AUDIENCE

① In the past 12 months, where did you primarily (i.e., all or most of the time) get your Women's Running content? (Please select only ONE answer.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
WomensRunning.com	12.8%	12.6%	—	0.0%	0.0%	100.0%
Women's Running magazine digital edition	2.9%	2.8%	—	0.0%	0.0%	0.0%
Women's Running magazine print edition	23.5%	23.9%	—	0.0%	100.0%	0.0%
Women's Running e-newsletters	5.5%	5.4%	—	0.0%	0.0%	0.0%
Women's Running via Facebook	41.3%	41.7%	—	74.7%	0.0%	0.0%
Women's Running via Instagram	11.2%	11.0%	—	20.2%	0.0%	0.0%
Women's Running via Pinterest	0.3%	0.3%	—	0.6%	0.0%	0.0%
Women's Running via Twitter	2.5%	2.4%	—	4.5%	0.0%	0.0%

② In the past 12 months, where did you secondarily (i.e., sometimes, but not most often) get your Women's Running content? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
None. I get my Women's Running content from one source.	15.6%	15.5%	—	18.7%	10.2%	16.5%
WomensRunning.com	28.9%	28.9%	—	34.7%	24.6%	8.5%
Women's Running magazine digital edition	5.1%	5.0%	—	4.7%	3.6%	7.4%
Women's Running magazine print edition	14.6%	14.6%	—	15.9%	6.7%	21.1%
Women's Running e-newsletters	10.1%	10.2%	—	7.2%	17.6%	10.3%
Women's Running via Facebook	24.2%	24.5%	—	13.2%	41.0%	35.9%
Women's Running via Instagram	15.2%	15.2%	—	14.7%	16.3%	18.4%
Women's Running via Pinterest	4.1%	4.2%	—	5.2%	1.5%	5.1%
Women's Running via Twitter	3.6%	3.5%	—	3.7%	2.9%	3.9%

③ Are you female or male?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Female	99.7%	99.7%	207	99.8%	99.9%	98.8%
Male	0.4%	0.3%	1	0.2%	0.1%	1.2%

④ What is your age?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
18-20	0.5%	0.5%	9	0.3%	0.5%	1.3%
21-24	1.8%	1.7%	23	2.0%	0.5%	3.6%
25-29	8.3%	8.2%	93	8.8%	4.6%	14.0%
30-34	14.2%	14.3%	158	16.6%	10.1%	15.5%
35-39	18.5%	18.6%	219	20.9%	15.3%	16.5%
40-44	17.4%	17.5%	218	18.8%	16.3%	13.6%
45-49	14.9%	14.9%	175	14.8%	16.6%	11.5%
50-54	11.9%	11.9%	130	10.0%	15.5%	10.3%
55-59	7.6%	7.5%	87	5.5%	11.5%	8.4%
60-64	3.0%	3.0%	37	1.7%	5.3%	3.5%
65 or over	1.9%	2.0%	10	0.7%	4.0%	2.0%
Age 18-49	75.6%	75.6%	137	82.2%	63.8%	75.9%
Age 21-49	75.1%	75.1%	150	81.9%	63.4%	74.6%
Age 25-49	73.3%	73.4%	172	79.9%	62.9%	71.0%
Age 25-54	85.2%	85.3%	164	89.8%	78.3%	81.3%
Age 35-54	62.7%	62.9%	184	64.5%	63.6%	51.8%
<b>Mean age</b>	<b>42.1</b>	<b>42.1</b>	—	<b>40.6</b>	<b>45.4</b>	<b>40.5</b>
Median age	41.9	42.0	—	40.4	45.8	39.7

⑤ In the past 12 months, how frequently have you given advice or offered your opinion on running-related products, issues and/or events?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Regularly give advice	72.7%	73.1%	—	73.3%	73.5%	72.3%
Don't regularly give advice	27.3%	26.9%	—	26.7%	26.5%	27.7%
<b>Base: Regularly give advice</b>						
More than one time per day	3.4%	3.4%	—	3.4%	2.7%	5.8%
Daily	5.7%	5.7%	—	5.5%	5.1%	7.2%
Weekly	23.0%	23.0%	—	23.9%	22.9%	22.9%
2-3 times per month	28.4%	28.4%	—	27.8%	29.6%	31.2%
Monthly	16.9%	16.8%	—	16.6%	18.1%	15.1%
Every other month	8.4%	8.5%	—	8.6%	8.5%	7.0%
2-5 times per year	14.2%	14.2%	—	14.4%	13.3%	10.9%



# Reading Women's Running

## READING WOMEN'S RUNNING

① How long have you been consuming Women's Running content (digital, print, newsletter, website, social media, videos, etc.)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Less than a year	6.2%	6.1%	—	6.9%	3.8%	8.0%
1 year	10.1%	9.8%	—	11.2%	8.5%	8.9%
2 years	20.8%	20.5%	—	21.0%	21.5%	19.2%
3 years	18.0%	18.0%	—	17.1%	19.4%	18.1%
4 years	14.2%	14.4%	—	14.0%	15.5%	13.3%
5–9 years	25.5%	25.9%	—	24.6%	26.3%	26.3%
10–14 years	5.3%	5.3%	—	5.2%	5.0%	6.2%
<b>Mean number of years</b>	<b>4.1</b>	<b>4.1</b>	—	<b>4.0</b>	<b>4.2</b>	<b>4.2</b>
Median number of years	3.7	3.8	—	3.6	3.8	3.8

② How likely are you to recommend Women's Running to a friend or family member?

	1–Not at All Likely	2	3	4	5–Extremely Likely	Weighted Average
TOTAL	0.4%	1.7%	13.9%	35.5%	48.5%	4.3
US	0.4%	1.7%	14.0%	35.3%	48.6%	4.3
SOCIAL	0.5%	1.9%	17.0%	38.4%	42.2%	4.2
PRINT	0.3%	1.1%	8.1%	28.6%	61.9%	4.5
ONLINE	0.5%	2.5%	12.1%	34.8%	50.1%	4.3

③ How much time do you usually spend reading most issues of *Women's Running*?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Less than 1 hour	35.6%	35.7%	—	46.7%	10.1%	32.7%
1 hour	37.0%	37.0%	—	35.7%	38.8%	38.5%
2 hours	20.8%	20.6%	—	14.5%	35.9%	21.3%
3 hours	4.6%	4.6%	—	2.4%	10.2%	5.1%
4 hours	1.3%	1.2%	—	0.4%	3.2%	1.7%
5 or more hours	0.8%	0.8%	—	0.3%	1.9%	0.7%
<b>Mean number of hours</b>	<b>1.2</b>	<b>1.2</b>	—	<b>1.0</b>	<b>1.7</b>	<b>1.2</b>
Median number of hours	1.4	1.4	—	1.1	2.0	1.4

④ How often do you visit WomensRunning.com?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Visit WomensRunning.com	89.0%	88.6%	—	90.0%	80.0%	100.0%
Do not visit WomensRunning.com	11.0%	11.1%	—	10.0%	20.0%	0.0%
<b>Base: Visit WomensRunning.com</b>						
5 or more times a day	0.3%	0.3%	—	0.4%	0.0%	0.3%
2–4 times a day	1.3%	1.2%	—	1.4%	0.7%	2.2%
Once a day	5.9%	6.0%	—	6.5%	2.7%	9.0%
3–6 times a week	10.8%	10.9%	—	10.0%	8.2%	18.2%
1–2 times a week	30.4%	30.3%	—	30.4%	25.5%	38.0%
Less than once a week	51.2%	51.6%	—	51.3%	62.9%	32.3%
<b>Mean times per week</b>	<b>2.0</b>	<b>2.0</b>	—	<b>2.1</b>	<b>1.4</b>	<b>2.7</b>
Median times per week	0.9	0.9	—	0.9	0.9	2.1

⑤ The following is a list of subjects that Women's Running covers. Please rate each subject according to the scale provided below.

TOTAL	1–Not at All Important	2	3	4	5–Very Important	Weighted Average
Athlete profiles (pro and everyday runners)	3.1%	12.7%	35.2%	32.5%	16.6%	3.5
Cross-training (cycling, strength, swimming, yoga, etc.)	0.4%	4.3%	18.7%	40.8%	35.9%	4.1
Event and race profiles	1.5%	8.4%	28.7%	37.9%	23.5%	3.7
Feature stories (longform)	0.6%	4.3%	27.4%	43.4%	24.3%	3.9
Gear, apparel and product reviews (shoes, apparel, wearables, tech, apps, etc.)	0.4%	3.2%	13.1%	37.7%	45.7%	4.3
Industry news	2.6%	13.7%	38.5%	33.4%	11.8%	3.4
<b>Injury prevention and treatment</b>	<b>0.1%</b>	<b>1.0%</b>	<b>8.7%</b>	<b>31.7%</b>	<b>58.5%</b>	<b>4.5</b>
Mental and psychological health	0.5%	3.5%	15.2%	34.9%	45.9%	4.2
<b>Nutrition—product reviews, advice and recipes</b>	<b>0.2%</b>	<b>1.7%</b>	<b>9.0%</b>	<b>32.8%</b>	<b>56.3%</b>	<b>4.4</b>
Performance science and testing (VO <sub>2</sub> max, threshold, glucose, sweat rate, gait analysis, etc.)	1.3%	9.0%	26.9%	37.1%	25.8%	3.8
Photo features	3.3%	15.0%	44.8%	29.7%	7.2%	3.2
Pregnancy and postpartum running advice	36.2%	19.0%	21.8%	13.6%	9.4%	2.4
Racing news and pro race coverage	5.7%	20.8%	38.8%	25.6%	9.2%	3.1
Road running and racing	1.3%	6.2%	25.0%	41.9%	25.6%	3.8
Run safety (e.g., self-defense products and tips, where to run)	0.5%	3.2%	14.6%	36.0%	45.7%	4.2
Running and motherhood	23.2%	14.6%	21.4%	20.3%	20.6%	3.0
Running community (clubs, causes, training groups, etc.)	2.5%	9.2%	29.5%	37.8%	21.1%	3.7

TOTAL	1–Not at All Important	2	3	4	5–Very Important	Weighted Average
Self-care (haircare, skincare)	7.1%	15.3%	28.7%	29.2%	19.7%	3.4
Track running and racing	8.9%	20.5%	34.6%	25.4%	10.7%	3.1
Trail running and racing	4.0%	11.1%	29.3%	36.1%	19.5%	3.6
Train-cations and running destination coverage	3.3%	10.2%	31.1%	36.6%	18.9%	3.6
<b>Training advice, plans and workouts</b>	<b>0.1%</b>	<b>0.7%</b>	<b>6.0%</b>	<b>31.6%</b>	<b>61.6%</b>	<b>4.5</b>
Ultrarunning and racing	10.1%	18.9%	34.1%	24.4%	12.5%	3.1
Weight-loss advice	6.9%	10.8%	24.8%	30.3%	27.2%	3.6

⑥ What health-related topics are you interested in reading about in Women's Running? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Addiction recovery	5.7%	5.8%	–	5.7%	5.3%	7.1%
Disordered eating	16.0%	15.9%	–	16.3%	14.0%	18.7%
<b>Injury prevention</b>	<b>86.3%</b>	<b>86.2%</b>	–	<b>85.5%</b>	<b>86.8%</b>	<b>87.1%</b>
<b>Injury recovery</b>	<b>71.6%</b>	<b>71.6%</b>	–	<b>70.7%</b>	<b>70.7%</b>	<b>74.6%</b>
Mental health	51.7%	51.5%	–	52.0%	50.3%	53.6%
<b>Nutrition</b>	<b>87.1%</b>	<b>87.1%</b>	–	<b>87.4%</b>	<b>87.0%</b>	<b>85.9%</b>
Postpartum fitness	12.6%	12.6%	–	14.7%	8.2%	14.4%
Pregnancy fitness	11.1%	11.0%	–	13.0%	6.8%	13.1%
Senior fitness	20.3%	20.1%	–	15.6%	28.8%	20.2%
Weight loss	57.0%	57.2%	–	57.5%	60.0%	51.4%
Other	3.4%	3.4%	–	3.0%	4.2%	3.7%

⑦ Women's Running is considering exciting new ways to connect with readers. Which of the following new products/services would you be interested in if offered by Women's Running? (Please check ALL that apply.)

**[TOP SECRET]**

**FOR MORE INFORMATION PLEASE CONTACT**

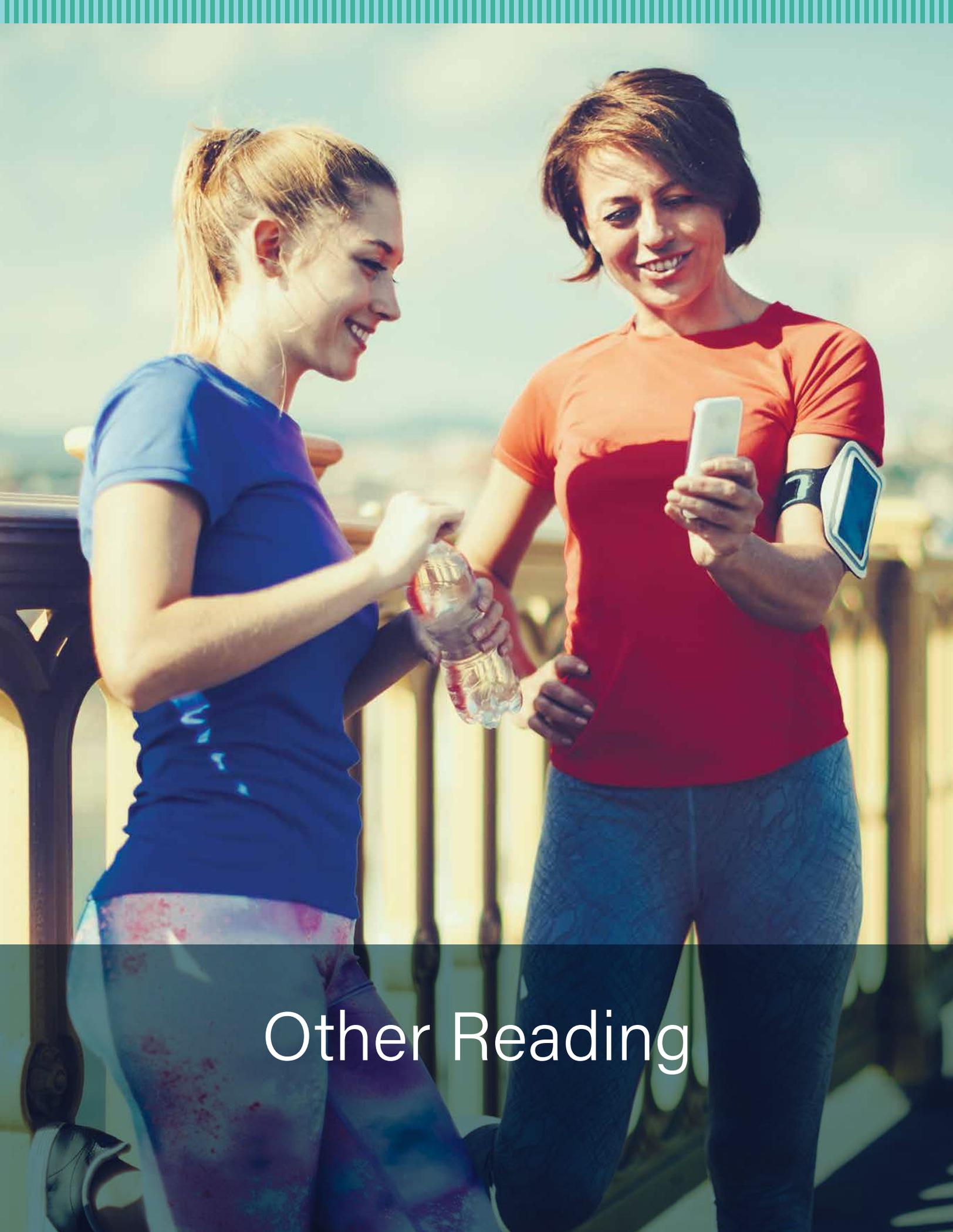
**Shannon Standefer**

*Women's Running Sales Director*

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- ⑧ Which of the following actions, if any, have you taken in the past year as a result of seeing a product or service advertised or featured in Women's Running (website, newsletter, social channels, or magazine)?  
(Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Have taken any action after reading Women's Running	89.5%	89.6%	—	87.3%	94.8%	88.1%
Have not taken any action after reading Women's Running	10.5%	10.4%	—	12.7%	5.2%	11.9%
<b>Base: Have taken any action after reading Women's Running</b>						
<b>Visited a product or service website</b>	<b>77.3%</b>	<b>77.6%</b>	<b>—</b>	<b>75.9%</b>	<b>78.8%</b>	<b>79.3%</b>
Participated in events	18.3%	18.3%	—	15.6%	23.1%	22.4%
Purchased product or service at a retailer	31.3%	31.4%	—	26.6%	39.9%	35.4%
<b>Purchased product or service online</b>	<b>34.6%</b>	<b>35.0%</b>	<b>—</b>	<b>29.2%</b>	<b>43.9%</b>	<b>37.4%</b>
Went to a local retailer for more information	19.9%	20.1%	—	19.3%	19.4%	23.7%
Emailed or called for more information	2.1%	2.0%	—	1.6%	2.2%	2.0%
Used information from an advertisement to give an opinion about a purchase	10.9%	10.9%	—	10.9%	8.9%	11.9%
<b>Gained a more favorable opinion of a product or service</b>	<b>43.3%</b>	<b>43.3%</b>	<b>—</b>	<b>43.4%</b>	<b>43.4%</b>	<b>43.9%</b>
Saved one or more issues	31.7%	31.7%	—	23.0%	52.3%	27.0%
Other	1.4%	1.4%	—	1.3%	2.0%	1.0%



Other Reading

# MAGAZINE READING

① Which of the following print magazines do you read regularly (that is 3 out of 4 issues) and which do you subscribe to (that is, addressed to you)? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Read	Sub	Read	Sub	Read	Sub	Read	Sub	Read	Sub
<i>Allure</i>	6.4%	1.4%	6.3%	1.4%	6.3%	0.9%	4.4%	2.6%	10.3%	1.2%
<i>Bicycling</i>	6.3%	1.5%	6.2%	1.5%	5.5%	1.0%	5.6%	2.5%	10.0%	1.2%
<i>Backpacker</i>	7.7%	1.9%	7.6%	2.0%	6.7%	1.7%	6.7%	2.4%	12.4%	1.3%
<i>Conde Nast Traveler</i>	6.6%	1.1%	6.6%	1.2%	6.0%	0.8%	4.8%	1.3%	10.9%	2.0%
<i>Consumer Reports</i>	8.5%	3.5%	8.6%	3.6%	7.9%	3.0%	7.6%	4.7%	11.7%	3.5%
<i>Cooking Light</i>	16.6%	6.3%	16.7%	6.5%	17.1%	5.7%	14.1%	8.1%	20.1%	4.6%
<i>Cosmopolitan</i>	8.7%	2.0%	8.5%	2.1%	8.8%	1.7%	6.7%	2.5%	12.8%	2.3%
<i>Eating Well</i>	14.4%	4.1%	14.4%	4.2%	14.1%	3.3%	12.3%	6.0%	18.6%	3.1%
<i>Elle</i>	4.4%	0.7%	4.3%	0.7%	4.2%	0.7%	3.3%	0.9%	6.5%	1.0%
<i>Food Network</i>	12.1%	3.3%	12.1%	3.4%	12.8%	3.0%	7.5%	4.1%	16.9%	3.8%
<i>Glamour</i>	6.7%	1.9%	6.5%	1.9%	6.5%	1.4%	5.3%	3.0%	9.6%	2.2%
<i>Health</i>	19.8%	6.6%	19.8%	6.8%	19.3%	4.9%	17.2%	10.3%	25.7%	8.1%
<i>Martha Stewart Living</i>	5.6%	1.8%	5.6%	1.9%	5.1%	1.7%	4.8%	2.4%	8.1%	2.0%
<i>National Geographic Traveler</i>	9.8%	1.7%	9.6%	1.7%	9.8%	1.8%	6.9%	1.2%	14.8%	1.7%
<i>Oprah</i>	6.3%	2.7%	6.3%	2.7%	5.4%	1.9%	6.3%	4.5%	8.9%	2.1%
<i>Outside</i>	10.1%	2.2%	10.3%	2.3%	10.0%	1.7%	7.9%	3.0%	14.1%	3.1%
<i>Oxygen</i>	6.6%	1.4%	6.6%	1.5%	5.3%	0.6%	7.7%	3.3%	9.8%	0.9%
<i>Peloton</i>	3.5%	0.4%	3.4%	0.4%	3.1%	0.3%	3.0%	0.7%	5.7%	0.1%
<i>Prevention</i>	9.7%	1.4%	9.7%	1.4%	8.4%	0.9%	9.2%	2.4%	14.5%	1.4%
<i>Real Simple</i>	12.4%	4.8%	12.6%	4.9%	11.9%	4.1%	11.3%	6.0%	15.9%	4.6%
<i>Redbook</i>	4.3%	1.6%	4.3%	1.6%	3.6%	1.2%	4.6%	2.3%	6.5%	1.7%
<i>Runner's World</i>	43.5%	34.1%	43.1%	34.5%	47.2%	27.2%	30.6%	51.2%	51.7%	31.9%
<i>Saveur</i>	3.5%	0.3%	3.5%	0.3%	3.0%	0.4%	2.9%	0.3%	5.2%	0.0%
<i>Self</i>	15.2%	3.6%	15.4%	3.6%	14.7%	2.2%	14.5%	6.0%	18.6%	3.8%
<i>Shape</i>	20.0%	8.3%	20.1%	8.6%	20.6%	5.9%	18.3%	12.7%	22.5%	9.8%
<i>Trail Runner</i>	11.0%	2.5%	10.7%	2.4%	10.6%	1.9%	9.5%	3.5%	14.6%	3.4%
<i>Travel &amp; Leisure</i>	8.4%	1.3%	8.4%	1.3%	8.4%	0.9%	5.5%	1.6%	12.8%	2.3%
<i>Triathlete</i>	6.2%	1.4%	6.2%	1.4%	5.6%	1.0%	5.2%	1.9%	10.0%	1.6%
<i>Ultrarunning</i>	6.4%	0.9%	6.3%	0.9%	5.9%	0.9%	5.1%	1.0%	10.5%	0.9%
<i>USA Triathlon magazine</i>	4.2%	1.9%	4.2%	2.0%	3.6%	1.9%	3.6%	1.8%	6.9%	2.2%
<i>Vanity Fair</i>	4.9%	1.2%	4.9%	1.2%	4.6%	0.9%	4.0%	1.4%	7.8%	1.4%
<i>VeloNews</i>	2.9%	0.1%	2.9%	0.1%	2.3%	0.1%	2.5%	0.1%	5.3%	0.0%
<i>Vogue</i>	4.8%	0.9%	4.7%	0.9%	4.5%	0.7%	4.0%	1.2%	6.8%	1.3%
<i>Women's Day</i>	7.0%	1.8%	7.1%	1.9%	6.6%	1.6%	6.5%	2.9%	9.1%	0.9%
<i>Women's Health</i>	24.5%	8.5%	24.2%	8.5%	25.5%	6.0%	19.8%	13.7%	30.3%	8.6%
<i>Women's Running</i>	47.1%	22.5%	46.8%	22.9%	53.0%	7.0%	28.0%	62.8%	59.0%	11.2%
Don't read regularly or subscribe to any of these	13.0%	13.0%	12.8%	12.8%	15.6%	15.6%	5.9%	5.9%	13.2%	13.2%

## ONLINE

② Which website(s) or blog(s) do you source/visit regularly for running/fitness-related content? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Source / visit websites for running / fitness content	90.8%	90.8%	—	91.4%	90.9%	90.3%
Do not source / visit websites for running / fitness content	9.2%	9.2%	—	8.6%	9.1%	9.7%
<b>Base: Source / visit websites for running / fitness content</b>						
Canadian Running	1.9%	0.8%	—	1.7%	1.6%	2.8%
Competitor Running	17.0%	17.2%	—	14.7%	16.9%	23.2%
Cosmopolitan	2.7%	2.6%	—	2.8%	1.4%	5.1%
Fit Bottomed Girls	3.5%	3.6%	—	3.6%	2.7%	4.0%
Fitness	21.9%	22.3%	—	22.2%	19.8%	26.0%
Flotrack	2.5%	2.6%	—	2.7%	1.8%	3.4%
Glamour	2.5%	2.5%	—	2.7%	1.7%	3.2%
Health	16.8%	16.9%	—	16.4%	14.9%	21.8%
iRunFar	4.3%	4.4%	—	4.5%	3.4%	5.3%
Outside	6.1%	6.3%	—	5.8%	4.8%	9.0%
Oxygen	4.7%	4.8%	—	4.0%	5.9%	5.1%
Popsugar	15.8%	16.1%	—	16.6%	12.7%	16.3%
Prevention	7.5%	7.5%	—	7.4%	6.0%	9.9%
Redbook	1.5%	1.4%	—	1.3%	1.5%	2.2%
Runner's World	82.2%	82.4%	—	83.0%	76.0%	88.2%
Self	13.2%	13.5%	—	12.8%	11.2%	16.0%
Shape	18.1%	18.5%	—	17.8%	16.1%	20.9%
Trail Runner	10.3%	10.2%	—	10.0%	8.8%	13.2%
Triathlete	4.3%	4.2%	—	4.1%	3.2%	6.2%
Ultrarunning	4.4%	4.4%	—	4.9%	2.5%	5.7%
USA Triathlon magazine	2.5%	2.6%	—	2.6%	1.8%	2.6%
VeloNews	0.5%	0.5%	—	0.3%	0.8%	1.0%
Women's Running	67.6%	67.6%	—	65.1%	66.8%	74.4%
Women's Day	3.9%	3.9%	—	4.3%	2.2%	4.6%
Women's Health	24.8%	24.6%	—	25.1%	21.0%	31.2%
Other website(s) or blog(s)	8.7%	8.7%	—	7.6%	11.8%	7.5%

## SOCIAL MEDIA

③ What fitness and running-related content do you see on social media that interests you? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Apparel / shoe / gear brands for product updates and promotions	77.0%	77.2%	—	77.9%	77.0%	76.0%
Apparel / shoe / gear influencers or athletes are wearing	30.5%	30.5%	—	30.6%	30.1%	34.9%
Fitness or health motivation / inspiration	76.8%	77.0%	—	78.3%	75.4%	74.6%
News updates	17.9%	18.0%	—	16.5%	19.4%	17.0%
Nutrition product info	53.0%	53.1%	—	53.2%	53.0%	53.1%
Pro runner updates	16.4%	16.3%	—	16.0%	16.3%	18.7%
Race information	46.9%	46.9%	—	44.7%	52.7%	46.9%
Recipes	55.8%	55.9%	—	56.7%	55.2%	57.1%
Run or fitness group / community updates	39.0%	39.2%	—	38.8%	41.3%	38.3%
Scenic travel photos or videos	25.6%	25.7%	—	24.9%	25.5%	28.3%
Workouts—other (e.g., swim, bike, yoga, etc.)	54.6%	54.4%	—	57.3%	47.7%	54.6%
Workouts—running	79.5%	79.4%	—	82.2%	74.5%	79.7%
Workouts—strength training	71.6%	71.7%	—	73.8%	67.9%	70.5%
Other	1.5%	1.4%	—	1.0%	2.2%	1.0%



# Running Participation

# RUNNING PARTICIPATION

## ① Do you run?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Yes	98.5%	98.5%	—	98.6%	98.2%	98.7%
No	1.5%	1.5%	—	1.4%	1.8%	1.3%

## ② How many years have you been running?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run	98.5%	98.5%	—	98.6%	98.2%	98.7%
Don't run	1.5%	1.5%	—	1.4%	1.8%	1.3%
<b>Base: Run</b>						
Less than one year	2.9%	2.9%	—	2.6%	2.6%	4.4%
1 year	2.4%	2.3%	—	2.4%	2.0%	2.9%
2 years	5.9%	5.8%	—	6.9%	4.6%	5.5%
3 years	8.8%	8.5%	—	9.0%	8.7%	8.4%
4 years	9.7%	9.7%	—	10.0%	10.2%	9.0%
5–9 years	33.6%	33.9%	—	34.0%	35.1%	31.6%
10 - 14 years	15.4%	15.4%	—	15.4%	15.1%	14.2%
15–19 years	7.2%	7.4%	—	7.1%	6.5%	8.4%
20–24 years	6.0%	6.0%	—	5.4%	5.7%	8.0%
25–29 years	2.8%	2.9%	—	2.8%	3.0%	2.7%
30 or more years	5.3%	5.3%	—	4.4%	6.5%	4.9%
<b>Mean number of years</b>	<b>9.9</b>	<b>10.0</b>	—	<b>9.5</b>	<b>10.2</b>	<b>10.1</b>
Median number of years	8.0	8.1	—	7.8	8.1	8.1

## ③ What was your main reason to start running and why do you run now? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Start	Now	Start	Now	Start	Now	Start	Now	Start	Now
Run	98.5%	98.5%	98.5%	98.5%	98.6%	98.6%	98.2%	98.2%	98.7%	98.7%
Don't run	1.5%	1.5%	1.5%	1.5%	1.4%	1.4%	1.8%	1.8%	1.3%	1.3%
<b>Base: Run</b>										
Achieve a goal	<b>57.8%</b>	54.7%	58.1%	54.7%	58.7%	55.3%	55.9%	54.0%	58.5%	55.9%
Exercise / training for another sport (i.e., soccer, softball, etc.)	29.5%	26.0%	29.7%	26.1%	28.8%	26.2%	29.4%	25.5%	33.9%	27.1%
Get back in shape after pregnancy	13.8%	9.8%	13.9%	10.1%	16.1%	11.8%	10.8%	6.6%	12.0%	10.4%
Get or stay in shape	<b>62.4%</b>	<b>77.3%</b>	62.4%	77.5%	61.6%	77.6%	65.4%	77.7%	61.3%	74.7%
Get ready for a running race I signed up for	35.5%	62.0%	35.8%	62.3%	35.1%	62.3%	37.3%	64.1%	34.5%	60.1%

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Start	Now	Start	Now	Start	Now	Start	Now	Start	Now
Get ready for an obstacle course race or mud run I signed up for	5.0%	7.9%	5.0%	8.0%	5.1%	8.4%	4.8%	7.1%	5.3%	8.0%
I don't like other forms of exercise	5.6%	8.9%	5.6%	8.9%	5.7%	9.0%	4.1%	7.9%	7.2%	10.0%
I enjoy it	36.7%	<b>76.6%</b>	36.6%	76.5%	35.5%	76.5%	35.9%	76.7%	41.6%	79.7%
I want to get faster or run farther	22.9%	65.7%	22.9%	65.8%	22.5%	67.4%	22.6%	63.4%	25.6%	68.4%
Inspired to run for a charitable cause	12.9%	18.9%	12.9%	19.1%	12.7%	19.1%	13.7%	18.8%	12.8%	18.9%
Invited or inspired by a friend who runs	25.4%	19.2%	25.6%	19.4%	26.1%	19.8%	26.2%	18.0%	21.3%	19.7%
Lose weight	<b>46.4%</b>	47.6%	46.5%	47.8%	47.5%	48.3%	47.1%	49.4%	43.6%	42.1%
Spend time outdoors	27.0%	58.0%	27.0%	58.0%	25.8%	57.9%	27.1%	57.6%	32.5%	60.1%
Spend time running with friends	14.9%	32.5%	14.9%	32.5%	14.7%	33.4%	15.8%	32.7%	15.5%	31.5%
To get some "me time"	31.3%	67.0%	31.3%	67.0%	31.9%	68.2%	29.4%	64.4%	34.5%	67.6%
To join a new community	6.8%	12.6%	6.7%	12.5%	7.0%	13.4%	6.0%	11.1%	7.9%	12.1%
To join the running community	9.1%	18.9%	9.1%	18.7%	8.3%	18.7%	11.0%	19.6%	10.8%	19.9%
To relax, relieve stress, and focus	35.7%	74.0%	35.7%	73.9%	35.4%	74.0%	34.4%	73.4%	38.8%	74.5%
To stay healthy as I get older	34.3%	<b>79.0%</b>	34.4%	78.9%	34.1%	78.0%	34.7%	82.5%	34.3%	74.4%
Other	4.2%	4.2%	4.1%	4.1%	3.5%	3.5%	4.7%	4.7%	5.7%	5.7%

④ On average, how many miles do you run per week?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run	98.5%	98.5%	—	98.6%	98.2%	98.7%
Don't run	1.5%	1.5%	—	1.4%	1.8%	1.3%
<b>Base: Run</b>						
Less than 1 mile	0.7%	0.8%	—	0.7%	1.1%	0.5%
1–5 miles	8.4%	8.4%	—	8.1%	8.5%	8.0%
6–9 miles	18.5%	18.5%	—	19.0%	18.0%	17.5%
10 - 19 miles	35.8%	36.0%	—	35.6%	36.8%	33.4%
20–29 miles	23.1%	23.1%	—	22.7%	24.6%	22.5%
30–39 miles	8.4%	8.4%	—	8.8%	6.9%	10.6%
40–49 miles	3.1%	3.0%	—	3.1%	2.6%	4.0%
50–74 miles	1.8%	1.7%	—	1.7%	1.3%	3.1%
75–99 miles	0.2%	0.2%	—	0.2%	0.1%	0.3%
100 miles or more	0.1%	0.1%	—	0.1%	0.1%	0.1%
<b>Mean number of miles</b>	<b>18.1</b>	<b>18.0</b>	—	<b>18.2</b>	<b>17.5</b>	<b>19.6</b>
Median number of miles	16.3	16.2	—	16.3	16.1	17.2

⑤ On average, how many days do you run per week?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run	98.5%	98.5%	—	98.6%	98.2%	98.7%
Don't run	1.5%	1.5%	—	1.4%	1.8%	1.3%
<b>Base: Run</b>						
1 day	1.5%	1.5%	—	1.2%	1.7%	1.8%
2 days	8.4%	8.4%	—	8.8%	7.9%	6.6%
3 days	36.7%	36.5%	—	36.0%	39.1%	33.6%
4 days	27.7%	27.6%	—	27.3%	27.4%	28.4%
5 days	17.3%	17.5%	—	17.8%	18.0%	16.1%
6 days	6.4%	6.5%	—	6.7%	4.7%	9.7%
7 days	2.1%	2.0%	—	2.1%	1.2%	3.8%
<b>Mean number of days</b>	<b>3.8</b>	<b>3.8</b>	—	<b>3.8</b>	<b>3.7</b>	<b>3.9</b>
Median number of days	4.1	4.1	—	4.1	4.0	4.3

⑥ On average, how many days per week do you run on the following surfaces?

ROAD	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run on road	97.4%	97.4%	—	97.6%	97.0%	96.7%
Don't run on road	2.6%	2.6%	—	2.4%	3.0%	3.3%
<b>Base: Run on road</b>						
Less than 1 day	4.5%	4.5%	—	4.5%	3.7%	5.9%
1 day	11.8%	11.9%	—	11.1%	12.9%	12.1%
2 days	21.8%	21.5%	—	22.0%	21.8%	20.4%
3 days	31.6%	31.4%	—	31.8%	31.9%	29.6%
4 days	18.2%	18.4%	—	18.1%	20.3%	16.4%
5 days	8.2%	8.3%	—	8.4%	7.0%	9.3%
6 days	2.7%	2.8%	—	2.9%	1.7%	4.3%
7 days	1.2%	1.2%	—	1.3%	0.6%	2.2%
<b>Mean number of days</b>	<b>2.9</b>	<b>2.9</b>	—	<b>2.9</b>	<b>2.9</b>	<b>3.0</b>
Median number of days	3.4	3.4	—	3.4	3.4	3.4

TRACK	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run on track	33.6%	33.6%	—	33.9%	32.0%	36.2%
Don't run on track	66.4%	66.4%	—	66.1%	68.0%	63.8%
<b>Base: Run on track</b>						
Less than 1 day	46.9%	47.0%	—	43.9%	48.5%	49.1%
1 day	42.7%	42.9%	—	45.6%	41.7%	39.3%
2 days	6.2%	5.9%	—	6.5%	5.3%	6.1%
3 days	2.1%	2.0%	—	2.0%	1.5%	3.7%
4 days	0.7%	0.7%	—	0.7%	1.1%	0.6%
5 days	1.1%	1.1%	—	1.2%	1.5%	0.6%
6 days	0.1%	0.1%	—	0.0%	0.0%	0.6%
7 days	0.2%	0.2%	—	0.2%	0.4%	0.0%
<b>Mean number of days</b>	<b>0.9</b>	<b>0.9</b>	—	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>
Median number of days	1.1	1.1	—	1.1	1.0	1.0

TRAIL	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run on trail	63.1%	62.6%	—	63.6%	60.4%	67.0%
Don't run on trail	36.9%	37.4%	—	36.4%	39.6%	33.0%
<b>Base: Run on trail</b>						
Less than 1 day	32.9%	33.5%	—	31.9%	33.7%	32.4%
1 day	36.2%	35.6%	—	38.0%	34.0%	33.5%
2 days	14.9%	15.1%	—	14.4%	15.9%	15.5%
3 days	9.7%	9.4%	—	9.6%	10.2%	10.3%
4 days	3.3%	3.4%	—	3.4%	2.8%	5.2%
5 days	2.3%	2.2%	—	2.4%	2.3%	1.7%
6 days	0.6%	0.6%	—	0.4%	0.7%	1.1%
7 days	0.2%	0.2%	—	0.0%	0.4%	0.3%
<b>Mean number of days</b>	<b>1.4</b>	<b>1.4</b>	—	<b>1.4</b>	<b>1.4</b>	<b>1.5</b>
Median number of days	1.5	1.5	—	1.5	1.5	1.5

TREADMILL	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run on treadmill	73.7%	74.1%	—	73.5%	75.9%	72.2%
Don't run on treadmill	26.3%	25.9%	—	26.5%	24.1%	27.8%
<b>Base: Run on treadmill</b>						
Less than 1 day	30.1%	30.0%	—	29.0%	32.8%	28.1%
1 day	28.2%	28.0%	—	28.0%	28.2%	29.3%
2 days	20.9%	21.2%	—	21.7%	19.5%	20.2%
3 days	12.7%	12.8%	—	13.4%	12.3%	12.1%
4 days	4.6%	4.6%	—	4.5%	4.3%	6.2%
5 days	2.5%	2.5%	—	2.4%	1.9%	3.2%
6 days	0.7%	0.7%	—	1.0%	0.4%	0.7%
7 days	0.3%	0.3%	—	0.1%	0.8%	0.2%
<b>Mean number of days</b>	<b>1.6</b>	<b>1.6</b>	—	<b>1.6</b>	<b>1.5</b>	<b>1.7</b>
Median number of days	1.7	1.7	—	1.7	1.6	1.7

⑦ How often do you run with the following? (Please check ALL that apply.)

TOTAL	ALWAYS	SOMETIMES	NEVER
<b>Baby jogger / stroller</b>	1.1%	9.8%	<b>89.2%</b>
Cash or credit card	11.6%	33.7%	54.7%
Chapstick / lip balm	13.9%	27.4%	58.7%
Cooling or sunblock sleeves	1.9%	12.5%	85.6%
Dog	4.1%	25.7%	70.3%
Fitness tracker (i.e., Fitbit, etc.)	58.0%	9.0%	32.9%
<b>GPS sports watch</b>	<b>64.1%</b>	9.8%	26.1%
<b>Hair tie</b>	<b>80.1%</b>	6.4%	13.5%
<b>Handheld hydration (i.e., bottle, etc.)</b>	15.3%	<b>52.6%</b>	32.1%
Heart rate monitor	42.5%	14.6%	43.0%
Hydration backpack	2.2%	27.8%	70.0%
Hydration belt	4.8%	31.9%	63.3%
Neck gaiter or bandana	3.3%	28.5%	68.3%
Pedometer	18.5%	5.7%	75.8%

TOTAL	ALWAYS	SOMETIMES	NEVER
Personal ID	31.1%	32.6%	36.3%
<b>Power meter</b>	1.0%	1.6%	<b>97.5%</b>
Self-defense item (i.e., pepper spray, baton, etc.)	9.6%	26.0%	64.4%
<b>Smartphone</b>	<b>69.4%</b>	22.8%	7.8%
Sports drink	4.1%	39.4%	56.5%
Sports watch (without GPS)	8.3%	6.8%	84.9%
Sunglasses	28.9%	51.0%	20.1%
Tissues and / or toilet paper	8.4%	30.7%	61.0%
<b>Visor or hat</b>	24.8%	<b>52.8%</b>	22.4%
Waistpack (aka “fanny pack”)	14.2%	34.0%	51.8%
<b>Water</b>	24.1%	<b>57.8%</b>	18.2%
<b>Whistle</b>	1.4%	7.3%	<b>91.3%</b>
Other	14.9%	—	—

⑧ Which changes would make you more likely to run more? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
I feel I need to run more	89.1%	89.3%	—	89.3%	88.7%	90.0%
I don't feel I need to run more	10.9%	10.7%	—	10.7%	11.3%	10.0%
<b>Base: I feel I need to run more</b>						
A coach	29.7%	29.3%	—	29.4%	30.0%	31.4%
<b>Being in shape so running feels easier</b>	<b>46.4%</b>	46.4%	—	45.9%	46.7%	46.9%
Better starting times at races (i.e., later in the day, etc.)	9.2%	9.2%	—	9.2%	9.4%	10.3%
Good training plan	43.0%	42.9%	—	43.6%	39.8%	47.5%
<b>Having a goal to work toward</b>	<b>50.6%</b>	50.6%	—	51.0%	49.4%	52.0%
Having better places to run	34.1%	34.1%	—	34.5%	32.2%	35.9%
Having more comfortable shoes / apparel	16.3%	16.2%	—	17.7%	12.6%	18.8%
<b>Having more free time</b>	<b>61.5%</b>	61.4%	—	62.7%	60.2%	60.4%
Having more races near where I live or work	15.8%	15.5%	—	15.6%	15.0%	19.1%
Having safer places to run	23.7%	23.7%	—	24.2%	22.3%	24.1%
Having someone to run with	32.5%	32.5%	—	33.1%	32.2%	30.8%
If I felt less self-conscious	13.2%	13.3%	—	12.5%	14.6%	13.2%
Interesting workouts	17.9%	17.7%	—	17.8%	16.6%	21.2%
Solving an injury that's been bugging me	23.6%	23.4%	—	23.0%	23.5%	24.5%
Other	4.4%	4.4%	—	3.9%	5.6%	3.3%

⑨ Do you mostly prefer to run alone or with others?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Run	98.5%	98.5%	—	98.6%	98.2%	98.7%
Don't run	1.5%	1.5%	—	1.4%	1.8%	1.3%
<b>Base: Run</b>						
Alone	53.3%	53.3%	—	52.3%	54.3%	53.3%
With one other person	16.7%	16.9%	—	17.7%	15.8%	15.0%
With a small group (2-4 runners)	12.0%	12.0%	—	12.7%	10.1%	13.0%
With a bigger group or club	2.6%	2.4%	—	2.8%	2.6%	1.6%
No preference	15.4%	15.4%	—	14.6%	17.2%	17.2%



# Sports, Fitness, and Health

## SPORTS, FITNESS, AND HEALTH

① In which of the following activities did you personally participate in during the last 12 months? (Please select ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Any sports participation	99.5%	99.4%	—	95.5%	94.9%	96.1%
Adventure racing	2.6%	2.5%	—	2.8%	2.2%	2.6%
Aerobics	22.2%	22.4%	286	21.5%	23.2%	23.4%
Backpacking	13.1%	13.0%	390	12.8%	11.7%	16.4%
Barre	11.1%	11.3%	—	11.2%	11.3%	10.6%
Bicycling—mountain	6.9%	6.7%	176	6.7%	6.7%	8.5%
Bicycling—road	32.7%	32.5%	326	31.4%	33.6%	35.5%
Bicycling—stationary / spinning (Soul Cycle, etc.)	25.7%	25.8%	—	24.4%	26.7%	26.9%
Camping (overnight)	25.9%	25.9%	215	27.7%	21.8%	28.1%
Canoeing or kayaking	27.0%	27.1%	427	28.1%	25.6%	24.7%
Dance class	7.8%	7.8%	—	7.6%	7.5%	8.7%
Fitness class content streaming online	29.0%	29.4%	—	29.5%	26.7%	32.9%
Golf	7.8%	7.9%	93	7.7%	7.8%	7.4%
High-intensity gym / studio exercise class (CrossFit, Orangetheory, etc.)	30.8%	30.8%	—	31.8%	29.3%	30.9%
Home workout videos	41.7%	42.0%	—	42.5%	40.7%	39.8%
Hiking	48.4%	48.4%	407	47.8%	48.0%	49.5%
Mountain climbing	3.9%	3.8%	—	3.9%	3.4%	4.4%
Mud run / obstacle course	8.9%	8.7%	—	9.1%	8.4%	8.8%
Rock climbing	4.2%	4.1%	258	4.1%	3.1%	6.3%
<b>Running (road)</b>	<b>89.3%</b>	89.2%	—	89.3%	90.6%	86.6%
Running (trail)	48.2%	47.8%	—	48.0%	48.0%	51.1%
Running (treadmill)	65.5%	65.8%	—	65.7%	66.8%	64.6%
Scuba diving / snorkeling	4.8%	4.8%	175	4.7%	4.5%	5.0%
Skiing—cross country	4.0%	3.9%	381	3.6%	4.1%	4.4%
Skiing—downhill	7.2%	7.0%	256	7.7%	5.2%	8.8%
Snowboarding	2.1%	2.0%	137	2.3%	1.3%	3.7%
Stand up paddleboarding	14.3%	14.2%	—	14.8%	13.1%	14.2%
Swimming	38.1%	37.7%	234	38.1%	36.8%	42.0%
Triathlon	7.4%	7.4%	—	7.5%	6.8%	8.7%
TRX	11.4%	11.5%	—	10.9%	11.1%	13.6%
<b>Walking for exercise</b>	<b>68.0%</b>	68.1%	279	66.3%	73.1%	64.7%
<b>Weight lifting / strength training</b>	<b>66.8%</b>	67.1%	648	66.5%	67.9%	65.7%
Whitewater rafting	2.3%	2.3%	158	2.2%	2.3%	2.3%
Yoga / Pilates	51.2%	51.0%	561	50.9%	50.3%	52.8%
Zombie run or “escape race”	1.6%	1.6%	—	1.5%	1.6%	1.7%
Other	4.7%	4.7%	—	0.6%	0.4%	1.0%
None	0.5%	0.6%	—	4.5%	5.2%	3.9%

② On average, how many days per week do you ride a bicycle (includes road, mountain, spin, stationary, etc.?)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Ride a bicycle	59.6%	59.5%	—	58.3%	59.9%	63.3%
Don't ride a bicycle	40.4%	40.5%	—	41.7%	40.1%	36.7%
<b>Base: Ride a bicycle</b>						
Less than 1 day per week	50.4%	50.6%	—	52.4%	50.5%	45.4%
1 day	19.4%	19.4%	—	19.0%	20.0%	19.7%
2 days	16.5%	16.5%	—	16.0%	15.3%	19.7%
3 days	8.7%	8.7%	—	7.8%	9.0%	10.5%
4 days	2.2%	2.2%	—	2.4%	2.1%	1.3%
5 days	1.8%	1.7%	—	1.4%	2.4%	2.4%
6 days	0.4%	0.4%	—	0.3%	0.4%	0.4%
7 days	0.5%	0.5%	—	0.7%	0.2%	0.7%
<b>Mean number of days</b>	<b>2.0</b>	<b>2.0</b>	—	<b>1.9</b>	<b>2.0</b>	<b>2.1</b>
Median number of days	0.9	0.9	—	0.9	0.9	1.2

③ On average, how many days per week do you swim?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Swim	45.4%	45.0%	—	45.9%	43.9%	47.1%
Don't swim	54.6%	55.0%	—	54.1%	56.1%	52.9%
<b>Base: Swim</b>						
Less than 1 day per week	65.5%	65.9%	—	67.4%	64.8%	58.9%
1 day	14.7%	14.4%	—	14.3%	13.2%	18.9%
2 days	12.7%	12.7%	—	11.8%	14.5%	13.0%
3 days	5.0%	4.8%	—	4.2%	5.5%	7.4%
4 days	1.5%	1.4%	—	1.6%	1.3%	0.9%
5 days	0.4%	0.4%	—	0.4%	0.3%	0.3%
6 days	0.3%	0.3%	—	0.3%	0.3%	0.6%
7 days	0.0%	0.0%	—	0.1%	0.0%	0.0%
<b>Mean number of days</b>	<b>1.6</b>	<b>1.6</b>	—	<b>1.6</b>	<b>1.7</b>	<b>1.8</b>
Median number of days	0.9	0.9	—	0.9	0.9	0.9

④ On average, how many days per week do you participate in other forms of physical exercise (i.e., hiking, gym fitness class, strength training, yoga, etc.)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Participate in other forms of physical exercise	96.2%	96.3%	—	95.9%	97.2%	94.7%
Don't participate in other forms of physical exercise	3.8%	3.7%	—	4.1%	2.8%	5.3%
<b>Base: Participate in other forms of physical exercise</b>						
Less than 1 day per week	10.2%	10.2%	—	11.1%	8.8%	8.4%
1 day	14.1%	14.1%	—	15.1%	13.0%	14.4%
2 days	25.5%	25.4%	—	24.9%	27.8%	23.2%
3 days	22.0%	22.1%	—	21.1%	22.6%	24.4%
4 days	10.2%	10.2%	—	10.0%	9.8%	10.3%
5 days	9.5%	9.5%	—	9.3%	9.7%	10.1%
6 days	5.0%	4.9%	—	5.3%	5.2%	3.2%
7 days	3.6%	3.6%	—	3.3%	3.1%	5.9%
<b>Mean number of days</b>	<b>3.5</b>	<b>3.5</b>	—	<b>3.4</b>	<b>3.5</b>	<b>3.4</b>
Median number of days	3.0	3.0	—	3.0	3.0	1.1

⑤ On average, how many hours per week do you exercise indoors (i.e., treadmill, health club, Orangetheory, etc.)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Exercise indoors	91.9%	92.1%	—	91.1%	93.6%	92.2%
Don't exercise indoors	8.1%	7.9%	—	8.9%	6.4%	7.8%
<b>Base: Exercise indoors</b>						
Less than 1 hour	12.9%	13.0%	—	13.1%	12.8%	12.6%
1 hour	12.5%	12.3%	—	13.2%	11.4%	13.7%
2 hours	20.5%	20.4%	—	20.6%	21.1%	20.0%
3 hours	19.9%	20.0%	—	19.2%	21.9%	18.5%
4 hours	11.8%	11.8%	—	12.1%	11.4%	9.9%
5 hours	9.4%	9.5%	—	9.4%	8.9%	9.9%
6 hours	5.8%	5.8%	—	5.4%	5.6%	7.3%
7 hours	2.4%	2.4%	—	2.2%	2.1%	3.2%
8 hours	1.6%	1.6%	—	1.8%	1.4%	1.8%
9 hours	0.5%	0.4%	—	0.4%	0.6%	0.8%
10 hours	1.3%	1.3%	—	1.2%	1.3%	0.9%
11–15 hours	0.9%	0.9%	—	1.1%	0.9%	0.8%
16–19 hours	0.2%	0.2%	—	0.2%	0.1%	0.2%
20 or more hours	0.3%	0.3%	—	0.2%	0.4%	0.6%
<b>Mean number of hours</b>	<b>3.2</b>	<b>3.2</b>	—	<b>3.1</b>	<b>3.2</b>	<b>3.3</b>
Median number of hours	3.2	3.2	—	3.2	3.2	3.2

⑥ On average, how many hours per week do you exercise outdoors (i.e., road, trail)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Exercise outdoors	98.0%	97.9%	—	97.8%	98.1%	98.0%
Don't exercise outdoors	2.0%	2.1%	—	2.2%	1.9%	2.0%
<b>Base: Exercise outdoors</b>						
Less than 1 hour	3.6%	3.6%	—	4.2%	2.7%	2.2%
1 hour	5.6%	5.7%	—	5.8%	5.2%	5.6%
2 hours	13.2%	13.3%	—	12.4%	14.0%	15.0%
3 hours	18.0%	18.1%	—	18.1%	17.6%	17.1%
4 hours	15.5%	15.4%	—	15.7%	15.6%	16.0%
5 hours	13.1%	13.1%	—	13.5%	13.5%	12.2%
6 hours	10.8%	10.7%	—	11.1%	10.6%	8.8%
7 hours	4.8%	4.7%	—	4.4%	5.5%	5.0%
8 hours	4.6%	4.6%	—	4.5%	4.5%	5.3%
9 hours	0.9%	1.0%	—	0.9%	1.1%	0.7%
10 hours	4.6%	4.6%	—	4.4%	4.4%	5.8%
11–15 hours	3.3%	3.3%	—	3.0%	3.7%	4.3%
16–19 hours	0.7%	0.7%	—	0.8%	0.5%	0.6%
20 or more hours	1.2%	1.2%	—	1.2%	1.1%	1.4%
<b>Mean number of hours</b>	<b>4.8</b>	<b>4.8</b>	—	<b>4.8</b>	<b>4.9</b>	<b>5.0</b>
Median number of hours	4.5	4.5	—	4.5	4.6	4.6

⑦ What type of coaching/instructional services do you use for your exercise? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Use coaching / instructional services for exercising	70.9%	70.9%	—	70.6%	73.4%	66.7%
Don't use coaching / instructional services for exercising	29.1%	29.1%	—	29.4%	26.6%	33.3%
<b>Base: Use coaching / instructional services for exercising</b>						
<b>Group exercise class (boot camp, rec center exercise group, etc.)</b>	<b>42.5%</b>	42.6%	—	44.0%	41.2%	39.8%
Online coaching program	13.7%	13.7%	—	13.2%	14.3%	15.3%
Personal coach	18.0%	17.8%	—	18.0%	18.8%	16.2%
<b>Self-coach (training books, magazines, online, etc.)</b>	<b>57.0%</b>	56.9%	—	54.4%	57.5%	64.3%
Seminars or webinars	4.3%	4.3%	—	3.8%	4.2%	6.4%
Streaming video	13.8%	13.8%	—	13.5%	13.5%	14.9%
Training apps	27.4%	27.4%	—	28.2%	25.6%	28.9%
Training camps	1.8%	1.8%	—	1.6%	1.8%	2.1%
Training videos / DVDs (i.e., P90X, YouTube, etc.)	21.4%	21.5%	—	21.5%	21.8%	20.4%
<b>Treadmill</b>	<b>27.8%</b>	27.9%	—	26.4%	29.3%	31.3%
Other	4.1%	3.9%	—	4.3%	3.9%	3.2%

8) How do you track your workouts? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
I track my workouts	92.8%	92.8%	—	93.1%	93.0%	92.2%
I don't track my workouts	7.2%	7.2%	—	6.9%	7.0%	7.8%
<b>Base: I track my workouts</b>						
<b>Fitness tracker / watch</b>	<b>83.0%</b>	83.0%	—	82.7%	84.5%	80.7%
<b>Online training service (e.g., TrainingPeaks, Strava, Final Surge)</b>	<b>23.0%</b>	22.7%	—	23.6%	21.6%	22.7%
Paper journal	18.0%	18.0%	—	15.4%	23.2%	19.0%
<b>Running-specific app</b>	<b>29.1%</b>	29.2%	—	30.6%	25.3%	29.7%
Running-specific paper journal	5.1%	5.1%	—	4.2%	7.6%	4.5%
Other	4.1%	4.1%	—	3.8%	4.1%	4.5%

9) How do you consider your health and weight? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
<b>I am healthy</b>	<b>43.0%</b>	42.9%	—	44.1%	39.9%	43.9%
I am overweight and not healthy enough	11.2%	11.4%	—	10.4%	13.9%	10.6%
<b>I am overweight, but I'm still healthy</b>	<b>29.2%</b>	29.5%	—	29.2%	30.4%	26.3%
<b>I feel healthy, but I want to build muscle</b>	<b>36.9%</b>	36.9%	—	36.8%	35.9%	39.3%
I'm content with my current fitness level	7.6%	7.5%	—	7.6%	8.1%	5.9%
I'm happy with my current weight	9.7%	9.4%	—	9.3%	9.5%	10.2%
My weight is fine, but I want to look and feel fit	22.8%	22.7%	—	23.2%	20.3%	26.2%
Other	3.2%	3.1%	—	2.8%	4.0%	3.8%

10) How do you gauge your health and fitness? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
I track my health and fitness	97.9%	97.9%	—	97.9%	97.8%	97.1%
I don't track my health and fitness	2.1%	2.1%	—	2.1%	2.2%	2.9%
<b>Base: I track my health and fitness</b>						
Better running times	48.0%	47.8%	—	48.7%	45.2%	49.9%
Body composition	36.2%	36.5%	—	36.4%	33.3%	38.5%
Body weight	56.1%	56.3%	—	54.8%	60.0%	54.4%
<b>How I feel</b>	<b>87.0%</b>	86.8%	—	87.2%	86.0%	86.8%
<b>How I look</b>	<b>57.2%</b>	57.2%	—	58.4%	53.8%	58.2%
<b>How my clothes fit</b>	<b>76.7%</b>	77.0%	—	77.5%	77.7%	70.4%
Resting heart rate	25.8%	25.7%	—	25.6%	26.0%	27.0%



# Races and Events

## RACES AND EVENTS

### ① Do you participate in running races and/or events?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Yes	93.1%	93.2%	—	93.5%	94.5%	91.3%
No	6.9%	6.8%	—	6.6%	5.5%	8.7%

### ② If you don't participate in races or events, why not? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Participate in races & events	93.1%	93.2%	—	93.5%	94.5%	91.3%
Don't participate in races & events	6.9%	6.8%	—	6.6%	5.5%	8.7%
<b>Base: Don't participate in races &amp; events</b>						
Breastfeeding	1.2%	1.3%	—	1.9%	0.0%	1.5%
<b>Cost</b>	<b>27.3%</b>	27.4%	—	30.7%	17.7%	28.4%
I haven't found a race that interests me	10.8%	11.1%	—	9.9%	11.4%	16.4%
I'd rather walk than run	2.5%	2.3%	—	1.4%	5.1%	4.5%
<b>I'm not interested in competing</b>	<b>40.5%</b>	41.3%	—	37.7%	43.0%	38.8%
Injury / health	9.3%	9.3%	—	7.1%	5.1%	16.4%
It stresses me out	19.9%	19.9%	—	21.2%	19.0%	20.9%
No friends / family to enter race with	11.8%	12.1%	—	12.7%	12.7%	7.5%
Not enough time to train	12.5%	12.1%	—	11.8%	13.9%	14.9%
<b>Not in shape</b>	<b>23.8%</b>	23.8%	—	21.2%	27.9%	25.4%
Pregnancy	1.2%	1.3%	—	1.4%	2.5%	0.0%
Races are too early in the morning	4.7%	4.9%	—	6.1%	3.8%	4.5%
Too many scheduling conflicts / too busy	16.7%	16.3%	—	18.4%	8.9%	20.9%
Weather	3.0%	2.8%	—	4.3%	0.0%	3.0%
Not sure	8.9%	9.0%	—	9.4%	7.6%	10.5%
Other	9.8%	9.6%	—	8.0%	10.1%	13.4%

### ③ When you participate in races or events, what is your goal? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Participate in races & events	93.1%	93.2%	—	93.5%	94.5%	91.3%
Don't participate in races & events	6.9%	6.8%	—	6.6%	5.5%	8.7%
<b>Base: Participate in races &amp; events</b>						
Participate as a fan or spectator	4.6%	4.7%	—	5.3%	3.6%	4.3%
<b>Participate just to stay active</b>	<b>47.4%</b>	47.6%	—	47.5%	48.1%	46.6%
Participate to stay involved with the running community	32.4%	32.5%	—	32.8%	33.8%	29.1%
Race to win my age group or overall	18.5%	18.8%	—	18.0%	18.2%	20.5%
<b>Run for fun</b>	<b>72.0%</b>	72.1%	—	72.1%	71.1%	72.1%
Run to compete with others	24.2%	24.1%	—	24.4%	21.6%	26.7%

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
<b>Run to set or beat my best time</b>	<b>71.6%</b>	71.4%	—	72.4%	70.2%	72.8%
Run to support a friend or family member in the race	25.1%	25.3%	—	25.8%	25.3%	22.0%
Volunteer to help the race	12.3%	12.2%	—	12.5%	12.1%	11.8%
Other	4.8%	4.6%	—	4.7%	5.3%	4.3%

④ How do you usually find out about races you attend or enter? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Participate in races & events	93.1%	93.2%	—	93.5%	94.5%	91.3%
Don't participate in races & events	6.9%	6.8%	—	6.6%	5.5%	8.7%
<b>Base: Participate in races &amp; events</b>						
<b>Active</b>	<b>43.9%</b>	45.2%	—	41.6%	47.0%	44.7%
Athlinks	12.3%	12.6%	—	12.7%	11.5%	12.2%
Brochure / Flyer	21.1%	21.4%	—	19.2%	25.4%	18.0%
Club meetings	5.3%	5.1%	—	4.8%	5.8%	5.0%
Club website	15.1%	15.1%	—	14.1%	15.3%	16.0%
Competitor Running	8.0%	8.1%	—	6.7%	8.8%	10.4%
Eventbrite	18.4%	18.5%	—	18.5%	18.1%	18.3%
Events.com	11.4%	11.5%	—	12.0%	11.2%	9.9%
<b>Facebook</b>	<b>71.5%</b>	71.9%	—	78.0%	66.7%	61.5%
<b>Friends</b>	<b>53.1%</b>	53.2%	—	54.4%	53.4%	47.2%
IMathlete	4.3%	4.4%	—	3.9%	5.2%	4.1%
Instagram	15.8%	15.6%	—	16.8%	14.5%	17.0%
Letsrun	0.9%	0.9%	—	0.7%	1.1%	1.2%
Marathonguide	5.1%	4.9%	—	4.7%	4.8%	7.0%
Pinterest	0.9%	0.9%	—	0.8%	0.9%	1.2%
Race emails	39.0%	39.3%	—	36.3%	42.3%	37.4%
Race expos	19.1%	19.4%	—	17.6%	23.2%	17.0%
Race website	25.0%	24.9%	—	23.0%	27.6%	29.6%
Runner's World	29.7%	29.8%	—	27.8%	32.2%	34.5%
Running store	17.7%	17.9%	—	16.2%	21.1%	16.8%
RunningintheUSA	13.9%	14.3%	—	13.1%	14.8%	14.2%
RunReg	0.8%	0.9%	—	0.9%	1.1%	0.6%
Trail Runner	3.1%	3.0%	—	3.2%	2.4%	4.1%
Twitter	1.8%	1.8%	—	2.2%	1.2%	1.1%
Ultrarunning	1.5%	1.5%	—	1.7%	1.0%	2.3%
Ultrasignup	4.2%	4.3%	—	4.6%	3.5%	4.1%
Women's Running	21.6%	21.7%	—	16.7%	31.7%	22.8%
Other running magazines	2.1%	1.9%	—	1.7%	3.1%	2.3%
Other running websites	7.9%	7.6%	—	6.6%	8.7%	10.7%
Other	6.5%	6.3%	—	5.6%	7.1%	8.4%

⑤ How many endurance events (by distance) do you participate in annually? (Please check ALL that apply.)

TOTAL	None	Base Any	1	2	3	4	5	6	7-9	10+	Mean	Median
1 mile	82.9%	17.1%	37.9%	17.8%	11.5%	4.8%	5.7%	2.6%	4.8%	15.0%	3.6	2.7
<b>5K</b>	<b>8.3%</b>	<b>91.7%</b>	<b>15.0%</b>	<b>20.4%</b>	<b>21.2%</b>	<b>10.4%</b>	<b>12.5%</b>	<b>5.3%</b>	<b>4.7%</b>	<b>10.5%</b>	<b>4.0</b>	<b>3.7</b>
8K / 5 mile	61.1%	38.9%	55.0%	24.0%	8.9%	3.2%	4.0%	1.1%	0.7%	3.0%	2.0	1.0
<b>10K</b>	<b>25.2%</b>	<b>74.8%</b>	<b>42.4%</b>	<b>28.1%</b>	<b>13.6%</b>	<b>5.6%</b>	<b>5.0%</b>	<b>1.8%</b>	<b>1.2%</b>	<b>2.2%</b>	<b>2.3</b>	<b>2.3</b>
7-11 mile	72.7%	27.3%	63.1%	20.5%	6.8%	2.8%	2.5%	0.6%	0.8%	2.9%	1.9	1.0
<b>Half-marathon</b>	<b>20.0%</b>	<b>80.0%</b>	<b>38.0%</b>	<b>28.4%</b>	<b>13.9%</b>	<b>8.3%</b>	<b>4.4%</b>	<b>2.3%</b>	<b>2.1%</b>	<b>2.6%</b>	<b>2.5</b>	<b>2.4</b>
25K	93.0%	7.0%	73.9%	14.5%	2.6%	1.0%	1.9%	0.6%	1.3%	4.2%	1.8	1.0
Marathon	63.8%	36.2%	70.9%	19.6%	5.1%	2.1%	0.8%	0.4%	0.4%	0.8%	1.5	1.0
50K	94.3%	5.7%	74.1%	14.1%	5.9%	2.0%	1.6%	0.8%	0.0%	1.6%	1.6	1.0
50 mile	97.3%	2.7%	79.8%	11.8%	2.5%	0.0%	0.8%	1.7%	0.0%	3.4%	1.6	1.0
100 mile	99.1%	0.9%	68.3%	9.8%	0.0%	2.4%	4.9%	2.4%	2.4%	9.8%	2.5	1.0
Other		3.4%										

⑥ How many endurance events (by type) do you participate in annually? (Please check ALL that apply.)

TOTAL	None	Base Any	1	2	3	4	5	6	7-9	10+	Mean	Median
Bike races / Organized rides	85.1%	14.9%	43.5%	22.1%	10.6%	6.2%	5.9%	2.6%	2.2%	7.0%	2.8	2.3
Camps / Clinics	92.7%	7.3%	61.8%	26.0%	5.8%	2.8%	1.9%	0.3%	0.6%	0.8%	1.7	1.0
Cross country	95.2%	4.8%	48.3%	22.3%	8.8%	5.0%	5.0%	2.5%	0.8%	7.1%	2.6	2.1
<b>Mud Run / Obstacle event</b>	<b>80.3%</b>	<b>19.7%</b>	<b>70.7%</b>	<b>18.0%</b>	<b>5.1%</b>	<b>2.1%</b>	<b>1.3%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.6</b>	<b>1.0</b>
Relay (Ragnar)	84.7%	15.3%	82.8%	12.8%	1.9%	1.5%	0.1%	0.3%	0.3%	0.4%	1.3	1.0
<b>Road race</b>	<b>28.3%</b>	<b>71.7%</b>	<b>8.2%</b>	<b>10.4%</b>	<b>13.5%</b>	<b>10.7%</b>	<b>13.2%</b>	<b>8.2%</b>	<b>11.1%</b>	<b>24.7%</b>	<b>5.6</b>	<b>5.7</b>
Track meet	97.5%	2.5%	40.5%	22.3%	6.6%	4.1%	5.0%	2.5%	5.0%	14.0%	3.4	2.4
<b>Trail race</b>	<b>66.5%</b>	<b>33.5%</b>	<b>45.8%</b>	<b>23.7%</b>	<b>13.0%</b>	<b>5.5%</b>	<b>4.6%</b>	<b>2.3%</b>	<b>1.9%</b>	<b>3.2%</b>	<b>2.4</b>	<b>2.2</b>
Triathlon	88.7%	11.3%	53.8%	19.3%	12.5%	5.2%	4.2%	1.3%	2.2%	1.6%	2.1	1.0
Zombie or "escape" race	96.4%	3.6%	88.6%	6.3%	2.3%	0.6%	0.0%	0.0%	1.1%	1.1%	1.3	1.0
Other		1.3%										



Travel

# TRAVEL

① For what type of endurance-related activities did you travel more than 100 miles to participate in during the last 12 months? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Traveled 100+ miles for endurance-related activities	51.7%	51.7%	—	50.6%	58.4%	46.3%
Did not travel 100+ miles for endurance-related activities	48.3%	48.3%	—	49.4%	41.6%	53.7%
<b>Base: Traveled 100+ miles for endurance-related activities</b>						
<b>5K race</b>	<b>9.9%</b>	<b>10.0%</b>	<b>—</b>	<b>9.3%</b>	<b>12.6%</b>	<b>7.7%</b>
10K race	9.1%	9.0%	—	8.7%	10.8%	7.9%
70.3-distance triathlon	1.4%	1.4%	—	1.3%	1.0%	1.5%
Bike race / ride	2.0%	2.0%	—	1.8%	2.2%	2.1%
Cycling-specific vacation or touring package	0.5%	0.5%	—	0.5%	0.7%	0.6%
<b>Half-marathon</b>	<b>30.0%</b>	<b>30.2%</b>	<b>—</b>	<b>28.6%</b>	<b>36.6%</b>	<b>24.6%</b>
Iron-distance triathlon	0.8%	0.8%	—	1.0%	0.5%	0.6%
<b>Marathon</b>	<b>15.9%</b>	<b>15.8%</b>	<b>—</b>	<b>16.2%</b>	<b>14.4%</b>	<b>17.3%</b>
Olympic / international-distance triathlon	0.6%	0.6%	—	0.6%	0.3%	0.8%
Sprint Triathlon	1.1%	1.1%	—	1.2%	1.2%	0.8%
Training camp	0.9%	0.9%	—	0.9%	0.7%	0.6%
Vacation (did endurance activities)	9.4%	9.4%	—	8.6%	10.1%	10.5%
Other	6.2%	6.1%	—	6.3%	6.8%	5.5%

② All expenses included, how much did you spend on your travels for running-related activities/races in the last 12 months? Please include airfare, tour-company fees, hotels, gas, rental cars, etc.

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Spend on active travel or vacations	71.0%	71.0%	—	70.4%	75.4%	67.9%
Don't spend on active travel or vacations	29.0%	29.0%	—	29.6%	24.6%	32.1%
<b>Base: Spend on active travel or vacations</b>						
Less than \$500	45.3%	45.3%	—	47.5%	42.0%	45.6%
\$500-\$999	22.5%	22.5%	—	23.1%	21.6%	20.4%
\$1,000-\$1,999	15.1%	15.0%	—	14.2%	16.4%	16.1%
\$2,000-\$4,999	12.8%	12.8%	—	11.5%	15.3%	12.1%
\$5,000-\$7,999	3.1%	3.1%	—	2.9%	3.3%	3.4%
\$8,000-\$10,999	0.9%	0.9%	—	0.8%	0.6%	2.0%
\$11,000 or more	0.4%	0.4%	—	0.1%	0.8%	0.4%
<b>Mean amount spent</b>	<b>\$1,155</b>	<b>\$1,153</b>	<b>—</b>	<b>\$1,067</b>	<b>\$1,261</b>	<b>\$1,269</b>
Median amount spent	\$605	\$604	—	\$555	\$686	\$607

③ How many trips have you taken for business in the continental U.S. of more than one day's duration in the last 12 months?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Any business trip	35.2%	35.9%	410	34.8%	34.8%	34.1%
None	64.8%	64.1%	—	65.2%	65.2%	65.9%
<b>Base: Any business trip</b>						
1-5	84.2%	84.2%	—	85.9%	82.9%	81.7%
6-10	10.1%	10.2%	—	9.1%	9.0%	12.9%
11-15	3.2%	3.1%	—	2.7%	5.2%	1.8%
16-20	0.9%	0.9%	—	0.7%	0.7%	2.2%
21-24	0.1%	0.1%	—	0.2%	0.0%	0.0%
25 or more	1.5%	1.5%	—	1.3%	2.2%	1.3%
3 or more	44.4%	44.2%	—	42.2%	45.4%	46.9%
<b>Mean number of trips</b>	<b>3.6</b>	<b>3.6</b>	—	<b>3.4</b>	<b>3.9</b>	<b>3.8</b>
Median number of trips	2.8	2.8	—	2.7	2.8	2.9

④ How many trips have you taken for personal/vacation in the continental U.S. of more than one day's duration in the last 12 months?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Any personal / vacation in last 12 months	88.4%	89.8%	199	88.2%	90.2%	85.2%
None	11.6%	10.2%	—	11.8%	9.8%	14.8%
<b>Base: Any personal / vacation in last 12 months</b>						
1-5	87.5%	87.4%	—	88.6%	86.0%	86.3%
6-10	9.6%	9.7%	—	8.9%	10.3%	11.2%
11-15	1.8%	1.8%	—	1.7%	2.2%	1.6%
16-20	0.6%	0.6%	—	0.4%	1.1%	0.2%
21-24	0.1%	0.0%	—	0.0%	0.1%	0.0%
25 or more	0.4%	0.4%	—	0.3%	0.3%	0.7%
3 or more	53.7%	54.0%	—	52.2%	58.2%	51.4%
<b>Mean number of trips</b>	<b>3.4</b>	<b>3.4</b>	—	<b>3.3</b>	<b>3.7</b>	<b>3.4</b>
Median number of trips	3.2	3.2	—	3.1	3.4	3.1

⑤ How many trips (business or personal/vacation) have you taken outside the U.S. or to Alaska or Hawaii in the last three (3) years (i.e., trips made outside of the contiguous 48 states)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Any foreign trip in last 3 years	44.7%	44.1%	185	43.1%	43.5%	47.2%
None	55.3%	55.9%	—	56.9%	56.5%	52.8%
<b>Base: Any foreign trip in last 3 years</b>						
1	37.7%	38.7%	—	36.8%	41.9%	34.7%
2	24.4%	24.7%	—	25.8%	23.6%	19.6%
3	15.9%	15.6%	—	16.6%	11.9%	19.6%
4	7.0%	6.9%	—	6.2%	9.0%	7.1%
5	4.4%	4.3%	—	4.6%	3.2%	5.1%
6	3.9%	3.8%	—	3.6%	4.0%	5.1%
7	1.0%	1.0%	—	1.1%	0.9%	1.3%
8	0.7%	0.5%	—	0.6%	0.4%	0.6%
9	0.6%	0.5%	—	0.8%	0.4%	0.3%
10 or more	4.5%	3.9%	—	4.0%	4.7%	6.4%
<b>Mean number of trips</b>	<b>2.7</b>	<b>2.6</b>	<b>—</b>	<b>2.7</b>	<b>2.6</b>	<b>3.0</b>
Median number of trips	2.5	2.5	—	2.5	2.3	2.8



# Apparel and Shoes

# APPAREL

## ① How much did you spend on running apparel/clothing (not shoes) in the last 12 months?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Purchased running apparel/clothing in last 12 months	98.9%	98.9%	—	98.9%	99.3%	98.8%
Did not purchase running apparel/clothing in last 12 months	1.1%	1.1%	—	1.1%	0.7%	1.2%
<b>Base: Purchased running apparel/clothing in last 12 months</b>						
Less than \$100	16.5%	16.6%	—	17.8%	13.8%	16.2%
\$100–\$199	26.4%	26.6%	—	27.8%	24.0%	25.3%
\$200–\$299	19.4%	19.3%	—	19.9%	18.6%	18.7%
\$300–\$399	12.3%	12.3%	—	12.1%	12.7%	12.6%
\$400–\$499	6.9%	6.9%	—	6.5%	7.8%	8.1%
\$500–\$599	8.2%	8.1%	—	7.1%	9.9%	8.2%
\$600–\$699	2.4%	2.3%	—	2.6%	2.8%	1.7%
\$700–\$799	1.3%	1.3%	—	0.9%	1.7%	1.9%
\$800 or \$1,000	3.3%	3.2%	—	2.3%	4.7%	3.6%
\$1,000–\$1,499	1.9%	2.0%	—	1.8%	2.2%	2.0%
\$1,500 or more	1.4%	1.4%	—	1.2%	1.8%	1.7%
<b>Mean amount spent</b>	<b>\$314</b>	<b>\$313</b>	—	<b>\$295</b>	<b>\$351</b>	<b>\$326</b>
Median amount spent	\$236	\$235	—	\$222	\$266	\$245

## ② Which brand(s) of running apparel/clothing (not shoes) do you currently own? Which brand(s) of running apparel/clothing (not shoes) do you intend to buy in the next 12 months? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own running apparel / clothing	99.7%		99.7%		99.7%		99.8%		99.7%	
Do not own running apparel / clothing	0.3%		0.3%		0.3%		0.2%		0.3%	
Intend to buy running apparel/clothing in the next 12 months		92.3%		92.3%		92.8%		92.1%		93.1%
Do not intend to buy running apparel/clothing in the next 12 months		7.7%		7.7%		7.2%		7.9%		6.9%
<b>Base: Own / Intend to buy running apparel / clothing in next 12 months</b>										
<b>Do not know which brand(s) of running apparel/clothing I intend to buy</b>		<b>44.1%</b>		44.2%		44.6%		42.8%		41.0%
2XU	7.9%	2.0%	7.6%	1.8%	7.0%	1.9%	8.7%	1.7%	9.5%	2.3%
Adidas	32.2%	7.5%	31.8%	7.3%	31.5%	7.3%	32.7%	7.2%	35.9%	9.6%
Altra	3.4%	1.1%	3.5%	1.2%	3.4%	1.3%	3.3%	0.9%	4.3%	0.7%
Arc'Teryx	2.0%	0.7%	1.9%	0.7%	1.7%	0.7%	1.9%	0.7%	3.1%	0.8%
Asics	27.6%	7.3%	27.2%	7.1%	25.8%	7.3%	29.7%	7.3%	29.2%	8.1%
Athleta	26.4%	12.9%	27.1%	13.3%	25.3%	12.2%	27.9%	14.2%	27.0%	13.5%
Brooks	38.9%	14.7%	39.1%	14.9%	36.8%	13.8%	44.1%	16.8%	36.6%	16.1%

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
CEP	6.4%	1.1%	6.5%	1.1%	5.4%	1.0%	8.2%	1.1%	6.0%	1.6%
<b>Champion</b>	<b>42.7%</b>	9.3%	43.7%	9.5%	42.4%	9.4%	44.3%	9.7%	40.8%	8.9%
Columbia Montrail	2.9%	0.9%	2.9%	0.9%	2.7%	0.7%	3.0%	0.7%	3.4%	1.8%
Craft	2.1%	0.4%	2.0%	0.4%	1.8%	0.2%	2.7%	0.6%	2.6%	1.0%
CW-X	8.0%	1.5%	8.2%	1.5%	6.7%	1.1%	10.1%	2.7%	8.1%	1.0%
De Soto	0.5%	0.1%	0.6%	0.2%	0.5%	0.2%	0.7%	0.1%	0.5%	0.0%
Dynaftit	0.5%	0.1%	0.5%	0.1%	0.6%	0.2%	0.5%	0.1%	0.2%	0.0%
Fabletics	8.8%	3.2%	8.9%	3.3%	8.6%	3.3%	9.9%	3.5%	8.5%	2.6%
GAP	11.2%	3.0%	11.3%	3.1%	10.7%	2.5%	11.9%	3.5%	11.5%	4.6%
Glamorise	0.5%	0.3%	0.5%	0.3%	0.4%	0.2%	0.6%	0.3%	0.5%	0.5%
Gore Wear	0.7%	0.3%	0.6%	0.3%	0.4%	0.2%	0.8%	0.1%	1.8%	0.8%
Helly Hansen	2.0%	0.3%	1.8%	0.3%	1.7%	0.4%	2.0%	0.0%	2.4%	0.5%
Icebreaker	2.0%	0.6%	1.8%	0.6%	1.7%	0.4%	2.0%	0.9%	3.1%	0.8%
Janji	0.9%	0.3%	0.9%	0.3%	0.7%	0.2%	1.0%	0.3%	1.1%	0.5%
Katick	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
La Sportiva	1.1%	0.3%	1.1%	0.3%	1.0%	0.2%	1.1%	0.3%	2.1%	0.7%
Lole	2.2%	0.7%	2.1%	0.7%	1.9%	0.6%	2.5%	0.8%	2.7%	0.7%
Lululemon	22.9%	12.5%	22.5%	12.4%	22.4%	12.2%	21.9%	13.0%	26.3%	14.0%
Merrell	5.8%	0.9%	5.8%	0.9%	5.4%	0.8%	5.9%	0.8%	7.3%	1.2%
Mizuno	8.5%	1.7%	8.4%	1.7%	8.0%	1.6%	9.6%	1.8%	9.2%	2.1%
Mountain Hardwear	4.7%	0.7%	4.8%	0.7%	4.2%	0.5%	5.4%	0.7%	5.0%	0.8%
Moving Comfort	11.7%	3.0%	11.9%	3.1%	10.3%	2.8%	14.4%	3.6%	12.1%	3.0%
New Balance	25.4%	7.2%	25.2%	7.1%	24.7%	7.0%	26.3%	6.5%	25.3%	9.4%
<b>Nike</b>	<b>59.4%</b>	<b>23.1%</b>	59.4%	23.0%	59.1%	22.9%	58.9%	23.0%	62.0%	25.4%
Oiselle	11.6%	8.0%	11.9%	8.1%	10.8%	7.2%	12.4%	8.4%	13.4%	10.7%
Old Navy	32.8%	10.6%	33.2%	10.8%	34.5%	10.9%	31.4%	11.0%	30.2%	10.0%
On Running	1.1%	0.5%	1.1%	0.5%	0.9%	0.5%	1.1%	0.3%	1.8%	1.2%
Outdoor Research	2.2%	0.6%	2.2%	0.6%	1.8%	0.5%	2.0%	0.5%	3.5%	0.3%
Patagonia	10.5%	4.2%	10.7%	4.3%	10.0%	4.2%	9.4%	3.5%	14.4%	5.6%
Prana	5.2%	1.4%	5.3%	1.4%	4.5%	1.4%	4.6%	1.2%	8.1%	2.0%
Puma	4.1%	1.0%	4.0%	1.0%	4.0%	1.1%	4.0%	1.0%	4.1%	0.7%
Rabbit	1.4%	1.4%	1.4%	1.5%	1.3%	1.4%	1.3%	1.1%	1.7%	2.3%
Reebok	19.8%	3.8%	19.8%	3.8%	20.3%	4.1%	19.8%	4.0%	18.3%	3.3%
R-Gear	2.3%	0.8%	2.3%	0.8%	1.9%	0.7%	3.6%	1.3%	1.5%	0.3%
Ryka	1.7%	0.4%	1.7%	0.4%	1.8%	0.5%	1.6%	0.3%	1.5%	0.5%
Salming	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%
Salomon	4.6%	1.3%	4.4%	1.2%	5.0%	1.6%	4.2%	0.9%	4.9%	2.0%
Saucony	19.1%	5.4%	19.0%	5.4%	18.3%	5.1%	20.3%	5.2%	20.2%	7.1%
Skirt Sports	6.3%	2.5%	6.3%	2.5%	5.0%	2.4%	8.4%	3.1%	6.6%	2.1%
Smartwool	14.6%	3.5%	14.8%	3.6%	13.8%	3.5%	14.5%	2.8%	16.3%	4.0%
Soybu	0.7%	0.1%	0.7%	0.1%	0.6%	0.1%	0.8%	0.1%	0.6%	0.0%

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
The North Face	20.3%	5.5%	20.3%	5.5%	19.7%	5.7%	19.5%	5.2%	23.4%	6.1%
Tracksmith	1.0%	1.0%	1.0%	1.0%	0.8%	0.9%	0.7%	0.9%	2.1%	1.3%
<b>Under Armour</b>	<b>51.5%</b>	<b>19.4%</b>	51.7%	19.3%	51.8%	19.7%	51.6%	20.2%	50.2%	18.1%
Zella Activewear	3.0%	1.1%	3.0%	1.2%	2.5%	0.8%	3.3%	1.6%	3.2%	1.5%
Zensah	4.5%	1.2%	4.5%	1.2%	4.1%	0.9%	4.4%	1.5%	5.5%	2.1%
Zoot	2.9%	0.5%	2.9%	0.5%	2.3%	0.5%	3.8%	0.5%	2.1%	0.2%
Other	14.7%	5.9%	14.5%	5.8%	13.3%	5.2%	17.7%	7.6%	13.1%	4.0%

# SHOES

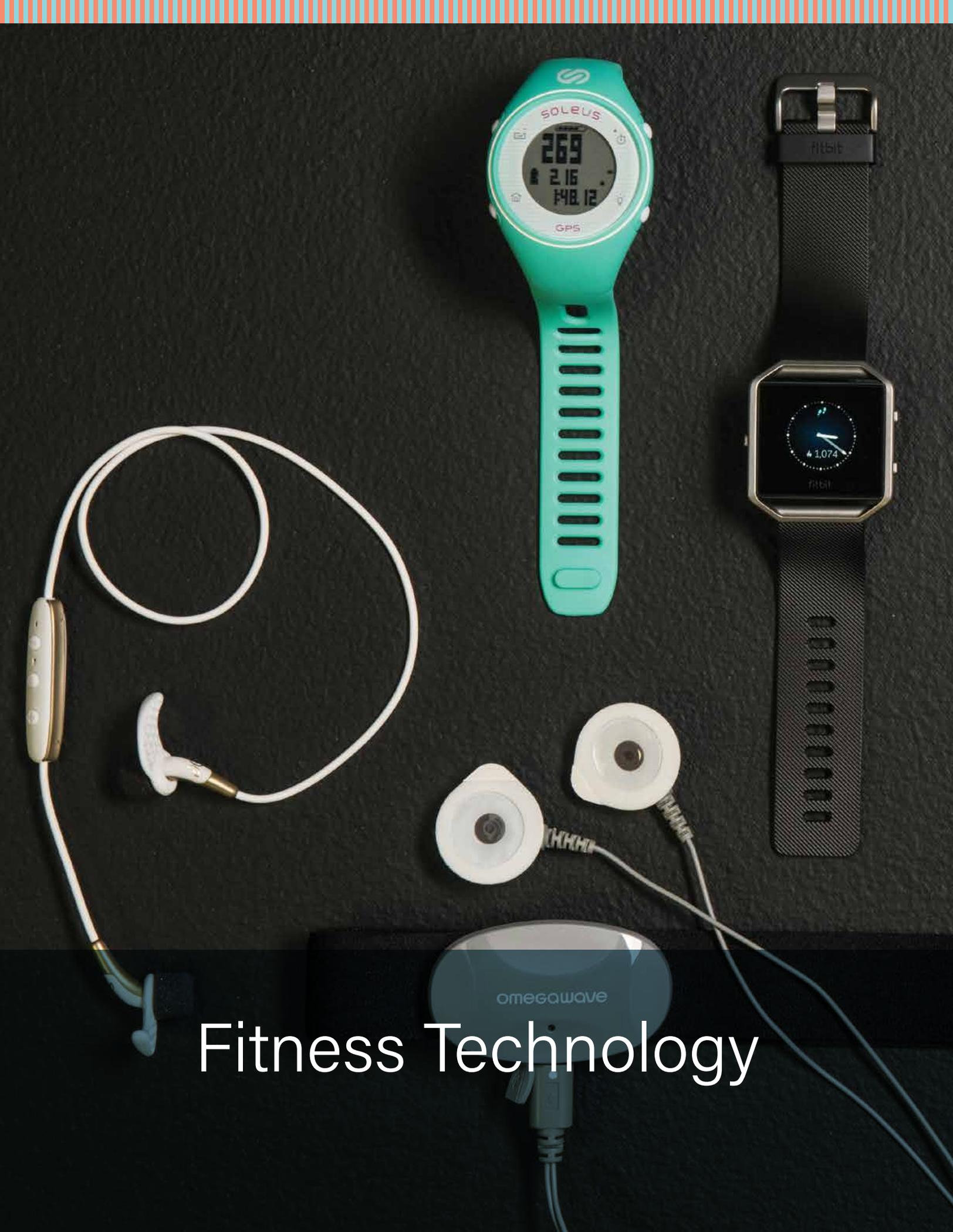
## ① How much did you spend on running shoes in the last 12 months?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Bought running shoes in last 12 months	95.8%	95.8%	—	95.9%	96.3%	95.7%
Did not buy running shoes in last 12 months	4.2%	4.2%	—	4.1%	3.7%	4.3%
<b>Base: Bought running shoes in last 12 months</b>						
\$1-\$49	0.7%	0.7%	—	0.9%	0.3%	1.0%
\$50-\$74	3.3%	3.2%	—	3.3%	3.1%	3.1%
\$75-\$99	5.3%	5.3%	—	5.0%	5.0%	7.5%
\$100-\$149	21.8%	22.1%	—	23.2%	19.8%	20.9%
\$150-\$199	15.3%	15.3%	—	16.0%	13.2%	15.7%
\$200-\$299	23.3%	23.2%	—	23.1%	24.0%	21.7%
\$300-\$499	19.8%	19.7%	—	18.9%	22.1%	18.9%
\$500 - \$749	8.2%	8.2%	—	7.6%	9.9%	7.6%
\$750-\$999	1.5%	1.4%	—	1.4%	1.4%	2.2%
\$1,000 or more	0.9%	0.8%	—	0.7%	1.1%	1.5%
<b>Mean amount spent</b>	<b>\$271</b>	<b>\$269</b>	—	<b>\$262</b>	<b>\$287</b>	<b>\$273</b>
Median amount spent	\$216	\$214	—	\$207	\$235	\$208

## ② What brands of running shoes do you currently own? Which of the following brands of running shoes do you intend to buy in the next 12 months? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own running shoes	99.9%		99.9%		99.9%		99.9%		99.8%	
Do not own running shoes	0.1%		0.1%		0.1%		0.1%		0.2%	
Intend to buy running shoes in the next 12 months		89.3%		89.4%		89.3%		88.9%		89.8%
Do not intend to buy running shoes in the next 12 months		10.7%		10.6%		10.7%		11.1%		10.2%
<b>Base: Own / Intend to buy running shoes in next 12 months</b>										
<b>Do not know which brand(s) of running shoes I intend to buy</b>		<b>18.2%</b>		18.2%		17.3%		17.5%		19.6%
361 USA	0.6%	0.2%	0.5%	0.2%	0.4%	0.1%	0.7%	0.4%	0.6%	0.3%
Adidas	8.5%	3.7%	8.3%	3.6%	7.9%	3.6%	9.2%	3.8%	9.3%	4.1%
Altra	7.6%	4.9%	7.7%	4.9%	7.2%	4.9%	7.8%	5.0%	8.1%	4.8%
Ampla	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.2%	0.0%
Arc'Teryx	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%
Avia	0.4%	0.1%	0.4%	0.1%	0.3%	0.1%	0.5%	0.1%	0.2%	0.2%
<b>Asics</b>	<b>29.4%</b>	<b>16.5%</b>	29.3%	16.3%	27.1%	15.9%	32.4%	16.9%	30.1%	16.4%
<b>Brooks</b>	<b>47.9%</b>	<b>36.6%</b>	48.4%	37.1%	47.3%	36.4%	50.8%	39.2%	47.9%	36.9%
Diadora	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Dynafit	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Hoka One	15.0%	11.7%	15.1%	11.8%	14.1%	10.9%	17.2%	13.7%	13.5%	10.8%
Inov-8	1.0%	0.3%	1.1%	0.3%	1.2%	0.2%	0.6%	0.6%	1.5%	0.2%
K-Swiss	0.2%	0.0%	0.2%	0.0%	0.0%	0.1%	0.5%	0.0%	0.2%	0.0%
La Sportiva	0.5%	0.2%	0.5%	0.2%	0.4%	0.2%	0.6%	0.2%	0.6%	0.5%
MBT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Merrell	2.7%	0.7%	2.7%	0.7%	2.3%	0.6%	2.9%	1.0%	3.2%	0.5%
Mizuno	9.7%	5.2%	9.7%	5.3%	9.4%	5.5%	10.5%	5.9%	10.1%	3.8%
Columbia Montrail	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.2%	0.0%	0.3%	0.0%
Newton	2.4%	1.2%	2.4%	1.2%	2.0%	1.1%	2.8%	1.3%	3.1%	1.2%
Nike	23.2%	10.8%	23.1%	10.7%	24.1%	10.7%	20.6%	9.7%	24.6%	12.6%
New Balance	19.1%	9.8%	18.9%	9.6%	19.2%	10.5%	18.5%	8.5%	20.3%	8.7%
On Running	2.7%	1.7%	2.7%	1.7%	2.5%	1.6%	2.3%	1.2%	4.0%	3.1%
Puma	0.7%	0.1%	0.6%	0.1%	0.7%	0.2%	0.7%	0.0%	1.2%	0.3%
Reebok	2.5%	0.8%	2.5%	0.8%	2.4%	0.9%	2.9%	1.0%	2.4%	0.2%
Ryka	0.6%	0.2%	0.7%	0.2%	0.5%	0.1%	0.9%	0.3%	0.9%	0.3%
<b>Saucony</b>	<b>24.2%</b>	13.8%	24.0%	13.7%	22.7%	14.4%	25.6%	13.1%	25.8%	12.6%
Scott	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.4%	0.2%	0.2%	0.0%
Skechers	2.5%	0.7%	2.6%	0.7%	2.1%	0.4%	3.2%	1.2%	3.4%	1.2%
Somnio	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
Salomon	4.4%	2.2%	4.3%	2.1%	4.5%	2.5%	4.7%	1.8%	4.6%	2.9%
Salming	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.0%
The North Face	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.6%	0.5%
Topo Athletic	0.9%	0.5%	0.9%	0.5%	1.0%	0.5%	0.6%	0.6%	1.1%	0.7%
Under Armour	3.1%	1.0%	3.1%	0.9%	3.3%	1.1%	2.6%	0.5%	3.5%	0.9%
Vasque	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%	0.2%	0.0%
Vibram Five Fingers	1.0%	0.5%	1.0%	0.4%	0.8%	0.4%	0.8%	0.4%	2.4%	1.0%
Zoot	0.3%	0.1%	0.2%	0.1%	0.2%	0.1%	0.3%	0.1%	0.2%	0.0%
Other	1.2%	0.7%	1.2%	0.7%	1.1%	0.6%	1.3%	0.8%	1.7%	1.2%



# Fitness Technology

## FITNESS TECHNOLOGY

① Which of the following fitness training technology products do you currently own? Which of the following fitness training technology products do you intend to buy in the next 12 months? (Please select ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own fitness training technology products	97.3%		97.3%		97.4%		98.1%		96.2%	
Do not own fitness training technology products	2.7%		2.7%		2.6%		1.9%		3.8%	
Intend to buy fitness training technology products in the next 12 months		28.5%		28.5%		28.9%		26.8%		31.3%
Do not intend to buy fitness training technology products in the next 12 months		71.5%		71.5%		71.1%		73.3%		68.7%
<b>Base: Own / Intend to buy fitness training technology products in the next 12 months</b>										
<b>Activity tracker</b>	<b>40.0%</b>	<b>19.6%</b>	39.8%	19.9%	39.4%	18.5%	40.5%	19.6%	39.7%	20.1%
Audio personal coach	1.5%	3.8%	1.5%	3.9%	1.6%	3.1%	1.2%	3.8%	1.1%	7.2%
Cycling computer	4.5%	3.7%	4.6%	3.7%	4.3%	4.0%	4.2%	3.7%	5.0%	4.1%
<b>GPS device</b>	<b>56.5%</b>	<b>34.7%</b>	56.3%	34.6%	55.9%	35.6%	59.0%	34.7%	55.2%	37.1%
Other non-GPS wearable fitness device (i.e., Fitbit, Fuelband, etc.)	18.9%	13.2%	19.1%	13.3%	17.6%	13.4%	20.0%	13.2%	20.5%	12.9%
Heart-rate monitor	25.3%	11.2%	25.2%	10.9%	24.2%	11.5%	25.2%	11.2%	28.6%	14.9%
Running power meter	0.7%	1.5%	0.7%	1.5%	0.7%	1.7%	0.4%	1.5%	0.8%	2.1%
<b>Smartphone app for training</b>	<b>50.8%</b>	12.6%	51.1%	12.7%	51.0%	10.9%	49.5%	12.6%	50.9%	14.9%
<b>Smartwatch</b>	30.1%	<b>37.0%</b>	30.4%	36.9%	30.5%	37.9%	28.7%	37.0%	30.1%	42.8%
Sports watch (no GPS)	5.2%	2.9%	5.1%	2.9%	4.0%	2.9%	6.7%	2.9%	6.2%	1.0%
Other	1.9%	5.9%	1.9%	5.9%	1.8%	5.3%	2.3%	5.9%	2.2%	4.1%

② What percentage of your runs do you use technology (i.e., smartwatch, heart-rate monitor, headphones, cell phone, etc.)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
I use technology on my runs	98.2%	98.2%	—	98.5%	97.9%	97.8%
I never use technology on my runs	1.8%	1.8%	—	1.5%	2.1%	2.2%
<b>Base: I use technology on my runs</b>						
1%–9%	1.7%	1.7%	—	1.6%	2.1%	0.8%
10%–19%	0.6%	0.6%	—	0.7%	0.2%	0.5%
20%–29%	1.1%	1.1%	—	1.0%	0.9%	1.1%
30%–39%	0.6%	0.6%	—	0.6%	0.4%	0.9%
40%–49%	0.5%	0.5%	—	0.4%	0.7%	0.5%
50%–59%	2.3%	2.3%	—	1.8%	2.8%	3.1%
60%–69%	0.6%	0.6%	—	0.5%	0.6%	0.6%
70%–79%	2.5%	2.6%	—	2.5%	2.6%	3.1%
80%–89%	3.9%	4.0%	—	3.9%	4.2%	4.6%
90%–99%	16.4%	16.4%	—	15.7%	16.6%	18.3%
100%	69.6%	69.7%	—	71.3%	68.8%	66.5%
<b>Mean</b>	<b>92.9%</b>	<b>92.9%</b>	<b>—</b>	<b>93.3%</b>	<b>92.7%</b>	<b>93.0%</b>
Median	100.0%	100.0%	—	100.0%	100.0%	100.0%

## RUNNING WITH AUDIO

① Do you listen to audio when you run (i.e., music, podcasts, audio books, etc.)?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Yes	81.3%	81.7%	—	81.8%	80.1%	80.7%
No	18.7%	18.3%	—	18.2%	19.9%	19.3%

② What percentage of your runs involve listening to a run-specific playlist?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Listen to audio while running	81.3%	81.7%	—	81.8%	80.1%	80.7%
Do not listen to audio while running	18.7%	18.3%	—	18.2%	19.9%	19.3%
<b>Base: Listen to audio while running</b>						
Do not listen to run-specific playlist	15.0%	15.1%	—	15.3%	14.9%	13.4%
1%–24%	9.4%	9.5%	—	9.4%	9.6%	9.8%
25%–49%	11.1%	11.0%	—	11.1%	10.6%	12.6%
50%–74%	19.0%	18.8%	—	18.5%	18.6%	20.3%
75%–99%	20.4%	20.5%	—	20.2%	21.0%	19.4%
100%	25.2%	25.0%	—	25.5%	25.3%	24.5%

③ Which brand(s) of headphones do you currently own? Which brand(s) of headphones do you intend to buy in the next 12 months? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own headphones	89.0%		89.2%		89.0%		88.5%		88.6%	
Do not own headphones	11.0%		10.8%		11.0%		11.5%		11.4%	
Plan to buy headphones in the next 12 months	24.2%		24.4%		23.8%		24.5%		26.2%	
Do not plan to buy headphones in the next 12 months	75.8%		75.6%		76.2%		75.5%		73.8%	
<b>Base: Own / Plan to buy headphones in the next 12 months</b>										
Do not know which brand(s) of headphones I intend to buy	56.6%		56.2%		57.5%		53.8%		54.2%	
AfterShokz	6.9%	9.8%	6.9%	10.0%	6.7%	10.8%	8.0%	10.8%	5.7%	7.8%
<b>Apple</b>	<b>34.2%</b>	12.1%	34.2%	12.3%	34.2%	12.4%	31.8%	10.5%	37.8%	12.7%
<b>Beats</b>	<b>11.9%</b>	9.3%	12.0%	9.2%	11.5%	8.3%	12.8%	10.8%	11.3%	12.7%
Bose	8.8%	6.8%	8.8%	6.9%	8.1%	6.3%	9.2%	8.2%	10.1%	6.6%
Jabra	4.0%	2.1%	4.1%	2.0%	3.9%	1.9%	4.5%	2.6%	2.4%	2.4%
Jaybird	8.0%	7.0%	8.0%	7.1%	7.4%	7.3%	8.7%	7.5%	8.5%	7.2%
JBL	6.7%	2.7%	6.7%	2.7%	6.9%	3.1%	6.9%	2.0%	7.0%	3.0%
Sony	10.6%	4.4%	10.5%	4.5%	10.8%	4.8%	8.9%	3.0%	13.4%	6.0%
<b>Yurbuds</b>	<b>11.9%</b>	3.0%	12.0%	3.1%	10.6%	1.7%	13.8%	4.3%	12.7%	4.8%
<b>Other</b>	<b>23.9%</b>	3.9%	23.9%	3.8%	24.1%	2.8%	24.2%	6.6%	22.5%	2.4%

## SPORTS WATCH

① Which brands of sports watch do you currently own? Which brands of sports watch do you intend to buy in the next 12 months? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own sports watch	88.1%		88.0%		87.1%		90.9%		87.2%	
Do not own sports watch	11.9%		12.0%		12.9%		9.1%		12.8%	
Intend to buy sports watch in next 12 months		19.7%		19.8%		20.2%		18.7%		21.7%
Do not intend to buy sports watch in next 12 months		80.3%		80.2%		79.8%		81.3%		78.3%
<b>Base: Own / Intend to buy sports watch in next 12 months</b>										
Do not know which brand(s) of sports watch I intend to buy		21.6%		21.5%		20.1%		22.2%		21.1%
<b>Apple</b>	19.7%	22.1%	20.0%	22.2%	20.6%	22.6%	18.0%	18.8%	17.7%	23.9%
Casio	0.7%	0.4%	0.6%	0.4%	0.7%	0.2%	0.4%	0.9%	0.9%	0.7%
Epson	0.2%	0.0%	0.3%	0.0%	0.2%	0.0%	0.3%	0.0%	0.5%	0.0%
<b>Fitbit</b>	27.8%	17.9%	28.1%	18.2%	27.5%	18.5%	28.2%	17.9%	29.6%	18.3%
<b>Garmin</b>	59.0%	51.2%	58.9%	50.9%	58.0%	51.4%	62.5%	52.1%	58.0%	52.8%
Luminox	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magellan	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Misfit	0.3%	0.4%	0.3%	0.4%	0.2%	0.4%	0.4%	0.4%	0.2%	0.7%
New Balance	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.2%	0.0%
Polar	3.1%	2.3%	2.9%	2.3%	2.7%	2.2%	3.3%	2.6%	3.7%	1.4%
Rolex	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Soleus	0.3%	0.2%	0.3%	0.2%	0.3%	0.4%	0.4%	0.0%	0.4%	0.0%
Suunto	0.9%	1.4%	1.0%	1.3%	1.1%	1.1%	0.5%	1.3%	0.7%	2.8%
Tag Heuer	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.4%	0.2%	0.0%
Timex IRONMAN	4.1%	2.0%	4.1%	1.9%	3.2%	2.2%	5.0%	2.6%	4.8%	1.4%
TomTom	2.9%	1.1%	2.8%	1.1%	2.6%	1.3%	3.3%	1.3%	3.5%	0.7%
Other	2.6%	1.8%	2.5%	1.7%	2.8%	1.6%	2.7%	2.6%	2.3%	1.4%



Fitness Equipment

## FITNESS EQUIPMENT

① Which of the following fitness equipment do you currently own? Which of the following fitness equipment do you intend to buy in the next 12 months? (Please select ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own fitness equipment	90.3%		90.3%		89.3%		90.3%		90.4%	
Do not own fitness equipment	9.7%		9.7%		10.7%		9.7%		9.6%	
Plan to buy fitness equipment in next 12 months		27.2%		27.4%		27.9%		26.5%		27.0%
Do not plan to buy fitness equipment in next 12 months		72.8%		72.6%		72.1%		73.5%		73.0%
<b>Base: Own / Plan to buy fitness equipment in next 12 months</b>										
Elliptical machine	13.3%	6.0%	13.4%	6.1%	12.9%	5.6%	13.3%	5.3%	11.5%	10.8%
Endless pool	0.4%	0.9%	0.4%	0.9%	0.2%	1.0%	0.4%	0.6%	0.9%	0.6%
<b>Resistance bands / TRX</b>	<b>50.6%</b>	<b>16.7%</b>	50.5%	16.4%	48.7%	15.2%	50.6%	17.6%	49.9%	19.8%
Stationary bicycle / Spin bike / Resistance trainer, Smart trainer	23.1%	16.0%	23.4%	16.1%	21.7%	14.6%	23.1%	16.9%	22.9%	19.8%
<b>Strength (workout bench) / Weight lifting equipment</b>	<b>53.4%</b>	<b>47.8%</b>	53.8%	48.1%	53.3%	49.5%	53.4%	43.3%	47.7%	49.1%
<b>Treadmill</b>	40.5%	<b>28.3%</b>	40.9%	28.1%	38.8%	28.2%	40.5%	27.6%	35.2%	32.3%
<b>Yoga mat / blocks</b>	<b>77.2%</b>	15.3%	77.2%	15.2%	77.5%	14.3%	77.2%	16.9%	74.7%	18.6%
Other	8.3%	11.1%	8.1%	11.0%	7.3%	11.4%	8.3%	10.7%	10.8%	6.6%



# Hydration and Nutrition

## HYDRATION ACCESSORIES

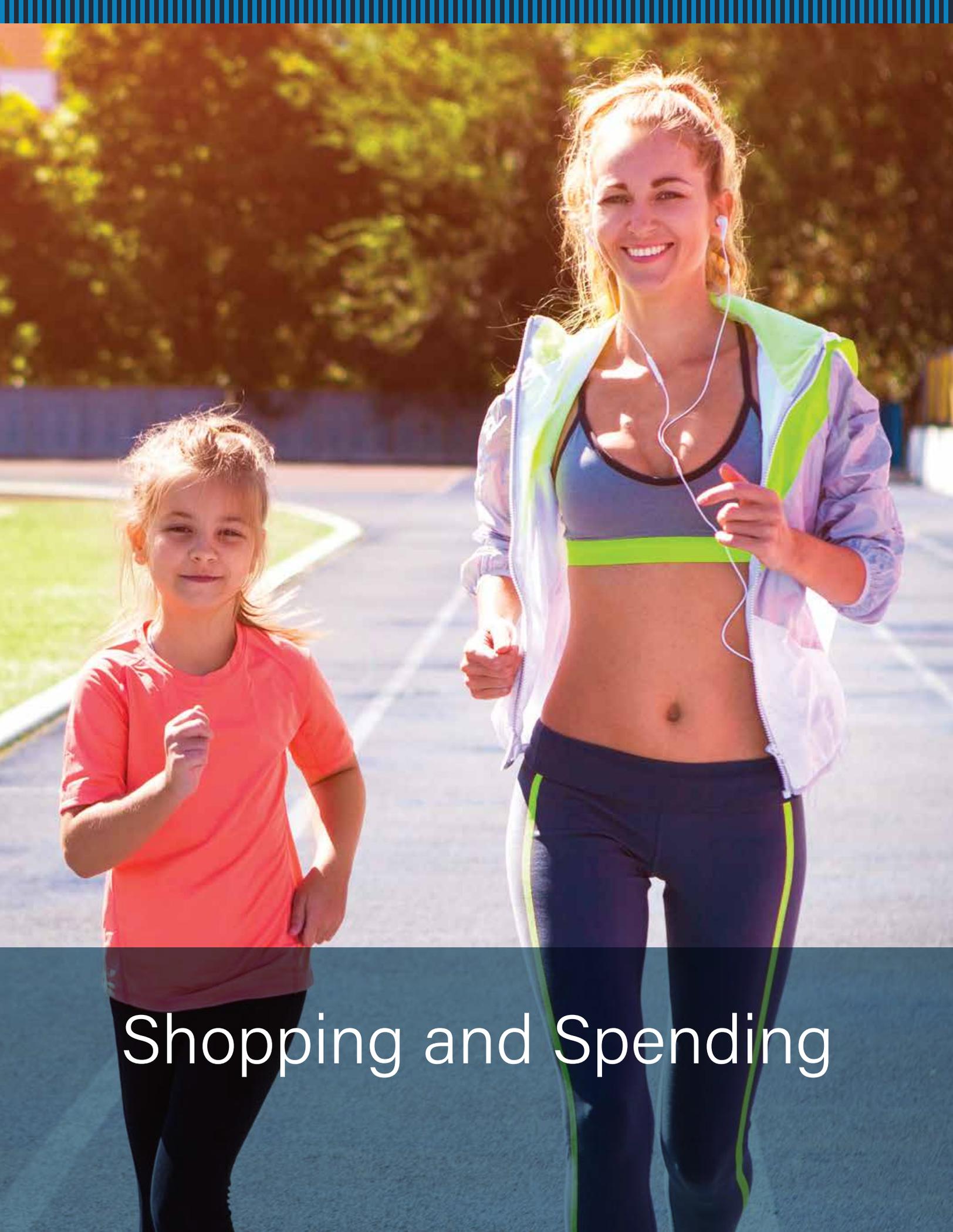
① Which type(s) of hydration accessories do you currently own? Which type(s) of hydration accessories do you intend to buy in the next 12 months? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	Own	Intend	Own	Intend	Own	Intend	Own	Intend	Own	Intend
Own hydration accessories	78.8%		78.8%		77.8%		81.9%		76.0%	
Do not own hydration accessories	21.2%		21.2%		22.2%		18.1%		24.0%	
Intend to buy hydration accessories in the next 12 months		18.5%		18.3%		18.9%		17.2%		21.7%
Do not intend to buy hydration accessories in the next 12 months		81.5%		81.7%		81.2%		82.8%		78.3%
<b>Base: Own / Intend to buy hydration accessories in the next 12 months</b>										
<b>Belt</b>	<b>49.3%</b>	<b>29.0%</b>	48.9%	28.2%	48.2%	28.0%	51.8%	30.5%	45.1%	31.2%
<b>Hand-held bottle</b>	<b>68.3%</b>	<b>40.6%</b>	68.9%	41.4%	67.4%	39.6%	70.1%	40.5%	70.8%	47.8%
<b>Pack</b>	<b>38.0%</b>	<b>44.9%</b>	37.9%	44.7%	37.9%	45.6%	38.0%	38.1%	40.2%	47.8%
Other	2.1%	7.1%	2.1%	7.2%	2.3%	7.4%	1.8%	8.1%	1.6%	3.6%

# NUTRITION

① Which of the following sports nutrition products do you regularly use? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Use sports nutrition products	86.9%	87.1%	—	87.2%	88.8%	83.6%
Don't regularly use sports nutrition products	13.1%	12.9%	—	12.8%	11.2%	16.4%
<b>Base: Use sports nutrition products</b>						
<b>Bars</b>	<b>44.0%</b>	<b>44.3%</b>	—	<b>42.4%</b>	<b>44.8%</b>	<b>46.6%</b>
Energy drink	26.3%	26.3%	—	26.8%	26.8%	24.8%
Energy shot	6.0%	5.9%	—	5.8%	6.1%	6.9%
Gels	41.9%	41.8%	—	41.1%	42.7%	43.7%
Gummies	32.1%	32.3%	—	31.5%	33.9%	33.2%
Immunity boosters	5.4%	5.4%	—	5.1%	5.5%	6.2%
Multi-vitamins	38.1%	38.4%	—	35.7%	41.8%	38.6%
Pre/Probiotics	19.5%	19.7%	—	18.5%	20.2%	21.8%
<b>Protein bars / bites</b>	<b>46.4%</b>	<b>46.5%</b>	—	<b>46.2%</b>	<b>46.1%</b>	<b>45.1%</b>
Recovery beverages / shakes / mixes	32.7%	32.8%	—	32.7%	32.6%	34.1%
Salt supplements	11.8%	11.8%	—	11.8%	11.4%	12.7%
<b>Sports drinks / electrolytes</b>	<b>62.3%</b>	<b>62.3%</b>	—	<b>62.6%</b>	<b>62.1%</b>	<b>62.3%</b>
Supplements	20.0%	20.0%	—	18.0%	22.1%	21.3%
Other	2.6%	2.6%	—	2.6%	2.7%	2.4%



# Shopping and Spending

## SHOPPING AND SPENDING

① How much would you have to spend to replace all of the sports equipment & gear, training products, athletic apparel and shoes you own?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Less than \$1,000	23.8%	23.7%	—	25.1%	19.2%	26.0%
\$1,000–\$1,999	23.6%	23.5%	—	25.7%	20.9%	22.1%
\$2,000–\$2,999	18.5%	18.4%	—	18.0%	18.5%	18.1%
\$3,000–\$3,999	10.6%	10.7%	—	10.4%	10.9%	10.9%
\$4,000–\$4,999	5.3%	5.4%	—	5.2%	6.8%	4.2%
\$5,000–\$5,999	7.3%	7.4%	—	6.3%	9.5%	7.8%
\$6,000–\$6,999	2.5%	2.5%	—	2.0%	3.7%	1.9%
\$7,000–\$9,999	2.7%	2.7%	—	2.3%	3.6%	2.5%
\$10,000–\$14,999	3.7%	3.7%	—	3.3%	4.3%	4.2%
\$15,000–\$24,999	1.2%	1.1%	—	0.9%	1.5%	1.4%
\$25,000 or more	0.9%	0.9%	—	0.7%	1.1%	0.9%
<b>Mean</b>	<b>\$3,233</b>	<b>\$3,235</b>	—	<b>\$2,997</b>	<b>\$3,723</b>	<b>\$3,272</b>
Median	\$2,140	\$2,151	—	\$1,969	\$2,533	\$2,103

② How much did you spend on running and fitness purchases combined in the last 12 months? (Please consider all equipment, clothing, nutritional supplements, race entry fees, coaching services, training software, heart-rate monitors, etc.)

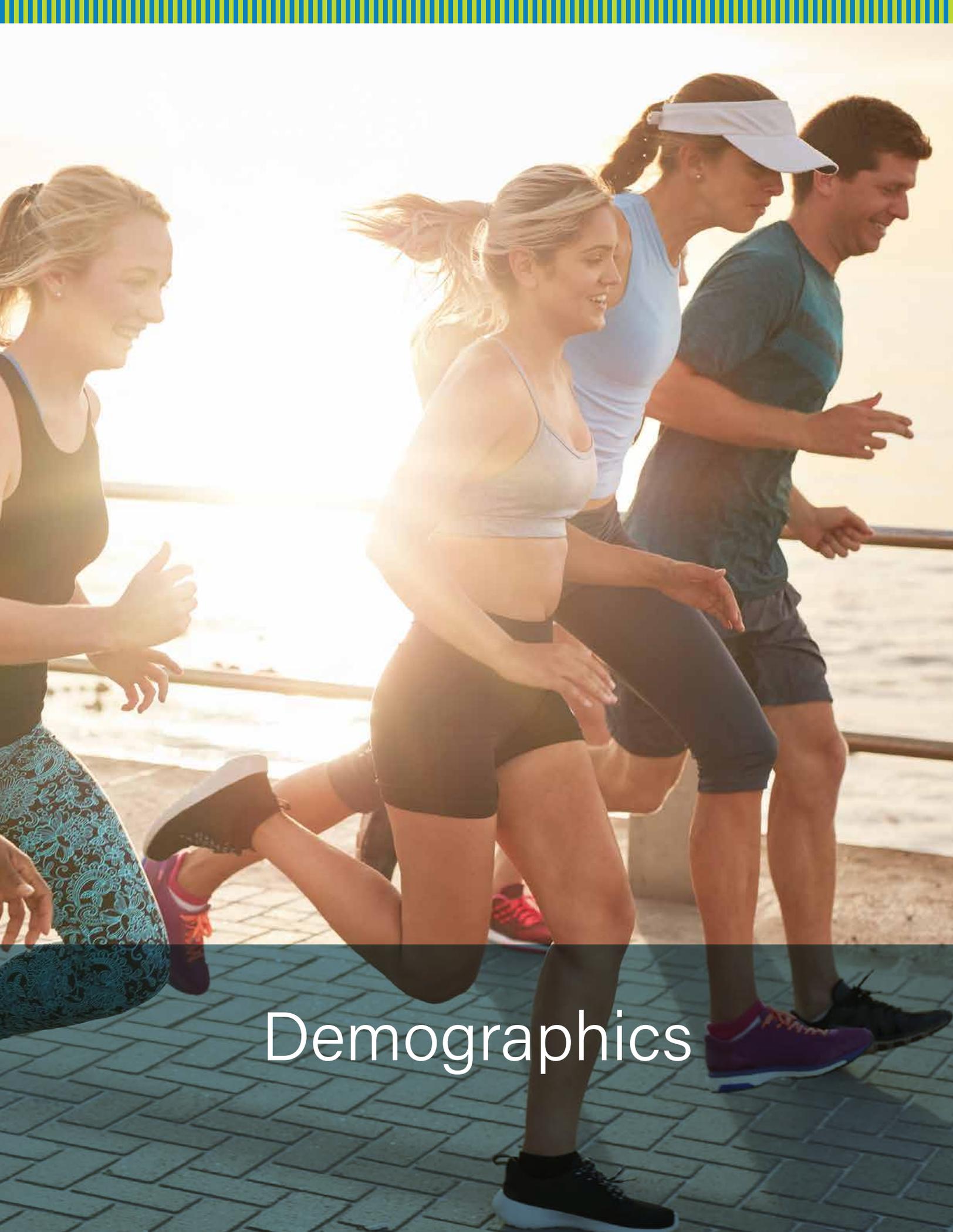
	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Purchased endurance sports-related items in last 12 months	98.1%	98.1%	—	97.7%	98.5%	98.8%
Did not purchase endurance sports-related items in last 12 months	1.9%	1.9%	—	2.3%	1.5%	1.2%
<b>Base: Purchased endurance sports-related items in last 12 months</b>						
Less than \$500	24.3%	24.3%	—	26.0%	18.8%	25.8%
\$500–\$999	27.3%	27.2%	—	27.0%	28.3%	27.8%
\$1,000–\$1,499	18.4%	18.5%	—	18.9%	17.6%	17.3%
\$1,500–\$1,999	10.2%	10.1%	—	9.8%	11.2%	9.4%
\$2,000–\$2,499	8.5%	8.5%	—	7.9%	10.2%	8.0%
\$2,500–\$4,999	7.1%	7.2%	—	6.7%	8.6%	7.2%
\$5,000–\$7,499	2.8%	2.8%	—	2.6%	3.5%	3.0%
\$7,500–\$9,999	0.8%	0.8%	—	0.7%	1.1%	0.9%
\$10,000 or more	0.6%	0.6%	—	0.5%	0.7%	0.5%
<b>Mean amount spent</b>	<b>\$1,438</b>	<b>\$1,440</b>	—	<b>\$1,376</b>	<b>\$1,611</b>	<b>\$1,422</b>
Median amount spent	\$971	\$972	—	\$945	\$1,052	\$935

③ From what retailers have you made a purchase in the past 12 months in-person or online? (Please check ALL that apply.)

	TOTAL		US		SOCIAL		PRINT		ONLINE	
	In-person	Online	In-person	Online	In-person	Online	In-person	Online	In-person	Online
Visited a retailer in-person or made a purchase from a retailer online in the last 12 months	76.2%	76.5%	76.1%	76.3%	75.6%	75.7%	75.1%	76.3%	78.5%	77.8%
Did not visit a retailer in-person or made a purchase from a retailer online in the last 12 months (check any box in row)	23.8%	23.5%	23.9%	23.7%	24.4%	24.3%	24.9%	23.7%	21.5%	22.2%
<b>Base: Visited a retailer in-person or made a purchase from a retailer online in the last 12 months</b>										
Department store (i.e., Macy's, Nordstrom, etc.)	46.7%	26.2%	46.9%	26.6%	47.4%	26.6%	49.4%	25.6%	42.1%	28.3%
<b>Discount stores (i.e., Kohl's, TJ Maxx, etc.)</b>	<b>78.6%</b>	18.3%	80.0%	18.6%	80.6%	18.6%	82.2%	19.4%	69.6%	16.2%
<b>General merchandise (i.e., Target, Walmart, etc.)</b>	<b>98.5%</b>	<b>32.7%</b>	99.9%	33.5%	99.9%	34.4%	99.9%	33.0%	89.7%	26.9%
<b>Online-only retailers (i.e., Amazon, eBay, etc.)</b>	0.0%	<b>83.8%</b>	0.0%	84.4%	0.0%	84.5%	0.0%	82.5%	0.0%	83.2%
Outdoor retailer (i.e., REI)	47.2%	27.1%	47.7%	27.3%	46.5%	26.4%	48.2%	26.6%	48.7%	27.9%
<b>Running specialty stores (i.e., Fleet Feet)</b>	<b>87.1%</b>	22.6%	87.4%	22.2%	87.8%	21.3%	91.6%	24.9%	79.3%	22.8%
Small boutiques	34.7%	5.5%	34.9%	5.5%	34.8%	5.8%	35.6%	5.0%	33.0%	5.6%
Shoe retailers (i.e., Footlocker, Finish Line, etc.)	34.6%	17.5%	34.2%	17.6%	36.4%	17.4%	36.0%	18.7%	27.8%	16.8%
<b>Sports brand store (i.e., Nike, Lululemon, etc.)</b>	55.3%	<b>38.0%</b>	55.0%	38.0%	54.6%	37.3%	56.8%	36.8%	53.1%	40.9%
Sports retailers (i.e., Dick's Sporting Goods, Big 5 Sporting Goods, etc.)	78.3%	26.1%	79.1%	26.4%	79.7%	26.2%	83.2%	27.2%	67.8%	24.4%
Triathlon retailer (i.e., TriSports)	9.1%	9.1%	9.0%	9.0%	9.0%	9.0%	8.1%	8.1%	10.9%	10.9%
Other	2.6%	2.6%	2.5%	2.5%	2.3%	2.3%	2.9%	2.9%	3.2%	3.2%

④ Do you subscribe to any of the following subscription services? (Please check ALL that apply.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Subscribe to subscription services	74.0%	75.1%	—	74.0%	75.0%	71.1%
Do not subscribe to subscription services	26.0%	24.9%	—	26.0%	25.0%	28.9%
<b>Base: Subscribe to subscription services</b>			—			
Amazon Prime / Amazon Fresh	94.9%	95.1%	—	95.3%	93.5%	95.7%
Beauty / grooming themed monthly boxes	8.3%	8.4%	—	7.7%	9.3%	8.8%
Grocery delivery service	4.8%	4.7%	—	5.2%	3.9%	5.4%
Nutrition / health monthly boxes	2.9%	2.9%	—	2.6%	3.9%	2.5%
Pet-themed monthly boxes	3.1%	3.2%	—	2.6%	5.1%	2.3%
Prepared dinner services (i.e., HelloFresh, Sun Basket, Blue Apron)	6.5%	6.6%	—	6.2%	7.4%	7.0%
Running-themed monthly boxes (i.e., The RunnerBox, StrideBox, etc.)	3.4%	3.4%	—	2.3%	6.1%	3.6%
Other subscription service	3.2%	3.1%	—	2.7%	4.7%	1.6%



# Demographics

# DEMOGRAPHICS

## ① What is your primary country of residence?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
United States	96.3%	100.0%	—	96.3%	97.9%	95.5%
Canada	1.4%	0.0%	—	1.4%	0.7%	1.9%
Other international (Not U.S. or Canada)	2.2%	0.0%	—	2.3%	1.4%	2.6%

## ② What state do you live in?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
<b>Base: United States</b>						
AL Alabama	1.1%	1.1%	—	1.2%	0.9%	0.8%
AK Alaska	0.6%	0.6%	—	0.7%	0.5%	0.4%
AZ Arizona	2.1%	2.1%	—	1.6%	2.6%	2.3%
AR Arkansas	0.8%	0.8%	—	0.9%	0.7%	1.3%
<b>CA California</b>	<b>8.1%</b>	<b>8.1%</b>	<b>—</b>	<b>7.5%</b>	<b>9.0%</b>	<b>8.5%</b>
CO Colorado	3.1%	3.1%	—	3.0%	2.8%	4.1%
CT Connecticut	1.3%	1.3%	—	1.3%	1.5%	0.4%
DE Delaware	0.4%	0.4%	—	0.4%	0.3%	0.8%
DC District of Columbia	0.4%	0.4%	—	0.4%	0.2%	0.5%
FL Florida	5.3%	5.3%	—	5.4%	5.3%	5.0%
GA Georgia	2.2%	2.2%	—	2.2%	2.8%	1.4%
HI Hawaii	0.3%	0.3%	—	0.3%	0.3%	0.1%
ID Idaho	0.6%	0.6%	—	0.6%	0.7%	0.4%
IL Illinois	4.2%	4.2%	—	4.1%	5.0%	2.6%
IN Indiana	2.1%	2.1%	—	1.9%	2.4%	2.5%
IA Iowa	1.5%	1.5%	—	1.7%	1.5%	1.4%
KS Kansas	1.2%	1.2%	—	1.3%	1.2%	1.1%
KY Kentucky	1.2%	1.2%	—	1.2%	1.3%	1.3%
LA Louisiana	1.0%	1.0%	—	0.9%	1.0%	1.0%
ME Maine	0.9%	0.9%	—	0.9%	0.7%	1.3%
MD Maryland	2.4%	2.4%	—	2.5%	2.3%	2.1%
MA Massachusetts	3.1%	3.1%	—	3.3%	3.2%	3.5%
MI Michigan	3.4%	3.4%	—	3.1%	4.6%	3.0%
MN Minnesota	2.9%	2.9%	—	2.9%	2.8%	3.4%
MS Mississippi	0.6%	0.6%	—	0.6%	0.4%	0.4%
MO Missouri	1.9%	1.9%	—	2.4%	1.5%	1.1%
MT Montana	0.7%	0.7%	—	0.6%	0.9%	0.9%
NE Nebraska	0.7%	0.7%	—	0.8%	0.6%	0.6%
NV Nevada	0.8%	0.8%	—	0.8%	0.7%	1.1%
NH New Hampshire	1.0%	1.0%	—	1.1%	1.3%	0.6%

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
NJ New Jersey	2.5%	2.5%	—	2.3%	2.6%	2.9%
NM New Mexico	0.7%	0.7%	—	0.7%	0.3%	1.1%
<b>NY New York</b>	<b>5.9%</b>	<b>5.9%</b>	<b>—</b>	<b>5.4%</b>	<b>6.2%</b>	<b>6.9%</b>
NC North Carolina	3.0%	3.0%	—	2.8%	3.2%	3.5%
ND North Dakota	0.3%	0.3%	—	0.3%	0.2%	0.1%
OH Ohio	3.8%	3.8%	—	3.7%	4.4%	3.3%
OK Oklahoma	0.9%	0.9%	—	0.9%	0.9%	0.9%
OR Oregon	1.7%	1.7%	—	2.1%	1.2%	1.1%
PA Pennsylvania	4.9%	4.9%	—	4.9%	4.4%	5.8%
RI Rhode Island	0.3%	0.3%	—	0.2%	0.4%	0.4%
SC South Carolina	1.1%	1.1%	—	1.2%	0.9%	1.3%
SD South Dakota	0.4%	0.4%	—	0.5%	0.5%	0.4%
TN Tennessee	1.6%	1.6%	—	1.4%	1.7%	2.1%
<b>TX Texas</b>	<b>5.8%</b>	<b>5.8%</b>	<b>—</b>	<b>6.1%</b>	<b>4.3%</b>	<b>6.3%</b>
UT Utah	1.0%	1.0%	—	1.2%	0.5%	0.5%
VT Vermont	0.5%	0.5%	—	0.5%	0.7%	0.3%
VA Virginia	3.5%	3.5%	—	4.0%	2.6%	2.9%
WA Washington	3.0%	3.0%	—	2.9%	2.7%	2.4%
WV West Virginia	0.4%	0.4%	—	0.4%	0.3%	0.5%
WI Wisconsin	2.8%	2.8%	—	2.7%	2.8%	3.6%
WY Wyoming	0.3%	0.3%	—	0.3%	0.5%	0.4%

③ What is the highest level of education you have completed or the highest degree you have received?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Less than high school graduate	0.1%	0.1%	1	0.2%	0.2%	0.0%
Graduated high school or received equivalent degree (e.g., GED)	4.5%	4.2%	14	4.4%	5.5%	4.8%
Attended college but did not graduate	11.5%	11.7%	41	11.9%	10.9%	12.0%
Associate degree	10.7%	10.7%	104	10.8%	11.6%	9.5%
Graduated from 4-year college	32.8%	32.9%	172	32.4%	32.4%	33.9%
Post-graduate study without degree	5.5%	5.5%	—	5.2%	5.8%	5.5%
Master's degree	26.5%	26.5%	328	27.2%	25.6%	24.5%
Professional school degree	3.4%	3.3%	233	3.1%	3.7%	3.4%
Doctorate degree	5.1%	5.1%	414	4.9%	4.4%	6.4%
Any college	95.4%	95.7%	164	95.5%	94.3%	95.2%
Graduated college or more	73.2%	73.3%	245	72.9%	71.8%	73.6%
Any post-graduate study	40.4%	40.4%	—	40.4%	39.4%	39.8%

④ Which of the following categories best describes your occupation?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Professional and related occupations	50.8%	50.8%	363	51.3%	50.5%	48.2%
Management, business and financial operations	17.1%	17.0%	168	16.6%	18.0%	17.3%
Sales and office occupations	8.2%	8.3%	62	8.6%	7.5%	9.0%
Natural resources, construction and maintenance occupations	1.1%	1.1%	19	1.0%	1.1%	1.6%
Other employed	15.3%	15.4%	86	16.8%	13.0%	14.9%
Student	2.6%	2.6%	92	2.5%	1.6%	5.0%
Retired	4.9%	4.9%	26	3.2%	8.4%	4.1%
Professionals / Management	67.9%	67.8%	281	67.9%	68.4%	65.5%

⑤ What is your current marital status?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Never married	13.9%	13.5%	48	13.3%	11.8%	19.4%
Married	71.1%	71.5%	135	73.1%	72.7%	61.9%
Widowed	0.7%	0.7%	11	0.4%	1.3%	0.3%
Divorced	7.1%	7.2%	69	6.7%	7.3%	7.7%
Separated (legally)	0.5%	0.5%	24	0.3%	0.7%	0.8%
Engaged	1.5%	1.4%	29	1.2%	1.4%	2.7%
Living with partner/fiancé/boyfriend or girlfriend (same or opposite sex)	5.2%	5.2%	58	4.9%	4.7%	7.2%

⑥ Counting yourself, how many people are currently living in your household?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
One	11.9%	11.6%	81	11.4%	10.9%	14.4%
Two	36.7%	36.9%	119	32.3%	42.7%	41.0%
Three	18.1%	18.1%	93	18.4%	18.7%	16.2%
Four	22.2%	22.3%	125	24.9%	19.2%	18.3%
Five	7.8%	7.8%	82	9.2%	6.1%	6.7%
Six	2.2%	2.2%	52	2.7%	1.6%	1.7%
Seven or more	1.1%	1.1%	393	1.1%	0.8%	1.7%
<b>Mean</b>	<b>2.9</b>	<b>2.9</b>	—	<b>3.0</b>	<b>2.7</b>	<b>2.7</b>
Median	3.0	3.0	—	3.2	2.9	2.9

⑦ How many of the people living in your household are children under the age of 18?

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Any children in HH	43.8%	44.2%	114	49.8%	37.8%	35.8%
None	56.2%	55.8%	91	50.2%	62.2%	64.2%
<b>Base: Any children in HH</b>						
One	37.4%	37.6%	94	35.0%	40.2%	41.7%
Two	44.7%	44.6%	123	45.8%	44.6%	39.5%
Three	13.6%	13.6%	87	14.7%	11.7%	14.9%
Four	2.9%	2.9%	57	2.9%	3.0%	2.2%
Five or more	1.3%	1.4%	45	1.5%	0.4%	1.8%
<b>Mean</b>	<b>1.9</b>	<b>1.9</b>	<b>—</b>	<b>1.9</b>	<b>1.8</b>	<b>1.8</b>
Median	2.3	2.3	—	2.3	2.2	2.2

⑧ Please select the answer which best describes the total combined income before taxes of all members of your household in 2017. (Please include all income for yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, capital gains, rental income, interest, cash gifts, pensions, etc.)

	TOTAL	US	INDEX	SOCIAL	PRINT	ONLINE
Answered	83.8%	84.0%	—	84.4%	83.6%	82.4%
Preferred not to answer	16.2%	16.0%	—	15.6%	16.4%	17.6%
<b>Base: Answered</b>						
Less than \$25,000	2.1%	2.0%	12	1.9%	1.7%	2.5%
\$25,000–\$34,999	3.6%	3.4%	38	3.5%	3.1%	4.4%
\$35,000–\$49,999	6.6%	6.5%	52	6.5%	6.3%	8.6%
\$50,000–\$74,999	17.4%	17.4%	98	18.5%	14.7%	17.5%
\$75,000–\$99,999	19.1%	19.2%	144	20.6%	16.5%	19.8%
\$100,000–\$149,999	25.4%	25.7%	157	26.0%	28.5%	20.6%
\$150,000–\$199,999	13.8%	13.8%	178	11.8%	16.0%	15.2%
\$200,000–\$249,999	6.0%	6.0%	203	5.5%	7.1%	5.7%
\$250,000–\$299,999	3.1%	3.2%	—	3.2%	3.4%	2.7%
\$300,000–\$499,999	1.9%	2.0%	—	1.8%	1.9%	1.5%
\$500,000–\$999,999	0.9%	0.9%	—	0.6%	0.8%	1.3%
\$1,000,000–\$4,999,999	0.0%	0.0%	—	0.0%	0.0%	0.2%
\$5,000,000 or more	0.0%	0.0%	—	0.0%	0.1%	0.0%
\$300,000 or more	2.9%	2.9%	—	2.4%	2.8%	3.0%
\$250,000 or more	6.0%	6.1%	191	5.6%	6.1%	5.7%
\$200,000 or more	12.0%	12.1%	196	11.1%	13.2%	11.4%
\$150,000 or more	25.8%	25.8%	186	22.9%	29.2%	26.7%
\$100,000 or more	51.3%	51.5%	170	48.9%	57.7%	47.2%
\$75,000 or more	70.4%	70.7%	162	69.5%	74.2%	67.0%
<b>Mean HHI</b>	<b>\$126,825</b>	<b>\$127,220</b>	<b>—</b>	<b>\$119,838</b>	<b>\$134,661</b>	<b>\$127,933</b>
Median HHI	\$102,476	\$102,934	—	\$97,935	\$113,581	\$96,514

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