YEAR IN SPORT

STRAVA

2019

Introduction

This year marks the tenth anniversary of Strava – 10 years of better connecting athletes to one another and to the sports they love. With 48 million members, including half the peloton at the Tour de France and one in three runners at the Boston Marathon, Strava serves as both a source of motivation and a record book for everyday athletes and the world's best alike.

Here are some of the most interesting findings from another big year in sport.

19 million activities per week

1 million new athletes per month

195 countries

33 sports

Annual totals in this document are from 10/1/2018 to 9/30/2019.

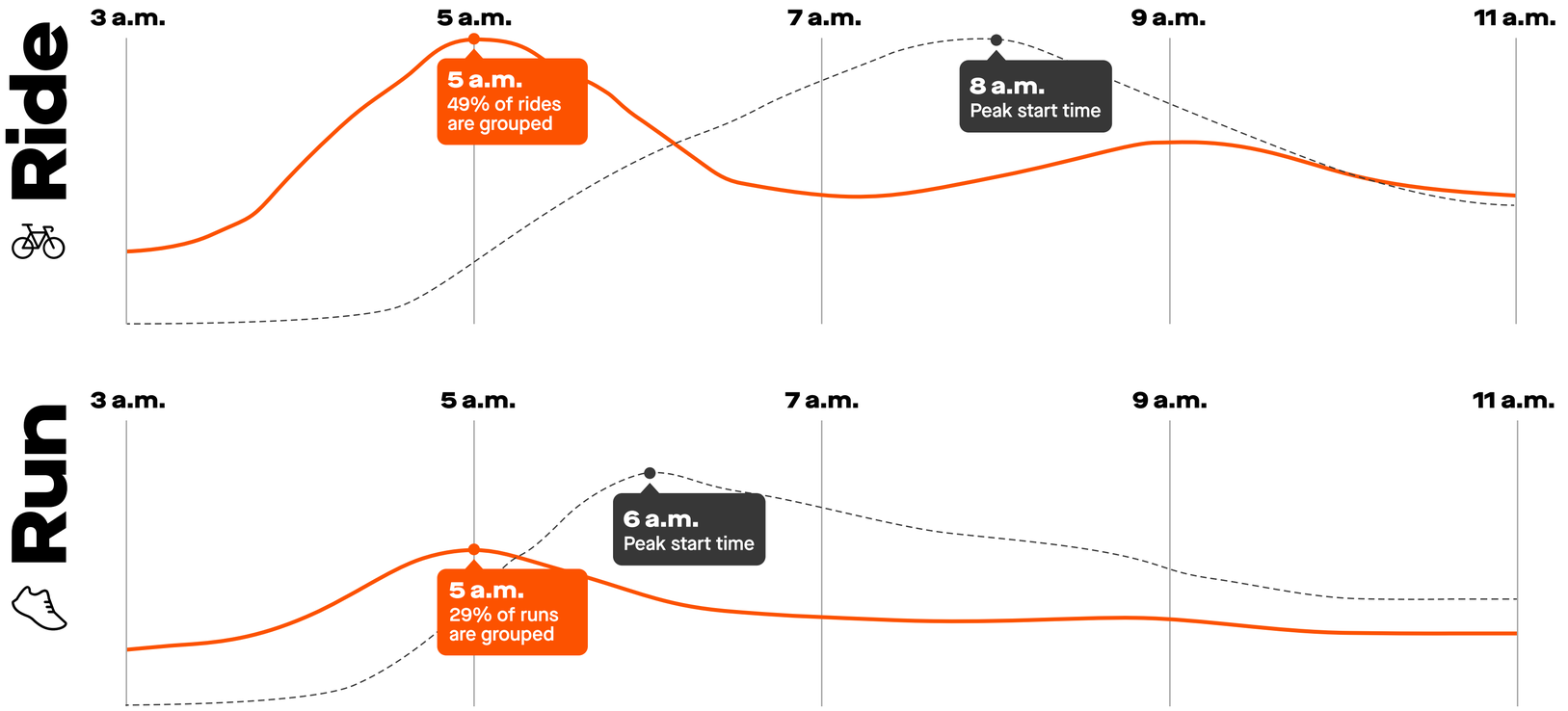
Table of Contents

People keep people active

Find a friend, training partner or club and you're more likely to beat your morning alarm and upload more activities overall.

Up and at 'em

Most runners and riders head out between 6 a.m. and 8 a.m. on the weekdays, but if they start earlier, they're much more likely to be going with others.



Clubs

Athletes in a club upload around **10% more activities** the month after they join.

Groups

Group rides cover **2x the distance** of solo rides on average.

Social Stats

One in four activities in the U.S. is done with at least one other person.

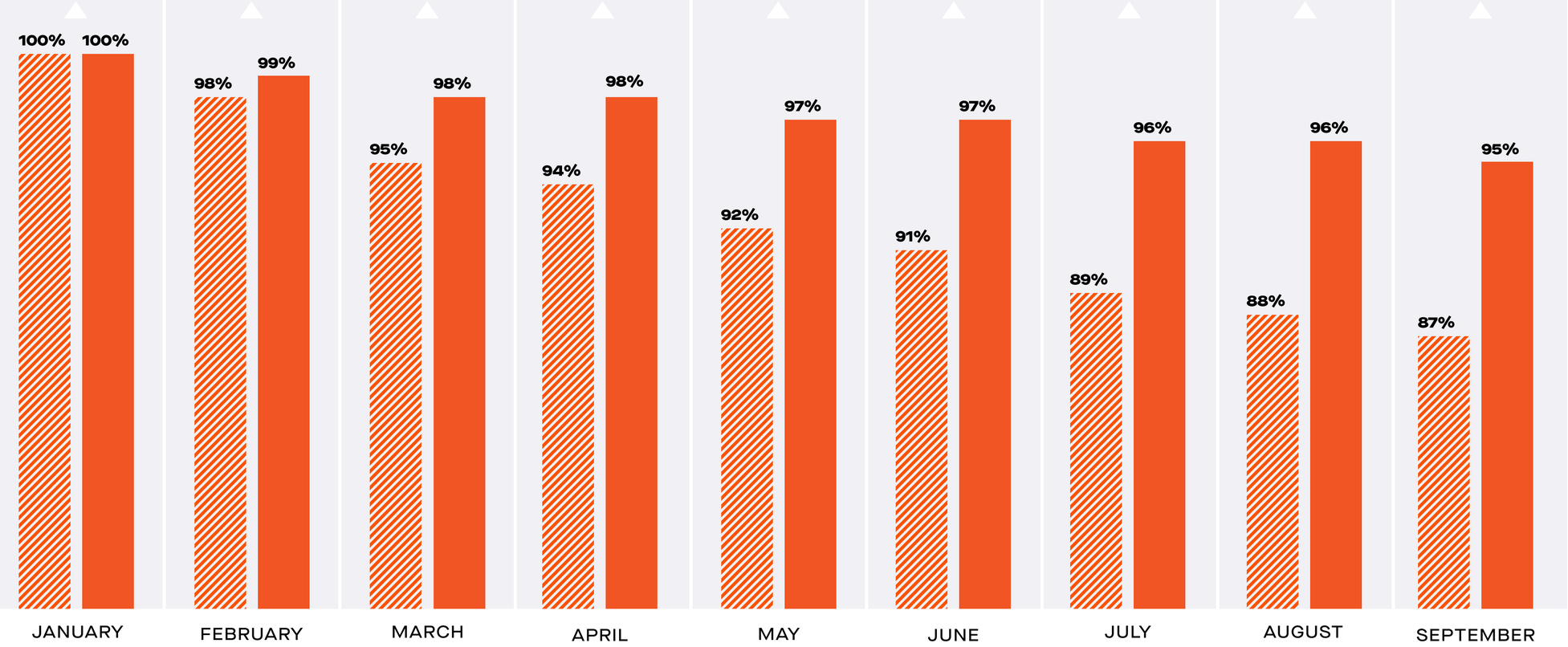
KUDOS GIVEN IN THE US THIS YEAR

627,750,049

Plan for success
Strava Summit athletes who set goals in January are increasingly likely to remain active as the year goes on.

Share of athletes active in January who are still active in later months

NO GOAL GOAL



The secret to motivation

There's no one way to stay motivated, but there are common threads: Set your sights on a goal for the long term, and realize the path to success might not be a direct one.

Raise the bar

Athletes aiming for three activities a week instead of two tend to be more consistent, resulting in **2x more activities over the year.**

Mix it up

Marathoners who improved their PRs **increased their non-run activity by 13%.**

Invest in you

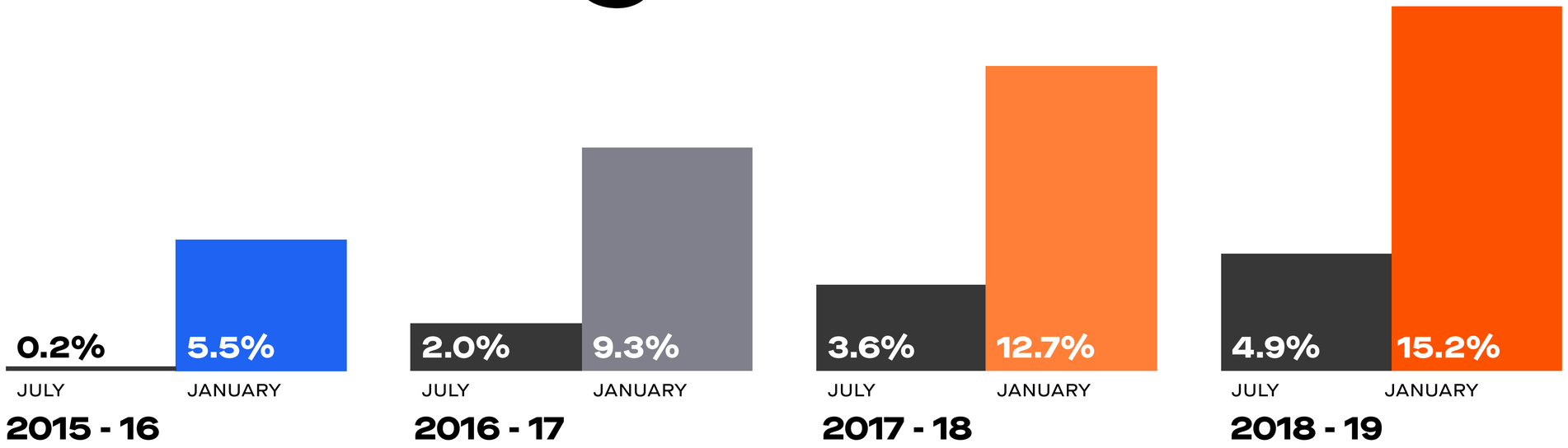
In their first 6 months on Strava Summit, athletes upload an average of **2 more activities a month.**

Indoor season is 12 months long

Training inside isn't just for bad-weather days anymore. New tech and the rising popularity of studio classes make pedaling indoors a compelling and convenient way to stay fit.

All year round
As virtual riding platforms like Zwift and TrainerRoad continue to grow, athletes are increasingly riding indoors during both summer and winter months.

Share of cyclists uploading virtual rides



On and off the bike
It's no surprise that the majority of virtual riders are cyclists, but when it comes to indoor cycling classes, the split is even between runners and riders.

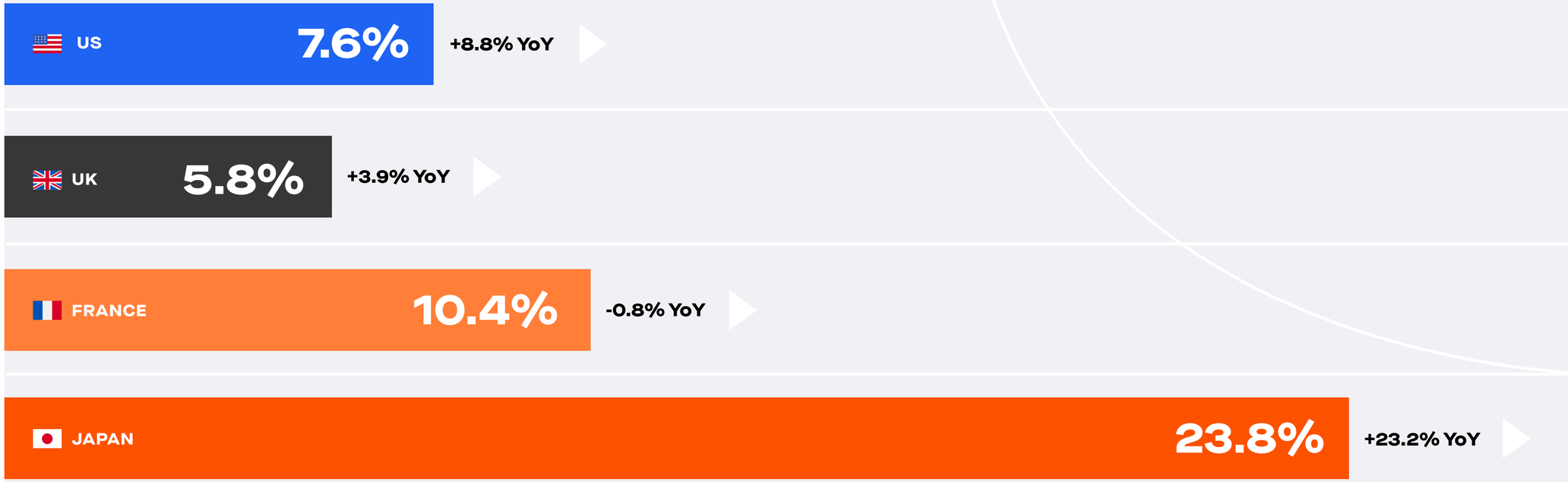
VIRTUAL RIDES	
CYCLISTS	67%
RUNNERS	30%
OTHER	3%

CYCLING CLASSES	
CYCLISTS	45%
RUNNERS	44%
OTHER	11%

Training for Alpe d'Huez?
For athletes trying to cut time in real life, riding the virtual climb twice saves a minute on average compared to practicing it only once.

VR ATTEMPTS	TIME SAVED IN REAL LIFE
2	1 minute
5	2 minutes

Searching for more
Endurance running is gaining popularity worldwide, and the biggest boost this year was seen in Japan.

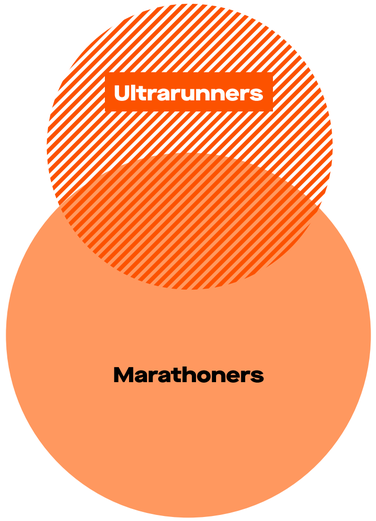


Share of runners who've completed a marathon or ultra* this year

*Ultramarathon = 50K or greater

Running's future is farther

Running a marathon is a major accomplishment for just about anyone, and more and more athletes are taking on the challenge. Then, of course, there are those who are taking it even farther.



Straight into the deep end
While the 26.2 distance might seem a necessary step to an ultra,

51%

of ultra runners on Strava have never uploaded a marathon.

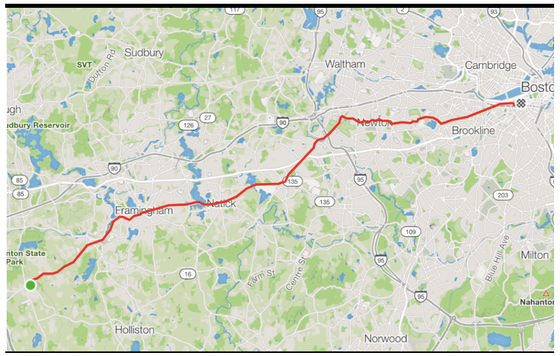
World's hottest gear

From running shoes with carbon plates to bikes that go off the beaten path, Strava data illuminates the must-have gear of 2019.

MOST POPULAR SHOES AT

Boston Marathon

COMPARISON BY **PERCENTAGE OF RUNNERS**



Nike Zoom Vaporfly 4%	12.4%
Nike Pegasus	5.3%
Hoka One One Clifton	4.8%
Nike Zoom Fly	4.2%
Saucony Kinvara	3.8%

Fastest Growing Shoes

COMPARISON BY **YEAR-OVER-YEAR GROWTH**

1	Hoka One One Carbon X
2	Adidas Solar Glide
3	New Balance Fresh Foam Beacon
4	Adidas Solarboost
5	Hoka One One Torrent

Fastest Growing Bikes

COMPARISON BY **YEAR-OVER-YEAR GROWTH**

1	Trek Checkpoint
2	Orbea Oiz
3	Canyon Neuron
4	Orbea Terra
5	Trek Marlin

Fastest Growing Tech

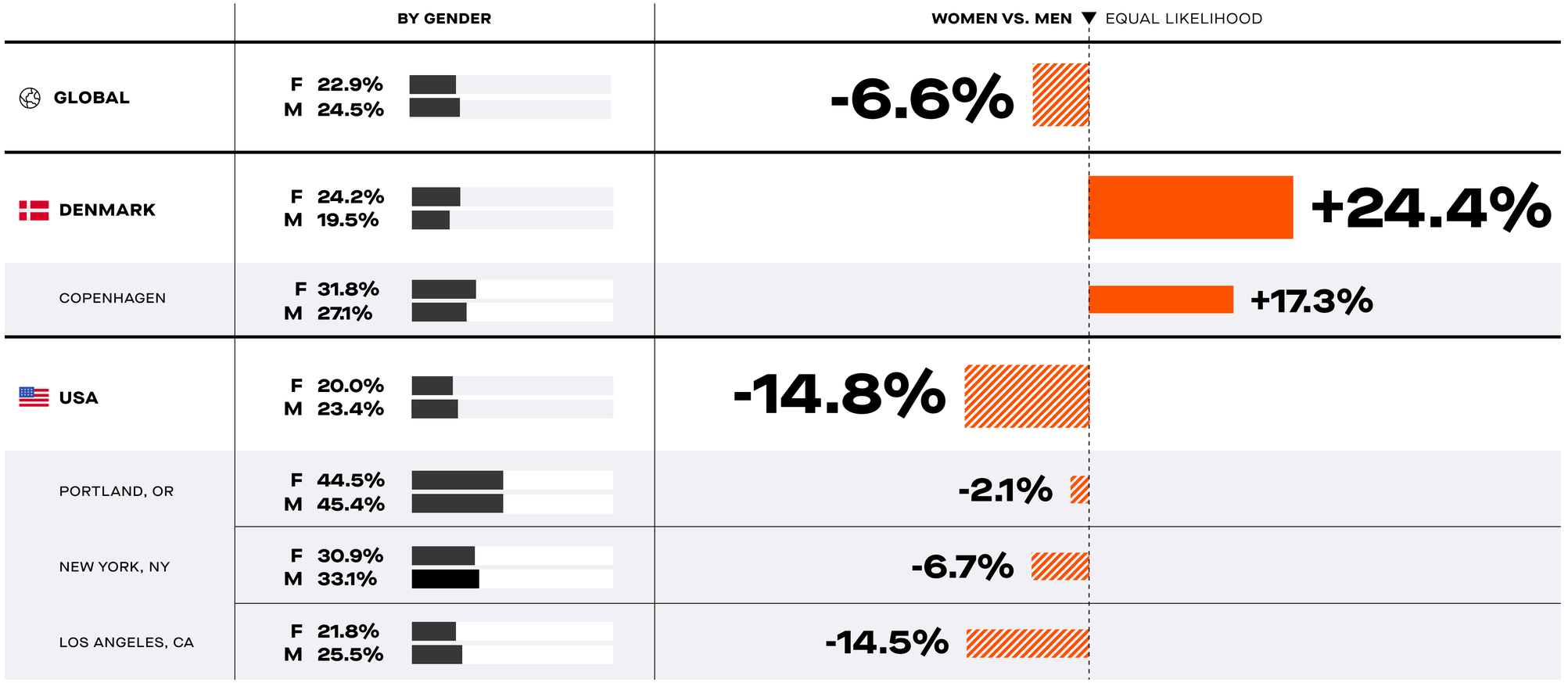
COMPARISON BY **YEAR-OVER-YEAR GROWTH**

New Running Device	
1	Polar Vantage M
2	Garmin Forerunner 945
3	Garmin Instinct
New Cycling Device	
1	Garmin Edge 530
2	Garmin Edge 830
3	Wahoo Elemnt Roam
Workout App	
1	Aaptiv
2	Wattbike
3	Digme

Bridging the commuter gender gap

Among cyclists globally, women are less likely to commute than men, but it's not true everywhere. Using Strava Metro data, this is how the U.S. stacks up against a place renowned for its bike culture and infrastructure.

Likelihood to commute among cyclists



The rise of the all-rounder

Maintaining fitness is a shared goal among athletes, and more and more of them are finding that focusing on just one type of activity isn't the best way to do it.

Branching out
Activities like yoga, weight training and walking are among the fastest growing activity types for runners and cyclists.

WALKING	+67%
YOGA	+74%
WEIGHT TRAINING	+289%

On/off season
When the seasons change, cyclists tend to shift the balance of their activities while runners largely stay the same.

Runners

	WINTER	SUMMER
RUN	78%	77%
RIDE	10%	11%
HIKE + WALK	2%	3%
INDOOR WORKOUT	5%	4%
OTHER	5%	5%

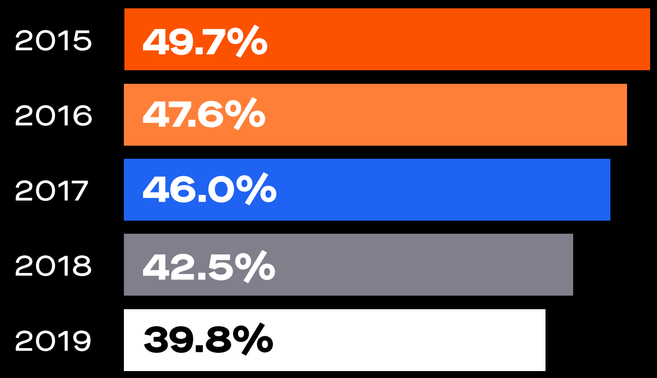
Cyclists

	WINTER	SUMMER
RIDE	80%	88%
RUN	10%	6%
HIKE + WALK	3%	2%
INDOOR WORKOUT	3%	2%
OTHER	4%	2%

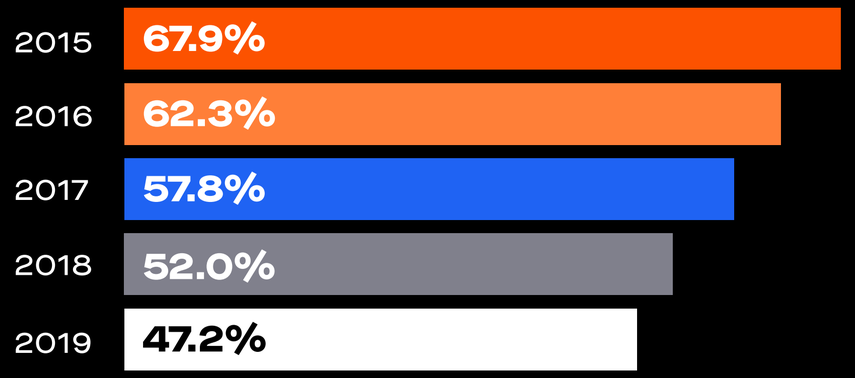
Down for whatever
Single-sport athletes have been on a steady decline year after year.

▼ **Share of athletes with ≥ 95% of uploads from one sport**

Runners



Cyclists



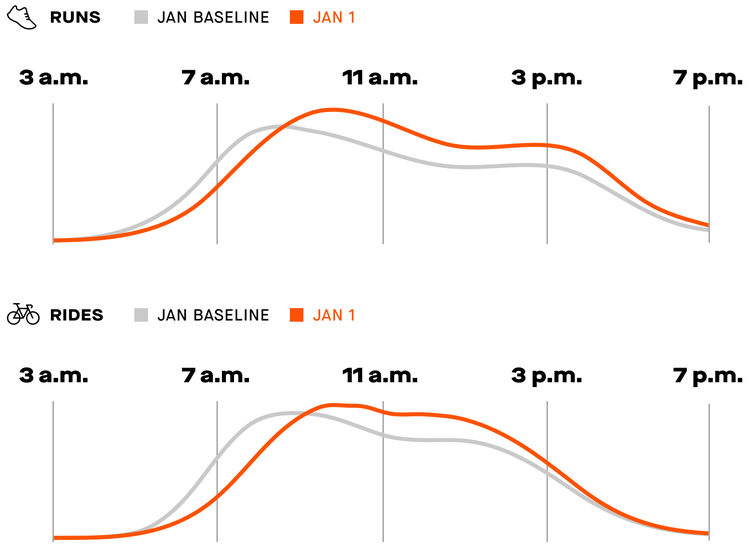
What it takes to stop an athlete

Holidays, cultural events and unusual weather often have significant impact on athlete behavior.

US

New Year's Day

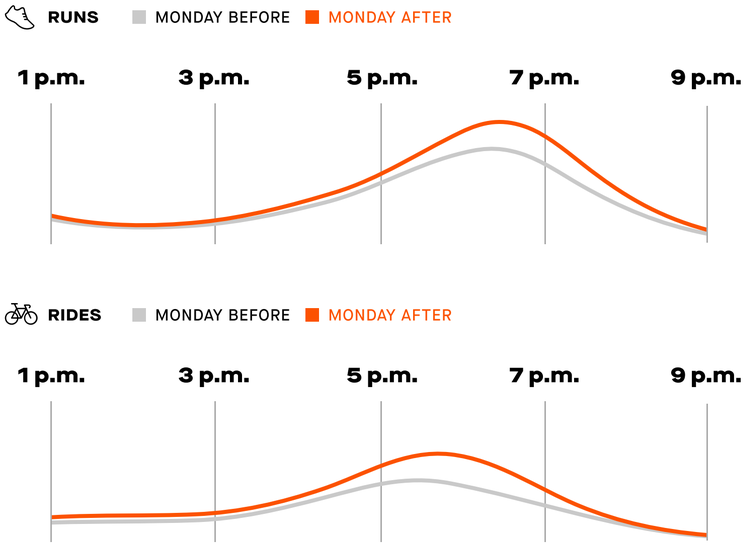
After a night of celebration, athletes in the U.S. still start strong in the new year – but typically an hour or two later than normal.



GLOBAL

Daylight Savings

On the Monday after changing the clocks, athletes are quick to jump on the extra hour of evening daylight.



US

Polar Vortex

A cold streak swept North America in January and February, resulting in challenging conditions for athletes.

DATE	REGION	TOTAL RUNS VS. NORMAL	TOTAL RIDES VS. NORMAL
January 30	Midwest	**-77%**	**-59%**
January 31	New England	**-50%**	**-53%**
February 4	West Coast	**-45%**	**-77%**

Appendix

Run Totals

Global

Total Distance	1.3 billion mi
Total Elevation	71.4 billion ft
Average Distance per Run	4.1 mi
Male	4.4 mi
Female	3.7 mi
Average Elevation per Run	144 ft
Male	152 ft
Female	127 ft
Average Duration per Run	0:40:26
Male	0:41:05
Female	0:39:11

US

Total Distance	248.3 million mi
Total Elevation	11.5 billion ft
Average Distance per Run	4.0 mi
Male	4.0 mi
Female	3.7 mi
Average Elevation per Run	112 ft
Male	118 ft
Female	103 ft
Average Duration per Run	0:37:34
Male	0:37:18
Female	0:38:12

Ride Totals

Global

Total Distance	5.6 billion mi
Total Elevation	296.7 billion ft
Average Distance per Ride	16.2 mi
Male	16.8 mi
Female	12.7 mi
Average Elevation per Ride	659 ft
Male	693 ft
Female	463 ft
Average Duration per Ride	1:18:48
Male	1:20:00
Female	1:10:33

US

Total Distance	769.0 million mi
Total Elevation	36.0 billion ft
Average Distance per Ride	13.4 mi
Male	13.8 mi
Female	12.0 mi
Average Elevation per Ride	509 ft
Male	536 ft
Female	396 ft
Average Duration per Ride	1:09:30
Male	1:10:04
Female	1:07:29

Endurance Running

Share of runners who've run a marathon or ultra	
Global	7.1% (+7.6% YoY)
Brazil	2.6% (-7.8% YoY)
France	10.4% (-0.8% YoY)
Germany	5.8% (-9.4% YoY)
Japan	23.8% (+23.2% YoY)
Spain	8.4% (+10.6% YoY)
UK	5.8% (+3.9% YoY)
US	7.6% (+8.8% YoY)

Gear

Shoes With Fastest Runs (average pace)	
Nike ZoomX Vaporfly Next%	8:06 / mi
Nike Zoom Vaporfly 4%	8:16 / mi
Nike Zoom Streak	8:17 / mi
Brooks Hyperion	8:28 / mi
Adidas Adizero Adios	8:35 / mi
Shoes With Longest Runs (average distance)	
Salomon Ultra Pro	6.7 mi
Hoka One One EVO Mafate	6.4 mi
La Sportiva Akasha	6.3 mi
Salomon Sense Pro	6.3 mi
New Balance Fresh Foam Hierro	6.2 mi

Bikes With Fastest Rides (average speed)	
Canyon Speedmax	17.9 mph
Cervelo P5	17.7 mph
Giant Trinity	17.5 mph
Trek Speed Concept	17.5 mph
Specialized Shiv	17.2 mph
Bikes With Longest Rides (average distance)	
Colnago C64	30.6 mi
Bianchi Specialissima	30.4 mi
Trek Emonda SLR	29.5 mi
Pinarello Dogma F10	28.9 mi
Specialized Tarmac S-Works	28.7 mi

Commuting

Global

Total Distance	315.1 million mi
Median Distance	5.2 mi
Carbon Offset	140,329 tons of CO_2
Likelihood to commute among cyclists	
Female	22.9%
Male	24.5%
Female vs. Male	-6.6%

US

Total Distance	44.6 million mi
Median Distance	4.6 mi
Carbon Offset	19,845 tons of CO_2
Likelihood to commute among cyclists	
Female	20.0%
Male	23.4%
Female vs. Male	-14.8%

Brazil

Total Distance	22.8 million mi
Median Distance	4.4 mi
Carbon Offset	10,174 tons of CO_2
Likelihood to commute among cyclists	
Female	17.3%
Male	22.9%
Female vs. Male	-24.6%

France

Total Distance	12.0 million mi
Median Distance	5.0 mi
Carbon Offset	5,330 tons of CO_2
Likelihood to commute among cyclists	
Female	19.6%
Male	19.4%
Female vs. Male	+0.7%

Germany

Total Distance	17.4 million mi
Median Distance	6.4 mi
Carbon Offset	7,753 tons of CO_2
Likelihood to commute among cyclists	
Female	31.4%
Male	31.2%
Female vs. Male	+0.8%

Japan

Total Distance	6.8 million mi
Median Distance	5.7 mi
Carbon Offset	3,011 tons of CO_2
Likelihood to commute among cyclists	
Female	32.1%
Male	29.0%
Female vs. Male	+10.7%

Spain

Total Distance	4.9 million mi
Median Distance	4.2 mi
Carbon Offset	2,181 tons of CO_2
Likelihood to commute among cyclists	
Female	13.6%
Male	13.2%
Female vs. Male	+3.6%

UK

Total Distance	70.0 million mi
Median Distance	5.1 mi
Carbon Offset	31,162 tons of CO_2
Likelihood to commute among cyclists	
Female	29.3%
Male	32.8%
Female vs. Male	-10.7%

press@strava.com

For questions, data requests and other press inquiries, please get in touch.