#YEARINSPORT

STRAVA

36 million athletes
195 countries
10.7 billion km

Sport brings the world together and Strava is where that connection is made for over 36 million people around the globe. Uploading more than 15 million activities every week, Strava members document, memorialize and celebrate what it means to be an athlete. It's not just about results – it's about the effort and relationships that make them possible.

32
Sport Types

15M
Activities Uploaded per Week

20
Uploads per Second

All data in this document pulled from 1/10/2017 to 30/9/2018

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Community & Social

Adventures to find inspiration, support to get moving, sportsmanship to keep pushing – belonging to a community motivates athletes.

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The Year of the QOM

Strava Speed Project

Ten women went from total strangers to a tightly-knit running powerhouse during a 340-mile, 41-hour relay from LA to Las Vegas. Their strength and support for one another showcased the very best of sport.

Larissa Connors

Larissa Connors defended her crown at the grueling Leadville Trail 100 MTB race, finishing almost half an hour up on second place.

Sophie Power at UTMB

Our best photo of the year, by pretty much any measure. Sophie Power kicked ass and challenged the norms at the Ultra-Trail du Mont-Blanc.

Kudos

They’re like digital high-fives – and Strava athletes gave out more than 3.6 billion of them this year.

GLOBAL KUDOS GIVEN

3,603,479,590

UK+IRELAND KUDOS GIVEN

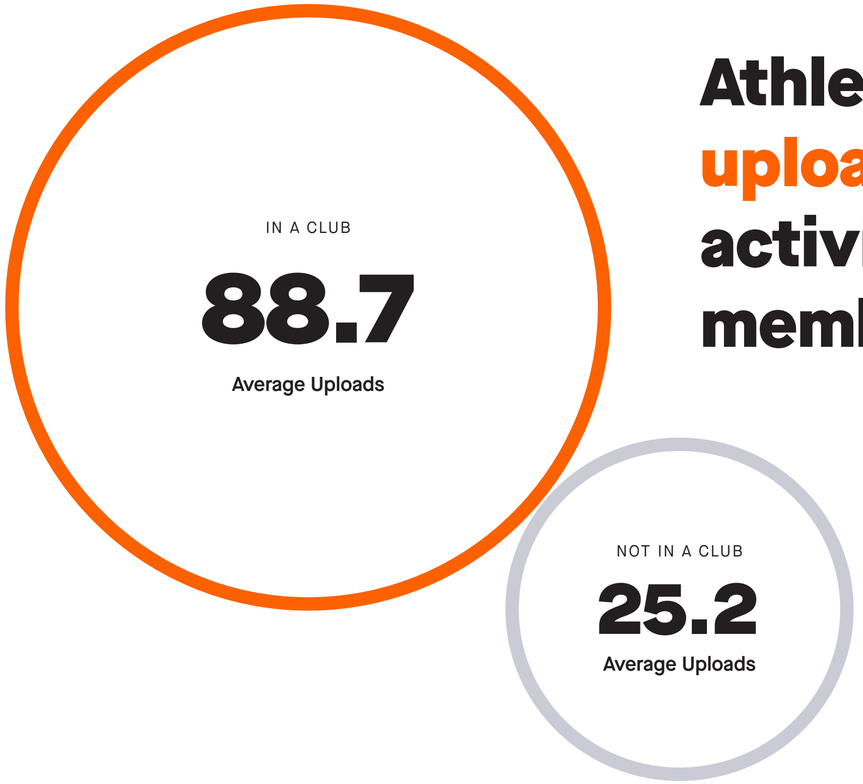
562,046,534

Clubs

Athletes can choose from over 250,000 clubs, and those who've found their crew tend to be much more active.

TOP 5 LARGEST CLUBS

- The Strava Club
  157K members
- GCN
  81K members
- Lululemon Global Run Free
  56K members
- Zwift
  53K members
- 1000 km in 2018
  53K members



Athletes who join a club upload over 3x more activities than non-club members.

Segments

New Segments Created

2,800,522

762,777

1,923,521

Global

MOST POPULAR RUN / 5 KM OR LONGER

98,503 attempts

Prospect Park 5k – North Start

Brooklyn, New York, US

MOST POPULAR RIDE / 500+ FT ELEVATION

492,520 attempts

Box Hill – Junction to Island

Dorking, United Kingdom

UK + Ireland

MOST POPULAR RUN / 5 KM OR LONGER

36,576 attempts

Bushy Parkrun Butterfly Course

Hampton Wick, UK

MOST POPULAR RIDE / 500+ FT ELEVATION

492,520 attempts

Box Hill – Junction to Island

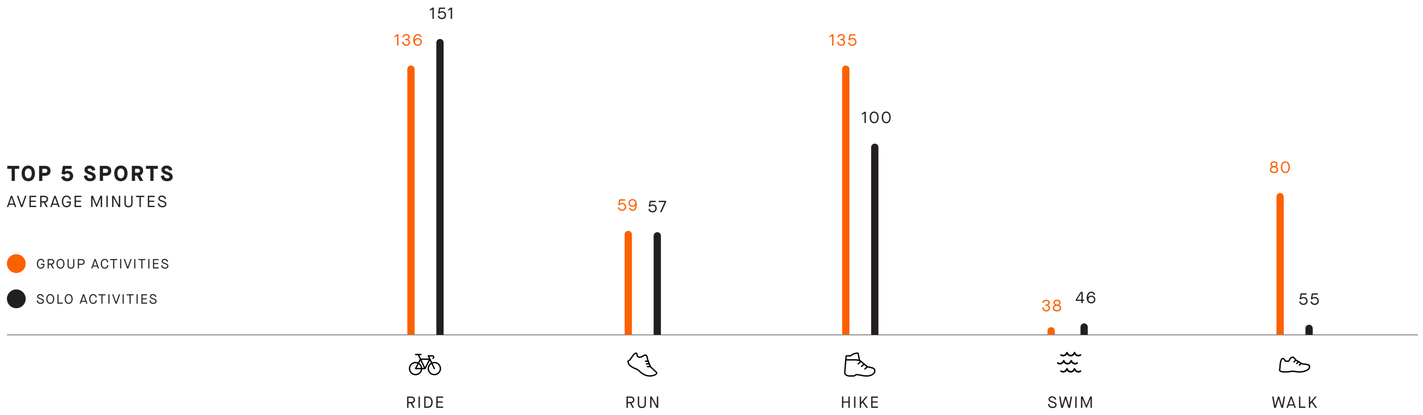
Dorking, United Kingdom

Group Activities Time & Distance

Time flies when athletes team up in real life. Athletes who work out together tend to upload longer activities.

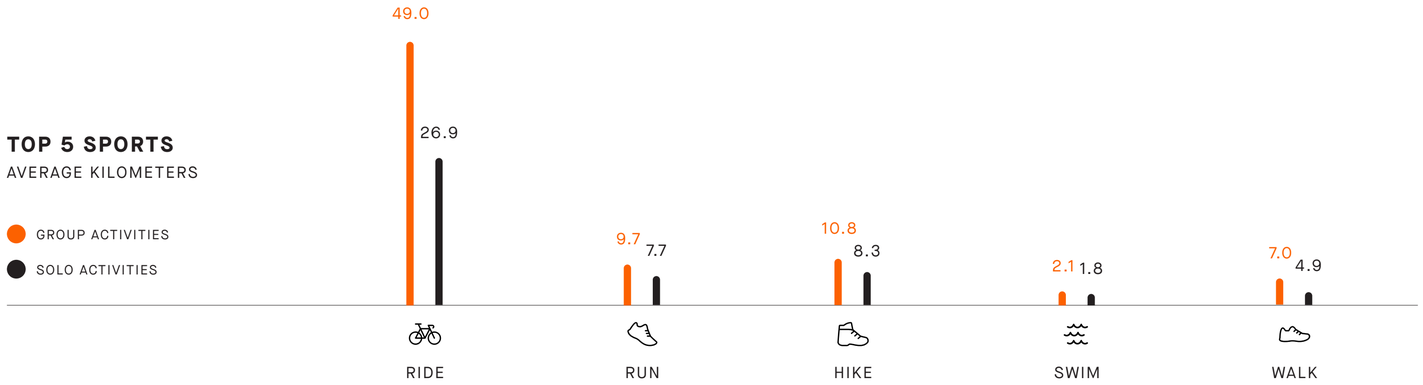
AVERAGE DURATION (ALL SPORTS)

+10.2%



AVERAGE DISTANCE (ALL SPORTS)

+21.4%



Group Activities Demographics

If sports were a popularity contest, men over 50 in the UK would likely take first prize.

ATHLETES WITH GROUP ACTIVITY UPLOADS

61.5%
of men

57.7%
of women

AGES 50-59	**66.7%**
AGES 40-49	**66.5%**
AGES 30-39	**60.6%**
AGES 18-29	**50.8%**

AVG GROUP SIZE

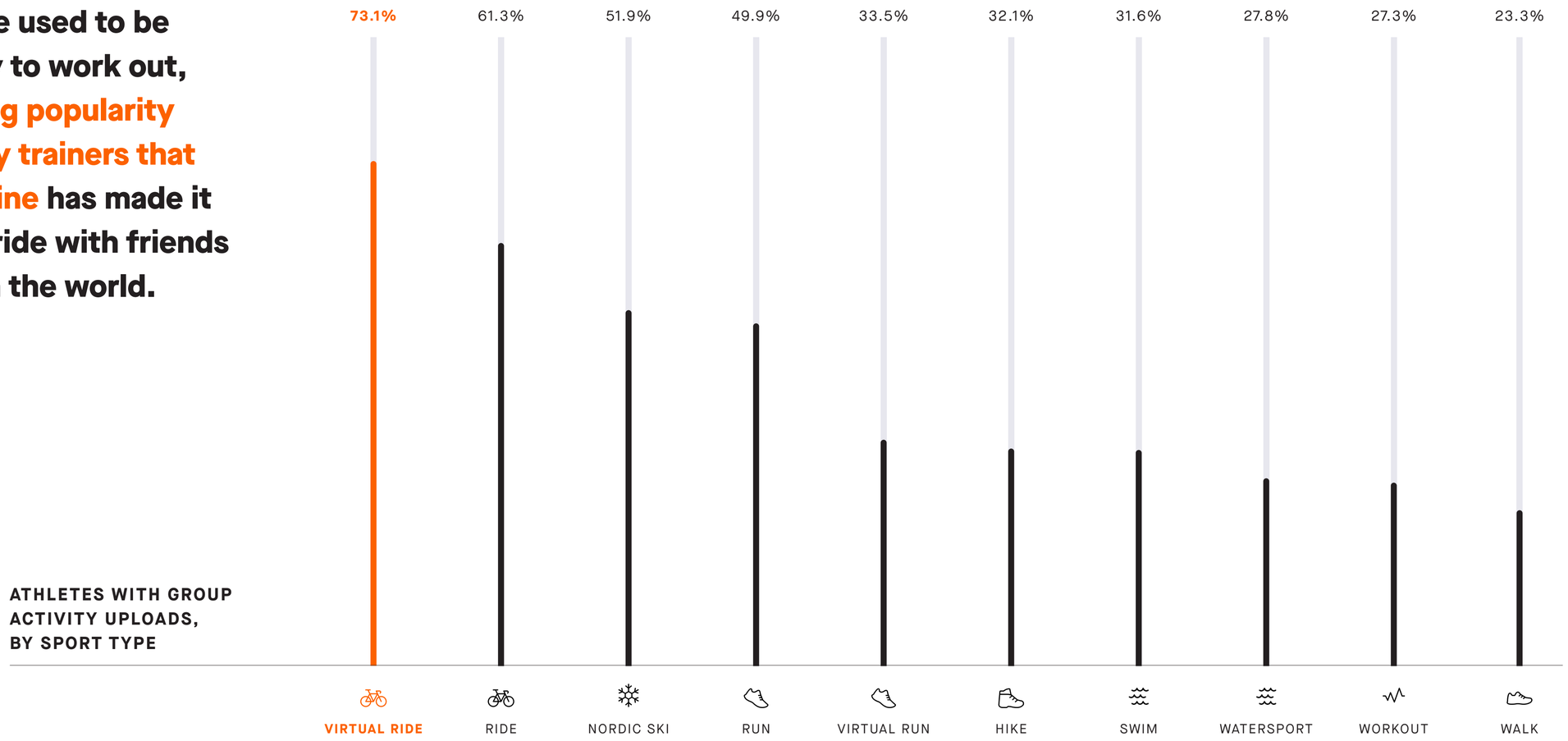
GLOBAL
8.6

UK + IRELAND
13.6

UNITED STATES	JAPAN	GERMANY
7.8	9.3	8.2
SPAIN	FRANCE	BRAZIL
10.0	9.1	7.4

Group Activities Sport Type

Riding inside used to be a lonely way to work out, but the rising popularity of stationary trainers that connect online has made it possible to ride with friends anywhere in the world.



Photos

Stop, smell the roses and snap a couple pictures. On average, activities with photos receive over twice as many kudos as activities without them.

MOST KUDOED ACTIVITY WITH A PHOTO IN 2018

Chris Froome
Tour of Britain Stage 3

17,986

ACTIVITIES WITH PHOTOS BY SPORT

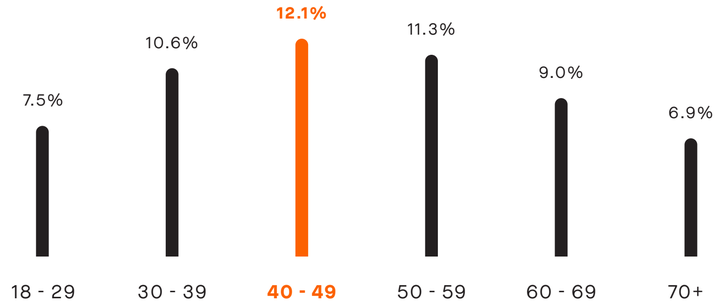
32% Snowshoe

25% Backcountry Ski

9% Ride

6% Run

ACTIVITIES WITH PHOTOS BY AGE GROUP



ACTIVITIES WITH PHOTOS BY GENDER

11.1% of women **9.9%** of men

Emoji

When the right words are hard to come by, emoji get right to the point. And our data suggests athletes think they're 👌.

MOST POPULAR BY COUNTRY

🏃 Australia
Canada
Germany
Russia
South Africa
Thailand
US
UK

☀️ Belgium
France
Netherlands

💪 Portugal
Spain

🚴 Brazil
Colombia
Mexico

😂 Italy

🎵 Japan

💯 India

❤️ South Korea

MOST POPULAR BY SPORT

🏃 Run

🚴 Ride

☀️ Hike

💪 Workout

🐶 Walk

😕 Skateboard

🏊 Swim

⚽ Football

🚣 Watersport

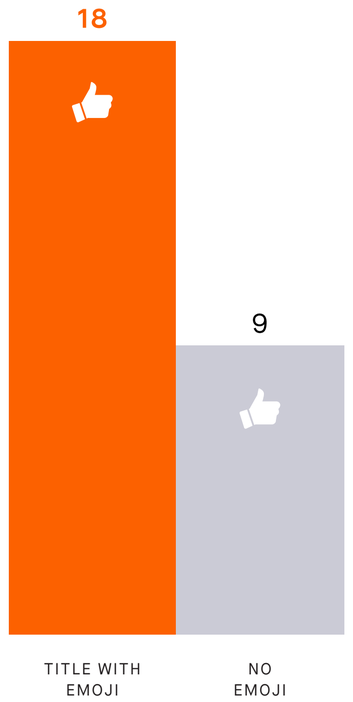
❄️ Snowshoe

🌞 Velomobile

KUDOS ❤️ EMOJI

On average, activities receive twice the amount of kudos when there are emoji in the title.

ACTIVITIES WITH KUDOS



Active Trends

Where, when and what was popular among athletes this year.

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14 Most Active Days of the Year

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Most Active Days of the Year

Global

	DATE	DAY OF THE WEEK	ACTIVITIES
All Sports	May 6	Sunday	2.1M
Ride	May 6	Sunday	1.2M
Run	September 16	Saturday	766.1K

UK + Ireland

	DATE	DAY OF THE WEEK	ACTIVITIES
All Sports	May 15	Tuesday	352.0K
Ride	June 26	Tuesday	181.3K
Run	January 13	Saturday	142.4K

UNITED STATES

November 23
170.0K ACTIVITIES

July 14
222.1K ACTIVITIES

GERMANY

May 6
37.0K ACTIVITIES

May 6
82.8K ACTIVITIES

FRANCE

September 30
70.6K ACTIVITIES

September 9
82.2K ACTIVITIES

SPAIN

December 31
43.6K ACTIVITIES

April 15
80.9K ACTIVITIES

BRAZIL

May 1
45.0K ACTIVITIES

May 31
119.9K ACTIVITIES

JAPAN

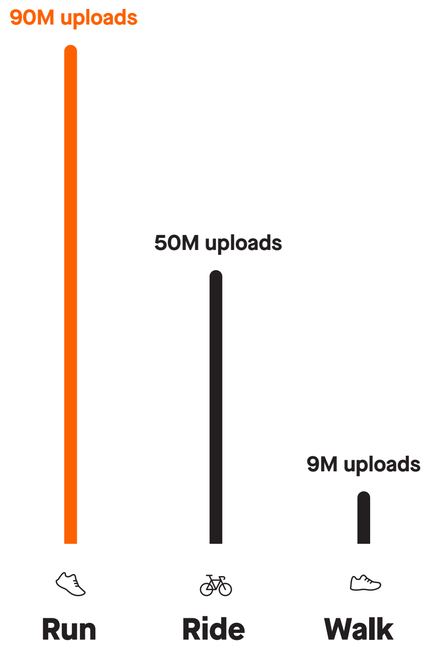
September 16
10.6K ACTIVITIES

May 20
29.6K ACTIVITIES

Gender Trends

Women

TOP 3 SPORTS

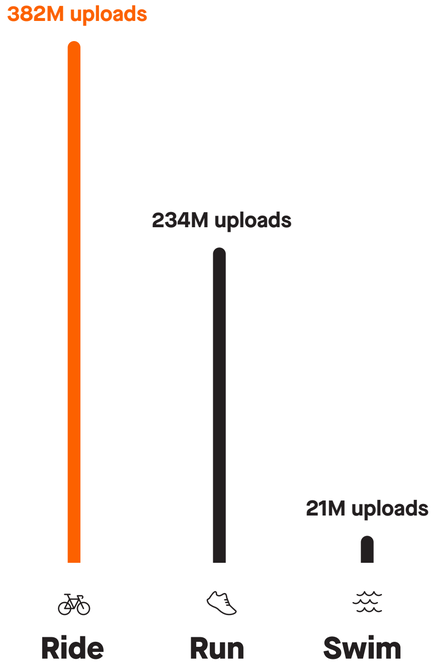


TOP 3 RUNNING RACE TYPES

Half Marathon	38.1%
Marathon	24.7%
10K	21.4%
Other	15.8%

Men

TOP 3 SPORTS

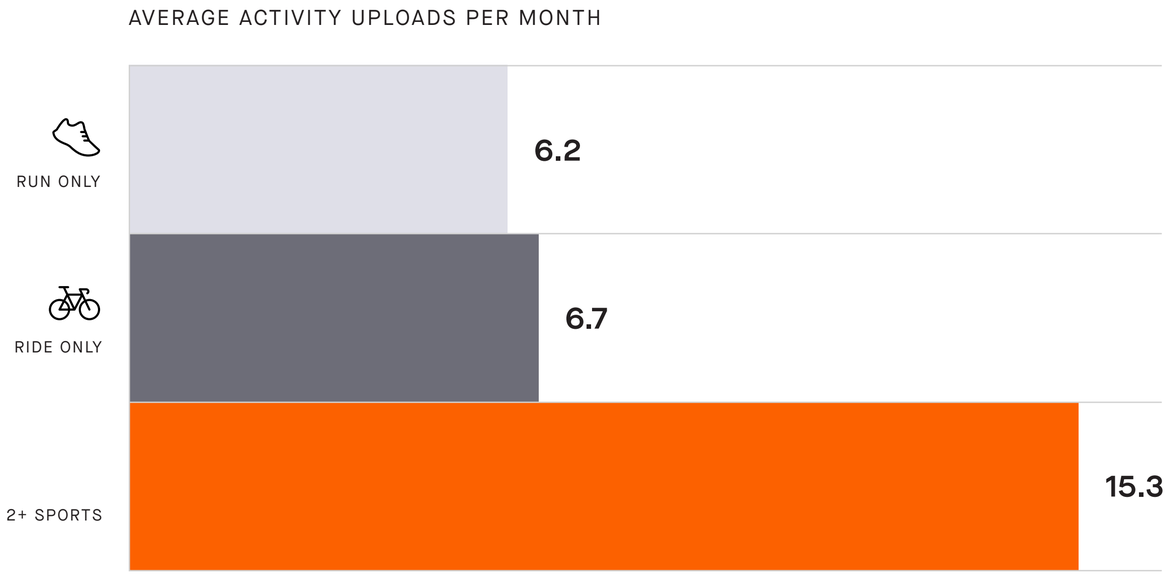


TOP 3 RUNNING RACE TYPES

Half Marathon	36.8%
Marathon	32.4%
10K	17.1%
Other	14.5%

Multisport Trends

Athletes who do more than one sport don't divvy up their workouts, they double them.



Goal Setting

Plan for success – athletes who set goals are more likely to stay active throughout the year.

Median increase in uploads 6 months after setting an annual goal

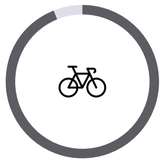
Ride +15.1%

Swim +15.1%

Run +14.2%

Athletes still active 6 months after setting a **distance** goal

Swim 95%



Ride 94%

Run 88%

Athletes still active 6 months after setting a **time** goal

Ride 95%

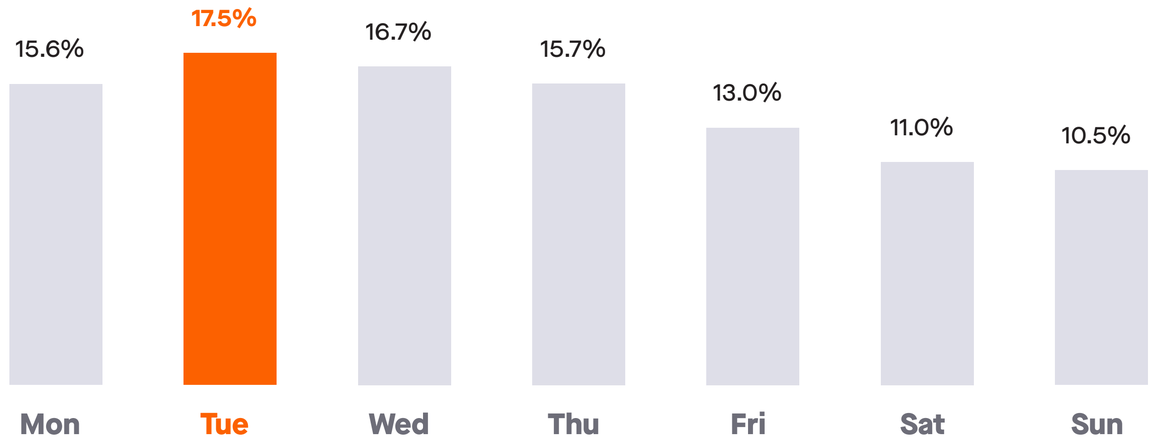
Swim 93%

Run 79%

Indoor Workouts

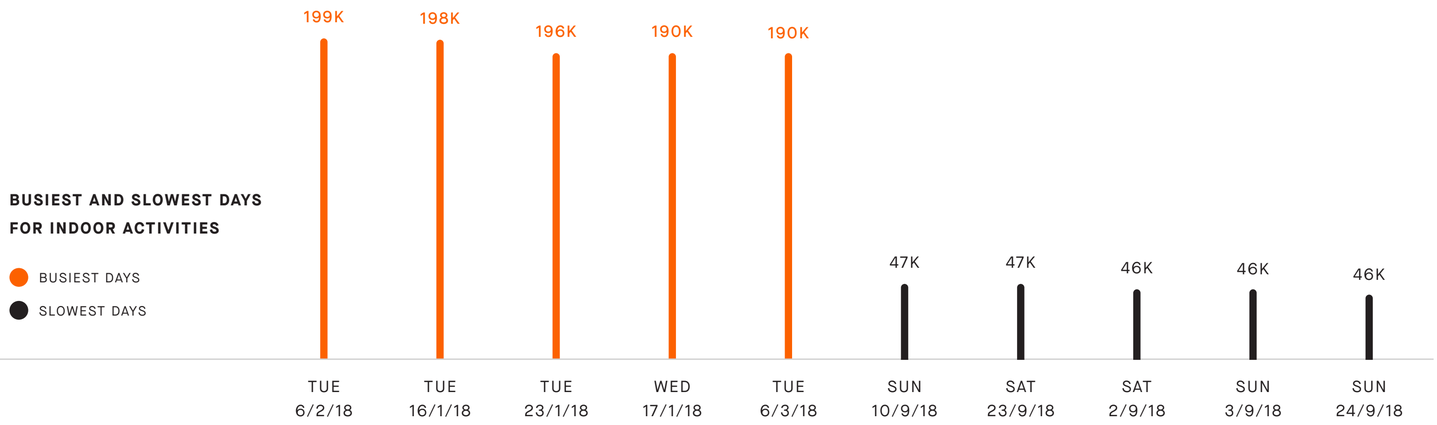
The workweek is the most popular time for indoor activities, but uploads taper off as the weekend approaches.

INDOOR ACTIVITIES
7-DAY DISTRIBUTION



Tuesdays are consistently the day of the choice for powering through an indoor activity.

BUSIEST AND SLOWEST DAYS
FOR INDOOR ACTIVITIES

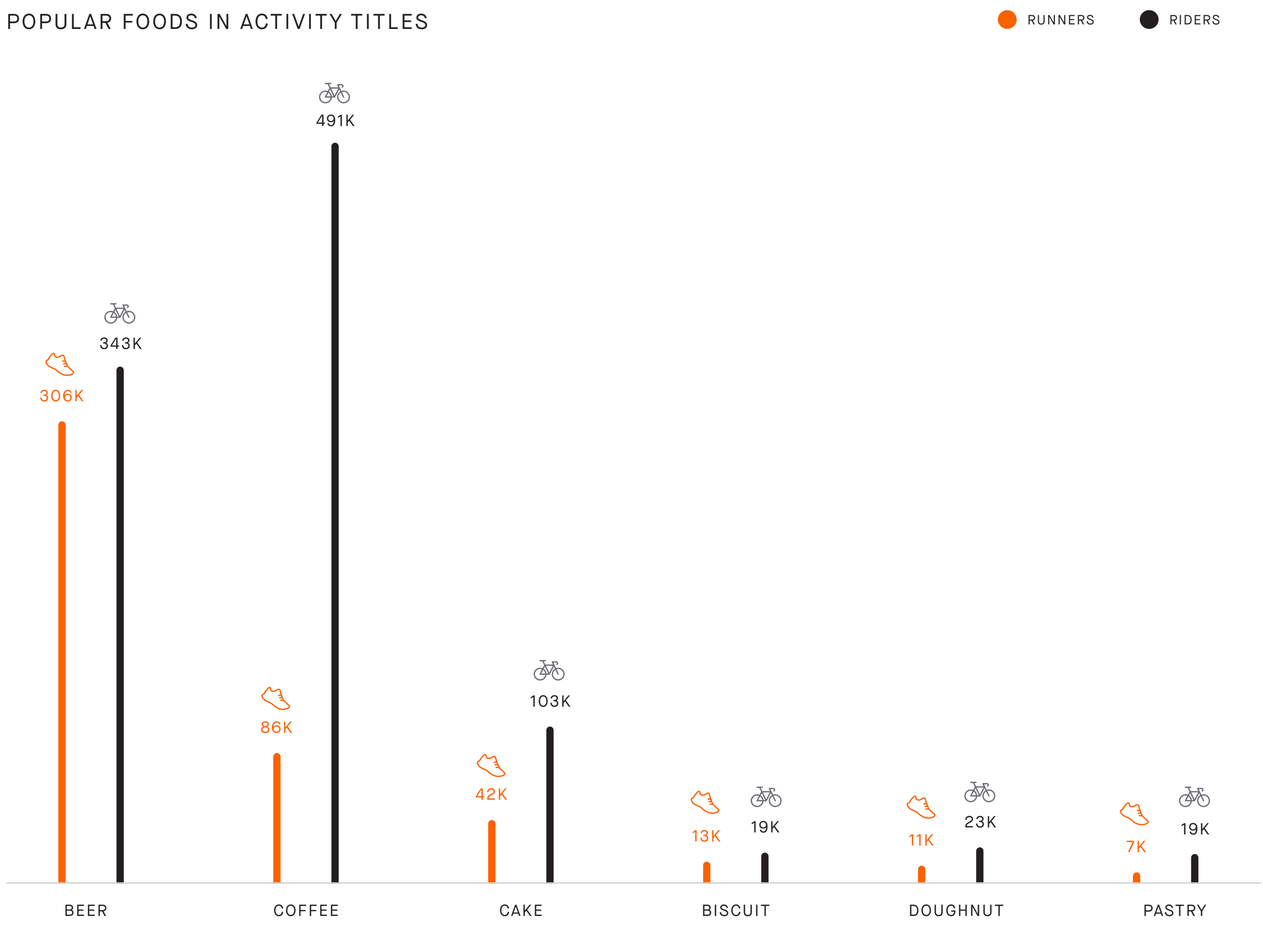


Food Around the World

Riders and runners all enjoy a crisp, refreshing cold one, but when it comes to coffee, cyclists are over 5x more likely to be getting their fix.

POPULAR FOODS IN ACTIVITY TITLES

Run	Ride
1. Beer	1. Coffee
2. Coffee	2. Beer
3. Cake	3. Cake
4. Biscuit	4. Doughnut
5. Doughnut	5. Biscuit
6. Pastry	6. Pastry



Commuting

Cycling and running aren't just spare-time activities, they're a growing means of transport that can even help athletes save time.

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24 Commuting Run UK

Commuting Overview

Traffic jams, fuel costs, carbon emissions – more and more athletes are parking those woes and powering themselves to work.

Global

Run

NUMBER OF COMMUTES
2018 **21,781,323**
2017 **12,813,125**

YEAR OVER YEAR
+70.0%

MEDIAN DISTANCE
6.6 km

CARBON OFFSET
59.6 Million kg of CO_2

Ride

NUMBER OF COMMUTES
2018 **84,604,361**
2017 **59,260,923**

YEAR OVER YEAR
+42.8%

MEDIAN DISTANCE
14.5 km

CARBON OFFSET
660.1 Million kg of CO_2

UK + Ireland

Run

NUMBER OF COMMUTES
2018 **4,597,743**
2017 **2,940,423**

YEAR OVER YEAR
+56.4%

MEDIAN DISTANCE
6.0 km

CARBON OFFSET
9.7 Million kg of CO_2

Ride

NUMBER OF COMMUTES
2018 **17,921,034**
2017 **13,681,778**

YEAR OVER YEAR
+31.0%

MEDIAN DISTANCE
12.1 km

CARBON OFFSET
89.7 Million kg of CO_2

Commuting Global

Run

Global Run **3.5 million commuters**

AVERAGE WEEKLY TRIPS PER COMMUTER

BY COUNTRY

Japan	1.79
UK + Ireland	1.55
US	1.44
Germany	1.41
Brazil	1.38
Spain	1.36
France	1.35

UK + IRELAND

Stoke-on-Trent	3.19
Darlington	3.06
Bournemouth	2.82
Blackburn	2.68
Shropshire	2.62
Kingston Upon Hull	2.58
Worcestershire	2.46
Halton	2.36
Buckinghamshire	2.36
Bath + NE Somerset	2.28

Ride

Global Ride **5.5 million commuters**

AVERAGE WEEKLY TRIPS PER COMMUTER

BY COUNTRY

UK + Ireland	3.29
Germany	2.88
Japan	2.84
US	2.43
France	2.21
Brazil	1.93
Spain	1.59

UK + IRELAND

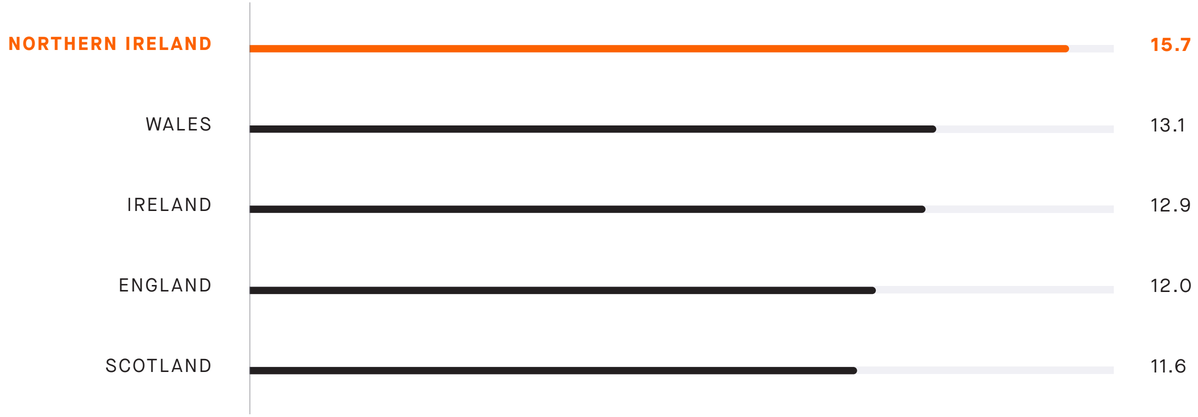
Thurrock	4.96
Peterborough	4.84
Stoke-on-Trent	4.80
York	4.70
Leicester	4.57
Nottingham	4.56
Milton Keynes	4.49
Newham	4.49
Tower Hamlets	4.47
Greenwich	4.42

Commuting Ride UK + Ireland

Year Over Year Participation

England	**+31.7%**
Scotland	**+29.2%**
Ireland	**+27.5%**
Wales	**+25.7%**
Northern Ireland	**+17.4%**

Longest Median Commutes (Kilometres)

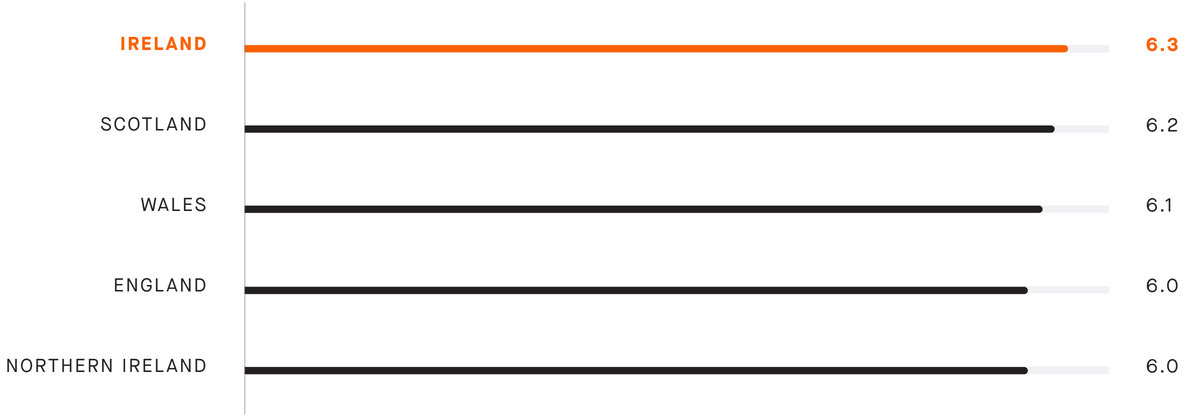


Commuting Run UK + Ireland

Year Over Year Participation

Ireland	**+57.5%**
Northern Ireland	**+57.2%**
Wales	**+56.5%**
England	**+56.4%**
Scotland	**+55.4%**

Longest Median Commutes (Kilometres)



Run & Ride Totals

Every athlete is connected to something larger. See how the numbers all add up.

26 Ride

31 Run

Ride Totals

Global

Total Rides	287.5 million
Year Over Year Increase	21.9%
Avg Rides per Athlete	34.2
Uploads per Second	9.11

UK + Ireland

Total Rides	42.3 million
Year Over Year Increase	8.9%
Avg Activities per Athlete	34.1

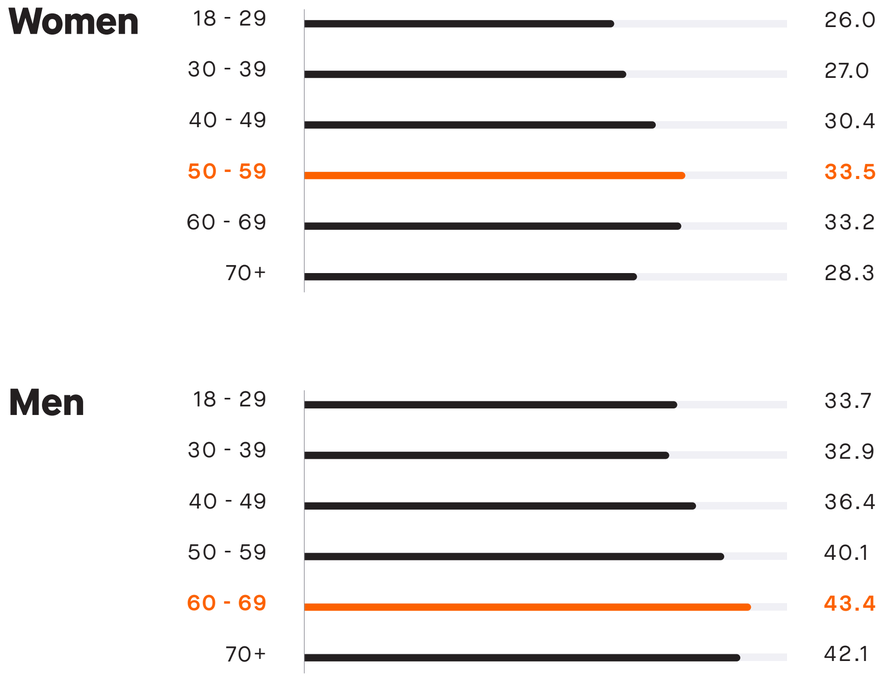
Ride Totals Distance

Global

Total Distance 8.5 Billion km

Avg Distance per Ride 35.2 km

Avg Distance (Kilometres) by Age and Gender

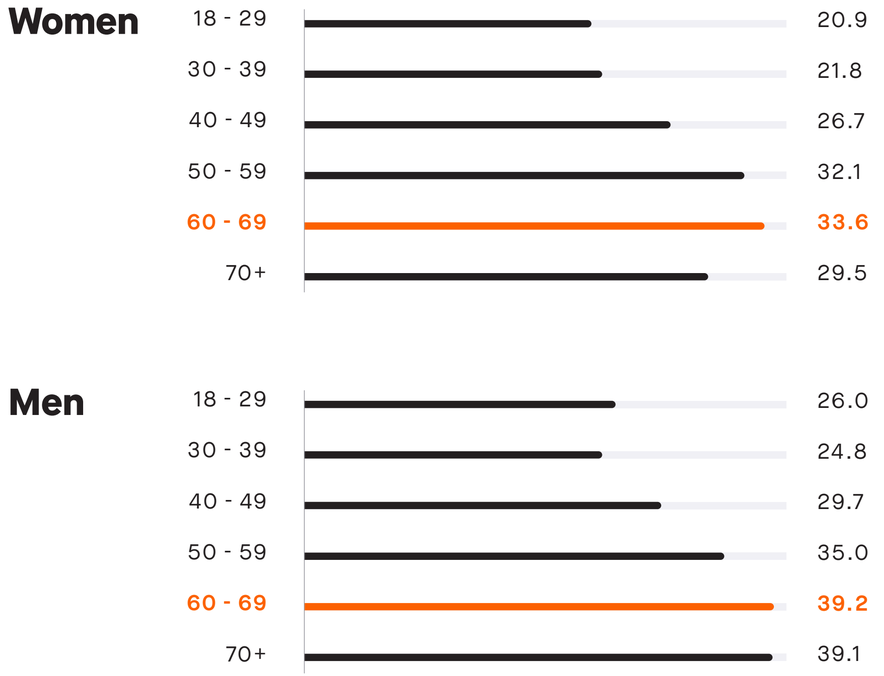


UK + Ireland

Total Distance 1.0 Billion km

Avg Distance per Ride 29.1 km

Avg Distance (Kilometres) by Age and Gender



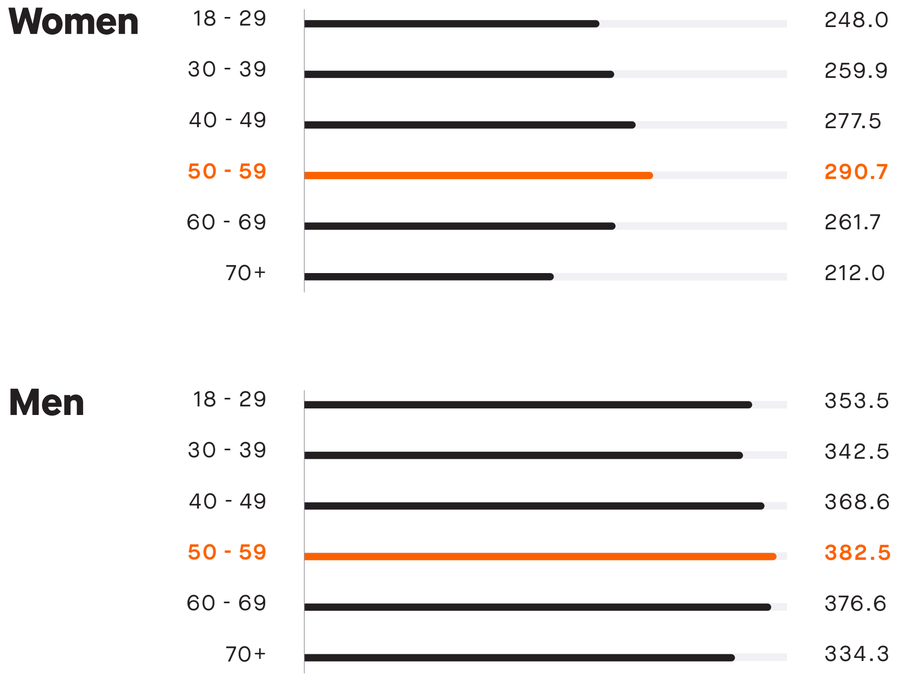
Ride Totals Elevation

Global

Total Elevation 86.1 Billion m

Avg Elevation per Ride 350.6 m

Avg Elevation Gain (Metres) by Age and Gender

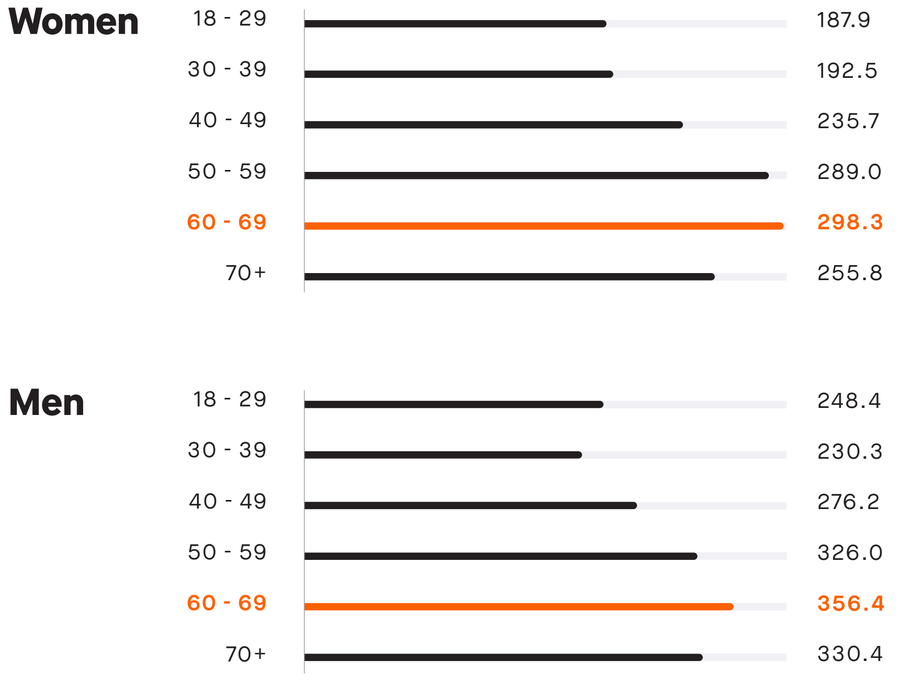


UK + Ireland

Total Elevation 9.6 Billion m

Avg Elevation per Ride 270.0 m

Avg Elevation Gain (Metres) by Age and Gender



Ride Totals Speed & Duration

Speed

Global	Avg Speed	21.7 kmh
	Women	19.5 kmh
	Men	22.0 kmh
UK + Ireland	Avg Speed	22.0 kmh
	Women	19.3 kmh
	Men	22.5 kmh

Duration

Global	Avg Duration per Ride	1:37:36
	Women	1:30:28
	Men	1:38:37
UK + Ireland	Avg Duration per Ride	0:50:30
	Women	0:48:23
	Men	0:50:55

Ride Totals Fastest Days

Global

Rides ≥ 100 miles	1.3M

Fastest Day of the Week

	AVG KMH
Monday	21.57
Tuesday	22.18
Wednesday	21.99
Thursday	22.03
Friday	21.61
Saturday	21.55
Sunday	21.39

UK + Ireland

Rides ≥ 100 miles	189.3K

Fastest Day of the Week

	AVG KMH
Monday	21.86
Tuesday	22.35
Wednesday	22.15
Thursday	22.23
Friday	21.93
Saturday	21.90
Sunday	21.84

Run Totals

Global

Total Runs	240.7 million
Year Over Year	46.2%
Avg Activities per Athlete	30.1
Uploads per Second	7.6

UK + Ireland

Total Runs	42.1 million
Year Over Year	35.2%
Avg Activities per Athlete	32.0

Run Totals Distance

Global

Total Distance 1.5 Billion km

Avg Distance per Run 8.2 km

Avg Distance (Kilometres) by Age and Gender

UK + Ireland

Total Distance 269.2 Million km

Avg Distance per Run 7.6 km

Avg Distance (Kilometres) by Age and Gender

Run Totals Elevation

Global

Total Elevation 16.7 Billion m

Avg Elevation per Run 82.8 m

Avg Distance (Kilometres) by Age and Gender

UK + Ireland

Total Elevation 2.5 Billion m

Avg Elevation per Run 71.5 m

Avg Elevation Gain (Kilometres) by Age and Gender

Run Totals Speed & Duration

Speed

Global	Avg Kilometre Pace	0:06:29
	Women	0:06:46
	Men	0:06:09
UK + Ireland	Avg Kilometre Pace	0:06:11
	Women	0:06:33
	Men	0:05:40

Duration

Global	Avg Duration per Run	0:49:49
	Women	0:48:48
	Men	0:50:49
UK + Ireland	Avg Duration per Run	0:34:13
	Women	0:34:45
	Men	0:33:51

Run Totals Racing & Fastest Days

Global

Marathons Completed	885.7K

Fastest Day of the Week

	AVG MIN/KM
Monday	6:34
Tuesday	6:24
Wednesday	6:27
Thursday	6:25
Friday	6:28
Saturday	6:30
Sunday	6:34

UK + Ireland

Marathons Completed	131.5K

Fastest Day of the Week

	AVG MIN/KM
Monday	6:18
Tuesday	6:05
Wednesday	6:11
Thursday	6:08
Friday	6:13
Saturday	6:04
Sunday	6:20

Keep up with Strava in 2019 as we continue to be an integral part of the lives of athletes worldwide and a force for good in the sport community. For questions, data requests and other press inquiries, please get in touch.

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press@strava.com