

Race Participation Is on the Rise, Slightly

Things are looking up in the running world, at least according to RunSignUp's [Race Trends: Annual Industry Report](#), which was released this week. It found that participation in endurance events — which in addition to running events includes triathlons and some bike races — is up about 1 percent from 2018 to 2019. That's good news for an industry that has [seen decreased participation since 2013](#).

RunSignUp is a race registration website — race directors use this platform as a portal through which runners can sign up and pay for races. It's important to note that the numbers in the report are based on data from the races that use their platform, and RunSignUp estimates that it has about 20 to 30 percent of the United States market.

So, given those caveats, RunSignUp also has some good news for your wallet: Some races are costing less. The average half marathon price dropped to \$64.35 in 2019, from \$67.58 in 2018; marathon prices dropped to \$92.45, from \$94.11. The average costs of 5Ks are up, though, to \$28.22 from \$26.48.

Spring and fall are still the most popular months for endurance events, with September and October leading the way. Saturday continues to be the most popular day for a race, followed by, of course, Sunday.

Women continue to dominate the endurance market, making up 56.1 percent of race participants last year. Though women lag in some activities. [According to the State of Ultra Running 2020 report](#), which also came out this week, women make up only 23 percent of ultrarunning participant fields.

To me, women accounting for less than one in four runners in this corner of the sport is nothing to celebrate. When I lamented the low percentage on Twitter, Jens Jakob Anderson, founder of RunRepeat, a website that reviews running shoes and created the report, [argued that the numbers were a good thing](#). His reasoning was that because ultramarathon participation has increased over all, 23 percent of women in that larger field means that more women are running ultras than ever. "Women's participation is up 282 percent for the last 10 years, men's is up 149 percent," he wrote.

This is normally where I'd tell you to tweet me your thoughts, but I'm on vacation this week. I am making good on my promise to [take my mom to Walt Disney World to celebrate her running the New York City Marathon](#). Be back next week.

Run Well!

Jen A. Miller

(The New York Times: Running, Jan 19, 2020)