RaceTrends

Annual Industry
Report 2025
From RunSignup

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Intro and Methodology

Tens of millions of people participate in endurance events in the United States each year and many more earn their livelihoods from the creation of those events. Despite the scale of the industry, there is no singular aggregator of data for endurance events and reliable insight into the state of the market remains a challenge.

We mine RunSignup data annually to generate an overhead view of the endurance market. While specific facets of our technology and business model may impact some results, the large sample size makes it a robust source of information about the state of the industry.

Our data source is comprehensive – around 50% of the US market and races that range in size from the very smallest to some of the largest in the country. Because of this, we are able to identify trends and provide recommendations to keep endurance events competitive in a crowded market. For transparency, we attempt to make note of any instance where we believe the particulars of our platform may make our results different from the broader market.

In this report, we will quantify and explore:

- **The state of participation in endurance events**
- **Patterns in participant registration**
- **Trends in event fundraising**

- **Shifts in event types and participant demographics**
- **The success of promotional strategies**
- **Race Day technology and the timing industry**

Throughout this report, our statistics come from RunSignup registration and results data. The sample includes events with more than 2 people registered, including both imported and paid registrations. In order to aggregate the data for publication in early 2026, the dates shown are not a direct calendar year; rather, they cover December 1 (of the prior year) through November 30 of the stated year. Any exceptions in time range are noted.

The Good and Bad of 2025

2025 is a hard year to summarize. On the one hand, there was growth: races exceeded their 2019 participation levels and continued climbing. Younger runners returned in large numbers, and the race field stabilized, with record low race churn.

On the other hand, there are concerning signals: growth slowed comparatively, and prices continued to rise at a rapid rate. New technologies, from AI to modern social media options make it harder than ever to guess where and how races should reach runners. The general sentiment is that the post-COVID boom has passed, and a sense of uncertainty about the future lingers.

But if we've learned anything from the last decade in endurance, it's that races and race directors are resilient and innovative. As we navigate new challenges, keep your focus on community engagement – meet runners where they are (in local running clubs, at running stores, and supporting charities). Bring that sense of belonging to the race with inclusive distance options, team participation, post-race celebrations, and photo opportunities.

At the end of the day, races are entertainment. Races might be Type 2 fun, but as an industry, we are entertainers who need to convince people that running is how they want to spend their precious free time. Make that an easier decision by creating a seamless experience, from an easy purchase and a line-free race morning, to real-time results and photos as they come across the finish line.

Instead of striving for an impossible perfection, look for ways to make your event just 10% better this year, and then 10% next year, and the year after.

Data Set

This represents the data set used for the majority of this report. These numbers represent all events and registrations (paid and imported) on RunSignup between 2021 and 2025, with a year defined as 12/1 of the previous year through 11/30 of the stated year.

The RunSignup platform has increased market share over those five years; because of that, growth in this overall data set cannot be taken as an indication of growth across the industry. For a better understanding of per-race participation growth throughout the industry, see section 1.1. These charts should be used simply to better understand the scale of the data that was analyzed.

Events on RunSignup

Event Type	2021 # Events	2022 # Events	2023 # Events	2024 # Events	2025 # Events
Overall	59,885	68,720	75,510	85,284	97,127
5K and less	30,140	35,664	40,105	45,778	52,664
10K and less	6,142	6,777	7,427	8,504	10,085
Half Marathon and less	4,091	4,420	5,024	6,053	7,290
Marathon and less	1,971	2,151	2,279	2,487	2,952
Ultra	2,585	2,572	2,703	2,806	3,048
Triathlon	1,518	1,823	2,023	2,156	2,318
Unknown	13,438	15,313	15,949	17,500	18,770

There is no sole aggregator of endurance event data in the US, meaning there is not a precise measure of the market. However, from our analysis of endurance industry estimates and aggregate calendars, we estimate the US market to be in the range of 20-25 million registrations.

12.2
Million participants in 2025
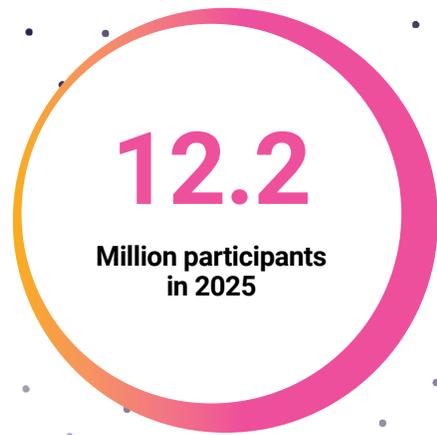
Registrations on RunSignup

Event Type	2021 # Registrations	2022 # Registrations	2023 # Registrations	2024 # Registrations	2025 # Registrations
Overall	6,385,666	7,717,532	9,374,018	10,808,867	12,192,323
5K and less	3,810,273	5,103,643	5,817,438	7,054,314	8,008,684
10K and less	691,264	1,003,584	1,089,038	1,225,822	1,407,942
Half Marathon and less	632,755	848,975	921,360	1,020,249	1,163,910
Marathon and less	184,004	242,782	258,281	284,930	316,759
Ultra	259,726	227,236	219,557	244,904	270,399
Triathlon	116,272	145,656	160,006	165,945	175,324
Unknown	691,372	717,236	908,338	812,703	849,305

Our best estimate is that participation on RunSignup in 2025 represents at least **50% of the US race registration market.**

"

RunSignup is like a Swiss Army knife. It has what you need to solve any sort of event problem.

Honestly, it's not only been the platform. It's the communication from the RunSignup team and the attention to detail that you put into the product. Working with Sean Callahan, Nancy Caviness, Bruce Kratz, and more team members has been amazing. RunSignup listens to our feedback and incorporates it into incremental improvements that continue to make our experience better."

- VINCENT D'AMICO,
Tunnel to Towers Senior Systems Administrator

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The State of
the Industry

The State of the Industry

Key Findings and Trends

- Growth slowed in 2025 compared to the previous two years, but events still **grew an average of 5% in 2025.**

- Getting participants to return to an event is challenging. Across all events, just **17.2% of runners completed the same race and distance in 2024 and 2025.** Longer distances see even more attrition, with just 13.7% of 2024 half marathoners and 12.8% of marathoners coming back in 2025.

- The race schedule is polarized, with significant spikes in spring and fall and very slow winter seasons. In 2025, **26% of races took place in September or October.**

- Race churn is low. Just **3.1% of 2024 races of 500+ did not return in 2025.** That's the lowest we've seen since we started tracking churn in 2018, with 5% churn in 2023 and 3.9% in 2024.

Conclusions and Recommendations

- Prepare for a more challenging growth environment in 2026 by implementing additional revenue streams through add-on merchandise and experiences.

- Loyalty requires effort. Cultivate yours with loyalty programs that provide rewards or membership options that incentivize repeat participation. More than anything, keep your focus on the race day experience – nothing brings people back more than a great time.

- Looking for some opportunities? Winter sees a significant slowdown of races. If you're up for the challenges of weather and permitting, there's room for some inventive seasonal runs. Start small to gauge local willingness to get out in adverse conditions.

- Low race churn indicates a stable market, but also means little room for new races. Be intentional about growing your portfolio of races.

1.1 **Participation Rates**

The question at the heart of this report is simple: are races growing? To do this, we compare *only* races that were on our platform in both 2024 and 2025 to establish per-race growth. Across all distances, participation grew 5% year over year.

Growth has slowed somewhat from the 10% growth (2022-2023) and 8% growth (2023-2024) we saw the last two years. However, given that races approached their 2019 participation levels in 2023, it is encouraging that we have *continued* to see growth beyond that level.

Growth was relatively consistent across all distances. However, marathons and triathlons, events that require a significant amount of training and preparation, did see slower growth comparatively. Ultramarathon numbers continue to be the least reliable due to the higher percentage of virtual races and challenges that are more than a marathon in distance.

5%
Per-Race Growth
Compared to 2024
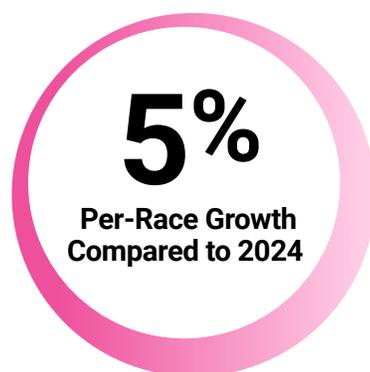
Change in Event Participation 2024 to 2025

Event Type	# Events 2024	# Events 2025	# Participants 2024	# Participants 2025	Growth
Overall	67,070	68,257	9,442,544	9,914,508	5.0%
5K and less	35,588	36,448	6,239,486	6,474,887	3.8%
10K and less	6,641	6,842	1,148,631	1,188,552	3.5%
Half Marathon and less	4,824	4,888	943,894	1,002,431	6.2%
Marathon and less	2,187	2,247	263,641	267,571	1.5%
Ultra	2,226	2,199	215,287	207,929	-3.4%
Triathlon	1,908	2,007	157,420	160,461	1.9%
Unknown	13,696	13,626	474,186	612,677	29.2%

Changes 2024 to 2025 By Month

Growth had some variation throughout the year, with the highest growth rates seen in October and November. Turkey Trots continue to grow at impressive rates, with RunSignup registering 1.3 million participants for the single day in 2025.

Turkey Trots that were on the platform in both 2024 and 2025 grew an impressive 11%, contributing to the higher-than-average growth rate for the month.

Bar chart: Changes 2024 to 2025 By Month

Month	Growth
December ('23-'24)	5.4%
January	4.0%
February	4.8%
March	2.0%
April	2.4%
May	1.6%
June	4.2%
July	4.6%
August	4.7%
September	3.4%
October	7.8%
November	9.6%
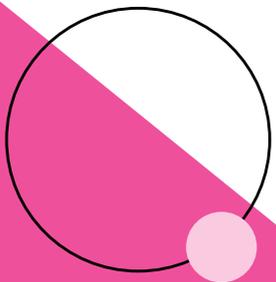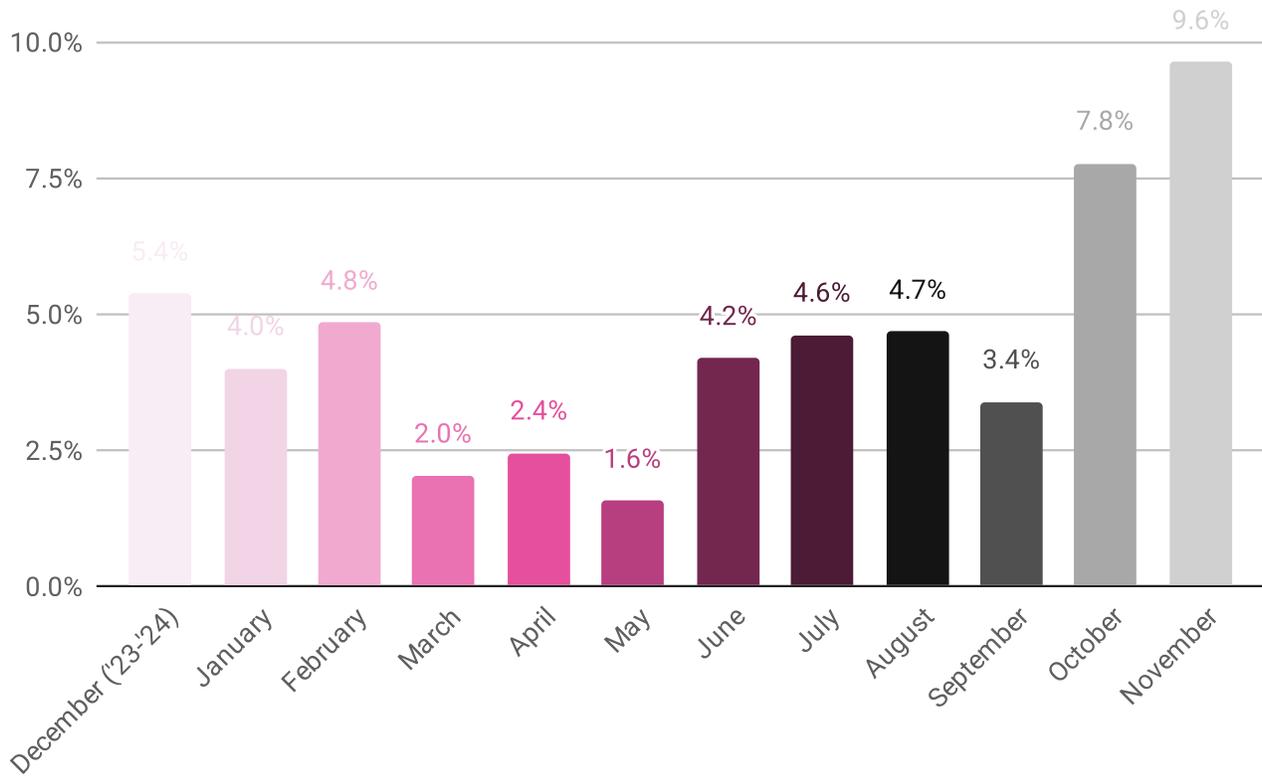
Change 2024 to 2025 By Race Size

Large races had the slowest recovery from COVID, with growth rates that lagged behind that of small and mid-sized events over the last few years. While races over 5,000 participants still show slightly slower growth, growth has also slowed for smaller races. Races of all sizes grew 3-6% in 2025.
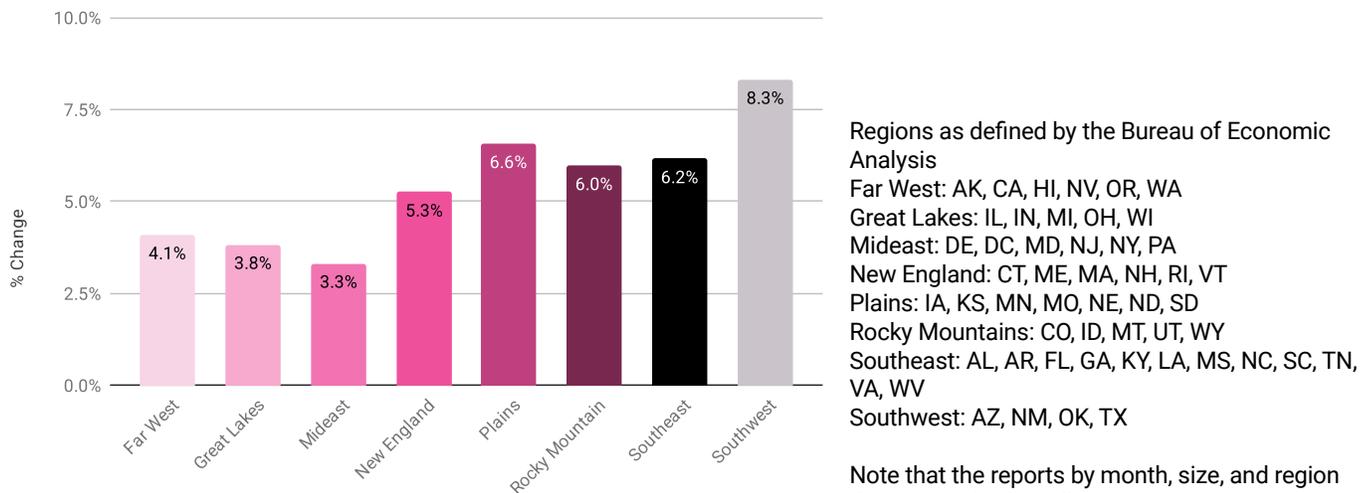
In general, large races have more obstacles to growth, including firm race caps and a reliance on people's willingness to travel to fill out rosters.

Size	2024 Participants	2025 Participants	Percent Change
Less than 500	3,003,695	3,195,285	6.4%
501-1,000	1,602,555	1,663,465	3.8%
1,001-5,000	2,781,491	2,930,163	5.3%
5,000+	1,132,630	1,168,231	3.1%

3% Per-Race Increase for Races With 5,000+ 2024 Participants

Regional Changes to Per-Race Participation

While there is certainly hyper-local variation, the regional data is relatively consistent, with all regions seeing growth between 3.3%-8.3%.

Regions as defined by the Bureau of Economic Analysis
Far West: AK, CA, HI, NV, OR, WA
Great Lakes: IL, IN, MI, OH, WI
Mideast: DE, DC, MD, NJ, NY, PA
New England: CT, ME, MA, NH, RI, VT
Plains: IA, KS, MN, MO, NE, ND, SD
Rocky Mountains: CO, ID, MT, UT, WY
Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
Southwest: AZ, NM, OK, TX

Note that the reports by month, size, and region differ from the overall 2024-2025 report in a few ways: First, it's looking at the numbers from an overall event weekend, regardless of the number of distances or options within the event (i.e., the Richmond Marathon with an 8K, half marathon, and full marathon and virtual event is a single event weekend). Second, the matching process on this report is less refined and it may not include events that did not use the renewal function. Lastly, the report bases the month on the month the race took place in 2024, even if it changed months in 2025.

Transactions on the Platform

The final data that we reviewed for this section is our internal weekly transaction report. This report *is* impacted by new events and increased market share of the RunSignup platform and does not reflect the experience of an individual race director.

However, it provides a clear visual of the *patterns* of registration, including spikes in the spring and fall, particularly as Thanksgiving nears.

Weekly Transactions

Transactions
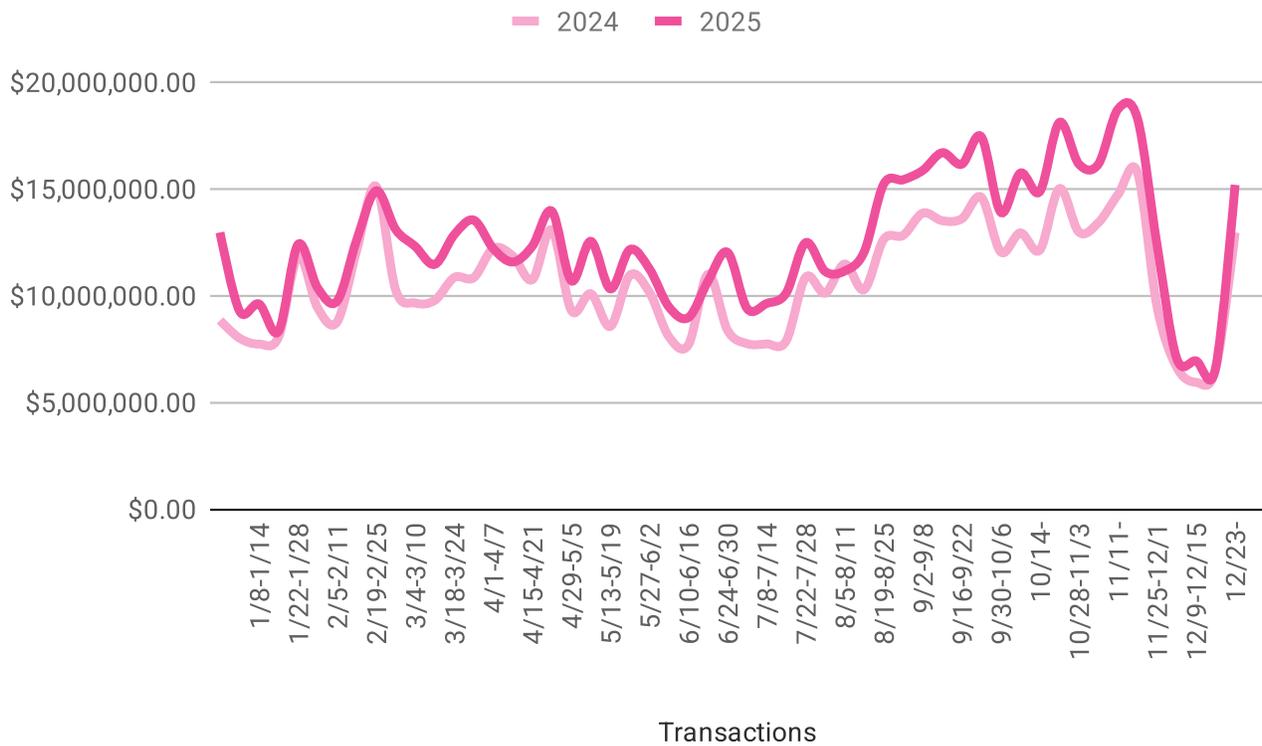
Takeaways

- Growth in the endurance industry appears healthy, but did slow in 2025. Guard against potential headwinds by focusing on retention through loyalty programs and expand your funnel via referral programs and community outreach.

- With per-race growth slowing, look for revenue streams beyond just registration. Add-on merch and experiences, paid parking, and VIP options can help boost your revenue even if your participation rate is immobile.

1.2 **Repeat Participation**

How many of your participants from 2024 returned to your event this year? Following COVID, repeat participation has stabilized, with 17.2% of 2024 participants returning to the same event in 2025. It's worth noting: this report only looks at people who returned to the same race distance; if your race weekend offers multiple distances, you may also be seeing repeat participants who simply change distances.

17%
of 2024 participants returned to the event in 2025

Repeats as a Percentage of Registrations in 2024

Legend: # Registrations 2024 | 2025 Repeats
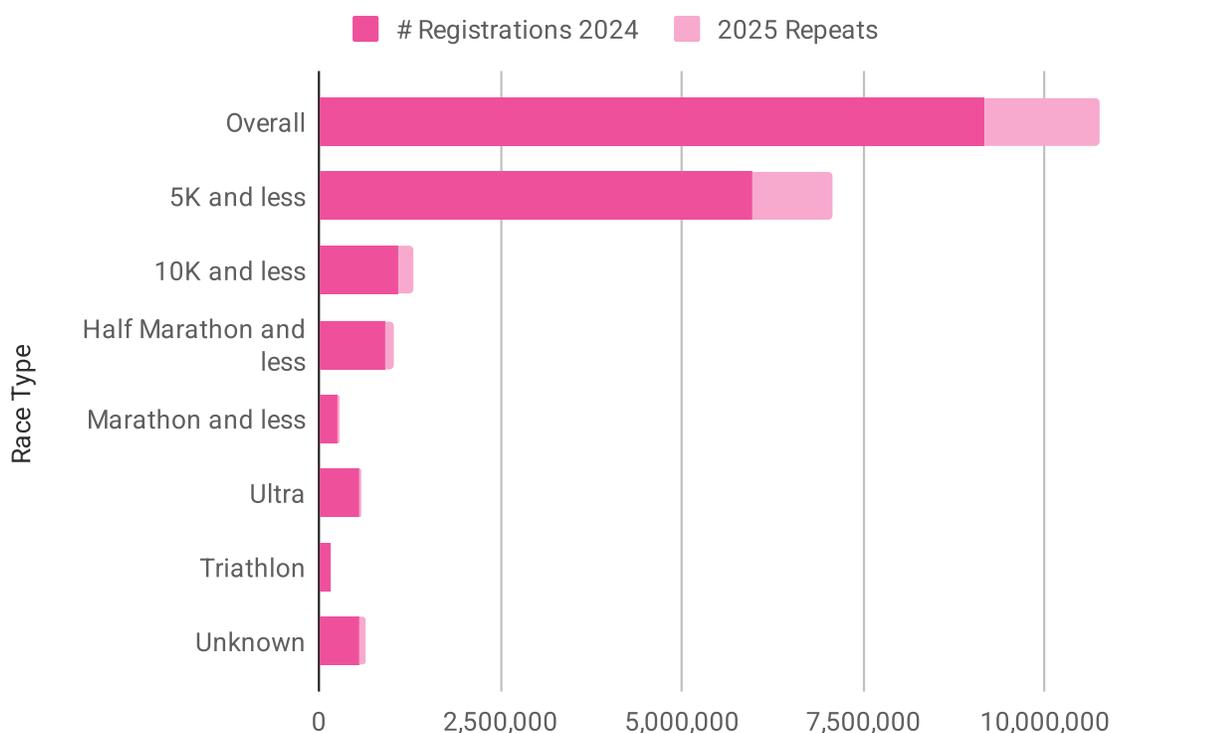
Longer distances, with their higher training demands and more expensive price points, see fewer repeats than shorter distances. However, we have seen repeat participation for longer events increase slightly over the last few years; in 2025, 11.5% of ultramarathoners repeated the same race, and 12.8% of marathoners returned.

12% of Ultramarathon Participants were Repeats

Repeat Participation by Year

Event Type	Repeat % 2021	Repeat % 2022	Repeat % 2023	Repeat % 2024	Repeat % 2025
Overall	12.0%	14.1%	16.1%	17.4%	17.2%
5K and less	12.7%	15.7%	17.3%	18.5%	18.2%
10K and less	13.1%	15.2%	18.2%	19.7%	19.0%
Half Marathon and less	11.0%	10.0%	12.6%	13.7%	13.5%
Marathon and less	9.5%	10.2%	11.3%	12.0%	12.8%
Ultra	6.6%	9.5%	10.1%	11.5%	12.2%
Triathlon	7.9%	6.3%	8.5%	7.9%	7.1%
Unknown	11.5%	12.2%	13.7%	14.9%	16.0%

Takeaways

- Focus on improving your overall repeat rate by offering multiple distances that meet participants where they are *that* year. It's easier to create a true tradition when there's an option for every season of life.

- Bring previous runners back with loyalty programs, perks for repeat-runners, and awards that recognize your most loyal participants.

- Retention is important, but you will always need new runners, too. Make your race welcoming to *new* runners with beginner-friendly distances, training programs for new runners, and social teams that ensure a positive experience that brings runners back year after year.

1.3 **Distribution of Events**

After the disruptions of COVID, races have returned to a regular schedule with spikes in the spring and fall. Fall races are the most common, with 13.5% of all events taking place in September and another 12.5% in October. The ever-increasing popularity of Turkey Trots is also evident, with 10.1% of all events occurring in November. Of note: a full quarter of all November races took place on a single day (11/28).

Events by Month

Month	2021 % of Total	2022 % of Total	2023 % of Total	2024 % of Total	2025 % of Total
January	3.6%	3.5%	3.5%	3.5%	3.4%
February	3.8%	4.3%	4.0%	3.9%	4.1%
March	5.5%	6.1%	5.8%	6.3%	6.6%
April	8.4%	10.1%	10.4%	10.3%	8.4%
May	10.2%	10.2%	9.9%	9.8%	11.5%
June	8.7%	9.6%	9.6%	10.0%	10.0%
July	7.9%	7.9%	8.2%	7.6%	7.5%
August	8.8%	7.7%	7.8%	8.3%	8.4%
September	14.3%	13.1%	13.9%	13.8%	13.5%
October	15.3%	14.8%	13.7%	13.0%	12.5%
November	9.7%	9.0%	9.3%	9.4%	10.1%
December	3.7%	3.8%	3.9%	4.2%	4.1%
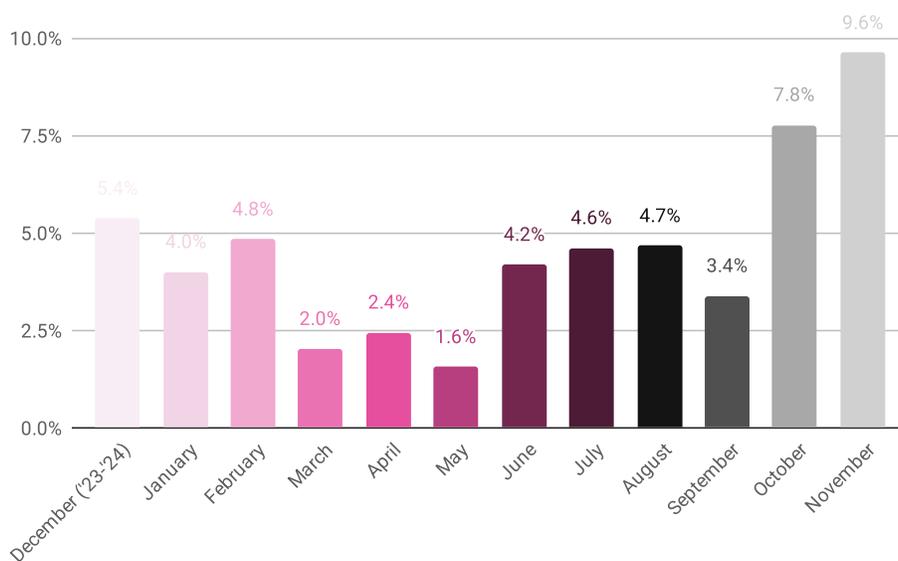
26% of 2025 Races Took Place in September or October

Events vs. Participation by Month

Another important question: does monthly participation match the number of available events? The answer appears to be largely yes, with one outlier. November, the month of Turkey Trots, sees outsized participation compared to the number of available events. In contrast, participation in June, August, and September is a bit low compared to the percentage of events offered.

Events vs Participation

10% of Races Are in November
## 20% of Yearly Race Participation is in November

Weekends are (obviously) the most popular choice for races. While the influx of virtual races led to a few more weekday races in 2020 and 2021, those have fallen out of popularity in recent years. Saturdays are the clear leader, with 57.9% of races while Sundays play host to another 23.9 % of all races.

58%
of Races Begin on a Saturday

Note that this stat looks at the first day of a race, so Sundays are likely a bit of an undercount due to race weekends that offer one (or more) distances on Saturday and an additional distance on Sunday.

Events by Day of the Week

Day	2021	2022	2023	2024	2025
Monday	4.8%	3.8%	2.6%	3.1%	2.1%
Tuesday	3.3%	2.3%	3.1%	1.8%	2.2%
Wednesday	3.2%	2.8%	2.7%	2.6%	3.1%
Thursday	7.0%	5.9%	5.7%	6.8%	5.6%
Friday	7.1%	5.2%	4.5%	4.3%	5.2%
Saturday	50.1%	55.2%	56.1%	56.9%	57.9%
Sunday	24.4%	24.8%	25.3%	24.4%	23.9%
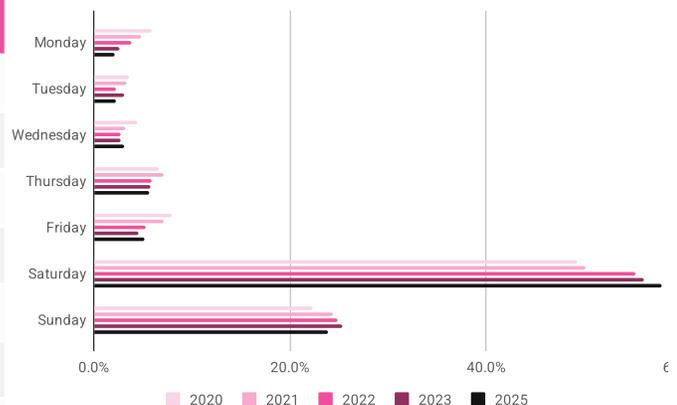
Takeaways

- Heat and cold provide challenges to race directors, but they can also be an asset. Consider off-season events that *embrace* the elements – every runner loves the bragging rights created by running in more extreme conditions!

- The race schedule is getting even more polarized to weekends, especially Saturdays. If your local race calendar is crowded, consider some of the natural gaps such as a seasonal weekday evening race or a Sunday.

1.4 **Churn**

RunSignup internally tracks *churn* – both events that do not recur at all and those that recur but change registration platforms. This allows us to evaluate the health of the industry and the relative strength of our platform.

Tabulating this report is a highly manual process. As such, this data represents only events over 500 participants that use our platform from year to year. Smaller events are excluded.

Competitor and No Race Churn 2024-2025 Compared to Race Renewals and New Races
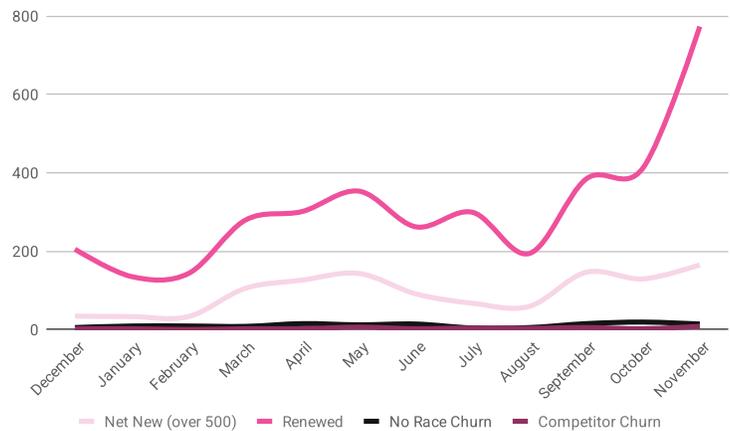
	Total Events *Over 500 In 2024*	Total Events *Races Over 500 in 2025*	Net New 2025 *Races Over 500*	Renewed *Same Month*	Renewed *New Month*	Competitor Churn	No Race Churn	Competitor Churn %	No Race Churn %
December	218	246	34	205	6	2	5	0.9%	2.3%
January	146	143	33	135	123	2	9	1.4%	6.2%
February	172	181	33	143	20	0	9	0.0%	5.2%
March	325	395	105	279	36	2	8	0.6%	2.5%
April	365	430	126	301	47	2	15	0.5%	4.1%
May	403	475	143	353	32	6	12	1.5%	3.0%
June	315	367	91	262	37	2	14	0.6%	4.4%
July	320	379	67	299	13	4	4	1.3%	1.3%
August	223	274	59	194	21	3	5	1.3%	2.2%
September	451	494	146	384	47	5	15	1.1%	3.3%
October	456	522	129	412	23	2	19	0.4%	4.2%
November	815	977	165	773	20	8	14	1.0%	1.7%
Total	4209	4883	1131	3740	425	38	129	0.9%	3.1%

The overall churn rate for 2024 events that did not recur in 2025 was quite low, just 3.1%. That represents the lowest no-race churn we've seen since we started reporting the stat in 2018. This suggests a relatively stable market, with few new gaps opening up in the schedule.

Churn numbers from 2020-2022 include some weird variations because many races skipped 1-3 years during the pandemic before ultimately returning. However, we have seen churn, both competitor and no race, falling over the last three years.

Year	Competitor Churn	No Race Churn %
2023	2.6%	5.0%
2024	1.2%	3.9%
2025	0.9%	3.1%

3% of 2024 Races Were Not Held in 2025

Competitor churn has remained low over the last four years. Churn has resulted from acquisitions that include registration platforms and races, changes in partnerships and strategy for timing companies, potentially unsustainable sales strategies with aggressive financial incentives, and normal curiosity to test out new tools. Regardless, new races on the platform continue to significantly out-pace both competitors and no race churn.

Competitor Churn 2021-2025

Competitor Losses	2021	2021%	2022	2022%	2023	2023%	2024	2024%	2025	2025%
New Events	1,320		1,652		889		921		1,136	
RaceRoster	9	1.5%	8	0.4%	29	1.0%	13	0.4%	8	0.23%
EnMotive	27	4.5%	0	0.0%	5	0.2%	2	0.1%	2	0.06%
CT/Athlinks	2	0.3%	1	0.1%	26	0.9%	2	0.1%	4	0.12%
Active	2	0.3%	2	0.1%	5	0.2%	2	0.1%	0	0.00%
Other	26	4.3%	4	0.2%	2	0.1%	4	0.1%	3	0.09%
elitefeats	0	0.0%	0	0.0%	1	0.0%	3	0.1%	3	0.09%
ItsYourRace	2	0.3%	0	0.0%	1	0.0%	0	0.0%	1	0.03%
Custom	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.12%
onecause	0	0.0%	0	0.0%	1	0.0%	2	0.1%	0	0.00%
Haku	1	0.2%	0	0.0%	1	0.0%	2	0.1%	3	0.09%
RaceEntry	1	0.2%	0	0.0%	1	0.0%	2	0.1%	2	0.06%
Showclix	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00%
Events.com	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.00%
RaceWire	1	0.2%	0	0.0%	1	0.0%	0	0.0%	0	0.00%
Lets Do This	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.17%
EventBrite	1	0.2%	0	0.0%	0	0.0%	2	0.1%	0	0.00%
RedPodium	1	0.2%	0	0.0%	1	0.0%	0	0.0%	0	0.00%
Classy	0	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.00%
GetMeRegistered	0	0.0%	1	0.1%	0	0.0%	1	0.0%	0	0.00%
ZippyReg	-3	-0.5%	0	0.0%	1	0.0%	2	0.1%	1	0.03%
BlackBaud	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00%
Run the Day	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.06%
Other	0	0.0%	4	0.2%	0	0.0%	1	0.0%	3	0.09%

Takeaways

- Race churn is very low. While this suggests stability for existing races, it may also make it difficult for new races to find gaps to break in. Evaluate local demand and focus on unique concepts when introducing new events.

- Races only come back when participants do. Take time to thank your participants with loyalty programs that reward returners and implement referral programs to encourage the faithful to bring their friends along.
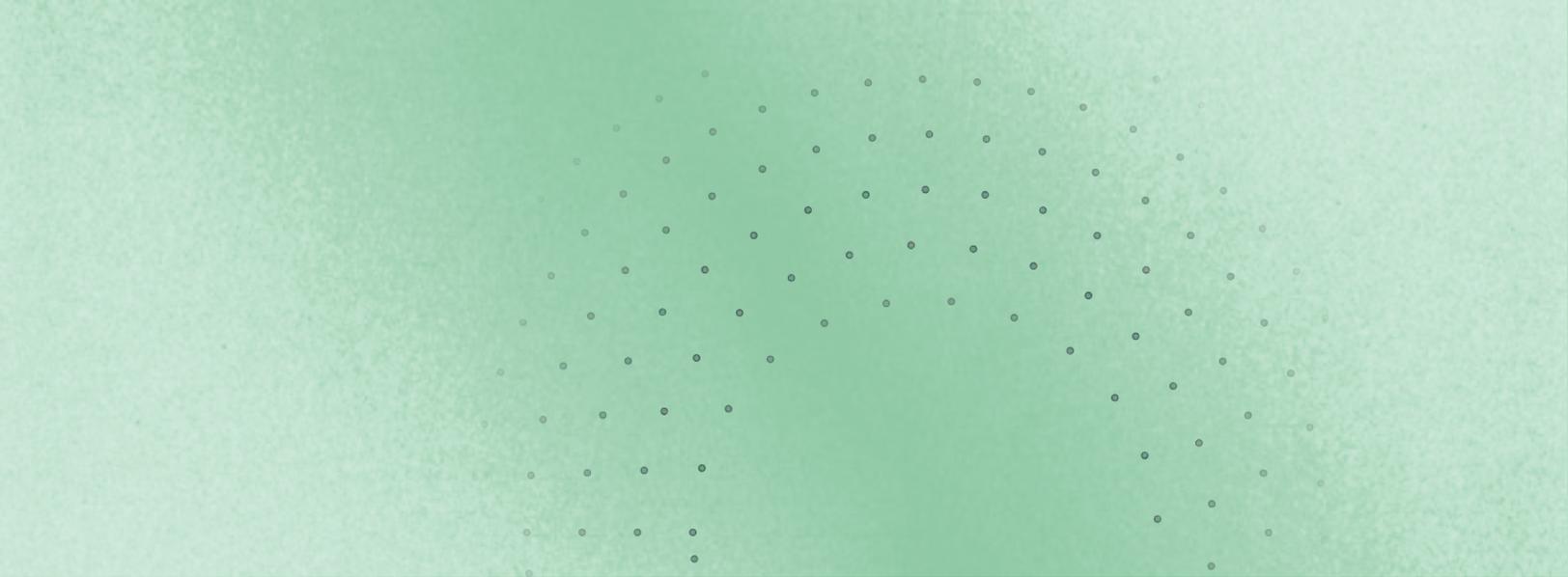
"

Just like a cellphone changed communication, RunSignup's tools—especially Tickets—are changing event operations. They make everything smoother, smarter, and more sustainable."

- Thomasey, Blue Ridge Timing

02

Event Trends

Key Findings and Trends

- In-person events are again the absolute default, with just **3% of participants opting for a virtual race or challenge.** However, races continue to offer more virtual options than they did pre-pandemic; **7.1% of all 2025 race events were virtual.**

- Women continue to make up the majority of participants, but the gap has narrowed a bit over the last few years. **In 2025, 53% of participants identified as a woman.**

- After a few years of concerning declines in young adult participation, young runners are back. **17.9% of 2025 participants were 18-29,** the most we've seen in that age group since 2016.

- Most races are small. In 2025, 85.8% of race weekends had fewer than 500 participants, while large events of **over 5,000 make up just 0.4% of races.** That means participants are more likely to experience the industry via small events: **36.9% of participants registered for a race with 500 or fewer participants, while just 13.2% registered for a race with more than 5,000 participants.**

Conclusions and Recommendations

- Virtual options are great for inclusivity and tradition, but keep your resources focused where most of your participants are: in-person on race day.

- Instead of guessing if you should appeal to women or men, make your race welcoming to everyone: provide giveaways and merch in multiple cuts and a range of colors.

- Younger runners are showing an interest in running events again. Keep them engaged and coming back with social opportunities like teams and TikTok challenges and highlight the difference your race makes for charity.

- Large events make up only a fraction of the endurance industry and most runners experience small to mid-sized races. Free technology options like real-time runner tracking and on-course photos give your smaller race a big-race impression while maintaining a community feel.

2.1 **Participation by Event Type**

- The popularity of virtual events continues to decline following the COVID boom; however, we are seeing a slowing of the trend that suggests a more normal baseline. Virtual events are still more common than pre-pandemic; however, there are fewer virtual events and fewer people opting for virtual. The two main, remaining buckets for virtual events include:

- Niche virtual-only events with popular themes, premium swag, and significant digital marketing.

- Low-key virtual options connected to in-person events to encourage maximum participation (from anywhere).

Percent of Events by Type

Event Type	2021 % of Events	2022% of Events	2023 % of Events	2024 % of Events	2025 % of Events
In-Person	74.8%	87.6%	90.9%	92.1%	92.9%
Virtual Race	20.3%	10.5%	7.9%	6.9%	6.2%
Virtual Challenge	4.9%	1.9%	1.3%	1.0%	0.9%

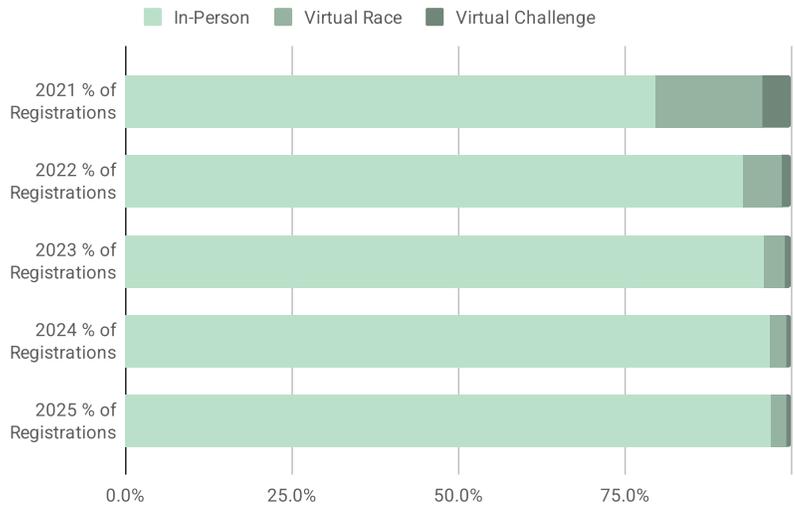**7%** of 2025 Events Were Virtual (Or Challenges)

Registrations by Event Type

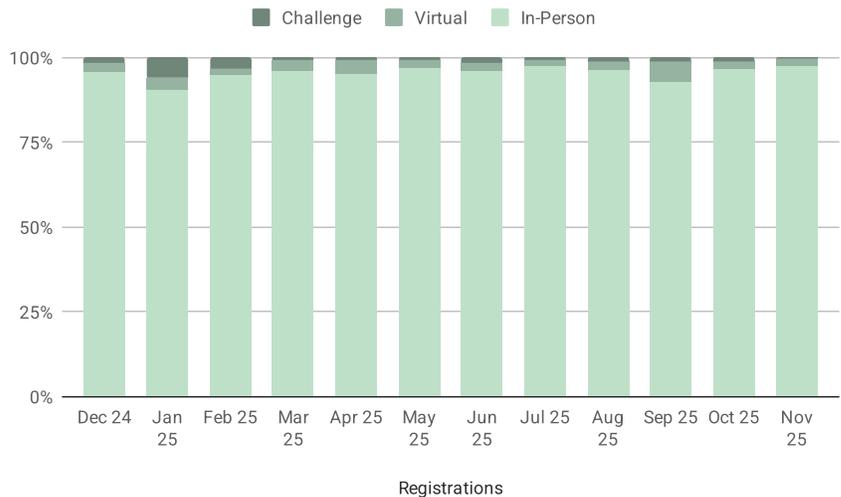| Event Type	2021 % of Registrations	2022 % of Registrations	2023 % of Registrations	2024 % of Registrations	2025 % of Registrations
In-Person	79.6%	92.8%	95.7%	96.8%	97.0%
Virtual Event	15.9%	5.7%	3.2%	2.4%	2.2%
Virtual Challenge	4.5%	1.5%	1.0%	0.8%	0.8%

3% of 2025 Participants Opted for Virtual

Percent of Registrations by Event Type

Interestingly, for the third year in a row, virtual participation was noticeably highest in January. This suggests some demand for virtual options – both traditional virtual races and virtual challenges – at the beginning of the new year. This is likely related to both inclement weather and New Year's resolutions.

Legend: In-Person, Virtual Race, Virtual Challenge

- 2021 % of Registrations
- 2022 % of Registrations
- 2023 % of Registrations
- 2024 % of Registrations
- 2025 % of Registrations

X-axis: 0.0%, 25.0%, 50.0%, 75.0%

Registration Distribution by Month

.

Legend: Challenge, Virtual, In-Person

X-axis: Dec 24, Jan 25, Feb 25, Mar 25, Apr 25, May 25, Jun 25, Jul 25, Aug 25, Sep 25, Oct 25, Nov 25

Registrations

Takeaways

- Demand for virtual events seems to be finding a normal (low-level) baseline. They can be a nice way to add 1-2% to your participation numbers, but keep the overhead low and your virtual offerings simple.

- Consider a virtual New Year's event to boost your slow winter season. Make sure you include a hook, like a fun theme or premium swag to make the virtual event worthwhile.

2.2 **Participant Demographics**

The gender gap in participation narrowed in 2025, continuing a very slow trend we've seen since the start of this report. However, the majority of participants (53%) still identify as women.

53%
of 2025 Participants Identified As Female
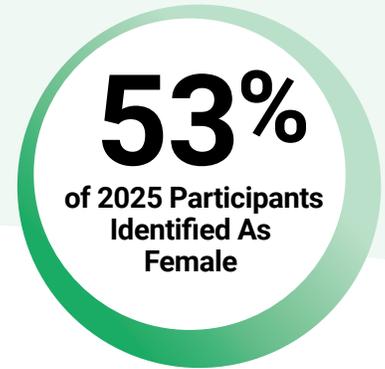
Overall Participation by Gender

Gender	2021	2022	2023	2024	2025	% Change 2024-2025
Male	42.4%	43.9%	44.7%	44.6%	44.8%	0.4%
Female	55.4%	54.1%	53.4%	53.2%	53.0%	-0.3%
Non-Binary	-	0.2%	0.2%	0.2%	0.2%	39.3%
N/A	2.4%	1.9%	1.7%	2.0%	1.9%	-4.0%

Some runs – especially untimed runs and virtual events – don't require a gender field. In 2025, 1.9% of registrants did not identify a gender in registration. As the non-binary category has become more common, we have seen a small uptick in participants identifying as non-binary, but this remains a small minority, with some races not enabling the option.
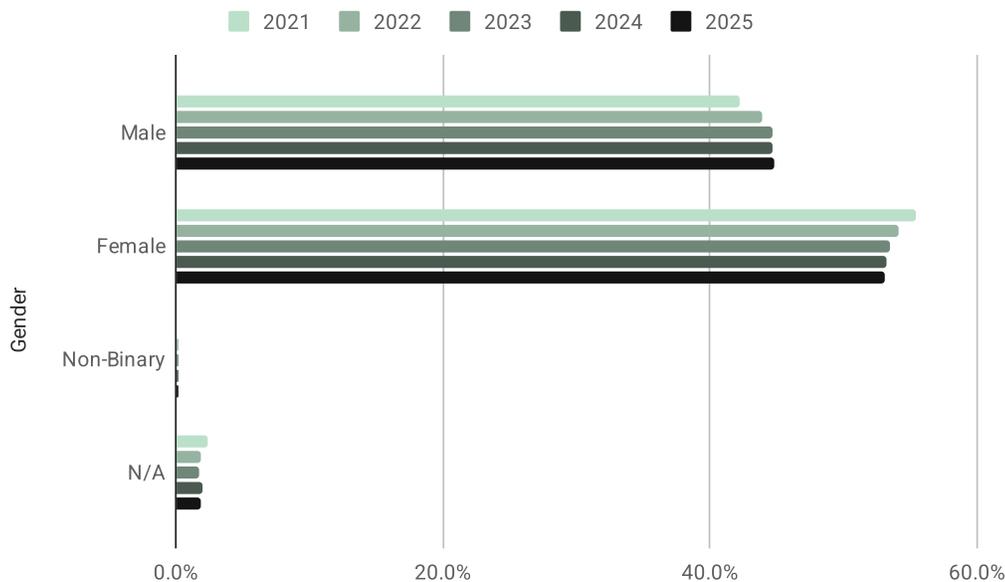
Virtual participation makes up a relatively small percentage of all racers, but it can also provide insight into the race characteristics that may appeal to different groups. Female runners still dominate virtual events; however, we have seen a slight uptick in male virtual runners.

Gender by Event Type

Gender	2023 Virtual Challenge	2024 Virtual Challenge	2025 Virtual Challenge	2023 Virtual Race	2024 Virtual Race	2025 Virtual Race	2023 In-Person	2024 In-Person	2025 In-Person
Male	29.9%	33.2%	30.5%	30.7%	33.3%	36.1%	45.3%	45.0%	45.1%
Female	61.0%	63.1%	64.0%	65.2%	62.8%	61.0%	52.9%	52.9%	52.8%
Non-Binary	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
N/A	8.9%	3.5%	5.3%	3.8%	3.6%	2.7%	1.6%	1.9%	1.9%
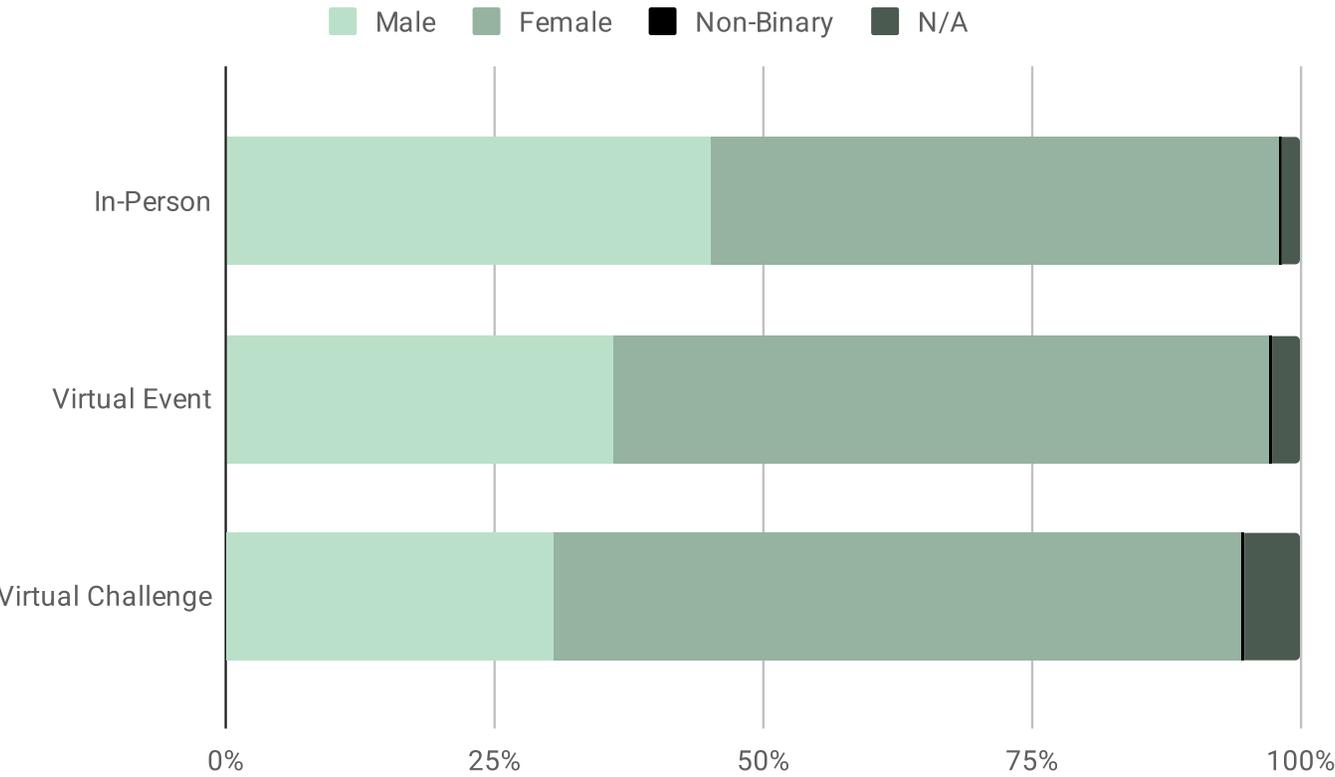
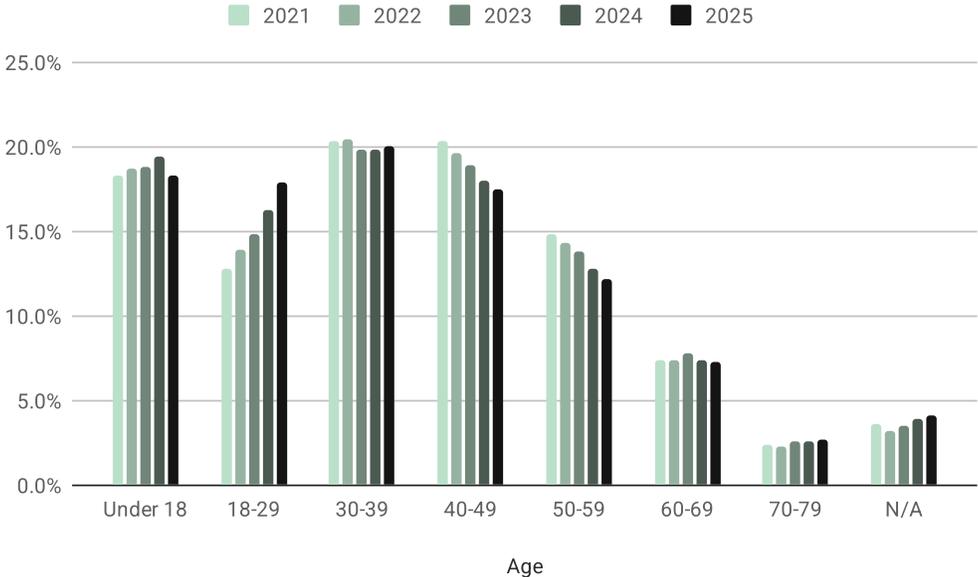**61%** of 2025 Virtual Race Participants Identified As Female

Years of declining participation by young adults (18-29) prompted concern for the future of the sport. However, the trend appears to have turned around, with 17.9% of participants in 2025 falling between 18-29. While that's not *quite* as high as we saw in 2015-2016, where the cohort made up 20-22% of participants, it actually exceeds the young adult participation immediately pre-pandemic, in 2019 (16.4%).

Overall Participation by Age

Age	2021	2022	2023	2024	2025	% Change 2023-2024
Under 18	18.3%	18.7%	18.8%	19.4%	18.3%	-5.4%
18-29	12.8%	13.9%	14.8%	16.2%	17.9%	10.0%
30-39	20.3%	20.5%	19.8%	19.8%	20.0%	1.2%
40-49	20.3%	19.7%	18.9%	18.0%	17.5%	-2.8%
50-59	14.8%	14.3%	13.8%	12.8%	12.2%	-4.5%
60-69	7.4%	7.4%	7.8%	7.4%	7.3%	-0.9%
70-79	2.4%	2.3%	2.6%	2.5%	2.7%	5.8%
N/A	3.6%	3.2%	3.5%	3.9%	4.1%	4.4%

Age also impacts the type of event participants choose. Virtual competitors are older, on average, with 32.4% of all virtual racers over the age of 50.

Multiple factors likely play a role in this trend, including confidence participating in competitive events, the desire to participate in social activities with family and friends, and scheduling challenges. Regardless, it does highlight the importance of maintaining *some* virtual presence to ensure truly inclusive events.

18% of 2024 Participants Were 18-29

Age by Event Type

Age	2023 Virtual Challenge	2024 Virtual Challenge	2025 Virtual Challenge	2023 Virtual Race	2024 Virtual Race	2025 Virtual Race	2023 In-Person	2024 In-Person	2025 In-Person
Under 18	4.5%	5.5%	4.4%	9.0%	8.9%	7.7%	19.3%	19.8%	18.7%
18-29	10.6%	11.6%	12.6%	10.7%	11.0%	12.0%	15.0%	16.4%	18.0%
30-39	20.7%	21.7%	21.9%	20.7%	20.7%	21.0%	19.8%	19.8%	20.0%
40-49	25.0%	25.4%	24.5%	23.2%	22.8%	22.6%	18.7%	17.8%	17.3%
50-59	19.5%	19.0%	17.6%	18.1%	17.4%	17.0%	13.6%	12.6%	12.0%
60-69	10.4%	10.5%	9.9%	10.5%	10.9%	10.9%	7.6%	7.2%	7.2%
70+	3.1%	3.2%	3.4%	3.8%	4.3%	4.5%	2.6%	2.5%	2.6%
N/A	6.2%	3.0%	5.7%	4.0%	3.9%	4.2%	3.4%	3.9%	4.1%
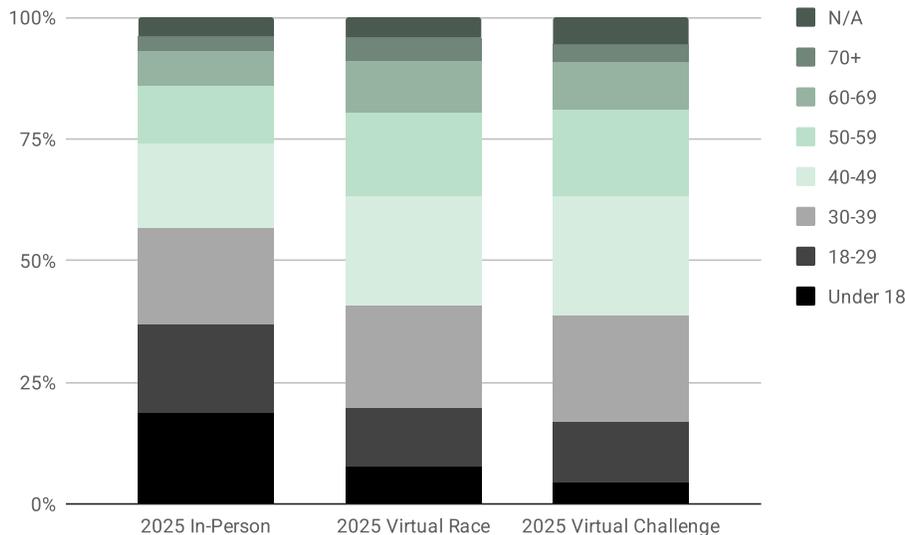
32% of Virtual Challenge Participants Were Over 50

While **22%** of In-Person Participants Were Over 50

Takeaways

- Young adults are back. Keep them engaged and *coming back* with pre and post-race online content, photo opportunities, and fun social activations.

- The time to start working on the next generation of young adults is now. Offer (and promote) kids events whenever possible – you may not make money on a kids race *today*, but cultivating a culture of running events will pay dividends in a few years.

- While men are catching up, the majority of race participants are still women. Offer merch that fits women and integrate female athletes in your marketing images and messaging.

- Variety is what makes running inclusive. While every race doesn't have to have an option for everyone, providing a range of distances and virtual and in-person options makes your company more welcoming to all generations.

2.3 Race Sizes

While most media coverage is of large-scale endurance events, the majority of races in the US are small community events. For this report, we looked at the size of full race weekends, meaning that a race with multiple distances is counted as one race, not as separate race events.

While more than 44% of races had fewer than 100 participants, a relatively small percentage (6.1%) of all participants were competing at races of that size. On the flip side, 6.3% of participants compete in races with more than 10,000 participants, despite them making up just 0.1% of all races.

The sweet spot appears to be somewhere in the middle. 39.5% of races have 101-500 participants, with 32.8% of participants joining a race of that size.

Percent of Races by Race Size

	2022	2023	2024	2025
100 or less	48.0%	48.4%	46.0%	44.7%
101-500	40.2%	39.5%	40.9%	41.1%
501-1,000	7.1%	7.2%	7.8%	8.2%
1,001-2,500	3.5%	3.6%	3.9%	4.1%
2,501-5,000	0.8%	0.9%	0.9%	1.1%
5,001-10,000	0.3%	0.3%	0.3%	0.6%
10,001+	0.1%	0.1%	0.1%	0.1%

Percent of Participants in Races of Various Sizes

	2022	2023	2024	2025
100 or less	7.2%	6.8%	6.5%	6.1%
101-500	32.8%	32.8%	31.9%	30.8%
501-1,000	17.3%	17.7%	18.0%	18.3%
1,001-2,500	18.8%	19.2%	19.8%	20.0%
2,501-5,000	9.8%	11.5%	10.8%	11.5%
5,001-10,000	7.7%	6.2%	7.1%	6.9%
10,001+	6.3%	5.6%	5.8%	6.3%

86% of 2025 Race Weekends Had 500 or Fewer Participants
37% of 2025 Participants Registered for a Race with 500 or Fewer Participants

Percent of Races by Size Compared to Percent of Participants

Legend: % Races ■ % Participants ━

Y-axis: 50.0%, 40.0%, 30.0%, 20.0%, 10.0%, 0.0%

X-axis (Race Size): 100 or less, 101-500, 501-1,000, 1,001-2,500, 2,501-5,000, 5,001-10,000, 10,001+
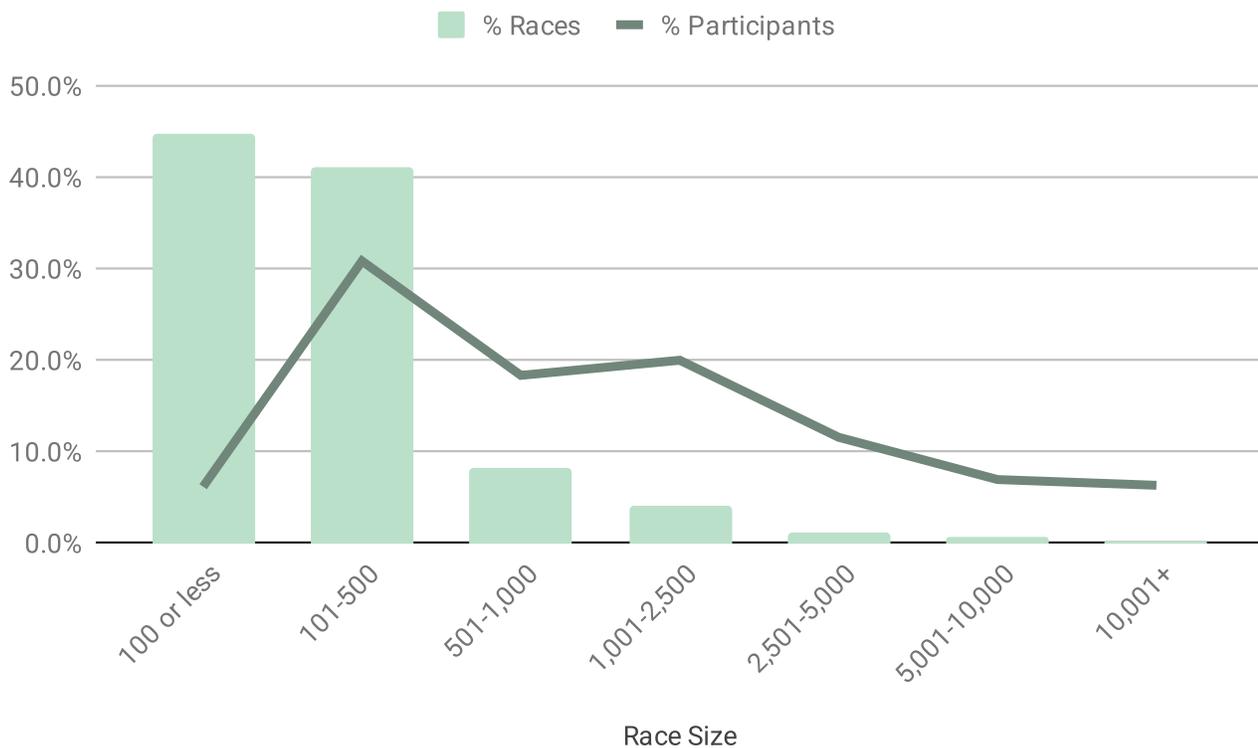
0.7% of 2025 Race Weekends Had More Than 5,000 Participants
13% of 2025 Participants Registered for a Race with More Than 5,000 Participants

Race Events By Size and Type

Finally, we looked at individual race events (I.E., an in-person 5K or a virtual 10K) to see how big individual events are, and how that differs for in-person and virtual events.

Across the board, small events are the most common. However, virtual events are even more likely to have under 100 people in an event, with 92.5% of virtual events registering fewer than 100 runners. Virtual challenges, with their higher overhead and increased engagement are slightly more likely to attract larger numbers, with 77.6% of virtual challenge events including fewer than 100 runners and 17.4% of events between 101-500. In-person events are the largest, but still, only 4.9% of events exceed 1,000 participants.

2025 Size of Event by Type

Legend: In-Person, Virtual Event, Virtual Challenge
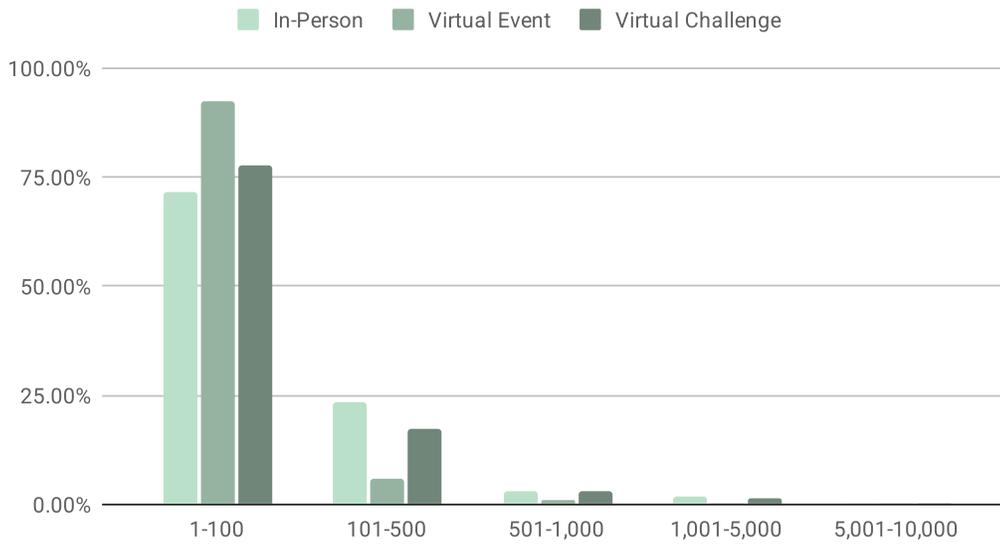
93% of Virtual Events Have 100 or Fewer Participants

Takeaways

- Most races are small, community events and locally focused mid-sized races. Yet, often the national discussion around event challenges centers major running events, not small nonprofit 5Ks. Seek out other local races that mirror your own for a more realistic discussion of the issues you are facing and the resources that might be available to you.

- Embrace the community aspect of the endurance industry by building ties with your local stakeholders. Running clubs, running stores, and micro-influencers hold a lot of sway with runners in any given area. Build long-term relationships with them rather than focusing on short, strictly transactional exchanges.

- Virtual races are often very small add-ons to existing races. They are great to add some runners on the margins, but don't overinvest your time in a race option that's likely to attract a small group of runners.
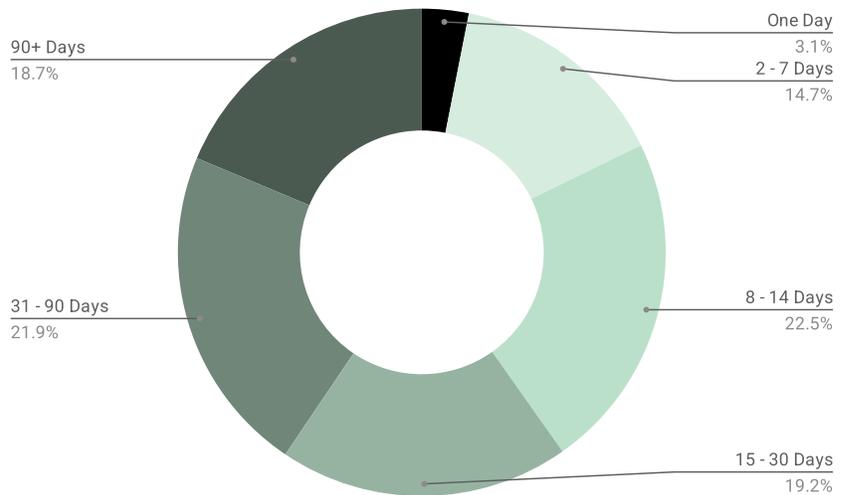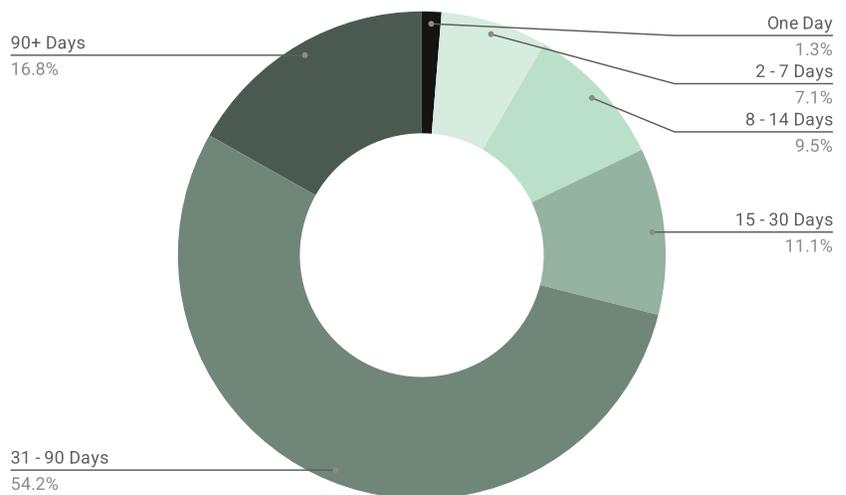
2.4 **Length of Virtual Events**

Unlike in-person events that typically last for a day or a weekend, the benefit of virtual events tends to be their longer time range to complete activities. A standard virtual event can last anywhere from a few days to several months, with a majority (60%) concluding within a month. Virtual Challenges, on the other hand, typically keep participants engaged for weeks or months, with 71% lasting for more than 30 days.

71%
of Virtual Challenges Run for More Than 30 Days

Length of a Virtual Race

- 90+ Days 18.7%
- One Day 3.1%
- 2 - 7 Days 14.7%
- 8 - 14 Days 22.5%
- 15 - 30 Days 19.2%
- 31 - 90 Days 21.9%

Length of a Virtual Challenge

- 90+ Days 16.8%
- One Day 1.3%
- 2 - 7 Days 7.1%
- 8 - 14 Days 9.5%
- 15 - 30 Days 11.1%
- 31 - 90 Days 54.2%

Takeaways

- Finding the sweet spot for your virtual event or challenge is key — it's important to provide flexibility, but you don't want it to last any longer than you can keep people engaged. Remember: **you** also need to stay engaged throughout the event.

- Keeping people excited is hard. The longer the challenge, the more you need interactive elements like milestones and maps to reduce participation drop-off.
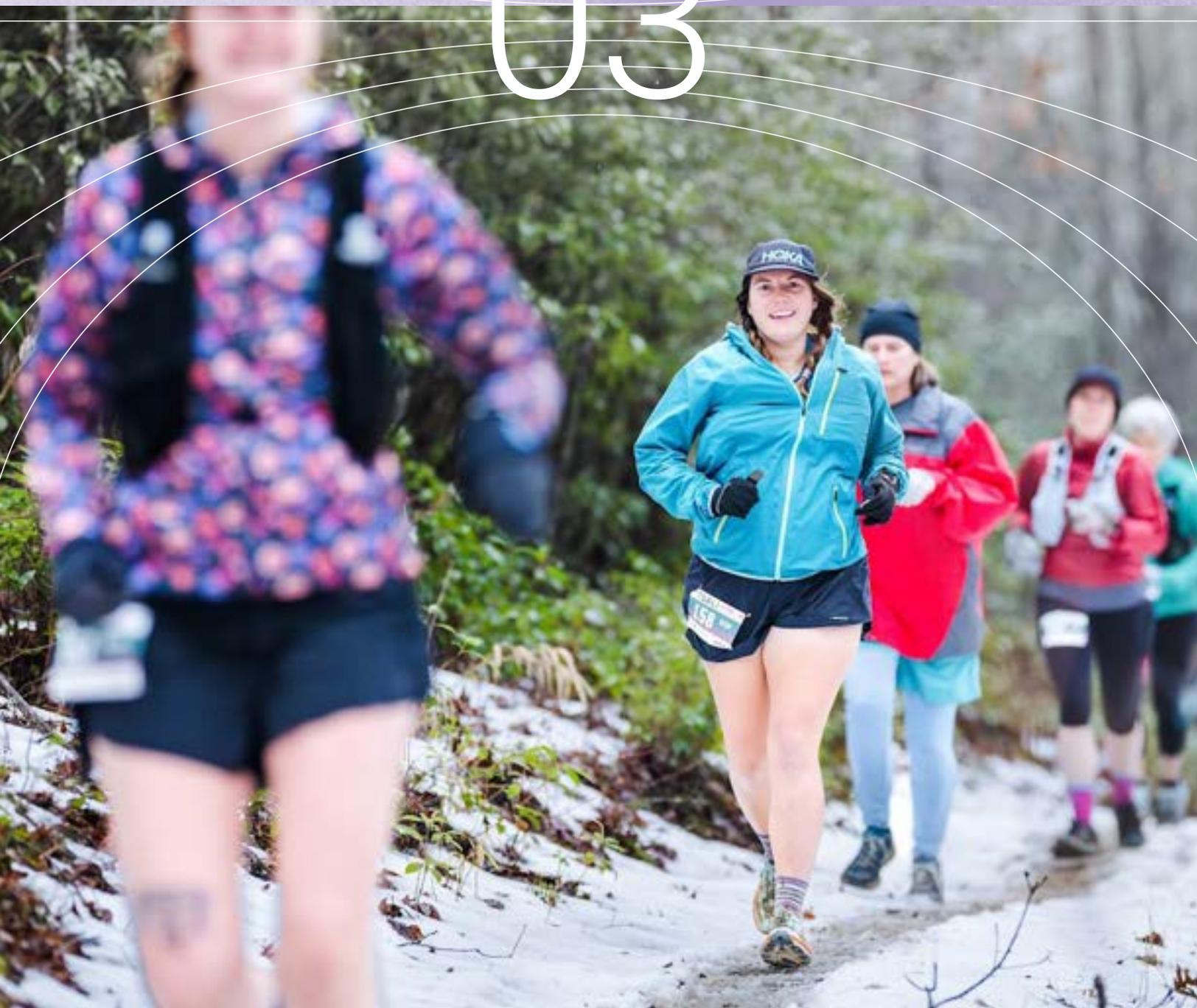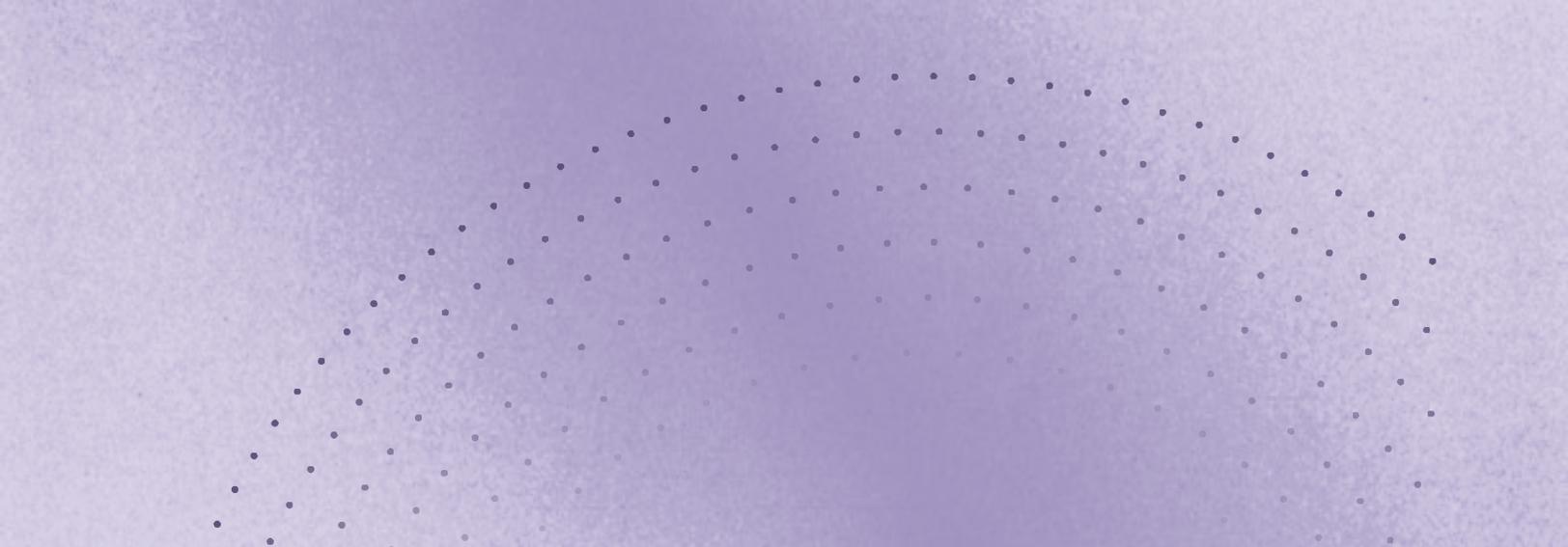
"

We love the RunSignup Website V2! We rebuilt ours just after the 2025 sell-out. The refreshed website, along with a revision of event copy with the help of ChatGPT, keeps the event feeling fresh and exciting even after 24 years."

-Jen Vojt, TRACS Creative Director

Registration Trends

03

Registration Trends

Key Findings and Trends

- Runners are (barely) registering earlier. In 2025, **23.7% of registrations came on race week** while **14.4% of registrations took place more than 3 months in advance.** Distance should drive expectations, though – marathons saw just 6.7% of registrations on race week and 53% of registrations more than 3 months prior to race day.

- Prices continued rising in 2025, with **10K prices increasing 4%** since 2024 – a jump of 21% since 2019.

- Mobile access to race websites stabilized in 2025, with the majority of users viewing race websites and registering on a phone. In 2025 **73.7% of race website views and 62.9% of transactions were on a mobile phone or tablet**.

- With mobile devices becoming the default, the speed and ease of payments is more important than ever. In 2025, **34% of registrants opted to pay with Apple Pay or a saved credit card.**

Conclusions and Recommendations

- Race registration patterns are remarkably consistent year to year (assuming you refer to your race distance). Use them to help plan smarter marketing schedules, set price increase timelines, and plan for swag for late registrants.

- Prices are rising everywhere. While it doesn't appear to be negatively impacting registrations yet, look for ways to offer low-cost entry (like skip-the-swag) to those who need, and market to local participants who won't need to add travel costs to the race price.

- Review your race the way your participants see it. RunSignup race websites and email are mobile optimized, but you still need to test every step of your website and registration process on mobile.

- Ensure registration and payment is fast and reduce your drop-off rate. This includes limiting questions, allowing for saved credit cards, and offering payment options like Apple Pay.
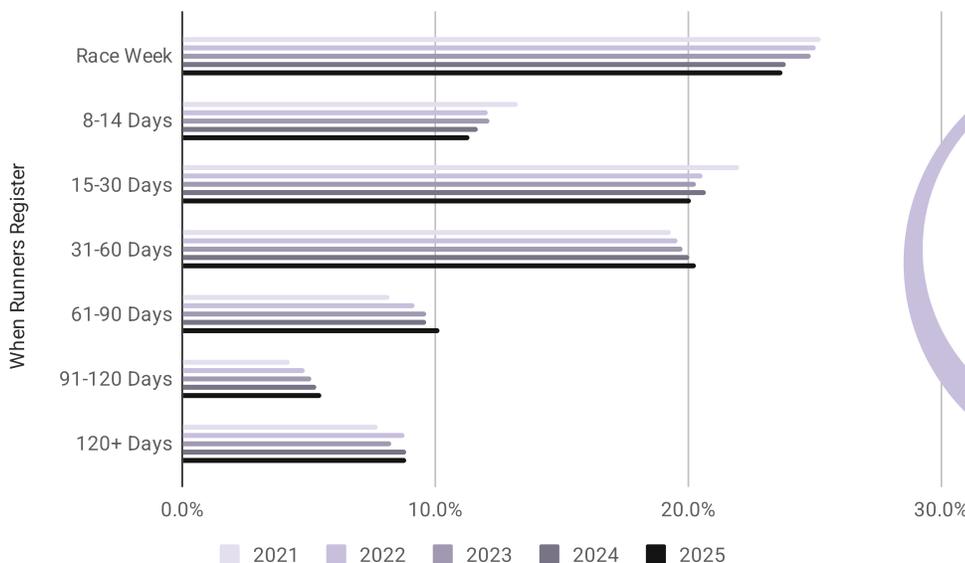
3.1 **When Runners Register**

While race registration patterns have been remarkably consistent throughout the life of this report, we are seeing some minor shifts. Prior to 2024, race week registrations fell between 24-26% every year; the last two, years the super-procrastinators have fallen below 24%.

The change is small, but we do see a slight uptick of earlier registrations and a bit of a drop-off of late registrations.

When Runners Register

When Runners Register	2021	2022	2023	2024	2025	Change 2024-2025
Race Week	25.2%	25.1%	24.8%	23.9%	23.7%	-0.6%
8-14 Days	13.3%	12.1%	12.1%	11.7%	11.4%	-2.8%
15-30 Days	22.0%	20.6%	20.3%	20.7%	20.1%	-2.9%
31-60 Days	19.3%	19.5%	19.8%	20.0%	20.3%	1.4%
61-90 Days	8.2%	9.2%	9.7%	9.7%	10.2%	5.3%
91-120 Days	4.2%	4.8%	5.1%	5.3%	5.5%	4.4%
120+ Days	7.7%	8.8%	8.3%	8.8%	8.9%	0.4%

24% of 2025 Registrations Were on Race Week

When Runners Register by Distance

When we break registrations down by distance, you can recognize a consistent pattern of early interest, a mid-cycle boost, and then a drop until the race week scramble to register. However, race distance plays a significant role in the timing and extent of each of those spikes.

5K's and shorter events have more last minute registrations and minimal registrations more than 60 days out. Longer events like marathons and ultramarathons, on the other hand, register a large number of their participants more than 90 days before the race. Longer training cycles, larger financial commitments, and fewer race options for long distance events (and triathlons) likely explain those differences.

	5K	10K	Half Marathon	Marathon	Ultra-marathon	Triathlon
Race Week	26.6%	19.6%	9.3%	6.7%	16.4%	13.2%
8-14 Days	12.7%	10.0%	5.6%	4.3%	7.3%	8.5%
15-30 Days	22.5%	17.2%	10.9%	8.5%	11.1%	14.6%
31-60 Days	21.0%	21.6%	18.5%	14.3%	14.9%	18.5%
61-90 Days	9.0%	12.9%	15.9%	13.3%	12.8%	12.8%
91-120 Days	3.9%	7.8%	12.5%	12.6%	8.7%	9.6%
120+ Days	4.4%	10.9%	27.2%	40.4%	28.7%	22.8%

62%
of 5K Runners Registered Within the Last Month

53% of Marathoners Register More than 3 Months Before Race Day
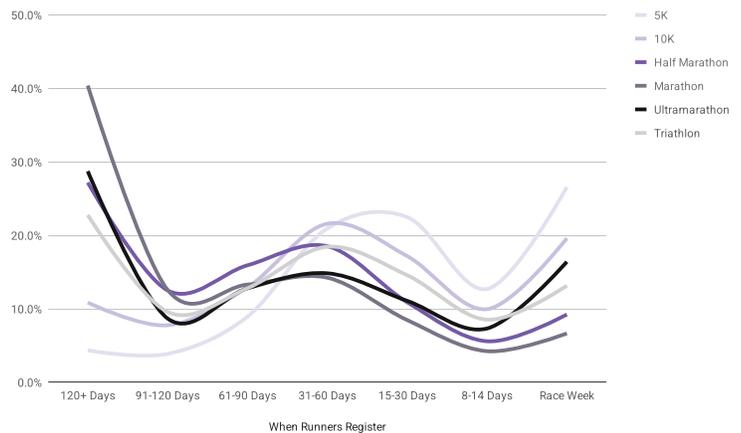
Takeaways

- Take advantage of a seeming willingness to register early. Open registration with a splash – heavily promote the opening via email and social media, and offer super-early-bird discounts to lock people in.

- The registration cycle is relatively stable. Use that curve (specifically, the one for your distance) to create a smarter marketing schedule with strong pushes when runners are ready to register. Looking to boost revenue? See if there's space for an additional price increase for your event.

- Late registrations may be slightly down, but it's still just shy of a quarter of your participants. Make race week registration easy, but consider boosting the price to counteract the uncertainty brought by procrastination.

- Offer flexible participant management options so people are willing to sign up now. Easy distance changes, bib transfers, and deferral options give participants the confidence to take the leap early in the training process.

3.2 **Registration Times**

57%

of Registrations
Take Place Between
9:00am-6:00pm

Online registration never closes (or at least, it never should). And, people take advantage – registrations trickle in throughout the day, with the only truly slow time between midnight and 6:00am. Most people opt to register during the work day, with more than half of all registrations coming between 9:00am and 6:00pm.

What Time Do Participants Register?

Sign Up Hours	2021	2022	2023	2024	2025
Midnight - 6 AM	2.8%	2.4%	2.2%	2.2%	2.2%
6 AM - 9 AM	10.0%	10.3%	10.4%	10.6%	10.4%
9AM - Noon	21.1%	21.4%	21.4%	21.3%	21.2%
Noon - 3 PM	19.4%	19.1%	19.0%	18.8%	18.8%
3 PM - 6 PM	17.3%	17.0%	17.1%	17.0%	17.0%
6 PM - 9 PM	17.9%	18.0%	18.0%	18.2%	18.4%
9 PM - Midnight	11.6%	11.8%	12.0%	12.0%	12.0%

Takeaway

- Don't over-obsess about the timing of your emails and social posts. If you're not sure what the optimal time is, try a range of times throughout the day and into the evening.

3.3 **Pricing Trends**

Average Price

Average event prices rose in 2025 across all distances. Half marathons continue to see a comparatively slow increase (2%), while marathons and triathlons increased their prices an average of 5%.

While prices were artificially low in 2020 and 2021 due to the influx of virtual events, the industry has dealt with significant cost pressures since, including inflation, rising municipal and permitting costs, and scarcity issues. Many races see no option other than to increase prices to keep up with costs.

Average Price by Event Distance

Race Distance	2021 Average Price	2022 Average Price	2023 Average Price	2024 Average Price	2025 Average Price	Change 2024-2025
1 mile	$19.60	$20.05	$20.71	$21.41	$21.58	0.8%
5K	$27.40	$28.94	$29.97	$30.48	$31.23	2.5%
10K	$34.55	$38.09	$39.75	$41.85	$43.40	3.7%
Half Marathon	$58.38	$65.29	$66.44	$66.56	$67.74	1.8%
Marathon	$74.47	$86.62	$91.62	$92.66	$97.57	5.3%
Ultra	$70.98	$95.73	$97.65	$101.79	$104.66	2.8%
Triathlon	$97.15	$99.64	$103.46	$104.23	$109.49	5.0%

4%

Increase in 10K Prices

10K Prices Increased 4%
Half Marathon Prices Increased 2%

Price has been one of the least stable stats we track, with significant changes due to COVID, inflation, and increasing costs for races. To get a bit of a broader view, we also looked at the change in pricing from 2019 to 2025. Triathlon and 10K prices have risen the most, at 21%, while half marathon increases have been more moderate (7%). Ultramarathons, on the other hand, continue to show prices that are likely a bit artificially low due to the increase in virtual challenges and long-distance virtual races in the aftermath of COVID.

Race Distance	Change 2019-2020	Change 2020-2021	Change 2021-2022	Change 2022-2023	Change 2023-2024	Change 2024-2025	Total Change 2019-2025
1 mile	-1.4%	10.5%	2.3%	3.3%	0.8%	0.8%	20.0%
5K	-6.3%	3.8%	5.6%	3.6%	2.6%	2.5%	11.3%
10K	-13.4%	10.5%	10.2%	4.4%	3.4%	3.7%	20.7%
Half Marathon	-18.2%	9.9%	11.8%	1.8%	1.8%	1.8%	7.4%
Marathon	-23.1%	3.1%	16.3%	5.8%	6.3%	5.3%	9.0%
Ultra	-38.5%	-2.3%	34.9%	2.0%	2.5%	2.8%	-5.7%
Triathlon	-3.1%	9.9%	2.6%	3.8%	4.9%	5.0%	21.0%

10K Prices Increased 21% Since 2019

Half Marathon Prices Increased 7% Since 2019

The Role of Price Increases

Price increases are powerful motivators. Despite this, races average just .7 to 2.5 price increases throughout the registration process. Unsurprisingly, longer distances with higher average price points typically have longer buying cycles and thus more opportunities for price increases.

Number of Price Increases

Race Distance	2021# of Price Increases	2022 # of Price Increases	2023 # of Price Increases	2024 # of Price Increases	2025 # of Price Increases	Change 2024-2025
1 mile	0.5	0.6	0.6	0.7	0.7	16.7%
5K	0.7	0.9	0.9	1.0	1.0	11.1%
10K	1.0	1.3	1.3	1.3	1.4	0.0%
Half Marathon	1.4	1.7	1.7	1.7	1.8	0.0%
Marathon	1.2	1.3	1.8	2	2.1	5.0%
Ultra	0.8	1.1	1.3	1.3	1.3	0.0%
Triathlon	2.0	2.4	2.5	2.5	2.5	0.0%

As you would expect, the longer the distance (and higher overall price), the greater the difference between a race's minimum and maximum prices.

Difference Between Minimum and Maximum Prices

Race Distance	2021 Difference	2022 Difference	2023 Difference	2024 Difference	2025 Difference	Change 2024-2025
1 mile	$7.27	$7.60	$7.67	$7.79	$8.24	5.8%
5K	$8.94	$9.61	$10.13	$10.44	$10.84	3.8%
10K	$10.73	$12.33	$13.02	$13.89	$14.44	4.0%
Half Marathon	$20.29	$23.07	$24.09	$25.21	$26.29	4.3%
Marathon	$28.77	$33.79	$35.02	$36.37	$41.15	0.6%
Ultra	$27.48	$28.63	$33.79	$35.02	$35.99	-1.0%
Triathlon	$29.90	$32.23	$36.23	$36.01	$37.11	3.1%

Average 2025 Price Compared to Difference Between Minimum and Maximum Prices
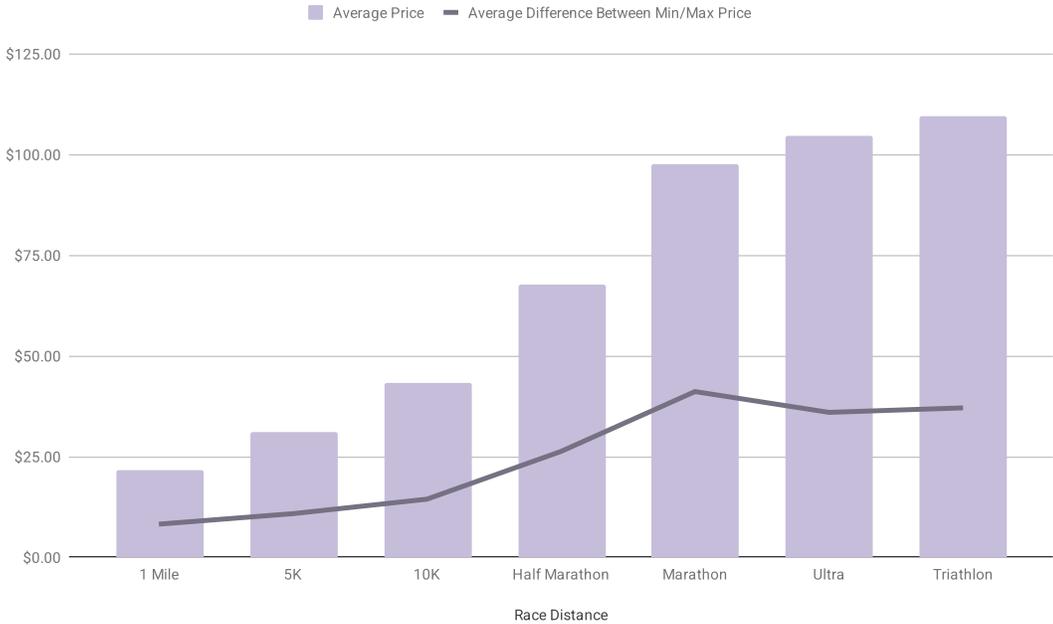
$41.15 Separated the Low and High Price for a Marathon in 2025

Minimum and Maximum Prices

Finally, we look at the average minimum price and average maximum price across distances. This confirms that prices are increasing at both registration opening and registration closing.

Note: this data includes both races that have price increases, and those with a single fixed price.

Average Minimum Prices

Race Distance	2021 Avg Minimum Price	2022 Avg Minimum Price	2023 Avg Minimum Price	2024 Avg Minimum Price	2025 Avg Minimum Price	Change 2024-2025
1 mile	$18.31	$18.52	$19.21	$19.86	$19.98	0.6%
5K	$25.59	$26.67	$27.51	$27.86	$28.49	2.3%
10K	$31.97	$34.45	$36.06	$38.09	$39.63	4.0%
Half Marathon	$52.74	$57.95	$59.17	$59.86	$60.96	1.8%
Marathon	$67.08	$76.64	$80.24	$80.57	$84.01	4.3%
Ultra	$65.52	$87.87	$88.85	$92.31	$95.22	3.2%
Triathlon	$86.13	$86.74	$88.78	$90.25	$95.24	5.5%

Average Maximum Prices

Race Distance	2021 Avg Maximum Price	2022 Avg Maximum Price	2023 Avg Maximum Price	2024 Avg Maximum Price	2025 Avg Maximum Price	Change 2024-2025
1 mile	$20.91	$21.59	$22.23	$22.99	$23.18	0.8%
5K	$29.21	$31.22	$32.43	$33.10	$33.95	2.6%
10K	$37.14	$41.77	$43.45	$45.66	$47.19	3.4%
Half Marathon	$64.00	$72.64	$73.68	$73.30	$74.64	1.8%
Marathon	$81.75	$96.67	$103.00	$104.65	$111.22	6.3%
Ultra	$76.47	$103.56	$106.18	$111.68	$114.45	2.5%
Triathlon	$108.30	$112.45	$117.68	$118.28	$124.08	4.9%

Takeaways

- Facing rising costs? Consider adding one or more price increases to pad your bottom line while maintaining an affordable early-bird price for your more price-sensitive participants.

- Look for alternative revenue streams to counter the need to raise prices. From add-on merch to post-race party tickets to paid parking, optional items can increase your per-registrant revenue with a smaller price increase.

- The biggest price deterrent for most races isn't your price – it's the price of everything else associated with getting to a race. Run hyper-local promotions that encourage participation from those who aren't incurring additional costs for travel.

3.4 **Pricing Strategies**

How do you get people to go from consideration to action? For races, the answer is often price increases. The percent of registrations within 3 days of a price increase increased again in 2025, to 26%. While fewer price increases (and lower prices for virtual events) reduced the importance of time-sensitive calls to action coming out of COVID, it's obvious that price motivated registrations have come back.

No. of Registration 3 Days Prior to Price Increase or Registration Close	2021 % of Total	2022 % of Total	2023 % of Total	2024 % of Total	2025 % of Total
Less Than 3 Days	15.8%	20.2%	24.1%	25.6%	25.9%
More Than 3 Days	84.2%	79.8%	75.9%	74.4%	74.1%

Percent of Signups Within 3 Days Prior to a Price Increase
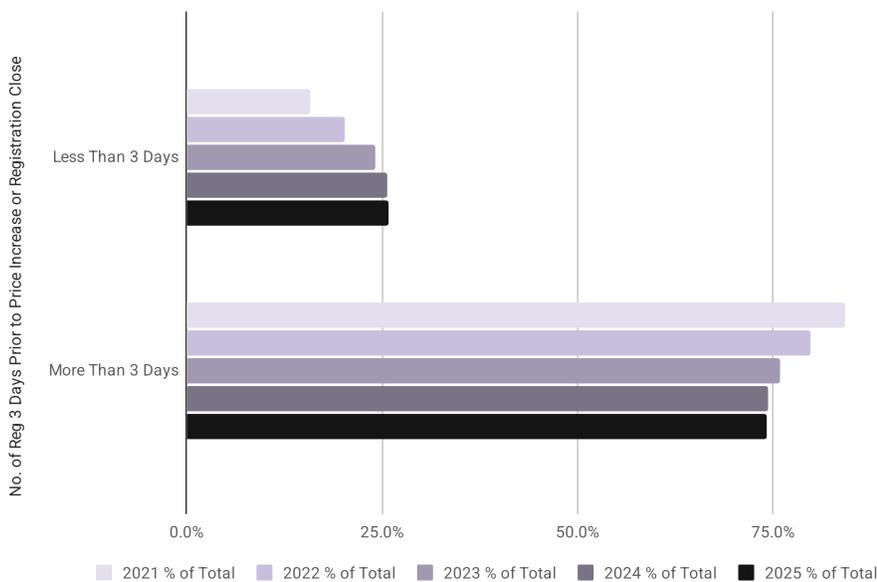
26% of all 2024 Registrations Were Within 3 Days of a Price Increase or Registration Close
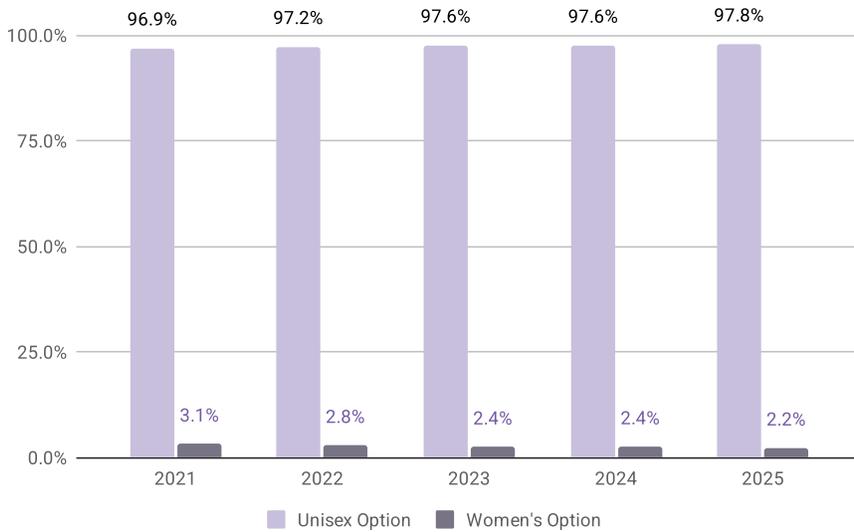
Takeaway

- Pricing drives registrations. Look for opportunities to add an additional pricing tier or alternative price-motivating special (like a coupon or group pricing) to get people across your (registration) finish line.

3.5 **Giveaways**

Women make up a slim majority of participants in endurance events, but shirt giveaways are often available in unisex sizes. In 2025, only 2.2% of shirts selected were specified as a women's cut.
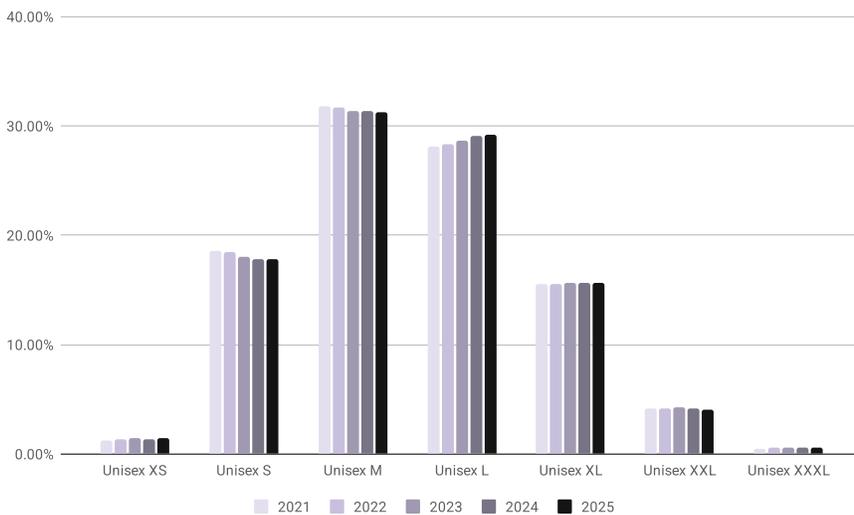
However, the RunSignup system can only track races that use the automated options for female shirts. It's likely that this leads to an undercount of women's cut shirts, especially as some races may opt for non-gendered wording like "relaxed cut" and "fitted shirt".

Unisex Shirts vs. Women's Cut

Bar chart titled "Unisex Shirts vs. Women's Cut" showing Unisex Option and Women's Option percentages by year:
- 2021: Unisex Option 96.9%, Women's Option 3.1%
- 2022: Unisex Option 97.2%, Women's Option 2.8%
- 2023: Unisex Option 97.6%, Women's Option 2.4%
- 2024: Unisex Option 97.6%, Women's Option 2.4%
- 2025: Unisex Option 97.8%, Women's Option 2.2%

2%
of Events Offered Women's-Cut Giveaway Sizes

Within races offering unisex shirts, medium, and large are the most common sizes, with 60.5% of registrants opting for one of those sizes. There has been a slight increase in the popularity of large shirts with a matching decline in small and mediums.

Unisex Shirt Size Breakdown

Bar chart titled "Unisex Shirt Size Breakdown" showing percentages by size (Unisex XS, S, M, L, XL, XXL, XXXL) across years 2021–2025.

31%
of Unisex Shirts were Medium

Medium is also the most common selection for female shirt sizes (when offered). However, it's worth noting that nearly 1/3 of female shirts (29%) were small or x-small, sizes that often don't have comparable options in unisex sizes.

Female Shirt Size Breakdown
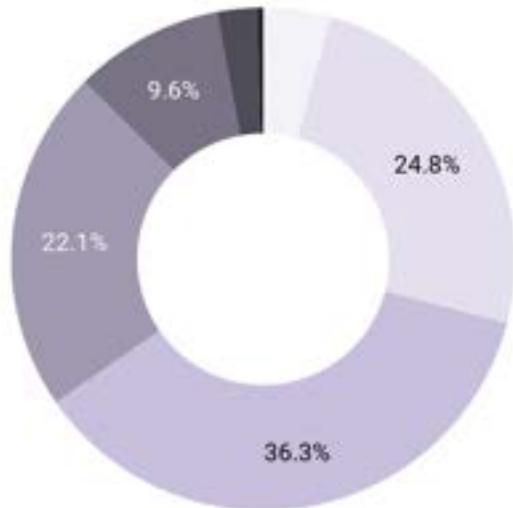
- Women's XS
- Women's S
- Women's M
- Women's L
- Women's XL
- Women's XXL
- Women's XXXL

9.6%
24.8%
22.1%
36.3%

29% of Female Shirts Were Small or X-Small.

Takeaways

- Women are more likely to run than men. You don't have to pick gendered sizing, but different fits (fitted versus relaxed) can help ensure you have a size option for the 29% of women who would order a size below unisex small.

- Your giveaway doesn't have to be a shirt! Giveaways like hats or cups that don't come in different sizes can help you reduce waste and save money.

- Looking to cut costs while still providing premium options? Opt for an inexpensive default shirt with the choice to upgrade, or allow participants to opt out of a shirt altogether for a small discount.

3.6 **Merchandise**

Runners love some unique race swag. While next generation store capabilities are coming soon, there are currently two ways to add paid merchandise on RunSignup, either as an add-on (offered only during registration) or a store item (offered during and/or outside of registration). In 2025, 13.1% of registrants purchased an add-on item when it was available, while 1.3% purchased a store item.

$985.19 Average Event Revenue from Add-Ons

$1,920.42 Average Event Revenue from Store Items

Purchases with Add-Ons

Purchases with Add-Ons	2021	2022	2023	2024	2025
Percent of Registrations with Add-Ons	16.8%	15.3%	14.3%	13.3%	13.1%
Percent of Revenue with Add-Ons	4.0%	4.0%	3.4%	3.4%	3.2%
Average Amount Paid for Add-Ons	$10.31	$12.40	$11.54	$12.85	$12.05
Average Event Revenue from Add-Ons	$936.99	$1,122.73	$1,045.73	$1,043.29	$985.19

Store items are less likely to be purchased; however, they typically have a higher price point than add-ons. This is because add-ons are often (but not always) used for upgrades for participants (such as $5 for a tech shirt instead of cotton), whereas store items are likely to be luxury items that appeal to participants and spectators alike (such as a jacket or light-up hat). The average amount spent on store items has also steadily increased each year.

$12.05 Average Cost of Add-Ons

$39.78 Average Cost of Store Items

Purchases with Store Items:

Purchases with Store Items	2021	2022	2023	2024	2025
Percent of Registrations with Store Items	2.0%	1.4%	1.3%	1.3%	1.3%
Percent of Revenue with Store Items	1.5%	1.0%	1.0%	1.0%	1.0%
Average Amount Paid for Store Items	$32.76	$36.24	$37.37	$38.66	$39.78
Average Event Revenue from Store Items	$2,098.37	$1,748.50	$1,899.68	$1,739.04	$1,920.42

Takeaways

• Add-ons can be more than just physical goods. Experiential upgrades like VIP parking passes, race-day tents, and skip-the-line check-in can increase your per-participant revenue with limited additional overhead.

3.7 **Mobile Adoption**

Mobile is, and has been, the primary way participants engage with your events. We use our Google Analytics data from race websites in June of each year for this section. In 2025 72.5% of website views were on mobile devices (and another 1.2% were on tablets), the first time we've seen mobile views flatten. Regardless, that's still a large majority of users finding you on their phones.
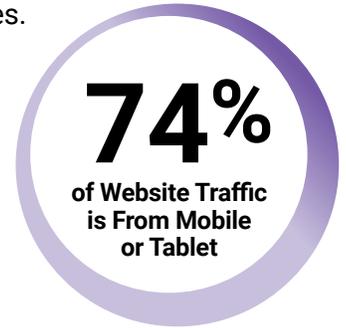
Website Views by Device Type

Website Views	June 2021	June 2022	June 2023	June 2024	June 2025
Mobile	65.0%	71.9%	72.0%	72.8%	72.5%
Tablet	2.1%	2.1%	1.5%	1.3%	1.2%
Desktop	32.8%	26.0%	25.6%	25.9%	26.3%

74%
of Website Traffic is From Mobile or Tablet
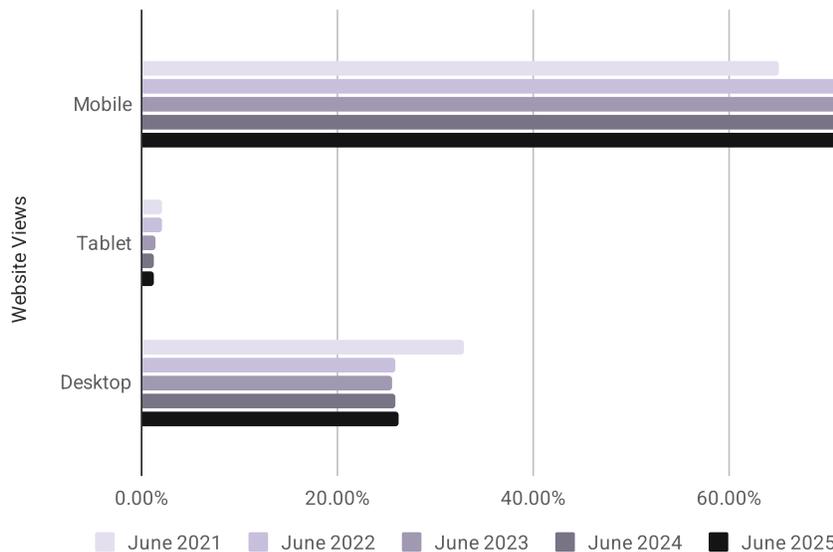
Transactions by Device Type

In the early days of this report, phones were the primary source for viewing race websites, but most transactions were still on a PC. Today, that's no longer true. A majority – 62.9% – of all transactions took place on a mobile device or tablet. Easier mobile payment options like Apple Pay continue to make people more comfortable purchasing on a small device.

Website Views	June 2021	June 2022	June 2023	June 2024	June 2025
Mobile	53.0%	56.5%	59.3%	59.7%	61.9%
Tablet	1.6%	1.2%	1.1%	0.9%	1.0%
Desktop	45.4%	42.2%	39.6%	39.4%	37.2%

63% of Transactions Are From Mobile or Tablet
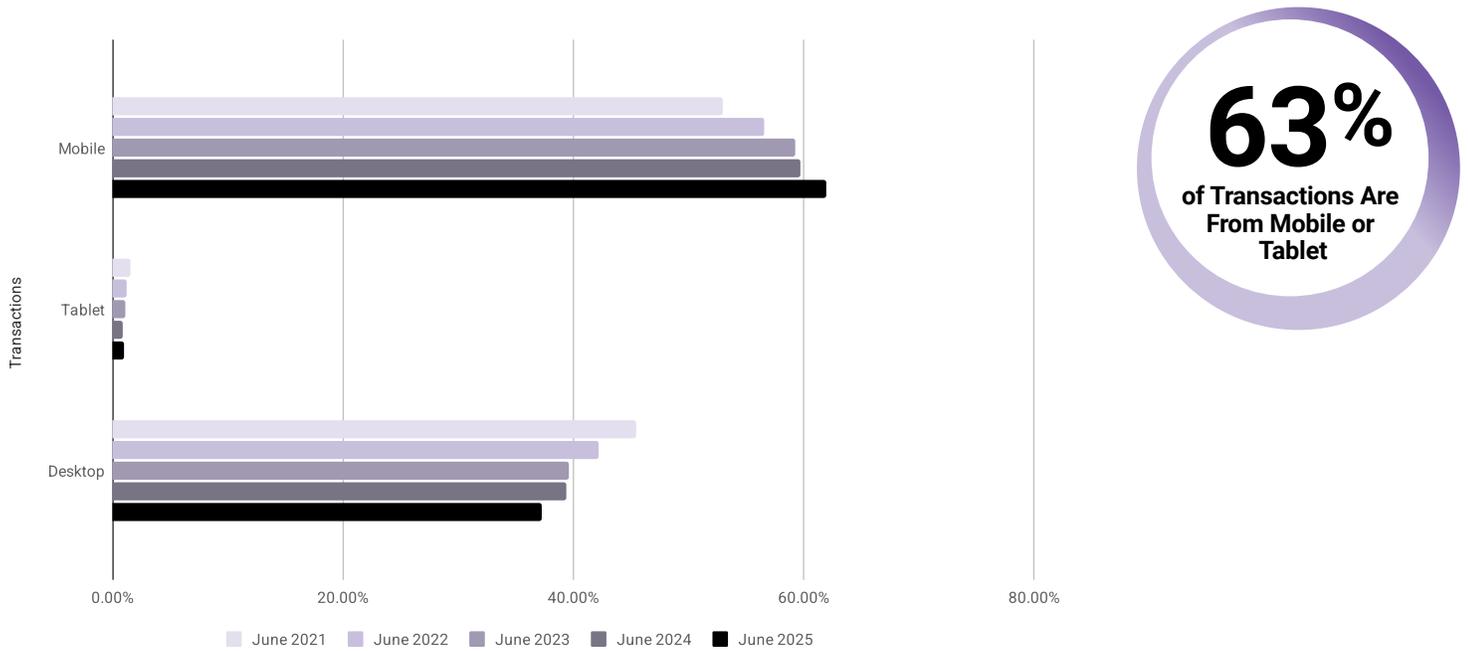
Device Type

Apple continues to lead the mobile market. In 2025, a steady 80.5% of all mobile views took place on an IOS device.

Device Type	June 2021	June 2022	June 2023	June 2024	June 2025
Apple	74.8%	77.6%	79.6%	81.4%	80.5%
Android	25.2%	22.4%	20.4%	18.6%	19.5%
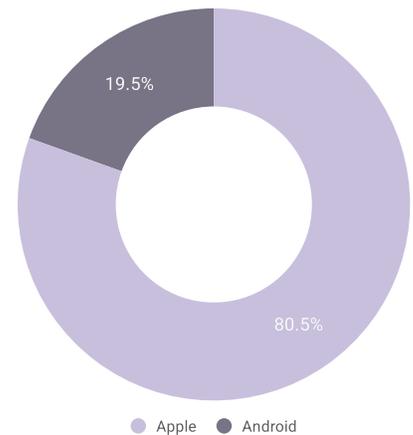
81% of Mobile Traffic is on Apple Devices

Takeaways

- It's often easier to work on your race on a laptop, but make sure you always prioritize the mobile view for your website, email, and registration path. RunSignup is a mobile-optimized platform, but it's still crucial that you check all your event information on a phone.

- Phones aren't just for views. Make mobile purchases easier with Apple Pay and saved credit card options, and use QR codes to let people sign up on their own device up to the last second.

- You can send RunSignup registrants an Apple Wallet link for your event to help them check-in efficiently. But it's not just for Apple users: the links will also work for digital wallets for the 20% of users on Android devices.

3.8 **Payments**

Online registration can be complex, but at baseline, it's quite simple: making it quick and easy to sign people up. RunSignup has had the option to securely save credit card data since 2015. In July of 2023 we introduced the ability to pay via Apple Pay, and in late October 2025 Apple Pay capabilities were expanded to a variety of browsers and devices.

All of these advancements mean a faster speed for registration and a reduced dropout rate, particularly for the 63% of transactions that took place on a mobile device.

The introduction of Apple Pay has reduced the number of people taking advantage of saved credit cards over the last two years. However, the overall percentage of participants using one of the saved methods has increased, with a record high 42% of participants using a saved credit card or Apple Pay in November 2025 after the expansion of Apple Pay options.

Payments Made Via Apple Pay or Saved Credit Card

42%
of Participants Paid with Apple Pay or a Saved Credit Card in November

Month	Apple Pay Transactions	Saved Card Transactions	% Transactions with Apple Pay or Saved Card
December '24	23.6%	16.4%	40.0%
January '25	22.5%	15.5%	38.0%
February '25	21.1%	19.2%	40.3%
March '25	24.8%	12.8%	37.6%
April '25	24.6%	12.6%	37.2%
May '25	25.2%	14.0%	39.2%
June '25	25.7%	14.1%	39.9%
July '25	25.8%	13.6%	39.4%
August '25	26.1%	12.7%	38.8%
September '25	27.1%	11.4%	38.6%
October '25	28.6%	12.1%	40.7%
November '25	31.2%	10.8%	42.0%
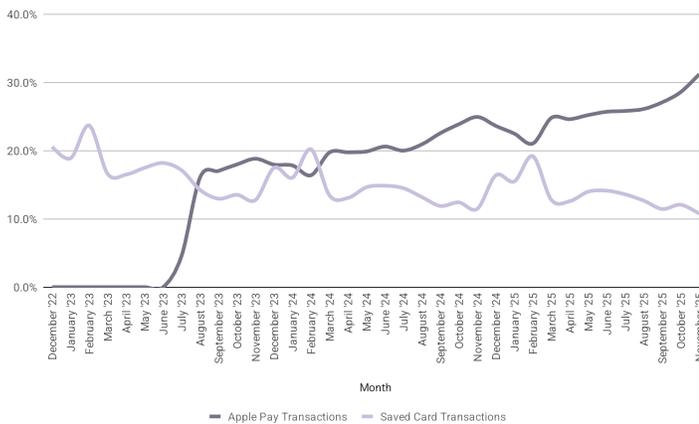
Note: Saved credit cards make up an unusually large percentage of transactions in February of each year due to a large lottery-based event that opens during that month.

Takeaway

- Make registration easy. Saved credit cards and mobile payments help get people through registration, but evaluate your entire registration process. Make sure your registration platform has mobile-friendly inputs and you have eliminated any unnecessary data collection.

3.9 **Processing Fees**

Registration companies use processing fees to pay for their infrastructure and development and, in many cases, to cover credit card processing fees.

However, processing fees for races tend to be relatively low compared to much of the ticketing industry (at RunSignup, they are 6% + $1/per transaction). Additionally, races can opt to pass the processing fee onto registrants, absorb the fee themselves, or split it. Fees are overwhelmingly covered by the end user (registrant or donor), with just 6.8% of 2025 fees paid by the race.

After years of trending away from races paying the processing fees, we did see a very slight uptick this year. It's possible this is related to the recent implementation of fee transparency laws driving some races to opt to absorb the processing fee and raise prices. However, with a shift this small, it's too early to make any significant claims.

93%
of Processing Fees Are Paid By the Registrant

Takeaways

- Participants are accustomed to processing fees. It's unlikely you'll face any push back if you pass them onto participants (as long as they aren't excessive).

- Fee transparency laws have changed the display of prices in some areas. If you are impacted by fee transparency laws and want a cleaner look for your pricing, consider updating your pricing and absorbing the fees.

- Fees can also be an additional source of revenue. RunSignup partners can add an additional fee to the checkout process to boost their income with a minimal impact to each participant.

Year	Paid by Registrant	Paid by Race
2021	90.9%	9.1%
2022	91.6%	8.4%
2023	93.0%	7.0%
2024	93.7%	6.3%
2025	93.2%	6.8%

"
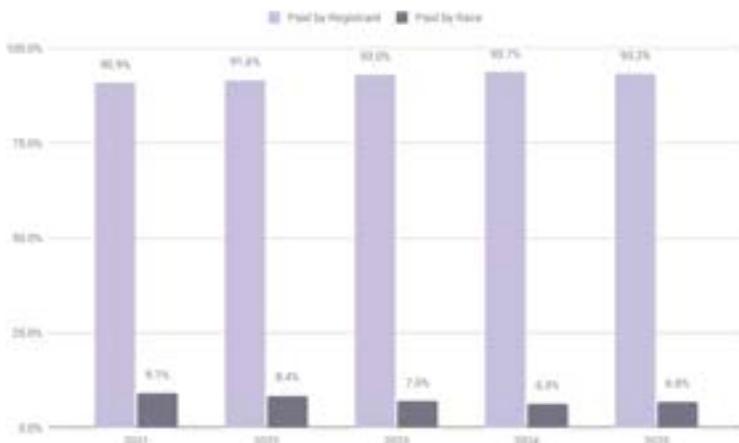
The email component has been really advantageous for us. It's so much easier to maintain separate club lists along with race-specific ones. To highlight how simple it is to use: Er once had to send an email to all race participants to inform them of a storm-related race delay. In that crucial situation, he had the email drafted and sent to all participants in under 5 minutes. It's pretty cool."

– Chris Cutler, Twin City Track Club Webmaster

04

Marketing Trends

Marketing Trends

Key Findings and Trends

- Referral rewards are a tried and true way to expand your reach. On average, **7% of a race's transactions are attributed to referrals** when they are enabled.

- Socialization is a driving force for race signups. When teams are enabled, **29.8% of participants will opt to join a team.**

- Email continues to be an effective driver of registrations. In 2025, events sent **815 million free emails.** The result of those emails? **12% of 2025 registration dollars came directly from email marketing.**

- **Organic Search drove 29.3% of race website traffic,** with a small number of additional views coming from AI search options.

Conclusions and Recommendations

- Referral rewards programs work consistently. But success depends on effort: make sure you share your rewards (and then, share them again).

- Teams are about more than just boosting registrations this year. Teams make the event experience even more fun, increasing the likelihood of repeats next year. Amplify the social aspect with fun contests, photo competitions, and team spirit awards.

- Email marketing is key for races. Create a smart email strategy, cut your costs with free email and use RaceInsights Analytics to evaluate and optimize your campaigns.

- Whether it's traditional search or AI crawlers, ensuring your race can be found is crucial. Keep your race details accurate and up to date to make it easier for information to be found.
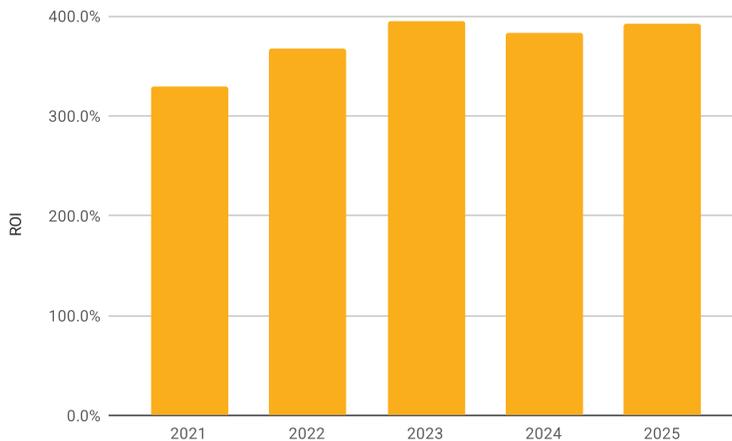
4.1 **Coupons**

Coupons are an evergreen way to motivate potential participants to register. In 2025 6.5% of registrations used a coupon to discount their registration. Discounts don't have to be large to work, though – the average discount for a coupon has remained under $13 for years.
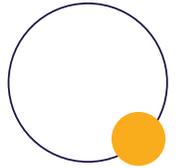
Coupon Usage and ROI

Coupons	% of Registrations Using Coupons	ROI	Average Discount	Total Discounts	Net Revenue From Coupons
2021	5.8%	328.7%	$12.75	$3,156,602	$10,376,051
2022	6.1%	367.3%	$12.14	$4,126,419	$15,156,513
2023	6.4%	394.6%	$12.65	$5,065,230	$19,988,624.88
2024	6.3%	383.3%	$12.74	$5,454,683.20	$20,910,165.78
2025	6.5%	392.7%	$12.88	$6,492,934.40	$25,500,421.76

Coupon ROI

$12.88 Average Discount
for a Coupon

The ROI on coupons is high, with average races having an ROI of 392.7% on coupons.

Takeaways

- Think about coupons as marketing, not discounting. Small, well-timed coupons (with clear time limits) can prompt action without giving away the goose. In many cases, a discount of $5-15 is plenty to achieve your goal.

- Be smart about your coupon strategy. Over-discounting your race is a danger – pick only a few key promotions or partnerships to discount via coupons. Every coupon should be time limited and promoted across your channels.

4.2 **Referral Rewards**

Referral rewards programs are one of the most consistently successful marketing programs, with 5-7% of transactions attributed to them. For programs that invest heavily in their referral program, races can see as much as 15-20% of transactions coming from referrals.

Enabling a referral rewards program is now one of the "suggested settings" for race directors as they complete their race setup. While we do this because we know referral programs work, it also leads to some percentage of races who enable the referral setup but do not follow through to promote the option to their participants.

Regardless, referrals are an effective way to turn existing supporters into ambassadors. Set a high (but attainable) threshold (3-5) for referrals and a meaningful refund (like $15-20) and remind your participants regularly.

Percent of Registrations and Transactions from Referral Rewards

	2021	2022	2023	2024	2025
# Total Registrations	7%	5%	5%	6%	6%
# Total Transactions	8%	6%	5%	7%	7%

7%
of Transactions are from Referrals
(When Enabled)

Takeaways

- The refunds in a RunSignup referral program are automated, but that doesn't mean it runs itself. Referrals are only successful when you remind participants of their availability. Use replacement tags to let referrers know the progress they've already made towards a reward.

- Reward your super supporters and encourage continued invitations with stacked rewards programs that incorporate refunds, merch, and on-site perks like VIP parking. Most participants won't achieve the high threshold of 15-20 referrals, but a few motivated people will -- and rewarding them well will ensure they continue to be ambassadors for your event for years to come.

4.3 **Groups/Teams**

Today, races are social events. Offering groups/teams – whether social or competitive – is a consistent way to boost both registrations and race day fun. In 2025, 31% of participants opted to join a group this year (when offered), virtually the same as we have seen every year.

31%
of Participants Joined a Team When They Were Offered

Group Participation and Size

Year	% Participants in Groups	Average Group Size
2021	29.8%	6.8
2022	30.4%	6.8
2023	30.5%	6.9
2024	31%	7.1
2025	30.9%	7.2

The average size of each team has risen gradually, with an average of 7.2 participants per team in 2025.

Takeaways

- Use teams as a marketing tool by incentivizing groups to reach pre-determined sizes. Refunds can encourage more invites, but you can also use experiential options like a private porta-potty or special spot on the finish line.

- Teams don't have to mean anything in a competitive event, but make them feel meaningful by recognizing your teams on race day. Simple signage, a note on their race bib, or an award for your biggest team(s) can go a long way.
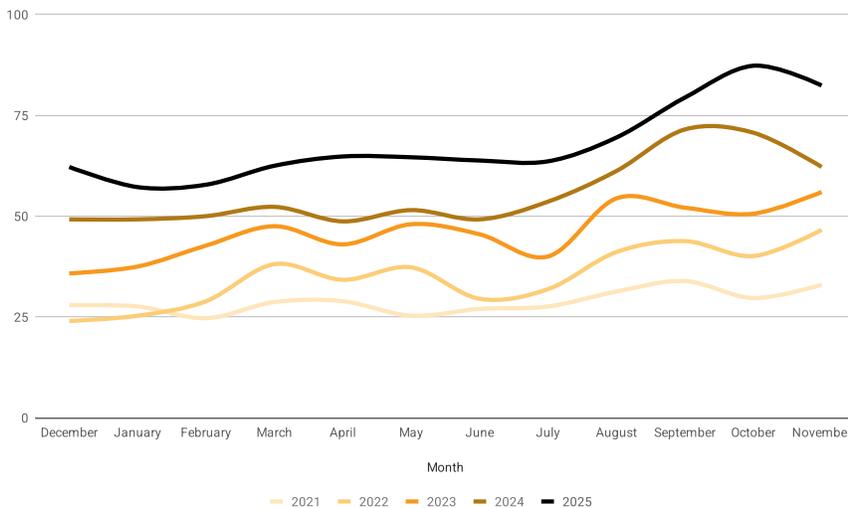
4.4 **Email Marketing**

RunSignup's integrated, free email marketing platform makes it easy to reach current and former participants, volunteers, fundraisers, donors, and custom lists of contacts. Why? When email is driven by strategy (not cost), more runners register.

While some of the growth is due to an increasing number of events on the RunSignup platform, some of it can also be linked to growing desire of organizations to cut the unnecessary cost of an external email platform and streamline communications within a single platform. With rising costs elsewhere in the industry and steadily improving features in Email V2, we expect to see the number of emails sends continue to increase in the coming months.

815 Million Free Emails Were Sent by Race Directors in 2025

Total Emails Sent via Email Marketing (in Millions)

12% of Registration Dollars Were From Email Marketing

Percent of Registration Dollars from Email Marketing

Each month, between 11-14% of all registration dollars were attributed directly to email marketing. Importantly, this **only** looks at emails sent from the RunSignup platform, meaning the total impact of **all** email is even greater.

Takeaways

- Email marketing is the old trick that still performs well. Free email tools let you harness the power of email while saving your marketing dollars for newer marketing options.

- Save time with pre-built email templates. These are fully customizable, but include common replacement tags to make your emails more personal and informative. Pre-built emails can help you with everything from your registration launch to your post-event debrief.

4.5 **Google Analytics**

The data in this section is from our Google Analytics data for June of each year, looking at how participants find and interact with event websites. This is the same data used to evaluate mobile adoption in Section 3.7. In some cases, Google Data uses samples rather than tracking every interaction.

Referral Sources for events are usually race calendars like RunningintheUSA.com, websites for timers or race series', or non RunSignup race websites (like scottcoffeerun.com).

Organic Search is a link from Google search that is not a paid ad. The high ranking of RunSignup event websites, and the increasing number of events using those websites as their main website, means organic search is key to driving traffic to event websites. Paid Search, on the other hand, is a minor driver of website traffic and usually utilized only by larger, high-budget events.

Direct Traffic, or typing the exact URL, has been the largest driver of traffic over the last two years. Some of this is likely incorrect attribution of traffic driven by emails.

**Social Sources** are organic links from social media, including Facebook, Instagram, and more.

In 2025, Direct Traffic was the most frequent source of race website traffic, at 35.6%. Organic Search and Referral Sources followed, with 29.3% and 25.1% respectively. Meanwhile, traffic from social sources continues to fall post-pandemic.

Sources of Website Views

25.1% Website Traffic from Referral Sources

29.3% Website Traffic from Organic Search

35.6% Website Traffic from Direct Traffic
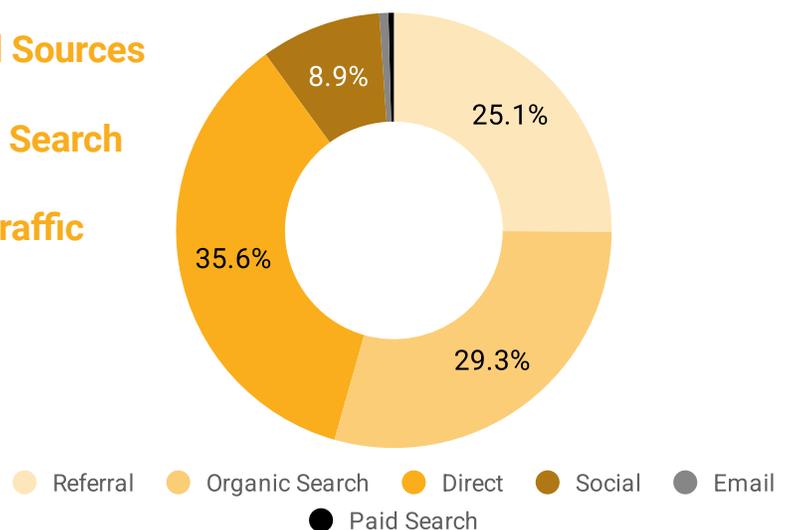
Note: the low attribution to email as a source of traffic is likely due to incorrect source tracking between Google Analytics and different email clients. For example, a link in an email on a mobile phone opens the browser with a direct link and is counted as such.

Traffic Sources

| Source	June 2021	June 2022	June 2023	June 2024	June 2025
Referral	22.0%	24.8%	24.3%	24.1%	25.1%
Organic Search	24.1%	26.5%	26.6%	21.5%	29.3%
Direct	35.1%	31.5%	32.6%	39.4%	35.6%
Social	17.1%	15.3%	14.7%	9.6%	8.9%
Email	0.5%	0.7%	0.6%	0.5%	0.7%
Paid Search	0.6%	0.5%	0.3%	0.3%	0.4%

Takeaways

- Organic Search drives nearly ⅓ of all traffic – an SEO-optimized website that can be easily found is crucial. If you aren't already using a renewable, SEO-optimized race RunSignup website, spend time on an SEO review to ensure you're showing up in local searches.

- Referral sources send ¼ of all website views. RunSignup events are automatically added to many national and local calendars, but there are more out there – look for local calendars via running clubs, running stores, timers, and local media.

- You can't get by on social media to market your race anymore. Focus on securing more personal recommendations through text-sharing of events, referral programs, and social teams.

4.6 **AI Website Traffic**

AI will change the way participants find races. Today, AI drives a very small percentage of website traffic; however, usage is growing rapidly. As AI crawlers improve, AI Chatbots proliferate, and MCP's help feed accurate information to AI, we expect to see AI become one of the default sources for finding races.

AI Sources of Website Traffic
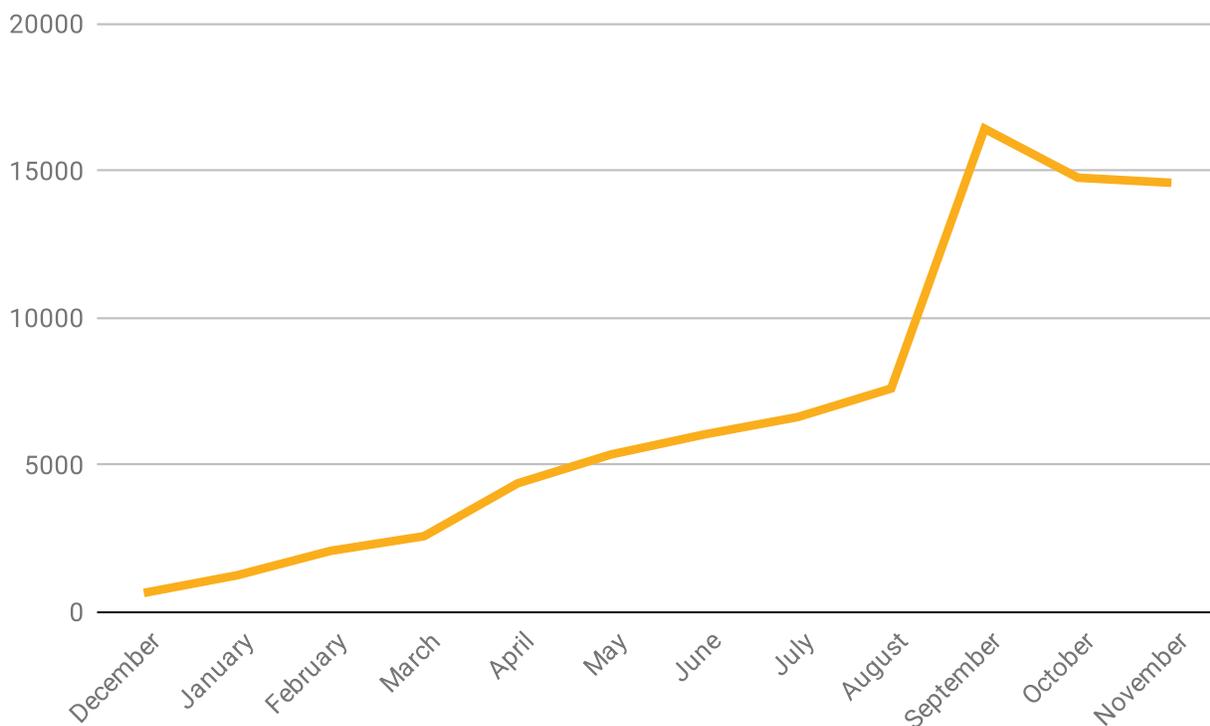
0.1% of Website Traffic is from ChatGPT

Takeaways

- AI is new, but the rate of adoption and innovation is high. If your website is SEO optimized, it's likely to also be found easily by AI crawlers. However, adding more detailed information about your race in and in your FAQ can help ensure AI is answering questions about your event *accurately*, whether a participant is asking ChatGPT or your own RunSignup AI Chatbot.

"

As a non-profit, RunSignup and TicketSignup have been a wonderful tool for us to use at our events. It's user-friendly and is easy for our volunteers to learn and utilize on event day. This allows us to focus on building connections with our guests/participants and sharing the impact that these events have on the zoo. Proceeds raised go towards supporting education, conservation initiatives and animal welfare."

- Stacy Wallin,
Miller Park Zoo Development Coordinator

Give Trends

05
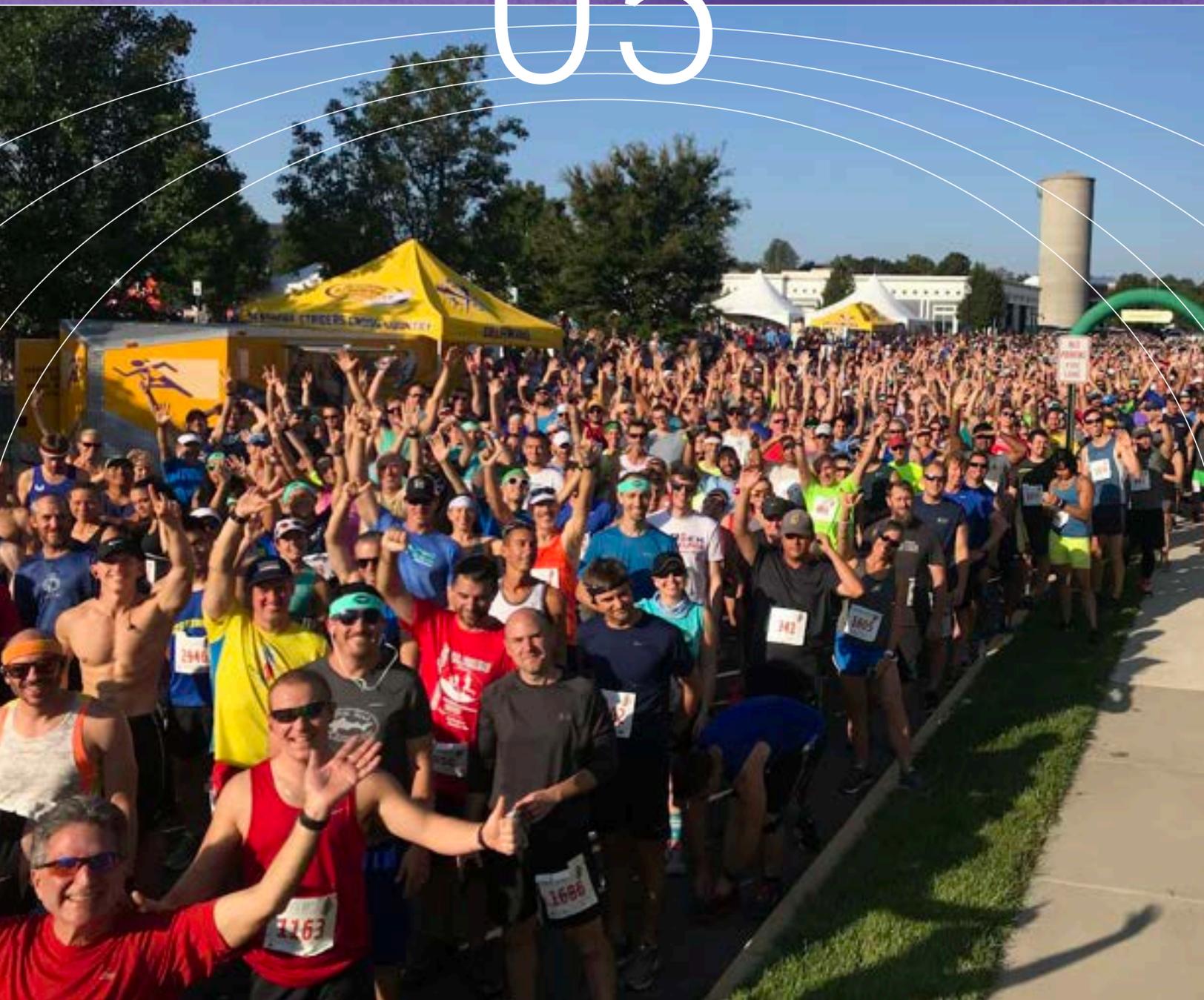
Give Trends

Key Findings and Trends

- Big donations add up quickly. In 2025, **30.4% of donation dollars came from donations of more than $250** despite making up just 2.2% of total donations made. On the flip side, people are most likely to donate small amounts with **38% of donations coming in for less than $10.**

- If donation revenue is your top priority, engage peer-to-peer fundraisers. On average, **events with peer-to-peer fundraising raised 726% more than those with simple donations only.**

- Looking for a lower overhead way to increase donation dollars? Simply enable a checkbox donation at checkout. This feature **boosted the amount raised to $3,445 compared to just $1,006 raised when there is not a donation prompt in checkout.**

- Peer-to-peer fundraisers raise more with built-in goals and requirements. Fundraisers for races **with required fundraising minimums raised an average of $803.46 compared to just $96.61 for those without minimums**. But the story isn't quite that simple: races without minimums engage significantly more fundraisers, an average of 2,898 compared to 745 for those with minimums.

Conclusions and Recommendations

- Make every donor feel important. Add donor levels (ideally, with direct ties to your mission) that range from under $10 to over $1000. This signals that their donation – of whatever amount they can contribute – is important.

- Peer-to-peer fundraising can be extremely valuable for your organization. Keep your fundraisers engaged by making it fun with gamification elements like leaderboards and badges and milestones that mark progress.

- Need a quick boost to fundraising revenue? Adding a checkbox at checkout encourages more donors to give, without adding the additional work of peer-to-peer fundraising events.

- Make decisions about your fundraising setup – including any requirements or minimums – based on the knowledge of your supporter base. Events with required fundraising can raise a lot, but if you don't have an engaged community you may be better off making fundraising accessible and building relationships with your super-fundraisers of the future.
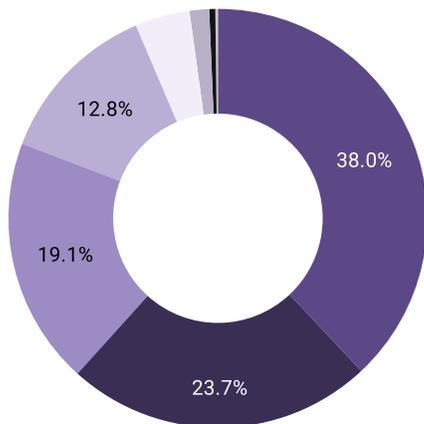
5.1 **Donations**

This section looks at the donations collected by races on RunSignup. There are two key stats to understand donation trends: the number of donations made that fall within a specific dollar range (e.g. >$10) and how much of the donation total is made up by those donations.

Over the last 5 years, we've seen a small drop in the percent of donations that are low value (under $25) and a corresponding slight increase in mid-sized and large donations (more than $25). In 2025, 38% of donations were for less than $10 (compared to 45% in 2021), while 32% of donations were for $26-100 (compared to 27% in 2024.)

There are two likely reasons for this shift. The first is recent inflation adjusting the amount people feel is meaningful for a donation. Second, RunSignup has onboarded a number of large, peer-to-peer fundraising events in recent years, which may lead to more invested donors.

Number of Donations by Dollar Amount

Amount of Donation	2021	2022	2023	2024	2025
<10	45.3%	41.6%	40.2%	37.9%	38.0%
$10-25	23.6%	24.5%	24.8%	24.7%	23.7%
$26-50	16.5%	17.5%	18.0%	18.9%	19.1%
$51-100	10.2%	11.3%	11.7%	12.5%	12.8%
$101-250	2.9%	3.4%	3.6%	4.0%	4.2%
$250-500	1.0%	1.2%	1.3%	1.4%	1.5%
$500-1,000	0.3%	0.3%	0.4%	0.4%	0.5%
$1,001+	0.1%	0.1%	0.2%	0.2%	0.2%

Number of Donations by Dollar Amount in 2025

62% of Donations Were for $25 or Less
Making Up 15% of Total Donation Dollars in 2025

Legend: ● < $10   ● $10-25   ● $26-50   ● $51-100 $101-250 $251-500   ● $501-1000   ● $1,001+

While donations are getting slightly larger on average, the majority of people still give less than $25. But small donations do have value: in 2025, 62% of donations were under $25, but they made up 15% of total donation dollars. On the flip side, just 2% of all donations were for more than $250, but that small group made up an impressive 30% of all donation dollars.

Total Value of Donations by Dollar Amount

	2021	2022	2023	2024	2025
<$10	6.4%	5.7%	5.4%	5.0%	4.9%
$10-$25	12.9%	11.9%	11.4%	10.6%	9.8%
$26-$50	18.7%	17.7%	17.3%	16.8%	16.5%
$51-$100	24.0%	23.7%	23.2%	22.9%	22.7%
$101-$250	14.2%	14.8%	14.8%	15.4%	15.7%
$251-$500	10.8%	11.5%	11.6%	12.0%	12.2%
$501-$1,000	6.6%	7.1%	7.3%	7.6%	7.8%
$1,001+	6.3%	7.6%	8.9%	9.7%	10.4%

Total Value of Donations by Dollar Amount in 2025

● < $10   ● $10-25   ● $26-50   ● $51-100   ● $101-250   ● $251-500   ● $501-1000
● $1,000+
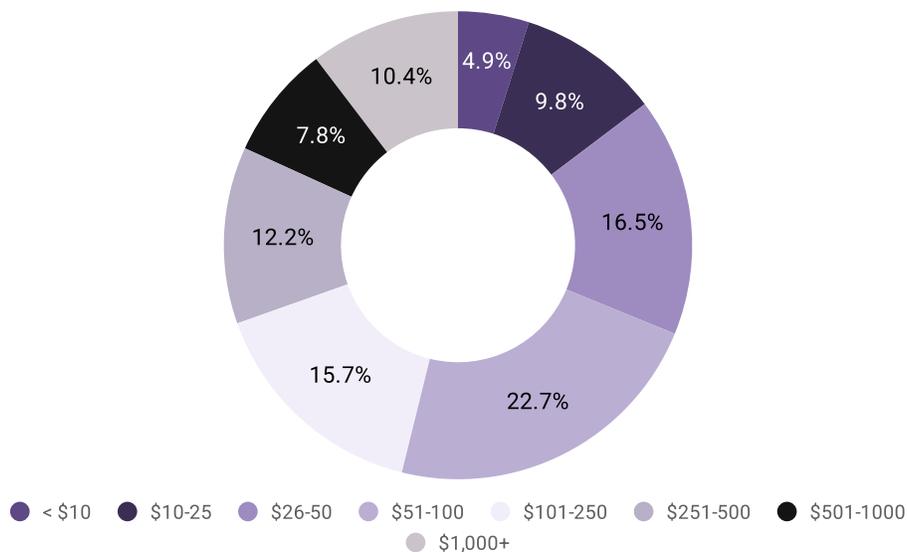
% of Donations Made vs. % of Total Donation Dollars

% of Donations Made ▬ **% of Total Donation Dollars**
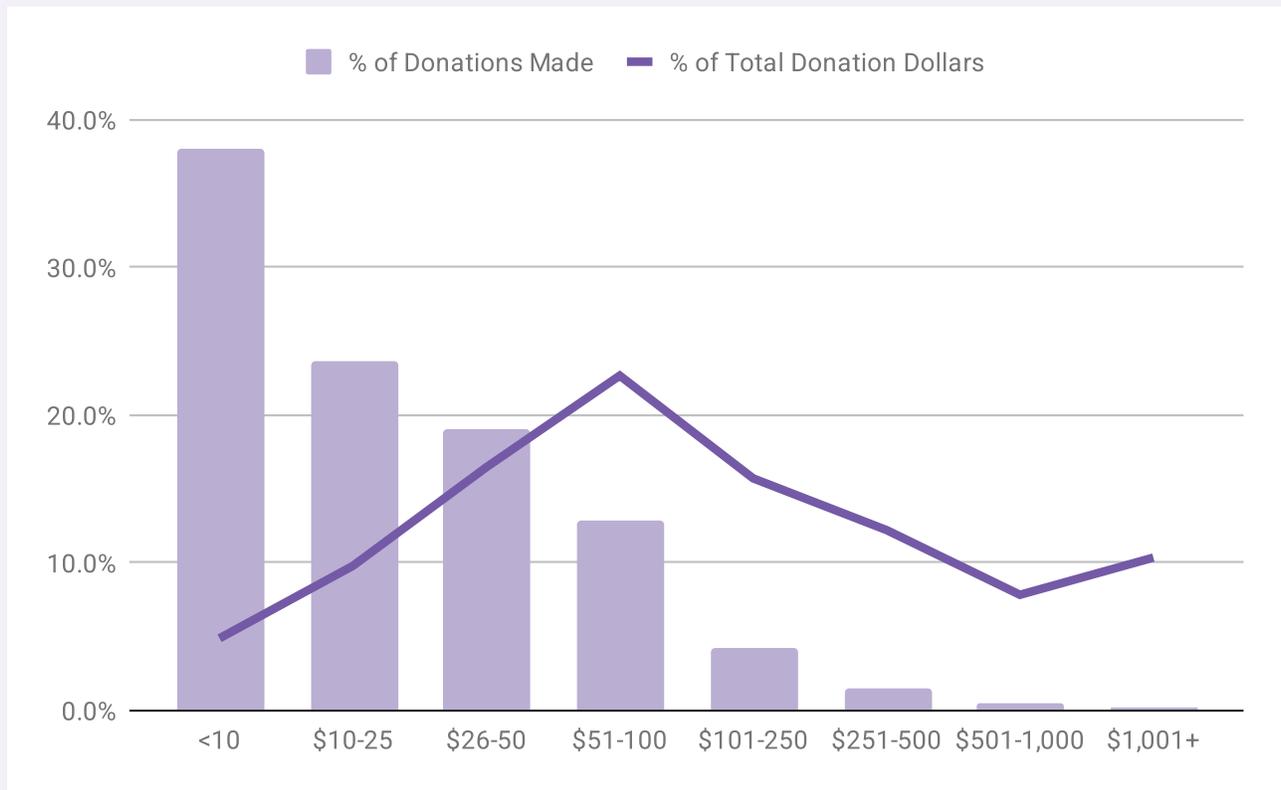
30% of Donation Dollars Came from Donations of $250+
Even Though Just 2% of Donations Were for $250+
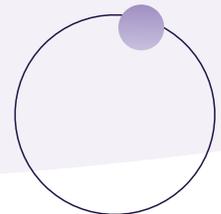
Takeaways

- Value all donations – even low value donations make a big collective impact. Automate a thank you email to all donors and turn on donor lists to ensure every donor feels valued.

- Ask for more. The majority of your donors give a little, but high dollar donations go far. In 2025, 2% of donations contributed more than a fifth of all donation dollars through donations of $250 or more.

- Use a range of donation levels to demonstrate your need for all donations. Then, name your levels based on real-world examples of the impact to your organization. A donor may give extra money when they can understand the real-world difference a little more money can make.

5.2 **Fundraising & Donation Options**

There are three basic ways a race can raise more on RunSignup:

- **Simple donation** option during and outside of registration

- **Easy checkbox** on the checkout page (with a pre-set donation amount)

- **Peer-to-Peer Fundraising** (where participants raise money from their own community)

Among the 26,000+ races that enabled some type of donation collection, the ones who engaged peer-to-peer fundraisers raised the most for their cause. On average, races with peer-to-peer fundraising collected 3.5 times as many donations and raised more than eight times as much as races that only enabled donations. The personal connection created with fundraisers, along with gamification, makes fundraising the clear leader for nonprofits with engaged supporters.

Peer-to-peer fundraising provides nonprofits the opportunity to maximize donations; however, it also brings additional overhead that isn't feasible for all events. Another alternative that can boost donations without the extra bandwidth is simply adding a checkbox option on the checkout page. Races that enable this option raise noticeably more on average than those who only prompt donations via the donate step in registration.

$8,312 Average Amount Raised by Races with Peer-to-Peer Fundraising
**$3,445 Average Amount Raised** by Races with Simple Donations and a Check Box Option
$1,006 Average Amount Raised by Races with Simple Donations Only

Money Raised by Fundraising Type

Type of Donations	Average Total Raised by Each Event					% of All Transactions (including registrations)				
	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
Donations Only	$1,011	$1,020	$986	$982	$1,006	5.5%	4.6%	4.3%	4.0%	3.9%
Donations & Fundraisers	$7,382	$8,254	$8,366	$8,681	$8,312	11.6%	10.7%	10.1%	10.6%	11.0%
Donations & Checkbox	$4,178	$4,735	$3,735	$3,195	$3,445	2.5%	2.2%	1.9%	1.7%	1.6%

Average Per-Race Donations by Donation Type

184% Increase in the Number of Donations when a Donation Checkbox is added

Bar chart values:
- Donations only: $1,006
- Donations & Fundraisers: $8,312
- Donations & Checkout Page: $3,445
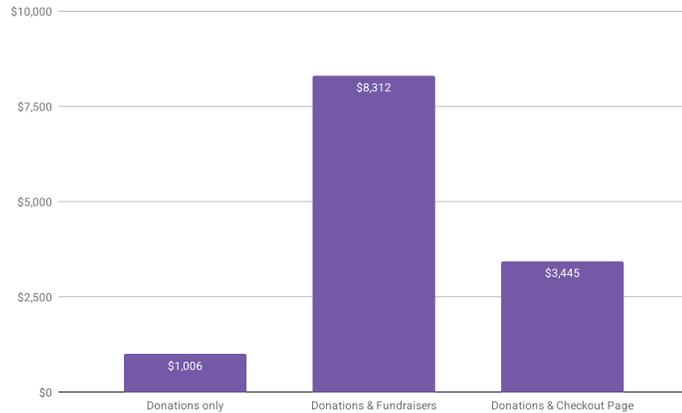
Number of Donations by Fundraising Type

Type of Donations	Number of Events					Number of Donations per Event				
	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
Donations Only	11,849	13,459	15,072	16,510	18,237	41	37	33	32	32
Donations & Fundraisers	3,460	3,893	4,191	4,955	6,239	121	126	125	122	113
Donations & Checkbox	1,291	1,423	1,761	2,120	2,128	190	152	108	86	91

Fundraising and nonprofit support is a bedrock of the endurance industry, for runners and industry leaders alike. We expect to see the emphasis on fundraising continue for years to come.

Takeaways

- If you're all-in on fundraising through your event, peer-to-peer fundraising is for you. However, peer-to-peer fundraising is only successful if you invest time in it. Make sure you have the resources to cultivate fundraisers, provide them with fundraising resources to help them meet their goals, and reward them for their effort.

- Activate gamification features like milestones and badges to customize the fundraising experience and make fundraising fun. To keep the competitive fires lit, add leaderboards to your race website.

- Boost donations without the extra work by enabling the checkbox donation option. It's the best bang for your buck (or time).

5.3 **Peer-to-Peer Fundraising Results**

What every fundraiser wants to know is how many people will fundraise for them and how much each of them will raise. Unfortunately, that's not really a question our data can answer – there is just too much variability in fundraising events.

Incentives like fundraising minimums and fundraising rewards, settings like requiring all participants to be fundraisers, and the enthusiasm of a nonprofit's built-in base all impact fundraising results considerably.

However, to give events some idea what the possibilities of peer-to-peer fundraising are, we reviewed a sample of 50 of the top fundraising events in 2025. For this report, we look only at Individual Fundraisers.

Across the fifty races, the average race had 2,037 Fundraisers, with each fundraiser averaging 1.6 donations for a total of $200.06 raised.

	# Fundraisers	Donations per Fundraiser	$ Raised per Fundraiser
Average	2,037	1.6	$200.06

Requiring All Registrants to Become Fundraisers

Peer-to-peer fundraising races have the option to require all registrants to become fundraisers, meaning a custom fundraising page is *automatically* created for each person who registers. While events that require fundraising naturally have more fundraisers on average, races without fundraising required can raise more per-fundraiser.

This is because fundraisers who opt-in tend to be more engaged and active than those who become fundraisers by default.

Performance of Fundraisers With and Without Fundraising Required

	# Fundraisers	Donations per Fundraiser	$ Raised per Fundraiser
Fundraising Required	2,446	1.4	$190.47
Fundraising Not Required	401	4.3	$434.40

Requiring a Fundraising Minimum

One option races can use to ensure all registrants are engaged fundraisers is to require a fundraising minimum (with the option to auto-charge those who do not make the minimum). This leads to the most committed fundraisers, with fundraisers who have a minimum requirement raising an average of $803.46 through 6.5 donations.

Fundraisers raise more when there is a required minimum. The median required minimum ranged from $375-$500, depending on the event they registered for. However, we saw minimums as low as $50 and as high as $5,600.

That said, not every nonprofit has a support-base willing to commit to a fundraising minimum, or the bandwidth to support fundraisers with significant requirements.

Performance of Fundraisers With and Without Fundraising Minimum

	# Fundraisers	Donations per Fundraiser	$ Raised per Fundraiser
Races With Required Minimum	745	6.5	$803.46
Races Without Required Minimum	2,898	0.7	$96.61

$200.06 Raised by the Average Individual Fundraiser
$434.40 Raised by the Average Individual Fundraiser When Fundraising Is Not Required
$803.46 Raised by the Average Individual Fundraiser With a Fundraising Minimum

Takeaways ────────────────────

- There's no singular approach to peer-to-peer fundraising. Requiring fundraising with minimums will make you the most per-person, but also requires significant commitment from you *and* your supporters. For some events, a more hands-off, "fundraise if you want" approach will be more efficient and effective.

5.4 **Fundraising Teams**

Fundraising teams can make fundraising more fun by encouraging fundraisers to join forces to meet their goal. For this, we looked at the top 20 fundraising events with teams.

As with individual fundraisers, there's high variability in the productivity of fundraising teams. The average peer-to-peer fundraising event with teams had 164 teams with 17 team members on each team and each team raising a total of $5,320.84 with 39.4% of them reaching their goal.

As with individual fundraisers, requiring participants to join fundraising teams reduces the per-team revenue. It's up to the individual race to weigh the benefits of a small number of passionate fundraisers versus a large number of fundraisers of capricious levels of commitment.

Performance of Fundraising Teams Across a Range of Events

	Number of Teams	Fundraisers per Team	% Teams Met Their Fundraising Goal	$ Raised per Team	Total Raised by Event
Average	163.8	16.7	39.4%	$5,320.84	$783,885.84

Of note: this data includes top fundraising events only, including some very large peer-to-peer fundraising events. The average small nonprofit will likely see lower numbers, but the same patterns of productivity should translate.

$5,320.84

Raised by the Average Team Fundraiser

Takeaways

- Fundraisers need guidance and support. Teams can help save you energy if the teams all have at least one dedicated, experienced fundraisers. Re-engage fundraisers year-after-year and make it easy for them to form and bring back teams to boost your annual fundraising.

"

With registration and check-in connected to RaceDay Scoring data, everything flows seamlessly. Now I just open my laptop and feel confident I have the latest participant data ready to score. I'm not tech savvy, so if I can learn to use it—anyone can."

– Julie Stark, On Your Left Fitness and Timing

06

RaceDay Trends

RaceDay Trends

Key Findings and Trends

- While race week registrations have declined slightly, race day registrations are up a bit, with **3% of all registrations on race day.**

- The RaceDay CheckIn App continues to break records, with **50.5% of events using the RaceDay CheckIn App to check-in 60.4% of all participants.**

- With the introduction of GPS alerts, RaceJoy was used by more spectators to send more cheers than ever before. **31% more spectators used the app to send 17.2% more cheers.**

- With the integration of RaceDay Photos and the Mobile Timing App, it's easier than ever to upload race photos. A record **4,062,898 photos were uploaded this year.**

- Timers are experts in more than just timing. **While 56.2% of timers have another job, 83% of them also provide registration setup, 73% will race direct, 63% manage check-in, and 56% do course certification & setup.**

Conclusions and Recommendations

- If you can't stop the race day registrants, get more out of them. Implement a race day price increase and leave online registration open until the gun goes off for increased revenue. On-site signage with QR codes and quick text links allow participants to skip the line.

- A line-less, efficient check-in experience is the best first impression for your race. Enabling configurations and presets for your volunteers enable them to see all the information they need, while limiting the opportunity for human error.

- Tracking is for everyone. If you have timing points on-course, RaceJoy's chip-timed alerts with predictive pace are a nice complement for RaceJoy's GPS tracking for those that don't carry a phone.

- Photos make race day fun for longer. Make sure you have a photo of everyone out there (and bib tag it automatically) by using the Mobile Timing App for large sets of on-course photos.

- Timers are known as the industry experts. Expand your services to become irreplaceable for your races.

6.1 **RaceDay Registration**

Percent of Registrations on Race Week and Race Day

Anecdotally, we always hear that procrastination is worsening. In 2025, that appears to be *somewhat* true. While race week registrations fell a bit this year, the percent of registrations on actual race day topped 3% for the first time.

3% of Registrations Were on **Race Day**

Year	% of Race Week Registrations on Race Day	% Total Registrations on Race Day
2021	8.9%	2.2%
2022	9.5%	2.4%
2023	9.8%	2.4%
2024	10.7%	2.6%
2025	10.6%	3.0%

Distance	% Total Registrations on Race Day
5K	2.5%
10K	1.5%
Half Marathon	0.5%
Marathon	0.4%
Ultramarathon	2.1%
Triathlon	0.6%
Unknown/Other	8.4%

Like with many trends, the distance of the race impacts the timing of registrations. Interestingly, the common distances with the *most* race day registrations are on the opposite end of the spectrum: 5K's and Ultramarathons. While some of the race day rush of ultramarathons may be due to ultra-distance virtual races, it's likely also true that the more casual atmosphere and smaller fields at ultramarathons lends itself to walk-up registrations.

2% of Ultramarathon Registrations Were on **RaceDay**

Takeaways

- Maximize revenue and eliminate data entry by leaving registration open online. As QR codes and mobile purchases have become the norm, it's easy to allow race day registrations with no paper and few (or no) kiosks.

- Make race day registration fast with limited required questions and a mobile-friendly registration path.

- Add a final price increase for race day registrations to boost revenue on runners who just *have to wait to the last minute.*

6.2 **CheckIn App Usage**

The RaceDay CheckIn App, often cited as the "most loved" RunSignup product, continues to see increased usage since the introduction of the new version in 2021. In 2025, 50.5% of all races used the app to check in 60.4% of registered participants. In other words, more participants were checked in with the app than participants who did not show up or were checked in via another system.

60% of All 2025 Participants Were Checked In with the RaceDay CheckIn App
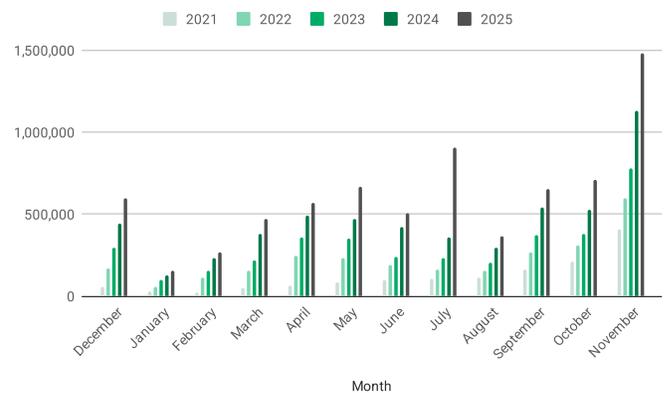
Participants Checked in with the RaceDay CheckIn App vs. Those Who Were Not
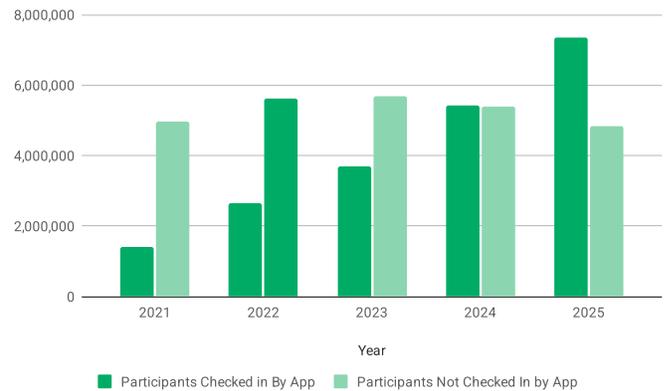
Races Using the RaceDay CheckIn App
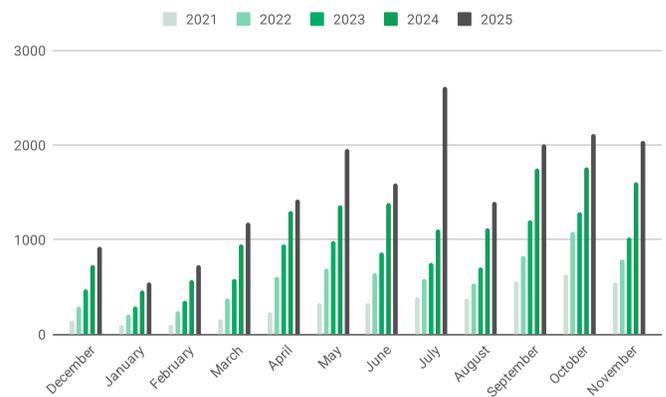
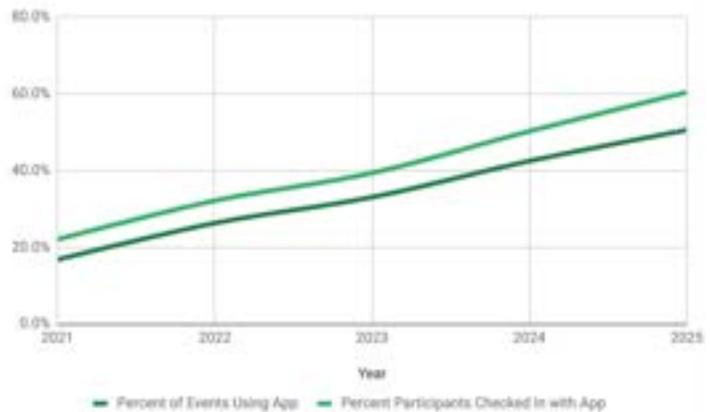## Participants Checked In By the RaceDay CheckIn App

The RaceDay CheckIn App is often associated with large races. It is true that the RaceDay CheckIn App is often used to check-in tens of thousands of people efficiently – the largest race using the RaceDay CheckIn App in 2025 checked in more than 26,000 participants. However, the technology isn't only for small races. The average race using the CheckIn App had just 401 participants.

CheckIn App Usage

Year	Participants Checked in by App	Participants Not Checked In by App	Races Using CheckIn App	Races Not Using the CheckIn Ap	% Runners Checked In with App	% Races Using the CheckIn App
2021	1,405,871	4,979,795	3,922	19,508	22.0%	16.7%
2022	2,662,177	5,626,935	6,918	19,419	32.1%	26.3%
2023	3,687,449	5,686,569	9486	19241	39.3%	33.0%
2024	5,429,969	5,378,898	14122	19135	50.2%	42.5%
2025	7,362,631	4,829,692	18564	18169	60.4%	50.5%

Percent of Runners and Events Using App

26,849 Participants Checked In By Largest Event Using the RaceDay CheckIn App But **7,000+ Races Also Used the App to Check In Fewer Than 200 Participants**

Takeaways

• RaceDay technology is for races of all sizes! Use replacement tags in your confirmation email and pre-race emails to make sure it's easy for everyone to access their QR code for check-in, and lose the lines.

• Use presets and configurations to simplify check-in for your volunteers by ensuring they can access all the data they need – and none that they don't.

• Save a little money on the margins with dynamic bib assignment through the RaceDay CheckIn App. Dynamic bib assignment reduces pre-race overhead and saves chip costs, and the app's label printing capabilities mean you can still add personalized labels to your bibs.

6.3 **Scored Results Notifications**

A record 5,700 races providing notifications in 2025. Over the last five years, an increasing number of large events have offered notifications (28 races in 2025 sent more than 10,000 notifications), while the number of very small races sending notifications has declined just a bit (757 races sent fewer than 99 notifications). It's clear that notifications are one of the core race day technologies that are accessible to races of all sizes.

Number of Races vs. Number of Notifications Sent
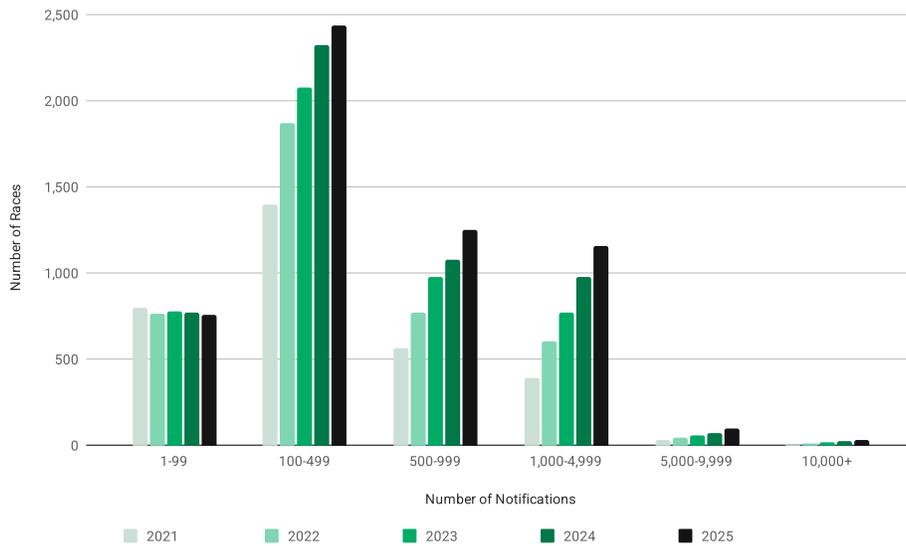
Number of Notifications	2021 # of Events	2022# of Events	2023 # of Races	2024 # of Races	2025 # of Races
10,000+	3	12	18	26	28
5,000-9,999	33	43	60	69	99
1,000-4,999	392	606	773	976	1,155
500-999	563	773	974	1,080	1,249
100-499	1,394	1,798	2,075	2,323	2,438
1-99	800	766	778	772	757

16% of Races Sent Notifications in 2025

The percentage of total races utilizing notifications has remained relatively steady, with 15.6% of all races taking advantage of the technology. While the large number of virtual races in 2020-2021 meant fewer races sending notifications, 15-16% looks to be the notification sweet spot.

Percent of Races Sending Notifications

Year	Percent
2021	13.6%
2022	15.5%
2023	16.3%
2024	15.8%
2025	15.6%
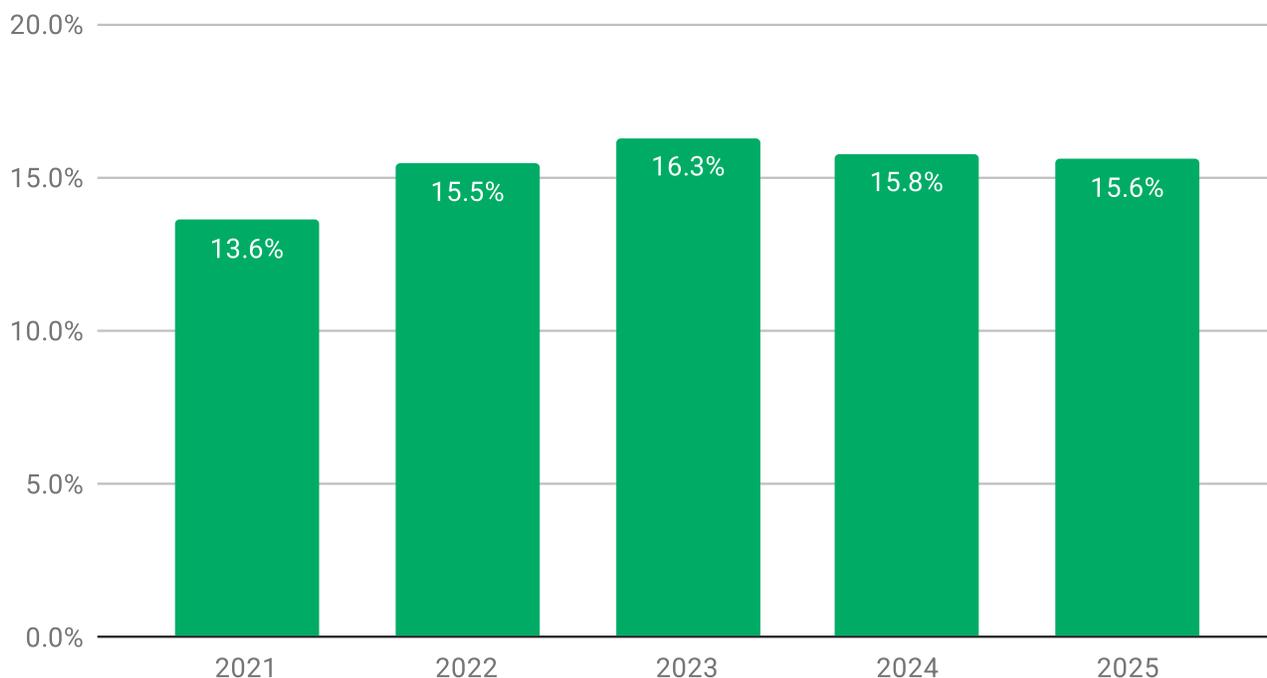
Percent of Races Sending Notifications

Takeaway

- Race day is all about the **experience**, for participants and spectators alike. Offer tracking options and notifications to keep everyone engaged.

- The recent release of chip timing alerts in RaceJoy it's easier than ever to offer real-time updates through combination of results notifications and live GPS tracking.

6.4 **RaceJoy Real-Time Tracking**

By all metrics, RaceJoy usage increased from 2024 to 2025, exceeding even COVID usage rates when the app was used to make virtual races a little more "real". With the 2025 introduction of chip-timed alerts via RaceJoy and predictive pace, more races than ever enabled the app and more spectators tracked more participants and received more progress alerts.

The RaceJoy App is currently available through any Certified Timer, making it an accessible option for events seeking a low-cost solution to runner tracking. The combination of GPS and chip-timed tracking means every participant can be tracked.

RaceJoy Usage

RaceJoy Usage	2021	2022	2023	2024	2025	Change 2024-2025
Races	1,215	829	781	875	1,790	104.6%
Tracked Participants	142,650	128,194	119,823	121,240	142,297	17.4%
Spectators	162,735	196,150	182,943	206,455	270,481	31.0%
Progress Alerts	3,168,372	4,052,806	3,675,122	3,759,351	5,354,606	42.4%
Cheers Sent	479,363	755,052	703,749	722,173	846,546	17.2%

105%
More RaceJoy Races in 2025

RaceJoy Usage: Tracked Participants and Spectators

Legend: 2021, 2022, 2023, 2024, 2025

RaceJoy Usage: Cheers and Progress Alerts Sent

Legend: 2021, 2022, 2023, 2024, 2025

5,354,606 Progress Alerts Sent in 2025

Takeaways

- Provide multiple tracking options with GPS **and** chip-timed alerts to improve the experience for all runners (and their spectators). Just remember: you'll need multiple split points on course for the chip-timed alerts to be worthwhile.

- The best way to market your race? Give your current participants a great experience. Encourage spectators to send cheers to their runners on course, giving them a boost of motivation and expanding your cheer zones across the full race course.

- Link to RaceJoy how-to's on your website and schedule RaceJoy reminder emails to ensure that your participants **and their spectators** can get more out of the app on race day.

6.5 **RaceDay Photos**

RaceDay Photos Beta was first introduced in 2016, with a significant V2 update in 2021. Additionally, in 2025 the integration between RaceDay Photos and the RaceDay Mobile Timing App meant it was easier than ever to upload race photos for automatic bib tagging post-race. We expect the ease of taking and uploading photos to lead to continued increases in the usage of RaceDay Photos.
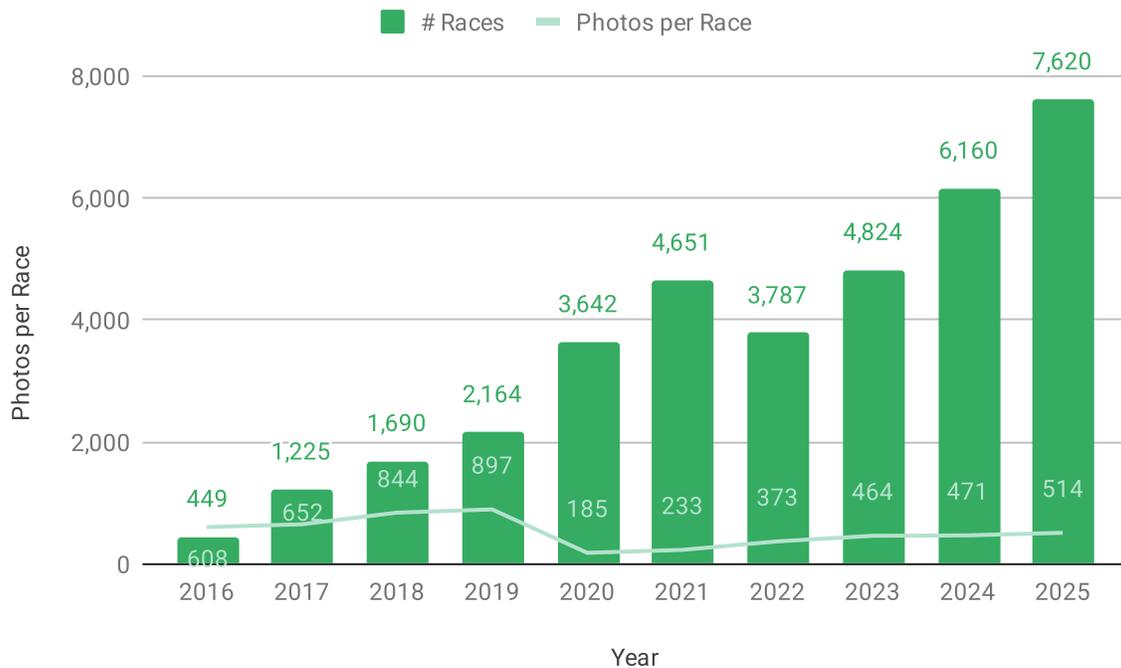
Ten Years of RaceDay Photos

Year	Photos	Mobile Photos
2016	272,991	0
2017	799,191	0
2018	1,426,067	0
2019	1,940,762	0
2020	673,859	0
2021	1,084,736	0
2022	1,411,543	0
2023	2,238,759	0
2024	2,901,102	320
2025	3,914,269	148,629

4.1 Million Photos Uploaded in 2025

While races continued using photos during COVID, the number of photos each race uploaded declined. Many participants were virtual and uploading one or two of their own photos rather than the race uploading photos for all participants in bulk. The positive of this trend? It democratized the use of photos, with more races than ever using photos today. While one race uploaded more than 200,000 photos, the platform is also used by thousands of races with 100 or fewer photos.

Races Using Photos and Average Number of Photos Per Race

■ # Races ▬ Photos per Race

Year	# Races	Photos per Race
2016	449	608
2017	1,225	652
2018	1,690	844
2019	2,164	897
2020	3,642	185
2021	4,651	233
2022	3,787	373
2023	4,824	464
2024	6,160	471
2025	7,620	514

200,000+ Photos Uploaded by Largest Race
514 Photos Uploaded By Average Race

Takeaways

- Photos extend your race day experience and provide a valuable resource to encourage participants to promote your race for you. It's ideal to have some high quality photos for marketing, but quantity is equally important – you want every participant to have *something* they can share.

- No one wants to scroll through 300 pages of photos to find one of themself. Automatically bib tagging photos and allowing for crowd-sourced tagging make it faster and easier for each participant to identify their own photos.

2025 Timer Survey Purpose & Methodology

Purpose:

RunSignup issues an annual timer-specific market survey to help us understand the unique needs of timers. This information is used to provide industry insights to timers and helps guide our technology road map. In 2025 we looked at:

- **The profile of a timing company**

- **The types of services offered by timing companies**

- **Trends in technology usage**

Survey Collection

This survey was issued in October of 2025. Timers were reached for response through multiple channels, including email (to RunSignup's email list), partner organizations, RunSignup's social media, and Facebook groups targeting timers.

While efforts were made to reach timers outside the RunSignup network, it can be assumed that RunSignup users are overrepresented in the sample, influencing answers about software and hardware choices.
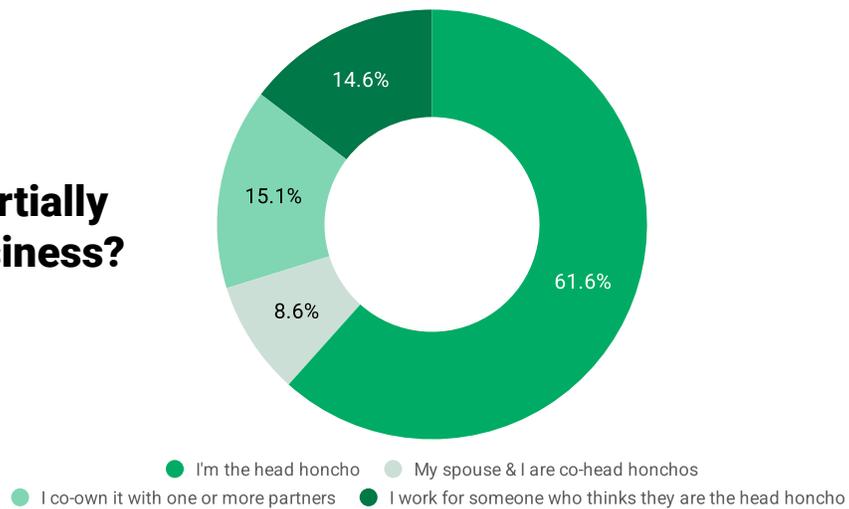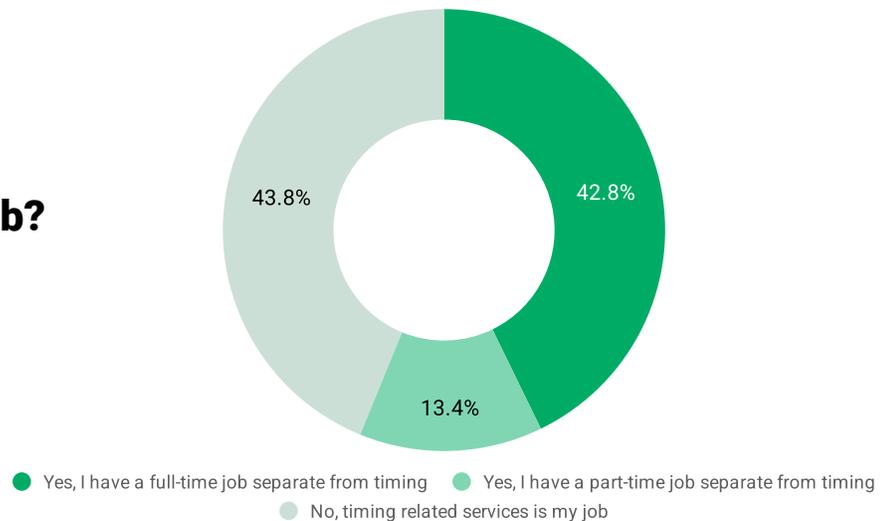
198 Survey Responses
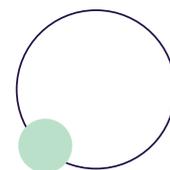
6.6 **The Timing Business**

This set of questions establishes the ownership, staffing patterns, and scope of US timing businesses. Timing businesses require personal investment and passion: while 85.3% of respondents indicated that they own part or all of the timing business, a majority (56.2%) of them also work at least a part-time job outside of timing.

Do You Own or Partially Own a Timing Business?

- 61.6% I'm the head honcho
- 15.1% I co-own it with one or more partners
- 8.6% My spouse & I are co-head honchos
- 14.6% I work for someone who thinks they are the head honcho

Do You Have Another "Real" Job?

- 42.8% Yes, I have a full-time job separate from timing
- 13.4% Yes, I have a part-time job separate from timing
- 43.8% No, timing related services is my job
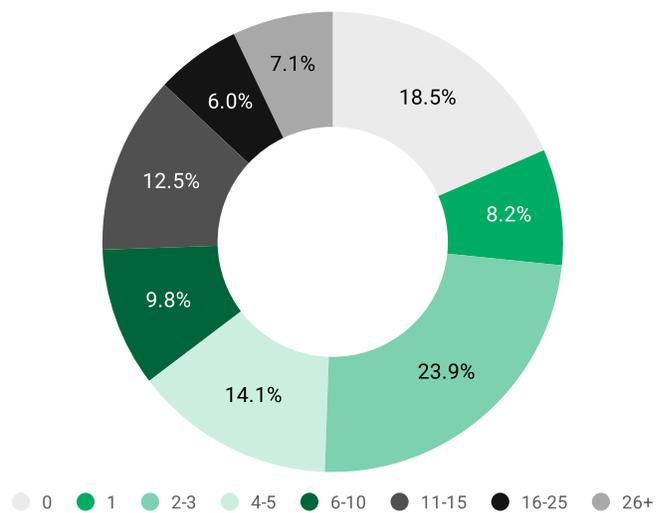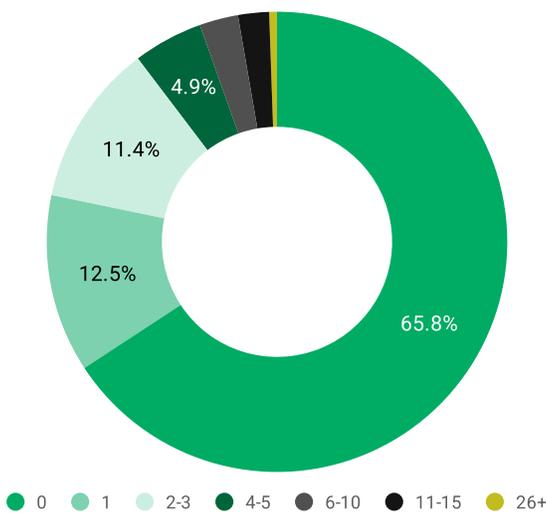
56.2% of Timers Also Work a Part or Full-Time Job

Because this survey includes a different pool of respondents each year, limited conclusions can be drawn from small shifts year-over-year. However, the consistency of responses suggests that making timing a full-time job is plausible only for a little less than half of all timers..

	2021	2022	2023	2024	2025
Yes, I have a full-time job separate from timing	42.5%	50.9%	41.5%	37.9%	42.8%
Yes, I have a part-time job separate from timing	10.7%	11.8%	10.7%	14.1%	13.4%
Because of COVID-19, I had to get another job	1.7%	0.9%			
No, timing related services is my job	45.2%	36.3%	47.8%	48%	43.8%

Timing companies also employ few full-time employees – in fact, 65.8% of them have no full-time employees (excluding any full-time owners). The challenging schedules of a timing business means part-time employees and contractors often make up a large percentage of on-site timing teams. More than a quarter (25.6%) of all timing companies currently employ more than 10 part-time employees or contractors.

How Many Full-Time Employees Work at Your Timing Business

65.8%
12.5%
11.4%
4.9%

0 1 2-3 4-5 6-10 11-15 26+

How Many Part-Time Employees Work at Your Timing Business

18.5%
8.2%
23.9%
14.1%
9.8%
12.5%
6.0%
7.1%

0 1 2-3 4-5 6-10 11-15 16-25 26+

Data Highlight: 66% of Timing Businesses Have No Full-Time Employees

Despite their small teams and busy second jobs, timing companies are incredibly productive. Most timing companies provide services to dozens (or even hundreds) of events each year. While businesses range widely in scope, nearly half (49.6%) of them support more than 50 events each year.

How Many Races Do You Time or Provide Other Race Day Services To?

Bar chart showing the percentage of timing businesses by number of races they time or provide services to:

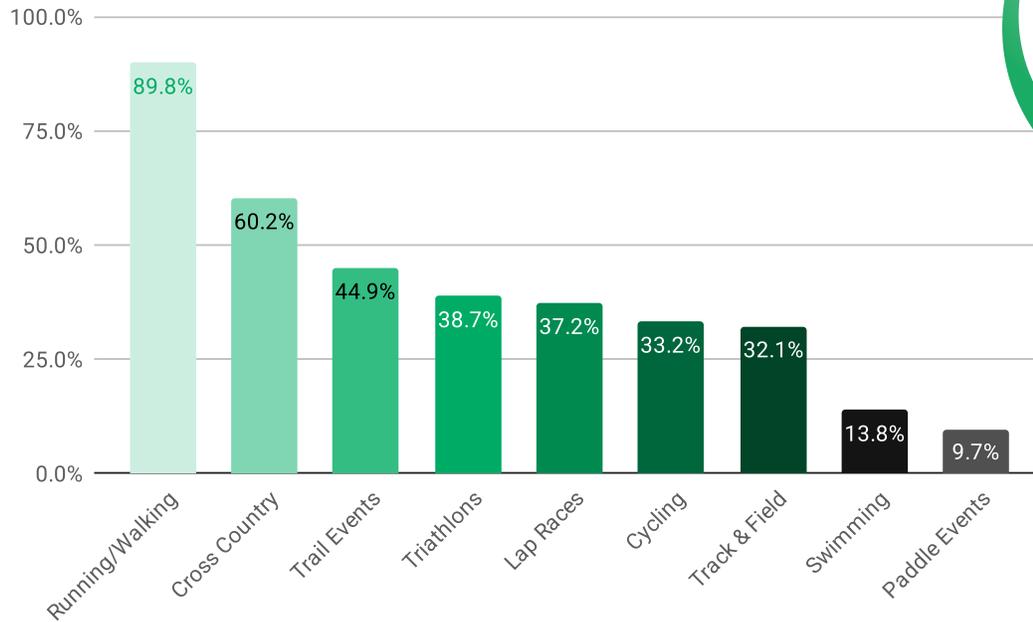| Number of Races	Percentage
1-10	13.1%
11-30	21.7%
31-50	15.7%
51-75	15.2%
75-100	6.6%
101-130	5.6%
131-150	2.5%
150+	19.7%
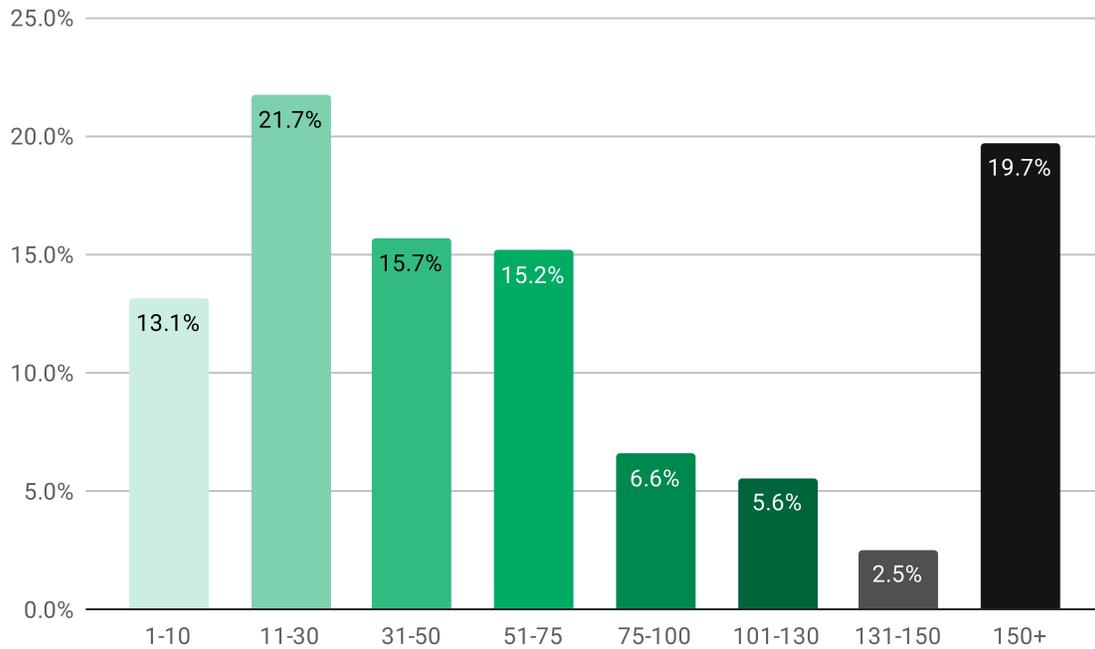
Takeaways

- Timers are the backbone of the endurance industry, but they are often working with limited resources and small teams that rotate regularly. Technology needs to be easy for new timers to learn and implement.

55% of Timing Businesses Provide Services to More than 50 Events Each Year

6.7 **Event Services**

While the vast majority of timers (89.9%) provide services for traditional run/walk events (like 5Ks and marathons), experienced timers can (and do) time pretty much everything. Cross country, trail events, and triathlon races are the next most commonly timed, but timers also work with non-running events like cycling, swimming, and paddle events.

What Types of Events Do You Currently Provide Services For?

Bar chart showing:
- Running/Walking: 89.8%
- Cross Country: 60.2%
- Trail Events: 44.9%
- Triathlons: 38.7%
- Lap Races: 37.2%
- Cycling: 33.2%
- Track & Field: 32.1%
- Swimming: 13.8%
- Paddle Events: 9.7%

14% of Timers Provide Services to Swimming Events

Most timers (71.4%) offer services beyond "just" timing, both to boost their own revenue options and to provide greater support to the races they work with.
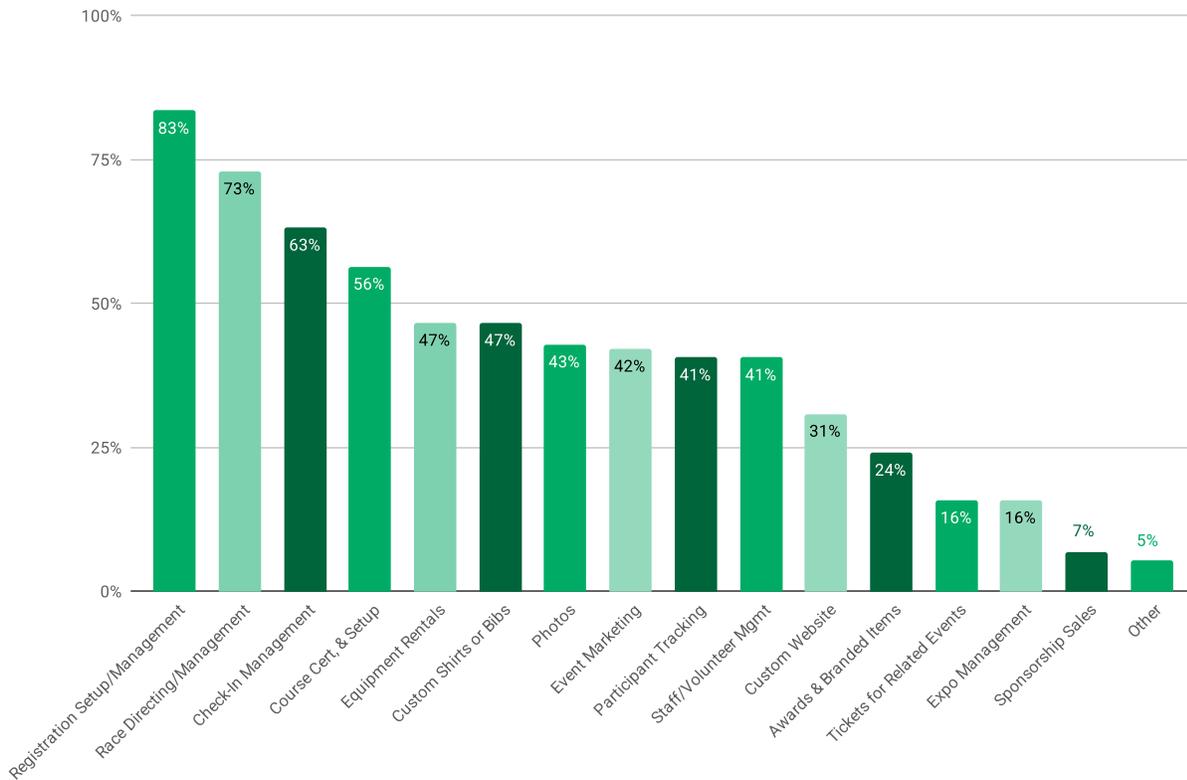
Do You Provide Services Outside of Timing?

Donut chart:
- 71.4% Yes
- 28.6% No

Legend: ● Yes ● No
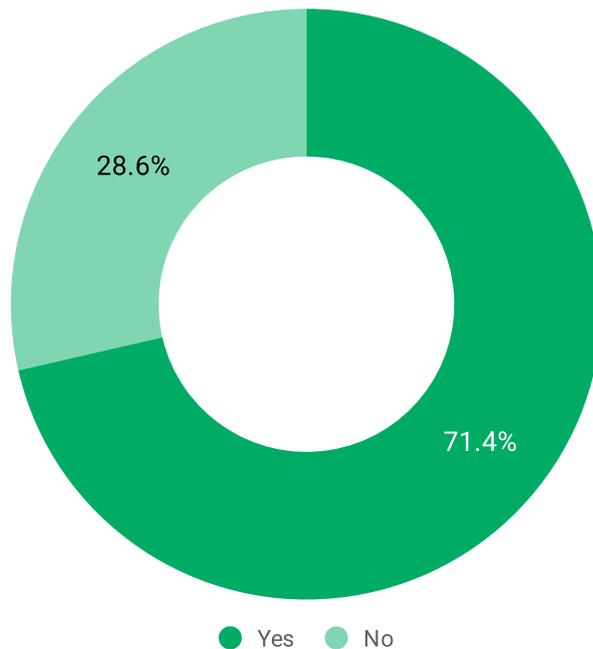
71% of Timers Provide Services Beyond Timing

The most common additional services provided by timers include registration setup, race directing, check-in management, course certification and setup, and equipment rentals.

What Other Services Do You Provide?

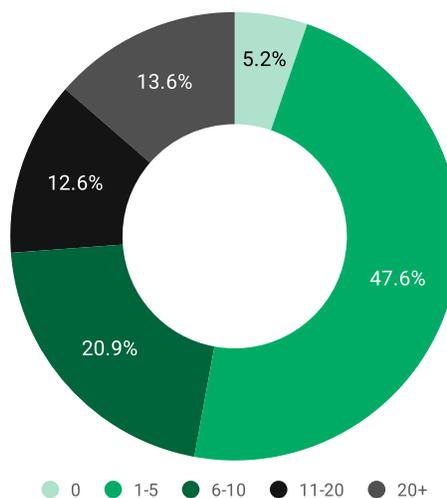| Service	%
Registration Setup/Management	83%
Race Directing/Management	73%
Check-In Management	63%
Course Cert. & Setup	56%
Equipment Rentals	47%
Custom Shirts or Bibs	47%
Photos	43%
Event Marketing	42%
Participant Tracking	41%
Staff/Volunteer Mgmt	41%
Custom Website	31%
Awards & Branded Items	24%
Tickets for Related Events	16%
Expo Management	16%
Sponsorship Sales	7%
Other	5%

31% of Timers Can Create Race Websites

Most companies reported at least a small amount of growth this year, with just 5.2% adding no new events in 2025. More than a quarter of timers (26.2%) added more than 10 new events to their portfolio within the year.

How Many Events Has Your Timing Business Added This Year?

26% of Timers Added More than 10 New Events in 2025

5.2%

13.6%

12.6%

47.6%

20.9%

● 0   ● 1-5   ● 6-10   ● 11-20   ● 20+

Takeaways

- There is room for growth for timers. Fill out your roster of events by diversifying the types of events you can time and adding new services to your offerings.

- For new race directors evaluating timing companies, look for an experienced timer who is willing to provide guidance and services throughout the race process. Have a question? Your timer likely knows the answer.
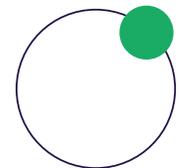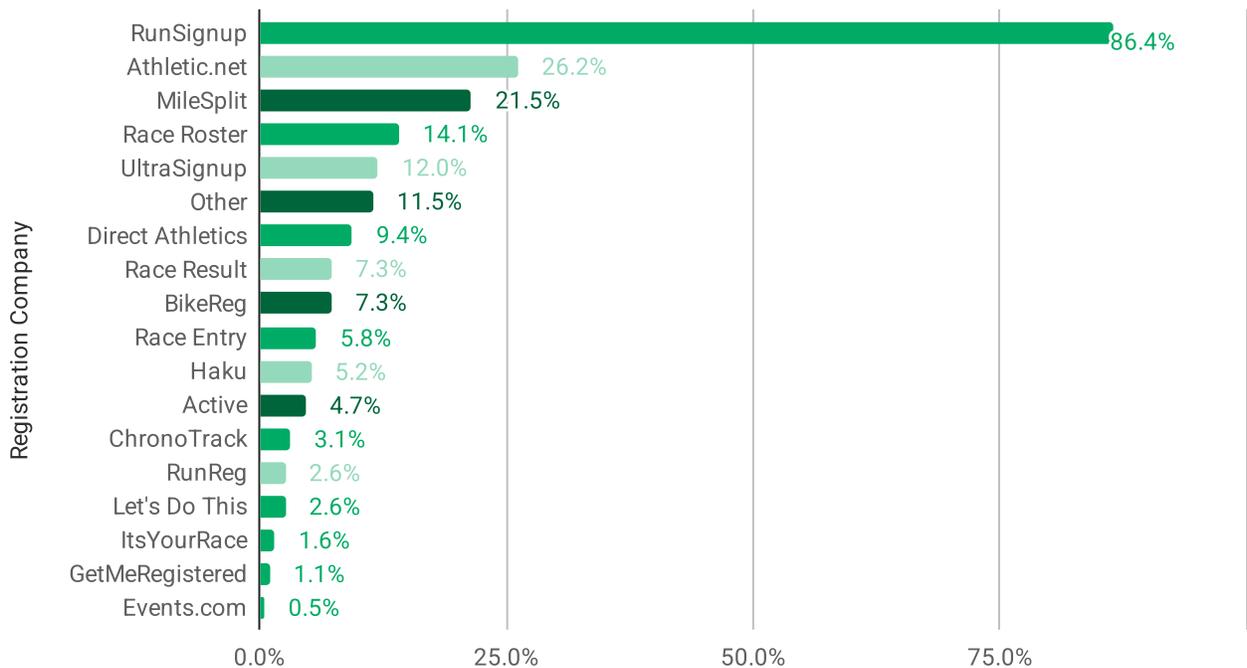
6.8 **Timing Technology**

As Section 6.7 suggests, timers are often experts in a range of technologies. Understanding their preferences for registration, timing hardware and software, and runner tracking can provide insight into their priorities.

Responses in this section are likely impacted by the disproportionate number of RunSignup users in the sample, with an over-representation of technology that more tightly integrates with RunSignup. Where possible we included both responses from our survey and data from The Race Director software (shown in section 6.4) to provide additional context.
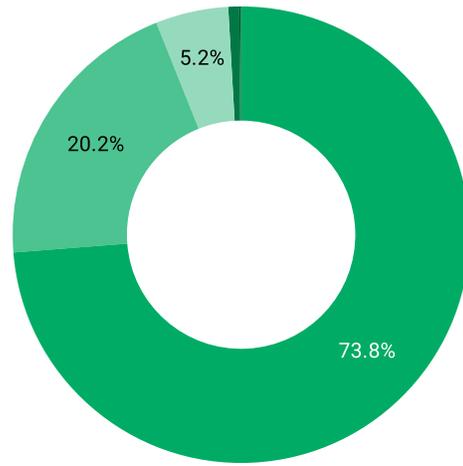
Registration Company

Unsurprisingly, RunSignup was the most used registration platform by both the timer survey and Race Director users. Milesplit, Athletic.net, and Direct Athletics are software specifically used by schools for cross country and track. When those are taken out of the equation, Race Roster is the only other registration platform used by more than 13% of timers surveyed.

Registration Platforms Used

Registration Company	Percentage
RunSignup	86.4%
Athletic.net	26.2%
MileSplit	21.5%
Race Roster	14.1%
UltraSignup	12.0%
Other	11.5%
Direct Athletics	9.4%
Race Result	7.3%
BikeReg	7.3%
Race Entry	5.8%
Haku	5.2%
Active	4.7%
ChronoTrack	3.1%
RunReg	2.6%
Let's Do This	2.6%
ItsYourRace	1.6%
GetMeRegistered	1.1%
Events.com	0.5%

% Races by Registration Company Integration (from Race Director data)

- RunSignup 73.8%
- None/Other 20.2%
- Race Roster 5.2%
- Active
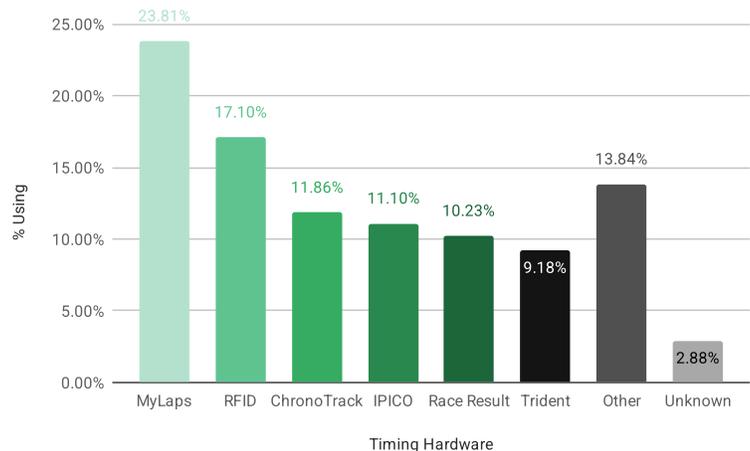- ChronoTrack

Timing Hardware

Next, we look at timer preferences for timing hardware. The set of data from The Race Director has some bias – RFID, MYLAPS, and IPICO timers are more likely to use The Race Director, whereas ChronoTrack timers often use RunScore or CTLive. However, looking at both Race Director data and survey data provide a larger sample of the market.

Timer Survey Responses

Category	Value
FinishLynx	28.7%
Agee Race Timing	25.8%
RACE RESULT	20.2%
MYLAPS	18.0%
ChronoTrack	16.9%
RFID	11.2%
Off the shelf	10.7%
RaceDay Mobile	10.1%
Time Machine	7.9%
Trident	7.9%
IPICO	7.3%
Other	5.6%
RM Timing	3.9%
None/Manual	3.4%
Flash Timing	1.1%
Jaguar	1.1%
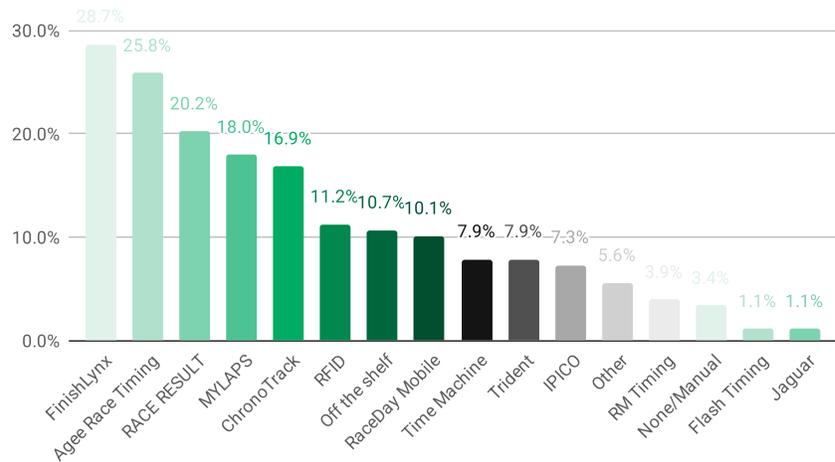
Race Director Data

MYLAPS Hardware Was Used By 18% of Survey Respondents and 24% of Races Scored By The Race Director

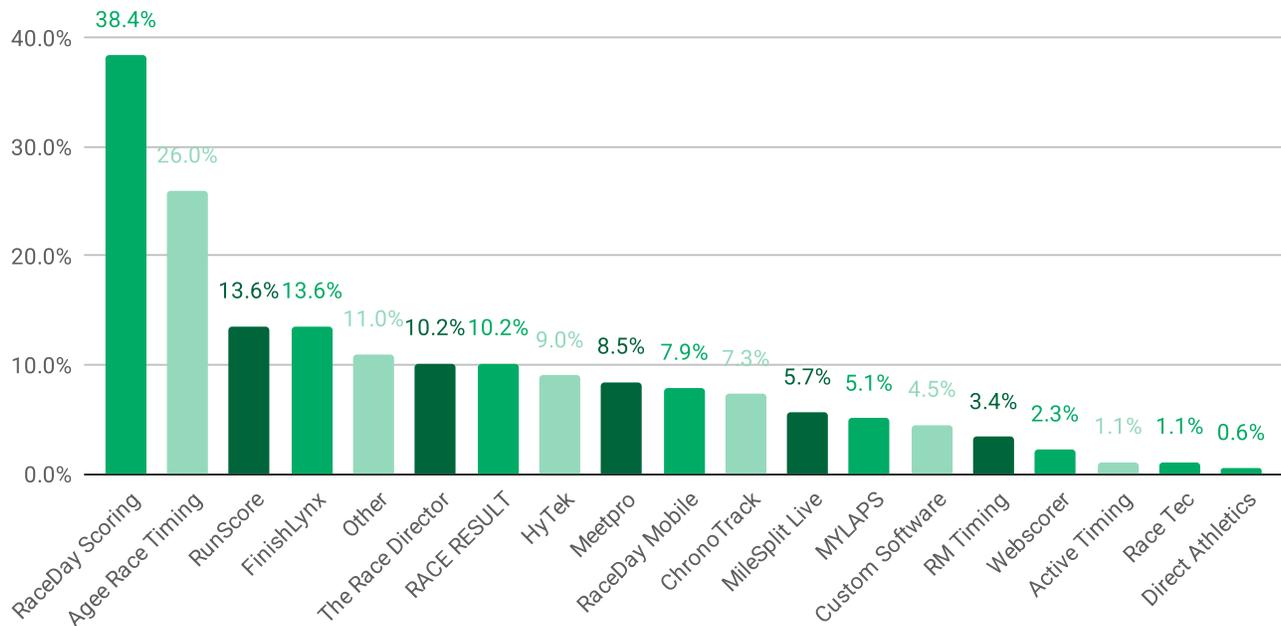| Timing Hardware	% Using
MyLaps	23.81%
RFID	17.10%
ChronoTrack	11.86%
IPICO	11.10%
Race Result	10.23%
Trident	9.18%
Other	13.84%
Unknown	2.88%

Scoring Software

For decades, The Race Director and RunScore were the two dominant forces in scoring software. For the second year in a row, the most-used software was a next-generation software option, RaceDay Scoring. The Race Director remained in second, with Agee Race Scoring third. While the dominance of RunSignup owned software (The Race Director and RaceDay Scoring) is impacted by the customer-heavy sample, adoption of RaceDay Scoring is increasing with new timers coming into the industry and the approaching sunset of The Race Director.

Two notes on this question: 1) timers who use more than one software solution, depending on the circumstances, could indicate both options, and 2) respondents were asked to exclude track & field events in their response.

Scoring Software (Survey Respondents)

Bar chart showing: RaceDay Scoring 38.4%, Agee Race Timing 26.0%, RunScore 13.6%, FinishLynx 13.6%, Other 11.0%, The Race Director 10.2%, RACE RESULT 10.2%, HyTek 9.0%, Meetpro 8.5%, RaceDay Mobile 7.9%, ChronoTrack 7.3%, MileSplit Live 5.7%, MYLAPS 5.1%, Custom Software 4.5%, RM Timing 3.4%, Webscorer 2.3%, Active Timing 1.1%, Race Tec 1.1%, Direct Athletics 0.6%
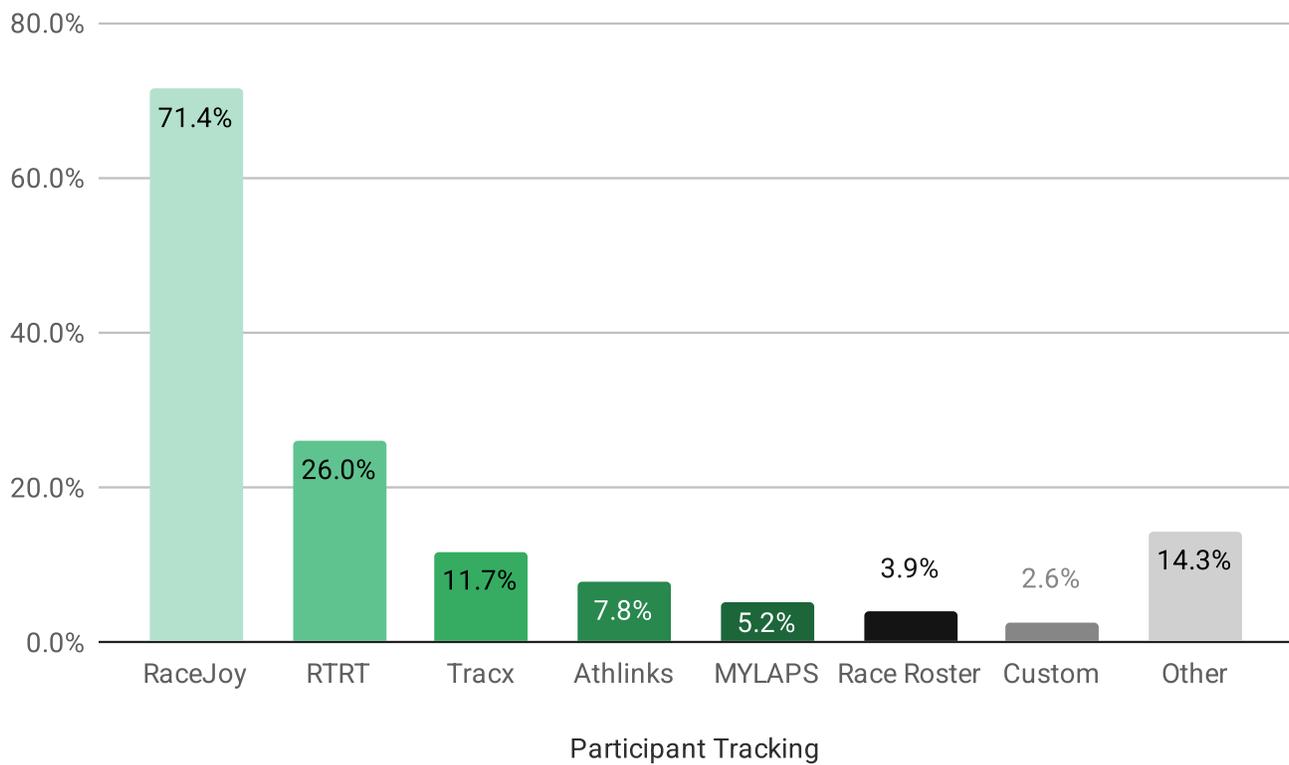
38% of Survey Respondents Use RaceDay Scoring

Participant Tracking

Participants often want more than just their final result. Runner tracking apps use GPS, chip-timing and prediction, or a combination of the two to provide updates to runners and spectators throughout the race. While RaceJoy was the most frequently used, timers also offered tracking via RTRT, Tracx, Athlinks, and more.

If You Are Using an App to Provide Tracking, Which One Do You Use?

Bar chart titled "Participant Tracking":
- RaceJoy: 71.4%
- RTRT: 26.0%
- Tracx: 11.7%
- Athlinks: 7.8%
- MYLAPS: 5.2%
- Race Roster: 3.9%
- Custom: 2.6%
- Other: 14.3%

Takeaways

- Prepare for the future of timing with modern, next-generation software and hardware that makes onboarding easy and helps your timing team feel confident.

- Don't get complacent with older technology. Set aside time to learn new technologies, prioritizing options with a fast learning curve and robust documentation to get your entire team trained, fast.

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