The Runners: Men vs. Women

**What Determines How Much a Runner's Willing to Pay?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Women</th>
<th>Men</th>
<th>Significant Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race Distance</td>
<td>73%</td>
<td>58%</td>
<td>+15%</td>
</tr>
<tr>
<td>Social Networking</td>
<td>58%</td>
<td>60%</td>
<td>-2%</td>
</tr>
<tr>
<td>GPS</td>
<td>57%</td>
<td>60%</td>
<td>-3%</td>
</tr>
<tr>
<td>Running Apps</td>
<td>54%</td>
<td>57%</td>
<td>-3%</td>
</tr>
<tr>
<td>Race Results</td>
<td>49%</td>
<td>57%</td>
<td>-8%</td>
</tr>
</tbody>
</table>

**What's the Same?**

- **Race Distance**: 73% of women and 58% of men prioritize race distance, indicating that both genders value the challenge and experience of running over a specific distance.
- **Social Networking**: Both genders (58% for women, 60% for men) indicate that networking and sharing online is an important factor, suggesting a shared interest in connecting with others through social media.
- **GPS**: Both women (57%) and men (60%) consider GPS tracking a significant feature, hinting at the importance of tracking progress and setting goals.
- **Running Apps**: Women (54%) and men (57%) equally value running apps, emphasizing the integration of technology in their running routine.
- **Race Results**: Women (49%) and men (57%) both see race results as important, showing a common interest in measuring performance.

**What's Different?**

- **GPS**: While both genders prioritize GPS tracking, women (57%) may find it more essential than men (60%), indicating a potential difference in their running goals or styles.
- **Social Networking**: Men (60%) may have a slightly higher interest in social networking compared to women (58%), which could reflect broader social engagement practices.

**The Experience**

- **Men** tend to be more active users of social media platforms like Facebook, sharing more frequently (72% for men, 62% for women) and discussing running activities (54% for men, 44% for women).
- **Women** have a more prominent role in social sharing, with both race photos (72% for women, 62% for men) and race results (72% for women, 57% for men) being shared more widely.

**Future Participation**

- **Men** (63%) are more inclined to participate in half-marathons than **women** (55%), reflecting a potential preference for longer distances or more challenging events.
- **Women** (73%) are more likely to participate in 10K races compared to **men** (60%), indicating a preference for shorter distances or events that align with their fitness goals.

**Important to Runners**

- **Cost**: Cost is a significant factor for **both** men (48%) and women (60%), emphasizing the importance of affordability in event planning.
- **Race Distance**: Distance remains a critical factor for **both** genders (60% for women, 58% for men), highlighting the role it plays in event selection.

**Not-So-Common Activities**

- **Men** (46%) are slightly more likely than **women** (43%) to discuss running on social media, suggesting a difference in the way they engage with the running community online.

**What's Next?**

- **Men** are more enthusiastic about participating in new events (75% for men, 73% for women), indicating a desire for new experiences and challenges.
- **Women** (72%) show a similar interest in new events, reflecting a balanced approach to event participation.

**Conclusion**

Both genders share a common interest in running, indicating a strong bond with the activity. While there are some differences in preferences and approaches to running, the overall enthusiasm for the sport is evident in both men and women. Understanding these differences can help event organizers tailor their strategies more effectively to appeal to a diverse audience, ensuring that both men and women can find events that resonate with their interests and lifestyles.