THE IMPACT OF COVID-19

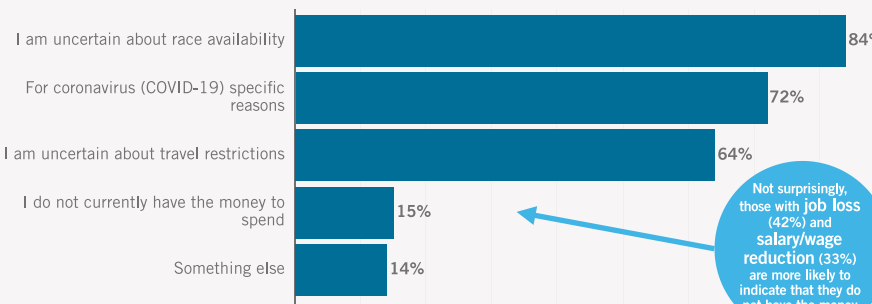FLYING PIG MARATHON + Burke SINCE 1931

THE 2020 FLYING PIG

Burke worked with the team at Cincinnati's Flying Pig Marathon (Ranked Number 1 on BibRave's 2020 List of US Marathons) to understand how COVID-19 is affecting runners and to assess when they might get back to racing. Burke conducted an online, mobile optimized survey with n=1,000 Pig participants, sharing their opinions in April 2020.
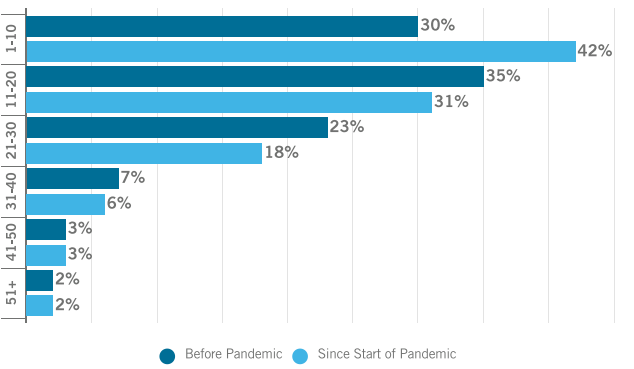
Reason for Delaying Registering for a Race

I am uncertain about race availability	84%
For coronavirus (COVID-19) specific reasons	72%
I am uncertain about travel restrictions	64%
I do not currently have the money to spend	15%
Something else	14%

Not surprisingly, those with **job loss** (42%) and **salary/wage reduction** (33%) are more likely to indicate that they do not have the money to spend.

Base: Delayed registering for races n=714
Q5 - You previously mentioned you have delayed registering for a race. What was the reason for the delay?
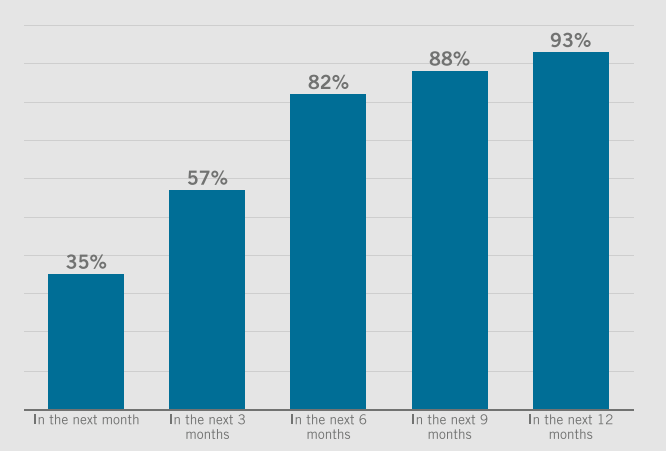
NEARLY HALF OF PARTICIPANTS HAVE DECREASED THEIR MILEAGE SINCE THE START OF THE PANDEMIC.

Miles Per Week Run/Walk Before and Since the Start of the Pandemic

Miles	Before Pandemic	Since Start of Pandemic
1-10	30%	42%
11-20	35%	31%
21-30	23%	18%
31-40	7%	6%
41-50	3%	3%
51+	2%	2%

● Before Pandemic ● Since Start of Pandemic

Q1 - On average, how many miles per week were you running/walking before the start of the coronavirus (COVID-19) pandemic?
Q2 - On average, how many miles per week have you been running/walking since the start of the coronavirus (COVID-19) pandemic?

Likelihood to Participate in a Race Event on the Following Timeframes (Very/Somewhat Likely)

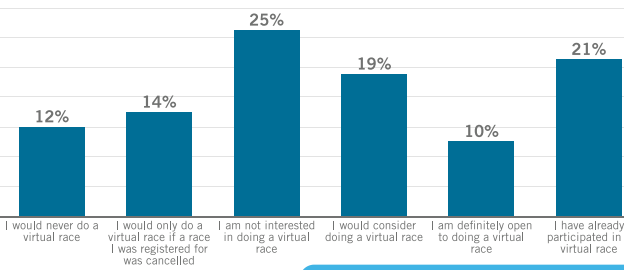| Timeframe	%
In the next month	35%
In the next 3 months	57%
In the next 6 months	82%
In the next 9 months	88%
In the next 12 months	93%

Q6 - Assume race events are allowed to be held. How likely would you be to participate in one based on the following timeframes?

OPINIONS ABOUT VIRTUAL RACE PARTICIPATION ARE MIXED.

- Half of participants would consider doing a virtual race, are open to it, or have already participated in one.
- The other half are not interested or would only do a virtual race if the race they were registered for was cancelled.
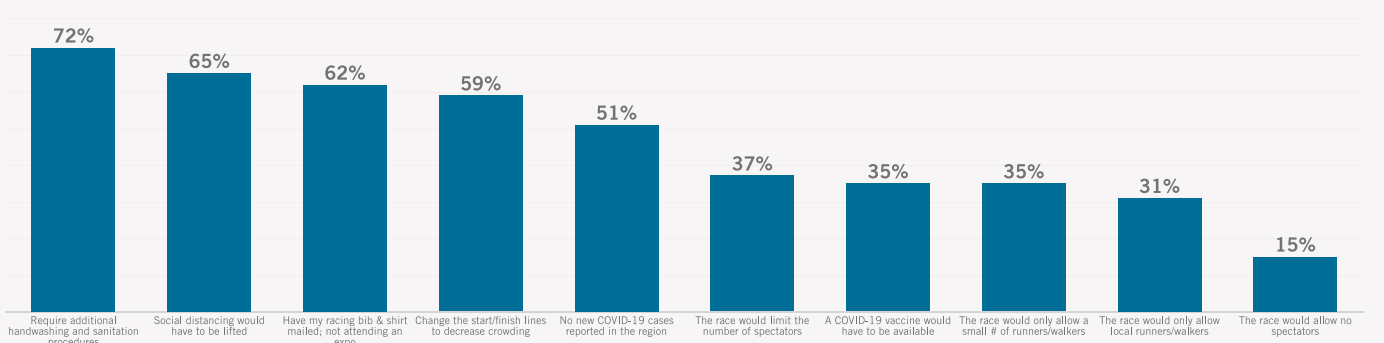
Openness to Participating in a Virtual Race

	%
I would never do a virtual race	12%
I would only do a virtual race if a race I was registered for was cancelled	14%
I am not interested in doing a virtual race	25%
I would consider doing a virtual race	19%
I am definitely open to doing a virtual race	10%
I have already participated in a virtual race	21%

Q9 - How open are you to participating in a virtual race?

36% of FCC3 Race participants have already participated in a virtual race.

HOW WILL THIS CRISIS INFLUENCE YOUR FUTURE PARTICIPATION IN RACING EVENTS?

Requirements to Feel Safe Participating in Races Again (Strongly/Somewhat Agree)

Requirement	%
Require additional handwashing and sanitation procedures	72%
Social distancing would have to be lifted	65%
Have my racing bib & shirt mailed; not attending an expo	62%
Change the start/finish lines to decrease crowding	59%
No new COVID-19 cases reported in the region	51%
The race would limit the number of spectators	37%
A COVID-19 vaccine would have to be available	35%
The race would only allow a small # of runners/walkers	35%
The race would only allow local runners/walkers	31%
The race would allow no spectators	15%

Q7 - How much do you agree or disagree each would have to be a requirement for you to feel safe participating in races again?

HOW CAN RACE ORGANIZATIONS SUPPORT YOU DURING THIS TIME?

"Communicate different workouts and exercises we can due to break up a sometimes boring routine since many of us have found it necessary to change habits."

"Encourage people to keep running responsibly and be healthy."

"Continue to send uplifting emails or posts encouraging people to get outside, enjoy the fresh air, don't give up on training or running."