THE IMPACT OF COVID-19

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.

NEARLY HALF OF PARTICIPANTS HAVE DECREASED THEIR MILEAGE SINCE THE START OF THE PANDEMIC.

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<th>Miles Per Week Run/Walk Before and Since the Start of the Pandemic</th>
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<td>5+</td>
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<tr>
<td>4-5</td>
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<td>3-4</td>
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<td>2-3</td>
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<td>1-4</td>
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<td>1</td>
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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?

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

- 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 timeframe?

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

- Would likely race a virtual race: 12%
- Would only race a virtual race if the race was cancelled: 14%
- Would not participate in a virtual race: 25%
- Would consider doing a virtual race: 19%
- Would not think about doing a virtual race: 10%
- 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)

- 72%: Require additional social distancing and face coverings
- 65%: Social distancing would not be effective
- 62%: My current job is not affected by the COVID
- 59%: Change the start/finish times to decrease crowding
- 51%: Less COVID-19 cases reported in the region
- 37%: Less would limit the number of spectators
- 35%: A COVID-19 vaccine would be available
- 35%: The race would only offer a virtual race
- 31%: The race would offer no race
- 15%: Other

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