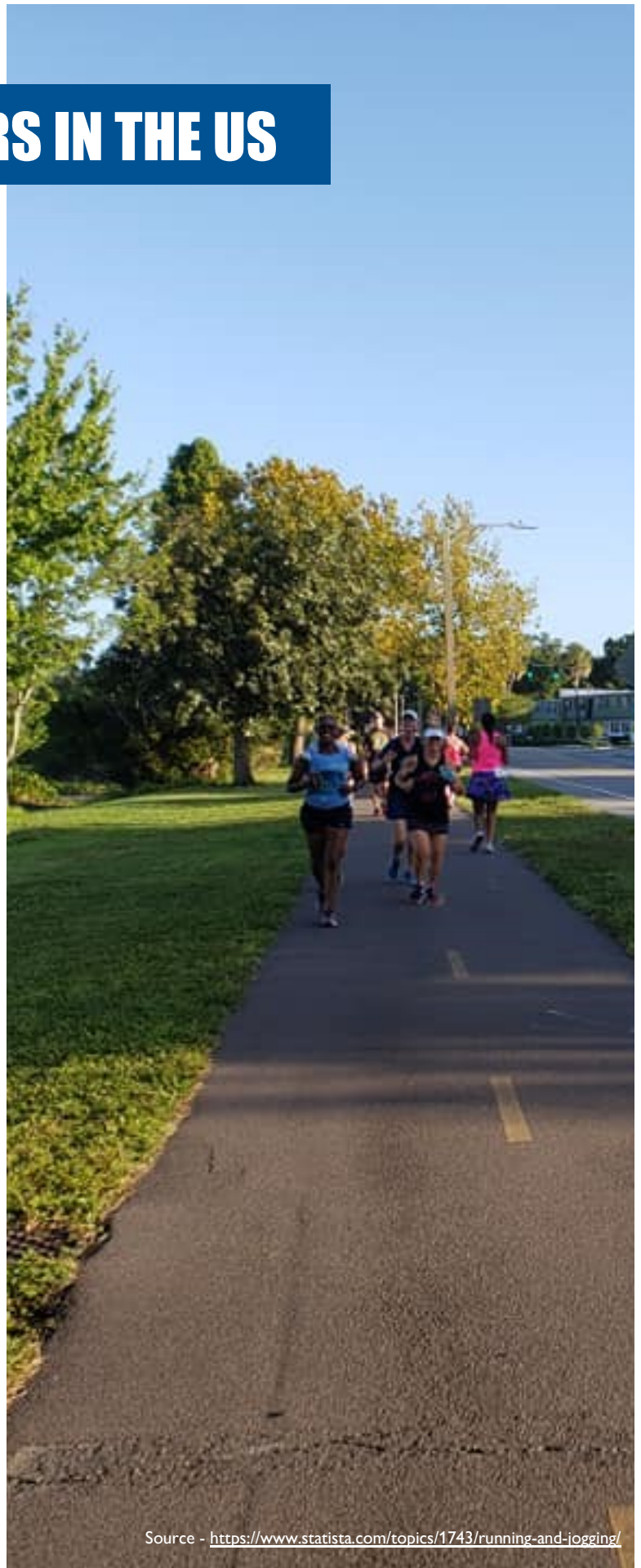


# 55.9 MILLION RUNNERS IN THE US

Running's popularity among people of all ages continues. Health benefits, stress relief, having fun, achieving a goal, entering a race and social interaction are a few reasons why running is the most popular choice of exercise for

**MORE THAN  
1 IN 7  
AMERICANS  
ARE RUNNERS**

**LAKELANDRUNNERSCLUB**



Source - <https://www.statista.com/topics/1743/running-and-jogging/>

# 2019 ANALYSIS

**RACE ENTRIES - 3568**

**MALE - 40%**

**FEMALE - 60%**

**Age Group**

<b>&lt; 20</b>	<b>14%</b>
<b>20 - 29</b>	<b>11%</b>
<b>30 - 39</b>	<b>25%</b>
<b>40 - 49</b>	<b>22%</b>
<b>50 - 59</b>	<b>18%</b>
<b>60+</b>	<b>10%</b>

# PAGE VIEWS WITH SPONSOR LOGOS

<b>Race Results</b>	<b>16,381</b>
<b>Home</b>	<b>13,877</b>
<b>Watermelon Series</b>	<b>11,526</b>
<b>Mayfaire 5k</b>	<b>7,077</b>
<b>Lake to Lake 10k</b>	<b>3,792</b>
<b>Aching Quad Challenge</b>	<b>3,774</b>
<b>Double Down 5k</b>	<b>2,477</b>
<b>Mean &amp; Green 5-Mile*</b>	<b>407</b>

\*new race - 1 month of data