

THE FUTURE OF RUNNING: RACIAL INCLUSION IN THE RUNNING INDUSTRY

No sport or industry is above structural racism and white supremacy. The **Running Industry Diversity Coalition** (RIDC) believes that racial justice in running is a necessary pursuit as we sprint toward a world in which all people of color are welcomed, valued, and amplified.

The future of running is racially diverse, so we have to build for that reality today. Overlooking or dismissing this reality will only further entrench racial injustice.

The Starting Line

Demographics in the US are changing; in fact, every state in the country is becoming more racially diverse. BIPOC youth groups of racial/ethnic identities are driving this growth, which will be reflected in running trends. Runners aren't just athletes — as consumers and community members, they are people that companies and the running industry at large should care about. Creating space for all runners in our field, and ensuring no one's left behind as we remake the industry, will lead us towards racial justice.

By the Numbers

These data points are the baseline for measuring progress and change — and they're a catalyst for true action.

- Approximately 34% of runners are people of color (16 million), according to data from the Sports and Fitness Industry Association (SFIA)
- By 2045, people of color will be the majority of the population at 51% according to projections from the US Census
- The average runner spends \$1,795 each year on running gear and races, according to data from Running USA, which amounts to 16 million people of color having \$28.7 billion in total spending power.

The Path to Liberation

Black and brown runners deserve the #FreedomToRun, and they'll use their spending power to support corporations that are committed to racial justice and antiracism work. As we collectively embark on the path to racial equity and inclusion — across all sectors of the running industry — this factsheet and [accompanying report](#) provide key first steps.

Through intentional racial equity work, evidenced by hiring practices, marketing principles, and product development, the running industry can lead major industry breakthroughs that ultimately help break the cycle of societal injustice. This necessitates centering the experiences of people of color and measuring and tracking DEI progress. Some considerations:

- Where are you in your journey of understanding the role that racial equity plays in the current and future vitality of the running industry?
- How would the running industry positively change if racial and ethnic representation in running participation mirrored racial representation in the US?
- How are you preparing for the changing demographic landscape in the US? What programs or opportunities can we create to support BIPOC youth runners?