

the wired
RUNNER



**How Trail Running Social Properties
Generated 45M Video Views in 2021**

Sporting Goods & Outdoor

Key Takeaways

Overview of the digital trail running landscape from January 2021 to January 2022:

Audience Demographics:

- **Geolocation:** Looking at the geolocation of the top trail running website visitors and the top mountain running social properties followers, the US has the largest running audience, followed by Spain and the UK. Other leading countries include Canada, France, Malaysia, and Australia.
- **Age & Gender:** 54% of the web visitors to the top 10 trail running websites were male, and the majority of these visitors were 25 to 44 years old. Followers to the top trail running social properties are overwhelmingly male (88%) and predominantly 18 to 34 (69%).

Platforms:

- YouTube generated the highest amount of trail running views, followed by TikTok (20%) and then Facebook (12%). Twitter makes up <1% of mountain running video views. Instagram has the largest audience of followers for the top 15 trail runners and generates the highest number of views.

Top Athletes:

- Kilian Jornet, Emelie Forsberg, and Scott Jurek have the largest audience on social. When looking at the average engagement per post, Kilian Jornet and Xander Budnick have the highest engagement rates.

Content Opportunities:

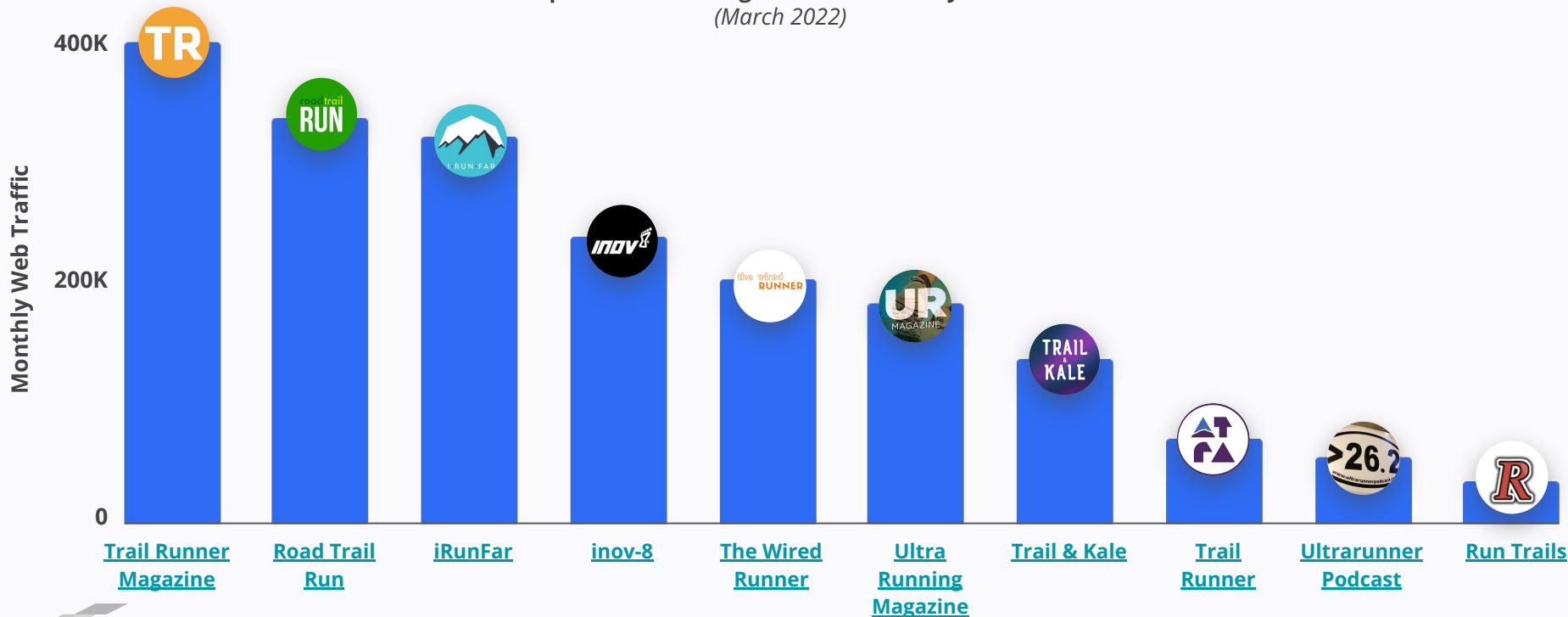
- **YouTube:** Top opportunities on YouTube include videos that share shoe reviews, training tips, run preps, and videos that answer common trail running questions.
- **Instagram:** Top opportunities on Instagram include videos of post-run gratitude to all their supporters, announcing upcoming runs, posting scenic photos from their runs, and sharing glimpses of their personal life.
- **Facebook:** Top opportunities on Facebook include videos where athletes share their thoughts on life, training tips, and post about how they participate in community life.
- **TikTok:** Top opportunities on TikTok include videos with training tips, answering questions from comments, and footage of beautiful nature taken while training.



Trail Running/Mountain Running

Based on web traffic, the following were the top ten trail running websites in March 2022. On average, these trail running resources generate **200K** web visits per month.

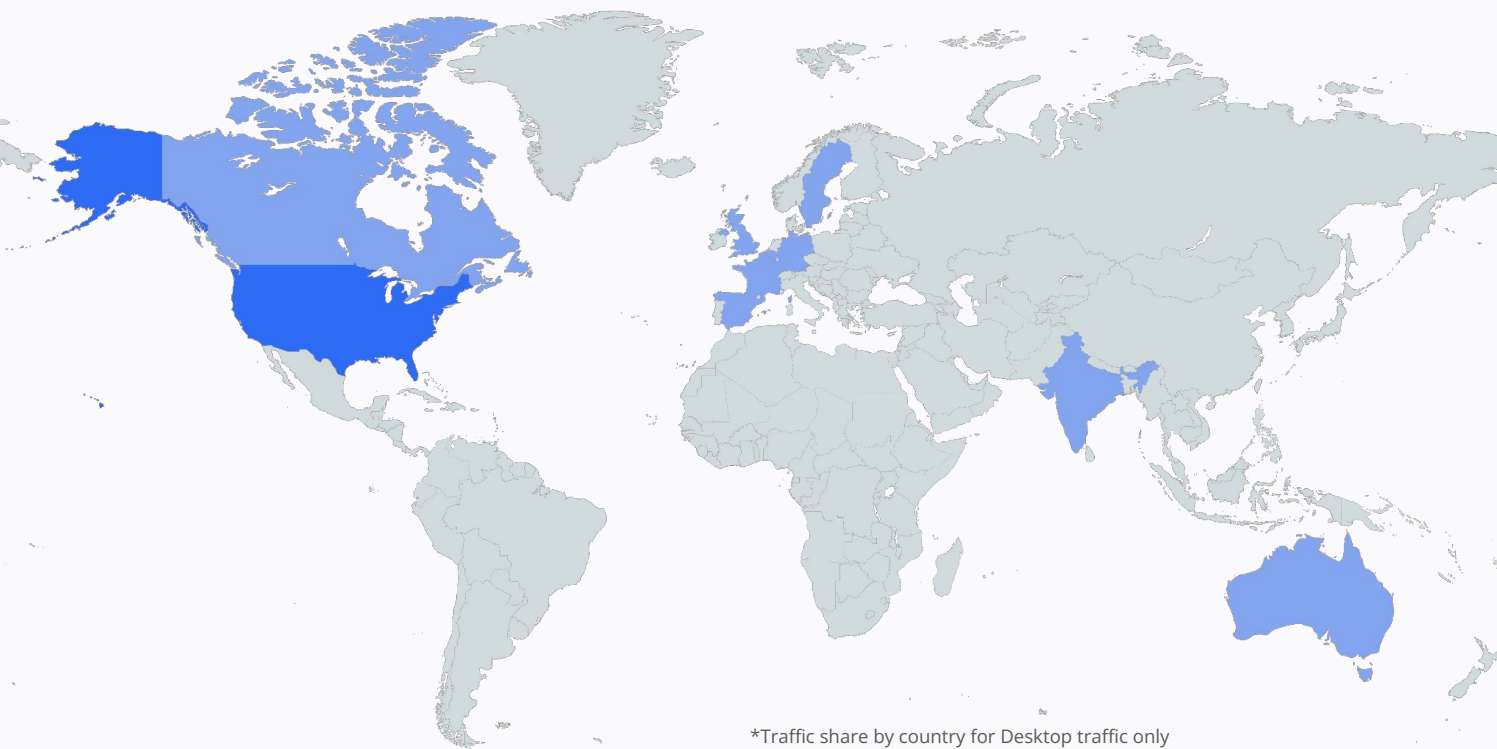
Top 10 Trail Running Websites Monthly Traffic
(March 2022)



The **United States** accounted for 55% of traffic to the top ten trail running websites, followed by the **United Kingdom** (9%), **Canada** (4%), and **Australia** (3%).

Top Trail Running Website Traffic Demographics

(Jan. '22 – Mar. '22)



Top 10 Countries (% of Total Traffic)

US — **55%**

UK — **9%**

Canada — **4%**

Australia — **3%**

France — **2%**

Germany — **2%**

Belgium — **1%**

Sweden — **1%**

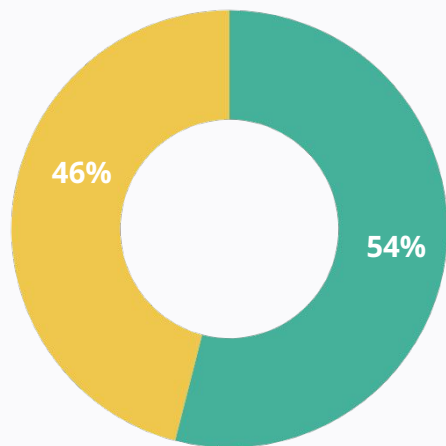
Spain — **1%**

India — **1%**

*Traffic share by country for Desktop traffic only
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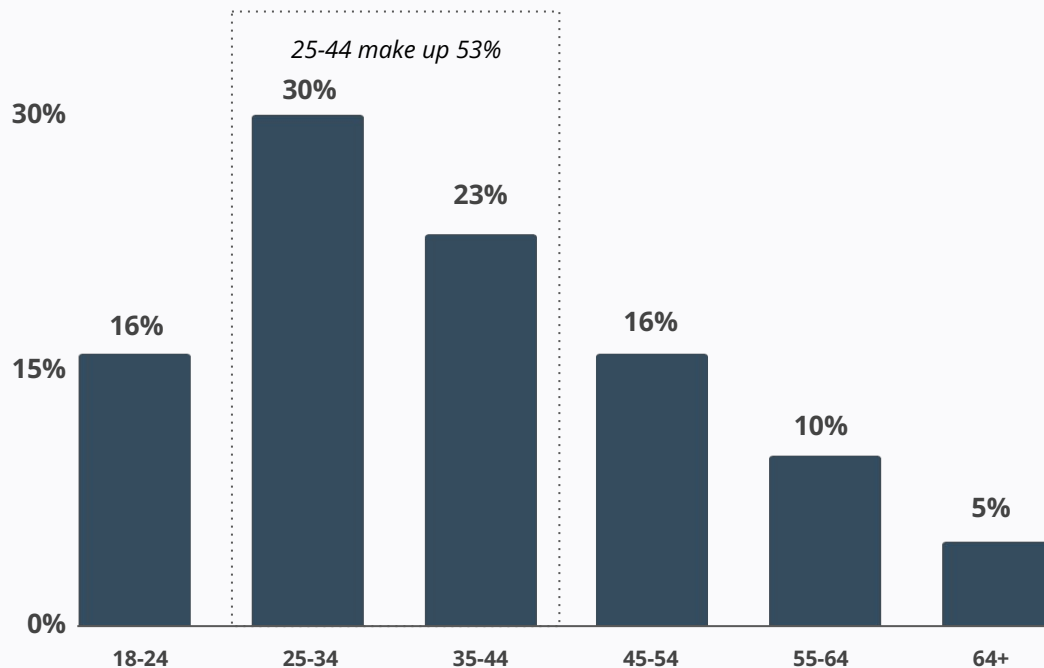
Males account for 54% of all top trail running website traffic. As for age, people between the ages of **25 and 44** accounted for 53% of the traffic.

Web Traffic Gender Breakdown



Male
Female

Web Traffic Age Breakdown



Top 10 trail running social properties by total views*

1.



Greenweez MaXi-Race: *Trail race*
Social Followers: **63K** | Total Views: **8.7M**

2.



Runnea.com: *Gear Shop + reviews*
Social Followers: **231K** | Total Views: **6.2M**

3.



Golden Trail Series: *Ultra trail show*
Social Followers: **149K** | Total Views: **6.1M**

4.



UTMB Mont-Blanc: *Trail race*
Social Followers: **611K** | Total Views: **5.8M**

5.



Chase the Summit: *Ultra trail blogger*
Social Followers: **611K** | Total Views: **5.7M**

6.



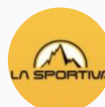
TRAIL RUNNING Review: *Gear reviews*
Social Followers: **209K** | Total Views: **4.2M**

7.



Vo2maxProductions: *Video blog*
Social Followers: **360K** | Total Views: **3.4M**

8.



La Sportiva: *Gear shop*
Social Followers: **450K** | Total Views: **2.6M**

9.



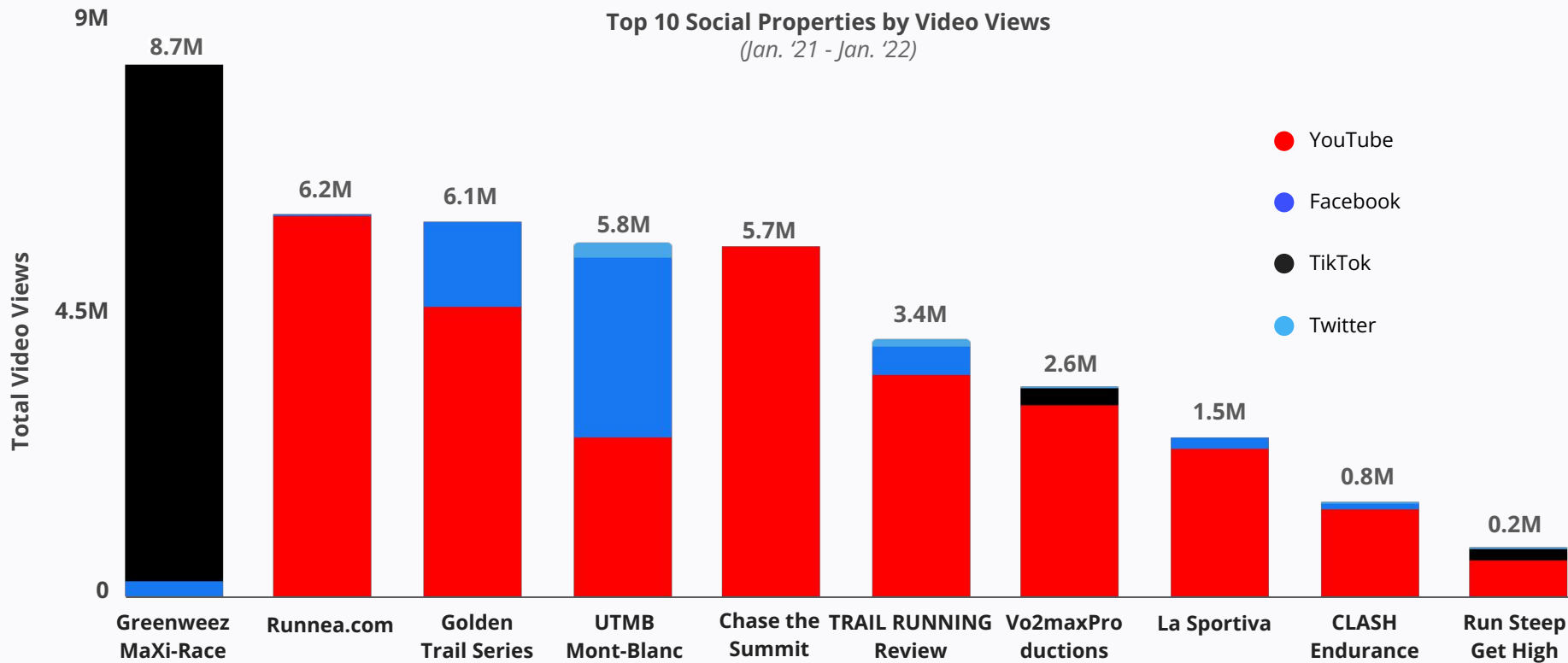
CLASH Endurance: *Sport media company*
Social Followers: **33K** | Total Views: **1.5M**

10.



Run Steep Get High: *Blog + gear shop*
Social Followers: **174K** | Total Views: **0.8M**

Between Jan. '21 and Jan. '22 **Greenweez MaXi-Race** generated the most views with over **8.7M+** views, 8.4M coming from TikTok.



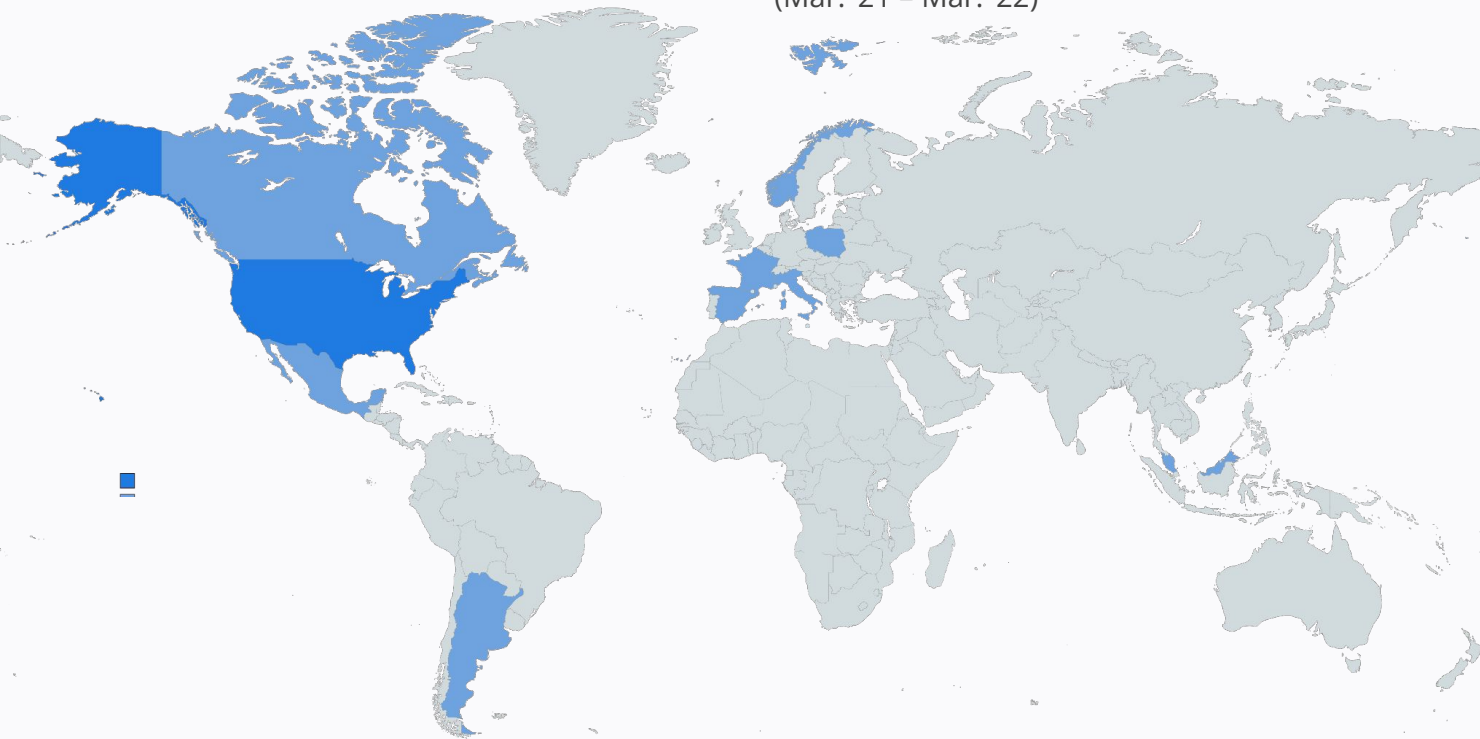
*Total views from Facebook, TikTok and YouTube from Mar. '21 to Mar. '22. Instagram data not available.

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The **United States** accounted for 28% of the top ten trail running social properties followers, followed by **Spain** (14%), **France** (9%), and the **UK** (7%).

Top Trail Running Social Properties Follower Demographics

(Mar. '21 – Mar. '22)



Top 10 Countries (% of Total Views)

US — **28%**

Spain — **14%**

France — **9%**

UK — **7%**

Malaysia — **5%**

Canada — **4%**

Italy — **3%**

Argentina — **2%**

Mexico — **2%**

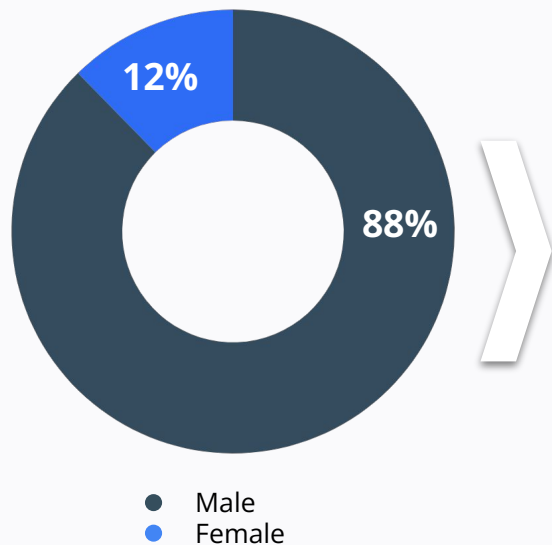
Poland — **2%**

Geo data based on YouTube and Facebook view for all accounts in the competitive set except Runnea, La Sportiva and Clash endurance.

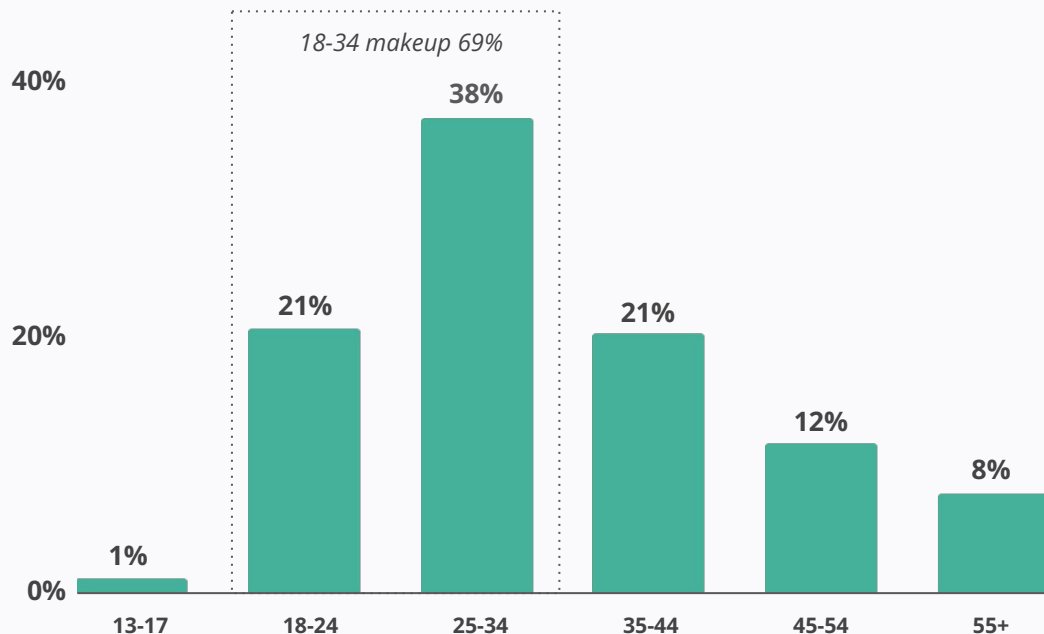
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The followers of the top 10 trail running social properties skew **male** (88%) and are predominantly aged **18 to 34** years old (69%).

Web Traffic Gender Breakdown



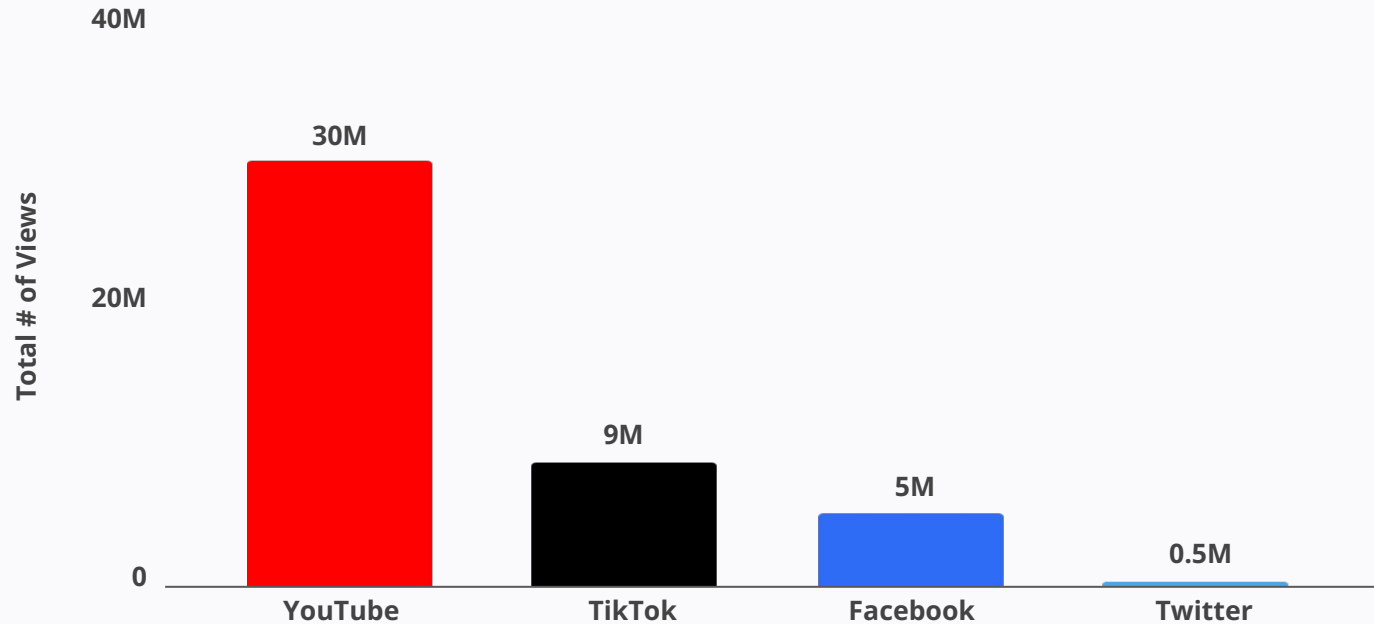
Web Traffic Age Breakdown



*Demographics are an directional approximation using YouTube subscriber age and gender.

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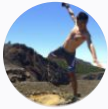



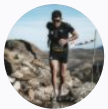









YouTube generated the highest amount of trail running views, accounting for **67%** of the total views from Mar. '21 to Mar. '22. **TikTok** generated the second highest (**20%**), followed by **Facebook** (**12%**). **Twitter** makes up **1%** of mountain running video views.





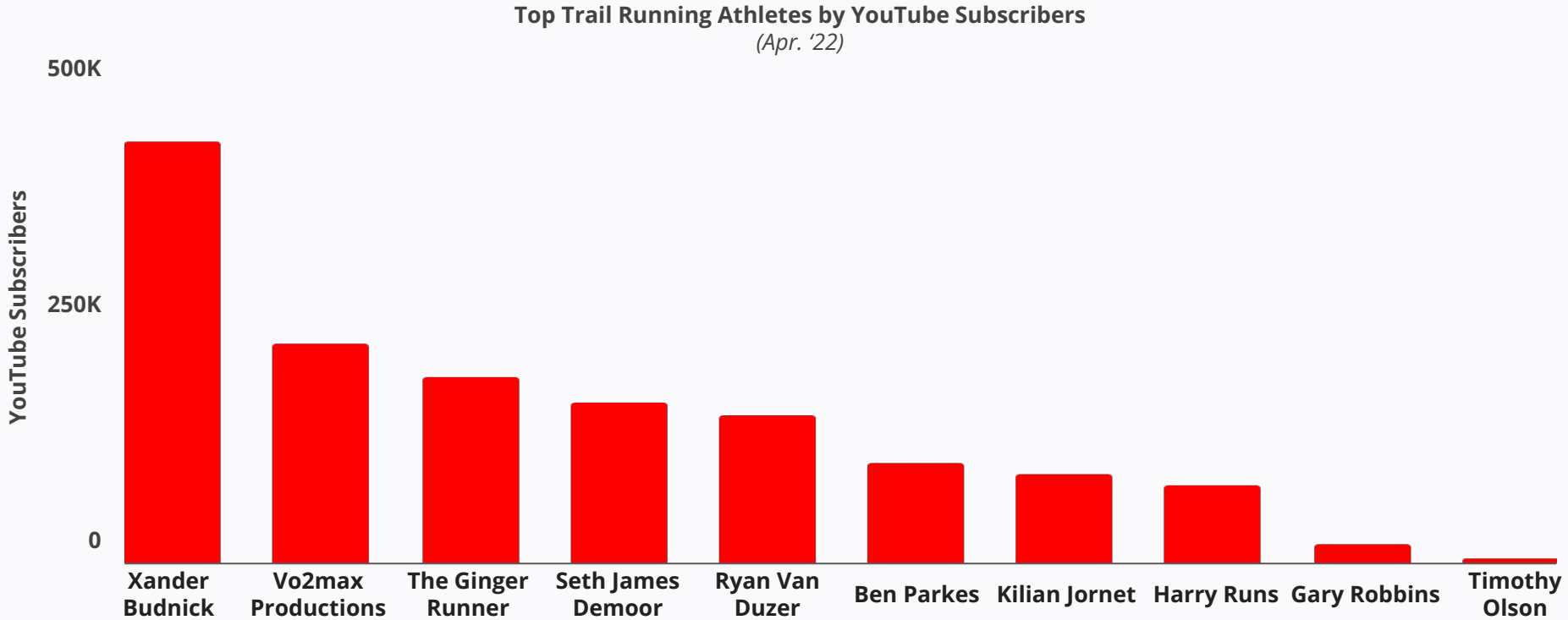
Top Trail Runners

Top 15 trail runners by Social Following and Average Engagement

- | | | | | | |
|----|--|-----|--|-----|---|
| 1. | 
<u>Xander Budnick</u>
Total Followers: 423K
Avg. Engagement: 23K | 6. | 
<u>Vo2maxProductions</u>
Total Followers: 360K
Avg. Engagement: 1K | 11. | 
<u>Seth James Demoor</u>
Total Followers: 204K
Avg. Engagement: 67K |
| 2. | 
<u>Ryan Van Duzer</u>
Total Followers: 187K
Avg. Engagement: 5K | 7. | 
<u>Scott Jurek</u>
Total Followers: 508K
Avg. Engagement: n/a | 12. | 
<u>Pau Capell</u>
Total Followers: 189K
Avg. Engagement: 2K |
| 3. | 
<u>Ben Parkes</u>
Total Followers: 160K
Avg. Engagement: 2K | 8. | 
<u>Emelie Forsberg</u>
Total Followers: 520K
Avg. Engagement: 170K | 13. | 
<u>Jamil Coury</u>
Total Followers: 68K
Avg. Engagement: >1K |
| 4. | 
<u>Jim Walmsley</u>
Total Followers: 185K
Avg. Engagement: n/a | 9. | 
<u>Timothy Olson</u>
Total Followers: 137K
Avg. Engagement: n/a | 14. | 
<u>Gary Robbins</u>
Total Followers: 162K
Avg. Engagement: >1K |
| 5. | 
<u>Kilian Jornet</u>
Total Followers: 2.5M
Avg. Engagement: 17K | 10. | 
<u>The Ginger Runner</u>
Total Followers: 253K
Avg. Engagement: 1K | 15. | 
<u>Harry Runs</u>
Total Followers: 81K
Avg. Engagement: 11K |

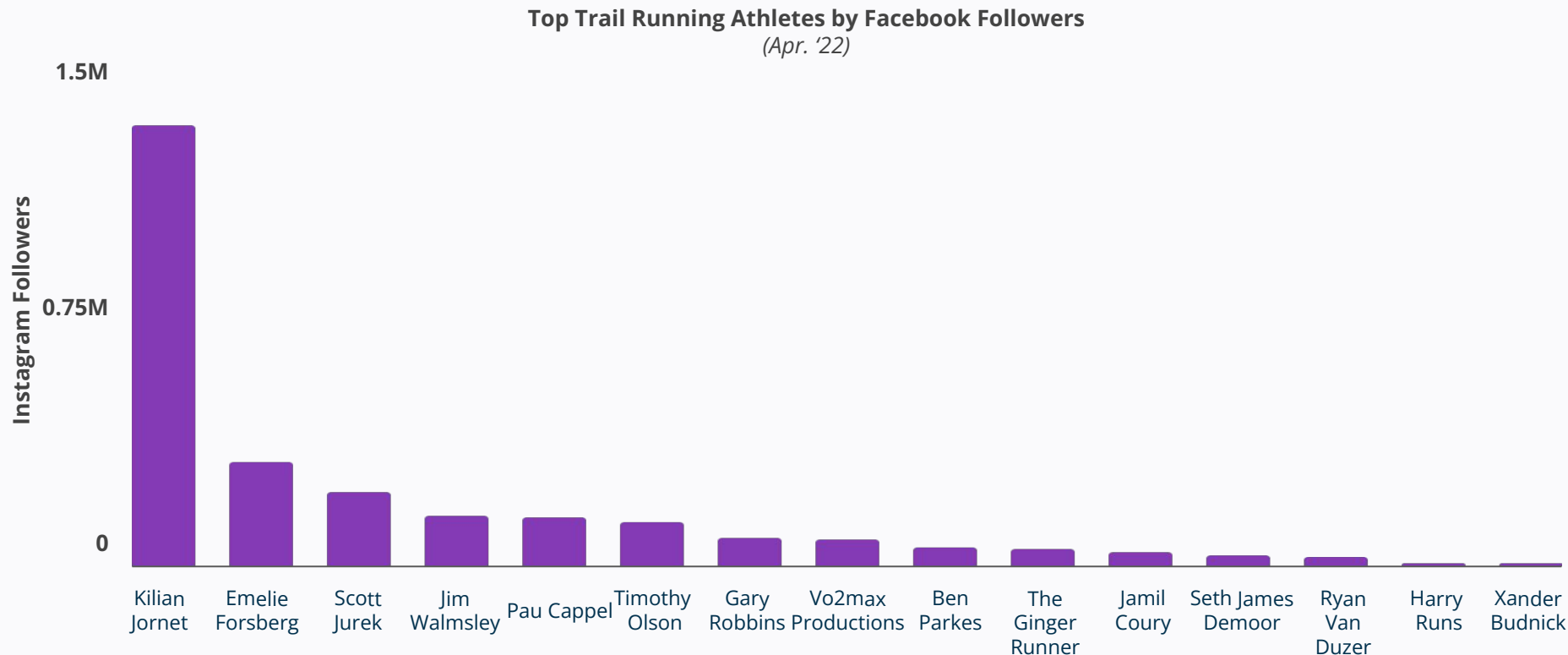


Xander Budnik and **Vo2Max Productions** have the largest audiences on YouTube with **412K** and **215K** subscribers, respectively. Emelie Forsberg, SCOTT JUREK, Jim Walmsley, Pau Cappel and Jamil Coury do not currently have YouTube channels.



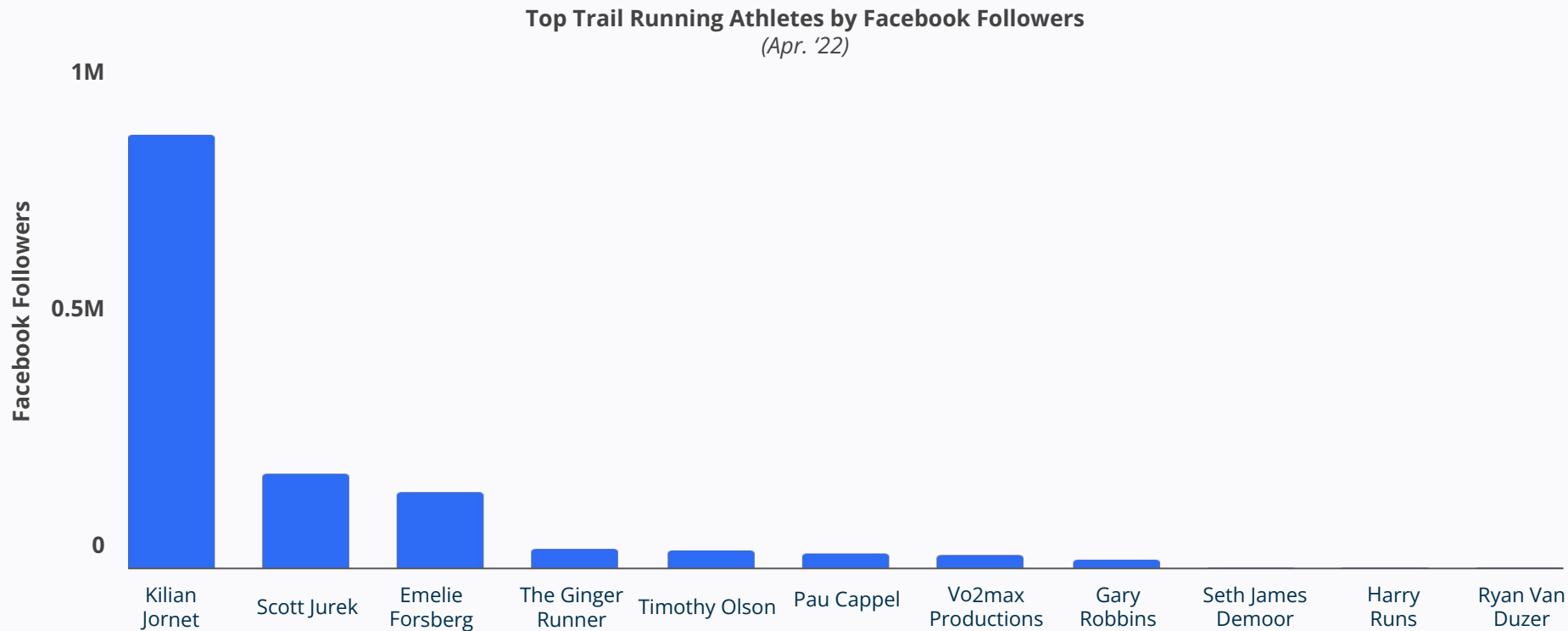


Kilian Jornet has significantly more followers on Instagram with 1.3M than the rest of the trail runners. All athletes are active on the Instagram platform.





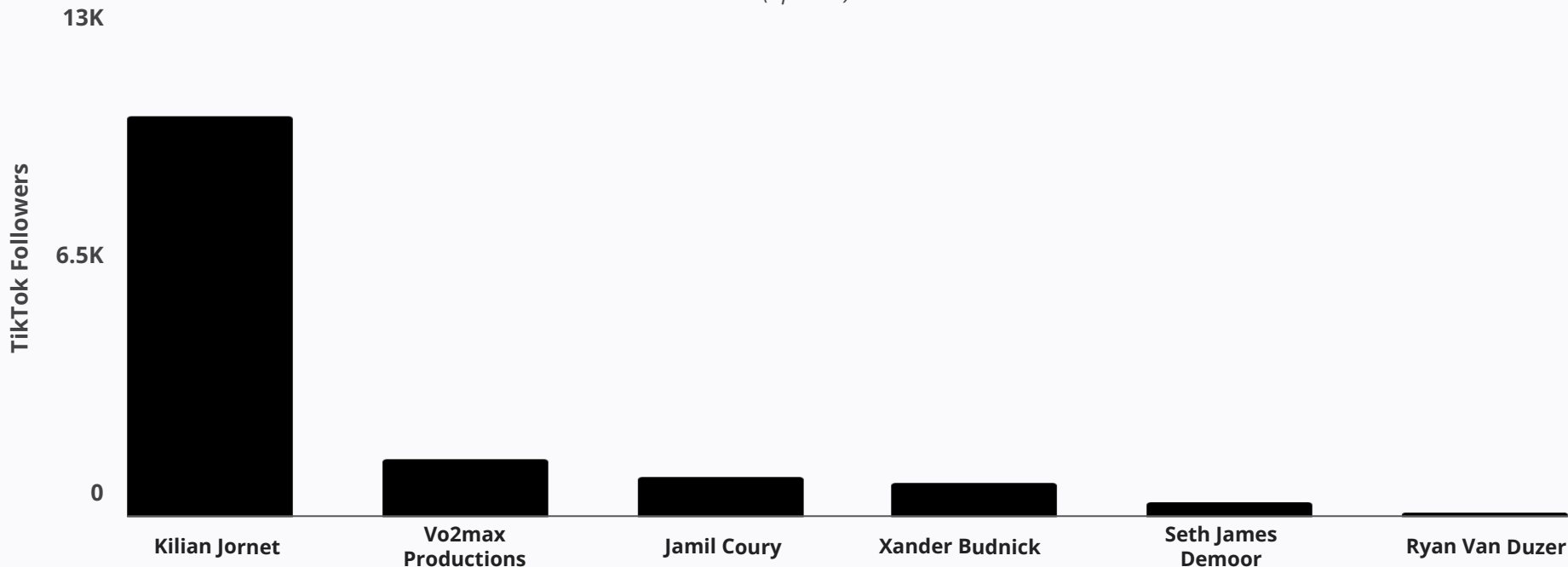
Kilian Jornet has significantly more Facebook followers than the rest of the athletes — 880K as of April, 2022. Scott Jurek and Emelie Forsberg have 193K and 157K respectively. Xander Budnick, Ben Parkes, Jim Walmsley and Jamil Coury don't have active Facebook profiles.



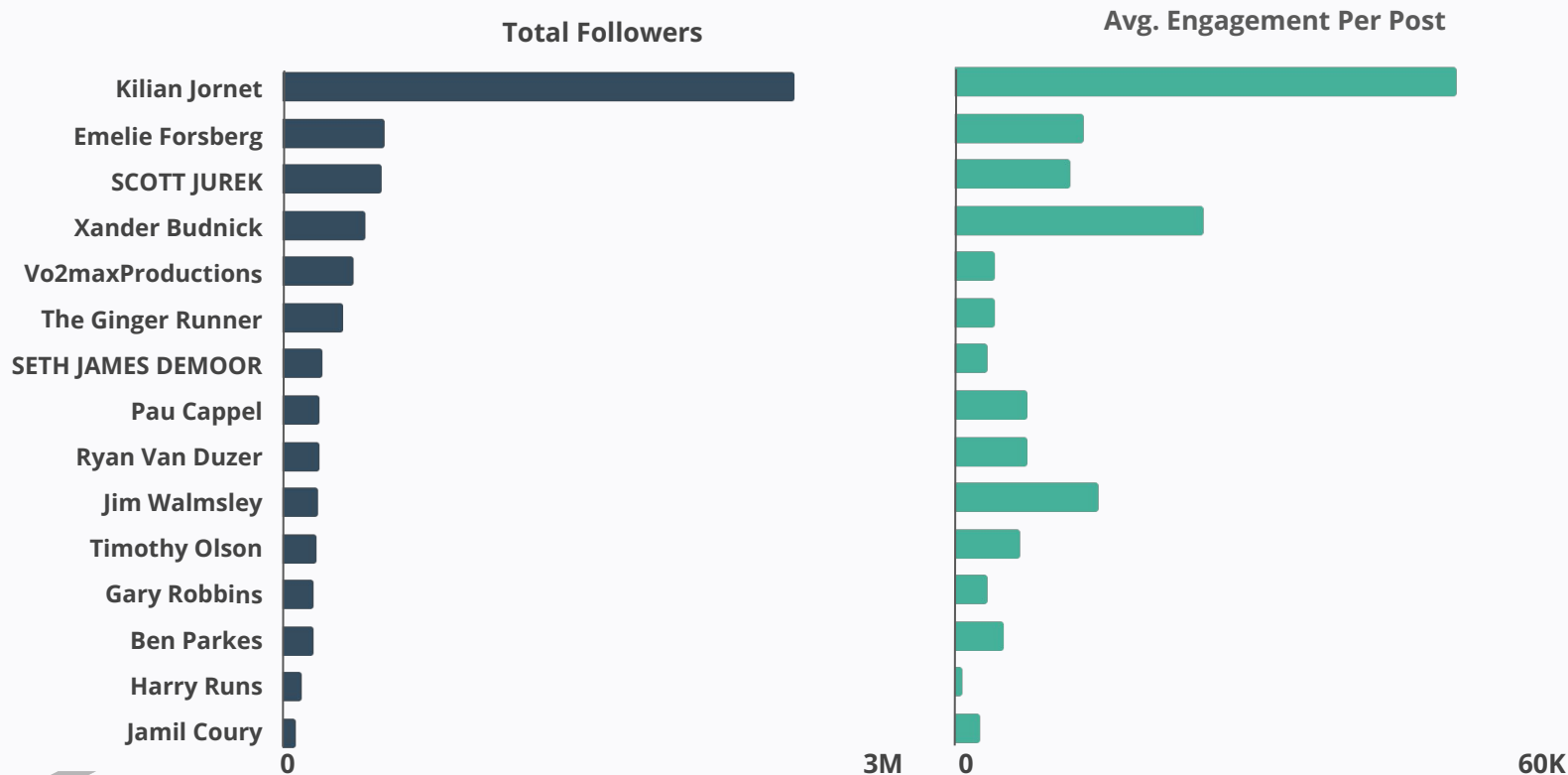


Kilian Jornet is the only athlete with a significant following on TikTok with 10.5K followers. Vo2max Productions and Jamil Coury have slightly above 1K followers — 1.5K and 1K respectively. All other athletes have <1K followers or are not active on the platform.

Top Trail Running Athletes by TikTok Followers
(Apr. '22)

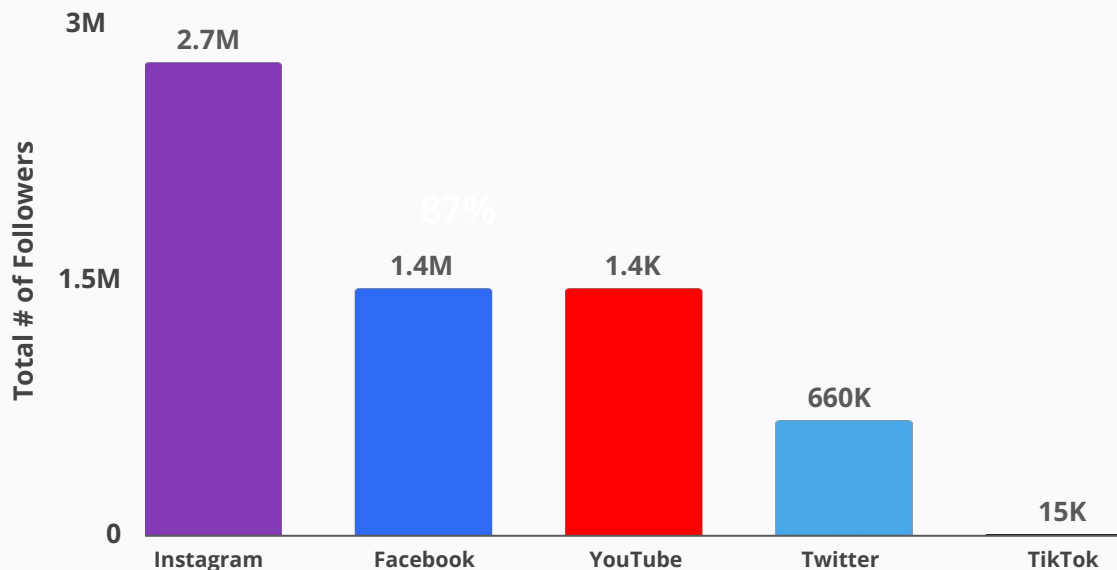


Kilian Jornet, Emelie Forsberg and Scott Jurek are the most popular trail running content creators on social. While Kilian Jornet's average engagement per post is significantly higher than any other ultra runner, Xander Budnick generated the second-highest engagement while having only the fourth highest following size.

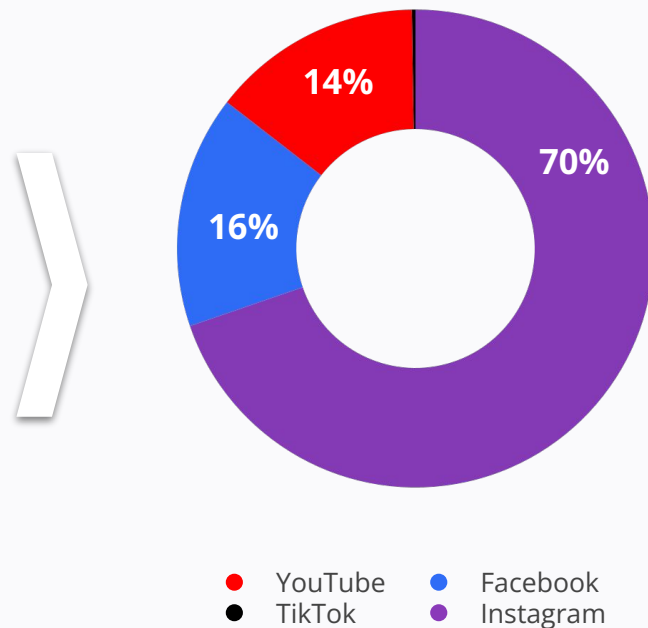


Instagram has the largest audience of followers for the Top 15 trail running athletes. Athletes generate social engagement proportional to their following — Instagram generated the most engagements, followed by Facebook and YouTube between Mar. '21 to Apr. '22.

Total Followers of Top 15 Trail Running Athletes
(Apr. '22)



Total Engagement Breakdown by Platform
(Mar. '21 - Apr. '22)





Top Content Buckets

CONTENT OPPORTUNITIES: **YOUTUBE**

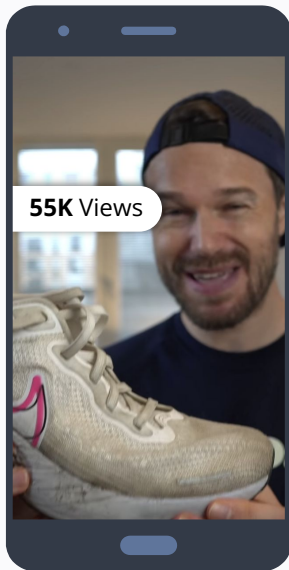


1

Shoe reviews

Athletes share their thoughts on the performance of running shoes.

[Example [1](#) [2](#)]



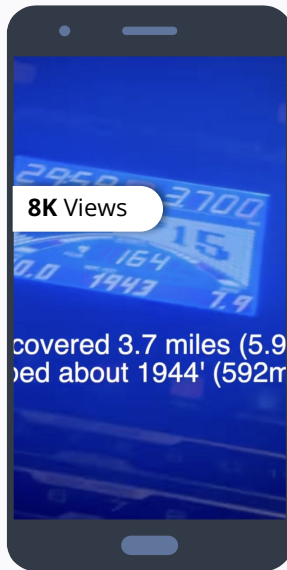
[Click to view](#)

2

Training logs

Runners record their work out sharing some tips and best practices.

[Example [1](#) [2](#)]



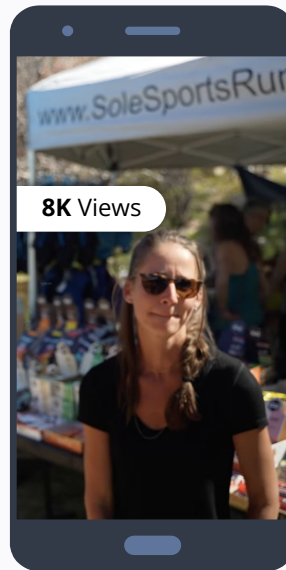
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3

Run preparations

Athletes capture days or hours prior to the run start.

[Example [1](#) [2](#)]



[Click to view](#)

4

Answering questions

Answering frequent questions or responding to previous video comments or live audience questions.

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: **INSTAGRAM**

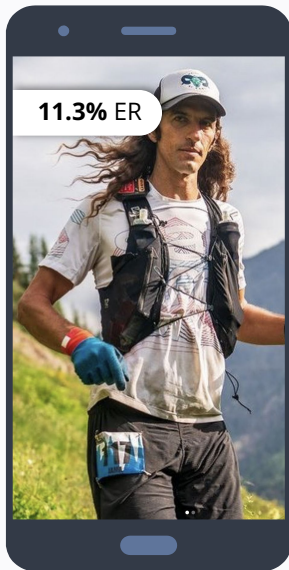


1

Post-run gratitude

Athletes celebrating or acknowledging achievements and acknowledging their supporters.

[Example [1](#) [2](#)]



[Click to view](#)

2

Teasers & trailers

Sharing feelings and excitement prior to big runs.

[Example [1](#) [2](#)]



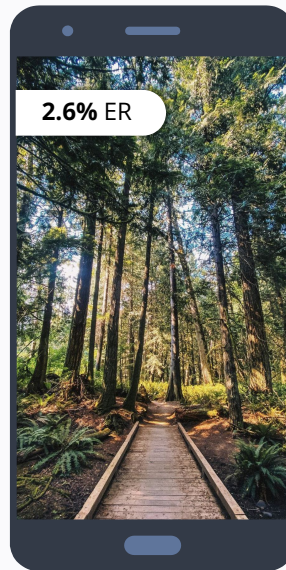
[Click to view](#)

3

Nature shots

Epic snaps of beautiful nature captured while racing or training.

[Example [1](#) [2](#)]



[Click to view](#)

4

Personal life

Athletes share glimpses of their personal life.

[Example [1](#) [2](#)]



[Click to view](#)

CONTENT OPPORTUNITIES: **FACEBOOK**

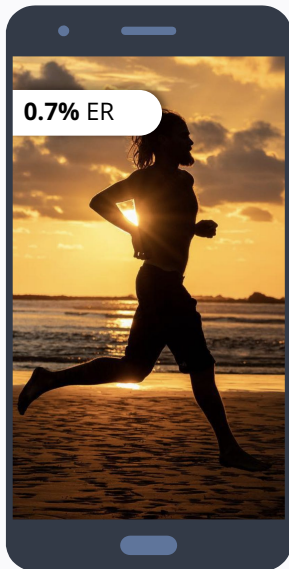


1

Personal philosophy

Athletes share their thoughts on life and training.

[Example [1](#) [2](#)]



[Click to view](#)

2

Training

Athletes sharing tips about their trainings — from music recommendations to how to manage sport life and kids.

[Example [1](#)]



[Click to view](#)

3

Community activism

Athletes share their involvement in community initiatives or speaking events.

[Example [1](#)]



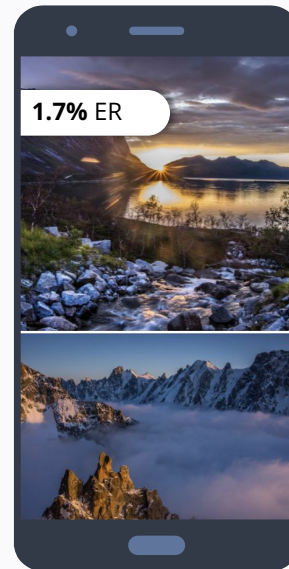
n/a

4

Nature photography

Athletes perform extreme stunts or tricks, pushing the boundaries of the sport.

[Example [1](#) [2](#)]



[Click to view](#)

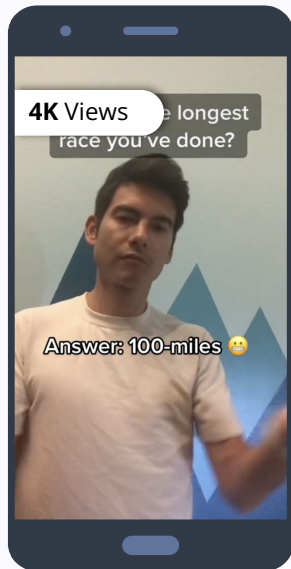
CONTENT OPPORTUNITIES: TIKTOK



1

Answering questions

Athletes answers the most popular questions they get in comments.

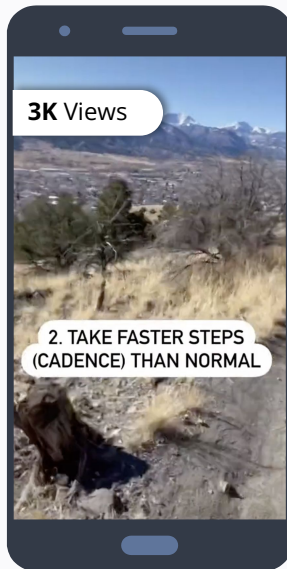


[Click to view](#)

2

Trail running tips

Short tips on more effective trail running, training or even eating habits.



[Click to view](#)

3

Scenic runs

Videos of beautiful scenery taken during the training runs or competitions.



[Click to view](#)

4

Bits from outdoor life

Funny bits of outdoor life.



[Click to view](#)