



**STRAVA**  
Insights 2016  
United Kingdom

**Strava Insights 2016**  
**United Kingdom**

**9.6 activities**  
**were shared**  
**on Strava**  
**every second**  
**in 2016.**

We're the social network for athletes. Millions of runners and cyclists have joined Strava to track their activities and connect with each other. From the finish lines at the world's biggest races to the quiet trail in your neighborhood park, if it was run or ridden in 2016, it was on Strava.

But what separates our athletes from the rest isn't only their incredible accomplishments - it's also the community they've built together. Don't get us wrong, we were beaming with pride this year when Strava athletes stood on Olympic podiums in Rio, or when three Strava climbers summited Mt. Everest, or when Strava cyclists took wins at the Tour de France. But Strava is designed simply to give every athlete access to the camaraderie of effort and competition.

In other words, it's about having fun and getting better along the way. Our website and mobile apps bring athletes together from all walks of life and inspire them to unlock their potential – both as individuals and as communities.

The Strava community generated hundreds of billions of data points in 2016. From 60,400 years worth of cumulative activity time, to 8,570 uploads that contained the word "Pokemon," our annual dataset contained more insights into the modern athlete than we can fit into this book.

This report highlights some of our favorites, including the best moments of the year and a look into running and cycling trends in the United Kingdom.

## 2016 Insights United Kingdom

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**Kudos**

183 million

17

**Running**

16.9 million activities

43

**Cycling**

27.4 million activities

# Kudos

Athletes on Strava don't "like" each other's activities, they give kudos. Kudos is about honouring an achievement. It's giving praise and showing a little respect. Running and cycling are a lot of fun, but they are pretty damn hard sometimes, too... so we're always keen to give each other some support. Kudos is a subtle distinction, but for us, it makes a difference.

In 2016, a lot of the kudos-worthy achievements were small, like sharing a great sunrise photo from the ride or writing a clever activity title for an otherwise uneventful run. And a few were just huge – game-changing moments for the community. Here's three big kudos to these remarkable athletes.



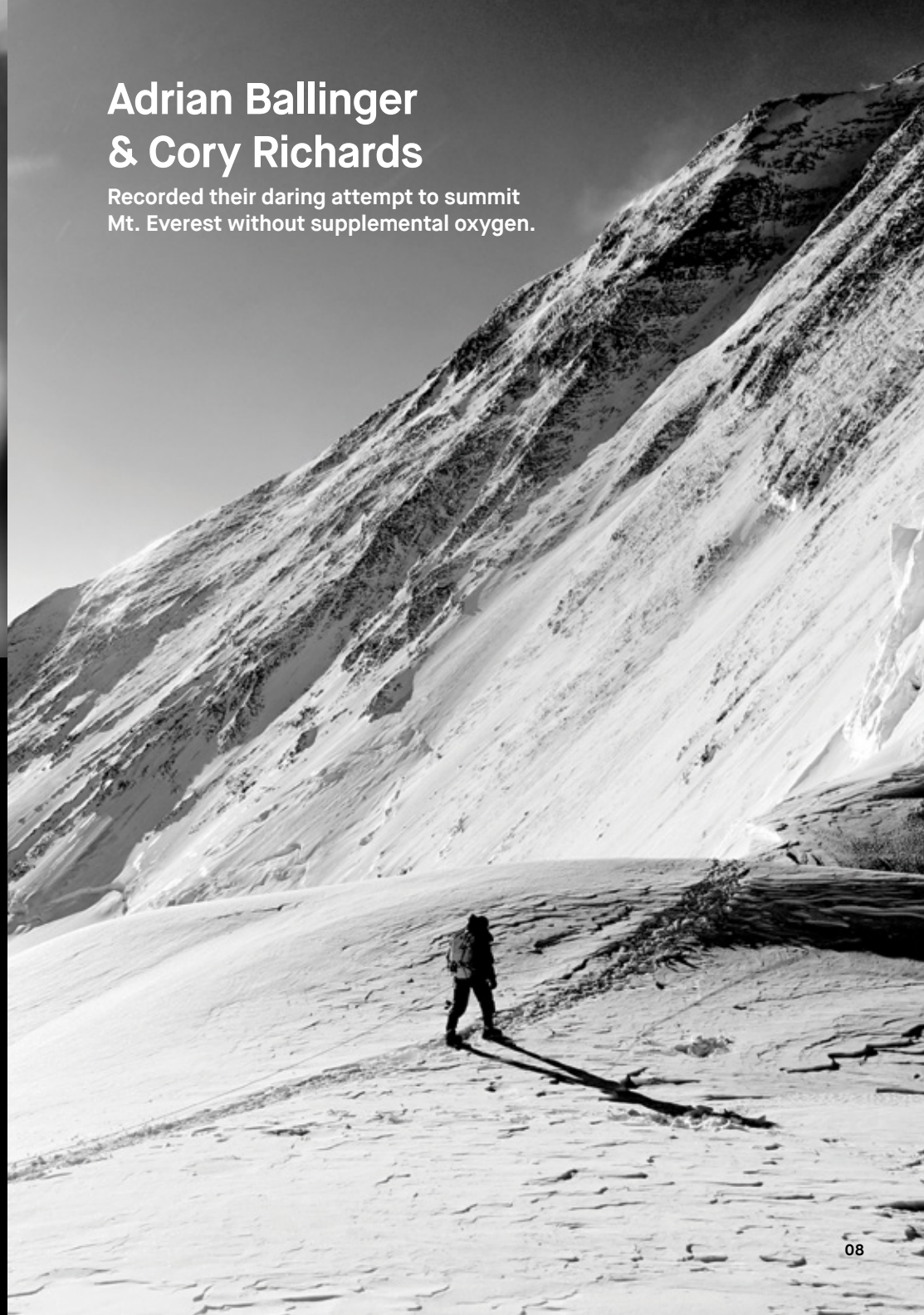
## Greg Van Avermaet

Olympic champion Van Avermaet shared his golden ride in Rio.

See an even bigger list of 2016 achievements on [blog.strava.com/2016](http://blog.strava.com/2016)

## Adrian Ballinger & Cory Richards

Recorded their daring attempt to summit Mt. Everest without supplemental oxygen.



# Kaci Lickteig

Western States 100 winner  
led from start to finish.



# Kilian Jornet

A record third victory at the Hardrock 100.



# Grand Tour

Dozens of riders from every Grand Tour shared peloton insights on Strava.







#### 2016 KUDOS

**1.3 billion kudos** given worldwide.

**41 kudos** per second worldwide.

**183 million kudos** given in the United Kingdom.

Greg Van Avermaet's gold medal ride in Rio got the most kudos of any activity in 2016.

Steven Abraham's last day at attempting the highest annual mileage record was the most activity kudoed in the United Kingdom.



#### 2016 PHOTOS

**51 million photos** shared worldwide.

**5.4 million photos** shared in the United Kingdom.



#### 2016 CLUBS

**1.6 million** athletes worldwide joined clubs.  
**453,619** athletes in the United Kingdom joined clubs.



#### 2016 CHALLENGES

**April Distance Challenge (ride)** was the most popular challenge worldwide.

(Entered by 266,342 Athletes)

**May Distance Challenge (ride)** was the most popular challenge in the UK.

(Entered by 50,415 Athletes)

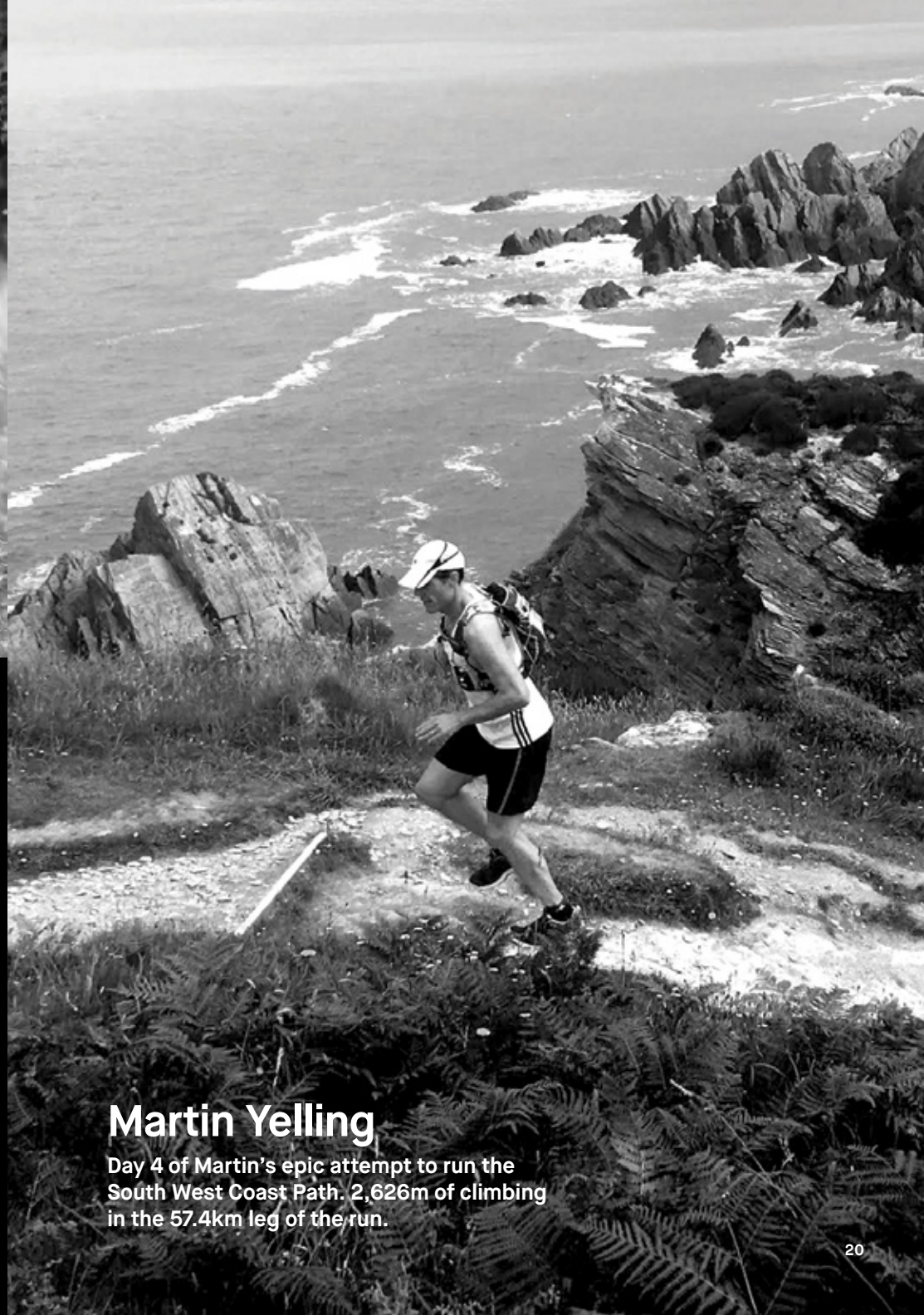
# Running



## Claudia Schroege

Claudia finishes as 1st female, 4th overall, setting a course record during 50 miles of relentlessly uneven terrain at the Endure 1250.

See an even bigger list of 2016 achievements on [blog.strava.com/2016](http://blog.strava.com/2016)



## Martin Yelling

Day 4 of Martin's epic attempt to run the South West Coast Path. 2,626m of climbing in the 57.4km leg of the run.

WORLDWIDE  
2016 TOTALS

Uploaded Runs

**86.7** million

Elevation Gain

**6.1** billion m

Distance

**718.6** million km

Marathons Completed

**419,338**

UK  
2016 TOTALS

Uploaded Runs

**16.9** million

Elevation Gain

**1** billion m

Distance

**132** million km

Marathons Completed

**60,264**

WORLDWIDE  
2016 TOTALS

Most Active Day

**Sunday,  
11th September**

UK  
2016 TOTALS

Most Active Day

**Sunday,  
11th September**

## **UK Individuals Average 2016**



## Distance

Men

**8.3** km

Women

**7.0** km



## Elevation Gain

Men

**66** m

Women

**52** m



## Moving Time

Men

**0h 50m**

Women

**0h 46m**



## Pace

Men

**5:14** /km

Women

**6:07** /km





## Distance

Men

**140** km

Women

**115** km



## Elevation Gain

Men

**1,111** m

Women

**846** m



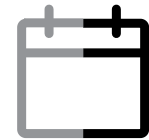
## Moving Time

Men

**14h 14m**

Women

**12h 40m**



## Most Popular Day

Men

**Sunday,  
11th September**

Women

**Sunday,  
11th September**

## UK 2016 by Region

## Fastest Average Run

1st

**London**

**05:19** /km

2nd

**Middlesbrough**

**05:21** /km

3rd

**Glasgow**

**05:21** /km

## Most Active

1st

**London**

**2** million activities

2nd

**West Yorkshire**

**638,572** activities

3rd

**Manchester**

**598,037** activities

## Hilliest Average Run

1st

**Powys**  
**162** m

2nd

**Gwynedd**  
**152** m

3rd

**Argyll and Bute**  
**129** m

## Flattest Average Run

1st

**Lincolnshire**  
**11** m

2nd

**Peterborough**  
**14** m

3rd

**Portsmouth**  
**14** m

## Longest Average Distance

1st

**Powys**  
**9.26** km

2nd

**Highland**  
**9.23** km

3rd

**East  
Dunbartonshire**  
**9.15** km

## Longest Average Moving Time

1st

**Highland**  
**1h 00**m

2nd

**East  
Dunbartonshire**  
**58**m **42**s

3rd

**Scottish Borders**  
**57**m **56**s

## UK Commuting 2016 Averages

UK COMMUTING  
2016 AVERAGES

Pace

**5:09** /km

Distance

**7.3** km

Time

**0h 38m**

Uploads Per Week

**32,698**

Summer Increase

**+29%**

Most Popular Commute Day

**Thursday,  
9th June**

**10,003 commutes  
over 66,338 km**

# Cycling



**Steven Abraham continued his attempt to break the highest annual mileage world record in early 2016.**



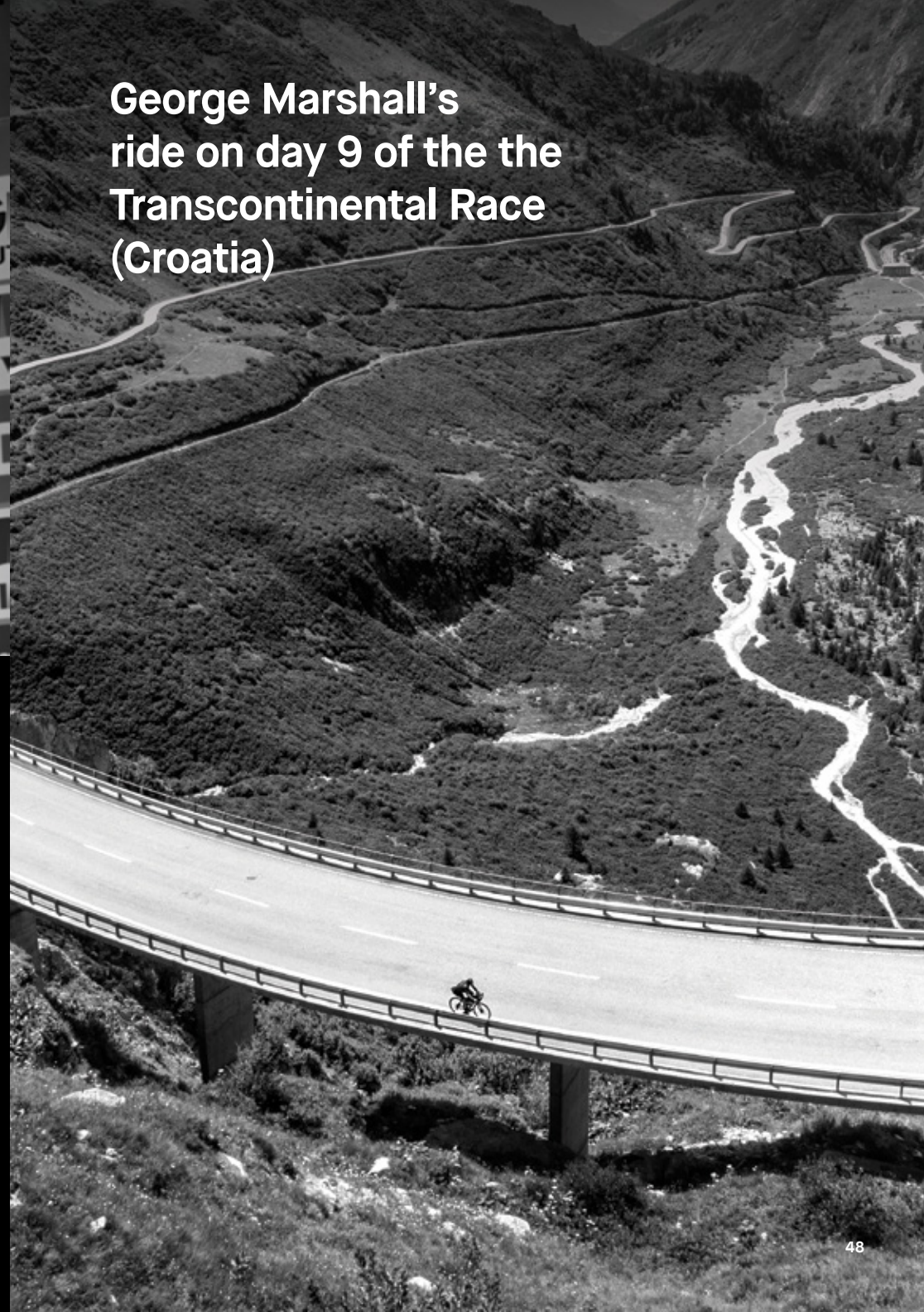
**Ian Stannard winning the Tour of Britain Stage 3**

See an even bigger list of 2016 achievements on [blog.strava.com/2016](http://blog.strava.com/2016)



**Katie Hall winning the Strava QOM jersey on Stage 5 of the Aviva Women's Tour**

**George Marshall's ride on day 9 of the the Transcontinental Race (Croatia)**



WORLDWIDE  
2016 TOTALS

Uploaded Rides

**161** million

Elevation Gain

**55** billion m

Distance

**5.8** billion km

Centuries Ridden (100-mile rides)

**962,369**

UK  
2016 TOTALS

Uploaded Rides

**27** million

Elevation Gain

**6.9** billion m

Distance

**803** million km

Centuries Ridden (100-mile rides)

**145,041**

WORLDWIDE  
2016 TOTALS

Most Active Day

**Sunday,  
11th September**

UK  
2016 TOTALS

Most Active Day

**Sunday,  
8th May**

## **UK Individuals Average 2016**



## Distance

Men

**41** km

Women

**34** km



## Speed

Men

**25.6** km/h

Women

**19.8** km/h



## Elevation Gain

Men

**375** m

Women

**287** m



## Time in Saddle

Men

**01h 53m**

Women

**01h 44m**



## Distance

Men

**615** km

Women

**324** km



## Elevation Gain

Men

**5,693** m

Women

**2,745** m



## Time in Saddle

Men

**28h 38m**

Women

**16h 35m**



## Most Popular Day

Men

**Sunday,  
8th May**

Women

**Sunday,  
8th May**

## UK 2016 by Region



## Fastest Average Ride

1st

**Ards**

**25.4** km/h

2nd

**Banbridge**

**25.2** km/h

3rd

**Coleraine**

**24.5** km/h

## Most Active

1st

**London**

**4.4** million activities

2nd

**West Yorkshire**

**915,489** activities

3rd

**Manchester**

**898,131** activities

## Hilliest Average Ride

1st

**Merthyr Tydfil**

**645** m

2nd

**Powys**

**536** m

3rd

**Scottish Borders**

**528** m

## Flattest Average Ride

1st

**York**

**117** m

2nd

**Cambridgeshire**

**118** m

3rd

**Portsmouth**

**129** m

## Longest Average Ride

1st

**Banbridge**

**44.9** km

2nd

**Ards**

**44** km

3rd

**Newry and Mourne**

**43.5** km

## Shortest Average Ride

1st

**Glasgow**

**19.9** km

2nd

**Edinburgh**

**20.3** km

3rd

**London**

**21.0** km

## UK TOP 10 CYCLING SEGMENTS 2016

**1. Richmond Gate Roundabout to Queen's Rd. Car Park (Richmond Park, London)**

Number of attempts:  
985,569  
ID: 1402147

**2. Lower Sawyer (Richmond Park, London)**

Number of attempts:  
985,299  
ID: 3348569

**3. Bunch sprint away from the lights! (Millbank, London)**

Number of attempts:  
504,665  
ID: 8267144

**4. Temple Tube to Embankment Tube (Embankment, London)**

Number of attempts:  
497,383  
ID: 7890202

**5. Northwards Over the River at Putney (Putney, London)**

Number of attempts:  
468,674  
ID: 9134485

**6. JJ crazy sprint II (Box Hill, Surrey)**

Number of attempts:  
459,722  
ID: 9266325

**7. Kingston Bridge to roundabout (Kingston upon Thames, Surrey)**

Number of attempts:  
363,779  
ID: 4037984

**8. Hampton Roundabout to Bridge End Dash (Kingston upon Thames, Surrey)**

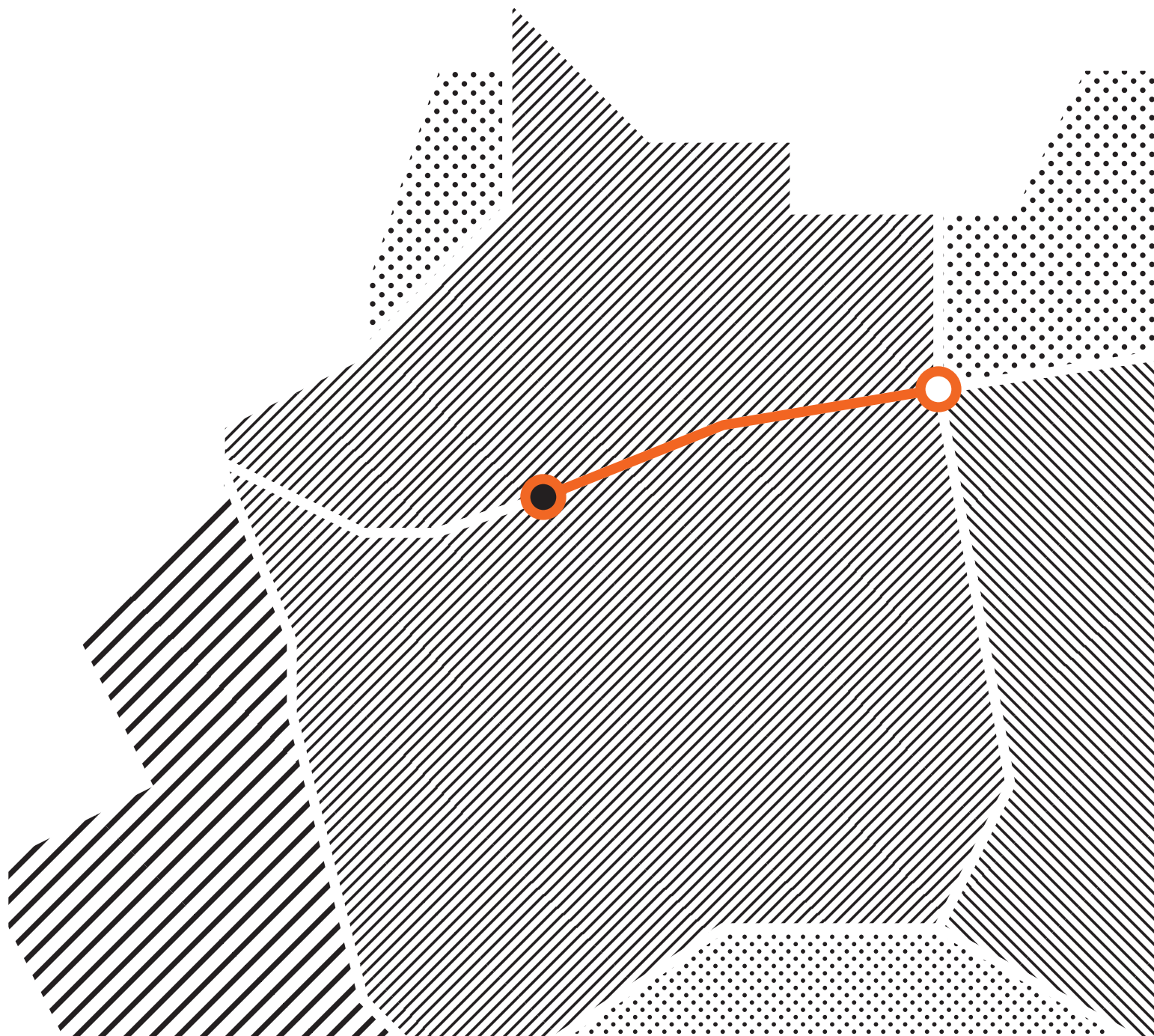
Number of attempts:  
317,405  
ID: 9305894

**9. Kingston Sunday Bridge (Kingston upon Thames, Surrey)**

Number of attempts:  
312,739  
ID: 2213691

**10. Headley Common Rd (Box Hill, Surrey)**

Number of attempts:  
273,765  
ID: 1104258



## UK Commuting 2016 Averages

UK COMMUTING  
2016 AVERAGES

Speed

**22.4** km/h

Distance

**13.5** km

Time

**00h 35m**

Uploads Per Week

**223,376**

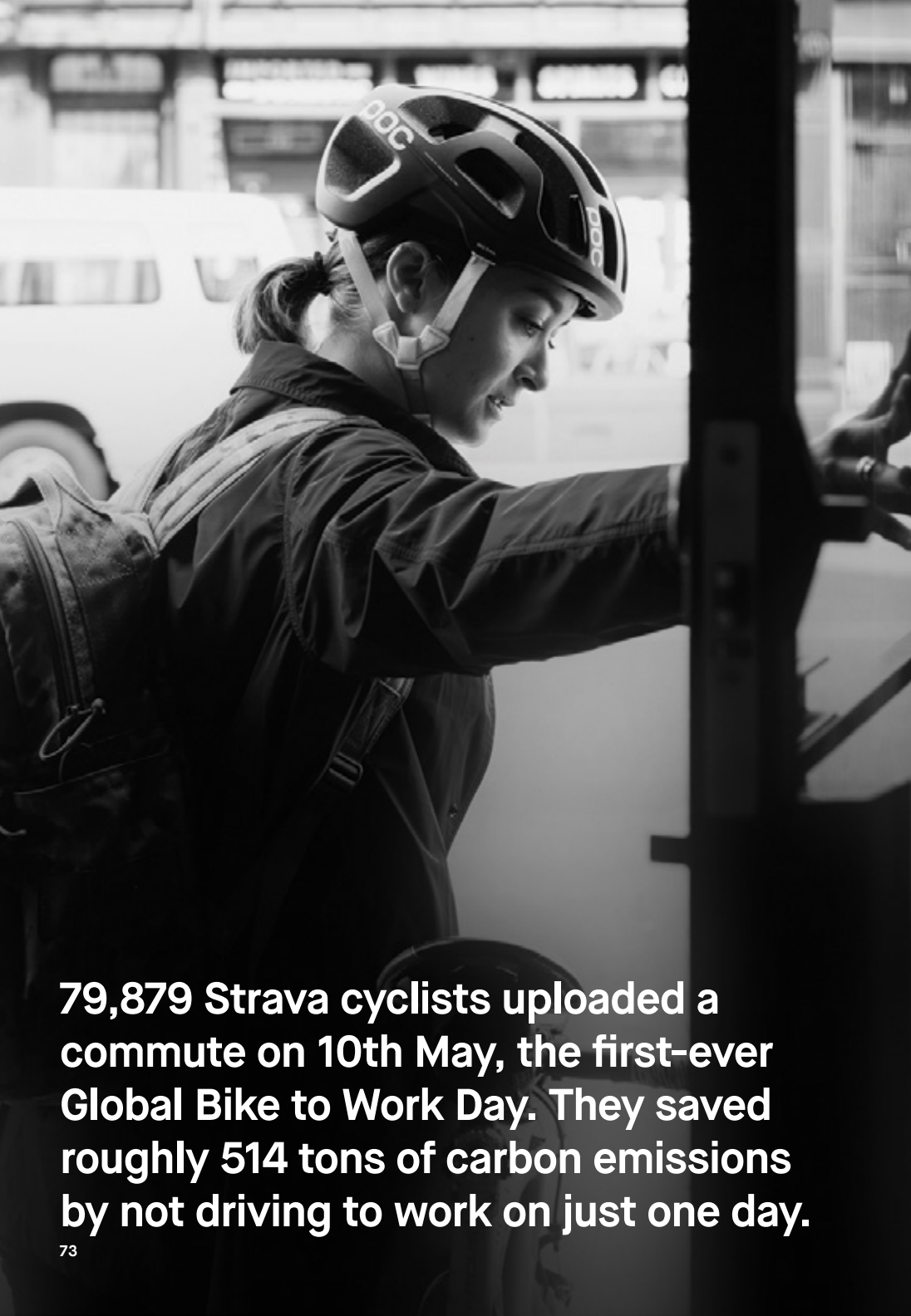
Summer Increase

**+87%**

Most Popular Commute Day

**Tuesday,  
19th July**

**80,862 commutes  
over 1.5 million km**



**79,879 Strava cyclists uploaded a commute on 10th May, the first-ever Global Bike to Work Day. They saved roughly 514 tons of carbon emissions by not driving to work on just one day.**