

DIVERSITY AND THE BUSINESS OF RUNNING: MAPPING A PATH TO PROGRESS

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.

Running organizations—including retailers, product manufacturers, and service providers—want to advance racial justice efforts through diversity, equity, and inclusion (DEI) initiatives, but their policies and procedures don't reflect the needs of Black and brown employees or racial/ethnic diversity in running.

The Starting Line

The majority of running organizations have established DEI goals, but most of these groups aren't tracking their progress. There are also major disparities in who's leading this work as well as who's being hired into and promoted within these organizations. Racial justice means understanding these realities and ensuring equitable representation as we address them.

By the Numbers

In order to measure progress and change in the running industry, it's important to build a baseline view of goals for equitable employment, leadership, and ownership.

Racial Justice and DEI Commitment

- Respondents expressed resounding commitment to DEI with much needed room for growth in tracking and reporting goals:
- 93% of RIDC survey respondents said that they strongly or somewhat agree that their organization is committed to racial/ethnic DEI
- 70% of these organizations have DEI goals, but 59% don't track their progress and only 14% publish their goals for the public

Leadership

Executive responsibility is key to racial equity and DEI, which calls for rectifying racial disparities in representation at the C-suite level especially:

- 44% of organizations have a senior executive leading DEI efforts. The racial/ethnic makeup of DEI executives is as follows:
 - 77% are white
 - 15% are Black
 - 8% are Asian
 - 4% are Native Hawaiian/Pacific Islander
- Annually, only 50% of organizations have DEI policies that are approved by senior management and communicated to employees
 - Additionally, over 80% of respondents do not include DEI metrics in the performance evaluation of senior management.

By the Numbers (Continued)

Employment

As a sector, the running industry must improve racial diversity in employment, including its hiring and retention practices:

- 35% of survey respondents analyze statistics and monitor trends about employees' racial/ethnic identities
- 60% say they don't know where to find qualified candidates from underrepresented racial/ethnic groups
- As the seniority of a position increases, the percentage of respondents who agree that their organization takes specific steps to recruit a diverse workforce declines
 - For example, 63% agree when it comes to entry-level positions, but only 48% agree when it comes to senior management positions

Running Industry vs. US Population

Employer and employee demographics don't reflect the racial diversity of the US:

- 96% of running industry owners are white, while only 59% of the population is white
- Only 1% of senior management are Black compared to 14% of the US population
- 8% of running industry employees are Hispanic/Latinx, but 19% of the US population is Hispanic/Latinx

The Path to Liberation

We all deserve the #FreedomToRun. Unfortunately, there are clear disparities in the business of running, especially regarding the lack of upward mobility for employees of color. As we embark on the path to racial justice— across all sectors of the running industry — this factsheet and [accompanying report](#) provide key first steps.

Through intentional racial equity work, such as rewriting policies and procedures, 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:

- How would the running industry positively change if racial and ethnic representation in running industry employment, leadership, and ownership mirrored racial representation in the US?
- What are specific steps my organization can take to improve our racial equity and DEI efforts?
- What metrics and tools do we have or can we create to track goals and progress, and share with other organizations in the industry?

For more information, visit runningdiversity.com/research.