



Real people, showing real effort

From pros and creators to everyday athletes, Strava users are real people who share their active lifestyle on Strava. They track progress, celebrate achievements, and connect with friends – through movement.



A photograph of two people running on a dirt path through a forest. The person on the left is wearing an orange long-sleeved shirt and a grey cap. The person on the right is wearing a light grey long-sleeved shirt. The background is filled with tall trees and dense green foliage. The lighting is bright, suggesting a sunny day. The text is overlaid on the image in white and orange.

Less scrolling,
more moving.

STRAVA

For every 2 minutes
spend in App
= 1 hour moving.





... Strava is not just for elite athletes

42%

Walks & hikes

% of 2025
Activities in England*

*Metroview

9:49

Min/mi
(6:06 min/km)

Median running
mile time in 2025



We can't protect what we can't see

Active travel is the most under-measured mode of transport in every city.



CYCLING DATA

~12

permanent cycle counters
in a typical mid-sized city



MOTOR TRAFFIC DATA

4,000+

automated traffic sensors
with real-time reporting

Planning decisions are being made with near-zero evidence about where people actually ride and walk.

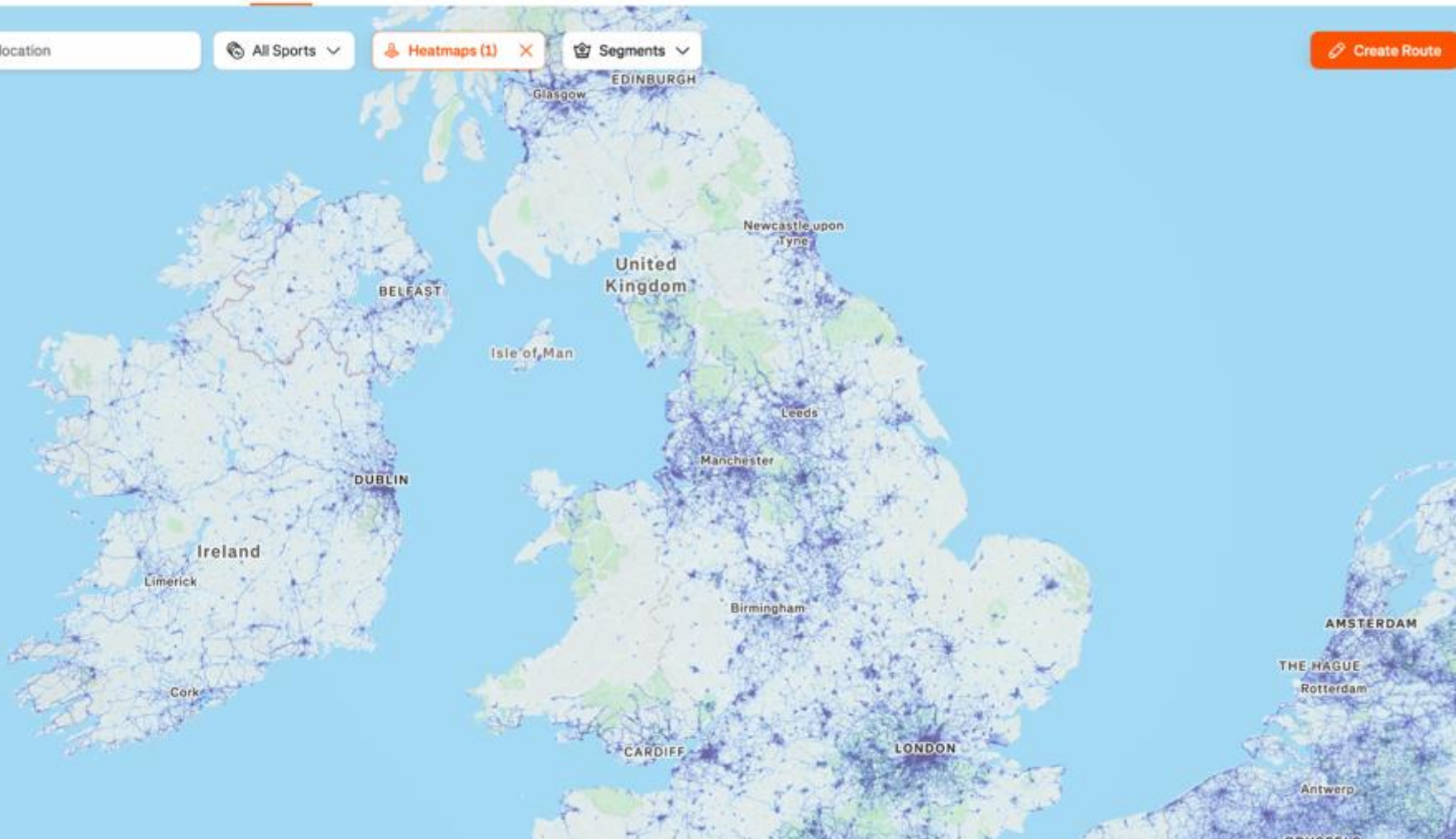


All Sports ▾

Heatmaps (1) ✕

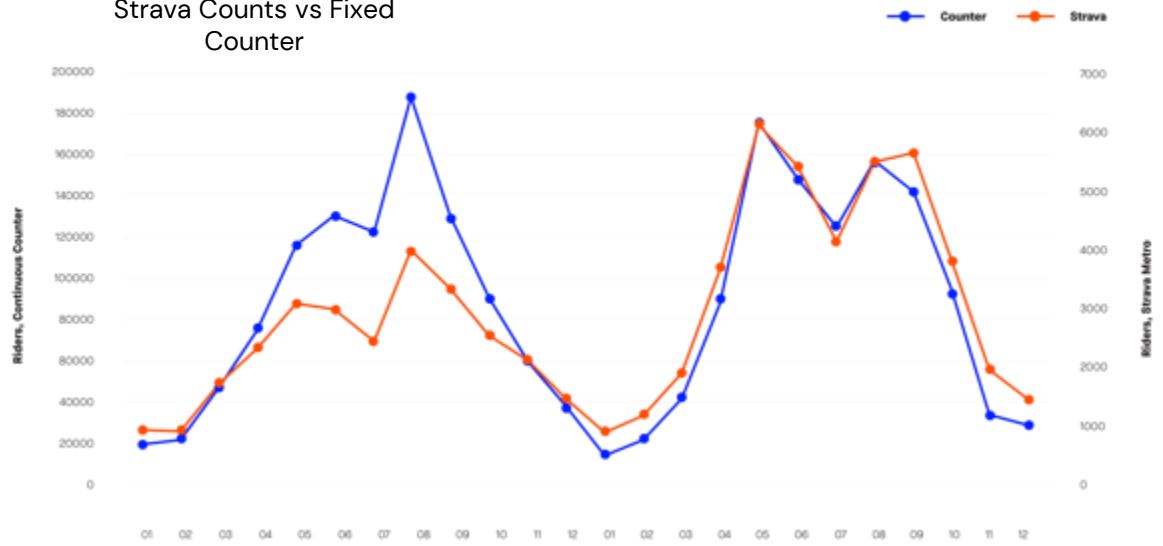
Segments ▾

Create Route



What Problem is Crowdsourced Data solving?

Strava Counts vs Fixed Counter



Metroview makes cycling data accessible to every team, from **analysts** to **policy leads**



Government
Digital Service

"It is indeed possible to generate reliable estimates of visits to natural spaces using this approach."

GDS Policy Paper, August 2025, citing Defra/ONS proof of concept using Strava Metro

In August 2025, the UK Government Digital Service published a policy paper identifying **Population Movement Data** – including **Strava Metro** – as a key enabler of the Blueprint for Modern Digital Government. **18 public sector organisations tested PMD in a GDS Innovation Sandbox**, with Strava Metro data used by **Defra, Natural England and the ONS** to model visitor patterns in natural spaces at a local level no existing survey could reach.

We Take privacy Seriously

We protect privacy by educating our members, enforcing GDPR- & CCPA-compliant data policies and using opt-in, privacy-first approaches.

