Strava's newest Google Play reviews say an update *eats mobile data*; its praise is following friends

> 48 of Strava's 199 newest Google Play reviews say it uses far too much mobile data, many since a recent update, in the one week the Play read covers; the App Store reviews don't say it. Its other complaint is upsells (8% of its reviews read; the rivals' 2% at most). Its praise is following friends (7%, Nike Run Club 1%, Map My Run 0%). The opening: 17% of Garmin Connect's reviews say the watch won't pair or sync.

Strava
against Nike Run Club, Garmin Connect™, Map My Run

1,405 reviews read
App Store, Google Play
dated 3 Sep 2026 to 2 Nov 2026

582 of the 1,405 in a theme
sorted by a model, counted exactly

November 3, 2026
public reviews only; no reviewer names

THE SHORT VERSION

Fix the data drain on Android first; sell following friends, not stats

48

of Strava's 199 Google Play reviews read say it uses far too much mobile data

Only on Google Play, and only Strava's. The Play read runs from 27 Oct 2026

7%

of Strava's reviews read praise following friends

Nike Run Club 1%, Garmin Connect 1%, Map My Run 0%

33

Strava reviews say there are too many upsells and paywalls

13 more say it's hard to cancel

17%

of Garmin Connect's reviews read say the watch won't pair or sync

Strava 3%, Nike Run Club 4%, Map My Run 0%

01 **An Android data drain**

48 Google Play reviews, 44 of them one or two stars, say Strava burns mobile data; many say it started with a recent update (#313), several give gigabytes. All are on Google Play.

02 **Upsells are mostly Strava's complaint**

33 Strava reviews say upsells and paywalls get in the way (8%; Map My Run 2%, Garmin Connect 1%, Nike Run Club 0%), and 13 that cancelling is hard.

03 **Friends are its praise**

28 Strava reviews praise following friends, 24 on the App Store. Nike Run Club's are for guided runs (20%), Garmin's for stats (14%).

Counts are of the 1,405 reviews we read (App Store, Google Play), not of everyone who uses it. A share is of each app's own reviews read. Themes are a model's sorting; the counts of that sorting are exact.

WHAT WE READ

The newest reviews of each app on both stores, two months back at the longest

Newest first, up to two months back: the App Store reads cover weeks, Google Play's days to weeks; each app's dates are below.

APP	APP STORE	GOOGLE PLAY	1-2★ READ
Strava YOU	**4.81★** · 380K ratings read 199: 12 Sep 2026 to 2 Nov 2026; 40% 1-2★	**4.59★** · 1.2M ratings read 199: 27 Oct 2026 to 2 Nov 2026; 53% 1-2★	46% (185 of 398)
Nike Run Club RIVAL Direct competitor for GPS run tracking and fitness challenges	**4.77★** · 420K ratings read 143: 3 Sep 2026 to 1 Nov 2026; 35% 1-2★	**4.23★** · 1.1M ratings read 198: 1 Oct 2026 to 2 Nov 2026; 14% 1-2★	23% (78 of 341)
Garmin Connect™ RIVAL Alternative activity tracking platform deeply integrated with multisport GPS watches	**4.39★** · 60K ratings read 194: 3 Sep 2026 to 1 Nov 2026; 51% 1-2★	**4.4★** · 1.1M ratings read 199: 25 Oct 2026 to 2 Nov 2026; 13% 1-2★	31% (123 of 393)
Map My Run RIVAL Running tracker app often compared with Strava	**4.84★** · 757K ratings read 74: 3 Sep 2026 to 1 Nov 2026; 11% 1-2★	**4.77★** · 456K ratings read 199: 13 Sep 2026 to 2 Nov 2026; 6% 1-2★	7% (20 of 273)

Both stores list newest first: we read the newest 200 per store, then only the last 60 days (dates per store). The star rating and count are each store's own, over every rating; the 1-2★ share is of what we read, and the newest reviews can run angrier than an all-time rating.

SIDE BY SIDE

Following friends is Strava's praise; guided runs are Nike Run Club's, stats Garmin's

Each cell is the share of that app's reviews read on both stores. Green is praise, red a complaint.

SHARE OF EACH APP'S REVIEWS READ THAT SAY IT · REVIEWS IN BRACKETS

THEMES SORTED BY A MODEL (GEMINI) · COUNTS EXACT

WHAT REVIEWERS SAY	STRAVA	NIKE RUN CLUB	GARMIN CONNECT™	MAP MY RUN
COMPLAINT won't pair or sync with a watch	3% (10)	4% (12)	17% (67)	0% (1)
PRAISE detailed stats	3% (11)	3% (11)	14% (55)	1% (4)
PRAISE guided runs and coaches	0% (0)	20% (68)	1% (4)	0% (1)
COMPLAINT uses far too much mobile data	12% (48)	0% (0)	0% (0)	0% (0)
COMPLAINT lost a recorded workout	3% (11)	7% (24)	2% (6)	0% (1)
COMPLAINT login or verification trouble	5% (18)	6% (22)	0% (0)	0% (1)
COMPLAINT too many upsells and paywalls	8% (33)	0% (0)	1% (3)	2% (5)
PRAISE following friends and their activities	7% (28)	1% (4)	1% (5)	0% (1)
COMPLAINT hard to cancel	3% (13)	0% (0)	0% (0)	0% (0)

Other themes: app crashes or freezes during activities (49); inaccurate distance and GPS tracking glitches (44); completely free with great features (38); inspires motivation and keeps me consistent (23); clunky and unintuitive user interface (14); unhelpful customer support or AI bots (12); and 2 more. 582 of the 1,405 reviews are in a theme; of the 823 that are not, 407 are a few words of four- or five-star praise and 118 give one or two stars. Every review is listed in the HTML version.

A model (Gemini) named one set of themes for every app and marked which each review says (up to three); we count its sorting. Base per app: Strava 398 reviews; Nike Run Club 341 reviews; Garmin Connect™ 393 reviews; Map My Run 273 reviews.

WHAT STRAVA'S REVIEWERS COMPLAIN ABOUT

Strava's low stars are about *mobile data* on Android, then upsells

Of its 185 one- and two-star reviews read: data 44, upsells 25, login 16, cancelling 13. A review can say several.

uses far too much mobile data

share of reviews, then of low stars: Strava 12%, 24% · Nike Run Club 0%, 0% · Garmin Connect™ 0%, 0% · Map My Run 0%, 0%

> “how has it used 12 GIGABYTES of data!!! now I need to buy credit”
>
> 1★ · Strava · Google Play · version 487.11 · Nov 2026

> “Excessive data usage since the update. Costing me a fortune. Not good 😐 ”
>
> 1★ · Strava · Google Play · version 486.11 · Oct 2026

too many upsells and paywalls

share of reviews, then of low stars: Strava 8%, 14% · Nike Run Club 0%, 0% · Garmin Connect™ 1%, 1% · Map My Run 2%, 10%

> “The whole experience is upsells..”
>
> 1★ · Strava · App Store · version 482.0.0 · Sep 2026

> **Spam**
>
> “Constant spamming for upgrade subscription. I can run just fine with it”
>
> 1★ · Strava · App Store · version 481.0.0 · Sep 2026

The themes here hold 68 of Strava's 185 one- and two-star reviews read; 71 are in other themes and 46 in no theme. Quoted as written, whole, without reviewer names; each quote is an example, the share beside the theme the evidence.

WHAT THE RIVALS' REVIEWERS SAY

Garmin Connect's reviews say the watch won't sync; Nike Run Club's that workouts get lost

Reviews naming Strava: Nike Run Club 11, Garmin Connect 8, Map My Run 2. Few: anecdotes.

won't pair or sync with a watch

share of reviews, then of low stars: Strava 3%, 4% · Nike Run Club 4%, 13% · Garmin Connect™ 17%, 47% · Map My Run 0%, 5%

Stupid app

“So buggy can’t connect my $1000 watch, incredible. Nice work garmin”

1★ · Garmin Connect™ · App Store · version 5.29 · Oct 2026

Will not sync

“So I’ve had my watch for about a week and the app will no longer sync”

3★ · Garmin Connect™ · App Store · version 5.30.1 · Oct 2026

lost a recorded workout

share of reviews, then of low stars: Strava 3%, 4% · Nike Run Club 7%, 24% · Garmin Connect™ 2%, 4% · Map My Run 0%, 5%

It doesn’t record my run

“It doesn’t record my run. There is no ‘save’ button. Only a ‘stop’ one.”

1★ · Nike Run Club · App Store · version 7.79.3 · Sep 2026

Error parsing response from server

“Can’t login and lost all my saved runs going back years and years. I’m heartbroken”

1★ · Nike Run Club · App Store · version 7.79.3 · Oct 2026

WHAT REVIEWERS PRAISE

Strava is praised for *following friends*; Nike Run Club for guided runs

What each app's reviewers praise, with every app's share beside the theme.

following friends and their activities

Strava 7% · Nike Run Club 1% · Garmin Connect™ 1% · Map My Run 0%

Really great

“Just an awesome app that lets me follow my friends and track my activity’s”

5★ · Strava · App Store · version 481.0.0 · Sep 2026

“still the default way to keep up with what riding friends are up to.”

5★ · Strava · Google Play · version 487.11 · Nov 2026

guided runs and coaches

Strava 0% · Nike Run Club 20% · Garmin Connect™ 1% · Map My Run 0%

“Great app. Excellent training plans and guided runs.”

5★ · Nike Run Club · Google Play · Oct 2026

“I like the guided runs a lot. keep me on track. motivational”

5★ · Nike Run Club · Google Play · version 4.80.0 · Oct 2026

Quoted as written, whole, without reviewer names. Each quote is one review: an example of its theme; the shares beside the theme are the evidence.

THEIR WORDS, AND THREE MOVES

Answer the data drain; open with friends; log every workout with them

The phrases reviewers repeat (each chip says how many are Strava's), one reply we wrote around their words, and two lines from the reviews.

PHRASES 4+ REVIEWS WROTE · REVIEWS, STRAVA'S OF THEM

- easy to use 34 Strava 6
- apple watch 31 Strava 5
- guided runs 24 Strava 0
- mobile data 16 Strava 16
- please fix 15 Strava 7
- recent update 11 Strava 7
- training plans 10 Strava 0
- heart rate 10 Strava 3

Counted, not chosen by a model: runs of 2 to 4 words that 4 or more of the reviews we read wrote, names left out; 8 of the 40 counted.

GOOGLE PLAY REPLIES AND RELEASE NOTES, ONCE FIXED · USES FAR TOO MUCH MOBILE DATA

Answer the data drain

A REPLY WE WROTE AROUND THEIR WORDS

> “We've fixed the high mobile data usage since the update”

48 Google Play reviews read say it. Say it only once the fix ships, and reply to each with the version.

From reviews: #315 (Strava), #313 (Strava)

APP STORE AND PLAY LISTING, FIRST LINES · FOLLOWING FRIENDS AND THEIR ACTIVITIES

Lead the listing with friends

START FROM THEIR WORDS

> “Lets me follow my friends and track my activity”

7% of Strava's reviews read praise following friends, against 1% and 1% at the rivals.

From reviews: #169 (Strava), #211 (Strava)

ADS FOR NIKE RUN CLUB RUNNERS · LOST A RECORDED WORKOUT

Log it, show your friends

A LINE WE WROTE AROUND THEIR WORDS

> “Log every workout, and show your friends what you’re up to”

Built around #27's words. Nike Run Club's reviews read say a workout was lost more often (7%) than Strava's (3%): promise logging and friends, not a run always saved.

From reviews: #27 (Strava), #480 (Nike Run Club)

Each line takes a run of 3 or more words from the first review named; the others are on the same subject (#n = its number in the HTML list). Built on reviewers' words, with a few of our own where a reply needs them: match it to Strava's own voice before using it.

HOW WE READ IT

What we read, how it was sorted, and what it cannot tell you

What was asked. “Strava”: we read it as Strava (fitness tracking app). No rivals were named, so we picked 3: Nike Run Club (Direct competitor for GPS run tracking and fitness challenges); Garmin Connect™ (Alternative activity tracking platform deeply integrated with multisport GPS watches); Map My Run (Running tracker app often compared with Strava).

The reviews. The newest 200 reviews per app on each store, then only those from the last 60 days (189 older ones left out): the US App Store, in whatever language each reviewer wrote, and Google Play set to US English (a few are in other languages). Reviewer names and the developer's replies are not kept.

Dates. Strava on App Store 12 Sep 2026 to 2 Nov 2026; Strava on Google Play 27 Oct 2026 to 2 Nov 2026; Nike Run Club on App Store 3 Sep 2026 to 1 Nov 2026; Nike Run Club on Google Play 1 Oct 2026 to 2 Nov 2026; Garmin Connect™ on App Store 3 Sep 2026 to 1 Nov 2026; Garmin Connect™ on Google Play 25 Oct 2026 to 2 Nov 2026; Map My Run on App Store 3 Sep 2026 to 1 Nov 2026; Map My Run on Google Play 13 Sep 2026 to 2 Nov 2026; read November 3, 2026.

The themes. A model (Gemini) named one set of themes from a sample of the reviews, added themes for reviews it left out, then read each of the 1,405 reviews and marked the themes it says, up to three; a second pass reread each against its theme and kept only those that say it. 582 of the 1,405 reviews are in a theme. The counts are exact tallies of that sorting; the sorting is a reading, not a measurement.

The quotes. Every quote is one review, stored as written and shown whole. No reviewer names. Reviews that name an account, carry a link, or name or describe a private person are counted but never quoted (5 left out for naming a person). 6 reviews with only emoji in the body left out.

What it cannot tell you. Store reviews come from people who chose to write one, mostly the delighted and the annoyed; a newest-first read is what reviewers say now, not over the app's life. A share is of the reviews we read, not of users.

The evidence. The HTML version of this report lists every review we read, by theme, with a link to the review on Google Play, to the app's reviews page on the App Store.