59% of participants report being overweight

18-34 & 65+ age groups spend the most time exercising

63% of participants are trying to lose weight

Employer wellness programs motivate people to spend MORE TIME exercising.

The desire to improve health is the biggest motivator to exercise.

Women reported bigger BARRIERS to exercising than men.

WALKING is the most commonly reported physical activity.

Most people find physical activity opportunities from peers and SOCIAL MEDIA.

20% of respondents wear an activity tracker such as a Fitbit.

They spend MORE TIME exercising than people who do not wear a tracker.