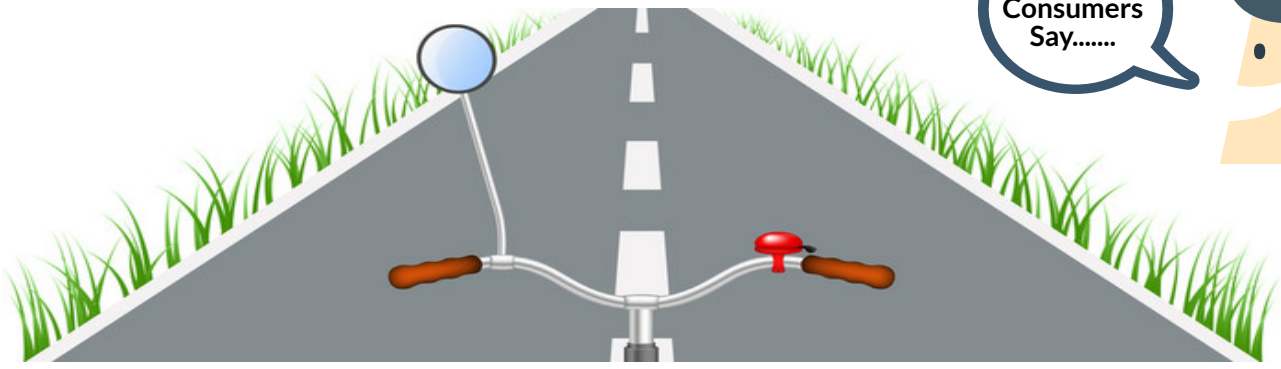
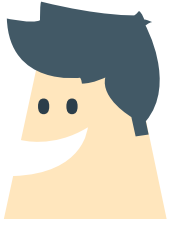


Obesity & Physical Activity in the Capital Region

A Consumer Perspective

110 Consumers Say.....



59%

of participants report being overweight



18-34 & 65+

age groups spend the most time exercising

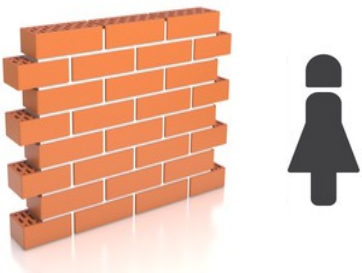
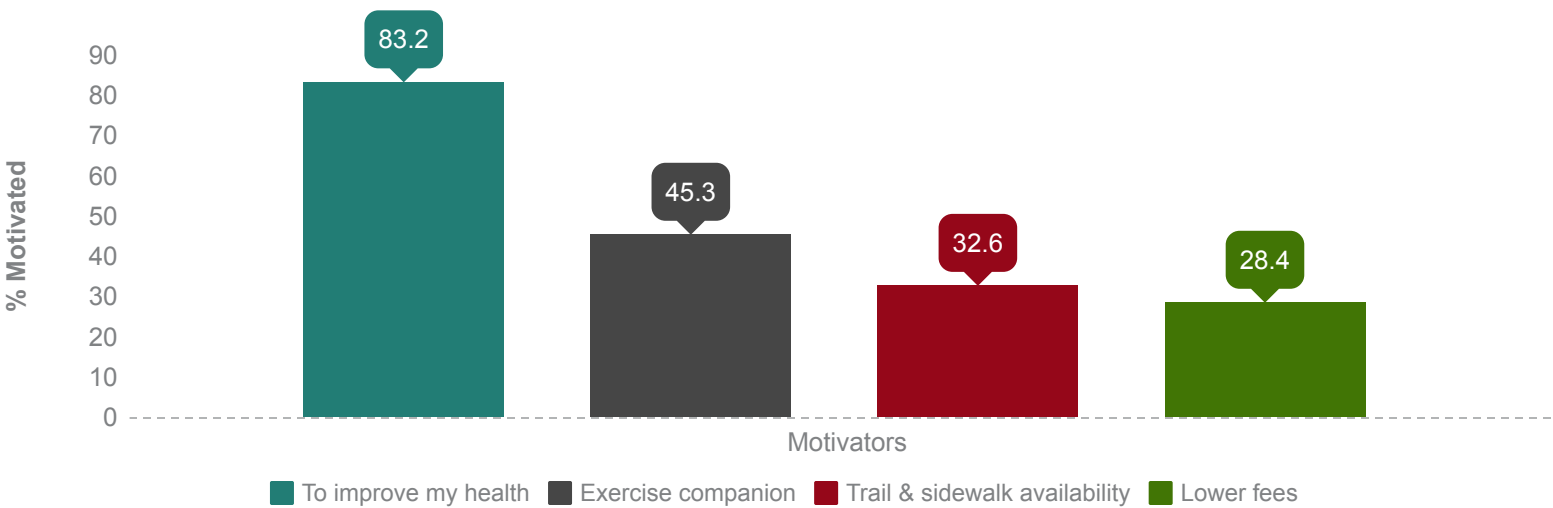


63%

of participants are trying to lose weight

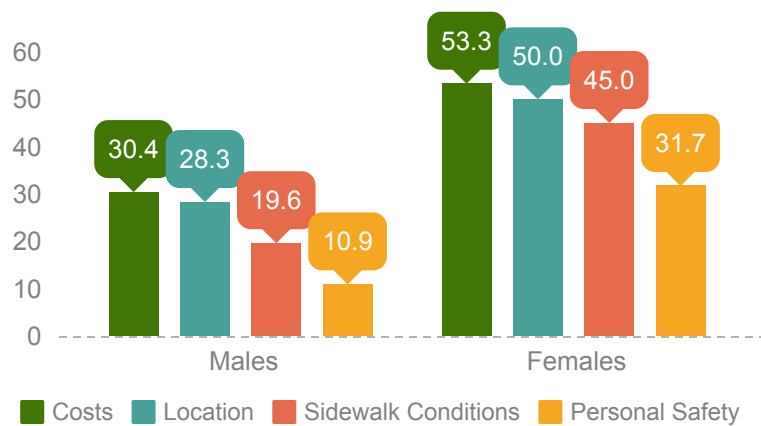
Employer wellness programs motivate people to spend **MORE TIME** exercising.

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



Women reported bigger **BARRIERS** to exercising than men.

Gender vs. Barriers to Exercise



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.

