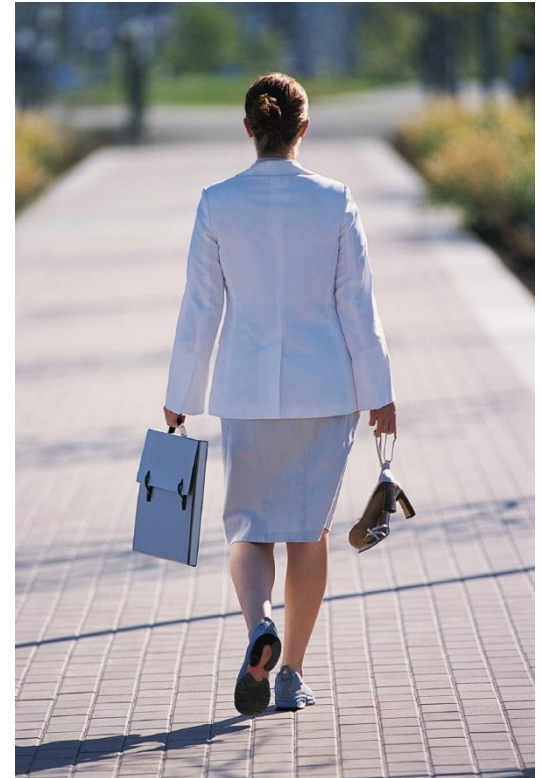


# Every Body Walk!

Executive Summary of Findings from  
Kaiser Permanente's Walking Survey

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# Executive Summary

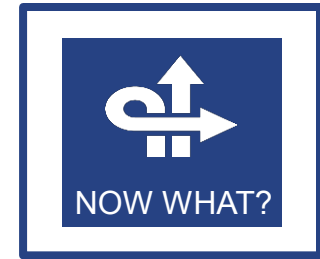
# Key Takeaway #1: The Public “Gets It” – Walking Means Health Benefits



The public is well aware of the health benefits that can be achieved from walking. In fact, their primary motivation for walking is maintaining good health; weight loss and control and relaxation (mental health) are also important motivators. Large majorities say they should walk more themselves, and many parents believe their kids could benefit from walking more, too



Knowing that people are aware of and motivated by the health benefits of walking provides a strong messaging foundation on which to build. But the finding that fewer people are motivated by the practical, social, and altruistic sides to walking creates a messaging opportunity. Moreover, there is a big difference between believing that walking is beneficial and actually walking enough to receive those benefits.



With walking already being so strongly linked to health in the public’s mind, marketing campaigns should pair health messaging with secondary benefits: e.g., “Walking is not only good for you, it also helps reduce your carbon footprint and can be a either a social experience or a good way to carve out some ‘me time.’” And emphasizing that walking is easy can help address the gap between motivation and action.

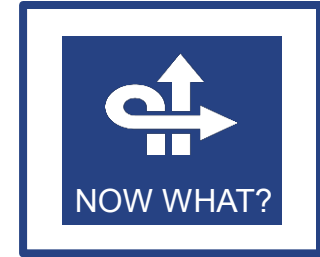
# Key Takeaway #2: Time and Motivation are Key Drivers of Walking Behavior



The decision not to walk or to walk *more* is a personal one, with “I don’t have time” and “I already walk enough” topping the list of primary reasons. Very few cite external factors like neighborhood crime. Social reinforcement from friends, family, the media, and especially doctors can motivate many people to walk more.



Knowing that the public largely accepts the health advantages of walking but cites lack of time as the main reason for not following through with more walking has important implications for trying to change behavior. Messages should put more emphasis on *how*, *when*, and *where* to walk more rather than on *why* to do so. Convincing people they *can* walk more becomes more important than having others tell them they *should*.



- Change people’s perceptions of what “enough” walking is.
- Educate the public on how even 10 minutes of walking has health benefits.
- Encourage employers to hold “walking meetings” to stimulate thinking and promote good health.

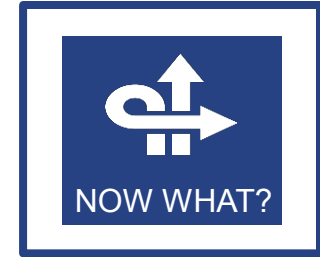
# Key Takeaway #3: A Majority of Americans Say Their Community is “Walkable”



Overall, Americans prefer living in communities where driving is required to get to local attractions over communities that are more conducive to walking. Nonetheless, a majority of Americans – including those who live in cities and suburbs alike – describe their neighborhoods as at least somewhat “walkable” and cite walking-distance parks and other places to go.



Americans may not choose their community primarily based on its walkability, but that does not mean that they do not value it. Rather, it seems that many do not see a trade-off between suburban living and walkability. This is good news because it shows that a majority of Americans believe they already live in a walkable community. Nonetheless, efforts to improve community walkability remain important.



- Remind people how walkable most communities are, and encourage them to take advantage of this, to underscore the “walking is easy” message. of their walkable neighborhoods.
- Sponsor “walkable” events where residents walk from point A (a school perhaps) to point B (a park perhaps) to show how easy it is to enjoy their neighborhood and neighbors.

# Walking is.....\*

## ...GOOD FOR YOUR BODY



Good way to maintain healthy weight (93%)



Good way to lose weight (91%)



Can help someone stay physically fit (91%)



Can help someone become physically fit (90%)

## ...GOOD FOR YOUR MIND



Can help reduce anxiety (87%)



Can reduce depression (85%)



Great way to relax (89%)

## ...GOOD FOR YOUR HEALTH



Offers real health benefits (92%)



Can help prevent heart disease (89%)

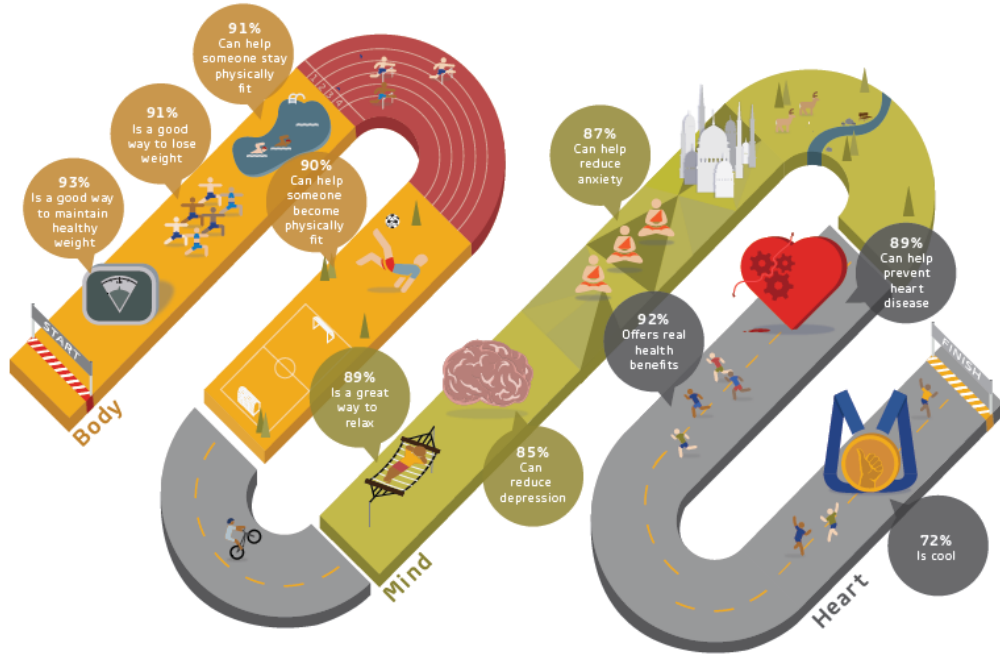
## ...GOOD FOR YOUR IMAGE



Is cool (72%)

\*Q21 % agreeing with each

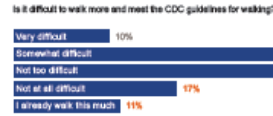
# WALKING... POLL AMONG AMERICANS



## Everybody Walk! Kaiser Permanente's Walking Survey: August 2013

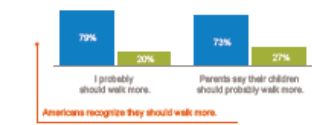
### Recommended guidelines

The CDC recommends walking 150 minutes per week.



Walk more? Only 11% of people meet the CDC guidelines, but half say that it's not too difficult...yet they don't meet it? Why? They know they need to walk more, but they don't!

### We know we need to walk more...



### Good for body and mind

Americans not only walk because it is good for their health or to lose weight - they walk to have "me-time," de-stress, and stimulate thinking.

### Top reasons for walking



### In your opinion, how much can walking promote good health?



### Walking is easy

Walking can be done anywhere - walk to school (only 8% do now), walk to work and walk in your community - 65% of Americans live near a park, 58% describe their neighborhood as "walkable" and 67% say walking in their neighborhood is pleasurable. So why aren't people walking more? Problems with distracted drivers, not enough sidewalks, and uneven sidewalks are some of the reasons.

