Recommended guidelines
The CDC recommends walking 150 minutes per week.

Is it difficult to walk more and meet the CDC guidelines for walking?

- Very difficult: 10%
- Somewhat difficult: 28%
- Not too difficult: 33%
- Not at all difficult: 17%
- I already walk this much: 11%

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...

- Strongly/Somewhat agree: 79%
- Strongly/Somewhat disagree: 20% (DK/Refused: 11%)

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

- Helps me to maintain good health: 87%
- Makes me feel calm and less stressed: 76%
- Helps me to control my weight: 73%
- Helps me to lose weight: 69%
- Stimulates my thinking: 66%
- Allows me to have time by myself: 63%

Health and weight loss are top reasons people walk but reducing stress ranks higher than weight loss.

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

- A great deal: 61%
- Somewhat: 33%
- Not too much: 3%
- DK/Refused: 3%

People get it, walking can promote good health. So let’s get out and walk!

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, 59% describe their neighborhood as “walkable” and 80% say walking in their neighborhood is pleasurable. So why aren’t people walking more? Problems with distracted drivers, not enough sidewalks, and uneven sidewalks surfaces maybe the reason.

Walking in my neighborhood is a pleasurable experience

- Strongly/Somewhat agree: 80%
- Strongly/Somewhat disagree: 15%

American neighborhoods are perfect for walking.

Neighborhood barriers to walking

- Distracted drivers (talking, texting on phones): 66%
- Speeding vehicles: 61%
- Uneven walking surfaces: 44%
- Poor street lighting: 44%
- Not enough sidewalks: 42%
WALKING...

POLL AMONG AMERICANS

Body

89% Can help prevent heart disease
Is a good way to lose weight
91% Is a good way to lose weight
93% Is a good way to maintain healthy weight
91% Can help someone stay physically fit
87% Can help reduce anxiety

Mind

89% Is a great way to relax
90% Can help someone become physically fit
85% Can reduce depression

Heart

72% Is cool
89% Offers real health benefits
87% Can help reduce anxiety
92% Is a great way to relax
91% Is a good way to lose weight
91% Can help someone stay physically fit

WALKING...