

# Everybody Walk!

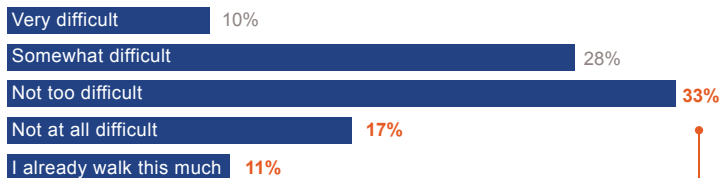
Kaiser Permanente's Walking Survey: August 2013



## Recommended guidelines

The CDC recommends walking 150 minutes per week.

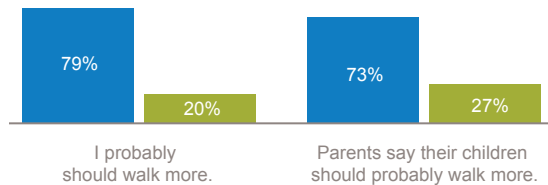
Is it difficult to walk more and meet the CDC guidelines for walking?



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 Strongly/Somewhat disagree



Americans recognize they should 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

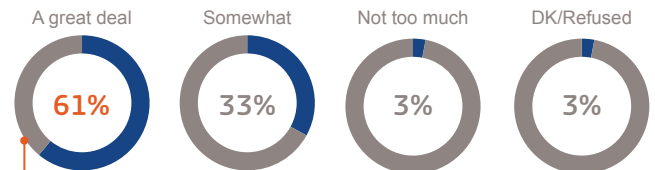
Very/somewhat important Not that/Not at all important



Most know it is good for their health, but people are not doing it.

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?



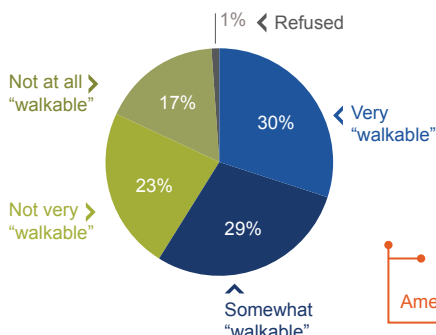
People get it, walking can promote good health. So let's get out and walk!



## Walking is easy

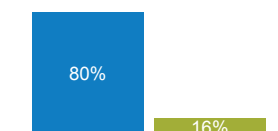
Walking can be done anywhere – walk to school (only 8% do now), walk to work and walk in your community – 65% of Americans live near a park, 59% describe their neighborhood as “walkable” and 80% say walking in their neighborhood is pleasurable. So why aren't people walking more? Problems with distracted drivers, not enough sidewalks, and uneven sidewalks surfaces maybe the reason.

My community is “walkable” (i.e., a community that makes it convenient to walk to services, shops, school and work)



Walking in my neighborhood is a pleasurable experience

Strongly/Somewhat agree Strongly/Somewhat disagree

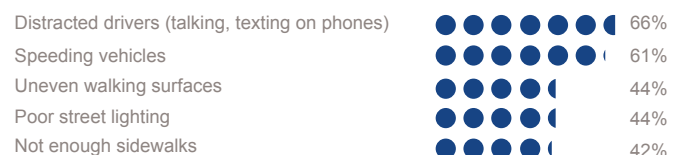


American neighborhoods are perfect for walking.

Neighborhood barriers to walking

% saying each is a problem in their neighborhood

● = 10%



# WALKING...

POLL AMONG AMERICANS

