



Program Results



Overall Stats

Logging: **June 27- July 24, 2022**

Registered participants: **1193**

Evaluations submitted: **417**

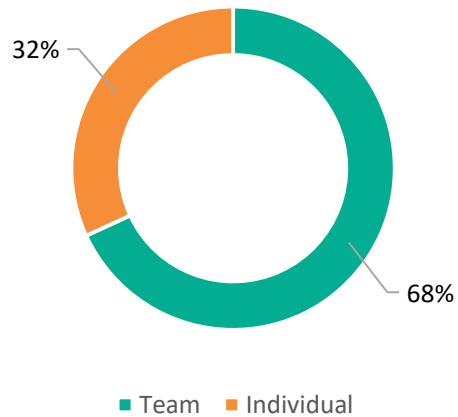
Evaluation submission percentage: **35%**

Participants on a team: **813**

Participants with 1 or more Friends: **497**

Mobile App Downloads: **597**

Team/Individual Participation



Gender Breakdown

Agender- **1**

Different identity- **1**

Man- **148**

Woman- **1036**

Prefer not to respond- **8**

Fireflies Earned



6424



5104



11,482

Total Steps



254,553,870

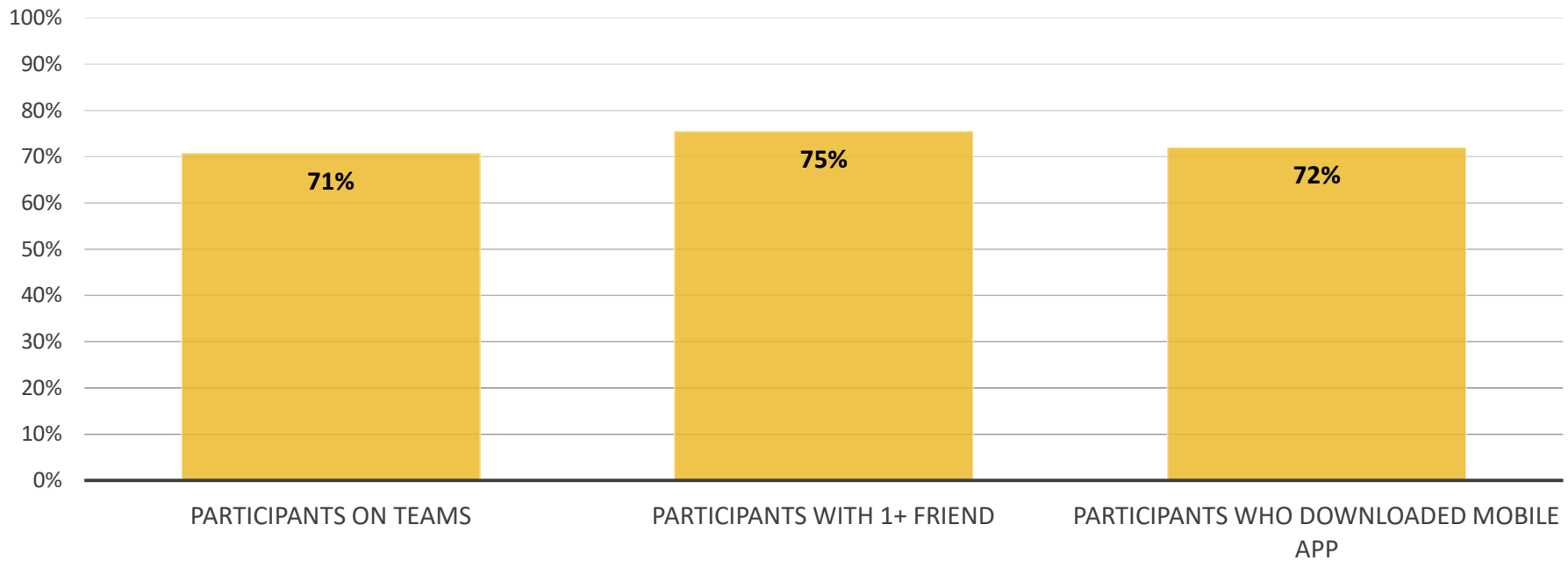
Program Goal and Achievement Rates

Goal is to earn 20 fireflies by recording physical activity.

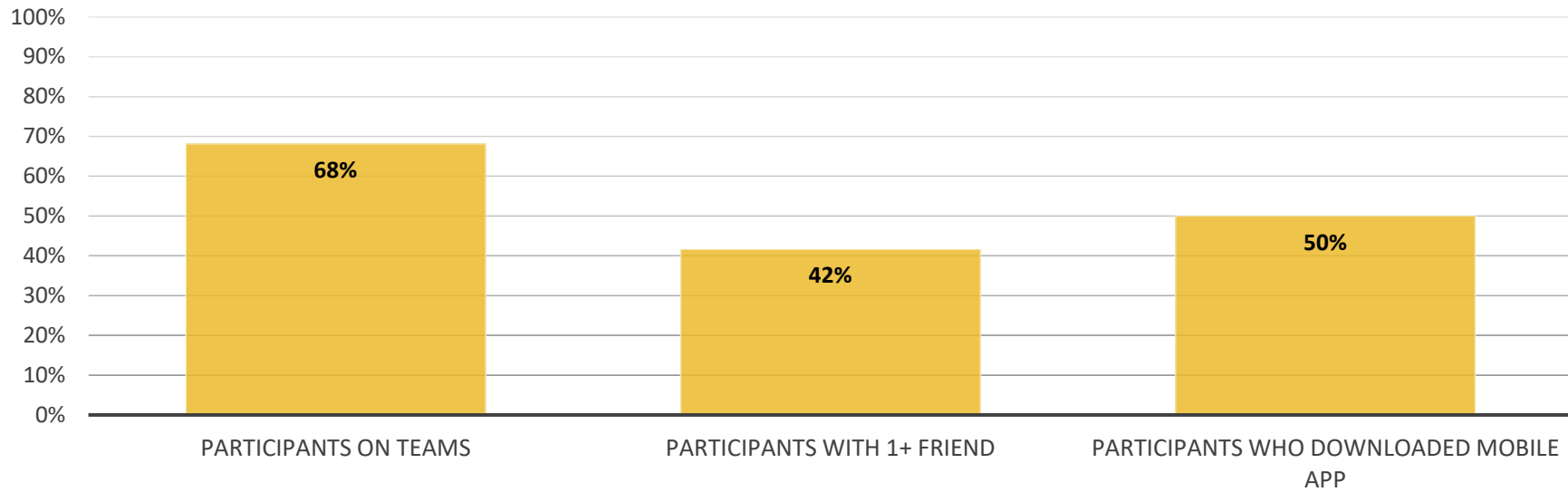
Achievement rates show the percentage of participants who met the program goal. The group with the most success meeting the goal is participants with a friend.

Achievement Rates

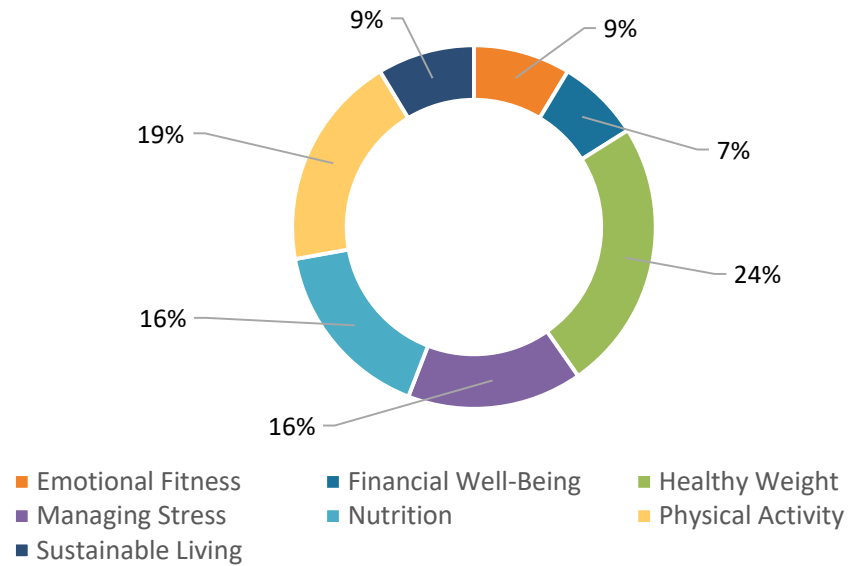
Overall achievement rate - 62%



Feature Utilization

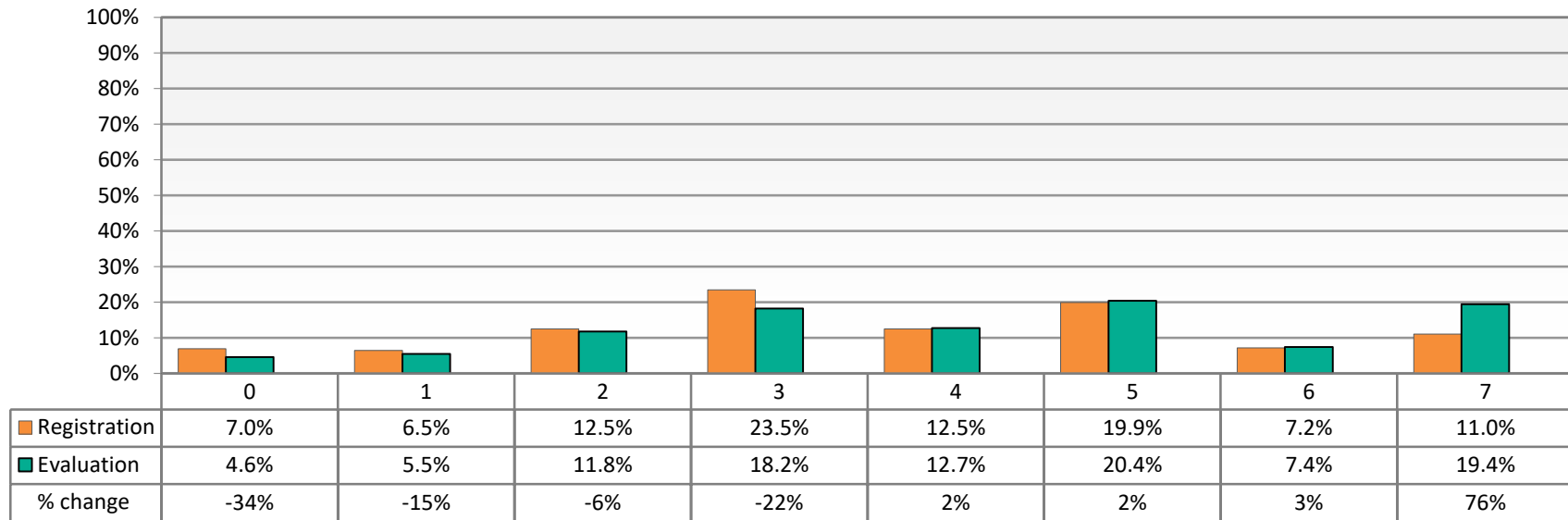


Future Campaign Topics

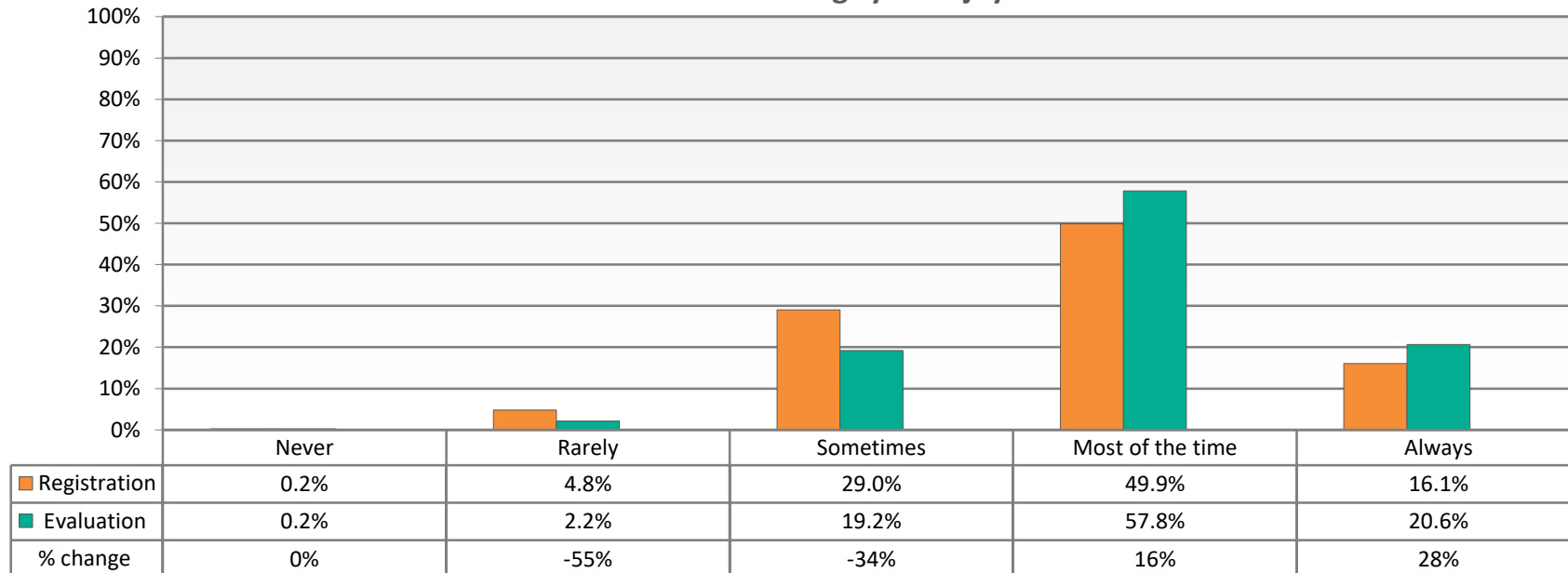


The following data is based on participants who completed the *Summertime* End of Program evaluation.

How many days each week do you exercise for at least 30 minutes at a moderate or strenuous level?



In the last month, how often did you have enough energy to do the things you enjoy?





What participants liked most:

"I liked tracking my activity and competing with colleagues. It was good motivation to get out and walk!"

"It serves as a motivation for me. Give me a clear goal that is easy to achieve so that I am more willing to put into actions."

"The program was long enough to get me in the habit of exercising more but short enough that I did not get tired of logging my activity."



Success Stories:

"It was fun to do the Summertime Program. It helped me stay focused on my activities and it was fun to log them and check in on my friends at work." Karen Martinez

"My husband and I had a baby six months ago and had gotten out of the habit of working out. The challenge really motivated us to find time to be active, whether it was walking as a family or taking turns going for walks around the neighborhood after baby fell asleep for the night. Sometimes I woke up at 5 to get a walk in before the baby woke up for the day. We realized we had more time to work out than we thought we did, we just had to make it a priority. We had a lot of fun and feel like we are in much better shape after only a month. Looking forward to the next challenge." Holly Kinser

"I had started practicing yoga a few weeks prior to the challenge starting. The Summertime challenge gave me the motivation to keep going even on days that I was really not feeling like it. I am happy to have been so motivated, I am able to do poses that I was not able to in the beginning and am already much stronger! I am ready for the next challenge." Christine Barr