

One Hour A Week Can Change Your Happiness Quotient & Self-Image!

Want to be happier, have a better outlook on life, feel more energetic and become even better looking? Forget cosmetics, money or anti-depressants! Invest in just one hour of aerobic activity a week.

Relevation Research, Inc, a consumer research and consulting company based in Barrington, IL, wanted to understand whether what you see in the mirror is influenced by your level of activity as well as how you feel about yourself and life. “Activity” was examined on a variety of levels – 1) getting as little as one hour of aerobic exercise a week, 2) claimed regular participation in any one of a number of aerobic activities, and/or 3) self -defined as having a highly or very active lifestyle.

In terms of claimed participation, the population is split just about 50/50 engaging in any aerobic activity versus not with the leading activities power walking, running, biking, team sports, dancing and swimming. (Figure 1) Another 23% claim regular participation in only anaerobic activities with the single most popular one walking.

Regardless of how activity is defined, the findings were **universal** across gender, age, ethnicity, body shape/size, physical or mental health, and even frequency of fast food restaurant usage:

- Aerobically active people believe they are much more attractive than those engaging in only anaerobic activity or those who are not active. According to Nan Martin, Relevation principal, “This is the result of their inflated sense of well-being and not fitness level or apparel size since even consumers who are overweight or obese rate themselves much higher on the attractiveness scale than their non-active counterparts. So...it’s all in your head, but who cares?”
- Active people also feel ...
 - Happy
 - Optimistic
 - Adventurous
 - Upbeat
 - Energetic
 - Independent
- Whereas, less active consumers are significantly more likely to describe themselves as...
 - Self-conscious
 - Tired
 - Temperamental (Figure 2)
- Active people are all around more trusting of others in general displaying a more positive outlook on life, while non-active people are disproportionately more likely to believe people are only out for themselves and cannot be trusted. (Figure 3)

Relevation Research conducted this research online among a nationally representative sample of 301 consumers 18-64 (½ males, ½ females). An interactive dashboard containing the detailed results of the survey are posted on the web-site.

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