

Wellness Challenges Boost Culture and Health Results

We surveyed 2,000 U.S.-based respondents from companies that had 5,000+ employees, asking them a variety of questions relating to holistic well-being.

What We Uncovered About Wellness Challenges

Wellness challenges are a great way to bring an organization together around a common goal and make positive impacts on overall health. Our research shows:

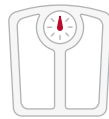
- Nearly 90% of respondents said they were very or somewhat interested in participating in challenges.
- Millennials are almost 20% more likely to be very interested in challenges than baby boomers.
- Women and millennials are more likely to participate in almost every type of challenge:



WALKING



DRINKING MORE WATER



WEIGHT LOSS



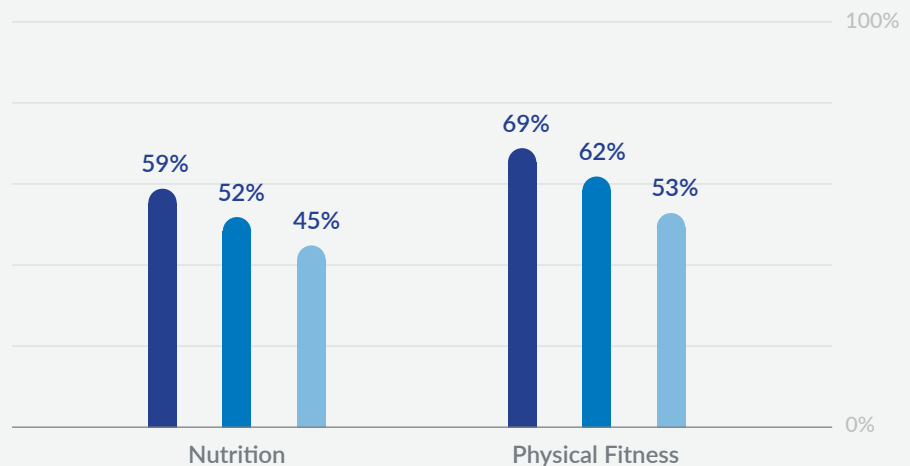
NUTRITION



SLEEP

Which of the following come to mind first when you think about physical well-being?

- MILLENNIALS
- GEN X
- BABY BOOMERS





Food for Thought

Digital tools are a necessity.

All genders and generations prefer an online or app-based well-being program rather than in-person or phone-call based programs. This was especially the case for women, who expressed a 20% greater desire to use online or app-based programs. Be sure your challenges can fully be implemented online and include gamification principles.

Health assessments are not as popular, but not dead.

Millennials were the only group truly interested in health assessments or biometric screenings. WebMD ONE data also shows users age 30 and under are the most likely to complete a health assessment. Challenges are a great avenue for employees to tackle their individual health risks while also generating some friendly competition.

Want to see more of the survey results? [Download the full white paper.](#)