

New Year, New You: Blue Goji Health & Fitness Index Outlines Workout Barriers and How to Achieve Fitness Resolutions

Health Survey Shows 84 Percent of Americans Could Work Out for Five Minutes Three Times a Day, Signaling Fitness Goals are Within Reach in 2015

AUSTIN, Texas - Dec. 9, 2014 - [Blue Goji](#), the creators of the award-winning [Goji Play](#), have announced the results of its second annual Consumer Health and Fitness Index. Key findings reveal that lack of time and boring workouts are the main culprits behind 70 percent of Americans failing to maintain resolutions. The findings represent responses from 2,652 respondents all over the United States and show glaring discrepancies between consumers' fitness goals for 2015 and their level of activity in 2014.

While many factors remained consistent with last year's survey, there is a new, promising theme: results show 84 percent of Americans could find time for short, effective bursts of activity called *fractional exercise*. With [studies](#) showing that fractional exercise is more effective than one, long workout, these mini-workouts deliver results without the burden of finding one large block of time.

"Americans are struggling to find a workout routine that fits into their lifestyle, with time being the biggest obstacle," said Coleman Fung, CEO of Blue Goji. "Fractional exercise is an ideal solution to today's busy lifestyle, and with Goji Play, we're promoting these shorter workout sessions that make exercise fun instead of boring."

Blue Goji 2014 Health Index: Key Themes

Support from Friends & Family Critical, Especially for Men

The top motivation for 40 percent of Americans is hearing encouragement from friends and family. Surprisingly, more men than women said they need this encouragement to be successful.

Millennials Want Rewards

Of the millennials surveyed, over a quarter say they are most motivated by rewards or prizes to achieve their fitness goals – a necessary motivational factor, considering 29 percent admit they are embarrassed to work out in front of others.

Exercise Equipment Gathering Dust

While around half of all Americans own exercise equipment, nearly two thirds haven't used their equipment in 6 months or more.

The Need To Transform Exercise Equipment

Nearly half say they would start using their exercise equipment regularly if the experience was improved, including adding fun (29 percent), being rewarded (10 percent), and the addition of virtual outdoor exercise (10 percent).

The full results of the Blue Goji Health & Fitness Index can be found [here](#).

Blue Goji Consumer Health and Fitness Index:

The Blue Goji Consumer Health & Fitness Index provides a view of consumer attitudes toward health and fitness in 2015 by examining top health resolutions for 2015, obstacles to sticking to an exercise regime, and other workout patterns and trends. 2,652 respondents from across the United States took Goji Play's survey online between October 15 and October 23, 2014. The margin of error is +/- 1.83 percentage points.

About Blue Goji

Blue Goji, the creator of the Blue Goji Platform and the Goji Play and Goji Club products, is an interactive fitness company that brings motivation and fun to workout sessions. The company was founded by technology pioneer Coleman Fung, founder of *OpenLink*, and Kai and Charles Huang, creators of the multi-billion dollar video game franchise *Guitar Hero*. Blue Goji is developing innovative products that combine software and hardware to transform cardio exercise equipment into an entertaining and rewarding experience for all fitness levels. For more information please visit www.bluegoji.com.

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