

## **THE PRICE OF GETTING FIT: HOW SOCIOECONOMIC STATUS AFFECTS PHYSICAL ACTIVITY IN THE STATE OF UTAH**

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In America the prevalence of obesity has risen to epidemic levels. This is due, in part, to low levels of physical activity throughout the U.S. Although the state of Utah has done better to protect against this rising threat, it has also become subject to a widening gap between those who can afford to exercise and those who cannot. This project aims to document consumer behaviors related to exercise focusing specifically on trends and disparities found in the state of Utah. Data on consumer behavior was provided by the Nielsen Corporation specifically the use of segmentation and census data while the use of “small area report” helped me distinguish the best and worst levels of physical activity in the state. Detailed reports were created for each of the identified high and low risk small areas. Finally, using additional data regarding media consumption, I was able to uncover the types of media commonly used by the segments living in each area. This additional information provides a glimpse into how best to reach high risk individuals with public health messaging about physical activity. In general, I found that those who are of a lower socioeconomic status and of Hispanic origin are at a higher risk for low levels of physical activity.

