**Walking really does make you happy, survey shows**

20 March 2019, York – In a survey conducted by [Glamoraks](http://www.glamoraks.com), a free global community of women who walk, 92% said that walking makes them happy, with 8% saying it made them somewhat happy. The survey was done to celebrate the International Day of Happiness (20 March), with Happier Together being the theme for 2019.

The feel good side effects of a long walk in the fresh air have staying power. Fifty six percent of respondents said that happiness typically lasted the rest of the day, while 38% said it lasted for several days. But the power of a good walk really shows when the affects on emotions are considered.

Every single respondent said that walking helped reduce anger, 98% said it helped with low mood, depression or stress, 96% said it helped alleviate sadness and 87% said it helped reduce feelings of loneliness.

That last figure may be lower because 18% of respondents said they like to walk alone, however, the overwhelming majority prefer company. And when it comes to which terrain brings the greatest joy, it’s a fairly even spread with hills & moorland coming out top (24%), followed by mountains, coast, lakes & rivers, and woods, although 23% said they would happily walk anywhere. Urban environments were the only places not favoured.

“I set up Glamoraks because I personally felt my mood transform every time I went walking. I wanted to help other women feel the same,” explains Melissa Talago, founder of Glamoraks. “Our mission is to make women happier one step at a time and it’s working! Many women want to go out outdoors to make time for themselves, but they don’t have anyone to go with. Glamoraks solves that problem.”

The online community is used by over 3000 women - primarily from the UK - but with a growing international membership. Unlike other more formal walking groups, the members drive this community. Someone will choose to walk on a given day on a given route. They will post the walk in the community and invite others to join them. You can also search on members near you, find someone to walk with while you’re on holiday or join in some organised paid for walking weekends. Membership is free.

To find out more, go to [www.glamoraks.com](http://www.glamoraks.com). The group is active on [Facebook](https://www.facebook.com/groups/glamoraks/) and in a standalone [Glamoraks app](https://glamoraks.mn.co).

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**NOTES FOR EDITORS**

**About Glamoraks®**

Glamoraks® was founded in January 2017 as a Facebook group. It moved to a Mighty Networks platform with accompanying app in March 2018. It is a global women-only online community designed to empower women to get out walking, hiking and adventuring. It is open to women from around the world of all ages and abilities, although most members fall into the 35 – 60 age range.

The survey was completed by 70 people.

32% were aged 45-54

28% were aged 55–64

18% were aged 35-44

15% were aged 25-34

6% were 65+

1% were under 18

90% were women

10% were men

[This video](https://spark.adobe.com/video/FJM1H4yDuPMF0) captures images of Glamoraks members and the reasons walking makes them happy.

You can find a range of press images [HERE.](http://www.glamoraks.com/press-centre.html)