Supplementary Table 1: Post Hoc Test for Hypothesis 1 Using Continuous Outcome, Adjusted^ Steps of Challenge Participants across 6 week challenge

		95% CI		
	Coefficient	(Low	High)	P-Value
Team-Challenge Participation				
Team-Challenge Participant (vs. All Others)	80714.81	(58583.59	102846.00)	<0.001
Gender				
Female (vs. Males)	-27930.94	-(50242.63	-5619.26)	0.014
General Health				
Excellent, Very Good, Good (vs. Fair or Poor)	10097.77	-(24137.36	44332.90)	0.563
Previous Participation				
Previous Participation in a PA Challenge (vs. All Others)	52755.27	(30853.17	74657.37)	<0.001
Early Challenge Completion				
Week 1 Challenge Completion (vs. All Others)	320879.8	(300951.10	340808.40)	<0.001
Body Mass Index (continuous)	-3399.938	-(4955.53	-1844.34)	<0.001
Age (continuous)	476.3988	-(371.41	1324.21)	0.271
Constant	173467.8	(106484.00	240451.50)	<0.001

^1,550 observations, 17% sample lost to missing for 'Good health' and 'BMI'