

PRESS RELEASE

Britain's biggest fitness myths - 77% of people believe they need to spend more time exercising than they actually have to

London, 16th January 2017 – To uncover the biggest hurdles people in the UK face on the way to achieving their health and fitness goals, [Freeletics](#), creator of some of the world's most popular fitness apps, conducted a nationwide survey on the topic. The answers of the 1,508 participants uncovered some surprising misconceptions when it comes to exercise and weight loss. It was revealed that time is one of the biggest deterrents for working out, as people believe they need to spend much more time exercising to see results than they actually have to. Also, for 31% of those trying to lose weight, calorie counting is still the method of choice, despite the negative physical and psychological effects this method can have.

LACK OF MOTIVATION IS THE #1 WORKOUT-KILLER IN THE UK

Although more than half (51%) of respondents lost weight with their current routine, two fifths admitted that the main reason they skip their workout was a lack of motivation. This shows that motivation is not necessarily linked to results alone. *“Motivation can easily be dampened by just the thought of spending an hour exercising, especially if your training is repetitive. Also, if you have to head back out and travel to the gym as soon as you get home after a long day, chances are you'll end up staying on the sofa instead,”* explains **Philipp Hagspiel, Head of Research & Development at Freeletics**. The results underline the importance of finding a type of training that isn't only effective, but one which also offers variety and can be done without needing to travel anywhere.

How can you beat it?

*“Firstly, make sure your routine doesn't get boring – have a **variety** of different workouts and training plans. Training apps can help. By combining the Freeletics Bodyweight, Running and Gym apps for example, you can ensure you have a range of workouts full of variety to keep your motivation up. Secondly, you don't have to go it alone. By joining a **community**, you will find motivation in the form of others. Freeletics users find motivation in our 13-million strong community, where users support, help and motivate each other every day. A community can help you stay on track as you will see the progress of others and be motivated to share your own,”* recommends Philipp Hagspiel.

AN EFFECTIVE WORKOUT DOESN'T HAVE TO BE A LONG WORKOUT

Following closely behind lack of motivation, a third (32%) of respondents cited a lack of time as their most common reason for missing a workout. This isn't really surprising, considering that 28% feel their current fitness routine takes a lot of time. These findings show that not only are people following a fitness regime which is not time-efficient, but also that these regimes are impractical and hard to stick to. Fuelling these problems are the common misconceptions around what an effective routine actually is. While 19% of respondents think

you need to exercise for a lengthy 41 to 60 minutes for a workout to be effective, 50% believe it takes 21 to 40 minutes. *“Despite common myths, you don’t need to do an hour-long workout for it to be effective. In fact, just a 15-minute workout can often lead to better results than a 90-minute one,”* says Philipp Hagspiel.

How can you get time on your side?

*“While it is true that time is one of the biggest hurdles when it comes to exercise, you should consider what you have time for during the day and set a **fixed time for training**. Also, **bodyweight workouts** are a perfect solution if you’re pressed for time. You won’t have to travel to and from a gym, as they can be done without any equipment, anytime and anywhere – even in front of the TV or while you are waiting for something to cook in the oven. The workouts in the Freeletics Bodyweight app are just like this, and also **incorporate some HIT** (high intensity training), which is also a very efficient way to work out, as it doesn’t take much time at all and keeps your metabolism up even after you have finished your workout.”*

COMMON MYTHS AROUND HOW TO LOSE WEIGHT

Among those trying to lose weight, only 9% do bodyweight exercises to achieve their weight loss goal. This is significantly lower than the most popular types of training – running and cycling (both 28%) – and indicates the widespread misunderstanding around the benefits of this type of training. Philipp Hagspiel sets the record straight: *“Bodyweight training, especially high intensity training, is a great way of boosting your metabolism and burning lots of calories. And the one and only driver of weight loss is caloric deficit – burning more calories than you eat. This type of training accelerates your metabolism and keeps burning calories even after you’ve finished training.”* A brief look at the thousands of Freeletics body transformations on the internet also highlight the effectiveness of bodyweight-only training.

When it comes to nutrition, calorie counting remains the top diet choice for those trying to lose weight, with 31% of respondents stating that they are most likely to follow this lifestyle, followed by those who control the macronutrients they eat (19%). Only half as many (15%) would choose to eat unprocessed, ‘clean’ foods (15%) instead of calorie counting. This could be partly due to the fact that 25% of respondents believe that eating healthy foods is too expensive or requires too much planning time (20%). But calorie counters are not necessarily eating healthy foods, and the diet method can often have a negative effect on your relationship with food, while also increasing cravings and leaving many people gaining weight once they stop counting calories. **Katharina Kaiser, Nutrition Specialist at Freeletics**, comments: *“Calorie counting is a common method for trying to lose weight, but shouldn’t be the route to caloric deficit. Scientifically, counting calories is inaccurate and can largely fluctuate depending on how food is prepared, often leading to a yo-yo effect. On the psychological side, this method can also lead to an obsessive and negative relationship with food.”*

How can you break out of the calorie prison?

Katharina has some useful tips: *“A more sustainable nutrition plan to follow is the consumption of healthy, **clean** foods only. These foods are **unprocessed** and don’t contain added sugar, preservatives or additives. They are also high in essential vitamins, minerals, fibre and healthy omega-3 fatty acids.”* **Marina Rösser, Nutrition Specialist Meal Concept**

adds that “*eating clean doesn’t necessarily mean spending a fortune on ingredients. For example, the staple ingredients in the Freeletics Nutrition app are simple, usually widely available and **inexpensive**, such as cottage cheese, oats, eggs, courgettes, lentils and brown rice. Buying your ingredients in **bulk or frozen** also means you can stock your kitchen for less money. More expensive ingredients such as chia seeds, quinoa and nuts have a long shelf-life and are usually only used in small quantities at a time, so will go a long way. Remember that buying healthy, wholesome foods is an **investment** in your body, health and wellbeing.*”

ABOUT FREELETICS

Freeletics has been built around a single vision since day one: to help everyone in the world unleash their full physical and mental potential and become the greatest version of themselves. Freeletics promotes and increases physical fitness as well as mental strength, willpower and self-confidence – all of which are vital tools for shaping a life in accordance with one’s desires and goals.

Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with more than 11 million users in over 160 countries. Freeletics also sets new standards as an employer: teamwork, passion and performance are all central values within the company – values that continue to motivate the team of more than 140 employees on a daily basis, to continuously develop Freeletics as an international sports and lifestyle brand and constantly optimize and expand the company’s product portfolio.

FREELETICS APPS:

[Freeletics Bodyweight](#)
[Freeletics Running](#)
[Freeletics Gym](#)
[Freeletics Nutrition](#)

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