

FREELETICS NEWS RELEASE

MAJORITY OF BRITS FEAR THEIR UNHEALTHY LIFESTYLES WILL LEAD TO AN EARLY GRAVE

A shocking new report has found that 90 percent of Brits admit to having unhealthy addictions which they are unable to break.

The study reveals that an overwhelming 85 percent of the nation worry that their current lifestyle will make them ill - while three quarters believe the way they currently live will lead them to an early grave.

95 percent of the nation admit they could live healthier lives, and three quarters of Brits have attempted to improve their lifestyles by cutting down on drinking, eating more healthily, and exercising more, only to slip back into unhealthy habits again.

The study, by fitness app creator Freeletics, found that more than a quarter (26 percent) of the nation say that chronic stress is the main barrier they face when it comes to living a healthy life, as it leads to unhealthy habits such as overeating and binge drinking. And the same number (26 percent) blame depression for their unhealthy and inactive lifestyles.

More than half (52 percent) of Brits fear they'll remain unhealthy FOREVER, with 15 percent claiming they have no idea how to start living more healthily, and 14 percent saying they are too old to change.

A quarter of Brits polled admitted to smoking, while 43 percent don't eat 5 portions of fruit and veg a day, and four in ten do not do the 30 minutes of exercise a day recommended by the NHS.

A further 60 percent feel stuck in a vicious cycle of binge drinking, with one in five saying they wish they could stop but that it is impossible because of peer pressure and social anxiety.

The study comes just a month after ONS figures revealed the number of alcohol related deaths in the UK have reached a ten-year high, with more men and women dying of alcohol-related diseases in 2018 than during the previous peak in 2008.

It also comes on the back of data from NHS Digital, which revealed one in twenty British women (5 percent) are now classed as morbidly obese while 2 percent of British men were also grossly overweight – with the bill for obesity-related illness now costing the NHS a staggering £4bn a year.

The Freeletics commissioned study also looked at the barriers the nation faces when it comes to being healthier, and found that 22 percent claim that “expensive” healthy food is out of their economic reach, while 21 percent say they do not have a regular routine that would allow them to stick to a health regime.

38 percent of the nation admit that junk food is too tempting to cut out, and almost a quarter (24 percent) confess they are in a vicious cycle of overeating when they feel bad, then feeling bad when they overeat.

In terms of exercise, 28 percent of those polled confess they lack the motivation, 19 percent said it was too expensive and the same number said they simply do not have the time.

Six out of ten Brits say that work is a barrier to them getting fit, and 70 percent claim that they would be more likely to be healthy if their employer supported them by promoting fitness schemes. However, a surprising 62 percent claimed that they receive no such support from their company. 40 percent said that a work initiative of free healthy food would help them, 24 percent would use subsidised gym memberships and 31 percent would like a reward scheme for steps or exercise. Other popular employee incentives included fitness equipment on site, fitness classes in the office and free access to fitness apps.

Daniel Sobhani, CEO of Freeletics, which commissioned the study as part its **Dare to be Free** campaign, said: "It's extremely worrying that the majority of the nation are not living the healthiest lives they could be. Our study revealed a myriad of common barriers that get in the way of people being healthier and more active, and the fact that a shocking 88 percent feel powerless to change their lifestyle is something we want to change. With our new campaign, we aim to encourage the public to free themselves from exercise excuses and dare to better their lifestyle.

"To achieve this, we have upgraded our app to offer the most flexibility ever when it comes to exercising. With artificial intelligence, the most advanced digital fitness coach, custom training plans for every fitness level and the option to integrate gym equipment, we are eliminating any excuses to skip a workout. For less than the price of a gym class a week, we will give people the ultimate freedom to work out wherever and however they want. I am optimistic that 2019 will be the year people discover how simple and rewarding regular exercise can really be."

The research also looked at the weakest excuses that people give for not exercising, with bad weather (18 percent), wanting to catch a TV show (12 percent), and not wanting to get too sweaty (7 percent) featuring on the list.

When looking at what motivates the nation to try to be healthier, the study found that the top motivation was people wanting to be the best they can (38 percent), followed by their partner (27 percent), their family (26 percent) and their children (25 percent). 14 percent of Brits admit that social media motivates them to be healthier, while one in ten admit that comparing themselves to their colleagues is what drives them to get fitter.

The study also delved into the nation's attitudes to getting fit and found that 40 percent still think you need to go to a gym to exercise effectively, despite high prices and the rise in popularity of HIIT and bodyweight-only training.

Britain's Top 20 excuses for avoiding exercise

- I'm too tired 31%
- It's too expensive 28%
- Bad weather 18%
- I feel ill 17%
- I don't have a friend to exercise with 14%
- I have to look after the kids 13%
- I don't want to talk to anyone at the gym 12%
- I want to watch a TV show instead 12%
- I decided to have family time instead 11%
- Time of the month 11%
- I wanted to see my friends instead 8%
- I don't want to get sweaty 8%
- I don't have the right equipment 7%
- I might overdo it 7%
- My pet needs me 6%

- Forgot my headphones 5%
- Forgot my trainers 5%
- I didn't eat a treat earlier so I don't need to 5%
- The water I use to wash could be used better for the environment 3%
- My car might run out of petrol on the way 3%

ENDS

Notes to the editor

For more information on Freeletics, visit www.freeletics.com. To download the Freeletics Workout & Fitness app for free, visit the App Store or Google Play Store.

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Pricing:

3 month Training --- 32.99 GBP

6 month Training --- 54.99 GBP

12 month Training --- 74.99 GBP

NB: *Regarding the above pricing, a subscription to the Training Coach includes full access to the Freeletics Workout & Fitness, Running and Gym Coaches.*

About Freeletics:

Founded in June 2013, Freeletics has been built around a single vision: to challenge and inspire everyone in the world to become the greatest version of themselves. With over 32 million users in more than 160 countries, it has now become one of the most successful fitness movements in the world.

Freeletics embodies a passion for health and fitness and the belief that every individual has the potential to shape their life, reach their goals and become their best self. The company continues to expand with a range of innovative health, fitness and lifestyle products that aim to help people all over the world realise their full potential.