



Brits encouraged to *get active!*

Survey reveals Brits spend 14+ hours on average a day sitting down

May 2010 - Lazy Brits sit on their backsides for a whopping 14 hours and 39 minutes EVERY DAY, it was revealed.

The shock study reveals the average adult spends hardly any time at all walking around, exercising or even moving during waking hours.

Despite obesity warnings from the Government and recommended guidelines for how much exercise should be taken – a moderate 30 minutes a day - the average person still only exercises twice a week, for just 25 minutes each time.

Instead, people spend four hours and 17 minutes sitting at the office desk, and a further two hours and 27 minutes parked in front of the TV.

And they are sat using the laptop or home computer for another two hours and 25 minutes a night.

Commenting on the findings Zoe Hellman, Company Dietitian for Weight Watchers® UK Ltd, which conducted the poll of 3,000 people in conjunction with the launch of its *get active!* campaign, said: "In a recession we have to work harder and for longer hours to make ends meet, so we therefore have less time and money to spend on exercise – but to spend over half our day sitting down is a health bomb waiting to happen."

The research shows the average Brit spends an hour and 41 minutes driving in the car each day, and another 52 minutes travelling round on public transport.

Mealtimes mean people sit down for a further 33 minutes, while 54 minutes are dedicated to playing computer games.

Finally, before settling down to sleep at night, most people spend a good hour and 10 minutes reading books and sifting through magazines.

But 56 per cent of people admit that while they should exercise more, it is difficult to find the time.

And 52 per cent of people freely admit that on most days the only exercise they get is the short stroll between their house and car, nursery and car, or work and car.

Four in 10 people claim their long working hours are to blame for their lack of exercise, while the same percentage also say they don't have the energy to squeeze anything else into the day.

A third of lazy people simply can't be bothered to exercise more, while a quarter blame the quantity of housework they have to get through.

A fifth of parents say the children take up too much of their time, and over half of us are simply too exhausted by the end of the day to do any exercise.

Finally, whilst 12 per cent reckon they are happy the way they are, more than one in ten of us say the last thing we want to do is to exercise after a long commute.

Zoe Hellman continues: "Half an hour's exercise each evening would actually help workers to wind down and de-stress, and could even induce a good night's sleep afterwards. Exercise also has an important role in helping people to lose weight and for keeping your weight in check, aside to the long term health benefits of being active."

The poll also shows 37 per cent of people reckon they would exercise more if they worked shorter hours, and one in 10 would make more of an effort if they lived closer to the gym.

Astonishingly, 20 per cent of those polled say they aren't fit enough to exercise – and 17 per cent feel too fat.

When people do summon up enough energy to do a bit of moderate exercise, the top three choices are walking (43%), jogging (20%) and going to the gym (16%).

Swimming and cycling are also favoured activities for one in five Brits.

And when it comes to keeping fit – men are more likely to exercise to get fit and maintain good health, whereas women are most concerned about losing weight.

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