

# UK WOMEN BLAME LACK OF TIME FOR LACK OF FITNESS - BUT 60% ADMIT TO SPENDING UP TO AN HOUR TEXTING EVERY DAY

Submitted by: Brandnation Integrated Ltd

Friday, 27 September 2013

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## NATIONWIDE FITNESS SURVEY RESULTS FOR NATIONAL FITNESS DAY

The results of a nationwide survey\* commissioned by new High Intensity Interval Training (HIIT) fitness system, tabataTM show that three quarters (75%) of UK women want to get fitter. However, the main reason women gave for not exercising (40% of those polled) was due to not having enough time. Only 3% of UK women believe we are the world's healthiest nation with only Russia and the USA below us. Japan was believed to be the world's healthiest nation with a massive 46% of the vote.

The tabataTM system originates from Japan where it was devised by Professor Tabata, the pioneer scientist behind the intense form of training that now bears his name. Currently used by professional athletes as well as keep fit enthusiasts, but achievable by all, tabataTM entails exercising for just four minutes at a time: 20 seconds of high intensity exercise followed by 10 seconds of rest, repeated 8 times, for no more than three days a week. Totalling a maximum of 12 minutes per week to get fit – the ultimate get fit fast solution!

Astoundingly, over half of the women surveyed (60%) spend 30-60 minutes a day texting whilst 47% of UK women spend 30-60 minutes a day using Facebook, suggesting women are spending more time on social media than taking care of themselves, despite claiming to want to become fitter and healthier. It seems it's not so much time that's a problem, it's our motivation and how we prioritise fitness within our daily routine. Other distractions that cost women 30-60 minutes every day include watching reality tv (28%), reading gossip sites (24%) and queuing (64%). As for the nation's men, 70% stated they did not have time to exercise but 46% said they spend 30-60 minutes per day on Facebook.

Professor Tabata comments, "It's not surprising to hear that people feel their lives are too busy to exercise. tabataTM gives you the same aerobic fitness benefits in 4 minutes as an hour on an exercise bike. Most people can spare 4 minutes out of their day."

tabataTM , available at Fitness First gyms, is fast becoming the most popular form of High Intensity Interval Training (HIIT) in the world, amongst both professional athletes and enthusiastic amateurs. Lee Matthews, Head of fitness at Fitness First quotes, 'Demand has been on the increase for tabataTM amongst current gym goers as well as those that are less regular or new gym users. The concise classes give everyone the opportunity to squeeze exercise into their day. Whether that's at lunchtime or after work, tabataTM ensures exercise can be incorporated into everyone's lifestyle with ease.'

tabataTM offers fitness enthusiasts the ultimate, harder, faster, fitter, quicker proposition, especially amongst the time poor. tabataTM takes you from fab to flab in just 4 minutes!

[www.fitnessfirst.co.uk/tabata](http://www.fitnessfirst.co.uk/tabata)

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Notes To Editors:

\*survey of 1,000 men & women nationally undertaken by tabata™ via One Poll

tabata™

Tests using the tabata™ system increased VO2 max – the gold standard test for fitness – by 13% in 6 weeks. In contrast a trial using 30 seconds bursts of intensity, with 2-minute rest periods was not as effective even though the exercise was more intense and longer lasting. tabata™ classes will also be short and effective at 20 minutes with the most intense section being just four minutes long. Prof Tabata's latest research shows that if this method is followed correctly, using the authentic tabata™ protocol, the body will continue to consume more calories for up to 12 hours after the exercise class. These are additional calories to those consumed by the body at rest – so over and above the so-called RMB or Resting Metabolic Rate.

Please consult your doctor before beginning Tabata exercise routines, especially if you are pregnant, have a history of heart disease or suffer from any other medical condition. Tabata exercise routines may result in injury, particularly if they are not performed correctly.

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Universal Pictures

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Fitness First

Fitness First is one of the largest privately owned health club groups in the world with over 370 Fitness First clubs worldwide reaching over 990,000 members in 16 countries. One of the UK's largest health club groups with over 180,000 members.

The Fitness First Promise is a pledge to all new and existing customers to provide a (fitness) first class service for all. Some of the promises that Fitness First makes to all of their members include;

- Free Day Pass:
- 10 day guarantee
- Peace of mind promise

- Expertise guarantee

Fitness First is a member of ukactive, the trade body which incorporates both private and public providers of fitness, physical activity, nutrition and active lifestyles. Visit [www.fitnessfirst.co.uk](http://www.fitnessfirst.co.uk)  
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