



Starting the week 'on the front foot' will make Brits feel happier, more motivated and less tired, new research says

- *More than half (56%) of those who skipped working out on Monday, felt demotivated, sluggish, tired and 'playing catch up' in life and work*
- *More than a third (34%) found their eating habits and nutrition were positively impacted for the week ahead if they exercised on a Monday*
 - *36% admitting working from home has made it more difficult to exercise*
 - *36% also agreeing that exercise is more of a struggle after Covid*
- *42% saying Monday exercise made them far more likely to exercise for the rest of the week*

January 2022 – People who start exercising on Monday are more likely to be happier and healthier as well as more motivated, productive and less sluggish than those who wait until later in the week, a new study has found.

Fitness First teamed up with a psychologist to see if an early start to your exercise routine made a difference to the rest of your week. They found that those who started 'on the front foot' continued through the week feeling on top of their lives and work, they were also more outgoing and worried less.

With Blue Monday just around the corner and flexible working playing havoc with routines, Fitness First has teamed up with psychologist Charlotte Armitage, encouraging the nation to kickstart their exercise routine early and make a noticeable, positive difference to their lives.

Many people are now working Tuesday, Wednesday and Thursdays in the office and this has meant they are starting their week later, as well as shaking off the effects of the weekend more slowly. This is having a detrimental effect on their mental and physical health, the research found.

The research found that well over a third of people who started their week with exercise on a Monday said it had a positive impact on their mental and physical health – also increasing their productivity and motivation over the rest of the week.

In contrast, more than half (56%) of those who skipped working out on Monday, felt demotivated, sluggish, tired and 'playing catch up'.

The research also showed getting your blood pumping on Monday can help set a positive trend for the week ahead, with 42% saying Monday exercise made them far more likely to exercise for the rest of the week.

And with many suffering from party season hangover in January, more than a third (34%) found their eating habits and nutrition were positively impacted for the week ahead if they exercised on a Monday.

This trend is mirrored by Fitness First's own internal data which found members who attended their gyms on a Monday visited a further three times during the week, while skipping the gym on a Monday meant they only attended 1.5 times during the week.

Working from home on Mondays has risen in popularity in the wake of recent guidance, but findings also show working from home may impact our ability to use Mondays effectively, with over a third (36%) admitting working from home has made it more difficult to exercise and 36% also agreeing that exercise is more of a struggle after the Covid related disruptions.

Combining forces with qualified psychologist and wellbeing analyst Charlotte Armitage, Fitness First has delved deeper into the science behind Mondays, looking at why adopting positive lifestyle changes and sustainable routines are more important than ever.

Charlotte Armitage comments: "A contributing factor impacting our motivation levels is the traditional structure of the working week in the UK. Given that many people will have weekends as downtime, this filters through into changes in diet and exercise as we allow ourselves a weekend to indulge as a reward for working hard all week. This overindulgence can leave us feeling sluggish when the week starts again. Committing to exercise can be a good way to rejuvenate the mind and body to prepare for the week ahead. Naturally, the seasons of the year have an impact on our energy levels. At this time of year, the lack of sunlight and cold weather can make it hard to be motivated, and this is compounded further by the impact of the pandemic."

Described as the 'most depressing day of the year', Blue Monday will continue to hit hard with restrictions persisting this year. Recognising we need to keep spirits up now more than ever, Fitness First is turning Blue Monday Red and throwing open the doors of its 45 clubs across the country on both 17th and 18th January, offering members of the public a unique chance to experience their top class facilities free of charge. Fitness First is also offering a unique promotion for Blue Monday with 50% off for 3 months of a 6 month membership in all clubs (offer valid for 17th and 18th January only).

With challenging new signature classes like the highly popular HIIT session TraX, the best facilities and expert insight from their seasoned force of personal trainers, Fitness First is best placed to help you develop positive lifestyle habits and overcome Blue Monday in 2022. For those working from home and unable to make the gym, Fitness First's FFX app contains on demand classes, workouts and challenges helping motivate you wherever you find yourself on Blue Monday.

-ENDS-

Notes:

Fitness First research was conducted by Censuswide of 1,001 respondents between 07.01.2022 and 10.01.2022

About Fitness First

Fitness First created the gym industry in the UK in the 1990s and has fast become a leader in the market because of its unshakeable passion for fitness. With 45 clubs across the country, the Fitness First team are experts in everything health and wellbeing, supported by four key best in class brand pillars: Classes, Equipment, Personal Trainers, and Customised Workouts. Fitness First is committed to a bright future of making our members stronger in life, one training session at a time.

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