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GET TOWNS ACTIVE

#TEAMFLORA



ANNUAL ACTIVE TOWNS REPORT 2022

A temperature check of activity levels across the UK and Ireland to help the public take those natural next steps towards a healthier, more active lifestyle.

Flora's Annual Active Towns Report aims to investigate exactly how much time those living in the UK and Ireland dedicate to maintaining a healthy, active lifestyle, as well as looking at the dietary steps people take to help support a more active lifestyle.

This is the third year of running this report and once again we'll be looking at how people's attitudes towards exercise and eating habits are changing. At **Flora**, we believe in using natural ingredients to make better food that tastes great. With health, naturalness, and staying active being so entwined, **Flora** is on a mission to encourage people on their journey towards a more active lifestyle and to help communities across the UK and Ireland remain happy and healthy.

The report is part of **Flora's Get Towns Active** campaign, a movement across the UK and Ireland aiming to help people take the natural next steps towards a more active lifestyle. But what does that actually mean? Well, it doesn't have to be a marathon, or something so unachievable the very thought of it makes you want to give up... It's a personal ambition, whether you're taking the first step or the ten thousandth. We want to be there to help you achieve your goals.

This year we're back as a proud sponsor of the TCS London Marathon, with TV personality **Mark Wright** leading the team of Get Towns Active 'Activists' running the marathon with **Flora**. Running the marathon is the goal Mark has set himself as part of our Get Town's Active campaign, and along with our support, he's receiving exclusive training and nutritional advice from **Flora's** Get Towns Active Ambassador **Paula Radcliffe**, to help get him over that finish line on October 2nd.

You can follow Mark and the network of **Flora** Get Towns Active 'Activists' – our community of fitness, food and family content creators from across the UK and Ireland – by following **#TeamFlora** and **#GetTownsActive** on social media. The Activists are all dedicated to bringing you the best tips and advice for helping you and your family lead more active lifestyles.



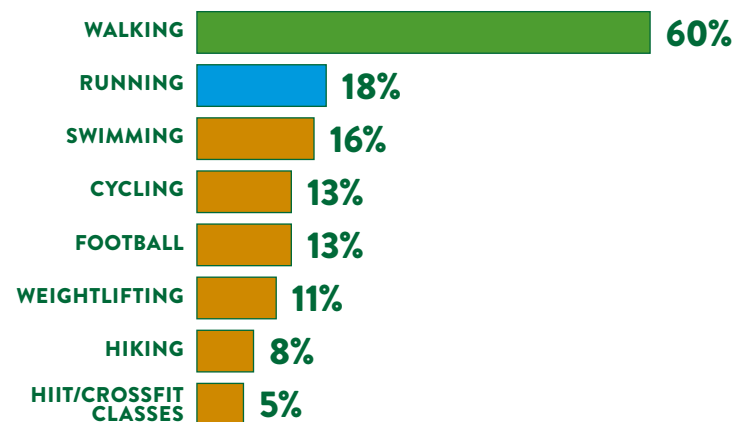
Activity trends in the UK & Ireland

We know that factors such as work, family life and various hobbies all impact the amount of time people spend being active daily. While life can and does get in the way, keeping active is incredibly important to our overall health and wellbeing.

Habits developed when the UK and Ireland were plunged into lockdowns over the last couple of years have stuck, with **a third (33%) claim to have maintained the same level of activity as last year**. This rings true when looking at how often people across the UK and Ireland are exercising each week, with the data revealing the average number remains at four times a week, the same as in 2021.

Discovering what type of exercise you enjoy is a major first step on the road to a more naturally active lifestyle. If you're having fun while exercising, it is much easier to incorporate it into your daily routine. **The most popular form of exercise is walking**, with over half (60%) of people across the UK and Ireland claiming to do this form of exercise most often, followed by running (18%) and swimming (16%).

The most popular forms of exercising:



The Most and Least Active Towns

Flora's research into activity levels shows the **most active town in the UK & Ireland is Cork**, where residents spend 58 minutes being active a day. That's almost twice as long as last year (32 minutes in 2021)!

Meanwhile residents of Edinburgh – which was Least Active Town in 2021 – have been busy getting active since our last report. They now spend 53 minutes exercising daily compared to just 28 minutes in 2021, making them top of the table in the UK.

At the other end of the table, residents of **Brighton** spend **just 41 minutes being active a day**, compared to the 43 minutes they were spending exercising in 2021.

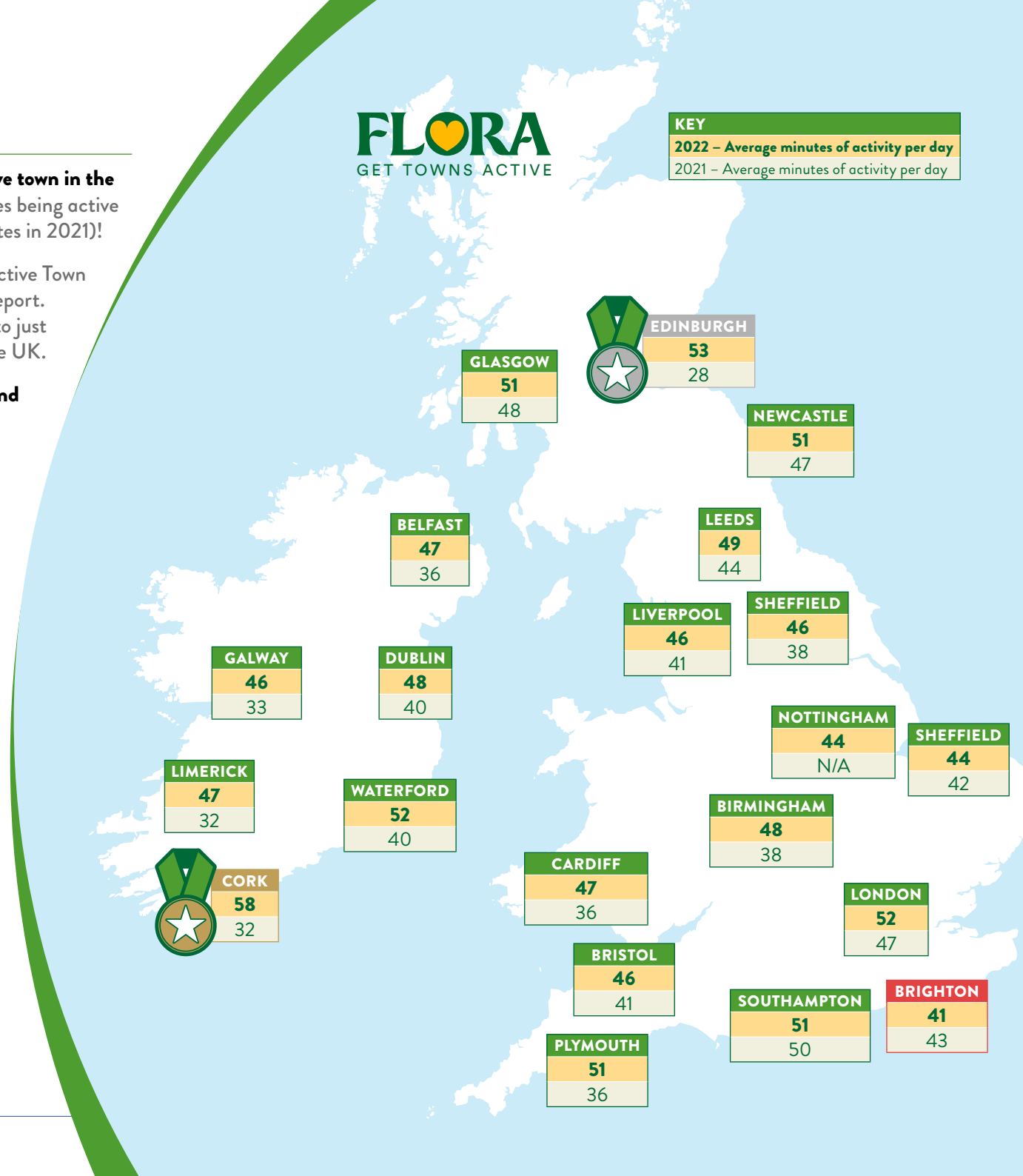
The average amount of time people spend being active a day has risen for the third year in a row. People across the UK and Ireland are spending 46 minutes exercising daily on average, an increase of 2% compared to 2021 (45 minutes), and a whopping 40% since 2020, where **Flora research shows that residents in the UK and Ireland were averaging 33 minutes a day.** While we know it is challenging to balance a healthy and active lifestyle, it is great to see that people are still finding the time to exercise each day while negotiating the challenges of busy post-lockdown life.

The average time people in the UK and Ireland are active on a daily basis compared to previous years:



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KEY
2022 – Average minutes of activity per day
2021 – Average minutes of activity per day



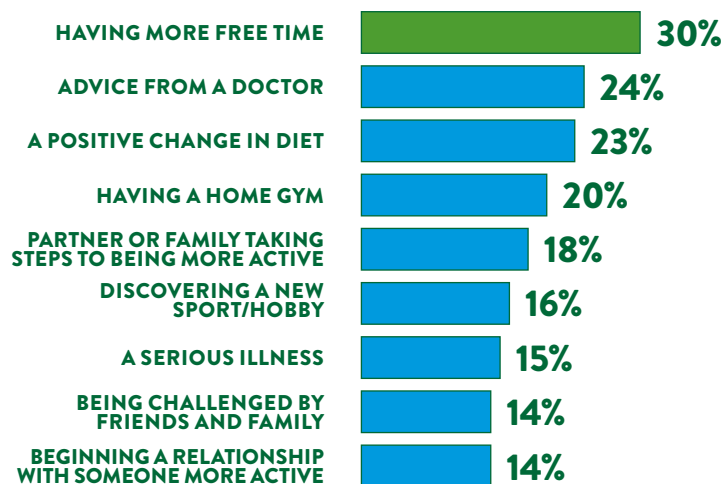
Finding motivation

Getting active is one thing, however staying active is where most people struggle to be consistent. When asked what lifestyle changes would help encourage people to live a more active lifestyle, having more free time topped the list. **30% of residents in the UK and Ireland claimed that having more spare minutes in the day would allow them to take steps to being more active**, and one in five said having a home gym would be enough to motivate them to start exercising.

Diet also plays a factor, with almost a quarter (23%) of people across the UK and Ireland stating that a positive change in diet would encourage them to take those natural next steps to a healthy lifestyle.

Despite the struggles with feeling motivated to exercise, it proves to be worth the commitment, with **60% of respondents claiming that being more active has a positive impact** on other areas of their lives.

Lifestyle changes that would encourage people to live a more active lifestyle:



ENERGY BALLS

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FOR RECIPE



Keeping fit, eating well

Keeping fit and healthy isn't only about making sure you stay active, it is ensuring that your body gets the natural, nutritious goodness it needs to function well, with **77% of Brits claiming that having a natural, healthy diet is an important part of living an active lifestyle**. A great way to get great-tasting goodness into your diet is to switch to using a plant-based spread like **Flora 100% Natural Ingredients**, which is free from preservatives, artificial colours, and flavours.

Over the last year, the UK and Ireland have come out of lockdowns and regular daily life has resumed, which in turn has meant the nation's positive attitude towards healthy eating has slowed down somewhat. While eating healthy is important to people, data shows it may have taken a back seat. In 2021, 54% claimed to have made healthier food choices during that year, but latest data now shows **47% of people are opting to eat more healthy foods**, meaning this year has seen an 8% drop in those good habits.

Getting creative in the kitchen and trying new food options are two other ways that people are looking to fuel their fitness, with **30% opting for more plant-based ingredients at home**. A simple, plant-based swap people can make is to use **Flora Lighter** or **Flora 100% Natural Ingredients**, which are 100% plant-based and naturally filled with the goodness of Omega 3 and 6, whilst containing less saturated fat than butter. See **Flora.com** for details.



Mind and body

Taking care of your mental wellbeing is just as important as looking after your physical health and the link between the two is as strong as ever, with **54% of people across the UK and Ireland stating that they prefer to exercise for their mental health** rather than to look good.

It's not just exercise that improves mental health; making healthy changes to your diet has a big effect too. **Over half of respondents feel that eating well improves their mental health (59%)** and feel happier when they have a balanced diet (57%).

**CHOCOLATE,
ALMOND &
RASPBERRY
BROWNIES**
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FOR RECIPE



What does all this mean...

It's really positive to see that people in the UK and Ireland are exercising more than recent years (46 minutes a day on average), and making healthier food choices (47%), including choosing more plant-based options (30%). And many find that eating well and being more active helps maintain good mental health (59% and 54% of respondents respectively), it's clear to see why people are making these changes!

That's why **Flora** is encouraging everyone across the UK and Ireland to take the next step towards a healthy, more active lifestyle, in a way that feels natural to you. That might be making a commitment to walking more often, trying a new activity with friends, or cooking more nutritious meals with family.

To help us spread the message, Paula and Mark are being joined by a team of Get Towns Active Activists, a dynamic group of people across the nation who are committed to inspiring others to get more active, by sharing their top tips on everything from exercise to nutrition.

Follow their journey in the build-up to the 2022 TCS London Marathon on 2nd October by following the hashtags **#TeamFlora** and **#GetTownsActive** on Instagram.

All data included in this report is based on consumer research conducted between 10th and 23rd August 2022, comprising 2,320 adults across the UK and Ireland.



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