

Middle Britain Gets Bigger

Research reveals the nation is 23 million stone overweight after a lazy summer

Brits estimate they're carrying a staggering 23 million stone in excess weight¹ - that's over 16lbs per person - and the bulk of this is carried around our middles, research by Loveyourgut.com reveals today. The study coincides with Gut Week (23rd-29th August), which aims to raise awareness of the importance of good gut health, and shows that a summer of indulgence has not helped.

Despite a hot summer bursting with major sporting events, many Britons claim this hasn't had a positive impact on their exercise efforts. In fact, the heat is blamed by almost a quarter (22%), who say their fitness regimes go out the window when it's too hot. And, rather than being inspired to get out and play football during the World Cup, 14% think the month of matches actually had a detrimental effect on their health as they ate and drank more than normal.

It seems that after a number of dismal summers, we've embraced the sunshine and this has led to a summer of socialising, with visits to the pub and barbeques high on the agenda - the average Brit clocked up 73 pub visits and approximately 40 barbeque sessions². What's more, almost two thirds (61%) admitted to eating more on these occasions than they would at a 'normal' meal.

Over the course of the summer season, the average Brit consumed:

- 81 cans of beer & 57 glasses of wine
- 73 bags of crisps
- 59 bar snacks such as pork pies or scotch eggs
- 56 sausages & 54 burgers
- 36 ice creams

Not helped by a summer socialising indulgence, the average British adult is carrying around an excess of approximately 16.5lbs (over 1 stone), and nearly one fifth (17%) of us admit we usually put on weight during the summer. For almost all (89%), the effects are most noticeable on our tummies - which may not only be unsightly, but means we're also potentially putting our health at risk.

Dr Christian Jessen, medic and supporter of Gut Week 2010 says, "It seems that the hot weather has led to a more relaxed view towards exercising and our diet. We all like to indulge from time to time but it can sometimes get out of control. Carrying excess weight around the middle - especially inside the abdomen and around the vital organs - significantly increases your risks of developing type 2 diabetes, heart disease, acid reflux and other digestive problems. Exercise and a healthy, balanced diet are the most important ways of helping to shift that central fat and improving your overall health."