



Press Release

15th July 2008

BRITISH WORKERS CHOOSE SOFA OVER TREADMILL

A ground breaking new survey commissioned by The Standard Chartered Great City Race has today revealed that 45% of Londoners last put on a pair of jogging bottoms to slouch around at home in front of the television rather than go for a run or participate in other forms of physical exercise. However, far from exposing Londoners as being 'exercise shy', the research, carried out by Tickbox.net, actually reveals a city full of good intentions, with almost half (40%) of workers in the capital intending to go for a run every week, three times as many as in the North-West (15%), nearly twice as many as Scotland (23%), the North-East (24%), South-East and South-West (25%).

Managers across the country lead the way when it comes to seeing their fitness plans through. The nationwide research shows 2 in 5 people in London intended to go for a run last week but did not get round to it but 11% more people working in middle or senior management positions went for a run each time they intended to.

Feeling too tired after work is the most common reason for missing a run (57%), followed by the lack of a running partner (30%) and working too late to have time for a run (27%). The unique team aspect of The Standard Chartered Great City Race is something which addresses the problems people have in finding a running partner with workers being able to join up with their colleagues to run a manageable 5 kilometre distance in a fun team environment.

Colin Jackson CBE, official ambassador for **The Standard Chartered Great City Race**, commented, *"Keeping fit is a vital aspect of ensuring a work-life balance and the results of this survey highlight the difficulties which workers have in finding the time and motivation to run and do exercise on a regular basis. This being my 2nd year as an ambassador for The Standard Chartered Great City Race, I had the opportunity of seeing first hand last year how effective it is in getting people out from behind their desks and running with their co-workers.*

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"With the Olympics taking place later this year there is an added inspiration for workers to undertake regular exercise and although people lead busy lives it is essential to make time for keeping yourself in shape."

Research into the attraction of watching sport versus actually participating in sport has also generated some surprising results with only 10% of the population spending 3 hours or more participating in their favourite spectator sport each month. Notably, 1 in 4 Londoner's admit to having spent more money watching sport rather than participating last year with 15% saying they have spent 'far more'.

Kate Harvey from **The Centre for Workplace Health** said, *"The research clearly shows that workers have good intentions when it comes to participating in exercise but these intentions sometimes fall through due to the pressures associated with working life. The Standard Chartered Great City Race is a fantastic vehicle for making it easier for people to get involved in exercise ensuring that runners can easily find partners and train for a feasible distance. It is interesting to note that 30% less people in the north-west want to run regularly compared to Londoners and this suggests that the capitals' work force are more aware of the need for regular exercise."*

The poll was conducted in conjunction with London's premier 5k team challenge, The Standard Chartered Great City Race, which takes place this Thursday at 19.15 through the closed off streets of London's square mile. A record 6,500 runners are set to pound the streets with companies entering larger teams than ever before including asset management giant Investec with 100 and legal firm DLA Piper with a team of 80 runners.

The race, which supports Breakthrough Breast Cancer, passes by some of London's most notable landmarks including the London Stock Exchange and St Paul's Cathedral. Last year the race raised over £75,000 for Breakthrough and its popularity is set to soar even further this year as teams from the banking, accountancy, legal, insurance and media fields all battle it out to be crowned with their coveted industry prize. Further details about the race can be found at www.cityrace.co.uk

-ENDS-



Additional results include:

National

- 23% have intended to go for a run in the past week, but didn't actually end up going
- 57% said that if they miss a run, it is because they are often too tired after a day of work and can't be bothered
- 30% said that it's because they don't have anyone to run with so don't have the motivation to go out alone
- 23% said that it's because there is something better to watch on TV
- 39% last wore a tracksuit/jogging bottoms to slouch around at home/watch TV
- 47% never take part in their favourite spectator sports
- 27% do not take part in any sport

London

- 40% have intended to go for a run in the past week, but didn't actually end up going (**highest in UK**)
- 70% said that if they miss a run, it is because they are often too tired after a day of work and can't be bothered
- 50% said that it's because they don't have anyone to run with so don't have the motivation to go out alone (**highest in UK**)
- 51% said that it's because there is something better to watch on TV (**highest in UK**)
- 45% last wore a tracksuit/jogging bottoms to slouch around at home/watch TV
- 43% never take part in their favourite spectator sports
- 21% do not take part in any sport (**lowest in UK**)



For further information on the race and interview opportunities please contact:

The Standard Chartered Great City Race – Press Office

Daniel Krendel: 020 7940 1733 / 020 7940 1700 / dkrendel@capitalize.co.uk

Leigh Ireland: 020 7940 1703 / 020 7940 1700 / lireland@capitalize.co.uk

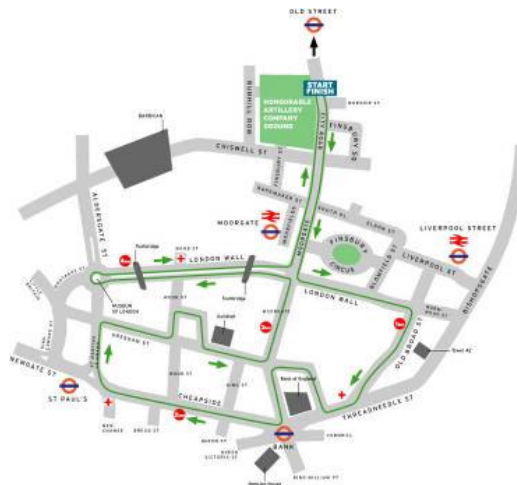
www.cityrace.co.uk

London Marathon Press Office

Nicola Okey: 020 7902 0182 / nicolao@london-marathon.co.uk

Natasha Grainger: 020 7902 0199 / natashag@london-marathon.co.uk

Race Route Map:



Standard Chartered Bank

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries.



The bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. For more information, please visit: www.standardchartered.com



Breakthrough Breast Cancer is the UK's leading charity committed to fighting breast cancer through research, campaigning and education. The charity needs to raise £25 million each year for the next three years to support its vital work.

Breakthrough Breast Cancer is delighted to be the beneficiary of this fantastic event and your support is greatly appreciated. We would like to encourage as many runners as possible to raise additional funds for this worthy cause by raising your own race sponsorship for the charity.

Over 44,000 women are diagnosed with breast cancer each year and it claims the lives of more than 1,000 women every month.

To find out more about fundraising for Breakthrough call 020 7025 2483 or email running@breakthrough.org.uk

www.breakthrough.org.uk Registered Charity Number 1062636



The 2007 Standard Chartered Great City Race was the recipient of the Corporate Sponsorship Award at the 2008 Hollis Sponsorship Awards