



MEDIA RELEASE

**AUSTRALIAN MEN TRAIN FOR THEIR OVERALL WELLBEING
RATHER THAN THEIR PHYSICAL APPEARANCE**

Monday, 26 October, 2015: *Men's Health* magazine today released the findings of a national *Men's Health Man* survey that reveals Australian men train to feel more confident and relieve stress.

In partnership with REXONA, *Men's Health* has launched a national search to uncover Australia's '*Men's Health Man*' – a campaign that recognises well-rounded men who endeavour to be the best they can be in all aspects of life from fitness and work to style and health.

The *Men's Health Man* online survey found that Australian men on average train 4.5 times a week. This echoes the findings of the ABS survey: *Australian Health Survey: Physical Activity, 2011-12*, which found that men work out for an average time of 4.2 hours each week with a typical training session lasting for about an hour.

Nearly 50 per cent of the *Men's Health Man* survey respondents admitted they train to feel more confident. Forty-seven per cent use training as a form of stress-relief, showing how men use exercise as a way to manage their overall wellbeing.

When it comes to motivation, one in three men use the goal of training for a sport or fitness event (32.7 per cent). Meanwhile one in four rely on training with a friend to ensure they keep turning up.

Work commitments are the key reason for missing a training session according to 60 per cent of respondents. One in three admit to ducking sessions through laziness.

Overall, Australian guys enjoy their training and are a committed bunch with 31 per cent saying they never falter from their training regime. Only one in 10 men have never committed to a training / fitness regime.

Luke Benedictus, *Men's Health's* Editor says, "This new research shows that modern men recognise the value in sticking to a regular training regime. Today, life is busier than ever, but the fact that so many guys still find the time and commitment to train four times a week is hugely impressive.

“Men are increasingly aware that regular exercise is an effective stress-release valve for the pressures of modern life. Regular training isn’t just good for the body, it’s also good for the mind.”

Jon McCarthy, Marketing Director Deodorants and Male Grooming Unilever Australia and New Zealand says, “Guys are more switched on than ever when it comes to health and fitness, and these results show fitness training is an important tool in helping them to maintain balance across all aspects of their lives.”

Men’s Health publisher Jackie Frank said: “The Men’s Health Man is a national search for the guy who best embodies the ethos of the magazine. *Men’s Health* readers are active, successful, performance-driven men so we expect the competition to be hotter than ever this year.”

The 2016 *Men’s Health Man* will be revealed at a gala event in Sydney on 3 May 2016.

For further information on the national *Men’s Health Man* competition, visit www.menshealthman.com.au. Entries close on Sunday, 6 December, 2015.

Ends.

For further information and interviews, please contact:

Jane Morey, *morey media*

T: 02 9954 7955 E: info@moreymedia.com.au