WE ARE UNDEFEATABLE

LATEST CAMPAIGN TRACKING RESULTS: SPRING 2022 BURST

April 2022
Source: DJS Research

WE ARE UNDEFEATABLE

QUANTITATIVE RESEARCH OVERVIEW

TIMELINE: WAVE ON WAVE

This report concludes the 9th wave of the survey. A pre-campaign wave carried out in August 2019 prior to the launch in September with 8 subsequent post-campaign waves throughout 2019-2022.

METHODOLOGY

Interviews were carried out using Dynata panel with quotas set to ensure that the sample is broadly representative by region, age, gender and LTC. CAPI data was collected F2F in areas across England.

NUMBER OF INTERVIEWS

	PRE-CAMPAIGN (2nd - 27th August 2019)	**POST-CAMPAIGN W1** (8th - 27th October 2019)	**POST-CAMPAIGN W2** (20th March - 7th April 2020)	**POST-CAMPAIGN W3** (15th July – 3rd August 2020)	**POST-CAMPAIGN W4** (21st Oct – 12th Nov 2020)	**POST-CAMPAIGN W5** (30th Mar – 22nd Apr 2021)	**POST-CAMPAIGN W6** (3rd – 20th Aug 2021)	**POST-CAMPAIGN W7** (12th Nov – 1st Dec 2021)	**POST-CAMPAIGN W8** (22nd Mar – 12th Apr 2022)
Online	1,292	1,338	1,340	1,350	1,340	1,340	1,349	1,340	1,340
CAPI*	710	642	-	-	-	-	668	658	698

***Note on CAPI data and analysis:**

The F2F CAPI interviews are aimed to collect data from more vulnerable, harder to reach and digitally excluded audiences. As such, the sample profile differs for online and CAPI, with CAPI more likely to be older and inactive.

As in the last report, we have focused on the total sample when analysing the results, showing online only trends for past waves where relevant.

SAMPLE PROFILE (TOTAL)

The sample profile for this wave was matched to the sample from previous waves.

Minor weighting was applied to the post-campaign data on gender and number of conditions to ensure the sample profiles matched.

SAMPLE PROFILE

Gender	
Female	58%
Male	41%

Social Grade	
AB	25%
C1C2	41%
DE	33%

Age	
18-34	17%
35-44	16%
45-54	14%
55-64	26%
65+	26%

Nº Conditions	
Single condition	45%
Multiple conditions	55%

In line with guidance, sig testing is measured at 95%. Bases under 50 are flagged to be treated with caution.

SURVEY OVERVIEW

Attitudes towards physical activity

Motivations and barriers to physical activity

Spontaneous and prompted campaign recall

COVID specific questions

Understanding and attitudes towards the campaign

Actions undertaken as a result of the campaign

EXAMPLE STIMULUS

Social media

TV storyboard

WE ARE UNDEFEATABLE

KEY FINDINGS

2 IN 5 REMAIN ANXIOUS ABOUT CORONOVIRUS AND THE FUTURE

Q021a Which of the following, if any, have concerned you as a result of the pandemic and lockdown? Base: all participants (n=2,038)

Denotes statistical significance

PEOPLE STILL PREFER TO EXERCISE AT HOME DESPITE WORRYING LESS ABOUT EXERCISING WITH OTHERS

Q20e Thinking about the Covid-19 outbreak, to what extent do you agree or disagree with each statement? Base: All participants (n=2,038)

Denotes statistical significance

KEY BARRIERS TO INCREASING ACTIVITY INCLUDE PAIN, TIREDNESS AND PERCEIVED UNPREDICTABILITY OF LTC

Q18. Which of the following reasons, if any, prevent you from increasing the amount of physical activity you do? Base: All participants (n=2,038)

LATEST DIGITAL-ONLY BURST CUT THROUGH TO 2 IN 5, A DECLINE REFLECTIVE OF LOWER MEDIA INVESTMENT

Total sample: Recall of the campaign across channels…

Q027 Here are some images from an advert that was shown on TV. Have you seen this ad on TV before today? Base: all participants (n=2,038) Q029 Here are some example social media posts. Have you seen these sort of posts anywhere on social media before today, for example Facebook, Twitter, Instagram or YouTube? Base: all participants (n=2,038)

Denotes statistical significance

THE PROFILE OF THOSE AWARE OF THE CAMPAIGN HAS SHIFTED SLIGHTLY TOWARDS 18-34s, THE MORE ACTIVE AND THOSE WITH SINGLE CONDITIONS

Total sample: Profile of those aware of the campaign, including advert

QCampaignVarXB. Awareness of campaign variables. Base: All respondents aware of the campaign, including the advert (n=827)

Denotes statistical significance

THE PROPORTION OF PEOPLE WHO HAVE TAKEN ANY ACTION AS A RESULT OF SEEING THE CAMPAIGN HAS SIGNIFICANTLY INCREASED

Total sample: % of those aware of the campaign who have taken any action as a result …

Action taken is higher among:
- 18-44s
- Aware via social media
- Those already active

Denotes statistical significance

Q032 As a result of seeing the campaign, have you done any of the following? Base: all participants aware of the campaign (before prompting with TV advert) (n=605)

OVER 1 IN 6 PEOPLE WITH LTC's HAVE TAKEN AN ACTION AS A RESULT OF THE CAMPAIGN

Proportion of all respondents who have taken action as a result of the campaign…

Denotes statistical significance

Q032 As a result of seeing the campaign, have you done any of the following? Base: rebased on all participants (total n=2,038)

THERE HAVE BEEN INCREASES IN INFORMATION GATHERING AND PHYSICAL ACTIVITIES

Total sample: Proportion of those aware of the campaign who have taken any action as a result…

Q032 As a result of seeing the campaign, have you done any of the following? Base: all participants aware of the campaign (before prompting with TV advert) (n=605)

Denotes statistical significance

DIP IN RELATABILITY BUT THE ADS DO STAND OUT IN COMPARISON TO OTHERS

Total sample: Standout & enjoyment statements
% agree

Q036 Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: All participants (n=2,038) (online only waves carried out between W2-W5, therefore no total sample data plotted)

Denotes statistical significance

OVER THREE QUARTERS OF PEOPLE FEEL THE CAMPAIGN SHOWS PEOPLE WITH LTCs CAN BE ACTIVE

Total sample: Key message delivery statements
% agree

Q036 Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: All participants (n=2,038) (online only waves carried out between W2-W5, therefore no total sample data plotted)

Denotes statistical significance

TOP TAKEOUTS FROM SPRING 2022 BURST

1. **Still a challenging context for people living with health conditions**

2. **Campaign recall dipped this burst but remained respectable in view of spend**

3. **Reaction to the campaign remains positive**

4. **Significant increase in actions taken may be in part due to profile of those exposed to the campaign – resulting in stable overall impact**