

**WE ARE
UNDEFEATABLE**

**Latest Campaign Tracking Results: Spring 2024 Burst
June 2024 / Source: DJS Research**



BREAST
CANCER
NOW

ASTHMA+
LUNG UK



PARKINSON'S
UK

Retiree
Mental
Illness

ROYAL
VOLUNTARY
SERVICE



British Heart
Foundation

VERSUS
ARTHRITIS

BritishRedCross

MACMILLAN
CANCER SUPPORT



Stroke
Association

MS Society

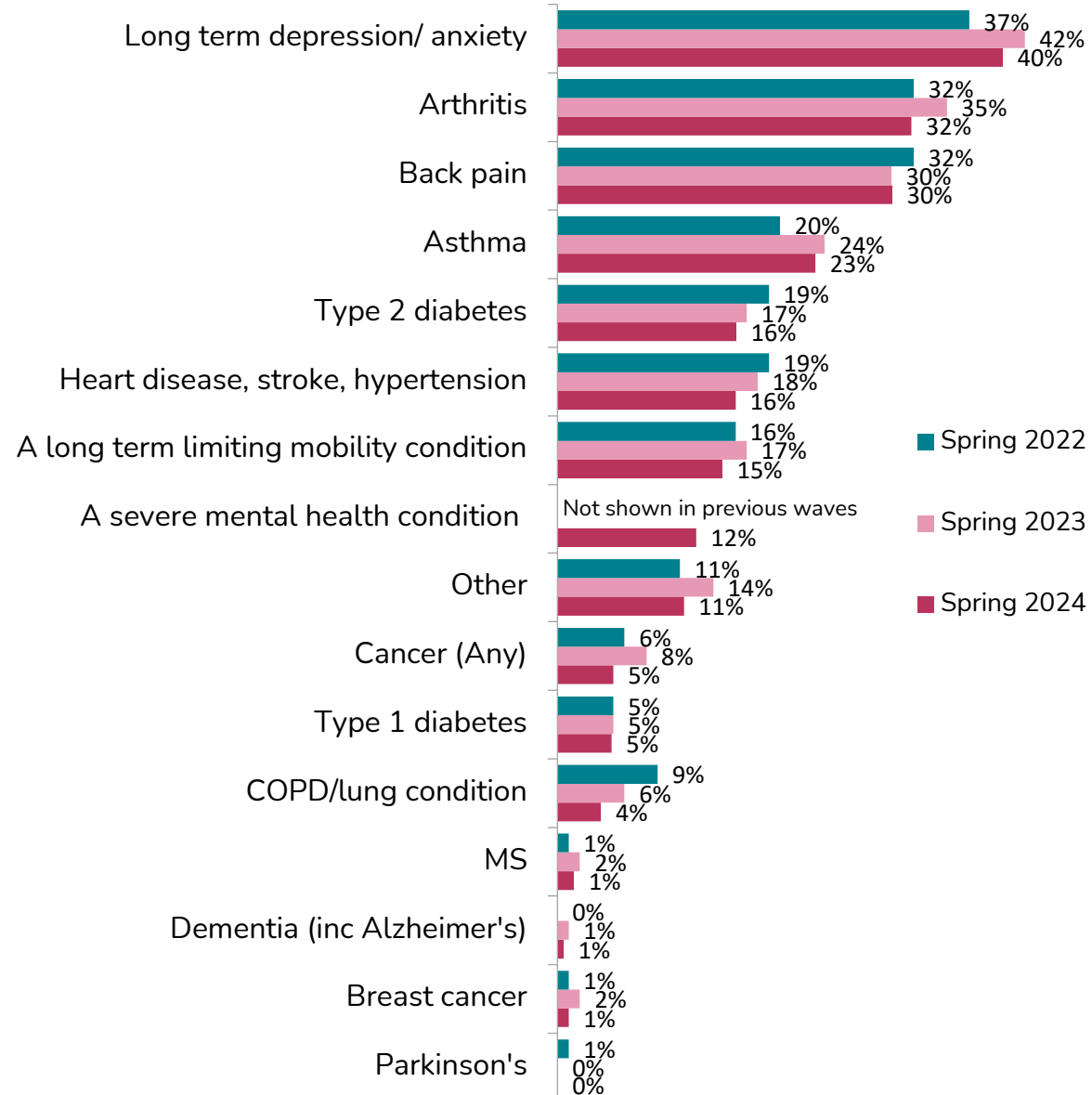
DIABETES UK
KNOW DIABETES, FIGHT DIABETES



WAU QUANT TRACKER: LARGE, CONSISTENT & DIVERSE SAMPLE

Sample profile, n=1,338

Gender	
Female	61%
Male	39%
Social Grade	
AB	35%
C1C2	36%
DE	28%
Age	
18-34	19%
35-44	25%
45-54	17%
55-64	30%
65+	9%
Disability	
Identify as disabled	56%
Not disabled	42%



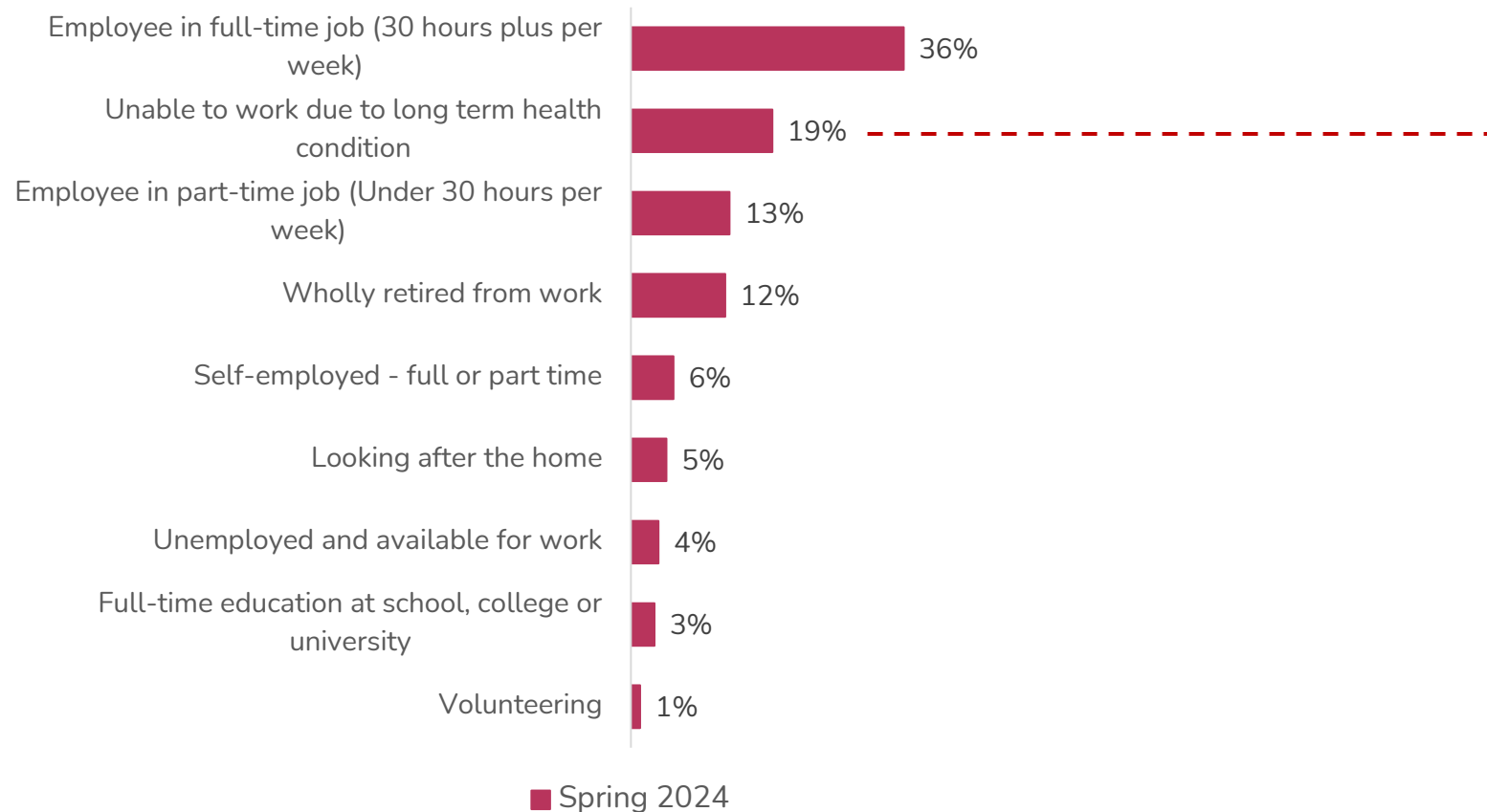
NOT JUST ABOUT THE CAMPAIGN ITSELF

- We also collect & track data on:
 - Barriers to physical activity
 - Perceived benefits of physical activity
 - Engagement with healthcare professionals about physical activity
 - Working status and whether affected by their LTHC
 - Disposable income
 - Digital access to online health & physical activity services

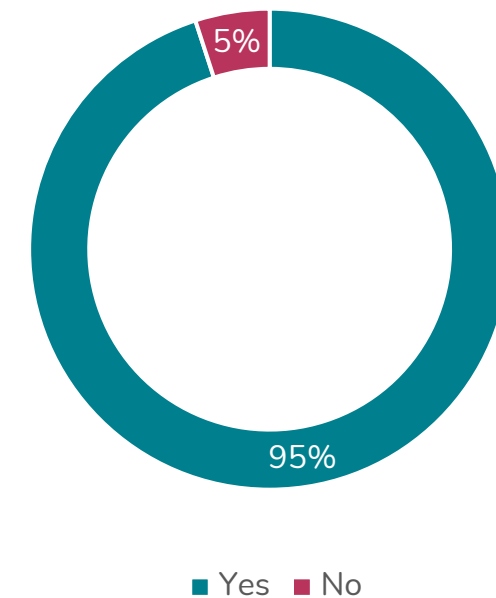
➔ Happy to share more / tailor insights where we can

ALMOST ALL PEOPLE OUT OF WORK DUE TO THEIR HEALTH CONDITION WOULD BE WORKING IF THIS WERE NOT PRESENT

Employment status



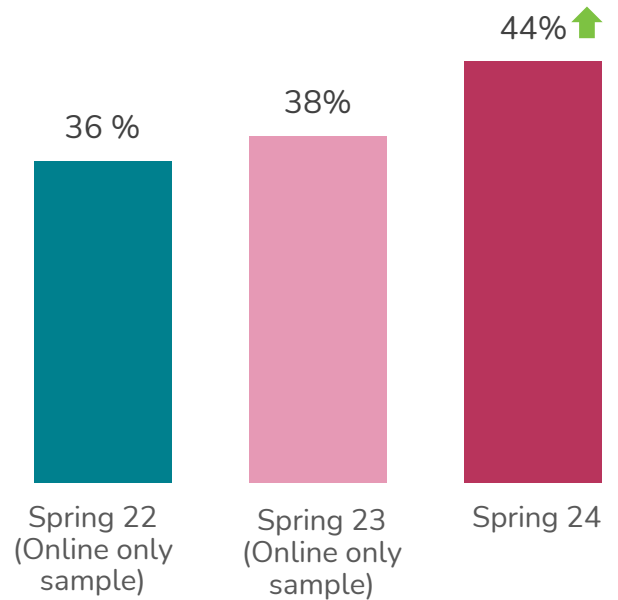
Would you be in work, if you did not have an LTC?



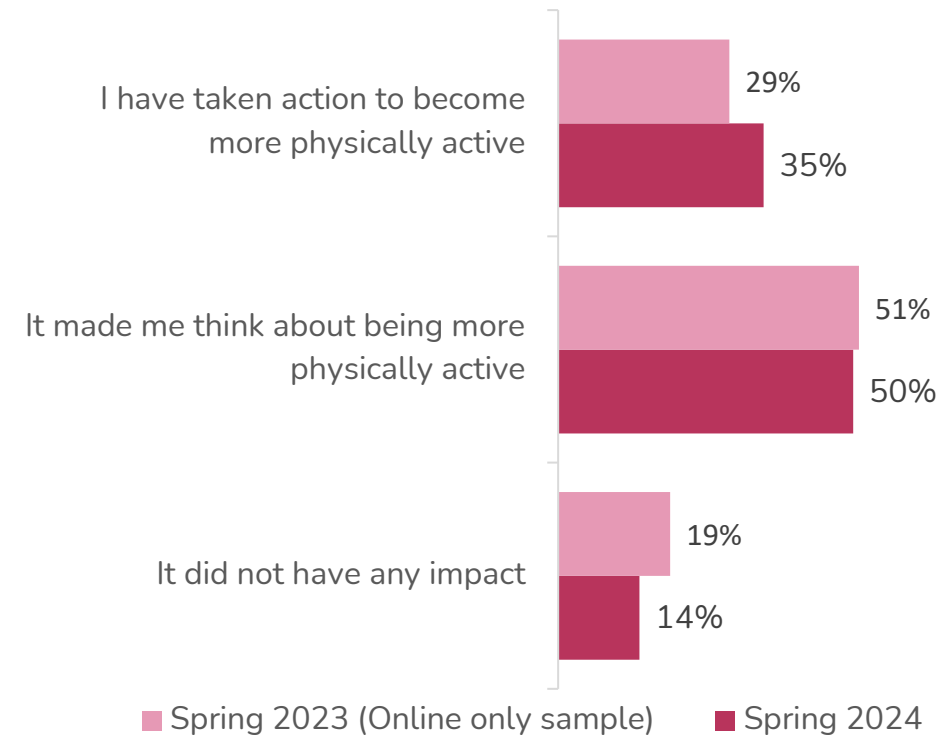
Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. C05. Which of these activities best describes what you are doing at present?
C05b. If you did not have this long-term health condition, would you otherwise be in full-time or part-time employment?
Base: Employment status = 1,338 with LTCs; Unable to work due to long-term health condition = 237

MORE PEOPLE ARE CONVERSING WITH HEALTHCARE PROFESSIONALS ABOUT PHYSICAL ACTIVITY AND HALF SAY IT HAS MADE THEM THINK ABOUT INCREASING THEIR ACTIVITY

Proportion of those whose HCP spoke about being physically active:



Impact of conversation on physical activity:



Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. C03b. And did any of these professionals you talked to in the past month speak to you about being physically active? C03c. And did the conversation(s) have any impact on your physical activity? Please select the statement that best applies. Base: All who have visited/spoken with any type of HCP (Spring 2024; 1,021; Spring 2023, 974; Spring 2022, 906)/ all who have had conversations with HCP about physical activity (Spring 2024, 450; Spring 2023, 375)

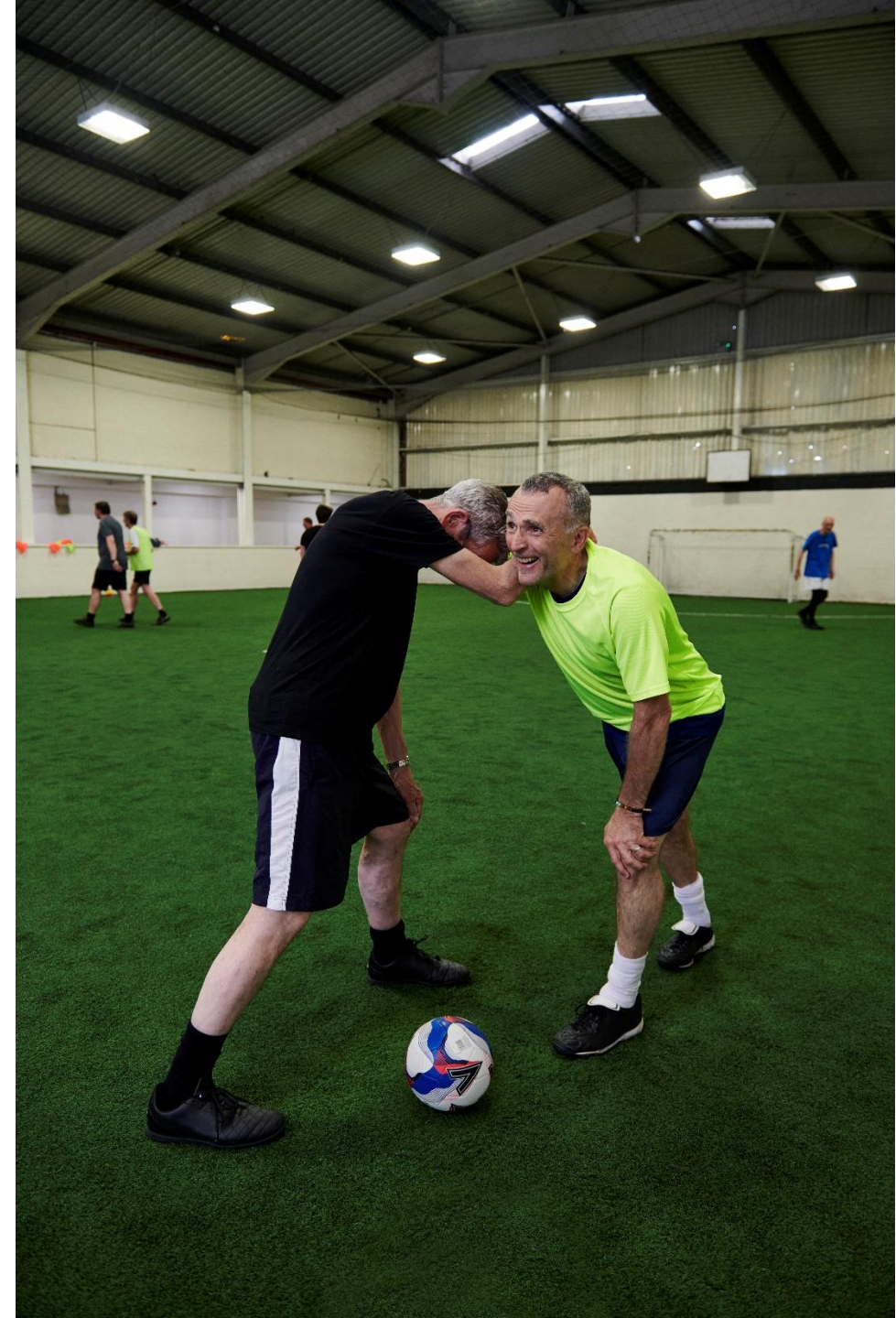
↑↓ Denotes statistical significance

LATEST CAMPAIGN TRACKING HEADLINES FOR SPRING BURST

GOOD CAMPAIGN RECALL GIVEN MEDIA SPEND

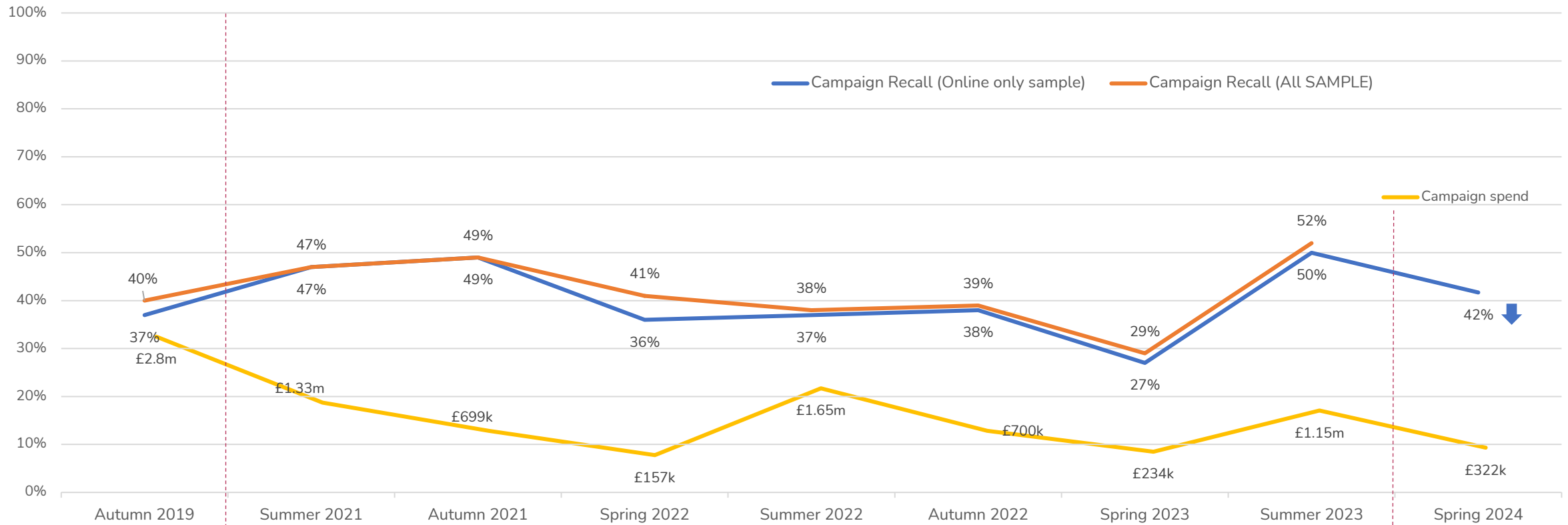
STRONG RESONANCE & ACTIONS TAKEN

OPPORTUNITIES TO BUILD WAU BRAND



RECALL OF CAMPAIGN ASSETS RETURNS TO LEVELS CONSISTENT WITH PREVIOUS WAVES

Campaign recall (trend analysis)

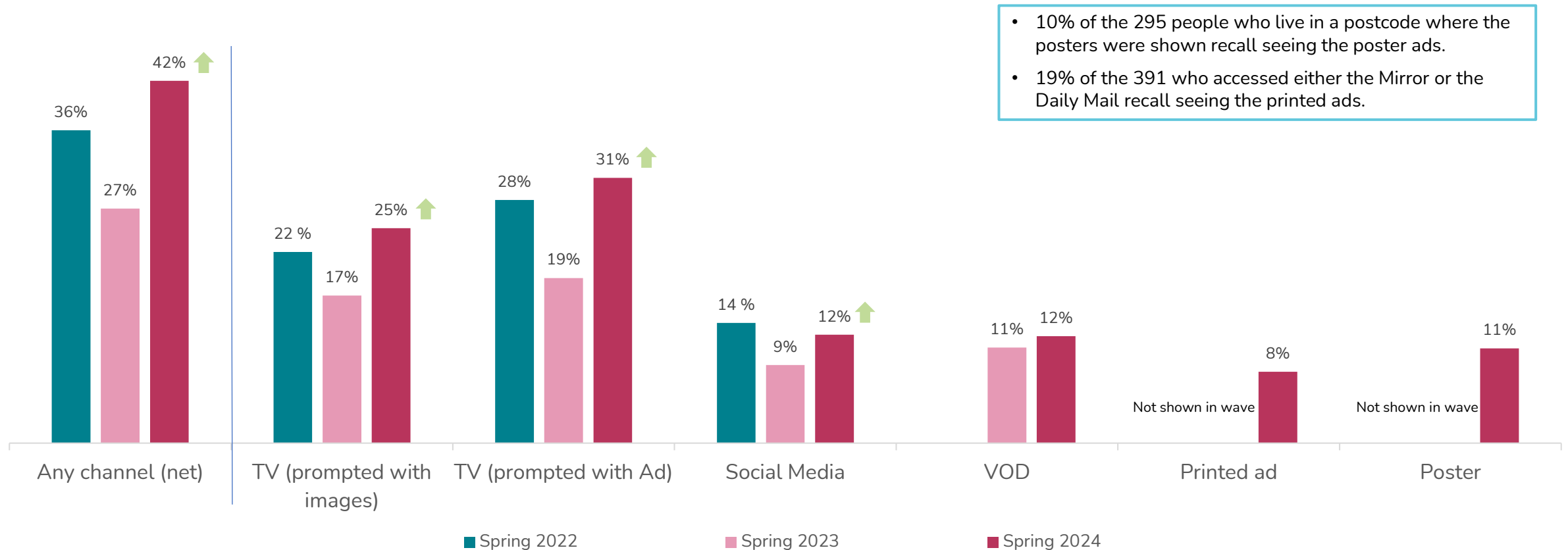


Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024.
 Base: 1,338 with LTCs. ⬆️⬆️ Denotes statistical significance

Elements of the campaign spend figure continued after fieldwork in Summer 2023.

ACROSS PREVIOUS SPRING WAVES, RECALL IS AT ITS HIGHEST LEVEL SINCE 2022

Campaign asset recall, spring waves and online only sample

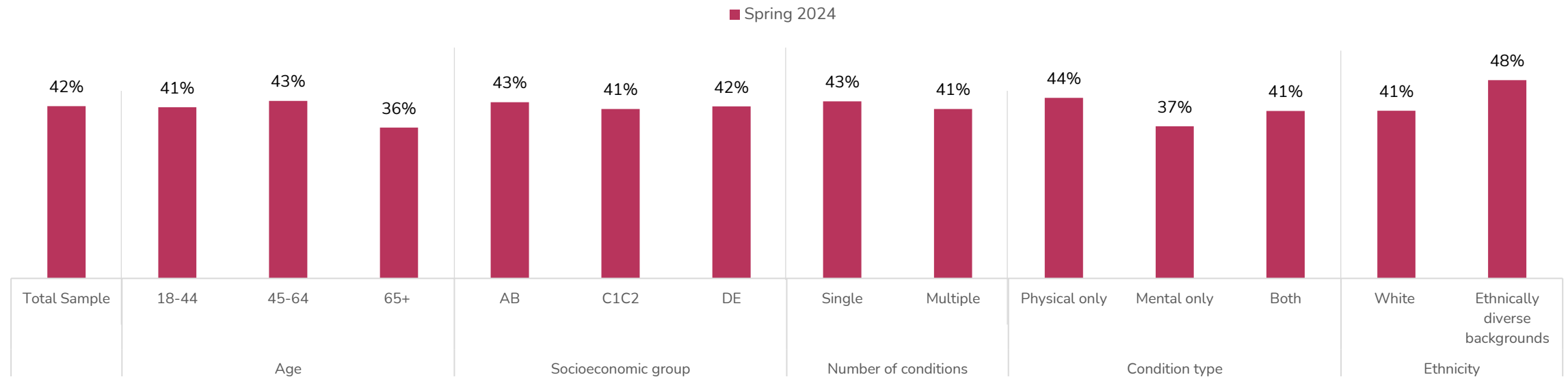


Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. 'Move To Your Mood' and 'Loose Women' were not asked in this wave and are not shown here
 Base: All with LTCs (Spring 2024, 1,338; Spring 2023, 1,333; Spring 2022, 1,340).

↑ ↓ Denotes statistical significance

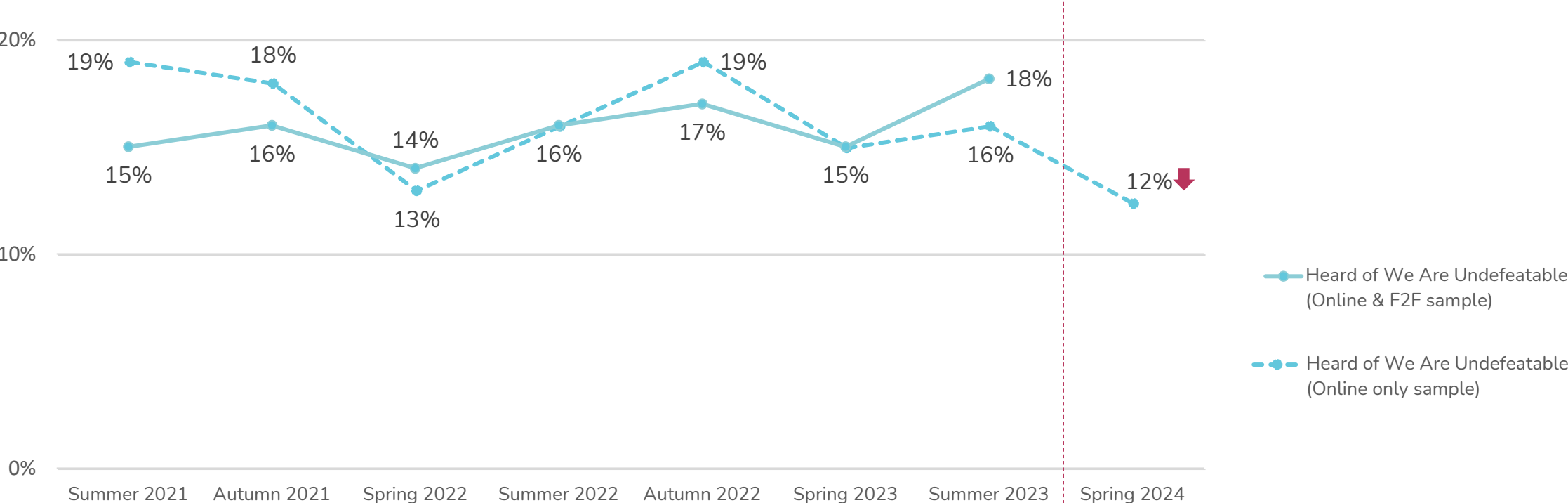
RECALL IS SIMILAR ACROSS MOST OF THE KEY SUB-GROUPS

% who recall the campaign via any channel



HOWEVER, AWARENESS OF THE WAU NAME IN ISOLATION IS LOWER THIS WAVE - BRAND ATTRIBUTION COULD BE IMPROVED

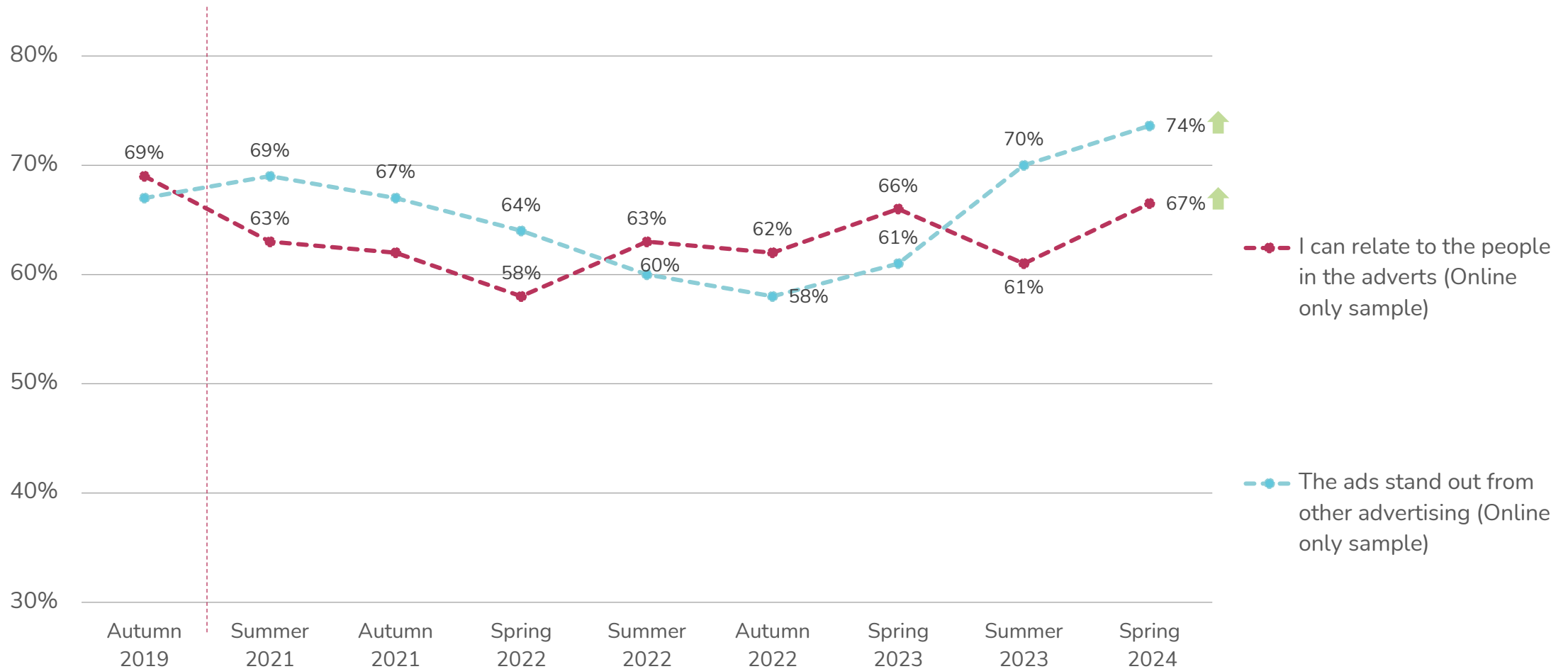
Awareness of the We Are Undeatable campaign name



Source: DJS tracking research on behalf of We Are Undeatable, Spring 2024. Before today, have you heard of a campaign called 'We Are Undeatable'?
Base: 1,338 with LTCs.

↑ ↓ Denotes statistical significance between Summer 2023 online only and Spring 2024

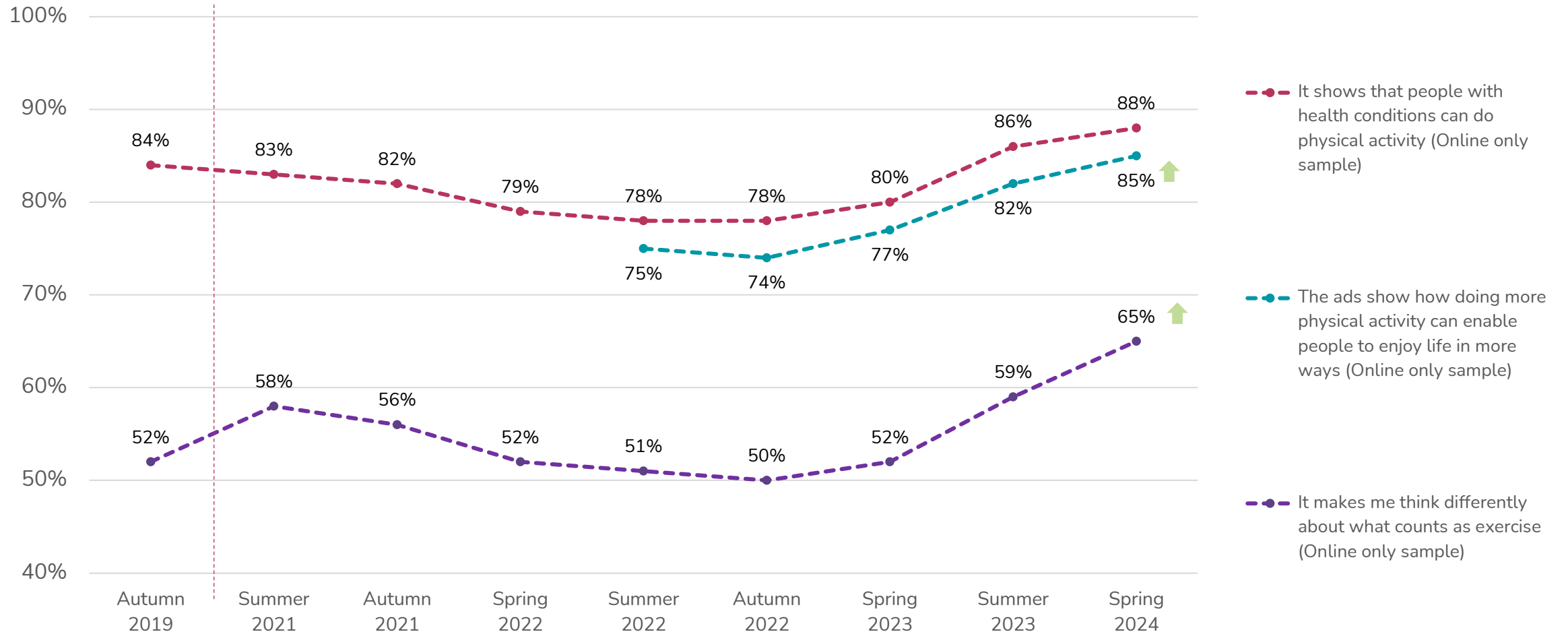
RELATABILITY AND STAND OUT HAVE SEEN SIGNIFICANT RISES



Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. Q36. 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: 1,338 with LTCs.

↑↓ Denotes statistical significance between Summer 2023 online only and Spring 2024

HIGHEST EVER MESSAGE TAKEOUT

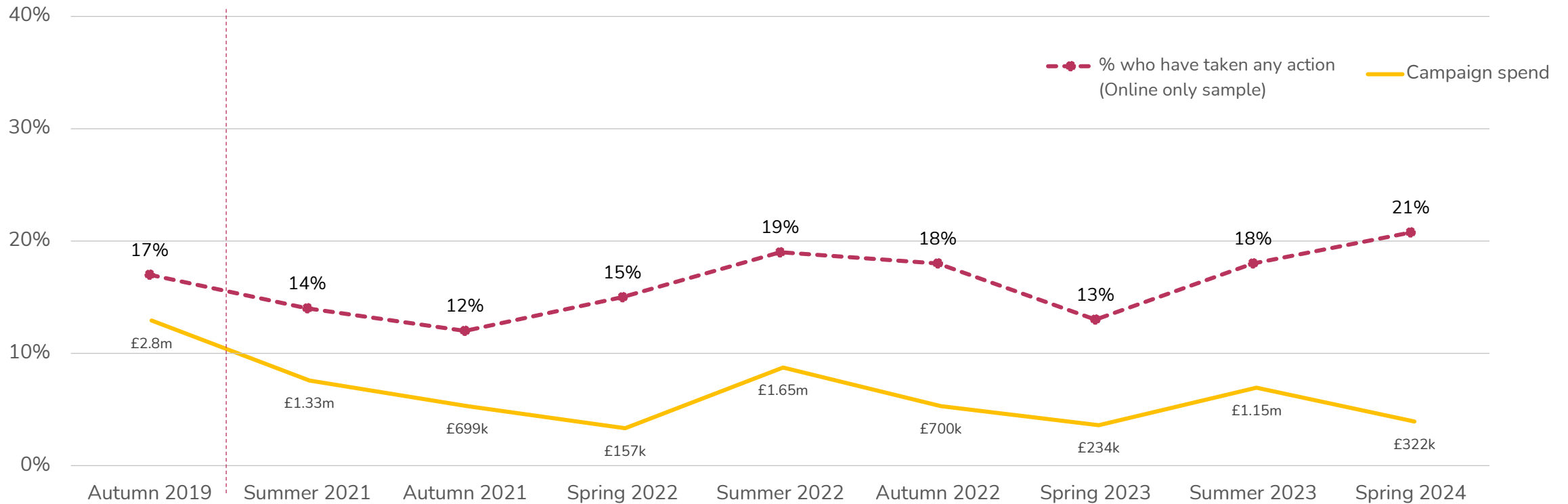


Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. Q36. Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements?
 Base: 1,338 with LTCs.

↑ ↓ Denotes statistical significance between Summer 2023 online only and Spring 2024

ALTHOUGH CAMPAIGN SPEND WAS LOWER, THE PROPORTION TAKING AN ACTION IS AT ITS HIGHEST LEVEL

% of all respondents who have taken any action



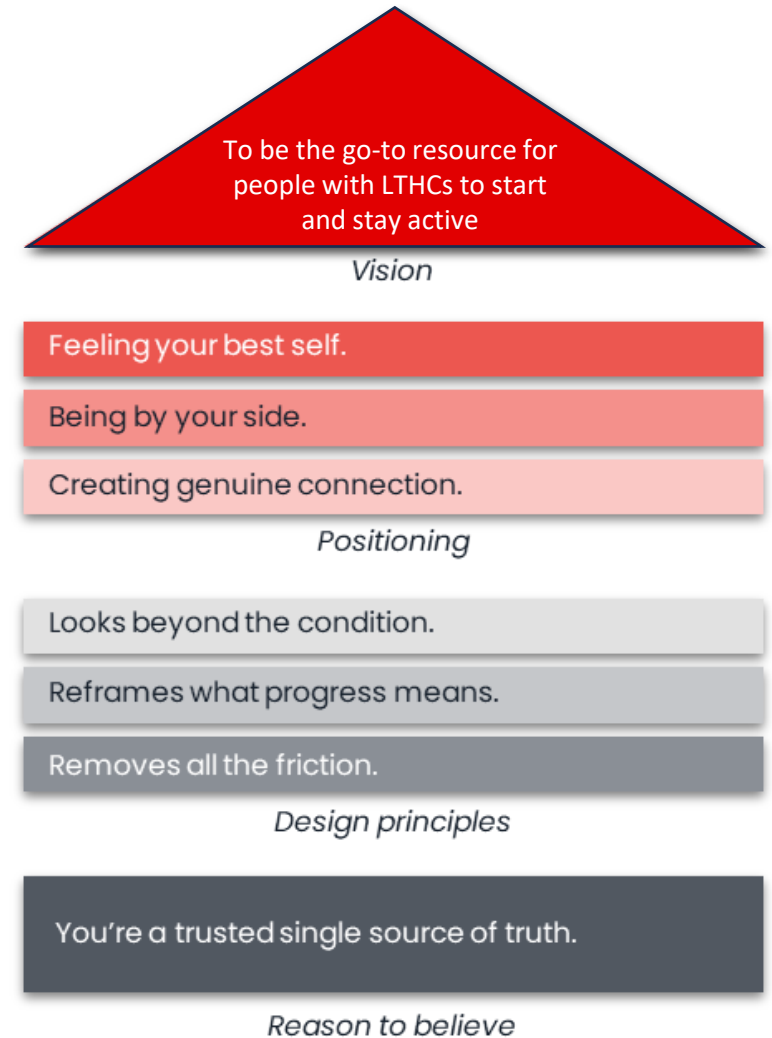
Actions taken are evenly split between physical activity actions such as re-starting/starting activity, and information gathering

↑↓ Denotes statistical significance between Summer 2023 online only and Spring 2024

Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. Q32. As a result of seeing the campaign, have you done any of the following?
Base: 1,338 with LTCs

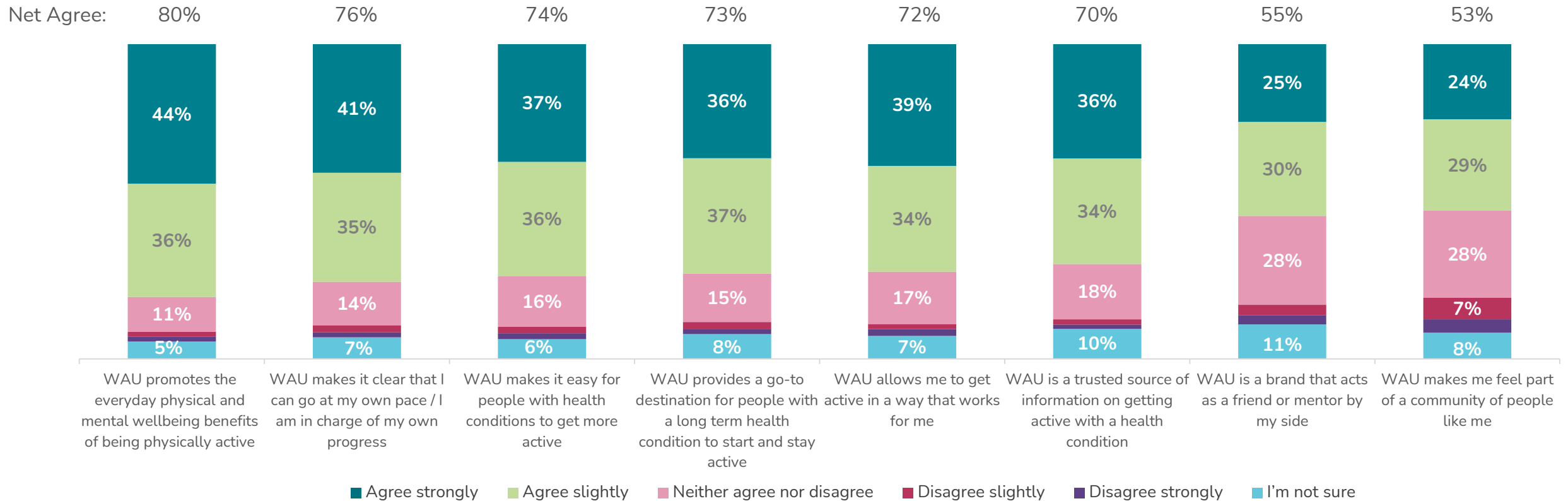
THIS WAVE WE ALSO INCORPORATED NEW BRAND MEASURES

- Linked to vision & positioning work
- Perception statements for WAU as a brand
- Awareness & consideration measures for the website and app



GENERALLY POSITIVE PERCEPTIONS OF WAU, BUT SCOPE TO IMPROVE ON 'FRIEND/MENTOR' AND 'COMMUNITY' METRICS

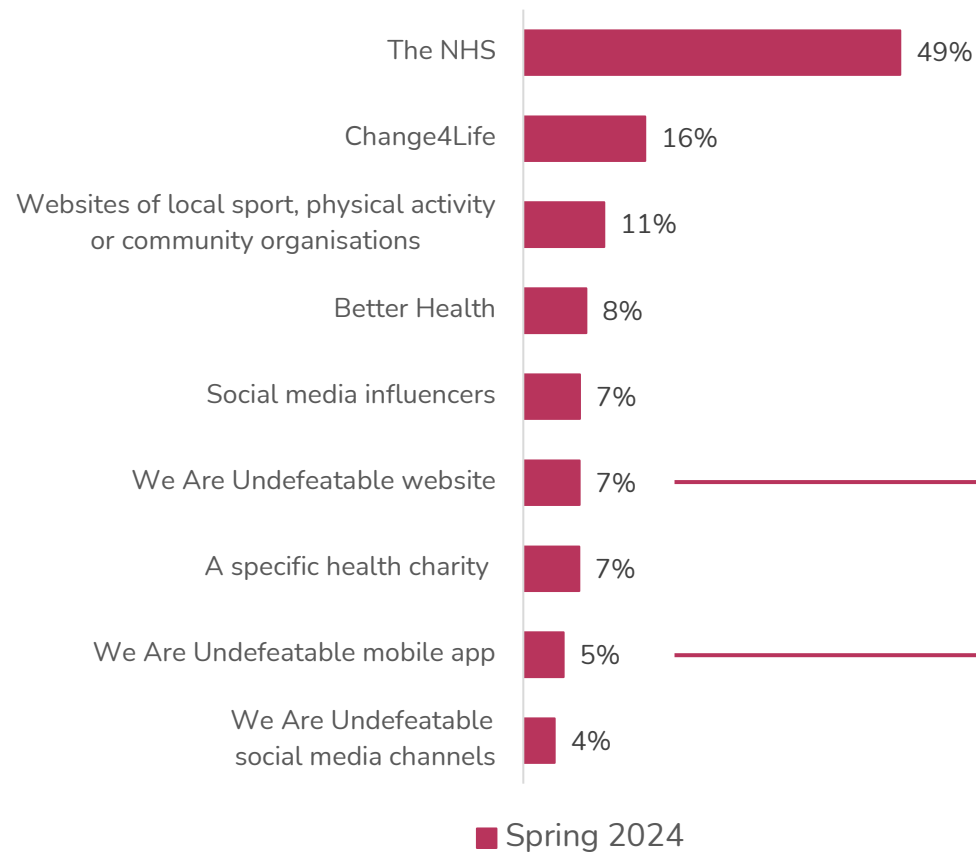
Perception of WAU



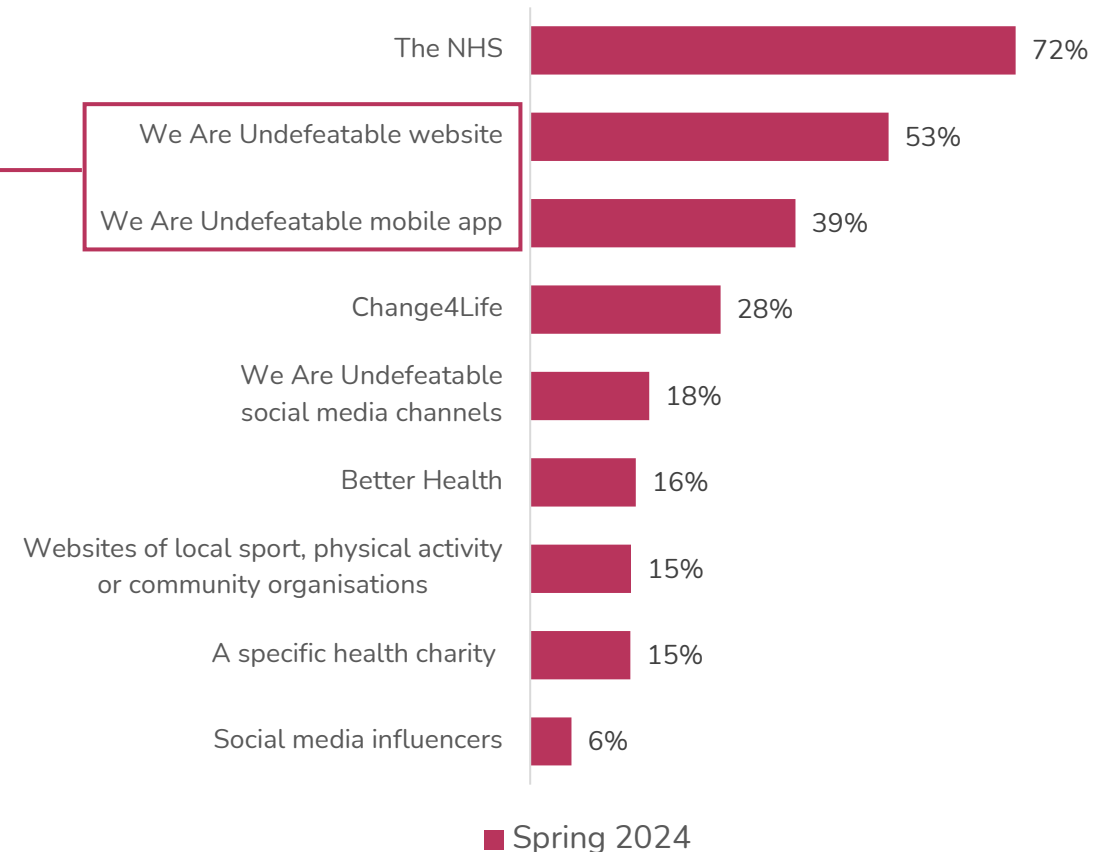
Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. Q43. Please could you state how much you agree or disagree with each of the following statements regarding We Are Undefeatable?
 Base: 1,338 with LTCs. Percentages < 4% not shown on chart

WAU RESOURCES ARE NOT READILY ACCESSED BY PEOPLE WITH LTHCs, BUT STRONG CONSIDERATION SIGNALS AN OPPORTUNITY

Resources people have previously accessed



Resources people would consider accessing



Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2024. Q41. Which, if any, of the following organisations or movements would you consider accessing online for information about physical activity? Q42. Which, if any, of the following organisations or movements have you ever used to access information about physical activity online?

Base: 1,338 with LTCs

SUMMARY OF OPPORTUNITY AREAS



BUILD BRAND
SALIENCE



CONVERT
CONSIDERATION
TO USAGE



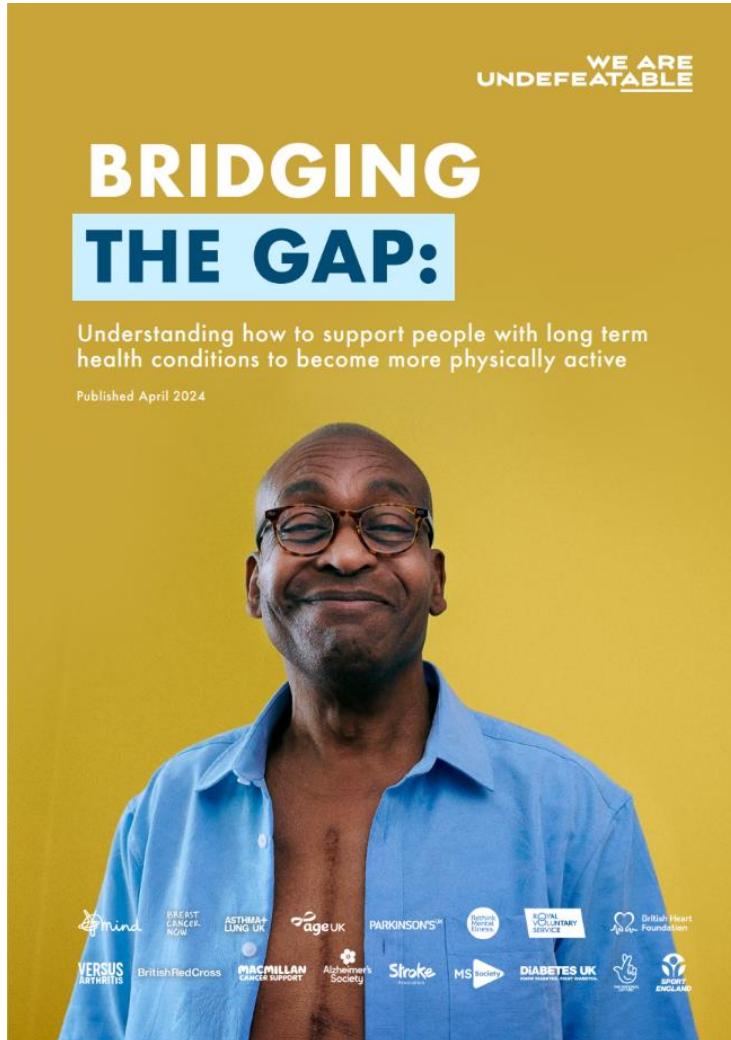
BUILD BRAND
CONNECTION

WE ARE
UNDEFEATABLE

Other evaluation updates



BRIDGING THE GAP REPORT LAUNCHED IN APRIL



Public consultation report bringing together perspectives from across the system alongside the voices of lived experience.

Learnings highlight the empathy gap and resources that are needed to support people with LTHCs to be physically active.

Many activities already boosted and informed by the insights:

- Redevelopment of WAU website and supporters hub to increase prominence of partner charities and support for family & friends
- Development of a mobile app to address the need for safe & tailored physical activity

Ongoing stakeholder engagement:

- Parliamentary event for Mental Health Foundation
- NHS Horizons & cross-sector physical activity and health collaboration group
- Active Partnerships Live Longer Better National Event / Health & Wellbeing network event

Future plans include Richmond Group of Charities' policy report

FREE RESOURCES FOR YOU TO ACCESS AND SHARE

Full 48-page pdf report, exec summary & infographic:
weareundefeatable.co.uk/big-talk

The collage features three main components:

- Cover Page:** Titled "BRIDGING THE GAP: Understanding how to support people with long term health conditions to become more physically active". It includes a photo of a man and logos of partner organizations like NHS, NHS Digital, and various charities.
- Infographic:** A colorful graphic with the title "BRIDGING THE GAP" and "KEY RESULTS". It displays statistics such as "1,009 respondents across 17 health conditions", "339 people with long term health conditions", and "117 people with long term health conditions". It also lists "569 people with long term health conditions" and "63 people with long term health conditions".
- Executive Summary:** A document titled "BRIDGING THE GAP" with an "EXECUTIVE SUMMARY" section. It contains text about the report's purpose and key findings, such as "The most common barrier to being active is lack of time" and "The most common enabler to being active is having a supportive environment".

Access insights for your audiences of interest via the dashboard:
[Big Talk Dashboard](#)

The dashboard interface includes the following elements:

- Navigation:** A top bar with tabs for "COVER PAGE", "BARRIERS & ENABLERS TO PHYSICAL ACTIVITY", "RESPONSE TO ORGANISATIONS", "RESOURCES TO SUPPORT PHYSICAL ACTIVITY", "WAIU CAMPAIGN", and "DEMOGRAPHICS".
- Filters:** A sidebar on the left with sections for "Consultation audience", "Health condition", "Number of health conditions", "Disability", "Professional criteria", "Region", "Age", "Gender", "Ethnicity", "IMD Decile (All measures)", and "Postcodes (use search bar)".
- Main Content:** A central area titled "1. BARRIERS & ENABLERS TO PHYSICAL ACTIVITY" with a sub-header "Q03 Motivations for being active (coded themes)". It features a photo of two people walking and a "Physical activity importance" chart showing 26% for "Very important" and 71% for "Fairly important".
- Charts:** Two bar charts are displayed:
 - TOP-10 Motivations:** Lists reasons for being active, such as "Help physical fitness/health" (42%), "To manage/prevent symptoms" (28%), and "Improves mental health/wellbeing" (25%).
 - TOP-10 Barriers:** Lists obstacles to being active, such as "Motivation / mindset / willpower" (19%), "Pain" (19%), and "Physical limitations due to LTHC, illness, injury, surgery etc." (15%).

INSIGHT AT YOUR FINGERTIPS: BIG TALK DASHBOARD (IN BETA)



What are the barriers to physical activity for people with a heart condition?

Which resources are of most interest to senior decision makers in healthcare?

What do the responses look like for my region?

I want to see verbatims from people living with cancer



<https://insight-angels.datatile.eu/view/d45c0728-36bc-4f50-af38-374dbca5b037>

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**For further information about these findings or to request additional data or analysis contact:
weareundefeatable@ageuk.org.uk**