

**WE ARE
UNDEFEATABLE**

Campaign Tracking Results: Summer 2024 Burst October 2024 / Source: DJS Research



BREAST
CANCER
NOW

ASTHMA+
LUNG UK



PARKINSON'S UK



ROYAL
VOLUNTARY
SERVICE



British Heart
Foundation

VERSUS
ARTHRITIS

British Red Cross

MACMILLAN
CANCER SUPPORT



Stroke
Association

MS Society

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



1,981 PEOPLE WITH LONG-TERM CONDITIONS RESPONDED TO THE SURVEY EITHER ONLINE OR FACE TO FACE

This is the fifteenth post-campaign wave of research. Interviews were carried out using Dynata panel with quotas set to ensure that the sample is broadly representative by region, age, gender and long-term condition.

	PRE-CAMPAIGN Summer 2019 (2 nd - 27 th August 2019)	Autumn 2019 (8 th - 27 th October 2019)	Spring 2020 (20 th March - 7 th April 2020)	Summer 2020 (15 th July - 3 rd August 2020)	Autumn 2020 (21 st Oct - 12 th Nov 2020)	Spring 2021 (30 th Mar - 22 nd Apr 2021)	Summer 2021 (3 rd - 20 th Aug 2021)	Autumn 2021 (12 th Nov - 1 st Dec 2021)	Spring 2022 (22 nd Mar - 12 th Apr 2022)	Summer 2022 (15 th Aug - 02 nd Sep 2022)	Autumn 2022 (23 rd Oct - 14 th Nov 2022)	Spring 2023 (27 th Mar - 18 th Apr 2023)	Summer 2023 (23 rd Aug - 06 th Sep 2023)	Spring 2024* (27 th March - 3 rd May 2024)	Summer 2024 (19 th Aug - 11 th Sep 2024)
Online	1,292	1,338	1,340	1,350	1,340	1,340	1,349	1,340	1,340	1,350	1,343	1,333	1,297	1,338	1,340
Face-to-face	710	642	-	-	-	-	668	658	698	665	665	658	687	-	641

The face-to-face 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 face-to-face, with face-to-face more likely to be older and inactive.

*This wave also includes a boost of 202 additional respondents from ethnic minority groups making the overall base size of the ethnic minority groups boost for analysis 396. The main sample excludes this boost.

SUMMER BURST PROMPT (EXAMPLES)

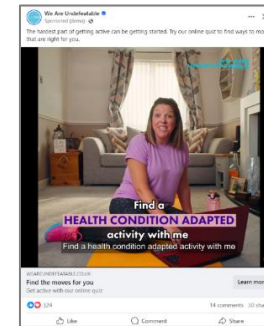
TV



SOCIAL MEDIA



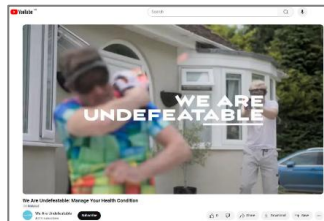
WEBSITE ADS



S.O.F.A



VIDEO ON DEMAND



YOUTUBE



ROADSIDE POSTERS

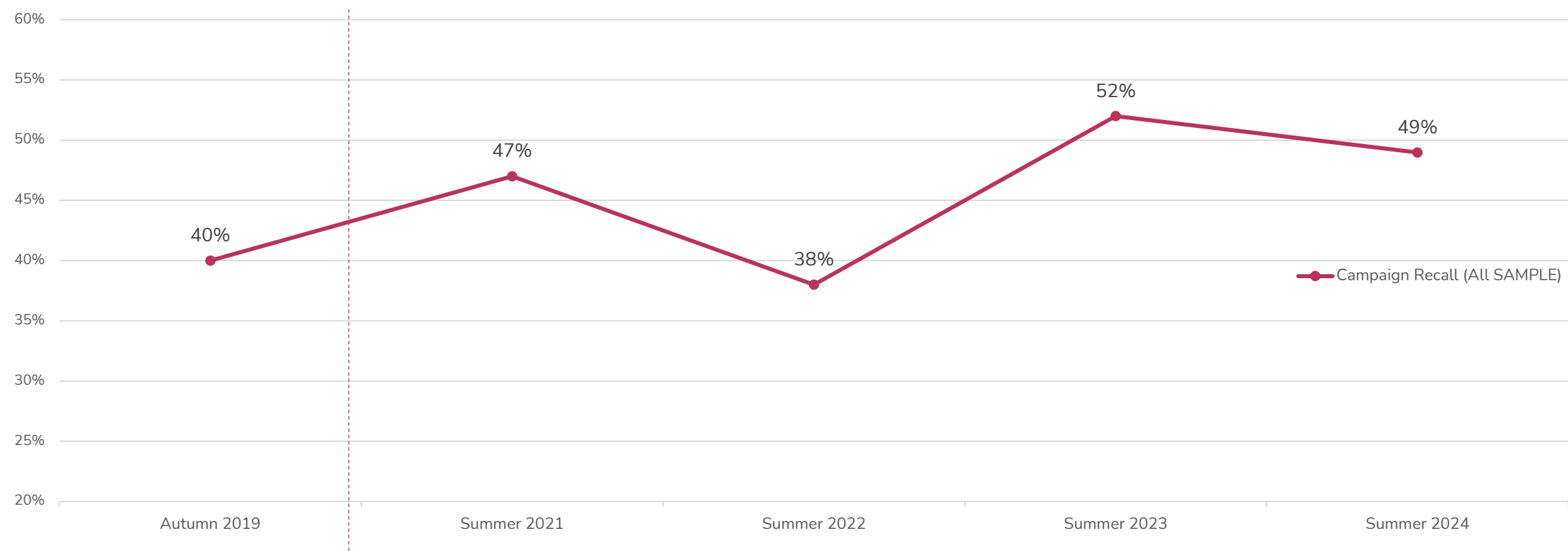


HOSPITAL ACTIVITY



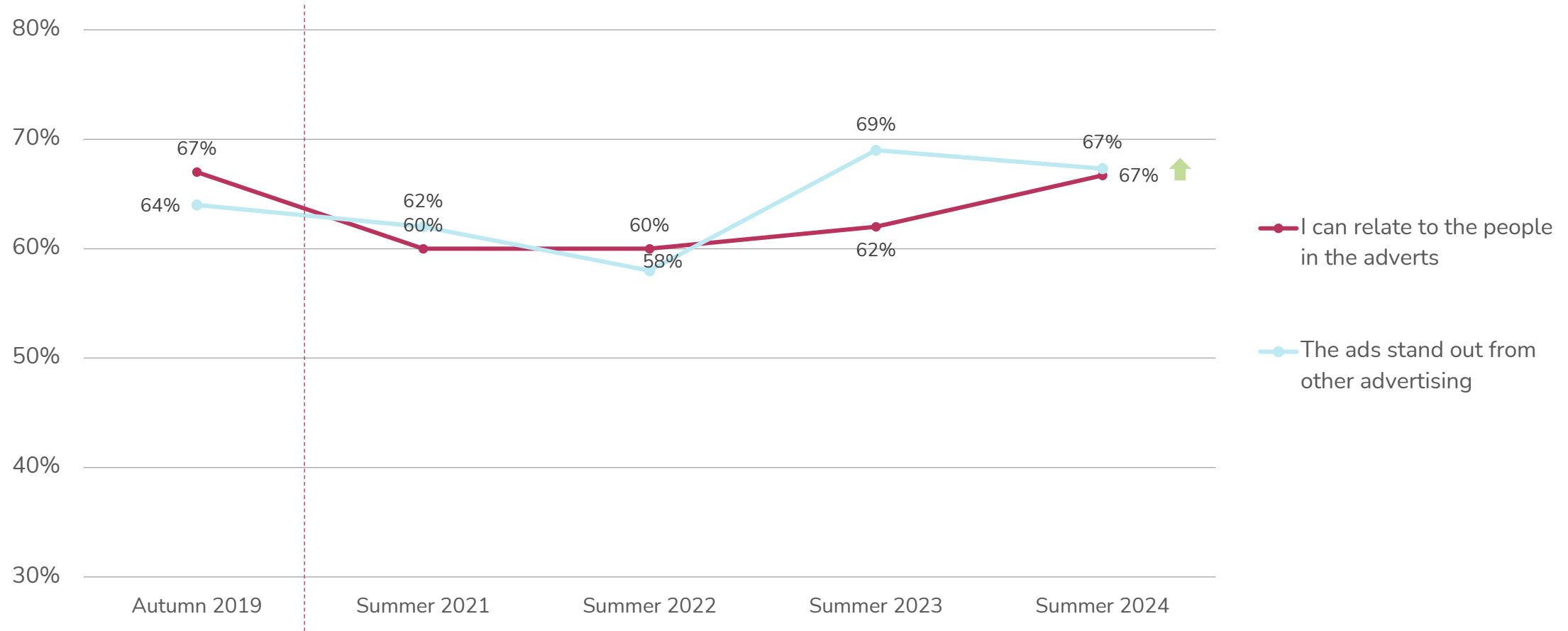
WAU ASSET RECALL HELD UP DESPITE LOWER SPEND

Campaign recall (trend analysis)



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024.
Base: 1,981 with LTCs. No statistically significant differences between Summer 2023 and Summer 2024

RELATABILITY HIGHEST FOR 3 YEARS

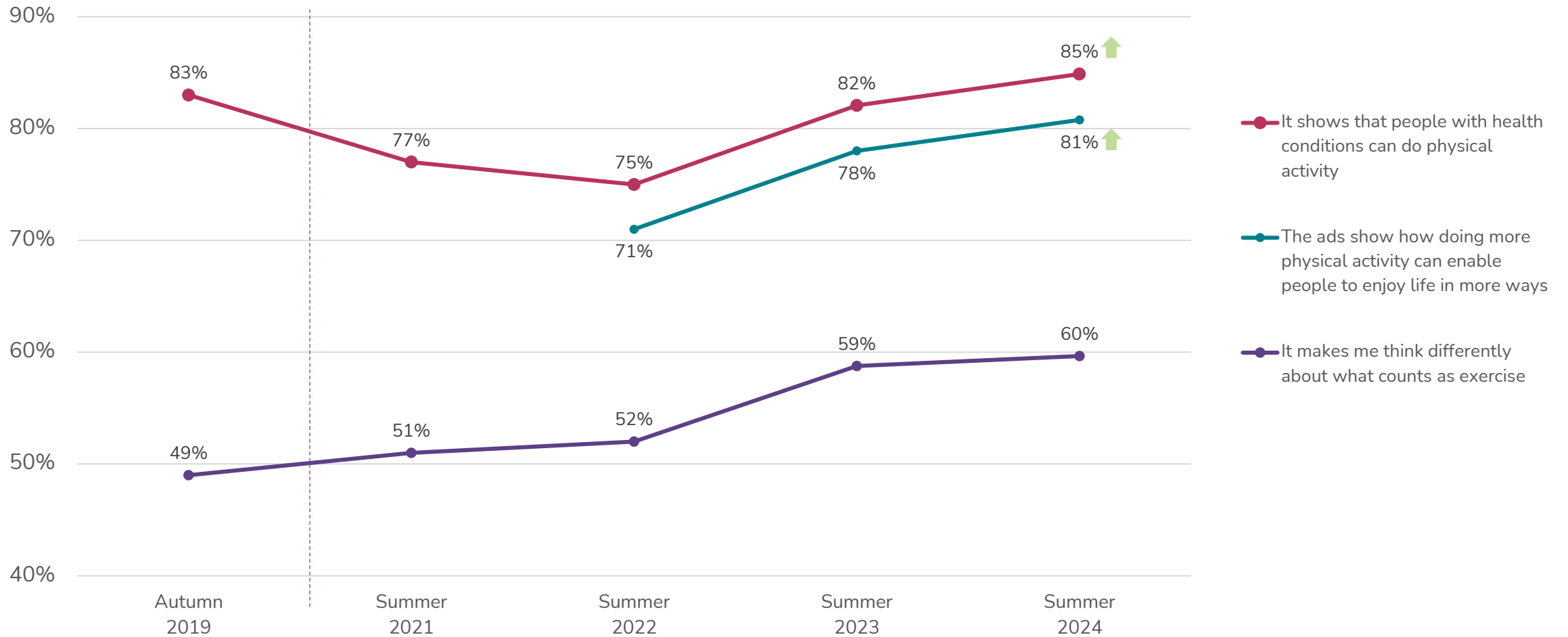


Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q36. Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements?

Base: 1,981 with LTCs.

↑ ↓ Denotes statistical significance between Summer 2023 and Summer 2024

AGREEMENT WITH CORE MESSAGES AT HIGHEST LEVELS SEEN

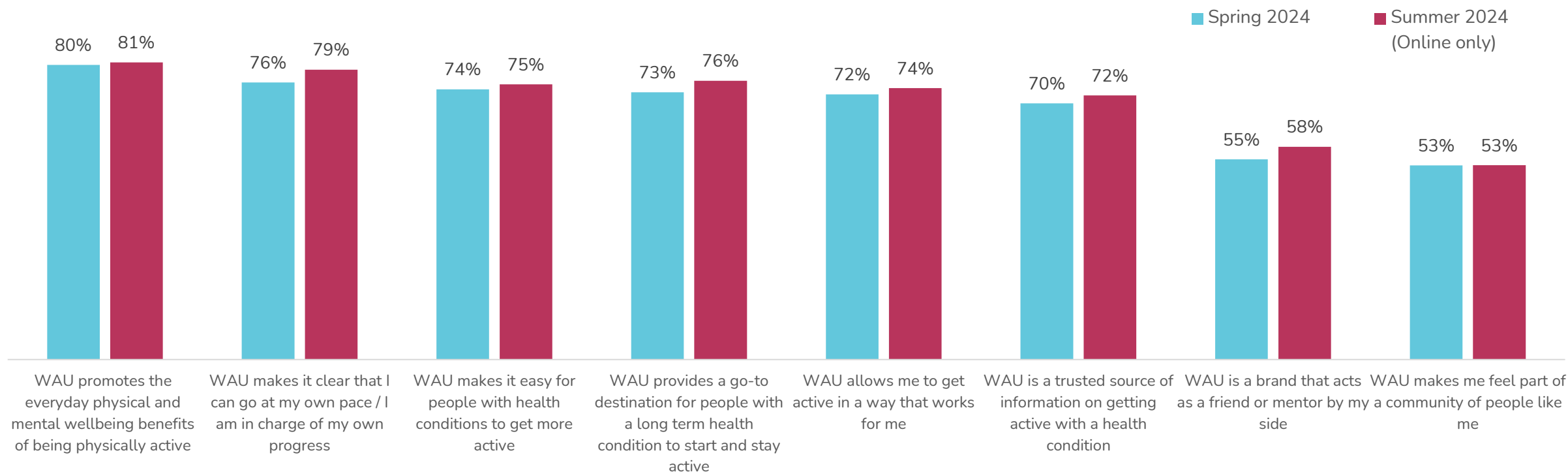


Source: DJS tracking research on behalf of We Are Undeatable, Summer 2024. Q36. Now, thinking of everything that you've seen or heard about the campaign 'We Are Undeatable', please could you tell me how much you agree or disagree with each of the following statements?
Base: 1,981 with LTCs.

↑ ↓ Denotes statistical significance between Summer 2023 and Summer 2024

DIRECTIONAL IMPROVEMENT IN GENERAL BRAND PERCEPTIONS BUT SCOPE TO IMPROVE SENSE OF TOGETHERNESS

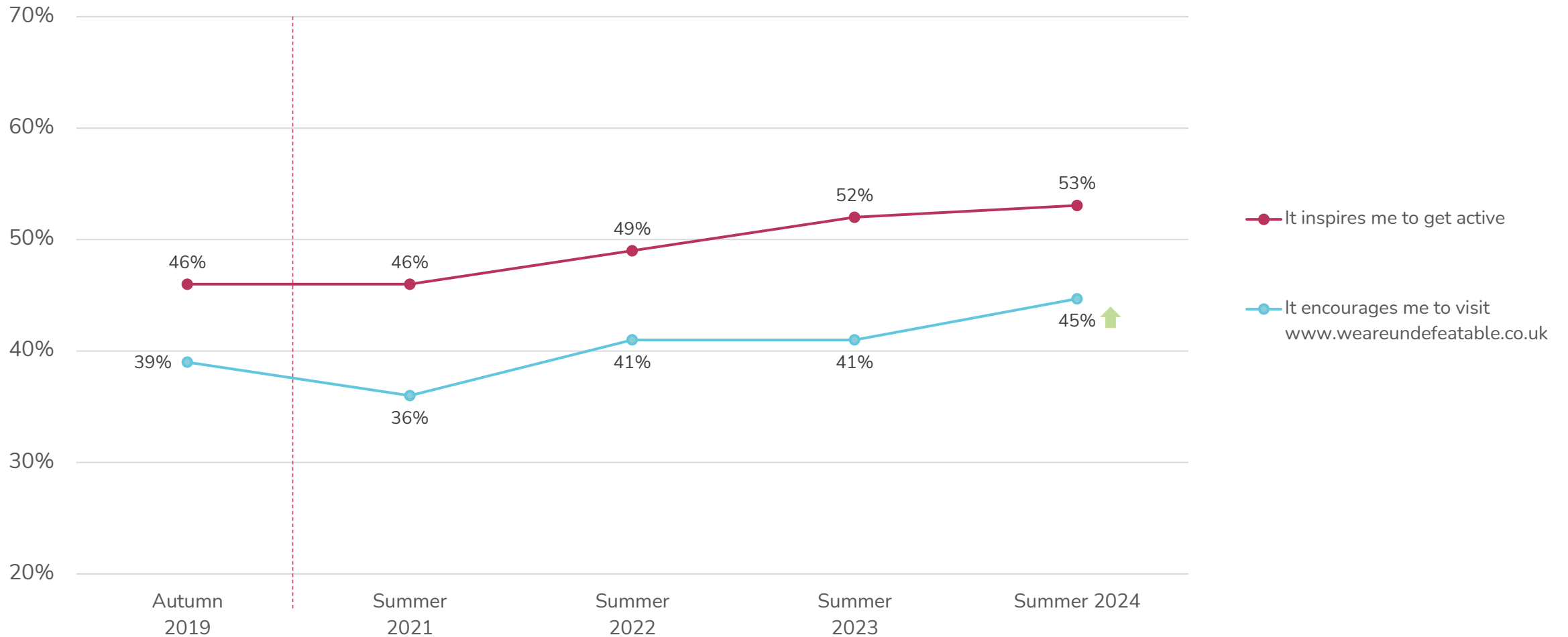
Perception of WAU: Net Agree (online only sample)



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q43. Please could you state how much you agree or disagree with each of the following statements regarding We Are Undefeatable?
Base: 1,340 with LTCs (online only sample).

No statistically significant differences between Spring 2024 and Summer 2024 (online only)

CAMPAIGN INSPIRATION AT AN ALL-TIME HIGH



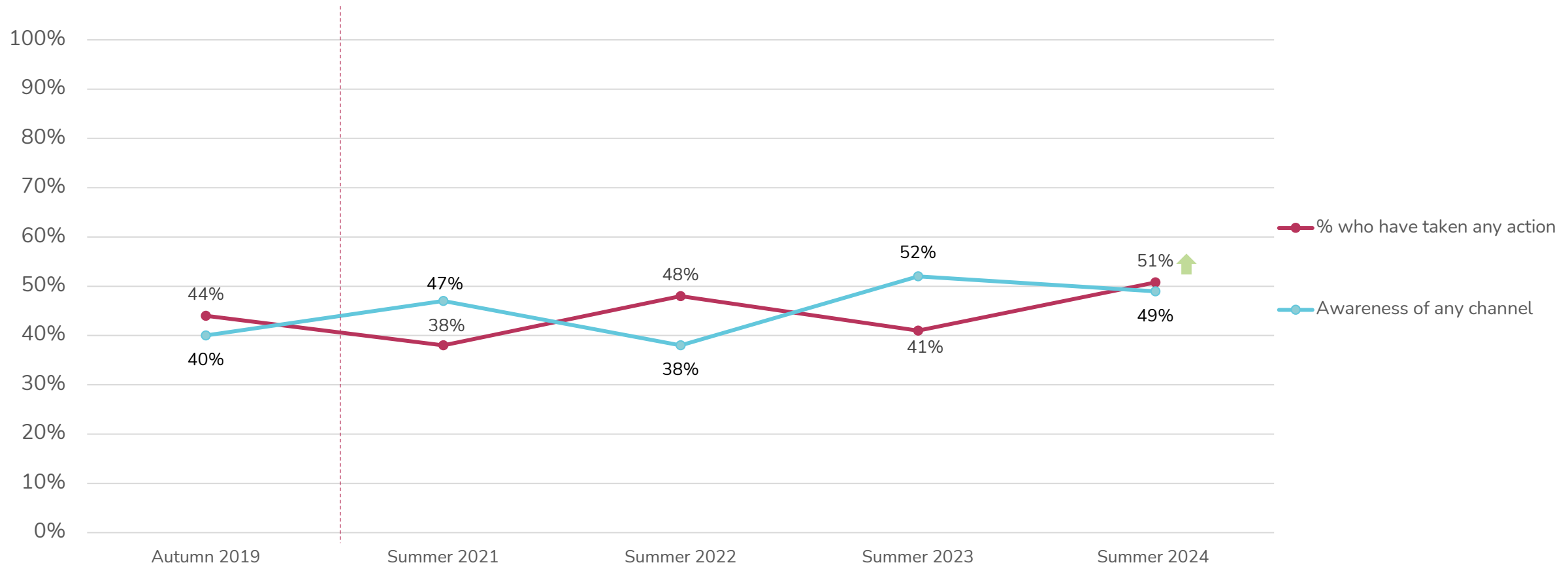
Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q36. Now, thinking of everything that you've seen or heard about the campaign 'We Are Undefeatable', please could you tell me how much you agree or disagree with each of the following statements?

Base: 1,981 with LTCs.

↑ ↓ Denotes statistical significance between Summer 2023 and Summer 2024

HALF OF WAU RECALLERS TOOK AN ACTION – HIGHEST FOR A SUMMER BURST

% of those aware of the campaign who have taken any action



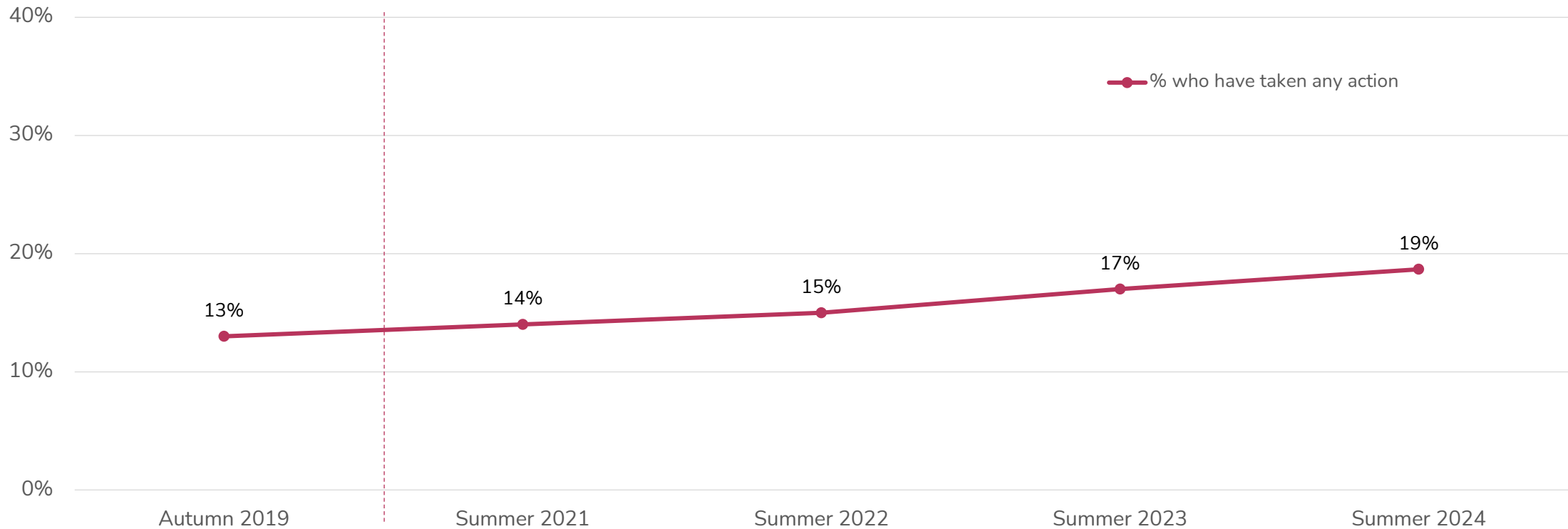
Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q32. As a result of seeing the campaign, have you done any of the following?

Base: 783 aware of the campaign (before prompting with TV advert).

↑↓ Denotes statistical significance between Summer 2023 and Summer 2024

...TRANSLATING TO 1 IN 5 OF TOTAL TARGET AUDIENCE

% of all respondents who have taken any action



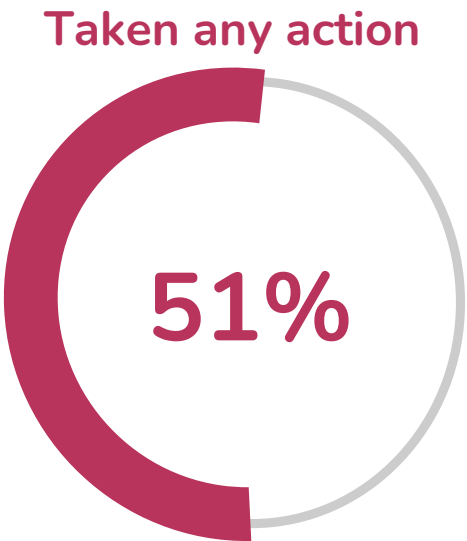
Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q32. As a result of seeing the campaign, have you done any of the following?

Base: Summer 2024 = 1,915* (this question was not shown to n=66 respondents) with LTCs

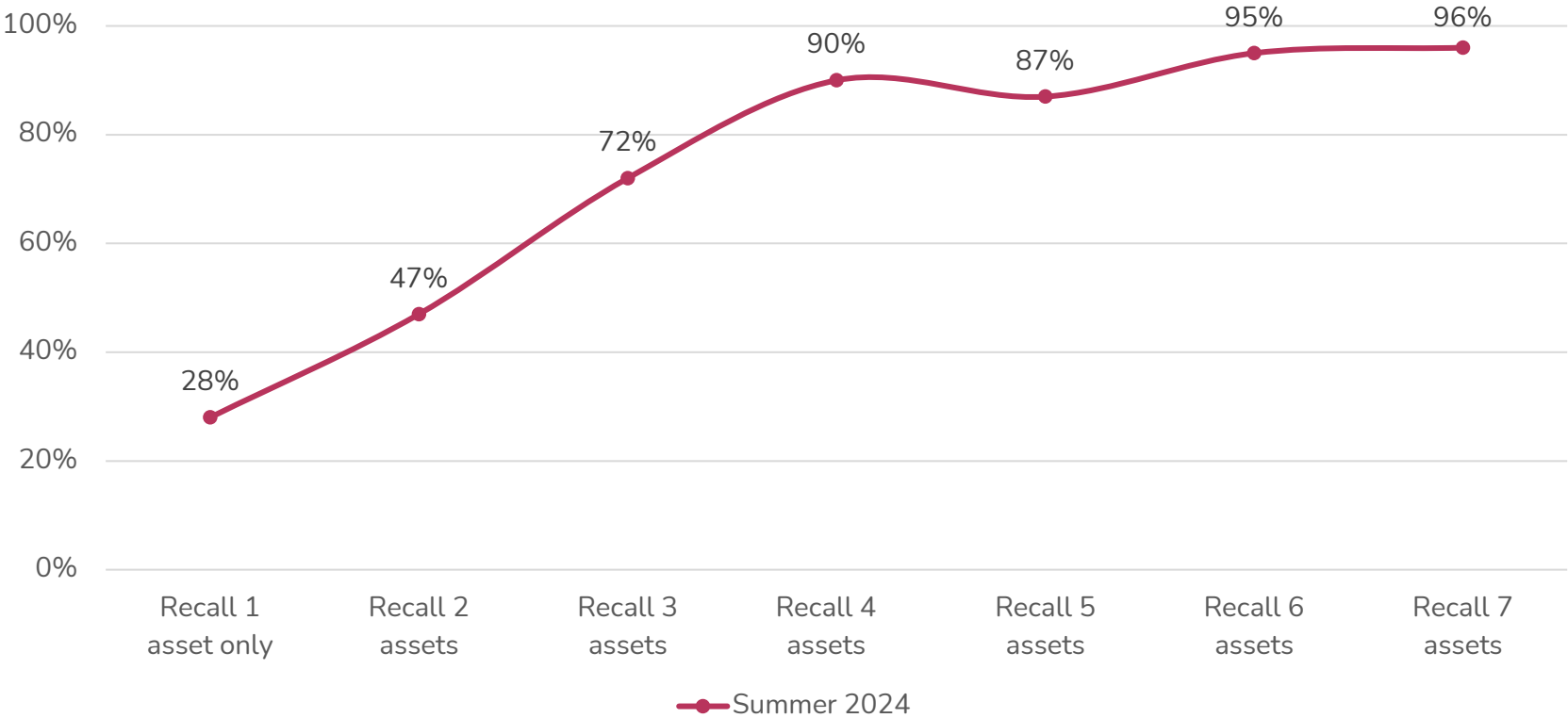
No statistically significant differences between Summer 2023 and Summer 2024

UP TO 4 ASSETS RECALLED = MORE LIKELIHOOD TO ACT

Proportion of those aware of the campaign who have taken any action as a result



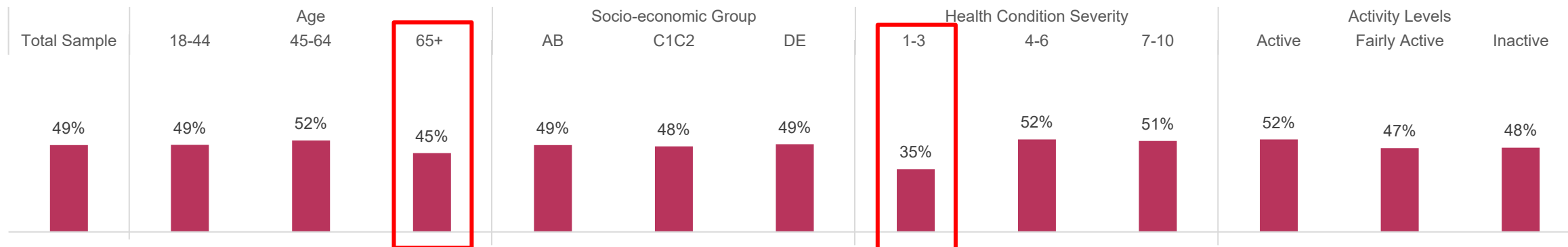
Proportion who have taken any action by number of assets recalled
DIMINISHING RETURNS ABOVE 4 ASSETS



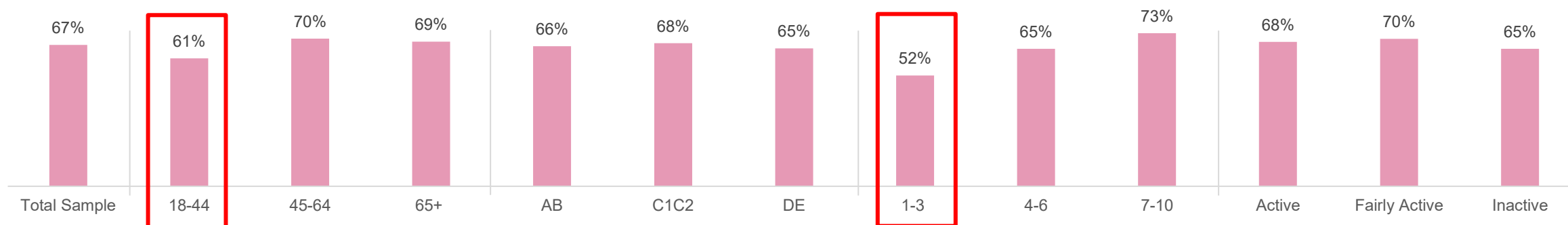
Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024
Base: 717 aware of the campaign. Recall 1 asset only, n = 274, recall 2 assets, n=176, recall 3 assets, n=85, recall 4 assets, n=50, recall 5 assets, n= 45, recall 6 assets, n=28, recall 7 assets, n=31

WAU CUTS THROUGH TO MOST AUDIENCES BUT IS LESS LIKELY TO INSPIRE ACTION AMONG OLDER AND INACTIVE PEOPLE, AND LSEG

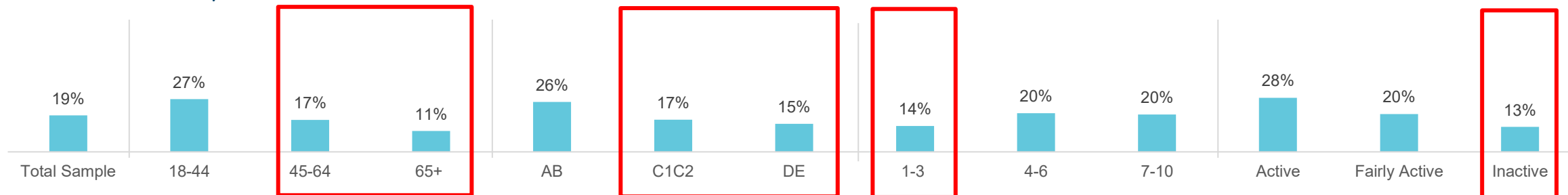
% aware of the campaign



% citing ads are relatable

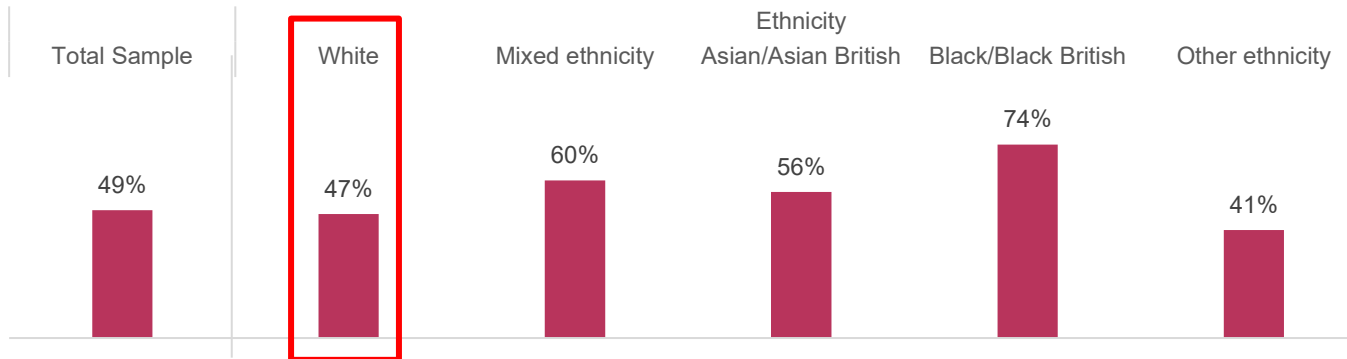


% who have taken any action

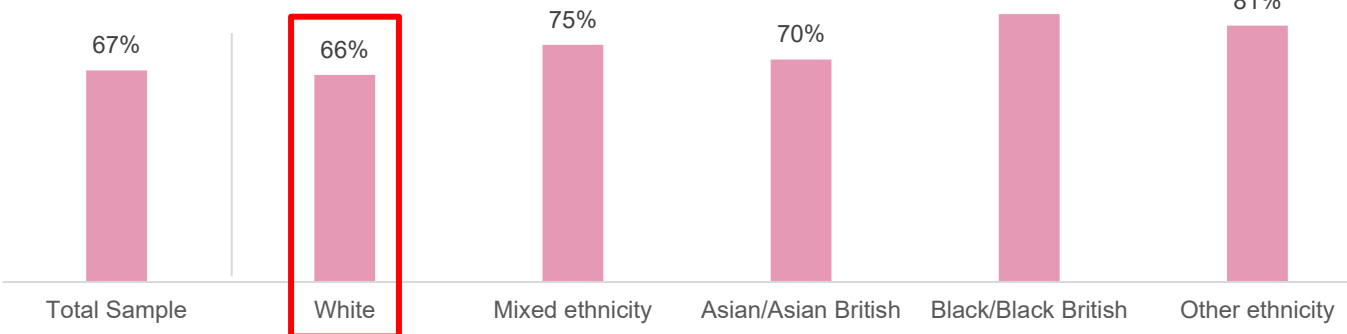


ETHNICALLY DIVERSE RESPONDENTS CONSISTENTLY RESPOND MORE POSITIVELY TOWARDS THE CAMPAIGN

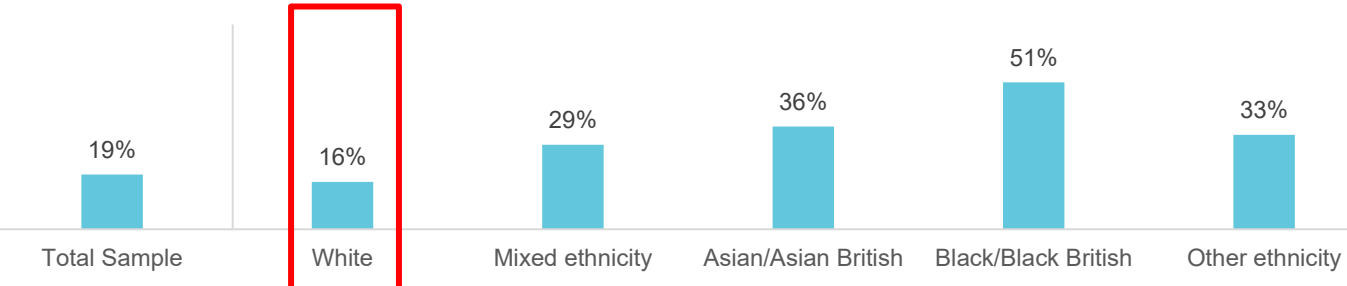
% aware of the campaign



% citing ads are relatable



% who have taken any action



A higher proportion of people from ethnically diverse backgrounds are younger within our sample. This difference in age profile could mean people from ethnically diverse backgrounds are more likely to take an action.

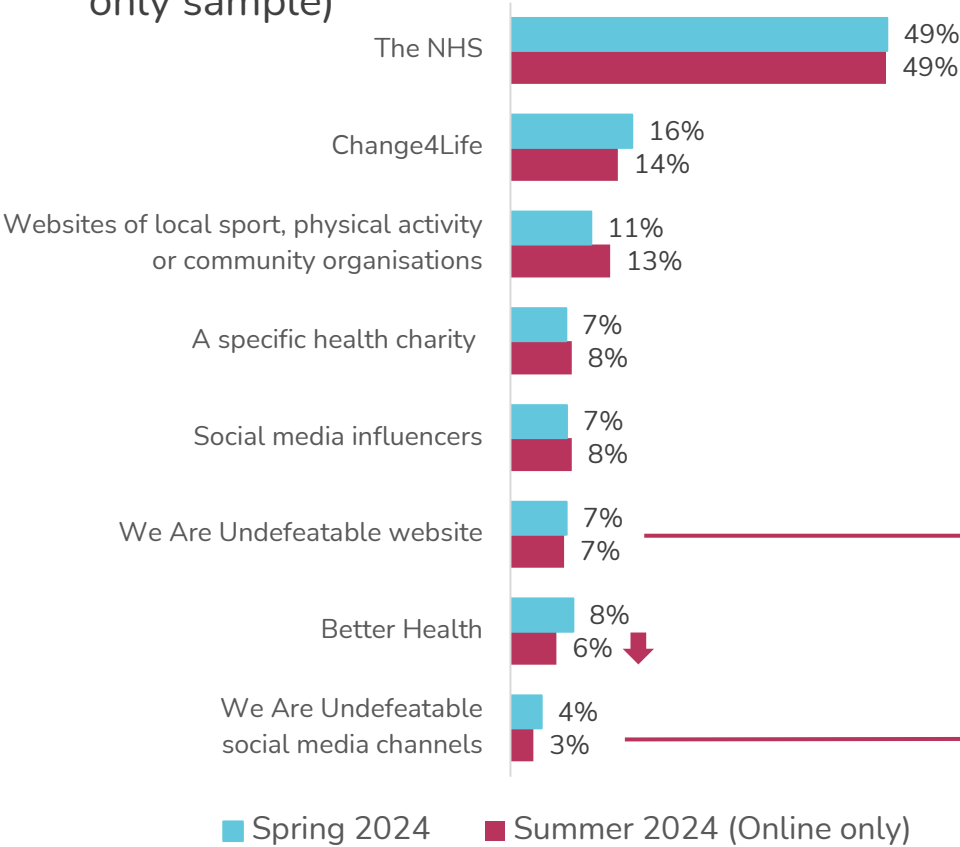
Below is a breakdown of age groups by ethnicity:

- 18-34: 13% vs 31%** (white vs ethnically diverse backgrounds, respectively)
- 35-54: 31% vs 32% (white vs ethnically diverse backgrounds, respectively)
- 55+ : 56%** vs 38% (white vs ethnically diverse backgrounds, respectively)

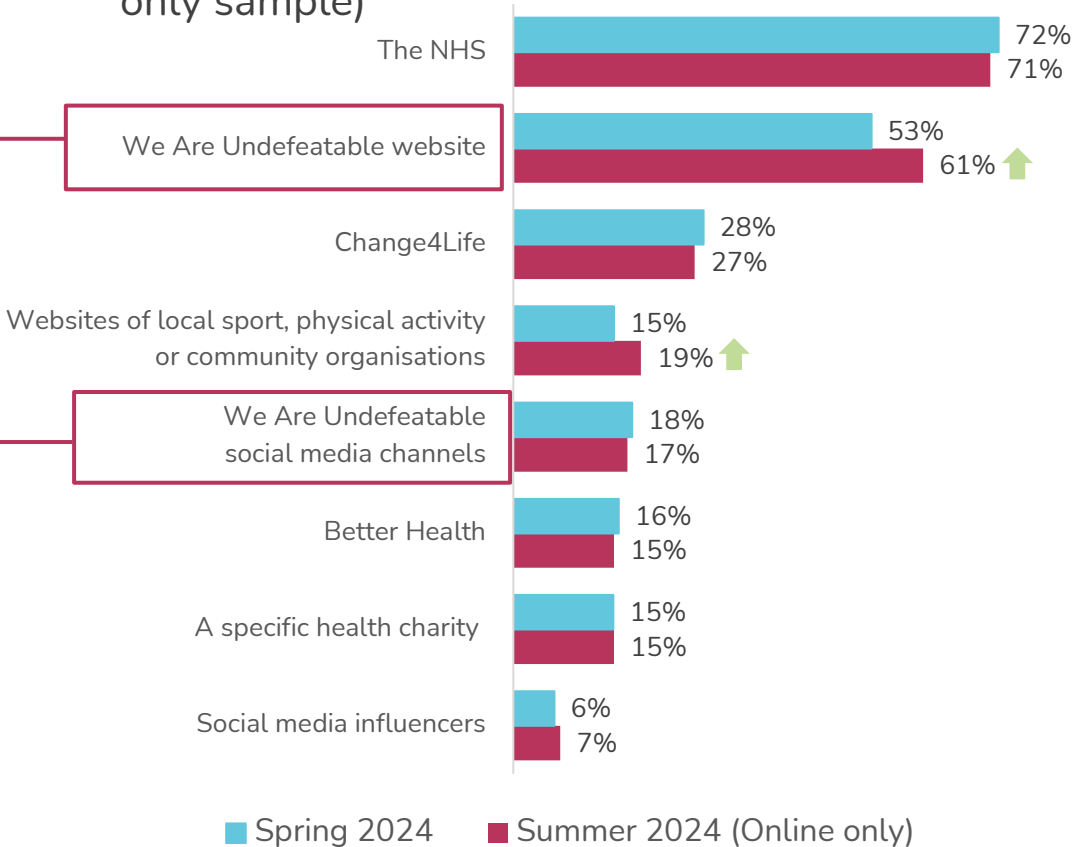
** Significantly higher than comparator group

CONSIDERATION OF WAU WEBSITE AS A RESOURCE HAS IMPROVED, BUT NEED TO CONVERT MORE OF THIS INTO USAGE

Resources people have previously accessed (online only sample)



Resources people would consider accessing (online only sample)

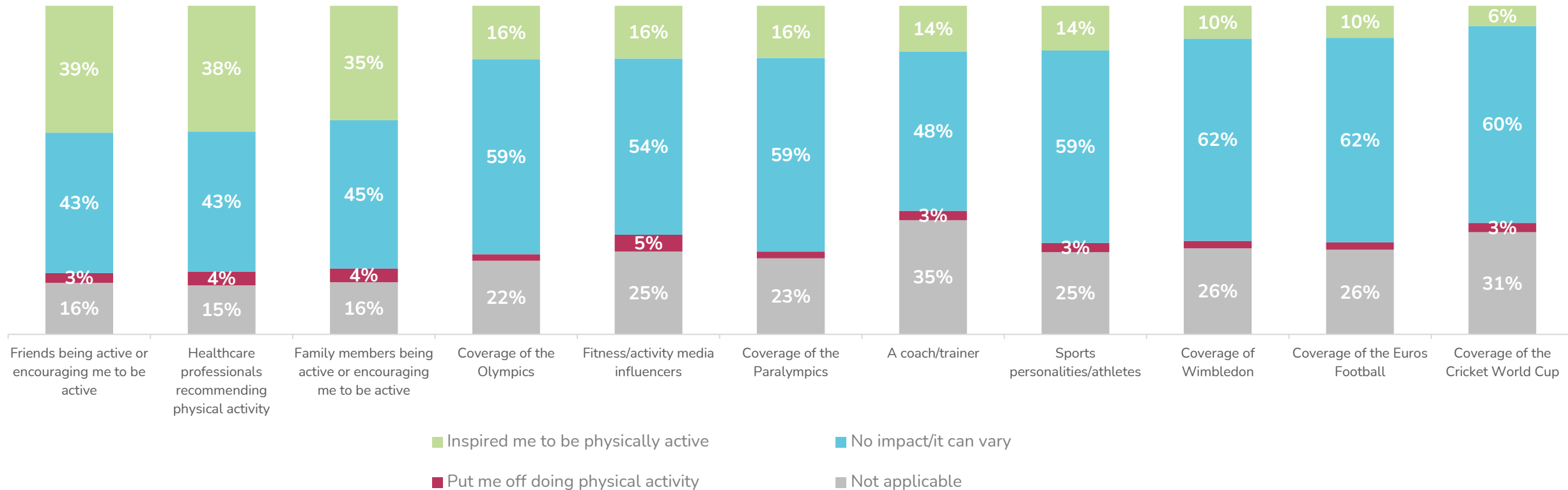


Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q41. Which, if any, of the following organisations or movements would you consider accessing online for information about physical activity? Q42. Which, if any, of the following organisations or movements have you ever used to access information about physical activity online?
Base: 1,340 with LTCs (online only sample).

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

INSPIRATION TO BE ACTIVE IS MUCH MORE LIKELY TO COME FROM FRIENDS, FAMILY AND HCPS, THAN ANY SPORTS COVERAGE

Factors motivating/de-motivating people to do physical activity

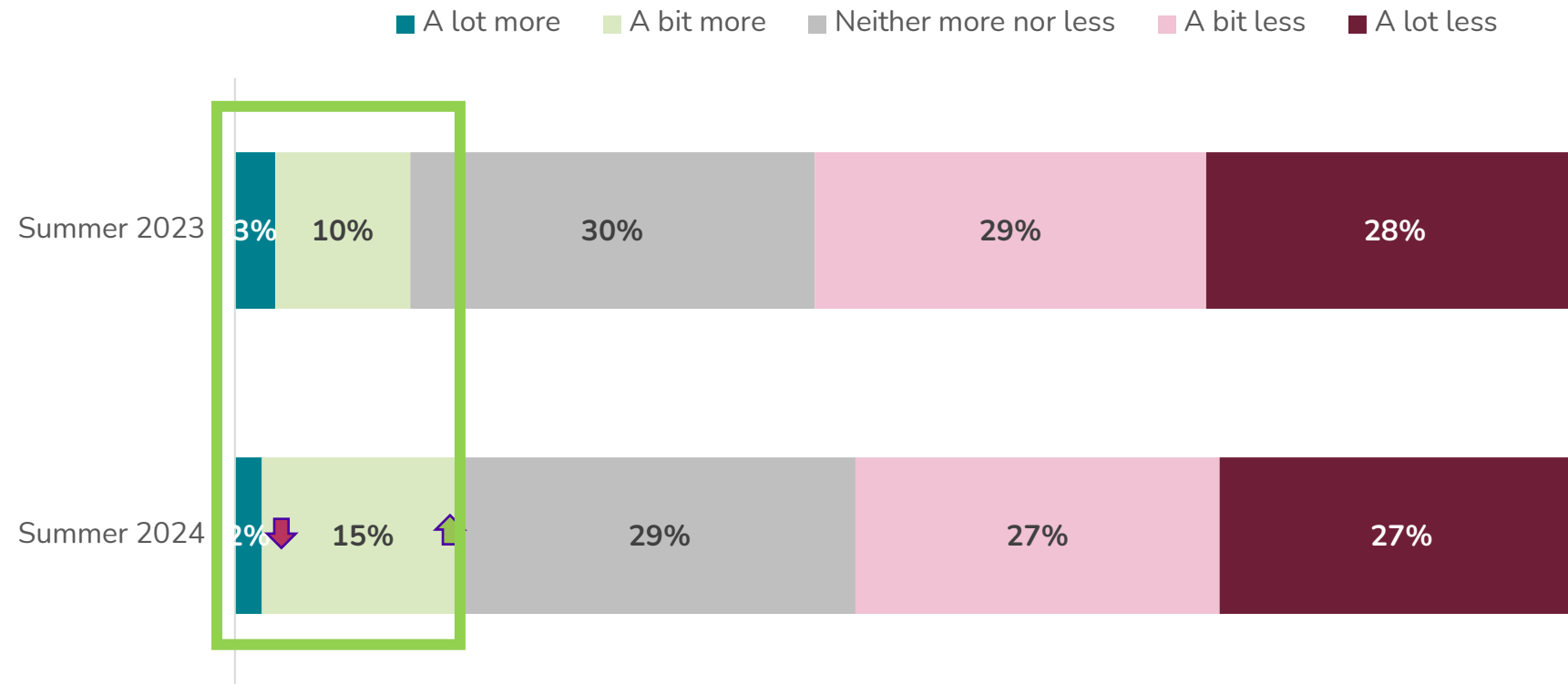


Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q19j. To what extent, if any, have the following ever inspired you or put you off from doing physical activity yourself?
Base: Summer 2024: 1,981 with LTCs. Percentages < 3% not shown on chart.

↑↓ Denotes statistical significance

MORE FEEL THEY HAVE 'A BIT MORE' DISPOSABLE INCOME THAN A YEAR AGO – BUT ECONOMICS REMAIN CHALLENGING

How much disposable income do people have compared to a year ago?

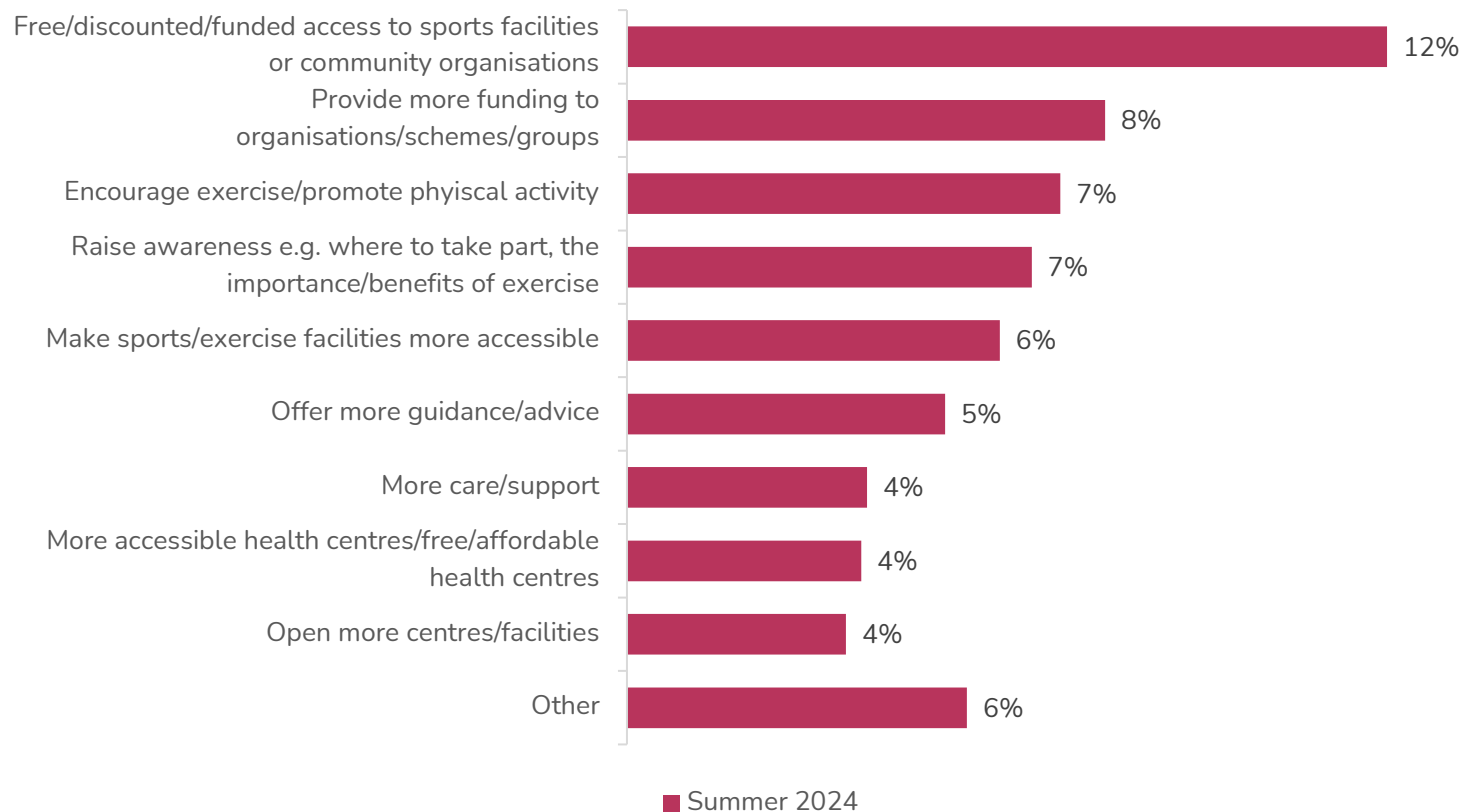


Source: DJS tracking research on behalf of We Are Undeatable, Summer 2024. C10. How much disposable income would you say that you have now compared to a year ago? (Your disposable income is the amount of income that is left after paying taxes and making essential purchases).

Base, excludes Don't know and Prefer not to say: Summer 2024: 1,920 with LTCs; Summer 2023 = 1,907

PEOPLE FEEL THE GOVERNMENT COULD SUPPORT THEIR PA BY REDUCING COST OF ACCESS AND FUNDING ORGANISATIONS

What could the new Labour Government be doing to support people with LTCs? (Don't knows not shown in chart)



“Preserve and promote the leisure centres and make them more accessible to the elderly and to people with long term conditions.”

“Firstly, making people aware of the benefits of physical activity and secondly funding local institutions which encourage people to exercise.”

“Fund organisations that support this.”

“Making inclusive classes accessible and increasing awareness through campaigns.”

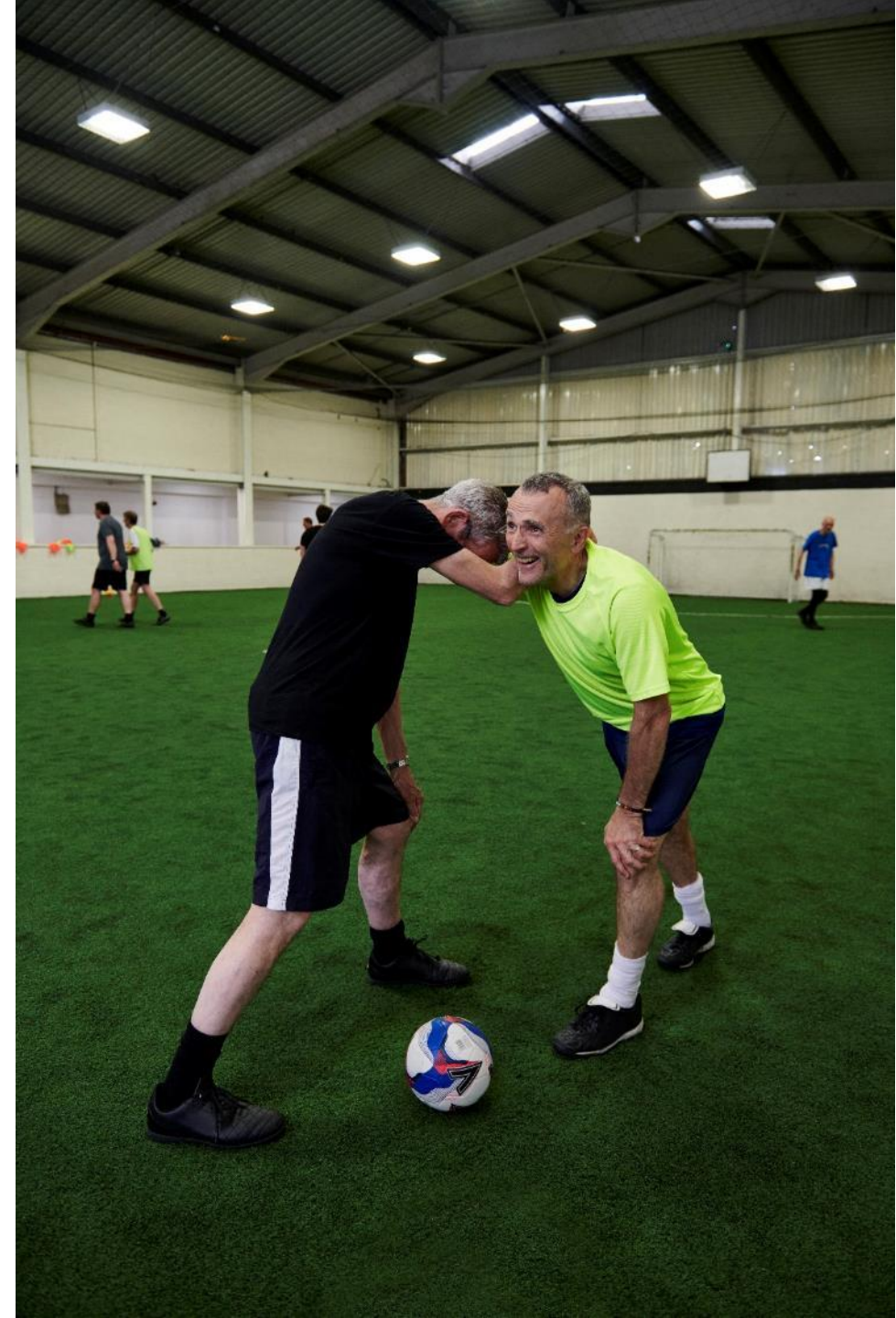
“The government should fund and give resources and equally integrate it into healthcare.”

Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2024. Q46. What, if anything, do you think the new Labour government should be doing to support people with long-term health conditions to be active?

Base: 1,981 with LTCs. Percentages < 3% not shown on chart.

KEY POINTS

1. Despite a reduction in campaign spend, recall of the campaigns main assets are broadly in line with the long-term trend
2. Campaign reaction is strong, and agreement with the core messages continues to grow
3. Campaign impact is also high, with action taken growing year-on-year and now at its highest point
4. Most notably, action taken is highest among those who are aware of more than one asset; social media channels are a key channel for encouraging the target audience
5. Results suggests the campaign is not as effective in encouraging those who are older and already inactive to become more active



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Other evaluation updates

REMINDER: GREAT RESOURCE FOR DIGGING INTO SPECIFIC AUDIENCES



BOOKMARK THE BIG TALK DASHBOARD:

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

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



A man with a grey beard and a blue turban is standing outdoors. He is wearing a light blue t-shirt. Behind him is a brick wall and a green metal fence. The sky is visible through the fence. The text 'WE ARE UNDEFEATABLE' is in the top right corner.

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