

**WE ARE UNDEFEATABLE**

**WE ARE UNDEFEATABLE**  
**CAMPAIGN TRACKING**  
**RESULTS FOR AUTUMN 2026**

And emerging mobile app insights

Sources: DJS Research, Good Boost, London Metropolitan University



# 2,001 PEOPLE WITH LONG-TERM CONDITIONS RESPONDED TO THE SURVEY ONLINE OR FACE TO FACE

RESEARCH  
 SURVEY DATA

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

		Online	Face-to-face
PRE-CAMPAIGN -			
Summer 2019	(2nd - 27th August 2019)	1292	710
Autumn 2019	(8th - 27th October 2019)	1338	642
Spring 2020	(20th March - 7th April 2020)	1340	-
Summer 2020	(15th July – 3rd August 2020)	1350	-
Autumn 2020	(21st Oct – 12th Nov 2020)	1340	-
Spring 2021	(30th Mar – 22nd Apr 2021)	1340	-
Summer 2021	(3rd – 20th Aug 2021)	1349	668
Autumn 2021	(12th Nov – 1st Dec 2021)	1340	658
Spring 2022	(22nd Mar – 12th Apr 2022)	1340	698
Summer 2022	(15th Aug – 02nd Sep 2022)	1350	665
Autumn 2022	(23rd Oct – 14th Nov 2022)	1343	665
Spring 2023	(27th Mar – 18th Apr 2023)	1333	658
Summer 2023	(23rd Aug – 06th Sep 2023)	1297	687
Spring 2024	(27th March – 3rd May 2024)	1338	-
Summer 2024	(19th Aug – 11th Sep 2024)	1340	641
Autumn 2024	(4th Nov – 18th Nov 2024)	1333	-
Spring 2025	(16th Apr – 9th May 2025)	1340	-
Autumn 2025	(13th Oct – 7th Nov 2025)	1308	693

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.

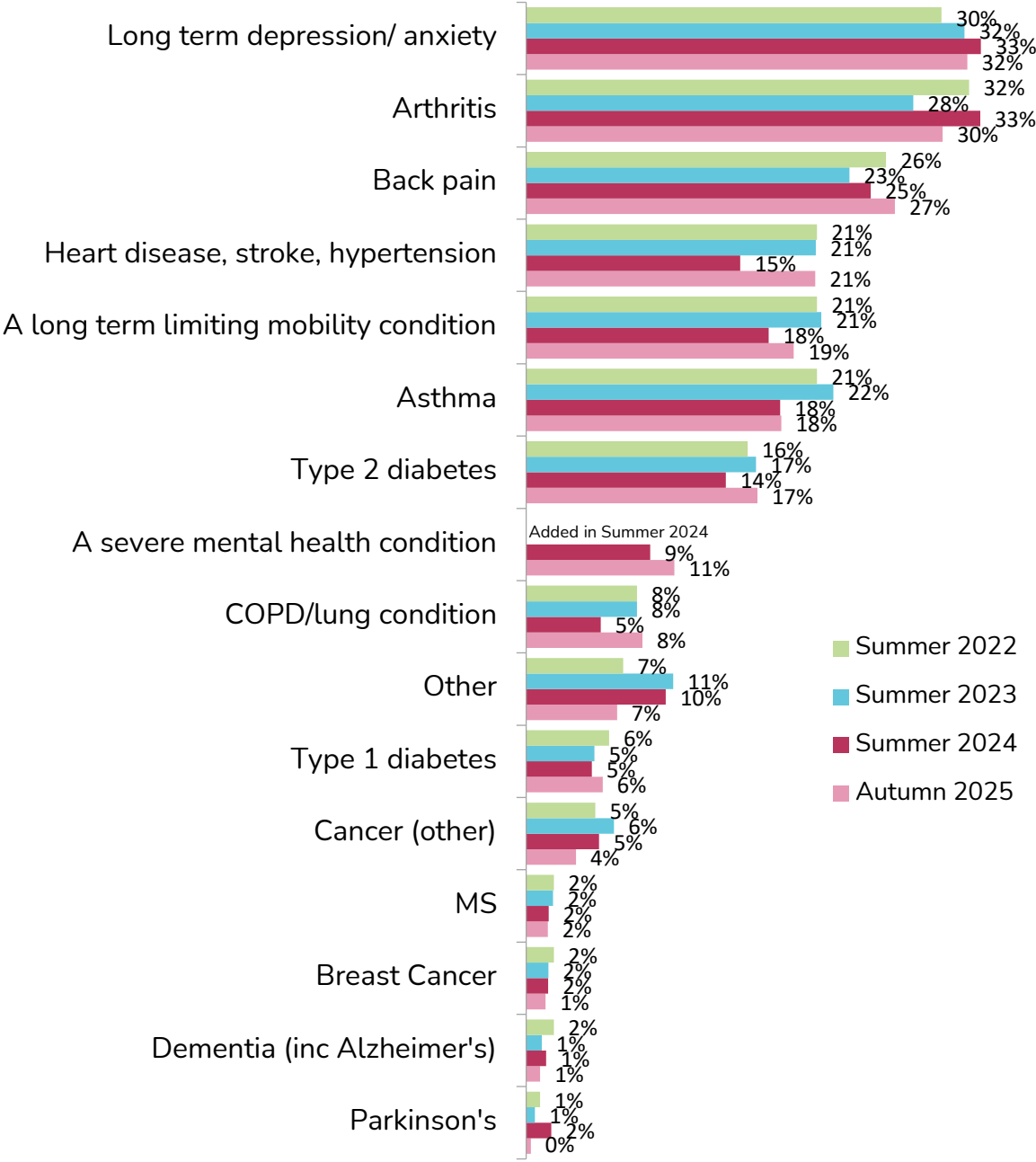
\*This wave also includes a separate boost sample of 195 respondents from ethnic minority groups, who are excluded from trended data.

# REPRESENTATIVE SAMPLE ALLOWING US TO TRACK CHANGES OVER TIME

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 age to ensure the sample profiles matched.

Sample profile	
<b>Gender</b>	
Female	58%
Male	41%
<b>Social Grade</b>	
AB	24%
C1C2	34%
DE	41%
<b>Age</b>	
18-34	15%
35-44	17%
45-54	14%
55-64	28%
65+	26%
<b>Disability</b>	
Identify as disabled	61%
Not disabled	38%



# WAU CAMPAIGN STRATEGIC SHIFT OVER TIME

- **Lower media spend vs historic norms**
- **Increased focus on more targeted calls to action / prompting towards activity resources including the WAU mobile app**



# AUTUMN CAMPAIGN MEDIA

- Hero ad
- Video on demand & YouTube
- Social media
- Posters
- Hospital ads & leaflet
- Video game & Reddit placements

Selected examples

Video-on-demand



Social Media



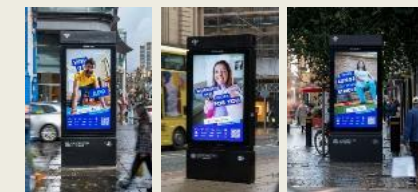
Hospital ads & leaflet



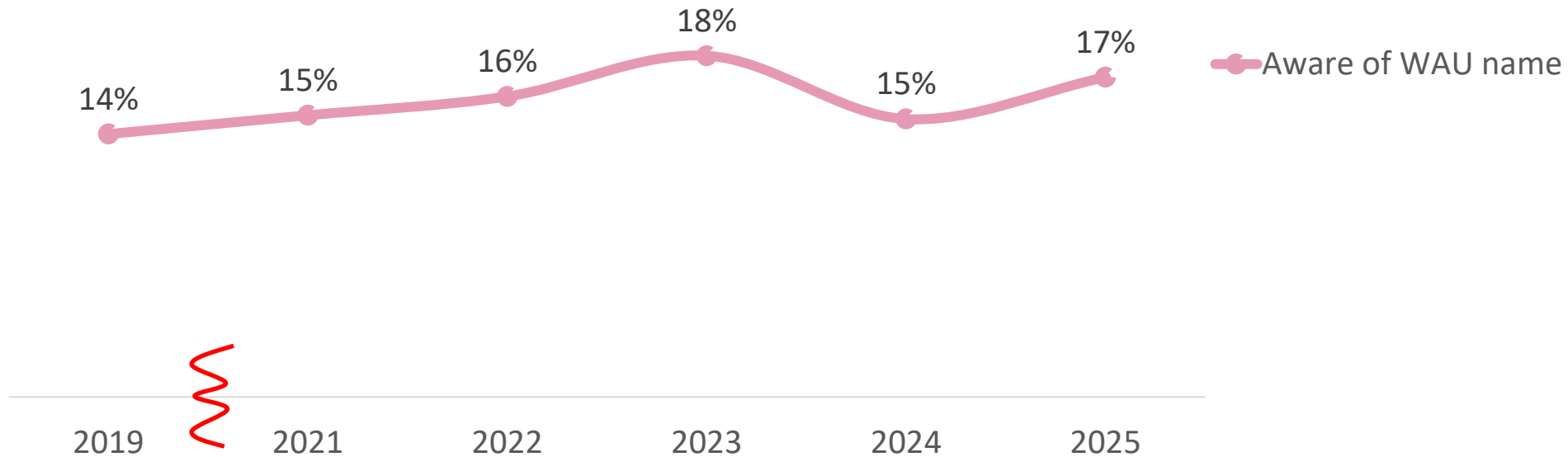
Video game



Posters



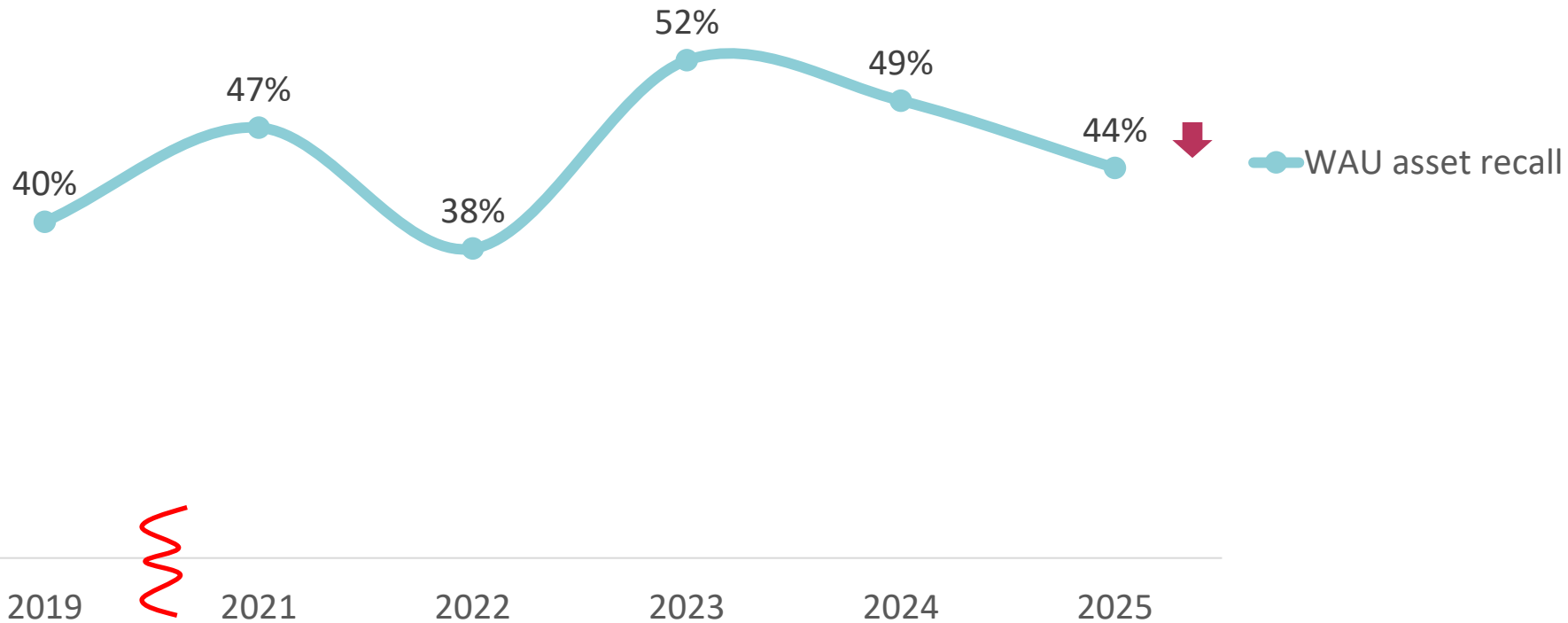
# AWARENESS OF WAU NAME IS IN LINE WITH THE LONG-TERM TREND



Source: DJS tracking research on behalf of We Are Undefeatable, Autumn 2025. Q26. Before today, have you heard of a campaign called 'We Are Undefeatable'? Base: 2,001 with LTCs (online and face to face interviews)

No significant difference between Summer 2024 and Autumn 2025

# CAMPAIGN ASSET RECALL HAS CONTINUED ITS DECLINE SINCE THE HIGHS OF SUMMER 2023

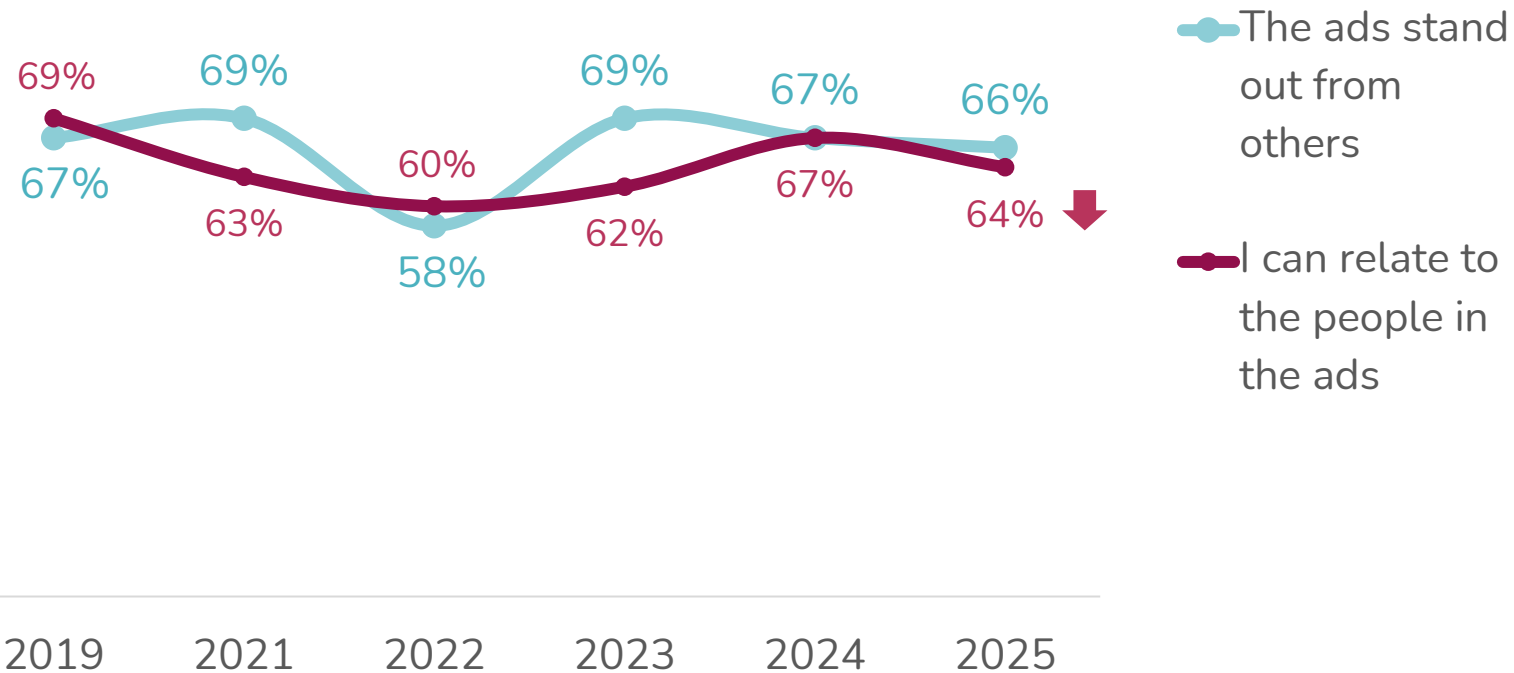


Source: DJS tracking research on behalf of We Are Undeatable, Autumn 2025. Derived variable based on prompted recall of campaign assets and name Q26 campaign name, Q27 or Q34 (TV), Q29L (posters), Q29 (Social media), Q29a (VOD), Q29J (Hospital), Q029O (Video Game), Q029P (Reddit). Base: 2,001 with LTCs. Base: 2,001 with LTCs (online and face to face interviews)

Significant difference between Summer 2024 and Autumn 2025

# STANDOUT AND RELATABILITY REMAIN HIGH BUT ARE UNDER PRESSURE

% who agree



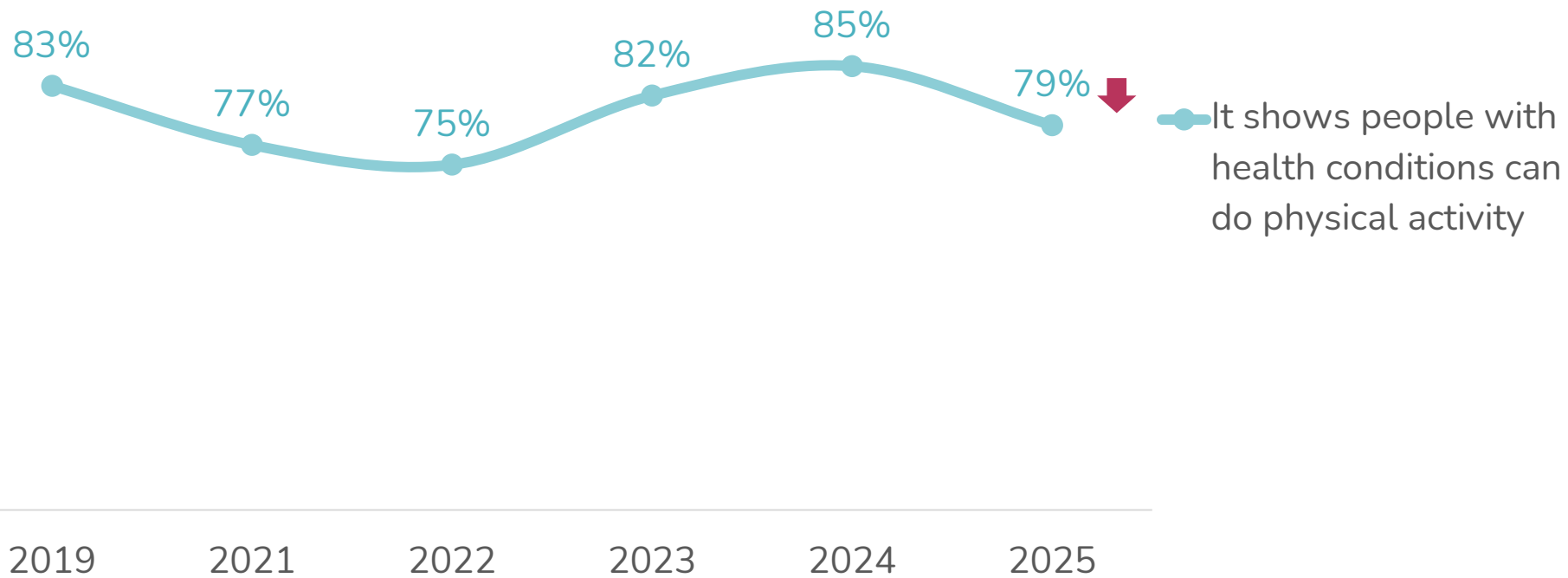
- The ads stand out from others
- I can relate to the people in the ads

## Relatability declined among certain groups:

- Ages 65+
- People who rate their condition as severe
- Inactive people

# GENERAL MESSAGE TAKE-OUT HAS FALLEN

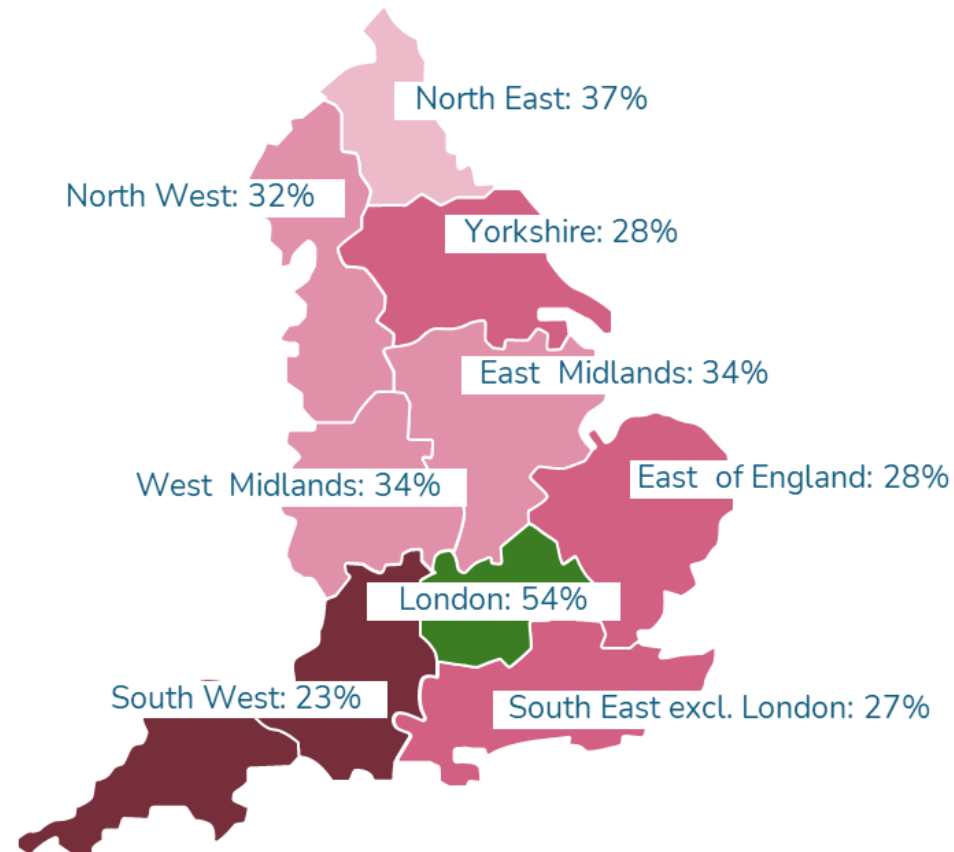
% who agree



# OUTSIDE WAU, DISPARITIES PERSIST IN REGIONAL SUPPORT...

Local authority support isn't felt equally - there are **big regional variations**

% agree "My local council/authority supports people with health conditions to be physically active"



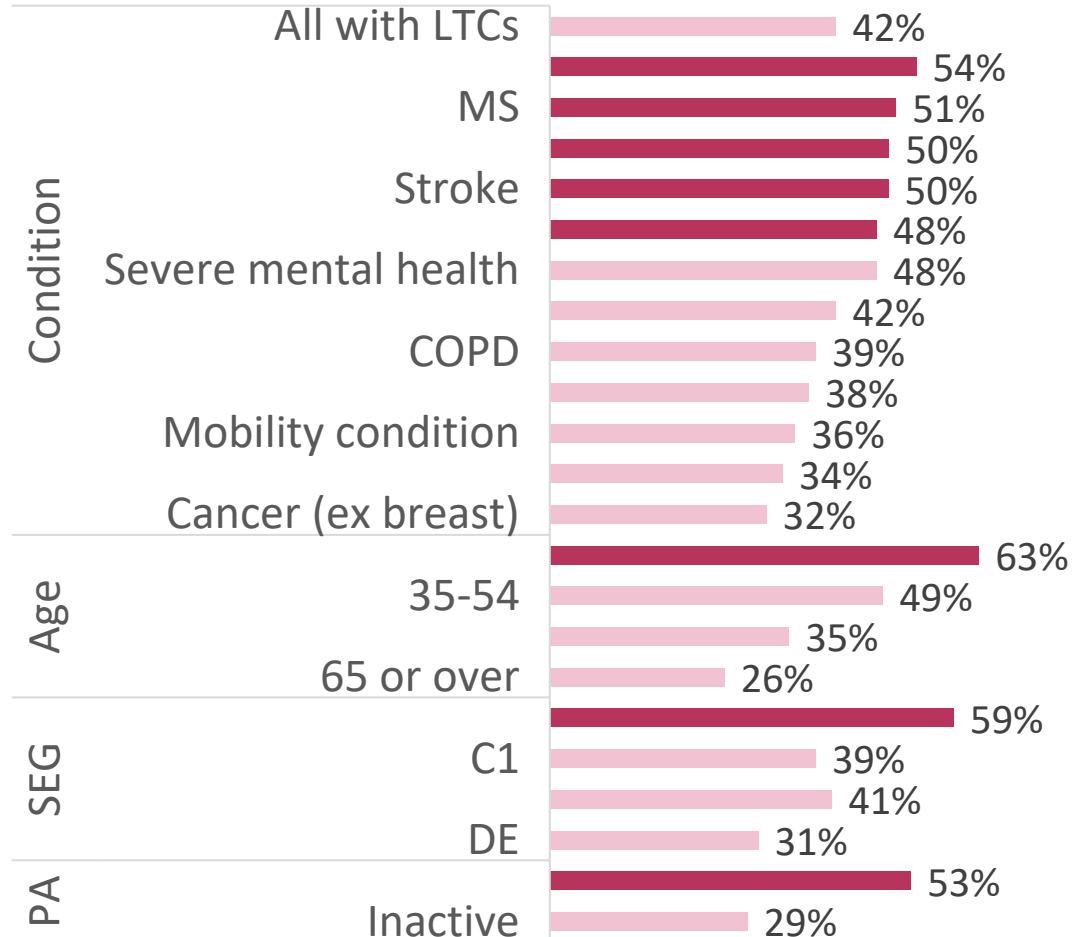
## Implications

1. Target support where perceptions are lowest
2. Collaborate with local authorities to close the gap
3. Partners and services with footprints in low-scoring regions could play a vital role

# ...AND CONVERSATIONS WITH HEALTHCARE PROFESSIONALS AREN'T CONSISTENT

Most pwLTCs are comfortable to discuss PA with a HCP... yet conversations don't happen nearly as often for some conditions and demographics

PA conversations within HCP interactions for:

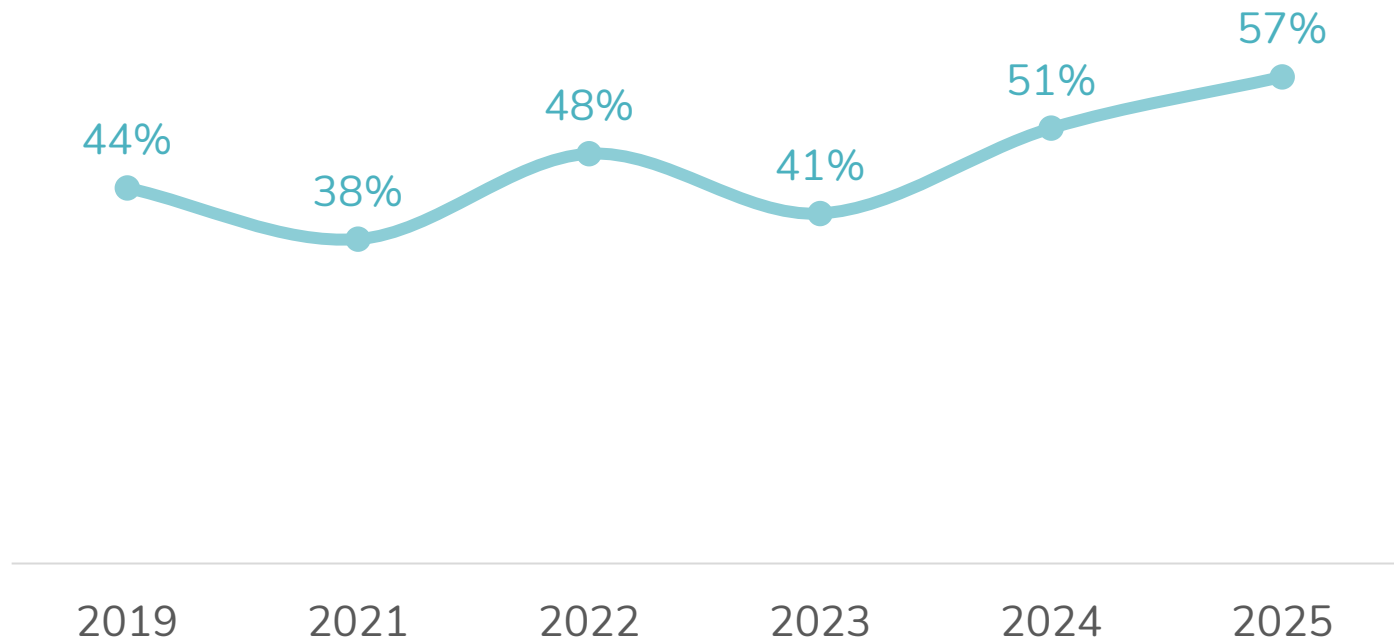


## Implications

1. Variation suggests opportunity to consider whether PA advice is well integrated.
2. Explore whether those with greater health needs (older, inactive, etc) are receiving PA support that would help them most.
3. Partners play key role in defining where PA conversations add value.

# A RECORD PROPORTION OF CAMPAIGN RECALLERS TOOK ACTION

% campaign recallers who took action



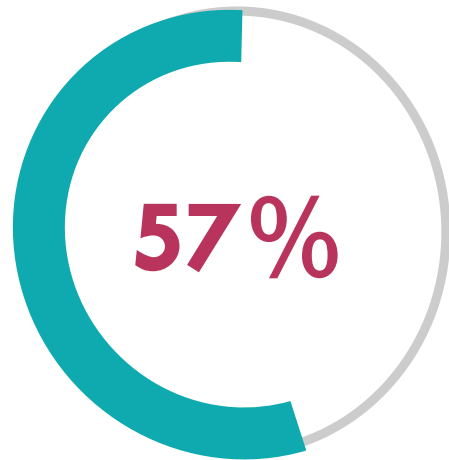
Translating into

**1 in 5 people  
with LTCs**

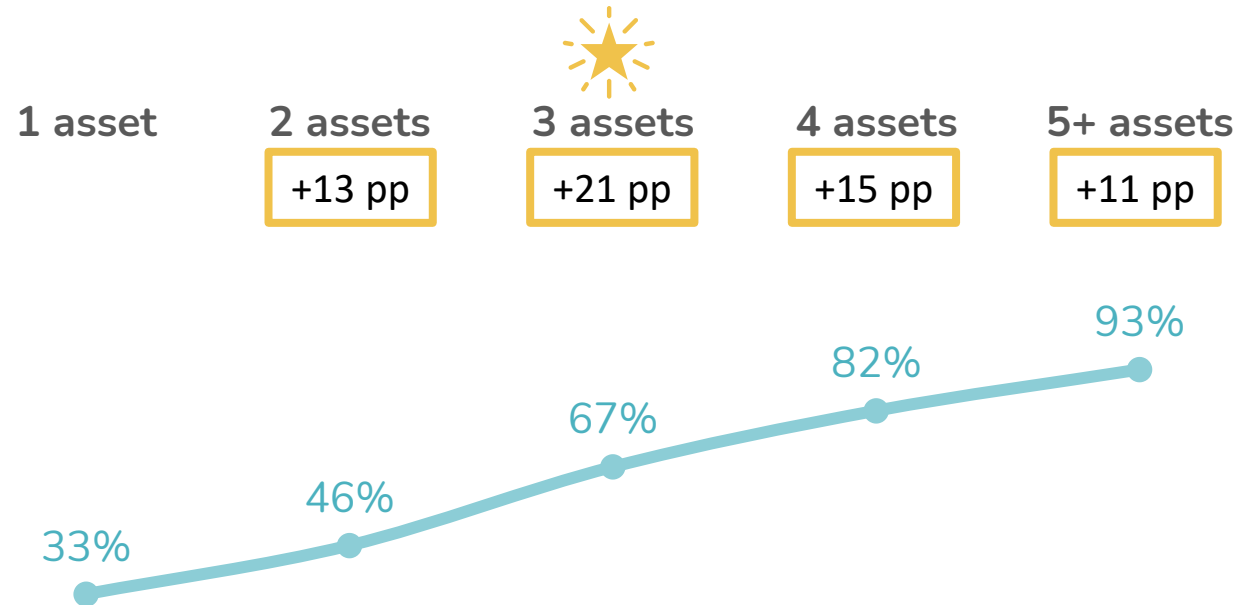
taking action  
based on WAU  
exposure this  
wave

# GREATEST INCREASE IN ACTIONS AT 3+ ASSETS

% campaign recallers who took action



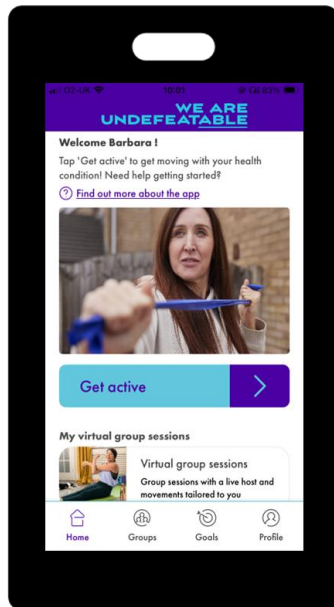
Proportion of those who took any action by number of assets recalled



# AWARENESS OF RESOURCES IMPROVED

## WAU mobile app

13% awareness   
up from 10%



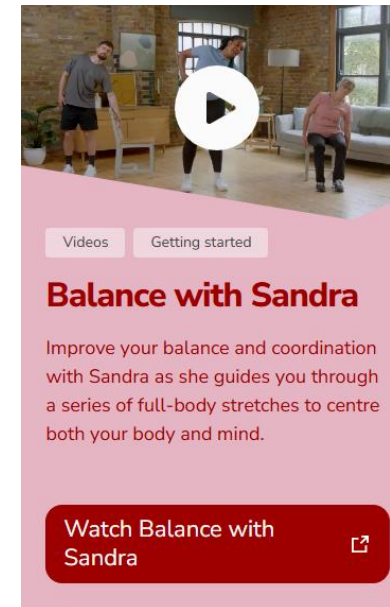
## Five in Five

13% awareness   
up from 11%



## Video workouts

15% awareness   
up from 12%



# APP EVALUATION FINDINGS



**30,000+**

Downloads in  
first year



**Effective  
reach**

Wide range of conditions  
supported. Over half live  
with multiple conditions

Appealing to inactive people



**Some  
skews**

More app users  
are female and  
aged 50-69

# APP EVALUATION FINDINGS



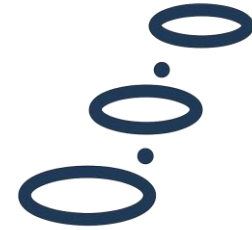
## Meaningful impact

App associated with small increases in motivation and physical activity. Impacts deepen with engagement.



## Retention pressure

Retention above benchmarks but still a challenge: target audience has fluctuating symptoms and life pressure



## A stepping stone

App appreciated for AI tailoring and can be a stepping stone for people underserved by traditional fitness products

# SUMMARY

- Key opportunity to drive app awareness
- Need to maintain relentless focus on authenticity and relatability – especially among older people & with more severe conditions
- With less above-the-line activity, onus will be on thoughtful optimisation e.g. test and refine calls to action
- Opportunity to use case studies & data to inform place work and sector influencing
- Opportunity to shout about successes e.g. to MPs

## **Suggestions for you, our partners:**

- Promote the app!
- Consider how your organisation could help address regional disparities or those with the deepest barriers
- Use the HCP insights to make the case for more PA conversations for specific conditions

**WE ARE  
UNDEFEATABLE**



**THANK YOU!**

If you have any questions, please contact  
the team at

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