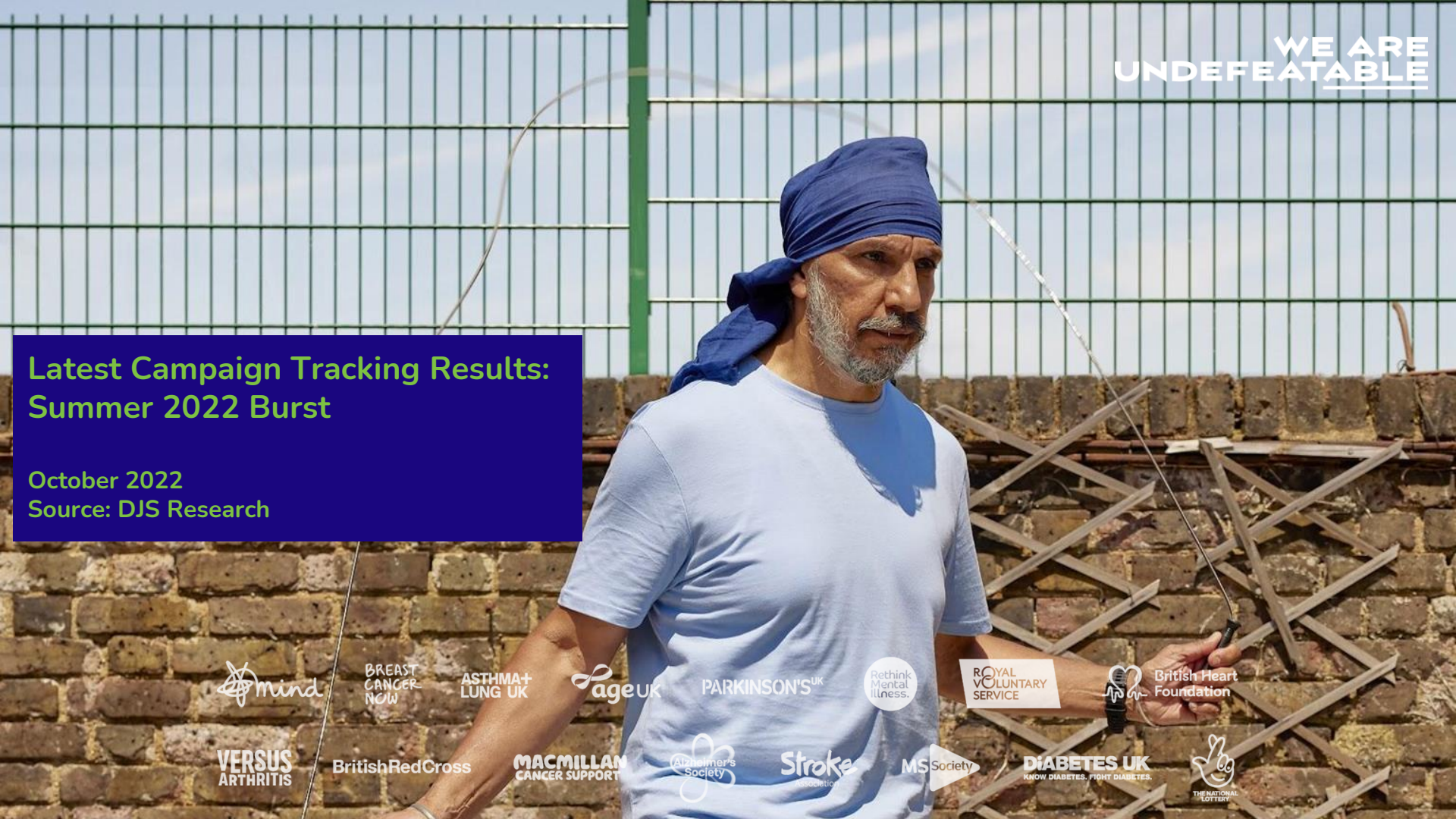
WE ARE UNDEFEATABLE

Latest Campaign Tracking Results: Summer 2022 Burst

October 2022
Source: DJS Research



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Quantitative research overview

Methodology: online and face to face survey with 2,015 people with long-term conditions

This is the ninth 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. Additionally, CAPI (Computer Assisted Personal Interviewing) data was collected face to face in areas across England.

	PRE-CAMPAIGN Summer 2019 (2nd - 27th August 2019)	**Autumn 2019** (8th - 27th October 2019)	**Spring 2020** (20th March - 7th April 2020)	**Summer 2020** (15th July – 3rd August 2020)	**Autumn 2020** (21st Oct – 12th Nov 2020)	**Spring 2021** (30th Mar – 22nd Apr 2021)	**Summer 2021** (3rd – 20th Aug 2021)	**Autumn 2021** (12th Nov – 1st Dec 2021)	**Spring 2022** (22nd Mar – 12th Apr 2022)	**Summer 2022** (22nd Mar – 12th Apr 2022
Online	1,292	1,338	1,340	1,350	1,340	1,340	1,349	1,340	1,340	1,350*
CAPI	710	642	-	-	-	-	668	658	698	665

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.

*This wave also includes a boost of 200 additional respondents from ethnic minority groups making the overall base size of the ethnic minority groups boost for analysis 337. The main sample excludes this boost.

A representative sample allowing us to track changes over time

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

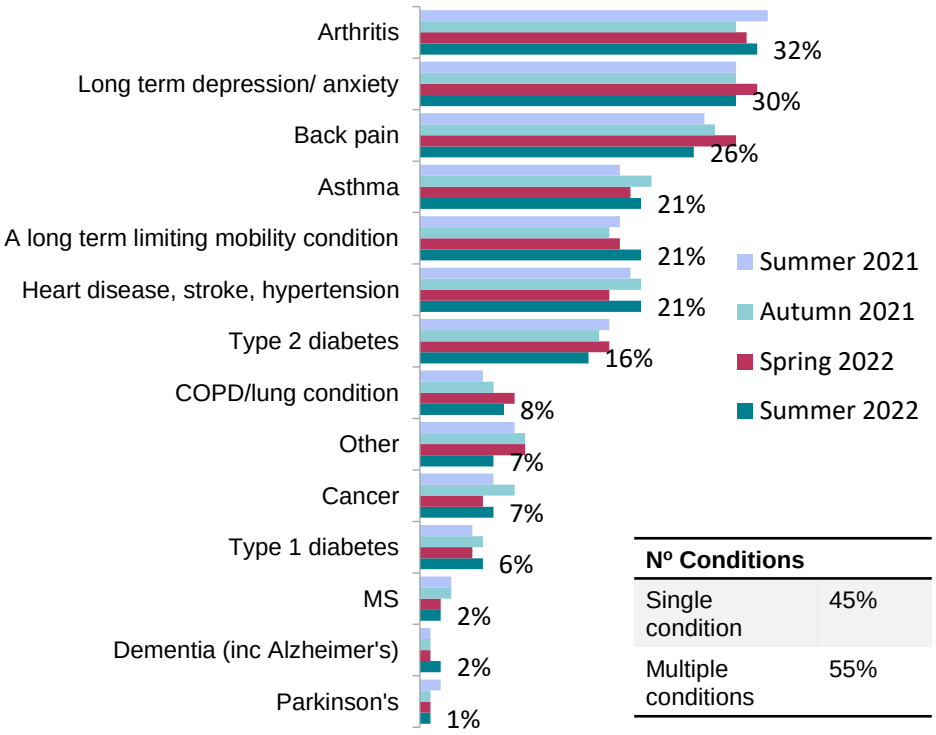
Minor weighting was applied to the post-campaign data on gender, age and number of conditions to ensure the sample profiles matched.

Sample profile

Gender	
Female	58%
Male	41%

Social Grade	
AB	26%
C1C2	39%
DE	34%

Age	
18-34	15%
35-44	15%
45-54	16%
55-64	28%
65+	26%



Nº Conditions	
Single condition	45%
Multiple conditions	55%

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Key findings

There are many lingering impacts of Covid among people with health conditions

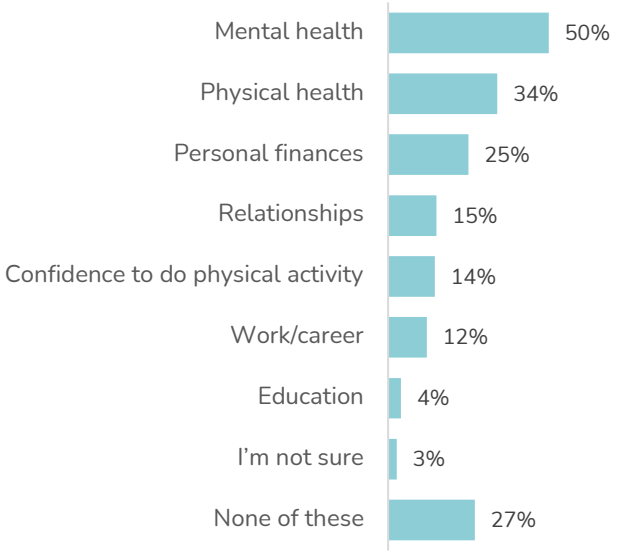
50% say Covid has negatively impacted their mental health and 34% say it has impacted their physical health

43% remain worried about the impact Covid is having on their life right now

11% say they have long Covid, of which the majority say this impacts their ability to perform daily activities

6% are still shielding or living with someone who is

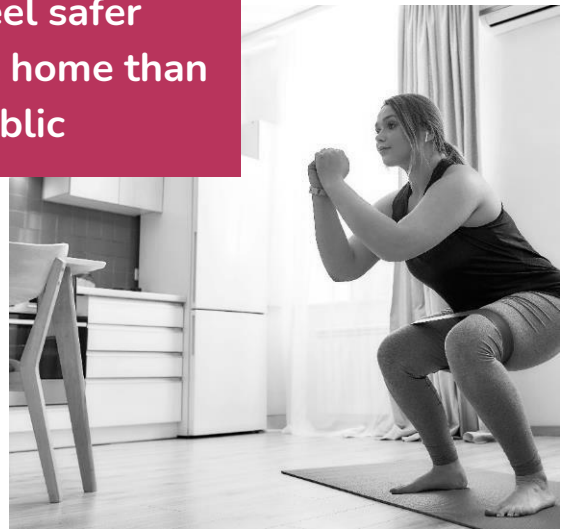
Negative personal Impacts of Covid-19



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs.
NB: figures are based on final weighted data so may differ slightly from those presented in the Insight presentation for M4A

Around half still feel safer exercising at home

46% feel safer exercising at home than in public

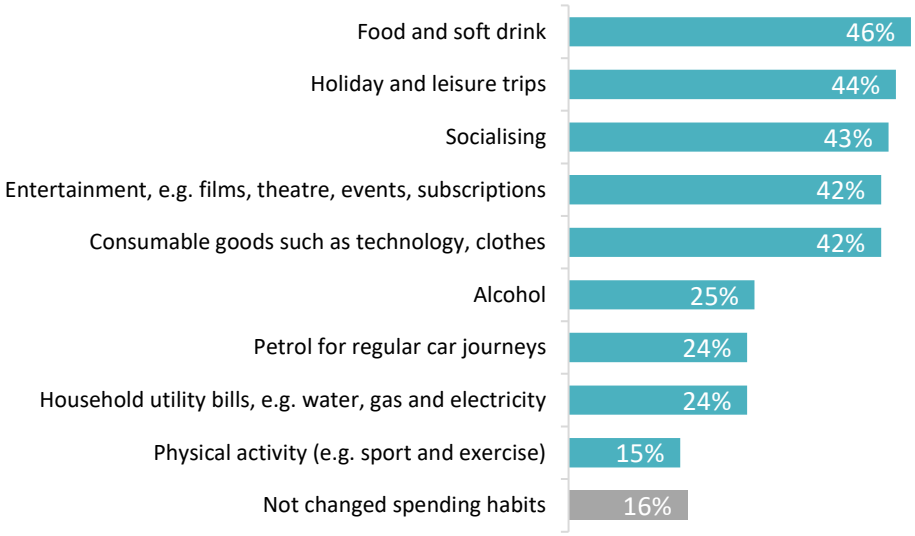


37% are worried about exercising close to others

Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs.

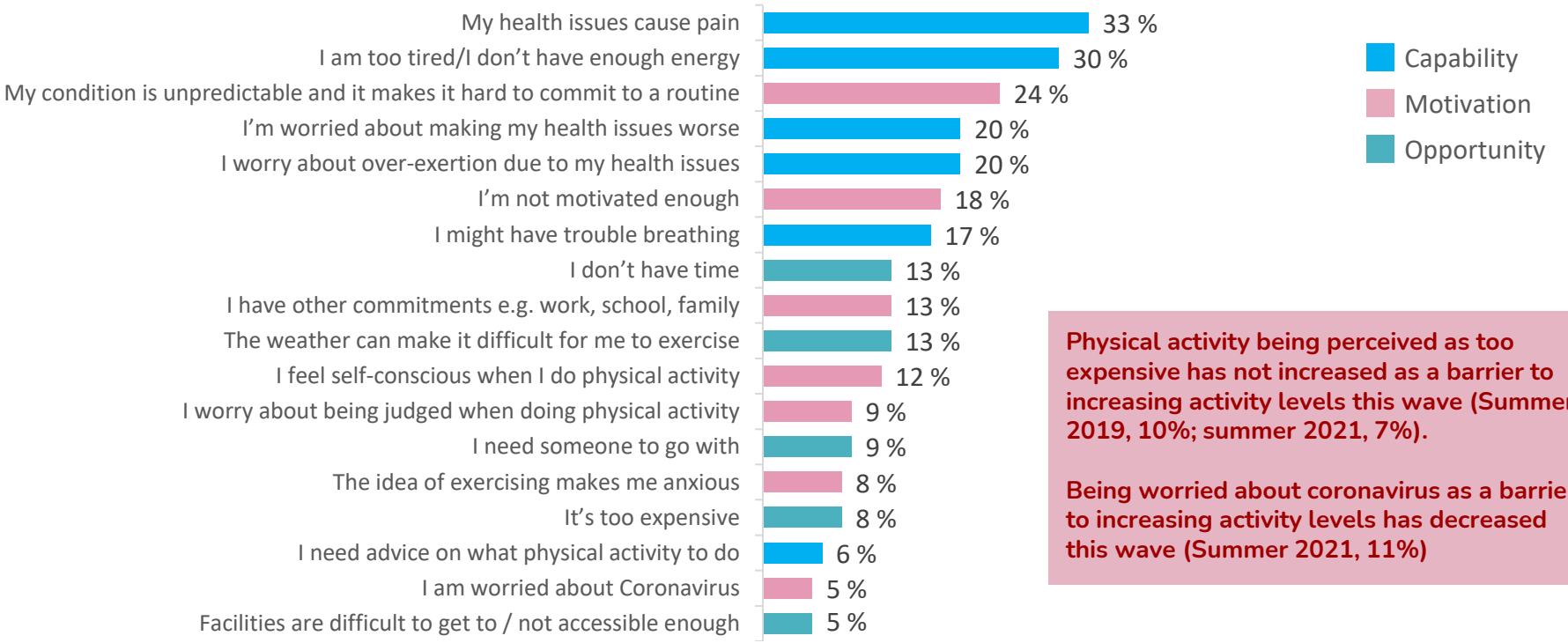
Despite much anxiety around rising costs, physical activity is not a top area of cutting back

People with health conditions who have less disposable income than a year ago (59% of total): what are you spending less money on?



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 1,199 with LTCs who have less disposable income than a year ago.

Top barriers to increasing activity include pain, tiredness and perceived unpredictability of LTC



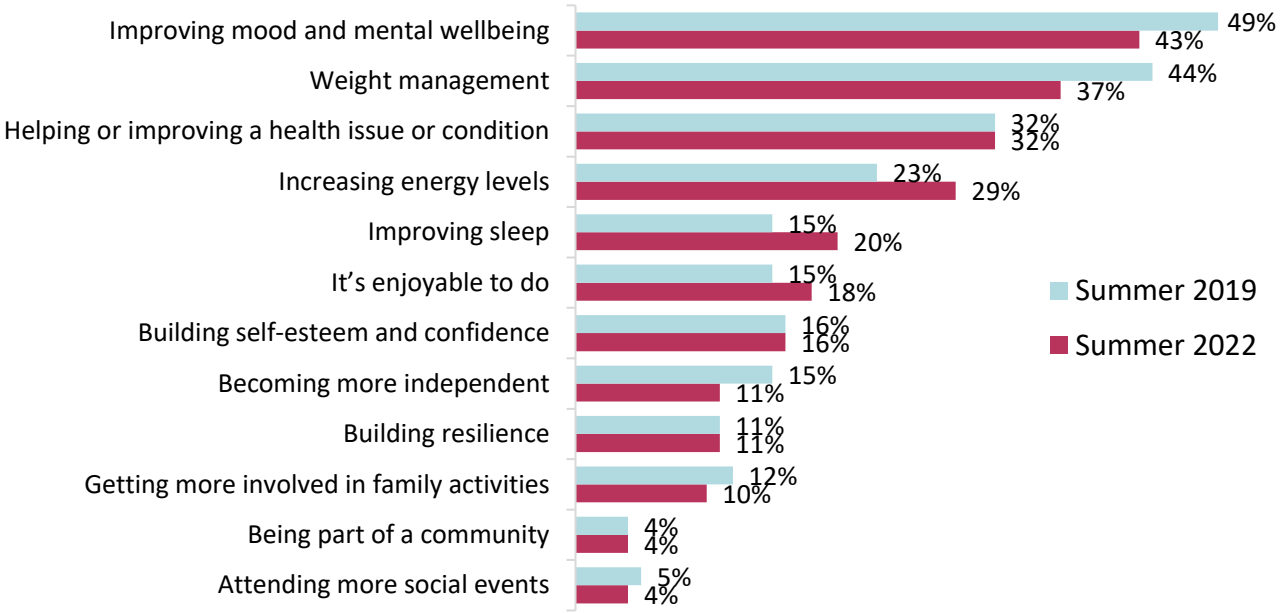
Physical activity being perceived as too expensive has not increased as a barrier to increasing activity levels this wave (Summer 2019, 10%; summer 2021, 7%).

Being worried about coronavirus as a barrier to increasing activity levels has decreased this wave (Summer 2021, 11%)

Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs.

For people with health conditions, the top benefit of physical activity is mental wellbeing

Perceived benefits of doing physical activity



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs.

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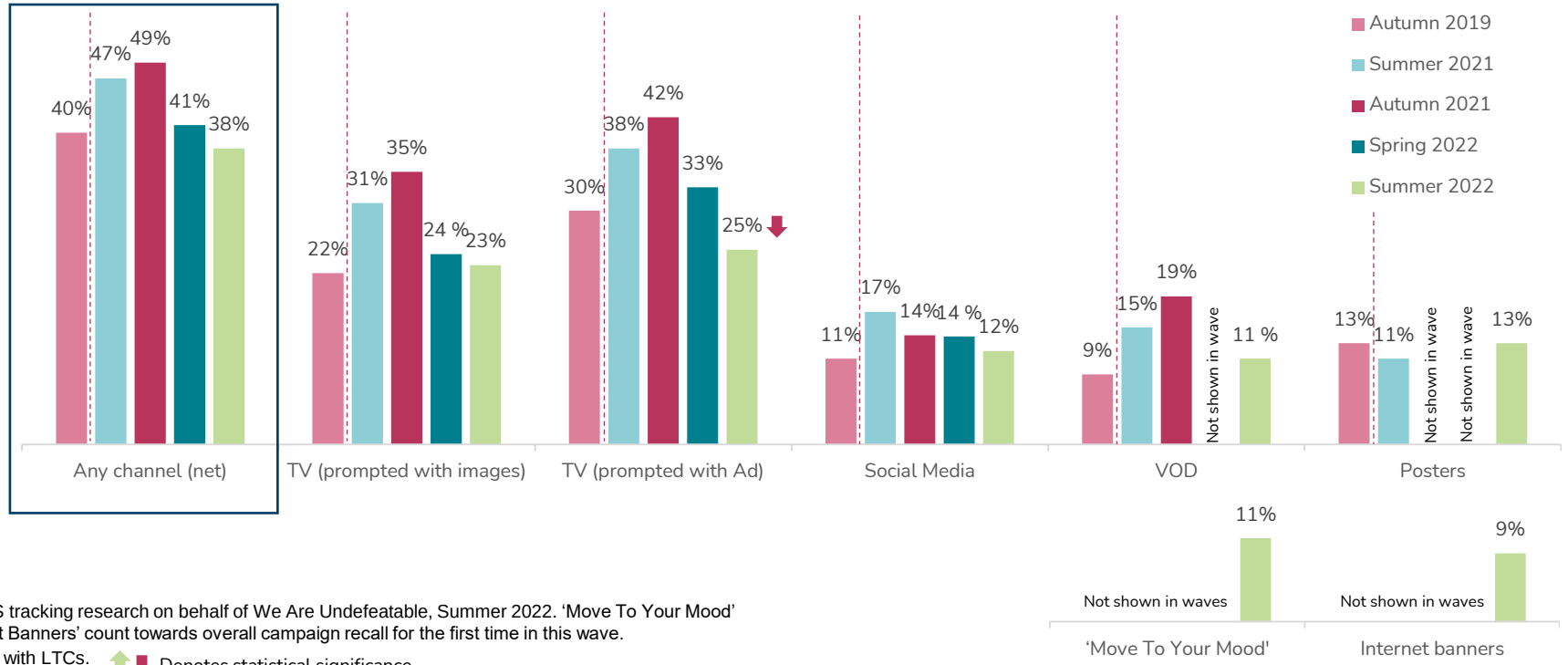
Summer campaign response

Two in five recall seeing or hearing about the We Are Undefeatable campaign when prompted

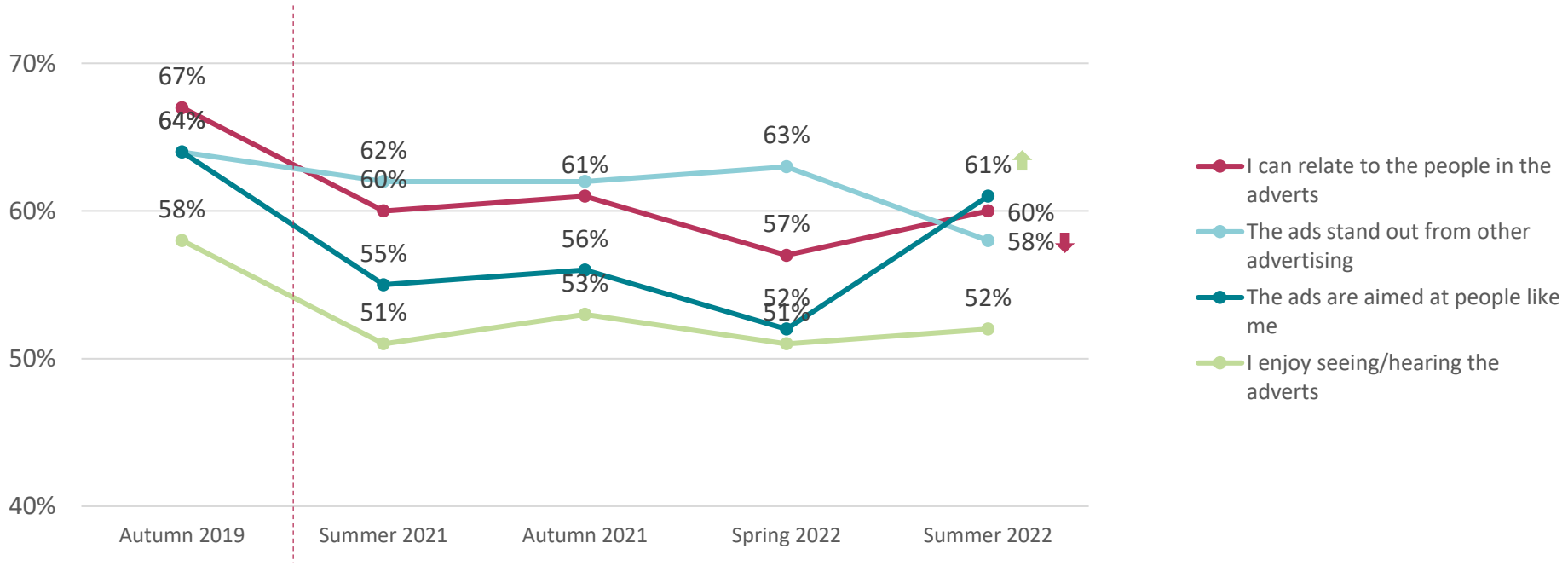
Campaign recall



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022. 'Move To Your Mood' and 'Internet Banners' count towards overall campaign recall for the first time in this wave.

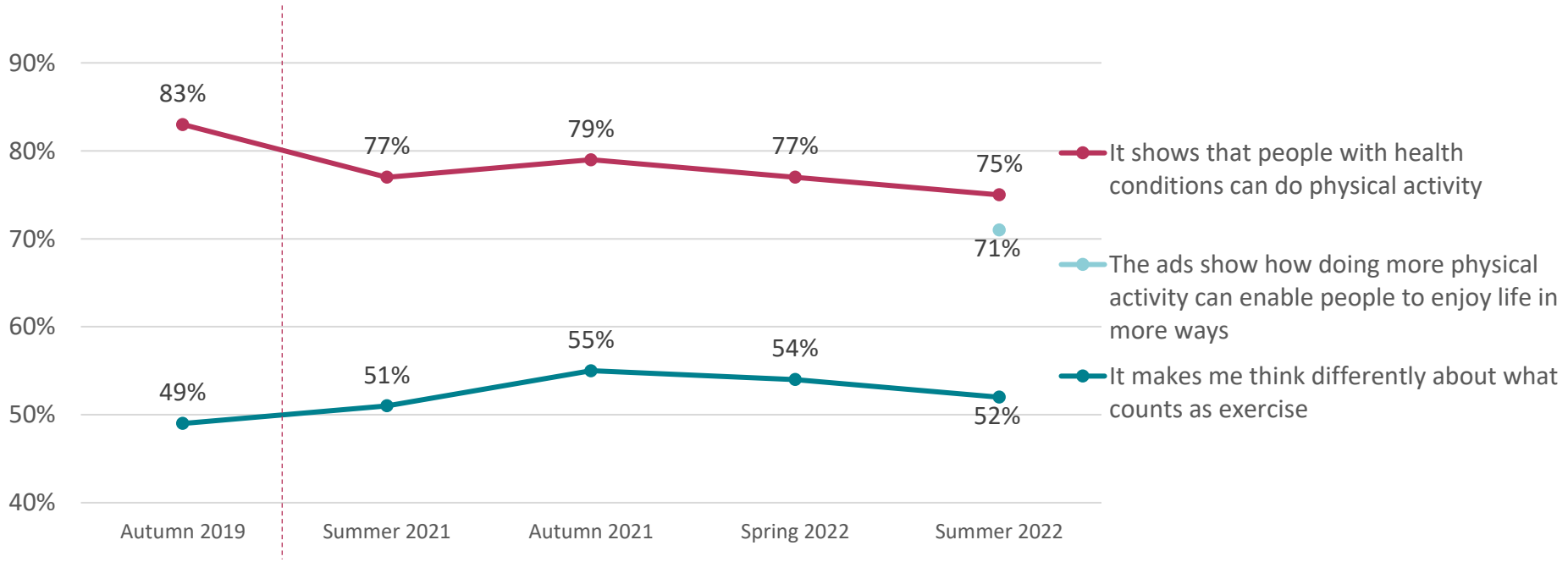
Base: 2,015 with LTCs. Denotes statistical significance

The ads stand out less this wave, but relatability has increased significantly



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs. Denotes statistical significance

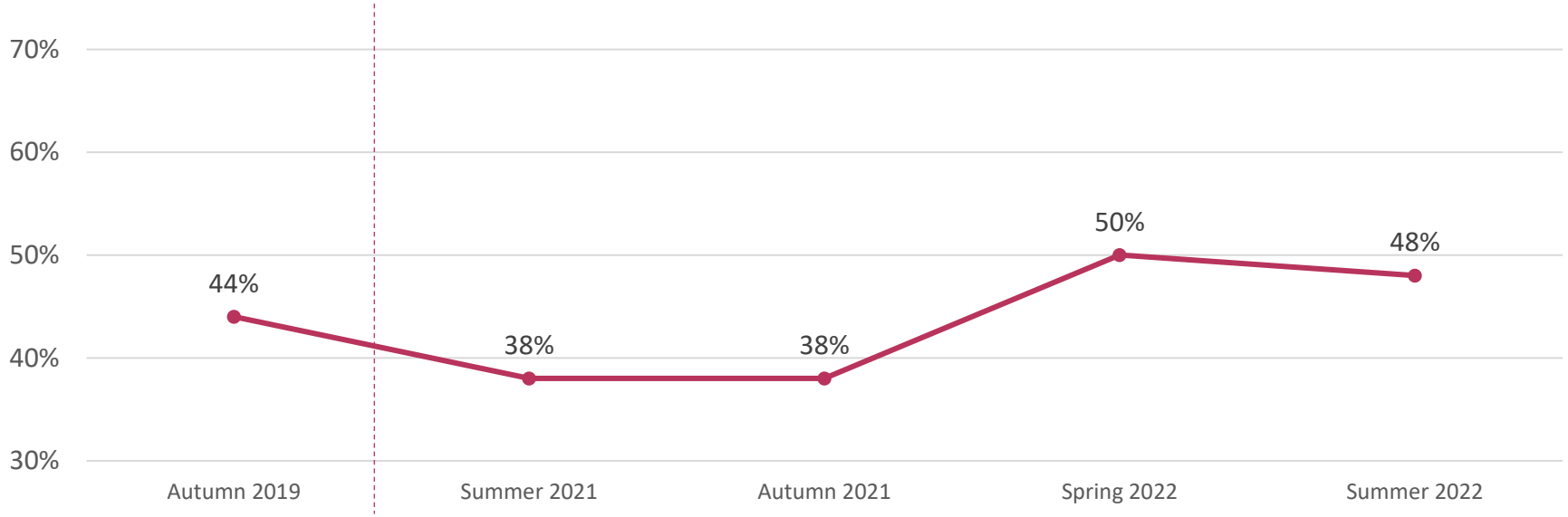
The key campaign messages are understood by the majority of the target audience



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs.

Nearly half of those seeing the campaign have been inspired to take an action as a result

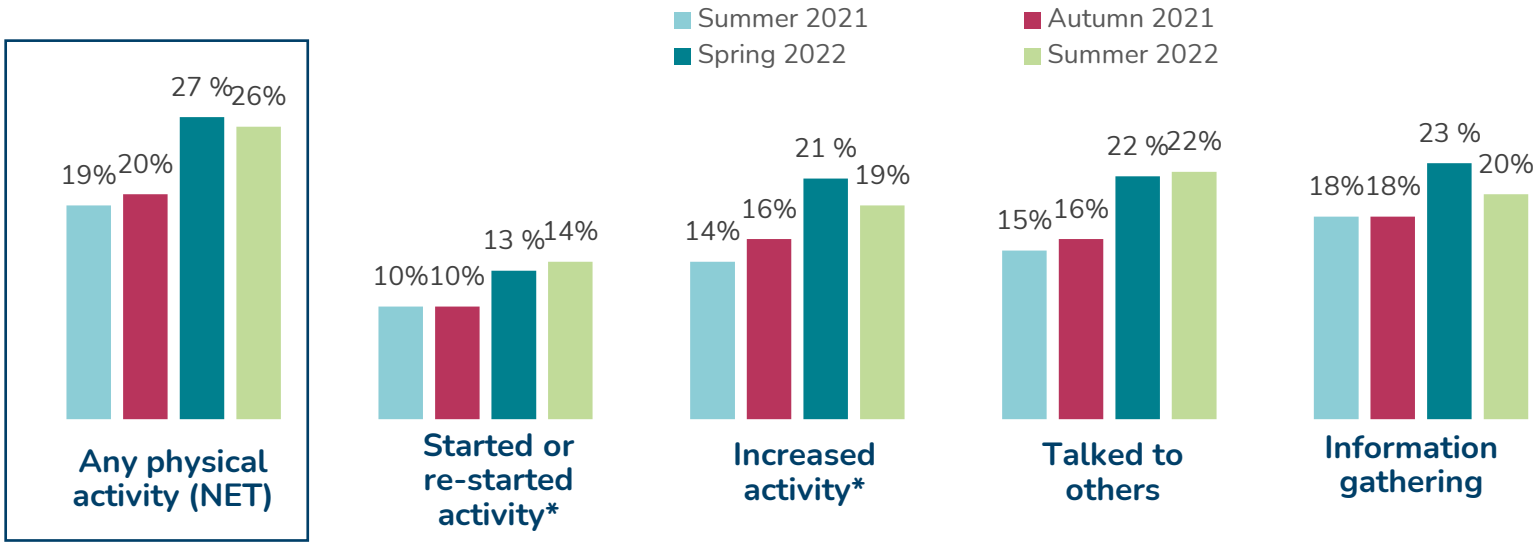
% of those aware of the campaign who have taken any action



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 722 aware of the campaign (before prompting with TV advert).

A quarter of those seeing the campaign have (re)started or increased activity levels as a result

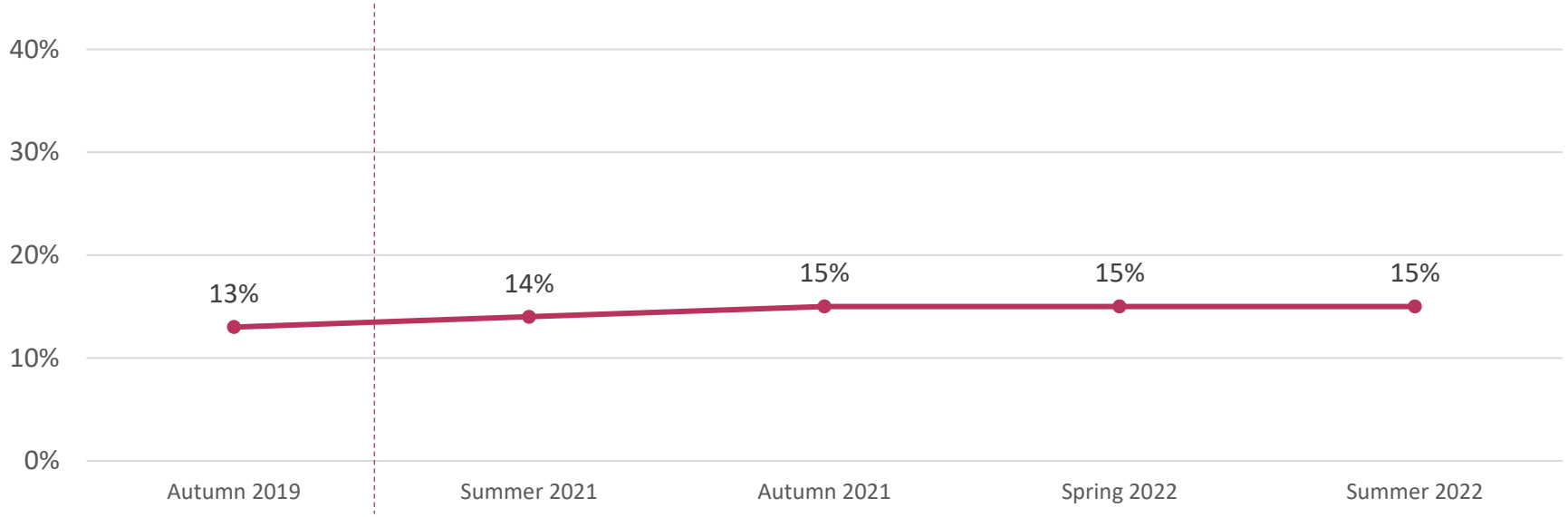
% of those aware of the campaign who have taken any action



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 722 aware of the campaign (before prompting with TV advert).

This translates into 1 in 6 people with LTC's having taken an action as a result of the campaign

% of all respondents who have taken any action



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022
Base: 2,015 with LTCs. .

Those most impacted by Covid and the cost of living crisis relate most strongly to the campaign

		Worried about Covid	Not worried	Personal finances impacted by Covid	Personal finances not impacted by Covid	Less income compared to 12 months ago	More/same income
Recall	Heard of WAU name	20%	12%	16%	16%	14%	18%
	Aware of any channel	44%	30%	42%	37%	38%	37%
Reaction	Relatability	67%	54%	66%	58%	64%	55%
	Aimed at people like me	68%	54%	65%	60%	65%	57%
	Inspires me to get active	55%	45%	55%	47%	52%	46%
	Taken ANY action (amongst those recalling the campaign)	57%	35%	63%	42%	42%	57%

'Action taken' correlates very strongly with age, with younger people much more likely to take an action. Those with 'less income' is skewed heavily towards those aged 45-64, who in turn are less likely to take an action.

Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2022

Significantly higher than comparator subgroup

Key take aways and calls to action

- In the midst of rising costs and the ongoing impact of Covid on mental wellbeing, the relevance of physical activity is heightened – we need to double down on our efforts
- The We Are Undefeatable campaign and resources provide a powerful platform and focal point for both the target audience and local partners to engage with
- Resources include data and insights that can be used to open conversations, shape local activation work and influence locally
- Have a look through the Research & Insights section on the Supporters Hub or contact us to discuss how you could leverage our learning further

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For further information about these findings or to request additional data or analysis contact:

weareundefeatable@ageuk.org.uk