

THE FOLLOWING SLIDES CONTAIN EXTRACTS FROM CAMPAIGN TRACKING RESEARCH CONDUCTED FOR WE ARE UNDEFEATABLE IN SUMMER 2020.

THESE INSIGHTS ALONG WITH ADDITIONAL INFORMATION ABOUT CAMPAIGN ACTIVITIES WERE SHARED IN A SUPPORTER WEBINAR ON 8TH SEPTEMBER 2020.

TO VIEW THE WEBINAR IN FULL, VISIT:

<https://www.youtube.com/watch?v=clC9M48oE34&feature=youtu.be>

We Are Undefeatable: Extracts from Post- Campaign Wave 3 Quantitative Debrief

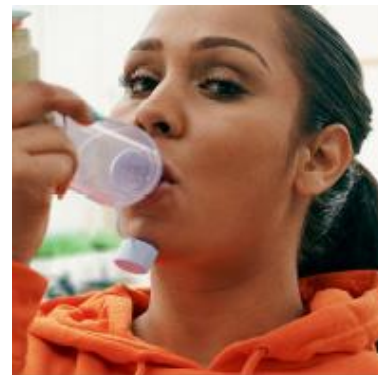
September 2020

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**WE ARE
UNDEFEATABLE**

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BACKGROUND & APPROACH

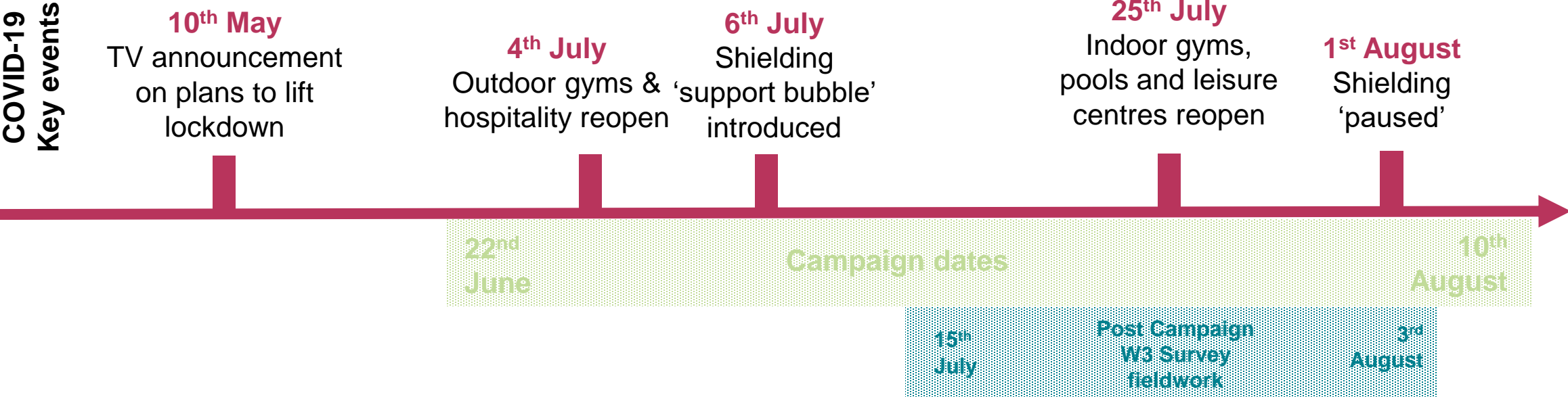
TIMELINE: WAVE ON WAVE

This report concludes the 4th wave of the survey. A pre-campaign wave carried out in August 2019 prior to the launch in September with 3 subsequent post-campaign waves throughout 2019-2020.



TIMELINE: POST-CAMPAIGN WAVE 3

This report focuses on the findings from the post-campaign wave 3 tracking survey. It is important to note that fieldwork was conducted during the COVID-19 pandemic. A timeline of key events is shown below:



QUANTITATIVE: METHODOLOGY

In light of the COVID-19 pandemic, face-to-face CAPI interviews continued to be suspended and interviews were carried out online only for the second consecutive wave.

Interviews were carried out using Dynata panel with quotas set to ensure that the sample is broadly representative by region, age, gender and LTC.

This wave we also carried out a boost to achieve 300 interviews with BAME respondents.

NUMBER OF INTERVIEWS

	PRE-CAMPAIGN (2 nd - 27 th 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)
Online	1,292	1,338	1,340	1,350
CAPI*	710	642	-	-

*CAPI (F2F) data has been excluded in this report for the pre-campaign and post-campaign W1

QUANTITATIVE: SAMPLE PROFILE

The sample profile for the online survey was matched to online 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.

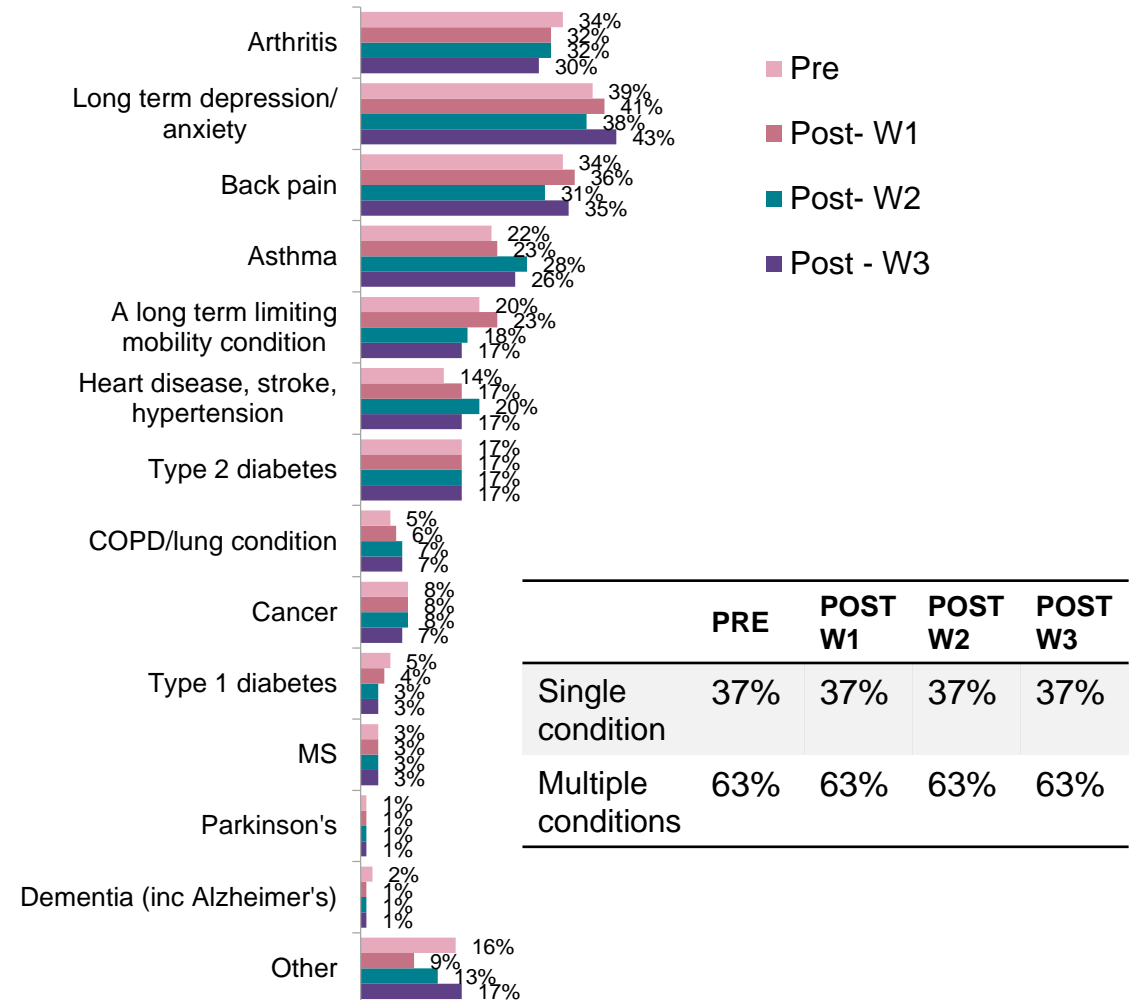
We also weighted our BAME sample by age and number of conditions so that it is directly comparable with the core sample.

SAMPLE PROFILE

Gender	PRE	POST W1	POST W2	POST W3
Female	61%	61%	61%	61%
Male	39%	39%	39%	39%

Social Grade				
	PRE	POST W1	POST W2	POST W3
AB	29%	29%	31%	31%
C1C2	39%	41%	38%	40%
DE	30%	29%	30%	28%

Age				
	PRE	POST W1	POST W2	POST W3
18-34	19%	19%	19%	19%
35-44	25%	25%	25%	25%
45-54	17%	17%	17%	17%
55-64	30%	30%	30%	30%
65+	9%	9%	9%	9%



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

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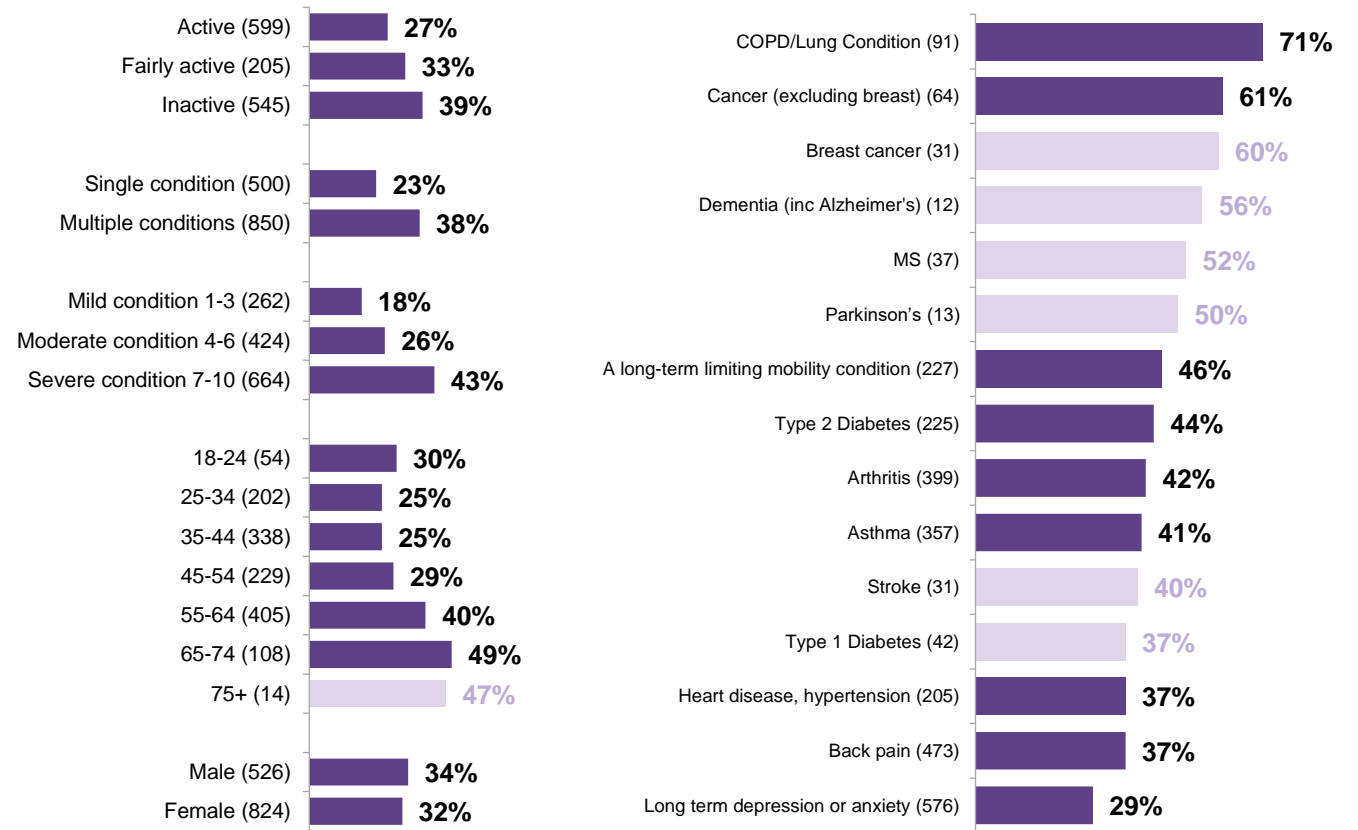
KEY INSIGHTS

A THIRD WERE SHIELDING, OR LIVING WITH SOMEONE WHO IS AT THE TIME OF FIELDWORK



SHIELDING / LIVING WITH SOMEONE WHO IS

% SHIELDING BY SUBGROUP – W3

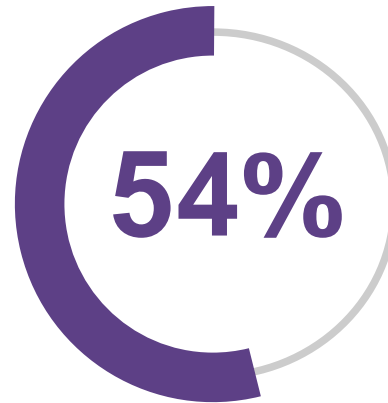


THE MAJORITY DO ACKNOWLEDGE THE IMPORTANCE OF DOING PHYSICAL ACTIVITY IN THIS CONTEXT...

“I EXERCISE TO HELP
MANAGE MY MENTAL HEALTH
DURING THE OUTBREAK”

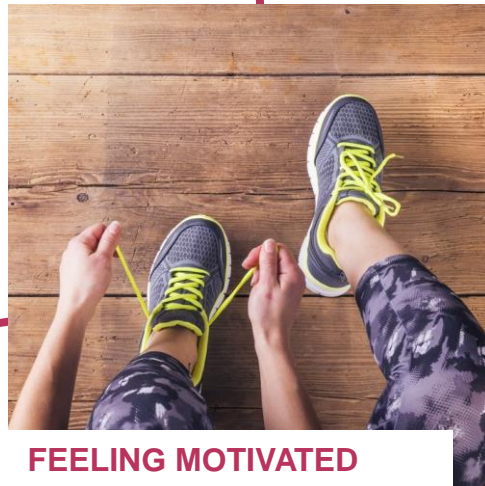
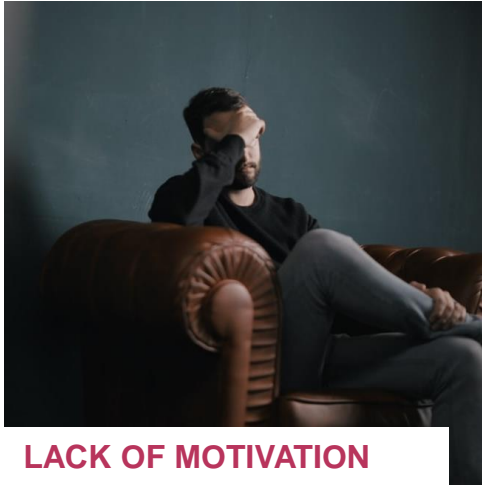


“I EXERCISE TO HELP MANAGE
MY PHYSICAL HEALTH DURING
THE OUTBREAK”



“It’s essential for me to keep moving... I go swimming every day so I’m really feeling it in terms of stiffness and pain. But I’m trying my best and trying to do lots of stretches at home.”

...BUT THERE HAVE BEEN VERY CLEAR STRAINS ON MANY PEOPLE'S MOTIVATIONS



! 45% say that they worry about leaving the house to do exercise or be active*

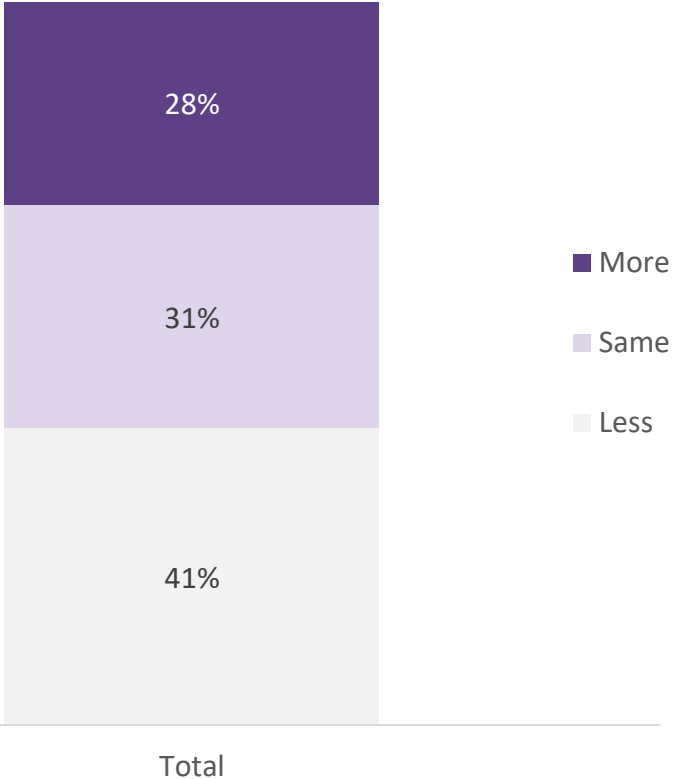
"I will still avoid going out, even if I am deconditioning; catching Covid would be worse."

"I'm just concentrating on doing what I think is right for myself and my loved ones in order to stay safe. The next few months seem so full of uncertainty."

"I'm more than de-motivated. It's as if my brain has now been re-configured to automatically discourage myself from doing anything... I've become so accustomed to not doing anything, I might need therapy to get back into doing something. It's affected me so much I just cannot activate myself."

4 IN 10 SAY THEY ARE DOING LESS PHYSICAL ACTIVITY SINCE THE OUTBREAK

WHETHER DOING MORE/LESS PA SINCE OUTBREAK

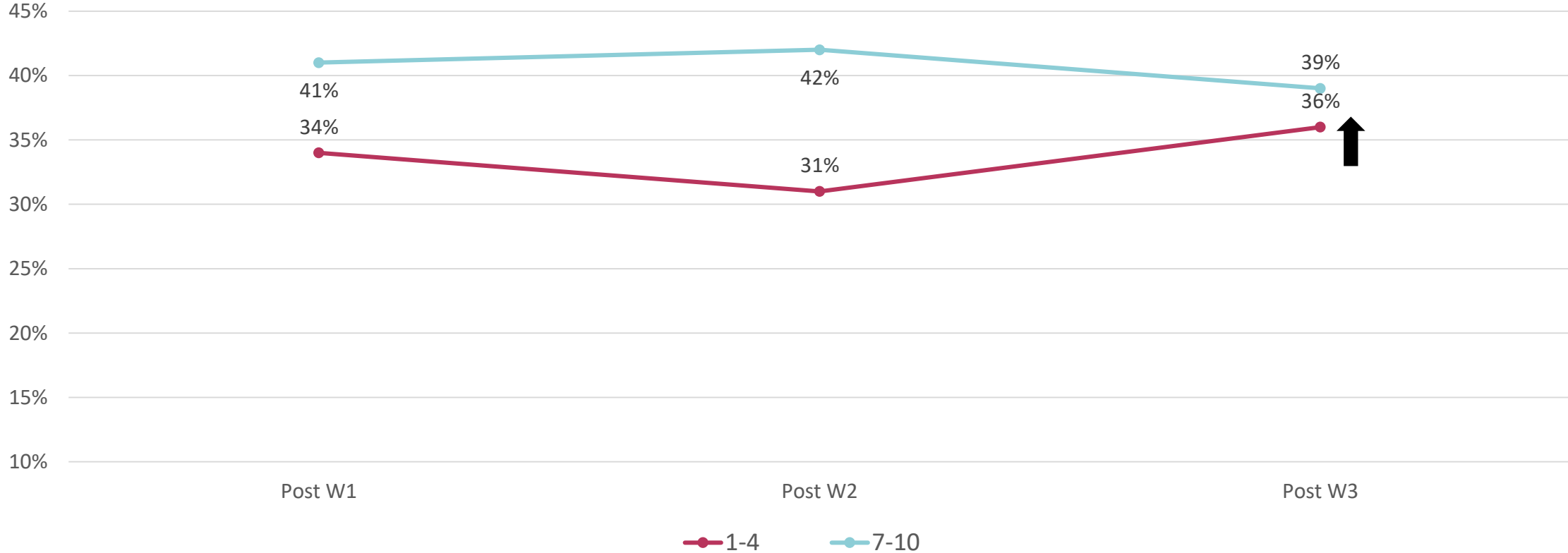


Those with a single condition and those in the AB social groups are more likely to state they have been more active since the pandemic.

Q020d Since the Covid-19 outbreak, in a typical week, do you think you have done more, less or the same amount of physical activity and exercise, compared to a typical week before the pandemic? Base: All online participants (n=1,350)

GENERAL WELLBEING HAS DECREASED SINCE EARLIER IN LOCKDOWN

'I am satisfied with life nowadays' – 1-10 rating



C02 On a scale of 0-10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays? Base: all online participants (n=1,350)

↓ Denotes statistical significance against W2

FOR MORE INFORMATION, CONTACT...

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