

5<sup>th</sup> April 2019

# GreaterSport

## GM Moving

Final report

[britainthinks.com](http://britainthinks.com)

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\* Please note that we have included an appendix containing research materials, quantitative data charts and detailed subgroup breakdowns in a separate document

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# 01 Introduction

- Objectives and methodology
- About the audiences
- Key findings
- Summary of our campaign guidelines

# Objectives and methodology

## Background and objectives

**GM Moving's goal is for 75% of the population of Greater Manchester to be active by 2025.**

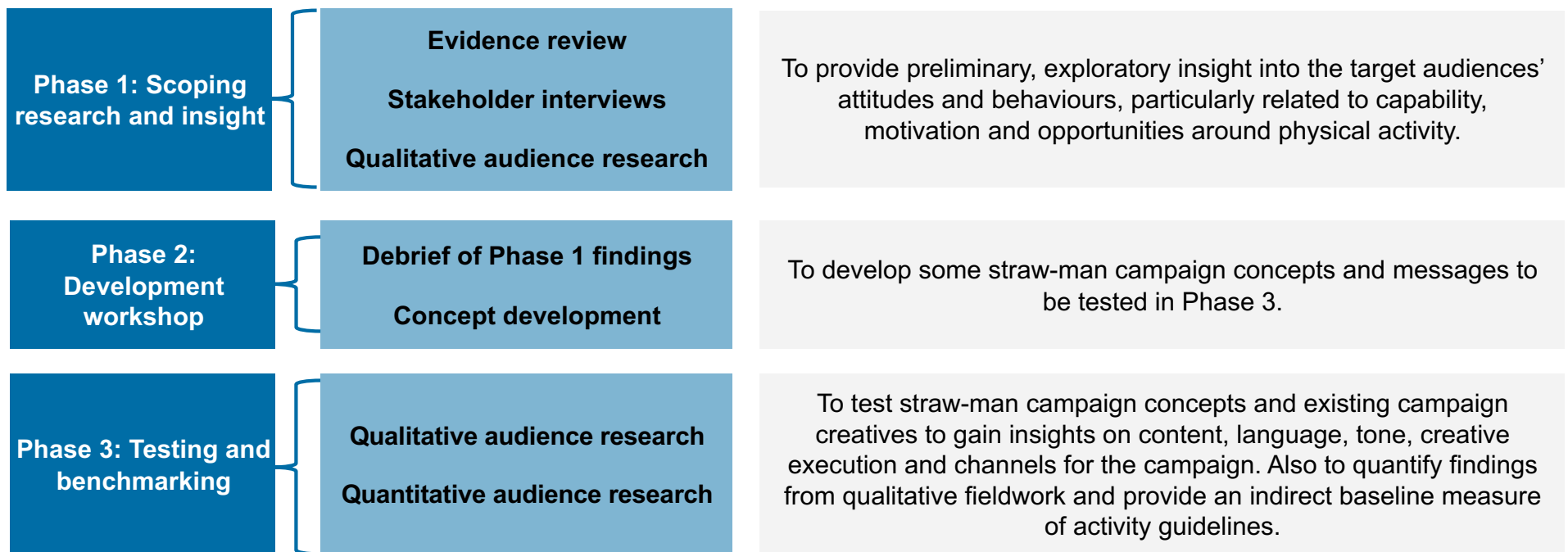


**In order to achieve this, it is developing a behaviour change campaign that will encourage the inactive population of Greater Manchester (GM) to increase their activity levels.**

While aiming to target the inactive population overall, the campaign is also aimed at three specific groups who are less likely to be active: workless individuals, people with a LTHC, and young people aged 5-18.

Under Brief 1, BritainThinks is delivering a programme of research to inform the development of the campaign.

## This report draws on three phases of research



## Phase 1: Scoping research and insight



### Evidence Review

- 47 sources reviewed
- Reports and campaign examples
- Identifying insights about inactive populations and learnings from previous campaigns



### Stakeholder interviews

- 10 qualitative interviews
- 45 mins, conducted via telephone
- 7<sup>th</sup> – 25<sup>th</sup> January 2019
- Understanding existing insights about inactive populations and advice for campaign



### Audience research

- 37 qualitative interviews
- 1hr long, conducted face-to-face
- 15<sup>th</sup> – 19<sup>th</sup> January 2019
- Exploring experiences of activity, awareness of guidelines, motivations and barriers to activity and advice for campaign

## Phase 2: Concept Development Workshop



### Co-creative workshop

- Presentation of Phase 1 findings
- Discussion of implications for campaign
- Concept development workshop, focused on identifying a wide range of possible territories for the campaign
- Clarification of outstanding questions for Phase 3
- 31<sup>st</sup> January 2019



### Concept development

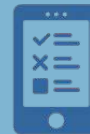
- Theming of campaign concepts
- Development into materials for testing in Phase 3

## Phase 3: Further audience research



### Qualitative audience research

- 8 x mini-focus groups
- Each with 3-6 participants
- 1hr 30mins and conducted face-to-face
- 14<sup>th</sup> – 20<sup>th</sup> February 2019
- Gaining feedback on campaign concepts, clarifying preferred language and targets, identifying desired channels and sources



### Quantitative audience research

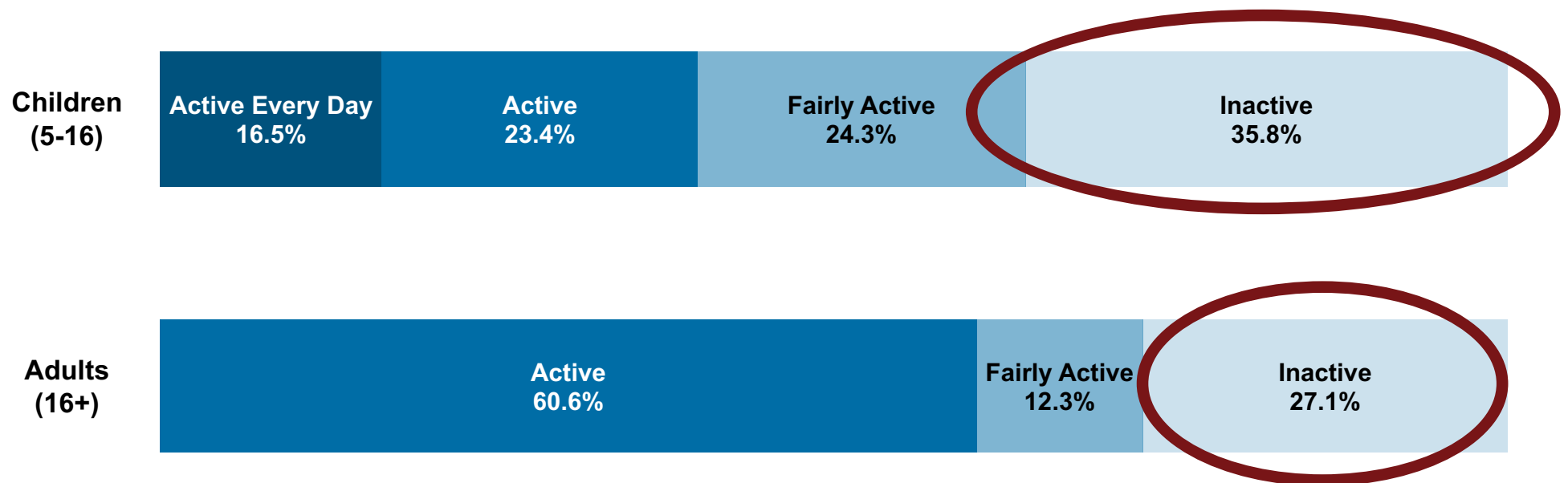
- Representative online survey of 500 Greater Manchester residents
- Additional 'open link' survey distributed via GM Moving's channels\*
- 5 minutes long
- Quantifying key findings from qualitative research & establishing a range of 'indirect' baseline measures to evaluate the campaign

\* The findings from this 'open link' survey have not been included in the core analysis as they are not representative of the GM population. Instead, the data is shown in the appendix.

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# About the audiences

## Our priority audience for this research was the inactive population of Greater Manchester



Activity levels in Greater Manchester | Sport England, Active Lives Survey (2017/2018)

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## The overall inactive population in Greater Manchester is diverse

Overall, 29% of the Greater Manchester population is inactive

A number of subgroups are more inactive than average:

- Women
- Black and South Asian ethnicities
- Lower SEGs
- Disabled people
- Older people

**BUT**

Inactivity levels are also too high among:

- Men
- White and other ethnicities
- Higher SEGs
- People without disabilities
- Younger people

*"I don't think you think about anyone specifically [when you think of the inactive population], it's such a wide range of individuals. At every age group you've got a whole range of people who are inactive for a range of reasons"*

**Stakeholder interview**

## Three specific target audiences have been identified for the GM Moving campaign



### LTHC

Adult residents of Greater Manchester aged 40-60 who are disabled or have a long-term health condition



### Workless

Adult residents of Greater Manchester either short-term or long-term unemployed



### Young people

Young residents of Greater Manchester aged 16-18 and parents of young residents aged 5-15

Note that there is overlap between these target audiences. For example, 81% of workless residents have a long-term illness, health condition, disability or impairment.

## We primarily focused on these audiences (plus a control group) in our research



### LTHC

Adult residents of Greater Manchester aged 40-60 who are disabled or have a long-term health condition



### Workless

Adult residents of Greater Manchester either short-term or long-term unemployed



### Young people

Young residents of Greater Manchester aged 16-18 and parents of young residents aged 5-15



### Control

Adult residents of Greater Manchester in work and without long-term health condition

While the qualitative research was conducted only with the above four subgroups, the quantitative survey we conducted was demographically representative of the entire Greater Manchester population. This allowed us to compare inactive residents with the wider population, as well as enabling us to analyse findings by the above target audience subgroups.

## We included a total of 73 GM residents in the qualitative fieldwork and surveyed 500+ GM residents quantitatively



### LTHC

20 qualitative participants

47 survey respondents\*



### Workless

18 qualitative participants

44 survey respondents\*



### Young people

22 qualitative participants

97 survey respondents\*



### Control

13 qualitative participants

215 survey respondents\*

*\*Whereas all qualitative participants were inactive (or recently fairly active), the number of survey respondents belonging to each of the above target audiences who are also inactive is too small to be statistically reliable. As such, when reporting on quantitative findings, we have referred the total number of respondents in each subgroup (i.e. including those who are more active) – and otherwise reported on inactive residents as a whole.*

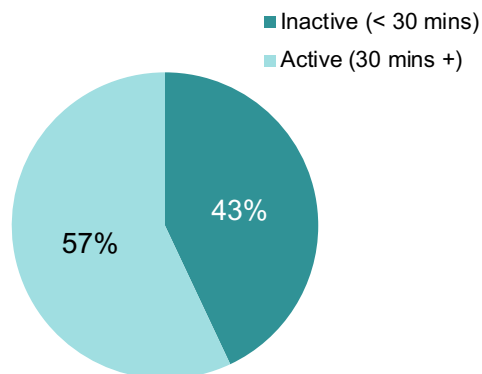


## LTHC

## Overview

### Adult residents of Greater Manchester aged 40-60 who are disabled or have a long-term health condition

Activity levels among LTHC residents



#### Case study: Amanda | Female | 57 | Bury

Lives alone but has very close relationship with 21-year-old daughter. Has osteoarthritis and is in constant pain, as well as feeling exhausted. Spends most of her days in bed, although tries to take her dog for a 5-10 minute walk a few times a week.

Was diagnosed 6-7 years ago and her HCP told her to stop going to the gym and rest. Thinks taking that advice was the worst thing she ever did. Completely seized up after being inactive and pain increased. Is now bored, frustrated and lonely – she used to be a lot more sociable.

Is worried about the pain getting worse if she does certain activities, as well as not being able to afford gym membership. Wants facilities that are accessible and supportive of disabled people. Thinks campaign messages should have an explicit 'blue badge' to make it relevant to her and show her what 'small steps' she can do based on her ability.

Q.11 Thinking about a typical week, please estimate - to the best of your ability - how long you spend doing physical activity in total per week. Base: LTHC [n=47]

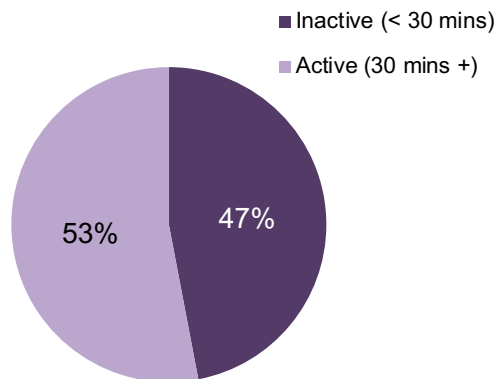


## Workless

## Overview

### Adult residents of Greater Manchester who are unemployed

#### Activity levels among Workless residents



#### Case study: Leanne | Female | 37 | Salford

Leanne has been unemployed for approaching 6 months. She was working at a call centre, but was made redundant at the end of the summer. When she was working, Leanne was fairly active, going to the gym 2-3 times a week after work with her colleagues and going for a walk most weekends. She enjoyed being active, particularly for the mental health benefits.

She fell out of the habit of going to the gym when she lost her job – it was part of her work routine which she doesn't have now, and she has lost touch with the colleagues she went with. Her boyfriend suggested cancelling the gym membership as she wasn't using it, and because he pays for everything else she felt she couldn't argue.

She thinks she should be able to do more activity – there is a park opposite her house she could run in – but she feels 'stuck in a rut' and doesn't feel confident trying new things. She also worries about the cost of buying running gear, particularly warm clothes for the winter.

Q.11 Thinking about a typical week, please estimate - to the best of your ability - how long you spend doing physical activity in total per week. Base: Workless [n=44]

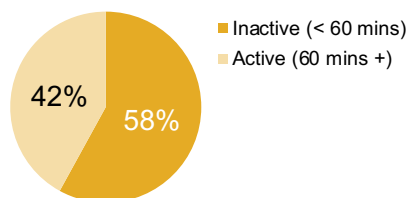


## Young people

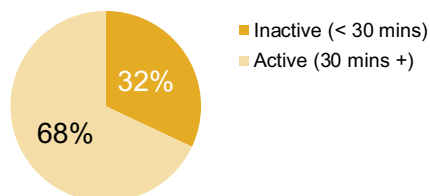
## Overview

### Young residents of Greater Manchester aged 16-18 and parents of young residents aged 5-15

Activity levels among 5-15 year old residents (reported by parents)



Activity levels among 16-18 year old residents



#### Case study: Mark | Male | Parent of child age 14 | Manchester

Mark has one son age 14 who lives with his ex-wife during the week and with him at the weekend. He walks to school once or twice a week (30 mins each way) and plays football for 1 hour at the weekend, but otherwise does very little activity. Mark wishes his son did more activity – he sees lots of health benefits to being active.

Mark thinks a long school-day is a factor in his son's activity. His son's Jewish school has a usual school day of 8 – 5pm, and Sunday school. When he gets home from school, he says he is tired and wants to relax.

'Relaxing' tends to mean playing on his Playstation. Mark doesn't endorse this, but his ex-wife bought it and they want to show a 'united front' to their son so he doesn't complain. He thinks that video games are bad for his son's mental health and wishes he spent this time playing sport.

Q.11 Thinking about a typical week, please estimate - to the best of your ability - how long you spend doing physical activity in total per week. Base: 16-18 year olds [n=25], Parents [n=72]

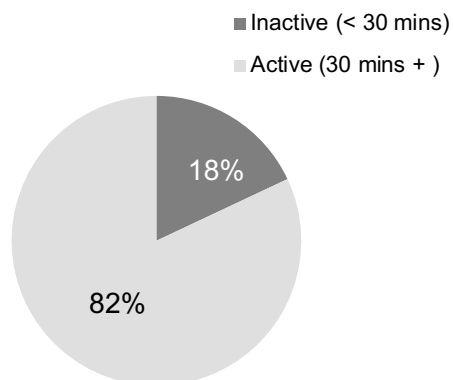


## Control

## Overview

### Adult residents of Greater Manchester in work and without long-term health conditions

Activity levels among control group



#### Case study: Arathi | Female | 43 | Tameside

Arathi lives with her two children, aged 9 and 7. Her partner lives in Liverpool so doesn't share childcare responsibilities. She works full-time as a social worker and has additional part-time volunteering responsibilities as a foster-care assessor.

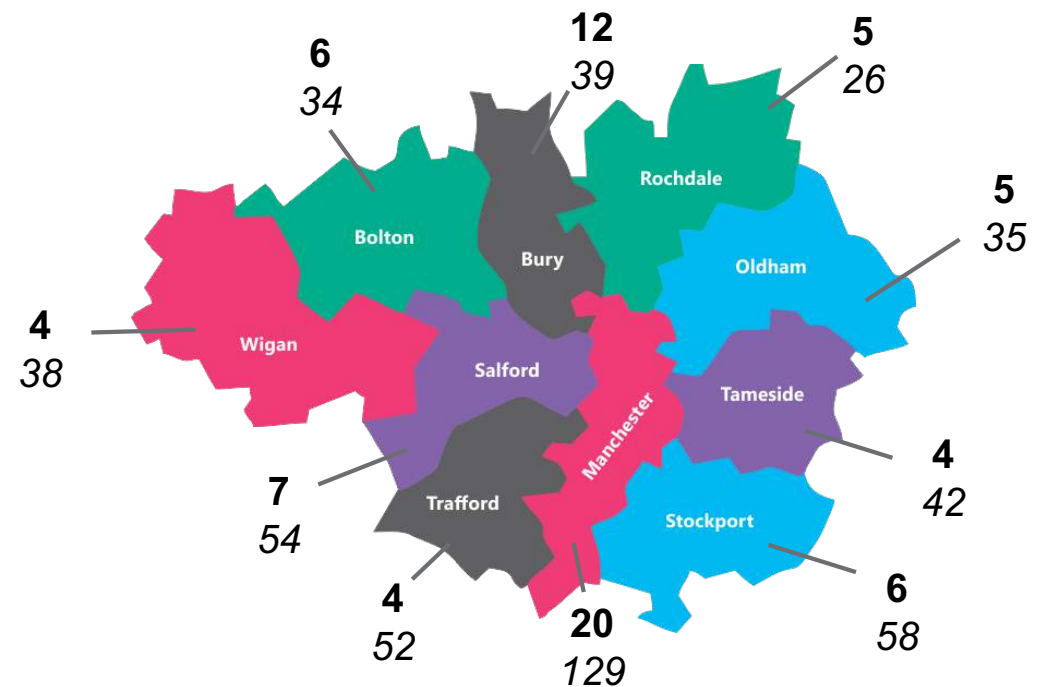
She is very busy all week, rushing around between jobs and her children's activities – driving everywhere. Her routine is very structured, to the extent her children could reel it off. She does no physical activity because she has little time to herself and, if she's not exhausted, wants to use that 'for herself'.

Before she had kids, she used to go to the gym all day on Saturdays and feel great for it. She feels guilty about no longer doing physical activity and thinks her personal health would benefit, as well as enjoying it like she used to.

Q.11 Thinking about a typical week, please estimate - to the best of your ability - how long you spend doing physical activity in total per week. Base: Control [n=215]

## Beyond our focus on the target audiences, we recruited a broad, diverse sample from across Greater Manchester for this research

|           |        | Qualitative fieldwork participants | Quantitative survey respondents |
|-----------|--------|------------------------------------|---------------------------------|
| Gender    | Man    | 37                                 | 247                             |
|           | Woman  | 36                                 | 259                             |
| Age       | 5-10*  | 8                                  | -                               |
|           | 11-15* | 10                                 | -                               |
|           | 16-24  | 6                                  | 80                              |
|           | 25-34  | 9                                  | 95                              |
|           | 35-44  | 11                                 | 80                              |
|           | 45-54  | 7                                  | 85                              |
|           | 55+    | 14                                 | 165                             |
| Ethnicity | White  | 47                                 | 457                             |
|           | BAME   | 26                                 | 45                              |
| SEG       | ABC1   | 30                                 | 253                             |
|           | C2DE   | 43                                 | 254                             |
| Total     |        | 73                                 | 507                             |



**Bold** denotes number of participants from borough taking part in qualitative fieldwork (e.g. depth interview) / *Italic* denotes number of respondents from borough in quantitative survey  
 \*Rather than interview residents aged 5-15 directly, we interviewed their parents directly or in focus groups. Parents were also included in the quantitative survey. Here their own age is captured.

## There are some important differences between (and within) the audiences which must be taken into consideration

| Between audiences                                                                                                                                                                              | Within audiences                                                                                                                                                                                                                                                              | Within individuals                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Certain motivations and barriers tend to be more prominent among certain audiences</li><li>• Preferences for campaigns also subtly different</li></ul> | <ul style="list-style-type: none"><li>• Not all individuals within an audience have the same combination of motivations and barriers</li><li>• Age range for young people is broad</li><li>• LTHCs vary significantly and impact individuals in very different ways</li></ul> | <ul style="list-style-type: none"><li>• The same individual can perceive different attitudes and barriers, depending on the weather, time of year and work/school commitments</li></ul>               |
| <p><i>"You can't make a generalisation why people might be inactive or not across Greater Manchester."</i></p> <p><b>Stakeholder</b></p>                                                       | <p><i>"Disabled people are less likely to be active overall. But disabled people are across all ten boroughs, they're women and girls, they're BAME, they're not just one group."</i></p> <p><b>Stakeholder</b></p>                                                           | <p><i>"We think of people as either inactive or active. But their activities shift throughout the year...we have to get away from thinking about things as static."</i></p> <p><b>Stakeholder</b></p> |

## **Despite the important differences between (and within) audience groups, there are nevertheless some common themes**



These common themes are presented throughout the main body of this report. We have provided an additional section in the appendix which summarises the key differences between the target audiences.

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# Key findings

## Key findings (general)

- 1** There is very low awareness of existing campaigns to increase physical activity and of recommended activity guidelines
- 2** Despite this, most inactive residents assume that they are not doing enough activity and say they want to do more – though this is not always a ‘front of mind’ desire
- 3** There is clear recognition of the benefits of activity, though short-term benefits can be more motivating than the reduction of longer-term health risks
- 4** There are numerous barriers to activity which vary significantly between inactive residents, who often feel that their circumstances are unique
- 5** Many of these barriers are exacerbated because ‘activity’ is often associated with relatively strenuous exercise which can seem both daunting and unenjoyable to the least active residents
- 6** Despite attitudes to activity being reasonably consistent between inactive residents, there are some important differences between the three target audiences (LTHC, workless, young people)

## Key findings (target audiences)

### LTHC

- Range of feasible 'activity' particularly narrow for some due to limited capability and/or poor medical advice
- CMO guidelines feel insufficiently flexible and thus unrealistic for some conditions
- Improved fitness, improved mental health and opportunities to socialise particularly motivating benefits
- Medical condition & limited ability most prominent barrier, but accessibility of local facilities also important

### Workless

- Memories of being more active often very positive and connected to time before becoming unemployed
- Benefits relating to mental health and self-esteem resonate particularly strongly with this group
- Perceived expense of activity, mental health issues like anxiety or low self-esteem and a lack of routine that makes forming new habits difficult are all particularly prominent barriers

### Young people

- Especially low awareness of CMO guidelines for children, which seem unrealistically demanding for older (16+) and younger children (5-8)
- Short-term benefits – improved sleep, improved mood, quality time with family, physical appearance – are especially motivating, while long-term health risks feel particularly remote and less relevant
- Largest barriers for this audience are: physical activity having to compete directly with 'more fun' activities; peer influences; lack of time (both of young people & parents); and reliance on parents to access facilities

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# Summary of our campaign guidelines

## Guidelines for campaign design

- 1** Decide between 'physical activity' and 'moving' to describe the desired behaviour
- 2** Include a simple numeric, bitesize activity target for residents to aim for
- 3** Remind residents of the short-term benefits of activity to motivate them
- 4** Don't dwell on the barriers to inactivity (but don't dismiss them either)
- 5** Show residents diverse, attainable ways of being active beyond 'exercise' or 'sport'
- 6** Make the tone and creative execution of the campaign upbeat, positive and fun

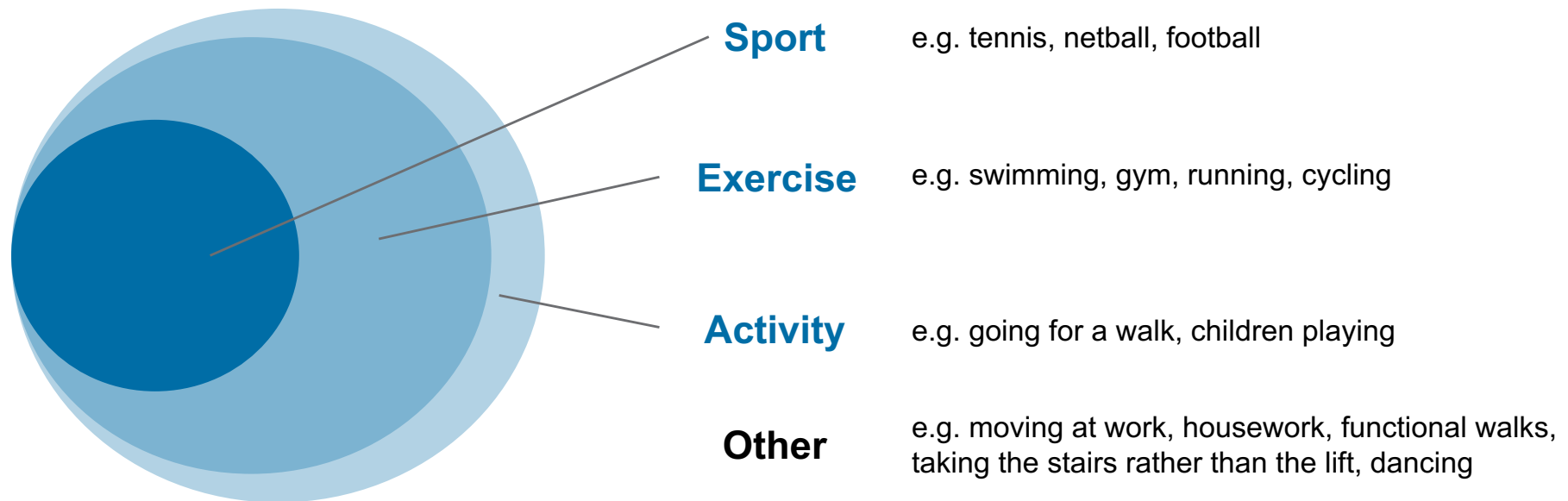
## Guidelines for campaign design

- 7** Ensure the campaign feels relatable to residents and their very different circumstances
- 8** Use a broad range of channels – and not just those associated with sport or exercise
- 9** Tailor messages and channels in order to reach the three target audiences
- 10** Supplement the campaign messaging with local initiatives, activities and resources
- 11** Ensure provision of local infrastructure, services and stakeholder messaging is aligned with the campaign
- 12** Be persistent with campaign initiatives and messaging

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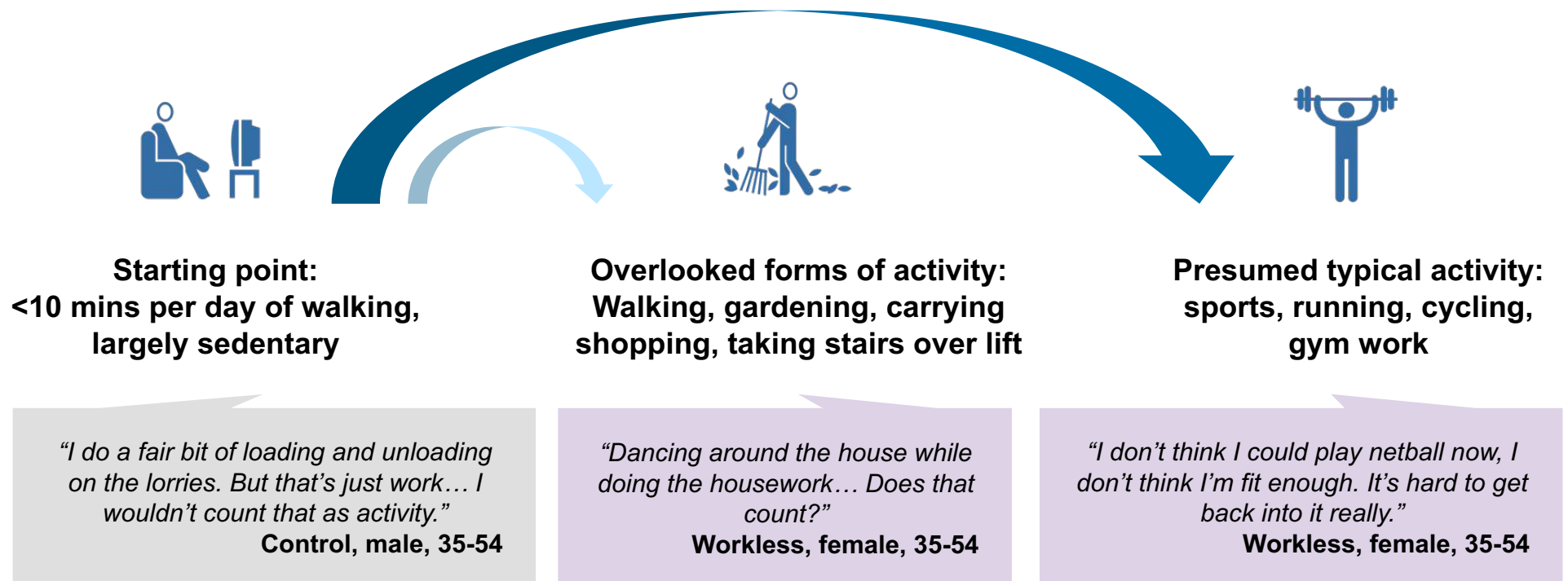
# 02 Attitudes towards activity

## Physical activity is often interpreted narrowly and can exclude everyday forms of movement



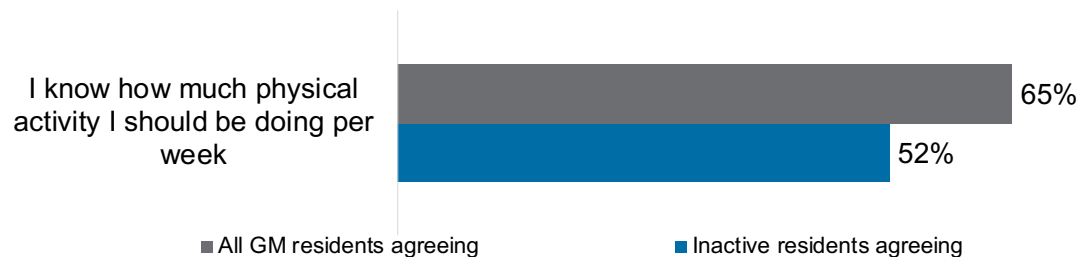
It is often assumed that 'physical activity' refers to discrete pursuits (e.g. a run, trip to the gym) which require dedicated time set aside – rather than something that can be incorporated into everyday life.

## Physical activity can therefore seem daunting and there is low awareness of everyday, more achievable forms of movement



## Few are aware of specific activity guidelines but most are able to make a reasonable estimate

- Two-thirds (65%) of all GM residents feel like they know how much physical activity they should be doing – but only half (52%) of inactive residents share that confidence
- Few are able to recall specific activity guidelines, though a small minority mention 10,000 steps
- Nevertheless, most adults make reasonably accurate estimates when pressed and very few assume *less* than 150 minutes per week
- The exception is parents who tend to *underestimate* the guideline amount of activity for children (with many assuming the amount of time dedicated to PE at school must be the guideline amount)

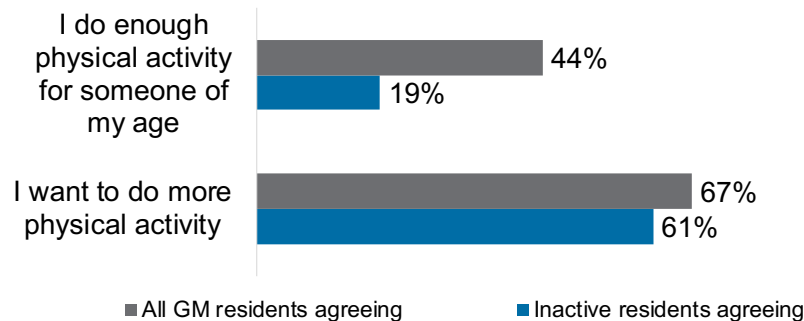


*"I assume it's around 30 minutes a day. Enough activity so that you get out of breath and sweat a bit."*  
**Control, male, 35-54**

Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

## On reflection, few inactive residents think they do enough activity and most say they want to be more active than they currently are

- Most inactive residents (61%) say they want to be more active on prompting – but this isn't always a 'live' or front-of-mind desire
- Only around 1 in 5 inactive residents think they currently do enough physical activity
  - Many feel a sense of guilt about the amount of activity they are doing compared to what they 'should' be doing
  - And some – particularly those with long-term health conditions – feel frustration at not being able to do more



*"I do just think sometimes I've gotten so lazy. I just sit around doing nothing all day. It's awful isn't it?"*

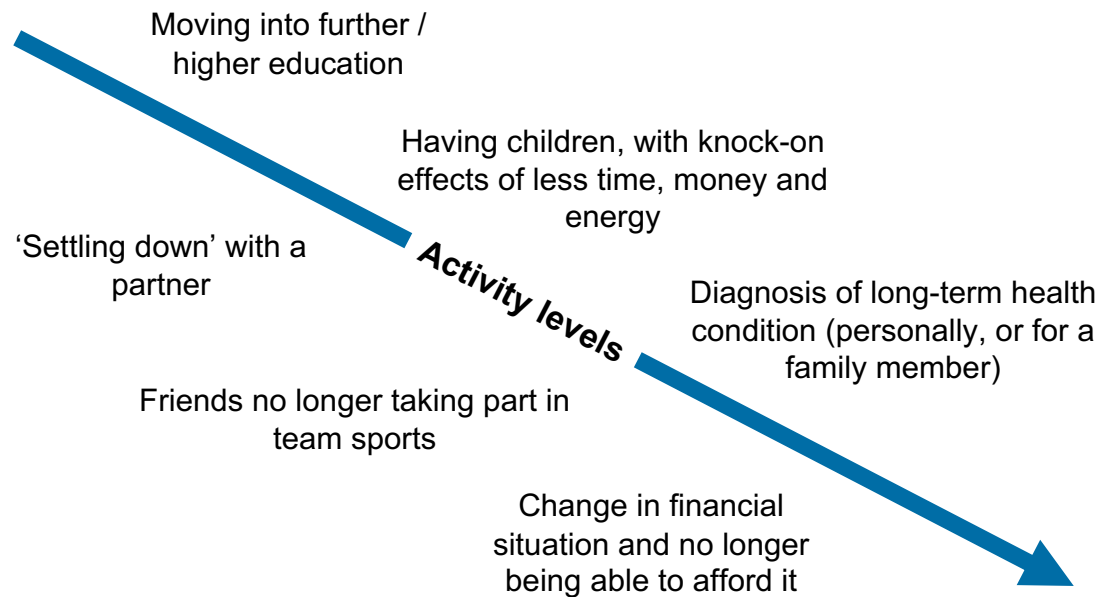
**Workless, female, 19-34**

*"I would like to do more, definitely. I probably did more before I had cancer."*

**LTHC, female, 55+**

Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

## Most inactive adults are able to remember a time when they were more active – before ‘life got in the way’



### Case study: LTHC, male 35-54

Mark used to play golf and football every week. He would love to continue to do this but can’t afford the financial commitment anymore – when he combines his and his current girlfriend’s salary, they have less disposable income than in his previous relationship. In order to better their financial situation, he has to put in more hours at work, but this means he has little energy for activity at the end of the day.

*“I suppose it [golf] is not that expensive, but I’m also a sucker for all the kit and the socials that come with it. We just can’t afford it.”*

**LTHC, male, 35-54**

Public Health England’s report ‘Everyone Active, Everyday’ found that 70% of 16 to 24 cite transitions in life as the reason they gave up sports.

## There is widespread recognition of the benefits of physical activity (and more active times are looked back on fondly)

- Long-term health benefits are most often spontaneously cited as the main benefit of physical activity
- But many vividly associate their previously higher levels of activity with other benefits, such as better physical appearance, improved sleep and higher confidence/wellbeing

*"You should have seen me when I was working - I'm a different person. I'm very upbeat."*

**Workless, male, 35-54**

*"I met so many people through football. You meet friends, friends of friends – it widens your circle of people."*

**Control, male, 35-54**

*"I suppose that it helps with not putting on weight. It's starting to become a concern for me."*

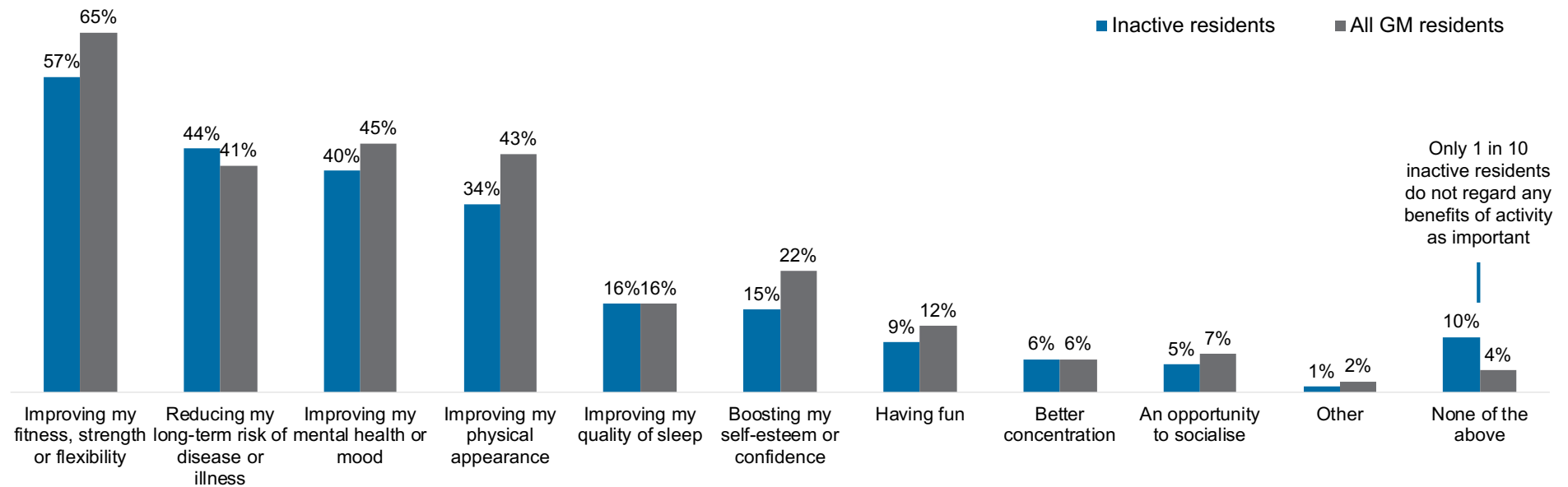
**Workless, female, 55+**

*"I used to chat to loads of people at the gym. It gives you confidence too because you feel more comfortable with yourself"*

**Young person, female, 16-18**

## Improved physical ability, physical/mental health and appearance tend to be considered the most important benefits of activity

*Showing % of Greater Manchester residents who selected each option as one of the top 3 most important reasons for doing physical activity*



Q.13 Which of the following reasons for doing physical activity, if any, do you think are the most important for you? Please select up to 3. Base: All respondents (n=507), inactive respondents (n=121)

| Improving my fitness, strength or flexibility | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*:  |
|-----------------------------------------------|--------------------|------------|------------|------------|------------|
|                                               | <b>65%</b>         | <b>57%</b> | <b>60%</b> | <b>45%</b> | <b>59%</b> |

- Improving fitness, strength and flexibility was the most frequently-cited benefit of physical activity, with almost 6 in 10 inactive residents selecting it as one the most important benefits
- Qualitatively, participants often mentioned a desire to be able to do things that they previously enjoyed and/or did regularly that they are currently unable to (e.g. play with children for longer periods, play sports, walk without being out of breath or, for some with long-term health conditions, be able to move freely without pain)

| Reducing my long-term risk of disease or illness | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*:  |
|--------------------------------------------------|--------------------|------------|------------|------------|------------|
|                                                  | <b>41%</b>         | <b>44%</b> | <b>56%</b> | <b>41%</b> | <b>32%</b> |

- Health – usually defined as long-term physical health – was frequently mentioned spontaneously as a benefit of activity and almost half (44%) of inactive residents cited it as one of the most important benefits
- It is particularly important to older residents and those with existing long-term health conditions
- However, despite being ‘rationally’ deemed important, it is not always the most motivating as it feels less immediate than other benefits – particularly for younger residents and those without existing health conditions

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 36). Note that ‘Parents’ refers to parents of children aged 5-15.

| Improving my mental health or mood | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*:  |
|------------------------------------|--------------------|------------|------------|------------|------------|
|                                    | <b>45%</b>         | <b>40%</b> | <b>51%</b> | <b>51%</b> | <b>50%</b> |

- Improved mental health is a prominent and explicit benefit for many inactive residents: 4 in 10 select it as a top 3 benefit, rising to 5 in 10 for residents with long-term conditions, unemployed residents and parents/young people
- For some, this benefit simply means feeling better and happier after doing activity; for others, it is about activity helping to tackle specific mental health issues such as anxiety or depression

| Improving my physical appearance | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*:  |
|----------------------------------|--------------------|------------|------------|------------|------------|
|                                  | <b>43%</b>         | <b>34%</b> | <b>36%</b> | <b>41%</b> | <b>43%</b> |

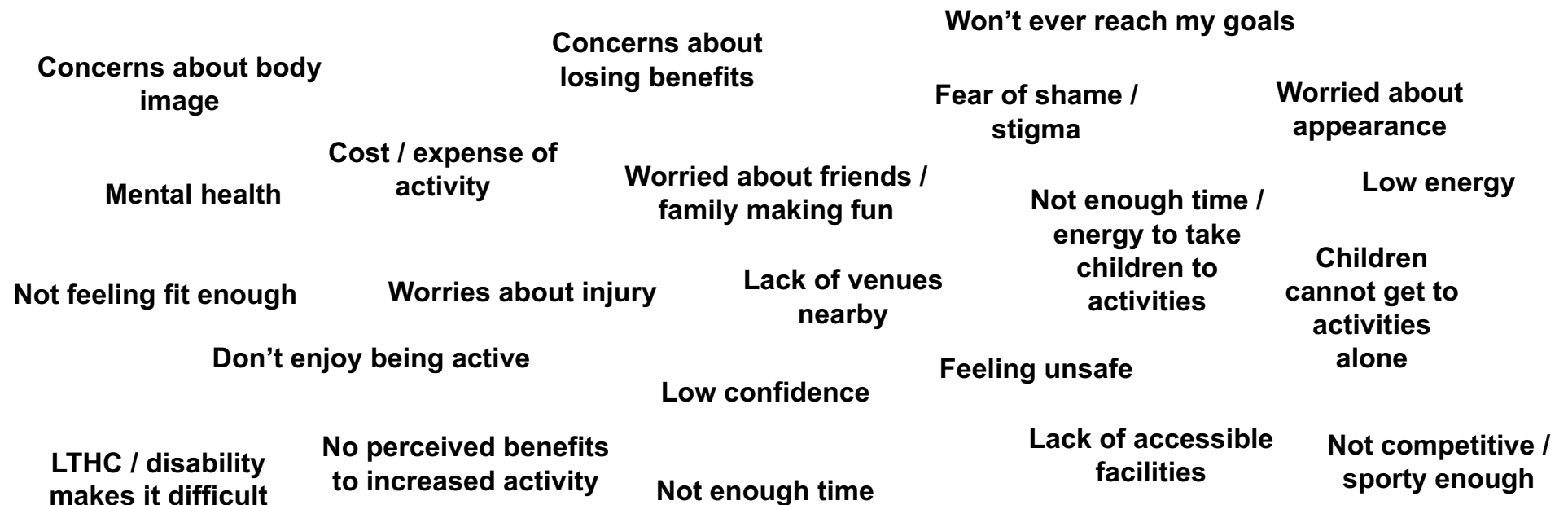
- Around 1 in 3 inactive residents select improving physical appearance as one of the most important reasons for doing activity. This is particularly important to unemployed residents and young people, who were most likely to talk about confidence and self-esteem issues
- For many, this was primarily about losing weight – but several other qualitative participants discussed gaining muscle or having more of a ‘glow’

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 36). Note that ‘Parents’ refers to parents of children aged 5-15.

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# 03 Barriers to increasing activity

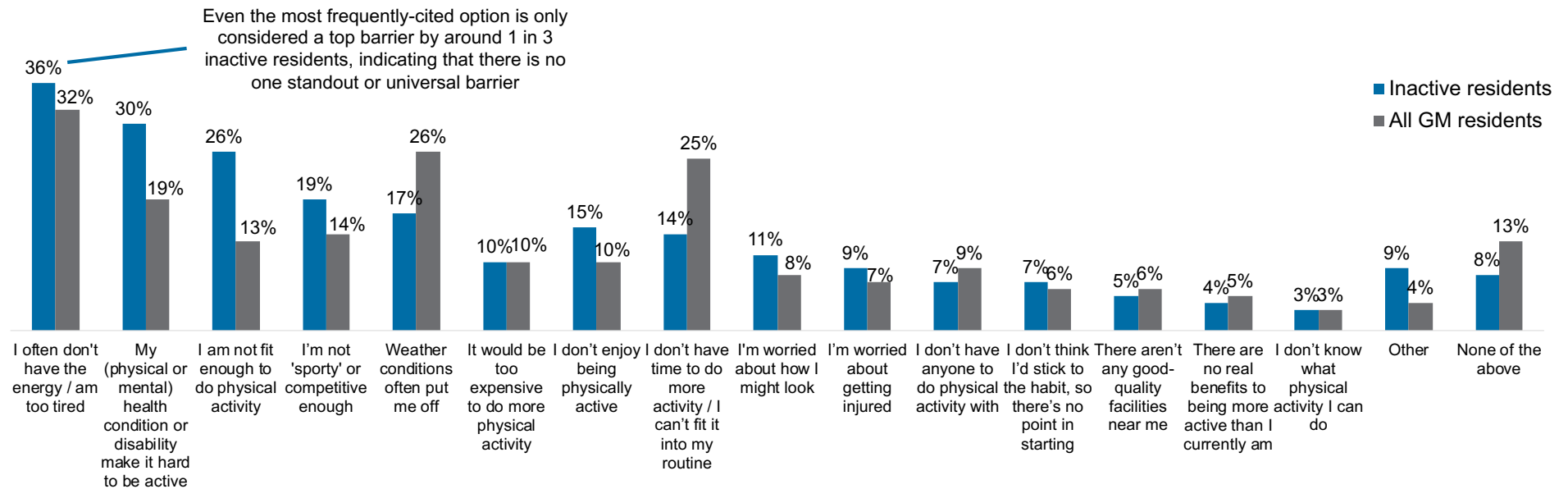
## Despite a general desire to do more activity, inactive residents face a wide range of barriers



**Perceptions that 'activity' means high-intensity, structured sport or exercise often exacerbates these barriers**

## Perceptions of which barriers are most important vary significantly between residents, although some are more common than others

Showing % of Greater Manchester residents who selected each option as one of the top 3 reasons most likely to prevent them from doing more physical activity



Q.14 Which of the following reasons, if any, are most likely to prevent you from doing more physical activity? Please select up to 3. Base: All respondents (n=507), Inactive respondents (n=120)

**Moreover, there are many complex, irregular combinations of barriers – and a widespread feeling that ‘my circumstances are unique’**

**Case study: Workless, male, 18-34**

Jack feels the main barriers that stop him being active are his **mental health**, the **distance to his local gym**, and the **cost** of being active.

He feels these are interlinked: if he is struggling with his mental health, the effort to travel to the gym feels too great for him to go.

The cost of paying for his membership makes him anxious, so has a negative effect on his mental health.

**Case study: Control, female, 55+**

Lindsey works a four-day week at a law practice with condensed hours. This means she is typically at work from 8am – 8pm Mon-Thurs and **doesn't have time** in the week to be active. The long days at work mean that she usually **feels tired at the weekend** and wants to spend time relaxing rather than being active.

The form of activity she does like and could imagine doing more of is Pilates. But at £10 per session she **doesn't think it's affordable** to do it more often, despite her well-paid job.

| I often don't have the energy / am too tired | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*:  |
|----------------------------------------------|--------------------|------------|------------|------------|------------|
|                                              | <b>32%</b>         | <b>36%</b> | <b>39%</b> | <b>56%</b> | <b>37%</b> |

- Many inactive residents report feeling too tired and lacking energy to do physical activity (and this is one of the most important reasons for over a third of inactive residents)
  - For those with long-term health conditions, this is linked to condition, perceived need for rest or being busy with hospital appointments
  - For unemployed, this was often due to low mood and feeling lethargic
  - Children were deemed to lack energy after long school days and homework, while parents themselves also reported being too tired after work
- Despite agreeing that increasing activity could improve energy levels, most think that rest / relaxation is important in the context of busy lives

*"After finishing work, making tea, picking her up, doing the cleaning, factoring in time to rest and learn... My day has just started when it's her bed time at 7.30."*

**Parent of child age 5-10, female**

*"After a long day at work I'd rather go and watch the telly, drink a glass of wine than go out to the gym."*

**Control, female, 55+**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>My health condition or disability makes it hard to be active</b> | <i>All GM residents*:</i><br><b>19%</b> | <i>Inactive*:</i><br><b>30%</b> | <i>LTHC*:</i><br><b>65%</b> | <i>Workless*:</i><br><b>56%</b> | <i>Parents*:</i><br><b>15%</b> |
|---------------------------------------------------------------------|-----------------------------------------|---------------------------------|-----------------------------|---------------------------------|--------------------------------|
|---------------------------------------------------------------------|-----------------------------------------|---------------------------------|-----------------------------|---------------------------------|--------------------------------|

- Physical and mental health conditions are one of the most important barriers for 3 in 10 of inactive residents (and around two-thirds of those with long-term health conditions)
- Health conditions or disabilities can be a barrier for several different reasons
  - Perceived need for more rest (and conflicting medical advice)
  - Pain, restricted mobility or low mood
  - Unpredictability of conditions (inc. mental health)

*“Some people are ruled by doctor’s orders and being scared-off trying physical activity because of their condition. Not all medical professionals give out accurate advice.”*

**Stakeholder**

*“I’d love to go swimming and my doctor has recommended that I go to an aqua aerobics session. It’s the best activity I could do but I really struggle to get in and out of the pool and feel unsteady even just walking to the edge of the pool as there are no handrails.”*

**LTHC, female, 55+**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that ‘Parents’ refers to parents of children aged 5-15.

| <b>I am not fit enough to do physical activity</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|----------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                    | <b>13%</b>                | <b>26%</b>        | <b>31%</b>    | <b>23%</b>        | <b>11%</b>       |

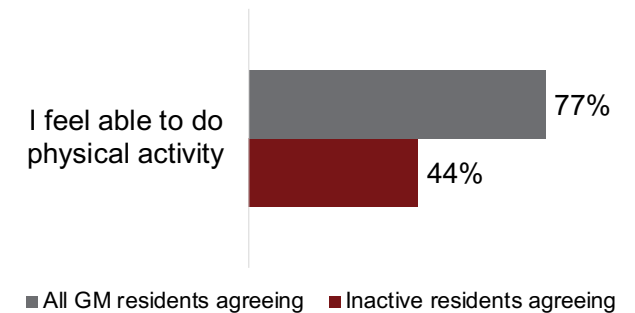
- A narrow interpretation of 'activity' (as something strenuous) means those who are least active often consider themselves physically incapable of doing it
  - Whereas 77% of all GM residents feel able to do physical activity, only 44% of inactive residents agree
- This is a particularly significant barrier for those with long-term health conditions and those who have been inactive for long periods

*"I would assume 'moderate-intensity' means running, going to the gym, that kind of thing."*

**Parent of child age 11-16, male**

*"I used to play netball but I don't think I could anymore. I think that's a long way off for me."*

**Control, female, 55+**



Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>I am not 'sporty' or competitive enough</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                | <b>14%</b>                | <b>19%</b>        | <b>10%</b>    | <b>8%</b>         | <b>10%</b>       |

- Around 1 in 5 inactive residents cited not being sporty or competitive enough as one of the most important barriers to doing more physical activity
- Separately from being physically unable to do more activity (on previous slide), many revealed an 'identity' barrier: they do not consider themselves sporty or competitive – and often (proudly) sought to distinguish themselves from 'gym bunnies'

*"I used to be 'very sporty' and do netball, running, karate... I was county badminton champion. Over the years though, this has become less of a priority for me. Having children and just not caring as much about activity and having other things take over."*

**LTHC, female, 55+**

*"I do a lot less than everyone else. Once upon a time if you were a gym bunny you were a bit of a weirdo but now it's the norm."*

**Control, male, 35-54**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| Weather conditions often put me off | All GM residents*: | Inactive*: | LTHC*: | Workless*: | Parents*: |
|-------------------------------------|--------------------|------------|--------|------------|-----------|
|                                     | 26%                | 17%        | 20%    | 27%        | 26%       |

- Weather conditions are one of the most important barriers to doing more physical activity for around a quarter of all GM residents
  - Short daylight hours, cold and rain means outdoor activities seem less appealing – and adds to sense of activity being a chore
  - Available activities in winter feel more limited to indoor activities – which implies expensive, intimidating gym or sports club membership to many
  - Parents especially concerned about letting children play by themselves in the dark

*"There is a park opposite my house – I could go running there all the time. But it's just not nice in winter, it's cold and I don't have the proper kit."*

**Workless, female, 19-34**

*"I can tell, during the week, when weather is crappy, and games have been cancelled a few weeks in the row. I can really feel the difference in my fitness."*

**Young person, female, 16-18**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>It would be too expensive to do more physical activity</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|---------------------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                               | <b>10%</b>                | <b>10%</b>        | <b>14%</b>    | <b>14%</b>        | <b>11%</b>       |

- Increased activity is often assumed to entail additional (unaffordable) costs, particularly by the three target audiences
- Perceived expenses include: gym and sports club memberships; clothing and kit; parking charges and public transport costs; and loss of benefits

*"When I get back into work the first thing I will do is get my gym membership back. I just can't ask my boyfriend at the moment given he pays for everything else already."*

**Workless, female, 19-34**

*"Issues around poverty and socio-economic exclusion cannot be under-estimated - GM has considerable pockets of deprivation. That is cross-cutting."*

**Stakeholder**

*"I like doing Pilates, I could do more of that. But it's £10 a session. It's not a massive deal, I probably have that, but it is expensive when you think about it."*

**Control, female, 55+**

47% of disabled adults fear losing their benefits if they are seen to be active (Activity Alliance and the Dwarf Sports Association)

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| I don't enjoy being physically active | All GM residents*: | Inactive*: | LTHC*:     | Workless*: | Parents*: |
|---------------------------------------|--------------------|------------|------------|------------|-----------|
|                                       | <b>10%</b>         | <b>15%</b> | <b>12%</b> | <b>4%</b>  | <b>8%</b> |

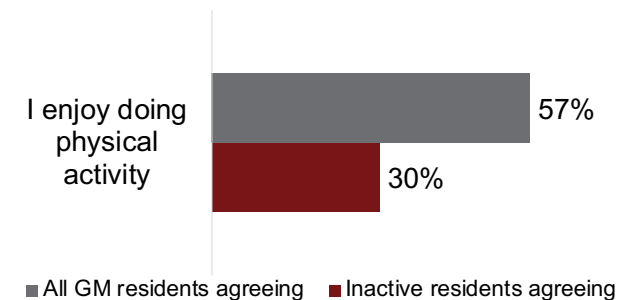
- Activity often regarded as a chore and less fun than other social/leisure activities; whereas 57% of all GM residents enjoy being active, only 30% of inactive residents agree
- Because it is seen as a deliberate and discrete pursuit – rather than something functional built into daily life – it is often seen to be in competition with other (more fun) forms of leisure
- Technology means greater accessibility to non-active entertainment, particularly for young people

For young people, the appeal of other activities may be a particular challenge with the appeal of technology and competitive video games.

**StreetGames insight report**

*“Because of how much I work and how busy I am during the week, Saturday night is pretty much the only time I have that’s really ‘me time’. I usually just want to go for a drink with friends.”*

**Control, female, 35-54**



Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>I don't have time to do more activity / I can't fit it into my routine</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|-------------------------------------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                                               | <b>25%</b>                | <b>14%</b>        | <b>7%</b>     | <b>12%</b>        | <b>24%</b>       |

- Lack of time is felt to be a big barrier to doing more physical activity for many
- For parents, young people, and working adults it is often simply a lack of spare time
- While for others, it is because of unpredictable routines, unsociable working hours or simply lack of structured routine which means days can 'slip away' (particularly among the workless audience)

**Case study: Parent of children age <16**

Erin and John have two children age 5 and 14. They both work shifts as air flight attendants and their flight times can change at short notice. They would like their daughter to be more active, but struggle to coordinate the school runs let alone fitting in any additional activity during the week.

**Case study: LTHC, Female, 55+**

Sarah is 58 and has cancer and arthritis. She works on 4 days a week for 5 hours at a time. Her weeks are very repetitive, meeting her daughter every Saturday and watching the same TV programmes at regular times. She likes her homely routines and doesn't feel there's an obvious time for activity.

**Case study: Workless, male, 18-25**

Tom is 24 and has been unemployed since leaving college 6 months ago. He doesn't have a routine but during a typical day he will watch TV, spend an hour or two looking for jobs online, and speak to his friends on social media. He says he doesn't feel 'busy', but equally doesn't think he has time for more activity.

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| I'm worried about how I might look | All GM residents*: | Inactive*: | LTHC*: | Workless*: | Parents*: |
|------------------------------------|--------------------|------------|--------|------------|-----------|
|                                    | 8%                 | 11%        | 9%     | 7%         | 13%       |

- Some feel embarrassment at their physical appearance if undertaking physical activity
  - Being in worse shape than others in the gym
  - Wearing unflattering clothes
- Others are concerned about being judged for their ability
  - Being inferior to others (e.g. slower running)
  - Not knowing how to use certain equipment properly

This Girl Can was driven by the insight that judgment tended to hold women back from participation and directly aimed to challenge this barrier.

*"There are some outdoor gyms in the area, like monkey bars and things. But I wouldn't want to use that in front of people. You'd look stupid."*

**Workless, male, 35-54**

*"Everyone in the gym looks super ripped. I prefer doing home workouts at the moment because I just don't look like that. Maybe one day..."*

**Workless, male, 19-34**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| I'm worried about getting injured | All GM residents*: | Inactive*: | LTHC*: | Workless*: | Parents*: |
|-----------------------------------|--------------------|------------|--------|------------|-----------|
|                                   | 7%                 | 9%         | 8%     | 14%        | 7%        |

- Around 1 in 10 inactive residents cite fear of injury as one of the most important barriers to becoming more active
- This is often related to concerns about fitness and not knowing what physical activity could safely be undertaken
- Some – particularly those with long-term health conditions – have received specific medical advice recommending avoiding certain types of physical activity

*"I'm worried about my back injury – I don't want to overdo it. It ends up stopping me from doing the things I enjoy."*

**LTHC, male, 35-54**

*"When I first got arthritis diagnosed I was told not to do anything if it hurt too much. That helped for a while, but now I think it's the worst advice I ever got. Everything stiffened right up."*

**LTHC, female, 35-54**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>I don't have anyone to do physical activity with</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|---------------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                         | <b>7%</b>                 | <b>9%</b>         | <b>8%</b>     | <b>8%</b>         | <b>9%</b>        |

- While socialising is not regarded as a distinctive benefit of physical activity, lacking a social element can make it less appealing
  - Activity often has to compete with opportunities to socialise (e.g. going to pub with mates or watching a film with family)
  - Joining a gym or sports club is more daunting alone
  - Activity is less fun alone
  - Activity is less 'cool' (esp. for teenagers)

Street Games insight report found 'fitting in with peers' and 'maintaining their social status' are two key considerations for young people.

**StreetGames insight report**

*"I go to the gym with a friend sometimes, but if she's not going then I don't either. [When we go], we go to the gym and then go for a coffee afterwards so it's a nice social thing."*

**Control, female, 35-54**

*"I think I would be more motivated to do it if I had a friend to exercise with- but I'm not competitive and not bothered about competing."*

**Control, male, 55+**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| <b>I don't think I'd stick to the habit so there's no point in getting started</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|------------------------------------------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                                                    | <b>6%</b>                 | <b>7%</b>         | <b>3%</b>     | <b>-</b>          | <b>3%</b>        |

- While not commonly cited as one of the most important barriers to being more active, many inactive residents suggested (either explicitly or implicitly) that a lack of motivation and determination was a significant reason for inactivity

*"I don't know if any of these barriers apply to me – they're just excuses. I could be active if I set my mind to it."*

**Workless, female, 19-34**

*"It's so hard when you're out of the habit."*

**LTHC, male, 55+**

*"It's just getting up off the couch and out the door. That's the hardest bit."*

**Control, female, 35-54**

*"I could go home and do an hour of something but I don't, I pick the easier option...it's not natural to choose the hardest path."*

**LTHC, male, 35-54**

*"At the end of the day, I just can't be arsed."*

**Workless, female, 55+**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| There aren't any good quality facilities near me | All GM residents*: | Inactive*: | LTHC*: | Workless*: | Parents*: |
|--------------------------------------------------|--------------------|------------|--------|------------|-----------|
|                                                  | 6%                 | 5%         | 6%     | 9%         | 6%        |

- While rarely one of the top reasons preventing more physical activity, only 37% of inactive residents believe they have access to good facilities in their local area
  - Too few facilities nearby or distances to nearest facilities being too far
  - Lack of information about activities and facilities in the area
  - Quality sometimes questionable (esp. swimming pools)
  - Not always accessible for disabled people or LTHCs – and intimidating for many without

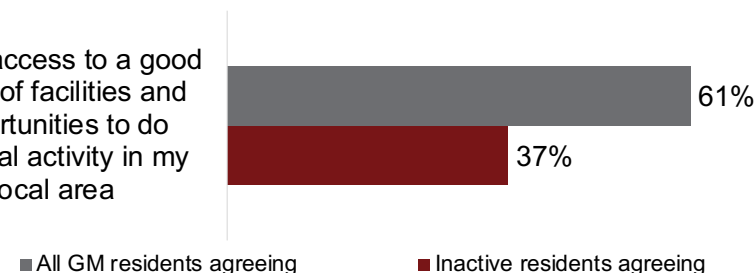
*"It's a 20 minute drive to my gym. That sounds okay, but when you add it all up it's 40 mins there and back, so if you do an hour in the gym, it's 2 hours out of my day."*

**Workless, male, 19-34**

*"I'd love it if they started something up for people with disabilities [at the swimming pool]... I don't feel steady walking to the pool at the moment."*

**LTHC, female, 55+**

I have access to a good range of facilities and opportunities to do physical activity in my local area



Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

| There are no real benefits to being more active than I currently am | All GM residents*: | Inactive*: | LTHC*: | Workless*: | Parents*: |
|---------------------------------------------------------------------|--------------------|------------|--------|------------|-----------|
|                                                                     | 5%                 | 4%         | -      | -          | 2%        |

- Few inactive residents (particularly of the target audiences) denied there being benefits to doing more activity or thought that this was an important barrier
- But the qualitative research suggests that some thought that the health benefits were less relevant to them because: they already had healthy diets; were not visibly overweight; didn't have other unhealthy habits; or did not have any existing health conditions

*"I eat pretty well. I eat clean. Lots of sweet potatoes and chicken. I would like to go to the gym more but I'm not that bad."*

**Workless, female, 19-34**

*"She [my daughter] doesn't need to do a lot of activity really. I mean she has, well, she has quite a good physique and that's the main thing she cares about."*

**Parent of child age 11-16**

*"I don't drink and I don't smoke, so I don't really have any other vices."*

**Workless, female, 55+**

*"I've never had a long term illness – no cancer, nothing like that. I'm doing okay."*

**At risk of LTHC, female, 55+**

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

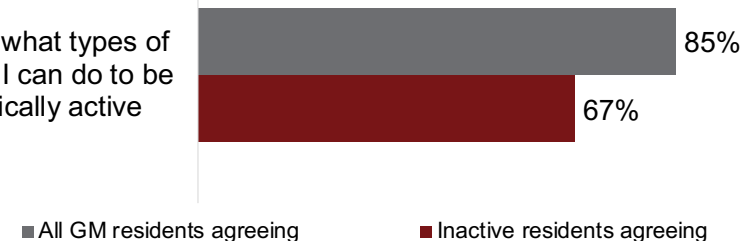
| <b>I don't know what physical activity I can do</b> | <i>All GM residents*:</i> | <i>Inactive*:</i> | <i>LTHC*:</i> | <i>Workless*:</i> | <i>Parents*:</i> |
|-----------------------------------------------------|---------------------------|-------------------|---------------|-------------------|------------------|
|                                                     | <b>3%</b>                 | <b>3%</b>         | <b>5%</b>     | <b>2%</b>         | <b>2%</b>        |

- Most residents know what physical activities they can do and very few chose a lack of knowledge as one of the most important barriers to doing more activity
- Nevertheless, a significant minority of inactive residents did not know where to start (with only 67% agreeing that they know what types of activity they can do) – and our qualitative research suggested this was particularly true of residents with long-term health conditions or disabilities

*"Even if she asked me about what to do [regarding stretches or strength building] I wouldn't know what to say. I have no idea what they could be, and I don't know where to look."*

**Parent of child age 11-16**

I know what types of activity I can do to be physically active



Q.9 Listed below are some statements. For each, please tell us how far you agree or disagree with each statement. Base: All respondents (n=507), all inactive respondents (n=121)

\*Proportion of each group selecting this as one of top three most important reasons for doing physical activity (see question detail on slide 41). Note that 'Parents' refers to parents of children aged 5-15.

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# 04 Feedback on campaign content

- Terminology
- Targets
- Existing campaign executions
- Straw-man campaign concepts

# Terminology

## We tested preferences for language via spontaneous conversation, feedback on previous campaigns and testing specific phrases

### Spontaneous conversations

What does  
'activity' mean to  
you?

What activity do  
you do in a  
typical week?

How does the  
word 'exercise'  
make you feel?

### Previous campaigns

Walk. Run. Dance. Play. **What's your move?**



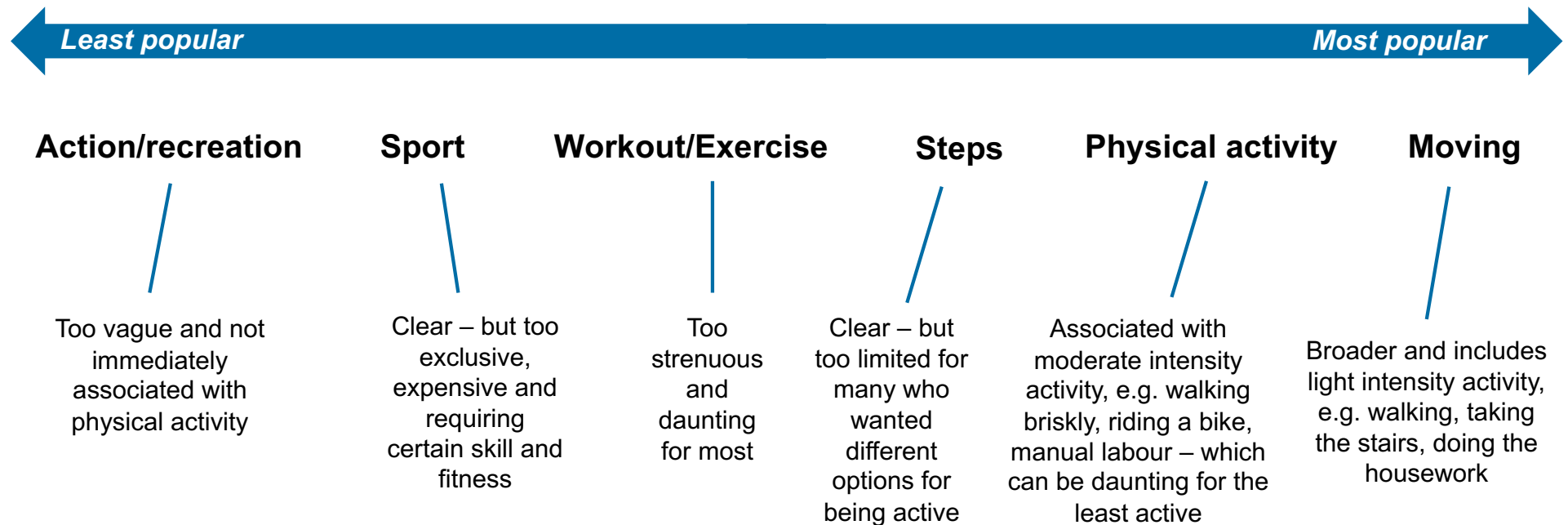
You don't have to climb a mountain, join a gym or wear Lycra. You just have to get up, get moving and give your health and happiness a fight chance  
[#moveitais](#)

get a life  
get  
active

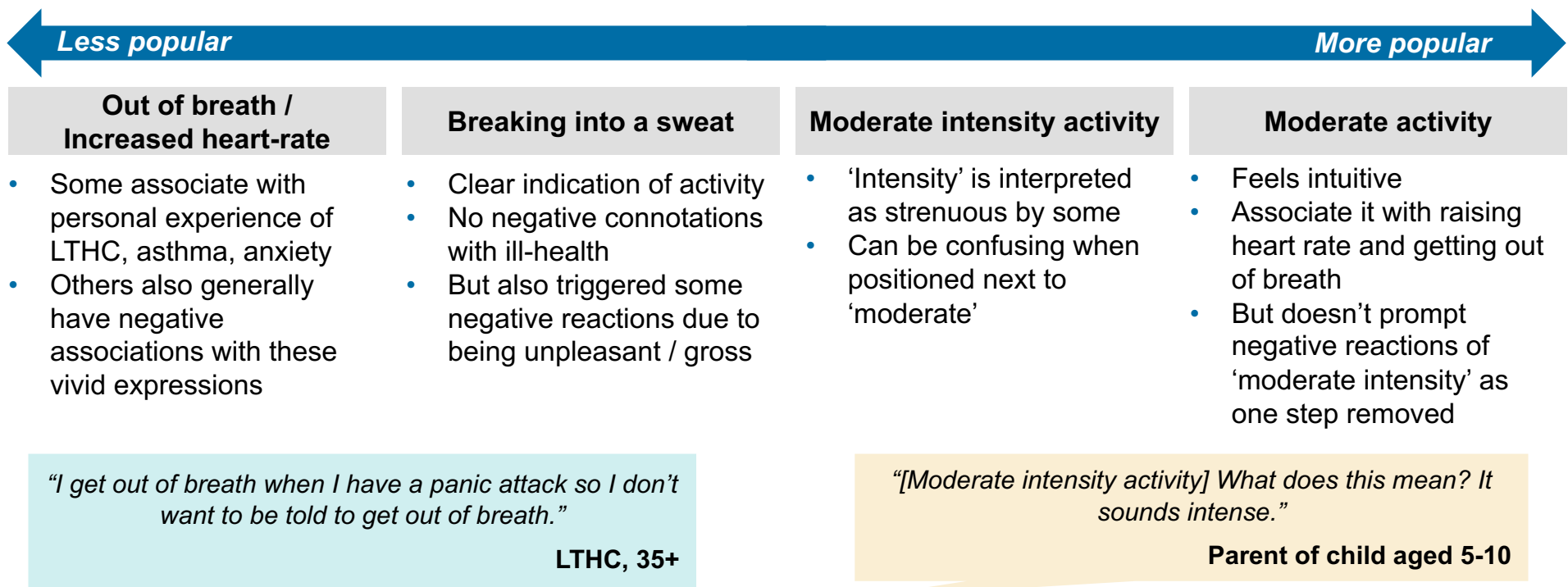
### Specific language and targets

|                   |            |
|-------------------|------------|
|                   | Workout    |
| Training          |            |
|                   | Sport      |
| Physical activity |            |
|                   | Moving     |
| Action            |            |
|                   | Recreation |
| Exercise          | Activity   |
|                   | Movement   |

## The clearest, most engaging terms are ‘physical activity’ and ‘moving’ – but they have different meanings to inactive residents



## Descriptors of 'moderate intensity' activity are challenging to get right without alienating some



# Targets

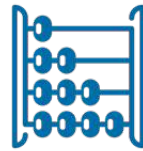
## Most want a target for physical activity which is time-based, bitesize and numeric (albeit with some demand for flexibility)



Almost all in favour of having a target as it clarifies the 'ask' and can be motivating



Time tended to be the most intuitive and flexible measure (and preferred to steps or distance)



Numeric targets that specified a set number of minutes are clearer than qualitative targets

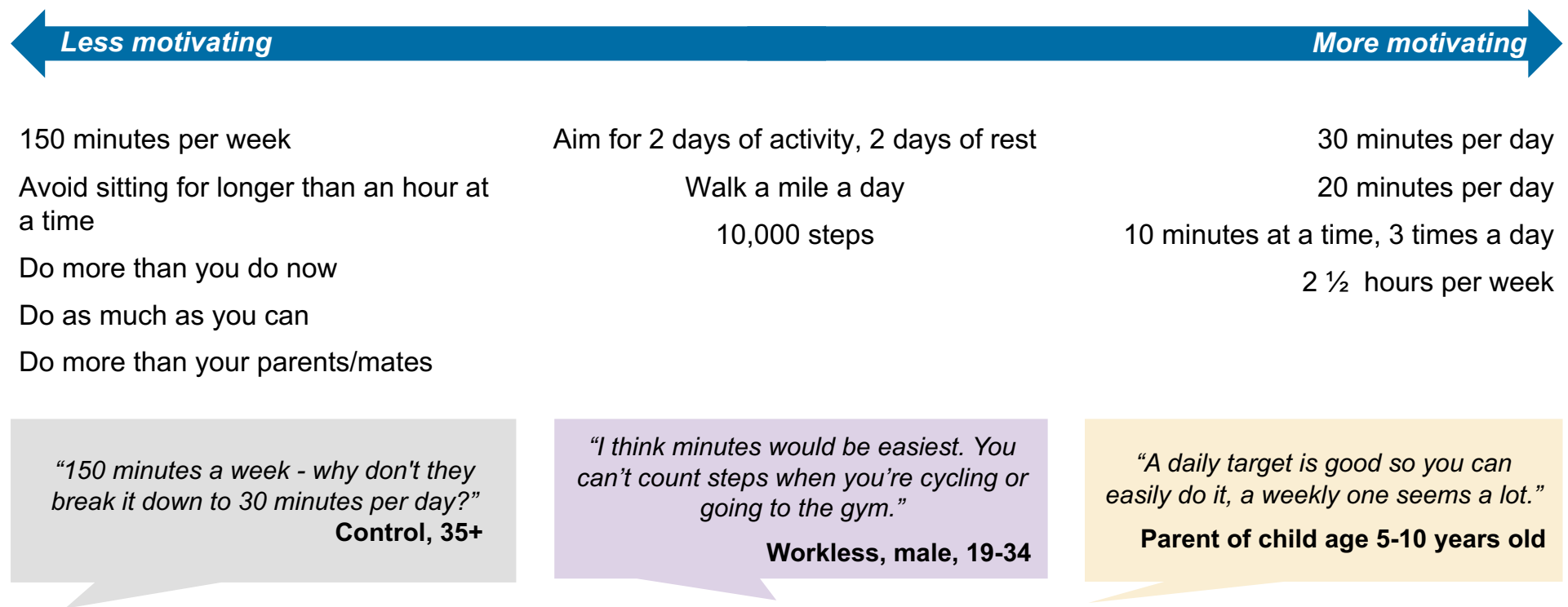


Smaller, daily targets were easier to understand and felt more achievable than larger, weekly targets



Some, especially those with LTHCs, desired some flexibility (and a 'softer' target)

## Most want a target for physical activity which is time-based, bitesize and numeric (albeit with some demand for flexibility)



## The CMO guidelines feel realistic and useful to some – but less so among those with a LTHC and parents of younger children

### Adults should do at least 150 minutes of moderate-intensity physical activity throughout the week

- ✓ Numeric target
  - ✓ Flexible to fit within a week
  - ✓ For most, it does not feel too daunting once accounting for wide range of activities
- 150 minutes is not intuitive to understand
- Some feel it would be easier to have this target number broken down to daily amounts
- For those with LTHCs, the target can feel unrealistic

*"150 minutes a week - why don't they break it down to 30 minutes per day?"*  
**Control, male, 35-54**

### Young people age 5-18 should do at least 60 minutes of moderate to vigorous-intensity physical activity daily

- ✓ Numeric target
- For parents of younger children, the target of 60 minutes a day feels too high
- Young people age 16-18 feel 60 minutes a day is unrealistically high

*"An hour a day?  
That's an awful lot  
to fit in after  
school."*  
**Parent of child  
age 5-10**

*"I'm just pretty tired after  
college. My day last until  
5pm, so I'd have to go home  
after that and do an hour of  
exercise? That's too much."*  
**Young person age 16-18**

# Existing campaigns

## In Phase 3, we showed participants a 'moodboard' for six different physical activity campaigns to understand responses to these

**Sport England:  
This Girl Can, #FitGotReal**



**US Government:  
Move It Your Way**



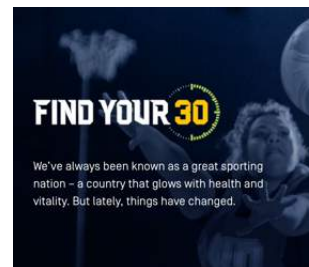
**Northern Ireland  
Public Health Agency:  
Get a life, Get Active**



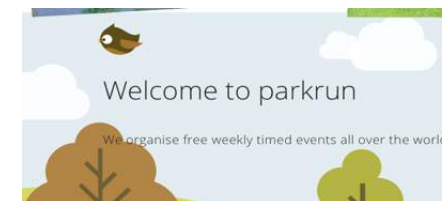
**Virgin Active: Enough**



**Sport Australia: Find your 30**



**Parkrun**



## Virgin Active's Enough campaign is perceived to be vibrant and fun, but the message is deemed to be confusing

### Positive factors

- ✓ Idea of achievable goals and avoiding shaming was popular
- ✓ Some of the activities shown are seen as having a low barrier to entry
- ✓ Short-term benefits were resonant
- ✓ Fun images and upbeat tone, with catchy music



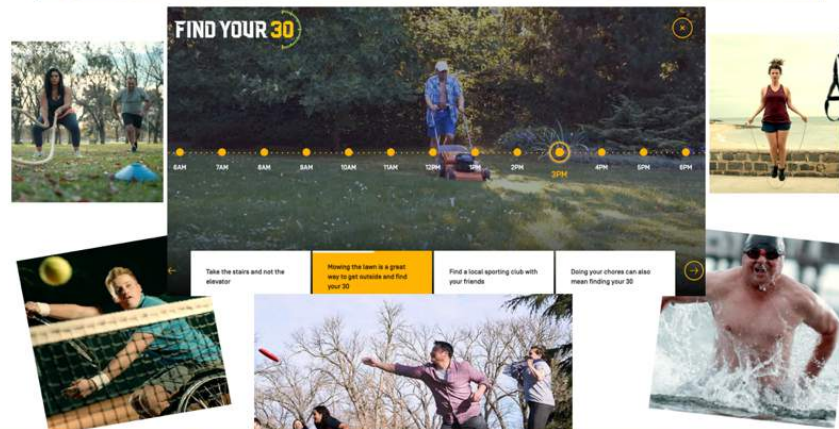
### Negative factors

'Enough' had ambiguous meaning and was interpreted differently by different audiences  
Creative execution not felt to be relevant for all audiences, particularly those with long-term health conditions

## Find your 30 is perceived to be achievable, however the campaign executions don't feel uplifting and can be seen as too 'sporty'

### Positive factors

- ✓ Finding 30 minutes of activity each day felt to be achievable
- ✓ Clear numeric target
- ✓ Framing of 'find *your* 30' is popular, interpreted as emphasising the importance of finding something which is personally relevant and enjoyable



You don't have to climb a mountain, join a gym or wear Lycra. You just have to get up, get moving and give your health and happiness a fight chance  
[#moveitais](#)

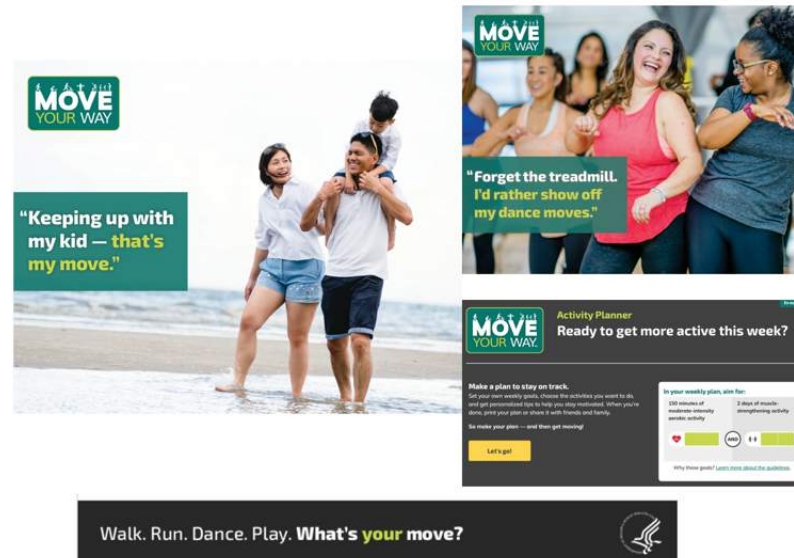
### Negative factors

Some confusion about what '30' in the title refers to (e.g. some assumed age rather than minutes)  
Images used deemed too 'sporty' which can be daunting to the most inactive  
Colour scheme too dark and lacks the upbeat look of other campaigns

## Move Your Way is popular with many due to its clear targets and encouraging language

### Positive factors

- ✓ 'Move *your* way' emphasises importance of finding something that works for the individual
- ✓ Idea of activity planner as resource to support achievement is popular
- ✓ Tips to become more active (e.g. preparing the night before) are liked
- ✓ Target (150 minutes) deemed clear (if not immediately digestible)



### Negative factors

Language and creative executions deemed bland  
'Stock' images not representative of 'real' people  
Some with a LTHC concerned that activities suggested may not be suitable for their health condition

## Parkrun is appealing to many in theory however participants are put off by the emphasis on running

### Positive factors

- ✓ Idea of 'event' can be motivating
- ✓ Local and free nature makes accessible
- ✓ Social element popular and opportunity for family time



### Negative factors

Running intimidating for many, particularly those least active and because of timed nature of event; idea of a 'parkwalk' was more popular for these  
Scepticism about likely weather conditions

## This Girl Can: Fit Got Real is popular for its slick presentation and emphasis on fun, but mainly appeals to younger participants

### Positive factors

- ✓ Images of relatable people in everyday situations
- ✓ Visuals and video attractive and upbeat
- ✓ Diverse range of activities look 'fun' and include something for everyone



### Negative factors

Clips showing individuals sweaty and out of breath was off-putting to some  
Some activities are seen as too 'sporty'  
Individuals all female and largely younger, so felt less relevant to older or male audiences

## Get a Life presents activity as manageable and family friendly, however for some it also comes across as bland and confrontational

### Positive factors

- ✓ Flexibility of 'all adds up' concept popular
- ✓ Fun and enthusiastic tone is popular
- ✓ Inclusion of links to extra information
- ✓ Family activities particularly appealing to parents



### what's your excuse?

No time, I'm far too busy - Just a total of 30 minutes most days of the week could make a real difference to your health. You don't have to do it all at once. Begin by putting a little extra energy into things you do already to help you build up to this total. Use the stairs instead of lifts and walk or cycle short distances.

Too tired, I need to relax - Exercise can actually help you relax by relieving stress and this in turn makes you feel good. It can also boost your energy and make you feel less tired, yet you'll probably find you'll sleep better too.

Not the sporty type - You don't have to be sporty! Activities such as walking, gardening, housework and dancing can be just as good for you as jogging, football or working out in a gym. It all depends on the effort you put in!



Exercise is boring - Try a variety of activities and choose ones that are good fun and sociable. Options like line dancing, walking clubs or five-a-side football are great ways to meet people, be active and have fun. Link your exercise to something you enjoy.

No one to do it with - Try asking a friend (maybe this is their excuse too) or find out about local clubs or classes where you'll meet people just like you. Things you do on your own, like housework or washing the car, can count as exercise too if you put a bit of extra energy into them!

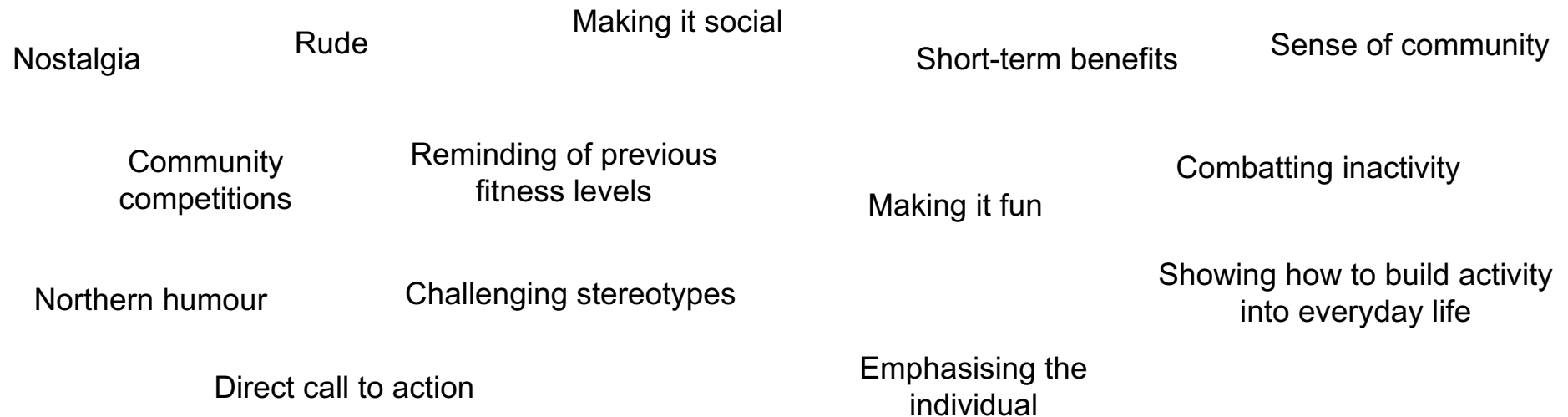
Too old to start now - It's never too late to start. Exercise can help you stay healthy, active, mobile and independent. Start by trying brisk walking with a friend. Vary your route to keep it interesting. If you have a health problem or any worries about starting a new activity check with your GP first.

### Negative factors

Presentation and design is regarded as bland  
Confrontational/negative tone of 'What's your excuse?' and reminder of barriers off-putting for some

# Straw man campaign concepts

## **Based on Phase 1 findings, GM Moving stakeholders suggested a wide range of themes/qualities for the campaign in Phase 2**



## From these ideas, we developed a wide range of straw man ‘taglines’ to explore with inactive residents in Phase 3

I've got your sweaty back  
Sweaty and loving it  
Be a 20-a-day man  
Inactivity kills  
Clear your head,  
see your mates,  
get out and about  
My wellies are my workout  
kit. What's yours?...\*

What's your first step?  
Couch addicts  
anonymous  
I move because I  
love cake  
You've already walked  
3,000 steps today. What's  
a few more?  
Move more Oldham...\*

Don't let life get in  
the way  
Shit day? Shake it off  
Move your arse.  
1,440 minutes in a day –  
move for 20 of them  
Think big. Start small.  
Move more.  
I took the stairs not the lift:  
Your move.  
Upgrade...\*

Forget their way.  
Do it your way.  
Feel better  
Look better  
Sleep better  
Eat, sleep, move,  
repeat  
No lycra and proud

*\*These taglines had a repetitive format e.g. 'Move more Oldham. Move more Manchester. Move more Bury.' A shortened version is displayed here for brevity.*

## On an initial read, campaign ideas which were controversial or mentioned short-term benefits attracted most attention

**Move your arse.**

**Shit day? Shake it off.**

**Forget their way, do it  
your way.**

- Controversial
- Not expected from a physical activity campaign

**I move because I love  
cake**

**Feel better. Look better.  
Sleep better.**

- Emphasise the short-term benefits of being active

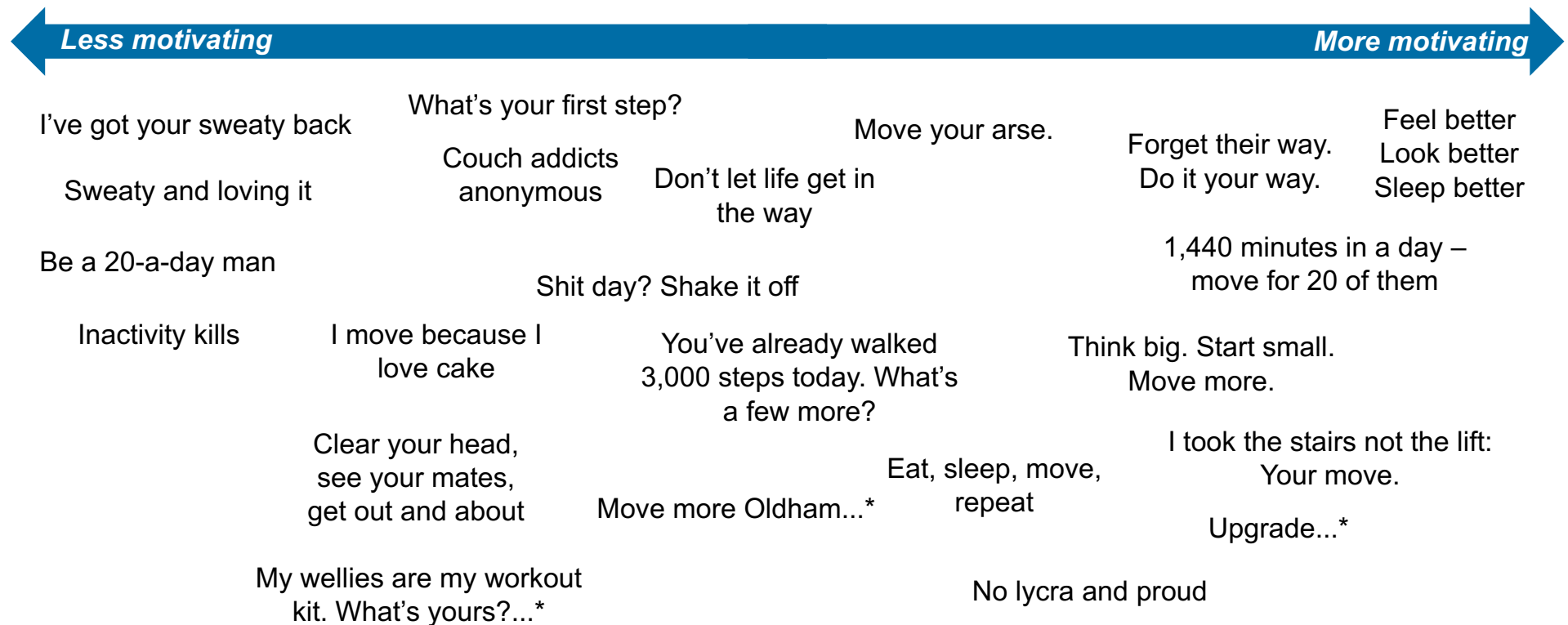
**Think big, start small,  
move more.**

**Don't let life get in the  
way.**

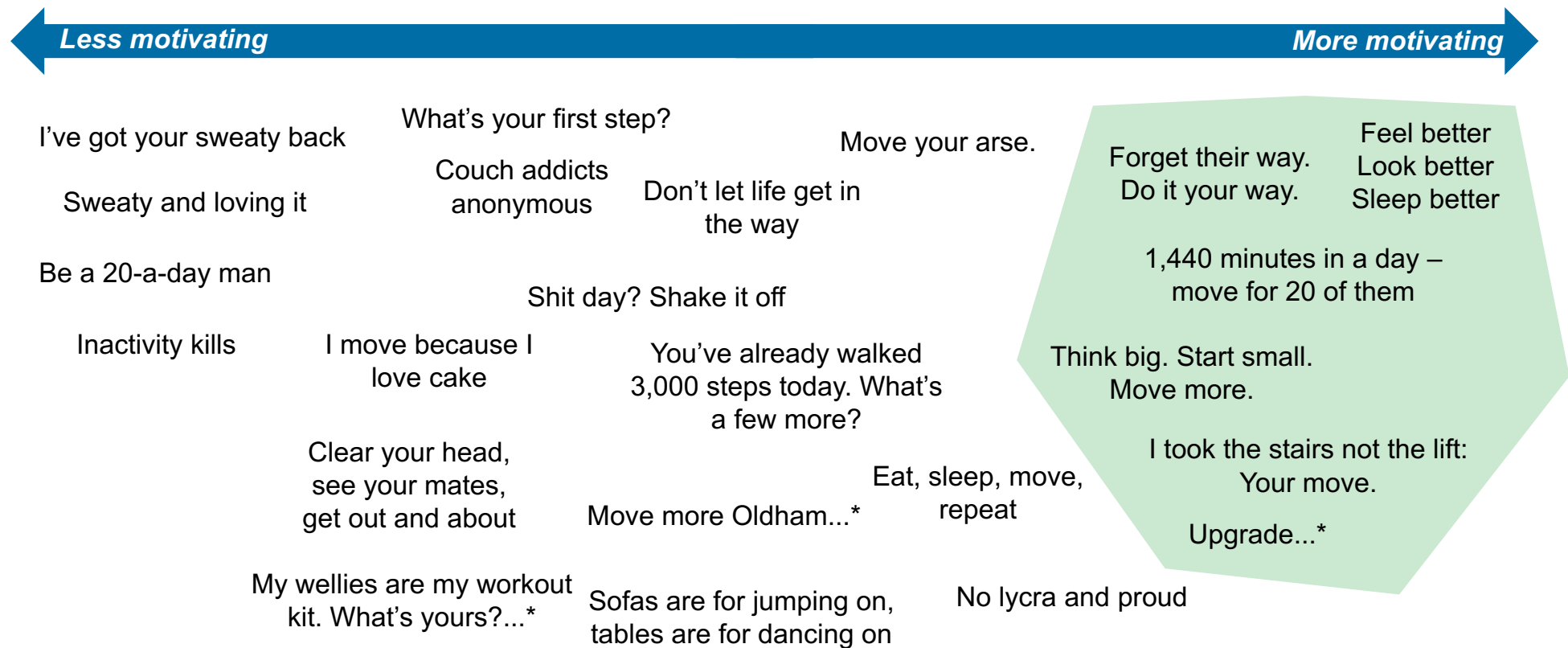
**Some also liked ideas which:**

- Acknowledge the barriers to being active
- Emphasise easy ways to start

## After discussion about how each idea might work, some ideas were more motivating than others



## The concepts which were regarded as most motivating were...



**Feel better. Look better.  
Sleep better.**

- ✓ Emphasises short-term benefits (sometimes overlooked)
- ✓ All are desirable benefits – everyone wanted to achieve at least one of these
- ✓ ‘Sleep better’ was very well-received
- ✓ Positive framing

*“I like that it’s about health more generally, rather than only about losing weight or getting fitter”*

**LTHC, 35+**

**Forget their way. Do it your way.**

- ✓ Challenging preconceptions about activity
- ✓ Acknowledges that everyone is different
- ✓ Empathetic / supportive tone

*“Everyone is different and leads different lifestyles. You need to generalise activity so everyone can fit it in even if they are working full time.”*

**Parent of child age 5-10**

**1,440 minutes in a day – move  
for 20 of them.**

- ✓ Felt to have a shock-factor
- ✓ Clear ask
- ✓ Numeric target
- ✓ Activity set in context of daily life

*“It really doesn’t feel like a lot when you put it like that”*

**Control, 16-34**

**I took the stairs not the lift:  
Your move.**

- ✓ Practical and tangible way to fit activity into day to day life
- ✓ Sounds familiar
- ✓ Some like the challenge aspect

**Think big. Start small. Move more.**

- ✓ Starting small resonates and feels achievable
- ✓ Clear ask  
For a minority, 'think big' feels daunting or irrelevant

**Upgrade...**

- ✓ Practical ways to fit in more activity
- ✓ Idea of making 'swaps' feels familiar

*"This is a great way to build activity into your everyday life."*

**Parent of child age 5-10**

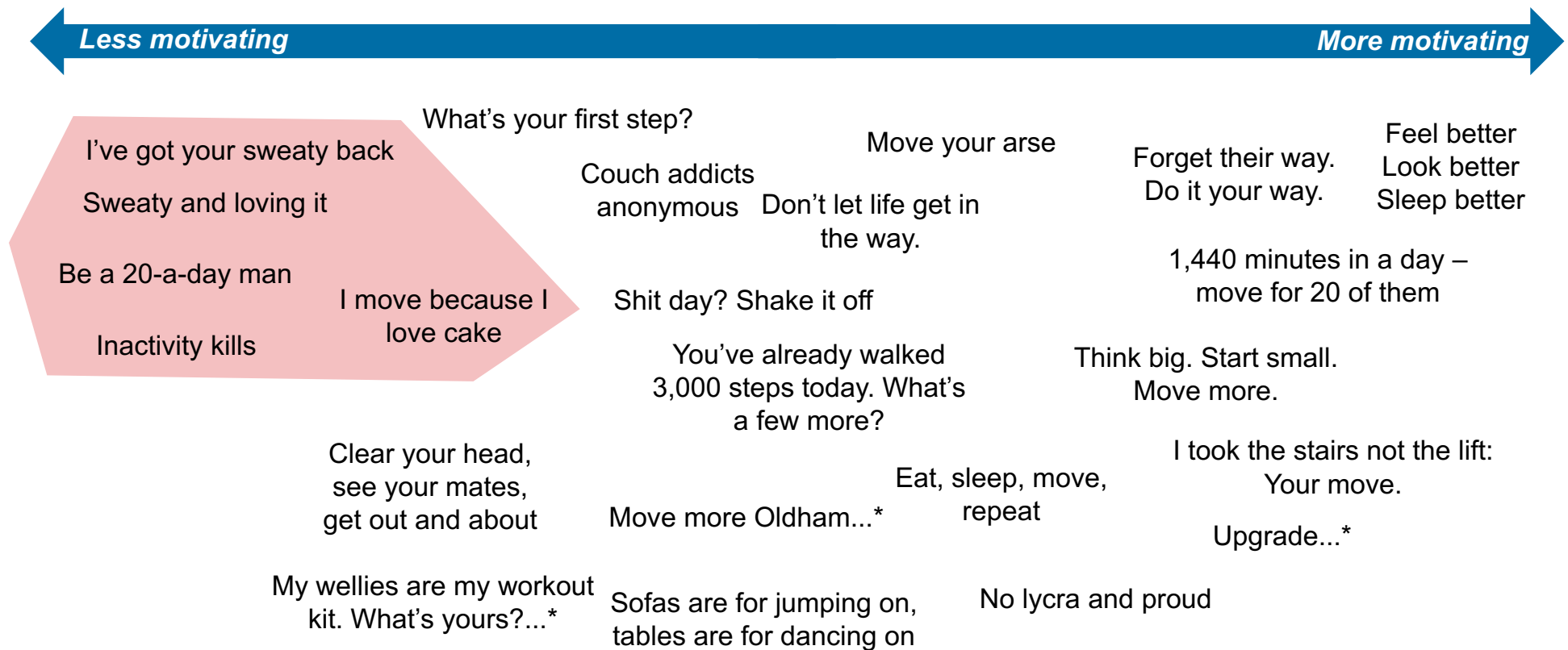
*"Keep it easy and achievable, Advise on how and where to get started."*

**Control, 35+**

*"One idea could be to adapt exercise into public transport e.g. digital signs at bus stops with the distance between each stop. If it's a sunny day, not too far - I'd walk."*

**Workless, 18-34**

## Those which were regarded as least motivating were...



### **I've got your sweaty back**

Unpleasant imagery  
Connotations of intense &  
daunting activity  
Collaboration idea didn't cut  
through

### **Sweaty and loving it**

Unpleasant imagery  
Connotations of intense &  
daunting activity

### **Be a 20-a-day man**

Reminds of smoking - not  
seen as positive to aspire to  
Unclear it's about activity

### **Inactivity kills**

Negative  
Uninspiring  
Irrelevant as didn't see  
themselves as at immediate  
risk of health conditions

### **I move because I love cake**

People focused on 'cake'  
rather than moving  
Prompts a trade-off mindset,  
which could call into question  
whether it would result in  
positive behaviours over time

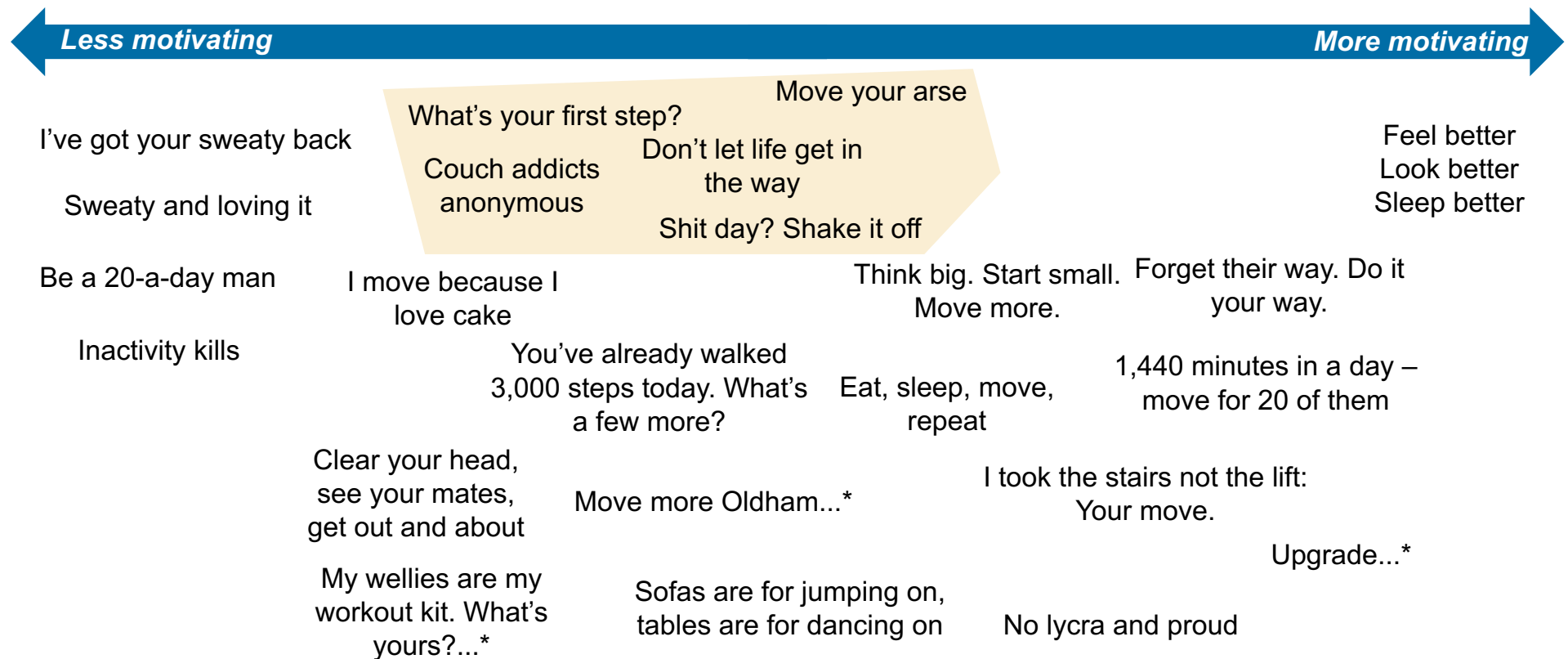
*"I just don't like being sweaty. It's  
gross."*

**Control, 16-34**

*"[20-a-day man] does stand out but  
I'm not sure what it's got to do with  
exercise"*

**LTHC, 35+**

## Some split the group, with opinions in both directions...



### Move your arse

- ✓ Attention-grabbing & engaging
- ✓ Some like the direct approach
- Less popular among parents

### Shit day? Shake it off.

- ✓ Attention-grabbing & engaging
- ✓ Appeals to working adults
- Less popular among parents

### Couch addicts anonymous

- ✓ Liked by some younger audiences
- Negative framing not motivating (and shaming)

### Don't let life get in the way

- ✓ Very relatable
- Backward-looking and not inspiring
- Excusing or normalizing inactivity
- Unclear it's about physical activity

*"We all have busy lives; no matter what you do – work, not work, have kids, no kids – you always find something to do... [Don't let life get in the way] makes it seem manageable and relatable."*

**Workless, 16-34**

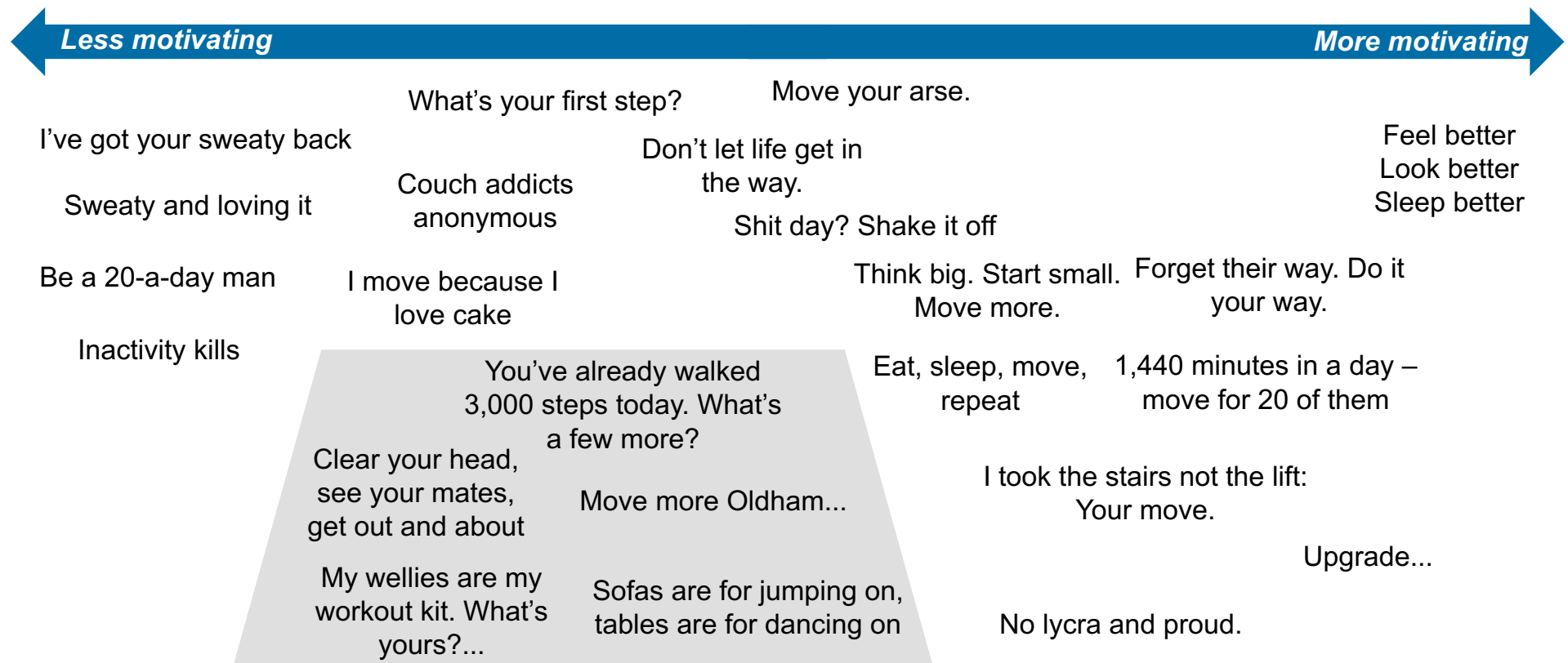
*"Why are they asking us? Shouldn't they be telling us?"*

**Control, 35+**

### What's your first step?

- ✓ Thinking small / getting started
- Want practical guidance on what the first step should be

## While other ideas simply fell flat and generated little interest...

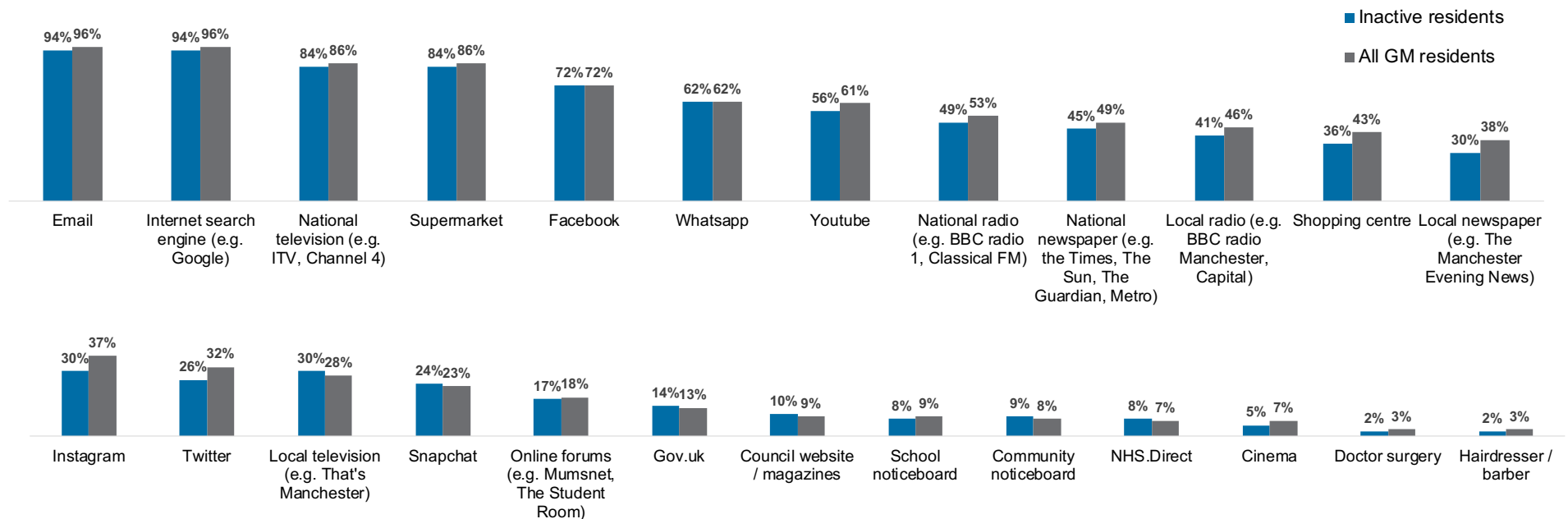


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# 05 Communications channels

## Residents consume media from a broad range of channels, with inactive residents using similar channels to the wider population

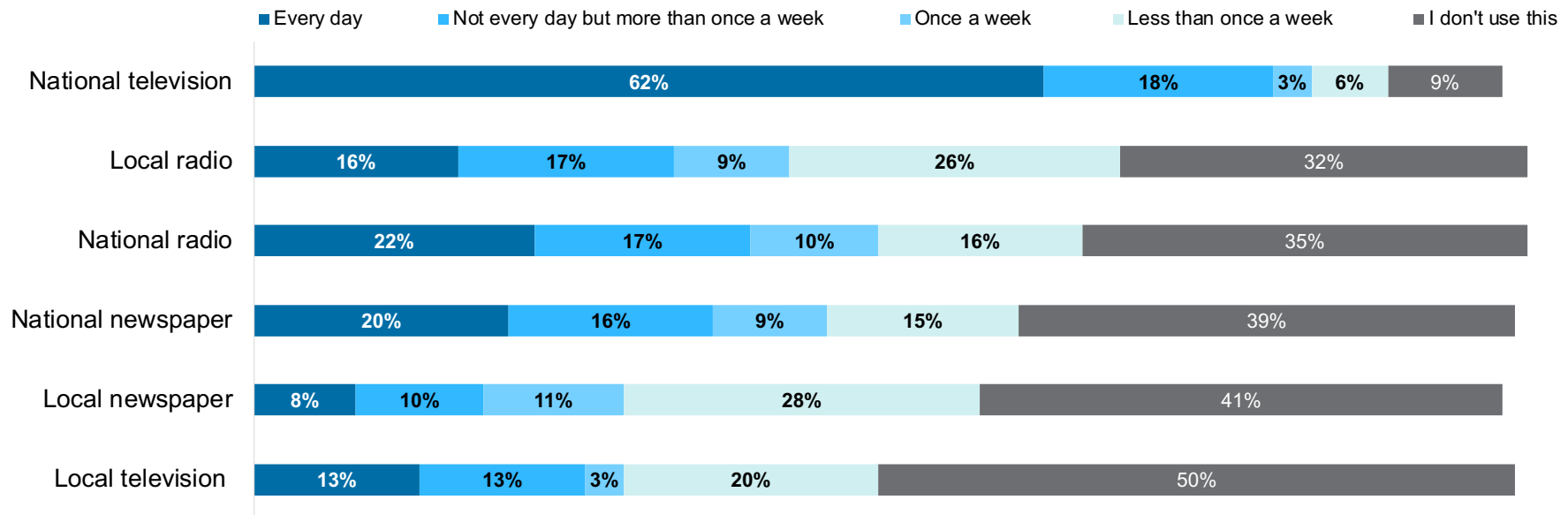
*Showing % of total and inactive GM residents who use each channel at least once a week*



Q.15 In a typical month, how often do you use or visit each of the following? Base: All respondents (n=507), all inactive respondents (n=121)

## ‘Mainstream’ media channels can help broadcast campaign messages – though are unlikely to reach *all* inactive residents

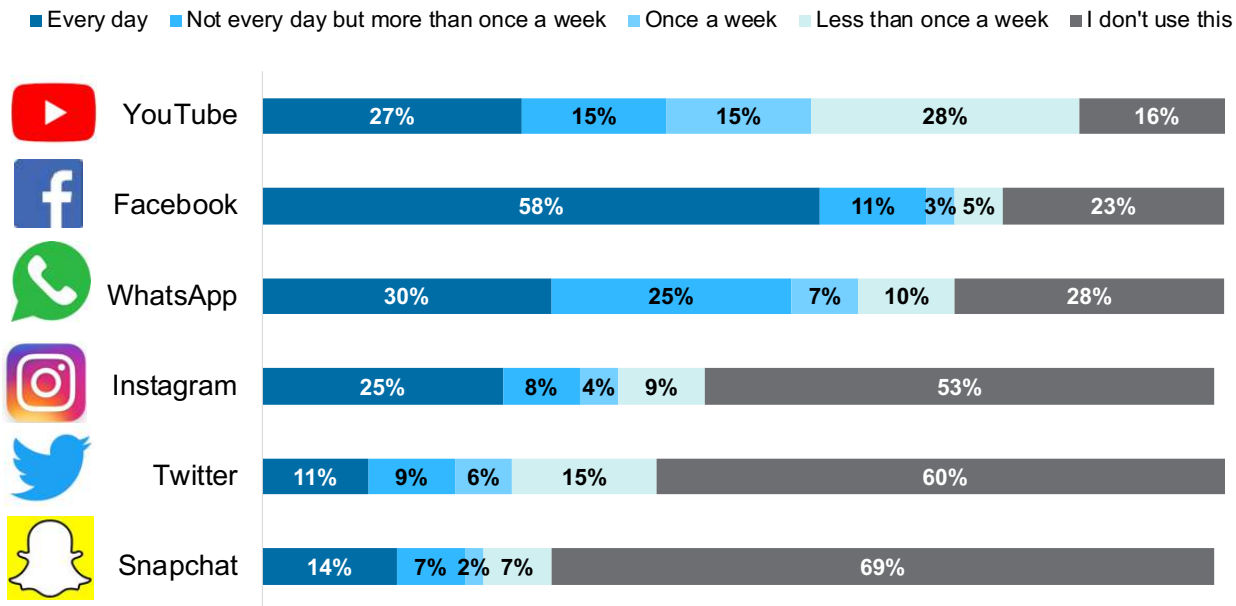
Showing % of inactive GM residents who use each channel, and frequency of use



Q.15 In a typical month, how often do you use or visit each of the following? All participants [n=507]; All inactive participants [n=121]

## Some social media channels have high engagement, though this varies significantly by age

*Showing % of inactive GM residents who use each social media channel, and frequency of use*



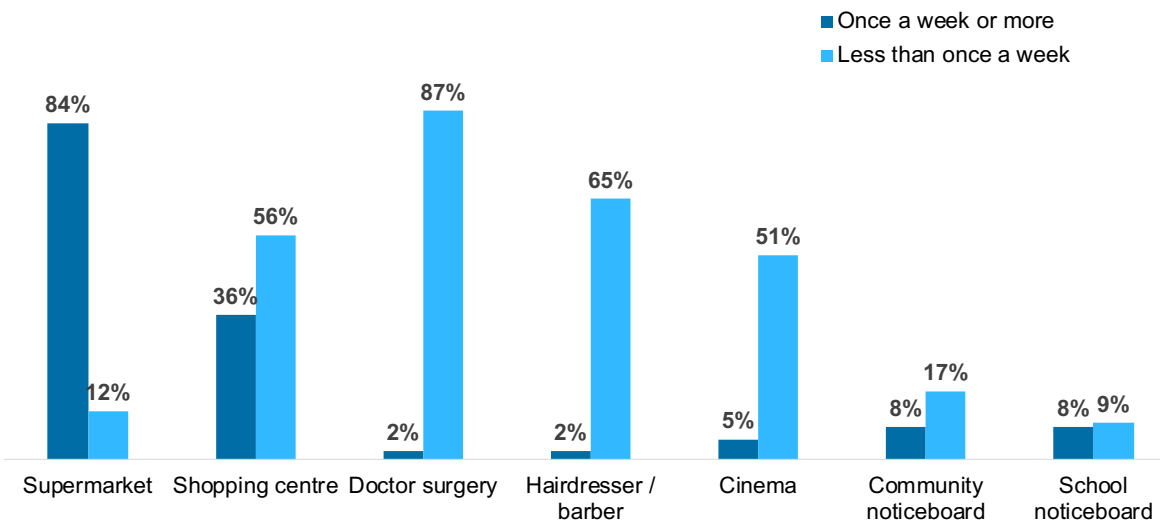
Across all social media channels tested, usage is most widespread and most frequent among younger audiences. For example, 81% of 19-34 year olds report using Instagram, compared to 41% of those aged 35-54.

*"I use Youtube videos sometimes for [workout] ideas – if I can't be bothered to go to the gym."*  
**Young person, 16-18**

Q.15 In a typical month, how often do you use or visit each of the following? All inactive participants [n=121]

## ‘On-the-ground’ channels will be important to reach a wider audience who are not looking out for information about activity

Showing % of inactive residents visiting each of the following places, and frequency of use



Q.15 In a typical month, how often do you use or visit each of the following? All inactive participants [n=121]

*“This campaign needs to do something that hasn’t been done before. It can’t just preach to the converted.”*

**Stakeholder interview**

*“What about supermarkets? You could put posters, ideas up there. Everyone goes there so people would see it.”*

**Parent of child age 5-11**

The insight behind **This Girl Can** emphasized the need to ‘go where women are’ rather than displaying communications in the usual ‘sporty’ places.

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# 06 Guidelines for campaign design

**Drawing on all research elements across the three research phases, we have developed 12 guidelines to inform the design of the GM Moving campaign.**

**These relate to both the campaign messaging and the broader campaign approach.**

## Guidelines for campaign design

- 1** **Decide between 'physical activity' and 'moving' to describe the desired behaviour**
- 2** **Include a simple numeric, bitesize activity target for residents to aim for**
- 3** **Remind residents of the short-term benefits of activity to motivate them**
- 4** **Don't dwell on the barriers to inactivity (but don't dismiss them either)**
- 5** **Show residents diverse, attainable ways of being active beyond 'exercise' or 'sport'**
- 6** **Make the tone and creative execution of the campaign upbeat, positive and fun**

## Guidelines for campaign design

- 7** Ensure the campaign feels relatable to residents and their very different circumstances
- 8** Use a broad range of channels – and not just those associated with sport or exercise
- 9** Tailor messages and channels in order to reach the three target audiences
- 10** Supplement the campaign messaging with local initiatives, activities and resources
- 11** Ensure provision of local infrastructure, services and stakeholder messaging is aligned with the campaign
- 12** Be persistent with campaign initiatives and messaging

# 1. Decide between ‘physical activity’ and ‘moving’ to describe the desired behaviour

- ‘Physical activity’ and ‘moving’ are the clearest, most engaging terms to use, but have different connotations and strategic implications
  - **Moving** feels more accessible and inclusive to those who are least active but may be interpreted as requiring only light intensity activity
  - **Physical activity** is interpreted as moderate intensity activity but can feel daunting and off-putting to the least active groups
- Steering clear of ‘sport’, ‘exercise’, ‘fitness’ and similar language is vital to avoid putting off inactive audiences altogether

*“I hate being out of breath and I hate sweating. Anything that makes me think about that wouldn’t draw me in to exercise.”*

**Workless, 35-54**

*“Lose exercise or sport. ‘Move more every day’ is the thing that applies to them all. A general message about moving more would also be easier to be consistent with local partners’ messaging.”*

**Stakeholder interview**

## 2. Include a simple numeric, bitesize activity target for residents to aim for

- Few know conclusively how much activity they ought to be doing; having a target provides this information, clarifies the campaign 'ask' and can motivate inactive residents to increase their activity levels
- Most inactive residents want to see a numeric, time-based target – but ideally a 'soft' target allowing for some flexibility to avoid 'failure'

*"What counts as 'enough'?"*

**Control, female, 19-34**



*"I like the numbers in it – it shows you how you're getting close to the total. I can imagine doing that."*

**Parent of child age 11-15**



### 3. Remind residents of the short-term benefits of activity to motivate them

- Improved physical fitness/strength/flexibility, mental health and physical appearance are among the most motivating short-term benefits – but these are not always front of mind. The campaign could remind of these and ‘activate’ positive memories of more active times.
- Longer-term health benefits (esp. framed negatively as reducing risk) are so obvious they are uninteresting and too abstract to be motivating

*“According to the statistics it is supposed to be good for you but I’m pretty healthy so I don’t see that as a reason for me.”*

**Control, female, 65+**

*“The old adage that ‘It won’t happen to me’ is too strong for negative messaging about health risks to work.”*

**Stakeholder interview**

The health benefits of activity are so ‘self-evident’ that they feel like cultural wallpaper.

All ‘know’ that activity is good for you, so ‘purist’ health stories – as we often find – lack impact or any sense of new news for most.

**Henley Centre, 2008**

## 4. Don't dwell on the barriers to inactivity (but don't dismiss them either)

- Ignoring or dismissing people's barriers altogether is likely to result in messages that feel irrelevant to their circumstances
- But dwelling on barriers risks normalising or excusing inactivity, as well as being negative and demotivating
- An acknowledgement of the barrier, with a solution to help overcome it, appears more fruitful

### Less effective

*"There are simple solutions"*

*"We all know that life gets in the way."*

*"Lots of people are inactive and it is tough to make a start."*

### More effective

*"Get fit for free – Being active doesn't need to cost a lot"*

*"Make small, practical changes that fit in with your busy life."*

*"It has to be real to people. It has to consider the shit they are going through."*

**Stakeholder interview**

*"Lots of messaging has been quite negative and focusing on inactivity. This can normalise inactivity."*

**Stakeholder interview**

## 5. Show residents diverse, attainable ways of being active beyond 'exercise' or 'sport'

- Most inactive residents want to be more active, but struggle to think of ways of doing so that they feel capable of
- Providing examples of ideas to be active can help:
  - Activities that can be easily fitted into a day-to-day routine
  - Simple activities that don't require sporting expertise or high fitness levels
  - Activities which people did in the past (and recall fondly from their more active days)
  - Social activities, including family activities

*"I used to go to the gym, but I don't really know what I could do anymore I can't go to the gym and I can't run because of my back."*

**LTHC, male, age 55+**

*"I like the way it shows you things you could do with the family. It would probably be at the weekends we could do more. And it'd be nice to do things altogether then."*

**Parent of child age 5-10**



## 6. Make the tone and creative execution of the campaign upbeat, positive and fun

- Inactive residents don't need persuading of the benefits of activity (and risks of inactivity). Residents were critical of negative, paternalistic messaging.
- In contrast, previous campaigns were praised for:
  - Upbeat soundtracks for video creative
  - Bright colour-schemes
  - Positive framing of messages
  - Images of people visibly enjoying themselves
- Stakeholders are also keen to see a campaign which focuses on the positives of activity

*“Avoid shaming people. It needs to be about doing the best with what you have. Celebrate progress, don't point out deficits. Normalise activity, don't demonise inactivity.”*

**Stakeholder interview**

*“It's fun, it's got a bit of 'get up and go' about it.”*

**Control, female, age 19-34**



## 7. Ensure the campaign feels relatable to residents and their very different circumstances

- Residents often feel that their circumstances are unique and can be entrenched in their view that sport/exercise/activity isn't 'for them'
- **Creatives** must show 'people like me' – and avoid depicting overly 'fit' or 'sporty' individuals which can be off-putting
- **Messages** must feel relevant to the key audiences, speaking to the benefits that matter to them and negotiating the barriers they experience



*"They're just real people. They look like me. That woman puffing along– I mean, that's got to be real. You can see all the sweat and everything."*

**Parents of children aged 11-15**

*"The campaign needs to reflect the whole population of Greater Manchester... [and] make sure it is genuinely representative. Don't use a Paralympian for example to encourage the average disabled person to get active. It needs to be local people."*

**Stakeholder interview**

## 8. Use a broad range of channels – and not just those associated with sport or exercise

- There is no one 'stand-out' channel for communicating about activity – residents use a multitude of sources
- Designing flexible communications which can be adapted to different channels (but retain a clear overarching concept) will be important
- Prominent physical messages in the local area can also be important in-the-moment reminders

*"It would need to be on the devices they're always looking at. Phones, computers, Playstations."*

**Parent of child age 11-15**

*"I would pay attention to an email from the council. I always read those because I assume they are about my benefits."*

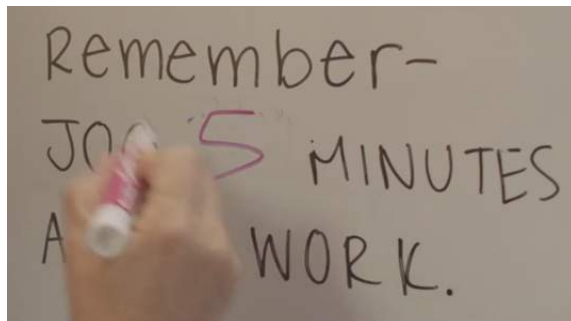
**Workless, 35-54**

*"I'd say to use the radio. When I'm in the cab, I'm listening to the radio all day. Non-stop."*

**Control, male, 35-54**

## 9. Tailor messages in order to reach the three target audiences

- While there are sufficient commonalities between the three target audiences to suggest one overarching campaign concept, some tailoring will be necessary to ensure messages are relevant to each audience
  - For example, stressing flexibility of activity target to those with LTHCs or disability
  - Or emphasising to parents that physical activity provides an opportunity for family time



*"I like the way in that [campaign] video she crossed out the thirty minutes and made it five. Ultimately, if it's too much you're not going to do it. And it's better to do something [than nothing]."*

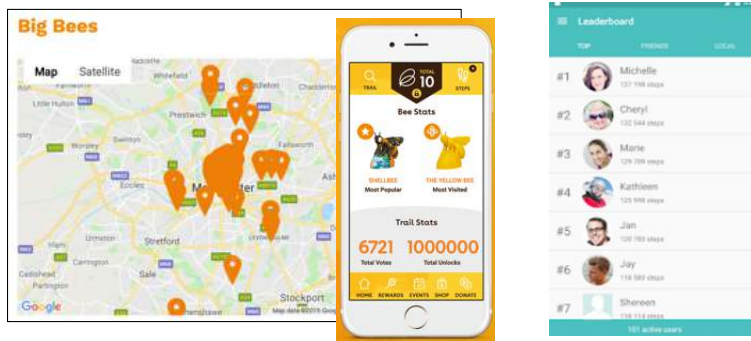
**LTHC, 35-54**

*"You won't be able to target everybody and that's fine. Sometimes we want to be broad and inclusive but that might mean lots of people see it and don't think it's for them. May need to pick your audience to make it relevant to some."*

**Stakeholder interview**

## 10. Supplement the campaign messaging with local initiatives, activities and resources

- While messaging will be important in raising awareness of the target and reminding of the benefits of activity, other initiatives will reinforce the campaign and add further motivation
- This might include local events, challenges/rewards, apps, activity planners, social networks/competitions, and more



*"I can imagine having something going at work where people challenge each other on their steps. As long as it doesn't become really competitive, that'd be good,"*

**LTHC, female, 35+**

*"Don't do what's been done before and don't just make a lot of posters which are put around Manchester or go on the back of a bus. If you want to create a real change it needs a bigger social movement."*

**Stakeholder interview**

## 11. Ensure provision of local infrastructure, services and stakeholder messaging is aligned with the campaign

- Any increase in demand for activity should be met on-the-ground by local opportunities and support
- Local messaging (ranging from stakeholder communications to corporate advertising by gyms) need to be as consistent as possible to avoid confusion or demotivation

*"You can throw a lot of money at a campaign but it still has to have...a reflection at a local base. Someone says 'great I'm going to go and do my female-only session in Tameside' but then there isn't one."*

**Stakeholder interview**

*"I like the idea that you can start small. But then I go to the gym and see their posters and I don't look like them [the people in the adverts]."*

**LTHC, female, 35+**

*"When you go to the gym, all the people there are already fit. I just look at the machines, but don't know how I'd ever get there."*

**Workless, female, 35-54**

## 12. Be persistent with campaign initiatives and messaging

- Stakeholders were clear about the challenge of changing behaviour in a sustainable, durable way – requiring repeated exposure to messages over the long-term
- Low awareness of activity guidelines or other lifestyle advice (other than 5-a-day) hints at failure of previous behaviour change campaigns

*“It’s very, very difficult to move someone from inactive to active. It takes time with multiple areas of intervention.”*

**Stakeholder interview**

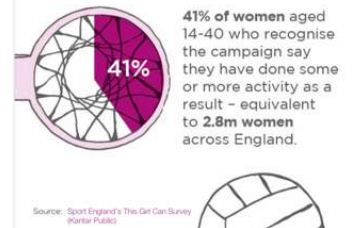
*“Be realistic. It’s very hard to change behaviour. It takes a long time and repeated exposure to messages.”*

**Stakeholder interview**

*“Realistically if I don’t want to do it, I’m not going to do it.”*

**Control 16-35**

2.8 million women have made the leap.



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# A

## Appendices in separate document

- Evidence review sources
- Individual target audience summaries
- Guidance for communicating with inactive audiences
- Full quantitative data charts

# Thank you

**For more information:**

Ben Shimshon, Raphael Malek, Charlotte Malton, Catrin Nichols, Andrew Robinson

+44 (0)207 8455880

bshimshon@britainthinks.com, rmalek@britainthinks.com, cmalton@britainthinks.com, cnichols@britainthinks.com,  
arobinson@britainthinks.com

BritainThinks

Somerset House

Strand

London

WC2R 1LA

**[britainthinks.com](http://britainthinks.com)**