Enriching our understanding of less active Londoners to target and tackle inactivity

Webinar 2: Segment opportunities 19th June 2019
Your speaker

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Insight Portal key resources

Everything you need to share key learnings with your team

Segment profiles

Broad opportunity areas

Golden identifier questions

Materials available now
https://data.londonsport.org/
Segmentation vision and objectives

To enrich understanding of less active Londoners and develop resources for more effective targeting, engagement and outreach.

- Develop a stronger sense of instinct, empathy and understanding
- Determine segment representation and better opportunities to connect
- Develop best practices shape interventions and develop communications
Different strategies required to engage segments (COM-B summary)

Number of Londoners

- Elderly Evaders: 310k
- Anxious Avoiders: 335k
- Want to But Cant: 335k
- Young Impressionables: 388k
- Time Poor Integrators: 310k
- Inconsistently Involved: 491k
- Almost Actives: 413k
Segment opportunities
There are simply far more important things that this group prefer to do at the latter stages of life than exercise. They know it is important but it is no longer urgent and they can’t do what they used to but would if told to do so by GP/Doctor.
A Road Map: Elderly Evaders

THE STARTING POINT

ENABLEMENT

WHAT & WHERE

really don’t see the point as they’re now much older and don’t see the benefit of increasing physical exercise levels. They would do it alone or with others like them in a fun and social setting.

They’d rather spend their free time doing the things they really enjoy.

OPPORTUNITIES & RELEVANT IDEAS

Walking Football
Parks & Garden walks

Walking Football
Walking

Very unsure where they’d go to find out about info – likely local noticeboards or local newspapers

WHERE

At home, likely in the garden

WITH WHO

On their own (if at all)

POSSIBLE ACTIVITIES

Dog walking
For this group unless a professional recommends due to health issues it will be difficult to convince them to do more physical activity. However, piggybacking off what drives this group, social experiences, healthy mind & body & family time and combining with health and wellness activities could motivate them to become more active.

“Don’t like getting hot + sweaty, walking the dog is enlightened gentle exercise for me.”
Many of this segment are in financial difficulty; single parent families, unemployed, stressful situations resulting in unhealthy behaviours and unhealthy attitudes as they feel alone & without support. There is also a lot of reported disability.
A very unsure group, they don’t know where to go to get information – relying on Google or perhaps the government / BBC or it popping up on Facebook

They need lots of help & support

They feel inadequate, uneasy and don’t know where to begin

THE STARTING POINT

ENABLEMENT

WHAT & WHERE

OPPORTUNITIES & RELEVANT IDEAS

Heavily reliant on social media

Looking for guidance from trusted sources such as Government or BBC

Couch to 1K

WITH WHO

On their own (if at all)

Possibly with others if in a similar situation

POSSIBLE ACTIVITIES

Home Fitness

Dog Walking

Walking

WHERE

Unsure where to go, they prefer the sound of home, but could be nudged to a convenient location

“You can do this!”
Anxious Avoiders

“I am in debt so can't currently afford paid activity. I think if offered some free 1:1 sessions with someone I trust to get me started I could then move to join a like-minded, non-judgmental group”

A support network or a holistic programme which helps, support and educates on not just physical wellbeing, but also mental wellbeing & nutrition would be welcomed – providing the tone is supportive & non-judgemental
This predominantly elderly and less affluent group are very limited in the amount and type of activity they are able to do due to physical & mental limitations. They see being active as a positive thing but they are frustrated they can not participate
A Road Map: Want-to-but-can’t

**THE STARTING POINT**

![Image of an elderly person]

With many suffering with **physical conditions**, findings professional support and people in similar situations is key.

They can’t run / play sports like I used to but they used to enjoy it when they were much younger.

**ENABLEMENT**

![Image of a doctor]

Relying on GP / medical specialists to advise on the optimal activities for them – but would also seek info from local newspapers or government websites.

Less digital – (though use Access websites), this website prefer the personalised touch via professionals.

**WHAT & WHERE**

![Image of a person exercising]

**OPPORTUNITIES & RELEVANT IDEAS**

- **Swimming**
- **Home fitness using gym equipment**

**WITH WHO**

- On their own (if at all)

**WHERE**

- At home is easiest for many, though anywhere accessible (e.g. community centre) is equally an option.
“Several years ago, when my fitness level was not so compromised by health issues, I was referred by my GP to fitness & exercise classes tailored to my abilities. More facilities that cater for just the elderly or disabled, where you can drop in without referral, is what I need. Somewhere to go that I’m not intimidated or embarrassed by an abundance of lycra clad super-fit gym bunnies!”

While it would not be realistic for this group to do 150 minutes of solid cardio exercise, we can build their confidence in order to select the most effective activities for them alongside others just like them; reframing what exercise looks like
Many students with rising debt and responsibility, this audience have a lot of pressures on their shoulders: social pressure, financial pressure, body image – and their mobile phones are both a blessing and a curse in all areas.
A younger segment, they are quite open to sharing the activities with others in a social setting – be it friends, or finding people in similar situations to them

They need others to help motivate them and they’re a bit embarrassed about how unfit they are

Very digitally savvy – there is a key role for apps to drive awareness, usage and motivation. Also very open to home exercise videos such as YouTube

Their socialness feeds into how they’d find out – using friends, YouTube, Instagram to gain inspiration. Also active users of local libraries

With friends

With people similar to them

Fitness Classes

Cycling

Home fitness

Open to locations which are local, or making exercise part of their commute
Young Impressionables

“I wish there was a group of people the same fitness level as me that I could do exercise with. I'd need the exercise to be something I enjoy - I don't think I could continue to do something which I dread every week. It also has to be affordable and easy to access.”

Finstagram has resulted in a distorted view of reality for YP’s; we need to remind them that it takes time to make/see a change. Providing not just exercise options but also meal tips would benefit this audience who may not know how to cook
Time Poor Integrators – The Context

Busy juggling life / family / meetings / housework etc into a day, this segment are more time poor than cash poor
A social segment – this audience are very open to being more active with others to help find ways to build activeness into their busy lives – including with their children.

Time management and family / work responsibilities are the main barriers that prevent them being more active but in an ideal world they would love a regular commitment.

**OPPORTUNITIES & RELEVANT IDEAS**

**The phone** is critical to this segment as provides them access to everything. Strong opportunity here – be it finding and booking activities or to inspire or motivate them.

Open to influences in many guises – from friends, workers at leisure centres, social media influencers or local noticeboards.

**WITH WHO**

- With friends
- With their children

**WHERE**

- Local, easily accessible and convenient are important and must work with their schedule

**POSSIBLE ACTIVITIES**

- Fitness Classes
- Team Sports
- Running
“I used to have a very active job. Now as a stay at home mum I am always on the go and it is mentally very tiring. I feel very unhealthy though. I prefer pay as you go classes because I can't commit to something weekly as childcare is hit and miss but I then struggle to find the motivation. Something that I pay for in advance but can defer payments for missed classes would be motivational and cost effective for me.”
Inconsistently Involved - Context

This group has a yo-yoing but positive relationship with health & fitness - they believe they are already doing enough. Working full time and nearly half with children having a work/life balance is crucial and therefore activity can be in fits and starts.
This group would be most surprised to be considered inactive. For them, they are already doing enough activity. Added to this they are busy juggling work/life and activities in bursts so need pushing.

Given the “all or nothing” nature of this group it is crucial to build in the rewards and benefits of regular HIIT type activity.

**OPPORTUNITIES & RELEVANT IDEAS**

Not very proactive, they are more likely to look on social media or ask colleagues for advice though open to government information also.

Idea of sharing & comparing fitness data is appealing to this segment – as is a smart watch.

**WITH WHO**

- On their own (if at all)
- With a coach

**POSSIBLE ACTIVITIES**

- Running
- Racket sports
- Team sports

**WHERE**

Easily accessible – close to work could be a benefit to this segment.
Emphasising the benefits of regular exercise, perhaps with a reward-based system may help motivate the audience. Finding team-based games that could become a weekly behaviour will also combine pester power from other participants.

“If I got rewarded with cash and gifts I liked and if I had more motivation”
Almost Actives - Context

A busy segment – this audience fit lots into their lives – from socialising, work and some physical activity – they feel they have the right balance across everything
A Road Map: **Almost Actives**

**THE STARTING POINT**

**ENABLEMENT**

**WHAT & WHERE**

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**A social segment** – this audience are very open to being more active with others – be it friends, partners or colleagues.

They’re motivated to be more active and they find exercise a pleasurable activity.

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**OPPORTUNITIES & RELEVANT IDEAS**

Speak to a PT or someone at a gym direct, or advice from colleagues – otherwise research themselves, maybe even health magazines.

A tech savvy segment, with access to most devices – they’re likely to download fitness / running based apps.

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**WITH WHO**

- With friends
- With colleagues

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**POSSIBLE ACTIVITIES**

- Running
- Cycling
- Racket Sports

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**WHERE**

Would rather do activity away from home, be that outdoors in a park, or close to their work to fit into their busy life.
Almost Actives

“There are two outdoor gyms within walking distance of where I live. I would LOVE to know how to use them but don’t have anyone to instruct me to use the equipment safely. If there was a scheme where you could ask someone for basic instruction in how to use an outdoor gym that would be fantastic.”

Education around frequency of exercise, combined with offering local options, and/or combining with workplace initiatives would help increase motivation amongst the Almost Actives.
Segments based on activity levels, desire for change, and 'job to be done'
Activation opportunities
Insight activation working in partnership with London Sport

Steering group and intelligence gathering

Contact insight@londonsport.org together with your Relationship Manager to discuss opportunities
Insight activation working in partnership with London Sport

In-house mapping tool to aid targeting

Combines multiple datasets to increase sample robustness

- Segmentation data
- Census data
- Active Places power data
- Plus several further sources

Variables contained

- Age
- Social grade
- Ethnicity
- Household composition
- Commute type
- Working status

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Insight activation with London Sport

Consulting Hub – bespoke support

- Further research (e.g. impact and evaluation, ethnography etc.)
- Enrichment and activation workshops
- Programme and intervention audits gathering intelligence
- Communications development and behavioural change consulting
- Co-creation to keep segments at the heart of planning

Contact insight@londonsport.org together with your Relationship Manager to discuss opportunities
Thank you!

Insight@londonsport.org

It’s about finding your thing. This is definitely my thing.

- Jess, 24