

WE ARE UNDEFEATABLE

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CAMPAIGN TRACKING RESULTS FOR SPRING 2025

Source: DJS research



1,340 PEOPLE WITH LONG TERM CONDITIONS TOOK PART IN AN ONLINE SURVEY



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

	PRE-CAMPAIGN			Summer	Autumn	Spring	Summer	Autumn	Spring	Summer	Autumn	Spring	Summer	Spring	Summer	Autumn	Spring
	2019	2019	2020	2020	2020	2021	2021	2021	2022	2022	2022	2023	2023	2024	2024	2024	2025
	(2 nd - 27 th August 2019)	(8 th - 27 th October 2019)	(20 th March - 7 th April 2020)	July – 3 rd August 2020)	Oct – 12 th Nov 2020)	Mar – 22 nd Apr 2021)	(3 rd – 20 th Aug 2021)	(12 th Nov – 1 st Dec 2021)	(22 nd Mar – 12 th Apr 2022)	(15 th Aug – 02 nd Sep 2022)	(23 rd Oct – 14 th Nov 2022)	(27 th Mar – 18 th Apr 2023)	(23 rd Aug – 06 th Sep 2023)	(27 th March – 3 rd May 2024)	(19 th Aug – 11 th Sep 2024)	(4 th Nov – 18 th Nov 2024)	(16 th Apr – 9 th May 2025)
Online	1,292	1,338	1,340	1,350	1,340	1,340	1,349	1,340	1,340	1,350	1,343	1,333	1,297	1,338	1,340	1,333	1,340
Face-to-face	710	642	-	-	-	-	668	658	698	665	665	658	687	-	641	-	-

The Spring 2025 tracker is a ‘pulse’ wave using online surveying only. Data presented in this report is based on online-only data from all waves to ensure comparability, therefore past data points may be different to those previously reported.

A CONSISTENT SAMPLE OVER TIME

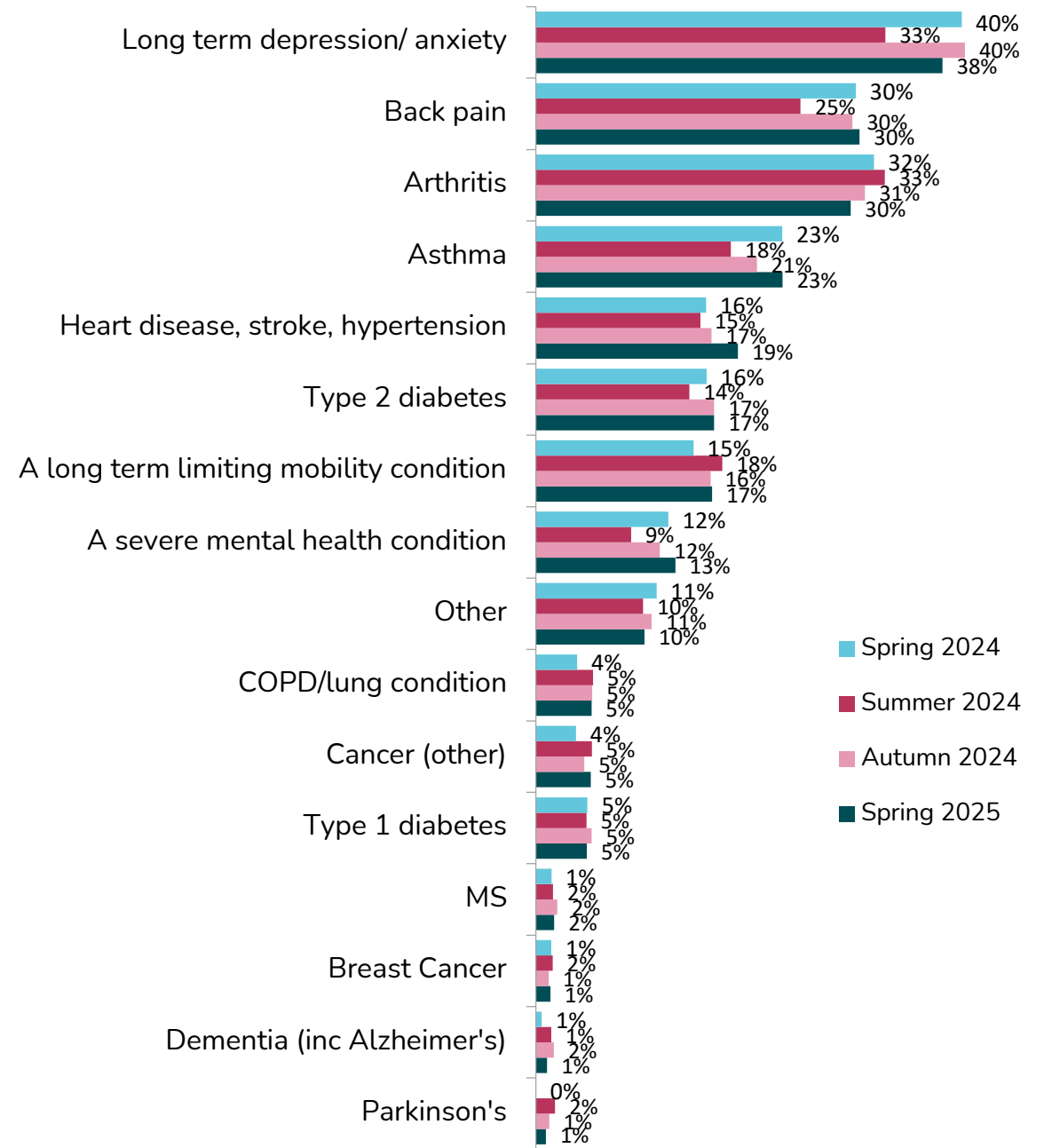
The sample profile for this wave was matched to the sample from previous waves.

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

The weighting applied this wave is the same as the previous online only waves.

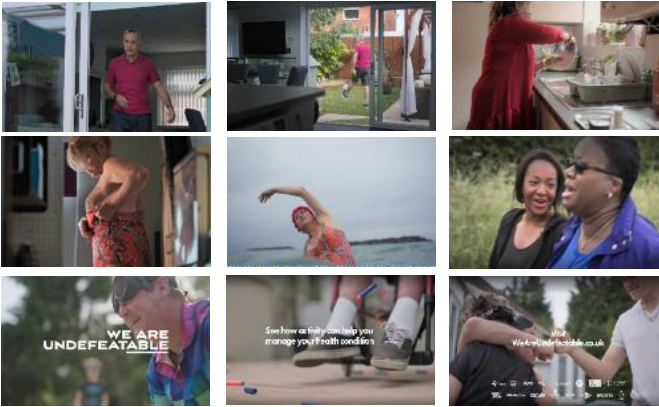
Sample profile

Gender	
Female	61%
Male	39%
Social Grade	
AB	34%
C1C2	38%
DE	27%
Age	
18-34	19%
35-44	25%
45-54	17%
55-64	30%
65+	9%
Disability	
Identify as disabled	57%
Not disabled	41%

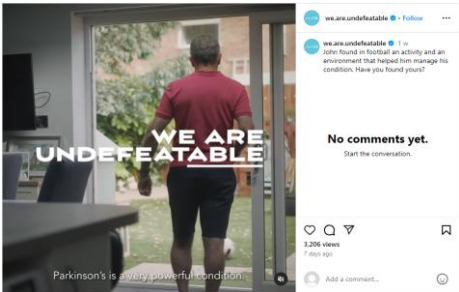


SPRING BURST PROMPTS (EXAMPLES)

TV ad



Social Media, YouTube and Video on Demand



Posters



Hospital ads



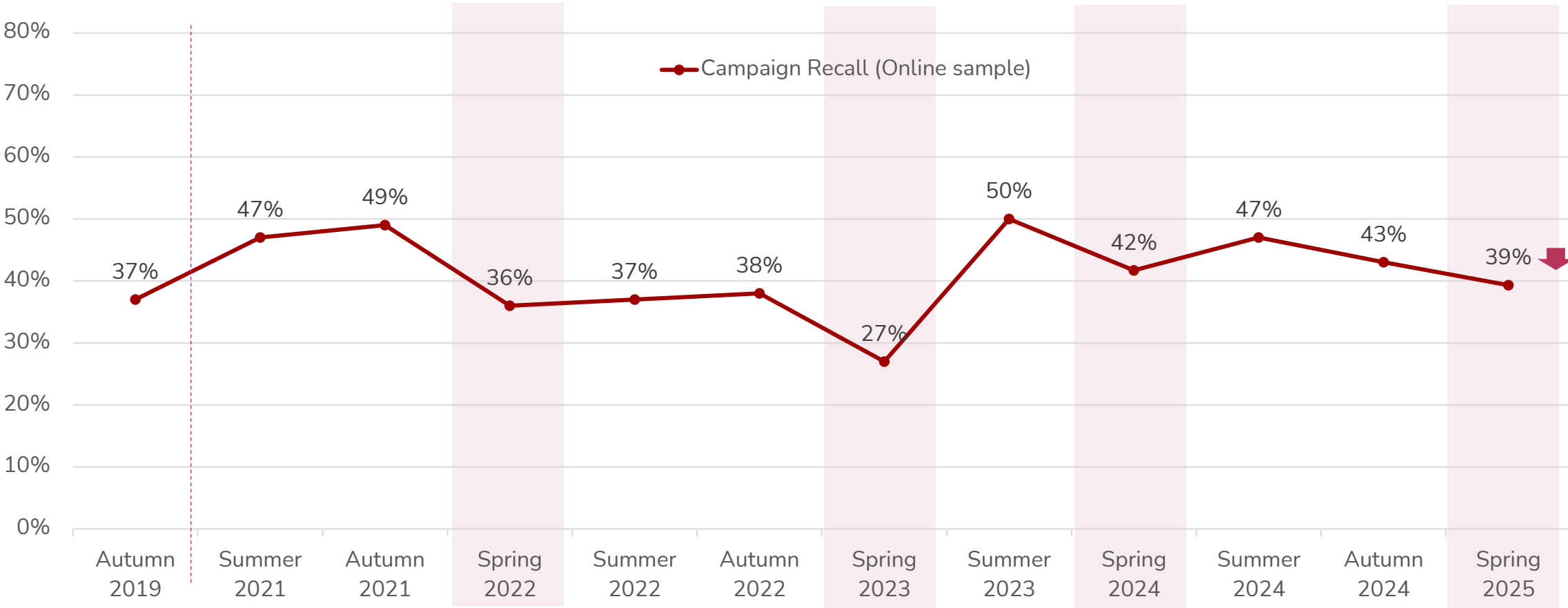
**WE ARE
UNDEFEATABLE**

CAMPAIGN PERFORMANCE



SPRING CAMPAIGN: DECLINE IN RECALL NOT UNEXPECTED FOR A SPRING BURST

Recall of any WAU assets

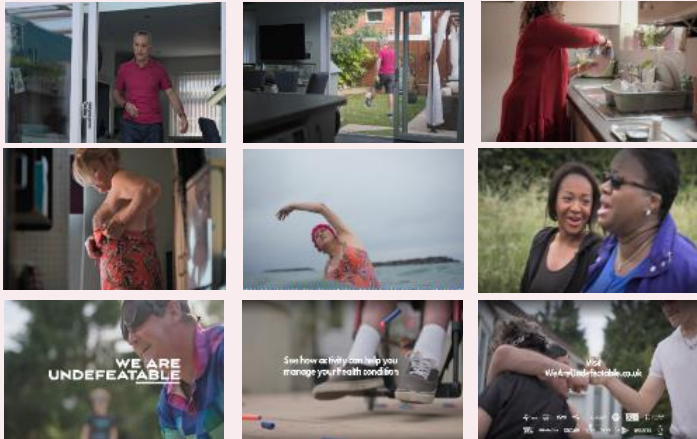


Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2025. Derived variable based on prompted recall of campaign assets and name Q26 campaign name, Q27 or Q34 (TV), Q29L (posters), Q29 (Social media), Q29a (VOD), Q29J (Hospital). Base: 1,340 with LTCs.

↑ ↓ Denotes statistical significance between Autumn 2024 and Spring 2025

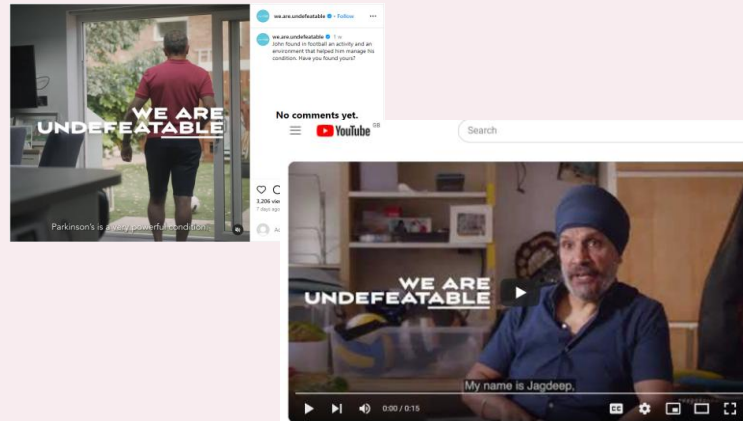
SPRING CAMPAIGN MEDIA REVIEW

TV ad is the main driver of overall recall



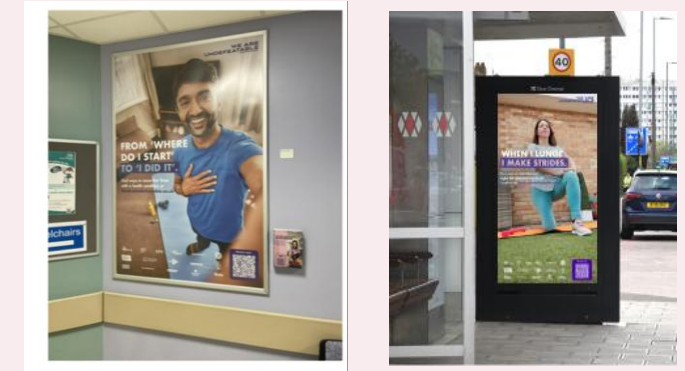
Declined to 20% recall

Social media & VOD are secondary contributors



Declined to 12% / 11% recall

Posters contribute less to recall but held up well

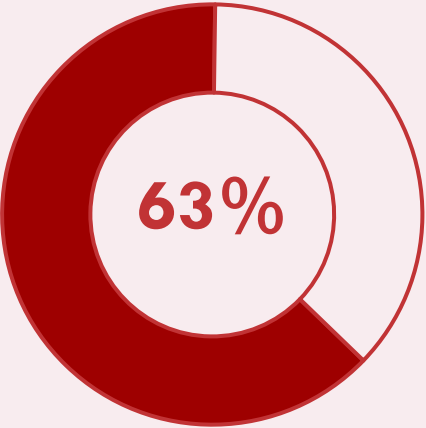


**Maintained at 9% / 8% recall
41% who visited a hospital recalled these ads**

SPRING CAMPAIGN DIAGNOSTICS: STRONG DESPITE WAVE-ON-WAVE DECLINE

Relatability

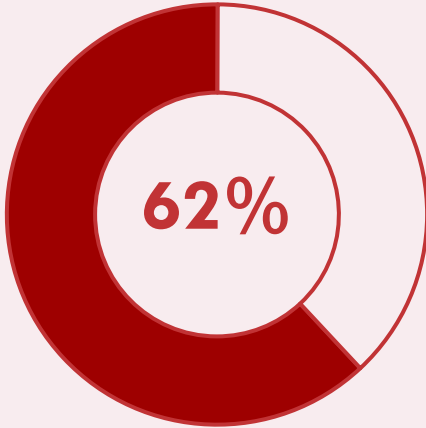
I relate to the people in the ads



-4pts wave on wave
-1 pt vs LT trend

Message takeout

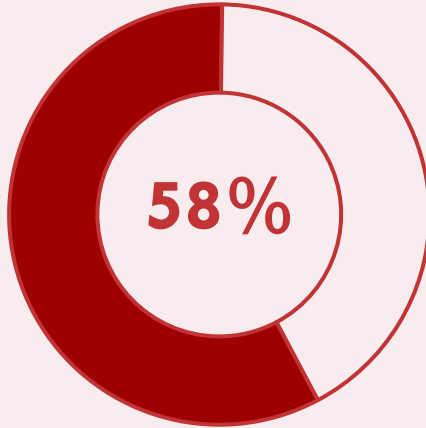
Makes me think differently about what counts as exercise



-4pts wave on wave
+5pt vs LT trend

Inspiration

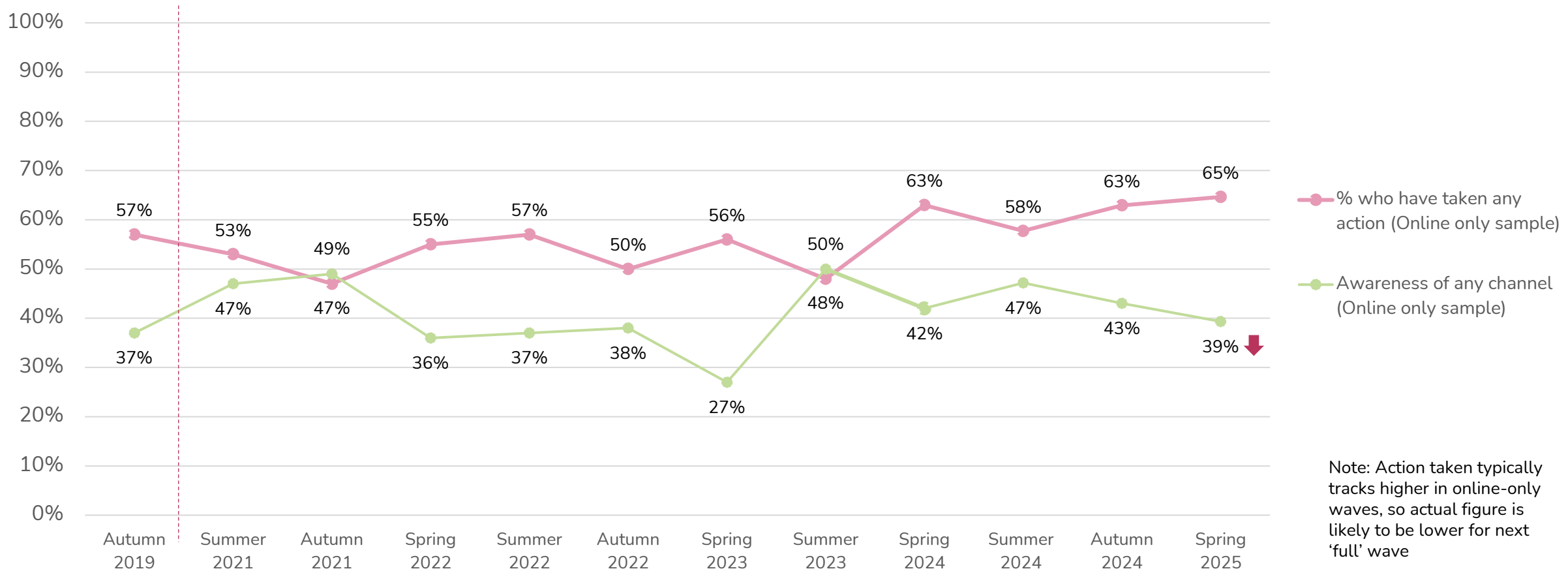
Inspires me to get active



-2pts wave on wave
+5pt vs LT trend

A HIGH PROPORTION OF CAMPAIGN RECALLERS TOOK ACTION

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

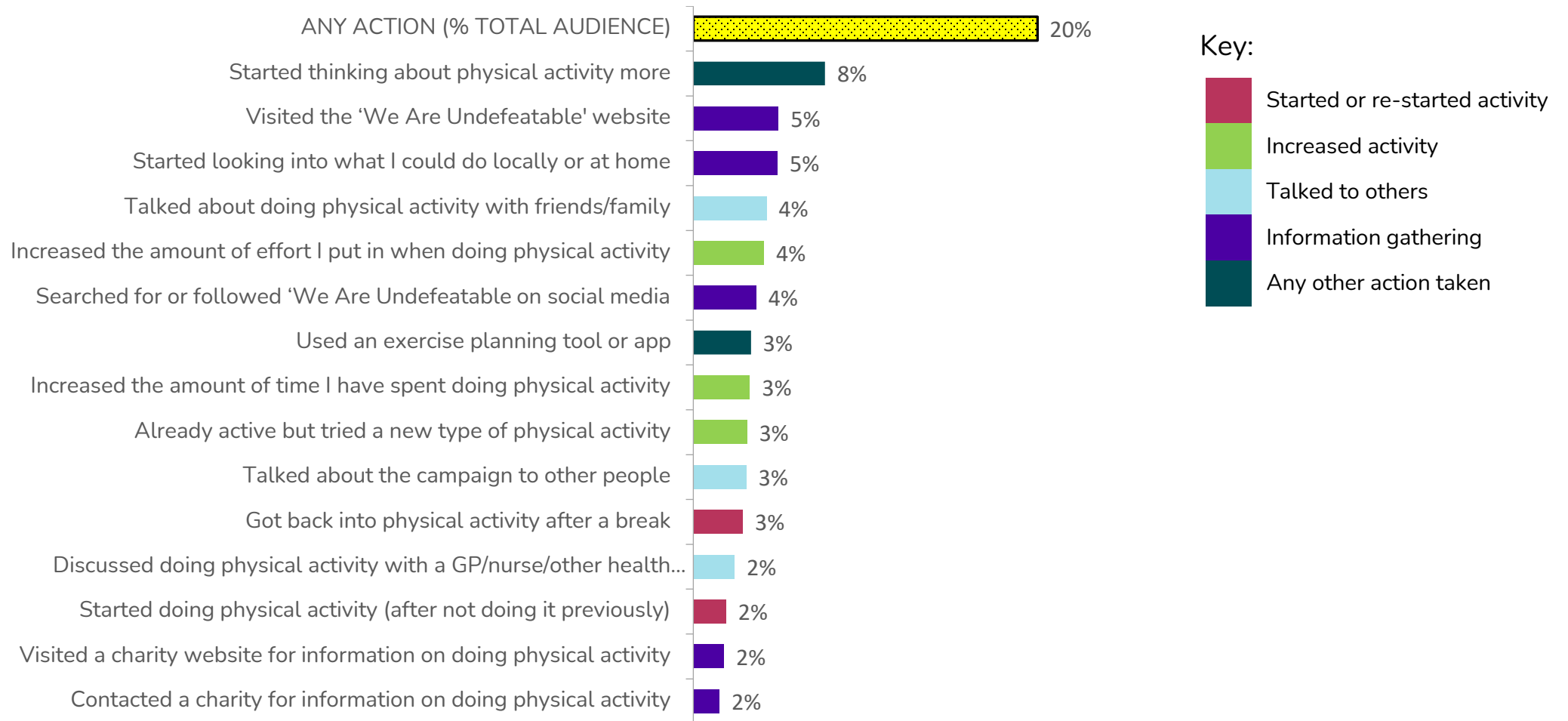


Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2025. Q32. As a result of seeing the campaign, have you done any of the following?
 Base: 416 aware of the campaign (before prompting with TV advert).

↑ ↓ Denotes statistical significance between Autumn 2024 and Spring 2025

...TRANSLATING TO 1 IN 5 OF TOTAL TARGET AUDIENCE TAKING ACTION

% of *all respondents* who have taken any action



Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2025. Q32. As a result of seeing the campaign, have you done any of the following?

Base: Spring 2025 = 1,340 with LTCs

WE'RE STARTING TO LOOK AT CAMPAIGN RESPONSE REGIONALLY

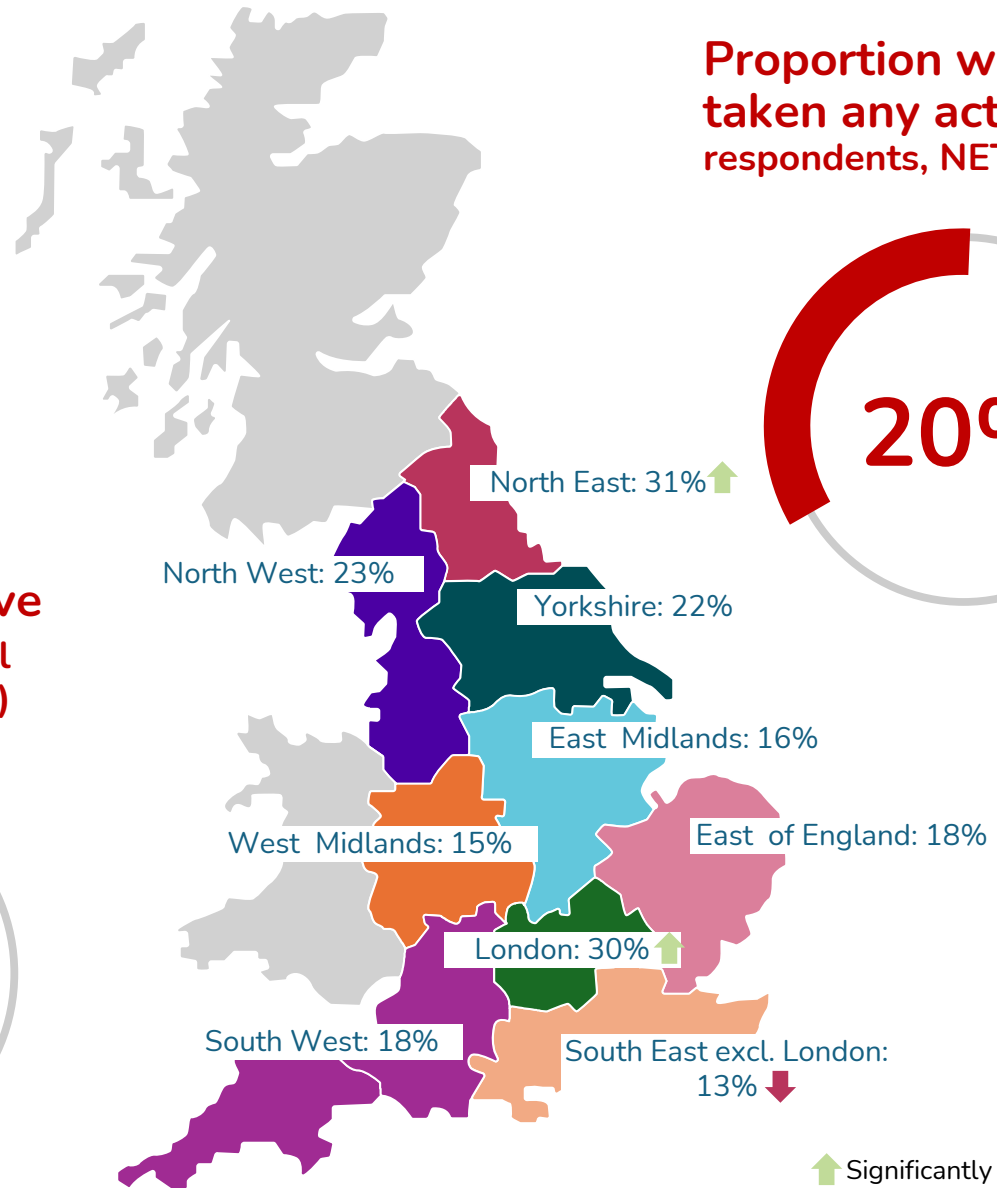
Proportion who have taken any action (all respondents, all regions)



Proportion who have taken any action (all respondents, NET South)



Proportion who have taken any action (all respondents, NET North)

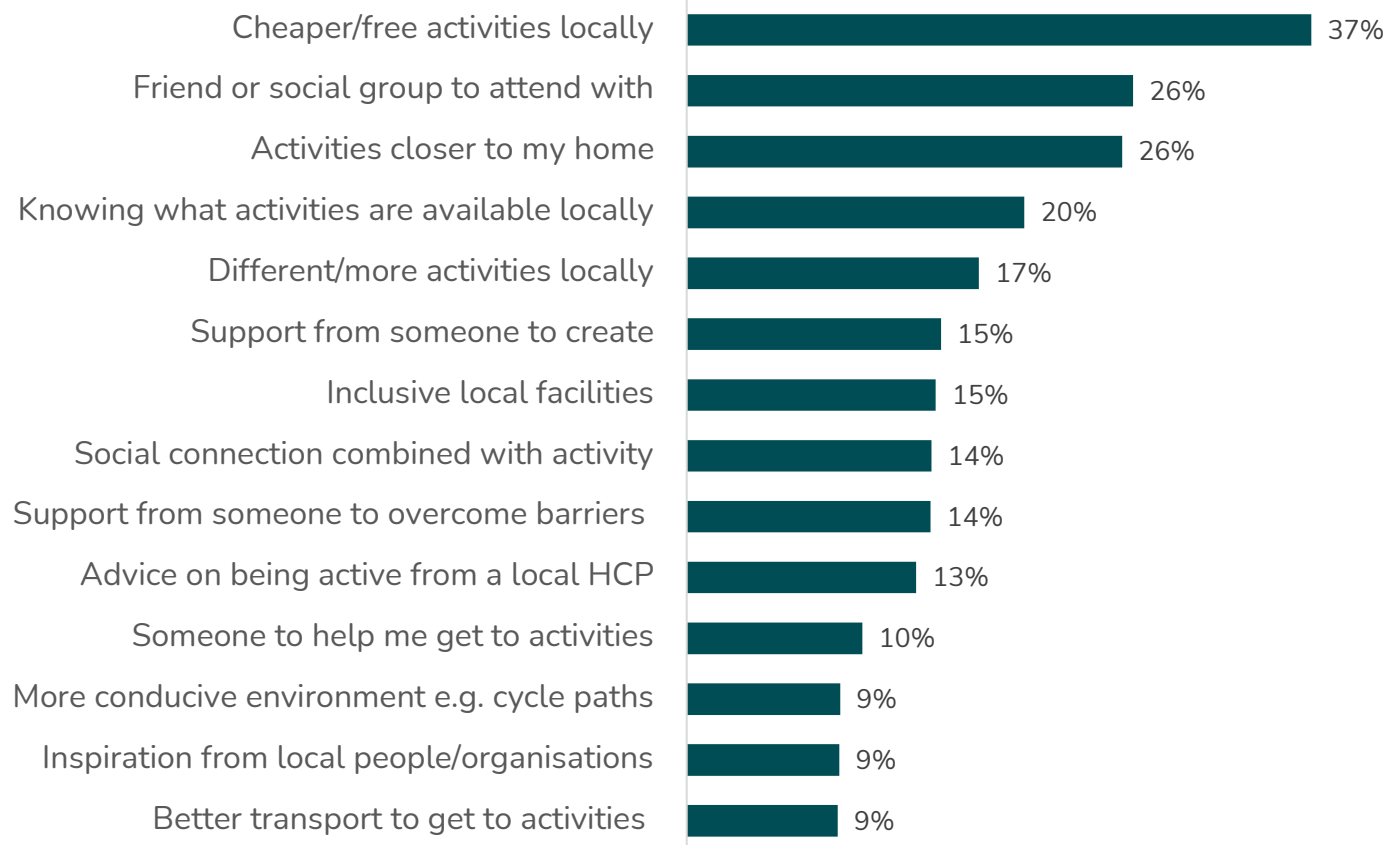


▲ Significantly higher than the total
▼ Significantly lower than the total

Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2025. Q32. As a result of seeing the campaign, have you done any of the following? Base: 1,340 with LTCs; North East (67), North West (160), Yorkshire & the Humber (130), East Midlands (125), West Midlands (150), East of England (128), South East England excluding London (253), London (200), South West (127), NET: North (632), NET: South (708)

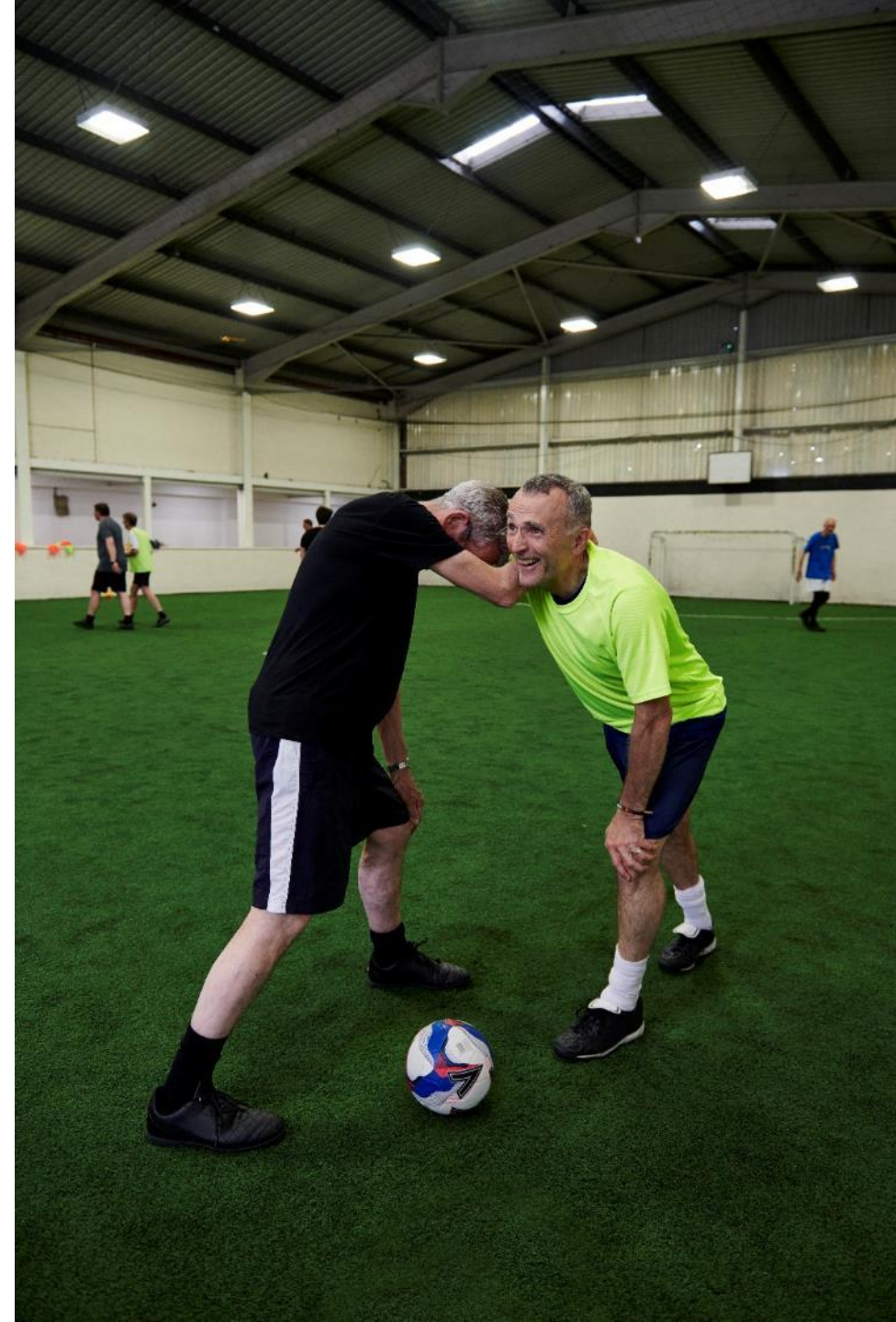
PLACE-BASED ENCOURAGEMENT SHOULD FOCUS ON LOW COST, SOCIAL AND ACCESSIBLE ACTIVITIES

What would encourage those with LTHCs to be more active in their local area?



SPRING CAMPAIGN SUMMARY

1. Campaign recall is still in line with long-term trend, despite a fall this wave...
2. ...similarly, despite falls in diagnostics vs. last wave, the reaction to the campaign remains in line with long-term trend and high for most metrics
3. Overall, the continued decline in campaign recall is important to monitor in the coming waves as the campaign is generally well received and continues to have a strong impact among those who recall it
4. The campaign still resonates with those who recall seeing it. Among those who recall the campaign, the proportion who have taken an action is at an all-time high – this is a pattern we see repeated - when awareness falls, action amongst those who do recall the adds rises



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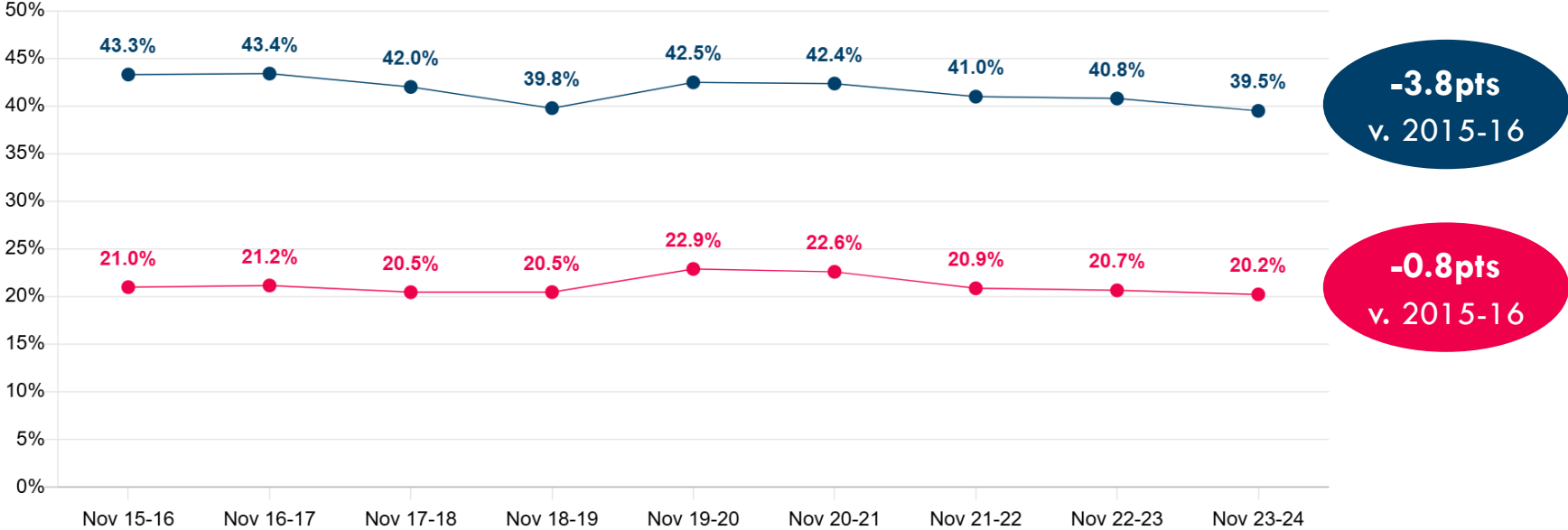
**LEARNINGS ON THE
LEAST ACTIVE**



INACTIVE PROPORTION OF TARGET AUDIENCE IS DECLINING, BUT A LARGE GAP REMAINS

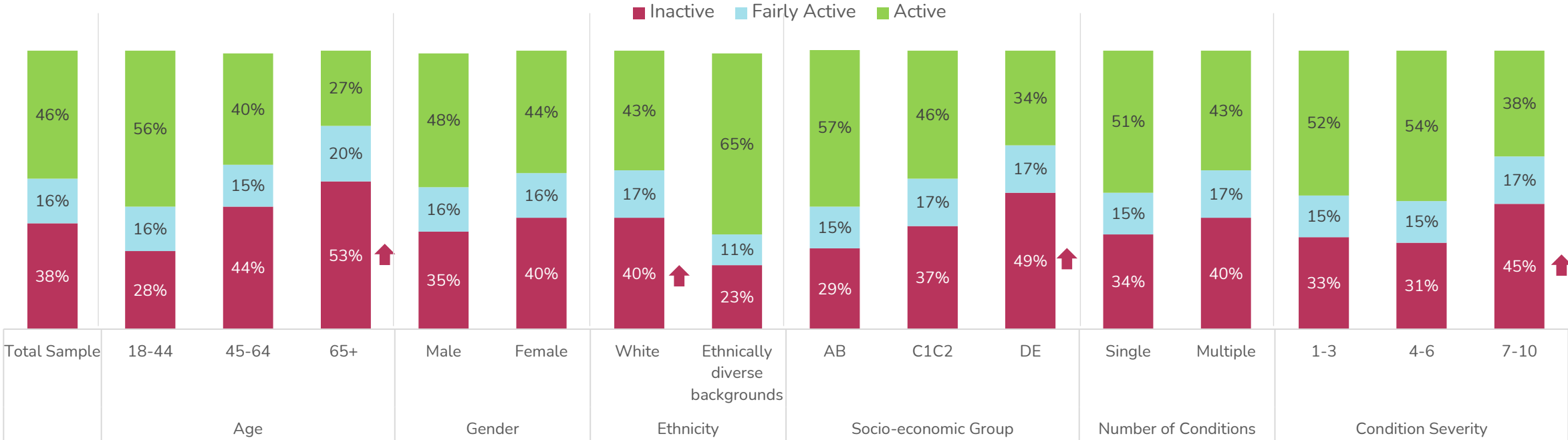
■ Disability or long term health condition ■ No disability or long term health condition

Levels of activity (Main - 3 categories) - Disability
Inactive: less than 30 minutes a week



WE SHOULD BE MOST CONCERNED ABOUT THOSE WHO ARE OLDER, IN LOWER SOCIAL GRADES OR HAVE MULTIPLE/ SEVERE CONDITIONS

Activity levels by demographics



Among all respondents, a higher proportion of people from ethnically diverse backgrounds are younger. Below is a breakdown of age groups by ethnicity:

- White; 18-34 = 16%; 35-54 = 42%; 55+ = 42%**
- Ethnically diverse backgrounds; 18-34 = 41%**; 35-54 = 44%; 55+ = 15%

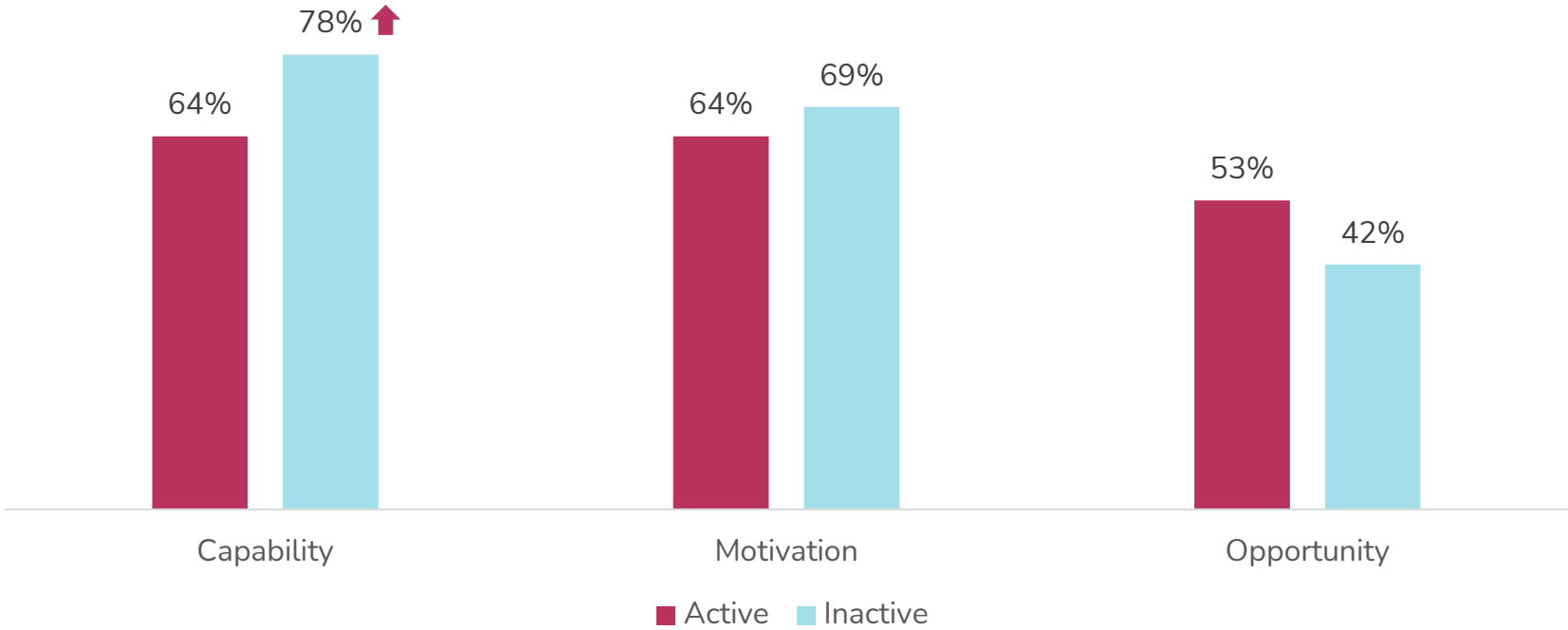
** Significantly higher than comparator group

↑ More likely than the total to be inactive

Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025.
 Base: 1,340 with LTCs. Subgroups bases range from 157 to 1176 people with LTCs

THESE SUB-SEGMENTS ARE MUCH MORE AFFECTED BY LOW CAPABILITY

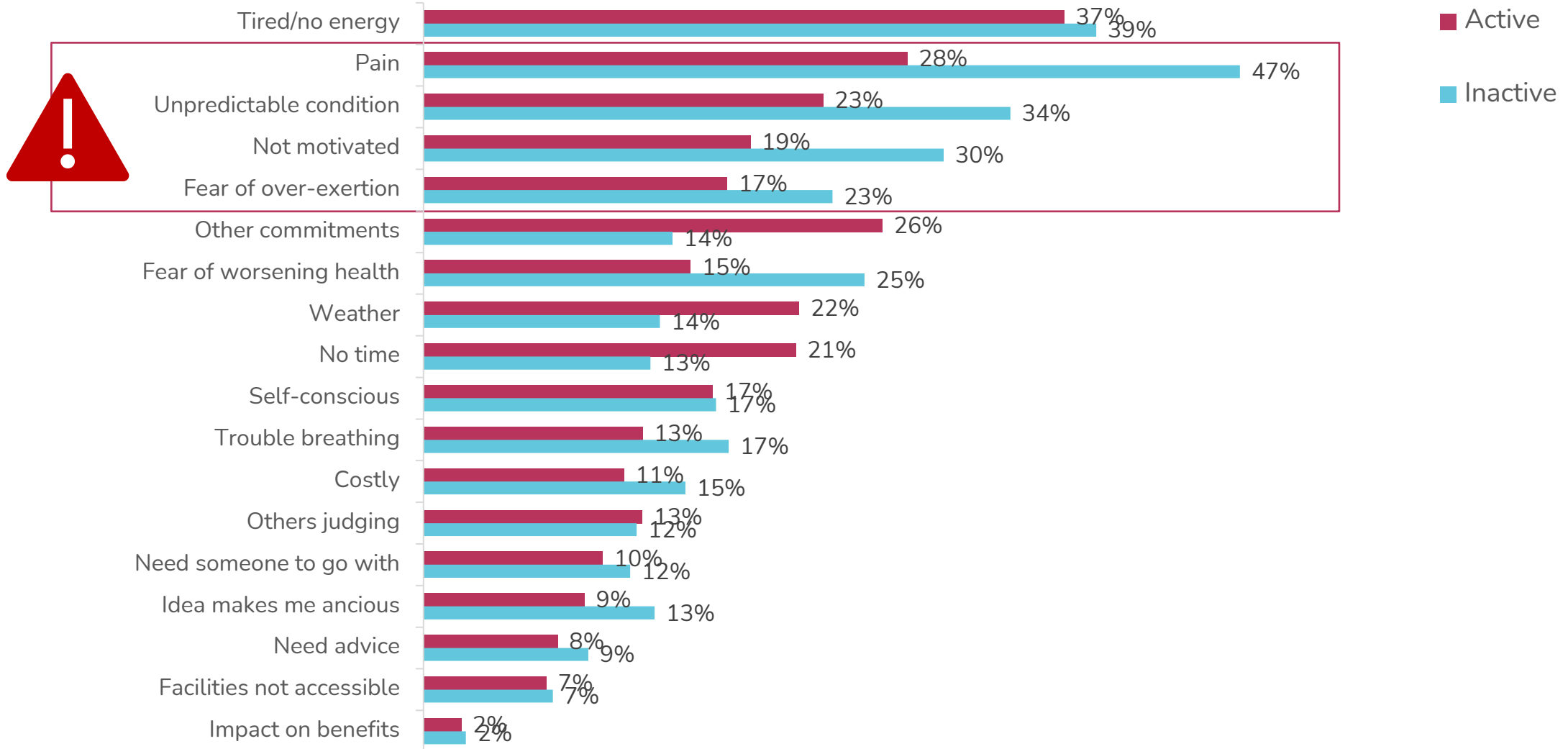
Barriers to physical activity, inactive vs active respondents



Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025. Q18. Which of the following reasons, if any, prevent you from increasing the amount of physical activity you do?
Base: Any barrier: 610 active, 517 inactive people with LTCs.

PAIN IS THE KEY ISSUE

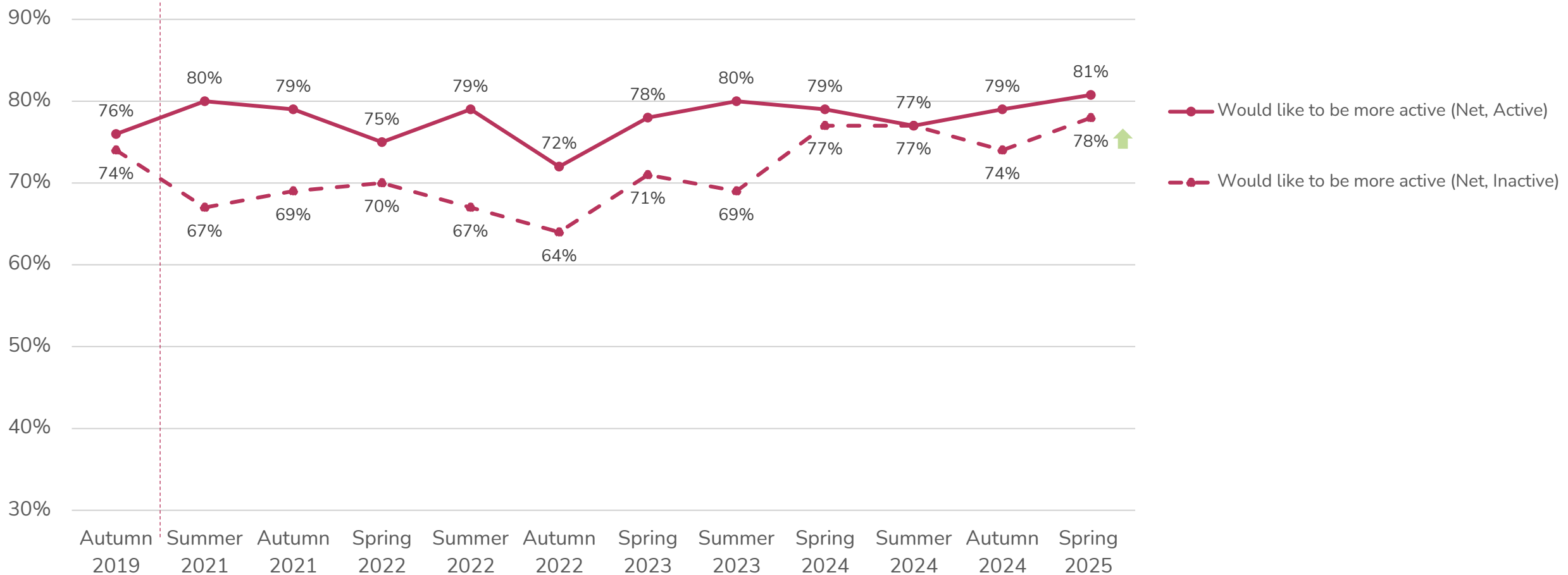
Barriers to physical activity, inactive vs active respondents



Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025. Q18. Which of the following reasons, if any, prevent you from increasing the amount of physical activity you do?
 Base: Any barrier: 610 active, 517 inactive people with LTCs.

HOWEVER, DESIRE AMONG THOSE WHO ARE INACTIVE TO BE MORE ACTIVE REACHED AN ALL TIME HIGH THIS WAVE

Attitudes to physical activity, inactive vs active respondents

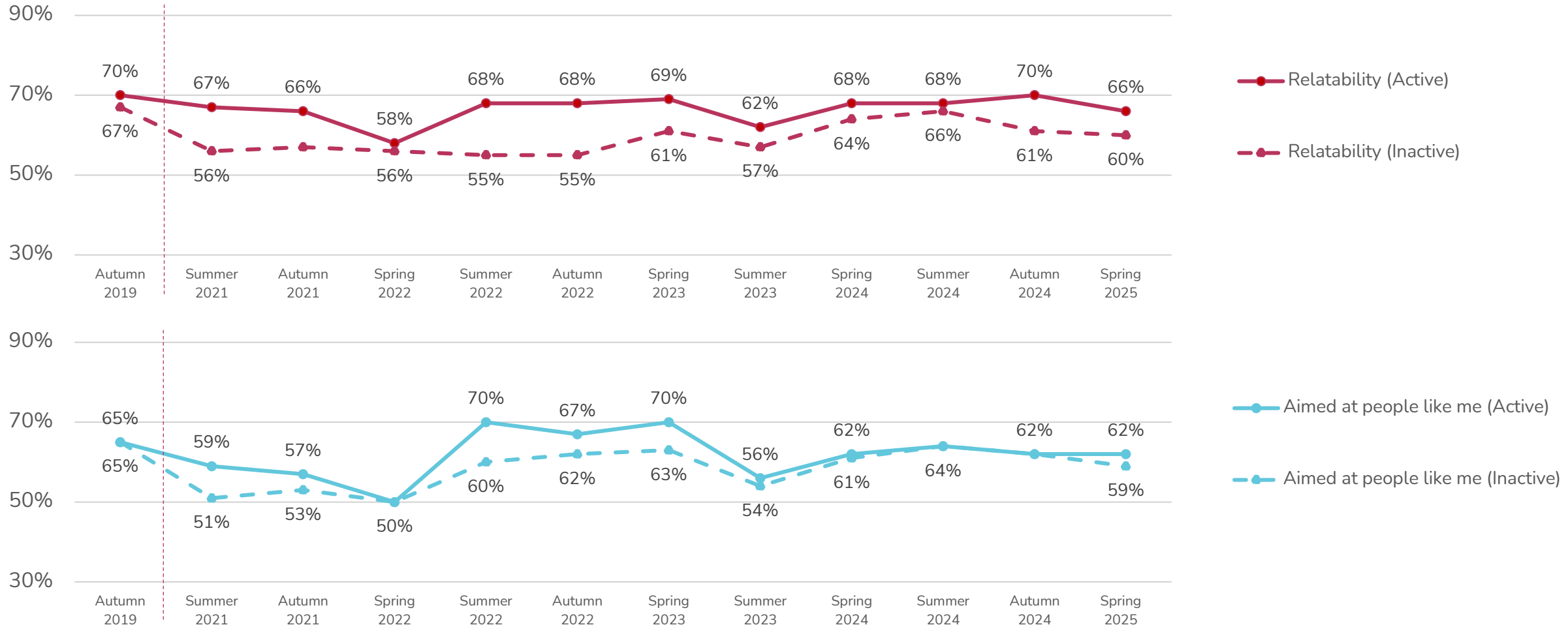


Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025, Q16. And thinking about your current levels of physical activity, would you like to be doing...
 Base: Any barrier: 610 active, 517 inactive people with LTCs.

↑ ↓ Denotes statistical significance between Autumn 2024 and Spring 2025

CAMPAIGN RELATABILITY IS SIMILAR FOR ACTIVE AND INACTIVE PEOPLE

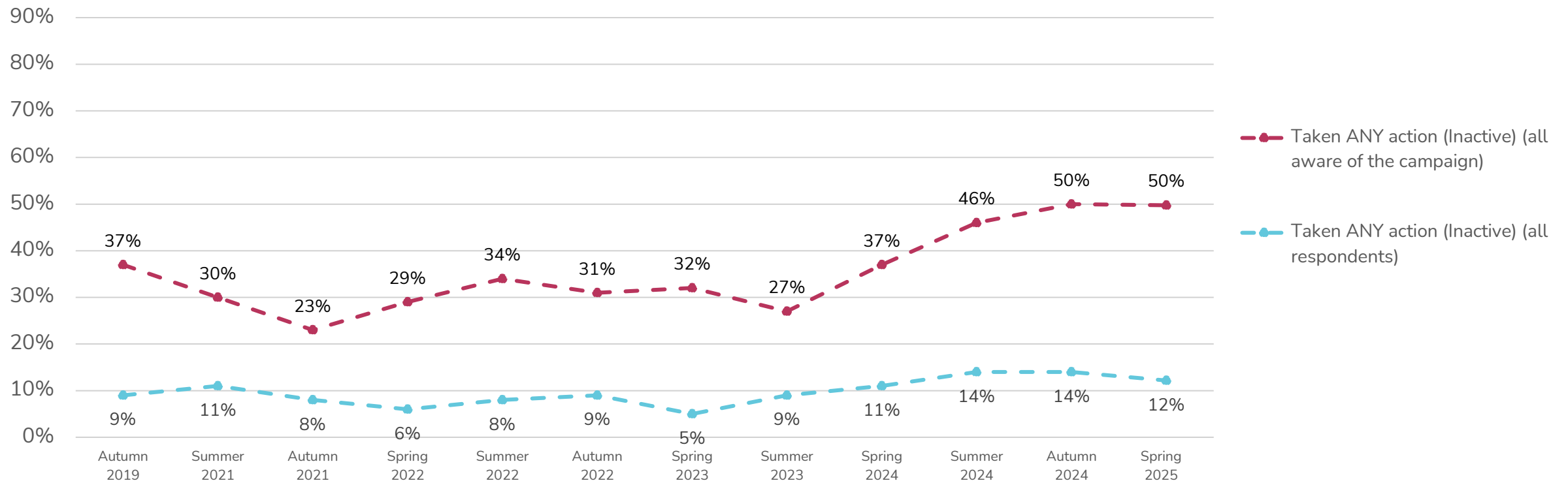
Campaign reaction, inactive vs active respondents



Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025. Q36. Now, thinking of everything that you've seen or heard about the campaign 'We Are Undeatable', please could you tell me how much you agree or disagree with each of the following statements? Base: 610 active, 517 inactive people with LTCs.

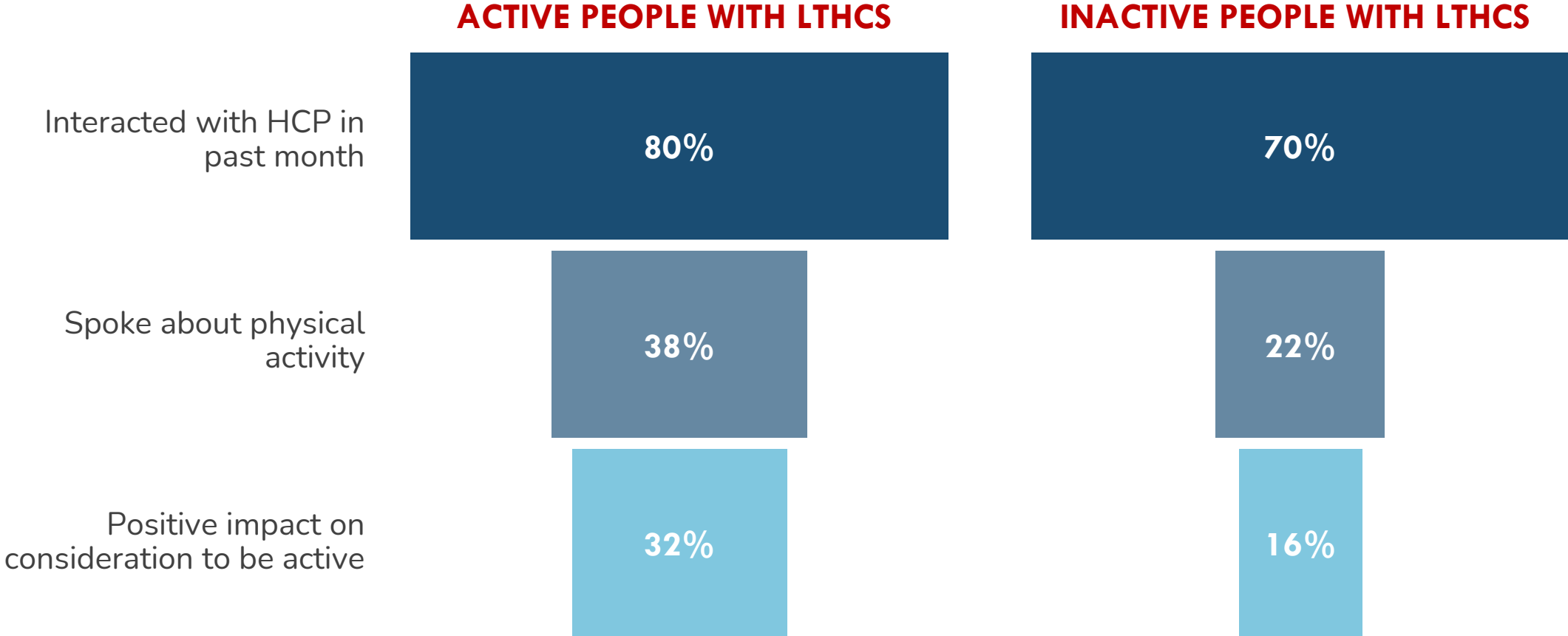
THE CAMPAIGN IS BECOMING MORE EFFECTIVE AT ENCOURAGING ACTION AMONGST INACTIVE PEOPLE

Action taken, inactive respondents



Source: DJS tracking research on behalf of We Are Undefeatable, Spring 2025. Q32. As a result of seeing the campaign, have you done any of the following?
 Base: 517 inactive people with LTCs. .

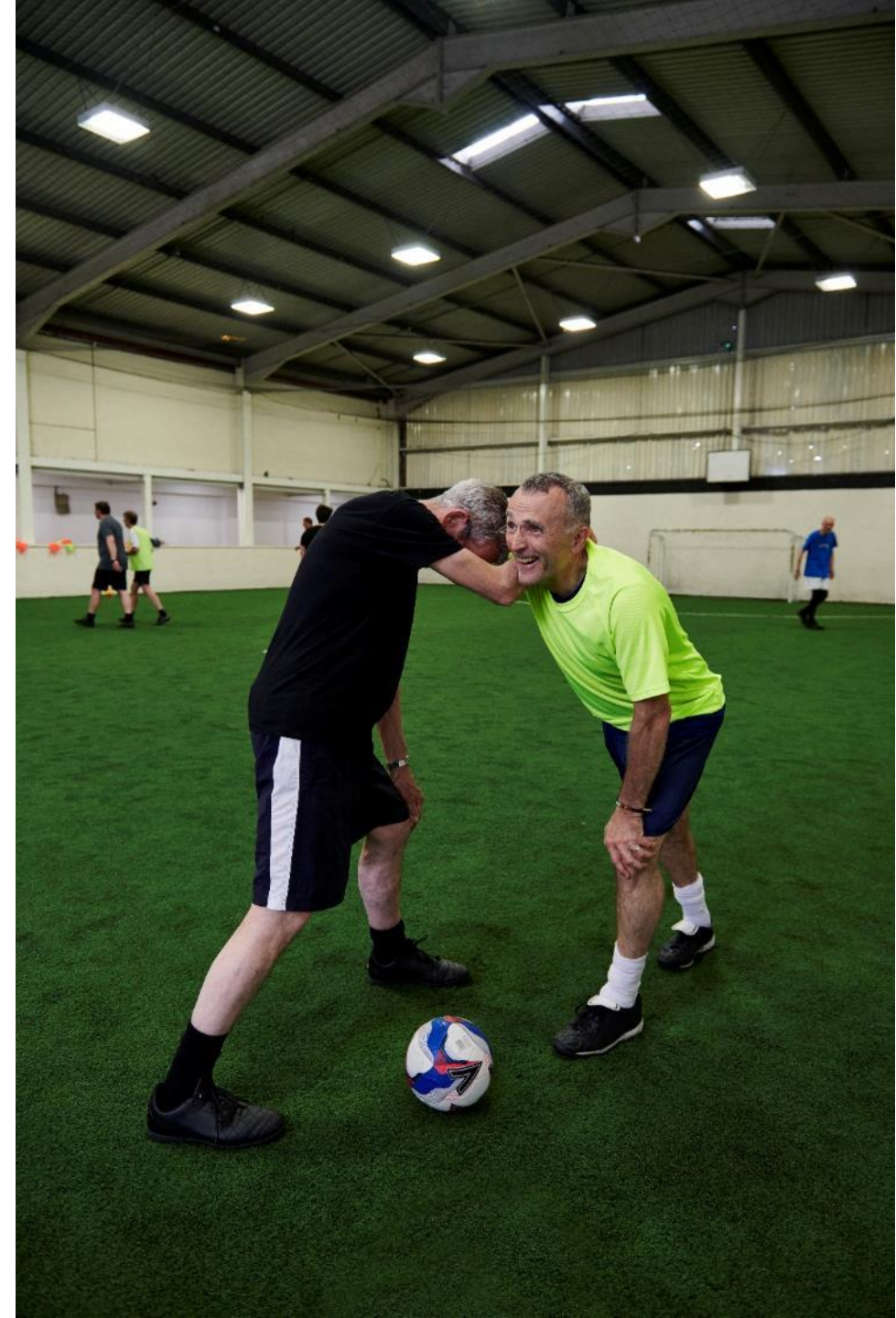
HEALTHCARE PROFESSIONALS ARE LESS LIKELY TO DISCUSS PHYSICAL ACTIVITY WITH THE INACTIVE – BUT CONVERSATIONS ARE IMPACTFUL WHEN THEY HAPPEN



Source: DJS tracking research on behalf of We Are Undeatable, Spring 2025. Base: 610 active, 517 inactive people with LTCs.

SUMMARY: THE LEAST ACTIVE

1. Those who are inactive face greater barriers to activity, namely barriers that are condition specific and pain in particular
2. Reaction to the campaign is broadly positive among inactive people. Relatability towards the campaign is similar for active and inactive people and the proportion of inactive people who feel inspired to take an action is growing over time
3. The campaign is becoming more effective at encouraging inactive people who see the campaign to take action



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THANK YOU!

If you have any further questions, please
contact the team at
weareundefeatable@ageuk.org.uk.