

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

**Webinar 2: Segment opportunities 19<sup>th</sup> June 2019**

# Your speaker



**Daniel Stracey**

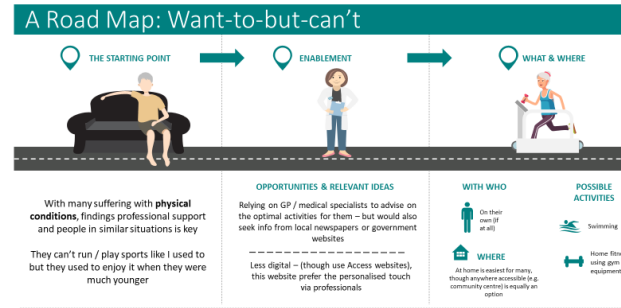
Senior Insight Manager  
and Segmentation Lead

# 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)

LONDON  
SPORT

ELDERLY  
EVADERS



ANXIOUS  
AVOIDERS



WANT TO BUT  
CANT



YOUNG  
IMPRESSIONABLES



TIME POOR  
INTEGRATORS



INCONSISTENTLY  
INVOLVED



ALMOST  
ACTIVES



Number of Londoners

310k

335k

335k

388k

310k

491k

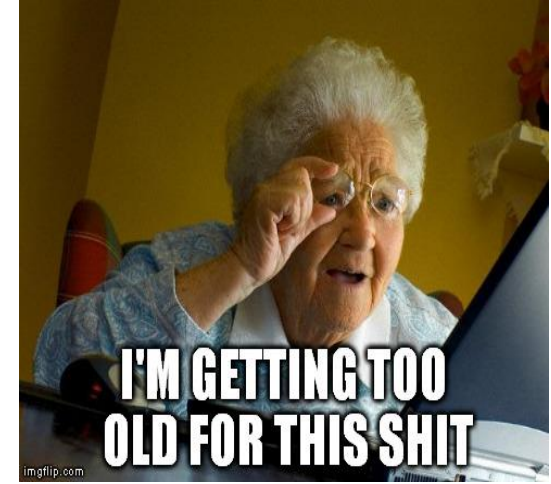
413k



# Segment opportunities

LONDON  
SPORT

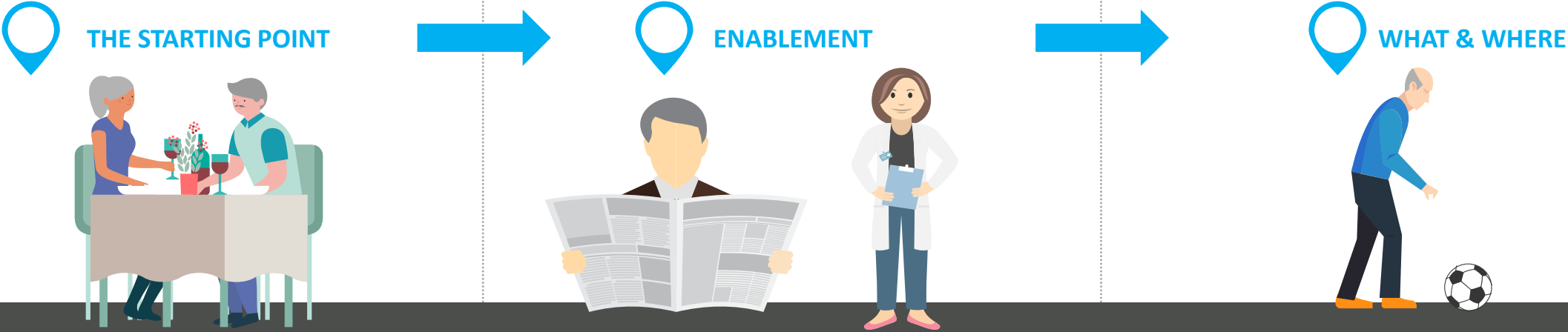
## Elderly Evaders - Context



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



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

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


## WITH WHO

 On their own (if at all)

 **WHERE**

At home, likely in the garden

## POSSIBLE ACTIVITIES

 Walking

 Dog walking



# Elderly Evaders

*"Don't like getting hot + sweaty, walking the dog is enlightened gentle exercise for me."*



**TAKE CARE OF  
YOUR BODY.  
IT'S THE ONLY  
PLACE YOU HAVE  
TO LIVE IN.**

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

# Anxious Avoiders – The Context



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 Road Map: Anxious Avoiders



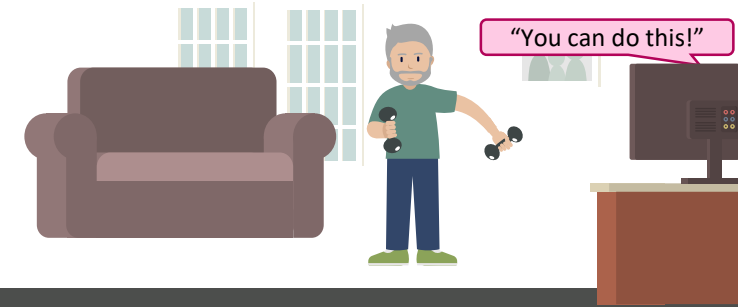
## THE STARTING POINT



## ENABLEMENT



## WHAT & WHERE



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**

## OPPORTUNITIES & RELEVANT IDEAS



Heavily reliant on social media

Looking for guidance from trusted sources such as **Government** or **BBC**

## WITH WHO



On their own (if at all)



Possibly with others if in a similar situation



## WHERE

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

## POSSIBLE ACTIVITIES



Home Fitness



Dog Walking

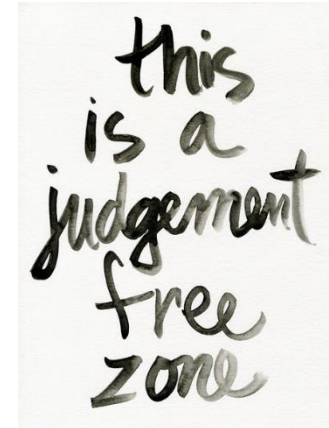
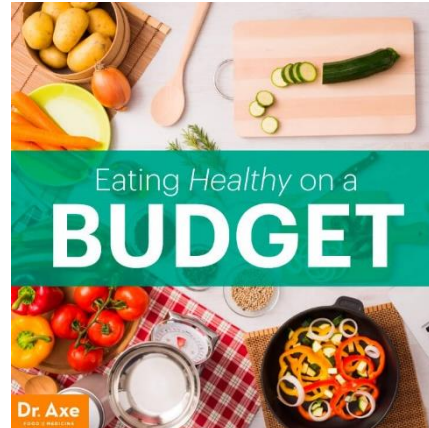
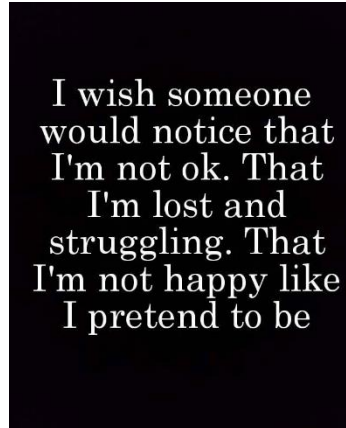


Walking



# 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-judgmental

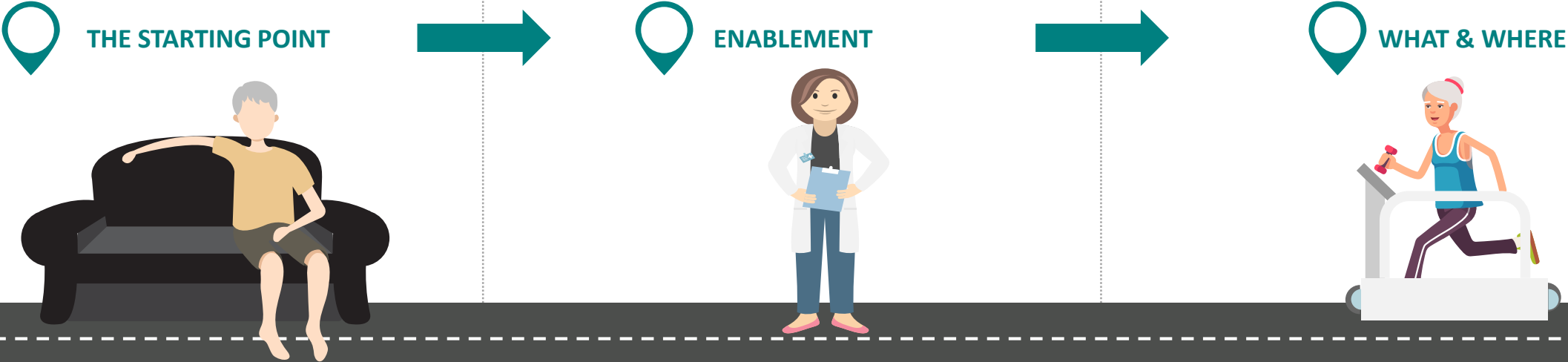


## Want-to-but-can't - Context



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



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

## OPPORTUNITIES & RELEVANT IDEAS


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

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

## 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

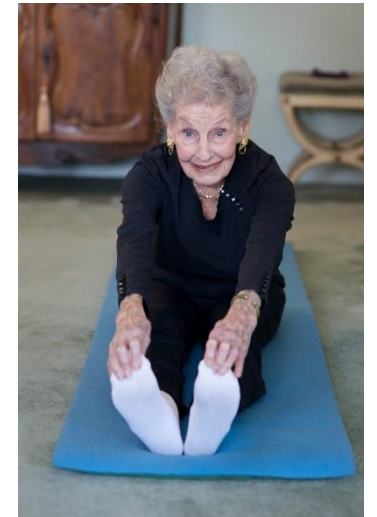
## POSSIBLE ACTIVITIES

 Swimming

 Home fitness using gym equipment

## Want-to-but-can't

*“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



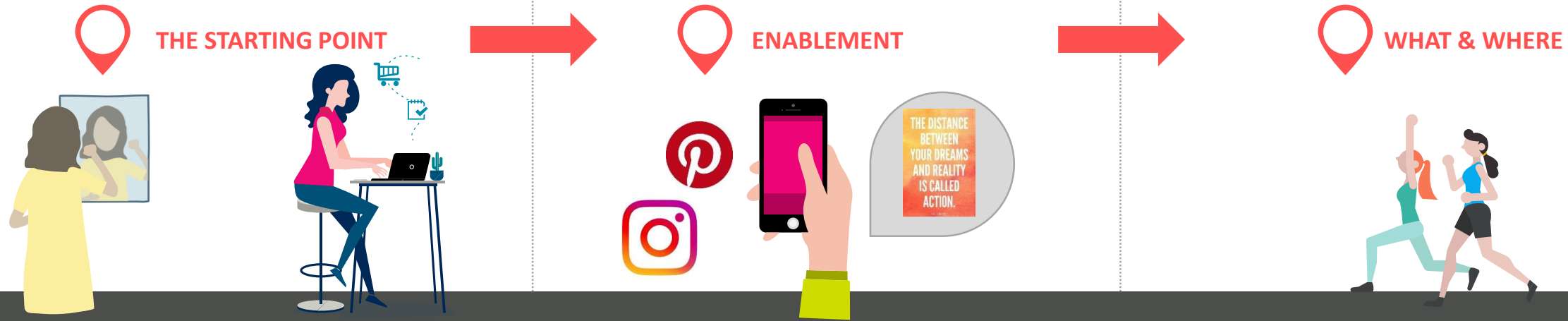
## Young Impressionables - Context



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 Road Map: Young Impressionables



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

## OPPORTUNITIES & RELEVANT IDEAS

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

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

## WITH WHO



With friends



With people similar to them

## WHERE

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

## POSSIBLE ACTIVITIES



Fitness Classes



Cycling



Home fitness

# Young Impressionables

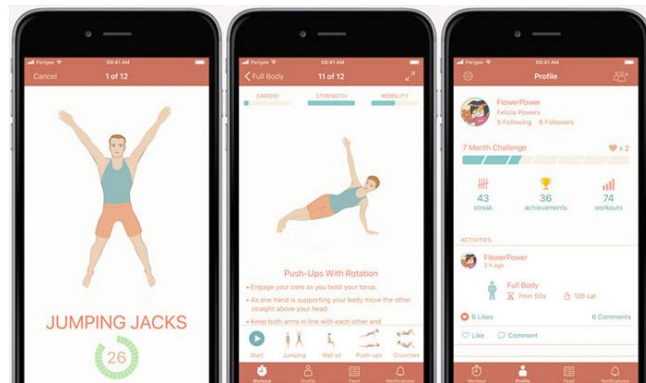
*"I wish there was a group of people the same fitness level as me that I could do exercise with. I'd need the exercise to be something I enjoy - I don't think I could continue to do something which I dread every week. It also has to be affordable and easy to access."*

IT TAKES  
**4 WEEKS**  
FOR YOU TO SEE YOUR BODY CHANGING

IT TAKES  
**8 WEEKS**  
FOR YOUR FRIENDS AND FAMILY

IT TAKES  
**12 WEEKS**  
FOR THE REST OF THE WORLD

**KEEP GOING**



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

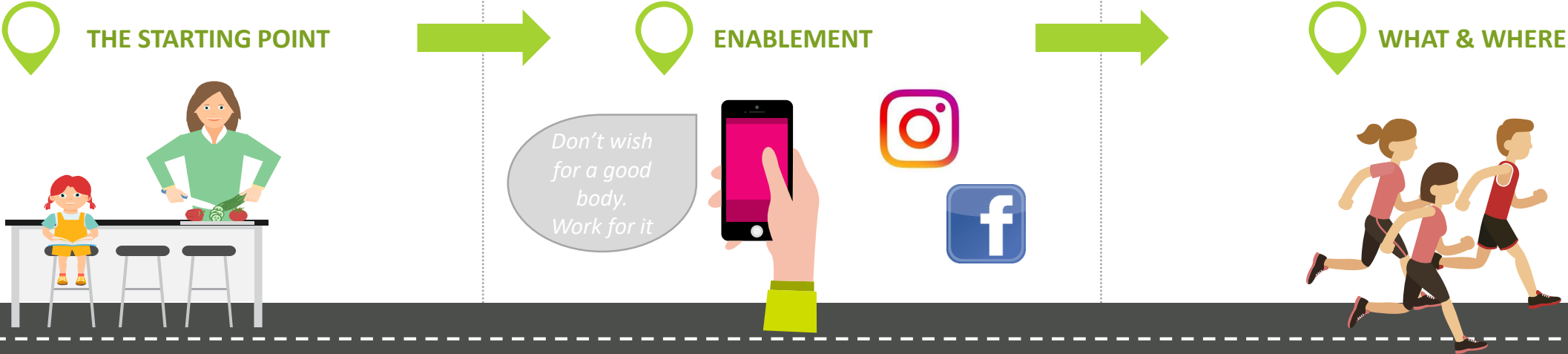
## Time Poor Integrators – The Context



**I AM NOT AN  
EARLY BIRD OR A  
NIGHT OWL.  
I AM SOME FORM  
OF PERMANENTLY  
EXHAUSTED PIGEON.**

Busy juggling life / family / meetings / housework etc into a day, this segment are more time poor than cash poor

# A Road Map: Time Poor Integrators



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



## Time Poor Integrators

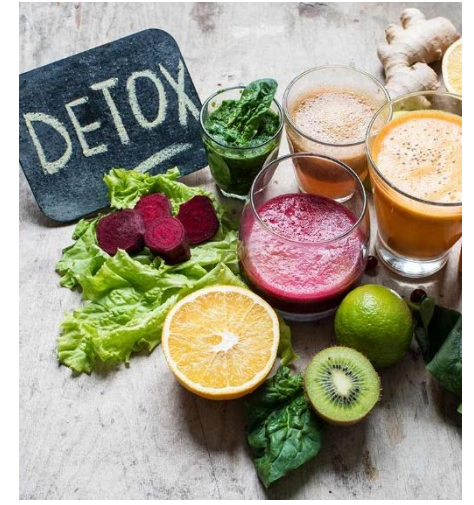
*“I used to have a very active job. Now as a stay at home mum I am always on the go and it is mentally very tiring. I feel very unhealthy though. I prefer pay as you go classes because I can't commit to something weekly as childcare is hit and miss but I then struggle to find the motivation. Something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

Make yourself a  
priority once in a  
while.  
It's not selfish.  
It's **necessary**.



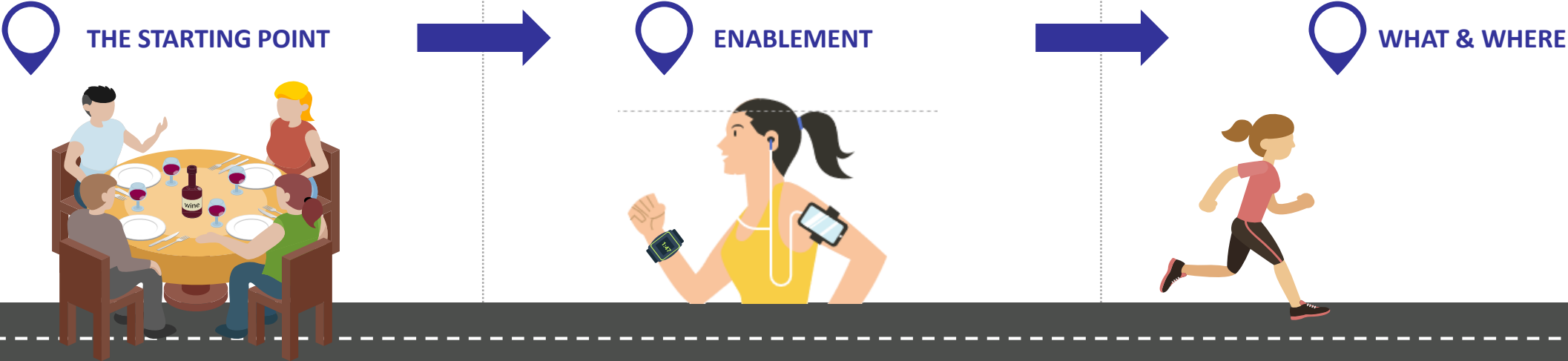
Reminding this segment that self-care is important and required would give them licence to do something for themselves.  
Support networks are key – be it to maximise attendance, make the activity a social situation, or to share successes.  
Incorporating the children into the activity is also one way to tap into this segment

## 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

# A Road Map: Inconsistently Involved



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

## WHERE

Easily accessible – close to work could be a benefit to this segment

## POSSIBLE ACTIVITIES



Running



Racket sports



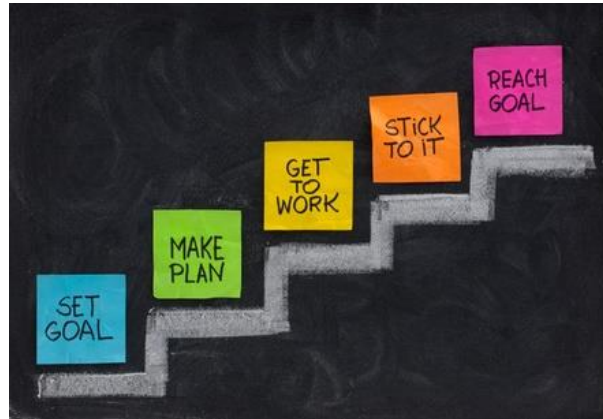
Team sports



# Inconsistently Involved

*“If I got rewarded with cash and gifts I liked and if I had more motivation”*

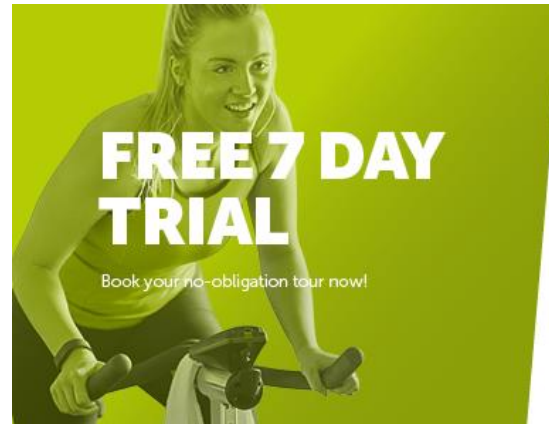
If you only do it  
once in a while,  
don't get mad when  
you only get results  
once in a while...



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 peer power from other participants

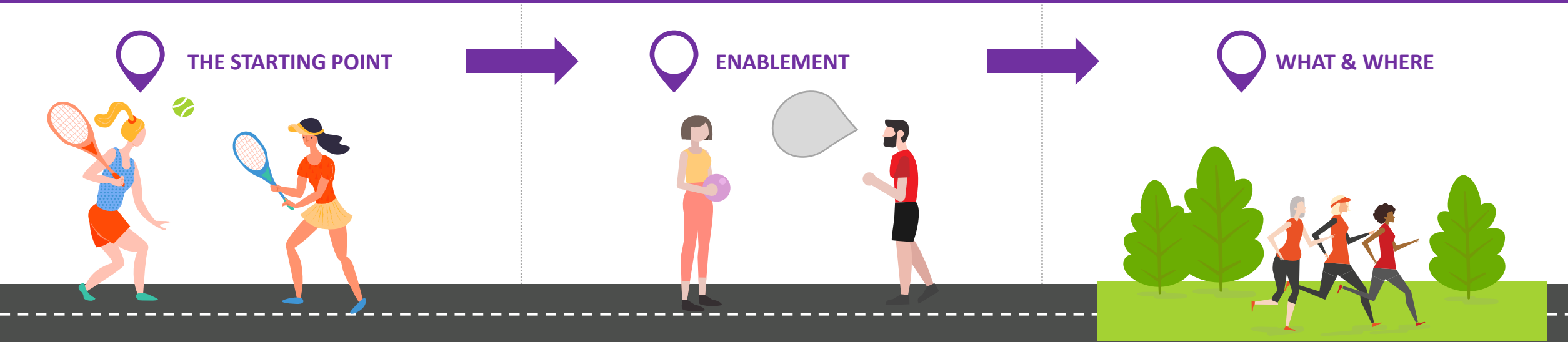


## Almost Actives - Context



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



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

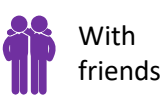
They're motivated to be more active and they find exercise a pleasurable activity

## 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

## WITH WHO



With friends



With colleagues

## 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

## POSSIBLE ACTIVITIES



Running



Cycling



Racket Sports

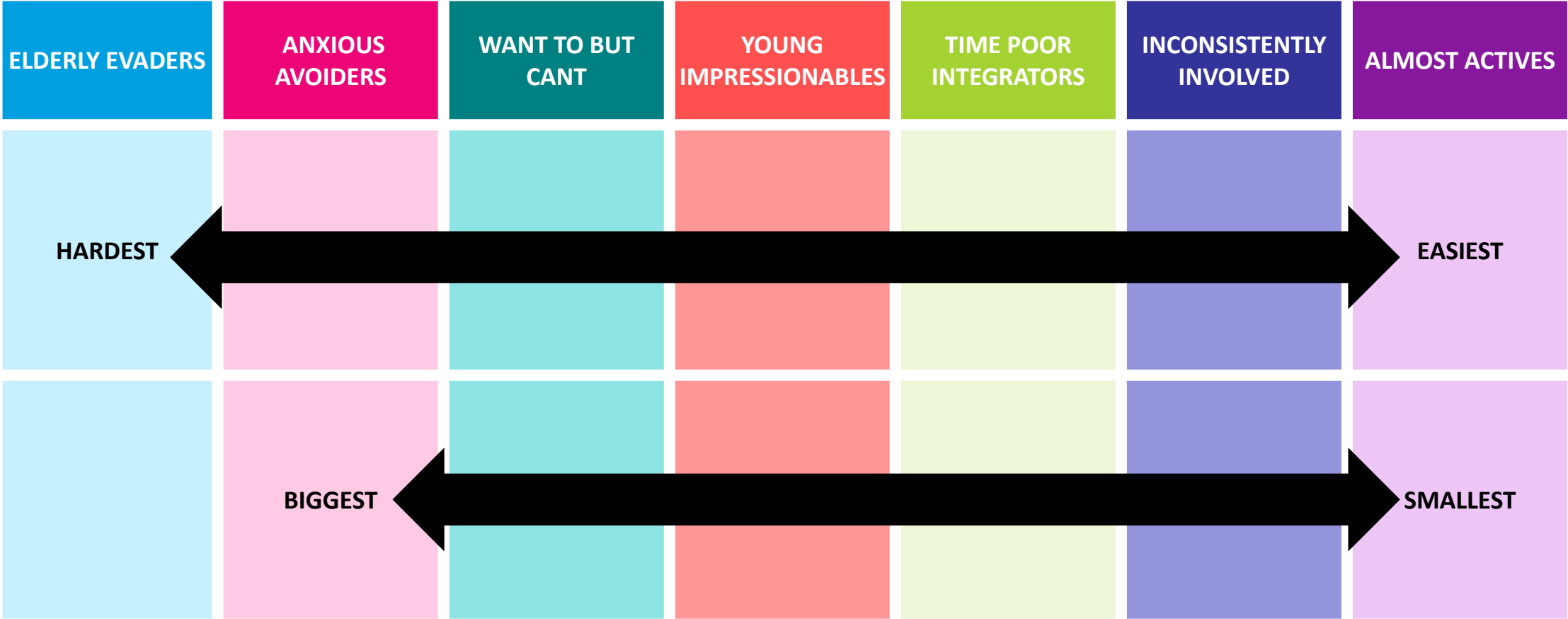
## Almost Actives

*“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'



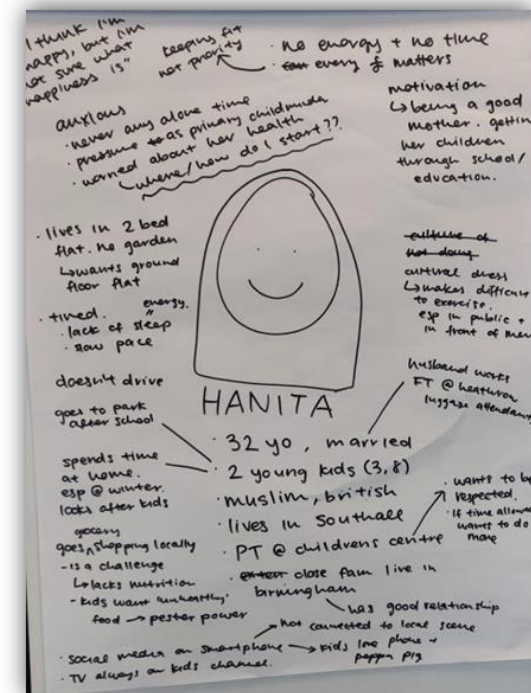


# Activation opportunities

**LONDON  
SPORT**

# Insight activation working in partnership with London Sport

Steering group and intelligence gathering



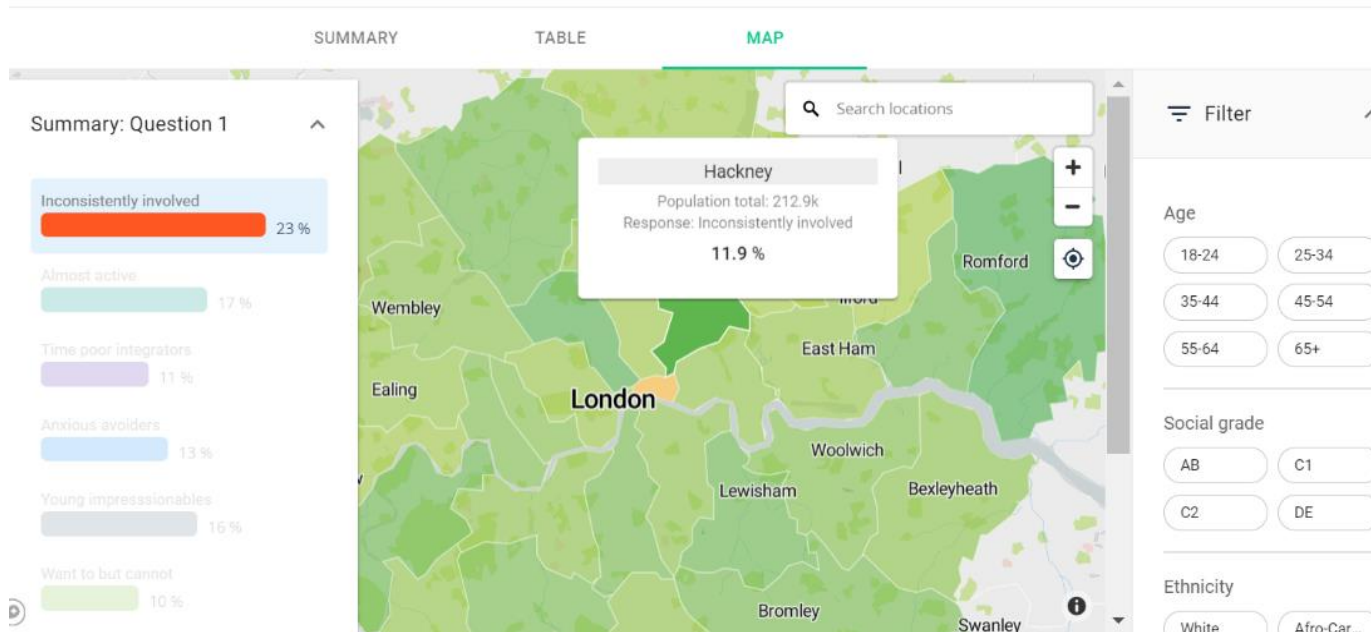
Contact [insight@londonsport.org](mailto:insight@londonsport.org) together with your Relationship Manager to discuss opportunities



# Insight activation working in partnership with London Sport

## In-house mapping tool to aid targeting

### Survey analysis



**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

Contact [insight@londonsport.org](mailto:insight@londonsport.org) together with your Relationship Manager to discuss opportunities

# Insight activation with London Sport

Consulting Hub – bespoke support



Contact [insight@londonsport.org](mailto: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*

**LONDON  
SPORT**

*#MostActiveCity*