



# Living in Lancashire Survey

On behalf of Lancashire Sport  
**Physical activity**

[www.lancashire.gov.uk](http://www.lancashire.gov.uk)



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# Contents

<b>1.</b>	<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
	1.1. Key findings.....	1
	1.2. Conclusions and recommendations.....	2
<b>2.</b>	<b>INTRODUCTION.....</b>	<b>4</b>
<b>3.</b>	<b>RESEARCH OBJECTIVES .....</b>	<b>4</b>
<b>4.</b>	<b>METHODOLOGY.....</b>	<b>5</b>
	4.1. Limitations .....	5
<b>5.</b>	<b>MAIN RESEARCH FINDINGS.....</b>	<b>7</b>
<b>6.</b>	<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>28</b>
<b>7.</b>	<b>APPENDIX 1: SOCIO-ECONOMIC GROUP DEFINITIONS.....</b>	<b>30</b>

## 1. Executive summary

This wave of Living in Lancashire asked a number of questions about physical activity on behalf of Lancashire Sport. The fieldwork began on 5 June and was sent by email or by post to all 3,361 members of the panel. A reminder was sent on 24 June and the fieldwork ended on 10 July 2015. In total, 1,999 questionnaires were returned, giving an overall response rate of 59%.

### 1.1. Key findings

- Around three-fifths of respondents (61%) do over 2½ hours of moderate intensity activity in a typical week. Around two-fifths of respondents (37%) do over 1¼ hours of vigorous intensity activity in a typical week. Three-quarters of respondents (75%) meet NHS guidelines for physical activity with their overall activity in a typical week.
- Respondents aged 60 and over, respondents with a disability, BME respondents, respondents who are not in employment but not yet retired and respondents in socio-economic group DE are less likely to meet NHS guidelines for physical activity.
- The most common activities that respondents do regularly are walking (72%), gym or fitness classes (20%), swimming (15%) and cycling (14%).
- The most common responses respondents gave when asked which activities they would like to do more often were swimming (43%), walking (35%) and cycling (30%).
- The physical activity-related facilities respondents are most likely to say they have locally and use regularly are parks (63%) and nature trails/woodland (49%).
- Around three-fifths of respondents agree with the statements 'I would feel confident joining a new local gym, sports club or fitness group' (60%) and 'I have friends that I could exercise with, if I wanted to' (57%).
- Around two-fifths of respondents (43%) agree with the statement 'I'm not good at sport' while around three in ten (28%) agree with the statement 'I don't like taking part in or playing sport/exercise'.
- Nearly all respondents (98%) agree that it is important to be physically active on a daily basis.
- Around four-fifths of respondents (78%) agree with the statement 'I try to include physical activity in my daily routine'.
- Around seven in ten respondents agree with the statements 'I consider myself to be a physically active person' (69%), 'I have plenty of opportunity to be physically active' (69%) and 'it is easy to be physically active' (67%).

- Around four-fifths of respondents (78%) would like to be more physically active. The most common reasons selected for wanting to be more physically active are to be healthy (96%), to lose weight (65%) and to de-stress (57%).
- The most common things that prevent people from being more physically active are that people are busy doing other things (42%) and the cost of gyms, sports clubs and fitness groups (34%).
- Respondents could also offer their own answers as to what prevents them from being more physically active. Three in ten respondents (30%) gave an 'other' response – the most common 'other' responses were health reasons and disability.
- Around seven in ten respondents who meet NHS physical activity guidelines (69%) believe that their level of activity has had a positive impact on their physical health and around two-thirds (64%) believe that their level of activity has had a positive impact on their mental health.
- Around a quarter of respondents (24%) can remember seeing the 'This girl can' campaign and around a third of those respondents (32%) say it has influenced or encouraged them to become more physically active.

## 1.2. Conclusions and recommendations

Most respondents do at least some moderate intensity activity in a typical week. However, a quarter of respondents don't meet NHS physical activity guidelines with their level of activity in a typical week. The groups which are most likely to not meet guidelines are those aged 60 and over, those with a disability, BME respondents, those not in employment (but not yet retired) and those in socio-economic group DE. It is recommended that work be done to target these groups to encourage them to increase their level of activity. The activities that these groups would most like to do more often are walking and swimming (and cycling for those not in employment) so promoting ways to get more involved in these activities may be a way to encourage these groups. It would also be worth doing further research to explore what is stopping these groups from doing more physical activity.

A third of respondents who don't meet physical activity guidelines say that they consider themselves to be active people – this suggests that more could be done to help people understand what the minimum recommended level of activity is and how they can achieve that.

Respondents who don't meet NHS physical activity guidelines are more likely to have listed old age, health reasons and disability as things that prevent them from being more physically active. There were also a number of panel members who chose not to fill in the questionnaire as they felt that, because of their age or health, it didn't apply to them. While there are no doubt limitations on the amount

and type of physical activity that can be undertaken because of these things, it may be worth promoting messages about what can be done to stay active in old age and with health issues.

In general, the most common things that prevent people from being more physically active are being too busy and cost. It is therefore recommended that research be done to investigate if messages based around how to fit physical activity into your daily routine and how to be more physically active for free or inexpensively would be effective.

While those who don't meet physical activity guidelines and those with a disability are more likely than other groups to have a negative attitude to physical activity, there are positives to be taken from these groups. For example, two-thirds of respondents with a disability and half of respondents who don't meet physical activity guidelines agree that being physically active is a priority for them. This suggests that there are people within these groups who are open to being more physically active. Further research is recommended to investigate how these groups could be encouraged to increase their level of physical activity.

One of Lancashire Sport's priority areas is women and girls. The findings here show that female respondents are more likely to want to be more physically active than males but are also more likely to feel that there are barriers to them being more physically active (for example cost, time of activities, childcare and also opportunity to be active). Further research should be done with females to examine how these barriers could be overcome. Recall of the 'This girl can' campaign is greater among females than males and, of those that recall seeing the campaign, females are more likely than males to say it has influenced or encouraged them to become more physically active. Continued and extended use of this campaign could be considered to build on this.

## 2. Introduction

Lancashire County Council has run Living in Lancashire since August 2001 (formerly known as Life in Lancashire). A panel of people who live in Lancashire is contacted on a regular basis to seek their views on a range of county council related subjects. Panel members are voluntary participants in the research and they receive no incentives for completion.

The panel has been designed to be a representative cross-section of Lancashire's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also allows for analysis at different sub-area and sub-group levels.

Each wave of Living in Lancashire is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning ie the views of panel members become too informed with county council services to be representative of the population as a whole.

## 3. Research objectives

The objective of this survey is to look at people's views on physical activity. Questions looked specifically at:

- the amount of physical activity people do in a typical week;
- the activities people do and would like to do more often;
- local facilities for physical activity;
- attitudes to being physically active;
- barriers to being more physically active; and
- whether people recall seeing the recent Sport England 'This girl can' campaign.

## 4. Methodology

This wave of Living in Lancashire was sent to 3,361 members of the panel on 5 June. A reminder was sent on 24 June and the fieldwork ended on 10 July 2015.

The survey was conducted through a postal questionnaire and an online version of the same questionnaire. The postal questionnaire was sent to 2,260 members and the online questionnaire was emailed to 1,101 members.

In total, 1,999 questionnaires were returned, giving an overall response rate of 59%. A number of panel members returned the survey without completing it explaining that they felt it didn't apply to them because of their age or because of disability – the topic may therefore have had a detrimental effect on the response rate and this should be taken into account when considering the findings.

The data set is weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 1,195, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

### 4.1. Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1,000	3%	3%	2%
2,000	2%	2%	1%

On a question where 50% of the people in a sample of 2,000 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 48% and 52% (ie +/- 2%), versus a complete coverage of the entire Lancashire population using the same procedure.



The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

Size of sample A	Size of sample B	50/50 + / -	30/70 + / -	10/90 + / -
100	100	14%	13%	8%
100	200	12%	11%	7%
500	2,000	5%	4%	3%
2,000	2,000	3%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2,000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

## 5. Main research findings

Respondents were given the following definitions, all taken from the Department of Health report '[Start Active, Stay Active](#)' (2011):

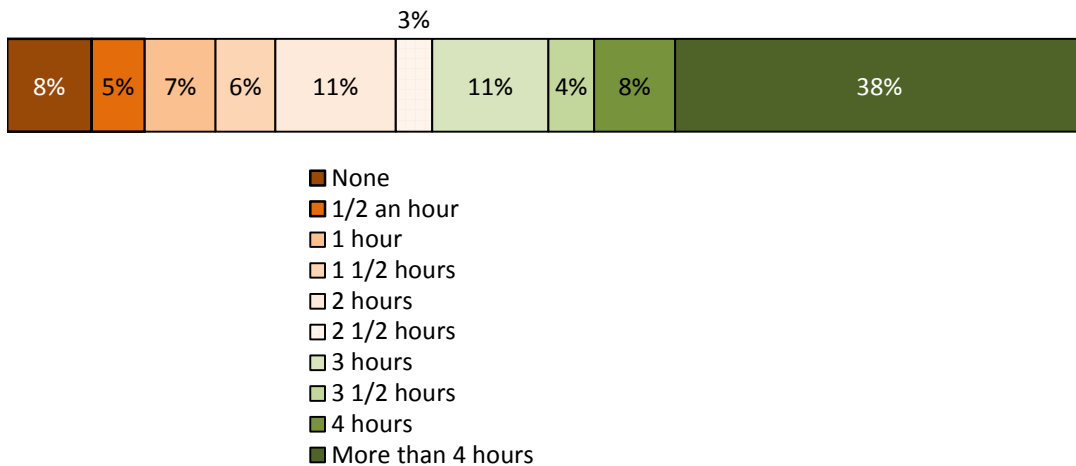
**Physical activity:** all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport.

**Moderate intensity activity:** requiring an amount of effort that noticeably accelerates the heart rate eg brisk walking, housework and domestic chores.

**Vigorous intensity activity:** requiring a large amount of effort that causes rapid breathing and a substantial increase in heart rate eg running or climbing briskly up a hill.

Respondents were asked how much of each type of activity they do in a typical week, including any time spent at a paid job. Around three-fifths of respondents (61%) do over 2½ hours of moderate intensity activity in a typical week<sup>1</sup>. 2½ hours of moderate intensity activity is the minimum amount recommended by the NHS<sup>2</sup>. Around one in ten respondents (8%) do no moderate intensity activity in a typical week.

**Chart 1 - In a typical week, including the time spent at a paid job, how much moderate intensity activity would you normally do to the nearest half hour? Up to...**



Base: all respondents (unweighted 1,947, weighted 1,241)

<sup>1</sup> This value is the proportion of respondents who answered '3 hours', '3½ hours', '4 hours' or 'more than 4 hours'.

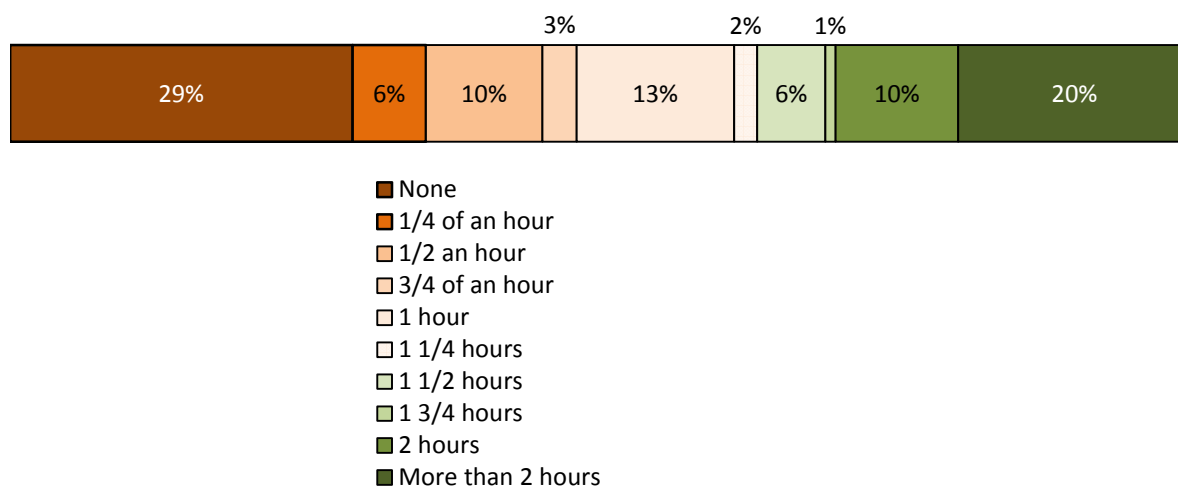
<sup>2</sup> NHS guidelines for physical activity can be found here:

<http://www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-adults.aspx>

BME respondents and respondents with a disability are less likely to do over 2½ hours of moderate intensity activity in a typical week (43% of BME respondents and 47% of respondents with a disability). These groups are also more likely to do no moderate intensity activity in a typical week (21% of BME respondents and 18% of respondents with a disability). Respondents in socio-economic group DE are also more likely to do no moderate intensity activity in a typical week (17%).

Around two-fifths of respondents (37%) do over 1¼ hours of vigorous intensity activity in a typical week<sup>3</sup>. 1¼ hours of vigorous intensity activity is the minimum amount recommended by the NHS. Around three in ten respondents (29%) do no vigorous intensity activity in a typical week.

**Chart 2 - In a typical week, including the time spent at a paid job, how much vigorous intensity activity would you normally do to the nearest quarter of an hour?**



Base: all respondents (unweighted 1,953, weighted 1,244)

Respondents aged 60 and over and respondents with a disability are less likely to do over 1¼ hours of vigorous intensity activity in a typical week (28% of respondents aged 60 and over, 24% of respondents with a disability). These groups are also more likely to do no vigorous intensity activity in a typical week (37% of respondents aged 60 and over, 43% of respondents with a disability).

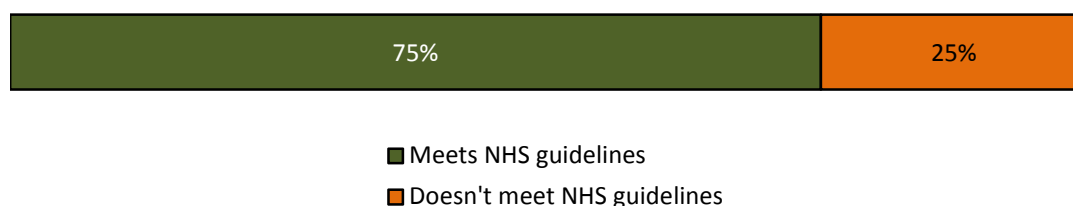
<sup>3</sup> This value is the proportion of respondents who answered '1½ hours', '1¾ hours', '2 hours' or 'more than 2 hours'.

Male respondents are more likely than female respondents to do over 1¼ hours of vigorous intensity activity in a typical week (41% of male respondents, 34% of female respondents).

NHS guidelines recommend doing at least two and a half hours of moderate intensity activity or at least an hour and a quarter of vigorous intensity activity or an equivalent combination of the two each week (where one minute of vigorous intensity activity is equivalent to two minutes of moderate intensity activity).

The responses given for amount of time spent in a typical week doing moderate and vigorous intensity activity were combined to give an overall activity level for each respondent. If a respondent gave a response for either moderate or vigorous intensity activity but no response for the other, it was assumed that this represented their total activity. Based on this, three-quarters of respondents (75%) meet NHS guidelines for physical activity in a typical week.

**Chart 3 - Does total physical activity in a typical week meet NHS guidelines?**



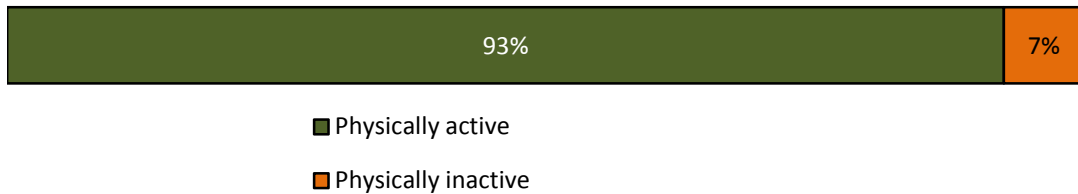
Base: all respondents (unweighted 1,966, weighted 1,250)

The following groups of respondents are less likely to meet NHS guidelines for physical activity:

- respondents aged 60 and over (29% don't meet NHS guidelines);
- respondents with a disability (41%);
- BME respondents (40%);
- respondents who are not in employment but not yet retired (33%); and
- respondents in socio-economic group DE (32%).

Respondents who do no physical activity at all are classed as physically inactive. Around one in 14 respondents (7%) are physically inactive.

**Chart 4 - Is respondent physically active or physically inactive?**



Base: all respondents (unweighted 1,966, weighted 1,250)

The following groups of respondents are more likely to be physically inactive:

- respondents aged 60 and over (12% are physically inactive);
- respondents with a disability (17%);
- BME respondents (18%);
- respondents who are not in employment but not yet retired (13%); and
- respondents in socio-economic group DE (14%).

Respondents were asked which physical activities they regularly do. The most common responses are walking (72%), gym or fitness classes – including dance or movement classes (20%), swimming (15%) and cycling (14%).

Around one in ten respondents (12%) don't do any of the listed activities.

**Table 1: Which of the following activities do you regularly do (this could be at any level – beginner, intermediate or advanced)?**

Activity	% of respondents who regularly do activity
Walking	72%
Gym or fitness classes	20%
Swimming	15%
Cycling	14%
None of these	12%
Other	12%
Running or jogging	11%
Golf	3%
Bowls	3%
Football	3%
Badminton	2%
Table tennis	1%
Orienteering	1%
Tennis	1%
Boxing	1%
Gymnastics	<1%
Cricket	<1%
Netball	<1%
Squash or racquetball	<1%
Rounders	<1%
Hockey	<1%
Handball	0%

Base: all respondents (unweighted 1,752, weighted 1,091)

Respondents aged 25-44 and respondents who are working are more likely to regularly go running or jogging (27% of those aged 25-44 and 18% of those who are working). Respondents aged 60 and over are less likely to regularly do gym or fitness classes (13%) and more likely to say they do none of the listed activities (22%).

Respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to say they do none of the listed activities regularly (25% of respondents with a disability and 33% of respondents who don't meet physical activity guidelines).

Comparing male to female respondents, male respondents are more likely to do cycling (18% of males compared to 10% of females), golf (7% of males, 1% of females), bowls (5% of males, 2% of females) and football (5% of males, 1% of females), while female respondents are more likely to do walking (75% of females, 69% of males), gym or fitness classes (24% of females, 15% of males) and swimming (17% of females, 11% of males).

The following chart shows the number of activities that respondents say they regularly do. Around two-fifths of respondents (42%) do one activity, around three in ten (29%) do two activities and just under a fifth (17%) do three or more activities.

Of the respondents who do one activity, around three-quarters (77%) do walking. For those who do two activities, over four-fifths (84%) do walking and one other activity.

**Chart 5 - Number of activities respondents regularly do**



Base: all respondents (unweighted 1,752, weighted 1,091)

Respondents aged 25-44, respondents with children in their household and respondents who are working are more likely to do three or more activities (25% of 25-44 year olds, 24% of respondents with children, 22% of working respondents).

Respondents were then asked which of the listed activities they would like to do more often. The most common responses are swimming (43%), walking (35%) and cycling (30%). Around one in 14 respondents (7%) say they don't want to do any of the activities more often.

**Table 2: Which of the following activities would you like to do more often?**

Activity	% of respondents who would like to do activity more often
Swimming	43%
Walking	35%
Cycling	30%
Gym or fitness classes	20%
Running or jogging	16%
Badminton	14%
Tennis	8%
Golf	8%
None of these	7%
Other	7%
Bowls	7%
Table tennis	6%
Rounders	5%
Football	4%
Squash or racquetball	4%
Netball	3%
Orienteering	3%
Cricket	3%
Boxing	2%
Hockey	2%
Gymnastics	2%
Handball	1%

Base: all respondents (unweighted 1,167, weighted 812)

Respondents aged 60 and over are more likely to say they would like to go walking more often (46%) but also more likely to say they don't want to do any of the listed activities more often (17%). This is the same for respondents with a disability (41% say they would like to go walking more often and 15% don't want to do any of the listed activities more often) and respondents who don't meet

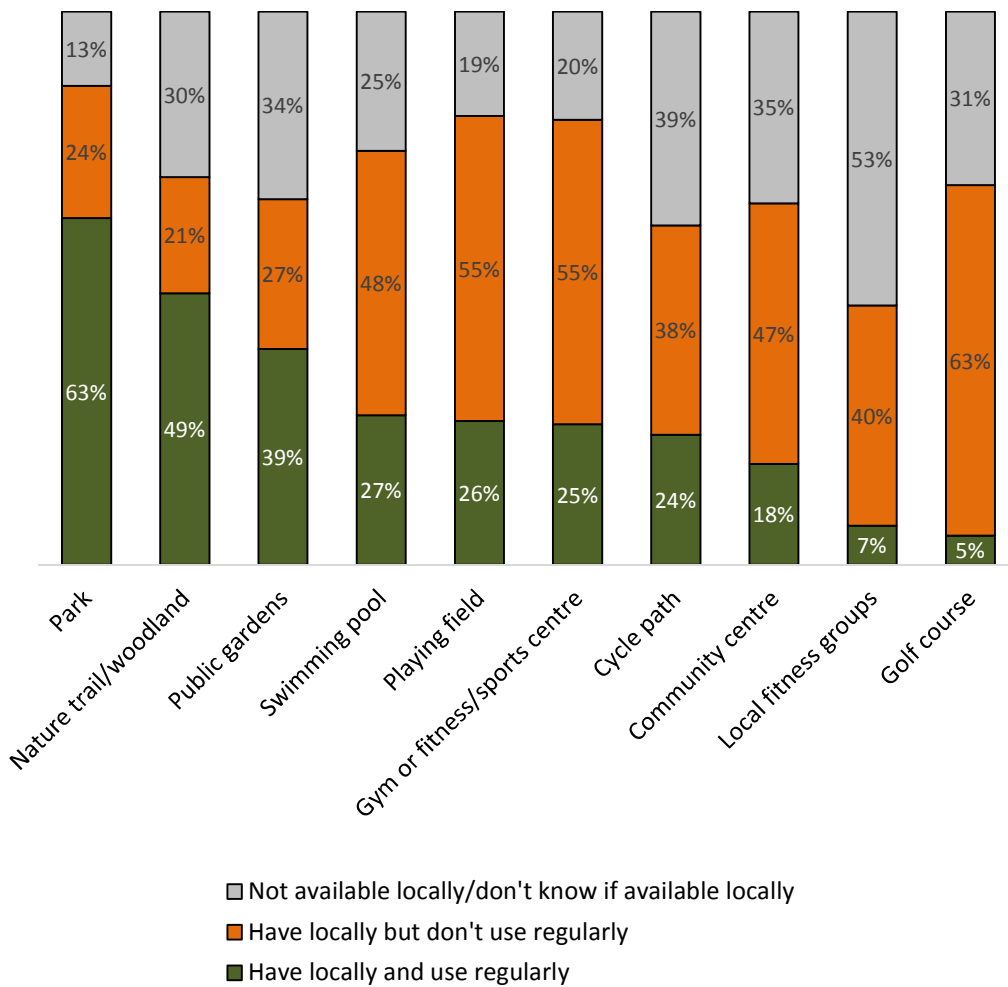


NHS physical activity guidelines (45% say they would like to go walking more often and 16% don't want to do any of the listed activities more often).

Comparing male to female respondents, male respondents are more likely to want to go walking more often (39% of males, 31% of females) or cycling more often (35% of males, 26% of females), while female respondents are more likely to want to go swimming more often (49% of females, 35% of males) or do gym or fitness classes more often (24% of females, 13% of males).

Respondents were then asked about which physical activity-related facilities they have locally and, if they do have them locally, which they regularly use. The most commonly used local facilities are parks (63% have them locally and use them regularly) and nature trails/woodland (49%). Least commonly used are golf courses (5%) and local fitness groups (7%). Over half of respondents (53%) don't have, or don't know if they have, fitness groups locally.

**Chart 6 - Do you regularly use any of the following locally?**



Base: all respondents (unweighted 1,640-1,792, weighted 1,057-1,161)

BME respondents are more likely to have and regularly use their local community centre (39%) and gym or fitness/sports centre (38%). Respondents who are working are more likely to have and regularly use local cycle paths (30%) and nature trails/woodland (55%). Respondents in socio-economic group AB are more likely to have and regularly use local gym or fitness/sports centres (31%).

Female respondents are more likely to have and regularly use local swimming pools (32%), public gardens (41%) and parks (66%). Male respondents are more likely to have and regularly use local golf courses (8%).

Respondents aged 25-44 are more likely to have and regularly use local parks (72%), gyms or fitness/sports centres (35%), swimming pools (42%) and cycle paths (33%).

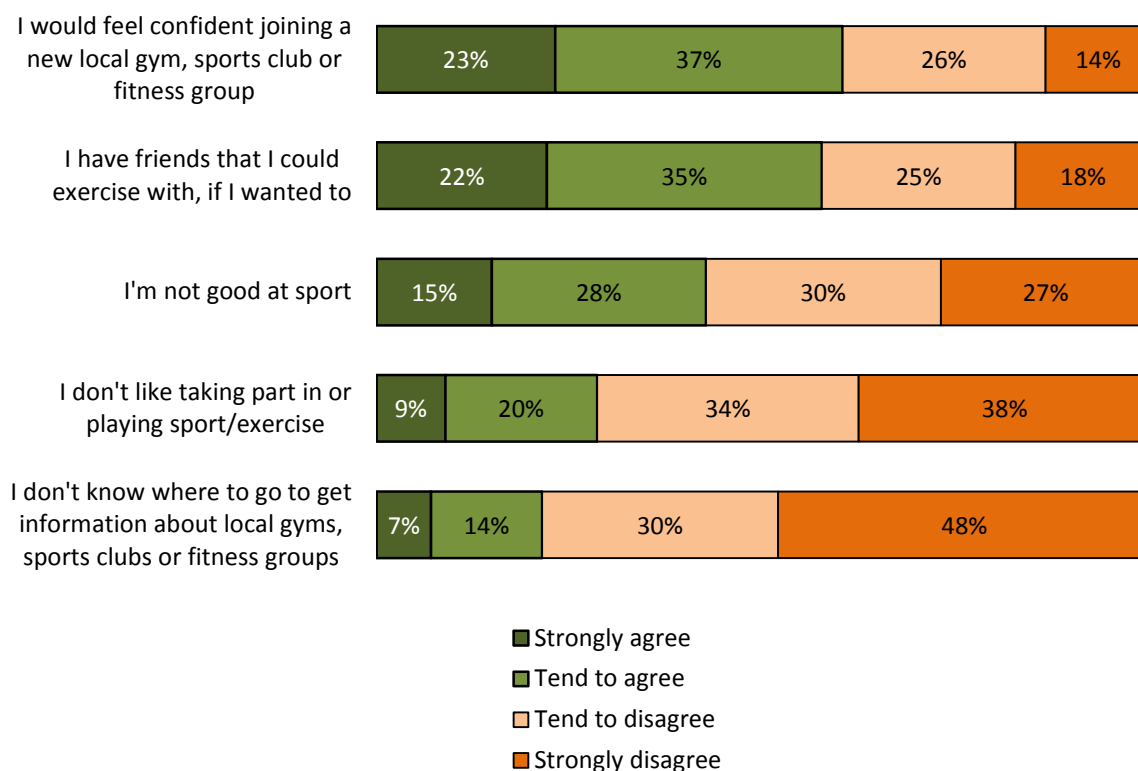
Respondents with children in their household are more likely to have and regularly use local community centres (23%), nature trails/woodland (55%), parks (79%), swimming pools (44%), cycle paths (33%) and playing fields (47%).

Respondents in Lancaster are more likely to have and regularly use local cycle paths (47%) and respondents in Chorley are more likely to have and regularly use local nature trails/woodland (67%).

Disabled respondents are less likely to have and regularly use local parks (29% say they have them but don't regularly use them) and gyms or fitness/sports centres (64%).

Around three-fifths of respondents agree with the statements 'I would feel confident joining a new local gym, sports club or fitness group' (60%) and 'I have friends I could exercise with, if I wanted to' (57%). Around two-fifths of respondents (43%) agree with the statement 'I'm not good at sport' while around three in ten (28%) agree with the statement 'I don't like taking part in or playing sport/exercise'.

**Chart 7 - How strongly do you agree or disagree with the following statements?**



Base: all respondents (unweighted 1,783-1,850, weighted 1,160-1,195)

Respondents aged 60 and over, respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to have a more negative response to the above statements.

Respondents aged 60 and over are more likely to disagree that they would feel confident joining a new local gym, sports club or fitness group (52% disagree) and more likely to agree that they are not good at sport (55% agree).

Respondents with a disability are more likely to disagree that they would feel confident joining a new local gym, sports club or fitness group (58% disagree), more likely to disagree that they have friends they could exercise with if they

wanted to (57% disagree) and more likely to agree that they are not good at sport (55% agree).

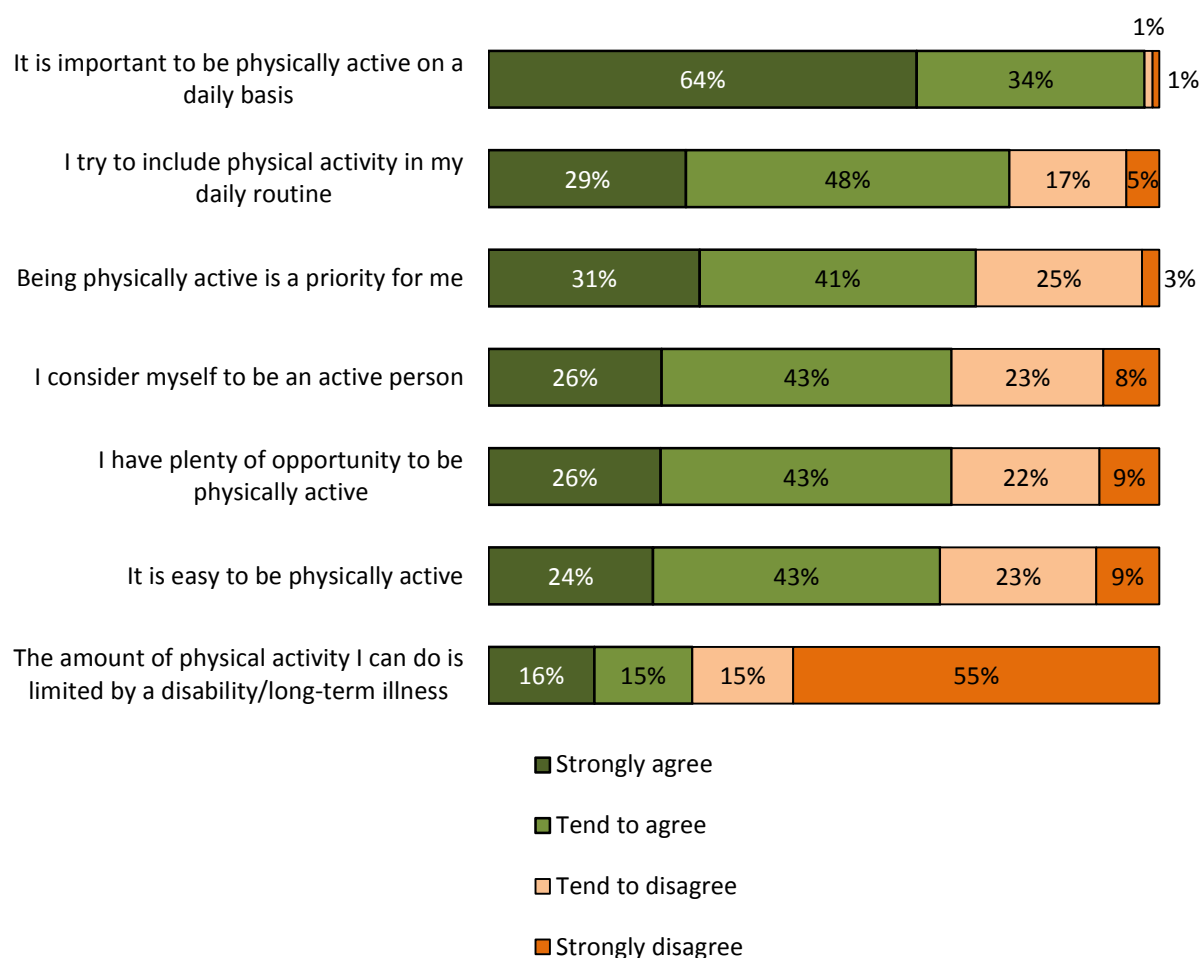
Respondents who don't meet NHS physical activity guidelines are more likely to disagree that they would feel confident joining a new local gym, sports club or fitness group (58% disagree), more likely to disagree that they have friends they could exercise with if they wanted to (57% disagree), more likely to agree that they are not good at sport (60% agree) and more likely to agree that they don't like sport (45% agree).

Respondents with a disability, respondents who don't meet NHS physical activity guidelines and respondents in socio-economic group DE are more likely to agree that they don't know where to go to get information about local gyms, sports clubs or fitness groups (31% of respondents with a disability, 28% of respondents who don't meet guidelines, 37% of DE respondents).

Female respondents are more likely than male respondents to agree that they have friends they could exercise with if they wanted to (59% of female respondents agree compared to 56% of male respondents). Female respondents are more likely than male respondents to agree that they are not good at sport (45% of female respondents agree compared to 39% of male respondents).

Nearly all respondents (98%) agree that it is important to be physically active on a daily basis and around four-fifths of respondents (78%) agree with the statement 'I try to include physical activity in my daily routine'. Around seven in ten respondents agree with the statements 'I consider myself to be an active person' (69%), 'I have plenty of opportunity to be physically active' (69%) and 'it is easy to be physically active' (67%).

**Chart 8 - How strongly do you agree or disagree with the following statements?**



Base: all respondents (unweighted 1,860-1,943, weighted 1,199-1,237)

Respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to have a more negative response to the above statements.

Respondents with a disability are more likely to disagree with the statements:

- 'being physically active is a priority for me' (35% disagree);
- 'I consider myself to be an active person' (47%);
- 'I have plenty of opportunity to be physically active' (44%); and
- 'it is easy to be physically active' (46%).

Respondents who don't meet NHS physical activity guidelines are more likely to disagree that:

- 'I try to include physical activity in my daily routine' (46% disagree);
- 'being physically active is a priority for me' (50%);
- 'I consider myself to be an active person' (68%);
- 'I have plenty of opportunity to be physically active' (56%); and
- 'it is easy to be physically active' (61%).

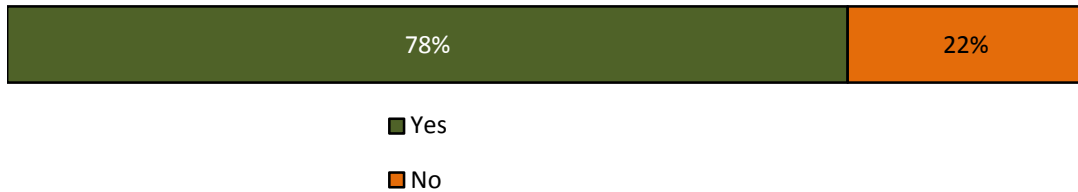
Around a third of respondents who don't meet NHS physical activity guidelines (32%) agree with the statement 'I consider myself to be an active person'.

Respondents who are aged 60 and over, respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to agree that the amount of physical activity they can do is limited by a disability or long-term illness (50% of respondents aged 60 and over, 66% of respondents with a disability, 48% of respondents who don't meet physical activity guidelines).

Female respondents are more likely than male respondents to agree that it is important to be physically active on a daily basis (99% of females, 97% of males) but more likely to disagree that they have plenty of opportunity to be physically active (34% of females disagree, 26% of males disagree).

Around four-fifths of respondents (78%) would like to be more physically active.

**Chart 9 - Would you like to be more physically active?**



Base: all respondents (unweighted 1,954, weighted 1,244)

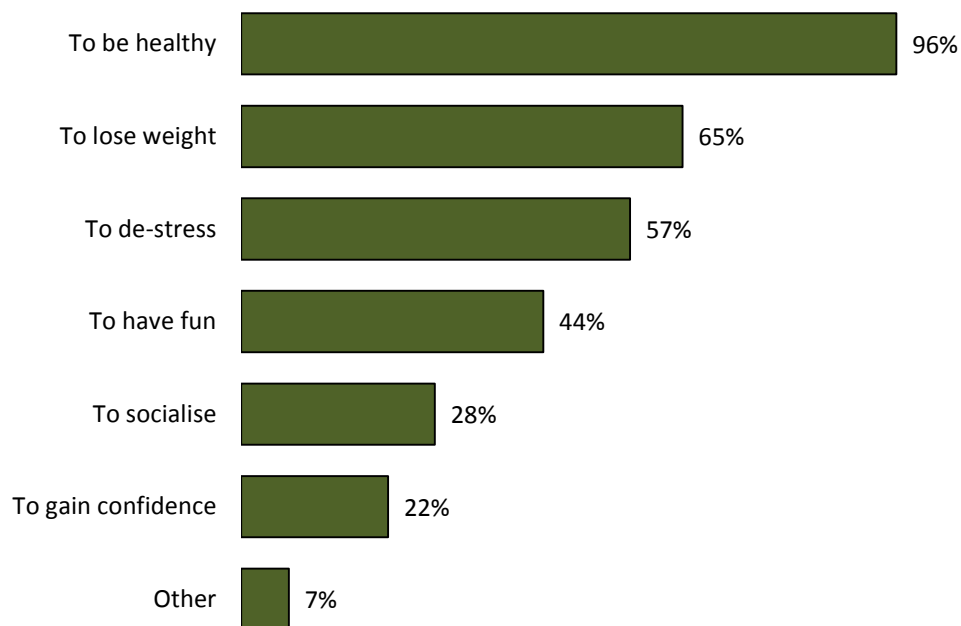
Respondents aged 60 and over are more likely to say that they don't want to be more physically active (33% say no).

Female respondents are more likely than male respondents to say they would like to be more physically active (81% of females, 75% of males).



Respondents who want to be more physically active were asked what their reasons for being more active were. Nearly all respondents (96%) say they would like to be healthy. Around two-thirds of respondents who want to be more physically active (65%) would like to lose weight and around three-fifths (57%) would like to be more active in order to de-stress.

**Chart 10 - If you would like to be more physically active, what are your reasons?**



Base: respondents who want to be more physically active (unweighted 1,440, weighted 975)

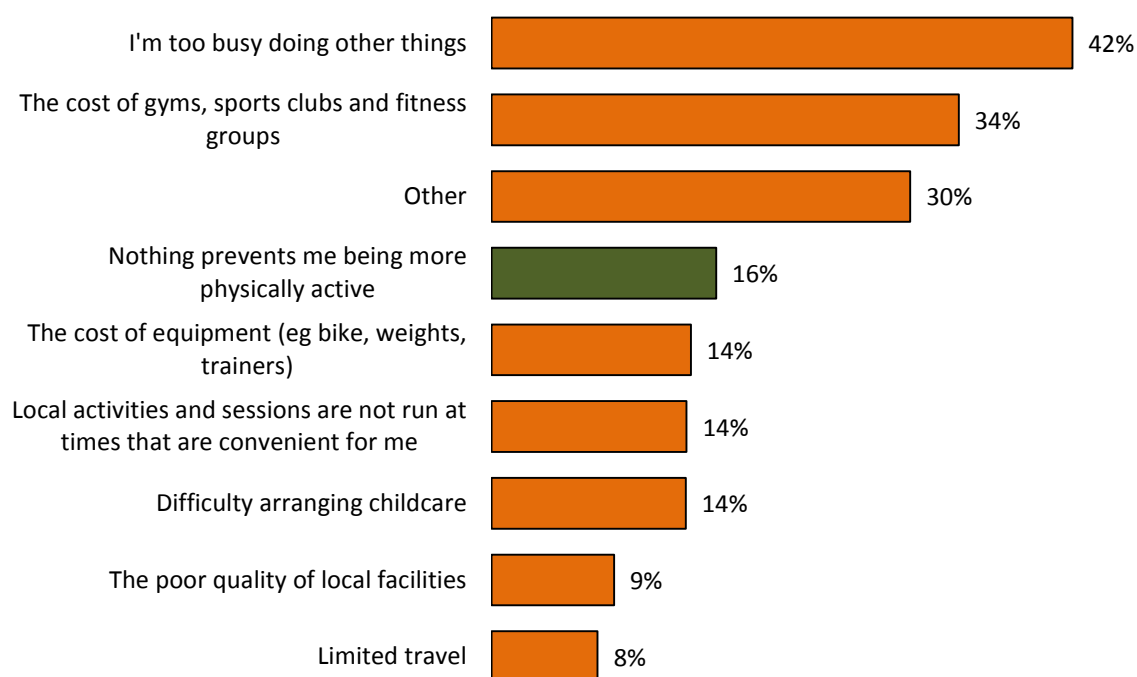
Respondents aged 25-44 and respondents with children in their household are more likely to say that they would like to be more physically active in order to de-stress (76% of each group).

Female respondents are more likely than male respondents to want to be more physically active in order to lose weight (69% of females, 58% of males), to de-stress (60% of females, 52% of males) and to gain confidence (25% of females, 16% of males).

Respondents were asked about what stops them from being more physically active. Just under a fifth of respondents (16%) said that nothing stops them from being more physically active. The most common responses are that people are busy doing other things (42%) and that the cost of gyms, sports clubs and fitness groups prevent them from being more physically active (34%).

Respondents were given a list to select their responses from but could also offer their own reasons for what prevents them from being more physically active. Three in ten respondents (30%) gave an 'other' response – the most common 'other' responses were health reasons and disability.

**Chart 11 - Do any of the following things prevent you from being more physically active?**



Base: all respondents (unweighted 1,919, weighted 1,231)

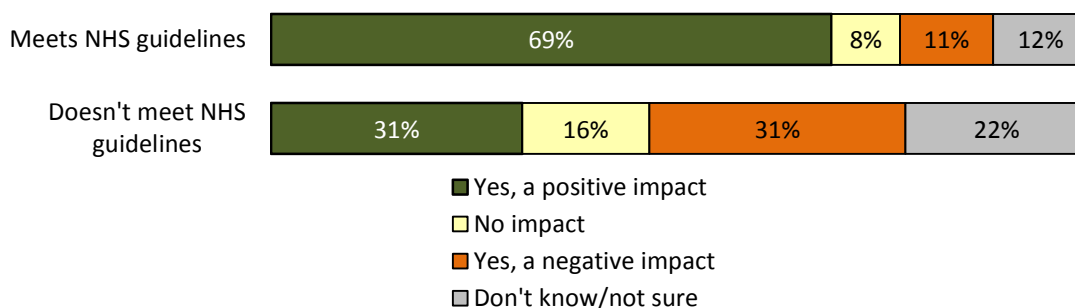
Respondents with children in their household are more likely to say that difficulty arranging childcare (42%) and being too busy doing other things (53%) prevents them from being more physically active. Respondents who are working are also more likely to say that they are too busy doing other things (53%).

Respondents aged 60 and over, respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to give an alternative answer as to what prevents them being more physically active (42% of those aged 60 and over, 51% of disabled respondents and 47% of those who don't meet guidelines). This ties in with the common 'other' responses of health problems, disability and old age.

Female respondents are more likely than male respondents to say that they are prevented from being more physically active by the cost of gyms, sports clubs and fitness groups (38% of females, 27% of males), local activities and sessions that are not run at times convenient to them (18% of females, 8% of males) and difficulty arranging childcare (20% of females, 6% of males).

Respondents were asked what impact – either positive or negative – they think their level of physical activity has had on their physical and mental health. Responses to this question were split by those who meet NHS physical activity guidelines and those who don't. However, as respondents weren't asked to think about their current level of physical activity when answering this question, it may be that people have considered their level of activity in the past when answering. Around seven in ten respondents who meet NHS guidelines (69%) believe that their level of activity has had a positive impact on their physical health. Around a third of those who don't meet NHS guidelines (31%) believe their level of activity has had a negative impact on their physical health.

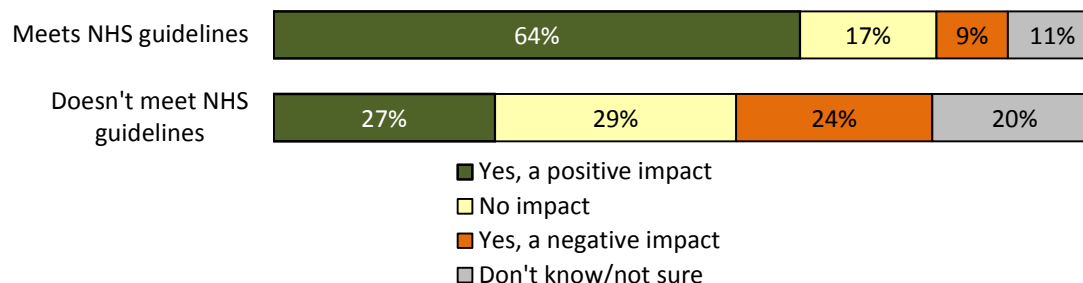
**Chart 12 - Do you believe your level of physical activity has had an impact on your physical health?**



Base: all respondents (unweighted 479-1,451, weighted 296-935)

Around two-thirds of respondents who meet NHS guidelines (64%) believe that their level of activity has had a positive impact on their mental health. Around a quarter of those who don't meet NHS guidelines (24%) believe their level of activity has had a negative impact on their mental health.

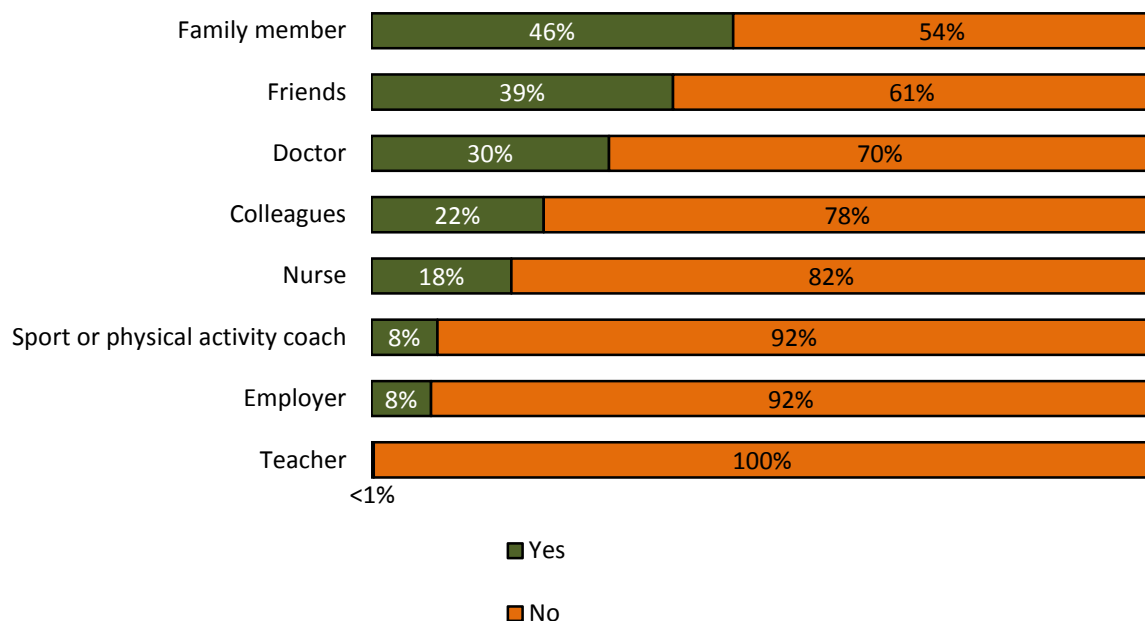
**Chart 13 - Do you believe your level of physical activity has had an impact on your mental health?**



Base: all respondents (unweighted 479-1,453, weighted 297-937)

Respondents were asked about who has encouraged them to be more physically active in the past five years. The most common responses are family members (46%) and friends (39%). Three in ten respondents (30%) have been encouraged by a doctor to be more physically active in the last five years.

**Chart 14 - In the last five years, have any of the following people encouraged you to be more physically active?**



Base: all respondents (unweighted 1,336-1,663, weighted 906-1,097)

Respondents with a disability and respondents who don't meet NHS physical activity guidelines are more likely to have been encouraged by their doctor to be more physically active (46% of respondents with a disability, 42% of respondents who don't meet guidelines).

The 'This girl can' campaign is a national campaign developed by Sport England and its partners. The campaign messages include 'I swim because I love my body. Not because I hate it.' and 'I'm slow but I'm lapping everyone on the couch'.

Around a quarter of respondents (24%) can remember seeing the 'This girl can' campaign.

**Chart 15 - Can you remember seeing the 'This girl can' campaign?**



Base: all respondents (unweighted 1,945, weighted 1,233)

Respondents aged 25-44, and respondents with children in their household are more likely to remember seeing the 'This girl can' campaign (39% of 25-44 year olds, 35% of respondents with children). Female respondents are more likely than male respondents to say they remember seeing the 'This girl can' campaign (31% of females, 15% of males).

Respondents who could recall seeing the campaign were asked whether it has influenced or encouraged them to become more physically active. Around a third of respondents (32%) say that it has.

**Chart 16 - Has the campaign influenced or encouraged you to become more physically active?**



Base: respondents who remember seeing the campaign (unweighted 365, weighted 296)

Of the respondents who could recall seeing the campaign, female respondents are more likely than male respondents to say the campaign has influenced or encouraged them to become more active (37% of females, 17% of males).

## 6. Conclusions and recommendations

Most respondents do at least some moderate intensity activity in a typical week. However, a quarter of respondents don't meet NHS physical activity guidelines with their level of activity in a typical week. The groups which are most likely to not meet guidelines are those aged 60 and over, those with a disability, BME respondents, those not in employment (but not yet retired) and those in socio-economic group DE. It is recommended that work be done to target these groups to encourage them to increase their level of activity. The activities that these groups would most like to do more often are walking and swimming (and cycling for those not in employment) so promoting ways to get more involved in these activities may be a way to encourage these groups. It would also be worth doing further research to explore what is stopping these groups from doing more physical activity.

A third of respondents who don't meet physical activity guidelines say that they consider themselves to be active people – this suggests that more could be done to help people understand what the minimum recommended level of activity is and how they can achieve that.

Respondents who don't meet NHS physical activity guidelines are more likely to have listed old age, health reasons and disability as things that prevent them from being more physically active. There were also a number of panel members who chose not to fill in the questionnaire as they felt that, because of their age or health, it didn't apply to them. While there are no doubt limitations on the amount and type of physical activity that can be undertaken because of these things, it may be worth promoting messages about what can be done to stay active in old age and with health issues.

In general, the most common things that prevent people from being more physically active are being too busy and cost. It is therefore recommended that research be done to investigate if messages based around how to fit physical activity into your daily routine and how to be more physically active for free or inexpensively would be effective.

While those who don't meet physical activity guidelines and those with a disability are more likely than other groups to have a negative attitude to physical activity, there are positives to be taken from these groups. For example, two-thirds of respondents with a disability and half of respondents who don't meet physical activity guidelines agree that being physically active is a priority for them. This suggests that there are people within these groups who are open to being more physically active. Further research is recommended to investigate how these groups could be encouraged to increase their level of physical activity.

One of Lancashire Sport's priority areas is women and girls. The findings here show that female respondents are more likely to want to be more physically active than males but are also more likely to feel that there are barriers to them being more physically active (for example cost, time of activities, childcare and also opportunity to be active). Further research should be done with females to

examine how these barriers could be overcome. Recall of the 'This girl can' campaign is greater among females than males and, of those that recall seeing the campaign, females are more likely than males to say it has influenced or encouraged them to become more physically active. Continued and extended use of this campaign could be considered to build on this.



## 7. Appendix 1: Socio-economic group definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

### Group A

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows.

### Group B

- Middle management executives in large organisations, with appropriate qualifications.
- Principal officers in local government and civil service.
- Top management or owners of small business concerns, educational and service establishments.
- Retired people, previously grade B, and their widows.

### Group C1

- Junior management, owners of small establishments, and all others in non-manual positions.
- Jobs in this group have very varied responsibilities and educational requirements.
- Retired people, previously grade C1, and their widows.

### Group C2

- All skilled manual workers, and those manual workers with responsibility for other people.
- Retired people, previously grade C2, with pensions from their job.
- Widows, if receiving pensions from their late partner's job.

### Group D

- All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers.
- Retired people, previously grade D, with pensions from their late job.
- Widows, if receiving pensions from their late partner's job.

### Group E

- All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons.
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation).
- Casual workers and those without a regular income.