

## Appendix 4 - GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

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## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Age

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-29	77	77	-	-	-	-	29	48	12	9	18	10	12	16
	10%	100%	-%	-%	-%	-%	12%	10%	10%	8%	14%	7%	10%	14%
30-39	156	-	156	-	-	-	45	111	16	26	27	38	29	20
	21%	-%	100%	-%	-%	-%	19%	22%	13%	24%	21%	27%	23%	18%
40-49	189	-	-	189	-	-	58	131	30	24	30	42	32	31
	26%	-%	-%	100%	-%	-%	25%	26%	24%	22%	24%	30%	25%	28%
50-59	144	-	-	-	144	-	35	109	23	18	21	31	32	19
	19%	-%	-%	-%	100%	-%	15%	22%	18%	17%	17%	22%	25%	17%
60+	169	-	-	-	-	169	65	104	45	29	29	20	20	26
	23%	-%	-%	-%	-%	100%	28%	21%	36%	27%	23%	14%	16%	23%
NS	5	-	-	-	-	-	3	2	-	2	1	1	1	-
	1%	-%	-%	-%	-%	-%	1%	*%	-%	2%	1%	1%	1%	-%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Gender

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	235	29	45	58	35	65	235	-	37	37	43	44	44	30
	32%	38%	29%	31%	24%	38%	100%	-%	29%	34%	34%	31%	35%	27%
Female	505	48	111	131	109	104	-	505	89	71	83	98	82	82
	68%	62%	71%	69%	76%	62%	-%	100%	71%	66%	66%	69%	65%	73%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Roadshow attended

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Bedford	126	12	16	30	23	45	37	89	126	-	-	-	-	-
	17%	16%	10%	16%	16%	27%	16%	18%	100%	-%	-%	-%	-%	-%
Chelmsford	108	9	26	24	18	29	37	71	-	108	-	-	-	-
	15%	12%	17%	13%	13%	17%	16%	14%	-%	100%	-%	-%	-%	-%
Ipswich	126	18	27	30	21	29	43	83	-	-	126	-	-	-
	17%	23%	17%	16%	15%	17%	18%	16%	-%	-%	100%	-%	-%	-%
Norwich	142	10	38	42	31	20	44	98	-	-	-	142	-	-
	19%	13%	24%	22%	22%	12%	19%	19%	-%	-%	-%	100%	-%	-%
Peterborough	126	12	29	32	32	20	44	82	-	-	-	-	126	-
	17%	16%	19%	17%	22%	12%	19%	16%	-%	-%	-%	-%	100%	-%
Watford	112	16	20	31	19	26	30	82	-	-	-	-	-	112
	15%	21%	13%	16%	13%	15%	13%	16%	-%	-%	-%	-%	-%	100%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q2 What do you remember most about the roadshow?

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Stepcounters	253	31	58	54	47	60	77	176	39	43	35	58	38	40
	34%	40%	37%	29%	33%	36%	33%	35%	31%	40%	28%	41%	30%	36%
Demonstrations	208	18	44	54	50	40	62	146	45	26	47	15	50	25
	28%	23%	28%	29%	35%	24%	26%	29%	36%	24%	37%	11%	40%	22%
Display boards	106	10	21	29	17	29	34	72	23	13	10	24	15	21
	14%	13%	13%	15%	12%	17%	14%	14%	18%	12%	8%	17%	12%	19%
Info pack	90	11	24	25	13	17	26	64	8	13	16	24	10	19
	12%	14%	15%	13%	9%	10%	11%	13%	6%	12%	13%	17%	8%	17%
Clowns	62	4	16	11	12	19	17	45	15	6	6	8	7	20
	8%	5%	10%	6%	8%	11%	7%	9%	12%	6%	5%	6%	6%	18%
Music	37	2	6	9	10	10	12	25	6	7	8	4	4	8
	5%	3%	4%	5%	7%	6%	5%	5%	5%	6%	6%	3%	3%	7%
Leap counter	31	2	7	10	8	4	8	23	2	12	10	2	1	4
	4%	3%	4%	5%	6%	2%	3%	5%	2%	11%	8%	1%	1%	4%
Sport England	19	-	3	10	6	-	1	18	3	-	4	4	5	3
	3%	-%	2%	5%	4%	-%	1%	4%	2%	-%	3%	3%	4%	3%
Anglia TV	19	2	5	3	4	5	4	15	1	1	7	5	1	4
	3%	3%	3%	2%	3%	3%	2%	3%	1%	1%	6%	4%	1%	4%
Sporting champion	18	2	6	3	6	1	6	12	-	5	3	3	2	5
	2%	3%	4%	2%	4%	1%	3%	2%	-%	5%	2%	2%	2%	4%
Balloons	13	-	3	2	4	4	2	11	4	-	2	3	2	2
	2%	-%	2%	1%	3%	2%	1%	2%	3%	-%	2%	2%	2%	2%
Other	256	22	47	57	53	76	78	178	35	38	46	49	45	43
	35%	29%	30%	30%	37%	45%	33%	35%	28%	35%	37%	35%	36%	38%
DK/NS	12	5	2	1	2	2	8	4	1	-	5	3	3	-
	2%	6%	1%	1%	1%	1%	3%	1%	1%	-%	4%	2%	2%	-%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q3 Did you learn anything new about exercise and health from the roadshow?

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	289	31	62	71	50	74	105	184	57	36	48	59	47	42
	39%	40%	40%	38%	35%	44%	45%	36%	45%	33%	38%	42%	37%	38%
No	447	46	92	117	94	94	129	318	68	71	77	82	79	70
	60%	60%	59%	62%	65%	56%	55%	63%	54%	66%	61%	58%	63%	63%
DK/NS	4	-	2	1	-	1	1	3	1	1	1	1	-	-
	1%	-%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	-%	-%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q4 Did you pick up a copy of the information pack at the roadshow?

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	609	59	135	162	125	125	202	407	99	89	104	110	110	97
	82%	77%	87%	86%	87%	74%	86%	81%	79%	82%	83%	77%	87%	87%
No	129	18	21	27	19	42	33	96	27	19	22	32	16	13
	17%	23%	13%	14%	13%	25%	14%	19%	21%	18%	17%	23%	13%	12%
DK/NS	2	-	-	-	-	2	-	2	-	-	-	-	-	2
	*%	-%	-%	-%	-%	1%	-%	*%	-%	-%	-%	-%	-%	2%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q5 Do you still have your copy of the pack?

Base: All who picked up a copy of the information pack at the roadshow

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	609	59	135	162	125	125	202	407	99	89	104	110	110	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	479	45	99	134	96	103	156	323	86	68	82	87	84	72
	79%	76%	73%	83%	77%	82%	77%	79%	87%	76%	79%	79%	76%	74%
No	123	14	36	24	29	19	44	79	12	21	20	23	23	24
	20%	24%	27%	15%	23%	15%	22%	19%	12%	24%	19%	21%	21%	25%
DK/NS	7	-	-	4	-	3	2	5	1	-	2	-	3	1
	1%	-%	-%	2%	-%	2%	1%	1%	1%	-%	2%	-%	3%	1%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q6 Did you learn anything new about exercise and health from the pack?

Base: All who picked up a copy of the information pack at the roadshow

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	609	59	135	162	125	125	202	407	99	89	104	110	110	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	268	20	59	79	54	55	96	172	50	36	45	49	45	43
	44%	34%	44%	49%	43%	44%	48%	42%	51%	40%	43%	45%	41%	44%
No	338	38	75	82	71	70	105	233	49	53	59	60	64	53
	56%	64%	56%	51%	57%	56%	52%	57%	49%	60%	57%	55%	58%	55%
DK/NS	3	1	1	1	-	-	1	2	-	-	-	1	1	1
	*%	2%	1%	1%	-%	-%	*%	*%	-%	-%	-%	1%	1%	1%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q7 Have you increased the amount of exercise you take since visiting the roadshow?

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	435	51	82	119	84	96	133	302	78	64	72	81	72	68
	59%	66%	53%	63%	58%	57%	57%	60%	62%	59%	57%	57%	57%	61%
No	298	26	73	70	56	71	98	200	47	43	53	60	52	43
	40%	34%	47%	37%	39%	42%	42%	40%	37%	40%	42%	42%	41%	38%
DK/NS	7	-	1	-	4	2	4	3	1	1	1	1	2	1
	1%	-%	1%	-%	3%	1%	2%	1%	1%	1%	1%	1%	2%	1%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

### Q8 What 's prevented you from increasing the amount of exercise you get?

Base: All who have not increased the amount of exercise taken since visiting the roadshow

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	298	26	73	70	56	71	98	200	47	43	53	60	52	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cost	11	1	4	2	3	1	4	7	-	3	3	2	2	1
	4%	4%	5%	3%	5%	1%	4%	4%	-%	7%	6%	3%	4%	2%
Lack of time	84	6	26	29	18	5	31	53	10	19	12	21	16	6
	28%	23%	36%	41%	32%	7%	32%	27%	21%	44%	23%	35%	31%	14%
Lack of motivation	17	2	8	3	1	3	4	13	3	1	2	3	3	5
	6%	8%	11%	4%	2%	4%	4%	7%	6%	2%	4%	5%	6%	12%
Illness or injury	28	-	4	6	7	11	4	24	6	3	3	4	7	5
	9%	-%	5%	9%	13%	15%	4%	12%	13%	7%	6%	7%	13%	12%
Lack of facilities	1	1	-	-	-	-	1	-	-	-	-	-	-	1
	*%	4%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	2%
Other	147	15	29	29	27	46	50	97	27	16	30	29	22	23
	49%	58%	40%	41%	48%	65%	51%	49%	57%	37%	57%	48%	42%	53%
DK/NS	10	1	2	1	-	5	4	6	1	1	3	1	2	2
	3%	4%	3%	1%	-%	7%	4%	3%	2%	2%	6%	2%	4%	5%

**GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY**

**Q9 Do you intend to increase the amount of exercise you take?**

Base: All who have not increased the amount of exercise taken since visiting the roadshow

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	298	26	73	70	56	71	98	200	47	43	53	60	52	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	139	10	42	36	28	23	46	93	20	21	25	29	25	19
	47%	38%	58%	51%	50%	32%	47%	47%	43%	49%	47%	48%	48%	44%
No	147	15	28	33	27	42	46	101	27	18	25	28	26	23
	49%	58%	38%	47%	48%	59%	47%	51%	57%	42%	47%	47%	50%	53%
DK/NS	12	1	3	1	1	6	6	6	-	4	3	3	1	1
	4%	4%	4%	1%	2%	8%	6%	3%	-%	9%	6%	5%	2%	2%

GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

Q10 Do you use the step counter (pedometer)?

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	463	38	79	133	100	109	132	331	85	65	76	94	79	64
	63%	49%	51%	70%	69%	64%	56%	66%	67%	60%	60%	66%	63%	57%
No	95	10	21	23	17	23	28	67	20	6	16	16	15	22
	13%	13%	13%	12%	12%	14%	12%	13%	16%	6%	13%	11%	12%	20%
Sometimes	178	29	55	32	26	36	74	104	20	37	34	31	32	24
	24%	38%	35%	17%	18%	21%	31%	21%	16%	34%	27%	22%	25%	21%
DK/NS	4	-	1	1	1	1	1	3	1	-	-	1	-	2
	1%	-%	1%	1%	1%	1%	*%	1%	1%	-%	-%	1%	-%	2%

## GET ACTIVE WITH BRITAIN ON THE MOVE ROADSHOWS SURVEY

## Q11 On average, do you get 30 minutes of exercise:

Base: All respondents

	AGE					GENDER		ROADSHOW ATTENDED						
	Total	18-29	30-39	40-49	50-59	60+	Male	Female	Bedford	Chelmsford	Ipswich	Norwich	Peterborough	Watford
Total	740	77	156	189	144	169	235	505	126	108	126	142	126	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
At least 5 days a week	513	53	96	134	98	129	147	366	94	74	98	91	83	73
	69%	69%	62%	71%	68%	76%	63%	72%	75%	69%	78%	64%	66%	65%
4 days a week	92	10	28	17	20	16	36	56	16	16	9	17	16	18
	12%	13%	18%	9%	14%	9%	15%	11%	13%	15%	7%	12%	13%	16%
3 days a week	87	12	21	25	17	12	37	50	13	12	16	19	12	15
	12%	16%	13%	13%	12%	7%	16%	10%	10%	11%	13%	13%	10%	13%
2 days a week	21	1	5	9	2	4	8	13	1	2	1	8	9	-
	3%	1%	3%	5%	1%	2%	3%	3%	1%	2%	1%	6%	7%	-%
1 day a week	17	-	4	4	5	4	1	16	2	3	1	3	5	3
	2%	-%	3%	2%	3%	2%	*%	3%	2%	3%	1%	2%	4%	3%
Less	7	1	1	-	1	3	5	2	-	1	1	3	1	1
	1%	1%	1%	-%	1%	2%	2%	*%	-%	1%	1%	2%	1%	1%
DK/NS	3	-	1	-	1	1	1	2	-	-	-	1	-	2
	*%	-%	1%	-%	1%	1%	*%	*%	-%	-%	-%	1%	-%	2%