



Push to web: From Active People to Active Lives

Andrew Spiers

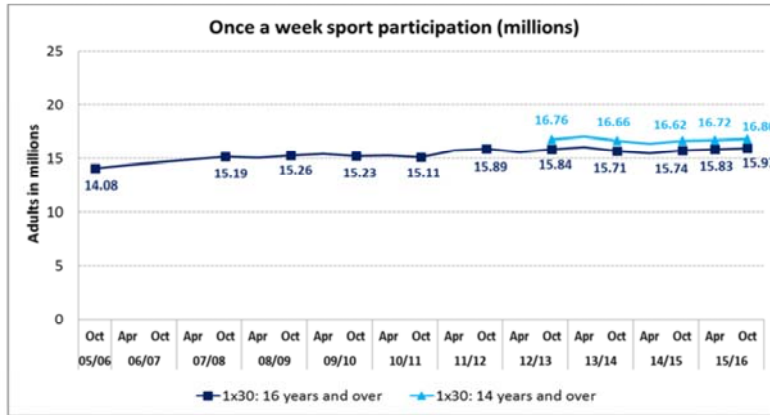




OUR VISION

WE WANT EVERYONE IN ENGLAND REGARDLESS OF AGE, BACKGROUND OR LEVEL OF ABILITY TO FEEL ABLE TO ENGAGE IN SPORT AND PHYSICAL ACTIVITY. SOME WILL BE YOUNG, FIT AND TALENTED, BUT MOST WILL NOT. WE NEED A SPORT SECTOR THAT WELCOMES EVERYONE – MEETS THEIR NEEDS, TREATS THEM AS INDIVIDUALS AND VALUES THEM AS CUSTOMERS.

Active People



Why we developed Active Lives




A lot has changed since 2005



No really! A lot has changed since 2005

Notable events	Year	Products or services launched
<ul style="list-style-type: none"> First Apple iPhone released 	2007	<ul style="list-style-type: none"> BBC iPlayer Amazon Prime
<ul style="list-style-type: none"> First commercially available Android smartphone Up to 50 Mb/s broadband services launched 	2008	<ul style="list-style-type: none"> Netflix FreeBit Amazon India airbnb
<ul style="list-style-type: none"> First person to amass one million followers on Twitter (Sharon Turner) First YouTube channel to reach one million subscribers (Fred) 	2009	<ul style="list-style-type: none"> WhatsApp
<ul style="list-style-type: none"> National launch of fibre-to-the-cabinet broadband iPad goes on sale in the UK 	2010	<ul style="list-style-type: none"> YouTube youview
	2011	<ul style="list-style-type: none"> WhatsApp
<ul style="list-style-type: none"> 4G mobile service launched in the UK by EE Completion of digital switchover 	2012	<ul style="list-style-type: none"> Netflix Netflix Netflix
	2013	<ul style="list-style-type: none"> Chromecast
<ul style="list-style-type: none"> Netflix begins streaming content in 4K (House of Cards and Breaking Bad) 	2014	<ul style="list-style-type: none"> Amazon Amazon Fire TV
<ul style="list-style-type: none"> Apple's Watch makes its debut Samsung virtual reality headsets go on sale 	2015	<ul style="list-style-type: none"> Facebook Live
<ul style="list-style-type: none"> Friends Reunited, pioneer of social networking, closes 	2016	<ul style="list-style-type: none"> Amazon Echo
<ul style="list-style-type: none"> Series One (with Amazon Alexa built in) is released 	2017	<ul style="list-style-type: none"> Google Home
<ul style="list-style-type: none"> Share of digital radio listening exceeds 50% 70% of adults have a smartphone 	2018	<ul style="list-style-type: none"> Apple HomePod YouTube Premium

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4G mobile service launched in the UK by EE 	2011	
Completion of digital switchover 	2012	  
Netflix begins streaming content in 4K (House of Cards and Breaking Bad) 	2013	
Apple's Watch makes its debut 	2014	 
Samsung virtual reality headset goes on sale 	2015	
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Share of digital radio listening exceeds 50%	2018	Apple HomePod, YouTube Premium
70% of adults have a smartphone		

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- Things have changed a lot since 2005
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Why we developed Active Lives

- Things have changed a lot since 2005
- We identified a new future proofed approach
- The new strategy was a golden opportunity

Active Lives – The plan

- Multi mode survey (coverage, convenience)
- 198,250 sample (with LA sample targets)
- Track number of people taking part by:
 - Demographics
 - Local area
 - Activity
- New questionnaire content

Active Lives – The reality

- ✓ Number of responses (overall and by local authority)
- ✓ Sample profile (age, gender, ethnicity)
- ✓ Credible results
- ✓ Cost effective
- ✓ Future proof

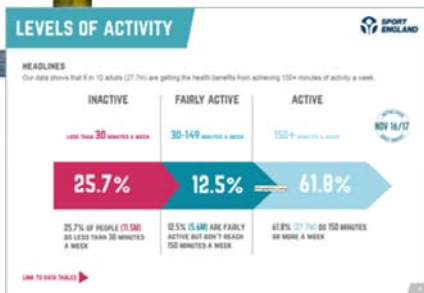
- Development / refinement

Active Lives – The benefit of hindsight The positives

- ✓ Starting a new time series
- ✓ Partner confident with the scale / logistics of mailing required
- ✓ Future proof

Active Lives – The benefit of hindsight The challenges

- ✗ Being (one of) the first
- ✗ Still searching for the killer improvement
- ✗ It's not really an online survey



Active Lives

