

THE CHARITY
WORKING FOR
WALKERS
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Ipsos MORI

Promoting walking in high deprivation communities



Research conducted for the Ramblers' Association

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Executive Summary

In deprived communities, the key motivations to exercise are consistent with those of the wider population. People exercise because of a desire to be healthier and improve fitness levels. Exercise can also be used to tackle stress through relaxation and taking time to think. For some, exercise is a social activity and for parents they are motivated to exercise by a desire to join in activities with their children.

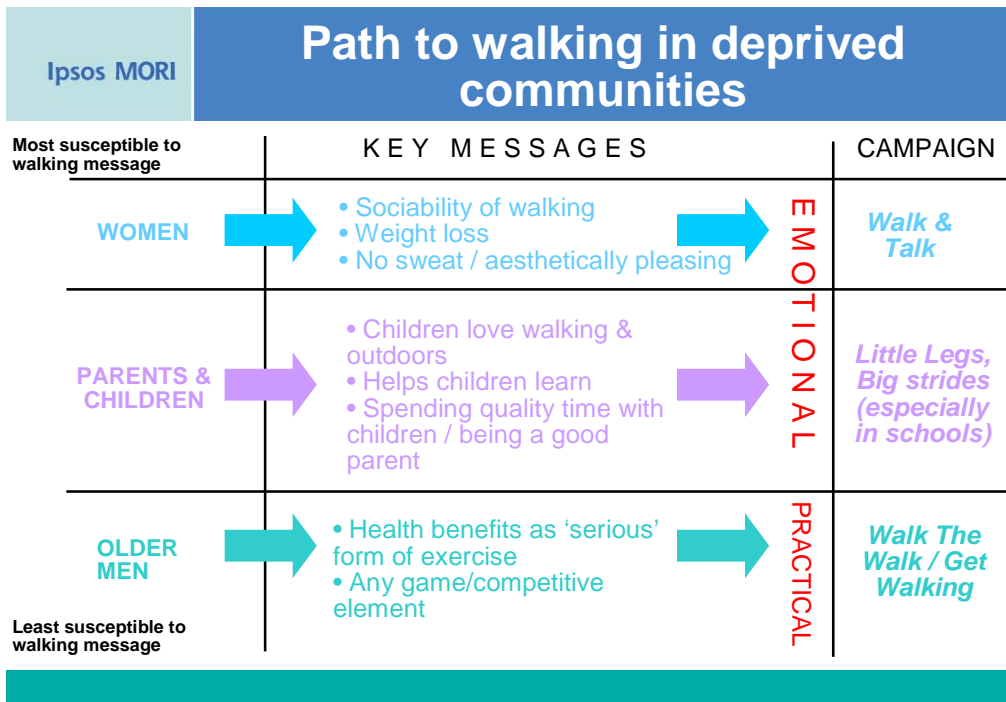
Similarly, the key barriers to exercise are time constraints (particularly for those who are working), the expense of membership or facilities, and the lack of appropriate facilities in an area. However, 'exercise apathy' i.e. a lack of motivation and/or laziness undoubtedly plays a key factor in low levels of exercise in deprived communities.

Walking is enjoyable and relaxing and it gives people the chance to see new places and areas. The sociability of walking is very attractive as its low intensity does not leave people out of breath, but free to talk. However, walking is not regarded as exercise by all members of deprived communities. Women are more likely to consider walking as exercise than men. For men, walking is often viewed as not 'high impact' enough to classify as exercise; if it doesn't make them sweat they don't perceive themselves to be getting any benefits.

There did not appear to be differences between ethnic groups. Instead, differences in attitude were evident between men and women, between younger and older men and between those with young children and those without.

However, perceptions of walking can change. Once experiencing walking, people become much more positive about its benefits and enjoy themselves. As such, the Ramblers must look to change the behaviour of potential walkers first. Once *actions* are altered, *attitudes* to walking will soon shift. People will become more and more positive and indeed become evangelical about walking to friends, family and workmates.

In order to change this behaviour, the Ramblers should concentrate on three key audiences. These audiences do not walk often but are most receptive to the idea of walking and are quickly able to see its positive attributes. For each audience, there is a 'path to walking' that highlights the most resonant messages and the best potential fit of marketing propositions.



Women found walking the most enjoyable and are already more receptive to the idea of walking as exercise than others, particularly men. This group particularly enjoy the sociability of walking. It provides an opportunity to catch up with friends or family, while also combining the benefits of exercise. Walking has the added benefit of being aesthetically pleasing and an activity which is less likely to cause unsightly sweating. Yet walking is still exercise and can be used to lose or control weight. As such, the idea of burning as many calories walking a mile as running a mile is deeply satisfying to this group. The main barriers for women are personal safety (especially in winter) and bad weather. The emphasis on the sociable aspect of walking among women lends itself particularly well to the Ramblers' "Walk & Talk" proposition with an emphasis on the emotional triggers;

Parents and young children are another key group. Parents who walked with their children found the experience rewarding and enjoyable. They are surprised to discover not only how much their children enjoyed walking but also how much they learn about wildlife. A key motivator for this group is the feeling that they are being a 'good parent' – the benefit of walking themselves is almost an added extra. A key opportunity for attracting this group is to promote walking with children and also provide information about areas to walk which have features of interest to children. The completion of the tasks showed that once children are interested, parents happily become involved as well. The campaign name most favoured by this group is "Little Legs, Big Strides" and working with schools could be an ideal opportunity for this campaign;

The final group is men. However, young men are unlikely to engage in walking. They are more tied to their cars than other groups, are the least likely to see walking as exercise, are more likely to be involved in other

exercise, particularly team sports, and are the least likely to enjoy the social aspect of walking. These are going to be the hardest people to get involved with walking, for them the barriers to walking largely outweigh the motivations. Walking lacks the competitive element that they enjoy in other sports. It is among **older men** that there is some potential to encourage walking. For older men, walking provides relaxation and an opportunity to think. Any messages of a campaign targeted at this group should target older men and should highlight the physical benefits of walking as exercise (i.e. prolonging life) and give as much information as possible about where they can walk in their area (they are highly unlikely to search this information out themselves). The messages for this group are more practical than the previous two groups for whom the messages are more emotive.

Introduction

This report details the findings from a qualitative research project conducted by Ipsos MORI on behalf of the Ramblers' Association. These reconvened focus groups were designed to help the Ramblers understand the issues around walking in urban deprived communities to help illuminate a planned project aimed at promoting walking in urban and deprived areas.

It is especially important that people from deprived communities exercise. We know from the 2003 Health Survey for England that those from lower socio-economic groups (or indeed the new NS-Sec classifications) are at greater risk of cardio-vascular conditions and diabetes, and are more likely to smoke and binge drink, than those in more affluent sections of society. Research undertaken for Sport England in Yorkshire during 2004/5 also showed that people from more deprived areas, such as Doncaster and Barnsley, and BMEs, are less likely to participate in regular sport of even a moderate nature.

Research objectives

The overriding objective of the research was to better understand attitudes to walking among deprived communities in order to inform the planning and implementation of the Ramblers' Association's initiative which aims to promote walking in urban and deprived areas. Specific objectives included:

- To understand better the motivations and barriers to exercise, especially walking
- To explore understanding of the health issues related to lack of exercise and the corresponding benefits of doing regular exercise
- To examine perceptions of current provisions for exercise generally and walking in particular e.g. local green spaces
- To assess the likely impact/salience of some potential marketing campaigns/campaign names
- And finally, to understand how opinions differ across different communities.

Methodology

Ipsos MORI conducted two focus groups in August 2006 – both groups were held in Birmingham and participants were recruited in Aston and the surrounding areas (each identified as having high levels of deprivation) and focusing on social classes D and E. Ten participants attended each group.

Both groups were then reconvened two weeks later in early September 2006.

Participants were identified as relatively inactive and recruited to reflect a range of gender, age groups and ethnicities. Two broad age groups were covered; 18-40 in one group and 35-70 in the other. In order to ensure all areas of interest were covered; topic guides were written for each group – these are included in the appendix.

During the two weeks between the groups participants were asked to walk for more than 30 minutes, at least three times each week. We asked that this walking was continuous on at least one of the occasions and involved walking in different areas. Participants were each provided with a journal in which to record their walks together with a disposable camera to take photos of the areas in which they were walking and anything else they felt showed an image of walking. Participants were also asked to talk to other people about walking, to note these conversations in their journal and to involve others in walking with them.

Copies of the discussions guides, journals and further materials used during these discussions can be found in the appendices.

Interpretation of the qualitative data

Unlike quantitative surveys, qualitative research is not designed to provide statistically reliable data. **It is illustrative rather than statistically reliable** and therefore does not allow conclusions to be drawn about the extent to which something is happening or views are held. Qualitative research is intended to shed light on why people have particular views and how these views may relate to demographic characteristics and the experiences of groups concerned. It is important to bear in mind that we are dealing with perceptions rather than facts, although to participants these perceptions are facts. Verbatim comments from the discussion groups have been included within this report. These should not be interpreted as defining the views of the group as a whole but have been selected to provide an insight into a particular body of opinion.

This report first examines the broader attitudes to exercise i.e. motivations and barriers. It then explores the impact of age in relation to these attitudes and relates broader views of exercise to those specific to walking. Finally, the report draws out three key audiences for the Ramblers future work in deprived communities and the implications this has for potential walking promotion activities.

Attitudes to exercise

Motivations

There is much consensus surrounding the motivations and barriers to exercise. Knowledge of the benefits of exercise appears widespread. All agree that any exercise they do (whether walking or more strenuous forms) is motivated by the following, however some motivations are specific or exclusive to one audience.

Motivation	Who?
To be more healthy	All
Controlling or loosing weight	Especially women
Improve your body or body shape	All
Age	Especially older age group
Tackle stress/Mental health	All
Time for yourself	All
Social activity	All
Enjoyment	Especially men
Children	Especially parents
Dogs/other animals	Especially dog owners
Deal with aggression	Especially men
Give you a rush of adrenalin	Especially men
Tackle boredom	Especially men

To improve health or fitness is an important motivation for exercise. Indeed, some participants had been advised by their doctors to increase exercise levels to improve their health whilst others mentioned feeling unhealthy or unfit.

"And I started walking because .. my doctor advised me to do so"

Male, older age group

Moderator – *“Why do you exercise?”*

“To be healthy”

Female, older age group

Many are aware of the general debate around obesity and feel this is something they should be reacting to. Related to this and particularly so for women is the desire to lose weight or to control their weight. Many women feel the pressure to achieve a body shape that is slim and toned – peer pressure and the media both contribute to this. In this way, exercise often provides a good excuse to continue their current lifestyle and to eat what they want.

“You don't feel guilty about eating something fattening...”

Female, older age group

Age also has a bearing on attitudes to exercise, particularly for those in the older age group. There is a feeling that the need to exercise increases as you get older to ensure good health and to look after your body.

Like women, men are also aware of the physical benefits of exercise. However, they are more likely to highlight their enjoyment of exercise, particularly if it involves some element of competition.

“I hate the gym but I love playing football.”

Male, younger age group

Men enjoy ‘the game’ and rivalry that is integral to sport. Games also require a certain set of skills that can be worked on and improved – hence providing more focus to the exercise.

Both men and women find exercise an effective way to tackle stress, exercise can be a calming experience that allows people to clear their mind. For many exercising is important in allowing valuable time to think, particularly if there is something troubling or causing concern.

Moderator: *“Why is exercise important?”*

Respondent: *“It makes you a happier person”*

Female, younger age group

For those with busy lives, exercising can be a chance to get some time to yourself removed from your other responsibilities and commitments. For men in particular, exercise is also an avenue for releasing aggression – it gives that ‘rush of adrenalin’.

The sociability of exercise is very encouraging for many people. It seems many are more likely to complete a session of exercise if there is someone

else to offer motivation. Team sports or larger group activities also offer a chance to socialise with others.

"It's a social thing"

Female, older age group

It may not always be another person that motivates people to exercise. Dogs can be another influential motivator, they need to be walked frequently and although it may be the need to take the dog out which people see as the primary motivator they are also exercising (often walking) themselves once or even twice everyday.

"I think most of the people I've seen [walking] had a dog, so I don't know if that's an excuse to walk..."

Female, older age group

Children are an important motivation for parents. Children have bundles of energy and parents are constantly seeking ways to tire them out, especially younger children. Playing with children presents an ideal opportunity to both exhaust them but also to spend precious time in their company. Indeed, some parents may be driven to a particular exercise or sport primarily because their children are involved themselves.

"I'll run because my son plays football. The only way I can get my exercise is following him round the pitch each week."

Male, younger age group

Barriers

Again, there is much consensus around the main barriers to exercise. Previous Ipsos MORI research has shown that these reasons centre on lack of time or money, distance to travel and lack of inclination (i.e. apathy to exercise). While these appear to be the main barriers to exercise, there are many other competing forces at play.

Barrier	Who?
Time constraints	All but especially younger age group
Lack of facilities	All
Expense	All
Children	All
Personal safety	Only women
Laziness or lack of motivation	All
Tiredness	All
Work commitments	All
Bad weather	All
Getting older	Especially younger age group
Don't enjoy exercise	Especially women
No-one to go with	All

These key barriers identified among lower socio-economic groups as supported by previous work that Ipsos MORI carried out on behalf of Sport England in Yorkshire and the Humber showed that having more time, having suitable facilities nearby and having access to affordable facilities/activities are the top responses when people are asked what would encourage them to exercise more.

Time is often cited as the primary reason people don't exercise. This was particularly true among young people.

"Not having time.... Sometimes you just haven't got the time to spend"

Female, younger age group

"I think sometimes with exercise, its time out for you. You're not a mother. You're not a wife. You're not, you know, whatever your job role is. It's just half an hour sort of.... thinking"

Female, older age group

The large number of other commitments that people have mean that many find it hard to find time to exercise. Work commitments are particularly highlighted as being prioritised over exercise.

Linked to this lack of time is the lack of facilities. If facilities are not convenient and easily accessible, particularly if people have to travel to get to them, it is even harder for people to overcome their time constraints. There can also be problems with the right sessions or classes being available at convenient times and places.

"Lack of facilities..... because we had a nightmare trying to book the Astroturf every week (for football) ."

Male, older age group

"You get lunchtime for ladies swimming, they only have them on a weekday, if you work..."

Female, younger age group

Expense is another key barrier to exercise, the cost of a gym membership or the charge for classes can be high – prohibitively high for those on very low incomes. Similarly, the cost of club memberships for playing team sports and specialist equipment or clothing can also be expensive.

Moderator: "What about the expense?"

Respondent: "The cost of the gym..."

Female, younger age group

As well as finding them expensive, many people do not enjoy going to the gym. Some find the exercises and actions boring or repetitive, others dislike the environment of the gym which can feel competitive and intimidating. This is particularly so for those who are overweight or who feel they are overweight and feel this is highlighted in the gym by the clothes they have to wear and are also intimidated by the people around them.

"I've not been too keen on gyms, because I find them quite boring."

Male, older age group

For parents, while a motivation in some cases, children can also be a barrier to exercise. It can be difficult for them to arrange childcare in order to exercise and this can add extra cost on top of what they are already paying for facilities or gym membership. Some parents also feel that they would rather use their free time spending time with their family than doing exercise.

"Getting a babysitter if you wanted to go to the gym, say, could be a nightmare"

Female, younger age group

Personal safety can be a key barrier to exercise, especially for women. Outdoor activities, such as jogging, cycling or walking, can leave women feeling vulnerable. This is particularly restrictive in the evenings when it is

dark. This presents a particular problem for those working full-time as evenings tend to be the only opportunity for exercise.

Related to this, bad weather can also have an impact. Many people feel more reluctant to exercise in the rain or cold, and for some exercise levels can drop in the winter months.

"Bad weather. If it's raining I won't go out"

Female, older age group

Laziness and a lack of motivation can prevent many people from exercising. For some, they simply cannot be bothered to exercise, particularly if it is something they do not particularly enjoy. Others, feel too tired (especially those who work full time) to want to exercise in the evenings.

"You haven't got the motivation"

Male, older age group

"Sometimes you're tired, it's too tiring to exercise"

Male, younger age group

Age

Age emerges as a particular theme, provoking different attitudes to exercise. Younger, less active people tend to think that a need to exercise is something that will grow with age, but not something that overly concerns them at the present time. However, they also feel that growing older could limit the range and amount of exercise that can be undertaken.

Older people recognise that exercise is perhaps more important to them as their bodies are less able to deal with the abuses of modern life e.g. stress, excessive eating and drinking. Some older people may have also been recommended to exercise by medical professionals.

Moderator: "What makes you exercise?"

Respondent: "I would have said age"

Female, older age group

Older people also recognise that their age and their bodies have an impact on what exercise they do – they are more aware of what activities they can do without tiring themselves out and leaving them aching for days.

Awareness of the benefits of exercise

The research suggests that people have a good base of awareness about the mental and physical health issues relating to exercise. Generally there is a basic level of knowledge and people feel that their level of understanding of

these issues is not unusual. While participants did not spontaneously mention any specific health benefits of exercise in the sessions, when given information about reduced rates of heart disease, strokes and diabetes, there were few surprises.

"It's common knowledge"

Male, older age group

There is confusion about how much exercise is recommended by official and Government sources to achieve these health benefits. One participant mentioned a need for 20 minutes of exercise three times a week but other participants were less clear.

"I think that's what the recommendation's three twenty minutes"

Male, older age group

Participants were almost unanimous in stating that they felt they weren't doing enough exercise (with the exception of those who worked in manual jobs). Despite being aware of the issues and the benefits there is a feeling, particularly among those under 40, that the risks are not something that will affect them and they have other things that will take priority over exercising.

"But you sort of think that isn't going to (be) me."

Male, older age group

The benefits of exercise to mental health are widely recognised. Many participants spontaneously mentioned how exercise can help to tackle stress and help improve their mood.

Moderator: "What makes you exercise?"

Respondent: "I think it's whenever I'm depressed"

Male, younger age group

Stress is prevalent in 21st century life. Exercise is seen as an effective way of winding down after a stressful day or a way to try and take your mind off something troubling you. Exercise gives you time and space to think about things that you might not get an opportunity to do in the course of everyday life. Men in particular feel that exercise is a way to release aggression or pent up anger in a productive way.

Walking as exercise

Many of these general barriers and motivations apply to walking but certain factors are more prominent. The **social aspect of walking** with others, either friends or family is one of the biggest attractions. Walking the dog is also an influential factor for some. Having some time to think and tackling

stress is also attractive and walking is thought to be a good way to see an area when in a new place or on holiday.

"A holiday walk, people want to walk around the area..."

Male, younger age group

As with exercise in general there are a number of things that are barriers to walking. **Personal safety is important.** Walking by its very nature involves being outside. For some in deprived communities, being outside in new and unfamiliar places, especially in the evening and in winter, risks their personal safety. There is an overall feeling that Birmingham (or indeed any large city) presents many dangers to a walker and as such is not an area conducive to walking. Indeed even some of the parks can seem too dark, with hidden areas and paths – as demonstrated by many of the photographs taken during the tasks (this picture was taken by a female respondent in the local area).



Weather is also a much more important barrier to walking than other forms of exercise. Bad weather (particularly rain) stops many people from walking.

"In the summer I do a lot more walking"

Female, younger age group

Men in particular feel that **walking is not strenuous enough** to be exercise – they are sceptical about the benefit that they will get from walking especially compared to other kinds of exercise.

"When I do exercise I expect to be like breathing heavy"

Male, older age group

The difference between walking and 'proper' exercise for this group is that they are not left short of breath or sweating – the prominent signs of a good work-out.

Current provisions for walking in Birmingham

As discussed, walking is seen as one of the least strenuous forms of exercise. As such, walkers need to travel long distances to receive what are perceived to be exercise's positive benefits. This presents an issue in an urban location. The city of Birmingham is perceived to have few open spaces in which to walk.

Furthermore, walking is associated with the countryside. This again is something that Birmingham is seen to lack. Those who live in the countryside or near the coast are seen as having more opportunity and purpose to walk – for urban dwellers to have this opportunity (and the motivation of beautiful scenery) they would have to travel out of Birmingham.

"People have to travel out for scenery..."

Female, older age group

There is a feeling that most of Birmingham is designed for travelling by car and many of the streets in particular are not places where people would want to walk.

"I wouldn't fancy walking around the streets..."

Male, older age group

However, during the tasks, participants were asked to explore the open spaces and walk around Birmingham. The number of areas where it was possible to walk, e.g. parks and the canal, and the quality of the areas, e.g. their wildlife and peacefulness, were a surprise to many.

"I took a picture of this board... its starts showing you directions; go that way... so there are quite a few places which have signs to lead you to different places... that is quite interesting"

Male, younger age group



This suggests a significant information gap among deprived communities. The experience of participants walking around Birmingham over a two week period shows that in fact there is a plethora of walking opportunities in the city.

Impact on levels of exercise & walking

The majority of people involved in this research did not exercise regularly. Therefore, we can assume that for them the barriers to exercise outweigh the motivations. As we have seen, many are aware of the potential implications of not exercising and many acknowledge that they feel better when they do exercise. But regardless of all of this, many (particularly younger people) still don't exercise consistently.

For most the main reason for this lack of exercise is **habit** – they are not used to doing exercise. While exercise is not part of their daily routines, they can see only a small number of barriers preventing them from starting.

To encourage walking, this habit needs to be broken. Many of the participants in this research were committed to walking more regularly as a result of the tasks we set them. They broke the cycle of inactivity and intend at this point to continue walking. This example, coupled with previous work Ipsos MORI has conducted for TfL on attitudes to cycling in London, suggests that the majority of people who start exercising continue to do so and change their routine and habits to enable them to fit in exercise sessions (at least for a short period). Changing these habits – particularly to encourage walking on a day-to-day basis – is going to be a key challenge for the initiatives the Ramblers' Association is planning in deprived communities.

As a result, the focus for the next part of this report will be on how the Ramblers can open up walking to people who do not currently walk, rather than trying to encourage people who already walk to do more of it.

The campaign and the different target groups

This research has shown that some groups in deprived areas are not receptive to the idea of walking, for example young men. This section of the report focuses on 'key wins' for the Ramblers' Association i.e. those sections of deprived communities that the Ramblers' Association are most able to influence. These are:

- 1) Women;
- 2) Parents and young children; and
- 3) Older men.

These groups all have the propensity to walk. However, women and parents with children are much more likely to begin walking than men.

This chapter examines each of these key audiences in turn as three different and distinct groups. There is inevitably some overlap between the audiences e.g. an older man can also have young children. However, the issues discussed are specific to each audience. In each section, we discuss attitudes to walking, possible motivating and discouraging factors, and finally the most relevant marketing campaigns or propositions that the Ramblers may wish to pursue.

Women

Women are the group that are most receptive to walking as a form of exercise. The majority of the women participating in this research had a very positive experience of the walking they did as part of the focus group tasks/exercise. Indeed many had the scope and motivation to increase the amount of walking they are currently undertaking, suggesting they are a key group to target in urban areas.

Most women feel that they have successfully increased the amount of walking they normally do during the 2 weeks of the task and a number are keen to carry on this increased level of walking - primarily because they are more likely to find it **enjoyable** than the male participants.

"I walked home from work three times over the last two weeks, which is a real achievement for me. It's nearly an hour....it's been quite enjoyable"

Female, younger age group

However, **personal safety** is a real concern for women and may have a detrimental impact on levels of walking. This is especially the case in urban

deprived communities where levels of crime are perceived to be high. Personal safety affects women's likelihood to choose walking as a way of getting around (rather than the bus or car) because they have to think about the time of day they are going to be walking. Walking after dark is seen as inappropriate and very unsafe, especially for women on their own. The route they are going to be taking also has to be taken into consideration – often women will take the decision that they are not comfortable with one of these factors and choose another form of transport.

After completing the tasks women reported feeling unsafe and vulnerable walking in some areas. Some women felt vulnerable walking alone particularly when there were not many other people around. Others found they felt intimidated in parks and other areas where there were groups of young people gathered. This is something that concerned them even in the day time.

"The one I liked least was going to the park, I went just once on my own but I only stayed for about 20 minutes. I just felt vulnerable and I felt almost threatened because...there were teenagers who were on the swings and hanging around"

Female, older age group

Some women do not walk by the canal in Birmingham despite its improved appearance. They feel it is too quiet for them to feel comfortable. Although there is some variation in the specific areas in Birmingham where women feel uncomfortable, two key factors make a particular area feel less safe; isolation and lack of other people offering reassurances.

"(I didn't enjoy walking in) areas which were isolated or covered. I didn't feel safe."

Journal entry, female, younger age group

Very few reported walking at night, especially in winter as darker surroundings further enhance feelings of isolation and vulnerability. As such women often mention walking more in the summer when the weather is warm and fine rather than in the winter.

"If it's pouring down with rain you're not going to go, you can avoid walking"

Female, older age group

Walking with other people helps address this issue of personal safety – women feel less vulnerable when **walking with companions**. Indeed, one of the main attractions of this form of exercise is walking with someone else – this gives a chance to spend time with someone and allow them to catch up uninterrupted.

*"We just got together and spent the day together
and I just really enjoyed the walking and talking"*

Female, older age group

Women see walking – or going for a walk as an ideal way to exercise whilst also socialising. They can walk with a friend or a group of friends and they are able to talk whilst they are doing it. The ability to talk makes walking extremely attractive as they are able to catch up with friends, talk things over and make plans for other things whilst at the same time doing exercise which might otherwise be seen as a chore and distinctly less enjoyable. Walking with others also has the additional benefit of passing time more quickly with women not so aware of having completed a session of exercise.

*"I went with my Mum...We had a real good chat,
walked around the park and then the time does go
quickly and you catch up on loads of gossip.
You can get loads in."*

Female, younger age group

Generally women find walking more enjoyable than men. They enjoy the chance to see different things, possibly going to a different area and seeing **beautiful scenery or picturesque views** (as shown in a picture taken by a lady in the older age group).



Walking is also a chance for women to **relax** and can give them a chance to think about what is going on in their lives. For some it's a chance for solitude, often very rare in their busy lives. It provides that time to *"wind down time after work"* (Journal entry, female, younger age group).

While some women find longer walks a challenge – some talk of having very tired legs and feeling exhausted – they also seem to feel the **benefit physically**.

Moderator: "Did anyone feel....physically different from doing the walking?"

Respondent: "Yeah Physically slimmer"

Female, younger age group

What have you enjoyed about walking?

"(It) makes you sweat."

What have you not enjoyed about walking?

"Kills your legs"

Journal entry, female, older age group

Women are motivated by a **desire to lose weight** and are more receptive than men to the idea of walking as effective exercise. They feel that walking (although they recognise that needs to be fairly long periods of walking) can help them lose weight and impact on their body shape.

"When I was at college I used to walk home from college and....walk to college, and I lost a lot of weight and it was amazing"

Female, younger age group

They also recognise that walking can help increase your fitness levels generally. The fact that **walking a mile can burn as many calories as running a mile** surprised and pleased many women in the groups. Indeed, it carried sufficient weight to convince them that walking is their 'ideal' form of exercise. With these benefits, there is little need to think about running or more strenuous exercise.

Respondent: "If you walk a mile you'll burn so (many) calories, than if you run a mile"

Moderator: "Is that surprising?"

Respondent: "Yes it is"

Female, younger age group

There are other more **aesthetic attractions** to walking as exercise – they do not get sweaty or uncomfortable in the way they might with some higher impact exercise.

"Since attending the group I have been thinking a great deal about my health. I am looking forward to the challenge & am relishing burning calories without feeling too breathless"

Journal entry, female younger age group

For older women walking is also attractive because it is not intensive enough to leave them with aches and pains or an unacceptable level of tiredness.

It is seen by women as a simple kind of exercise. There is **very little cost to walking** and no specialist equipment is required. It is also not necessary to get to a specific location (gym or swimming pool for example) and there is no requirement for the changing and showering which is involved in many other forms of exercise.

What have you enjoyed about walking?

"It's free – no fees to pay."

Journal entry, female, older age group

As a result of these positive experiences of walking many women wanted to carry on walking after this research. The task had allowed them to identify when and where they enjoyed walking and they would now be able to carry on doing this.

"Will definitely do more of these walks... I didn't realise there were so many canal routes around our area."

Journal entry, female, older age group

When thinking specifically about the project in urban areas, **Walk & Talk** seemed to be the name that enthused women the most. This phrase encapsulates the social aspect of walking that is most attractive to women. It also has a positive impact as it is not overstressing walking as exercise, making it seem more like a social activity and the enjoyment that stems from that. As a result Walk & Talk would be particularly effective when linked to walking in pairs or groups. However, there is a feeling that this would need to be an adaptation of the traditional Ramblers' Association format.

Parents and young children

Parents and their young children are also highly susceptible to the idea of walking. Parents mention playing with children in the garden or the park or accompanying them to their sporting activity as the main way that they do exercise. The reconvened groups show that children are a huge motivator to encourage adults to walk.

During our tasks, those that walked with their children all had a highly positive experience. This is especially the case among men, who we will discuss later have a lower propensity to walk or to take up walking. The main enjoyment comes from their children's enjoyment of walking – particularly in parks and other open areas as they were able to experience and see new things. Wildlife and different animals were frequently mentioned and regarded as particularly valuable for children's education about the outdoors.

"They did enjoy it more because they'd seen things they hadn't seen before, sometimes I walk to the

shops with them, or just around the local area but with the park its like, oh I've seem a rabbit mum"

Female, older age group

Places such as Birmingham's canal also give children the chance to see scenery and places that are not as familiar to them.

"Walking along the canal because the children enjoyed it"

Journal entry, male, younger age group

"When you drive or go by bus you don't (notice) what is there. You see that there is a lot of flowers in the streets, so when you're walking you notice all these things"

Male, older age group

For many parents the feeling that they are doing something to help their children develop – and therefore **be a 'good parent'** is also a very effective motivator. Related to this are positive feelings about improving their children's health particularly at a time when healthy diets and exercise are such a high priority.

When approaching this group it seems sensible to aim at children as **they will in turn get the parents walking**. Children had been interested in the walking tasks set and their enthusiasm and enjoyment for the walks helped the participants motivate themselves to complete the amount of walking we had asked them to do.

"I told them (the children) what it was all about so they made it interesting. Oh come on Dad let's go down here. Brought them into it more you see."

Male, younger age group

Walking also allows parents to **spend 'quality' time with their children** in a way that other activities don't. In our sessions, one mother realised the usual indoor activities that she often took her daughter to, such as going to the cinema, swimming or going to children's fun centres did not allow time for her to talk much with her daughter. When they were out walking they were able to do this.

"It was different to the usual places that I take her... That was nice cos I was actually talking to her as well and we were doing things, I enjoyed that"

Female, younger age group

Parents also feel the benefit of children enjoying going out walking because **children are tired by the exercise and fresh air**. This is not only good for their health but also means that encouraging them to go to bed in the evening is no longer an issue.

Like women, parents are more likely to state that they hope to carry on doing more walking and their children play a key role in this.

*"I will definitely do this again in the future.
Everyone enjoyed themselves"*

Journal entry, female, younger age group

*"Since the task I have had more ideas about
entertaining my daughter throughout the school
holidays in a healthier and more cost effective way."*

Journal entry, female, younger age group

Not only do they want to carry on walking because the children have enjoyed the experience so much and it is good exercise for the children, but they are also thinking about the long term future of their children and are keen that they adopt healthy habits, such as walking, from an early age.

*"It's something for them to start to get into walking.
So if they start from now then as they get older
they'll probably start doing (it) more and more."*

Male, younger age group

Fathers are more motivated to continue walking by the benefits it brings to their children and their enjoyment of spending time with them than, for the physical benefits they receive themselves.

*"As I got into it, it comes easy, the walking and I
might....carry on..... going to proper places as well,
other places which I didn't happen to go to this
time, I was thinking next week we can go there"*

Male, younger age group

Mothers are also likely to continue walking for these reasons while also motivated by benefits to their own health and weight loss.

A barrier amongst parents is time – some parents find it challenging to fit walking into their busy schedules. Parents are also be put off walking as they don't think that their children will be interested – particularly as there are so many other activities to attract them. It is **getting parents and their children to start walking that will help to overcome these barriers**. The enjoyment and the benefits are easy to see once people start walking but there has to be a trigger for this.

"And going for a walk, I just didn't think she'd be interested. I thought she's going to run away... but we took our little picnic and we went to feed the ducks so there's loads more to do than I thought there was"

Female, younger age group

It seems that children are the most effective route to target parents. As such children should be the main focus of a campaign aimed at both parents and children. Younger parents find the name "**Little Legs, Big Strides**" appealing. This effectively represents the idea of children and parents walking together and also gives a sense of what could be achieved by walking – improving health, allowing children to experience new areas and letting children learn about things in the environment around them.

Schools seem the most effective marketing channel for this message. There are a number of different strands that this could take. Firstly, promoting walking generally would fit well with the current move in schools to promote healthy eating and increased levels of exercise among children.

"Speak to the headmasters, to get all the kids involved. So the kids have to take their parents out to get involved. Because you hit everyone then."

Male, younger age group

"And the schools are cracking down on health... so target it now would be fantastic"

Female, younger age group

This could be as simple as providing information through schools about places to walk in their local areas or something more complex involving more comprehensive projects or activities for children.

Secondly, a more specific slant could be to focus on promoting walking to school – a number of parents identified that they drove their children to school everyday, this would help build walking into the people's daily routine and will benefit both the parents and the children.

Men

This final group are possibly going to be the **hardest to convert to walking**. Within this group, younger men are undoubtedly the least receptive to walking as a form of exercise.

For the majority of men, the main benefit is that they find it relaxing and it gives them some time to think.

Moderator: "What bits did you enjoy about walking?"

Respondent: "Gives you time to think about things. Helps you unwind before you get home."

Male, younger age group

"Good to relax and gather my thoughts"

Journal entry, male, older age group

Having some time to themselves and using this **time to think** seems to be the main motivator for encouraging men to walk. This seems to be particularly attractive at times when they are feeling high levels of stress and need to relax. Walking on their own can give them the time to escape this. Going for a walk after a busy day or week at work gives men an opportunity to wind down mentally as well as physically.

"A very stressful day at work – walking in the park is nice and peaceful."

Journal entry, male, older age group

Being out in the fresh air can also be enjoyable for some men. There is a feeling that being outdoors is something that is missing from their lives and the experience is invigorating and refreshing.

"Now it's nice getting out in the fresh air. Actually you notice it more in the mornings"

Male, younger age group

Overall, men have the least positive attitude to walking. In our sessions, men walked to complete the task but did not gain the same level of enjoyment as parents or women. Some even found it tedious or boring.

"I prefer to play sports and to be more active than just walking; it doesn't occupy my mind enough to be honest."

Male, younger group

"I was doing the paper round with my son to complete the sheet"

Journal entry, male, older age group

Men also seem less likely to consider walking instead of another way of travelling – particularly driving – as they perceive walking to be more time-consuming and even awkward. Men are **often more tied to their cars** than women – feeling that there is no point in walking if they can drive.

"I got off the bus earlier at different stops. That didn't seem to make a difference but when I did it on the way to work... which I won't do that again. Rushing along and you miss the bus and you're late for work."

Male, younger group

Men also differ from women in appreciating the social aspect of walking. Men like to have a partner in the gym or to go jogging with but they are less likely to walk with other people. It was harder for them to persuade others to walk with them, they do not feel that they would suggest going for a walk with their friends, particularly other men.

"My best mate was complaining cos he's a lazy bugger. He was getting annoyed that he had to walk, cos he just drives."

Male, younger age group

Men are less likely to feel the physical benefits of walking and are also less likely to find that walking poses a physical challenge to them. Men **do not feel walking is strenuous enough** to have an impact on their level of fitness. There is a feeling that if they are not sweating and really feeling the effect of the activity they are doing it cannot be having the same effect. Therefore, for men to benefit from walking they believe they will have to walk a long way and/or for a long period of time.

"I think I'd have to probably walk five, ten miles to do the same, lots of exercise..."

Male, Older age group

In line with the idea you have a walk a long distance for it to have an impact men are more likely to be motivated to walk by events such as challenge walks or hikes over long distances often covering rough terrain, such as hills or mountains. They may not undertake these kind of walks regularly but they enjoy the sense of satisfaction and achievement that comes with completing a walk of this kind.

"Last year a group of us at work decided to do the Yorkshire Three Peaks, which is a lovely walk."

Male, older age group

For men the level of walking also seems to be linked more closely with age. Amongst younger men some are ready to reject walking almost completely. However, they are aware that in the future they might not be able to do the kinds of exercise that they currently prefer – higher impact activities such as jogging, playing football and martial arts – and that this would necessitate a shift towards less high impact activities, such as walking. For most men this is something that is quite a way into the future.

"I think walking is more beneficial to older people, because if you're about 60, 70 that little bit of walk... That little walk down the shop could help you."

Male, younger age group

As such, **older men are much more likely to respond to a walking message.**

The choice of name for this focus of the project is less clear but the two most preferred were **"Walk the Walk" or "Get Walking"**.

"Keep Walking" is rejected by most people as they associate it with motivating people to carry on walking, when the key problem identified is getting people to start walking. "Get Walking" is viewed particularly positively by the older group – it is liked by nearly all the groups as it feels encouraging and meaningful. "Walk the Walk" is also considered very positive and for some of the men it was attractive in its straight forwardness – there is no need to talk and discuss what you're doing just get on and walk. "Walk the Walk" adds a slightly macho image to an exercise that is currently not taken very seriously.

An important part of the programme for this group would be **highlighting the health benefits** of walking in order to try and combat their suspicion of walking as a less effective form of exercise – they need to be convinced that regular walking will have an impact on their levels of fitness.

Appendices

Discussion guide – Group 1

Promoting walking in deprived communities – Group 1

FINAL DISCUSSION GUIDE

Research objectives:

- Understand better the motivations and barriers to exercise (especially walking) in deprived communities
- Explore understanding of the issues related to lack of exercise e.g. risk of heart disease, obesity etc. and the corresponding benefits of exercise
- Examine perceptions of current provisions for exercise and walking e.g. local green spaces
- Assess the resonance of your new initiatives, marketing materials, logos and mascot, and ultimately establish which are most likely to have the most positive impact on numbers of people walking
- And finally, understand how opinions differ across different communities.

Notes to moderator:

- Look out for mentions of walking throughout
- Probe for differences between exercise in general and walking throughout the discussion

Discussion Areas	Notes	Timing
1. Introductions		5 mins
Introduction Thank respondents for coming Introduce self, note taker. Role of Ipsos MORI – researcher, gather all opinions (Independent and confidential) Explain purpose of research. All opinions valid, disagreements OK Housekeeping - toilets, fire exit, refreshments, mobile phones Get permission to record Ice breaker: Names and a little bit about what kind	 Orientates people, gets them prepared to take part in the discussion Outlines the ‘rules’ of the discussion (including those we are required to tell them about under MRS and Data Protection Act guidelines)	

of exercise you most enjoy? How often? What do you enjoy about it? Remember to probe for amount of walking.	Gives people a chance to start interacting	
Current exercise behaviour		10 mins
<p>I would like to talk in more detail about the types of physical exercise you are currently doing</p> <p>What kind of exercise do you do?</p> <p>How often?</p> <p>Do you enjoy doing those things? Why do you enjoy them?</p> <p>Where do you do them? PROBE: What facilities are there in this area/community? What do you think of them? What more would you like to see provided?</p> <p>What types of exercise have you done previously? Why did you stop doing this? What changed? LOOK OUT FOR MENTIONS OF WALKING THROUGHOUT – If there is no mention of walking then:</p> <p>What about walking? Do you think of walking as exercise? Do you enjoy it? What kind of situations encourage you to walk?</p>		
What motivates people to exercise?		10 mins
<p>What motivates you to exercise? What makes you want to do it? What encourages you to start or to do more? PROBE: General and specific motivations – eg. what makes you exercise after a long day at work and why did you decide to do that exercise in the first place?</p> <p>Are there different motivations for different types and times of exercise eg team sports compared to exercising alone?</p> <p>Is this different for walking?</p> <p>EXPLORE THE REASONS THAT PARTICIPANTS GIVE – Look out for comments about walking and explore these fully</p>		
Barriers to exercising		10 mins
What stops you from exercising? PROBE: For general and specific reasons – what stops you from starting something, what makes you give up? What		

<p>makes you miss a session?</p> <p>Are these issues different for different types of exercise? Eg team sports compared to exercising alone?</p> <p>How important is safety and security? PROBE: Is this particularly so for certain kinds of exercise? What are these?</p> <p>How important is access to facilities and resources? PROBE: What is particularly important? Eg. Somewhere that is convenient for where you live or work and the cost of these facilities? PROBE: Any natural resources? Parks? Or open space?</p> <p>What about walking? PROBE: Are these the same kind of barriers or different?</p> <p>What kind of areas are there where you can walk in Birmingham? Parks? Open space? Our outside Birmingham – countryside?</p> <p>Explore other barriers that participants mention – Look out for issues relating to walking</p>		
<p>Volunteering</p>		<p>5 mins</p>
<p>Do you do any voluntary work related to physical exercise or sport? (For example working with a children’s or youth sport team. Voluntary work or volunteering is classed as something for which you give up your own time and do not receive any payment for this.)</p> <p>Any non-physical activity related voluntary work? PROBE: Who for? What kind of work?</p> <p>What motivates you to do this? (focus on physical activity related volunteering) Why are you not involved in this kind of activity? What would encourage you to become involved?</p> <p>Do you know other people who do any sports related voluntary work?</p>		
<p>Understanding of the benefits of exercise</p>		<p>15 mins</p>
<ul style="list-style-type: none"> • Assess people’s perceptions of importance of exercise. • What are the implications of not doing enough exercise? PROBE: Impact on health and general well being 		

<ul style="list-style-type: none"> • Do you do enough exercise? How much do you think is enough? PROBE: If yes do enough, why do you say that? If no, don't do enough, why do you say that? • Cover the benefits of exercise and the implications or risks of not doing enough exercise – health probs etc. SOME INFO TO SUPPORT THIS AT THE END OF THE GUIDE. MODERATOR TO PICK SUITABLE FACTS/FIGURES FROM THIS • What surprises you most about the things you have just heard? What is most revealing? Is it interesting to you? Do you want to know more? • Does this change the way you feel about exercise? Might it change your approach? PROBE: In the short or the long term? • How does this relate to the motivations and barriers that we spoke about earlier? 		
<p>Attitudes to Walking</p>		<p>10 mins</p>
<ul style="list-style-type: none"> • Show images of walkers – which do you identify as image of 'walkers' or walking? • Which do you identify with yourself? • How often do you walk? PROBE: What kind of walking do you do? Where do you walk? What kind of places? • Are there differences between walking to get somewhere and walking for pleasure (or as an activity eg going for a walk) PROBE: Why do you say that? • Are you aware of other people walking? PROBE: Friends? family? Colleagues? Where are they walking? • Do you walk with other people? PROBE: Who else? • Has the amount/ level of walking changed during your life? PROBE: Perhaps the 		

<p>differences between walking as a child or an adult? Influence of how often your parents walked?</p> <ul style="list-style-type: none"> • What impact do circumstances have? PROBE: Where you live? Where you work? What access to transport you have? • Explore reactions to HEALTH, STRESS and CLIMATE CHANGE are they appealing? Why? 		
<p>Communications from the Rambler's Association</p>		<p>20 mins</p>
<p>IMAGE – I would like you to think about the Rambler's Association – what words would you use to describe them? What's the first thing that you think of? What kind of impression do you have?</p> <p>Give out Rambler's materials. Explanation of materials if needed</p> <p>What are people's initial reactions? Good, bad, or indifferent? PROBE: for different functional and emotional attributes</p> <p>Explanation of initiatives if needed</p> <p>What are they telling you? What image do they give you?</p> <p>Do they surprise you? PROBE: Do they live up to expectations or different from what you would expect (of Rambler's Association)?</p> <p>Would they encourage you to walk more?</p> <p>Do they appeal to people like you? How much information? Too much or too little?</p> <p>What do you like about them? PROBE: What else?</p> <p>What would you change about them? PROBE: What else?</p> <p>Where would you expect to see these? Why? Is this the best place for them?</p>		
<ul style="list-style-type: none"> • Wrap up and explanation of tasks 		<p>5 mins</p>
<ul style="list-style-type: none"> • Thank respondents for contribution 		

<ul style="list-style-type: none"> • We have been talking about walking and your impressions and experiences of walking. • Between now and when we come together again we would like you to complete some fun and enjoyable tasks for us: • The aim of these tasks is to encourage you to do some walking but also to ask you to talk about walking with your friends and family. • Explain about booklet and give overview of tasks: • 1. During these 2 weeks walk for more than 30 minutes 3 times a week. If possible walk for 30 minutes continuously and walk somewhere that you wouldn't normally walk – this walking can either be to get somewhere or walking in your free time/for pleasure. Try and walk somewhere you would normally drive or take the bus eg to the shops. Please get your friends and family walking with you. • 2. Take photo's of people walking, of places where you have been walking and of other images of walking (including you walking) – try and get an idea how much walking takes places in the area where you live • 3. Keep a journal about your thoughts about walking – how you feel when walking, what's different about it from how you normally travel, has anything surprised you? • 4. Talk to friends and family about how much walking they do – what do they think about walking, why do or don't they walk – thoughts and ideas from these discussions also to be recorded in your journal. • Explain about bringing evidence of completed tasks to next group – stress that we want this to be fun for you – shouldn't be like homework. We will talk about the information you gather during the next group where we will explore some of these issues in greater depth. 		
<ul style="list-style-type: none"> • Thank and Close 		

<ul style="list-style-type: none">• Thanks respondents for coming and distribute incentives• Reveal client if asked by participants		
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Discussion guide – Group 2

Promoting walking in deprived communities – Group 2

FINAL DISCUSSION GUIDE

Research objectives:

- Understand better the motivations and barriers to exercise (especially walking) in deprived communities
- Explore understanding of the issues related to lack of exercise e.g. risk of heart disease, obesity etc. and the corresponding benefits of exercise
- Examine perceptions of current provisions for exercise and walking e.g. local green spaces
- Assess the resonance of your new initiatives, marketing materials, logos and mascot, and ultimately establish which are most likely to have the most positive impact on numbers of people walking
- And finally, understand how opinions differ across different communities.

Notes to moderator:

- Any particular issues that come out eg. Walking not seen as exercise
- Any facts or information that surprise people
- How did people deal with idea that Birmingham is not a nice place to walk
- What about use of car and walking instead of driving?

Discussion Areas	Notes	Timing
1. Introductions		5 mins
Introduction Thank respondents for coming Introduce self, note taker. Role of Ipsos MORI – researcher, gather all opinions (Independent and confidential) Explain purpose of research. All opinions valid, disagreements OK Housekeeping - toilets, fire exit, refreshments, mobile phones Get permission to record Reminder of names and let us know what you have	 Orientates people, gets them prepared to take part in the discussion Outlines the 'rules' of the discussion (including those we are required to tell them about under MRS and Data Protection Act guidelines) Gives people a chance to start interacting	

been up to in last 2 weeks		
2. Review of tasks – photos		10 mins
<p>ALL TO SHOW PHOTOGRAPHS TAKEN AND EXPLAIN THE REASONS BEHIND THE SHOTS</p> <p>PROBE:</p> <ul style="list-style-type: none"> ▪ What do they show? ▪ Where were they taken? ▪ What prompted you to take them? ▪ Anything you wanted to photograph but didn't? <p>EXPLORE FULLY</p> <p>What other images of walking have you seen over the 2 weeks?</p>		
3. Review of tasks – walking yourself		10-15 mins
<p>ASK TWO PEOPLE TO TALK THROUGH JOURNAL</p> <p>Over the 2 weeks we have asked you to go out walking on a number of occasions – I would now like to talk about your experience of this walking:</p> <p>PROBE:</p> <ul style="list-style-type: none"> ▪ How often have you been walking? ▪ Where did you go? ▪ Who with? ▪ Have you enjoyed it? Why? ▪ Was it challenging? Why? <p>How has this been different from normal 2 weeks of exercise?</p> <p>What have you done differently? PROBE: How did you feel about it?</p> <p>What was different about walking on journeys that you usually complete by car/bus?</p> <p>How did you feel physically? Have you noticed any difference in how you feel?</p> <p>How did you feel mentally? Have you noticed any difference in how you feel?</p> <p>Did you feel differently throughout the two weeks? PROBE in what way? Did you feel better or worse as the weeks went by?</p> <p>How do you feel about walking now? PROBE Is this differently from what you felt before?</p>		

<p>4. Review of the tasks –Talking to others</p>		<p>5-10 mins</p>
<p>We asked you to speak to other people about walking and their opinions of walking. What do you friends and family think about walking? EXPLORE OPINIONS – RECORD ON FLIP CHART (ESPECIALLY PROBE OLDER GROUP ON THIS)</p> <p>Do they walk? PROBE where? Who with? IF NOT why not? Do they enjoy walking? PROBE Why/why not?</p> <p>Did you find opinions of walking differ among different groups of people? PROMPT: People with children, younger people, elderly people etc.</p> <p>How do these differ from your own opinions of walking? PROBE why is that?</p>		
<p>5. Revisit the motivations and barriers</p>		<p>10 mins</p>
<p>Remember back to the motivations and barriers that we spoke about in the previous groups SHOW FLIPCHARTS FROM PREVIOUS GROUP MOTIVATIONS & THEN BARRIERS</p> <p>Which of these have stayed the same? PROBE: Why? Which of these have changed? PROBE: Why?</p> <p>Now you have completed the tasks what would prevent you from carrying on walking? PROBE ON HOW RELATES TO GENERAL BARRIERS DISCUSSED EXPLORE SAFETY, PERSONAL SECURITY, LACK OF NICE GREEN SPACES, PREVALENCE OF CAR ETC.</p>		
<p>6. Behaviours & attitudes to walking – changes</p>		<p>15 mins</p>
<p>Do you think that the amount of walking you will do will change? PROMPT: Increase or stay the same?</p> <p>Do you think that this change will last? Why / why not? In the future, will you walk with other people? PROBE Who will this be? Why? Do you think you will walk in different places? Where?</p>		

<p>Will you walk for different reasons? PROBE: walking for pleasure or walking to get somewhere (particularly instead of driving) Why will you make this change? PROBE: for reasons, physical benefit, cost, reducing car use, psychological benefit</p> <p>REVISIT IMAGES OF WALKERS</p> <p>Which of these do you identify with? PROBE why? CHECK WHETHER CHANGED SINCE FIRST GROUP PROBE FULLY ANY CHANGES.</p> <p>OVERALL, do you think your attitude to walking has changed as a result of this experience? PROBE: In what ways? Has this been good or bad? Why?</p> <p>How do you now feel about walking as exercise? PROBE: we said last week it didn't feel like it for some? Why?</p>		
<p>7. Communications and messages from ramblers</p>		<p>20 mins</p>
<p>a. Perceptions of RA</p> <p>Thinking about the Ramblers' Association – what words would you use to describe them? PROBE What do you think of?</p> <p>Overall, what impression do you have of them? PROBE Why do you say that?</p> <p>How are the Ramblers different from your perceptions of what walking is? Why is that?</p> <p>Have your opinion of the Ramblers' Association changed during the 2 weeks? PROBE: Why? Why not?</p> <p>b. 3 sets of flashcards</p> <p>The RA is considering some new advertising and promotion. For this they need a new look.</p> <p>What do you think of these as potential looks for the RA? Why do you say that?</p> <p>What do you like about them? Colours? Font? Overall style?</p> <p>Which fits best with the image and purpose of RA? Why?</p>		

<p>Which would be the best image for the RA to present to people? Why?</p> <p>Is this different from which fits them? Why</p> <p>c. Leaflet covers</p> <p>Do they appeal to you?</p> <p>What kind of message are they giving you?</p> <p>What do you like about them?</p> <p>What do you dislike about them?</p> <p>Where would you expect to find these leaflets?</p> <p>d. Mascots (cover with first group)</p> <p>These mascots have been designed as potential promotional materials for the RA to appear around towns and cities like Birmingham.</p> <p>What do you think of these? PROBE: Do they appeal to you?</p> <p>What kind of messages are they giving you? Why is that?</p> <p>Are they likely to make you want to walk? Why?</p> <p>Would you associate them with the Ramblers?</p> <p>Would the mascot have more of an impact on you if it was very high/ tall (for example 20 feet)? PROBE: Do you think it would make you more likely to attend an event? Would it affect other people you know?</p> <p>Why would it attract you?</p> <p>e. Take 30 & Welcome to Walking (IF TIME)</p> <p>These are the leaflets that we gave out in the last session – I would just like to discuss them in a little more detail.</p> <p>What do you like about them? What appeals to you?</p> <p>What don't you like about them?</p> <p>Are they more appealing now than they were last week? Why do you think that is?</p> <p>How do you think they should be used? Where would you like to see them?</p>		
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Thank and Close		5 mins
<p>If I had to take one message away from today about how to get more people walking in Birmingham, what would it be?</p> <p>PROBE is this different for you, your family or your friends?</p> <p>Anything else?</p> <p>THANKS RESPONDENTS FOR COMING AND DISTRIBUTE INCENTIVES</p>		

Research designed and conducted and report written by Jenny McNeill, Dan Young and Kate Bewick of Ipsos MORI. J28425, September 2006.

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