

Savanta:

Sizing the prize for sport

Through Behaviour
Change Modelling

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make better decisions

Strategy for behaviour change

Whether it's participating in sport to drive health and wellbeing, watching sport on tv or attending a game; sporting events, policy makers, sporting bodies, local authorities and the media all want to understand the current levels of engagement to strengthen partnerships.

As humans, we all know that however good our intentions, behaviour change doesn't happen overnight. Also, just because we're not currently demonstrating a behaviour, doesn't mean that we never will. All behaviour change goes through clearly defined psychological stages that pre-empt any measure in behaviour change – however, conventional research approaches often focus on the end goal (likelihood to do or buy something) without recognising the importance of measuring where people are on their behaviour change journey.

By using our academically-grounded Behaviour Change Modelling approach, we can see where the behaviour trend is heading. We focus on where behaviour is currently, and overlay our proprietary analytical modelling on top of this – allowing us to provide specific strategic direction on which

interventions/approaches will encourage the adoption of certain behaviours (e.g. take up exercise).

This model can be applied to the sport and leisure sector, for example in order to understand the 'Size of the Prize' for sport participation or viewership. Initially you would need to know how many people are currently demonstrating the behaviour, or are on the cusp of doing so. The beauty of Behaviour Change Modelling is that it also provides specific direction on which sorts of messages will encourage change in behaviour, and identifies the barriers to making these changes. This allows strategy, marketing and innovation teams to understand not only the current behaviour landscape, but also how to engage and influence most effectively.

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Harnessing behavioural economics and intuitive thinking using our academically grounded behaviour change modelling approach.

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How it works

By using the Behaviour Change Model (BCM), we can begin to understand the journey people go through when deciding to adopt a behaviour – for example, likelihood to take part in a new sport. We can understand the potential motivators and barriers at each stage in their journey to take part. This enables us to develop compelling messaging and benefits to move them through this journey.

BCM categorises people into five stages of behavioural change, where 'it' is whatever behaviour we want to measure e.g. exercising regularly, participating in a new sport, watching a sport on TV or going to a live game.

Through understanding where people are on their journey, and their experiences towards this behaviour, we can understand how to nudge them along. Statistical modelling is then used to understand which sorts of interventions people need, to encourage them to move from one stage to the next.



01

Pre-contemplation

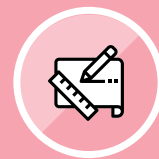
Never done it,
don't plan to



02

Contemplation

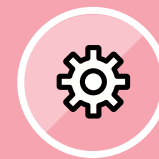
Never done it,
but open to it



03

Preparation

Never done it,
planning to start



04

Action

Been doing it
but only recently



05

Maintenance

Been doing it
for a while

We know it works

Some examples of where
it's been powerful



01 Using BCM to assess the impact of a campaign on behavioural change

In order to understand the reception and impact of This Girl Can, Sport England commissioned an in-depth cohort study. The cohort study sat alongside a quantitative tracking study, with the overall objective of understanding, in greater depth, the campaign impact on women in the UK and any related change in behaviour, as well as a greater understanding of the activity journey.

The study involved 3 stages across a 7 month period with 48 women from across the UK:

Stage 1: Research Clinics with all participants to gain an understanding of current attitudes and behaviour in relation to activity and sport. Behaviour Change Model (BCM) implemented to define pre-exposure journey stage

Stage 2: Online Forum involving monthly diary/bloggging tasks designed to help us understand how attitudes and levels of activity change over time.

Stage 3: Follow-up interviews with representative participants to better understand the activity journey. Final BCM implemented to identify participant pathways.

The study successfully followed the cohort across the 7 months, uncovering women's journey into activity and the key points at which This Girl Can played a role in influencing behaviour change. Monthly reports were also able to highlight immediate reception and feedback from women to help inform campaign development.

02 Using BCM to investigate current interest and viewership of women's football to understand size of the prize

Our client wanted to undertake research in order to understand current awareness and interest in Women's football, and Women's International club competitions. The client wanted to understand expectations of Women's football from audiences, awareness, interest, drivers, barriers, and profile those interested in Women's Football and club competition. The Behaviour Change Model was used to understand the size of each of the 5 groups, and therefore the potential for growing interest and viewership of Women's football. The overall aim was to grow the audience for Women's football and Club competitions and increase engagement.

The approach for this research involved a nationally representative survey across seven markets – UK, France, Germany, Sweden, Spain, Czech Republic and Italy. The survey covered the following: Profiling / Attitudes towards sport / Awareness of sporting competitions / Behaviours and interaction with sport.

The research was able to provide substantiated evidence for: Profiling audiences / Maximising reach of Women's football / Optimising engagement and messaging / Identifying key touch-points for engagement.

Savanta:

Savanta is the full-service global market research and data insight company that helps businesses make better decisions.



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