



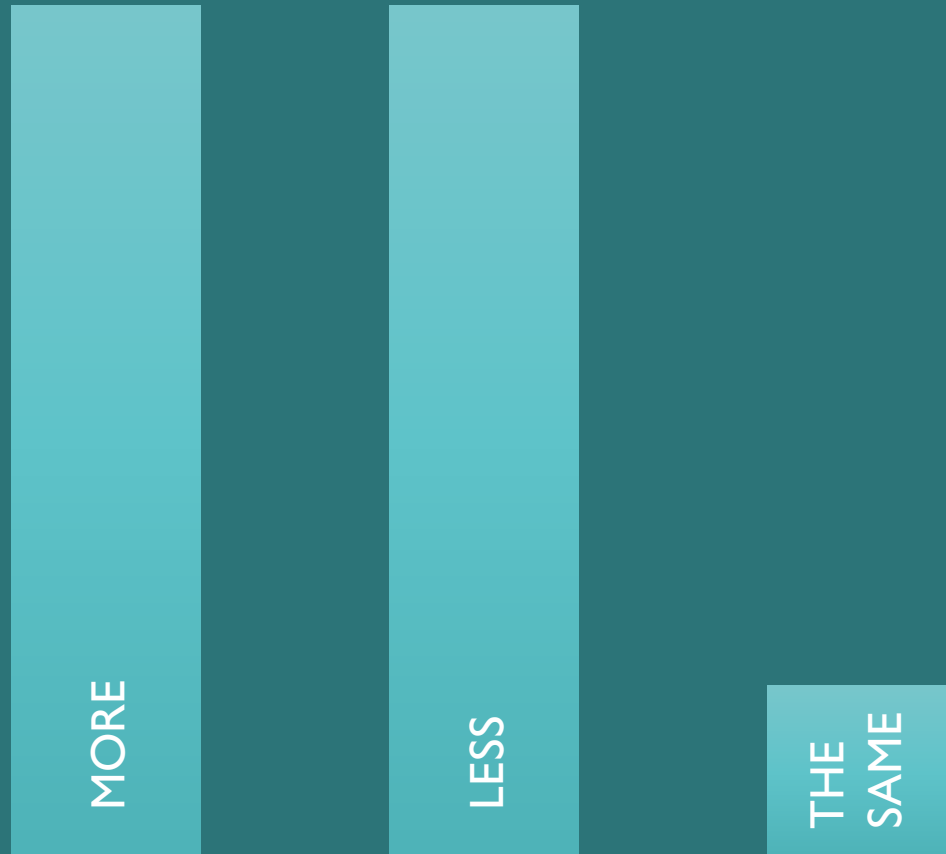
ONEMS
MINUTE SILENCE



EXERCISING IN LOCKDOWN

26 MAY 2020

SPLIT CAMP ON AMOUNT OF EXERCISE IN LOCKDOWN



"WOULD YOU SAY YOU ARE DOING MORE OR LESS EXERCISE SINCE LOCKDOWN STARTED?"

Those who are doing less exercise typically played regular team sports or were regular class goers



Before lockdown I would do weights or pilates classes at the gym four times a week
Maggie, older



Having time to exercise is a positive element of lockdown



Before I had to fit training into my working life. Being furloughed has given me the time and freedom to exercise whenever I choose
Angela, younger children



WHY CONTINUE TO EXERCISE THROUGH LOCKDOWN?



“When I get back to the gym I want to feel confident I can do my normal routine”

MAINTENANCE



- “Using this time to get rid of my mum tum”*

INSPIRATION



“Brought the dumb bells to help kill time and not get lazy and complacent”

COMPULSORY

SPORTS EQUIPMENT A NECESSARY EXPENDITURE DURING LOCKDOWN



I have bought a weight bench, kettlebells, battle rope, plyometric box and a balance board



Yoga blocks and resistance bands to use with my online yoga tutorials



VIRTUAL EXERCISING HAS COME OF AGE

Online classes from
a local
personal trainer

Online yoga
subscription

Joe Wicks

Online to search what
I wanted to achieve,
then bought the
equipment

MISSING THE MOTIVATION



*Missing the folk from
my classes*



MISSING THE ROUTINE

COMPANIONSHIP THROUGH EXERCISE IS SORELY MISSED



*I miss having others around
me to push me*



MISSING FRIENDSHIP



*I miss my bike ride into
work, good for me mentally
and physically*



EXPLORING COUNTRYSIDE AND EXERCISING WITH FAMILY AN UPSIDE OF LOCKDOWN



Family bike fun!

Distance

6.42 km

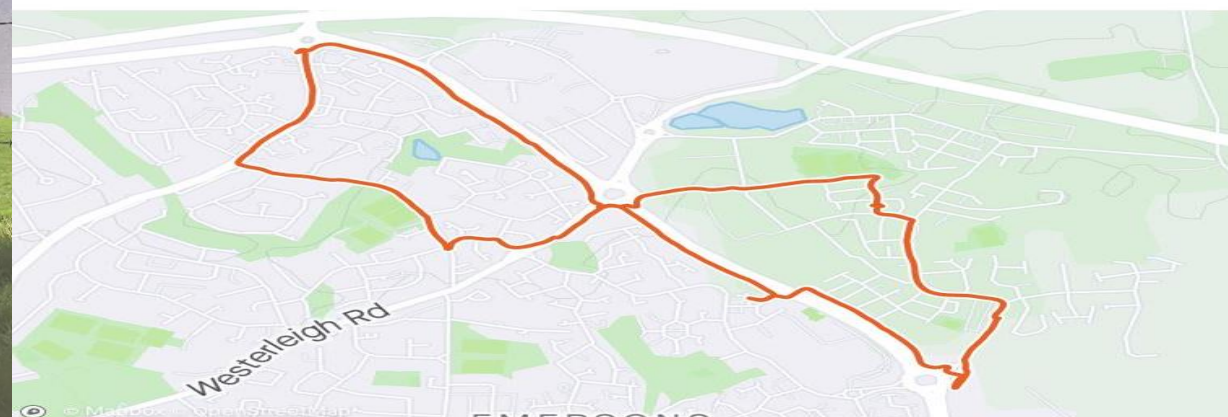
Elev Gain

40 m

Time

40m 19s

Achievements



BEST FOOT FORWARD?



Lockdown has heralded a new relationship with exercise. Rekindling the love for exercise has been one of the positives of lockdown

Desire to keep up the good exercise habits post lockdown : will lockdown ultimately have a beneficial effect on the UK's obesity crisis?

Heightened reliance on online instruction and excitement for their suite of in home equipment. What will this mean for gym membership going forward?

Aspiration to keep re-engaging with countryside and their local geography



We can facilitate thoughtful, agile research to help businesses navigate through uncertain times.

For more of our approaches, and our Lockdown outputs www.one-ms.com



Annual Conference 2016
Finalist Finalist
Best Overall Contribution



AQR PROSPER RILEY-SMITH
QUALITATIVE EXCELLENCE AWARD 2015
FINALIST





ADRIAN, 39

A pensions advisor, living with his wife and 2 children



MAGGIE, 57

After taking early retirement, she volunteers and keeps bees (along with various 'crafty' hobbies)



RHIANNON, 32

A self-employed jewellery designer, living alone in Birmingham



RACHEL, 39

Living alone, and working as a PA for a managing director



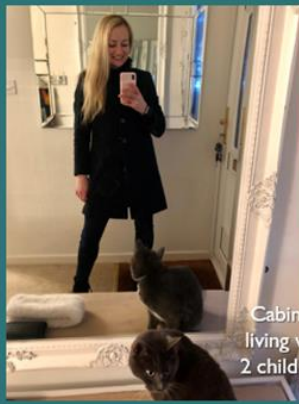
MATT, 40

A Projects Director in an engineering consultancy, with 2 small children, living in Birmingham



ANDY, 61

Retired (but 'just as busy, if not busier than before!') and living with his partner in Bristol



ANGELA, 39

Cabin crew for Virgin, living with her partner, 2 children and their cat



KAREN, 52

Works in the pastoral team in a school and has two children



JAMES, 37

A sales manager, used to travelling across the country, living with his partner and their young son



JARED, 37

A primary school PE teacher, living in Twickenham with his wife and 2 cats. Currently recovering from Coronavirus – a "gruelling and frightening experience"



STELLA, 33

A part-time finance manager, part-time housewife living with her husband, a toddler and a new-born in London



GREG, 54

A salesman, supplying and installing graphics and branding for Chelsea Flower Show. Lives alone in London

LIFE IN LOCKDOWN

An 8 week ongoing project with a small panel based across the UK

A mix of ages, lifestages and working status (including furlough)