

# Oakfield Community Group

The Pilot • 48 people  
Cycle: 1—30 March 2026  
Prepared 2 April 2026

88%

still active at day 30

71%

of habits held, kept on most days

84%

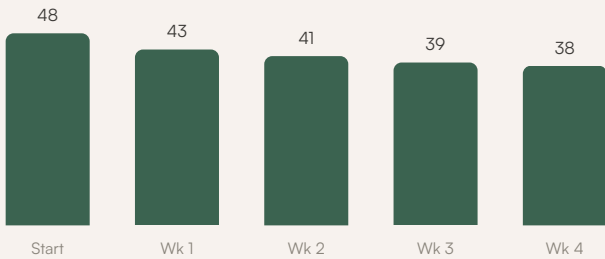
kept a change they expect to continue

+71

net sentiment score, day 30

## Participation that holds

Active people, by week



Active people, this cohort • most programmes fade by week three

Most group challenges fade by week three. This group held 88% of joiners to day 30.

# 26 people

missed three or more days and came back. No streak was lost and no one was reset to zero. Recovery is built into the design.

## Habits kept

Share of people keeping each, on most days • 2.4 habits per person on average



1,290

check-ins over 30 days

4.1

check-ins per person, per week

78%

of days the daily read was opened

<2 min

average daily time in the app

### THE DAY-30 PULSE

*"I've kept at least one change I expect to continue."*

84%

agreed or strongly agreed

+71

net sentiment score

### ESTIMATED IMPACT, PER YEAR

£5,120 saved • 1,460kg CO<sub>2</sub>e avoided • 3,900 single-use items, per year.

Indicative estimates from UK averages, projected from habits held to day 30. Not audited. Participation and habit figures are measured.

USE IT IN

A funder update

Your AGM

Just for yourselves

Aggregate only. Check-ins stay on each person's device. There is no individual reporting, and no way for us to build it. This is an illustrative sample; figures are shown to demonstrate the format.

Calm Progress