

Supplementary file 4. Explanation and result on GoZones by sedentary and/or inactive adults and healthcare professionals

A GoZone is a bivariate plot used to show the rating of statements based on combinations of ratings. Each statement is presented by a number. The number is comparable with the number of statements in Supplementary file 1 and 2. The color of number represents to cluster. The plot is divided into quadrants, defined by the overall mean rating along each axis. The upper right quadrant are the statements which score the highest on both rating e.g. feasibility and effectiveness. The left lower quadrant are the statements with the worst scoring on the combination of the two rating e.g. feasibility and effectiveness.

GoZone effectiveness/changeability (adults)

Most of the statements were spread over the GoZone, however for cluster 7 'Work environment and workplace initiatives for PA' almost all statements were scored low effectiveness and low changeable, expect for Financial support by getting a cycling allowance (99) and A positive work environment that encourage you to interrupt your sitting behavior (114) which seems highly effective and changeable.

Cluster 5 'Home and outdoor PA ideas' were all in the upper right quadrant except for the statement Designate a space in your home as a workout area (19) which was in the lower left quadrant meaning scoring low on effectiveness and low changeable.

GoZone effectiveness/feasibility (adults)

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Cluster 6 'Daily routines and goal setting for PA' showed high effectiveness and feasibility scores for almost all statement. Statement Set daily physical activity goals but focus on small achievable goals (105), Make an analysis of your home environment and write down possibilities to sit less (56) and

Active start of the day i.e. plan physical activity before you go to work (67) were also highly feasibility but slightly lower effective

GoZone effectiveness/enjoyment (adults)

Most of the statements were spread over the GoZone however for Cluster 10 'Organizational and stress management for PA' scores high for effectiveness and enjoyment. Cluster 9 'Digital tools and technology' were mostly perceived as low effective and low on enjoyment.

GoZone changeability/feasibility (adults)

In the upper right quadrant cluster 3 'Awareness of the benefits & motivation regarding PA' except awareness of an improved physical condition (4) and try out different types of sports to explore what you like (25). Cluster 1 'Work-life balance with life meaning a physical active life' and cluster 5 'Home and outdoor PA ideas' cluster 6 'Daily routines and goal setting for PA' and cluster 9 'Digital tools and technology for PA' scored high on changeable and feasibility.

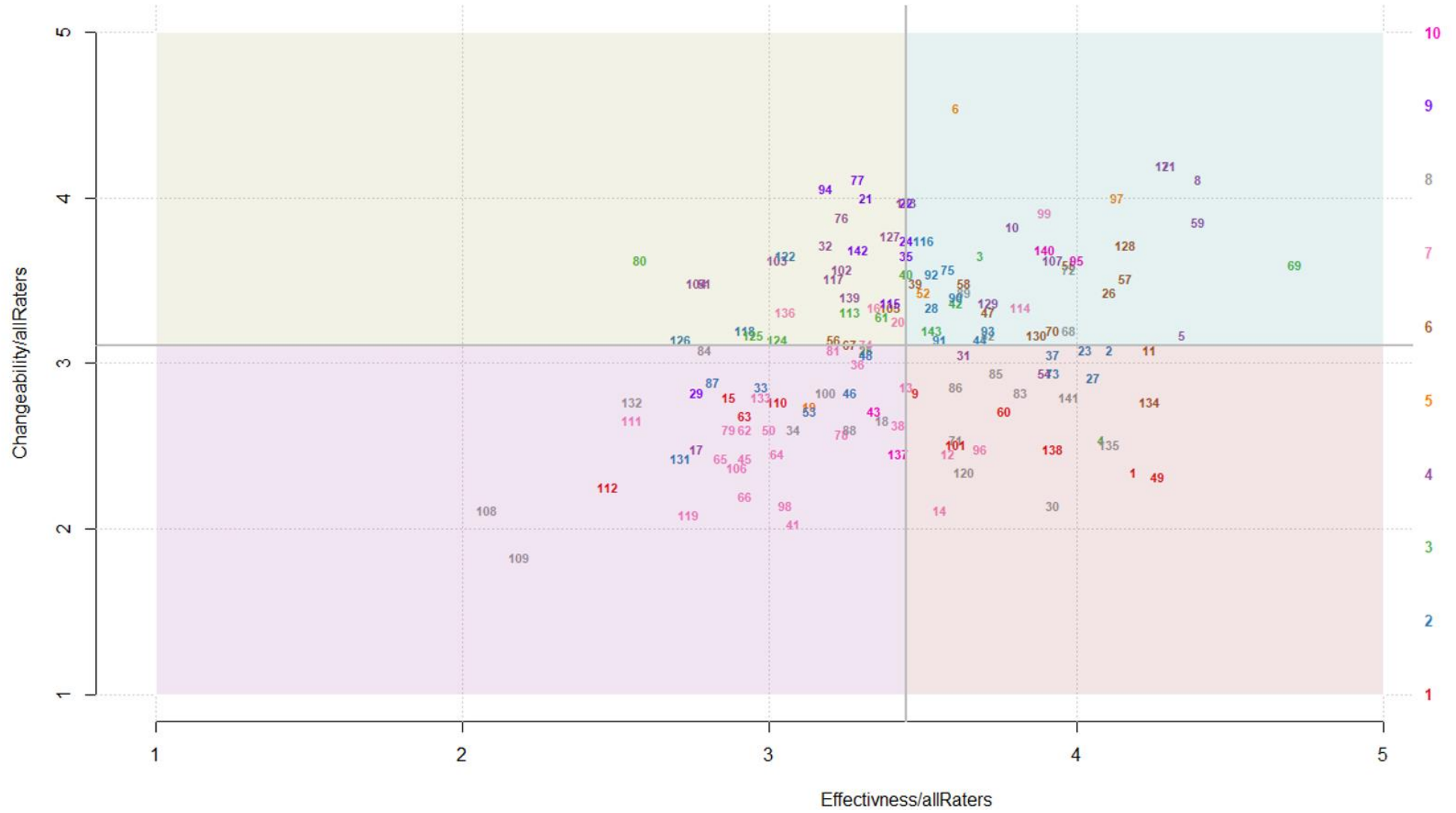
GoZone feasibility/enjoyment (adults)

In these GoZone, all statements were spread over the graph and no clear clusters were identified in one of the quadrants.

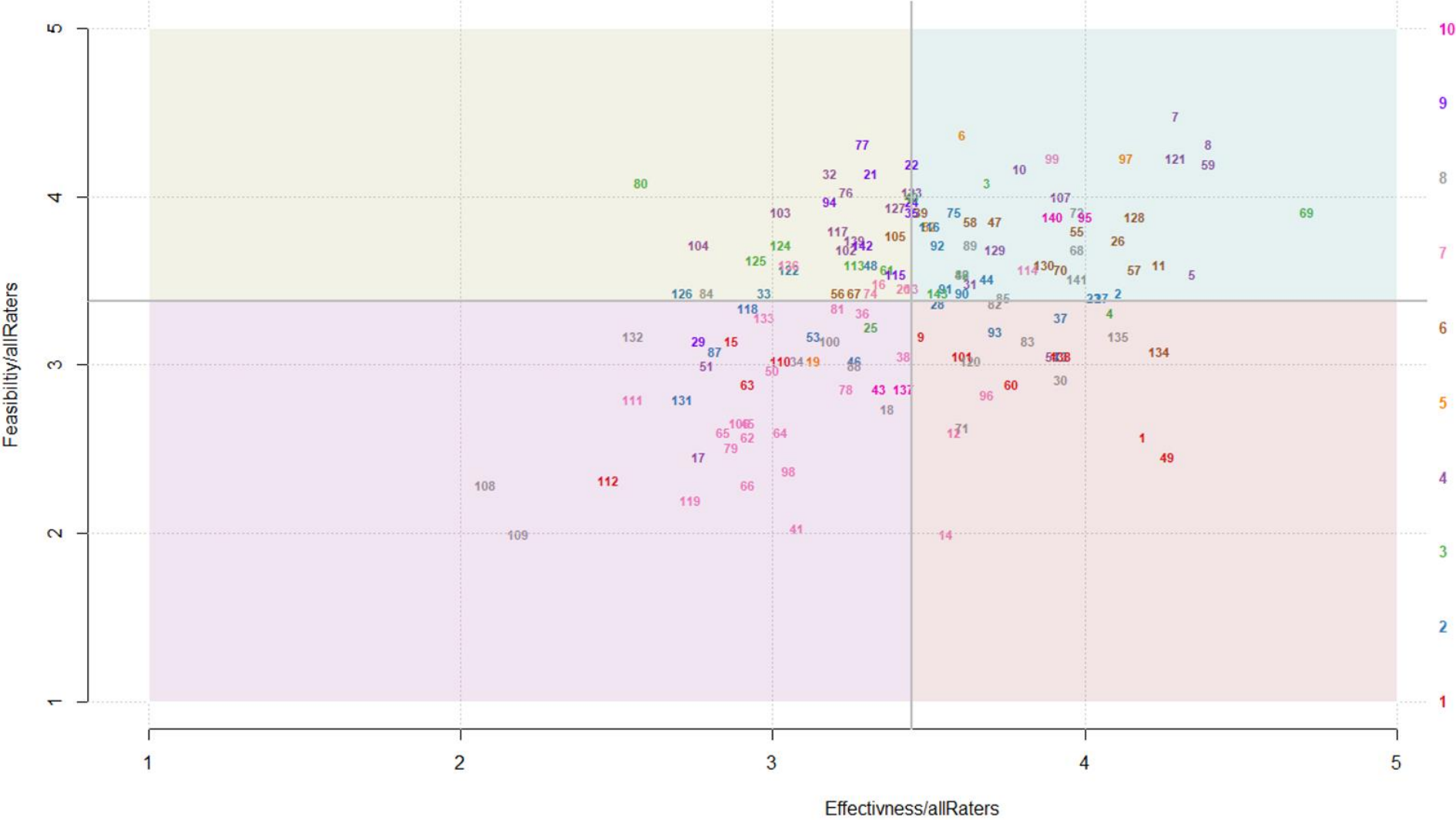
GoZone changeability/enjoyment (adults)

In these GoZone, all statements were spread over the graph and no clear clusters were identified in one of the quadrants.

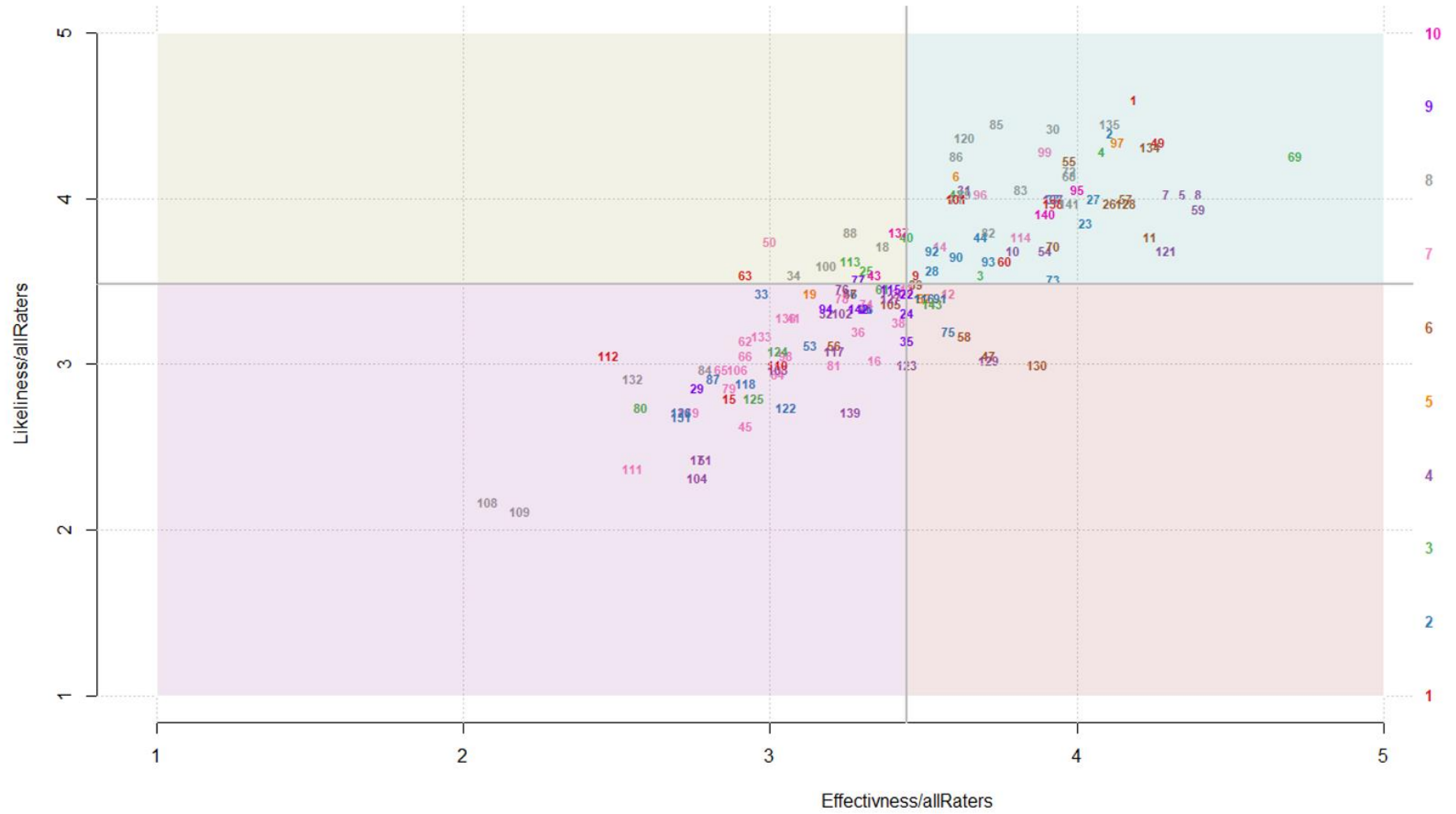
Kendall's tau=0.21 (p=0.000282)



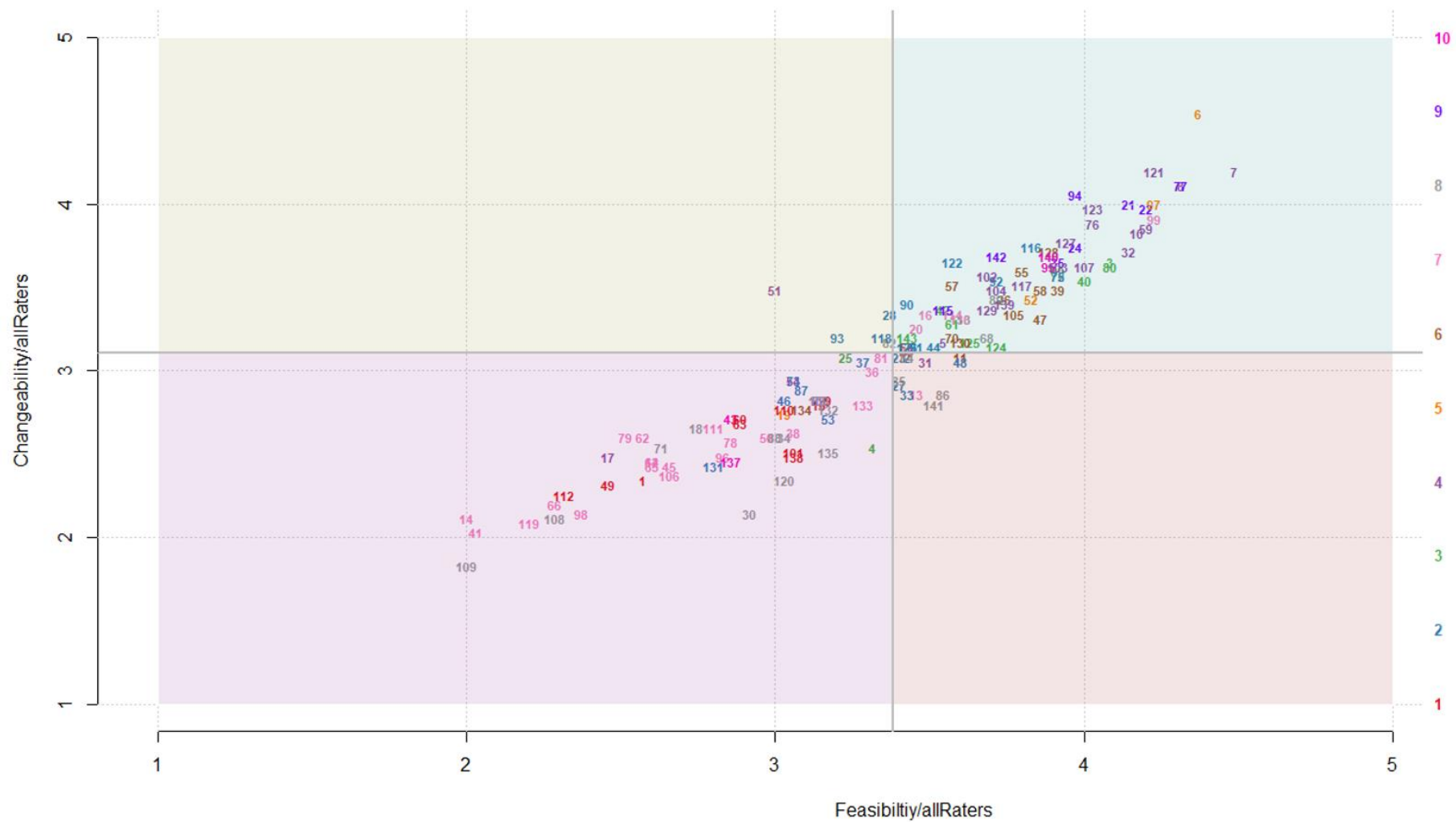
Kendall's tau=0.26 (p=6.54e-06)



Kendall's tau=0.65 (p=1.53e-29)



Kendall's tau=0.81 (p=7.9e-46)



Kendall's tau=0.13 (p=0.0276)



Kendall's tau=0.073 (p=0.204)



GoZone effectiveness/feasibility (HCP)

Most of the statements were spread over the GoZone, however for cluster 2 'Awareness and education of the benefits regarding PA' and cluster 6 'Positive mindset building regarding PA by awareness and education' scored both high on effectiveness and feasibility.

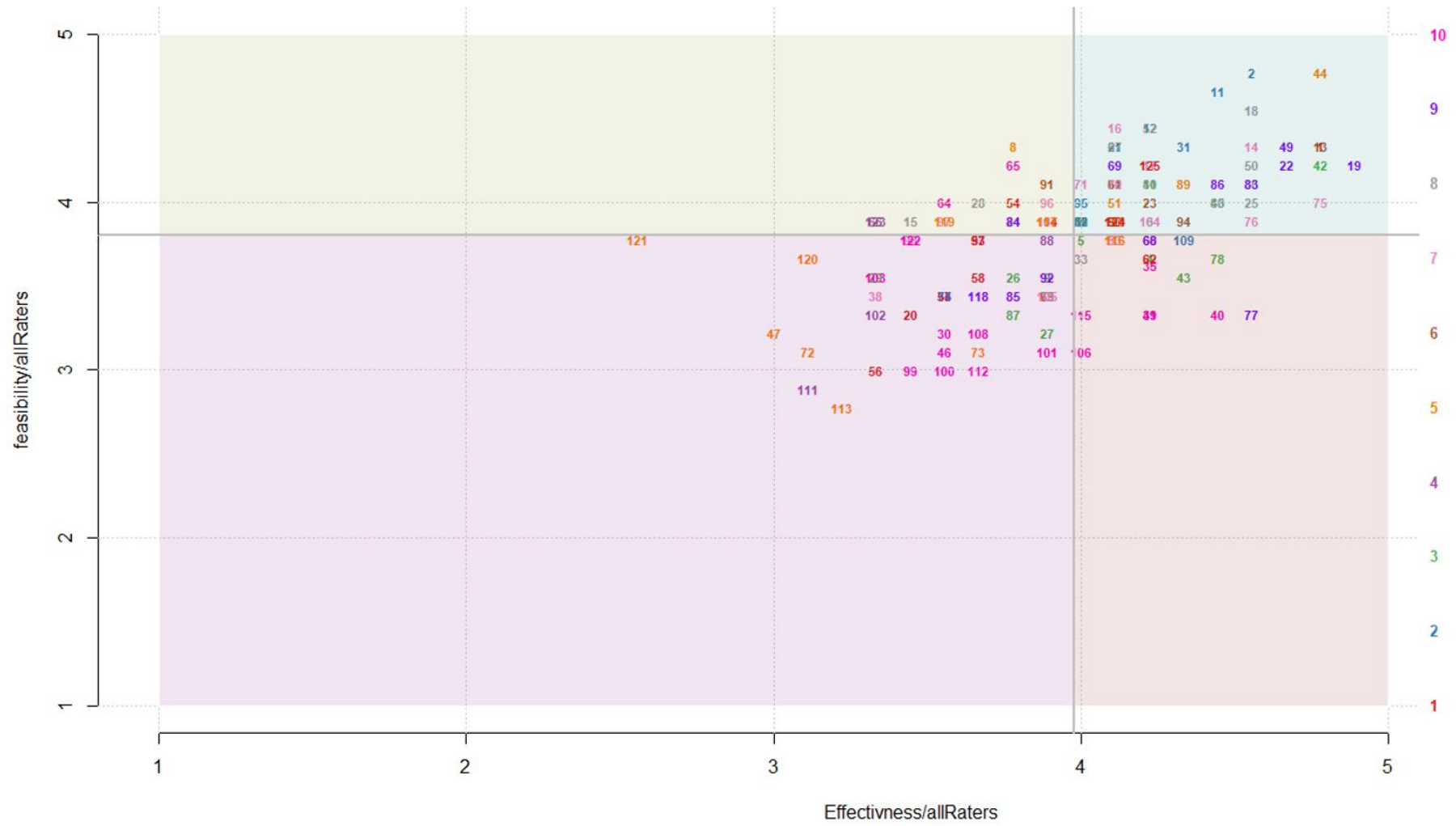
GoZone effectiveness/changeability (HCP)

Most of the statements were spread over the GoZone, however cluster 6 'Tips to increase habitual PA' was with almost all statement scored as high on effectiveness and changeability.

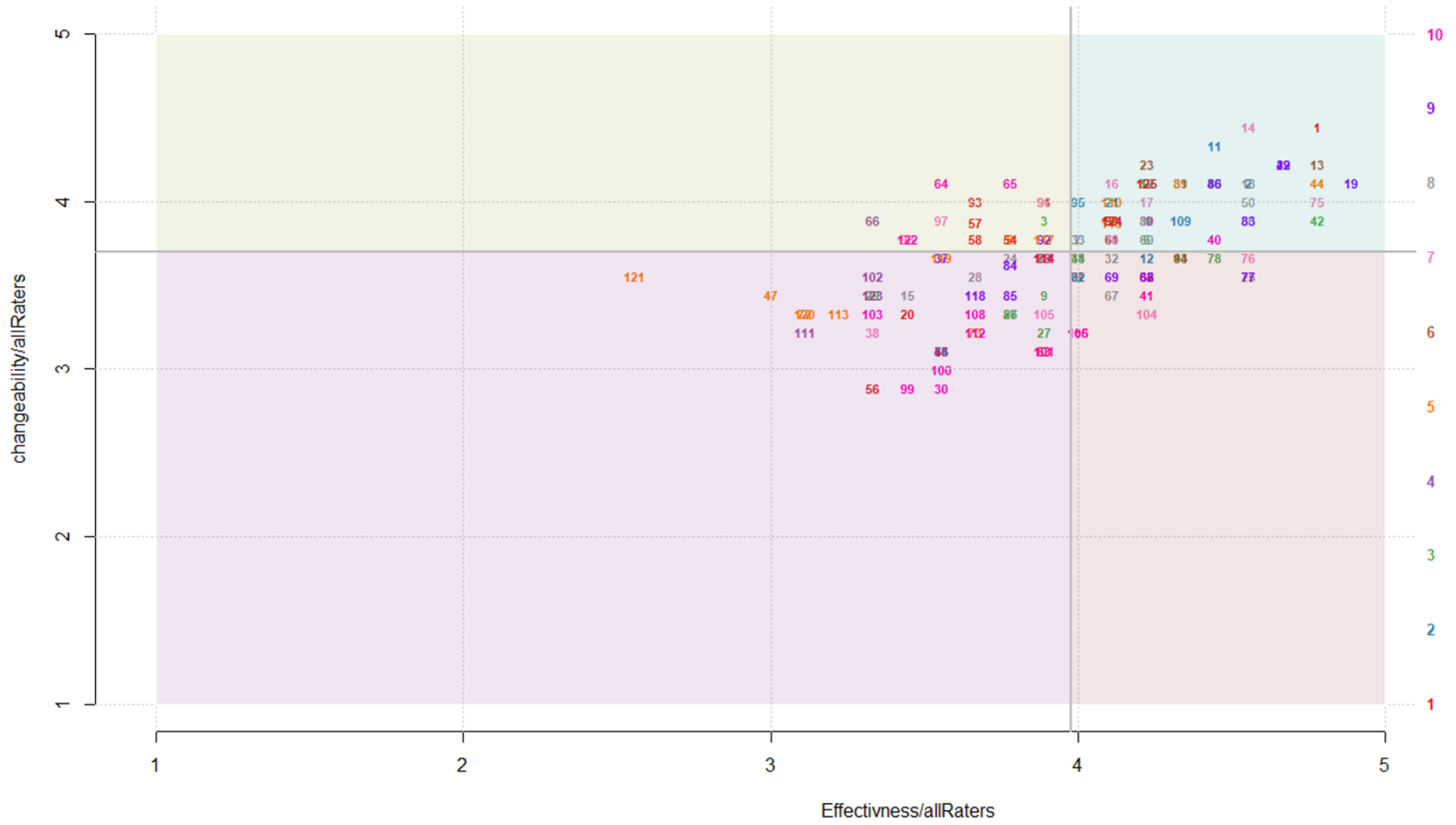
GoZone feasibility/changeability (HCP)

Most of the statements were spread over the GoZone, however cluster 10 'Environmental facilities, financial support and online tools regarding PA' was with almost all statement scored as low feasible and low changeable.

Kendall's tau=0.45 (p=3.52e-12)



Kendall's tau=0.47 (p=5.33e-13)



Kendall's tau=0.64 (p=1.6e-22)

