

Curious Concerned

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14% of 30-74 yr olds
in the sample

Curious Concerned are invested in their health and fitness but at the start of a journey – they want to avoid serious illness but need support and reassurance. They are the segment most interested in the NHS Health Check. They are more likely to be female, in their 40s or 50s and either not working or working part-time. They are more likely than all 30-74 year olds to have existing physical (non-CVD) and mental health conditions. They can do basic online tasks, and are quite digitally confident.

“Good to catch things early so you can do something about it” (qual participant)

Curious Concerned characteristics:

Health is a worry. I know I need to lose a bit of weight but it's tricky to do that and keep it off.

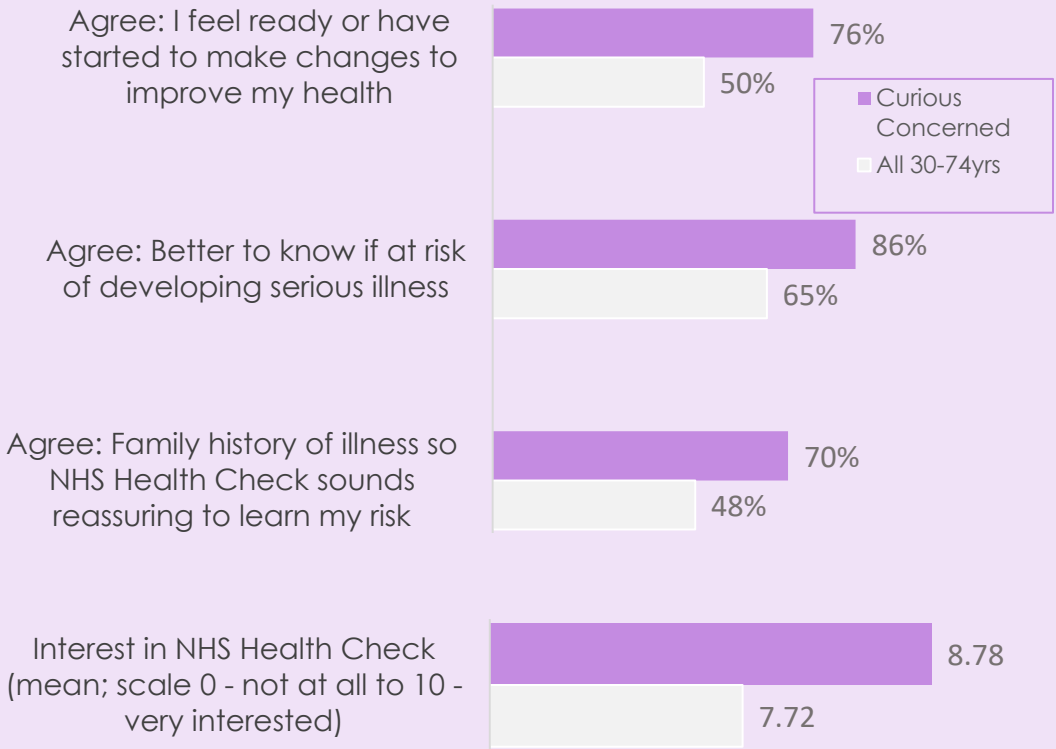
As I get older I find myself more interested in sorting out my health even though there are lots of pressures on my time and money.

I'd really like some advice and support, as I've started diets or other plans before but never kept to them.

I get really **anxious and can struggle sometimes** when things don't go to plan.

If there are **things I can do to stop myself getting seriously ill in the future then I want to know** what they are and want to have some help to make them happen.

Top differentiators*



*largest observed difference in quantitative data between segment and all 30-74yrs in sample



This group are more likely than all 30-74 year olds in the sample to be female, 40-59, working part-time or not currently working. They are more likely to be found in suburban areas in the North West, East Midlands or East of England. They tend to have existing physical and mental health conditions.

The characteristics listed are **more likely** in this segment than all 30-74 yr olds in the sample

Gender	Female		
Age group	40-49	50-59	
Social Grade	C1C2		
Household composition	Friends / other		
Employment status	Work part time	Homemaker	Unemployed – seeking work
Transport – typical week	Own car		
Ethnicity	Pakistani	Any other mixed background	
Digital confidence	Quite confident		
Location	Suburban		
	North West	East Mids.	East of England
Health Conditions	Anxiety/depression	Respiratory	Skin
	Other physical		

Areas **more** likely to be

Northumberland	Warwickshire
Somerset	Lincolnshire
Shropshire	Derbyshire
Berkshire	Norfolk
	Greater Manchester
London boroughs of – Merton; Westminster; Wandsworth; Barnet	

Areas **less** likely to be

Oxfordshire	Gloucestershire
Dorset	Nottinghamshire
County Durham	Cheshire
Worcestershire	Northamptonshire
London boroughs of - Croydon; Waltham Forest; Enfield	



DEFINING ATTITUDES - LIFE

I worry a lot about the future
 I don't have enough time in the day to get everything done
 My main concern at the moment is money
 I struggle to make time for myself

DEFINING ATTITUDES – HEALTH

I am actively making changes to the way I live my life to improve my health
 Someone I know getting seriously ill has really impacted how I think about my health
 I think it would be better to know if you are at risk of developing a serious illness
 I worry a lot about my health

CVD RISK FACTORS

1 in 3 have at least 2 CVD risk factors*

ENABLERS TO HEALTHIER CHOICES

- Anxious to do the right thing, they are open to following advice and may already have started on a journey to make changes
- They are deeply concerned about serious health conditions so want to know what they can do to prevent these
- Have friends/family with CVD conditions

BARRIERS TO HEALTHIER CHOICES

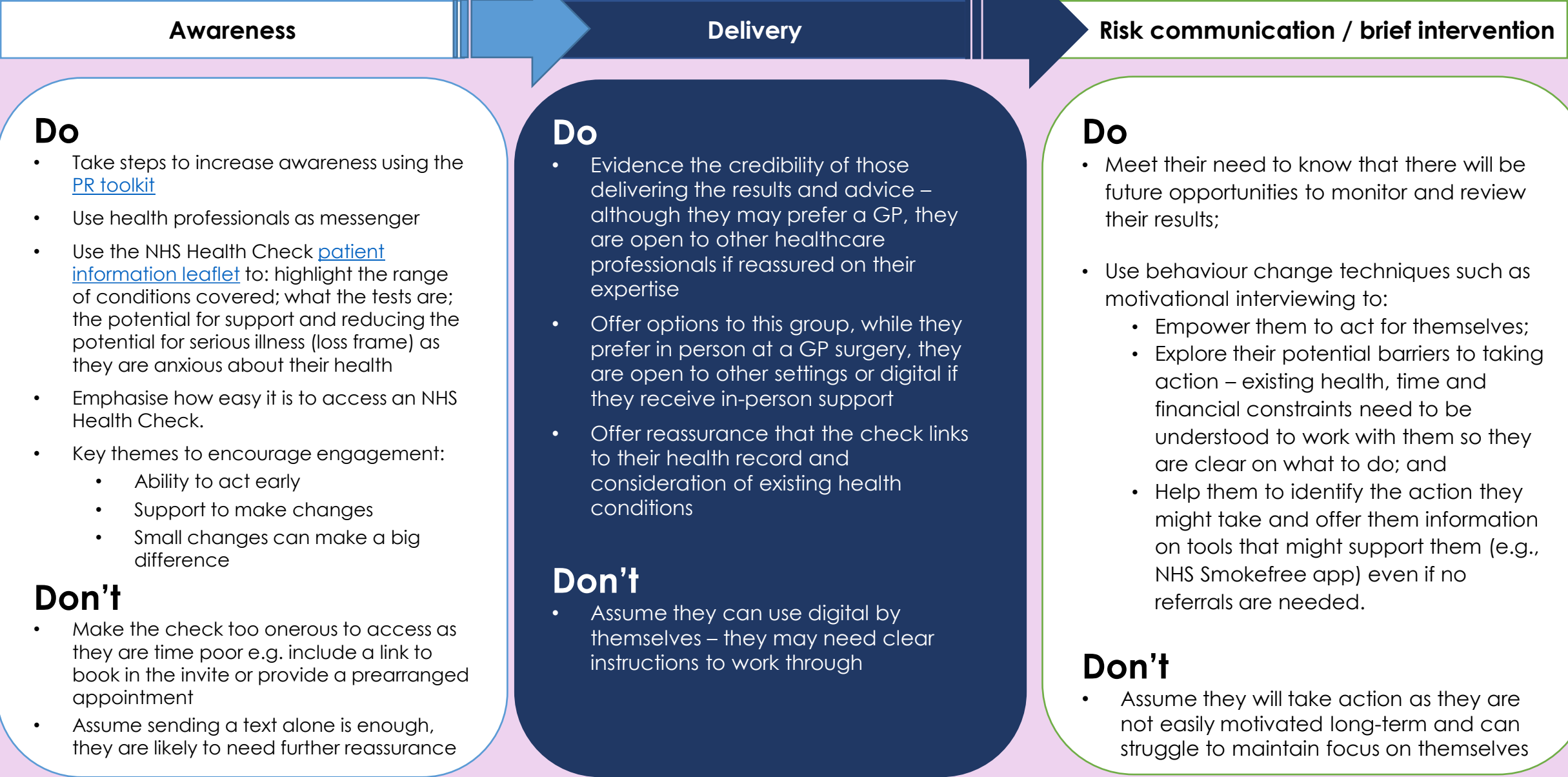
- Struggle with mental health and other physical illness which can disrupt their motivation/plans
- Can have other time pressures
- Limited financial resources

DEMOGRAPHICS *more likely than all 30-74 year olds in sample to be...*

- Female
- 40/50s
- Working part time; seeking work
- Suburban
- Pakistani; any other mixed background
- Quite digitally confident
- Living with anxiety/depression; physical health conditions

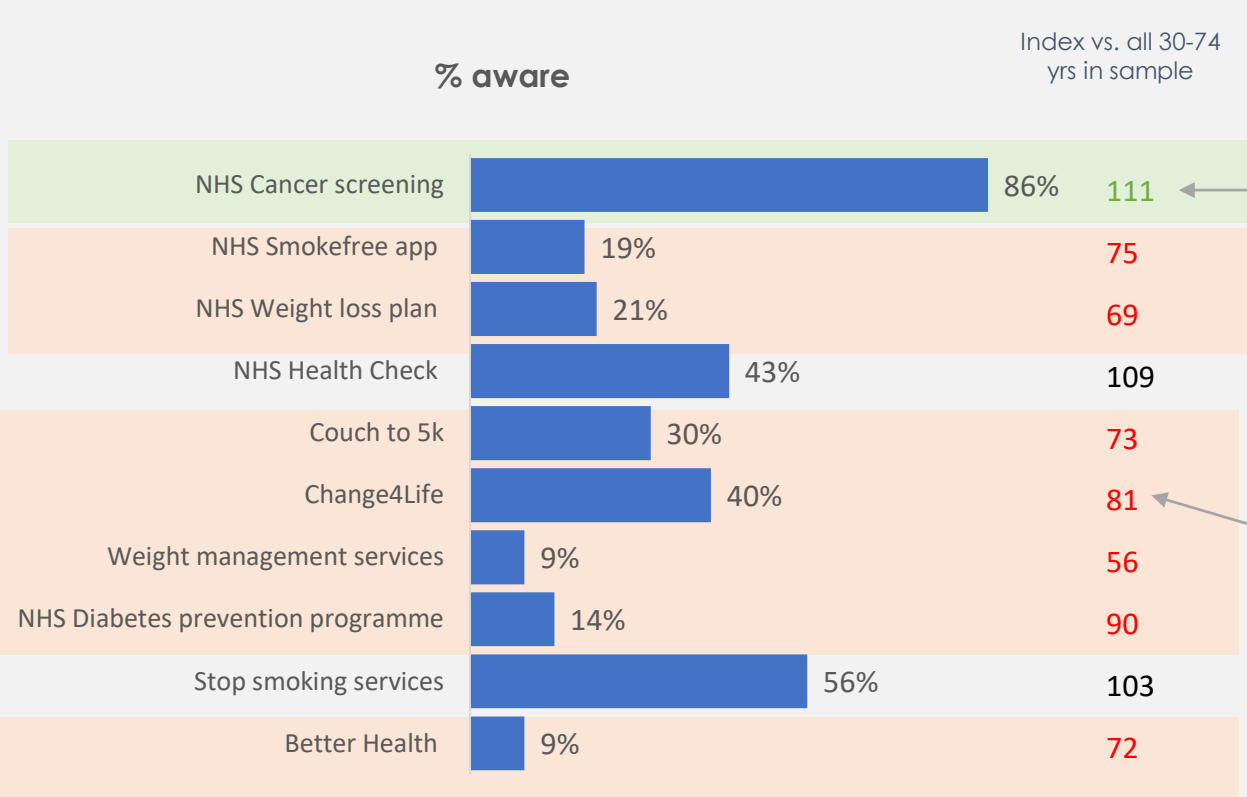
NHS HEALTH CHECK – attitudes

- 46% aware of the NHS Health Check (compared to 38% of all 30-74 year olds in the sample)
- Strong interest in the check, see it as reassuring and a potential route to support services
- While they tend to say they would listen to and act on advice, there is some hesitation – potentially due to their difficulties maintaining changes in the past
- Delivery preference: in person at GP practice but are more likely than all 30-74 yr olds to say would attend at a pharmacy, digitally with in-person support or via telephone
- Communications preference: email, letter



Reading the data in the following slides

Data for the segment has been shown as percentage of the segment responding to the question, and as an **index** – which shows how the segment response differs from the average of all 30-74 year olds in the sample.



If the segment had the same likelihood to say they were aware as the average, their index would be 100.

The indexed awareness for this segment is 111, which means they are 11% more likely than the average to say they were aware of NHS Cancer screening

An index of **110 or more** is a statistically significant increase on the average and is denoted by green text in this document

The indexed awareness of Change4Life for this segment is 81, which means they are 19% less likely than average to be aware of the programme

An index of **90 or less** is a statistically significant decrease on the average and is denoted by red text in this document

A mixed method approach was used to develop this segmentation. This included qualitative group and depth interviews and an online survey. The participants were people aged 30-74 years old in England, without an existing diagnosis of cardiovascular disease. A total of 1750 respondents completed the survey. This total sample is referred to as **“all 30-74 year olds in sample”** in this document.

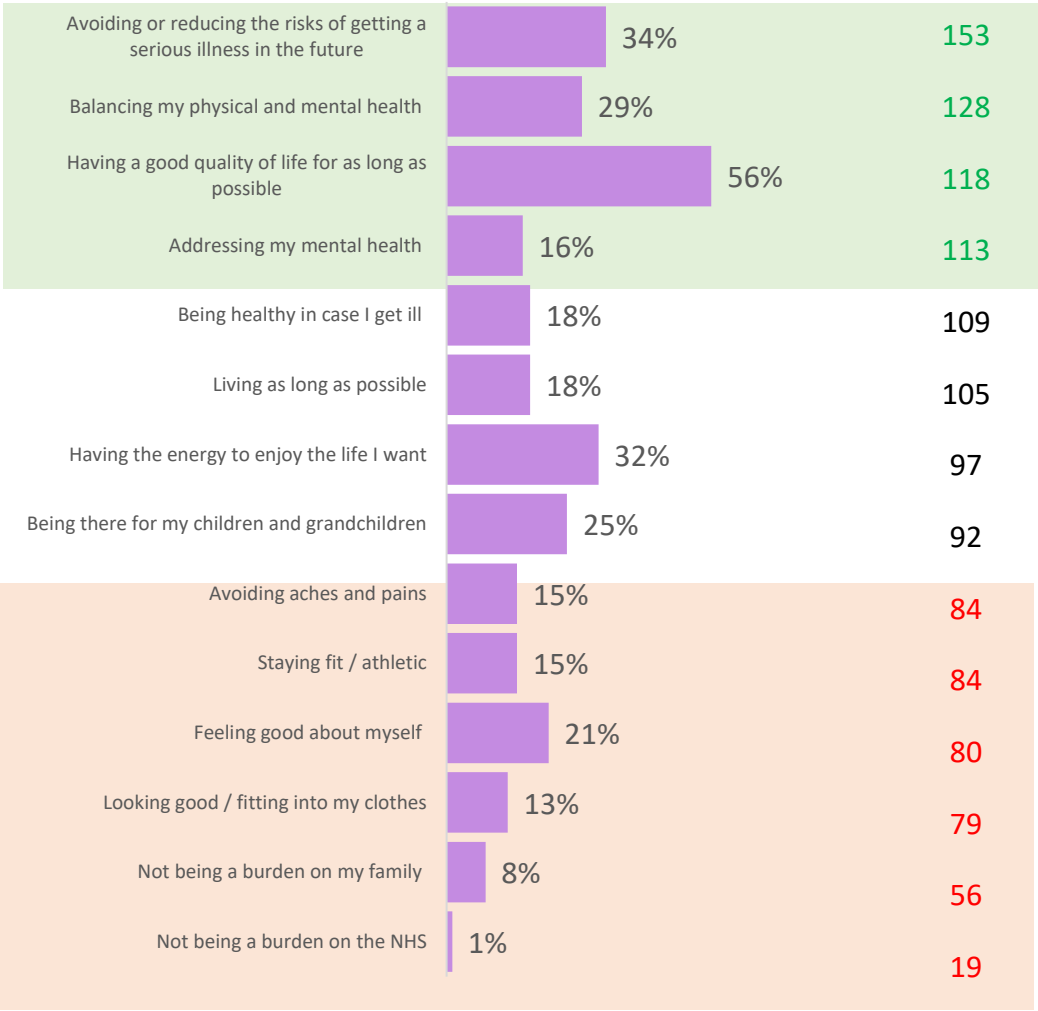


Their main motivations are to avoid serious illness to have a good quality of life for as long as possible, including mental health. What stops them is time and financial restrictions, low ability to motivate themselves over time and for some, feeling that they don't know what action to take.

Motivators to be in best possible health

Index vs. all 30-74
yr olds in sample

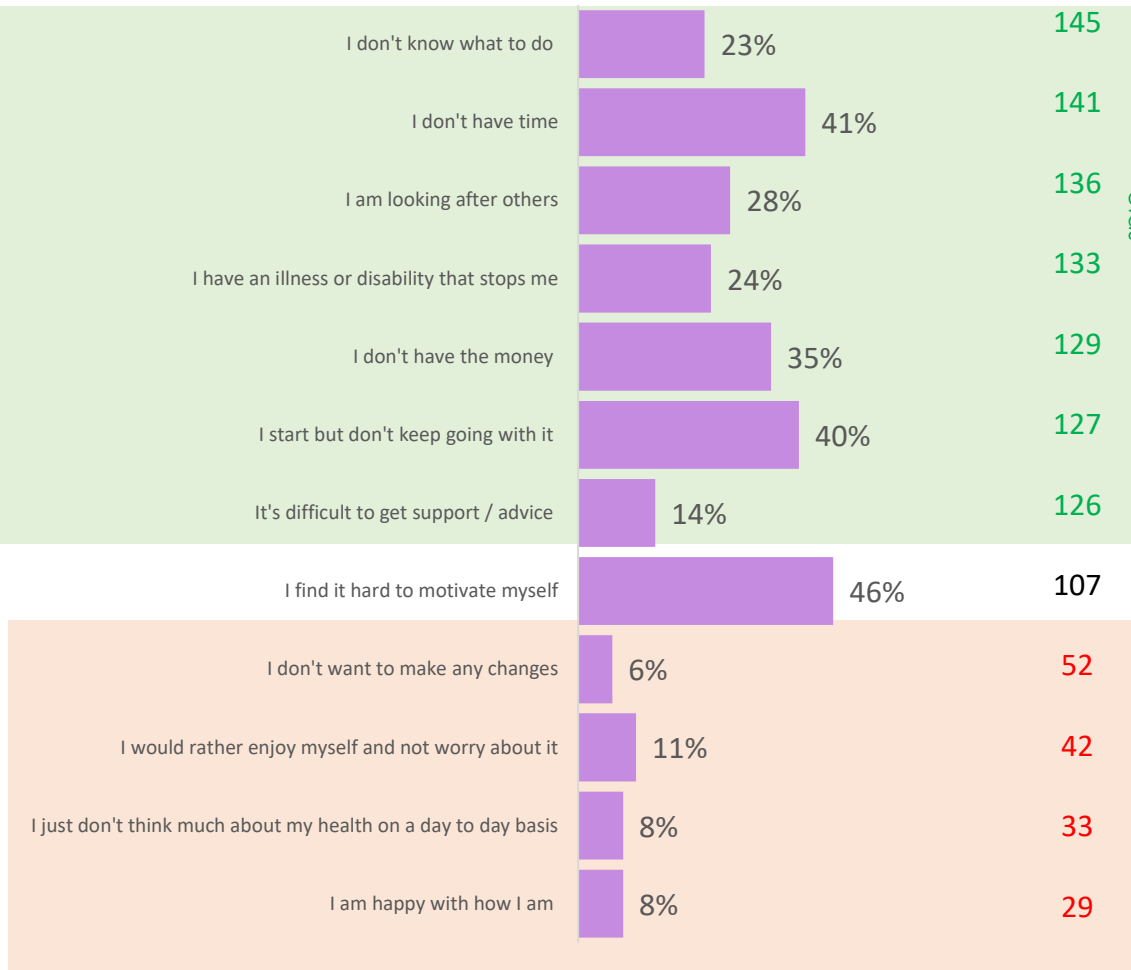
More likely than all 30-74yr
olds



Barriers to be in best possible health

Index vs. all 30-74
yr olds in sample

More likely than all 30-74yr
olds



Less likely than all 30-74yr olds



Key attitudes show that they are concerned about their health and are trying to make changes to improve their health. They know others with serious illness and this has had an impact – they are scared of this happening to them. They focus on keeping well for the future.

Key differentiators - *more likely to agree*

	% agree	Index vs. all 30-74 yr olds in sample
I worry a lot about my health	65%	181
I am actively making changes to way I live my life to improve my health	76%	175
I regularly think about how to look after myself to avoid serious illness in the future	78%	171
I worry a lot about the future	67%	155
I feel ready or have already started to make some changes to my lifestyle	76%	153
Someone I know getting seriously ill has had a big impact on how I think about my health	59%	152
Taking care of my health and wellbeing is a priority	89%	142
The idea of developing a serious illness really frightens me	82%	142
When I think about my health I tend to think about keeping well for the future	90%	141
I think it would be better to know if you are at risk of developing a serious illness	86%	133
I don't have enough time in the day to get everything done	52%	132
I am open to hearing advice on my lifestyle that would improve my health	88%	129
Personal development is a key focus for me	43%	122

More likely than all 30-74yr olds

Bold indicates this segment are most likely of all segments to agree with this statement

However, they struggle for time and to keep themselves motivated. While they believe that maintaining weight is a way to keep healthy, they have struggled to maintain weight loss in the past.

More likely than all 30-74yr olds

Key differentiators - <i>more likely to agree</i>		
	% agree	Index vs. all 30-74 yr olds in sample
I struggle to make time for myself	38%	121
I have tried to lose weight in the past but struggle to keep it off	46%	118
I know what I should do to prevent getting serious health conditions	69%	118
My main concern at the moment is money	47%	118
I believe that maintaining your weight is the way to keep healthy	80%	117
Maintaining work-life balance is a priority	70%	116
I tend to blame myself when something goes wrong	59%	115
I want to lose some weight	69%	114
Spending time with friends and family is really important to me	87%	111

Bold indicates this segment are most likely of all segments to agree with this statement



They are not happy with their life (or weight) and do not feel that they cope well when things get difficult. This is an anxious group who think about their health all the time.

Key differentiators - *less likely to agree*

Less likely than all 30-74yr olds

	% agree	Index vs. all 30-74 yr olds in sample
I don't think much about my health day to day	8%	20
If I feel fine, then I don't need to think about future health problems	9%	31
I tend not to think very much about my health unless I've got a problem	16%	32
If there is something wrong with me but I feel fine, I'd rather not know	8%	32
I can afford to put my health to one side to get ahead in life	4%	36
I've got more immediate priorities to think about than potential future health problems	14%	44
I tend to live in the moment and not think about the future	13%	47
My job/career is my priority	8%	54
If I feel fine there's no point looking for a problem	35%	61
I probably take my health for granted	34%	69
I am very happy with my life how it is	33%	74
I feel in control of my life	38%	75
I avoid going to the doctors if I can help it	39%	76
I am happy with my weight	27%	77
I find it hard to motivate myself to make changes to my lifestyle that would improve my health	35%	79
I cope well when things get difficult in my life	38%	80

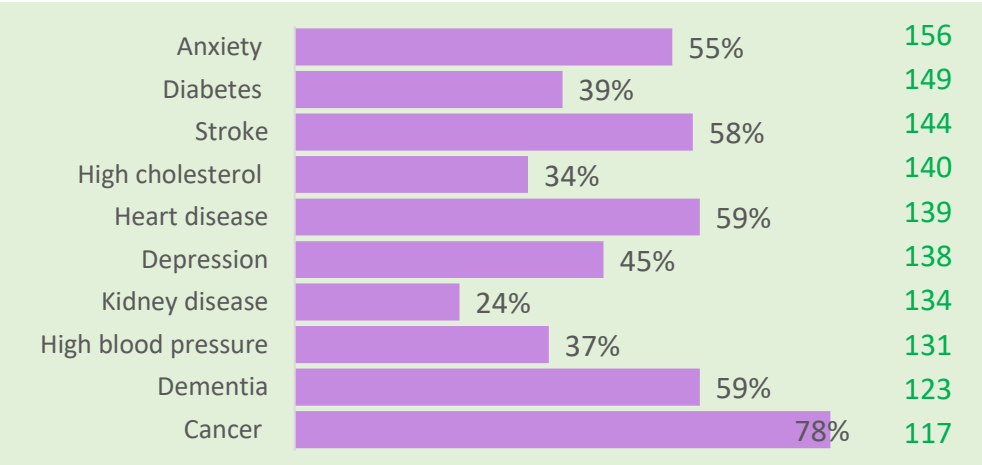


They are very concerned about a range of health conditions and are fearful of CVD – possibly due to having friends/family diagnosed with linked conditions.

More likely than all 30-74yr olds

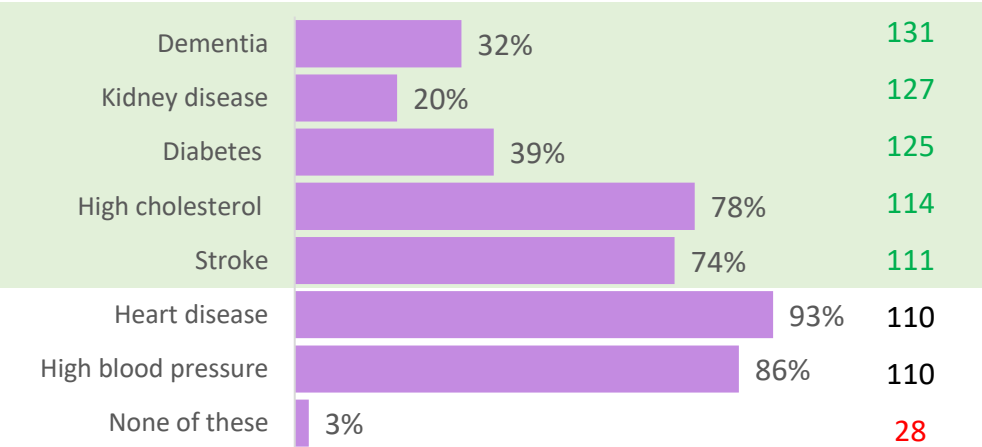
% very concerned (rate 7-10*)

Index vs. all 30-74 yr olds in sample



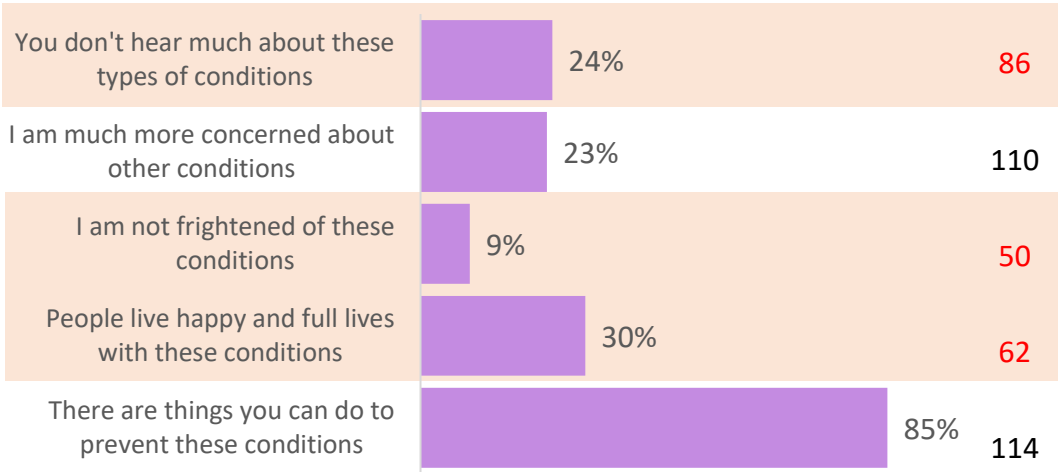
More likely than all 30-74yr olds

% aware link to CVD



Attitudes to CVD – % strongly agree/agree

Index vs. all 30-74 yr olds in sample



Less likely than all 30-74yr olds

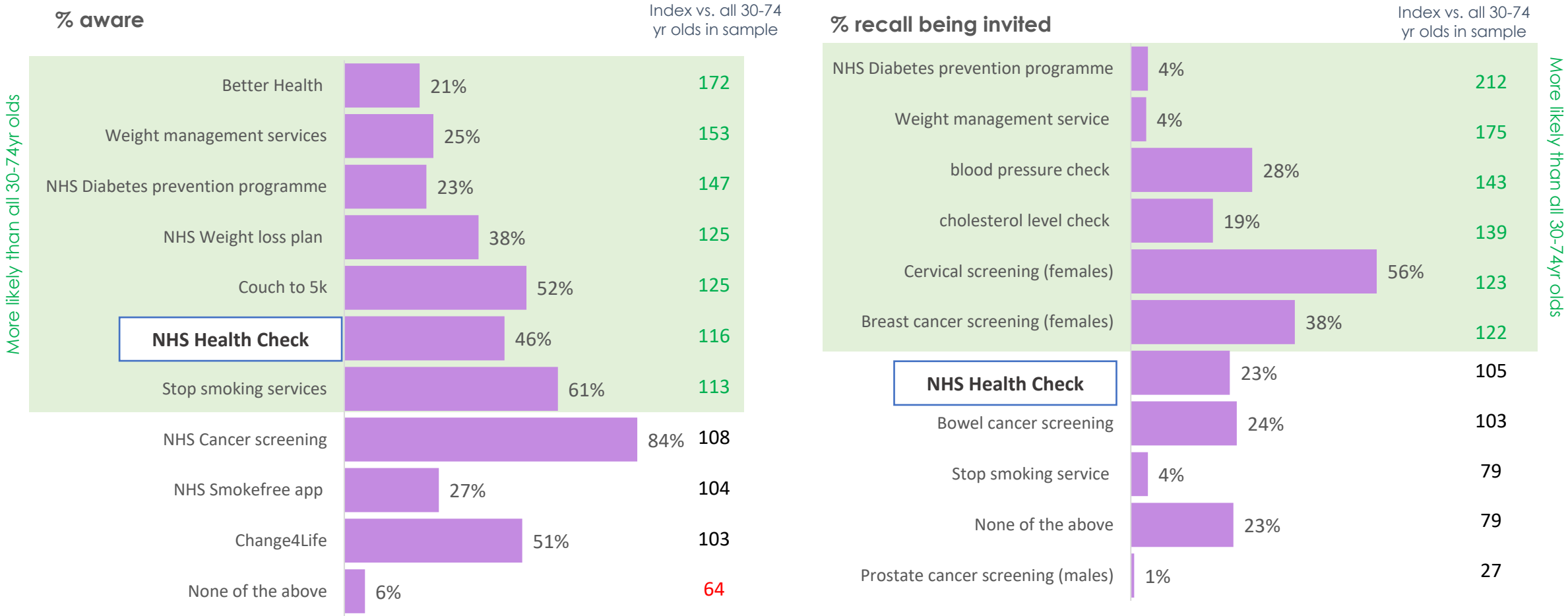
Friends diagnosed

Depression	50%	140
High blood pressure	43%	131
Heart disease	22%	129
Stroke	23%	124
High cholesterol	29%	123
Cancer	51%	122

Family diagnosed

High cholesterol	35%	146
Heart disease	36%	138
Stroke	30%	129
High blood pressure	43%	126
Diabetes	38%	126

They have high awareness of preventative health services, with almost half aware of the NHS Health Check. They are more likely than all 30-74 yr olds to recall being invited to the NHS Diabetes Prevention Programme and weight management services.

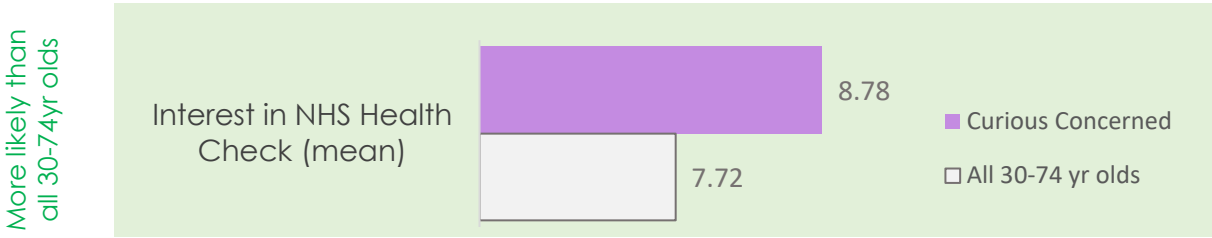


NHS Health Check: Of those invited 28% (108) attended

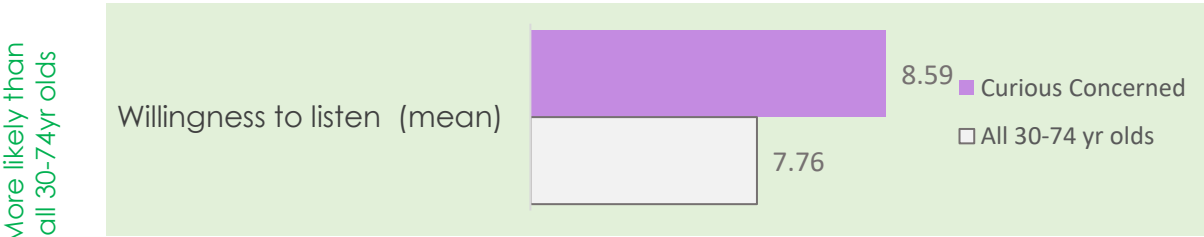


They have a strong interest in the NHS Health Check, with the majority claiming they would attend if invited tomorrow. While they tend to say they would listen to and act on advice, there is some hesitation – potentially due to their difficulties maintaining changes in the past.

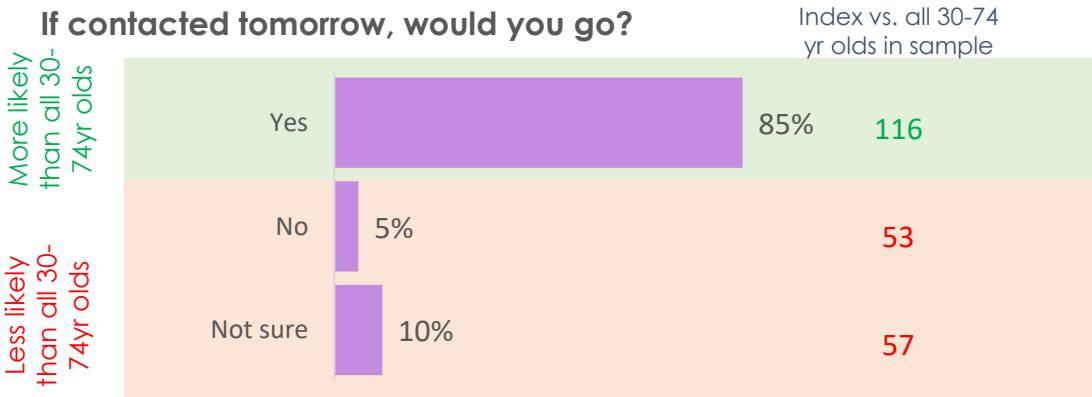
Based on description, interest in NHS Health Check*



Willingness to listen to and act on any advice given**



If contacted tomorrow, would you go?



Base: Curious Concerned (n=250)

*scale 0 – Not at all interested to 10 – Very interested
**scale 0 – Would not listen to advice to 10 – Would listen to and act on advice

Qualitative findings on NHS Health Check

- Interested and invested in their health and fitness
- Receptive and keen to know more – recognise the importance of the NHS Health Check
- Trying to achieve a work-life balance is important to them, even if they have not achieved it yet
- Will respond to invitations for information and advice that might improve their health and outcomes

“It’s like a yearly MOT and especially with my family history of high blood pressure and heart disease, it makes you know that everything is ok”

“I had [NHS Health Check] 10 years ago at 40, just invited by text and found it helpful... reassuring to go and have the once over to know there is nothing really wrong”

“I turned 50 a couple months ago so that was a turning point. I want to go into the next stage of my life being fit. To be able to do things with your family. I have mild asthma so it’s good to keep fit and healthy. ”



The idea of a NHS Health Check is reassuring given they have a family history of illness, and they see it as a route to making positive changes to their lives. They show a high level of confidence in their ability to make changes based on the belief that they would be referred to support services.

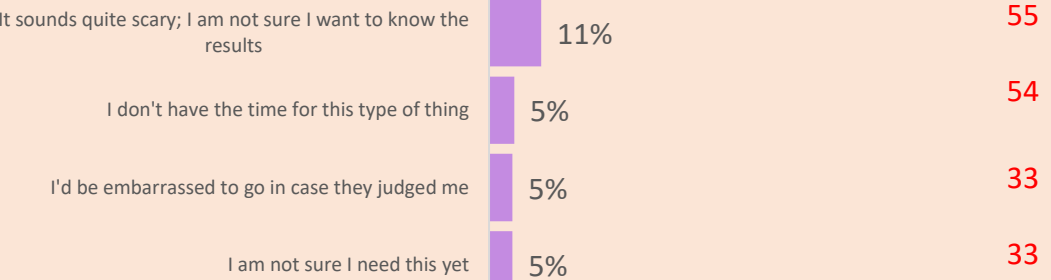
Attitudes to NHS Health Check

Index vs. all 30-74
yr olds in sample

More likely than all 30-74yr olds



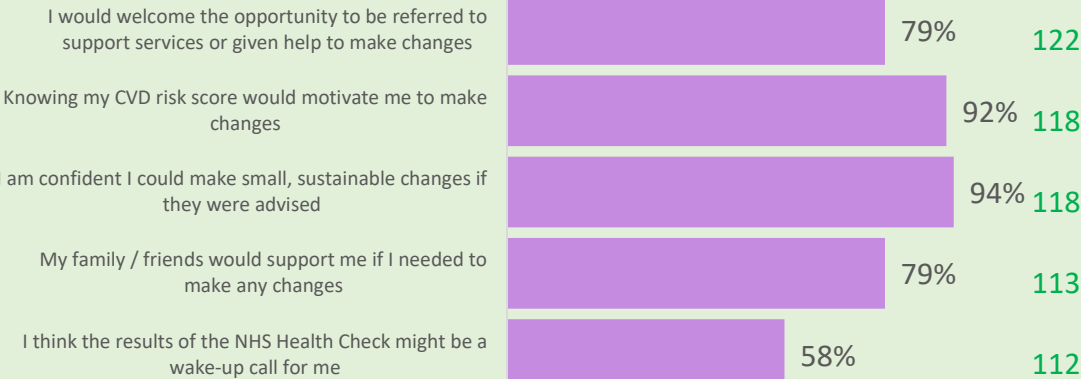
Less likely than all 30-74yr olds



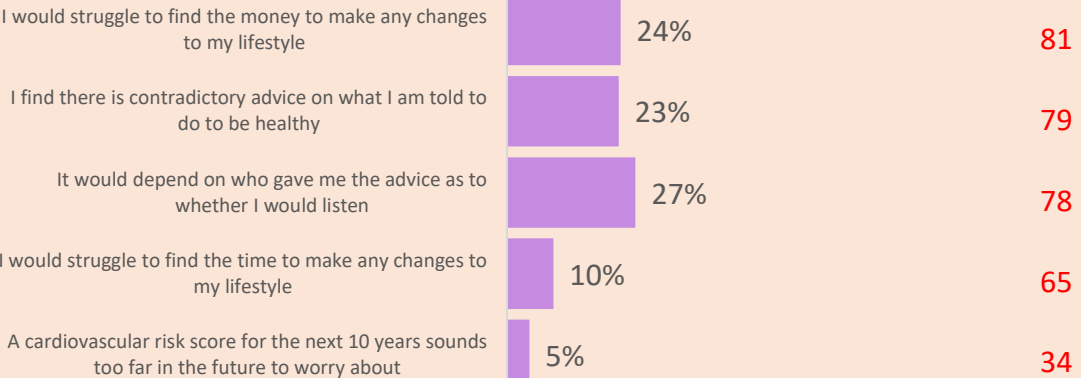
Attitudes to advice and support may receive

Index vs. all 30-74
yr olds in sample

More likely than all 30-74yr olds

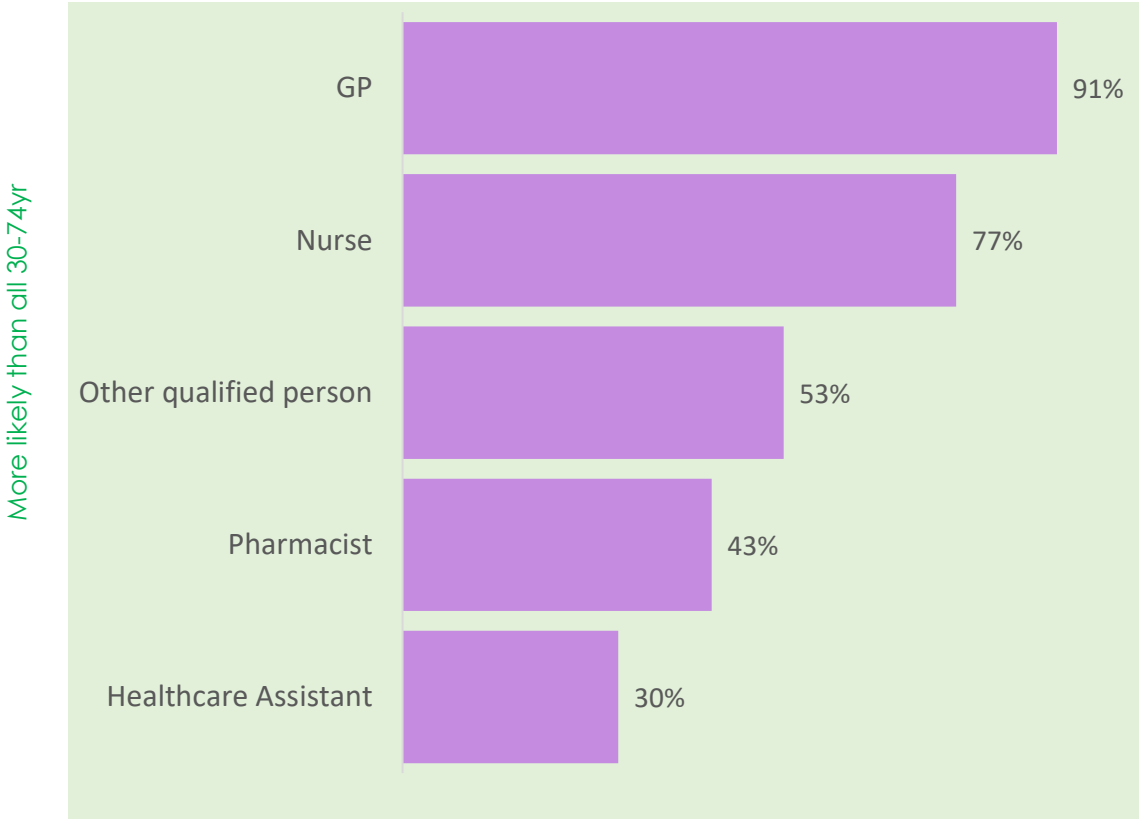


Less likely than all 30-74yr olds



They are open to receiving advice from various practitioners, but the majority prefer that advice is delivered by a GP or nurse. They see value in all elements of a NHS Health Check but particularly personalised advice, their CVD risk score and diabetes risk assessment.

NET: % likely to listen* if given advice by...



Base: Curious Concerned (n=250)

*scale 1 – Less likely – 5 – More likely
 Net: % More likely minus % less likely

NHS Health Check elements

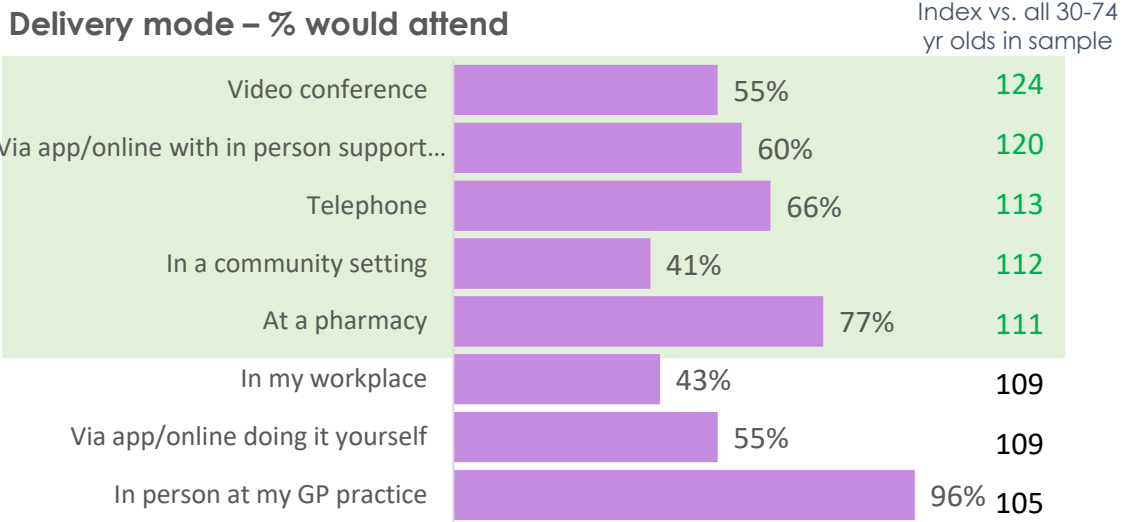
	Highly valuable		Not valuable	
Personalised advice	76%	135	-	10
Your cardiovascular risk score	75%	130	2%	31
Your diabetes risk assessment	71%	139	45	54
Your cholesterol levels	70%	133	4%	61
Signs & symptoms of dementia	69%	133	5%	84
Your blood pressure	68%	132	5%	74
Advice on how to prevent cardiovascular health problems	68%	131	2%	31
Practical tips to help make changes	59%	130	4%	55
Your physical activity assessment	57%	140	6%	51
Information on lifestyle changes	53%	133	3%	34
Referral to get medication to lower blood pressure or cholesterol	51%	119	11%	91
Referral to support services	46%	130	11%	67
BMI	41%	124	16%	80
Your alcohol use score	32%	129	30%	85

Bold indicates elements segment are most likely to engage with



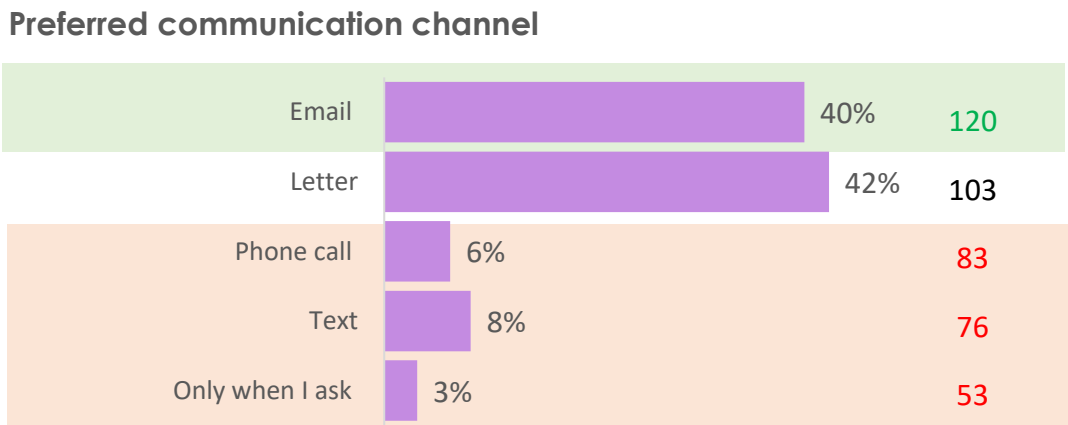
The majority say they would attend a check at their GP practice. They are more likely than all 30-74 yr olds to say they would attend at a pharmacy, digitally with in-person support or via telephone. They prefer email and letter communications.

More likely than all 30-74yr olds



More likely than all 30-74yr olds

Less likely than all 30-74yr olds



Qualitative findings on Delivery needs

- They may feel anxious and need added reassurance of credibility – needs to be delivered by trained healthcare professional, all linked to their health records

Qualitative findings on Messaging that engaged

- Reassured that the NHS Health Check is not hard work
- Feel open to a challenge: want to know risk levels and what they can do about it
- Welcome list of conditions
- Ensure reassurance about follow-up support is communicated

“You would want them to follow you up a few months later to check to see if things have got better, it's a good thing to be told there are things wrong but only if they are there to help you”