NHS Health Check Market Segmentation Overview

Purpose: The Department of Health and Social Care published seven evidence-based audience segments in 2023, based on mixed-methods research with over 1,800 adults aged 30–74. Use the insights below to tailor NHS Health Check communications, service design and delivery, while considering local data and priorities.**Full resource available here.**

The market segmentation identified **Disempowered Dismissive, Struggling Hesitant and Ambitious Ambivalent** as groups **least likely to attend an NHS Health Check**. **Disempowered Dismissive** also has the **highest likelihood** of having **two or more CVD risk factors**. Commissioners and providers should consider approaches to encourage uptake among these groups and support equitable NHS Health Check coverage across the eligible population.

Disempowered Dismissive

Segment size **11%**

SUMMARY Fatalistic and focused on immediate pressures; the least interested and least aware segment.

PROFILE More likely women in their 40s/50s with children at home; often financially constrained and less digitally confident.

CVD RISK **40%** likely to have 2+ CVD risk factors; obesity and smoking most common.

BARRIER Low confidence, fear of judgement, money, time and avoidance of doctors.

MOTIVATOR Avoid burdening family or the NHS; mental and short-term wellbeing.

KEY MESSAGE **Easy, quick (20–30 min). Positive support available**

SUPPORT NEEDED local access, simple advice and ongoing encouragement.

Struggling Hesitant

Segment size **12%**

SUMMARY Overwhelmed and worried about health; interested in a check but uncertain about attending.

PROFILE More likely women aged 50–59, unemployed, living alone and managing physical or mental health conditions.

CVD RISK **33%** likely to have 2+ CVD risk factors; obesity most common.

BARRIER Fear of results or judgement, low motivation, money and practical access.

MOTIVATOR Family, avoiding aches or pains and improving mental health.

KEY MESSAGE **Free. Act early. Support available**

SUPPORT NEEDED Reassurance, reminders, flexible access and option to bring a support person.

Ambitious Ambivalent

Segment size **18%**

SUMMARY Busy and present-focused; health is not a priority and prevention feels uncertain.

PROFILE More likely men under 50, working full-time and with children at home; second-lowest interest.

CVD RISK **14%** likely to have 2+ CVD risk factors; smoking most common.

BARRIER Feels fine, limited time and would rather not know.

MOTIVATOR Feel good now, find hidden problems and receive personalised advice.

KEY MESSAGE **Easy, quick, free and straightforward**

SUPPORT NEEDED Opportunistic invitations, workplace/community access and minimal booking friction.

Curious Concerned

Segment size **14%**

SUMMARY Invested in health but needs reassurance and support to sustain change; the most interested segment.

PROFILE Often health-anxious; more likely women in their 40s/50s, not working or part-time.

CVD RISK **33%** likely to have 2+ CVD risk factors; obesity most common.

BARRIER Time, money, mental or physical health pressures.

MOTIVATOR Prevent serious illness, act early and access support.

KEY MESSAGE **Act early. Support available.**

SUPPORT NEEDED Easy booking, trusted reassurance, clear results and support services.

Activate to Listen

Segment size **18%**

SUMMARY Wants to be healthier but prioritises others; a check can prompt focus on their own health.

PROFILE More likely women in their 50s, slightly more affluent and digitally confident.

CVD RISK **33%** likely to have 2+ CVD risk factors; cholesterol and obesity most common.

BARRIER Time, caring responsibilities and difficulty sustaining change.

MOTIVATOR Family, quality of life and permission to prioritise themselves.

KEY MESSAGE **Act early. Your health is important too..**

SUPPORT NEEDED Reassurance, convenient access and support to maintain changes.

Problem Avoider

Segment size **15%**

SUMMARY Happy and enjoying life; feels well and sees no point in looking for problems.

PROFILE More likely over 60, retired and digitally confident; interest and past attendance are below average.

CVD RISK **17%** likely to have 2+ CVD risk factors; high blood pressure most common.

BARRIER Content as they are and would rather not know.

MOTIVATOR Continue enjoying life and maintain quality of life.

KEY MESSAGE **Easy, quick (20–30 min). Live life to the full**

SUPPORT NEEDED Simple, one-step process, NHS credibility and minimal friction.

Motivated Acceptor

Segment size **11%**

SUMMARY Proactive, positive and resilient; seeks personalised insight to stay healthy for longer.

PROFILE More likely men over 50, affluent and very digitally confident; most aware and most likely to have attended.

CVD RISK **6%** likely to have 2+ CVD risk factors; high cholesterol most common.

BARRIER Few major barriers; time or feeling they already know enough.

MOTIVATOR Risk knowledge, reassurance, longevity and quality of life.

KEY MESSAGE **Know your risk. Stay healthier longer**

SUPPORT NEEDED Professional, personalised information, clear risk discussion and agreed follow-up.