



**SOCIAL
ENGINE**

Lifestyle behaviours research report Appendix B: Segmentation analysis

February 2024



Contents

- Segmentation analysis..... 3
 - Segment 1 - Multi-hurdlers 3
 - Current health, wellbeing and lifestyle behaviours..... 3
 - Accessing and choosing lifestyle services and information..... 9
 - Motivational factors for healthier lifestyle behaviours..... 11
 - The impact of COVID-19 on people’s lives and lifestyle 12
 - Demographics 15
 - Segment 2 - Regular drinkers 19
 - Current health, wellbeing and lifestyle behaviours..... 19
 - Accessing and choosing lifestyle services and information..... 24
 - Motivational factors for healthier lifestyle behaviours..... 26
 - The impact of COVID-19 on people’s lives and lifestyle 26
 - Demographics 27
 - Segment 3 - Non-Exercisers 31
 - Current health, wellbeing and lifestyle behaviours..... 31
 - Accessing and choosing lifestyle services and information..... 38
 - The impact of COVID-19 on people’s lives and lifestyle 40
 - Demographics 44
 - Segment 4 - Smokers 47
 - Current health, wellbeing and lifestyle behaviours..... 47
 - Accessing and choosing lifestyle services and information..... 54
 - The impact of COVID-19 on people’s lives and lifestyle 56
 - Demographics 58
- Overlap and membership of multiple segments 63



About Social Engine

Social Engine was founded in 2015 to support organisations to adopt an evidenced-based and insight-led approach. We work with charities, local authorities, social enterprises and other social purpose organisations to overcome organisational challenges through engagement, research and the application of evidence into practice.

Our work involves conducting research, gathering insights and applying behavioural insights to support service improvement across a wide range of policy and service areas in order to improve outcomes for individuals and communities.

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Segmentation analysis

The overall picture of the health and wellbeing of residents in the borough is of generally good health and wellbeing. A majority of people report having a good diet, being reasonably active and being happy and satisfied with their lives. However, we can see that a minority of people report poorer diet, lifestyle and general wellbeing.

Around half (52%) of respondents told us that they “mostly eat well and stay active”, whilst 31% said that they either had a good diet or were active but not both. However, 7% of respondents self-reported that their “diet and activity need a lot of work”.

The following section provides a summary of the most notable segments by health behaviour.

The segments are:

- **Multi-hurdlers:** people who report their diet and activity need a lot of work, and who also face a range of other challenges. They make up 7% of the population.
- **Regular-drinkers:** people who drank 14 units or more of alcohol during the last three of four weeks of the month. They make up the second largest segment.
- **Non-exercisers:** people who do less than 150 minutes of exercise each week and who do not participate in muscle-strengthening activities. They make up the largest segment.
- **Smokers:** This relatively small group (6% of the population) includes regular and irregular smokers.

Segment 1 - Multi-hurdlers

This segment is made up of 159 people who told us that their “diet and activity need a lot of work” and comprise 7% of our total population¹.

Below we compare the survey responses of this group to the rest of our sample to understand their behaviours, perceptions and demographic characteristics and to help us understand more about this segment.

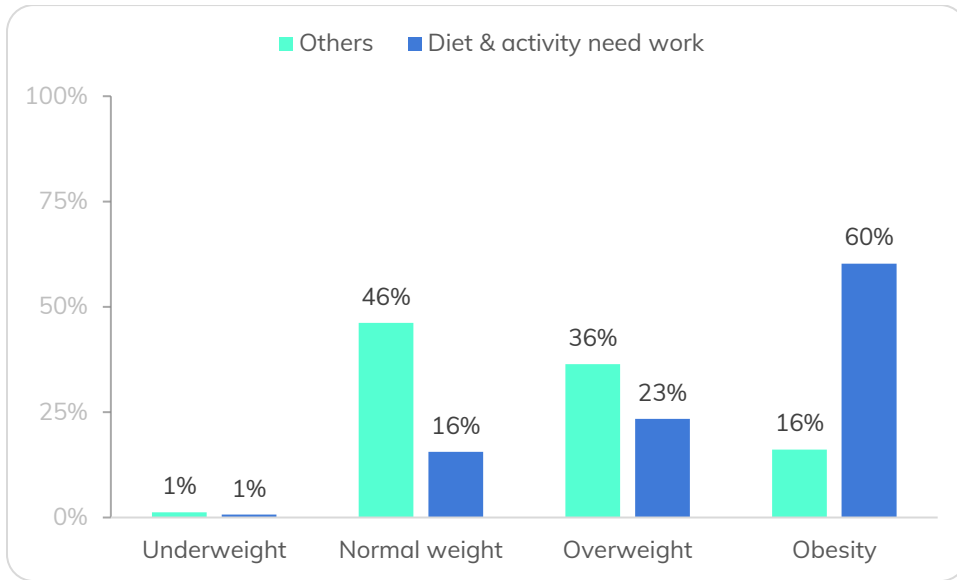
Current health, wellbeing and lifestyle behaviours

Health Status

Based on their BMI, those in our multi-hurdlers segment significantly more likely to be obese – around four times more likely – than the rest of the population. 60% of our segment are obese according to their BMI, compared with just 16% of those in the rest of our sample.

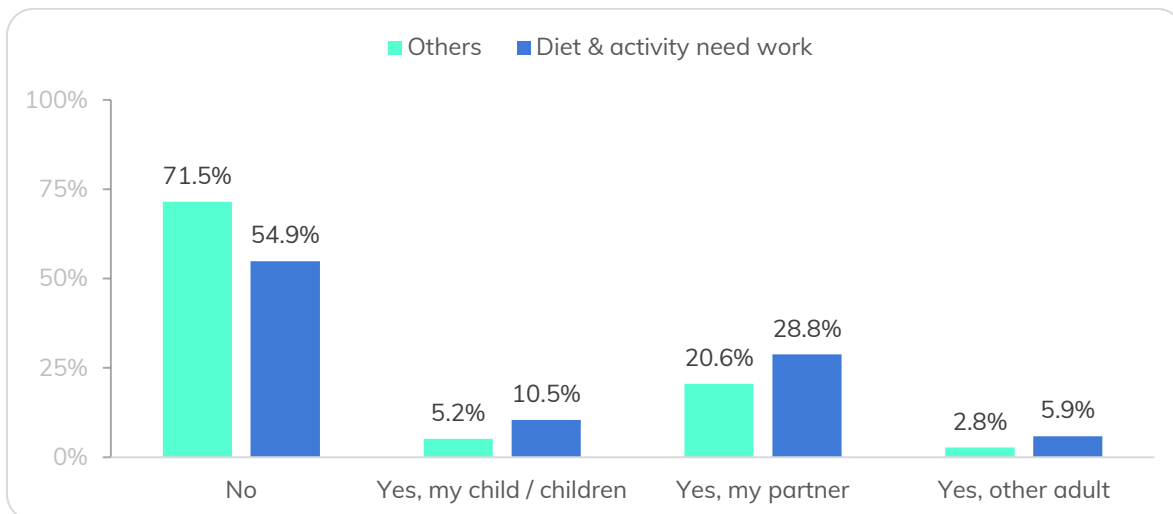
¹ Weighted figure. Unweighted figure is 6%.

Figure 1: Body Mass Index (BMI) of respondents



The people in this segment are considerably more likely to be concerned about the health, diet or fitness of someone else in their household than the rest of our sample. Just over half (55%) of our ‘multi-hurdlers’ segment said they were not concerned about anyone in their household, compared with 71.5% among everyone else. People who say their diet and activity need a lot of work are more likely to be concerned about their child/children, partner or another adult in their household than everyone else.

Figure 2: Thinking about the other people in your household, do you have concerns about their health, diet or fitness?



Happiness and Wellbeing

People in this segment are generally less happy and satisfied with their lives across all four happiness and wellbeing measures. They are five times more likely to be dissatisfied with

their lives – 51% of our segment scored this 4 or lower, compared with 10% among the rest of the population, whilst just 3% gave a rating of 9 or 10, compared to 20% in the rest of the sample. We can see a similar (though slightly less pronounced) difference in terms of how worthwhile they feel their lives are and how happy and how anxious they were yesterday. People who feel that their diet and level of physical activity needs a lot of work are significantly less happy, satisfied and fulfilled than the rest of our sample.

Figure 3: Overall, how satisfied are you with your life nowadays?

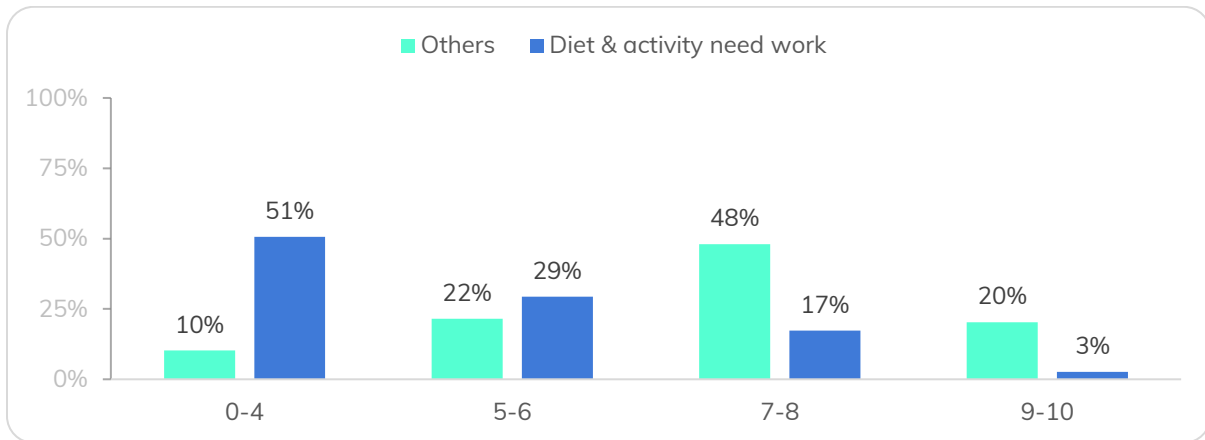


Figure 4: To what extent do you feel that the things you do in your life are worthwhile?

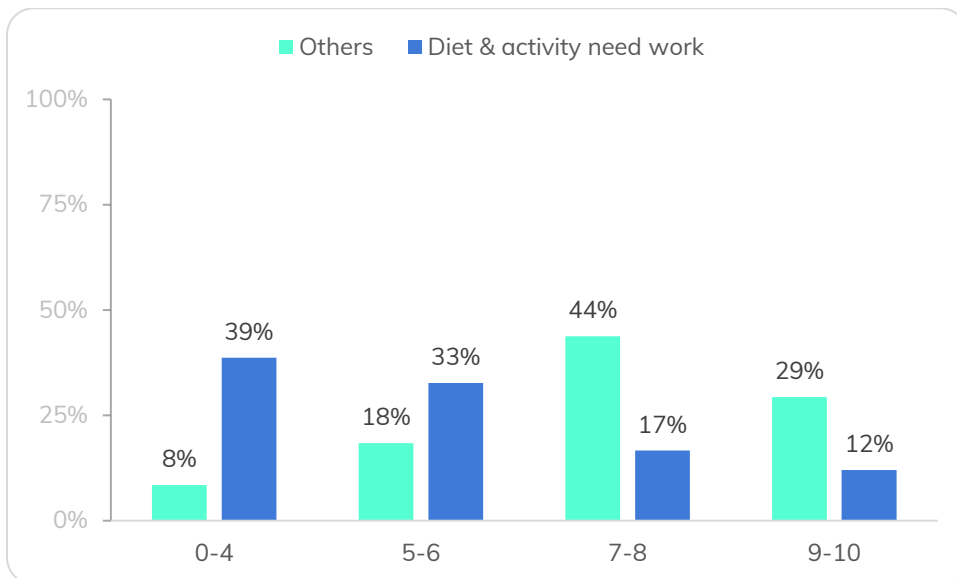


Figure 5: How happy did you feel yesterday?

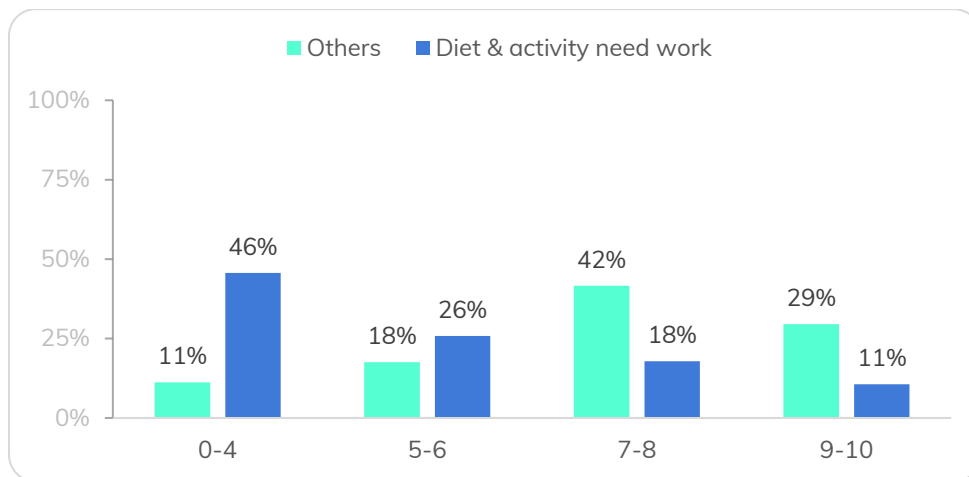
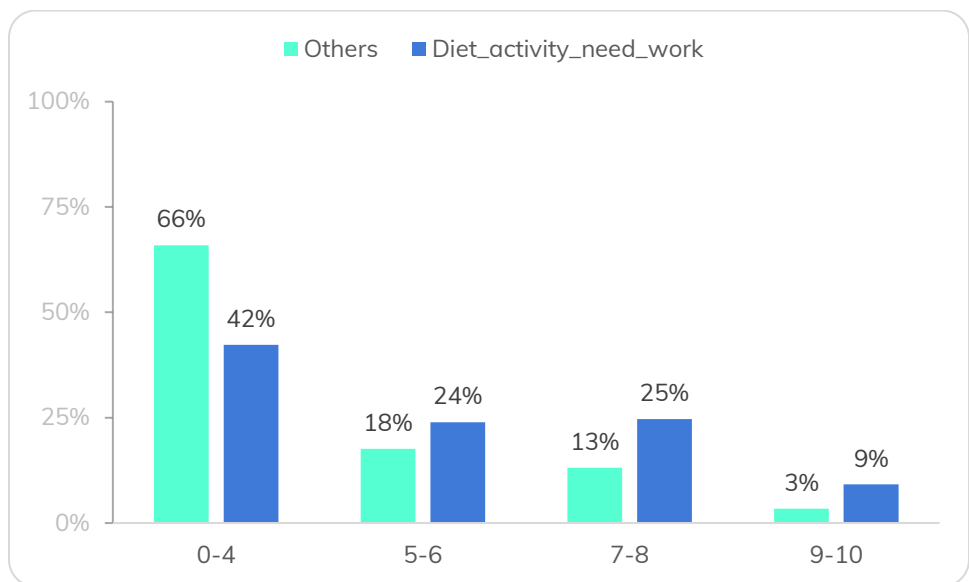


Figure 6: How anxious did you feel yesterday?



Smoking and vaping

Our multi-hurdlers segment are considerably more likely to smoke than the wider population – 12% are either regular or occasional smokers, compared with 5% of other respondents. They are also significantly more likely to use an e-cigarette than everyone else, with 17% of our segment being current users, compared with 5% of the rest of our sample.

Figure 7: Do you, or have you, ever smoked cigarettes regularly?

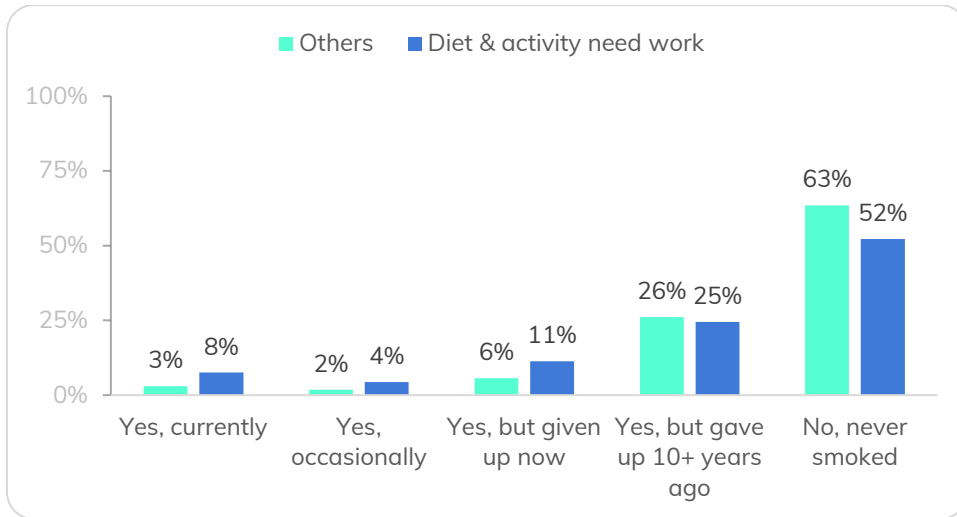
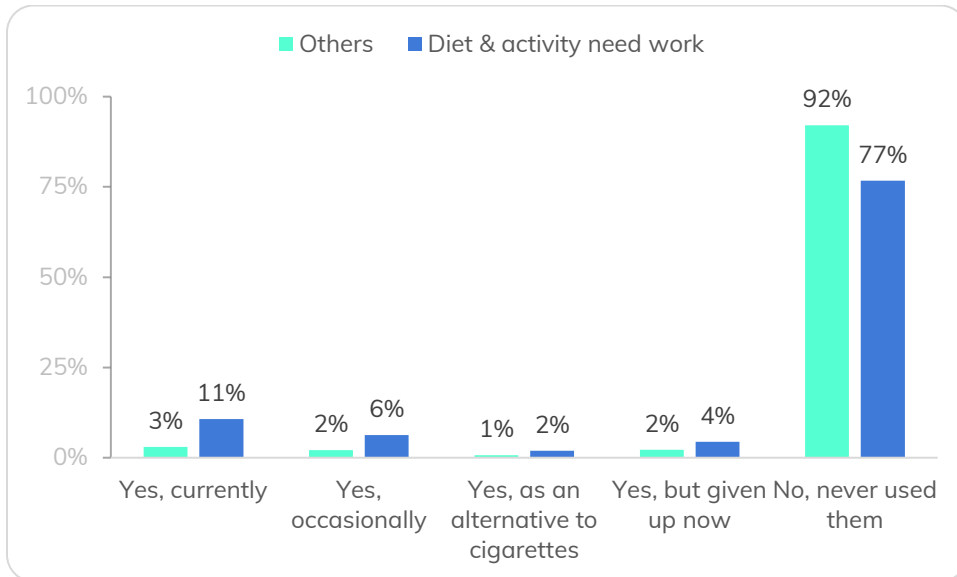


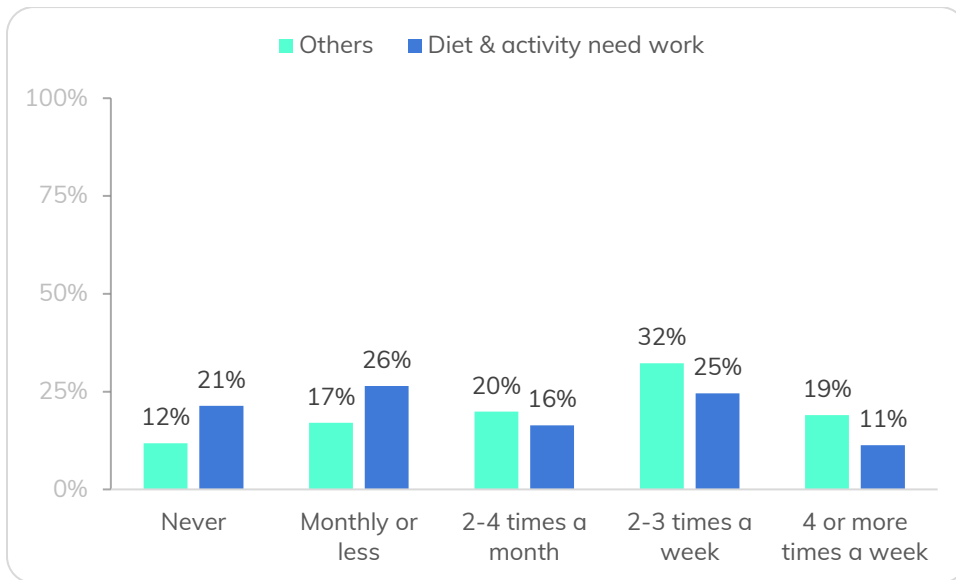
Figure 8: Do you, or have you ever, used vapes or e-cigarettes?



Alcohol use

Although far more likely to smoke or vape, our segment are also much less likely to frequently drink alcohol. One in five (21%) never drink alcohol and nearly half (47%) do so monthly or less frequently – compared with 12% and 29% respectively among the rest of the population.

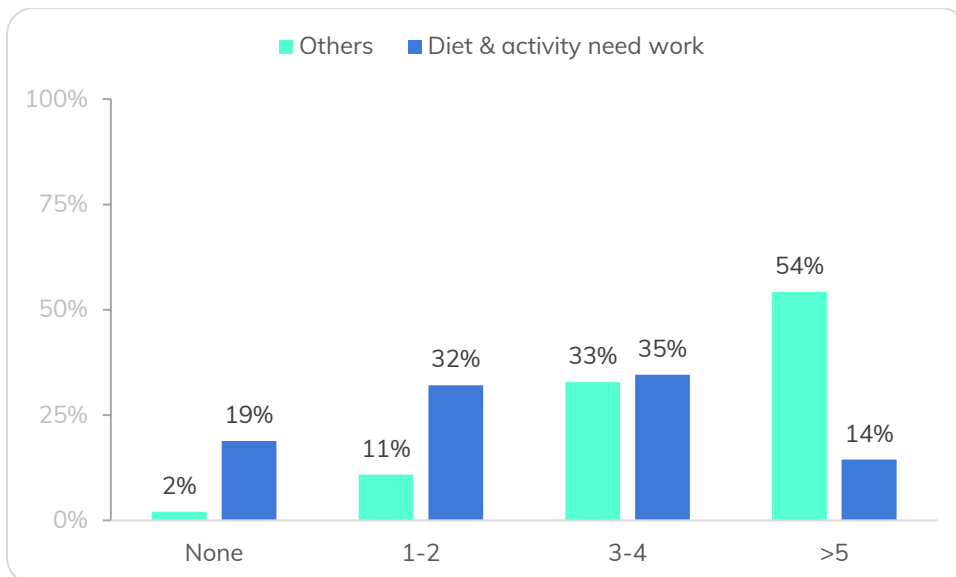
Figure 9: How often do you have a drink containing alcohol?



Diet

Our multi-hurdlers segment eat far fewer portions of fruit and vegetables than average. Only 14% say they had five or more portions the day before answering, compared with 54% of the rest of our sample. Conversely, 51% of our segment had 2 portions or less the day before, compared with 13% of everyone else.

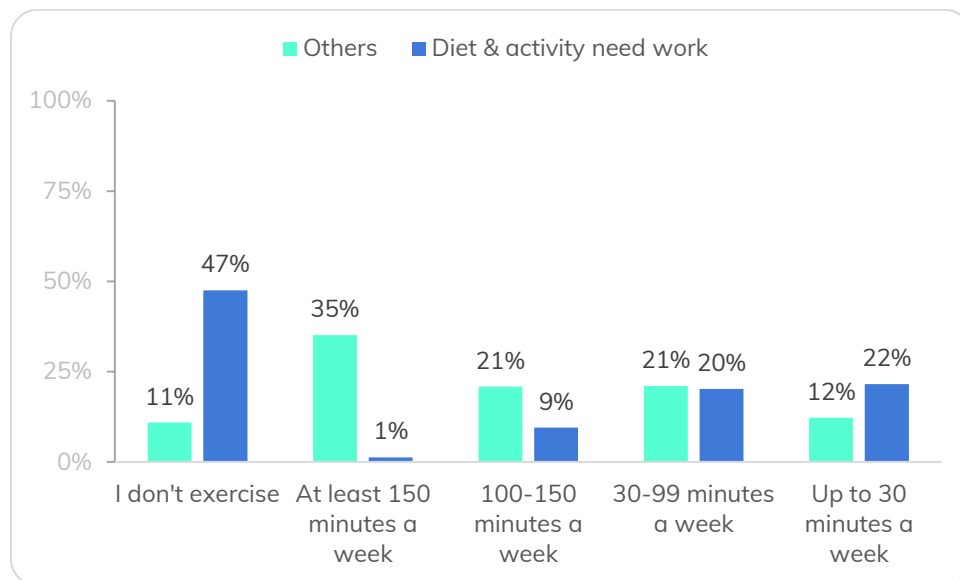
Figure 10: How many portions of fruit and vegetables did you have yesterday?



Physical activity

Our multi-hurdlers segment are much less likely to exercise than everyone else. Nearly half (47%) report doing no exercise at all and just 1% say they do 150 minutes or more each week, compared with 35% of the rest of the population.

Figure 11: How much regular, moderately intensive physical activity lasting ten minutes or more do you do each week?



Accessing and choosing lifestyle services and information

Those whose diet and activity needs a lot of work are much less well informed about where to access sources of support and information than others who responded to the survey. Whilst 28% of our multi-hurdlers segment said they felt 'not at all', only 8% said they were 'very well' informed – almost the reverse of the findings for other respondents (21% 'very well' and 11% 'not at all').

Those in our multi-hurdlers segment are also much less likely to be members of a gym, fitness club or organisation – just 11% said they were, compared with 35% of the respondents to the survey.

Figure 12: How well informed do you feel about sources of support and information to make your lifestyle healthier?

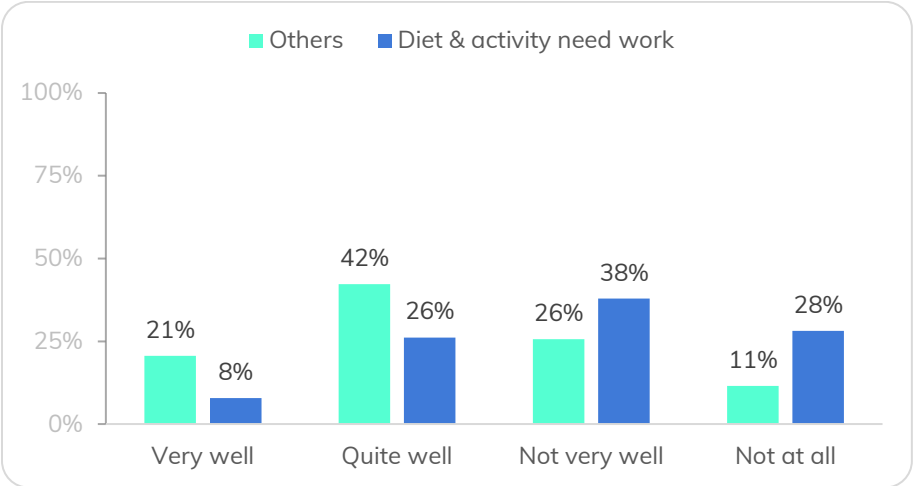
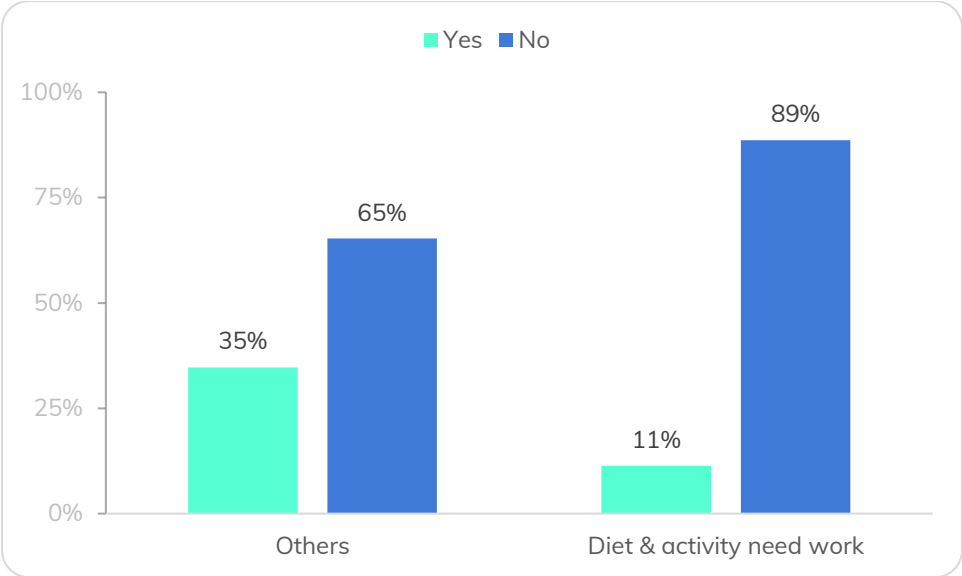


Figure 13: Are you a member of a fitness club, organisation or class?



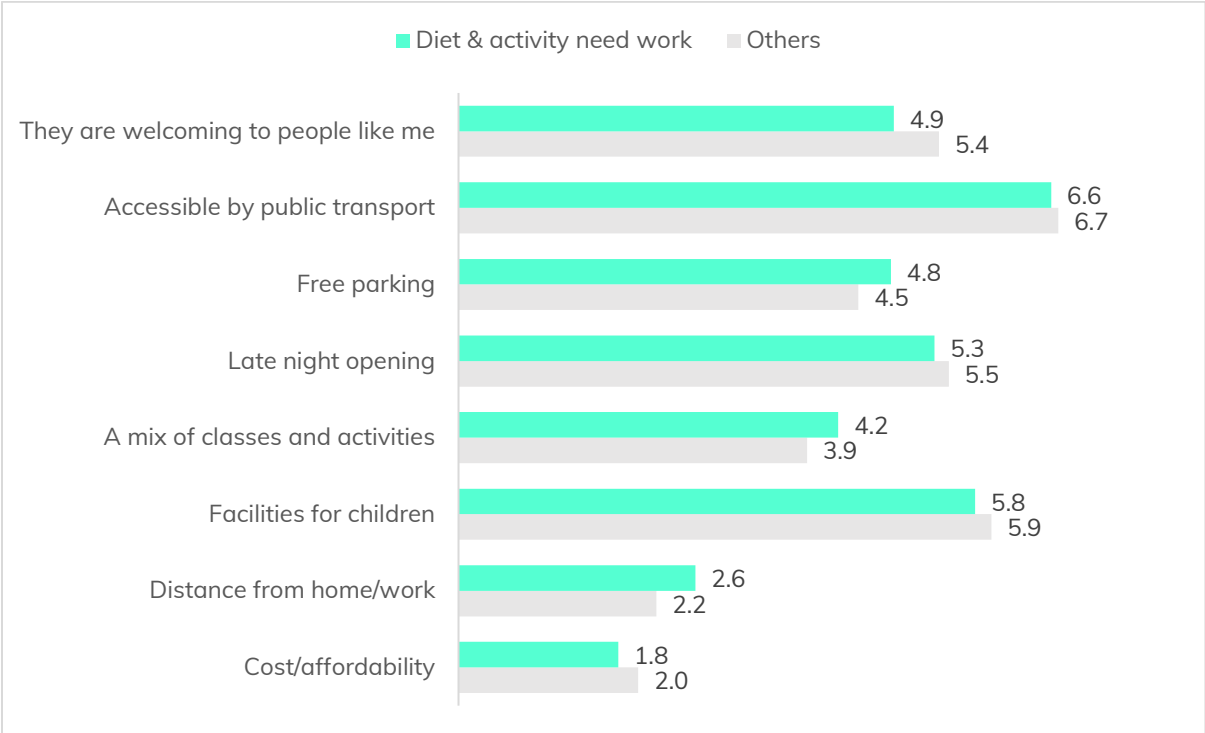
Another question asked people what was important to them when choosing a lifestyle service. As it asked respondents to rank a range of factors in order of importance from 1 to 8 and the results are presented as average scores (ranking), the differences reported tend to be relatively small (in numerical terms) as the range is much narrower. Nonetheless, small differences are still important indicators of the respective preferences of different groups, although they tend to reflect the strength of opinion, rather than any huge divergence between sub-groups in the order in which they were ranked.

Affordability and cost was slightly more important to those who felt their diet and activity needs a lot of work than everyone else. Nonetheless both groups ranked this as the most

important factor in selecting lifestyle services to improve their health – our segment gave an average ranking score of 1.8, compared with 2.0 for the rest of the population.

That a service was ‘welcoming to people like me’ was slightly more important for our multi-hurdlers segment – who gave an average ranking score of 4.9 compared to 5.4 among the rest of the population. A number of other factors were slightly deemed slightly less important to our multi-hurdlers segment, but these differences were quite small and did not affect the overall order in which they ranked different factors.

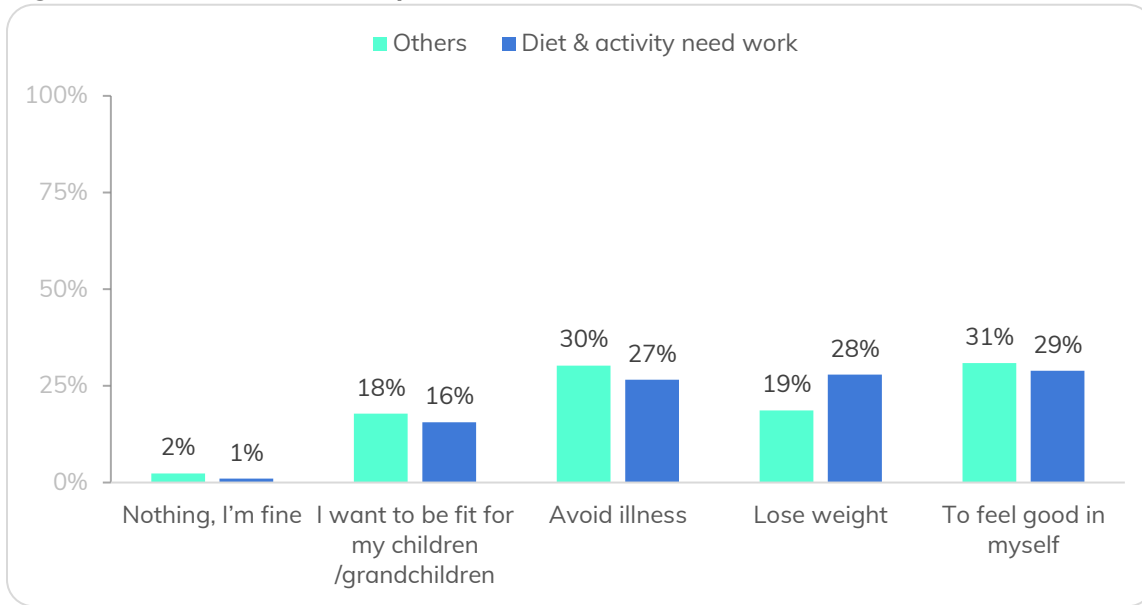
Figure 14: What is important in choosing a lifestyle service?



Motivational factors for healthier lifestyle behaviours

Among those who said that their diet and activity needs work, losing weight is a bigger motivating factor than the rest of the population. 27.9% of this segment said it was important to them, compared with 18.7% of all other respondents. Other factors were slightly less important to the people in this segment than the rest of the population.

Figure 15: Motivations to improve health



The impact of COVID-19 on people's lives and lifestyle

The pandemic has had a significant adverse impact on our multi-hurdlers segment. They are far significantly more likely to report that their physical and mental health is 'much worse' as a result of COVID-19. Similarly, their socialising, relationships, diet, smoking and alcohol consumption are all significantly more likely to be 'much worse' as a result of the impact of COVID-19 than the rest of the population.

Figure 16: Impact of COVID-19 on physical health

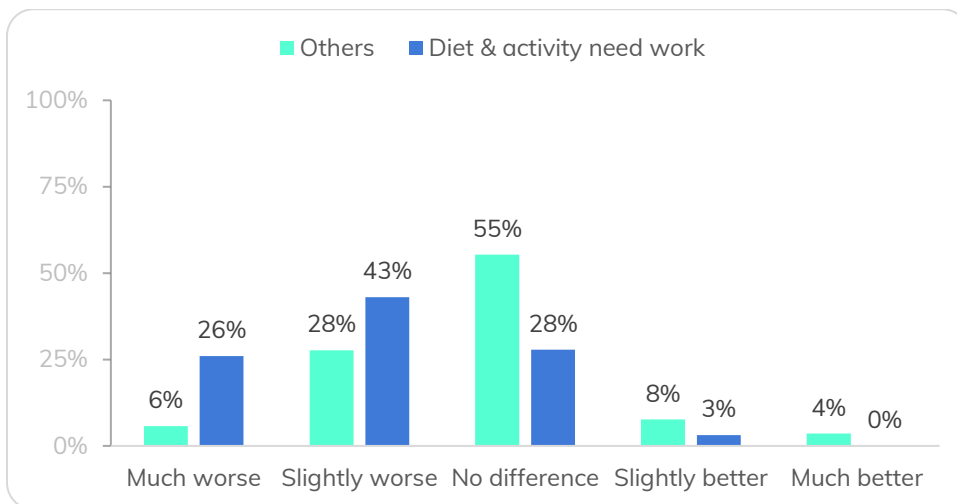


Figure 17: Impact of COVID-19 on mental health

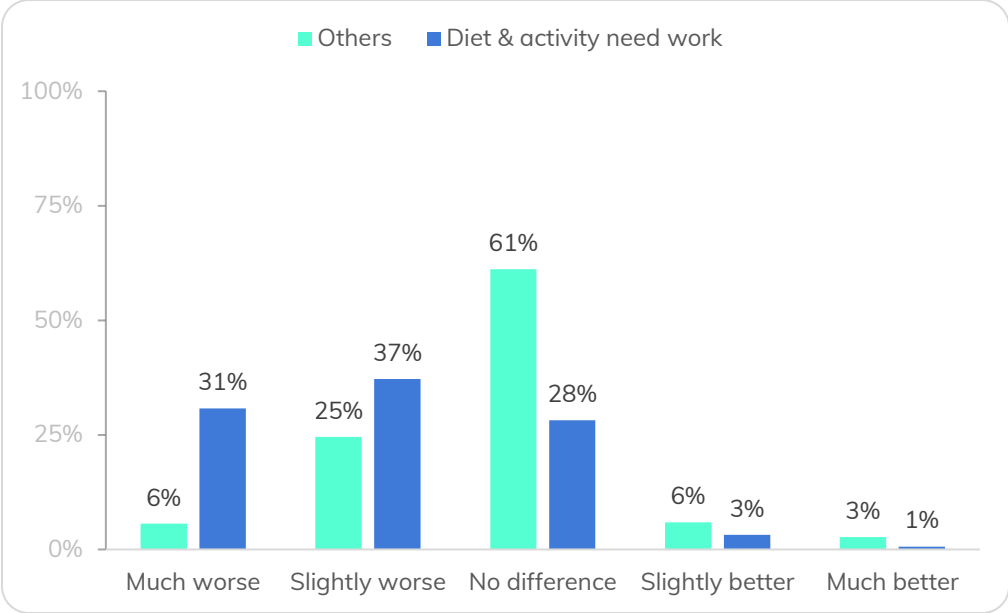


Figure 18: Impact of COVID-19 on socialising

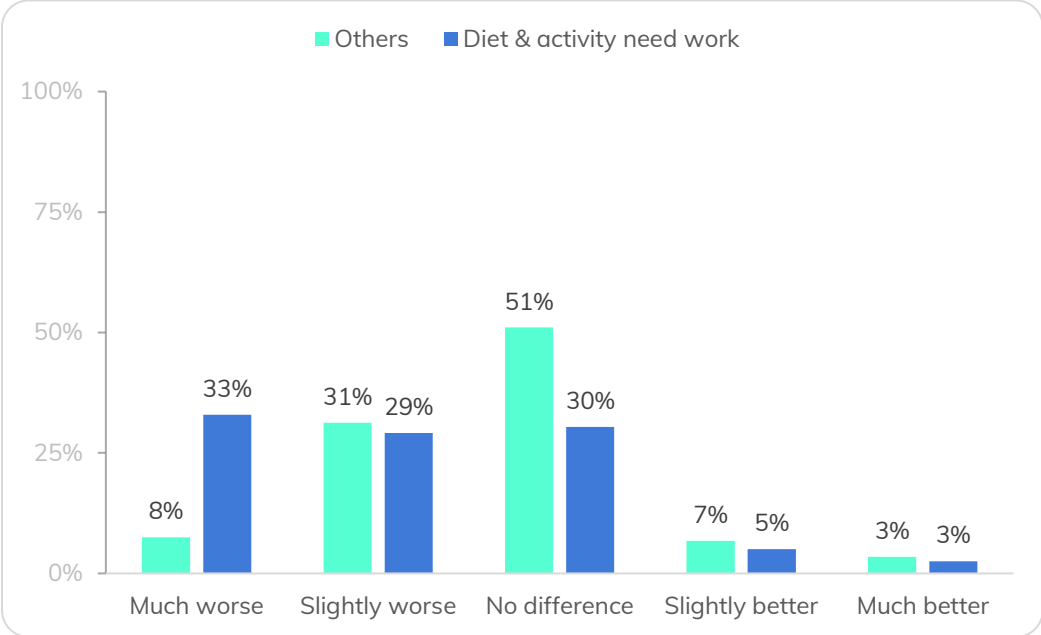


Figure 19: Impact of COVID-19 on relationships

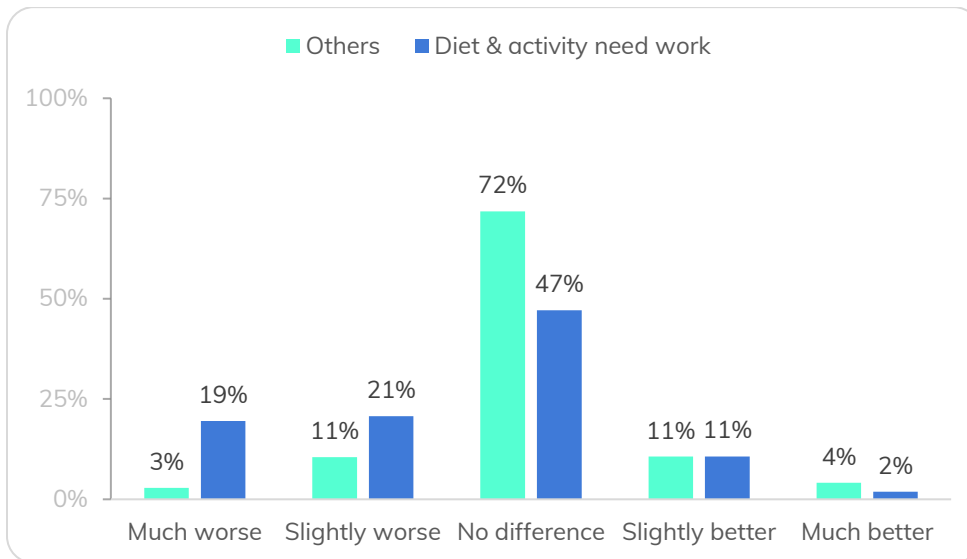


Figure 20: Impact of COVID-19 on smoking

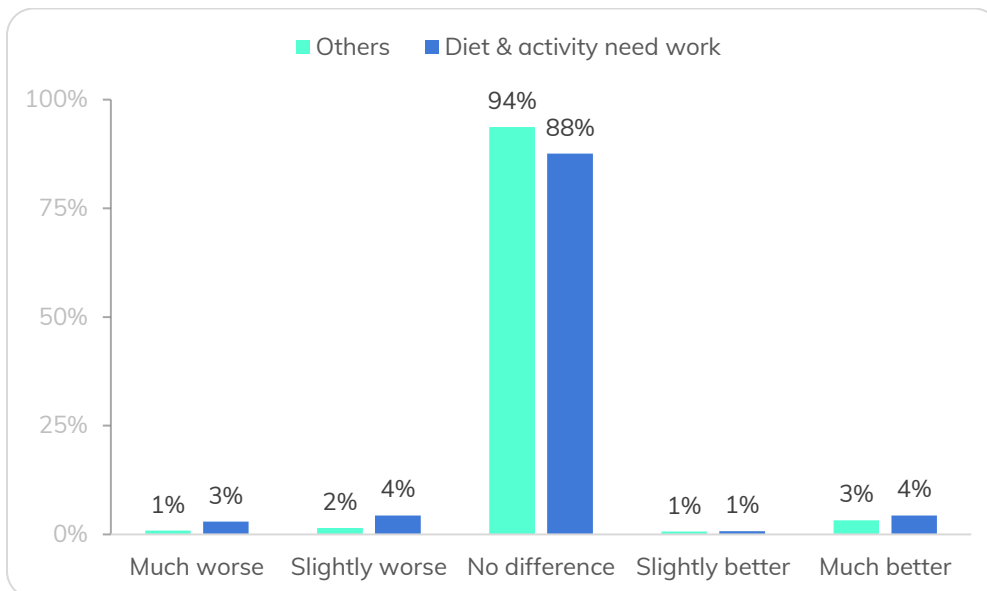
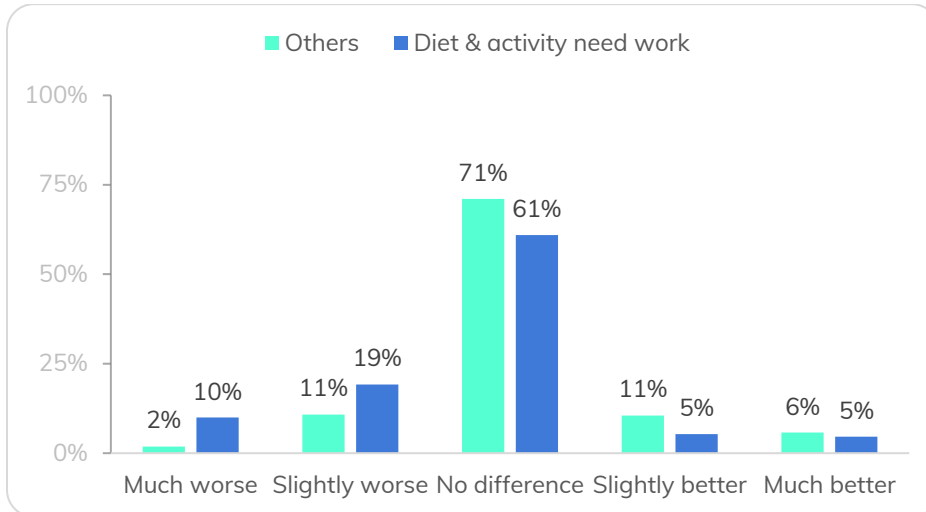


Figure 21: Impact of COVID-19 on alcohol consumption



Demographics

When compared with the rest of the population from our sample, the demographics of our multi-hurdlers segment have some very particular characteristics.

- They are more likely to be in full time work but also far more likely to be unable to work than everyone else.
- They are far more likely than average to be renting their homes, either from a housing association or a private landlord
- This segment are more likely to be women (62.9%) than the rest of the population (53.9%)
- They are slightly more likely to be of working age (18-64, except 45-54)
- This segment are far more likely to have a long term health condition which limits day-to-day activities a lot, but also more likely which limits day-to-day activities a little too
- Those in this segment are significantly more likely to live in Crewe – 35% live in that Care Community area, compared with 21% of the rest of the population.

Table 22: Employment status of respondents by multi-hurdlers segment

Employment status	Diet & activity need work	Others
Full Time work	37%	28%
Part Time work	13%	12%
Retired	29%	48%
Self Employed	3%	6%
Zero hours contract work	0%	0%
Full Time Student	0%	1%
Looking after children/the home	2%	2%
Looking for work	1%	1%
Unable to work	9%	1%
Unpaid carer	3%	1%
Prefer not to say	3%	1%

Table 23: Housing status of respondents by multi-hurdlers segment

Housing tenure	Diet and activity need work	Others
Own it outright/buying with a mortgage	64%	88%
Rent – Housing Association	17%	3%
Rent – private landlord	13%	5%
Shared Ownership	3%	1%
Staying with friends	0%	0%
Other	4%	2%

Table 24: Sex of respondents by multi-hurdlers segment

Sex	Diet and activity need work	Others
Male	33.8%	45.4%
Female	62.9%	53.9%
Other	2.6%	0.2%
Prefer not to say	0.7%	0.6%

Table 25: Age of respondents by multi-hurdlers segment

Age	Diet & activity need work	Others
18-24	3.3%	1.6%
25-34	15.9%	6.9%
35-44	15.2%	10.5%
45-54	10.6%	13.4%
55-64	27.8%	21.8%
65-74	13.9%	26.0%
75 and over	11.9%	19.5%
Prefer not to say	1.3%	0.4%

Table 26: Disability of health condition of respondents by multi-hurdlers segment

Disability or health condition	Diet & activity need work	Others
Yes, it limits my day-to-day activities a lot	27.6%	7.2%
Yes, it limits my day-to-day activities a little	20.4%	12.0%
No, I do not	47.4%	79.9%
Prefer not to say	4.6%	0.8%

Figure 27: Household size by multi-hurdlers segment

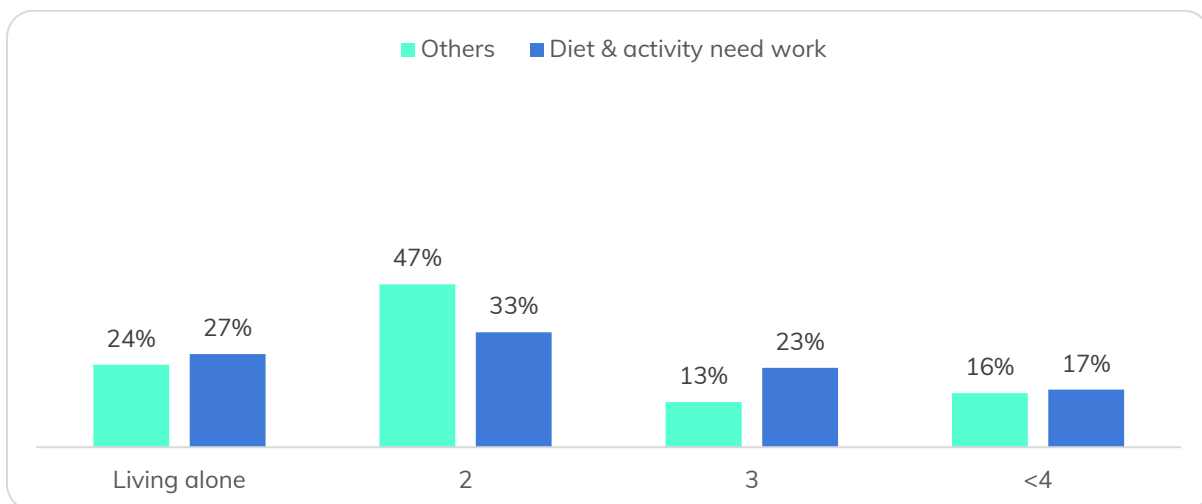


Figure 28: Proportion who live with children under 18 by multi-hurdlers segment

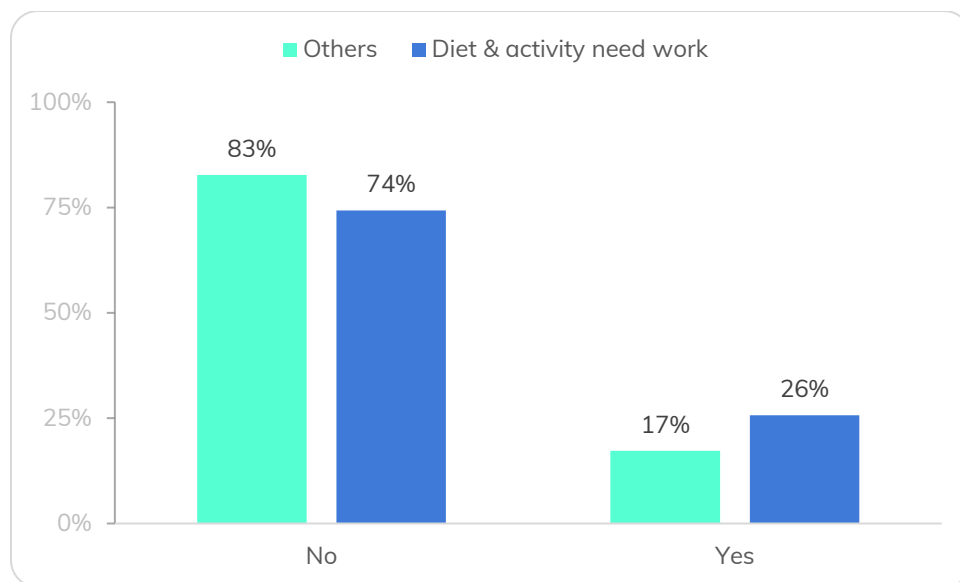


Table 29: Care Community area of respondents by diet and activity multi-hurdlers segment

CC Area	Diet & activity need work	Others
CHAW	10%	12%
Macclesfield	13%	16%
Bollington	5%	8%
Knutsford	4%	6%
CHOC	7%	10%
Nantwich	5%	9%
Crewe	35%	21%
SMASH	20%	18%

Segment 2 - Regular drinkers

This segment is made up of 469 people who told us that in the last month they have drunk 14 or more units of alcohol in 'three weeks out of the last four' or 'every week in the last month'. This represents 18% of our total sample and is the second largest of our segments.

Below we compare the survey responses of that group to the rest of our sample to understand their behaviours, perceptions and demographic characteristics and to help us understand more about this segment.

Current health, wellbeing and lifestyle behaviours

Health Status

Our regular drinkers are slightly more likely to view their own eating habits as being generally good. They are slightly less likely than others to say they do not have a healthy diet and slightly more likely than the rest of the population to say they 'mostly eat well and stay active'.

They are slightly less likely than the rest of our sample to worry about the health and diet of someone else in their household.

Figure 30: Generally speaking, do you think you have a healthy diet?

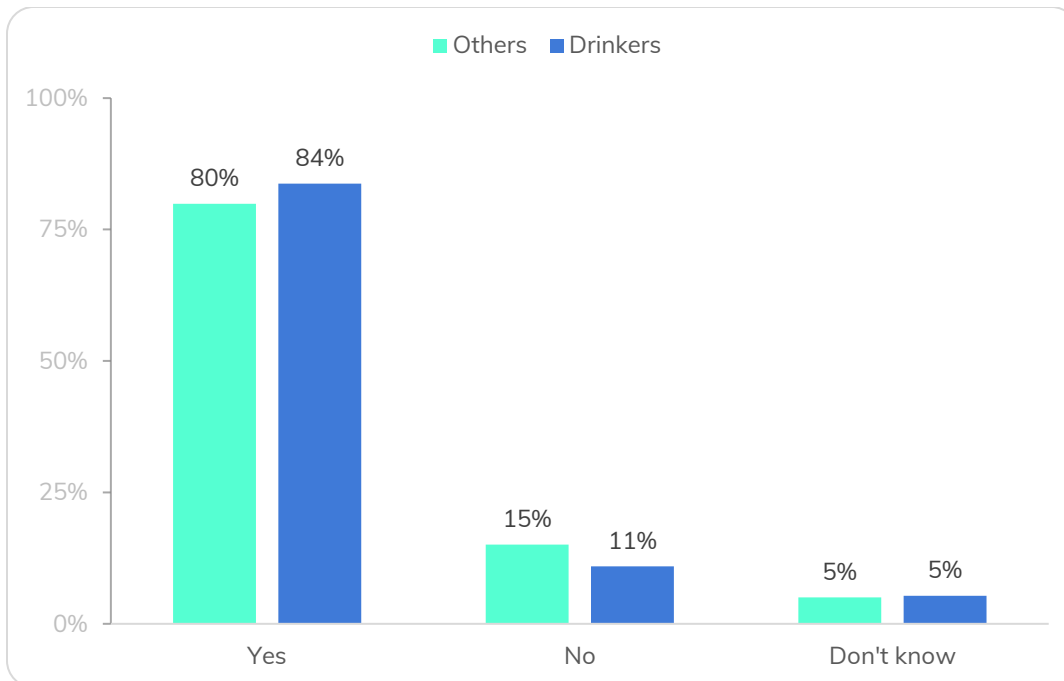
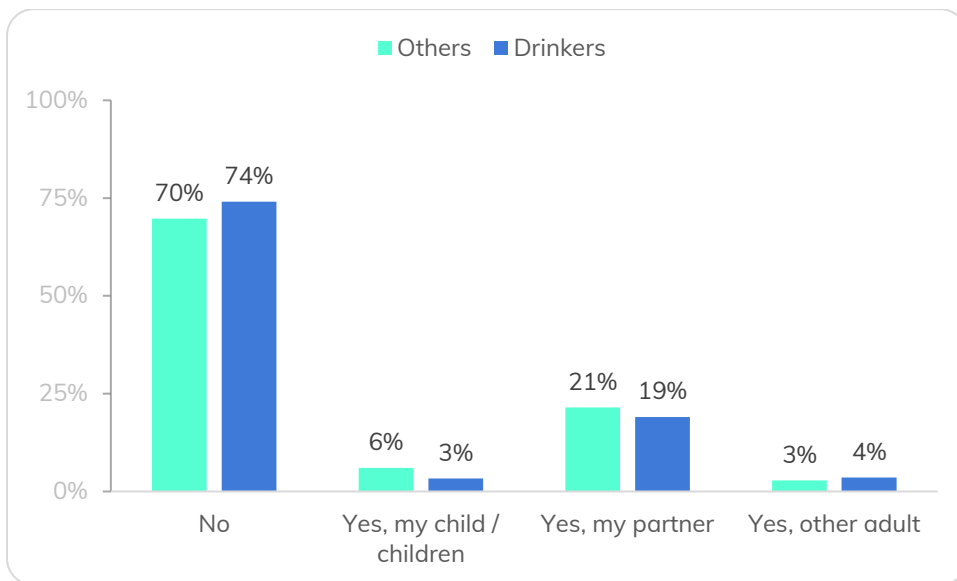


Figure 31: Which of these best describes you?

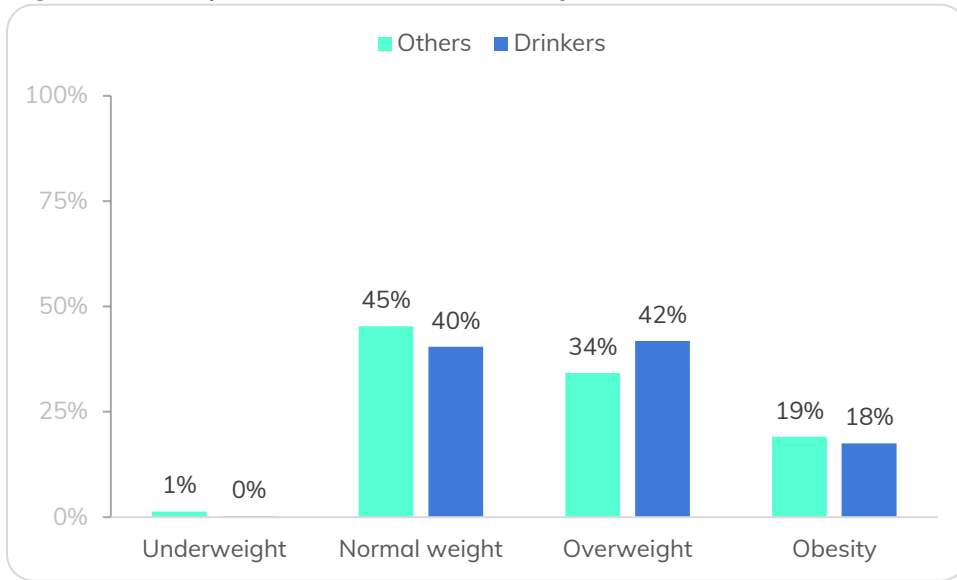


Figure 32: Thinking about the other people in your household, do you have concerns about their health, diet or fitness?



Based on their BMI, our regular drinkers are more likely to be overweight than the rest of the population. 42% of our segment are overweight according to their BMI, compared with 34% of those in the rest of our sample.

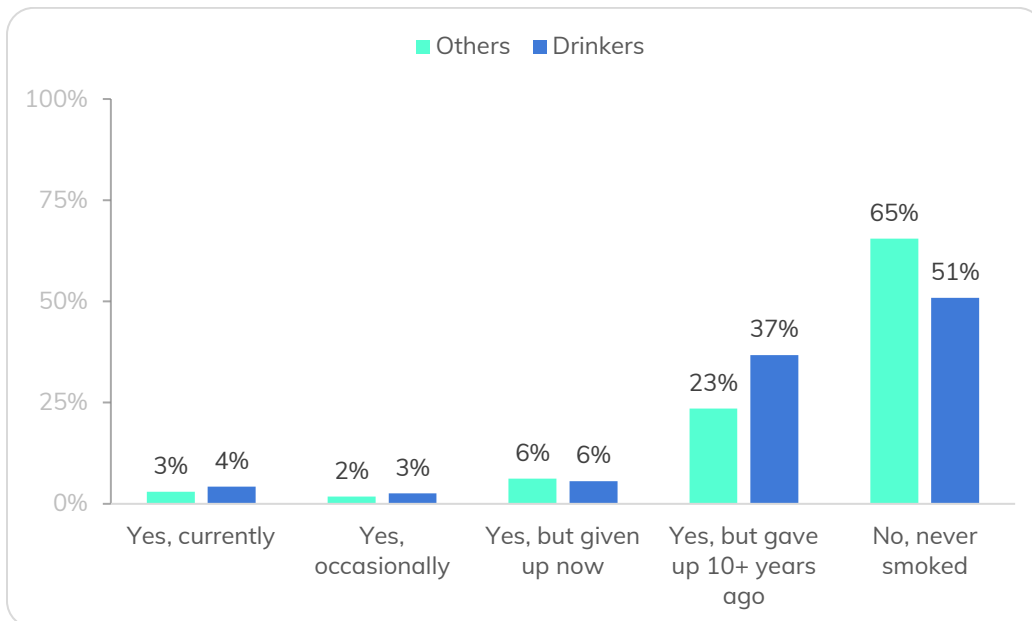
Figure 33: Body Mass Index (BMI) of respondents



Smoking and vaping

Although they are no more likely to be current smokers than the rest of the population, our regular drinkers are less likely to have never smoked before, but are more likely to have quit smoking 10 or more years ago.

Figure 34: Do you, or have you, ever smoked cigarettes regularly?



Alcohol use

Unsurprisingly, given the segment definition, our regular drinkers are significantly more likely to drink alcohol frequently – 65.5% drink four or more times each week, compared with just

8% in the rest of our sample. They also drink considerably more units when they do drink alcohol. 13% drink 20 or more units and 36% drink 11 or more units, compared with 0% and 7% respectively in the rest of the population.

Figure 35: How often do you have a drink containing alcohol?

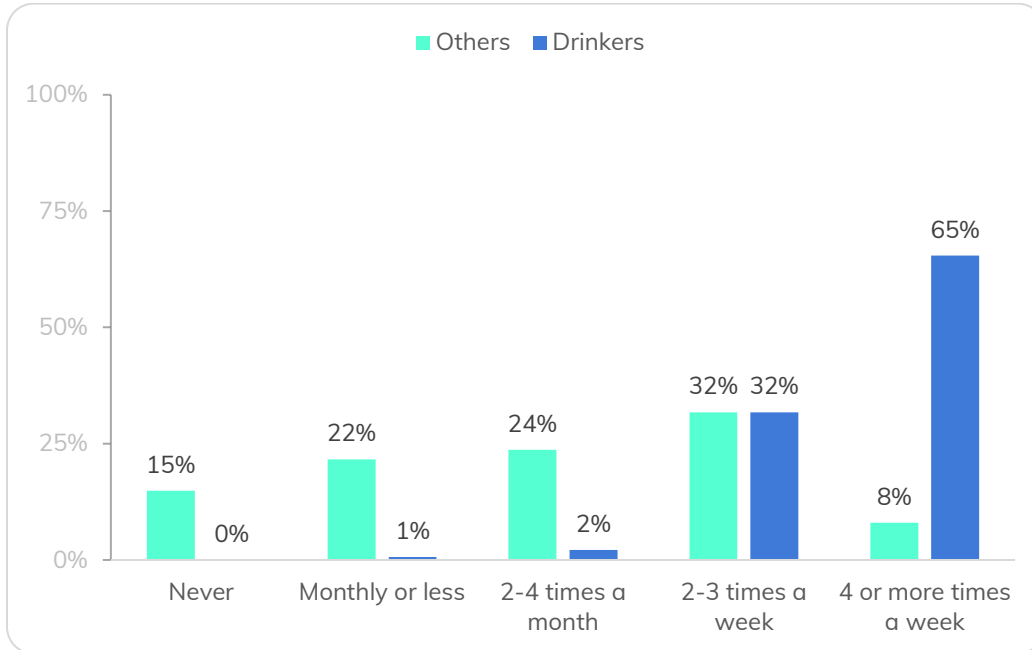
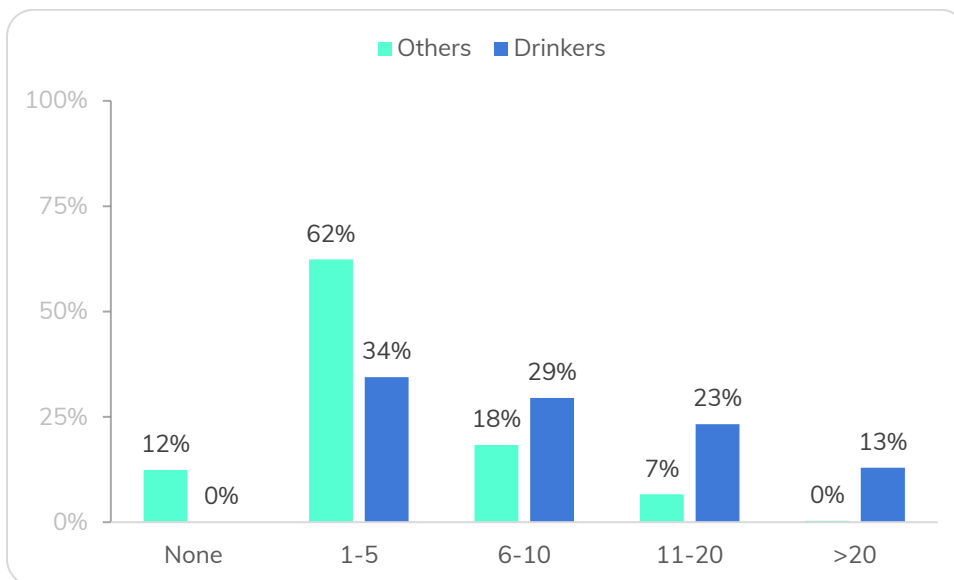


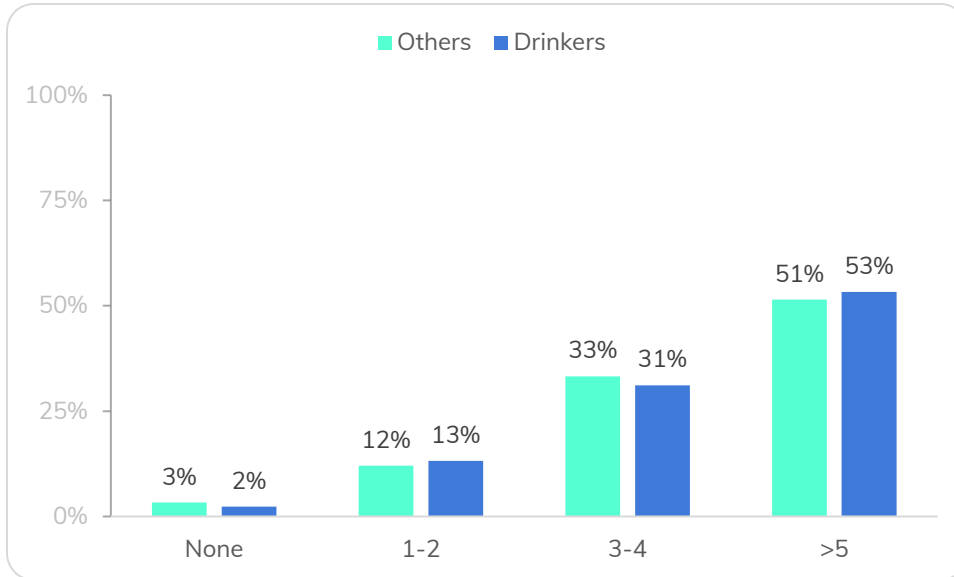
Figure 36: Roughly, how many units of alcohol do you drink on a day when you are drinking?



Diet

The amount of fruit and vegetables our regular drinkers consume is consistent with the population as a whole.

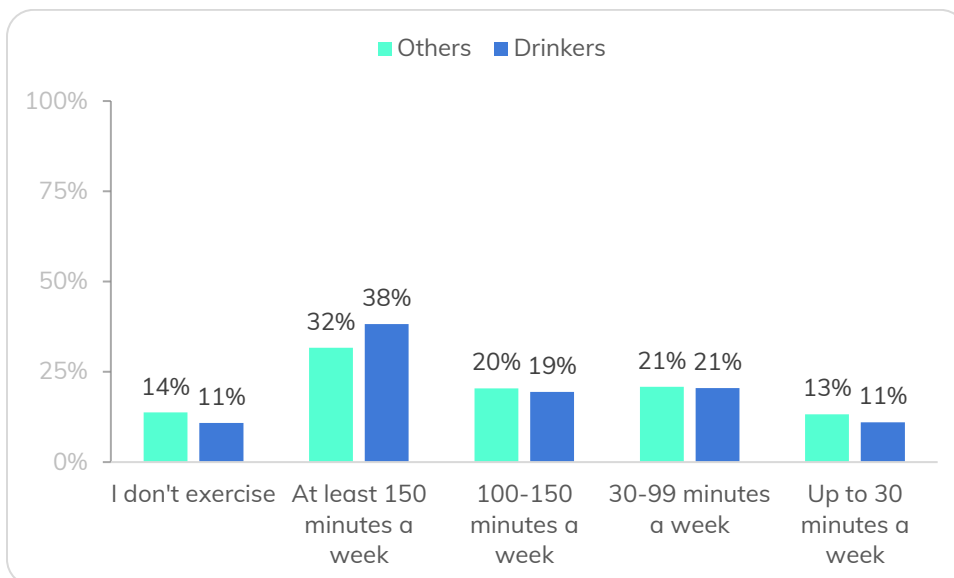
Figure 37: How many portions of fruit and vegetables did you have yesterday?



Physical activity

Those in the regular drinkers' segment are more likely than the rest of the population to do at least 150 minutes of exercise each week and are also more likely to walk for at least 10 minutes every day.

Figure 38: How much regular, moderately intensive physical activity lasting ten minutes or more do you do each week?



Accessing and choosing lifestyle services and information

They tend to be reasonably well informed about accessing support and information about improving their health and fitness – in line with the rest of the population. And they are also equally likely to be a member of a gym or sports club – 31% compared with 34% of the rest of the population.

Since this question asked people to rank a range of factors in order of importance from 1 to 8 and the results are presented as average scores (ranking), the differences reported tend to be relatively small (in numerical terms) as the range is much narrower. Nonetheless, small differences are still important indicators of the respective preferences of different groups, although they tend to reflect the strength of opinion, rather than any huge divergence between sub-groups in the order in which they were ranked.

Distance from home/work was slightly more important to the drinkers segment (a who gave it an average ranking score 2.1, compared with 2.3 among the rest of the population). However, despite this, their priorities are essentially the same as the rest of the population, there were merely minor differences in the strength or consistency of opinion among the drinkers segment, when compared with other respondents.

Figure 39: How well informed do you feel about sources of support and information to make your lifestyle healthier?

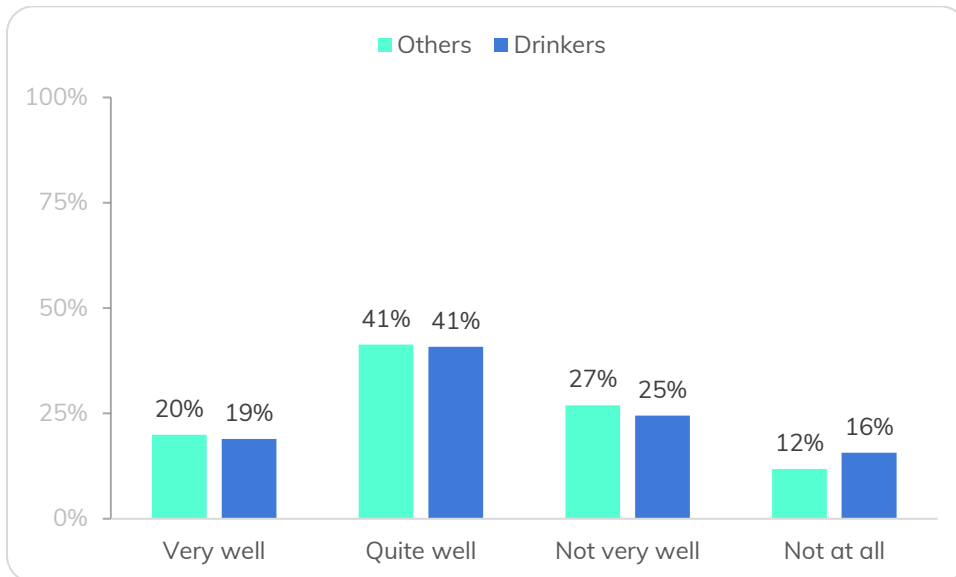


Figure 40: Are you a member of a fitness club, organisation or class?

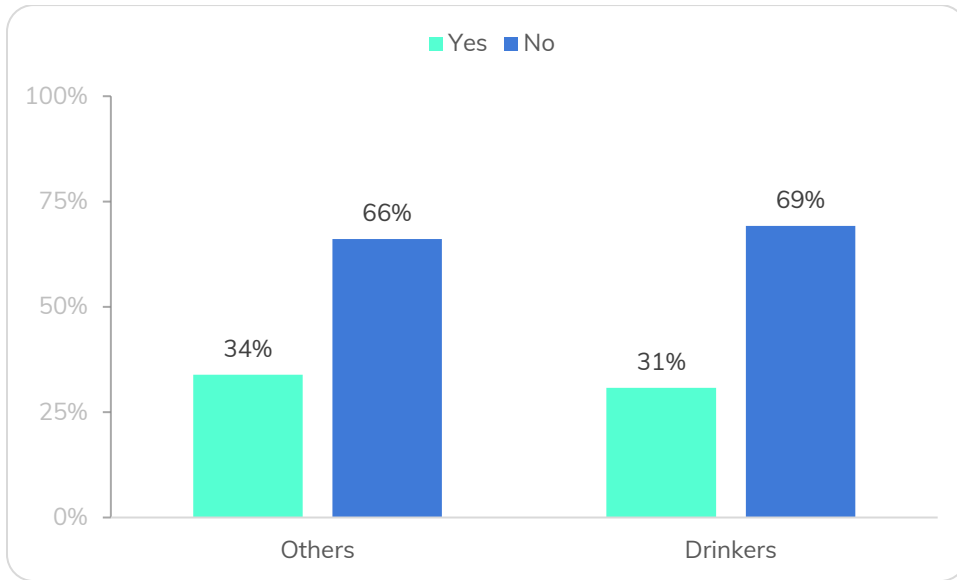
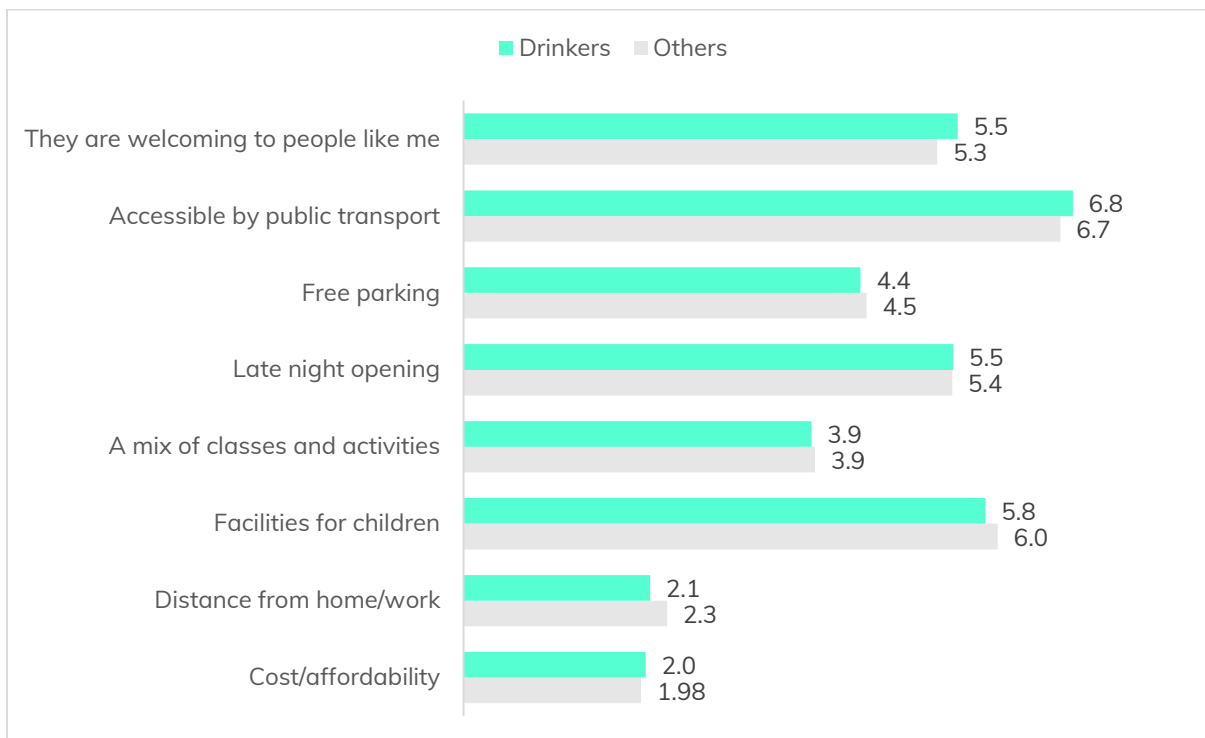


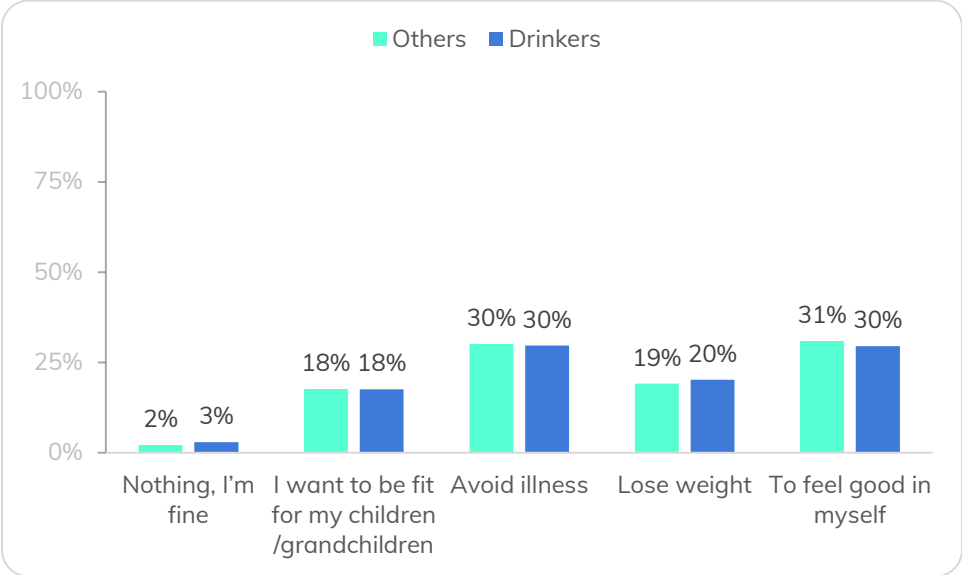
Figure 41: What is important in choosing a lifestyle service?



Motivational factors for healthier lifestyle behaviours

The motivations to improve health among the drinkers segment were almost identical to the rest of the population. Nonetheless, we did observe that they were very slightly more likely to say ‘nothing I’m fine’ (3% vs 2.1%) and did not feel they needed to make any changes to their diet or activity. However, the numbers of people who gave this response were very small and are therefore more susceptible to chance.

Figure 42: Motivations to improve health



The impact of COVID-19 on people’s lives and lifestyle

The pandemic has made less of a difference to the lives of those in the regular drinkers segment than it has on the rest of the population. They are more likely to say that it has made ‘no difference’ across each area of focus, with the exception of alcohol consumption, which is significantly more likely to be ‘much worse’ or ‘slightly worse’. 35.5% of regular drinkers say the impact of COVID-19 on their alcohol consumption has got worse compared with 8.7% of the rest of the population.

Table 41: Employment status of respondents by regular drinker segment

Impact of COVID	Drinkers % no difference	Others % no difference
Physical health	59.5%	52.4%
Mental health	65.9%	57.5%
Socialising	56.7%	48.3%
Relationships	72.8%	69.7%
Smoking	92.6%	93.4%
Physical activity	42.9%	37.9%
Diet	63.0%	57.9%

Table 42: Employment status of respondents by regular drinker segment

Alcohol consumption	Drinkers	Others
Much worse	8.4%	1.0%
Slightly worse	27.0%	7.7%
No difference	56.0%	73.8%
Slightly better	7.3%	11.0%
Much better	1.3%	6.6%

Demographics

- Our regular drinker segment are more likely to be retired
- They are more likely to own their own homes or to be buying it with a mortgage
- Those in the regular drinker segment are more likely to be men (66.3%) than the rest of the population (39.7%)
- Our regular drinkers are more likely to be slightly older (aged 55-74 years old)
- They are extremely likely to be from a White ethnic background (97.4% are White)
- Those in this segment are more likely than the rest of the population to say that they have no religion or belief (46.1% vs 34.9%)

Table 43: Employment status of respondents by regular drinker segment

Employment status	Regular Drinkers	Others
Full Time work	24.2%	29.3%
Part Time work	9.5%	12.5%
Retired	54.1%	44.5%
Self Employed	7.3%	5.2%
Zero hours contract work	0.2%	0.3%
Full Time Student	0.4%	1.1%
Looking after children/the home	1.1%	2.2%
Looking for work	0.7%	1.0%
Unable to work	1.3%	2.0%
Unpaid carer	0.7%	1.0%
Prefer not to say	0.7%	1.0%

Table 44: Housing tenure of respondents by regular drinker segment

Housing tenure	Regular Drinkers	Others
Own it outright/buying with a mortgage	91.4%	85.8%
Rent – Housing Association	1.8%	4.4%
Rent – private landlord	3.7%	5.9%
Shared Ownership	1.8%	1.6%
Staying with friends	0.2%	0.2%
Other	1.1%	2.2%

Table 45: Sex of respondents by regular drinker segment

Sex	Regular Drinkers	Others
Male	66.3%	39.7%
Female	32.8%	59.3%
Prefer not to say	0.4%	0.6%

Table 46: Age of respondents by regular drinker segment

Age	Regular Drinkers	Others
18-24	0.0%	2.1%
25-34	2.9%	8.5%
35-44	7.3%	11.6%
45-54	9.9%	13.9%
55-64	28.5%	20.9%
65-74	31.6%	23.8%
75 and over	19.4%	18.7%
Prefer not to say	0.4%	0.5%

Table 47: Ethnicity of respondents by regular drinker segment

Ethnicity	Regular Drinkers	Others
Asian, Asian British	0.7%	1.3%
Black African, Black Caribbean, or Black British	0.0%	0.4%
Chinese	0.0%	1.1%
Mixed or Multiple ethnic groups	0.2%	1.0%
White or White British	97.4%	93.6%
Other	1.3%	1.8%
Prefer not to say	0.4%	0.8%

Table 48: Religion of respondents by regular drinker segment

Religion	Regular Drinkers	Others
Buddhist	0.2%	0.4%
Christian	47.2%	56.5%
Hindu	0.2%	0.2%
Jewish	0.2%	0.3%
Muslim	0.2%	0.6%
Sikh	0.0%	0.1%
No religion or belief	46.1%	34.9%
Prefer not to say	2.4%	4.3%
Other	3.3%	2.8%

Figure 49: Household size by regular drinker segment

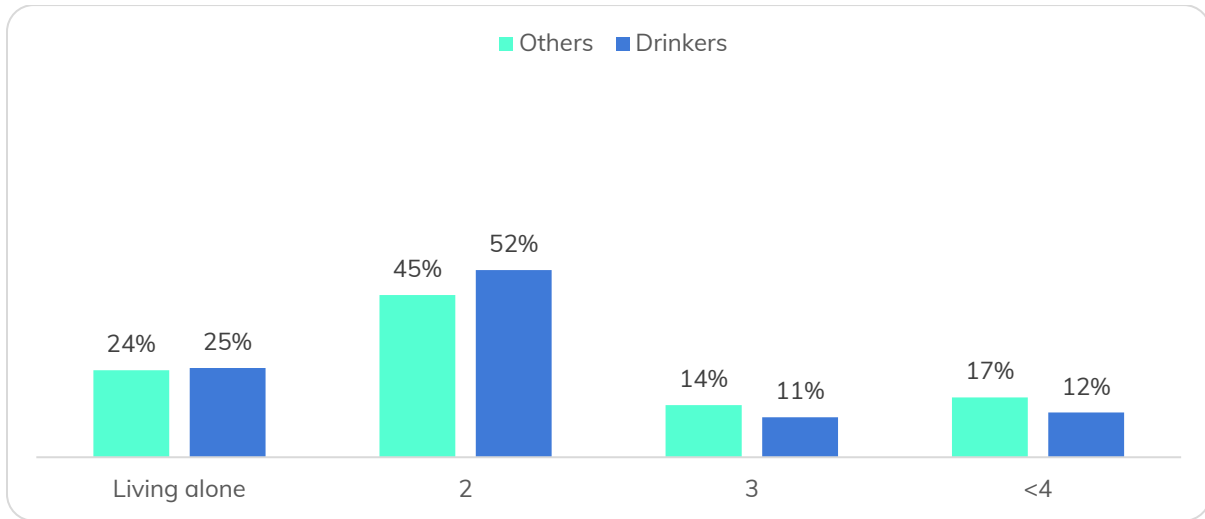


Figure 50: Proportion who live with children under 18 by drinkers segment

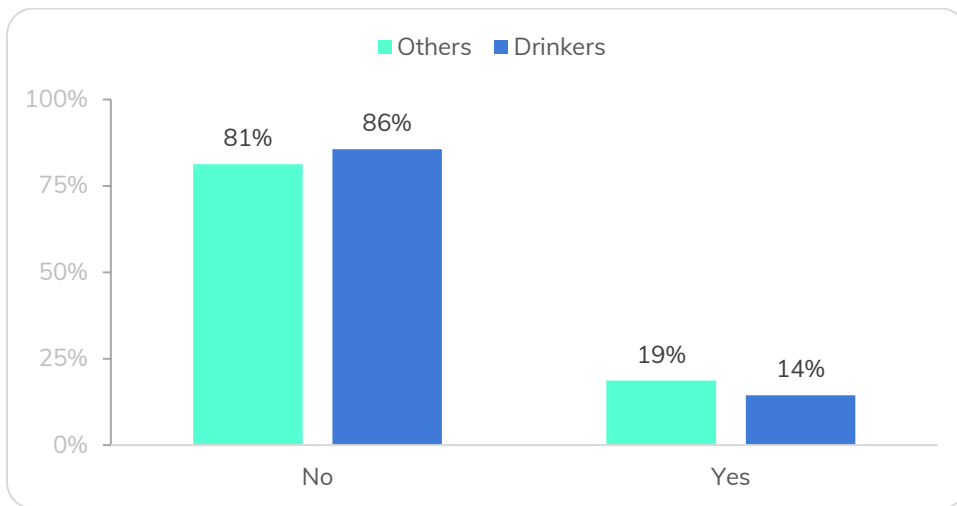


Table 51: Care Community area of respondents by regular drinker segment

CC Area	Regular drinkers	Others
CHAW	11%	13%
Macclesfield	11%	17%
Bollington	9%	7%
Knutsford	7%	6%
CHOC	9%	10%
Nantwich	9%	9%
Crewe	25%	22%
SMASH	20%	18%

Segment 3 - Non-Exercisers

This is the largest of our segments, made up of 704 people who told us that they 'don't participate in muscle strengthening exercises' and that they do less than 150 minutes of exercise each week. 28% of the population fall within this segment.

Below we compare the survey responses of that group to the rest of our sample to understand their behaviours, perceptions and demographic characteristics and to help us understand more about this segment.

Current health, wellbeing and lifestyle behaviours

Health Status

The people in this segment are less likely to feel that they have a healthy diet and they significantly less likely to say that they 'mostly eat well and stay active'. They are however much more likely to say that they mostly eat well but are inactive.

Figure 52: Generally speaking, do you think you have a healthy diet?

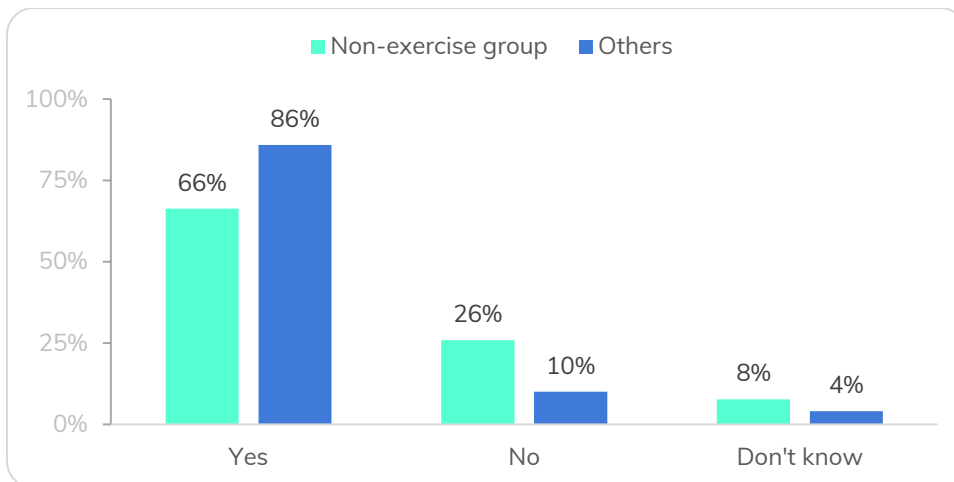
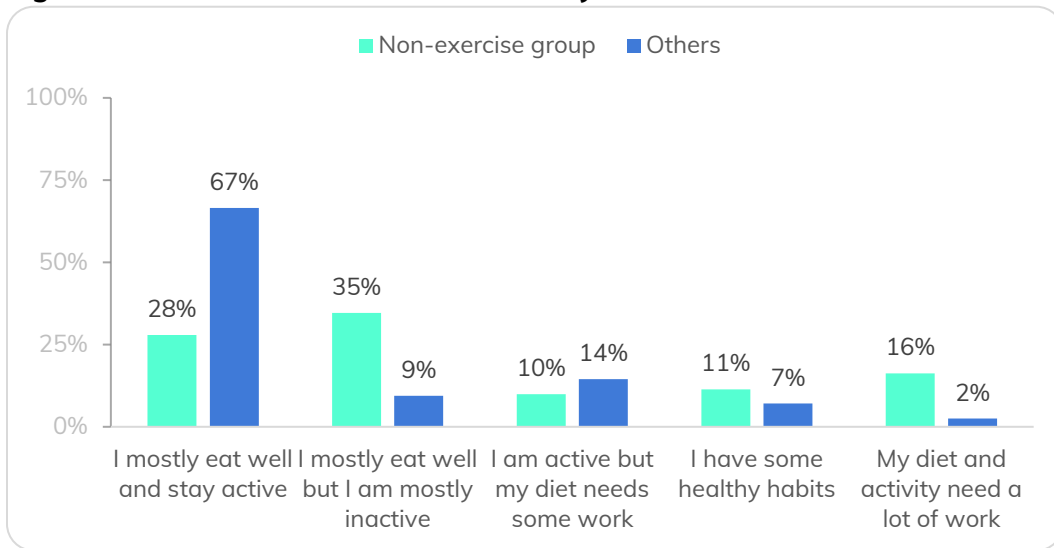
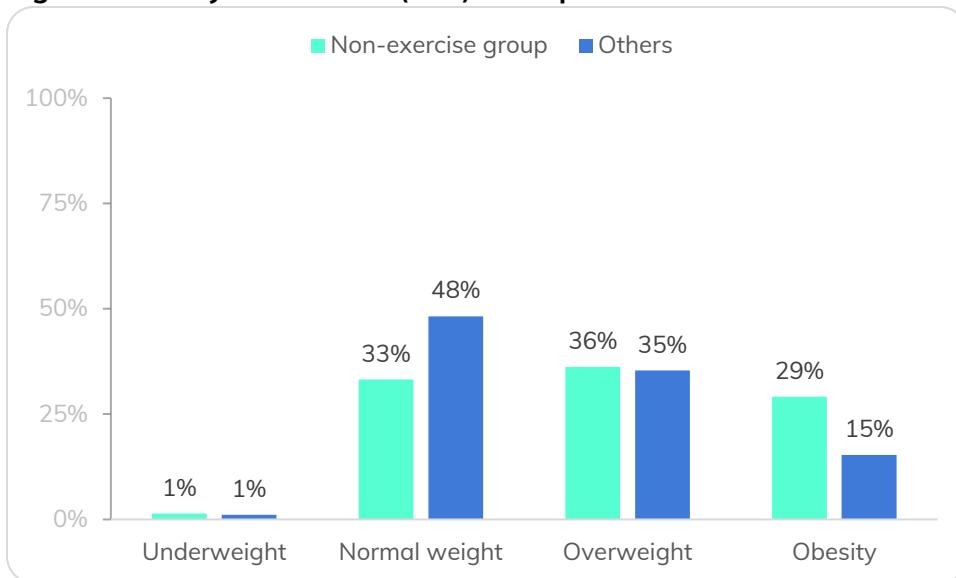


Figure 53: Which of these best describes you?



Based on their BMI, those in our non-exercising segment are around twice as likely to be obese than the rest of the population. 29% of those in this segment are obese according to their BMI, compared with just 15% of those in the rest of our sample. However, they are no more likely to be overweight than others.

Figure 54: Body Mass Index (BMI) of respondents



Happiness and wellbeing

Our non-exercisers express lower levels of happiness and wellbeing, saying they are less satisfied with life, that their lives are less worthwhile, that they're more unhappy and slightly less likely to say they're not anxious than other residents in Cheshire East. Around one

quarter (24%) said they were dissatisfied with their lives and a similar proportion (22%) were unhappy yesterday – giving scores of 4 or lower - compared with 9% and 10% among the rest of the population.

Figure 55: Overall, how satisfied are you with your life nowadays?

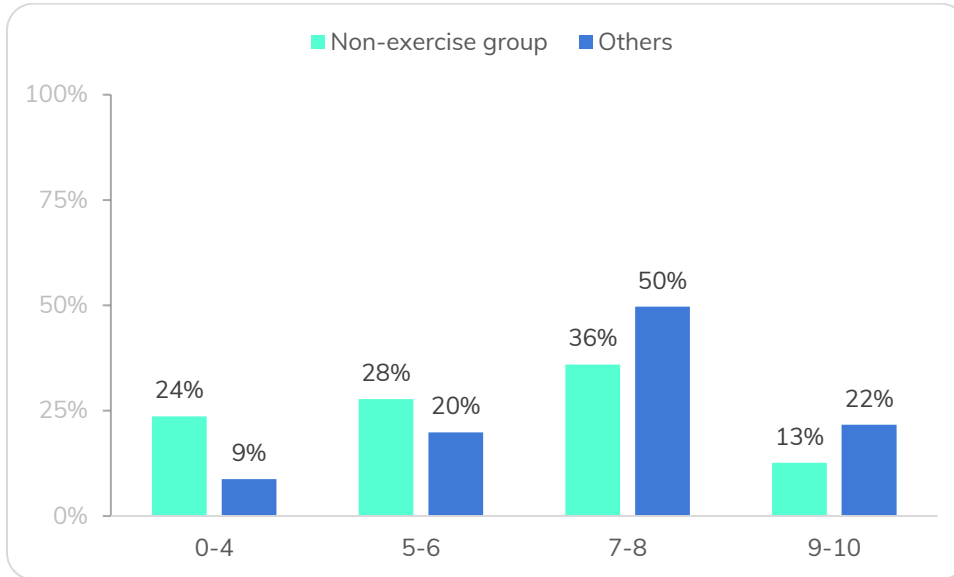


Figure 56: To what extent do you feel that the things you do in your life are worthwhile?

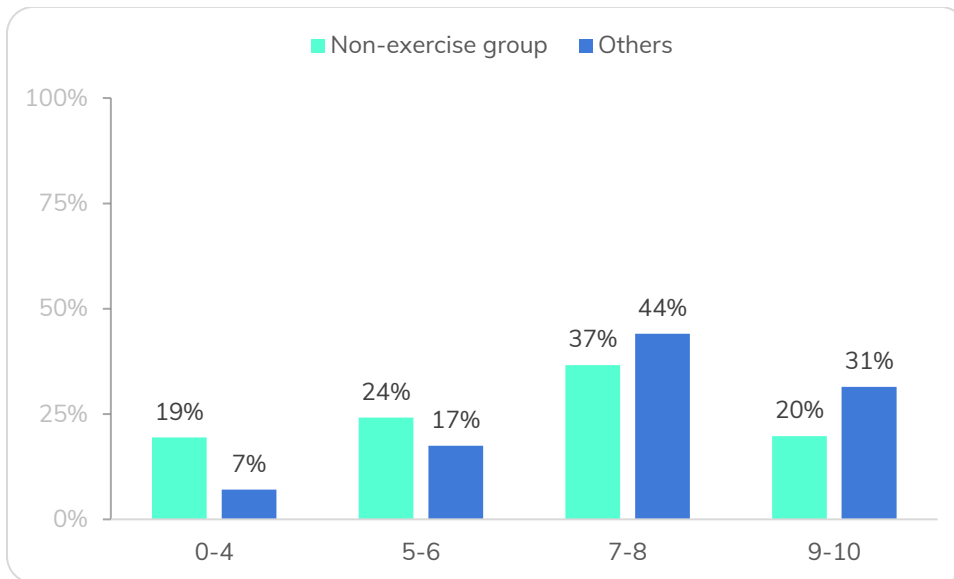


Figure 57: How happy did you feel yesterday?

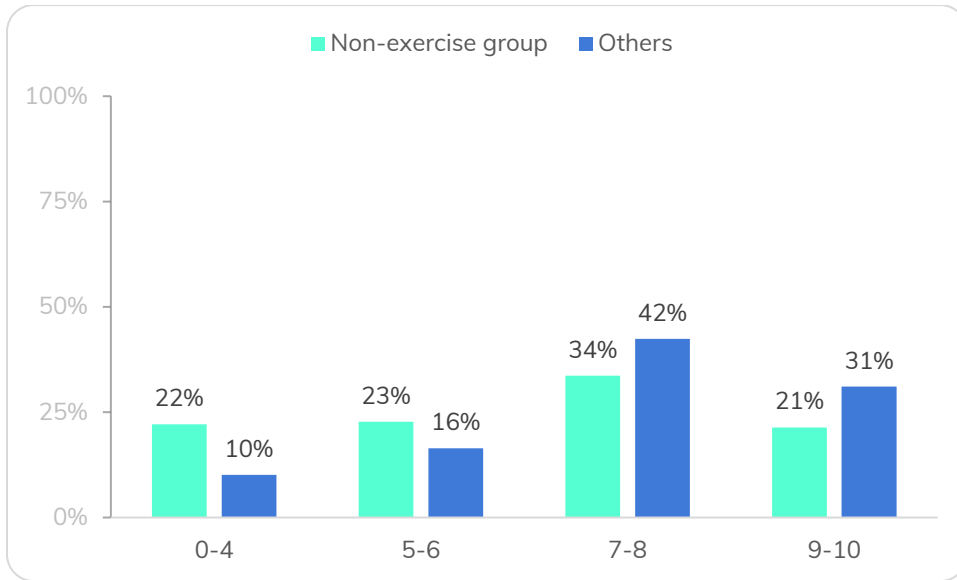
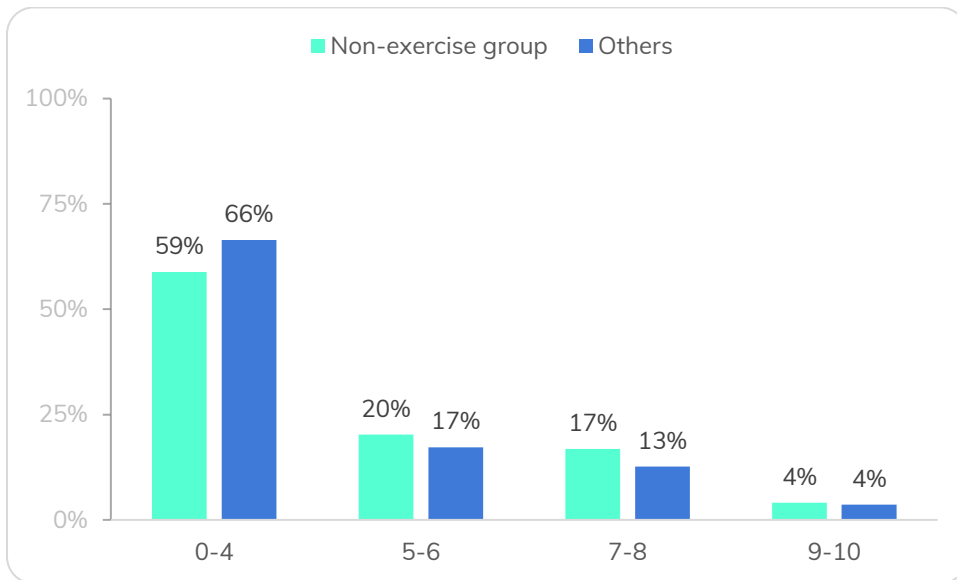


Figure 58: How anxious did you feel yesterday?



Smoking and vaping

Our non-exercising segment are slightly more likely to smoke and slightly more likely to use an e-cigarette than the wider population.

Figure 59: Do you, or have you, ever smoked cigarettes regularly?

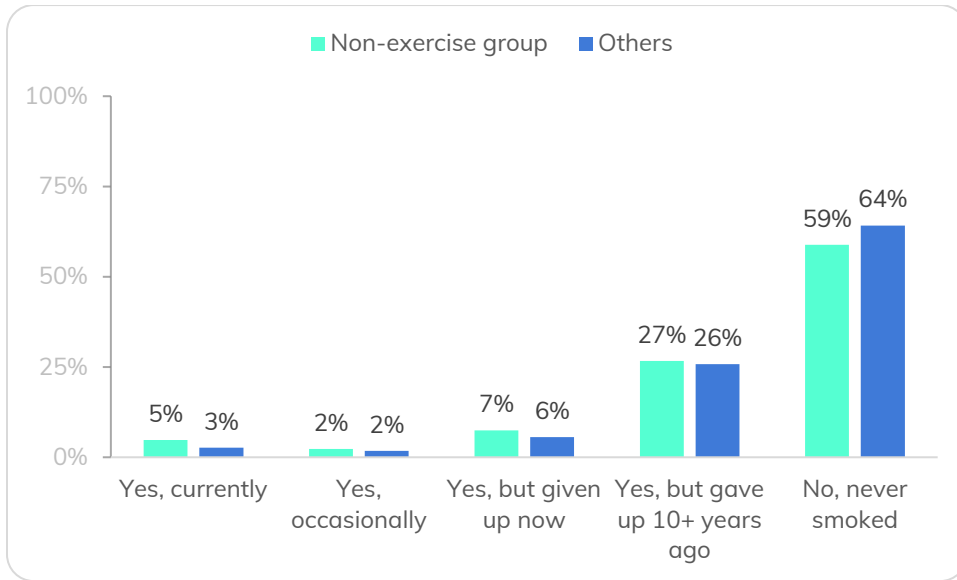
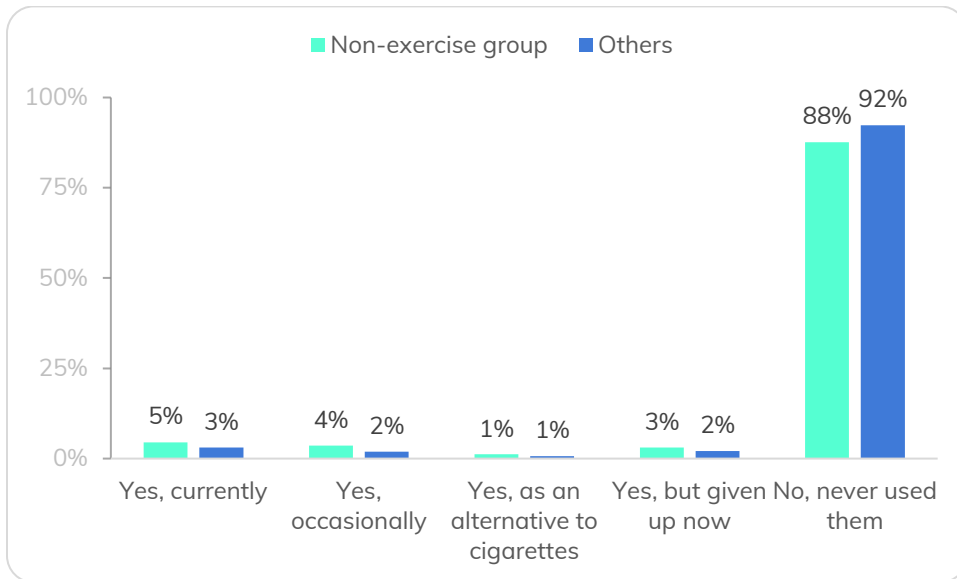


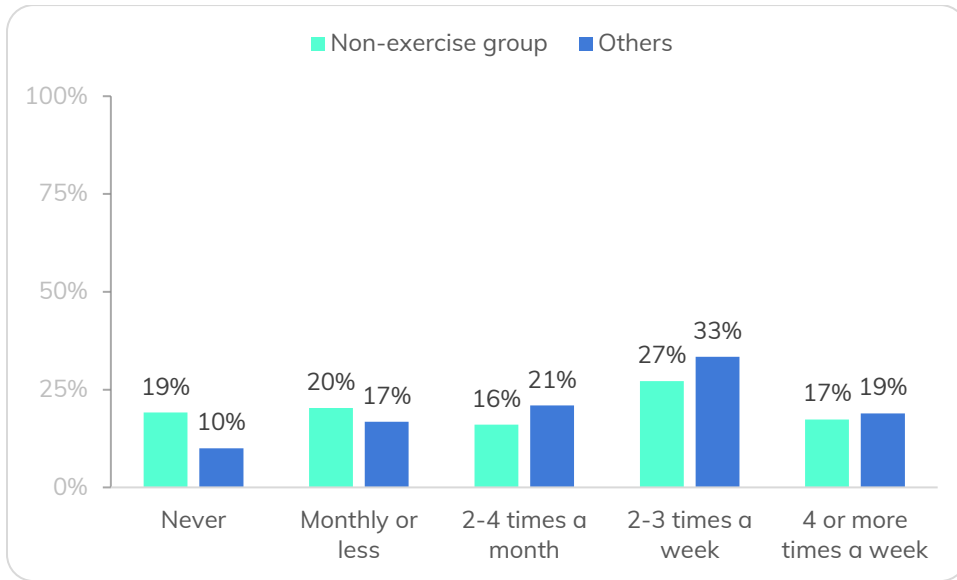
Figure 60: Do you, or have you ever, used vapes or e-cigarettes?



Alcohol use

They are less likely not to drink alcohol or to drink only very infrequently - one in five (19%) never drink alcohol compared with one in ten (10%) among the rest of the population.

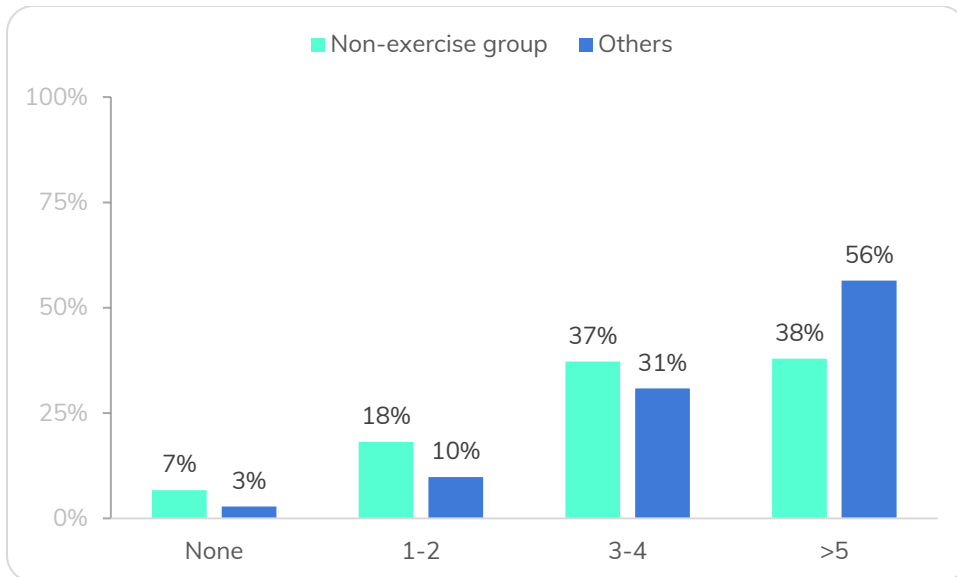
Figure 61: How often do you have a drink containing alcohol?



Diet

The non-exercising segment eat fewer portions of fruit and vegetables than the rest of the population. They are twice as likely to say they ate no fruit or vegetables yesterday (7% compared 3%) and significantly less likely to say they had five or more portions (38% compared with 56%).

Figure 62: How many portions of fruit and vegetables did you have yesterday?



Physical activity

People in our non-exercising segment are far less likely to do exercise each week – 36% said they do no exercise, compared with 5% of the rest of our sample, and 60% do 30 minutes or

less. Among the rest of the population just 15% said they do 30 minutes exercise or less each week. They are also significantly more likely to do no walks of 10 minutes or more each week – 16% of our segment, compared with 3% of the rest of our sample.

Figure 63: How much regular, moderately intensive physical activity lasting ten minutes or more do you do each week?

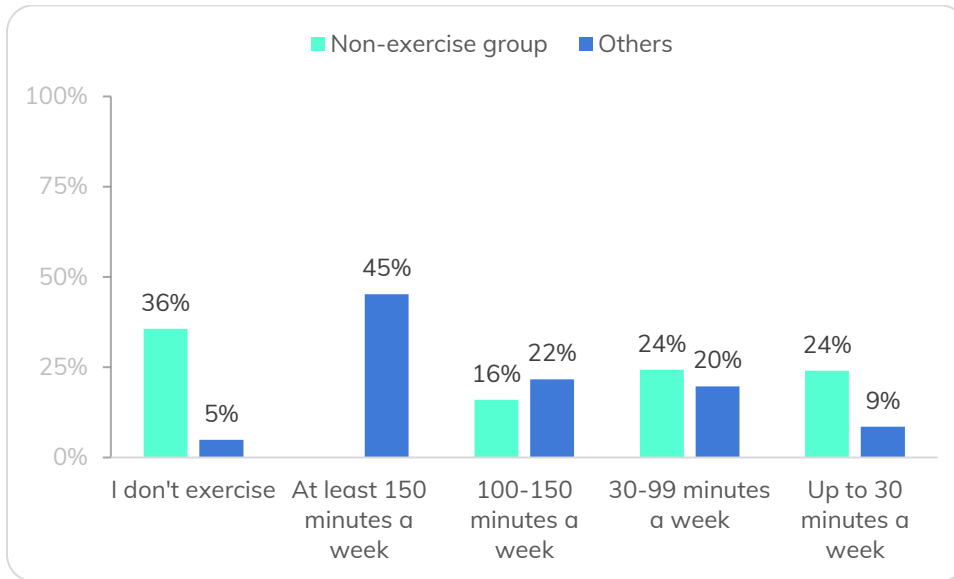
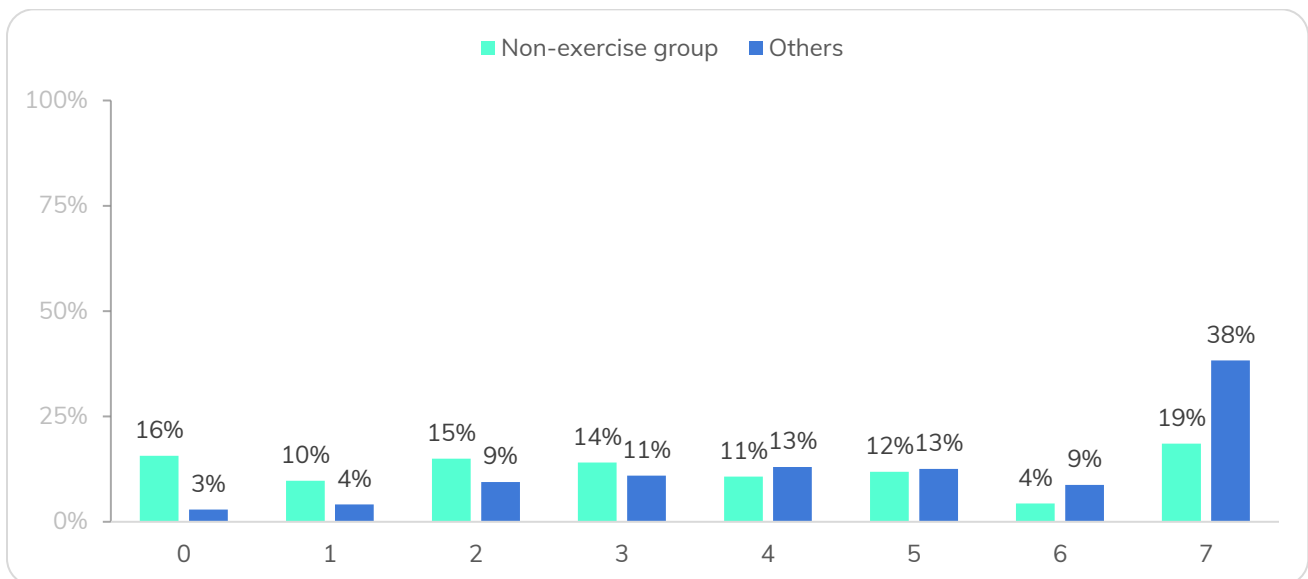


Figure 64: In the past 7 days, on how many days did you do a walk lasting at least ten minutes?



Those who are in the non-exercising segment are twice as likely as others to say they are 'not at all' informed about where to access information and support about improving their lifestyle (19% vs 10%). Only 9% say that they are 'very well' informed, significantly less than the 24% in the rest of the population.

Accessing and choosing lifestyle services and information

They are also significantly less likely to be members of gyms or sports clubs than the rest of our sample. Only 11% of the segment told us they are members of a sports or fitness club, compared with 41% of those in the rest of the population.

Figure 65: How well informed do you feel about sources of support and information to make your lifestyle healthier?

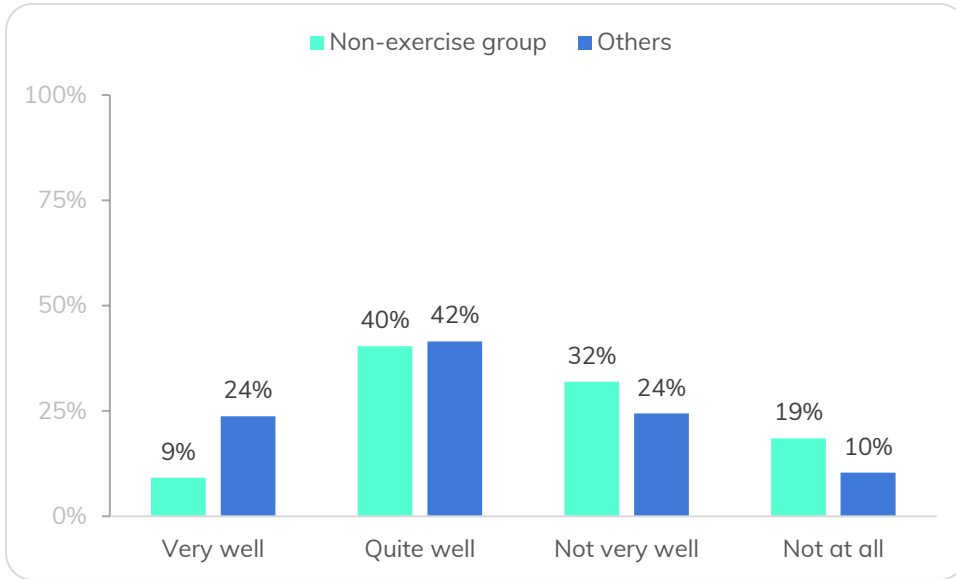
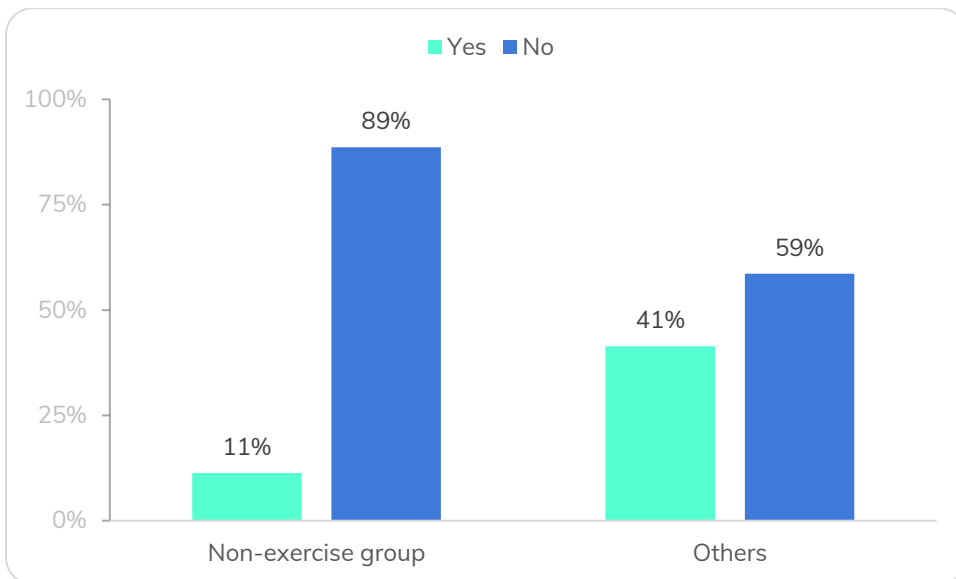


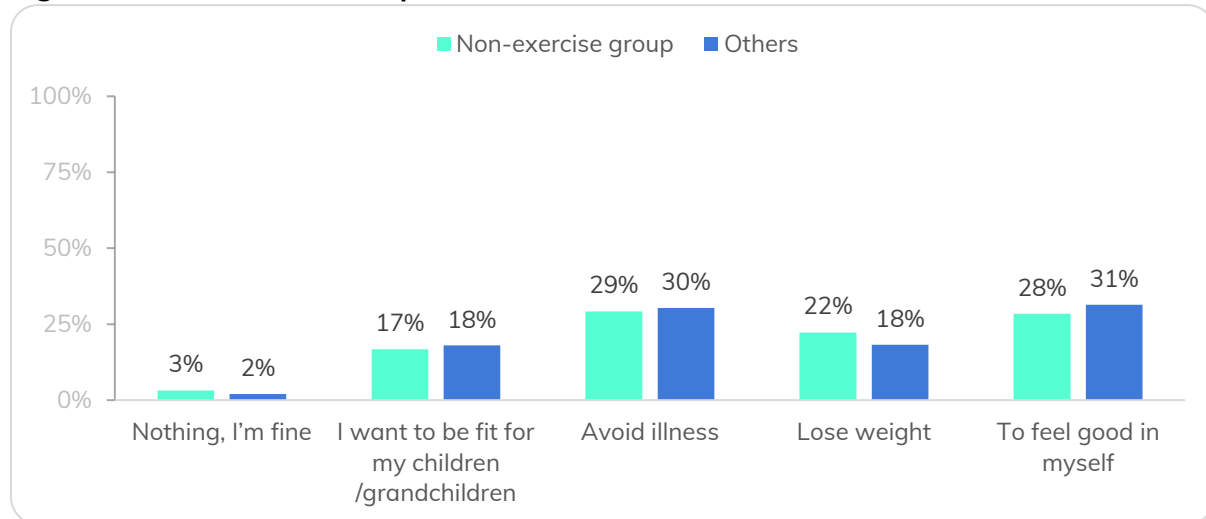
Figure 66: Are you a member of a fitness club, organisation or class?



Motivational factors for healthier lifestyle behaviours

Losing weight is more likely to motivate people in this segment than the rest of the population – 22.3% vs 18.2%. They are also slightly more likely to feel that they do not need to make changes to their health, fitness and diet than others ('nothing, I'm fine' - 3.2% vs 2.0% in the rest of the population).

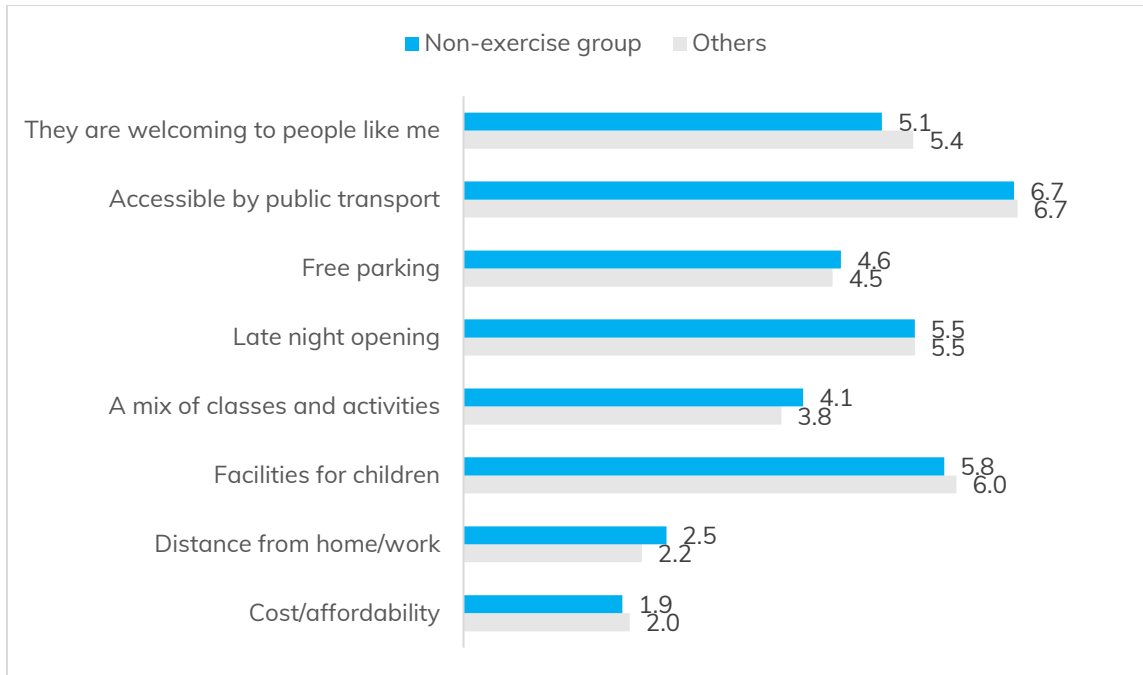
Figure 67: Motivations to improve health



Since this question asked people to rank a range of factors in order of importance from 1 to 8 and the results are presented as average scores (ranking), the differences reported tend to be relatively small (in numerical terms) as the range is much narrower. Nonetheless, small differences are still important indicators of the respective preferences of different groups, although they tend to reflect the strength of opinion, rather than any huge divergence between sub-groups in the order in which they were ranked.

Price is slightly more important to our non-exercising segment – ranked at 1.9 compared with 2.0 among everyone else. That a service is 'welcoming to people like me' was also slightly more important to those in the non-exercisers segment (5.1 ranking compared with 5.4), although neither group ranked this as a great priority, so although it was not hugely important to either group, it was still more important for this segment than the rest of the population.

Figure 68: What is important in choosing a lifestyle service?



The impact of COVID-19 on people’s lives and lifestyle

The pandemic has had a significant adverse impact on our non-exercising segment. They are significantly more likely to report that their physical and mental health is ‘much worse’ as a result of COVID-19 – both 13% compared with 5% of the rest of the sample. Similarly, their socialising, relationships, diet, smoking, physical activity and alcohol consumption are all more likely to be worse than the rest of the population, to varying degrees, as a result of the impact of COVID-19.

Figure 69: Impact of COVID-19 on physical health

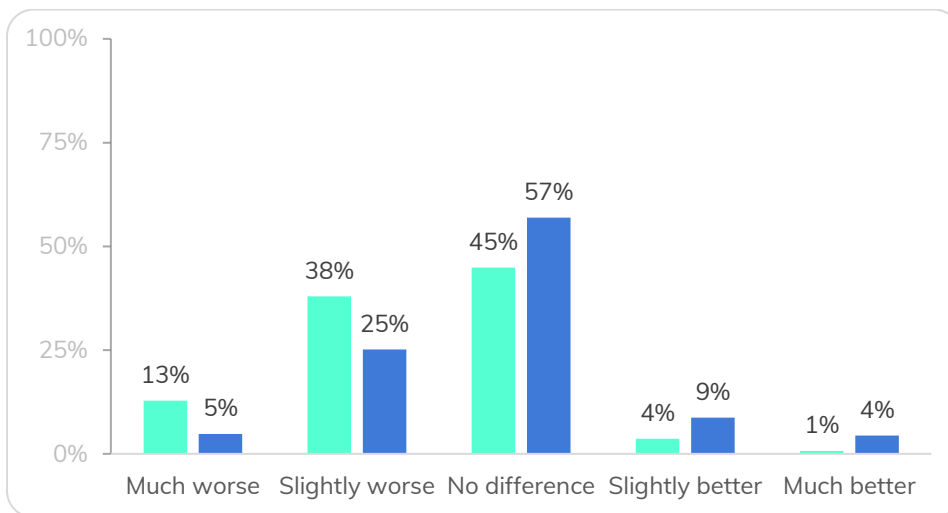


Figure 70: Impact of COVID-19 on mental health

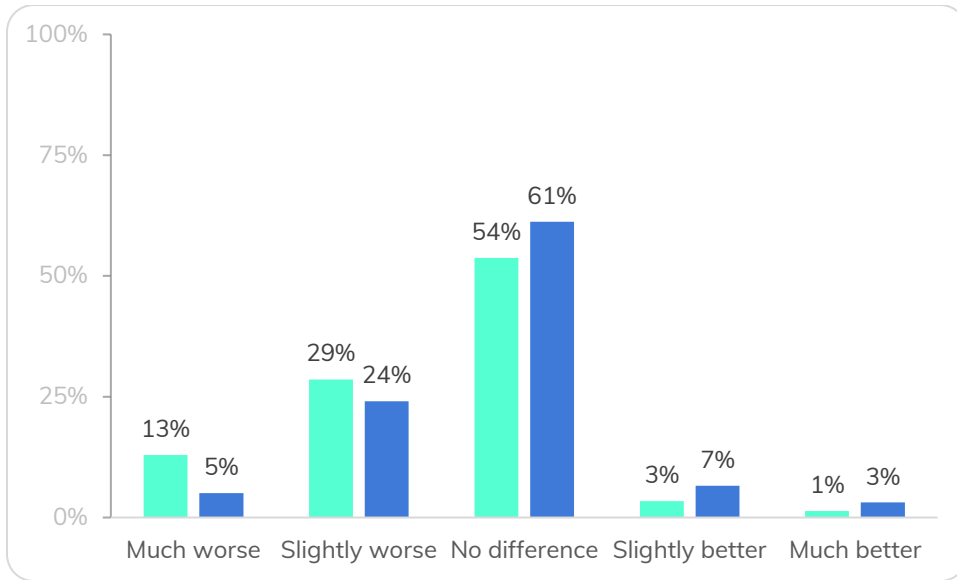


Figure 71: Impact of COVID-19 on socialising

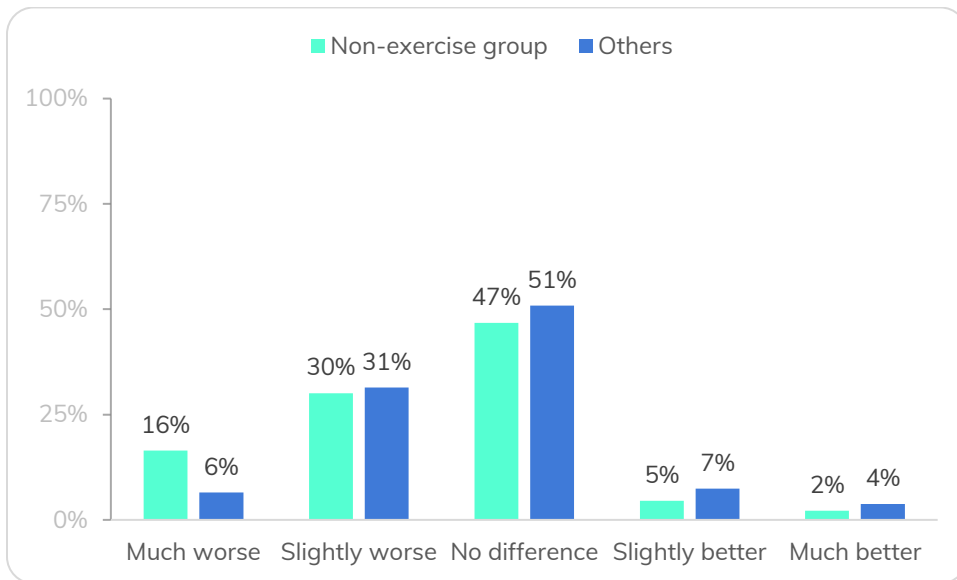


Figure 72: Impact of COVID-19 on relationships

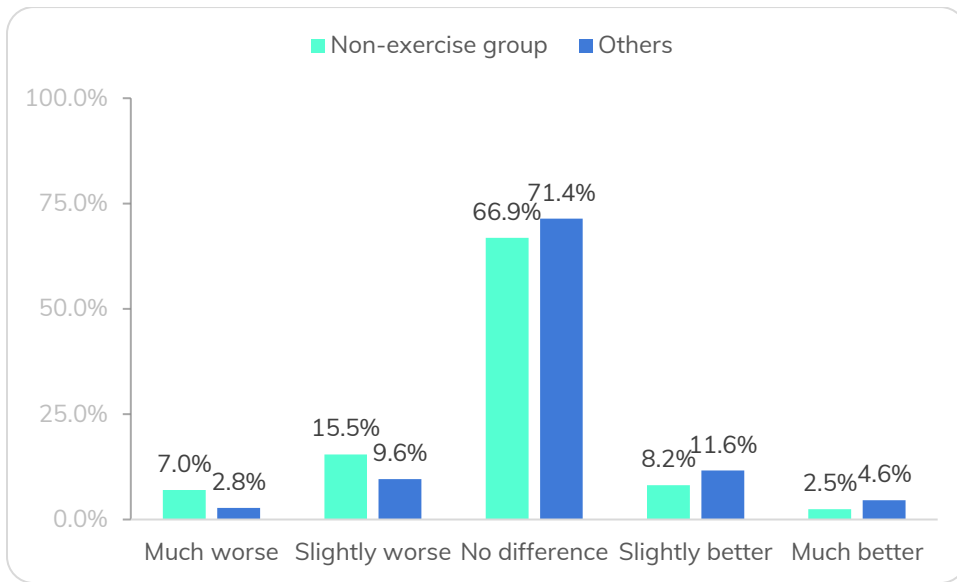


Figure 73: Impact of COVID-19 on smoking

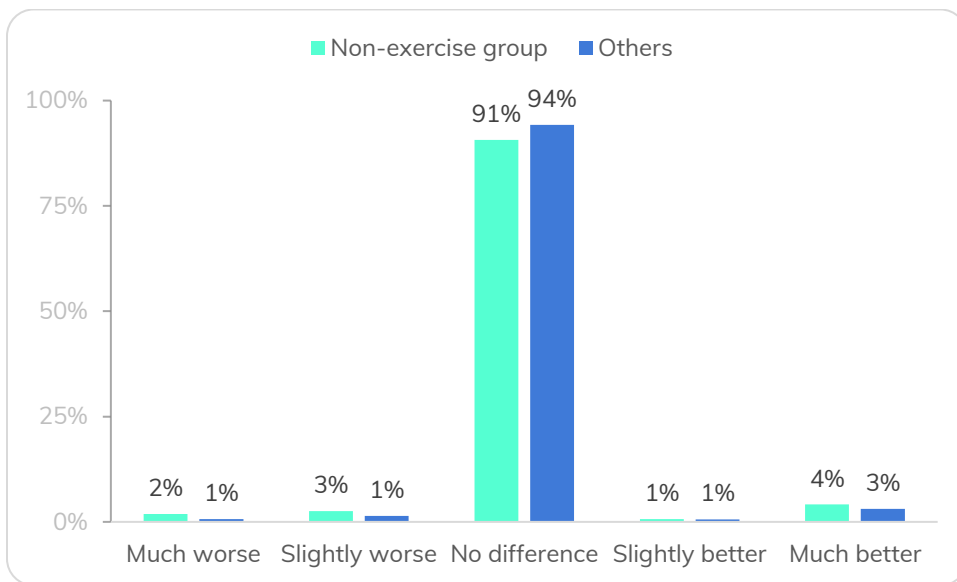


Figure 74: Impact of COVID-19 on physical activity

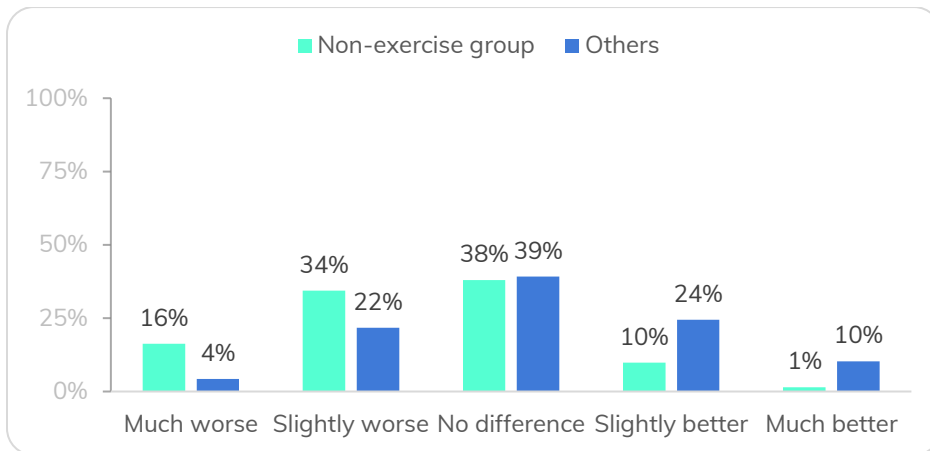


Figure 75: Impact of COVID-19 on diet

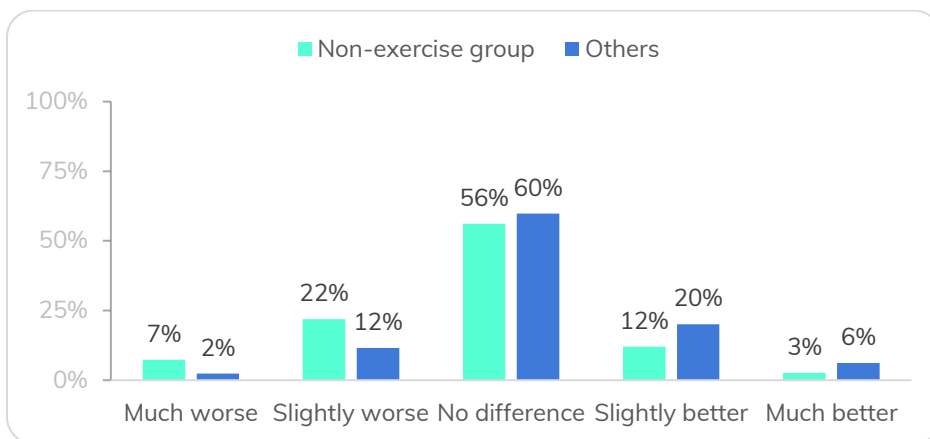
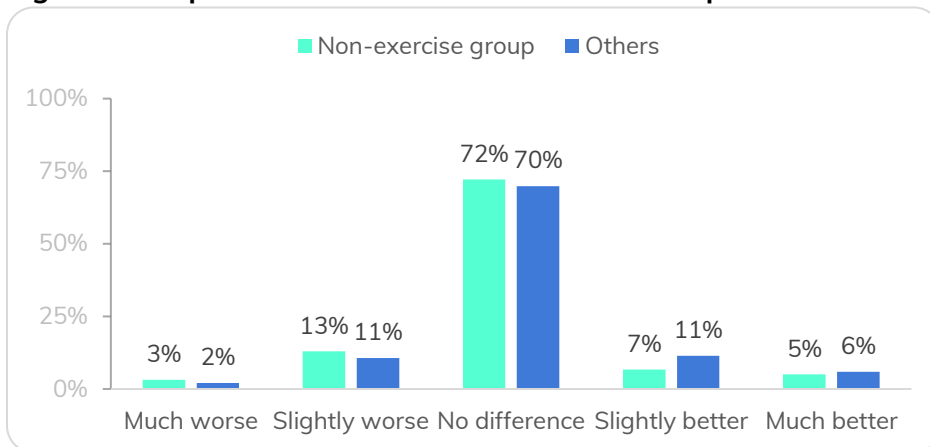


Figure 76: Impact of COVID-19 on alcohol consumption



Demographics

When compared with the rest of the population from our sample, the demographics of our non-exercising segment have some very particular characteristics.

- Our non-exercising segment are slightly more likely to be in full time work than everyone else
- They are far more likely than average to be renting their homes, either from a housing association or a private landlord
- Our non-exercisers are equally likely to be men or women as the rest of our sample. We also found no major differences in the age of our non-exercising segment compared with the rest of the population.
- This segment are far more likely to have a long term health condition which limits day-to-day activities a lot.
- Those people in our non-exercising segment are slightly more likely to be residents of Crewe or SMASH Care Community areas than the rest of our sample. 46% of our segment live in those two areas, compared with 38% of the rest of the population.

Table 77: Employment status of respondents by non-exercising segment

Employment status	Non-exercising	Others
Full Time work	31.5%	27.0%
Part Time work	10.6%	12.4%
Retired	45.5%	46.8%
Self Employed	2.6%	6.6%
Zero hours contract work	0.0%	0.3%
Full Time Student	0.9%	0.9%
Looking after children/the home	2.9%	1.7%
Looking for work	0.6%	1.1%
Unable to work	3.8%	1.2%
Unpaid carer	0.8%	1.0%
Prefer not to say	0.9%	0.9%

Table 78: Sex of respondents by non-exercising segment

Sex	Non-exercising	Others
Male	42.6%	45.4%
Female	56.0%	53.9%
Other	0.6%	0.2%
Prefer not to say	0.8%	0.5%

Table 79: Housing status of respondents by non-exercising segment

Housing tenure	Non-exercising	Others
Own it outright/buying with a mortgage	80.4%	89.3%
Rent – Housing Association	6.7%	2.8%
Rent – private landlord	7.9%	4.6%
Shared Ownership	3.2%	1.0%
Staying with friends	0.3%	0.1%
Other	1.5%	2.1%

Table 80: Age of respondents by non-exercising segment

Age	Non-exercising	Others
18-24	2.6%	1.3%
25-34	9.9%	6.6%
35-44	10.2%	10.9%
45-54	11.5%	13.7%
55-64	19.4%	23.1%
65-74	22.0%	26.5%
75 and over	23.8%	17.4%
Prefer not to say	0.6%	0.4%

Table 81: Disability or health condition of respondents by non-exercising segment

Disability or health condition	Non-exercising	Others
Yes, it limits my day-to-day activities a lot	19.6%	4.5%
Yes, it limits my day-to-day activities a little	14.1%	12.0%
No, I do not	65.1%	82.5%
Prefer not to say	1.2%	1.0%

Figure 82: Household size by non-exercising segment

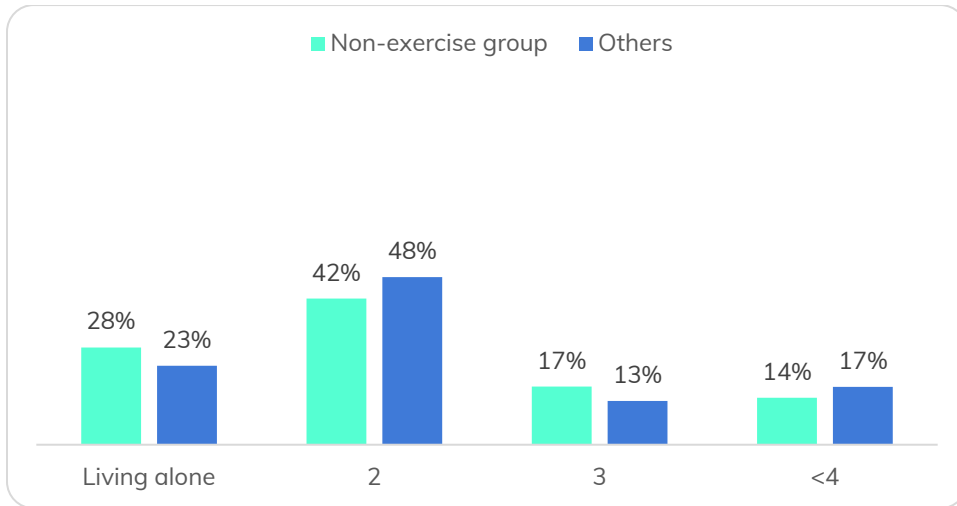


Figure 83: Proportion who live with children under 18 by non-exercisers segment

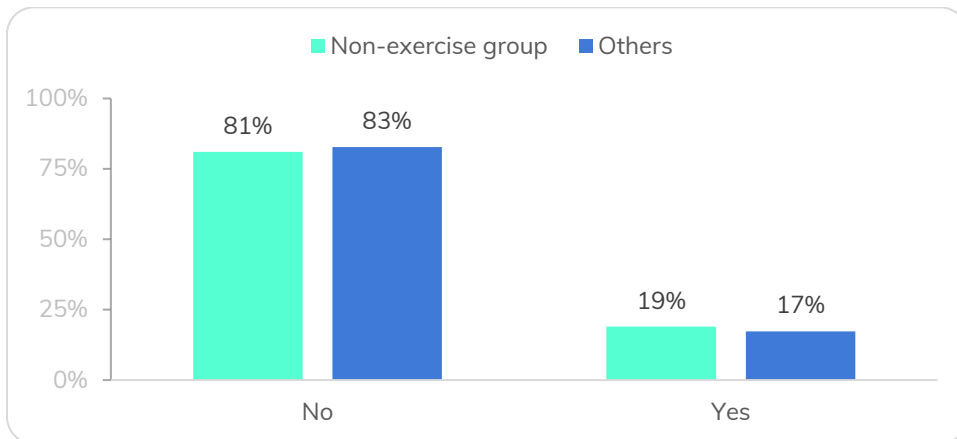


Table 84: Care Community area of respondents by non-exercising segment

CC Area	Non-exercisers	Others
CHAW	12%	12%
Macclesfield	14%	16%
Bollington	7%	8%
Knutsford	5%	6%
CHOC	9%	10%
Nantwich	7%	10%
Crewe	25%	21%
SMASH	21%	17%

Segment 4 - Smokers

This segment is made up of 133 people, 6% of the population, who told us that they either currently smoke or occasionally smoke.

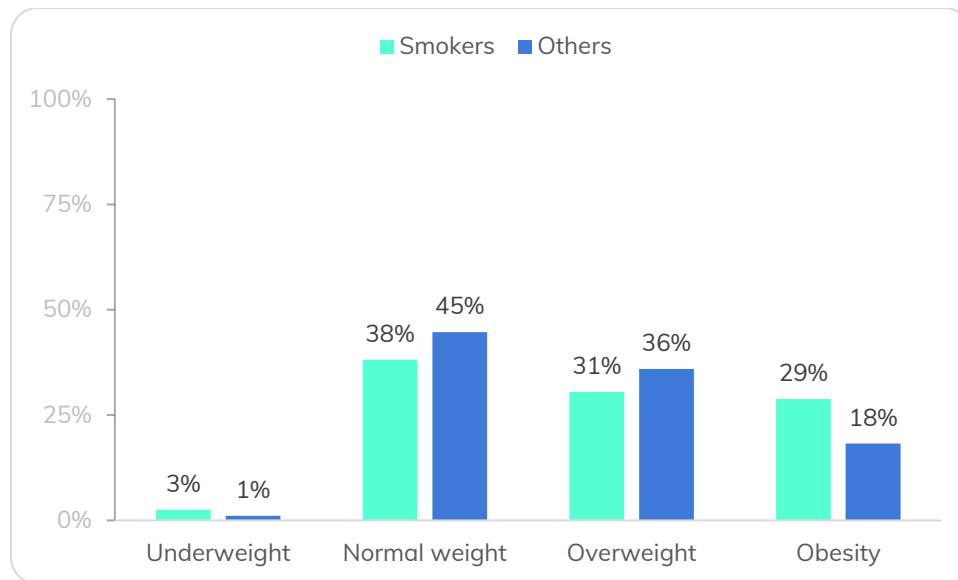
Below we compare the survey responses of that group to the rest of our sample to understand their behaviours, perceptions and demographic characteristics and to help us understand more about this segment.

Current health, wellbeing and lifestyle behaviours

Health Status

Based on their BMI, those in our smokers' segment are considerably more likely to be obese than the rest of the population. 29% of those in this segment are obese according to their BMI, compared with 18% of those in the rest of our sample. They are also more likely to be underweight – although this was only a very small proportion of the overall population.

Figure 85: Body Mass Index (BMI) of respondents



The people in this segment are much less likely to feel that they have a healthy diet and they are significantly less likely to say that they 'mostly eat well and stay active'. When asked whether they are concerned about the health and wellbeing of other people in their household, our smokers are slightly less likely to say they are than the rest of the population.

Figure 86: Generally speaking, do you think you have a healthy diet?

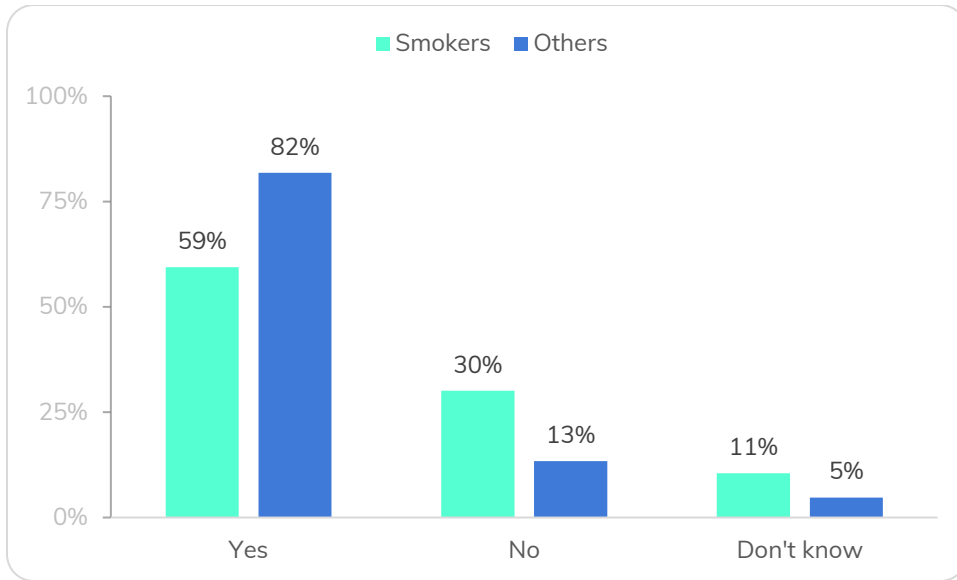


Figure 87: Which of these best describes you?

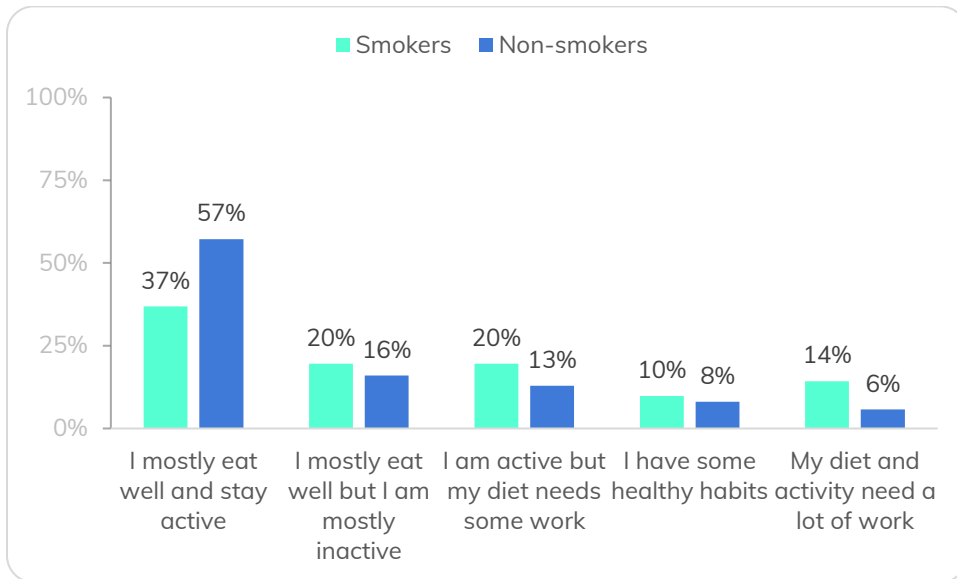
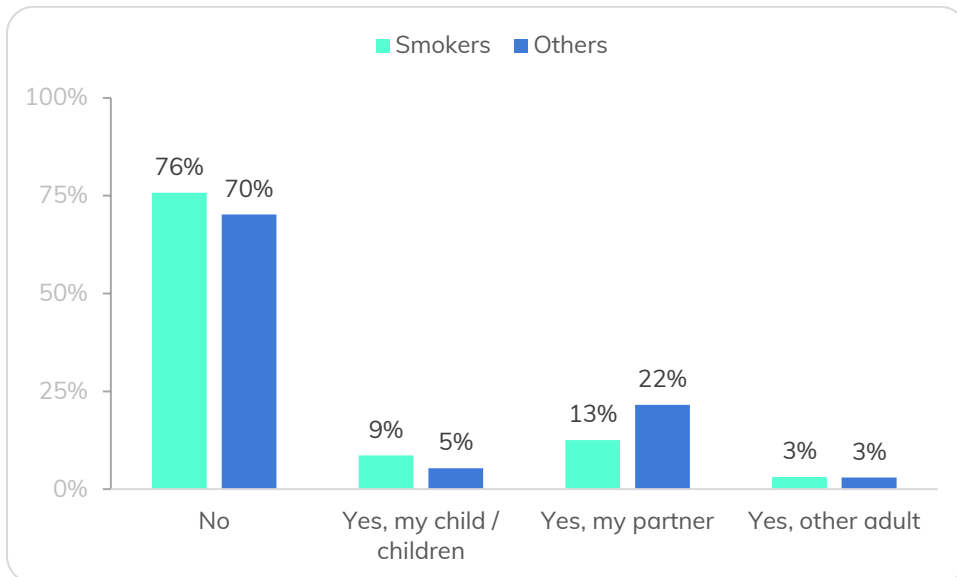


Figure 88: Thinking about the other people in your household, do you have concerns about their health, diet or fitness?



Happiness and wellbeing

Our smoker segment are generally far less happy and satisfied with their lives than other residents in Cheshire East. They are twice as likely to say they were dissatisfied with their lives, not to feel that the things they do in life are worthwhile, to have been unhappy yesterday and three times more likely to have felt anxious the day before – giving scores of 4 or lower - compared with the rest of the population.

Figure 89: Overall, how satisfied are you with your life nowadays?

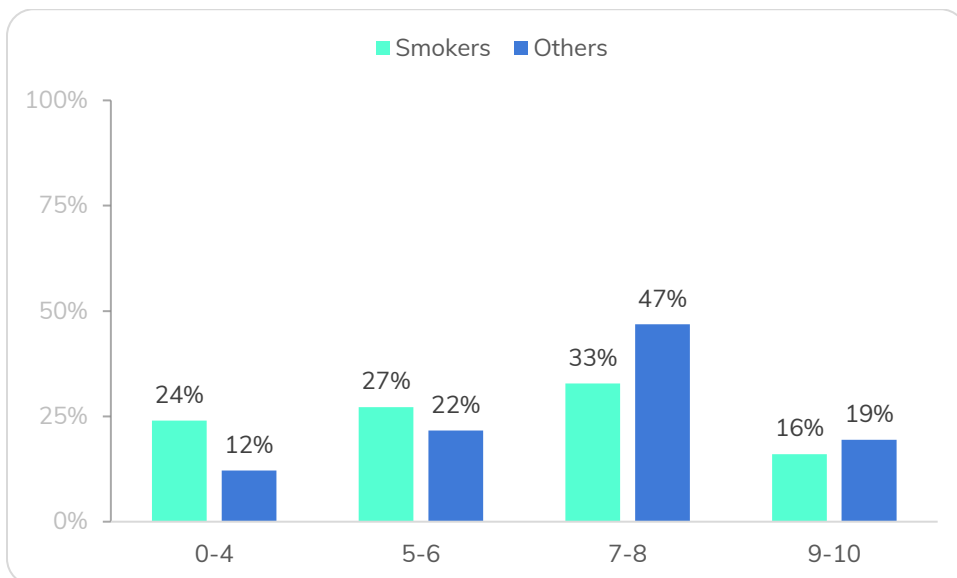


Figure 90: To what extent do you feel that the things you do in your life are worthwhile?

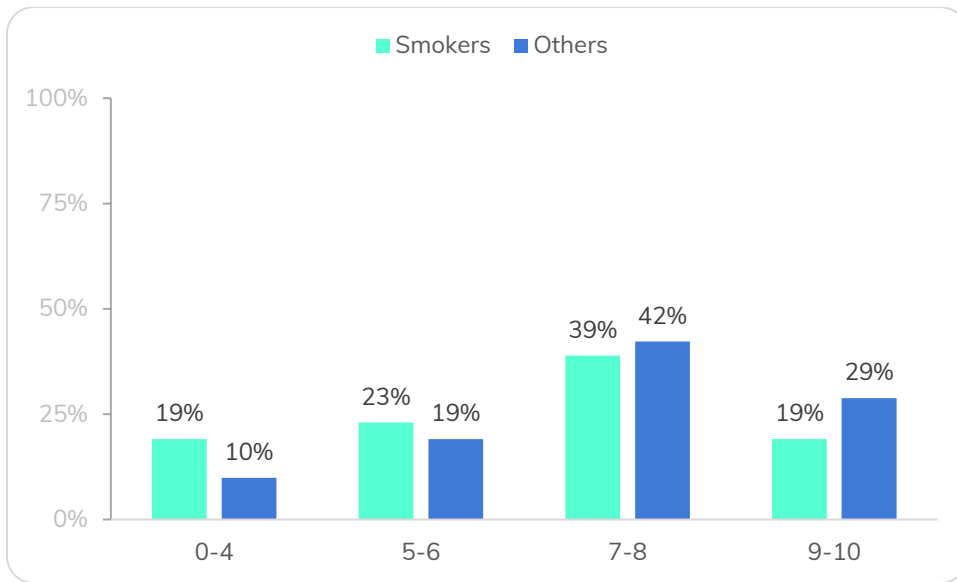


Figure 91: How happy did you feel yesterday?

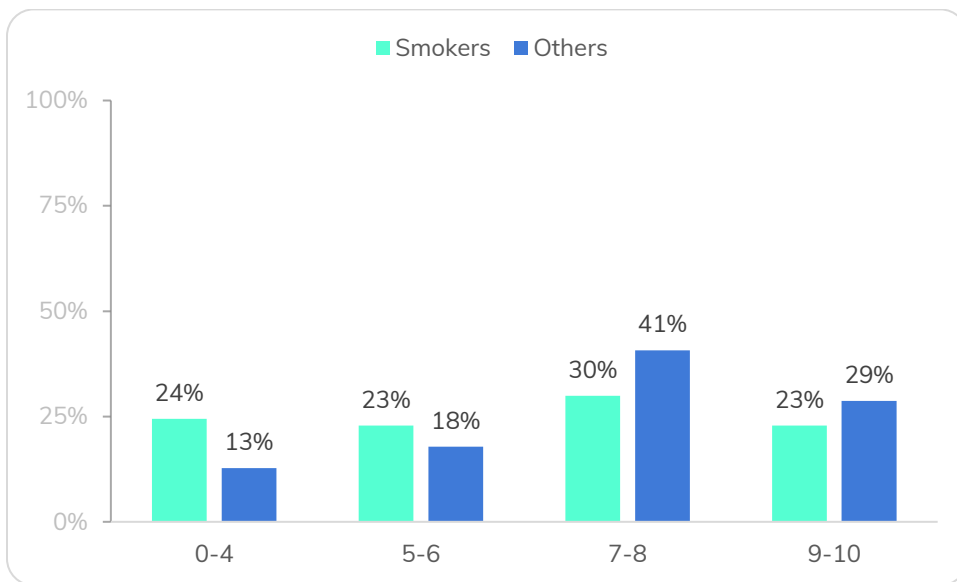
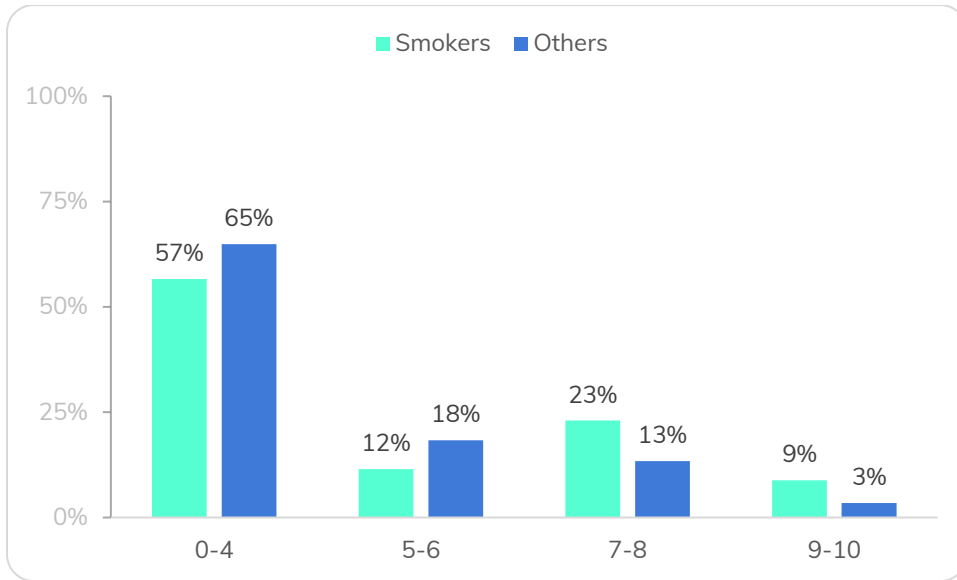


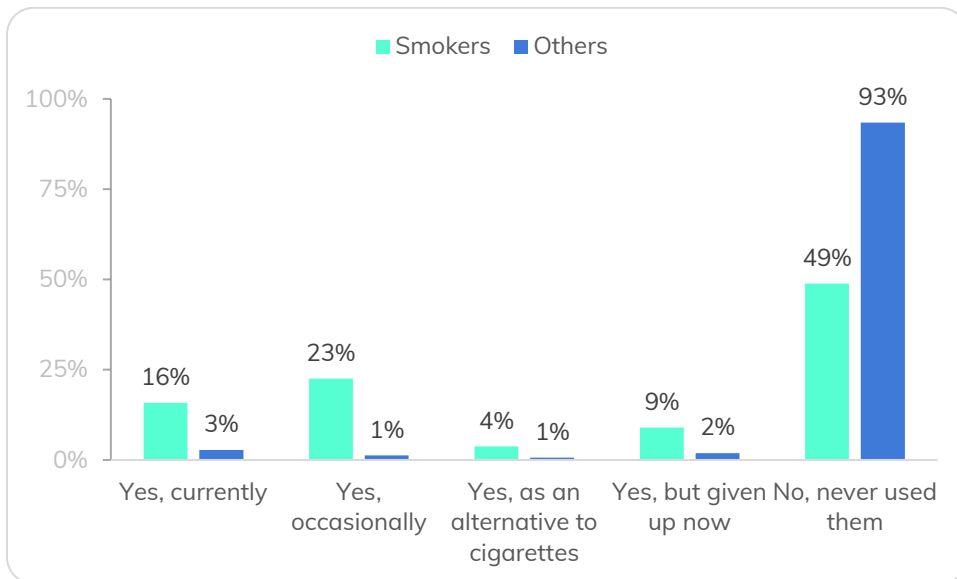
Figure 92: How anxious did you feel yesterday?



Smoking and vaping

Our smokers segment are considerably more likely to use an e-cigarette than the wider population. Whilst 93% of the wider population have never used a vape, only 49% of our smokers segment have never done so. Only 4% of our smokers segment have used e-cigarettes as an alternative to smoking.

Figure 93: Do you, or have you ever, used vapes or e-cigarettes?

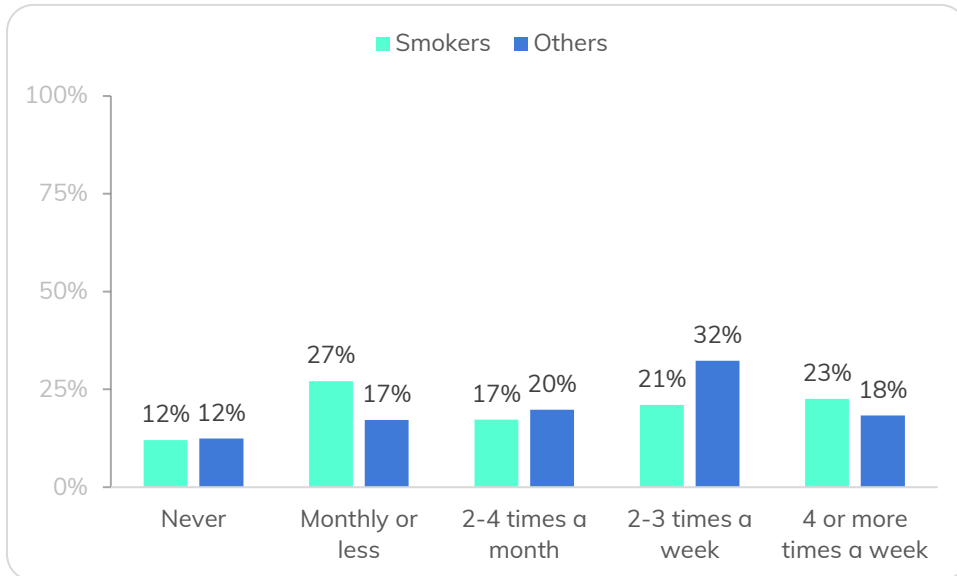


Alcohol use

Alcohol consumption among the smokers segment is generally consistent with other residents, although they are somewhat more likely to be infrequent drinkers – 27% say they

have an alcoholic drink only monthly or less, compared with 17% of the rest of the population.

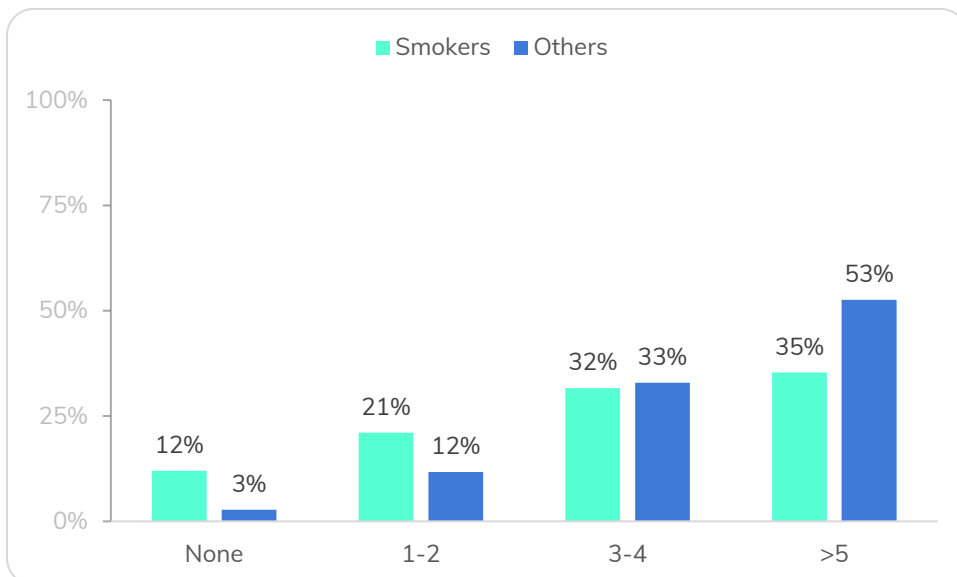
Figure 94: How often do you have a drink containing alcohol?



Diet

The smokers segment eat far less fruit and vegetables than the rest of the population. They are four times as likely to say they ate no fruit or vegetables yesterday (12% compared 3%) and significantly less likely to say they had five or more portions (35% compared with 53%).

Figure 95: How many portions of fruit and vegetables did you have yesterday?



Physical activity

People in our smokers segment are far less likely to do regular exercise each week – 20% said they do no exercise and 67% do less than 100 minutes exercise per week, compared with 13% and 45% in the rest of our sample. They are also twice as likely to do no walks of 10 minutes or more each week – 13% of our segment, compared with 6% of the rest of our sample.

Figure 96: How much regular, moderately intensive physical activity lasting ten minutes or more do you do each week?

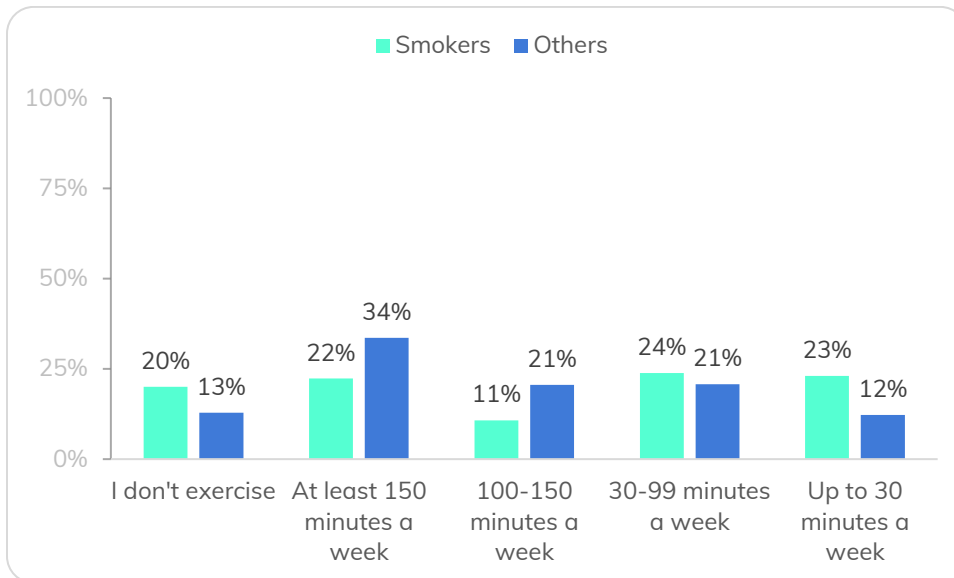
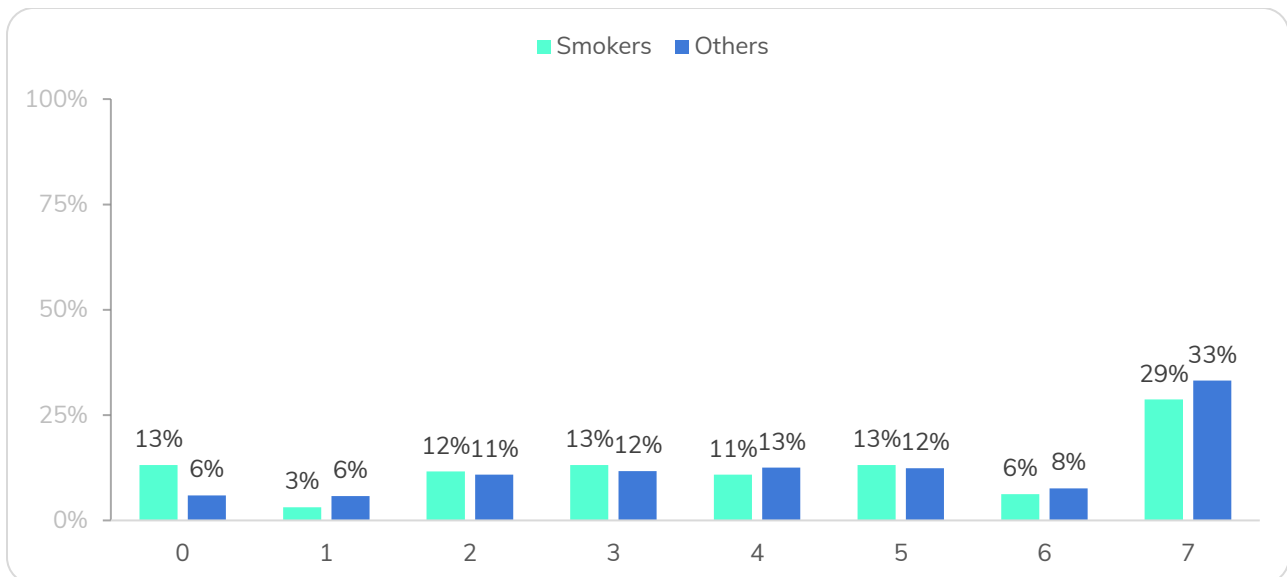


Figure 97: In the past 7 days, on how many days did you do a walk lasting at least ten minutes?



Accessing and choosing lifestyle services and information

Those who are in the smokers segment were far less likely to feel they know where to access information and support about improving their lifestyle. Only 11% of our smokers say they are 'very well' informed and 20% say they are 'not at all' informed – around twice the numbers in the rest of the population.

They are also significantly less likely to be members of gyms or sports clubs than the rest of our sample. Only 15.5% of the segment told us they are members of a sports or fitness club, compared with 34.2% of those in the rest of the population.

Since this question asked people to rank a range of factors in order of importance from 1 to 8 and the results are presented as average scores (ranking), the differences reported tend to be relatively small (in numerical terms) as the range is much narrower. Nonetheless, small differences are still important indicators of the respective preferences of different groups, although they tend to reflect the strength of opinion, rather than any huge divergence between sub-groups in the order in which they were ranked.

Cost and affordability is even more important for smokers than for everyone else – they gave an average ranking score of 1.8, compared with 2.0 among the rest of the population. Facilities for children was also ranked as being more important for them than for non-smokers (5.4 average score compared with 6.0) - albeit neither group ranked this particularly highly overall. We observed the same pattern for late night opening, with the smokers segment giving this an average score of 5.0, compared with 5.5 among non-smokers. Free parking, public transport access and a mix of classes were all slightly less important to smokers than to the rest of the population.

Figure 100: What is important in choosing a lifestyle service?

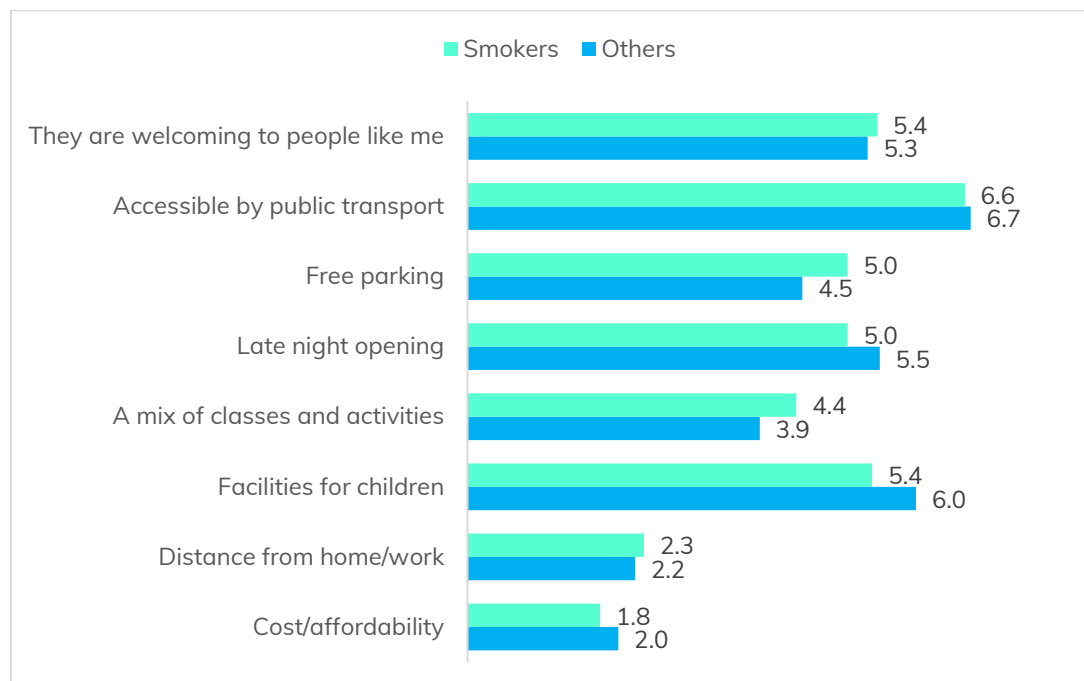


Figure 101: How well informed do you feel about sources of support and information to make your lifestyle healthier?

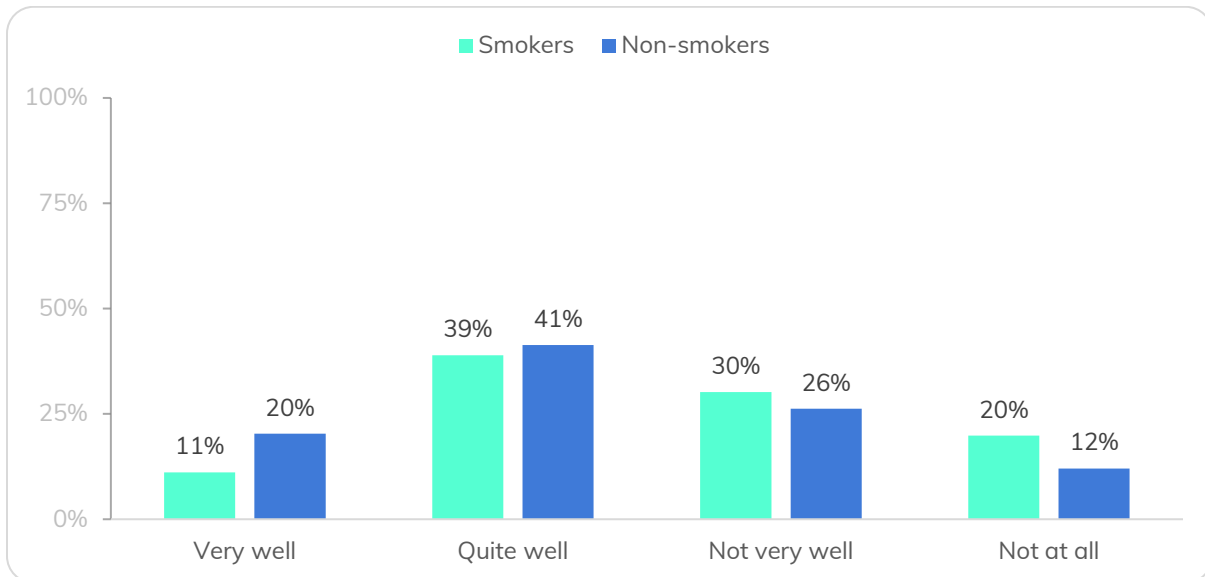
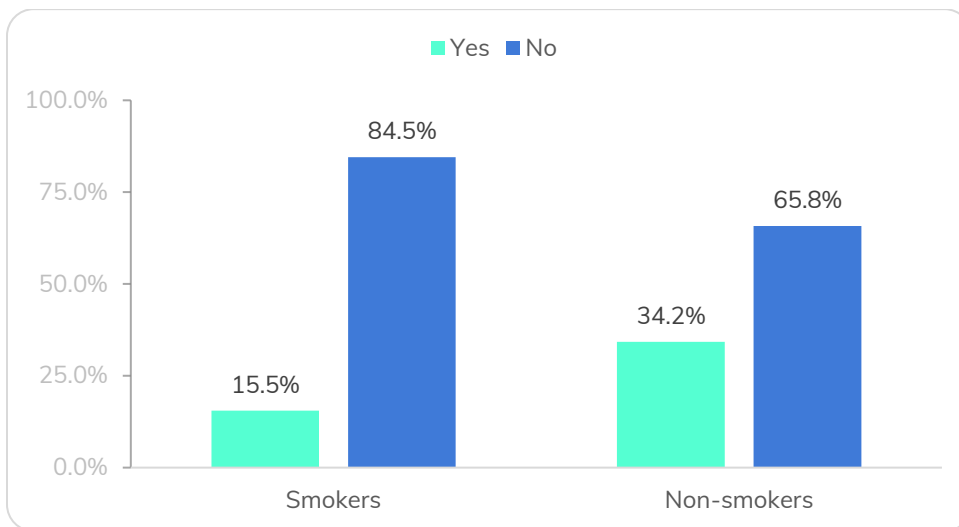


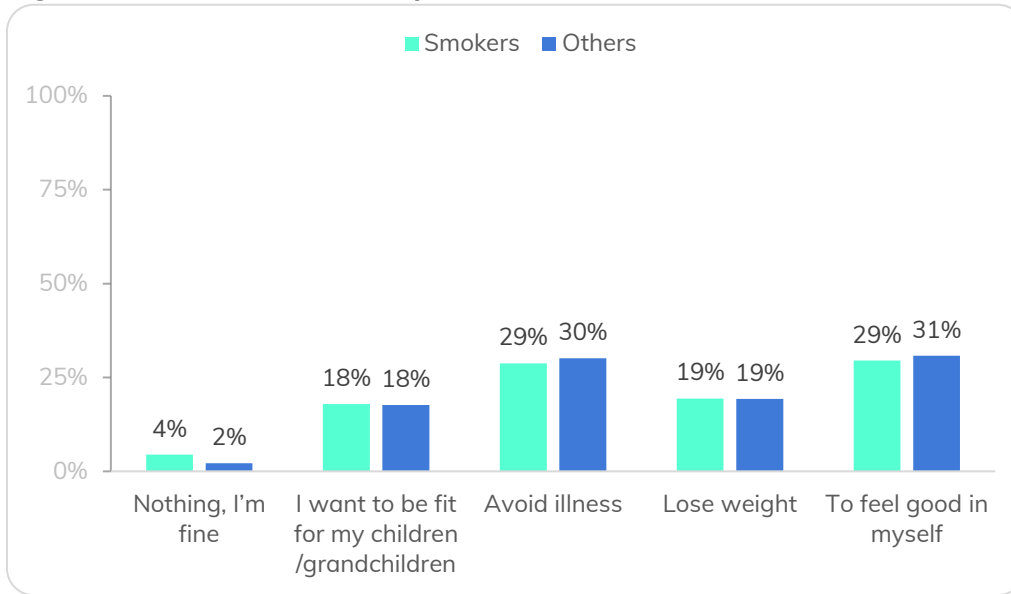
Figure 102: Are you a member of a fitness club, organisation or class?



Motivational factors for healthier lifestyle behaviours

The differences in between smokers and non-smokers in what motivates them to improve their health and wellbeing are small, though they are slightly more likely to say nothing is wrong and that they are fine. 4.5% of the smokers segment said ‘nothing, I’m fine’ 4.5%, compared with 2.2% of the rest of the population. There are no other noteworthy differences between our smokers segment and everyone else in what motivates them to improve their health and fitness.

Figure 103: Motivations to improve health



The impact of COVID-19 on people’s lives and lifestyle

The pandemic has had a significant adverse impact on our smokers segment. They are twice as likely to report that their mental health is ‘much worse’ as a result of COVID-19. Similarly, their socialising, relationships, diet, smoking, physical activity and alcohol consumption are all more likely to be worse than the rest of the population, as a result of the impact of COVID-19.

Figure 98: Impact of COVID-19 on mental health

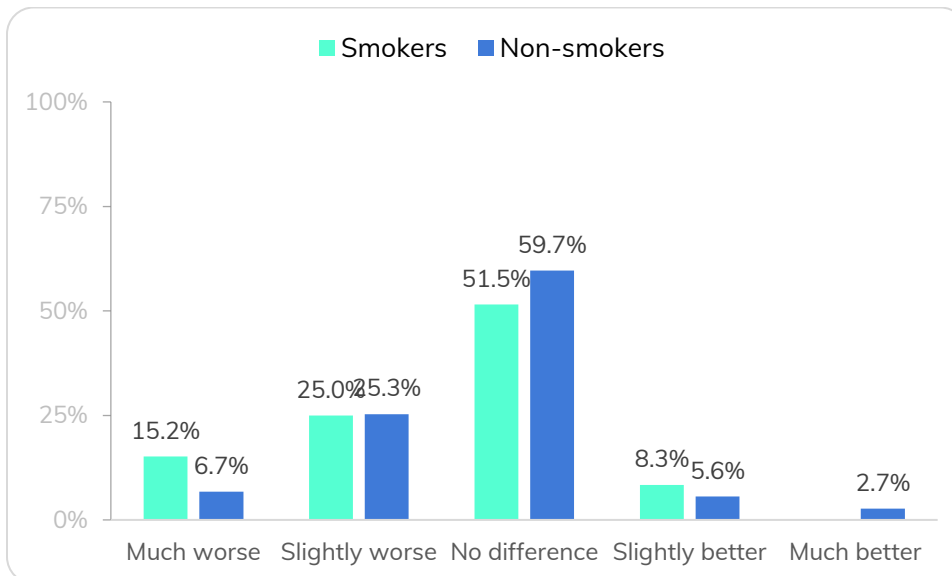


Figure 99: Impact of COVID-19 on socialising

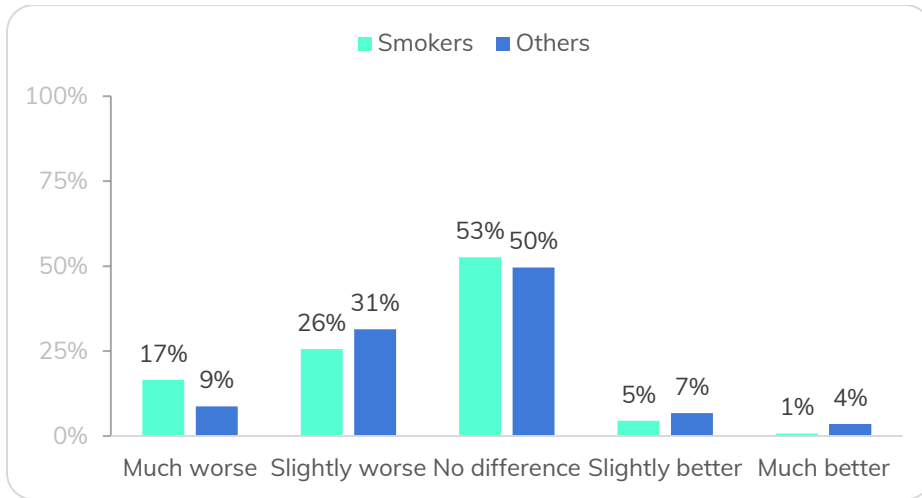


Figure 100: Impact of COVID-19 on relationships

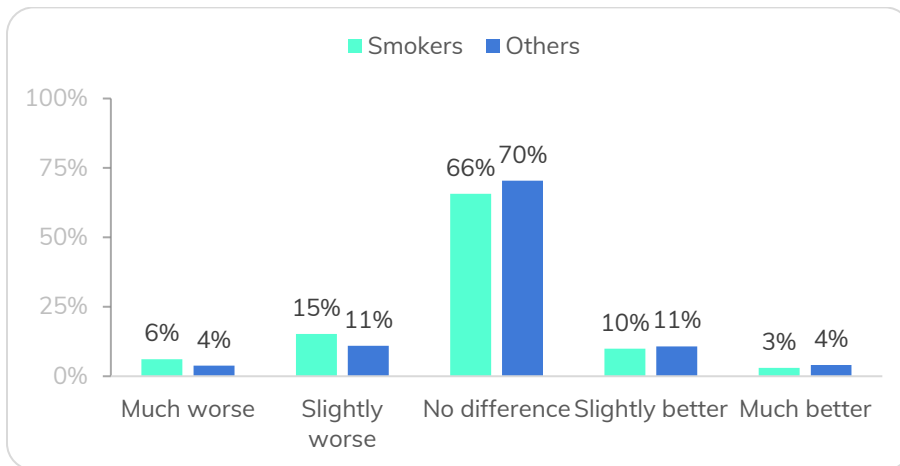


Figure 101: Impact of COVID-19 on diet

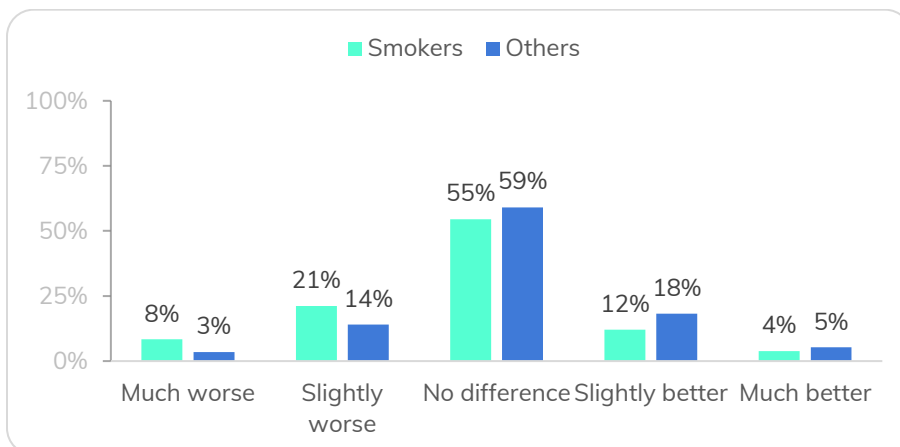


Figure 102: Impact of COVID-19 on physical activity

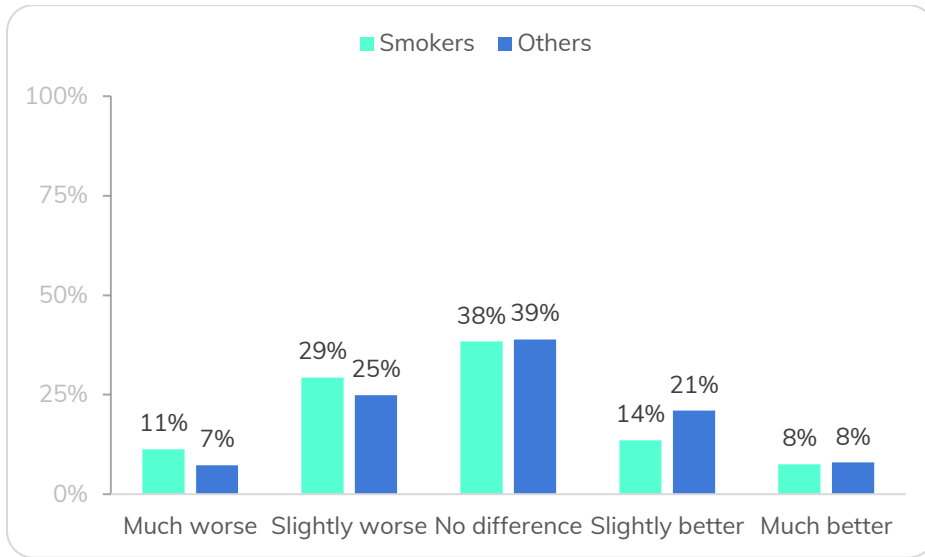
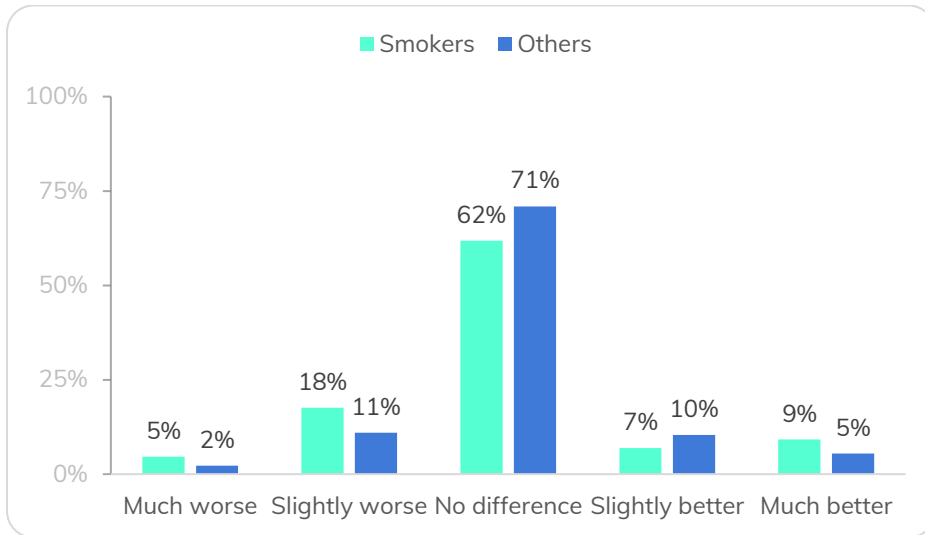


Figure 103: Impact of COVID-19 on alcohol consumption



Demographics

When compared with the rest of the population from our sample, the demographics of our smokers segment have some very particular characteristics.

- Our smokers segment are considerably more likely to be in work – both full-time and part-time - than everyone else, but they are also more likely to be caring for someone else, looking after children or the home.

- They are far more likely than average to be renting their homes, either from a housing association or a private landlord.
- Those in our smokers segment are more likely to have finished their education at school – either A levels or GCSEs – rather than going on to higher education degrees and post-graduate degrees.
- Although the numbers are small and should be interpreted with a degree of caution, our smokers are less likely to be White or White British and more likely to be from an Asian, Chinese or other ethnic minority background than the rest of the population.
- The people in this segment are more likely to be of working age than the rest of the population. 77% of our smokers are 18-64 years old, compared with 54% of the rest of our sample.
- Our smokers are significantly more likely to come from Crewe than the rest of our sample – nearly half (43%) of them are resident in the Care Community, twice the proportion of the rest of the population (21%). They are also less likely to be from SMASH – 12% in our segment compared with 18% in the rest of our sample.
- Smokers were significantly more likely to live in a household with one other person – 47% compared with 29% among the rest of the population and they were also more likely to live in a household with children (28% compared to 17%).

Table 104: Employment status of respondents by smokers segment

Employment status	Smokers	Non-smokers
Full Time work	44.4%	27.4%
Part Time work	14.3%	11.8%
Retired	23.8%	47.7%
Self Employed	4.0%	5.6%
Zero hours contract work	0.0%	0.3%
Full Time Student	1.6%	0.9%
Looking after children/the home	4.0%	1.9%
Looking for work	0.0%	1.0%
Unable to work	2.4%	1.9%
Unpaid carer	3.2%	0.8%
Prefer not to say	2.4%	0.9%

Table 105: Housing status of respondents by smokers segment

Housing tenure	Smokers	Non-smokers
Own it outright/buying with a mortgage	65.9%	88.1%
Rent – Housing Association	13.5%	3.3%
Rent – private landlord	17.5%	4.8%
Shared Ownership	0.8%	1.6%
Staying with friends	0.0%	0.2%
Other	2.4%	1.9%

Table 106: Education of respondents by smokers segment

Education	Smokers	Non-smokers
Primary school	0.8%	0.1%
Secondary school	13.7%	7.9%
O Level/GCSEs	21.8%	11.6%
A Levels	11.3%	8.2%
Technical or trade certificate	10.5%	9.2%
Diploma	12.1%	12.4%
Degree	23.4%	30.7%
Post-Graduate Degree	6.5%	20.1%

Table 107: Ethnicity of respondents by smokers segment

Ethnicity	Smokers	Non-smokers
Asian, Asian British	3.2%	1.0%
Black African, Black Caribbean, or Black British	0.0%	0.3%
Chinese	1.6%	0.9%
Mixed or Multiple ethnic groups	0.8%	0.9%
White or White British	91.2%	94.6%
Other	3.2%	1.6%
Prefer not to say	0.0%	0.7%

Table 108: Age of respondents by smokers segment

Age	Smokers	Non-smokers
18-24	5.6%	1.5%
25-34	16.0%	7.0%
35-44	13.6%	10.6%
45-54	18.4%	12.9%
55-64	23.2%	22.1%
65-74	12.0%	26.0%
75 and over	10.4%	19.5%
Prefer not to say	0.8%	0.5%

Figure 109: Household size by smokers segment

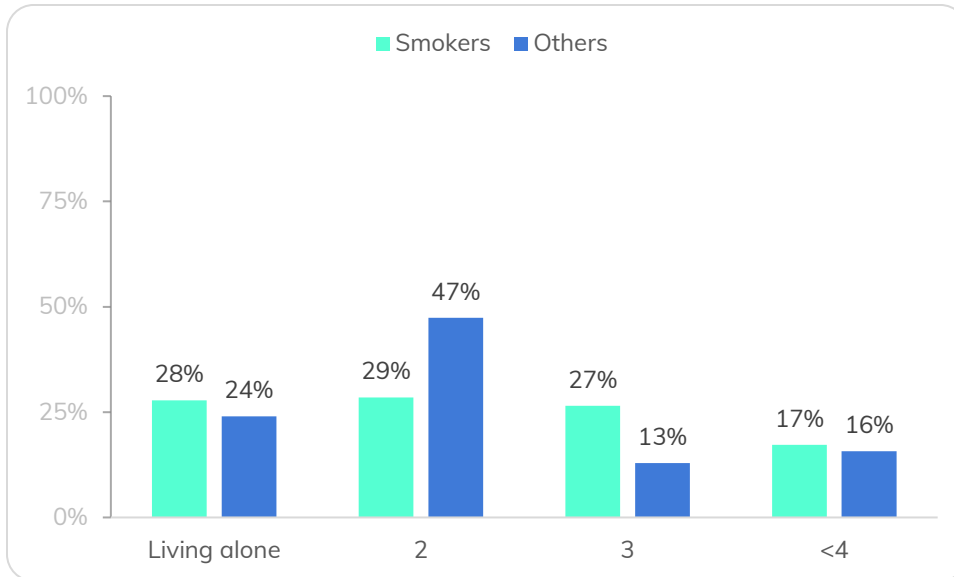


Figure 110: Proportion who live with children under 18 by non-exercisers segment

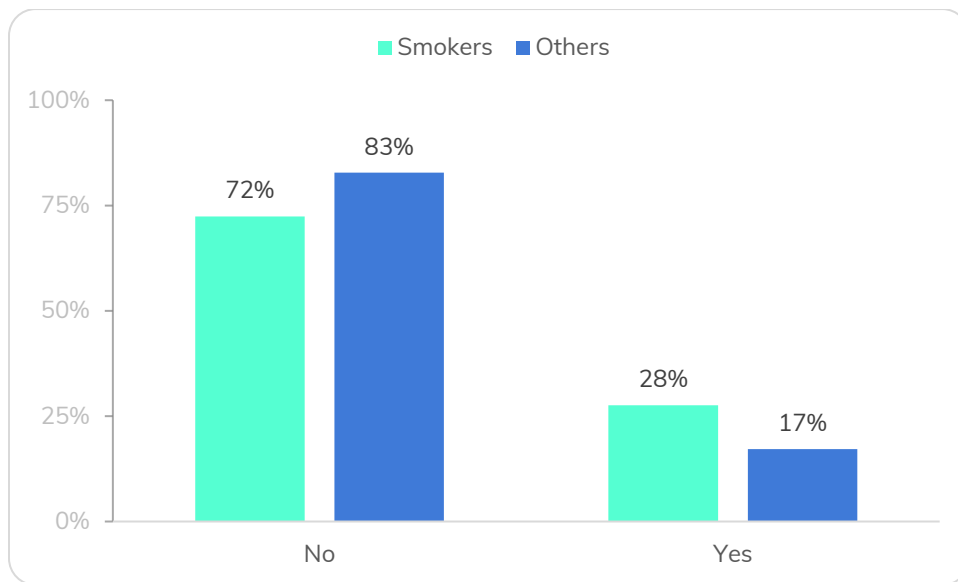


Table 111: Care Community area of respondents by smokers segment

CC Area	Smokers	Others
CHAW	9%	13%
Macclesfield	15%	16%
Bollington	4%	8%
Knutsford	4%	6%
CHOC	7%	10%
Nantwich	7%	9%
Crewe	43%	21%
SMASH	12%	18%

Overlap and membership of multiple segments

To understand how distinct our segments are we examined the extent to which the same individuals were members of multiple segments.

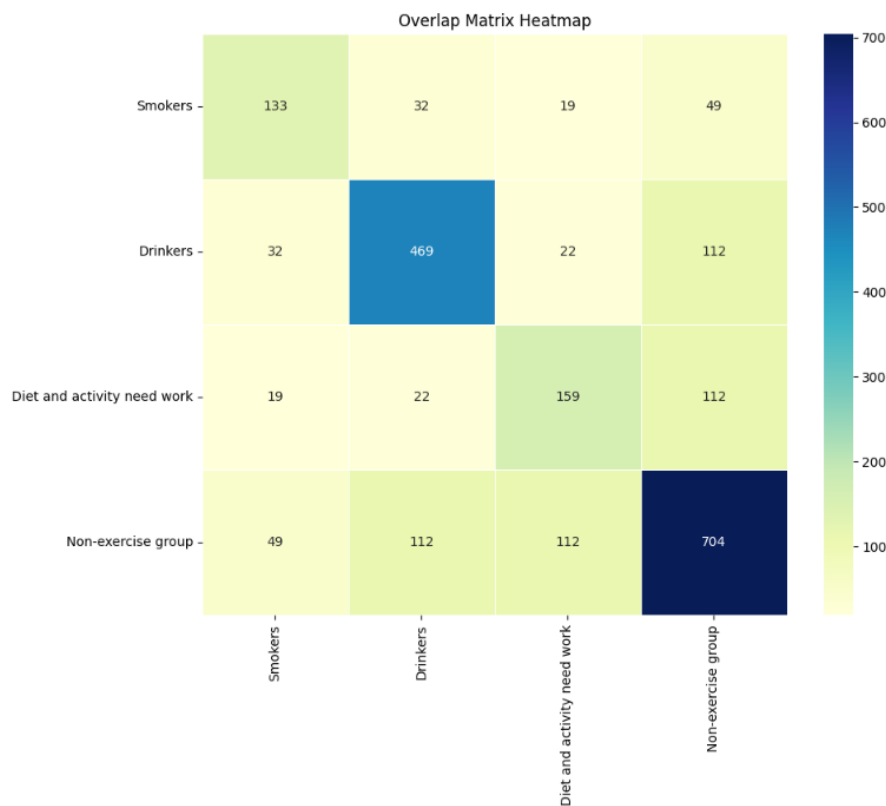
We found a significant degree of overlap across our segments, in particular among the smokers segment and the group whose diet and activity needs work (multi-hurdlers).

Figure 112: Proportion of segment membership with membership in other segments

Segment	Proportion found in other segments
Smokers who were in other segments	75% (100)
Drinkers who were in other segments	35% (166)
Multi-hurdlers who were in other segments	96% (153)
Non-exercisers who were in other segments	39% (273)

The matrix below illustrates where individuals were members of more than one segment.

Figure 113: Total number of individuals in each segment and multiple segments



We can see – as illustrated further in the table below – the percentage of those in each segment who were also included in another segment, and therefore face multiple barriers to health and fitness. For example, we can see that 24% of smokers are also regular drinkers and that 70% of those whose diet and activity needs a lot of work are also currently doing less exercise than recommended.

Figure 114: Proportion of each segment which are also in other segments

	Smokers	Drinkers	Multi-hurdlers	Non-exercisers
Smokers	100%	7%	12%	7%
Drinkers	24%	100%	14%	16%
Multi-hurdlers	14%	5%	100%	16%
Non-exercisers	37%	24%	70%	100%

In addition, a handful of individuals fall within three segments and one individual is included in all four of our segments.

Figure 115: Number of individuals contained in 3 or 4 segments

Segments	Number
<ul style="list-style-type: none"> • Smoker • Drinker • Multi-hurdlers 	1
<ul style="list-style-type: none"> • Smoker • Drinker • Non-exerciser 	6
<ul style="list-style-type: none"> • Smoker • Diet and activity need work • Non-exerciser 	13
<ul style="list-style-type: none"> • Drinker • Diet and activity need work • Non-exercisers 	13
<ul style="list-style-type: none"> • Smoker • Diet and activity need work • Non-exerciser • Drinker 	1