

## WHERE CAN I FIND NHS MIDLIFE CHECK?

You can find it online at [www.nhs.uk/midlifecheck](http://www.nhs.uk/midlifecheck) using any computer with an internet connection. If you don't have a computer at home or work, you could use one at the library, community centre or a UK online centre.

## WILL ANYONE ELSE BE ABLE TO SEE MY RESULTS?

No. All your answers are completely private. If you have an email address you can use to receive your results, you can choose to have your results sent to you by email.

Am I doing OK?

# NHS MidLifeCheck Tracking Research

Pre and Post-Wave surveys

# Background & Method

- ❖ NHS LifeCheck is an online service helping individuals take more responsibility for their health/well-being; in particular, it aims to reduce health inequalities through targeting the socially disadvantaged
- ❖ Primary objective of this research is to evaluate the effectiveness of the launch campaign for **NHS MidLifeCheck**, targeting 40-60 year olds (core target C2DE social grades)

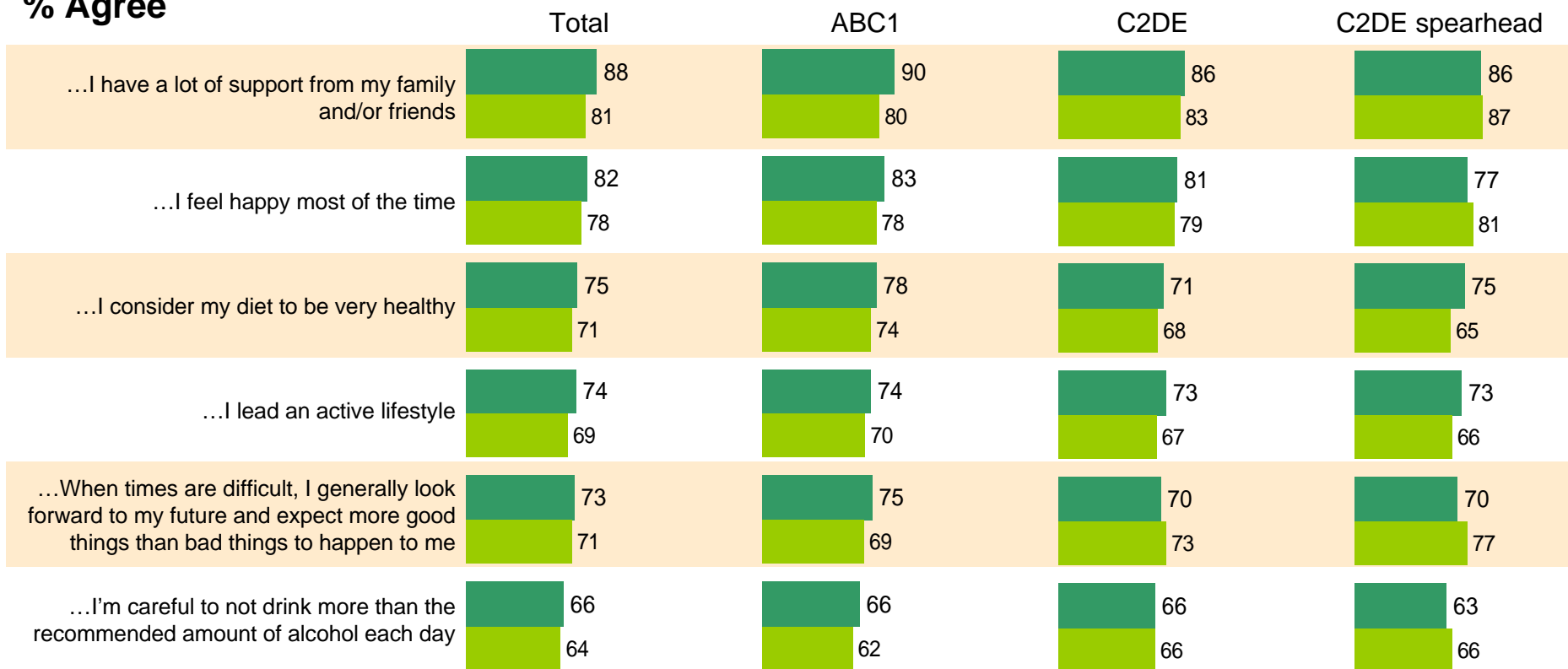
## Research Method

- ❖ Pre-Wave Fieldwork: 29/01/10 to 07/02/10; Post-Wave Fieldwork: 12/03/10 to 21/03/10
- ❖ Sample: Adults 40-60 years in England (with boost of C2DE social grades)
  - Main and boost surveys conducted using Omnibus in-home face-to-face CAPI
  - Total achieved sample at pre-wave: 860 (253 ABC1, 607 C2DE)
  - Total achieved sample at post-wave: 747 (241 ABC1, 506 C2DE)
- ❖ At both the pre-wave and the post-wave, the main and boost data sets were weighted to be representative of their target universe by demographics. They were then combined for analysis purposes, with design weighting applied to downweight C2DEs back to natural proportions

# Summary: Attitudes towards own health, wellbeing and lifestyle

■ Post ■ Pre

**% Agree**



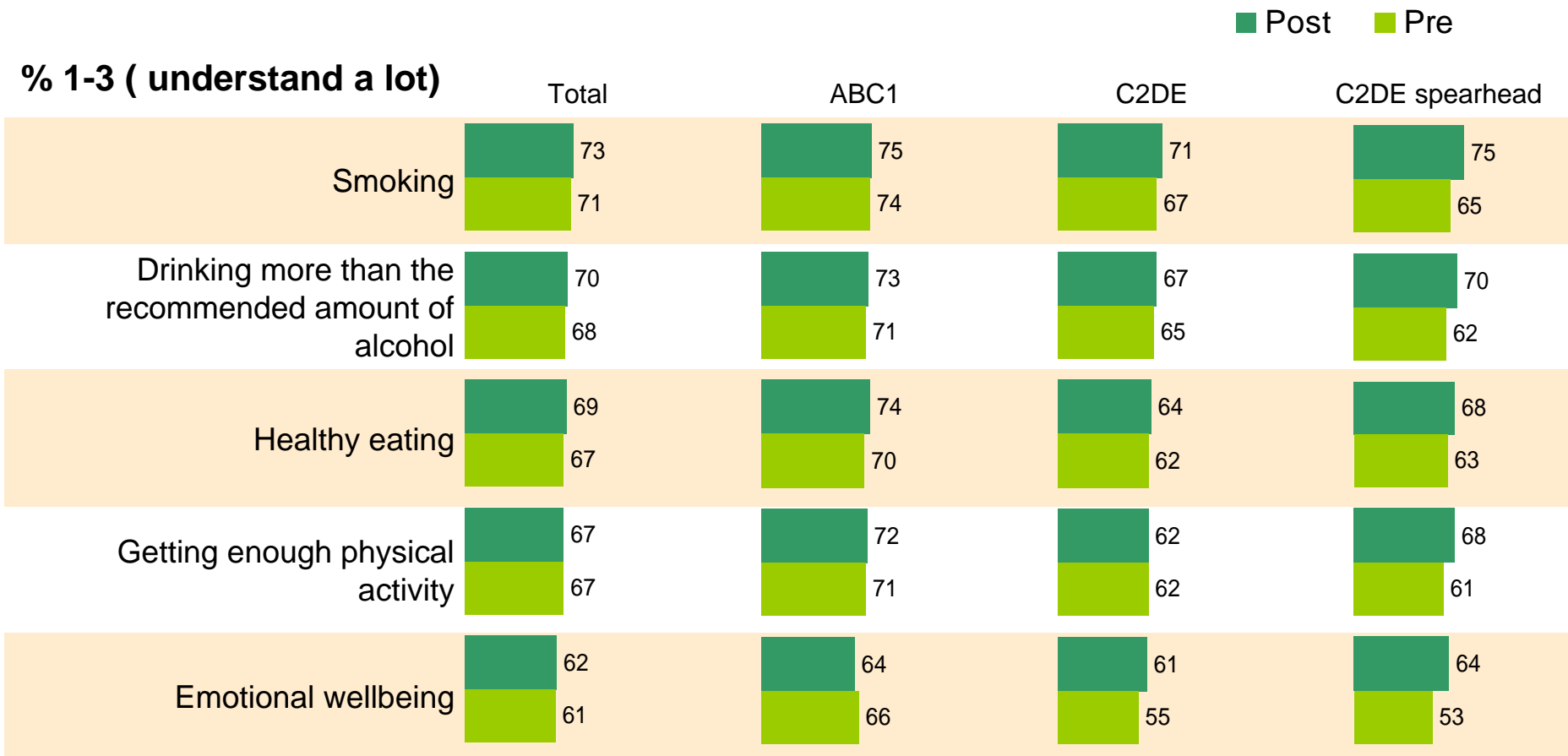
Source: Q.8 How much do you agree or disagree with the following things other people have said about their health, wellbeing and lifestyle...  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



NHS MidLifeCheck Tracking Research > Key Health and Lifestyle Indicators



# Summary: Knowledge and understanding of effects on overall health



Source: Q.10 How much do you feel you know and understand about the effects on overall health of each of the following areas...  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# Which areas concerned about in relation to own health

Base Unwtd	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	860	747	253	241	607	506	250	217
	%	%	%	%	%	%	%	%
<b>Any</b>	<b>64</b>	<b>68</b>	<b>64</b>	<b>69</b>	<b>64</b>	<b>67</b>	<b>66</b>	<b>69</b>
Losing weight	29	31	29	34	29	28	30	26
Stress and worry	21	24	21	25	20	24	19	28
Getting enough exercise	25	23	28	25	21	21	22	20
Healthy eating	16	19	16	18	17	19	17	17
Stopping smoking	11	13	6	8	17	19	17	19
Impact of drinking	6	7	6	8	6	6	4	5
Sex and relationships	4	6	5	6	4	5	3	8
None of these	30	29	29	29	33	29	32	27
Don't know/Refused	6	3	7	2	3	4	2	4

Source: Q.11a Which, if any, of the following areas are you concerned about in relation to your own health? Please select all that apply.  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# Which areas would like support on

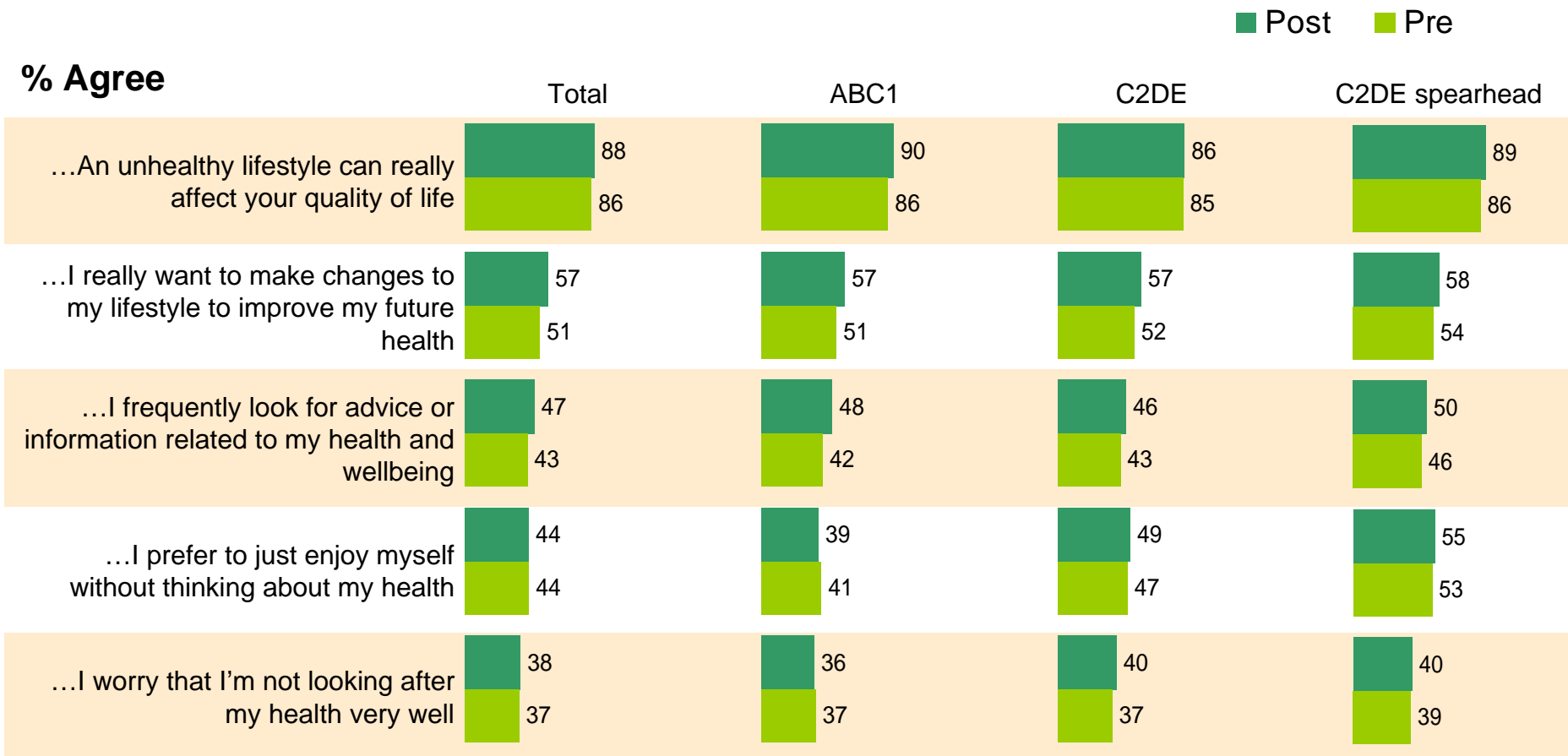
	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base Unwtd</i>	860	747	253	241	607	506	250	217
	%	%	%	%	%	%	%	%
<b>Any</b>	<b>36</b>	<b>42</b>	<b>34</b>	<b>42</b>	<b>38</b>	<b>41</b>	<b>42</b>	<b>44</b>
Losing weight	14	16	14	20	14	13	18	11
Stress and worry	12	14	13	15	12	13	10	15
Stopping smoking	7	9	4	6	10	12	10	14
Getting enough exercise	8	8	7	10	9	7	10	7
Healthy eating	5	7	4	7	8	7	9	8
Sex and relationships	2	3	1	4	2	2	2	3
Impact of drinking	2	2	1	2	3	3	2	2
None of these	57	54	58	55	57	52	54	49
Don't know/Refused	7	5	9	3	6	7	4	7

Source: Q.11b And which, if any, of these would you like support on?

Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# Summary: Attitudes towards own health and wellbeing



Source: Q.12 How much do you agree or disagree with the following things other people have said about their health and wellbeing...  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)

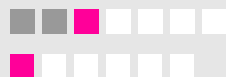


# Where would get advice or information on health and wellbeing

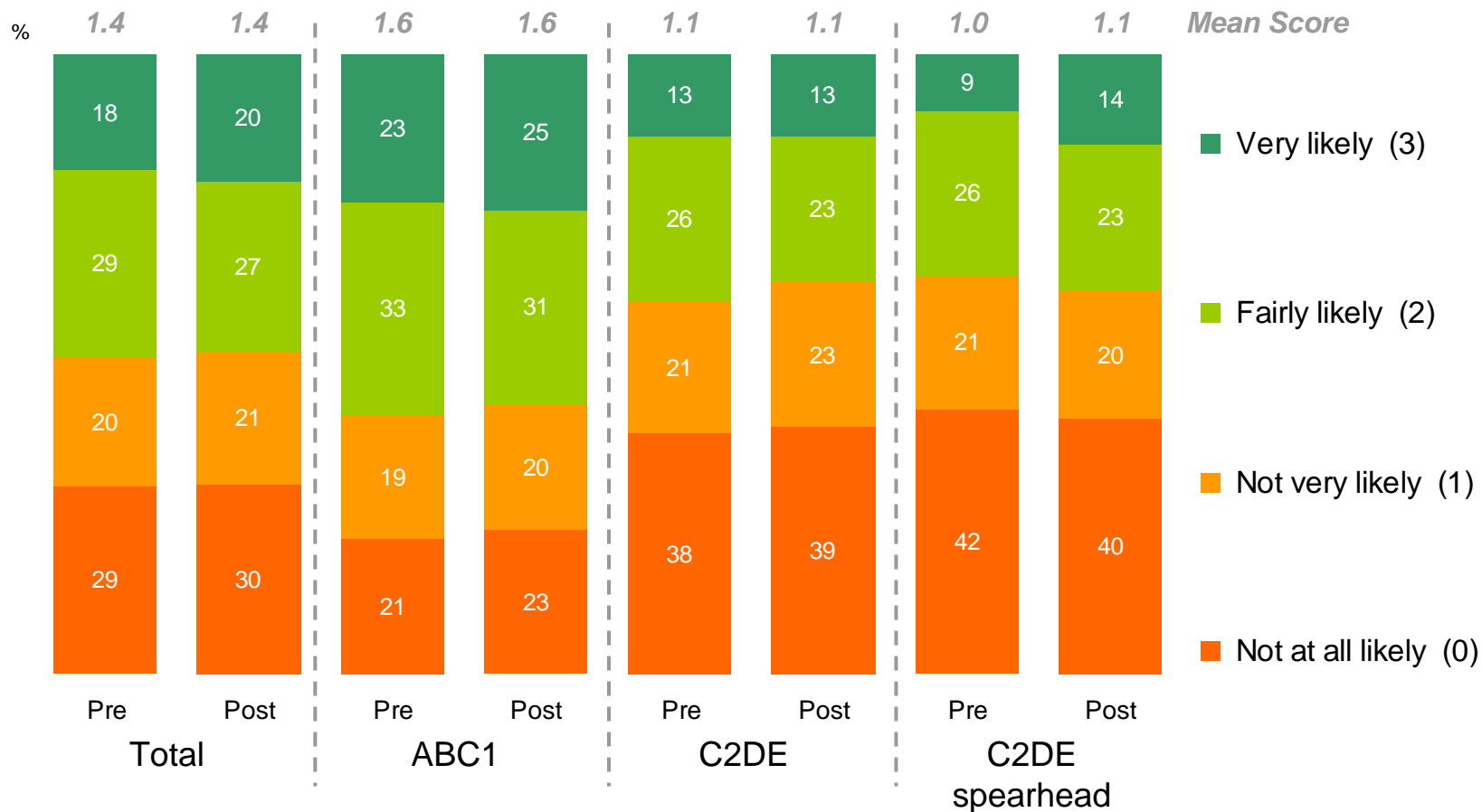
	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	<i>Base Unwtd</i>	860	747	253	241	607	506	250
	%	%	%	%	%	%	%	%
<b>Any</b>	93	93	93	93	94	93	94	94
GP \ Doctor \ Family doctor	76	76	73	74	79	79	83	81
Books \ magazines	10	10	12	12	8	7	8	6
Friends	9	10	10	11	8	8	9	9
Husband\wife\partner	9	8	11	9	7	8	5	8
Pharmacist \ chemist	9	8	10	10	8	6	9	6
Phone (NHS direct)	8	7	12	8	3	5	4	7
Google	7	7	10	9	4	4	2	4
NHS walk in centres	8	6	8	7	6	6	8	8

\* For the total sample, data under 5% at post-wave is not shown

Source: Q.13 If you wanted advice or information on your health and wellbeing, where would you go?  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# Likelihood of visiting health advice website



Source: Q.13b How likely would you be to go to a website to find answers to questions about your health, based on information that you enter about your health such as height, weight, diet and lifestyle?  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# Awareness of health websites aimed at age group (spontaneous)

<i>Base Unwtd</i>	Total	
	Pre	Post
	126	114
	%	%
<b>Any</b>	<b>83</b>	<b>78</b>
NHSDirect	59	50
BBC Health	19	14
NHS Choices (nhs.uk)	15	12
<b>NHS MidLifeCheck</b>	<b>4</b>	<b>9</b>
Boots	8	9
Change4Life	4	8
MSN Health	3	5
NetDoctor	2	4
Patient UK	4	4
British Heart Foundation	1	3
Guardian Health	3	2
Well Woman	1	2
Other	13	20

Source: Q.15 And which ones are you aware of?

Base: All respondents aware of health & wellbeing websites aimed at their age group: Total (126/114)



NHS MidLifeCheck Tracking Research > Source of information in relation to health and well-being



# Total website awareness

	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<i>Base Unwtd</i>	860	747	253	241	607	506	250	217
	%	%	%	%	%	%	%	%
<b>Any</b>	82	79	90	88	73	70	72	70
NHSDirect	73	71	83	81	61	60	63	60
Boots	33	28	39	34	25	21	23	21
Change4Life	17	23	19	26	14	20	18	23
BBC Health	17	20	22	23	11	16	10	15
NetDoctor	9	15	12	20	6	8	5	7
NHS Choices (nhs.uk)	17	14	22	15	11	13	9	13
Patient UK	9	9	11	11	5	7	6	7
<b>NHS MidLifeCheck</b>	5	7	7	8	2	7	1	5
MSN Health	6	6	7	6	4	6	5	5
Guardian Health	4	5	5	5	2	4	3	4
Don't know	18	21	10	12	27	30	28	30

Source: Q.15 And which ones are you aware of? / Q.16 Which of these websites have you heard of? / Q.17 And which have you ever visited?  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# What remember about recent advertising about online health service

Base Unwtd	Total	
	Pre	Post
	68	126
	%	%
Healthy Eating	-	12
Change 4 Life	6	12
Smoking (all mentions)	3	11
Healthy lifestyle actions (various)	7	11
40 over 40	4	8
Healthy Lifestyle/Healthy Living	4	6
TV / on TV / TV advert	6	6
Health check	4	6
Drinking (all mentions)	-	6
NHS Direct	8	5
<b>NHS MidLifeCheck</b>	-	<b>5</b>
About food/nutrition/diet/losing weight	-	4
Stroke / mentions of stroke	-	4
Other	3	8
Nothing/DK	39	23

For the total sample, data under 4% at post-wave not shown

Source: Q.19 What can you remember about the advertising? What did you see or hear? What was the main message? Anything else?  
 Base: All respondents seen/heard advertising recently about online health service for their age group: Total (68/126)



# Who think made recent advertising about online health service (spontaneous)

	Total	
	Pre	Post
<i>Base Unwtd</i>	68	126
	%	%
NHS	19	31
Government	35	26
Department of Health	5	16
Change4Life	9	7
<b>NHS MidLifeCheck</b>	-	4
Local health services	3	3
Commercial organisations	7	3
The media\TV\newspapers	5	1
<b>Net: NHS/NHS MidlifeCheck</b>	<b>19</b>	<b>34</b>
Other	3	6
Don't know	23	22

Source: Q.21 Who do you think made the advertising?  
 Base: All respondents seen/heard advertising recently about online health service for their age group: Total (68/126)

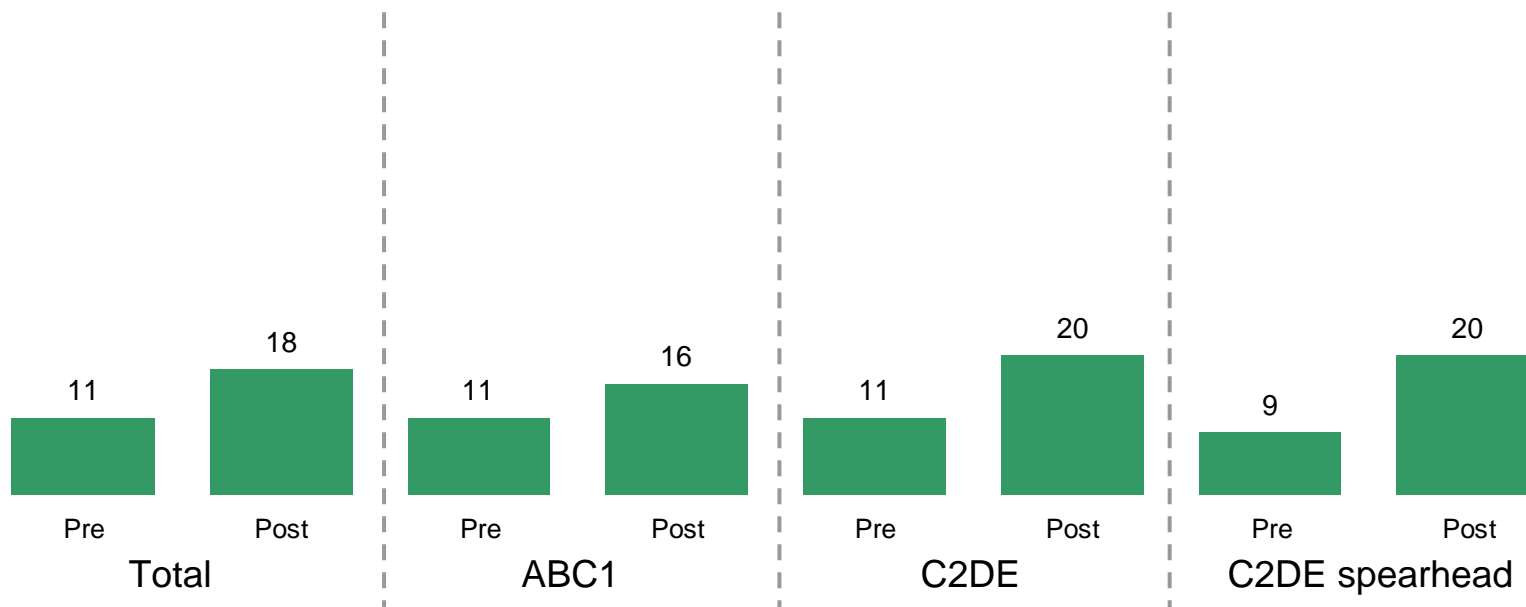


NHS MidLifeCheck Tracking Research > Awareness and recall of activity in this area



# Whether heard of 'NHS MidLifeCheck'

% Yes



Source: Q.25 Have you heard of 'NHS MidLifeCheck' before today?

Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



NHS MidLifeCheck Tracking Research > Awareness and recall of activity in this area



# Where heard of NHS MidLifeCheck/saw NHS MidLifeCheck logo (post-wave only)

% Yes

Base Unwtd

	Total	ABC1	C2DE	Spearhead C2DE
	Post	Post	Post	Post
	159	39*	120	52
	%	%	%	%
TV	28	23	33	33
Hospital \ Clinic \ GP surgery	21	19	23	23
Radio	19	25	14	7
Website\internet	6	5	6	3
Posters	5	3	7	7
From a health professional such as doctor, nurse or pharmacist	5	5	5	5
National newspaper advert	4	5	3	5
Magazine	4	6	2	2
At an NHS walk in centre	3	3	3	5
At work	3	3	2	3
National newspaper article	3	3	2	3
Information leaflet or booklet	2	-	4	4
Shopping Centre	2	2	2	2
Local newspaper advert	2	3	1	2
Local newspaper article	2	3	1	1
From friends \ family	2	-	3	3
Pharmacy bag	1	-	2	3
Don't know\Can't remember	13	16	11	16

Source: Q.26a Where did you hear/see of NHS MidlifeCheck/NHS MidlifeCheck logo?

Base: All respondents who have heard of NHS MidLifeCheck or seen logo (post-wave only): Total (159), ABC1 (39\*), C2DE (120), C2DE Spearhead (52)

\* Low base size

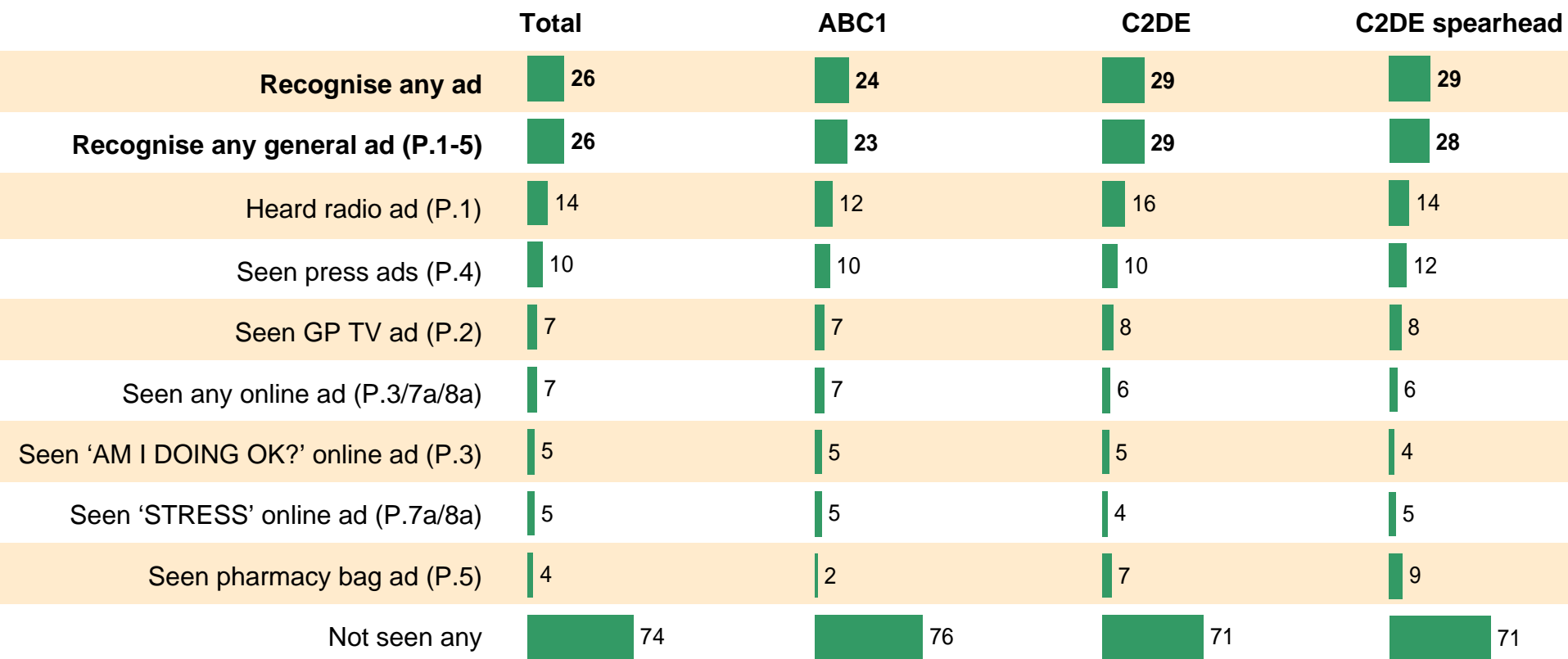


NHS MidLifeCheck Tracking Research > Awareness and recall of activity in this area



# NHS MidLifeCheck advertising recognition

% Recognition



Source: P.1-P.5/P.7a/P.8a Ad recognition - Summary table

Base: All adults 40-60 yrs England (post-wave only): Total (747), ABC1 (241), C2DE (506), C2DE Spearhead (217)



NHS MidLifeCheck Tracking Research > Campaign recognition and diagnostics (post-wave only)



# Summary: Agreement with statements about the NHS MidLifeCheck ads

## % Agree

	Total	ABC1	C2DE	C2DE spearhead
Have a clear message	71	72	70	66
Are for people my age	70	70	70	71
Are aimed at people like me	65	65	65	68
Got me thinking	52	53	51	53
Show people I can relate to	49	49	49	49
Made me think about the questions I might have	49	48	50	53
Are about questions that I'm interested in	45	45	45	44
Understand me	43	41	46	42
Tell me something new	42	40	43	43
Made me interested in visiting the NHS MidLifeCheck website	40	43	37	39
Are boring	39	40	38	35
Stand out from other adverts	33	30	37	36
Irritate me	30	33	26	26

Source: P.10 The adverts I have just seen and heard ...  
 Base: All respondents (post-wave only): Total (747), ABC1 (241), C2DE (506), C2DE Spearhead (217)



NHS MidLifeCheck Tracking Research > Campaign recognition and diagnostics (post-wave only)



# Action taken as a result of seeing/hearing the NHS MidLifeCheck ads

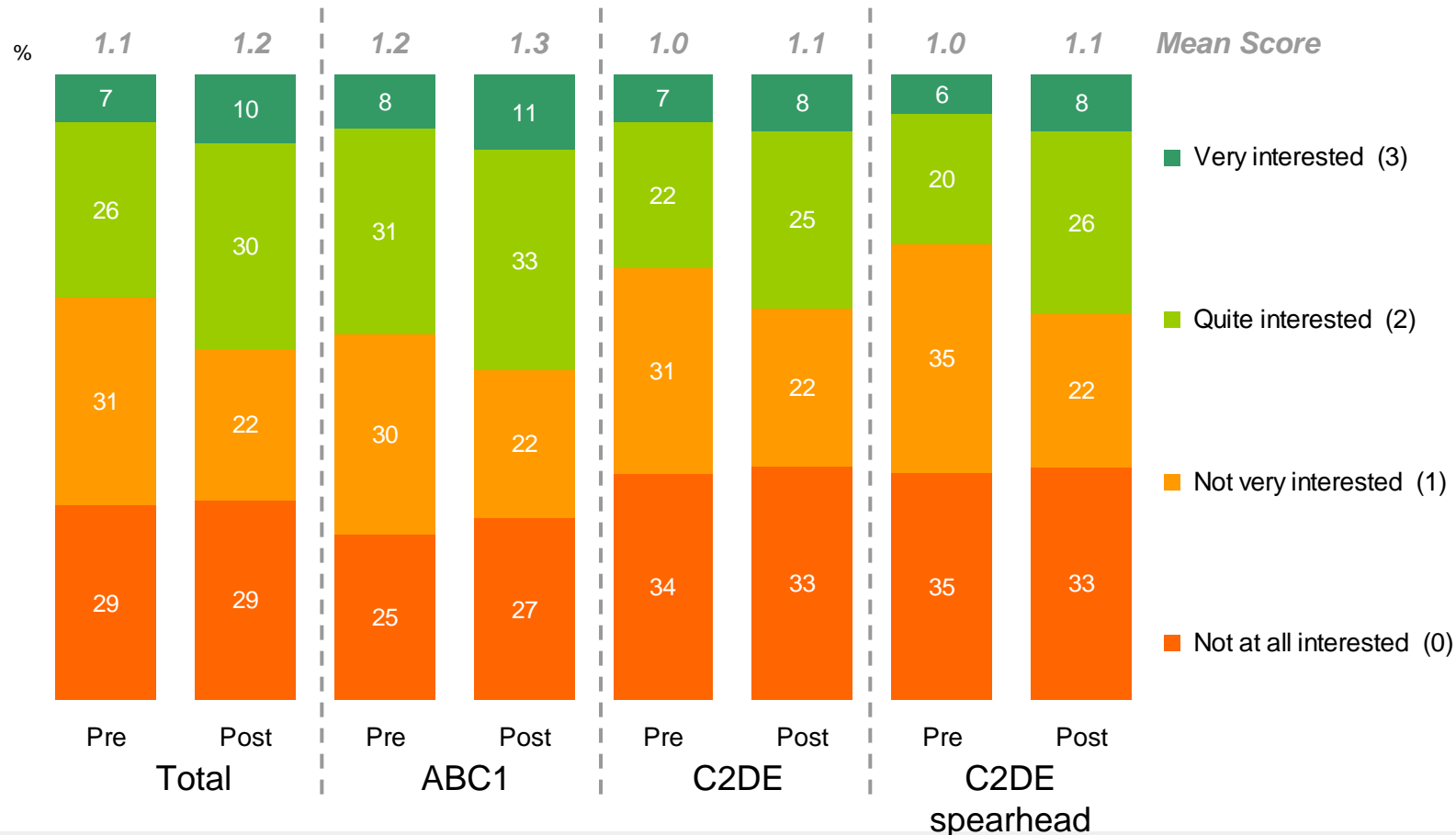
	Total	ABC1	C2DE	Spearhead C2DE
	Post	Post	Post	Post
<i>Base Unwtd</i>	205	58	147	63
	%	%	%	%
<b>Any action</b>	17	18	16	17
Attempted to make a change to my lifestyle to improve my future health	5	3	6	7
Thought about the questions I might have	4	4	4	6
Completed the NHS MidLifeCheck	3	4	3	3
Looked up NHS MidLifeCheck on the internet e.g. Google search	3	4	2	3
Visited the NHS MidLifeCheck website	2	2	3	1
Thought about visiting the NHS MidLifeCheck website, but not actually visited yet	2	3	1	1
Discussed NHS MidLifeCheck with a friend	2	4	*	1
Discussed NHS MidLifeCheck with my partner or another family member	2	2	1	2
I have not done anything	79	81	78	80

Source: P.11 Which, if any, of the following have you done since seeing or hearing the adverts?

Base: All adults 40-60 yrs England who have seen/heard any of the advertising (post-wave only): Total (205), ABC1 (58), C2DE (147), C2DE Spearhead (63)



# Interest in doing the 'Life Check' – among those who have not visited the website



Source: Q.30 The site offers a free, confidential, 'Life Check' through asking questions about your life, so that it can offer you personal health advice and support. How interested would you be in this?  
 Base: All respondents 40-60 yrs England who have not visited NHS MidLifeCheck website: Total (830/723), ABC1 (236/234), C2DE (594/489), C2DE Spearhead (246/209)



# Why interested in doing the 'Life Check'

Base Unwtd	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	259	271	90	101	169	170	66	73
	%	%	%	%	%	%	%	%
Health improvement	16	23	14	20	18	29	17	28
Interested in health/keep fit	19	18	19	20	18	16	16	11
To check self	11	17	11	16	11	18	9	19
Due to age	9	13	10	16	7	8	7	9
Curiosity	4	11	2	11	6	11	8	13
Information/support	23	10	24	6	21	16	20	15
Might in the future	8	5	9	8	7	1	7	1
Specific health reason e.g. smoking, diet	1	3	-	2	2	5	1	5
Good idea	2	3	2	3	1	4	-	1
To avoid going/talking to GP	3	3	2	3	4	3	6	4
Look after myself better	-	3	-	5	-	1	-	3

For the total sample, data under 3% at post-wave not shown

Source: Q.31 Why do you say that?

Base: All respondents 40-60 yrs England who would be interested in doing the 'Life Check': Total (259/271), ABC1 (90/101), C2DE (169/170), C2DE Spearhead (66/73)



NHS MidLifeCheck Tracking Research > Interest in doing the 'Life Check'



# Why not interested in doing the 'Life Check'

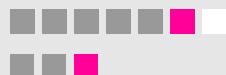
Base Unwtd	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	513	374	130	115	383	259	167	112
	%	%	%	%	%	%	%	%
No need/healthy	22	23	26	25	18	21	16	20
Prefer GP/face to face	22	21	21	21	23	22	28	29
Not bothered/too busy/would not use	13	15	12	16	15	13	18	12
Dislike internet/No access to internet	15	14	8	9	22	21	23	18
Get advice/help using another method	8	9	12	9	4	9	3	10
Other	20	16	23	18	18	15	15	12

Source: Q.31a Why do you say that?

Base: All respondents 40-60 yrs England who would NOT be interested in doing the 'Life Check': Total (513/374), ABC1 (130/115), C2DE (383/259), C2DE Spearhead (167/112)



NHS MidLifeCheck Tracking Research > Interest in doing the 'Life Check'



# Internet access

	Total		ABC1		C2DE		Spearhead C2DE	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	<i>Base Unwtd</i>	860	747	253	241	607	506	250
	%	%	%	%	%	%	%	%
<b>Any</b>	87	85	96	94	75	75	76	75
Home	85	83	95	92	72	73	72	73
Work	19	23	29	35	8	8	7	10
Other	8	11	9	16	7	6	9	4
None	13	15	4	6	25	25	24	25

Source: Q.32a Do you have any of the following?

Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



NHS MidLifeCheck Tracking Research > [Additional Classification](#)



# Technology usage (post-wave only)

	Total	ABC1	C2DE	Spearhead C2DE
<i>Base Unwtd</i>	Post	Post	Post	Post
	747	241	506	217
	%	%	%	%
<b>Any</b>	<b>97</b>	<b>99</b>	<b>94</b>	<b>95</b>
Mobile phone	90	93	86	88
Text messaging on mobile phone (SMS)	60	67	52	50
<b>Any PC</b>	<b>77</b>	<b>91</b>	<b>61</b>	<b>57</b>
PC - at home	73	84	59	56
PC - at work	38	59	14	13
PC – elsewhere	9	12	5	2
<b>Any internet</b>	<b>76</b>	<b>87</b>	<b>63</b>	<b>62</b>
Internet - at home	72	83	59	60
Internet - at work	35	55	12	12
Internet - elsewhere	11	16	5	3
Digital TV	74	76	71	73
DVD Player	72	77	66	65
Digital Radio	35	44	24	18
Ipod\MP3 Player	27	32	20	21
None of these	2	*	3	3

Source: Q.32b Which of these, if any, do you ever use?

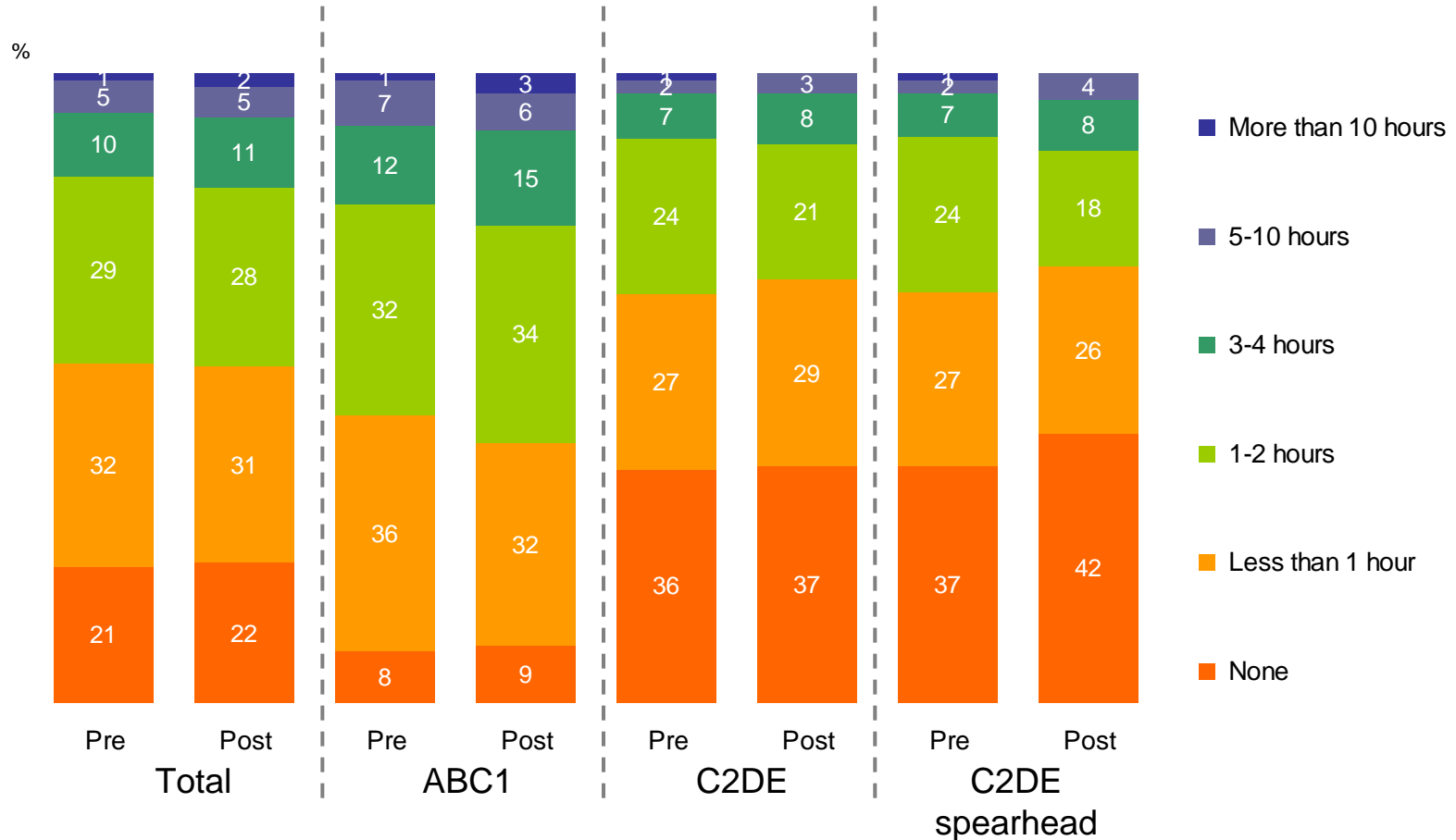
Base: All respondents (post-wave only): Total (747), ABC1 (241), C2DE (506), C2DE Spearhead (217)



NHS MidLifeCheck Tracking Research > Additional Classification



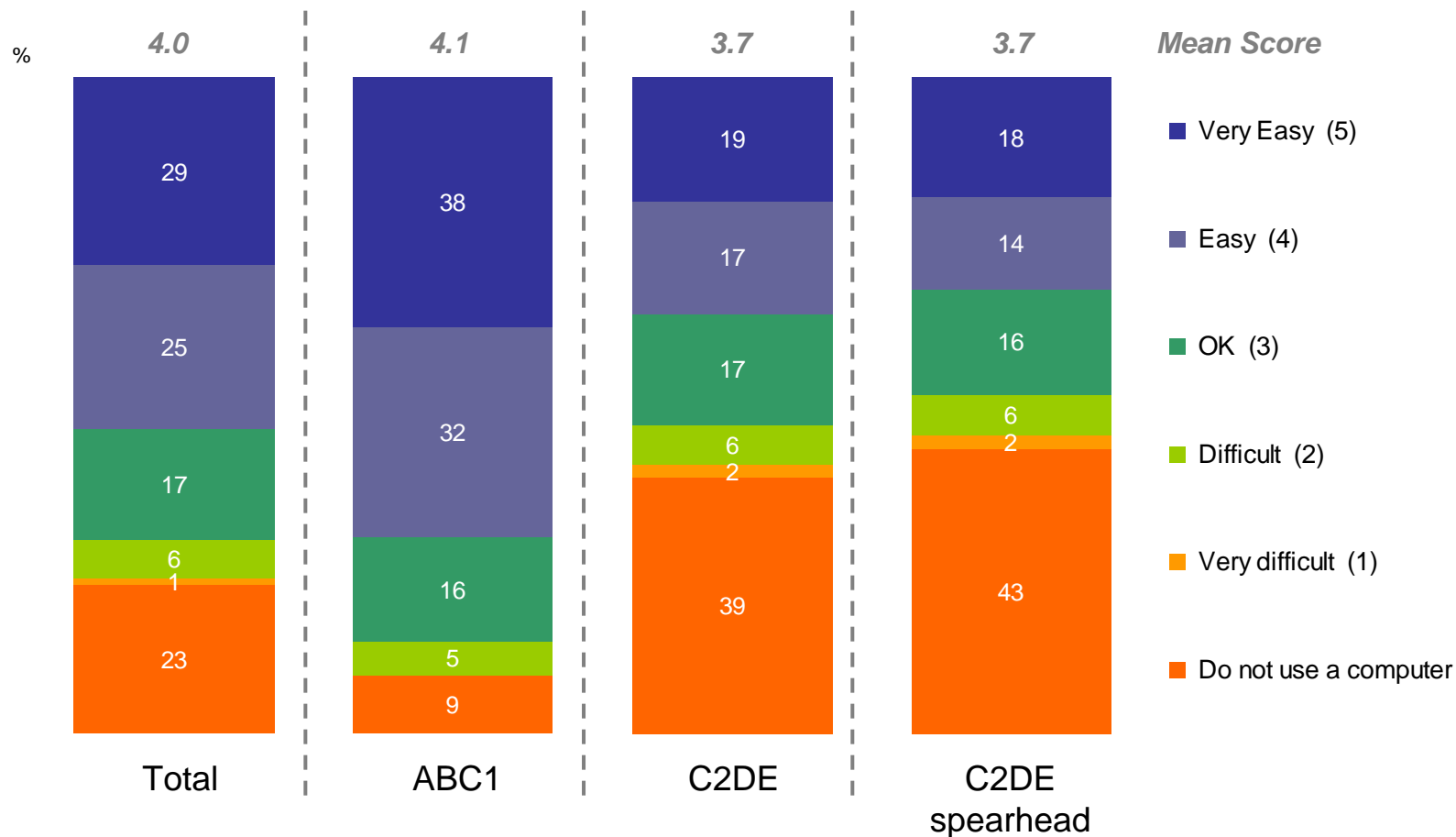
# Internet usage per day



Source: Q.32 And can I just ask how many hours a day you usually spend on the internet?  
 Base: All respondents: Total (860/747), ABC1 (253/241), C2DE (607/506), C2DE Spearhead (250/217)



# How easy find using a computer (post-wave only)



Source: Q.33 Finally in this section, how easy or difficult do you find using a computer?  
 Base: All respondents (post-wave only): Total (747), ABC1 (241), C2DE (506), C2DE Spearhead (217)