



Results from our Yorkshire Wellbeing Check-in

Summer 2020
Vs Winter 20/21





Magpie is a Yorkshire-based behaviour change agency all about healthier and happier communities. We work on campaigns with Councils, the NHS and Public Health organisations and are committed to ensure each campaign supports where it's needed most.

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Introduction...

The Yorkshire Wellbeing check-in has been designed to offer a temperature check of how the people of Yorkshire are doing through such a changeable year. 462 people took part across two surveys; the first in Summer 2020 that received 295 respondents, and the second in winter 2020/21 that saw 167 respondents with 64 taking part in both. It covered all aspects of mental and physical wellbeing along with confidence levels on things like visiting health settings. The data provides valuable insight in our region and will help to better inform our campaigns.



Executive summary...

- **Men's wellbeing has reduced more than women's** over the last 6 months by 8% compared to 1% for women.



- **People's levels of drinking has increased by 14%** over the 6 months between summer and winter.
- Over half (**52%**) of people **do not achieve the government's recommended 2.5 hours per week of exercise**.



- **People's confidence levels in visiting their GP, clinic or a hospital for health reasons nearly doubled** across the 6-month period from 32% to 59% confidence levels.
- **People feel more confident to ask for help** from friends or community or offering to help friends or family compared to 6 months ago.
- **People are also more confident in knowing where to find trustworthy sources of information** which could reflect the plethora of messages people have been receiving over the last year and awareness levels of fake news.

- **People's levels of engagement with messages surrounding health, has dropped significantly from 56% to 31%.**

Participants perceptions however didn't reflect this giving us conflicting results that may indicate the repetitive nature of the messaging has cut through enough for people to engage with messages without much thought or engagement.

- We also asked where people were seeking their information from and it was interesting to observe a **reduction in consumption of TV and social media**. At the same time, the **biggest increases were in the use of government websites, news apps and local authorities** which may indicate a shift in people seeking out information themselves via specialist mediums as opposed to media or social media outlets.



The Results...

Wellbeing

We asked about 'wellbeing' and whether people felt comfortable, connected, mindful, healthy and happy right now.

Across the 6 months, we saw a decrease of people's wellbeing score by 2% but this remained above "OK".

This was also reflected in people's own opinions on whether their wellbeing had changed with **participants recording an average score drop of 14% from where they were at 6 months prior.**

In the summer, **34% of people placed themselves in the top 3 scores of wellbeing compared to 27% in the winter**, a difference of 7%. This was reflected in the lowest three scores as well with 5% in the summer and 6% in the winter. When we looked at the shift in terms of gender, **this was more significant for men than women** with guys reducing by 8% compared to women at 1%.

Mental health

We then asked the people of Yorkshire specifically about their Mental Health.

Participants saw an increase in this of 4% from the summer survey placing 55% of participants above the average mark.

Despite this increase, participants perceptions were that **their mental health had decreased by an average of 11% from 6 months prior.** This was also reflected in their levels of concern about their mental health which got worse by 6% compared to the summer with 55% of participants showing concern and 25% of all participants scoring the worst two scores.



Health and health settings

We asked several questions to assess the people of Yorkshire's own personal feelings about several areas displayed in the table. It was really interesting to observe decreases in confidence levels for putting things in to practice to stay healthy and asking for advice from health professionals, but on the flipside, it was great to see an increase in scores relating to community and friends with people feeling more confident in asking for help, and offering to help, friends and family. People were also more confident in knowing where to find trustworthy sources of information which could reflect the plethora of messages people have been receiving over the last year and awareness levels of fake news.

We also asked how confident people were with visiting their GP, clinic or a hospital for health reasons. **32% of those surveyed in the summer agreed that they'd be happy to do this compared to 59% in the winter, a significant increase and near doubling of confidence levels** in the 6 month period. This is also reflected at the bottom end with 22% of people in the summer disagreeing with the statement compared to just 9% in the winter.

I'm much more confident in asking for help when I need it



We asked how much people agreed with the following statements	Summer 2020	Winter 2020/21	% Change
I am responsible for keeping myself healthy	91%	94%	3%
I try to keep myself as healthy as possible	70%	67%	-3%
I know what I need to do to keep myself healthy	90%	89%	-1%
I am confident I can put things into practice to stay healthy	58%	52%	-6%
I am confident I could ask for advice from a health professional if I needed it	62%	58%	-4%
I am confident I could ask for help from friends or family if I needed it	58%	67%	9%
I know when I can handle a health problem myself and when I need to ask for help	63%	67%	4%
I can manage minor illnesses myself	86%	87%	1%
I know how to find trustworthy sources of information about my health	80%	86%	6%
If I feel unwell, I know exactly what I will do to seek help	72%	75%	3%
I regularly check how I am managing my physical health	46%	47%	1%
I regularly check how I am managing my mental health	46%	44%	-2%
It's important to ask how you can help others to keep healthy	62%	70%	8%

Health and coronavirus related messaging

We asked the people of Yorkshire for the top 3 places they looked for information about Coronavirus and other health messages. It was interesting to observe the reductions in TV and social media as key places and seeing an increase in the use of government websites, news apps and local authorities, possibly indicating a shift in people seeking out information themselves via specialist mediums.

We also asked how much people engaged with health messages such as health campaigns, information regarding their health and wellbeing, advertising regarding their health and available services, news about their health, texts from GP practices, etc.). We found that **the number of those that frequently engaged with these messages reduced from 56% in the summer to 31% in the winter**. Contrary to those stats, we asked participants if they felt their engagement had changed for the better or worse in the past 6 months and people thought levels hadn't really changed, and if anything, had very slightly improved.

Given the conflicting results, this could indicate that the repetitive nature of the messaging has cut through enough for people to engage with messages without much thought.

Where are the top 3 places you have looked for information about Coronavirus and other health messages?

Summer 2020			Winter 2020/21		% Change
TV	59%	1	Government website	67%	15%
Government website	52%	2	A news website	50%	14%
NHS website	52%	3	NHS website	49%	-3%
Social media	38%	4	A news app	37%	18%
A news website	36%	5	Local authority/Council website (Newly added)	37%	35%
Web search (E.g. Google)	34%	6	Healthcare professionals	29%	6%
From friends, family or a carer	26%	7	TV	28%	-31%
Healthcare professionals	23%	8	Web search (E.g. Google)	26%	-8%
A news app	19%	9	Employer (Newly added)	25%	22%
Newspapers	17%	10	Social media	22%	-16%
Text messages (from a GP practice or health organisation)	13%	11	From friends, family or a carer	21%	-5%
Local GP practice site	7%	12	Radio (Newly added)	21%	20%
NHS app	5%	13	NHS app	20%	15%
From a community leader/group	4%	14	Local GP practice site	14%	7%
Employer	3%	15	Newspapers	11%	-6%
Try to avoid	2%	16	Text messages (from a GP practice or health organisation)	11%	-2%
Local authority/Council website	2%	17	From a community leader/group	3%	-1%
Radio	1%	18	Covid-19 app by kings college	1%	1%
Covid-19 app by kings college	0%	19	Try to avoid	0%	-2%

Habits/lifestyle

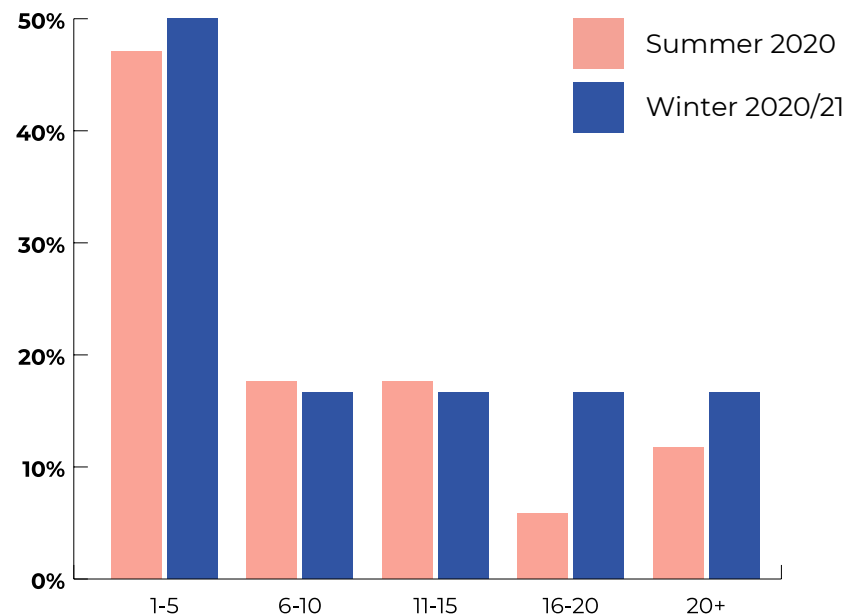
Tobacco

Very little change was observed in the numbers of smokers we surveyed in Yorkshire, with 94% and 93% respectively not smoking any products at all in each survey. Those that do smoke indicated a small increase in their smoking levels over the last 6 months and their average level of concern was a little below average but had improved slightly from the summer level.

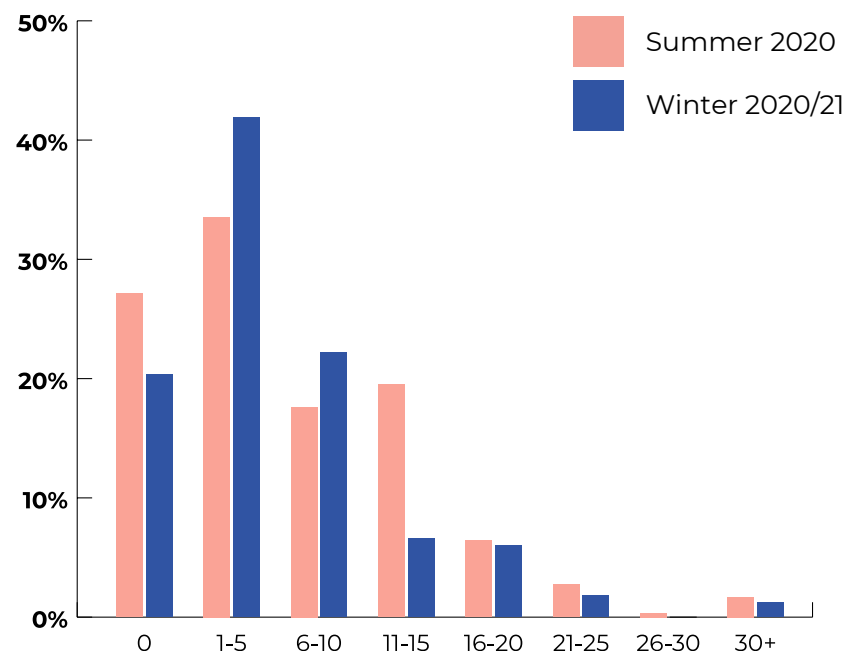
Alcohol

There wasn't a significant change in the data about drinking with numbers similar for both surveys. Participants perceptions indicated that their drinking levels had only slightly increased over the last 6 months. Interestingly, **we observed an increase in concern over levels of drinking of 14% in the 6 month period.**

If you smoke, what is the number of tobacco products you have each day? (I.e. number of cigarettes, roll-ups, etc.)



How many alcoholic drinks do you consume in an average week? (Note: this is an average drink per glass or can and not a unit)

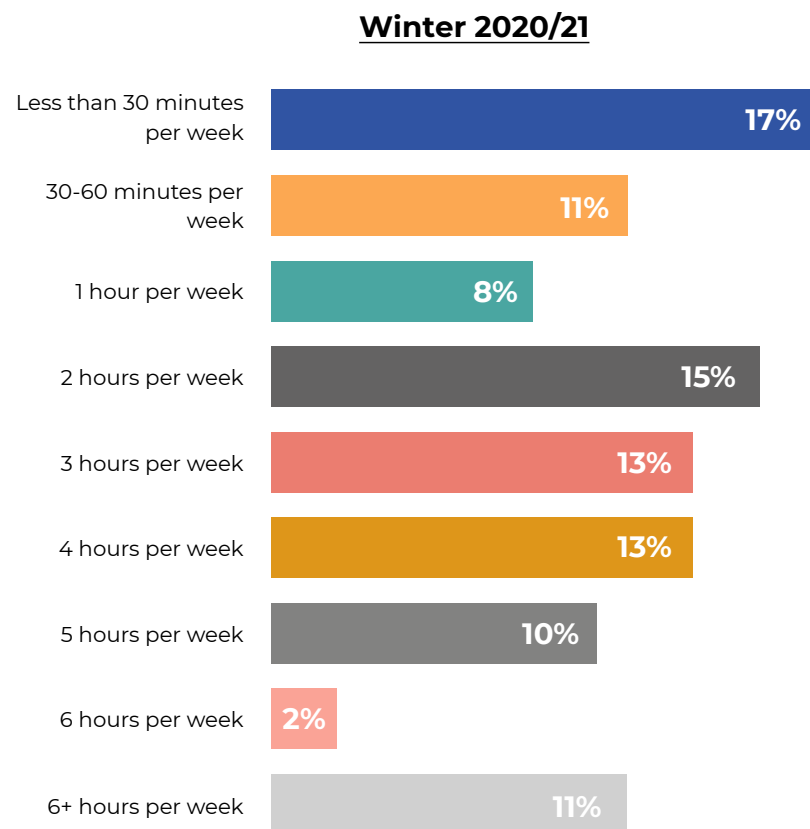
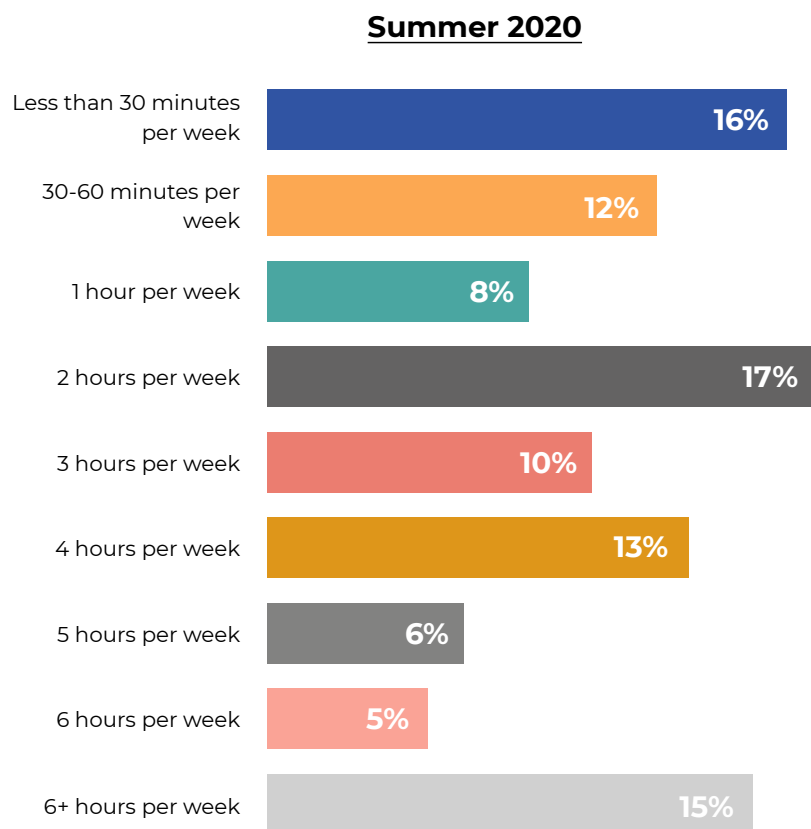


Exercise

One of the more interesting observations was that **52% of people in Yorkshire were not achieving the government's recommended 2.5 hours per week of exercise** with numbers staying the same across both surveys. When we asked if participants felt there was a reduction in their exercise over

the last 6 months, the perception was a reduction of 13% from normal exercise levels. The reduction in perceived exercise levels is also reflected in participants concern about their levels of exercise with 50% of participants showing concern, although this was a slight improvement from the summer survey.

How many minutes of moderate to strong physical activity do you do in an average week? (I.e. Enough to raise your breathing rate including brisk walking, sport, dancing, cycling or recreational activity)



Diet/eating habits

We asked participants how healthy they felt their diet/eating habits were and we saw an improvement of 7% from summer to winter with 3 in 5 people rating their diet above average. Despite this increase, levels of concern about diet increased by 11% with 3 in 5 people showing concern. This may reflect a greater awareness and importance of healthy diets but this could just be conjecture.

The Future

This was a new section for the winter survey where we asked about Yorkshire's optimism levels for the future along with any barriers they perceived.

3 out of 5 of us
are concerned
about our diet

?

Levels of optimism for the future	6 months from now	1 year from now	2 years from now
Not optimistic at all	22%	8%	5%
Somewhat optimistic	44%	31%	21%
Optimistic	35%	59%	75%

What do you see as your top 3 barriers preventing optimism for the future?		
1	Coronavirus	73%
2	Brexit	41%
3	Economic situation	40%
4	Health of friends / relatives	23%
5	General uncertainty	22%
6	Disruption to key services like the NHS	21%
7	Mental health	16%
8	Personal job security / work situation	15%
9	Income	12%
10	Physical health	10%
11	Impact on education	7%
12	Other (please specify)	6%

The results were of no real surprise with the top three answers being very topical right now. Some of the other answers given were climate change and a lack of confidence in the current government.

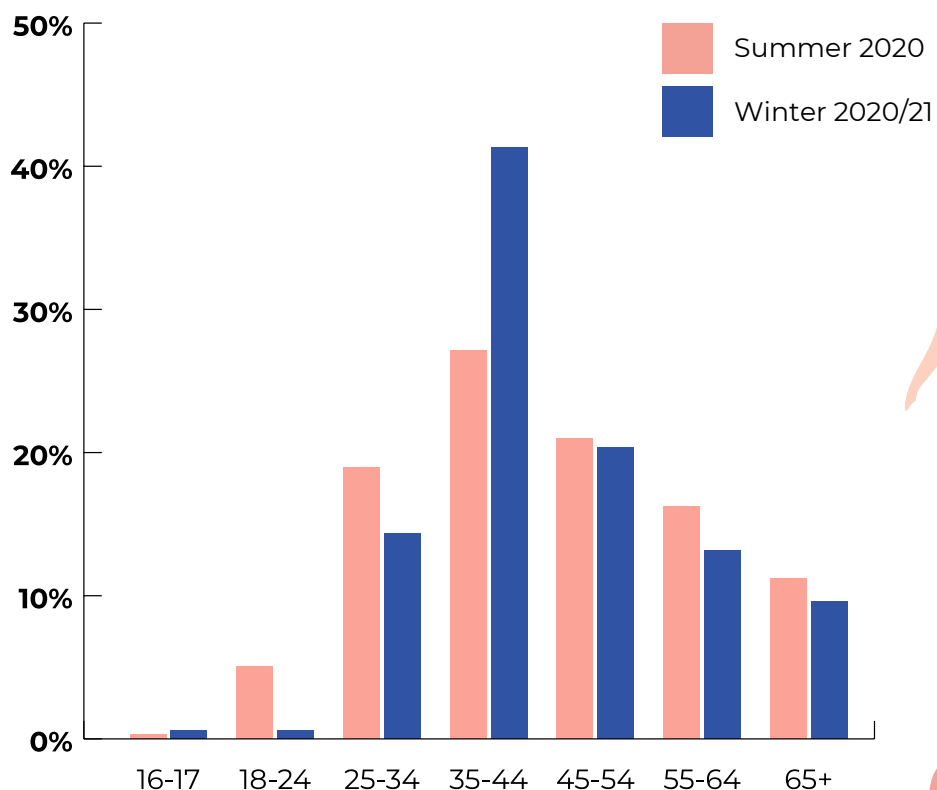
Demographics...

We gathered demographic data from participants for statistical purposes only, and whilst we recognise these may not be fully representative of the county as a whole, they do offer a good temperature check of feelings across the region.

Location

The highest response rates across both surveys were from the Leeds (33%), Bradford (26%) and Wakefield (14%) local authorities.

Age



Gender

The gender split across both surveys was the same with 79% female and 20% male. Which isn't representative of the county as a whole which has a 49% to 51% split, male to female.

Children

34% of participants had kids in the summer survey which increased to 47% in the winter.

Ethnicity

90% of respondents were from a White British background with no other significantly high proportional representation from other ethnicities. This is not be a totally fair representation of Yorkshire which has 85.8% of its population as shown in the 2011 census data for Yorkshire.

Employment status

76% of those surveyed were either employed full or part-time, or self-employed, with the majority of other respondents retired (11%), with other groups including those furloughed, unemployed, students or not able to work making up the other 13%. This data is in-line with the county-wide stats for Yorkshire.

What next...

The data gathered provides a great temperature check on the people of Yorkshire right now and will help to make sure the campaigns we run for clients such as the NHS and local authorities can have the best impact for societal change across our county. We plan to run the survey twice a year to “check-in” with the folk of Yorkshire.

Thank you for reading. We hope you join The Great Campaign.

The Great Campaign is our campaign to help create healthier and happier communities. Everything that we do day-in, day-out has purpose and impacts on the health and wellbeing of communities.

The world's toughest, most complex challenges. They don't unravel easy. Dreamers. Realists. Nudgers. Yes, that's us - and some more. You see, all great journeys start with an idea, a question, a beat of the drum. We thought, 'let's improve the life of communities.' We questioned, 'what makes them tick?' As our vision began to form, we couldn't sit still. Invitation or no-invitation, we built bridges with communities who needed a champion to their voice.

Brief or no brief, we gathered insights to inspire new campaigns. With each campaign, and every feather in our cap we learnt a thing or two: Listen without an agenda. Leverage science. Impact matters. But above all, countless small actions create immeasurable outcomes.

At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation, every idea, and every campaign we create. From concept development to the big idea, everything contributes to our Great Campaign; an endless pursuit of healthier and happier communities.

You can join our **Great Campaign Network** or get in touch with us at **hello@wearemagpie.com** for more information.

Acknowledgments

Thanks to everyone that has supported the survey but especially to the three MIND charities at Leeds, Bradford and Rotherham & Barnsley that each received a donation for helping us promote the survey. Congratulations also go to our hamper winners - Anna Carson, Colette Jones, Dino Reardon, Rachel Bowmer and Chris Elliott. Lastly, thank you to all those people in Yorkshire that have completed or shared the survey.

