

HIS Headline Insights - October 2017 YouGov Poll

Methodology

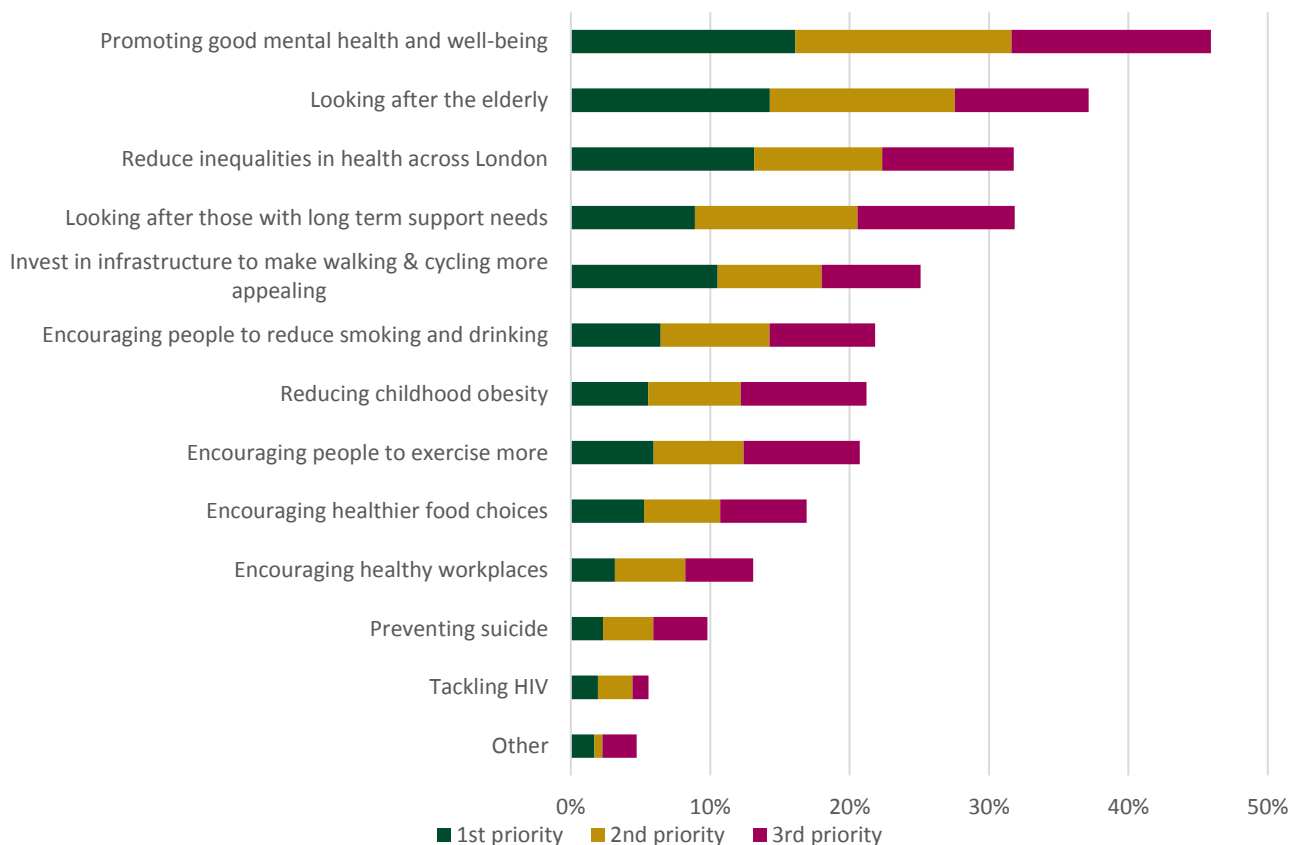
This survey was carried out between 24th – 27th October 2017, with a response of 1,003 London adults.

The figures have been weighted to be representative of all Londoners aged 18+. Respondents completed the surveys online from an email link. YouGov Profiles data is based on the respondents to this survey and a database of 330,000 UK adult panellists, with 40,000 in London.

Health priorities

The top health priorities for Londoners are promoting good mental health and wellbeing, looking after the elderly and reducing health inequalities. Looking after those with long term support needs is a close fourth.

Health priorities for London



Women are more likely to prioritise mental health and wellbeing, as are Londoners under 50. Those over 50 are more likely to prioritise looking after the elderly, as are white Londoners and those with health or disability issues.

Under 25 are twice as likely as the rest of London to prioritise preventing suicide, and particularly C2DE Londoners. Higher social grades are much likely to prioritise walking and cycling investment.

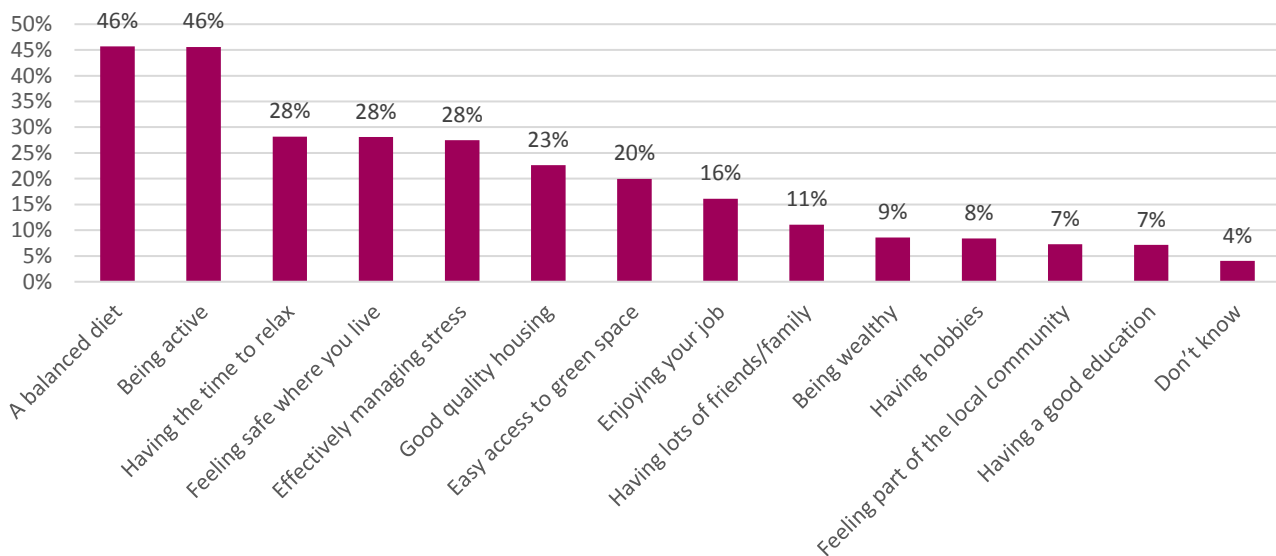
Healthy lifestyles

The majority of Londoners (53%) say they live a healthy lifestyle, whilst 16% think they live an unhealthy lifestyle. Female Londoners are more likely to think they have a healthy lifestyle, as are over 65s and ABC1 Londoners, part time workers, students and the retired. Londoners who walk or cycle to work are more likely to think they live a healthy lifestyle.

White British Londoners are slightly more likely to think they have an unhealthy lifestyle, as are those working full time. Londoners who have a health or disability that limits them a lot are the only demographic who are net likely to think they have an unhealthy lifestyle (29% healthy to 33% unhealthy).

When asked what is seen as most important for a healthy lifestyle in London, being active and having a healthy diet are the two clear winners (46% each). Having time to relax and feeling safe where you live are seen as the next two most important aspects of a healthy lifestyle.

Most important for a healthy lifestyle in London

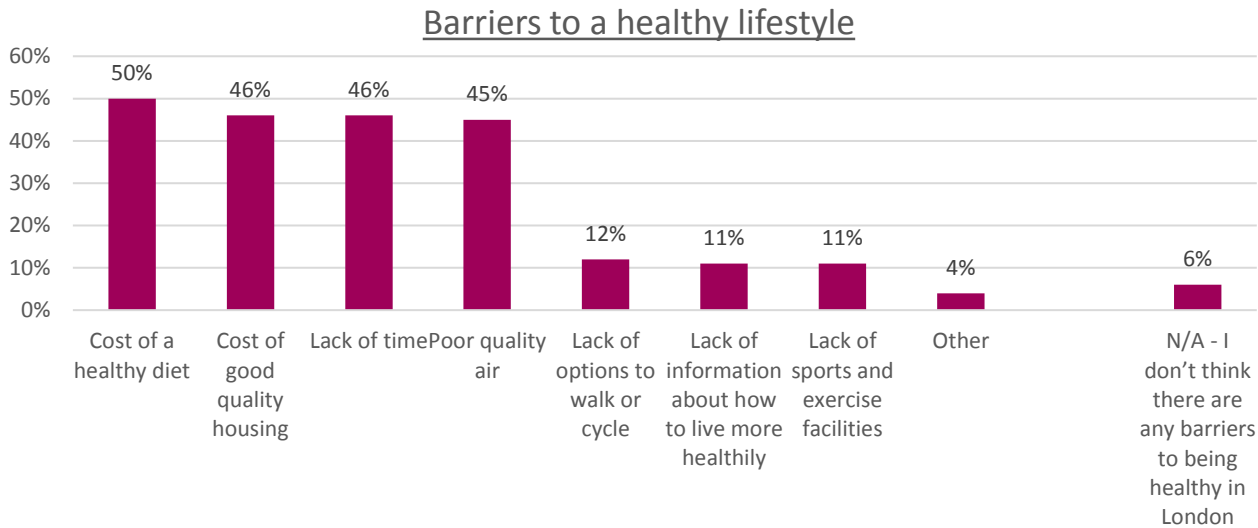


Women are more likely to prioritise having lots of friends and feeling part of the community, men are more likely to not know. Younger people are more likely to think enjoying your job is important, whilst older people are more likely to think feeling safe where you live is important.

There are further interesting differences by different types of Londoners here, for example that those most limited by health/disability issues are most likely to prioritise good quality housing, and are more likely to prioritise feeling part of the community.

Londoners aged 65+ are also much more likely to think that easy access to green space and being active are important.

The key barriers to a healthy lifestyle are seen as the cost of a healthy diet (50%), followed by the cost of good quality housing (46%) and a lack of time (46%). Poor air quality is a close 4th (45%), and 6% don't think are any barriers to being healthy in London.



Women are more likely to think the cost of a healthy diet and air quality are key barriers, whilst men are more likely to not know. Londoners 50 and over are much more likely to think there are no barriers, 12% - compared to 3% of those under 50. Lack of time, as you'd imagine, is seen as more of an issue for those under 50 and those working full time.

Workplace practices

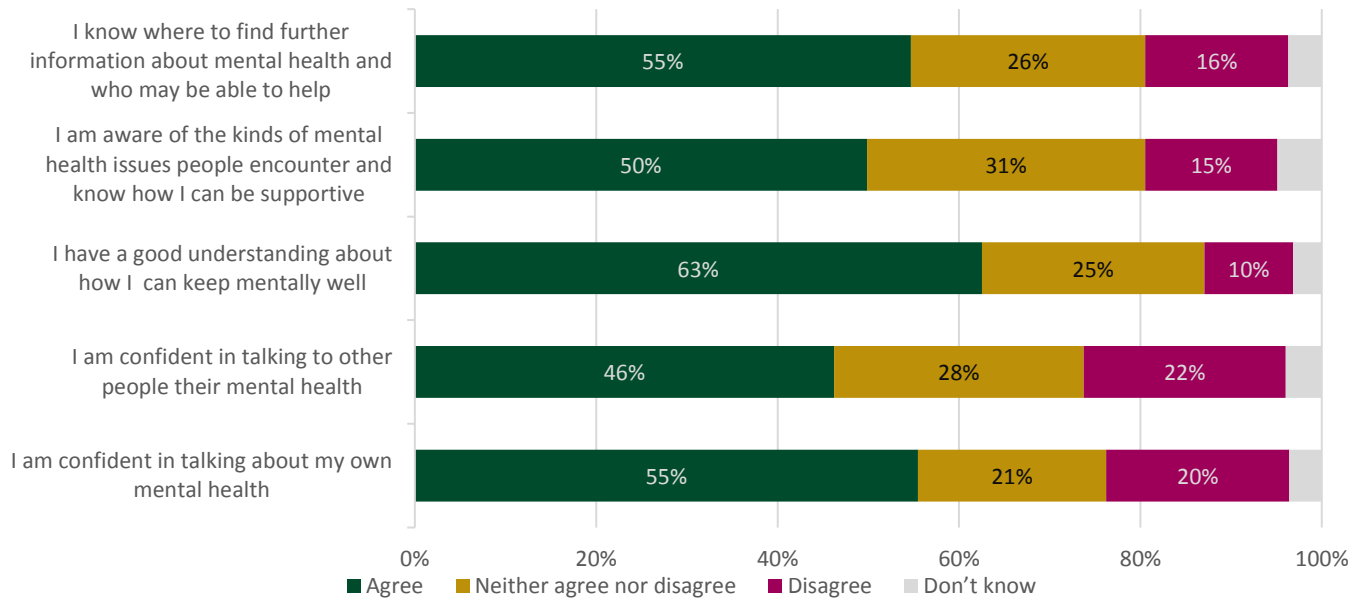
A third of Londoners don't think their employer encourages good physical health, whilst slightly more (39%) think they do. Higher social grades are more likely to agree, as are younger Londoners.

A third of Londoners don't think their employer encourages a good mental health, whilst slightly more (36%) think they do. Younger Londoners are more likely to agree.

When asked what more employers could do to encourage a healthy workplace, 35% said they didn't think they could do any more. Of the 29% who said they could do more, the most popular responses were better work life balance and better culture of healthy working from more supportive senior staff.

Mental health

The majority of Londoners say they feel confident talking to others about their own mental health, and just under half feel confident talking about other people’s mental health (55% and 46% respectively). 1 in 5 Londoners do not feel confident in either situation. Women and under 50s are less likely to feel confident with their own mental health, as are those working full time.



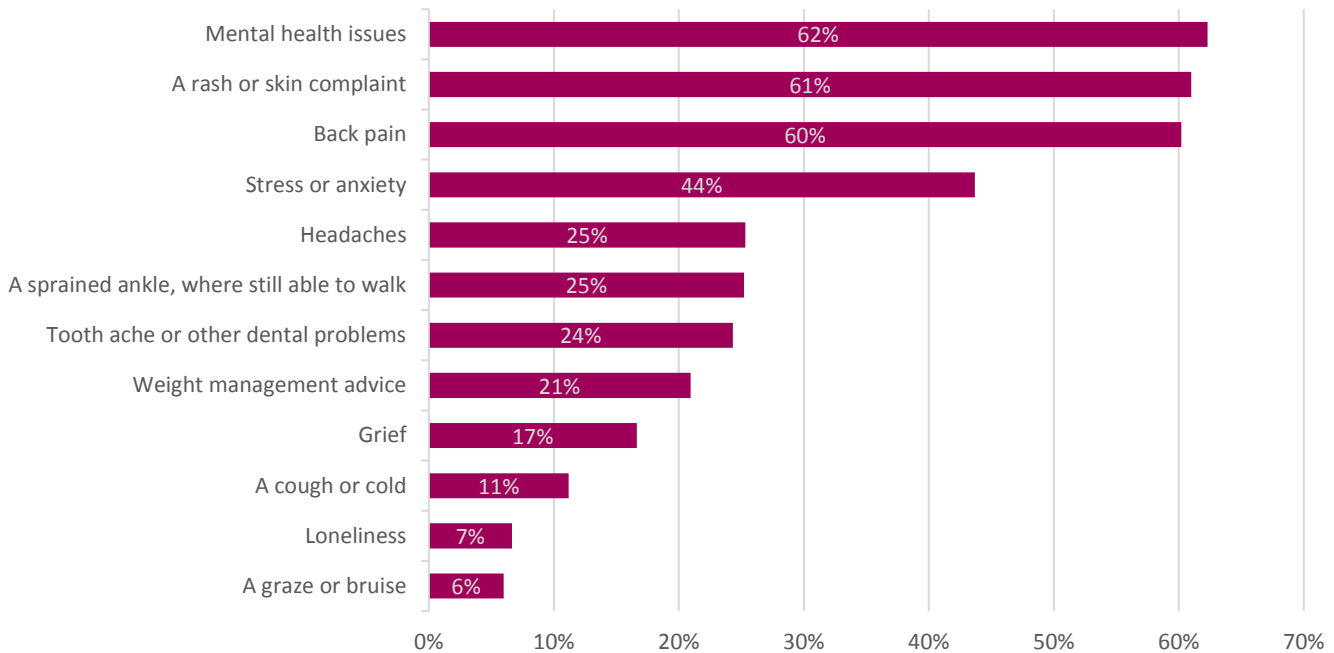
63% think they have a good understanding of maintaining their own mental health. 50% are aware of mental health issues and how to be supportive, and 55% know where to find more information. ABC1 women are more likely to know where to find information and how to be supportive, whilst younger Londoners are more likely to be aware of mental health issues people might have.

Health advice

When unwell, the most common place to get health advice from is a doctor or health professional (69%), followed by the internet (49%) and family or friends (43%). Very few get advice from anywhere else. There are clear demographic differences between where Londoners get their advice from. Londoners under 50, ABC1, and a number of ethnic minorities get advice from the internet or family and friends. Older white British Londoners, and particularly women, are more likely to get health advice from a doctor or health professional.

When asked what kinds of non-recurring health issues Londoners would consult GPs about, the most common are mental health issues, skin complaints or back pain. The majority wouldn't speak to their GP about stress or anxiety, and just 17% say they would speak to their GP about grief.

Health issues Londoners would consult their GP about



Generally the 25-49 age group are most likely to visit their GP about the above, 65+ the least (further socio-demographic information available on request).

Smoke free homes

71% of Londoners would support a publicity campaign to promote smoke free homes, 9% oppose. Younger Londoners, women, ABC1 and inner London residents are more likely to support. Leave voters, Londoners aged 50-65 and outer London residents are more likely to oppose.

HIV

When asked how Londoners think HIV can be contracted 23% say from sharing a toothbrush, 19% say from kissing and 12% say from sharing hair scissors¹. 92% say from sexual intercourse. The older Londoners are, the more likely they are to think that kissing and saliva transmit HIV, but less likely to think hair scissors does so. Twice as many men as women think that sharing cutlery (8%) or hair scissors (16%) would transmit HIV.

15% of Indian Londoners say they don't know how HIV is transmitted, whilst a number of ethnic minorities are more likely to think you can transmit HIV through saliva.

GPs (57%) and sexual health clinics (56%) are where Londoners concerned about HIV would be most likely to get information or advice from. A third of Londoners would speak to a related charity, and 31% would consult the internet. Men are almost twice as likely to not know (12%), and are less likely to consult professionals – more likely to consult friends and family.

When asked what the main barriers to getting a HIV test are, 26% of Londoners don't think they need a test. Just 4% say the main barrier is uncertainty of where to get a test and 3% say they would be too embarrassed (5% of men). The majority (57%) say there are no barriers. White Londoners are more likely to

¹ This question was asked to a GB sample by YouGov in October 2016, whereby slightly more of the GB population think that sharing a toothbrush (30%), kissing (20%) would transmit HIV.

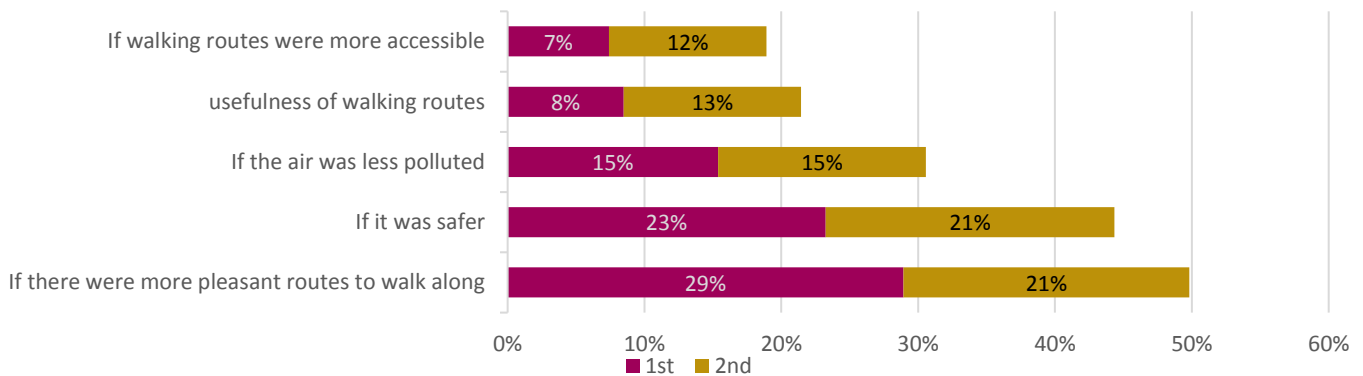
think they don't need a test (29%), Pakistani and Indian Londoners are more likely to be embarrassed or be unsure where to access a test.

Londoners would feel most comfortable taking an HIV test at the GP (41%), followed by at a sexual health clinic (32%). 15% would chose a home testing kit whilst 9% wouldn't feel comfortable in any of these places. Men are twice as likely as women to say they wouldn't feel comfortable in any of these places, whilst U25 Londoners prefer a sexual health clinic to a GP. Ethnic minorities are more likely to prefer at a clinic or GP over home testing.

Walking and cycling

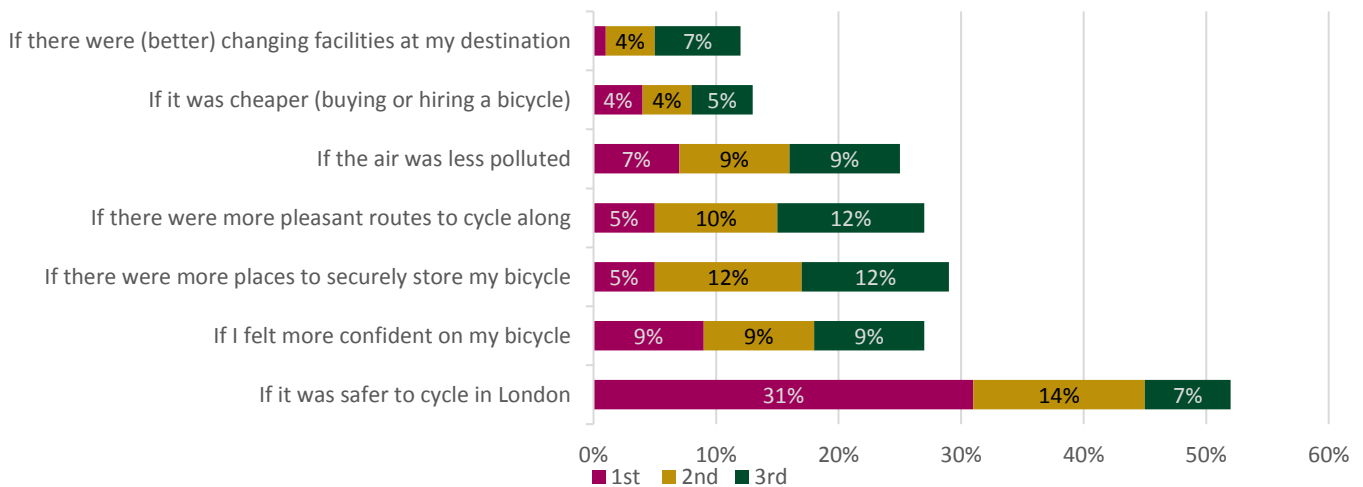
The option most likely to encourage more walking in London is more pleasant routes to walk along. 50% ranked this as their top one or two policies, followed by improved safety (44%). 31% said less air pollution would do the most to encourage them to walk more.

Most encourage walking in London



Improved safety would do the most to encourage cycling in London: 51% ranked this as one of their top three preferences. This is followed by feeling more confident on a bicycle. More pleasant routes and more places to store bikes securely come a close 3rd and 4th.

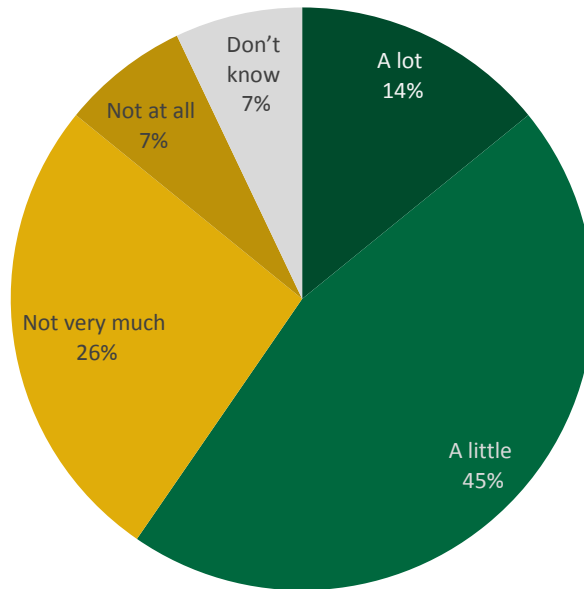
Most encourage cycling in London



Impact of individual's actions on the environment

14% of Londoners think their actions can make *a lot* of difference to improve the environment, whilst 45% think they can make *a little* difference. 7% think they can't make any difference at all.

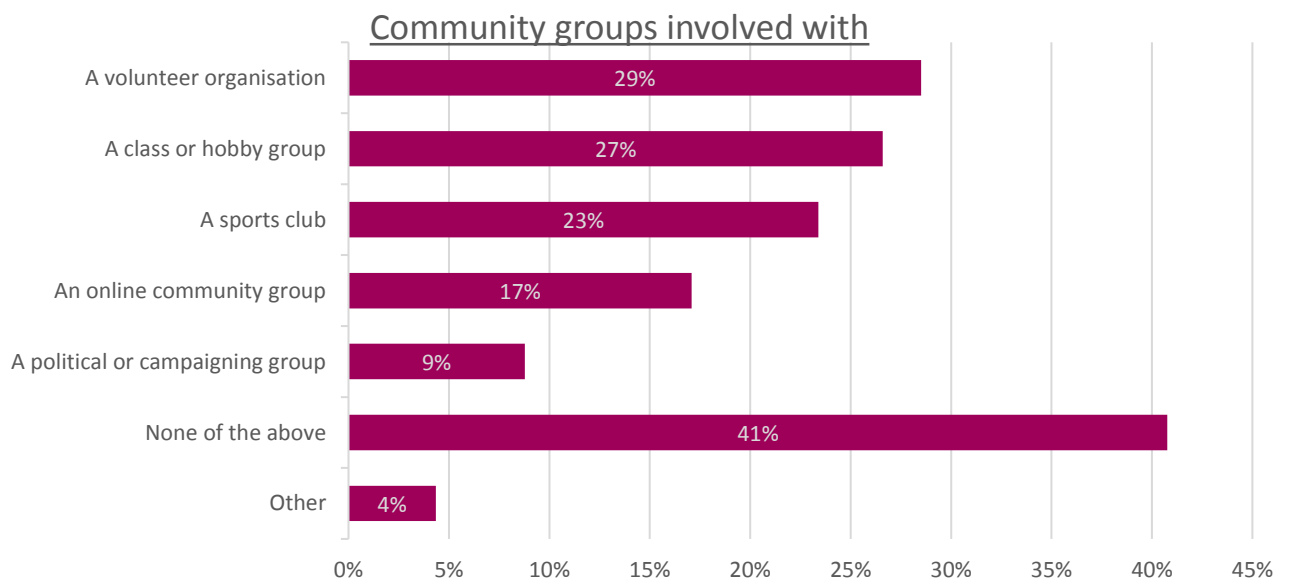
Can your actions can improve the environment?



Women and a number of ethnic minorities are more likely to think their actions have a little or a lot of difference, over 65s and white British Londoners are much more likely to say 'not at all'.

Community engagement

59% of Londoners say they are involved with at least one of the groups tested. Volunteer or class/hobby groups are the most common community groups Londoners are involved with. 23% are in a sports club and 9% are in a political/campaigning group. 17% class themselves as part of an online community group.



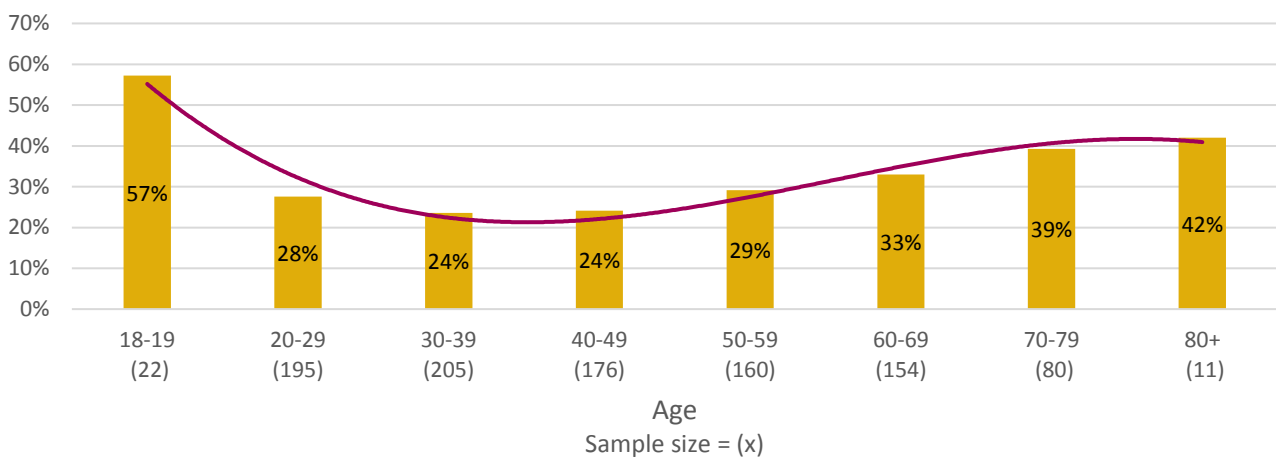
Men are less likely to be involved in community groups, as are C2DE Londoners and those of working age (20-50 age group). 18 and 19 year olds are much more likely to be involved, as are 65+. Women are more

likely to be involved with a class/hobby group and almost twice as likely to volunteer. ABC1 Londoners are more likely to be involved in volunteering or class/hobby groups, and 50% of C2DE Londoners are not involved in any (compared to 34% of ABC1). Indian, Pakistani and Bangladeshi Londoners are much less likely to be involved with a community group.

Characteristics of volunteers vs non-volunteers

- Women are almost twice as likely to volunteer as men – 20% to 36%.
- ABC1 Londoners are more likely – 32% to 23% of C2DE
- Working age Londoners (20-50 age group) are less likely to volunteer

Involved in a volunteer organisation, by age



Barriers and motivations to community engagement

When asked to identify the main reasons **for not** being involved (free text response), the top reasons were:

- Lack of interest
- Not enough free time

Some respondents also mentioned a dislike of socialising or having social anxiety.

When asked to say the main reasons **for** being involved, the top reasons were:

- get physically fit (37%)
- to meet new people (37%)

In free text responses respondents said they like to make a difference or to try something new.

Under 40s are more likely to want to keep fit, and meeting new people is particularly popular with C2DE Londoners. Working age Londoners are more motivated by a perceived improvement to mental wellbeing (28%)