Demographics (Stakeholder Focus Group Session 1)

Age

0-18	3%
19-30	33%
31-40	19%
41-50	17%
51-60	11%
61-70	6%
71-80	8%
81+	2%

Ethnicity

English/Welsh/Scottish/Northern Irish/British	52%
Any other White background	0%
Mixed/multiple ethnic groups	10%
Asian/ Asian British	24%
Black/ African/ Caribbean/ Black British	10%
Any other ethnic group	3%
Prefer not to say	2%

Gender

Male	56%
Female	41%
Non-binary	0%
Prefer not to say	3%

Fai

Christian (including Church of England, Catholic, Protestant, and all other Christian denominators)	32%
Buddhism	2%
Hindu	0%
Muslim	22%
Jewish	0%
Sikhism	5%
No Religion	

Other (please specify)	5%

*Note: percentages do not add up to 100% as participants allowed more than one option

Anxiety and frustration with using digital technology/ go online to book a GP appointment; " I
" " It is embarrassing having to ask my children"
Digital technology as a means for improving mental wellbeing. One participant said "I listen
to music on Apple Music every single day and music for me is therapeutic, so that improves
my mental health"
Those who were more committed to activity goals were more likely to use digital technology
to boost their ability to track metrics like step count and weight; " it tells you how many steps

weight"
Quality and intuitiveness to websites and applications can encourage or dissuade people
from using them; "there was a stark basic engagement with the NHS in comparison to using
my private healthcare provider to book and conduct an online appointment leading to swift
treatment"
In terms of activity, younger participants thought that digital technology helped because "it
is easier than going to the gym and paying someone"

Data control and privacy around apps that can track you was highlighted as a recurring issue;
"

the final straw for Snapchat for me. I don "
Some participants did not have much confidence in online advice or consultations and were
worried that increasing use of digital technology would leave them behind; "

age of changing technology are now

just struggling to keep up"