Cheshire East Wellness Service
Brand Name Vote

245 completed responses received

Respondents Age Group

- 55%: 16-34
- 29%: 35-54
- 10%: 55-74
- 6%: 75 and Over

Respondents Gender

- 51%: Female
- 49%: Male

Live Smart

- Rank 1
- Score: 534
- 49% ranked this as no 1

Pathway to health

- Rank 2
- Score: 467
- 26% ranked this as no 1

Passport to health

- Rank 3
- Score: 457
- 25% ranked this as no 1

* Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts.
Live Smart

Positive Thoughts

Modern and trendy, short and snappy, something that would appeal to the younger age group, feels like a whole lifestyle choice.

Negative Thoughts

Purpose not very clear, too modern and trendy, suggests you need to be clever/aren’t currently, poor English.

Pathway to Health

Positive Thoughts

Use of health is positive, feels like a journey/road/route to good health, purpose is simple and clear

Negative Thoughts

Sounds like a long-term journey, associate it with terminal illness/dying, too much like Liverpool Pathway, pathway to heaven.

Produced by: Research and Consultation Team Cheshire East Council, randc@cheshireeast.gov.uk
Respondent likeliness of using the new wellness service

- Likely: 34%
- Neither likely nor unlikely: 19%
- Unlikely: 44%
- Unsure/Don't know: 3%

Top reasons:

- Likely – Struggle with weight, would like to improve general health and exercise more, good to get information
- Neither likely nor unlikely - might do in the future, depends where, when & cost
- Unlikely – Currently fit and healthy, aware of what should be doing, too old.