

The BIG Lincoln Conversation

November 2024

Report produced for
LocalMotion Lincoln

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Background and introduction

LocalMotion Lincoln are listening to communities, seeking to understand what drives them forward and holds them back, and uncover local strengths. They want to work with communities to address social, economic and environmental challenges being faced locally and beyond.

To support this, they have been working with Social Change to undertake research. Named The BIG Lincoln Conversation, this annual survey aims to explore the experiences of those living and/or working in Lincoln, local challenges stopping communities from thriving, and the picture of happiness and satisfaction in Lincoln. Last year, a particular focus was placed on understanding people's priorities and ambitions in life. This year, the focus has been on community.

When seeking to support communities, emphasis is so often placed on localities and geographical areas. However, in the current digital age, the meaning of community has evolved and can in some instances go beyond geography. This year's BIG Conversation aimed to understand how people define community, what makes communities welcoming and unwelcoming, and how the City of Lincoln is viewed.

This report details the key findings and behavioural insights captured through the survey and subsequent analysis, in addition to a set of recommendations as to how communities can be supported to overcome key challenges so that they may be strengthened and enabled to thrive.

A behavioural science approach

Behavioural science means to utilise expertise from across a range of disciplines to capture an enhanced understanding of human behaviour and action. It seeks to explore why humans engage in particular behaviours, and help researchers understand the attitudes, behaviours and experiences of different audience groups. Such disciplines it pulls upon include (but isn't necessarily limited to) psychology, sociology, cultural anthropology, behavioural aspects of biology, economics, geography, law, psychiatry and political science.

As experts in the behavioural science space, we embed behavioural science frameworks and principles throughout our work to uncover in-depth insights about our target audience and understand the best ways to enact positive change. For this brief, such frameworks include the Maslow's Hierarchy of Needs (Maslow, 1943), the Behaviour Change Wheel (BCW) (Michie, van Stralen & West, 2011), MINDSPACE (Dolan, Hallsworth, Halpern, King, & Vlaev, 2011) and EAST (The Behavioural Insights Team, 2014) – an overview of those embedded in this work are included within Appendices A – D (please see pages 19–22).

These principles and frameworks were used to inform our research approach and questioning, ensuring we were able to not only understand people's perceptions of community and their value, but also why this is the case – these are called 'behavioural insights'. Using these, we are able to develop, design and deliver recommendations for interventions to achieve positive change.

Methodology

INSIGHTS SURVEY

A quantitative insights survey, with some qualitative questioning, has been selected for exploring life in Lincoln to reach and obtain feedback from a large audience, and capture findings to inform potential future in-depth qualitative research. The survey was shared through the following methods:

- Printed surveys sent to stakeholders and partners
- Digitally with stakeholder and partner networks
- Paid social media
- Organic social media
- Word of mouth

As part of the above, stakeholders and partners were provided with images and content they could use on social media, and in particular were requested to share questions with their audiences to generate conversations and interest in the survey. Two partners published this content across Facebook and X, with the content achieving a total of three reactions and two shares. For future research opportunities, it is essential that the network fully engage with the advertising of these to ensure as wide a reach as possible and support equitable access across communities.

To further support reach and engagement of the survey, it was translated into nine further languages, all of which were available both online and via printed surveys. These languages were:

- Arabic
- Bulgarian
- Latvian
- Lithuanian
- Mandarin Chinese
- Polish
- Punjabi
- Romanian
- Ukranian

The survey was initially intended to launch during Spring 2024, but a decision to proceed with translated versions meant launch took place in early Summer. Due to low engagement over the summer period, the survey was available for longer than initially intended, closing in October 2024. This allowed time for local groups and organisations to begin full operations again following the summer break (e.g., universities), and therefore share the survey with their audiences and communities.

The survey achieved 308 total responses. This is representative of the Lincoln population to a 95% confidence level, with a 5.58% confidence interval (slightly higher than the standard for quantitative research, 5%). This means you can be 95% confident that the response does indeed reflect your population, with a 5.58% margin of error. For example, if 50% of respondents answer 'yes' to a particular question, you can be sure that between 44.42% – 55.58% of your population would answer the same.

Of the 308 responses achieved, 11 people answered via the Arabic survey, four via the Ukrainian, and one completed the Mandarin Chinese survey. This shows that whilst translating research materials is valuable to support equitable opportunity for taking part, it does not necessarily lead to high levels of engagement. This may suggest alternative approaches to engaging with these communities would be valuable, such as more in-person engagement and conversations with peers.

A breakdown of demographic information for this sample is included in Appendix E (please see pages 22–25). Please note that all percentages are rounded (e.g., 1.01% – 1.49% would be 1%, and 1.50% – 1.99% rounded to 2%), and so in some instances may not appear to equal 100%.

BEHAVIOURAL INSIGHTS ANALYSIS

Following survey analysis, we used our behavioural science expertise to go one step further to identify behavioural insights that go beyond **what** the current picture is to communicate **why** this is the case. In essence, they demonstrate the cognitive biases, facilitators, and challenges maintaining current behaviour and preventing positive change. This in-depth understanding and further use of established frameworks then supported the development of recommendations for the future, detailing not only what needs to happen to support positive change but also how.

Maslow's Hierarchy of Needs (Maslow, 1943) was embedded and referenced throughout the analysis in order to understand the extent to which people are achieving and fulfilling each Need, and the barriers to them doing so. While this is an old framework, it is still very relevant to our way of life as it emphasises the importance of physical and mental health and security needs to achieve positive wellbeing overall. This helps to highlight what is preventing people living and/or working in Lincoln from Self-Actualising (i.e., being the best one can be), and how they can be further supported to do so by first being enabled to fulfil each need.

FIG. 1: MASLOW'S HIERARCHY OF NEEDS



From this analysis, we identified four behavioural insights (shown on pages 14 – 15) and developed seven recommendations (shown on pages 16 – 18) for change.

Key findings

HAPPINESS AND SATISFACTION IN LINCOLN

People are generally happy and satisfied in Lincoln. However, a perceived inability to make a change in income levels and career, and the impact of challenges related to the economy and NHS are putting happiness and satisfaction at risk.

Overall scores

Overall, more than three in four respondents have positive happiness and satisfaction scores (79% respectively), which is an increase from last year (73% and 75% respectively), though this varies by age group.

FIG. 2: HAPPINESS AND SATISFACTION SCORES

KEY: ● NEGATIVE SCORE ● NEUTRAL (SCORE OF 0) ● POSITIVE SCORE



When looking at these scores by age, those aged 25–34 are the most likely to have a positive happiness score (85% had a positive score), which could be linked to findings from previous years relating to this age group starting to build a family and progress in their careers. Those aged 55–64 are not only likely to have positive happiness scores (84%), but are also the most satisfied age group (85% have a positive score). Again, thinking back to findings from the previous BIG Lincoln Conversation (Social Change, 2023), this may be due to them getting closer to retirement age.

Similarly to last year, those aged 16–24 are among the least likely to have positive happiness and satisfaction scores (68% and 64% respectively), with 36% having a negative satisfaction score. This may be due to them beginning to find their way in life and wanting to progress further in their goals and ambitions, as indicated in the BIG Conversation 2023. However, those aged 45–54 are the most likely to have a negative happiness score (22%), with previous findings putting this down to a ‘mid-life slump’.

Interestingly, and conversely to last year, those aged 65 and above are also among the most likely to have a negative satisfaction score (23%), and are the least likely overall to have a positive satisfaction score (72%). Whilst the reasons for this were not explicitly asked within the survey, we can speculate that this could be due to recent changes to the wider context, which has seen an increase in pension tax and restrictions around the winter fuel allowance, potentially posing more challenges in retirement.

Risks to scores

Factors influencing and risking happiness and satisfaction scores remain consistent from the previous year. When thinking about their ability to make a change in their lives, people feel least able to make a change in their income and careers (26% and 21% respectively feel unable to make a change). This is particularly true for those aged 16–24 and 65+, both of which have been identified as more likely to have negative happiness and/or satisfaction scores than others.

Similarly to last year, people living and/or working in Lincoln are most concerned by the NHS crisis (66%), economic crisis (63%) and climate change (53%). However, whilst they feel most impacted by the economic and NHS crises (66% and 47% respectively), they are more likely to feel impacted by the political climate (38%) than climate change (32%).

TABLE 1: TOP THREE ISSUES RESPONDENTS ARE MOST CONCERNED AND IMPACTED BY

	I am most concerned about...	I am most impacted by...
1.	The NHS crisis	The economic crisis
2.	The economic crisis	The NHS crisis
3.	The environment & climate change	The political climate

Concern and perceptions of impact around the economy is unsurprising considering one in four people feel unable to make a change to their income levels, and is the biggest concern for those under the age of 55. This may be due to the fact that many are progressing in their careers and looking to start and support families during this time. For those aged over 55, however, the NHS is seen as the most concerning and impactful issue. This is likely due to the fact that ill health becomes an increasing risk and therefore more of a priority with age, making issues relating to the NHS more concerning.

It is interesting that whilst climate change is one of the top three concerns for people, they do not feel it is one of the three things that impact them most. This reflects feedback from the BIG Conversation 2023, and again indicates that people may not see climate change as an immediate risk to them, which could conversely make them unlikely to take action. With the political climate, however, its impacts are more salient to people due to recent changes in Government and policy.

WHAT DEFINES A COMMUNITY

Responses to the survey show that loyalty, connection and common interests are considered core to a community. Being part of one means having a connection with a group of like-minded people, and being accepted for who they are, regardless of background or characteristics.

What a community is

Locality was the most frequently selected word to 'define' community (67%), with people further saying they think of neighbours and those living nearby when hearing the word 'community'. This was followed by 'friendship' (66%), with people thinking of togetherness, a sense of connection and closeness, and support from others when hearing 'community'. Finally, 'shared interests' was also considered a key component of a community (64%), reflected in the fact that people feel that a community means a group of people who are like-minded, with common goals and interests, that want to help one another.

Together, these three components encompass a sense of belonging, whether to a local area, social/interest group, or common goal. Feeling like they belong was something frequently cited by respondents when thinking of community, and interestingly is a key Need in Maslow's Hierarchy of Needs to achieve Self-Actualisation.

Being part of a community

People are most likely to find out about communities through social media (75%) and friends and family (60%). When thinking about which communities they belong to, answers reflect the three components which define a community – their local area (locality), social media (friendship), and professionals (shared interests). Only 9% do not feel a part of a community.

TABLE 2: PERCEPTIONS OF COMMUNITY

What defines a community	Communities I feel a part of
Locality (67%)	My local area (47%)
Friendship (66%)	Social media (48%)
Shared interests (64%)	Professionals (40%)

WHAT IT MEANS TO BE 'WELCOMING'

A welcoming community is considered to be one that is accepting to all, provides a sense of connection, and unites people with shared-interests for a common goal.

What makes a community welcoming

For people in the City of Lincoln, a welcoming community means one which treats everyone fairly regardless of background (84%), that is inclusive (83%), and has good communication (83%).

Indeed, acceptance and inclusivity are essential for a welcoming community. When asked to further describe what a welcoming community means to them, people frequently discussed the importance of acceptance and openness, and including people regardless of their backgrounds. People value a community that allows them to be themselves, and values them for this, without judgement. This is something that was mentioned when respondents were asked to share experiences of feeling welcomed in a community. Similarly, people also discussed the importance of feeling safe and respected, without any hostility. In instances where people have not felt welcomed, they discussed feeling judged or excluded due to being a newcomer or having a certain characteristic.

Connection and interaction were also raised as key for a welcoming community, in terms of talking with one another, seeing each other, and having friendship. This presence or absence of interaction, or perhaps being ignored when seeking this, was mentioned in examples where people have previously felt welcomed or unwelcomed. In a similar vein, people want a community where its members are supportive and helpful to each other, and to the wider community in question.

What makes a community unwelcoming

Perhaps unsurprisingly when considering what makes a welcoming community, people feel an unwelcoming community is shown by excluding outsiders and new members (79%), poor communication (72%), and treating new or existing members unfairly because of their background and characteristics (69%).

When sharing their experiences of feeling unwelcome, people mentioned instances where they were excluded and treated poorly due to being a new member or because of their background and characteristics. They also mentioned feeling a lack of connection, either due to receiving little reciprocity when attempting to engage, and/or the people within the community seeming stuck in their ways, snobbish, and even 'cliquey'.

THE CITY OF LINCOLN

Not everyone feels welcome in the City of Lincoln, and those who do not feel it is welcoming are likely to feel that it is self-serving and are also more likely to have negative happiness and satisfaction scores than others. Reasons for not feeling welcome include experiences where people have tried to engage with groups, but have been treated poorly or feel shut out.

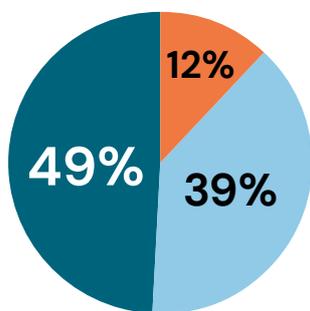
The City of Lincoln is not welcoming to all

When thinking about the City of Lincoln, just under half of people feel that the City is welcoming (49%), which is a stark contrast to the percentage of those who would like Lincoln to be welcoming (94%).

FIG. 3: PERCEPTIONS OF THE CITY OF LINCOLN

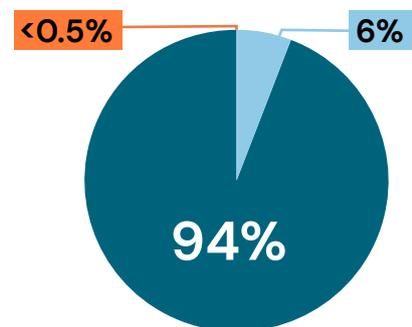
KEY: ● NOT WELCOMING ● UNSURE ● WELCOMING

How welcoming is the City of Lincoln?



OVERALL SAMPLE

How welcoming would you like the City of Lincoln to be?

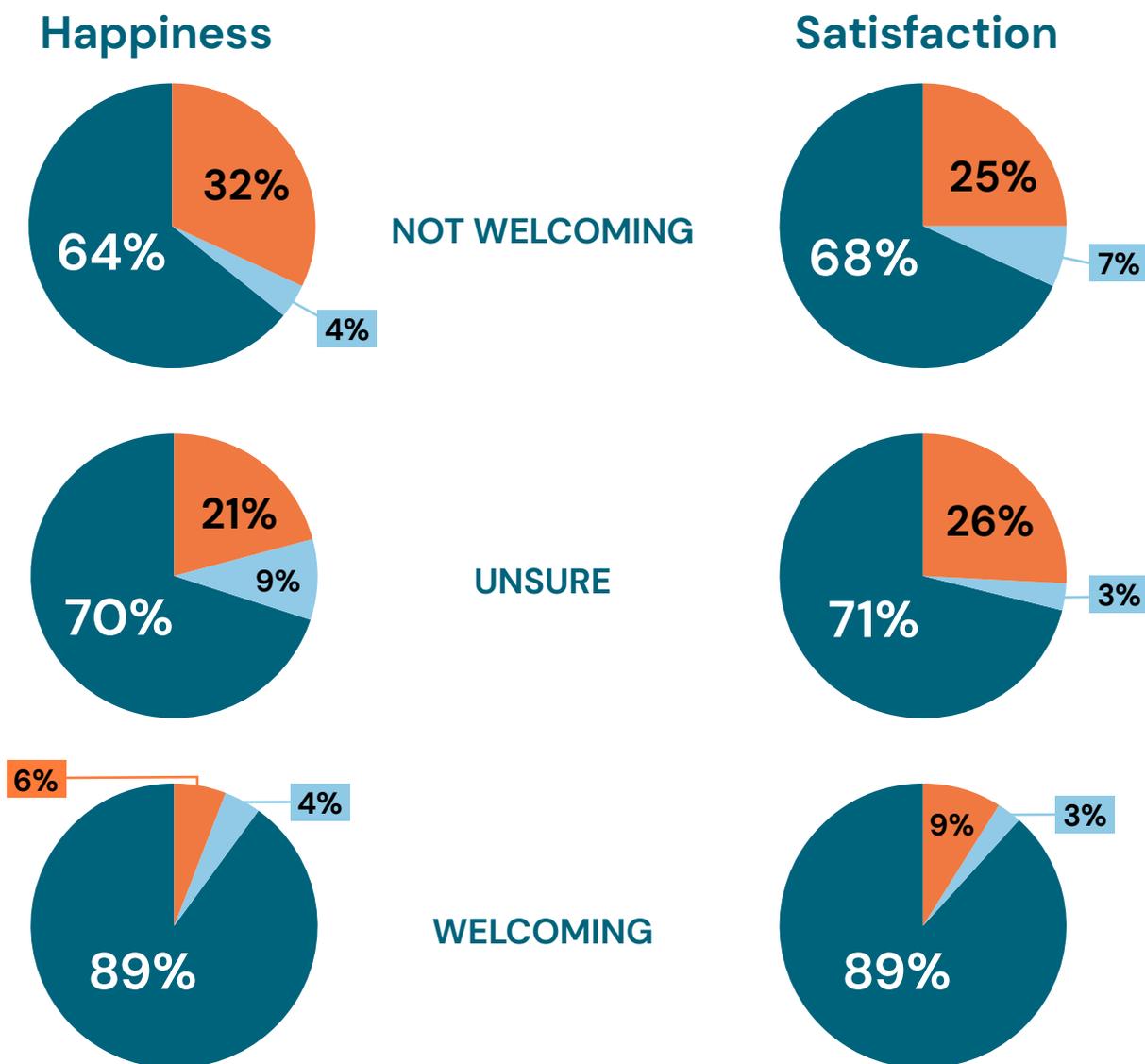


Interestingly, those who do not think Lincoln is welcoming are not only more likely to say that the City places more value on being self-orientated (58%) as opposed to group-orientated (42%), but are more likely than other groups to consider themselves as group-orientated (60%) rather than self (40%). This could suggest that they do not feel the City of Lincoln's interests align with their own, perhaps making them feel like an outsider and unlikely to be accepted.

In addition to the above, those who do not think Lincoln is welcoming are also more likely to have negative happiness and satisfaction scores (32% and 25% have negative scores respectively), particularly when compared to those who feel it is welcoming (6% and 9%). This indicates that feeling a part of a community has some influence on people's happiness and satisfaction levels.

FIG. 4: HAPPINESS AND SATISFACTION SCORES BASED ON HOW WELCOMING PEOPLE SEE THE CITY OF LINCOLN

KEY: ● NEGATIVE SCORE ● NEUTRAL (SCORE OF 0) ● POSITIVE SCORE



Experiences of being unwelcome in Lincoln

When asked to think of specific communities within the City of Lincoln that are unwelcoming, some felt that public and third sector organisations are slow to respond, closed off in cases, and even 'cliquey' – this is in conflict with the communication and acceptance people feel is important for a welcoming community. Such perceptions are a particular concern, as they may prevent people from engaging with services, accessing the support they need, and/or finding communities they can join. Certain interest and business groups were also considered to be somewhat closed off, with some people discussing instances of not feeling welcomed and included when trying to join in, or being treated negatively for not wanting to engage in a specific activity (e.g., drinking alcohol).

Specific localities were also mentioned as not seeming welcoming due to concerns around safety in the area, with people labelling them as 'rough'. Finally, some feel that belief and advocacy groups and institutions are not always welcoming to everyone.

Behavioural insights

As previously highlighted, behavioural insights go beyond the **what** of behaviours to understand the **why**, and subsequently how positive change can best be achieved. Maslow's Hierarchy of Needs (Maslow, 1943) in particular was used to support the identification of these behavioural insights, helping us to explore the role community can play in enabling people to achieve Self-Actualisation (i.e., being the best one can be). This led to the identification of the following insights.

ACCEPTANCE MEANS SECURITY

Being accepted by a community contributes to the fulfilment of **Safety Needs** (Maslow, 1943). It promotes positive wellbeing and personal security by making people feel safe to be themselves, regardless of background and characteristics, without judgement. **Evolutionary psychology** shows us that being part of a group is also considered an important aspect of survival (Van Vugt & Schaller, 2008), which further explains why acceptance is important for wellbeing, personal security, and safety. The negative impact of not feeling a part of this group is shown by the fact that happiness and satisfaction scores are lower for those who do not see the City of Lincoln as welcoming.

I NEED TO FEEL LIKE I BELONG

Friendship and connection gained through being part of a community helps to fulfil people's **Love and Belonging Needs** (Maslow, 1943). They want to feel like they belong to a group of people and are a part of something, and **social identity theory** (Tajfel & Turner, 1979) shows us that when they are, this membership helps to shape their concept of self, subsequently contributing to improved wellbeing. The impact of this belonging is shown by higher happiness and satisfaction scores for those who consider the City of Lincoln to be welcoming. However, for those who do not feel they belong to a group, this can be alienating.

I FIND PURPOSE THROUGH COMMUNITY

The respect and acknowledgement people feel from a community helps them to fulfil their **Esteem Needs** (Maslow, 1943). Being part of a group of like-minded people that talk to each other, value one another's contributions, and has a common goal helps people feel like they're working towards something, instilling a sense of purpose. By having a goal to work towards and understanding their role in achieving this, purpose positively influences people's wellbeing by helping to secure their **self-identity** (Terry, Hogg & White, 1999). This is demonstrated by the fact that those who feel the City of Lincoln is welcoming have higher happiness and satisfaction scores.

COMMUNITY HELPS MY SENSE OF SELF

Through acceptance, connection, and a space to contribute, being part of a community helps to build and secure people's sense of self (**social identity theory**). It provides a sense of purpose and helps them to understand their place in the world. Ultimately, it provides the building blocks for them to be one step closer to **Self-Actualisation** (Maslow, 1943) by fulfilling various Needs across the Hierarchy.

Insight to action

Following identification of the four behavioural insights detailed in the previous section, we consulted frameworks such as the Behaviour Change Wheel to determine what interventions would be best suited to promote positive change. These recommendations take into account key findings and behavioural insights from across the research.

Frameworks such as MINDSPACE and EAST have been further employed to help shape not only what the intervention should be, but also what this could look like and how it could be delivered. We have divided these into short, medium, and long-term goals to support in wider planning and strategy development.

These recommendations have been made based on available knowledge gained through the research, and may in some cases benefit from further research to refine these more. In particular, a Suitability, Feasibility, Acceptability (SFA) test of the recommendations would help inform your implementation strategy by highlighting those which are ready to be implemented now, and those which may require further work prior to this (e.g., to gain sufficient resource or interest). This is something Social Change always advocate, and can be achieved through various methods (e.g., internal review or external consultation).

Overall, seven recommendations have been developed to support you in your mission for change. These are detailed below.

SHORT-TERM RECOMMENDATIONS

Education

Life challenges

Help people to navigate life challenges, particularly in relation to economic circumstance, by developing and/or signposting to resources that can help them. For example, budgeting tips and advice (**guidelines**), services that can support them (**enablement**), and/or ways they can develop skills to support their career (**education; training**). Overall, these resources should be designed to relieve some of the burden of life's challenges by showing that support is available, and making it as **easy** as possible to identify and access this.

Upskill

Direct people to learning opportunities where they can upskill or train in areas that would support career progression, making them feel more able to make a change in their income levels and/or career and ultimately impacting happiness and satisfaction scores. Partnering with education and training providers could help with this (**environmental restructuring**).

Showcase opportunities in Lincoln

Help to raise awareness of and signpost to opportunities in Lincoln to be part of a community. This may be events, local clubs or groups, or third sector organisations. This awareness raising would help make it **easier** for people to find out what's happening in the area and join communities. Utilise channels people already use to find communities (e.g., social media and word of mouth through friends and families) to make sure the information is presented in a **timely** manner. However, whilst to ensure continued engagement with communities once found, it is important that groups do everything they can to make people feel welcome and not come across as 'cliquey'.

Persuasion

Public and third sector perceptions

There is work to be done to improve perceptions of public and third sector organisations, and position them as more open to engagement. This could be through **communications** to demonstrate their activities and how they are supporting communities in Lincoln (**attractive; education**), more engagement with communities to provide them with the opportunity to get involved (**easy; enablement**), and improved responsiveness to those enquiring and engaging (**timely**).

MEDIUM-TERM RECOMMENDATIONS

Environmental restructuring

Community champions

Develop a network of community champions that can engage with people within a locality to make them feel part of the community. As a local resident, they can be a trusted source of information for the area (**messenger**), making it **easy** for people (particularly new residents) to understand their local area better, including its amenities and any social groups. This could include working with The Business Improvement Group, and seeing how their work could help fulfil this role of 'Community Champion'. Ultimately, this would support the local area in seeming more welcoming (**attractive**), and foster an increased sense of community. If they were to work alongside or even as Community Researchers, this would also provide an **opportunity** for them to feedback insight to the LocalMotion group.

Events in local communities

Signpost to and/or host events in Lincoln that bring people together to encourage a sense of community. In-line with what people consider community to mean, these could be location specific (e.g., a mini-festival for those living in Glebe Park) and headed up by local Community Champions (**messenger**), or related to shared interests (e.g., a young entrepreneur club or crafting group). Cultural events would be of particular value for

teaching others about different cultures, helping to tackle any negative preconceptions (**education**) and foster increased acceptance (**social**). These cultural events could centre around food and/or music, which are more likely to foster engagement and subsequently relationship building.

LONG-TERM RECOMMENDATIONS

Enablement

Directory of communities

Make it **easy** for people to find communities to join and/or organisations to support them by developing (or signposting to) a directory of local groups, events, and organisations. If able to search by locality, interest and/or support need, it will be **easier** for them to find communities of interest to them and access relevant support when they need it (**timely**).

Conclusion

Whether due to location, connection, or shared-interests, feeling part of a community helps people form their concept of self and meet various Needs across Maslow's Hierarchy, and acceptance is a core part of community. People want to be accepted for who they are, regardless of background, and without judgement. Preconceptions and stereotypes are a barrier to people both joining and being accepted into groups, leaving them feeling like outsiders. This barrier aside, finding a group to be accepted into can be challenging as people look for 'people like them', and are more likely to feel a part of a group if they identify with others within it. This is why it is essential to encourage people to come together and learn about one another, to make them more familiar and potentially relatable.

Whilst you can't make people nicer, you can contribute to removing such barriers by raising awareness of different communities and cultures, e.g., through the local events, Community Champions and signposting activities.

Support and encourage people to become more familiar with what they don't know so it becomes less scary to them, fostering increased acceptance. This could both help people feel more confident in joining communities, and encourage those in a position to accept them to be more welcoming.

In addition to the above insight around community in Lincoln, there are some key learnings to be taken away from the dissemination of the survey. As trusted voices within communities, local figures, groups and organisations are a key communication channel for reaching and engaging with residents, whether through online channels or in-person conversations. All efforts can be made to ensure equitable access to opportunities (e.g., through online, printed, and translated versions), but the support from these key stakeholders is essential to getting the word out in the first place. The next iteration of the survey could benefit from exploration around how partners could be further encouraged and supported to share the research, without the task becoming too onerous on them.

Appendices

APPENDIX A: MASLOW'S HIERARCHY OF NEEDS

Maslow, 1943

The hierarchy suggests that people have five categories of 'Needs': Physiological, Safety, Love, Esteem, and Self-Actualisation. Typically, once a Need has been sufficiently fulfilled, Needs higher up in the Hierarchy begin to emerge. For example, once someone feels personally secure, in good health and employment, with sufficient resources and property (i.e., Safety Needs are fulfilled), then they will begin to look towards friendship, intimacy, family and connection (Love and Belonging Needs emerge).

FIG. 5: MASLOW'S HIERARCHY OF NEEDS

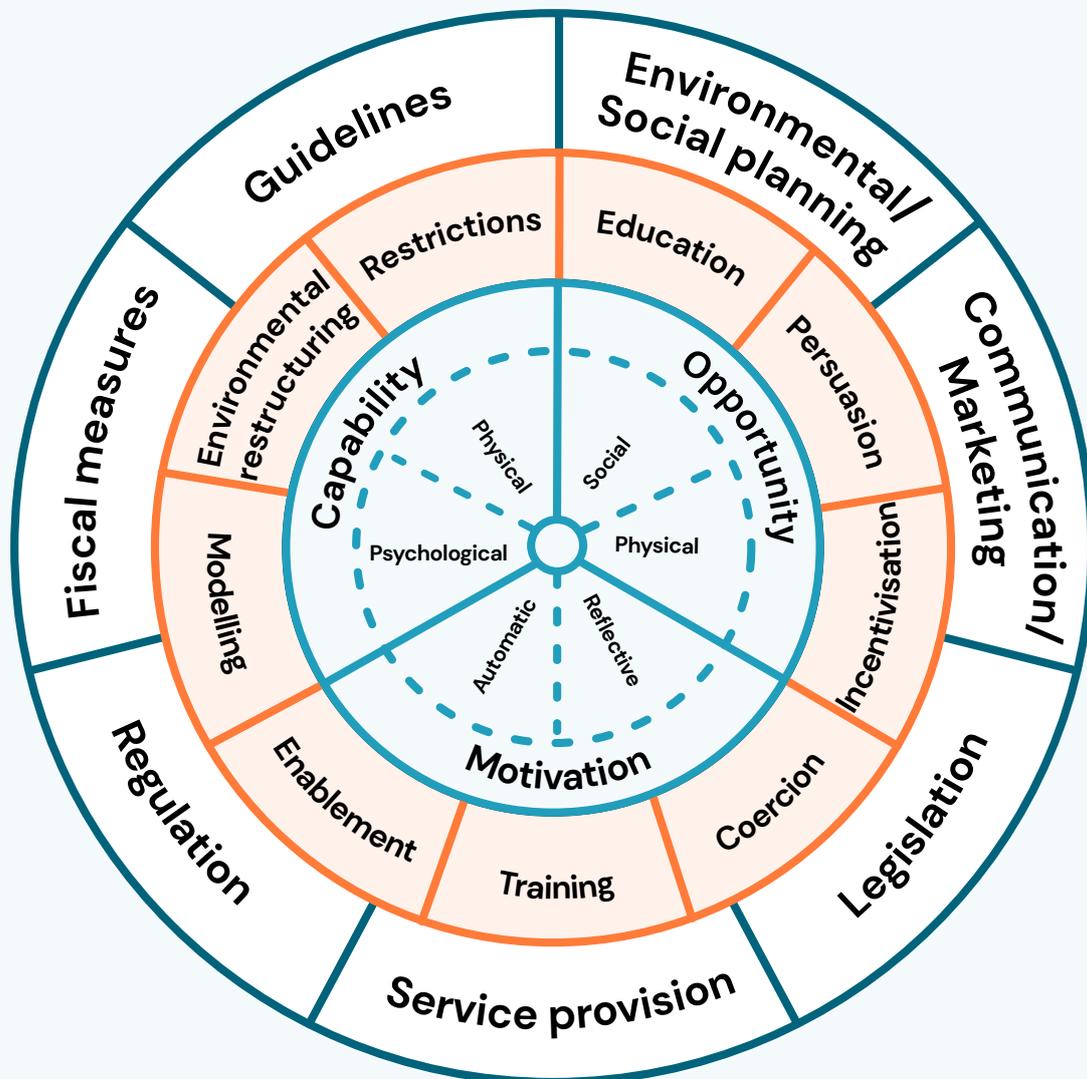


APPENDIX B: THE BEHAVIOUR CHANGE WHEEL

Michie et al., 2014

Once behaviour has been understood through research, the Behaviour Change Wheel (BCW) is an invaluable tool to help design and develop interventions that work. With COM-B components at its centre (Capability, Opportunity, Motivation), the middle and outer circles of the BCW highlight a number of different interventions and delivery methods. For example, if a lack of information (psychological capability) is identified as a key issue, this can be solved through **education** via **communications and marketing**.

FIG. 6: THE BEHAVIOUR CHANGE WHEEL



APPENDIX C: MINDSPACE

Dolan et al., 2010

A mnemonic for nine influences on behaviour, the MINDSPACE framework aims to communicate the ways in which behaviour can be influenced and changed. Using it alongside the development of interventions for change will help to consider how it could best be framed and its opportunity for success maximised.

TABLE 3: COMPONENTS OF MINDSPACE

Messenger	We are strongly influenced by who communicates information to us
Incentive	Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	We are strongly influenced by what others do
Default	We 'go with the flow' or pre-set options
Salience	Our attention is drawn to what is novel and seems relevant to us
Priming	Our acts are often influenced by sub-conscious cues
Affect	Our emotional associations can powerfully shape our actions
Commitment	We seek to be consistent with our public promises, and we reciprocate acts
Ego	We act in ways that make us feel better about ourselves

APPENDIX D: EAST

The Behavioural Insights Team, 2014

This framework is a shorter alternative to MINDSPACE, equally communicating how behaviour should be presented in order to encourage and enable people to engage in it. Considering how behaviour can be framed as easy, attractive, social and timely should be embedded in intervention development so that people are not only being enabled to engage in the behaviour, but also receive motivation to do so.

TABLE 4: COMPONENTS OF EAST

E	Easy	Make the desired behaviour easy to implement
A	Attractive	Grab people's attention to the behaviour and make it desirable to engage in
S	Social	People are influenced by others and are more likely to engage in a behaviour if many others are too or if they've made a public commitment
T	Timely	People are influenced by the timing of prompts and are more likely to change their habits if costs and benefits are felt immediately rather than later

APPENDIX E: SURVEY SAMPLE DEMOGRAPHIC BREAKDOWN

Below is a breakdown of the demographics of respondents. Only the age question was mandatory for completion, so some questions include a proportion of respondents who did not answer. Please note that all percentages are rounded, so in some cases the overall total may not appear to equal 100%.

TABLE 5: RESPONDENTS BROKEN DOWN BY AGE

Age (years)	Percentage of respondents	Lincoln population (%) *
16 – 24	7%	25%
25 – 34	15%	18%
35 – 44	20%	14%
45 – 54	21%	13%
55 – 64	24%	13%
65 or above	13%	17%

*ONS Census 2021: Based on a population of 87,067 aged 16 and above.

TABLE 6: RESPONDENTS BROKEN DOWN BY EMPLOYMENT

Employment	Percentage of respondents	Lincoln population (%) **
In education	1%	13%
Undertaking an apprenticeship	1%	0%
Part-time employed	14%	12%
Full-time employed	34%	30%
Unemployed	2%	2%
Unable to work due to health condition / disability	3%	4%
Unable to work due to caring responsibilities	2%	3%
None of the above	3%	16% (Does not apply)
Prefer not to say	2%	0%
Other / did not answer*	40%	20%

*Answers to 'Other' included retired, self-employed, volunteering and working multiple jobs.

**ONS Census 2021: Based on a population of 103,807 aged 16 and above.

TABLE 7: RESPONDENTS BROKEN DOWN BY INCOME

Annual income	Percentage of respondents
Up to £10,000	7%
£10,001 - £20,000	12%
£20,001 - £30,000	20%
£30,001 - £40,000	9%
£40,001 - £50,000	4%
£50,001 - £60,000	3%
£60,001 - £70,000	1%
£70,001 - £80,000	<1%
£80,001 - £90,000	0%
£90,001 - £100,000	0%
Over £100,000	2%
Prefer not to say	13%
Did not answer	28%

Please note that comparative data for Lincoln is not available.

TABLE 8: RESPONDENTS BROKEN DOWN BY RELATIONSHIP TYPE

Relationship status	Percentage of respondents	Lincoln population (%) *
Single	13%	51%**
In a relationship	11%	
Married	38%	32%
Civil partnership	0%	<1%
Divorced	4%	10%
Widowed	3%	5%
None of the above	0%	0%
Prefer not to say	2%	0%
Other / did not answer	28%	2%

*ONS Census 2021: Based on a population of 87,064 aged 16 and above.

** Never married and never registered a civil partnership

TABLE 9: RESPONDENTS BROKEN DOWN BY ETHNICITY

Ethnicity	Percentage of respondents
Arab / Arab British	4%
Asian / Asian British	4%
Black / African / Caribbean / Black British	6%
Mixed / Multiple Ethnic Groups	1%
White	54%
Other*	1%
Prefer not to say / Did not disclose	30%

*Responses to 'other' included Scottish / British, Traveller (mixed, half Georgia), and White British and Māori.

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