

Inactive People – Descriptive Population Groups

November 2015

The following population segments represent inactive people in Kent based on 2015 market segmentation and physical inactivity datasets. Datasets used to create these groups were from Experian Mosaic segments and Active People Survey.

Maps and GIS layers showing the distribution of these groups in Kent by Output area are also available.

Group	Kent Population	Population Percentage	Description
Group 1 -Residents aged 55 and over on low incomes, often living in social housing	66,947	4.5%	<ul style="list-style-type: none"> • High risk individuals • Age-related decline in activity levels • Experiencing deprivation & health inequalities • Lowest levels of activity of any group
Group 2 - Younger Residents on Low Incomes Living in Social Housing (Aged 20-50)	15,758	1.1%	<ul style="list-style-type: none"> • Lower risk individuals • Range of activity levels within group • Experiencing deprivation & health inequalities
Group 3 - Comfortable off singles and couples aged over 55	241,128	16.1%	<ul style="list-style-type: none"> • Lower risk individuals • Weak link with deprivation & health inequalities • Age-related decline in activity levels
Group 4 - Families on low incomes with school age children, many living in areas of high deprivation	34,780	2.3%	<ul style="list-style-type: none"> • Lower risk individuals • Range of activity levels within group • Experiencing deprivation & health inequalities
Group 5 - South Asian singles aged 55+ who own their own home	3,228	0.2%	<ul style="list-style-type: none"> • Some high risk individuals • Weaker link with deprivation & health inequalities • Range of activity levels within group