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Lay abstract

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Are geographies of lifestyle behaviours and consumption associated with the geographies of health in Yorkshire and the Humber?

Diet and physical activity are leading risk factors in health conditions such as: obesity, type 2 diabetes, cardiovascular disease and some cancers. These types of conditions are increasing in the UK and lead to reduced health related quality of life for individuals and impose great financial cost to the National Health Service (NHS) and society.

It is difficult for researchers and health professionals to obtain accurate reports of dietary consumption and physical activity levels. It can be difficult for individuals to remember exactly what they ate or what activity they completed. Additionally, we can be prone to exaggerating physical activity and underestimating what we have eaten, in order to fit in with what we know to be healthy.

At the Leeds Institute for Data Analytics, through the Consumer Data Research Centre we now have access to consumer records from leading UK retailers and gym chains. We propose to use this information in conjunction with health records to better understand our nation's health. By comparing food purchasing habits and gym usage of neighbourhoods in Yorkshire and the Humber with health records containing obesity, diabetes and cardiovascular disease, for these neighbourhoods, we can learn more about the relationship between lifestyle behaviours and health.