DILLN Case Study - BetterPoints

Context

BetterPoints was commissioned in 2024 to help reduce the decline in physical activity levels of all residents, embedding regular exercise and encouraging active travel into their daily lives through walking, cycling or running, helping to improve the health and wellbeing of the community.

Since the launch, a huge effort has been focused on publicising the programme as widely as possible.

As year 1 of the programme has come to an end, we wanted to review the user data (gender, age, ethnicity and disability) to find out if the users of the app are representative of Newham's population. The data analysed covers the period 1st April 2024 – 31st March 2025 and this insight will help us identify areas where we might need to focus our marketing campaign in year 2 of the programme.

Upon registration users are required to confirm their gender and age. They are then incentivised to complete a baseline survey (which is optional). Users are able to earn 200 points for completing additional questions including ethnicity and disability.

Age Frequency of BetterPoints users

Compared to the population, there is an overrepresentation of 'middle aged people', between 35 and 45, and most clearly at the ages of 38-40.

We also see an overrepresentation of residents aged older then 62, although between the ages of 50 and 60 we see an underrepresentation.


Age Frequency of Better Points Users Compared to the Newham Population between 15 and 65.

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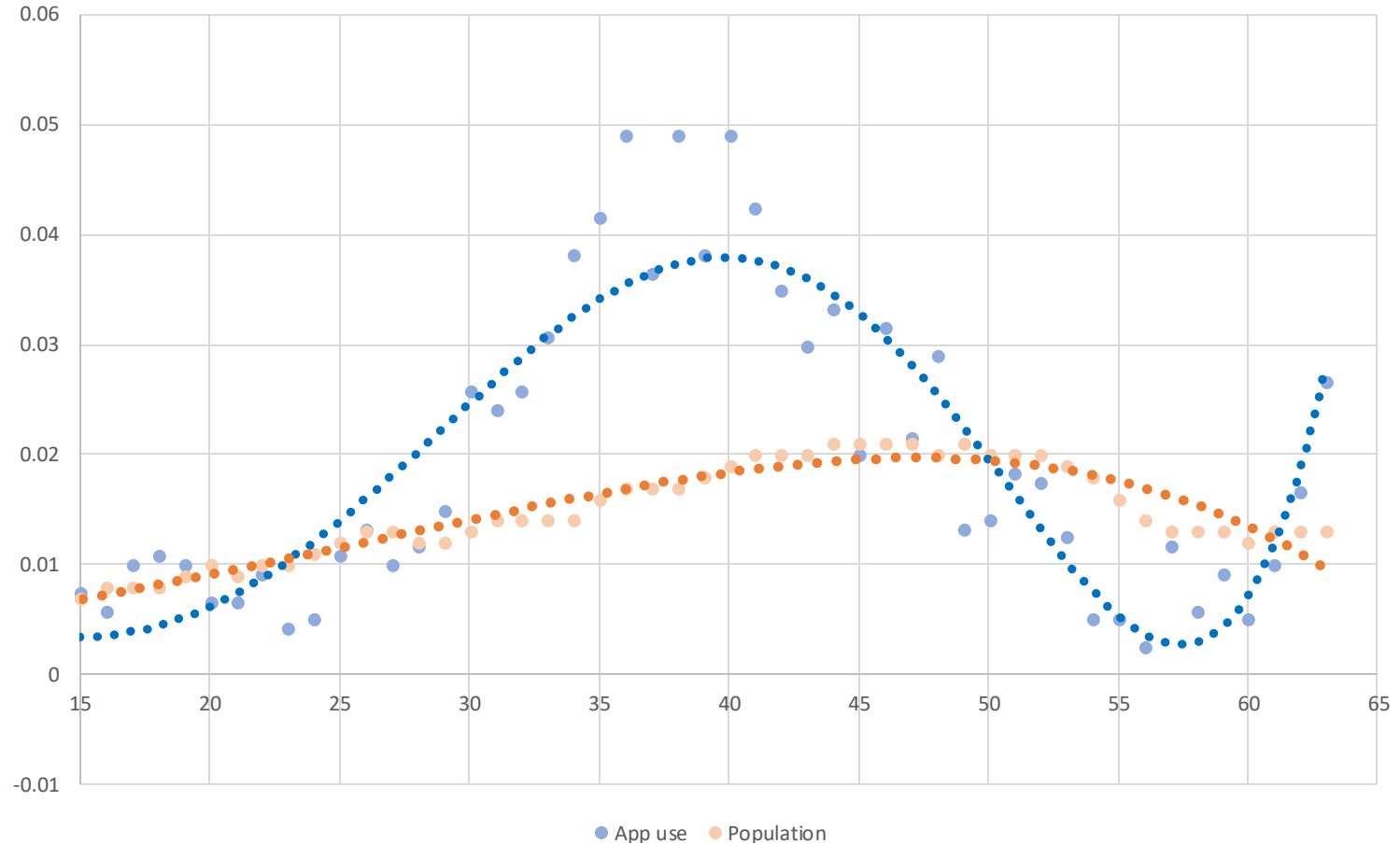
Gender and Age of BetterPoints Users

When we split the information by age *and* gender, we also see that more females use the app than males.

This is particularly true with teenage women, and women between around 35 and 42, where the gap between female and male is highest.

Better Points User Base by Gender and Age, outliers removed

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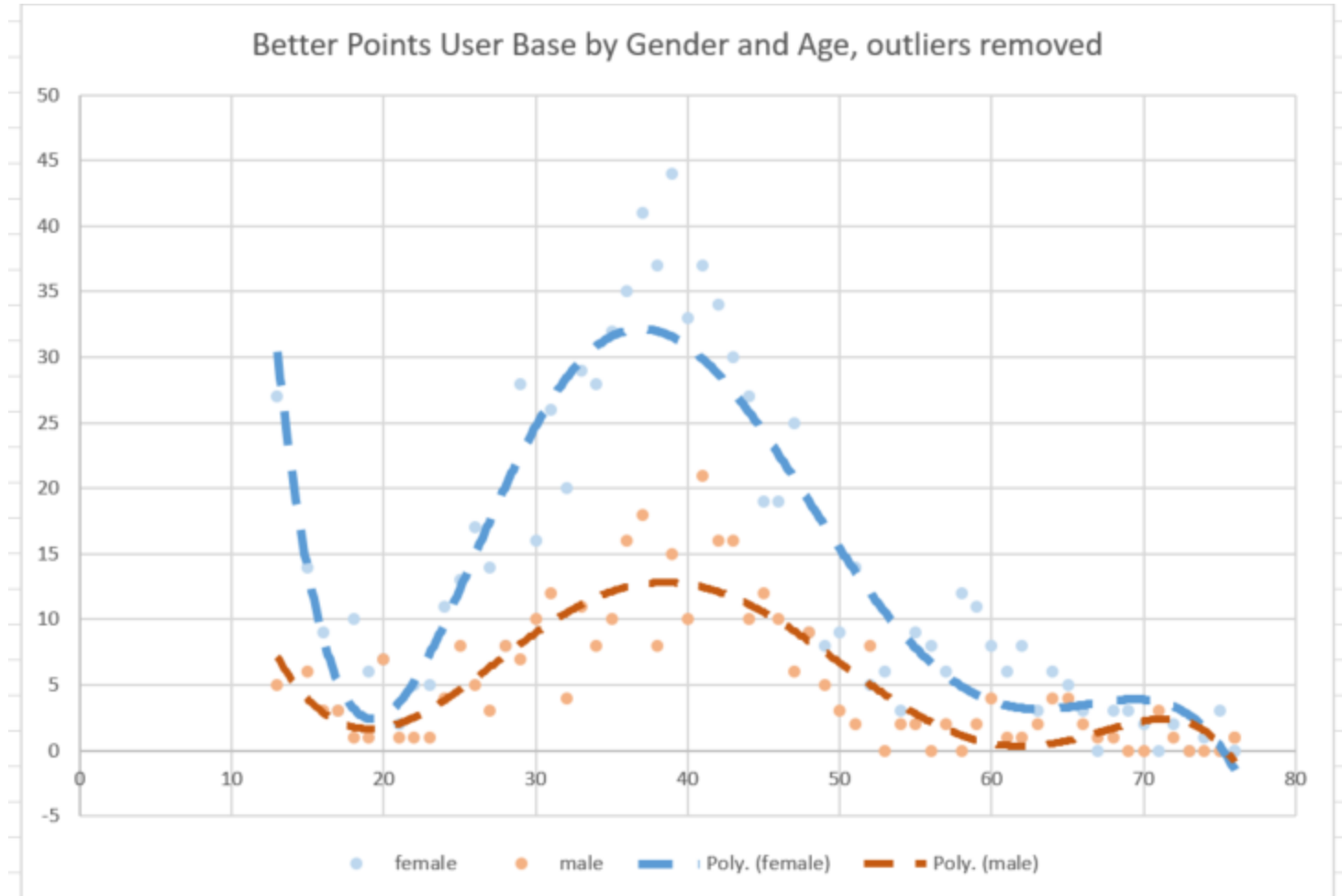
Gender and Age of BetterPoints Users

In the data, there is a very large overrepresentation of the very youngest people using the app.

This may be people younger than the minimum age using the app by entering the minimum age possible. It is more likely to be because the youngest age possible is the default age entered when signing up, which would mean anyone who chooses not to change the year would be entered as the youngest age. This highlights the importance of data capture.

Users of the Better Points app aggregated by age and gender.

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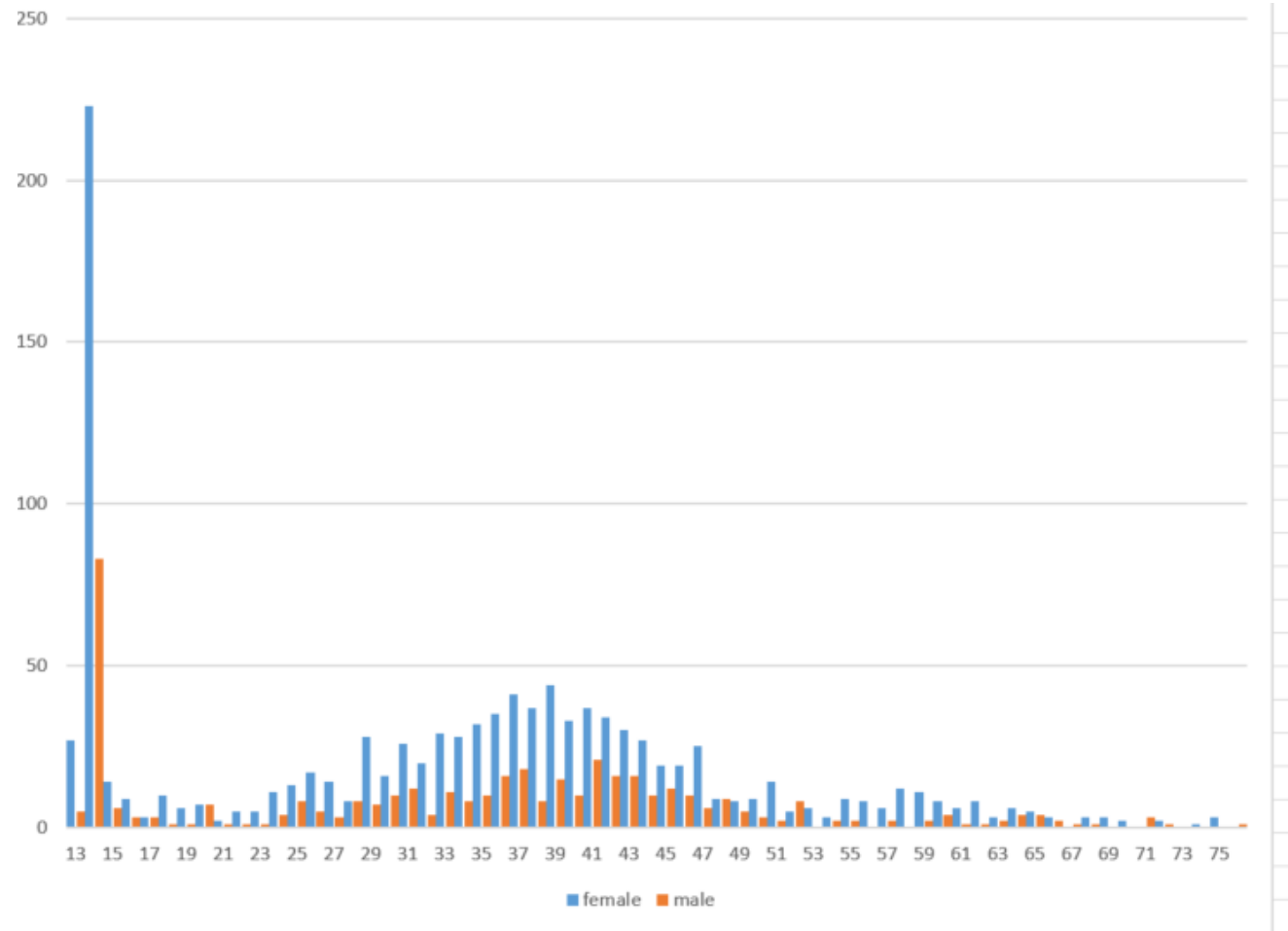
# BetterPoints Users with a Disability

The data shows that, compared to Newham's population, the proportion of people signing up with a disability is fairly similar. A great next step would be to see whether we can record this in better detail, to break down the category of disability in multiple sub-categories for more insight.

Population

Better Points

No   Yes   I'd prefer not to say

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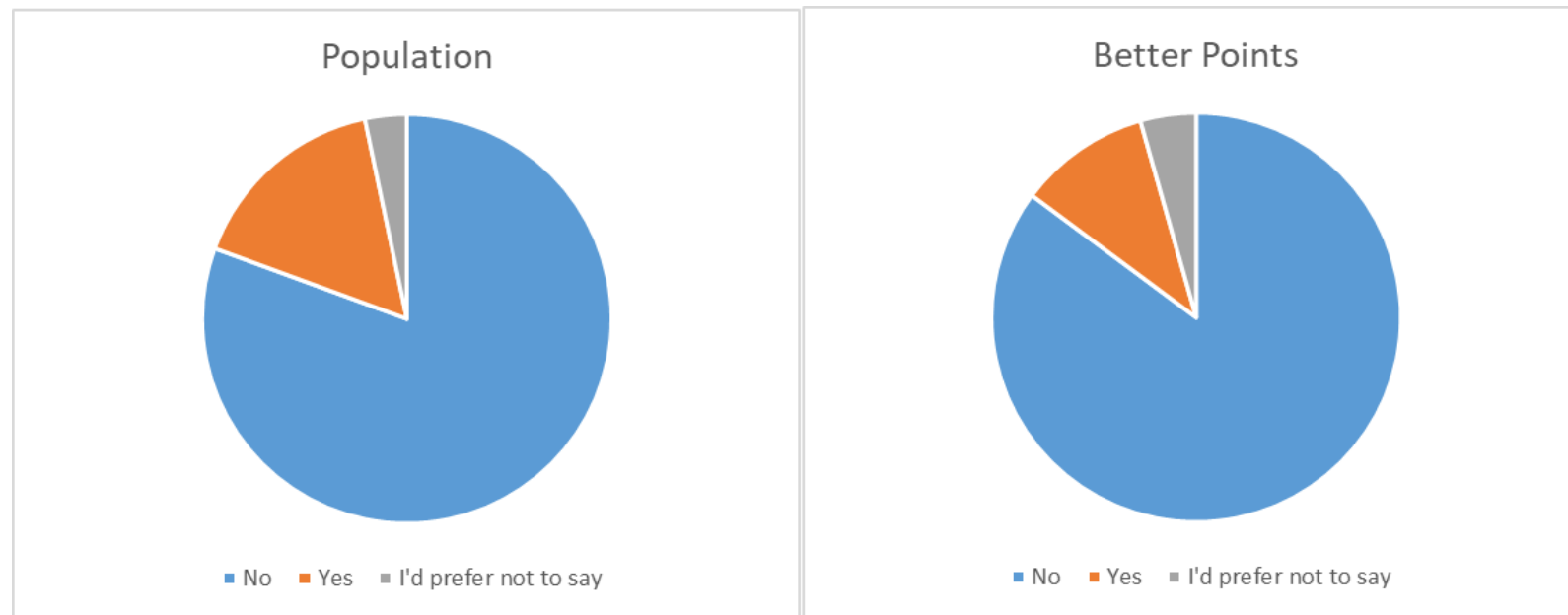
Ethnicity of BetterPoints Users

Compared to Newham's population there is an overrepresentation of residents from White British (5.63%), Asian Indian (4.04%) and Asian Pakistani (3.86%) populations, and underrepresentation of residents from Other White (4.76%), Black African (3.55%) and Asian Bangladeshi (3.52%) residents using the BetterPoints app compared to the age 15+ population (2021 Census).

User base of the Better Points App compared to the Newham Population aged 15 and above, by ethnicity

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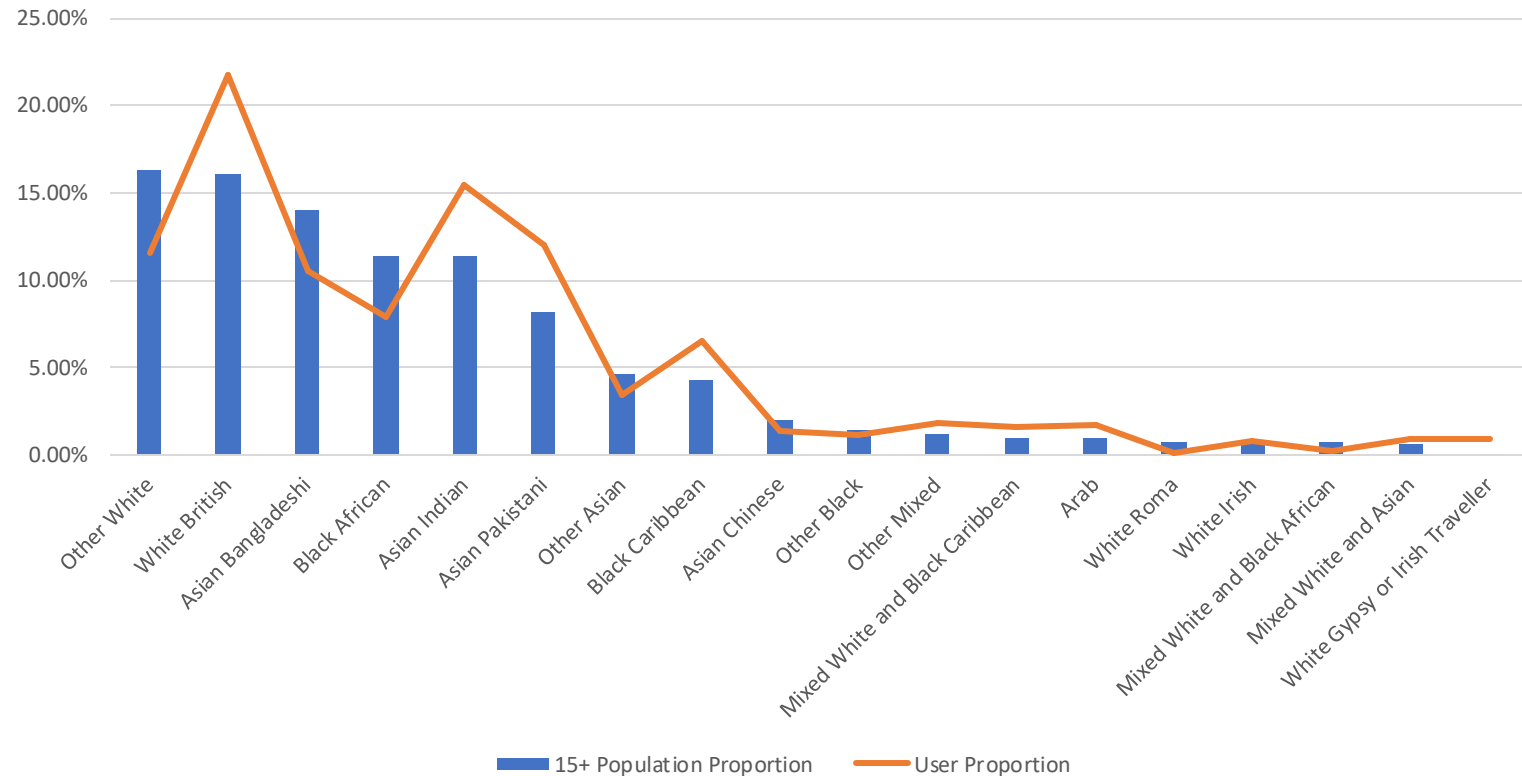
Ethnicity of BetterPoints Users

Ethnicity	15+ Population Proportion	User Proportion	Difference
Other White	16.32%	11.56%	-4.76%
Black African	11.45%	7.90%	-3.55%
Asian Bangladeshi	14.02%	10.50%	-3.52%
Other Asian	4.66%	3.42%	-1.24%
Asian Chinese	2.05%	1.42%	-0.63%
White Roma	0.74%	0.12%	-0.62%
Mixed White and Black African	0.71%	0.24%	-0.47%
Other Black	1.45%	1.18%	-0.27%
White Irish	0.71%	0.83%	0.12%
Mixed White and Asian	0.63%	0.94%	0.32%
Mixed White and Black Caribbean	1.03%	1.65%	0.62%
Other Mixed	1.22%	1.89%	0.67%
Arab	0.95%	1.77%	0.82%
White Gypsy or Irish Traveller	0.10%	0.94%	0.84%
Black Caribbean	4.30%	6.49%	2.19%
Asian Pakistani	8.17%	12.03%	3.86%
Asian Indian	11.40%	15.45%	4.04%
White British	16.07%	21.70%	5.63%

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Insight and next steps

The majority of the users of the app are female. Focus on targeting males by identifying more relevant rewards available (Sports Brands, B&Q, Screw Fix Vouchers etc.), promoting the competitive element of the app (leaderboard challenges competing with friends) and using male user case studies in targeted marketing campaigns.

Over representation of young people using the app. Liaise with BetterPoints to identify if there is a way to type the date of birth rather than having a default age group when signing up.

Underrepresentation of residents from Other White, Black African and Asian Bangladeshi residents using the app. Implement the 'Travel for Worship' campaign to gain a more detailed understanding of different ethnic groups' engagement levels and how we can extend the programme's reach into more diverse communities.

The proportion of people signing up with a disability is fairly similar. Review if this can be recorded in better detail, to break down the category of disability in multiple sub-categories for more insight.

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Using the DILLN tool

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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:
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