



UNIVERSITY OF  
**PLYMOUTH**  
Research and Innovation

# Live and Move

## Local Active Lives Survey Results

September 2023



**SERIO**   
Informing Policy and Decision Makers

## Summary (1/2)

- This report focuses on the results of Wave 4 of the Local Active Lives survey, administered by Marketing Means between 17<sup>th</sup> March and 24<sup>th</sup> May 2023, and new secondary data (Sport England's National Active Lives survey for November 21-22) which is relevant in understanding population level change in the target areas.
- The national data indicates that activity levels have continued to rise following Covid-19 and the restrictions that arose as a result of the pandemic.
- The Wave 4 survey is based on a total of 1,852 responses across the Exeter priority areas and Cranbrook, and mirrored the approach taken in Waves 1, 2 and 3.
- Given its far-reaching impacts on economy and society, the Covid-19 pandemic remains a key consideration in understanding changes in physical activity and related social outcomes in Live and Move's target areas.
- In the context of the Covid-19 pandemic and its far-reaching effects, the fourth wave of the survey provides up to date analysis on the physical activity behaviour of local residents following the end of Covid-19 restrictions and emergence of a 'new normal.'
- Analysis of active travel behaviour is made more challenging given the wide scale changes to working practices, with more people now working from home either wholly or in-part. However, analysis of data from those that still travel to work highlights a continued contrast between Exeter priority areas and Cranbrook, with Cranbrook residents much more likely to drive to work.

## Summary (2/2)

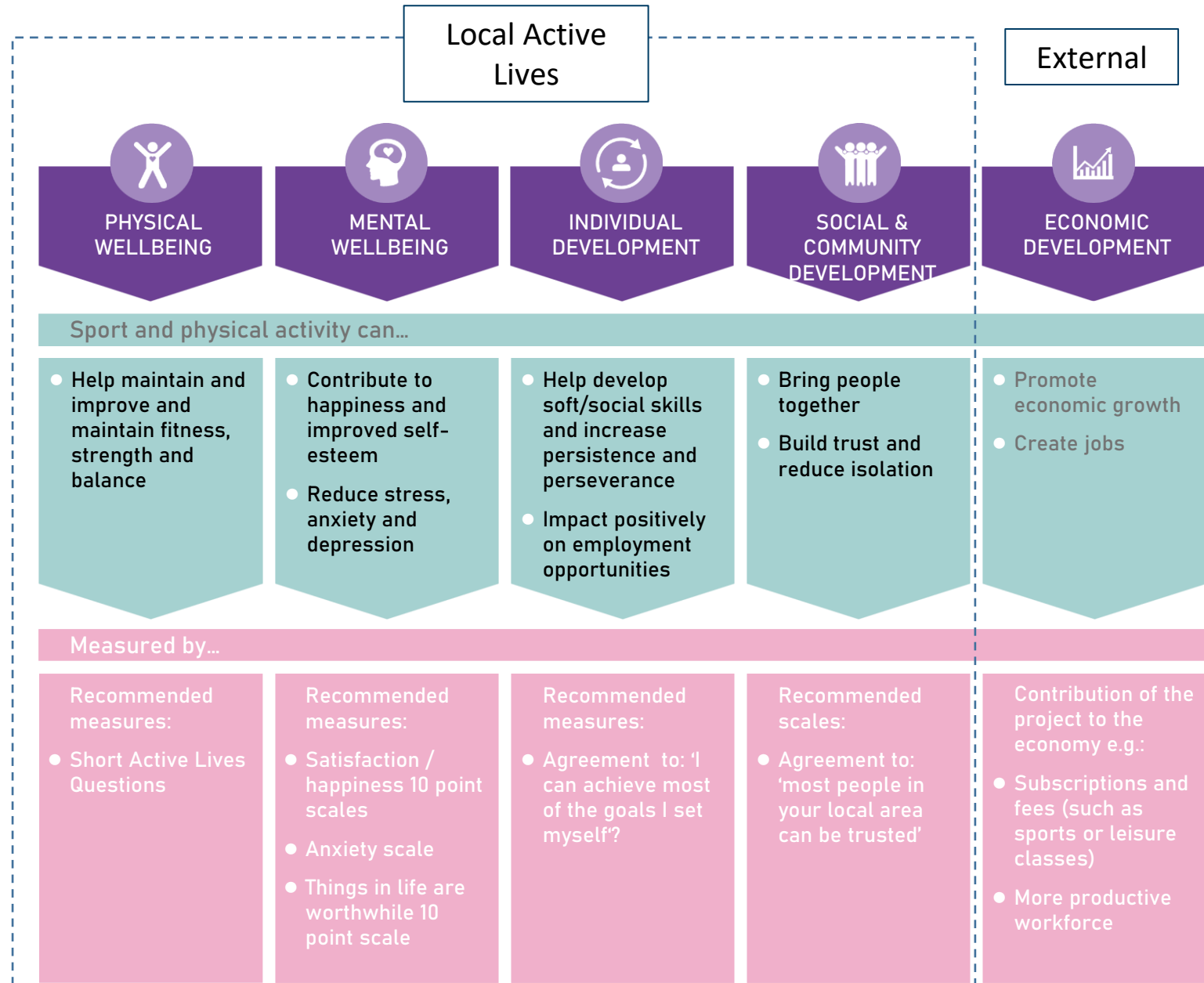
- **Inactivity levels remain stable in Exeter Priority areas** – 43% of Exeter priority area residents are ‘inactive’ (<30 mins activity in last 7 days), a small but insignificant increase from the previous year (42%). Inactivity levels remain higher than pre-pandemic (38%) and compared to national averages (26%), but are significantly lower than they were in 2020 during the height of Covid-19 (47%).
- **Inactivity remains higher in Exeter priority areas compared to Cranbrook** – Both areas have seen a small reduction in those that are fairly active, and subsequently, a small increase in both those who are inactive and those who are active. Overall, those within Cranbrook are more active than those in Exeter, although this difference is not statistically significant.
- **As with the previous year, significant inequalities in physical activity exist across multiple demographics** – those who are in lower or intermediate occupations, are aged 75+, have a disability or long-term health condition, or are from a black, Asian or minority ethnic background, are significantly more likely to be inactive compared to their respective counterparts.
- **Areas of improvement** – activity levels for men, those in intermediate occupations, and those without a disability or long-term health condition continue to decrease or remain stable.
- **Changes in moderate activity** – A significantly lower proportion of residents in Exeter indicated they engaged in moderate walking activity compared to the previous year (2022). Residents in Cranbrook also reported a reduction in this activity, although it was not significantly lower. Moderate cycling has remained relatively stable for both areas, with no noticeable differences. A significantly higher proportion of residents in Exeter reported engaging in moderate sports/fitness activities compared to 2020.

## Summary (3/3)

- **COM-B** – Cranbrook residents are more likely to agree with all COM-B measures compared to residents from Exeter Priority areas. A significantly higher proportion of residents in Cranbrook agreed they had the ability to be physically active, and agreed they felt guilty when they didn't exercise, compared to residents from Exeter. When comparing across years within each area, results are relatively stable across all five measures. However, a significantly higher proportion of residents from Exeter felt that they had the opportunity to be physically active compared to 2020, and a significantly lower proportion suggested they felt guilty if they did not exercise compared to previous years.
- **Mental wellbeing has improved in Exeter but reduced slightly in Cranbrook** – Exeter residents have indicated an improvement across all wellbeing measures. Notably, average anxiety scores are significantly lower than all previous years, and average happiness scores are no longer significantly different to what they were in 2019, suggesting a return to previous levels. While average scores for all measures from Cranbrook residents have reduced, none of these were lower than previous years. Furthermore, scores remain higher than scores given by their Exeter based peers, with the exception of anxiety. Resilience, happiness and satisfaction scores were all significantly higher than Exeter Residents scores.

# National sport and physical activity participation outcomes






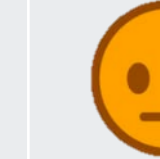





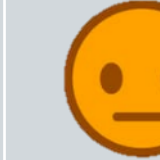


- The Government's 'Sporting Future' strategy's framework for assessing the benefits of investments in sport and physical activity is based on five key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development.
- The Local Active Lives survey uses Sport England's recommended Short Active Lives questions which ask questions on participation in three types of activity on any of the last seven days, and the proportion who reported that it "usually" raised their breathing rate i.e. moderate activity.
- The Local Active Lives survey also uses Sport England's recommended scales to examine changes in mental wellbeing, individual development and social community development.








# Wellbeing & Attitudes Summary

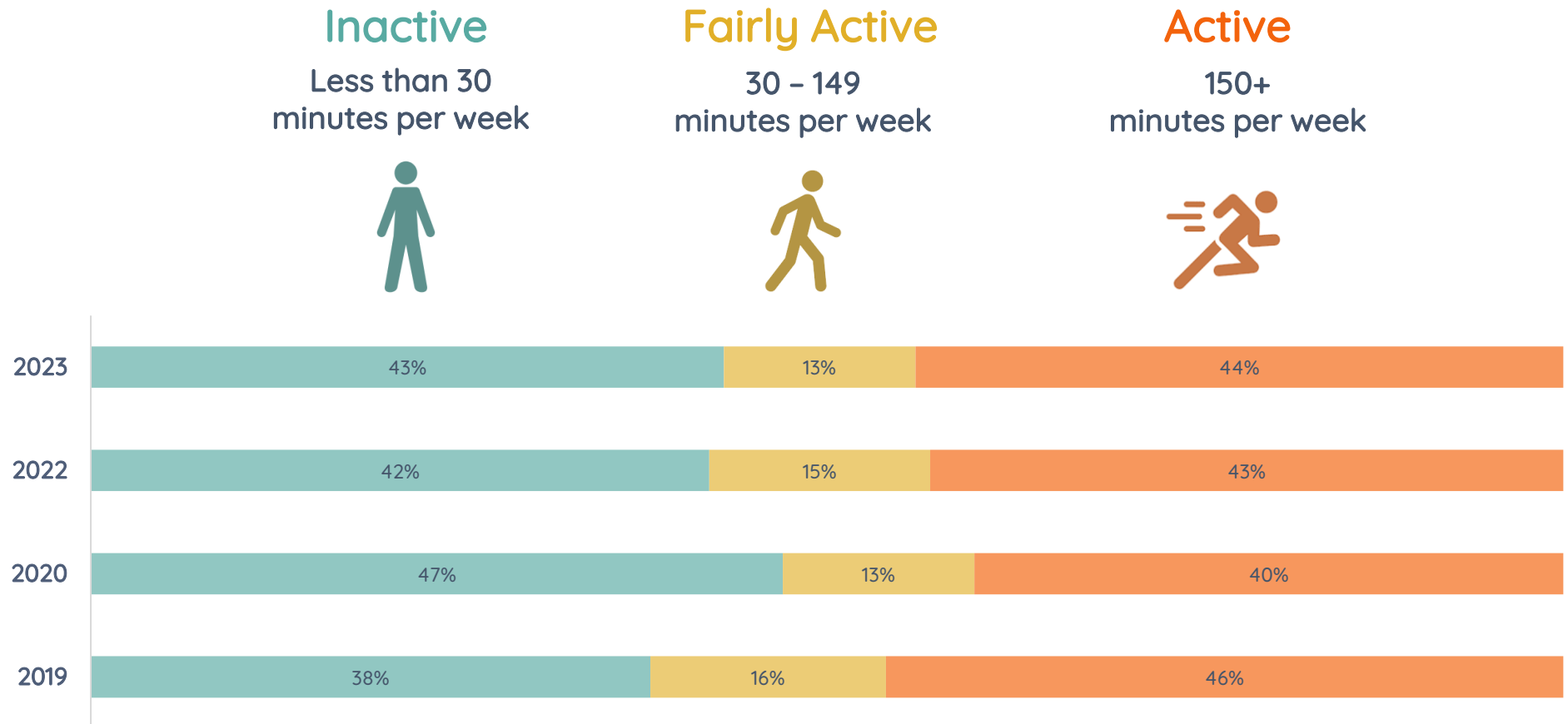


	Activity	Life Satisfaction	Happiness	Life is Worthwhile	Anxious	Achieve Goals	Trust
	%	0=Not at all 10=Completely	0=Not at all 10=Completely	0=Not at all 10=Completely	0=Not at all 10=Completely	1=Strongly disagree 5=Strongly agree	1=Strongly disagree 5=Strongly agree
Exeter priority areas	43% 	6.86 	6.83 	7.15 	2.93 	3.73 	3.56 
Cranbrook	46% 	7.30 	7.20 	7.4 	3.06 	3.90 	3.68 

 Significantly higher than 2022
  No statistically significant difference to 2022
  Significantly lower than 2022

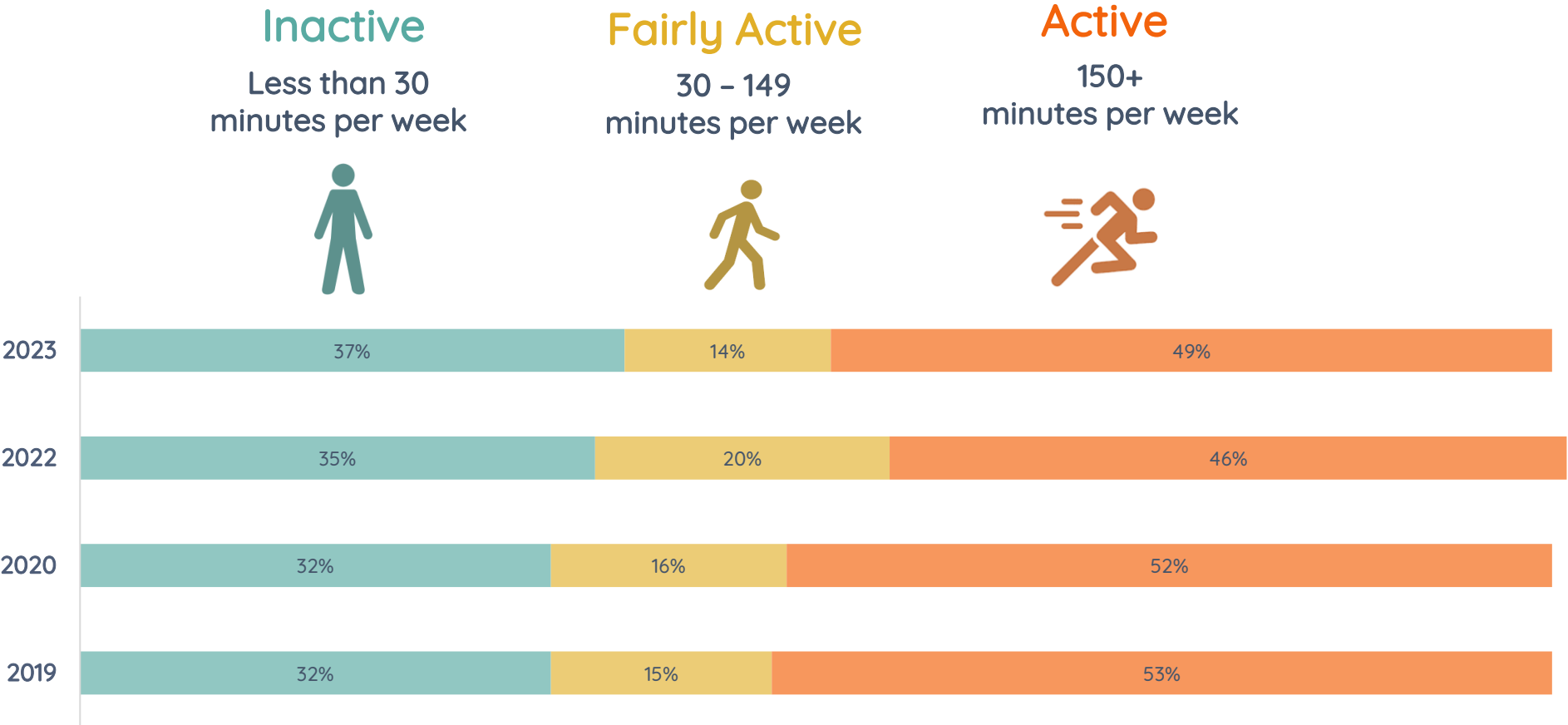
# Activity levels: Exeter priority areas

- Activity levels in the Exeter priority areas have remained very similar between 2022 and 2023.
- While there is still a significantly higher proportion of residents who are inactive compared to pre-covid levels, inactivity levels are lower than they were in 2020 during the height of the pandemic.



# Activity levels: Cranbrook

- Compared to 2022, there has been an increase in the proportion of respondents who reported they're inactive (2%) and active (3%). However, neither change is significant.

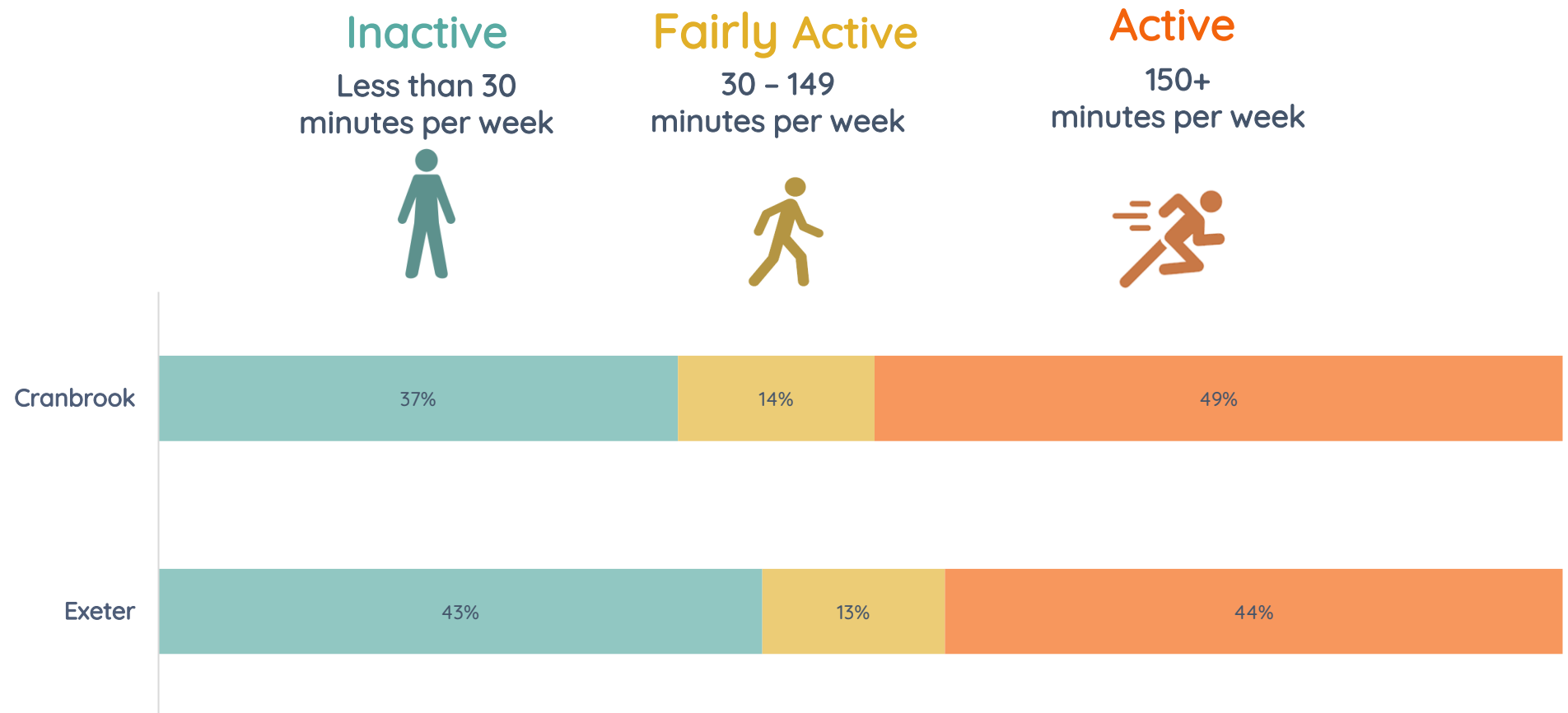


Source: Local Active Lives Base various: Cranbrook - All residents 16yrs+ participating in Local Active Lives survey.



# Exeter and Cranbrook activity comparison

- As with previous years, residents within Cranbrook reported lower levels of inactivity, and higher levels of activity, compared to those within the Exeter priority areas. However, neither difference was significant.

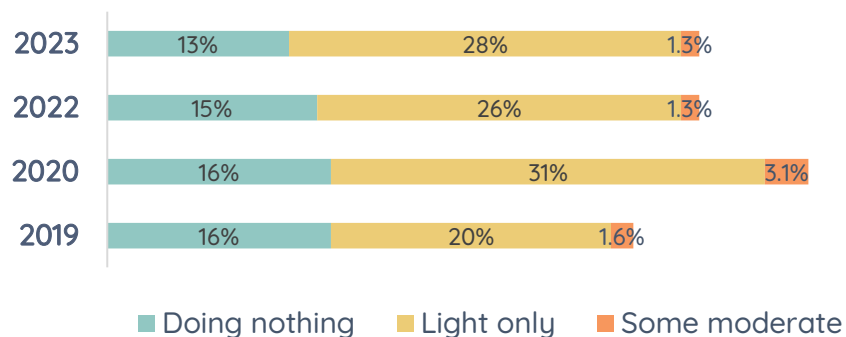


Source: Local Active Lives .Base: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1,639] / [175])

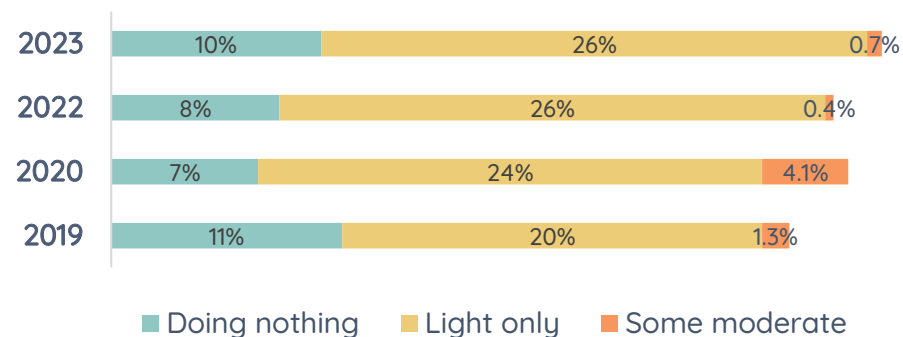
# Activity in those who are inactive

- The charts below consider the physical activity behaviour of those who are inactive, i.e. those who do less than 30 minutes of moderate activity per week, broken down into three further categories:
  - Doing nothing – 0 minutes a week of physical activity
  - Light only – 0 minutes a week of moderate activity but some light activity
  - Some moderate – 1-29 minutes of moderate activity
- In Exeter, compared to all previous years, a lower proportion of those who reported themselves as inactive indicated they did no physical activity and a larger proportion suggested they did some light activity compared to both 2019 and 2022. Those reporting doing some moderate activity remained the same as 2022.
- Overall, in Cranbrook, there has been a small increase in the proportion of inactive residents who reported doing nothing. The proportion of those reporting they did light activity only remained the same as the previous year.

Exeter Priority Areas

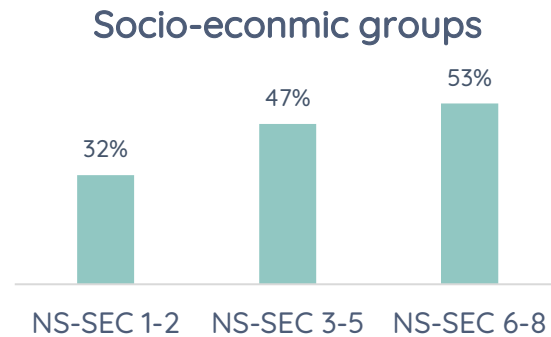


Cranbrook



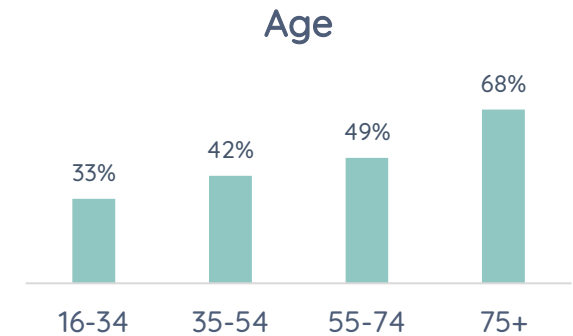
# Inequalities in activity levels across demographics

- Those in intermediate (NS-SEC 3-5) and lower (NS-SEC 6-8) occupations are significantly more likely to be inactive compared to those in higher occupations (NS-SEC 1-2).



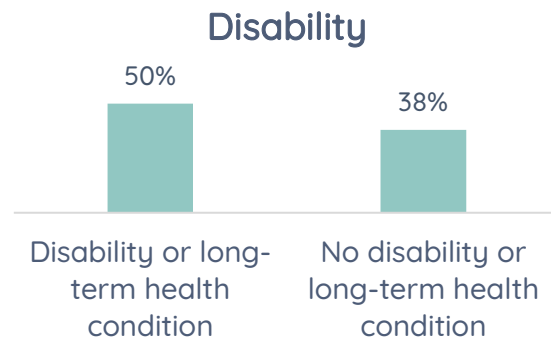
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding don't knows/not stated/ NS-SEC 9 (weighted 702)

- Those aged 16-34 were significantly less likely to be inactive compared to all other age groups. Furthermore, those aged 75+ were significantly more likely to be inactive compared to all other age groups.



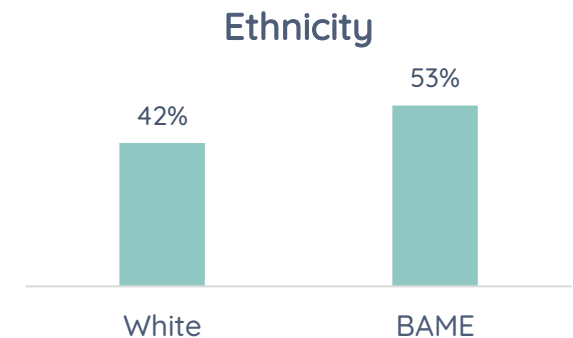
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 742)

- Those with a disability or long-term health condition are significantly more likely to be inactive compared to those without a disability or long-term health condition.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive including not stated (weighted 737)

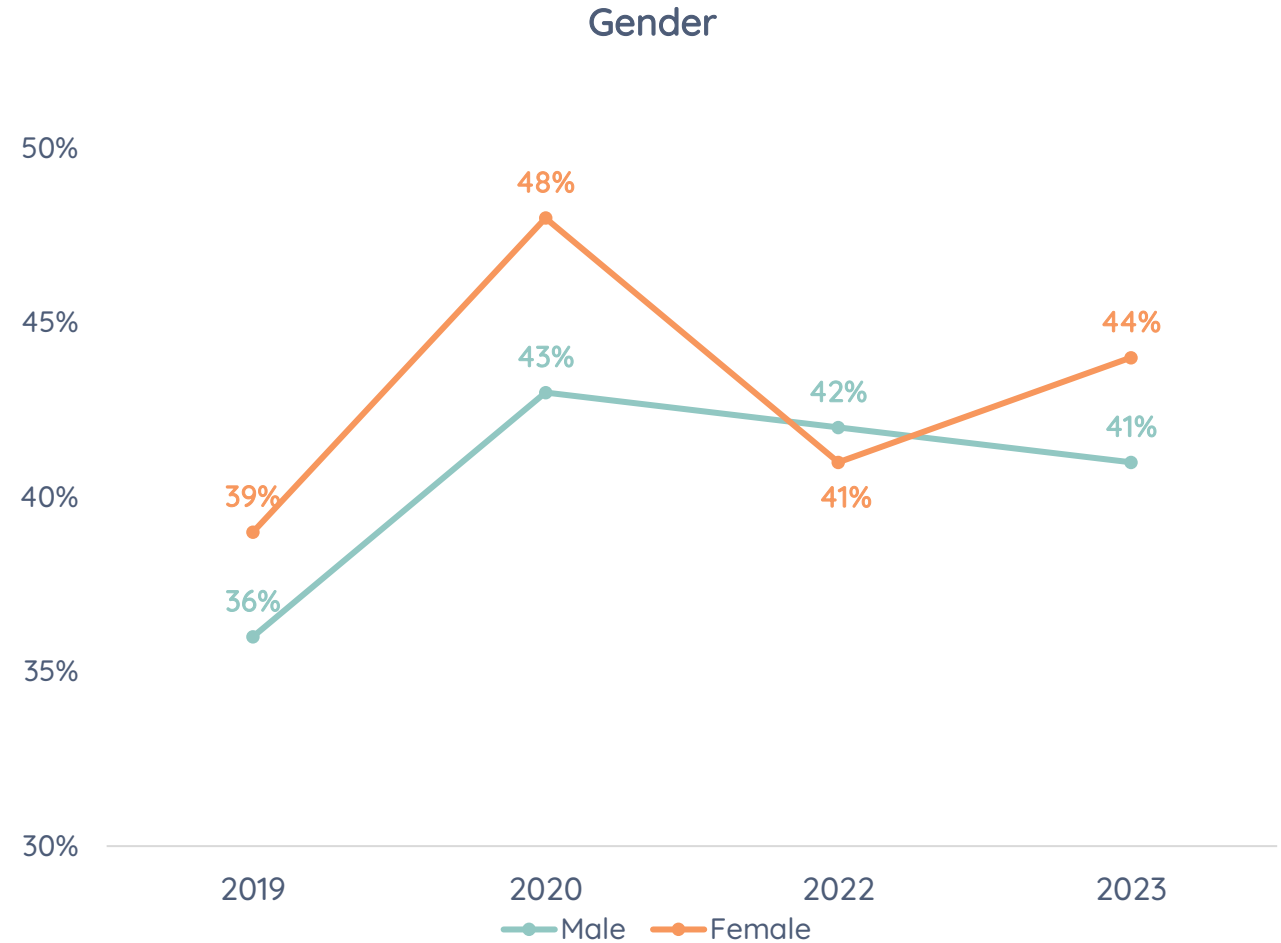
- BAME individuals are significantly more likely to be inactive compared to those who are White.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 760)

# Inactivity between males and females

- Female inactivity rates have increased slightly from the previous year (3%), although this change is not significant.
- Male inactivity rates continue to slowly decline and are now lower than females.
- Unlike the previous year, in 2023, women are recovering slower than males, however this is in line with the national trends.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 762).

# Inactivity across different socio-economic groups

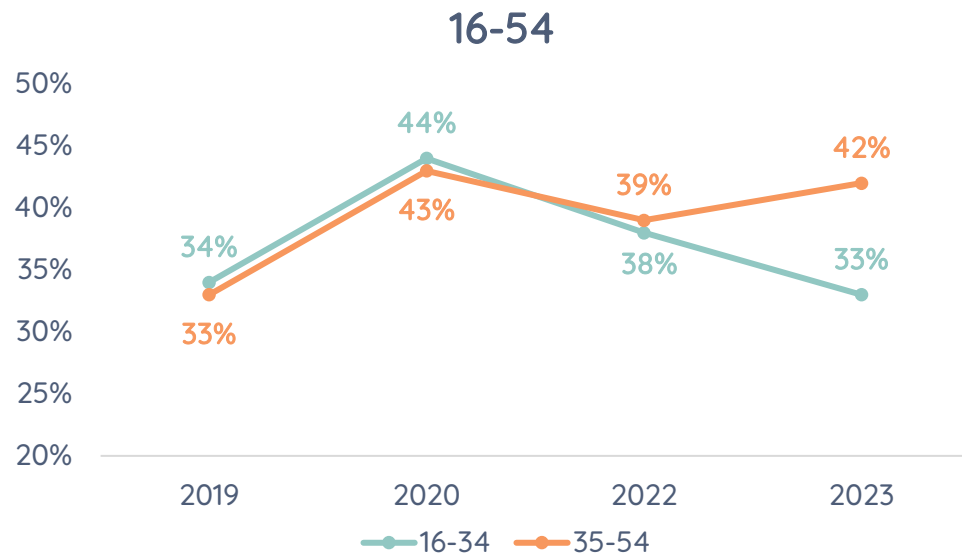
- The least affluent are a priority for Live and Move. The Local Active Lives baseline survey showed Live and Move's priority areas have a higher proportion of residents in the lower paid NS-SEC occupations compared to Exeter as a whole.
- Inactivity levels continue to remain lowest for those in higher occupations. While this is true, inactive in this group is still significantly higher than pre-covid.
- Inactivity levels for residents in intermediate occupations are also significantly higher compared to 2019.
- There are no statistical differences across the years for those in lower occupations.
- National trends suggest a rise in activity for those in higher occupations, as well as intermediate occupations, with no change for lower occupations. For this survey, this was only true with intermediate occupations.



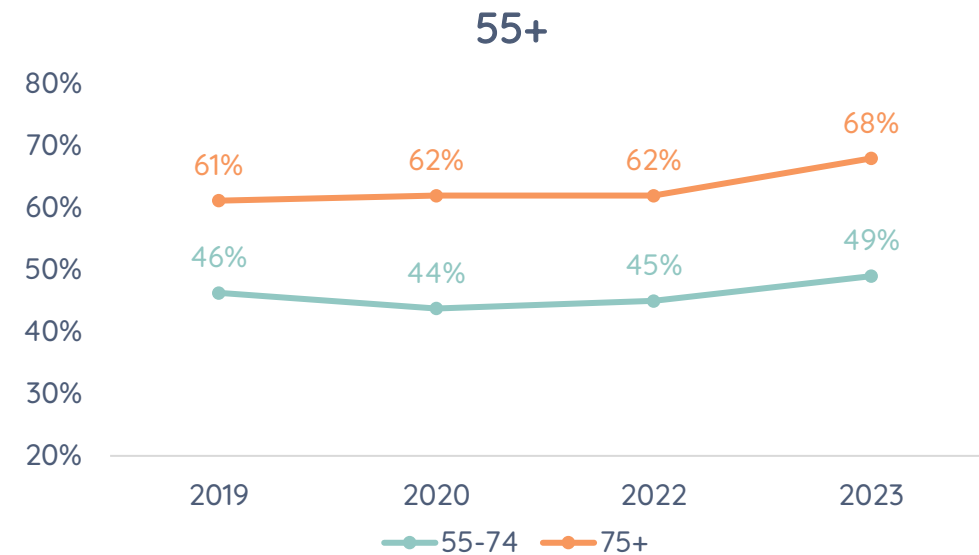
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey excluding don't knows/not stated/ NS-SEC 9 (weighted 702)

# Inactivity across age groups

- Those aged 16-34 have now reached inactivity levels which are lower than what they were pre-pandemic.
- All other age groups have experienced increases in inactivity, although none of these are significant compared to the previous year.
- Those aged 75+ continue to have the highest levels of inactivity, and also demonstrated the largest increase (6%) from 2022.
- The national data suggests an increase in activity across all age groups, which was not the case for this survey, with only the youngest age group experiencing a substantial decrease in inactivity.



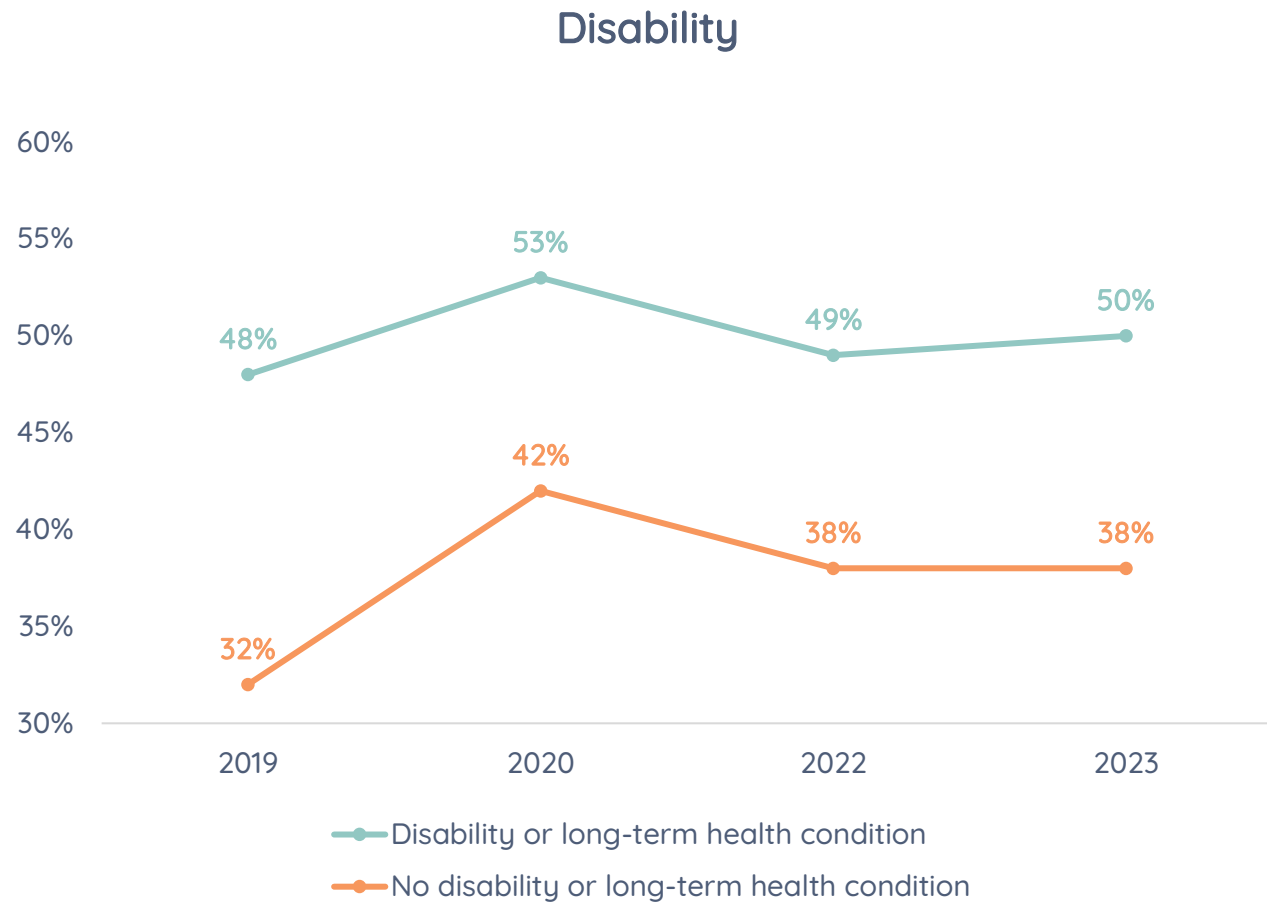
Source: Local Active Lives. Base: All residents 16-34 and 35-54 participating in Local Active Lives survey who are inactive (weighted [236] [226]).



Source: Local Active Lives. Base: All residents 55-74 and 75+ participating in Local Active Lives survey who are inactive (weighted [187] [93]).

# Inactivity between those with disabilities and long-term health conditions and those without

- Inactivity rates remain significantly higher for those with a disability or long-term health condition (50%) than for those without (38%).
- Inactivity rates for those with a disability or long-term health condition, have remained relatively stable across the four years.
- Inactivity levels in those without a disability or long-term health condition have not changed since 2022, but continue to be significantly higher than what they were pre-pandemic.
- National data suggests both groups are becoming more active, whereas local data suggests little to no change from the previous year.

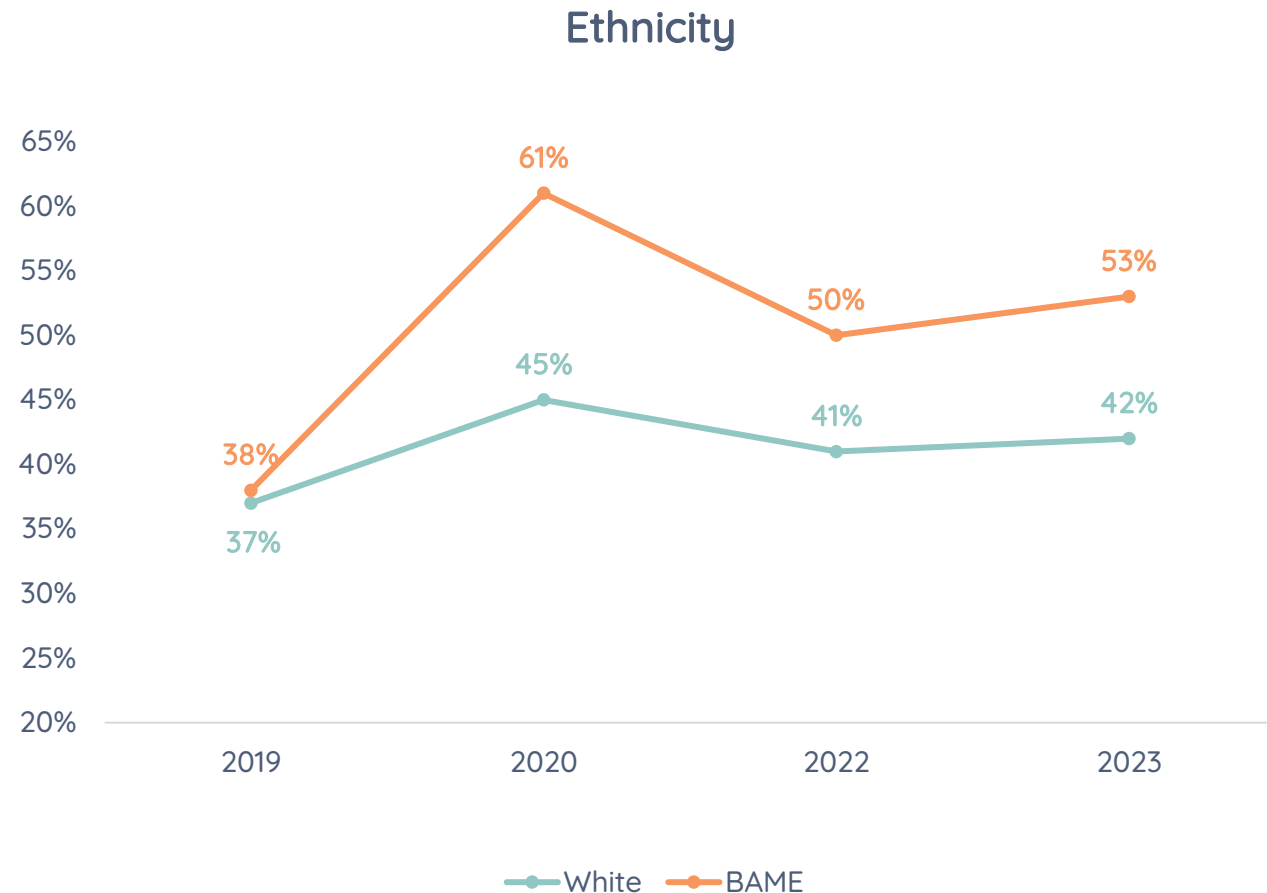


Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 737).



# Inactivity gap between BAME and White residents

- Those from Black, Asian and minority ethnic (BAME) groups continue to be significantly more likely to be inactive than those who are White.
- Inactivity rates amongst BAME respondents have increased slightly (3%) compared to the previous year, although this was not a significant increase.
- Inactivity in White respondents has increased very slightly by 1%, which again, was not significant.



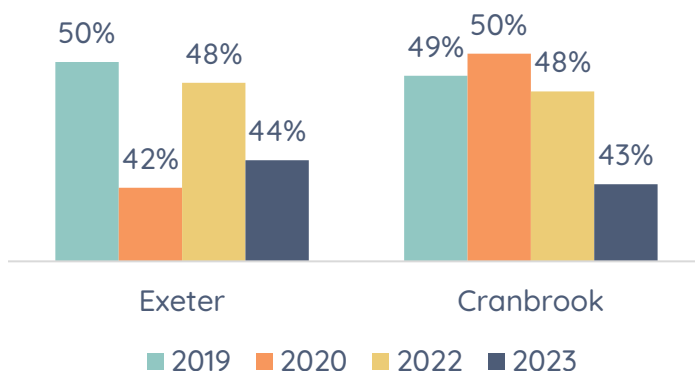
Note: it has not been possible to compare specific ethnic groups as sample sizes are too small. As such, national comparisons are not possible either.

Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 760).

# Engagement in different types of moderate activity

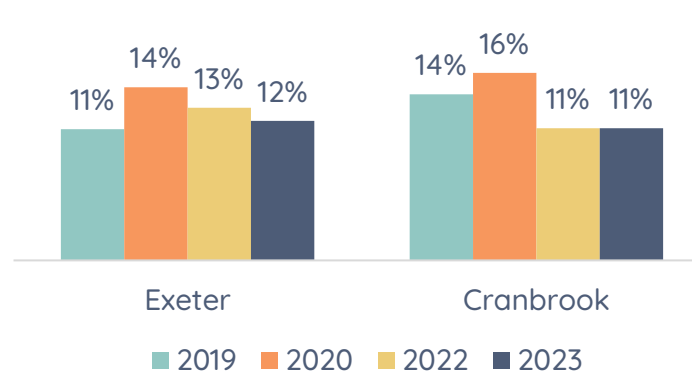
- The proportion of those in Exeter's priority areas taking part in moderate walking activity was significantly lower compared to both 2022 and 2019. There was also a decrease amongst Cranbrook residents (5%), although this was not significantly lower than previous years.
- The proportion of residents who engaged in moderate cycling is comparable between both Exeter and Cranbrook. In Exeter, cycling has slightly decreased since 2020, but still remains higher than 2019. In Cranbrook, moderate cycling activity has remained stable since 2022, but was lower than 2019 and 2020.
- The proportion of residents who engage in sports/fitness activities is noticeably larger in Cranbrook compared to Exeter. In both areas, there has been a 4% increase in this type of activity compared to the previous year. The proportion of residents in Exeter engaging in these activities is now the same as they were in 2019, and is significantly higher than 2020.

Moderate activity in last 7 days:  
walking



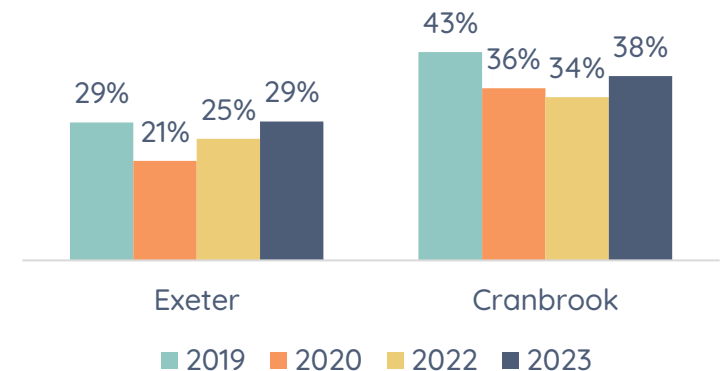
Source: Local Active Lives .Base: Exeter priority areas/  
Cranbrook - All residents 16yrs+ participating in Local Active  
Lives survey excluding not stated (weighted [1,575]/ [168])

Moderate activity in last 7 days:  
cycling



Source: Local Active Lives .Base: Exeter priority areas/  
Cranbrook - All residents 16yrs+ participating in Local Active  
Lives survey excluding not stated (weighted [1657]/ [176])

Moderate activity in last 7 days:  
sports/fitness

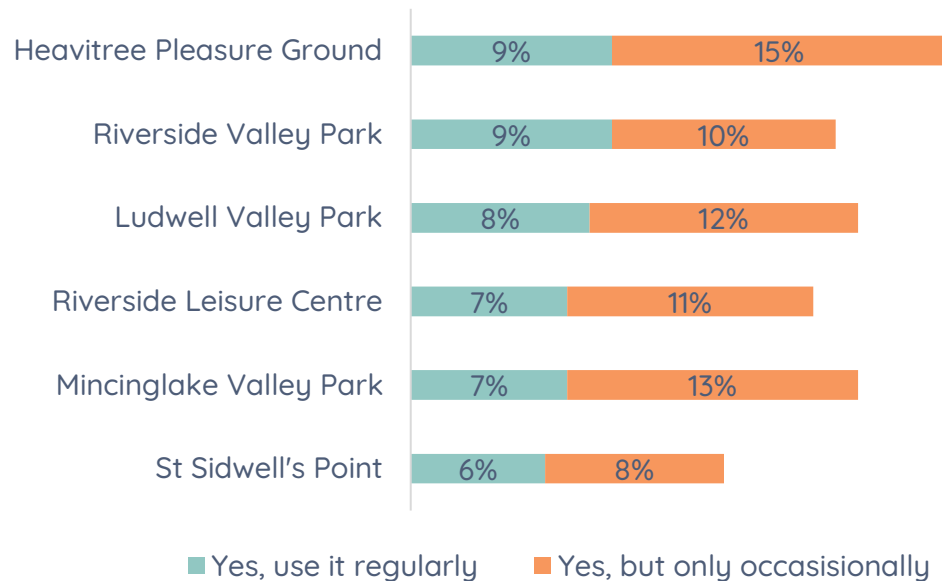


Source: Local Active Lives .Base: Exeter priority areas/  
Cranbrook - All residents 16yrs+ participating in Local Active  
Lives survey excluding not stated (weighted [1,657]/ [176])

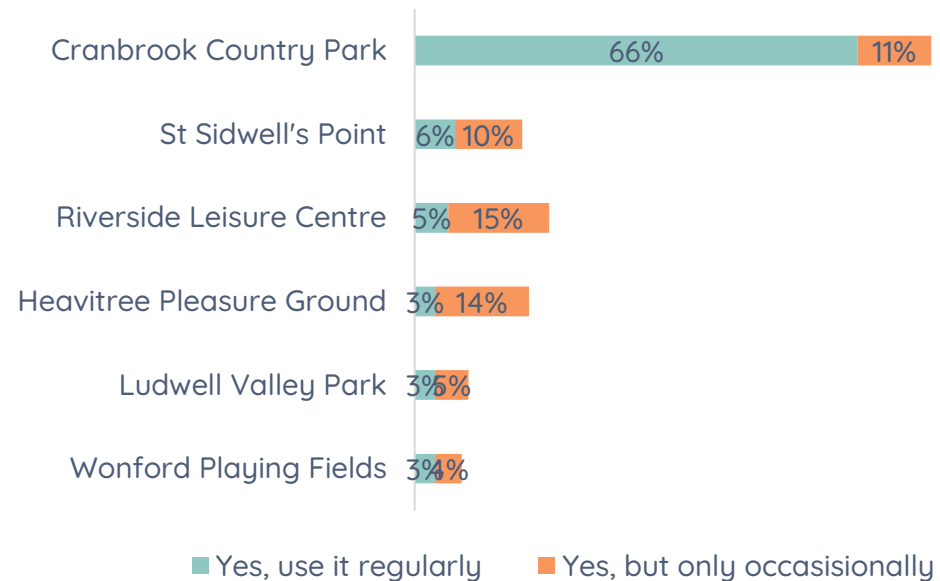
# Use of facilities within Exeter and Cranbrook

- The most regularly used facilities and greenspaces are detailed below. Within the Exeter priority areas, there appears to be a preference towards green spaces, rather than leisure centres, as was the case in the previous year.
- Perhaps unsurprisingly, Cranbrook Country Park was by far the most used space for physical activity amongst Cranbrook residents. Aside from this obvious outlier, Cranbrook residents mostly use the same facilities as residents from Exeter, albeit in a slightly different order.

Use of facilities: Exeter priority areas



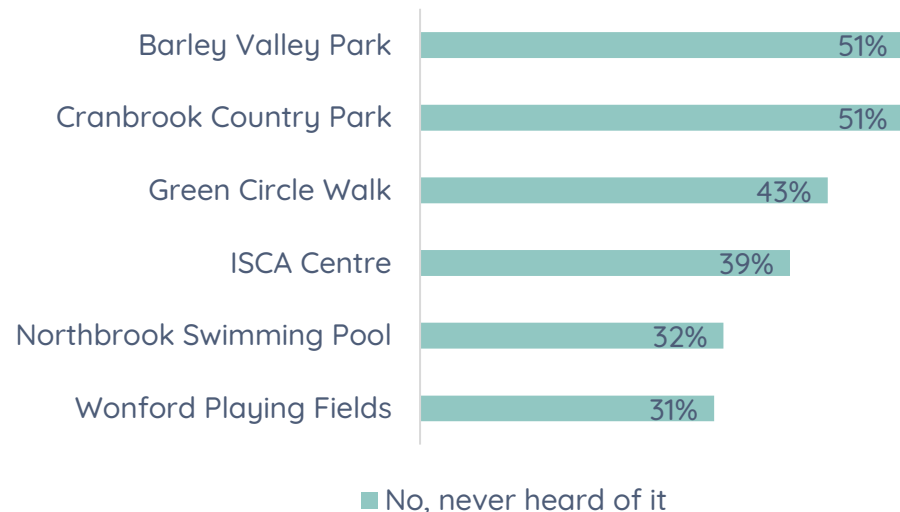
Use of facilities: Cranbrook



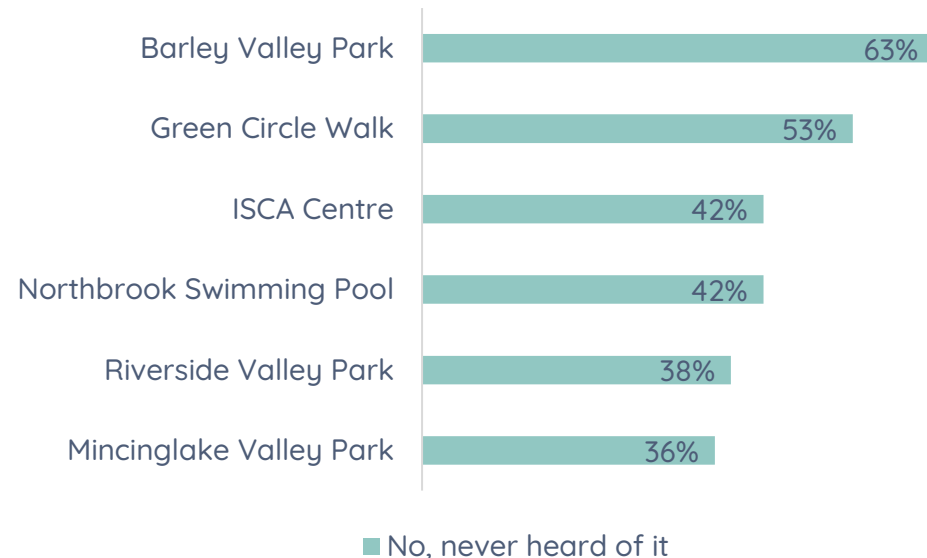
# Least known facilities within Exeter and Cranbrook

- Respondents were also asked to indicate if they were aware of each of the 15 physical activity facilities and greenspaces. Many had not heard of a number of key facilities/ green spaces, with the most commonly cited below.
- Several of the sites were equally unknown by both Exeter and Cranbrook residents.

Least known sites (Exeter priority area residents)



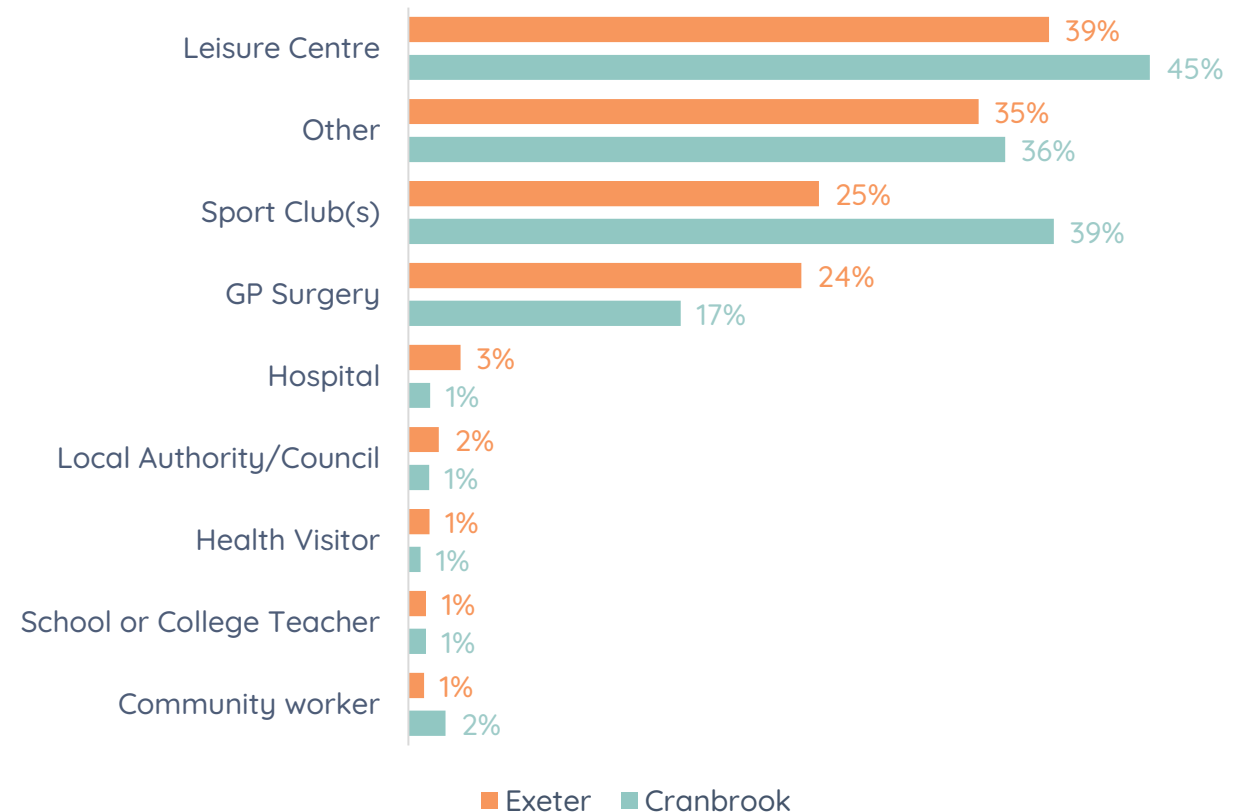
Least known sites (Cranbrook residents)



# Where are residents looking for advice surrounding physical activity?

- Leisure centres are the most used source for physical activity information for residents from both Exeter priority areas and Cranbrook. Sports clubs are also a popular option for information with residents from Cranbrook, but less so those from the Exeter priority areas.
- As with the previous year, just under a quarter (24%) of those in Exeter priority areas would go to their GP for advice, compared to 17% in Cranbrook. This suggests that working with GP surgeries may be more effective in Exeter priority areas than in Cranbrook.
- A large proportion of residents from both Exeter and Cranbrook cited 'other' as a key source of physical activity information. When asked to provide detail, many of these cited either 'Internet' or 'Family/Friends'.

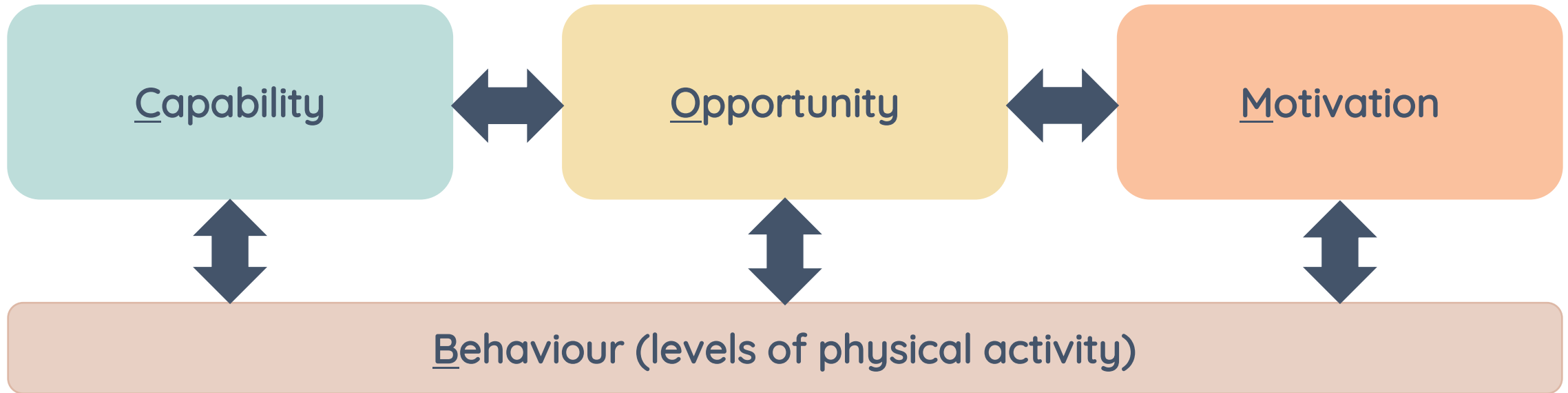
Most used sources of advice on physical activity



Source: Local Active Lives .Base: All residents 16yrs+ participating in Local Active Lives survey excluding don't knows/not stated.

# Understanding the scope for physical activity behavioural change

- The 'COM-B model' is a way to understand the drivers and context that influences how likely someone is to do something; in this case, to become more physically active.
- The model is comprised of four interacting components (*source: Sport England*):

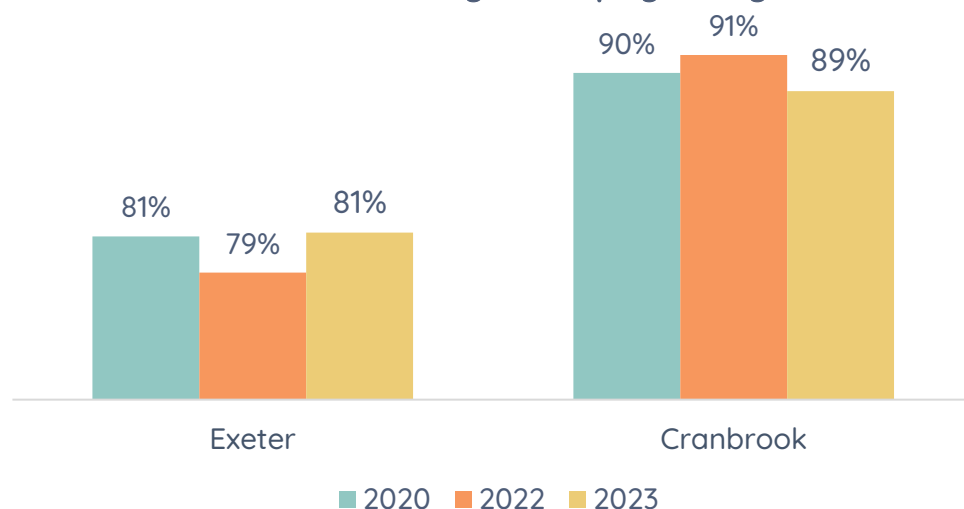


- Questions reflecting the different elements of the COM-B model were added to the Local Active Lives survey in 2020, providing a baseline of capability, opportunity and motivation in Live and Move's target areas, from which to compare to in subsequent years.

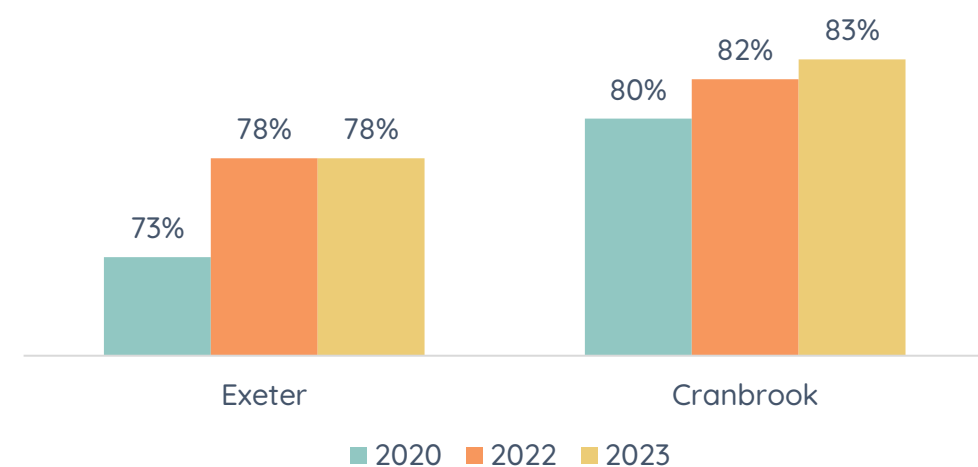
# Do residents feel they have the ability and opportunity to be physically active?

- A significantly higher proportion of respondents in Cranbrook felt that they have the ability to be physically active compared to those in Exeter priority areas.
- However, within each area across the years, the proportion agreeing with this statement has remained quite stable.
- In Cranbrook, a slightly higher proportion of respondents feel they have the ability to be active (89%) compared to those that feel they have the opportunity to be (83%). This was the opposite for respondents in Exeter.
- A significantly higher proportion of residents in Exeter priority areas felt they had the opportunity to be physically active compared to those from 2020.

I feel I have the ability to be physically active



I feel I have the opportunity to be physically active



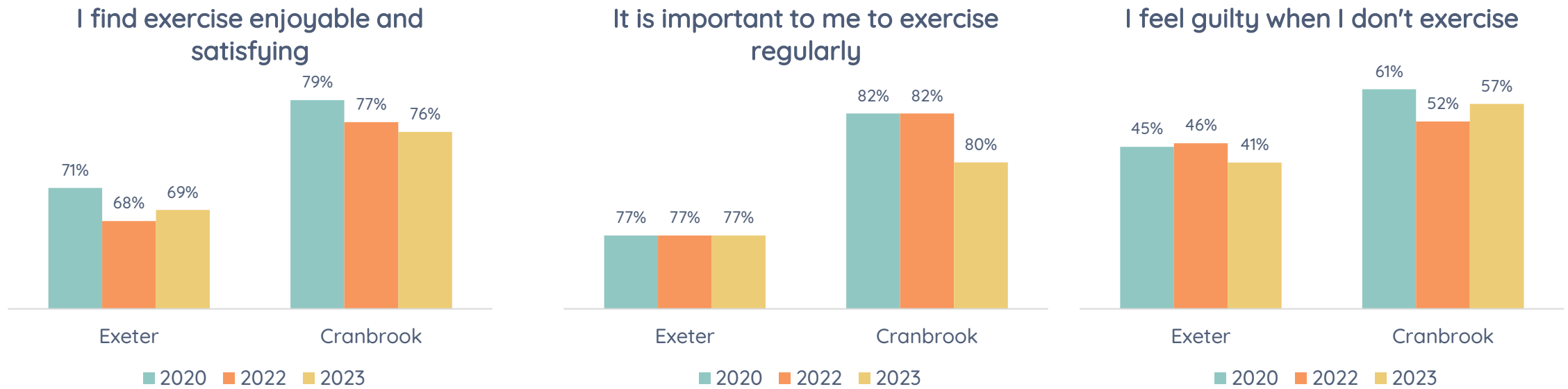
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1645]/ [175])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1639]/ [177])



# Enjoyment, importance and guilt in regards to physical activity

- Residents from Cranbrook were more likely to agree with all three statements compared to residents from Exeter priority areas.
- A significantly higher proportion of residents from Cranbrook agreed they felt guilty when they don't exercise compared to residents from Exeter.
- Across all three statements, agreement levels have remained largely the same for both residents from Exeter and Cranbrook.
- A significantly lower proportion of residents from Exeter priority areas agreed they felt guilty when they don't exercise, compared to both 2020 and 2022.



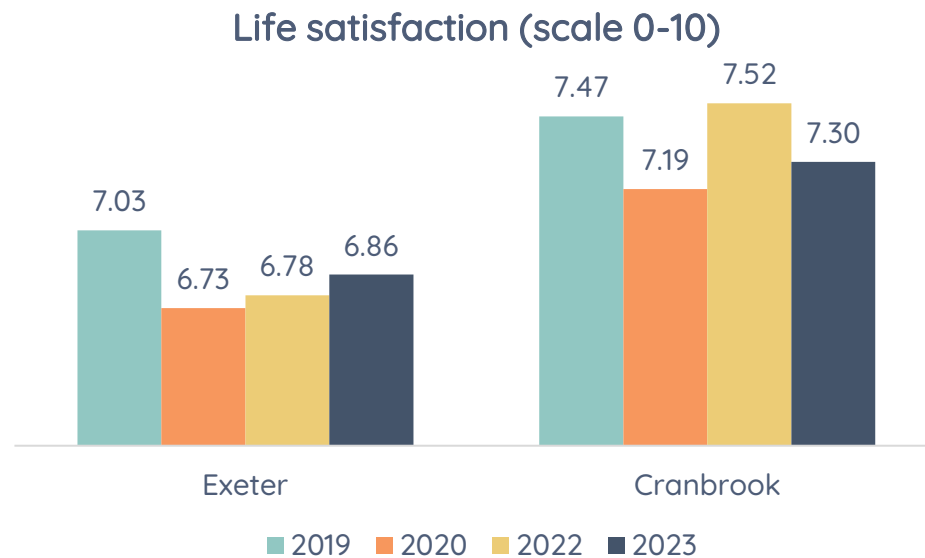
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1645]/ [175])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1653]/ [176])

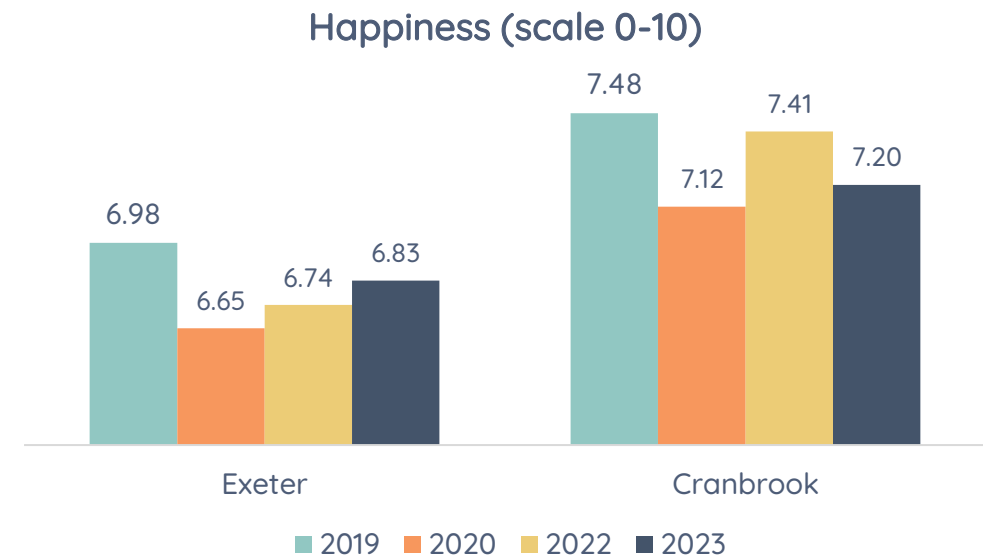
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1625]/ [173])

# Life satisfaction and happiness scores

- A significant reduction in 'life satisfaction' and 'happiness' for residents in Exeter priority areas occurred between 2019 and 2020. The average rating for both has increased since then, and while satisfaction is still significantly lower than it was in 2019, there is no longer a significant difference in happiness, suggesting a return to pre-covid levels.
- For Cranbrook residents, there has been a slight reduction in both measures, although there were no statistically significant differences.
- In both measures, Cranbrook residents provided a significantly higher average score compared to Exeter priority area residents.



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1661]/ [175])

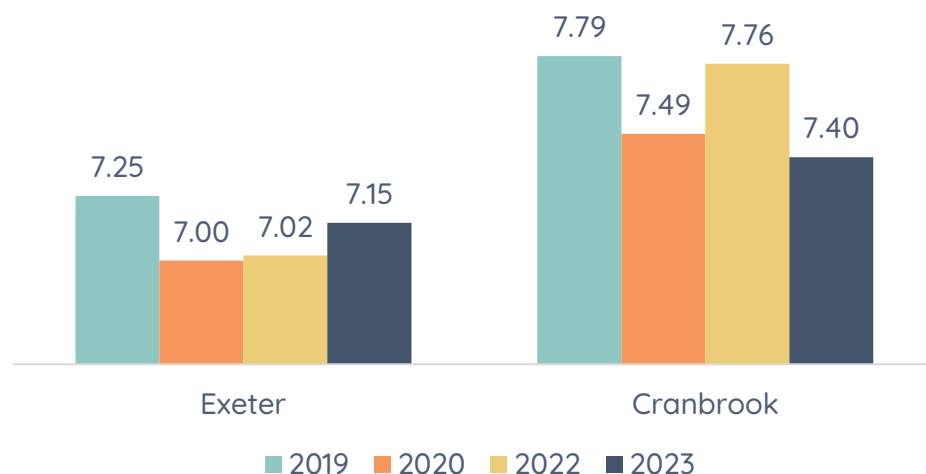


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1659]/ [176])

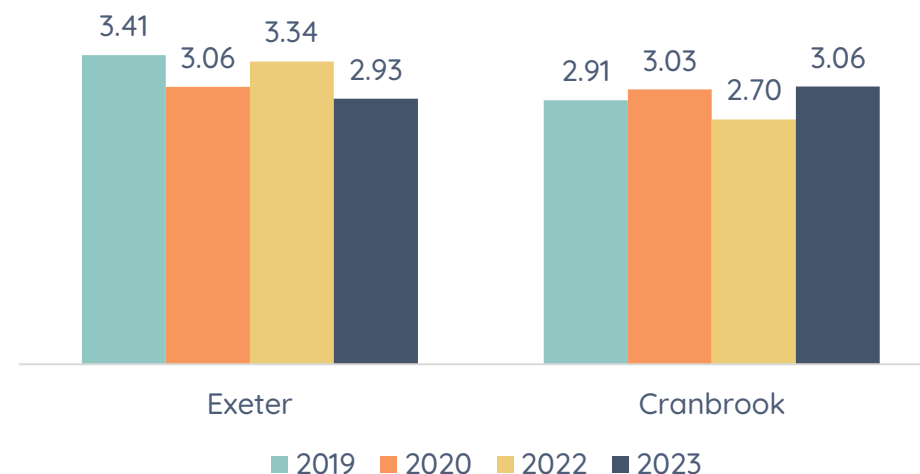
# Life worthwhile and anxiety scores

- For the measure of mental wellbeing ‘the extent to which things in life are worthwhile’, average scores have increased slightly in Exeter priority areas and look to be returning to pre-covid levels. The average score in Cranbrook has decreased from the previous year, and is now significantly lower than what it was in 2019.
- There has been a significant decrease in ‘anxiety’ in Exeter priority areas, and levels are now at their lowest point since surveying began.
- The reverse is true for Cranbrook, where anxiety levels are now the highest they have been since surveying began. However, anxiety levels were not significantly higher than the previous year.

Life Worthwhile (scale 0-10)



Anxiety (scale 0-10)

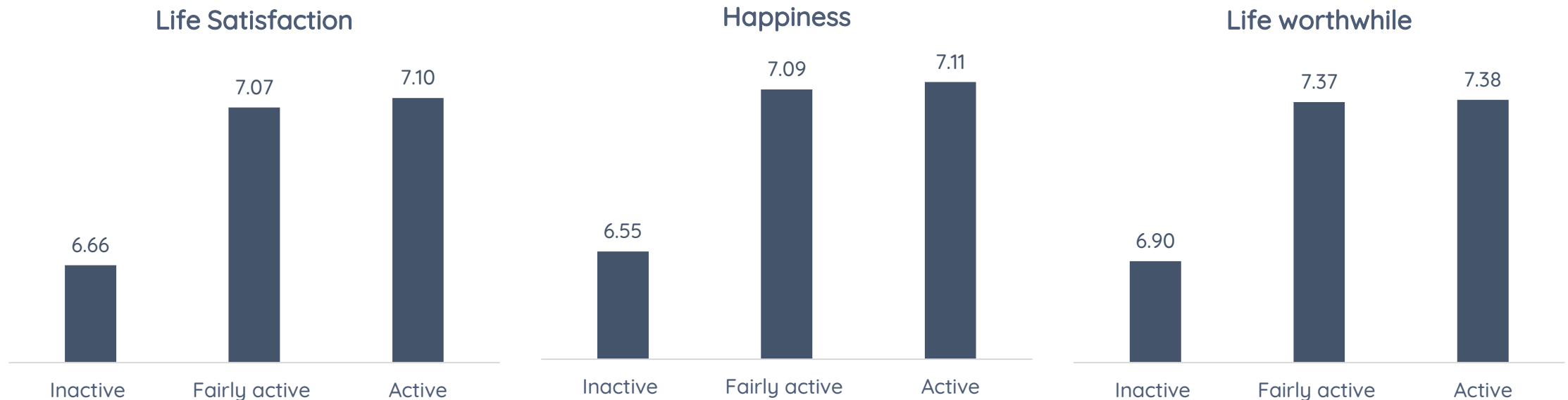


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1654]/ [175])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1657]/ [176])

# The relationship between activity and mental wellbeing

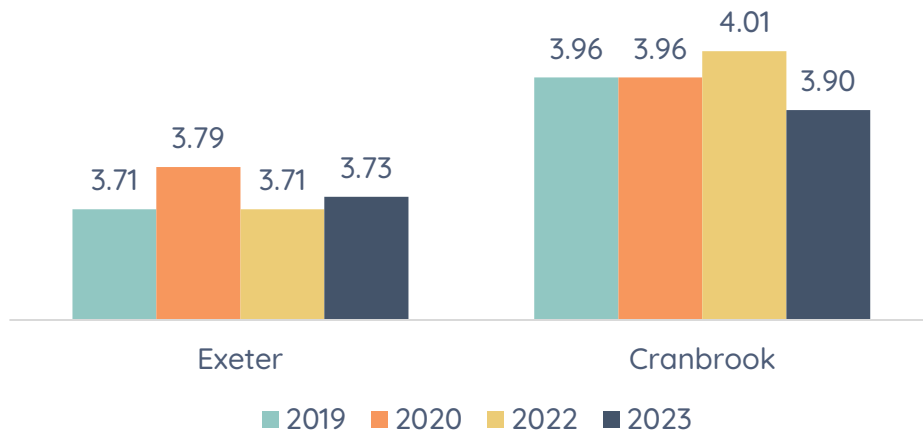
- As with the previous year, the survey results show a positive correlation between physical activity and mental wellbeing. Across three measures of wellbeing (life satisfaction, happiness, and feeling life is worthwhile), those who are active had a higher score on average, and the difference between both the fairly active and active and the inactive was significantly different. However, there is virtually no difference between those who are fairly active and those who are active.
- This again highlights that there is potential for Live and Move to help improve mental wellbeing within Exeter and Cranbrook residents.



# Resilience and trust scores

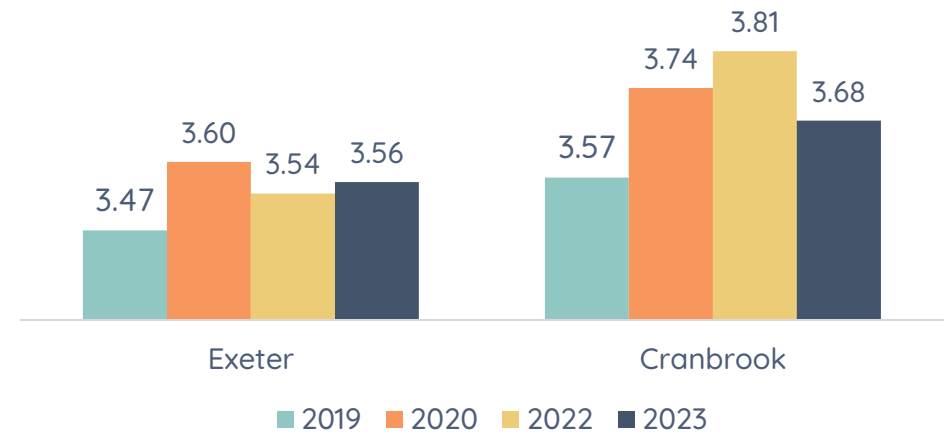
- In Exeter, average scores for resilience and community trust have increased very slightly from 2022, although they are not significantly different to previous years.
- While Cranbrook experienced decreases in both of these measures, average scores in 2023 were not statistically different to other years.
- However, Cranbrook residents had a significantly higher average resilience score than Exeter priority area residents.

I can achieve most of the goals I set myself  
(agreement scale, 1-5)



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1633]/ [173])

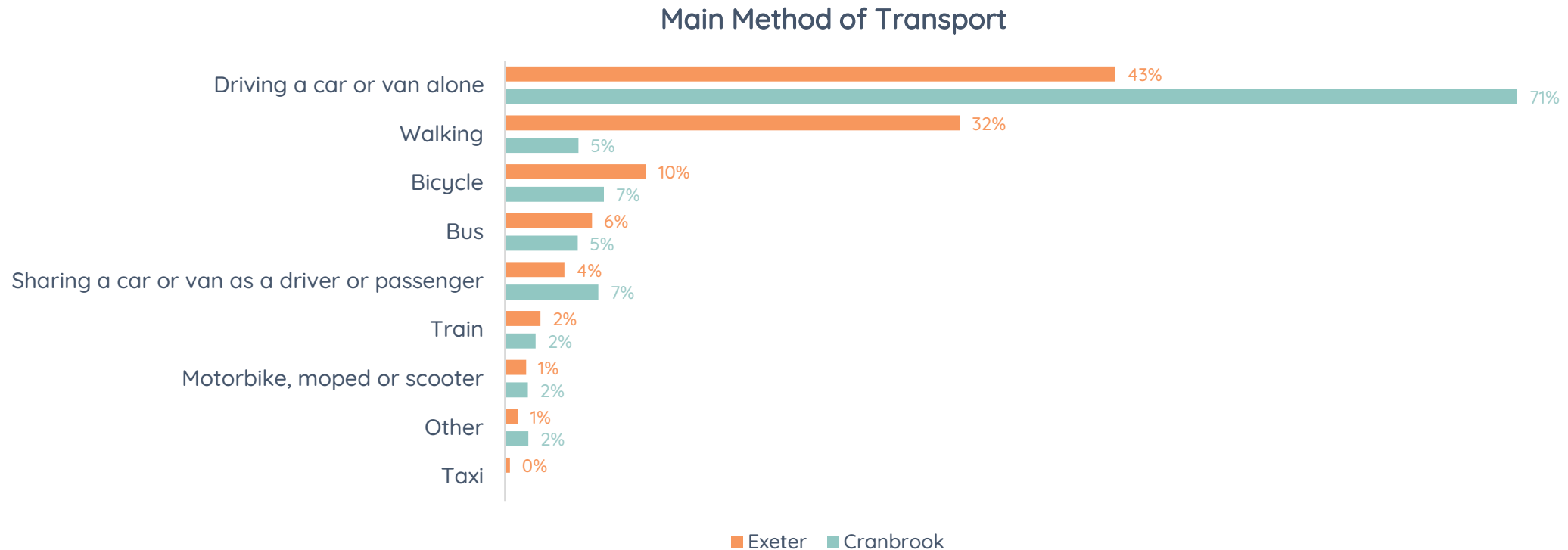
Most people in my area can be trusted  
(agreement scale, 1-5)



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1551]/ [165])

# Main types of transport used for commuting

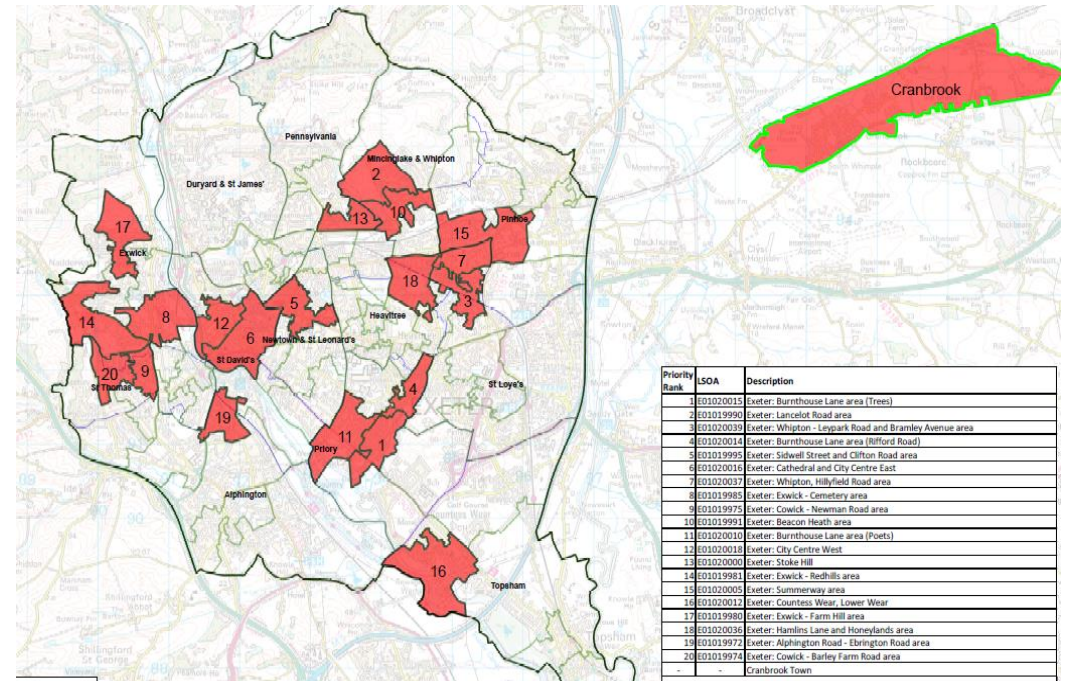
- In both Exeter and Cranbrook, driving a car or van alone was the most popular main form of transport residents used to get to work. A significantly higher proportion of residents from Cranbrook highlighted this was their main method of transport.
- In Exeter, almost a third of residents said their main form of transport was walking. This was not the case in Cranbrook, as a significantly lower proportion of residents stated walking was their main form of transport.
- Riding a bicycle was the third most popular method of transport for both areas.
- When combining walking and cycling, almost half (42%) of residents in Exeter priority areas used active travel methods to commute to work, which was almost identical to the proportion that drive a car or van alone (43%).



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey who work, excluding not stated (weighted [627]/ [109])

# Local Active Lives Survey Methodology (i)

- The Local Active Lives survey is designed for data collection from residents in Live and Move's 20 Priority 'At Risk' LSOAs, which contain the highest incidence of those at risk of physical inactivity and deprivation, as well as all of Cranbrook. The 20 LSOAs are shown in red on the map.



- Increased physical activity is seen as an effective means to tackle inequality, improve health outcomes and foster community cohesion. To create sustainable population level change, the pilot must increase physical activity among those identified as most at risk of inactivity. These are defined as follows:
  - Working age adults on state benefits, no dependent children (estimated at 1.3% in the target LSOAs)
  - Low income families - Public Health Devon data on Children in Poverty + Income Deprivation (c. 9%)



## Local Active Lives Survey Methodology (ii)

- The survey questionnaire for 2023 was designed by Live and Move, SERIO, and Marketing Means, based on the 2019, 2020 and 2022 versions, and incorporated a number of standard Active Lives questions to allow direct comparison with results from other LDPs around the country, as well as with results from the 2019, 2020, and 2022 waves.
- Full interviews were intended to take no longer than about 10 minutes, on average, to complete.
- The questionnaire included sufficient demographic questions to allow identification of members of the population in the two 'At risk' groups noted previously.
- In an effort to gain participation from residents of all types in the specific areas to be targeted, and to achieve a reasonably representative response, Marketing Means deployed four survey methods, based around a 'knock and drop' approach:
  - To boost coverage overall, 40% of the addresses selected in each area of Exeter and Cranbrook received a copy of the questionnaire by post only, with a pre-paid reply envelope.
  - Interviewers called in-person at the remaining 60% of addresses in each area, aiming to interview residents face-to-face using a tablet-based questionnaire.
  - If no answer, or the resident was busy, interviewers left a paper questionnaire and pre-paid reply envelope, allowing the respondent to complete the questionnaire as if it was a postal survey
  - All paper questionnaires included a survey web-link and a unique access code, so that residents could access the online version of the questionnaire, identical to the face-to-face version.

## Local Active Lives Survey Methodology (ii)

- The address list for the survey was generated by Marketing Means using Royal Mail's UK Addresses Postcode Address File software for the 20 selected Exeter LSOAs and for the whole town of Cranbrook.
- Given the target of 1,190 face-to-face interviews, the address list was split into 119 equal allocations for 60 addresses to be used in each day's fieldwork, aiming for 10 interviews to be completed each day, as had proven to be possible in the corresponding 2019, 2020 and 2022 survey fieldwork.
- Cranbrook was deliberately over-sampled in proportion to its population, to give sufficient responses for separate analysis. Of the 119 allocations, 20 were therefore assigned to Cranbrook to achieve a total of at least 200 face-to-face interviews and to aim for a combined total via all methods of 400+ responses.
- All fieldwork was conducted from 17<sup>th</sup> March to 24<sup>th</sup> May 2023.
- A total of 1,852 responses across the Exeter priority areas and Cranbrook were received (after removing any duplicates), which can be broken down by fieldwork method as below:
  - 58% from face-to face interviews (1,082)
  - 35% from postal responses (643)
  - 7% from online responses (127)
- The data has been weighted to correct to the profile of the 20 selected Exeter LSOAs and Cranbrook, based on population estimates.