



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 17th March and 24th 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)

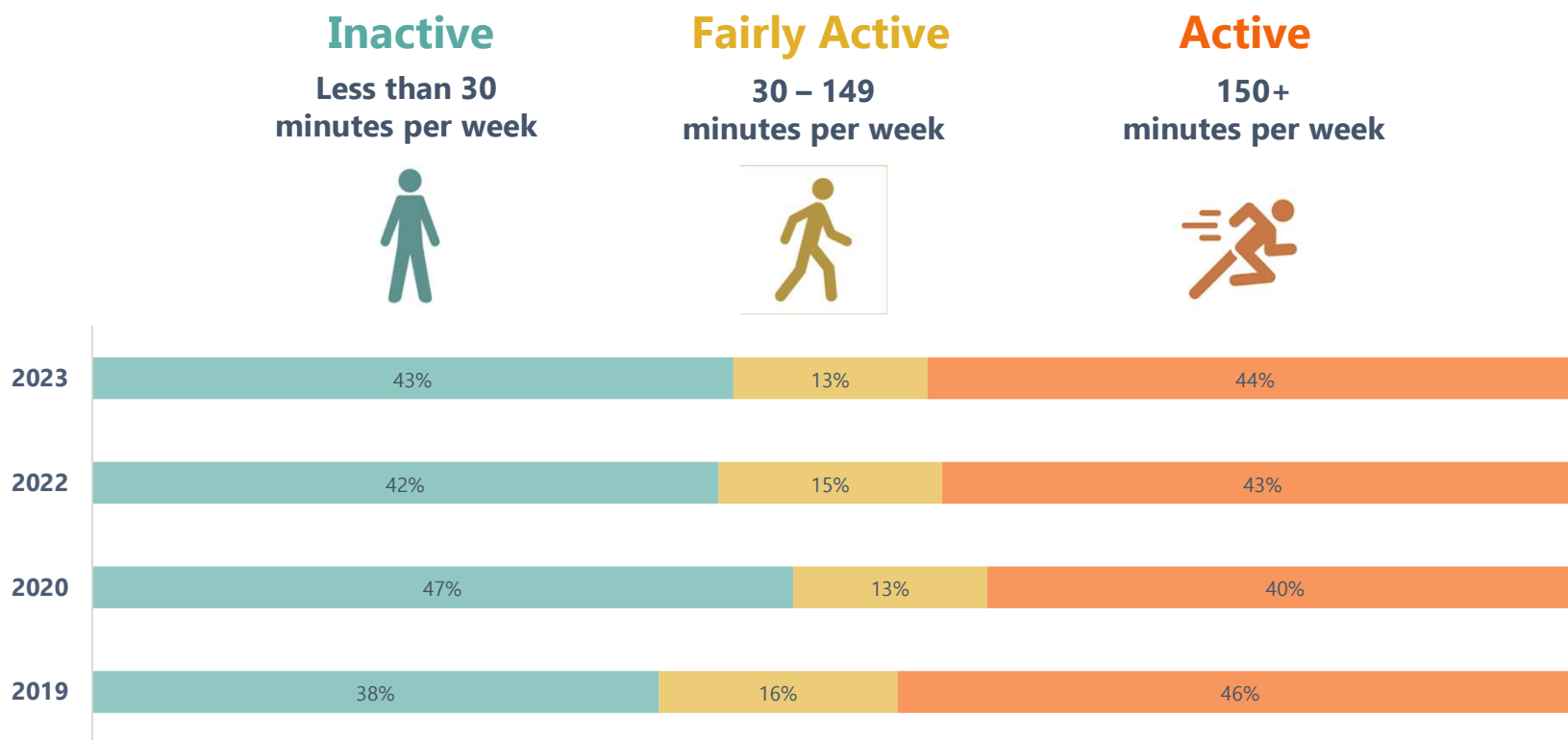
- **Inactivity levels remain stable in Exeter Priority areas** – 43% of Exeter priority area residents are 'inactive' (<30 mins activity in last 7 days), a small but insignificant increase from the previous year (42%). Inactivity levels remain higher than pre-pandemic (38%) and compared to national averages (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.

Activity levels: Exeter priority areas

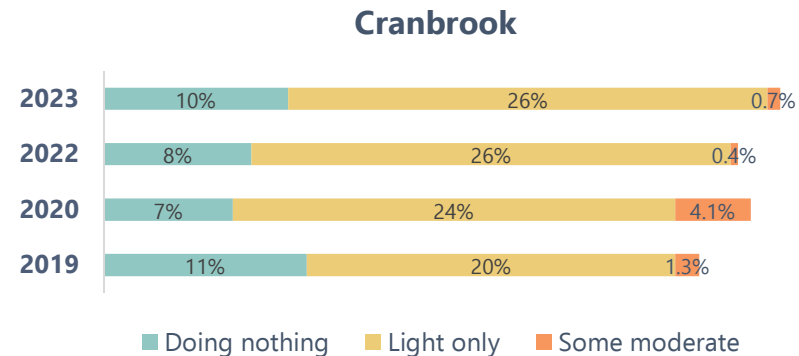
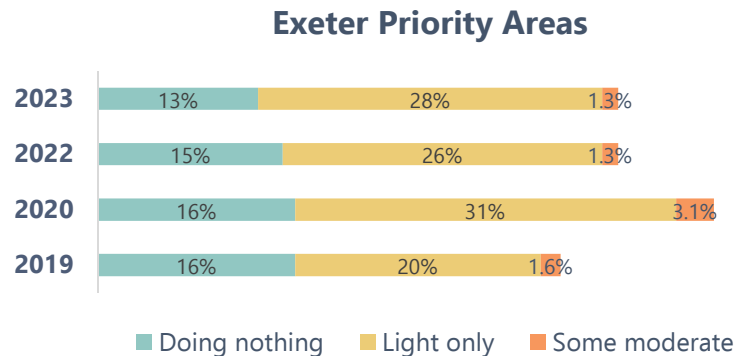
- Activity levels in the Exeter priority areas have remained very similar between 2022 and 2023.
- While there is still a significantly higher proportion of residents who are inactive compared to pre-covid levels, inactivity levels are lower than they were in 2020 during the height of the pandemic.



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

Activity in those who are inactive

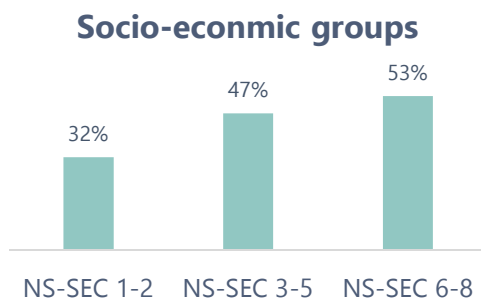
- The charts below consider the physical activity behaviour of those who are inactive, i.e. those who do less than 30 minutes of moderate activity per week, broken down into three further categories:
 - Doing nothing – 0 minutes a week of physical activity
 - Light only – 0 minutes a week of moderate 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.



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives.

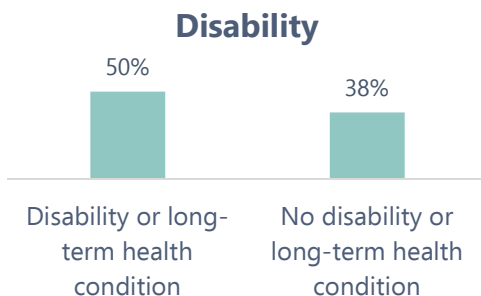
Inequalities in activity levels across demographics

- 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).



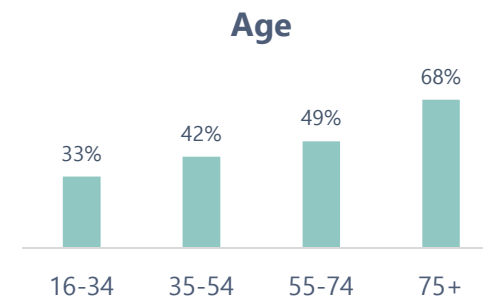
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding don't knows/not stated/ NS-SEC 9 (weighted 702)

- Those 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.



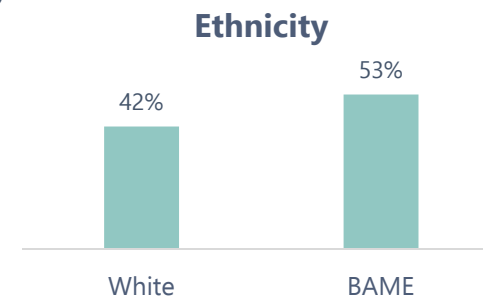
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive including not stated (weighted 737)

- 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)

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

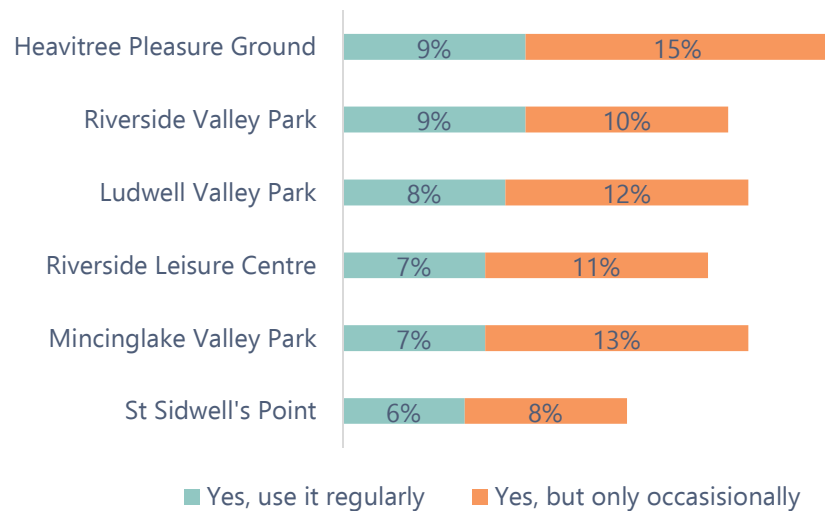


Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 760)

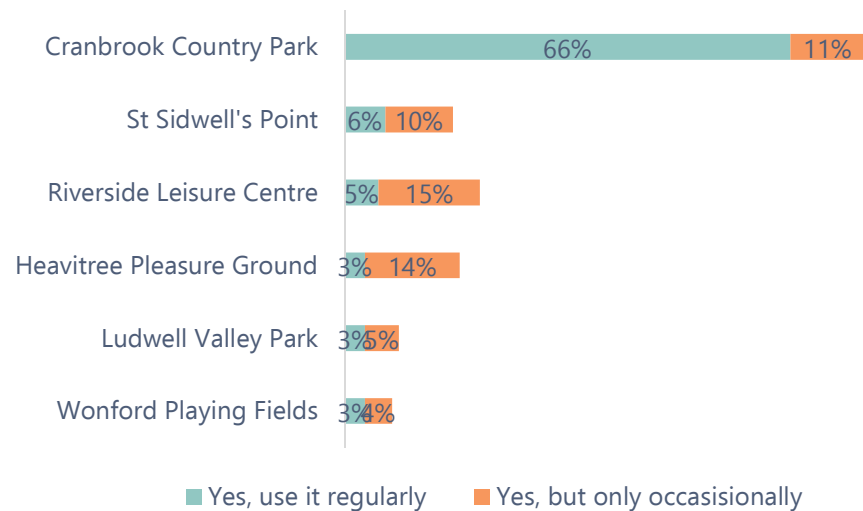
Use of facilities within Exeter and Cranbrook

- 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

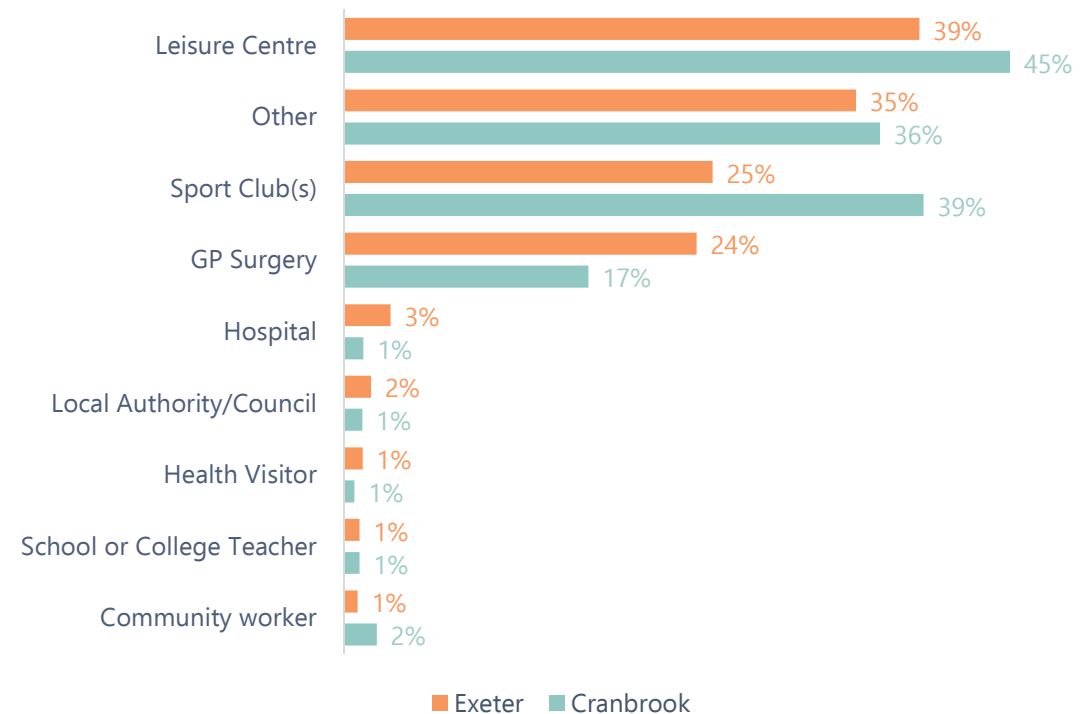


Source: Local Active Lives .Base: All residents 16yrs+ participating in Local Active Lives survey excluding don't knows/not stated.

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'.

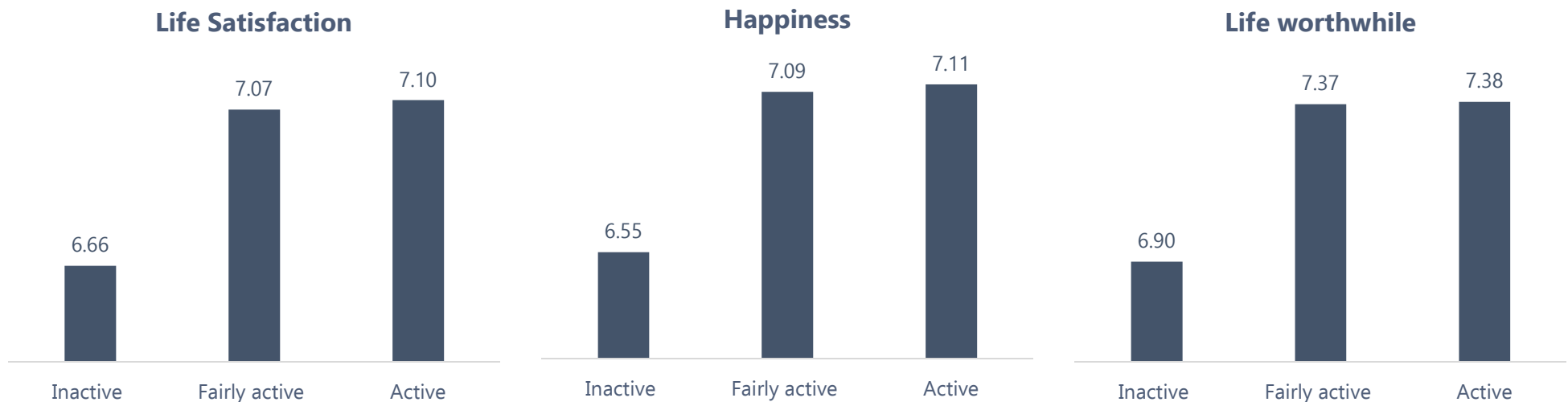
Most used sources of advice on physical activity



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

The relationship between activity and mental wellbeing

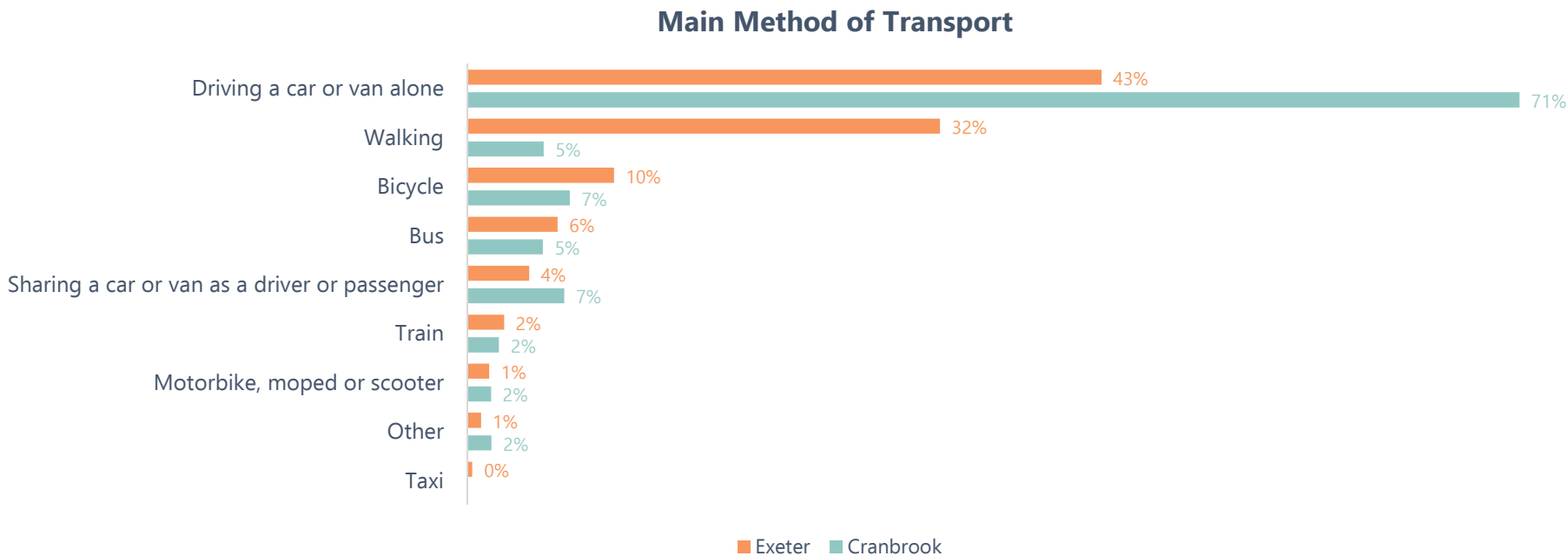
- As with the previous year, the survey results show a positive correlation between physical activity and mental wellbeing. Across three measures of wellbeing (life satisfaction, happiness, and feeling life is worthwhile), those who are active had a higher score on average, and the difference between 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.



Source: Local Active Lives/ National Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated.

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])