



UNIVERSITY OF
PLYMOUTH
Research and Innovation

Live and Move Local Active Lives Survey Results

October 2024



Summary (1/3)

- This report focuses on the results of Wave 5 of the Local Active Lives survey, administered by Marketing Means between 7th May and 8th August 2024, and new secondary data (Sport England's National Active Lives survey for November 22-23) which is relevant in understanding population level change in the target areas.
- The national data indicates that activity levels have remained stable when compared to the previous year.
- The Wave 5 survey is based on a total of 1,843 responses across the Exeter priority areas and Cranbrook. In Exeter this approach mirrored the that of Waves 1, 2, 3 and 4. The approach in Cranbrook was slightly different this year, as the fieldwork was conducted through online interviewing, with paper copies available on request.
- 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 fifth 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 continues to be challenging given the changes to working patterns following the pandemic, with more people now adopting hybrid working. 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 (2/3)

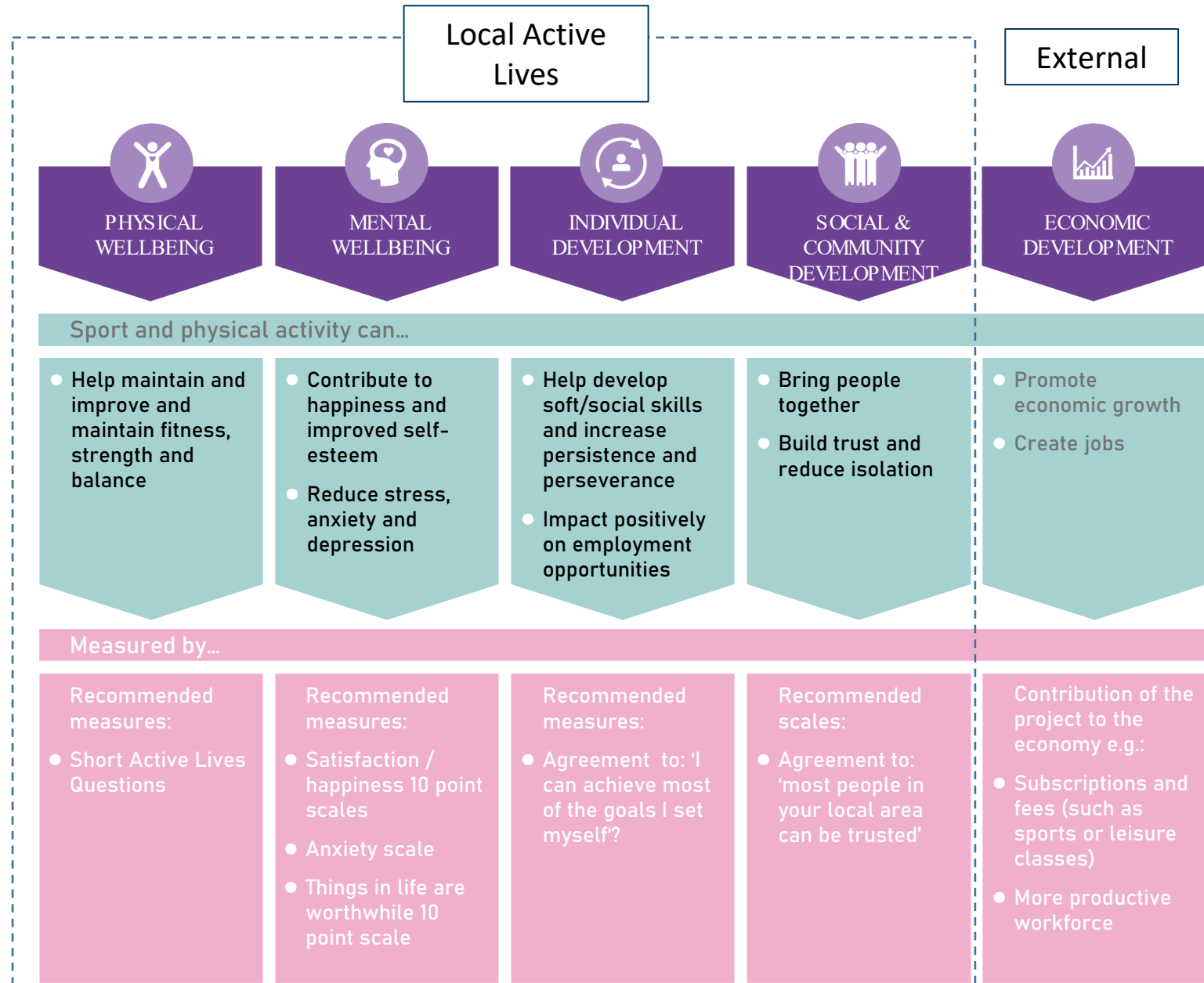
- Inactivity levels remain stable in Exeter Priority areas – 40% of Exeter priority area residents are ‘inactive’ (<30 mins activity in last 7 days), a small but insignificant decrease from the previous year (43%). Inactivity levels remain slightly higher than pre-pandemic (38%), however, unlike previous years, this difference is no longer significant, suggesting they’ve returned to pre-covid levels.
- Inactivity remains higher in Exeter priority areas compared to Cranbrook – Cranbrook experienced a large and significant decrease in inactivity, as well as a large and significant increase in activity. The difference between Exeter and Cranbrook was significant for both inactivity and activity.
- As with previous years, significant inequalities in physical activity exist across multiple demographics - those who are in lower or intermediate occupations, are aged 75+, or have a disability or long-term health condition, are significantly more likely to be inactive compared to their respective counterparts. There was no longer a significant difference between those who were white or BAME.
- Areas of improvement – most demographics experienced a decrease in inactivity, and the most notable groups were those who are BAME, those aged 35-54 or 75+, and those with a disability.
- Changes in moderate activity – When compared to the previous year, there have been small but insignificant increases across all three types of moderate activity for residents in Exeter. Larger increases were seen for Cranbrook across the three moderate activities. Moreover, Cranbrook residents were much more likely to partake in moderate activity compared to residents from Exeter.

Summary (3/3)

- COM-B – Cranbrook residents are more likely to agree with most COM-B measures compared to residents from Exeter Priority areas. As with previous years, 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.
- Mental wellbeing has seen some increases as well as some decreases – In both Exeter and Cranbrook, anxiety has worsened when compared to the previous year, with this change being significant for those in Exeter. Exeter residents reported small, but non-significant increases for all other measures, with no significant difference between current year's results and those from 2019, suggesting a return to pre-covid mental wellbeing. Average scores for most measures from Cranbrook residents have reduced or remained stable, with a small increase in feeling that life is worthwhile, although none of these changes were significant. Furthermore, scores remain higher than scores given by their Exeter based peers, with the exception of anxiety. There was no significant difference across these measures between the two areas for this year's data.





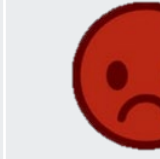
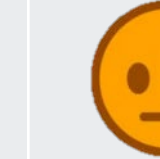





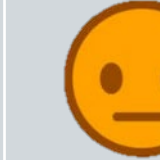
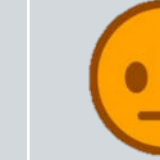

National sport and physical activity participation outcomes




- 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

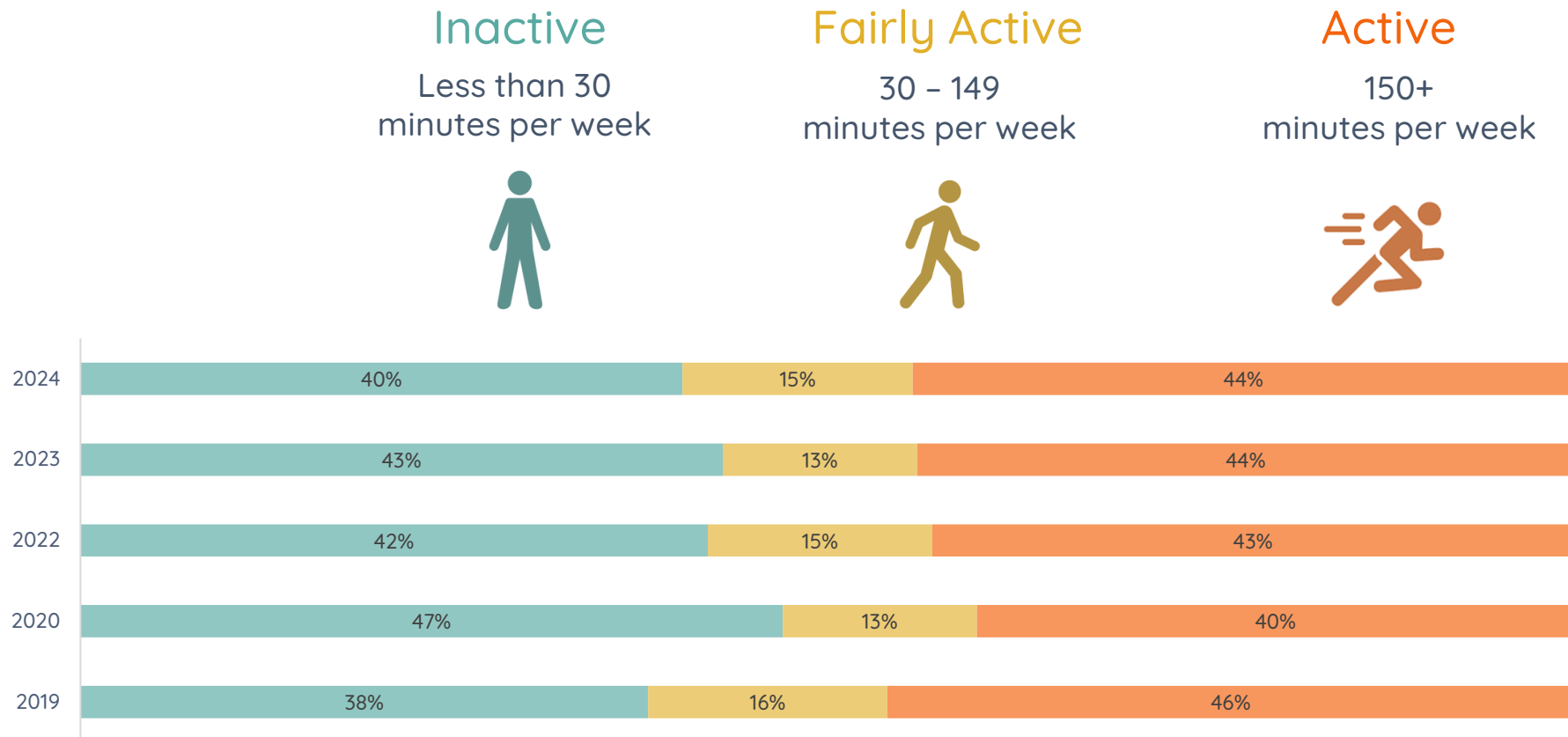


| | Activity | Life Satisfaction | Happiness | Life is Worthwhile | Anxious | Achieve Goals | Trust |
|-----------------------|--|---|---|---|---|---|---|
| | % | 0=Not at all 10=Completely | 0=Not at all 10=Completely | 0=Not at all 10=Completely | 0=Not at all 10=Completely | 1=Strongly disagree 5=Strongly agree | 1=Strongly disagree 5=Strongly agree |
| Exeter priority areas | 44%  | 6.95  | 6.94  | 7.22  | 3.41  | 3.74  | 3.50  |
| Cranbrook | 62%  | 6.99  | 7.19  | 7.49  | 3.48  | 3.69  | 3.51  |

 Significantly higher than 2023
  No statistically significant difference to 2023
  Significantly lower than 2023

Activity levels: Exeter priority areas

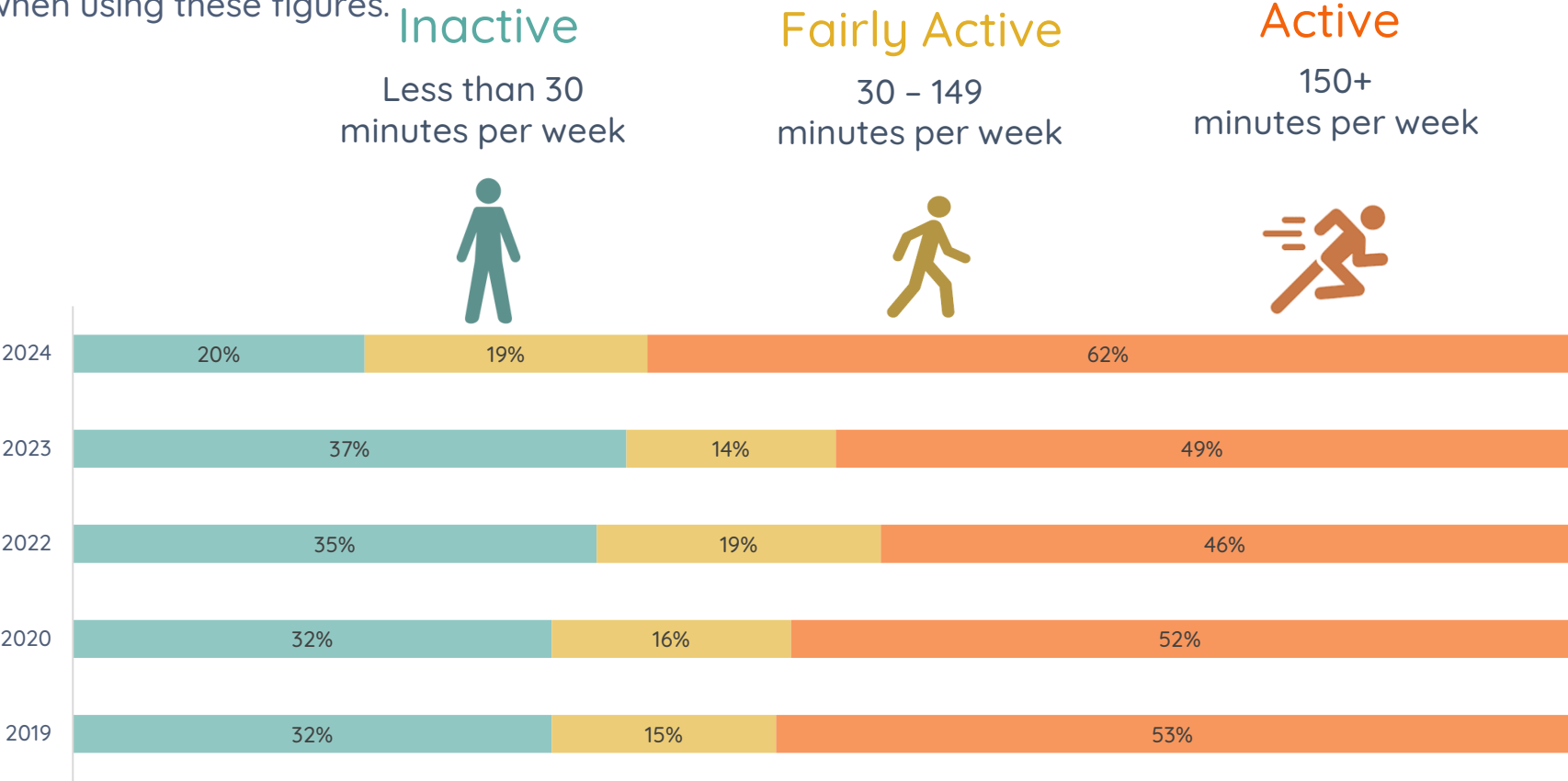
- There has been a small decrease in the proportion of inactive residents in the Exeter priority areas compared to the previous year, as well as a small increase in the proportion of residents suggesting they were fairly active.
- In previous years, there was a significantly higher proportion of residents who were inactive compared to pre-covid levels. However, this is no longer the case in 2024, with no significant difference in the proportion of residents who were inactive compared to the proportion in 2019.



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

Activity levels: Cranbrook

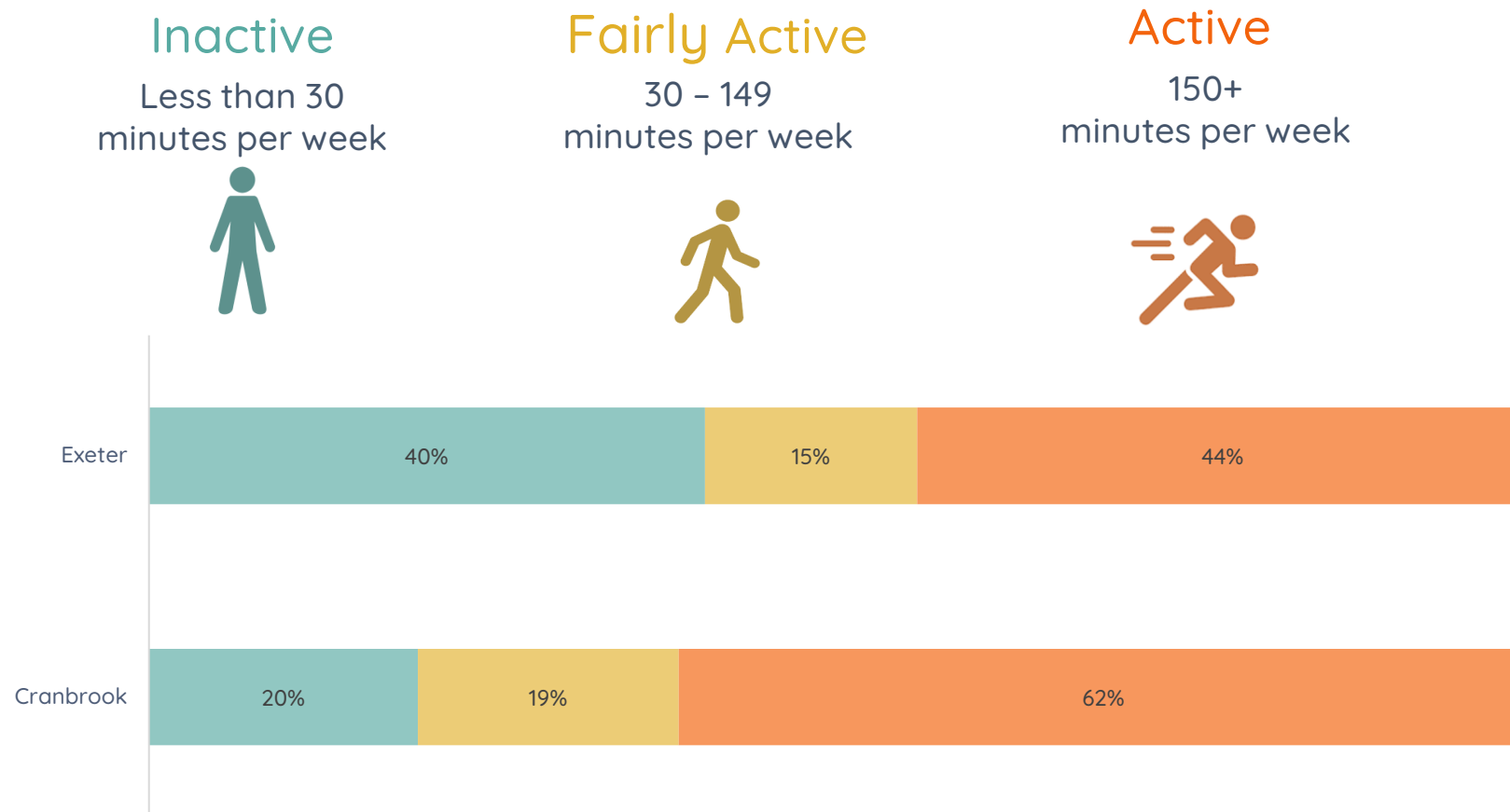
- There has been a substantial decrease in the proportion of residents who reported they're inactive, and this proportion was significantly different to all of the previous years.
- The proportion of residents who suggested they were active was also significantly higher than the proportion from 2022.
- It is unclear why there been such a substantial change this year compared to all previous years, and so caution is advised when using these figures.



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

Exeter and Cranbrook activity comparison

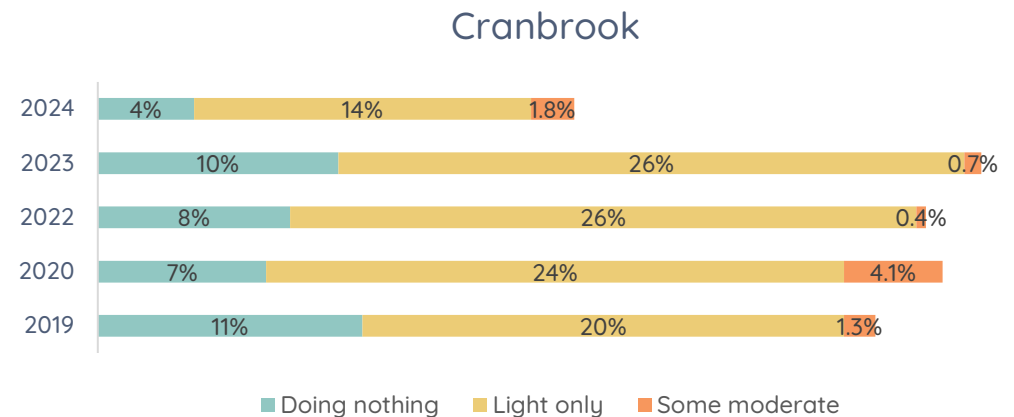
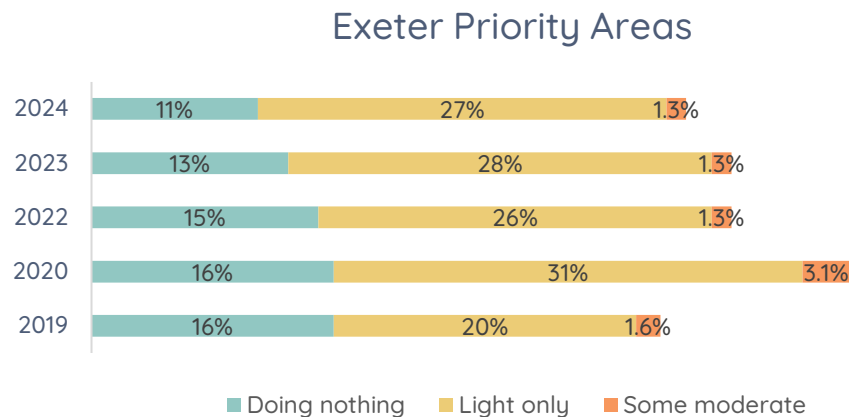
- As with previous years, residents within Cranbrook reported lower levels of inactivity, and higher levels of activity, compared to those within the Exeter priority areas. However, unlike the previous year, this difference was significant in both cases.



Source: Local Active Lives .Base: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1,650] / [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, when compared to all previous years, a lower proportion of those who reported themselves as inactive indicated they did no physical activity. A similar proportion suggested they did some light activity compared to 2023 and 2022, although this was slightly lower than 2020, and higher than 2019. Those reporting doing some moderate activity remained the same as both 2023 and 2022.
- In Cranbrook, differences across the three categories were much larger when compared to previous years, likely due to the big increase in the proportion of people reporting being more active (see previous slide). For example, there were much smaller proportions of residents reporting they did nothing, or only light exercise, compared to previous years.



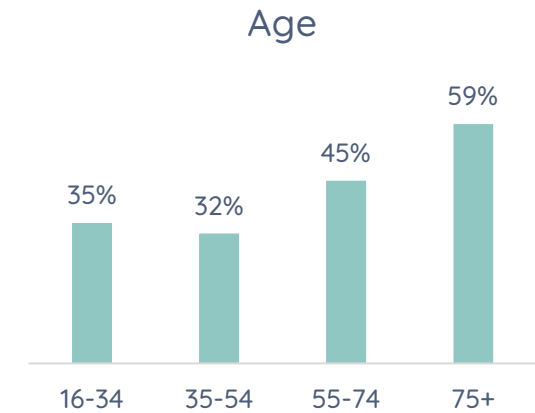
Inequalities in activity levels across demographics

- 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). In addition to this, those in lower occupations are significantly more likely to be inactive compared to those in intermediate occupations.



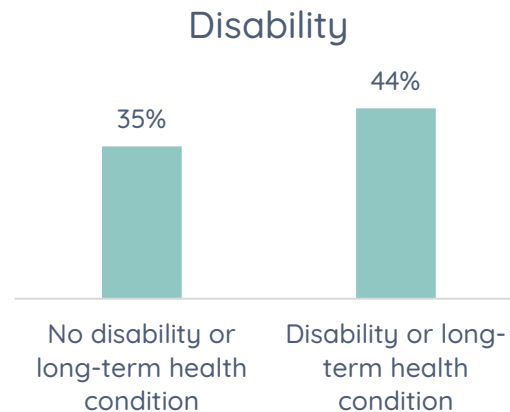
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding don't knows/not stated/ NS-SEC 9 (weighted 644)

- Those aged 75+ were significantly more likely to be inactive compared to all other age groups. Furthermore, those aged 55-74 were significantly more likely to be inactive than both those aged 35-54 and 16-34.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 674)

- 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 684)

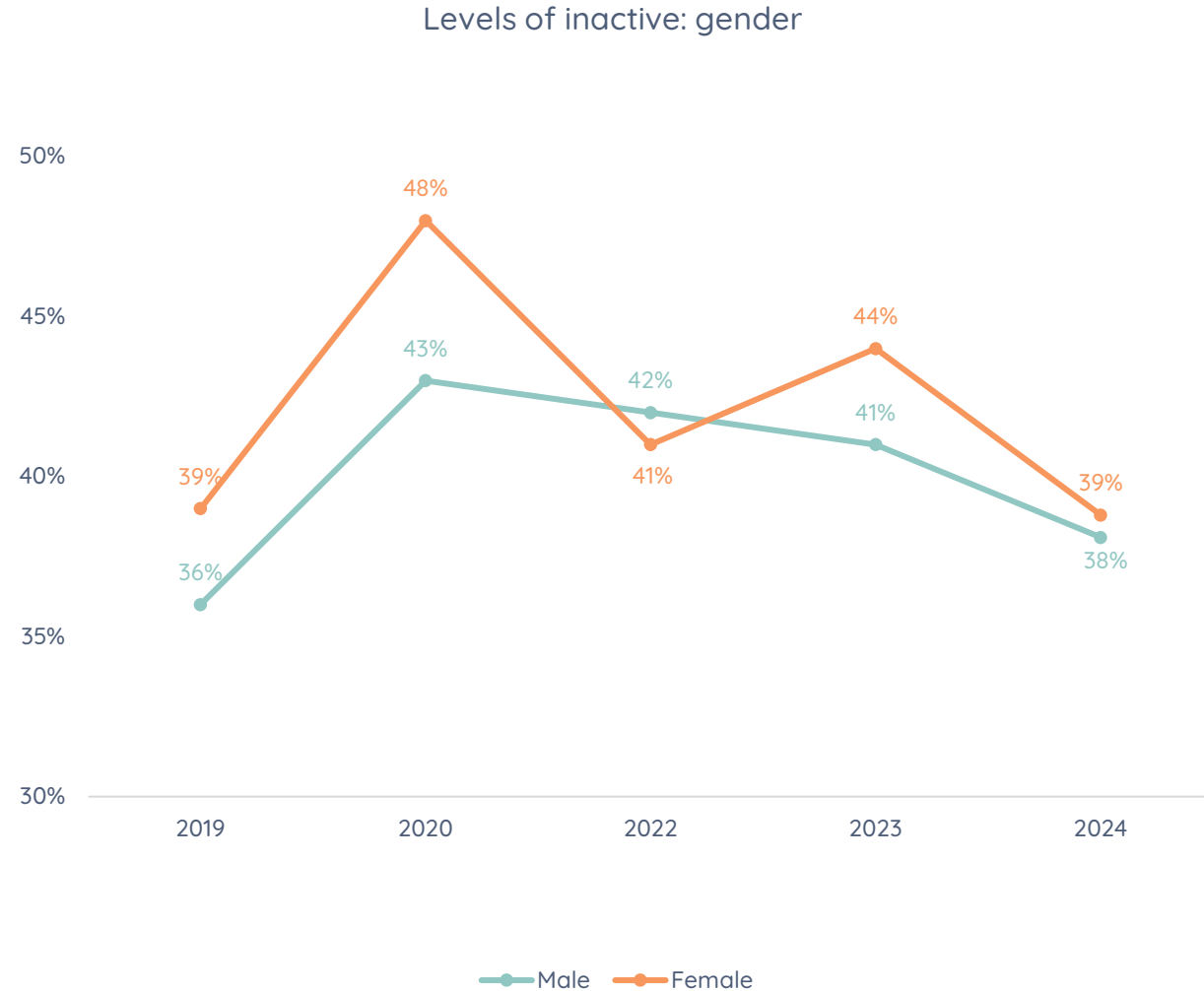
- There was no significant difference in inactivity between those who were white or BAME.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 688)

Inactivity between males and females

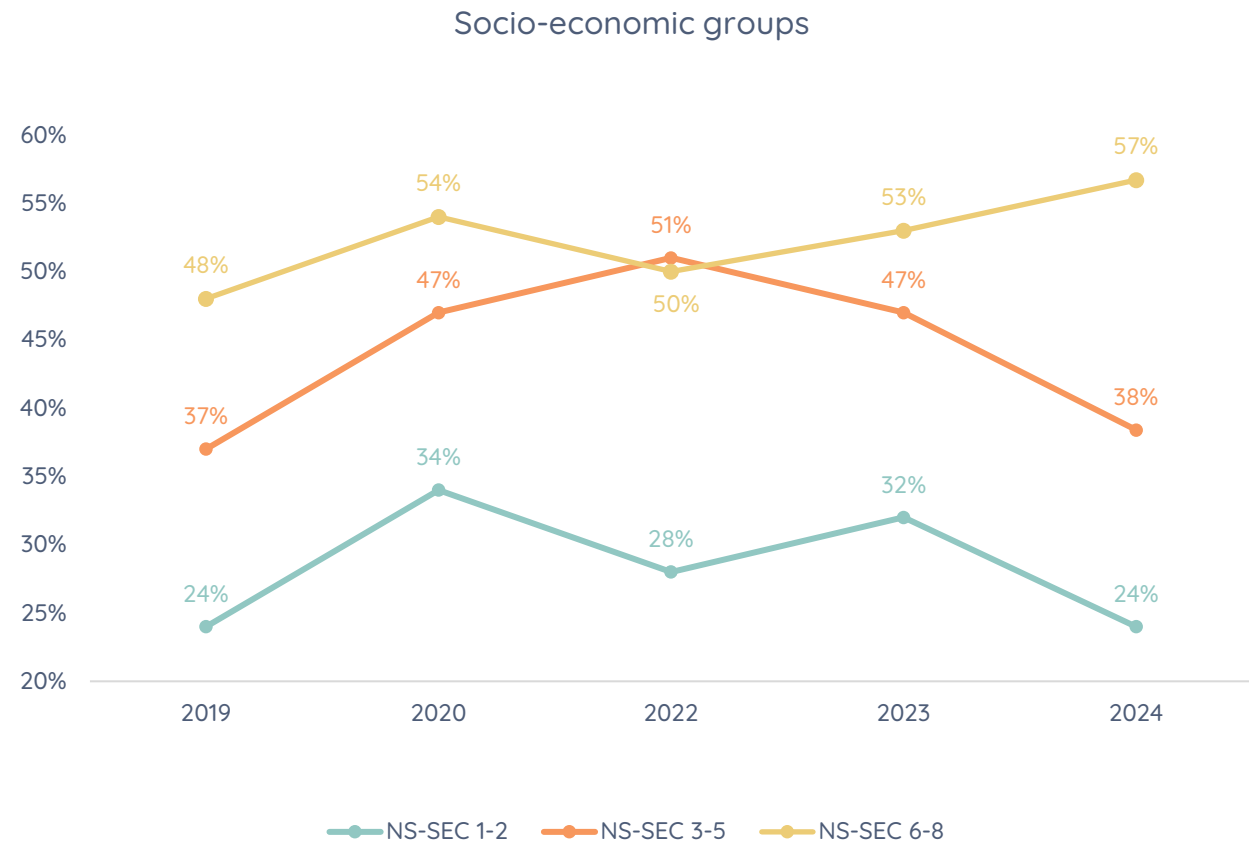
- Female inactivity rates have decreased and are now the same as they were in 2019.
- Male inactivity rates continue to decline and remain lower than females. However, they are not yet back to their 2019 levels.
- This is different to the national trend which shows no change in activity levels for both males and females compared to the previous year.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 692).

Inactivity across different socio-economic groups

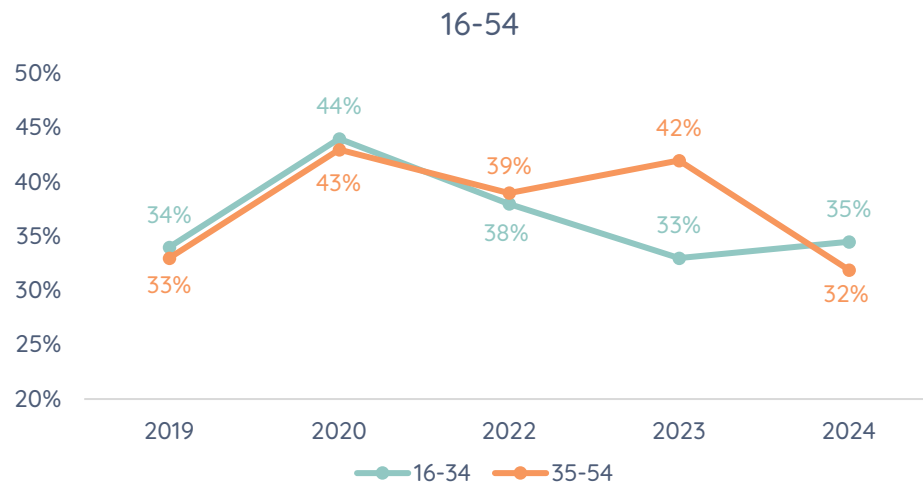
- The least affluent are a priority for Live and Move. The Local Active Lives baseline survey showed Live and Move's priority areas have a higher proportion of residents in the lower paid NS-SEC occupations compared to Exeter as a whole.
- Inactivity levels continue to remain lowest for those in higher occupations. Levels of inactivity have reduced significantly compared to the previous year and have now returned to what they were in 2019.
- Similarly, inactivity levels for residents in intermediate occupations are also almost at the same level as they were in 2019, although the difference was not significantly different to the previous year.
- Inactivity continues to increase in the lowest social-economic group, and this difference is now significantly different compared to that of 2019.
- These local trends are also different to the national trends, which suggest no change in activity over the last 12 months across the three socio-economic groups.



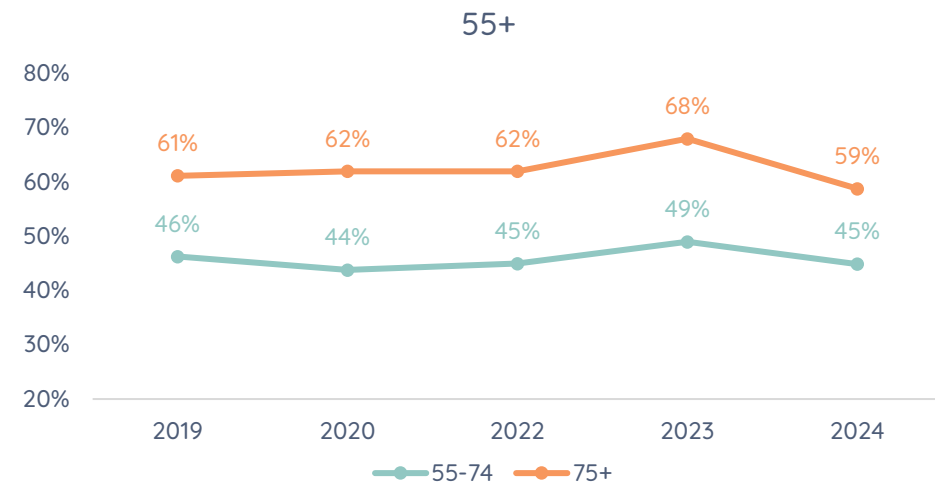
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey excluding don't knows/not stated/ NS-SEC 9 (weighted 644)

Inactivity across age groups

- Inactivity levels in those aged 16-34 increased slightly, but are similar to both the previous year, as well as 2019.
- Those aged 35-54 experienced a significant decrease in inactivity when compared to the previous year. This figure is also now in line with that of 2019.
- Both those aged 55-74 and 75+ experienced a decrease in inactivity compared to the previous year, although these differences were not significant.
- The national data suggests activity in the youngest age group is stabilising, with little change compared to the previous year, which is reflected in these local results. The national trend also suggests there has been little change for those in the 35-54 age range, however in the local survey there was quite a substantial drop in inactivity. The national data also suggests those aged 55-74 experienced very little change compared to the previous year, which is different to the local findings. Finally, national data shows a small increase in activity for those aged 75+, which is effectively mirrored in the local data, as inactivity has decreased compared to the previous year.



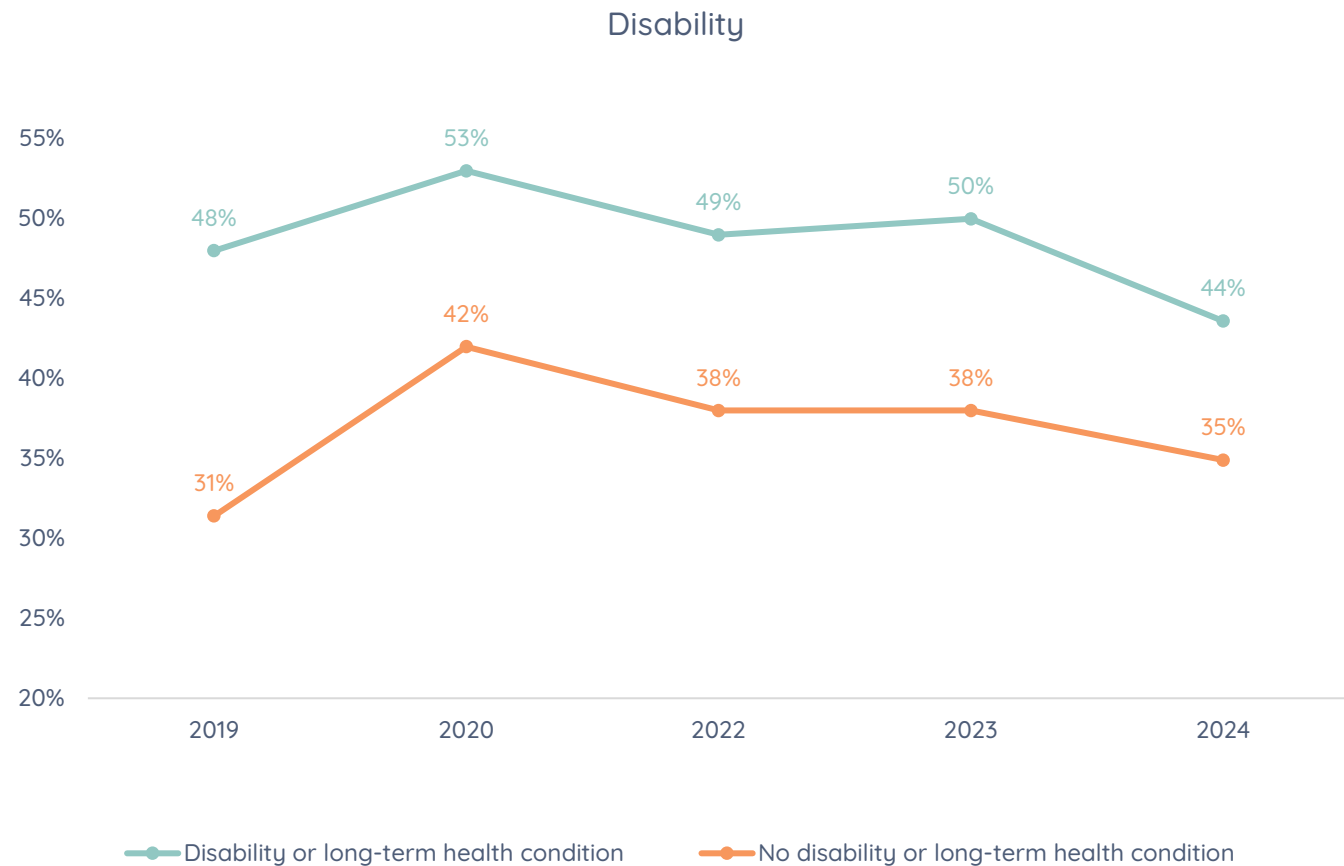
Source: Local Active Lives. Base: All residents 16-34 and 35-54 participating in Local Active Lives survey who are inactive (weighted [245] [171]).



Source: Local Active Lives. Base: All residents 55-74 and 75+ participating in Local Active Lives survey who are inactive (weighted [177] [81]).

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

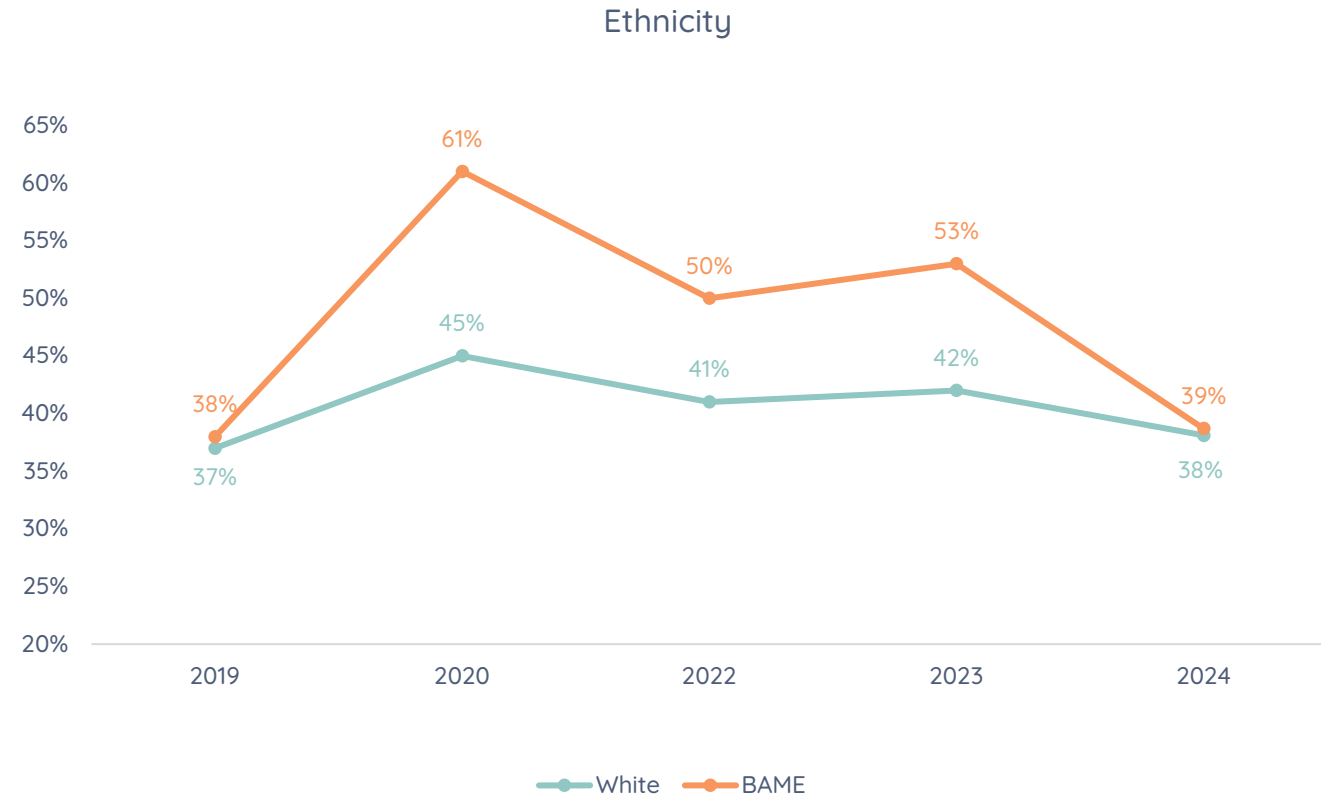
- Inactivity rates remain significantly higher for those with a disability or long-term health condition than for those without.
- Inactivity rates for those with a disability or long-term health condition, have decreased to below what they were in 2019, and are significantly different to figures from 2020.
- Inactivity levels in those without a disability or long-term health condition have decreased slightly and are no longer significantly higher than what they were in 2019.
- National data suggests little change in activity compared to the previous year, whereas local data suggests a decrease in inactivity for both groups.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 684).

Inactivity gap between BAME and White residents

- Unlike the previous year, there was no significant difference for inactivity between the two groups. The proportion of residents reporting inactivity is now comparable to 2019 for both groups.
- Inactivity rates amongst BAME respondents have decreased substantially since 2023 and are now significantly different to 2020.
- Inactivity in White respondents has also decreased slightly, and as with BAME residents, is now significantly lower than 2022 figures.
- Nationally, it has not been possible to compare specific ethnic groups as sample sizes are too small. The national data shows that, unlike the local data, activity levels for BAME groups has stayed relatively stable over time since the National Active Lives began.

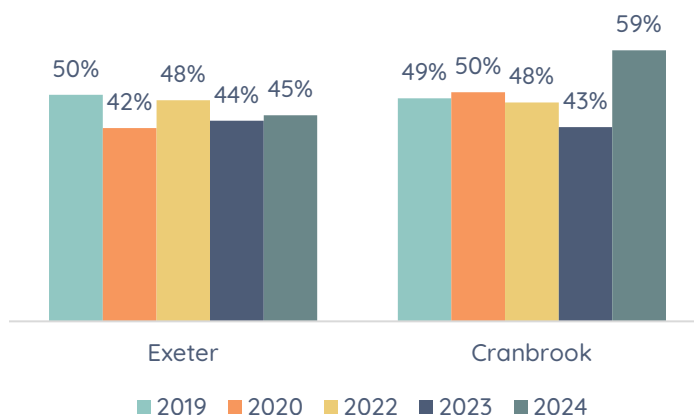


Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 688).

Engagement in different types of moderate activity

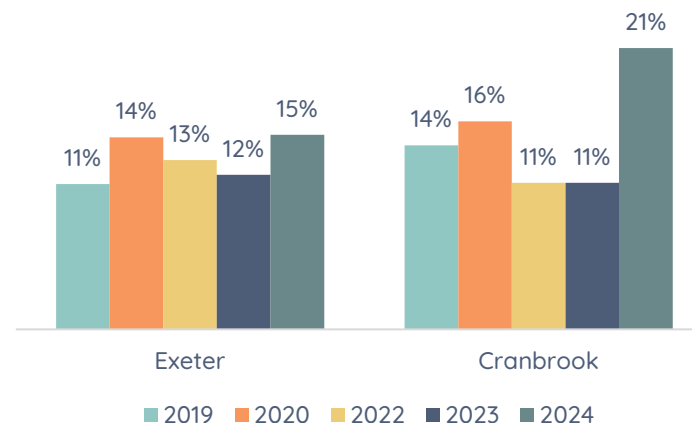
- As was the case in 2023, in 2024, the proportion of those in Exeter's priority areas taking part in moderate walking activity was significantly lower compared to both 2022 and 2019. Cranbrook residents reported an increase in moderate walking activity, and this was significantly higher than 2023, but not the other years.
- In Exeter, cycling has increased slightly and is now at its highest point and is also significantly higher than 2019. In Cranbrook, moderate cycling has also increased, although there is no significant difference between any of the years.
- The proportion of residents who engage in sports/fitness activities is noticeably larger in Cranbrook compared to Exeter. In both areas, there has been an increase compared to the previous year, although this was bigger in Cranbrook. For both areas, 2024 activity was significantly higher than both 2022 and 2020.

Moderate activity in last 7 days:
walking



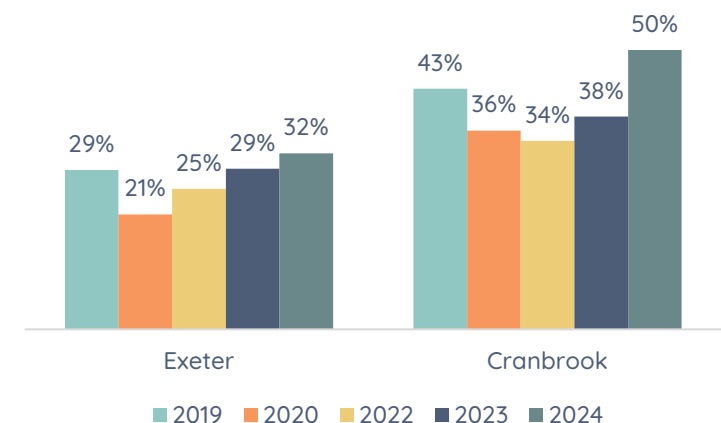
Source: Local Active Lives .Base: Exeter priority areas/
Cranbrook - All residents 16yrs+ participating in Local Active
Lives survey excluding not stated (weighted [1,592]/ [166])

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 [1627]/ [177])

Moderate activity in last 7 days:
sports/fitness

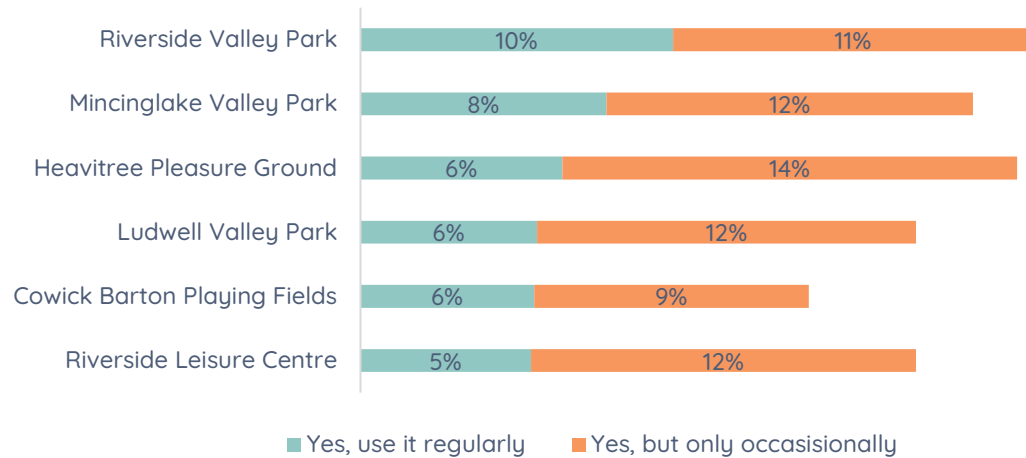


Source: Local Active Lives .Base: Exeter priority areas/
Cranbrook - All residents 16yrs+ participating in Local Active
Lives survey excluding not stated (weighted [1,625]/ [173])

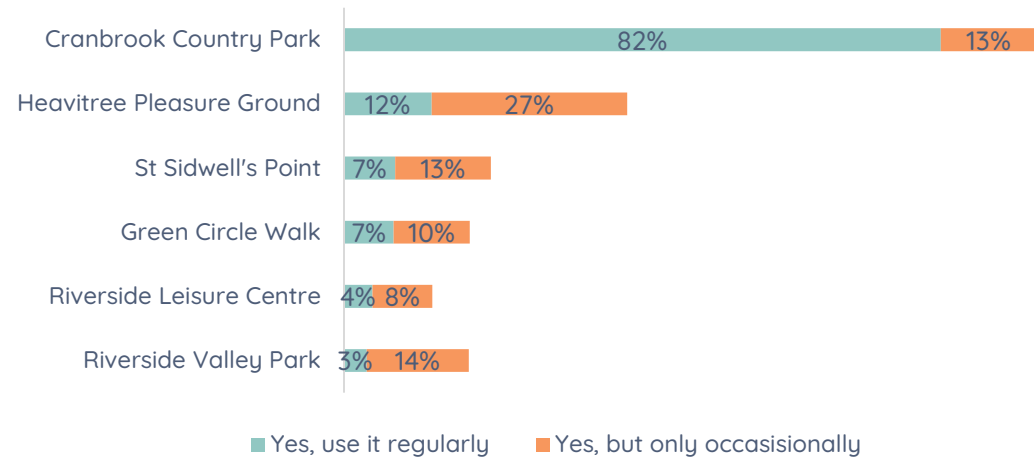
Use of facilities within Exeter and Cranbrook

- 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 years.
- As might be expected, Cranbrook Country Park was once again the most used space for physical activity amongst Cranbrook residents. A few facilities were also commonly used by both areas, these being Riverside Valley Park, Heavitree Pleasure Ground and Riverside Leisure Centre.

Use of facilities: Exeter priority areas



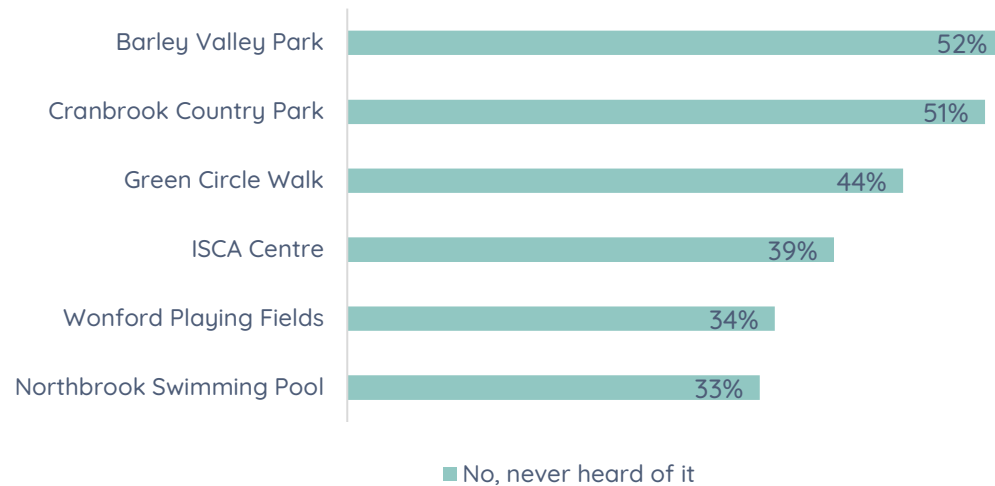
Use of facilities: Cranbrook



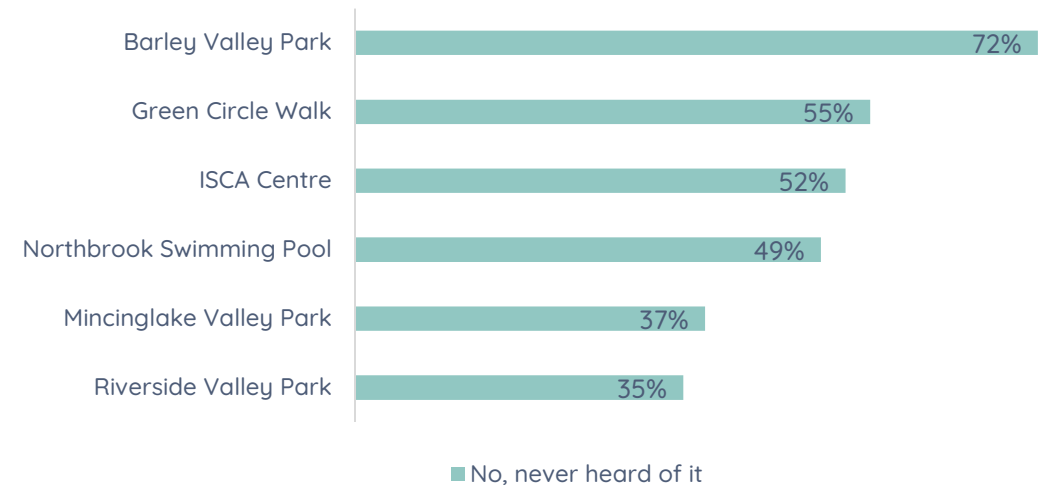
Least known facilities within Exeter and Cranbrook

- 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.
- Barley Valley Park was the least known site for both residents in the Exeter priority areas and Cranbrook. The Green Circle Walk, ISCA Centre and Northbrook Swimming pool were also some of the least known facilities for residents in both the Exeter priority areas, as well as residents in Cranbrook.

Least known sites (Exeter priority area residents)



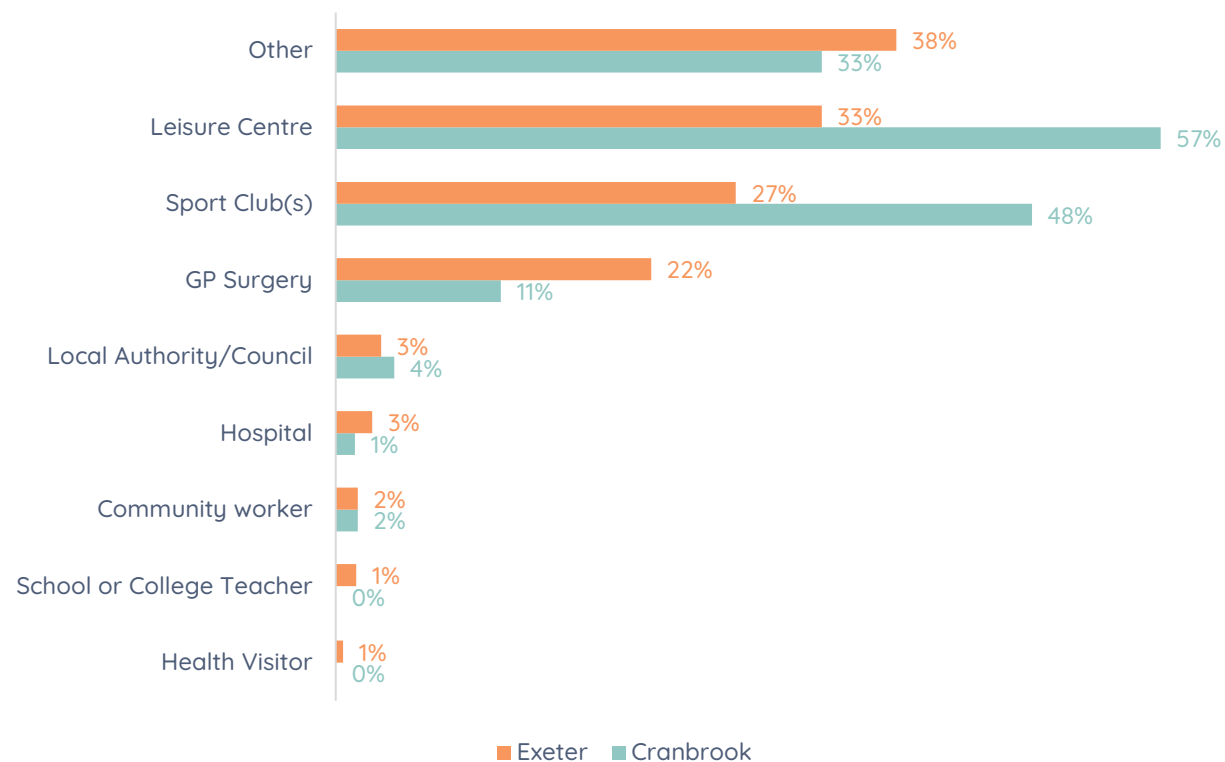
Least known sites (Cranbrook residents)



Where are residents looking for advice surrounding physical activity?

- 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 'Online/Internet' or 'Family/Friends'.
- Leisure centres and sports clubs are also some of the most common sources of advice for physical activity information for residents from both Exeter priority areas and Cranbrook, although those from Cranbrook are much more likely to use these.
- GP surgeries are also a common source of advice and are more common with those in Exeter compared to Cranbrook. This suggests that working with GP surgeries may be more effective in Exeter priority areas than in Cranbrook.

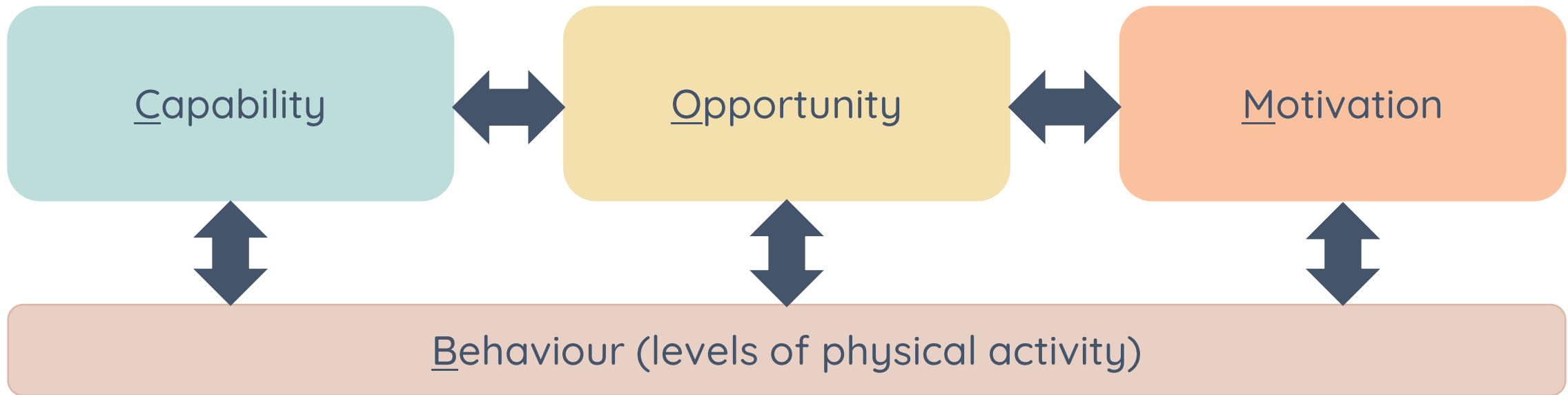
Most used sources of advice on physical activity



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*):

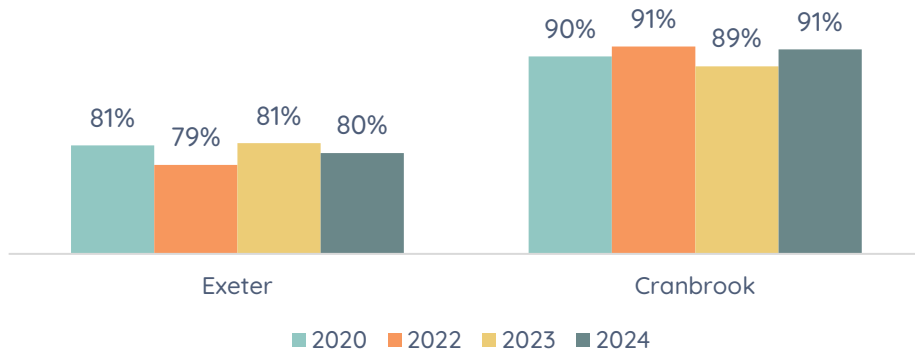


- Questions reflecting the different elements of the COM-B model were added to the Local Active Lives survey in 2020, providing a baseline of capability, opportunity and motivation in Live and Move's target areas, from which to compare to in subsequent years.

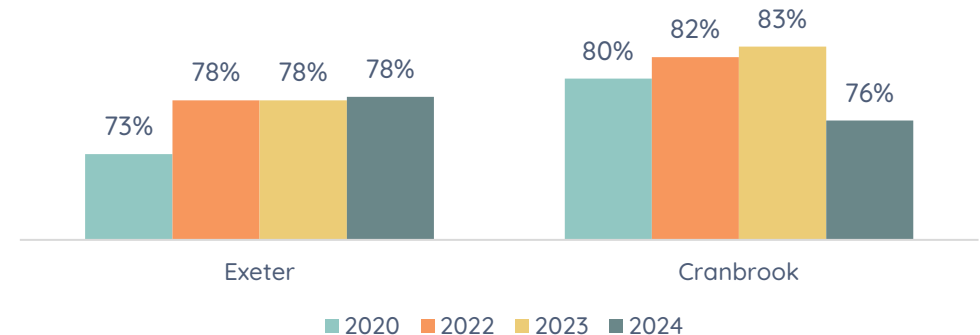
Do residents feel they have the ability and opportunity to be physically active?

- As with the previous year, 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 both areas across all four 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 (91%) compared to those that feel they have the opportunity to be (76%).
- As with 2023 and 2022, 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

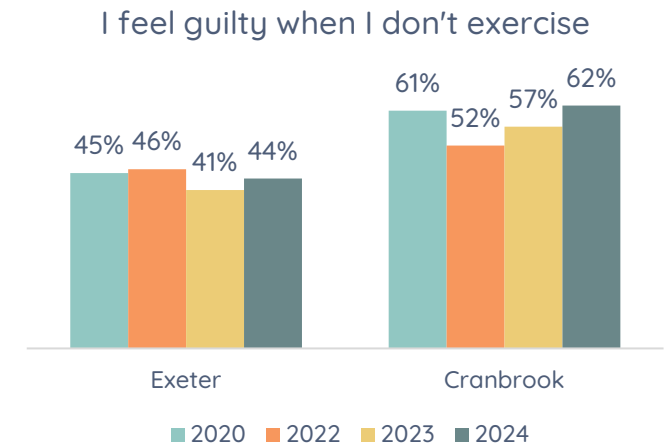
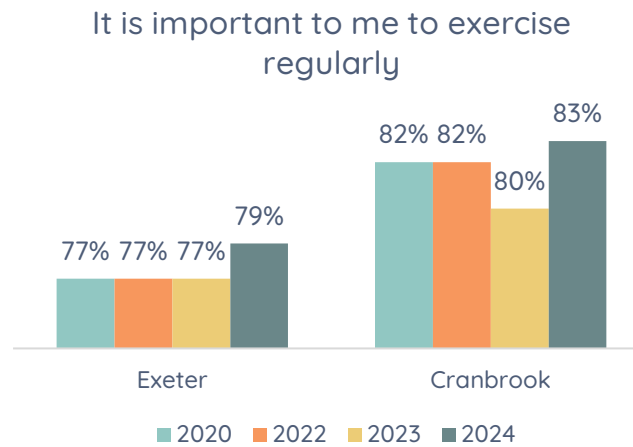
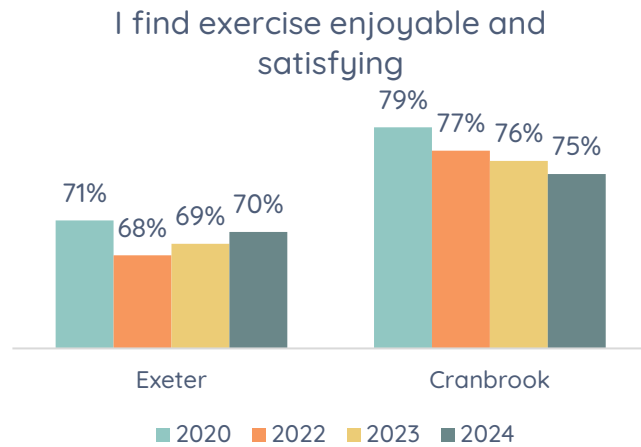


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1642]/ [177])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1641]/ [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.
- As with the previous year, 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, although there appears to be a downward trend for finding exercise enjoyable for those in Cranbrook.



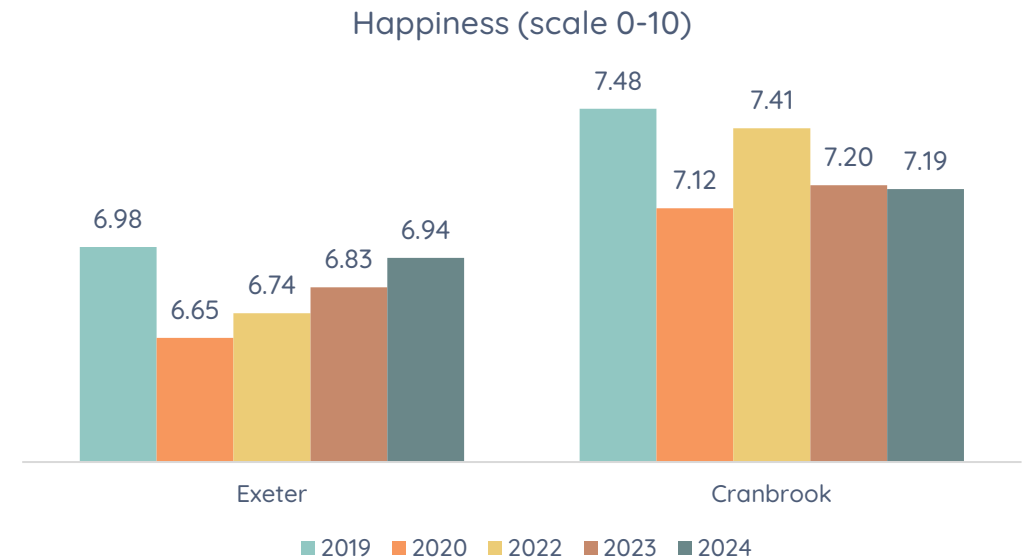
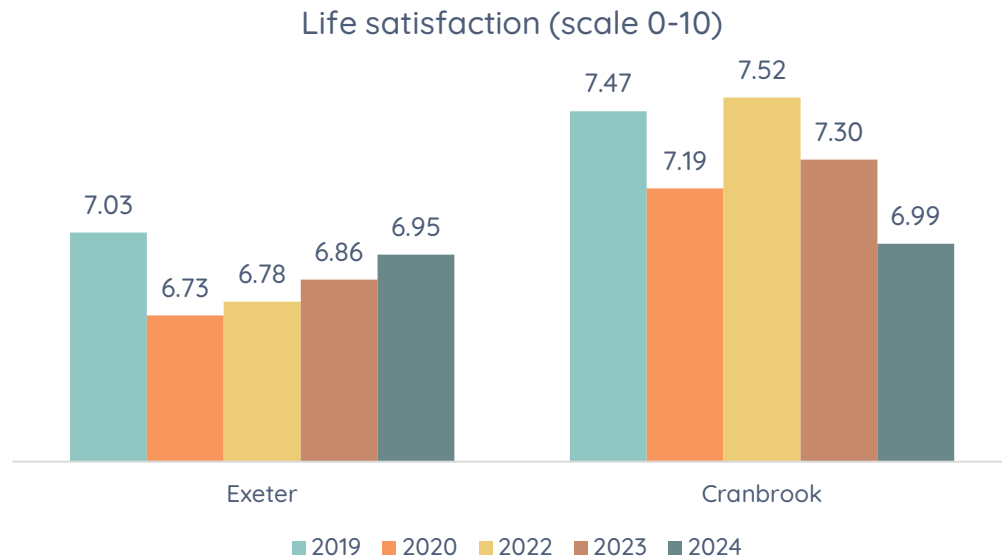
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1635]/ [177])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1647]/ [177])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1601]/ [177])

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 continued to increase in the years since, and while still lower, there is no longer a significant difference for both variables when comparing between 2024 and 2019, suggesting a return to pre-covid levels.
- For Cranbrook residents, there has been a slight reduction in both measures compared to the previous year, although there were no statistically significant differences.
- There was no significant difference between the two areas for this years data.

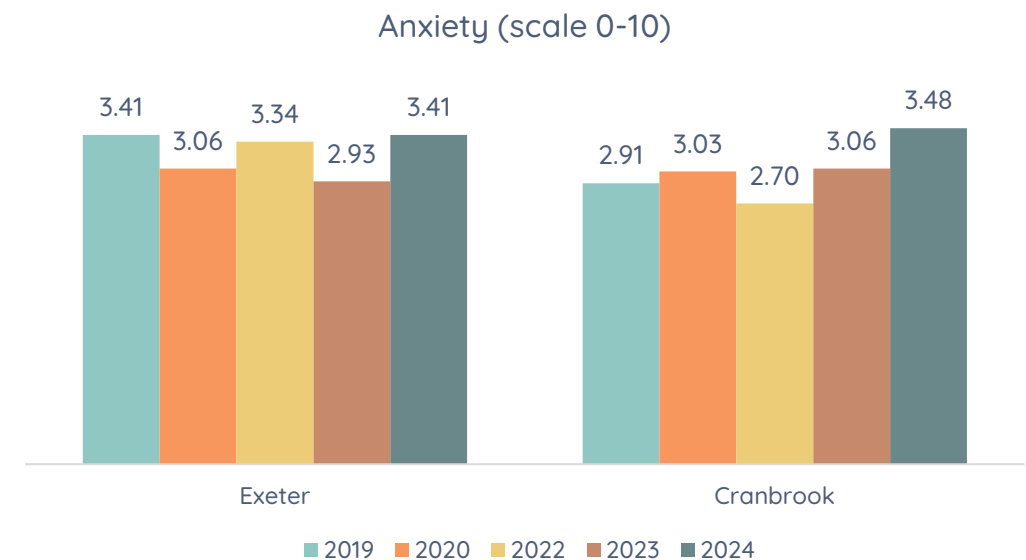
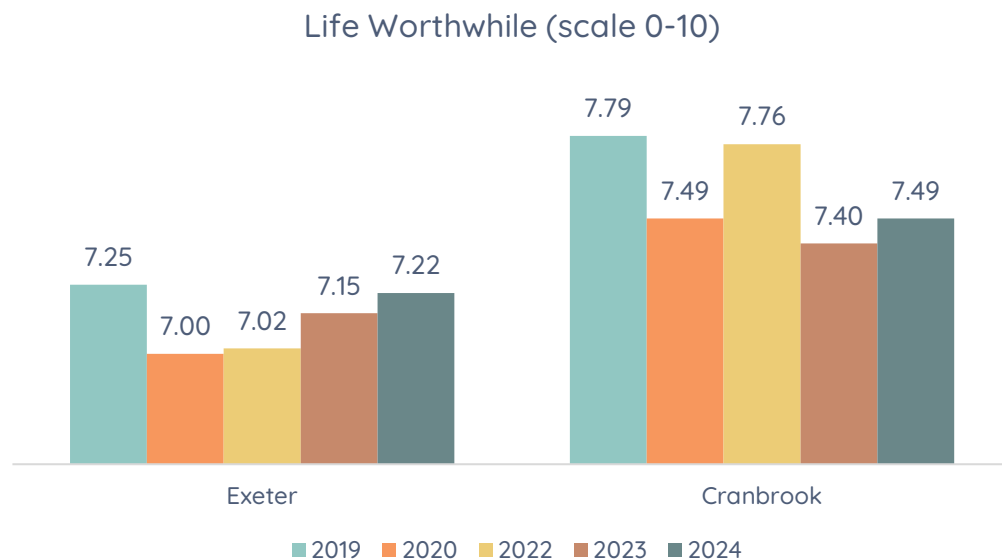


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1652]/ [177])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1649]/ [177])

Life worthwhile and anxiety scores

- For the measure of mental wellbeing ‘the extent to which things in life are worthwhile’, average scores have generally continued to increase each year since 2020 and are now approaching pre-covid levels in Exeter. The average score in Cranbrook has also increased slightly from the previous year. These increases were not significant.
- There has been an increase in anxiety in both Exeter and Cranbrook, and those in Exeter now have significantly higher anxiety scores than in the previous year. Anxiety levels in Cranbrook were not significantly higher than what they were in 2023.
- As with the previous slide, there was no significant difference between the two areas in 2024.

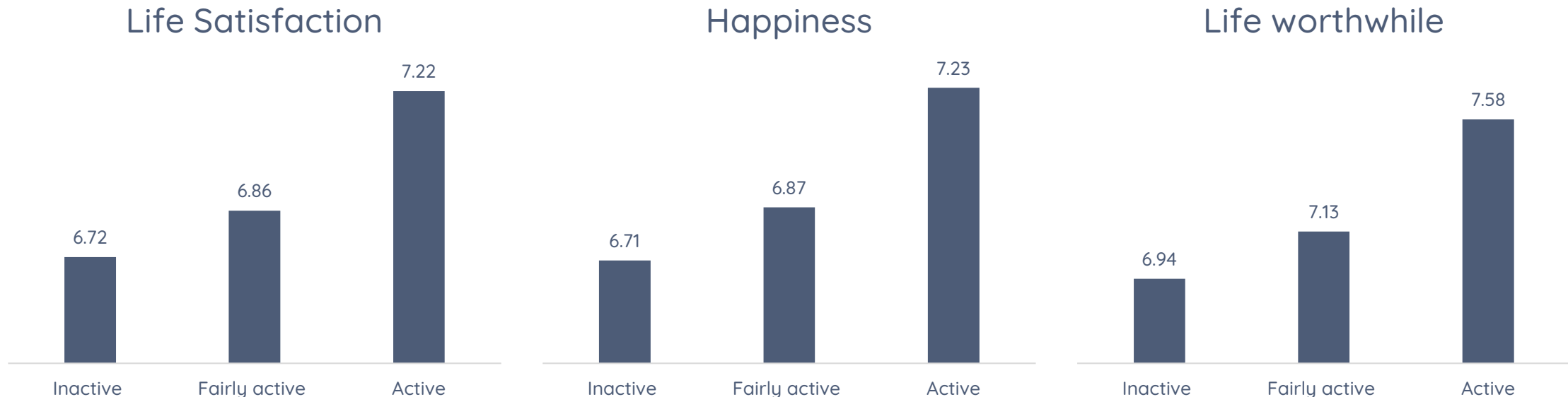


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1644]/ [177])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1645]/ [177])

The relationship between activity and mental wellbeing

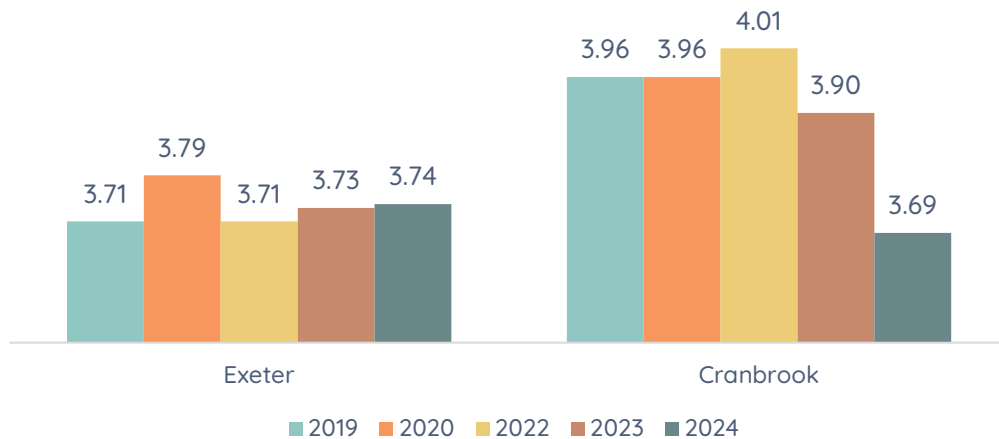
- As with previous years, these results show a positive correlation between physical activity and mental wellbeing. Across three measures of wellbeing (life satisfaction, happiness, and feeling life is worthwhile), those who are active had a higher score on average. Furthermore, this score was significantly different for those who were active compared to both those who were fairly active or inactive.
- 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

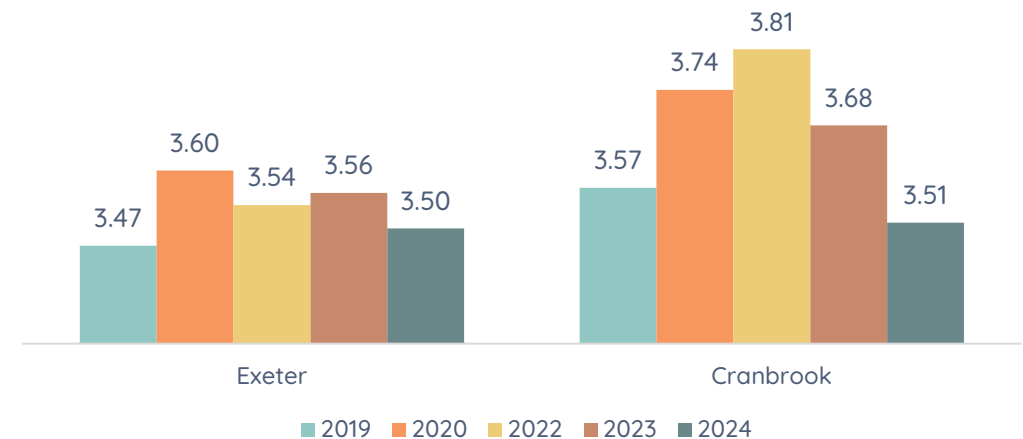
- In Exeter, the average scores for resilience has continued to increase since 2022. The average trust score has decreased slightly compared to the previous year. Neither of these differences are significant.
- Cranbrook has experienced a decrease in both measures, and resilience is now significantly lower than 2019-2022 (although not 2023), and trust is significantly lower than 2022.
- There was no significant difference between Exeter priority areas and Cranbrook for either of these measures in 2024.

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 [1634]/ [176])

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

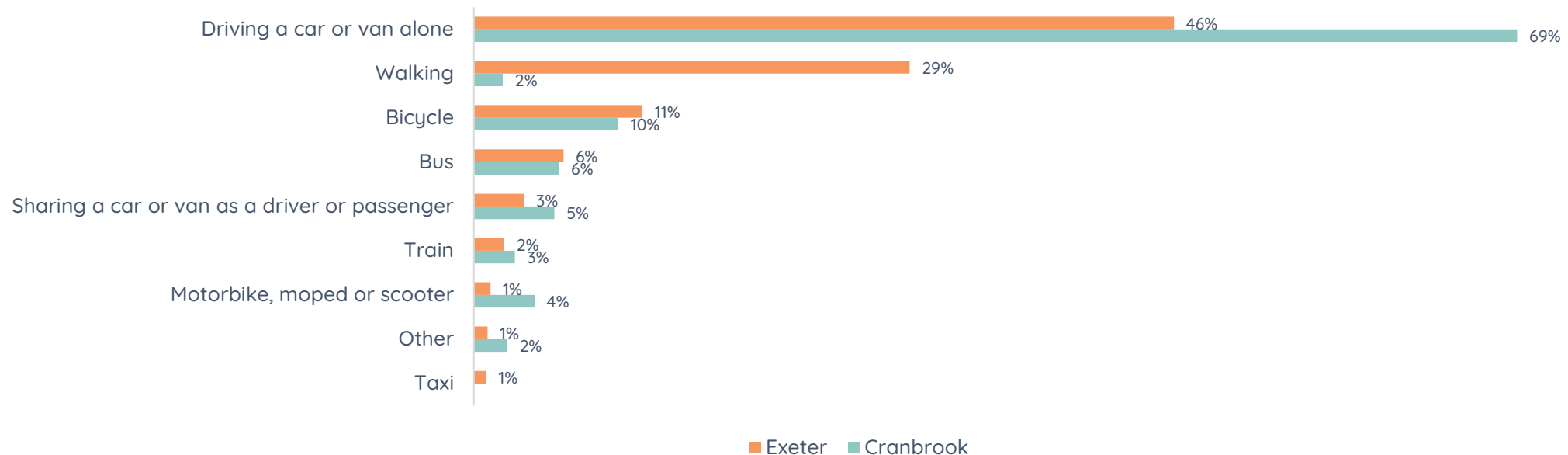


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1558]/ [170])

Main types of transport used for commuting

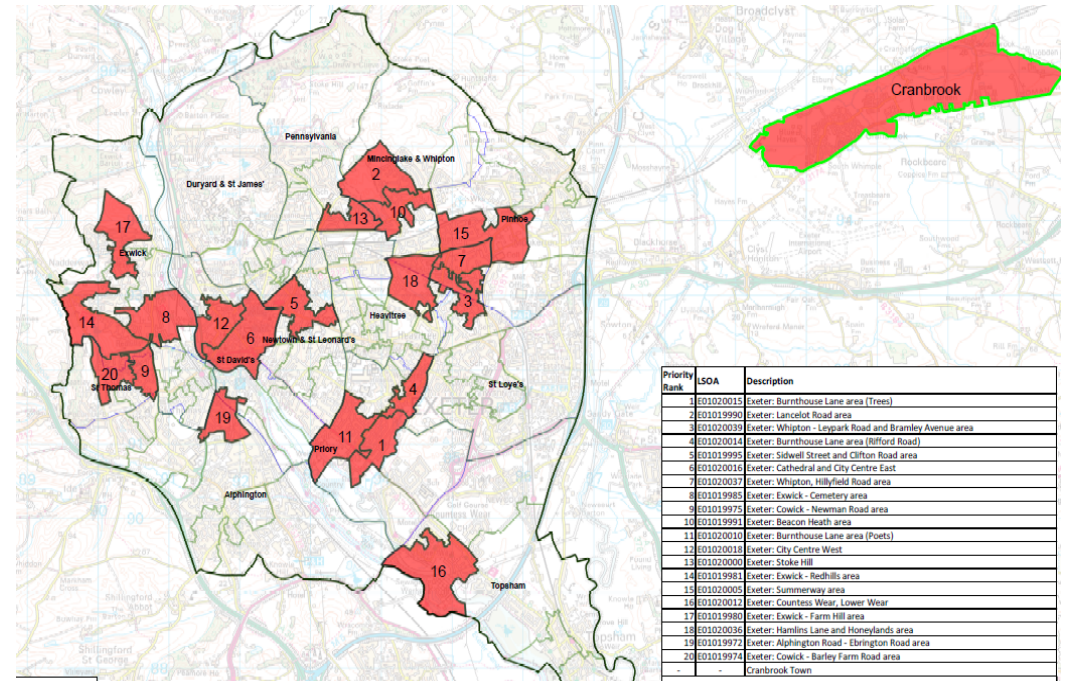
- As with the previous year, in both Exeter and Cranbrook, driving a car or van alone was the most popular main form of transport residents used to get to work. A significantly higher proportion of residents from Cranbrook highlighted this was their main method of transport.
- In Exeter, just under a third of residents said walking was their main method of transport. However, in Cranbrook, a much lower proportion said walking was their main form of transport, and these proportions were significantly different.
- Riding a bicycle was the third most popular method of transport for both areas.
- Again, as with the previous year, when combining walking and cycling, almost half (40%) of residents in Exeter priority areas used active travel methods to commute to work, which was slightly less than the proportion that drive a car or van alone (46%).

Main Method of Transport



Local Active Lives Survey Methodology (1/3)

- 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 (2/3)

- The survey questionnaire for 2024 was designed by Live and Move, SERIO, and Marketing Means, based on the 2019, 2020, 2022 and 2023 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, 2022 and 2023 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 across Exeter, based around a 'knock and drop' approach:
 - To boost coverage overall, 40% of the addresses selected in each area of Exeter 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.
- For 2024 the Cranbrook fieldwork was conducted through online interviewing with paper copies available on request.

Local Active Lives Survey Methodology (3/3)

- 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.
- Cranbrook was deliberately over-sampled in proportion to its population, to give sufficient responses for separate analysis..
- All fieldwork was conducted from 7th May to 8th August 2024.
- A total of 1,843 responses across the Exeter priority areas (1,665) and Cranbrook (177) were received (after removing any duplicates), which can be broken down by fieldwork method as below:
 - 47% from face-to face interviews (871)
 - 32% from postal responses (595)
 - 20% from online responses (376)
- The data has been weighted to correct to the profile of the 20 selected Exeter LSOAs and Cranbrook, based on population estimates.