

Live and Move

Local Active Lives Survey Results

September 2025



Summary (1/3)

- This report focuses on the results of Wave 6 of the Local Active Lives survey, administered by Marketing Means between 20th May and 12th August 2024, and new secondary data (Sport England's National Active Lives survey for November 23-24) 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 6 survey is based on a total of 1,664 responses across the Exeter priority areas (1,504) and Cranbrook (160), and mirrored the approach taken in previous waves, with the exception of 2024 for Cranbrook, whereby 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 sixth wave of the survey continues to provide 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 remains challenging given the changes to working patterns following the pandemic, with hybrid working continuing to be more common. 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, and those in Exeter being much more likely to walk or cycle.

Summary (2/3)

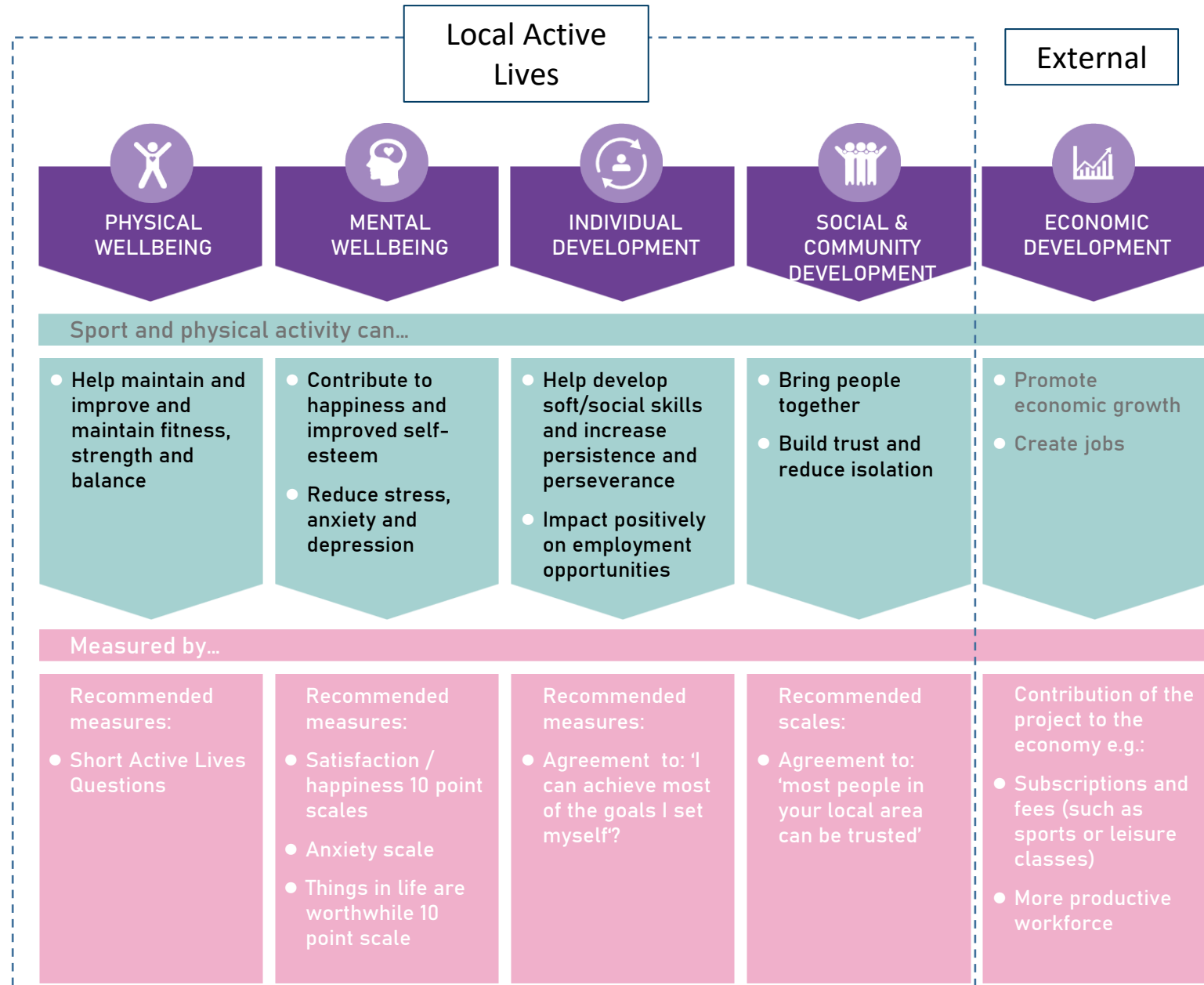
- **Inactivity levels have increased slightly in Exeter Priority areas** – 43% of Exeter priority area residents are 'inactive' (<30 mins activity in last 7 days), a small but insignificant increase over the previous year (40%). This increase has meant that inactivity levels are once again significantly different to pre-covid.
- **Inactivity remains higher in Exeter priority areas compared to Cranbrook** – In 2024, there was a large shift in activity for those in Cranbrook, potentially as a result of the changed fieldwork method in Cranbrook. In 2025, these have reverted, and back to what was seen in previous years. The difference between Exeter and Cranbrook continues to be 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, those aged 75+, or have a disability or long-term health condition, continue to be significantly more likely to be inactive compared to their respective counterparts. In 2025 those who are White are also significantly more likely to be inactive compared to their BAME peers, which has not been the case in previous years.
- **Rising inactivity across most demographics** – With the exception of BAME residents, all other demographics experienced some level of increase for inactivity.
- **Changes in moderate activity** – When compared to the previous year, there have been small decreases across all three types of moderate activity for residents in Exeter. Larger decreases were seen for Cranbrook across the three moderate activities, however, none of these were significant compared to the previous year. Cranbrook residents remain more likely to partake in moderate walking and sports/fitness activity compared to residents from Exeter, but moderate cycling was the same (13%) across both areas.

Summary (3/3)

- **COM-B** – Cranbrook residents are more likely to agree with all 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 shows a mixed picture, with increases in some areas and declines in others** – Compared to 2024, anxiety has improved in both areas, and this difference was significant for those in Exeter. All other measures remained relatively stable for Exeter residents. Cranbrook residents reported decreases in both happiness and feeling that life is worthwhile, however, neither of these decreases were significant. Finally, 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	6.92	7.12	3.01	3.73	3.55
Cranbrook	53%	7.01	6.96	7.28	3.38	3.89	3.53



Significant improvement compared to 2024



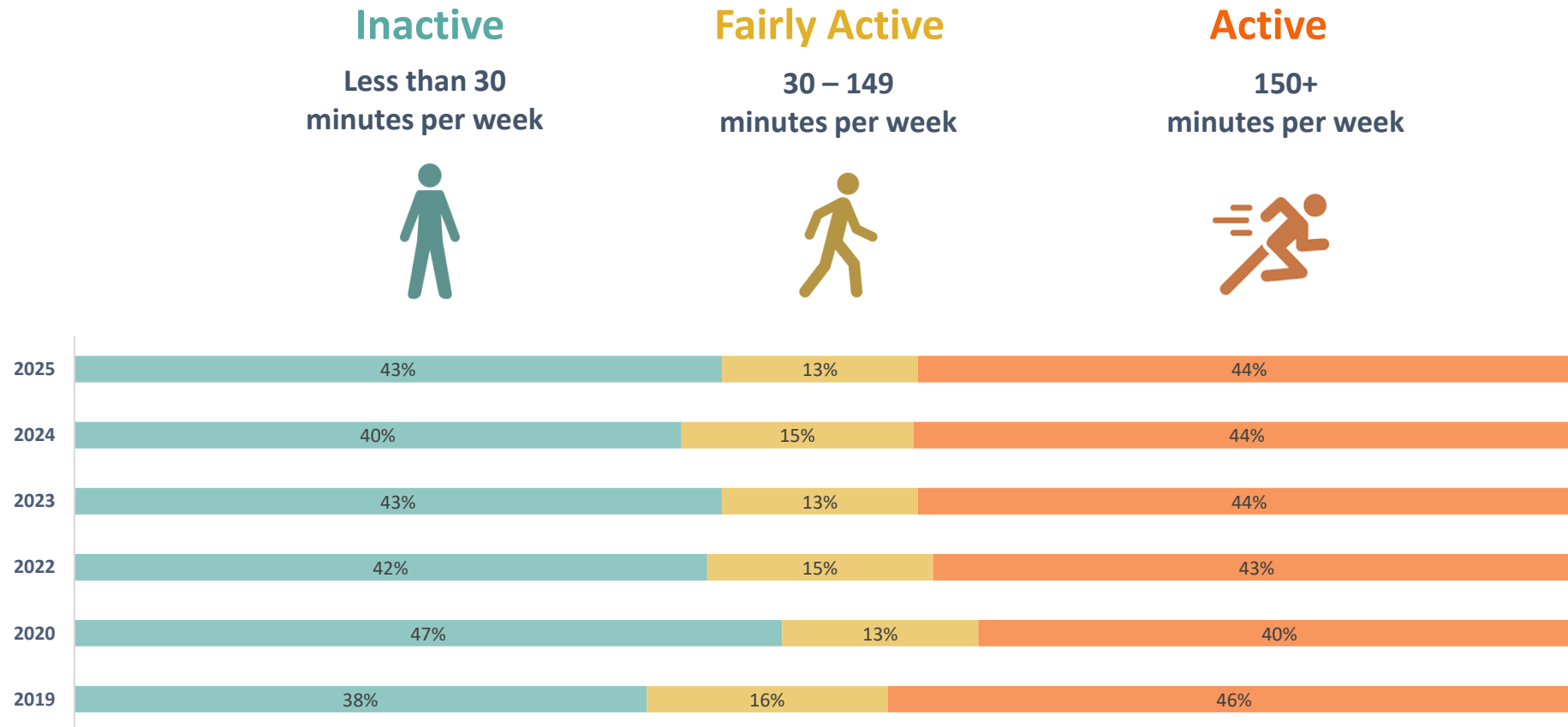
No statistically significant difference to 2024



Significant decline compared to 2024

Activity levels: Exeter priority areas

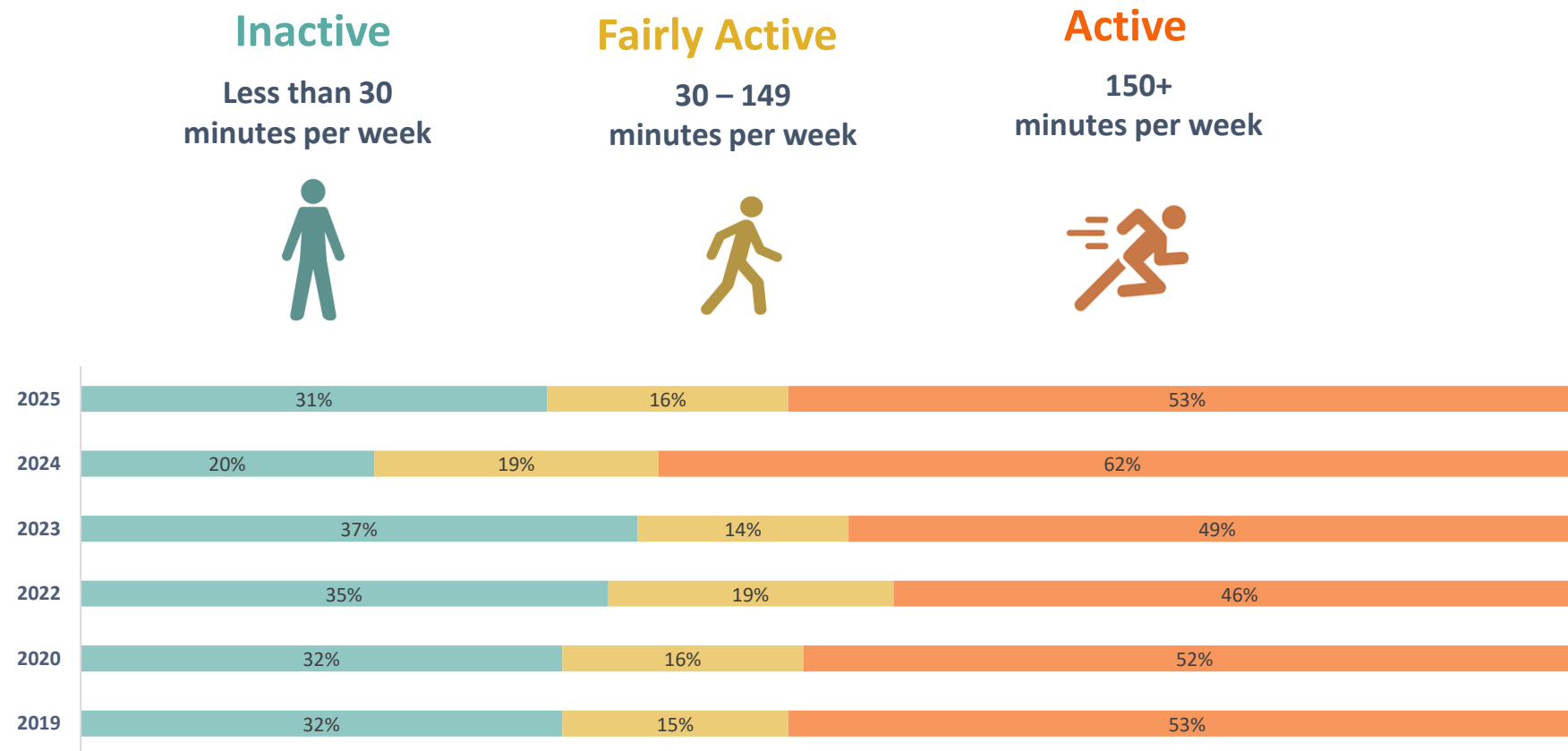
- There has been a small increase in the proportion of inactive residents in the Exeter priority areas compared to the previous year, putting it back in line with 2023's numbers. The proportion reporting as fairly active saw a small decrease, however, the proportion suggesting they were active remained the same as the previous two years.
- The small increase in those reporting they were inactive meant there was a significant difference between 2025 and pre-covid levels.



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

Activity levels: Cranbrook

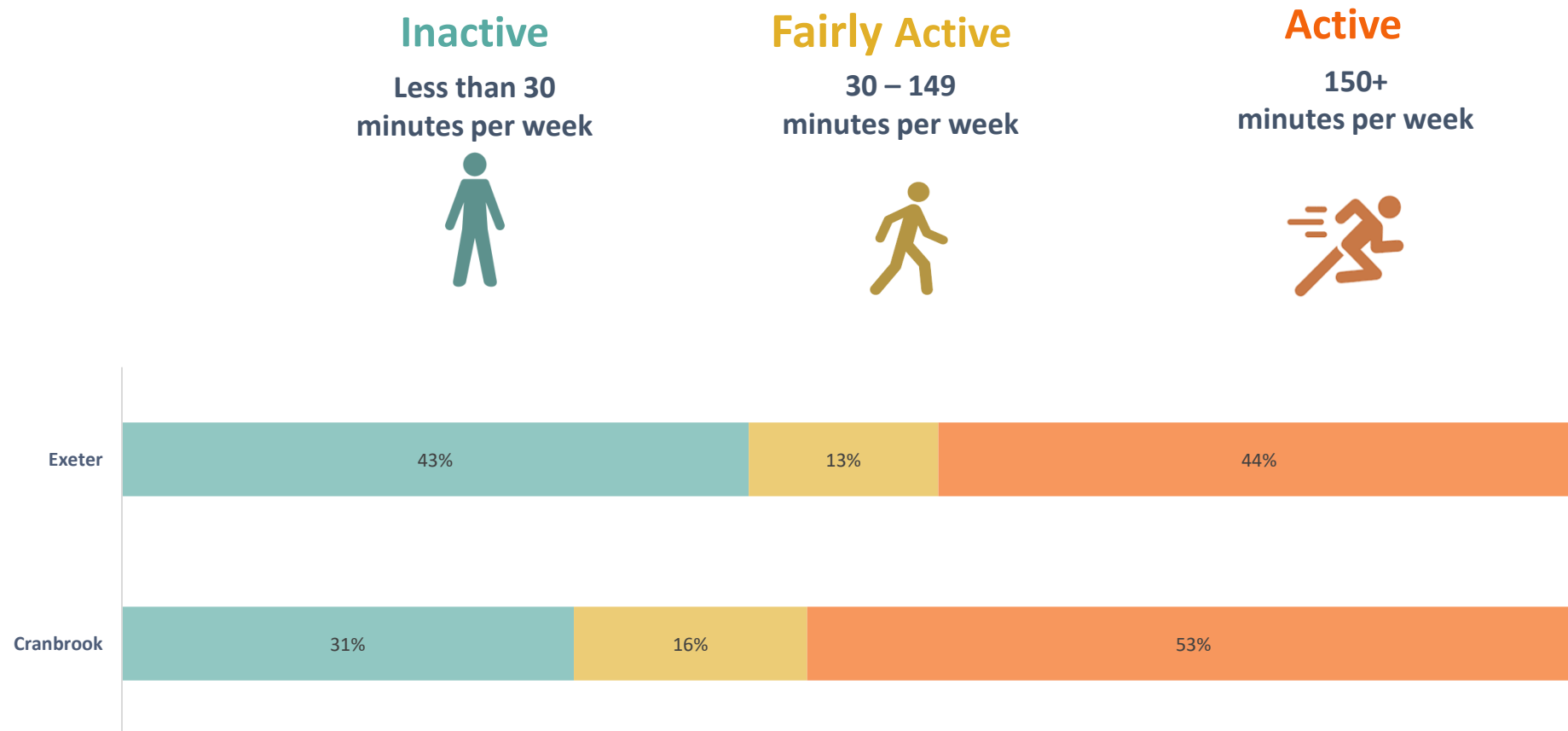
- In 2025, inactivity increased back to similar levels as the previous years. There was no significant difference between the current year and previous years.
- A similar trend can be seen for the proportion of residents who suggested they were active.



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. As with the previous year, this difference was significant in both cases.

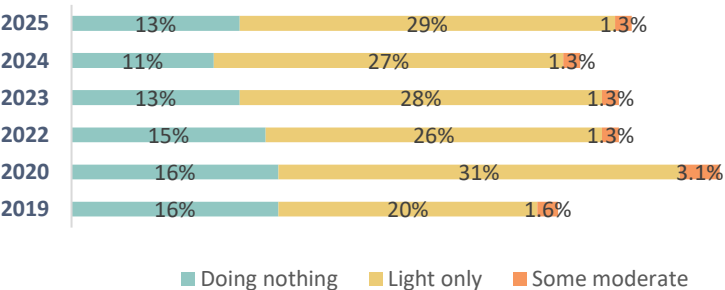


Source: Local Active Lives .Base: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1,484] / [159])

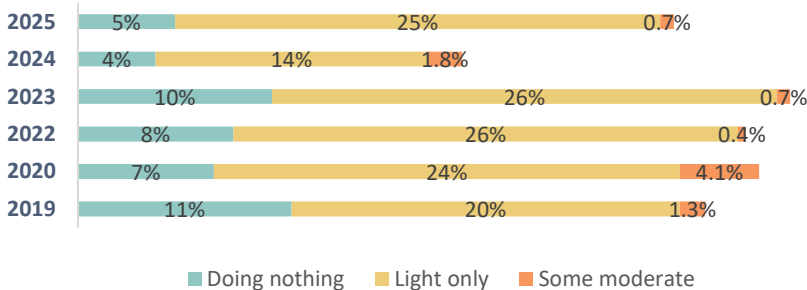
Activity in those who are inactive

- 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, the proportion of those that self-reported as inactive that indicated they did no physical activity was slightly higher than the previous year, but still in line or lower than all other years. A similarly small increase was seen in the proportion of residents suggesting they did some light activity; the highest proportion since 2020. Those reporting doing some moderate activity has remained the same for the last four years.
- In Cranbrook, the proportion of residents reporting doing nothing remained similar to the historically low figure from 2024, however, those reporting doing light only returned back to the range seen across the previous years.

Exeter Priority Areas



Cranbrook

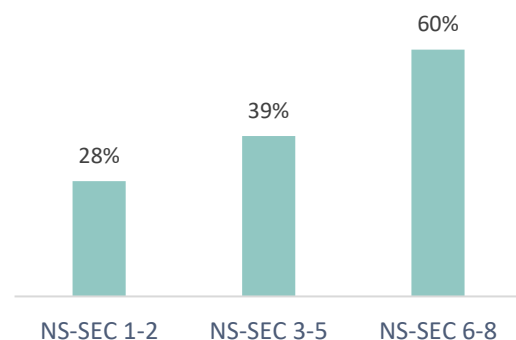


Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives.

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

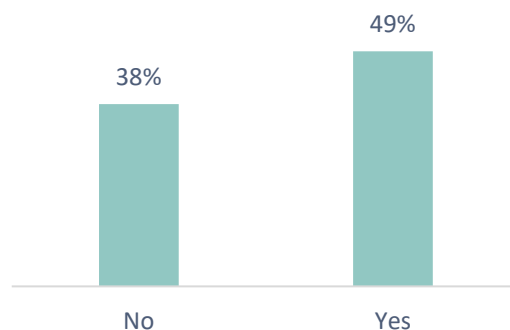
Socio-economic groups



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 606)

- 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.

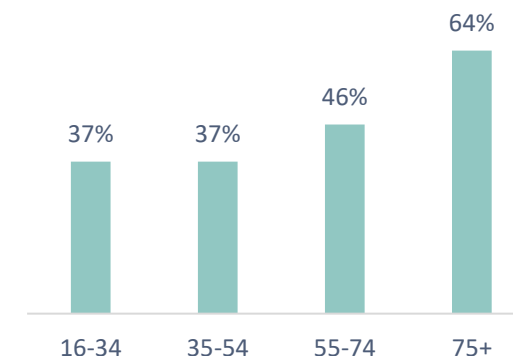
Disability



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive including not stated (weighted 673)

- Those aged 75+ were significantly more likely to be inactive compared to all other age groups. Those aged 55-74 were significantly more likely to be inactive compared to those in the 16-34 and 35-54 age ranges.

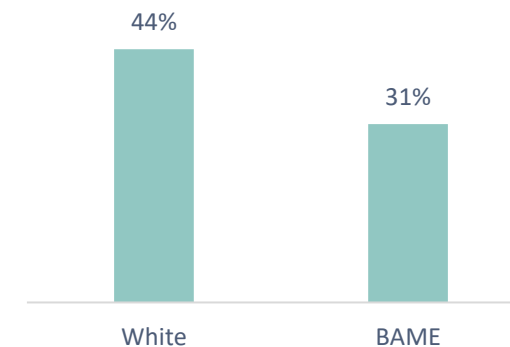
Age



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 658)

- For the first time, White respondents were significantly more likely to be inactive compared to BAME respondents.

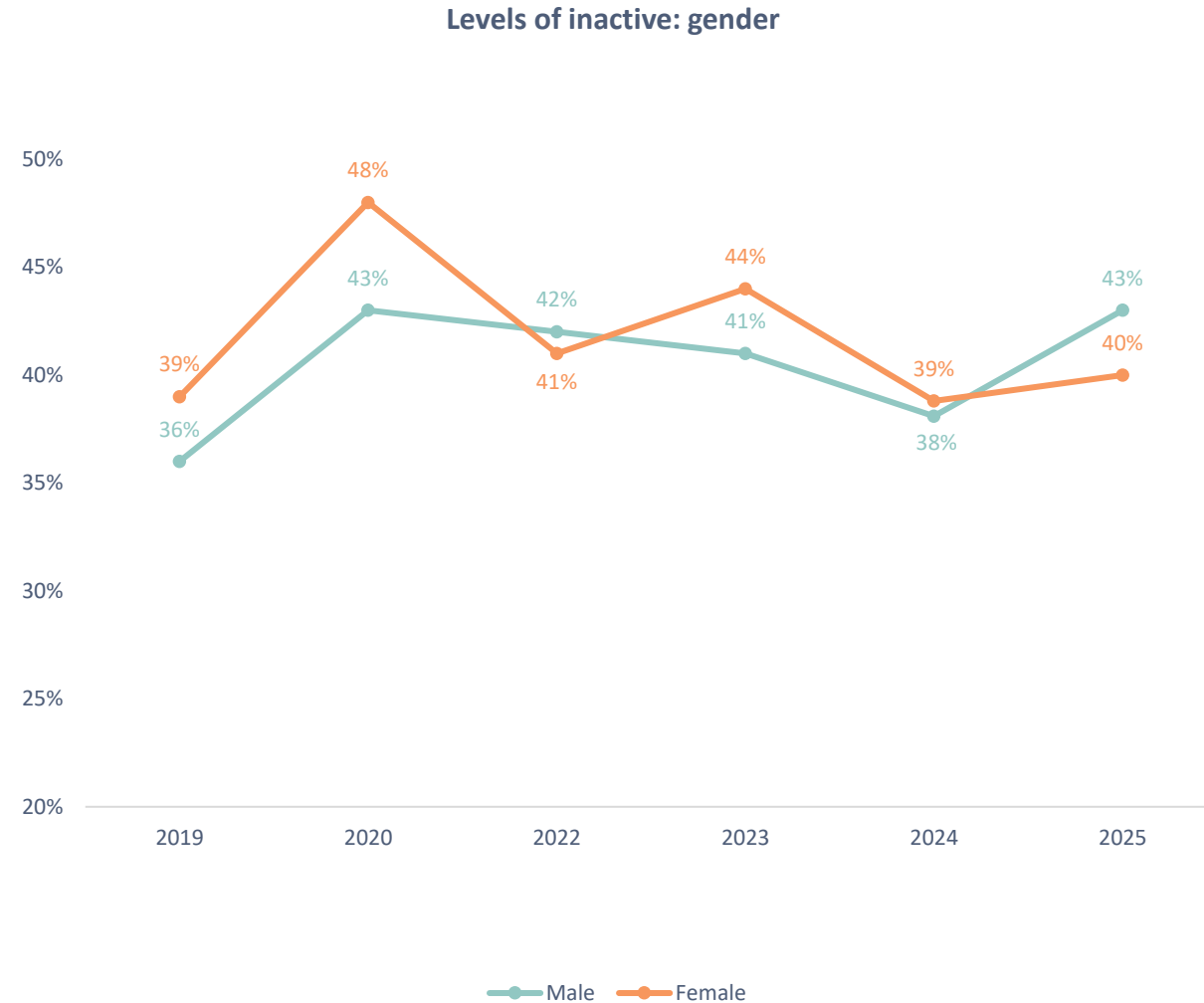
Ethnicity



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 681)

Inactivity between males and females

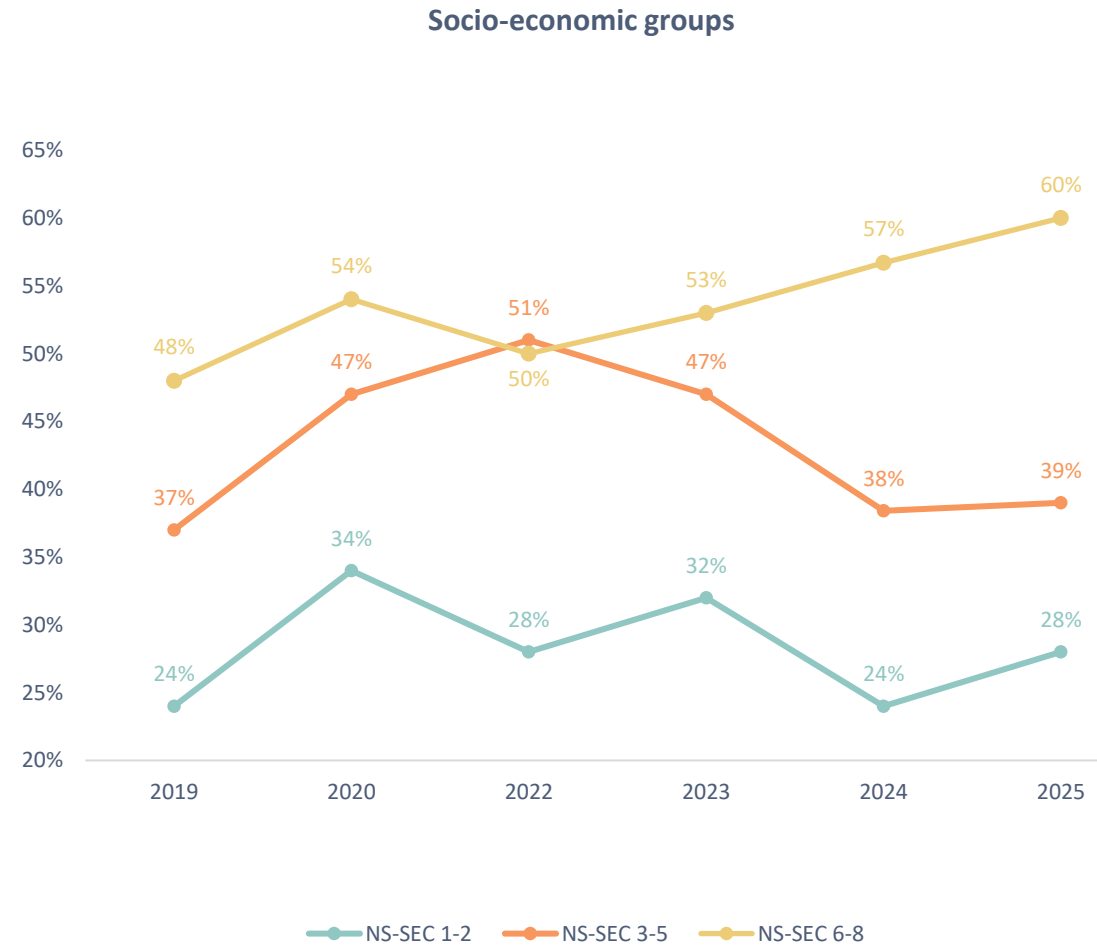
- Female inactivity rates have remained broadly the same as the previous year.
- Male inactivity rates have increased and are now comparable to 2020. This is not a statistically significant increase over the previous year; however, it is significantly higher than 2019.
- The national data reports no change in activity for either gender.



Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 680).

Inactivity across different socio-economic groups

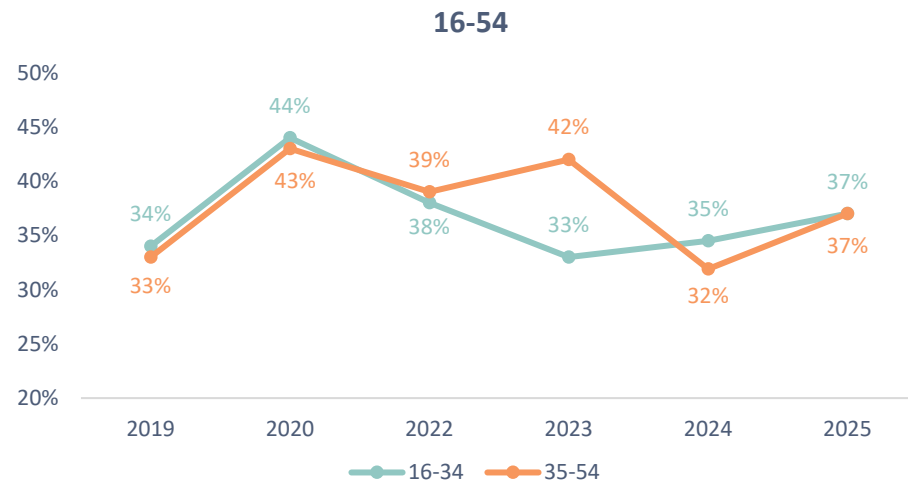
- The least affluent are a priority for Live and Move. The Local Active Lives baseline survey showed Live and Move's priority areas have a higher proportion of residents in the lower paid NS-SEC occupations compared to Exeter as a whole.
- Inactivity levels continue to remain lowest for those in higher occupations, although they have experienced a small, insignificant, increase compared to the previous year.
- Inactivity levels for residents in intermediate occupations were very similar to the previous year and remain roughly at the same level as they were in 2019.
- Inactivity in the lowest social-economic group has continually risen since 2022, and this difference remains significantly different compared to that of 2019, and also now 2022.
- The national data highlights no change in activity over the last 12 months across the three socio-economic groups.



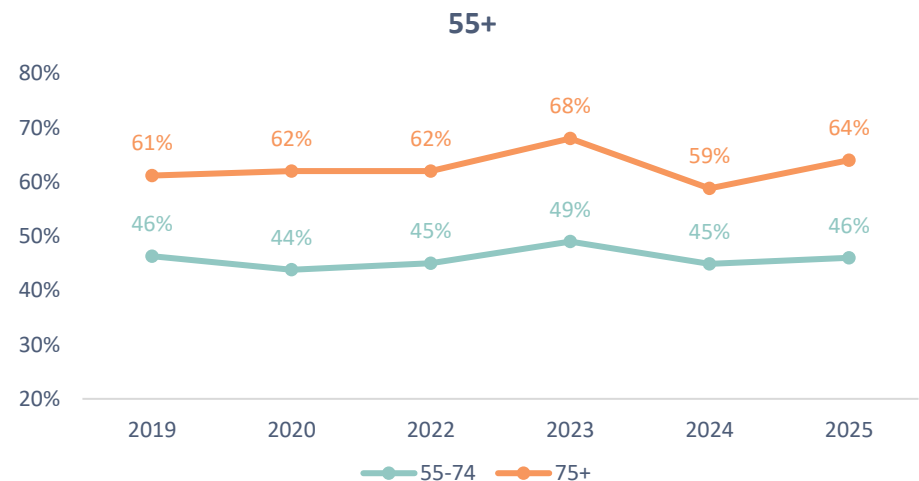
Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey excluding don't knows/not stated/ NS-SEC 9 (weighted 606)

Inactivity across age groups

- Inactivity levels in those aged 16-34 increased slightly over the last couple of years and is now broadly the same as 2022.
- Those aged 35-54 experienced an increase in inactivity compared to the previous year, although this difference was not significant.
- Inactivity in those aged 55-74 remained broadly stable when compared to the previous year.
- Inactivity levels in those age 75+ increased over the previous year.
- None of these changes are significant.
- The national data continues to show that activity in the youngest age group is stabilising, with little change compared to the previous year, which is broadly reflected in these local results. The national data 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 in the previous year, and an increase this year. The national data also suggests those aged 55-74 experienced a small but statistically significant increase in activity of just over a percent compared to the previous year. There was no significant change in inactivity with the local data. Finally, national data shows exactly the same activity for those aged 75+, which is slightly different to the local data, although again, this increase was not significant locally.



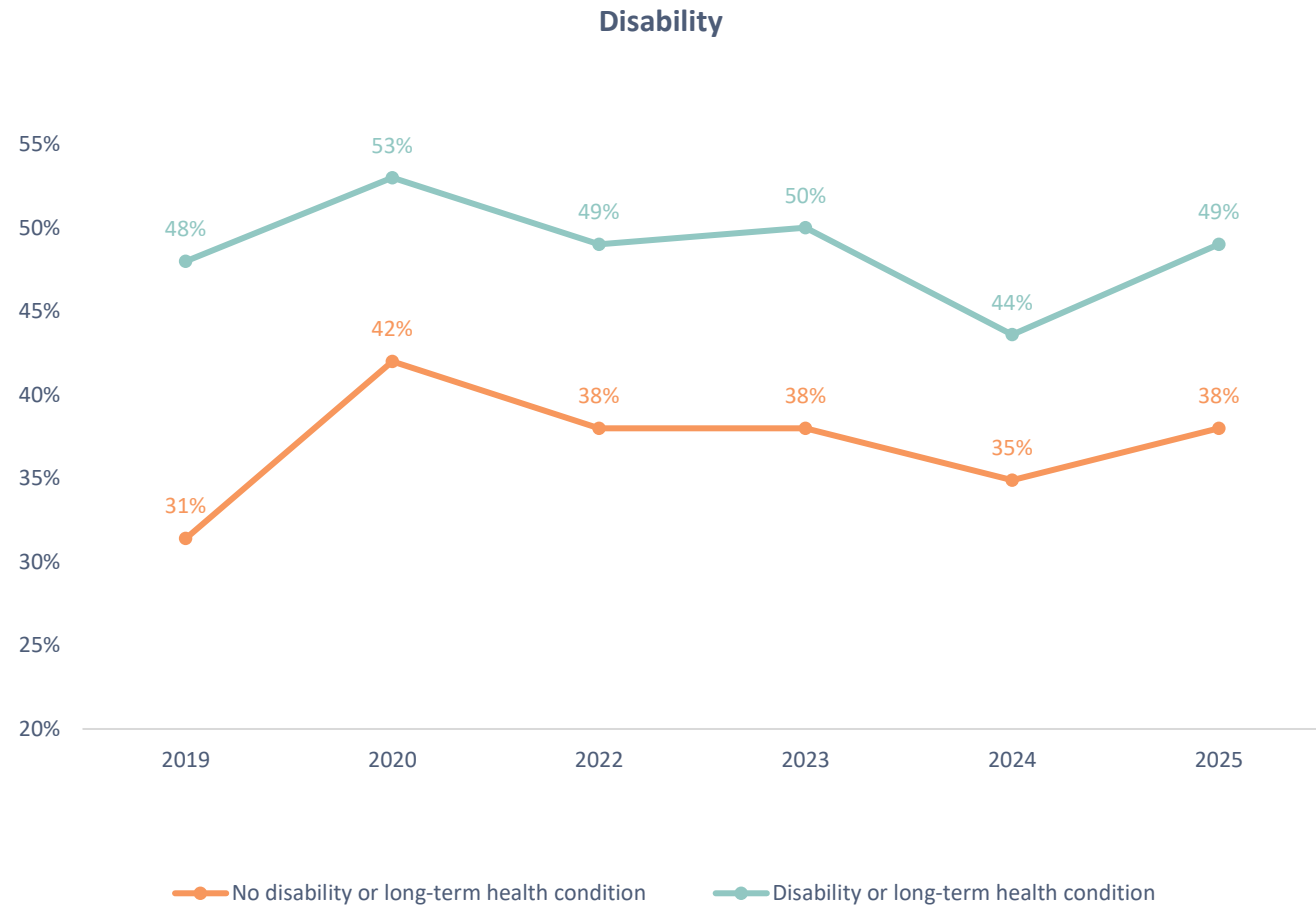
Source: Local Active Lives. Base: All residents 16-34 and 35-54 participating in Local Active Lives survey who are inactive (weighted [241] [178]).



Source: Local Active Lives. Base: All residents 55-74 and 75+ participating in Local Active Lives survey who are inactive (weighted [161] [78]).

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 increased from the historical lows seen in 2024, although this difference is not significant.
- Inactivity levels in those without a disability or long-term health condition have increased slightly and are back to being significantly higher than they were in 2019.
- National data suggests little change in activity compared to the previous year, whereas local data suggests slight increases 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 673).

Inactivity gap between BAME and White residents

- Whilst inactivity rates between White and BAME respondents were almost identical in 2024, this was not the case in 2025. For the first time since the baseline survey, White respondents were significantly more likely to be inactive compared to their BAME peers.
- Inactivity rates amongst BAME respondents have decreased massively since their peak in 2020 and are now the lowest they've ever been, and are significantly lower than 2020, 2022 and 2023.
- Inactivity in White respondents has increased from the previous year and is now significantly higher than both 2019 and 2024.
- It has not been possible to compare specific ethnic groups as sample sizes are too small.
- Unlike the local data, the national data shows that activity levels for BAME groups has stayed relatively stable over time since the National Active Lives began in 2015-16.

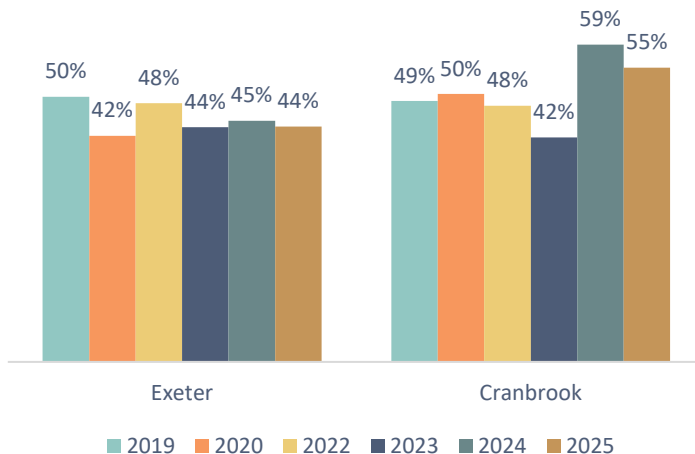


Source: Local Active Lives. Base: All residents 16yrs+ participating in Local Active Lives survey who are inactive excluding not stated (weighted 681).

Engagement in different types of moderate activity

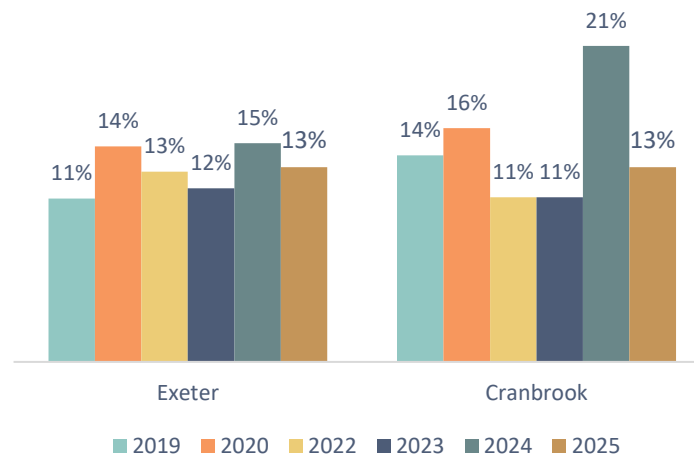
- The proportion of those in Exeter's priority areas taking part in moderate walking activity was in line with the previous two years, but significantly lower than in 2019. When compared to the previous year, Cranbrook residents reported a slight decrease in moderate walking activity, however, this was not significantly different to any of the previous years.
- In Exeter, moderate cycling activity continues to remain fairly stable, however, the small decrease from the previous year means it's no longer significantly different to 2019. In Cranbrook, moderate cycling saw a large increase from 2023 to 2024, but this has reverted to levels seen in previous years. There continues to be 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 decrease compared to the previous year, although this was slightly larger in Cranbrook. In Exeter, sport/fitness activity was significantly higher than 2020. There were no significant differences between the current year and previous years for Cranbrook.

Moderate activity in last 7 days: walking



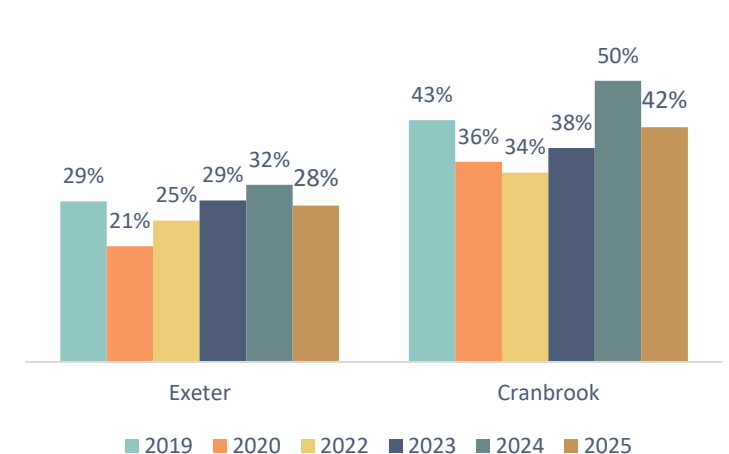
Source: Local Active Lives .Base: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1,426]/ [151])

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 [1,474]/ [158])

Moderate activity in last 7 days: sports/fitness

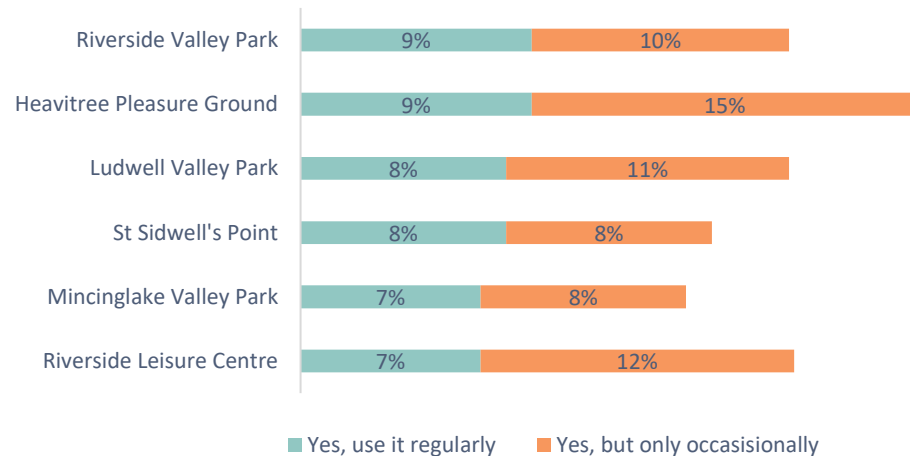


Source: Local Active Lives .Base: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1,468]/ [156])

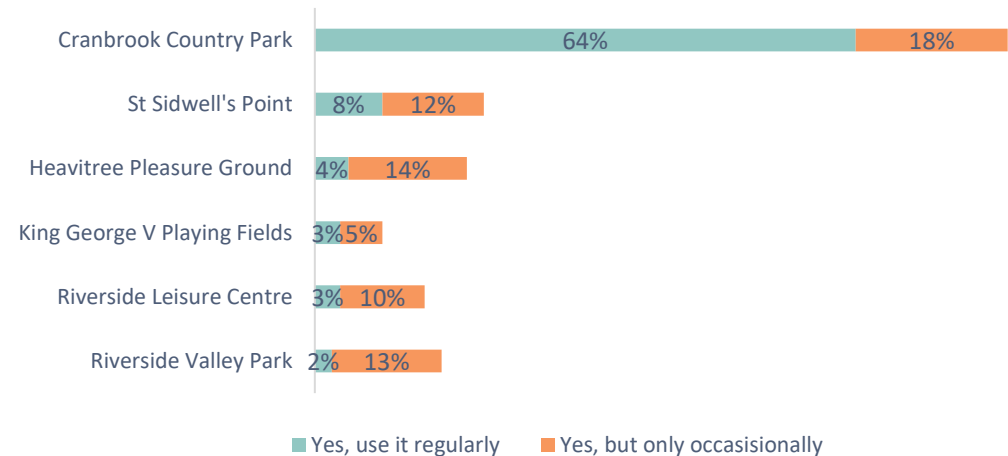
Use of facilities within Exeter and Cranbrook

- The most regularly used facilities and greenspaces are detailed below. As was the case in previous years, within the Exeter priority areas, there appears to be a preference towards green spaces, rather than leisure centres.
- Cranbrook Country Park continues to be 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, St Sidwell's Point, and Riverside Leisure Centre.

Use of facilities: Exeter priority areas



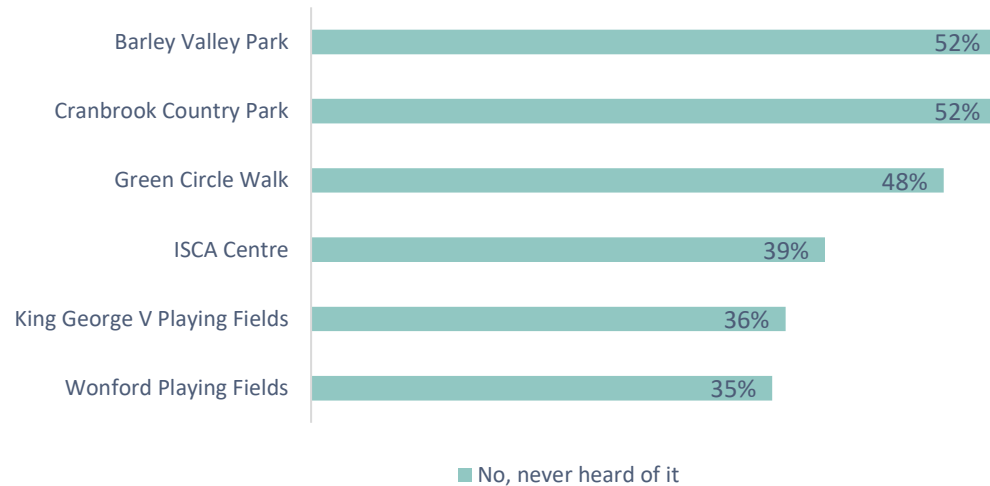
Use of facilities: Cranbrook



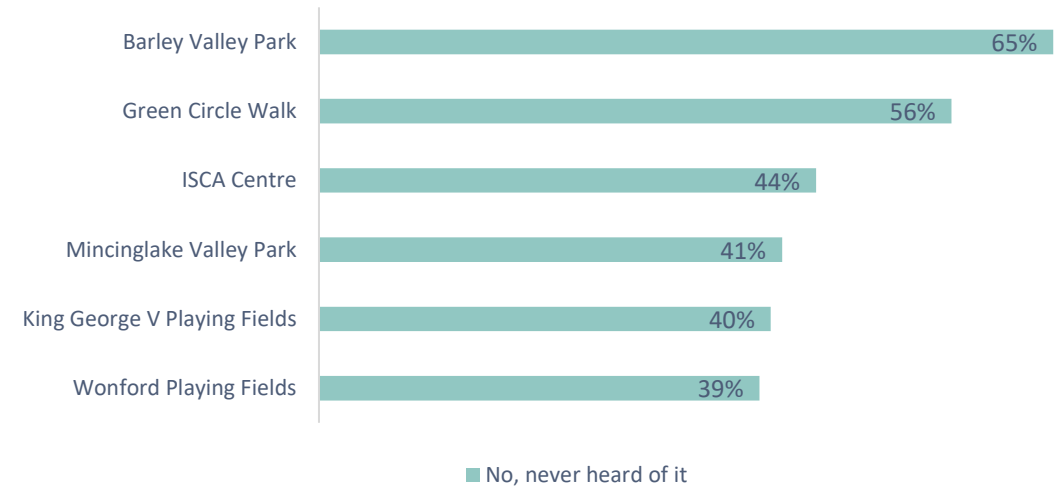
Least known facilities within Exeter and Cranbrook

- 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 continues to be the least known site for both residents in the Exeter priority areas and Cranbrook. The Green Circle Walk, ISCA Centre, King George V Playing Fields, and Wonford Playing Fields 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)



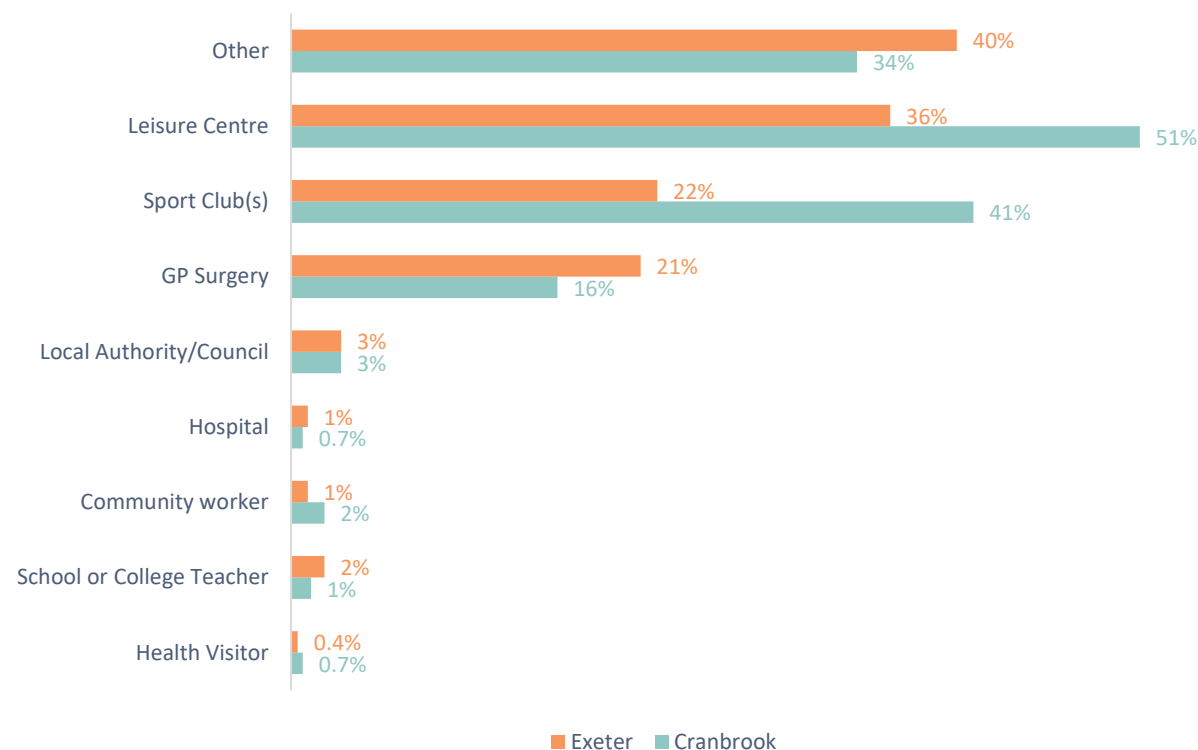
Least known sites (Cranbrook residents)



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. As with previous years, when asked to provide detail, many of these cited either 'Online/Internet' or 'Family/Friends'.
- Trends are the same as the previous year, with leisure centres and sports clubs being amongst 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 remain another common source of advice and are slightly more common with those in Exeter compared to 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*):

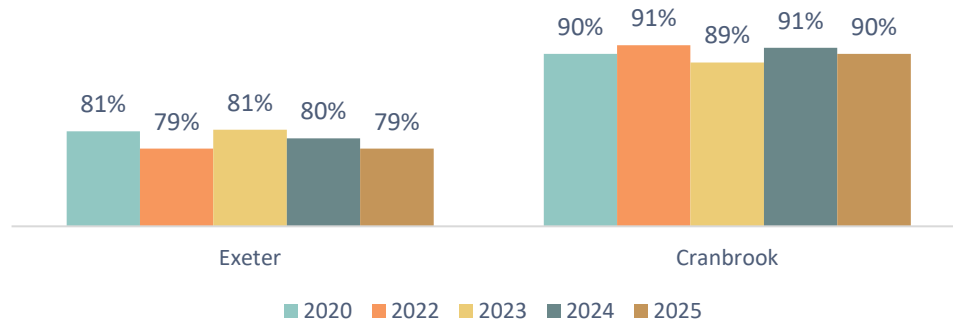


- Questions reflecting the different elements of the COM-B model were added to the Local Active Lives survey in 2020, providing a baseline of capability, opportunity and motivation in Live and Move's target areas, from which to compare to in subsequent years.

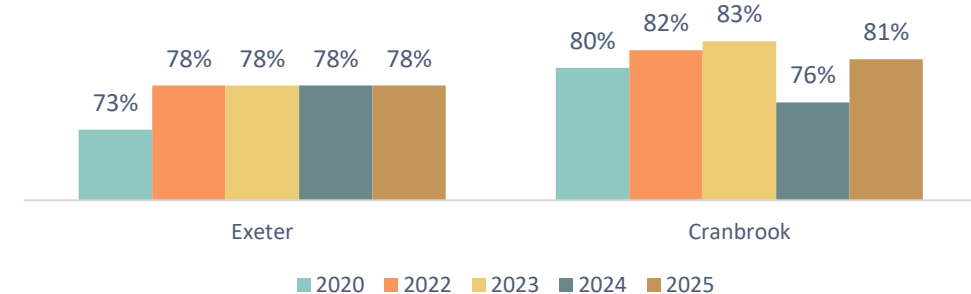
Do residents feel they have the ability and opportunity to be physically active?

- As with 2023 and 2024, 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.
- Within both areas across all five 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 (90%) compared to those that feel they have the opportunity to be (81%).
- As with the previous three years, 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 (% agreeing)



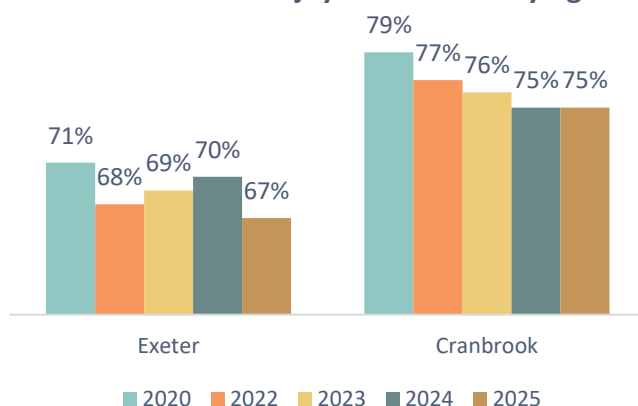
I feel I have the opportunity to be physically active (% agreeing)



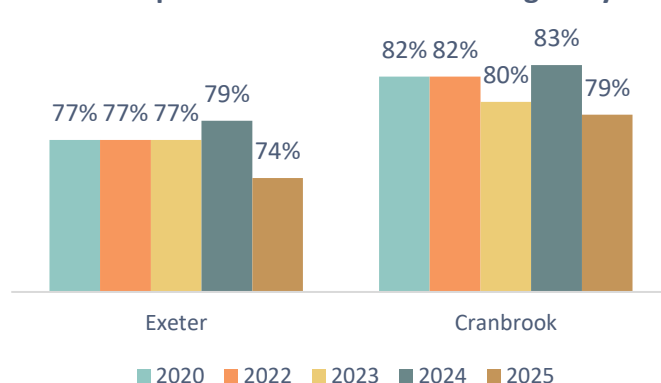
Enjoyment, importance and guilt in regards to physical activity

- Residents from Cranbrook continue to be more likely to agree with all three statements compared to residents from Exeter priority areas.
- In 2025, residents from Exeter were significantly less likely to agree that it was important for them to exercise regularly compared to those from 2024.
- As with the previous two years, a significantly higher proportion of residents from Cranbrook agreed they felt guilty when they don't exercise compared to residents from Exeter.
- Agreement levels have remained largely the same for both residents from Exeter and Cranbrook across all three statements.

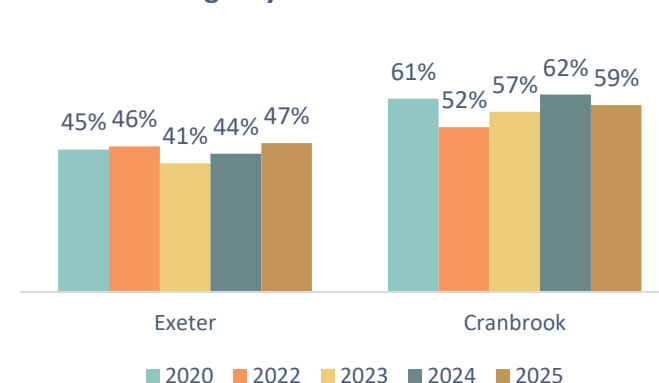
I find exercise enjoyable and satisfying



It is important to me to exercise regularly



I feel guilty when I don't exercise



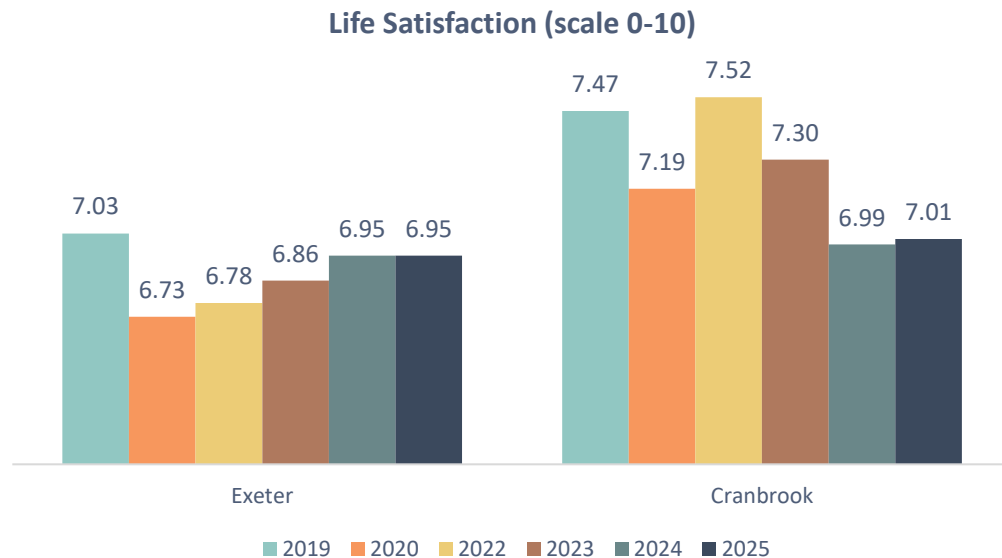
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook
- All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1491]/ [159])

Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook
- All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1494]/ [160])

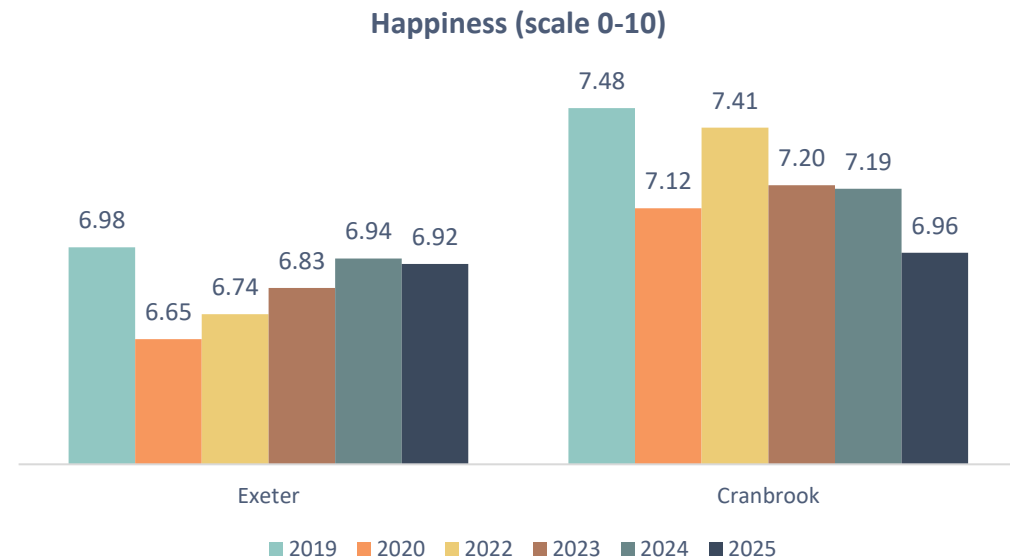
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook
- All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1478]/ [159])

Life satisfaction and happiness scores

- Life satisfaction remained stable in both Exeter and Cranbrook, with no significant difference between 2024 and 2025, or between the two areas within 2025.
- Exeter residents also reported a stability in their happiness. There was a slightly larger decrease For Cranbrook residents, and happiness was now the lowest it had been for this group. However, this was not significantly lower than any of the previous years.



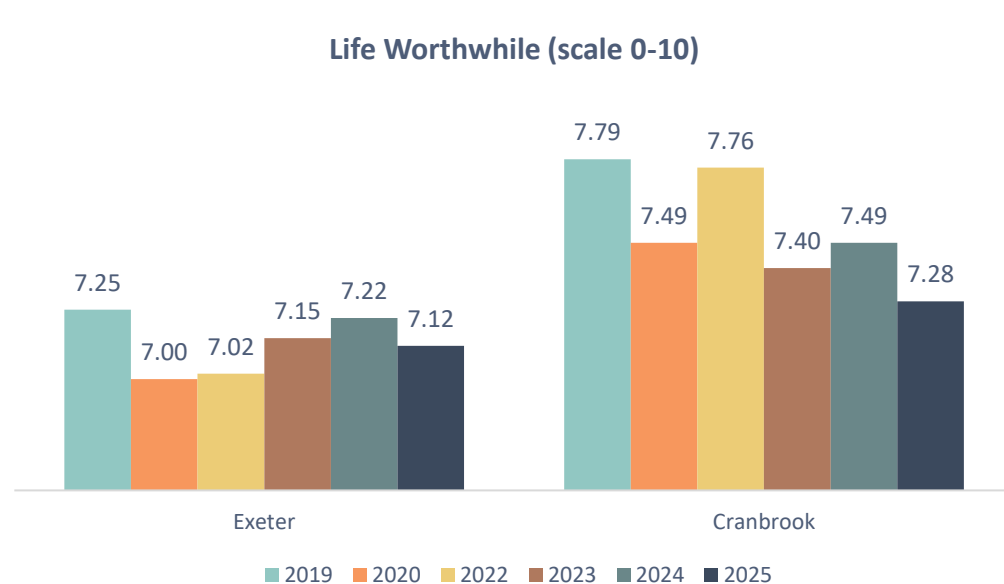
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1490]/ [158])



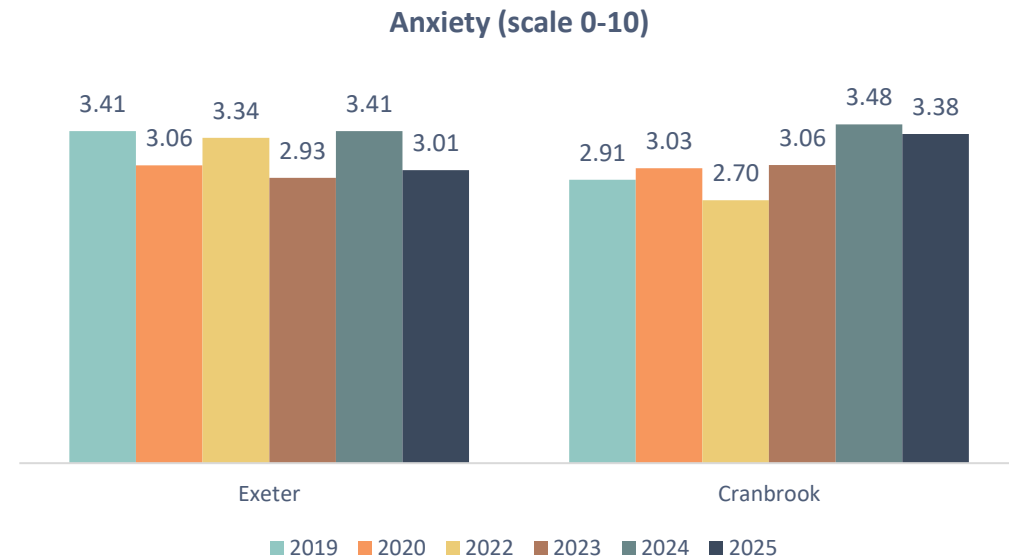
Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1484]/ [158])

Life worthwhile and anxiety scores

- For the measure of mental wellbeing ‘the extent to which things in life are worthwhile’, compared to the previous year, average scores have decreased in both areas. These decreases were not significant.
- Compared to the previous year, there has been a decrease in anxiety in both Exeter and Cranbrook. In 2024 residents in Exeter reported significantly higher anxiety levels than they did in 2023. However, in 2025, this trend had reversed, and anxiety levels are now significantly lower than they were in 2024. Anxiety levels in Cranbrook were not significantly lower than what they were in 2024.
- As with the previous slide, there was no significant difference between the two areas in 2025.



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1477]/ [158])



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1495]/ [158])

The relationship between activity and mental wellbeing

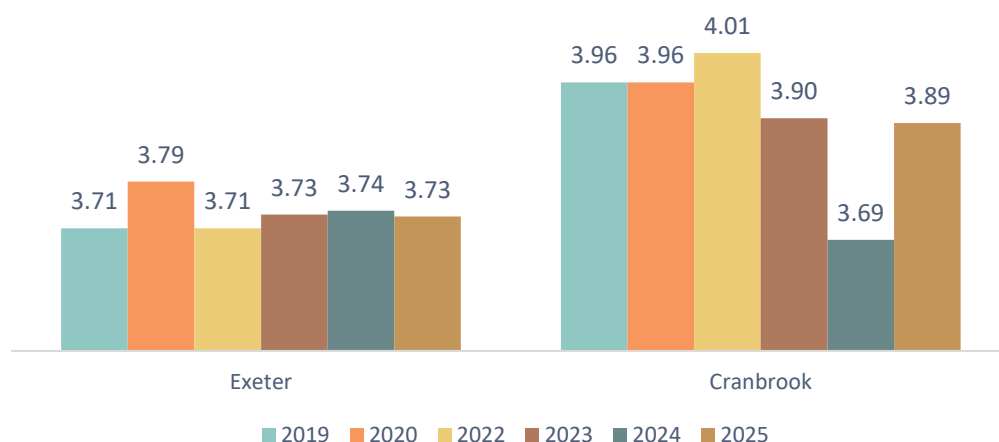
- As with previous years, these results show a positive correlation between physical activity and mental wellbeing. Across three measures of wellbeing (life satisfaction, happiness, and feeling life is worthwhile), those who are active had a higher score on average. Those who were active had significantly higher scores across the three measures, and those that were fairly active also had a significantly higher score for 'life worthwhile'.
- 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

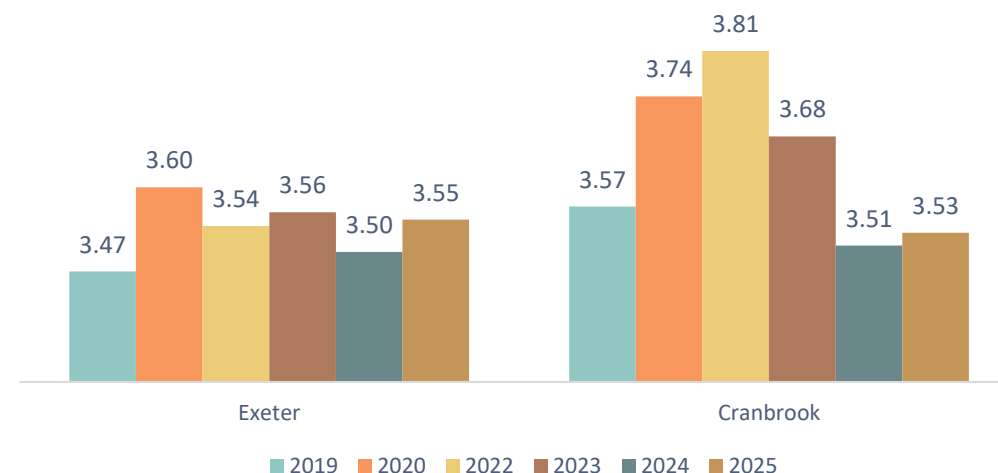
- In Exeter, the average scores for resilience has seen little change over the last few years. The average trust score has increased slightly compared to the previous year. Neither of these differences are significant.
- In 2024, Cranbrook experienced a large decrease in both measures. In 2025, resilience has increased and is similar to that of 2023 and there are no longer any significant differences between the current year and those previous. Trust has remained the same as the previous year and continues to be significantly lower than 2022.
- There was no significant difference between Exeter priority areas and Cranbrook for either of these measures in 2025.

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 [1476]/ [158])

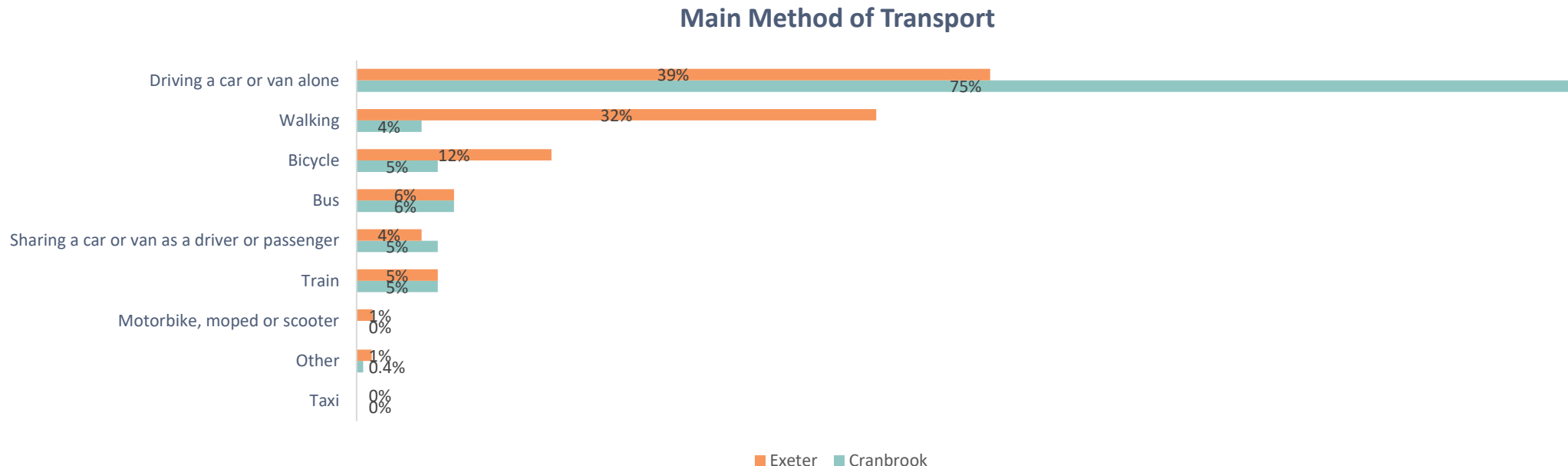
Most people in my area can be trusted (agreement scale, 1-5)



Source: Local Active Lives .Base various: Exeter priority areas/ Cranbrook - All residents 16yrs+ participating in Local Active Lives survey excluding not stated (weighted [1433]/ [154])

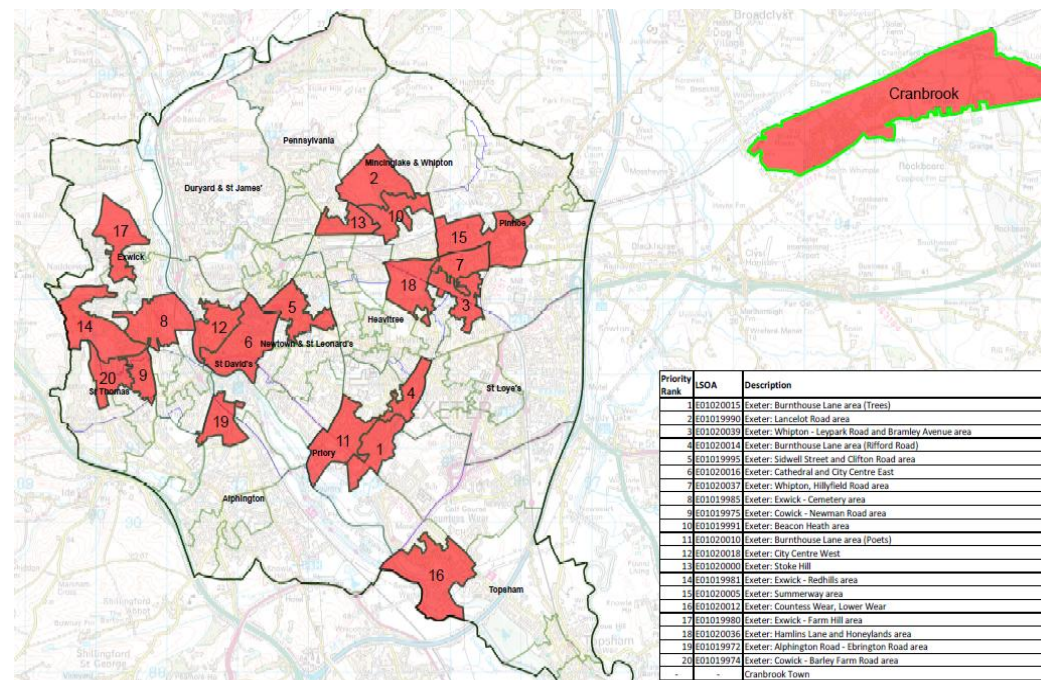
Main types of transport used for commuting

- As with the previous years, 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. The proportion of residents in Cranbrook using this type of transport also continues to grow, from 69% in 2024 to 75% in 2025. Furthermore, a significantly higher proportion of residents from Cranbrook highlighted this was their main method of transport compared to their Exeter based peers.
- In Exeter, close to 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 Exeter and was significantly higher than in Cranbrook.
- A similar proportion of residents from both areas used buses, shared cars or vans, or got the train.
- Again, as with the previous year, when combining walking and cycling, almost half (44%) of residents in Exeter priority areas used active travel methods to commute to work, which was slightly more than the proportion that drive a car or van alone (39%).



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 2025 was designed by Live and Move, the University of Plymouth's Social Research Unit, and Marketing Means, based on the 2019, 2020, 2022, 2023 and 2024 versions. The survey 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 previous 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 and Cranbrook, based around a 'knock and drop' approach:
 - To boost coverage overall, around 40% of the addresses selected in each area 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.
- Please note, in 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 20th May to 12th August 2025.
- A total of 1,664 responses across the Exeter priority areas (1,504) and Cranbrook (160) were received (after removing any duplicates), which can be broken down by fieldwork method as below:
 - 54% from face-to face interviews (898)
 - 30% from postal responses (491)
 - 17% from online responses (275)
- The data has been weighted to correct to the profile of the 20 selected Exeter LSOAs and Cranbrook, based on population estimates.