Greater Norwich Physical Activity Public Survey

Background

In October 2021 the Greater Norwich Growth Board (GNGB) conducted a public survey to understand the behaviours and trends in physical activity across Greater Norwich (constituting the Local Authorities of Broadland District Council, Norwich City Council and South Norfolk Council). This data fed into the evidence base and development of the Greater Norwich Physical Activity and Sport Strategy (PASS) and consequent action plan.

The action plan identifies a need to repeat the public survey within years 2 – 5:
‘ 3.07: Develop a follow-up survey to the adult and children and young people surveys delivered as part of this strategy, in order to monitor if behaviours and feelings are permanently altered as we emerge from the Covid-19 pandemic and then to monitor progress on an on-going basis.’

Approach

The Sports and Physical Activity Working Group (SPAWG), of whom are delivering the strategy and action plan, conducted a public survey for all adults (18+) in Greater Norwich to understand the current behaviours and feelings towards physical activity.

The survey ran from 20 October – 30 November 2025 and was promoted via various channels, including:

- Council websites
- Council social media
- Direct emails
- Newsletters
- Posters in local facilities i.e. libraries, sports centres

To encourage a higher response rate, the survey included an ‘opt in’ prize draw competition, providing any consenting survey participant the chance to win a £25 One4All Voucher, and either a 1 Month South Norfolk Leisure Membership or an Annual Norwich Parks Tennis membership, in exchange for their participation.

The survey used a branch questioning structure in order to gather different information based on how individuals responded to certain questions. Therefore, some questions have a different number of responses to others.

Participants were divided into 2 branches dependent on their response to question 5: In the past 3 months, would you on average have done a total of 30 mins or more of physical activity per week (outside of your job)? If respondents answered:

- Yes: Respondents were deemed 'active' and progressed through questions 6 – 15.
- No: Respondents were deemed 'inactive' and progressed through questions 16 – 18.

The survey results will be reviewed against the action plan to understand how well it is progressing and help inform any necessary reprioritisation. Results will also help shape any future health and wellbeing services, leisure facilities and community programmes.

Survey Results

This report sets out the responses received as part of the public survey exercise.

The survey received a total of **2,213 responses.**

The analysis has been split into 3 sections:

- **All:** Provides a summary of the questions that were asked to all respondents (1 – 5 & 19 - 33).
- **Active:** Provides a summary of the questions that were asked to all respondents as well as the 'active' questions (1 – 15 & 19 - 33).
- **Inactive:** Provides a summary of the questions that were asked to all respondents as well as the 'inactive' questions. (1 – 5 & 16 – 33).

Supplementary commentary is presented alongside some tables to draw out themes where this provides additional value to the figures provided.

All

This section provides a summary of the questions that were asked to all respondents.
2,213 responses

Question 1 – What do you consider to be 'physical activity'?

Question 1 provided an open comment box for respondents to provide an explanation as to what they consider to be 'physical activity'.

2,174 responses

The most common response described physical activity as any intentional or everyday movement that increases the heart rate or breathing - ranging from walking, cycling, housework and gardening to gym workouts, running, sports and swimming.

Common themes identified included:

- 696 responses (32%) referenced 'moving' or 'movement'.
- 479 responses (22%) referenced increasing or raising 'heart' rate.
- 390 responses (18%) referenced 'sport'.
- 299 responses (14%) referenced 'exercise' or 'exercising'
- 93 responses (4%) referenced getting out of 'breath'.
- Users commonly listed types of activities, for example:
    - 1,006 responses (46%) referenced walking (in different contexts; dog walking, commuting, going to the shops as well as just going on a walk)
    - 445 responses (20%) referenced running
    - 354 responses (16%) referenced cycling
    - 305 responses (14%) referenced gym
    - 286 responses (13%) referenced swimming
    - 93 responses (4%) referenced yoga
    - 68 responses (3%) referenced exercise classes
    - 44 responses (2%) referenced tennis
- Users also referenced types of everyday activities:
    - 206 responses (9%) referenced gardening
    - 107 responses (5%) referenced housework
    - 14 responses (0.5%) referenced DIY

Only a few responses explicitly mention the amount of activity or frequency, with ranges starting at 5 minutes of activity to 30 minutes per day or 150 minutes a week.

Some examples of responses include:

- ‘Any physical activity that raises my heart beat or makes me breathe faster: dancing, walking, running, gardening, lifting weights’
- ‘Anything that gets you moving for more than a few minutes.’
- ‘Multiple things - anything from brisk walking to gym, team sport or gardening’
- ‘Movement that encourages faster breathing, muscle movement and all over benefits to health and fitness. ‘
- ‘Anything from brisk walking to intense exercise.’
- ‘Anything that requires me to exert myself no matter how small. Anything from walking, gardening, playing golf, going for a run or popping down to the gym each morning before work.’

Question 2 - How important is your overall health and wellbeing to you?

2,188 responses

Response	Number of responses	Percentage of responses
Very important	1,402	64.1%
Important	604	27.6%
Neutral	86	3.9%
Unimportant	16	0.7%
Very unimportant	80	3.7%
Total	**2,188**	**100%**

92% respondents deemed their overall health and wellbeing important or very important.

Question 3 - Do you have any health conditions that make daily activities difficult?

2,212 responses

Response	Number of responses	Percentage of responses
No condition identified	1,102	49.8%
Identified condition	1,006	45.5%
Prefer not to say	104	4.7%
Total	**2,212**	**100%**

Note: Respondents were asked to select all that apply. 1,006 respondents selected 1 or more conditions.

Response	Number of responses	Percentage of responses
Visual impairment, for example, due to blindness or partial sight	35	1.7%
Hearing impairment, for example, due to deafness of partial hearing	84	4.2%
Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects	308	15.4%
Mental health	394	19.6%
Stamina or breathing difficulty	254	12.7%
Social or behavioural issues, for example, due to neuro diverse conditions such as Autism, Attention Deficit or Asperger's Syndrome	152	7.6%
Difficulty speaking or making yourself understood	42	2.1%
Dexterity difficulties, by that we mean lifting, grasping or holding objects	72	3.6%
Long-term pain or discomfort that is always present or reoccurs from time to time	452	22.5%
Long Covid	43	2.1%
Other	170	8.5%
Total	**2,006**	**100%**

46% respondents identified a health condition that makes daily activities difficult. The 3 most common health conditions identified were:

- Long-term pain or discomfort that is always present or reoccurs from time to time: 23%
- Mental health: 20%
- Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects: 15%

Question 4 – Does your job involve regular physical activity?

2,155 responses

Response	Number of responses	Percentage of responses
Yes	517	24.0%
No	1,638	76.0%
Total	**2,155**	**100%**

Question 5 - In the past 3 months, would you on average have done a total of 30 mins or more of physical activity per week (outside of your job)?

2,205 responses

Response	Number of responses	Percentage of responses
Yes	1,841	83.5%
No	364	16.5%
Total	**2,205**	**100%**

Question 19 - Has your view on the importance of health and wellbeing changed in the last three years?

2,204 responses

Response	Number of responses	Percentage of responses
It's more important	1,226	55.6%
No change	927	42.1%
It's less important	51	2.3%
Total	**2,204**	**100%**

Question 20 - Would you consider yourself to currently (over the last 3 months) be more or less active than you were three years ago?

2,206 responses

Response	Number of responses	Percentage of responses
More active	710	32.2%
The same	870	39.4%
Less active	626	28.4%
Total	**2,206**	**100%**

Question 21 - Has the way in which you get active changed over the last three years?

2,202 responses

Response	Number of responses	Percentage of responses
Yes	1,285	58.4%
No	917	41.6%
Total	**2,202**	**100%**

Question 22 - Please tell us how the way in which you get active has changed.

1,285 responses

Note: Only those who responded 'Yes' to question 21 were presented with question 22. Respondents were asked to select all that apply. 1,285 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
I exercise at home more	313	13.5%
I use parks and open spaces more	311	13.4%
I am walking more	465	20.0%
I am swimming more	133	5.7%
I have joined a club, group or team	182	7.8%
I am using a leisure facility more (such as a gym)	273	11.8%
I am trying to be more active in my day to day life	447	19.2%
Other	200	8.6%
Total	**2,324**	**100%**

58% respondents have changed the way they get active in the last 3 years. The 3 most common changes include:

- Walking more: 20%
- Trying to be more active in my day to day life: 19%
- Exercise more at home: 14%

Question 23 - How easy is it to find information about ways to be active near you or at home?

2,192 responses

Response	Number of responses	Percentage of responses
Very easy	200	9.1%
Easy	619	28.2%
Neutral	973	44.5%
Difficult	290	13.2%
Very Difficult	110	5.0%
Total	**2,192**	**100%**

37% respondents find it easy or very easy to find information about ways to be active near them or at home, while 44% are neutral and 18% find it difficult or very difficult.

Question 24 - Where do you, or would you go for information on activities in your area (including information on how to be active in your own home)?

2,149 responses

Note: Respondents were asked to select all that apply. 2,149 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Web - council, google, other web search	1,719	35.9%
Local facilities – leisure centres, community centres	697	14.6%
Local sports clubs	231	4.8%
Libraries	288	6.0%
Social media – Facebook, Twitter, Instagram, other networks	874	18.3%
Family/friend for recommendations/ideas	913	19.1%
Other	64	1.3%
Total	**4,786**	**100%**

The 3 most common sources used / would be used to find out information about activities in their area were:

- Web - council, google, other web search: 36%
- Family/friend for recommendations/ideas: 19%
- Social media – Facebook, Twitter, Instagram, other networks: 18%

Question 25 - What would help you to get more active?

2,155 responses

Note: Respondents were asked to select all that apply. 2,155 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Nothing, I am happy with my activity levels	667	16.4%
More information	300	7.4%
Better facilities	548	13.4%
Better access to the outdoors	350	8.6%
Support to find/start a new activity	383	9.4%
Cheaper activities	852	20.9%
Finding something we can do together	267	6.5%
Help to do activity within a busy day	397	9.7%
Other	314	7.7%
Other - Improved health	33	Not applicable
Other - Improved transport to facilities / links	58	Not applicable
Other - More facilities	39	Not applicable
Other - More time	22	Not applicable
Total	**4,078**	**100%**

The 3 most common motivators to get more active were: (excluding the 'Nothing, I am happy with my activity levels' response)

- Cheaper activities: 21%
- Better facilities: 13%
- Help to do activity within a busy day: 10%

Question 26 - Which of the following, if any, would you use to obtain information to help you get more active?

2,120 responses

Note: Respondents were asked to select all that apply. 2,120 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
No one it's down to me	938	20.3%
Central government	107	2.3%
Media	481	10.4%
Leisure industry	369	8.0%
Local authority	498	10.8%
Health service – GPs etc	464	10.0%
Local clubs and community groups	561	12.1%
Personal trainer, instructor or coach	325	7.0%
School	40	0.9%
College or University	49	1.1%
Family and friends	613	13.2%
Everyone	163	3.5%
Other	23	0.5%
Total	**4,631**	**100%**

The 3 most common information sources people would use to obtain information about getting more active were: (excluding the 'No one it's down to me' response)

- Family and friends: 13%
- Local clubs and community groups: 12%
- Local authority: 11%

Question 27 - Outside of sport or physical activity, what do you enjoy doing / find fun in your spare time?

Question 27 provided an open comment box for respondents to provide information about what they do outside of physical activity / in their spare time.

1,855 responses

A variety of responses were provided, but the most frequent hobbies included:

1. Socialising / spending time with family and friends
2. Reading
3. Listening to music / podcasts and attending festivals / gigs
4. Arts and crafts, including sewing and knitting
5. Attending cinema / theatre / museums
6. Cooking / baking
7. Watching television / films
8. Travelling / going out

9. Gaming / streaming

Noticeably a proportion of respondents mentioned gardening in this question, implying that they do not view it as a form of physical activity.

Questions 28 – 32 were optional and did not require a response. As a result, only survey responses from participants who provided this data can be used in the analysis specific to the subject area.

Question 28 - What is your age?

1,505 responses

Response	Number of responses	Percentage of responses
18 - 24	21	1.4%
25 - 29	63	4.2%
30 - 34	99	6.6%
35 - 44	272	18.1%
45 – 54	339	22.5%
55 - 64	323	21.5%
65 - 74	279	18.5%
75 - 84	96	6.4%
85 +	8	0.5%
Prefer not to say	5	0.3%
Total	**1,505**	**100%**

Top 3 age group respondents: 45 – 54 (23%), 55 – 64 (22%), 65 – 74 (19%)

Bottom 3 age group respondents: 85 + (0.5%), 18 – 24 (1%), 25 – 29 (4%)

Question 29 - What is your gender?

1,504 responses

Response	Number of responses	Percentage of responses
Female	934	62.1%
Male	551	36.6%
Non-binary	12	0.8%
Other	2	0.1%
Prefer not to say	4	0.3%
Transgender	1	0.1%
Total	**1,504**	**100%**

1.7 x more females (62%) responded than males (37%).

Question 30 - What is your ethnic group?

1,497 responses

Response	Number of responses	Percentage of responses
Asian or Asian British	16	1.1%
Black, African, Caribbean or Black British	24	1.6%
Mixed or multiple ethnic groups	34	2.3%
Other	11	0.7%
Prefer not to say	25	1.7%
White	1,387	92.6%
Total	**1,497**	**100%**

Highest ethnic group response rate: White (93%).

Lowest ethnic group response rate: Asian or Asian British (1%).

Question 31 - Do you consider yourself to be a disabled person?

1,501 responses

Response	Number of responses	Percentage of responses
Yes	242	16.1%
No	1,207	80.4%
Prefer not to say	52	3.5%
Total	**1,501**	**100%**

Question 32 - Where do you live?

1,488 responses

Response	Number of responses	Percentage of responses
Broadland	193	13.0%
Norwich	1,141	76.7%
South Norfolk	154	10.3%
Total	**1,488**	**100%**

Broadland

193 responded 'Broadland', of those 185 (95.9%) provided their area.

Response	Number of responses	Percentage of responses
Acle	8	4.3%
Aylsham	10	5.4%
Blofield with South Walsham	4	2.2%
Brundall	10	5.4%
Buxton	1	0.5%
Coltishall	3	1.6%
Drayton	5	2.7%
Great Witchingham	1	0.5%
Hellesdon	15	8.1%
Hevingham	4	2.2%
Horsford and Felthorpe	4	2.2%
Old Catton and Sprowston West	18	9.7%
Plumstead	4	2.2%
Reepham	2	1.1%
Spixworth with St Faiths	1	0.5%
Sprowston	39	21.1%
Taverham North	11	5.9%
Thorpe St Andrew	41	22.2%
Wroxham	4	2.2%
Total	**185**	**100%**

Highest response area: Thorpe St Andrew (22%).

Norwich

1,141 responded 'Norwich', of those 1,096 (96.1%) provided their area.

Response	Number of responses	Percentage of responses
Bowthorpe	60	5.5%
Catton Grove	75	6.8%
Crome	21	1.9%
Eaton	104	9.5%
Lakenham	108	9.9%
Mancroft	74	6.8%
Mile Cross	70	6.4%
Nelson	102	9.3%
Sewell	98	8.9%
Thorpe Hamlett	144	13.1%
Town Close	117	10.7%
University	65	5.9%
Wensum	58	5.3%
Total	**1,096**	**100%**

Highest response area: Thorpe Hamlett (13%).

South Norfolk

154 responded 'South Norfolk', of those 143 (92.9%) provided their area.

Response	Number of responses	Percentage of responses
Abbey (Wymondham)	1	0.70%
Beck Vale (Dickleburgh & Scole)	1	0.70%
Brooke	1	0.70%
Bunwell	5	3.49%
Chedgrave & Thurton	4	2.80%
Cringleford	17	11.89%
Diss	5	3.49%
Earsham	1	0.70%
Easton	2	1.40%
Forncett	2	1.40%
Harleston	3	2.10%
Hempnall	1	0.70%
Hethersett	18	12.59%
Hingham & Deopham	3	2.10%
Loddon	6	4.19%
Mulbarton	7	4.89%
New Costessey	16	11.19%
Newton Flotman	1	0.70%
Old Costessey	13	9.09%
Poringland with the Framinghams	5	3.50%
Rockland	4	2.80%
Roydon	2	1.40%
Stoke Holy Cross	2	1.40%
(Long) Stratton	10	6.99%
Tasburgh	1	0.70%
Thurlton	2	1.40%
Town (Wymondham)	9	6.29%
Wicklewood	1	0.70%
Total	**143**	**100%**

Highest response area: Hethersett (13%).

Question 33 - How did you hear about the survey?

1,497 responses

Note: Respondents were asked to select all that apply. 1,497 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Social media	135	8.9%
Email	1,193	78.2%
Posters	6	0.4%
Local media	10	0.7%
Council or partner website	152	10.0%
Other	29	1.9%
Total	**1,525**	**100%**

The 3 most common sources for people finding out about the survey were:

- Email: 78%
- Council or partner website: 10%
- Social media: 9%

Active

This section provides a summary of the questions that were asked to all respondents as well as the 'active' questions.

1,841 respondents (83.5% of all respondents)

Question 1 – What do you consider to be 'physical activity'?

Question 1 provided an open comment box for respondents to provide an explanation as to what they consider to be 'physical activity'.

1,818 responses

Responses aligned heavily to those listed in the 'All' section. Responses frequently described physical activity as either 'moving the body' or 'raising their heart rate', with common activities being 'walking' and 'running'.

Common themes identified included:

- 596 responses (33%) referenced 'moving' or 'movement'.
- 414 responses (23%) referenced increasing or raising 'heart' rate.
- 340 responses (19%) referenced 'sport'.
- 255 responses (14%) referenced 'exercise' or 'exercising'
- 81 responses (4%) referenced getting out of 'breath'.
- Users commonly listed types of activities, for example:
    - 852 responses (47%) referenced walking
    - 383 responses (21%) referenced running
    - 308 responses (17%) referenced cycling
    - 257 responses (14%) referenced gym
    - 242 responses (13%) referenced swimming
    - 88 responses (5%) referenced yoga
    - 60 responses (3%) referenced exercise classes
    - 41 responses (2%) referenced tennis
- Users also referenced types of everyday activities:
    - 185 responses (10%) referenced gardening
    - 90 responses (5%) referenced housework
    - 11 responses (0.5%) referenced DIY

Question 2 - How important is your overall health and wellbeing to you?

1,828 responses

Response	Number of responses	Percentage of responses
Very important	1,260	68.9%
Important	454	24.8%
Neutral	38	2.1%
Unimportant	6	0.3%
Very unimportant	70	3.8%
Total	**1,828**	**100%**

93% respondents deemed their overall health and wellbeing important or very important.

Question 3 - Do you have any health conditions that make daily activities difficult?

1,841 responses

Response	Number of responses	Percentage of responses
No condition identified	1,003	54.5%
Identified condition	748	40.6%
Prefer not to say	90	4.9%
Total	**1,841**	**100%**

Note: Respondents were asked to select all that apply. 748 respondents selected 1 or more conditions.

Response	Number of responses	Percentage of responses
Visual impairment, for example, due to blindness or partial sight	24	1.8%
Hearing impairment, for example, due to deafness of partial hearing	61	4.6%
Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects	171	12.8%
Mental health	267	20.0%
Stamina or breathing difficulty	164	12.3%
Social or behavioural issues, for example, due to neuro diverse conditions such as Autism, Attention Deficit or Asperger's Syndrome	118	8.8%
Difficulty speaking or making yourself understood	28	2.1%
Dexterity difficulties, by that we mean lifting, grasping or holding objects	45	3.4%
Long-term pain or discomfort that is always present or reoccurs from time to time	305	22.8%
Long Covid	26	1.9%
Other	128	9.6%
Total	**1,337**	**100%**

41% respondents identified a health condition that makes daily activities difficult. The 3 most common health conditions identified were:

- Long-term pain or discomfort that is always present or reoccurs from time to time: 23%
- Mental health: 20%
- Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects: 13%

Question 4 – Does your job involve regular physical activity?

1,797 responses

Response	Number of responses	Percentage of responses
Yes	444	24.7%
No	1,353	75.3%
Total	**1,797**	**100%**

Question 5 - In the past 3 months, would you on average have done a total of 30 mins or more of physical activity per week (outside of your job)?

1,841 selected 'yes'.

Question 6 - In the past 28 days, on how many days would you estimate you have been physically active for at least 30 minutes per day?

1,822 responses

Note: Respondents were asked to select a number between 0 and 28. The results have been grouped using the following categories to determine how many days of exercise respondents usually complete in a week.

- Less than once a week: 0 – 3 Days
- 1 to 2 times a week: 4 – 8 Days
- 2 to 3 times a week: 9 – 12 Days
- 3 to 4 times a week: 13 – 16 Days
- 4 to 5 times a week: 17 – 20 Days
- 5 to 6 times a week: 21 – 24 Days
- 6 to 7 times a week: 25 – 27 Days
- 7 times a week: 28 Days

Response	Number of responses	Percentage of responses
Less than once a week	95	5.2%
1 to 2 times a week	337	18.5%
2 to 3 times a week	264	14.5%
3 to 4 times a week	229	12.6%
4 to 5 times a week	285	15.6%
5 to 6 times a week	197	10.8%
6 to 7 times a week	129	7.1%
7 times a week	286	15.7%
Total	**1,822**	**100%**

In the last 28 days the 3 most common number of days to be physically active were:

- 1 to 2 times a week: 19%
- 7 times a week: 16%
- 4 to 5 times a week: 16%

Question 7 - In the past 7 days, on how many days have you done a total of 30 mins or more of physical activity?

1,813 responses

Response	Number of responses	Percentage of responses
0 (Under 30 minutes a week)	0	0.0%
1 (At least 30 minutes a week)	196	10.8%
2 (At least 60 minutes a week)	229	12.6%
3 (At least 90 minutes a week)	311	17.2%
4 (At least 120 minutes a week)	286	15.8%
5 (At least 150 minutes a week)	285	15.7%
6 (At least 180 minutes a week)	146	8.1%
7 (At least 210 minutes a week)	360	19.9%
Total	**1,813**	**100%**

In the last week the 3 most common number of days to be physically active were:

- 7 days: 20%
- 3 days: 17%
- 4 days: 16%

Question 8 - When exercising outside or thinking about exercising outside, for example walking or running. How safe do you feel?

1,823 responses

Response	Number of responses	Percentage of responses
Very safe	336	18.4%
Safe	800	43.9%
Neutral	437	24.0%
Not safe	206	11.3%
Not safe at all	44	2.4%
Total	**1,823**	**100%**

62% respondents stated that they feel safe or very safe when exercising or thinking about exercising outside, while 14% stated they feel not safe or not safe at all.

These results have been further analysed to understand the responses from female and male respondents. Question 29 (What is your gender?) was optional and did not require a response. As a result, this analysis only includes survey responses from participants who provided this data.

Female

757 responses

Response	Number of responses	Percentage of responses
Very safe	104	13.8%
Safe	313	41.4%
Neutral	210	27.7%
Not safe	110	14.5%
Not safe at all	20	2.6%
Total	**757**	**100%**

55% respondents stated that they feel safe or very safe when exercising or thinking about exercising outside, while 17% stated they feel not safe or not safe at all.

Male

448 responses

Response	Number of responses	Percentage of responses
Very safe	136	30.4%
Safe	195	43.6%
Neutral	79	17.6%
Not safe	32	7.1%
Not safe at all	6	1.3%
Total	**448**	**100%**

74% respondents stated that they feel safe or very safe when exercising or thinking about exercising outside, while 8% stated they feel not safe or not safe at all.

Question 9 - Which of these activities do you take part in?

1,821 responses

Note: Respondents were asked to select all that apply. 1,821 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Continuous walking	1,450	27.7%
Cycling	590	11.3%
Running or jogging	518	9.9%
Fitness activity	893	17.0%
Dance	158	3.0%
Team sport	149	2.8%
Swimming	427	8.1%
Gardening	707	13.5%
Water sports	104	2.0%
Other	247	4.7%
Total	**5,243**	**100%**

The 3 most common activities to take part in were:

- Continuous walking: 28%
- Fitness activity: 17%
- Gardening: 14%

Question 10 - Which of these would you say is your main physical activity?

1,824 responses

Response	Number of responses	Percentage of responses
Continuous walking	711	39.0%
Cycling	166	9.1%
Running or jogging	177	9.7%
Fitness activity	398	21.8%
Dance	29	1.6%
Team sport	55	3.0%
Swimming	91	5.0%
Gardening	94	5.2%
Water sports	8	0.4%
Other	95	5.2%
Total	**1,824**	**100%**

The 3 most common 'main' physical activities were:

- Continuous walking: 39%
- Fitness activity: 22%
- Running or jogging: 10%

Question 11 – Why do you do your main activity?

1,827 responses

Note: Respondents were asked to select all that apply. 1,827 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
To explore / be close to nature	570	7.2%
To relax and unwind	855	10.8%
To challenge myself	552	7.0%
For my mental wellbeing	1,078	13.6%
To lose weight or get in shape	736	9.3%
To improve my health and fitness	1,369	17.3%
To compete	120	1.5%
To socialise or spend time with friends/ family	480	6.1%
To progress in my sport / activity	204	2.6%
To improve my skills	213	2.7%
To have an adventure	167	2.1%
To have fun	561	7.1%
For the lifestyle and culture associated with the activity	193	2.4%
For the adrenaline rush	102	1.3%
To get to a place (such as walking to work)	554	7.0%
Other	166	2.1%
Total	**7,920**	**100%**

The 3 most common reasons for being active were:

- To improve my health and fitness: 17%
- For my mental wellbeing: 14%
- To relax and unwind: 11%

Question 12 - Which of the following best describes where you do your main activity?

1,821 responses

Note: Respondents were asked to select all that apply. 1,821 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Leisure centre	224	6.3%
Swimming pool	129	3.6%
Sports club	104	2.9%
Gym	338	9.5%
Climbing centre	11	0.3%
Trampoline/ Freestyle centre	4	0.1%
Skate/ BMX park	5	0.1%
Open water	54	1.5%
Cycle track	27	0.8%
Waymarked routes	340	9.5%
Running track	29	0.8%
Small-sided football centre	22	0.6%
Playing fields	84	2.4%
Park	471	13.2%
Tennis court/ facilities	32	0.9%
Pavement/ road	889	24.9%
Home (using my own equipment)	226	6.3%
Home (using online/virtual classes)	77	2.2%
Workplace leisure facilities	13	0.4%
Community hall	73	2.0%
Youth centre	1	0.0%
Garden	216	6.0%
Allotment	45	1.3%
Other	160	4.5%
Total	**3,574**	**100%**

The 6 most common places to do physical activity were:

- Pavement / road: 25%
- Park: 13%
- Waymarked routes: 10%
- Gym: 10%
- Leisure centre: 6%
- Home (using my own equipment): 6%

Question 13 - Please tell us the name of the facility you use to do your main activity

1,512 responses

Note: Responses were reviewed and those that did not provide a specific location were not included in the analysis, for example those that stated outdoors, roads, paths, parks, streets etc. For those that provided multiple locations, only the first identified location was used. The table below shows the 15 facilities /locations that were identified the most.

Response	Number of responses	Percentage of responses
UEA SportsPark	101	6.7%
Riverside Leisure Centre	70	4.6%
Nuffield Health	59	3.9%
Eaton Park	49	3.2%
Gym Group	45	3.0%
Pure Gym	37	2.4%
David Lloyd	23	1.5%
Marriott's Way	21	1.4%
Banantynes	18	1.2%
Phoenix Gym	18	1.2%
Catton Park	17	1.1%
Wymondham Leisure Centre	14	0.9%
YouFit	10	0.7%
Pump Gym	10	0.7%
Mousehold Heath	10	0.7%

Question 14 - How much do you agree or disagree with these statements about the place where you do your main activity?

1,790 responses

Note: Respondents who selected 'home' to question 12 were not asked this question. Respondents did not have to provide a response to all statements.

Statement	Agree		Disagree	
	Number	Percentage	Number	Percentage
It meets my needs	1,614	91.4%	151	8.6%
It is in need of repair / investment	709	42.8%	946	57.2%
It is clean	1,400	83.1%	285	16.9%
It is well equipped	1212	77.6%	349	22.4%
They provide a friendly and welcoming environment	1,299	85.2%	225	14.8%
They provide a good customer experience	1,178	81.7%	264	18.3%
It is affordable	1,352	86.3%	215	13.7%
It is over-crowded / too busy	390	26.3%	1,093	73.7%
It is accessible from where I live / work/ study	1505	94.4%	89	5.6%
There is adequate parking	1149	78.6%	312	21.4%
They are accessible for people requiring additional support	1,015	72.1%	393	27.9%
It is family / child friendly	1,094	74.9%	366	25.1%
It has convenient opening times	1,360	93.5%	95	6.5%
They offer activities/ classes at convenient times	1,009	73.6%	362	26.4%

Question 15 - How do you travel to take part in your main activity?

1,791 responses

Note: Respondents who selected 'home' to question 12 were not asked this question. Respondents were asked to select all that apply. 1,791 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Walk	1,006	43.8%
Car	738	32.1%
Bus	100	4.3%
Motorbike/moped	8	0.3%
Train	25	1.1%
Bicycle	307	13.4%
Other	11	0.5%
No travel required	104	4.5%
Total	**2,299**	**100%**

The 3 most common transport methods to get to their main activity were:

- Walking: 44%
- Car: 32%
- Bicycle: 13%

Question 19 - Has your view on the importance of health and wellbeing changed in the last three years?

1,837 responses

Response	Number of responses	Percentage of responses
It's more important	1,035	56.3%
No change	784	42.7%
It's less important	18	1.0%
Total	**1,837**	**100%**

Question 20 - Would you consider yourself to currently (over the last 3 months) be more or less active than you were three years ago?

1,838 responses

Response	Number of responses	Percentage of responses
More active	679	36.9%
The same	779	42.4%
Less active	380	20.7%
Total	**1,838**	**100%**

Question 21 - Has the way in which you get active changed over the last three years?

1,835 responses

Response	Number of responses	Percentage of responses
Yes	1,089	59.3%
No	746	40.7%
Total	**1,835**	**100%**

Question 22 - Please tell us how the way in which you get active has changed.

1,089 responses

Note: Only those who responded 'Yes' to question 21 were presented with question 22. Respondents were asked to select all that apply. 1,089 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
I exercise at home more	277	13.5%
I use parks and open spaces more	287	14.0%
I am walking more	425	20.7%
I am swimming more	128	6.2%
I have joined a club, group or team	176	8.5%
I am using a leisure facility more (such as a gym)	168	8.2%
I am trying to be more active in my day to day life	389	18.9%
Other	205	10.0%
Total	**2,055**	**100%**

59% respondents have changed the way they get active in the last 3 years. The 4 most common changes include:

- Walking more: 20%
- Trying to be more active in my day to day life: 19%
- I use parks and open space more: 14%
- Exercise more at home: 14%

Question 23 - How easy is it to find information about ways to be active near you or at home?

1,828 responses

Response	Number of responses	Percentage of responses
Very easy	184	10.0%
Easy	568	31.1%
Neutral	804	44.0%
Difficult	208	11.4%
Very Difficult	64	3.5%
Total	**1,828**	**100%**

41% respondents find it easy or very easy to find information about ways to be active near them or at home, while 44 % are neutral and 15% find it difficult or very difficult.

Question 24 - Where do you, or would you go for information on activities in your area (including information on how to be active in your own home)?

1,796 responses

Note: Respondents were asked to select all that apply. 1,796 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Web - council, google, other web search	1,444	35.7%
Local facilities – leisure centres, community centres	595	14.7%
Local sports clubs	207	5.1%
Libraries	244	6.0%
Social media – Facebook, Twitter, Instagram, other networks	718	17.8%
Family/friend for recommendations/ideas	780	19.3%
Other	53	1.3%
Total	**4,041**	**100%**

The 3 most common sources used / would be used to find out information about activities in their area were:

- Web - council, google, other web search: 36%
- Family/friend for recommendations/ideas: 19%
- Social media – Facebook, Twitter, Instagram, other networks: 18%

Question 25 - What would help you to get more active?

1,804 responses

Note: Respondents were asked to select all that apply. 1,804 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Nothing, I am happy with my activity levels	634	19.0%
More information	233	7.0%
Better facilities	421	12.6%
Better access to the outdoors	301	9.0%
Support to find/start a new activity	262	7.9%
Cheaper activities	665	20.0%
Finding something we can do together	205	6.2%
Help to do activity within a busy day	360	10.8%
Other	249	7.5%
Other - Improved health	18	Not applicable
Other - Improved transport to facilities / links	54	Not applicable
Other - More facilities	33	Not applicable
Other - More time	20	Not applicable
Total	**3,330**	**100%**

The 3 most common motivators to get more active were: (excluding the 'Nothing, I am happy with my activity levels' response)

- Cheaper activities: 20%
- Better facilities: 13%
- Help to do activity within a busy day: 11%

Question 26 - Which of the following, if any, would you use to obtain information to help you get more active?

1,774 responses

Note: Respondents were asked to select all that apply. 1,774 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
No one it's down to me	803	20.9%
Central government	88	2.3%
Media	409	10.6%
Leisure industry	311	8.1%
Local authority	405	10.5%
Health service – GPs etc	337	8.8%
Local clubs and community groups	466	12.1%
Personal trainer, instructor or coach	272	7.1%
School	37	1.0%
College or University	47	1.2%
Family and friends	503	13.1%
Everyone	138	3.6%
Other	26	0.7%
Total	**3,842**	**100%**

The 3 most common information sources people would use to obtain information about getting more active were: (excluding the 'No one it's down to me' response)

- Family and friends: 13%
- Local clubs and community groups: 12%
- Media: 11%

Question 27 - Outside of sport or physical activity, what do you enjoy doing / find fun in your spare time?

Question 27 provided an open comment box for respondents to provide information about what they do outside of physical activity / in their spare time.

1,549 responses

Responses aligned heavily to those listed in the 'All' section. The noticeable difference to the inactive responses is that many respondents listed 'gardening' or 'allotment activities' within this question.

1. Reading
2. Socialising / spending time with family and friends
3. Watching television / films
4. Cooking / baking
5. Gardening

6. Arts and crafts, including sewing and knitting
7. Listening to music / podcasts and attending festivals / gigs
8. Travelling / going out
9. Gaming / streaming

Question 28 - What is your age?

1,232 responses

Response	Number of responses	Percentage of responses
18 - 24	17	1.4%
25 - 29	53	4.3%
30 - 34	85	6.9%
35 - 44	224	18.2%
45 – 54	260	21.1%
55 - 64	268	21.8%
65 - 74	240	19.5%
75 - 84	78	6.3%
85 +	2	0.2%
Prefer not to say	5	0.4%
Total	**1,232**	**100%**

Top 3 age group respondents: 55 – 64 (22%), 45 – 54 (21%), 65 – 74 (20%)

Bottom 3 age group respondents: 85 + (0.2%), 18 – 24 (1%), 25 – 29 (4%)

Question 29 - What is your gender?

1,231 responses

Response	Number of responses	Percentage of responses
Female	761	61.8%
Male	455	37.0%
Non-binary	9	0.7%
Other	2	0.2%
Prefer not to say	4	0.3%
Transgender	0	0.0%
Total	**1,231**	**100%**

1.7 x more females (62%) responded than males (37%).

Question 30 - What is your ethnic group?

1,224 responses

Response	Number of responses	Percentage of responses
Asian or Asian British	12	1.0%
Black, African, Caribbean or Black British	18	1.5%
Mixed or multiple ethnic groups	22	1.8%
Other	9	0.7%
Prefer not to say	19	1.6%
White	1,144	93.5%
Total	**1,224**	**100%**

Highest ethnic group response rate: White (94%).

Lowest ethnic group response rate: Asian or Asian British (1%).

Question 31 - Do you consider yourself to be a disabled person?

1,228 responses

Response	Number of responses	Percentage of responses
Yes	148	12.0%
No	1,041	84.8%
Prefer not to say	39	3.2%
Total	**1,228**	**100%**

Question 32 - Where do you live?

1,220 responses

Response	Number of responses	Percentage of responses
Broadland	157	12.9%
Norwich	941	77.1%
South Norfolk	122	10.0%
Total	**1,220**	**100%**

Question 33 - How did you hear about the survey?

1,228 responses

Note: Respondents were asked to select all that apply. 1,228 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Social media	109	8.7%
Email	972	77.8%
Posters	6	0.5%
Local media	9	0.7%
Council or partner website	127	10.2%
Other	27	2.2%
Total	**1,250**	**100%**

The 3 most common sources for people finding out about the survey were:

- Email: 78%
- Council or partner website: 10%
- Social media: 9%

Inactive

This section provides a summary of the questions that were asked to all respondents as well as the 'inactive' questions.
364 respondents (16.5% of all respondents)

Question 1 – What do you consider to be 'physical activity'?

Question 1 provided an open comment box for respondents to provide an explanation as to what they consider to be 'physical activity'.

347 responses

Responses aligned heavily to those listed in the 'All' section. Responses frequently described physical activity as either 'moving the body' or 'raising their heart rate', with common activities being 'walking' and 'running'. Respondents were slightly less likely to reference everyday activities such as 'gardening' or 'housework' as physical activity.

Common themes identified included:

- 100 responses (29%) referenced 'moving' or 'movement'.
- 65 responses (19%) referenced increasing or raising 'heart' rate.
- 50 responses (14%) referenced 'sport'.
- 44 responses (13%) referenced 'exercise' or 'exercising'
- 12 responses (3%) referenced getting out of 'breath'.
- Users commonly listed well known types of activities, for example:
    - 151 responses (44%) referenced walking
    - 61 responses (18%) referenced running
    - 35 responses (10%) referenced cycling
    - 48 responses (14%) referenced gym
    - 42 responses (12%) referenced swimming
    - Responses were slightly less likely to reference other types of activities such as yoga (1%), exercise classes (2%), tennis (1%)
- Users were slightly less likely to reference types of everyday activities:
    - 21 responses (6%) referenced gardening
    - 17 responses (5%) referenced housework
    - 3 responses (1%) referenced DIY

Question 2 - How important is your overall health and wellbeing to you?

355 responses

Response	Number of responses	Percentage of responses
Very important	138	38.9%
Important	150	42.3%
Neutral	47	13.2%
Unimportant	10	2.8%
Very unimportant	10	2.8%
Total	**355**	**100%**

81% respondents deemed their overall health and wellbeing important or very important.

Question 3 - Do you have any health conditions that make daily activities difficult?

364 responses

Response	Number of responses	Percentage of responses
No condition identified	96	26.4%
Identified condition	250	68.7%
Prefer not to say	18	4.9%
Total	**364**	**100%**

Note: Respondents were asked to select all that apply. 250 respondents selected 1 or more conditions.

Response	Number of responses	Percentage of responses
Visual impairment, for example, due to blindness or partial sight	11	1.7%
Hearing impairment, for example, due to deafness of partial hearing	21	3.2%
Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects	134	20.4%
Mental health	124	18.9%
Stamina or breathing difficulty	89	13.6%
Social or behavioural issues, for example, due to neuro diverse conditions such as Autism, Attention Deficit or Asperger's Syndrome	34	5.2%
Difficulty speaking or making yourself understood	14	2.1%
Dexterity difficulties, by that we mean lifting, grasping or holding objects	26	4%
Long-term pain or discomfort that is always present or reoccurs from time to time	144	21.9%
Long Covid	17	2.6%
Other	42	6.4%
Total	**656**	**100%**

69% respondents identified a health condition that makes daily activities difficult. The 3 most common health conditions identified were:

- Long-term pain or discomfort that is always present or reoccurs from time to time: 22%
- Mobility, such as difficulty walking short distances, climbing stairs, lifting & carrying objects: 20%
- Mental health: 19%

Question 4 – Does your job involve regular physical activity?

356 responses

Response	Number of responses	Percentage of responses
Yes	73	20.5%
No	283	79.5%
Total	**356**	**100%**

Question 5 - In the past 3 months, would you on average have done a total of 30 mins or more of physical activity per week (outside of your job)?

364 selected 'no'.

Question 16 - You selected that you currently do less than 30 minutes of physical activity per week (outside of your job), which of the following statements best describe your reason?

359 responses

Note: Respondents were asked to select all that apply. 359 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
I worry that I will be judged by other people	48	4.0%
My life is busy enough as it is	79	6.7%
I would rather spend my time doing things I actually enjoy	46	3.9%
I just don't feel good doing physical activity	68	5.7%
I need others to help motivate me	89	7.5%
Childcare or work logistics make it impossible	49	4.1%
I feel self-conscious about how unfit I am	91	7.7%
I worry that I might get injured or experience pain	73	6.1%
I used to enjoy sport / physical activity when I was much younger but not anymore	74	6.2%
I struggle to fit in proper exercise alongside work/family etc.	103	8.7%
I tend to be either very active or not active at all	33	2.8%
I have a well-balanced life and don't feel the need to exercise more	8	0.7%
I don't know how to become more active	37	3.1%
I can't run / play sport like I used to	107	9.0%
It's just too much hassle to arrange and plan physical activity	41	3.5%
Personal health does not allow me to exercise at the moment	121	10.2%
I can't afford to pay for the activities I am interested in	120	10.1%
Total	**1,187**	**100%**

The 3 most common reasons for being inactive were:

- Personal health does not allow me to exercise at the moment: 10%
- I can't afford to pay for the activities I'm interested in: 10%
- I can't run / play sport like I used to: 9%

Question 17 - Which of the following activities, if any, would be of interest to you?

357 responses

Note: Respondents were asked to select all that apply. 357 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Continuous walking	141	14.9%
Cycling	81	8.5%
Running or jogging	53	5.6%
Fitness activity	155	16.4%
Dance	92	9.7%
Team sport	62	6.6%
Swimming	186	19.7%
Gardening	115	12.1%
Other	29	3.1%
I wouldn't be interested in doing any sport or activities	32	3.4%
Total	**946**	**100%**

The 3 most common activities which participants were interested in taking part in were:

- Swimming: 20%
- Fitness activity: 16%
- Continuous walking: 15%

Question 18 - Where would you consider doing these sports or activities?

323 responses

Note: Respondents who selected 'I wouldn't be interested in doing any sport or activities' to question 17 were not asked this question. Respondents were asked to select all that apply. 323 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Leisure centre	190	11.5%
Swimming pool	179	10.9%
Sports club	86	5.2%
Gym	145	8.8%
Climbing centre	31	1.9%
Trampoline/ Freestyle centre	25	1.5%
Skate/ BMX park	8	0.5%
Open water	39	2.4%
Cycle track	29	1.8%
Waymarked routes	87	5.3%
Running track	20	1.2%
Small-sided football centre	20	1.2%
Playing fields	52	3.2%
Park	135	8.2%
Tennis court/ facilities	37	2.2%
Pavement/ road	86	5.2%
Home	140	8.5%
School / college / university leisure facilities	43	2.6%
Workplace leisure facilities	35	2.1%
Community hall	94	5.7%
Youth centre	16	1.0%
Garden	103	6.2%
Allotment	42	2.5%
Other	7	0.4%
Total	**1,649**	**100%**

The 3 most common places participants were interested in taking part in physical activity were:

- Leisure centre: 12%
- Swimming pool: 11%
- Gym: 9%

Question 19 - Has your view on the importance of health and wellbeing changed in the last three years?

361 responses

Response	Number of responses	Percentage of responses
It's more important	187	51.8%
No change	141	39.1%
It's less important	33	9.1%
Total	**361**	**100%**

Question 20 - Would you consider yourself to currently (over the last 3 months) be more or less active than you were three years ago?

362 responses

Response	Number of responses	Percentage of responses
More active	28	7.7%
The same	89	24.6%
Less active	245	67.7%
Total	**362**	**100%**

Question 21 - Has the way in which you get active changed over the last three years?

361 responses

Response	Number of responses	Percentage of responses
Yes	191	52.9%
No	170	47.1%
Total	**361**	**100%**

Question 22 - Please tell us how the way in which you get active has changed.

179 responses

Note: Only those who responded 'Yes' to question 21 were presented with question 22. Respondents were asked to select all that apply. 179 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
I exercise at home more	35	15.0%
I use parks and open spaces more	22	9.4%
I am walking more	38	16.2%
I am swimming more	3	1.3%
I have joined a club, group or team	6	2.6%
I am using a leisure facility more (such as a gym)	5	2.0%
I am trying to be more active in my day to day life	57	24.4%
Other	68	29.1%
Total	**234**	**100%**

53% respondents have changed the way they get active in the last 3 years. The 3 most common changes include: (excluding the 'other' response)

- Trying to be more active in my day to day life: 24%
- Walking more: 16%
- Exercise more at home: 15%

Question 23 - How easy is it to find information about ways to be active near you or at home?

358 responses

Response	Number of responses	Percentage of responses
Very easy	15	4.2%
Easy	49	13.8%
Neutral	168	46.9%
Difficult	82	22.8%
Very Difficult	44	12.3%
Total	**358**	**100%**

18% respondents find it easy or very easy to find information about ways to be active near them or at home, while 47% are neutral and 35% find it difficult or very difficult.

Question 24 - Where do you, or would you go for information on activities in your area (including information on how to be active in your own home)?

347 responses

Note: Respondents were asked to select all that apply. 347 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Web - council, google, other web search	269	36.8%
Local facilities – leisure centres, community centres	101	13.8%
Local sports clubs	24	3.3%
Libraries	43	5.9%
Social media – Facebook, Twitter, Instagram, other networks	155	21.2%
Family/friend for recommendations/ideas	132	18.0%
Other	7	1.0%
Total	**731**	**100%**

The 3 most common sources used / would be used to find out information about activities in their area were:

- Web - council, google, other web search: 37%
- Social media – Facebook, Twitter, Instagram, other networks: 21%
- Family/friend for recommendations/ideas: 18%

Question 25 - What would help you to get more active?

345 responses

Note: Respondents were asked to select all that apply. 345 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Nothing, I am happy with my activity levels	31	3.9%
More information	67	8.5%
Better facilities	126	16.1%
Better access to the outdoors	49	6.3%
Support to find/start a new activity	121	15.4%
Cheaper activities	185	23.6%
Finding something we can do together	61	7.8%
Help to do activity within a busy day	80	10.2%
Other	64	8.2%
Other - Improved health	15	Not applicable
Other - Improved transport to facilities / links	4	Not applicable
Other - More facilities	6	Not applicable
Other - More time	2	Not applicable
Total	**784**	**100%**

The 3 most common motivators to get more active were:

- Cheaper activities: 24%
- Better facilities: 16%
- Support to find/start a new activity: 15%

Question 26 - Which of the following, if any, would you use to obtain information to help you get more active?

340 responses

Note: Respondents were asked to select all that apply. 340 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
No one it's down to me	133	16.8%
Central government	18	2.3%
Media	73	9.2%
Leisure industry	58	7.3%
Local authority	90	11.4%
Health service – GPs etc	126	15.9%
Local clubs and community groups	95	12.0%
Personal trainer, instructor or coach	51	6.4%
School	2	0.3%
College or University	2	0.3%
Family and friends	110	13.9%
Everyone	25	3.2%
Other	8	1.0%
Total	**791**	**100%**

The 4 most common information sources people would use to obtain information about getting more active were: (excluding the 'No one it's down to me' response)

- Health service: 16%
- Family and friends: 14%
- Local clubs and community groups: 12%
- Local authority: 11%

Question 27 - Outside of sport or physical activity, what do you enjoy doing / find fun in your spare time?

Question 27 provided an open comment box for respondents to provide information about what they do outside of physical activity / in their spare time.

294 responses

Responses aligned heavily to those listed in the 'All' section.

A variety of responses were provided, but the most frequent hobbies included:

1. Reading
2. Socialising / spending time with family and friends
3. Arts and crafts, including sewing and knitting
4. Watching television / films
5. Attending cinema / theatre / museums

6. Listening to music / podcasts and attending festivals / gigs
7. Cooking / baking
8. Travelling / going out
9. Gaming / streaming

Question 28 - What is your age?

270 responses

Response	Number of responses	Percentage of responses
18 - 24	4	1.5%
25 - 29	10	3.7%
30 - 34	14	5.2%
35 - 44	48	17.8%
45 – 54	78	28.9%
55 - 64	55	20.4%
65 - 74	38	14.1%
75 - 84	17	6.3%
85 +	6	2.2%
Prefer not to say	0	0.0%
Total	**270**	**100%**

Top 3 age group respondents: 45 – 54 (29%), 55 – 64 (20%), 35 – 44 (18%)

Bottom 3 age group respondents: 18 - 24 (2%), 85 + (2%), 25 – 29 (4%)

Question 29 - What is your gender?

270 responses

Response	Number of responses	Percentage of responses
Female	170	62.9%
Male	96	35.6%
Non-binary	3	1.1%
Other	0	0.0%
Prefer not to say	0	0.0%
Transgender	1	0.4%
Total	**270**	**100%**

1.7 x more females (63%) responded than males (36%).

Question 30 - What is your ethnic group?

270 responses

Response	Number of responses	Percentage of responses
Asian or Asian British	4	1.5%
Black, African, Caribbean or Black British	6	2.2%
Mixed or multiple ethnic groups	12	4.4%
Other	2	0.7%
Prefer not to say	5	1.9%
White	241	89.3%
Total	**270**	**100%**

Highest ethnic group response rate: White (90%).

Lowest ethnic group response rate: Asian or Asian British (2%).

Question 31 - Do you consider yourself to be a disabled person?

270 responses

Response	Number of responses	Percentage of responses
Yes	93	34.4%
No	164	60.7%
Prefer not to say	13	4.8%
Total	**270**	**100%**

Question 32 - Where do you live?

265 responses

Response	Number of responses	Percentage of responses
Broadland	36	13.6%
Norwich	197	74.3%
South Norfolk	32	12.1%
Total	**265**	**100%**

Question 33 - How did you hear about the survey?

266 responses

Note: Respondents were asked to select all that apply. 266 respondents selected 1 or more responses.

Response	Number of responses	Percentage of responses
Social media	26	9.6%
Email	218	80.1%
Posters	0	0.0%
Local media	1	0.4%
Council or partner website	25	9.2%
Other	2	0.7%
Total	**272**	**100%**

The 3 most common sources for people finding out about the survey were:

- Email: 80%
- Social media: 10%
- Council or partner website: 9%