

Review of the Active Lives Adult Survey sample allocation across local authority areas

Consultation findings, October 2023

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Summary

The findings from the external consultation have informed an updated approach to the Active Lives Adult Survey sample allocation. The overall sample size remains around 175,000 with a reduction in the minimum sample allocated to each local area from 500 to 400¹, freeing up sample that has been reallocated (boosted) based on the following criteria:

- **50% based on places with the greatest need.** The Place Need Classification will be used as the basis for allocating 50% of the freed-up sample. Local authorities that fall within the top 20% (top 2 deciles) for both an adult sporting

¹ With the exception of the Isles of Scilly and City of London (which are too small to support an annual sample of 400 responses).

and physical activity need and social need, will receive an additional sample of 500. This version of the Place Need Classification uses a slightly different approach to the one used for place expansion work, with a focus only on adults at a local authority level which is based on updated geographical boundaries to align to fieldwork requirements.

- **50% based on places with the largest population size.** The remaining 50% of the freed-up sample will be allocated to local authorities with the largest populations. To ensure the sample is not spread too thinly and there is real benefit to places, only local authorities that would have been allocated a sample of 600² or more were the core sample proportionally distributed are eligible for a population boost. The boost sample available is then allocated proportionately amongst these authorities in increments of 100 from a minimum of 300 to a maximum of 1,100.

With this approach it is important to note that the loss of precision in survey estimates by reducing from 500 to 400 is small and outweighed by the benefits of allocating more survey sample to places of greatest need and with larger populations. A sample size of 400 will still support robust and useful estimates for all local areas.

These changes will be implemented from the start of the year 9 Active Lives Adult Survey fieldwork starting in mid-November 2023. A spreadsheet of the final survey allocations for each local area for year 9 is available on the Active Lives pages on the Sport England website. As with previous survey years, local areas have the option to pay for additional sample.

Background

It was important for Sport England to review the survey allocation approach based on feedback received from users of Active Lives statistics and recognition that there has not been a comprehensive review of the sample allocation to local areas since the survey began in 2015/16. During that time, there has been considerable local government reorganisation (typically district authorities

² Rounded to the nearest 100 respondents.

combining to form new, larger unitary authorities), meaning that the amount of data collected has reduced in areas where local authorities have merged.

Between May 2023 and July 2023, an external consultation took place with users of the Active Lives Adult Survey statistics on an alternative approach to the future allocation of survey sample across local areas. Informed by discussions with local organisations and Sport England, a proposal document (see Appendix 1) was shared that outlined three considerations for the future approach.

The first consideration was the minimum sample size required to support robust and useful estimates for all local areas. This included options to retain the current 500 sample or reducing this to a sample of 400 or 300, with information about the implications of each option on resulting confidence intervals.

The other two considerations explored how free-up sample could be allocated to local areas if the minimum sample was reduced. It set out options for how this might be allocated to areas of greatest need³ and/or areas with the largest population. The benefit and drawbacks of reducing and boosting samples were outlined (see Appendix 1 for further information) and a scenario spreadsheet was shared that set out how different sample allocations would look for each local authority.

Alongside an online consultation, meetings were held with key survey partners to talk through the proposed options. All users and key partners were asked to complete an online form and feedback on the best-balanced approach that meets their needs and those of Sport England.

The online consultation ran for 12 weeks from the 5th May until 30th July 2023. A total of 104 responses were received. Findings from the consultation were analysed and informed a recommended future approach. These recommendations were

³ One of the three Guiding Principles in Uniting the Movement directly relates to Sport England's goal of tackling inequalities; 'investing most in those that need it most'. A place will classify as somewhere of "greatest need" primarily on the basis of where the data indicates there is a sport and physical activity need but also where this coincides with social need.

discussed with Sport England's Executive Leadership Team and key survey partners who collectively agreed and signed-off the future approach.

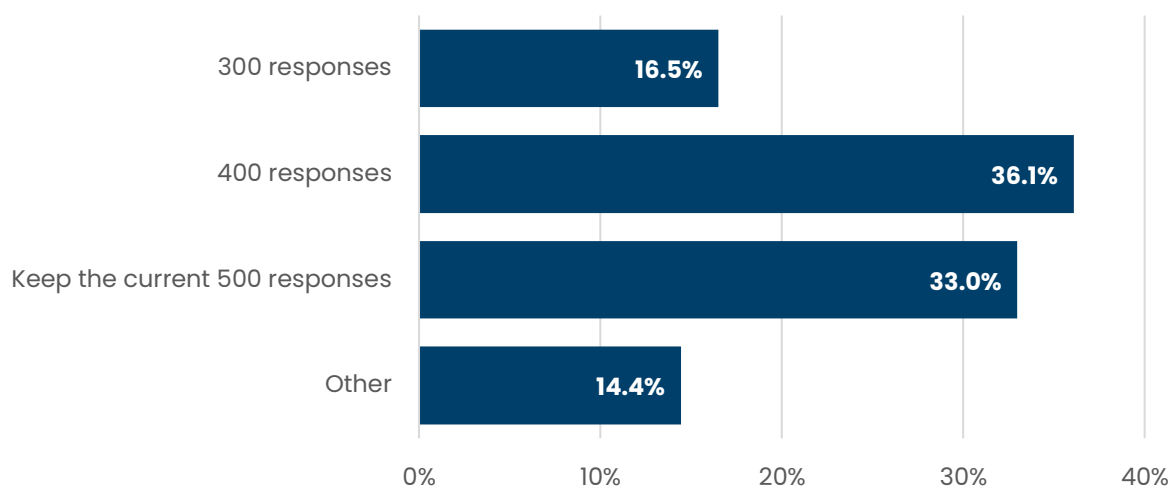
Consultation Findings

Minimum number of sample

Respondents were asked to select the appropriate minimum number of responses to collect in each local authority area (Figure 1). Of the 97 respondents that expressed a strong opinion⁴, **52.6% of these favoured a reduction of the 500 minimum sample to either 400 (36.1%) or 300 (16.5%). 33.0% said to keep the current 500 responses and 14.4% said other.**

Of the 14 respondents who selected 'other', 8 specifically mentioned that the minimum 500 responses is too low, and that allocations should be raised above this figure.

Figure 1: What do you feel is the appropriate minimum number of responses to collect in each local authority area? (97 responses)



Response option	Percent
300 responses	16.5%
400 responses	36.1%
Keep the current 500 responses	33.0%
Other	14.4%

⁴ Seven respondents reported 'no strong opinion' and have been removed from the summary analysis.

25 of the 32 respondents that favoured keeping the minimum sample allocation at 500, shared their reasons for this, along with other related considerations. The most common themes are presented below:

- Larger samples provide more accurate data, or that lowering the minimum sample size below 500 might cause validity issues with the data.⁵
- Concern that their area/organisation would be negatively affected by the reallocation of samples to areas of greatest need or largest population.
- Keeping the sample the same will mean data is consistent with previous/future years.

Some other points were raised:

- “Our current sample size for our locality works and I think it gives us a true reflection of our activity levels”.
- “Reducing the sample size below 500 for all local authorities could lead to emerging trends being missed in those with smaller sample sizes”.
- “Reducing sample sizes in favour of areas of greatest need will make it ‘more difficult to focus on scattered population groups, such as disabled and older people”.

All other respondents were asked to share anything they felt is important to consider when reviewing the minimum sample allocation. The most common themes from the 54 responses are presented below:

- The minimum level of responses should remain high enough to provide statistically reliable and representative data.
- The ability to attain more granular data would be useful for their work.
- The restructuring of their local authorities mean that they already have seen their allocations significantly reduced.
- Some would not support a reduction in the minimum sample size to 300.
- Some mentioned that sparsely populated/rural communities are underrepresented in Active Lives currently.⁶

⁵ Note: reducing sample to 300 will not reduce its accuracy or validity, it will have an impact of precision of estimates and the granularity of reporting that's possible.

⁶ Note: the current sample allocation approach tends to favour local authorities with smaller populations.

Sport England are grateful for the views expressed by users of the Active Lives Adult Survey statistics. Our reflections on the responses received are:

- We note that a slight majority of respondents favoured a reduction from the current minimum sample size of 500 (although a significant minority would like the current level maintained or increased).
- We note a shift towards a greater allocation of sample based on greatest need and population size will mean some local authority areas seeing a reduction in sample size, impacting on the precision of estimates and granularity of reporting. However, done with appropriate care, we believe negative impact of any change will be small and outweighed by the benefits. Such a change is also consistent with the commitment made to universal proportionalism within Uniting the Movement.

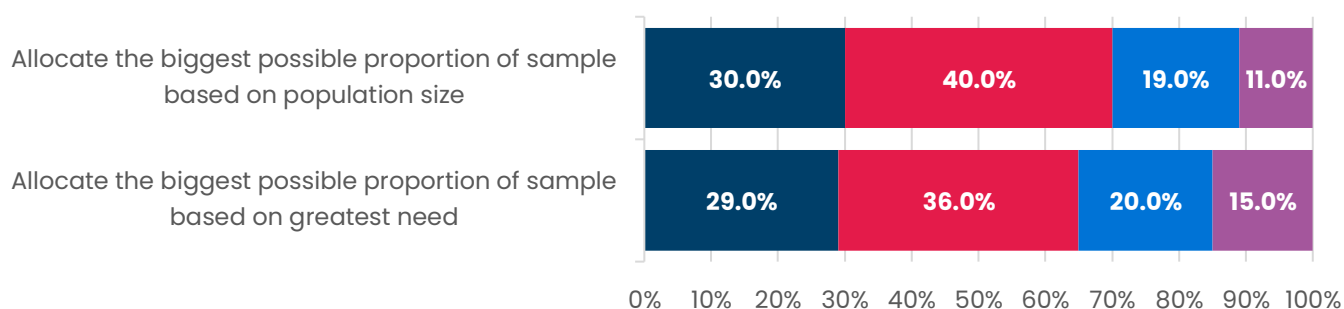
Summary: These findings present a balanced picture with a slight preference to reduce the minimum number of responses, with more respondents favouring a reduction to 400.

Allocating freed-up sample based on greatest need and / or population size

Level of importance

Respondents were asked how important it is to allocate the biggest possible proportion of sample based on greatest need and population size (Figure 2). Responses were similar but when comparing those that felt the specific allocations were very important or important, there was a slightly higher proportion favouring population size (70%) over greatest need (65%),

Figure 2: How important is it to allocate the biggest possible proportion of sample based on greatest need and population size? (100 responses)



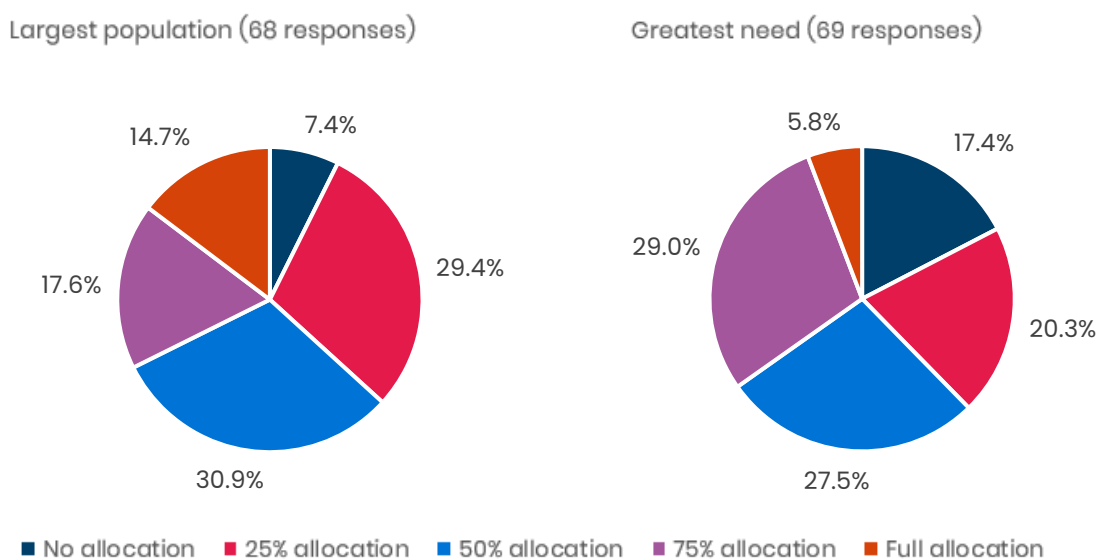
Colour	Response option	Allocate the biggest possible proportion of sample based on population size	Allocate the biggest possible proportion of sample based on greatest need
■	Very important	30.0%	29.0%
■	Important	40.0%	36.0%
■	Somewhat important	19.0%	20.0%
■	Not important	11.0%	15.0%

Preferred allocation

All respondents except for those who favoured keeping the current 500 responses, were asked whether a proportion, all, or none of the additional available sample should be allocated based on greatest need and/or largest population size (Figure 3). Their selection across both criteria was required to equate to a full allocation or 100%. The % allocation split across each criteria differs but overall, 63.2% of

respondents would like 50% or more of the additional sample to be allocated to areas with the largest population size and a similar percentage of respondents (62.3%) would like 50% or more to be allocated to areas of greatest need.

Figure 3: Do you think a proportion, all, or none of the additional available sample should be allocated based on greatest need and / or population size?



Colour	Response option	Population size % allocation	Greatest need % allocation
■	No allocation	7.4%	17.4%
■	25% allocation	29.4%	20.3%
■	50% allocation	30.9%	27.5%
■	75% allocation	17.6%	29.0%
■	Full allocation	14.7%	5.8%

Note: 10 respondents provided percentage figures that total more than 100% across both criteria, though we do not judge this to have had a significant impact on results.

Respondents were asked to share why they had chosen their selected allocation. These responses have been grouped and headline themes summarised below (59 responses):

Of those that selected a 50:50 allocation:

- Areas of greatest need and areas with larger populations correlate.
- This allocation sufficiently enables both greatest need and largest populations to be accounted for.
- Both are important, and therefore neither should be neglected.

Of those that selected >50% allocation towards areas with the largest population:

- Larger populations require larger samples to provide accurate data, or that greatest need can be covered adequately whilst focusing on areas with the largest populations.
- Allocating samples by population size is the best way to gain fair and representative data.
- Greatest need is subjective, so to reallocate samples based on it could cause issues.

Of those that selected >50% allocation towards areas of greatest need:

- This allocation promotes fairness and/or will be beneficial when seeking to tackle inequalities.
- Respondents would benefit from this allocation as their work and/or general use of the survey is predominantly focused on areas of greatest need.
- Areas with larger populations already have a wider body of data/research to represent them.

A couple of respondents identified that they did not feel they had enough information to make a judgement on the proportion that could go to greatest need or that it was difficult to respond without specific sight of what the allocation would look like in practice. At the time of the consultation, Sport England were refining the approach to identifying places of greatest need. This approach is based on established data sets that objectively identify and prioritise places based on both a sporting and physical activity need and a social need.

Other considerations when allocating sample based on greatest need and largest populations

Respondents were asked to share anything they felt was important. These responses have been grouped and headline themes summarised below:

Greatest need considerations (50 responses):

- Important that need is defined, and that application of the definition is fair.

- Specific groups were mentioned that respondents classify as meeting greatest need criteria.
- It is important that greatest need recognises pockets of deprivation within affluent areas.
- Some were against reallocation based on greatest need due to its definition being subjective.

Largest population consideration (36 responses):

- The objectivity of this approach is beneficial and/or that this method is most likely to produce representative data.
- Large populations often have a range of subgroups within them, for which more comprehensive data is needed to measure trends.
- Areas with large populations tend to correlate with those of greatest need.
- Some felt that sparsely populated areas (coastal/rural) are underrepresented in Active Lives.
- Restructuring of local authorities meant that they have already seen their allocations significantly reduced.

Sport England are grateful for the views expressed by users of the Active Lives Adult Survey statistics. Our reflections on the responses received are:

- We note that respondents' views support an allocation of approximately 50:50 between areas of largest population and areas of greatest need.
- We note users of Active Lives Adult Survey statistics would like to see more detail of how greatest need will be determined. This will be based on the Place Need Classification, details of which will shortly be shared more widely.
- There is a correlation between places of greatest need and areas of largest population, but we feel it is important that both are considered when deciding how to allocate survey sample to local areas.

Summary: The net result is that the data suggests roughly a 50:50 allocation of the additional sample to areas with the largest population size areas of greatest need.

Other survey considerations

Respondents had the opportunity to share any other comments or suggestions about the Active Lives Adult Survey. Responses were varied in nature and have been grouped and headline themes summarised below (54 responses):

- Breakdowns of smaller subgroups/activities would be useful.
- Some questioned whether the way Active Lives data is collected could be reviewed (to better utilise technology/to make it more accessible).
- Some questioned how historical data comparisons could be made where there have been changes in sample size⁷.
- The importance of using Active Lives results to inform actions.

Sport England are grateful for the views expressed by users of the Active Lives Adult Survey statistics. Our reflections on the responses received are:

- We recognise the desire for data to include more breakdowns by subgroups/activities. We are currently finalising new small area estimates for sport and physical activity, these will provide more detail than ever before on levels of activity in local areas.
- We continually review the Active Lives design and methodology and make ongoing improvements when it is possible and appropriate to do so.

Respondents Profile

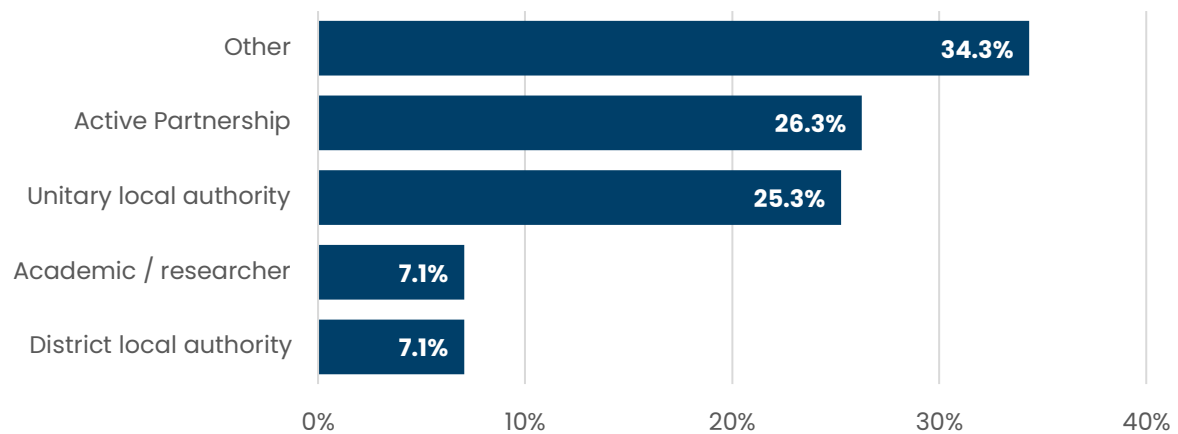
Respondents were asked to share the type of organisation they represent (Figure 4) and information about the places that they represent (Figure 5⁸). The number and range of responses has provided confidence that the consultation findings are a good reflection of the views of the local partners that will be most affected by these changes. More than half respondents were local partners (LAs or APs), more than half respondents represented local areas with larger populations and more than half respondents represented places with lower levels of activity / deprivation or poor health outcomes.

⁷ Note: changing sample sizes between years shouldn't affect the accuracy / comparability of the separate estimates, it will affect the sensitivity to detect change.

⁸ Not applicable responses (up to 11) have been removed from the summary analysis.

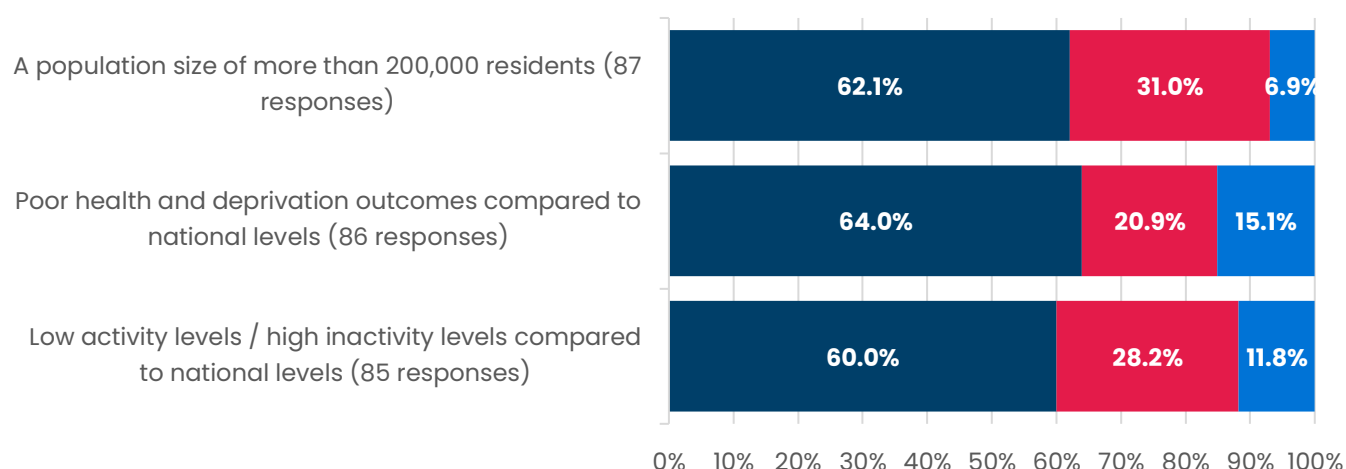
Other organisations included the three key survey partners, charities, National Governing Bodies of Sport, community organisations and a national sports organisation.

Figure 4: Please tell us the type of organisation you represent (99 responses)



Response option	Percent
Other	34.3%
Active Partnership	26.3%
Unitary local authority	25.3%
Academic / researcher	7.1%
District local authority	7.1%

Figure 5: To the best of your knowledge, do you represent a place or places that have...?*



Colour	Response option	A population size of more than 200,000 residents	Poor health and deprivation outcomes compared to national levels	Low activity levels / high inactivity levels compared to national levels
■	Yes	62.1%	64.0%	60.0%
■	No	31.0%	20.9%	28.2%
■	Unsure	6.9%	15.1%	11.8%

Conclusions

Overall, the findings from the external consultation favour updating the current sample allocation approach with a reduction of the 500 minimum sample per local authority (52.6% respondents in favour of this). The new minimum sample will be 400 per local area⁹, freeing up sample that will be reallocated (boosted) based on the following criteria:

- **50% based on places with the greatest need.** The Place Need Classification will be used as the basis for allocating 50% of the freed-up sample. Local authorities that fall within the top 20% (top 2 deciles) for both an adult sporting and physical activity need and social need, will receive an additional sample of 500. This version of the Place Need Classification uses a slightly different

⁹ With the exception of the Isles of Scilly and City of London (which are too small to support an annual sample of 400 responses).

approach to the one used for place expansion work, with a focus only on adults at a local authority level which is based on updated geographical boundaries to align to fieldwork requirements.

- **50% based on places with the largest population size.** The remaining 50% of the freed-up sample will be allocated to local authorities with the largest populations. To ensure the sample is not spread too thinly and there is real benefit to places, only local authorities that would have been allocated a sample of 600¹⁰ or more were the core sample proportionally distributed are eligible for a population boost. The boost sample available is then allocated proportionately amongst these authorities in increments of 100 from a minimum of 300 to a maximum of 1,100.

A review of the changes was undertaken to identify the implications on local areas across the country. It highlighted that reallocation of the existing sample will mean an increase in sample size for some local authority areas and a reduction for others. The consultation has sought to establish a clear and transparent way of doing this that reflects the priorities of our strategy and future approach to place work. The new allocation will mean:

- Every local authority identified by the Place Need Classification as falling within the top 20% (top 2 deciles) for both a sporting and physical activity need and social need will receive a minimum sample of 900 (previously 500).
- 97 local authority areas (identified based on greatest need and local population size) will receive a sample allocation of at least 800 (previously only 26 local authorities received a sample of 800 or more).
- 188 local authority areas (with smaller populations and outside the top 20% of the Place Need Classification) will receive a sample allocation of 400 (previously the minimum sample allocation was 500).

With this approach it is important to acknowledge that the loss of precision in survey estimates by reducing from 500 to 400 is small and outweighed by the benefits of allocating more survey sample to places of greatest need and with

¹⁰ Rounded to the nearest 100 respondents.

larger populations. A sample size of 400 will still support robust and useful estimates for all local areas.

These changes will be implemented from the start of the year 9 Active Lives Adult Survey fieldwork starting in mid-November 2023. A spreadsheet of the final survey allocations for each local area for year 9 is available on the Active Lives pages on the Sport England website.

As with previous survey years, local areas have the option to pay for additional sample. This is an annual process and the cost for the year 9 sample boost is £2,000 per 100 interviews. If you are interested in boosting sample in a local area, please get in touch with Sport England at activelives@sportengland.org where you'll be advised on the next window for this.

Appendix 1 – Consultation Proposal

Review of the allocation of the Active Lives Adult Survey sample across local authority areas

May – July 2023

Background

High quality data, insight and learning that's used to drive action is one of the catalysts for change identified in our strategy, [Uniting the Movement](#). The aim of the catalyst is to create a shared understanding of the opportunities and challenges we face in getting the nation moving.

To deliver on the ambitions of Uniting the Movement we all need access to a wider range of high-quality data, and we need the capacity, skills and confidence to apply it in the form of insight and learning.

The Active Lives Surveys are a major investment for Sport England and continue to be foundational to our data, insight and learning work. However, as we continue to implement Uniting the Movement, there are aspects of the surveys we want to review and improve.

A central element of the Active Lives Adult Survey design is that it provides robust estimates of activity levels for all English local authority areas. For most local authority areas, we set a target of 500 responses each year but there are a number of areas where we boost the sample (typically to 1,000 or 2,000 responses per year). This broad approach has always been used to ensure robust estimates are produced for all local authority areas.

The proposal

We'd like to hear the views of users of Active Lives Adult Survey statistics about a proposal to update our approach to local area sample allocation. This is to ensure it best reflects priorities for local data.

Why change?

We believe the time is right to review this approach based on feedback received from users of Active Lives statistics and recognition that there has not been a comprehensive review of the sample allocation to local areas since the survey began in 2015/16. During

that time, we have seen considerable local government reorganisation (typically district authorities combining to form new, larger unitary authorities), meaning that the amount of data collected has reduced in areas where local authorities have merged.

We are therefore consulting users of Active Lives statistics on an alternative approach to the future allocation of survey sample across local areas. We have outlined the key considerations below and would like to gather views to ensure a future approach that best meets the needs of both Sport England and users of Active Lives statistics.

Key considerations: A different sampling strategy

Please note, there is no budget available to increase the overall sample size of the survey. So, the options considered are for the reallocation of the existing sample to best reflect priorities for local data.

There are three main options we want users of Active Lives statistics to consider:

1. The minimum sample size required to support robust and useful estimates for all local areas

With the exception of the Isles of Scilly and City of London (which are too small to support an annual sample of 500 responses), the minimum annual sample allocation for a local area is currently 500 responses. This level of data collection means a typical local authority estimate has a confidence interval of $\pm 4.3\%$ (e.g. the range within which we can be confident the reported activity level actually falls).

Reducing the minimum allocation would mean a wider confidence interval (less precision) for estimates in those local areas allocated smaller samples. However, depending on the option, the impact on the precision of specific estimates would be relatively small, and it will remain possible to understand trends over time. Reducing the minimum sample size would then create the scope to allocate (boost) samples in other places on the basis of greatest need and / or population size (further detail provided in the sections below). For example, with a minimum local authority sample size of 400, there will be 58,400 responses to re-allocate.

Below is a comparison for a minimum sample allocation of 300, 400 and 500 responses per local area based on a national sample allocation of 176,450.

Minimum number of respondents:	500	400	300
Typical 95% confidence interval (single)	± 4.3 ppts	± 4.8 ppts	± 5.5 ppts
Available sample for boosting (Number of responses)	29,000	58,400	87,800

2. Whether an element of sample should be allocated to those areas of greatest need

One of the Guiding Principles in Uniting the Movement directly relates to our goal of tackling inequalities, 'investing most in those that need it most'. This means balancing targeted and universal provision in a way that is proportionate to the level of need.

In response to this and as part of Sport England's wider place expansion work, we are developing a more systematic approach to identifying areas of greatest need / opportunity. As such, it might be justified to enhance our data collection and measurement in areas that are known to have both:

- Low levels of activity, high levels of inactivity, and /or high levels of inequality in sport and physical activity.
- Poor outcomes as measured by the Health Index for England, Indices of Multiple Deprivation and / or Community Needs Index.

3. Whether an element of sample should be allocated to areas with the largest population sizes

The current approach to sample allocation takes no account of the size of the local population, for example, a large unitary authority typically receives the same sample as a small district authority. One of the options is to allocate some additional sample to local areas based on the size of their population, with the largest populations receiving more sample.

Benefits and drawbacks of boosting samples

It is important to note that any future approach that leads to an increased sample size for a local area, has a range of reporting benefits. This includes greater precision of estimates, and greater granularity of demographic data. The reverse is also true, whereby a local area that has smaller sample sizes, will have less precise estimates. Below is a summary of the likely level of precision and level of demographic reporting possible for different numbers of respondents.

Number of respondents	300	500	1,000	2,000
Level of precision:				
Typical 95% confidence interval (single)	+/- 5.5%	+/- 4.3%	+/- 3.0%	+/- 2.2%
Demographic detail:				
Gender (Male, Female, other)	Male, Female	Male, Female	Male, Female	Male, Female
Age (16-34, 35-54, 55-74, 75+)	16-34, 35-54	16-34, 35-54, 55-74	16-34, 35-54, 55-74, 75+	16-34, 35-54, 55-74, 75+
Disability (Long-term limiting illness / disability, no long term limiting illness / disability)	No disability	No disability, disability	No disability, disability	No disability, disability

NSSEC (NSSEC1-2, NSSEC3-5, NSSEC 6-8, NSSEC9)	1-2, 3-5, 6-8	1-2, 3-5, 6-8	1-2, 3-5, 6-8, 9	1-2, 3-5, 6-8, 9
Race (white British, white other, Asian (exc. Chinese), Black, Mixed, Chinese, Other)	White British	White British	White British	White British, White Other, Asian

With three connected considerations, we are seeking views on the best balanced approach. To help understand the potential sampling changes for each local authority area, **Appendix 1** sets out different scenarios based on the options within the proposal.

We recognise that any new approach is likely to mean some local areas will receive a smaller allocation than they previously did, whilst others will receive a greater allocation. We are striving to make the process transparent and fair, but we do understand that some users of Active Lives statistics may be disappointed by the outcome. Please note that retaining the current approach is one of the options set out in the consultation, however, this would still mean the default minimum sample of 500 would be applied where there is recent / future local government reorganisation.

For areas who would like to increase their future sample allocation further, we continue to provide the opportunity to purchase additional samples. As a guide, an additional 100 responses per local authority area will cost approximately £1,250 (excluding VAT).

How to respond

The online consultation opens on Friday 5th May and will run for 12 weeks, closing at midnight on Sunday 30th July 2023. To respond, please complete the online form available here: <https://forms.office.com/e/nbWaAM4404>. If you're unable to complete the online survey, please send your responses to the questions below to: activelives@sportengland.org

Questions

When completing the online form, users of Active Lives statistics will be asked to share their responses to the following questions.

Minimum number of local authority responses

If the minimum local authority sample size is reduced from the current 500 allocation, there will be more sample to allocate to areas with greatest need and / or areas with the largest populations. For example, reducing the minimum allocation to 400 responses per local authority area, frees up 58,400 responses and if this was reduced to 300 responses it frees up 87,800 responses.

Please note that we do not expect the minimum sample size to be reduced below 300 for each local authority area to ensure the basic, robustness of the data for local authority area reporting.

1. How important is it to...?

	Very important	Important	Somewhat important	Not important
a. Maintain the minimum local authority sample at 500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Allocate the biggest possible proportion of sample based on greatest need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Allocate the biggest possible proportion of sample based on population size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What do you feel is the appropriate minimum number of responses to collect in each local authority area?

- a. 300 responses (enables more sample for allocation based on need / population) *(please now go to question 4)*
- b. 400 responses (enables more sample for allocation based on need / population) *(please now go to question 4)*
- c. Keep the current 500 responses (sample will remain the same)
- d. No strong opinion *(please now go to question 4)*
- e. Other, please specify: *(please now go to question 4)*

3. Please share your reasons for wanting to keep the current 500 responses and anything else you think is important for us to consider. *(Please now go to question 9)*

4. Please share anything you think is important for us to consider when reviewing the minimum number of local authority responses.

Increasing samples based on greatest need and / or population size

If we reduce the minimum number of responses in each local authority area, we are proposing this would be reallocated to areas of greatest need and / or areas with the largest population.

When answering these questions, we recommend reviewing the 'benefits and drawbacks of boosting samples' table within the proposal and Appendix 1 to see how this could impact on your relevant local area(s).

5. Do you think a proportion, all, or none of the additional available samples should be allocated based on greatest need and / or population size? *Please tick one option per row and ensure that your selection across the two rows total to a full allocation or 100% allocation.*

	No allocation	25% allocation	50% allocation	75% allocation	Full allocation
a. Areas of greatest need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Areas with the largest population	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please share with us why you have chosen this particular allocation.
7. Please share anything you think is important for us to consider when we review increasing samples based on areas of greatest need.
8. Please share anything else you think is important for us to consider when we review increasing samples based on areas with the largest populations.

Any other considerations?

9. Please share any other comments or suggestions you have about the Active Lives Adult Survey.
10. To the best of your knowledge, do you represent a place or places that have...?

	Yes	No	Unsure	Not applicable
a. Low activity levels / high inactivity levels compared to national levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Poor health and deprivation outcomes compared to national levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. A population size of more than 200,000 residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Please tell us the type of organisation you represent:

- a. Unitary local authority
- b. District local authority
- c. Active Partnership
- d. Academic / researcher
- e. Other, please specify:

After the consultation

This consultation will close at midnight on Sunday 30th July 2023. We'll then review all the responses and use these to inform our final recommendations on the future allocation of survey sample. These recommendations will be presented to our Executive Leadership Team and discussed with policy and statistics leads within the Department for Digital, Culture, Media and Sport, the Office for Health Improvement and Disparities, and the Department for Transport.

Following this, we will publish a response to the consultation, and our plans for the next steps. If the consultation indicates a change should be made, implementation will take place from the start of the next Adult Survey fieldwork in mid-November 2023 (year 9 survey).

Getting in touch

If you have any queries or comments about the consultation process, please contact Andrew Spiers (Strategic Lead – Research and Analysis) via email at andrew.spiers@sportengland.org

Confidentiality and data protection

As someone who is interested in our statistics, we welcome your views. To promote greater transparency, all responses to the consultation will be published in the form of summary tables and verbatim comments where available for each question (but not individual responses). We plan to summarise and share responses in ways that retain the anonymity of respondents. However, in the event that we may want to attribute some comments to the person providing them, we'll first ask their permission to do so and only do so where permission is given.