

Street Tag

January 2022 - December 2023

Headline Statistics



Schools
126



Participants
6,301



Steps
1,900,000,000



Miles travelled
2,143,919



Tags scanned
3,211,560

Demographics

61% females

38% males

1% transgender

18% of players have long term health conditions



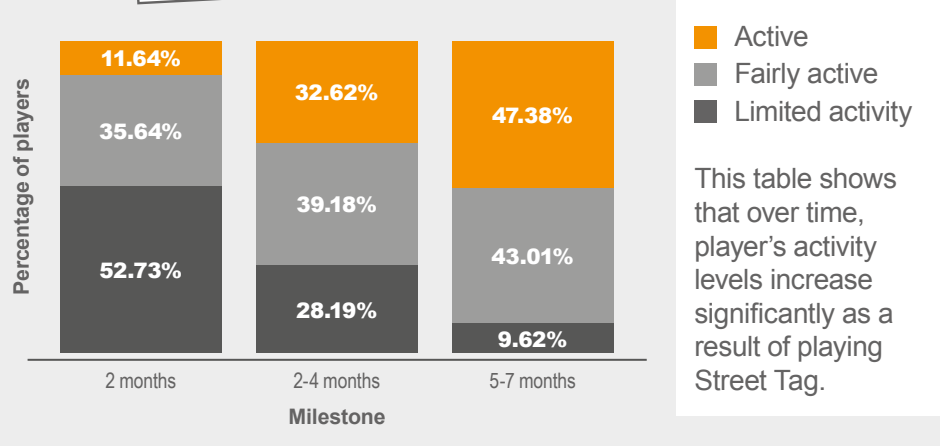
70% of survey respondents do not take part in any other form of organised physical activity



49% of players reside in areas of high deprivation (IMD 1-4)



Activity Levels by Time Playing Street Tag



Walking Behaviour Change

+3.5% in players using walking as a way of travelling actively to 95% (856) in total



+3.66% in players walking 5 or more days per week to 93% (838) in total



+6.66% in players walking 30 minutes or more per week to 84% (757) in total



Data Source: Street Tag Active Lives Survey, 901 total respondents

Cycling Behaviour Change

+8.66% in players using cycling as a way of travelling actively to 21% (190) in total



+8.33% in players cycling 5 days or more per week to 44% (397) in total



+8.66% in players cycling for 90 minutes a day or more to 72% (649) in total



Data Source: Street Tag Active Lives Survey, 901 total respondents