

Appendix A

Sampling Procedure for Study 1

The NIHR CLAHRC NWC survey was conducted to provide a baseline assessment to support the development and evaluation of area-based interventions that promote health and wellbeing. These interventions had not taken place at the time of the survey and are not directly relevant to the present research. The sampling procedure, however, partially reflects this objective. A random probability sample was taken from 10 high deprivation intervention areas, 10 matched comparator high deprivation areas and 8 low-deprivation areas. Each area had a population of approximately 10,000 people and the majority of areas were defined by electoral ward boundaries. The areas were selected by local authority representatives based on the following considerations: population size (5,000-10,000 people), level of disadvantage (as measured via Index of Multiple Deprivation), coherent shared identity, and infrastructure for policy delivery. Three times as many addresses as was required to achieve the target sample for each area were randomly selected using the postcode address file. Sample targets were 200 for the intervention areas, 150 for the high-deprivation comparator areas, and 100 for the low-deprivation areas. The sample targets were met within a 5% tolerance. Participants were excluded from completing the survey if they were less than 18 years of age.