

APPENDIX FOUR

BUDGET OPTIONS FEEDBACK: GEOGRAPHIC AND DEMOGRAPHIC DATA

1.0 SUMMARY

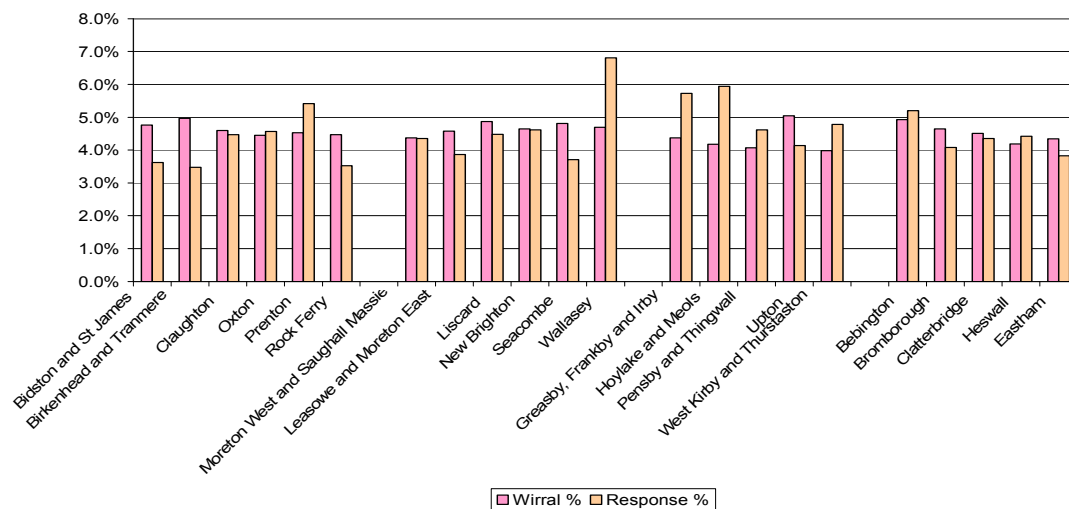
The questionnaire asked a range of demographic and geographic questions in order to measure how representative the response sample was, when compared to the population of Wirral as a whole.

These questions were optional and represent an important element of the Council's attempt to discharge its statutory duties under the Equality Act 2010. 5,175 respondents provided responses in this section, representing a return of 80% respondents willing to share information about their equality and diversity details.

2.0 GEOGRAPHIC ANALYSIS

People responding to the questionnaire were asked to provide their post code to enable the Council to ensure that all communities in Wirral were represented in the presented results.

5,220 (80%) of respondents gave us their location information and this provides us with a strong basis for evidencing a representative participation in the consultation. The following chart shows the percentage of respondents who completed the survey against the proportion of the population living in each ward in Wirral.



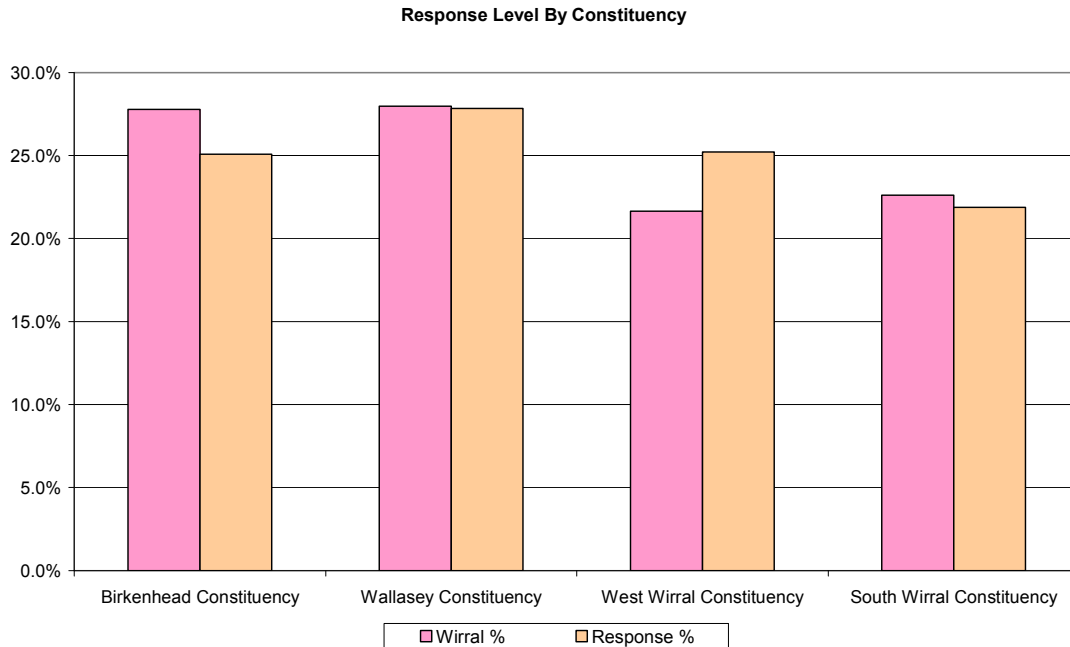
This shows that broadly, residents in Prenton, Wallasey, Greasby, Frankby and Irby and Hoylake and Meols are slightly over-represented in the survey, whilst Bidston and St James, Birkenhead and Tranmere, Rock Ferry, Leasowe and Moreton East, Upton and Bromborough are all slightly under represented.

Generally, it is acknowledged that more deprived areas are often under represented in research consultations. However, a significant effort was made to undertake and focus consultation and awareness raising

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events in these areas and this has led to a survey sample that is considerably more reflective of Wirral's population than would otherwise be the case.

The chart below provides this analysis based on Parliamentary Constituencies.



This demonstrates that Birkenhead is under represented by 2.7%, and Wirral West is over represented within the sample by about 3.6%. It further shows that, as a Parliamentary Constituency, Wallasey and Wirral South are represented almost exactly.

3.0 DEMOGRAPHIC ANALYSIS – Equality and Diversity

A number of questions were asked relating to people's demographics. The results to a selection of these questions are provided below:

Gender:

Are you:		
Answer Options	Wirral %	Response %
Male	48%	45%
Female	52%	55%

Age:

What was your age on your last birthday?

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Answer Options	Wirral %	Response %
Under 16	20%	4%
16-24	9%	4%
25-44	24%	28%
45-64	28%	42%
65+	19%	22%

Disability:

Do you consider yourself to be a disabled person?		
Answer Options	Response Percent	Response Count
Yes	10.6%	526
No	83.8%	4147
Prefer not to say	5.5%	273

Ethnicity

93% of respondents to the consultation were White English or White British. This is actually slightly under-representative of the 'White British' population in Wirral. Based upon the 2011 Census, 94.7% of people in Wirral consider themselves to be 'White British', suggesting that Black and Minority Ethnic groups are well represented within the sample.

4.0 RELATIONSHIP TO COUNCIL

A further important question which was asked and used to analyse the responses to the consultation was regarding the relationship between the respondent and the Council. The vast majority of our respondents are residents of Wirral. 787 people stated that they were both a resident and member of staff.

