

APPENDIX FOUR

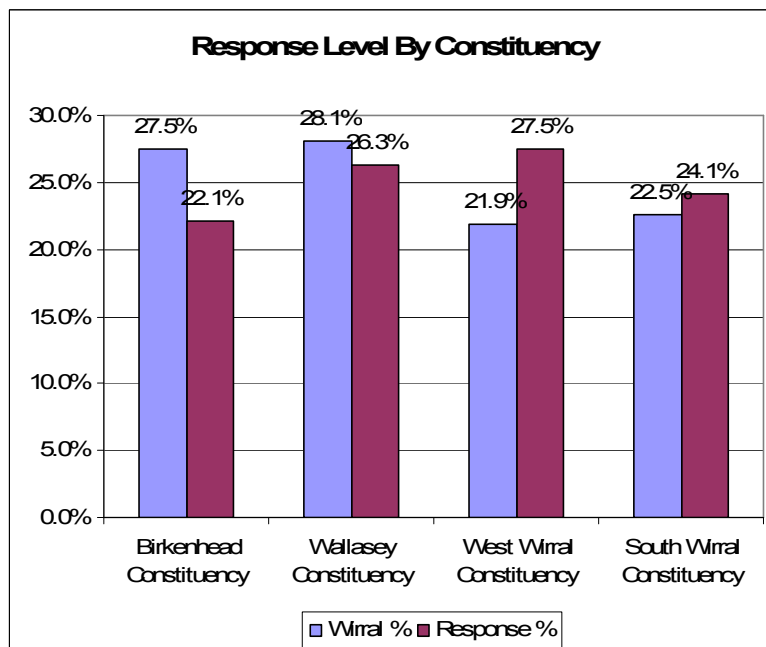
BUDGET OPTIONS FEEDBACK: GEOGRAPHIC AND DEMOGRAPHIC DATA

1.0 SUMMARY

- 1.1 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.
- 1.2 These questions were optional and represent an important element of the Council's attempt to discharge its statutory duties under the Equality Act 2010. 4309 respondents provided at least some level of response in this section, representing a return of 66% respondents willing to share information about their equality and diversity details.

2.0 GEOGRAPHIC ANALYSIS

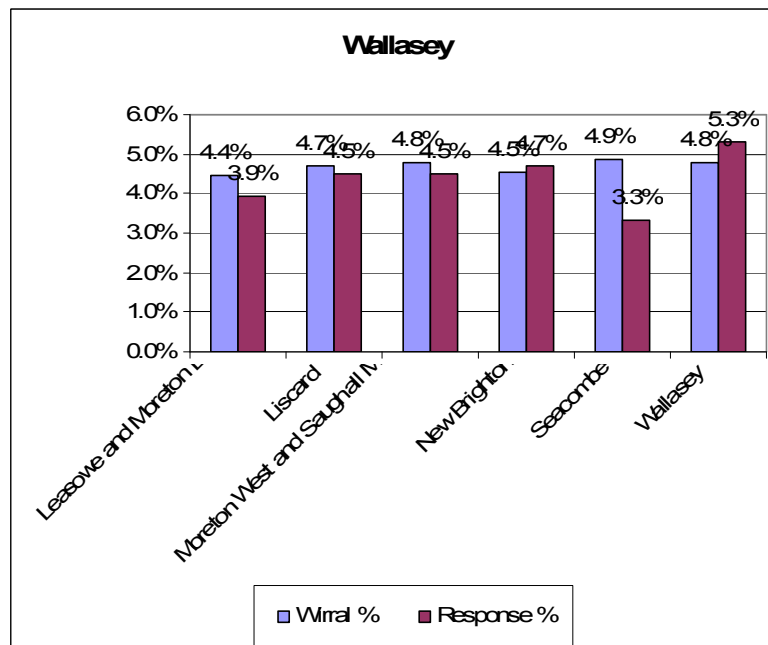
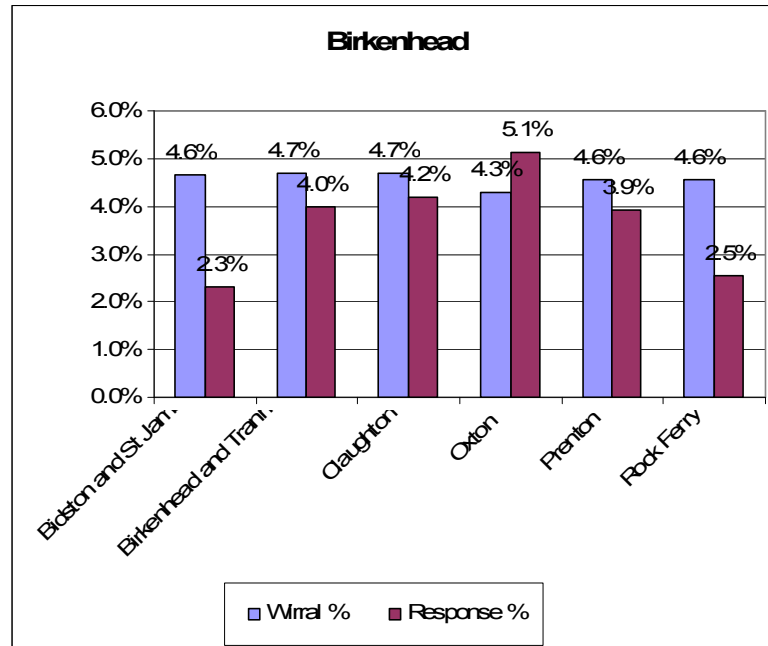
- 2.1 People responding to the questionnaire were asked to provide their post code to enable the Council to ensure that all communities in Wirral were represented in the presented results.
- 2.2 4558 (74%) of respondents gave us a valid post code to indicate their location information. The following chart shows the percentage of respondents who completed the survey against the proportion of the population living in each parliamentary constituency in Wirral.



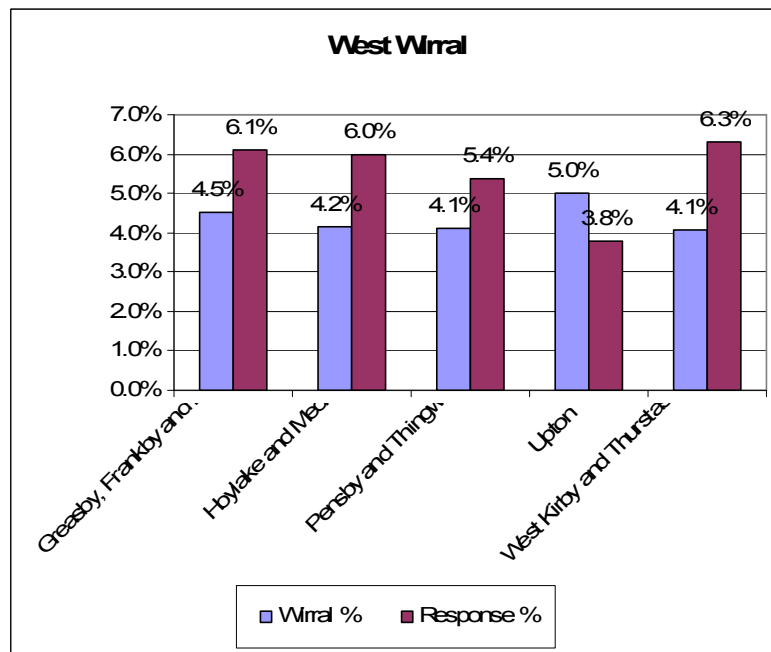
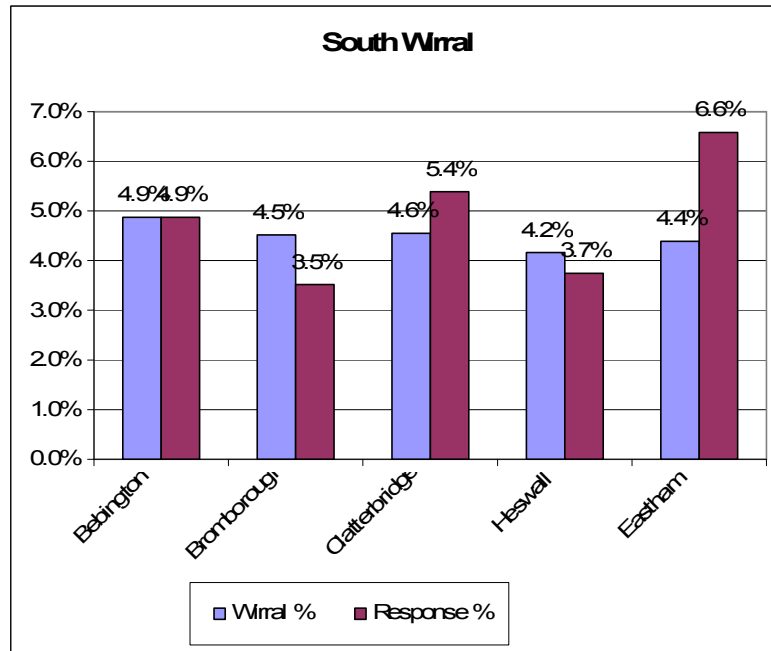
- 2.3 This demonstrates that Birkenhead is under represented, and Wirral West is over represented within the sample. It further shows that, as a Parliamentary Constituency, Wallasey and Wirral South are relatively evenly represented based on the sample compared to population.

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2.4 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 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 following four charts demonstrate this same information based on the Wards within each constituency area.



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3.0 DEMOGRAPHIC ANALYSIS – Equality and Diversity

3.1 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%	47.5%
Female	52%	50.1%

Age:

What was your age on your last birthday?		
Answer Options	Wirral %	Response %
Under 16	20%	1%
16-24	9%	3.2%
25-44	24%	29.7%
45-64	28%	40.3%
65+	19%	20.7%

Disability:

Do you consider yourself to be a disabled person?		
Answer Options	Response Percent	Response Count
Yes	8.3%	352
No	86.5%	3676
Prefer not to say	5.2%	222

Ethnicity

3.2 90% 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

4.1 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

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are residents of Wirral (88.8%), with 18.4% of responses coming from members of staff, and 2.6% (156) responses being received from local businesses.