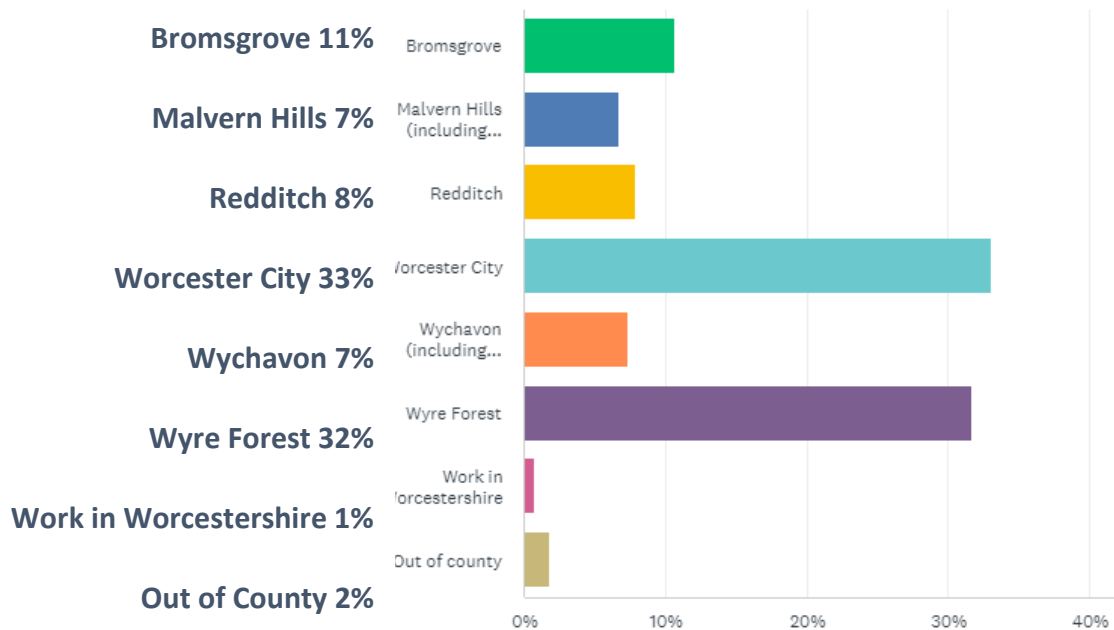


APPENDIX 2: Demographics - Who Responded to our Survey?



We surveyed people from all 6 Worcestershire districts: Bromsgrove, Malvern Hills, Redditch, Worcester City, Wychavon, and Wyre Forest.

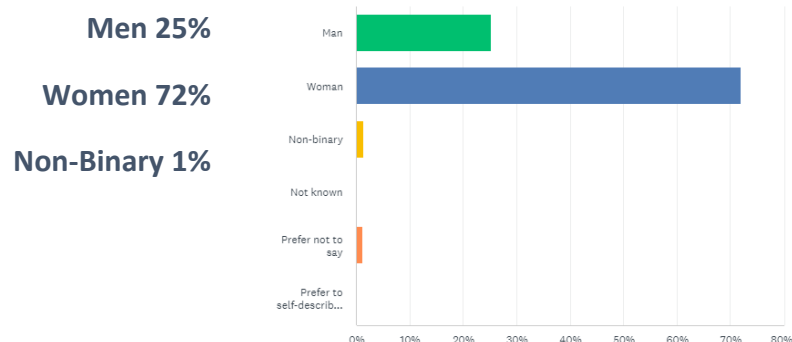
Worcester City figures are relatively high due to the volume of people we spoke to at the Worcester Show and Worcestershire Pride. The Wyre Forest figures were boosted by the number of family summer play events organised in the area by KDYT (Kidderminster and District Youth Trust) and local housing association.

Gender: 110 (25%) of our respondents identified as men, and 314 (72%) as women.

Some of the imbalance towards women can be explained as we attended daytime family events during the summer school holidays. At these events it was predominantly Mums bringing their children. Also, at events in general women were happier to stop and talk to us.

6 people identified as non-binary and 5 preferred not to say.

10 people told us that their gender identity was not the same as that recorded at birth.

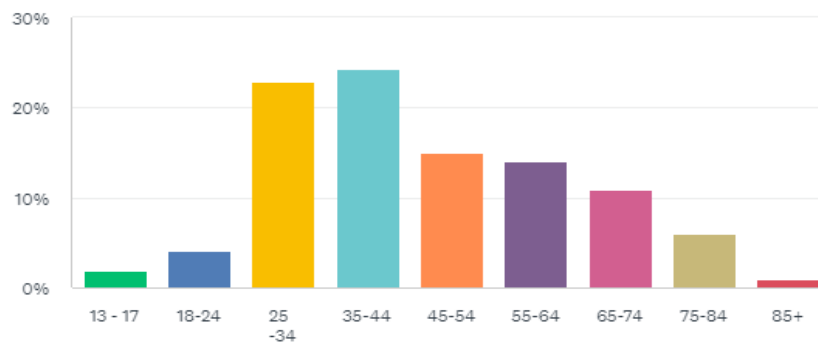


Ethnicity - our respondents were overwhelmingly white (93% of those responding to the ethnicity question). Non-whites made up the remaining 7%.

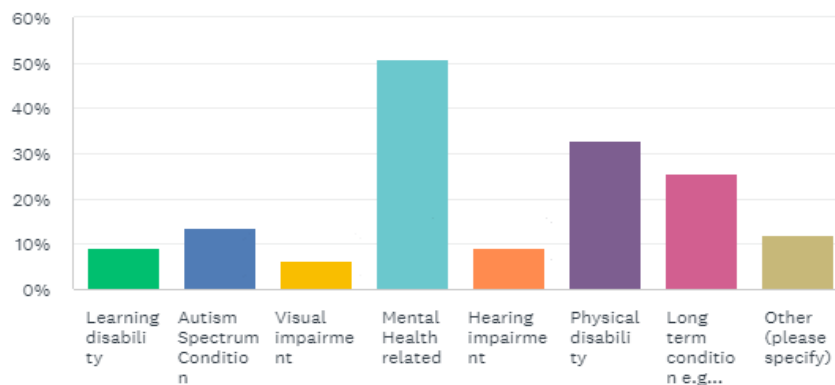
5% of respondents identified anything other than English as their first language.

Carer Status - 19% of our respondents identified themselves as a carer.

Age: We had respondents from all age groups ranging from 13 to 85+, but the largest number of respondents (47%) were aged between 25 and 44.



Disability: 34% of all respondents said that they had a disability.



The top three disabilities reported were:

- Mental Health related 51%
- Physical Disability 33%
- Long term condition, e.g. diabetes 26%

Sexuality:

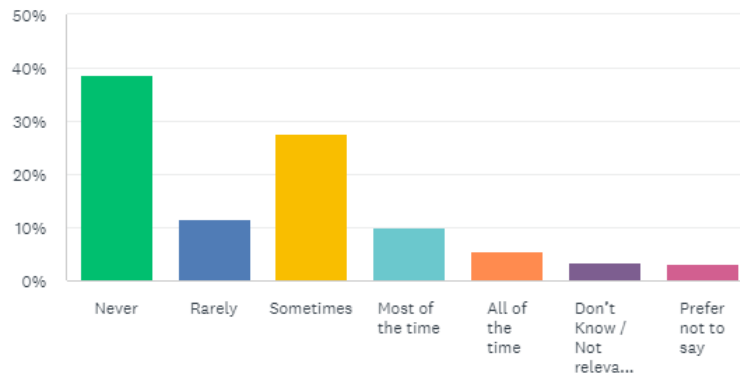
- 86% of our respondents identified as heterosexual or straight.
- 4% as gay or lesbian
- 6% as bisexual.
- Other sexualities (1%) mentioned included pansexual and asexual.
- 3% of respondents preferred not to say.

Financial Status and Public Health Messaging

Financial status is an important factor in experiencing health inequalities.

We approached this sensitive issue by our question:

“Thinking about your household finances over the last 12 months how often, if at all, have you struggled to pay at least one of your household bills or to meet your monthly outgoings?”



Overall, 44% of the people we spoke to for this survey struggled to meet monthly outgoings either sometimes, most of the time or all the time.

Throughout all six districts of Worcestershire there were people facing financial difficulties.

People living in Bromsgrove and Redditch were more likely to tell us that they sometimes struggled with financial difficulties than elsewhere. People living in Malvern were least likely to report financial difficulties.

Financial Difficulties Shown by Age - Younger people faced greater financial difficulties.

