

## Creating an Active Birmingham Strategy – Demographic Data Summary

The demographic data collected from the [Creating an Active Birmingham \(CAB\) Strategy consultation](#) was able to identify the groups and communities the survey had reached, whilst identifying any possible gaps in feedback collection.

Demographic data were collected by the inclusion of the demographic questionnaire in the consultation survey. The questions were asked at the end of the survey, in the following order:

- Postcode
- Age
- Gender
- Disability
- Ethnicity
- Religion
- Pregnancy
- Sexual Orientation
- Marriage and relationship status

### **Respondents**

321 members of the Birmingham public completed the BeHeard survey.

- 135 (42%) members completed all the demographic questions.
- 169 (53%) members completed some but not all the demographic questions.
- 17 (5%) members were non-response for every demographic question.

Non-response was classed as either “not answered/blank” or the individual had selected “do not wish to answer”. Questions on country of heritage and who an individual's legal marriage/civil partnerships were the questions with highest non-response.

Demographic question	Non-responses (%)
Postcode	80 (24.9)
Age	32 (10.0)
Gender	39 (12.2)
Gender same as sex registered at birth	46 (14.3)
Disability status	66 (20.6)
Country of Heritage	92 (28.7)
Pregnancy	61 (19.0)
Ethnic Group	74 (23.1)
Religion	65 (20.3)
Sexual orientation	62 (19.3)
Legal or marital status	76 (23.7)
Who is (was) your legal marriage or registered civil partnership to?	90 (28.0)

*Table 1: Summary of the number of non-responses for each question.*

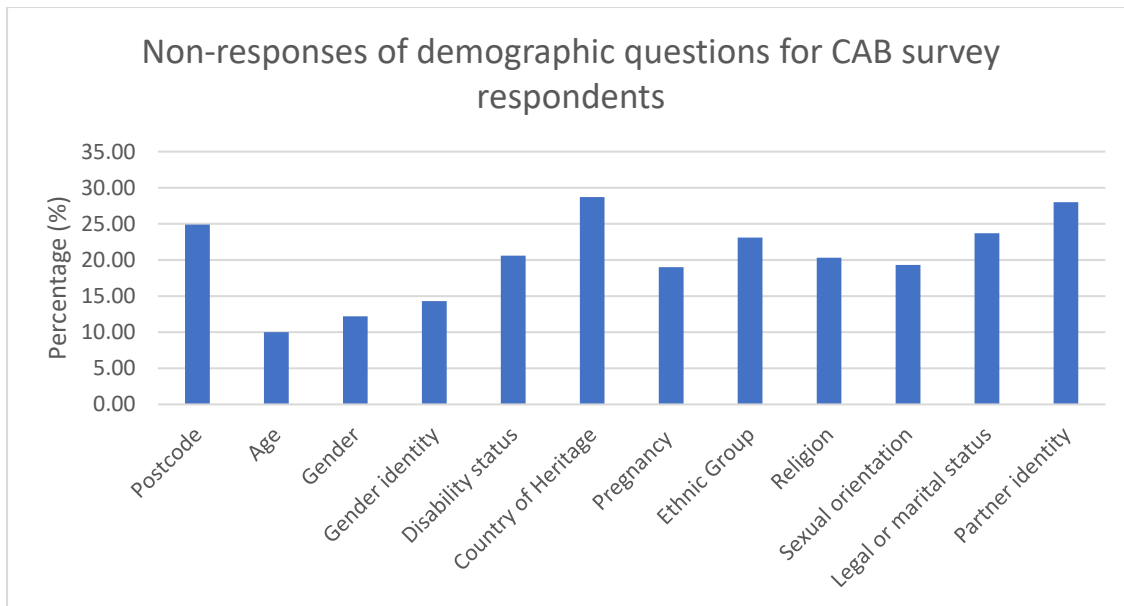


Figure 1: Graph showing the trend in non-responses across the demographic questions.

### **Key findings**

#### **Age**

Those aged 40-49 years (20%) and 50-59 years (19%) were the most represented age groups of the survey, whereas 2021 census data highlights that those between 20 – 29 years are the most common age groups in Birmingham, with only 11% engaging with the survey.

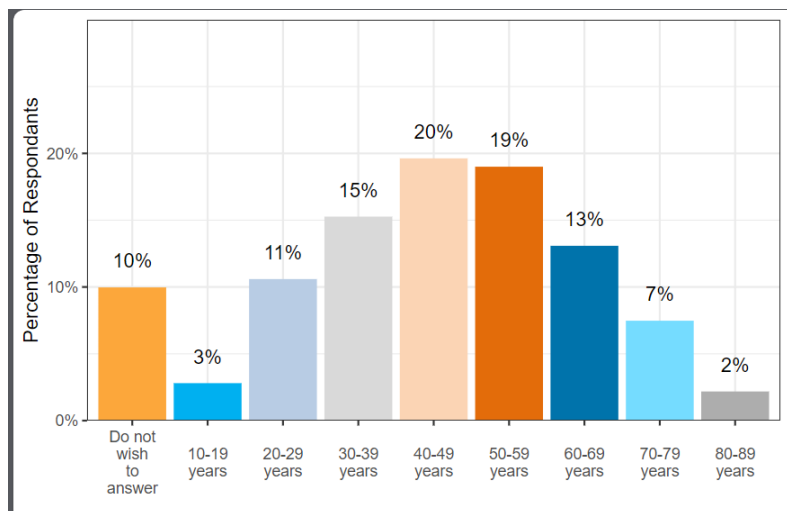


Figure 2: Bar chart showing the distribution of age in respondents to the CAB survey.

#### **Gender**

57% of respondents identified as female, with only 30% of respondents identifying as male.

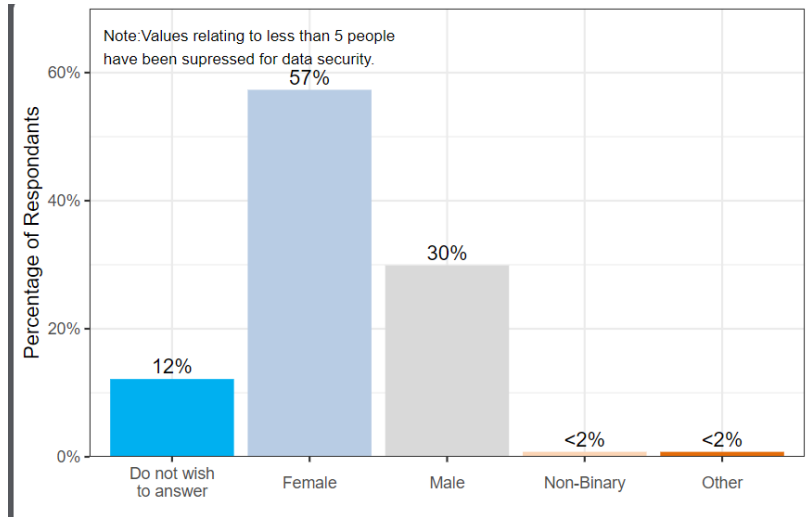


Figure 3: Bar chart showing the distribution for gender in CAB survey respondents. Small number suppression has been used for values relating to less than 5 people.

### Sexual Orientation

74% of respondents identified as straight/heterosexual with 5% identifying as gay or lesbian, which is higher than the census results (3%). 19% of respondents did not wish to answer the sexual orientation question, one of the highest percentages of the survey results.

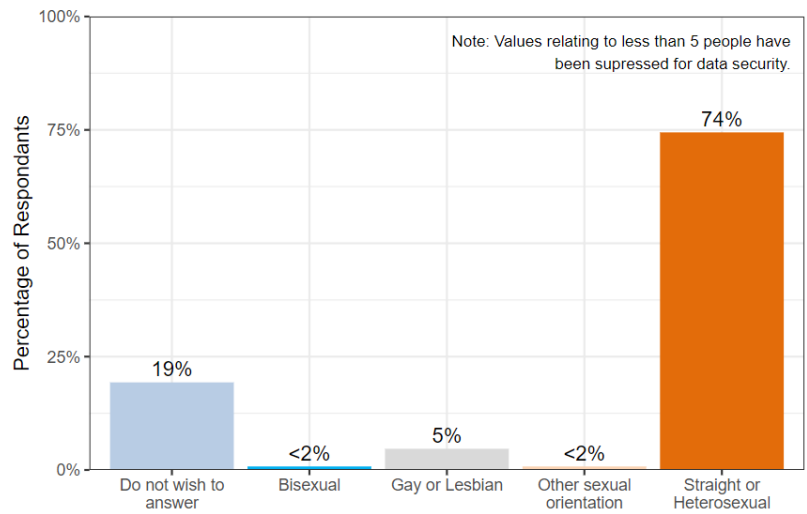


Figure 4: Chart showing the distribution of sexual orientation in CAB survey respondents. Small number suppression has been used for values relating to less than 5 people.

### Religion

28% of respondents identified as Christian in the survey, which is lower than the 2021 Census average in Birmingham (34%). Muslims were underrepresented in the survey, with only 19% identifying, in contrast, the census results found that 29% of Birmingham residents were Muslim. Results for those with no religion (25%) were in line with census results (24%).

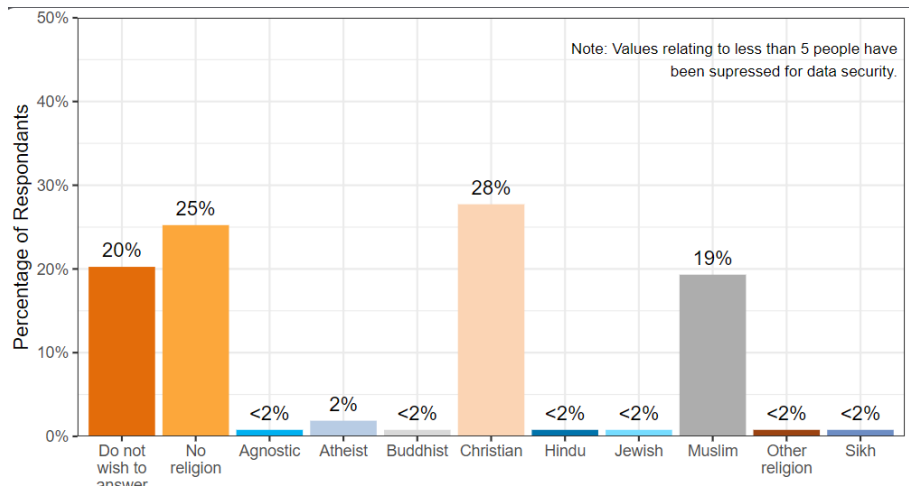


Figure 5: Chart showing the distribution of religion in CAB survey respondents. Small number suppression has been used for values of less than 5 people.

### Disability

On questions regarding disability, 19% of respondents identified as having a disability, which was higher than census results (10.4%). Individuals were supported by providers commissioned by the teams in completing the questionnaire to ensure their views were included. 19% of the respondents did not wish to answer.

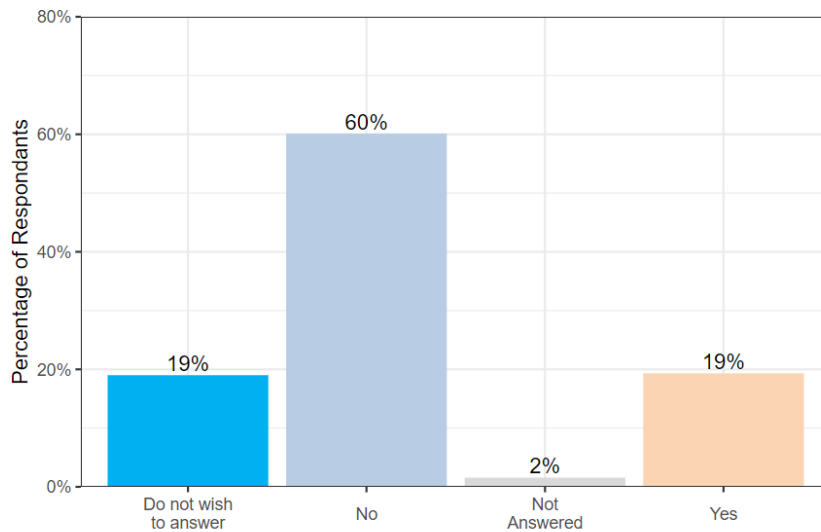


Figure 6: Chart showing the distribution of disability in CAB survey respondents.

Difficulty walking or climbing stairs (4%) was the most common disability, with difficulty hearing even with a hearing aid (3%) and difficulty seeing even with glasses (3%) being the second most common. 28% of respondents chose not to answer these questions. Within the survey, 4% of respondents identified as having dyslexia, with 28% choosing not to answer.

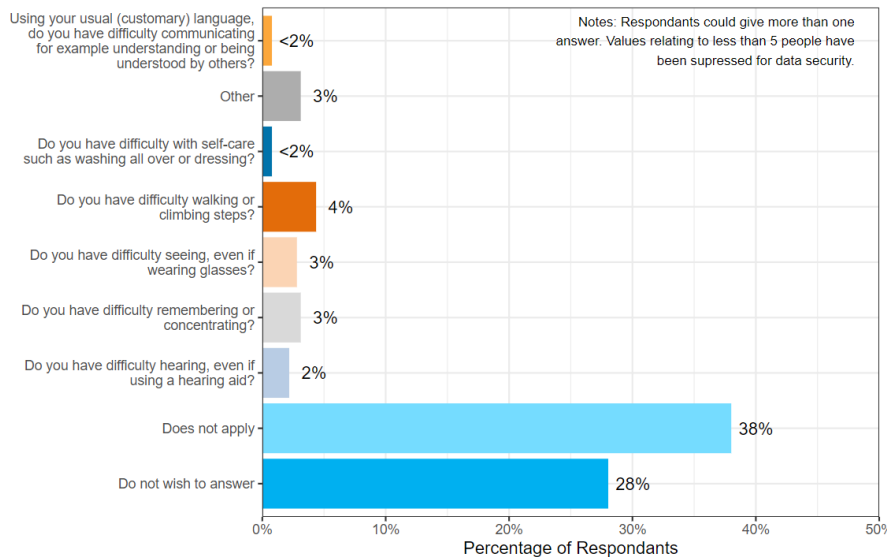


Figure 7: Chart showing the results for daily difficulties experienced by individuals with disabilities in CAB survey respondents. Small number suppression has been used for values below 5 persons.

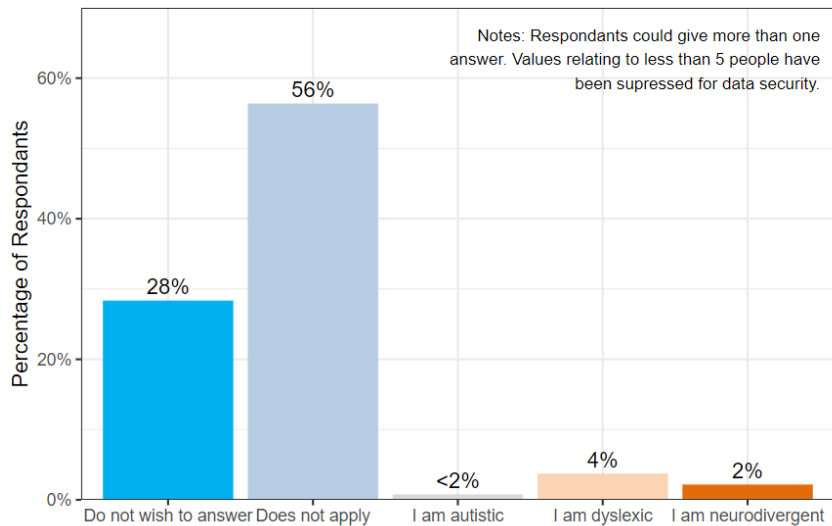


Figure 8: Chart showing the results for neurodivergence in the CAB survey respondents. Small number suppression has been used for values below 5 persons.

### Ethnicity and Race

White British was the most common ethnicity in both survey (46%) and census data (48.6%). The census data did not go into the same detail regarding ethnicity as the demographic’s questions. However, the second most common ethnicity in the survey was Pakistani (15%). There was only 2% of respondents identifying as Black British in the survey, in contrast to 11.0% of Birmingham residents identifying as Black, Black British or Black Welsh in the 2021 Census. **The questionnaire also gave the option to include multiple ethnicities. For individuals with mixed ethnicity, these results were collated under “mixed ethnicity” (2%).**

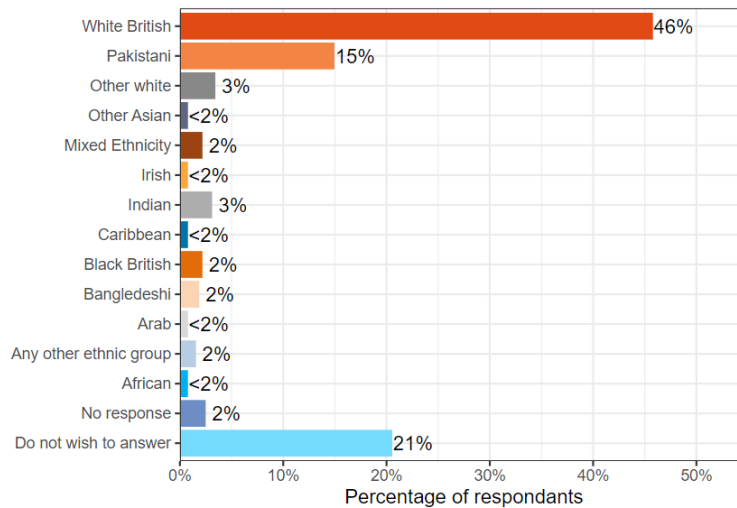


Figure 9: Chart showing the distribution of ethnicity in CAB survey respondents.

### Marriage and civil partnerships

45% of respondents were married in the survey. 18% identified as Single, with 22% reporting that they did not wish to answer. 50% of those who were married stated that they were married to individuals of the opposite sex, with 2% reported being married to someone of the same sex.

Questions pertaining to an individual's sexual orientation, faith, disability, ethnicity and race, and relationship status were the most common questions for people to not wish to answer.

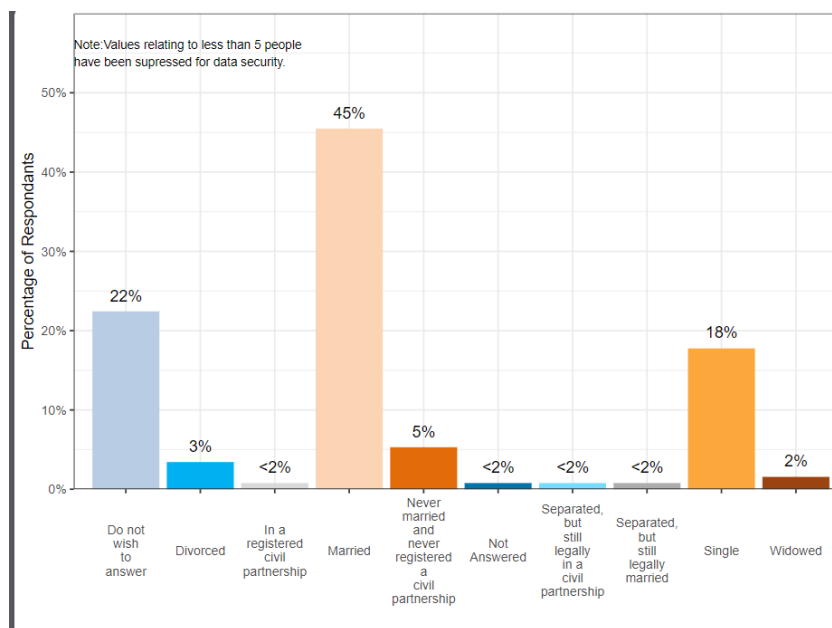


Figure 10: Chart showing distribution of marriage and civil partnerships in CAB survey respondents. Small number suppression has been used for values of less than 5 persons.

### Postcode

The first part of the respondent's postcode was collected as part of the demographic questionnaire. Results were not limited to Birmingham postcodes as the questionnaire was available to those who worked and socialised in the city, not just those who live there. Within the city, the areas with the highest number of responses were around the Hall Green and Selly Oak areas.

When asking questions on postcode, the full postcode should be collected in order to be able to obtain index of multiple deprivation (IMD) for participant results.

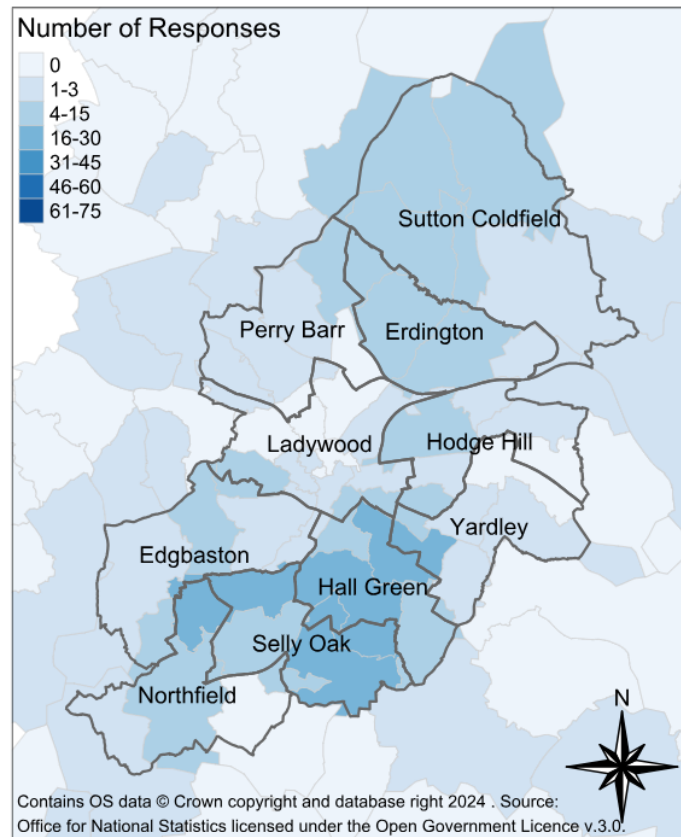


Figure 11: Map showing the distribution of respondents across Birmingham and the surrounding areas.

### Small number suppression

Small number suppression was used when presenting survey data for any numbers less than five. This is done to prevent an individual being identifiable from demographic characteristics. Suppressed data is shown as <5 in reporting i.e. data are reported as 0, <5 (numbers 1-4), 5, 6 etc.

### Conclusion

The results of the demographic questions for the physical activity survey were able to highlight which communities were engaging with survey, whilst also highlighting which groups who did not engage by using the most recent census data.

It is important to highlight that the survey included individuals who worked and socialised individuals in Birmingham as well as those living in the city. Census data includes only those living in Birmingham, which can lead to some of the differences seen between the survey and Census data.

Demographic data from the survey can help with informing future actions to engage with groups who were under-represented within the survey data or targeted audiences (e.g. those with greater inequalities in outcomes) that weren't reached.