

WSP setup and demographics code

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WSP - Demographics exploration, analysis and visualisations

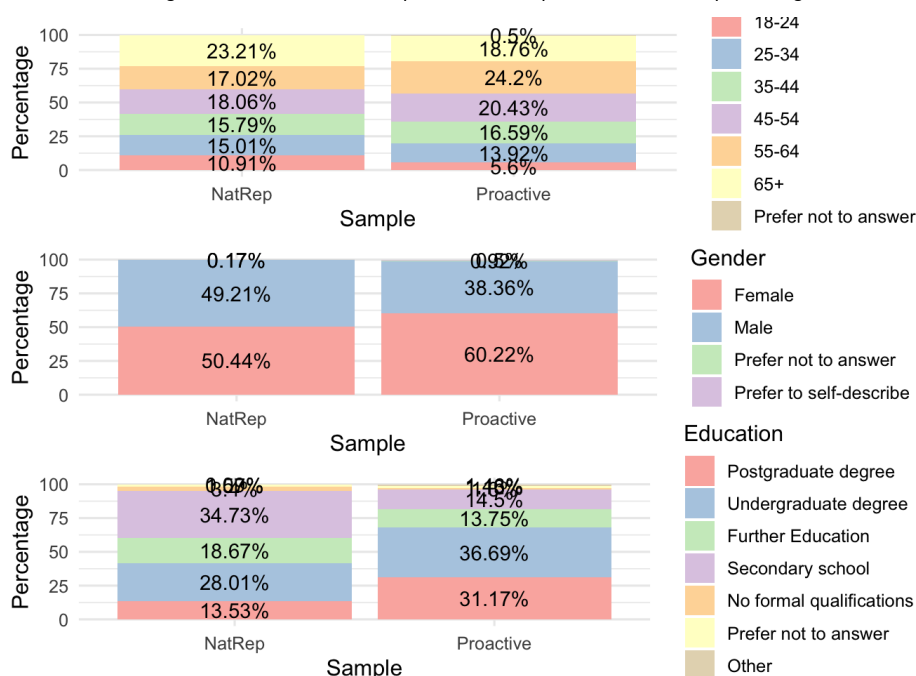
About this rMarkdown

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see <http://rmarkdown.rstudio.com> (<http://rmarkdown.rstudio.com>). To generate the document of all content, click the **Knit** button.

This rMarkdown document will be periodically updated and uploaded to the OneDrive folder and pushed to the WSP GitHub code repository. The primary format of this document is HTML, but this can be easily changed by changing the output (e.g. PDF, GitHub) using the 'output' section at the top of the document. The possible output formats are listed here: <https://rmarkdown.rstudio.com/lesson-9.html> (<https://rmarkdown.rstudio.com/lesson-9.html>).

Exploring respondent demographics

The distribution of gender and education is explored and compared between samples using stacked bar plots.



Respondent demographics table

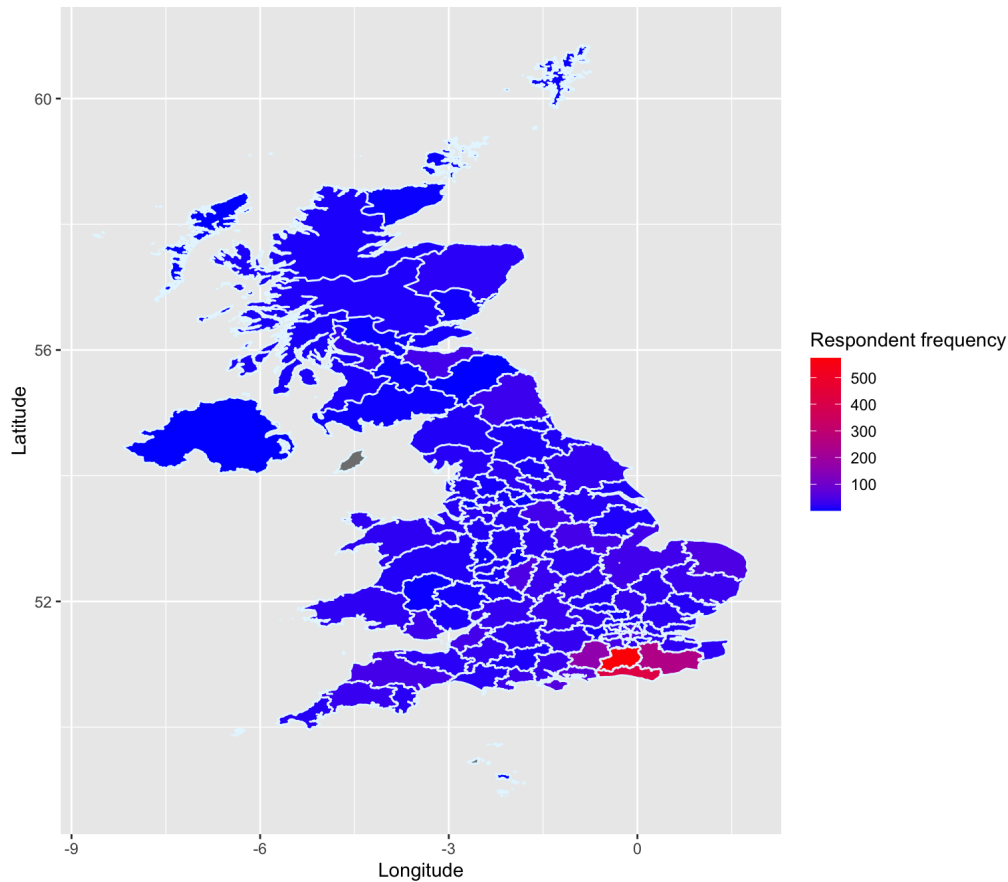
The table below (created using the package “table1”) outlines the demographic characteristics of each of the two samples, and the overall demographics of all respondents across both samples. For each demographic variable the tables provides a breakdown of the number of respondents within each level/group and the percentage.

	Nationally rep. (N=1146)	Proactive (N=2393)	Overall (N=3539)
Age group			
18-24	125 (10.9%)	134 (5.6%)	259 (7.3%)
25-34	172 (15.0%)	333 (13.9%)	505 (14.3%)
35-44	181 (15.8%)	397 (16.6%)	578 (16.3%)
45-54	207 (18.1%)	489 (20.4%)	696 (19.7%)
55-64	195 (17.0%)	579 (24.2%)	774 (21.9%)
65-74	0 (0%)	368 (15.4%)	368 (10.4%)
65+	266 (23.2%)	0 (0%)	266 (7.5%)
75 and over	0 (0%)	81 (3.4%)	81 (2.3%)
Prefer not to answer	0 (0%)	12 (0.5%)	12 (0.3%)
Gender			
Female	578 (50.4%)	1441 (60.2%)	2019 (57.1%)
Male	564 (49.2%)	918 (38.4%)	1482 (41.9%)
Prefer not to answer	2 (0.2%)	22 (0.9%)	24 (0.7%)
Prefer to self-describe	2 (0.2%)	12 (0.5%)	14 (0.4%)
Education			
Postgraduate degree	155 (13.5%)	746 (31.2%)	901 (25.5%)
Undergraduate degree	321 (28.0%)	878 (36.7%)	1199 (33.9%)
Further Education	214 (18.7%)	329 (13.7%)	543 (15.3%)
Secondary school	398 (34.7%)	347 (14.5%)	745 (21.1%)
No formal qualifications	39 (3.4%)	31 (1.3%)	70 (2.0%)
Prefer not to answer	18 (1.6%)	27 (1.1%)	45 (1.3%)
Other	1 (0.1%)	35 (1.5%)	36 (1.0%)
Occupation			
Architecture, Energy & Engineering	30 (2.6%)	40 (1.7%)	70 (2.0%)
Arts, Sport & Media	21 (1.8%)	112 (4.7%)	133 (3.8%)
Building & Maintenance	20 (1.7%)	22 (0.9%)	42 (1.2%)
Business & Finance	73 (6.4%)	128 (5.3%)	201 (5.7%)
Community & Social Service	16 (1.4%)	52 (2.2%)	68 (1.9%)
Computer & Mathematical	30 (2.6%)	70 (2.9%)	100 (2.8%)
Education	67 (5.8%)	286 (12.0%)	353 (10.0%)
Environment, Nature & Wildlife	5 (0.4%)	340 (14.2%)	345 (9.7%)
Farming & Agriculture	6 (0.5%)	33 (1.4%)	39 (1.1%)
Fisheries & Aquaculture	1 (0.1%)	10 (0.4%)	11 (0.3%)
Forestry & Woodland Management	1 (0.1%)	16 (0.7%)	17 (0.5%)
Healthcare	87 (7.6%)	165 (6.9%)	252 (7.1%)
Homemaker / Carer	16 (1.4%)	27 (1.1%)	43 (1.2%)
Horticulture/Gardening/Landscaping	2 (0.2%)	18 (0.8%)	20 (0.6%)
Hospitality	39 (3.4%)	31 (1.3%)	70 (2.0%)
Law/Legal	4 (0.3%)	12 (0.5%)	16 (0.5%)
Office and Administrative Support	81 (7.1%)	120 (5.0%)	201 (5.7%)
Other	84 (7.3%)	222 (9.3%)	306 (8.6%)
Other	0 (0%)	1 (0.0%)	1 (0.0%)
Physical and Social Science	4 (0.3%)	18 (0.8%)	22 (0.6%)
Prefer not to answer	34 (3.0%)	47 (2.0%)	81 (2.3%)
Production	15 (1.3%)	20 (0.8%)	35 (1.0%)
Retired	264 (23.0%)	382 (16.0%)	646 (18.3%)
Sales	51 (4.5%)	31 (1.3%)	82 (2.3%)
Student	53 (4.6%)	82 (3.4%)	135 (3.8%)
Tourism	6 (0.5%)	15 (0.6%)	21 (0.6%)
Transport	28 (2.4%)	30 (1.3%)	58 (1.6%)
Unemployed	108 (9.4%)	63 (2.6%)	171 (4.8%)
Region			
East Midlands	65 (5.7%)	61 (2.5%)	126 (3.6%)
East of England	99 (8.6%)	132 (5.5%)	231 (6.5%)
Greater London	211 (18.4%)	118 (4.9%)	329 (9.3%)
North East	47 (4.1%)	29 (1.2%)	76 (2.1%)

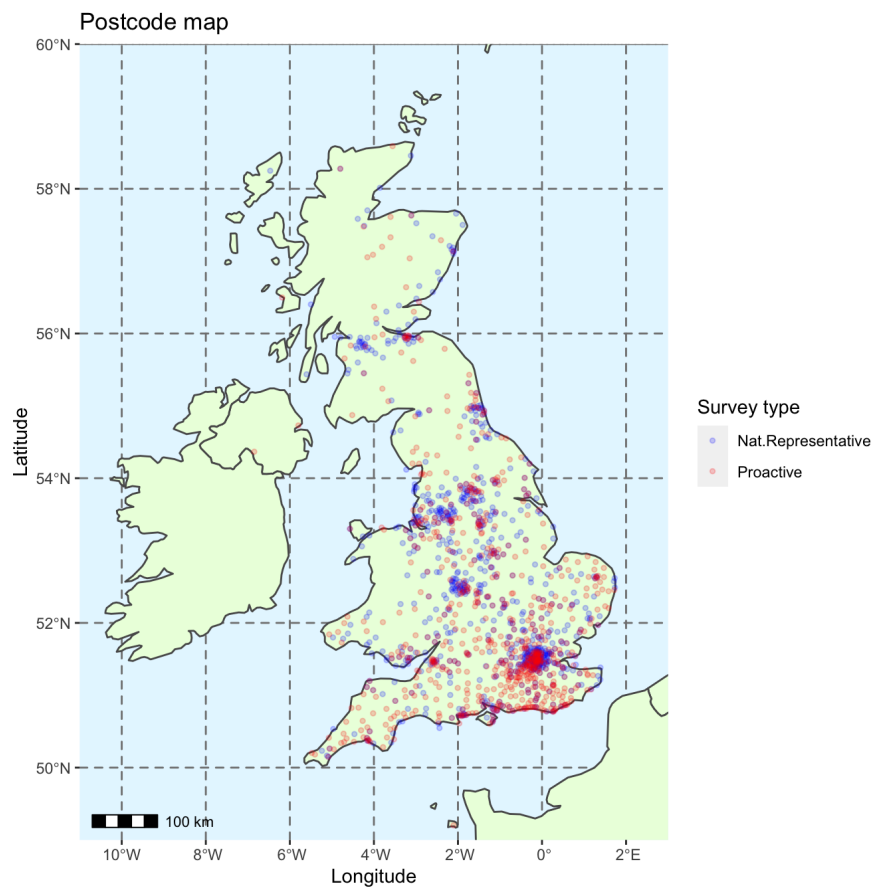
	Nationally rep. (N=1146)	Proactive (N=2393)	Overall (N=3539)
North West	113 (9.9%)	61 (2.5%)	174 (4.9%)
Northern Ireland	0 (0%)	3 (0.1%)	3 (0.1%)
Scotland	93 (8.1%)	56 (2.3%)	149 (4.2%)
South East	171 (14.9%)	1555 (65.0%)	1726 (48.8%)
South West	101 (8.8%)	209 (8.7%)	310 (8.8%)
Wales	56 (4.9%)	40 (1.7%)	96 (2.7%)
West Midlands	102 (8.9%)	54 (2.3%)	156 (4.4%)
Yorkshire and the Humber	88 (7.7%)	75 (3.1%)	163 (4.6%)
Area type			
Rural	217 (18.9%)	1047 (43.8%)	1264 (35.7%)
Sub-urban	540 (47.1%)	858 (35.9%)	1398 (39.5%)
Urban	389 (33.9%)	488 (20.4%)	877 (24.8%)
Release site			
Knepp	5 (0.4%)	432 (18.1%)	437 (12.3%)
Knepp-Wintershall	5 (0.4%)	265 (11.1%)	270 (7.6%)
No	1128 (98.4%)	1378 (57.6%)	2506 (70.8%)
Wadhurst	5 (0.4%)	0 (0%)	5 (0.1%)
Wadhurst Park	0 (0%)	193 (8.1%)	193 (5.5%)
Wintershall	3 (0.3%)	125 (5.2%)	128 (3.6%)

Respondent postcode mapping

Maps of respondent location using different methods: A. Map of first 1 or 2 alphabetical digits, (e.g. SW or N) for all participants with postcode boundaries, in which colour of area reflects density of participants per postcode region, and B. Map of first 4 digits of postcode (e.g., TN28), in which points are colour-coded according to survey type.



Map of first 2 digits of all postcodes (e.g., SW)



Map of first 4 digits of postcode (e.g.,), colour = survey type