

WSP setup and demographics code

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02/05/2021

WSP - Demographics exploration, analysis and visualisations

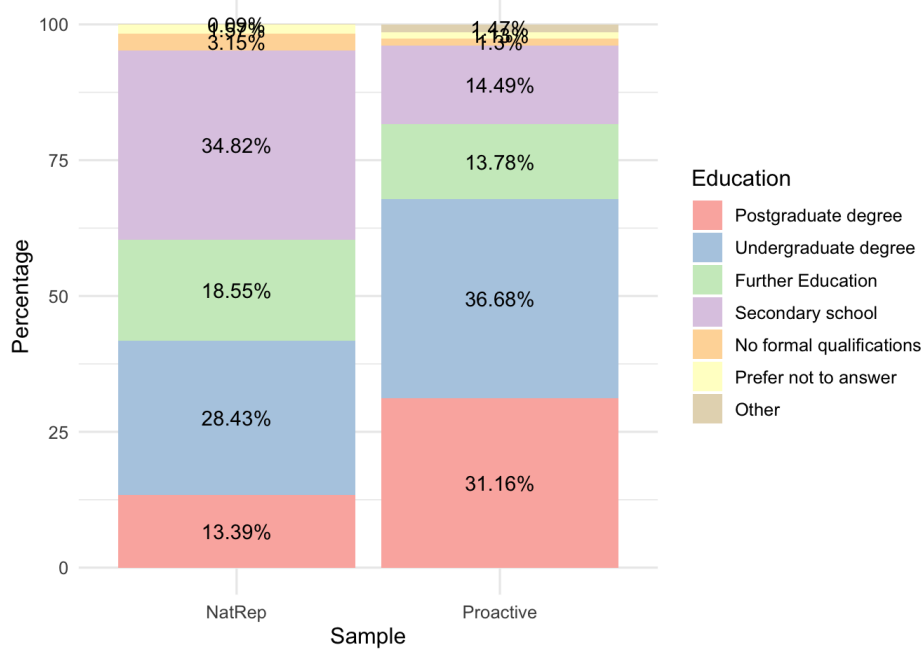
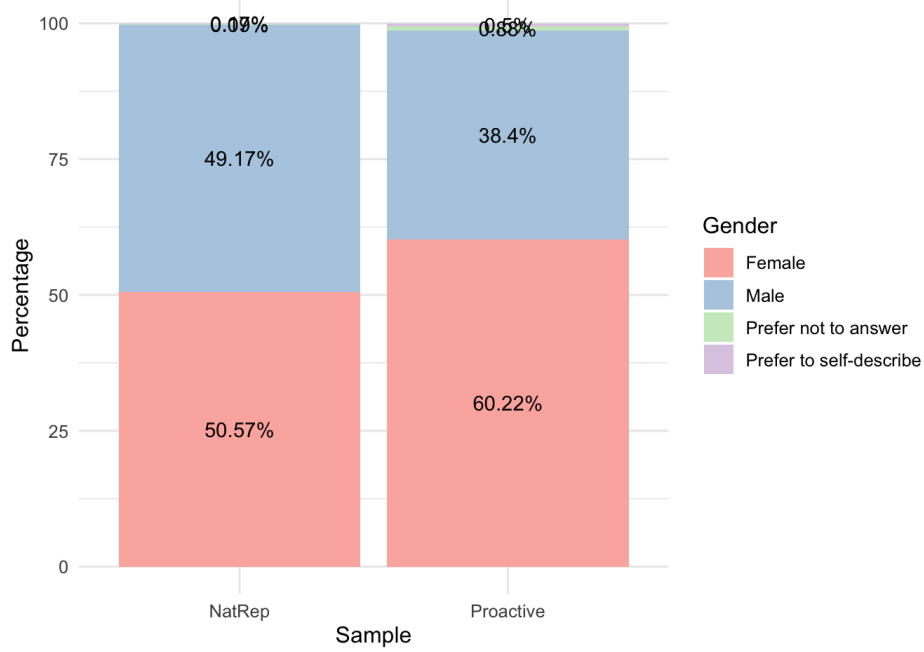
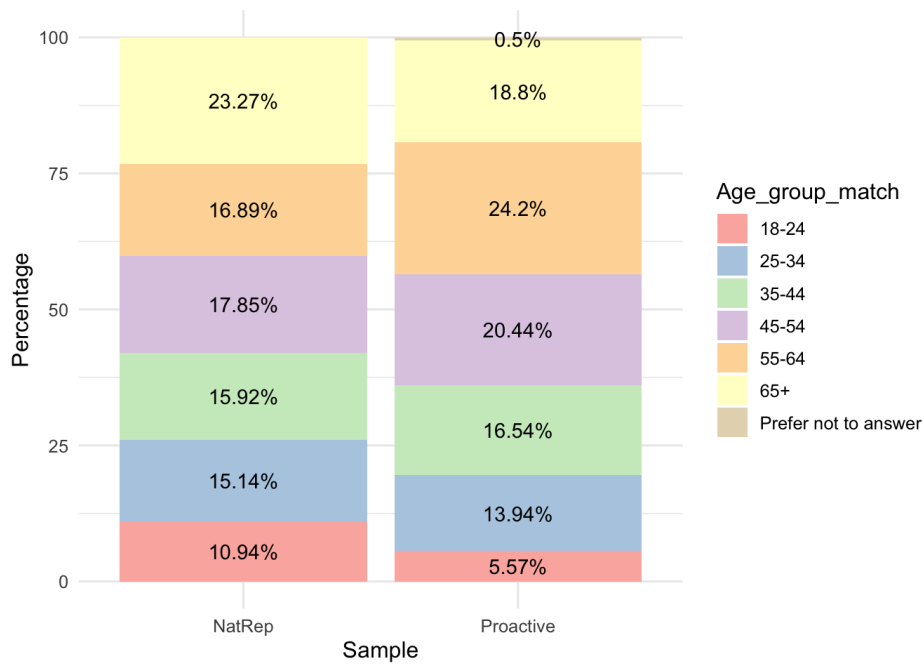
About this rMarkdown

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

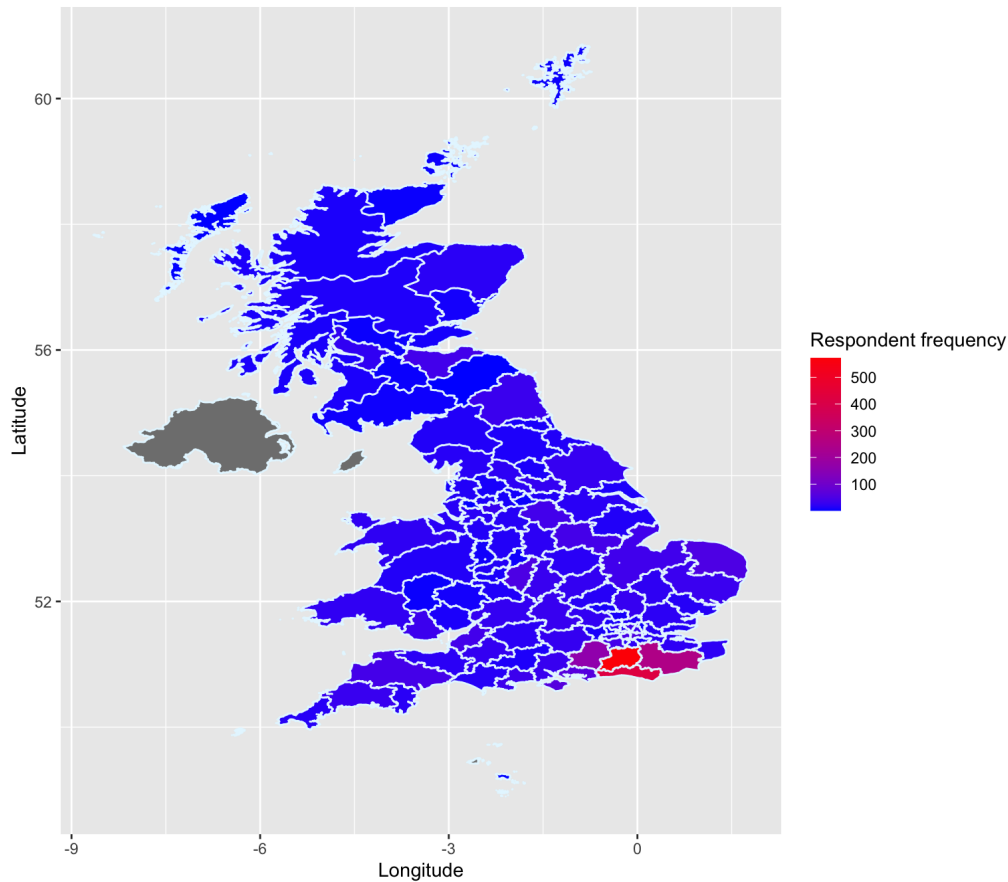
The table below (created using the package “table1”) outlines the demographic characteristics of each of the two samples, and the overall demographics of all respondents across both samples. For each demographic variable the tables provides a breakdown of the number of respondents within each level/group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

	Nationally rep. (N=1143)	Proactive (N=2388)	Overall (N=3531)
Age group			
18-24	125 (10.9%)	133 (5.6%)	258 (7.3%)
25-34	173 (15.1%)	333 (13.9%)	506 (14.3%)
35-44	182 (15.9%)	395 (16.5%)	577 (16.3%)
45-54	204 (17.8%)	488 (20.4%)	692 (19.6%)
55-64	193 (16.9%)	578 (24.2%)	771 (21.8%)
65+	266 (23.3%)	449 (18.8%)	715 (20.2%)
Prefer not to answer	0 (0%)	12 (0.5%)	12 (0.3%)
Gender			
Female	578 (50.6%)	1438 (60.2%)	2016 (57.1%)
Male	562 (49.2%)	917 (38.4%)	1479 (41.9%)
Prefer not to answer	1 (0.1%)	21 (0.9%)	22 (0.6%)
Prefer to self-describe	2 (0.2%)	12 (0.5%)	14 (0.4%)
Education			
Postgraduate degree	153 (13.4%)	744 (31.2%)	897 (25.4%)
Undergraduate degree	325 (28.4%)	876 (36.7%)	1201 (34.0%)
Further Education	212 (18.5%)	329 (13.8%)	541 (15.3%)
Secondary school	398 (34.8%)	346 (14.5%)	744 (21.1%)
No formal qualifications	36 (3.1%)	31 (1.3%)	67 (1.9%)
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	29 (2.5%)	40 (1.7%)	69 (2.0%)
Arts, Sport & Media	20 (1.7%)	112 (4.7%)	132 (3.7%)
Building & Maintenance	21 (1.8%)	22 (0.9%)	43 (1.2%)
Business & Finance	73 (6.4%)	128 (5.4%)	201 (5.7%)
Community & Social Service	16 (1.4%)	52 (2.2%)	68 (1.9%)
Computer & Mathematical	31 (2.7%)	70 (2.9%)	101 (2.9%)
Education	65 (5.7%)	285 (11.9%)	350 (9.9%)
Environment, Nature & Wildlife	5 (0.4%)	339 (14.2%)	344 (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	0 (0%)	16 (0.7%)	16 (0.5%)
Healthcare	88 (7.7%)	165 (6.9%)	253 (7.2%)
Homemaker / Carer	16 (1.4%)	27 (1.1%)	43 (1.2%)
Horticulture/Gardening/Landscaping	2 (0.2%)	18 (0.8%)	20 (0.6%)
Hospitality	40 (3.5%)	31 (1.3%)	71 (2.0%)
Law/Legal	4 (0.3%)	12 (0.5%)	16 (0.5%)
Office and Administrative Support	81 (7.1%)	119 (5.0%)	200 (5.7%)
Other	85 (7.4%)	223 (9.3%)	308 (8.7%)
Physical and Social Science	5 (0.4%)	18 (0.8%)	23 (0.7%)
Prefer not to answer	33 (2.9%)	47 (2.0%)	80 (2.3%)
Production	14 (1.2%)	20 (0.8%)	34 (1.0%)
Retired	265 (23.2%)	382 (16.0%)	647 (18.3%)
Sales	49 (4.3%)	31 (1.3%)	80 (2.3%)
Student	54 (4.7%)	81 (3.4%)	135 (3.8%)
Tourism	6 (0.5%)	15 (0.6%)	21 (0.6%)
Transport	27 (2.4%)	30 (1.3%)	57 (1.6%)
Unemployed	107 (9.4%)	62 (2.6%)	169 (4.8%)
Region			
East Midlands	65 (5.7%)	61 (2.6%)	126 (3.6%)
East of England	99 (8.7%)	132 (5.5%)	231 (6.5%)
Greater London	209 (18.3%)	118 (4.9%)	327 (9.3%)
North East	45 (3.9%)	29 (1.2%)	74 (2.1%)
North West	112 (9.8%)	61 (2.6%)	173 (4.9%)
Scotland	93 (8.1%)	56 (2.3%)	149 (4.2%)
South East	171 (15.0%)	1553 (65.0%)	1724 (48.8%)

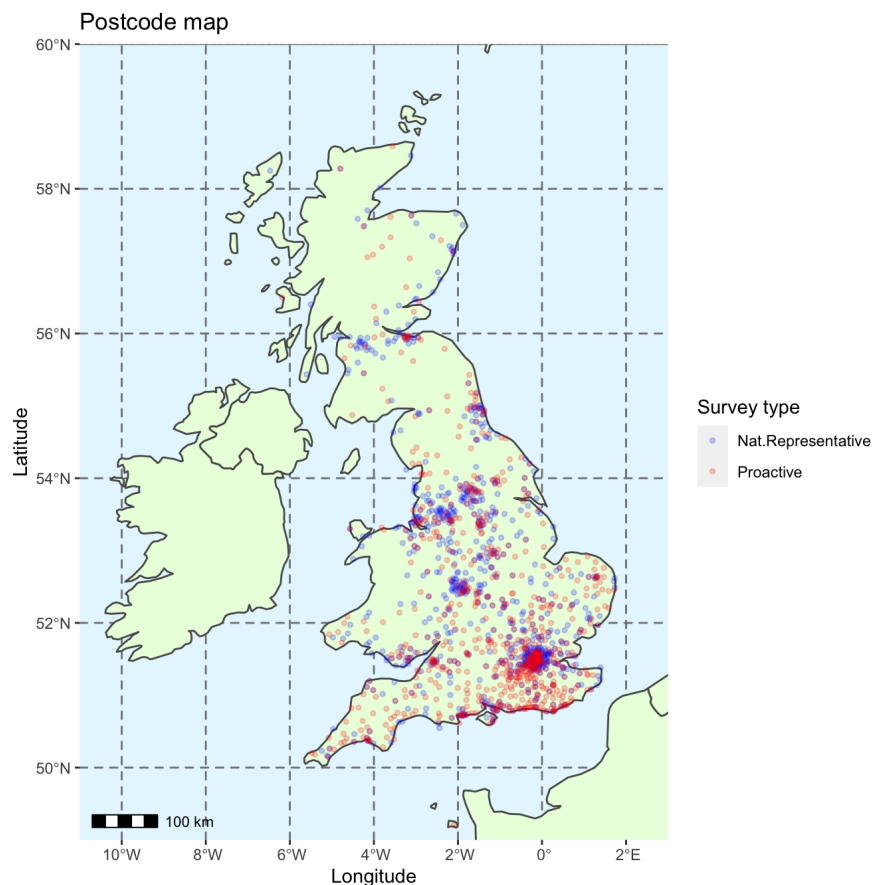
	Nationally rep. (N=1143)	Proactive (N=2388)	Overall (N=3531)
South West	103 (9.0%)	209 (8.8%)	312 (8.8%)
Wales	56 (4.9%)	40 (1.7%)	96 (2.7%)
West Midlands	102 (8.9%)	54 (2.3%)	156 (4.4%)
Yorkshire and the Humber	88 (7.7%)	75 (3.1%)	163 (4.6%)
Area type			
Rural	221 (19.3%)	1044 (43.7%)	1265 (35.8%)
Sub-urban	540 (47.2%)	856 (35.8%)	1396 (39.5%)
Urban	382 (33.4%)	488 (20.4%)	870 (24.6%)
Release site			
Knepp	5 (0.4%)	431 (18.0%)	436 (12.3%)
Knepp-Wintershall	5 (0.4%)	265 (11.1%)	270 (7.6%)
No	1125 (98.4%)	1374 (57.5%)	2499 (70.8%)
Wadhurst Park	5 (0.4%)	193 (8.1%)	198 (5.6%)
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