

Residents' Survey Demographic Insight



By gender profile

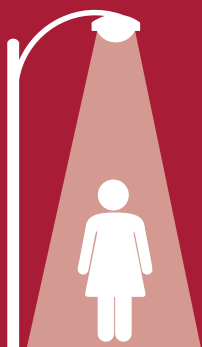


Feeling safe

Females feel less safe outside during the evening after dark.

Females = 56.9%

Males = 69.8%



Areas for improvement

Top three choices for improvement:

Females cite = access to health services



Males cite = shops



Both agree on activities for older children/teenagers and public transport provision.

Accessing our services

Males prefer the website as a method used to find out about the council's services and benefits whereas females prefer social media.

Website:

Females = 34.0%

Males = 40.1%



Social media:

Females = 20.1%

Males = 14.2%



Council's email bulletin

6% more popular with males:

Females = 18.5%

Males = 24.9%



'The News' magazine

Popular with both genders:

Females = 47.8%

Males = 48.9%



By age profile



A great place to live

Older demographic more satisfied with local area as a place to live:

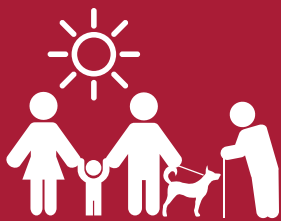
- 65+ years = 87.4%
- 55-64 years = 84.3%
- 35-54 years = 81.2%
- 16-34 years = 79.9%



Feeling safe

35-54 years feel less safe comparatively when outside in their local area during the day:

- 65+ years = 93.0%
- 55-64 years = 93.7%
- 35-54 years = 89.6%
- 16-34 years = 92.8%



Accessing our services

Social Media

The council's social media platforms are more popular with the younger demographic, ranging from:

- 65+ years = 10.7%
- 16-34 years = 26.6%



'The News' magazine

More popular as the demographic becomes more senior:

- 65+ years = 65.0%
- 16-34 years = 23.8%



Those aged 65+ more in agreement with:

- Sense of belonging to their local neighbourhood:

- 65+ years = 73.1%
- 55-64 years = 63.9%
- 35-54 years = 60.2%
- 16-34 years = 58.0%



- People in their local area treating people with respect:

- 65+ years = 77.7%
- 55-64 years = 68.2%
- 35-54 years = 63.9%
- 16-34 years = 63.5%



- People from different backgrounds getting on well together:

- 65+ years = 63.2%
- 55-64 years = 60.0%
- 35-54 years = 56.9%
- 16-34 years = 59.4%



- NEDDC keeping residents informed about the services and benefits it provides:

- 65+ years = 81.0%
- 55-64 years = 70.7%
- 35-54 years = 64.3%
- 16-34 years = 57.7%



- The way that NEDDC runs things:

- 65+ years = 66.1%
- 55-64 years = 57.2%
- 35-54 years = 52.5%
- 16-34 years = 54.5%



By area cluster profile



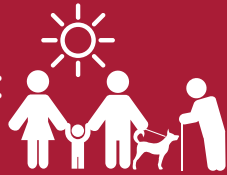
- **North West cluster:** Dronfield, Unstone.
- **North East cluster:** Eckington, Killamarsh.
- **South & West cluster:** Ashover, Barlow, Brackenfield, Brampton, Holmesfield, Holymoorside & Walton, Morton, Pilsley, Shirland & Higham, Stretton, Wessington, Wingerworth.
- **East cluster:** Calow, Clay Cross, Grassmoor Hasland & Winsick, Holmewood & Heath, North Wingfield, Sutton-Cum-Duckmanton, Temple Normanton, Tupton.

Feeling safe

East cluster residents feel less safe comparatively when outside in their local area:

DURING THE DAYTIME:

- East cluster = 88.0%
- North West cluster = 96.2%
- North East cluster = 90.8%
- South & West cluster = 92.1%



DURING THE EVENING, AFTER DARK:

- East cluster = 51.6%
- North West cluster = 71.1%
- North East cluster = 55.8%
- South & West cluster = 64.2%



North West cluster more in agreement with:

- **The Local area as a place to live:**
 - North West cluster = 90.7%
 - North East cluster = 77.6%
 - South & West cluster = 84.9%
 - East cluster = 79.1%
- **Sense of belonging to their local neighbourhood:**
 - North West cluster = 73.0%
 - North East cluster = 61.3%
 - South & West cluster = 65.7%
 - East cluster = 56.1%
- **People in their local area treating people with respect:**
 - North West cluster = 79.9%
 - North East cluster = 62.2%
 - South & West cluster = 68.8%
 - East cluster = 62.1%
- **People from different backgrounds getting on well together:**
 - North West cluster = 65.4%
 - North East cluster = 57.7%
 - South & West cluster = 58.7%
 - East cluster = 56.2%
- **NEDDC keeping residents informed about the services and benefits it provides:**
 - North West cluster = 73.7%
 - North East cluster = 65.2%
 - South & West cluster = 71.5%
 - East cluster = 68.1%
- **The way that NEDDC runs things:**
 - North West cluster = 61.2%
 - North East cluster = 55.3%
 - South & West cluster = 58.3%
 - East cluster = 55.7%

By ethnicity profile



White British or Irish demographic more in agreement with:

- Local area as a place to live:
White British or Irish = 83.8%
Ethnic Minority respondents = 78.6%
- NEDDC keeping residents informed about the services and benefits it provides:
White British or Irish = 70.1%
Ethnic Minority respondents = 66.9%



Ethnic minority demographic more in agreement with:

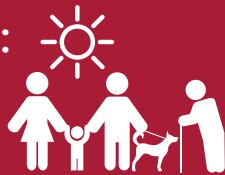
- Sense of belonging to their local neighbourhood:
Ethnic Minority respondents = 66.4%
White British or Irish = 64.4%
- People in their local area treating people with respect:
Ethnic Minority respondents = 71.8%
White British or Irish = 68.7%
- People from different backgrounds getting on well together:
Ethnic Minority respondents = 61.1%
White British or Irish = 59.7%



Feeling safe

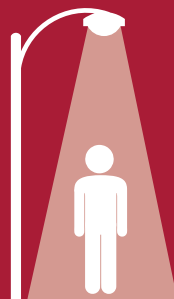
Ethnic Minority residents feel less safe comparatively when outside in their local area:

DURING THE DAYTIME:
Ethnic Minority respondents = 85.5%
White British or Irish = 92.2%



DURING THE EVENING, AFTER DARK:

Ethnic Minority respondents = 58.7%
White British or Irish = 61.4%



Accessing our services



Methods used to find out about the council's services and benefits - some variation with White British or Irish respondents favouring Council's 'The

News' magazine for Ethnic Minority respondents the Council's website is favoured.



By disability profile



No disability/health problems' demographic more in agreement with:

Local area as a place to live:



No disability/health problems = 84.9%

Disability/health problems

- limited a lot = 77.8%

Disability/health problems

- limited a little = 82.1%

People in their local area treating people with respect:

No disability/health problems = 70.4%

Disability/health problems

- limited a lot = 61.6%

Disability/health problems

- limited a little = 67.6%



Feeling safe

'Disability/health problems - limited a lot' residents feel less safe when outside in their local area

DURING THE DAYTIME:

Disability/health problems

- limited a lot = 83.3%

Disability/health problems

- limited a little = 91.9%

No disability/health problems = 93.5%

DURING THE EVENING, AFTER DARK:

Disability/health problems

- limited a lot = 48.5%

Disability/health problems

- limited a little = 54.3%

No disability/health problems respondents = 65.2%



'Disability/health problems - limited a little' demographic more in agreement with:

People from different backgrounds getting on well together:

Disability/health problems

- limited a little = 61.1%

Disability/health problems

- limited a lot = 58.1%

No disability/health problems = 59.7%

NEDDC keeping residents informed about the services and benefits it provides:

Disability/health problems

- limited a little = 73.1%

Disability/health problems

- limited a lot = 70.5%

No disability/health problems = 69.2%

The way that NEDDC runs things:

Disability/health problems

- limited a little = 60.4%

Disability/health problems

- limited a lot = 57.6%

No disability/health problems = 57.3%



'Disability/health problems - limited a lot' demographic more in agreement with:

Sense of belonging to their local neighbourhood:

Disability/health problems

- limited a lot = 65.6%

Disability/health problems

- limited a little = 61.1%

No disability/health problems = 65.2%

