

Community Fair report 2008 on 'What Diversity means to you'
(Respondents were attendees at all fairs)

At the community fairs we surveyed people's response to the word 'diversity' and what the word meant to them. In this report, we will first look at those who did not understand the word and then to those who did and the differences they specified as regards diversity. We conclude with the different associated words for diversity that people put forward and the contexts in diversity might be used. The breakdown of these responses is carried out for each fair and then recurring themes are analysed overall.

Total Respondents: In Kidderminster there were 50 respondents, in Redditch there were 35 and in Worcester 29. Overall there were 114 respondents.

Respondents who did not understand the word 'diversity'

It is first important to look at those who did not understand the word diversity - in Kidderminster 9/50 (18%) respondents did not know what the word meant, in Redditch 8/35 respondents (22%) did not know and at Worcester 6/29 (20%) did not know. This presents us with an overall average of 20% of respondents at all fairs did not understand the word diversity.

Respondents who did understand the word 'diversity'

Those who did understand the word diversity explained it using the word 'difference', 'variety' or 'mixture'. At Kidderminster 22/50 respondents (44%) used these words in their replies, at Redditch 13/35 respondents (37%) and in Worcester 17/29 respondents (58%).

In total 52/114 (45%) respondents understood the word diversity.

Respondents who had a deeper understanding of the word 'diversity'

Those with a deeper understanding specified differences - such as diversity of age, disability, gender, race, religion/belief, sexual orientation, economic background, language, opinion/views, ways of life, culture, identity, ethnicity, country of origin, jobs and skills. The frequency that these differences were mentioned is tabulated below:

Specified Difference	Kidderminster	Redditch	Worcester	Total responses
Age	1	1	1	3
Disability	2	1	1	4
Gender/sex	2	0	0	2
Race/ethnicity/skin colour	3	5	2	10
Country of origin	0	0	1	1
Religion/belief	5	3	2	10
Sexual orientation	1	1	0	2
Economic background	1	0	0	1

Language	2	2	2	6
Culture	4	3	5	12
Ways of life backgrounds	2	1	2	5
Identity	0	1	0	1
Opinions/views	2	1	0	3
Jobs /skills	1	1	2	4
Total at each fair	26	20	18	4

- Age was mentioned 3 times, one at each event
- Disability was mentioned 4 times, twice at Kidderminster and once at Redditch and Worcester.
- Gender was mentioned twice at Kidderminster and not at all at Redditch and Worcester.
- Race/ethnicity/skin colour was mentioned three times at Kidderminster, five times at Redditch and twice at Worcester; in total 10 responses.
- Country of origin was mentioned once at Worcester.
- Religion/belief was mentioned 5 times at Kidderminster, three times at Redditch and twice at Worcester; totalling 10 responses.
- Sexual orientation was mentioned twice, once at Kidderminster and Redditch but not at all at Worcester.
- Economic background was mentioned once at Kidderminster.
- Language was mentioned six times, twice at each event.
- Culture had the most responses (12), mentioned 4 times at Kidderminster, 3 times at Redditch and five at Worcester.
- Ways of life/backgrounds was mentioned five times, twice at Kidderminster, once at Redditch and twice at Worcester.
- Identity was mentioned once at Redditch.
- Opinions/views were mentioned twice at Kidderminster, once at Redditch.
- Jobs/skills were mentioned 4 times, once at Kidderminster, once at Redditch and twice at Worcester.

Kidderminster had the most specified differences, and then Redditch and Worcester had the least.

Most specified difference for each fair and for the events overall

Location	Most frequent specified difference	Total responses for that difference
Kidderminster	religion/belief	5
Redditch	Race/ethnicity/skin colour	5
Worcester	Culture	5

In the following order, the overall specified differences for the fairs which were most frequently mentioned were Culture (12), Religion/belief (10) and Race/ethnicity/skin

colour (10). This indicates that these were the specified differences which were the most important or uppermost in the experience of these respondents.

Associated Words for 'diversity'

<i>Associated Words</i>	Kidderminster	Redditch	Worcester	Total responses
equality, equality of opportunity, equal access, everyone having a chance	4	4	1	9
fairness, Justice,	0	1	0	1
rights	3	1	0	4
needs	1	0	0	1
Tolerance, acceptance,	3	3	2	8
not being prejudiced, not discriminating	2	0	0	2
education, preventing ignorance, understanding, promoting awareness, knowledge, opening your mind	3	2	0	5
challenging, change, demands more from us,	3	0	2	5
exciting, interesting	0	1	0	1
value, respect, recognition, celebration, appreciation of difference	6	1	4	11
unity, together, inclusion, sharing	3	3	4	10
division	0	1	0	1
Confusion	0	1	0	1
It scares me	0	0	1	1
Individuality	1	0	1	2

Most frequently given Associated Words for each fair and for the events overall

Location	Most frequent Associated Words given	Total responses for that definition/meaning
Kidderminster	Equality...	4
Redditch	Equality...	4
Worcester	Value, respect, recognition	4
	Unity, together, inclusion	4

In the following order, the overall most frequently given associated words for the fairs were value, respect, recognition, celebration, appreciation of difference (11), unity, together, inclusion, sharing (10) and equality, equality of opportunity, equal access,

everyone having a chance (9). This indicates that overall to these respondents diversity means valuing and appreciating difference, unity and equality. There were only two responses which could be seen as negative which were 'division' and 'it scares me'.

Contexts in which diversity was mentioned

These were; play, work, the world, community, service access, training, education and learning. This is where the respondents must have experienced diversity.

In conclusion:

In total there were 114 respondents, the most at Kidderminster and the least at Worcester. This should be borne in mind when drawing conclusions as Worcester may be the least representative with only 29 respondents.

An overall average of 20% of respondents at all fairs did not understand the word diversity. This indicates that there is work to be done on increasing awareness and education people on the word 'diversity'

Overall 45% respondents understood the word diversity giving it's meaning as 'difference', 'variety' and 'mixture'.

Those who had a deeper understanding of diversity gave specified differences with Kidderminster having the most specified differences, then Redditch and Worcester had the least, this could indicate there was the most understanding of the word 'diversity' at Kidderminster and the least at Worcester.

The most frequently mentioned overall specified differences for the fairs were Culture, Religion/belief and Race/ethnicity/skin colour. This indicates that these were the specified differences which were the most important or uppermost in the experience of these respondents.

Overall, the words that respondents most frequently associated with 'diversity' were equality, equality of opportunity, equal access, everyone having a chance, unity, together, inclusion, sharing, value, respect, recognition, celebration and appreciation of difference. There were only two responses which could be seen as negative which were 'division' and 'it scares me'.

The contexts in which diversity was mentioned were; play, work, the world, community, service access, training, education and learning. This is where the respondents must have experienced diversity.

Finally, it is clear that respondents understanding of 'diversity', the depth they understand it at, the words they associated it with and the contexts it was defined in were all due to the respondents' life experiences which would shape the way they view this word.