



A guide to achieving the Voices4all Nationally representative audience – how to get the right target and ask the right questions.

Q1. What best describes your gender?

Please select one answer.

Single code question

Alphabetical order

[Question adapted from 2011 Census with input from Stonewall]

- a. Female
- b. Male
- c. Non-Binary
- d. Prefer to self-describe: (open)
- e. Prefer not to say

Alphabetical order – To ensure gender equality. For instance, we often see the Male option at the top of the list which can have undertone of superiority. Alphabetised the answer list will get rid of this superiority stigma which people subconsciously pick up on.

Use of non-binary answers – To ensure inclusivity. By including 'Prefer to self-describe' and 'Non-Binary' options, we ensure that we do not cause offense to those who do not fall in any of the listed categories. Leaving 'Prefer to self-describe' open allows respondents to define their gender identity in their own words as this could be a sensitive topic.

Always include an opt-out – To ensure that we don't force respondents to answer questions they don't feel comfortable with.

Qualifying criteria – We do not screen out on any gender as we do not want to discriminate on anyone. Respondents selecting 'Non-Binary', 'Prefer to self-describe' and 'Prefer not to say' will be allocated to the 'Other' quota.

Quotas – Female (51%); Male (49%); Other (Natural fall out). When the quotas are full, respondents will be disqualified after the first question in the main survey (i.e. past the screening questions) as we do not want respondents to think they have been disqualified because of their gender.

Q2. What is your age?

Please write your answer in the box below:

Open-ended question

[Question adapted from 2011 Census]

Open-ended question – We let respondents type in their age. Anyone that is not 18+ will be screened out. We have a maximum limit of 99 but we always sense check the answers to ensure that the age mentioned makes sense.

Quotas – 18-24 (11%); 25-34 (17%); 35-44 (20%); 45-54 (16%); 55-64 (15%); 65+ (21%).

Q3. Where do you live...?

Please select one answer.

Single code question

Alphabetical order

[Question adapted from 2011 Census]

- a. East Midlands
- b. East of England
- c. London
- d. North East
- e. North West
- f. Northern Ireland
- g. Scotland
- h. South East
- i. South West
- j. Wales
- k. West Midlands
- l. Yorkshire and the Humber
- m. None of the above – **Disqualify**

Alphabetical order – To ensure consistency with the rest of the screener questions.

Quotas – East Midlands (7%); East of England (9%); London (13%); North East (4%); North West (11%); Northern Ireland (3%); Scotland (9%); South East (14%); South West (8%); Wales (5%); West Midlands (9%); Yorkshire and the Humber (8%).

Q4. Which of the following best describes your ethnicity?

Please select one answer only

Single code question

Alphabetical order

[Question adapted from 2011 Census]

Asian or Asian British

- a. Bangladeshi
- b. Chinese
- c. Indian
- d. Pakistani

- e. Any other Asian background, please specify: (open)

Black, Black British, Caribbean or African

- a. African
- b. Caribbean
- f. Any other Black, Black British, Caribbean or African background, please specify: (open)

Mixed or Multiple Ethnic groups

- a. Asian and White
- b. Black African and Asian
- c. Black African and White
- d. Black Caribbean and Asian
- e. Black Caribbean and White
- f. Any other Mixed or Multiple background, please specify: (open)

White

- a. English, Welsh, Scottish, Northern Irish or British
- b. Irish
- c. Irish Traveller or Gypsy
- d. Roma
- e. Any other White background, please specify: (open)

Other ethnic groups

- a. Arab
- b. Any other ethnic group, please specify: (open)

Prefer not to say

Alphabetical order – To avoid unconscious ethnicity superiority. We often see the White ethnicity option at the top of the list which can have undertone of superiority. Alphabetised the answer list will get rid of this superiority stigma which people subconsciously pick up on.

Use of non-binary answers – To ensure inclusivity. By including ‘Any other background, please specify’ and ‘Prefer not to say’ options, we ensure that we do not cause offense to those who do not fall in any of the listed categories. Leaving ‘Any other background’ as open answer allows respondents to define their ethnic identity in their own words as this could be a sensitive topic.

Always include an opt-out – To ensure that we don’t force respondents to answer questions they don’t feel comfortable with especially as ethnicity can be a sensitive subject.

Qualifying criteria – We do not screen out on any ethnicity as we do not want to discriminate on anyone. Respondents selecting ‘Prefer not to say’ and ‘Other ethnic groups’ will be allocated to the ‘Other’ quota.

Quotas – White British (82%); Other White (5%); Asian (7%); Black (3%); Mixed (2%); Other (1%). When the quotas are full, respondents will be disqualified after the first question in the main survey (i.e. past the screening questions) as we do not want respondents to think they have been disqualified because of their ethnicity.

Q5. Do you consider yourself to be:

Please select one answer.

Single code question

Alphabetical order

[Question adapted from 2011 Census with input from Stonewall]

- a. Asexual (include in the other quota cell)
- b. Bisexual (LGB)
- c. Gay Man (LGB)
- d. Gay Woman/Lesbian (LGB)
- e. Heterosexual/ Straight
- f. Pansexual (include in the other quota cell)
- g. Queer(include in the other quota cell)
- h. Prefer to self-describe: (open text) (include in the other quota cell)
- i. Prefer not to say (include in the other quota cell)

Alphabetical order – To avoid unconscious bias on sexuality. We often see the Heterosexual/Straight option at the top of the list which can have undertone of superiority or commonality. Alphabetised the answer list will get rid of this superiority stigma which people subconsciously pick up on.

Always include an opt-out – To ensure inclusivity. By including ‘Prefer to self-describe’ and ‘Prefer not to say’ options, we ensure that we do not cause offense to those who do not fall in any of the listed categories. Leaving ‘Prefer to self-describe’ open allows respondents to define their sexual orientation in their own words as this could be a sensitive topic.

Qualifying criteria – We do not screen out on any sexual orientation as we do not want to discriminate on anyone. Respondents selecting ‘Prefer not to say’ will be allocated to the ‘Other’ quota.

Quotas – Heterosexual/Straight (98%); LGB (2%); Other (Natural fallout)

Q6. Which of these best describes the occupation of the main income earner within your household?

Please note: If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed' but think back to the last job before that. If they're retired and receive a pension that's more than the state pension, please think back to the last job before retirement

Please select one answer.

Single code question

Do not randomise

[Question adapted from 2011 Census]

- a. Casual worker without regular income, or unemployed for six months or longer
- b. Manual worker (e.g. Lorry/truck driver, Holiday camp worker, Hotel Porter)
- c. Skilled (Qualified) manual worker (e.g. Silversmith, Plumber, Electrician)
- d. Administrative, or junior management or professional (e.g. Most office workers, Accounts clerk, Secretary, Police Sergeant)
- e. Intermediate management in large organization, owner / director of small business, principal officer in civil service / local government

- f. Very senior management, top-level civil servant or professional (e.g. Surgeon, Partner in a law firm, Regional bank manager, Board Director of medium/large firm)
- g. Housewife / house husband / full time carer
- h. Student in full time education
- i. Retired
- j. Unemployed for more than 6 months
- k. Don't know/prefer not to say

Quotas – ABC1: 55%; C2DE: 45%

Q7. Do you have any of these long standing health problem(s) or disability(ies) so much that you have substantial difficulties with any of these areas of your life? *By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to affect you over a period of at least 12 months.*

Please select one answer.

Single code question

Do not randomise

[Question adapted from 2011 Census]

- a. Mobility (moving about)
- b. Lifting, carrying or moving objects
- c. Manual dexterity (using your hands to carry out everyday tasks)
- d. Continence (bladder and bowel control)
- e. Communication (speech, hearing or eyesight)
- f. Memory or ability to concentrate, learn or understand
- g. Recognising when you are in physical danger
- h. Your physical co-ordination (eg. balance)
- i. Other health problem or disability
- j. None of these
- k. Prefer not to say

Hidden variable:

At least one impairment – code a-i in Q7

No impairment – code j in Q7

Prefer not to say – code k in Q7

Quotas – At least one impairment: 20%; No impairment: 80%