

# Survation's Faith and Ethnicity Research Panels: Frequently Asked Questions.

Survation have three opt-in telephone and online opinion panels (for those members who have opted to complete surveys online); our Jewish panel, our Muslim panel, and our BAME panel.

Our faith and ethnicity research are used to better understand the opinions of often overlooked groups.

The process of building our Jewish panel began in 2015. We have subsequently built on this success by applying the same methods to our other specialised panels in 2018 and 2019.

Our Survation Special Panels are used primarily for academic and social research, including religious charities as well as public polling on behalf of a range of clients such as the Jewish Chronicle.

## What is the methodology?

Using a combination of onomastics, demographic and geographic data we can create a probabilistic assignment of someone having a particular identity. To establish our indicators we work in collaboration with community experts, academics, and ONS data. This enables us to target ward-level data with as little as 1% of the population belonging to the group

From these indicators we can generate a contact data list of a random selection of individuals who meet the criteria. We use this information to telephone respondents who are (after stating the survey's purpose) asked to confirm at the start of the survey if they self-identify with the group (for religious panels this includes secular and non-practising members), and only those who confirm and consent continue into the survey. Respondents are then asked at the end if they wished to be part of our panel.

In every poll run using the Survation Special Panels respondents are always asked at the end if they still wish to remain a part of the panel to ensure ongoing consent.

## What are the demographic characteristics?

As religious and BAME populations within the UK are composed of many different groups, including those who identify as secular/non-religious, great care is taken during the recruitment phase to make sure that the Survation Special Panels are geographically and religiously diverse.

By ensuring that our Survation Special Panels are diverse and roughly in line with official government statistical information about the population, a random sample of data drawn from each Survation Special Panel for a poll will likely have a similar composition.

As is the case when researching with smaller populations some demographic units are merged. In our Survation Special Panel polls we include the standard sex cross-breaks with slightly different age and regional cross-breaks from our standard polling.

We have looked at the make-up of the Survation Jewish Panel and Survation Muslim Panel with regards to religious practice. This includes for the Survation Jewish Panel whether the respondents were a member of a synagogue or not, Synagogue type (e.g. Strictly Orthodox, Central United, Central Other, Federation, Sephardi, Masorti, Reform, Liberal) and also the number of secular participants. For our Survation Muslim Panel this includes looking at sect (beyond just Sunni and Shi'a), ethnicity, whether the respondent is a "revert" or raised as Muslim, and the number of cultural but not religious Muslims. Our findings are such that our advice has been our panels are representative of the UK religious populations.

## **How do we ensure the survey results are representative of the population?**

As with any survey sample, collected data will not be perfectly representative of the minority population. Survation weight our surveys to census targets for the provided by the ONS to correct for sample imbalance. For all our polls any variable we have used to weight the data is included in our tables as a cross-break – these are usually age, sex, and geographical region.

Sample sizes of 1,000 are regularly used for national polling by many members of the British Polling Council. For a smaller population such as the UK Jewish community using a sample size of 500+ with appropriate weights is suitable. The margin of error for the sample relative to population for each poll can be found in the individual methodology section of any tables released.

## **How do you decide who "counts" as part of a group?**

Terms can have many different personal meanings. For our Survation Special Panels we simply ask respondents if they identify as part of a group to try and get as broad a range of opinion as possible. Our respondents may consider themselves part of a group culturally, ethnically, and/or religiously. In this way we also speak to many people who do consider themselves Jewish or Muslim but don't necessarily consider themselves religious or even culturally practicing. By asking the question in this way we should mirror the way people answer in census and other official government statistics.

## **Why is there not a comparison poll with a different religious/ethnic/minority group?**

Our primary use of each panel is for research into the opinions of that particular group. Our panels are regularly used by religious charities and for academic research purposes. Not every poll done using a Survation special panel will be suitable to run a separate comparison poll for.

## **What is the relationship between the Jewish Chronicle and the Survation Jewish Panel?**

Our Jewish panel is an independent Survation panel used to gauge opinions of the wider Jewish UK community; it is not a poll of Jewish Chronicle readers. The Jewish Chronicle did not have input on the membership of the panel, do not hold any panelist data and did not provide any data to construct the panel.

## How do I know it was Survation that called me?

Our callers will always identify that they are calling from Survation and will only ask for basic demographic information in addition to survey questions. If you have any concerns you can email [specialprojects@survation.com](mailto:specialprojects@survation.com) to confirm there is a project in field.

## How can I join a Survation Special Panel?

Unfortunately, you cannot directly apply to join one of our panels; this is to ensure that we do not create a skew in our panels.

For further information on Survation's faith and ethnicity research, or to commission a poll, contact [researchteam@survation.com](mailto:researchteam@survation.com). For methodology enquiries contact [specialprojects@survation.com](mailto:specialprojects@survation.com)

### Survation. Engaging opinion to inform the future.

Survation are an established and innovative market research firm who are trusted partners to well-known brands and organisations in the UK. We achieve global publicity for our clients and are a well-known and trusted brand in our sector. We offer mixed-method market research with an in-house 80 seat CATI telephone operation, direct online panel access to an ESOMAR certified panel of 1 million UK consumers, business-to-business and face-to-face market research.

Survation also have an active strategy and campaign advisory business helping clients better understand their customers & members, and help appreciate & shape public opinion. We help our clients improve customer engagement and effectiveness of their campaigns, be they charitable, political or commercial.

Finally, many companies claim to be experts in data and "big data analysis" and have offerings described in a way that can seem intentionally opaque and prohibitively expensive. Our Data Services business provides clients with direct, compliant access to 43 million of the UK's consumers.

Survation is an MRS Company Partner and member of the British Polling Council. All MRS Company Partners and their employees agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research. As members of both organisations Survation have a strong commitment to transparency and the integrity of our work.

Survation are an accredited Living Wage Employer. This means that every member of staff in our organisation plus our contractors are paid the London Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost living in the UK. We believe that every member of staff deserves a Living Wage. You can find out more about the Living Wage by visiting [www.livingwage.org.uk](http://www.livingwage.org.uk).



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