

**Developing survey questions on sexual identity:
Report on National Statistics Omnibus Survey
trial 3**

Tamara Taylor and Katherine Ralph

Data Collection Methodology – Social Surveys
Office for National Statistics
1 Myddelton Street
Islington
London
EC1R 1UW

June 2008

Contents

1	Executive Summary	4
2	Introduction	5
3	Method	5
3.1	<i>Mode of administration</i>	5
3.2	<i>Split sample experiment</i>	6
3.3	<i>Instructions for interviewers</i>	6
4	Evaluation	7
4.1	<i>Response rate</i>	7
Table 1: Proportion of interviews in which the sexual identity question was not asked: By age of respondent		7
4.2	<i>Mode of administration</i>	8
4.2.1	Reasons for administering the question as CAPI.....	8
4.2.2	CAPI and CASI: A comparison of response.....	8
Table 2: Mode of interview and self-perceived sexual identity ¹		9
4.2.3	Administration of the question in CAPI	10
Table 3: How interviewers administered the question ¹		10
4.2.4	Privacy.....	10
Table 4: Other people present at the time of the interview		11
4.2.5	Telephone unit interviews.....	11
4.3	<i>General findings</i>	11
4.3.1	Response to the question compared with previous trials	11
Table 5: Responses to the question across trials ¹		12
4.3.2	Respondents who selected ‘prefer not to say’	12
Table 6: Respondents’ reasons for preferring not to state their sexual identity		12
Table 7: Proportion of respondents selecting ‘prefer not to say’, by Government Office Region		13
4.3.3	General feedback from interviewers.....	13
4.4	<i>Outcome of the split-sample experiment</i>	14
Table 8: Responses to the question by order in which responses were presented. ¹		14
5	Recommendations	15
6	References	15

Tables

Table 1: Proportion of interviews in which the sexual identity question was not asked: By age of respondent	7
Table 2: Mode of interview and self-perceived sexual identity	9
Table 3: How interviewers administered the question ¹	10
Table 4: Other people present at the time of the interview	11
Table 5: Responses to the question across trials	12
Table 6: Respondents reasons for preferring not to state their sexual identity	12
Table 7: Proportions of respondents selecting ‘prefer not to say’, by Government Office Region	13
Table 8: Responses to the question by order in which responses were presented.....	14

Background notes

The National Statistics Omnibus Survey

The Omnibus Survey is a multi-purpose survey carried out by the Office for National Statistics. Interviewing is carried out every month and each month's questionnaire covers a variety of topics, reflecting different users' requirements.

Interviews are conducted with approximately 1,200 adults (aged 16 or over) in private households in Great Britain each month. A random probability sample is drawn from the Postcode Address File of small users; all private household addresses in Great Britain are included in this frame. In households with more than one adult member, just one person aged 16 or over is selected at random for interview. The primary mode of interviewing is CAPI¹ but CASI² is used for questions which are sensitive so that the respondent can answer in privacy.

Presentation of data

The row or column percentages may not add up to 100% because of rounding.

Small bases are associated with relatively high sampling errors and this affects the reliability of estimates. In general, percentage distribution is shown if the base is 50 or more.

Sampling error

Since the data in this report were obtained from a sample of the population, they are subject to sampling error. The Omnibus Survey has a multi-stage sample design, and this has been taken into account when identifying statistically significant differences in the report.

Any differences mentioned in the report are statistically significant at the 95% confidence level, unless otherwise stated. Sampling errors and design effects were calculated for age or sex comparisons and were usually between 1.0 and 1.2. For other comparisons, an estimated design effect of 1.2 was used.

Weighting the data

Weighting factors are applied to Omnibus data to correct for unequal probability of selection caused by interviewing only one adult per household. The weighting system also adjusts for some non-response bias by calibrating the Omnibus sample to ONS population totals. The weighting ensures that the weighted sample distribution across regions and across age-sex groups matches that in the population.

All proportions presented in this report are weighted unless otherwise specified. The unweighted bases are also shown to give an indication of the precision of the estimates.

Estimates of the LGB population in Great Britain

The ONS is conducting ongoing development work to provide reliable estimates of the proportion of the population who identify as lesbian, gay or bisexual. The results published in this report form part of this development process. They are responses to the specific question being tested in this round of the Omnibus Survey and cannot be interpreted as official estimates of the LGB community. Once the development work is complete, it is intended that a question on sexual identity will be added to the Integrated Household Survey (IHS). First estimates from the IHS will be released as 'experimental' statistics and, subject to evaluation for reliability and robustness, released as official statistics.

¹ Computer Assisted Personal Interviewing, that is face-to-face interviewing where the interviewer keys responses straight onto a computer.

² Computer Assisted Self Interviewing, that is the respondent reads the question and keys their own responses onto the computer.

1 Executive Summary

This report describes findings from the third Omnibus Survey quantitative trial, in which further testing of a proposed question on sexual identity was conducted in July and August 2007. The report builds on findings of previous Omnibus trials.

Trial 3 aimed to improve response to the question by allowing through interviewer administration where respondents were unable to self-complete. Response order effects were also tested for in a split sample experiment by moving the heterosexual response option after the gay/lesbian and bisexual categories.

Offering interviewer-administration as an alternative to self-completion reduced the proportion of omitted cases from 15% in previous trials to 2.4%. As in previous trials, interviewers were more likely to skip the question with older respondents. It is important to note that there will always be a proportion of respondents who are not asked opinion questions in social surveys as it is standard practice not to administer to proxy respondents or in cases where a translator is being used.

The question was self-administered in around two-thirds of cases and interviewer-administered in around a third. There was no significant difference by mode in the proportion responding lesbian, gay or bisexual (LGB). However, a higher proportion selected the heterosexual or straight category when the question was interviewer-administered compared with self-administration (96.9% and 94.4% respectively).

A higher proportion (2.4%) selected the 'prefer not to say' option in this trial compared with the previous trial (1.5%). This increase is likely to be because the question was administered to a higher proportion of respondents in the current trial thus including more who were 'hard to reach'. Correspondingly, a smaller proportion selected the heterosexual or straight category in trial 3 (95.1%) than trial 2 (96.8%). LGB rates remained stable.

There were no response order effects shown from the split sample experiment.

A small proportion of Omnibus interviews are conducted by phone where face-to-face interviewing is not possible. Telephone interviewers reported very few problems. Administration over the phone will be more thoroughly tested in subsequent trials.

As with previous trials, no-one dropped out of the Omnibus interview immediately after the sexual identity question, suggesting that the question had not been detrimental to the overall Omnibus Survey response rate.

2 Introduction

There is an increasing need to collect data on sexual identity in order to meet current and future legislative requirements. A project was initiated to provide advice for data collection in this field (Wilmot, 2007). Two previous trials of the question and its administration were run on the National Statistics Omnibus Survey in 2006 (Taylor, 2008). This report describes trial 3, conducted in July/August 2007, and builds on the findings of the previous trials.

Trial 3 had two main aims:

- To improve the response rate by giving the option of CAPI where CASI was inappropriate. In previous trials, the fact that some respondents were unable to use the computer meant they were excluded from answering the sexual identity question. Furthermore, some interviewers did not believe that administering the question as self-completion was always appropriate or helpful because it interrupted the flow of the interview and brought unnecessary attention to the question.
- To test reliability by varying the order of the response options. There was some concern that the proportion of respondents selecting '*heterosexual/straight*' in trial 2 (97%) was inflated as some respondents chose the response just because it was first on the list rather than because it applied to them. This will allow investigation of whether response is influenced by primacy effects, that is whether some respondents chose '*heterosexual or straight*' as it was first on the list rather than because it applied to them (Rahman and Dewar, 2006).

In addition, following trials 1 and 2, interviewers requested that they be given an explanation of the purpose of the sexual identity question in case respondents asked for one. This was provided in trial 3.

3 Method

3.1 Mode of administration

CASI was the preferred mode of administration for the sexual identity question but interviewers were told to administer the question in CAPI if they thought it more appropriate, for example when the respondent was unable to use the keyboard, unable to read, had sight problems or did not want to use the laptop, and if privacy was assured. There was also a 'section refused' option which interviewers were meant to use when it was inappropriate to administer the question in either CASI or CAPI, for example when privacy was likely to be compromised.

Where the question was administered in CASI, the software was programmed to ensure that the sexual identity question could not be reviewed after the respondent moved on to the next question. This was done as a reassurance of privacy.

Approximately 2% of Omnibus interviews are administered by telephone where face-to-face contact was not possible. In the current trial, unlike either of the previous two trials, the sexual identity question was asked during these telephone interviews.

3.2 Split sample experiment

The order of the response options was varied in a split sample experiment. Half of the sample were presented with the response options listed in the order “*Heterosexual or Straight; Gay or Lesbian; Bisexual; Other; Prefer not to say*” and the other half were presented with the response options in a different order: “*Gay or Lesbian; Bisexual; Heterosexual or Straight; Other; Prefer not to say*”. Allocation within the split sample was randomised based on address numbers within interviewer quota to ensure no area effects.

The format of the question is shown below:

This question is for you to fill in yourself. The interviewer will not be able to see any of your answers.
This is a new question that we are testing. The question is being tested for equality monitoring purposes.
Type the number of your answer then press enter (the key with the yellow sticker). Do you consider yourself to be...
1 : "Heterosexual or Straight ",
2 : "Gay or Lesbian",
3 : "Bisexual ",
4 : "Other (please specify)",
5 : "Prefer not to say?"

If the respondent selected ‘other’ they were routed to a text box in which they could describe their identity.

3.3 Instructions for interviewers

Interviewers were informed that a similar question had been trialled on the Omnibus for four months in 2006 without any major problems. They were provided with the following explanation of the purpose of the question in case the respondent asked for one:

- From 2007 it is illegal to discriminate against people because of their sexual orientation/identity in the same way as it was already illegal to discriminate against people because of their gender or ethnicity.
- In order to monitor whether discrimination exists we need to collect information on people’s sexual orientation/identity.
- We need to find the most appropriate way to ask about sexual orientation/identity which is why we are testing the question on the Omnibus survey.

Interviewers were asked for their comments at the end of the interview regarding the administration and acceptability of the question. They were also asked whether there was anyone else present at the time of the interview.

4 Evaluation

The evaluation is split into four sections

- Response rate
- Mode of administration
- General findings
- Split-sample experiment

4.1 Response rate

The question was not asked in 59 interviews (2.4%). Compared with trials 1 and 2, where interviewers skipped the question in 15% of interviews, this methodology has increased the proportion of respondents who were asked the question.

The main reasons given by interviewers for not asking the sexual identity question were:-

- The interview was conducted through a translator. It is Omnibus policy not to ask opinion-type questions through a translator.
- The respondent had problems with hearing, comprehension or memory. This was particularly common amongst elderly respondents.
- Privacy was not assured, for example “*mother present and able to read questions.*”
- The respondent did not wish to answer this type of question, “*respondent unwilling to divulge personal information*”

The question was more likely to have been skipped with respondents over the age of 75 (7%) than those in any other age group (2%) (Table 1). There was no significant relationship between the question not being asked and sex or socio-economic group. It was not possible to investigate the relationship with ethnic group due to small bases.

Table 1: Proportion of interviews in which the sexual identity question was not asked: By age of respondent

Age of respondent	Interviews where SI question not asked ¹	Base
	%	N
16-24	1.3	227
25-44	1.7	809
45-54	1.8	387
55-64	2.0	404
65-74	2.1	335
75 and over	7.0	286
All ages	2.4	2448

¹ These data are unweighted because they do not necessarily reflect the respondent’s opinion.

There was concern that some interviewers may be regularly refusing to ask the sexual identity question. However, interviewers rarely skipped the question in more than two of the interviews in their quota, and none skipped it more than four times.

As in trials 1 and 2, no-one dropped out of the Omnibus interview immediately after being asked the sexual identity question, suggesting that it was not detrimental to Omnibus response overall.

4.2 Mode of administration

Where administered, the sexual identity question was self-administered in 69% of interviews and interviewer-administered in 31%.

4.2.1 Reasons for administering the question as CAPI

There were various reasons commonly mentioned for administering the question as CAPI:

- The respondent was unable to use the computer due to illness, physical impediment, lack of computer skills or language barriers.
- The respondent was busy with other tasks and preferred the interviewer to continue asking the questions so that he/she did not have to break off from these other tasks. The most common task was looking after small children, but interviewers also mentioned a range of other activities such as getting dressed and repairing a beehive.
- The interviewer or respondent considered it to be “*easier and quicker*” for the interviewer to read out the question. This was particularly important when the respondent was in a hurry and wished for the interview to be completed as quickly as possible.
- It was believed, by the interviewer or respondent, that there was no reason to treat this question any differently from other questions. Again, there were a range of explanations including that the question was not embarrassing, there was no-one else present, there was good rapport between respondent and interviewer and that the respondent and interviewer were of the same sex.
- One respondent refused to self-complete because he objected to the question. It was not clear why he was willing to answer verbally.

There were many comments regarding older people that suggested this age group were more likely to have problems with the laptop than younger people. For example: “*Elderly gentleman, totally unable to use laptop. No problems with verbal answers*”; and “*Elderly lady would not use laptop. Quite happy to tell me openly*”. Therefore permitting CAPI has increased response amongst older people.

4.2.2 CAPI and CASI: A comparison of response

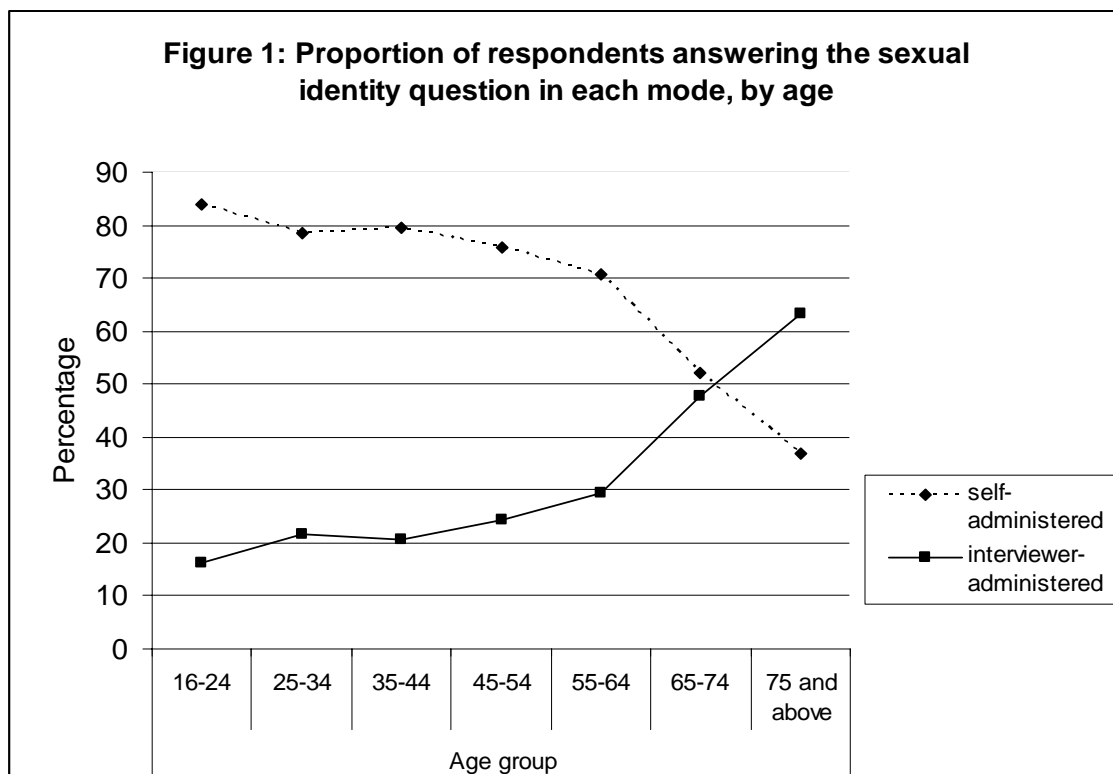
A higher proportion of respondents selected ‘heterosexual or straight’ when the question was asked by CAPI (96.9%) than by CASI (94.4%) (Table 2). However, since respondents were not randomly assigned to mode of response, this finding may be due to differences in the characteristic who selected each mode. For example, older respondents were more likely to respond in CAPI rather than CASI (Figure 1), and this cohort might be less likely to identify as LGB. It is possible that the association between CAPI administration and the higher proportion identifying as heterosexual could also be explained by some of the factors mentioned in section 4.2.1. For

example, tending to small children was a common reason for choosing not to self-complete, and this was more likely to apply to heterosexual respondents. Furthermore, heterosexual respondents may have felt more comfortable in replying verbally than LGB respondents. There was no significant difference by mode of response in the proportion who responded that they were gay, lesbian or bisexual. This concurs with findings from other surveys which have asked about sexual identity (Betts, 2006).

Table 2: Mode of interview and self-perceived sexual identity¹

Self-perceived sexual identity	Self-administered	Interviewer-administered	Combined
	%	%	%
Heterosexual or Straight	94.4	96.9	95.1
Gay or Lesbian	1.4	0.7	1.2
Bisexual	0.8	0.2	0.7
Other	0.6	0.5	0.6
Prefer not to say	2.8	1.7	2.4
<i>Base = 100%</i>	<i>1653</i>	<i>736</i>	<i>2389</i>

¹Please refer to the note on page 3 on prevalence rates in the LGB community.



4.2.3 Administration of the question in CAPI

Where they used CAPI, interviewers were asked whether they read the question aloud, sat next to the respondent so he/she could read the question, or whether they used another method of administration. The majority of interviewers (79%) read the question out loud and the respondent answered out loud (Table 3).

Table 3: How interviewers administered the question¹

Method of administration	%	N
Read it out loud and let the respondent answer out loud	79	577
Sat next to the respondent so he/she could read the question	19	66
Other	3	14

¹These data are unweighted because they represent the interviewer's behaviour rather than that of the respondent.

The 'other' responses recorded by interviewers included interpretation due to language barriers and explanation by the interviewer of the term heterosexual. One interviewer recorded that the respondent "*Asked his girlfriend*" whilst another stated "*As I started to read the question, he just said 'I'm gay'*".

4.2.4 Privacy

Interviewers were asked whether there was anyone else in the room at the time of asking the sexual identity question and, if so, whether they believed that the presence of this person influenced the respondent's answer. In 22% of interviews there was at least one other person (Table 4) but in the vast majority of these cases (92%) the interviewer did not believe that this influenced the respondent's answer. They were unsure whether the third person had an influence in a further 6% of cases. This was true both when the question was interviewer-administered and when it was self-administered.

Where the interviewer was sure that the presence of the third person had an influence, this was usually because that person was assisting with the interview. Interviewers also commented that other people, particularly partners of respondents, expressed negative feelings towards the question. For instance, one interviewer commented that the respondent's husband was not happy with the question. Another stated that it was impossible to stop the respondent's wife looking at the question, making self-completion pointless.

Table 4: Other people present at the time of the interview

Person present	% ¹	N
No-one	78	1838
Partner or spouse	13	317
Other relative	5	66
Parent	2	23
A non-relative	2	21
Don't know who	0	9
<i>Base</i>	<i>100</i>	<i>2274</i>

¹ These data are unweighted as they are related to the interview rather than the respondent.

Feedback surrounding privacy and confidentiality reflected a range of conflicting opinions. Whereas some respondents appreciated the sensitivity of being able to complete the question in private, others considered that this methodology was excessive.

4.2.5 Telephone unit interviews

There were 46 interviews conducted by telephone and the sexual identity question was asked in each one. There were very few reported problems and interviewers felt that it was less intrusive than some other questions that are occasionally asked on the Omnibus, such as those relating to sexual health. Of the few who did experience problems there were comments such as, “*He said that it was very personal but did answer*” and “*She understood the question but said she didn’t like it being asked as she had already said that she was married*”. There was only one respondent who selected the ‘prefer not to say’ option and the interviewer commented “*He refused to answer as it was his business and no one else’s*”.

4.3 General findings

4.3.1 Response to the question compared with previous trials

A smaller proportion of respondents selected 'Heterosexual or Straight' in trial 3 (95.1%) compared with trial 2 (96.8%) although there was no significant difference in the proportion of respondents who selected ‘Gay or Lesbian’, ‘Bisexual’, or ‘Other’ (Table 5). There was also no significant difference in the proportion of respondents who selected ‘Heterosexual’ between trials 1 and 3.

A higher proportion of respondents selected 'prefer not to say' in trial 3 (2.4%) compared with trial 2 (1.5%). In trial 2 (and trial 1), the interviewer was instructed not to administer the question unless the respondent was able to use the laptop and this resulted in 15% of the survey respondents not being asked this particular question. Taking this into account, the increase in ‘prefer not to say’ responses is not surprising because the type of person who was not asked the question in the earlier trial could be considered as more ‘hard to reach’. It is encouraging that there were fewer people responding ‘prefer not to say’ in the current trial than in trial 1 (4.6%). Following trial 1, improvements were made to the wording of the stem and response option and it seems that the effect of these improvements holds even when the question is asked of nearly all the respondents.

Table 5: Responses to the question across trials¹

Self-perceived sexual identity	Trial 1	Trial 2	Trial 3
	%	%	%
Heterosexual(or Straight)	92.0	96.8	95.1
Gay or Lesbian	1.3	0.8	1.2
Bisexual	1.2	0.6	0.7
Other	0.9	0.3	0.6
Prefer not to say	4.6	1.5	2.4
<i>Base=100%</i>	<i>2126</i>	<i>1907</i>	<i>2389</i>

¹Please refer to the note on page 3 on prevalence rates in the LGB community.

The ‘other’ responses recorded by respondents were “*normal*”, “*heterosexual*”, “*not defined by sexuality therefore no sexual identity*” and “*none of the above*”.

4.3.2 Respondents who selected ‘prefer not to say’

All respondents who chose ‘prefer not to say’ were asked to select their reason for doing so from a pre-coded list. Aside from preferring not to give a reason (39%), the majority thought none of the answer options applied to them (17%) or cited objection to the question (16%) (Table 6).

Table 6: Respondents’ reasons for preferring not to state their sexual identity

Reason for choosing 'prefer not to say'	Weighted %	Unweighted count
Did not understand the question	4	2
Answer options unclear to me	3	2
None of the answers apply to me	17	8
Concerned about confidentiality or privacy	3	3
Unsure of sexual identity	6	2
Object to being asked question	16	11
Other reason(s)	10	7
Prefer not to give reason	39	18
<i>Total</i>	<i>100</i>	<i>53</i>

A higher proportion of respondents answered ‘prefer not to say’ in London (5.5%) than Scotland (1.3%) or Wales (0.3%) (Table 7). This was similar to the finding in trial 1 and 2. The proportion of respondents in London choosing the ‘prefer not to say’ option was reduced (2.7%) when respondents from ethnic minority groups were removed from the analysis. This suggests that the above relationship is, at least in part, associated with the high proportion of respondents in London who are from minority ethnic groups. Respondents from minority ethnic groups are more likely to have problems with language and comprehension, belong to lower socio-economic groups, and might have cultural beliefs which reject non-heterosexuality. It was not possible to investigate the statistical significance of this finding due to low bases. Additionally, people in London are less willing in general to take part in surveys and therefore even those who do respond may be more reluctant than respondents in other

parts of the country. This could also partly explain the higher rate of ‘prefer not to say’ found in London. There was no relationship between choosing ‘prefer not to say’ and gender, age, socio-economic group or marital status.

Table 7: Proportion of respondents selecting ‘prefer not to say’, by Government Office Region

Government Office Region	Proportion selecting ‘prefer not to say’	Unweighted base
	%	N
North East	1.3	109
North West	2.5	293
Yorkshire and the Humber	1.6	236
East Midlands	4.4	193
West Midlands	2.0	201
East of England	1.7	213
London	5.5	204
South East	2.2	336
South West	1.8	242
Wales	0.3	125
Scotland	1.3	237
<i>All regions</i>	<i>2.4</i>	<i>2389</i>

4.3.3 General feedback from interviewers

Interviewers were asked for feedback regarding the administration, comprehension or acceptability of the question. Comments fell broadly into the following areas:

Terminology

Some respondents did not understand the terms ‘heterosexual’ or ‘straight’ and were therefore uncertain which response option to choose. For instance, “*He said ‘I’m normal, which one is that. Well I’m not gay or bisexual it must be this one’.*”

Furthermore, one respondent was confused by the wording of the question as “heterosexual *or* straight”, believing it implied a difference between the two terms.

Sometimes interviewers appeared to misunderstand what the question was intending to measure and one commented “*Respondent very ill and unlikely to have any sex life*”.

The purpose of the question

Some respondents were unsure as to the purpose of the question and did not understand why it was being asked. This suggests that improvements could be made to the explanation given in the interviewer instructions.

Age of respondent

Interviewers regularly mentioned how they believed the age of the respondent affected the ease with which the question could be administered. Some thought young

people understood the terms and concepts better than older people and others thought vice versa. Some interviewers found the topic difficult with older respondents, for example, “*Elderly person with children/grandchildren should not be asked this question*”. However, others said there were no problems despite the respondent being in their eighties or nineties. Many commented on the fact that those over 80 had difficulties self-completing on the computer.

Reactions to the question

In the large majority of cases there were no problems with the question. In cases where comments were made there were a range of reactions mentioned such as embarrassment, surprise, offence, discomfort, puzzlement, shock and suspicion. Several interviewers simply recorded “*respondent did not like the question*”. There were also positive comments such as “*free and open discussion of the subject nowadays is refreshing*” and “*this is no longer an issue to be ashamed of or secretive about*”.

Interviewers regularly mentioned that the question was found amusing by respondents. For instance, one interviewer commented “*answered Ok but he did laugh at the question*”.

Use of self-completion

Interviewers also thought that self-completing on the laptop was confusing for many respondents. For example, one interviewer commented that the “*Respondent had some manual difficulties with the laptop and I’m not sure what she entered but said she intended to enter heterosexual*”. This is similar to findings from previous trials.

4.4 Outcome of the split-sample experiment

Presenting the response options in the reverse order to half the sample did not significantly affect the proportion of respondents selecting heterosexual, gay and lesbian or bisexual (Table 8), even though there were observed differences.

Table 8: Responses to the question by order in which responses were presented.¹

Group 1: Responses presented in the order: heterosexual, gay, bisexual
 Group 2: Responses presented in the order: gay, bisexual, heterosexual

Self-perceived sexual identity	Group 1	Group 2	Combined
	%	%	%
Heterosexual (or Straight)	95.8	94.5	95.1
Gay or Lesbian	1.1	1.4	1.2
Bisexual	0.8	0.5	0.7
Other	0.2	0.9	0.6
Prefer not to say	2.1	2.7	2.4
<i>Base = 100%</i>	<i>1190</i>	<i>1199</i>	<i>2389</i>

¹Please refer to the note on page 3 on prevalence rates in the LGB community.

This shows that respondents were selecting the option that applies to them rather than just selecting the first on the list.

5 Recommendations

Administering the question solely in CAPI would maintain the flow of the interview and remove the awkwardness associated with self-completion. It would also allow those such as the elderly, ill or people lacking in computer skills to answer the question with greater ease.

Some respondents still seem confused about the terms 'heterosexual' and 'straight'. It might be useful to add an explanation of these terms that interviewers can refer to if necessary.

An explanation of the purpose of the question was given to interviewers but some respondents did not understand this properly. There is therefore the need to supply interviewers with a clearer explanation in case they are asked for one by their respondents.

The order of the response options did not affect the estimates produced. Therefore options should be presented in the order of the most prevalent first as is done with similar questions on ONS surveys, such as religious identity, ethnic identity and national identity.

6 References

Betts, P (2008). Developing survey questions on sexual identity: UK experiences of administering survey questions on sexual identity/orientation. Available at: <http://www.statistics.gov.uk/about/data/measuring-equality/sexual-identity/question-development.asp>

Rahman, Z., & Dewar, A. (2006). The impact of mode on the comparability of survey data. *Office for National Statistics, Survey Methodology Bulletin* (58). Available at: <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=8127&Pos=&ColRank=1&Rank=422>

Taylor, T (2008). Developing survey questions on sexual identity: Report on National Statistics Omnibus Survey trials 1 and 2. Available at: <http://www.statistics.gov.uk/about/data/measuring-equality/sexual-identity/question-testing.asp>

Wilmot A (2007), ONS, 'In search of a question on sexual identity' - paper presented at the 62nd Annual Conference of the American Association of Public Opinion Research, May 2007. Available at <http://www.statistics.gov.uk/about/data/measuring-equality/sexual-identity/question-development.asp>