Testing a question on sexual identity

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Overview

• Background and context
• Tested question
• Testing topics
• Purposive sample design
• Recruitment
• Discussion points
Background/context

• Sexual Identity project:
  • Demand for estimates of LGB population
  • Develop, test and implement questioning

• Programme of research:
  • Desk research/literature reviews
  • Focus groups
  • Quantitative experiments
  • Cognitive testing
  • Pilot
Prototype question & testing topics

Which of the options on this card best describes how you think of yourself? Please just read out the number next to the description.

15. Heterosexual / straight
10. Gay / lesbian
17. Bisexual
16. Other

- Testing topics: comprehension (concepts, language), acceptability, mode of administration
- Varied understanding and acceptance?
Purposive sample design

• Sexual identity/orientation (Straight; L/G; B)
• Sex
• Age (4 bands ranging from 16 to 60+)
• Ethnic group (white, black, Asian, other)
• Religious affiliation (Christian, Muslim, Hindu, none etc)
• Location (London, English regions, Wales, Scotland; urban/rural)
• Educational attainment (inc none, and still in educ)
• Household type (alone; related; unrelated)
• Transgender
Recruitment

• Sources:
  • Heterosexual/straight: former survey respondents
  • LGB & Transgender: service providers, support groups
• LGBT groups helped contact and recruit rare subgroups
• Safe interview environment
• Achieved 29 interviews, meeting most of target sample criteria categories but some still hidden
Conclusion and discussion points

• Now a harmonised govt surveys question, data published annually
• To what lengths should we go:
  • to identify potential research issues?
  • to design complex purposive samples?
  • to protect participants’ identities in reporting?