

## C4 Muslims survey: Sampling approach

According to the 2011 Census, the Muslim population accounts for 4.8% of the adult population in Britain. However, individuals' religious affiliation cannot be separately identified on any existing comprehensive sampling frame. As such, when conducting research among this audience screening is required to identify eligible respondents – that is, approaching potential participants and ascertaining whether they are eligible for the survey or not (in this case, whether or not they self-identify as Muslim). However, to screen for such a low-incidence group using a standard nationally-representative random location approach would be both extremely time-consuming and very expensive, as fewer than one in twenty will be eligible.

Therefore, ICM conducted a random location, quota-based sampling approach, with locations selected from all of those where the Muslim population accounts for at least 20% of the total population. This ensures that one in five will be eligible.

Why did we choose the 20% minimum threshold? A full scale random location methodology which includes areas with very few Muslims living in them would have been practically impossible given reasonable cost restraints. Slightly more than 50% of British Muslims live in the areas we surveyed, and we believe that the 20% threshold was a compromise that was superior to others that could have been taken, as indeed they have to be on every survey that is ever conducted.

Having established what the eligible universe looks like, ICM used Lower Super Output Areas<sup>[1]</sup> (LSOAs) as the Primary Sampling Unit. ICM analysis shows that there are 2,014 LSOAs with a penetration of at least 20% Muslim residents, and that these areas cover c.1.4 million Muslims – or 51% of Britain's Muslim population, as outlined in Table 1.

**Table 1: Coverage of Muslim population**

Incidence	No of LSOAs	No of Muslims	% of all Muslims covered
10%+	4,209	1,927,416	71.23
20%+	2,014	1,390,280	51.38
30%+	1,092	998,661	36.90
40%+	688	748,997	27.68
50%+	423	530,345	19.60
60%+	274	383,883	14.19
70%+	150	235,303	8.70
80%+	57	102,893	3.80
90%+	6	12,166	0.45
Less than 10%	30,544	778,650	28.77

<sup>[1]</sup> Lower Super Output Areas are geographical areas covering between 400 and 1,200 households.

Having applied this inclusion criteria, the selection of locations used the following procedure:

- All UK LSOAs with at least 20% coverage of Muslims were stratified by region and within region by local authority. Within this, LSOAs were ordered by size.
- Using a random start and fixed sampling interval, 138 LSOAs were selected, with a proportionate allocation by region. This process produced a sample of LSOAs selected using a probability proportionate to size method, where size of LSOAs is measured by the number of Muslims aged 18+.

A quota sheet was provided for each selected LSOA, based on achieving eight interviews per PSU. Quotas reflected the actual composition of Muslims in the LSOA according to standard demographic criteria.

Interviewers were required to interview a sample profile that matched that of the population profile in their sampling unit. This ensures that the sample is demographically representative at the micro-level, as well as geographically representative.

Following fieldwork, data was weighted by gender, age, work status and GOR/nation.

The location of the selected LSOAs, by local authority and Government Office region, as well as the percentage of the population which is Muslim, is summarised in Table 2.

**Table 2: Location of LSOAs**

GOR	LA	Percentage of Muslims (aged 18+)
North East	Newcastle upon Tyne	22.72
North East	Newcastle upon Tyne	25.17
North West	Blackburn with Darwen	73.86
North West	Blackburn with Darwen	75.69
North West	Blackburn with Darwen	77.11
North West	Hyndburn	41.85
North West	Pendle	42.01
North West	Rossendale	20.7
North West	Bolton	32.11
North West	Bury	47.08
North West	Manchester	31.98
North West	Manchester	33.01
North West	Manchester	36.26
North West	Manchester	44.51
North West	Oldham	29.37
North West	Oldham	64.59
North West	Oldham	65.29
North West	Rochdale	72.13
North West	Stockport	29.91
North West	Liverpool	38.88

Yorkshire and The Humber	Sheffield	52.45
Yorkshire and The Humber	Sheffield	56.61
Yorkshire and The Humber	Bradford	20.2
Yorkshire and The Humber	Bradford	46.91
Yorkshire and The Humber	Bradford	65.08
Yorkshire and The Humber	Bradford	67.23
Yorkshire and The Humber	Bradford	69.07
Yorkshire and The Humber	Bradford	74.93
Yorkshire and The Humber	Bradford	84.55
Yorkshire and The Humber	Bradford	86.78
Yorkshire and The Humber	Calderdale	58.88
Yorkshire and The Humber	Kirklees	34.86
Yorkshire and The Humber	Kirklees	37.89
Yorkshire and The Humber	Kirklees	43.82
Yorkshire and The Humber	Kirklees	55.73
Yorkshire and The Humber	Leeds	29.11
East Midlands	Derby	53.48
East Midlands	Leicester	23.79
East Midlands	Leicester	46.02
East Midlands	Leicester	59.42
East Midlands	Leicester	60.8
East Midlands	Leicester	71.98
East Midlands	Nottingham	22.33
West Midlands	East Staffordshire	24.05
West Midlands	Birmingham	22.68
West Midlands	Birmingham	31.06
West Midlands	Birmingham	56.45
West Midlands	Birmingham	57.24
West Midlands	Birmingham	64.08
West Midlands	Birmingham	65.02
West Midlands	Birmingham	68.11
West Midlands	Birmingham	73.62
West Midlands	Birmingham	74.86
West Midlands	Birmingham	75.45
West Midlands	Birmingham	76.99
West Midlands	Birmingham	78.8
West Midlands	Birmingham	79.61
West Midlands	Coventry	52.3
West Midlands	Dudley	26.74
West Midlands	Walsall	26.63
West Midlands	Wolverhampton	27.85
East of England	Peterborough	60.25

East of England	Luton	30.74
East of England	Luton	38.12
East of England	Luton	49.07
East of England	Luton	72.68
East of England	Luton	72.69
East of England	Bedford	36.9
London	Barking and Dagenham	28.23
London	Barnet	20.8
London	Brent	20.83
London	Brent	23.1
London	Camden	21.71
London	Ealing	21.36
London	Ealing	25.24
London	Enfield	21.09
London	Enfield	21.77
London	Enfield	26.96
London	Hackney	20.03
London	Haringey	26.32
London	Hillingdon	20.02
London	Hounslow	21.08
London	Merton	20.1
London	Newham	28.55
London	Newham	29.2
London	Newham	32.16
London	Newham	35.75
London	Newham	39.71
London	Newham	40.59
London	Newham	44.24
London	Newham	44.64
London	Newham	45.1
London	Newham	45.68
London	Newham	53.44
London	Redbridge	24.86
London	Redbridge	24.96
London	Redbridge	25.19
London	Redbridge	26.54
London	Redbridge	27.8
London	Redbridge	38.35
London	Redbridge	41.35
London	Tower Hamlets	25.23
London	Tower Hamlets	29.13
London	Tower Hamlets	31.57

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London	Tower Hamlets	35.94
London	Tower Hamlets	37.73
London	Tower Hamlets	38.9
London	Tower Hamlets	39.43
London	Tower Hamlets	42.09
London	Tower Hamlets	46.41
London	Waltham Forest	21.11
London	Waltham Forest	21.45
London	Waltham Forest	21.72
London	Waltham Forest	27.95
London	Waltham Forest	32.53
London	Westminster	21.33
London	Westminster	35.91
London	Westminster	51.36
South East	Reading	23.22
South East	Slough	25.72
South East	Slough	44.14
South East	Slough	47.35
South East	Slough	48.99
South East	Slough	51.07
South East	Southampton	36.07
South East	Wycombe	25.89
South East	Wycombe	35.32
South East	Woking	43.73
South West	Bristol, City of	20.82
South West	Bristol, City of	22.52
South West	Bristol, City of	35.67
Scotland	Glasgow City	26.48
Scotland	Glasgow City	28.6
Scotland	Glasgow City	48.29
Scotland	Glasgow City	58.19
Wales	Cardiff	25.13