Methodology:
Quantative Market Research Survey.
True Vision Aire/Channel 4
September 2016-September 2017

Background:

The Quantitative Market Research Project began as a result of discussions around the issue of Islamic Nikah weddings taking place in the UK without an additional civil ceremony - thus the Nikah wedding was not legally valid in UK law. No figures were available on the extent to which this was an issue.

The study design was constructed following consultation with various stakeholders including Muslim women's groups, lawyers, academics, staticisians and ICM. In view of the sensitive nature of the survey, which was conducted in a "hard to reach" population, we trained Muslim women as community researchers across the country to go into their own communities to speak to women.

The aim was to survey Muslim women who were married in the UK to find out exactly how and where they got married. We wanted to get a better understanding of how Muslim women are getting married in the UK and if they knew that they had to have a civil marriage in addition to the Nikah to be legally married under UK law. In order to achieve adequate power for the primary study questions, our minimum n number was 800-900.

We were transparent throughout the process declaring to the participants that the research would help form part of a Channel 4 documentary on the issue of looking at whether the 1949 Marriage Act was outdated.

We assured all participants that the research was confidential and their participation would be anonymized, unless they consented otherwise. No identifiable data were collected, processed, or held by True Vision Aire or Channel 4 at any stage.

A consulting steering group was appointed that consisted of Professor Abigail Aiken, from the University of Texas at Austin, who has extensive experience in conducting surveys that ask specifically about sensitive or difficult areas; Professor Elham Manea, from the University of Zurich, Habiba Jaan the author of The 2015 Aurat report and Consultant Solicitor Aina Khan who specializes in family law and is a leading specialist in Islamic family law. In consultation with the steering group, we developed a structured survey that our community researchers could administer in approximately 10 minutes.

We performed the survey in 2 waves. The first wave included 423 women. After data from the first wave was reviewed, the survey was expanded for the second wave to include more detail on background information. The second wave included 500 women and had 43 questions.

Training:

Shaista Meer, was recommended to us by Professor Ghazala Mir from the University of Leeds Director of Ethnicity Training Network. Professor Mir checked the survey prior to the training. Ms Meer has a number of years of experience as a university researcher and has also worked as a community researcher and she did this training for us in an independent capacity. She trained our 20 Muslim female community researchers across the UK in interviewing techniques. They were trained in small groups of 4-5 either face to face or by Skype.

Community researchers were provided with a training session that covered aspects such as confidentiality; staying safe in lone working situations and what information the questionnaire was trying to capture. Community researchers were also trained to avoid biasing participant responses'

Community researchers:

Muslim women were trained as community researchers to improve the relationships that were established with participants, and allow access to participants who would not normally partake in a survey of this nature.

The 20 researchers were recruited through Muslim women's groups and other contacts across the country. The women were selected to have strong grass-roots connections in their communities and be able to

access the different ethnic representations of British Muslims in the UK. This resulted in a diverse team of community researchers from different ethnicities, marital backgrounds and with varying experience of conducting research.
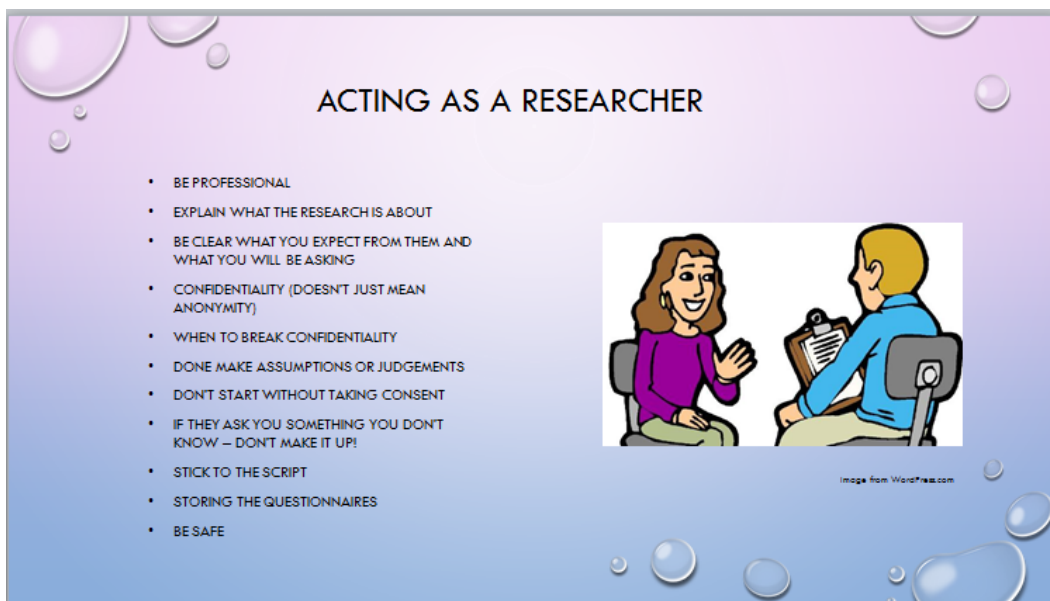
Community researchers were paid per survey and for any travel expenses incurred as well as the compulsory training.
We were able to recruit from 14 cities across Britain - Glasgow, Newcastle, Preston, Bradford, Stockport, Manchester, Stoke on Trent, Leicester, Birmingham, Oxford, Cardiff, London, Bristol, Gloucester, Cambridge.

Participants:

The researchers used a standard 'snowballing' technique to recruit via existing networks of peers, friends and family, who then in turn recommend people from and within their circle.

The researchers were able to access women easily through their day to day lives. Examples of the day to day environments from which participants were recruited included a beautician who was able to survey some of her clients. We had a few mothers who were able to conduct surveys with attendees of their Mums and Toddlers Groups. We had a few researchers who work for charities and accessed participants that way. We had another researcher who surveyed at Muslim women's events across the country she was attending. This enabled us to survey a cross section of women from different walks of life. ¾ of the surveys were done face to face; ¼ by phone.

ACTING AS A RESEARCHER

- BE PROFESSIONAL
- EXPLAIN WHAT THE RESEARCH IS ABOUT
- BE CLEAR WHAT YOU EXPECT FROM THEM AND WHAT YOU WILL BE ASKING
- CONFIDENTIALITY (DOESN'T JUST MEAN ANONYMITY)
- WHEN TO BREAK CONFIDENTIALITY
- DONE MAKE ASSUMPTIONS OR JUDGEMENTS
- DON'T START WITHOUT TAKING CONSENT
- IF THEY ASK YOU SOMETHING YOU DON'T KNOW – DON'T MAKE IT UP!
- STICK TO THE SCRIPT
- STORING THE QUESTIONNAIRES
- BE SAFE

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Demographics:

ETHNIC GROUP BY RELIGION 2011 CENSUS

Total number of Muslims:	2,706,066	PERCENTAGE	%
White	210,620	7.8	
	Of which, non-British	131,056	4.2
Mixed Race	102,582	3.8	
Asian, Of which	1,830,560	67.6	
	Indian	197,161	7.3
	Pakistani	1,028,459	38
	Bangladeshi	402,428	14.9
Black:	272,01539	10	
	Of which, African	207,201	7.7
Arab:	178,195	6.6	

We have covered the above demographic groups as evenly as possible by recruiting researchers from most of the different backgrounds represented.

Results comparing first and second survey results with 2011 Census.

		1st survey	2nd survey	2011 Census
Born in UK		NA	83.6%	47.2%
Ethnicity	Asian	69.5%	54.6%	67.6%
	Black	12.8%	17.4%	10.1%
	White	8.5%	10.6%	7.8%
	Arab	2%	9.4%	6.6%
	Mix/oth	7.1%	8%	7.9%
Age 18-24		15.6%	21.4%	18.2%
Education beyond 18yrs		NA	43%	38%

In total we were able to use data from 923 participants. The data were tabulated by ICM, and the responses from waves one and two combined

to a single data frame. Descriptive statistics were then extracted from the data frame to address the primary study questions.