

**Sampling Minoritised Populations: Experiences from the Evidence for Equality National Survey on the Impact of COVID-19 on Ethnic and Religious Minority Groups in Britain**

**Guest Speaker:** Natalie Shlomo, University of Manchester

**Co-authors:** James Nazroo, Nissa Finney, Dharmi Kapadia, Laia Becares, Neema Begum, Andrea Aparicio-Castro, Daniel Ellingworth, Angelo Moretti, Harry Taylor

**Abstract:** The rapid improvements in our ability to conduct fast and cost-effective online surveys, together with advances in statistical theory to adjust for selection biases in nonprobability sampling, has led to opportunities to consider alternative sampling approaches for hard-to-capture minoritised populations. In this paper, we present an application of a carefully designed nonprobability online web survey to capture the experiences of ethnic and religious minority groups in Britain of the Covid-19 pandemic. The survey, The Evidence for Equality National Survey (EVENS), was funded by the Economic and Social Research Council (ESRC) in the United Kingdom and implemented by the Centre on the Dynamics of Ethnicity (CoDE) and Ipsos (a Survey Organisation). We describe here the robust design of EVENS, the data collection monitoring using quotas and facilitated by a responsive survey design framework including estimating Representativity (R-) Indicators. We also discuss the survey adjustment weighting approach that we followed to mitigate for selection biases. We conclude with lessons learnt and further recommendations for sampling minoritised populations.

**Reference:**

Shlomo, N. et al. (2023) The Making of the EVENS Survey, Chapter 2 of the Book: Racism and Ethnic Inequality in a Time of Crisis: Findings from the Evidence for Equality National Survey (Edited by Finney, N., Nazroo, J., Becares, L. Kapadia, D. and Shlomo, N.), Bristol University Press.

**Bio:** Natalie Shlomo is Professor of Social Statistics at the University of Manchester. Her main areas of interest are in survey statistics and survey methodology. She has over 80 publications and refereed book chapters and a track record of generating external funding for her research. She is an elected member of the International Statistical Institute (ISI), a fellow of the Royal Statistical Society, a fellow of the Academy of Social Sciences and President 2023-2025 of the International Association of Survey Statisticians. She also serves on national and international Methodology Advisory Committees and editorial boards. Homepage: <https://www.research.manchester.ac.uk/portal/natalie.shlomo.html>

**Photo:**

