

Annex C

Community Engagement Survey 2025-26: Cognitive Testing Findings Stage 2

2025-26 Community & Engagement Survey Questionnaire Cognitive Testing Stage 2**Purpose and approach**

The purpose of Stage 2 was to test iterations of newly designed follow-up questions to the existing belonging to Britain question:

How strongly do you feel you belong to Britain?

1. Very strongly
2. Fairly strongly
3. Not very strongly
4. Not at all strongly
5. Don't know

Round 1 (R1) question order following question 1 was:

- Q2 spontaneous OR Q3 spontaneous
- Q2 OR Q3 and Q4
- Q5a
- Q5b

For Q2 and Q3 a two-step approach was adopted in the cognitive interview whereby the question was first displayed without response options, followed by a second version of the question in which the answer option list was displayed. The purpose of this approach was twofold. First, to capture participants' spontaneous, 'top of mind' responses in their own words, without the influence of pre-defined answer lists. Second, during the prompted stage, when participants were shown the list of answer options, they were asked to elaborate on the choices they selected.

Participants who did not feel they belonged to Britain were asked follow-up questions Q3 and Q4. To test both without any order bias, some participants were asked Q3 first and for others Q4 came first.

Round 2 (R2) question order following question 1 was:

- Q20 OR Q30 [Q2 spontaneous and Q3 spontaneous]
- Q50 [Q5b]
- Q51 [Q5a]
- Q52 [Q2] OR Q53 [Q3].

The order in which participants answered the questions was changed for R2 so that all participants were asked Q50 & Q51 first [R1 Q5b and Q5a]. Participants who felt they belonged in Britain at Q1 were then asked the follow-up Q20 followed by Q52 [R1 Q2 spontaneous and Q2], and those that did not feel they belonged to Britain at Q1 were asked the follow-up Q30 and Q53 [R1 Q3 spontaneous and Q3]. Q4 from R1 was dropped before R2.

As with R1, the purpose was to capture the participants' spontaneous, 'top of mind' responses in their own words, without the influence of pre-defined answer lists. The order in which questions were asked was reversed to test for any order bias.

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Cognitive Testing 'Belonging to Britain' Question Findings

ASK ALL

Q1 How strongly do you feel you belong to Britain? [Single choice]

1. Very strongly
2. Fairly strongly
3. Not very strongly
4. Not at all strongly
5. Don't know

R1 Findings

- This question typically evoked two main interpretations of belonging:
 - Legal status - belonging to a country through nationality
 - A cultural or emotional connection - a sense of belonging based on sentiment.
- This distinction was most evident among participants who had immigrated. They often felt a legal sense of belonging to another country through nationality, while simultaneously expressing an emotional connection to Britain. It was also reflected in participants' general impressions and reactions to the question.
- "[Code 4] Well, obviously because I wasn't born here...I can't say that I belong to the country."
- Participants who changed their initial response from code 3 to code 2 during the cognitive test cited similar reasons for doing so and indicated that their views fell somewhere between the two codes.
- For some the wording 'belong to Britain' implied a sense of ownership or felt strange to use in this sense, as it was a phrase people more associated with belonging to a sports team, church, local area or community.
- More broadly, some participants questioned the definition of "Britain" or "British", particularly whether it includes Northern Ireland, Scotland, and Wales. This terminology is often associated with nationality and may exclude individuals from the UK who identify as Scottish or Welsh rather than British. Providing a clear definition could be helpful, especially since other questions in the CES survey reference "England" rather than "Britain" or "the UK."

R1 recommendations

- If there is scope to change Q1 Verian recommend adding a neutral code option between codes 2 and 3, e.g. 'No feelings either way'. Though we appreciate this would impact the trend data.
- Consider adding a definition for Britain or British.

Updates for R2

NA

R2 Findings

- Respondents still changed their minds between the main survey/recruitment and the cognitive testing. This time, respondents changed from code 4 to code 3.

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- When asked if a neutral answer option (between code 2 and code 3), such as 'neither' or 'it depends' were to be included, respondents did say that they would consider choosing it or would choose it. This was the case for respondents that had answered positively, negatively and even when they had said that they found it easy to answer the question.
- Respondents interpreted 'Britain' in a variety of ways, mentioning thinking about the UK, thinking about England, Scotland and Wales, or thinking just about England.

Final recommendations

- No specific recommendations, but points to consider are:
- A neutral option between code 2 and code 3
- Adding a definition of Britain such as "Britain includes England, Scotland and Wales" OR adding Britain and Northern Ireland.

Final wording decided for CES Q2 2025-2026

ASK ALL

Q1 [Single choice]

How strongly do you feel you belong to Britain?

1. Very strongly
2. Fairly strongly
3. Not very strongly
4. Not at all strongly
5. Don't know

ASK IF Q1 = code 1, code 2.

Q2 Please could you say a little about the reasons you feel a sense of belonging to Britain. [Spontaneous question wording]

R1 Findings

- When asked spontaneously, the general sentiment amongst participants was that they had laid roots in Britain and made a life here. Participants referred to reasons relating to having been born in Britain, having lived in Britain for a long time and having settled here (through having a connection to or relationship with a British person or people e.g. partners or peer groups). Britain is a place they feel most comfortable.
- Spontaneous responses typically covered personal reasons such as being born, raised and educated in Britain, living and working in Britain and having an affinity with British culture. In contrast civic or political reasons such as having British citizenship, a British passport or valuing Britain's governmental system were rarely mentioned spontaneously.

R1 recommendations

- NA

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Q20 (spontaneous question wording): Please could you say a little about the reasons you think people might feel a sense of belonging to Britain.

R2 Findings

- Respondents referenced community, relationships and being in the country for generations as their main reasons when answering this question.
- When probed, respondents were tending to think about themselves when answering this question.

Final recommendations

- No specific recommendations

ASK IF Q1 = code 3, code 4.

Q3 Please could you say a little about the reasons you do not feel a sense of belonging to Britain. [Spontaneous question wording]

R1 Findings

- Spontaneous responses at Q3 were often influenced by political issues relating to tax, benefits, immigration and the democratic system that shaped participants' sense of not belonging. Participants specifically referred to having to pay taxes whilst others don't work and claim benefits, immigration issues and failures of the British government. A couple of respondents specifically mentioned having experienced discrimination (or a fear of discrimination). And one participant remarked not being able to feel a sense of belonging due to being a recent immigrant to Britain.
- Not being born in Britain, having values or traditions that differ from British ones and having a belief system that doesn't align with the British system were themes that were commonly given by participants when asked this question in a spontaneous sense. However, where being born in the country was often a reason given by respondents who felt a sense of belonging to Britain, it was not a determining factor for those who did not feel a sense of belonging.
- None of the cognitive testing participants stated that they felt uncomfortable in answering this question. However, they were told during recruitment what topics would be covered.

R1 recommendations

NA

Updates for R2

Q30 (Spontaneous). Please could you say a little about the reasons you think people might not feel a sense of belonging to Britain.

R2 Findings

- Respondents mentioned racism and discrimination, the 'state' of the country, and feeling like a minority or feeling unwelcome (which was not necessarily dependent on ethnicity/citizenship) when answering this question.

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- "Well, obvious racism. That's the big part. Sometimes there are disadvantages on laws as well about their own system. I think it could be more like political and any legal frame."
- 'State' of the country referred to multiple items: cost of living, decline of manufacturing industries, difficulty getting medical appointments, regional biases (less investment in the North of England), and reporting in the media.
- "Lots of the discussions that we see on media now we, yeah, we're watching media or the news that has an impact on us as well. So, I think that even if it is unsettling or you agree or don't agree with it, it has an impact on you."
- "I think the north of England is overlooked...There's nothing left. Nothing. We don't have any manufacturing."

Final recommendations

- No specific recommendations

ASK IF Q1 = code 1, code 2.

Q2 Below are some reasons why people might feel a sense of belonging to Britain. Which of these reflect how you feel? [Multi coded]

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I grew up or was educated in Britain
5. I have contributed to British society for example through work, volunteering or community involvement
6. I value Britain's democratic system
7. I identify with British traditions, customs, or values
8. I feel accepted and included in British society
9. I feel proud of British history and heritage
10. I feel an emotional connection to Britain as "home"
11. Some other reason (please type in)
12. No particular reason **Exclusive*
13. Prefer not to say **Exclusive*

R1 Findings

- Codes 1,3,4 and 7 fitted reasonably well to the spontaneous answers cited, although when given an answer list to select from, participants were more likely to also select some of the civic/political answer options (2,5 and 6).
- There was some confusion and uncertainty regarding code 7, with participants explaining that they would struggle to specifically define what British 'customs' are and how they might differ from 'traditions'. It was also highlighted by some participants that 'values' is different in essence to customs and traditions, so code 7 potentially needs to be split out into two codes.
- Answer options raised by participants as potentially being missing include being married to someone or having a partner who is British, having just moved to Britain, and having close relationships with friends and/or neighbours.

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- Code 9 was somewhat confusing. A few participants expressed that it was difficult to select this answer option definitively, since there is some British history that they would not feel proud of, but some they would. The following quote from one participant highlights this:
- "It's really, really difficult circumstances in the past...like World War One and World War Two, and how people got together, selflessly served. Sacrificed in some cases their lives and that brings me a great sense of pride. But then on the other side, thinking about perhaps things that have come out more recently, slavery and racism, and they horrify me. So, it's...a conflicting one for me."
- In general, the sentiment expressed by participants when answering this question in the current format was that they felt like this was something of a 'tick-box' exercise rather than it capturing their feelings from a personal perspective. On this basis, it may be worth considering reducing the answer option list for round 2 and assessing whether the removed factors are mentioned under 'other'. An alternative approach could be to merge some response codes, though this would reduce granularity. For example, codes 1 and 4 could be combined, as could codes 2 and 3.

R1 recommendations

- Add a code for 'I am married to someone British / have a partner who is British'
- Repword and expand code 8 to capture the sentiment of belonging as being driven by personal relationships: 'I feel accepted and included in Britain e.g. through close relationships or friendships'.
- Split code 7 into two codes: one based on 'values' and one based on 'traditions and customs'.
- Given the challenges with code 9, we would recommend either adding 'on the whole' prior to the code wording or, due to the contradictory nature of this code, removing it altogether from Q2, particularly since it was not mentioned spontaneously.

Updates for R2

ASK IF Q1 = code 1, code 2.

Q52 [Multi-choice]

Below are some reasons why people might feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I am married to, or in a relationship with, someone British
5. I grew up or was educated in Britain
6. I have contributed to Britain, for example through work, volunteering or supporting the community
7. I value the freedoms and rights I have living in Britain
8. I identify with British traditions or customs
9. I feel accepted or included in Britain for example due to friendships or people I know
10. I feel connected to British history
11. I feel an emotional connection to Britain as 'home'
12. Another reason (please type in)

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13. No particular reason *Exclusive
999. Prefer not to say *Exclusive

R2 Findings

- Of the codes that were introduced or revised after R1, codes 4 and 7 worked well for this question. Code 4 (relationships) was also something that came up when participants were asked for spontaneous responses prior to seeing the answer codes.
- One spontaneous response that didn't seem to easily fit the answer codes was 'community'. This seems to be a key part of people feeling a sense of belonging to Britain but they couldn't find a code that represented this in the answer list.
- Code 10 was not well received. Participants struggled to conceptualise what it means to feel connected to British history:
- "I'm confused by that one (code 10). What did they mean by that? Like feel connected to? I don't know, like Remembrance Day, World War One, World War Two?"

Final recommendations

- Expand code 9 to make clear that this should include 'community' and slightly adjust the existing wording in this answer.
- Reduce code 6 to remove the example that makes reference to 'community' to avoid confusion. In testing, participants understood 'supporting the community' to be an extension of 'volunteering' anyway.
- Remove code 10 as it was difficult to understand, was not mentioned spontaneously, and there is still the option for anyone who believes it is an important facet of belonging to Britain to add it in the 'other specify' answer code.

Final suggested wording

ASK IF SBeGB = 1-2

SBeGBBel [Multicoded] {Reasons belong to Britain}

Below are some reasons why people might feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I am married to, or in a relationship with, someone British
5. I grew up or was educated in Britain
6. I have contributed to Britain, for example through my work or volunteering
7. I value the freedoms and rights I have living in Britain
8. I identify with British traditions or customs
9. I feel accepted or included in Britain, for example through friendships or my community
10. I feel an emotional connection to Britain as 'home'
11. Another reason (please type in)
12. No particular reason *Exclusive

999. Prefer not to say *Exclusive

2025-26 Community & Engagement Survey Questionnaire Cognitive Testing Stage 2**Final wording for CES Q2 2025-2026**

ASK IF SBeGB = 1-2

SBeGBBel [Multicoded] {Reasons belong to Britain}

Below are some reasons why people might feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in Britain
2. I have British citizenship or a British passport
3. I have British ancestry
4. I am married to, or in a relationship with, someone British
5. I grew up or was educated in Britain
6. I have contributed to Britain, for example through my work or volunteering
7. I value the freedoms and rights I have living in Britain
8. I identify with British traditions or customs
9. I feel accepted or included in Britain, for example through friendships or my community
10. I feel an emotional connection to Britain as 'home'
11. Another reason (please type in)
12. No particular reason *Exclusive
999. Prefer not to say *Exclusive

ASK IF Q1 = code 3, code 4.

Q3 Below are some reasons why people might not feel a sense of belonging to Britain. Which of these reflect how you feel? [Multi coded]

Please select all that apply.

1. I was born in another country
2. I have citizenship or a passport for another country
3. I have ancestors who were born in another country
4. I grew up or was educated in another country
5. I haven't had the chance to contribute to British society for example through work, volunteering or community involvement
6. My values, customs or traditions differ to typical British ones
7. My beliefs or values don't fully align with Britain's democratic system
8. I don't feel a sense of pride in Britain's history or heritage
9. I have a stronger connection to another country (such as my country of birth) as "home"
10. I don't feel accepted or included in British society
11. Some other reason (please type in)
12. No particular reason *Exclusive
13. Prefer not to say *Exclusive

R1 Findings

- Codes 1, 6 and 7 fitted well to the spontaneous answers given, although when given an answer list to select from, participants also referred to not having

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citizenship or a British passport (code 2), having issues with their sense of pride in Britain's history (code 8) and having not felt included or accepted in British society (code 10).

- As with Q2, code 8 was cited as being difficult to answer definitively, given that there is some British history that participants feel that they would be proud of, but some they wouldn't.
- A couple of respondents felt that at code 8 'history' and 'heritage' shouldn't be combined together since these could potentially refer to different things.
- As with Q2, participants cited the issue with code 6 in that the term 'values' differs fundamentally from 'customs' and 'traditions'.
- Issues with the interpretation of code 7. Participants commented that this code reads as if it is referring to 'democracy' in general rather than British government or policy. Respondents' beliefs / values may not align with British political policy but may still be deemed to be 'democratic' values.

R1 recommendations

- Reword code 7 to remove the word 'democratic' and possibly also to focus more on politics: 'My beliefs or values don't fully align with Britain's political system or policies'.
- Split code 6 into two codes: one based on 'values' and one based on 'traditions and customs'.
- Since respondents cannot answer code 9 definitively, consider adding 'On the whole' at the beginning of the code wording to provide clarity.
- If we reduce the list of answer options for Q2 and Q3, we do not necessarily need to mirror the codes across both questions, as the nature of responses differs between the "strongly" and "not strongly" questions (as noted earlier). If the lists are shortened, it may be worth considering presenting Q2 and Q3 as scale questions, where respondents rate the importance of each factor, similar to the format used in Q5b. This approach aligns with participants' preference for a more nuanced response format (see Q5b section below). However, it does take up more time, so ultimately it will depend on priorities as other questions will need to be removed or moved into subsample modules to make room for these questions.

Updates for R2

ASK IF Q1 = code 3, code 4.

Q53 [Multi-choice]

Below are some reasons why people might not feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in another country
2. I have citizenship or a passport for another country
3. I have ancestors who were born in another country
4. I grew up or was educated in another country
5. I haven't had the chance to contribute to Britain for example through work, volunteering or supporting the community
6. I have different customs or traditions to typical British ones
7. I do not have the freedoms and rights I would like to in Britain
8. I don't feel connected to British history
9. I have a stronger emotional connection to another country (such as my country of birth) as 'home'
10. I don't feel accepted or included in Britain

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11. Another reason (please type in)
 12. No particular reason *Exclusive
 999. Prefer not to say *Exclusive

R2 Findings

- For those who did not feel they belong to Britain, code 5 was rarely selected. Whilst there may be an element of social desirability bias during in-person interviews (participants not wishing to say they haven't made a contribution to Britain), this was not mentioned spontaneously by anyone and is therefore a candidate for removal.
- The adjusted code 6 (customs and traditions) did not present any problems.
- Code 7 had a mixed response. For participants with a long relationship with Britain (multiple generations, moved here a long time ago etc.), 'freedoms and rights' referred to free speech, free movement, voting, the legal system and more. Participants who have come here more recently (skilled workers, visa holders, immigrants) focused on the freedoms and rights that they do not have access to such as limited employment options, benefits, and difficulties applying for things like mortgages.
- As with the reasons for belonging question, participants at this question also struggled with code 8. They felt there was less relevance in talking about a lack of connection to British history and more emphasis should be placed on practical connections such as language and cultural references.
- Code 9 was also felt to have overlap with codes 1-4 because stronger attachment to another country is mainly reflected in having those relationships with another country (birth, citizenship/passport, ancestry, or time spent living there).
- Code 10 was chosen by participants who felt a lack of social circle, relationships or community bond, but not chosen to cover racism/discrimination. It should perhaps revert to the wording used in R1: 'British society'. Using the phrase 'in Britain', a participant said, did not quite reflect how she felt, as whilst she has been accepted by her British partner and family, she has experienced racism/discrimination in wider society. Below we have recommended the inclusion of a code to explicitly cover this.
- Participants felt that there were two other key options missing from this question, having raised them spontaneously at Q30.
- The first is a code that encompasses the state of the country; examples alluded to were nationalism (in the media and out in public), cost of living increases, what taxpayer money is spent on, and geographical discrepancies e.g. more public spending in some areas than others.
- Secondly, participants struggled to choose a code that embodied their feelings of marginalisation e.g. feeling unrepresented in the media or in wider society:
- "Because I don't belong in my own country anymore." "I also feel that a lot of people, UK English people, get passed by."
- to? I don't know, like Remembrance Day, World War One, World War Two?"

Final recommendations

- These changes are designed to ensure that the question works for both people who have a long relationship with Britain and those who have arrived more recently.

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- Remove code 5 as it was not raised spontaneously and was rarely selected by participants.
- Retain code 7 and accept that 'freedoms and rights' might be interpreted differently depending on respondents' backgrounds.
- Change code 8 to more accurately reflect how people answering this question feel - less about history and more about language and culture.
- Remove code 9 as it is already covered by codes 1-4 and was not raised spontaneously.
- Change the wording of code 10 slightly so that respondents think outside of their immediate circles.
- Introduce new codes to fill the identified gaps: state of the country, marginalisation and racism/discrimination. For the last two of these, we have suggested two possible options to choose from.

Final suggested wording

ASK IF SBeGB = 1-2

SBeGBNotBel [Multicoded] {Reasons not belong to Britain}

Below are some reasons why people might not feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in another country
2. I have citizenship or a passport for another country
3. I have ancestors who were born in another country
4. I grew up or was educated in another country
5. I have different customs or traditions to typical British ones
6. I do not have the freedoms or rights I would like to in Britain
7. The language or culture in Britain make it hard to feel like I belong
8. I do not feel accepted or included in British society
9. I feel unhappy with the current state of the country
10. I feel my views are overlooked or not taken into account OR I feel overlooked or forgotten
11. I feel, or have been made to feel, unwelcome in Britain OR I have been made to feel unwelcome in Britain
12. Another reason (please type in)
13. No particular reason *Exclusive

999. Prefer not to say *Exclusive

Final wording for CES Q2 2025-2026

ASK IF SBeGB = 1-2

SBeGBNotBel [Multicoded] {Reasons not belong to Britain}

Below are some reasons why people might not feel a sense of belonging to Britain. Which of these reflect how you feel?

Please select all that apply.

1. I was born in another country
2. I have citizenship or a passport for another country

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3. I have ancestors who were born in another country
 4. I grew up or was educated in another country
 5. I have different customs or traditions to typical British ones
 6. I do not have the freedoms or rights I would like to in Britain
 7. There are parts of the language or culture I am unfamiliar with
 8. I do not feel accepted or included in British society
 9. I feel my views are overlooked or not taken into account
 10. I have been made to feel unwelcome in Britain
 11. Another reason (please type in)
 12. No particular reason *Exclusive
999. Prefer not to say *Exclusive

ASK IF Q1 = code 3, code 4.

Q4 And do any of the following contribute to you not feeling a sense of belonging to Britain? [Multi coded]

Please select all that apply.

1. I feel a stronger sense of belonging to another country
2. I don't feel accepted or included in British society
3. Some other reason (please type in)
4. No particular reason *Exclusive
5. Prefer not to say *Exclusive

R1 Findings

- This question did not work particularly well as a follow-up to Q1. Participants felt that the response options lacked nuance and that neither of the 'main' codes (1 and 2) accurately reflected their feelings leading them to select codes 3 or 4. When answered before Q3, participants felt that there should be more options to choose from.
- When reviewing the answer 'I feel a stronger sense of belonging to another country', participants tended to be thinking more about their cultural attachment to countries rather than any political affiliation or legal status.
- This question could be more likely to evoke feelings of nationalism because code 1 prompts participants to weight up or compare their belonging to Britain against their sense of identity with other countries. Potential to be viewed as more sensitive.

R1 recommendations

- Q4 was not well received and participants struggled to provide accurate responses. Our suggestion would be to drop this question for the second round of testing.

Updates for R2

- Q4 removed for R2

ASK ALL

Q5a Some people say that the following things are important for being truly British. Others say they are not important. Which of the following do you think are important for someone to be considered British? [Multi coded]

1. To have been born in Britain

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2. To have British citizenship or a British passport
3. To have British ancestry
4. To have grown up or been educated in Britain
5. To have contributed to British society for example through work, volunteering or community involvement
6. To value Britain's democratic system
7. To identify with British traditions, customs, or values
8. To feel accepted and included in British society
9. To feel proud of British history and heritage
10. To feel an emotional connection to Britain as "home"
11. Something else (please type in)
12. No particular reason *Exclusive
13. Prefer not to say *Exclusive

ASK ALL

Q5b Some people say that the following things are important for being truly British. Others say they are not important. How important do you think each of the following is... [Grid]

1. To have been born in Britain
2. To have British citizenship or a British passport
3. To have British ancestry
4. To have grown up or been educated in Britain
5. To have contributed to British society for example through work, volunteering or community involvement
6. To value Britain's democratic system
7. To identify with British traditions, customs, or values
8. To feel accepted and included in British society
9. To feel proud of British history and heritage
10. To feel an emotional connection to Britain as "home"

1. Very important
2. Fairly important
3. Not very important
4. Not important at all
5. Can't choose
6. Don't know
7. Prefer not to say

R1 Findings
<ul style="list-style-type: none"> • There was some concern that the use of the phrase 'truly British' in the question wording would direct respondents to think about their answers in legal/official terms e.g. passport or citizenship, and not sentimental reasons. • 'To have British ancestry' - Whilst participants were able to define 'ancestry', they queried whether there is a limit on this. How far back in their family ancestry should they think about?

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- Participants pointed out that a desire to belong/integrate is not really covered in the current answer codes, but this is pertinent to people who have made an active choice to come to Britain from elsewhere.
- When comparing the multiple-choice question to the scale version, the scale version proved to be more popular. Participants felt that there was more nuance, and that it allows for more thought to be given to each answer. Whilst the multiple-choice question pushes respondents to either select one or two answers that most resonate with them, or to select all answers because any of them could apply to 'people', the scale question gives them the opportunity to weigh the relative importance of each answer; the result of this is richer data.
- This has to be weighed against the fact that scale questions can be more burdensome and time-consuming for respondents to answer, particularly in a survey like CES that is already over 30 minutes long.
- Participants were also asked whether they preferred to answer questions which ask explicitly about them (Q2/Q3) or about people in general (Q5). There wasn't a definitive response to this as some participants found it easier to talk subjectively about themselves, whilst others preferred to answer in the abstract.

R1 recommendations

- For the second round, we would recommend dropping Q5a and testing Q5b against Q2/Q3 (perhaps set up as a grid). For some or all participants, ask Q5b first.
- Drop the word 'truly' from the question wording.
- Add a code covering integration in Britain (something for those who have come to Britain for the long-term) e.g. "To have a desire to be part of Britain".
- Update answer codes to reflect changes at Q2 and Q3.

Updates for R2

ASK ALL

Q50 [Grid]

Some people say that the following things are important for being British. Others say they are not important. How important do you think each of the following is...

1. To have been born in Britain
 2. To have British citizenship or a British passport
 3. To have British ancestry
 4. To be married to, or in a relationship with, someone British
 5. To have grown up or been educated in Britain
 6. To have contributed to Britain, for example through work, volunteering or supporting the community
 7. To want to belong to, take part in, or integrate in British society
 8. To value the freedoms and rights people have living in Britain
 9. To identify with British traditions or customs
 10. To be accepted or included in Britain, for example through friendships
 11. To feel connected to British history
 12. To feel an emotional connection to Britain as 'home'
-
1. Very important
 2. Fairly important
 3. Not very important
 4. Not important at all
 5. Can't choose

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6. Don't know
7. Prefer not to say

ASK ALL

Q51 [Multi-choice]

Some people say that the following things are important for being British. Others say they are not important. Which of the following do you think are important for someone to be considered British?

Please select all that apply.

1. To have been born in Britain
 2. To have British citizenship or a British passport
 3. To have British ancestry
 4. To be married to, or in a relationship, with someone British
 5. To have grown up or been educated in Britain
 6. To have contributed to Britain, for example through work, volunteering or supporting the community
 7. To want to belong to, take part in, or integrate in British society
 8. To value the freedoms and rights people have living in Britain
 9. To identify with British traditions or customs
 10. To be accepted or included in Britain, for example through friendships
 11. To feel connected to British history
 12. To feel an emotional connection to Britain as 'home'
 13. Something else (please type in)
 14. No particular reason *Exclusive
999. Prefer not to say *Exclusive

R2 Findings

- Respondents generally preferred the multiple-choice question over the scaled question. This was because they felt that the scale forced them to respond to all options, which resulted in more cognitive burden and more time taken to answer the question.
- "Too much choice - I wasn't sure"
- The question wording, which takes a more general (rather than personal) approach, meant that respondents felt unsure about their answers, noting that their opinion would be different from someone else's. This was true for both questions, but especially the scaled version (Q50).
- "Well, everyone would have their own definition probably, so it's hard to say"
- "You're not sure if what you're selecting is appropriate, even though it's your opinion, you are forced to select an option"
- It's likely that the data received for the scaled version would be more accurate for two main reasons:
- First, respondents tended to select more options at Q51 than they did at Q50, i.e., they would select something they had rated as 'not very important' at Q50 for Q51 because it *could* be applicable to someone.
- "I'm just thinking if someone that feels British will take them into account"
- "I might have added more into this one"
- And second, where participants felt like they had to rate each option at Q50, they could spend less time reading and answering Q51, increasing the likelihood of skimming.

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- "I feel that the first version would give you more information and would give you more details because basically you've got to answer each question. I could just tick one of these and you wouldn't get any response then on all the rest."
- The concept of 'being British' (which is used in the wording for Q50 and Q51) was felt to be different to having a 'sense of belonging to Britain'.
- "So, to have British citizenship or a British passport again, I mean, if you're saying for 'being British', then I would say that that's fairly important or very important. If you're saying, 'belonging to Britain' or, you know, feeling a sense of identification with Britain, then I would say not very important."
- After probing, respondents said that despite the question wording, they were mostly answering this question based on their personal experiences.

Final recommendations

- We recommend using Q52 and Q53 as the final follow up questions with the suggested amends after R2, on the basis that people answer thinking about themselves regardless of how the question is worded, finding it easier to think personally rather than generally.

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Respondent materials and experience taking part

At the end of the interview, time-permitting, participants were also asked about their **experiences of taking part in the main Community and Engagement survey**, anything that stood out to them either positive or negative, and their thoughts on the survey materials. Please remember that all participants in these interviews had already taken the survey and agreed to follow up research meaning that there is some natural bias in their responses.

- **Overall experience** and impressions of the survey were positive. However, whilst this wasn't necessarily a barrier to them participating, some pointed out that it was a long survey to complete.
- Some recall of the 'On His Majesty's Service' line printed on the **survey envelope**. Looked important and although initially alarming (HMRC, prison service etc.) it did provide the necessary intrigue for people to open it to see what was inside.
- **The letter** was quite busy and there was a lot of information on the front page.
- The Government logo added a layer of legitimacy and validity to the survey and the request to participate. Some felt it was a privilege to have been selected (even at random).
- The QR code appealed to some people (easier, more convenient) but others preferred to type in the full web address to further check the legitimacy.
- 'How to take part' was useful for most people. There was a comment that if you are in a single-adult household, it was confusing to receive multiple login details.
- The incentive value of £10 felt about right. Taking part was important and was more about the social value of the survey, and what impact it might have on the local area. This view might not be reflective of those who chose not to take part.
- Not much attention was paid to the 'Further information' on the reverse side of the letter. One participant had not even noticed it there! If it had been read, it was more of a scan.
- Hosting **the website** on a gov.uk domain added a more formal/official slant to the survey and helped to confirm legitimacy.
- Whilst the Community Life Survey website was more attractive due to its 'town' graphic, the Community and Engagement Survey website gives the impression that responses to the survey will be taken more seriously.
- Aside from the front page and clicking the green login button, participants paid little or no attention to anything else on the website.
- No issues were uncovered with the process of logging into the online survey.

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Recommendations: Overall, the letter and website were well received. Based on this, we recommend streamlining the testing of survey materials for round two and combining this with other testing to inform final recommendations for the survey materials in year 2 of CES.

Due to time constraints in the interviews, there was only limited time to test the general survey experience and materials in R2. There were no findings that built on or contradicted the findings from R1.