

# Sample and Methodology

Muslim Census conducted this study via an online survey that was shared across our multiple social media channels. The survey gathered a total of 1,042 responses between the 23rd – 26th January 2022.

These responses were obtained through the following routes:

Twitter – 678,

Whatsapp – 202,

Linkedin – 63,

Instagram – 45,

Direct survey access – 54

Gathering responses through our social media channels meant that our sample was not entirely random as we relied on our existing following. As such, considerations of access to the internet, knowledge of Muslim Census as an organisation and various language barriers, amongst others, were not accounted for. Ultimately, this means that our sample was not representative of the entire British Muslim population but rather, it was a representative sample of a portion of the British Muslim population from whom Muslim Census was able to obtain responses from.

Muslims from London and within the 18-24 age group were overrepresented in our sample. To reduce the impact of this overrepresentation, Muslim Census weighted the sample, in accordance with the 2011 UK Census, to better reflect age and location demographics. See sample breakdown below.

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Gender	Responses
Female	45% (469)
Male	54% (563)
Prefer not to say	1% (10)

Age	Responses
18 - 24	39% (408)
25 - 34	33% (346)
35 - 44	12% (123)
45-54	10% (104)
55 - 64	4% (39)
65 or above	2% (22)

Location	Responses
London	48% (497)
North West	10% (108)
South West	10% (99)
West Midlands	10% (99)
Yorkshire & The Humber	7% (68)
Scotland	5% (51)
East Midlands	4% (40)
East	3% (34)
South West	2% (19)
Wales	1% (15)
North East	1% (10)
Prefer not to say	0.2% (2)