

Guidance – Socio-Demographic Information

Socio-demographic information is useful to collect because it enables one to understand the people that are being reached and supported. This type of information helps identify if people being reached and supported are representative of the community or the group within a community being targeted. It also provides information on the types of people for whom results of support is applicable.

This guide presents the socio-demographic information that should be collected. It is important that where people are asking these questions they are provided with appropriate training to be able to ask the questions sensitively, and understand how doing so can be an empowering experience for an older person.

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At Age UK we are committed to ensuring that all our opportunities are accessible and inclusive of people from all backgrounds and sectors of the community. Providing information about yourself in the next few questions will contribute to helping us strive towards achieving this.

1. What is your gender? *(Please tick **one** box only)*

- Male Female Prefer not to say

2. What is your age? *(Please tick **one** box only)*

- 0–19 20–29 30–39 40–49
 50–54 55–59 60–64 65–69
 70–74 75–79 80–89 90–99
 100+ Prefer not to say

3. Do you consider yourself to have a disability? *(Please tick **one** box only)*

- Yes No Prefer not to say

4. How would you describe your relationship status? *(Please tick **one** box only)*

- Single Married Long-term partner
 Separated Divorced Widowed
 Prefer not to say

5. How would you describe your ethnicity? *(Please tick **one** box only)*

- White Black African Black Caribbean Black Other
- Indian Pakistani Bangladeshi Chinese
- Arab Mixed Other
- Prefer not to say

6. How would you describe the make-up of your household? *(Please tick **one** box only)*

- Living Alone Living with Spouse / Partner
- Living with friend / family Assisted Living
- Other Prefer not to say

7. How would you describe your sexual orientation? *(Please tick **one** box only)*

- Heterosexual or straight
- Gay or lesbian
- Bisexual
- Prefer not to say

8. How would you describe your occupation? *(Please tick **one** box only)*

- Retired Full-time work Part-time work
- Self-employed Unemployed Prefer not to say

Some of the questions presented can also be reworded as statements. For example: *“Tell me about the make-up of your household? [I live alone] [I live with my spouse / partner] etc.”*