**General public Gender Pay Gap survey**

1. **Before I continue, can I just confirm that you are happy to participate in the survey?**

|  |  |  |
| --- | --- | --- |
| Yes, agreed to participate in survey | 1 | CONTINUE |
| Requested more information | 2 | SEND INFO EMAIL |
| No, declined to participate | 3 | CLOSE |

1. **What is your age?**

|  |  |
| --- | --- |
| 18 – 24 | 1 |
| 25 – 34 | 2 |
| 35 – 44 | 3 |
| 45 – 54 | 4 |
| 55 – 64 | 5 |
| 65 – 74 | 6 |
| I would prefer not to say | 7 |

1. **Which of the following best describes where you currently live?**

Here we want to get an understanding of whether people live in urban areas, rural areas etc – please advise on how best to do this

1. **Are you the parent or legal guardian of a child aged between 0 - 17?**

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |
| I would prefer not to say | 3 |

1. **What is the highest qualification or level of education you have completed?**

|  |  |
| --- | --- |
| Degree or equivalent | 1 |
| Higher Education | 2 |
| A level or equivalent | 3 |
| GCSEs | 4 |
| Other qualifications | 5 |
| No qualification | 6 |
| Don’t know | 7 |

1. **What is your current employment status?**

|  |  |
| --- | --- |
| Full time employment | 1 |
| Part time employment | 2 |
| Self-employed | 3 |
| Out of work and looking for work | 4 |
| Out of work and currently not looking for work | 5 |
| Unable to work | 6 |
| In education | 7 |
| Retired | 8 |
| Other | 9 |

1. **(If answered 1 or 2) Do you currently work within the retail, health or education industry?**

|  |  |
| --- | --- |
| Health | 1 |
| Retail | 2 |
| Education | 3 |
| Other | 4 |

1. **Which of the following statements best describes your understanding of the Gender Pay Gap?**

|  |  |
| --- | --- |
| I have heard the term but don’t know anything about it | 1 |
| I understand what it means a little, but only on a basic level | 2 |
| I have a reasonable understanding of it but not of how it’s calculated | 3 |
| I have a good understanding of what the Gender Pay Gap is and how it is calculated | 4 |
| I’ve never heard of the Gender Pay Gap before today | 5 |
| I don’t know | 6 |

**The following section is designed to measure the respondents understanding of the Gender Pay Gap**

1. **We would like you to imagine a situation in a large company where equally qualified men are being paid more than women for doing the same job.**

**How right or wrong do you think it is for men to be paid more than women if working in the same job, for the same company?**

|  |  |
| --- | --- |
| Very wrong | 1 |
| Wrong | 2 |
| Neither right or wrong | 3 |
| Right | 4 |
| Very right | 5 |
| Can’t choose | 6 |

1. **Now imagine a large company where most of the senior jobs are done by men, and most of the junior jobs are done by women. As a result of this, the average hourly earnings of men in the company are higher than the average hourly earnings of women.**

**How right or wrong do you think it is that men are paid more than women in this company?**

|  |  |
| --- | --- |
| Very wrong | 1 |
| Wrong | 2 |
| Neither right or wrong | 3 |
| Right | 4 |
| Very right | 5 |
| Cant choose | 6 |

1. **Imagine you were thinking of applying for a job with this company and you discovered this information about them, how much, if at all, would this affect your decision on whether to apply?**

|  |  |
| --- | --- |
| Would definitely still apply | 1 |
| Would probably still apply | 2 |
| Would probably not apply | 3 |
| Would definitely not apply | 4 |
| Cant choose | 5 |

1. **Imagine a situation in a large supermarket where most of the check-out workers are women, and most of the managers are men. As a result of this, men working at this supermarket get paid more than women.**

**How right or wrong to you think it is, that men are paid more than women in this supermarket?**

|  |  |
| --- | --- |
| Very wrong | 1 |
| Wrong | 2 |
| Neither right nor wrong | 3 |
| Right | 4 |
| Very right | 5 |
| Can’t choose | 6 |

1. **If you discovered this information about a shop where you regularly buy products, how much, if at all, would this affect your decision on whether to buy from them?**

|  |  |
| --- | --- |
| Would definitely still buy from them | 1 |
| Would probably still buy from them | 2 |
| Would probably not buy from them | 3 |
| Would definitely not buy from them | 4 |
| Can’t choose | 5 |

1. **(If they answered 1, 2, 3 or 4 to question 8) Where do you hear about the Gender Pay Gap? (Tick all that apply)**

|  |  |
| --- | --- |
| A friend or family member | 1 |
| My employer | 2 |
| Newspaper | 3 |
| On TV | 4 |
| Online news site | 5 |
| Social Media | 6 |
| Other | 7 |

1. **(If they answered 1, 2, 3 or 4 to question 8) How important do you think the Gender Pay Gap is?**

|  |  |
| --- | --- |
| The Gender Pay Gap is very important to me | 1 |
| The Gender Pay Gap is important to me | 2 |
| The Gender Pay Gap is important to other women, but not to me | 3 |
| The Gender Pay Gap is not important at all | 4 |

1. **How interested are you in hearing more about the Gender Pay Gap?**

|  |  |
| --- | --- |
| I definitely want to hear more about the Gender Pay Gap | 1 |
| I might want to hear more about the Gender Pay Gap | 2 |
| I only want to hear more about the Gender Pay Gap if it is directly related to me | 3 |
| I don’t really want to hear any more about the Gender Pay Gap | 4 |
| I definitely don’t want to hear any more about the Gender Pay Gap | 5 |
| I can’t choose | 6 |

1. **(If 1-3 in G4) Which of the following would be helpful to you? (Tick all that apply)**

|  |  |
| --- | --- |
| A summary of what the Gender Pay Gap is and how it may affect me | 1 |
| My employer’s Gender Pay Data and how to access it | 1 |
| Other employer’s data so that I can compare or review when moving jobs | 2 |
| The Gender Pay Gap data of service providers like retailers, restaurant chains etc | 3 |
| The potential causes of the Gender Pay Gap | 4 |
| What I can do to help improve the Gender Pay Gap | 5 |
| Other (please specify) | 6 |

The following questions are designed to help us understand how you prefer to receive information, the platforms you are active on and the devices you use.

1. **Do you think the Gender Pay Gap has an impact on your daily life? And if so, what do you think it impacts?**

|  |
| --- |
| **Free text answer:** |

1. **Through which of the following people or organisations would you prefer to hear about the Gender Pay Gap or other employment related policies which may affect you? (Tick all that apply)**

|  |  |
| --- | --- |
| Friends/ Family | 1 |
| Employer | 2 |
| Trade Union / Industry Body | 3 |
| Government | 4 |
| News outlets | 5 |
| Celebrity/ Influencers | 6 |

1. **Which of the following channels do you trust to provide information about employment issues and policies? (Tick all that apply)**

|  |  |
| --- | --- |
| Post | 1 |
| Email | 2 |
| Newspaper | 3 |
| Magazine | 4 |
| Online news site | 5 |
| The government website - gov.uk | 6 |
| Radio | 7 |
| TV | 8 |
| Facebook Post | 9 |
| Twitter | 10 |
| LinkedIn Post | 11 |
| Instagram Post | 12 |
| Google | 13 |
| Youtube | 14 |
| Online forums e.g. Mumsnet | 15 |
| Other… please specify | 16 |

1. **In which of the following formats do you prefer to receive government or employment related information?**

|  |  |
| --- | --- |
| Videos | 1 |
| Short articles or blogs | 2 |
| Email newsletter | 3 |
| Letters | 4 |
| Social Media posts | 5 |
| Radio adverts | 6 |
| Podcasts | 7 |
| TV adverts | 8 |
| A phone conversation | 9 |
| Whatsapp | 10 |
| A conversation with your employer | 11 |

1. **Which of the following devices do you currently use? (Tick all that apply)**

|  |  |
| --- | --- |
| Mobile Phone | 1 |
| iPad / Tablet | 2 |
| Desktop/ Computer | 3 |
| Screen Reader | 4 |

1. **When sharing information you think friends, family or colleagues may find interesting, which of the following do you use? (Tick all that apply)**

|  |  |
| --- | --- |
| Email | 1 |
| Facebook | 2 |
| LinkedIn | 3 |
| Twitter | 4 |
| Instagram | 5 |
| Word of Mouth | 6 |
| I would not share information | 7 |