

## Technical Note

### UN Women's Violence against Women – Rapid Gender Assessments April – September 2021

The estimates showcased in the global report, *Measuring the Shadow Pandemic: Violence against Women during COVID-19*, were generated by UN Women based on Rapid Gender Assessment Surveys on the impacts of COVID-19 on violence against women (VAW RGAs), with support from the Bill and Melinda Gates Foundation. To ensure comparability, the survey was conducted with [Ipsos](#) as the survey research partner.

#### 1. Objectives of the VAW RGAs

The VAW RGAs were conducted to better understand the extent of the shadow pandemic and produce much-needed data on VAW and women's safety, both in public and private spaces, as well as on their mental well-being. The VAW RGAs aim to promote the accelerated use of VAW data to inform policymaking, service-provision and advocacy by global, regional and national stakeholders, governments and civil society organizations. The results equally aim to inform a forthcoming guidance note on remote VAW data collection during crises while ensuring ethical and safety considerations based on empirical evidence from survey field operations.

The succeeding sections are provided for greater appreciation of the methodology used, indicators considered and estimates generated. A more detailed Survey Technical Report and Guidance on remote VAW data collection during crisis based on empirical evidence from VAW RGAs field operations will be published in December 2021.

#### 2. Geographical scope and aggregates

The survey covered 13 countries spanning all regions: Albania, Bangladesh, Cameroon, Colombia, Côte d'Ivoire, Jordan, Kenya, Kyrgyzstan, Morocco, Nigeria, Paraguay, Thailand and Ukraine.

The main pre-requisite for the selection of a country is where governmental clearance and support could be obtained were considered (i.e., no objection letter from the national statistical office (NSO) or national women's machinery). Other key considerations included the inclusion of countries implementing UN Women-supported gender data or VAW programmes (e.g., Women Count programme, EU-UN Spotlight Initiative), countries with specific programmes responding to the [UN Secretary-General's call](#) to make the prevention and redress of violence against women a key part of national response plans for COVID-19, regional diversity (with priority given to low-middle income countries implementing related UN Women programmes), as well as certain operational considerations (e.g., budget, timeline, Ipsos presence).

Aggregates presented refer only to surveyed countries and do *not* represent regional or global averages. To generate the pooled estimates, countries' women populations based on [World Population Prospects 2019](#) were used as weights. Results focus on relative changes (and *not* exact measures) since the COVID-19 pandemic. These are thus not comparable with, nor do they aim to replace, more comprehensive statistics obtained from specialized prevalence face-to-face surveys and/or Demographic and Health Surveys (DHS), as sampling frame and design, methods of data collection and instruments differ.

### 3. Sampling design

The survey collected data from women aged 18 years or over, while considering nationally representative geographic and age group distribution.

The VAW RGAs were fielded via Computer-Assisted Telephone Interviewing (CATI) using random-digit dialling to mobile phone numbers. The total number of completed interviews in 13 countries was 16,154 women (at least 1,200 per country, See Annex 1).

The VAW RGAs were conducted in two phases, for Phase II to benefit from the learnings of Phase I. Phase I was implemented between April and June 2021 in four countries: Cameroon, Kenya, Thailand and Ukraine. Phase II was conducted between August and September 2021 in nine countries: Albania, Bangladesh, Colombia, Côte d'Ivoire, Jordan, Kyrgyzstan, Morocco, Nigeria and Paraguay.

#### 3.1 Limited to women aged 18 years or over *with mobile phone access*

The sample was drawn via random-digit dialling, using CATI, among the population of mobile phone numbers, so the sample population is limited to women aged 18 or over *with* mobile phone access. But given the increasing use of mobile phones, coverage has become satisfactory in the participating countries, although not equally among all groups. For example, respondents are more likely to be women living in urban areas, more educated and younger women.

#### 3.2 Covering women aged 60 years or over

Unlike other health surveys that include a VAW module that focuses on women of reproductive age, the VAW RGAs also *intentionally* captured the views and experiences of women over 49 years of age. (See Annex 2 for highest age of respondent per country.)

During field operations, the hardest-to-reach target sample was women aged 60 years or over. To address this issue: 1) age quota completion was prioritized over regional quota. Some regions, particularly in the urban areas, have a higher probability of women ages 60 years or over having access to mobile phones. Thus, even if the regional quota was already completed, the survey still allowed for interviews irrespective of regions for respondents 60 years or over; and 2) an additional contact database from Ipsos was used, where available. Previous respondents of earlier surveys conducted by Ipsos who agreed to participate in future surveys were contacted. This was adopted in Albania, Côte d'Ivoire, Kenya and Nigeria, but limited to users of mobile phones – and not those using fixed line numbers, to ensure the mobility of women at any point of the interview as they need to be alone.

#### 3.3 Survey timing

Data collection took place at relatively different stages of the COVID-19 crisis between April and September 2021 (Annex 3), which may limit comparability across countries. Nonetheless, all surveyed countries implemented similar lockdown regulations despite not being at the same phase of the pandemic.

### 4. Survey tool

Questionnaires used for Phases I and II are provided on the [VAW RGAs dashboard on the Women Count Data Hub](#).

#### 4.1 Ethical and safety considerations

To guide data collectors on obtaining information without jeopardizing either survey participants' safety or data integrity, a [decision tree](#) was developed by UN Women, the United Nations Population Fund (UNFPA), World Health Organization (WHO) and kNOwVAWdata. In addition, UN Women and WHO produced [global guidance](#) on considerations that must inform any plans for data collection during lockdowns and periods of restricted mobility. Earlier, Ethical and Safety Recommendations for

Research on Domestic Violence Against Women were produced by the WHO in 2001, and lessons learned in ethical and safety recommendations for intervention research on violence against women were later published in 2012. These resources informed conscious efforts undertaken by UN Women to ensure that the survey tools followed ethical and safety considerations. For example, the survey tools include: 1) confidentiality and privacy agreements; 2) carefully-worded questions and statements and scripted responses; 3) prompts to ensure that no one could overhear the conversation (e.g., ensuring speakerphone was turned off, no one over the age of 2 years was present, use of “safe” or “skip” words at any point that the respondent wished to end the interview); and 4) list of helplines were provided to all respondents.

#### 4.2 Indirect questions using vignettes and list randomization

Eliciting truthful answers in surveys is challenging, especially when studying sensitive issues such as violence against women. There is a potential bias that results from social desirability and so, for this project, benefiting from similar initiatives from the World Bank, this study used vignette and list-randomization questions. These survey tools are commonly explored in polls on politics, corruption, racial discrimination, among other sensitive topics.

Vignettes describe an event, happening, circumstance or other scenario, the wording of which is often experimentally controlled. For example, part of the questionnaire involves the story of a couple – both hypothetical characters – where the spouse/partner abuses the woman physically and verbally. It is followed by a question about whether this scenario is common or not in the area where the respondent lives. This serves as an indirect question as well as a proxy to the prevalence of violence against women. The vignette used in Phases I and II is provided in Annex 4. Results show that there is internal consistency with responses to the vignette vis-à-vis other similar or related questions. Specifically, results for the vignette on physical and verbal abuse are consistent with the responses to a separate question on whether the respondent or any other woman they know have been slapped, kicked, yelled at, or called names.

On the list-randomization questions, there were control and treatment groups who were asked about three of the same statements except that for the treatment group, an additional statement was added relating to direct experiences of violence against women. The study asked both groups: How many of the statements do you [the respondent] regard as true? A difference-in-means estimator<sup>1</sup> is then derived. The list-randomization questions used in Phases I and II are provided in Annex 5. Given that the use of these questions is still considered experimental, results for these questions were not included in the study. Instead, they will be used for a methodological note informed by the surveys that will be jointly produced by UN Women, the World Bank and Ipsos in 2022.

#### 4.3 Direct questions on experience of violence

Concerns regarding the potentially serious ethical and methodological consequences of conducting speedy VAW data collection have been raised earlier by VAW statistics experts and some international agencies producing VAW data. Hence, this heralded the production of the decision tree and the global guidance mentioned in section 3.1. This guidance included advice *not* to include questions about women respondents' direct experiences of violence in situations of lockdown or where privacy and confidentiality cannot be ensured (as with remote data-collection methods).

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<sup>1</sup> For example, the mean score for the treatment group (that is, with an additional statement relating to direct experiences of VAW) is 35 and for the control group it is 25. If you took a large number of samples from both these groups and calculated the mean differences, the mean of all of the differences between all sample means would be  $35 - 25 = 10$ . Then, it is estimated that prevalence, based on the use of indirect list randomization questions, is 10%.

This study nonetheless recognizes the need to better understand respondents' reception of direct questions on VAW. After thorough consultations with the study's Technical Advisory Group (TAG) and only after the approval of Colombia's NSO (DANE) and women's machinery (CPEM), the study included sensitive direct prevalence questions, asking women about their direct experiences of abuse from their spouse/partner. This was included *only* for Colombia. Considerations included the following:

- i) Nine in 10 respondents in similar studies in the US thought that violence-related questions should be asked (even in remote surveys). More than 92%, 88% and 98% of the respondents in the '[Sexual Violence and Intimate Partner Violence Pilot Study](#)', '[Second Injury Control and Risk Survey](#)' and the '[Behavioural Risk Factor Surveillance System Survey](#)'<sup>2</sup>, respectively, felt that such questions should be asked, regardless of a respondent's experience with interpersonal experience.
- ii) Participants of the '[Nairobi study on Gender and COVID-19 Safety and Violence \(Performance Monitoring for Action\)](#)', where direct questions were asked, did not have many concerns raised nor specific issues with sensitive items.
- iii) Low dropout rates for the sensitive/indirect questions in Phase I of the study (i.e., 1.9% average dropout rate for safety questions).
- iv) Successful implementation of a violence against women survey via CATI in Latin America and the Caribbean (e.g., Argentina's First National Study on Violence Against Women by the Ministry of Justice and Human Rights).
- v) Some similar surveys<sup>3</sup> in low- and middle-income countries have included violence against women questions using CATI.

The Colombia experience in this study shows that asking direct questions on VAW in a remote survey can be safely done. Of the 1,209 Colombian women interviewed, no one refused to answer the question. No one used the safe word. Ninety-eight per cent of women exhibited no change in behaviour when asked about their direct experiences; the remaining 2% paused before responding and were given more time.

#### 4.4 Thematic topics

The questionnaire focused on the following topics:

- i) Demographics, socioeconomic characteristics
  - Age, location, disability, household composition
  - Economic activity and income
  - Food insecurity
- ii) Health
  - Mental and emotional health
- iii) Safety
  - Experience of VAW of respondent or another woman they know
  - Feelings of safety at home and in the public sphere
  - Physical harm, abuse or harassment in the area where they live or of people they know

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<sup>2</sup> Black MC, Kresnow MJ, Simon TR, Arias I, Shelley G. Telephone survey respondents' reactions to questions regarding interpersonal violence. *Violence Vict.* 2006 Aug;21(4):445-59. PMID: 16897912.

<sup>3</sup> Colombia: Falling living standards during the COVID-19 crisis: Quantitative evidence from nine developing countries. Bangladesh: Immediate impact of stay-at-home orders to control COVID-19 transmission on socioeconomic conditions, food insecurity, mental health, and intimate partner violence in Bangladeshi women and their families. South Africa: Domestic violence, food insecurity and mental health of pregnant women in the COVID-19 lockdown in Cape Town, South Africa.

#### 4.5 Women's food insecurity

A similar phone survey on gender-based violence in Indonesia conducted by the World Bank found that household food insecurity is among the strongest predictors of exposure to gender-based violence. Building on this work, this study examined women's experience of food insecurity in their household, using the Food and Agriculture Organization (FAO) methodology for monitoring Sustainable Development Goal indicator 2.1.1. The Food Insecurity Experience Scale (FIES) consists of the following eight questions asking whether, during the last month, there was a time when, because of lack of money or other resources, the respondent or others in their household...

1. were worried they would not have enough food to eat?
2. were unable to eat healthy and nutritious food?
3. ate only a few kinds of food?
4. had to skip a meal?
5. ate less than you thought you should?
6. ran out of food?
7. were hungry but did not eat?
8. went without eating for a whole day?

Data collected were used to establish estimates of the proportion of the sample who were moderately or severely food insecure using FAO's food insecurity software programme, [shiny app](#).

#### 4.6 Adjustments to the Phase I and Phase II questionnaires

The study benefited from its two-phase implementation. The field observation and learnings from Phase I were closely monitored and documented; consequently, the Phase II questionnaire has been developed to improve the field experience for respondents and interviewers. Specifically:

- i) Questions on violence by the police and discrimination were dropped. The former may not necessarily be gender-based; the latter is a very broad concept, encompassing a blanket of issues such as disability, socioeconomic, political, sexual orientation, etc.
- ii) Questions were modified to ensure that *before* and *since* COVID-19 situations were asked. For example, in Phase I, only the situation since COVID-19 was asked in the questions on VAW experience of respondents' or other women they know and in list randomization.
- iii) Questions were simplified, particularly on mental and emotional well-being.
- iv) Safety checks were lessened but placed in strategic positions based on the advice of the TAG as well as respondents' feedback that they found the safety protocol lengthy and repetitive.

### 5. Considerations when looking at the results

#### 5.1 Possible underreporting of VAW experiences, feelings and perceptions

Reporting levels may be affected by cultural differences in revealing information remotely. Reasons that VAW cases may go unreported are both personal (embarrassment, fear of retaliation, economic dependency) and societal (imbalanced power relations for women and men in society, privacy of the family, victim blaming attitudes, etc.).<sup>4</sup>

In the study for example, Thailand exhibited one of the highest number of refusals for eligible women to participate in the interview (i.e., 3,643 refusals). It also exhibited the slowest pace of progress in achieving the quota sample in its first three weeks of field operation, that is, only 2-3% completion rate was achieved. Additional interviewers were brought onboard and repeat

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<sup>4</sup> <https://jech.bmj.com/content/58/7/536>

trainings were undertaken. This allowed the quota sample of at least 1,200 women to be reached, albeit after 49 days of field operations – the longest among all 13 country surveys.

## 5.2 Bangladesh’ implementation in the field of the question on respondent’s VAW experience or that of a woman they know

This study is unable to obtain information on respondent’s VAW experience or a woman they know *since COVID-19 only* in Bangladesh due to a difference in its implementation in the field. Thus, in the global report, *Measuring the Shadow Pandemic: Violence against Women during COVID-19*, only results from the 12 countries have been included and analysed for that indicator (see Figures 1 and 3 of the global report). For the rest of the indicators/topics, results for all 13 countries, including Bangladesh, have been analysed.

## 5.3 Relationship of mental health with VAW experiences, feelings, and perceptions

Regression models were performed to achieve an understanding of the impacts of mental health of women due to various VAW perceptions and feelings of safety:

Purpose	Independent variables
Determine the likelihood of women reporting negative impacts on mental health by ...	Binary categorical variable: <ol style="list-style-type: none"> <li>1. Whether they experienced or know women who experienced a form of VAW since COVID-19</li> <li>2. Whether women’s safety at home worsened during COVID-19</li> <li>3. Whether women’s safety in public spaces worsened during COVID-19</li> <li>4. Whether women think domestic violence increased in their community since COVID-19</li> <li>5. Whether women think sexual harassment increased in their community since COVID-19</li> <li>6. Whether women think VAW increased in their community since COVID-19</li> </ol>

## Annexes

Annex 1. UN Women VAW RGAs' sample size, by country, April – September 2021

Phase	Country	Target	Completed
Phase I	Cameroon	1,200	1,226
	Kenya	1,200	1,224
	Thailand	1,200	1,202
	Ukraine	1,200	1,205
Phase II	Albania	1,200	1,210
	Bangladesh	1,200	1,242
	Colombia	1,200	1,209
	Côte d'Ivoire	1,200	1,325
	Jordan	1,200	1,204
	Kyrgyzstan	1,200	1,201
	Morocco	1,200	1,214
	Nigeria	1,200	1,482
	Paraguay	1,200	1,210
<b>TOTAL</b>		<b>15,600</b>	<b>16,154</b>

Annex 2. UN Women VAW RGAs' highest age reported by respondent, by country, April – September 2021

Phase	Country	Highest age of respondent ported
Phase I	Cameroon	81
	Kenya	82
	Thailand	78
	Ukraine	82
Phase II	Albania	85
	Bangladesh	80
	Colombia	84
	Côte d'Ivoire	80
	Jordan	85
	Kyrgyzstan	80
	Morocco	83
	Nigeria	77
	Paraguay	84

Annex 3. UN Women VAW RGAs' survey timing, by country, April – September 2021

Phase	Country	Fieldwork Date
Phase I	Cameroon	02 May – 30 May
	Kenya	30 April – 21 May
	Thailand	30 April – 18 June
	Ukraine	05May – 11 June
Phase II	Albania	18 August – 20 September
	Bangladesh	18 August – 30 September
	Colombia	18 August – 24 September
	Côte d'Ivoire	18 August – 24 September
	Jordan	17 August – 15 September
	Kyrgyzstan	19 August – 19 September
	Morocco	18 August – 22 September
	Nigeria	17 August – 27 September
	Paraguay	17 August – 29 September

Annex 4. Vignette used in Phases I and II questionnaires of UN Women VAW RGAs

SHOWSCREEN: [READ] I would like to learn a bit more about the area where you live to understand what type of support women need. I will tell you some short stories that are not real, **but I want to get your views on how likely you think it is that these things happen where you live.** OK? [Wait for participant to agree to hearing and answering questions about the stories.]

[READ] [Scripter: insert Female name] and [Scripter: insert male name] are a couple. They have been married for several years and have two children. [Scripter: insert male name] works in a repair shop, but lately the business has been bad, and they are worried about money. Sometimes when [Scripter: insert male name] gets stressed, he takes out his anger by yelling at [Scripter: insert Female name], and sometimes he hits her. [Scripter: insert Female name] feels hurt and wants him to stop but does not know what to do.

ASK ALL

C10. How common do you think this type of situation is for women in the area where you live?

SINGLE ANSWER

1. Very common
2. Common
3. Uncommon
4. Very uncommon
98. Don't know [DO NOT READ] [EXCLUSIVE]
99. Refused [DO NOT READ] [EXCLUSIVE]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SSO AND CALL BACK LATER]



## Annex 5. List randomization questions used in Phases I and II questionnaires of UN Women VAW RGAs

### 5.1 List randomization questions used in Phase I questionnaire of UN Women VAW RGAs

#### ASK ALL

C26. I am now going to ask you two sets of statements. For each set, please tell me how many you regard as true. So, if I read you three statements and two are true, you would simply tell me the number "two". I do not need to know which statements you are specifically referring to. Before we continue, are you alone on the phone? If you are alone, please say yes. If someone over two is listening to our call or is nearby that can hear, please say no.

#### SINGLE ANSWER

1. Yes
2. No [GO TO SS0 AND CALL BACK LATER]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SS0 AND CALL BACK LATER]

SHOWSCREEN: [READ] Now I'm going to ask you some questions about your household specifically. Please answer as best you can and remember you can always say [Scripter: insert country specific "POPULAR LOCAL FOOD"] and we will move on to the next module.

[SPLIT SAMPLE 50/50 EACH RESPONDENT RANDOMLY ASSIGNED ONE SET OF QUESTIONS C27 OR C28]

#### ASK IF C26 = 1 AND SPLIT SAMPLE = GROUP 1

C27A. Please tell me how many of the following statements you regard as true SINCE THE ONSET OF COVID-19:

#### RANDOMIZE STATEMENTS

#### READ OUT + WRITE IN NUMERIC 0-4

1. I have faced severe economic hardships in life
2. I want to open a new business
3. I have been slapped by my husband or partner
4. I want to have children/more children
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SS0 AND CALL BACK LATER]

#### ASK IF C26=1 AND SPLIT SAMPLE = GROUP 1

C27B. Please tell me how many of the following statements you regard as true SINCE THE ONSET OF COVID-19:

#### RANDOMIZE STATEMENTS

#### READ OUT + WRITE IN NUMERIC 0-4

1. I am jealous of my neighbor
2. My husband/partner has insulted me in front of others
3. My friends respect me
4. I feel depressed on most days
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SS0 AND CALL BACK LATER]

#### ASK IF C26=1 AND SPLIT SAMPLE = GROUP 2

C28A. Please tell me how many of the following statements you regard as true SINCE THE ONSET OF COVID-19:

#### RANDOMIZE STATEMENTS

#### READ OUT + WRITE IN NUMERIC 0-3

1. I have faced severe economic hardships in life
2. I want to open a new business
3. I want to have children/more children
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SSO AND CALL BACK LATER]

ASK IF C26 =1 AND SPLIT SAMPLE = GROUP 2

C28B. Please tell me how many of the following statements you regard as true SINCE THE ONSET OF COVID-19:  
RANDOMIZE STATEMENTS

READ OUT + WRITE IN NUMERIC 0-3

1. I am jealous of my neighbor
2. My friends respect me
3. I feel depressed on most days
98. Don't know [DO NOT READ] [EXCLUSIVE] ] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SSO AND CALL BACK LATER]

## 5.2 List randomization questions used in Phase II questionnaire of UN Women VAW RGAs

### ASK ALL

C24. I am now going to ask you two sets of statements. For each set, please tell me how many you regard as true. So, if I read you three statements and two are true, you would simply tell me the number "two". I do not need to know which statements you are specifically referring to. I suggest that as I read these statements, for each one

that is true put one finger up on your hand. At the end of the statements just tell me the number of fingers on your hand that are raised.

[SPLIT SAMPLE 50/50 EACH RESPONDENT RANDOMLY ASSIGNED ONE SET OF QUESTIONS C25 OR C26]

### ASK SPLIT SAMPLE = GROUP 1

C25A. Please tell me how many of the following statements you regard as true:

#### RANDOMIZE STATEMENTS

#### READ OUT + WRITE IN NUMERIC 0-4

1. I prefer [LOCAL FOOD ONE] to [LOCAL FOOD TWO]
2. I like [NAME OF WELL KNOWN LOCAL MUSICIAN, BUT NOT ONE EVERYONE LIKES]
3. I have been slapped or hit by my husband or partner BEFORE THE ONSET OF COVID-19
4. Women in my family enjoy watching [POPULAR LOCAL SPORT].
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SSO AND CALL BACK LATER]

### ASK SPLIT SAMPLE = GROUP 1

C25.1 INTERVIEWER PLEASE ASSESS WHETHER YOU THINK THE RESPONDENT UNDERSTOOD HOW TO ANSWER THE QUESTION. FOR INSTANCE, DID THE RESPONDENT ASK FOR INSTRUCTIONS TO BE REPEATED? DID THEY TAKE A LONG TIME TO ANSWER? DID THEY SEEM UNSURE?

#### SINGLE ANSWER

1. Yes, RESPONDENT UNDERSTOOD
2. No, RESPONDENT DID NOT UNDERSTAND, PLEASE REPEAT INSTRUCTIONS BEFORE CONTINUING

### ASK SPLIT SAMPLE = GROUP 1

C25B. Please tell me how many of the following statements you regard as true:

#### RANDOMIZE STATEMENTS

#### READ OUT + WRITE IN NUMERIC 0-4

1. People in my family have played [POPULAR LOCAL SPORT].
2. I have been slapped or hit by my husband or partner AFTER THE ONSET OF COVID-19
3. I like [NAME OF WELL KNOWN TV SHOW, BUT NOT ONE EVERYONE LIKES]
4. I prefer [LOCAL FOOD THREE] to [LOCAL FOOD FOUR]
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SSO AND CALL BACK LATER]

### ASK SPLIT SAMPLE = GROUP 1

C25.2 INTERVIEWER PLEASE ASSESS WHETHER YOU THINK THE RESPONDENT UNDERSTOOD HOW TO ANSWER THE QUESTION. FOR INSTANCE, DID THE RESPONDENT ASK FOR INSTRUCTIONS TO BE REPEATED? DID THEY TAKE A LONG TIME TO ANSWER? DID THEY SEEM UNSURE?

#### SINGLE ANSWER

1. Yes, RESPONDENT UNDERSTOOD
2. No, RESPONDENT DID NOT UNDERSTAND

### ASK SPLIT SAMPLE = GROUP 2

C26A. Please tell me how many of the following statements you regard as true:

RANDOMIZE STATEMENTS

READ OUT + WRITE IN NUMERIC 0-3

1. I prefer [LOCAL FOOD ONE] to [LOCAL FOOD TWO]
2. I like [NAME OF WELL KNOWN LOCAL MUSICIAN, BUT NOT ONE EVERYONE LIKES]
3. Women in my family enjoy watching [POPULAR LOCAL SPORT].
98. Don't know [DO NOT READ] [EXCLUSIVE] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SS0 AND CALL BACK LATER]

ASK SPLIT SAMPLE = GROUP 2

C26.1 INTERVIEWER PLEASE ASSESS WHETHER YOU THINK THE RESPONDENT UNDERSTOOD HOW TO ANSWER THE QUESTION. FOR INSTANCE, DID THE RESPONDENT ASK FOR INSTRUCTIONS TO BE REPEATED? DID THEY TAKE A LONG TIME TO ANSWER? DID THEY SEEM UNSURE?

SINGLE ANSWER

1. Yes, RESPONDENT UNDERSTOOD
2. No, RESPONDENT DID NOT UNDERSTAND, PLEASE REPEAT INSTRUCTIONS BEFORE CONTINUING

ASK SPLIT SAMPLE = GROUP 2

C26B. Please tell me how many of the following statements you regard as true:

RANDOMIZE STATEMENTS

READ OUT + WRITE IN NUMERIC 0-3

1. People in my family have played [POPULAR LOCAL SPORT].
2. I like [NAME OF WELL KNOWN TV SHOW, BUT NOT ONE EVERYONE LIKES]
3. I prefer [LOCAL FOOD THREE] to [LOCAL FOOD FOUR]
98. Don't know [DO NOT READ] [EXCLUSIVE] ] [ANCHOR]
99. Refused [DO NOT READ] [EXCLUSIVE] [ANCHOR]
00. [Scripter: insert country specific "POPULAR LOCAL FOOD"] [DO NOT READ] [EXCLUSIVE] [GO TO SS0 AND CALL BACK LATER]

ASK SPLIT SAMPLE = GROUP 2

C26.2 INTERVIEWER PLEASE ASSESS WHETHER YOU THINK THE RESPONDENT UNDERSTOOD HOW TO ANSWER THE QUESTION. FOR INSTANCE, DID THE RESPONDENT ASK FOR INSTRUCTIONS TO BE REPEATED? DID THEY TAKE A LONG TIME TO ANSWER? DID THEY SEEM UNSURE?

SINGLE ANSWER

1. Yes, RESPONDENT UNDERSTOOD
2. No, RESPONDENT DID NOT UNDERSTAND