

451204
PROJECT EXPERIENCE
DEPTH INTERVIEWS
RECRUITMENT SCREENER

INTRODUCTION

Hello my name is..... and I work for a company called Rite Angle and we are doing some work for a research company called GfK NOP.

We are carrying out a research study on behalf of the Office for Disability Issues (ODI) which is a branch of Government who coordinate disability policy across all departments. We are exploring people's experiences, views and attitudes towards living with an illness, impairment or medical condition. The study is being carried out to help Government and other organisations to understand more about the people's experiences.

We are holding individual interviews around the country including here and I wondered if you might be interested in taking part in the research?

It would involve an interviewer coming to your house and spending 1 ½ hours talking to you. Any carers or assistants you wish to have with you at the time are most welcome.

As a token of our appreciation of your time you will receive a cash thank you of £35. The incentive is a gift and does not affect any benefit entitlements you may have and does not need to be declared to the Inland Revenue.

This research is being carried out on a strictly **confidential** and **anonymous** basis as set out by the Market Research Society Code of Conduct. This means that anything that you say during the interview will be treated confidentially, and that any comments you make will not be linked to your name. The ODI will not be given the names of the people who take part in this research.

This research is completely confidential.

Can I just ask you a few questions to see if you would be eligible to take part?

OCCUPATION/INDUSTRY EXCLUSIONS

Q1 Thinking about the following occupations, which if any of the following:

- a) do you currently work in or have worked in the past?
- b) any member of your family or close friends currently work in?

	a)	b)
Advertising	X	X (close)
Market research	X	X (close)
Public relations	X	X (close)
Journalism	X	X (close)
Marketing	X	X (close)
None of the above		0 0 (Go to Q1a)

PREVIOUS ATTENDANCE

Q1a How many times have you ever taken part in a social or market research study that involved an hour or more of your time?

If more than 3 attended, CLOSE

ILLNESS, IMPAIRMENT & MEDICAL CONDITION QUESTIONS

Please reassure people: This questionnaire is designed to help us identify people to take part in the research We want to make sure that we include a wide range of people in the research.

Q2 ASK ALL

Do you have any long-standing illnesses, impairments or medical conditions?

Prompt if necessary: 'Something you consider to be a disability'

By 'long-standing' I mean anything that has lasted for a period of at least 12 months or that is likely to affect you over a period of at least 12 months.

(1) Yes (*go to Q3*)

(2) No (*go to Q5*)

Q3 Does this long-standing illness, impairment or medical condition (do any of these long-standing illnesses, impairments or medical conditions) substantially limit¹ your normal day-to-day activities in any way?

(Normal day-to-day activities include everyday things like eating, washing, walking and going shopping)

(1) Yes- most of the time (*go to Q7a*)

(2) Yes- some of the time (*go to Q7a*)

(3) No (*go to Q4*)

Q4 Do you receive medication or treatment without which your day-to-day activities are limited?

(1) Yes (*Go to Q7a or close- a MAXIMUM OF 1 respondent who receives medication meaning they have no limitations on their daily life*)

(2) No (*close*)

Q5 Have you ever had a long-term (lasting for a period of 12 months or more) illness, impairment or medical condition?

(1) Yes (*Go to Q6*)

(2) No (*close*)

Q6 Did this long-standing illness, impairment or medical condition (did these long-standing illnesses, impairments or medical conditions, when taken singularly or together,) substantially limit your ability to carry out normal day-to-day activities?

(If you were receiving medication or treatment, please consider what the situation would have been without medication or treatment.)

- (1) Yes (Go to Q7a)
- (2) No (close)

¹ *'substantially limits' means limitations are neither minor nor trivial and that difficulties affect the **time taken to carry out an activity** and/ or the **way in which an activity is carried out**.*

Q7a Which of the following is or was the nature of your long-standing illness, impairment or medical condition that has substantially limited your normal day to day activities?

(Recruiter- use a show card to display the list below or read out where necessary. Please ensure you gather specific requirements for the interview on page 10/11.)

CODE ALL THAT APPLY		N O W	E V E R
Physical impairment	1		
Visual impairment	2		
Hearing impairment	3		
Learning difficulties	4		
Mental health condition	5		
Progressive, cyclical and fluctuating conditions (Cancer, MS, HIV, Parkinsons, Muscular dystrophy)	6		

- *Please write below any details or notes about their long-standing illness, impairment or medical condition:*

Q7b Only if more than 1 impairment is ticked in table above:

Of the long-standing illnesses, impairments or medical conditions that you mentioned above, which one would you say most limits your ability to carry out normal day to day activities?

- Write in which number (1-6) that causes the most substantial difficulties _____
- Please write below any additional details or notes about their illness, impairment, medical condition: _____

Quotas for 7a and 7b:

- Please recruit a spread of illness / impairment / medical condition types (as per the sample spec)
- Please recruit a maximum of 2 x respondents who only code 'EVER'

DEMOGRAPHICS

Q8a Gender Male
 Female

- **RECRUIT 50/50 SPLIT OF MALE/ FEMALE RESPONDENTS**

Q8b Which of the following age ranges applies to you?

- 16-24YEARS
- 25-49 YEARS
- 50-64 YEARS
- 65+ YEARS

Write age in.....

- **RECRUIT 2 X RESPONDENTS AGED 16-24 YEARS**
- **RECRUIT 3 X RESPONDENTS AGED 25-49 YEARS**
- **RECRUIT 3 X RESPONDENTS AGED 50+ YEARS INCLUDING MINIMUM 1 X RESPONDENT AGED 65+ YEARS**

Q8c Are you currently working? (this includes self employment)
(a) Yes (go to Q8d)

(b) No (go to Q 8f)

Q8d What is your current occupation?

Occupation of respondent _____ (go to Q8e)

Q8e If working: *Can I ask you which of the following best describes your main activities at present:*

- (a) Working full time (30+ hrs per week)
- (b) Working part time (6-29 hrs per week)
- (c) Working less than 6 hours per week

Answer: _____ (go to Q8g)

Q8f If not working: *Can I ask you which of the following best describes your main activities at present::*

- (d) Doing unpaid/ voluntary work
- (e) Unemployed - not able to work due to disability or long-standing illness
- (f) Unemployed – looking for work
- (g) Student
- (h) Retired
- (i) Other _____

Answer: _____ (go to Q8g)

- **RECRUIT 4 X RESPONDENTS UNABLE TO WORK DUE TO THEIR DISABILITY (BUT UNDER PENSION AGE) – CODE e AT Q8f**
- **RECRUIT 2 X RESPONDENTS WORKING – CODE a, b OR c AT Q8e**
- **RECRUIT 1 X RESPONDENT UNEMPLOYED AND LOOKING FOR WORK – CODE f AT Q8f**
- **RECRUIT 1 X RESPONDENT NOT WORKING AND OVER STATE PENSION AGE – CODE d, e, f, g OR h AT Q8f**

Q8g Which of the following best describes your marital status?

- (a) Married/ cohabiting
- (b) Separated/ divorced
- (c) Widowed
- (d) Single, living independently

(e) Single, living at parental home

ALL DEPTHS: NO QUOTA, RECORD FOR INFORMATION ONLY

Q8h As part of the research we are hoping to talk to people who have children living at home, as well as those who do not. Which of the following applies to you?

- (a) No children yet (pre-family)
- (b) Children (aged 0-18 years) living at home
- (c) No children living at home
- (d) No children

RECRUIT MINIMUM 2 X RESPONDENTS WHO HAVE CHILDREN LIVING AT HOME – CODE b AT Q8h

Q8i Which of the following ethnic groups would you say you belong to:

- (a) White
- (b) Asian (Pakistani)
- (c) Asian (Indian)
- (d) Chinese
- (e) Asian (other) please specify
- (f) Black (African)
- (g) Black (Caribbean)
- (h) Black (other) please specify
- (i) Other -please specify

Answer: _____

RECRUIT 2 X BME RESPONDENTS

Q8j As part of the overall project we are hoping to talk to the Lesbian, Gay and Bisexual communities in our society. Do any of the following apply to you?

Please ensure that people understand that they do not need to answer this question if they do not wish to do so.

(Recruiter- use a show card to display the list below or read out where necessary)

- (a) Lesbian

- (b) Gay man
- (c) Bisexual man
- (d) Bisexual woman
- (e) Heterosexual man
- (f) Heterosexual woman
- (g) Transgendered woman
- (h) Transgendered man
- (i) Other (please specify).....
- (j) Prefer not to answer

RECRUIT 1 X RESPONDENT WHO CODES a, b, c, d, g OR h AT Q8j

Q8k We would like to speak to people with a range of involvement in disability issues.

Have you ever been involved in campaigning for disability rights? This may have included campaigning to central government, local government, employers or other organisations.

- (a) Yes - regularly
- (b) Yes – occasionally
- (c) No - never

ALL GROUPS: ALL RESPONDENTS TO CODE b OR c AT Q8k. PLEASE INVITE THOSE WHO CODE a AT Q8k TO DEPTH INTERVIEWS TO ENSURE THAT WE CAN EXPLORE THEIR VIEWS IN DETAIL WITHOUT IMPACTING ON THOSE WHO DO NOT HAVE A GREAT DEAL OF EXPERIENCE IN CAMPAIGNING FOR DISABILITY RIGHTS.

Interviewer Instructions

Previous Attendance	None to have attended more than 3 groups/depth interviews in total.
Pre-check	Please inform all respondents that they may be contacted for validation purposes. Respondent data may be retained for up to 12 months for validation purposes.
Depth numbers	Please recruit 1 respondent per depth (plus carer or assistant where necessary). Please recruit X8 depths in total
Durations	All depths will last 1 ½ hours each and be held at the respondent's home.
Incentives	£35 per respondent NB Carers or assistants accompanying the interview do not receive payment.
Information to be recorded on profiles	Full name, age, response to ALL QUESTIONS is ESSENTIAL. Completed Questionnaires to be sent to GfK NOP.
Respondent Information	Please inform all respondents that they will be audio recorded for the purpose of the research

Overall Sample Structure:

Depth	Location	Impairment type	Age	Gender	Working Status	Ethnicity	Lifestage	Sexual Orientation
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1	Scotland Urban	2 x Physical	2 x 16-24 years		4 x unable to work due to their disability (but aged under state pension age)	2 x BME	Minimum 2 x respondents to have children living at home	2 x LGBT
2	Scotland Urban	1 x Hearing (to be profoundly deaf)		4 x female				
3	Wales Rural							
4	Wales Urban	1 x Mental illness	3 x 25-49 years	4 x male	2 x working (no quota on age – can be under or over state pension age)			
5	North Urban							
6	North Urban	2 x Learning disability	3 x 50+ years (Minimum 1 x respondent to be over state pension age)		1 x unemployed and looking for work (but aged under state pension age)			
7	South Rural	1 x Sight			1 x not working (and aged over state pension age)			
8	South Urban							

- Rural is defined as somewhere with 10,000 or less inhabitants.
- State pension age is defined as 60 and over for women and 65 and over for men.

RESPONDENT DETAILS

FORENAME OF RESPONDENT: _____ **SURNAME:**

HOME

ADDRESS: _____

TELEPHONE: _____

ALTERNATIVE TELEPHONE NUMBER:

Please ensure you obtain a telephone number, including the dialling code, for anyone participating in depth for pre/back checking purposes only.

If someone does not have access to a telephone (for example if they are deaf) then please obtain an alternative means of contact, either:

Email address:_____

Relative/ carer/ assistant phone number:_____

Some other means of

communication:_____

If a respondent is not prepared to give you these details please do not recruit them as we need to be able to confirm the interviews with them.

DATE/DAY OF Depth: _____ TIME:

AUDIO RECORDING

Please sign below that you have informed the respondent that the group/depth will be tape recorded.

Sign: _____ Date:

Next Steps: the interview

Is there any support we can give you or any other information you would like us to know in order to make the interview as comfortable and convenient as possible?

As we mentioned before, if you would like to be accompanied during your interview by your usual carer or assistant then that is fine. If so, do you know who this will be?

(A separate information letter will be provided for them to give to their carer or assistant)

Do you have any other questions you would like to ask me about the interview?

Please give respondents an invitation and a thank you leaflet-plus information letter for their carer or assistant if relevant.

RECRUITER DECLARATION

I certify that I have carried out this interview according to your instructions and that all the information herein is confidential and will not be disclosed by any other party.

Sign: _____ Date: _____

Sample of the invitation letter respondents are given to take away with them after they have been recruited with details about the interview:

1st March

12 Addiscombe Road
Any town
Any County
Postcode

Dear Mr Smith,

Thank you for agreeing to take part in this research project, which we are conducting on behalf of the Office of Disability Issues about your experiences as a person with a long-standing illness, impairment of medical condition.

The Office of Disability Issues is a branch of the Government who coordinate disability policy across all departments.

This research will take place on **[date]** in your home in the form of a one to one interview with my colleague Michael Thompson and he will arrive at **[time]**.

This research is being conducted on a strictly **confidential** and **anonymous** basis as set out by the Market Research Society Code of Conduct. This means that anything that you say during the interview will be treated confidentially, and that any comments you make will not be linked to your name. The ODI will not be given the names of the people who take part in this research.

It is normal research practice for informal discussions to be audio taped for other members of the project team to listen to.

The interview will take 1 ½ hours and as a 'thank you' for your time and participation in the group discussion you will receive £35. The incentive is a gift and does not affect any benefit entitlements you may have and does not need to be declared to the Inland Revenue.

If for any reason you are unable to keep the above appointment or you have any further questions please do not hesitate to call Sarah (the person who recruited you) on 0207 111 XXX. If you are unable to call her, please email her on sarah@emailaddress.co.uk.

We only ask small numbers of people to attend these sessions so it is important to us that you let us know if you unable to attend so we can find try to find a replacement.

Yours sincerely,

Text from a pre-printed leaflet about Research generally:

(In addition to the invitation letter, below is a copy of the information the participant will be given to take away with them. They receive this from the recruiter on the spot once they have been recruited.)

THANK YOU FOR TAKING PART IN THIS RESEARCH

This leaflet has been designed to tell you a little bit about Market Research and the Market Research Society of which Rite Angle is a member.

What is research anyway?

All sorts of organisations want to know what the general public thinks, from government and political parties through to retailers and companies who provide a product or service. They will use the information to guide their policies, product development and services. The job of the interviewer is to find out, using research such as the interview you will participate in, what people really want.

Why me?

As it is not possible to include everyone, we have to ask a range of people of all ages and types.

Why do we want personal details like your name, address and telephone number, especially if it's going to be confidential?

For two reasons:

- Firstly we need to make sure we have people from all the relevant age groups, locations etc, and we can only find this out by asking.
- Secondly, as we need to validate interviews in the interest of our clients, it is possible that someone will contact you by phone, letter or in person to check that your interview was conducted properly.

What protection do I have?

The following specific measures are designed to protect you and others:

- The Data Protection Act – All information gathered by us is covered by this Act. It can only be used for statistical or

research purposes, you will never receive sales calls or direct mail as a result of giving us your name and details.

- The IID Card – Carried by most legitimate researchers. If you wish to validate the authenticity of this interview please **call FREE on 0500 39 69 99** and ask for the Market Research Society, or call Rite Angle direct on 020 7107 XXXX.