

**451204**  
**PROJECT EXPERIENCE**  
**ETHNOGRAPHIC 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 of and views about disability. The study is being carried out to help Government and other organisations to understand more about the experiences of disabled people.

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 2 hours talking to you as you go about your normal day to day activities. Any carers or assistants you wish to have with you at the time are most welcome.

In addition to this we will be asking participants to compile a diary for a week before the interview (this can be a video diary, a written diary, an audio diary or written as an email diary or a blog). Full instructions will be given to you on how to complete this as well as a contact number if you have any questions.

As a token of our appreciation of your time you will receive a cash thank you of £60. 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 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.

**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*

## DISABILITY RELATED QUESTIONS

*Please reassure people: This questionnaire is designed to help us identify the best 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 a long-standing illness, disability or infirmity? 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 physical or mental illness or disability (do any of these physical or mental illnesses or disabilities) substantially limit<sup>1</sup> 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 2 respondents who receive medication meaning they have no limitations on their daily life*)

- (2) No (*close*)

Q5 Have you ever had a long-term (lasting for a year or more) illness, disability or infirmity that affected your activities?

- (1) Yes (*Go to Q6*)
- (2) No (*close*)

Q6 Did this health problem or disability (did these health problems or disabilities, 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)

<sup>1</sup> *'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 disability/ impairment 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.)*

<b>CODE ALL THAT APPLY</b>		<b>N O W</b>	<b>E V E R</b>
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 disability/ impairment:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ -

\_\_\_\_\_

**Q7b Only if more than 1 disability is ticked in table above:**  
Of the disabilities/ impairments 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 disability/ impairment: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Quotas for 7a and 7b:

- Please recruit a spread of disability types (as per the sample spec on the last page)
- Please recruit a maximum of 4 respondents who only code 'EVER'

DEMOGRAPHICS
--------------

Q8a Gender      Male  
                      Female  
                      Recruit 8 x male, 8 x female

Q8b Which of the following age ranges applies to you?  
16-24 (Recruit 3 x aged 16-24)  
25-49 (Recruit 6 x aged 25- 49)  
50+ (Recruit 7 x 50+)

Write age in.....

Q8c Are 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)

*Recruit 4 x working (code a, b or c)*

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 8 x unemployed, unable to work (d or e)*

*Recruit 4 x unemployed or retired (f, g, or h)*

Q8g 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 at least 3 respondents who are from groups b-i.*

## Interviewer Instructions

<b>Previous Attendance</b>	None to have attended more than 3 groups/depth interviews in total.
<b>Pre-check</b>	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.
<b>Depth numbers</b>	Please recruit 1 respondent per depth (plus carer or assistant where necessary). Please recruit X16 depths in total
<b>Durations</b>	All depths will last 2 hours each and be held at the respondent's home.
<b>Incentives</b>	£40 per respondent Plus £20 for the pre-task A total of £60 for interview and pre-task NB Carers or assistants accompanying the interview do not receive payment.
<b>Information to be recorded on profiles</b>	Full name, age, response to ALL QUESTIONS is ESSENTIAL. Completed Questionnaires to be sent to GfK NOP.
<b>Respondent Information</b>	Please inform all respondents that they will be audio recorded for the purpose of the research

Overall Sample Structure:

Location	Impairment type	Age	Gender	Working status	Ethnicity	
<b>4 x Scotland</b> 2 x Glasgow, 2 x Edinburgh (3 x Urban, 1 x Rural*)	6 x Physical	3 x 16-24yr s	8 x male	8 x unable to work due to their disability <i>(but aged under state pension age**)</i>	3 x BME	
	2 x Hearing					
	2 x Mental illness					
	<b>4 x Wales</b> 2 x Cardiff, 2 x Cardiff- rural surrounding valleys (3 x Urban, 2 x Rural)	2 x Learning disability	7 x 50+yrs	8 x female		4 x working <i>(no quota on age- can be under or over state pension age)</i>
		2 x Sight				
		2 x Progressive, cyclical and fluctuating conditions(cancer, MS, HIV, Parkinsons, muscular dystrophy)				
<b>4 x North</b> 2 x Liverpool 2 x Manchester (4 x Urban)		6 x 25-49yr s		2 x unemployed and looking for work <i>(but aged under state pension age)</i>		
<b>4 x South</b> 2 x Lewisham 2 x Surrey (3 x Urban, 1 x Rural)				2 x not working <i>(and aged over state pension age)</i>		

\* 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:**

As we mentioned earlier, we would also like you to complete a diary during the week before your interview. This will involve either making notes in writing, talking into a tape recorder, writing it on a blog or doing a video diary. I (or a colleague from Rite Angle) will bring the diary materials round to your house. Full instructions will be in your diary pack along with an example of the sorts of information we would like you to record.

Which method of diary would you prefer to complete: *(Please tick)*

- Video \_\_\_\_\_
- Pen and paper \_\_\_\_\_ *(If pen and paper diary, the recruiter will have some copies with her and can give it to the respondent then and there.)*
- Email/ blog \_\_\_\_\_
- Audio Diary \_\_\_\_\_

When I (or my colleague) bring the diary pack to your house, would you like to have someone else there while we explain it?

Yes \_\_\_\_\_

No \_\_\_\_\_

If yes, who will this be?

---

---

When would be a convenient time to bring the diary materials to your house?

---

---

Do you have a preference as to how you would like your instructions for the diary? (e.g. a large font size or tape recorded etc)

---

---

Is there any other 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 or the diary?

---

---

**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:

1<sup>st</sup> February

12 Addiscombe Road  
Any town  
Any County  
Postcode

Dear Mr Smith,

Thank you for agreeing to take part in this market research project, which we are conducting on behalf of the Office of Disability Issues about your experiences as a disabled person.

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

You have agreed to complete a diary during the week before your interview. [Name] will bring the diary pack to your house at the agreed date and time:

[Date]

[Time]

This research will take place in your home in the form of a one to one interview with my colleague Michael Thompson and he will arrive at 11.30am. After the interview, he will take the diary materials away with him.

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

The discussion will take 2 hours and as a 'thank you' for your time and participation in the interview and completing the diary, you will receive £60. 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 are 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 Market 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.