

CITIZENS' ASSEMBLY OF SCOTLAND

RECRUITMENT OF PARTICIPANTS

INTERVIEWER INSTRUCTIONS

August 2019

Introduction:

Thank you for working on this important study.

The Citizens' Assembly of Scotland was announced by the First Minister earlier this year. It will run over six weekends from October 2019 to April 2020.

We have been commissioned by the Scottish government to recruit participants for the Assembly, a process which will be done by selecting households at random within the postcodes you have been given.

You have all been verbally briefed on this job and these instructions run alongside that briefing and should be used as reference point.

Of course, if anything is unclear to you or to members of the public when you are recruiting then you can call us for clarity.

Packs:

Along with these instructions your packs contain:

- Quota sheets and postcodes
- Recruitment questionnaires
- Showcards
- Doorstep Q&A (short and longer versions)
- Privacy Notices

Quota sheets and postcodes:

As you know, we have been through a process of randomly selecting postcodes from the Postcode Address File in each Scottish Parliamentary region.

The postcodes selected for your area are in your packs. The number of postcodes selected in your area equals the number of participants you need to select.

At each postcode are you can select NO MORE THAN 2 participants. In each we would like to visit different streets within your postcode area; so, if you have selected one participant then do not visit any more households in that street.

In terms of quotas to be achieved, these are in your pack and cover:

- Age,
- Gender,
- Highest qualification,
- Ethnic group,
- Limiting long-term health condition,
- Voting intention to Scottish Parliament,
- Voting intention for EU membership,
- Voting intention on Scottish independence.

Recruitment questionnaire

The recruitment questionnaire, 10 pages in length, covers:

- Prioritisation of 'hard to reach' groups – younger people, those with limiting long-term conditions,
- Random selection of participant within household
- Screener questions to determine eligibility
- Information to give at end of recruitment

Introduction:

Page 1 of the questionnaire sets out the broad details of the Assembly. It explains how many participants there will be, what the broad topics will be, the dates and locations of the meetings and details of the incentive payment.

It is important that you get those details across though not necessarily by having to read the first page word for word.

Before we look at selection of individual participants it is worth emphasising that you will only use a Kish Grid once during the process.

Prioritisation of hard to reach groups and random selection of participant within household:

Young people (16-29):

On page 2 we begin by asking if anyone in the household is interested in taking part in the Assembly. If no, then close and leave.

If Yes, then we begin the recruitment process.

Firstly, we ask how many people aged 16+ live in the household – if the answer is one then that is obviously the person we want to recruit - ask Q4 and then move to the screening process at QA.

If there is more than one person living on the household then the first thing, we try to find out is whether there is anyone aged 16-29 living in the household.

If there aren't any then ask Q4 and then move to the screening process at QA.

If there is at least one 16-29 year old then ask how many – if there is only one then that is the person we need to speak with; if there are 2 or more then select one at random by writing all the first names in age order (oldest first) and then selecting one using the Kish Grid at the top of page 3. The Kish Grid means that you choose the number in the cell where the number of eligible 16-29-year olds meets the interval of the household you are visiting.

Example: if you are you are visiting your 5th household and there are 3 people aged 16-29 then you should seek to recruit person 2.

Once you have selected a 16-29-year old, ask them Q4 and then move to QA.

Limiting long-term health conditions

The other hard to reach group we need to prioritise (after young people) are those with limiting long-term health conditions.

Q4 is asked at single-person households, or multi-person households with no 16-29-year olds or if young person already selected

Q5 is asked if multi person household with nobody aged 16-29

Whether you ask Q4 or Q5 then use SHOWCARD A which lists the relevant conditions – note that they may have more than one and that this may not be an exhaustive list

If there are no people in the household with a long-term condition the go to Q6

If there is one person with a long-term condition, then attempt to recruit that person and go to QA

If there is more than one person with a long-term condition, then select one at random by writing all the first names in age order (oldest first) and then selecting one using the Kish Grid at the top of page 5. The Kish Grid means that you choose the number in the cell where the number of eligible 16-29-year olds meets the interval of the household you are visiting.

Example: if you are you are visiting your 7th household and there are 4 people with a long-term then you should seek to recruit person 3.

If you are at a household with one than one person but nobody aged 16-29 or with a long-term condition, then you will select a random adult at Q6.

In this case, begin the random selection choice by writing all the first names in age order (oldest first) and then selecting one using the Kish Grid at bottom of page 5. The Kish Grid means that you choose the number in the cell where the number of eligible 16-29-year olds meets the interval of the household you are visiting.

Example: if you are you are visiting your 2nd household and there are 3 people aged 16-29 then you should seek to recruit person 2.

Screener questions to determine eligibility:

The screener questions begin at the top of page 6 and are there to make sure recruited participants meet the agreed quotas.

There are 8 screener questions

QA – Gender (single code)

QB - Age – please enter exact age and select category

QC – we must meet the eligibility criteria - please use SHOWCARD B and ask them to confirm that none of the issues apply to them – if none of them apply then carry on to QD, if they answer that ANY of the issues apply to them then thank and close

QD - a further criteria is that they must not have taken part in any focus group in the past 6 months. If they have then thanks and close. **Please note that this doesn't apply if the have just completed surveys.**

QE – Qualifications – please use SHOWCARD C – ask respondent to say which qualifications they have and code highest below, at the bottom of page 7.

QF – ethnicity – please use SHOWCARD D – ask respondent to identify their ethnic group and code below, at the bottom of page 8

QG – QI are political attitude questions

QG – political party – please say which party you would vote for in Scottish parliament election if all parties were standing in your area – please note there is an option to not vote, to say Don't Know or to refuse

QH – EU membership – this question is about how you would vote in a referendum, on the UK's membership of the EU - please note there is an option to not vote, to say Don't Know or to refuse

QI – Scottish independence - this question is about how you would vote in a referendum, on Scottish independence - please note there is an option to not vote, to say Don't Know or to refuse

QJ and QK are to establish if participant has caring responsibilities and, if so, how many hours per week.

At the end of the recruitment, if a person has been selected please collect details for contacting – name, address, email address – once you have done this, please ask them which is their preferred method of communication

Finally, all selected participants must sign and date the declaration at the bottom of page 10 – then thank.

Information to give at end of recruitment

Before leaving the household, you must

- **Leave a copy of the Privacy Notice, confirming that their name and location (not addresses or any other information given)**
- **Leave a copy of the short Doorstep questionnaire which is in your packs**
- **Remember that they can call the helpline during office hours - 0800 4700094**

ShowCards

There are 4 showcards in your packs which must be used at all times. They are:

ShowCard A – List of limiting long-term conditions - used at Q4/Q5 of the questionnaire

ShowCard B – List of Assembly eligibility criteria - used at QC of the questionnaire

ShowCard C – list of qualifications – used at QE of the questionnaire

ShowCard D - list of ethnic groups – used at QF of the questionnaire

Doorstep Q&A

Participants are likely to have a range of questions about the Assembly. We have tried to anticipate as many of these as possible and have produced two documents:

- A summary of the most important questions answers – *please leave this with each participant selected*
- A longer Q&A which acts as a reference for you to answer additional questions that participants may have – please refer to this where needed

If there are additional questions which you are unable to answer, please ask the participant to call our dedicated helpline - 0800 4700094

Privacy Notice

Each selected participant MUST be left with a Privacy Notice. This outlines what happens with the data we have collected during recruitment.

You MUST tell selected respondents that it has been decided that the names of participants and the region they come from will be made public. No other information will be made public.

As well as saying this to them verbally it is vital that they receive a Privacy Notice and are encouraged to read this.

Admin:

Please have ID badges on and visible at all times.

Please instruct all members of the public to call the dedicated helpline if they have questions – 0800 4700094

Please update figures to [Redacted S.38(1.)(b)] after each day of working. [Redacted S.38(1.)(b)] will be in touch with exactly what is needed

As briefed, we will have a short pause in recruitment at around the halfway stage

And finally!

Good luck – we look forward to catching up during and after recruitment!

Please do not hesitate to get in touch with any questions or queries

[Redacted S.38(1.)(b)]