

Annex 2 - Recruitment Questionnaire

Job No: 10854

Classification

Age		Gender		Location	
18 to 25	1	Male	1	Edinburgh & Lothians	1
26 to 29	2	Female	2	Glasgow	2
30 to 40	3			Aberdeen	3
41 to 45	4			Inverness	4
46+	5 – CLOSE			Other	5
Occupation of chief wage earner		Social Class		Marital Status	
Position		AB	1	Single	1
_____		C1	2	Married/co-habiting	2
–		C2	3	Separated/divorced	3
Industry		DE	4	Widowed	4

RECRUIT MIX OF AGE, GENDER, SOCIAL CLASS

Interviewer's Declaration

I declare that I have carried out this interview in full, in accordance with the instructions and briefing material from Progressive Partnership Ltd.

Interviewer's Signature: _____

Date:

Print Name: _____

Method of Recruitment

Face to face Telephone

Respondent Details

Name:	Address:
Email Address	
Phone:	Postcode:

START TIME: _____

Introduction: Good morning/afternoon I am..... from Progressive, an independent research company, who is carrying out group discussions with people in your area.

We are conducting research looking to understand people's views on having children, their ideal family sizes, and how these views might have changed over time. This research is being conducted on behalf of the Scottish Government's Population Programme, which as part of its work, seeks to explore – through a variety of research and analysis - how attitudes and individual choices could be shaping long term trends, like demographic change, into the future.

This will involve taking part in a discussion with an experienced researcher from Progressive. We are keen to gain a wide variety of opinions and would be very interested to hear your views. This is purely for social research purposes and is not related to commercial activity in any way. Would you be interested in taking part?

Outcome:

	CODE	ROUTE
Yes	1	Continue
No	2	CLOSE

Before I start, I just need to give you a few details about the research.

The first stage of the research involves gathering some preliminary information about you such as age and gender, and also some initial questions about if you have or want to have children. This information is needed because we have been asked to speak to specific target audiences.. No personal information about you will be provided to any other third parties.

At this moment I just need to ask a few profiling questions to find out about you, as we want to invite a broad spectrum of people who live in the area.

The discussions are happening on _____ @ _____ and would last approximately 75mins. As a thank you for your time you would receive £40 + £25 for completing an online survey in advance of the group discussion / in-depth.

I have a copy of Progressive's privacy statement if you would like to read it.

<p>Group 1 – Tuesday 10th May @ 6pm</p> <ul style="list-style-type: none"> - Social grades ABC1 - Dependent children under 16 - Mix of gender - Mix of age (all 45 or younger) - Mix of urban/rural 	<p>Group 2 – Tuesday 10th May @ 7.30pm</p> <ul style="list-style-type: none"> - Social grades C2DE - Dependent children under 16 - Mix of gender - Mix of age (all 45 or younger) - Mix of urban/rural
<p>Group 3 – Thursday 12th May @ 6pm</p> <ul style="list-style-type: none"> - Social grades ABC1 - No children - Females - Aged 30 to 40 - Mix of urban/rural 	<p>Group 4 – Thursday 12th May @ 7.30pm</p> <ul style="list-style-type: none"> - Social grades C2DE - No children - Females - Aged 30 to 40 - Mix of urban/rural
<p>Group 5 – Tuesday 17th May @ 6pm</p> <ul style="list-style-type: none"> - Social grades ABC1 - Mix of children/no children - Mix of gender - Aged 18-25 - Mix of urban/rural 	<p>Group 6 – Tuesday 17th May @ 7.30pm</p> <ul style="list-style-type: none"> - Social grades C2DE - Mix of children/no children - Mix of gender - Aged 18-25 - Mix of urban/rural
<p>In-depth interviews</p> <ul style="list-style-type: none"> - 6 to be with men who have no children and are aged between 30 – 40. A mix of SEG. - 9 to be with women and men who fall into the profile of groups 1/2/5/6 and who are not comfortable taking part in focus groups - Must include women and men who fall into lower SEG and have 3 or more children in groups 6 & 2 - Must include a mix of those who do want to have (more/any) in groups across the sample - 6-8 people from minority ethnic backgrounds 	

SQ1 - Do you or does any of your close family or friends work in any of the following industries?		
Advertising	1	CLOSE
Marketing	2	CLOSE
Public Relations	3	CLOSE
Market Research	4	CLOSE
Scottish Government	5	CLOSE
None of the above	6	Q1a

Q1 - Do you have any dependent children aged 16 or under living at home?		
Yes, I have children living at home	1	Go to Q1
Yes, I have children, but they have grown up and left the family home	2	CLOSE
No kids	3	Go to Q2

Q2 – Thinking now about having children, which of the following statements do you MOST agree with?		
I have children and my family is complete	1	Go to Q3
I have children and hope to have more	2	Go to Q3
I have thought about having children, and hope to have them one day	3	Go to Q3
I don't think I'll have children	4	Go to Q3
I do not want children	5	Go to Q3
I have given absolutely no thought to having children at all, I'm too young to think about that	6	CLOSE

Q3 – Thinking now about in an ideal world and if you had no constraints to have (any/more) children, How would you describe your desire to have a(nother) child		
Strong desire to have	1	
Desire to have	2	
Not sure	3	
Desire not to have	4	
Strong desire not to have	5	

Q4 - Which of the following best describes where you currently live?		
City or large town centre	1	Urban
Outskirts of city or town/suburbs	2	
Small town	3	
Village or hamlet	4	Rural
Countryside	5	
Remote rural area	6	
Other	7	
Prefer not to say	8	

Q5 – Which of these groups do you consider you belong to?		
White		
Scottish	1	
Other British	2	
Irish	3	
Any other white background, please specify	4	
Mixed		
Any mixed background, please specify	5	
Asian, Asian Scottish or Asian British		
Indian	6	
Pakistani	7	
Bangladeshi	8	
Chinese	9	
Any other Asian background, please specify	10	
Black, Black Scottish or Black British		
Caribbean	11	
African	12	
Any other Black background, please specify	13	
Other Ethnic Background		
Any other background, please specify	14	
Prefer not to say	15	
Don't know	16	

Q6 - Have you ever attended a group discussion or taken part in a market research study recently?		
Yes	1	Q7 & Q8
No	2	Recruit

Q7 - How long ago did you attend this group discussion?		
In last 6 months	1	
In last 6-12 months	2	
More than 12 months ago	3	

Q8 - What was the subject matter?		

If subject similar to this topic, close and do not invite

Q9 - Which of the following statements do you agree with?		
I enjoy going out and meeting people	1	MUST CODE ALL 3 TO QUALIFY
I would describe myself as outgoing and enjoy chatting to people even if I don't know them well	2	
I am not afraid to express my opinions in front of a group of people	3	
I am a bit shy and get embarrassed easily	4	CLOSE

****Anyone that codes 4 please consider for an in-depth interview****

Q10 - And finally, the group discussion/in-depth interview you have been recruited to take part in may/will be video and/or audio recorded. The session and/or recordings may be seen/heard by people who are employed by the client only to pursue the aims of the study and/or for training purposes.

You have the right to withdraw from the session at any time, for any reason. By agreeing to participate you are giving your consent for the session to be recorded and for the recording to be kept until the completion of the project. The recording will be destroyed within 1 month of the end of the project.

I agree to continue and participate	1	Recruit
I do not agree to continue and withdraw from the study	2	Thank and Close

RECRUITER NOTE:

PLEASE ENSURE THE RESPONDENT IS COMFORTABLE WITH PARTICIPATING IN THE RESEARCH VIA ONLINE VIDEO (USING ZOOM PLATFORM). THIS INVOLVES HAVING ACCESS TO:

- INTERNET
- PC/LAPTOP/TABLET/MOBILE PHONE THAT HAS VIDEO AND AUDIO CAPABILITIES (e.g. built in microphone and camera or webcam)
- Please also make sure that respondent has an appropriate place they can take part (i.e. a quiet area within their house, respondents shouldn't be sitting in a car or a pub for example).

ALL INCENTIVES WILL BE PAID VIA AYDA. RESPONDENTS SHOULD BE COMFORTABLE WITH GIVING PROGRESSIVE THEIR E-MAIL ADDRESS AND SHARING THEIR BANK DETAILS WITH AYDA.

RESPONDENT CONSENT WILL BE ASKED FOR AGAIN WHEN THEY REGISTER WITH AYDA, BEFORE THE SESSION BEGINS.

CONTACT DETAILS IF RESPONDENT ASKS:

- Progressive Partnership
- Elise Livingstone elise.livingstone@progressivepartnership.co.uk

Thank and close
Check and classify

END TIME: _____