

PFR- 16220

Participant name:

Email:

Tel number:

Note:

I am now going to ask you some research guidelines

Q1. Can you tell me if you or any of your family work in the following industries?

IT, website and app design or software development

Market research or social research

User experience or user research

For a government department such as the Office for National Statistics

As a journalist or for a media outlet

Thank and close if they answer yes to those industries above

Q2. How many pieces of paid research (this could be a focus group, one to one interview or looking at a website, tablet or app) have you taken part in throughout your lifetime?

None [go to 2c.](#)

1-3 [go to 2b.](#)

3+ [go to 2b.](#)

Capture for reference

2b. When did you last take part in research?

Do not recruit previous ONS participants

2c. Are you due to take part in research in the future?

Yes **Probe and ask what they will be discussing**

No

I am now going to ask you some demographic questions

Q3. Please confirm your age

All to be 18 plus

Q4. What is your gender?

Female [Go To Q6](#)

Male [Go To Q6](#)

Trans female [GoTo Q5](#)

Trans male [Go To Q5](#)

Non-binary [Go To Q6](#)

Gender fluid [Go To Q6](#)

Agender [Go To Q6](#)

Other...please specify

Aim to recruit a mix

Q5. Do you identify as Transgender?

Yes

No

Recruit 16 people who are trans male, trans female, trans non binary or other (Genderqueer)

Q6. What is your job title?

Capture for reference

Q7. Would you class yourself as an active supporter of any of the following social movements?

Women's rights and equality

Black lives matter

LGBTQ Equality

Climate change

Animal rights

Human rights

Me too

None of the above

Recruit 16 that select women's rights and equality

Questions for those who selected women's rights and equality

Q8. Are you a member of a women's rights organisation or charity?

Yes [Go to Q9.](#)

No [Go to Q13.](#)

Questions for those who are a member of a women's rights and equality org/charity

Q9. What is the name of the organisation or charity?

Capture for reference

Q10. Do you pay for your membership?

Recruit a mix of those who have paid and non paid memberships

Q11. What type of a affiliation do you have with an women's rights organisation or group?

For example: mentor, fundraise, advocate

Q12. How long have you been a member?

Capture for reference

Questions for those who do not identify as Transgender

Q13. Would you class yourself as an ally of the Trans Community?

Yes

No

Recruit x 4 Trans Ally's

Q14. Why do you believe you are an ally of the Trans community?

Capture for reference - PFR and ONS to identify model answers

I'm now going to ask you a few questions about the research appointment

Q15. The research will be audio recorded for internal client review only at a later date.

With this in mind, are you happy to participate?

Yes

No **Thank & close**

Q16. Interviews will be held remotely via Google Hangouts. You will need a device (ideally a laptop/desktop computer) with a working camera, mic and speakers and a large enough screen to view content comfortably. If you are using an Apple device, you may need to download the Google Meets app to enable you to join the call.

With this in mind, are you happy to participate?

Yes

No **Thank & close**

If they don't have a webcam/don't want to use it but fit the criteria - refer to client

Q17. You have been invited to take part in this session on the basis of the information provided, some of this information will be passed on to our client for the purposes of the research session in compliance with current data protection legislation. If the information later proves to be false/incorrect, you will not receive your incentive. (This will be at the discretion of the client running the research).
With this in mind, are you happy to participate?
Yes
No **Thank & close**

FOR PARTICIPANTS RECRUITED OUTSIDE OF PFR DATABASE If you do take part in paid research with us, we will store your personal information and any further information established in further contact with you, securely on SharePoint, our document storage platform.
This information will be retained in accordance with our industry regulatory body, the Market Research Society (MRS) and the MRS code of conduct and current data protection legislation and deleted after 2 years.

