

# Recruitment Materials for Wellbeing Study

## Introduction

The documents below are designed to recruit persons to join in one or more on-line text focus groups, with the objective of exploring perceptions of wellbeing. This is an exploratory study and is not an exercise in measurement. It is expected that there will be a minimum of 4 groups with each group consisting of 15 members. The groups will probably be started at different times but each would be coordinated to start with all participants at the same time. They would then be left open for individual members to contribute further at their convenience and as time passes, until closed a week later. We expect each group to have 2 moderators each of whom will attend the group for a minimum of 1.5 hours each day at times to be agreed but will include one reviewing progress each evening at around 7 pm.

Documents below cover each part of the process:

- a) Invitation to potential participants
- b) Screener Questionnaire
- c) Comment on selection(s) of respondents

## Email invite to potential participants:

We propose to send the invitation below to one or more of the email opt-in data bases available through Sample Answers. We will send as many invitations as possible within the budget, to obtain sufficient responses to ensure the selection of a variety of participants for the text based group discussions. The invitation, like the screener questionnaire, should be as simple as possible to help ensure as inclusive a response as may be achievable.

Subject: How are you feeling today?

Dear <name>,

There has been a lot of talk about changing GDP to take account of other aspects of our society than just the economy, so there has never been a more important moment than now for your voice to be heard in the public debate – whoever you are!

If you'd like to tell us anything about your life and your hopes just click <here>.

Everything you tell us will be kept confidential and you will be eligible for the prize draw and other rewards. For further information click [here](#)

Yours sincerely,

Named Person, Campaign for Better Statistics

## Screener Questionnaire - on line survey:

Experience has shown that the welcome page should be as short as possible.

Welcome to your well-being survey. All your answers are kept confidential but feel free to ignore any questions you don't wish to answer. For further information click <here>

Q1. Firstly just tell us in your own words how are you feeling at the moment?

<leave a space for response>

Q2. In summary would you say that (choose one response)

- I'm very happy
- I'm fairly happy
- I'm neither happy nor unhappy
- I'm unhappy
- I'm very unhappy

Q3. What's the main reason you say that?

<leave a space for response>

Q4. We would like to you to tell us about aspects of your life that may affect your well-being. Please answer as many as you, like in whatever order you like (Please choose 1 topic)

- |  |  |
|--|--|
| 1) The effect of covid-19 on you, personally....         | 2) Your family and friends.....          |
| 3) Your general health and activities.....               | 4) Your home and local area.....         |
| 5) Your work and finances....                            | 6) Your education and skills....         |
| 7) Your interest in National or International issues.... | 8) I'd rather not tell you any more..... |

**Explanatory Note:** Each topic is a separate (short) questionnaire section. When a section has been completed the respondent is then provided with the remaining topics to choose if they wish (unless they have chosen section 8). Although it is tempting to ask lots of questions we only wish to profile people for selection of a wide variety of participants to the online text groups and to identify those more prepared (and able) to 'talk' about themselves. Please use the contact form if you require further details.

When the respondent selects Topic 8, then they have completed their response subject to these final questions:

8. Thank you – to be entered into our prize draw please complete the following 5 questions:

8.1 What is your gender? Female / Male / Other / Prefer not to say

8.2 What was the year of your birth? <year>

8.3 Please indicate your ethnic background:

- White British
- White Irish
- White other European
- White other than European
- White and Black Caribbean
- White and Black African
- White and Asian

Other mixed groups

Jewish

Indian

Pakistani

Chinese

Other Asian

Black African

Black Caribbean

Black Other

Arab

Other ethnic group

Don't wish to say

8.4 What is your post code <post code>

8.5 What is your email address? <email>

### Comment on Selection for Groups:

The primary criteria to be employed will be to ensure representation of different happiness levels and each of the 7 main topics within each group. We will also recruit across age ranges and different ethnicities. Accordingly, we will expect to ensure that none of the groups would be dominated by a single interest. Final selection will depend upon responses to the survey.

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