
Appendix 1: Sampling and recruitment

This appendix provides detail of the sample sought and achieved for the juries, as well as detailed information on the geographical distribution of the achieved sample. It also includes the screening questionnaire used to recruit participants and the letter of invitation that explains the process to participants.

Achieved sample

Table 1 shows a full breakdown of the achieved sample for all five juries alongside demographic quotas.

Quotas were set for each location to ensure that the achieved sample reflected the local population in terms of key demographics. These quotas were based on recruiting 25 participants for each location to ensure at least 20 people in each location completed the jury process. Demographic quotas were set using 2021 Office for National Statistics (ONS) mid-year population estimates and, where possible given the timing of recruitment, releases from the 2021 Census. To ensure the juries were inclusive of different experiences in society quotas were also set to include participants with disabilities. Higher quotas were set for younger as well as black and ethnic minority participants as we know from previous research that these demographics are more likely to drop-out in the process. As the discussion topic of trade impacts UK industries differently, quotas were set to ensure that each jury included a range perspectives across different employment industries. Nomis¹ data was used to set quotas for experience of working in key local industries. For participants not working in these industries the industry they work in was recorded to ensure a mix of representation.

In the achieved sample, NatGen recruited 113 participants. Of these, 97 participants (86%) attended all five workshops, 101 (89%) attended the four online workshops, and 6 (5%) attended three workshops or fewer. NatGen did not recontact eight participants recruited who did not attend the first workshop, and overall, 102

¹ [Nomis - Official Census and Labour Market Statistics \(nomisweb.co.uk\)](https://www.nomisweb.co.uk)

participants (84%) attended the final session.

Overall, the achieved sample reflected good representation across key demographic quotas and local industries. Where it did not reach the desired quotas was in the 'other' or 'prefer not to say' gender categories across locations, those who identified as mixed British, Northern Irish and/or Irish mixed national identity in Belfast, disabled participants in Belfast and Reading, unemployed participants in Belfast, Doncaster, and Reading, and owners of non-UK passports in Reading and Bridgend.

The project successfully ensured the participation of young and minority ethnic participants, however Belfast achieved slightly lower participation than sought from ethnic minority participants and Paisley from both younger and ethnic minority participants. The latter likely reflects the lower sample achieved overall in Paisley relative to the other locations, due to recruitment here being carried out closer to the start of the research following a change in location during fieldwork.

Achieved sample

Table 1. Achieved sample

Location	Demographic	Category	Sample (n)	Quota	% of sample from this location
Belfast	Gender	Female	10	Min. 10	40%
		Male	15	Min. 10/9 (conditional on below)	60%
		Other or prefer not to say	0	Min. 1	0%
	Age	18-29	4	5-10	16%
		30-44	9	5	36%
		45-64	8	5	32%
		65+	4	5	16%
	Ethnicity	White	23	17	92%
		Asian or Asian British	2	1	8%
		Mixed or Multiple Ethnic Groups	0	1	0%
		Black or Black British	0	1	0%
	National Identity	British	9	5	36%
		Northern Irish	6	3	24%
		Irish	6	5	24%
		Other (mix Brit./NI/Irish)	0	3	0%
		Other (not Brit./NI/Irish)	4	4	16%
	Disability	Yes	0	Min.4	0%
		No	25	None set	100%

	Employment Status	Full Time	19	15	76%
		Part-time	0		0%
		Student	3	Min. 1	12%
		Unemployed	0	Min. 1	0%
		Retired	3	Min. 2	12%
		Looking after home or family	0	Min. 1	0%
	Employment Industry (Due to the way that employment data is gathered in Northern Ireland a quota of 6 from a 'mixture of services' sought by recruiters. These have been allocated across retail, hospitality and IT in the table so that they align with other nations)	Admin and Support Services	0	None set	0%
		Wholesale and Retail Trade	5	None set	20%
		Human Health and Social Work Activities	1	None set	4%
		Charitable	1	None set	4%
		Civil Servant	1	None set	4%
		Communication	1	None set	4%
		Construction	4	Min. 2	16%
		Education	4	None set	16%
		Health and Beauty	2	None set	8%
		Hospitality	1	None set	4%
		IT	1	None set	4%
		Manufacturing	3	Min. 2	12%
				None set	
		Religious	1		4%
	Social Grade	A	0	Min. 5	0%
		B	5		20%
		C1	10	None set	40%
		C2	5	None set	20%
		D	5	Max. 5	20%
		E	0		0%
	Owner of a non-UK Passport	Yes	8	Min. 4	32%
No		17	None set	68%	
Paisley	Gender	Female	9	Min. 10	50%
		Male	9	Min. 10/9 (conditional on below)	50%
		Other or prefer not to say	0	Min. 1	0%
	Age	18-29	3	5-10	17%
		30-44	4	5	22%
		45-64	6	5	33%
		65+	5	5	28%
	Ethnicity	White	17	17	94%

		Asian or Asian British	0	1	0%
		Mixed or Multiple Ethnic Groups	1	1	6%
		Black or Black British	0	1	0%
	Disability	Yes	3	Min. 4	17%
		No	15	None set	83%
	Employment Status	Full Time	9	15	50%
		Part-time	0		0%
		Student	0	None set	0%
		Unemployed	1	Min. 1	6%
		Retired	6	Min. 2	33%
		Long-term Sick	2	Min. 2	11%
	Employment Industry	Admin and Support Services	4	Min. 3	22%
		Wholesale and Retail Trade	2	Min. 4	11%
		Human Health and Social Work Activities	0	Min. 3	0%
		Architecture	1	None set	6%
		Health and Safety	1	None set	6%
		Charitable	1	None set	6%
		Employability	1	None set	6%
		Fashion	1	None set	6%
		Police	1	None set	6%
		Education	1	None set	6%
		Librarian	1	None set	6%
		Retired	1	None set	6%
		Unemployed	3	None set	17%
	Social Grade	A	0	Min. 5	0%
		B	2		11%
		C1	9	None set	50%
C2		4	None set	22%	
D		0	Max. 5	0%	
E		3		17%	
Owner of a non-UK Passport	Yes	1	Min. 1	6%	
	No	17	None set	94%	
Doncaster	Gender	Female	11	Min. 10	50%
		Male	11	Min. 10/9 (conditional on below)	50%
		Other or prefer not to say	0	Min. 1	0%
	Age	18-29	9	5-10	41%
		30-44	4	5	18%

		45-64	6	5	27%
		65+	3	5	14%
	Ethnicity	White	16	17	73%
		Asian or Asian British	3	1	14%
		Mixed or Multiple Ethnic Groups	1	1	5%
		Black or Black British	2	1	9%
	Disability	Yes	4	Min. 4	18%
		No	18	None set	82%
	Employment Status	Full Time	12	15	55%
		Part-time	4		18%
		Student	1	Min. 1	5%
		Unemployed	0	Min. 2	0%
		Retired	3	Min. 1	14%
		Looking after home or family	2	Min. 1	0%
		N/A	2	N/A	9%
	Employment Industry	Admin and Support Services	0	None set	0%
		Wholesale and Retail Trade	5	Min. 4	23%
		Human Health and Social Work Activities	3	Min. 3	14%
		Education	4	None set	18%
		Construction	2	None set	9%
		Motoring	1	None set	5%
		Theatre	1	None set	5%
		Transport	2	Min. 3	9%
		Utilities	1	None set	5%
		N/A	3	N/A	14%
Social Grade	A	0	Min. 5	0%	
	B	6		27%	
	C1	3	None set	14%	
	C2	5	None set	23%	
	D	6	Max. 5	27%	
	E	2		9%	
Owner of a non-UK Passport	Yes	5	Min. 5	23%	
	No	17	None set	77%	
Reading	Gender	Female	11	Min. 10	48%
		Male	12	Min. 10/9 (conditional on below)	52%
		Other or prefer not to say	0	Min. 1	48%

Age	18-29	4	5-10	17%	
	30-44	8	5	35%	
	45-64	8	5	35%	
	65+	3	5	13%	
	Ethnicity	White	18	15	78%
		Asian or Asian British	1	2	4%
		Mixed or Multiple Ethnic Groups	2	1	9%
		Black or Black British	2	2	9%
	Disability	Yes	1	Min. 4	4%
		No	22	None set	96%
	Employment Status	Full Time	18	16	78%
		Part-time	2		9%
		Student	0	Min. 1	0%
		Unemployed	0	Min. 1	0%
		Retired	1	Min. 1	4%
		Looking after home or family	0	Min. 1	0%
		N/A	2	N/A	9%
	Employment Industry	Admin and Support Services	1	Min. 2	4%
		Wholesale and Retail Trade	0	None set	0%
		Human Health and Social Work Activities	2	None set	9%
Construction		2	None set	9%	
Education		1	None set	4%	
Motoring		1	None set	4%	
Transport		2	None set	9%	
Cleaning		1	None set	4%	
Creative		1	None set	4%	
Distribution		1	None set	4%	
Finance		1	None set	4%	
House Husband		1	None set	4%	
IT		3	Min. 3	13%	
Local Government		2	None set	9%	
Unemployed		1	None set	4%	
Professional Services		1	Min. 3	4%	
Recruitment		1	None set	4%	
N/A	1	None set	4%		
Social Grade	A	0	Min. 5	0%	
	B	7		30%	
	C1	9	None set	39%	

		C2	3	None set	13%
		D	3	Max. 5	13%
		E	1		4%
	Owner of a non-UK Passport	Yes	1	Min. 7	4%
		No	22	None set	96%
Bridgend	Gender	Female	15	Min. 10	40%
		Male	10	Min. 10/9 (conditional on below)	
		Other or prefer not to say	0	Min. 1	60%
	Age	18-29	8	5-10	32%
		30-44	7	5	28%
		45-64	8	5	32%
		65+	2	5	8%
	Ethnicity	White	19	16	76%
		Asian or Asian British	4	2	16%
		Mixed or Multiple Ethnic Groups	1	1	4%
		Black or Black British	1	1	4%
	Disability	Yes	6	Min. 4	24%
		No	18	None set	72%
	Employment Status	Full Time	14	15	56%
		Part-time	5		20%
		Student	0	Min. 1	0%
		Unemployed	2	Min. 2	8%
		Retired	4	Min. 1	16%
	Employment Industry	Admin and Support Services	0	None set	0%
		Wholesale and Retail Trade	4	Min. 3	16%
		Human Health and Social Work Activities	4	None set	16%
		Civil Servant	1	Min. 3	4%
		Cleaner	1	None set	4%
		Education	2	None set	8%
		IT	2	None set	8%
		Manufacturing	2	Min. 3	8%
		Retired	4	None set	16%
		Transport	2	None set	8%
		N/A	1	N/A	4%
	Social Grade	A	0	Min. 5	0%

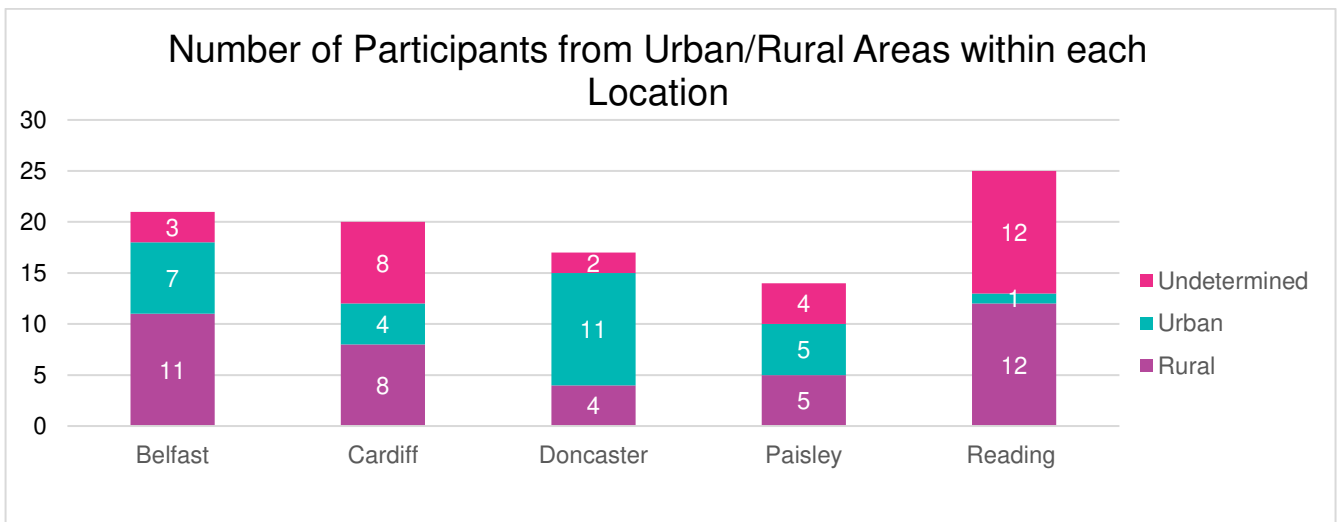
	B	2		8%
	C1	7	None set	28%
	C2	6	None set	24%
	D	6	Max. 5	24%
	E	3		12%
	N/A	1	N/A	4%
Owner of a non-UK Passport	Yes	3	Min. 5	12%
	No	22	None set	88%

To understand the distribution of participants living in urban and rural areas in each the five jury locations we collected the first four digits of their postcode and then assigned to them 'urban' or 'rural' using ONS classifications. 'Undetermined' participants could not be assigned on the basis of the postcode digits provided.

Table 2. The Number of Participants from Urban/Rural Areas within Each Location

Row Labels	Rural	Urban	Undetermined	Total
Belfast	11	7	3	21
Bridgend	8	4	8	20
Doncaster	4	11	2	17
Paisley	5	5	4	14
Reading	12	1	12	25
Total	40	28	29	97

Figure 1: The Number of Participants from Urban/Rural Areas within Each Location



Participant screening questionnaire

The questionnaire below was used by our partners Propeller and Taylor McKenzie to recruit participants for the research. Recruiters completed the questionnaire with potential participants online or via telephone to ensure the quotas were met for each jury. For the purposes of illustration, the example below uses the Reading criteria with

regard to employment industry. See above for further information on the sample criteria used across the locations.

Eligibility

The Public Dialogue on UK Trade Policy is a research project being carried out by the National Centre for Social Research and the University of Sussex. It is bringing together residents from across the UK to explore their views on trade, in a way that is inclusive and brings in a range of perspectives and life experiences to the discussion.

Would you like to participate in the UK Trade Policy project research?

- Yes [CONTINUE]
- No [CLOSE]

[Those answering yes AND living in Reading]

[RECRUITER INSTRUCTION: the first question should be asked to determine whether the person is eligible to take part]

1. Will you be available to take part in 4 online and 1 in-person workshop held in your area:

The 4 online sessions will be held over Zoom and run from 18:00-20:30pm on:

- Wednesday 11th January 2023

- Wednesday 18th January 2023

- Wednesday 25th January 2023

- Wednesday 1st February 2023

The final in-person workshops are being held on the 4th February 2023 between 10:00-16:00pm.

It is important to explain to the respondent that as a token of thanks for contributing to the workshops, on completion of the final workshop they will receive a £350 Love2Shop e-voucher.

Yes	1
No [screen out]	2

2. Are there any accessibility or financial considerations that would make it easier for you to take part? (Ask question below to get details)

- a. Participant would like to join but has issues connecting to the internet
- b. Participant would like to join but has never used Zoom before
- c. Participant would like to join but is not confident using Zoom
- d. Participants do not have the necessary equipment needed for the online workshop
- e. Participant is concerned about financial aspects of attending the in-person workshop
(inform that travel to the venue is re-imbursed)
- f. Participant has a health condition or impairment

What support do they require?

(Write in):

REASSURE POTENTIAL RECRUITS THAT NATCEN WILL TRY TO PROVIDE ZOOM SUPPORT AND/OR MI-FI DEVICES AND WILL ENSURE THE VENUE HAS DISABLED ACCESS AND FACILITIES. LUNCH AND REFRESHMENTS WILL BE COVERED BY NATCEN AND WE WILL ALSO RE-IMBURSE TRAVEL COSTS.

Socio-demographic questions

3. Can you confirm your gender?	
Female	
Male	
Other	
Prefer not to say	

Minimum 10 female and 10 or 9 male (conditional on if minimum 1 'Other' or 'Prefer not to say') per region.

4. Which age group are you part of?	
18-29	
30-44	
46-64	
64+	

5 participants per age band per region, with 5 over-recruits aged 18-25, aiming for 2-3 ethnic minority participants within that.

5. Which of the following ethnic groups do you belong to?	
White	

Asian or Asian British	Check regional quotas
Black, Black African, Black Caribbean, or Black British	
Mixed or multiple ethnic groups	
Other	[screen out]

Check regional quotas

6. Do you consider yourself to have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more which reduce your ability to carry out day-to-day activities?	
Yes	
No	
Not sure	count towards 'Yes'

Minimum of 4

Socio-economic status -economic status

7. What is the occupation of Chief Income Earner in your household? *(Probe fully):*

(Write in):

SOCIAL GRADE: _____

Min. 5 D-E and max. 5 A-B

8. Which of the following matches your employment status?

Employed (full, part of self- employed)	[select one only] Go to 11.a) then go onto 11.b)
Unemployed	Skip 11.a), Go to 11.b)
Full-time student	Skip 11.a), Go to 11.b)
Retired	Skip 11.a), Go to 11.b)
Looking after home or family	Skip 11.a), Go to 11.b)
Out of work due to long- term illness	Skip 11.a), Go to 11.b)

Check regional quotas

9. a) If employed:

For Reading:

Which of the following describes the industry of your current employer?

Information and communication

Professional, scientific, and technical activities	
Administrative and support services	
Other industry	Fill in what the other industry is

What is this 'other industry'?

(Write in):

Min. 3 information and communication
Min. 3 professional, scientific, and technical activities
Min. 2 administrative and support services;
8 from broad mix of further industries

11. b) Do you have a non-UK passport?

Yes	Check regional quotas
No	

Information Sheet

The information below was shared with participants as part of their recruitment to the project, to provide context to the research.

NatCen

Social Research that works for society

Public Dialogue on UK Trade Policy

What is this project about?

This is a research project bringing together residents from across the UK to explore their views on trade.

You and others will join four workshops, held online across four weeks, to learn from experts about the evidence on four areas of trade. You will have the opportunity to discuss this evidence with others and ask questions from the experts on hand. These online workshops will be followed by final in-person workshops, where you and others will discuss different scenarios for how the UK could engage in trade in the future, consider your preferences in response to these, and explore who you trust to make decisions about UK trade policy.

Who has commissioned the project?

The Centre for Inclusive Trade Policy (CITP), part of the University of Sussex, has commissioned this project.

Who is carrying out the project?

The National Centre for Social Research (NatCen). NatCen is a charity and is the largest, independent, non-profit social research organisation in Britain, founded in 1969.

What will the workshops involve?

The first four online workshops will see 100 people from across the UK join Zoom calls together. You will be joined by people from your same town/city as well as others from four other locations in the UK.

The final workshops will be held in these different locations. You and 19 other people drawn from the same location will gather for a day of in-person discussions.

Each online workshop will last **two hours and thirty minutes**, with opportunities for breaks from your screen. The final in-person workshop will be **six hours**, with breaks for food and refreshments.

NatCen researchers and additional, freelance facilitators will run the discussions. Expert speakers from the CITP will present information during the online workshops and be available to answer questions about the topics being discussed. They will not be present at the in-person events. The workshops will move back and forth between small group discussions in breakout rooms online or at tables in-person, and whole group sessions on Zoom or in-person.

Prior to the first workshop and following the final workshop, we will send all participants a short online questionnaire to fill out. This is so that we can further understand whether and how people's views on trade change as a result of the discussions.

Where and when will the workshop be?

You have been invited to join the four online workshops that will be held on Zoom between 18:00-20:30pm on:

- Wednesday 11th January 2023
- Wednesday 18th January 2023
- Wednesday 25th January 2023
- Wednesday 1st February 2023

The final in-person workshops are being held on the 4th February 2023 between 10:00-16:00pm in venues that are centrally located in five different parts of the UK: Reading, Doncaster, Aberystwyth, Falkirk, and Belfast. All participants have been chosen since they live in or near to these locations, and the venues chosen will be central with good transport options. Participants' travel expenses will be covered by NatCen.

Why have I been invited to take part?

This research aims to explore public attitudes towards the future of UK trade policy in a way that is inclusive and brings in a range of perspectives and life experiences to the discussion. Anyone can join the discussion – you don't need to be an expert on trade. Your insights are what is most valuable, and the research will focus on this.

Why should I take part?

The research will help the CITP to create a more widely accessible public discussion around trade and will give members of the public an opportunity to express their views on this vital topic. You will receive a **£350 Love2Shop e-voucher** for your contribution to all workshops as a token of thanks for taking part. These can be used in thousands of high-street shops and attractions. This voucher is treated as an award (not a payment) and so it should not negatively impact access to Universal Credit. If you are chosen to participate, you will need to attend the workshops to receive the e-voucher. You will receive your e-voucher by email once the final workshop has been completed.

For more information on how you can redeem these vouchers please visit www.love2shoprewards.co.uk.

NatCen will support participants to take part if there are factors that make this more difficult, including but not limited to technological, financial and accessibility factors. We can offer support in providing devices and an internet connection, as well as assistance with accessing and using Zoom. For the in-person workshops, we will re-imburse travel and address any accessibility requirements you have.

If you have questions or concerns about taking part, you can contact the freephone number or email address at the bottom of this document.

Do I have to take part?

No, taking part is **voluntary** - you do not have to take part if you don't want to, you don't have to discuss any topics you are uncomfortable with, and you can change your mind at any point. If you agree to take part, you can withdraw at any point.

How will the information be used?

Prior to the first workshop and following the final workshop we will send all participants an online questionnaire to respond to, which will cover the themes of the discussions. We will collect data on people's responses to the questionnaire. During the workshops we will ask for your permission to audio record the discussions so that we have an accurate record for our research. We will also check that you are happy with facilitators taking notes during the discussions, recording ideas on a flipchart in the in-person workshops, and saving data from interactive online tools used in the online discussions, like online whiteboards.

All this data will be kept securely by NatCen, and only the NatCen research team will have access to it during the research. These will be used to help NatCen researchers analyse the results of the workshops. If you decide that you do not want to take part in the research for reasons relating to sharing your information, you are under no obligation to take part.

NatCen will use the findings from the workshops you attend to write a report for the CITP and provide them with transcriptions from workshop discussions for their future academic research. However, no names or contact details will be included in the report or in the transcriptions given to the CITP.

We will also ask any interested participants if they would like to record a short video interview with a NatCen researcher following the final workshop, to give their reflections on taking part. This will be used in the research and potentially published by CITP on their site so that others can learn more about what the experience was like for participants. There is no obligation to take part in one of these interviews. In case you take part in an interview but decide later that you do not want it published by CITP, we will provide you in advance with information as to when you will need to let NatCen know this and how.

You can find more information about how NatCen will handle your data during this research in

the privacy notice provided.

What happens if I agree to take part?


During recruitment, if you raise any considerations about how we can support you to take part, we will be in touch with you for any further details needed to provide this support. We will also be in touch prior to (and following) the workshops with the online questionnaire. We will also send you any further details about the events you will need in advance and you will be able to contact NatCen if you have any questions in advance of the workshop.

If you have any questions at all about the project, please contact NatCen via the freephone number or email below and a researcher will get back to you.

Who is NatCen Social Research?

We are the largest independent social research institute in Britain. We conduct research into a range of social issues. Find out more at: <http://www.natcen.ac.uk>

Contact us:

Freephone number  0800
168 2153

Email:  tradepolicy@natcen.ac.uk

