

CASE STUDY: **QUALITATIVE RECRUITMENT** **INTERVIEWS**

# Participants in Debt

## THE PROJECT

Working on behalf of a major banking group we were tasked with recruitment of 46 consumers in debt for online and telephone interviews across 6 sprints between September 2021 to March 2022.

## THE PROFILES

Consumers in debt were classified as People living in England with debt arrears or difficulty maintaining debt payments. Across the sample we had to include the below representation:

- ✓ **MIX OF DIGITAL CAPABILITY** based on this scale: Government Digital Inclusion Strategy - GOV.UK
- ✓ **MINORITY/ VULNERABLE GROUP** – based on race, disability, religion, sexual orientation (the brief references a requirement based on ‘relevant vulnerabilities and these 9 characteristics <https://www.equalityhumanrights.com/en/equality-act/protected-characteristics>)
- ✓ **SOME WHO HAD MORE SERIOUS DEBT ISSUES** i.e. have a “deficit budget” (no disposable income to contribute towards their debt repayments)
- ✓ **SPECIFICALLY SOMEONE** who needed to use digital assistive technology (e.g. screen readers)

## THE PROCESS



We were able to target relevant respondents utilising demographic, healthcare and assisted technology data on our panel on [Take Part In Research](#). In addition to this the team utilised data from the ONS and specialised websites to target areas which were defined as lower income areas as well as onboarding support from specialist groups. This combination of methods enabled us to target some of the harder to reach/ vulnerable or digitally less confident profiles.

## KEY FIGURES:

**46**  
Consumers  
in Debt

**6**  
Sprints

## RESEARCH METHODOLOGY

-  Telephone Interviews
-  Online Interviews

## THE OUTCOME

Recruitment was completed successfully within 2 weeks per sprint and have since continued to work on similar profile projects alongside more mainstream targets for the same client.