



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

Disabilities

THE NEED

Working with 2CV and their transport client, Roots Research were tasked with recruiting people with access needs to help gather evidence on people's experience of and attitudes towards rail travel in Great Britain.

Participants were recruited from a client supplied and the profiles were those with a range of possible access needs covering 6 core segments

- ✓ VISION
- ✓ HEARING
- ✓ MOBILITY AND DEXTERITY
- ✓ COGNITIVE
- ✓ SOCIAL AND BEHAVIOURAL
- ✓ MENTAL HEALTH.

THE PROCESS

As Roots Research are ISO27001 certified, we are recognised to securely hold client list data. Once we have securely received the data we reached out directly to participants initially via email and then through follow up calls to engage them directly and schedule them for an interview.

KEY FIGURES:

6

Client list

RESEARCH METHODOLOGY



Interviews



Online Interviews



Telephone Interviews

THE FEEDBACK

Successfully recruited profiles with a range of accessibility needs and have supported with further recruitment for follow up research. Sue @ 2cv: "fab job from start to finish. working with difficult lists but handles it easily. flexible working. great comms."

SUE @ 2CV

