

CASE STUDY: **QUALITATIVE RECRUITMENT**

# Transgender & Non Binary

## THE PROJECT

Working with 2CV on behalf of DrinkAware who identified the need to diversify the messaging on the website to be inclusive for transgender/ nonbinary people and wanted to carry out market research to ensure the messaging was suitable for this audience.

## THE PROFILES

Recruitment for in depth interviews with follow up groups with profiles to focus around:

- ✓ **TRANSGENDER / NON-BINARY / GENDER FLUID / GENDER QUEER**
- ✓ **INCLUDING PEOPLE WHO HAVE TAKEN HORMONES** as part of a transition in the last 2 years
- ✓ **EQUAL SPREAD OF AGE GROUPS** from 18-34, 35-54 and 55+
- ✓ **UK SPREAD** to include Scotland, N. Ireland, Wales and England across a mix of urban and rural locations
- ✓ **EQUAL SPLIT** of alcohol risk based on consumption

## THE PROCESS

Utilising our inhouse panel via Take Part In Research; we were able to target a few specific groups including those who identified as non-binary on our registration panel.


We were also able to snowball by asking for referrals for friends or family in the LGBTQ+ communities which allowed us to open our sample and invite unregistered respondents to attend.

We also posted on our social networks with targeting specifically around LGBTQ+ communities.

## KEY FIGURES

**18**  
UK Profiles

## RESEARCH METHODOLOGY

 Online Interviews

 Online Friendship Triads

## THE OUTCOME

We recruited 18 profiles in total with a suitable mix of profiles requested with 100% attendance in the IDI's and follow up groups.

## THE FEEDBACK

*"Thank you to Katie and the team for the work on DrinkAware the team were extremely pleased with the participants."*

What word comes to mind when you think of Roots: "Amazing"

**CHARLOTTE DIXON**  
2CV

